



Perhaps the most targeted segment of our old-house audience, the **Arts & Crafts Homes** audience is a wonderfully unique group. Many are actively building or restoring their dream Arts & Crafts home (not just reading and collecting).

With heroes like William Morris, John Ruskin, and Frank Lloyd Wright, this affluent market segment is the perfect audience for high-end products, lifestyle goods, Arts-and-Crafts-inspired textiles, preservation/restoration/authentic products, and travel destinations as well as everyday goods and services.

AT A GLANCE

Home ownership	96%
Male/Female split	23%/77%
Mean home value	\$428,200
Median home value	\$356,100
Mean household income	\$129,800
Median income	\$111,343
Average age	46
College educated	92%
Currently renovating/decorating home	52%
Style of home effect purchasing decisions	94%
Planning renovation/redecorating	84%
Current renovation average cost	\$96,200
Make purchases from ads in Arts & Crafts Homes	52%
Make repeat purchases from same company	65%
Ordered through mail, phone, internet within the last year	95%
Ordered through internet	90%
Ordered home furnishings via internet or mail order	65%

(MRI Custom Study)

FEMALE

77%

MALE

23%

MEDIAN INCOME

\$111,343

COLLEGE EDUCATION

92%