

The Engaged Dwell Subscriber Profile

Dwell™ reaches a uniquely balanced male/female, consumer/trade circulation of affluent, well-educated Design Seekers.

	COMP
Male	48%
Female	52%
Age 25-49	58%
Median Age	44
Median Household Income	\$116,000
WELL-EDUCATED	
Graduated College or More	76%
Post-Graduate Degree	31%
PROFESSIONAL	
Employed	82%
Of Employed:	
Professional/Managerial	80%
Top Management	26%
Architecture Professional	15%
Construction/Contracting	8%
Interior Design	9%
Designer (Product/Graphic)	12%
HOMEOWNERS	
Own Primary Residence	80%
RESPONSIVE, LOYAL	
Take action as a result of reading Dwell <i>(Visit store, website, buy product, request, info, etc)</i>	89%
Average minutes spent reading an issue	78
Average # of times issue is read or looked at	4.3
Read 4 out 4 issues published	78%

Source: 2008 Dwell Subscriber Study, Erdos & Morgan