



ANGLER MONITOR

CONSUMER PARTICIPATION & GEAR PURCHASES



SOUTHWICK
ASSOCIATES

SAMPLE REPORT

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Introduction and Background

This report presents the results of the AnglerSurvey.com© online consumer panel survey. This panel, composed of anglers across the U.S. who volunteer to participate, tracks fishing participation and purchases in the year of 2025.

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

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

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

xxxx Responses

Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

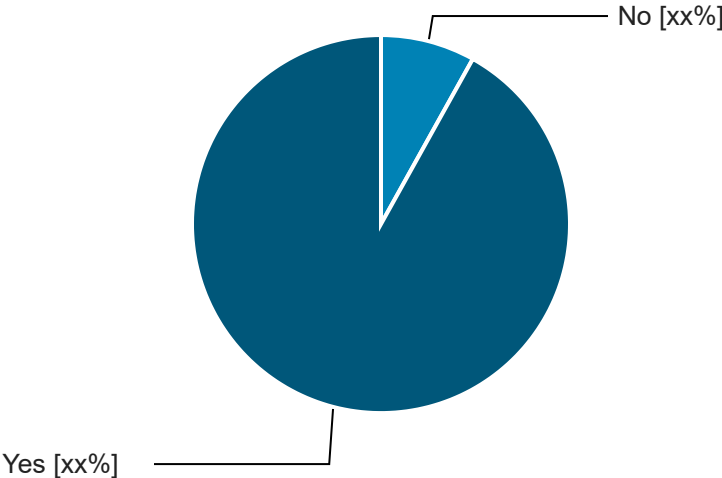
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

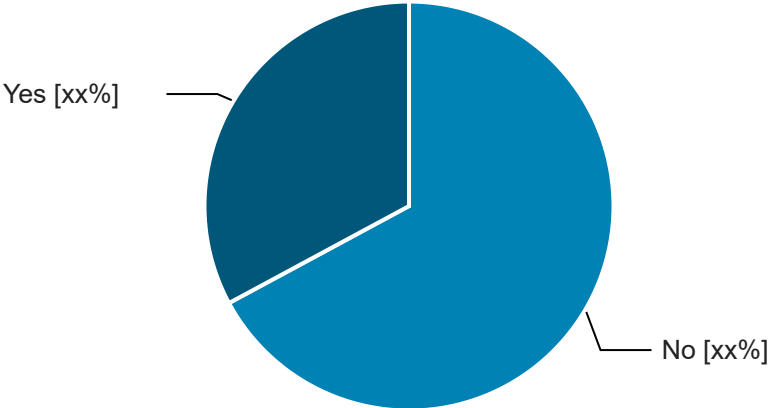


PARTICIPATION

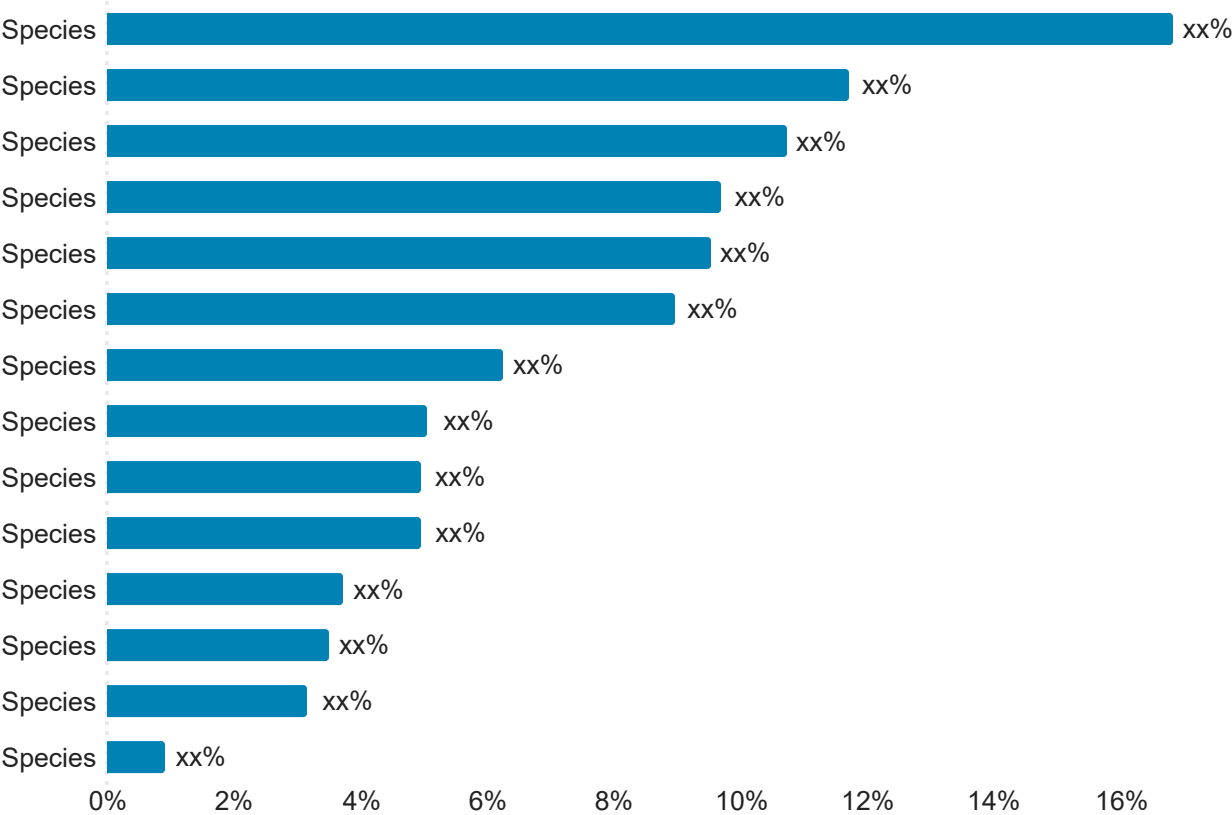
Did you go freshwater fishing during the past three months?



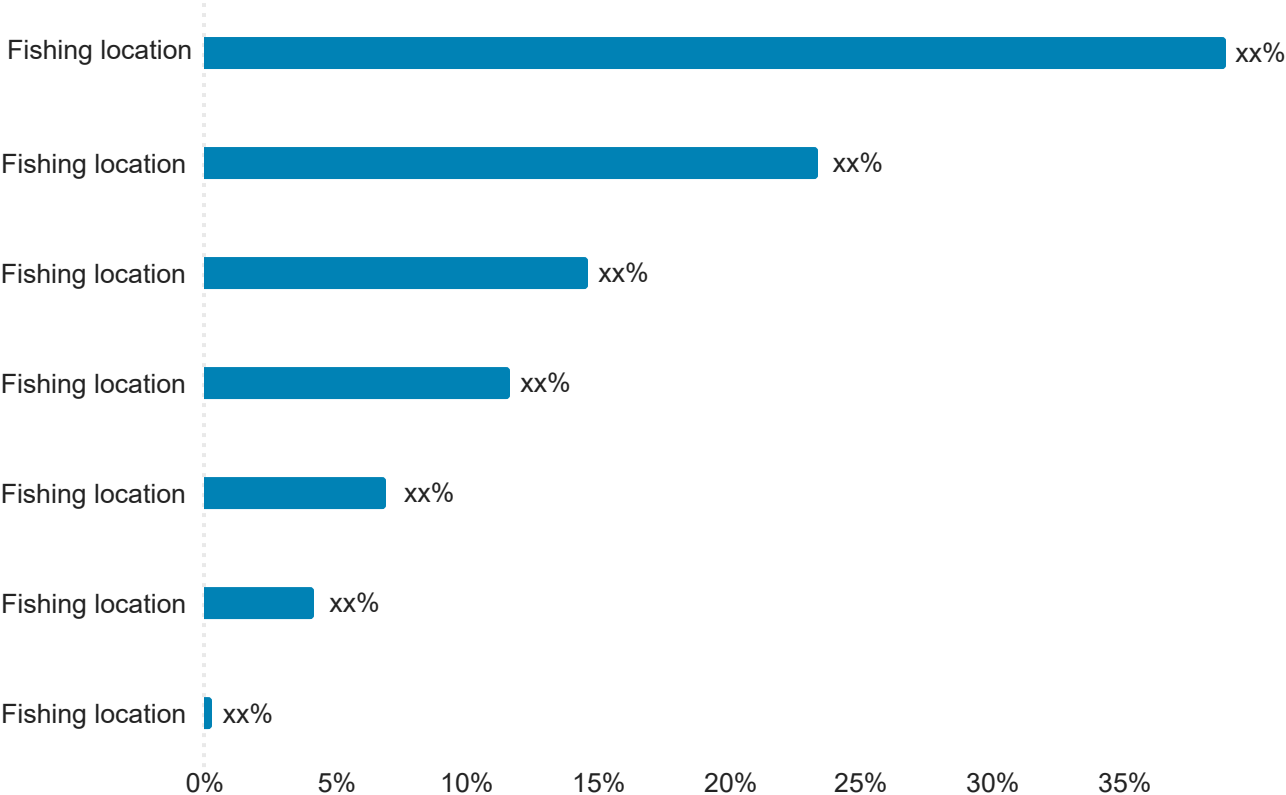
Did you go saltwater fishing during the past three months?



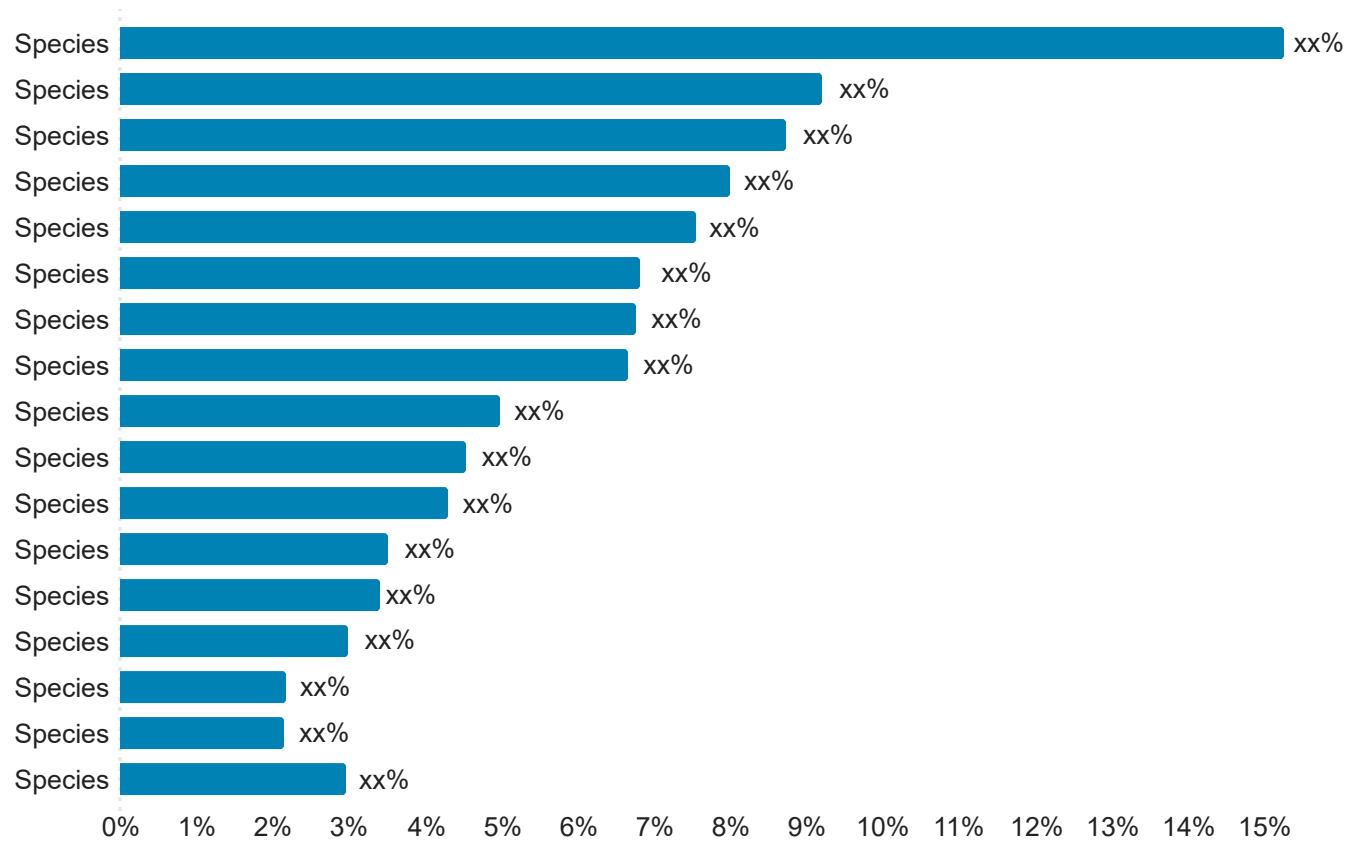
Which freshwater species did you fish for during the past three months?



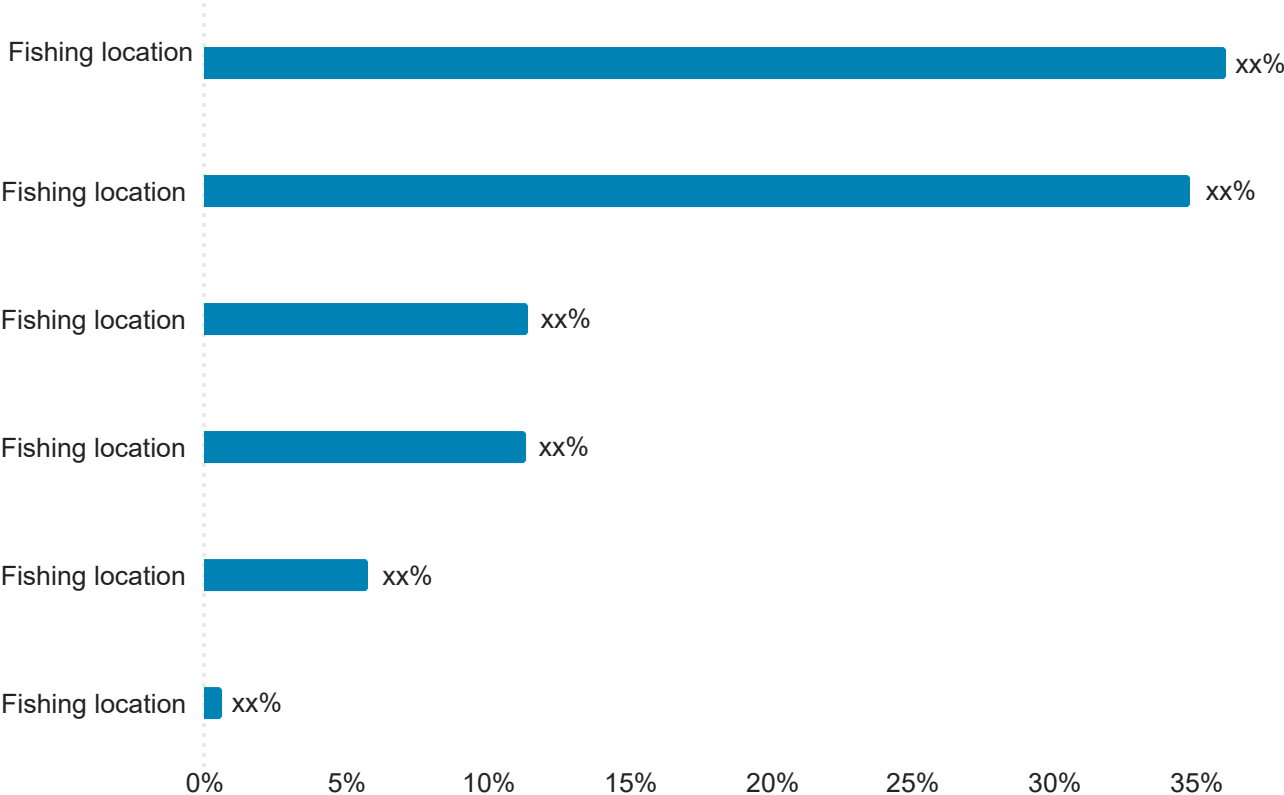
Where did you freshwater fish from?



