



TIGHT LINES SURVEY

OFFSHORE TACKLE INSIGHTS

REEL BRANDS



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

SHIMANO

36%

PENN

28%

AVET

12%

DAIWA

9%

OKUMA

8%

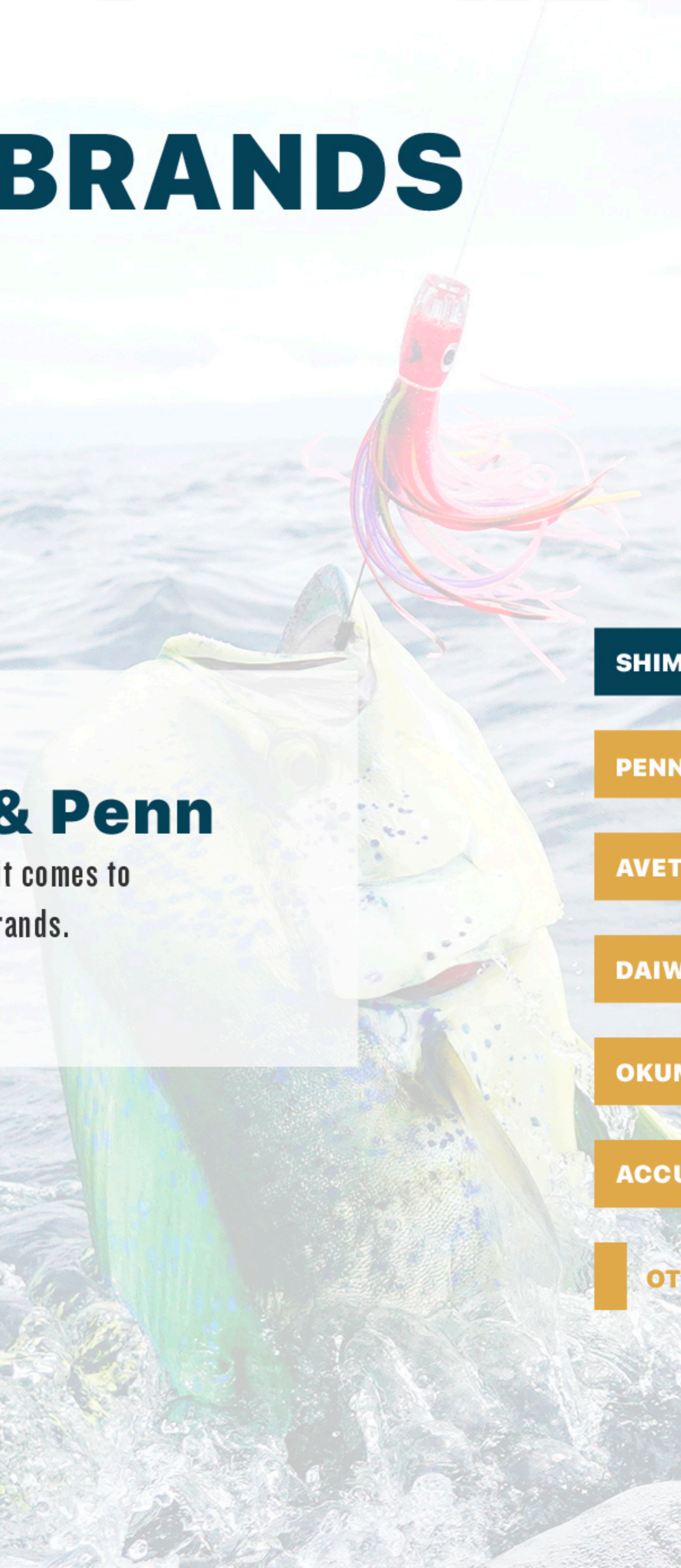
ACCURATE

7%

OTHER 1%

Shimano & Penn

are clear favorites when it comes to preferred offshore reel brands.



REEL PREFERENCES



The most common reel preferences among offshore anglers are **two speed** conventional reels.

DO YOU PREFER TO USE A SINGLE SPEED OR TWO SPEED REEL WHEN FISHING OFFSHORE?



1 in **3** use both conventional and spinning reels.

DO YOU USUALLY USE A SPINNING REEL OR CONVENTIONAL REEL WHEN FISHING OFFSHORE?



