

# SAMPLE

## Monthly Angler Participation and Market Trends

**December and Annual 2012**

**Results of the AnglerSurvey.com<sup>®</sup>  
Online Consumer Panel Survey**



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## Introduction and Background

This report presents the results of the monthly AnglerSurvey.com<sup>®</sup> online consumer panel survey. This panel, composed of anglers across the U.S. who volunteered to participate, tracks monthly changes in angler participation.

To overcome biases common to online surveys, end results are weighted to reflect the true population of U.S. anglers. The weighting process is conducted each month to ensure each survey reflects the general angler population as accurately as possible. The percentage distributions shown for a month may not match those presented in the previous year's report. We are always improving the process of our analytical procedures and sampling weights to better represent sportsmen nationwide.

*PLEASE NOTE: The method of collecting survey data has changed beginning in 2012.*

Previously, we asked our angler panelists every month to report their participation and purchases during the prior month. In February 2012, we asked about fishing participation and purchases made in January 2012. Beginning in 2012, we survey panelists only every other month and ask about their participation and purchases during the prior two months. In March 2012, we surveyed panelists regarding their fishing participation and purchases in January and February 2012. This change addresses a couple of issues:

- 1) Panelist turn-over: Long-term participation by the same people improves the power of our database. By reducing the number of times we contact our panelists, we will increase the consistency of their participation in the survey over time.
- 2) Non-response gaps: When a panelist doesn't respond to our survey monthly, we don't know if they fished or purchased during that skipped month. More consistent survey participation by our panelists improves the accuracy and reliability of our results.

A note about statistical reliability. The tables in this report are based on responses from a nationwide sample of anglers who complete our surveys. As a result, the reported percentages in the tables are subject to sampling variability, often called the "margin of error". This is typically presented as +/- some percentage to indicate the range of values that includes the true percentage in the total population of all anglers. Because the margin of error is determined by the reported percentage and the size of the sample on which it is based, the margin of error will be different for each table in the report. For that reason, we include "N=" at the bottom of each table to denote the sample size on which the table is based and as a general indication of statistical reliability.

As a general rule, results based on a sample with fewer than thirty respondents should be viewed with caution because the margin of error is likely to be sufficiently large that there are no real differences between the percentages in most categories in the table. This is mostly likely to occur with the monthly estimates where the sample sizes for some purchases are small. For tables with N=100, the margin of error is no worse than +/-9.8%. For tables with N=500, the margin of error is no worse than +/-4.4%. For tables with N=2,000, the margin of error is no worse than +/-2.2%.

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## Highlights from December 2012

The December 2012 survey is based on usable responses from anglers across the U.S. This analysis presents the highlights and compares the results to the survey the full year 2012 (Annual 2012), from last two months one year ago (Dec 2011), and the full year 2011 (Annual 2011).

Below are brief summaries of the highlights within the survey. Extensive details are provided in the pages that follow. Please note that while a static picture of the results for a given month provides good insights, comparing results from one month to another provides a better picture of industry trends and changes. The percentages reported here reflect the percent of anglers who reported buying a product in the category or participating in the type of activity specified.

### Fishing Activities

- \_\_\_% participants fished less in 2012 than expected
- In 2012, \_\_\_% participants plan on purchasing lures
- \_\_\_% freshwater fished last two months
- \_\_\_% saltwater fished last two months

#### Of those that went freshwater fishing:

- \_\_\_% fished with artificial baits
- \_\_\_% fished for largemouth or spotted bass
- \_\_\_% fished from land, pier, dock or wading
- \_\_\_% fished 1 to 2 days last two months

#### Of those that went saltwater fishing:

- \_\_\_% fished with artificial baits
- \_\_\_% fished for Redfish, red drum, channel bass
- \_\_\_% fished from a powerboat
- \_\_\_% fished 1 to 2 days last two months

### All Purchases

- \_\_\_% of those surveyed made equipment purchases last two months
- The most frequently purchased type of fishing equipment purchased was lures (\_\_\_%)

### Fishing Rods

- Top brand of rod: \_\_\_\_\_ (\_\_\_%)
- Most purchased from: \_\_\_\_\_ (\_\_\_%)

### Fishing Reels

- Top brand of reel: \_\_\_\_\_ (\_\_\_%)
- Most purchased from: \_\_\_\_\_ stores (\_\_\_%)

### Fishing Combos

- Top brand of combo: \_\_\_\_\_ (\_\_\_%)
- Most purchased from: \_\_\_\_\_ (\_\_\_%)

### Fishing Line

- Type most purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand of line: \_\_\_\_\_ (\_\_\_%)
- Most purchased from: \_\_\_\_\_ (\_\_\_%)