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



Where did you saltwater fish from?





PURCHASING

Overall Purchaser Demographics

xxxx Responses

Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

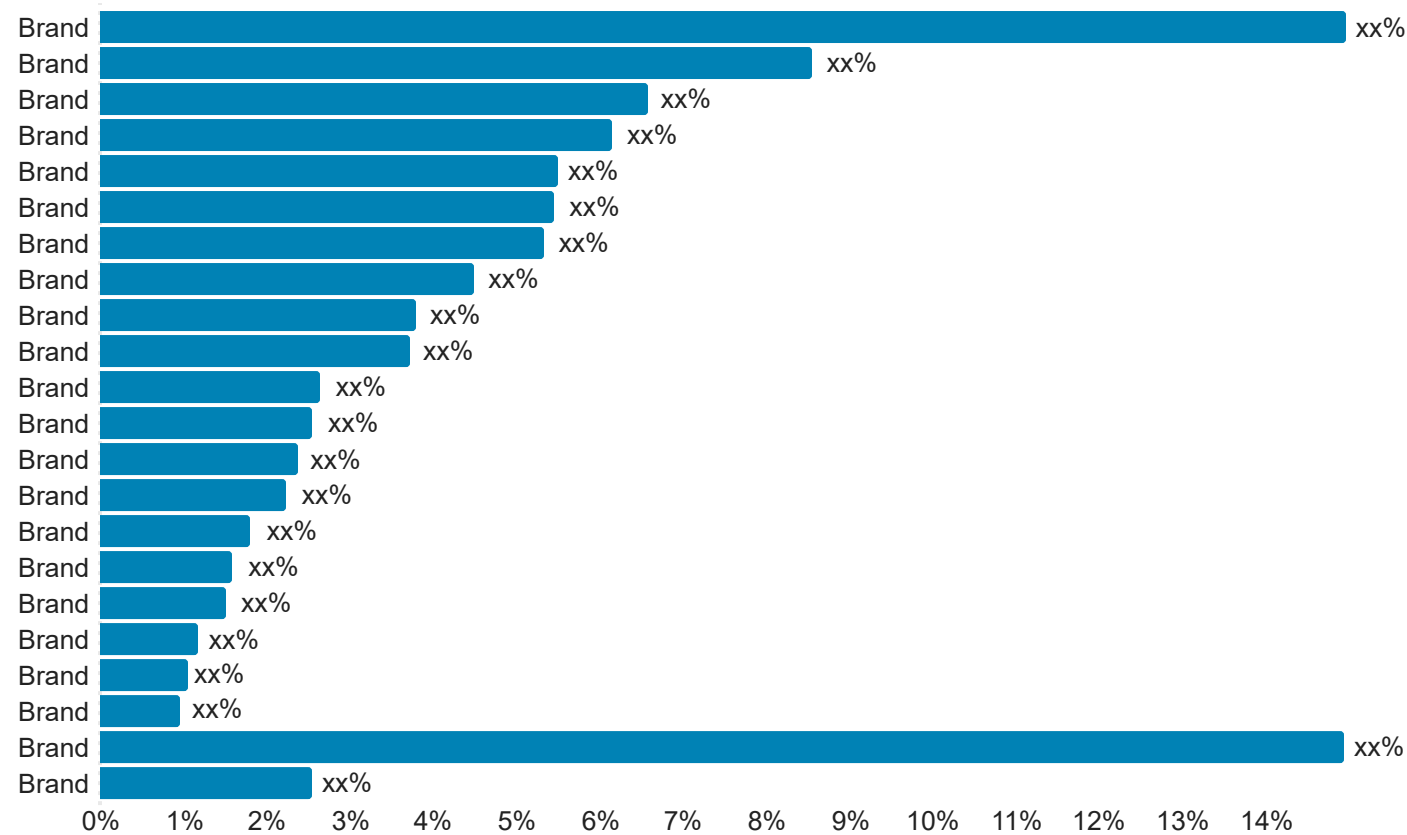
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

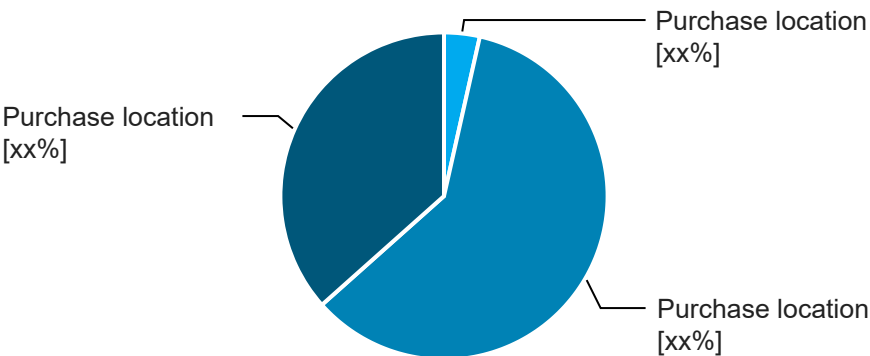
What brand of fishing rod did you buy?



How much did you pay for this fishing rod?



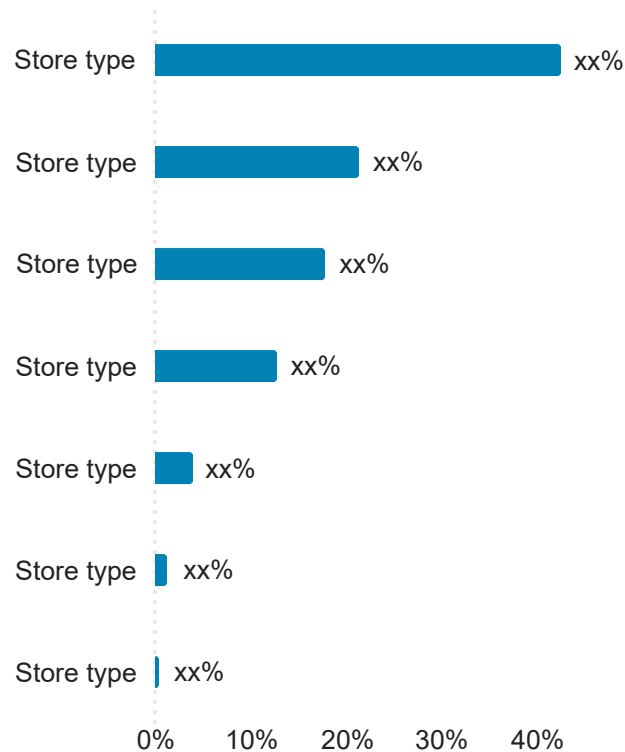
Where did you buy this fishing rod?



Fishing Rod

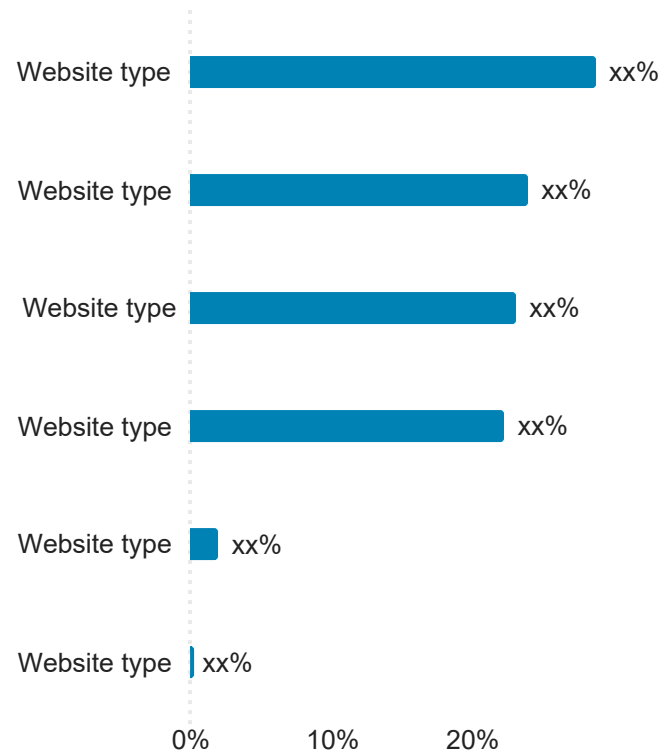
What kind of store did you buy this fishing rod from?

xxx Responses

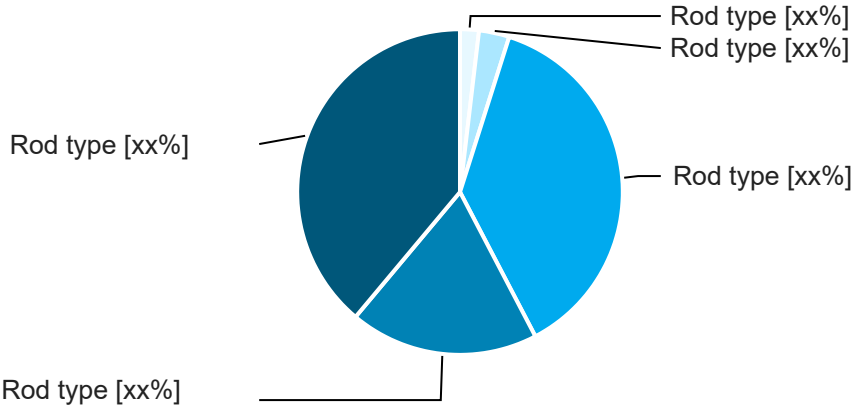


What kind of website did you buy this fishing rod from?

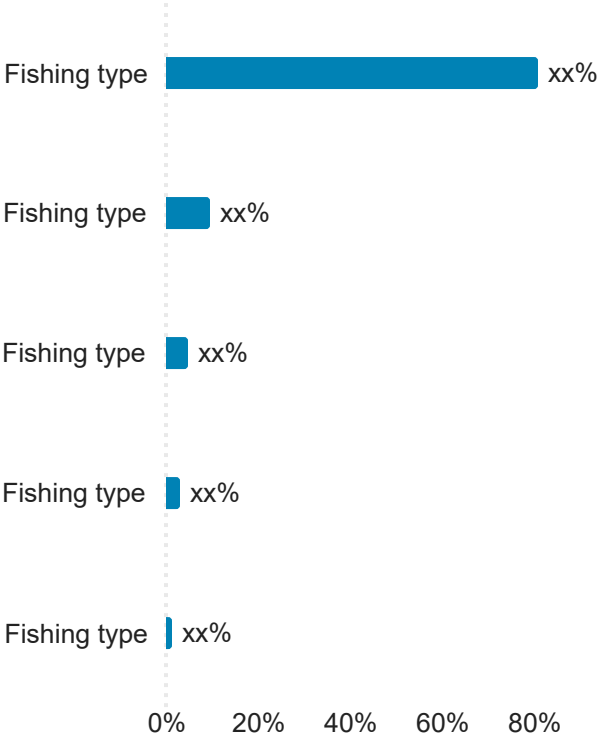
xxx Responses



What type of fishing rod did you buy?



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



Fishing Rod Demographics

xxxx Responses

Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

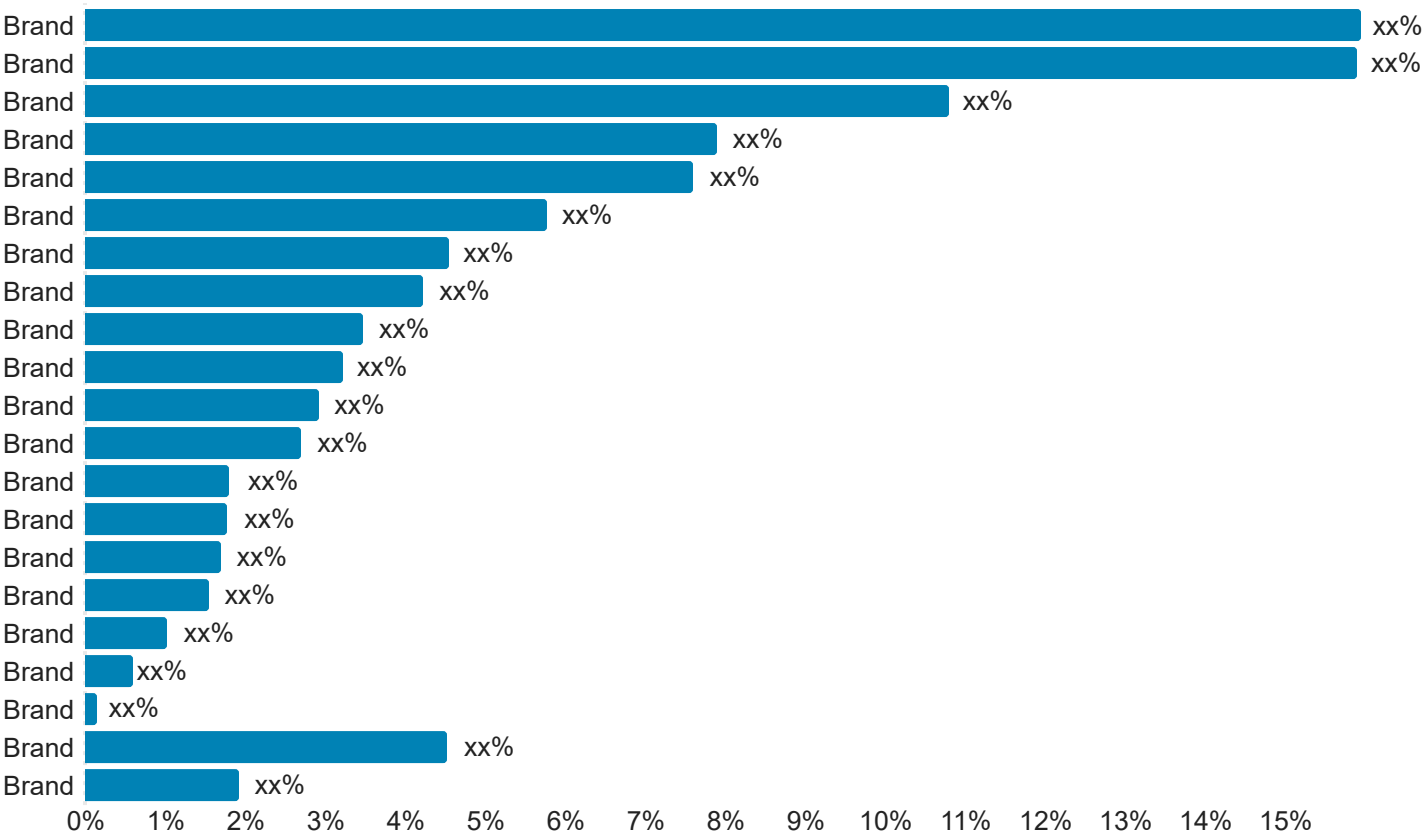
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

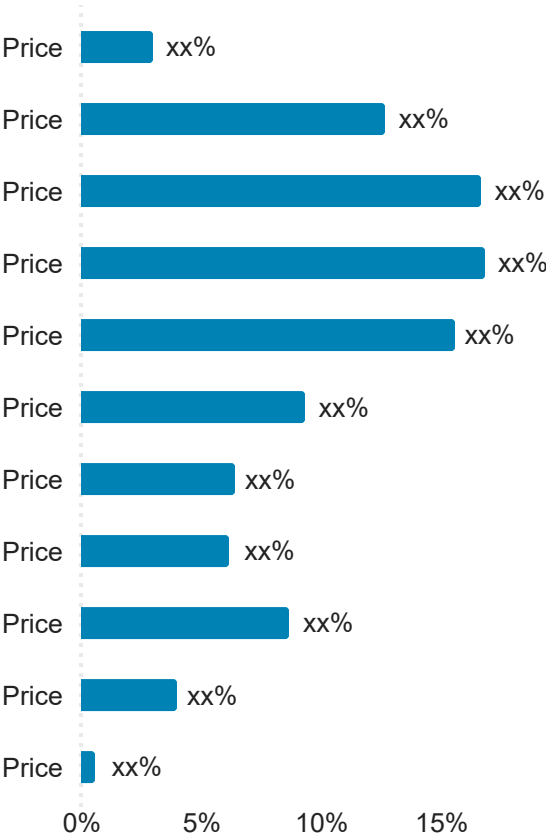
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

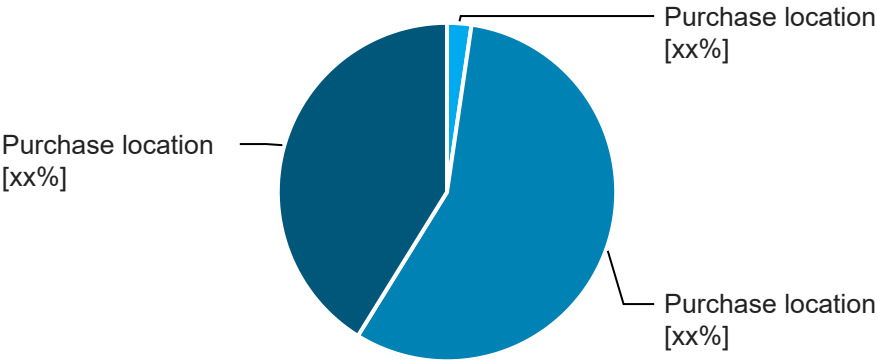
What brand of fishing reel did you buy?



