



AUDIENCE

\$151,900

MEDIAN HHI

44

MEDIAN AGE

61%

MALE

39%

FEMALE

**GRADUATED
COLLEGE+**

COMP 86% | INDEX 117

**C-LEVEL
EXECUTIVES**

COMP 39% | INDEX 182

INFLUENTIAL*

COMP 27% | INDEX 152

SOURCE: IPSOS AFFLUENT SURVEY, SPRING 2017

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