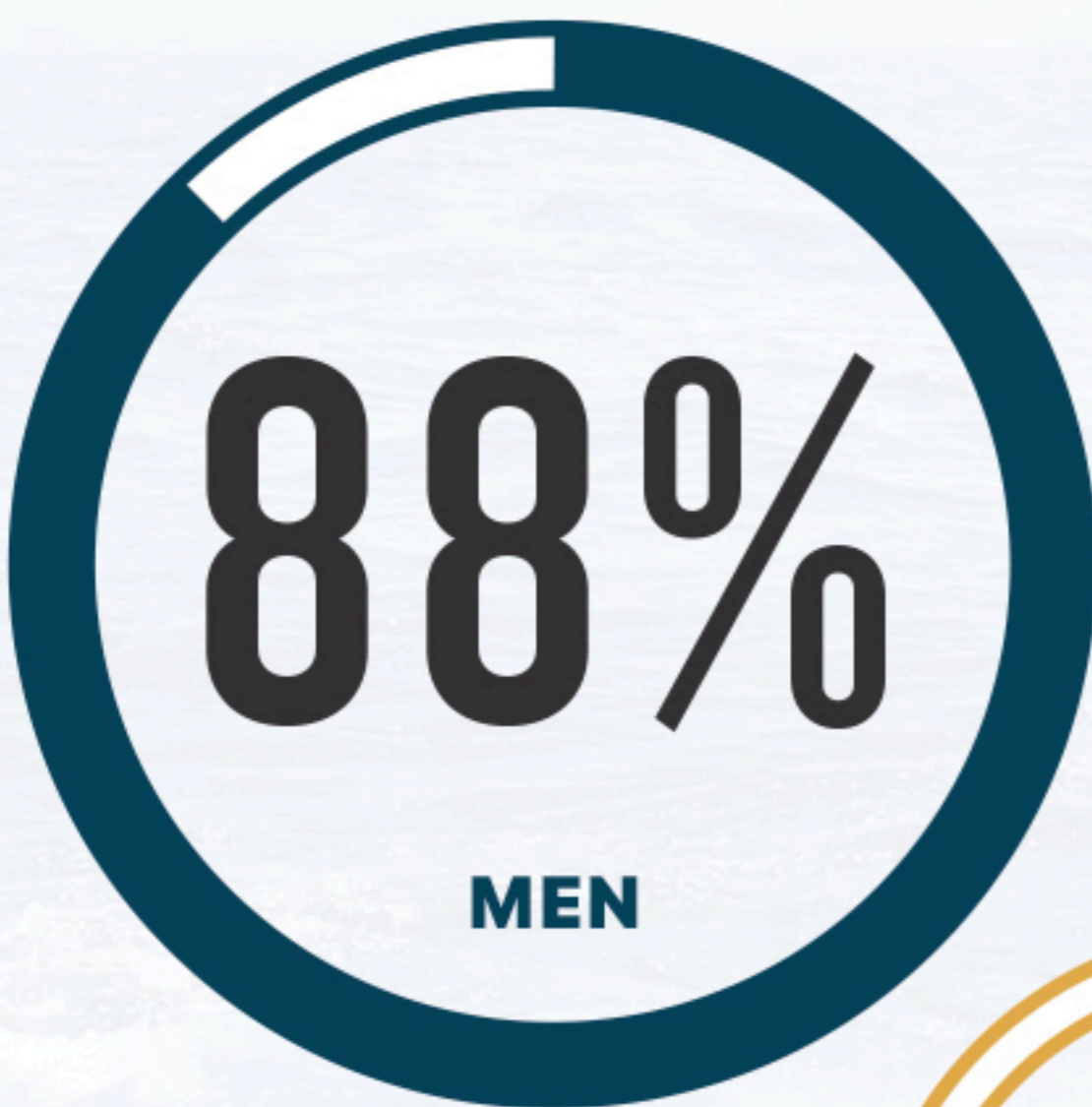


A photograph taken from the deck of a fishing boat. In the foreground, there are large yellow and blue fishing reels and a person wearing a white cap. The boat is on a vast blue ocean. In the middle ground, a marlin is leaping out of the water, creating a splash. The background shows a range of mountains under a clear sky.

