

READER PROFILE FACTS

DEMOGRAPHICS

Gender	(male) 99%
Average age	57
Average household income	\$99,595
Education	
College graduate	42%
Post-graduate degree	22%
Attended college 1-3 years	26%

OCCUPATION

Administrative/Managerial	10%
Executive	4%
Military	2%
Professional/Self-employed	36%
Retired	31%
Technical	18%
Other	1%

COMPUTER USAGE

Own/have access to personal computer	99%
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Research	98%
News	97%
Purchase products online	92%
Forums	88%
Pre-flight weather	79%
Flight Planning	68%
Blogs	42%

PILOT STATUS

Licensed pilots	78%
Student pilots	11%

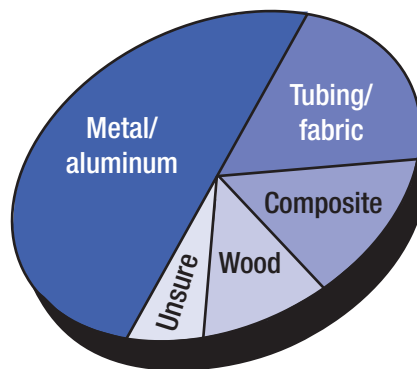
AIRCRAFT OWNED

One aircraft	52%
Two or more aircraft	37%
Certificated	56%
Amateur-built	71%
E-LSA or S-LSA	26%

BUILDING PLANS

Currently building an aircraft	48%
Plan to buy/build, next 12 months	62%
Kit for construction	30%
Plans project	13%
Used aircraft	10%
Light Sport Aircraft	7%
Certificated aircraft	6%

CONSTRUCTION MATERIAL



Metal/aluminum	50%
Tubing/fabric	18%
Composite	16%
Wood	10%
Unsure	6%

ESTIMATED COST OF COMPLETED PROJECT

Under \$25K	25%
\$25K - \$50K	31%
\$50K - \$100K	32%
\$100K - \$250K	11%
Over \$250K	1%

Data taken from KITPLANES 2008 Subscriber Study