

TIMBER HOME LIVING

AUDIENCE



The **Timber Home Living** audience is highly educated, prosperous, and interested in comfortable, energy-efficient living. They appreciate fine things: great food, good quality, authentic craftsmanship, and memorable experiences. They are ready to buy. These affluent consumers do their homework before making a purchase, but once they decide, they move quickly.

AT A GLANCE

47% female / 53% male

Average age range is 45-54

\$127,720 median income

85% married

85% college educated

75% don't read any other log or timber home magazine

86% rank timber home magazines as their most frequently used resource

40% plan to build a custom timber home larger than 2,500 sq. ft.

Nearly 50% already own land

43% plan to build within 36 months

53% have a building budget more than \$200,000 (excluding land), with a significant number budgeting more than \$500,000

47% plan to purchase a second home

47% plan to purchase a hot tub/sauna

33% plan to purchase a swimming pool

27% plan to purchase an SUV

MAJOR LIFESTYLE PRODUCTS OWNED

55% SUV

45% Resort or vacation property

36% Hot tub/Sauna

32% Motorcycle

TOP FIVE LIFESTYLE ACTIVITIES

Gardening/Landscaping

Gourmet Cooking/Entertaining

Reading

Travel

Hiking/Backpacking/Camping

2007 Timber Home Living Reader Survey
conducted by RRC Associates, Boulder, CO.

