

MARLIN readers used the Web to make purchases in the last 12 months

PURCHASED

Fishing equipment	60.6%
Apparel	54.1%
Marine electronics	23.3%
Fishing trips & travel	21.5%
Boats	6.4%
Other equipment & accessories	27.9%
None of the above	20.3%
Any of the above	79.7%

PURCHASE PLAN

What items MARLIN readers plan to buy online:

Fishing equipment	65.3%
Apparel	54.1%
Marine electronics	34.7%
Boats	9.4%
Other equipment & accessories	37.6%
None of the above	19.4%
Any of the above	80.6%

ACCESSED

MARLIN readers use the Internet to get information on:

Boat dealers	41.3%
Buying a boat	31.3%
Selling a boat	14.0%
Fishing events	42.5%
Planning a fishing trip	43.6%
Booking a charter	21.2%
Tide/fishing	62.0%
Weather	78.2%
Fishing equipment	65.4%
Marine electronics	44.7%
None of these	8.4%

Source: 2004 Clear Research Subscriber Survey