

# Outdoor living



## The West is home to outdoor living

Enjoying life outdoors is one of the many benefits of living in the West. With more days of sunshine than any other region in the country, the West is a destination for year-round, outdoor fun.

Westerners with a home valued at \$200,000 or more are:

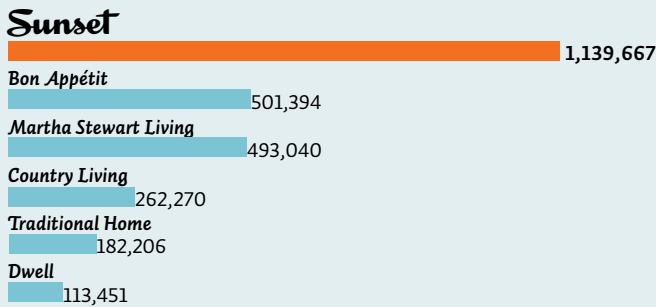
- 20% above average for purchasing outdoor furniture/patio/deck covers.
- 37% above average for entertaining at home at least once a month.

## Sunset readers enjoy time outdoors

Sunset readers are above average by:

- 164% for gardening more than 100 days a year.
- 46% for barbecuing at least once a month.
- 47% for entertaining at home at least once a month.

### 13 Western states circulation



Source: 6/30/10 ABC Statements

Sunset delivers more Western households than five leading shelter and epicurean magazines.

# Sunset