

A close-up photograph of a person's hands holding a large fish, likely a bass, with a lure in its mouth. The fish is dark with a lighter belly and a yellowish tail. The background is a blurred outdoor setting, possibly a boat on water. The text is overlaid in the center-right of the image.

TIGHT LINES SURVEY
INSHORE TACKLE INSIGHTS

REEL TYPES



46%

of inshore anglers use both spinning and conventional reels when fishing inshore.

54%

use exclusively one or the other.

WHAT TYPE OF REEL DO YOU USE FOR INSHORE FISHING?



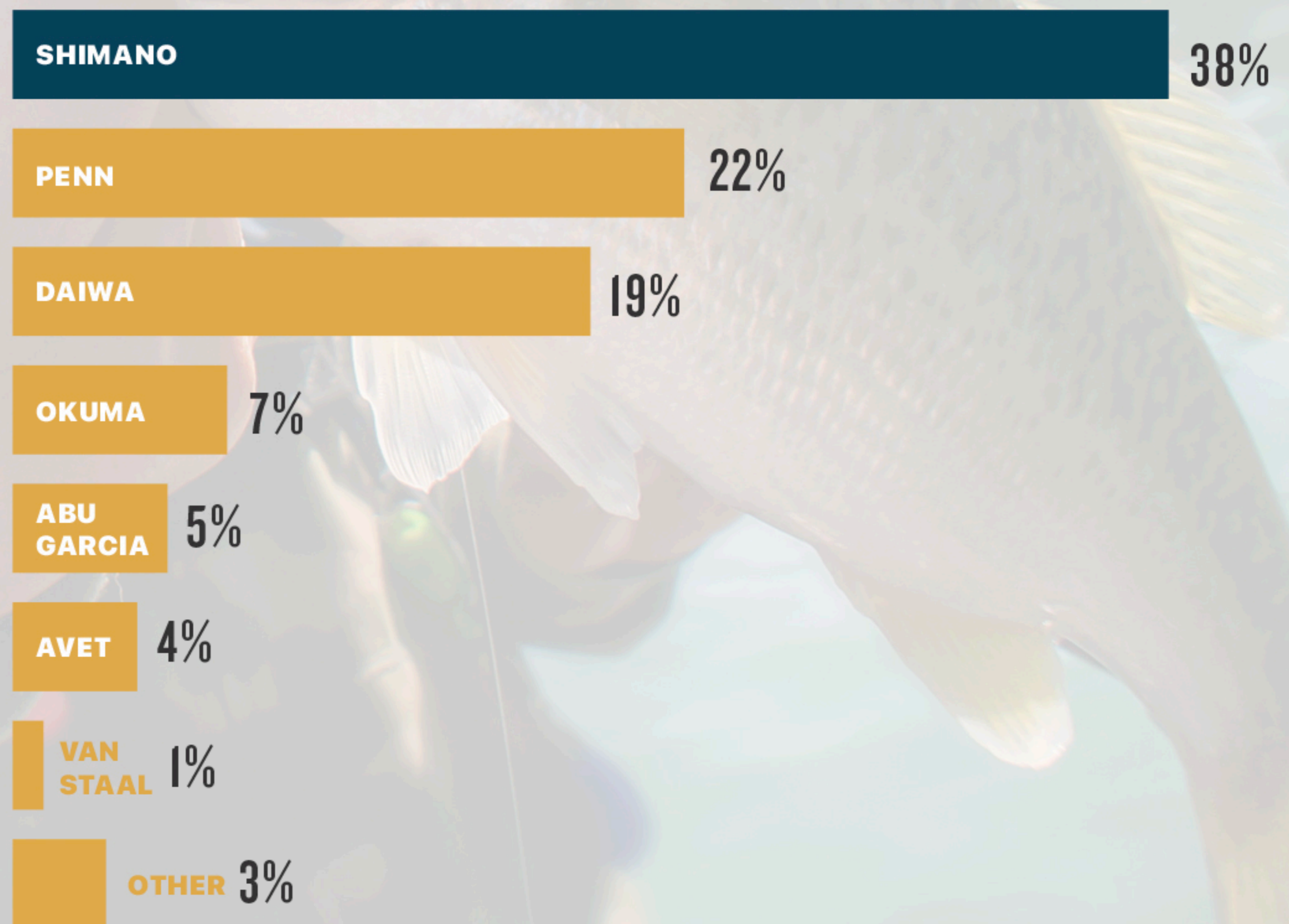
REEL BRANDS



WHAT IS YOUR PREFERRED REEL BRAND TO USE WHEN INSHORE FISHING?

Shimano

is the clear leader when it comes to inshore reel brands.



REEL SIZE

OVERALL



WHICH SIZE REEL DO YOU USE WHEN FISHING INSHORE?

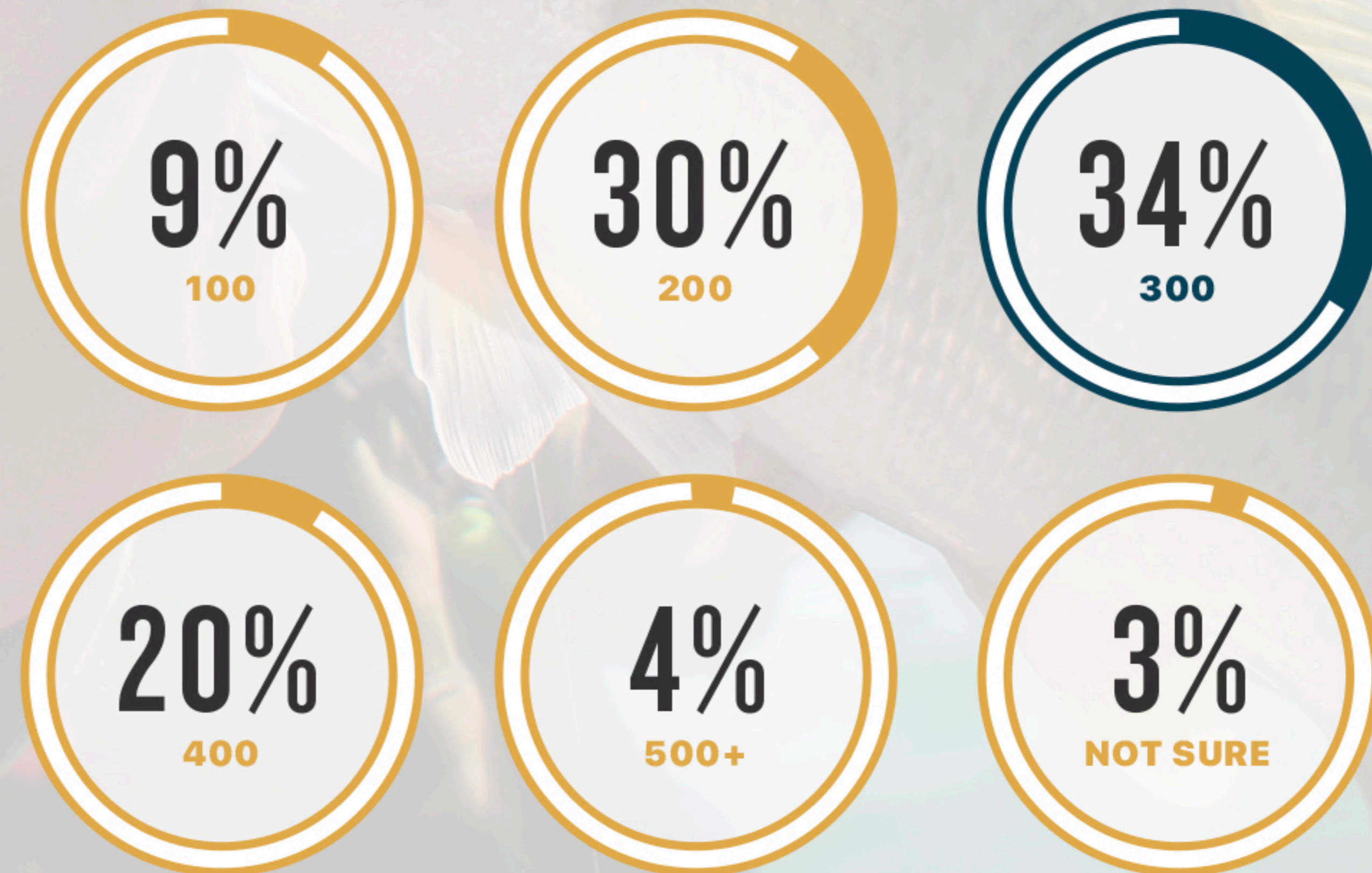
The majority of inshore anglers

84%

use a **200-400** sized reel,

with **300** being the

most popular size.