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- Type most purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand of hard bait: \_\_\_\_\_ (\_\_\_%)
- Most hard baits purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of soft bait: \_\_\_\_\_ (\_\_\_%)
- Most soft baits purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of spinner bait: \_\_\_\_\_ (\_\_\_%)
- Most spinner baits purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of jig: \_\_\_\_\_ (\_\_\_%)
- Most JIGs purchased from: \_\_\_\_\_ (\_\_\_%)
- Type live bait most purchased: \_\_\_\_\_ (\_\_\_%)
- Most live bait purchased from: \_\_\_\_\_ (\_\_\_%)

#### **Terminal Tackle**

- Type most purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand of hooks: \_\_\_\_\_ (\_\_\_%)
- Most hooks purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of sinkers: \_\_\_\_\_ (\_\_\_%)
- Most sinkers purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of swivels: \_\_\_\_\_ (\_\_\_%)
- Most swivels purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of rigs: \_\_\_\_\_ (\_\_\_%)
- Most rigs purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of bobbers: \_\_\_\_\_ (\_\_\_%)
- Most bobbers purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of leaders: \_\_\_\_\_ (\_\_\_%)
- Most leaders purchased from: \_\_\_\_\_ (\_\_\_%)

#### **Fly Fishing**

- Type most purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand of fly rod: \_\_\_\_\_ (\_\_\_%)
- Most fly rods purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of flyfishing line: \_\_\_\_\_ (\_\_\_%)
- Most flyfishing lines purchased from: \_\_\_\_\_ (\_\_\_%)
- Top type of flies purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand of flies: \_\_\_\_\_ (\_\_\_%)
- Most flies purchased from: \_\_\_\_\_ (\_\_\_%)

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- Top brand of flyfishing leaders: \_\_\_\_\_ (\_\_\_%)
- Most flyfishing leaders purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of fly tippets: \_\_\_\_\_ (\_\_\_%)
- Most fly tippets purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand for fly tying material: \_\_\_\_\_ (\_\_\_%)
- Most fly tying material purchases from: \_\_\_\_\_ (\_\_\_%)

#### **Fishing Electronics**

- Type most purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand of fish finder or sonar: \_\_\_\_\_ (\_\_\_%)
- Most fish finder or sonars purchased from: \_\_\_\_\_ (\_\_\_%)

#### **Ice-Fishing**

- Type most purchased: \_\_\_\_\_
- Top brand of lures: \_\_\_\_\_ (\_\_\_%)
- Most lures purchased from: \_\_\_\_\_ (\_\_\_%)

#### **Fishing Apparel**

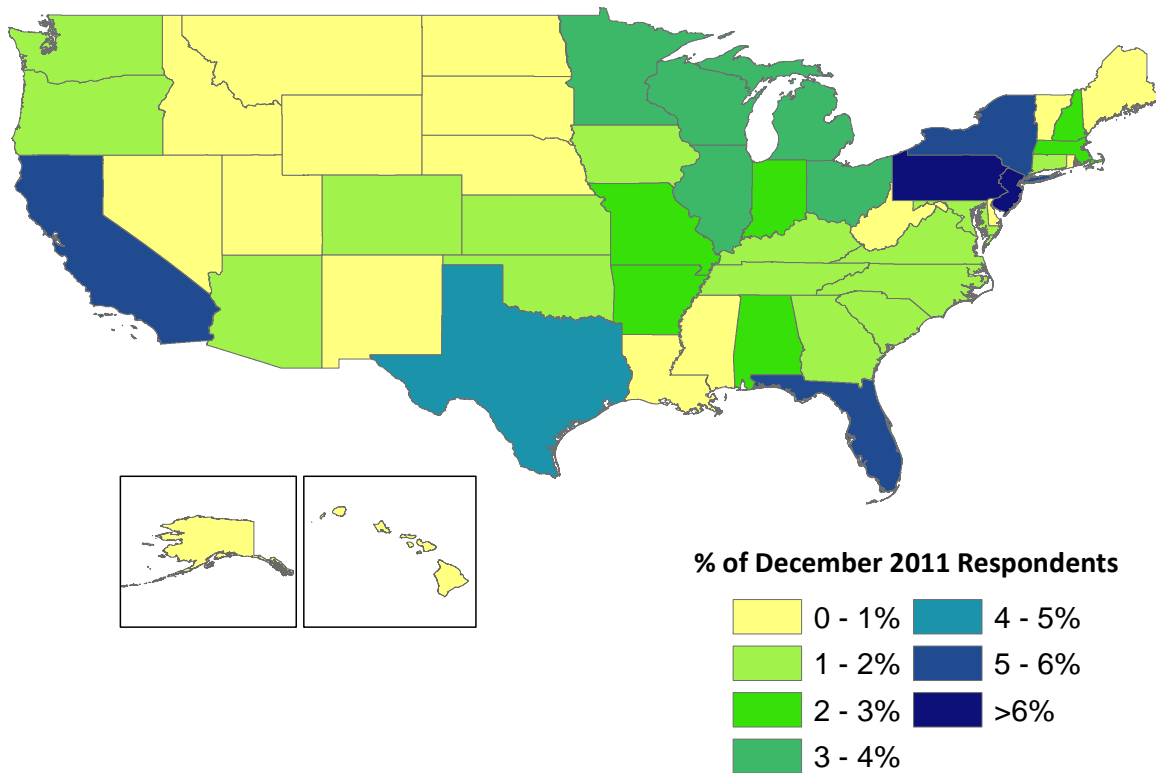
- Type most purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand shirts, pants, jackets: \_\_\_\_\_ (\_\_\_%)
- Most shirts, pants, jackets purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of hat: \_\_\_\_\_ (\_\_\_%)
- Most hats purchased from: \_\_\_\_\_ (\_\_\_%)

