

# LION

2008 READER SURVEY



**LION** Magazine is the official publication of Lions Clubs International. The editorial policy and annual calendar of LION complements the policies and programs of Lions Clubs International. Founded in 1917, Lions Clubs International is now the world's largest service club organization, with 1.3 million members in approximately 45,000 clubs in 205 countries and geographic areas.

Lions clubs are involved in a variety of community and humanitarian endeavors, such as youth programs, environmental projects, hunger and disaster relief, HIV/AIDS education, and their hallmark program of sight conservation and working with the blind and visually impaired. Today, Lions Clubs International's far-reaching SightFirst program, an aggressive global blindness prevention initiative, has helped millions of people around the world regain their sight by providing cataract surgeries in developing countries, and fighting such devastating diseases as River Blindness. In 2008, the association completed a three year fund raising campaign – Campaign SightFirst II – raising over \$200 million to continue the fight to cure preventable blindness.

Articles include feature stories and photo essays on Lions' projects and initiatives and “news you can use” on raising funds, recruiting and retaining members, and building a healthy club. The magazine provides the latest news related to Lions and generally promotes pride of affiliation with the wide world of Lions.

While it is not possible to pinpoint precisely the subject matter of all stories to be published in LION in any given year, all will tie in to the ideals of Lions Clubs International and the commitment to serve others.

The following pages show the demographics of the readership of LION. You will see this audience consists of men and women who are college educated, successful in business, homeowners with above average incomes, and community leaders.

***Why not add LION to your advertising schedule? Want to reserve space or have any questions? Please contact any of our advertising representatives or call LION Advertising and Production Department at 630.571.5466, ext 6880 or ext 6809.***

Survey by Erdos & Morgan, April 2008. Separate data tables are available upon request.

# ABOUT YOU AND LION MAGAZINE

## NUMBER OF ISSUES READ OR LOOKED INTO OUT OF EVERY 4 THAT ARE PUBLISHED

4 out of 4	75.1%
3 out of 4	9.5%
2 out of 4	5.9%
1 out of 4	5.4%
New Subscriber, Not Received 4 Issues Yet	.1%
Mean	3.5 issues
Median	4.0 issues

## TOTAL AMOUNT OF TIME SPEND READING OR LOOKING INTO AN AVERAGE ISSUE

Less than 30 minutes	22.6%
30 to 59 minutes	31.1%
1 to under 2 hours	28.5%
2 to under 2 ½ hours	8.4%
2 ½ to under 3 hours	5.5%
3 hours or more	3.4%
Still reading first issue	.5%
Mean	1.2 hours
Median	.9 hours

## NUMBER OF OTHER ADULTS (18 YEARS OR OLDER) WHO READ OR LOOKED INTO RESPONDENT'S COPY OF LION

1	60.6%
2	12.3%
3	2.5%
4	0.9%
5 or more	1.4%
Mean	1.2 adults
Median	1.0 adults

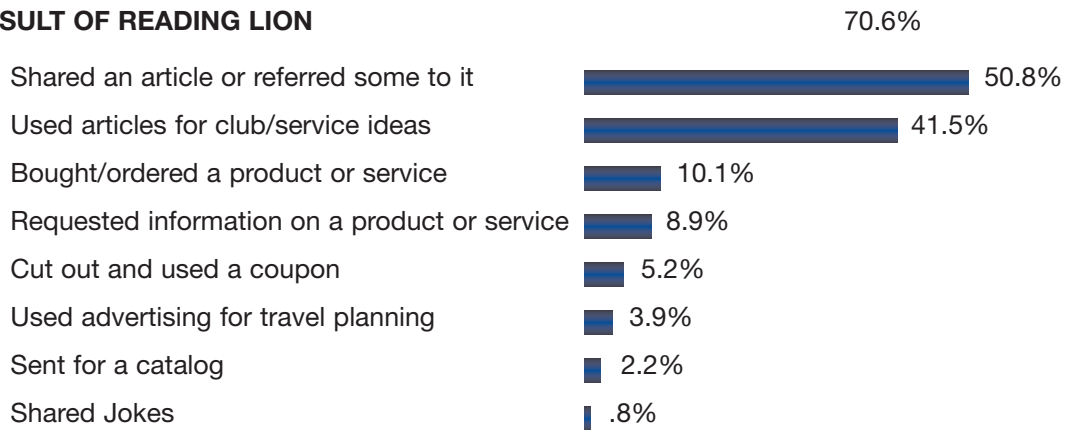
## OTHER ADULTS (18 YEAR OR OLDER) WHO READ OR LOOKED INTO RESPONDENT'S COPY OF LION

	77.7%
Female Reader	68.1%
Male Reader	24.1%

## USUAL DISPOSITION OF LION AFTER FINISHED READING IT

Recycle It	34.7%
Discard It	24.5%
Save Entire Issue	21.9%
Place it in a Waiting Room	13.6%
Pass it Along to Someone Else	13.6%
Clip and Save Items of Interest	9.1%
Give it to a Hospital, Library or Institution	8.7%

