ANGLER MONITOR

CONSUMER PARTICIPATION & GEAR PURCHASES

SOUTHWICK ASSOCIATES

SAMPLE REPORT

Table of Contents

Introduction and Background 3
Survey Respondent Demographics 5
Participation 6
Freshwater Fishing 8
Saltwater Fishing 10
Purchasing 12
Overall Purchaser Demographics 13
Fishing Rod 14
Reel 19
Combo 24
Hard Bait 29
Soft Bait 34
Spinner Bait 39
Fishing Line 44
Hooks 49
Fish finder/sonar 53
Trolling motors 57

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Introduction and Background

The following report presents the results of the Southwick Associates quarterly consumer tracking study. The survey is fielded to the Southwick Associates AnglerSurvey consumer panel, which is composed of anglers across the U.S. who volunteer to share their participation and gear purchases. The AnglerSurvey panel is strengthened with the addition of a 'general population' sample to better represent infrequent anglers and reflect current angler trends. These panelists enter the survey such that their demographic distribution matches that of the U.S. general 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 the response count at the top right corner of each page to denote the sample size on which the table is based and as a general indication of statistical reliability. For the tables *"What kind of website did you buy this 'item' from?"* and *"What kind of store did you buy this 'item' from?"* the response count is not located on the top of the page but is included in the top right corner of the respective tables.

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.

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Introduction and Background (continued)

Simplifying report tables

The store and website 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 lists below:

"What kind of store did you buy this 'item' from?"

Options seen by panelists in survey	*Labels in report table*
Farm/Ranch Stores (Big R, Tractor Supply, Rural King, etc.)	Farm/Ranch Stores
General Sporting Goods (Dick's, Academy, Scheel's, etc.)	General Sporting Goods
Local shop (bait & tackle, specialty fly shop)	Local Shop
Mass Merchant (Wal-Mart, Target, etc.)	Mass Merchant
Outdoor Specialty Store (Bass Pro, Cabela's, Sportsman's Warehouse, etc.)	Outdoor Specialty Store
Other	Other
Not sure	Not sure

"What kind of website did you buy this 'item' from?"

Options seen by panelists in survey	*Labels in report table*
Website for a brick-and-mortar store (Cabela's, Bass Pro, etc.)	Website for a brick-and-mortar store
Internet marketplace (Amazon, eBay, etc.)	Internet marketplace
Online-only retailer (Tackle Direct, Tackle Warehouse, etc.)	Online-only retailer
Manufacturers website	Manufacturers website
Other	Other
Not sure	Not sure

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Survey Respondent Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxxx	N = xxxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxxx	N = xxxx

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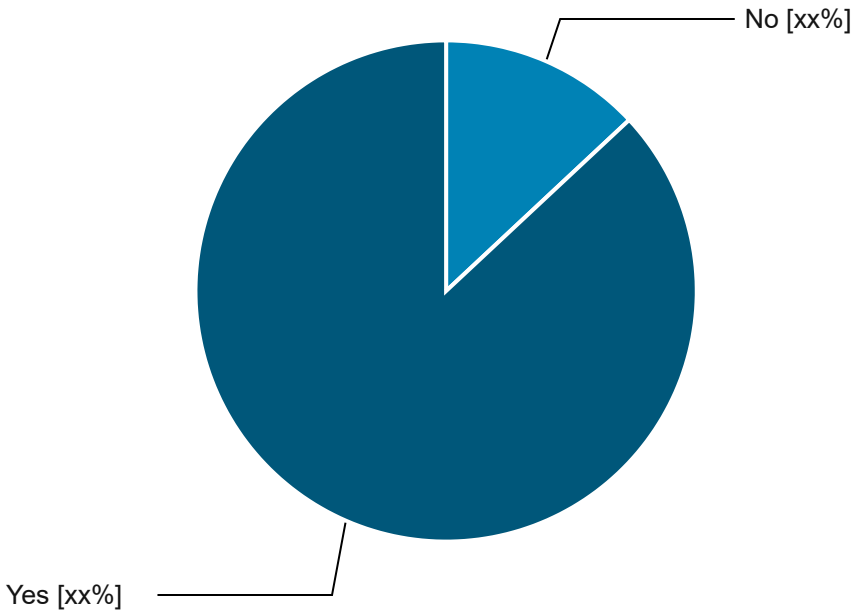
PARTICIPATION

Fishing Participation

Did you go freshwater fishing during the past three months?

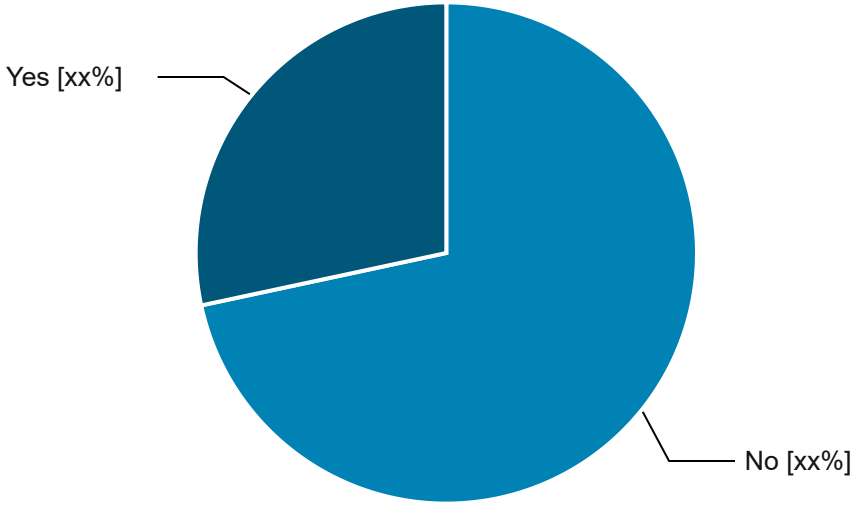
xxxx Responses



Did you go freshwater fishing during the past three months?	Q1 2025	YTD 2025
Yes	xx%	xx%
No	xx%	xx%
	N = xxxx	N = xxxx

Did you go saltwater fishing during the past three months?

xxxx Responses



Did you go saltwater fishing during the past three months?	Q1 2025	YTD 2025
Yes	xx%	xx%
No	xx%	xx%
	N = xxxx	N = xxxx

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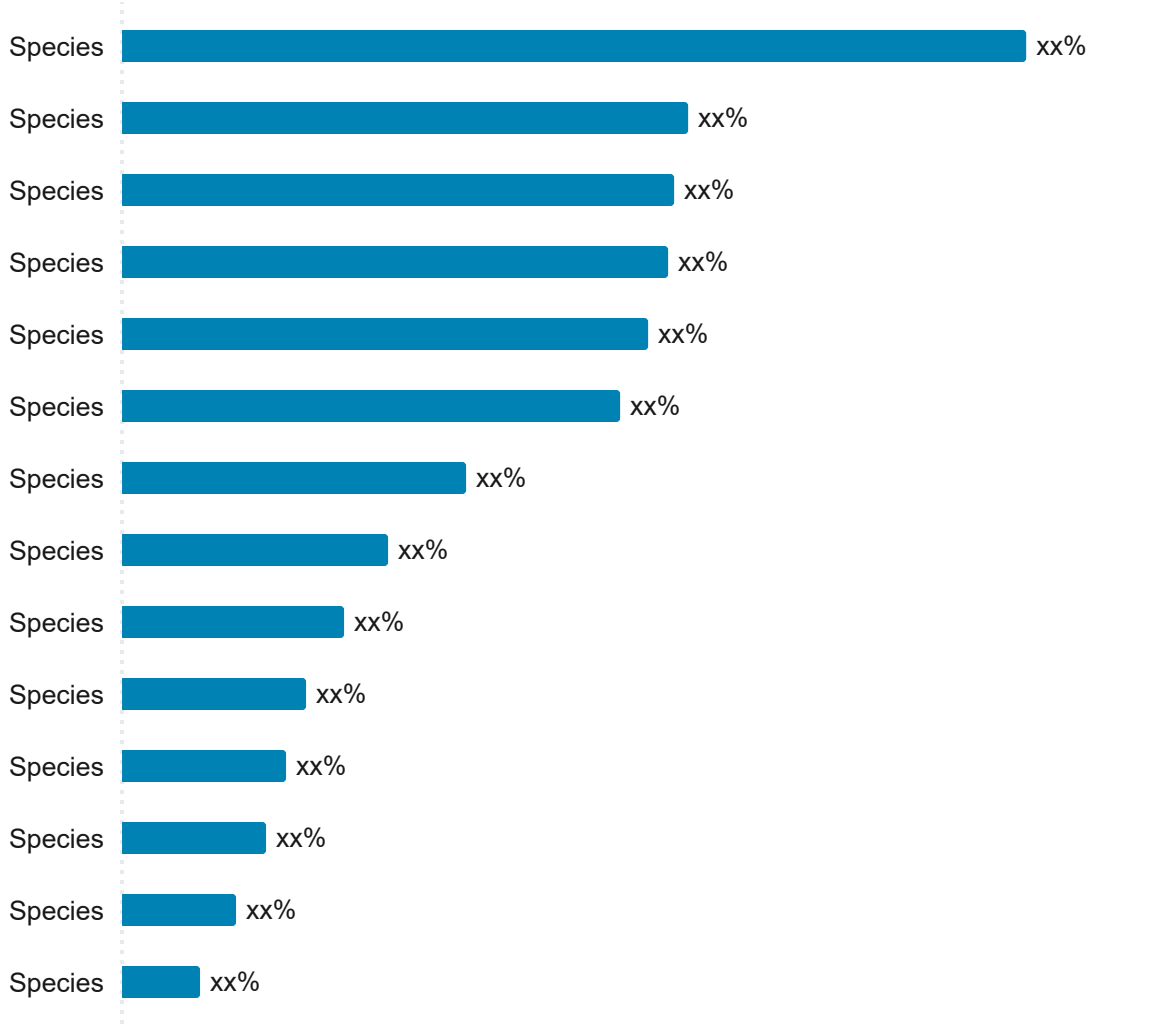
Freshwater Fishing

Which freshwater species did you fish for during the past three months?

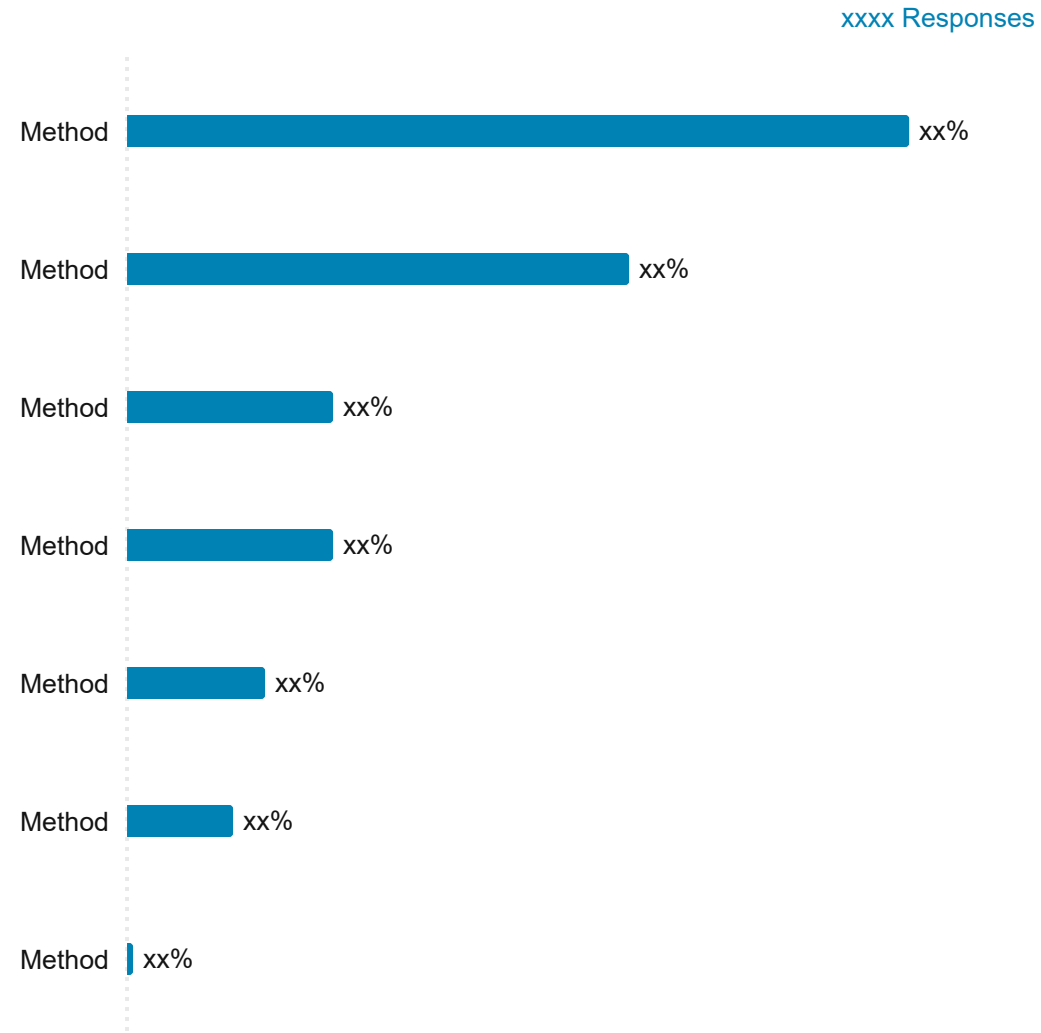
xxxx Responses



Freshwater Species	Q1 2025	YTD 2025
Any freshwater fish that bites	xx%	xx%
Carp	xx%	xx%
Catfish	xx%	xx%
Largemouth or spotted bass	xx%	xx%
Panfish (crappie, sunfish, bluegill/bream)	xx%	xx%
Perch	xx%	xx%
Pickerel, pike or muskie	xx%	xx%
Salmon	xx%	xx%
Smallmouth bass	xx%	xx%
Striped bass (freshwater) or hybrid bass	xx%	xx%
Trout	xx%	xx%
Walleye	xx%	xx%
White bass and sunshine bass	xx%	xx%
Other fish	xx%	xx%
	N = xxxx	N = xxxx

Freshwater Fishing (continued)

Where did you freshwater fish from?



Freshwater Fishing Method	Q1 2025	YTD 2025
Land (shore, beach, pier, dock, bridge, etc.)	xx%	xx%
Wading / float tube	xx%	xx%
Canoe / kayak / paddleboard	xx%	xx%
Boat without motor (drift boat, raft, etc.)	xx%	xx%
Motorboat	xx%	xx%
Ice	xx%	xx%
Other	xx%	xx%
	N = xxxx	N = xxxx

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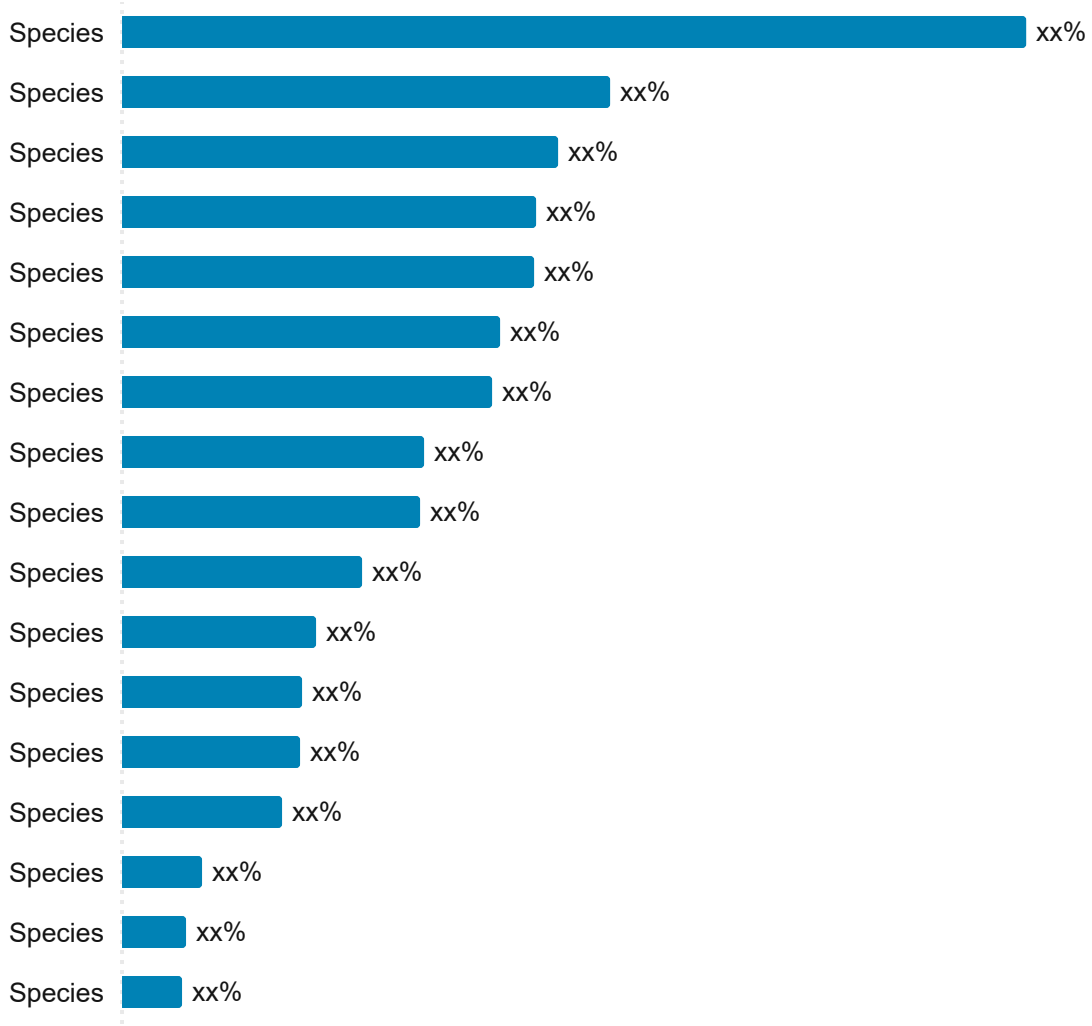
Saltwater Fishing

Which saltwater species did you fish for during the past three months?

