

# LION

2010 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, March 2010. 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	65.7%
3 out of 4	10.5%
2 out of 4	9.6%
1 out of 4	7.9%
New Subscriber, Not Received 4 Issues Yet	.9%
Mean	3.2 issues
Median	4.0 issues

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

Less than 30 minutes	31.2%
30 to 59 minutes	33.2%
1 to under 2 hours	24.4%
2 to under 2 ½ hours	7.0%
2 ½ to under 3 hours	2.2%
3 hours or more	1.6%
Still reading first issue	.4%
Mean	1.0 hours
Median	.8 hours

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

1	31.9%
2	5.4%
3	1.9%
4	.4%
5 or more	1.7%
Mean	.7 adults
Median	.0 adults

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

	41.3%
Female Reader	34.1%
Male Reader	15.9%

## USUAL DISPOSITION OF LION AFTER FINISHED READING IT

Recycle It	50.5%
Discard It	22.3%
Save Entire Issue	11.7%
Place it in a Waiting Room	10.0%
Pass it Along to Someone Else	8.2%
Clip and Save Items of Interest	4.2%
Give it to a Hospital, Library or Institution	5.7%

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

		50.7%
Shared an article or referred some to it		33.9%
Used articles for club/service ideas		22.3%
Bought/ordered a product or service		6.6%
Requested information on a product or service		5.2%
Cut out and used a coupon		4.5%
Used advertising for travel planning		1.5%
Sent for a catalog		1.3%
Shared Jokes		.2%

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

	82.4%
President's Message	41.7%
Raising Funds	34.0%
In The Spotlight	33.4%
Lions on Location	30.6%
Ideas That Roar	30.4%
Club Briefings	30.2%
Recruiting Members	29.3%
Anniversaries/Key Awards	27.2%
Information	25.5%
Visionary Work	20.5%
Club Building	18.9%
Calendar	18.6%
Last Roar	14.4%
Thank you	10.7%

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

Important	71.4%
Unimportant	28.6%

**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	10.7%
Very Good	24.1%
Good	40.8%
Fair	19.4%
Poor	5.1%

# ABOUT YOUR LIONS CLUB MEMBERSHIP

## LENGTH OF MEMBERSHIP

Less than 3 years	13.0%
3 to less than 5 years	8.0%
5 to less than 7 years	7.6%
7 to less than 10 years	6.5%
10 to less than 12 years	4.8%
12 to less than 15 years	4.3%
15 to less than 20 years	8.1%
20 to less than 25 years	11.3%
25 to less than 30 years	7.2%
30 to less than 35 years	9.3%
35 to less than 40 years	6.1%
40 to less than 50 years	8.0%
50 or more years	5.9%
Mean	19.8 years
Median	18.0 years

## AMOUNT SPENT ANNUALLY ON LIONS CLUB MEMBERSHIP

Under \$100	25.2%
\$100 - \$199	25.4%
\$200 - \$299	23.8%
\$300 - \$499	14.6%
\$500 - \$999	9.5%
\$1,000 or more	1.5%
Mean	\$258.20
Median	\$197.50

## AVERAGE MONTHLY HOURS DEVOTED TO LIONS CLUB

Under 5 hours	31.8%
5 – 7 hours	26.4%
8 – 10 hours	22.0%
11 – 14 hours	7.9%
15 – 19 hours	4.4%
20 hours or more	7.4%
Mean	7.7 hours
Median	7.1 hours

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

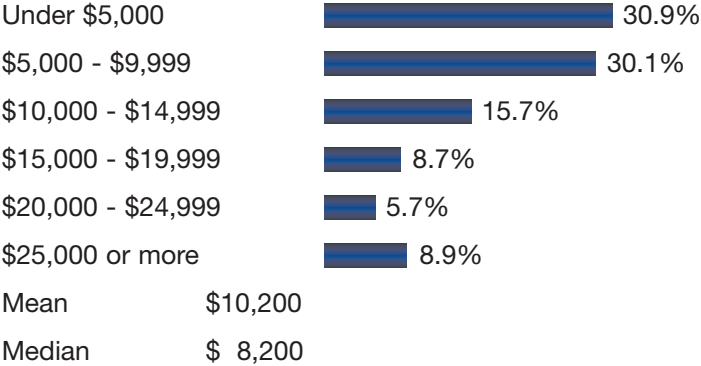
1 Event	8.9%
2 Events	21.8%
3 Events	18.2%
4 Events	16.9%
5 Events	7.4%
6 – 9 Events	13.8%
10 or more Events	8.8%
Mean	4.1 Events
Median	3.0 Events



