

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 01

"I NEED MORE ADRENALINE"

The relaxing & disconnecting qualities of fishing & boating are notable, but aren't enough to keep them engaged.

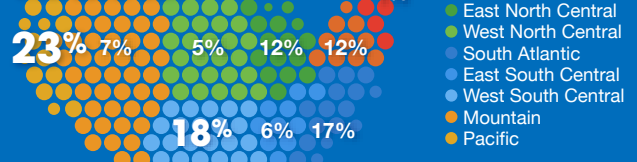
They need something more exciting & physically challenging.



Don't see themselves as typical anglers/boaters



More likely to live in Pacific and West South Central regions



51 years old on avg



Half are parents vs. 35% total lapsed

45% are anglers



2% are boaters
53% are both



50%

consider themselves beginners

HOW TO IDENTIFY THEM

What makes them leave/quit fishing/boating?

Do something that is consistently more thrilling

Take risks and try new things

THEIR NEEDS & GOALS

Be more physical, and integrate exercise more

Spend time with loved ones



HOW TO HOOK THEM

What will keep/get them participating?

Promotion-focused language that highlights the positives they'll gain: having fun, adventure, thrill, etc.

Gamify the fishing experience

Connect them with local, experienced anglers or online streaming platforms, videos, and podcasts

Piggyback fishing onto other more challenging outdoor activities

