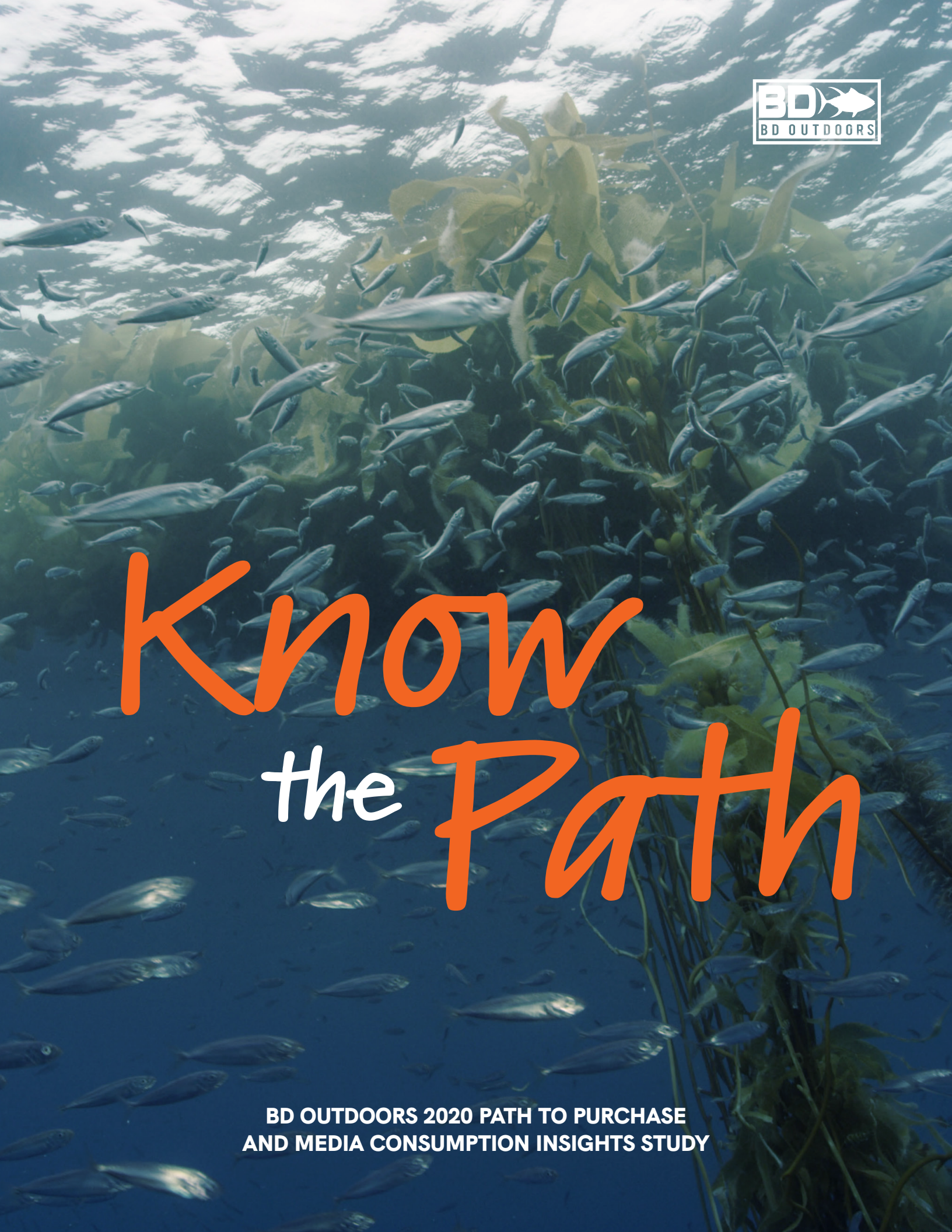


Know the Path

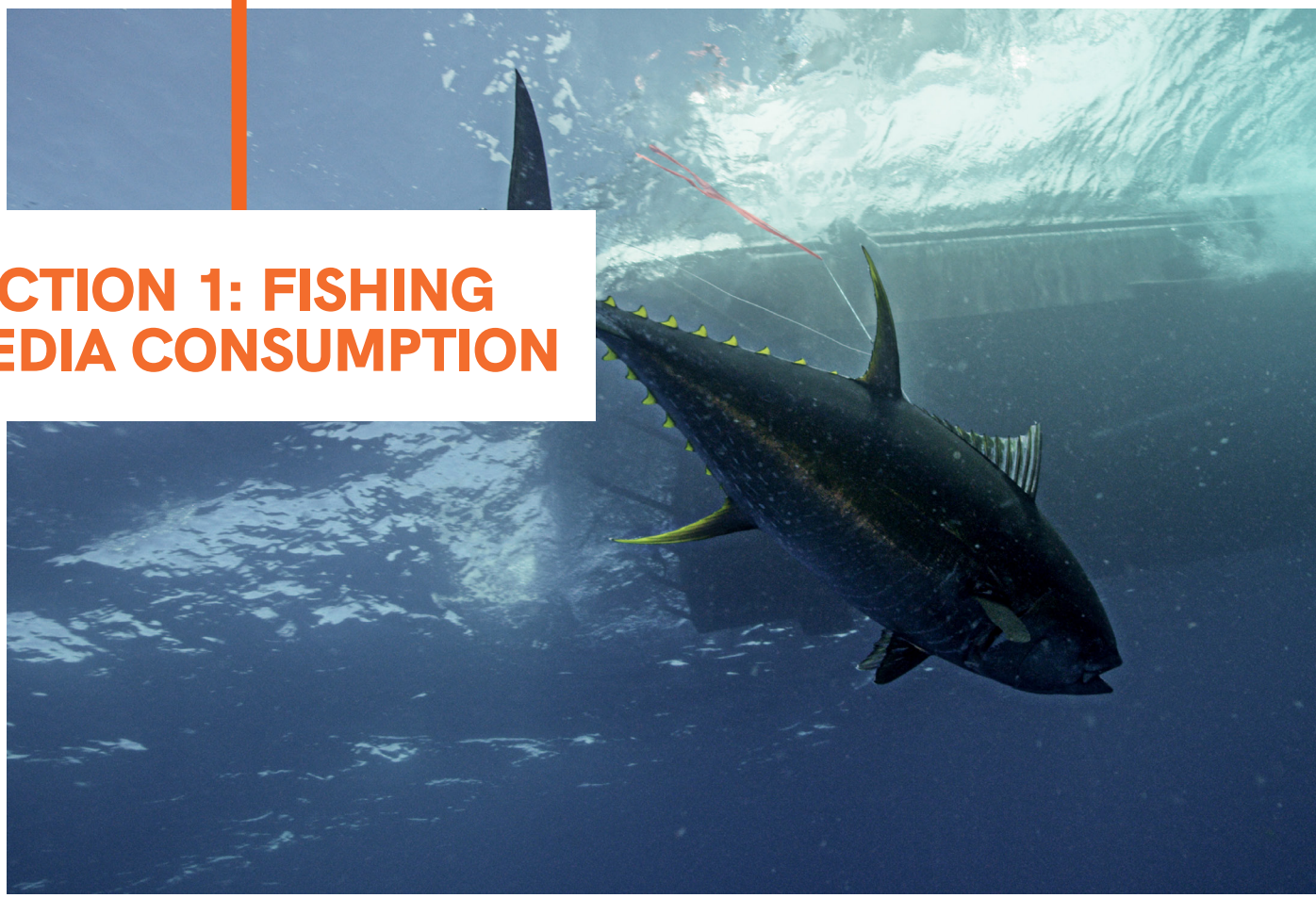
BD OUTDOORS 2020 PATH TO PURCHASE AND MEDIA CONSUMPTION INSIGHTS STUDY



STUDY OVERVIEW

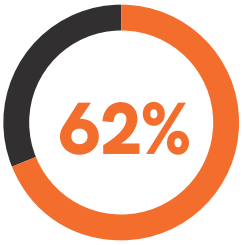
Pandemic or not, saltwater anglers are still going fishing. Even amid the COVID-19 crisis and looming economic recession, the global sportfishing equipment market is projected to grow by $2.7 Billion. The U.S. sportfishing equipment market is estimated at $4.2 Billion in 2020. With the goal of informing fishing industry brands and stakeholders who want to effectively reach and engage consumers in this growing market, BDOutdoors ran a study to gain a deeper understanding of media consumption and path-to-purchase habits among saltwater anglers.