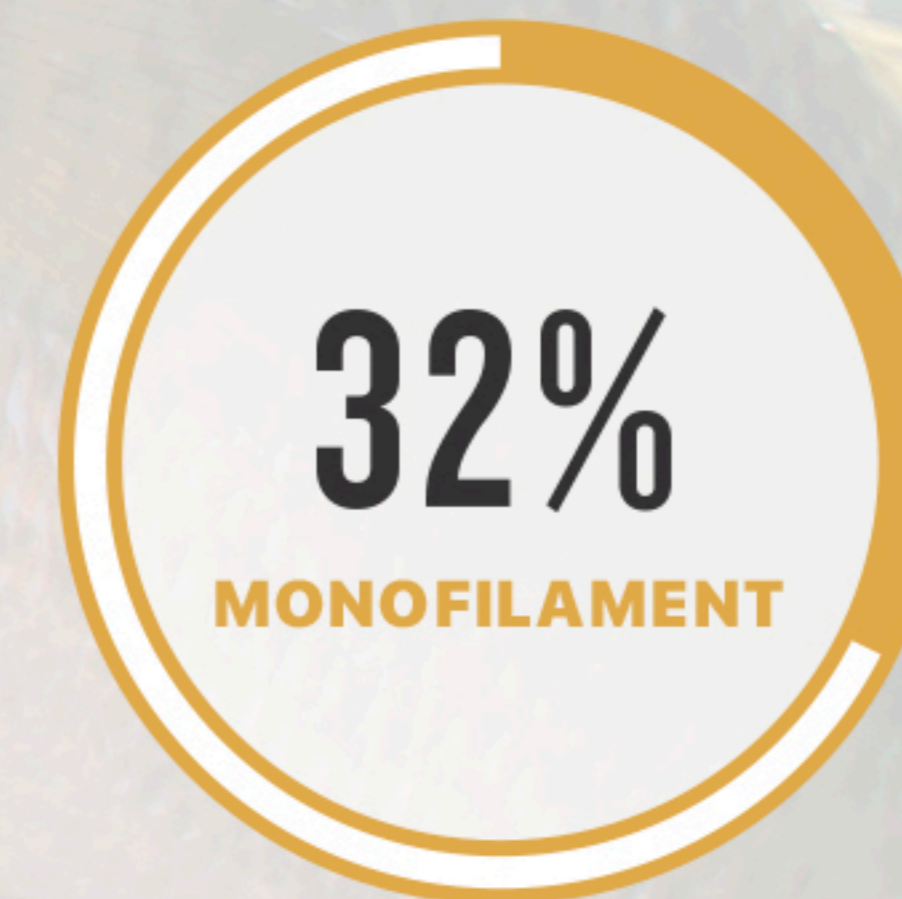
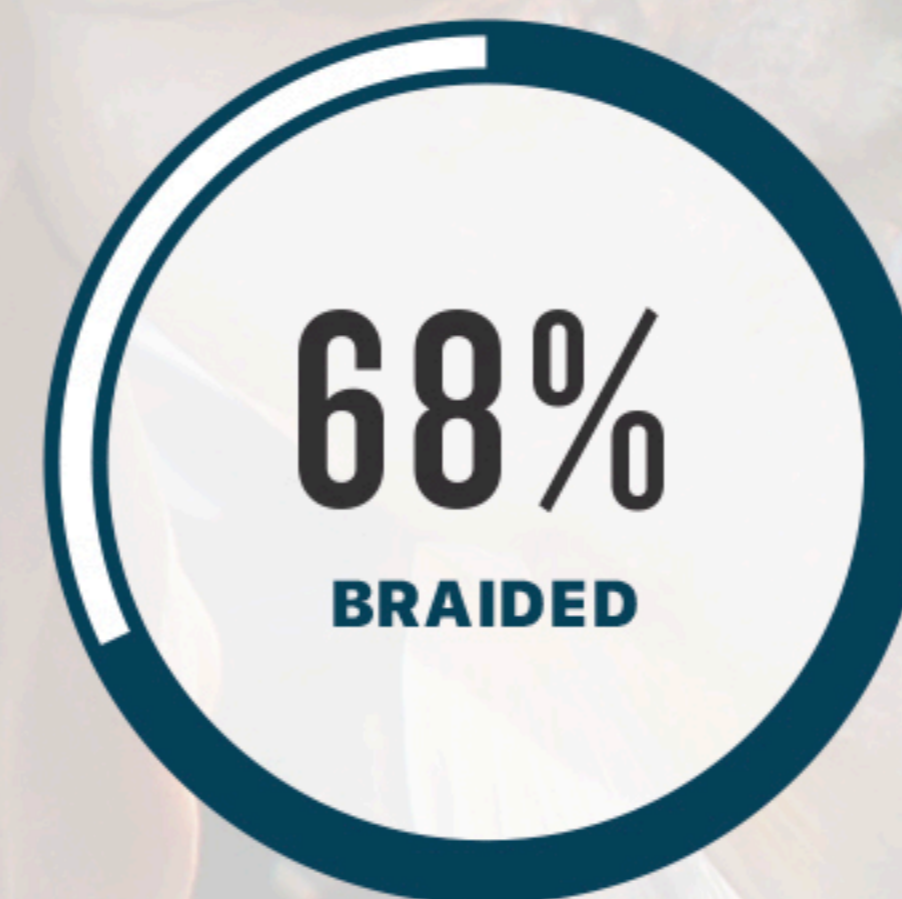
