

## 2010 Reader Profile

### READER PROFILES: HOMEOWNERS

Male	<b>74%</b>	Age 35-64	<b>79%</b>
Female	<b>26%</b>	Average age (years)	<b>52</b>
Attended college	<b>94%</b>	Own home	<b>94%</b>
College degree	<b>78%</b>	Own more than one	<b>28%</b>
Post graduate degree	<b>27%</b>	Average years in home	<b>14</b>
Average Household Net Worth	<b>\$1,000,000</b>		
Average Reader Yearly Income	<b>\$148,200</b>		
Average Market Value Primary Home	<b>\$459,600</b>		
Valued \$500,000+	<b>29%</b>		
Valued \$1,000,000+	<b>8%</b>		

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**93%** prefer to make their own decisions about home improvement

**93%** regularly purchase premium, high-end products for their home

**88%** prefer green/efficient products

**87%** are the primary decision-maker or influencer in purchasing decisions for their projects

**80%** own homes that need partial or substantial energy or green updates

**50%** are actively planning a major construction project and **79%** a home systems upgrade

### READER PROFILES: BUILDING PROFESSIONALS

**36%** of readers are BOTH building professionals AND homeowners

**Nearly 90%** of those are builders/contractors or architects/designers

**Average 17 projects per year** individually; their companies average 34 per year

Focus on high-end homes with **28% working on \$1,000,000+ homes**

**84%** say they are usually first among their associates to work with new green/ efficient products