xxxx Responses



Saltwater Species	Q1 2025	YTD 2025
Any saltwater fish that bites	xx%	xx%
Atlantic Croaker	xx%	xx%
Barracuda	xx%	xx%
Bluefish	xx%	xx%
Cod (all species)	xx%	xx%
Flounder (Fluke)	xx%	xx%
Grouper, snapper, sea bass	xx%	xx%
Halibut	xx%	xx%
Perch	xx%	xx%
Redfish, red drum, channel bass	xx%	xx%
Salmon	xx%	xx%
Shark	xx%	xx%
Sheepshead	xx%	xx%
Spotted seatrout or weakfish	xx%	xx%
Striped bass	xx%	xx%
Tuna	xx%	xx%
Other fish	xx%	xx%
	N = xxx	N = xxx

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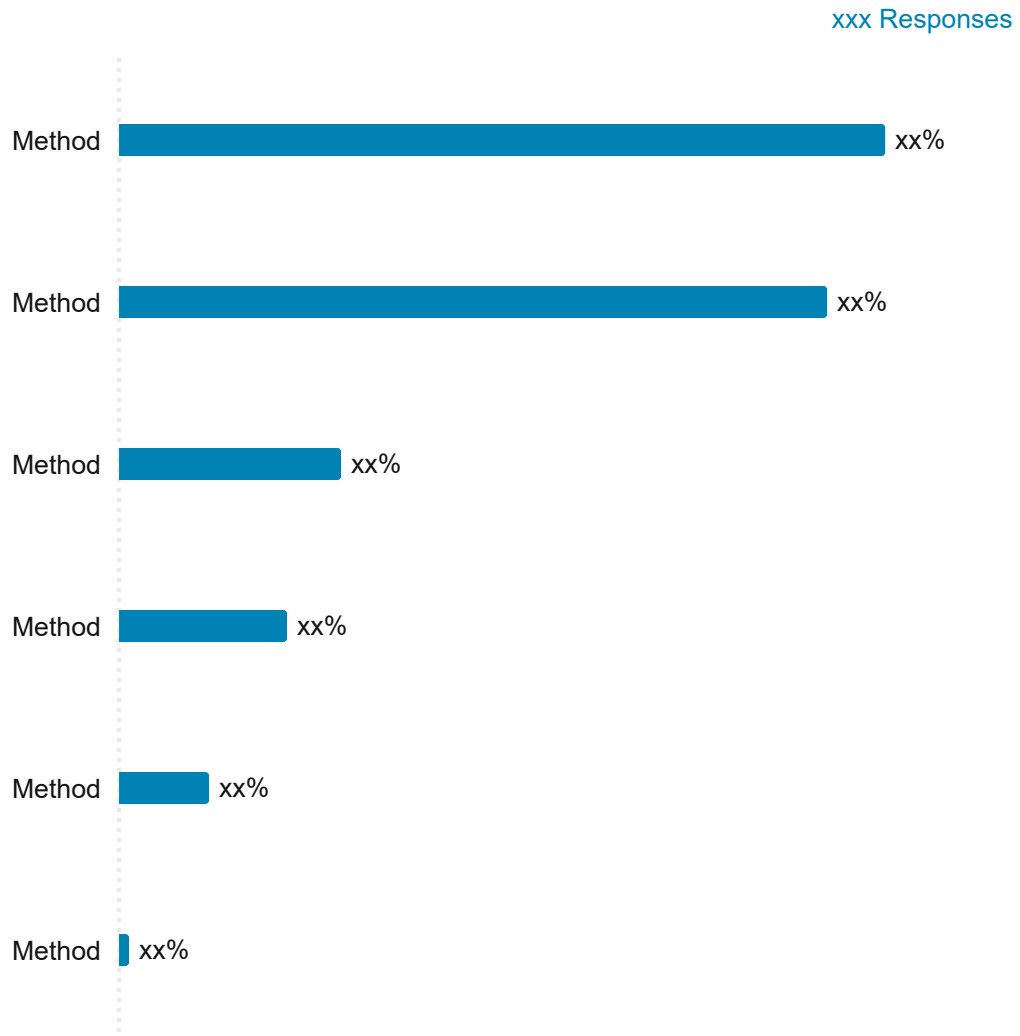
Saltwater Fishing (continued)

Where did you saltwater fish from?



Saltwater Fishing Method	Q1 2025	YTD 2025
Land (shore, beach, pier, dock, bridge, etc.)	xx%	xx%
Wading / float tube	xx%	xx%
Canoe / kayak / paddleboard	xx%	xx%
Boat without motor (drift boat, raft, etc.)	xx%	xx%
Motorboat	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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PURCHASING

Overall Purchaser Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxxx	N = xxxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxxx	N = xxxx

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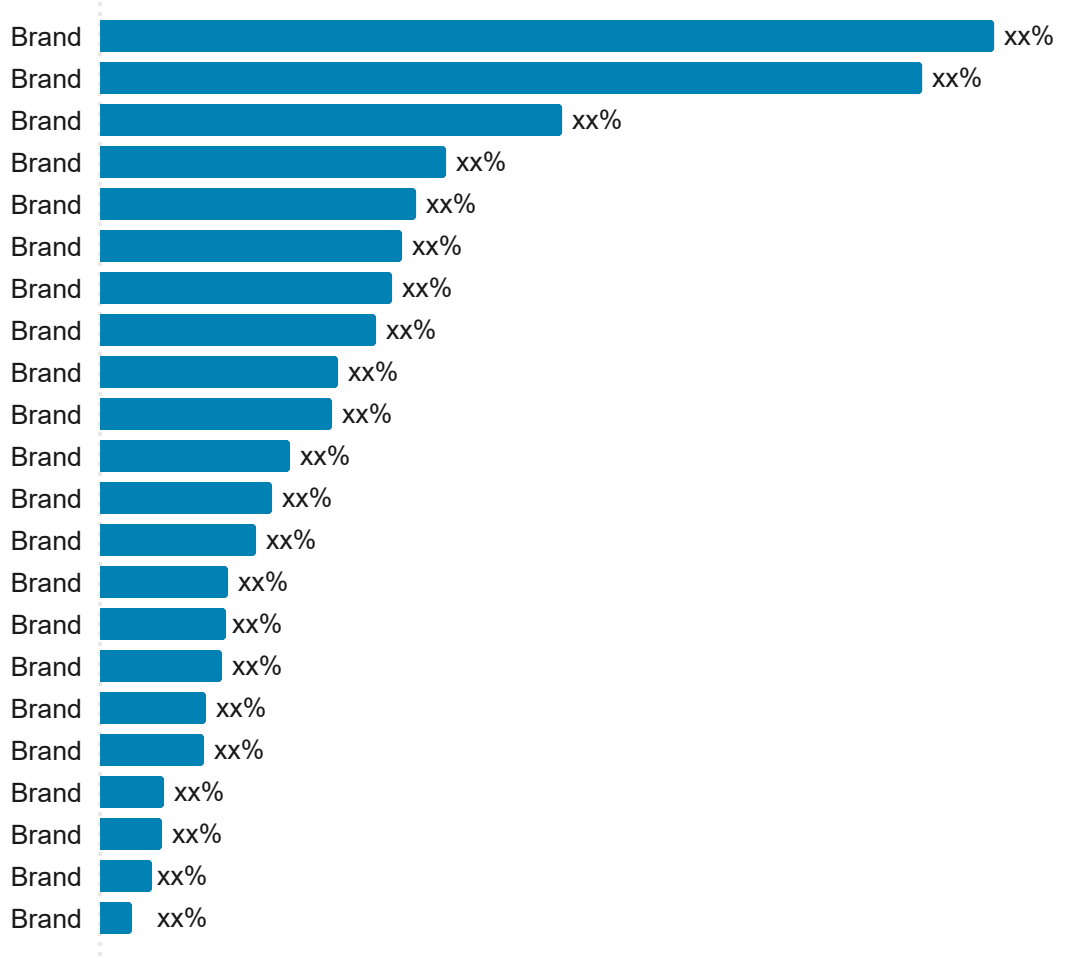
Fishing Rod

What brand of fishing rod did you buy?

xxx Responses



Fishing Rod Brand	Q1 2025	YTD 2025
13 Fishing	xx%	xx%
Abu-Garcia	xx%	xx%
All Star	xx%	xx%
Bass Pro Shop's brand	xx%	xx%
Berkley	xx%	xx%
Cabela's brand	xx%	xx%
Daiwa	xx%	xx%
Denali	xx%	xx%
Duckett	xx%	xx%
Eagle Claw/Wright-McGill	xx%	xx%
Falcon	xx%	xx%
Fenwick	xx%	xx%
G. Loomis	xx%	xx%
Kastking	xx%	xx%
Kistler	xx%	xx%
Lew's	xx%	xx%
Shakespeare	xx%	xx%
Shimano	xx%	xx%
St. Croix	xx%	xx%
Zebco	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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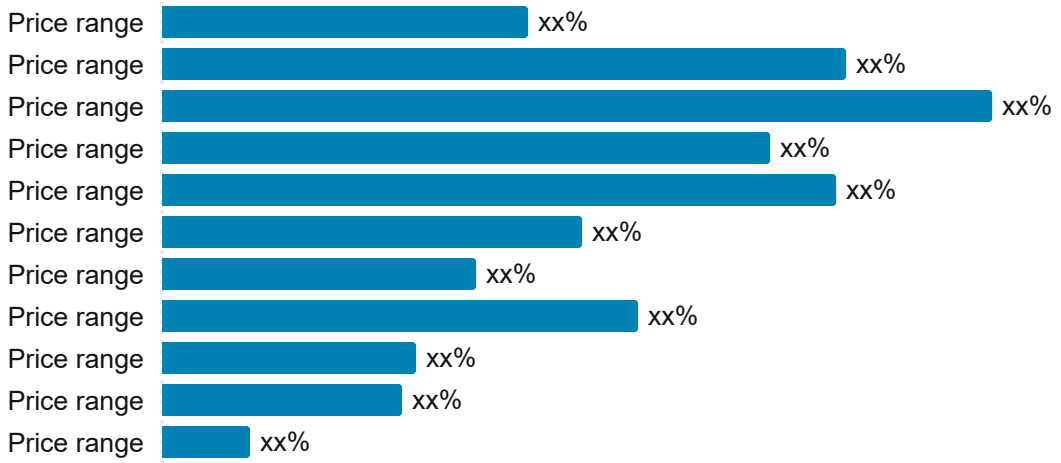
Fishing Rod

How much did you pay for this fishing rod?

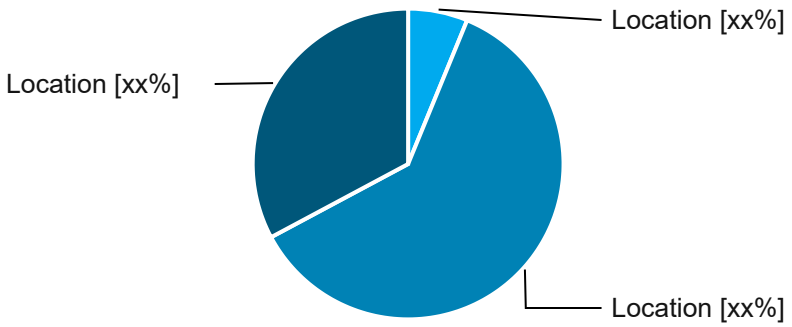
xxx Responses



Fishing Rod Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxx

Where did you buy this fishing rod?

xxx Responses



Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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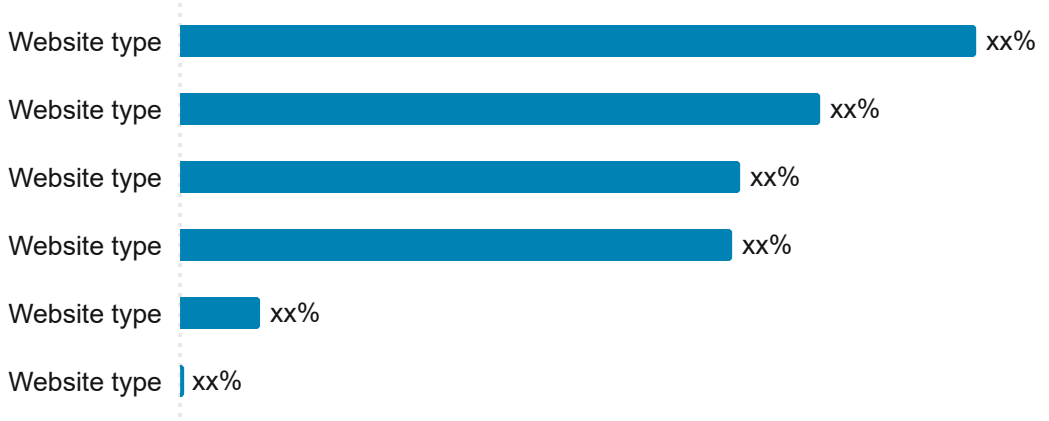
Fishing Rod

What kind of website did you buy this fishing rod from?

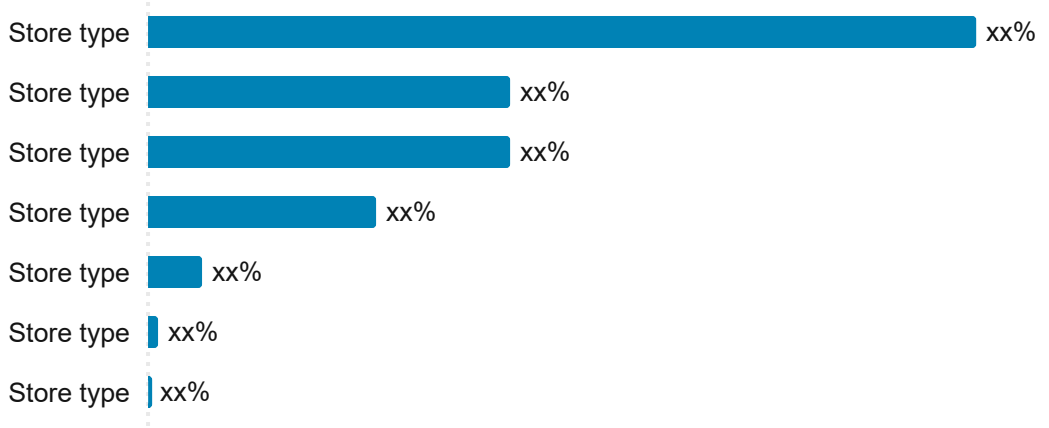
xxx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What kind of store did you buy this fishing rod from?

xxx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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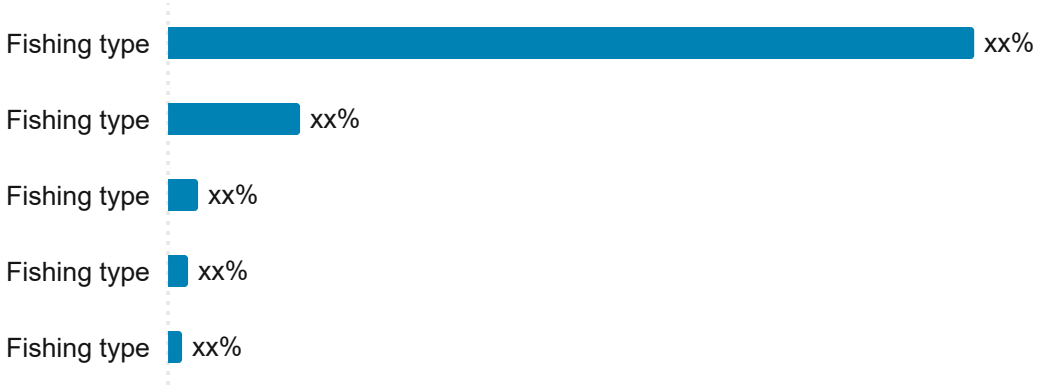
Fishing Rod

What type of fishing will you use this fishing rod for?

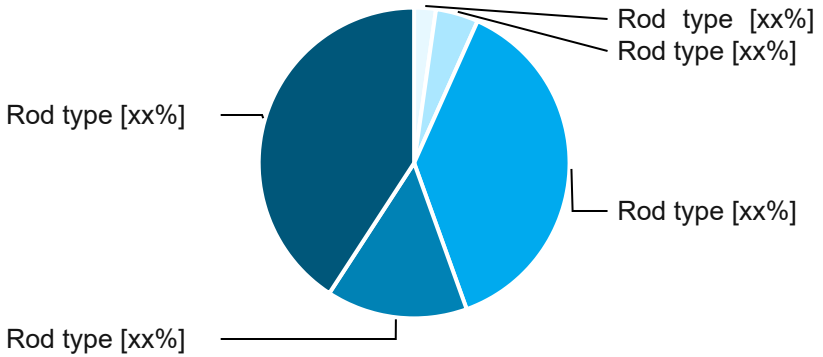
xxx Responses



Fishing Type	Q1 2025	YTD 2025
Freshwater fishing	xx%	xx%
Brackish water fishing	xx%	xx%
Inshore saltwater fishing	xx%	xx%
Offshore saltwater fishing	xx%	xx%
Not sure	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What type of fishing rod did you buy?

xxx Responses



Rod Type	Q1 2025	YTD 2025
Baitcast	xx%	xx%
Spincast	xx%	xx%
Spinning	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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Fishing Rod Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxx

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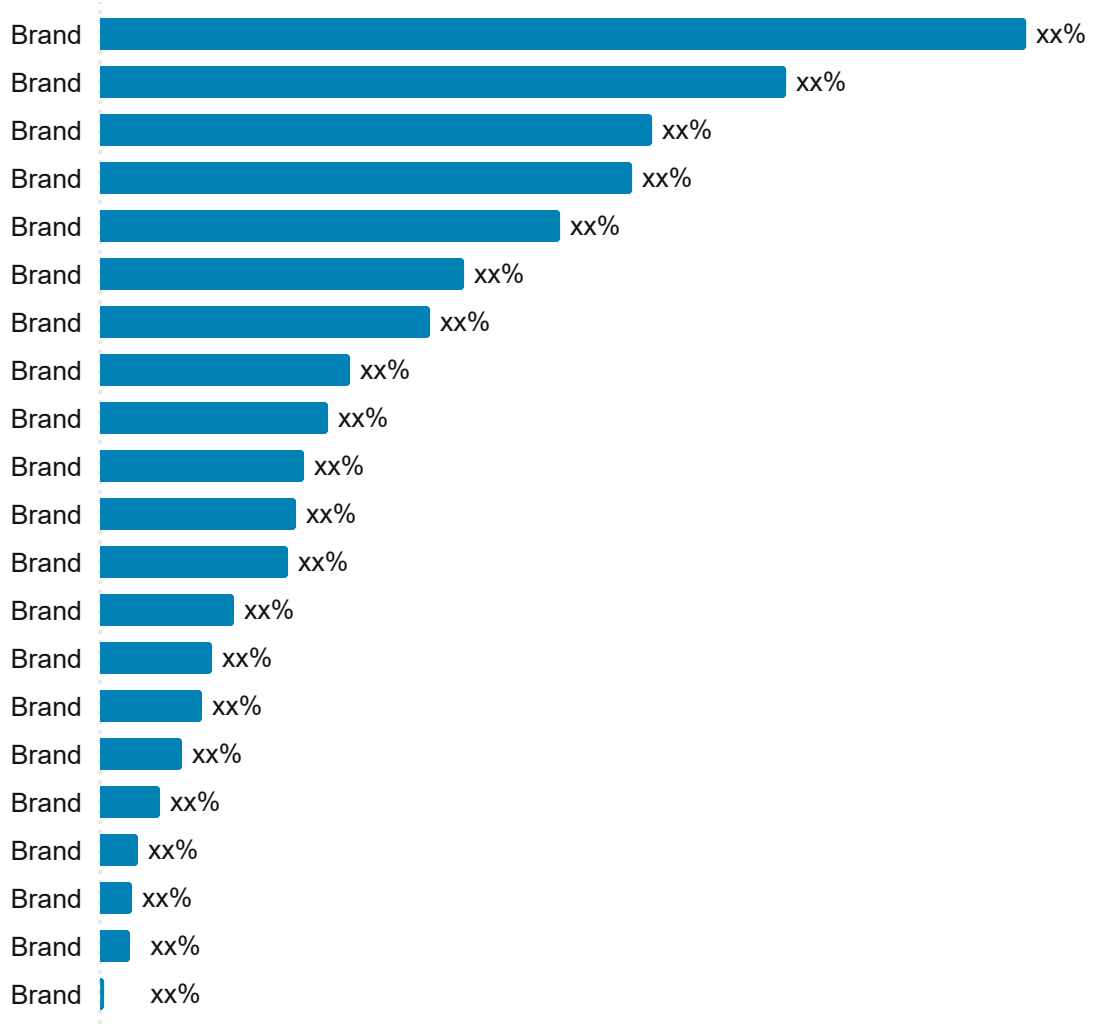
Fishing Reel

What brand of fishing reel did you buy?

xxx Responses



Fishing Reel Brand	Q1 2025	YTD 2025
13 Fishing	xx%	xx%
Abu Garcia	xx%	xx%
Ardent	xx%	xx%
Bass Pro Shop's brand	xx%	xx%
Cabela's brand	xx%	xx%
Daiwa	xx%	xx%
Fin-Nor	xx%	xx%
KastKing	xx%	xx%
Lew's	xx%	xx%
Mitchell	xx%	xx%
Okuma	xx%	xx%
Penn	xx%	xx%
Pflueger	xx%	xx%
ProFISHiency	xx%	xx%
Quantum	xx%	xx%
Shakespeare	xx%	xx%
Shimano	xx%	xx%
Piscifun	xx%	xx%
Zebco	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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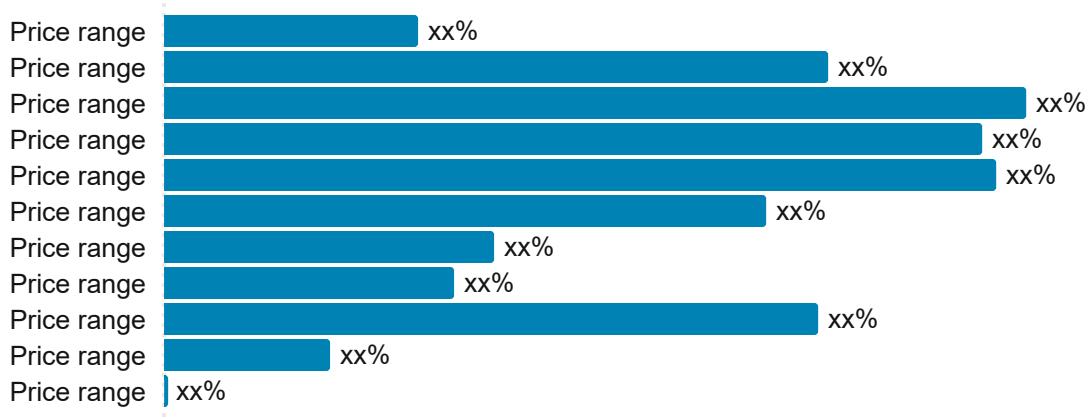
Fishing Reel

How much did you pay for this fishing reel?

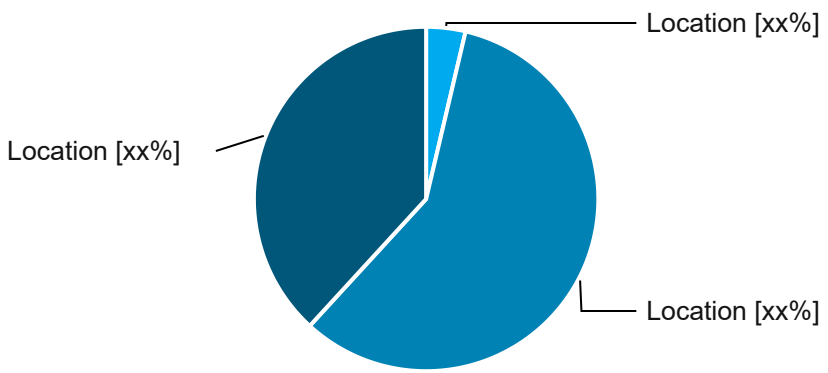
xxx Responses



Fishing Reel Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxxx

Where did you buy this fishing reel?

xxx Responses



Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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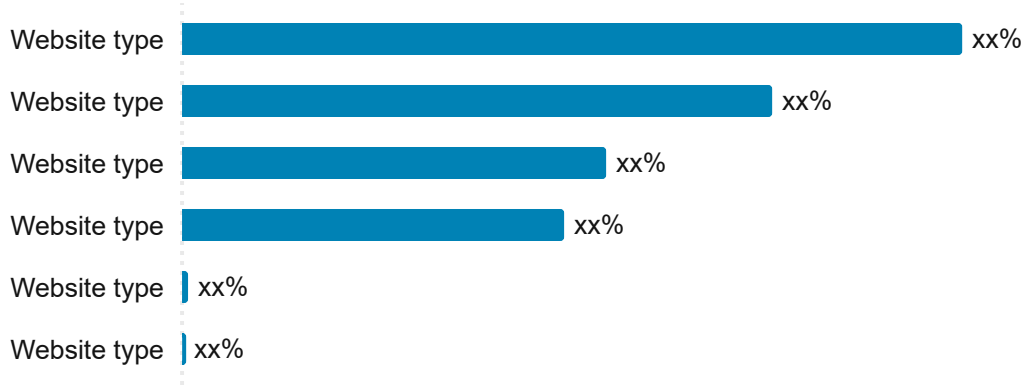
Fishing Reel

What kind of website did you buy this fishing reel from?

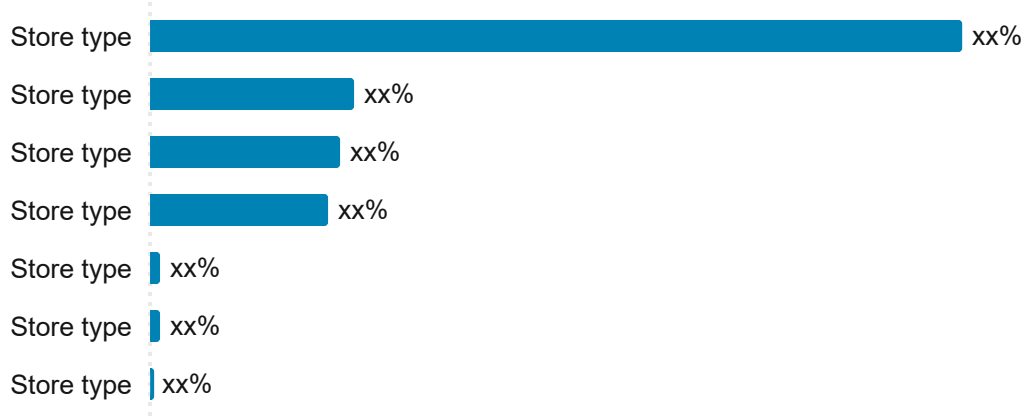
xxx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What kind of store did you buy this fishing reel from?

xxx Responses

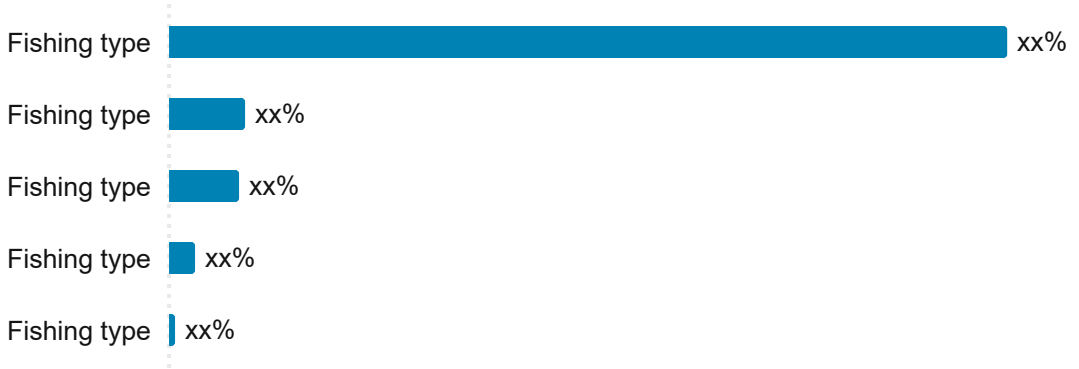


Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

Fishing Reel

What type of fishing will you use this fishing reel for?

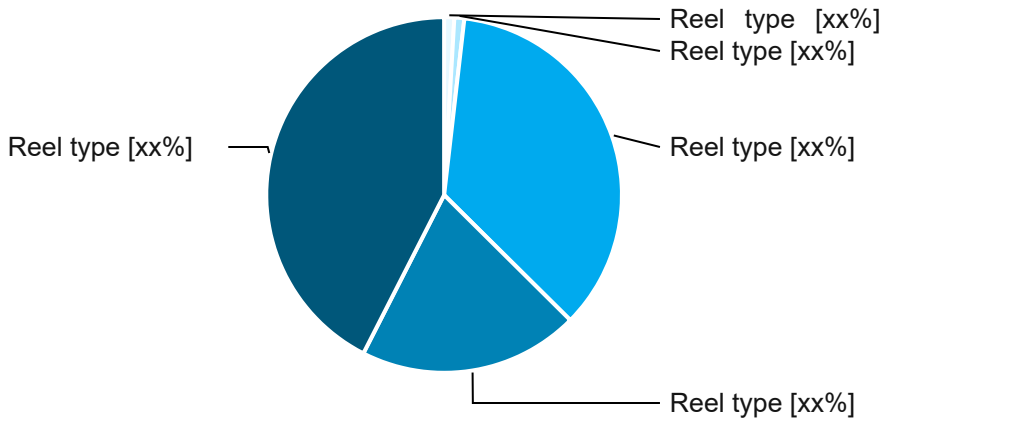
xxx Responses



Field	Q1 2025	YTD 2025
Freshwater fishing	xx%	xx%
Brackish water fishing	xx%	xx%
Inshore saltwater fishing	xx%	xx%
Offshore saltwater fishing	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What type of fishing reel did you buy?

xxx Responses



Fishing Reel Type	Q1 2025	YTD 2025
Baitcast	xx%	xx%
Spincast	xx%	xx%
Spinning	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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Fishing Reel Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	**xx%**
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxx

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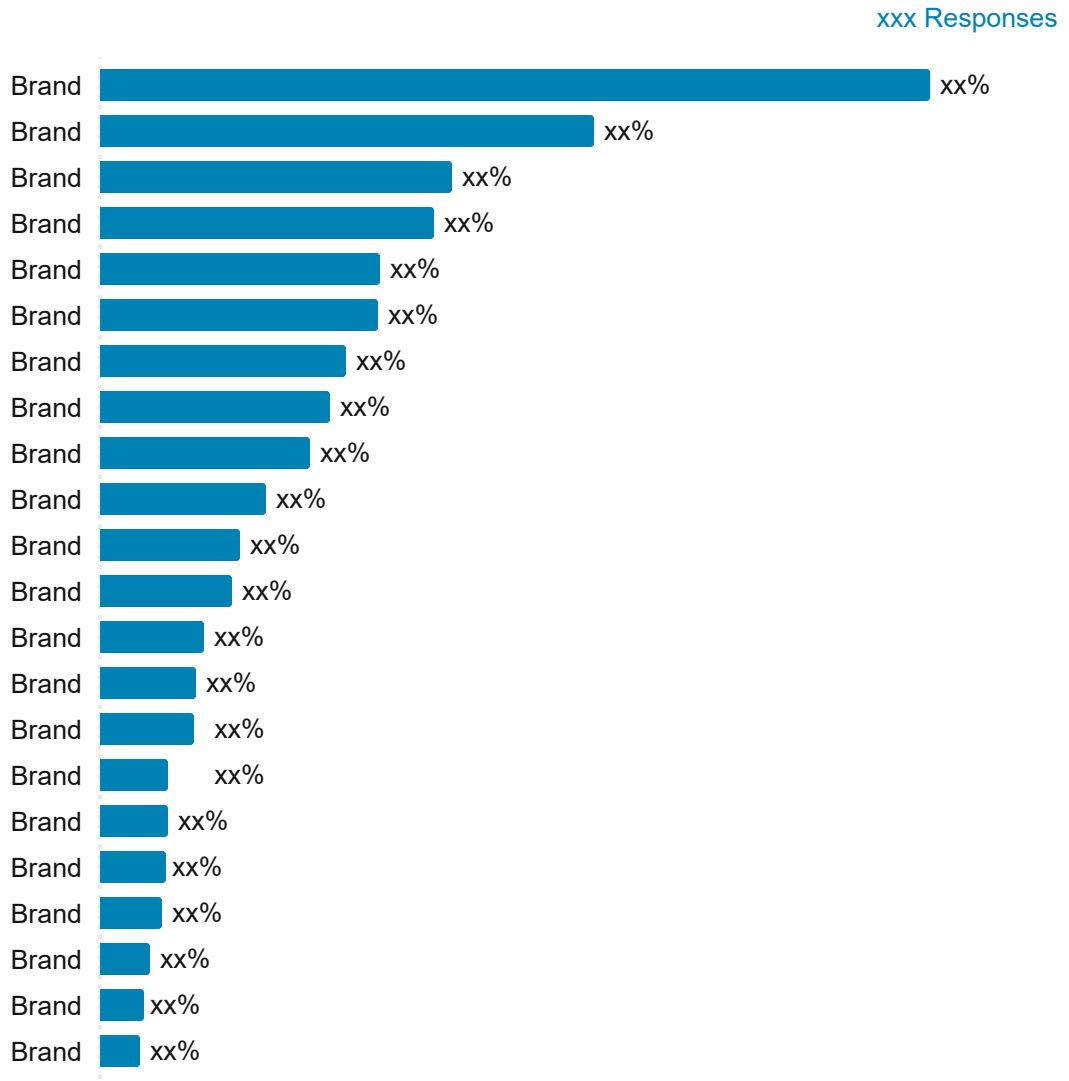
Fishing Combo

What brand of combo (rod & reel) did you buy?



Combo Brand	Q1 2025	YTD 2025
13 Fishing	xx%	xx%
Abu Garcia	xx%	xx%
Bass Pro Shop's brand	xx%	xx%
Berkley	xx%	xx%
Bill Dance	xx%	xx%
Cabela's brand	xx%	xx%
Clam	xx%	xx%
Daiwa	xx%	xx%
Eagle Claw	xx%	xx%
Fenwick	xx%	xx%
KastKing	xx%	xx%
Lew's	xx%	xx%
Okuma	xx%	xx%
Penn	xx%	xx%
ProFISHiency	xx%	xx%
Quantum	xx%	xx%
Shakespeare	xx%	xx%
Shimano	xx%	xx%
Ugly Stik	xx%	xx%
Zebco	xx%	xx%
Not sure	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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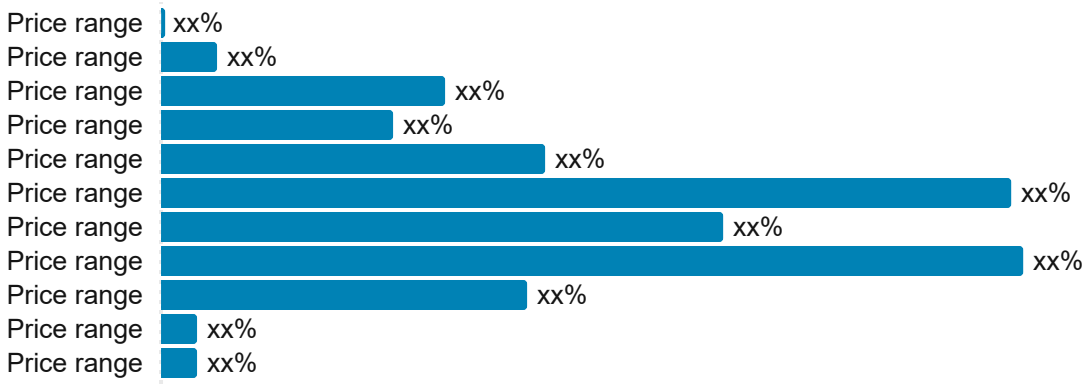
Fishing Combo

How much did you pay for this combo (rod & reel)?

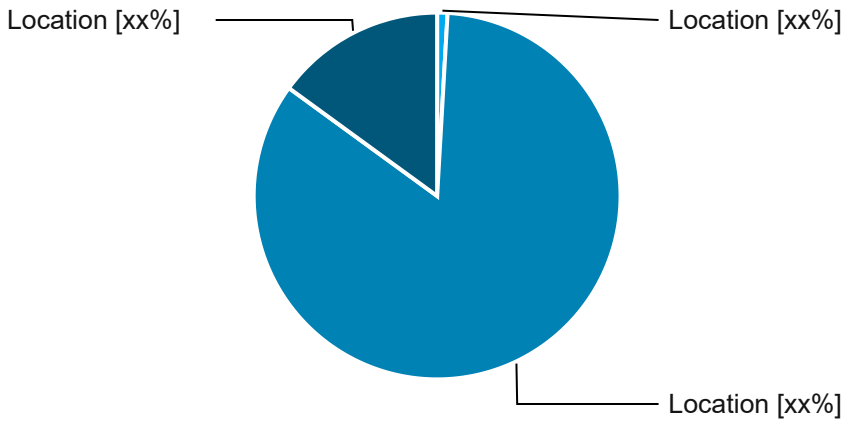
xxx Responses



Combo Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxx

Where did you buy this combo (rod & reel)?

xxx Responses



Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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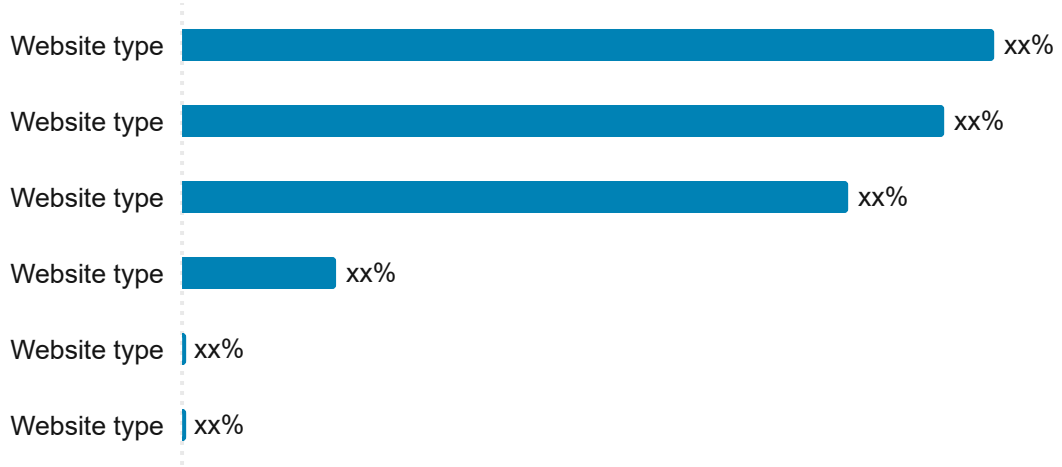
Fishing Combo

What kind of website did you buy this combo (rod & reel) from?

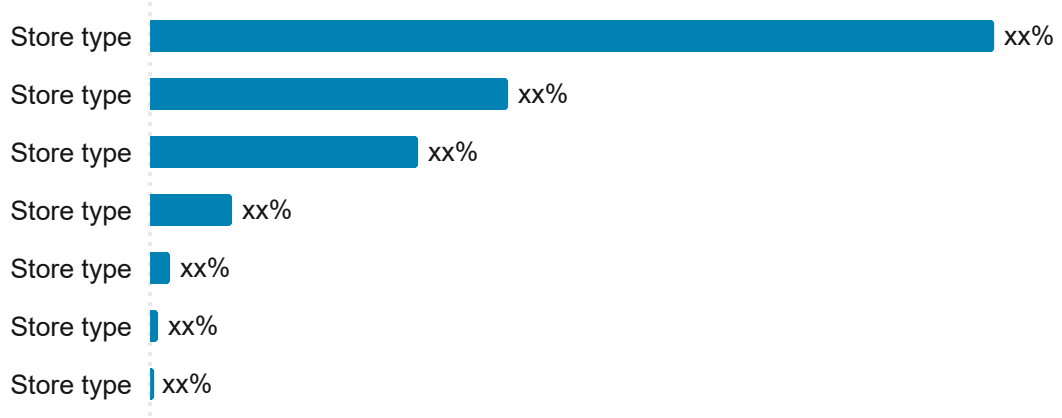
xx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xx	N = xx

What kind of store did you buy this combo (rod & reel) from?

xxx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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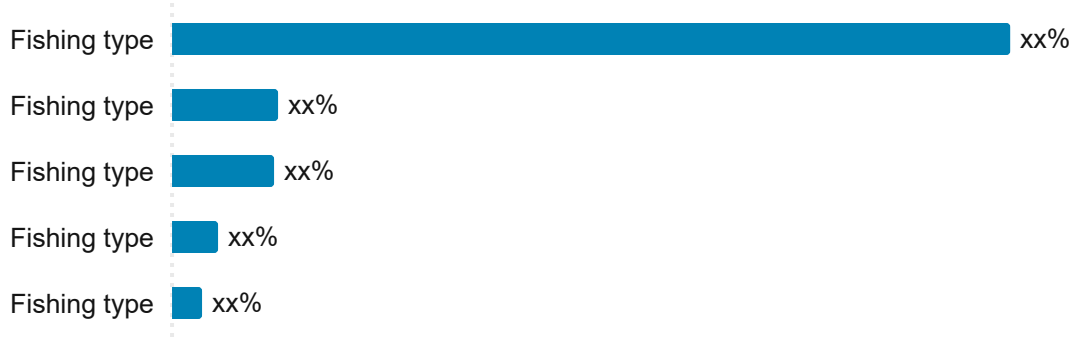
Fishing Combo

What type of fishing will you use this combo (rod & reel) for?

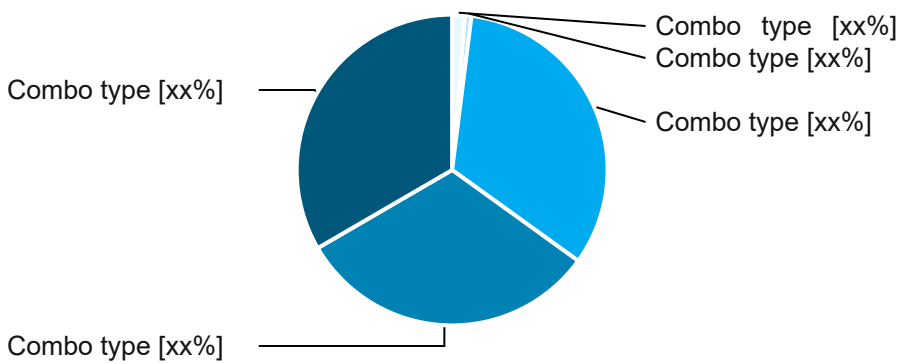
xxx Responses



Fishing Type	Q1 2025	YTD 2025
Freshwater fishing	xx%	xx%
Brackish water fishing	xx%	xx%
Inshore saltwater fishing	xx%	xx%
Offshore saltwater fishing	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What type of combo (rod & reel) did you buy?

xxx Responses



Combo Type	Q1 2025	YTD 2025
Baitcast	xx%	xx%
Spincast	xx%	xx%
Spinning	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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Fishing Combo Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxx

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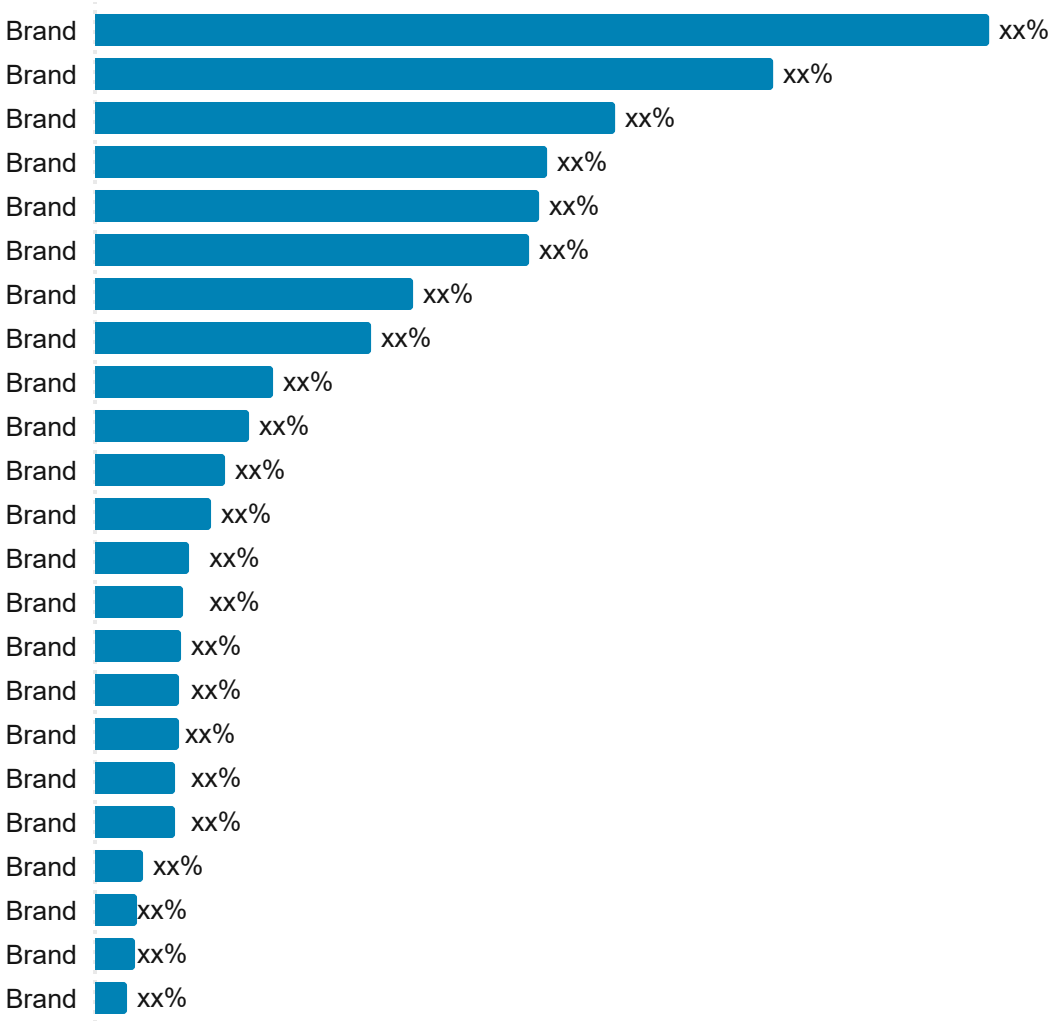
Hard Bait

What brand of hard bait did you buy?

xxx Responses



Hard Bait Brand	Q1 2025	YTD 2025
6th Sense	xx%	xx%
Bandit	xx%	xx%
Bass Pro Shop's brand	xx%	xx%
Berkley	xx%	xx%
Blue Fox	xx%	xx%
Bomber	xx%	xx%
Bucca	xx%	xx%
Cabela’s brand	xx%	xx%
ChatterBait	xx%	xx%
Dare Devil	xx%	xx%
H2O Academy	xx%	xx%
Heddon	xx%	xx%
Lucky Craft	xx%	xx%
Megabass	xx%	xx%
Mirrolure	xx%	xx%
Rapala	xx%	xx%
Rat-L-Trap/Bill Lewis	xx%	xx%
Rebel	xx%	xx%
River2Sea	xx%	xx%
Strike King	xx%	xx%
Yo-Zuri	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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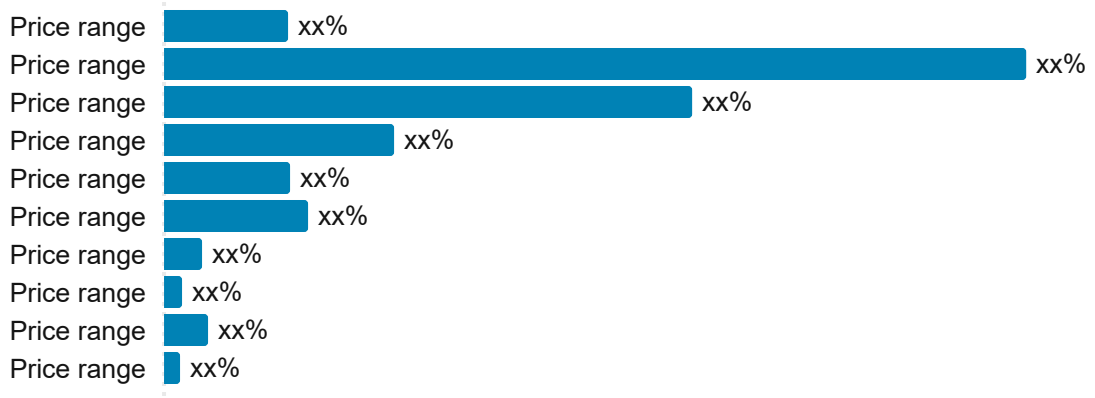
Hard Bait

How much did you pay for this hard bait?

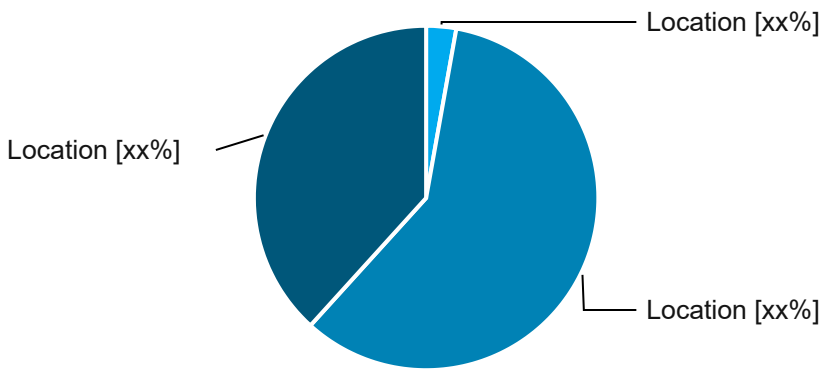
xxx Responses



Hard Bait Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxx

Where did you buy this hard bait?

xxx Responses



Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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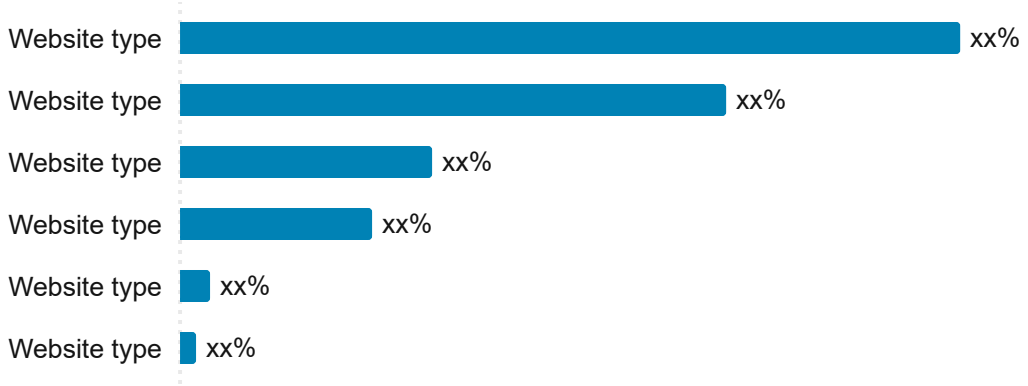
Hard Bait

What kind of website did you buy this hard bait from?

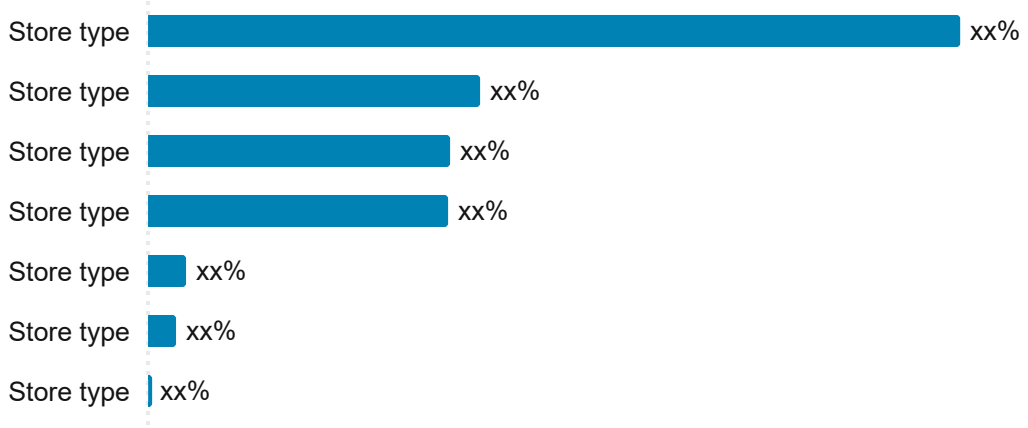
xxx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What kind of store did you buy this hard bait from?

xxx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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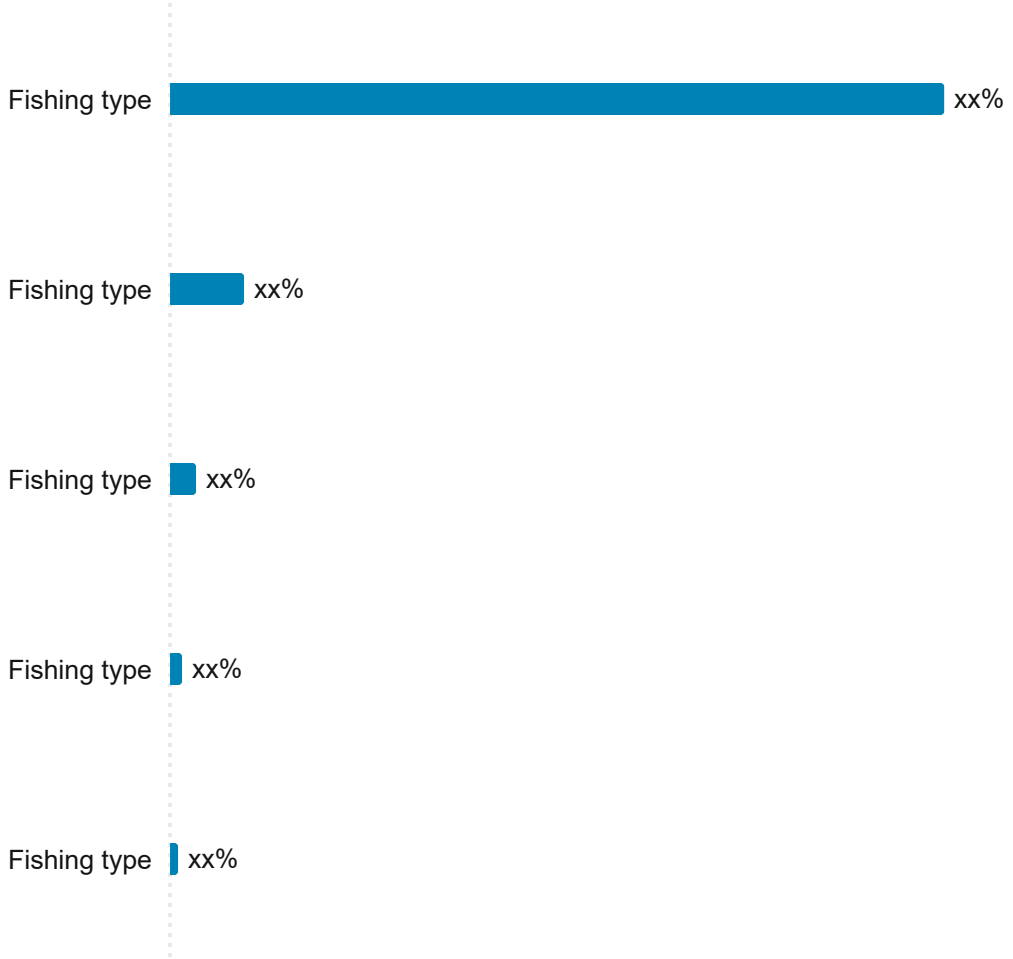
Hard Bait

