

Audience Demographic Profile

DELIVERING AN EXCLUSIVE AUDIENCE OF HOME ENTHUSIASTS



RATE BASE: 950,000

4CP OPEN RATE: \$93,990

4CP CPM: \$98.93

FREQUENCY: 10x/year

Audience*	(000)	COMP	INDEX
Total	5,644	100%	100
Men	2,952	52%	108
Women	2,692	48%	92

Age			
25-54	3,478	62%	110
35-49	1,844	33%	113
50+	2,767	49%	121
Median Age	50		

Education			
Graduated College +	1,683	30%	111
Attended/Graduated College +	3,452	61%	112

Household Income			
\$100,000 +	1,749	31%	124
\$75,000 +	2,536	45%	116
\$50,000 +	3,710	66%	113
Median HHI	\$68,165		

Occupation			
Professional/Managerial	1,435	25%	110
Construction/Trades	448	8%	131
Self-employed	588	10%	134
Influential (3+ Activities)	978	17%	193
Owner/Partner	517	9%	146

Household Status			
Married	3,979	71%	128
Kids in Household	2,298	41%	101
Own Home	4,579	81%	116
Own \$400,00+	913	16%	129

Remodeling			
Did any remodeling/past 12 mos.	1,936	34%	141
Remodeled bath/past 12 mos.	626	11%	160
Remodeled kitchen/past 12 mos.	357	6%	144
Plan bath remodel/next 12 mos.	507	9%	183
Plan kitchen remodel/next 12 mos.	473	8%	198

Source: MRI Doublebase 2010

rev.12/14/10

FOR MORE INFORMATION, PLEASE CONTACT YOUR *THIS OLD HOUSE* ACCOUNT REPRESENTATIVE

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