

HOME IMPROVEMENT DIYERS

WOOD subscribers are not only avid woodworkers but they are skilled home improvement enthusiasts. They can perform a variety of projects themselves instead of hiring a pro. They are emotionally connected to their home and feel it is a reflection of who they are.

WOOD SUBSCRIBERS

- **85% are Home Improvement DIYERS**
- Subscribers completed approximately **8 projects last year**. The national average in 2005 for American households was 2 projects. That means that **WOOD subscribers are 300% more active than the average American household.**

PROJECT	Completed Past 12 Months
Any (Net)	90%
Any Exterior Projects (Net)	83%
Any Kitchen/Bath (Net)	66%
Any Walls (Net)	59%
Any Building/Remodeling (Net)	49%
Any Remodeling (Net)	34%
Any Building (Net)	31%
Any Flooring (Net)	38%
Any Windows/Doors (Net)	36%

- **77% plan to do a home improvement/remodeling project in the next 12 months**

PROJECT	Plan To Do Next 12 Months
Any Projects Planned	77%
Paint One or More Rooms	51%
Replace/Add Flooring	26%
Decorate One or More Rooms	21%
Paint/Stain Exterior	21%
Replace/Add Exterior or Interior Lighting	18%
Remodel/Add a Bathroom	17%
Remodel Kitchen	16%
Replace/Add Windows	16%

WOOD subscribers are LOYAL and ENGAGED readers:

- **88%** read every issue
- **1.4 hours** = average time reading an issue
- **75%** agree *WOOD* keeps them up-to-date about products they need
- **47%** are more likely to notice ads in *WOOD* than other magazines

MAGAZINE DO NOT READ OR SUBSCRIBES TO	WOOD Subscribers
<i>This Old House</i>	76%
<i>Family Handyman</i>	74%
<i>Workbench</i>	60%