

# NEW OLD HOUSE JOURNALS AUDIENCE



The **New Old House** audience consists of affluent, well-educated professionals (often from the baby boomer generation) who love the sensibilities of an old house, but don't want the challenges of renovating one.

**New Old House** owners want to create a sense of place. They want the house their grandmothers had—not the ranch-style home their parents owned. They want to build a house that looks old, but functions new—a house about quality rather than quantity.

## AT A GLANCE

- Affluent—median income \$128,750
- Median value of home owned \$594,000
- College educated—87% have an undergraduate degree or higher
- 51% female / 49% male
- Active—63% will make product brand purchasing decisions
- 50% have plans to build or renovate their home within 3 years.
- Engaged—77% have built or renovated a home before.
- 56% like the advertisements
- 66% buy magazines on the newsstand
- 72% fall between the ages of 35-54
- 63% are currently building or renovating a home.
- 50% have plans to build or renovate their home within a year
- 77% have built or renovated a home before
- 91% are heavily involved in making buying decisions
- 96% are the primary source of ideas for design, building, renovation, and product selection.

Source: *New Old House Subscriber Research*

## NEW OLD HOUSE TRENDS

Below are just some of the products **New Old House** readers plan on purchasing:

- 88% lighting
- 87% paint and/or stain
- 83% flooring
- 82% bath fixtures
- 78% cabinets
- 76% appliances
- 75% faucets
- 74% windows
- 74% entry doors
- 72% roofing
- 70% insulation

