

Shallow Water Angler Magazine

Demographic Highlights



		% Comp
Total Audience	73,500	
Men		99%
Women		1%
Average Age	51.3	
Average Number of Children in Household	1	
Married		81%
Attended College		81%
Management/Professional		50%
Tradesmen/Craftsmen		44%
Average Household Income	\$143,400	
Average Household Net Worth	\$841,000	
Went Fishing, Past 12 mos.		99%
Went Salt Water Fishing, Past 12 mos.		97%
Went Freshwater Fishing, Past 12 mos.		54%
Went Fly Fishing, Past 12 mos.		32%
Average Number of Days Fished, Past 12 mos.	52	
Took an Overnight Fishing Trip within the U.S., Past 12 mos.		57%
Average Number of Overnight Trips Taken Within the U.S. Past 12 mos.	6.7	
Own Fishing Rod		100%
Own a Spinning Rod		94%
Own a Baitcasting Rod		80%
Own Fly Fishing Rod		59%
Own a Conventional Trolling Rod		50%
Own Fishing Reel		95%
Own Spinning Reel		90%
Own Baitcasting Reel		75%
Own Fly Reel Reel		56%
Own Conventional Trolling Reel		47%
Spent Money on Fishing Gear, Equipment and Apparel, Past 12 mos.		99%
Average Amount Spent on Fishing Gear, Equipment and Apparel, Past 12 mos.	\$2,891	
Purchased Fishing Gear, Equipment and Apparel @ Wal-Mart, Past 12 mos.		74%
Purchased Fishing Gear, Equipment and Apparel @ Bass Pro Shops, Past 12 mos.		70%
Purchased Fishing Gear, Equipment and Apparel @ Cabela's, Past 12 mos.		41%

(continued)

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	% Comp
Household Owns a Boat	87%
Household Owns an Inshore Boat	71%
Household Owns an Offshore Boat	24%
Household Owns an Outboard Powerboat	39%
Household Owns Outboard Motor	83%
Household Owns Trolling Motors	64%
Average Number of Boat Trailers Currently Own	1.2
Household Owns/Leases 1+ Pick Up Truck(s)	50%
Household Owns/Leases 1+ Sport Utility Vehicle	54%
Household Owns/Leases 1+ Van	16%
Household Owns/Leases Domestic Only	56%
Household Owns/Leases Import and Domestic	33%
Personally Responsible for Maintaining Vehicle(s)	39%
Changed Own Motor Oil, Past 12 mos.	77%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	42%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	69%