



## AUDIENCE

**\$181,400**

MEDIAN HHI

**45**

MEDIAN AGE

**65%**

MALE

**35%**

FEMALE

**GRADUATED  
COLLEGE+**

COMP 85% | **INDEX 113**

**C-LEVEL  
EXECUTIVES**

COMP 39% | **INDEX 177**

**INFLUENTIAL\***

COMP 31% | **INDEX 165**

SOURCE: IPSOS AFFLUENT SURVEY, FALL 2017

\*PARTICIPATED IN 3+ PUBLIC ACTIVITIES IN THE PAST 12 MONTHS.