

Country's Best cabins

AUDIENCE



The **Country's Best Cabins** audience is financially secure, college educated and ready to buy. They've been captured by the lure of the "cabin state of mind." They are affluent, yet casual, and are "into" their cabins in every way possible. These folks won't settle for anything less than a job well done. Products and services that speak to their American spirit and down-to-earth nature do very well with this group.

AT A GLANCE

Female: 50.7%

Male: 49.3%

Average age: 52.1

Median Income: \$121,779

Average household size: 2.6

College-educated: 81.7%

Employed full time: 72.4%

Retired: 12.9%

Already own a log home: 16.1%

Definitely building a log home: 57.7%

Probably/possibly building a log home: 33.7%

Own land they will/may build on: 70.7%

Plan to build a log-home within the year to two years: 71.5%

Expected cost of home (excluding land): \$304,558

Will be primary residence: 59.7%

Will be vacation home: 22.4%

Will be retirement home: 36.5%

Read 4 out of every 4 issues: 85.8%

Read or refer to each issue: 4.5 times

Avg. reading time per issue: 2 hr./43 min.

Consider the ads a useful resource: 97.2%

Average time researching log homes online: 6 hr./57 min. per month

Online visitors: 73.1%

Attended a Log Home & Timber Frame Event: 48.7%

Country's Best Log Homes reader survey, summer 2008

