

# Audience Demographics

## for Asean Affairs Magazine



### AGE

#### 35-64

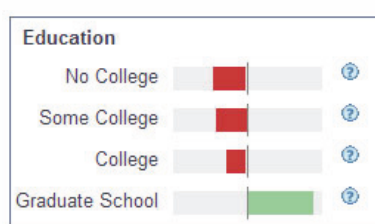
Majority of the readers are between the ages of 35-64



### EDUCATION

#### Graduate School

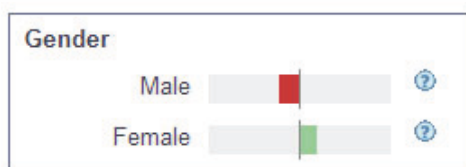
AseanAffairs readers are mostly graduate school/university educated



### GENDER

#### Male & Female

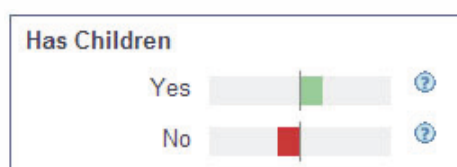
Males and Females are equally represented among the readers



### HAS CHILDREN

#### Yes

Most of the readers have children



### READING LOCATION

#### Work

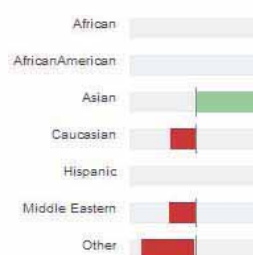
Most of the readers read the magazine at work



### ETHNICITY

#### Asian

A majority of the readers are of Asian origin



### INCOME

#### \$100K+

Most of the readers have an annual income of \$100,000 plus

