

THE REEL NEWS READER SURVEY

This volunteer survey will help us to continue offering you the best sportsfishing publication in the Northwest. Our goal is to provide you with the most current educational and entertaining information available for your sport and our precious resources. Your input will allow us to do our best in providing you with what YOU want. We appreciate the valuable time you give us on this survey and hope that after you catch that next fish you'll say, "THE REEL NEWS helped me with this catch!"

Thank You, James A. Goerg, Publishing Editor

How many years have you been fishing? _____

Do you fish alone or with a partner? _____

How many people in your household fish? _____

In order, where do you prefer to fish?

Western Washington Alaska Saltwater
 Eastern Washington Alaska Rivers & Lakes
 Western Oregon B.C. Saltwater
 Eastern Oregon B.C. Rivers & Lakes
 Columbia River Other

In order, what are your favorite fish species to catch?

How many miles, or hours, are you willing to travel to fish?

MILES	HOURS
_____ On a 1-Day Outing	_____
_____ Weekend	_____
_____ 3 or More Days	_____

How many fishing rods do you own? _____

How many fishing reels do you own? _____

Where do you buy most of your tackle and outdoor equipment?

Sporting Goods Store _____

Discount Store _____

Magazines/Mail Order _____

On Line _____

How much do you spend annually on tackle and equipment?

\$100+ \$500+

\$300+ Over \$1,000

What most influences your buying decisions?

Advertising Seminars/classes
 Articles Price
 Recommendations Other

What is the estimated current value of all your fishing equipment (tackle, rods, reels, electronics, boats, motors, etc.)?

\$ _____

Have you ever used a professional guide or fishing lodge/resort?

Yes No

If you own a boat(s), how many (canoe and kayak included):

On your fishing trips, do you

Camp? Buy lodging?
 RV? Other

Average fishing days per month _____

Estimated yearly fishing expenses \$ _____

What is your favorite fishing technique (downriggers, mooching, jigging, trolling, casting, fly fishing, etc.)?

READERSHIP PROFILE

How do you receive your copy of THE REEL NEWS? _____

Do you save your copy of THE REEL NEWS for future reference?

Yes No

How many others read your copy of THE REEL NEWS? _____

What regular features (or writers) are your favorites?

In the past month, how many times did you visit:

www.thereelnews.com _____

What would you like to see more of in THE REEL NEWS?

Would you like to see more hunting articles?

Yes No

How important is "surfing the web" in regards to your fishing?

Very Important Occasionally Important
 Somewhat Important Not Important At All

Do you belong to any outdoor sports organizations?

Yes No How many _____

What other outdoor publications do you read?

What type of vehicle do you drive?

Sport Utility Vehicle Sedan
 Pick-up Truck RV

Which of these coverage areas is most important to you as a reader of THE REEL NEWS?

Regional & National Issues
 Political & Legislative Proposals & Positioning
 Regional Sportsman Group/Club Programs
 Northwest Travel & Fishing Features
 How-To Fishing Techniques
 Other

PERSONAL PROFILE

What is your age? _____

Sex: Male Female

Married: Yes No

How many children? _____

Homeowner Renter

Education:

High School Graduate Trade School Grad
 College/University Grad Other

What is your occupation?

Labor Self-Employed
 Professional Retired
 Sales Other
 Managerial

What is your household's annual income?

\$20-\$30,000 \$50-\$75,000
 \$30-\$40,000 Over \$75,000
 \$40-\$50,000

Comments:

**PLEASE RETURN THIS SURVEY TO:
 THE REEL NEWS READER SURVEY • P.O. Box 473 • Puyallup, WA 98371**