

FLY FISHING IN SALT WATERS readers
PURCHASE from a **VARIETY** of shops

TACKLE & EQUIPMENT

Specialty Tackle Shop	89.9%
Mail Order Catalog	59.5%
Sporting Goods Dealer	38.5%
Boat/Fly Show	5.4%
Over the Internet	61.5%
Factory Direct	13.2%
Mass Merchants	14.9%
Marina	3.0%

**FLIES & FLY TYING
MATERIALS**

	FLIES	MATERIALS
Local Fly Shop	84.4%	89.7%
Specialty Mass Merchants	30.1%	33.8%
Professional Tyer	15.6%	0.0%
Show	18.10%	32.9%
Internet	39.1%	49.3%
Mail Order	35.9%	56.5%
Craft Store	0.0%	39.6%

Source: 2005 Snap Survey