ELLE DECOR

IPSOS READER PROFILE

WOMEN	44%
MEN	56%
TOTAL AUDIENCE	1,380,000

AGE

AGE 18-34	29%
AGE 35+	71%
MEDIAN AGE	41

MARITAL STATUS/CHILDREN

MARRIED/PARTNERED	90%
CHILDREN IN HH	73%

EDUCATION

ATTENDED COLLEGE	96%
GRADUATED COLLEGE+	88%

EMPLOYMENT

EMPLOYED	90%
PROFESSIONAL/MANAGERIAL	87%

HOUSEHOLD INCOME

$150,000+	76%
$200,000+	43%
MEDIAN HHI	$189,218

HOME OWNERSHIP/VALUE

OWN HOME	92%
MEDIAN VALUE OF LIQUID ASSETS + REAL ESTATE	$2,666,426

SOURCE: Ipsos Affluent Survey USA Double-base 2023 Adults 18 or older, HHI $125,000+.

10/2023