How much did you pay for this fishing reel?

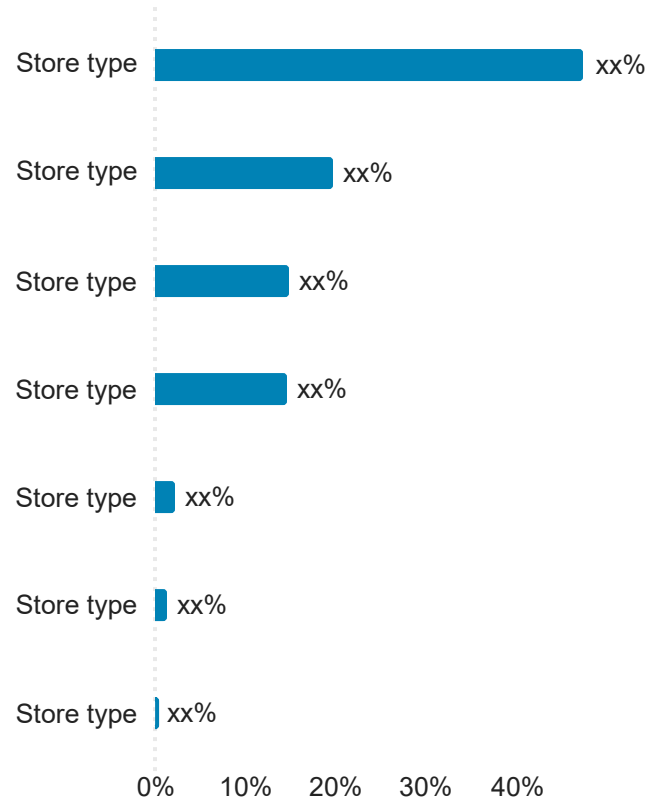


Where did you buy this fishing reel?

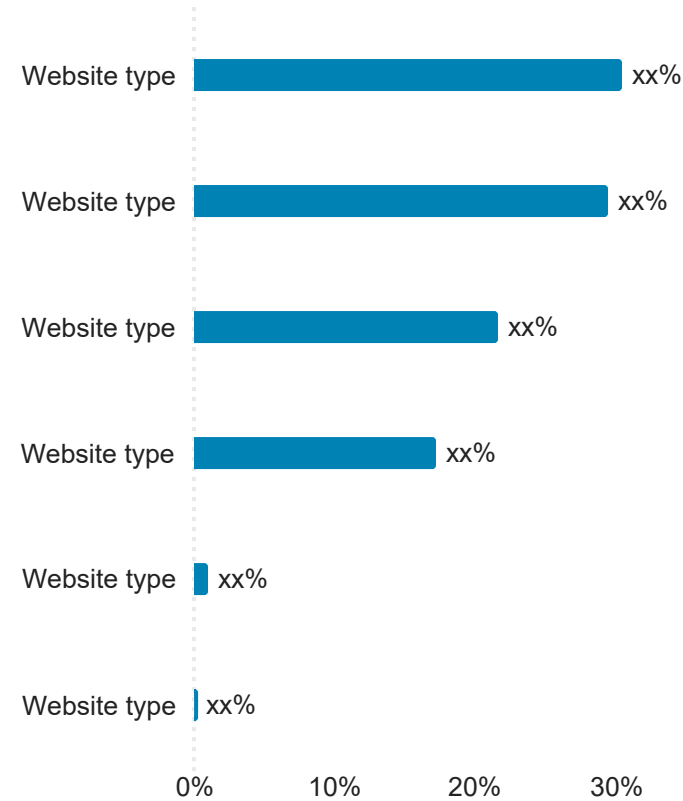


Fishing Reel

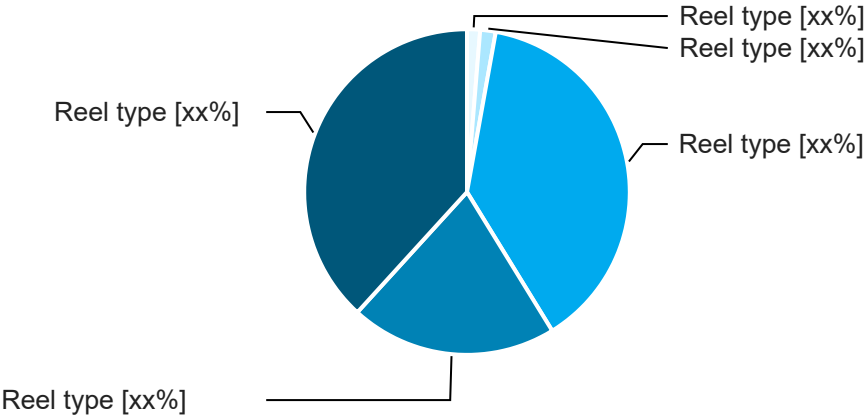
What kind of store did you buy this fishing reel from?
xxx Responses



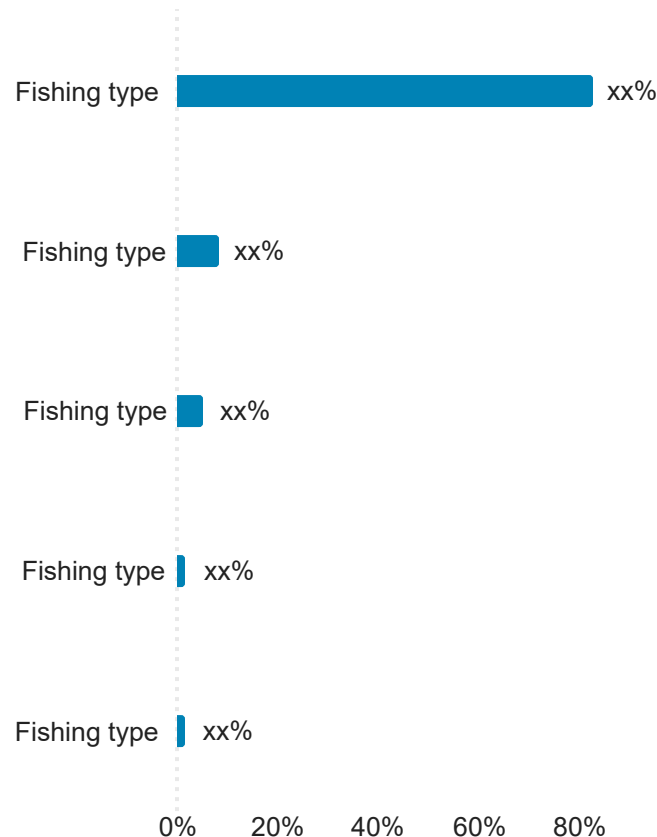
What kind of website did you buy this fishing reel from?
xxx Responses



What type of fishing reel did you buy?



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



Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

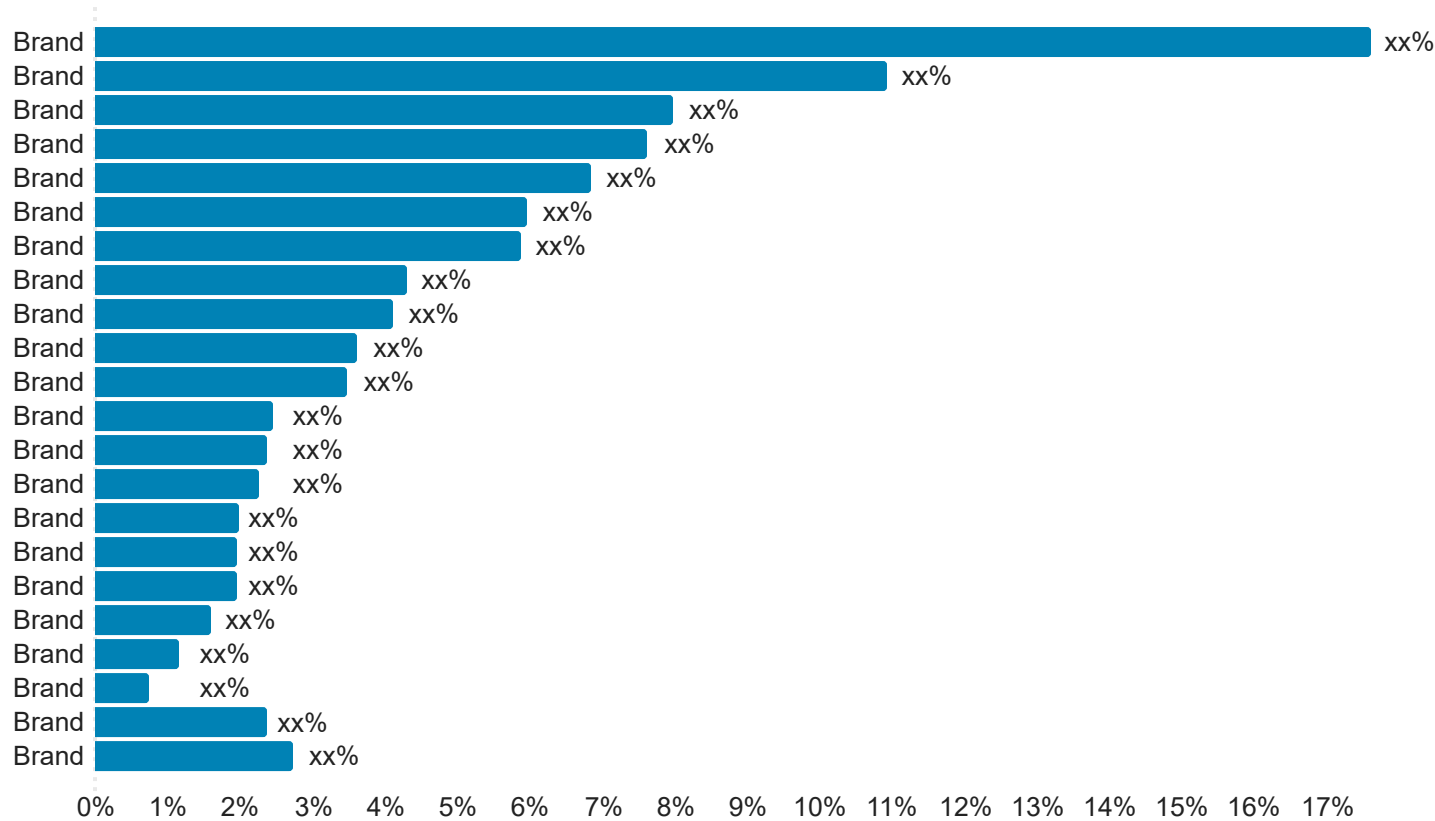
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

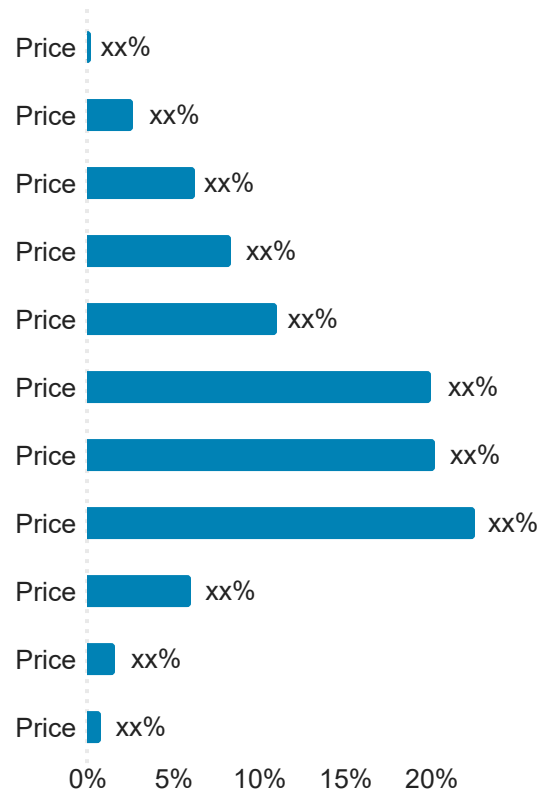
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

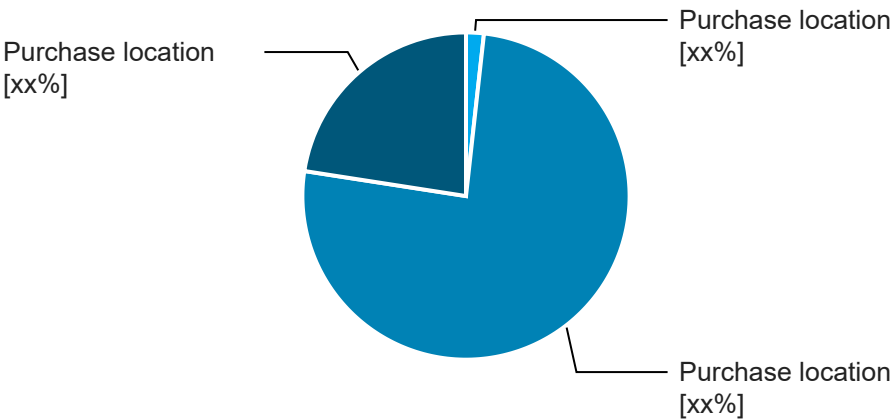
What brand of combo (rod & reel) did you buy?