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

98.2%

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



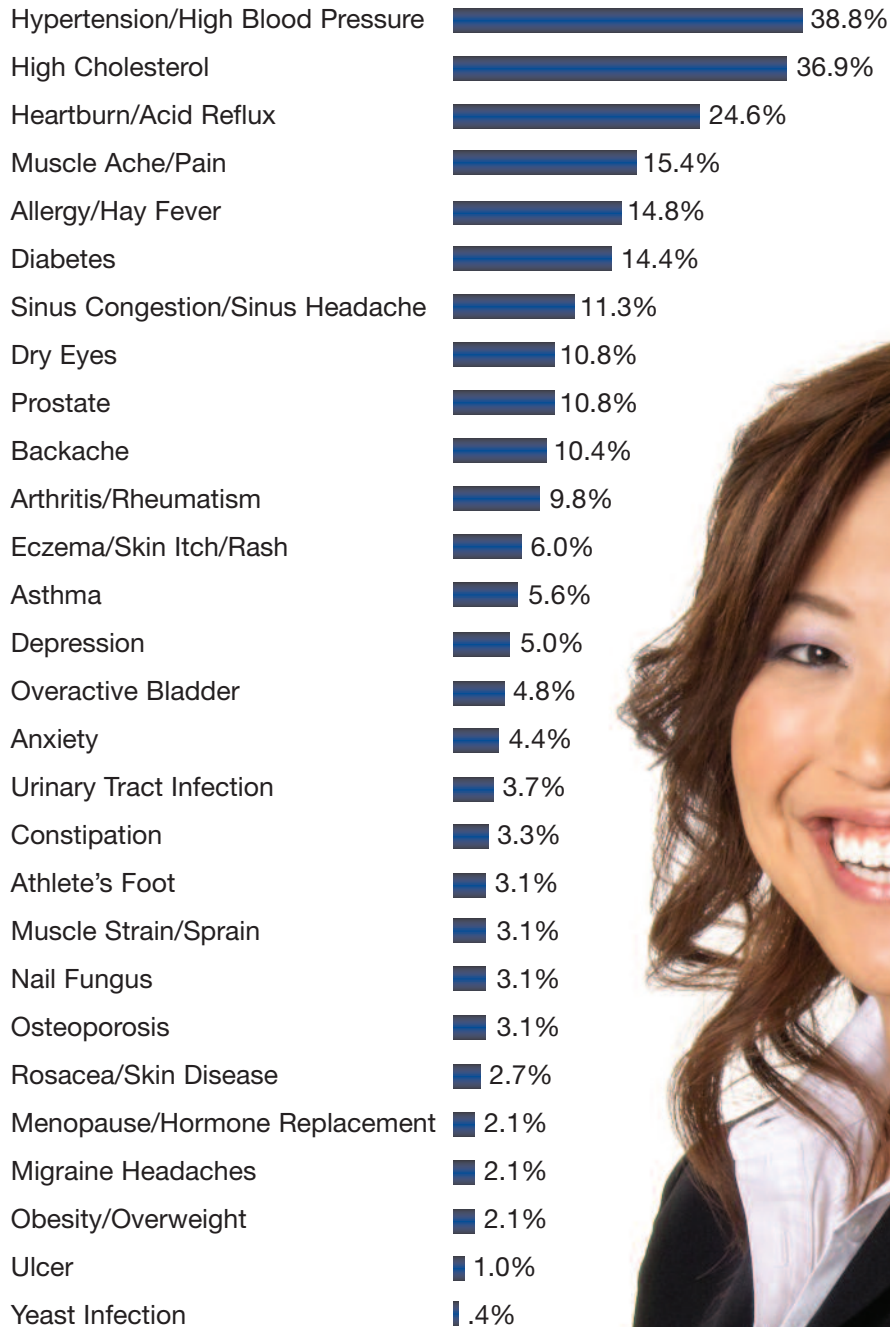
**FUNDRAISING PRODUCTS SOLD  
IN LAST 12 MONTHS**

Raffles	47.4%
Concession Stand/Fast Food	40.7%
Pancake Breakfast	33.1%
Candy	15.3%
Brooms	11.7%
Other types of Dinners	8.8%
Christmas Trees/Holiday Decorations	5.5%
Fruit	4.9%
Roses	4.9%
Carnival/Fair	3.9%
Chicken BBQ/BBQ Dinners	3.5%
Light Bulbs	2.7%
Auctions	2.0%
Calendars	2.0%
Entertainment Book/Book Sale	2.0%
Golf Tournament	2.0%
Other Nuts	2.0%
Bingo	1.4%
Flowers	1.4%
Rummage/Yard/Tag Sale	1.4%
Cheese	1.0%
Pies/Bread	1.0%
Spaghetti Supper	1.0%
Pecans	.8%
Ads	.6%
White Cane	.6%
Coloring Books/Glow Sticks/Toys	.4%
US Flags	.2%

