

HOMIE

DESIGN & DECOR

wealth/age



MEDIAN AGE:

42



LIQUID ASSETS:

\$500,000+
50%

MINIMUM HOME VALUE:

\$500,000

HOME VALUE:

\$700,000+
55%

HOUSEHOLD INCOME:

\$150,000+
80%

luxury goods



SPENT MORE THAN \$3,000+ ON FINE WATCHES & FINE JEWELRY IN THE LAST 12 MONTHS:

74%



SPENT MORE THAN \$10,000+ ON APPAREL & ACCESSORIES IN THE LAST 12 MONTHS:

77%

Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+. Source: Ipsos Affluent Survey USA, 2014.



luxury travel

VERY LIKELY TO TRAVEL ABROAD IN NEXT 12 MONTHS:

16%

SPENT \$10,000 + ON U.S. VACATION IN LAST 12 MONTHS:

44%

SPENT \$5,000 + ON U.S. TRAVEL IN LAST 12 MONTHS:

25%

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automotive

BOUGHT A PREMIUM BRAND AUTOMOBILE IN THE PAST 12 MONTHS:

38%

Source: JD Power Automotive Media and Marketing Report, Summer 2014.

results



AVERAGE TIME SPENT PER ISSUE:

53.1 minutes

Source: GfK MRI, Special Tabulators, Fall 2014.



TOOK ACTION AFTER SEEING AD:

61%

Source: GfK MRI Starch Advertising Research, July 2013-June 2014.



home improvement activity in the past 12 months

USED LANDSCAPE DESIGNER:

49%

USED INTERIOR DESIGNER:

41%

USED LANDSCAPE ARCHITECT:

40%

SPENT \$1,000 + ON INTERIOR DESIGN:

54%

SPENT \$3,000 + ON FURNITURE:

41%

SPENT \$1,000 + ON KITCHEN APPLIANCES:

30%

SPENT \$5,000 + ON HOME REMODELING:

30%

SPENT \$10,000 + ON HOME REMODELING:

25%

home improvement activity planned for the next 12 months

PLAN TO REDECORATE HOME:

35%

PLAN TO REMODEL KITCHEN:

34%

PLAN MAJOR LANDSCAPE PROJECT:

34%

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