

OWN

76.9% of *SPORT FISHING* readers OWN a boat

Average total number of boats ever owned **4.5**

Average number of boats currently owned **1.4**

LARGEST BOAT

Currently owned

Length

| | |
|---------------|-------|
| 20' and under | 29.2% |
| 21' – 25' | 32.0% |
| 26' – 30' | 20.4% |
| 31' – 40' | 13.6% |
| 41' or over | 4.9% |

Mean: 25'

Median: 24'

Price

Mean: \$69,699

Median: \$30,000

Type

| | |
|----------------|-------|
| Center Console | 34.6% |
| Walkaround | 25.6% |
| Express | 8.1% |
| Convertible | 7.6% |
| Bay | 2.8% |
| Flats | 2.4% |
| Skiff | 2.4% |
| Dual Console | 1.4% |
| Catamaran | .9% |

Source: 2004 Clear Research Subscriber Survey

PURCHASE PLAN

**31.4% of *SPORT FISHING* readers
PLAN TO BUY a boat in the next 24 months**

| | | |
|--------------|----------------------|-------|
| Power | Outboard | 67.1% |
| | Inboard (Gas/Diesel) | 22.0% |
| | Not Sure | 11.0% |
| | Stern drive | N/A |

| | | |
|--------------------|--------------------|-------|
| Length | 20' and under | 18.3% |
| | 21' – 25' | 26.8% |
| | 26' – 30' | 30.5% |
| | 31' – 40' | 20.7% |
| | 41' and over | 3.7% |
| | Mean: 27.2' | |
| Median: 27' | | |

| | | |
|------------------------------------|------------------------|-------|
| Price ESTIMATED TO SPEND | Less than \$30,000 | 35.8% |
| | \$30,000 – \$49,999 | 14.8% |
| | \$50,000 – \$99,999 | 21.0% |
| | \$100,000 and more | 28.4% |
| | Mean: \$110,400 | |
| Median: \$49,200 | | |

| | | |
|---------------------|------------------|-------|
| Type of Boat | Walkaround/Cuddy | 36.7% |
| | Center Console | 20.2% |
| | Express | 11.4% |
| | Convertible | 10.1% |
| | Bay | 6.3% |
| | Dual Console | 5.1% |
| | Catamaran | 5.1% |
| | Flats | 5.1% |

Source: 2004 Clear Research Subscriber Survey