

# LOG HOME LIVING

## AUDIENCE



The **Log Home Living** audience is dedicated and thorough when it comes to planning, designing, building, and outfitting their dream home. They have made **Log Home Living** the most-respected log home magazine and use it as the definitive reference tool. Even if they never lift a hammer themselves, they are engaged in every aspect of their home-building project. Most plan this to be their ultimate home and one that will last for generations.

### AT A GLANCE

50% female/50% male

78% married

Average age 49

\$119,737 average income

Average net worth of \$580,000

25% have net worth greater than \$1,000,000

80% college educated

97% rate magazines as an essential resource in their home planning decisions

65% use the internet in their home buying research

54% attend log and timber home shows

Currently own a 2,300 sq. ft. home valued at approximately \$315,000

21% own weekend/vacation home

35% own investment real estate or retirement real estate

New home size average range is 2,500 to 4,000 sq. ft.

Average building budget (excluding land) is \$240,000

- 78% have a budget of up to \$350,000 (excluding land)
- 22% have a budget of more than \$350,000 (excluding land)

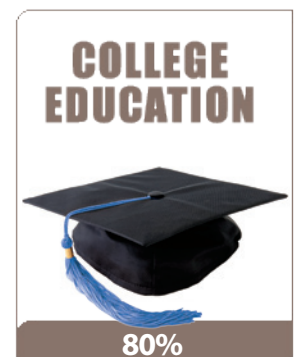
38% plan to build within 24 months; 55% plan to build within 36 months

65% own land

64% want a log home exclusively

23% are looking to build a home with a range of natural elements (log/timber/stone)

65% will build a primary residence; 34% will build a second or retirement home



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### VEHICLES

85% own or plan to own a truck within 12 months

75% own or plan to own an SUV within 12 months

23% own or plan to own a motorcycle within 12 months

31% own or plan to own an ATV within 12 months

28% own or plan to own a boat within 12 months

### LIFESTYLE ACTIVITIES

Gardening/Landscaping

Travel

Woodworking

Backpacking/Hiking/Camping

Crafts and Antiques

*2007 Log Home Living Reader Survey*

*Conducted by RRC Associates, Boulder, CO*