

READERSHIP/MEMBER DEMOGRAPHICS

Gender:

Male: 48%

Female: 52%

Age:

81% are older than 50

Education:

82% are college educated

41% are postgraduate educated

Average household income

44% earn \$90,000 per year or more

70% earn \$60,000 per year or more

Household information:

58% have lived in NH for more than 30 years

80% of households include two adults

84% have no children living at home

20% live permanently out of state and own second homes or other property in New Hampshire

Loyalty:

70% have remained Forest Society members for more than five years

38% have remained Forest Society members for more than 10 years

Outdoor activities enjoyed:

90% hiking or walking

70% bird watching

64% camping or picnicking

57% swimming

54% canoeing or kayaking

44% cross-country skiing

Long-time New Hampshire residents:

78% have lived in New Hampshire for more than 20 years



Jerry and Marcy Monkman, Eco-photography

Over 10,000

Forest Society members

have helped **protect** more than

one million acres of land

in New Hampshire