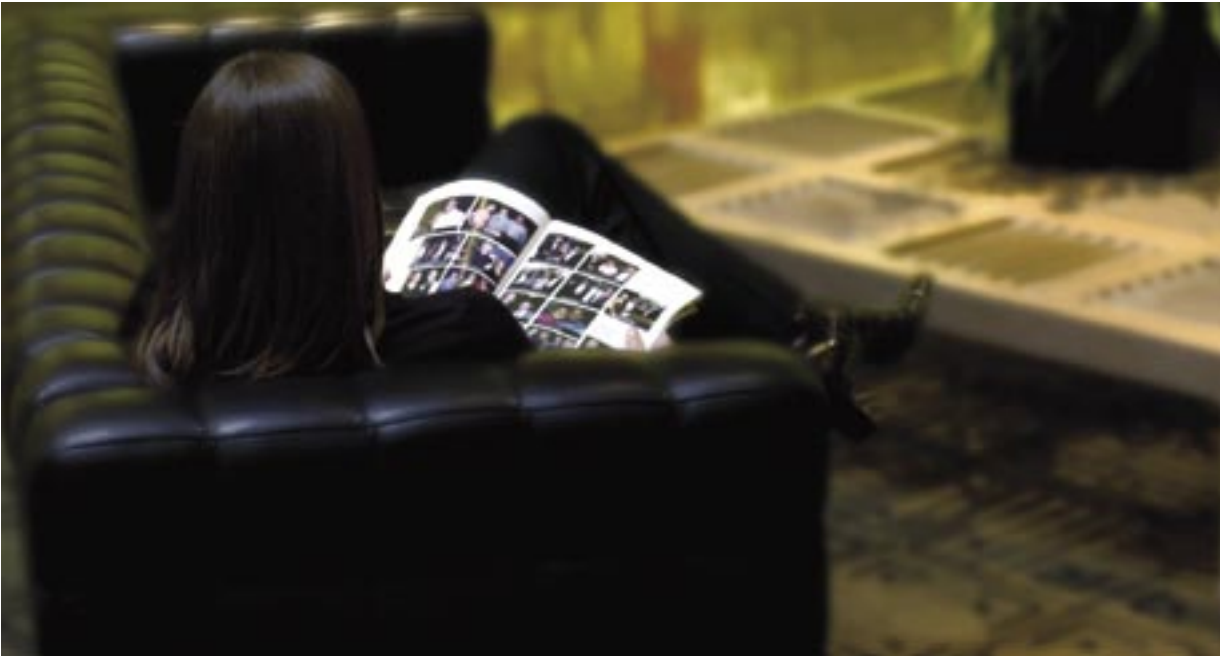


READER **DEMOGRAPHICS**



stlouis
MAGAZINE

DEMOGRAPHICS

			INDEX
GENDER	Male:	39%	81
	Female:	61%	117
HOUSEHOLD INCOME	\$100,000+ income:	64%	364
	average household income:	\$186,400	296
AGE COMPOSITION	adults 18-49:	37%	70
	adults 25-54:	49%	84
NET WORTH	average net worth:	\$904,000	
	\$1,000,000+:	32%	
	\$500,000-\$999,999:	24%	
	\$200,000-\$499,999:	40%	
	\$100,000-\$199,999:	9%	
VALUE OF INVESTMENTS	\$1,000,000+:	21%	
	\$500,000-\$999,999:	15%	
EDUCATION	Attended college:	67%	275
	Post-graduate study with degree:	30%	364
PROFESSION	Hold professional/managerial positions:	63%	198
	Owner/partner in business:	27%	245
	Member of one or more boards of directors:	18%	
	Home office:	55%	398
HOME OWNERSHIP	Own primary residence:	93%	127
	Own a vacation home:	19%	731
ISSUES READ	four out of last four:	89%	
	average time spent reading:	60 mins.	
INFLUENCE	Recommended a restaurant, store or product seen in the magazine:	42%	
	Shopped in a store seen in the magazine:	39%	
	Attended event seen in the magazine:	28%	
	Accessed website seen in the magazine:	20%	
	Saved an entire issue:	53%	
	Clipped and saved an interesting article:	49%	
DINING	Dine in a restaurant in an average month:	99.4%	
	Dine out five or more times in the past 30 days:	82%	
	Dine in a restaurant as a result of reading St. Louis Magazine:	77%	
	Used St. Louis Magazine Dining Out listings when making reservations:	35%	
TRAVEL	Took a domestic trip in the last 12 months:	94%	175
	Took 9 or more domestic trips in the last 12 months:	23%	451
	Traveled to Chicago in the last 12 months:	51%	
	Traveled to Florida in the last 12 months:	43%	
	Traveled to South Florida in the last 12 months:	35%	

		INDEX
ARTS & CULTURE	Attended concert/dance/ballet/live theatre:	77%
	Went to museums:	61%
		434
HOME RENOVATION	In the past 12 months:	48%
	In the next 12 months:	40%
LEISURE ACTIVITIES	Attended pro sports events:	71%
	Visited a spa:	36%
	Attended a charity event:	57%
	Attended an antique/art show auction:	37%
	Gardening:	62%
	Golf:	31%
	Health club or gym workout:	52%
	Swimming:	34%
	Walking:	79%
	Yoga:	17%
		166
		272
		199
		282
		407
SERVICES USED	Entertained in home:	82%
	Used caterer:	21%
	Used financial advisor/stockbroker:	56%
	Used an interior designer:	28%
	Used a landscape/gardener:	50%
	Used a real estate agent:	23%
	Used a physical trainer:	20%
SHOPPING HABITS	Westfield Shoppingtowns:	84.9%
	▪ West County:	72.8%
	▪ Chesterfield:	51.3%
	▪ Crestwood:	26.2%
	▪ South County:	13.8%
	▪ Mid Rivers:	7.0%
	St. Louis Galleria:	83.4%
	Plaza Frontenac:	66.8%
St. Louis Mills:	34.3%	
PURCHASE BEHAVIORS	Fine wine:	73%
	Premium liquors:	49%
	Fine jewelry:	39%
	Men's watches:	17%
	Women's watches:	20%
	Home furnishings:	82%
	Fine arts:	14%
	Antiques:	10%
	Home electronics:	52%
DUPLICATION	91% DO NOT READ ALIVE	
	86% DO NOT READ <i>Ladue News Magazine</i>	
	79% DO NOT READ <i>St. Louis Homes & Lifestyles</i>	
	79% DO NOT READ <i>St. Louis Business Journal</i>	
	29% DO NOT READ <i>St. Louis Post-Dispatch</i>	

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