

# 2007 TRUE WEST READER PROFILE

**Median Age:** 47

**Male:** 80%

**Female:** 20%

**Median HHI:** \$97,700

**Education:** 67% Attended/Graduated College

**True West readers are committed and loyal:**

67% subscribe to True West

45% have been subscribing for 4+ years

60% collect True West

54% are True West Maniacs

**Time spent reading each issue:** 3 hours

**Actions as the result of reading True West:**

54% visited advertiser's website

52% visited twmag.com

45% made a purchase based on an ad

38% requested information on advertised products

37% clipped an ad and saved for future reference

29% recommended an advertised product to friend/relative

24% visited a store to look for advertised products

## READERSHIP/DISTRIBUTION

200,000 total readership through subscriptions, national newsstand sales, event distribution and special promotions

## LIFESTYLE

**True West readers are on the go:**

83% plan to take a vacation in the next 12 months

64% will visit a historic site

55% will visit a museum

42% will attend a Western event

33% will visit an art gallery

**True West readers attend or participate in the following:**

71% Western movies

51% gun shows

43% Western festivals

42% rodeos

36% re-enactments

32% Western music concerts

27% horse events

26% Western art and memorabilia auctions

15% cowboy poetry gatherings

**True West readers are willing to travel to events:**

28% 100 miles

32% 100-250 miles

15% 250-500 miles

25% 500+ miles

**True West readers travel all year long:**

51% spring

68% summer

49% fall

14% winter

**True West readers enjoy the following outdoor activities:**

43% camping

32% hunting

35% fishing

28% riding horses

**True West readers enjoy the following music:**

69% Country

61% Western

41% Bluegrass

27% Folk

26% Honkytonk

20% Americana

16% Alt-country

## SHOPPING/PURCHASE ACTIVITIES

**True West readers own the following:**

80% home

32% land

59% car

54% truck

37% SUV

8% RV

**True West readers plan to purchase the following apparel/accessories in the next 12 months:**

45% contemporary Western clothing

45% Western boots

38% Western belts, buckles or jewelry

36% Western hats

30% classic period clothing

20% re-enactment clothing

**True West readers plan to purchase the following home furnishings in the next 12 months:**

41% Western memorabilia

30% Western art or sculptures

26% Western home accessories

14% Western furniture

9% Western lighting

**True West readers plan to purchase the following firearms/knives in the next 12 months:**

29% handgun

20% rifle

19% collectible firearm

15% knife

14% shotgun

13% collectible knife

**True West readers are good customers for Western books and DVDs:**

73% have purchased/read a book as the result of a review in True West

90% plan to purchase Western books in the next 12 months

60% have purchased/rented a DVD as the result of a review in True West

85% plan to purchase Western DVDs in the next 12 months

**True West readers are interested in the total Western lifestyle experience and are also readers of the following:**

42% Wild West

33% Cowboys & Indians

22% American Cowboy

21% Shoot!

18% Western Horseman

16% Cowboy Chronicle