TIGHT LINES SURVEY

AUDIENCE INSIGHTS

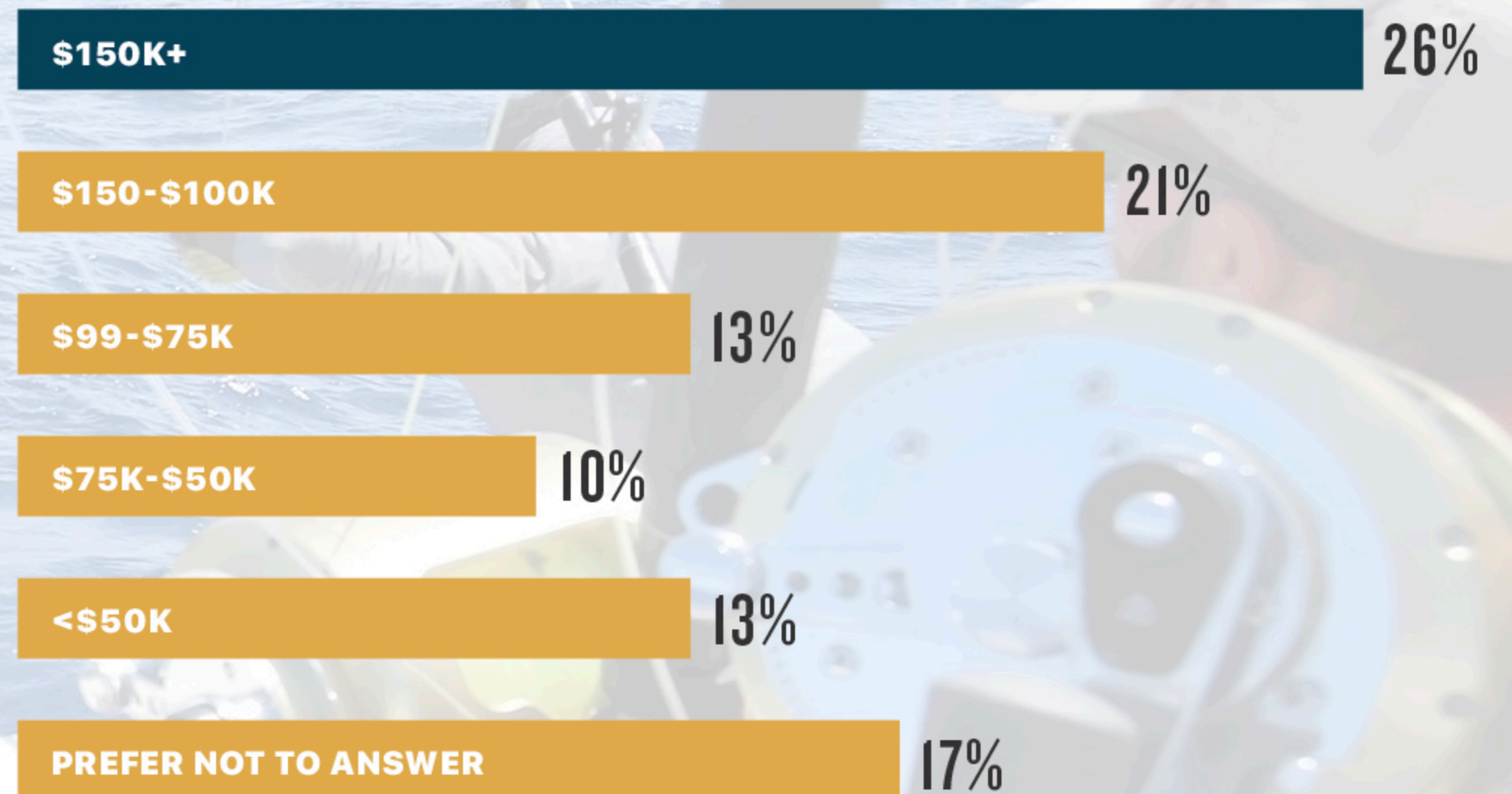
DEMOGRAPHICS



GENDER



ANNUAL HOUSEHOLD INCOME



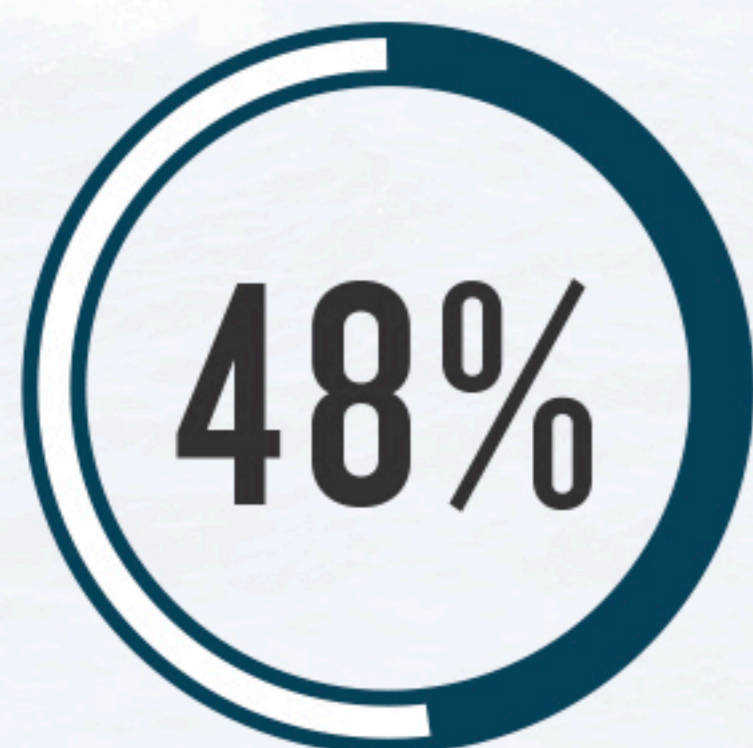
