

READER PROFILE

Male	97%
Average age	47 years old
Average HHI	\$172,800
Average net worth	\$1,135,800
Married	73%
Graduated college	54%
Read 4 of last 4 issues	81.8%
Read 3 of last 4 issues	89.6%
Fished in salt water	23 years
Fish per year	78 days
Boat owners	77%
Own 2 or more boats	36%
Property owners	94%
Boat range size	18 to 40 plus foot

OUR READERS

- **57,000** readers plan to buy a boat in the next 24 months
- **\$106,832** on average will be spent per boat
- **33,159** readers plan to buy motors in the next 24 months
- **50,565** readers plan to purchase electronics in the next 24 months
- **\$583 million** was spent on fishing trips in the past 12 months
- **90%** of our readers are considering taking a fishing trips in the next 12 months

Source: 2008 Snap Survey

AGE	18 – 24	5.0%
	25 – 34	11.6%
	35 – 54	49.3%
	55 – 59	10.1%
	60 – 65	13.9%
	65+	8.8%
	Mean: 47.1 Years Old	

ANNUAL HOUSEHOLD INCOME	Less than \$50K	7.2%
	\$50K – \$99K	33.2%
	\$100K – \$199K	36.4%
	\$200K – \$499K	19.5%
	\$500K – \$1M	2.5%
	\$1M +	1.2%
	Mean: \$172,800	
	Median: \$123,900	

HOUSEHOLD NET WORTH	Less than \$100K	10.0%
	\$100K – \$199K	11.6%
	\$200K – \$499K	24.9%
	\$500K – \$999K	21.8%
	\$1M – \$2.99M	22.0%
	\$3M +	9.5%
	Mean \$1.14M	
	Median \$573,400	

Source: 2008 Snap Survey

TAKE ACTION

Visited an advertiser's Web site	60.1%
Visited Sport Fishing's Web site	53.0%
Recommended a product or service to a friend or relative	49.1%
Visited a dealer	29.2%
Requested information about a product or service	24.9%
Planned a fishing vacation	22.8%
Purchased a product or service mentioned in an article or ad	54.1%

**BENEFICIAL
SOURCE OF INFORMATION
on New Products**

Scale of 1-5 with 5 being most beneficial

Magazine articles/reviews	4.4
Friends/Relatives	4.0
Tackle shop	4.1
Boat/Tackle shows	3.5
Internet	3.8
Advertisements	3.3
Marina	3.0
Boat Dealer	2.8

**LOW READERSHIP
DUPLICATION**

<i>Big Game Journal</i>	10.1%
<i>Billfishing</i>	4.0%
<i>Boating</i>	18.4%
<i>Center Console Angler</i>	5.8%
<i>The Fisherman</i>	9.6%
<i>Florida Sport Fishing</i>	14.6%
<i>Florida Sportsman</i>	23.0%
<i>Fly Fishing in Salt Waters</i>	3.8%
<i>Marlin</i>	16.9%
<i>Motor Boating</i>	9.6%
<i>Power & Motor Yacht</i>	8.9%
<i>Saltwater Sportsman</i>	16.7%*
<i>Shallow Water Angler</i>	12.4%
<i>Southern Boating</i>	2.0%
<i>Texas Fish & Game</i>	3.6%
<i>Western Outdoors</i>	5.0%
<i>Yachting</i>	4.1%

*Source: Average 2008 SWS and SF Palm Coast subscriber list

Source: 2008 Snap Survey

KNOWLEDGE

FISH 6.5 days per month and have FISHED 23 plus years in salt water

Advanced	48.7%
Intermediate	38.1%
Novice	7.6%
Professional	5.7%

HOUSEHOLD PARTICIPATION

77.5% of *SPORT FISHING* readers have other household members that fish

OFFSHORE

73.8% of *SPORT FISHING* readers FISH offshore29.4% of *SPORT FISHING* readers angling time is offshore

Type	
Artificial bait	84.0%
Billfishing	35.9%
Bottomfishing	74.6%
Dead bait	60.7%
Live bait	46.1%
Fly fishing	5.8%
Kite	7.9%
Bottom fishing	74.6%
Deep drop	23.3%
Offshore tournament	19.6%

Species			
Sailfish	38.6%	Grouper	50.7%
Marlin	36.2%	Red Snapper	50.9%
Tuna/Albacore	62.5%	Swordfish	9.5%
Wahoo	50.4%	Tilefish (deep drop)	6.3%
Dolphin	74.0%	Cod/Haddock	9.5%
Amberjack	32.0%		

