



# **TIGHT LINES SURVEY**

## **FISHING ELECTRONICS INSIGHTS**

# NAVIGATION SYSTEMS

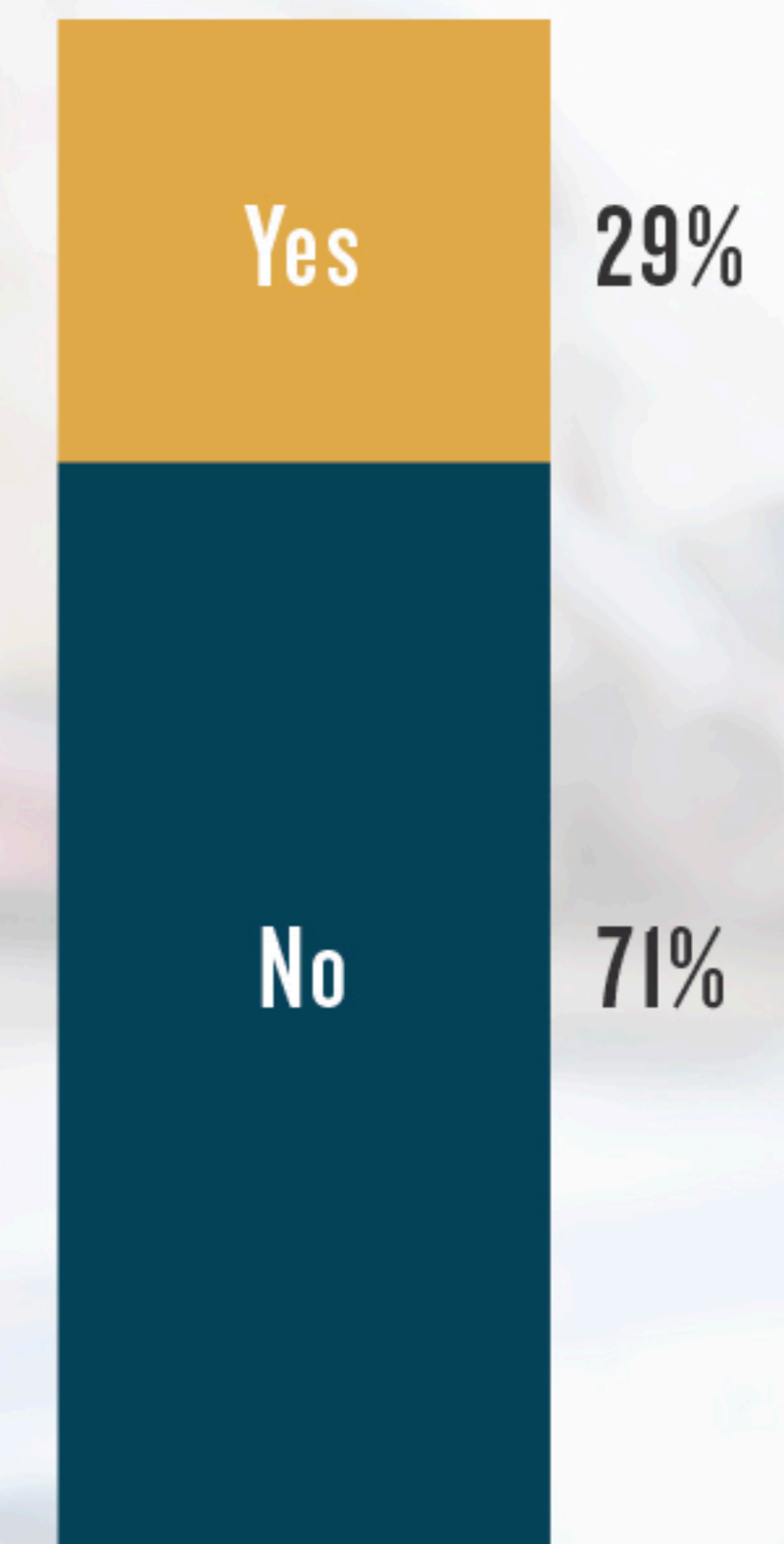


of total surveyed boat owners have a **fishfinder.**

## DO YOU HAVE A FISHFINDER?



## DO YOU HAVE AUTOPILOT?

