

FLY FISHING IN SALT WATERS readers **TRAVELED** to
fly fish in saltwater in the last 12 months

Took a fishing trip	79.7%
Found <i>Fly Fishing in Salt Waters</i> useful in planning trip	77.7%
Hired a guide	53.4%
Booked fishing trip via the Internet	37.8%
Average spent on travel per reader per year	\$3,990

DOMESTIC

Florida	51.0%
Keys	43.7%
Panhandle	13.9%
Other areas in Florida	60.3%
Other U.S.	36.5%
Alabama	3.7%
Alaska	7.5%
California	25.4%
Hawaii	7.5%
Louisiana	4.6%
Mississippi	1.9%
Oregon	10.4%
Texas	12.0%
Washington	16.4%

INTERNATIONAL

Africa	1.7%
Australia	2.4%
Canada	11.5%
Caribbean	22.0%
Central America	11.8%
Mexico	17.6%
South America	3.7%
Other	11.8%

Source: 2005 Snap Survey