

The most active, most affluent readers of any major deer publication.



Readers

Demographics

Gender	
Male	99%
Age	
Average	43.9 years
Total household income	
Average	\$81,500
Primary residence	
Own	92%
Value of primary residence	
Average	\$173,500

Hunting experience

Years hunting whitetail deer	
Average	18 years
Level of experience hunting whitetails	
Advanced	69%
Intermediate	16%
Expert	14%
Beginner	1%
Days hunting whitetails, last 12 months	
Average	25.1 days
Total household members who hunt whitetails	
Median	2.0
Household members under 18 who hunt whitetail deer or are involved in hunting-related activities	
Total	36%

Bowhunting activities

Reader bowhunts	81%
Number of days spent bowhunting, last 12 months	
Average	20.5 days

Computers/Internet

Owns personal computer	
Households	76%
Plans to purchase personal computer in next 12 months	
Households	21%
Number of hours per month spent using Internet	
Average	12.8 hours

Firearm ownership

Currently own	100%	Plan to buy, next 12 months	
Rifle	96%	76%	
Bolt-action	81%	39%	Number of firearms owned Average: 13
Rimfire	68%	14%	Hunts with muzzleloader: 67%
In-line muzzleloader	48%	39%	Reloads metal cartridges or shotshells: 32%
Lever-action	43%	8%	Participated in recreational shooting, last 12 months: 81%
Air rifle	40%	7%	Amount reader estimates will be spent on firearms and accessories, next 12 months: Avg. \$2,200
Autoloading rifle	37%	10%	
Pump	34%	12%	
Shotgun	95%	42%	
Pump	84%	36%	
Autoloader	55%	41%	
Single-shot	47%	12%	
Side-by-side	21%	13%	
Over/under	19%	26%	
Handgun	61%	19%	

Bowhunting equipment

	Currently own	Plan to buy, next 12 months
Bows	81%	19%
Arrows	82%	51%
Camouflage clothing	90%	56%
Game calls	89%	29%
Broadheads	79%	42%
Treestands	79%	42%
Scents or lures	76%	48%
Arrow rests	68%	11%
Sights	65%	10%
Quivers	63%	4%
Releases	62%	8%
Stabilizers	52%	6%
Scent-absorbing gear	41%	23%
Hunting blinds	33%	15%

Equipment ownership

Optics	Currently own	Plan to buy, next 12 months
Binoculars	99%	31%
Variable-power scope	77%	45%
Fixed-power scope	56%	16%
Spotting scope	29%	33%
Dot sight	14%	9%
Number of optical items owned	Avg.	6.7
Own hunting knives	100%	

Automotive

Recreational vehicle	Currently own	Plan to buy, next 12 months
All-terrain vehicle	81%	69%
(% based on those who own recreational vehicles)		
Owns or leases pickup, minivan, van or SUV	90%	Purchased new tires in last 12 months
Types of vehicles owned		Total
Full-size pickup truck	68%	65%
Compact/mid-size pickup	30%	Purchased new automotive battery, last 12 months
Sport/utility vehicle	38%	Total
		51%