



Who Reads Our State

NORTH CAROLINA



photo: Matt Hulsman

***Our State* readers** are some of the most educated, affluent, and influential people in North Carolina. They engage with their communities, travel extensively, and seek out life-enriching experiences wherever they go.

Their extreme loyalty to *Our State* translates into a high level of devotion to the magazine's advertisers, products featured, and events suggested.



Who reads *Our State*?

Males 42%

Females 58%

Average age 53

Education

- 84% graduated from college (compared to 24% overall in N.C.)
- 24% completed postgraduate

Average household income

\$153,400

Home owners 94%

Second-home owners 22%

Net worth

- Average \$882,900
- 17% millionaires
- Nearly 17% serve on a board of directors

Our State readers love to travel —

- 91% travel overnight in N.C.
- 86% travel overnight outside of N.C.
- 80% consult *Our State* for travel ideas
- 80% would travel for elective surgery

Lifestyle

- Fitness and exercise 80%
- Garden 73%
- Visit museums 62%
- Antique shopping 57%
- Attend pro sporting events 42%
- Attend college sporting events 40%
- Continuing education courses 40%
- Attend musicals 61%
- Attend plays 52%
- Attend symphonies 35%
- Attend pop concerts 31%

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97% spend at least 30 minutes with *Our State* each month



photo: North Carolina Symphony/Michael Zirkle

Readers Use *Our State*

- Save 61%
- Pass Along 50%
- Put in Public Area 18%
- Clip/copy items of use 13%

Mode of response to ads

- Visit website 65%
- Online purchasing 57%
- Email 33%
- Telephone 34%
- Go directly to place featured 24%
- Write 13%



***Our State* readers engage enthusiastically with all elements of the *Our State* brand.**

- “Our State” viewers — Emmy Award-winning television series
- Gift subscription givers
- Best of Our State weekend getaway attendees
- Foreign Travel Club travelers
- Facebook fans
- Website visitors
- E-Newsletter subscribers
- E-Sweepstakes contestants
- *Our State* Store shoppers

87% subscription renewal rate

- Nearly **three times the national average**





Reader Satisfaction

Our State readers report a **98% “satisfied to extremely satisfied”** feeling about the magazine. According to Jack Deuterman, president of Corporate Research, most company survey results in the same category show an average 13% “satisfied to extremely satisfied.”

Our State

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