What type of fishing will you use this hard bait for?

xxx Responses



Fishing Type	Q1 2025	YTD 2025
Freshwater fishing	xx%	xx%
Brackish water fishing	xx%	xx%
Inshore saltwater fishing	xx%	xx%
Offshore saltwater fishing	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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Hard Bait Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxx

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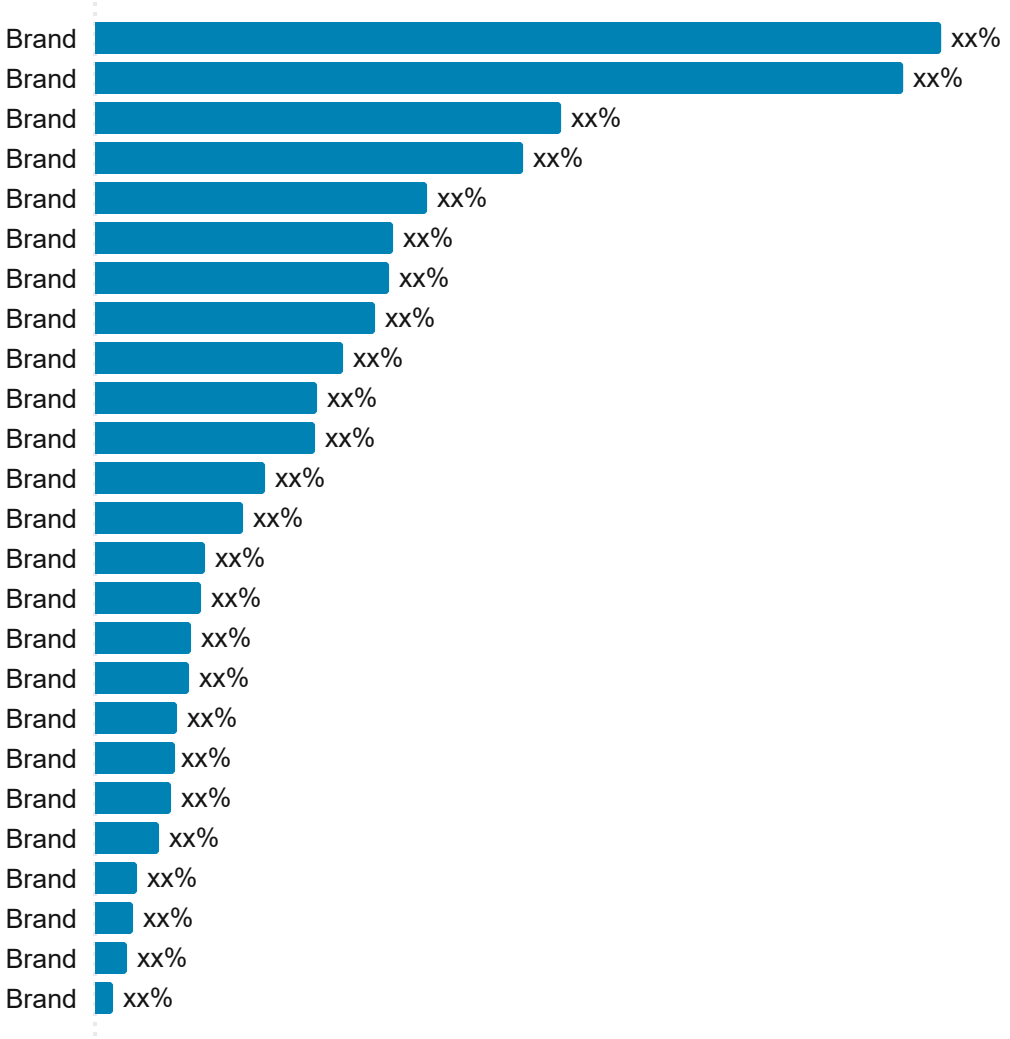
Soft Bait

What brand of soft bait did you buy?

xxx Responses

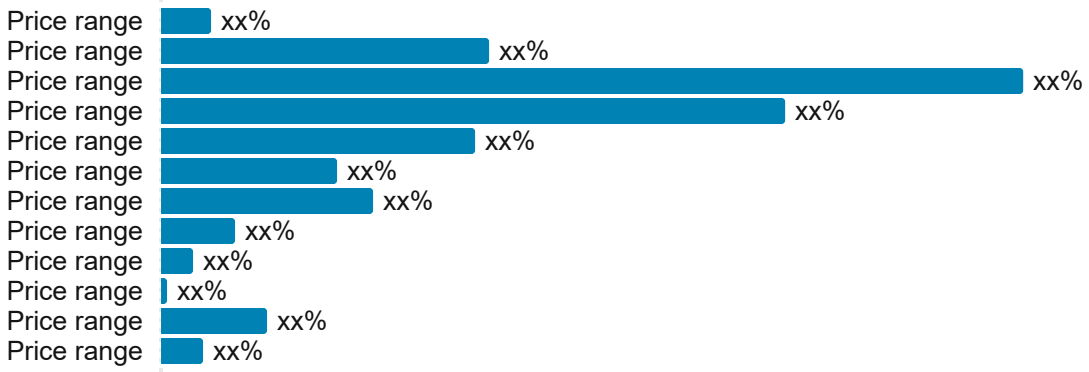


Soft Bait Brand	Q1 2025	YTD 2025
6th Sense	xx%	xx%
Bass Assassin	xx%	xx%
Bass Pro Shop's brand	xx%	xx%
Berkley	xx%	xx%
Big Bite	xx%	xx%
Bobby Garland	xx%	xx%
Cabela's brand	xx%	xx%
Culprit	xx%	xx%
DOA	xx%	xx%
Gary Yamamoto	xx%	xx%
Googan	xx%	xx%
Keitech	xx%	xx%
Missle	xx%	xx%
Mister Twister	xx%	xx%
Rapala	xx%	xx%
Salt Strong	xx%	xx%
Strike King	xx%	xx%
Yamamoto	xx%	xx%
Yum	xx%	xx%
Z-Man	xx%	xx%
Zoom	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

Soft Bait

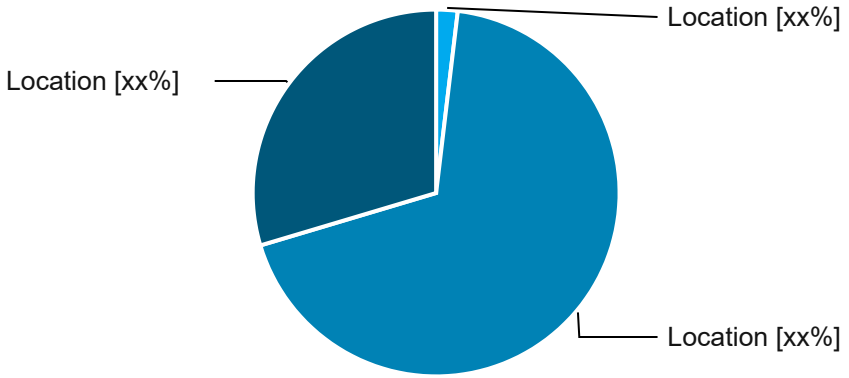
How much did you pay for this soft bait?

xxx Responses



Where did you buy this soft bait?

xxx Responses



Soft Bait Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxx

Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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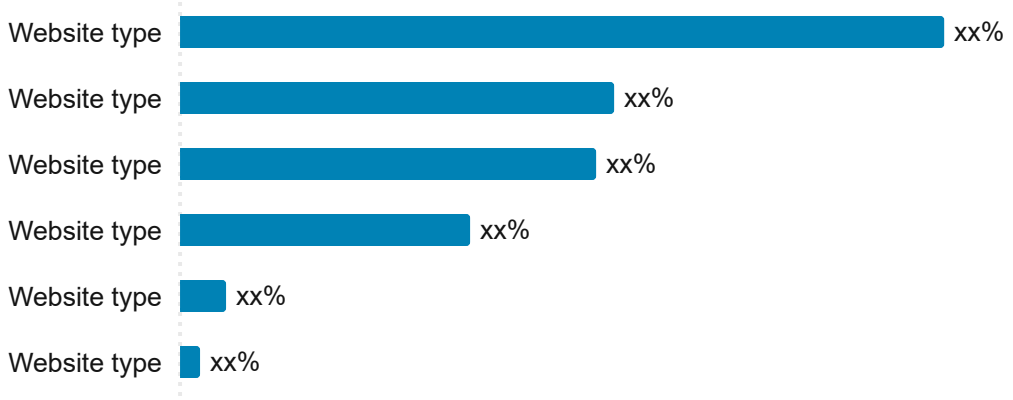
Soft Bait

What kind of website did you buy this soft bait from?

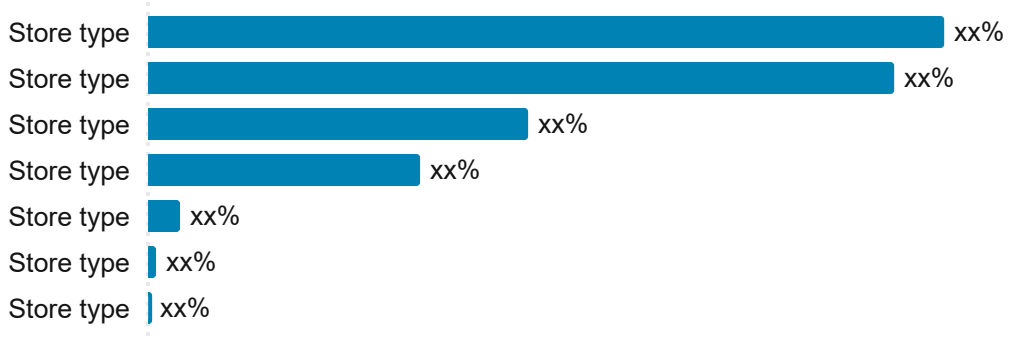
xxx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What kind of store did you buy this soft bait from?

xxx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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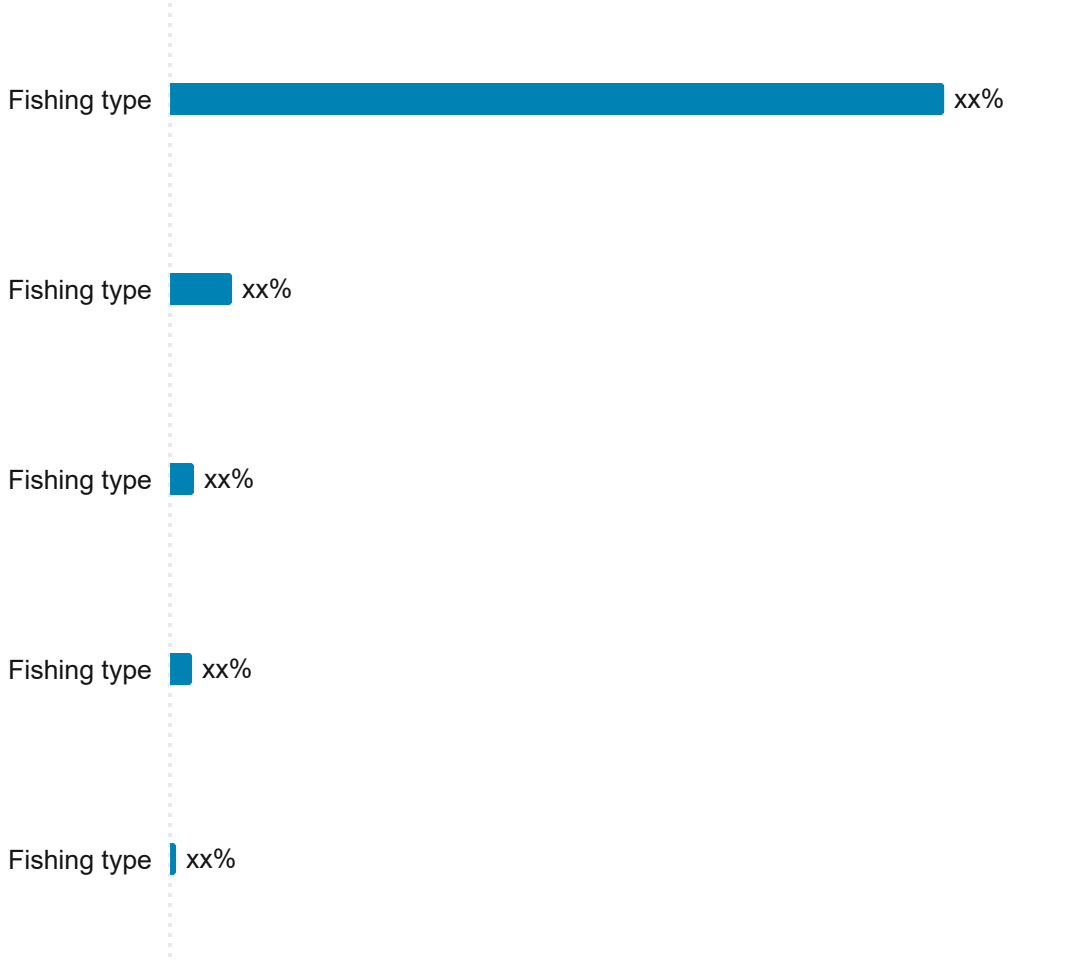
Soft Bait

What type of fishing will you use this soft bait for?

xxx Responses



Fishing Type	Q1 2025	YTD 2025
Freshwater fishing	xx%	xx%
Brackish water fishing	xx%	xx%
Inshore saltwater fishing	xx%	xx%
Offshore saltwater fishing	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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Soft Bait Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxxx

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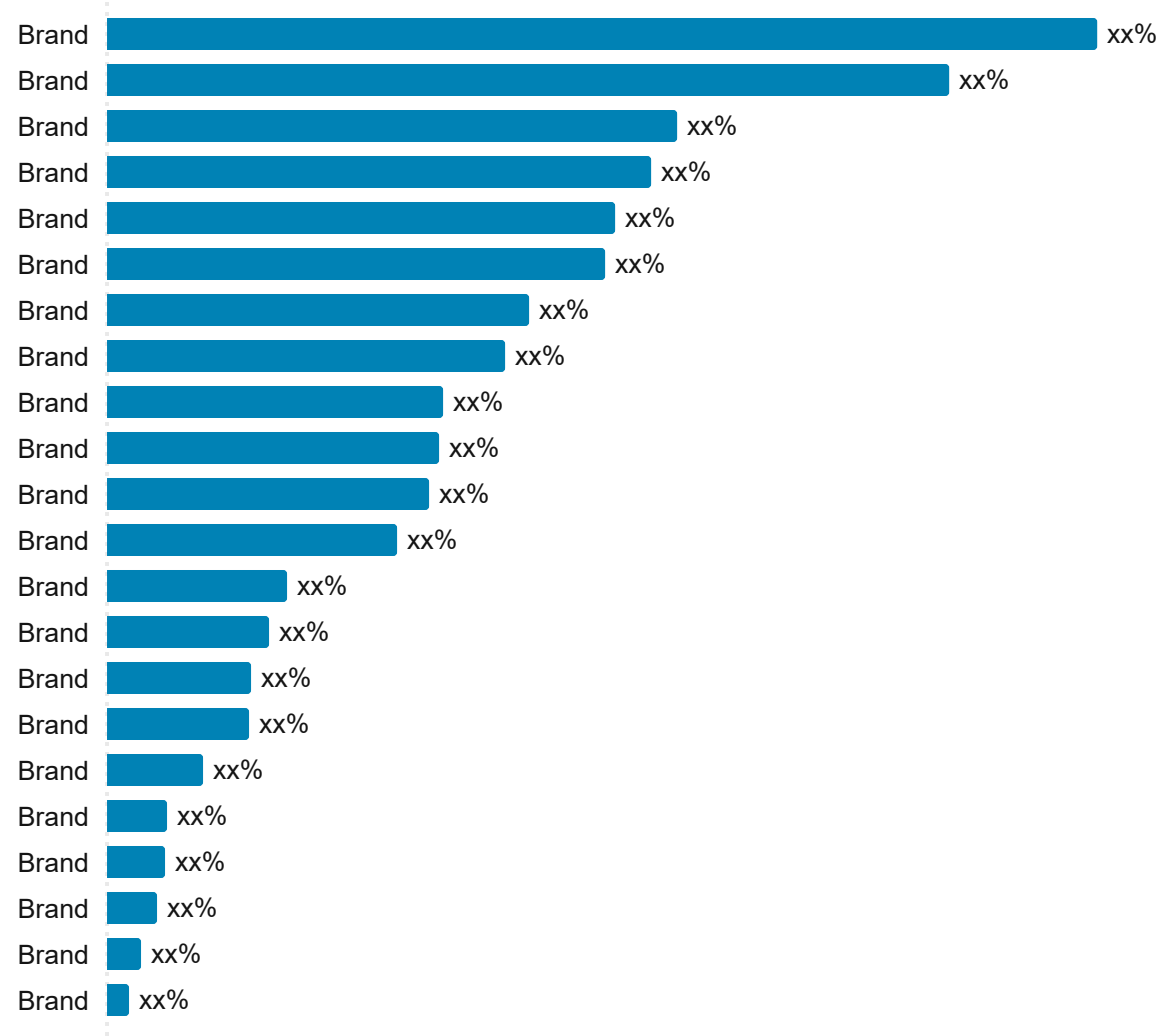
Spinner Bait

What brand of spinner bait did you buy?

xxx Responses



Field	Q1 2025	YTD 2025
Bass Assassin	xx%	xx%
Bass Pro Shop's brand	xx%	xx%
Berkley	xx%	xx%
Blue Fox	xx%	xx%
Booyah	xx%	xx%
Cabela's brand	xx%	xx%
Johnson	xx%	xx%
Lindy	xx%	xx%
Luck-E-Strike	xx%	xx%
Mepps	xx%	xx%
Panther Martin	xx%	xx%
Rooster Tails/Worden's/Yakima	xx%	xx%
Strike King	xx%	xx%
Terminator	xx%	xx%
War Eagle	xx%	xx%
Z-man	xx%	xx%
Googan	xx%	xx%
Megabass	xx%	xx%
Northland	xx%	xx%
BizzBaits	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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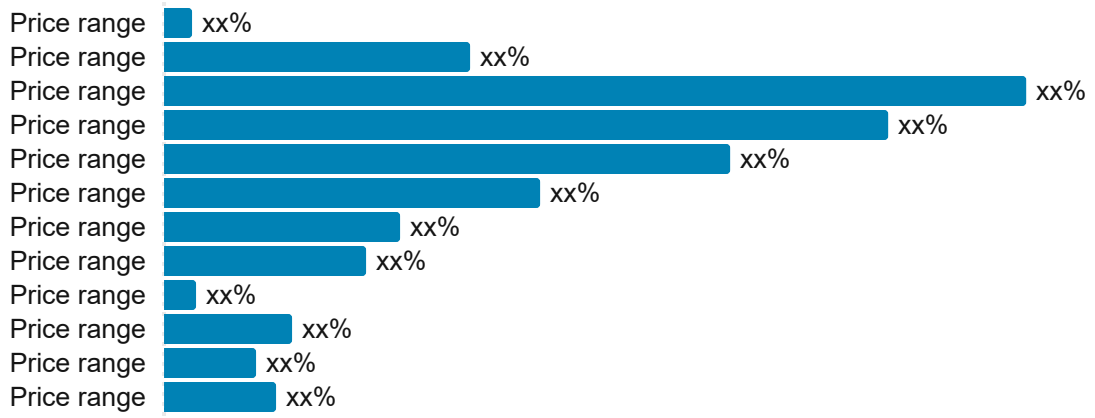
Spinner Bait

How much did you pay for this spinner bait?