On July 29, 2020, we offered a survey on social media and to our BDOutdoors community. More than 1,400 responses were collected over the course of six days. Respondents were incentivized to complete the survey with a chance to win a $200 prize package.



SECTION 1: FISHING MEDIA CONSUMPTION

Saltwater anglers consume a lot of fishing content.



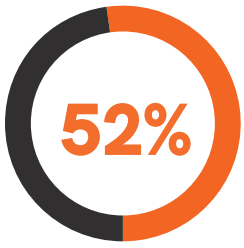
of saltwater anglers consume fishing media content **DAILY.**

The most popular time of day for saltwater anglers to consume fishing content is in the evening (6pm-midnight)

48 PERCENT

consumption during this time.

Among saltwater anglers, only



still use cable or satellite for TV access

17 PERCENT Roku

15 PERCENT Amazon Firestick

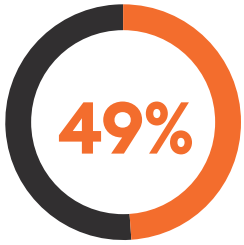
10 PERCENT Apple TV

The most commonly-used devices for consuming fishing media content are

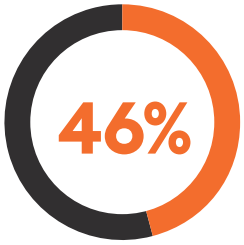
mobile devices **28 PERCENT,** laptop computers **19 PERCENT,** and TV **19 PERCENT**

WHEN IT COMES TO FISHING MEDIA, DIGITAL IS KING.

The most common daily use types of media for fishing content by far are social media and fishing websites.



social media



fishing websites

While there are slightly more daily users of social media than fishing websites, there are more regular users overall of websites



26 PERCENT

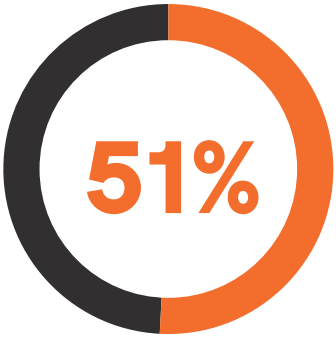
of saltwater anglers indicate they rarely/never use social media, whereas only 3% rarely/never use websites.

In other words, 97% of saltwater anglers visit fishing websites monthly or more.

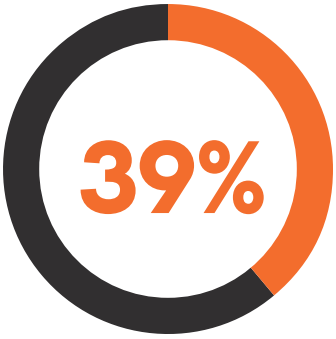
Without exception, digital media is strongly preferred over traditional media among saltwater anglers, and this is becoming more pronounced over time.

The most-visited fishing websites are Bdoutdoors.com, thehulltruth.com, and sportfishingmag.com.

Consumption of digital fishing media is trending upward—significant increases in consumption have occurred even over the last six months.



have increased usage of social media for fishing content over the past six months



have increased visits to fishing websites over the past six months



NOT ONLY IS DIGITAL MEDIA THRIVING, BUT USAGE OF TRADITIONAL MEDIA FOR FISHING CONTENT IS DWINDLING.

Fishing magazines have shown the largest decrease in consumption than any other fishing media over the past six months.

22 PERCENT
greater decrease

Only 8 Percent of saltwater anglers consume fishing media in print format.

