

The Salt Water Sportsman Reader

Key qualities of your core buyers in the marine fishing market:

Passionate

Average number of days spent fishing in the past year.....	60
Average number of years involved in salt water fishing.....	28
Participate in offshore fishing.....	73%
Participate in inshore fishing.....	78%
Participate in big game fishing.....	48%
Paid to fish in the past year.....	56%

Boat Ownership

Own a boat.....	90%
Average # of boats owned.....	2
Own 2+ boats.....	52%
Own 3+ boats.....	21%
Personally do maintenance work on boat.....	68%

Types of Boats Owned

Own an outboard boat.....	82%
Own outboard motors.....	73%
Own 2+ outboard motors.....	51%
Own center console.....	42%
Own sportfisherman/convertible.....	23%
Average size of largest boat.....	24 feet

Accessories/Equipment

Own fishing equipment.....	99%
Own marine accessories & equipment.....	96%
Average amount owned.....	\$11,977
Purchased in past year.....	94%
Plan to purchase in the next year.....	94%

Electronics

Own marine electronics.....	97%
Average amount owned.....	\$11,900
Purchased in the past year.....	84%
Plan to purchase in the next year.....	89%

Affluence

Average HHI.....	\$156,600
Average net worth.....	\$1,433,800
Professional/Managerial.....	63%
Own second/vacation home.....	55%
Own waterfront property.....	34%

Action Taken After Reading SWS

Some action taken.....	95%
Purchased a product.....	71%