## Reader Profile

### Sky’s Audience

- **Audience Per Issue**: 6,230,000
- **Readers Per Copy**: 11.4
- **Circulation Per Month**: 600,000+
- **Median Age**: 46
- **Average Household Income (HHI)**: $156,042
- **Average Personal Income (IEI)**: $92,787
- **Average Value of Home**: $378,647
- **Average Net Worth**: $493,547

### Sky’s Readers

#### READERS | AGE | EDUCATION | HOME OWNERSHIP
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Men | 50% | Age 25-39 | 29% | College Educated | 85% | Owns a Home | 71% | Home Value 200,000+ | 55%
Women | 50% | Age 25-54 | 57% | Post-Graduate Degree | 24% |  |  |  |
Married | 61% | Age 35-54 | 39% |  |  |  |  |  |
Single | 39% | Age 50+ | 43% |  |  |  |  |  |

#### EMPLOYMENT | HOME OWNERSHIP
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Employed | 78% | Owns a Home | 71% | Home Value 200,000+ | 55%
Professional/Managerial | 47% |  |  |  |
Top Management | 11% |  |  |  |

#### AFFLUENCE | HOME OWNERSHIP
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HHI $100,000+ | 61% | IEI $75,000+ | 38% |  |  |
HHI $150,000+ | 41% | IEI $100,000+ | 28% |  |  |
HHI $200,000+ | 25% | IEI $150,000+ | 14% |  |  |

### Sky’s readers are:

#### AMBITIOUS
- **98%** believe giving their best effort is important.
- **88%** are willing to take charge to get things done.
- **83%** are ambitious and consider aspiring to get ahead important.

#### ADVENTURE SEEKERS
- **91%** value excitement and stimulating experiences.
- **77%** prefer traveling to places they’ve never been.
- **79%** seek adventure and risk in their lives.

#### LOYAL CONSUMERS
- **86%** say that when they find a brand they like, they stick to it.
- **77%** agree that if a product is made by a company they trust, they will pay more for it.

#### ENTREPRENEURIAL
- **90%** believe choosing their own goals and being self-reliant is very important.
- **80%** given the choice would be their own boss.

#### QUALITY CONSCIOUS
- **71%** will pay more for high-quality items.
- **69%** agree that they buy based on quality, not prices.

#### SOCIALLY ACTIVE
- **89%** have been involved in public activities in their community.
- **90%** consider working for the welfare of society important.

#### EDUCATED
- **98%** consider learning throughout life important.
- **96%** want to explore and learn new things.

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*MRI only surveys the continental U.S.
Delta Sky’s global readership (international + domestic) is estimated to be 6,854,288.

Source: 2019 Doublebase GfK MRI & 2019 Fall GfK MRI