Los Feliz Ledger
Who is our Audience?

High Median Income
- Under $50K: 45%
- $50K - $100K: 27%
- $100K - $200K: 19%
- Over $200K: 9%

55% earn over $50K and 27% more than $100,000 annually

Highly Educated
- Post Grad: 21%
- Bachelor’s: 44%
- Some College: 34%

65% have either a college or post graduate degree

High Home Values
- $500K-$1 Million: 54%
- Over $1 Million: 17%
- Others: 29%

71% Own homes valued at $500K and more

66% Aged 20-59
- All Others: 34%
- 20-59: 66%

When people have the most buying power