



ANGLER MONITOR

CONSUMER PARTICIPATION & GEAR PURCHASES



SOUTHWICK
ASSOCIATES

SAMPLE REPORT

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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. This report tracks participation and gear purchases for April, May, and June of 2026.

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 in each table, and in the top right corner of each chart, 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. 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%.

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

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

Labels in report table

- Farm/Ranch Stores
- General Sporting Goods
- Local Shop
- Mass Merchant
- Outdoor Specialty Store
- Other
- Not sure

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

Options seen by panelists in survey

- Website for a brick-and-mortar store (Cabela's, Bass Pro, etc.)
- Internet marketplace (Amazon, eBay, etc.)
- Online-only retailer (Tackle Direct, Tackle Warehouse, etc.)
- Manufacturers website
- Other
- Not sure

Labels in report table

- Website for a brick-and-mortar store
- Internet marketplace
- Online-only retailer
- Manufacturers website
- Other
- Not sure

Survey Respondent Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxxx	N = xxxx	N = xxxx	N = xxxx
Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxxx	N = xxxx	N = xxxx	N = xxxx

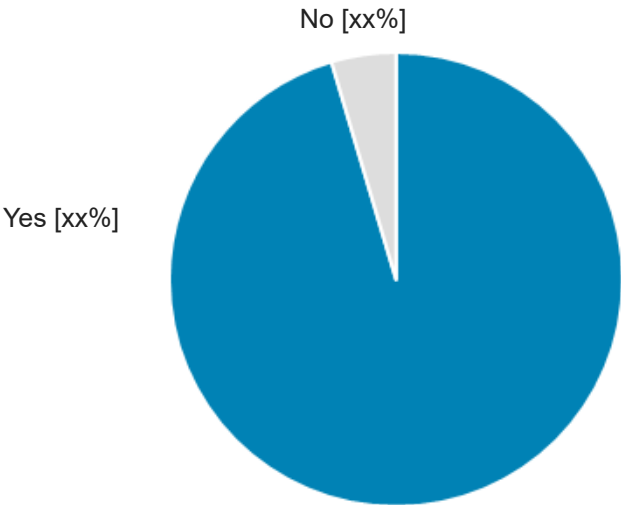


PARTICIPATION

Fishing Participation

Respondents who fished freshwater in the last 3 months.

xxxx Responses

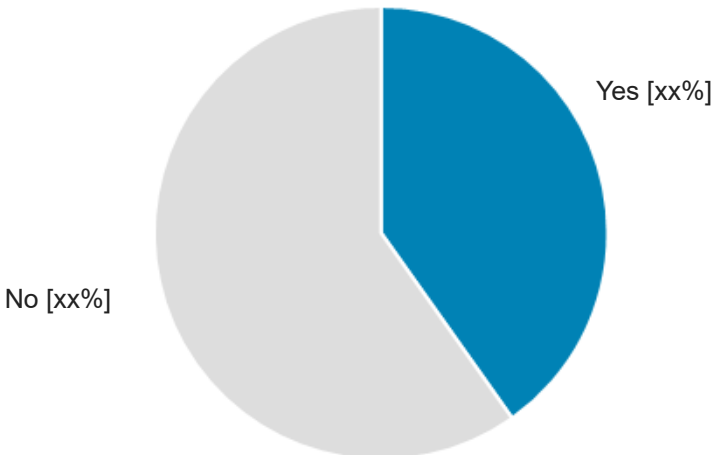


Respondents who fished freshwater in the last 3 months.

	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Yes	xx%	xx%	xx%	xx%
No	xx%	xx%	xx%	xx%
	N = xxxx	N = xxxx	N = xxxx	N = xxxx

Respondents who fished saltwater in the last 3 months.

xxxx Responses



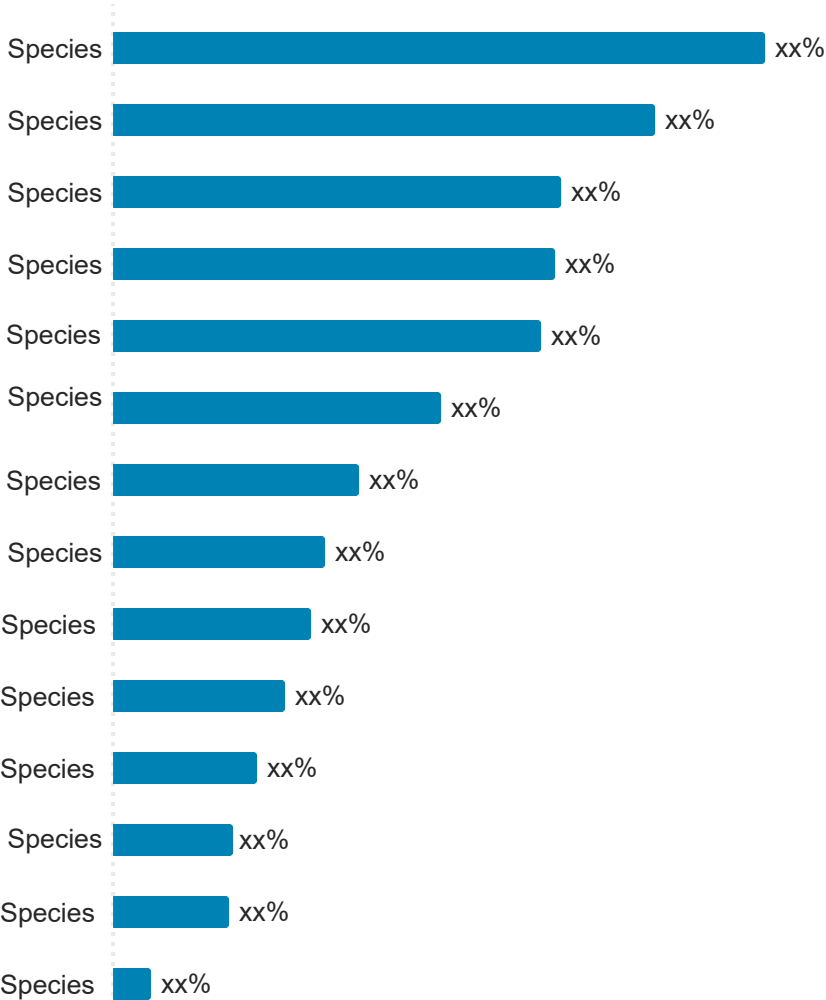
Respondents who fished saltwater in the last 3 months.

	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Yes	xx%	xx%	xx%	xx%
No	xx%	xx%	xx%	xx%
	N = xxxx	N = xxxx	N = xxxx	N = xxxx

Freshwater Fishing

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

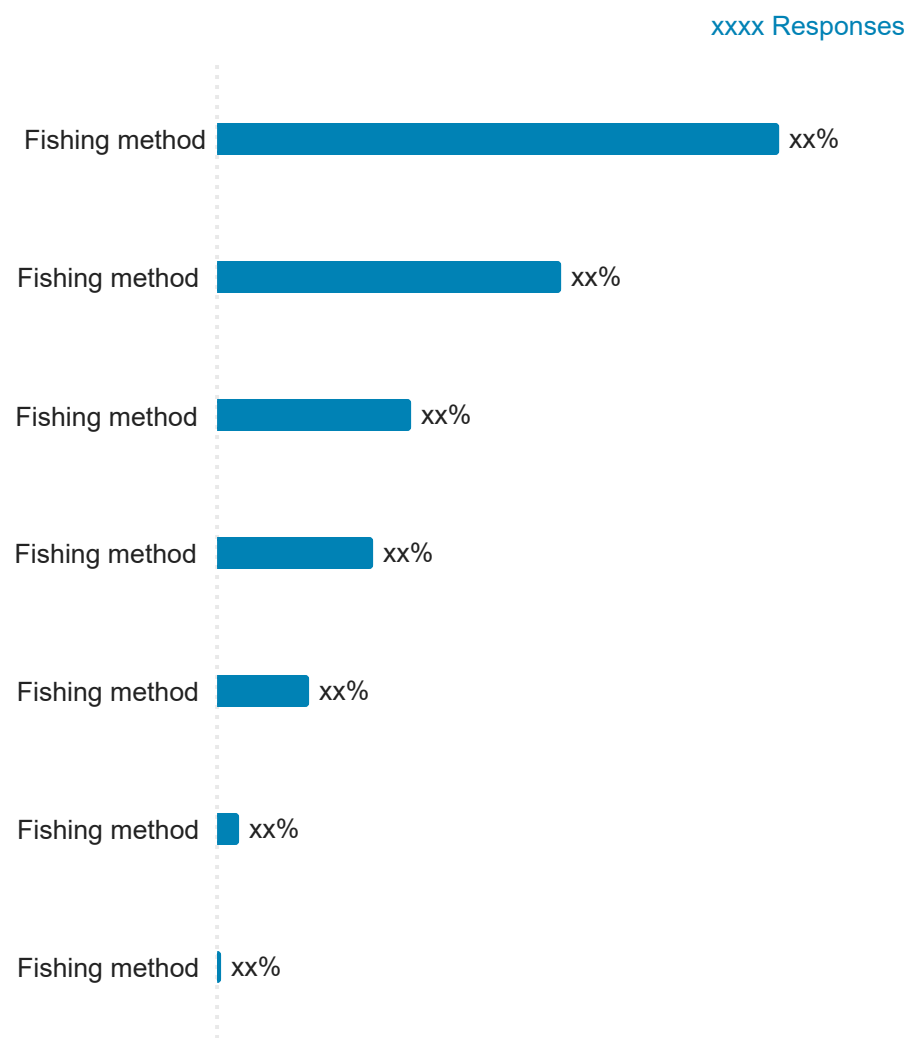
xxxx Responses



Freshwater Species	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Any freshwater fish that bites	xx%	xx%	xx%	xx%
Carp	xx%	xx%	xx%	xx%
Catfish	xx%	xx%	xx%	xx%
Largemouth or spotted bass	xx%	xx%	xx%	xx%
Panfish (crappie, sunfish, bluegill/bream)	xx%	xx%	xx%	xx%
Perch	xx%	xx%	xx%	xx%
Pickerel, pike or muskie	xx%	xx%	xx%	xx%
Salmon	xx%	xx%	xx%	xx%
Smallmouth bass	xx%	xx%	xx%	xx%
Striped bass (freshwater) or hybrid bass	xx%	xx%	xx%	xx%
Trout	xx%	xx%	xx%	xx%
Walleye	xx%	xx%	xx%	xx%
White bass and sunshine bass	xx%	xx%	xx%	xx%
Other fish	xx%	xx%	xx%	xx%
	N = xxxx	N = xxxx	N = xxxx	N = xxxx

Freshwater Fishing (continued)

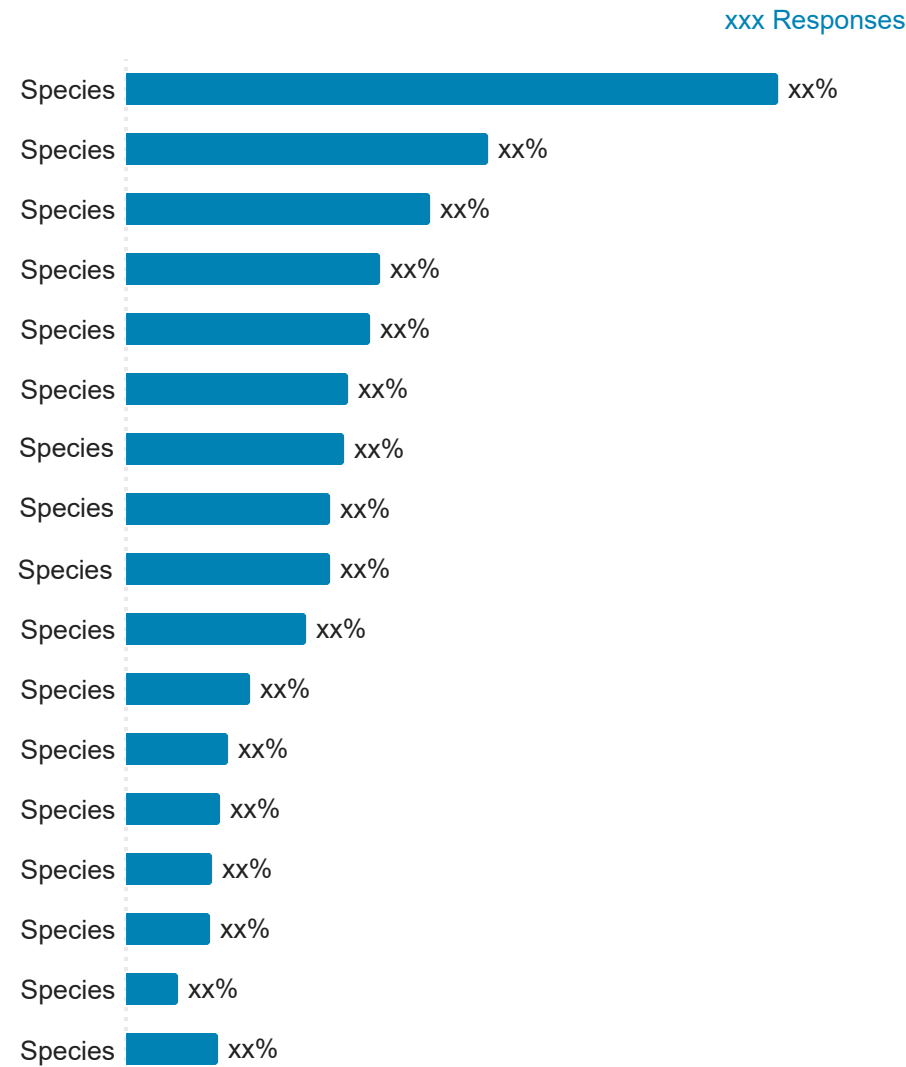
Where did you freshwater fish from?



Freshwater Fishing Method	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Land (shore, beach, pier, dock, bridge, etc.)	xx%	xx%	xx%	xx%
Wading / float tube	xx%	xx%	xx%	xx%
Canoe / kayak / paddleboard	xx%	xx%	xx%	xx%
Boat without motor (drift boat, raft, etc.)	xx%	xx%	xx%	xx%
Motorboat	xx%	xx%	xx%	xx%
Ice	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxxx	N = xxxx	N = xxxx	N = xxxx

Saltwater Fishing

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

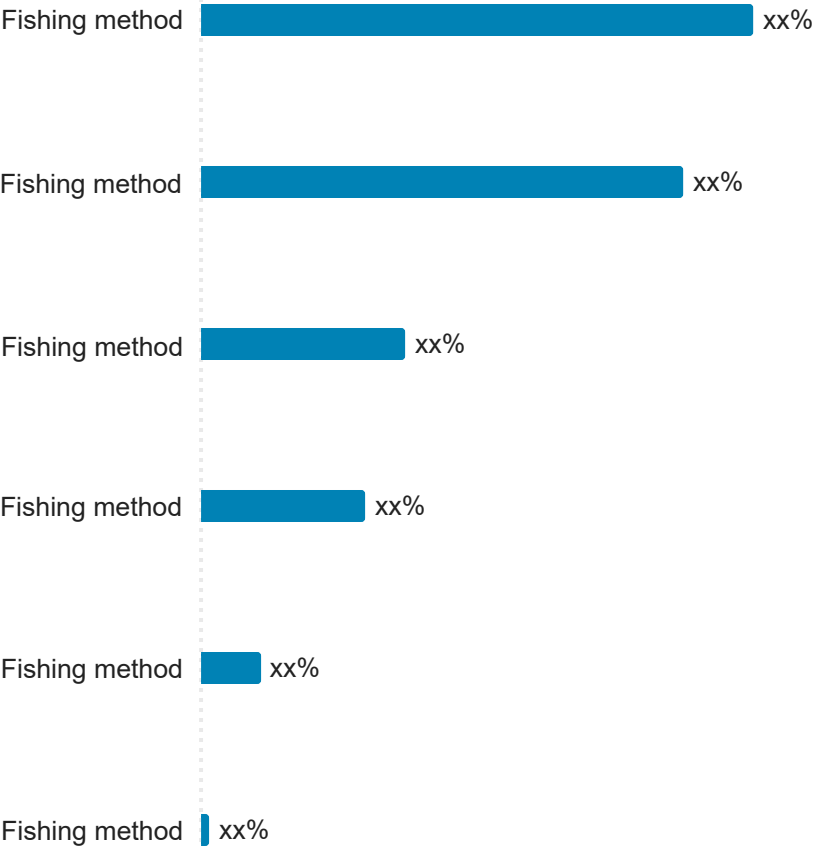


Saltwater Species	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Any saltwater fish that bites	xx%	xx%	xx%	xx%
Atlantic Croaker	xx%	xx%	xx%	xx%
Barracuda	xx%	xx%	xx%	xx%
Bluefish	xx%	xx%	xx%	xx%
Cod (all species)	xx%	xx%	xx%	xx%
Flounder (Fluke)	xx%	xx%	xx%	xx%
Grouper, snapper, sea bass	xx%	xx%	xx%	xx%
Halibut	xx%	xx%	xx%	xx%
Perch	xx%	xx%	xx%	xx%
Redfish, red drum, channel bass	xx%	xx%	xx%	xx%
Salmon	xx%	xx%	xx%	xx%
Shark	xx%	xx%	xx%	xx%
Sheepshead	xx%	xx%	xx%	xx%
Spotted seatrout or weakfish	xx%	xx%	xx%	xx%
Striped bass	xx%	xx%	xx%	xx%
Tuna	xx%	xx%	xx%	xx%
Other fish	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Saltwater Fishing (continued)

