

MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

OWN PROPERTY

MARLIN readers are property owners

86.2% own a house

69.2% own 2 or more homes and a boat

PRIMARY RESIDENCE

Own	91.7%
Waterfront	23.9%
Valued over \$500,000	40.2%
Average market value	\$538,000

VACATION / WEEKEND HOME

Own	40.0%
Waterfront	65.9%
Valued over \$500,000	30.0%
Average market value	\$468,000

Source: 2004 Clear Research Subscriber Survey