

**OPEN  
HORIZONS**  
READER SURVEY  
April 2005

---

VERIFIED AUDIT CIRCULATION  
517 Jacoby Street, Suite A  
San Rafael, CA 94901  
415-457-3868  
[www.verifiedaudit.com](http://www.verifiedaudit.com)

OPEN HORIZONS, INC.  
444 West Fontana Dr.  
Provo, UT 84606  
555-349-3356  
[www.ohoriz.com](http://www.ohoriz.com)

## Introduction

---

*Open Horizons* magazine is a quarterly glossy regional consumer magazine, targeting affluent households in and around Provo, Utah. The total circulation is approximately 30,000 and consists primarily of paid and non-paid subscription and direct-mail distribution. This survey was designed to provide Horizons Media, Inc. with a profile of *Open Horizons* readers' specific product preferences, buying habits, income levels, reading habits, editorial preferences, and demographics.

## Methodology

---

The survey featured a preprinted, reply postage paid, custom questionnaire, inserted into the Spring 2005 issue of *Open Horizons* magazine. A total of 642 completed surveys were returned to the Horizon Media office. Verified Audit tabulated 500 randomly selected surveys, performed data analysis, and produced this presentation quality data summary report.

Margin of error does not apply in a survey of this type. Results may not be representative of the demographics or other characteristics of the entire readership of *Open Horizons* magazine. Rounding error may occur.

## Prizes

---

As incentive to participate in the survey, a free 1-year subscription of *Open Horizons* was given away.

## Verified Audit Affidavit & Company Profile

---

Verified Audit Circulation will certify the accuracy of all data in this report upon its completion. For more than 50 years, Verified has provided forward-thinking, innovative audit and research leadership. The Verified logo is a symbol of accuracy and integrity. Verified's high standards of research methodology ensure reliable, authoritative information. Verified is guided by an Advisory Board of Governors composed of industry leaders from the fields of marketing, advertising, distribution, and publishing. Please visit [www.verifiedaudit.com](http://www.verifiedaudit.com) to find out more about Verified.

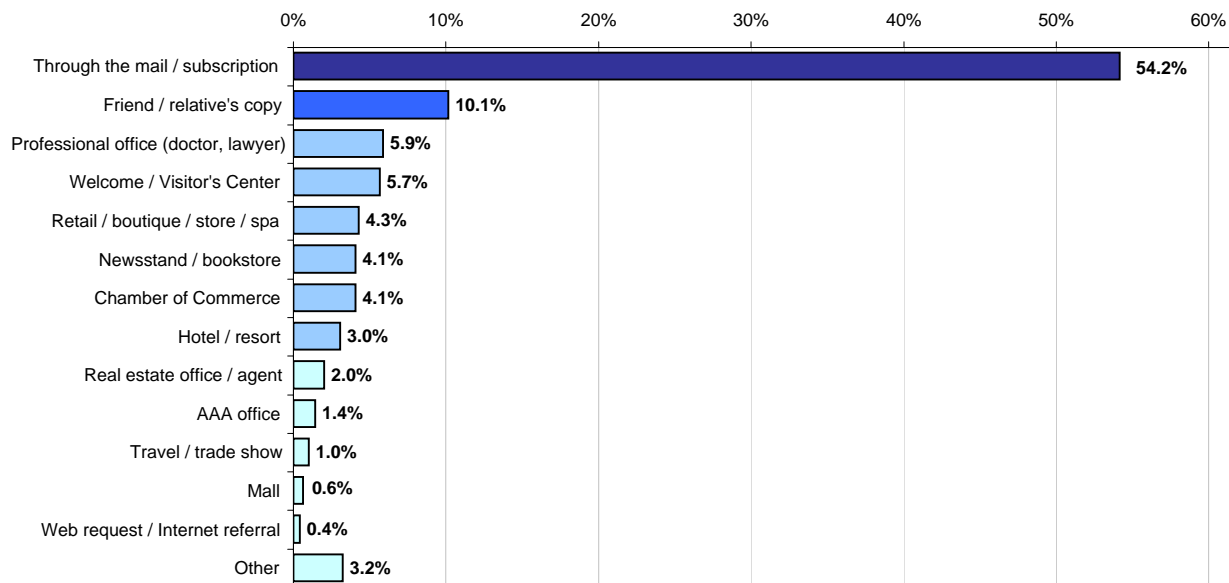
## Readership: How Open Horizons is Obtained

How did you obtain this copy of Open Horizons?

