

**OWN**

**SPORT FISHING** readers **OWN** an average of **13 rods and 14 reels**

**Rods**

	PERCENTAGE WHO OWN	AVERAGE NUMBER OWNED
Bait-casting	66.0%	5
Fly-fishing	32.4%	3
Spinning	76.1%	6
Trolling	71.8%	6

**Reels**

	PERCENTAGE WHO OWN	AVERAGE NUMBER OWNED
Bait-casting	64.9%	5
Fly-fishing	32.0%	3
Spinning	78.4%	7
Trolling	74.1%	7

**PURCHASE PLAN**

**Percentage of SPORT FISHING** readers who **PLAN TO BUY TACKLE** in the next 12 months

**Rods**

Bait-casting	14.9%
Fly-fishing	4.0%
Spinning	12.9%
Trolling	14.1%

**Reels**

Bait-casting	9.7%
Fly-fishing	2.4%
Spinning	12.1%
Trolling	15.3%

Source: 2004 Clear Research Subscriber Survey

**PURCHASED**

Percentage of *SPORT FISHING* readers who  
**PURCHASED TACKLE** in the last 12 months

**Rods**

Bait-casting	35.7%
Fly-fishing	21.4%
Spinning	34.5%
Trolling	29.6%

**Reels**

Bait-casting	23.8%
Fly-fishing	14.5%
Spinning	29.1%
Trolling	30.7%

**PURCHASE LOCATION**

Boat Show	27.2%
Factory Direct	20.8%
Internet	34.8%
Mail-Order Catalog	56.0%
Marina	22.8%
Mass Merchants	32.8%
Specialty Tackle Shop	78.4%
Sporting Goods Dealer	66.4%

Source: 2004 Clear Research Subscriber Survey