

Waterfowl

& RETRIEVER

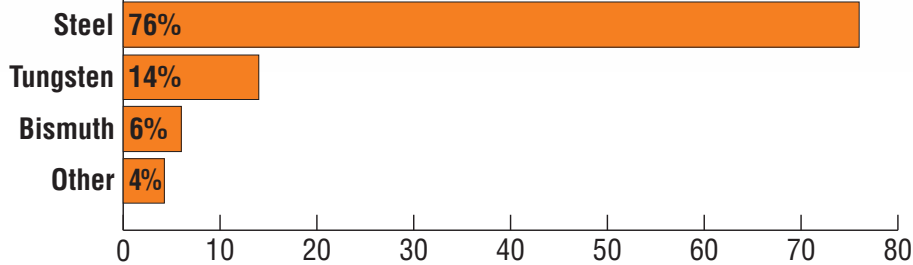
Hunting Tactics, Retriever Training, Conservation

2009 Readership Survey



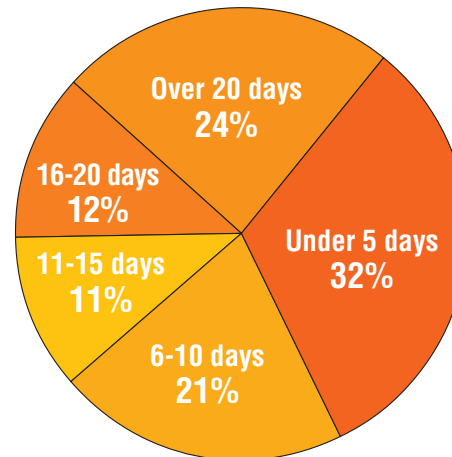
Photo by Tyson Keller, Avery Outdoors

The type of shot readers most regularly use:

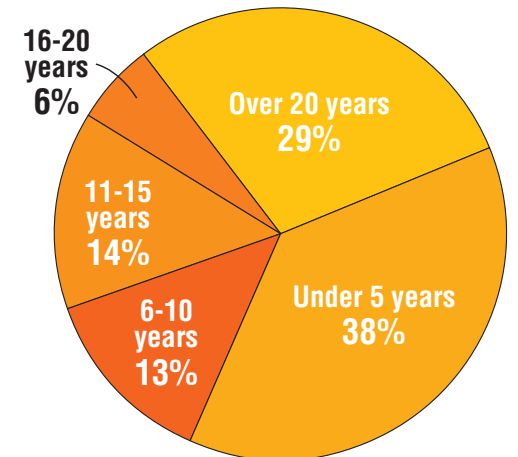


- **84%** of readers are male.
- The average age of a reader is **43**.
- The average household income of a reader is **\$65,800**.
- **39%** of readers own or lease recreational property. **22%** are considering property.
- **13%** of readers plant or own duck ponds. **10%** are considering ponds.

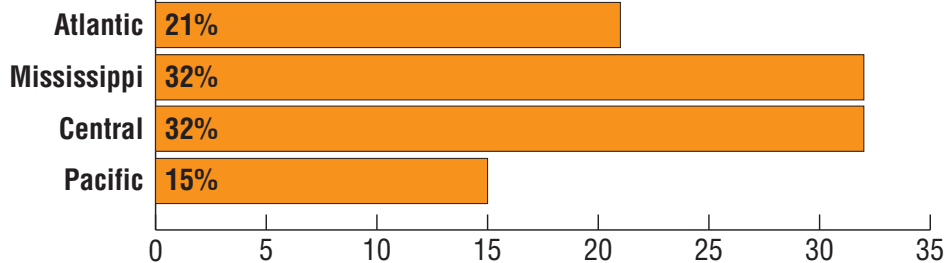
Number of days readers spent waterfowl hunting last year:

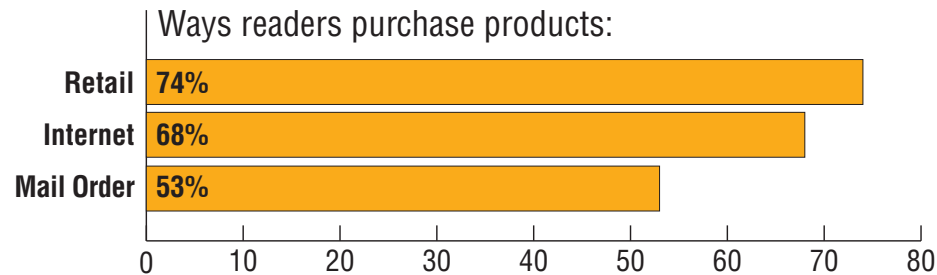
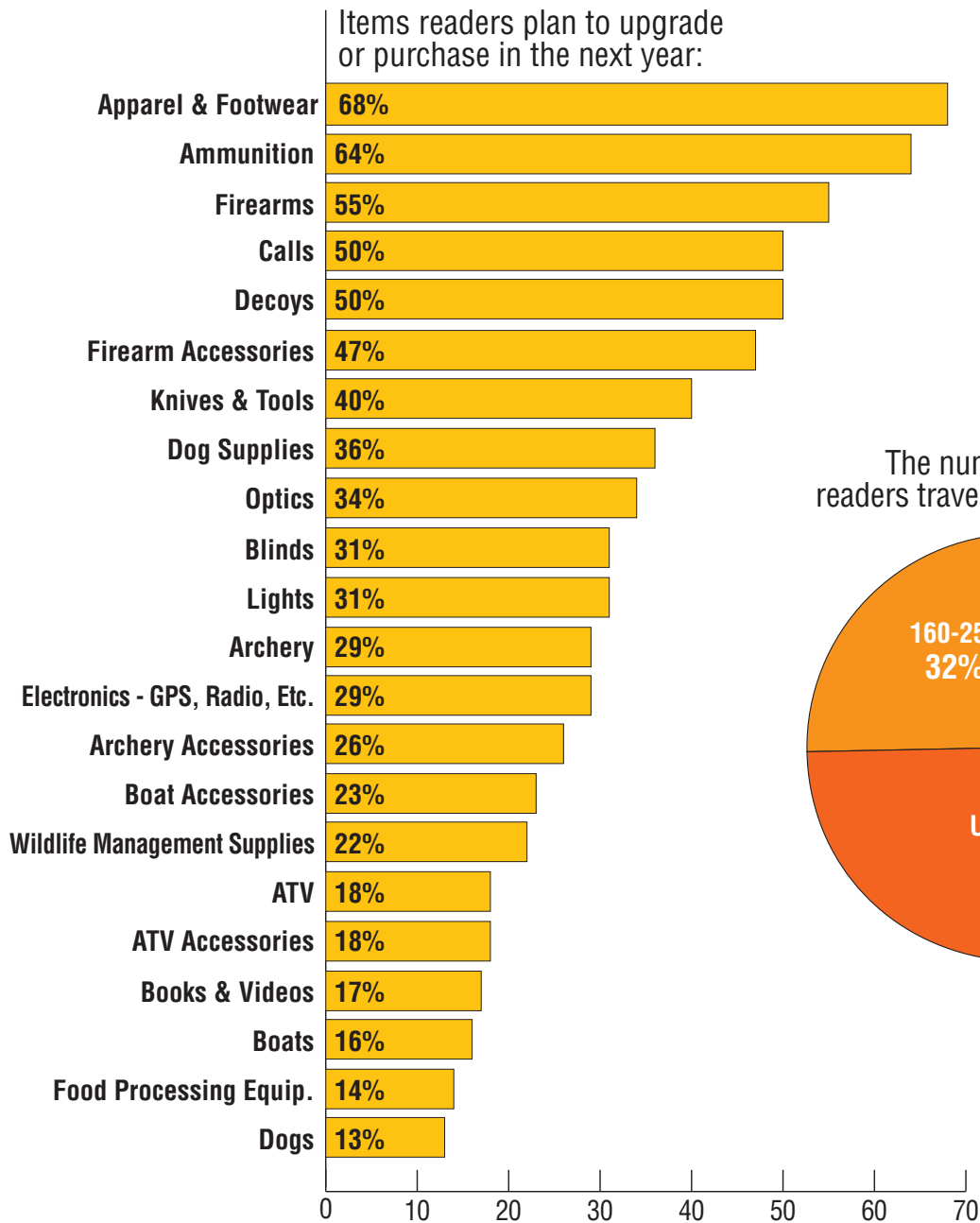


Number of years readers have been waterfowl hunting:

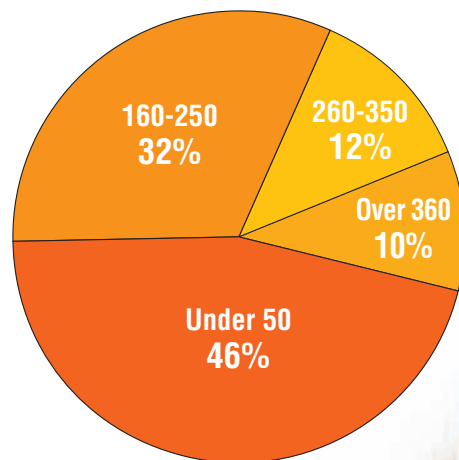


Readers waterfowl hunt in these flyways:

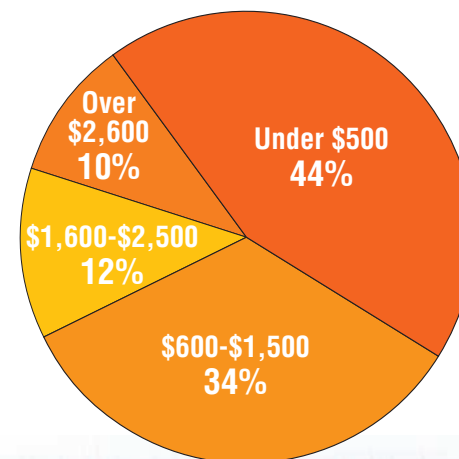




The number of miles readers travel to waterfowl hunt:



Annual waterfowl hunting expenditure from readers:



VISIT US AT
www.waterfowlandretriever.com



Photo by Travis Mueller, Avery Outdoors
 Source: Zoomerang Readership Survey August 2009