This question was answered by 493 of all 500 respondents. Percentages are based upon persons who answered the question.

Response	Persons	Percent
Through the mail / subscription	267	54.2%
Friend / relative's copy	50	10.1%
Professional office (doctor, lawyer)	29	5.9%
Welcome / Visitor's Center	28	5.7%
Retail / boutique / store / spa	21	4.3%
Newsstand / bookstore	20	4.1%
Chamber of Commerce	20	4.1%
Hotel / resort	15	3.0%
Real estate office / agent	10	2.0%
AAA office	7	1.4%
Travel / trade show	5	1.0%
Mall	3	0.6%
Web request / Internet referral	2	0.4%
Other	16	3.2%
<b>Total</b>	<b>493</b>	<b>100.0%</b>

### How Obtained



## Readership: Pass Along

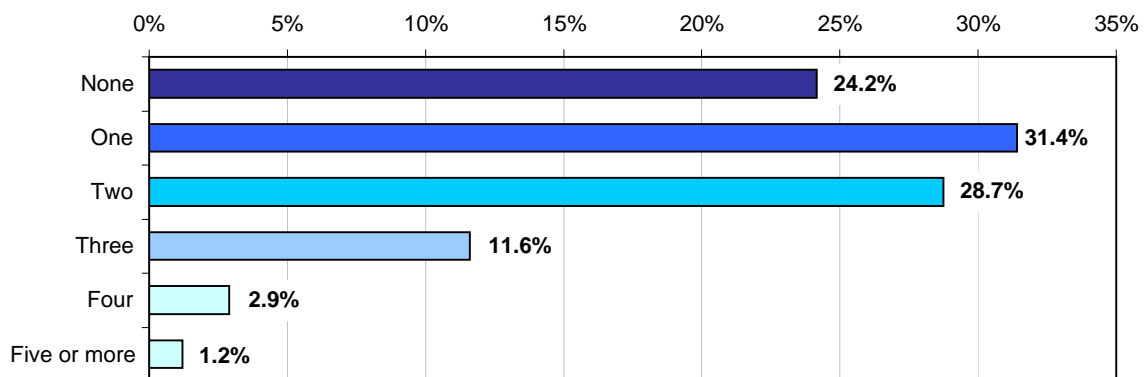
Besides yourself, how many other people read or look through your copy of Open Horizons? (Please select only one option.)

This question was answered by 414 of all 500 respondents. Percentages are based upon persons who answered the question.

**1.4 Readers** Average Readers Per Copy  
**2 Readers** Median Readers Per Copy  
**2 Readers** Mode Readers Per Copy

Response (Number Passed Along To)	Persons	Percent	Projected Readers
None	100	24.2%	0
One	130	31.4%	130
Two	119	28.7%	238
Three	48	11.6%	144
Four	12	2.9%	48
Five or more	5	1.2%	25
<b>Total</b>	<b>414</b>	<b>100.0%</b>	<b>585</b>

