

ISLANDS

2007 Mendelsohn Affluent Survey

Reader Profile

Male.....	60%
Female	40%
Married	86%
Median Age.....	49 yrs
Attended College+	83%
Professional/Managerial	51%
Any Chief Officer.....	25%
Median HHI.....	\$138,700
Average HHI.....	\$206,154
HHI \$125,000+	58%
HHI \$150,000+	44%
Median Net Worth.....	\$1,272,994
Average Net Worth	\$1,954,059
Net Worth \$1,000,000+	69%
Median Value of Real Estate Owned	\$428,966
Own 2 or more homes	36%

Lifestyle

Purchased photographic equipment/past year.....	73%
Purchased artwork & collectibles/past year	49%
Purchased fine jewelry/past year	45%
Spent \$2,000+ on Entertainment appliances/ past year..	27%
Own Visa Platinum	41%
Own Master Card Platinum.....	38%
Own Platinum American Express	23%
Own wine cellar/refrigerator at home	20%
Bought wine by the case/12 months.....	27%
Any online purchases /past year	70%
Used the internet for booking travel/past year	75%
Use internet to obtain financial product info.....	52%
Visit a spa in past 12 months.....	20%
Plan to relocate in the next 12 months.....	15%

Activities in past year

3+ different sports.....	75%
Fitness/Exercise Walking	77%
Fitness Workout	68%
Swimming	60%
Jogging/Running.....	41%
Bicycling	39%
Hiking	34%
Golf.....	24%
Tennis.....	17%

Travel

Currently own a valid passport	71%
Any foreign trips in past 3 years.....	74%
Usually fly first class*	15%
Usually fly first/business class*	30%
Took a cruise in past 3 years†	40%
Plan to take a cruise in next 12 months†	29%

In the past year

Took 5+ airline round trips.....	42%
Took 2+ foreign airline round trips	34%
Stayed 7+ nights at hotels/motels.....	76%
Stayed 15+ nights at hotels/motels.....	62%

Destinations Traveled to in Past 3 Years

Any Bermuda/Bahamas/Caribbean†.....	51%	233
Any Caribbean†	42%	243
Bahamas†	24%	286
Jamaica†	13%	270
Puerto Rico†	16%	303
U.S. Virgin Islands†.....	16%	292
Other Caribbean†	30%	282
Hawaii*	27%	212
Maui*	17%	241
Big Island (Hawaii)*.....	16%	281
Other Hawaiian Islands*	19%	259
Mexico.....	26%	147
Central/South America	12%	256
Europe.....	23%	130
Any East Asia/South Pacific	10%	180
Other East Asia/South Pacific	7%	238

Total Audience: 463,000 Affluent Heads of Household

Source: 2007 Mendelsohn Affluent Survey, HOH \$85,000+

† Denotes that ISLANDS is #1 against all measured publications in MMR; * Denotes that ISLANDS is #1 against the core travel comp set.

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ISLANDS Readers vs. Readers of Other Travel Magazines **An Affluence Focus: HHI \$100,000+**

	ISLANDS	Conde Nast Traveler	Travel + Leisure	Nat. Geo. Traveler
Demographics				
Male/Female	58/42%	45/55%	49/51%	56/44%
Median Age, years	49	51	51	51
Adults 25-54	70%	59%	61%	61%
Employment				
Professional/Managerial	59%	58%	57%	53%
Any Chief Officer	30%	24%	20%	22%
Self - Employed	23%	20%	17%	16%
Wealth				
Median HHI	\$159,951	\$172,024	\$150,190	\$144,078
Median Total Asset Value	\$1,503,119	\$1,882,386	\$1,619,224	\$1,489,017
Total Asset Value \$1,000,000+	77%	80%	72%	73%
Family				
Married	85%	86%	87%	88%
Any Children in Household	43%	33%	35%	37%
Home				
Own Home	97%	97%	97%	97%
Own 2+ Homes	41%	38%	38%	40%
Plan to Relocate in Next 12 Months	15%	11%	11%	9%
Lifestyle				
Membership of Private Clubs	61%	55%	54%	52%
Have a Wine Cellar/Refrigerator at Home	22%	22%	20%	16%
Used Internet to Book Travel in past year	79%	78%	77%	75%
3+ Sports Participated in past year	78%	72%	72%	71%
Travel				
Visited Caribbean in past 3 years	46%	36%	31%	23%
Visited Hawaii in past 3 years	30%	25%	22%	22%
Taken a Cruise in past 3 years	42%	36%	35%	32%
Usually Fly First or Business Class	35%	30%	26%	22%

ISLANDS readers are more likely to be younger, chief officers, with kids, living well, and traveling to... you guessed it, islands!

Source: 2007 Mendelsohn Affluent Survey, HOH \$100,000+

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