Source: 2008 Snap Survey

INSHORE

78.0% of *SPORT FISHING* readers FISH inshore
42.3% of *SPORT FISHING* readers angling time is inshore

Type	
Bay	77.4%
Beach or Surf	49.0%
Pier or Brige	34.8%
Flats	43.0%
Fly	11.7%
Inshore tournament	12.4%

Species			
Sharks	32.9%	Barracuda	17.5%
Tripletail	10.7%	Cobia	32.4%
King Mackerel	30.7%	Salmon	6.0%
Spanish Mackerel	40.7%	Tiggerfish	10.2%
False Albacore	10.2%	Yellowtail	21.6%
Roosterfish	4.2%	Calico Bass	5.5%
Mangrove Snapper	28.1%	White Sea Bass	10.5%

NEARSHORE

70.7% of *SPORT FISHING* readers FISH nearshore
25.4% of *SPORT FISHING* readers angling time is nearshore

Species			
Bonefish	9.3%	Permit	10.9%
Redfish	51.6%	Snook	21.6%
Sea Trout	50.5%	Jack	19.7%
Striped Bass	40.4%	Bluefish	44.0%
Weakfish	21.0%	Sea Bass	29.5%
Flounder/Fluke	60.9%	Pompano	18.3%
Tarpon	23.2%	Porgy	13.1%
Black Drum	30.1%	Bonito/False Albacore	23.5%
Sheepshead	35.0%		

Source: 2008 Snap Survey

OWN**76.6% of *SPORT FISHING* readers OWN a boat**

Average total number of boats ever owned	4.1
Average number of boats currently owned	1.3

LARGEST BOAT**Currently owned****Length**

20' and under	30.1%
21' – 25'	36.2%
26' – 30'	17.5%
31' – 40'	12.6%
41' or over	3.6%

Mean: 25'**Median: 24'****Price****Mean: \$87,308****Median: \$37,959****Type**

Center Console	39.6%
Walkaround	18.4%
Express	6.2%
Convertible	6.2%
Bay	8.2%
Flats/ Skiff	5.7%
Dual Console	4.1%
Catamaran	.6%

Source: 2008 Snap Survey

PURCHASE PLAN

**38.3% of *SPORT FISHING* readers
PLAN TO BUY a boat in the next 24 months**

Power	Outboard	71.3%
	Inboard (Gas/Diesel)	17.0%
	Not Sure	8.7%
	Stern drive	2.6%

Length	20' and under	22.0%
	21' – 25'	28.9%
	26' – 30'	23.3%
	31' – 40'	12.9%
	41' and over	6.9%
	Unsure	6.0%

Mean: 26.7'

Median: 24.5'

Price ESTIMATED TO SPEND	Less than \$30,000	35.8%
	\$30,000 – \$49,999	19.4%
	\$50,000 – \$99,999	21.1%
	\$100,000 and more	17.2%
	Unsure	6.5%

Mean: \$106,831

Median: \$41,333

Type of Boat	Center Console	35.3%
	Walkaround/Cuddy	15.5%
	Unsure	11.2%
	Bay	9.5%
	Convertible	8.2%
	Express	6.9%
	Flats	6.9%
	Dual Console	3.9%
Catamaran	2.2%	

Source: 2008 Snap Survey

OWN **94% of SPORT FISHING readers that are boat owners OWN marine electronics**

GPS

Fixed-mount **89.6%**

Handheld **89.6%**

VHF

Fixed-mount **93.8%**

Handheld **89.5%**

Plotter **90.4%**

Fish finder / Sonar **92.8%**

Radar **80.3%**

Autopilot **80.4%**

SSB **76.7%**

Satellite Communications **75.0%**

EPIRB **73.4%**

Satellite/Weather/Radio/TV **79.0%**

Flatscreen/Plasma TV **87.5%**

Video Camera **93.2%**

Night vision equipment **71.1%**

Underwater LightS **73.1%**

AIS **45.5%**

PC on board **81.0%**

Laptop **94.1%**

Security/Monitoring System **87.2%**

Source: 2008 Snap Survey

PURCHASED and PLAN to PURCHASE

50,565 readers plan to purchase electronics in the next 12 months

		Purchased in last 12 months	Plan to Purchased in next 12 months
GPS	Fixed-mount	14.9%	12.0%
	Handheld	7.7%	10.0%
VHF	Fixed-mount	8.5%	8.8%
	Handheld	12.5%	8.5%
Plotter		15.6%	10.4%
Fish finder		12.5%	12.8%
Radar		8.3%	19.1%
Autopilot		9.8%	20.7%
SSB		6.7%	26.7%
Satellite Communications		8.3%	27.8%
EPIRB		5.9%	23.5%
Satellite/Weather/Radio/TV		10.5%	20.2%
Flatscreen/Plasma TV		14.7%	12.5%
Video Camera		5.7%	6.8%
Night vision equipment		5.3%	29.0%
Underwater Lights		7.7%	25.6%
AIS		0.0%	54.6%
PC on board		0.0%	23.8%
Laptop		12.7%	7.3%
Security/Monitoring System		7.7%	12.8%