**ACTIONS TAKEN IN LAST 12 MONTHS AS A RESULT OF READING LION**



**DEPARTMENTS IN LION READ REGULARLY (AT LEAST 3 OUT OF 4 ISSUES)**

Department	Percentage
Exit Laughing	66.1%
Club Briefings	56.2%
President's Message	54.5%
SightFirst Update	44.7%
Anniversaries/Key Awards	44.1%
LCIF in Action	40.0%
Executive Officers Messages	37.5%
Information	36.7%
Service	30.3%
Ideas...Insights	27.8%
Travel	25.5%
Your Money, Your Future	23.2%
Technology	22.2%
Focus on Leos	14.4%
<b>Total</b>	<b>92.4%</b>

**IMPORTANCE OF RECEIVING LION MAGAZINE AS PART OF YOUR MEMBERSHIP TO LIONS CLUB**

Important	83.2%
Unimportant	16.8%

**RATING OF LION MAGAZINE AS COMPARED TO OTHER MAGAZINES YOU MIGHT READ ON A REGULAR BASIS (3 OUT OF 4 ISSUES)**

One of My Favorites	15.7%
Very Good	31.5%
Good	36.1%
Fair	12.9%
Poor	3.7%

# ABOUT YOUR LIONS CLUB MEMBERSHIP

## LENGTH OF MEMBERSHIP

Less than 5 years	3.3%
5 to less than 7 years	8.8%
7 to less than 10 years	10.5%
10 to less than 12 years	10.9%
12 to less than 15 years	8.0%
15 to less than 20 years	10.9%
20 to less than 25 years	12.2%
25 to less than 30 years	10.5%
30 to less than 35 years	9.3%
35 to less than 40 years	6.6%
40 or more years	9.1%
Mean	20.3 years
Median	18.0 years

## AMOUNT SPENT ANNUALLY ON LIONS CLUB MEMBERSHIP

Under \$100	22.4%
\$100 - \$199	24.8%
\$200 - \$299	19.9%
\$300 - \$499	17.3%
\$500 - \$999	10.6%
\$1,000 or more	5.1%
Mean	\$310.30
Median	\$214.10

## AVERAGE MONTHLY HOURS DEVOTED TO LIONS CLUB

Under 5 hours	16.5%
5 - 7 hours	22.6%
8 - 10 hours	21.4%
11 - 14 hours	12.2%
15 - 19 hours	6.3%
20 hours or more	21.0%
Mean	10.9 hours
Median	9.5 hours

## NUMBER OF FUNDRAISING EVENTS SPONSORED BY LIONS CLUB IN LAST 12 MONTHS

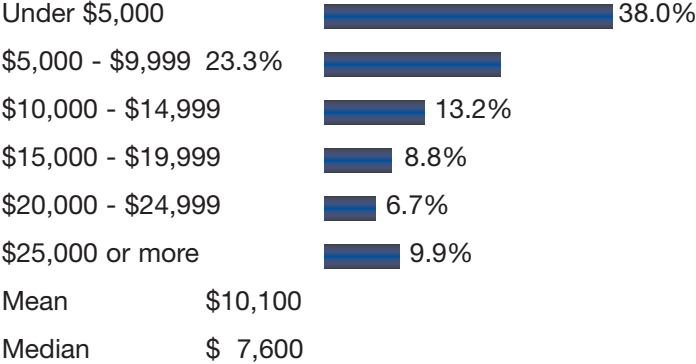
1 Event	4.3%
2 Events	21.5%
3 Events	18.6%
4 Events	16.3%
5 Events	11.7%
6 - 9 Events	18.8%
10 or more Events	7.8%
Mean	5.0 Events
Median	4.0 Events