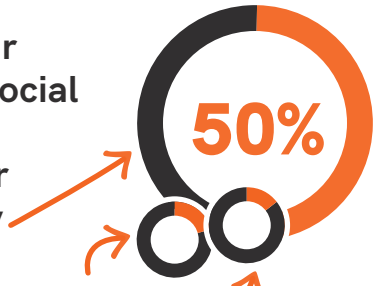
8 PERCENT
consume fishing magazines

Consumption of fishing content on traditional TV has remained stable over the past six months, but still lags far behind social media and fishing websites in terms of frequency of usage **(ONLY 12% WATCH FISHING CONTENT ON TV DAILY).**



Social media is huge among saltwater anglers, and fishing influencers are becoming widely followed.

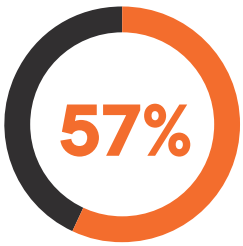
YouTube is by far the most-used social media platform among saltwater anglers, used by



Facebook **(USED BY 26%)** and Instagram **(USED BY 17%)** are the only other social media platforms that are commonly used for fishing content.

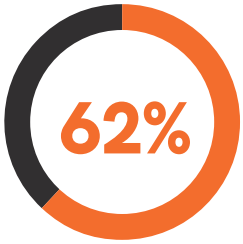
While social media influencers may not be as prominent in the fishing world as they are in other industries s (e.g. tech, fashion/ beauty, travel, etc.), a considerable portion of saltwater anglers (40%) indicate they follow fishing influencers on social media.

Not only do many saltwater anglers follow influencers,



of those who follow influencers pay attention to which boating and fishing brands influencers are using.

More common than following influencers is following fishing brands on social media



of saltwater anglers follow fishing brands on social media.



SECTION 2: FISHING GEAR PATH-TO-PURCHASE



SHOPPING HABITS

Where does the customer journey begin? When considering buying new fishing gear, the most-common first steps are doing research on fishing websites and getting advice from friends.

In the same way they are committed to their craft, saltwater anglers are committed to staying up to date with their gear and equipment.



56 PERCENT
of anglers purchase fishing gear at least once a month

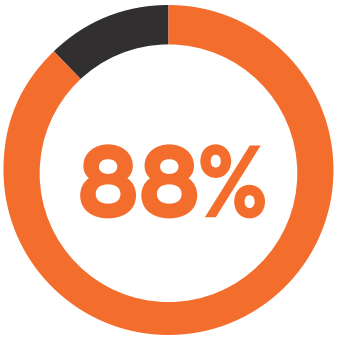


20 PERCENT
purchase fishing gear weekly.

This high frequency of purchasing puts many anglers in a nearly perpetual purchasing state of mind, where they are constantly primed to take in information that might influence their next purchase decision.

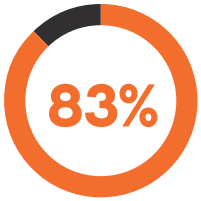
Like anyone else, saltwater anglers love a good deal. 63 PERCENT of anglers use coupon/promo codes sometimes, always, or often when purchasing fishing gear. Only 10 PERCENT never use coupons or promo codes.

CALCULATED DECISION-MAKERS



of saltwater anglers make decisions about which brand they are going to buy before the time of purchase. **ONLY 12%** make decisions at time of purchase.

When it comes to fishing gear, saltwater anglers like to be informed.



"often" or "always" do research before purchasing fishing gear.

Saltwater anglers can be broken up relatively evenly into three main archetypes based on the amount of product research they do prior to buying fishing gear:



