



AUDIENCE

\$181,600

MEDIAN HHI

46

MEDIAN AGE

65%

MALE

35%

FEMALE

**GRADUATED
COLLEGE+**

COMP 86% | INDEX 113

**C-LEVEL
EXECUTIVES**

COMP 36% | INDEX 164

INFLUENTIAL*

COMP 31% | INDEX 167

SOURCE: IPSOS AFFLUENT SURVEY, SPRING 2018

*PARTICIPATED IN 3+ PUBLIC ACTIVITIES IN THE PAST 12 MONTHS.