**HAD FUNDRAISING EVENTS SPONSORED BY  
LIONS CLUB IN LAST 12 MONTHS**

99.1%

**INCOME RAISED FROM FUNDRAISING EVENTS  
IN LAST 12 MONTHS**



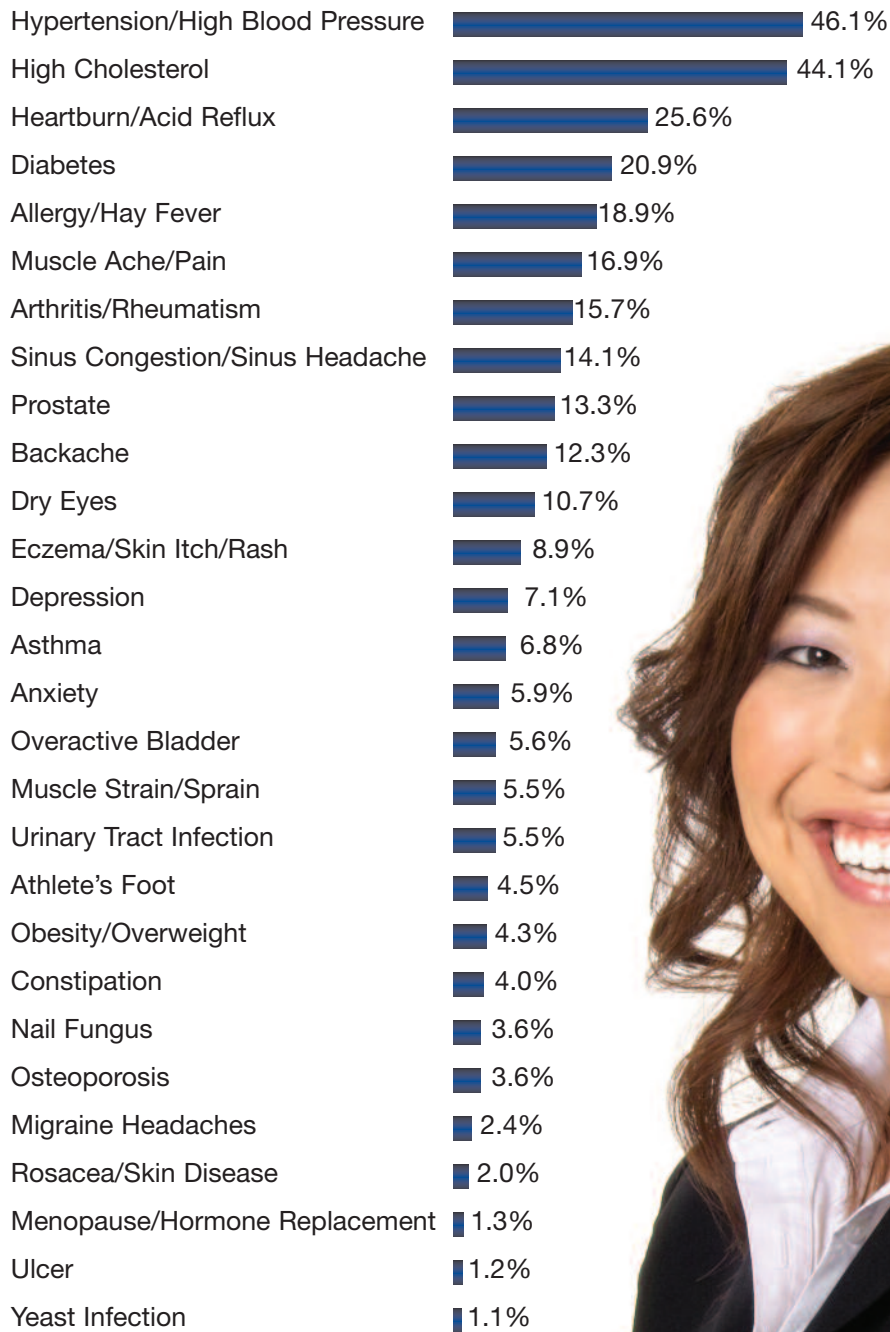
**FUNDRAISING PRODUCTS SOLD  
IN LAST 12 MONTHS**

Concession Stand/Fast Food	45.8%
Raffles	45.5%
Pancake Breakfast	33.6%
Candy	21.5%
Brooms	15.9%
Roses	7.5%
Christmas Trees/Holiday Decorations	5.9%
Other types of Dinners	5.5%
Fruit	5.1%
Chicken BBQ/BBQ Dinners	4.1%
Rummage/Yard/Tag Sale	2.9%
Light Bulbs	2.6%
Spaghetti Supper	2.3%
Other Nuts	2.3%
Golf Tournament	2.2%
Bingo	2.1%
Pecans	1.9%
Coloring Books/Glow Sticks/Toys	1.9%
Calendars	1.8%
White Cane	1.5%
Entertainment Book/Book Sale	1.5%
Carnival/Fair	1.5%
Auctions	1.4%
US Flags	1.1%
Flowers	1.0%
Pies/Bread	0.8%
Cheese	0.7%

# PRESCRIPTION REMEDY

## CONDITIONS USED PRESCRIPTION REMEDIES FOR IN THE LAST 12 MONTHS

88.0%



## CIVIC ACTIVITIES

<b>CIVIC ACTIVITIES DONE IN THE LAST 12 MONTHS</b>	98.6%
Voted in Federal, State or Local Election	83.0%
Actively Worked as a Volunteer (non-political)	77.2%
Engaged in Fund Raising	77.2%
Recycled Products	69.0%
Served as a Board Member of a School, Hospital, Church, College or Organization Not Related to Government	46.2%
Addressed a Public Meeting	35.7%
Gave a Speech	32.9%
Taken an Active Part in Some Local Civic Issue	22.0%
Written to an Elected Official About Some Matter of Public Business	21.0%
Personally Visited an Elected Official to Express a Point of View	17.4%
Written to the Editor of a Magazine or Newspaper	13.7%
Participated in Environmental Groups/Causes	10.0%
Served as an Appointed Community Official	7.7%
Served as an Elected Community Official	4.7%

