

# SAMPLE



# FISHING

PARTICIPATION & EQUIPMENT PURCHASES  
CONSUMER TRACKING STUDY



CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# TABLE OF CONTENTS

- Introduction and Background ..... 3
- Annual 2023 Report Summary ..... 5
  - Annual 2023 Freshwater Fishing ..... 7
  - Annual 2023 Saltwater Fishing ..... 8
  - Annual 2023 Purchases ..... 9
- Summary of Survey Respondents ..... 11
- Freshwater vs. Saltwater activities ..... 12
- Purchases ..... 17
  - Fishing Rods, Reels and Combos ..... 18
  - Fishing Line ..... 30
  - Fishing Lures and Bait ..... 35
  - Terminal Tackle ..... 49
  - Fly Fishing Gear ..... 65
  - Fishing Electronics ..... 80
  - Ice Fishing Gear ..... 84
  - Fishing Apparel ..... 94
  - Other Fishing Equipment ..... 107
  - Mean Dollar Amount Spent ..... 120

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# INTRODUCTION AND BACKGROUND

This report presents the results of the quarterly AnglerSurvey.com© online consumer panel survey. This panel, composed of anglers across the U.S. who volunteer to participate, tracks angler participation and expenditures.

To overcome biases common to online surveys, the survey respondents are weighted to reflect the true population of U.S. anglers. The weighting process is conducted dynamically with each survey to reflect the general angler population as accurately as possible. Currently, AnglerSurvey data are weighted on age, geographic region, gender, and income. We are always improving our analytical procedures and sampling weights to better represent sportsmen nationwide.

This year's report implements an improved weighting scheme that uses the best available demographic information to better reflect the population of U.S. anglers. Past year figures (Annual 2022) use the previous weighting scheme. As a result, shifts from 2022 to 2023 do not necessarily reflect changes in consumer behavior.

The Southwick consumer panel survey has been strengthened with the addition of a 'general population' sample to better represent infrequent anglers and reflect current angler trends. These panelists entered the survey such that their demographic distribution matched that of the general U.S. population.

A note about statistical reliability: All surveys are subject to sampling variability, often called the "margin of error". This is typically presented as +/- some percentage to indicate the range of values that surround the true percentage occurring within the total population of anglers. Because the margin of error is determined by the percentage of people answering a specific question of the total number of respondents, the margin of error will be different for each table in the report. For that reason, we include "N=" at the bottom of each table to denote the sample size on which the table is based and as a general indication of statistical reliability.

As a general rule, results based on a sample with fewer than thirty respondents should be viewed with caution. This is mostly likely to occur with the monthly estimates where the sample sizes for some purchases are small. For tables with N=100, the margin of error is no worse than +/-9.8%. For tables with N=500, the margin of error is no worse than +/-4.4%. For tables with N=2,000, the margin of error is no worse than +/-2.2%. Furthermore, products for which the sample frame includes fewer than 10 respondents, have been highlighted red.

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

### *Simplifying report tables*

The “stores” tables have been reduced to concise lists within the report. For clarification and to see how these items are presented to panelists in the survey, please see the table below:

#### *Store Types*

Options seen by panelists in survey	Labels in report table
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King, etc.)	Farm/Ranch Stores
Fishing shows or Expos	Fishing shows or Expos
General Sporting Goods (Sports Authority, Dick's, Academy)	General Sporting Goods
Local shop (bait tackle, specialty fly shop)	Local Shop
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)	Mass Merchant
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Outdoors)	Outdoor Specialty Store
Printed Catalog (Bass Pro and Cabela's)	Printed Catalog
Used	Used
Website (Cabela's, Bass Pro)	Website
Other	Other
Not sure	Not sure

### *Reporting items purchased rather than purchasers of items*

N-values for item tables (brand, price, store, etc.) in the [Fishing Purchases](#) section are now reporting the number of items purchased as opposed to the number of respondents who purchased those items. The survey asks for panelists to report up to three purchases for each item. Section demographics and the list of types of items purchased in that section still report the number of purchasers. The N-values are labeled in each table to indicate whether the N-value is number of purchasers or items purchased. The market share for these tables has always represented up to three purchased items.

### *Market Share by Quantity Purchased*

The quantity of items purchased has been asked in the survey for some time; however, the structure of the data did not allow the quantity to be used for the weighting of market share. The database has been reconfigured, enabling the use of quantity reported to effectively weight the market share estimates by units purchased. For example, the market share for hooks in previous reports would be interpreted as “Brand A represents X% of hook purchases.” The market share for hooks is now interpreted as “Brand A represents X% of hooks purchased.”

The previous reporting of market share of purchases by quantity is still presented to give the reader an idea of the number of items being purchased, but the remainder of the tables for that item are then presented as market share by the given unit (often packages, but not always).

The items that are weighted to present an estimated market share by unit are as follows:

- Fishing line market shares are estimated by spool.
- Hard bait, soft bait, spinner bait, dough bait, and jig bait market shares are estimated by the number of reported purchases versus the number of actual lures or units.
- Terminal tackle (hooks, sinkers, rigs, etc.) and fly tables present market share weighted by the amount of an item purchased (units).

Leaders are no longer weighted by the amount of an item purchased to allow for the reporting of both spools of leaders (for mono- and fluorocarbon) and individual leaders (for pre-made leader rigs).

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# ANNUAL 2023 REPORT SUMMARY

The Angler Survey is a quarterly survey that received 5,480 complete survey responses in 2023. The following tables are summaries of the responses to key questions throughout the year.

*Type of Fishing by Age*



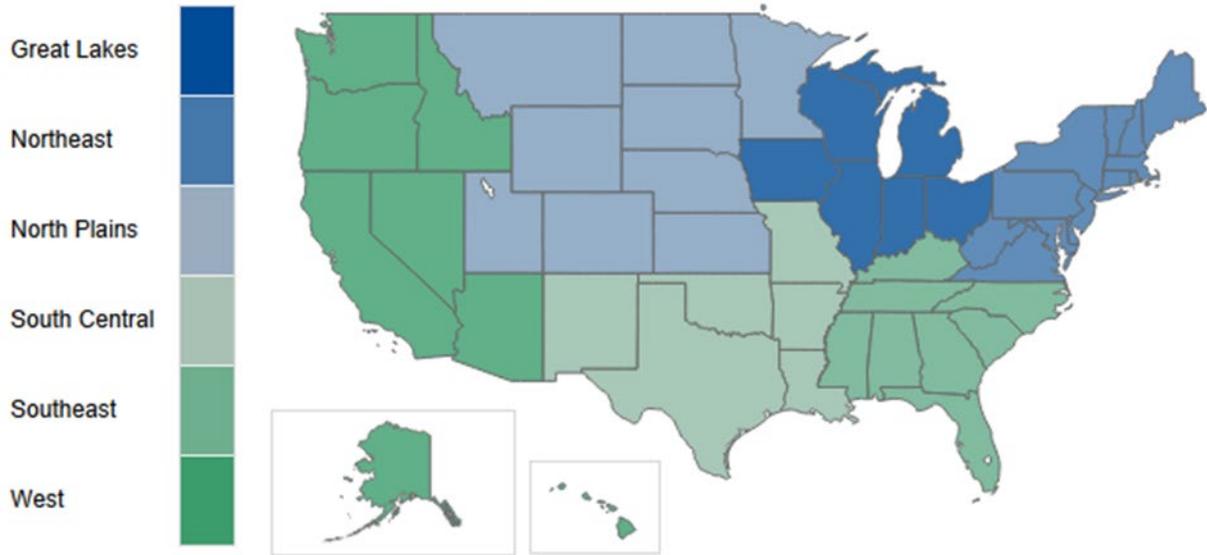
*Type of Fishing by Age*

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Freshwater Only	%	%	%	%	%	%
Both Freshwater and Saltwater						
Saltwater Only						
Total	N=	N=	N=	N=	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

