

OUR READER PROFILE

D Magazine readers are affluent, educated professionals.

GENDER/AGE

Male	34.4%
Female	65.6%
Average age	50.9
Children at home	27%

EDUCATION AND OCCUPATION:

Attended some college	94.2%
Graduated 4-year college or more	76.3%
Post-graduate degree	27.8%
Hold managerial/professional position	47.5%
Owner or partner of a business	21.4%
Member of a board of directors/trustees	14.6%

MARITAL STATUS

Single	32.2%
Married	67.8%

READERSHIP HABITS

D readers love to spend time with and talk about *D*.

Regular readers who read three out of four issues	91.1%
Average time spent reading an issue	54 minutes
Saved one or more issues	60.7%
Clipped and saved items of interest	33.2%
Passed magazine along to someone else	50.6%
Discussed something read with another person	74.3%

A TRUSTED RESOURCE

D readers take action.

Dined in a restaurant after reading <i>D</i>	78.3%
Attended an event after reading <i>D</i>	21.7%
Bought a product or service after reading <i>D</i>	21.4%
Recommended a restaurant/product/service/store after reading <i>D</i>	40.8%
Shopped in a store after reading <i>D</i>	33.8%
Used dining out/calendar listings to make reservations after reading <i>D</i>	26.0%

FINANCIAL LEADERS

D readers are financially fit and invest in the future.

Average household income	\$344,000
Median	\$160,000
Average net worth	\$1,733,000
Average value of investment portfolio	\$1,657,000

HOME

D readers create homes of distinction.

Own home	91.5%
Average value of home	\$540,600
Own other real estate	35.6%

SHOPPING TRENDS

D readers are sophisticated shoppers.

FREQUENTED BY *D* READERS IN THE LAST 12 MONTHS

Galleria Dallas	53%
Highland Park Village	28.5%
NorthPark Center	74.1%

DINING AND SPIRITS

D readers have a taste for life.

Dined at a restaurant, hotel, or club in the past 30 days	98.3%
Entertained guests at home in the past 30 days	70.3%

BEVERAGES DRANK OR SERVED IN THE PAST SEVEN DAYS

Beer	65.1%
Wine	81.8%
Champagne/Sparkling Wine	41.1%
Tequila	45.5%
Vodka	54%

TRAVEL

D readers have a passion for travel both domestic and abroad.

IN THE NEXT 12 MONTHS, *D* READERS PLAN TO:

Take a cruise/trip/vacation	82.5%
Take a trip or vacation inside the U.S.	72.8%
Take a trip or vacation outside the U.S.	41.8%

SERVICES

SERVICES USED BY *D* READERS IN THE LAST 12 MONTHS

Financial planner	32.5%
Full-service broker	31.2%
Gardner/landscaper	55.9%
Home builder/contractor	27.4%
Insurance agent	53.5%
Interior designer/decorator	17.4%
Real estate agent	21.8%

BEAUTY

D readers care deeply about their appearance.

BEAUTY ESTABLISHMENTS/SERVICES FREQUENTED BY *D* READERS IN THE LAST 12 MONTHS

Hair salon	73.5%
Nail salon	60.2%
Spa	26.8%
Tanning	11.6%
Waxing	22.1%

AUTOMOTIVE

D readers drive and arrive in style.

Own/lease a luxury vehicle	49.8%
Own/lease domestic car	54%
Own/lease foreign car	75.1%
Own a Lexus	21.4%
Own a Mercedes-Benz	10.9%
Own a BMW	8.9%

RECREATION AND ARTS

D readers are everywhere and active.

PLACES FREQUENTED BY *D* READERS IN THE LAST 12 MONTHS:

Art auctions/gallery exhibits	43.4%
Concerts	58%
Fashion or trunk show	15.7%
Live theatre performances	60.1%
Museums	71.4%

EXERCISE FREQUENTED BY *D* READERS IN THE LAST 12 MONTHS:

Bicycling	26.7%
Fitness walking/exercise walking	75.1%
Golf	25.8%
Jogging/running	29.4%
Swimming	54.6%