

# 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 \_\_\_\_\_

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 \_\_\_\_\_  
 www.thesportsmensreview.com \_\_\_\_\_

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

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

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 \_\_\_\_\_

## 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 • 621 SR-9-NE, #A-16 • LAKE STEVENS, WA 98258**