

PROFILE

Male	98%
Average age	48
Average household income	\$146,410
Average net worth	\$991,700
Married	81%
Graduated college	61%
Read 4 of last 4 issues	75%
Regular reader for more than 3 years	47%

OUR READERS

- Are affluent, with **47% earning over \$100K per year**
- **Fish** an average of **7.2 days per month**
- Fished **27 years in saltwater**
- **70%** have been fly fishing in saltwater for **3 YEARS or more**
- **53%** fished with a **professional guide** in the last 12 months
- **93% influence their friends** when making **buying** decisions
- **64% took action** based on an article or ad in *Fly Fishing in Salt*

FISH FOR A VARIETY OF SPECIES

Redfish	48%	Salmon	22%
Bluefish	47%	False Albacore	20%
Seatrout	46%	Mackerel	19%
Striped Bass	44%	Tuna	15%
Bonefish	41%	Shark	13%
Snook	34%	Sailfish	8%
Permit	23%	Marlin	7%

Age:	48 years old on average	
	18 – 24	1%
	25 – 34	12%
	35 – 54	49%
	55 – 64	27%
	65+	10%

ANNUAL HHI	\$146,410	Mean
	\$101,170	Median
	Less than \$50K	13%
	\$50K – \$99K	33%
	\$100K – \$199K	33%
	\$200K – \$499K	13%
	\$500K+	2%

HH NET WORTH	\$991,700	Mean
	\$578,130	Median
	Less than \$100K	12%
	\$100K – \$199K	12%
	\$200K – \$499K	25%
	\$500K – \$999K	26%
	\$1M – \$2.99M	21%
	\$3M +	5%

TAKE ACTION

Visited an advertiser’s Web site	74%
Visited www.FlyFishInSalt.com	68%
Requested information about a product or service	57%
Purchased a product or service mentioned in an ad	47%
Sent for a catalog	45%
Planned a fishing vacation	35%
Cut out an article	24%
Visited a store or dealer	22%
Cut out an advertisement	11%

GIVE ADVICE

Fishing equipment	83%
Fishing trips and/or travel	46%
Guides	41%
Boat purchases	27%
Motor purchases	19%
Marine electronics	19%

BOATS

64% OWN a boat

Length	15' – 20'	85%
	21' – 25'	12%
	26' – 35'	2%
Type	Flats	28%
	Kayak	28%
	Center Console	22%
	Skiff	19%
	Bay	10%

35% PLAN TO BUY a boat

Length	19' and under	65%
	20' – 25'	24%
	26' – 35'	9%
Type	Center Console	23%
	Flats	21%
	Bay	13%
	Kayak	11%
	Skiff	6%
Next 12 months		

POWER

68% OWN outboard motors

Type of power	
Outboard	68%
Trolling/Electric	6%
Stern Drive	3%

73% PLAN TO BUY motors

Type of power	
Outboard	73%
Trolling/Electric	2%
Stern Drive	2%
Next 12 months	

ELECTRONICS

82% of our readers OWN marine electronics

GPS Handheld	56%
GPS Fixed-mount	22%
VHF Handheld	24%
VHF Fixed-mount	23%
Fish Finder Video (LCD or CRT)	37%
Fish Finder Depth (Flash or Digital)	34%

FLY RODS

OWN		PURCHASED		PLAN TO BUY	
1-3 wt.	25%	1-3 wt.	5%	1-3 wt.	6%
4-5 wt.	61%	4-5 wt.	16%	4-5 wt.	5%
6-7 wt.	68%	6-7 wt.	14%	6-7 wt.	9%
8-10 wt.	87%	8-10 wt.	35%	8-10 wt.	21%
11+ wt.	32%	11+ wt.	10%	11+ wt.	14%
Mean:	12	Last 12 months		Next 12 months	

REELS

OWN		PURCHASED		PLAN TO BUY	
1-3 wt.	26%	1-2 wt.	4%	1-2 wt.	4%
4-5 wt.	61%	4-5 wt.	13%	4-5 wt.	4%
6-7 wt.	66%	6-7 wt.	12%	6-7 wt.	5%
8-10 wt.	86%	8-10 wt.	26%	8-10 wt.	20%
11+ wt.	31%	11+ wt.	6%	11+ wt.	13%
Mean:	12	Last 12 months		Next 12 months	

