

**Total Circulation.....25,000**  
 Male.....76%  
 Female.....24%

**Age**  
 Younger than 29.....4%  
 30-39.....28%  
 40-59.....55%  
 60 and over.....13%

**Education**  
 College or More.....81%  
 Post-Graduate Degree.....19%

**Income**  
 Less than \$75K.....17%  
 \$75K - \$99K.....20%  
 \$100 - \$199K.....43%  
 Above \$200K.....21%

**Types of Investment Properties**  
 Readers who invest in single-family homes.....92%  
 Readers who invest in apartments.....19%  
 Readers who invest in commercial.....17%  
 Readers who invest in land.....27%

**Value of Portfolio**  
 <\$200,000.....6%  
 \$201,000 - \$500,000.....16%  
 \$501,000 - \$1,000,000.....28%  
 \$1,100,000 - \$3,000,000.....36%  
 \$3,100,000 - \$7,000,000.....10%  
 \$7 million or higher.....5%

**Next Real Estate Transaction**  
 Next 30 days.....17%  
 31 - 90 days.....29%  
 3 - 6 months.....25%  
 6 - 12 months.....19%  
 1+ years.....11%

**Transaction will be**  
 Buy.....73%  
 Sell.....20%  
 Exchange.....7%

**Estimated Value of 401K or IRA**  
 < \$50,000.....30%  
 \$50,000 - \$250,000.....45%  
 \$250,000 - \$400,000.....10%  
 \$400,000 - \$1,000,000.....9%  
 > \$1 million.....5%

**Our Readership**  
 70% are married

**READER DEMOGRAPHICS**