# PRESCRIPTION REMEDY

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

78.7%



## CIVIC ACTIVITIES

<b>CIVIC ACTIVITIES DONE IN THE LAST 12 MONTHS</b>	96.7%
Voted in Federal, State or Local Election	79.7%
Actively Worked as a Volunteer (non-political)	68.0%
Recycled Products	66.2%
Engaged in Fund Raising	64.0%
Served as a Board Member of a School, Hospital, Church, College or Organization Not Related to Government	42.1%
Addressed a Public Meeting	25.0%
Written to an Elected Official About Some Matter of Public Business	22.9%
Gave a Speech	22.6%
Taken an Active Part in Some Local Civic Issue	20.5%
Personally Visited an Elected Official to Express a Point of View	16.1%
Participated in Environmental Groups/Causes	8.9%
Served as an Elected Community Official	8.5%
Served as an Appointed Community Official	8.1%
Written to the Editor of a Magazine or Newspaper	7.9%

## ACTIVITIES

<b>ACTIVITIES PERSONALLY PARTICIPATED IN DURING LAST 12 MONTHS</b>	96.3%
Walk for Exercise	62.9%
Listening to Music	54.0%
Reading Books	49.9%
Entertain Friends or Relatives at Home	48.4%
Outdoor Gardening	45.6%
Golf	28.7%
Fishing	27.0%
Cooking for Fun	26.1%
Health Clubs/Gym Workout	20.5%
Hunting	18.1%
Bicycling	16.4%
Boating (Power)	15.5%
Photography	15.5%
Swimming	15.1%
Adult Education Courses	11.5%
Collect Coins	10.6%
Jogging/Running	9.1%
Backpacking/Hiking	7.4%
Aerobics	5.6%
Cross Country/Downhill Skiing	4.8%
Tennis	3.0%
Collect Stamps	2.4%
Sailing	1.9%



# TRAVEL

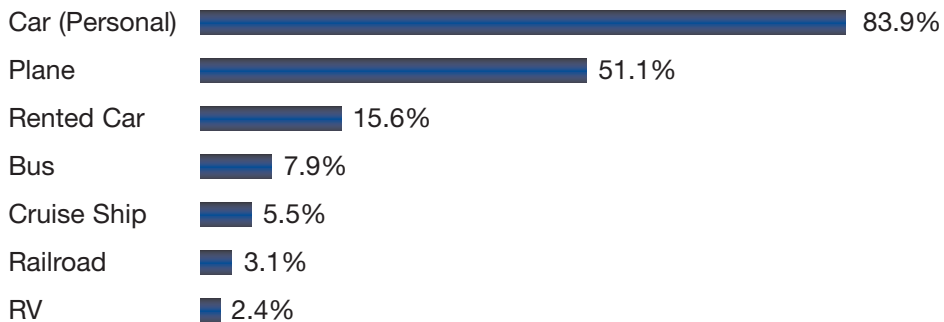
**TOOK A TRIP OF MORE THAN ONE DAY'S DURATION IN CONTINENTAL US (EXCLUDING ALASKA AND HAWAII) IN THE LAST 12 MONTHS**

77.3%

**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	6.8%	30.4%	8.5%	22.9%
2 Trips	7.1%	26.5%	5.1%	23.8%
3 Trips	4.1%	17.3%	1.9%	18.7%
4 Trips	2.2%	9.5%	.7%	11.9%
5 Trips	1.0%	3.6%	.5%	7.8%
6 Trips or more	3.9%	5.6%	.7%	14.8%
Mean	1.1 Trips	2.4 Trips	0.4 Trips	3.8 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**

60.8%

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

25.1%

**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	3.0%	47.8%	.7%	49.3%
2 Trips	3.0%	19.4%	1.5%	22.4%
3 Trips	.7%	14.2%	1.5%	14.9%
4 Trips	0.0%	6.7%	0.0%	6.7%
5 or More Trips	3.0%	3.7%	.7%	6.7%
Mean	0.5 Trips	1.8 Trips	0.1 Trips	2.4 Trips
Median	0.0 Trips	1.0 Trips	0.0 Trips	2.0 Trips

## HOTEL/MOTEL

**STAYED IN HOTEL OR MOTEL FOR BUSINESS OR PERSONAL/VACATION REASONS IN LAST 12 MONTHS** 75.6%






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

	Business	Personal/Vacation	Bus and/or Per/Vac
1 Night	4.2%	6.4%	5.7%
2 Nights	5.4%	13.3%	11.9%
3 – 4 Nights	10.4%	18.5%	16.5%
5 – 7 Nights	6.2%	24.0%	26.4%
8 – 14 Nights	3.7%	20.2%	24.4%
15 or more Nights	4.9%	9.1%	15.1%
Mean	2.2 Nights	6.3 Nights	8.5 Nights
Median	.8 Nights	5.4 Nights	6.8 Nights