#### **Other Fishing Equipment**

- Type most purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand of tackle box: \_\_\_\_\_ (\_\_\_%)
- Most tackle boxes purchased from: \_\_\_\_\_ (\_\_\_%)
- Fishing hook sharpeners, removers, or pliers purchased from: \_\_\_\_\_ (\_\_\_%)

### Participation by State

## Distribution of December 2011 Angler Survey Respondents



## Survey Statistics

Number of Observations (completed surveys)  
Number of Usable Observations  
C.I. = +/- 3.0 percentage points at the 95% confidence level

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## Monthly Question Results

The results of the monthly general interest and conservation questions are presented below. These questions vary every month. The monthly questions cover topics of trends, special interest, current legal, environmental, or conservation issues.

### In 2012, did you fish:

	Percent
More	
Less	
About what you expected when the year began	
Total	

Number of responses to this question

### In 2012, do you plan on purchasing any of the following fishing products?

	Percent
Fishing Rods	
Fishing Reels	
Fishing Rod and Reel Combos	
Lures	
Fly-Fishing Gear	
Fishing Electronics	
Fishing Apparel	
Ice Fishing Equipment	
Boat	

Total

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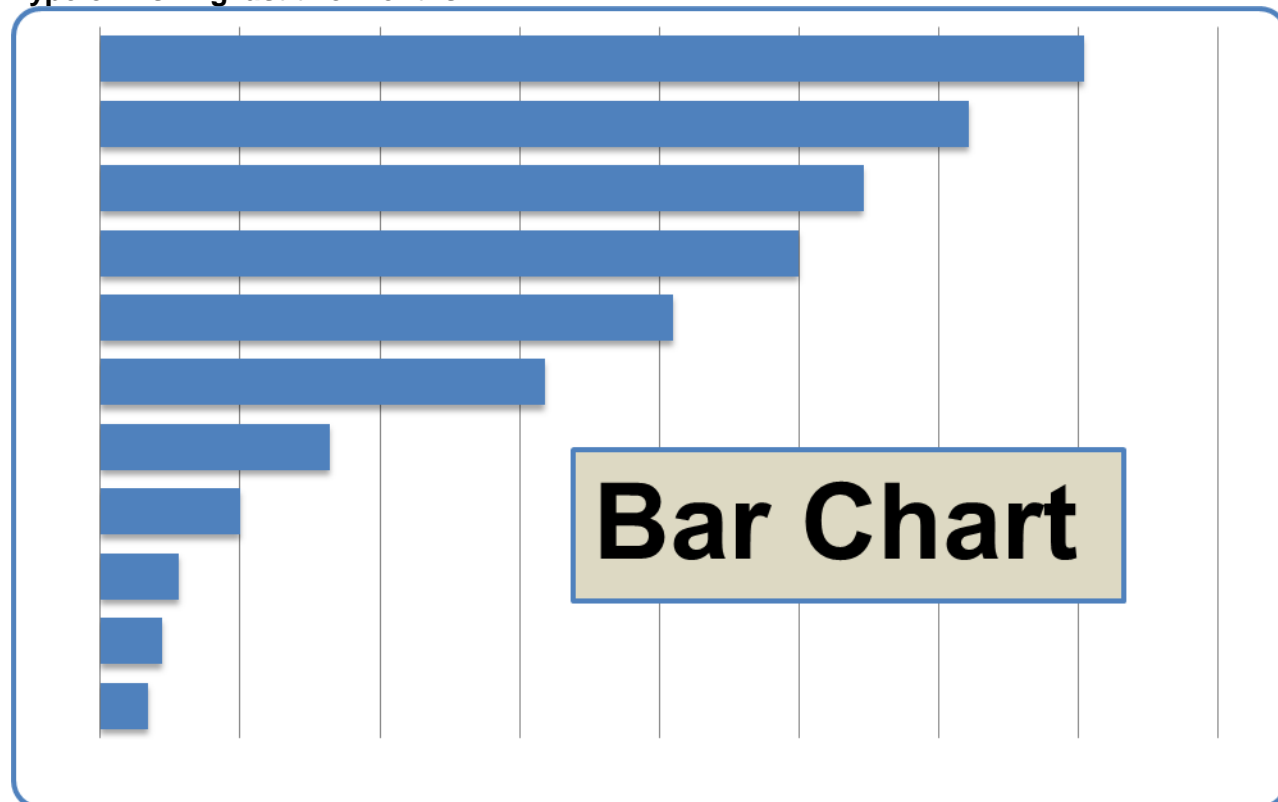
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## 2012 Annual Report Summary