LINE PREFERENCES



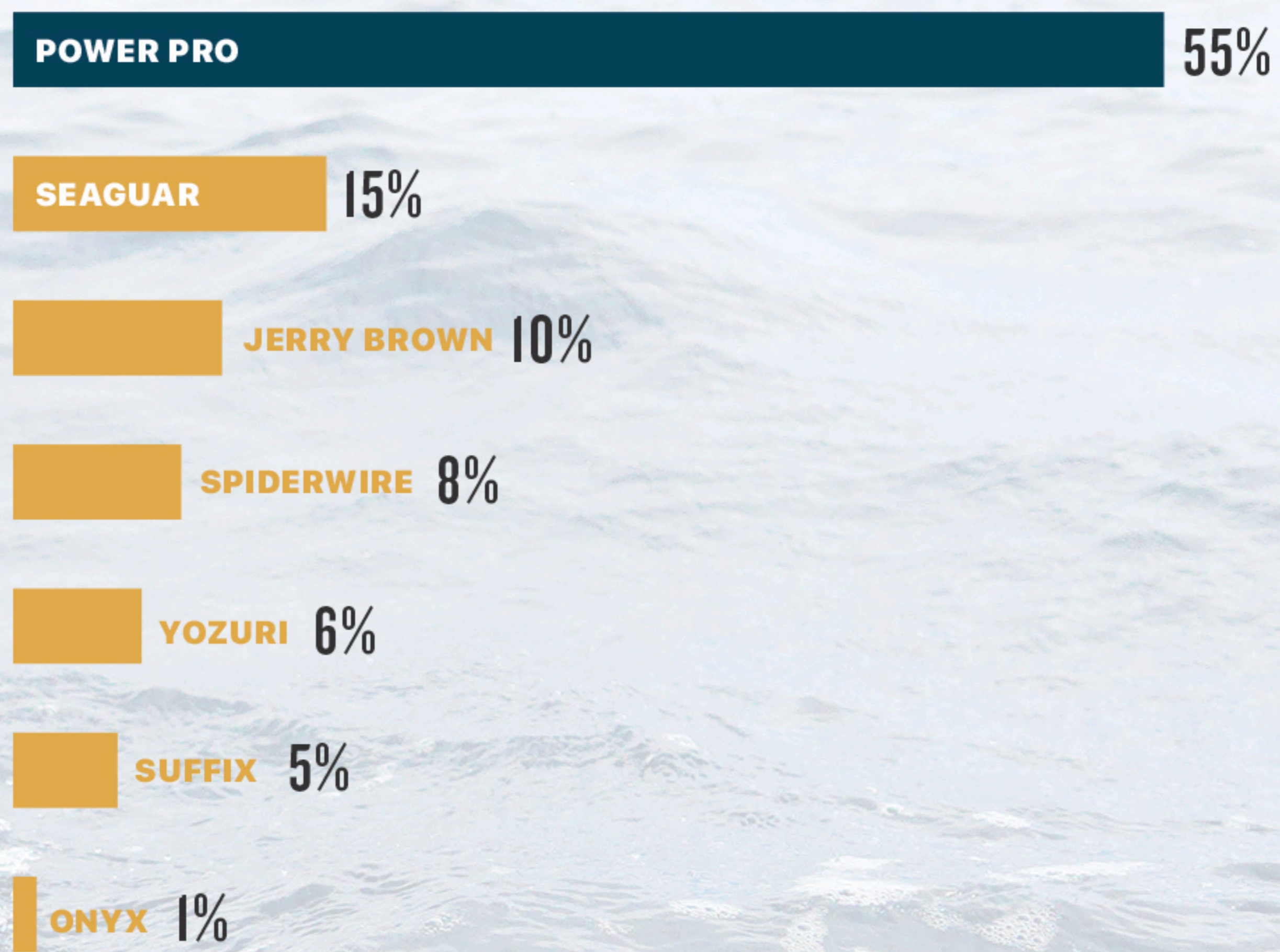
Braided backing

is the go-to setup for

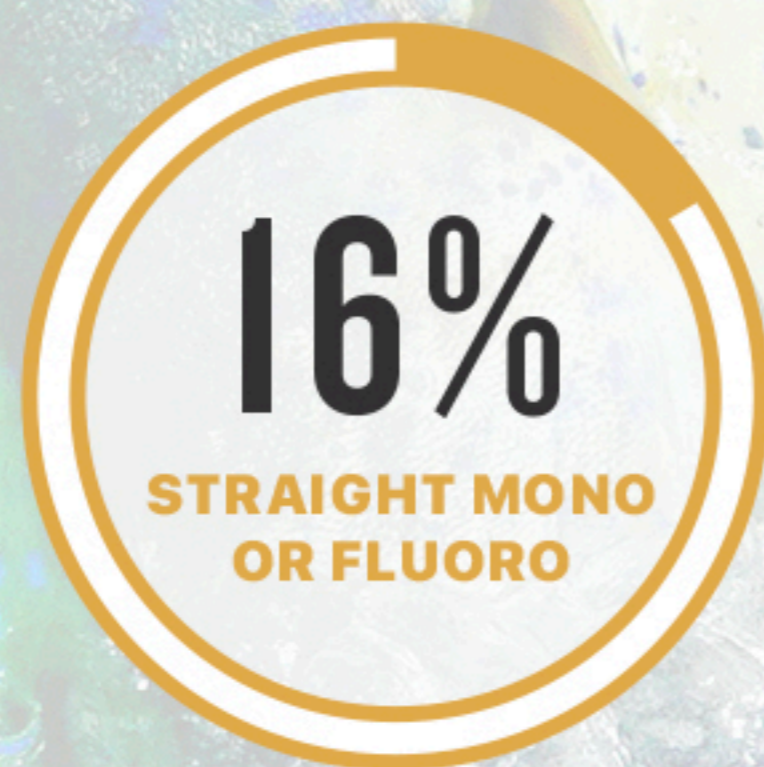
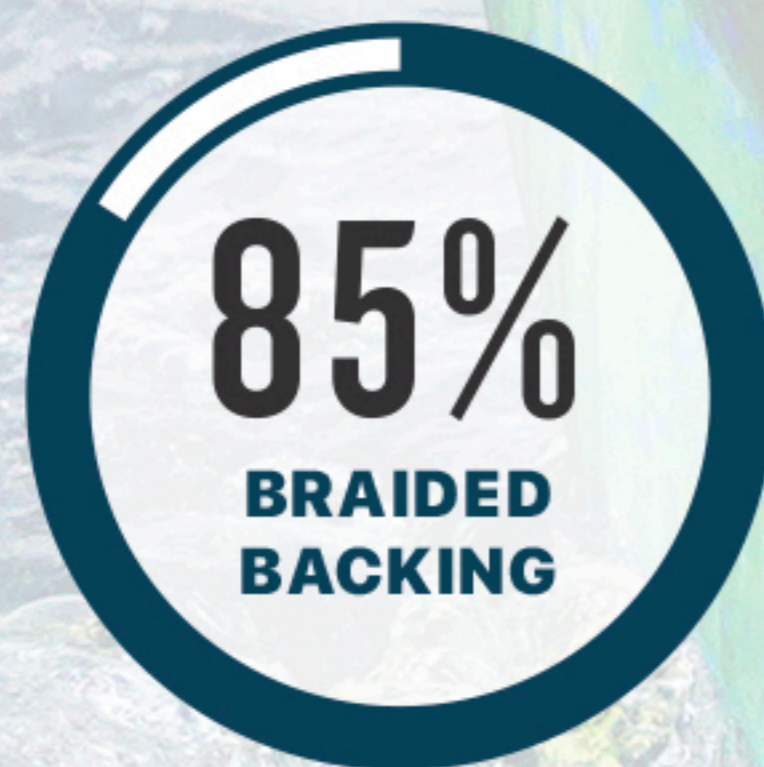
81% of offshore anglers, and
Power Pro

is by far the most-preferred brand of braided line.

WHAT IS YOUR PREFERRED BRAIDED LINE BRAND?



FOR OFFSHORE FISHING, DO YOU USUALLY USE A BRAIDED LINE BACKING ON YOUR REELS, OR FISH STRAIGHT MONOFILAMENT/FLUOROCARBON?



