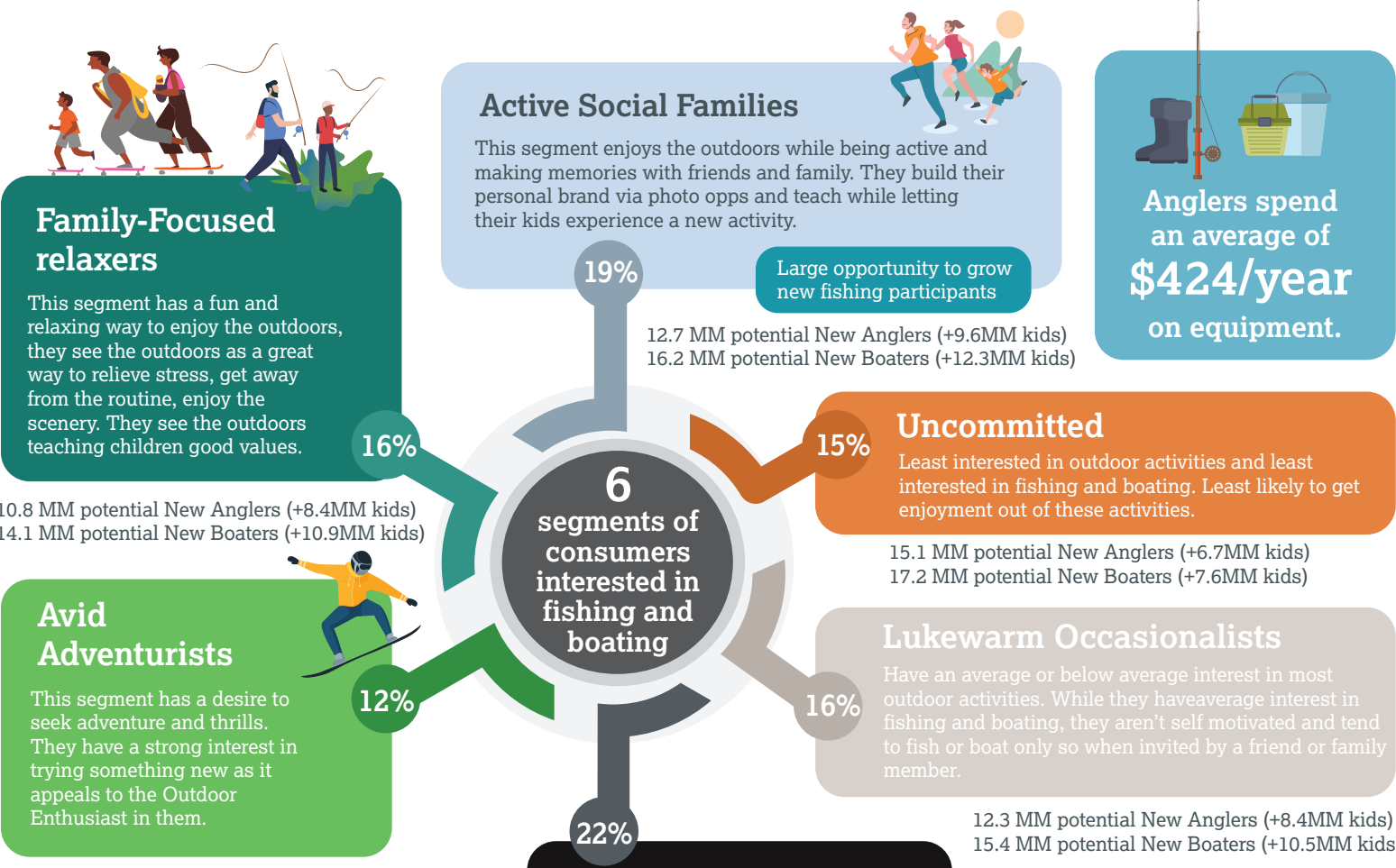


Fishing and Boating Marketing Segmentation Study

Participation in recreational fishing & boating is changing and, in some cases declining. Projections of demographic trends indicate that significant population growth will only occur among groups who have not traditionally been as involved with fishing and boating. When we segmented those interested in these activities, six distinct consumer segments were identified:



Anglers spend an average of \$424/year on equipment.

100MM potential boaters

88MM anglers

Potential audiences are U.S. Residents ages 18-54

Hispanics are a key segment less likely to be fishing & boating (13% vs 17%).



What are they doing instead of fishing & boating?



Camping



Visiting Parks



Picnicking



Hiking



Facebook is the most common social media used by anglers and boaters, but Instagram is growing.



Top Barriers for Growth Audiences

Boaters

Anglers

I don't know how to get started

18%

12%

I don't have the skills or expertise

25%

16%

I don't have time

36%

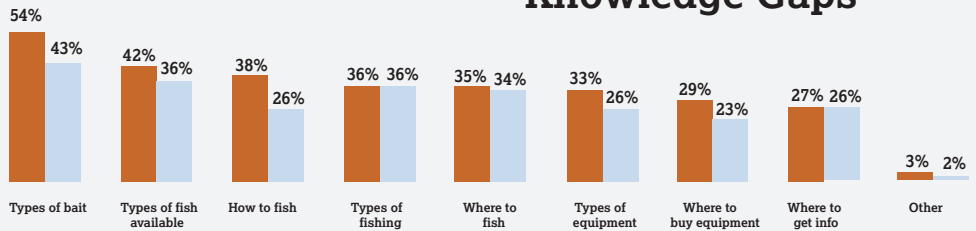
33%

My family/friends prefer other activities

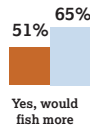
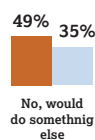
40%

33%

Knowledge Gaps



WOULD YOU FISH IF YOU HAD MORE TIME?



WOULD YOU FISH IF YOU HAD MORE TIME?