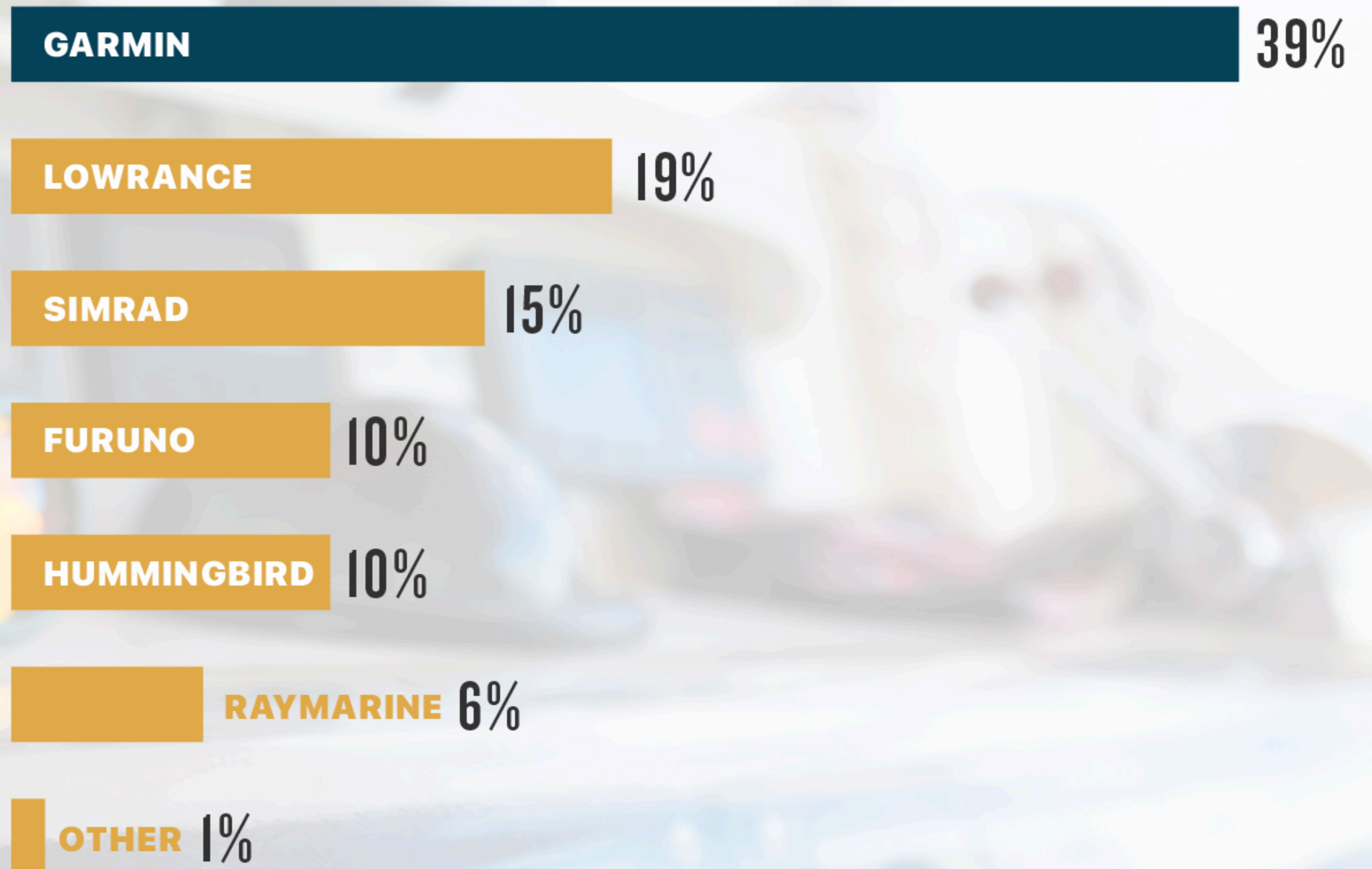


Overall, about **1 out of every 4** boat owners has **autopilot.**

# FAVORITE ELECTRONICS BRANDS



**Garmin** dominates when it comes to favorite fishing electronics brands.

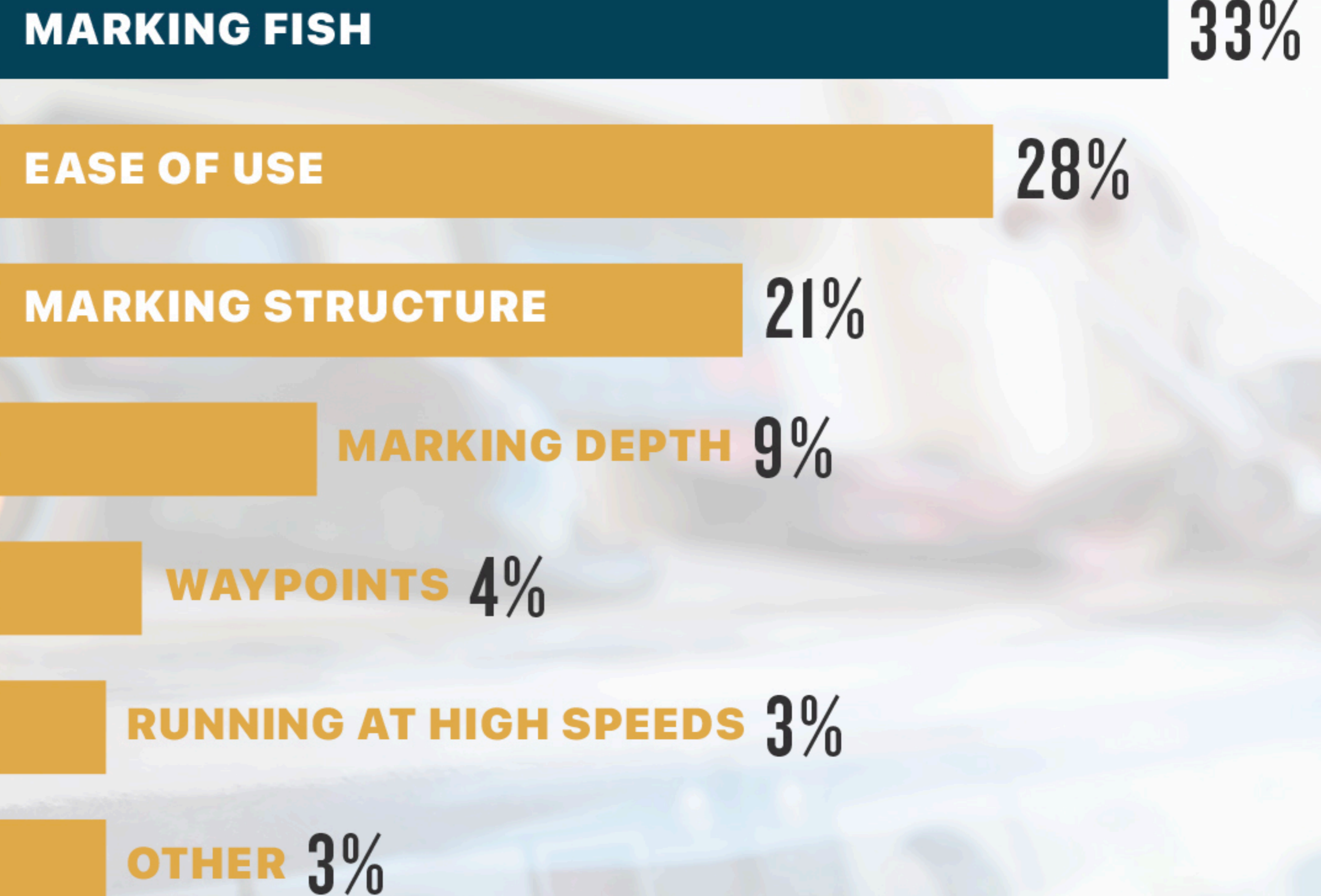


# FISHFINDER FEATURES



## WHAT IS THE MOST IMPORTANT FEATURE OF A FISHFINDER?

According to our audience, the **most important** feature of a fishfinder is its ability to **mark fish** with ease of use as almost equally important.