Source: 2008 Snap Survey

OWN 72.8% of *SPORT FISHING* boat owners **OWN** outboard motors

Average cost of largest outboard owned	\$13,800
Average percentage of motors owned with 100 hp or more	79.4%
Average percentage of owners with 2nd largest boat equipped with outboard	61.4%
The percentage of motors purchased in the last 12 months	26.8%

LARGEST OUTBOARD**Currently owned**

Under 50 hp	9.8%
50 – 99 hp	10.8%
100 – 149 hp	14.9%
150 – 199 hp	20.0%
200 – 249 hp	23.7%
250 +	20.8%

Mean: 181.2 hp**Median: 185.5 hp****Cost**

Under \$5,000	21.1%
\$5,000 – \$9,999	23.1%
\$10,000 – \$19,999	42.8%
\$20,000+	13.0%

Mean: \$11,697**Median: \$11,105****Number of engines in largest boat**

Single	63.6%
Double	32.9%
Triple	.9%
Quad	.2%
Do not have	2.4%

Number of engines in 2nd largest boat

Single	87.7%
Double	12.3%

Source: 2008 Snap Survey

PURCHASE PLAN

24% of *SPORT FISHING* readers
 PLAN TO BUY an outboard motor in the next 24 months

Outboard Horsepower

Under 50 hp	9.1%
50 – 99 hp	9.1%
100 – 149 hp	13.6%
150 – 199 hp	20.9%
200 – 249 hp	26.4%
250 – 299 hp	10.9%
300+ hp	5.5%
Unsure	4.5%

Mean: 181.0 hp

Median: 187.3 hp

Price

Under \$5,000	13.6%
\$5,000 – \$9,999	15.5%
\$10,000 – \$19,999	46.4%
\$20,000+	18.2%
Unsure	6.3%

Mean: \$13,810

Median: \$14,062

Source: 2008 Snap Survey

OWN

Types of TACKLE that *SPORT FISHING* readers OWN

Rods	Bait-casting	74.5%
	Fly-fishing	37.8%
	Spinning	83.8%
	Trolling	70.5%
Reels	Bait-casting	70.9%
	Fly-fishing	34.5%
	Spinning	84.7%
	Trolling	68.1%
Line	Monofilament	84.5%
	Braided line	65.5%
	Flyfishing line	20.1%
	Fused line	6.3%
	Flourocarbon	60.3%
	Artificial lures	74.1%

PURCHASE PLAN

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

Rods	Bait-casting	10.9%
	Fly-fishing	3.4%
	Spinning	13.9%
	Trolling	10.2%
Reels	Bait-casting	10.6%
	Fly-fishing	3.3%
	Spinning	13.0%
	Trolling	9.7%
Line	Monofilament	19.5%
	Braided line	18.9%
	Flyfishing line	5.2%
	Fused line	2.2%
	Flourocarbon	16.9%
	Artificial lures	22.2%

Source: 2008 Snap Survey

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

Bait-casting	16.7%
Fly-fishing	4.8%
Spinning	24.4%
Trolling	18.1%

Reels

Bait-casting	13.9%
Fly-fishing	3.9%
Spinning	23.3%
Trolling	16.3%

Line

Monofilament	28.4%
Braided line	27.5%
Flyfishing line	5%
Fused line	2.3%
Flourocarbon	24.4%
Artificial lures	30.2%

PURCHASE LOCATION

Boat Show	25.4%
Factory Direct	15.1%
Internet	64.2%
Mail-Order Catalog	45.3%
Marina	22.9%
Mass Merchants	31.5%
Specialty Tackle Shop	79.1%
Sporting Goods Dealer	62.9%

