2016 Demographics & Circulation

TOTAL PAID CIRCULATION: **50,050**

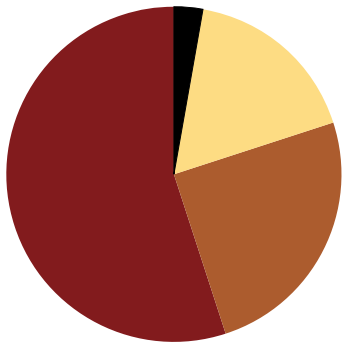SUBSCRIBERS: 30,195
SINGLE COPY/NEWSSTANDS: 19,855

GENDER

M **80%**
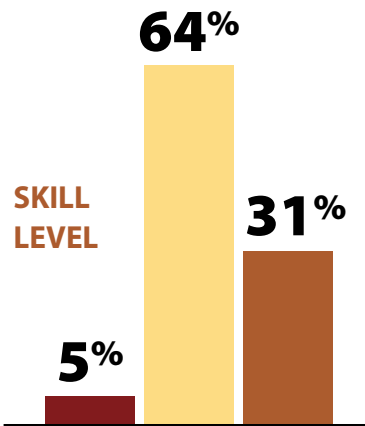F **20%**

AGE GROUPS

31-45yrs
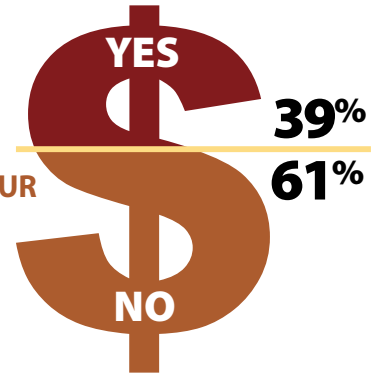**46-55**yrs
56-65yrs
66+yrs

SKILL LEVEL

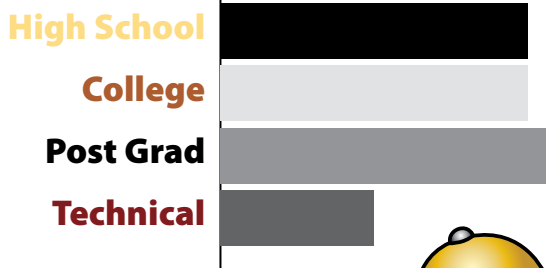64%
31%
5%

Beginner
Intermediate
Advanced

DO YOU SELL YOUR WORK?

YES 39%
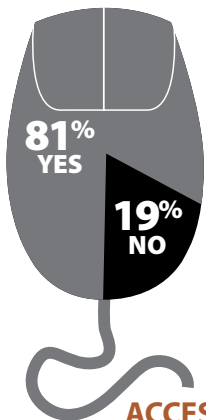NO 61%

EDUCATION COMPLETED

High School
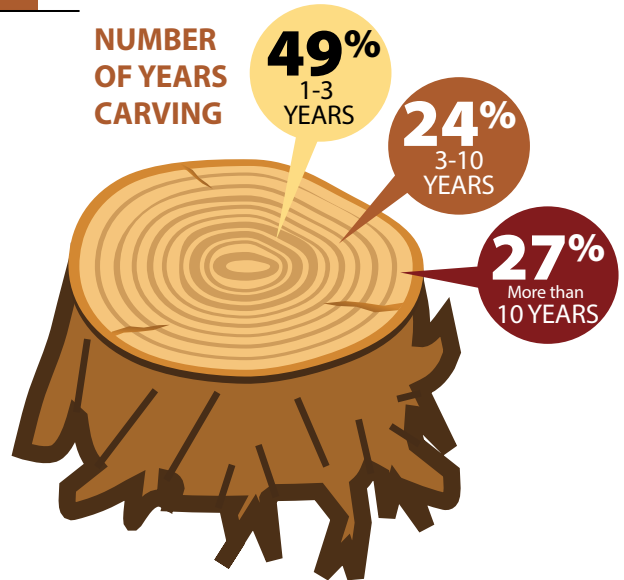College
Post Grad
Technical
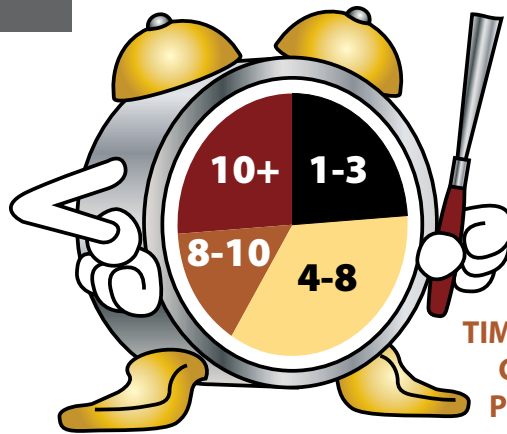
NUMBER OF YEARS CARVING

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
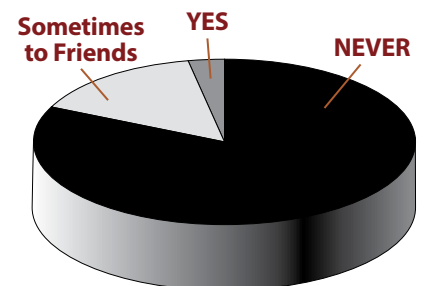4-8

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