

**OWN**

**68.3% of *SPORT FISHING* readers OWN outboard motors**

Average total number of motors owned	<b>2</b>
Average number of motors owned with 100 hp or more	<b>67.6%</b>
Average cost of largest outboard owned	<b>\$7,676</b>
The percentage of motors purchased in the last 12 months	<b>26.8%</b>

**LARGEST OUTBOARD**

**Currently owned**

**Horsepower**

Under 50 hp	21.6%
50 – 99 hp	10.8%
100 – 149 hp	16.8%
150 – 199 hp	16.8%
200 – 249 hp	28.1%
250 +	6.0%

**Mean : 132.9 hp**

**Median : 150.0 hp**

**Price**

Under \$5,000	39.3%
\$5,000 – \$9,999	22.4%
\$10,000 – \$19,999	37.4%
\$20,000+	0.9%

**Mean: \$7,676**

**Median: \$7,800**

Source: 2004 Clear Research Subscriber Survey

**PURCHASE PLAN**

**23% of *SPORT FISHING* readers**

**PLAN TO BUY an outboard motor in the next 24 months**

**Horsepower**

Under 50 hp	21.2%
50 – 99 hp	7.7%
100 – 149 hp	1.9%
150 – 199 hp	13.5%
200 – 249 hp	40.4%
250 – 299 hp	13.5%
300+ hp	1.9%

**Mean: 157.0 hp**

**Median: 200.0 hp**

**Price**

Under \$5,000	26.8%
\$5,000 – \$9,999	12.2%
\$10,000 – \$19,999	58.5%
\$20,000+	2.4%

**Mean: \$9,896**

**Median: \$10,400**

Source: 2004 Clear Research Subscriber Survey