

big audience

The Good Life reaches a growing audience enjoying the best of life. Our readers contributed to a 50 percent jump in the number of 35- to 55-year-old householders. Texas has experienced a 60- to 75 percent gain in the number of big-earning, big-spending 35 to 55 year-olds.

Number of *Good Life* readers who enjoy the magazine every month 50,000

affluent readers

Earn more than \$95,000..... 32%
Earn more than \$130,000 22%

Enjoy an individual income of more than \$65,000 67%

Own their own homes.....71%
26% plan to do some remodeling in the next 12 months.

personal profile

***Good Life* readers between 30 and 59 years of age..... 73%**

Readers under 30 years of age..... 20%

The largest single segment of readers, those between 40 and 49 years of age 29%

Women.....73%

Hold a college degree..... 79%
Of those, 38% hold a post-graduate degree.

active lives

The Good Life readers define community involvement from the arts to the voting booth. These aspects paint a picture of a reader interested in your message as well as the words on our pages.

Average times our readers eat out in a week 4

Volunteered in our community..... 69%

Own a computer 86%

Like to cook.....71%

Work out at a gym or fitness center 43%

Participated in a walking program or some form of hiking..... 77%

Opted for some form of alternative healthcare last year 53%

Attended a musical performance last year81%
64% enjoyed live music in a club.

Voted in the last general election 72%

Are raising children 37%

Attended some form of theatre 67%

Attended an art exhibit last year..... 69%

Are gardening enthusiasts 67%

Attended a festival.....79%

active consumers

The 35 to 55 age group outspends every other age group in every major area including food, housing, utilities, furnishings, apparel, transportation, entertainment, education and gifts.

Made a purchase as a result of an advertisement in *The Good Life* 86%

Purchased furniture last year..... 38%
And 33% intend to make a furniture purchase soon.

Purchased original art last year..... 26%
21% intend to purchase original artwork next year.

Purchased jewelry last year..... 43%

Purchased a vehicle last year..... 24%
And another 29% are shopping for one now.

Took a trip last year 74%
And 61% intend to travel this year.

Purchased landscape or gardening supplies or services..... 52%
48% intend to purchase gardening supplies next year.

avid readers

While statistics provide information about particular interests, they cannot explain or convey the sense of community *The Good Life* embodies; this is a readership that cares about life—a good life.

Readers keep *The Good Life* a month or longer 43%

Readers who want to know more about fitness & exercise60%

Readers looking for more information on alternative healthcare.....71%

Readers who want to know more about healthcare options..... 62%

the good life

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The data presented here was compiled from the U.S. Census Bureau, Household Spending Research, *American Demographics* and *The Good Life* readership survey.