

North American Whitetail Magazine
Demographic Highlights



		% Comp
Total Audience	889,000	
Men		98%
Women		2%
Median Age	46.8	
Married		81%
Have Children in Household		42%
Attended College		54%
Management/Professional		57%
Tradesmen/Craftsmen		40%
Average Household Income	\$94,100	
Average Household Net Worth	\$529,000	
Hunted Whitetail Deer, Past 12 mos.		98%
Average Number of Days Hunted Whitetail Deer, Past 12 mos.	27.4	
Average Years Hunting Whitetail Deer	22.1	
Hunted Fowl, Past 12 mos.		76%
Hunted Small Game, Past 12 mos.		52%
Hunted Black/Grizzly Bear, Past 12 mos.		15%
Fished, Past 12 mos.		53%
Own Shotgun		95%
Own a Pump Action Shotgun		77%
Own a Autoloader Shotgun		53%
Own a Single-Shot Shotgun		48%
Own a Side-by-Side Shotgun		22%
Own a Rifle		95%
Own a Bolt-Action Rifle		75%
Own a Rimfire Rifle		67%
Own an In-Line Muzzleloader		51%
Own an Air Rifle		50%
Own a Lever-Action Rifle		50%
Own a Handgun		66%
Own Double-action Centerfire Revolver		37%
Own Rimfire Pistol or Revolver		32%
Own a Bow		74%

(continued)

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	% Comp
Own Optical Items	99%
Own Binoculars	97%
Own Variable-power Rifle Scope	79%
Own Fixed-Power Rifle Scope	56%
Took an Overnight Trip to Hunt Deer, Past 12 mos.	58%
Average amount Spent on In-State Overnight Deer Hunting Trip, Past 12 mos.	\$709
Average amount Spent on Out-Of-State Overnight Deer Hunting Trip, Past 12 mos.	\$1,773
Average Number of Days Spent on Overnight Deer Hunting Trips, Past 12 mos.	5.9
Average Amount Spent on Deer Hunting, Past 12 mos.	\$700
Household Owns/Leases 1+ Pick Up Truck(s)	72%
Household Owns/Leases 1+ Sport Utility Vehicle	44%
Household Owns/Leases 1+ Van	19%
Household Owns/Leases Domestic Only	76%
Household Owns/Leases Import and Domestic	17%
Personally Responsible for Maintaining Vehicle(s)	42%
Changed Own Motor Oil, Past 12 mos.	84%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	43%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	74%