

VERANDA



READER PROFILE (MRI)

DEMOGRAPHICS

| | |
|-------------------|-------|
| WOMEN | 83.4% |
| MEN | 16.6% |
| MEDIAN AGE | 58.5 |
| AGE 25-54 | 37.2% |
| NOW MARRIED | 54.3% |

HOUSEHOLD INCOME

| | |
|----------------------|-----------|
| MEDIAN HHI | \$104,175 |
| HHI \$100,000+ | 51.7% |
| HHI \$150,000+ | 30.6% |
| HHI \$200,000+ | 16.6% |

EDUCATION

| | |
|---------------------------------|-------|
| ANY COLLEGE | 77% |
| GRADUATED COLLEGE OR MORE | 55.4% |

HOME OWNERSHIP/VALUE

| | |
|--------------------------------------|-----------|
| MEDIAN HOME VALUE | \$380,304 |
| HOME OWNERSHIP | 81.1% |
| VALUE OF OWNED HOME \$250,000+ | 55% |
| VALUE OF OWNED HOME \$400,000+ | 38.3% |

NET WORTH

| | |
|-------------------------------|-----------|
| MEDIAN HH NET WORTH | \$452,336 |
| HH NET WORTH \$250,000+ | 77% |
| HH NET WORTH \$500,000+ | 53% |

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