## CAR RENTAL

**PERSONALLY RENTED A CAR IN THE LAST 12 MONTHS** 22.3%

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

1 Rental	 51.3%
2 Rentals	 23.5%
3 Rentals	 5.9%
4 Rentals	 8.4%
5 or more Rentals	 10.9%
Mean	2.9 Rentals
Median	1.0 Rentals

## CRUISES

**TOOK A CRUISE OF MORE THAN ONE DAY'S DURATION IN LAST 3 YEARS** 23.6%

**LIKELIHOOD OF TAKING A CRUISE IN THE NEXT 2 YEARS** 34.2%

Very Likely	12.8%
Somewhat Likely	21.4%
Not Too Likely	31.0%
Not At All Likely	34.8%

# VEHICLES

## NUMBER OF VEHICLES HOUSEHOLD CURRENTLY OWNS/LEASES

1 Vehicle		15.7%
2 Vehicles		48.3%
3 Vehicles		20.3%
4 Vehicles		13.1%
Mean	2.3 Vehicles	
Median	2.0 Vehicles	

## MAKES OF VEHICLES HOUSEHOLD CURRENTLY OWNS/LEASES

Domestic/American		86.6%
Ford		32.2%
Chevrolet		31.6%
Dodge		16.6%
Buick		13.4%
Chrysler		9.0%
GMC		8.4%
Mercury		7.2%
Pontiac		4.6%
Cadillac		4.4%
Jeep		4.4%
Oldsmobile		3.8%
Lincoln		3.2%
Saturn		2.0%
International Harvester		.4%
Plymouth		.4%
Asian		33.4%
Toyota		14.4%
Honda		9.8%
Mazda		3.4%
Hyundai		3.2%
Nissan		2.8%
Subaru		1.6%
Kia		1.4%
Lexus		1.4%
Mitsubishi		0.4%
Isuzu		0.2%
Suzuki		0.2%
European		8.0%
Volkswagen		3.2%
BMW		2.0%
Mercedes Benz		1.6%
Audi		0.6%
Jaguar		0.4%
Volvo		0.4%
Aston-Martin		0.2%
Porsche		0.2%
Saab		0.2%

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

2010	2.5%
2009	11.8%
2008	17.3%
2007	15.6%
2006	13.9%
2005	19.6%
2004	15.2%
2003	14.6%
2002	15.8%
2001	13.5%
2000	13.5%
1999	9.3%
1998	8.4%
1997	4.2%
1996	5.1%
1995	4.9%
1990 - 1994	12.2%
1980 - 1989	8.9%
1979 or earlier	8.0%

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

Purchased	99.6%
New	33.9%
Used	26.2%
Both	39.5%
Leased	1.9%

**VEHICLES PURCHASED WITHIN LAST 12 MONTHS** 16.3%

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

Very Likely	11.5%
Somewhat Likely	15.7%
Not Too Likely	32.4%
Not at all Likely	40.3%

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

U.S. Make	55.0%
Foreign Make – Asian	10.7%
Foreign Make – European	1.4%
Undecided	34.3%

# COMPUTERS

**HOUSEHOLD OWNS A PERSONAL COMPUTER** 89.3%

**PERSONALLY USES A COMPUTER** 84.1%

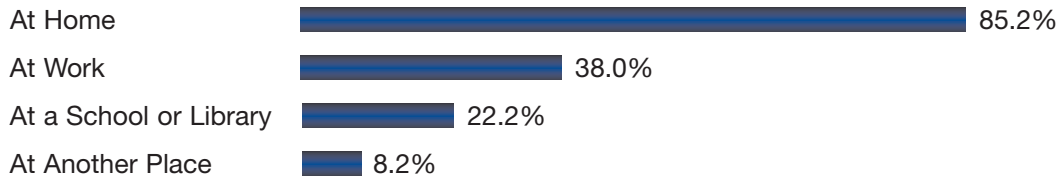
- At Another Place 5.8%
- At Work 40.5%
- At Home 80.0%

**TYPE OF COMPUTER OWNED**

	Household Owns	Use At Work
Desktop	87.3%	83.3%
Laptop/Notebook	46.8%	39.6%
Handheld/PDA	9.1%	12.0%

# INTERNET

**HAVE INTERNET AVAILABILITY** 91.5%



**LOOKED AT OR USED INTERNET IN LAST 30 DAYS** 87.9%

**HOW OFTEN VIEW THE ONLINE EDITION OF LION MAGAZINE AT WWW.LIONSCLUBS.ORG**

Less than once a month	9.6%
Monthly (1)	2.9%
Weekly (4)	1.9%
Daily (30)	.5%
Mean	.3%
Median	.1%

