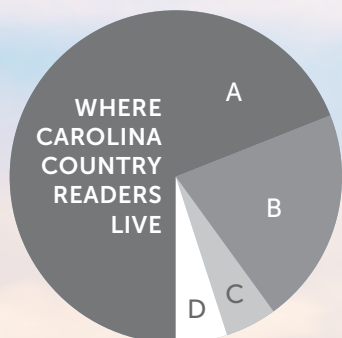


# engaged readers

## CONSUMER DEMOGRAPHICS



A Rural community (under 1,000).....	69%
B Mid-size town (under 25,000).....	21%
C Small city (under 100,000).....	5%
D Suburban/metro (1 million+).....	5%

### GENDER

Male.....	48%
Female.....	52%

### AVERAGE ANNUAL INCOME

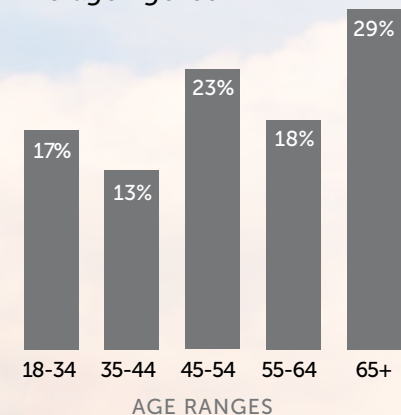
\$10,000–\$50,000.....	47%
Over \$50,000.....	53%

### HOME OWNERSHIP

Own their home.....	91%
Rent their home.....	9%
Live on 1–3 acres.....	28%

### AGES

Average Age: 53



### READERSHIP PATTERNS

Read 3 of the last 4 issues.....	90%
Saved articles for future reference ..	52%
Saved entire issue.....	27%
Passed along to friends.....	33%
Took action in the last 12 months in response to an ad in Carolina Country.....	69%

### GARDEN TOOL OWNERSHIP

Lawn mower.....	92%
Chain saw.....	69%
Riding mower.....	69%
Garden tractor.....	25%
Chipper/shredder.....	11%

### LIFESTYLE PROFILE

Own a personal computer.....	57%
Have internet access.....	60%
Have cable/satellite TV.....	86%
Tend a garden.....	69%
Shop at plant nursery.....	44%
Shop at hardware store.....	86%

### MAIL ORDER PATTERNS IN THE PAST YEAR

Have ordered by mail or phone.....	75%
Books/magazines/music/toys.....	70%
Clothing/cosmetics.....	48%

### HOME IMPROVEMENT PURCHASES

Performed home improvement.....	74%
Painting.....	44%
Plumbing.....	41%
Flooring.....	25%
Wall coverings.....	21%
Decking.....	17%

### VEHICLE OWNERSHIP

1 auto.....	97%
2 or more autos.....	39%
3 or more autos.....	22%
1 truck.....	80%
Van.....	18%
Sport utility.....	24%

MEMBER OF BPA

\*MRI Research

*Carolina Country is seen  
by 2.3 readers per issue:*

*1.5 million monthly readership.\**