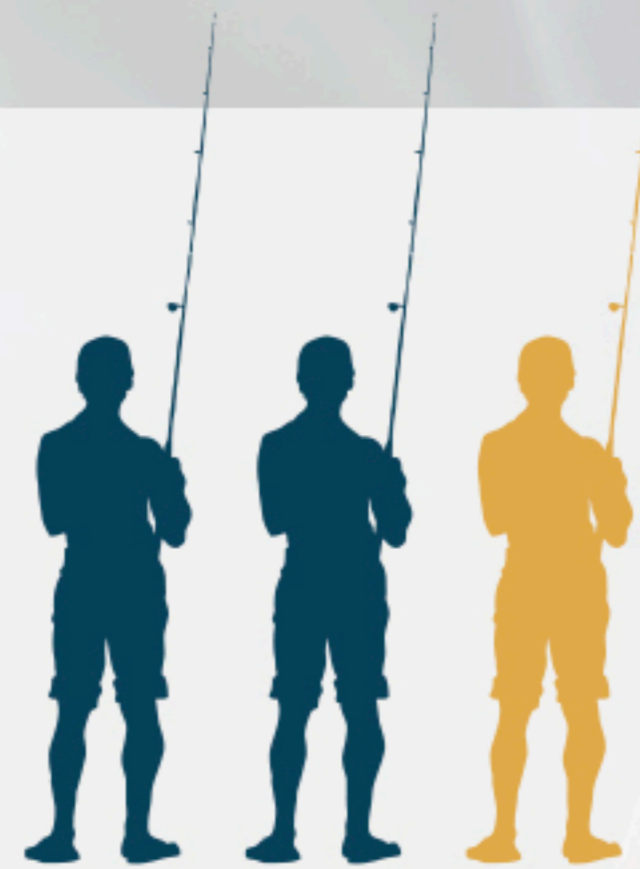


