

# 2016 Demographics & Circulation

**TOTAL PAID CIRCULATION: 50,050**

**SUBSCRIBERS: 30,195**

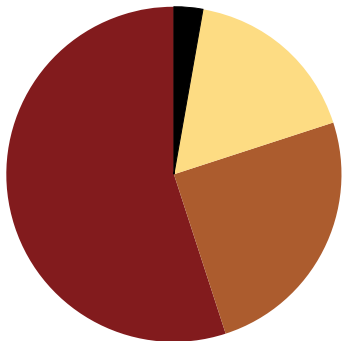
**SINGLE COPY/NEWSSTANDS: 19,855**

## GENDER

**M 80%**

**F 20%**

## AGE GROUPS

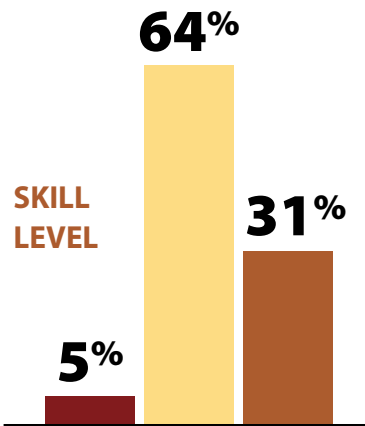


**31-45 yrs**

**46-55 yrs**

**56-65 yrs**

**66+ yrs**



**SKILL LEVEL**

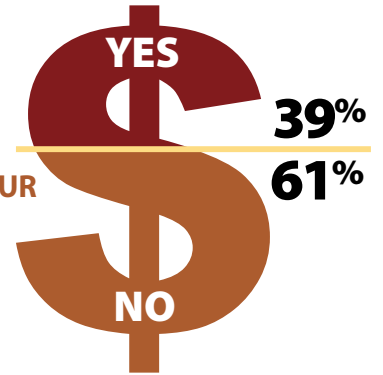
**5%**

**64%**

**31%**

**Beginner  
Intermediate  
Advanced**

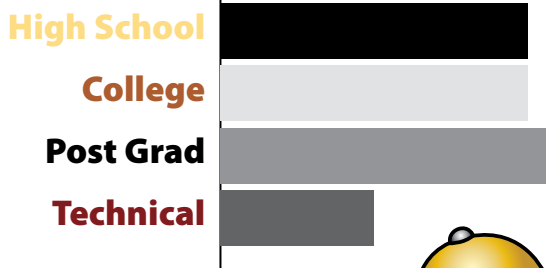
**DO YOU  
SELL YOUR  
WORK?**



**39%**

**61%**

## EDUCATION COMPLETED



**High School**

**College**

**Post Grad**

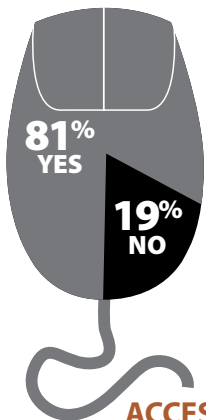
**Technical**

**NUMBER  
OF YEARS  
CARVING**

**49%**  
1-3  
YEARS

**24%**  
3-10  
YEARS

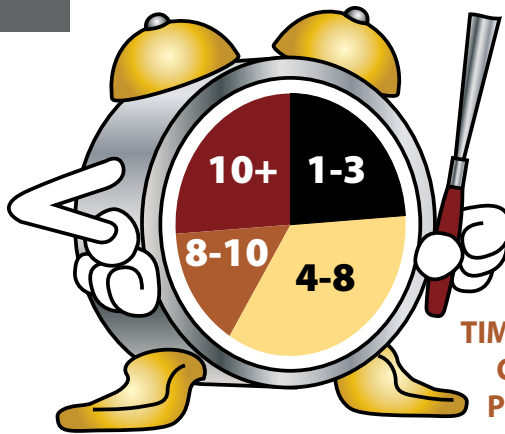
**27%**  
More than  
10 YEARS



**81%**  
**YES**

**19%**  
**NO**

**ACCESS TO  
AND  
REGULARLY  
USE THE  
INTERNET**



**TIME SPENT  
CARVING  
PER WEEK**

**10+**

**1-3**

**8-10**

**4-8**

## WOODCARVERS ARE ACTIVE WOODWORKERS:

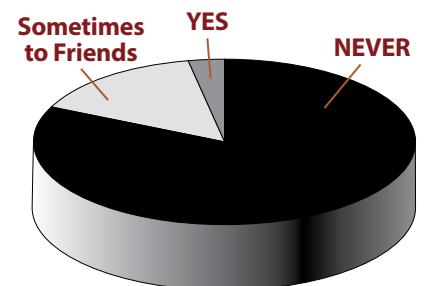
**84% OWN A BANDSAW**

**68% OWN A ROUTER**

**63% OWN A TABLE SAW**

**46% OWN A DUST COLLECTION SYSTEM**

**DO YOU PASS ALONG  
EACH ISSUE?**



**Sometimes  
to Friends**

**YES**

**NEVER**