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

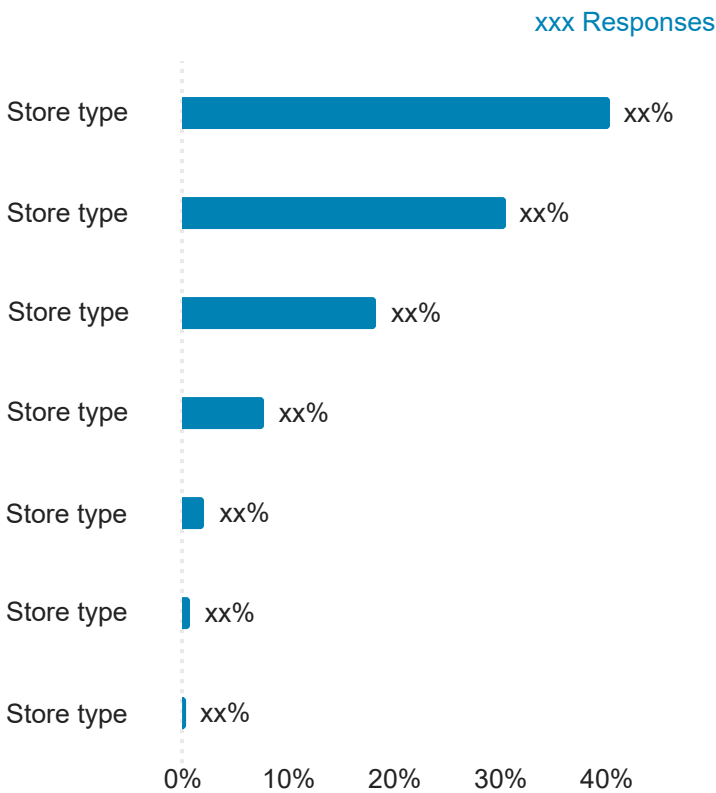


Where did you buy this combo (rod & reel)?

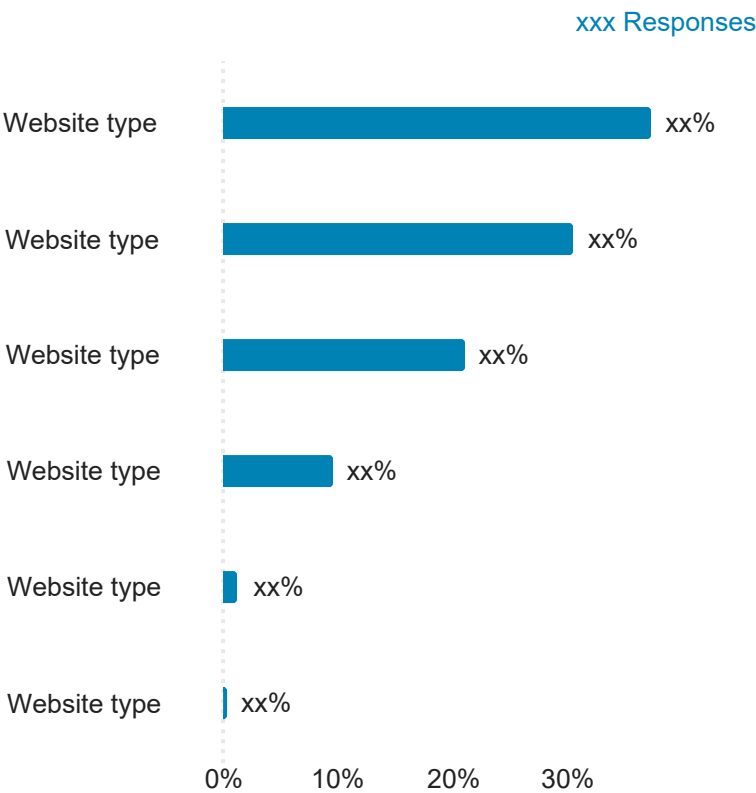


Fishing Combo

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

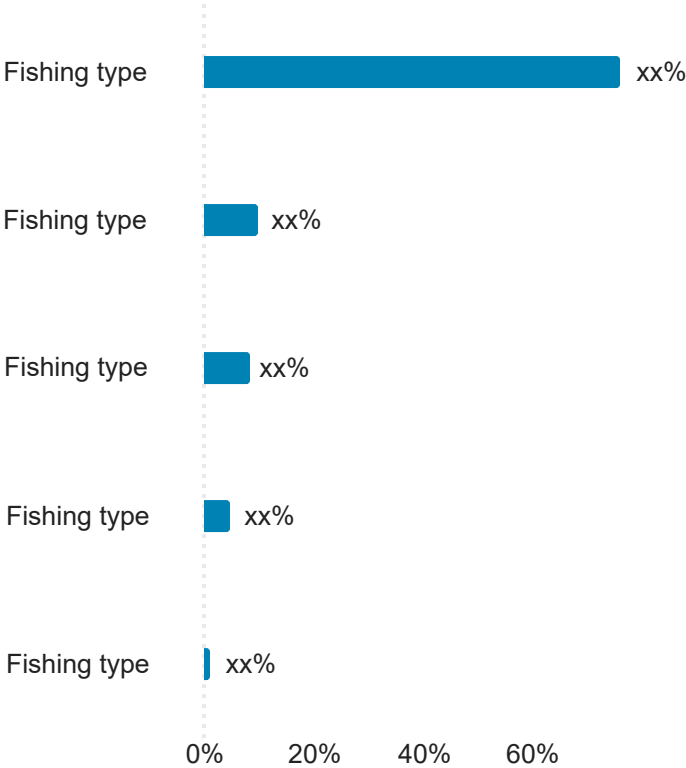
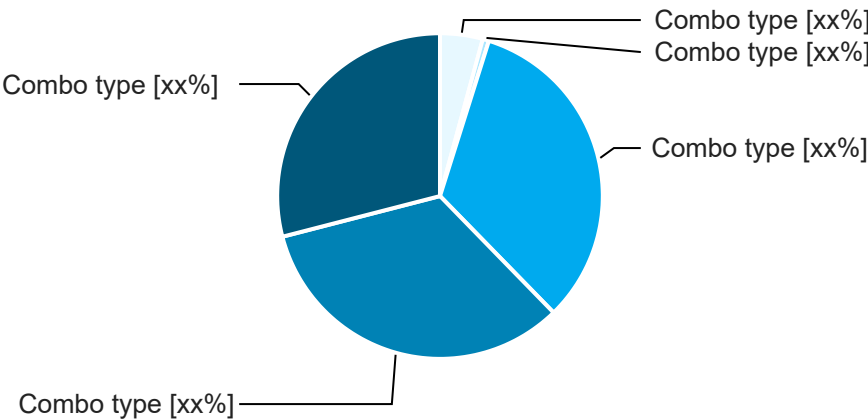


What kind of website did you buy this combo (rod & reel) from?



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

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



Fishing Combo Demographics

xxx Responses

Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

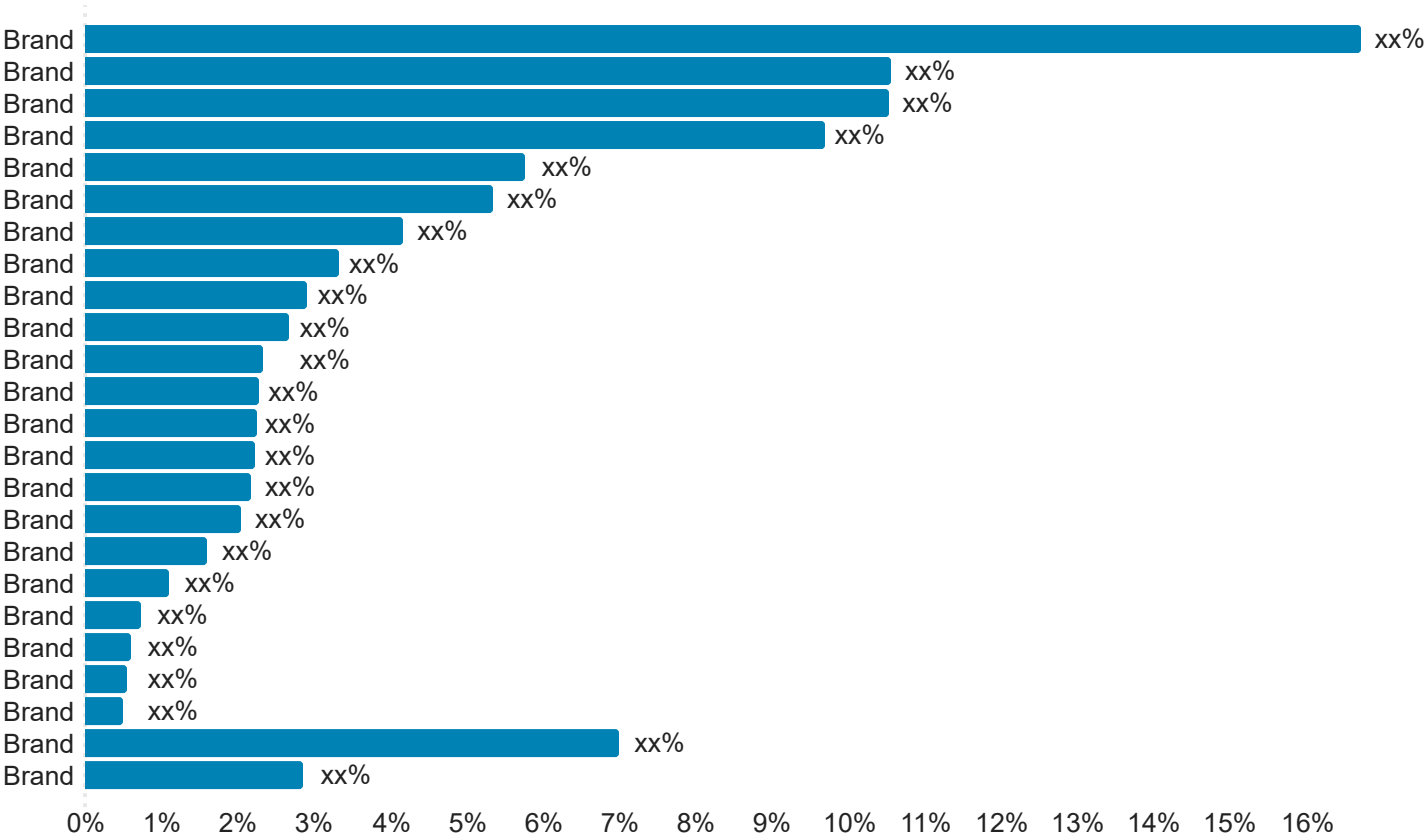
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

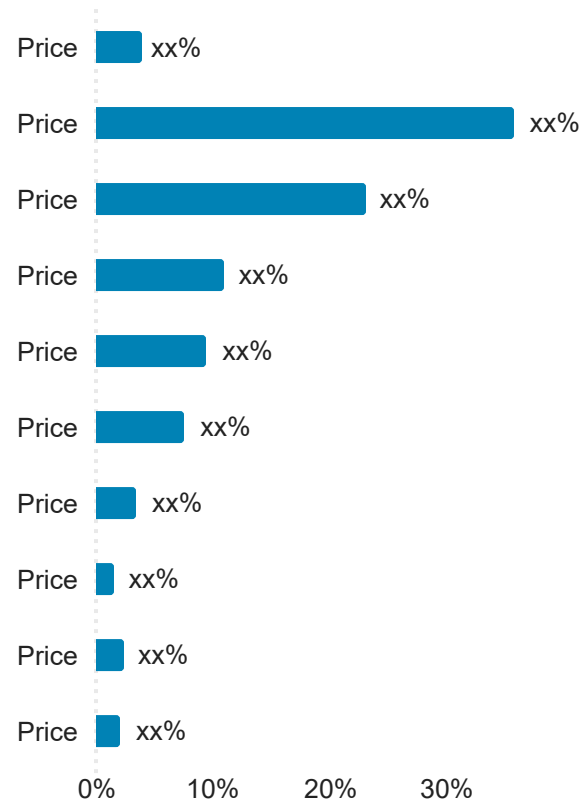
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

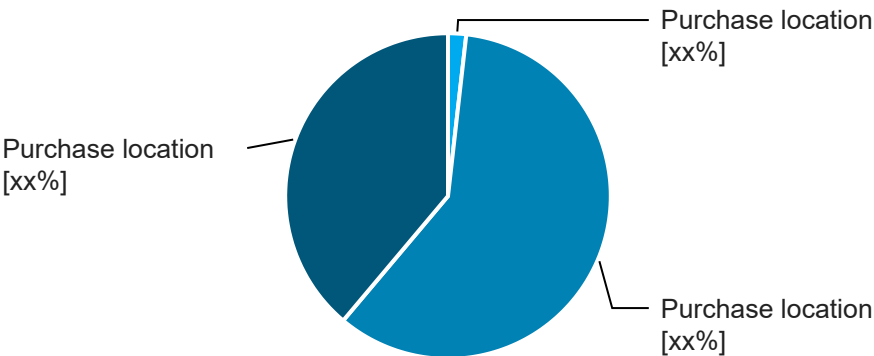
What brand of hard bait did you buy?



How much did you pay for this hard bait?



Where did you buy this hard bait?



Hard Bait

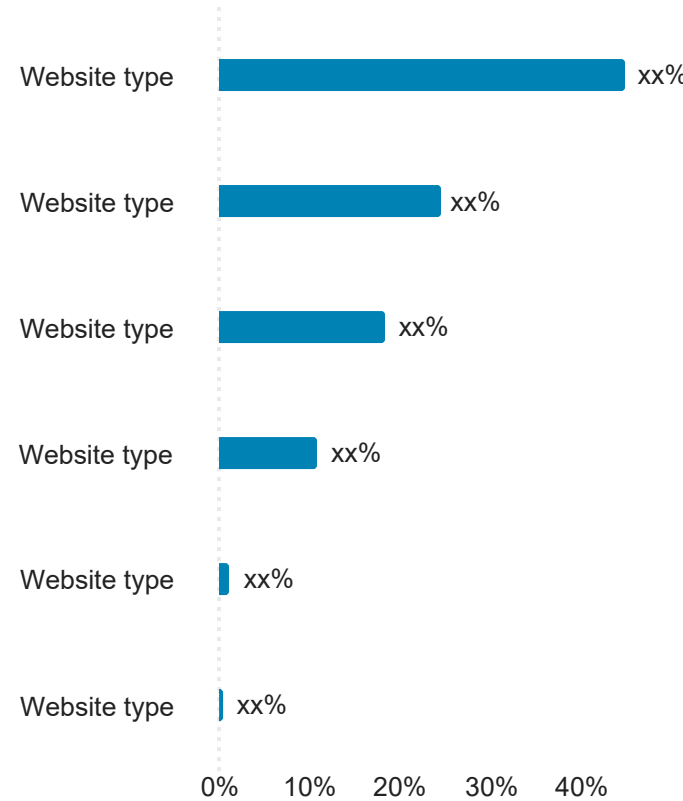
What kind of store did you buy this hard bait from?