**Region**



	Great Lakes	Northeast	North Plains	South Central	Southeast	West
Freshwater Only						
Both Freshwater and Saltwater						
Saltwater Only						
Total	N=	N=	N=	N=	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Annual 2023 Freshwater Fishing

---

## *Lures and bait used in Freshwater Fishing by Age*

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Fishing with artificial lures, except flies						
Fishing with live bait						
Fishing with dead bait						
Fly fishing						
Other non-conventional baits						
Did not use bait						
Other						
Total	N=	N=	N=	N=	N=	N=

## *Locations of freshwater fishing by age*

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Land, shore, beach, pier, dock, bridge, wading						
Bass Boat						
Boat (non-power)						
Kayak						
Powerboat (including charter)						
Canoe						
Ice						
Floating Tube						
Other						
Total	N=	N=	N=	N=	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Annual 2023 Saltwater Fishing

---

## *Lures and bait used in Saltwater Fishing by Age*

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Fishing with artificial lures, except flies						
Fishing with live bait						
Fishing with dead bait						
Other non-conventional baits						
Fly fishing						
Did not use bait						
Other						
Total	N=	N=	N=	N=	N=	N=

## *Locations of Saltwater Fishing by Age*

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Land, shore, beach, pier, dock, bridge or wading						
Powerboat (including charter)						
Bass Boat						
Boat (non-power)						
Kayak						
Canoe						
Floating Tube						
Ice						
Other						
Total	N=	N=	N=	N=	N=	N=

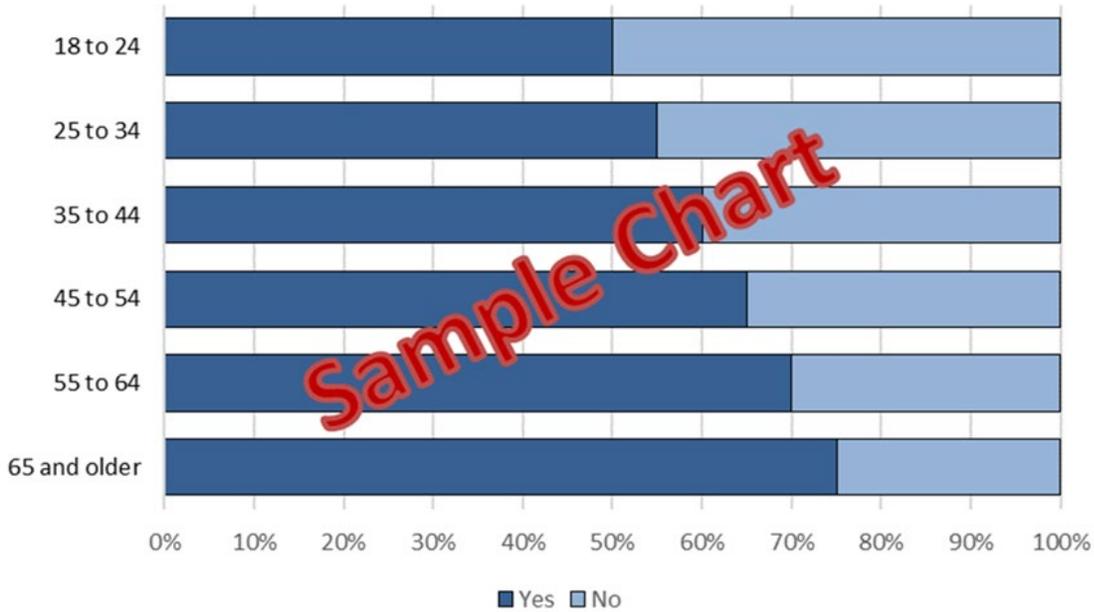
---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Annual 2023 Purchases

Have you purchased any fishing items in the three months prior to this survey?



Have you purchased any fishing items in the three months prior to this survey?

	18 to 24	25 to 34	35 to 44	45 to 54	54 to 64	65 and older
Yes						
No						
Total	N=	N=	N=	N=	N=	N=

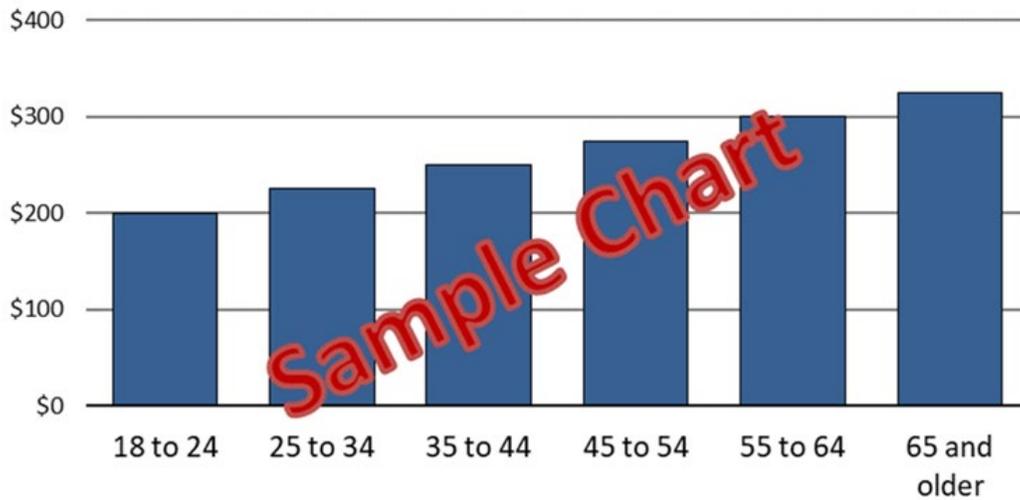
Fishing equipment purchased by age

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Lures and baits						
Fishing line (not fly fishing)						
Terminal tackle						
Rod (not fly fishing)						
Fishing apparel						
Reel (not fly fishing)						
Other fishing equipment						
Rod/reel accessories and parts						
Combo (rod/reel)						
Fly fishing tackle & accessories						
Electronics						
Ice fishing tackle & accessories						
Total	N=	N=	N=	N=	N=	N=

CONFIDENTIAL:

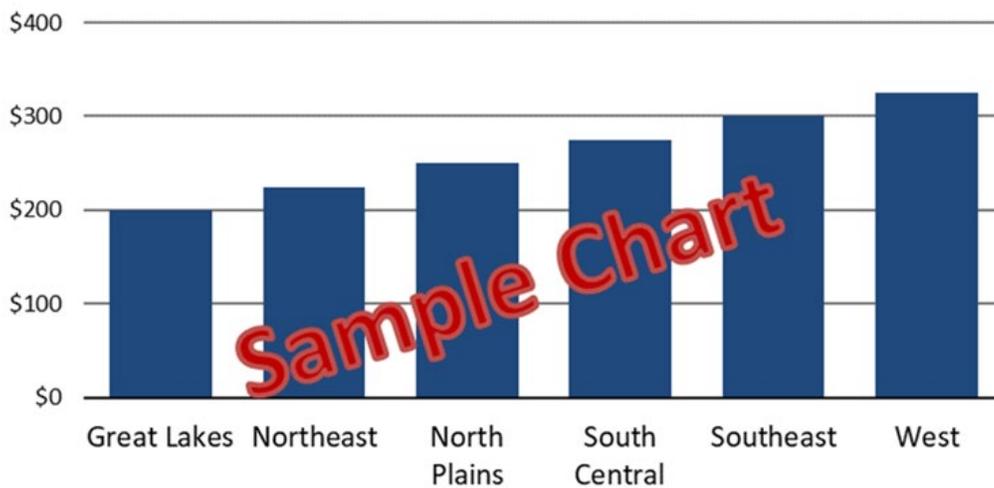
Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

What did you spend overall in the three months prior to this survey on angling items (by age; mean)?