LINE PREFERENCES



WHAT IS YOUR PREFERRED MONO BRAND?

39%

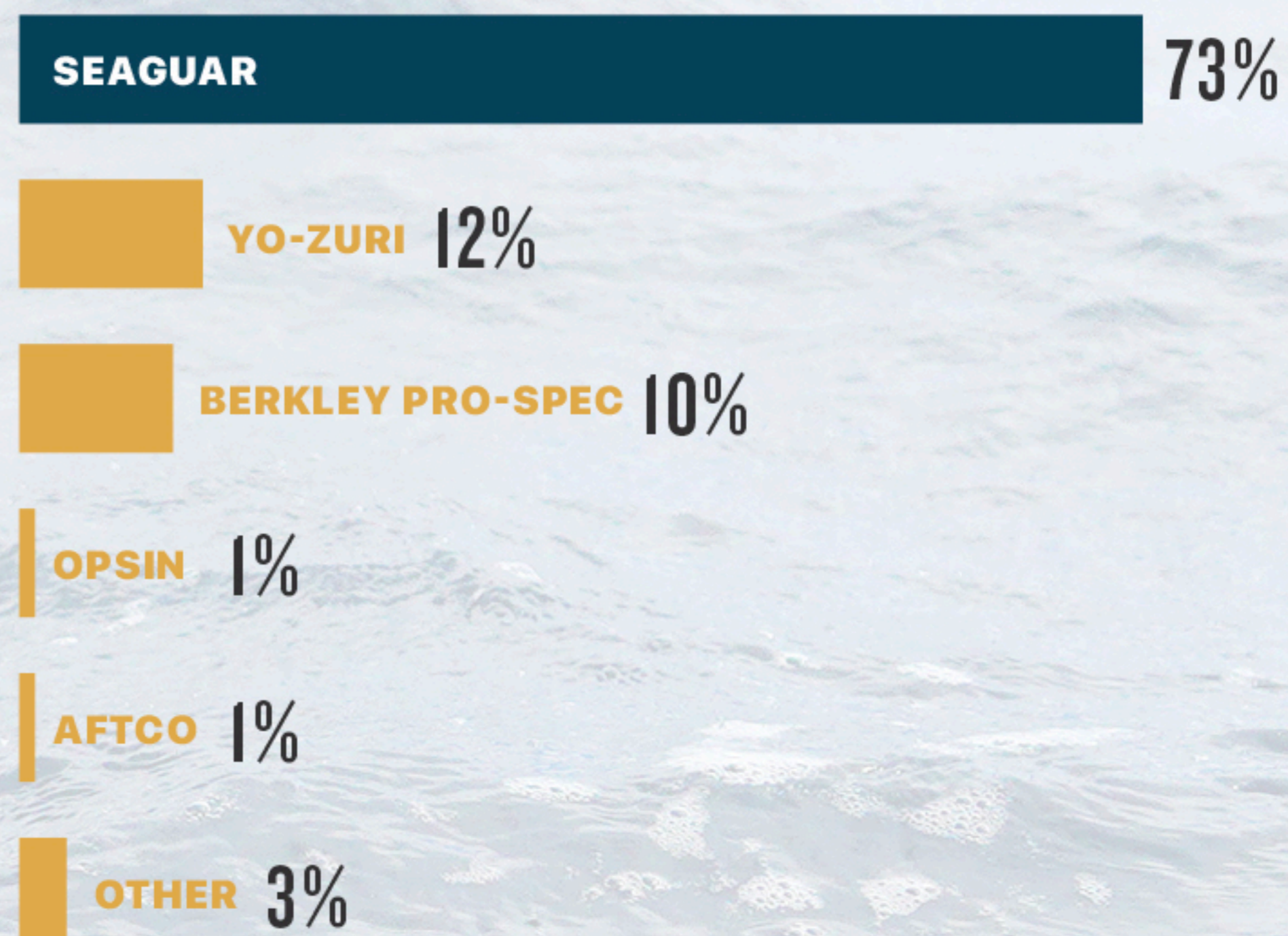
prefer Izorline Mono.

73%

prefer Seaguar fluoro.



WHAT IS YOUR PREFERRED FLUORO BRAND?



DRAG



2 out of every **3**
offshore anglers prefer lever
drags over star drags.



