

# Our Readers are like Money in the Bank

## Billboard Readers...

own real estate, invest their income and look towards financial planners to help manage their money.

**26%** are millionaires

**77%** own their own home, condo or coop apartment

Average value of owned home: **\$776,000**

**28%** own other real estate in addition to principal residence

**11%** is the average amount of annual household income used for investment purposes

**96%** have one or more credit cards



### The Billboard Reader:

**73%** have influence in consumer purchasing decisions

**\$236,000:** Average annual household income

**57%** have six-figure salaries or higher

**\$1.1 million:** Average combined value of assets

Source: Harvey Research 2005 Subscriber Study

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