Where did you saltwater fish from?

xxx Responses



Saltwater Fishing Method	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Land (shore, beach, pier, dock, bridge, etc.)	xx%	xx%	xx%	xx%
Wading / float tube	xx%	xx%	xx%	xx%
Canoe / kayak / paddleboard	xx%	xx%	xx%	xx%
Boat without motor (drift boat, raft, etc.)	xx%	xx%	xx%	xx%
Motorboat	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx



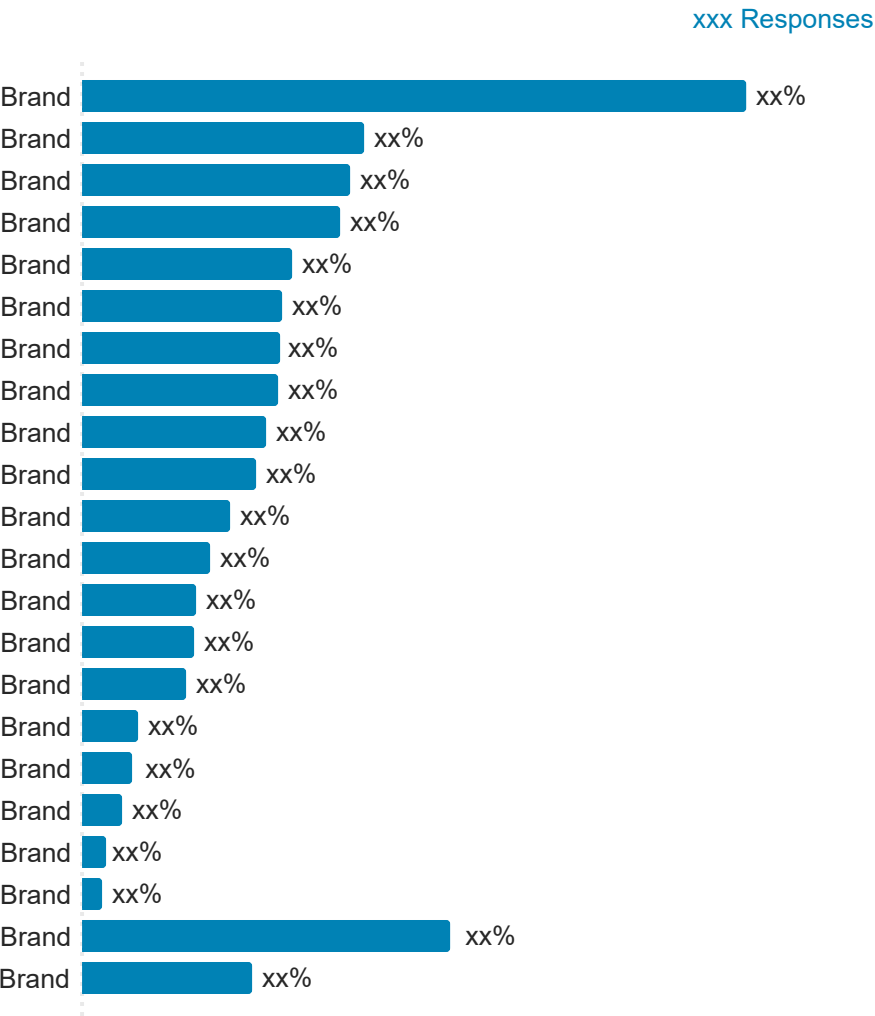
PURCHASING

Overall Purchaser Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxxx	N = xxxx	N = xxxx
Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxxx	N = xxxx	N = xxxx

Fishing Rod

What brand of fishing rod did you buy?

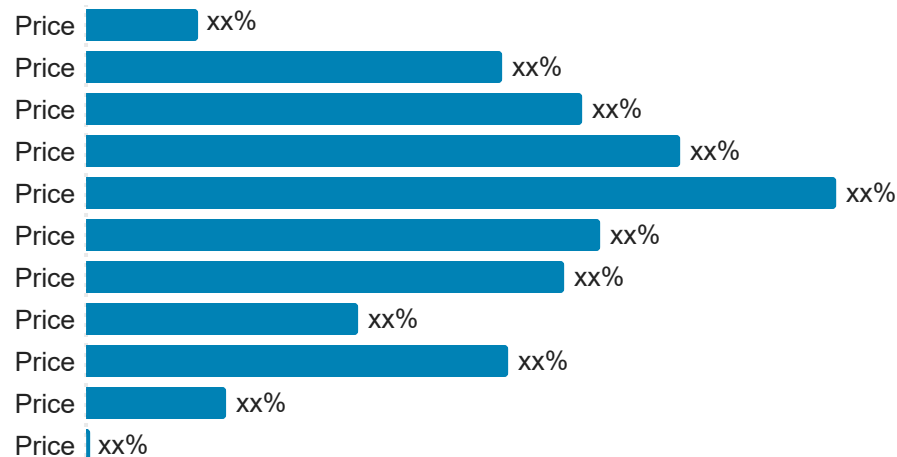


Fishing Rod Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
13 Fishing	xx%	xx%	xx%	xx%
Abu-Garcia	xx%	xx%	xx%	xx%
All Star	xx%	xx%	xx%	xx%
Bass Pro Shop's brand	xx%	xx%	xx%	xx%
Berkley	xx%	xx%	xx%	xx%
Cabela's brand	xx%	xx%	xx%	xx%
Daiwa	xx%	xx%	xx%	xx%
Denali	xx%	xx%	xx%	xx%
Duckett	xx%	xx%	xx%	xx%
Eagle Claw/Wright-McGill	xx%	xx%	xx%	xx%
Falcon	xx%	xx%	xx%	xx%
Fenwick	xx%	xx%	xx%	xx%
G. Loomis	xx%	xx%	xx%	xx%
Kastking	xx%	xx%	xx%	xx%
Kistler	xx%	xx%	xx%	xx%
Lew's	xx%	xx%	xx%	xx%
Shakespeare	xx%	xx%	xx%	xx%
Shimano	xx%	xx%	xx%	xx%
St. Croix	xx%	xx%	xx%	xx%
Zebco	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

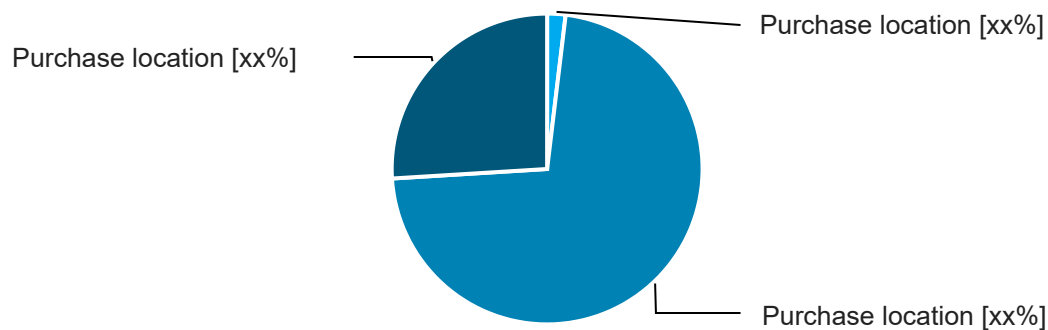
Fishing Rod

How much did you pay for this fishing rod?

xxx Responses



xxx Responses



Fishing Rod Price

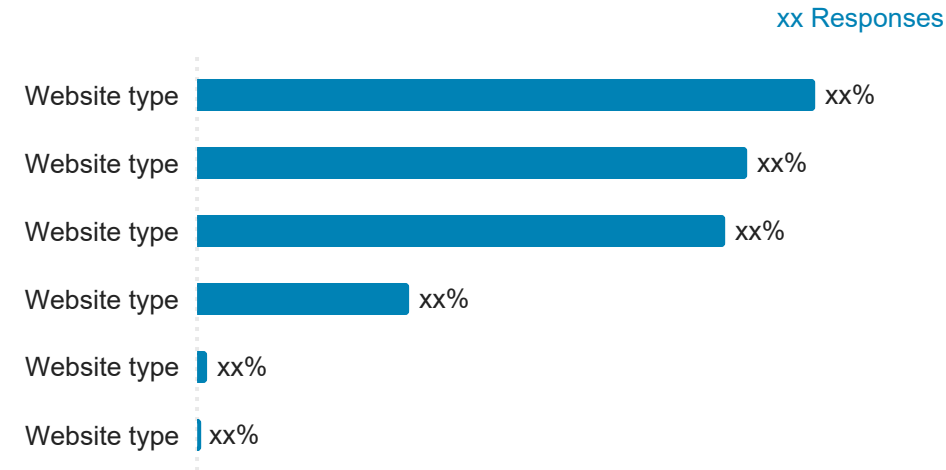
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Purchase Location

Purchase Location	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Online	xx%	xx%	xx%	xx%
In-Store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

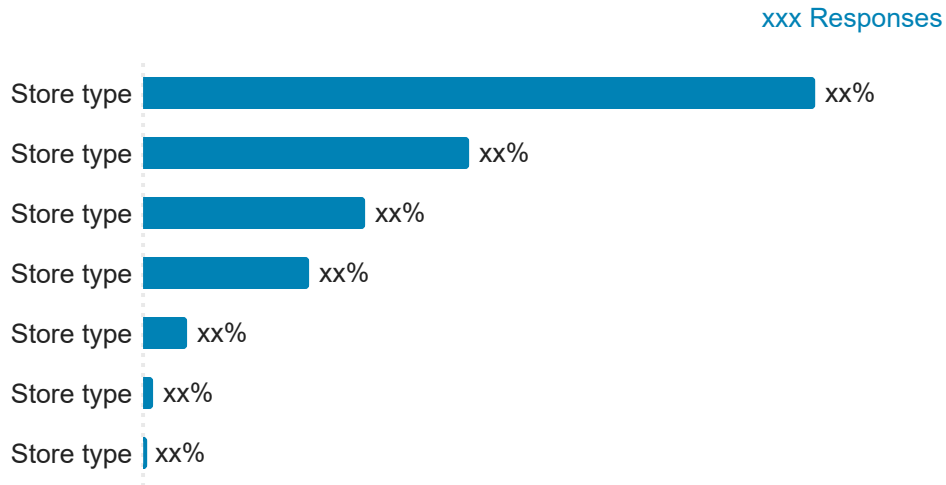
Fishing Rod

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



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xxx	N = xxx	N = xxx

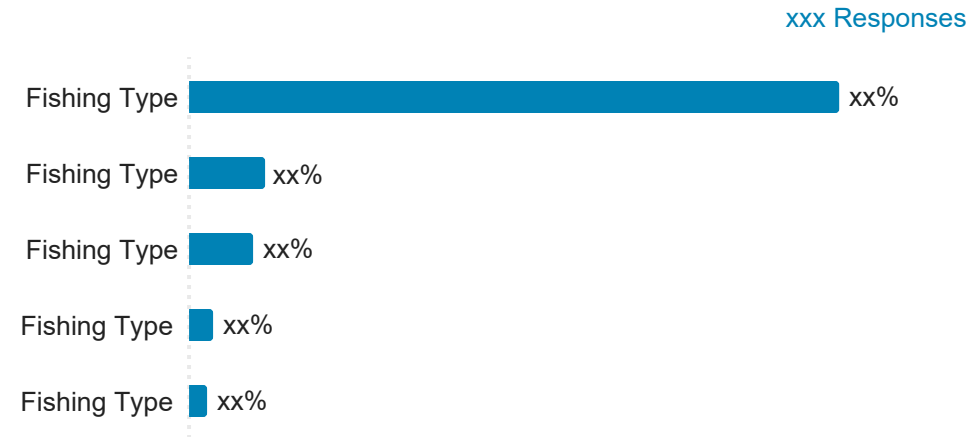
What kind of store did you buy this fishing rod from?



Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

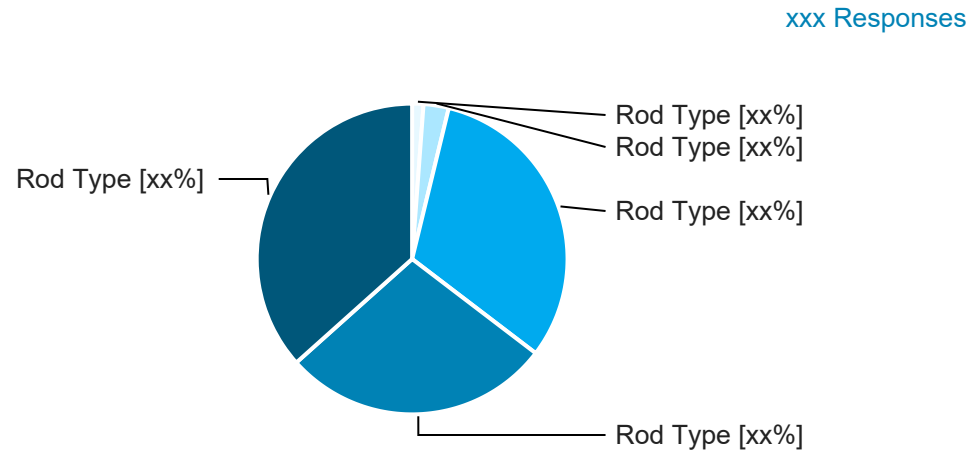
Fishing Rod

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



Fishing Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Freshwater fishing	xx%	xx%	xx%	xx%
Brackish water fishing	xx%	xx%	xx%	xx%
Inshore saltwater fishing	xx%	xx%	xx%	xx%
Offshore saltwater fishing	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

What type of fishing rod did you buy?



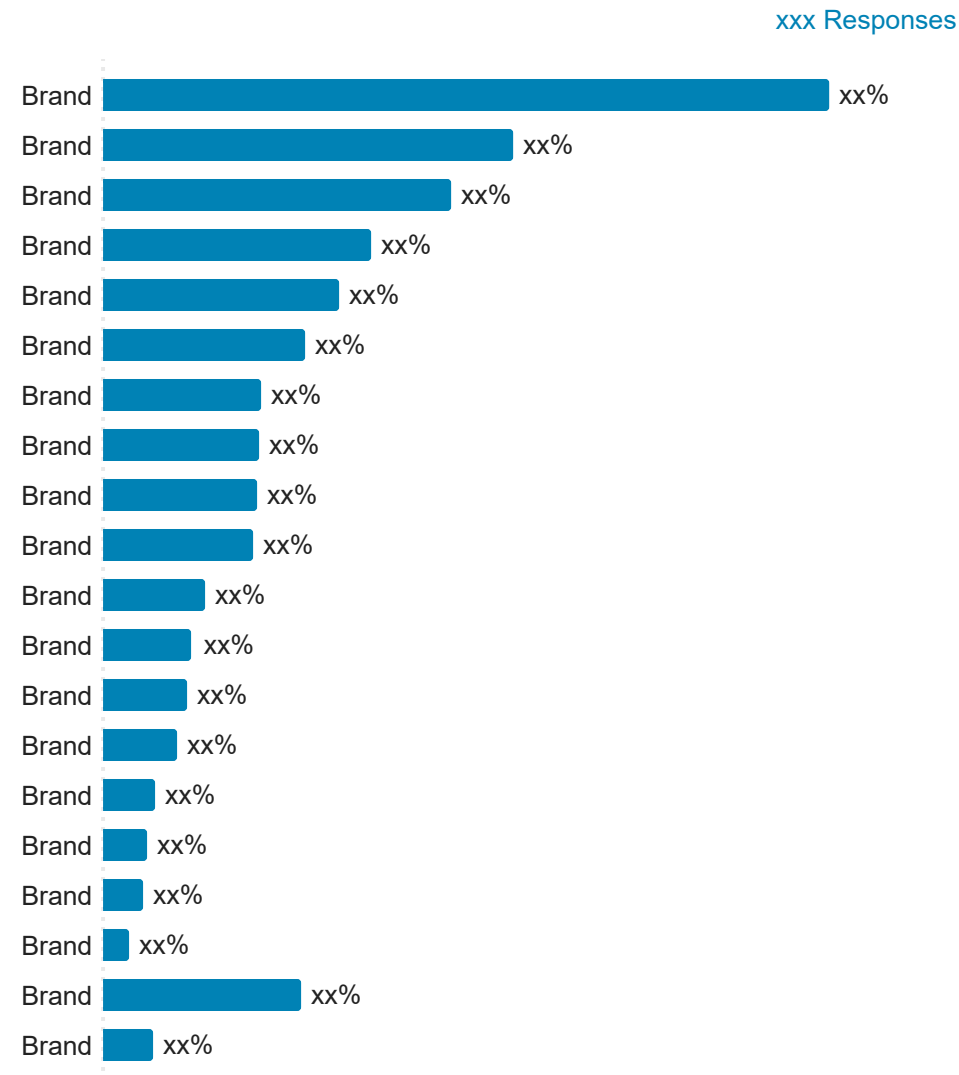
Rod Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Baitcast	xx%	xx%	xx%	xx%
Spincast	xx%	xx%	xx%	xx%
Spinning	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Fishing Rod Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

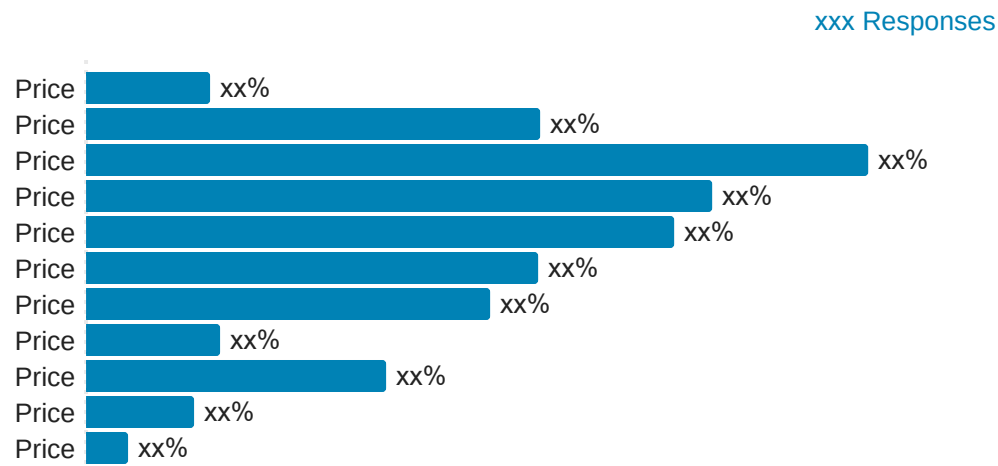
What brand of fishing reel did you buy?



