

73.6% of *FLY FISHING IN SALT WATERS* readers ACCESSED the INTERNET as a result of reading the magazine

TOOK ACTION

View an advertiser's Web site	73.6%
Access <i>Fly Fishing in Salt Waters'</i> web site	68.2%
Purchase fly tying materials	49.3%
Tackle and equipment purchase via Internet	61.5%

PURCHASED

87.2% MADE A PURCHASE based on Internet research

Fishing equipment	76.7%
Fly fishing trips and/or travel	17.6%
Flies	50.7%
Marine electronics	10.8%
Other equipment and accessories	41.2%

**ONLINE
PURCHASE PLAN**

87.8% PLAN TO PURCHASE products on the Internet

Fishing equipment	78.4%
Fly fishing trips and/or travel	38.9%
Flies	53.4%
Marine electronics	20.6%
Other equipment and accessories	42.9%

Source: 2005 Snap Survey