



Y O U R # 1 T O O L F O R S U C C E S S

WOOD SUBSCRIBER PROFILE

The 2007 *WOOD* Magazine Subscriber Study is part of *WOOD*'s ongoing commitment to provide our advertisers with reliable information on audience demographics, activities, and purchasing behaviors.

SKILLED & ACTIVE WOODWORKERS

Beginner.....	9%
Intermediate.....	64%
Expert.....	21%
Average	
# of years woodworking.....	17.4
# of hours spent woodworking per week.....	8.3
# of projects completed per year.....	7.5

COMPLETE AN ARRAY OF PROJECTS

Woodworking Projects Completed in the Past Year:

Home improvement/repairs/restoration.....	68%
Gifts & accessories.....	46%
Workshop aides/jigs.....	45%
Furniture refinishing/repairs/restoration.....	41%
Outdoors projects for patio, deck, garden.....	38%
Small furniture.....	27%
Large furniture.....	22%
Turning (lathe) projects.....	19%
Scrollsaw projects.....	18%
Toys/Games.....	14%

ACTIVE SHOPPERS

Purchased Tools in Past Year From:

Home Centers.....	84%
Specialty Woodworking Store.....	34%
Hardware Store.....	69%
Any direct response shopping for woodworking products in the past year.....	65%

CATEGORY INVESTMENT

Average \$ Spent:

On tools/supplies in past year.....	\$1,500
On workshop since began woodworking.....	\$11,450

PURCHASES

Purchased tools last year.....	55%
Plan to buy:	
Benchtop/Stationary Tools next 2 years.....	54%
Portable Power Tools next two years.....	32%

UNDUPLICATED READERSHIP

WOOD subscribers do not read or subscribe to:

<i>This Old House</i>	76%
<i>Family Handyman</i>	74%
<i>Fine Woodworking</i>	69%
<i>Woodworker's Journal</i>	68%
<i>Popular Woodworking</i>	65%
<i>American Woodworker</i>	61%
<i>Workbench</i>	60%

INVOLVED READERS

Spend 1.4 hours with each issue of <i>WOOD</i> (average)
82% save their issue for future reference
63% agree/ agree strongly that they enjoy looking at advertising in <i>WOOD</i> Magazine
85% agree that <i>WOOD</i> is the #1 woodworking magazine for project plans, ideas, and tools

DEMOGRAPHICS

Male/Female.....	97/3	Attended/Graduated College.....	64%
Median Age (years).....	59	Average Household Size.....	2.5
Married.....	84%	Employed.....	58%
Median Household Income.....	\$71,700	Professional/Managerial Title.....	27%
Home Ownership.....	98%	Earn All or Part of Income Woodworking.....	21%
Median Home Value.....	\$222,600		

Source: 2007 *WOOD* Magazine Subscriber Study