



“ARMCHAIR SHOPPING” BUYERS PROFILE

Average Circulation 750,000
Total Audience 4,500,000
Median Age Range 35-54 years

Occupation:
 Professional, Manager 78%
 **Other - Sales, Service,
 Self-Employed** 22%

Married 76%
Single Male 11%
Single Female 13%

Household Income:
 \$100,000+ 26%
 \$75-\$99,000 44%
 \$50-\$75,000 70%
 Median **\$75,800**

Two Income Household: 47%

**Educated - College/Advanced
 Degrees** 74%

Credit Cards:
 Bank Cards 91%
 Travel/Entertainment 28%
 Gas/Department Store 37%

Average Home Value \$181,400

Own Their Own Home 90%

CHARACTERISTICS

The Good Life Interests

Home Furnishings	43%
Travel for Pleasure	41%
Travel in the USA	40%
Frequent Flyer	39%
Travel for Business	39%
Fine Art/Antiques	31%
Gourmet Cooking	27%
Stocks and Bonds	26%

Domestic Daily Activities

Cable Television Patron	67%
Household Pets	60%
Gardening	56%
Flower Gardening	51%
Avid Book Reading	46%
Home Workshop	39%
House Plants	35%
Crafts	28%

Sports and Leisure Interests

Physical Fitness	40%
Walking for Health	32%
Golf	25%
Bicycling	19%
Watching Sports on TV	32%

Electronic/Technical Interests

Own/Use a VCR	89%
Own a CD Player	71%
Personal Computer	57%
Stereo Music	51%
Own a Cellular Phone	42%

Source: Profile of Renovator's Supply, Polk Company