



RezKill Fishing Adventures

Tournament Fishing Team

www.RezKill.com

[Data & Statistics > AnglerSurvey.com > November 2007 Online Tackle Sales](#)

| Selected Market Data from AnglerSurvey* November 2007 | | | |
|--|---|---|--|
| Category | % of Sales Transacted Online November 2007 | % of Sales Transacted Online November 2006 | % of Sales Transacted Online YTD 2007 |
| Rods | 6.4% | 11.6% | 11.8% |
| Reels | 6.9% | 6.7% | 14.7% |
| Combos | 5.8% | 2.4% | 3.9% |
| Line | 5.5% | 4.5% | 4.4% |
| Lures, hard baits | 4.1% | 5.0% | 3.8% |
| Lures, soft baits | 9.5% | 5.0% | 4.7% |