

READERS' SURVEY FINDINGS

OUR READERS ARE:

Affluent

Over 40% of GLR readers have a household income of \$100k or greater.

Under \$25,000	46	6%
\$25,000 to \$49,999	114	15%
\$50,000 to \$99,999	226	30%
\$100,000 to \$149,999	154	20%
\$150,000 to \$199,999	71	9%
\$200,000 or more	85	11%
No Response	68	9%

Highly Educated

85% of GLR readers have a college degree.
60% of GLR readers have an advanced degree (MA or PhD).

High School	9	1%
BA	184	23%
MA	295	36%
PhD	209	26%
Other	46	6%

A Mostly Urban Readership

75% of GLR readers live in a city.

Large Metropolis	380	50%
Small city	194	25%
Suburbs	91	12%
Small town	58	8%
Rural	37	5%
No response	4	1%

Travel Conscious

73% of *GLR* readers travel for pleasure at least once a year.

Car Owners

80% own their own car.

A Mature Readership

76% are between the ages of 40 and 69.

Under 20	1	0%
20-29	11	1%
30-39	43	6%
40-49	99	13%
50-59	220	29%
60-69	263	34%
70-79	104	14%
80+	22	3%

Relationship Oriented: Long-Term Relationships Predominate

56% are either married, partnered, or in a domestic partner/civil union relationship.

Over half of readers are in an active relationship.
43% of GLR readers are single.

Single	258	32%
Married	134	17%
Domestic Partner/ Civil Union	109	14%
Partnered	206	26%
Divorced	32	4%
Other	58	7%