xxx Responses

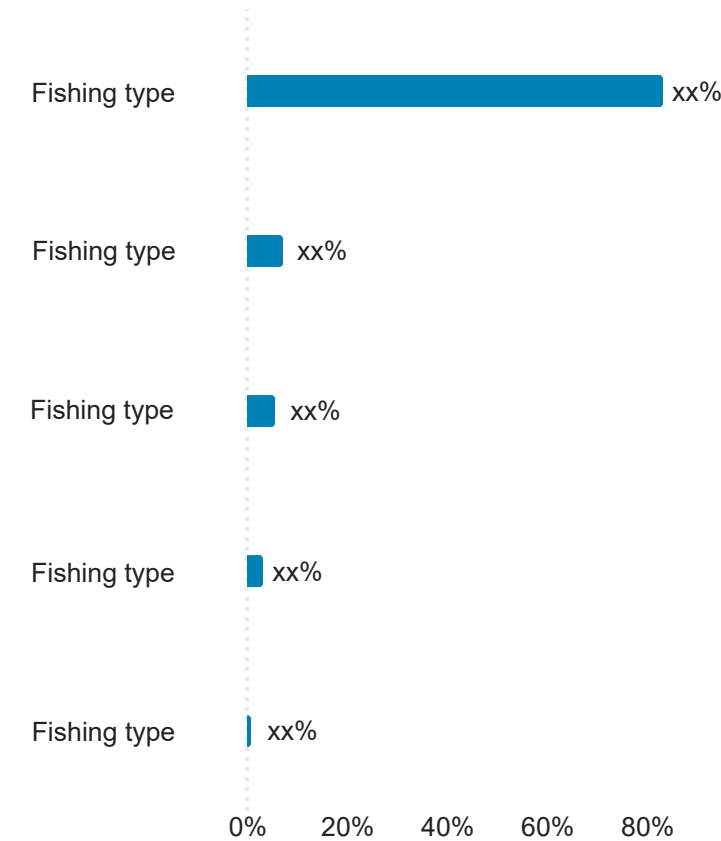


What kind of website did you buy this hard bait from?

xxx Responses



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



Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

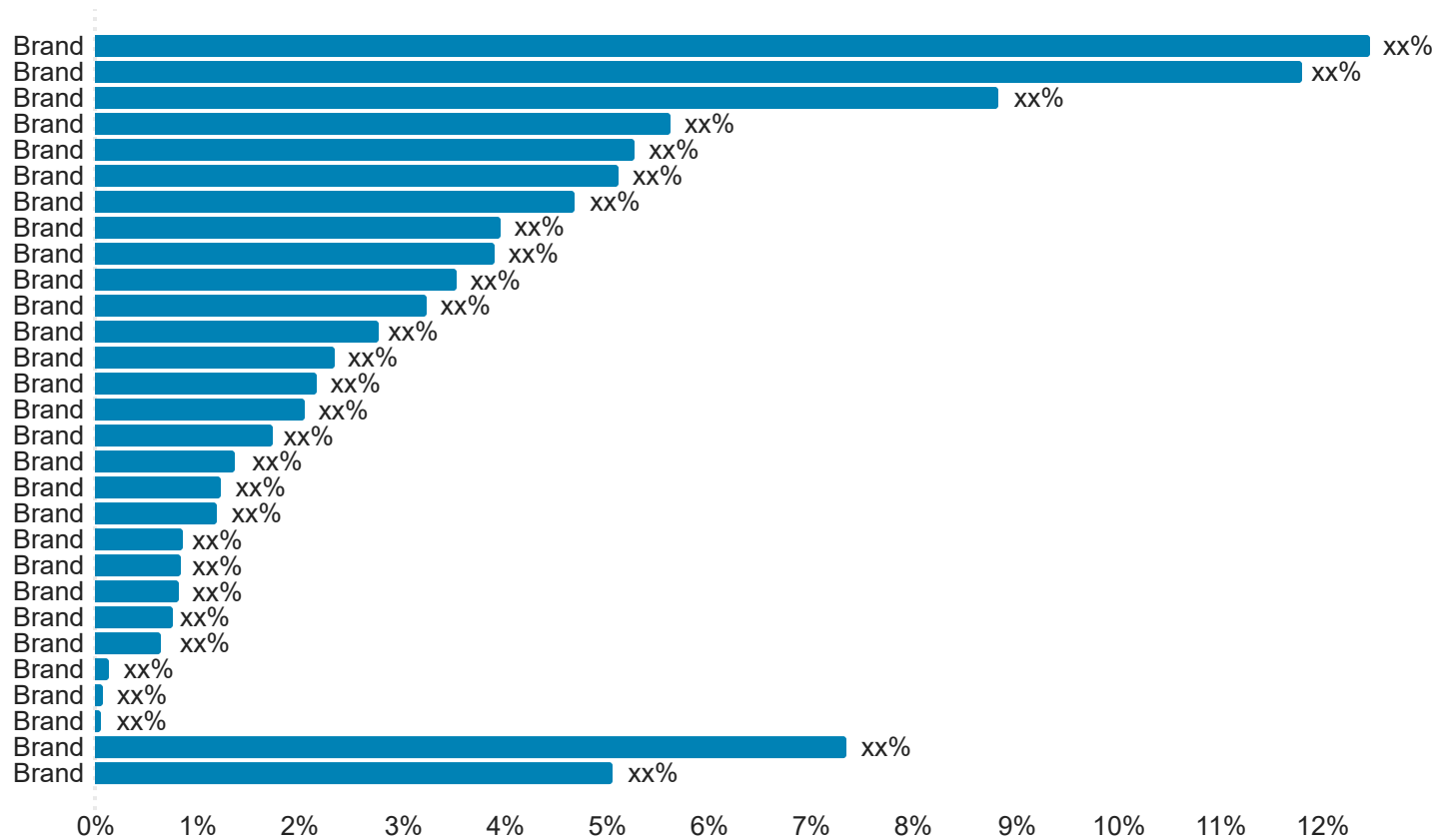
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

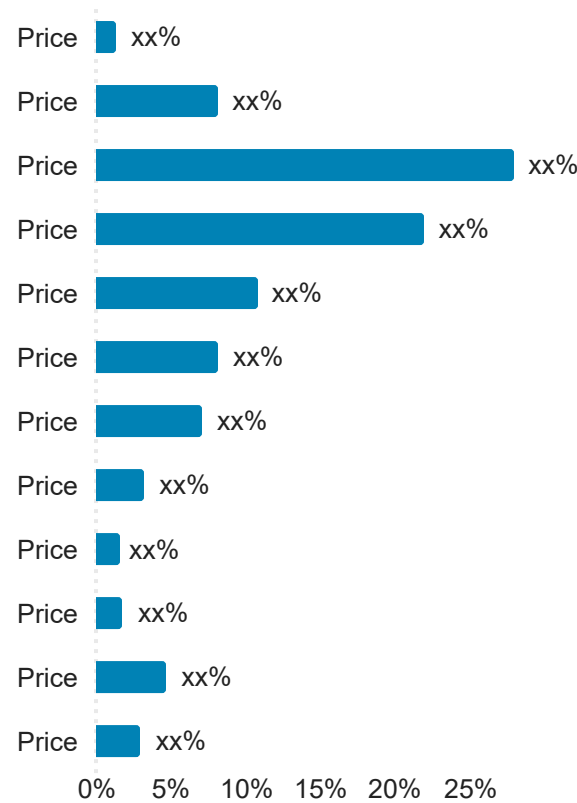
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

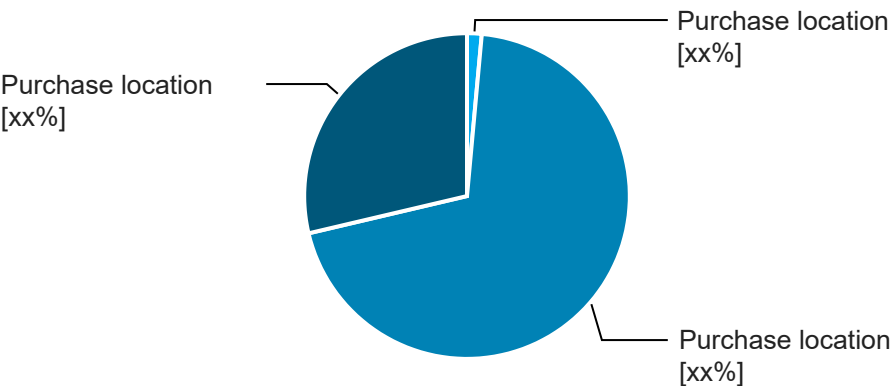
What brand of soft bait did you buy?



How much did you pay for this soft bait?



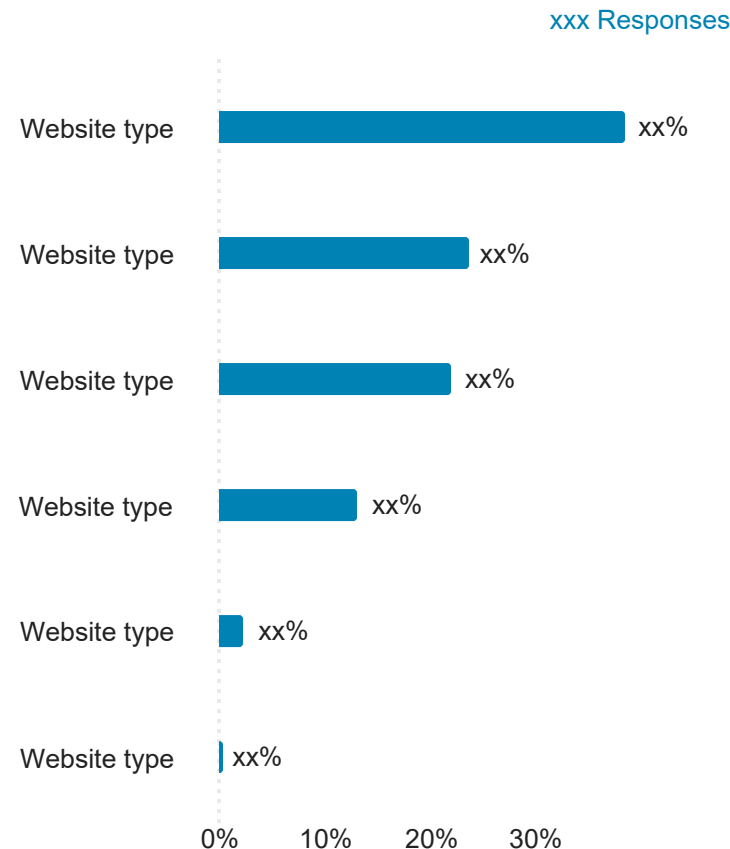
Where did you buy this soft bait?



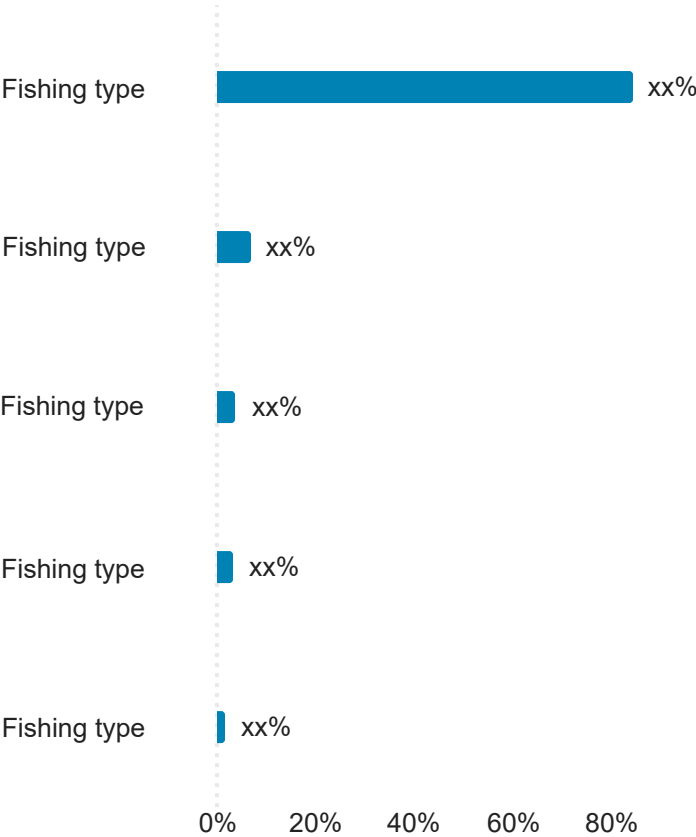
What kind of store did you buy this soft bait from?



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



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



Soft Bait Demographics

xxxx Responses

Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

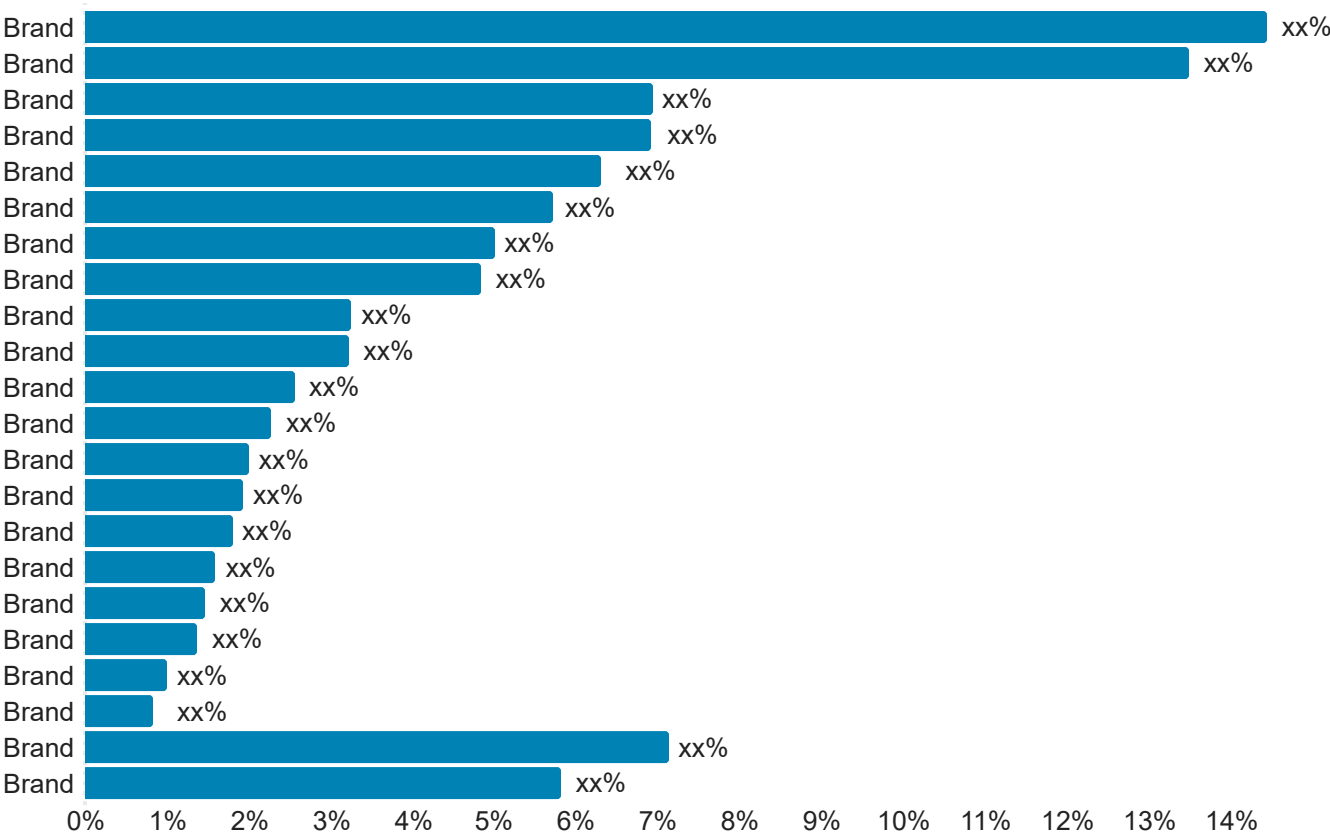
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

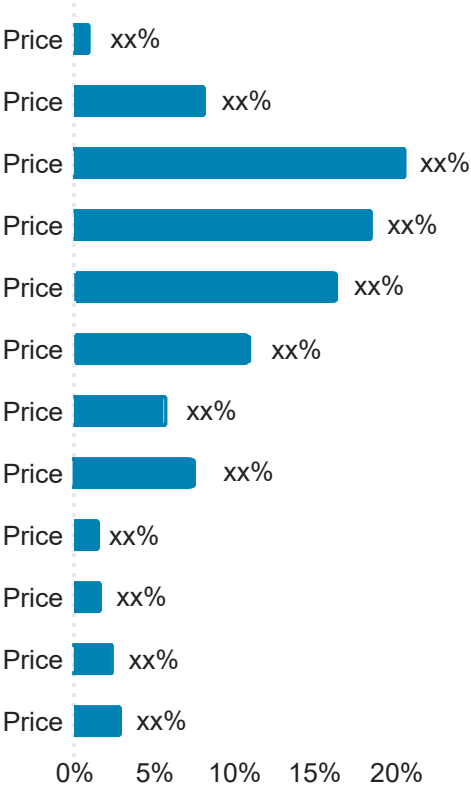
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

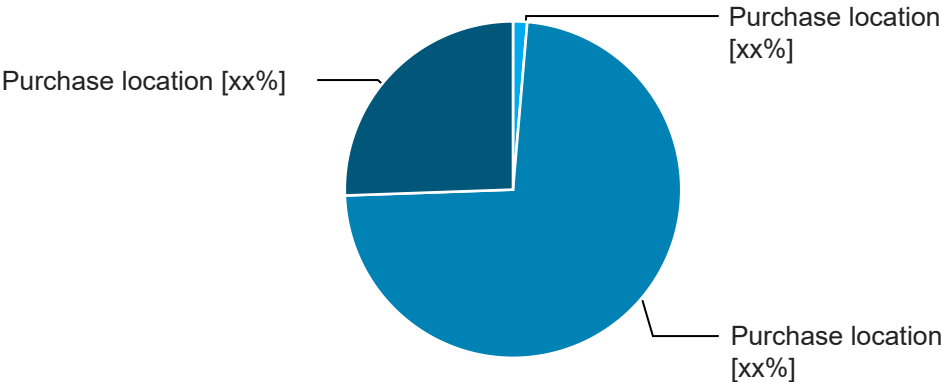
What brand of spinner bait did you buy?



