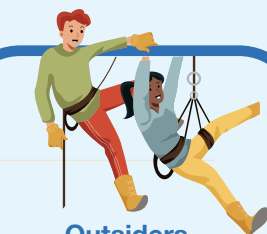


# THE LAPSED ANGLER & BOATER



## 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 03

## "I NEED GEOGRAPHICAL SUPPORT"

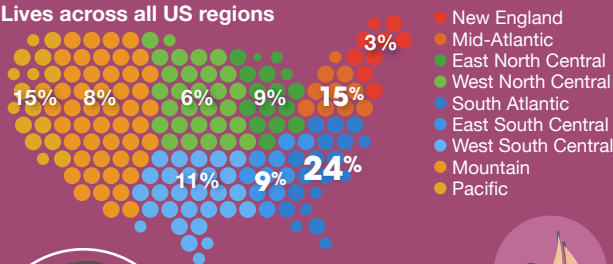
Moved to new location, or circumstances changed preventing them from participating in the sport. They need guidance or resources to get back into it.



Want to feel comfortable picking the sport back up in an unfamiliar place; don't like to feel risk



Lives across all US regions



**56**

years old on avg

25% are parents vs. 35% total lapsed

**89%**

are anglers



45% are boaters  
65% are both



**57%**

consider themselves Intermediate

## HOW TO IDENTIFY THEM

What makes them leave/quit fishing/boating?

I don't know where I can do this near me

I don't have anyone to go with

**THEIR NEEDS & GOALS**

Spend time and appreciate the outdoors

Spend time with loved ones



## HOW TO HOOK THEM

What will keep/get them participating?

Partner government agencies and local tackle shops/boat dealers to provide localized information

Highlight for them **what to expect** so they feel in control of their safety

Offer/enhance **local spot tools**

provide details about nearby parks, trails, fishing gear, safety ratings and more

Make it easy for them to find close-to-home access and connect with local anglers/boaters

