

OWN

SPORT FISHING readers who **OWN BOATS** also
OWN marine electronics

GPS	NET: 84.2%	
	Fixed-mount	64.4%
	Handheld	54.5%
VHF	NET: 72.8%	
	Fixed-mount	65.8%
	Handheld	40.1%
Plotter	NET: 39.1%	
	Chart Plotter	35.6%
	Track	17.3%
Fish finder	NET: 80.3%	
	Video (LCD or CRT)	57.9%
	Depth (Flash or Digital)	60.4%
Radar	NET: 27.2%	
Autopilot	NET: 17.3%	
SSB	NET: 2.5%	
Satellite Communication Device	NET: 5.0%	
EPIRB	NET: 14.6%	

Base: Boat owners

Source: 2004 Clear Research Subscriber Survey

PURCHASED

SPORT FISHING readers who OWN BOATS also
PURCHASED marine electronics in the last 12 months

GPS	Fixed-mount	15.6%
	Handheld	17.8%
VHF	Fixed-mount	12.5%
	Handheld	8.1%
Fish finder	Video (LCD or CRT)	13.3%
	Depth (Flash or Digital)	8.8%
Plotter	Charter Plotter	20.0%
	Track Plotter	2.9%
Autopilot		5.4%
Radar		10.3%