

**OWN / LEASED**

**57.1% of *SPORT FISHING* readers OWN only DOMESTIC CARS**

**GM**

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
Chevrolet	43.3%	64,950
GM	7.3%	10,950
Cadillac	2.9%	4,350
Buick	2.4%	3,600
Oldsmobile	.5%	750
Pontiac	1.5%	2,250
Saturn	4.4%	6,600
<b>SUB NET:</b>	<b>62.3%</b>	<b>93,450</b>

**FORD**

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
Ford	40.0%	60,000
Lincoln	2.4%	3,600
Mercury	3.4%	5,100
<b>SUB NET:</b>	<b>45.8%</b>	<b>68,700</b>

**CHRYSLER**

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
Chrysler	.4%	600
Dodge	9.1%	13,650
Plymouth	.8%	1,200
<b>SUB NET:</b>	<b>10.3%</b>	<b>15,450</b>

Source: 2004 Clear Research Subscriber Survey

# SPORT FISHING MAGAZINE

## TARGETED MARKETING WITH TANGIBLE RESULTS

### OWN / LEASED

**11.2% of *SPORT FISHING* readers OWN only IMPORTED CARS**

#### ASIAN

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
Toyota	10.7%	16,050
Nissan	5.8%	8,700
Honda	4.9%	7,350
Lexus	3.3%	4,950
Acura	2.5%	3,750
Subaru	2.1%	3,150
Mazda	1.6%	2,400
Other	2.0%	3,000
<b>SUB NET:</b>	<b>32.9%</b>	<b>49,350</b>

#### EUROPEAN

	PERCENTAGE WHO OWN	ABC RATE BASE 150K
BMW	2.5%	3,750
Mercedes	2.5%	3,750
Volvo	2.1%	3,150
Audi	.8%	1,200
Porsche	.8%	1,200
<b>SUB NET:</b>	<b>8.7%</b>	<b>13,050</b>

### DOMESTIC / IMPORTED

**30.7% of *SPORT FISHING* readers OWN both DOMESTIC AND IMPORTED**

Source: 2004 Clear Research Subscriber Survey

**TOW VEHICLE DEFINITION**

**SPORT UTILITY / FULL SIZE TRUCK / FULL SIZE VAN**

**75.7% of SPORT FISHING readers OWN / LEASE TOW VEHICLES**

**76.6%** considered tow ability a critical factor during their purchase

**22.0% of SPORT FISHING readers will PURCHASE in the next 12 months**

**68.6%** will consider tow ability a critical factor during the purchase

**TOW FREQUENCY**

TIMES PER MONTH	PERCENTAGE WHO USE
1 – 3	38.6%
4 – 7	20.6%
8 – 14	6.7%
15 – 22	1.3%
23 – 31	3.1%
Do not use a vehicle to tow	29.6%

**Mean: 5.3 times per month**

**TOW WEIGHT**

INTENDED TOW WEIGHT	PERCENTAGE WHO USE
Less than 2,000 lbs	15.8%
2,001 – 5,000 lbs	51.3%
5,001 – 10,000 lbs	26.3%
10,000 or more lbs	3.3%

**Mean: 4,500 lbs**

**Median: 3,900 lbs**