



## VS. AFFLUENT AND ENTHUSIAST COMPETITION

	ROAD & TRACK	ROBB REPORT	CIGAR AFICIONADO	WINE SPECTATOR	FLYING	YACHTING
TOTAL AFFLUENT AUDIENCE	1,399,000	704,000	891,000	1,787,000	1,159,000	734,000
AFFLUENT MEN	78.8%	76.6%	76.2%	68.1%	75.4%	76.6%
AFFLUENT WOMEN	21.2%	23.4%	23.7%	31.9%	24.6%	23.4%
<b>AGE</b>						
AGE 18-34	26.2%	30.5%	28.3%	22.4%	29.1%	33.1%
AGE 25-34	20.6%	27.8%	22.9%	19.8%	25.1%	27.7%
AGE 35-49	44.1%	43.9%	41.6%	34.1%	53.8%	49.0%
AGE 50+	29.7%	25.4%	30.1%	43.5%	17.1%	17.8%
MEDIAN AGE	42	41	42	47	39	39
<b>MARITAL STATUS</b>						
MARRIED	88.8%	92.3%	94.3%	90.7%	95.3%	89.6%
SINGLE	6.9%	2.6%	2.0%	2.7%	2.8%	5.0%
<b>EDUCATION</b>						
GRADUATED COLLEGE PLUS	88.1%	89.1%	92.3%	90.4%	92.2%	90.3%
ANY COLLEGE	97.4%	98.0%	99.1%	98.2%	98.4%	96.9%
<b>HOUSEHOLD INCOME</b>						
\$250,000+	24.6%	23.0%	21.1%	30.3%	17.0%	20.3%
\$500,000+	12.2%	12.6%	10.0%	15.0%	9.6%	10.9%
\$1,000,000+	9.5%	8.9%	7.7%	12.5%	7.6%	7.4%
MEDIAN HHI	\$185,993	\$189,686	\$183,992	\$196,065	\$175,409	\$181,675
MEDIAN NET WORTH	\$1,976,600	\$2,182,159	\$1,860,477	\$2,276,308	\$1,942,115	\$1,870,899