**HOW USEFUL FOUND THE ONLINE EDITION OF LION MAGAZINE**

Extremely Useful	3.4%
Very Useful	17.2%
Somewhat Useful	50.0%
Not Very Useful	20.7%
Not at All Useful	8.6%
Mean	2.9%
Median	3.0%

## INTERNET USE IN LAST 30 DAYS

E-mail	98.3%
Read About News/Current Events	71.6%
Made Personal Purchase	55.2%
Made Travel Plans	44.8%
Tracked Investments	34.2%
Instant Message	21.9%
Used Social Networks	21.2%
Made Business Purchase	20.0%
Sought Information about New Cars	17.1%
Read Online Magazine	14.5%
Trade Stocks, Bonds or Mutual Funds	10.8%
Looked for Employment	8.4%
Sought Information about New Home	4.8%
Research	1.0%
Health/Medical Information	.7%

## MAIL/PHONE/INTERNET ORDER

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

80.3%

Mail	40.8%
Phone	45.0%
Internet	57.4%

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

Clothing/Apparel	57.9%
Books	41.1%
DVD's	22.9%
Shoes	19.0%
Financial/Banking Accounts	15.8%
Computer Software	14.0%
Seeds/Plants/Garden Supplies	12.8%
Collector's Items (e.g. coins, stamps)	12.1%
Vitamins	11.8%
Pet Products/Supplies	11.1%
Nutritional Supplements	9.9%
Other Sports Equipment	9.4%
Bedding	8.6%
Computers	8.6%
Computer Peripherals	7.6%
Golf Equipment	7.1%
Jewelry/Watches	7.1%
Exercise Equipment	3.7%
Prescription Drugs/Medicines	3.7%
Home Study Course	3.4%
Gifts	2.7%
Art Objects (e.g. painting, sculpture)	2.0%
Contacts/Eyewear	1.7%
Auto Parts	1.2%
Tickets/Ticket Events/Travel Tickets	.7%
CD'S/Music CD's	.5%
Office Supplies	.5%
Tools	.5%

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

Less than \$50	6.4%
\$50 - \$99	8.2%
\$100 - \$199	14.4%
\$200 - \$399	20.1%
\$400 - \$499	12.3%
\$500 - \$799	10.5%
\$800 - \$999	4.9%
\$1,000 - \$1,499	7.7%
\$1,500 - \$1,999	3.1%
\$2,000 or more	12.3%
Mean	\$685.90
Median	\$407.30

## CELLULAR PHONES

**OWN A CELLULAR PHONE** 87.7%

### AVERAGE MONTHLY CELLULAR PHONE BILL

Less than \$25	15.9%
\$25 - \$49	24.8%
\$50 - \$74	21.1%
\$75 - \$99	16.5%
\$100 - \$149	12.4%
\$150 - \$199	4.8%
\$200 or more	4.6%
Mean	\$74.20
Median	\$61.10

**AGREES WITH STATEMENT  
"I USE MY CELLULAR PHONE  
JUST AS MUCH AS I USE MY  
HOME PHONE (LAND LINE)"** 55.5%



# INSURANCE

## TYPES OF INSURANCE

99.2%

	Currently Carried	Paid by Respondent	Paid by Someone Else
Homeowners	93.6%	89.1%	3.8%
Medical	90.5%	66.5%	25.7%
Disability	32.8%	65.9%	26.6%
Life	79.7%	81.7%	11.6%
Automobile	95.6%	86.3%	4.2%
Small Business Insurance	15.9%	78.6%	14.3%
Long-Term Care	26.3%	79.1%	12.2%
Dental	46.2%	56.1%	34.0%

## CHANGES TO INSURANCE IN THE NEXT 18 MONTHS

	Increase	Obtain
Homeowners	1.2%	3.6%
Medical	.6%	3.4%
Disability	0%	.6%
Life	.7%	2.8%
Automobile	.4%	3.4%
Small Business Insurance	0%	.6%
Long-Term Care	.7%	1.5%
Dental	2.5%	1.9%

# CREDIT CARDS

## TYPES OF CREDIT CARDS PERSONALLY OWNED

94.0%

Visa	74.0%
Mastercard	62.0%
Discover	25.2%
American Express	17.9%

## AVERAGE MONTHLY EXPENDITURE FOR ALL CREDIT CARD PURCHASES

Less than \$50	9.0%
\$50 - \$99	8.3%
\$100 - \$199	12.4%
\$200 - \$399	14.6%
\$400 - \$499	8.3%
\$500 - \$799	9.6%
\$800 - \$999	6.6%
\$1,000 - \$1,499	13.5%
\$1,500 - \$1,999	6.8%
\$2,000 or more	10.9%
Mean	\$790.30
Median	\$468.40

