

# parenting

## READER DEMOGRAPHICS

### NOT YOUR AVERAGE READER

*Parenting New Hampshire* is a proven, cost-effective way to reach a targeted market of well-educated parents, teachers, childcare providers, and other advocates for children. This select group of readers looks to *Parenting New Hampshire* for valuable information, advice and resources to parent in today's world. They value the advertisements featuring goods and services needed for their children and families.

**73%** of our readers frequently purchase products or services from ads seen in *Parenting New Hampshire*

#### Readers plan to purchase the following products or services during the next 12 months:

- 99% Children's Apparel
- 98% Women's Apparel
- 91% Pharmacist/Prescription Service
- 89% Dining & Entertainment
- 86% Men's Apparel
- 84% Education/Classes
- 79% Tax Advisor/Services
- 69% Auto Accessories (tires, brakes, etc.)
- 63% Lawn and Garden
- 63% Athletic & Sports Equipment
- 63% Vacation/Travel

- 57% Furniture/Home Furnishings
- 53% Television/Electronics
- 53% Florists/Gift Shops
- 50% Carpet/Home Cleaning Services
- 42% Childcare
- 41% Health Club/Exercise Class
- 38% Lawn Care Service
- 35% Home Improvements/Supplies
- 32% Home Heating/Air Conditioning
- 31% Financial Planner
- 25% Cellular Phone
- 25% Veterinarian
- 20% Major Home Appliance
- 20% Carpet/Flooring

- 88% Women; 84% Married
- 73% Between the ages of 25-44
- 19% Between the ages of 45-54
- 52% Household incomes of \$50,000-\$85,000
- 38% Household incomes over \$100,000
- 59% Children under age 5 living at home
- 69% Children between the ages of 5-12
- 30% Children between the ages of 13-18
- 88% Children attending public school
- 31% Children attending private school
- 29% Children in day care or preschool
- 9% Children being home schooled
- 77% Primary shopper for their children
- 74% Primary shopper for their home
- 43% Primary shopper for their spouse

- 17% New/Used Automobile
- 15% Attorney
- 15% Home Computers
- 14% Chiropractor
- 5% Real Estate

Source: Readex Reader Survey, August 2009