18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
\$	\$	\$	\$	\$	\$

What did you spend overall in the three months prior to this survey on angling items (by region; mean)?



Great Lakes	Northeast	North Plains	South Central	Southeast	West
\$	\$	\$	\$	\$	\$

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# SUMMARY OF SURVEY RESPONDENTS

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# FRESHWATER VS. SALTWATER ACTIVITIES

*Did you freshwater fish in the last three months?*

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

*Did you saltwater fish in the last three months?*

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

*Where did you fish in the last three months?*

	ANNUAL 2023	ANNUAL 2022
Freshwater Only		
Saltwater Only		
Both Freshwater and Saltwater		
Total	N=	N=

*Percent of freshwater anglers using guides*

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

*Percent of saltwater anglers using guides*

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of bait used when freshwater fishing*

	ANNUAL 2023	ANNUAL 2022
Fishing with artificial lures, except flies (includes hard baits, soft baits, jigs and spinners)		
Fishing with live bait		
Fishing with dead bait (liver, fish eggs, cut fish, dead shrimp, etc, including all types of dough baits and other commercially prepared baits)		
Fly fishing		
Did not use bait (bowfishing, spearfishing, noodling)		
Other non-conventional baits (including bread, corn, etc)		
Other		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

*Freshwater species targeted*

	ANNUAL 2023	ANNUAL 2022
Any freshwater fish that bites		
Carp		
Catfish		
Largemouth or spotted bass		
Panfish (crappie, sunfish, bluegill/bream)		
Perch		
Pickrel, pike or muskie		
Salmon		
Saugeye		
Smallmouth bass		
Striped bass (freshwater) or hybrid bass		
Sturgeon		
Trout		
Walleye		
White bass and sunshine bass		
Other fish		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Places from where freshwater anglers fished*

	ANNUAL 2023	ANNUAL 2022
Bass Boat		
Boat (non-power)		
Canoe		
Floating Tube		
Ice		
Kayak		
Land, shore, beach, pier, dock, bridge, wading		
Powerboat (including charter)		
Other		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

*Days of fishing per month (in the last three months) by freshwater anglers*

	ANNUAL 2023	ANNUAL 2022
0 days		
1 or 2 days		
3 to 5 days		
6 to 15 days		
15 to 25 days		
26 to 35 days		
36 to 45 days		
over 45 days		
Total	N=	N=

*Types of bait used when saltwater fishing*

	ANNUAL 2023	ANNUAL 2022
Fishing with artificial lures, except flies (includes hard baits, soft baits, jigs and spinners)		
Fishing with live bait		
Fishing with dead bait (liver, fish eggs, cut fish, dead shrimp, etc, including all types of dough baits and other commercially prepared baits)		
Fly fishing		
Did not use bait (bowfishing, spearfishing, noodling)		
Other non-conventional baits (including bread, corn, etc)		
Other		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Saltwater species targeted*

	ANNUAL 2023	ANNUAL 2022
Any saltwater fish that bites		
Amberjack		
Atlantic Croaker		
Barracuda		
Billfish		
Black drum		
Bluefish		
Bonefish		
Bonito		
Calico bass		
Cobia		
Cod (all species)		
Dolphin fish/Mahi mahi		
False albacore		
Flounder (Fluke)		
Grouper, snapper, sea bass		
Haddock		
Halibut		
Mackerel (king, spanish, boston, cero, etc)		
Other bass (Pacific coast only)		
Perch		
Permit		
Pompano		
Redfish, red drum, channel bass		
Rockfish (Pacific coast only)		
Salmon		
Scup		
Shark		
Sheephead		
Snook		
Spotted seatrout or weakfish		
Striped bass		
Sturgeon		
Tarpon		
Tautog (blackfish)		
Tuna		
Wahoo		
Whiting		
Other fish		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Places from where saltwater anglers fished*

	ANNUAL 2023	ANNUAL 2022
Bass Boat		
Boat (non-power)		
Canoe		
Floating Tube		
Ice		
Kayak		
Land, shore, beach, pier, dock, bridge or wading		
Powerboat (including charter)		
Other		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

*Days of fishing in the last three months by saltwater anglers*

	ANNUAL 2023	ANNUAL 2022
0 days		
1 or 2 days		
3 to 5 days		
6 to 15 days		
15 to 25 days		
26 to 35 days		
36 to 45 days		
over 45 days		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# PURCHASES

Did you purchase any fishing related items in the last three months for yourself, others, or as gifts?

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

Of people who reported buying FISHING EQUIPMENT, they purchased:

	ANNUAL 2023	ANNUAL 2022
Fishing apparel		
Electronics		
Fly fishing tackle & accessories		
Ice fishing tackle & accessories		
Combo (rod/reel)		
Fishing line (not fly fishing)		
Reel (not fly fishing)		
Rod (not fly fishing)		
Rod/reel accessories and parts (blanks, building and repair equipment, holders, cover, frame, seats, spools, etc )		
Lures and baits		
Other fishing equipment		
Terminal tackle		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Fishing Rods, Reels and Combos

---

## Fishing Rods

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Type of fishing RODS purchased*

	ANNUAL 2023	ANNUAL 2022
Baitcast		
Spincast		
Spinning		
Other		
Not sure		
Total	N=	N=

*Brands of fishing RODS purchased*

	ANNUAL 2023	ANNUAL 2022
13 Fishing		
Abu-Garcia		
All Star		
Bass Pro Shops brand		
Berkley (Lightning Rod, Series One, Cherrywood)		
BnM		
Cabela's brand		
Cal Star		
custom built		
Daiwa		
Dobyns		
Duckett		
Eagle Claw/Wright-McGill		
Fenwick		
G Loomis		
Gander Outdoors		
Kistler		
Lew's		
Okuma		
Penn		
Quantum		
Shakespeare (Ugly Stik, Prius, Sturdy Stik)		
Shimano		
Sixgill		
Skeet Reese		
St. Croix		
Star Rods		
Tsunami		
Zebco		
Other		
Other private label store brands		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of fishing RODS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on rods</b>	<b>\$</b>	<b>\$</b>

*Types of stores where fishing RODS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where fishing RODS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Primary type of fishing intended for the RODS purchased*

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

## Fishing Reels

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total	N=	N=	

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Type of fishing REELS purchased*

	ANNUAL 2023	ANNUAL 2022
Baitcast		
Spincast		
Spinning		
Other		
Not sure		
Total	N=	N=

*Brands of fishing REELS purchased*

	ANNUAL 2023	ANNUAL 2022
13 Fishing		
Abu Garcia		
Bass Pro Shops brand		
Cabela's brand		
Daiwa		
Fin-Nor		
Lew's		
Mitchell		
Okuma		
Penn		
Pflueger		
Quantum		
Shakespeare		
Shimano		
Zebco		
Other		
Other private label store brand		
Not sure		
Total	N=	N=

