



COVID **IMPACT**

on Saltwater Anglers

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OBJECTIVE

COVID-19 has had a tremendous effect on the U.S. economy, as well as all its citizens. While an abundance of data has been gathered around the influence of COVID-19 on the U.S. as a whole, little is known about the impact of COVID-19 specifically on anglers. In an effort to gain a better understanding of the current status of our community, BD Outdoors conducted a study investigating the effects of COVID-19 on anglers.



OVERVIEW

We offered a short survey to our BD Outdoors customer community on May 30, 2020. We collected more than 1,300 responses over the course of three days. Respondents were incentivized to complete the survey by a chance to win a \$200 prize package. Respondents were primarily saltwater anglers (only 4% fish exclusively freshwater) who fish once a month or more (only 20% fish less than once a month).



HERE'S HOW COVID-19 IS IMPACTING OUR COMMUNITY

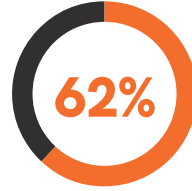
Consistent with national trends, many anglers' jobs have been impacted by COVID-19.



are not working as many hours as they were before COVID-19



are getting unemployment/stimulus

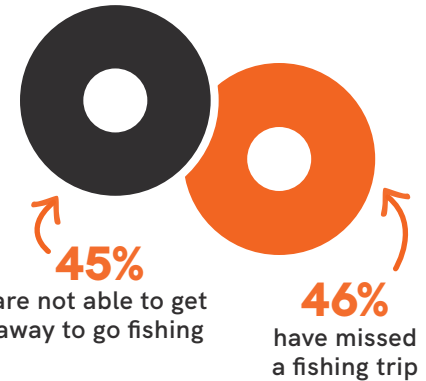


are working the same number of hours as they were before COVID-19

80%

of anglers already had their fishing season impacted by COVID in some way.

Not only is travel fishing impacted by COVID-19, fishing locally is also more challenging because people have less time to get away.



IT'S GOING TO TAKE MORE THAN A GLOBAL PANDEMIC TO KEEP PEOPLE FROM FISHING

67 PERCENT



of anglers expect to return to a "normal" fishing schedule by this season

75 PERCENT



of anglers used "downtime" due to COVID-19 to prep for the fishing season

Most fishing budgets will not be reduced.



said they would spend about the same time



said they would spend less in 2020



said they would actually spend more in 2020

Pandemic or not, anglers are still stocking up on gear, the most common types of gear purchased were:



53 PERCENT
Reels



51 PERCENT
Terminal Tackle



49 PERCENT
Lines/Leaders

28 PERCENT of anglers haven't bought any gear.

25 Percent of anglers are planning on buying a fishing boat in the near future.



CONCLUSION

Like the rest of the country, COVID-19 has had a negative impact on the fishing community. Many anglers are working less hours, and most have already had their fishing seasons affected by COVID-19 in some way.

Despite these challenges, the results of this survey as a whole suggest that anglers are particularly resilient in terms of their ability to recover from setbacks caused by COVID-19. Anglers have kept busy by preparing for fishing season and buying gear, and most expect to return to a normal fishing routine this year. Surprisingly, fishing and boating budgets have been relatively unimpacted by COVID-19.

The relative lack of impact of COVID-19 on fishing budgets and behaviors is likely attributable to the pandemic motivating people to spend more time enjoying the outdoors. Fishing is an activity that can be safely conducted while socially distancing from others, whereas other forms of entertainment like going to the mall, movies, restaurants, and travel are far riskier from a health perspective. Additionally, the commitment of anglers to their craft also deserves a nod of recognition and respect. Despite the unprecedented challenges posed by COVID-19, most anglers have found a way to remain engaged with fishing by preparing for fishing season and buying gear.

Due to the inherent outdoor nature of the sport, and the remarkable dedication of its practitioners, it appears the fishing industry will remain strong and may be less affected by COVID-19 than others.

For more information on our study or on how BD can take your brand to our market, contact: Trevor Hansen, VP Strategy & Operations Trevor@BDOutdoors.com

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