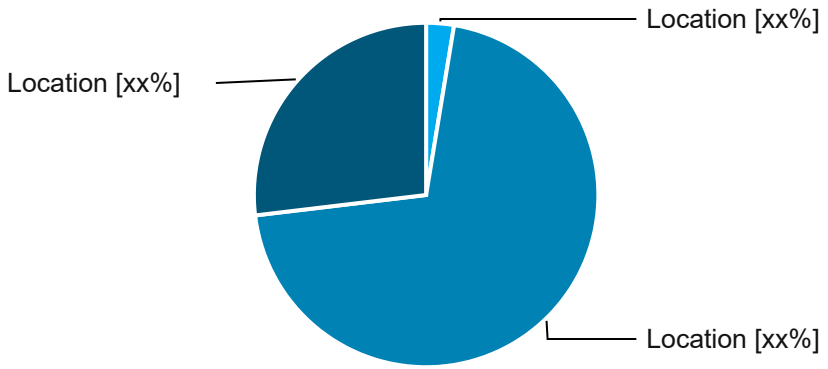
xxx Responses



Spinner Bait Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxx

Where did you buy this spinner bait?

xxx Responses

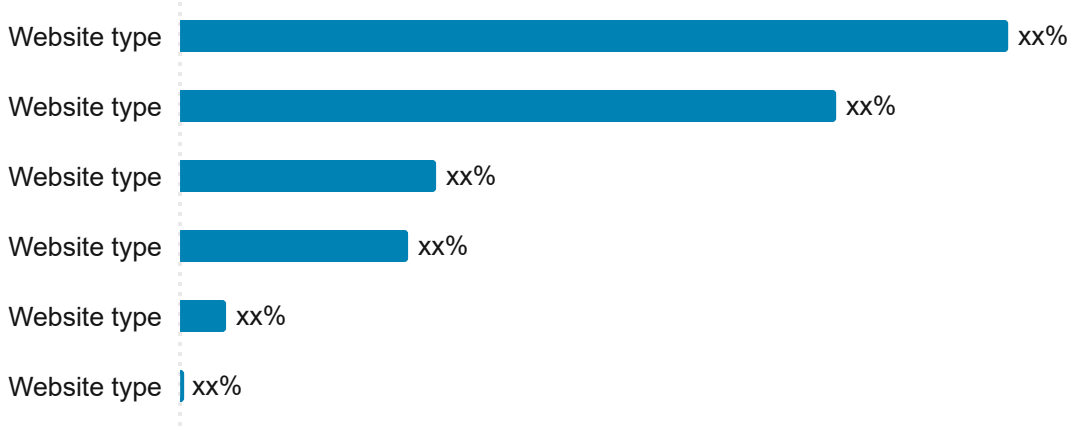


Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxxx	N = xxx

Spinner Bait

What kind of website did you buy this spinner bait from?

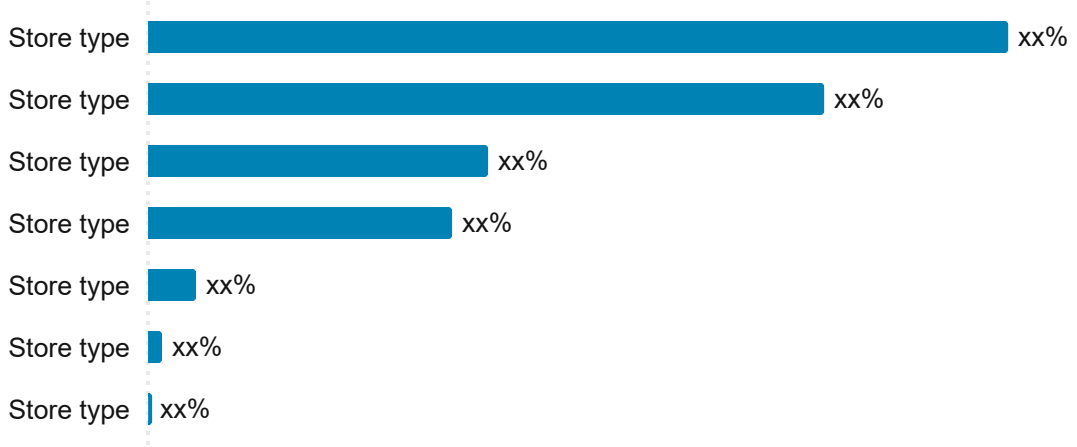
xxx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What kind of store did you buy this spinner bait from?

xxx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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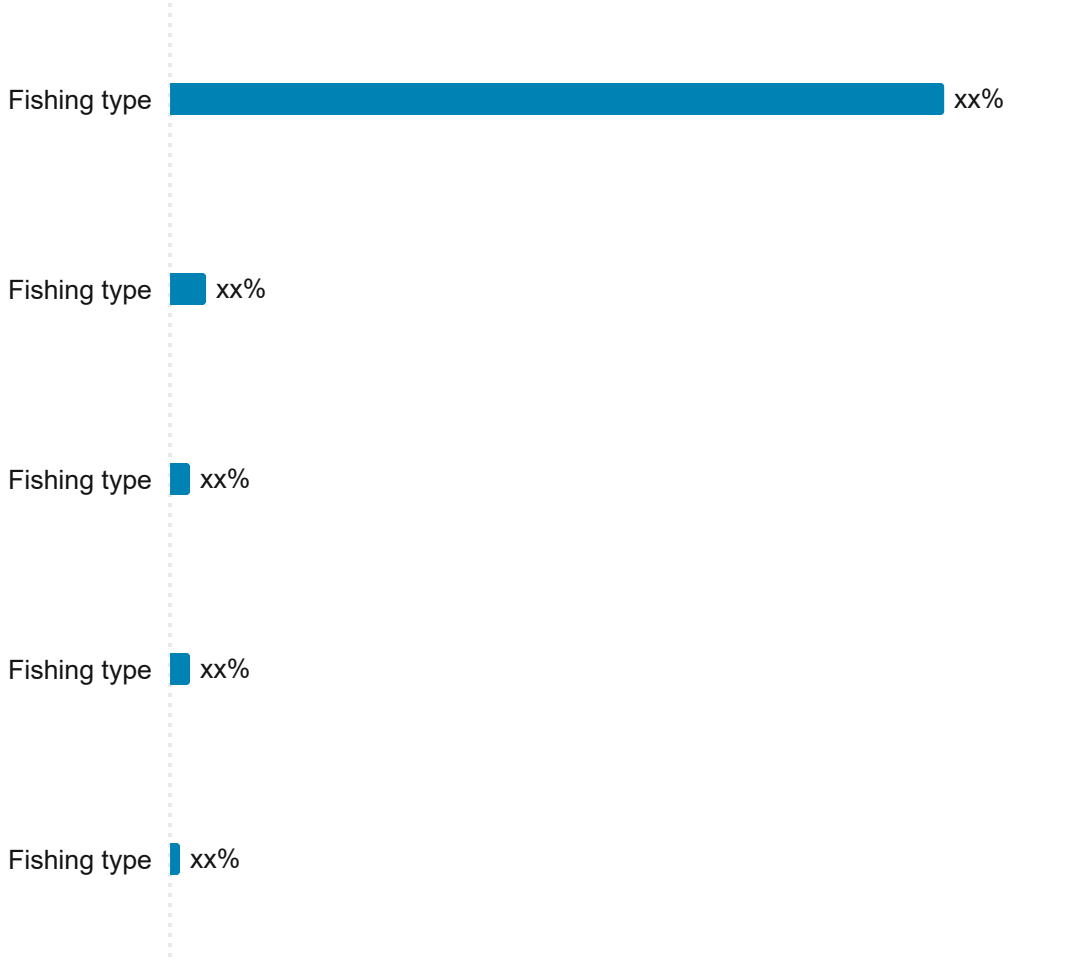
Spinner Bait

What type of fishing will you use this spinner bait for?

xxx Responses



Fishing Type	Q1 2025	YTD 2025
Freshwater fishing	xx%	xx%
Brackish water fishing	xx%	xx%
Inshore saltwater fishing	xx%	xx%
Offshore saltwater fishing	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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Spinner Bait Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

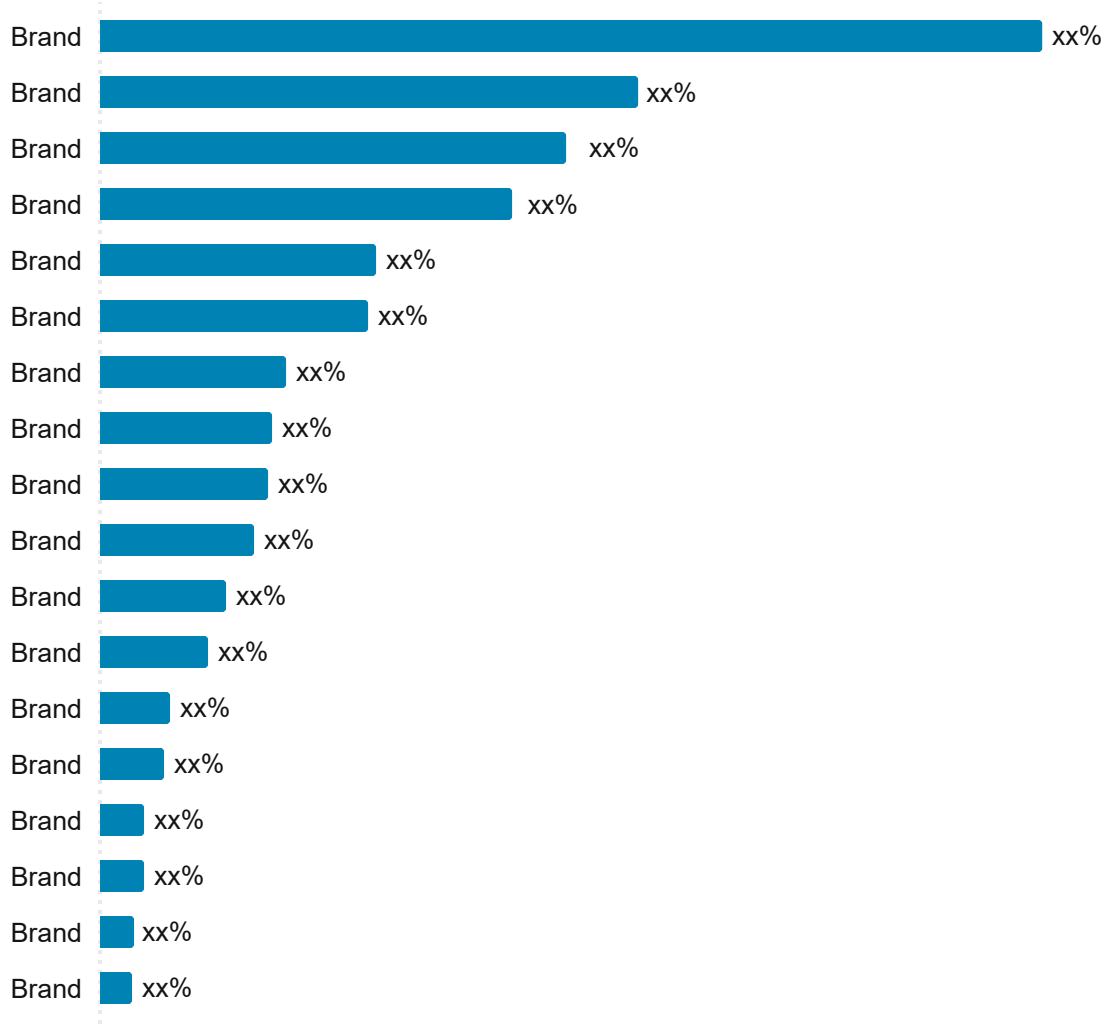
Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxx

Fishing Line

What brand of fishing line did you buy?

xxx Responses



Fishing Line Brand	Q1 2025	YTD 2025
Bass Pro Shop's brand	xx%	xx%
Berkley	xx%	xx%
Cajun Red	xx%	xx%
J-Braid/Daiwa	xx%	xx%
KastKing	xx%	xx%
Maxima	xx%	xx%
P-Line	xx%	xx%
PowerPro	xx%	xx%
Reaction Tackle	xx%	xx%
Seaguar	xx%	xx%
Spiderwire	xx%	xx%
Stren	xx%	xx%
Sufix	xx%	xx%
Sunline	xx%	xx%
Yo-Zuri	xx%	xx%
Zebco	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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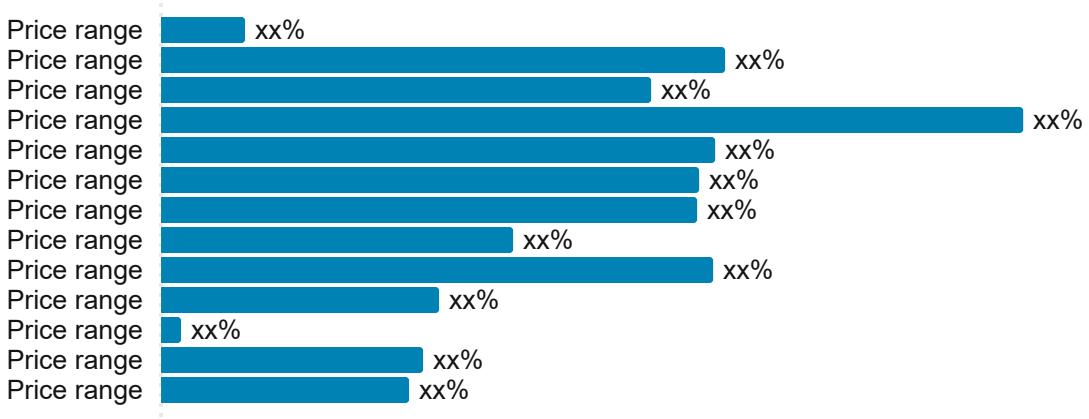
Fishing Line

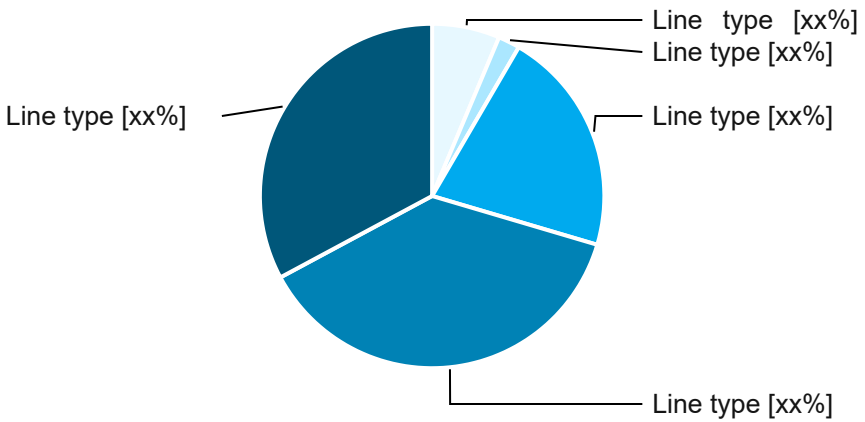
How much did you pay for this fishing line?

xxx Responses



What type of fishing line did you buy?

xxx Responses



Fishing Line Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxx

Fishing Line Type	Q1 2025	YTD 2025
Monofilament	xx%	xx%
Superline or Braid	xx%	xx%
Fluorocarbon	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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Fishing Line

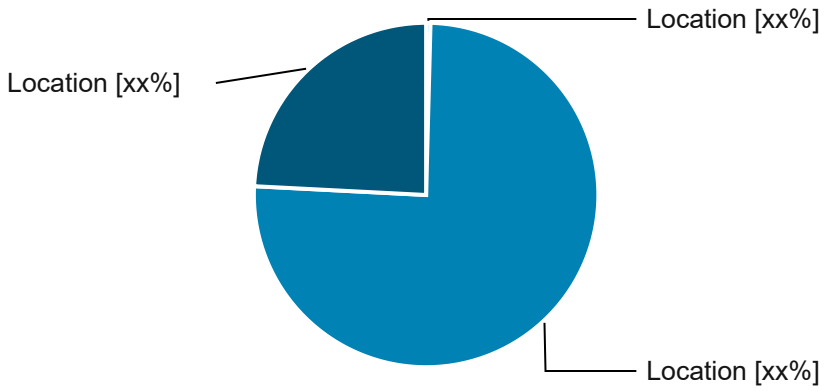
What type of fishing will you use this fishing line for?

xxx Responses

Fishing Type	Q1 2025	YTD 2025
Freshwater fishing	xx%	xx%
Brackish water fishing	xx%	xx%
Inshore saltwater fishing	xx%	xx%
Offshore saltwater fishing	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

Where did you buy this fishing line?

xxx Responses



Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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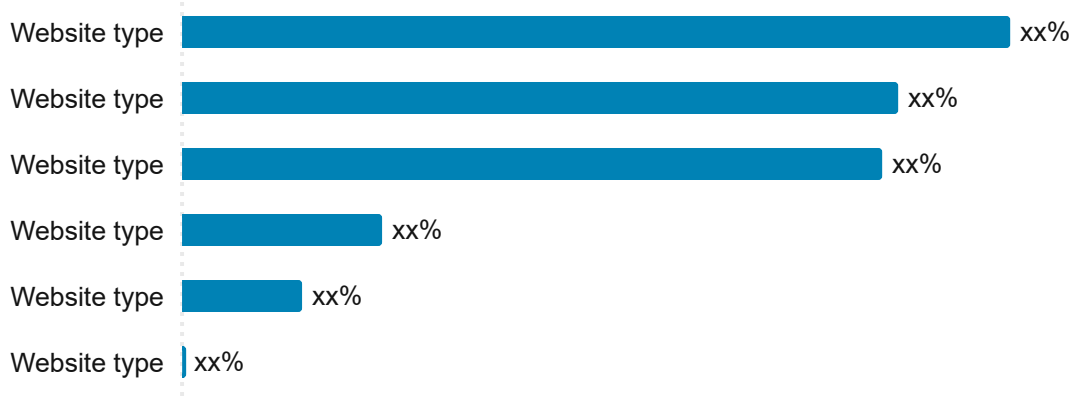
Fishing Line

What kind of website did you buy this fishing line from?