FISHING FREQUENCY/TRAVEL



BD Outdoors' audience if full of dedicated fishermen.



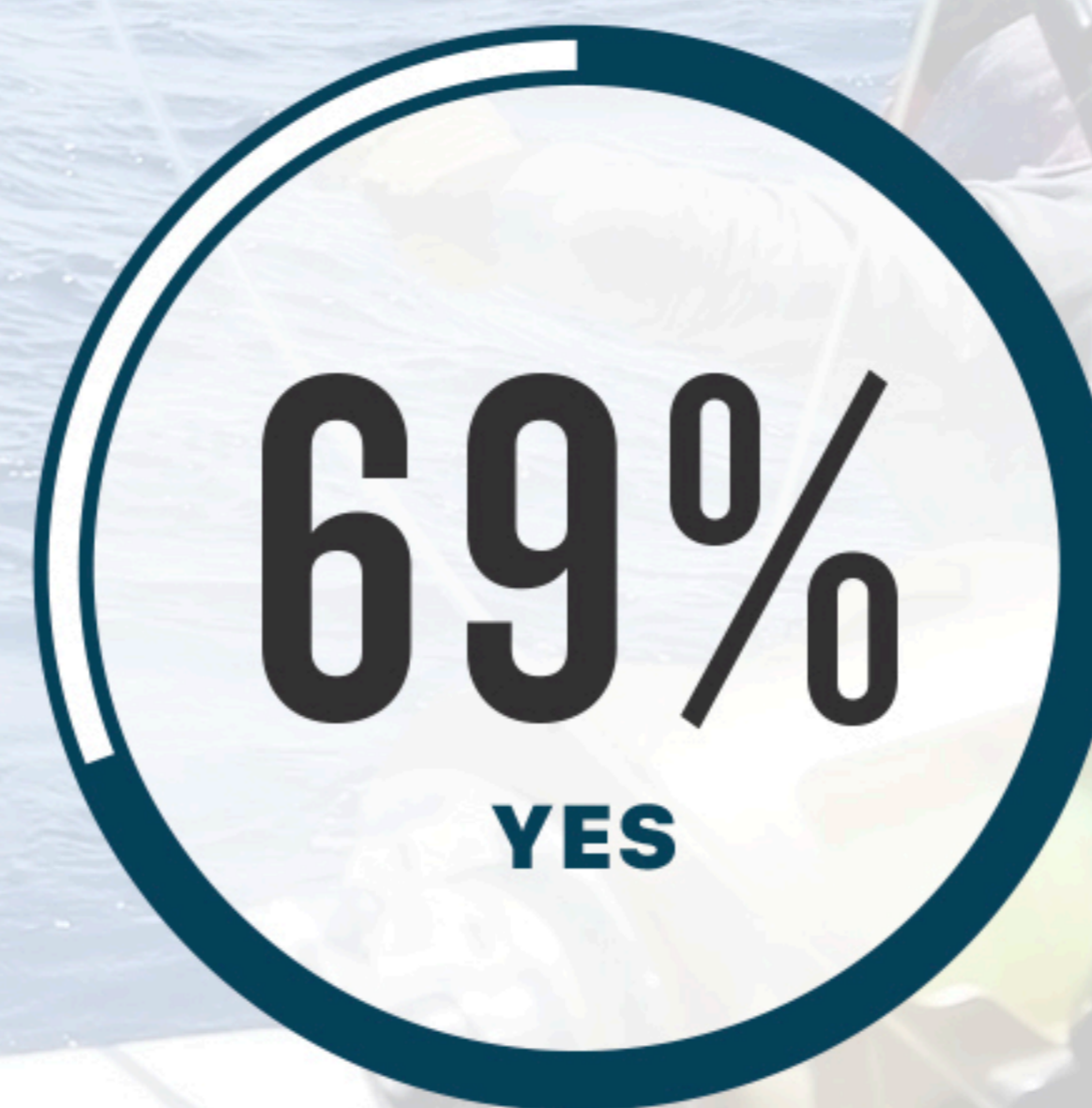
go fishing at least
6 times a year.



go **20+ times**
a year.