## ACTIVITIES

<b>ACTIVITIES PERSONALLY PARTICIPATED IN DURING LAST 12 MONTHS</b>	96.1%
Entertain Friends or Relatives at Home	60.4%
Listening to Music	57.2%
Walk for Exercise	56.7%
Reading Books	53.9%
Outdoor Gardening	44.5%
Cooking for Fun	27.9%
Fishing	27.6%
Golf	25.2%
Photography	22.6%
Hunting	17.4%
Collect Coins	17.1%
Health Clubs/Gym Workout	15.8%
Swimming	14.5%
Adult Education Courses	13.8%
Boating (Power)	12.3%
Bicycling	11.2%
Backpacking/Hiking	6.3%
Jogging/Running	5.5%
Collect Stamps	5.1%
Aerobics	3.6%
Cross Country/Downhill Skiing	3.0%
Sailing	1.4%
Tennis	1.3%



# TRAVEL

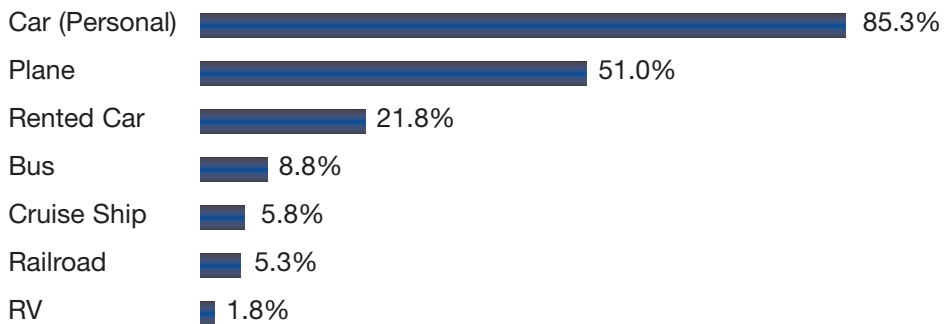
**TOOK A TRIP OF MORE THAN ONE DAY'S DURATION IN CONTINENTAL US (EXCLUDING ALASKA AND HAWAII) IN THE LAST 12 MONTHS**

80.1%

**TOTAL NUMBER OF TRIPS TAKEN WITHIN THE CONTINENTAL US (EXCLUDING ALASKA AND HARAI) IN THE LAST 12 MONTHS**

	Business	Vacation	Part Business/ Part Vacation	Total Business and/or Vacation
1 Trip	8.6%	21.0%	8.6%	13.1%
2 Trips	8.1%	31.0%	7.1%	27.1%
3 Trips	2.9%	18.5%	1.3%	21.0%
4 Trips	2.7%	9.8%	2.9%	12.5%
5 Trips	0.8%	4.0%	0.3%	7.9%
6 Trips or more	5.2%	5.7%	1.0%	18.4%
Mean	1.3 Trips	2.4 Trips	0.6 Trips	4.3 Trips
Median	0.0 Trips	2.0 Trips	0.0 Trips	3.0 Trips

**MEANS OF TRANSPORTATION USED IN YOUR TRIPS WHILE TRAVELING WITHIN THE CONTINENTAL US (EXCLUDING ALASKA AND HAWAII) IN THE LAST 12 MONTHS**



**OWNS A VALID PASSPORT**

52.3%

**TOOK A TRIP OUTSIDE THE CONTINENTAL US (INCLUDING ALASKA AND HAWAII) IN THE LAST 12 MONTHS**

24.6%

**TOTAL NUMBER OF TRIPS TAKEN OUTSIDE THE CONTINENTAL US (INCLUDING ALASKA AND HAWAII) IN THE LAST 3 YEARS**

	Business	Vacation	Part Business/ Part Vacation	Total Business and/or Vacation
1 Trip	3.4%	37.6%	6.2%	39.3%
2 Trips	3.4%	22.5%	1.7%	24.7%
3 Trips	3.4%	13.5%	0.6%	15.7%
4 Trips	1.1%	7.3%	0.0%	8.4%
5 or More Trips	0.6%	7.9%	1.7%	11.8%
Mean	0.3 Trips	2 Trips	0.2 Trips	2.5 Trips
Median	0.0 Trips	2 Trips	0.0 Trips	2.0 Trips

## HOTEL/MOTEL

**STAYED IN HOTEL OR MOTEL FOR BUSINESS OR PERSONAL/VACATION REASONS IN LAST 12 MONTHS** 84.7%






### NUMBER OF NIGHTS STAYED IN HOTEL OR MOTEL IN LAST 12 MONTHS

	Business	Personal/Vacation	Bus and/or Per/Vac
1 Night	2.9%	4.8%	4.5%
2 Nights	5.9%	10.0%	8.3%
3 – 4 Nights	8.8%	16.6%	17.9%
5 – 7 Nights	9.6%	25.3%	21.7%
8 – 14 Nights	4.5%	19.4%	24.2%
15 or more Nights	6.8%	14.2%	23.4%
Mean	2.7 Nights	7.0 Nights	9.8 Nights
Median	0.8 Nights	6.1 Nights	7.7 Nights

## CAR RENTAL

**PERSONALLY RENTED A CAR IN THE LAST 12 MONTHS** 29.7%

### NUMBER OF TIMES RENTED A CAR FOR BUSINESS AND/OR PERSONAL REASONS IN LAST 12 MONTHS

1 Rental	 48.9%
2 Rentals	 48.9%
3 Rentals	 48.9%
4 Rentals	 48.9%
5 or more Rentals	 7.5%
Mean	2.5 Rentals
Median	2.0 Rentals

