

MONROE MENDELSON RESEARCH

Total Readership: 375,000
Average Age: 61
College Graduate: 83%
Postgraduate Degree: 43%
Female/Male: 53/47%

Average Annual Household
Income: \$184,000

Average Household Net
Worth: \$1.606 million

Average Value of Investment
Portfolio: \$898,100

Owns Principal Residence: 92%
Average Value: \$489,100

Owns Investment Property: 35%
Average Value: \$679,000

Owns Second Residence: 15%
Average Value: \$582,000

In the Last Year:

Visited the South: 52%

Visited the West: 46%

Visited the Northeast: 42%

Visited the Midwest: 29%

Visited Europe: 21%

In the Last 3 Years:

Visited the South: 70%

Visited the West: 65%

Visited the Northeast: 58%

Visited the Midwest: 40%

Visited Europe: 37%

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PRESERVATION®

Regularly Reads *Preservation* (at least 3 out of every 4 Issues): 86%

- To Learn About Historic Sites and Travel Ideas: 78%
- To Read About Places Threatened or Saved: 75%
- To Learn About Programs and Initiatives at the National Trust for Historic Preservation: 57%
- To Learn About Historic Properties for Sale: 31%

Average Time Spent Reading *Preservation*: 1 hour

Visited Any Historic Places in the Last 2 Years: 88%

- Stayed Overnight in a Hotel/Motel in the Last Year: 86%
- Average Nights Stayed: 21
- Average Overnight Trips in the Last Year: 6.8
- Average Amount Spent: \$6,485
- Traveled on a Commercial Airline: 73%
 - Domestically: 71%
 - Overseas: 35%
- Registered for a Hotel/Destination Stay Online in the Last 2 Years: 58%
- Has a valid passport: 77%

Decorating, Renovating, Restoring or Adding to Any Home(s) in the Last Year: 64%

- Average Amount Spent Decorating, Renovating, Restoring or Adding to Any Home(s): \$19,200
- Remodeling/Home Improvements in the Last Year: 30%
- Engaged the Services of a Professional in the Course of Improving Home(s) During the Last 2 Years: 45%
- Restored Historic Property in the Last 2 Years: 16%

Events Attended (Average Number of Events per Year):

Museums: 87.5% (6.0)

Live Theatre Performances: 75.4% (5.6)

Art Auctions/Gallery Exhibits:
69.2% (5.4)

Non-Classical Music Concerts:
55.2% (4.1)

Sports Events: 54.0% (6.4)

Classical Music Concerts: 47.2% (5.4)

Antiques Shows: 39.4% (3.5)

Dance/Ballet Performances:
28.3% (3.4)

Live Opera Performances:
25.5% (3.5)

Auto Shows: 14.0% (2.4)

Research conducted 2008.