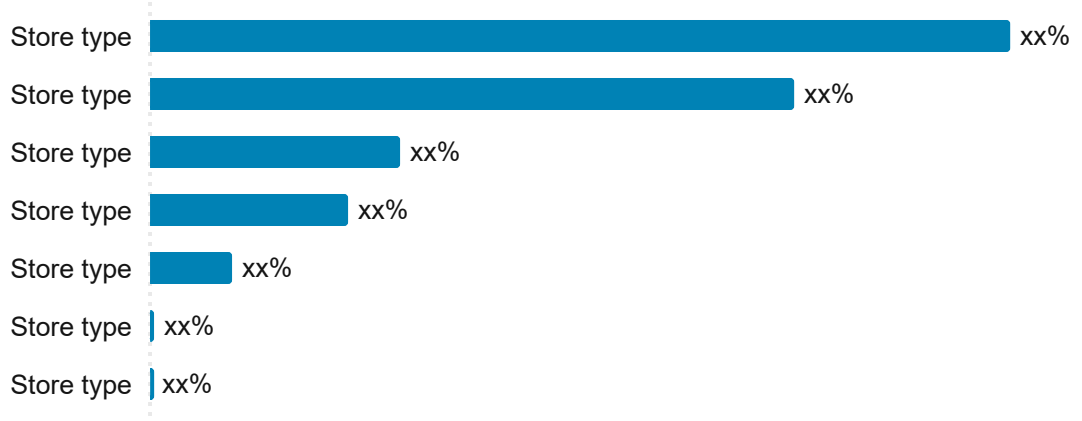
xxx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What kind of store did you buy this fishing line from?

xxx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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Fishing Line Demographics

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxx

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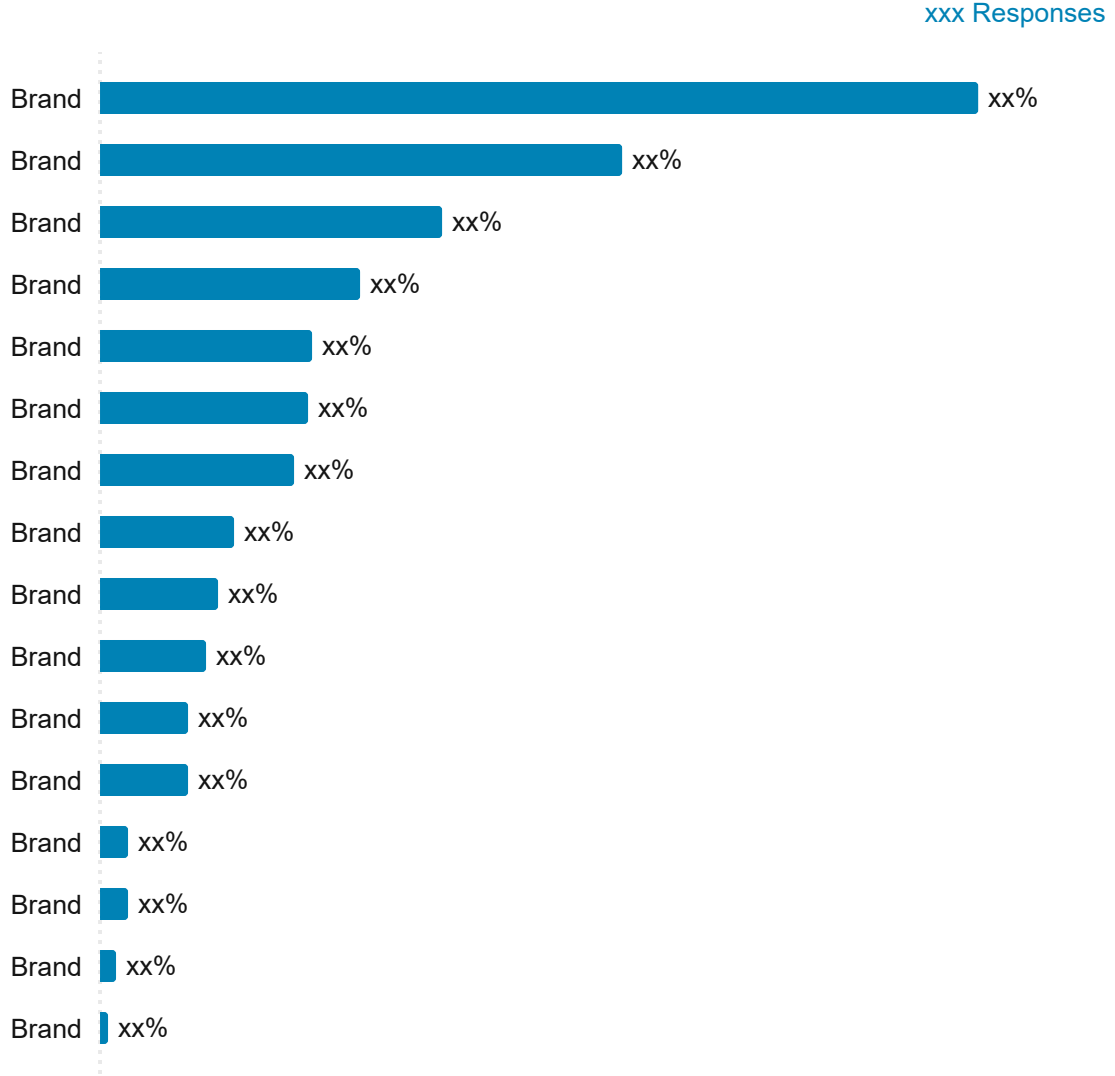
Fishing Hooks

What brand of hooks did you buy?



Hook Brand	Q1 2025	YTD 2025
6th Sense	xx%	xx%
Bass Pro Shop's brand	xx%	xx%
Berkley	xx%	xx%
BKK	xx%	xx%
Daiichi	xx%	xx%
Eagle Claw/Lazer Sharp	xx%	xx%
Gamakatsu	xx%	xx%
Generic or not branded	xx%	xx%
Mustad/Ultra Point	xx%	xx%
Owner	xx%	xx%
Strike King	xx%	xx%
Trokar	xx%	xx%
Tru-Turn	xx%	xx%
VMC	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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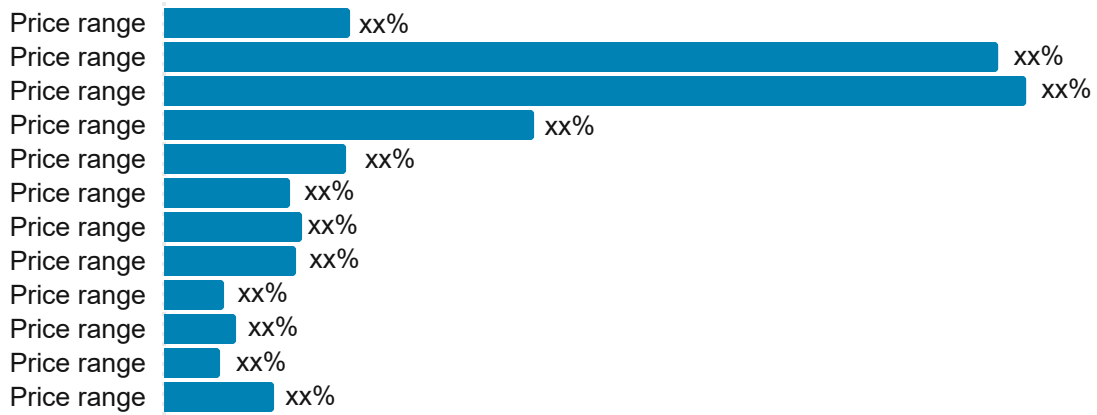
Fishing Hooks

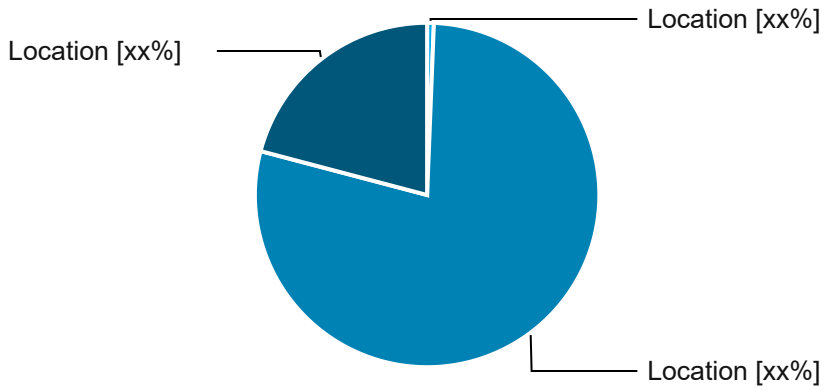
How much did you pay for these hooks?

xxx Responses



Where did you buy these hooks?

xxx Responses



Hook Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxx

Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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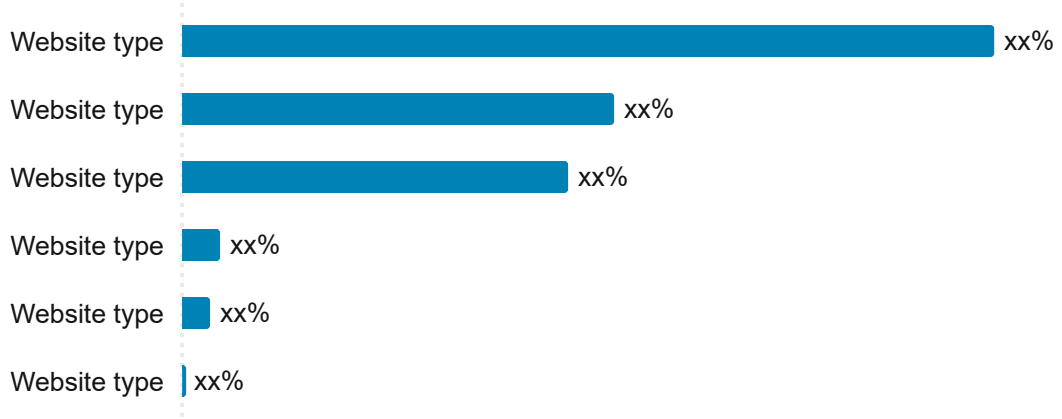
Fishing Hooks

What kind of website did you buy these hooks from?

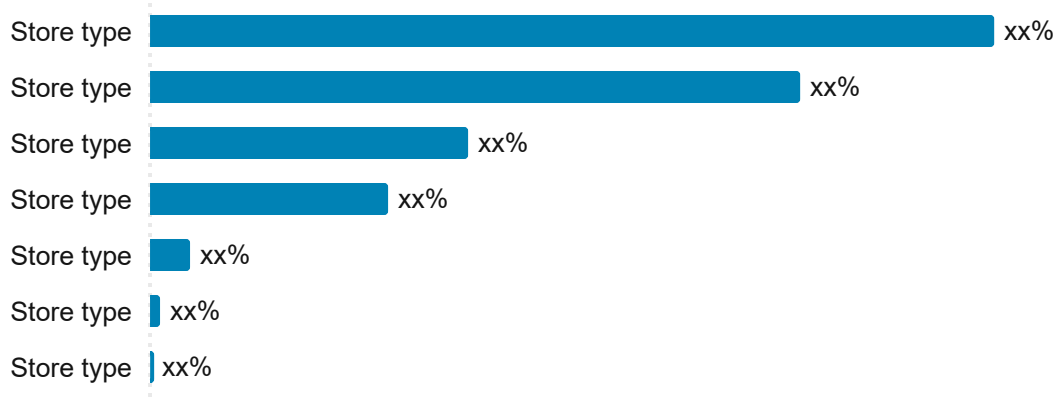
xxx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

What kind of store did you buy these hooks from?

xxx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

Fishing Hooks Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

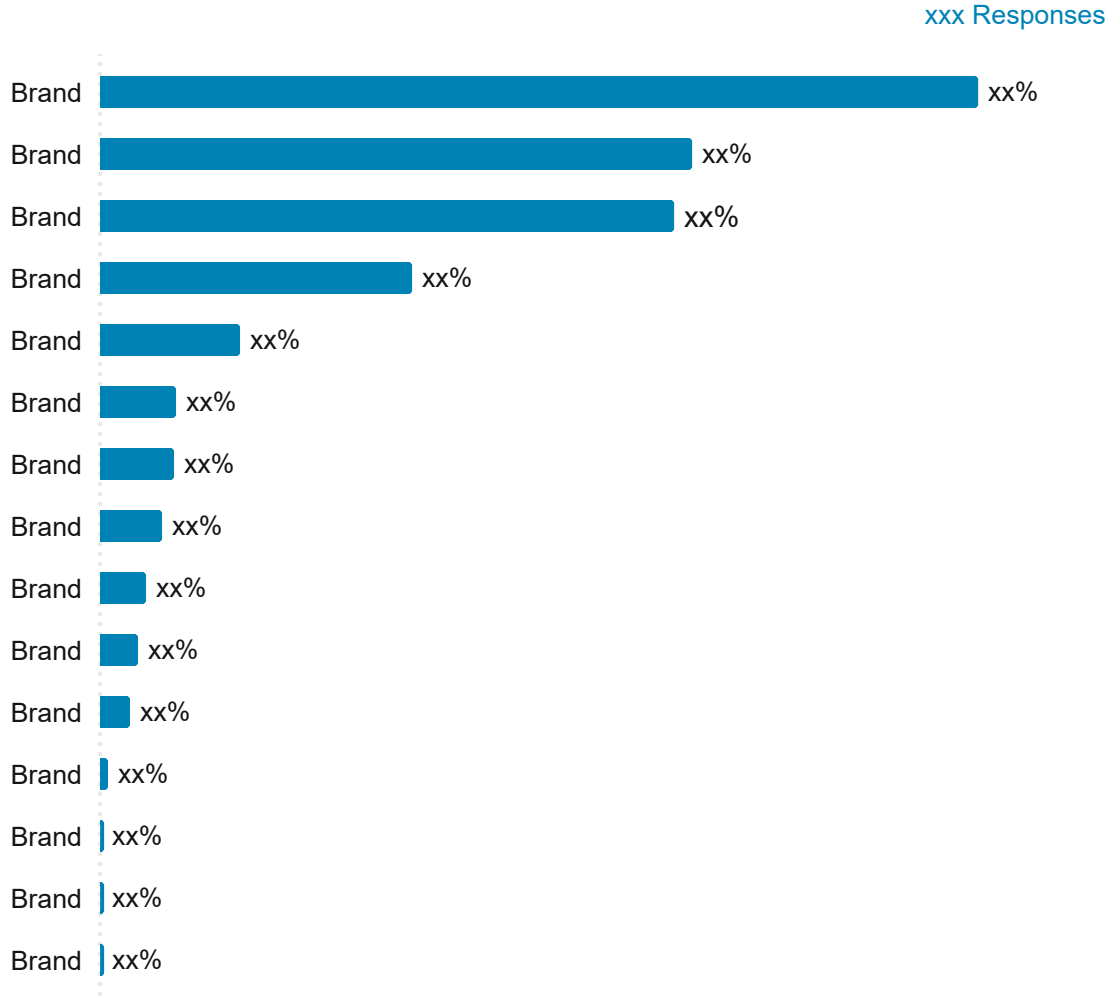
Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxx

Fish Finder/Sonar

What brand of fish finder/sonar did you buy?