# INVESTMENTS

## INVESTMENTS OWNED

88.0%

Mutual Funds (Stock/Bond Funds)	58.1%
Common or Preferred Stock	45.5%
Certificate(s) of Deposit	44.1%
Insured Money Market Accounts	39.5%
U.S. Savings Bonds	25.3%
Tax Exempt Funds	19.2%
Privately Held Shares of Companies or Partnerships	17.0%
Investment Collections of Antiques, Books, Stamps, Etc.	8.6%
Other U.S. Government Bonds	6.4%
Investments in Gold or Other Precious Metals or Gems	6.0%
U.S. Treasury Notes	6.0%
Other Investments	3.6%

## TOTAL VALUE OF INVESTMENT PORTFOLIO

Under \$10,000	7.1%
\$10,000 - \$49,999	12.1%
\$50,000 - \$99,999	14.6%
\$100,000 - \$249,999	26.4%
\$250,000 - \$499,999	20.1%
\$500,000 - \$999,999	13.5%
\$1,000,000 or More	6.3%
Mean	\$334,900
Median	\$192,200

## RETIREMENT SAVINGS PLANS CARRIED

80.0%

IRA	58.7%
401K	31.4%
Pers	1.3%
Annuities	1.5%
Stats	1.3%
Pension	5.3%
Keogh	1.9%
403B	1.1%
Roth IRA	.4%