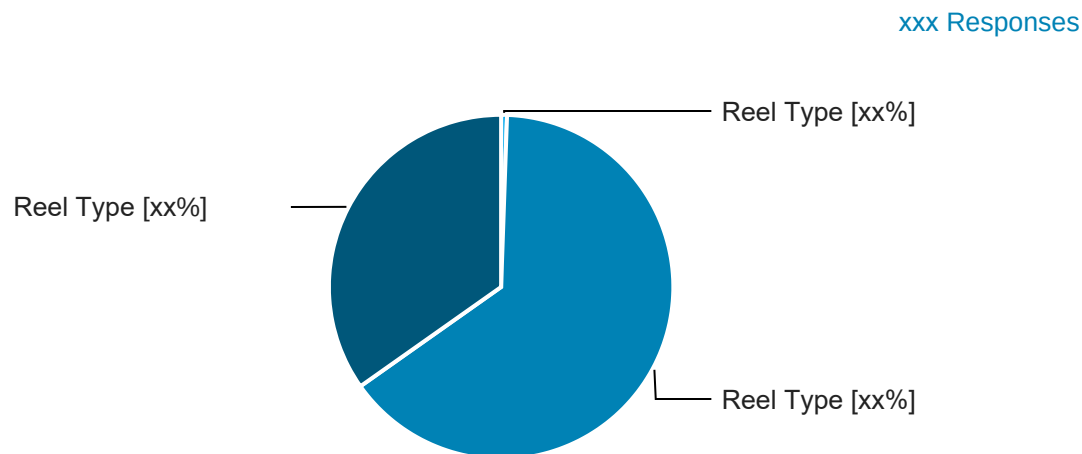
Fishing Reel Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
13 Fishing	xx%	xx%	xx%	xx%
Abu Garcia	xx%	xx%	xx%	xx%
Ardent	xx%	xx%	xx%	xx%
Bass Pro Shop's brand	xx%	xx%	xx%	xx%
Cabela's brand	xx%	xx%	xx%	xx%
Daiwa	xx%	xx%	xx%	xx%
KastKing	xx%	xx%	xx%	xx%
Lew's	xx%	xx%	xx%	xx%
Mitchell	xx%	xx%	xx%	xx%
Okuma	xx%	xx%	xx%	xx%
Penn	xx%	xx%	xx%	xx%
Pflueger	xx%	xx%	xx%	xx%
ProFISHiency	xx%	xx%	xx%	xx%
Quantum	xx%	xx%	xx%	xx%
Shakespeare	xx%	xx%	xx%	xx%
Shimano	xx%	xx%	xx%	xx%
Piscifun	xx%	xx%	xx%	xx%
Zebco	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Fishing Reel

How much did you pay for this fishing reel?



Where did you buy this fishing reel?

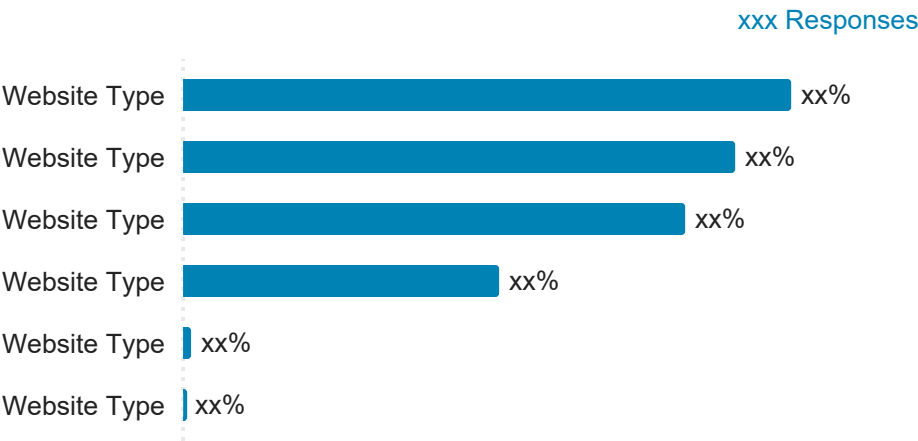


Fishing Reel Price	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Purchase Location	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Online	xx%	xx%	xx%	xx%
In-Store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

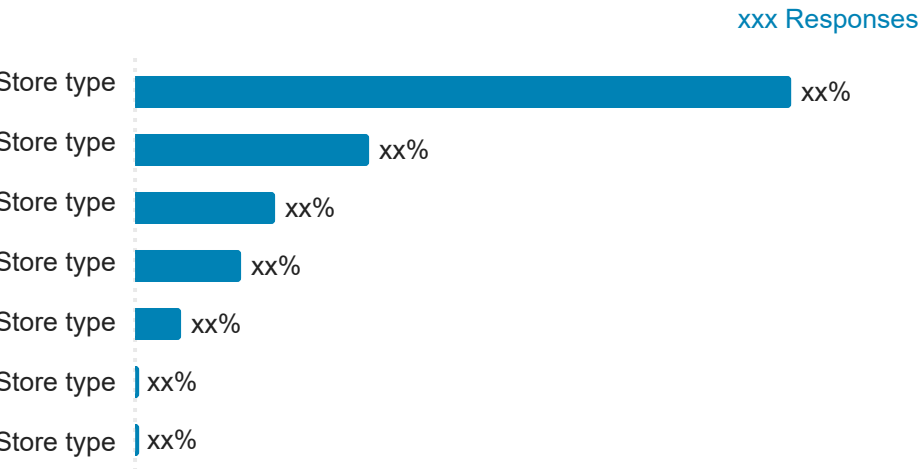
Fishing Reel

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



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

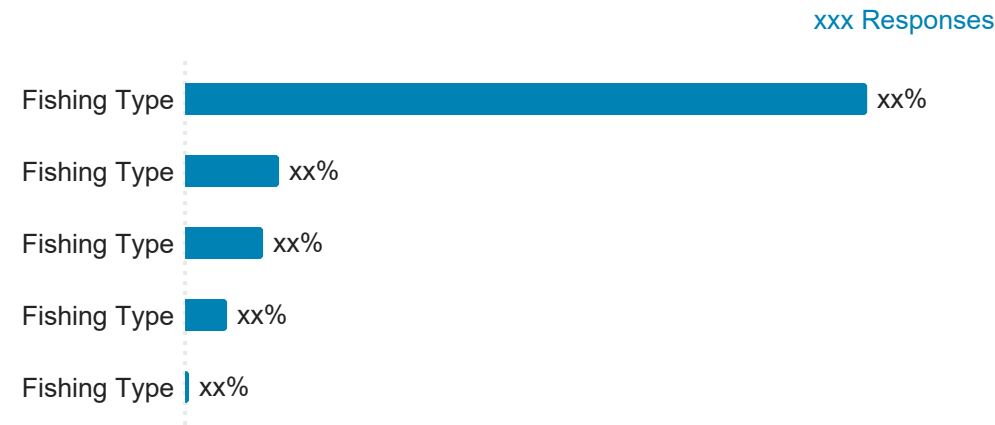
What kind of store did you buy this fishing reel from?



Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

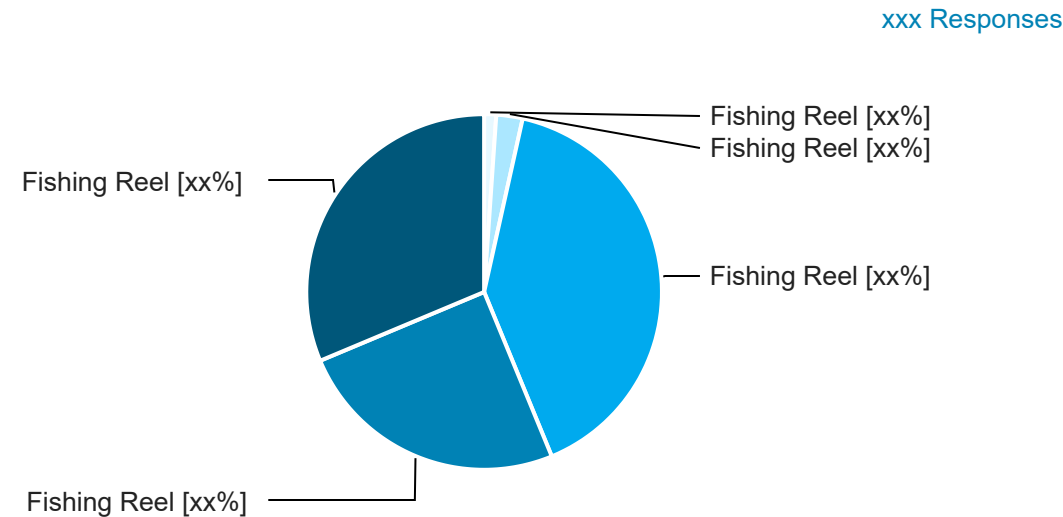
Fishing Reel

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



Fishing Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Freshwater fishing	xx%	xx%	xx%	xx%
Brackish water fishing	xx%	xx%	xx%	xx%
Inshore saltwater fishing	xx%	xx%	xx%	xx%
Offshore saltwater fishing	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

What type of fishing reel did you buy?



Fishing Reel Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Baitcast	xx%	xx%	xx%	xx%
Spincast	xx%	xx%	xx%	xx%
Spinning	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

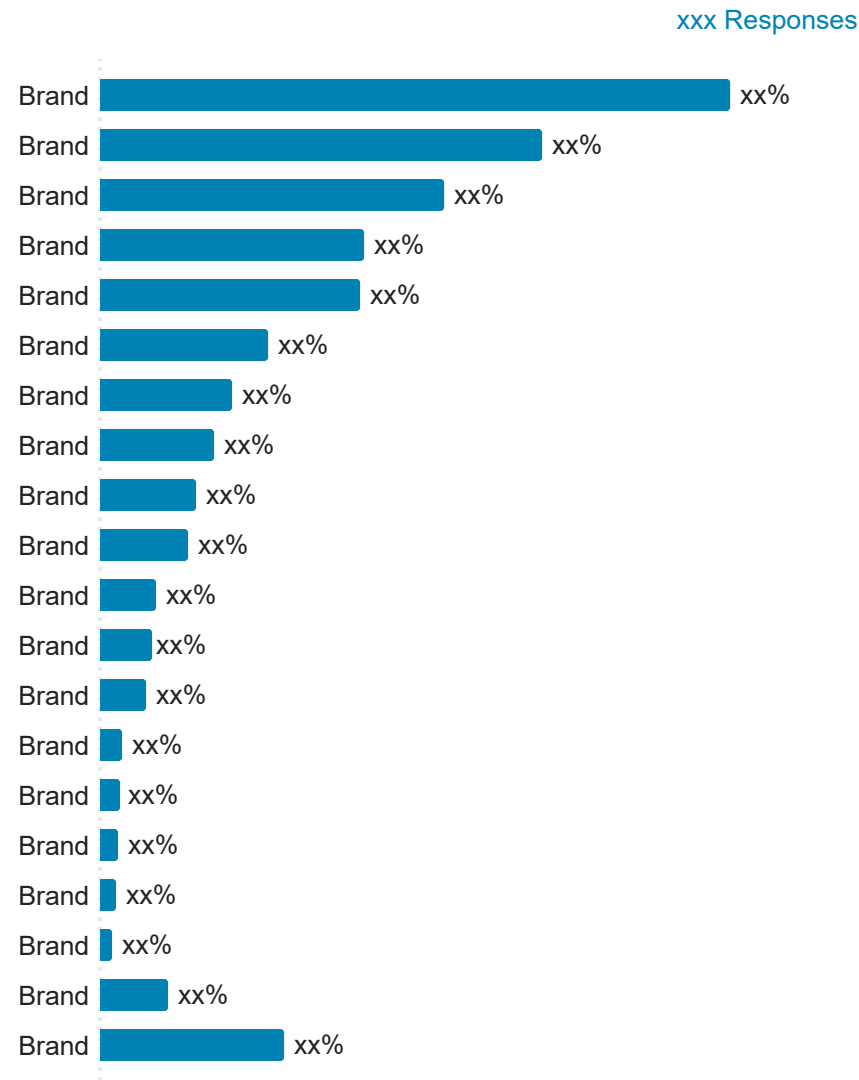
Fishing Reel Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	YTD 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

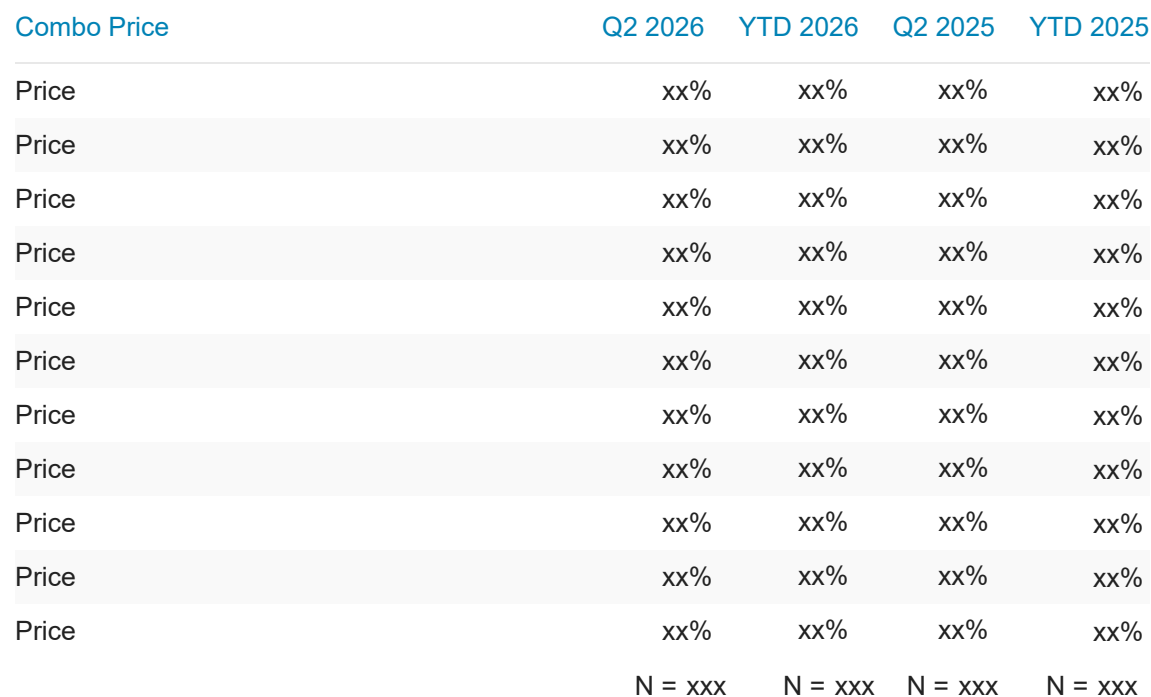
Fishing Combo

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



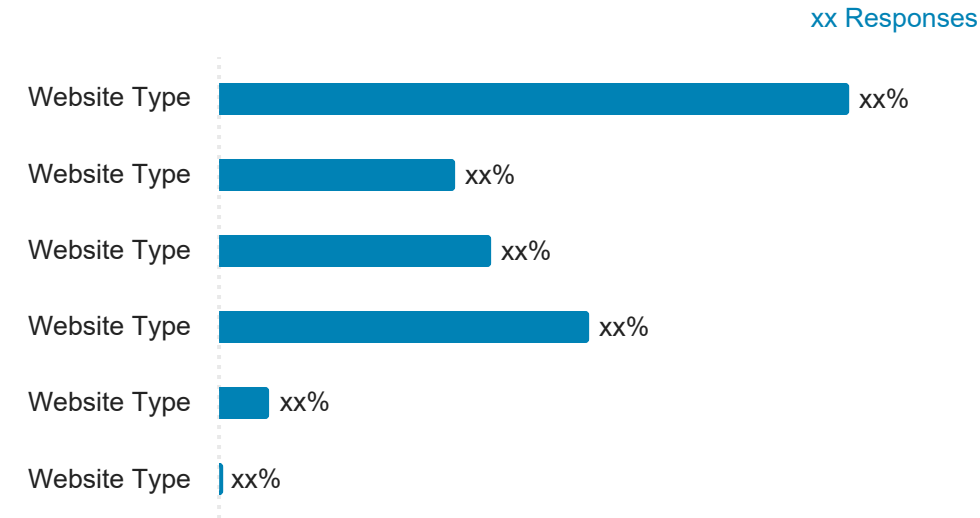
Combo Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
13 Fishing	xx%	xx%	xx%	xx%
Abu Garcia	xx%	xx%	xx%	xx%
Bass Pro Shop's brand	xx%	xx%	xx%	xx%
Berkley	xx%	xx%	xx%	xx%
Bill Dance	xx%	xx%	xx%	xx%
Cabela's brand	xx%	xx%	xx%	xx%
Clam	xx%	xx%	xx%	xx%
Daiwa	xx%	xx%	xx%	xx%
Eagle Claw	xx%	xx%	xx%	xx%
Fenwick	xx%	xx%	xx%	xx%
KastKing	xx%	xx%	xx%	xx%
Lew's	xx%	xx%	xx%	xx%
Okuma	xx%	xx%	xx%	xx%
Penn	xx%	xx%	xx%	xx%
ProFISHiency	xx%	xx%	xx%	xx%
Quantum	xx%	xx%	xx%	xx%
Shakespeare	xx%	xx%	xx%	xx%
Shimano	xx%	xx%	xx%	xx%
Ugly Stik	xx%	xx%	xx%	xx%
Zebco	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

