

# BUFFALO SPREE MAGAZINE SUBSCRIBER PROFILE

Reach WNY's most active and engaged residents.



## READER DEMOGRAPHIC

### OUR READERS

Female: **51%**  
Male: **49%**  
Age 25-54: **62%**  
Age 35-64: **69%**

### AFFLUENT

Average home value: **\$254,000**

### EDUCATED

**69%** graduated college

### INVESTED IN THEIR HOME

**80%** own a home  
**70%** have an average household income of \$99,000 or more

### LOYAL

**69%** keep the magazine for one month or longer  
**73%** will purchase products or services from ads seen in Spree

## PURCHASING HABITS OF OUR READERS

**73%** of readers frequently purchase products or services they see in advertisements in *Buffalo Spree* magazine.

### DINING

**90%** say that *Buffalo Spree* magazine has influenced their dining decisions  
**43%** dine out more than 6 times per month at full-service restaurants  
**71%** attended a food/drink event in the last 12 months

### TRAVEL

**75%** plan on traveling or vacationing in the next 12 months

### HOME

**In the next 12 months:**  
**66%** plan to spend on home furnishings  
**48%** plan to make home improvements

### CULTURE + ARTS

**In the past 12 months:**  
**56%** went to a theater  
**45%** went to a charity event  
**51%** went to an art museum  
**55%** attended a live music event

### FASHION

**In the next 12 months:**  
**84%** plan on purchasing women's apparel  
**65%** plan on purchasing men's apparel  
**45%** plan on purchasing children's apparel

SOURCE: The July 2016-June 2017 CVC audit and reader survey have provided us with the above statistics regarding our readers.