DO YOU TRAVEL TO FISH?

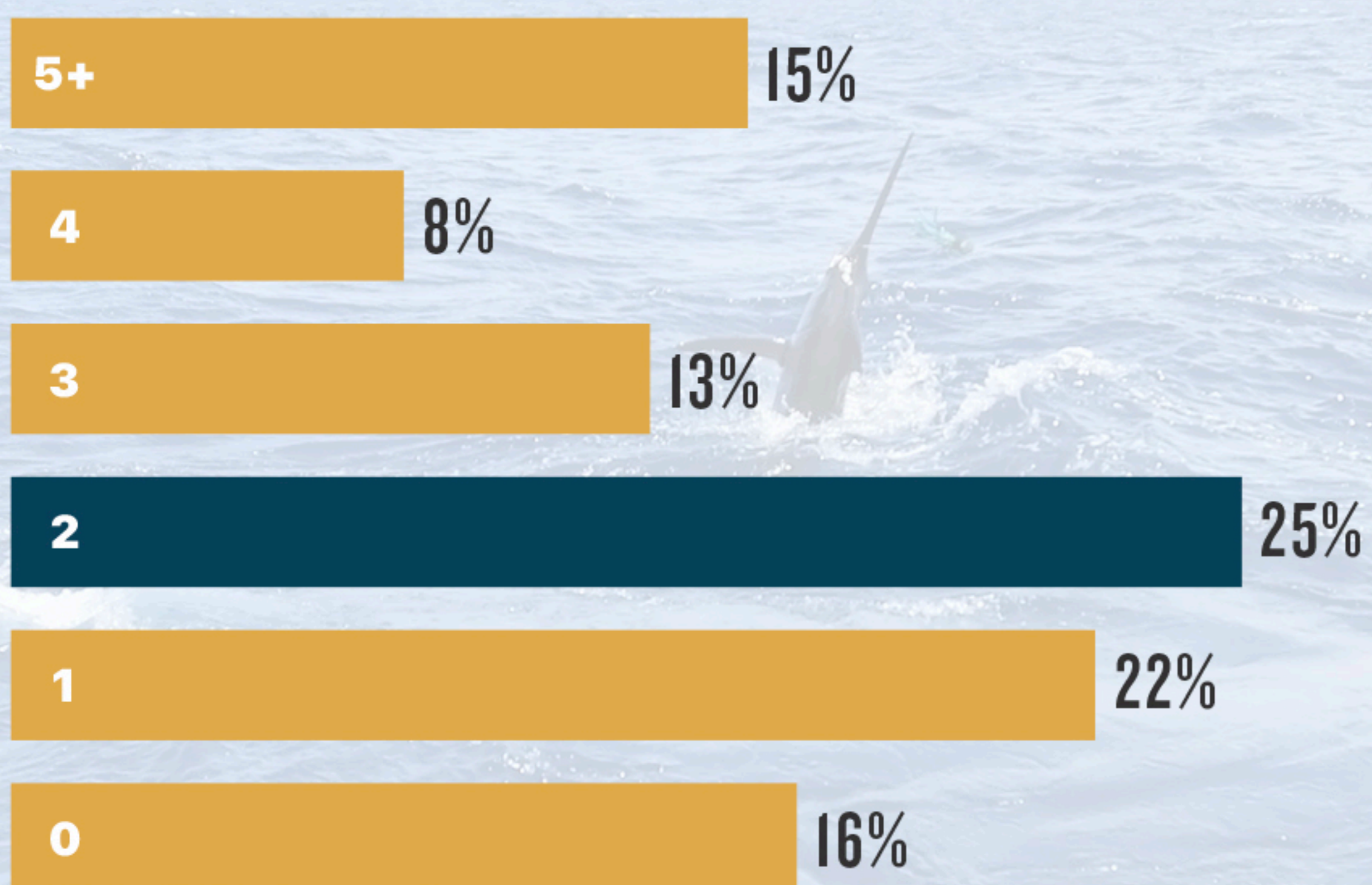
A vast majority of BD Outdoors audience travels from their homeport to go fishing.



FISHING TRAVEL



HOW MANY CHARTER TRIPS (4-6 PACK) DO YOU TAKE A YEAR?



DO YOU USUALLY FISH DAY TRIPS, OR MULTIPLE DAY TRIPS?



80% go on chartered trips annually.

39% take 1-2, while **14%** take 4 or more.