# KEEPING ELECTRONICS UPDATED



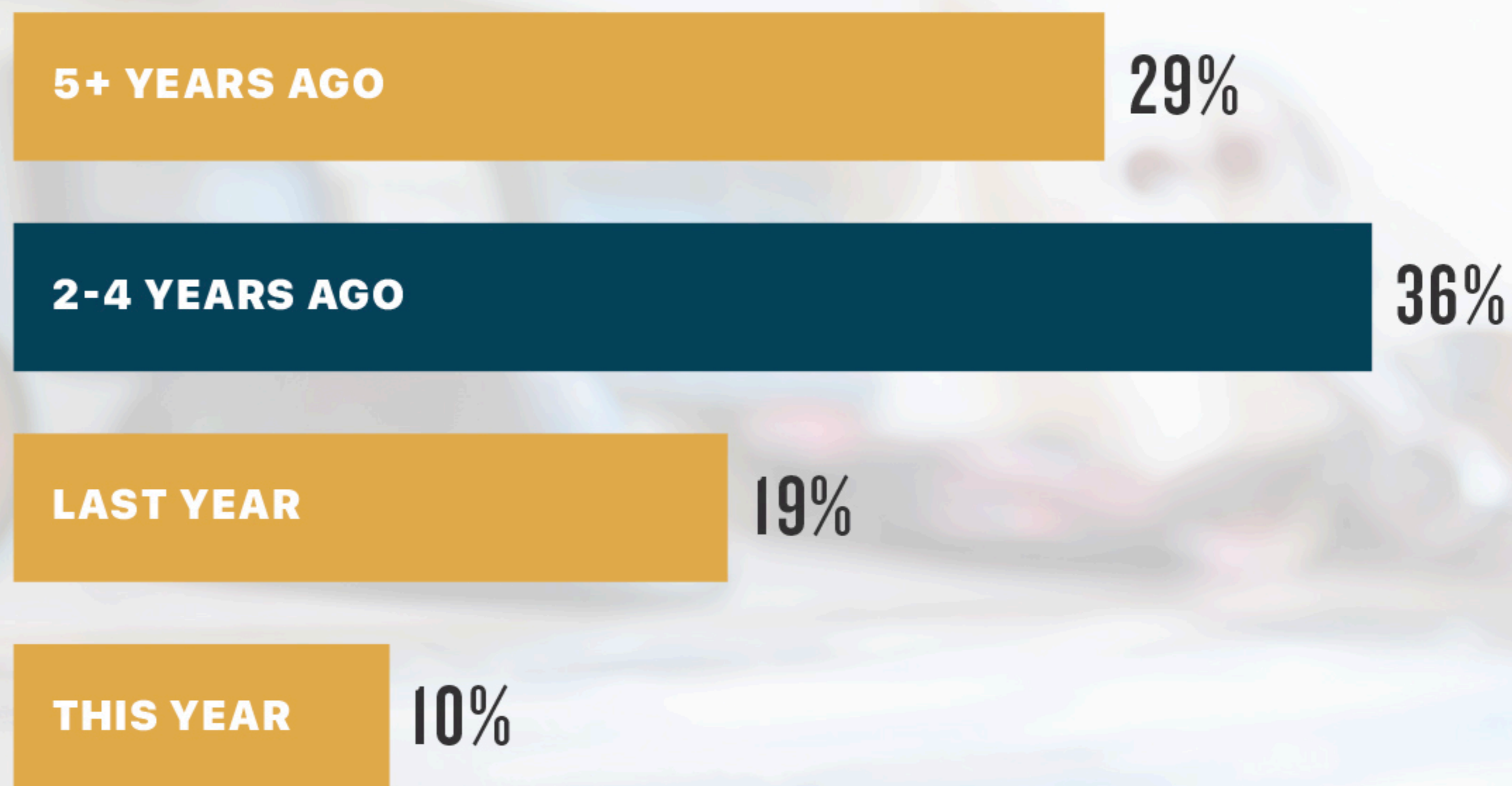
**>29%**

of boat owners have updated their electronics  
**within the last year.