

2009 DEMOGRAPHICS

MARKET RESEARCH

All demographic information was provided by Mendelsohn Media Research, Incorporated, better known as MMR, Inc. MMR, Inc. is a research firm that studies the demographics of high-end publications' readerships. MMR was commissioned by *Westchester Magazine* to study its readership in October 2007. Sampling had a 43% response rate.

MEDIAN AGE 54

GENDER % of Readers

Female 68%
Male 32%

MARITAL STATUS % of Readers

Married 78%

HOUSEHOLD INCOME % of Readers

Mean \$310,500
Median \$173,000
Mean household net worth \$2,408,200
Mean value of financial securities \$2,146,300

EDUCATION % of Readers

Any college+ 93%
College graduate+ 83%
Graduate degree+ 38%

PROFESSIONAL PROFILE % of Readers

Employed 65%
Maintain home office 54%
Professional-Managerial 50%
Owner/Partner 34%
Member of Board of Directors 18%

READERSHIP

% of Readers

Took action as a result of reading 98%
Read at least 3 of every 4 issues 94%
Average reading time is 50 minutes
Read every issue 83%
Saved one or more issues 74%
Discussed something they read
in the Magazine 74%
Recommended a restaurant or a product or
service they read in the Magazine 52%
Shopped in a store they read about in
the Magazine 50%
Passed along Magazine to someone else 44%
Bought a product/service they learned
about in the Magazine 41%
Attended an event they saw in the Magazine 26%
Accessed advertiser website 19%
Contacted advertisers directly 13%

HOME OWNERSHIP

% of Readers

Own home 94%
Average value of primary residence \$1,158,500
Median value of primary residence \$791,600
Own vacation/weekend home 27%
Average value of other real estate \$747,000
Median value of vacation/weekend home .. \$363,900

In the past year...

Used a gardener/landscaper 58%
Used a cleaning service 48%
Plan on remodeling/renovating 39%
Used a home builder/contractor 30%
Redecorated a home 28%
Used a real estate agent 13%
Used an architect 12%
Used an interior designer/decorator 12%
Bought a new home 8%

WESTCHESTER MAGAZINE

westchestermagazine.com

DEMOGRAPHICS

SOURCE: MENDELSON MEDIA RESEARCH, INC, READERSHIP STUDY 2007.

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SHOPPING

Westchester Magazine readers are savvy shoppers with the purchasing power to buy what they need and want.

Total discretionary by Westchester Magazine subscribers

	% of Readers	Total Spent
Went shopping	99%	
Alcoholic beverages	93%	\$67,470,000
Children's apparel	91%	\$103,090,000
Women's apparel	86%	\$199,355,000
Men's apparel	83%	\$106,470,000
Home electronics /entertainment	88%	\$104,940,000
Watches/Jewelry	80%	\$145,535,000
Home decorating, remodeling, appliance maintenance	93%	\$537,350,000

Total discretionary spending by Westchester Magazine Subscribers \$2.4 Billion

AUTOMOTIVE AND RECREATIONAL VEHICLES

Westchester Magazine readers own an average of 2.2 vehicles per household

Own/lease one or more vehicles	91%
Own/lease one or more new vehicles	33%
Own/lease foreign vehicle	81%
Own/lease domestic vehicle	34%

TRAVEL

	% of Readers
Spent money for travel in the past year	95%
Traveled in the past year	93%
Florida	49%
Other US	67%
Caribbean/Atlantic Island	28%
Europe	28%
Canada	13%
Mexico	9%
Went on a foreign vacation in the past year	57%
Took a cruise in the past year	18%

Casino Gambling

	% of Readers
Traveled to a casino in the past year	36%
Mohegan Sun	18%
Atlantic City	16%
Las Vegas	12%
Yonkers Raceway	10%
Foxwoods	9%

Travel to New York City

	% of Readers
Traveled to New York City in the past year	95%
Daily	14%
Weekends	2%
Once a week	8%
Two to Three times a week	7%
Once a month	20%

Why readers traveled to New York City

Cultural Activities	65%
Dining	55%
Meet with Friends	47%
Shopping	25%
Commute for work	18%
Other business meetings	15%

Weekend Travel

	% of Readers
Took one or more weekend vacation trips in the past year	81%
Beach location	25%
Other New York State	18%
Cape Cod/Nantucket/Martha's Vineyard	16%
Hamptons	14%
Ski resort	12%
Catskills	8%
Spa destination	5%

In the Next Year

	% of Readers
Will travel within the USA	76%
Will travel outside the USA	57%
Will take a cruise	20%

Total travel expenditures by Westchester Magazine subscribers \$558 Billion

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DINING % of Readers

Dined out in the past 30 days	99%
Dined in a restaurant they read about in the Magazine	86%
Used a dining listing from the Magazine to make a reservation	35%
Average times dined out in the past 30 days.....	9.8
Entertained at home in the past 30 days.....	82%
Average times entertained in the past 30 days.....	5
Used a catering service in the past year	16%

PRIVATE CLUBS % of Readers

In the past year...

Belonged to a private club	53%
Health club	32%
Beach club.....	13%
Golf/Country club	12%
Tennis/Racquet club	10%
City/University club	5%
Yacht club	4%

CIVIC ACTIVITIES % of Readers

In the past year...

Engaged in 1+ civic activities	90%
Voted in federal/state/local election	86%
Involved with 1+ community organizations	76%
Charities	42%
Educational	29%
Museums, orchestra, other cultural	13%
Hospitals.....	13%
Wrote to elected official.....	28%
Engaged in fundraising	22%
Took active part in local civic activity	18%
Addressed public meeting	14%
Actively worked for political party/candidate...	7%

LIFESTYLE/INTERESTS % of Readers

Personally spent time in the past year...

Attended live show or theater.....	93%
Going to movie.....	91%
Attended museum/art/antique show	84%
Attended concert	78%
Gardening.....	78%
Attended sporting event	73%
Fitness walking.....	72%
Swimming.....	65%
Calisthenics	57%
Going to spa	46%
Bicycling.....	39%
Hiking	35%
Yoga	34%
Golf	33%
Working out with weights	33%
Tennis.....	27%
Running.....	26%
Boating	25%
Skiing/Snowboarding	20%
Fishing	16%
Snorkeling	9%
Camping	8%