

VERANDA



AFFLUENT READER PROFILE (IPSOS)

DEMOGRAPHICS

WOMEN	53%
MEN	47%
MEDIAN AGE.....	50.6
AGE 25-54	56.2%
MARRIED OR PARTNERED.....	89.2%

HOUSEHOLD INCOME

MEDIAN HHI.....	\$198,698
HHI \$150,000+	63.3%
HHI \$200,000+.....	49.3%
HHI \$250,000+	31.6%

EDUCATION

ANY COLLEGE	98.5%
GRADUATED COLLEGE OR MORE	86.3%

HOME OWNERSHIP/VALUE

MEDIAN VALUE OF PRINCIPAL RESIDENCE	\$608,454
OWN PRINCIPAL RESIDENCE	95.4%
VALUE OF OWNED HOME \$500,000+	57.1%

NET WORTH

MEDIAN NET WORTH	\$1,666,162
MEDIAN VALUE: LIQUID ASSETS & REAL ESTATE.....	\$2,284,528
LIQUID ASSETS & REAL ESTATE \$1,000,000+.....	46%
HH LIQUID ASSETS \$1,000,000+.....	44.4%
HH LIQUID ASSETS \$2,000,000+.....	26.8%

SOURCE: IPSOS AFFLUENT SURVEY USA DOUBLE-BASE 2020 ADULTS 18 OR OLDER, HHI \$125,000+.

CONTACT your VERANDA Sales Representative or Associate Publisher
David Hamilton at 212.649.7298 or DavidHamilton@hearst.com.