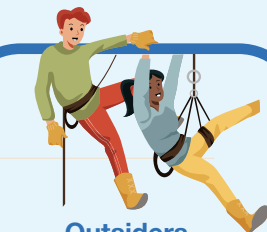


THE LAPSED ANGLER & BOATER



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 05

“I NEED MORE INTEREST”

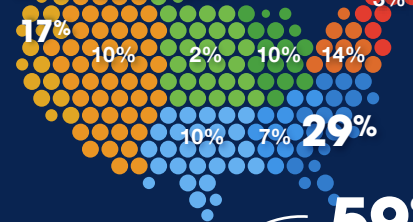


Fishing or boating isn't really for them. They are apathetic to the activities, but maybe if there were family bonding opportunities or other things they would gain from it, they would try.



Don't see themselves as typical anglers/boaters

Live mostly in the South Atlantic region



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

46
years old
on avg



40% are parents vs. 35% total lapsed

59%
are anglers



9% are boaters
32% are both



52%

consider themselves intermediate

HOW TO IDENTIFY THEM

What makes them leave/quit fishing/boating?

“My health got in the way”

I want to stay closer to home



License/registration is too hard to get

They worry about animal harm



THEIR MAIN GOAL
Spend more time with loved ones



HOW TO HOOK THEM

What will keep/get them participating?

Leverage social media to increase awareness of events, emphasizing “family bonding” and provided support

Consider framing “for the kids” to get their kids “hooked”

Help them own their destiny: They don't feel “in control” of their lives and need a ‘hero’ to take the wheel

Reach them through Youtube, Facebook, and other streaming platforms

NO GEAR?
NO PROBI!

