

The Engaged Dwell Reader Profile

Dwell™ Readers are Design Seekers: affluent, well-educated consumers who are passionate about great design.

	COMP	INDEX
Male	42%	82
Female	58%	119
Age 25-44	51%	135
Median Age	44	N/A
WELL-EDUCATED		
Graduated College or More	78%	128
Post-Graduate Degree	24%	128
PROFESSIONAL/MANAGERIAL		
Employed	86%	108
Professional/Managerial	64%	123
Professional	32%	137
Management/Business/Financial	32%	112
HIGH NET WORTH		
Household Income \$150,000+	54%	132
Median Household Income	\$156,573	113
HOMEOWNERS		
Own Principal Residence	92%	95
Principal Residence Value \$250,000+	85%	116
Principal Residence Value \$500,000+	43%	164
Median Value of Principal Residence	\$482,828	126
INFLUENCER		
I like to stand out from others (Definitely agree)	25%	279
I tend to take the lead in decision-making (Definitely agree)	21%	143
I consider myself an opinion leader (Definitely agree)	15%	132

Source: Total Affluent Heads of Households, 2009 Mendelsohn Affluent Survey

Competitive Set: Architectural Digest, Elle Décor, House Beautiful, Metropolitan Home, Traditional Home, Sunset, Veranda, Real Simple, This Old House

Updated September 21, 2009