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

25

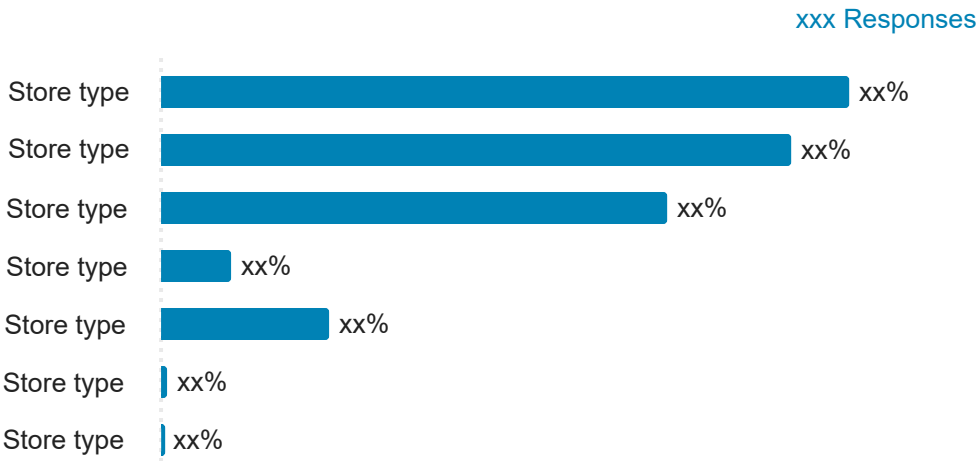
Fishing Combo

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



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xx	N = xx	N = xx

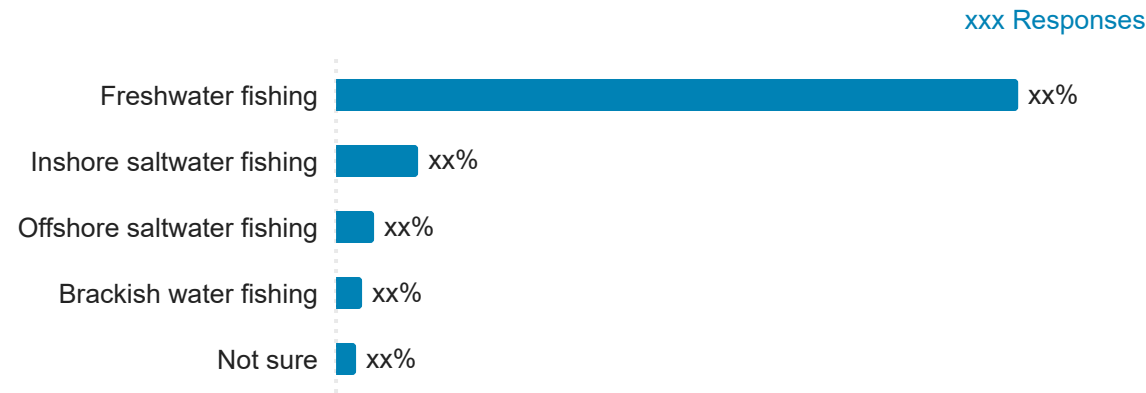
What kind of store did you buy this combo (rod & reel) from?



Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

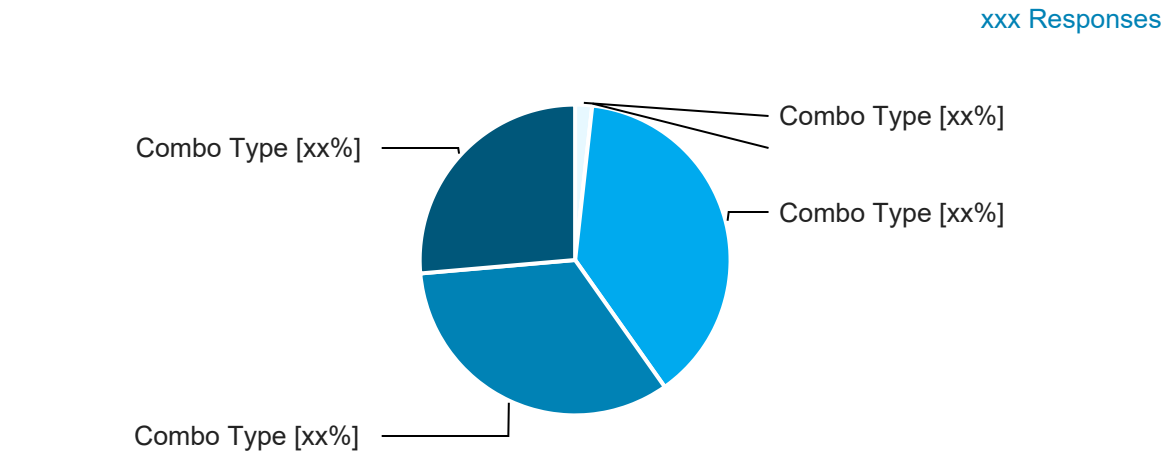
Fishing Combo

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



Fishing Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Freshwater fishing	xx%	xx%	xx%	xx%
Brackish water fishing	xx%	xx%	xx%	xx%
Inshore saltwater fishing	xx%	xx%	xx%	xx%
Offshore saltwater fishing	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

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



Combo Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Baitcast	xx%	xx%	xx%	xx%
Spincast	xx%	xx%	xx%	xx%
Spinning	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Fishing Combo Demographics

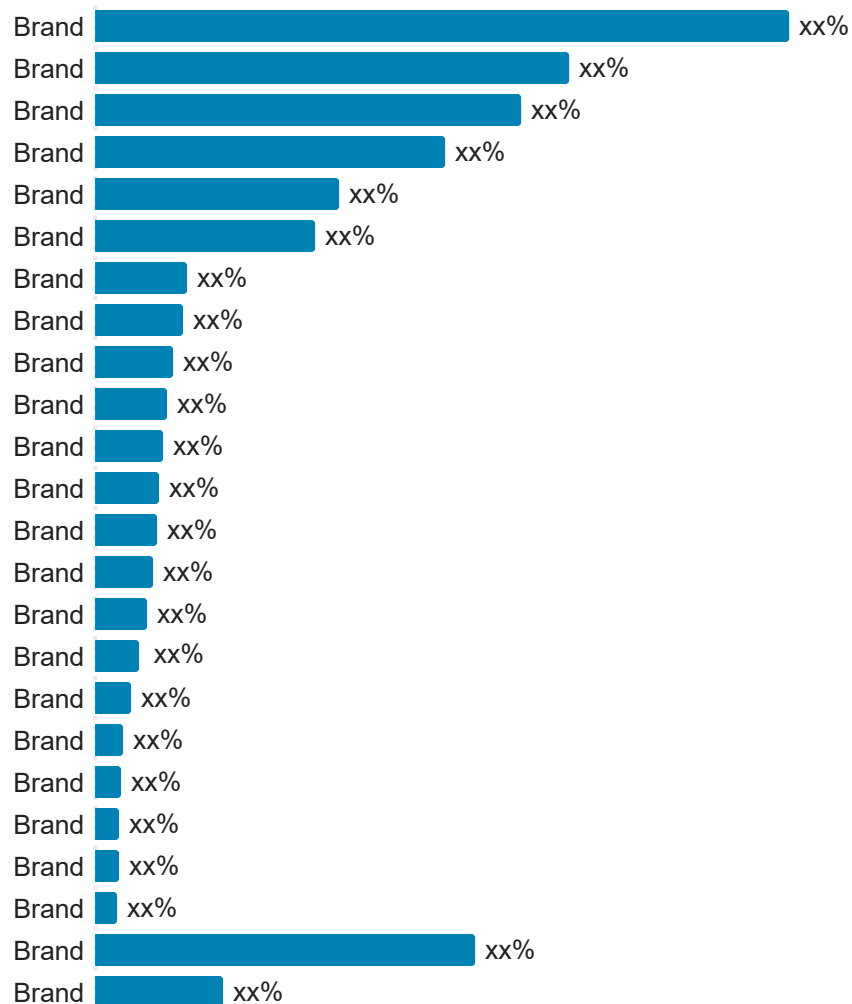
Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Hard Bait

What brand of hard bait did you buy?

xxx Responses



Hard Bait Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
6th Sense	xx%	xx%	xx%	xx%
Bandit	xx%	xx%	xx%	xx%
Bass Pro Shop's brand	xx%	xx%	xx%	xx%
Berkley	xx%	xx%	xx%	xx%
Blue Fox	xx%	xx%	xx%	xx%
Bomber	xx%	xx%	xx%	xx%
Bucca	xx%	xx%	xx%	xx%
Cabela's brand	xx%	xx%	xx%	xx%
ChatterBait	xx%	xx%	xx%	xx%
Dare Devil	xx%	xx%	xx%	xx%
H2O Academy	xx%	xx%	xx%	xx%
Heddon	xx%	xx%	xx%	xx%
LiveTarget	xx%	xx%	xx%	xx%
Lucky Craft	xx%	xx%	xx%	xx%
Megabass	xx%	xx%	xx%	xx%
Mirrolure	xx%	xx%	xx%	xx%
Rapala	xx%	xx%	xx%	xx%
Rat-L-Trap/Bill Lewis	xx%	xx%	xx%	xx%
Rebel	xx%	xx%	xx%	xx%
River2Sea	xx%	xx%	xx%	xx%
Strike King	xx%	xx%	xx%	xx%
Yo-Zuri	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%

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N = xxx

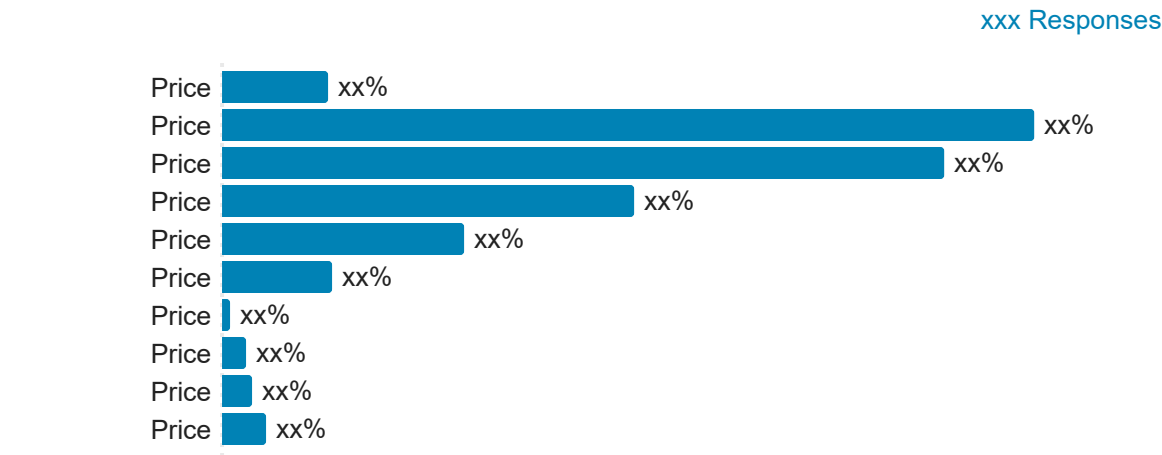
N = xxx

N = xxx

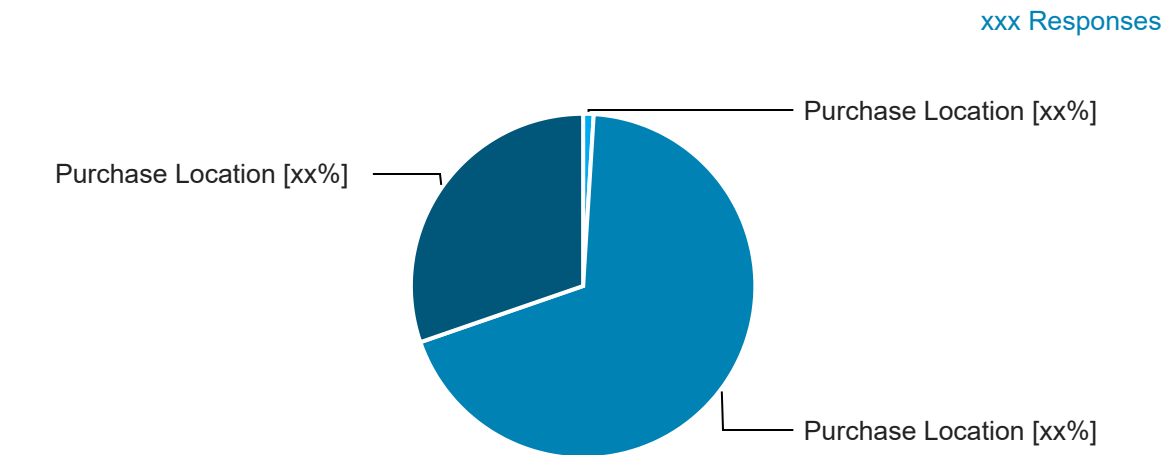
N = xxx

Hard Bait

How much did you pay for this hard bait?



Where did you buy this hard bait?

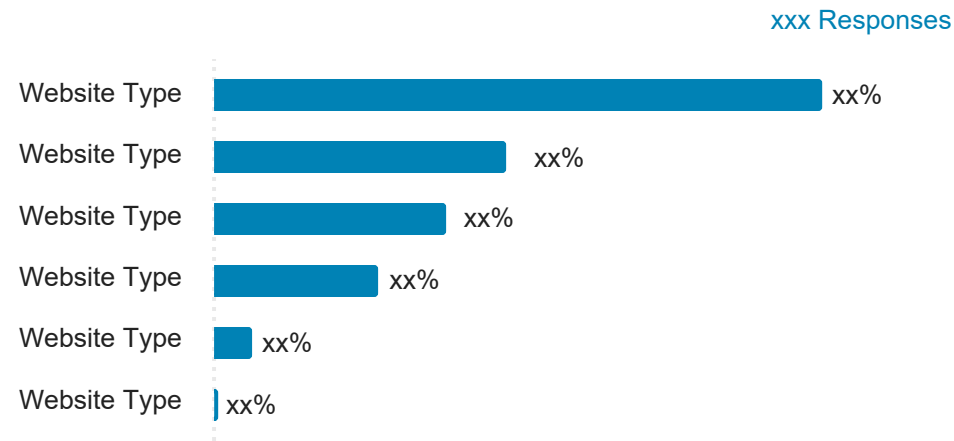


Hard Bait Price	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
N = xxx		N = xxx	N = xxx	N = xxx

Purchase Location	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Online	xx%	xx%	xx%	xx%
In-Store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
N = xxx		N = xxx	N = xxx	N = xxx