*Primary type of fishing intended for the REELS purchased*

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of fishing REELS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on reels</b>	<b>\$</b>	<b>\$</b>

*Types of stores where fishing REELS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where fishing REELS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Fishing Combos*

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
\$200,000 or more			
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Type of fishing COMBOS purchased*

	ANNUAL 2023	ANNUAL 2022
Baitcast		
Spincast		
Spinning		
Other		
Not sure		
Total	N=	N=

*Brands of fishing COMBOS purchased*

	ANNUAL 2023	ANNUAL 2022
13 Fishing		
Abu Garcia		
Bass Pro Shops brand		
Berkley		
Bill Dance		
Cabela's brand		
Daiwa		
Eagle Claw		
Fenwick		
Lew's		
Mitchell		
Okuma		
Penn		
Pflueger		
Quantum		
Shakespeare		
Shimano		
St. Croix		
Zebco		
Other		
Other private label store brand		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of fishing COMBOS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on combos</b>	<b>\$</b>	<b>\$</b>

*Types of stores where fishing COMBOS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where fishing COMBOS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Primary type of fishing intended for the COMBOS purchased*

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

*Type of ROD & REEL ACCESSORIES purchased*

	ANNUAL 2023	ANNUAL 2022
Reel parts or accessories		
Rod parts or accessories		
Other		
Not sure		
Total	N=	N=

*Brands of ROD & REEL ACCESSORIES purchased*

	ANNUAL 2023	ANNUAL 2022
Abu Garcia		
Bass Pro Shops brand		
BnM		
Cabela's brand		
custom or handmade		
Daiwa		
Denali		
Eagle Claw		
Fuji		
Gander Outdoors		
Lew's		
MHX		
Okuma		
Penn		
Quantum		
Shimano		
St. Croix		
Zebco		
Other		
Other private label store brand		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of ROD & REEL ACCESSORIES purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on rodreelaccess</b>	<b>\$</b>	<b>\$</b>

*Types of stores where ROD & REEL ACCESSORIES were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where ROD & REEL ACCESSORIES were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Fishing Line

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Of people who reported buying FISHING LINE, they purchased*

	ANNUAL 2023	ANNUAL 2022
Fluorocarbon		
Monofilament		
Superline or Braid		
Unifilament		
Other		
Not sure		
Total	N=	N=

*Number of spools of LINE purchased*

	ANNUAL 2023	ANNUAL 2022
1		
2		
3		
4		
5 or more		
Spoiled/loaded by retailer		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of FISHING LINE purchased (per spool)*

	ANNUAL 2023	ANNUAL 2022
Ande		
Bass Pro Shops brand		
Berkley (unknown specific brand)		
Berkley Big Game		
Berkley Fireline		
Berkley Gorilla Tough		
Berkley Nanofil		
Berkley Trilene		
Berkley Vanish		
Cajun Red		
Hi-Seas		
J-Braid/Daiwa		
Maxima		
P-Line		
PowerPro		
Seaguar		
Spiderwire		
Stren		
Suffix		
Sunline		
Trik Fish		
TripleFish		
Tuf-Line		
Yo-Zuri		
Zebco		
Other		
Not sure		
Total	N=	N=

*Primary type of fishing intended for the fishing LINES purchased*

	ANNUAL	ANNUAL
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of FISHING LINE purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$2.99		
\$3.00 - \$4.99		
\$5.00 - \$6.99		
\$7.00 - \$8.99		
\$9.00 - \$10.99		
\$11.00 - \$12.99		
\$13.00 - \$14.99		
\$15.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on lines</b>	<b>\$</b>	<b>\$</b>
<b>Average spent per spool</b>	<b>\$</b>	<b>\$</b>

*Types of stores where FISHING LINE was purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of website where fishing LINE was purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Fishing Lures and Bait

---

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

Of people who reported buying FISHING LURES, they purchased

	ANNUAL 2023	ANNUAL 2022
Dead bait		
Dough bait		
Hard bait		
Jigs		
Live bait		
Other bait		
Soft bait		
Spinner bait		
Total	N=	N=

Responses are multiple-selection and can total over 100%

Brand of HARD BAITs purchased

	ANNUAL 2023	ANNUAL 2022
6th Sense		
Arbogast		
Bagley		
Bandit		
Bass Pro Shops brand		
Berkley		
Blue Fox		
Bomber		
Boone		
Booyah		
Cabela's brand		
ChatterBait		
Cotton Cordell		
Daiwa (Saltiga, TD Minnow, Mebachi)		
Dare Devil		
Gibbs		
Gotcha		
H2O Academy		
Heddon		
Jackall		
Kastmaster		
Koppers		
Lindy		
LiveTarget		
Livingston Lures		
Luck-E-Strike		
Lucky Craft		
Luhr Jensen		
Manns		
Matzuo		
Megabass		
Mepps		

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

Mirrolure		
Rapala		
Rat-L-Trap/Bill Lewis		
Rebel		
Reef Runner		
River2Sea		
Salmo		
Sebile		
Smithwick		
Spro		
Storm		
Strike King		
Super Strike		
Thomas		
Yo-Zuri		
Other		
Not sure		
Total	N=	N=

*Cost of HARD BAITs purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$13.99		
\$14.00 - \$15.99		
\$16.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on hard baits</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where HARD BAITs were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where HARD BAITs were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Primary type of fishing intended for the HARD BAITs purchased*

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brand of SOFT BAITs purchased*

	ANNUAL 2023	ANNUAL 2022
Bass Assassin		
Bass Pro Shops brand		
Berkley Gulp		
Berkley Havoc		
Berkley PowerBait		
Big Bite		
Big Hammer		
Bobby Garland		
Booyah		
Cabela's brand		
Cabin Creek		
Creme		
Culprit		
Daiwa Yamamoto Neko		
DOA		
Gambler		
Gary Yamamoto		
Gene Larew		
Jackall		
Kalins		
Keitech		
Lunker City		
Manns		
Megabass		
Mister Twister		
NetBait		
Northland		
Reaction Innovations		
Roboworm		
Salt Strong		
Storm		
Strike King		
Tsunami		
Yamamoto		
Yum		
Z-Man		
Zoom		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of SOFT BAITs (per lure or package) purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$13.99		
\$14.00 - \$15.99		
\$16.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on soft baits</b>	<b>\$</b>	<b>\$</b>

*Types of stores where SOFT BAITs were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where SOFT BAITs were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Primary type of fishing intended for the SOFT BAITs purchased*

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

*Brand of SPINNER BAITs purchased (per package)*

	ANNUAL 2023	ANNUAL 2022
Bass Assassin		
Bass Pro Shops brand		
Berkley		
Blue Fox		
Booyah		
Cabela's brand		
Culprit		
H&H		
Johnson		
Lindy		
Luck-E-Strike		
Luhr Jensen		
Manns		
Mepps		
Mister Twister		
Northland		
Panther Martin		
Road Runner		
Rooster		
Tails/Wordens/Yakima		
Stanley		
Storm		
Strike King		
Terminator		
War Eagle		
Z-man		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of SPINNER BAITs (per package) purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$13.99		
\$14.00 - \$15.99		
\$16.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on spinnerbaits</b>	<b>\$</b>	<b>\$</b>

*Types of stores where SPINNER BAITs were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where SPINNER BAITs were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Primary type of fishing intended for the SPINNER BAITs purchased*