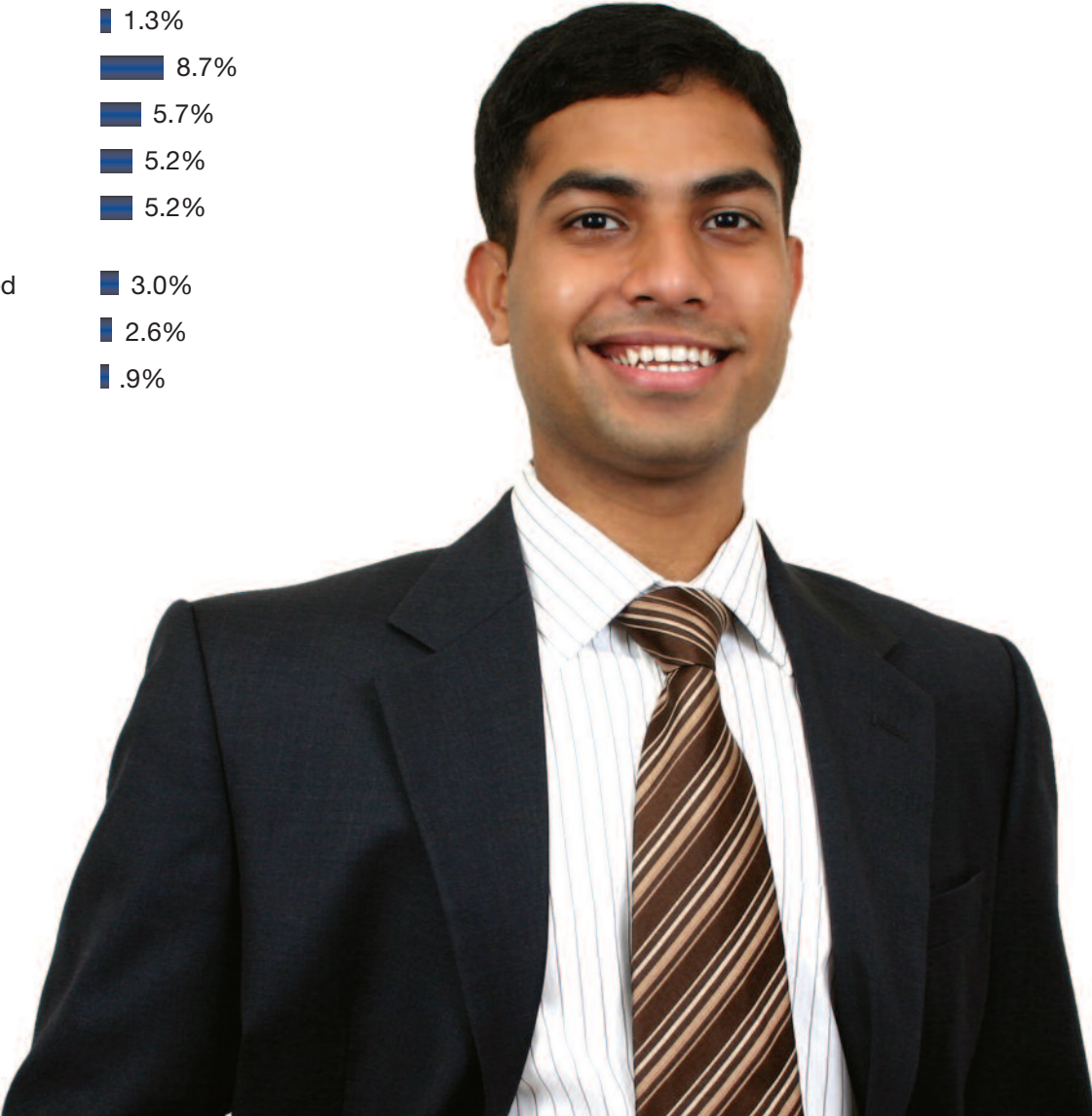
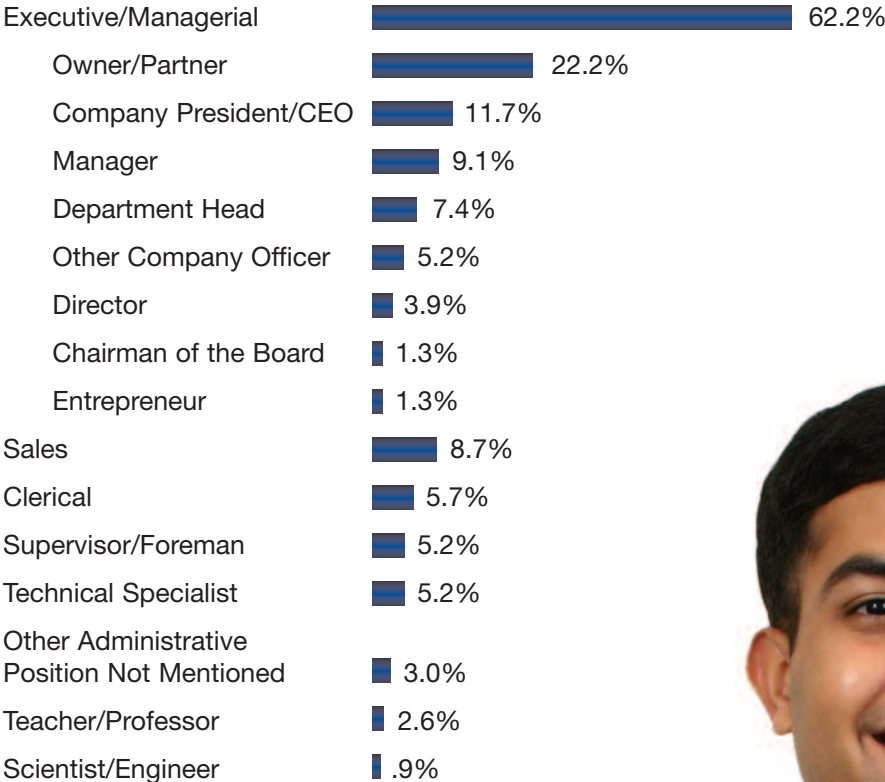
## BROKERAGE FIRMS CONTACTED IN LAST 12 MONTHS

45.6%

Full Service Brokerage Firm	38.8%
Discount Brokerage Firm	6.0%
Online Brokerage Firm	5.3%

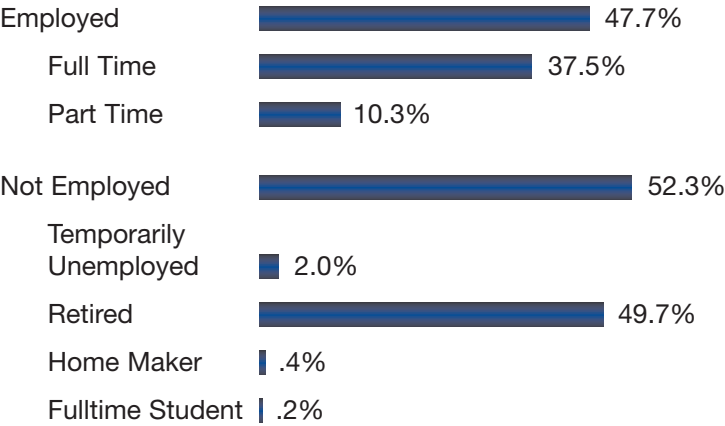
# ABOUT YOU AND YOUR COMPANY

## OCCUPATION



<b>SERVE ON COMPANY'S BOARD OF DIRECTORS</b>	16.6%
Own Company's Board	12.4%
Other Company's Board	5.9%

