

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

% of Readers

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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WESTCHESTER MAGAZINE
bringing you the best every month

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WESTCHESTER MAGAZINE

DEMOGRAPHICS

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

westchestermagazine.com

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 AGE54

GENDER % of Readers

Female68%
Male32%

MARITAL STATUS % of Readers

Married78%

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

Employed65%
Maintain home office54%
Professional-Managerial50%
Owner/Partner34%
Member of Board of Directors18%

READERSHIP % of Readers

Took action as a result of reading98%
Read at least 3 of every 4 issues94%
Average reading time is50 minutes
Read every issue.....83%
Saved one or more issues74%
Discussed something they read
in the Magazine74%
Recommended a restaurant or a product or
service they read in the Magazine.....52%
Shopped in a store they read about in
the Magazine50%
Passed along Magazine to someone else44%
Bought a product/service they learned
about in the Magazine.....41%
Attended an event they saw in the Magazine....26%
Accessed advertiser website19%
Contacted advertisers directly.....13%

HOME OWNERSHIP % of Readers

Own home94%
Average value of primary residence\$1,158,500
Median value of primary residence \$791,600
Own vacation/weekend home27%
Average value of other real estate.....\$747,000
Median value of vacation/weekend home ..\$363,900

In the past year...

Used a gardener/landscaper58%
Used a cleaning service48%
Plan on remodeling/renovating39%
Used a home builder/contractor30%
Redecorated a home28%
Used a real estate agent13%
Used an architect12%
Used an interior designer/decorator12%
Bought a new home8%

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DINING % of Readers

Dined out in the past 30 days99%

Dined in a restaurant they read about in the Magazine86%

Used a dining listing from the Magazine to make a reservation35%

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 club53%

 Health club 32%

 Beach club.....13%

 Golf/Country club12%

 Tennis/Racquet club10%

 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 organizations76%

 Charities 42%

 Educational29%

 Museums, orchestra, other cultural13%

 Hospitals.....13%

Wrote to elected official..... 28%

Engaged in fundraising 22%

Took active part in local civic activity18%

Addressed public meeting14%

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 show84%

Attended concert78%

Gardening.....78%

Attended sporting event73%

Fitness walking.....72%

Swimming.....65%

Calisthenics57%

Going to spa46%

Bicycling.....39%

Hiking35%

Yoga34%

Golf33%

Working out with weights33%

Tennis.....27%

Running.....26%

Boating25%

Skiing/Snowboarding20%

Fishing 16%

Snorkeling9%

Camping8%

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