

2016

Reader Study


FISHERMEN'S
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The findings cited in this report are based on a survey sponsored by Philips Publishing on behalf of their publication, *Fishermen's News*.

PURPOSE AND METHOD

The survey sample of 1,945 was selected by Philips Publishing and included all US paid/signed first class single copy subscribers to *Fishermen's News* (or 49% of *Fishermen's News*' entire 4,006 circulation) at the time of sample selection.

The 1-page, 2-sided questionnaire (8.5" x 11") was designed jointly by Philips Publishing and Readex. Materials production, addressing, and mailing were handled by Philips Publishing; tabulation was handled by Readex.

On September 20, 2016, Philips Publishing mailed survey kits to all 2,000 sample members. Each kit consisted of a cover letter on *Fishermen's News* letterhead, signed by the managing editor, the questionnaire, and a business reply envelope addressed to Readex, all in an outgoing *Fishermen's News* envelope.

The survey was closed for tabulation on October 12, 2016, with 419 usable responses—a 22% response rate. As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

The margin of error for percentages based on 419 usable responses is ± 4.2 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

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**ABOUT
READEX
RESEARCH**

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients.

As a full-service survey research supplier, Readex offers professional services, and in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques in addition to the more traditional stub-and-banner tabulations.

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DATA TABLES INDEX TO TABLES

In addition to percentages, three summary statistics may be presented in this report for numeric variables.

A **mean** is the arithmetic average of a distribution (i.e., a set of values). Because it is arithmetically calculated, it can be multiplied by the population represented to present a total volume estimate. For example, if 100 survey respondents (representing 10,000 people in the population) reported mean expenditures of \$100 each, total expenditures for that population are estimated as $10,000 \times \$100 = \$1,000,000$. Means are very much influenced by extremely large or extremely small values in the distribution (e.g., one millionaire can substantially raise an estimate of average income).

Means for grouped data are calculated using the midpoint of each range. The lowest-valued group is represented by its largest value; the highest-valued group by its lowest.

The **standard error** measures the variability associated with the survey's estimate of a population mean. The standard error is analogous to the margin of error associated with percentages: that is, 95% of the time we expect the true (unknown) population mean to be within plus-or-minus two standard errors of the mean calculated from the sample. A standard error that is large in proportion to the mean indicates a high level of statistical instability; trending and projections against such estimates should be undertaken cautiously.

A **median** is the value that lies at the middle of a distribution: that is, 50% of the values are above it and 50% are below. It represents the "typical" response, and is not influenced by extreme values. For most distributions, the median will be either roughly equal to, or significantly smaller than the mean.

Medians for grouped data are calculated by locating the group which contains the 50th percentile, then interpolating between the lower and upper bounds to estimate the precise value. Only the values listed *above* the statistics on a data table are used in the calculations.

TABLE 001 page 1

Readership Frequency

1. How many of the last 4 issues of Fisherman's News have you read or looked through?

base: all respondents	419 100%
4 of 4	386 92%
3 of 4	19 5%
2 of 4	6 1%
1 of 4	4 1%
none	1 0%
mean:	3.9
standard error:	0.02
median:	4
haven't yet received 4 issues	2 0%
no answer	1 0%

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TABLE 002 page 1

Pass-Along Readership

2. How many *other* people usually read or look through your copy of Fisherman's News?

base: all respondents	419 100%
ONE OR MORE:	303 72%
5 or more	33 8%
4	14 3%
3	45 11%
2	109 26%
1	102 24%
none	110 26%
mean:	1.6
standard error:	0.07
median:	1
no answer	6 1%

TABLE 003 page 1

Number of Times Refer To

3. *On average, how many times do you read/look through a particular issue of Fisherman's News?*

base: all respondents	419 100%
3 or more	128 31%
2	180 43%
1	101 24%
do not read/look through	2 0%
mean:*	
standard error:*	
median:	2
no answer	8 2%

*Due to the high proportion of respondents answering in the top category, the sample mean and standard error cannot be meaningfully calculated.

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TABLE 004 page 1

Content Read/Looked Through

4. For what types of content do you read/look through Fisherman's News?

base: all respondents (multiple answers)	419 100%
news/features relevant to me/ my business	362 86%
new fishing products/services	307 73%
advocacy of the independent fisherman	270 64%
classifieds	264 63%
engaging/entertaining stories	263 63%
timely/accurate news reporting	259 62%
other	33 8%
indicated at least one	413 99%
do not read/look through	2 0%
no answer	4 1%

TABLE 005 page 1

Content/Feature Coverage: More Summary

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

MORE SUMMARY

base: all respondents	419 100%
vessel profiles	133 32%
regional reports	129 31%
market reports	128 31%
product reviews	123 29%
From the Fleet	118 28%
community interest stories	116 28%
shipyard reports	106 25%
classified ads	104 25%
letters to the editor	77 18%
editorial/advocacy pieces	76 18%
Wheelwatch	66 16%
PCFFA	41 10%

