

OWN

MARLIN readers OWN tackle!

		<u>Percentage Who Own</u>	<u>Average Number Owned</u>
Rods	Trolling	70.4%	10.4
	Spinning	65.9%	7.7
	Bait Casting	58.0%	5.7
	Fly Rods	28.8%	2.3
Reels	Trolling	70.4%	10.4
	Spinning	67.7%	9.4
	Bait Casting	54.9%	4.5
	Fly Reels	30.5%	3.9

PURCHASED

MARLIN readers BUY tackle!

		<u>Bought in Last 12 Months</u>
Rods	Trolling	38.4%
	Spinning	36.2%
	Bait Casting	38.2%
	Fly Rods	18.5%
Reels	Trolling	32.1%
	Spinning	30.9%
	Bait Casting	23.4%
	Fly Reels	14.5%

Source: 2004 Clear Research Subscriber Survey