

Wildfowl Magazine
Demographic Highlights



		% Comp
Total Audience	234,000	
Men		99%
Women		1%
Average Age	49.1	
Married		83%
Have Children in Household		41%
Attended College		81%
Management/Professional		69%
Tradesmen/Craftsmen		30%
Average Household Income	\$132,300	
Average Household Net Worth	\$936,000	
Average Number of Years Hunted Waterfowl	20.9	
Average Number of Years Hunted Upland Birds	21.2	
Average Number of Days Hunted, Past 12 mos.	31.1	
Average Number of Days Spent in Waterfowl/Upland Bird Related Activities, Past 12 mos.	69.7	
Average Amount Spent on Waterfowl/Upland Bird Hunting, Past 12 mos.	\$719	
Own a Dog		70%
Average Number of Dogs Owned	1.6	
Own Retriever		89%
Own Pointer		7%
Own Spaniel		5%
Own Setter		2%
Average Amount Spent on Dog Food, Per Month	\$48	
Average Amount Spent on Health Care for Dog	\$277	
Personally Administer Dog's Health Care Treatments		17%
Average Number of Hours Spent Training Dog, per Week	3.6	
Own Shotgun		100%
Average Number of Shotguns Owned	6.7	
Own 12-gauge Shotgun		100%
Own 20-gauge Shotgun		62%
Own 16-gauge Shotgun		21%
Own a Rifle		62%
Own a Handgun		49%

(continued)

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	% Comp
Use Steel Shot	95%
Use Non-Toxic Waterfowl/Upland Bird Loads	69%
Average Amount Spent on Factory Ammunition, Past 12 mos.	\$184
Average Number of Trips Taken to Hunt Upland Bird/Waterfowl, Past 12 mos.	13.6
Average Amount Spent on Overnight Hunting Trip, Past 12 mos.	\$1,452
Traveled to Hunt Upland Bird/Waterfowl within the U.S., Past 12 mos.	90%
Household Owns a Boat	81%
Household Owns a Duck Boat	56%
Household Owns a John Boat	43%
Household Owns a V-Hull Fishing Boat	37%
Household Owns a Canoe	30%
Household Owns/Leases 1+ Pick Up Truck(s)	62%
Household Owns/Leases 1+ Sport Utility Vehicle	52%
Household Owns/Leases 1+ Van	17%
Household Owns/Leases Domestic Only	71%
Household Owns/Leases Import and Domestic	22%
Personally Responsible for Maintaining Vehicle(s)	33%
Changed Own Motor Oil, Past 12 mos.	83%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	41%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	68%