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

*Brand of DOUGH BAITs purchased*

	ANNUAL 2023	ANNUAL 2022
Berkley Gulp		
Berkley PowerBait		
Catfish Charlie		
Hog Wild		
Lil Stinker		
Magic Bait		
Mikes		
Mr Catfish		
Nitro		
Sonnys		
Yum		
Zeke		
Other		
Not sure		
Total	N=	N=

*Cost of DOUGH BAITs purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$13.99		
\$14.00 - \$15.99		
\$16.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on dough baits</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where DOUGH BAITs were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where DOUGH BAITs were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Primary type of fishing intended for the DOUGH BAITs purchased*

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brand of JIG BAITS purchased*

	ANNUAL 2023	ANNUAL 2022
Andrus		
Arkie		
Assault		
Bass Assassin		
Bass Pro Shops brand		
Berkley		
Berkley Gulp		
Berkley PowerBait		
Blakemore		
Bomber Saltwater Grade		
Booyah		
Cabela's brand		
ChatterBait		
custom		
Daiwa		
Dirty Jigs		
Eagle Claw		
Johnson		
Kalins		
Kastmaster		
Lindy		
Luck-E-Strike		
Mister Twister		
Northland		
Shimano		
Spro		
Strike King		
VMC		
Wahoo		
Williamson		
Z-Man		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of JIG BAITS (per lure or package) purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$13.99		
\$14.00 - \$15.99		
\$16.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on jig baits</b>	<b>\$</b>	<b>\$</b>

*Types of stores where JIG BAITS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where JIG BAITS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Primary type of fishing intended for the JIG BAITS purchased*

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

*Type of LIVE BAIT purchased*

	ANNUAL 2023	ANNUAL 2022
Live crickets, grasshoppers or Other non-water insects		
Live minnows, shiners or baitfish of any type		
Live worms and nightcrawlers		
Shrimp		
Other live bait		
Total	N=	N=

*Cost of LIVE BAIT purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$2.99		
\$3.00 - \$3.99		
\$4.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on live baits</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where LIVE BAIT were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Primary type of fishing intended for the LIVE BAIT purchased*

	ANNUAL 2023	ANNUAL 2022
Fresh water		
Brackish water		
Inshore saltwater		
Offshore saltwater		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Terminal Tackle

---

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
	Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Of people who reported buying TERMINAL TACKLE, they purchased*

	ANNUAL 2023	ANNUAL 2022
Bobber		
Hook		
Leader		
Rig		
Sinker		
Swivel		
Total	N=	N=

*Responses are multiple selection and can total over 100%*

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

Number of HOOKS purchased

	ANNUAL 2023	ANNUAL 2022
0		
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
14		
15		
16		
18		
20		
22		
23		
24		
25		
30		
35		
36		
40		
46		
49		
50		
51		
56		
58		
60		
67		
68		
100 or more		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of HOOKS purchased*

	ANNUAL 2023	ANNUAL 2022
Bass Pro Shops brand		
Berkley		
Daiichi		
Eagle Claw/Lazer Sharp		
Gamakatsu		
Generic or not branded		
Matzuo		
Mustad/Ultra Point		
Owner		
Strike King		
Trokar		
Tru-Turn		
VMC		
X-Point		
Other		
Not sure		
Total	N=	N=

*Cost of HOOKS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$2.99		
\$3.00 - \$4.99		
\$5.00 - \$6.99		
\$7.00 - \$8.99		
\$9.00 - \$10.99		
\$11.00 - \$12.99		
\$13.00 - \$14.99		
\$15.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on hooks</b>	<b>\$</b>	<b>\$</b>
<b>Average spent per hook</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where HOOKS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where HOOKS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

Number of SINKERS purchased

	ANNUAL 2023	ANNUAL 2022
0		
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
15		
16		
18		
20		
23		
24		
25		
28		
30		
33		
36		
40		
48		
50		
55		
60		
62		
70		
90		
100 or more		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of SINKERS purchased*

	ANNUAL 2023	ANNUAL 2022
Bass Pro Shops brand		
Bullet Weights		
Cabela's brand		
Custom or handmade		
Eagle Claw		
Eco Pro		
Generic or not branded		
Lindy		
Strike King		
Water Gremlin		
Woo! Tungsten		
Other		
Not sure		
Total	N=	N=

*Cost of SINKERS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$2.99		
\$3.00 - \$4.99		
\$5.00 - \$6.99		
\$7.00 - \$8.99		
\$9.00 - \$10.99		
\$11.00 - \$12.99		
\$13.00 - \$14.99		
\$15.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on sinkers</b>	<b>\$</b>	<b>\$</b>
<b>Average spent per sinker</b>	<b>\$</b>	<b>\$</b>

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where SINKERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where SINKERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Number of SWIVELS purchased*

	ANNUAL 2023	ANNUAL 2022
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
12		
14		
15		
16		
20		
24		
25		
30		
35		
36		
40		
50		
55		
60		
62		
75		
100 or more		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of SWIVELS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$2.99		
\$3.00 - \$4.99		
\$5.00 - \$6.99		
\$7.00 - \$8.99		
\$9.00 - \$10.99		
\$11.00 - \$12.99		
\$13.00 - \$14.99		
\$15.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on swivels</b>	<b>\$</b>	<b>\$</b>
<b>Average spent per swivel</b>	<b>\$</b>	<b>\$</b>

*Types of stores where SWIVELS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where SWIVELS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Number of RIGS purchased*

	ANNUAL 2023	ANNUAL 2022
0		
1		
2		
3		
4		
5		
6		
7		
8		
10		
11		
12		
15		
16		
20		
25		
50		
64		
100 or more		
Total	N=	N=

*Cost of RIGS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$2.99		
\$3.00 - \$4.99		
\$5.00 - \$6.99		
\$7.00 - \$8.99		
\$9.00 - \$10.99		
\$11.00 - \$12.99		
\$13.00 - \$14.99		
\$15.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on rigs</b>	<b>\$</b>	<b>\$</b>
<b>Average spent per rig</b>	<b>\$</b>	<b>\$</b>

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where RIGS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where RIGS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Number of BOBBERS purchased*

	ANNUAL 2023	ANNUAL 2022
1		
0		
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
12		
15		
16		
20		
24		
25		
30		
40		
50		
60		
66		
100 or more		
Total	N=	N=

*Cost of BOBBERS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$2.99		
\$3.00 - \$4.99		
\$5.00 - \$6.99		
\$7.00 - \$8.99		
\$9.00 - \$10.99		
\$11.00 - \$12.99		
\$13.00 - \$14.99		
\$15.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on bobbers</b>	<b>\$</b>	<b>\$</b>
<b>Average spent per bobber</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where BOBBERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where BOBBERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Number of LEADERS purchased in a pack of individual pieces*

	ANNUAL 2023	ANNUAL 2022
1		
2		
3		
4		
5		
6		
8		
10		
12		
15		
20		
24		
25		
30		
100 or more		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brand of LEADERS purchased*

	ANNUAL 2023	ANNUAL 2022
Ande		
Bass Pro Shops brand		
Berkley		
Cabela's brand		
Eagle Claw		
Fenwick		
Generic or not branded		
Maxima		
RIO		
Seaguar		
Sufix		
Terminator		
TripleFish		
Other		
Not sure		
Total	N=	N=