**DO YOU PREFER LEVER DRAGS OR
STAR DRAGS FOR OFFSHORE FISHING?**

70%
LEVER DRAG

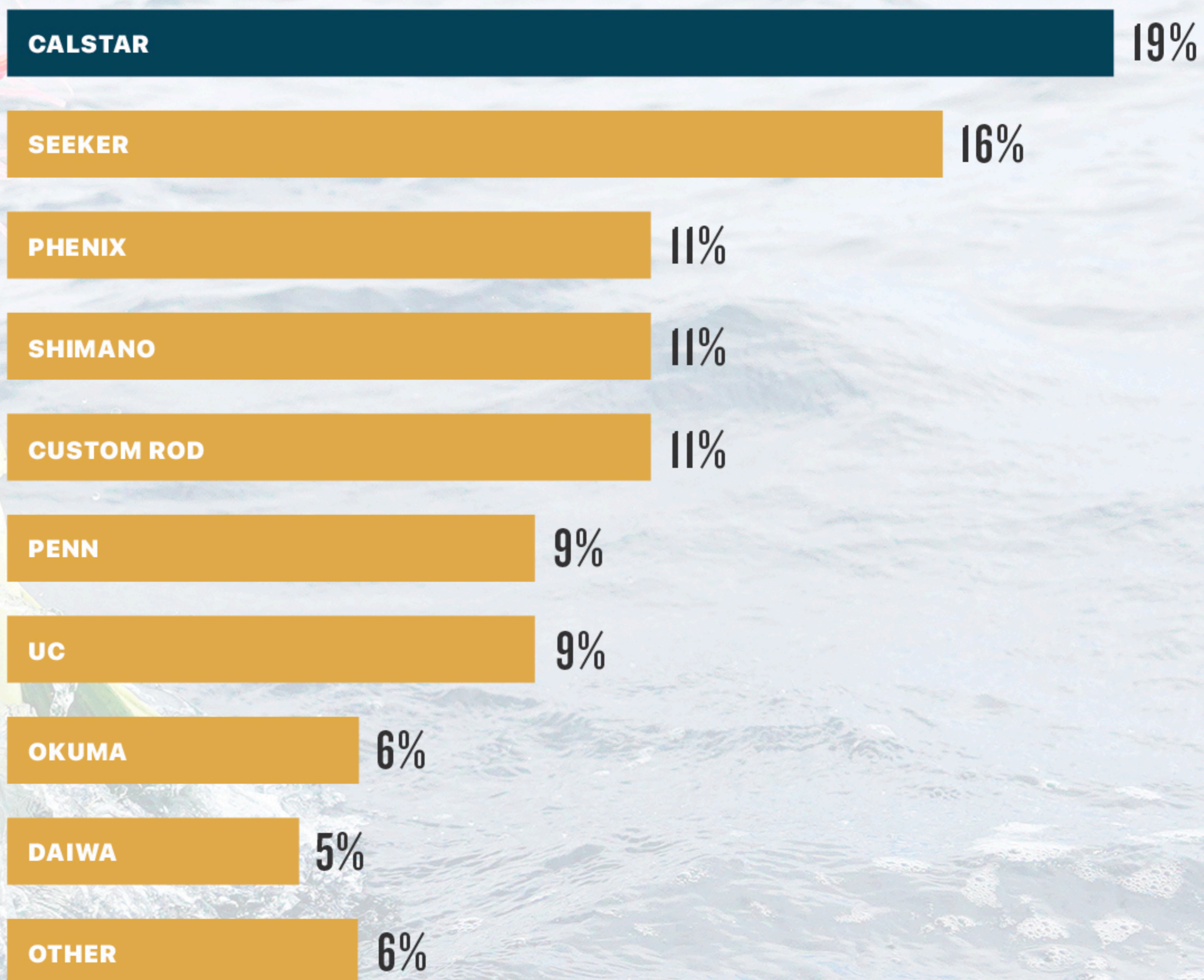
21%
STAR DRAG

9%
NOT SURE

ROD BRANDS



WHAT IS YOUR PREFERRED ROD BRAND WHEN FISHING OFFSHORE?



Calstar and Seeker are the most preferred rod brands for offshore fishing.



This is where we thrive.