

In-Fisherman Magazine
Demographic Highlights



		% Comp
Total Audience	3,725,000	
Men		98%
Women		2%
Average Age	51.8	
Married		79%
Attended College		62%
Management/Professional		40%
Tradesmen/Craftsmen		44%
Average Household Income	\$85,800	
Average Household Net Worth	\$481,000	
Went Fishing, Past 12 mos.		99%
Went Freshwater Fishing, Past 12 mos.		99%
Went Ice Fishing, Past 12 mos.		32%
Went Shore Fishing, Past 12 mos.		42%
Went Salt Water Fishing, Past 12 mos.		21%
Average Number of Days Fished, Past 12 mos.	52	
Average Number of Days Spent Freshwater Fishing, Past 12 mos.	38.7	
Average Number of Days Spent Ice Fishing, Past 12 mos.	13.3	
Average Number of Days Spent Shore Fishing, Past 12 mos.	18.8	
Average Number of Days Spent Saltwater Fishing, Past 12 mos.	12.3	
Took an Overnight Fishing Trip within the U.S., Past 12 mos.		66%
Average Number of of Overnight Trips Taken within the U.S., Past 12 mos.	7	
Own Fishing Rod		99%
Own a Baitcasting Rod		82%
Own a Spinning Rod		78%
Own a Spincasting Rod		62%
Own Fly Fishing Rod		44%
Own Ice Fishing Rod		42%
Own Fishing Reel		94%
Own Baitcasting Reel		79%
Own Spinning Reel		74%
Own Spincasting Reel		57%
Own Fly Fishing Reel		43%
Own Ice Fishing Reel		35%

(continued)

In-Fisherman Magazine
Demographic Highlights



	% Comp
Spent Money on Fishing Gear, Equipment and Apparel, Past 12 mos.	97%
Average Amount Spent on Fishing Gear, Equipment and Apparel, Past 12 mos.	\$1,480
Purchased Fishing Gear, Equipment and Apparel @ Walmart, Past 12 mos.	74%
Purchased Fishing Gear, Equipment and Apparel @ Cabela's, Past 12 mos.	64%
Purchased Fishing Gear, Equipment and Apparel @ Bass Pro Shops, Past 12 mos.	48%
Household Owns V-Hull Fishing Boat	51%
Household Owns Bass Boat	28%
Household Owns Fish and Ski/Powerboat	15%
Household Owns Outboard Motor	84%
Household Owns Trolling Motor	80%
Household Owns/Leases 1+ Pick Up Truck(s)	62%
Household Owns/Leases 1+ Sport Utility Vehicle	31%
Household Owns/Leases 1+ Van	23%
Household Owns/Leases Domestic Only	78%
Household Owns/Leases Import and Domestic	16%
Personally Responsible for Maintaining Vehicle(s)	38%
Changed Own Motor Oil Past 12 Months	78%
Purchased Aftermarket Auto Accessories for Vehhicles, Past 12 mos.	41%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling	41%