

OWN

SPORT FISHING readers **OWN** an average of **13 rods and 14 reels**

Rods		PERCENTAGE WHO OWN	AVERAGE NUMBER OWNED
		Bait-casting	66.0%
	Fly-fishing	32.4%	3
	Spinning	76.1%	6
	Trolling	71.8%	6

Reels		PERCENTAGE WHO OWN	AVERAGE NUMBER OWNED
		Bait-casting	64.9%
	Fly-fishing	32.0%	3
	Spinning	78.4%	7
	Trolling	74.1%	7

PURCHASE PLAN

Percentage of **SPORT FISHING** readers who **PLAN TO BUY TACKLE** in the next 12 months

Rods	Bait-casting	14.9%
	Fly-fishing	4.0%
	Spinning	12.9%
	Trolling	14.1%

Reels	Bait-casting	9.7%
	Fly-fishing	2.4%
	Spinning	12.1%
	Trolling	15.3%

Source: 2004 Clear Research Subscriber Survey

PURCHASED

Percentage of *SPORT FISHING* readers who
PURCHASED TACKLE in last 12 months

Rods

Bait-casting	35.7%
Fly-fishing	21.4%
Spinning	34.5%
Trolling	29.6%

Reels

Bait-casting	23.8%
Fly-fishing	14.5%
Spinning	29.1%
Trolling	30.7%

PURCHASE LOCATION

Boat Show	27.2%
Factory Direct	20.8%
Internet	34.8%
Mail Order Catalog	56.0%
Marina	22.8%
Mass Merchants	32.8%
Specialty Tackle Shop	78.4%
Sporting Goods Dealer	66.4%

Source: 2004 Clear Research Subscriber Survey