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TABLE 005 page 2

Content/Feature Coverage: More Summary

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

base: all respondents	419 100%
indicated at least one	335 80%
indicated none	84 20%

TABLE 006 page 1

Content/Feature Coverage: Less Summary

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

LESS SUMMARY

base: all respondents	419	100%
PCFFA	35	8%
shipyard reports	27	6%
editorial/advocacy pieces	27	6%
classified ads	23	5%
vessel profiles	22	5%
community interest stories	22	5%
product reviews	19	5%
letters to the editor	16	4%
Wheelwatch	16	4%
market reports	11	3%
regional reports	10	2%
From the Fleet	4	1%

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TABLE 006 page 2

Content/Feature Coverage: Less Summary

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

base: all respondents	419 100%
indicated at least one	113 27%
indicated none	306 73%

TABLE 007 page 1

Content/Feature Coverage: Market Reports

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

MARKET REPORTS

base: all respondents	419 100%
more	128 31%
same	233 56%
less	11 3%
no answer	47 11%

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TABLE 008 page 1

Content/Feature Coverage: Shipyard Reports

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

SHIPYARD REPORTS

base: all respondents	419 100%
more	106 25%
same	243 58%
less	27 6%
no answer	43 10%

TABLE 009 page 1

Content/Feature Coverage: Regional Reports

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

REGIONAL REPORTS

base: all respondents	419	100%
more	129	31%
same	224	53%
less	10	2%
no answer	56	13%

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TABLE 010 page 1

Content/Feature Coverage: Vessel Profiles

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

VESSEL PROFILES

base: all respondents	419 100%
more	133 32%
same	225 54%
less	22 5%
no answer	39 9%

TABLE 011 page 1

Content/Feature Coverage: Editorial/Advocacy Pieces

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

EDITORIAL/ADVOCACY PIECES

base: all respondents	419	100%
more	76	18%
same	252	60%
less	27	6%
no answer	64	15%

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TABLE 012 page 1

Content/Feature Coverage: Community Interest Stories

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

COMMUNITY INTEREST STORIES

base: all respondents	419 100%
more	116 28%
same	226 54%
less	22 5%
no answer	55 13%

TABLE 013 page 1

Content/Feature Coverage: Product Reviews

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

PRODUCT REVIEWS

base: all respondents	419 100%
more	123 29%
same	223 53%
less	19 5%
no answer	54 13%

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TABLE 014 page 1

Content/Feature Coverage: Classified Ads

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

CLASSIFIED ADS

base: all respondents	419 100%
more	104 25%
same	245 58%
less	23 5%
no answer	47 11%

TABLE 015 page 1

Content/Feature Coverage: Letters to the Editor

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

LETTERS TO THE EDITOR

base: all respondents	419	100%
more	77	18%
same	270	64%
less	16	4%
no answer	56	13%

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TABLE 016 page 1

Content/Feature Coverage: From the Fleet

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

FROM THE FLEET

base: all respondents	419 100%
more	118 28%
same	246 59%
less	4 1%
no answer	51 12%

TABLE 017 page 1

Content/Feature Coverage: PCFFA

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

PCFFA

base: all respondents	419 100%
more	41 10%
same	265 63%
less	35 8%
no answer	78 19%

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TABLE 018 page 1

Content/Feature Coverage: Wheelwatch

5. Would you like to see more, less, or about the same amount of coverage given to each of the following types of content/features in future issues of Fisherman's News?

WHEELWATCH

base: all respondents	419 100%
more	66 16%
same	272 65%
less	16 4%
no answer	65 16%

TABLE 019 page 1

Resources Used

6. What resources do you use for commercial fishing news/information?

base: all respondents (multiple answers)	419 100%
print magazines	380 91%
word-of-mouth	256 61%
websites	199 47%
local newspapers	163 39%
e-newsletters	108 26%
television	83 20%
social media	75 18%
digital magazines	70 17%
radio	66 16%
other	16 4%
NET: MAGAZINES	382 91%
indicated at least one	413 99%
none	3 1%
no answer	3 1%

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TABLE 020 page 1

Preferred Format

7. In what format do you prefer to receive commercial fishing news/information?

base: all respondents	419 100%
print format	303 72%
digital format	3 1%
both	106 25%
no answer	7 2%

TABLE 021 page 1

Other Industry Publications Read Regularly

8. What *other* industry publications do you read regularly (that is, at least 3 out of 4 issues)?

base: all respondents (multiple answers)	419 100%
National Fisherman	294 70%
Pacific Fishing	289 69%
Fishing News International	54 13%
other	47 11%
indicated at least one	360 86%
none	49 12%
no answer	10 2%

