

SPORT FISHING MAGAZINE

TARGETED MARKETING WITH TANGIBLE RESULTS

OWN

68.3% of *SPORT FISHING* readers OWN outboard motors

Average total number of motors owned	2
Average percentage of motors owned with 100 hp or more	67.6%
Average cost of largest outboard owned	\$7,676
The percentage of motors purchased in the last 12 months	26.8%

LARGEST OUTBOARD

Currently owned

Horsepower

Under 50 hp	21.6%
50 – 99 hp	10.8%
100 – 149 hp	16.8%
150 – 199 hp	16.8%
200 – 249 hp	28.1%
250 +	6.0%

Mean : 132.9 hp

Median : 150.0 hp

Price

Under \$5,000	39.3%
\$5,000 – \$9,999	22.4%
\$10,000 – \$19,999	37.4%
\$20,000+	0.9%

Mean: \$7,676

Median: \$7,800

Source: 2004 Clear Research Subscriber Survey

PURCHASE PLAN

23% of *SPORT FISHING* readers

PLAN TO BUY an outboard motor in the next 24 months

Horsepower

Under 50 hp	21.2%
50 – 99 hp	7.7%
100 – 149 hp	1.9%
150 – 199 hp	13.5%
200 – 249 hp	40.4%
250 – 299 hp	13.5%
300+ hp	1.9%

Mean: 157.0 hp

Median: 200.0 hp

Price

Under \$5,000	26.8%
\$5,000 – \$9,999	12.2%
\$10,000 – \$19,999	58.5%
\$20,000+	2.4%

Mean: \$9,896

Median: \$10,400

Source: 2004 Clear Research Subscriber Survey