*Cost of LEADERS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$2.99		
\$3.00 - \$4.99		
\$5.00 - \$6.99		
\$7.00 - \$8.99		
\$9.00 - \$10.99		
\$11.00 - \$12.99		
\$13.00 - \$14.99		
\$15.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on leaders</b>	<b>\$</b>	<b>\$</b>
<b>Average spent per leader</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where LEADERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where LEADERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Fly Fishing Gear

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
\$200,000 or more			
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Of people who reported buying FLY FISHING GEAR, they purchased*

	ANNUAL 2023	ANNUAL 2022
Flies		
Floatant		
Fly apparel		
Fly line backing		
Fly book		
Fly box or case		
Fly combo		
Fly hook		
Fly leader		
Fly line		
Fly fishing net		
Fly rain jacket		
Fly reel		
Fly rod		
Fly rod/reel accessories		
Fly rod case		
Fly fishing sun glove		
Fly tippet		
Fly tool and vise		
Fly tying material		
Other		
Strike indicators		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

*Brands of FLY RODS purchased*

	ANNUAL 2023	ANNUAL 2022
Cabela's brand		
Cortland		
Echo		
G Loomis		
Hardy		
Orvis		
Redington		
RL Winston		
Sage		
Scott		
Shakespeare		
Temple Fork Outfitters		
Tenkara		
Waterworks-Lamson		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of FLY RODS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on flyrods</b>	<b>\$</b>	<b>\$</b>

*Types of stores where FLY RODS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where FLY RODS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of FLY REELS purchased*

	ANNUAL 2023	ANNUAL 2022
Abel		
Allen		
Cabela's brand		
Cortland		
Echo		
Fenwick		
Galvan		
Hardy		
L L Bean		
Lamson		
Nautilus		
Okuma		
Orvis		
Pflueger		
Redington		
Ross		
Sage		
Temple Fork Outfitters		
Tibor		
Waterworks-Lamson		
White River Fly Shop		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Cost of FLY REELS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 or more		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>
<b>Average spent on fly reels</b>	<b>\$243.36</b>	<b>\$202.52</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where FLY REELS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where FLY REELS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=2	N=

*Brands of FLY COMBOS purchased*

	ANNUAL 2023	ANNUAL 2022
Cabela's brand		
G Loomis		
Martin		
Orvis		
Redington		
Ross		
Scientific Anglers		
Shakespeare		
St. Croix		
Temple Fork Outfitters		
White River Fly Shop		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of FLY COMBOS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on fly combos</b>	<b>\$</b>	<b>\$</b>

*Types of stores where FLY COMBOS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of websites where FLY COMBOS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Brands of FLY FISHING LINES purchased*

	ANNUAL 2023	ANNUAL 2022
Air-Flo		
Cabela's brand		
Cortland		
Orvis		
RIO		
Royal Wulff		
Sage		
Scientific Anglers		
White River Fly Shop		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of FLY FISHING LINES purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on fly lines</b>	<b>\$</b>	<b>\$</b>

*Types of stores where FLY FISHING LINES were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where FLY FISHING LINES were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Of people who reported buying FLIES, they purchased*

	ANNUAL 2023	ANNUAL 2022
Dry flies and poppers		
Freshwater dry flies		
Freshwater nymphs		
Freshwater streamers/buggers		
Saltwater baitfish patterns		
Saltwater crabs/shrimp		
Saltwater poppers/bugs		
Other		
Not sure		
Total	N=	N=

*Brands of FLIES purchased*

	ANNUAL 2023	ANNUAL 2022
Accardo		
All-Ways Adhesives		
Big Y		
Cabela's brand		
Discount Flies		
Handmade/custom/locally tied		
Montana Fly Company		
Orvis		
Rainys		
Umpqua		
White River Fly Shop		
Other		
Not sure		
Total	N=	N=

*Quantity of FLIES purchased*

	ANNUAL 2023	ANNUAL 2022
0-10		
11-20		
21-30		
31-40		
41-50		
51-60		
61-70		
71+		
Total	N=	N=

*Cost of FLIES purchased*

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on flies</b>	<b>\$</b>	<b>\$</b>
<b>Average spent per fly</b>	<b>\$</b>	<b>\$</b>

*Types of stores where FLIES were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where FLIES were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of FLY FISHING LEADERS purchased*

	ANNUAL 2023	ANNUAL 2022
Air-Flo		
Cabela's brand		
Climax		
Cortland		
Orvis		
RIO		
Scientific Anglers		
Seaguar		
TroutHunter		
Umpqua		
White River Fly Shop		
Other		
Not sure		
Total	N=	N=

*Cost of FLY FISHING LEADERS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on fly leaders</b>	<b>\$</b>	<b>\$</b>

*Types of stores where FLY FISHING LEADERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of website where FLY FISHING LEADERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Brands of FLY TIPPETS purchased by respondents in the last three months*

	ANNUAL 2023	ANNUAL 2022
Air-Flo		
Cabela's brand		
Cortland		
Frog Hair		
Maxima		
Orvis		
RIO		
Scientific Anglers		
Seaguar		
TroutHunter		
Other		
Not sure		
Total	N=	N=

*Cost of FLY TIPPETS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on fly tippets</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where FLY TIPPETS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where FLY FISHING TIPPETS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of FLY TYING MATERIALS purchased*

	ANNUAL 2023	ANNUAL 2022
Arctic Fox		
Cabela's brand		
Danville		
Dr Slick		
Enrico Puglisi		
Feather Craft		
Fish Skull		
Hareline Dubbin		
HMH		
Loon		
Mustad		
Orvis		
Rumpf		
Spirit River		
Tiemco		
Umpqua		
UTC		
Wapsi		
White River Fly Shop		
Whiting		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Cost of FLY TYING MATERIALS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$13.99		
\$14.00 - \$15.99		
\$16.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>
<b>Average spent on fly tyings</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where FLY TYING MATERIALS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where FLY TYING MATERIALS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Fishing Electronics

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Of people who reported buying FISHING ELECTRONICS, they purchased*

	ANNUAL 2023	ANNUAL 2022
GPS or radio (no fish finding capabilities)		
Other		
Fish finder or sonar		
Underwater camera		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

*Brands of FISH FINDERS AND SONAR purchased*

	ANNUAL	ANNUAL
Cabela's brand		
Deeper		
Eagle		
Fish Hunter		
Furuno		
Garmin		
Humminbird		
iBobber		
Lowrance		
Marcum		
Raymarine		
Simrad		
Vexilar		
Other		
Not sure		
Total	N=	N=

*Cost of FISH FINDERS AND SONAR purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 - \$1249.99		
\$1250.00 - \$1499.99		
\$1500.00 - \$1749.99		
\$1750.00 - \$1999.99		
\$2000.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on sonars</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where FISH FINDERS AND SONAR were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where FISH FINDERS AND SONAR were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Brands of UNDERWATER CAMERA purchased*

	ANNUAL 2023	ANNUAL 2022
Aqua Vu		
Cabela's brand		
Cannon		
GoPro		
Marcum		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of UNDERWATER CAMERA purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on cameras</b>	<b>\$</b>	<b>\$</b>

*Types of stores where UNDERWATER CAMERAS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where UNDERWATER CAMERAS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Ice Fishing Gear

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
\$200,000 or more			
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of ICE RODS purchased*

