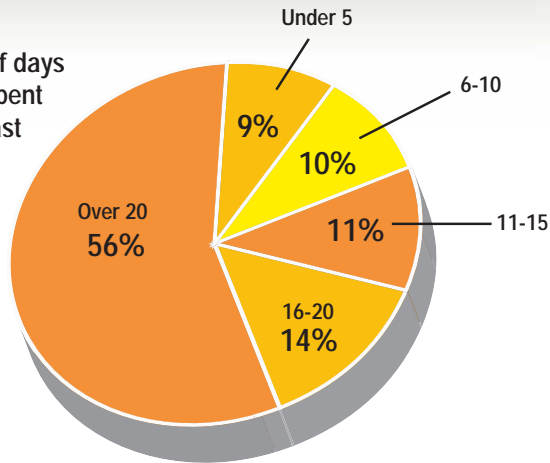


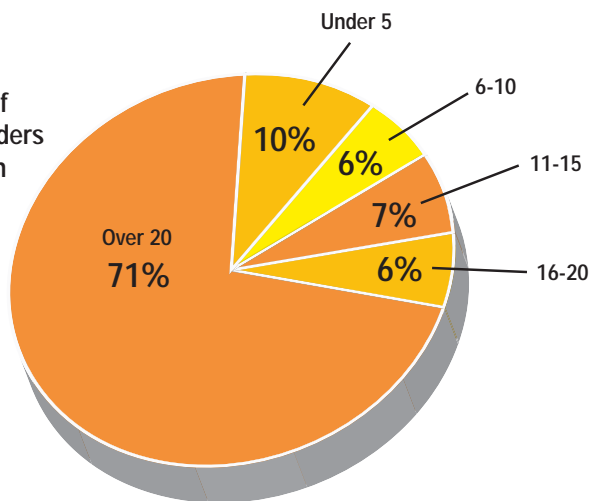
# 2009 Whitetail JOURNAL Readership Survey



Number of days readers spent hunting last year:

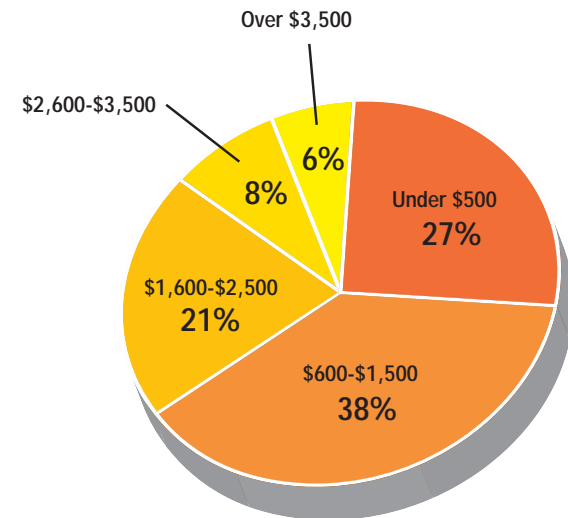


Number of years readers have been hunting:

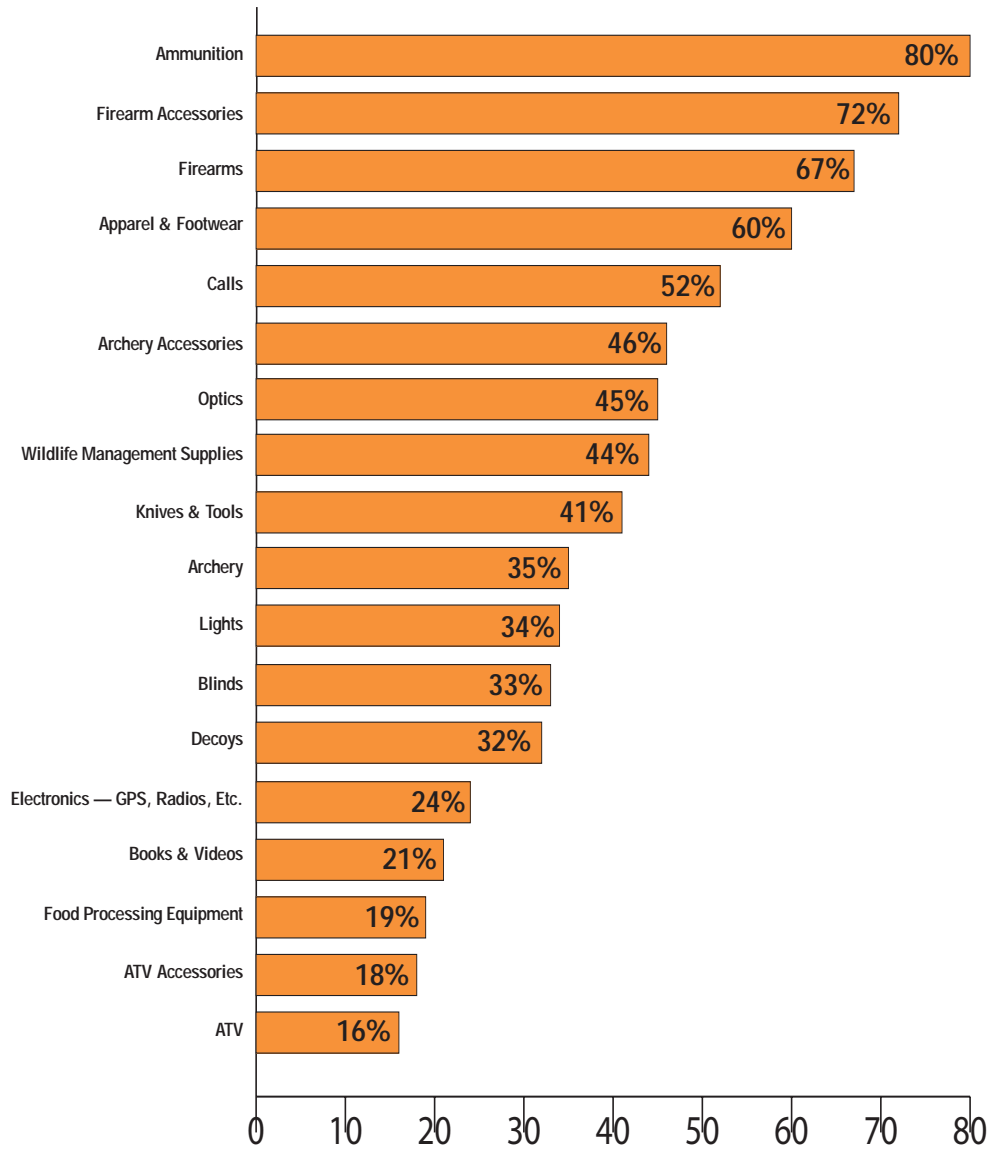


- 93% of readers are male.
- The average age of a reader is 46.
- The average household income of a reader is \$60,600.
- 37% of readers own or lease recreational property.
- 15% are considering buying, hunting, leasing property.
- 25% of readers are active hunt club members.
- 17% are considering membership.

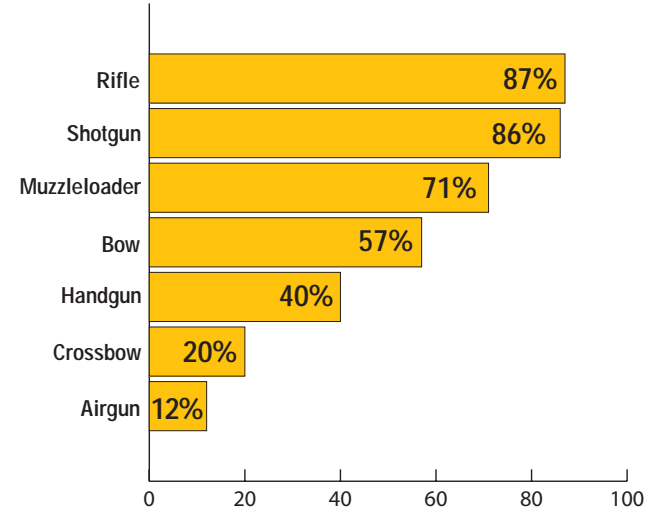
Annual hunting expenditure from readers:



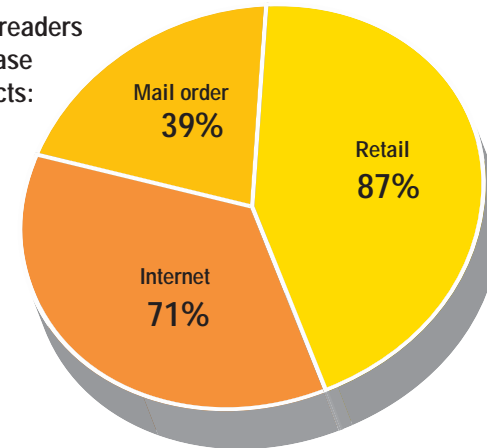
Items readers plan to upgrade or purchase in the next year:



Types of hunting equipment used by readers:



Ways readers purchase products:



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