

## IPSOS READER PROFILE

WOMEN .....	<b>63%</b>
MEN .....	<b>37%</b>
TOTAL AUDIENCE .....	<b>548,000</b>

### AGE

AGE 25-54 .....	<b>65%</b>
AGE 35+ .....	<b>78%</b>
MEDIAN AGE .....	<b>46</b>

### MARITAL STATUS/CHILDREN

MARRIED .....	<b>88%</b>
CHILDREN IN HH .....	<b>53%</b>

### EDUCATION

ATTENDED COLLEGE .....	<b>95%</b>
GRADUATED COLLEGE+ .....	<b>85%</b>

### EMPLOYMENT

EMPLOYED .....	<b>82%</b>
PROFESSIONAL/MANAGERIAL .....	<b>76%</b>

### HOUSEHOLD INCOME

\$150,000+ .....	<b>76%</b>
\$200,000+ .....	<b>45%</b>
MEDIAN HHI .....	<b>\$191,874</b>

### HOME OWNERSHIP/VALUE

OWN HOME .....	<b>91%</b>
MEDIAN VALUE OF LIQUID ASSETS + REAL ESTATE .....	<b>\$1,892,403</b>

SOURCE: Ipsos Affluent Survey USA Double-base 2020 Adults 18 or older, HHI \$125,000+

### TO ADVERTISE

Contact your ELLE DECOR Sales Representative or Associate Publisher  
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