Fish Finder/Sonar Brand	Q1 2025	YTD 2025
Cabela's brand	xx%	xx%
Deeper	xx%	xx%
Eagle	xx%	2.7%
Fish Hunter	xx%	xx%
Furuno	xx%	xx%
Garmin	xx%	xx%
Humminbird	xx%	xx%
iBobber	xx%	xx%
Lowrance	xx%	xx%
Marcum	xx%	xx%
Raymarine	xx%	xx%
Simrad	xx%	xx%
Vexilar	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xxx	N = xxx

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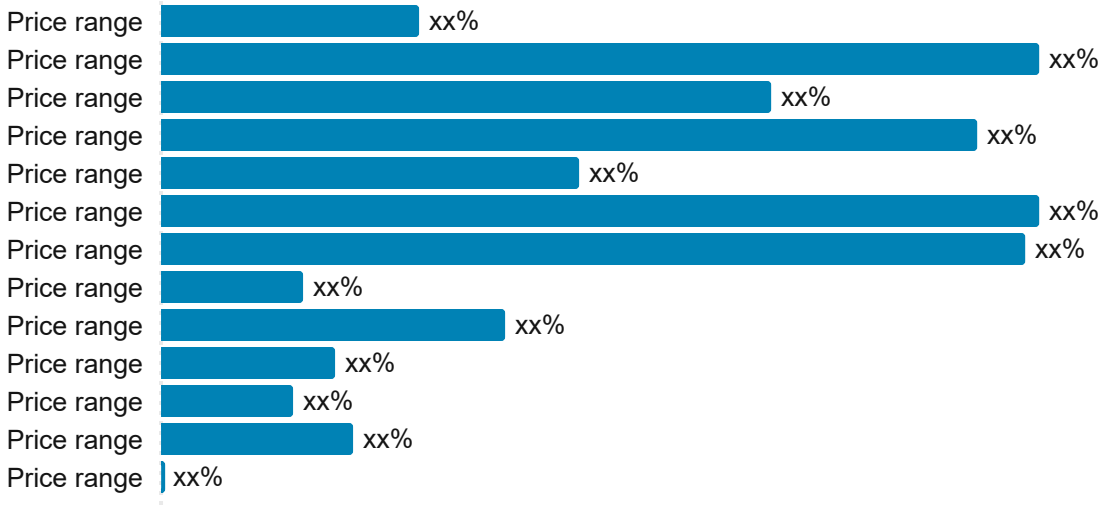
Fish Finder/Sonar

How much did you pay for this fish finder/sonar?

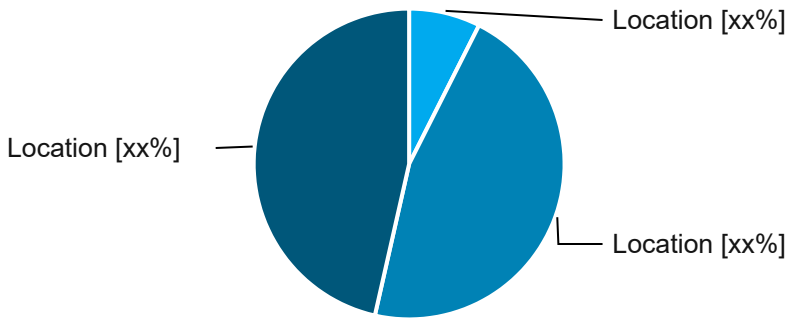
xxx Responses



Fish Finder/Sonar Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xxx	N = xxx

Where did you buy this fish finder/sonar?

xxx Responses



Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xxx	N = xxx

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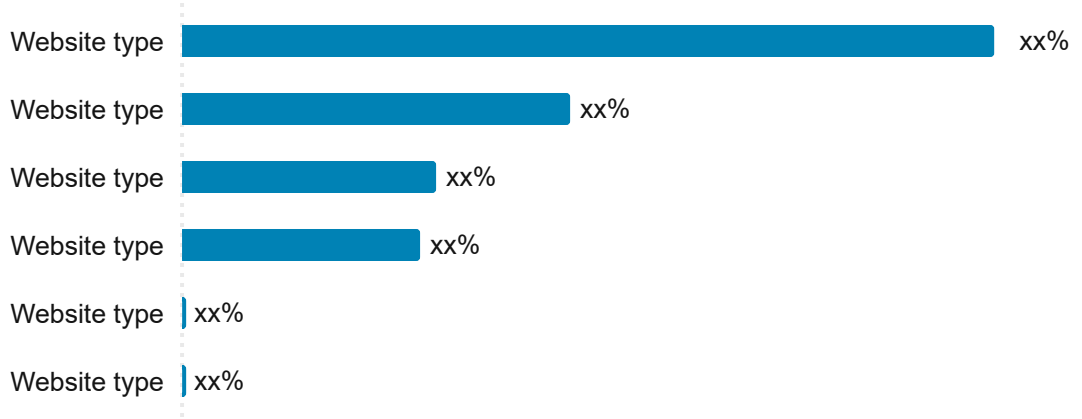
Fish Finder/Sonar

What kind of website did you buy this fish finder/sonar from?

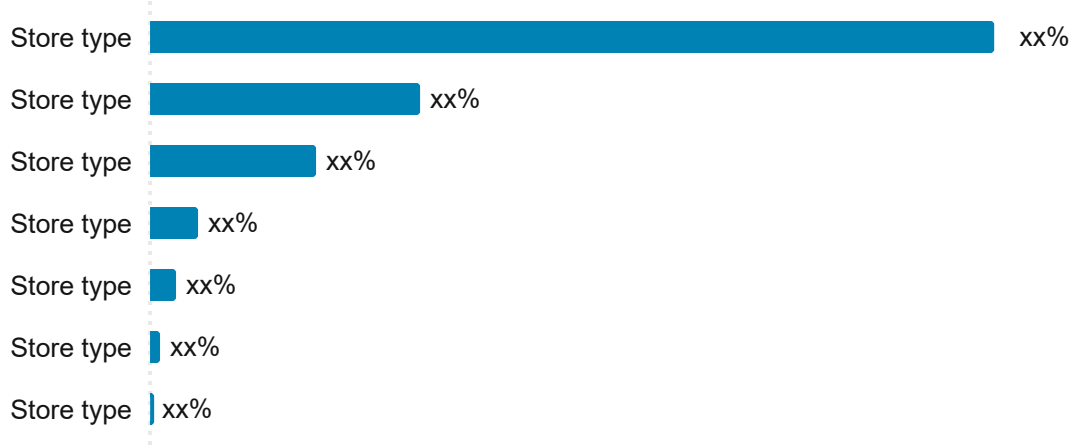
xx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xx	N = xx

What kind of store did you buy this fish finder/sonar from?

xx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xx	N = xx

Fish Finder/Sonar Demoraphics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xxx	N = xxx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xxx	N = xxx

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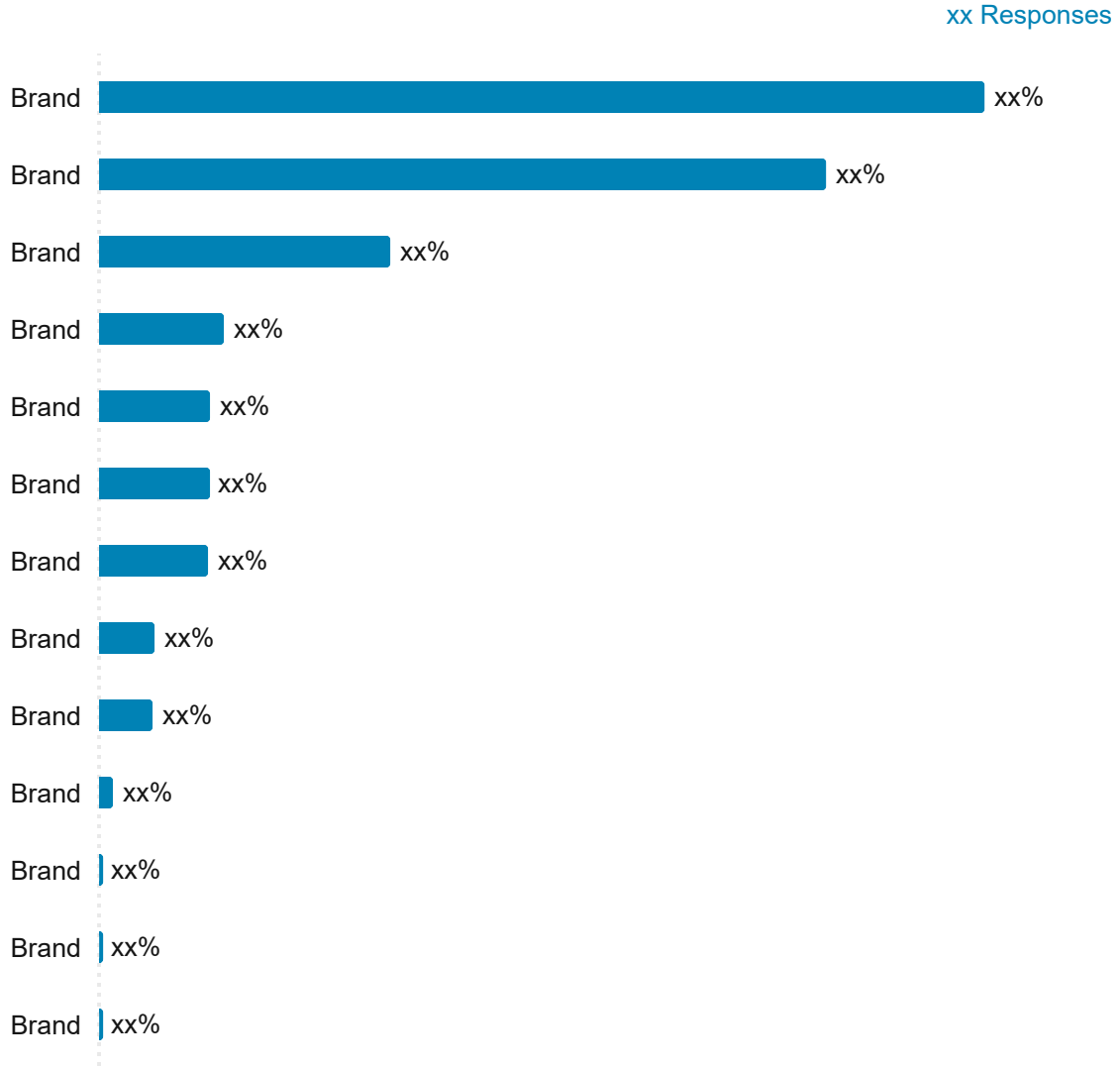
Trolling Motor

What brand of trolling motor did you buy?



Trolling Motor Brand	Q1 2025	YTD 2025
Garmin	xx%	xx%
Haswing (or AQUOS)	xx%	xx%
Lowrance	xx%	xx%
Minn Kota	xx%	xx%
MotorGuide	xx%	xx%
Newport	xx%	xx%
Power-Pole	xx%	xx%
Rhodan	xx%	xx%
Simrad	xx%	xx%
Torqueedo	xx%	xx%
Watersnake	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xx	N = xx

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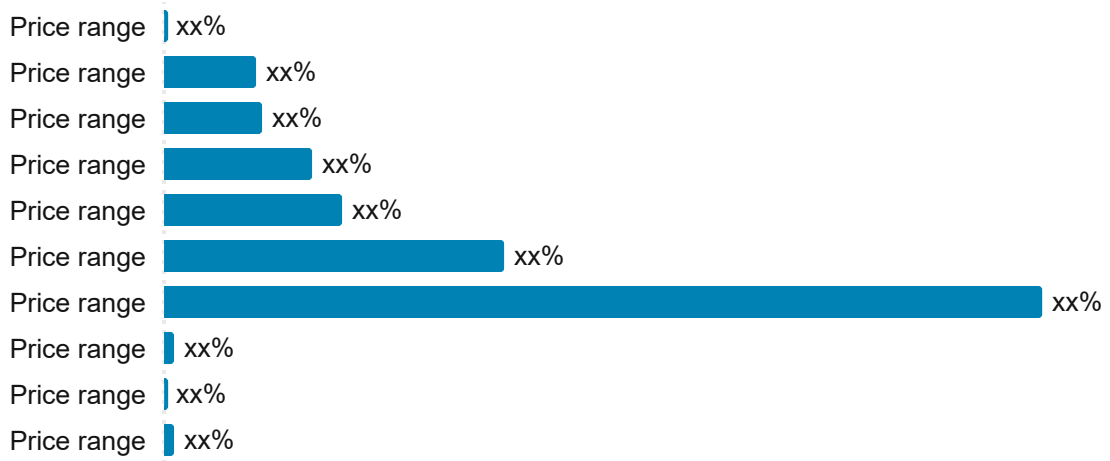
Trolling Motor

How much did you pay for this trolling motor?

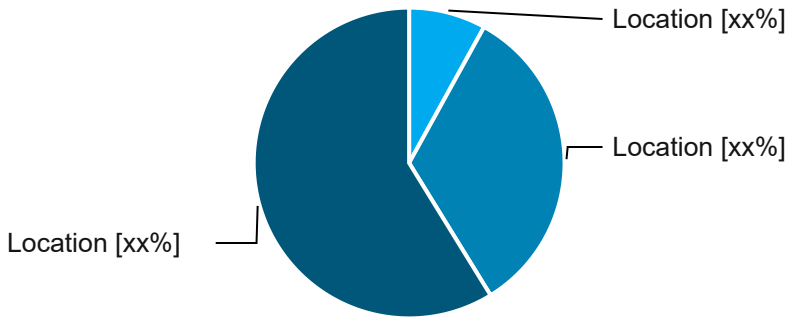
xx Responses



Trolling Motor Price	Q1 2025	YTD 2025
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
Price range	xx%	xx%
	N = xx	N = xx

Where did you buy this trolling motor?

xx Responses



Purchase Location	Q1 2025	YTD 2025
Online	xx%	xx%
In-Store	xx%	xx%
Other	xx%	xx%
	N = xx	N = xx

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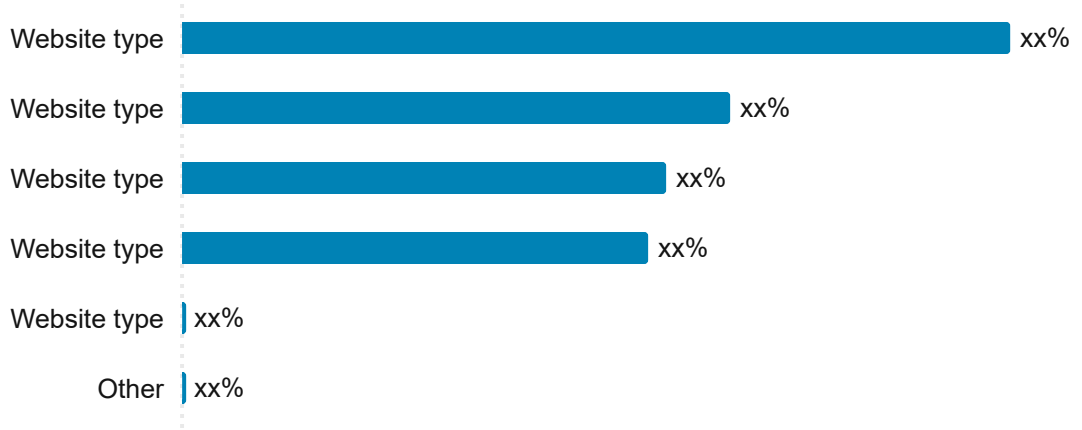
Trolling Motor

What kind of website did you buy this trolling motor from?

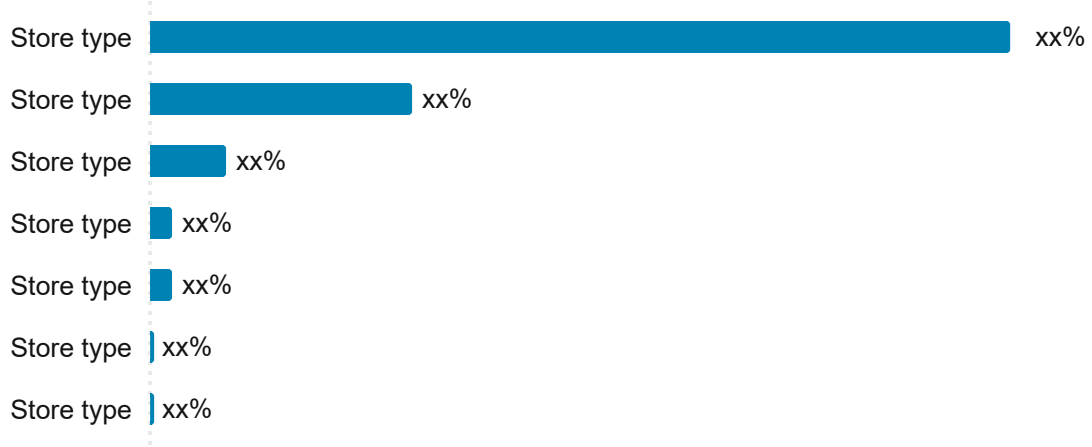
xx Responses



Website Type	Q1 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%
Internet marketplace	xx%	xx%
Online-only retailer	xx%	xx%
Manufacturer's website	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xx	N = xx

What kind of store did you buy this trolling motor from?

xx Responses



Store Type	Q1 2025	YTD 2025
Farm/Ranch stores	xx%	xx%
General sporting goods	xx%	xx%
Local shop	xx%	xx%
Mass merchant	xx%	xx%
Outdoor specialty store	xx%	xx%
Other	xx%	xx%
Not sure	xx%	xx%
	N = xx	N = xx

Trolling Motor Demographics

Gender	Q1 2025	YTD 2025
Male	xx%	xx%
Female	xx%	xx%
I prefer not to say	xx%	xx%

Household Income	Q1 2025	YTD 2025
Less than $20,000	xx%	xx%
$20,000 - $29,999	xx%	xx%
$30,000 - $39,999	xx%	xx%
$40,000 - $49,999	xx%	xx%
$50,000 - $74,999	xx%	xx%
$75,000 - $99,999	xx%	xx%
$100,000 - $149,999	xx%	xx%
$150,000 - $199,999	xx%	xx%
$200,000 or more	xx%	xx%
I prefer not to say	xx%	xx%
	N = xx	N = xx

Age	Q1 2025	YTD 2025
18-34	xx%	xx%
35-54	xx%	xx%
55+	xx%	xx%

Race/Ethnicity	Q1 2025	YTD 2025
White or Caucasian	xx%	xx%
Black or African American	xx%	xx%
Hispanic or Latino	xx%	xx%
Asian or Pacific Islander	xx%	xx%
American Indian or Alaska Native	xx%	xx%
Other	xx%	xx%
I prefer not to say	xx%	xx%

Region	Q1 2025	YTD 2025
South	xx%	xx%
Midwest	xx%	xx%
Northeast	xx%	xx%
West	xx%	xx%
	N = xx	N = xx

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