How much did you pay for this spinner bait?



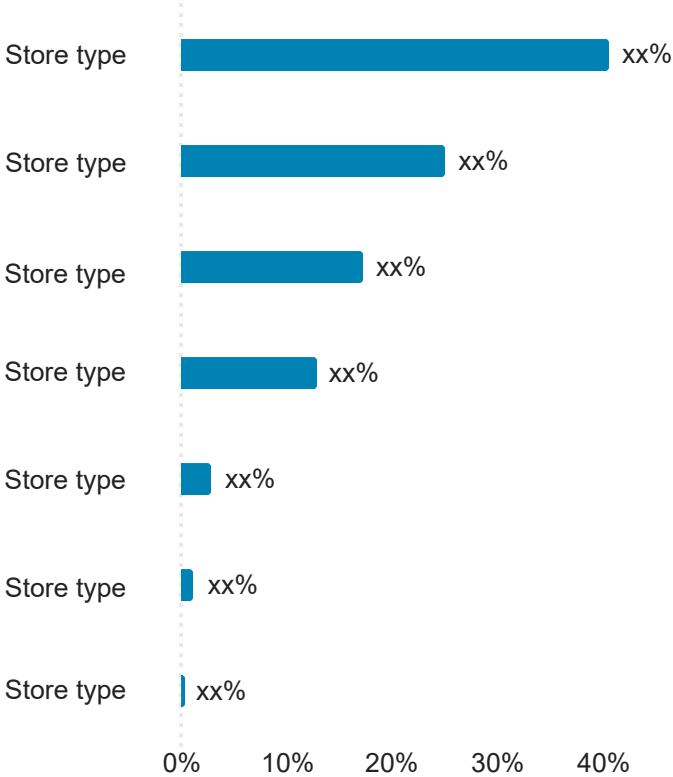
Where did you buy this spinner bait?



Spinner Bait

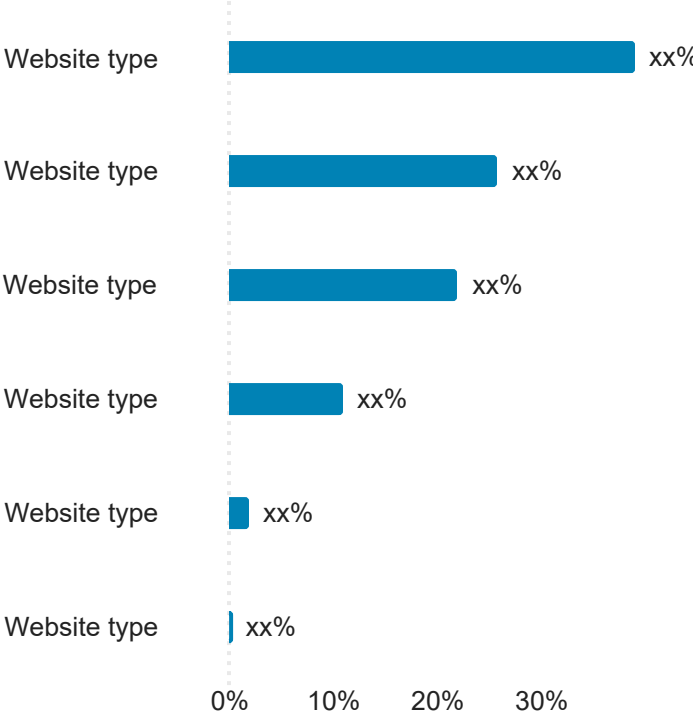
What kind of store did you buy this spinner bait from?

xxx Responses

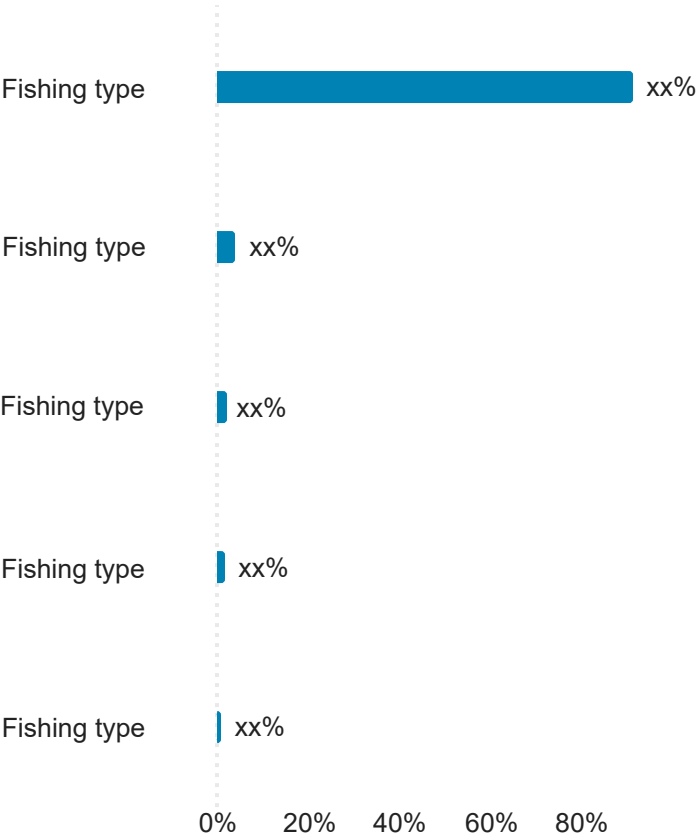


What kind of website did you buy this spinner bait from?

xxx Responses



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



Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

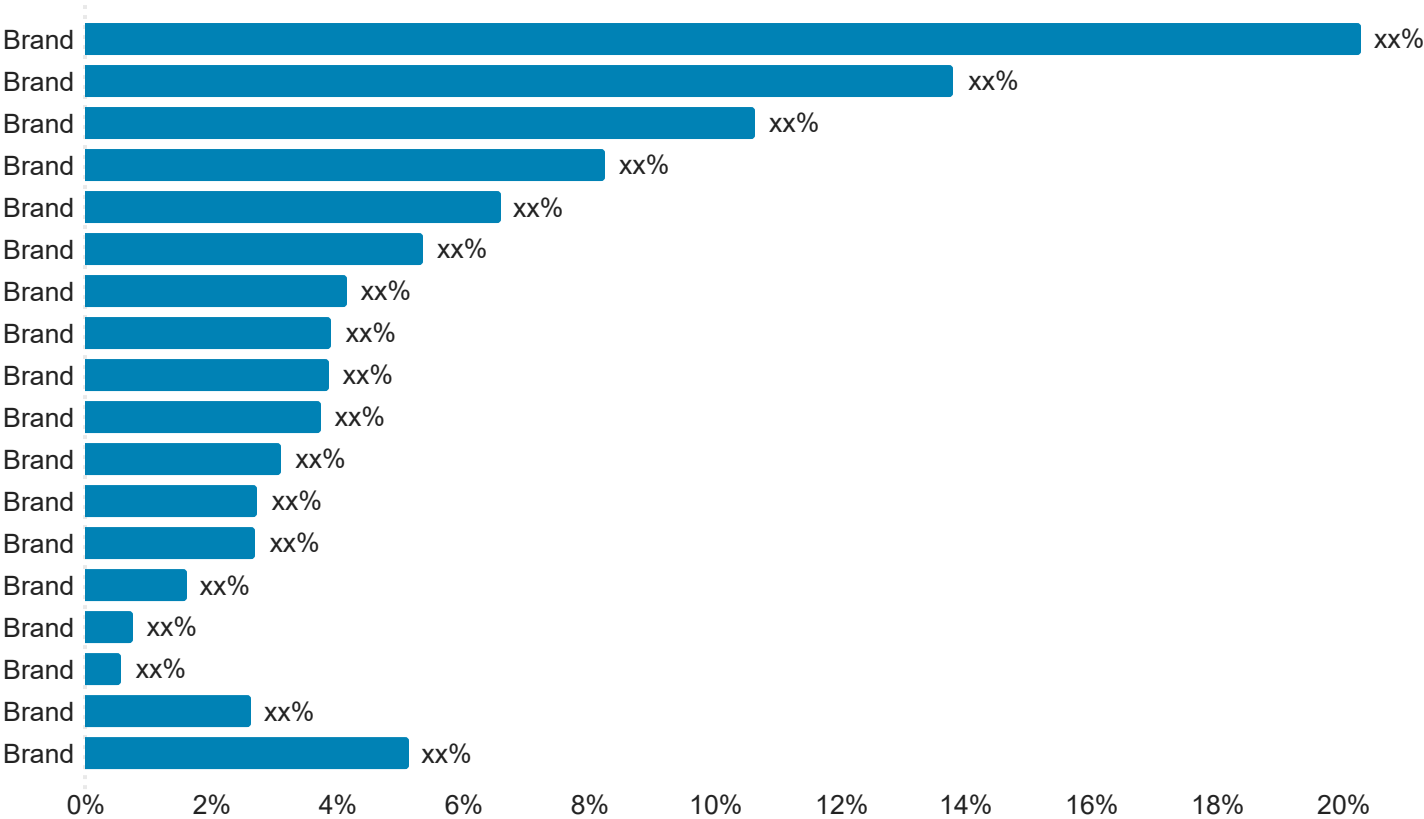
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

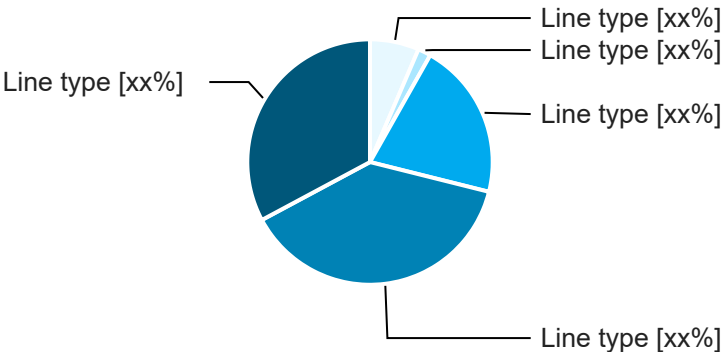
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

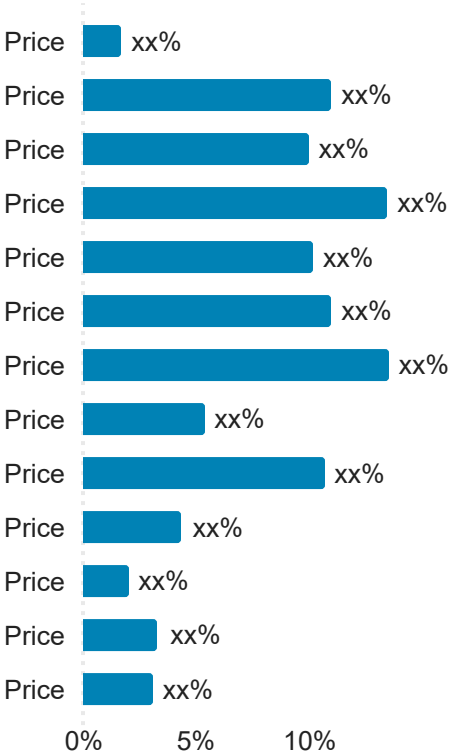
What brand of fishing line did you buy?



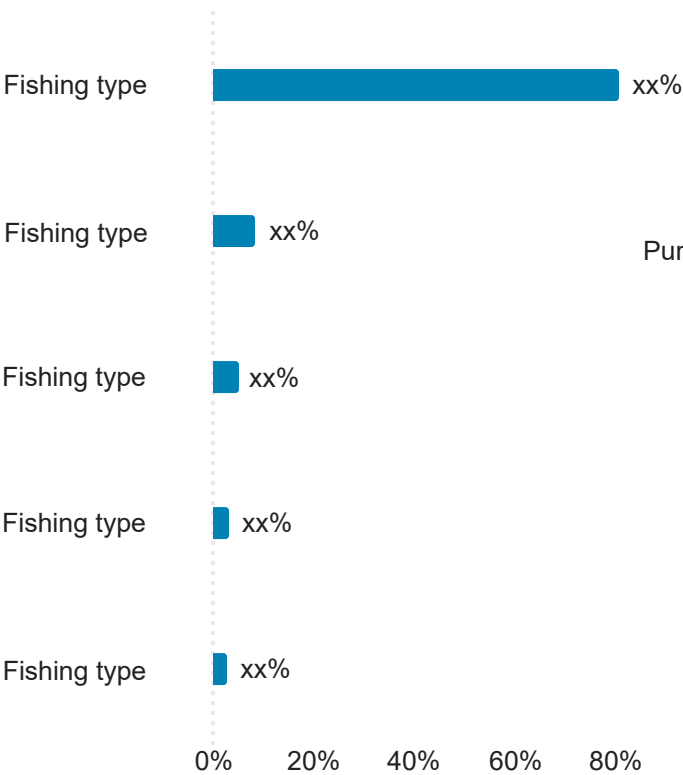
What type of fishing line did you buy?



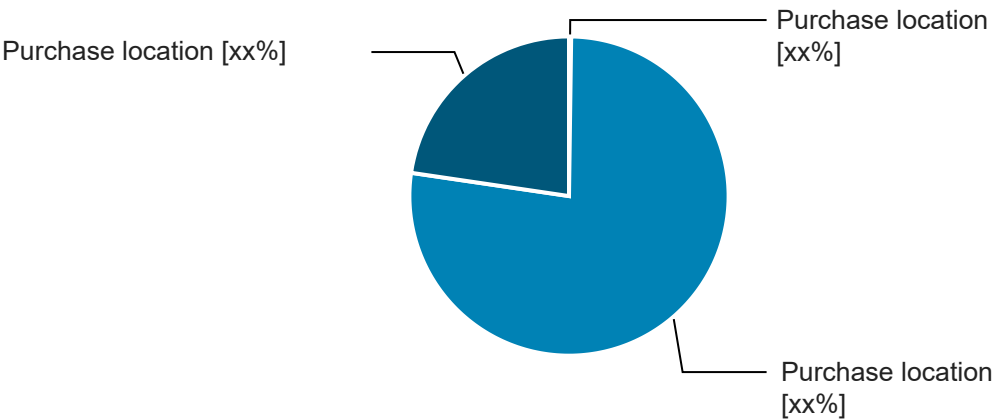
How much did you pay for this fishing line?