LINE TYPES BY FISHING STYLE

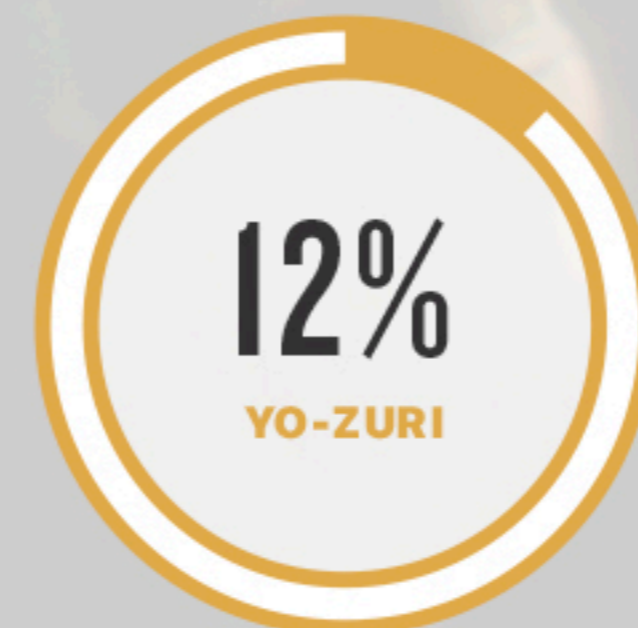


DO YOU USE BRAIDED LINE OR MONOFILAMENT LINE ON YOUR REEL WHEN FISHING INSHORE?

2 out of every **3**
inshore anglers use
braided line.



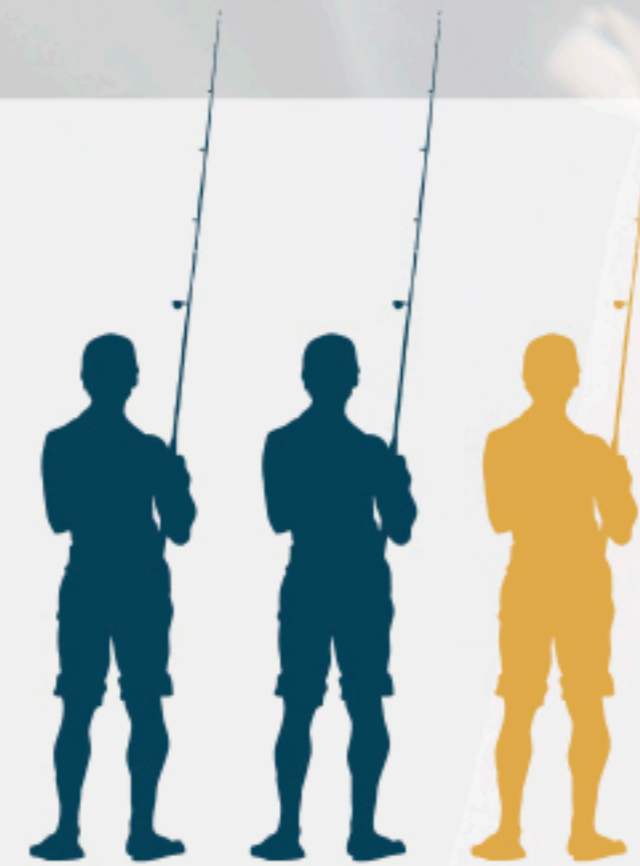
WHAT IS YOUR PREFERRED FLUORO BRAND WHEN FISHING INSHORE?



REEL GEARS BY FISHING STYLE



About **2** out of every **3** inshore anglers prefer high gear reels.



DO YOU PREFER A HIGHER GEAR OR LOWER GEAR REEL WHEN FISHING INSHORE?