**

**65%**

of anglers have electronics  
**over 2+ years old.**

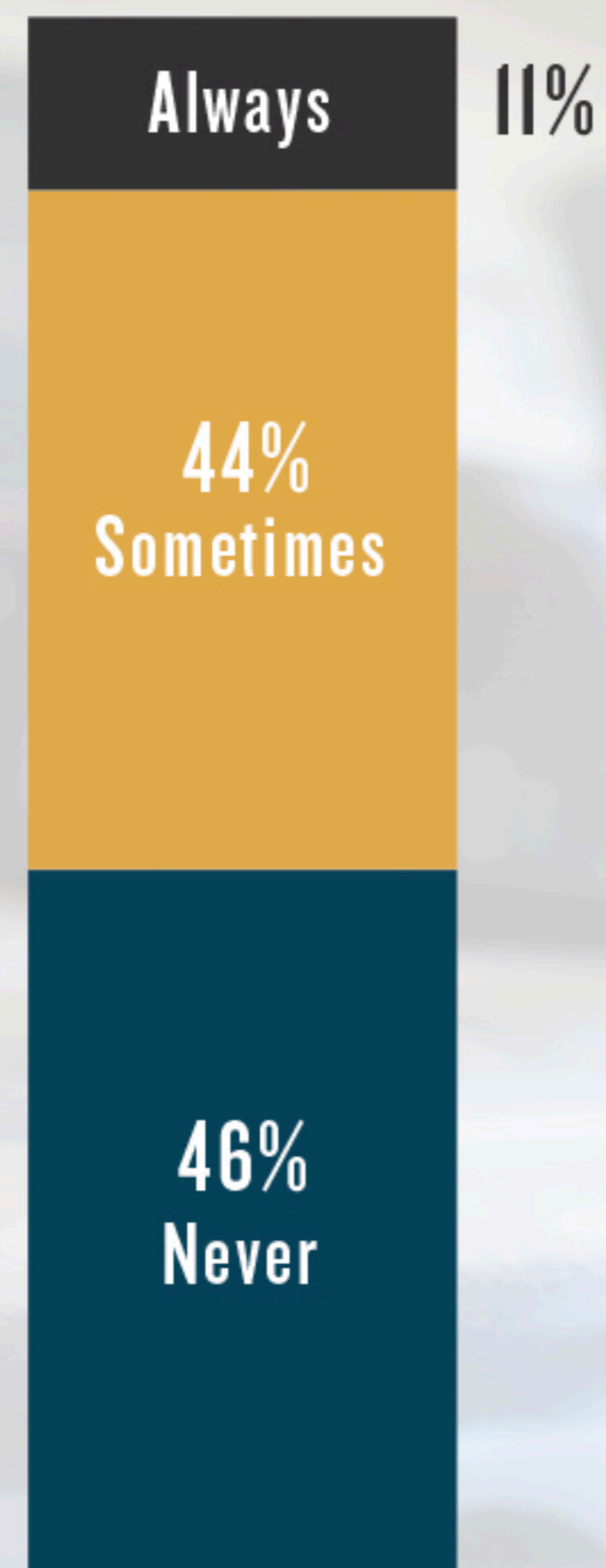
## WHEN IS THE LAST TIME YOU UPDATED YOUR ELECTRONICS?