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



Where did you buy this fishing line?

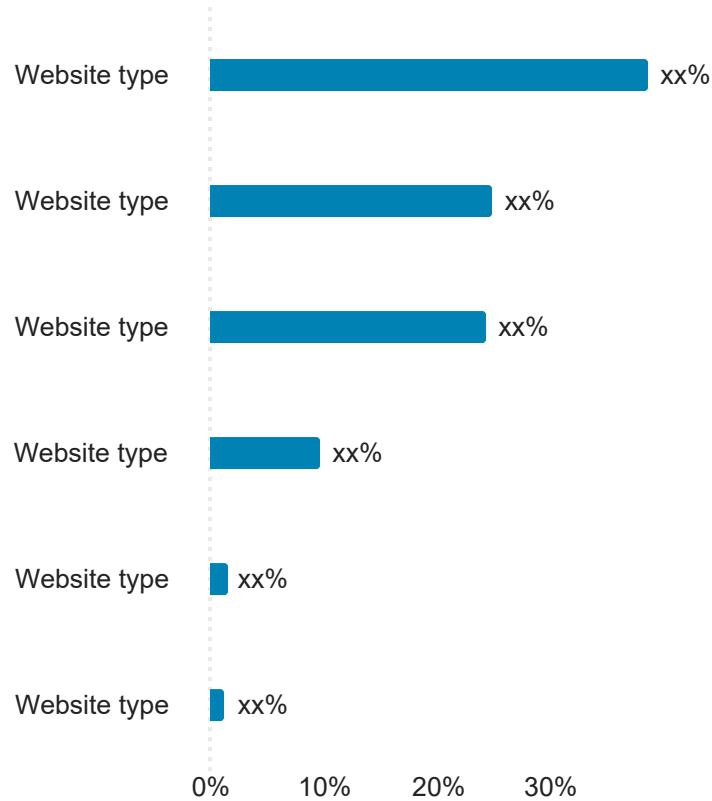


Fishing Line

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



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



Fishing Line Demographics

xxxx Responses

Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

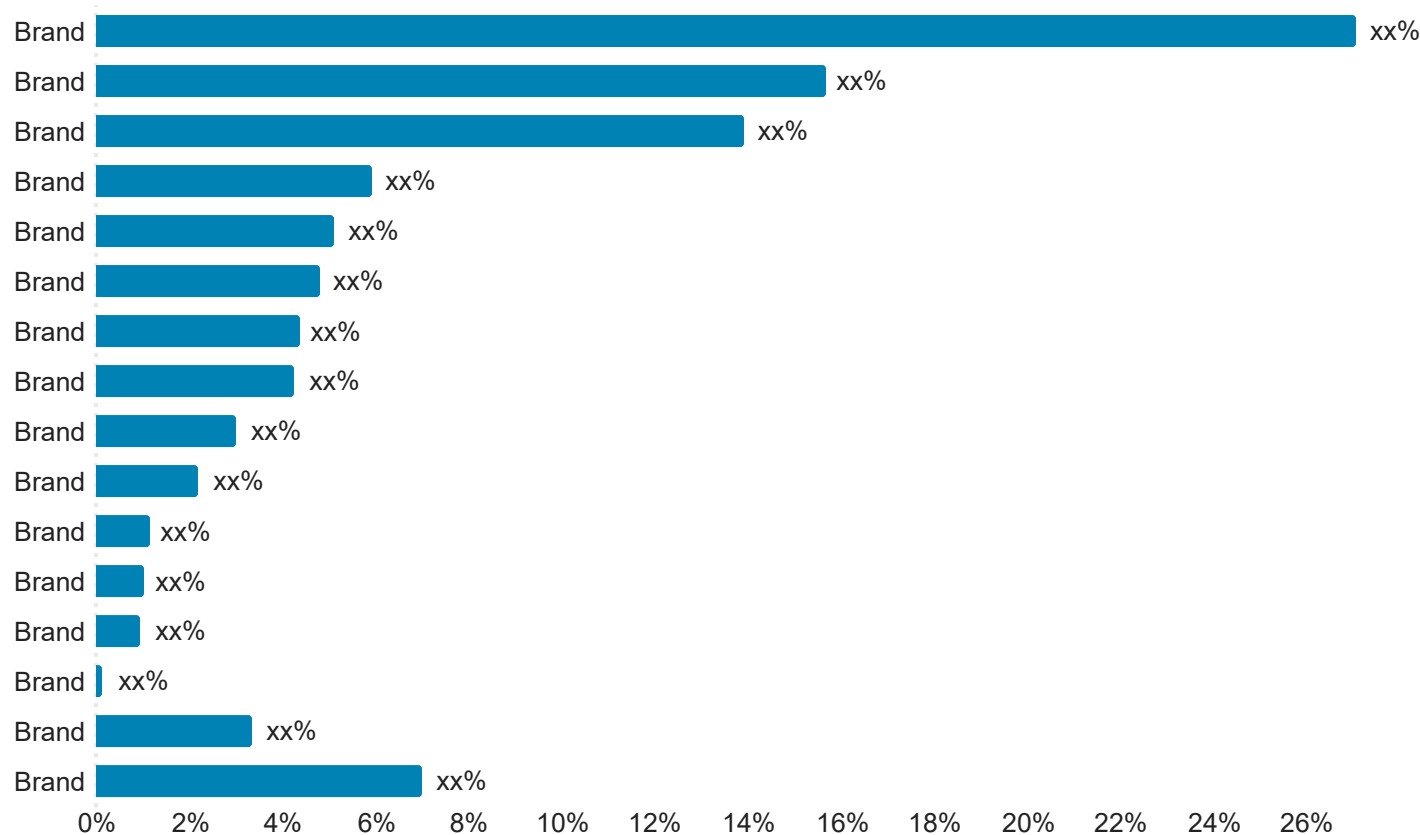
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

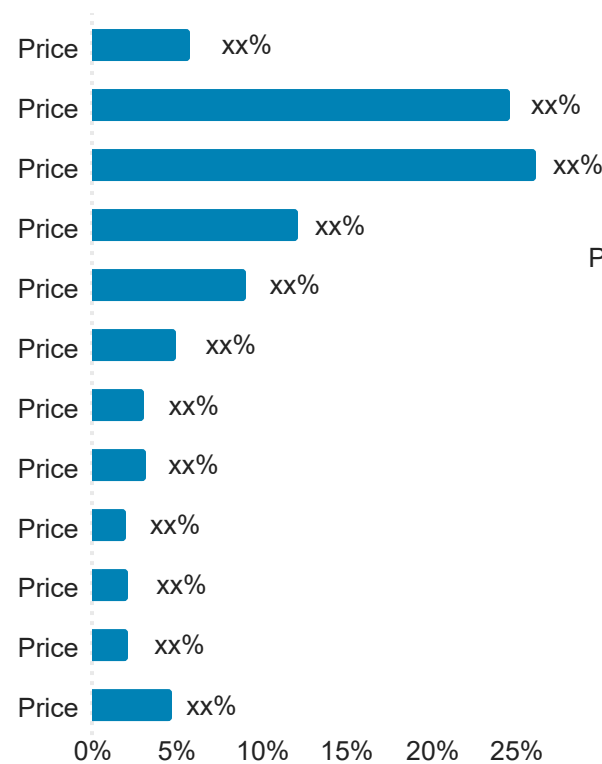
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

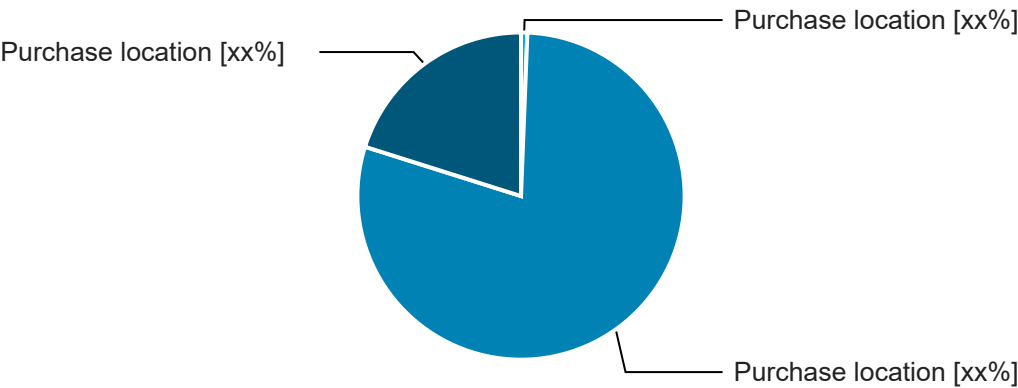
What brand of hooks did you buy?



How much did you pay for these hooks?



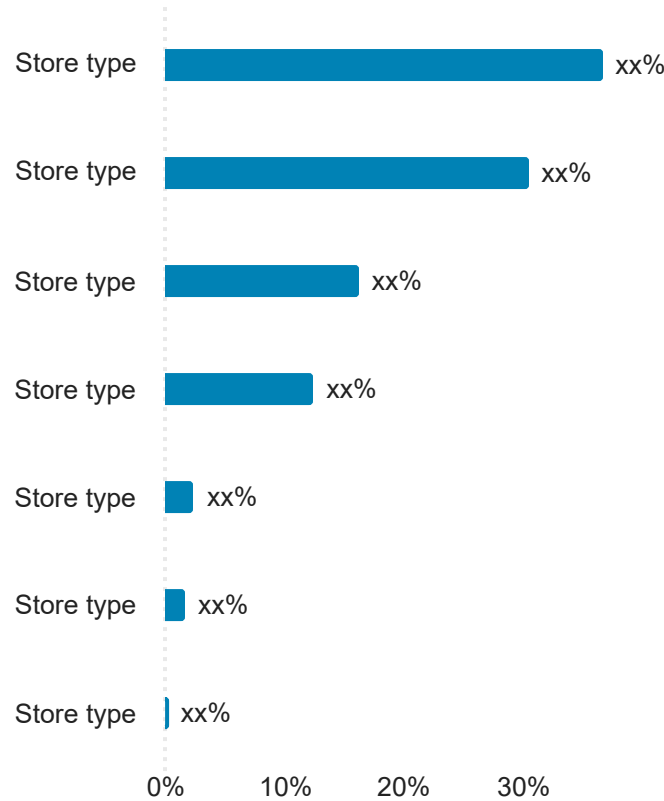
Where did you buy these hooks?



Fishing Hooks

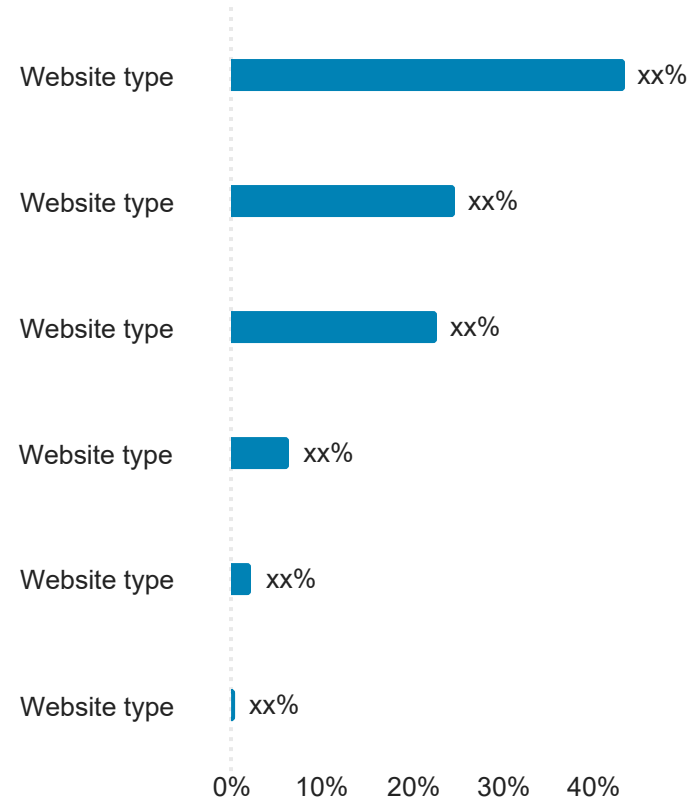
What kind of store did you buy these hooks from?

xxxx Responses



What kind of website did you buy these hooks from?

xxx Responses



Fishing Hooks Demographics

xxxx Responses

Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

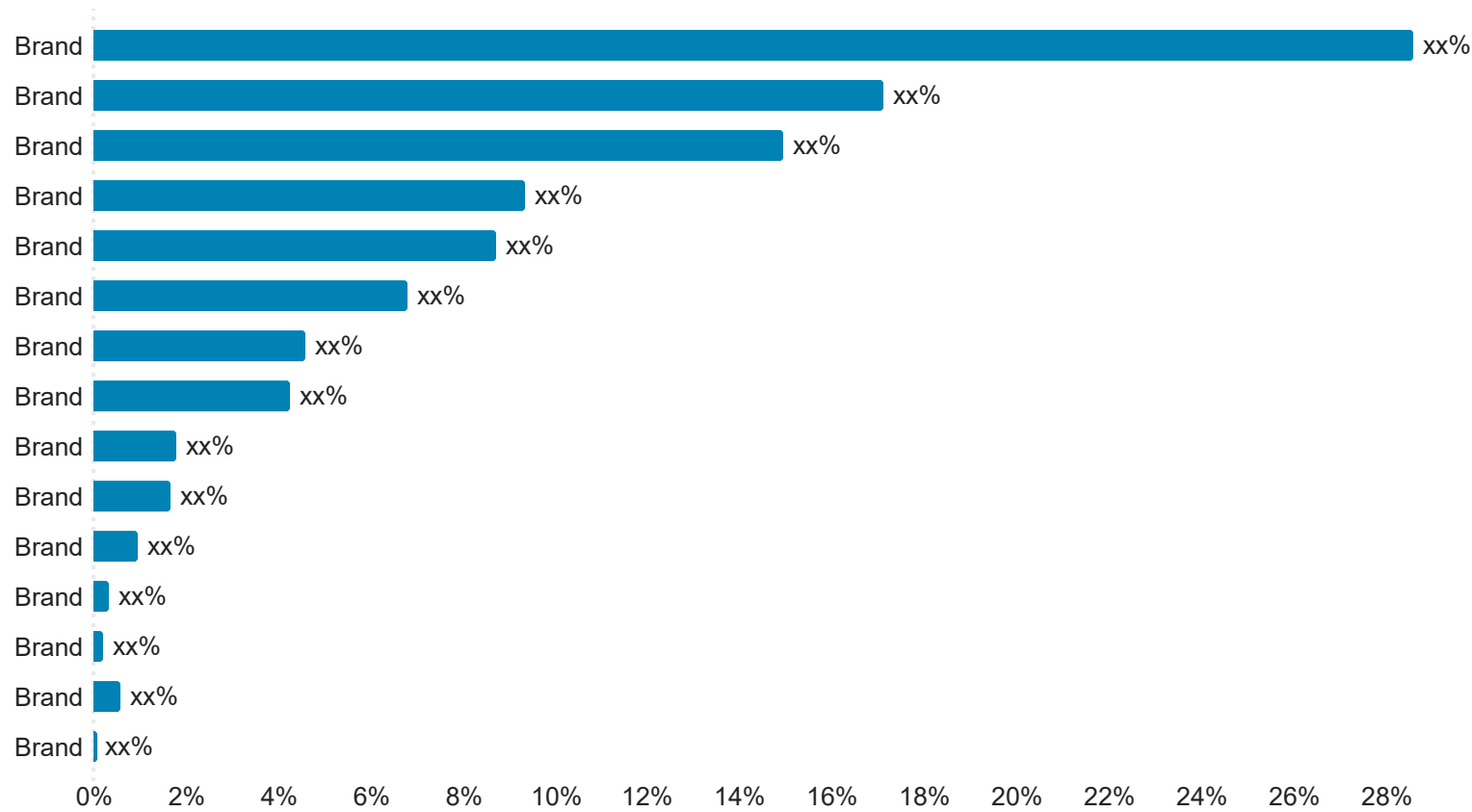
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

