

# BAY WINDOWS

## Demographics

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### Age

23% are 20-34  
 53% are 35-49  
 21% are 50-64

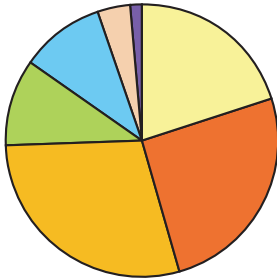
### Gender

77% are male  
 23% are female

\* Bay Windows has one the largest female readerships of any glbt paper in the country.

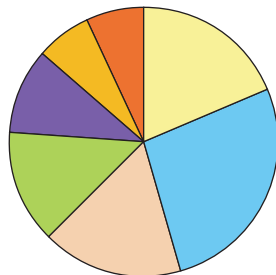
### Individual income

● \$35-44	16%
● \$45-59	20%
● \$60-99	23%
● \$100-149	8%
● \$150-159	8%
● \$160-249	3%
● \$250+	1%



### Household Income

● \$60-74	11%
● \$75-99	16%
● \$100-124	10%
● \$125-149	8%
● \$150-199	6%
● \$200-249	4%
● \$250+	4%



**52%** read **6** of the past  
**6 issues of Bay Windows**

**14%** read 5 of the past 6 issues of Bay Windows

**48%** spend 30 to 59 minutes reading a copy of Bay Windows



**94%**

say they are likely to use  
 products or services  
 of local business advertised in Bay Windows.

Only **60%** of Bay Windows readers read the Boston Globe

Only **33%** of Bay Windows  
 readers read **IN Newsweekly**

**47%** belong to a health club

**31%** get massages

**18%** go to day spas

**24%** use teeth whitening

**13%** have a personal trainer

**48%** use salon quality shampoo

**28%** use salon quality shaving products

**41%** live with a lover/domestic partner/spouse

**16%** live with roommate(s)



**24%**