## CRUISES

**TOOK A CRUISE OF MORE THAN ONE DAY'S DURATION IN LAST 3 YEARS** 26.0%

**LIKELIHOOD OF TAKING A CRUISE IN THE NEXT 2 YEARS** 38.5%

Very Likely	15.8%
Somewhat Likely	22.8%
Not Too Likely	34.2%
Not At All Likely	27.2%

# VEHICLES

## NUMBER OF VEHICLES HOUSEHOLD CURRENTLY OWNS/LEASES

1 Vehicle	10.5%
2 Vehicles	51.6%
3 Vehicles	21.3%
4 Vehicles	9.8%
5 or More Vehicles	6.6%
Mean	2.6 Vehicles
Median	2.0 Vehicles

## MAKES OF VEHICLES HOUSEHOLD CURRENTLY OWNS/LEASES

Any Domestic	92.8%
General Motors	58.7%
Chevrolet	33.6%
Buick	16.4%
GMC	7.9%
Pontiac	7.6%
Cadillac	5.2%
Oldsmobile	3.1%
Saturn	2.5%
Geo	0.3%
Ford	40.9%
Ford	35.5%
Mercury	6.3%
Lincoln	3.7%
Chrysler	30.3%
Dodge	18.5%
Chrysler	8.2%
Jeep	4.5%
Plymouth	2.1%
Any Import	33.9%
Asian	30.3%
Toyota	11.7%
Honda	7.6%
Nissan	4.8%
Subaru	2.8%
Mazda	2.7%
Lexus	1.4%
Hyundai	1.4%
Kia	1.1%
Isuzu	0.7%
Acura	0.4%
Mitsubishi	0.3%
Infiniti	0.3%
Suzuki	0.1%
Scion	0.1%
European	5.5%
Volkswagen	1.7%
Volvo	1.1%
Mercedes Benz	0.8%
BMW	0.8%
Audi	0.3%
Porsche	0.3%
Saab	0.3%
Jaguar	0.1%
Peugeot	0.1%

**SIZES OF VEHICLES HOUSEHOLD CURRENTLY OWNS/LEASES**

Car	74.2%
Subcompact	10.0%
Compact	8.9%
Sports	5.5%
Intermediate	25.5%
Full-Size	16.2%
Near Luxury	1.0%
Luxury	15.2%
Car, not specified	16.5%
Sport Utility Vehicle	31.3%
Compact	10.4%
Mid-Size	12.8%
Full-Size	8.5%
Luxury	0.3%
SUV, not specified	2.4%
Van	27.4%
Compact	0.4%
Mini-Van	17.9%
Full-Size	3.0%
Van, not specified	7.8%
Pick-up Truck	48.8%
Compact	9.7%
Mid-Size	3.1%
Full-Size	22.6%
Pick-up, not specified	17.5%

**MODEL YEARS OF VEHICLE HOUSEHOLD CURRENTLY OWNS/LEASES**

2008	3.5%
2007	14.3%
2006	16.5%
2005	18.8%
2004	15.2%
2003	16.6%
2002	15.8%
2001	15.0%
2000	13.3%
1999	14.6%
1998	8.8%
1997	10.7%
1996	9.5%
1995	7.6%
1990 - 1994	17.4%
1980 - 1989	12.7%
1979 or earlier	8.2%

**HOUSEHOLD CURRENTLY OWNS/LEASES VEHICLES BOUGHT NEW OR USED OR LEASED**

Purchased	99.1%
New	33.5%
Used	29.7%
Both	35.9%
Leased	3.9%

**VEHICLES PURCHASED WITHIN LAST 12 MONTHS** 19.6%

**LIKELIHOOD OF HOUSEHOLD TO PURCHASE/LEASE A VEHICLE IN THE NEXT 12 MONTHS**

Very Likely	9.7%
Somewhat Likely	16.5%
Not Too Likely	35.1%
Not at all Likely	38.8%

**MAKE OF CAR THAT HOUSEHOLD INTENDS TO PURCHASE/LEASE IN THE NEXT 12 MONTHS**

U.S. Make	56.5%
Foreign Make – Asian	7.3%
Foreign Make – European	3.1%
Undecided	36.8%

## COMPUTERS

**HOUSEHOLD OWNS A PERSONAL COMPUTER** 90.8%

**PERSONALLY USES A COMPUTER** 86.1%





At Another Place	83.5%
At Work	33.2%
At Home	4.3%

**TYPE OF COMPUTER OWNED**

	Household Owns	Use At Work
Desktop	93.5%	86.9%
Laptop/Notebook	41.3%	35.4%
Handheld/PDA	8.4%	11.4%

## INTERNET

**HAVE INTERNET AVAILABILITY** 93.0%

At Home	 88.0%
At Work	 34.5%
At a School or Library	 17.6%
At Another Place	 5.7%

