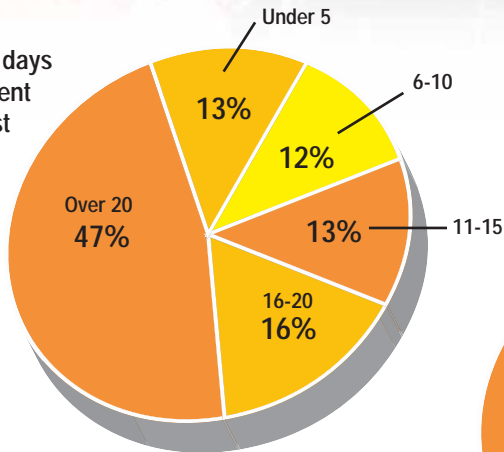


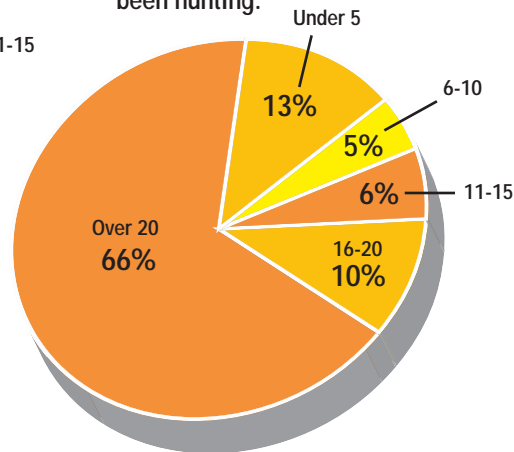
2009 Cabela's Outfitter Journal

Readership Survey

Number of days readers spent hunting last year:

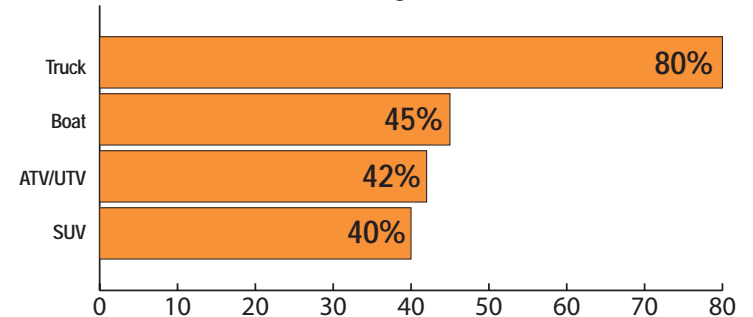


Number of years readers have been hunting:

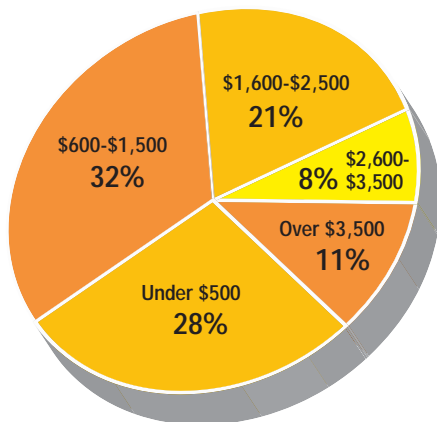


- 94% of readers are male.
- The average age of a reader is 55.
- The average household income of a reader is \$70,100.
- 35% of readers own or lease recreational property, while 16% are considering it.

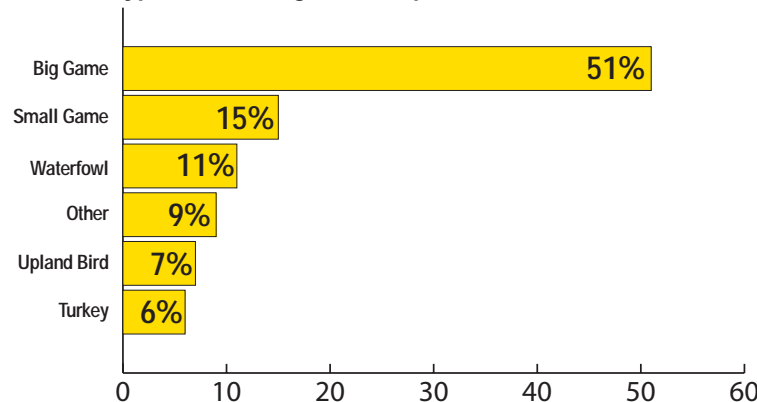
Readers own the following vehicles:



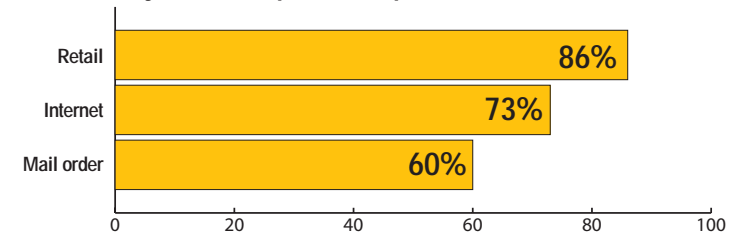
Annual hunting expenditure from readers:



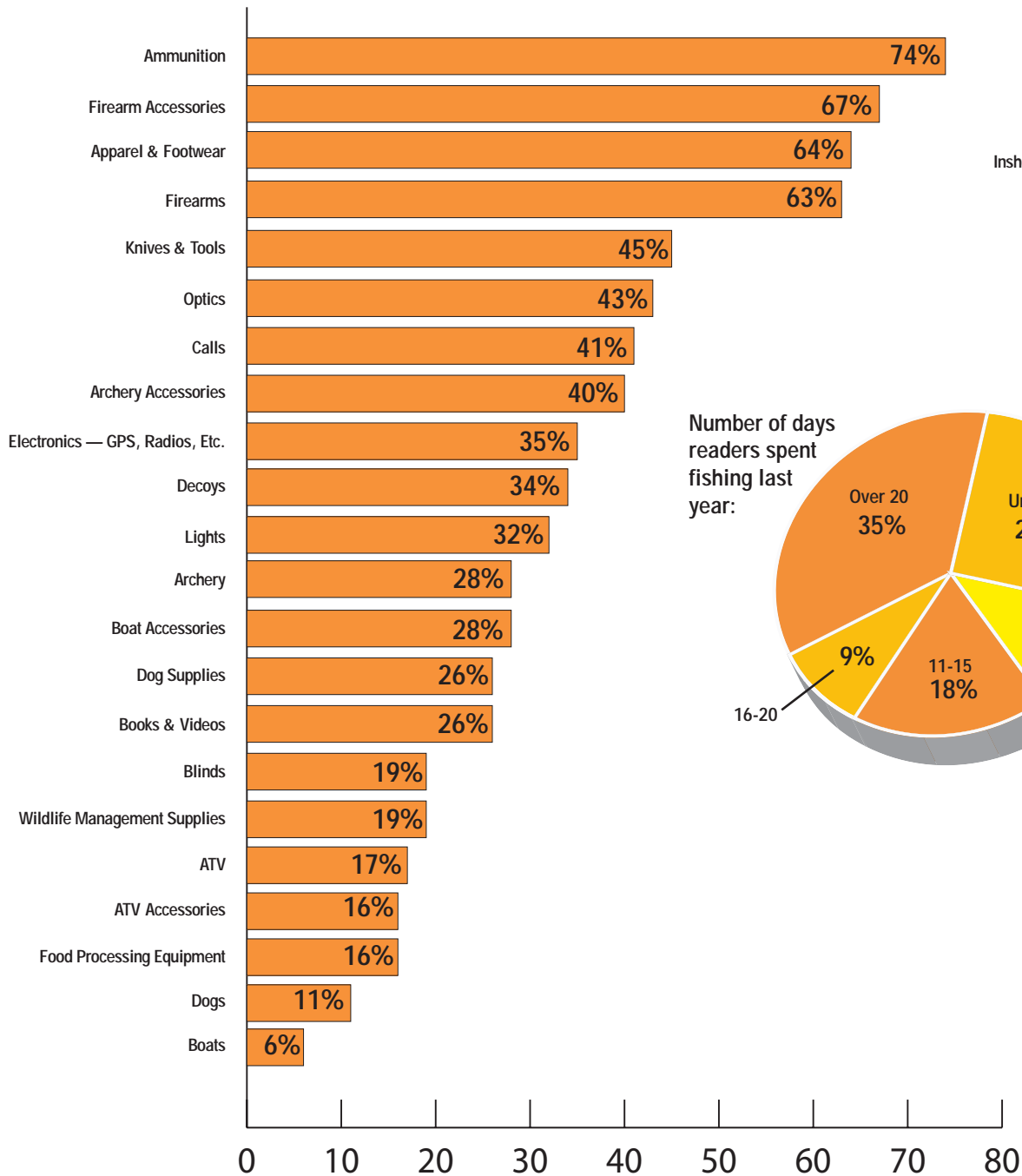
Types of hunting readers prefer:



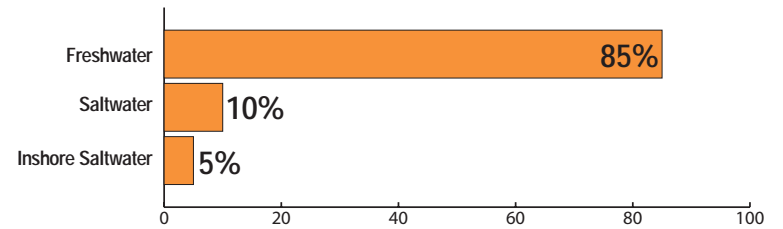
Ways readers purchase products:



Items readers plan to upgrade or purchase in the next year:

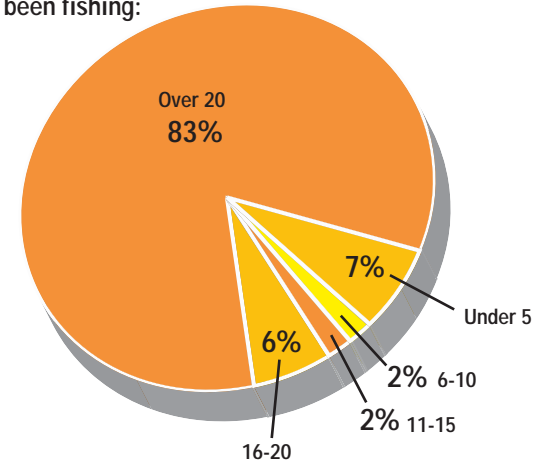
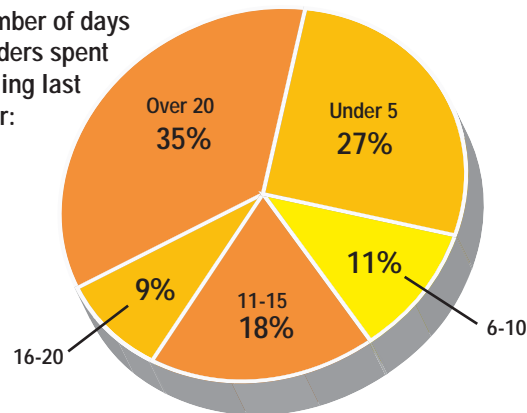


Types of fishing readers prefer:



Number of years readers have been fishing:

Number of days readers spent fishing last year:



Annual fishing expenditure from readers:

