

## ARCHDIGEST.COM

DEMOGRAPHIC PROFILE	
UNIQUE AUDIENCE:	1,482,067
PAGE VIEWS:	20,223,254
PAGE DEPTH:	10.2
MEDIAN HHI:	\$102,500
MEDIAN AGE:	50.0

INDEX TO U.S.  
POPULATION

	% COMPOSITION	INDEX TO U.S. POPULATION
<b>GENDER</b>		
Male	39	81
Female	61	118
<b>HOUSEHOLD INCOME</b>		
\$100,000+	37	134
\$150,000+	25	203
\$200,000+	12	227
<b>EDUCATION</b>		
Graduated college+	55	188
<b>HOME VALUE</b>		
\$200,000+	48	138
\$500,000+	17	227
\$750,000+	6	178
<b>OCCUPATION</b>		
Professional/managerial	35	147
Top management	11	130
<b>MARITAL STATUS</b>		
Married	64	120
<b>AGE</b>		
18-34	28	93
35-54	40	114
55+	32	92

Sources: MRI Comscore Fusion; Omniture 2015

**WELL-CULTURED**

Classical/opera performances	236
Art Galleries/shows	233
Music performances	199
Museums	179

**COMMUNITY-MINDED AND SOCIAL (IN THE PAST YEAR)**

Attended a political rally or speech	290
Environmental groups/cause	284
Member of a group influencing policy or gov't	273
Served on committee for local organization	266
Volunteered of a charitable organization	238
Did 5+ public activities	229
Engaged in fundraising	176
Entertain friends/family	156

**WELL-TRAVELED**

Spent \$3,000+ on domestic vacation/past year	261
Member of frequent flyer program	189
Took 3+ foreign trips/past 3 years	181
Spent \$3,000+ on foreign vacation/past year	148

**ACTIVE AND INVOLVED (PARTICIPATED IN PAST YEAR)**

Soccer	336
Tennis	270
Hiking	215
Yoga	208
Rowing	183
Biking	155
Jogging/running	144
Skiing	138