**LOOKED AT OR USED INTERNET IN LAST 30 DAYS** 90.7%

## INTERNET USE IN LAST 30 DAYS

E-mail	96.6%
Read About News/Current Events	62.0%
Made Travel Plans	51.6%
Made Personal Purchase	49.9%
Tracked Investments	28.2%
Sought Information about New Cars	17.2%
Instant Message	16.1%
Read Online Magazine	15.3%
Made Business Purchase	14.9%
Trade Stocks, Bonds or Mutual Funds	8.7%
Sought Information about New Home	5.1%
Looked for Employment	4.3%
Research	2.6%
Lion Reports and Information	2.2%
Work/Business	1.9%
Online Banking	1.1%

## MAIL/PHONE/INTERNET ORDER

### ORDERED ANYTHING THROUGH THE MAIL, BY PHONE OR ON THE INTERNET IN LAST 12 MONTHS

78.4%

Mail	44.7%
Phone	49.5%
Internet	56.3%

### ITEMS ORDERED THROUGH THE MAIL, BY PHONE OR ON THE INTERNET IN LAST 12 MONTHS

Clothing/Apparel	58.3%
Books	40.5%
Computer Software	22.8%
DVD's	19.7%
Shoes	18.3%
Collector's Items (e.g. coins, stamps)	17.7%
Financial/Banking Accounts	16.3%
Seeds/Plants/Garden Supplies	14.8%
Computer Peripherals	13.7%
Vitamins	13.6%
Bedding	12.9%
Computers	12.0%
Pet Products/Supplies	11.8%
Nutritional Supplements	10.1%
Jewelry/Watches	8.5%
Other Sports Equipment	8.3%
Golf Equipment	5.7%
Art Objects (e.g. painting, sculpture)	3.7%
Prescription Drugs/Medicines	3.5%
Home Study Course	3.1%
Contacts/Eyewear	2.4%
Exercise Equipment	2.4%

## TOTAL AMOUNT SPENT ON MAIL/PHONE/INTERNET ORDER ITEMS IN LAST 12 MONTHS

Less than \$50	4.8%
\$50 - \$99	10.1%
\$100 - \$199	13.8%
\$200 - \$399	17.2%
\$400 - \$499	11.8%
\$500 - \$799	11.8%
\$800 - \$999	5.4%
\$1,000 - \$1,499	9.2%
\$1,500 - \$1,999	4.3%
\$2,000 or more	11.5%
Mean	\$708.60
Median	\$434.10

## CELLULAR PHONES

**OWN A CELLULAR PHONE** 89.1%

### AVERAGE MONTHLY CELLULAR PHONE BILL

Less than \$25	16.4%
\$25 - \$49	24.7%
\$50 - \$74	26.0%
\$75 - \$99	18.5%
\$100 - \$149	10.5%
\$150 - \$199	2.2%
\$200 or more	1.6%
Mean	\$65.70
Median	\$58.50

**AGREES WITH STATEMENT  
"I USE MY CELLULAR PHONE  
JUST AS MUCH AS I USE MY  
HOME PHONE (LAND LINE)"** 47.5%



# INSURANCE

## TYPES OF INSURANCE

99.7%

	Currently Carried	Paid by Respondent	Paid by Someone Else
Homeowners	98.0%	89.7%	4.1%
Medical	93.7%	65.7%	27.6%
Disability	34.5%	67.8%	25.0%
Life	84.5%	84.2%	8.2%
Automobile	95.6%	85.5%	4.4%
Small Business Insurance	14.1%	68.5%	13.9%
Long-Term Care	24.3%	73.1%	17.2%
Dental	43.7%	54.9%	27.8%

## CHANGES TO INSURANCE IN THE NEXT 18 MONTHS

	Increase	Obtain
Homeowners	2.4%	1.8%
Medical	0.4%	1.8%
Disability	0.8%	0.7%
Life	1.1%	1.3%
Automobile	1.2%	1.6%
Small Business Insurance	0.9%	0.3%
Long-Term Care	2.2%	1.4%
Dental	2.7%	0.5%

# CREDIT CARDS

## TYPES OF CREDIT CARDS PERSONALLY OWNED

94.2%

Visa	70.2%
Mastercard	56.2%
Discover	29.5%
American Express	20.2%

## AVERAGE MONTHLY EXPENDITURE FOR ALL CREDIT CARD PURCHASES

Less than \$50	5.2%
\$50 - \$99	6.6%
\$100 - \$199	13.2%
\$200 - \$399	14.3%
\$400 - \$499	11.8%
\$500 - \$799	11.0%
\$800 - \$999	7.2%
\$1,000 - \$1,499	10.7%
\$1,500 - \$1,999	6.4%
\$2,000 or more	13.8%
Mean	\$848.40
Median	\$492.00

# INVESTMENTS

## INVESTMENTS OWNED

84.9%

Mutual Funds (Stock/Bond Funds)	58.5%
Common or Preferred Stock	43.5%
Certificate(s) of Deposit	39.6%
Insured Money Market Accounts	34.8%
U.S. Savings Bonds	27.9%
Tax Exempt Funds	16.9%
Privately Held Shares of Companies or Partnerships	16.6%
Investment Collections of Antiques, Books, Stamps, Etc.	11.6%
Other U.S. Government Bonds	5.1%
Investments in Gold or Other Precious Metals or Gems	5.0%
Other Investments	4.4%
U.S. Treasury Notes	3.8%

