

Gun Dog Magazine
Demographic Highlights



		Comp %
Total Audience	257,000	
Men		95%
Women		5%
Average Age	51.5	
Married		85%
Have Children in Household		32%
Attended College		82%
Management/Professional		34%
Tradesmen/Craftsmen		47%
Average Household Income	\$142,700	
Average Household Net Worth	\$867,000	
Own a Dog		97%
Average Number of Dogs Owned	2.2	
Own Pointers		46%
Own Retrievers		39%
Own Spaniels		17%
Own Setters		15%
Average Amount Spent on Dog Food, Per Month	\$55	
Average Amount Spent on Health Care for Dog	\$311	
Personally Administer Dog's Health Care Treatments		20%
Average Number of Hours Spent Training Dog, per Week	4	
Average Number of Days Hunted Upland Birds, Past 12 mos.	20.6	
Average Number of Days Spent in Waterfowl/Upland Bird Related Activities, Past 12 mos.	60	
Own Shotgun		99%
Average Number of Shotguns Owned	6.1	
Own 12-gauge Shotgun		95%
Own 16-gauge Shotgun		24%
Own 20-gauge Shotgun		70%
Own 28-gauge Shotgun		17%
Use Steel Shot		67%
Use Non-Toxic Waterfowl/Upland Bird Loads		51%
Average Amount Spent on Factory Ammunition, Past 12 mos.	\$141	
Average Amount Spent on Reloading Supplies, Past 12 mos.	\$177	
Average Amount Spent on Waterfowl/Upland Bird Hunting, Past 12 mos.	\$546	

(continued)

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		% Comp
Traveled to Hunt Upland Bird/Waterfowl within the U.S., Past 12 mos.		86%
Average Number of Trips Taken to Hunt Upland Bird/Waterfowl, Past 12 mos.	10.6	
Average Amount Spent on Overnight Hunting Trip, Past 12 mos.	\$1,222	
Household Owns a Boat		56%
Household Owns a V-Hull Fishing Boat		43%
Household Owns a Canoe		33%
Household Owns/Leases 1+ Pick Up Truck(s)		63%
Household Owns/Leases 1+ Sport Utility Vehicle		53%
Household Owns/Leases 1+ Van		16%
Household Owns/Leases Domestic Only		67%
Household Owns/Leases Import and Domestic		26%
Personally Responsible for Maintaining Vehicle(s)		32%
Changed Own Motor Oil, Past 12 mos.		79%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.		47%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.		70%