



IPSOS READER PROFILE

WOMEN	50%
MEN	50%
TOTAL AUDIENCE	1,310,000

AGE

AGE 18-34	32%
AGE 35+	68%
MEDIAN AGE	41

MARITAL STATUS/CHILDREN

MARRIED/PARTNERED	90%
CHILDREN IN HH	73%

EDUCATION

ATTENDED COLLEGE	96%
GRADUATED COLLEGE+	88%

EMPLOYMENT

EMPLOYED	92%
PROFESSIONAL/MANAGERIAL	87%

HOUSEHOLD INCOME

\$150,000+	75%
\$200,000+	40%
MEDIAN HHI	\$185,861

HOME OWNERSHIP/VALUE

OWN HOME	92%
MEDIAN VALUE OF LIQUID ASSETS + REAL ESTATE	\$2,742,722

SOURCE: Ipsos Affluent Survey USA Fall 2022 Adults 18 or older, HHI \$125,000+

TO ADVERTISE

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