## TOTAL VALUE OF INVESTMENT PORTFOLIO

Under \$10,000	8.1%
\$10,000 - \$49,999	11.6%
\$50,000 - \$99,999	13.6%
\$100,000 - \$249,999	28.0%
\$250,000 - \$499,999	16.4%
\$500,000 - \$999,999	15.4%
\$1,000,000 or More	6.9%
Mean	\$362,400
Median	\$189,300

## RETIREMENT SAVINGS PLANS CARRIED

79.5%

IRA	59.2%
401K	29.8%
Pers	2.0%
Annuities	1.8%
State	1.8%
Pension	1.7%
Keogh	0.9%

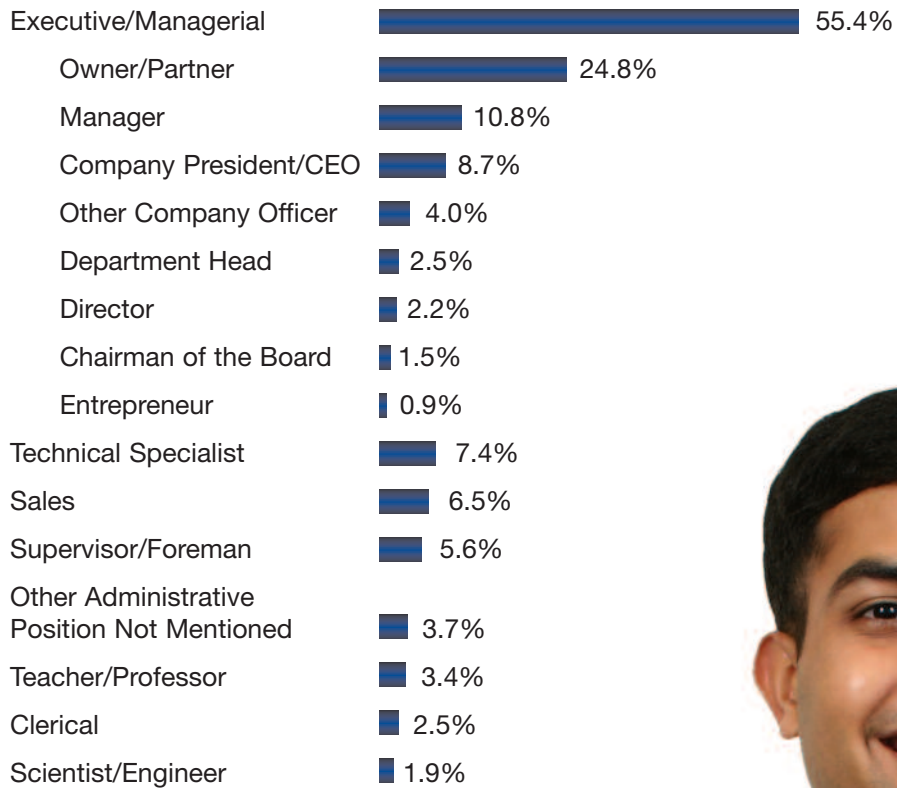
## BROKERAGE FIRMS CONTACTED IN LAST 12 MONTHS

44.4%

Full Service Brokerage Firm	38.1%
Discount Brokerage Firm	5.6%
Online Brokerage Firm	4.9%

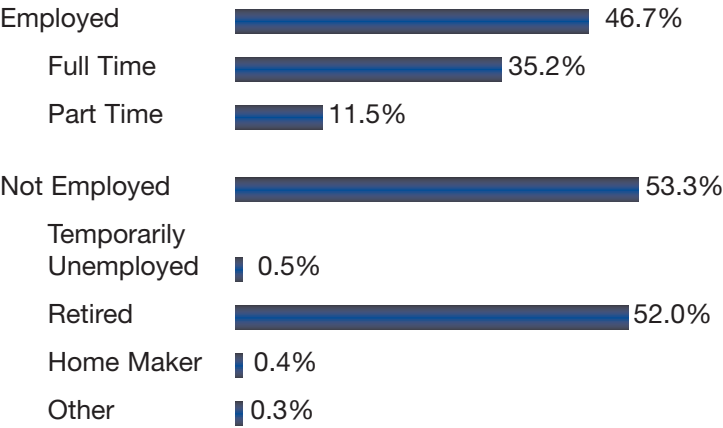
# ABOUT YOU AND YOUR COMPANY

## OCCUPATION



<b>SERVE ON COMPANY'S BOARD OF DIRECTORS</b>	16.8%
Own Company's Board	13.0%
Other Company's Board	5.0%

