

Our Readers

Demographics

- The majority of our readers are male (97%) and between the ages of 35 and 64 (66%).
- Most are married (88%) and college educated.
- Total annual household income is over \$80,000 (51%).
- They chose woodworking magazines/books as their primary information sources to improve their woodworking skills (93%).

Purchasing Habits

- 54% spent over \$1,000 on woodworking products, tools, and supplies during the past 12 months (See Chart “Woodworking Purchases in the Past Year”).
- The majority (77%) expect to spend at least as much in the next year.
- 54% spent over \$10,000 on woodworking items over their lifetime.

Active Woodworkers

- Spend 5 to 40 hours a week in the shop (68%)
- Build intermediate level projects (64%)
- Have a dedicated space for a workshop (88%)
- Use power tools and hand tools equally (46.1%)

“ I read nearly every woodworking magazine in existence each month. I feel that this is one of the best – a no nonsense, straight-to-the-projects sort of publication. I appreciate and enjoy both the well written text and the clear and colorful photos, but I think I most appreciate the great selection of projects. All in all, there is something here for most every woodworker. If you are tiring of the lower-end magazines, definitely think about this one. It’s a keeper! – Scott Pointon ”

“ You have made my wife a happy camper. No longer do I have a mountain of woodworking magazines cluttering up the house. *Woodcraft Magazine* is the only one for me. With more “meat” if you will than the competition – more projects and techniques – I am captivated from the day the magazine comes until it’s time for the next one. Thanks for keeping me out of the doghouse. – Jimmy O’Neill ”

WOODWORKING PURCHASES BY READERS IN THE PAST YEAR

