

**Walleye In-Sider Magazine**  
Demographic Highlights



		<b>% Comp</b>
Total Audience	398,000	
Men		99%
Women		1%
Average Age	52	
Married		80%
Attended College		65%
Management/Professional		38%
Tradesmen/Craftsmen		45%
Average Household Income	\$87,200	
Average Household Net Worth	\$492,000	
Went Fishing, Past 12 mos.		100%
Went Freshwater Fishing, Past 12 mos.		100%
Went Ice Fishing, Past 12 mos.		57%
Went Shore Fishing, Past 12 mos.		40%
Went Salt Water Fishing, Past 12 mos.		12%
Went Fly Fishing, Past 12 mos.		11%
Average Number of Days Fished, Past 12 mos.	58	
Average Number of Days Spent Freshwater Fishing, Past 12 mos.	43	
Average Number of Days Spent Ice Fishing, Past 12 mos.	16	
Average Number of Days Spent Shore Fishing, Past 12 mos.	12	
Average Number of Days Spent Saltwater Fishing, Past 12 mos.	6	
Average Number of Days Spent Fly Fishing, Past 12 mos.	7	
Took an Overnight Fishing Trip within the U.S., Past 12 mos.		84%
Average Number of Overnight Trips Taken within the U.S., Past 12 mos.	7.8	
Own Fishing Rod		98%
Own a Baitcasting Rod		84%
Own a Spinning Rod		82%
Own a Spincasting Rod		62%
Own Ice Fishing Rod		62%
Own Fly Fishing Rod		38%

(continued)

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	<b>% Comp</b>
Own Fishing Reel	95%
Own Baitcasting Reel	81%
Own Spinning Reel	78%
Own Spincasting Reel	55%
Own Ice Fishing Reel	55%
Own Fly Fishing Reel	36%
Average Amount Spent on Fishing Gear, Equipment and Apparel, Past 12 mos.	\$2,215
Purchased Fishing Gear, Equipment and Apparel @ Cabela's, Past 12 mos.	78%
Purchased Fishing Gear, Equipment and Apparel @ Walmart, Past 12 mos.	66%
Purchased Fishing Gear, Equipment and Apparel @ Gander Mt., Past 12 mos.	52%
Household Owns V-Hull Fishing Boat	67%
Household Owns Fish and Ski/Powerboat	24%
Household Owns Bass Boat	14%
Household Owns Outboard Motor	91%
Household Owns Trolling Motor	85%
Household Owns/Leases 1+ Pick Up Truck(s)	61%
Household Owns/Leases 1+ Sport Utility Vehicle	41%
Household Owns/Leases 1+ Van	20%
Household Owns/Leases Domestic Only	84%
Household Owns/Leases Import and Domestic	13%
Personally Responsible for Maintaining Vehicle(s)	37%
Changed Own Motor Oil, Past 12 mos.	80%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	43%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	71%