### Pass Along



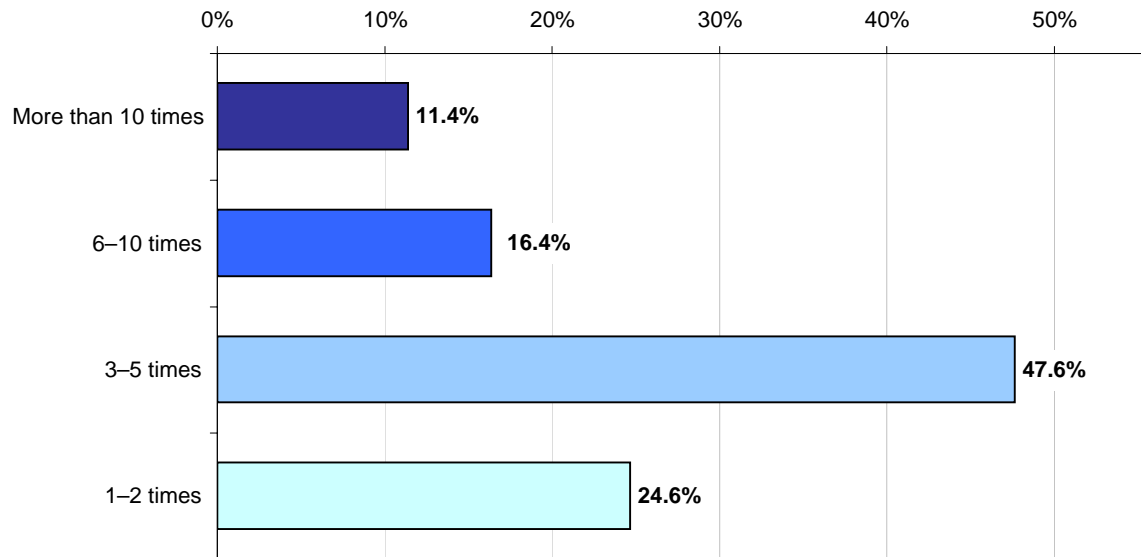
## Readership: Reference

*In general, about how many times do you or will you refer to an issue of Open Horizons?*

This question was answered by 483 of all 500 respondents. Percentages are based upon persons who answered the question.

Response	Persons	Percent
More than 10 times	55	11.4%
6–10 times	79	16.4%
3–5 times	230	47.6%
1–2 times	119	24.6%
<b>Total</b>	<b>483</b>	<b>100.0%</b>

### Reference



## Readership: Rating the Features

Please rate the job you feel Open Horizons is doing to meet your requirements in the following feature categories...

Percentages are based upon persons who answered the question rather than all 500 respondents.

Listed Alphabetically	Persons	Poor					N/A
		1	2	3	4	5	
AroundTown (community stories)	480	6	29	103	188	147	7
ArtSmart (art and museum)	479	5	18	128	218	99	11
Bookpage (book reviews)	460	6	41	151	170	60	32
Business Classifieds	460	5	26	179	143	50	57
Organizations (directory)	464	4	33	166	147	82	32
Photo (photography spreads)	464	10	43	128	150	120	13
Place Setting (restaurant reviews)	470	14	30	127	170	99	30
Playbill (theatre reviews)	467	6	21	170	171	73	26
Sport and Rec. (local sports)	466	10	39	163	151	53	50
Table for You (restaurant directory)	470	9	26	153	141	109	32
The Main Event(s)	476	8	27	159	182	86	14
Travel Near & Far (all travel)	473	5	57	170	149	74	18
Whole Note (music reviews)	462	7	31	159	149	66	50

Listed by Score	Average Score	Poor					N/A
		1	2	3	4	5	
AroundTown (community stories)	3.88	1.3%	6.0%	21.5%	39.2%	30.6%	1.5%
ArtSmart (art and museum)	3.74	1.0%	3.8%	26.7%	45.5%	20.7%	2.3%
Photo (photography spreads)	3.62	1.3%	8.9%	32.8%	37.0%	13.0%	7.0%
The Main Event(s)	3.57	1.1%	5.7%	38.9%	31.1%	10.9%	12.4%
Place Setting (restaurant reviews)	3.47	0.9%	7.1%	35.8%	31.7%	17.7%	6.9%
Table for You (restaurant directory)	3.47	2.2%	9.3%	27.6%	32.3%	25.9%	2.8%
Playbill (theatre reviews)	3.44	3.0%	6.4%	27.0%	36.2%	21.1%	6.4%
Organizations (directory)	3.38	1.3%	4.5%	36.4%	36.6%	15.6%	5.6%
Travel Near & Far (all travel)	3.37	2.1%	8.4%	35.0%	32.4%	11.4%	10.7%
Bookpage (book reviews)	3.31	1.9%	5.5%	32.6%	30.0%	23.2%	6.8%
Whole Note (music reviews)	3.19	1.7%	5.7%	33.4%	38.2%	18.1%	2.9%
Sport and Rec. (local sports)	3.10	1.1%	12.1%	35.9%	31.5%	15.6%	3.8%
Business Classifieds	3.08	1.5%	6.7%	34.4%	32.3%	14.3%	10.8%