**EMPLOYMENT STATUS**



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

	Have Been Directly Involved Last 12 Months 53.1%	Will Be Directly Involved Next 12 Months 26.0%
Desktop Computers	28.1%	8.7%
Other Personal Computers	16.3%	6.1%
Printers (Computer)	24.5%	8.2%
Personal Computer Hardware/Software	17.9%	4.6%
Travel Arrangements	25.0%	14.3%
Copiers	23.0%	7.1%
Property/Group Insurance	15.8%	7.1%
Telephone/Communication Equipment or Services	19.9%	8.7%
Facsimile Machines	12.8%	4.1%
Convention/Meeting Site	11.7%	5.6%
Fleet Vehicle Purchase/Rental	15.3%	7.1%
Investment of Corporate/Employees Funds	9.2%	4.1%

# ABOUT YOUR HOME

## PRIMARY RESIDENCE

Owns	92.0%
House	87.4%
Co-Op/Condominium	3.6%
Other	1.0%
Rents	8.0%
House	2.5%
Apartment	4.8%
Other	.8%

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

Under \$100,000	12.0%
\$100,000 - \$199,999	35.0%
\$200,000 - \$299,999	22.7%
\$300,000 - \$399,999	11.4%
\$400,000 - \$499,999	8.2%
\$500,000 - \$599,999	3.9%
\$600,000 or more	6.8%
Mean	\$282,100
Median	\$213,000

## TYPES OF PROPERTY HOUSEHOLD OWNS

49.1%

Investment Real Estate	15.4%
Farm	19.1%
Vacation/Weekend Home	11.9%
Timeshare Residence	12.3%
Retirement Real Estate	2.7%

## HAVE HOME OFFICE

43.0%

## ITEMS FOR HOME OFFICE

	Already Have 95.3%	Plan to Purchase In Next 2 Years 7.9%
Personal Computer	90.7%	5.1%
Printer	78.6%	1.4%
Computer Software	70.2%	4.2%
Modem	64.7%	.9%
Copier	74.4%	1.4%
Fax Machine	47.0%	.5%
Voicemail/Message Service	50.7%	.5%
Second Telephone Line	30.7%	0%
Internet Service	81.9%	.5%

# ABOUT YOU AND YOUR HOUSEHOLD

## GENDER

Man	81.6%
Woman	18.4%

## AGE

Under 25	.7%
25 – 34	2.2%
35 – 39	1.8%
40 – 44	3.3%
45 – 49	4.0%
50 – 54	6.8%
55 – 59	9.9%
60 – 64	12.1%
65 – 69	15.0%
70 – 74	15.4%
75 or over	28.9%
Mean	64.7 Years
Median	68.1 Years

## CURRENT MARITAL STATUS

Married	79.0%
Single, Never Married	4.8%
Widowed	8.5%
Separated or Divorced	7.7%

## HIGHEST LEVEL OF EDUCATION

Attended High School	4.2%
Graduated High School or Received Equivalent Degree	20.3%
Attended College	26.3%
Graduated from 4-year College	21.5%
Post-Graduate Study	7.8%
Master's Degree	13.5%
Doctoral Degree	2.7%
Other Professional Degree	3.6%



**HOUSEHOLD COMPOSITION**

Total Males	92.9%
Total Females	91.2%
Total Adults 18 Years or Older	100.0%
Male Adults	92.7%
Female Adults	90.9%
Total Children 17 Years or Younger	11.3%
Male Children	7.3%
Female Children	7.1%

**HOUSEHOLD MEMBERS**

	Total Males 92.9%	Total Females 91.2%	Total Household
1	77.7%	76.8%	14.2%
2	10.8%	11.0%	64.2%
3	4.2%	2.9%	11.1%
4	.2%	.5%	6.5%
5 or more	0%	0.0%	4.0%
Mean	1.1 Males	1.1 Females	2.2 Members
Median	1.0 Males	1.0 Females	2.0 Members

**NET WORTH**

Under \$50,000	6.2%
\$50,000 - \$99,999	8.0%
\$100,000 - 149,999	4.8%
\$150,000 - \$199,999	5.3%
\$200,000 - \$299,999	10.5%
\$300,000 - \$399,999	12.6%
\$400,000 - \$499,999	12.3%
\$500,000 - \$749,999	11.9%
\$750,000 - \$999,999	10.3%
\$1,000,000 - \$1,999,999	13.5%
\$2,000,000 or more	4.8%
Mean	\$684,000
Median	\$422,200

**GEOGRAPHIC AREA**

New England	5.8%
Middle Atlantic	11.7%
East North Central	23.5%
West North Central	16.4%
South Atlantic	11.9%
East South Central	4.9%
West South Central	9.7%
Mountain	5.6%
Pacific	10.5%

## HOUSEHOLD INCOME