28 PERCENT
Heavy researchers, need 1-4 weeks to do research on gear

36 PERCENT
Moderate researcher, need a week or less to do research on gear

36 PERCENT
Fast researchers, finish product research more quickly (1-2 days)

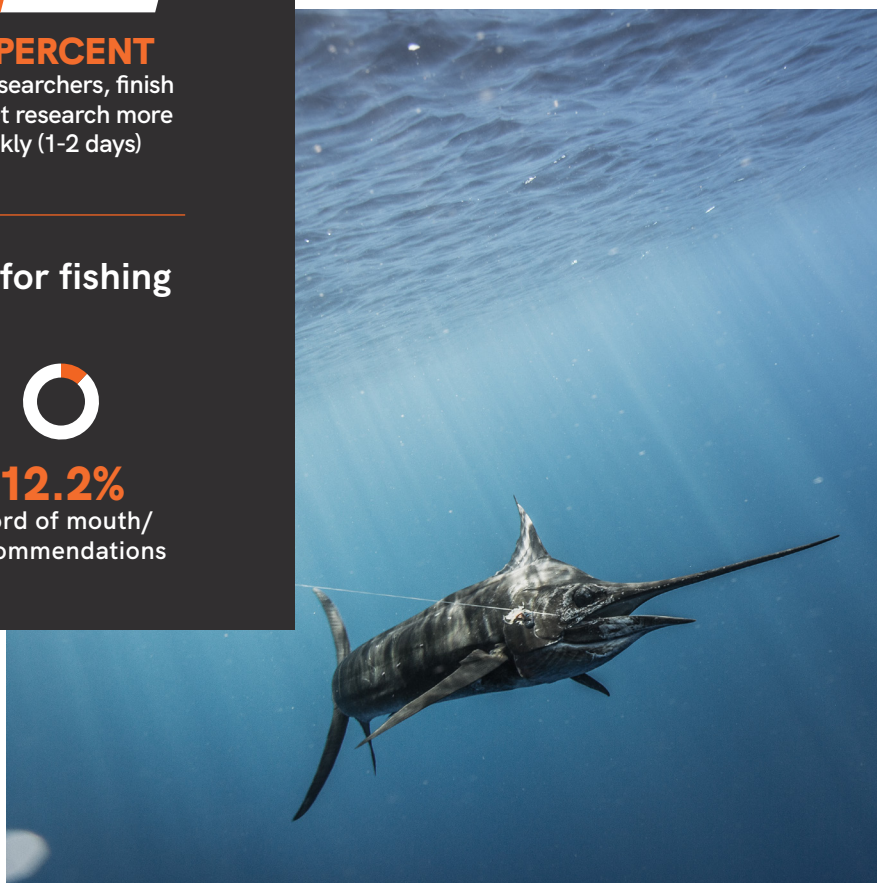
The most commonly-used resources for fishing gear research are:



19%
discussion forums

14%
blogs/written reviews

12.2%
word of mouth/ recommendations



ONLINE SHOPPING IS ON THE RISE

Compared to other product categories, fishing gear is about middle-of-the pack in terms of frequency of online versus in-store shopping.

Among saltwater anglers,



purchase equally online and in-store



purchase most or all of their fishing gear purchasing in-store



purchase most or all of their fishing gear online

While these figures may seem to suggest that saltwater anglers prefer to purchase gear in-store, it is important to consider how the breakdown of online vs. in-store purchasing behaviors compare to those of other product categories.

At one end of the spectrum are the online-heavy product categories: financial services (47% PURCHASE ONLINE), TV/ video devices (46% PURCHASE ONLINE), and computing (41% PURCHASE ONLINE) which show the strongest preference for online purchasing.

And on the other end of the spectrum are the in-store-heavy product categories: household cleaning (84% PURCHASE IN-STORE), package food and beverages (84% PURCHASE IN-STORE), and healthcare products (73% PURCHASE IN-STORE).

The future of shopping is online, and this applies to fishing gear too.



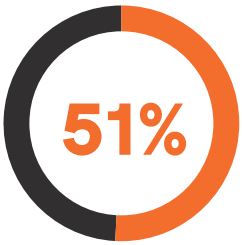
50 PERCENT
of saltwater anglers report doing less in-store shopping now than a year ago



54 PERCENT
are shopping more online now than a year ago.

Of course, this may be partially attributable to the COVID pandemic, but the trend toward online shopping was already in motion long before COVID-19 became a factor.

Looking more closely at where anglers like to shop:



When it comes to in-store, local bait and tackle shops are by far the most common purchase point.

Online fishing gear purchases are distributed a bit more evenly across multiple types of sources. **28 PERCENT** of saltwater anglers buy from Amazon and large online fishing retailers (e.g. Tackle Direct, Melton Tackle), and **20 PERCENT** buy from major sports retailer websites (e.g. Cabela's, Dick's). A considerable portion of anglers **(13 PERCENT)** also buy directly from fishing brand websites.