### Readership: Use of *Open Horizons* to Make Purchase Decisions

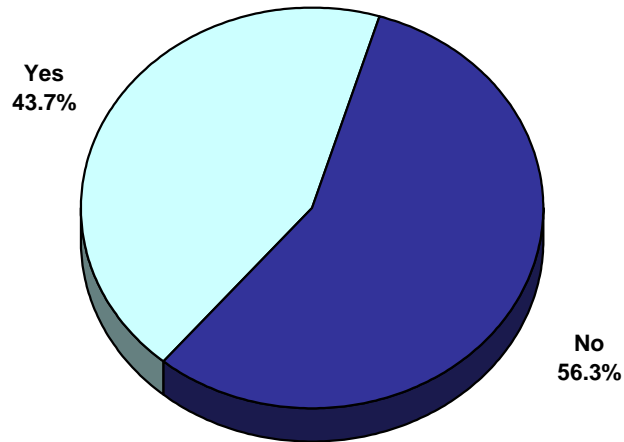
---

*Did you use Open Horizons magazine to help make any purchases in the past 12 months?*

This question was answered by 464 of all 500 respondents. Percentages are based upon persons who answered the question.

<b>Response</b>	<b>Persons</b>	<b>Percent</b>
Yes	176	43.7%
No	227	56.3%
<b>Total</b>	<b>403</b>	<b>100.0%</b>

### Use of *Open Horizons* to Make Purchase Decisions



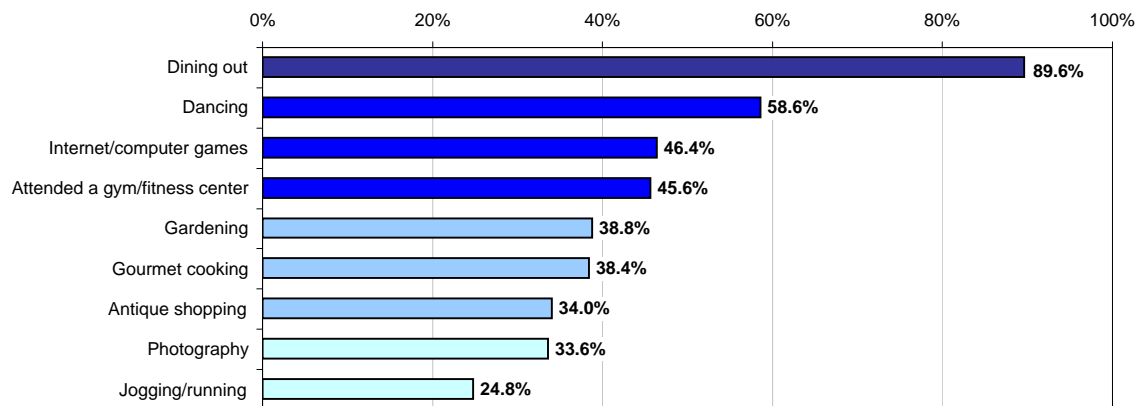
## Lifestyle: Activity Participation

*Which of the following activities did you personally participate in during the last 6 months?*

Respondents were allowed to select more than one answer. Percentages are based upon all respondents (500) rather than responses (2,467).

Response	Persons	Percent
Dining out	448	89.6%
Dancing	293	58.6%
Internet/computer games	232	46.4%
Attended a gym/fitness center	228	45.6%
Gardening	194	38.8%
Gourmet cooking	192	38.4%
Antique shopping	170	34.0%
Photography	168	33.6%
Jogging/running	124	24.8%
Bicycling	119	23.8%
Camping/hiking/climbing	108	21.6%
Billiards	99	19.8%
Adult education courses	85	17.0%
Yoga	77	15.4%
Painting/drawing/sculpture	72	14.4%
Tennis/racquetball	32	6.4%
Fishing	32	6.4%
Golfing	24	4.8%
Skiing/Snowboarding	26	5.2%
Other	74	14.8%
<b>Total</b>	<b>2,797</b>	<b>N/A</b>

### Activity Participation: Top 10





## Demographics: Gender

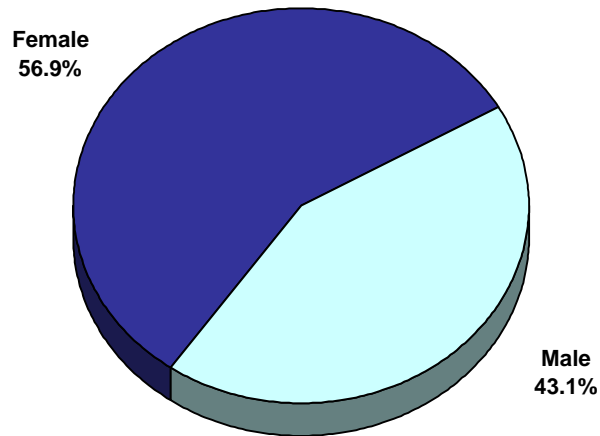
---

Are you... [Male, Female]

This question was answered by 448 of all 500 respondents.  
Percentages are based upon persons who answered the question.