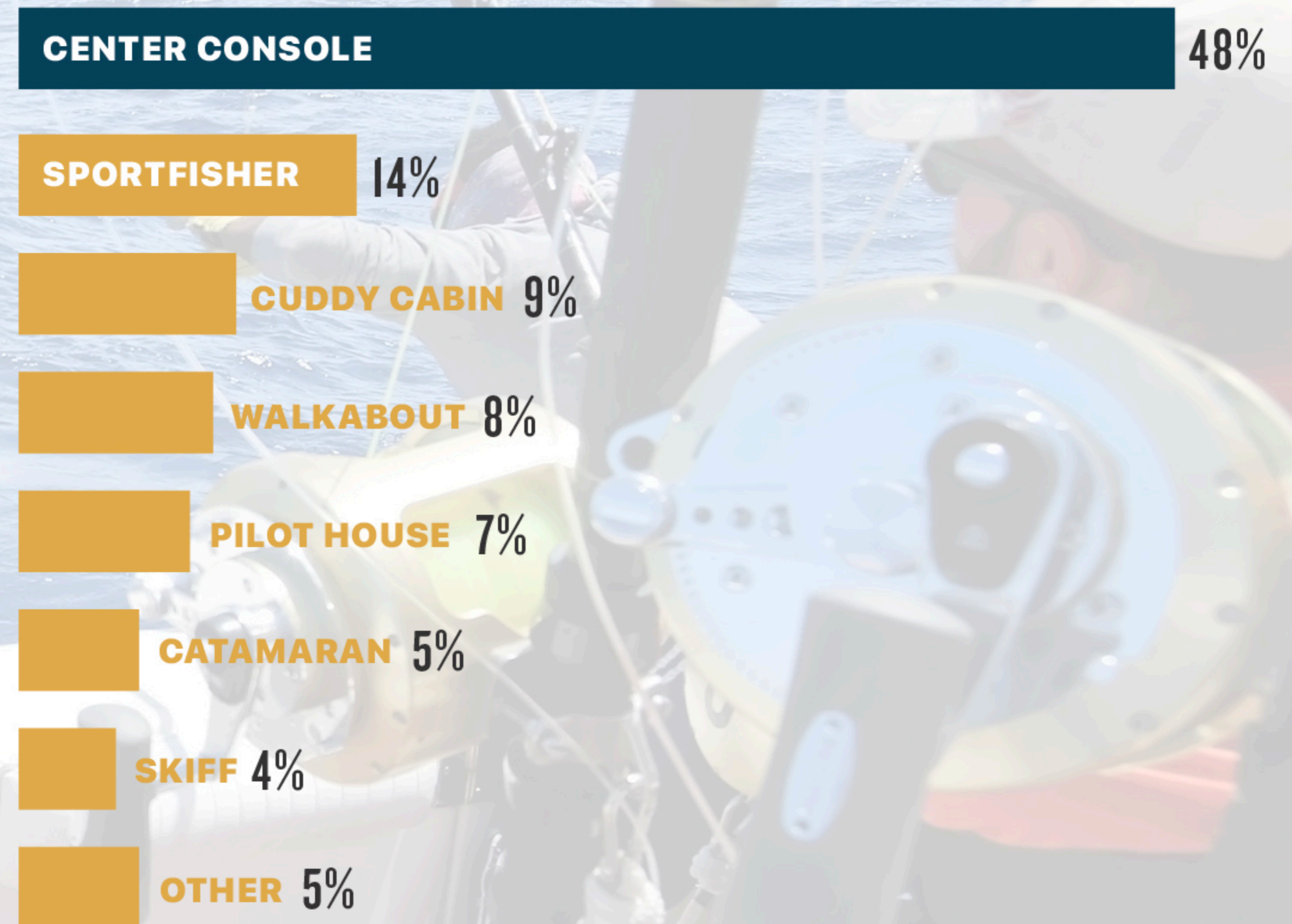
BOAT OWNERS



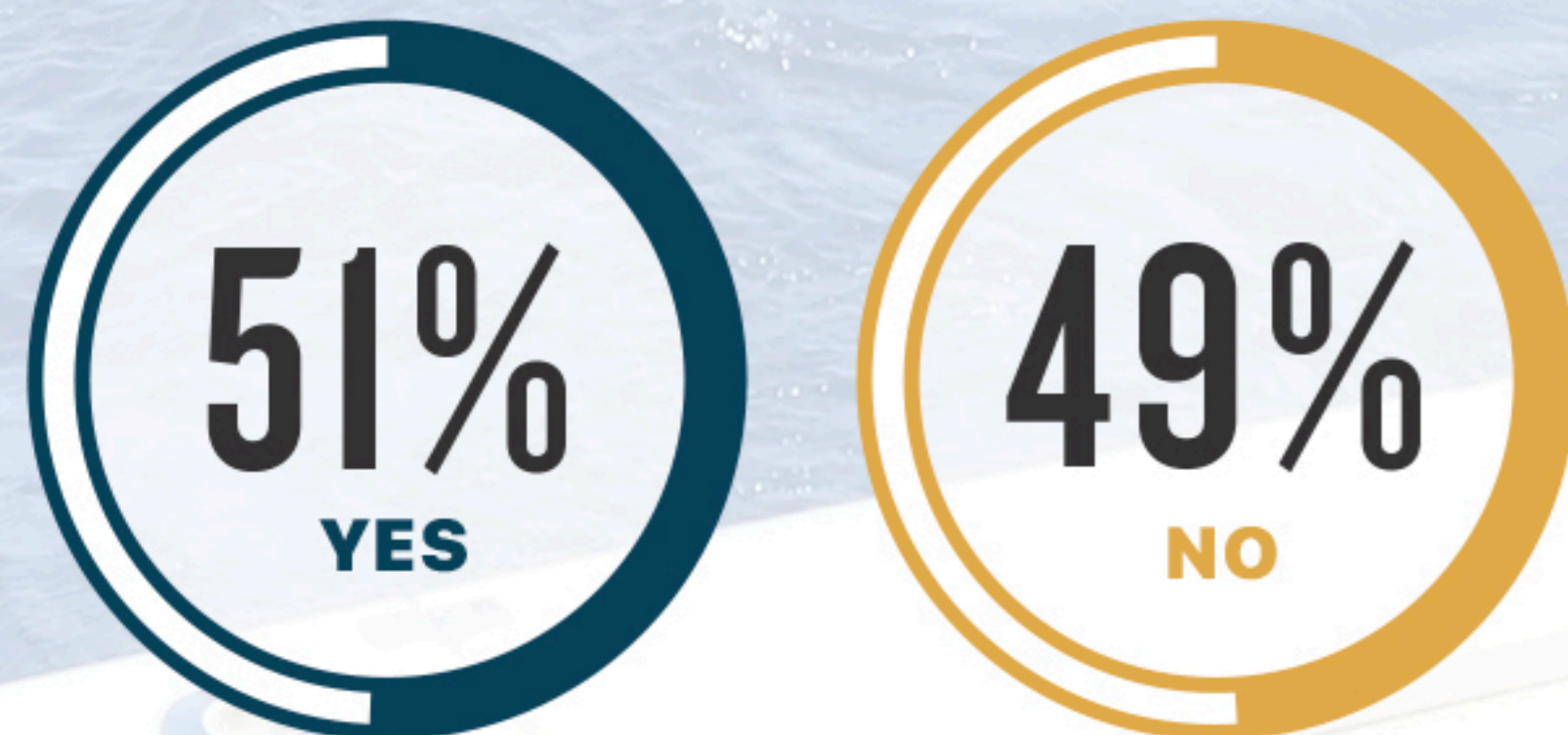
DO YOU OWN A BOAT?



IF YOU WERE TO BUY A BOAT, WHAT WOULD BE YOUR PREFERRED BOAT STYLE?



HAVE YOU THOUGHT SERIOUSLY ABOUT BUYING A BOAT?