	ANNUAL 2023	ANNUAL 2022
13 Fishing		
Abu Garcia		
Cabelas brand		
Celsius		
Clam		
Daiwa		
Eagle Claw/Wright & McGill		
Fenwick		
Frabill		
Happy Angler		
HT Enterprises		
Jason Mitchell		
Naturmania		
Salmo		
Schooleys		
Shakespeare		
South Bend		
St. Croix		
Temple Fork Outfitters		
Tipton		
Zebco		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of ICE RODS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on ice rods</b>	<b>\$</b>	<b>\$</b>

*Types of stores where ICE RODS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where ICE RODS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of ICE REELS purchased*

	ANNUAL 2023	ANNUAL 2022
13 Fishing		
Abu Garcia		
Ace		
Cabelas brand		
Catch Covers		
Clam Corp		
Daiwa		
Expedition		
Ht Enterprises		
Lakco		
Okuma		
Pflueger		
Pinnacle		
Productive Alternatives		
Quantum		
Schooleys		
Shimano		
South Bend		
Zebco		
Other		
Not sure		
Total	N=	N=

*Cost of ICE REELS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on ice reels</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where ICE REELS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Brands of ICE COMBO purchased*

	ANNUAL 2023	ANNUAL 2022
Cabelas brand		
Frabill		
Hi-Tech		
HT Enterprises		
Master		
Shakespeare (Ugly Stik)		
St. Croix		
Zebco		
Other		
Not sure		
Total	N=	N=

*Cost of ICE COMBO purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on ice combos</b>	<b>\$</b>	<b>\$</b>

*Types of stores where ICE COMBO were purchased*

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where ICE COMBO were purchased*

	ANNUAL 2023
Internet marketplace (Amazon, eBay, etc.)	
Manufacturers website	
Online-only retailer	
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)	
Other	
Not sure	
Total	N=

*Brands of TIP UP ROD purchased*

	ANNUAL 2023	ANNUAL 2022
Beaver Dam		
Frabill		
Hi-Tech		
HT Enterprises		
Jawjacker		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of TIP UP ROD purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on tip ups</b>	<b>\$</b>	<b>\$</b>

*Types of stores where TIP UP ROD were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where TIP UP ROD were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of ICE LINE purchased*

	ANNUAL 2023	ANNUAL 2022
Bass Pro Shops brand		
Berkley		
Cabelas brand		
Hi-Tech		
Northland		
Sufix		
Other		
Not sure		
Total	N=	N=

*Cost of ICE LINE purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on ice lines</b>	<b>\$</b>	<b>\$</b>

*Types of stores where ICE LINE were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of websites where ICE LINE were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Brands of ICE LURE purchased*

	ANNUAL 2023	ANNUAL 2022
Cabelas brand		
Culprit		
Dreamweaver		
Lindy		
Northland		
Rapala		
Rat-L-Trap/Bill Lewis		
Storm		
VMC		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Cost of ICE LURE purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 or more		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>
<b>Average spent on ice lures</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where ICE LURE were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where ICE LURE were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Fishing Apparel

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Of people who reported buying FISHING APPAREL, they purchased*

	ANNUAL 2023	ANNUAL 2022
Clothing (shirts, pants, shorts, jackets, sweatshirts, etc )		
Fishing Vest		
Footwear		
Gloves		
Hats or headgear		
Life jacket		
Other		
Packs		
Raingear		
Waders		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

*Was the CLOTHING purchased camouflage?*

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

*Camouflage Pattern*

	ANNUAL 2023	ANNUAL 2022
Current		
Fishouflage		
Kryptek		
Mossy Oak		
Prym 1		
Realtree Fishing		
Subphantis		
True Timber		
Veil		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of CLOTHING (SHIRTS, PANTS, SHORTS, JACKETS, SWEATSHIRTS OR HOODIES) purchased*

	ANNUAL 2023	ANNUAL 2022
5 11 Tactical		
5x3		
AFTCO		
Bass Pro Shops brand		
Bimini Bay		
Cabela's brand		
Carhartt		
Columbia		
Duluth		
Fishouflage		
Gander Outdoors		
Guy Harvey		
Huk		
Magellan		
Natural Gear		
North Face		
Orvis		
Patagonia		
Reel Legends		
Simms		
Striker Ice		
Under Armour		
Other		
Other private label store brand		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Cost of CLOTHING (SHIRTS, PANTS, SHORTS, OR JACKETS) purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$34.99		
\$35.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 or more		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>
<b>Average spent on clothings</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where CLOTHING (SHIRTS, PANTS, SHORTS, OR JACKETS) were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where CLOTHING (SHIRTS, PANTS, SHORTS, OR JACKETS) were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Was the HAT purchased camouflage?*

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Camouflage Pattern of HATS purchased*

	<b>ANNUAL 2023</b>	<b>ANNUAL 2022</b>
Current		
Fishouflage		
Kryptek		
Mossy Oak		
Prym 1		
Realtree Fishing		
Subphantis		
True Timber		
Veil		
Other		
Not sure		
Total	N=	N=

*Brands of HATS purchased*

	<b>ANNUAL 2023</b>	<b>ANNUAL 2022</b>
Bass Pro Shops brand		
Browning		
Buff		
Cabela's brand		
Carhartt		
Columbia		
Costa Del Mar		
Fishouflage		
G Loomis		
Huk		
Patagonia		
SA Fishing		
Simms		
St. Croix		
Under Armour		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of HATS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$34.99		
\$35.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on headgears</b>	<b>\$</b>	<b>\$</b>

*Types of stores where HATS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of website where HATS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Was the RAIN GEAR purchased camouflage?*

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Camouflage Pattern of RAIN GEAR*

	ANNUAL 2023	ANNUAL 2022
Current		
Fishouflage		
Kryptek		
Mossy Oak		
Prym 1		
Realtree Fishing		
Subphantis		
True Timber		
Veil		
Other		
Not sure		
Total	N=	N=

*Brands of RAIN GEAR purchased*

	ANNUAL 2023	ANNUAL 2022
Bass Pro Shops brand		
Cabela's brand		
Carhartt		
Coleman		
Columbia		
Field & Stream		
Frabill		
Frogg Toggs		
Gill		
Grundens		
Helly Hansen		
Huk		
North Face		
Patagonia		
Simms		
Under Armour		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of RAIN GEAR purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$34.99		
\$35.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on raingears</b>	<b>\$</b>	<b>\$</b>

*Types of stores where RAIN GEAR was purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where RAIN GEAR was purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Was the FOOTWEAR purchased camouflage?*

	<b>ANNUAL 2023</b>	<b>ANNUAL 2022</b>
Yes		
No		
Total	N=	N=

*Camouflage Pattern of FOOTGEAR purchased*

	<b>ANNUAL 2023</b>	<b>ANNUAL 2022</b>
Current		
Fishouflage		
Kryptek		
Mossy Oak		
Prym 1		
Realtree Fishing		
Subphantis		
True Timber		
Veil		
Other		
Not sure		
Total	N=	N=

---

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of FOOTWEAR purchased*

	ANNUAL 2023	ANNUAL 2022
AFTCO		
Bass Pro Shops brand		
Browning		
Cabela's brand		
Columbia		
Crocs		
Danner		
Guy Harvey		
Irish Setter		
Keen		
Korkers		
L L Bean		
New Balance		
No Boundaries		
Redhead		
Rocky		
Rugged Shack		
Simms		
Sperry		
Stearns		
Under Armour		
Xtratuf		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Cost of FOOTWEAR purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$34.99		
\$35.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 or more		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>
<b>Average spent on footwears</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where FOOTWEAR were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where FOOTWEAR were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Were the WADERS purchased camouflage?*

