

**OWN**

**BOAT OWNERS who read *SPORT FISHING*  
OWN marine electronics**

**GPS**

**NET: 84.2%**

Fixed-mount

64.4%

Handheld

54.5%

**VHF**

**NET: 72.8%**

Fixed-mount

65.8%

Handheld

40.1%

**Plotter**

**NET: 39.1%**

Chart Plotter

35.6%

Track

17.3%

**Fishfinder**

**NET: 80.3%**

Video (LCD or CRT)

57.9%

Depth (Flash or Digital)

60.4%

**RADAR**

**NET: 27.2%**

**Autopilot**

**NET: 17.3%**

**SSB**

**NET: 2.5%**

**Satellite  
Communication  
Device**

**NET: 5.0%**

**EPIRB**

**NET: 14.6%**

Base: Boat owners

Source: 2004 Clear Research Subscriber Survey

**PURCHASED**

**BOAT OWNERS of *SPORT FISHING*  
PURCHASED marine electronics in the last 12 months**

<b>GPS</b>	Fixed-mount	15.6%
	Handheld	17.8%
<b>VHF</b>	Fixed-mount	12.5%
	Handheld	8.1%
<b>Fishfinder</b>	Video (LCD or CRT)	13.3%
	Depth (Flash or Digital)	8.8%
<b>Plotter</b>	Charter Plotter	20.0%
	Track Plotter	2.9%
<b>Autopilot</b>		5.4%
<b>RADAR</b>		10.3%