<b>Response</b>	<b>Persons</b>	<b>Percent</b>
Male	193	43.1%
Female	255	56.9%
<b>Total</b>	<b>448</b>	<b>100.0%</b>

### Gender



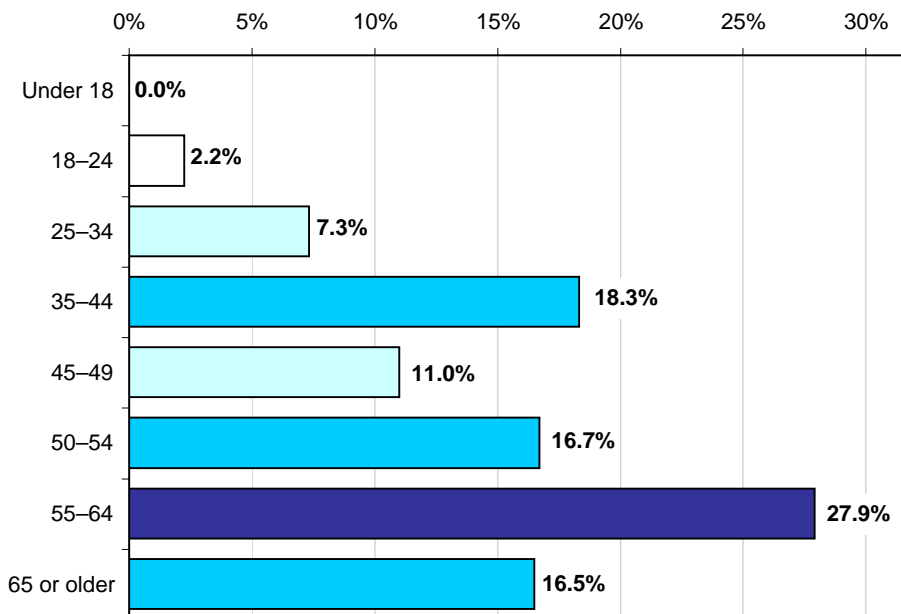
## Demographics: Age

*Into which of the following groups does your age fall?*

This question was answered by 491 of all 500 respondents. Percentages are based upon persons who answered the question.

Response	Persons	Percent
Under 18	0	0.0%
18–24	11	2.2%
25–34	36	7.3%
35–44	90	18.3%
45–49	54	11.0%
50–54	82	16.7%
55–64	137	27.9%
65 or older	81	16.5%
<b>Total</b>	<b>491</b>	<b>100.0%</b>

### Age



**The average age of respondents is 51.**

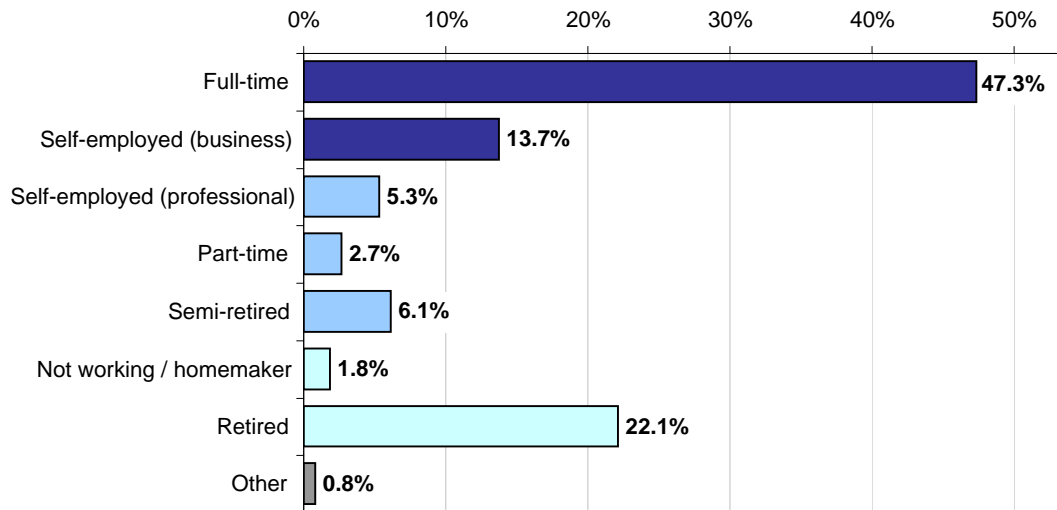
## Demographics: Employment Status

*What is the employment status of your head of household?*

This question was answered by 488 of all 500 respondents. Percentages are based upon persons who answered the question.