BRAND LOYALTY AND DISCOVERY

As mentioned earlier, most saltwater anglers make decisions about fishing gear prior to arriving at their point of purchase.

Brand loyalty is likely a contributing factor here. Some saltwater anglers who are dedicated to a certain brand don't even need to bother evaluating any technical specs, or pros and cons when purchasing a new product. They already know they're going with their favorite brand.

Saltwater anglers are evenly split in terms of openness to new brands vs. loyalty to familiar brands. **52 PERCENT** usually or always prefer to buy from familiar brands, whereas **48 PERCENT** are usually or always willing to buy from new or unfamiliar brands.



TAKEAWAYS AND CONCLUSIONS

Digital fishing media has usurped traditional fishing media, and may soon be the only relevant fishing media.

- Social media and fishing websites are the most commonly used types of fishing media by a wide margin. Their usage is increasing, while usage of traditional media for fishing content is decreasing.
- Only 8% of anglers read print fishing media, and fishing TV has 25% as many daily consumers as fishing websites and fishing social media content.
- Fishing magazines were one of the least common ways in which people discover new fishing brands.
- A fishing brands ability to effectively reach saltwater anglers is significantly limited with traditional media, especially print. Not only does the future point toward digital, but the present does too.

With 56% of saltwater anglers purchasing fishing gear once a month or more, that's a whole lot of fishing gear purchases. The high purchase frequency combined with the heavy amount of research put into each purchase creates a rapid-paced, seemingly perpetual purchase cycle. Many saltwater anglers are constantly in the process of making some sort of fishing gear purchase decision, and usually conduct the necessary research to make it an informed one. This highlights the importance of fishing brands being present with high frequency, across multiple marketing channels. Rather than appearing in the magazine that few people read and on very seldom occasions, it is crucial to be visible on the touchpoints that consumers engage with regularly, like social media and fishing websites. This increases the likelihood that your brand is top-of-mind during these virtually constant product research and decision stages. Other focal points for brands which have potentially even more direct impact on purchase decisions are discussion forums, blogs/reviews, and social media influencers.

Speaking of influencers, we at BDOutdoors expect fishing influencers to gain more prominence in the coming months and years. This projection is based on our first-hand research on saltwater anglers' media consumption behaviors, as well as more general consumer behavior trends that show a graviton toward digital media. It would not surprise us at all for saltwater anglers to increase from about 40% following social media influencers to well over 50% by 2021. This will be interesting area to follow up on with future research.



While it is extremely common for saltwater anglers to do product research prior to purchasing fishing gear, there is surprisingly little consensus in terms of which resources are used to conduct product research. Although discussion forums and blogs/reviews are the most commonly-utilized resources, no single resource is used by more than 19% of saltwater anglers. The infinite variety of ways in which people learn about products speaks to the infinitely complicated user journey that anglers go through prior to making a purchase. On the bright side, this long and winding journey creates a multitude of touchpoints and opportunities for engagement with an attentive and informed audience. The challenge for fishing brands is knowing precisely how, when, where to meet consumers on their journeys to effectively capture mindshare.

For brands who want to reach saltwater anglers, it is crucial to be part of the conversation—and for anglers, the conversation goes beyond social and digital media. Reading between the lines, a clear pattern emerged from this study: When it comes to fishing gear, anglers place most of their trust in other anglers. Discussion forums and word of mouth were top resources for conducting product research, and they are also the top ways in which anglers find out about new brands. Becoming part of this organic conversation among saltwater anglers offers potential for snowball-like, exponential growth of brand following and loyalty. If you get one angler to fall in love with your brand, ten more may follow.

While in-store shopping is still slightly more common than online shopping when it comes to fishing gear, online shopping is on the rise and cannot be ignored. While fishing stores, particularly local bait and tackle shops, will always have their place, it is clear that online shopping is the future, even for industries like fishing which call for a hands-on product experience. Online fishing gear shopping will only become increasingly more common, and brands who are not prepared for this shift will get left behind.

For more information on our study or on how BD can take your brand to our market, contact:
advertising@bdoutdoors.com

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