
WoodenBoat

THE MAGAZINE FOR WOODEN BOAT OWNERS, BUILDERS, AND DESIGNERS



WoodenBoat Magazine Reader Survey Results



**Q. Who are the
72,000* readers of
WoodenBoat magazine?**

A. They are

Affluent:

Average Family Income is \$163,500

Educated:

4-Year Degree 70%, Post-Graduate Degree 24%

Strong Consumers:

83% Own Homes, 26% Own Second Homes

45% Plan 5–6 Business/Leisure Trips in 12 Months

22% are Yacht Club Members

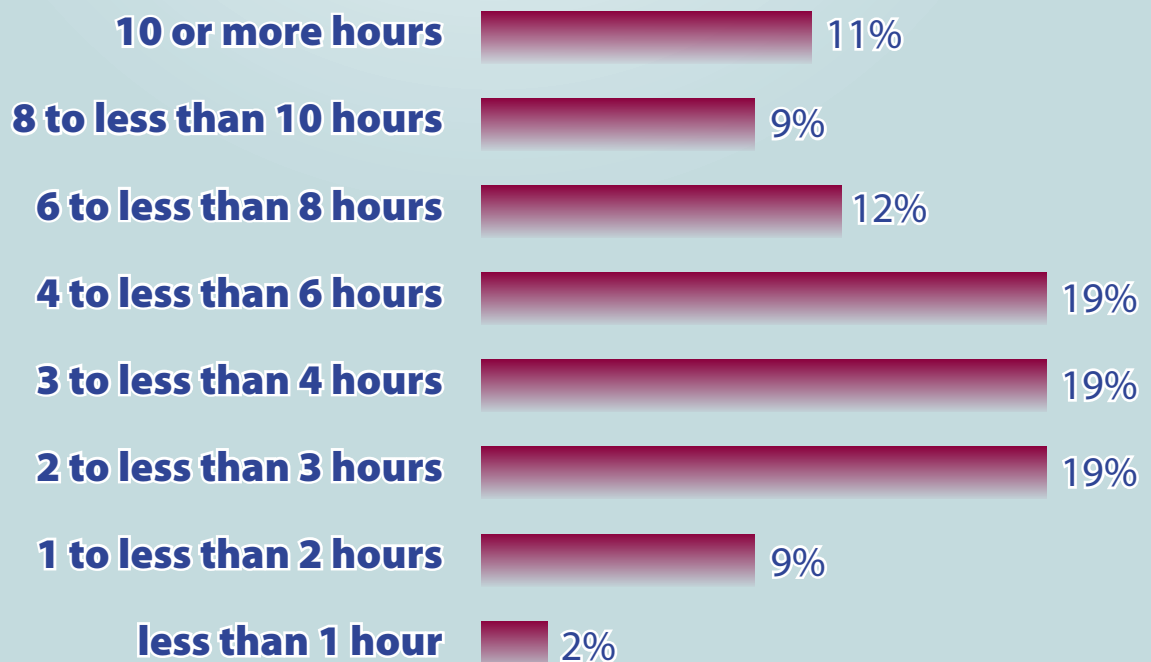
17% Own Luxury Automobiles

A Global Audience:

Readers from 89 countries

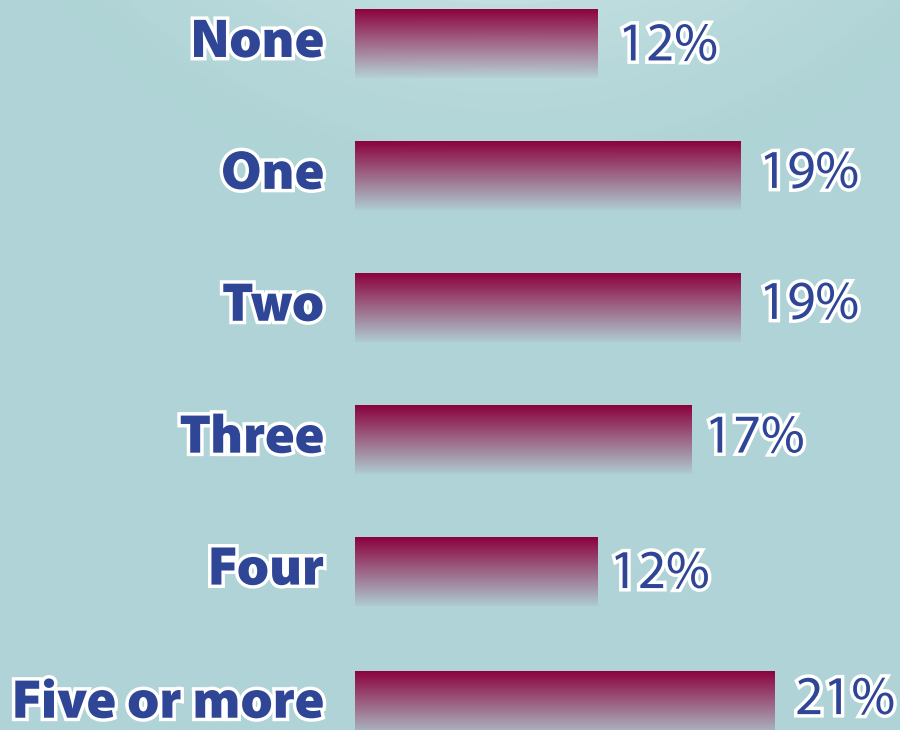
**Audit Bureau of Circulations, December 2010*

Time Spent Reading a Typical Issue of *WoodenBoat*



Respondents spend **an average of 5 hours** reading/looking through a typical issue of *WoodenBoat*

Number of Boats Owned



**Readers' households
own 3-4 boats, on average**



67% own at least one sailboat

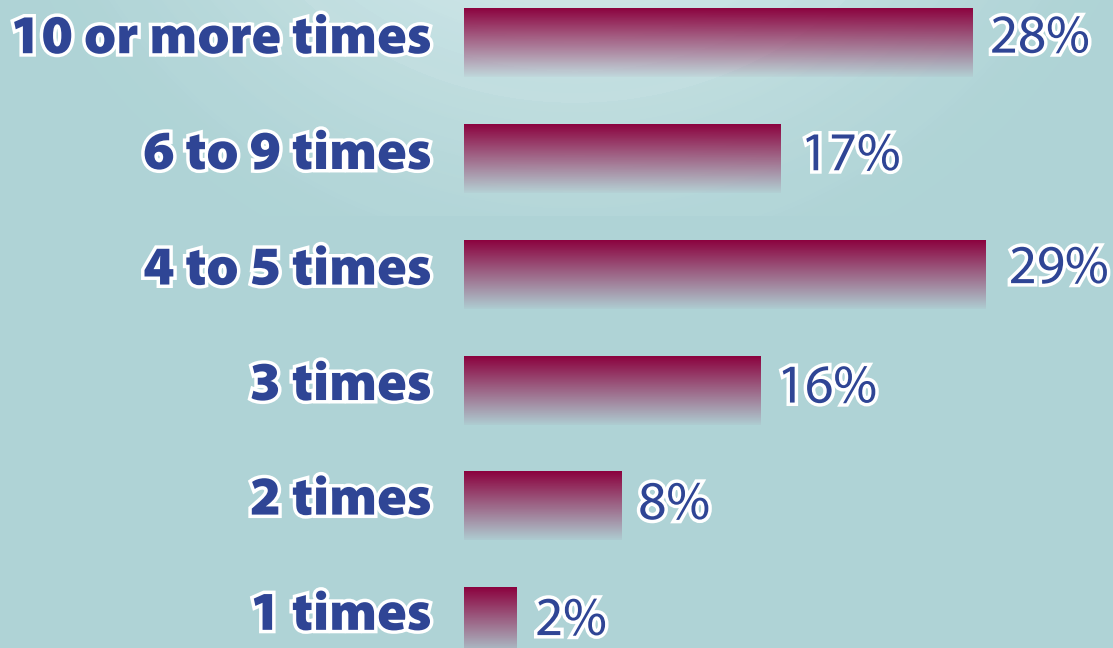


76% own a paddle/row boat (on average between 1 and 2)



47% own at least one powerboat

Number of times readers refer to an issue of *WoodenBoat*



Respondents refer to a single issue of *WoodenBoat* 6 times, on average

To discuss the complete results of this Reader Survey, please contact the *WoodenBoat* Advertising Department.

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