63%
HIGH GEAR

20%
LOW GEAR

16%
NOT SURE

A considerable portion of inshore anglers

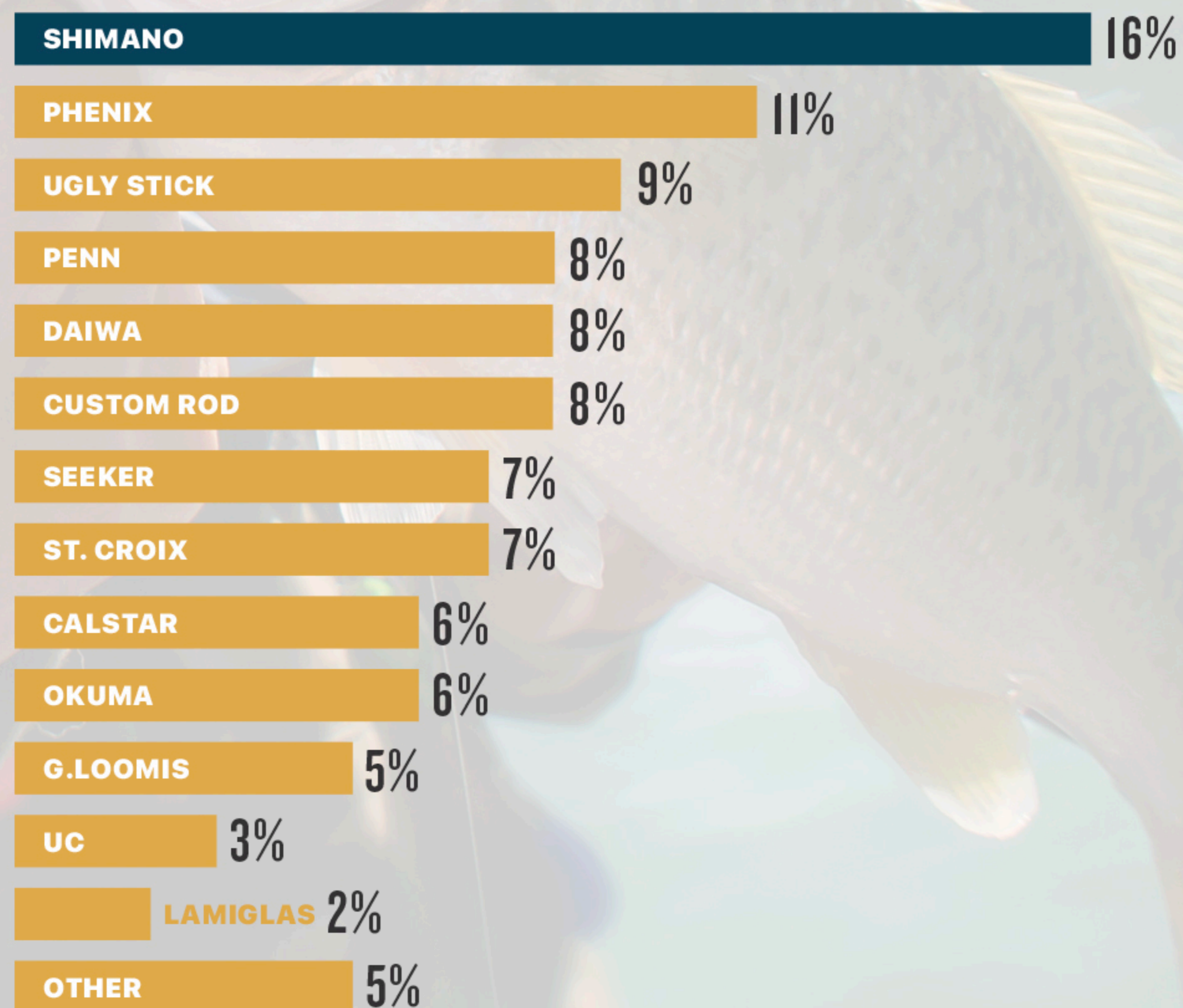
16% are not sure which they prefer, highlighting another area for brands to focus on consumer education.

ROD BRANDS BY FISHING STYLE



WHAT IS YOUR PREFERRED ROD BRAND FOR FISHING INSHORE?

Shimano leads the pack when it comes to preferred rod brands.





This is where we thrive.