Response	Persons	Percent
Employed full-time	231	47.3%
Self-employed in own business	67	13.7%
Self-employed professional	26	5.3%
Employed part-time	13	2.7%
Semi-retired	30	6.1%
Not working/homemaker	9	1.8%
Retired	108	22.1%
Other	4	0.8%
<b>Total</b>	<b>488</b>	<b>100.0%</b>

### Employment Status



## Demographics: Job Title or Position

---

*What is your job title or position?*

This question was answered by 351 of all 500 respondents. Percentages are based upon persons who answered the question.

<b>Response</b>	<b>Persons</b>	<b>Percent</b>
President / Owner / CEO	81	23.1%
Supervisor / Manager / Director	44	12.5%
Service Industry Worker	34	9.7%
Health / Medical Professional	21	6.0%
Sales Worker	17	4.8%
Partner / Co-Owner	16	4.6%
Education Professional	13	3.7%
Vice President	11	3.1%
Secretary / Administrative Assistant	11	3.1%
Builder / Contractor / Maintenance Worker	11	3.1%
Consultant / Independent Contractor	9	2.6%
Professional (Architect, Attorney, etc.)	9	2.6%
Editor / Designer / Artist / Media Specialist	8	2.3%
Government / Federal / Military Worker	8	2.3%
Assistant Director / Assistant Manager	7	2.0%
Office Manager	7	2.0%
Financial Services Worker	7	2.0%
Engineer / Technical Worker	6	1.7%
Real Estate Professional / Landlord	6	1.7%
Retired	12	3.4%
Homemaker	5	1.4%
Student	3	0.9%
Other	5	1.4%
<b>Total</b>	<b>351</b>	<b>100.0%</b>

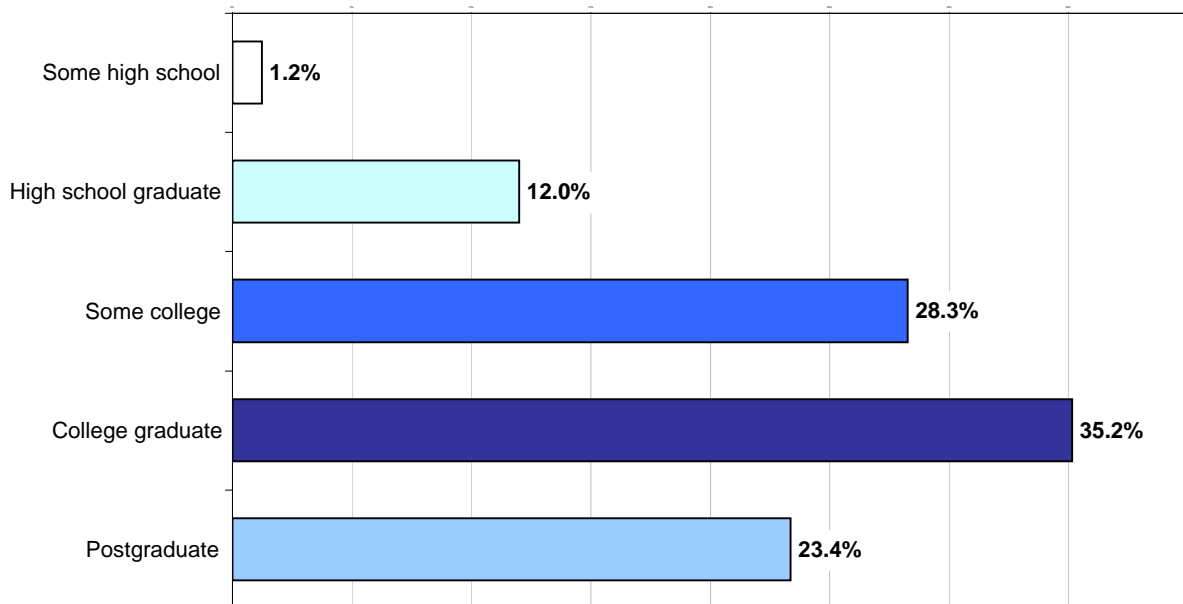
## Demographics: Education

What is the highest level of education that you have completed?

