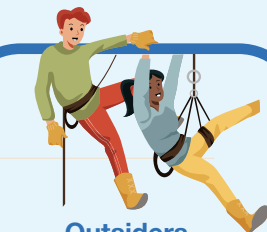


# THE LAPSED ANGLER & BOATER



## 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**

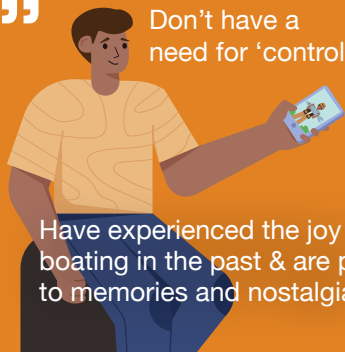


**Uninterested**  
Want to be **productive**, don't like to try new things, and less likely to have positive 1st experiences

PERSONA 02

## "I NEED AFFORDABLE ACCESS"

With the expenses and upkeep of boating, they need a more affordable way to get back on the water.

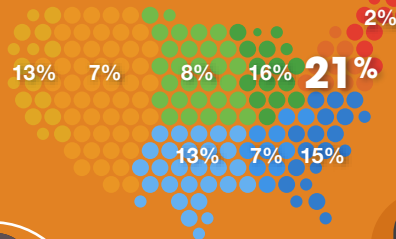


Don't have a need for 'control'

Have experienced the joy of boating in the past & are prone to memories and nostalgia



More likely to live in Mid Atlantic



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

50 years old on avg



25% are parents vs. 35% total lapsed

65% are anglers and boaters



23% are Anglers vs. 13% are boaters



## HOW TO IDENTIFY THEM

What makes them leave/quit fishing/boating?

### ALL OF THE COSTS

- Maintenance
- Licensing
- Upkeep
- Equipment
- Boats

Travel the US

**THEIR NEEDS & GOALS**

- Spend time outdoors
- Spend time with loved ones



## HOW TO HOOK THEM

What will keep/get them participating?

Focus on **nostalgia** "Start making memories now, don't wait for the right time to buy a boat"

- Partner with local state government agencies to provide information on loaner tackle programs.

Partnerships with local marinas & boat share programs

Provide **shared boating opportunities** affordable access + zero maintenance/set up

