

Florida Sportsman Magazine
Demographic Highlights



		% Comp
Total Audience	1,255,000	
Men		99%
Women		1%
Average Age	50	
Average Number of Children in Household	0.5	
Married		79%
Attended College		77%
Management/Professional		51%
Tradesmen/Craftsmen		44%
Average Household Income	\$142,300	
Average Household Net Worth	\$887,000	
Average Number of Days Spent Fishing, Past 12 mos.	48	
Participated in Saltwater Fishing, Past 12 mos.		96%
Participated in Freshwater Fishing, Past 12 mos.		46%
Participated in Fly Fishing, Past 12 mos.		16%
Own Fishing Rod		99%
Own a Spinning Rod		93%
Own a Baitcasting Rod		72%
Own a Conventional Trolling Rod		64%
Own a Fly Fishing Rod		38%
Own Fishing Reel		90%
Own Spinning Reel		85%
Own Baitcasting Reel		66%
Own Conventional Trolling Reel		57%
Own Fly Fishing Reel		35%
Average Amount Spent on Fishing Gear, Equipment, and Apparel, Past 12 mos.	\$2,520	
Purchased Fishing Gear, Apparel or Equipment at Wal-Mart, Past 12 mos.		72%
Purchased Fishing Gear, Apparel or Equipment at Bass Pro Shop, Past 12 mos.		59%
Purchased Fishing Gear, Apparel or Equipment at Cabela's Past 12 mos.		29%
Took an Overnight Fishing Trip within the U.S., Past 12 mos.		53%
Average Number of Nights Spent Away from Home on Fishing Trips, Past 12 mos.	11.6	

(continued)

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	% Comp
Household Owns Any Powerboat	84%
Household Owns Any Inshore Boat	48%
Household Owns Any Offshore Boat	43%
Household Owns Any Outboard Powerboat	41%
Household Owns Boat Trailer	73%
Household Owns/Leases 1+ Pick Up Truck(s)	48%
Household Owns/Leases 1+ Sport Utility Vehicle	50%
Household Owns/Leases 1+ Van	16%
Household Owns/Leases Domestic Only	56%
Household Owns/Leases Import and Domestic	31%
Personally Responsible for Maintaining Vehicle(s)	40%
Changed Own Motor Oil, Past 12 mos.	77%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	74%