This question was answered by 492 of all 500 respondents. Percentages are based upon persons who answered the question.

Response	Persons	Percent
Some high school	6	1.2%
High school graduate	59	12.0%
Some college	139	28.3%
College graduate	173	35.2%
Postgraduate	115	23.4%
<b>Total</b>	<b>492</b>	<b>100.0%</b>

### Education



## Demographics: Income

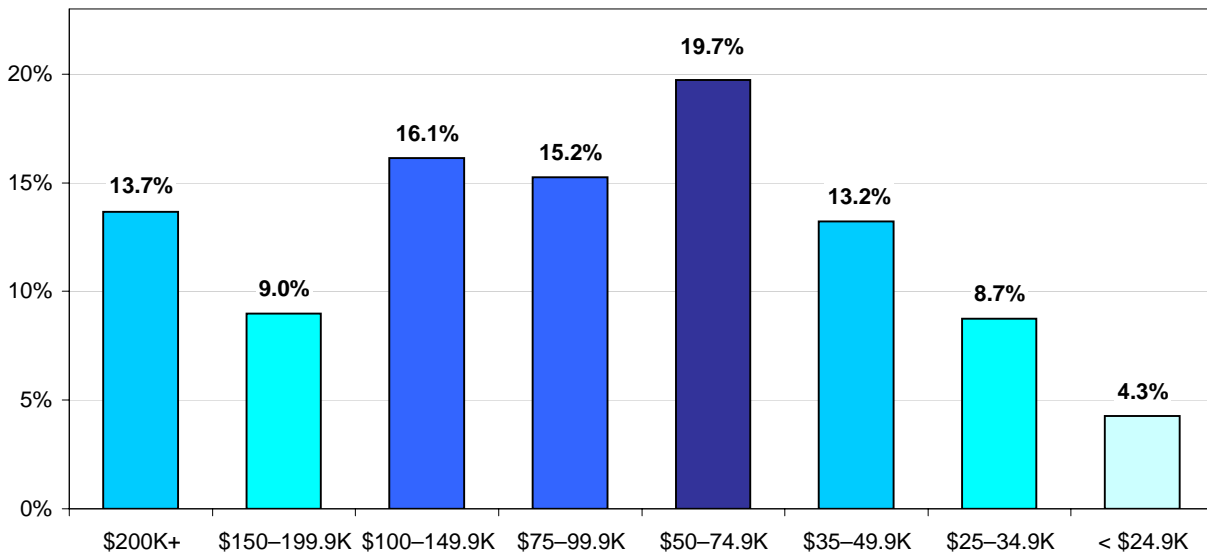
Which of the following ranges best describes your total household income before taxes for 2001?

This question was answered by 446 of all 500 respondents. Percentages are based upon persons who answered the question.

**\$98,211.88** Average Annual Income Before Taxes  
**\$75,000–99,999** Median Income Category  
**\$50,000–74,999** Mode Income Category

Response	Persons	Percent
\$200,000 or more	61	13.7%
\$150,000–\$199,999	40	9.0%
\$100,000–\$149,999	72	16.1%
\$75,000–\$99,999	68	15.2%
\$50,000–\$74,999	88	19.7%
\$35,000–\$49,999	59	13.2%
\$25,000–\$34,999	39	8.7%
Under \$24,999	19	4.3%
<b>Total</b>	<b>446</b>	<b>100.0%</b>

### Income



## Demographics: Number of Children Under 18 Years of Age

*How many children under the age of 18 do you have living at home?*

This question was answered by 315 of all 500 respondents. Percentages are based upon persons who answered the question.

Response	Persons	Percent	% of All
None	171	54.3%	34.2%
One	61	19.4%	12.2%
Two	58	18.4%	11.6%
Three	16	5.1%	3.2%
Four or More	9	2.9%	1.8%
<b>Total</b>	<b>315</b>	<b>100.0%</b>	<b>N/A</b>

### Children Under 18 Years of Age