# SCREENS

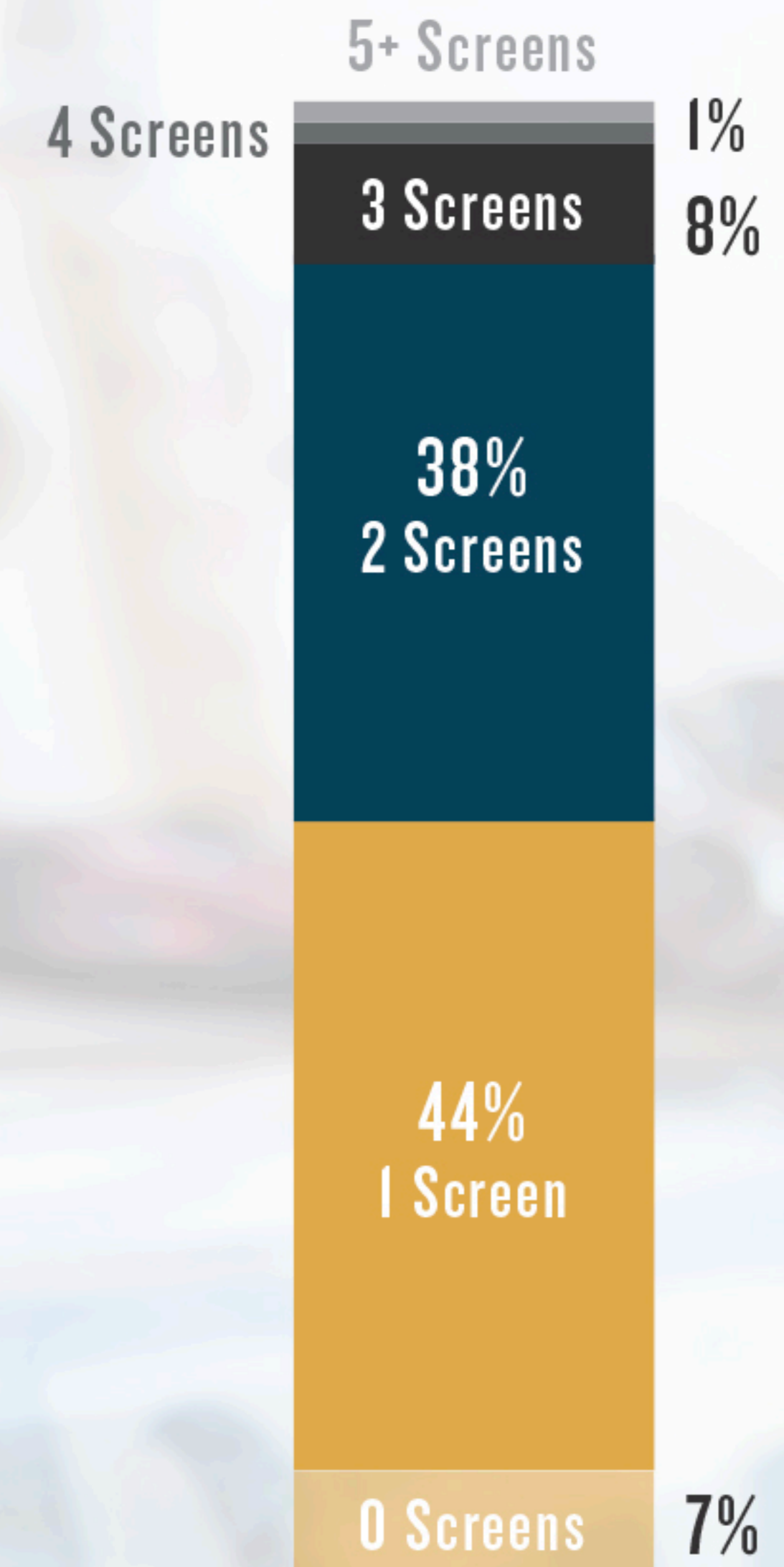


## DO YOU USE A SIDE SCANNER WHEN YOU FISH?



Overall, **very few** boat owners **"always"** use side scanners when fishing.

## HOW MANY SCREENS DO YOU RUN ON YOUR BOAT?





*This is where we thrive.*