LINES

OWN		PURCHASED		PLAN TO BUY	
Sinking	64%	Sinking	17%	Sinking	19%
Floating	92%	Floating	36%	Floating	24%
Intermediate Lines	62%	Specialty Heads	23%	Specialty Heads	19%
Shooting Heads	60%	Shooting Heads	11%	Shooting Heads	12%
Mean:	10	Last 12 months		Next 12 months	

More than 21,500 readers TRAVELED to fly fish in saltwater

Took a fishing trip	80%
Found <i>Fly Fishing in Salt Waters</i> useful in planning trip	78%
Hired a guide	53%
Booked fishing trip via the Internet	38%
Average spent on travel per reader per year	\$3,990

Last 12 months

DOMESTIC

Florida	51%
Keys	44%
Panhandle	14%
Other areas in Florida	60%
Other U.S.	37%
California	25%
Washington	17%
Texas	12%
Oregon	10%
Alaska	8%
Hawaii	8%
Louisiana	5%
Alabama	4%
Mississippi	2%

INTERNATIONAL

Caribbean	22%
Mexico	18%
Canada	12%
Central America	12%
Other	12%
South America	4%
Africa	2%
Australia	2%

28% of our readers own waterfront property

PRIMARY RESIDENCE

Waterfront	10%
Valued over \$500,000	28%
Average market value	\$420,000

VACATION / WEEKEND HOME

Waterfront	17%
Valued over \$500,000	19%
Average market value	\$374,770

LOCATIONS FOR PURCHASE

Specialty Tackle Shop	90%	Over the Internet	62%
Mail Order Catalog	60%	Factory Direct	13%
Sporting Goods Dealer	39%	Mass Merchants	15%
Boat/Fly Show	5%	Marina	3%

FLIES

Local Fly Shop	84%	Show	18%
Internet	39%	Professional Tyer	16%
Specialty Mass Merchants	30%	Mail Order	36%

FLY TYING MATERIALS

Local Fly Shop	90%	Craft Store	40%
Mail Order	57%	Specialty Mass Merchants	34%
Internet	49%	Show	33%

TOOK ACTION

More than 19,000 readers will take an action based on information in FFSW

View an advertiser's Web site	74%	Tackle and equipment purchase	62%
Access web site	68%	Purchase fly tying materials	49%

MADE A PURCHASE

More than 23,000 readers made a purchased based on internet research

Fishing equipment	77%	Fly fishing trips and/or travel	18%
Flies	51%	Marine electronics	11%
Other equipment & accessories	41%	Boats	3%

PLAN TO PURCHASE ON THE INTERNET

More than 23,700 readers plan to purchase on the internet

Fishing equipment	78%	Fly fishing trips and/or travel	39%
Flies	53%	Marine electronics	21%
Other equipment & accessories	43%	Boats	5%

SPORT UTILITY • FULL SIZE TRUCK & VAN

74% of our readers own or lease TOW vehicles

56% considered TOW ABILITY a CRITICAL FACTOR during their purchase

34% own 2 or more TOW vehicles

TOW FREQUENCY (PER MONTH)		TOW WEIGHT	
1 – 3	34%	Less than 2,000 lbs	39%
4 – 7	14%	2,001 – 5,000 lbs	46%
8 – 14	7%	5,001 – 10,000 lbs	9%
15 – 22	2%	10,000 or more lbs	1%
23 – 31	1%	Mean:	2,650 lbs
Median	9	Median:	2,660 lbs

OWNERSHIP

88% of our readers own two or more vehicles

47% own both DOMESTIC and IMPORTED

28% own only DOMESTIC vehicles

DOMESTIC		ASIAN		EUROPEAN	
GMC	46%	TOYOTA	22%	VOLKSWAGON	6%
FORD	30%	HONDA	13%	BMW	5%
CHRYSLER	27%	NISSAN	10%	VOLVO	5%