

# PENN LINES

## 2022 Reader Demographics

### Gender

Male .....	59%
Female.....	41%

### Age

18-34 .....	3%
35-44 .....	6%
45-54 .....	12%
55-64 .....	26%
65 and over.....	53%

**Median Age: 66 years**

### Household Annual Income (From All Sources)

Under \$25,000.....	7%
\$25,000-\$29,999 .....	6%
\$30,000-\$39,999 .....	7%
\$40,000-\$49,999 .....	7%
\$50,000-\$59,999 .....	7%
\$60,000-\$74,999 .....	8%
Over \$75,000.....	38%

**Annual Median Income: \$71,500**

### Employment

Work full- or part-time.....	38%
Retired.....	55%
Homemaker.....	4%
Looking for work .....	1%

### Household

Own primary residence .....	96%
Approx. size of primary residence (3-plus acres) ..	45%
Own vacation/weekend home .....	21%

### Internet Access

Internet access at home .....	83%
No internet access at home .....	17%

### Type of Internet Connection

Broadband/high-speed internet access (not mobile) ..	80%
Dial-up modem internet access.....	5%
Mobile broadband for computer/tablet/cellphone.....	17%

### Gardening & Landscaping

Owns a garden.....	59%
Owns a lawn mower, lawn/garden tractor, tiller, chainsaw or farm tractor .....	95%

### Livestock & Pets

Owns some type of animal.....	64%
Owns dogs.....	46%
Owns cats .....	32%

### Vehicle Ownership

Owns any vehicle .....	99%
Owns a pickup truck .....	64%
Owns a sport-utility vehicle .....	68%
Owns a car.....	54%

### Readership

Average reading time .....	39 minutes
Read every issue .....	79%
Read three out of four issues (regular readers) .....	87%
Average length of time readers keep an issue of <i>Penn Lines</i> magazine .....	4 weeks
Average length of <i>Penn Lines</i> readership in years.....	19
Readers who prefer to read magazines, including <i>Penn Lines</i> , in printed magazine format .....	97%
Circulation.....	167,000

### Reader Action

Readers taking an action as a result of reading <i>Penn Lines</i> .....	82%
Readers who cut out or used a recipe.....	53%
Readers who saved/shared articles/advertisements for future reference .....	58%
Readers who bought or ordered or recommended a product or service.....	21%
Readers who made home more energy efficient as a result of reading <i>Penn Lines</i> .....	23%
Readers who visited an advertiser's website as a result of reading <i>Penn Lines</i> .....	15%
Readers who shared an article with friends and/or family.....	41%

Data based on July 2022 study conducted by MRI-Simmons