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*

- 10 or more hours: 11%
- 8 to less than 10 hours: 9%
- 6 to less than 8 hours: 12%
- 4 to less than 6 hours: 19%
- 3 to less than 4 hours: 19%
- 2 to less than 3 hours: 19%
- 1 to less than 2 hours: 9%
- less than 1 hour: 2%

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

- None: 12%
- One: 19%
- Two: 19%
- Three: 17%
- Four: 12%
- Five or more: 21%

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

Survey conducted by IDG Research
Number of times readers refer to an issue of *WoodenBoat*

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>10 or more times</td>
<td>28%</td>
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<tr>
<td>6 to 9 times</td>
<td>17%</td>
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<tr>
<td>4 to 5 times</td>
<td>29%</td>
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<tr>
<td>3 times</td>
<td>16%</td>
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<tr>
<td>2 times</td>
<td>8%</td>
</tr>
<tr>
<td>1 times</td>
<td>2%</td>
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</tbody>
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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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