**EMPLOYMENT STATUS**



**INITIATING, RECOMMENDING, ORDERING OR APPROVING THE PURCHASE FOR FIRM**

	Have Been Directly Involved Last 12 Months 52.6%	Will Be Directly Involved Next 12 Months 22.8%
Desktop Computers	29.4%	10.3%
Other Personal Computers	16.5%	5.9%
Printers (Computer)	32.4%	8.5%
Personal Computer Hardware/Software	26.1%	8.8%
Travel Arrangements	26.1%	11.4%
Copiers	24.3%	5.5%
Property/Group Insurance	2.1%	3.7%
Telephone/Communication Equipment or Services	24.6%	7.4%
Facsimile Machines	18.0%	5.5%
Convention/Meeting Site	10.3%	4.4%
Fleet Vehicle Purchase/Rental	8.8%	5.5%
Investment of Corporate/Employees Funds	7.0%	2.9%

# ABOUT YOUR HOME

## PRIMARY RESIDENCE

Owns	96.5%
House	93.0%
Co-Op/Condominium	2.5%
Other	1.1%
Rents	3.5%
House	1.1%
Apartment	2.1%
Other	0.3%

## MARKET VALUE OF PRIMARY HOME OR CONDO/CO-OP

Under \$100,000	12.7%
\$100,000 - \$199,999	34.9%
\$200,000 - \$299,999	25.2%
\$300,000 - \$399,999	11.2%
\$400,000 - \$499,999	7.2%
\$500,000 - \$599,999	4.3%
\$600,000 or more	4.3%
Mean	\$271,400
Median	\$209,200

## TYPES OF PROPERTY HOUSEHOLD OWNS

50.4%

Investment Real Estate	16.4%
Farm	17.0%
Vacation/Weekend Home	13.8%
Timeshare Residence	13.8%
Retirement Real Estate	3.6%

## HAVE HOME OFFICE

47.0%

## ITEMS FOR HOME OFFICE

	Already Have 96.5%	Plan to Purchase In Next 2 Years 12.5%
Personal Computer	92.8%	7.8%
Printer	87.5%	3.2%
Computer Software	80.6%	6.4%
Modem	69.3%	0.6%
Copier	78.0%	2.3%
Fax Machine	62.0%	2.0%
Voicemail/Message Service	56.5%	1.2%
Second Telephone Line	33.6%	2.6%
Internet Service	87.0%	2.6%

# ABOUT YOU AND YOUR HOUSEHOLD

## GENDER

Man	88.8%
Woman	11.2%

## AGE

Under 25	0.0%
25 – 34	0.4%
35 – 39	1.3%
40 – 44	1.7%
45 – 49	4.5%
50 – 54	7.7%
55 – 59	10.7%
60 – 64	14.5%
65 – 69	18.9%
70 – 74	18.9%
75 or over	21.6%
Mean	65.3 Years
Median	67.5 Years

## CURRENT MARITAL STATUS

Married	97.6%
Single, Never Married	0.5%
Widowed	0.9%
Separated or Divorced	1.0%

## HIGHEST LEVEL OF EDUCATION

Attended High School	4.9%
Graduated High School or Received Equivalent Degree	21.6%
Attended College	29.3%
Graduated from 4-year College	17.5%
Post-Graduate Study	7.2%
Master's Degree	12.2%
Doctoral Degree	3.0%
Other Professional Degree	4.2%



**HOUSEHOLD COMPOSITION**

Total Males	99.6%
Total Females	99.2%
Total Adults 18 Years or Older	100.0%
Male Adults	99.4%
Female Adults	98.8%
Total Children 17 Years or Younger	10.1%
Male Children	7.5%
Female Children	5.4%

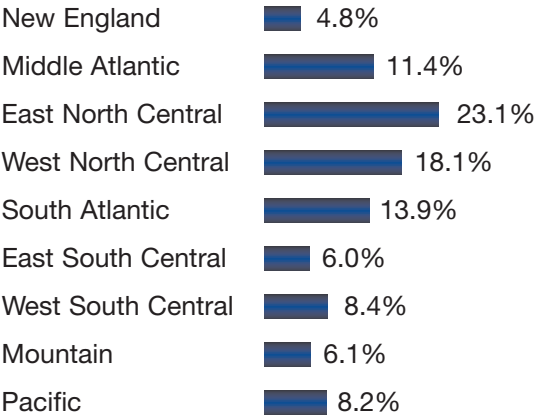
**HOUSEHOLD MEMBERS**

	Total Males 99.6%	Total Females 99.2%	Total Household
1	84.5%	87.6%	0.6%
2	11.1%	9.3%	78.6%
3	3.5%	1.8%	11.4%
4	0.4%	0.5%	6.8%
5 or more	0.1%	0.0%	2.6%
Mean	1.2 Males	1.1 Females	2.3 Members
Median	1.0 Males	1.0 Females	2.0 Members

**NET WORTH**

Under \$50,000	4.3%
\$50,000 - \$99,999	4.6%
\$100,000 - \$149,999	7.6%
\$150,000 - \$199,999	6.4%
\$200,000 - \$299,999	11.5%
\$300,000 - \$399,999	13.7%
\$400,000 - \$499,999	7.5%
\$500,000 - \$749,999	15.8%
\$750,000 - \$999,999	10.4%
\$1,000,000 - \$1,999,999	13.5%
\$2,000,000 or more	4.8%
Mean	\$736,800
Median	\$425,500

**GEOGRAPHIC AREA**



## HOUSEHOLD INCOME

