

READER PROFILE 2009

GARDEN DESIGN readers are affluent, educated, highly-successful people who view their homes—both indoors and out—as a creative expression of self.

Rate Base	250,000
Male	26.2%
Female	73.8%
Attended College+	93.3%
Married/Living with Partner	85.8%
Median Age	54.5
Median Household Income	\$189,000
Owns Home	98.5%
Owns 2+ Homes	36.4%
Median Value of Primary Residence	\$551,000
Median Total Asset Value	\$1,298,000

Source: Garden Design 2007 MMR Affluent Subscriber Study.