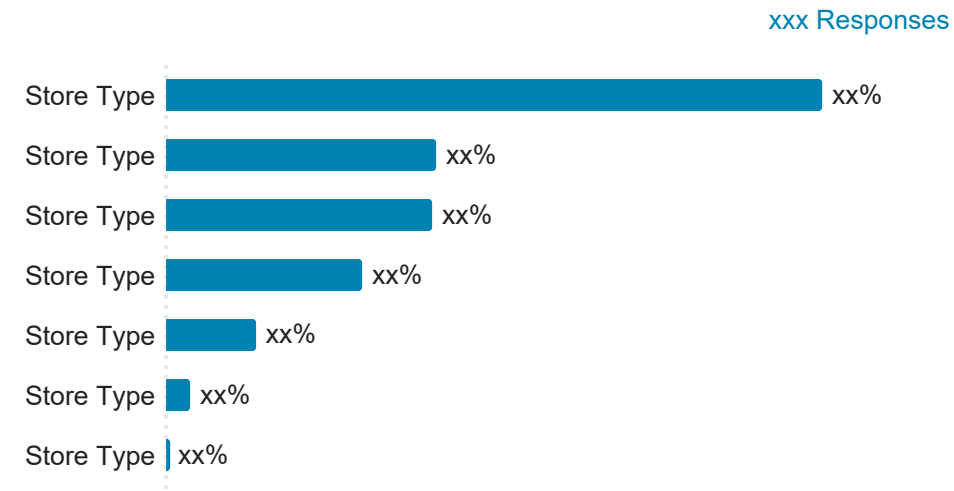
Hard Bait

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



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

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



Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

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

xxx Responses

Fishing Type xx%

Fishing Type xx%

Fishing Type xx%

Fishing Type xx%

Fishing Type xx%

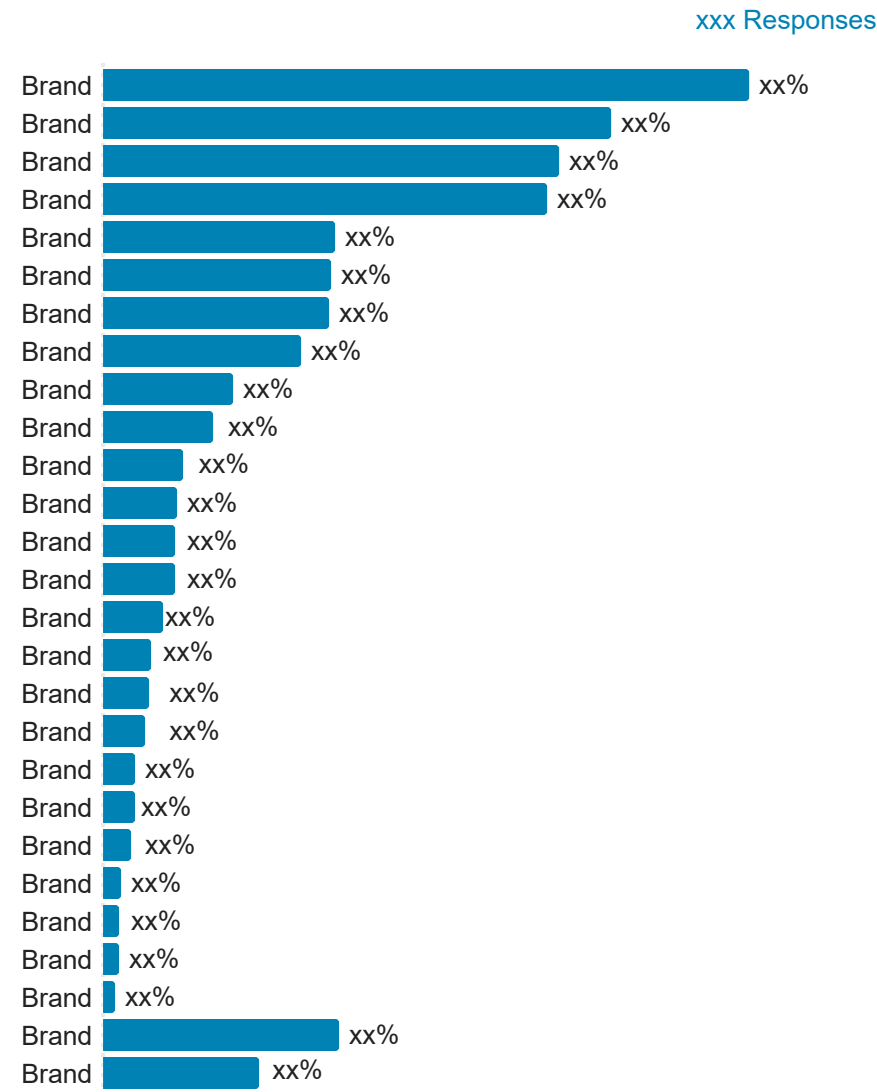
Fishing Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Freshwater fishing	xx%	xx%	xx%	xx%
Brackish water fishing	xx%	xx%	xx%	xx%
Inshore saltwater fishing	xx%	xx%	xx%	xx%
Offshore saltwater fishing	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Hard Bait Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

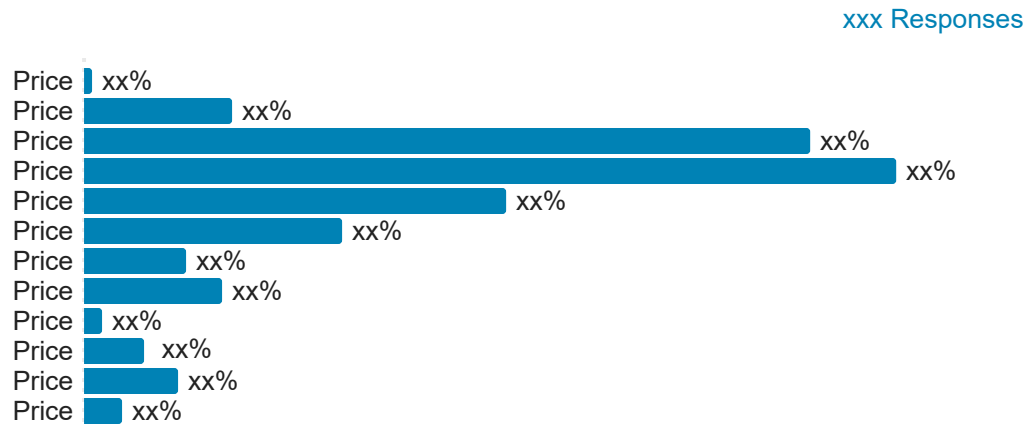
What brand of soft bait did you buy?



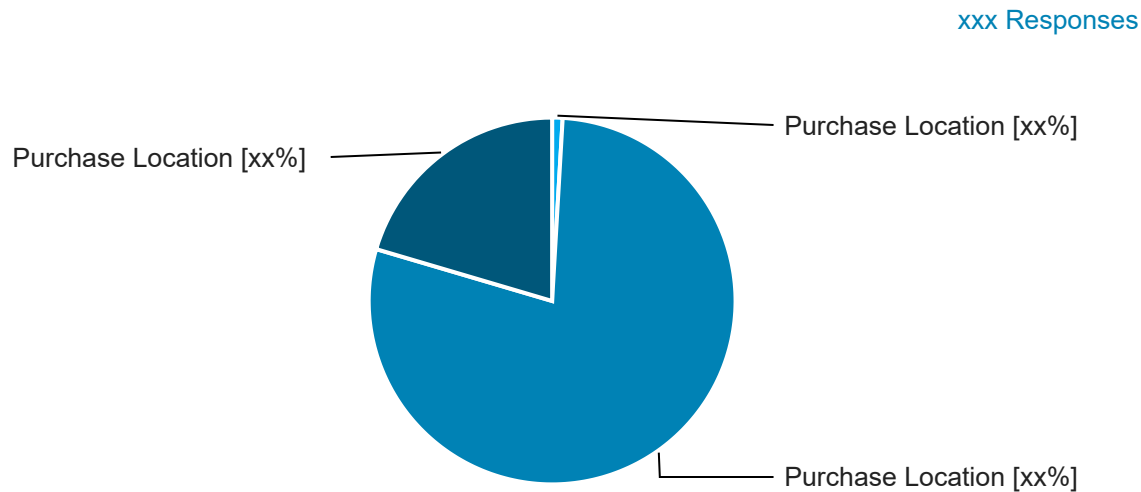
Soft Bait Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
6th Sense	xx%	xx%	xx%	xx%
Bass Assassin	xx%	xx%	xx%	xx%
Bass Pro Shop's brand	xx%	xx%	xx%	xx%
Berkley	xx%	xx%	xx%	xx%
Big Bite	xx%	xx%	xx%	xx%
Bobby Garland	xx%	xx%	xx%	xx%
Cabela's brand	xx%	xx%	xx%	xx%
Culprit	xx%	xx%	xx%	xx%
DOA	xx%	xx%	xx%	xx%
Googan	xx%	xx%	xx%	xx%
Keitech	xx%	xx%	xx%	xx%
Missle	xx%	xx%	xx%	xx%
Mister Twister	xx%	xx%	xx%	xx%
Northland	xx%	xx%	xx%	xx%
Rapala	xx%	xx%	xx%	xx%
Salt Strong	xx%	xx%	xx%	xx%
Strike King	xx%	xx%	xx%	xx%
Yamamoto	xx%	xx%	xx%	xx%
Yum	xx%	xx%	xx%	xx%
Z-Man	xx%	xx%	xx%	xx%
Zoom	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Soft Bait

How much did you pay for this soft bait?



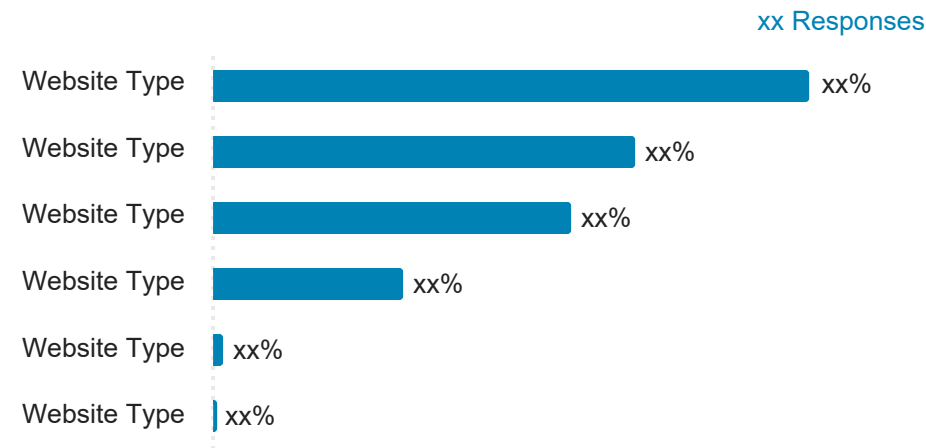
Where did you buy this soft bait?



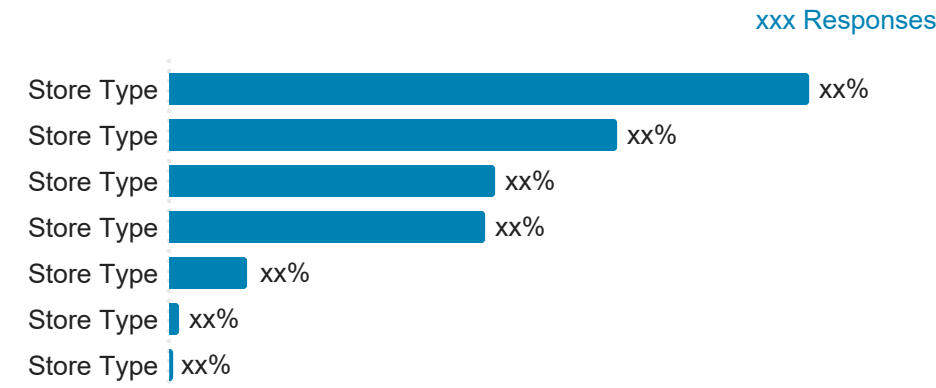
Soft Bait Price	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Purchase Location	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Online	xx%	xx%	xx%	xx%
In-Store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

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



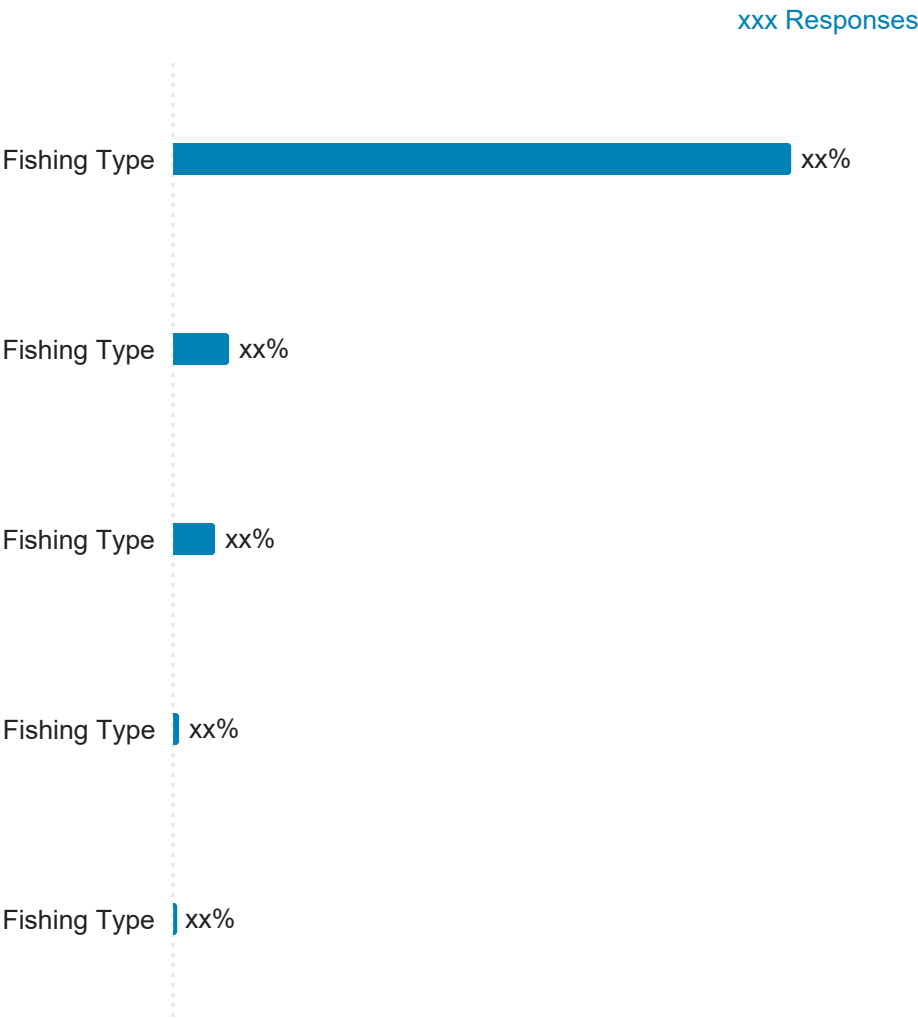
What kind of store did you buy this soft bait from?



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xxx	N = xxx	N = xxx

Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

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



Fishing Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Freshwater fishing	xx%	xx%	xx%	xx%
Brackish water fishing	xx%	xx%	xx%	xx%
Inshore saltwater fishing	xx%	xx%	xx%	xx%
Offshore saltwater fishing	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

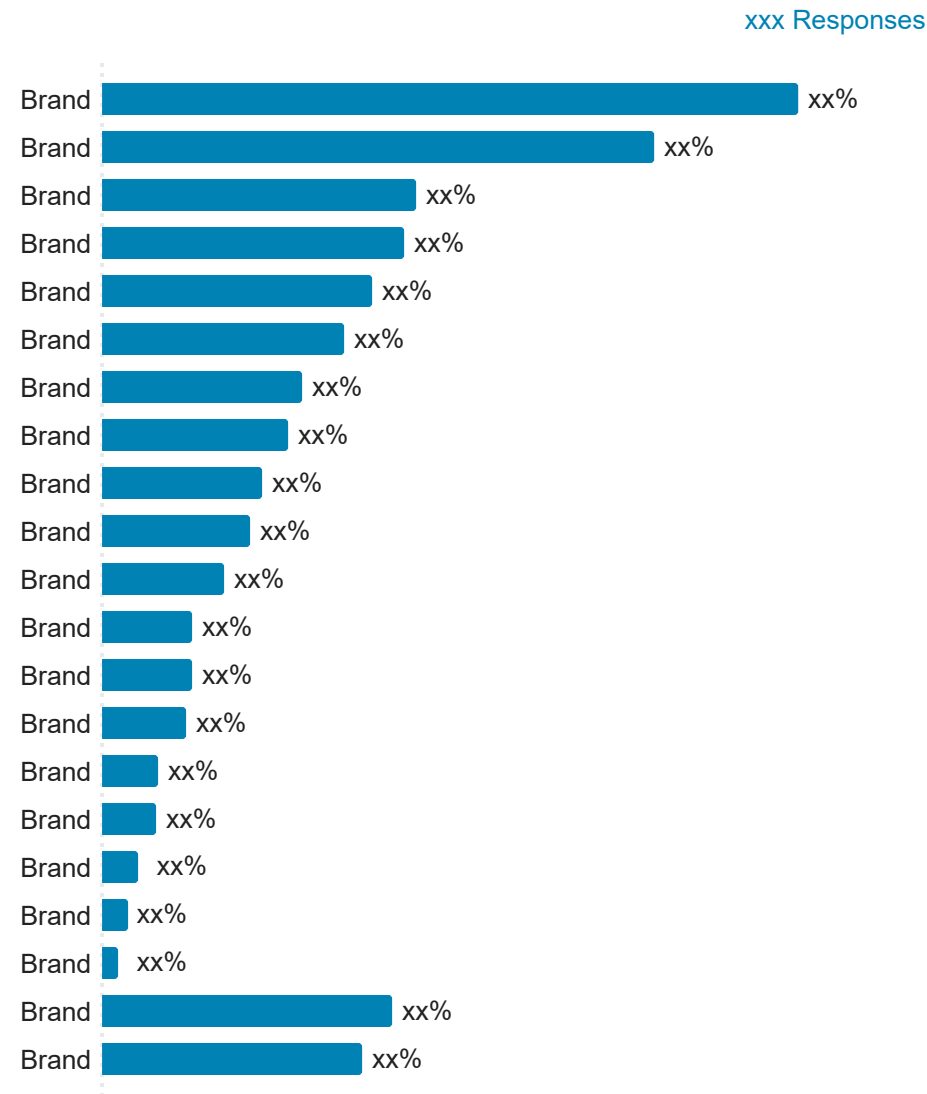
Soft Bait Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Spinner Bait

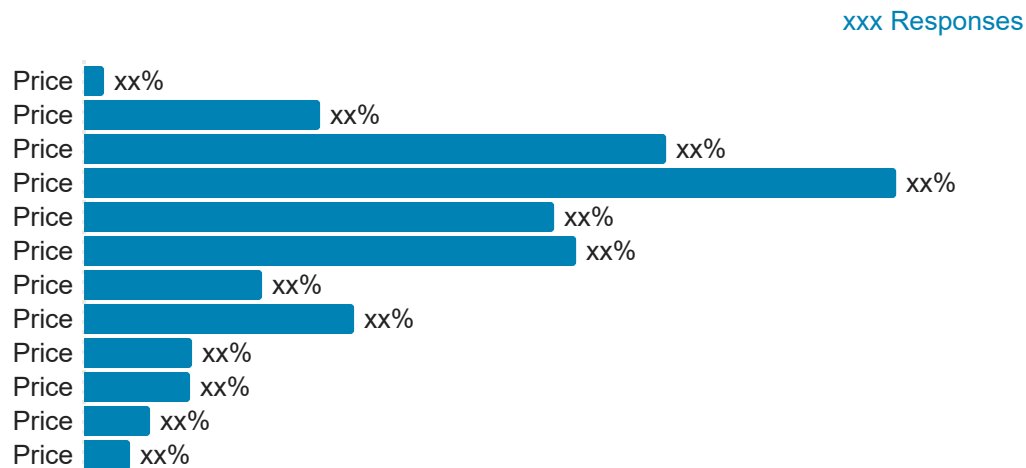
What brand of spinner bait did you buy?