FISHING STYLES



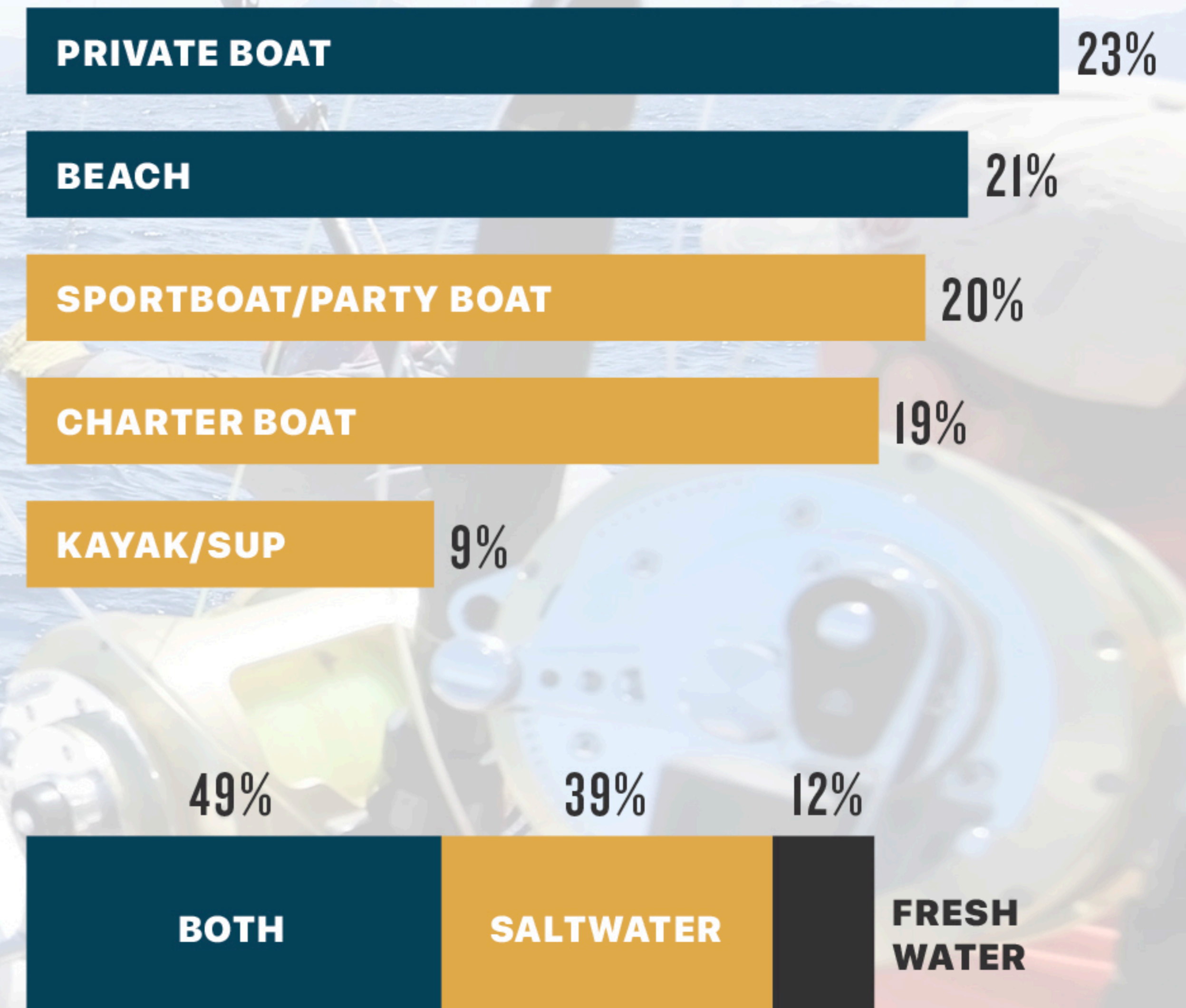
All methods of fishing are common among our audience, but **private boat** is the most common way BDers fish.

Almost half of our audience fish both saltwater and freshwater, while **39%** fish exclusively saltwater.

WHAT IS YOUR FISHING STYLE?



HOW DO YOU FISH?

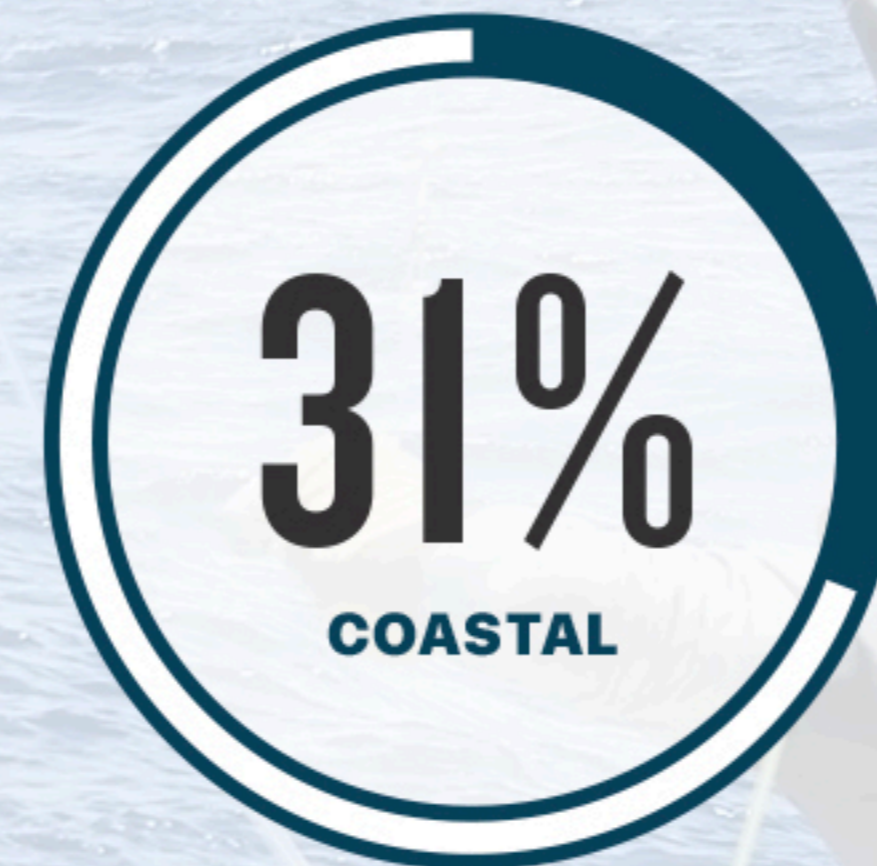


FISHING STYLES



WHAT IS YOUR FISHING STYLE?

inshore anglers the preferred style of fishing is **coastal fishing**, although a considerable portion of our audience engages in each style of inshore fishing.



