

THE LAPSED ANGLER & BOATER



ATTRIBUTES ACROSS ALL 5 PERSONAS

Indoorsy
Enjoy being inside, watching movies, cooking, reading, etc.



Outsiders
Don't see themselves or their circle as **typical anglers or boaters**

Seasonal
More likely to only be **seasonal/warm weather participants**



Uninterested
Want to be **productive**, don't like to try new things, and less likely to have positive 1st experiences

PERSONA 02

"I NEED AN ENTHUSIASTIC BUDDY"

They are not comfortable doing these activities alone, but know it is a good way to spend time outside/with nature.

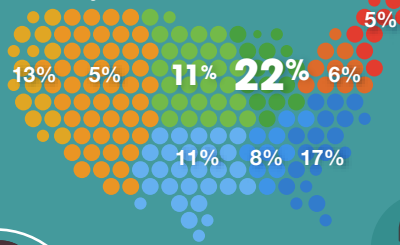
They don't know where to meet other like-minded people.



Beginner level, and do not see themselves as typical anglers/boaters

18%
of all lapsed participants

More likely to live in the Midwest suburbs



- New England
- Mid-Atlantic
- East North Central
- West North Central
- South Atlantic
- East South Central
- West South Central
- Mountain
- Pacific

49
years old
on avg



Range from 45-54

39%
are anglers



18% are boaters
43% are both

60%
Anglers consider themselves beginners

71%
Boaters consider themselves beginners

HOW TO IDENTIFY THEM

What makes them leave/quit fishing/boating?

It doesn't feel rewarding when I'm by myself

I don't have who I used to go with or anyone else

I don't have anyone to teach me/mentor me

I don't feel safe/comfortable doing this alone

THEIR NEEDS & GOALS

- Read more books
- Learn something new
- Be more creative



HOW TO HOOK THEM

What will keep/get them participating?

Match up experienced boaters/anglers with novice ones through buddy programs



Reach them: broadcast radio, streaming platforms, network TV

Consider **tandem-rewards** systems for bringing a friend or joining a group for incentive to sign up

Comfort in their routines: find ways to build fishing/boating into already existing needs and goals

Book clubs or hiking groups that integrate fishing