

**ACCESSED  
INFORMATION**

**79.9% of *SPORT FISHING* readers  
ACCESSED the Internet in the last 30 days**

**ACCESSED  
RESEARCH**

**Used the Internet to research products**

Boats	78.9%
Fishing equipment	59.3%
Fishing trips and/or travel	43.6%
Marine electronics	40.7%
Other equipment and accessories	59.3%
Outboard motors	23.5%

**PURCHASED**

**Made a purchase based on Internet research**

Boats	5.0%
Fishing equipment	51.7%
Fishing trips and/or travel	20.4%
Marine electronics	20.9%
Other equipment and accessories	33.3%
Outboard motors	3.0%

**ONLINE  
PURCHASE PLAN**

**Plan to purchase products on the Internet**

Boats	7.4%
Fishing equipment	58.6%
Fishing trips and/or travel	27.6%
Marine electronics	29.6%
Other equipment and accessories	36.5%
Outboard motors	6.4%

Source: 2004 Clear Research Subscriber Survey