

Who reads *Idaho Falls* magazine?

The following results are from 1,000 random surveys mailed to subscribers of *Idaho Falls* magazine in September 2008. Of the 1,000 surveys, 337 were returned for a 33.7% return rate.

Male or Female:

- 76% ~ Female
- 24% ~ Male

Marital Status:

- 80% ~ Married
- 11% ~ Widowed
- 7% ~ Divorced
- 2% ~ Single (Never Married)

Education:

- 75% ~ Attended College
- 50% ~ Have a College Degree

Occupation:

- 42% ~ Retired
- 30% ~ Self Employed/Business Owner
- 15% ~ Professional/Technical/Mechanic
- 6% ~ Management/Executive
- 6% ~ Sales/Marketing
- 6% ~ Clerical/Office Worker
- 4% ~ Military/Government
- 1% ~ Skilled Laborer
- 1% ~ Farmer/Rancher

Annual Household Income:

- 54% ~ Over \$50K
- 43% ~ Over \$60K
- 37% ~ Over \$70K
- 27% ~ Over \$80K
- 20% ~ Over \$90K
- 16% ~ Over \$100K

During the past 12 months, they used *Idaho Falls* magazine as a resource for:

- 86% ~ Keep up on local events
- 67% ~ Visit a specific restaurant
- 46% ~ Decide which special events to attend
- 29% ~ Visit a specific store
- 23% ~ Purchase product/service advertised
- 16% ~ Select a medical provider or service

Leisure activities they participate in:

- 78% ~ Reading books
- 63% ~ Gardening
- 63% ~ Movies
- 57% ~ Cooking
- 54% ~ Travel
- 45% ~ Camping
- 37% ~ Entertaining
- 35% ~ Sewing
- 33% ~ Theatre
- 28% ~ Fishing
- 26% ~ Photography
- 25% ~ Bike Riding
- 25% ~ Aerobic
- 25% ~ Art Shows
- 24% ~ Hiking
- 23% ~ Scrap Booking
- 21% ~ Boating
- 21% ~ ATV & Motor biking
- 18% ~ Swimming
- 18% ~ Golf
- 16% ~ Antiquing & Auctions
- 15% ~ Snow skiing
- 12% ~ Hunting
- 11% ~ Snowmobiling

Community events they attend:

- 70% ~ Eastern Idaho State Fair
- 69% ~ Fourth of July Parade
- 67% ~ Farmer's Market
- 66% ~ Melaleuca Freedom Celebration
- 52% ~ Museum of Idaho Exhibits
- 50% ~ Musical Theater Productions
- 35% ~ Home & Garden Shows
- 33% ~ County Fairs
- 26% ~ Greenbelt Duck Race
- 18% ~ Harvest Fest
- 17% ~ War Bonnet Round-up
- 16% ~ Idaho Falls Symphony
- 16% ~ Snake River Roaring Youth Jam
- 15% ~ Alive After Five
- 15% ~ Charitable/Fund Raising Events
- 14% ~ EIRMC Summer Concert Series
- 13% ~ Idaho Falls Arts Council Season
- 12% ~ Liberty Festival on the Falls
- 12% ~ Taste of Idaho
- 9% ~ Beer Fest & Wine Tasting
- 8% ~ Spudfest
- 8% ~ Golf Tournaments
- 9% ~ Other Events

Buying trends for *Idaho Falls* subscribers.

Services purchased in the past 12 months, and planned to purchase in next 12 months:

Service	Past	Next
Aesthetics/skin care	24%	16%
Auto detailing	7%	10%
Auto repair	53%	24%
Carpet cleaning	35%	38%
Catering	5%	2%
Child care	4%	2%
Chiropractic care	36%	19%
Cleaning and restoration	10%	6%
Cosmetic dentistry	11%	6%
Counseling	6%	4%
Dance instruction	12%	9%
Elective Surgery	9%	6%
Employment placement	3%	6%
Financial planning	14%	11%
Fitness center	25%	17%
Gymnastics instruction	9%	2%
Health Care	63%	34%
Home health/hospice	5%	2%
Home improvement/remodeling	35%	31%
Insurance evaluation	11%	7%
Landscaping services	14%	14%
Lawn care	47%	19%
Legal	11%	12%
Martial arts instruction	1%	2%
Massage therapy	24%	18%
Mortgage consultant	5%	2%
Music instruction	11%	9%
Orthodontics	11%	6%
Pest Control	18%	12%
Photography	18%	10%
Printing	11%	3%
Real estate agent	8%	3%
Salon/Spa	20%	17%
Tax preparation	44%	24%
Travel planning	20%	16%
Tutoring	1%	1%
Urgent/Emergency Care	35%	6%
Wedding planning	3%	1%
Weight management	17%	13%
Other	1%	0%

Items purchased in the past 12 months, and planned to purchase in next 12 months:

Purchase	Past	Next
Antiques	11%	8%
Apparel (children's)	52%	33%
Apparel (men's)	72%	40%
Apparel (women's)	89%	49%
Art	16%	10%
Automobile	23%	19%
Boat	4%	4%
China/Glass/Crystal	5%	3%
Electronics	48%	30%
Floor coverings	27%	22%
Flowers	48%	22%
Furniture (indoor)	28%	22%
Furniture (outdoor)	18%	11%
Golf Equipment	12%	9%
Home/Townhouse/Condo	3%	2%
Jewelry (diamonds, gold)	15%	5%
Kitchen appliances	31%	21%
Lamp/lighting fixture	23%	11%
Linens	41%	17%
Outdoor Power Equipment	17%	9%
RV/Trailer	7%	5%
Satellite dish	8%	3%
Snowmobile	2%	2%
Spa/Sauna/Pool	4%	1%
Tableware/Silverware	11%	4%
Television	21%	28%
Wallpaper/painting	25%	22%
Watch	16%	10%
Window coverings	18%	19%
Windows	8%	10%
Other	0%	5%