

**28.1% of *FLY FISHING IN SALT WATERS* readers
OWN only DOMESTIC CARS**

OWN / LEASED

GMC

	PERCENTAGE WHO OWN
Chevrolet	28.5%
GMC	6.5%
Cadillac	2.6%
Buick	2.7%
Oldsmobile	2.7%
Pontiac	3.4%
Saturn	2.4%

SUB NET: 45.7%

FORD

	PERCENTAGE WHO OWN
Ford	26.5%
Lincoln	1.0%
Mercury	2.1%

SUB NET: 29.6%

CHRYSLER

	PERCENTAGE WHO OWN
Chrysler	5.5%
Dodge	9.6%
Plymouth	13.0%
Jeep	10.0%
Eagle	.3%

SUB NET: 26.8%

Source: 2005 Snap Survey

**87.9% of FLY FISHING IN SALT WATERS readers
OWN 2 or more vehicles**

OWN / LEASED

ASIAN

	<u>PERCENTAGE WHO OWN</u>
Toyota	22.0%
Nissan	9.6%
Honda	13.1%
Lexus	3.4%
Acura	2.4%
Subaru	5.8%
Mazda	4.1%
Other (8 brands)	11.3%

SUB NET: 71.8%

EUROPEAN

	<u>PERCENTAGE WHO OWN</u>
BMW	4.8%
Mercedes	3.8%
Volvo	5.2%
Audi	2.4%
Porsche	1.7%
Volkswagon	5.8%
Land Rover	1.7%
Other (5 brands)	4.1%

SUB NET: 11.3%

DOMESTIC / IMPORTED

**47.0% of FLY FISHING IN SALT WATERS readers
OWN both DOMESTIC and IMPORTED**

Source: 2005 Snap Survey

TOW VEHICLE DEFINITION

SPORT UTILITY / FULL SIZE TRUCK / FULL SIZE VAN

74.0% of *FLY FISHING IN SALT WATERS* readers **OWN / LEASE TOW VEHICLES**
56.3% considered **TOW ABILITY** a **CRITICAL FACTOR** during their purchase
34.2% own **2** or **MORE TOW VEHICLES**

TOW FREQUENCY

<u>TIMES PER MONTH</u>	<u>PERCENTAGE WHO USE</u>
1 – 3	33.8%
4 – 7	14.0%
8 – 14	7.2%
15 – 22	1.8%
23 – 31	1.4%
Do not use a vehicle to tow	40.5%

Mean: 5.0 times per month

TOW WEIGHT

<u>INTENDED TOW WEIGHT</u>	<u>PERCENTAGE WHO USE</u>
Less than 2,000 lbs	38.6%
2,001 – 5,000 lbs	46.2%
5,001 – 10,000 lbs	9.1%
10,000 or more lbs	.8%

Mean: 2,650 lbs

Median: 2,660 lbs

Source: 2005 Snap Survey