

Wood Working

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



Regional Interest

Shows general market interest online according to geographical location

Regional interest	
1. Canada	<div></div>
2. Australia	<div></div>
3. United States	<div></div>
4. United Kingdom	<div></div>

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on finewoodworking.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.

Demographics

Updated Oct 25, 2011 • Next: Nov 2, 2011 by 9AM PDT



Gender
Male



Internet Average

[Embed](#) | [Gender](#)



Age
Older



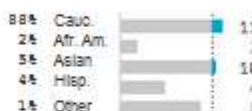
Internet Average

[Embed](#) | [Age](#)



Ethnicity
Caucasian

There are more Caucasian visitors here than average.



Internet Average

[Embed](#) | [Ethnicity](#)



Children in Household
No Kids In Household



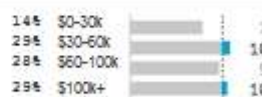
Internet Average

[Embed](#) | [Children In Household](#)



Household Income
Middle Income

This site attracts a middle income audience.



Internet Average

[Embed](#) | [Household Income](#)



Education Level
Graduate And Post Graduates

There is a high index of Graduate and Post Graduates here.



Internet Average

[Embed](#) | [Education Level](#)

The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.



Psychographics (data based on finewoodworking.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Home Decor & Design	20.5x	<div></div>
Home & Gardening	6.2x	<div></div>
Home Improvement	6.1x	<div></div>
Auto News & Info	5.3x	<div></div>
Home/Family	4.5x	<div></div>
Nonprofit	4.4x	<div></div>
Consumer Electronics	3.8x	<div></div>
Consumer Goods	3.3x	<div></div>
News/Information	3.2x	<div></div>
Politics & Commentary	3.1x	<div></div>
Technology	3.0x	<div></div>
Schools/Universities	3.0x	<div></div>
Instant Messenger	2.9x	<div></div>
Food	2.7x	<div></div>
Magazines	2.7x	<div></div>

Frequently Asked Questions

- How would I get started with woodworking?
- In a woodworking business, would things like sandpaper and rags for wiping stains be considered cost of goods?
- How do you get dried glue off of woodworking clamps?
- What is the difference between carpentry and woodworking?
- What tools are essential for woodworking?
- What type of glue should I use for gaboon ebony woodworking?
- How to enlarge scale drawings for woodworking?
- What is the best tool for beginner to do woodworking and making small boxes?
- What is the difference between woodworking and woodcarving?
- What is the use of steel bar clamp in woodworking?
- How to build a guitar from scratch by woodworking?
- What are the specializations of woodworking?
- What are the different types of woodworking?
- What are the different types of woodworking ideas?
- How do you get ideas for your woodworking?
- What are the recommended machinery for woodworking?
- How to improve on your woodworking skills?
- Is there any restrictions to start woodworking?

- What is the recommended age for woodworking?
- What are the uses for a woodworking wood oven?
- What are the steps taken for woodworking?
- How to start a woodworking business?
- What are the different types of woodworking saws?
- What is the use of hand screw in woodworking?
- Where to get high quality woodworking plans?
- What are the basic tool needed to start wood working?
- what is the best wood working glue?
- How to start selling my wood working projects?
- how to make money with wood working?
- What are the different fields of specializations in wood working?
- what site can I find wood working plans? for free with diagrams and all?
- How to finish wood working project.?
- When working with wood, how do you get screws to stay tight and not move around?
- What tools are essential to wood-working? and can be found relatively cheaply?

Problems & Frustrations

- **Don't know how to sand and finish a wood work**

Yes I have this table that my wife wants me to re finish because it needs to be sanded and re finished to make it look better but not sure how to do this please help. I need step by step instructions. What do I do first and what do I do last I need it to look like the end table that I have when I get done. Thanks

Here's my situation: I just built a bar out of MDF board and it looks really good. I figured that I would just leave it the way it is because I know that if I paint it, I might mess it up. However, last night, I decided to put a nice cold beer on top of the MDF counter. Big mistake. Once I lifted the beer off the counter, I noticed that the water left behind started to create "bubbles." Since I am completely new at carpentry, I was wondering how I should finish the bar. Since MDF is not "real" wood, how should I treat it?

- **New to woodworking**

I want to make a wooden goblet but I want it to be usable so it needs to be sealed with a food-safe sealer/varnish/shellac. (I don't know the proper word to use as I am new to wood working) Any advice would be greatly appreciated. Thanks!

I am on a fixed income and would like to do some wood working as a hobby , I have been looking for a Pattern sharing site or free patterns and I am not having much luck . Thanks so much for any help you can give me

- **Need help with woodworking glue**

okay I have a small problem, my laundry room has two swivel doors that are on tracks. the doors have like these like lattice pieces the pieces sort of look like an accordion now somehow the frame on one side came off which I can place back in rather easily but those stupid square pieces which look like rulers same length and width, keep falling out I have painstakingly placed them back but if you make one wrong move about 30 of the sons of b I t c h e s fall out all at once. I need a good no I need an awesome wood glue that would hold that s h I t like super glue so as I place each one in their slots I can glue the ends. HELP!

- **Don't know where to sell wood workings**

Just looking for some advice on getting started selling my wood workings. Where to advertise and sell, and how to decide on a price, any advice would be great, thanks

- **Interested to turn wood working hobby into a business**

I am currently unemployed. I spend a lot of time in my dad's wood shop. I have been working with wood for a while. I'm a 3rd generation word worker. However, It's just a hobby, not a trade at this point. How can I turn this interest of wood working into a trade skill like carpentry or perhaps furniture making. I'm pretty good at making dressers, beds, tables and such.

- **Need advice on tools**

"I am using a wood screw but for some reason it will not drill tight. Is there another type of screw that would work better or is there something I could do or add to make it work right? I am trying to build a bed for my daughter which is something I have never done before but I

had an idea and decided to tackle the project myself. I just keep running into the issue of the screws being too loose. Any ideas would be great! Thanks!

Yes I am drilling a pilot hole. I am using a number 8 screw and drilling a 1/16" pilot hole. Could it be too small?

I want to get into woodworking and haven't done any since high school. I don't have too many tools and simply need to know what is a must to get started. I'd like to build shelves, chests, and the like. What tools would you recommend as essentials?

"Is there anything like an electric needle file or anything that I can use for filing wood with a lot of precision I need something that moves up and down not something that rotates like a dremel.

I am looking to make a piece with several layers of resin for a sculpture class I am in and was wondering if it would be easier and more cost effective to work with a wood sealant like polyurethane rather than real resin?

I'm utterly lost. How do you screw through the end grain of wood without making the wood split? I am trying to do it for 2x2's and 2x4's.