

Homeowners Community

Statistics at a Glance

Total Recruitment Pool	4.25 Million Registered Users
Stable Panel Size	50,000
Avg. Response Rate	34%
Avg. Freq. of Use	40 days

Employment Status

Employed by someone else working outside your home	56%
Employed by someone else working from home	2%
Self-employed working outside your home	12%
Self-employed working from home	11%
Homemaker	19%

Household Income

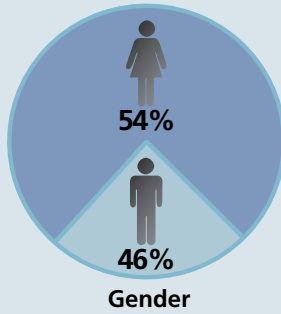
< \$20k	3%
\$20k - \$49,999	24%
\$50k - \$74,999	26%
\$75k - \$99,999	19%
\$100k - \$149,999	17%
\$150k - \$199,999	6%
\$200k +	5%
Avg. HHI (\$)	82,929

Age

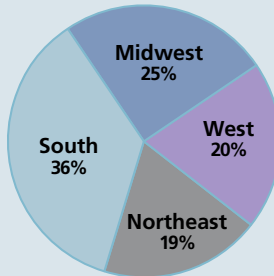
15-24	2%
25-34	19%
35-44	30%
45-54	28%
55-64	16%
65-74	4%
75+	4%

Ethnic Background

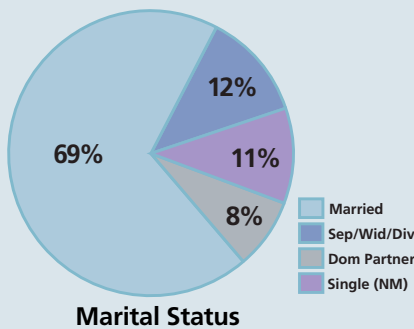
American Indian or Alaska Native	1%
Asian	2%
Black or African American	5%
Hispanic or Latino	5%
White	85%
Other	2%



Gender



Region of Residence



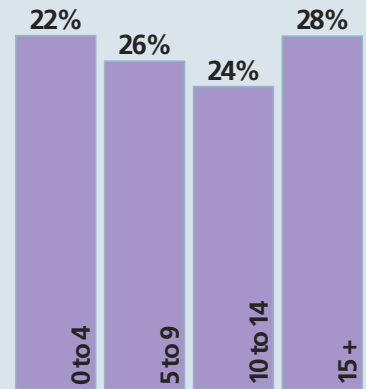
Marital Status

- Homeowners spend an annual \$204 billion on professional home improvements and more than \$59 billion on do-it-yourself improvements.
- Spending on home-improvement activities now exceeds new construction—particularly in center cities, remodeling accounts for 7 out of 10 dollars spent on owner-occupied housing.
- Homeowners complete 7.6 million additions and alterations a year, including decks and porches.
- Consumers spent a total of \$36.8 billion on their lawns and gardens in 2004.

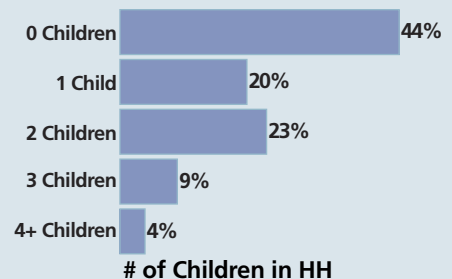
Home Ownership/Occupancy Statistics (U.S.)

Total Housing Units	115,904,000
Occupied Housing Units	91%
Owner-occupied Housing Units	60%
Total Population in Occupied Housing Units	273,643,000
Population in Owner-occupied Housing Units	69%