ANNUAL SPEND

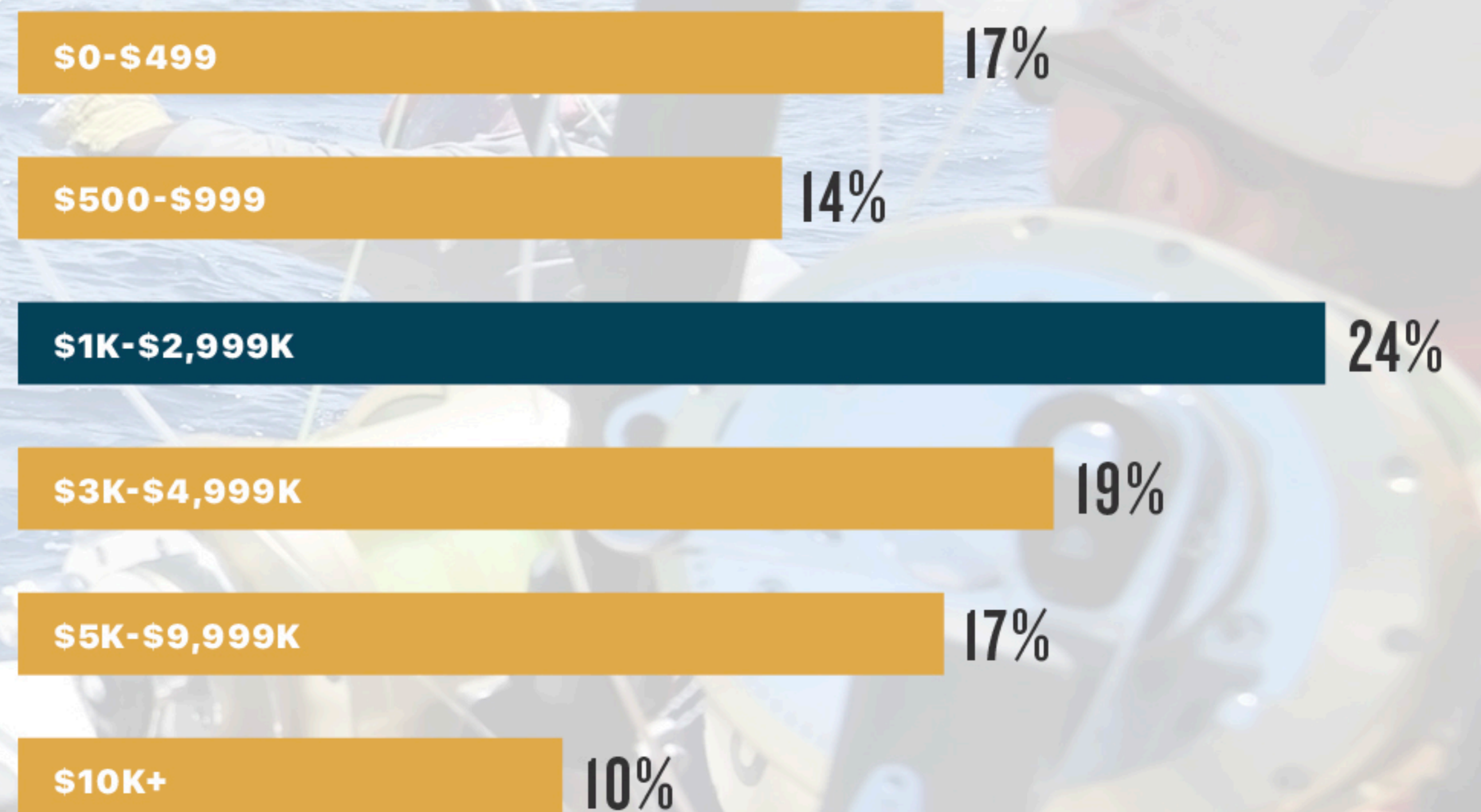


On average, **offshore** anglers spend around **10% more** than inshore anglers.

More than **1** in **4** offshore anglers spend **\$5k+** per year on fishing.

70% spend more than **\$1k** a year.

ABOUT HOW MUCH MONEY DO YOU SPEND A YEAR ON FISHING?



NUMBER OF SETUPS



The vast majority of anglers



have **5 or more**
rod and reel setups.



This is where we thrive.