



# Print Demographics

## SEX

Male	73%
Female	27%

## AGE

Median	66 Years
Ages 30-54	15%
Ages 35+	82%

## INCOME/NET WORTH

Median HHI	\$100,200
Household Income 100K+	40%
HH Net Worth \$250K+	78.6%
HHI \$75,000+	64.1%
HH Net Worth \$1,000,000+	43%

## PROACTIVE

Politically active	94%
Donated to charity	89%
Voted in federal or local election	87.8%
Worked as non-political volunteer	31.1%
Serve as director on board	27.7%
Serve on corporate board.	24.5%
Wrote newspaper/magazine editor	20.7%
Took active role in social issue	19.1%
Engaged in fundraising..	12.2%
Actively worked for political party	11.8%
Addressed public meeting	10.6%

## PURCHASED BOOKS LAST YEAR

Books	91.9%
Spent \$250+	41%
Median Purchase	\$216
Reader Involvement	
Read 4 Out of 4 Issues	85.4%
Avg. Length of Subscription	4 Years
Avg. Time Spent With Each Issue	66 Min.
Subscription Renewal Rate	85%

## EDUCATION

Undergraduate Degree or Beyond	75.4%
Graduate/Post Graduate Degree	82.5%

## PURCHASED MAIL ORDER LAST YEAR

Via Mail/Phone/Internet	87.8%
Books	76.4%
Clothing/Apparel	66.1%
Via Mail/Phone	59.1%
Food	28.1%

## CIRCULATION DUPLICATION

Wall Street Journal	25.2%
The Weekly Standard	21%
Forbes	15.3%
TIME	8.7%
The Economist	7.0%
Atlantic Monthly	4.1%
US News & World Report	3.9%
Foreign Affairs	3.1%
The New Yorker	2.1%
Harper's	1.0%
The Politico	0.8%
National Journal	0.4%
The Hill	0.2%
Roll Call	0.2%
The New Republic	0.2%

## EMPLOYMENT

Professional/Managerial	85.4%
Any Chief Officer	47.4%
Owner/Partner	41.3%
Top Management	33.3%
Work for federal/state government	16.4%

