

TRAVEL PATTERNS

***SPORT FISHING* readers'
TRAVEL PATTERNS for the last 12 months**

Took a domestic fishing trip	60.7%
Took an international fishing trip	27.6%
Chartered a boat	46.1%
Average number of charter trips	3.3
Average spent on travel per reader per year	\$4,500

DOMESTIC

Florida	47.5%
Keys	34.0%
Panhandle	5.0%
Other	25.0%

Other U.S.	49.0%
Alabama	4.5%
California	8.5%
Hawaii	3.5%
Louisiana	6.0%
North Carolina	19.0%
South Carolina	6.5%
Texas	6.0%

INTERNATIONAL

Mexico	21.2%
Caribbean	18.1%
Bahamas	8.1%
Central America	9.3%
Hawaii	3.5%

BOAT CHARTERS

Chartered	46.1%
Inshore	16.6%
Offshore	30.9%
Head/party	14.5%

Source: 2004 Clear Research Subscriber Survey