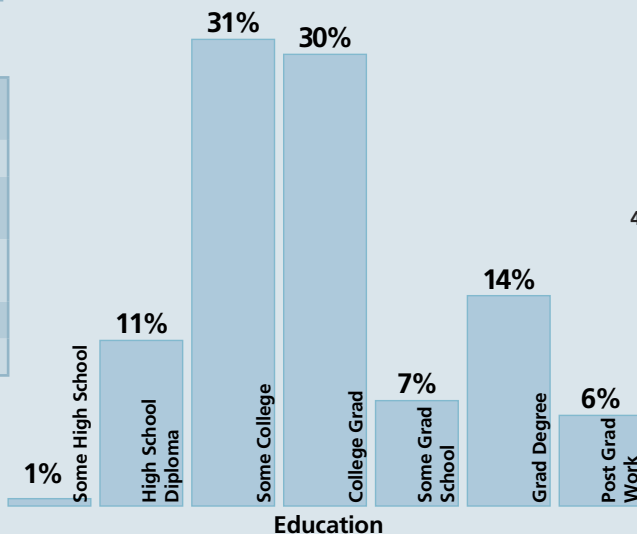
More information on next page



% of Children by Age Group



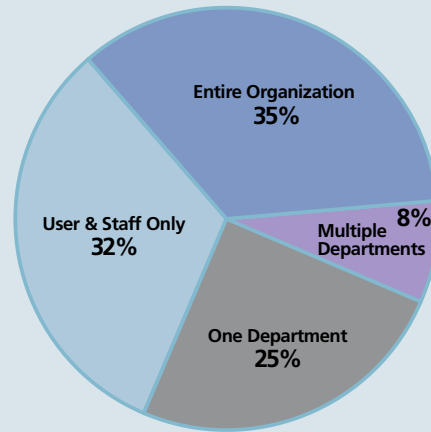
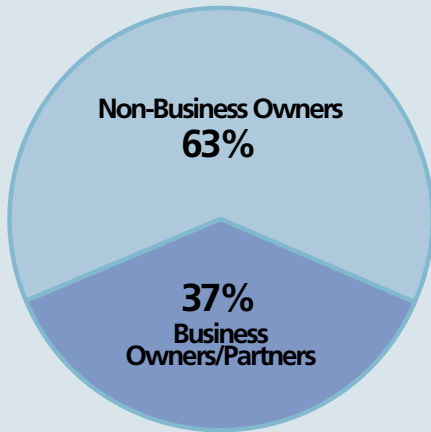
of Children in HH



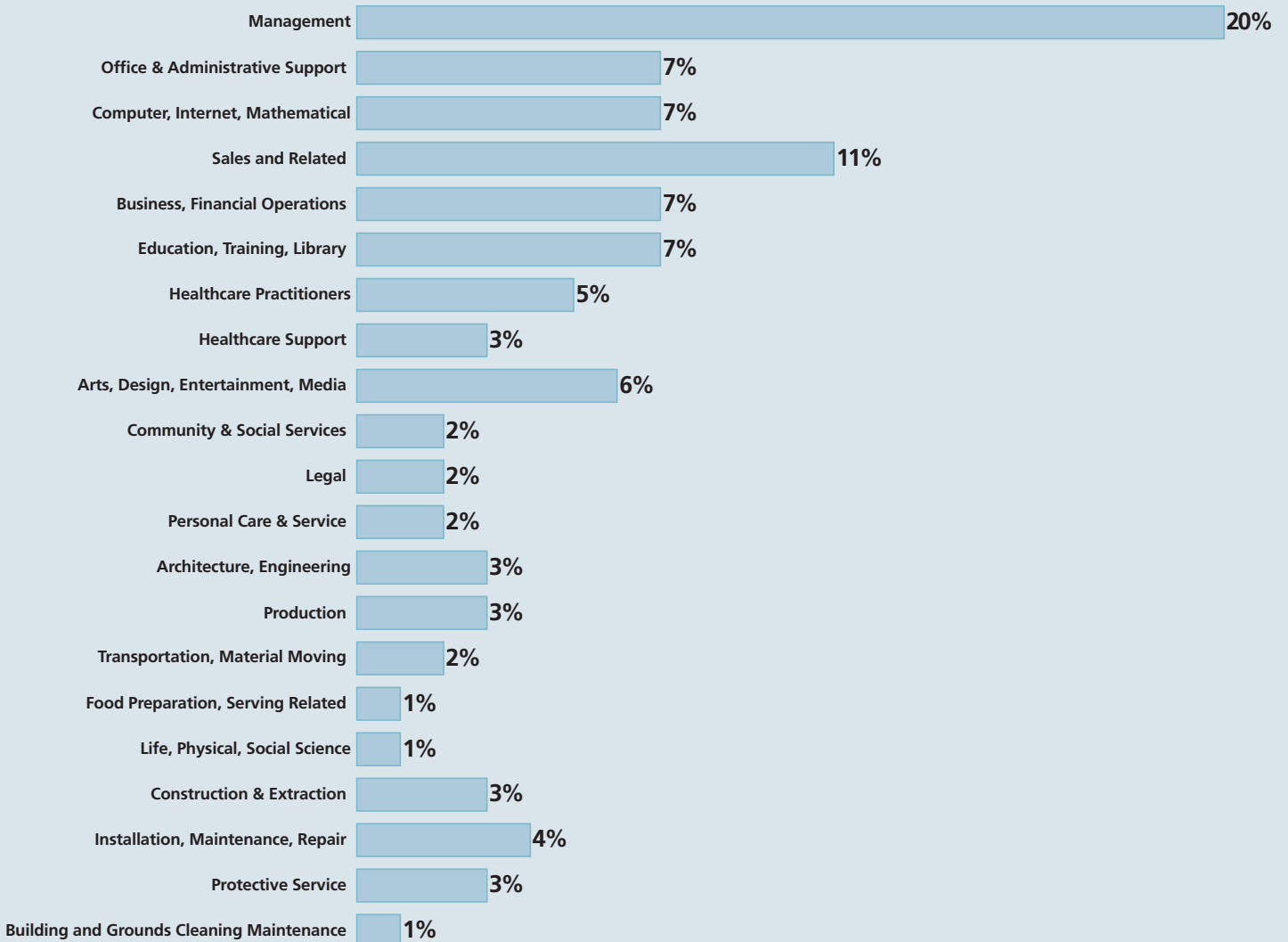
Education



Homeowners Community (continued)



Level of Decision-Making Authority



Current Occupation