

**Bowhunter Magazine**  
Demographic Highlights



		<b>% Comp</b>
Total Audience	936,000	
Men		98%
Women		2%
Average Age	43	
Married		81%
Have Children in Household		48%
Attended College		61%
Management/Professional		33%
Tradesmen/Craftsmen		46%
Average Household Income	\$103,800	
Average Household Net Worth	\$512,000	
Own a Bow		99%
Average Number of Bows Owned	2.6	
Own Shotgun		92%
Own a Pump Action Shotgun		72%
Own a Semi-Automatic Shotgun		43%
Own an Over & Under Shotgun		19%
Own a Handgun		67%
Use Archery Equipment for Target Shooting		99%
Use Rifle for Target Shooting		74%
Use Shotgun for Target Shooting		57%
Use Handguns for Target Shooting		45%
Hunt with a Bow and Arrow		99%
Hunt with a Rifle		81%
Participated in Whitetail Deer Hunting, Past 12 mos.		92%
Participated in Big Game Hunting, Past 12 mos.		74%
Participated in Small Game Hunting, Past 12 mos.		71%
Participated in Upland Bird Hunting, Past 12 mos.		45%
Participated in Varmint Hunting, Past 12 mos.		39%
Purchased Factory Loaded Cartridges, Past 12 mos.		88%
Purchased Shot Shells, Past 12 mos.		74%
Purchased Center Fire, Past 12 mos.		65%
Purchased Rim Fire, Past 12 mos.		55%
Average Handheld Rounds Reloaded, Past 12 mos.	727	

(continued)

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	<b>Comp %</b>
Traveled to Hunt within the U.S., Past 12 mos.	52%
Household Owns/Leases 1+ Pick Up Truck(s)	72%
Household Owns/Leases 1+ Sport Utility Vehicle	43%
Household Owns/Leases 1+ Van	18%
Household Owns/Leases Domestic Only	71%
Household Owns/Leases Import and Domestic	24%
Personally Responsible for Maintaining Vehicle(s)	44%
Changed Own Motor Oil, Past 12 mos.	86%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	44%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	76%