

PENN LINES

2025 Reader Demographics

Gender

| | |
|-------------|-----|
| Male | 56% |
| Female..... | 44% |

Age

| | |
|------------------|-----|
| 18-59 | 24% |
| 25-54 | 16% |
| 35-64 | 35% |
| 45-64 | 31% |
| 65 and over..... | 63% |

Median Age: 68 years

Household Annual Income (From All Sources)

| | |
|-------------------------|-----|
| Under \$25,000..... | 12% |
| \$25,000-\$29,999 | 7% |
| \$30,000-\$39,999 | 9% |
| \$40,000-\$49,999 | 6% |
| \$50,000-\$59,999 | 12% |
| \$60,000-\$74,999 | 11% |
| Over \$75,000..... | 44% |

Annual Median Income: \$67,000

Employment

| | |
|--------------------------------|-----|
| Work full-time..... | 28% |
| Work part-time | 5% |
| Retired..... | 64% |
| Not working (not retired)..... | 4% |

Household

| | |
|--|-----|
| Own primary residence | 96% |
| Approx. size of primary residence (3-plus acres) ... | 45% |
| Own vacation/weekend home | 25% |

Internet Access

| | |
|----------------------------------|-----|
| Internet access at home | 85% |
| No internet access at home | 15% |

Type of Internet Connection

| | |
|---|-----|
| Broadband/high-speed internet access (not mobile).. | 80% |
| Dial-up modem internet access..... | 3% |
| Mobile broadband for computer/tablet/cellphone..... | 22% |

Gardening & Landscaping

| | |
|--|-----|
| Owns a garden..... | 59% |
| Owns a lawn mower, lawn/garden tractor, tiller, chainsaw or farm tractor | 97% |

Livestock & Pets

| | |
|-------------------------------|-----|
| Owns some type of animal..... | 61% |
| Owns dogs..... | 41% |
| Owns cats | 36% |
| Owns horses | 4% |

Vehicle Ownership

| | |
|-------------------------------------|-----|
| Owns any vehicle..... | 99% |
| Owns a pickup truck | 62% |
| Owns a sport-utility vehicle | 65% |
| Owns a car..... | 52% |
| Owns an electric vehicle (EV) | 6% |

Readership

| | |
|--|------------|
| Average reading time | 40 minutes |
| Read every issue | 77% |
| Read three out of four issues (regular readers) | 85% |
| Average length of <i>Penn Lines</i> readership in years..... | 18 |
| Readers who prefer to read magazines, including <i>Penn Lines</i> , in printed magazine format | 97% |
| Circulation..... | 168,000 |

Reader Action

| | |
|---|-----|
| Readers taking an action as a result of reading <i>Penn Lines</i> | 85% |
| Readers who cut out or used a recipe..... | 58% |
| Readers who saved articles/Advertisements for future reference | 35% |
| Readers who bought, ordered, recommended a product or service, or requested information | 20% |
| Readers who made home more energy efficient as a result of reading <i>Penn Lines</i> | 26% |
| Readers who visited an advertiser's website as a result of reading <i>Penn Lines</i> | 16% |
| Readers who shared an article with friends and/or family | 47% |