

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%