

THE SOUTHERN LADY READER

WHO IS SHE?

- Female: 99%
- Average age: 54.2
- Average HHI: \$106,618
- Homeowners: 92%
- Average home value: \$305,568

SHE IS SERIOUS ABOUT HER PERSONAL APPEARANCE

- Average amount spent in the last year:
 - Jewelry..... \$550
 - Cosmetics..... \$201
 - Fragrance..... \$139





SHE IS AN ACTIVE COMMUNITY LEADER

- **53%** are members of charitable organizations
- **1 in 3** are members of a book club or civic club
- Participate in **once a month or more:**
 - Gardening**.....73%
 - Exercise Program**.....65%
 - Philanthropy**.....38%

SHE IS A HIGHLY DESIRED HOME DÉCOR CONSUMER

- **95%** are interested in seeing interior design concepts in *Southern Lady*
- More than **two-thirds** completed home improvement/remodeling projects in the last year
- Spent an average of **\$3,700** on home improvement/remodeling in the last year



SHE IS A SERIOUS HOSTESS AND COOK

- **2 out of 3** entertain once a month or more
- Prepare an average of **4 recipes** from each issue
- **1 out of 2** use *Southern Lady* recipes for everyday meals
- **85%** participate in cooking/baking/grilling two or more times a week
- Spent an average of **\$236** on gourmet food in the last year

SHE IS A BUSY TRAVELER

- Took an average of **3.6 domestic trips** in the last year
- Spent an average of **\$3,184** on domestic travel in the last year
- Travels an average of **1,105 miles** per domestic trip
- Nearly **1 in 3** traveled in the last year in order to taste the local cuisine or attend a food festival
- **8 out of 10** took a domestic trip in the last year

Source: 2009 *Southern Lady* Readership Study.