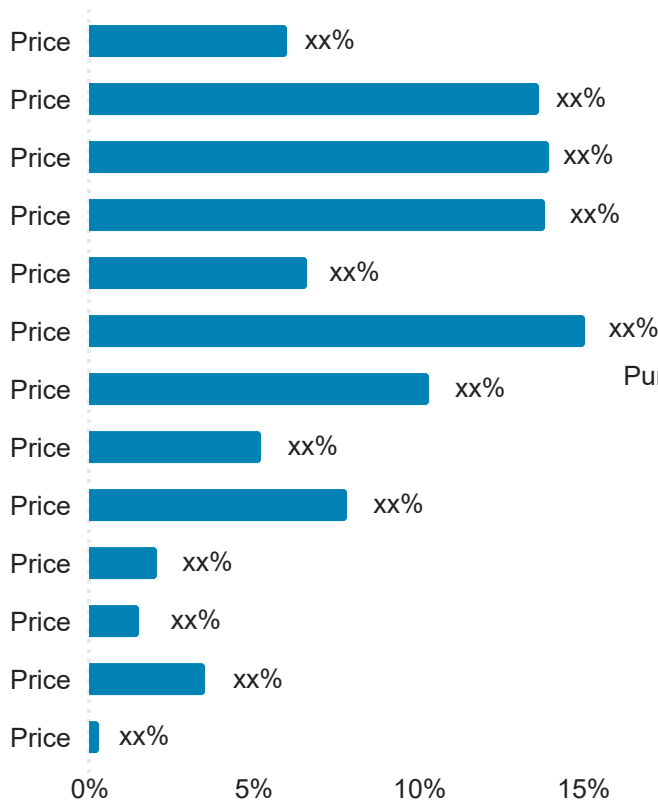
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

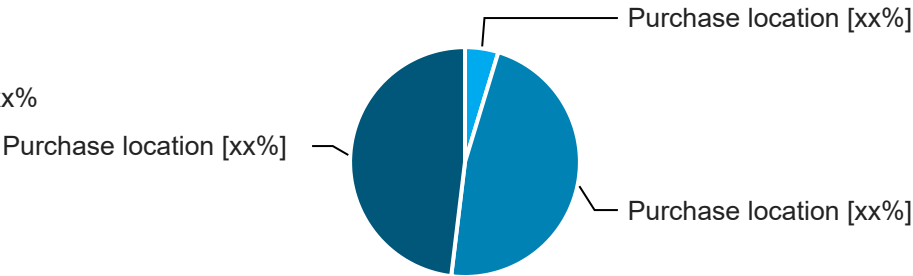
What brand of fish finder/sonar did you buy?



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

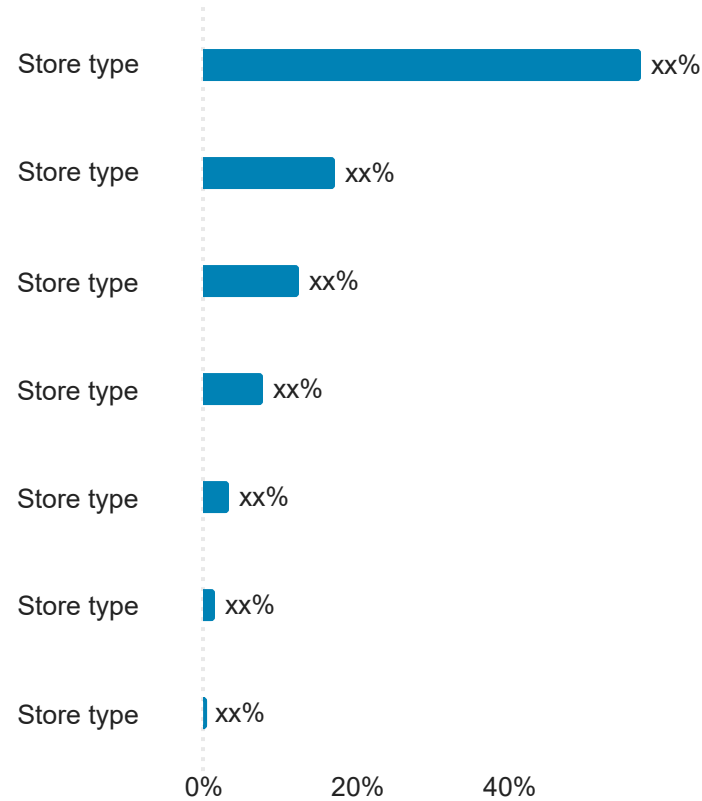


Where did you buy this fish finder/sonar?

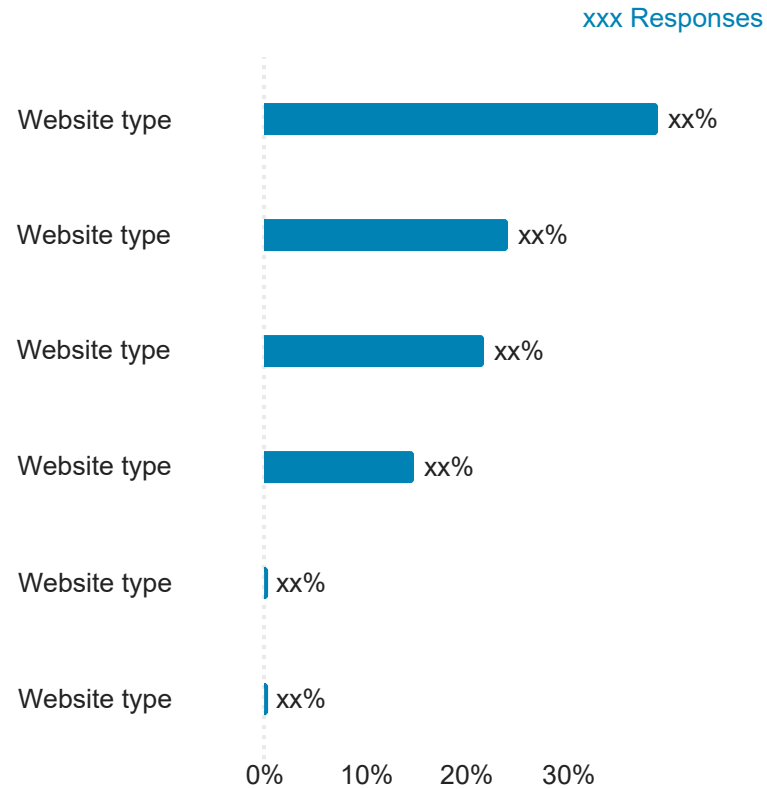


Fish Finder/Sonar

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



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



Fish Finder/Sonar Demographics

Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

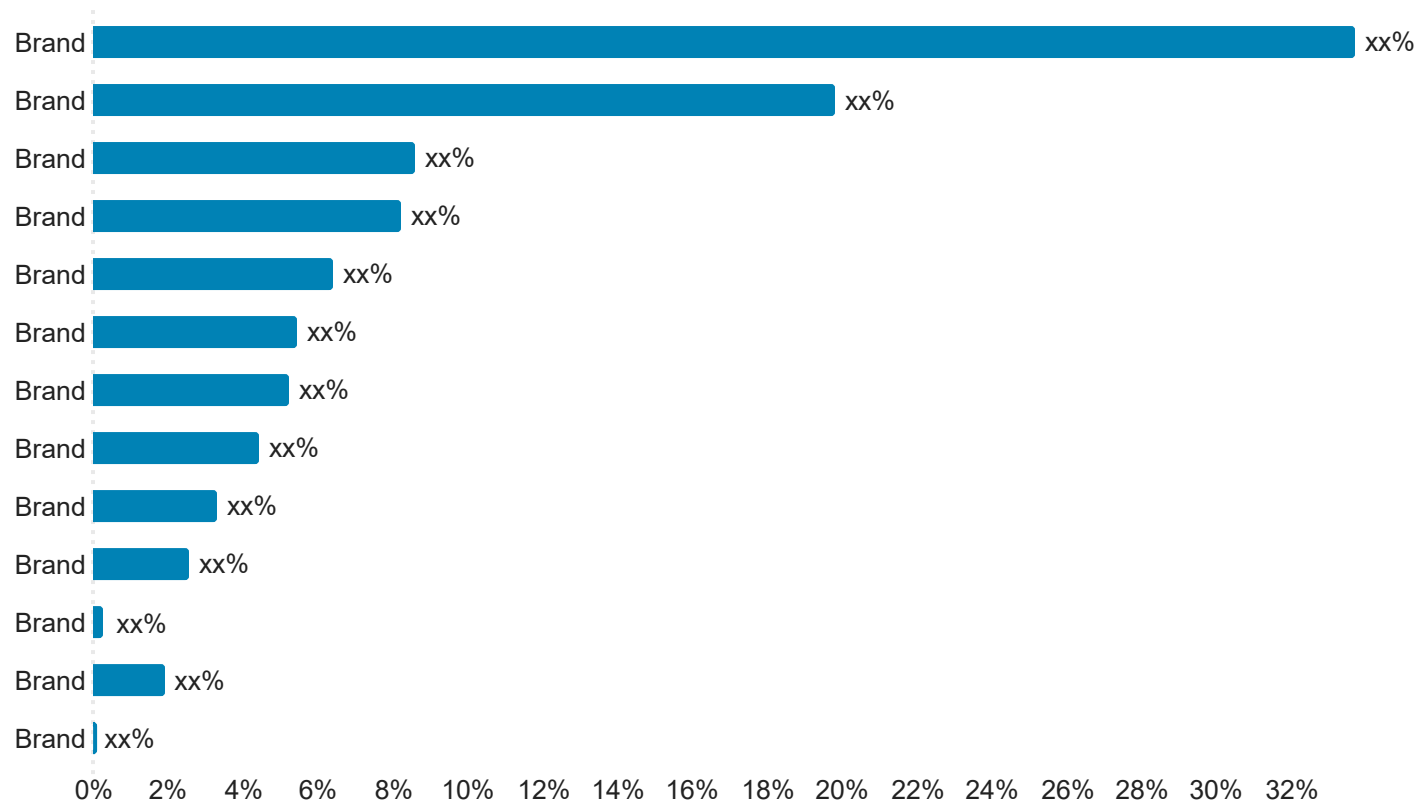
Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

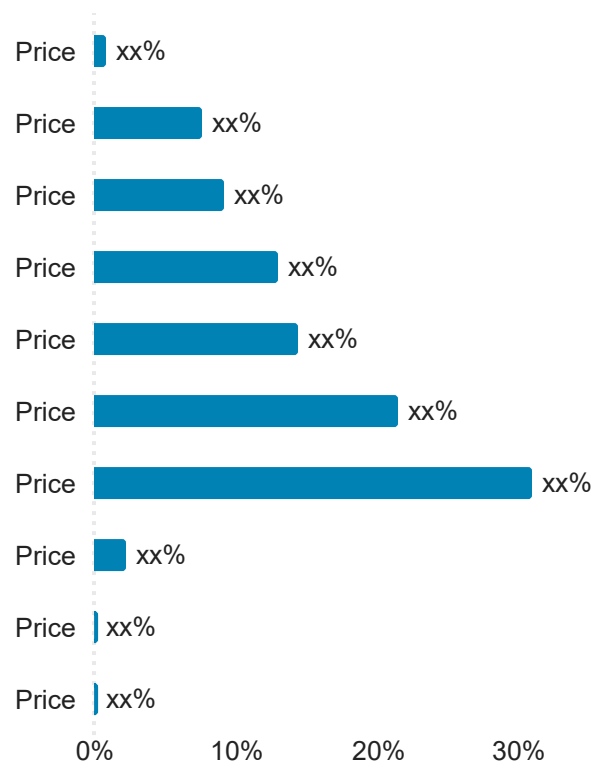
Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%

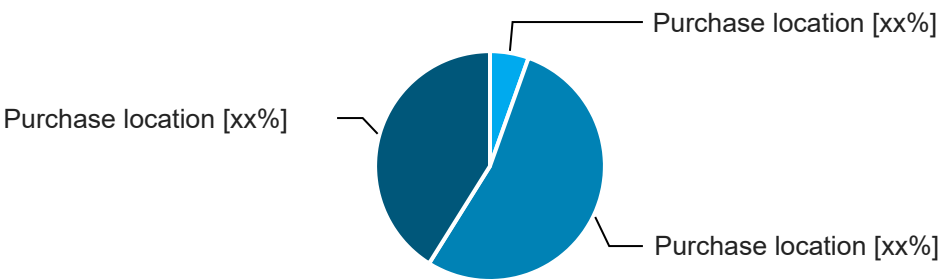
What brand of trolling motor did you buy?



How much did you pay for this trolling motor?



Where did you buy this trolling motor?



Trolling Motor

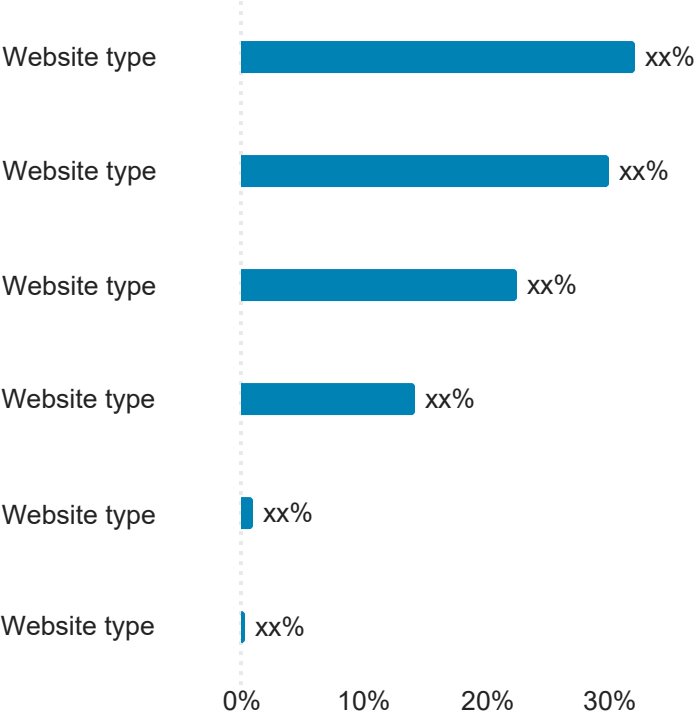
What kind of store did you buy this trolling motor from?

xxx Responses



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

xxx Responses



Gender

Male	xx%
Female	xx%
I prefer not to say	xx%

Household Income

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

Age

18-34	xx%
35-54	xx%
55+	xx%

Race/Ethnicity

White or Caucasian	xx%
Black or African American	xx%
Hispanic or Latino	xx%
Asian or Pacific Islander	xx%
American Indian or Alaska Native	xx%
Other	xx%
I prefer not to say	xx%

Region

Northeast	xx%
South	xx%
Midwest	xx%
West	xx%