

## RCM News Readers Survey 2009

### Years in hobby

1	13%
2	9%
More than 2	19%
More than 5	11%
More than 10	48%

### Fly at

MAAA field	55%
Park or oval	12%
Farm	17%
Vacant land	8%
Indoor	8%

### MAAA member

Yes	77%
No	23%

### Third party insurance

Yes	34%
No	66%

### Shop at

Hobby Shop	47%
Toy Shop	3%
Mail Order	21%
On-line	29%
Australia	44%
Overseas	56%

### Purchased due to a review?

Yes	81%	No	18%
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### Purchases in the last 12 months

Nil	3%
\$100	4%
\$250	13%
\$500	29%
\$1000	20%
\$1000 +	31%

### Flying Standard

Basic Training	21%
Solo (BronzeWings)	30%
Sport	22%
Adved (Gold Wings)	26%
Top Gun	1%

### Test fly own models

Yes	83%
No	17%

### Model types

Trainer	16%
Sport	21%
Scale	18%
Aerobatic	13%
Racing	2%
Jet	1%
Slope Soaring	5%
Power Glider	10%
Heli	8%
Old Timer	6%
ARF	41%
Kit	30%
Plans	21%
RTF	8%

### Engine

up to 2.5cc	9%
3.5-5	14%
6.5-7.5	22%
10-15	19%
20	12%
30-45	8%
50	10%
60-80	3.5%
100-200	1.5%

### Electric Power

Battery size	43%
2S	25%
3S	50%
4S	14%
5S	4%
6S	4%
7s+	3%

### Radio

2ch	7%
4	17%
5-6	35%
7-10	34%
12-14	2%
14+	1%
E-Sky	5%
Futaba	14%
Hitec	18%
JR	38%
Multiplex	5%
Sanwa	4%
Venom	1%
Other*	15%

\* assumed to be Spektrum

Mode 1	64%
Mode 2	36%

### Own 2.4

Yes 47% No 53%

If no are those considering 2.4?

Yes 54% No 46%

### RCM News purchased at

Newsagent	74%
Hobby Shop	08%
Subscription	18%

### How many read your copy?

2.4

*Readers tell us they prefer RCMN because it is obvious the publisher and editor actually fly models themselves*

*Thanks to more pages, more colour and a 7,000 copy print run we are very confident that during the last five years RCM News magazine has grown to be the market leading radio control model magazine for Australian aeromodellers.*

*The main variation since our last survey is the uptake of Electric Power and the percentage of readers who are M.A.A.A. members. Ten years ago 65 % were non affiliated. We believe this is an increase in our market share of experienced modellers.*

*You don't have to take our word for it. We let the magazine speak for itself. It's our best salesman.*

*Reach 12000 prospects every two months. Of these readers there are 5000 A grade potential customers. These are the readers who actually purchase the magazine.*