

IPSOS Mendelsohn Research Inc., "Connecticut Magazine Subscriber Study," December 2010

## profile

**CONNECTICUT subscribers are affluent and educated professionals.**

Female/Male .....	64.0 % / 36.0 %
Married .....	62.0 %
Single.....	38.0 %
Median Age/Adult Readers .....	60

## finances

More than 50% of subscribers have an annual income of \$100,000 or more.

Household Income (Average) .....	\$142,400
Average net worth .....	\$1,318,000

## education

Any College .....	86.1 %
Graduated College .....	67.4 %
Postgraduate w/degree .....	31.3 %

## occupation

Of those employed, 65.5% hold managerial/professional positions.

Owner or Partner of Business .....	19.4 %
Member of a Board of Directors	
• Business .....	16.3 %
• Charity .....	13.2 %
Influence business decisions related to the purchase of goods, services, special events.....	56.5 %

## readership

**Subscribers spend valuable time with CONNECTICUT.**

Read 3 or 4 out of the last 4 issues.....	90.1 %
Times refer to an issue.....	3.0
Average time reading each issue (minutes) .....	54
Total readers per copy.....	2.1
Overall rating of excellent or good.....	91.9

## home ownership

**CONNECTICUT subscribers invest in their homes.**

### ownership

89% own their primary residence.

#### Market value:

Median .....	\$384,900
Average .....	\$465,000

34.4% own other real estate.

#### Market value:

Median .....	\$269,500
Average .....	\$531,000

## home & garden

### home decorating/remodeling (last 12 months)

63.3% of households engaged in home decorating.  
25.4% of households engaged in remodeling.

### redecorate/renovate home or grounds (next 12 months)

52.3% of households plan to remodel/renovate.

### purchases (last 12 months)

- The typical subscriber spent an average of \$9,339 in the past 12 months on home-related expenditures.
- 77.7% of respondents purchased one or more home amenities as follows:

Furniture .....	41.3 %
Decorative Accessories.....	48.7 %
Home electronics/entertainment equipment.....	58.7 %
Linen/Bedding .....	50.8 %
Kitchen Appliances .....	27.1 %
Washer/Dryer .....	14.7 %
Dinner/Glassware.....	29.7 %
Lighting Fixtures (in/out).....	40.2 %
Floor Coverings/Rugs/Carpet.....	34.2 %
Outdoor Furniture/Accessories .....	17.5 %
Window Coverings.....	34.6 %
Heating/Air Conditioning .....	14.4 %
Countertops/Surfaces.....	8.7 %
Wall Coverings.....	35.8 %
Artwork/Collectibles .....	24.8 %
Antiques .....	14.8 %
Windows and Doors .....	22.0 %

### amenities

Have the following in homes or on property:

Deck/Patio .....	76.1 %
Fine arts/antiques .....	71.8 %
Home fitness equipment.....	40.9 %
Home security system .....	28.4 %
Oriental rugs .....	27.8 %
Flat panel color TV .....	61.8 %
Swimming Pool.....	10.7 %
Hot tub/spa/Jacuzzi.....	8.1 %
Sports/Athletic Equipment .....	36.1 %

continued →

## sources

IPSOS Mendelsohn Research, Inc., "Connecticut Magazine Subscriber Study," December 2010. For IMR project details, study methodology or a copy of the complete questionnaire, ask your marketing consultant or call (203) 380-6600, ext. 335.

## quality of life

An important “fact of life” for those who subscribe to CONNECTICUT.

### dining out

83.1% dine at fine restaurants.

73.8% read dining out listings regularly.

71.9% read restaurant reviews regularly.

69.8% use Connecticut Magazine as a resource for dining options.

56.6% entertain regularly outside the home.

52.3% use Readers' Choice Restaurant Awards as a reference.

### the arts (last 12 months)

Attended live theatre/show ..... 67.6 %

Attended concert ..... 52.6 %

Attend antique shows/art auctions..... 49.5 %

Attend museum exhibits ..... 61.3 %

### entertaining

In the past year, 86.5% of subscribers entertained at home as follows:

1-5 times a month ..... 42.4 %

6+ times a month ..... 10.9 %

### services utilized (last 12 months)

Cosmetic: surgeon/dentist/dermatologist..... 39.6 %

Private athletic health club ..... 12.1 %

Gym membership/personal trainer ..... 40.2 %

Landscaper..... 31.7 %

Attorney..... 27.3 %

Insurance agent..... 35.0 %

Cleaning service..... 28.6 %

Architect/home builder/contractor..... 30.0 %

Day spa ..... 21.8 %

Massage Therapist ..... 19.0 %

Pet care services ..... 22.2 %

Catered event outside the home..... 15.2 %

Realtor..... 10.0 %

### interests

Fitness/exercise walking ..... 73.3 %

Gardening ..... 75.3 %

Gourmet/fine cooking ..... 51.2 %

Swimming..... 44.9 %

Home decorating..... 63.3 %

Fitness workout ..... 51.6 %

Home remodeling ..... 25.4 %

Attend pro-sports events ..... 52.7 %

Golf..... 18.4 %

Bicycling ..... 27.9 %

Backpacking..... 12.3 %

Hiking ..... 27.2 %

Boating (power or sail) ..... 20.3 %

Jogging..... 14.8 %

Skiing..... 10.5 %

Yoga/Pilates..... 15.0 %

Tennis..... 9.2 %

Fishing/hunting ..... 15.3 %

## travel

Exploration is second nature for those who subscribe to CONNECTICUT.

- The average expenditure for personal travel was \$5,461.
- The average expenditure for business travel was \$9,146
- In the past year they traveled as follows:

### connecticut

38.3% stayed at a hotel, motel, country inn or other paid accommodation in Connecticut.

89.7% took a day trip(s) in state that included one or more of the following: dining, shopping, a museum or tourist attraction.

### regional

Massachusetts.....	67.3 %
Boston .....	42.3 %
Rhode Island.....	44.6 %
New York.....	46.9 %
New York City .....	52.4 %
Vermont.....	28.8 %
New Hampshire.....	23.6 %
New Jersey.....	26.6 %
Maine.....	28.5 %
Pennsylvania.....	22.0 %
Florida.....	29.0 %
Canada.....	12.2 %

### united states

82.8% traveled for business or pleasure within the United States in the past 12 months.

### foreign travel

In the past year, 29% traveled for business or pleasure to a foreign country.

### future travel plans

73.9% plan to take a cruise or vacation in the U.S.

37.8% plan to take a cruise or vacation outside the U.S.

14.9% plan to take a cruise specifically

## automotive

- 96.4% of subscribers own/lease one or more vehicles.
- 54.8% own/lease one or more vehicles defined as domestic.
- 68.8% own/lease one or more vehicles defined as imported.

They enjoy the ride. Connecticut Magazine subscribers indexed to U.S. adults with HHI of \$100,000+.

	%	index
Acura .....	2.5%	98
Audi.....	2.8	144
BMW.....	5.2	164
Buick.....	7.1%	122
Cadillac .....	1.0	19
Chevrolet.....	15.8	76
Chrysler.....	5.2	122
Ford .....	16.4	84
Honda.....	13.8	94
Hyundai.....	2.8	85
Jeep.....	5.0	80
Lexus .....	3.1	71
Mercedes Benz.....	4.2	153
Mercury.....	4.4	235
Mini Cooper.....	0.3	120
Saab .....	4.3	886
Subaru .....	8.4	307
Toyota.....	23.2	109
Triumph.....	0.3	600
Volkswagen.....	4.5	135
Volvo.....	4.5	243