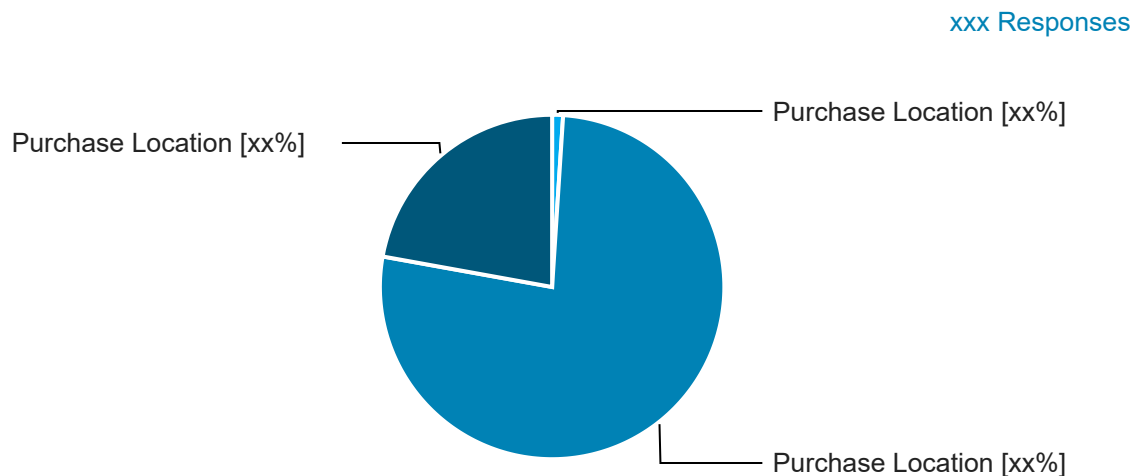
Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Bass Assassin	xx%	xx%	xx%	xx%
Bass Pro Shop's brand	xx%	xx%	xx%	xx%
Berkley	xx%	xx%	xx%	xx%
Blue Fox	xx%	xx%	xx%	xx%
Booyah	xx%	xx%	xx%	xx%
Cabela's brand	xx%	xx%	xx%	xx%
Johnson	xx%	xx%	xx%	xx%
Lindy	xx%	xx%	xx%	xx%
Luck-E-Strike	xx%	xx%	xx%	xx%
Mepps	xx%	xx%	xx%	xx%
Panther Martin	xx%	xx%	xx%	xx%
Rooster Tails/Worden's/Yakima	xx%	xx%	xx%	xx%
Strike King	xx%	xx%	xx%	xx%
Terminator	xx%	xx%	xx%	xx%
War Eagle	xx%	xx%	xx%	xx%
Z-man	xx%	xx%	xx%	xx%
Googan	xx%	xx%	xx%	xx%
Megabass	xx%	xx%	xx%	xx%
Northland	xx%	xx%	xx%	xx%
BizzBaits	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Spinner Bait

How much did you pay for this spinner bait?



Where did you buy this spinner bait?

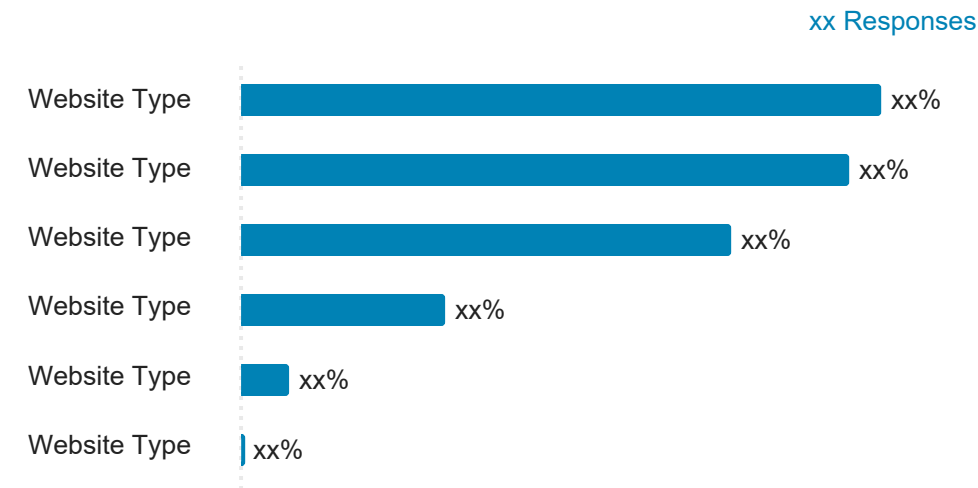


Spinner Bait Price	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Purchase Location	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Online	xx%	xx%	xx%	xx%
In-Store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

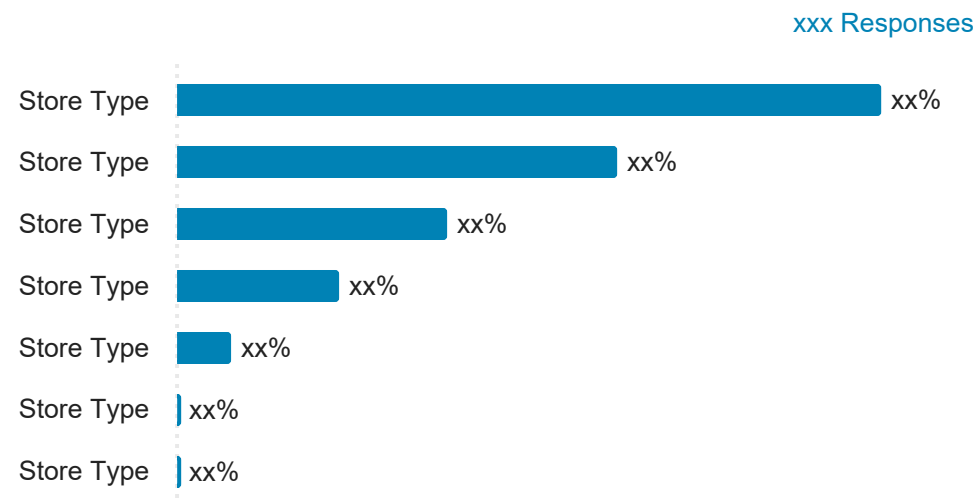
Spinner Bait

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



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xxx	N = xxx	N = xxx

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



Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Spinner Bait

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

xxx Responses

Fishing Type xx%

Fishing Type xx%

Fishing Type xx%

Fishing Type xx%

Fishing Type xx%

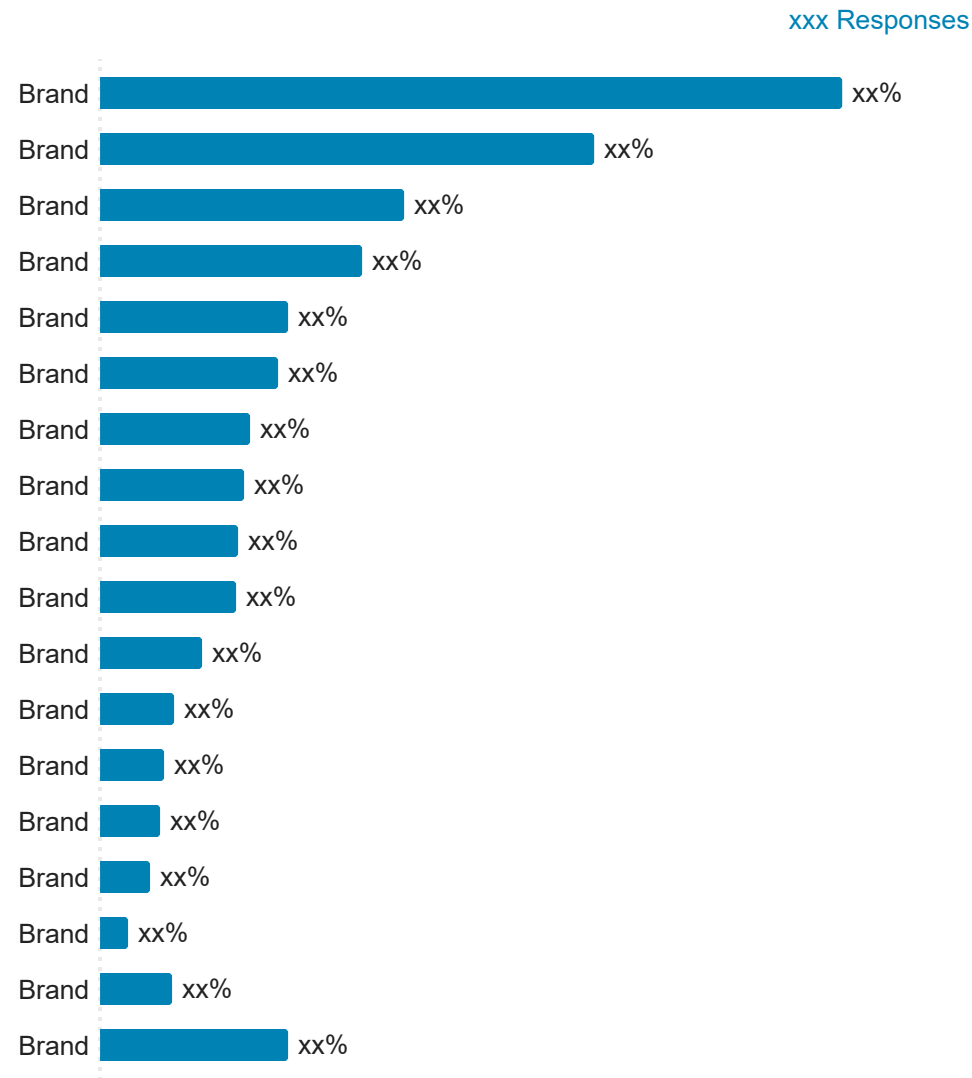
Fishing Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Freshwater fishing	xx%	xx%	xx%	xx%
Brackish water fishing	xx%	xx%	xx%	xx%
Inshore saltwater fishing	xx%	xx%	xx%	xx%
Offshore saltwater fishing	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Spinner Bait Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

What brand of fishing line did you buy?

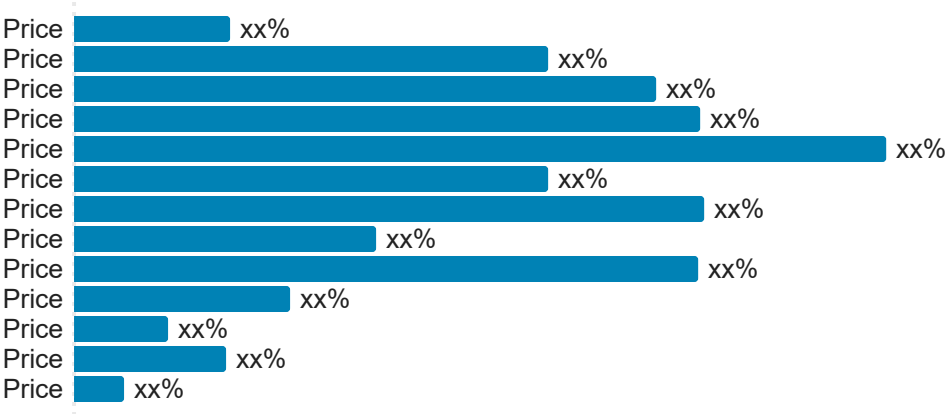


Fishing Line Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Bass Pro Shop's brand	xx%	xx%	xx%	xx%
Berkley	xx%	xx%	xx%	xx%
Cajun Red	xx%	xx%	xx%	xx%
J-Braid/Daiwa	xx%	xx%	xx%	xx%
KastKing	xx%	xx%	xx%	xx%
Maxima	xx%	xx%	xx%	xx%
P-Line	xx%	xx%	xx%	xx%
PowerPro	xx%	xx%	xx%	xx%
Reaction Tackle	xx%	xx%	xx%	xx%
Seaguar	xx%	xx%	xx%	xx%
Spiderwire	xx%	xx%	xx%	xx%
Stren	xx%	xx%	xx%	xx%
Sufix	xx%	xx%	xx%	xx%
Sunline	xx%	xx%	xx%	xx%
Yo-Zuri	xx%	xx%	xx%	xx%
Zebco	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Fishing Line

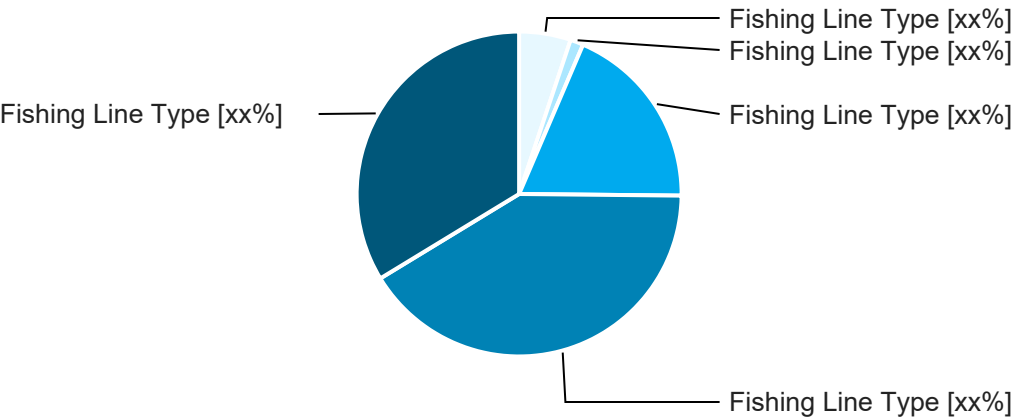
How much did you pay for this fishing line?

xxx Responses



What type of fishing line did you buy?

xxx Responses

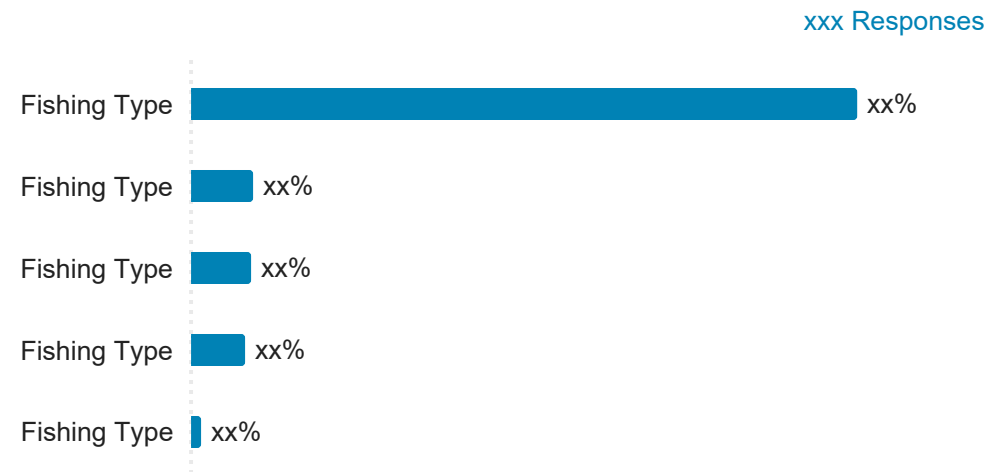


Fishing Line Price	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Fishing Line Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Monofilament	xx%	xx%	xx%	xx%
Superline or Braid	xx%	xx%	xx%	xx%
Fluorocarbon	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

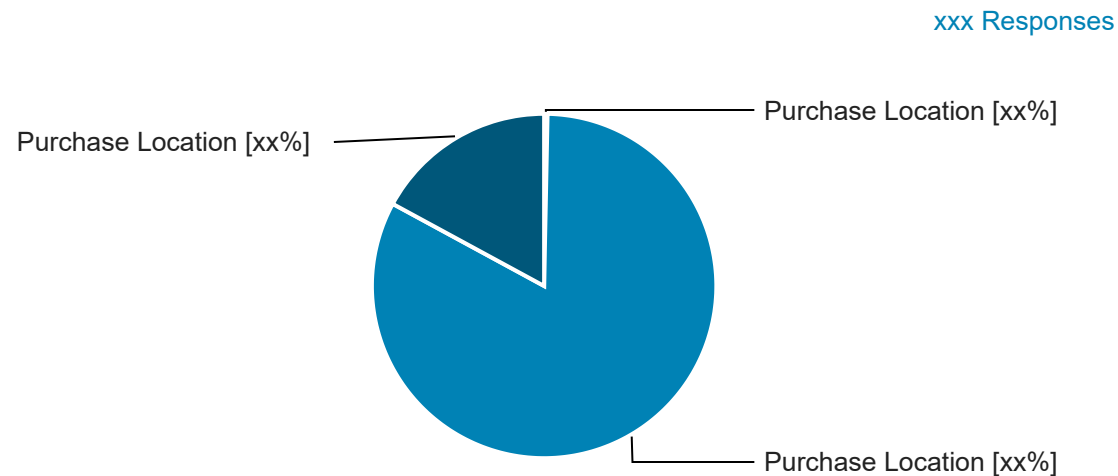
Fishing Line

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



Fishing Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Freshwater fishing	xx%	xx%	xx%	xx%
Brackish water fishing	xx%	xx%	xx%	xx%
Inshore saltwater fishing	xx%	xx%	xx%	xx%
Offshore saltwater fishing	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

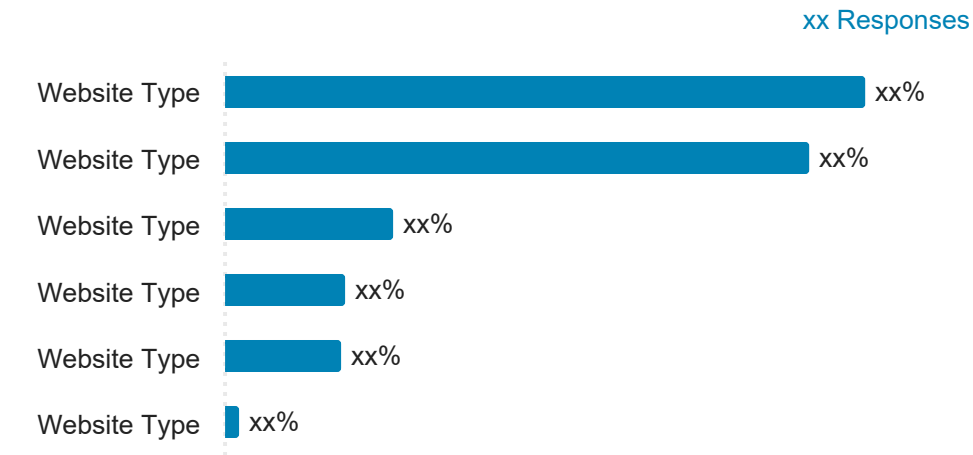
Where did you buy this fishing line?



