

72.8% of *Fly Fishing in Salt Waters* readers who plan to buy a boat in the next 24 months PLAN TO BUY an OUTBOARD motor

PURCHASE PLAN

Type of Power		
	Outboard	72.8%
	Trolling/Electric Motor	1.9%
	Stern Drive	1.9%

67.6% of *Fly Fishing in Salt Waters* readers OWN outboard motors

OWN

Type of Power		
	Outboard	67.6%
	Trolling/Electric Motor	5.9%
	Stern Drive	2.7%