

Game & Fish Magazine
Demographic Highlights



		% Comp
Total Audience	3,372,000	
Men		99%
Women		1%
Average Age	53.2	
Average Number of Children in Household	0.5	
Married		82%
Attended College		55%
Management/Professional		37%
Tradesman/Craftsman		44%
Average Household Income	\$82,600	
Average Household Net Worth	\$518,000	
Participated in Hunting, Past 12 Months		84%
Average # of Days Spent Hunting, Past 12 Months	29.3	
Average # of Dogs Currently Own	2.1	
Participated in Bowhunting, Past 12 Months		45%
Average # of Days Spent Bowhunting, Past 12 months	14.8	
Own a Firearm		95%
Rifles (net)		90%
Shotguns (net)		88%
Handguns (net)		65%
Went Fishing, Past 12 Months		90%
Average Number of Days Spent Fishing, Past 12 Months	35.0	
Freshwater		91%
Shore		35%
Saltwater		26%
Ice		23%
Fly		23%
Took 1+ Overnight Fishing Trips, Past 12 Months		63%
Average # of nights spent away from home on overnight fishing trips, Past 12 months	9.7	

(continued)

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	% Comp
Own a Fishing Rod	98%
Baitcasting	75%
Spinning	68%
Spincasting	65%
Fly	45%
Saltwater/Trolling	26%
Ice Fishing	22%
Own a Fishing Reel	85%
Baitcasting	64%
Spinning	59%
Spincasting	54%
Fly	37%
Saltwater/Trolling	22%
Ice Fishing	17%
Average Fishing gear, equipment and apparel expenditures, Past 12 months	\$830
Average Fishing trips, travel and lodging expenditures, Past 12 months	\$1,016
Household Owns/Leases Car	41%
Household Owns/LeasesVan	18%
Household Owns/Leases Sport/Utility Vehicle	44%
Personally Responsible for Maintaining Vehicle(s)	36%
Types of Vehicle Maintenance Done, Past 12 Months	
Changed Oil, Past 12 Months	83%
Purchased Aftermarket Accessories for Vehicles, Past 12 Months	37%