Purchase Location	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Online	xx%	xx%	xx%	xx%
In-Store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

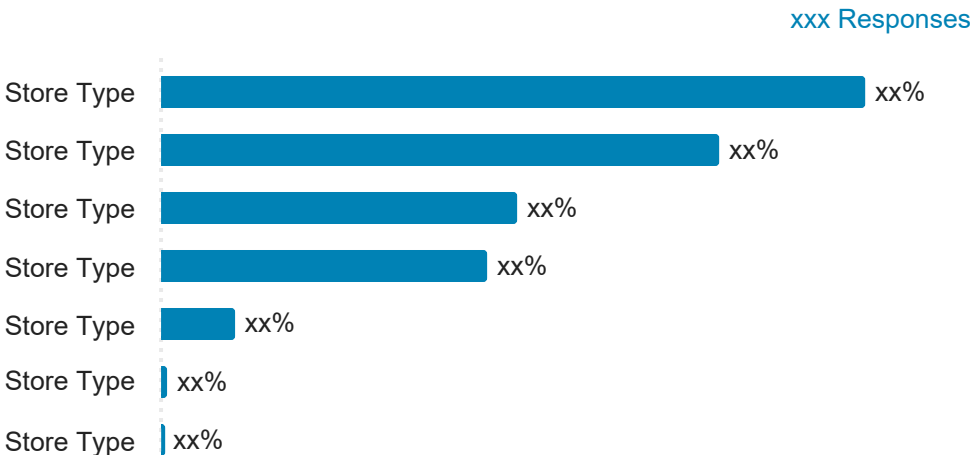
Fishing Line

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



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xxx	N = xxx	N = xxx

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



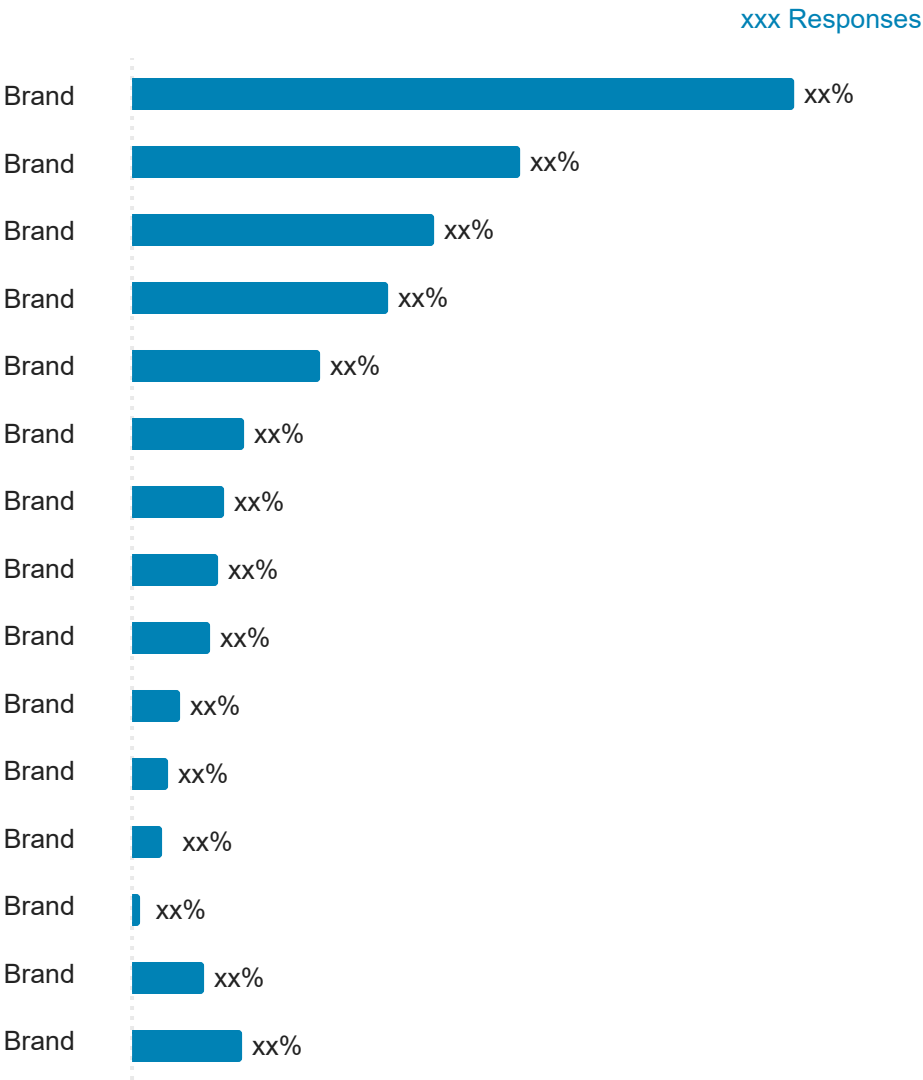
Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Fishing Line Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

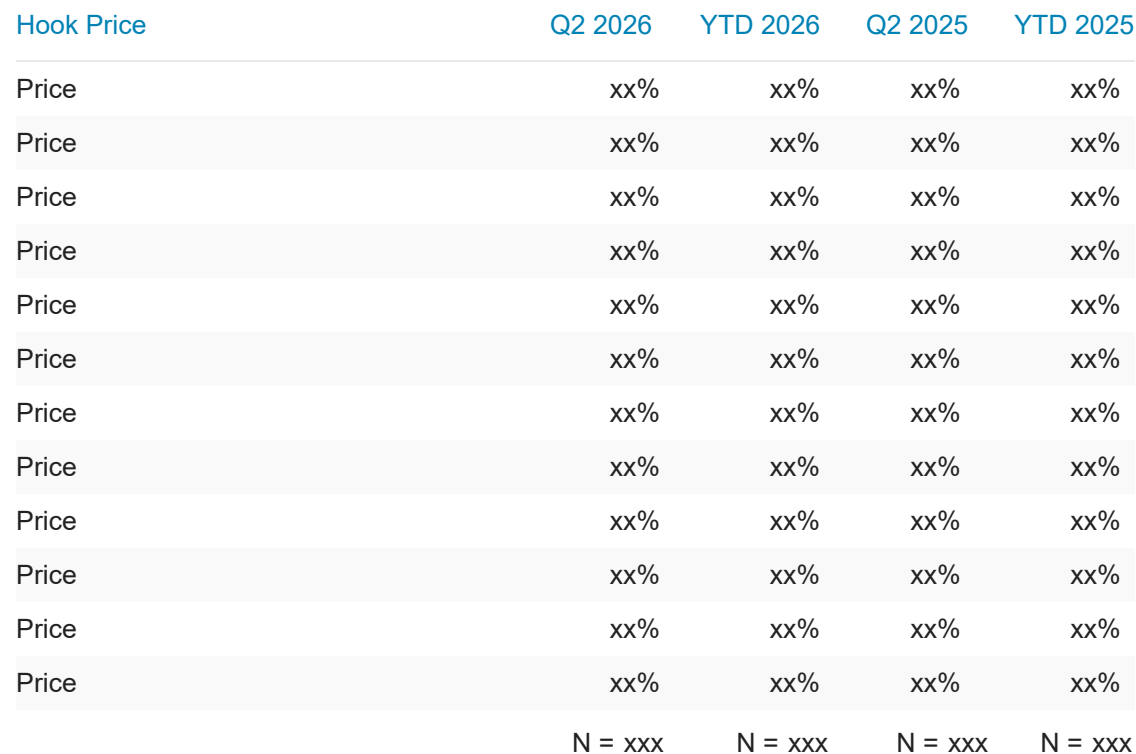
Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

What brand of hooks did you buy?



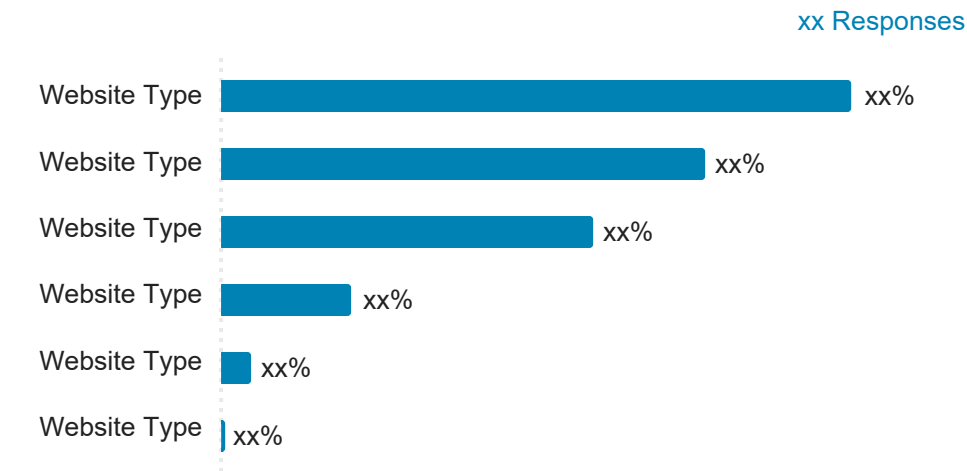
Hook Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
6th Sense	xx%	xx%	xx%	xx%
Bass Pro Shop's brand	xx%	xx%	xx%	xx%
Berkley	xx%	xx%	xx%	xx%
BKK	xx%	xx%	xx%	xx%
Daiichi	xx%	xx%	xx%	xx%
Eagle Claw/Lazer Sharp	xx%	xx%	xx%	xx%
Gamakatsu	xx%	xx%	xx%	xx%
Generic or not branded	xx%	xx%	xx%	xx%
Mustad/Ultra Point	xx%	xx%	xx%	xx%
Owner	xx%	xx%	xx%	xx%
Strike King	xx%	xx%	xx%	xx%
Trokar	xx%	xx%	xx%	xx%
Tru-Turn	xx%	xx%	xx%	xx%
VMC	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

How much did you pay for these hooks?

50

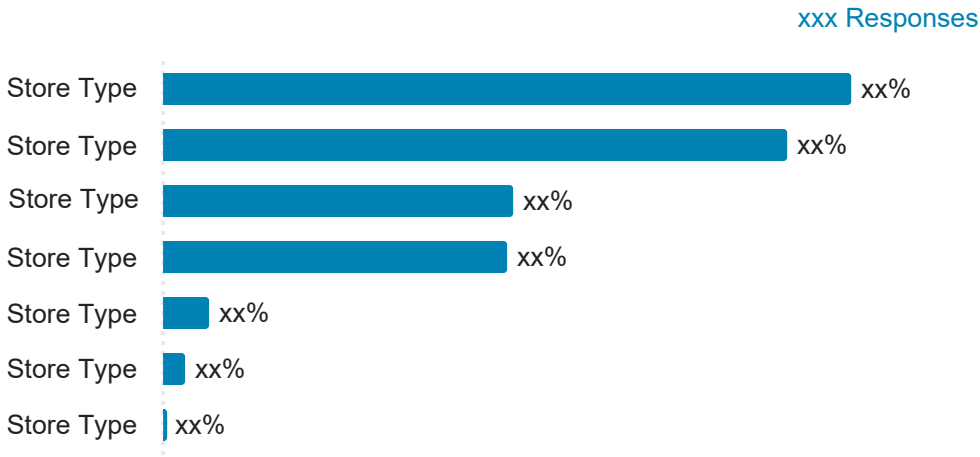
Fishing Hooks

What kind of website did you buy these hooks from?



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xxx	N = xxx	N = xxx

What kind of store did you buy these hooks from?



Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

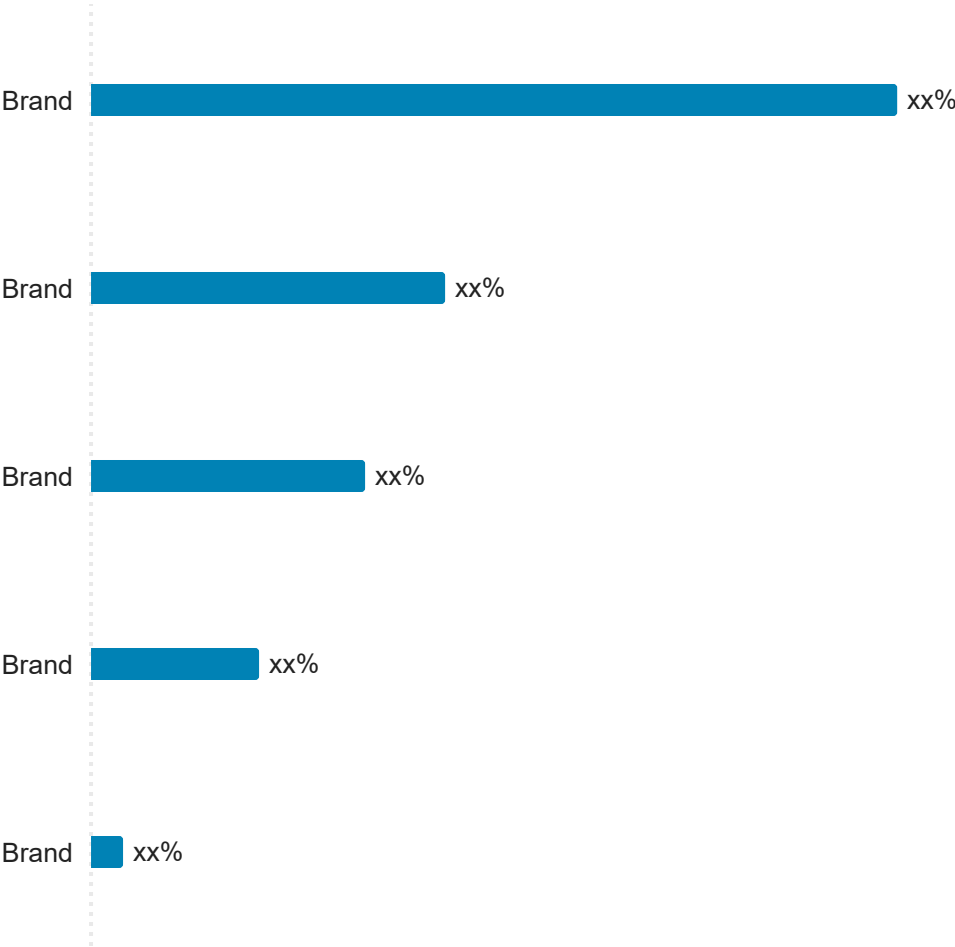
Fishing Hooks Demographics

Gender					Age				
	Q2 2026	YTD 2026	Q2 2025	YTD 2025		Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%	18-34	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%	35-54	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%	55+	xx%	xx%	xx%	xx%
Household Income					Race/Ethnicity				
	Q2 2026	YTD 2026	Q2 2025	YTD 2025		Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%	White or Caucasian	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%	Black or African American	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%	Hispanic or Latino	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%	Asian or Pacific Islander	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%	American Indian or Alaska Native	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%	Other	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%	I prefer not to say	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%					
\$200,000 or more	xx%	xx%	xx%	xx%					
I prefer not to say	xx%	xx%	xx%	xx%					
	N = xxx	N = xxx	N = xxx	N = xxx					
					Region				
						Q2 2026	YTD 2026	Q2 2025	YTD 2025
					Northeast	xx%	xx%	xx%	xx%
					South	xx%	xx%	xx%	xx%
					Midwest	xx%	xx%	xx%	xx%
					West	xx%	xx%	xx%	xx%
						N = xxx	N = xxx	N = xxx	N = xxx

Fish Finder/Chart Plotter

What brand of fish finder/chart plotter did you buy?