	ANNUAL 2023	ANNUAL 2022
Yes		
No		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Camouflage Pattern of WADERS purchased*

	ANNUAL 2023	ANNUAL 2022
Current		
Fishouflage		
Kryptek		
Mossy Oak		
Prym 1		
Realtree Fishing		
Subphantis		
True Timber		
Veil		
Other		
Not sure		
Total	N=	N=

*Brands of WADERS purchased*

	ANNUAL 2023	ANNUAL 2022
Allen		
BARE		
Bass Pro Shops brand		
Cabela's brand		
Chota		
Columbia		
Field & Stream		
Frogg Toggs		
Hodgman		
Korkers		
L L Bean		
Lacrosse		
Orvis		
Patagonia		
Pro Line		
Redington		
Simms		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of WADERS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$34.99		
\$35.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.00		
\$300.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on waders</b>	<b>\$</b>	<b>\$</b>

*Types of stores where WADERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where WADERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Other Fishing Equipment

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Race/Ethnicity</b>	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
\$200,000 or more			
	Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Of people who reported buying OTHER FISHING EQUIPMENT, they purchased*

	ANNUAL 2023	ANNUAL 2022
Shallow water anchor		
Bait bucket, aerator		
Cast net		
Cooler		
Fishing knife		
Landing net, gaff		
Maps/charts		
Misc (drift sock/bag, scents, etc )		
Other		
Scale, grip, measuring device		
Hook sharpener, remover, pliers		
Stringer		
Sunglasses		
Tackle box		
Trolling motor		
Total	N=	N=

*Responses are multiple-selection and can total over 100%*

*Brands of TACKLE BOXES purchased*

	ANNUAL 2023	ANNUAL 2022
Academy		
Bass Pro Shops brand		
Cabela's brand		
Eagle Claw		
Flambeau		
Ozark Trail (Walmart)		
Plano		
Spiderwire		
Other		
Not sure		
Total	N=	N=

*Cost of TACKLE BOXES purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on tackleboxes</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where TACKLE BOXES were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where TACKLE BOXES were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Brands of BAIT BUCKET/AERATOR purchased*

	ANNUAL 2023	ANNUAL 2022
Attwood		
Bass Pro Shops brand		
Cabela's brand		
Frabill		
generic or not branded		
Keep Alive		
Marine Metal (Big Bubbles, Cool Bubbles)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of BAIT BUCKETS/AERATOR purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on bait buckets</b>	<b>\$</b>	<b>\$</b>

*Types of stores where BAIT BUCKETS/AERATOR were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where BAIT BUCKETS/AERATOR were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of CAST NET purchased*

	ANNUAL 2023	ANNUAL 2022
Ahi		
Bass Pro Shops brand		
Betts		
Big Mouth		
Calusa/Cracker		
Fitec SuperSpreader		
Frabill		
Lee Fisher		
Procast		
Renegade		
Other		
Not sure		
Total	N=	N=

*Price of CAST NET purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$249.99		
\$250.00 - \$499.99		
\$500.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on cast nets</b>	<b>\$</b>	<b>\$</b>

*Stores where CAST NETS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Websites where CAST NETS were purchased*

	ANNUAL	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Brands of KNIVES purchased*

	ANNUAL 2023	ANNUAL 2022
American Angler		
Bass Pro Shops brand		
Benchmade		
Berkley		
Black Tip		
Bubba Blade		
Buck		
CRKT		
Cuda		
Custom or handmade		
Cutco		
Dexter		
Gerber		
Kershaw		
Mustad		
Rapala		
S O G		
Schrade		
Victrionix		
Winchester		
Wusthof		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Cost of KNIVES purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on knives</b>	<b>\$</b>	<b>\$</b>

*Types of stores where KNIVES were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where KNIVES were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Brands of FISHING SCALES, GRIPS, AND MEASURING DEVICES purchased*

	ANNUAL 2023	ANNUAL 2022
Ardent Outdoors		
Bass Pro Shops brand		
Berkley		
Boca Grip		
Cabela's brand		
Frabill		
Mustad		
Rapala		
Other		
Not sure		
Total	N=	N=

*Cost of FISHING SCALES, GRIPS, AND MEASURING DEVICES purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on scales</b>	<b>\$</b>	

*Types of stores where FISHING SCALES, GRIPS, AND MEASURING DEVICES were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of websites where FISHING SCALES, GRIPS, AND MEASURING DEVICES were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Brands of COOLERS purchased*

	ANNUAL 2023	ANNUAL 2022
Coleman		
Engel		
Igloo		
Rtic		
Yeti		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Cost of COOLERS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$29.99		
\$30.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 - \$349.99		
\$350.00 - \$399.99		
\$400.00 or more		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>
<b>Average spent on coolers</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where COOLERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where COOLERS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

*Brands of SHALLOW WATER ANCHORS purchased*

	ANNUAL 2023	ANNUAL 2022
King Pin		
Minn Kota Talon		
Power-Pole		
Stick It		
Superstick		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Price of SHALLOW WATER ANCHORS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 - \$799.99		
\$800.00 - \$899.99		
\$900.00 - \$999.99		
\$1000.00 - \$1199.99		
\$1200.00 - \$1399.99		
\$1400.00 - \$1599.99		
\$1600.00 - \$1799.99		
\$1800.00 - \$1999.99		
\$2000.00 - \$2199.99		
\$2200.00 - \$2499.99		
\$2500.00 or more		
Not sure		
Total	N=	N=
<b>Average spent on anchors</b>	<b>\$</b>	<b>\$</b>

*Stores where SHALLOW WATER ANCHORS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Websites where SHALLOW WATER ANCHORS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Brands of LANDING NETS/GAFFS purchased*

	ANNUAL 2023	ANNUAL 2022
AFTCO		
Bass Pro Shops brand		
Cabela's brand		
Cummings		
Eagle Claw		
EGO Fishing		
Foreverlast		
Frabill		
Offshore Angler		
Rapala		
Other		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>

*Cost of LANDING NETS/GAFFS purchased*

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 or more		
Not sure		
<b>Total</b>	<b>N=</b>	<b>N=</b>
<b>Average spent on landing nets</b>	<b>\$</b>	<b>\$</b>

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

*Types of stores where LANDING NETS/GAFFS were purchased*

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch stores		
Fishing shows or expos		
General sporting goods		
Local shop (bait tackle, specialty fly shop)		
Mass merchant		
Outdoor specialty store		
Printed catalog		
Used (from individuals)		
Website		
Other		
Not sure		
Total	N=	N=

*Types of websites where LANDING NETS/GAFFS were purchased*

	ANNUAL 2023	ANNUAL 2022
Internet marketplace (Amazon, eBay, etc.)		
Manufacturers website		
Online-only retailer		
Website for a brick-and-mortar store (Cabelas, Bass Pro, etc.)		
Other		
Not sure		
Total	N=	N=

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.

# Mean Dollar Amount Spent

Mean amount spent in the last three months on fishing items by respondents

		ANNUAL 2023	ANNUAL 2022
<b>Age</b>	18 to 24	\$	\$
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
<b>Gender</b>	Male		
	Female		
<b>Household income</b>	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
\$200,000 or more			
<b>Education</b>	11 Years or Less		
	12 Years		
	1 - 3 Years of College		
	4 Years of College or More		
	I prefer not to say		
<b>Overall Average</b>		\$	\$

CONFIDENTIAL:

Do not make any copies of this report or share any of the contents with anyone outside of your organization without written permission from Southwick Associates, Inc.