

## VERANDA

AFFLUENT READER PROFILE  
(IPSOS)

**TOTAL AUDIENCE: 908,000**

**DEMOGRAPHICS**

WOMEN .....	41%
MEN .....	58%
MEDIAN AGE.....	42.8
AGE 25-54 .....	74%
MARRIED OR PARTNERED.....	94%

**HOUSEHOLD INCOME**

MEDIAN HHI.....	\$193,448
HHI \$150,000+ .....	77%
HHI \$200,000+.....	46%
HHI \$250,000+ .....	22%

**EDUCATION**

ANY COLLEGE .....	99%
GRADUATED COLLEGE OR MORE .....	91%

**HOME OWNERSHIP/VALUE**

MEDIAN VALUE OF PRINCIPAL RESIDENCE .....	\$678,085
OWN PRINCIPAL RESIDENCE .....	95%
VALUE OF OWNED HOME \$500,000+ .....	61%

**NET WORTH**

MEDIAN NET WORTH .....	\$1,699,623
MEDIAN VALUE: LIQUID ASSETS & REAL ESTATE.....	\$2,599,619
LIQUID ASSETS & REAL ESTATE \$1,000,000+ .....	85%
HH LIQUID ASSETS \$1,000,000+.....	50%
HH LIQUID ASSETS \$3,000,000+.....	15%

SOURCE: IPSOS AFFLUENT SURVEY USA DOUBLE-BASE 2022 ADULTS 18 OR OLDER, HHI \$125,000+.

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