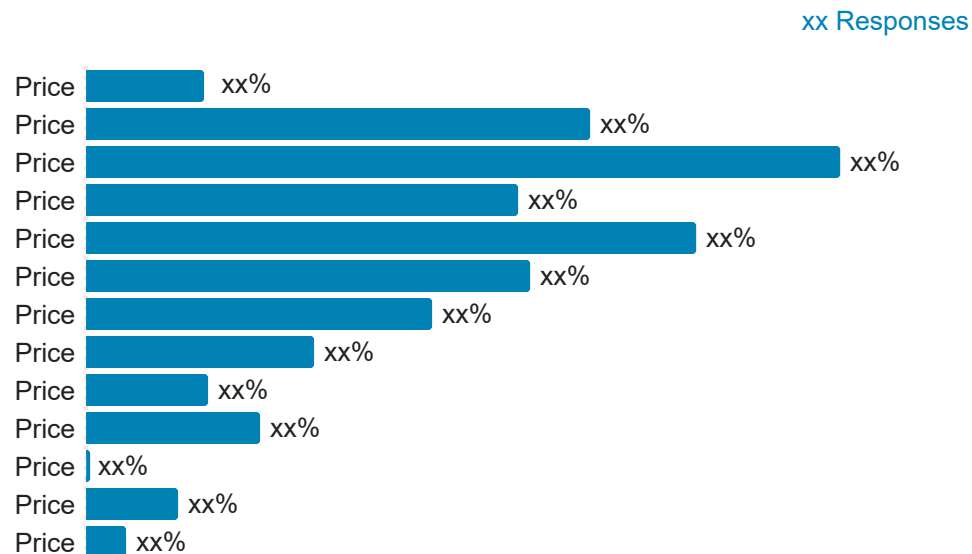
xx Responses



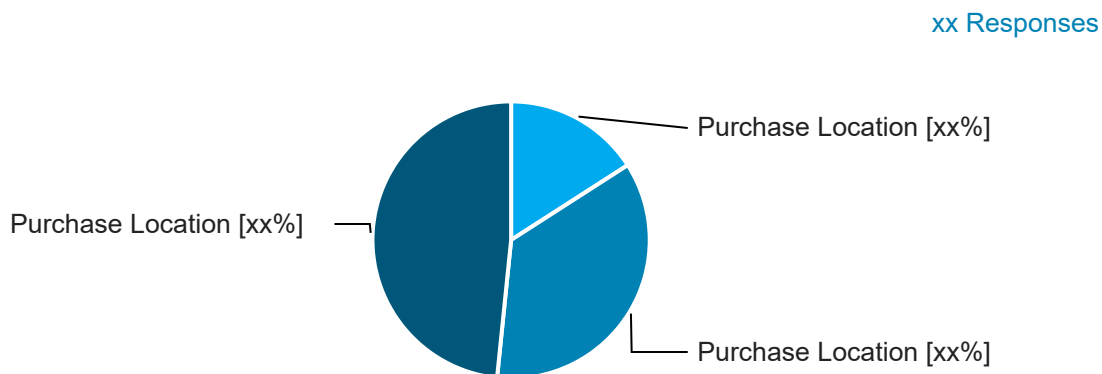
Fish Finder/Chart Plotter Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Furuno	xx%	xx%	xx%	xx%
Garmin	xx%	xx%	xx%	xx%
Humminbird	xx%	xx%	xx%	xx%
Lowrance	xx%	xx%	xx%	xx%
Raymarine	xx%	xx%	xx%	xx%
Simrad	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xxx	N = xxx	N = xxx

Fish Finder/Chart Plotter

How much did you pay for this fish finder/chart plotter?



Where did you buy this fish finder/chart plotter?

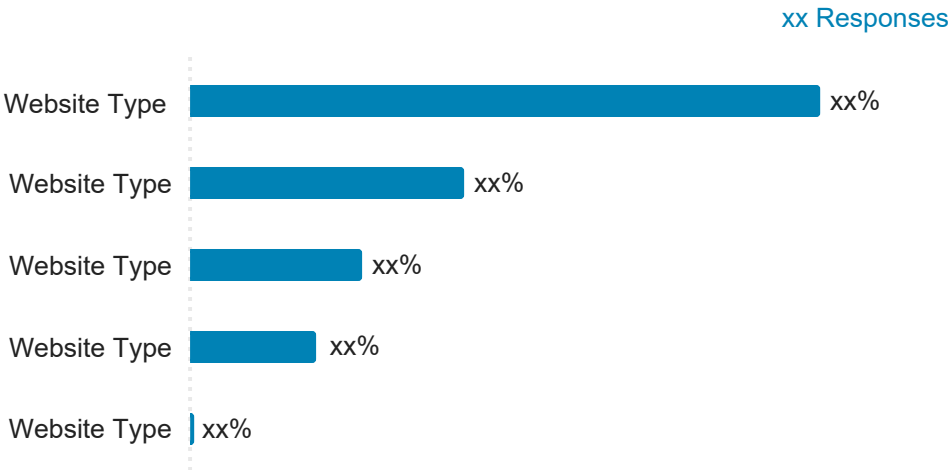


Fish Finder/Chart Plotter Price	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
Price	xx%	xx%	xx%	xx%
	N = xx	N = xxx	N = xxx	N = xxx

Purchase Location	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Online	xx%	xx%	xx%	xx%
In-Store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

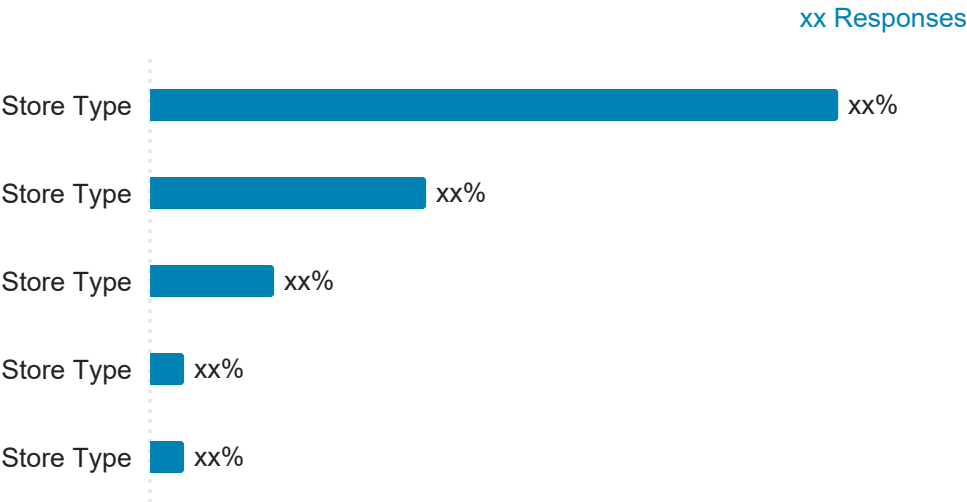
Fish Finder/Chart Plotter

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



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xx	N = xx	N = xxx

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



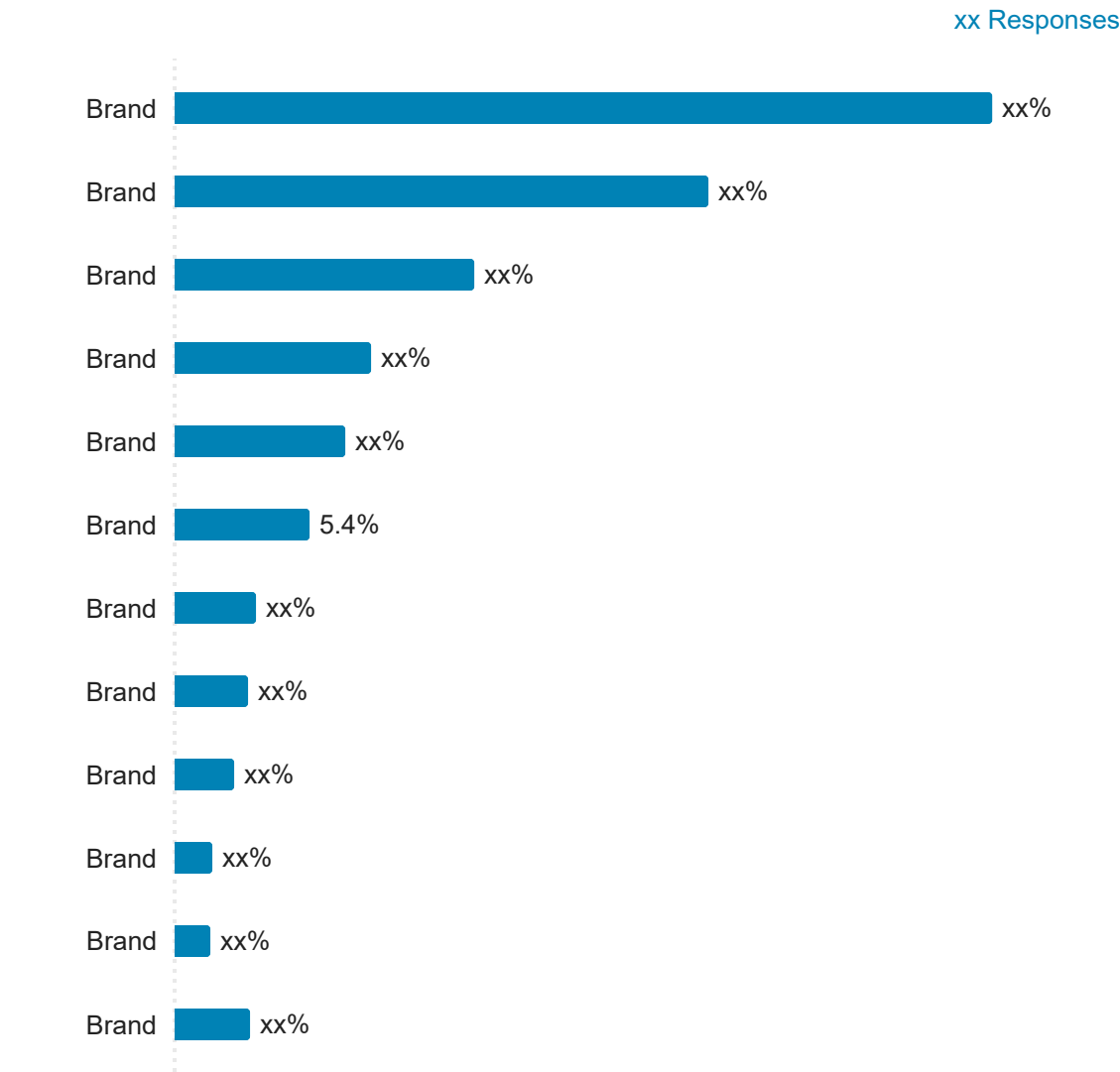
Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xx	N = xx	N = xxx

Fish Finder/Chart Plotter Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

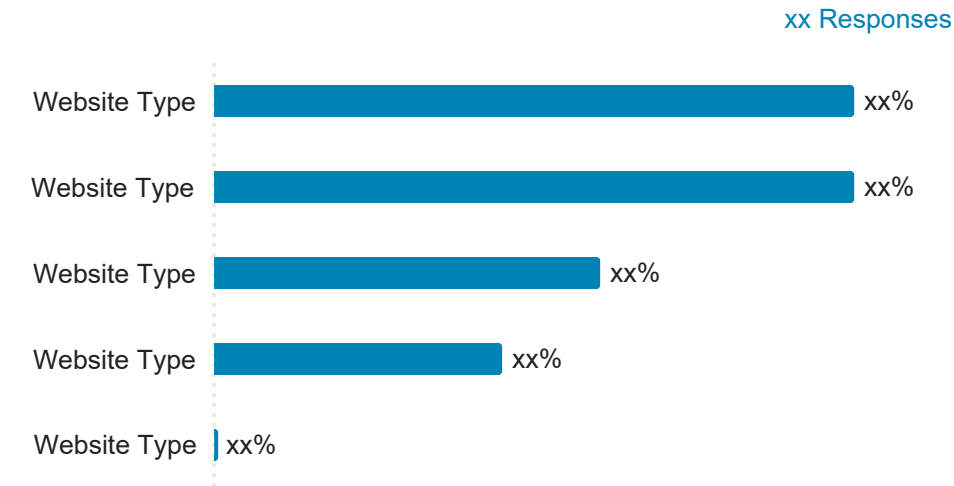
What brand of trolling motor did you buy?



Trolling Motor Brand	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Garmin	xx%	xx%	xx%	xx%
Haswing (or AQUOS)	xx%	xx%	xx%	xx%
Lowrance	xx%	xx%	xx%	xx%
Minn Kota	xx%	xx%	xx%	xx%
MotorGuide	xx%	xx%	xx%	xx%
Newport	xx%	xx%	xx%	xx%
Power-Pole	xx%	xx%	xx%	xx%
Rhodan	xx%	xx%	xx%	xx%
Simrad	xx%	xx%	xx%	xx%
Torqueedo	xx%	xx%	xx%	xx%
Watersnake	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xx	N = xx	N = xxx

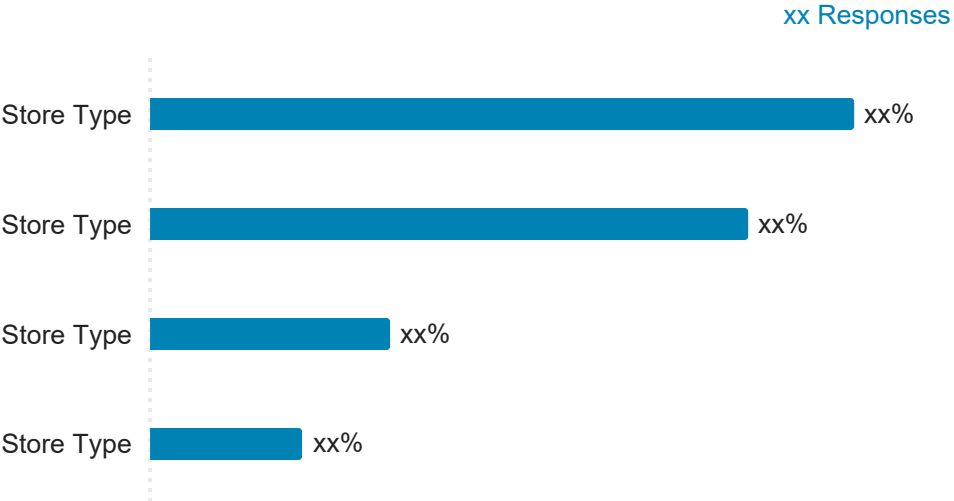
Trolling Motor

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



Website Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Website for a brick-and-mortar store	xx%	xx%	xx%	xx%
Internet marketplace	xx%	xx%	xx%	xx%
Online-only retailer	xx%	xx%	xx%	xx%
Manufacturer's website	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xx	N = xx	N = xx

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



Store Type	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Farm/Ranch stores	xx%	xx%	xx%	xx%
General sporting goods	xx%	xx%	xx%	xx%
Local shop	xx%	xx%	xx%	xx%
Mass merchant	xx%	xx%	xx%	xx%
Outdoor specialty store	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
Not sure	xx%	xx%	xx%	xx%
	N = xx	N = xx	N = xx	N = xx

Trolling Motor Demographics

Gender	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Male	xx%	xx%	xx%	xx%
Female	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Household Income	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Less than \$20,000	xx%	xx%	xx%	xx%
\$20,000 - \$29,999	xx%	xx%	xx%	xx%
\$30,000 - \$39,999	xx%	xx%	xx%	xx%
\$40,000 - \$49,999	xx%	xx%	xx%	xx%
\$50,000 - \$74,999	xx%	xx%	xx%	xx%
\$75,000 - \$99,999	xx%	xx%	xx%	xx%
\$100,000 - \$149,999	xx%	xx%	xx%	xx%
\$150,000 - \$199,999	xx%	xx%	xx%	xx%
\$200,000 or more	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx

Age	Q2 2026	YTD 2026	Q2 2025	YTD 2025
18-34	xx%	xx%	xx%	xx%
35-54	xx%	xx%	xx%	xx%
55+	xx%	xx%	xx%	xx%
Race/Ethnicity	Q2 2026	YTD 2026	Q2 2025	YTD 2025
White or Caucasian	xx%	xx%	xx%	xx%
Black or African American	xx%	xx%	xx%	xx%
Hispanic or Latino	xx%	xx%	xx%	xx%
Asian or Pacific Islander	xx%	xx%	xx%	xx%
American Indian or Alaska Native	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%
I prefer not to say	xx%	xx%	xx%	xx%
Region	Q2 2026	YTD 2026	Q2 2025	YTD 2025
Northeast	xx%	xx%	xx%	xx%
South	xx%	xx%	xx%	xx%
Midwest	xx%	xx%	xx%	xx%
West	xx%	xx%	xx%	xx%
	N = xxx	N = xxx	N = xxx	N = xxx