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TABLE 022 page 1

Frequency of Visiting Website

9. How often to you visit www.fishermansnews.com?

base: all respondents	419 100%
daily	6 1%
a few times per week	7 2%
weekly	20 5%
a few times per month	34 8%
monthly	25 6%
less than monthly	85 20%
never	232 55%
no answer	10 2%

TABLE 023 page 1

Fishing Locations

10. Where does your company fish?

base: all respondents (multiple answers)	419 100%
Alaska	222 53%
Washington	117 28%
Oregon	89 21%
California	77 18%
Hawaii/South Pacific	9 2%
British Columbia	7 2%
other	4 1%
indicated at least one	334 80%
company does not fish	59 14%
not currently employed	20 5%
no answer	6 1%

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TABLE 024 page 1

Involvement in Fishery Types

11. Based on gear type, in what fisheries is your company involved?

base: employed respondents (multiple answers)	393 100%
Gillnet	154 39%
Troll	136 35%
Longline	128 33%
Pot	121 31%
Seine	82 21%
Trawl	56 14%
Jig	50 13%
Trap	38 10%
Dive	14 4%
other	25 6%
indicated at least one	357 91%
none	28 7%
no answer	8 2%

TABLE 025 page 1

Purchasing Involvement

12. What best describes your usual involvement in your company's purchases of products/services?

base: employed respondents	393 100%
INVOLVED IN SOME WAY	310 79%
approve/authorize	253 64%
recommend	30 8%
research	8 2%
involved in other way(s)	19 5%
not involved in purchasing	58 15%
no answer	25 6%

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TABLE 026 page 1

Purchase Frequency: Major Purchases

13. How often do you purchase each of the following for your company?

MAJOR PURCHASES (DECK MACHINERY,
 GEN-SET, PROPULSION, RETROFIT,
 ETC.)

base: employed respondents involved in purchasing products/ services for their company	310 100%
multiple times per year	32 10%
yearly	51 16%
every other year	23 7%
every few years	91 29%
less often	56 18%
never	38 12%
no answer	19 6%

TABLE 027 page 1

Purchase Frequency: Operations Electronics

13. How often do you purchase each of the following for your company?

OPERATIONS ELECTRONICS (GPS, RADAR, COMMUNICATIONS, ETC.)

base: employed respondents involved in purchasing products/ services for their company	310 100%
multiple times per year	19 6%
yearly	41 13%
every other year	26 8%
every few years	86 28%
less often	41 13%
never	29 9%
no answer	68 22%

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TABLE 028 page 1

Purchase Frequency: Gear: Personal/Safety

14. How often do you purchase gear and maintenance products for your company?

GEAR: PERSONAL/SAFETY
 (CLOTHING, RAIN GEAR, SURVIVAL
 SUIT, KNIVES, ETC.)

base: employed respondents
 involved in purchasing products/
 services for their company 310
 100%

multiple times per month 27
 9%

monthly 33
 11%

every other month 9
 3%

every few months 110
 35%

less often 81
 26%

never 27
 9%

no answer 23
 7%

TABLE 029 page 1

Purchase Frequency: Gear: Other

14. How often do you purchase gear and maintenance products for your company?

GEAR: OTHER (LINE, NETS, ANCHORS, SKIFF, SAFETY EQUIPMENT, ETC.)

base: employed respondents involved in purchasing products/ services for their company	310	100%
multiple times per month	18	6%
monthly	28	9%
every other month	12	4%
every few months	84	27%
less often	90	29%
never	32	10%
no answer	46	15%

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TABLE 030 page 1

Purchase Frequency: Maintenance Products

14. How often do you purchase gear and maintenance products for your company?

MAINTENANCE PRODUCTS (LUBRICANTS
HARDWARE, TOOLS, PAINT, ETC.)

base: employed respondents involved in purchasing products/ services for their company	310 100%
multiple times per month	45 15%
monthly	58 19%
every other month	22 7%
every few months	69 22%
less often	42 14%
never	25 8%
no answer	49 16%

TABLE 031 page 1

Preferred Shopping Location

15. Where do you prefer to shop for supplies/groceries for your company?

base: employed respondents involved in purchasing products/ services for their company (multiple answers)	310 100%
commercial fishing specialty store	211 68%
large retailer/box store (e.g., Costco)	172 55%
small retailer	124 40%
Cash & Carry	49 16%
other	22 7%
indicated at least one	287 93%
no answer	23 7%

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TABLE 032 page 1

Amount Spent Outfitting Boat/Supporting Business

16. *Approximately how much did your company spend in 2015 outfitting its boat(s) and/or supporting its business?*

base: employed respondents	393 100%
\$100,000 or more	73 19%
\$75,000 - \$99,999	10 3%
\$50,000 - \$74,999	32 8%
\$25,000 - \$49,999	70 18%
less than \$25,000	153 39%
mean (thousands):*	
standard error:*	
median:	\$30.6
no answer	55 14%

*Due to the high proportion of respondents answering in the bottom category, the sample mean and standard error cannot be meaningfully calculated.