

# INLAND LIVING

M A G A Z I N E

## Purchasing Power of **INLAND LIVING** Reader Households

	2006 Total Purchasing Power	Average per Month	Average per Household
Apparel & Jewelry	\$211,163,854	\$17,596,988	\$3,511
Automotive	530,875,961	44,239,663	8,826
Building Materials	272,168,385	22,680,699	4,525
Department Stores & General Merchandise	1,352,467,842	112,705,654	22,485
Electronics	113,423,115	9,451,926	1,886
Food & Beverage	627,273,602	52,272,800	10,429
Furniture & Home Décor	251,156,004	20,929,667	4,176
Health & Personal Care	212,812,154	17,734,346	3,538
Sports & Hobbies	90,426,794	7,535,566	1,503
<b>TOTAL READER PURCHASING POWER</b>	<b>\$305,147,309</b>	<b>\$305,147,309</b>	<b>\$60,878</b>

