

VERANDA

READER PROFILE (MRI)



DEMOGRAPHICS

WOMEN	77%
MEN	23%
MEDIAN AGE	57.2
AGE 25-54	38%
NOW MARRIED	51%

HOUSEHOLD INCOME

MEDIAN HHI	\$86,911
HHI \$100,000+	43%
HHI \$150,000+	24%
HHI \$200,000+	14%

EDUCATION

ANY COLLEGE	74%
GRADUATED COLLEGE OR MORE	42%

HOME OWNERSHIP/VALUE

MEDIAN HOME VALUE	\$353,944
HOME OWNERSHIP	75%
VALUE OF OWNED HOME \$250,000+	48%
VALUE OF OWNED HOME \$400,000+	33%

NET WORTH

MEDIAN HH NET WORTH	\$367,457
HH NET WORTH \$250,000+	62%
HH NET WORTH \$500,000+	41%

SOURCE: MRI-SIMMONS DOUBLEBASE 2021. REPORT © 2021, MRI-SIMMONS, ALL RIGHTS RESERVED.

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