Source: 2008 Snap Survey

OWN

SPORT FISHING readers OWN accessories

		PERCENTAGE WHO OWN
BOAT	Anchor	95.2%
	Bilge Pump	96.7%
	Bimini Top/Enclosure/Cover	90.6%
	Bottom, Deck, or Hull Paint	84.7%
	Davits/Lift System	84.8%
	Live-Bait System	92.8%
	Survival Life Raft	78.2%
	Trailer	92.6%
	Trim Tabs	93.1%
	Watermaker/Desalinator	61.9%
	Windlass	85.0%
POWER	Generator	83.7%
	Marine Battery	94.1%
	Power Inverter	85.6%
	Spare Prop	90.4%
	Trolling Motor	87.8%
OTHER	Binoculars	96.2%
	Fire Extinguisher	96.2%
	Foul Weather Gear	94.4%
	Polarized Sunglasses	94.1%
	Safety Equipment	96.4%
	Sun Screen	96.1%
	Waterproof Watches	98.0%

Source: 2008 Snap Survey

COMPUTER SAVVY

80.9% of *SPORT FISHING* readers have PC's on board their boat
94.1% have Laptops
97.5% ACCESS the Internet for information on fishing and boating products
92.6% ACCESS www.SportFishingMag.com
31.1% plan to purchase a new PC in the next 12 months

RESEARCH

Used the Internet to research products

Boat Dealers	59.9%
Buying a new boat	55.1%
Buying a used boat	55.2%
Selling a new boat	9.2%
Selling a used boat	28.3%
Fishing equipment	87.2%
Marine Electronics	62.4%
Outboard motors	46.6%
Other equipment and accessories	54.5%
Special boating and fishing events	50.9%
To plan a fishing trip or charter	55.4%
Booking a fishing trip or charter	35.3%
Tide/fishing information	72.4%
Boat/fishing news	70.7%
Weather	83.2%
None of the above	2.5%

Source: 2008 Snap Survey

ONLINE

PURCHASES

Made a purchase based on Internet research

Apparel	67.2%
Boats	7.3%
Fishing equipment	75.7%
Fishing trips and/or travel	28.0%
Marine electronics	35.3%
Hotel/Resort rooms	59.8%
Other equipment and accessories	45.2%
Outboard motors	3.3%
None of these	10.5%

PURCHASE PLAN

What items *SPORT FISHING* readers would consider purchasing online

Apparel	62.1%
Boats	13.8%
Fishing equipment	78.8%
Fishing trips and/or travel	44.2%
Hotel/Resort rooms	52.8%
Marine electronics	41.3%
Other equipment and accessories	47.6%
Outboard motors	9.4%
None of the above	12.1%

Source: 2008 Snap Survey

OWN PROPERTY

SPORT FISHING readers are property ownersPRIMARY
RESIDENCE**89.3% Own a Primary Residence**

House	90.2%
Apartment	2.5%
Co-op	5.4%
Other	1.9%
On Waterfront	18.1%
Valued over \$500,000	39.7%
Average market value	\$520,400

VACATION HOME
PROPERTY**21.1% Own a vacation home**

On Waterfront	61.7%
Average market value	\$560,000

OTHER
REAL ESTATE**45.8% Own additional real estate**

Year-round second home	29.9%
Weekend home	29.0%
Time-share (condo/resort)	18.7%
Retirement	5.2%
Commercial	13.1%
Investment	34.7%
Ranch, farm, farmland	16.0%
Other	9.7%

PLAN TO PURCHASE
ANOTHER RESIDENCE
IN NEXT 3 YEARS

Yes	24.9%
Are considering	21.3%
Average value of plan to purchase	\$638,300

Source: 2008 Snap Survey

TRAVEL PATTERNS

SPORT FISHING readers'
TRAVEL PATTERNS for the last 12 months

Took a domestic fishing trip	66.3%
Took an international fishing trip	28.8%
Chartered a boat	47.1%
Average number of charter trips	3.1%
Average spent on travel per reader per year	\$5,469

DOMESTIC

Florida

Keys	34.3%
Panhandle	12.6%
Florida Other	27.8%

Non-Florida

Alabama	3.5%
Alaska	5.8%
California	11.4%
Gulf of Mexico	11.9%
Hawaii	4.3%
Louisiana	10.1%
North Carolina	17.2%
Northeast U.S.	12.4%
Mid-Atlantic States	9.9%
Oregon	2.0%
South Carolina	7.8%
Texas	8.1%
Washington	3.0%
Other	8.6%

INTERNATIONAL

Mexico	61.6%
Caribbean	29.7%
Central America	26.2%
Bahamas	14.5%
Other International	30.2%

BOAT CHARTERS

Chartered	47.1%
Inshore	12.2%
Offshore	26.4%
Head/party	8.5%

Source: 2008 Snap Survey