In 2012, the Angler Survey received 32,665 complete survey responses. Of these, 29,495 were usable once the standard weighting scheme was applied. The following tables are summaries of the responses to key questions throughout the year. The report months provided are the months to which the questions are referring, not the month in which the response was received.

### Type of Fishing last two months



### Type of fishing by age

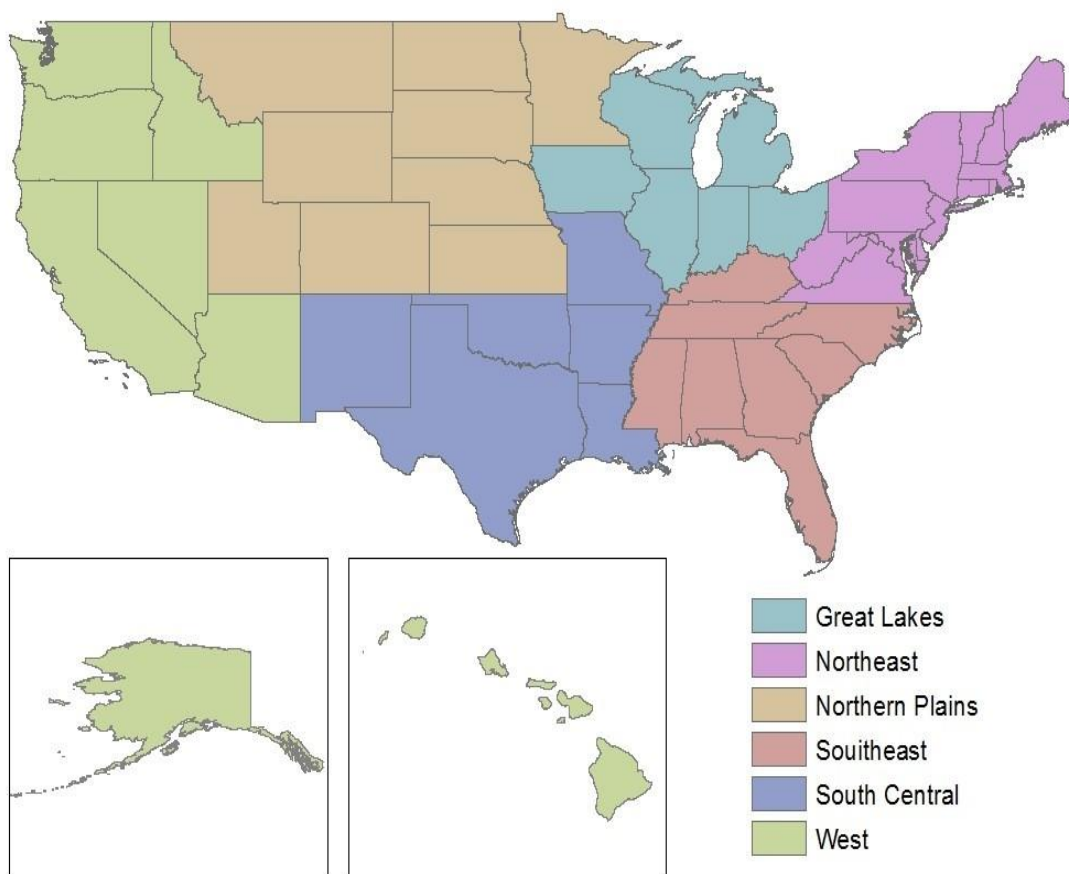
	Freshwater Only	Saltwater Only	Both Freshwater and Saltwater	Total
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				

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## Regions



## Type of fishing by region

	Freshwater Only	Saltwater Only	Both Freshwater and Saltwater	Total
Great Lake States				
Northeast States				
Northern Plains States				
South Central States				
Southeast States				
Western States				

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**Average number of days fishing last two months**

	Freshwater Fishing	Saltwater Fishing	Total
Jan '12			
Feb '12			
Mar '12			
Apr '12			
May '12			
Jun '12			
Jul '12			
Aug '12			
Sep '12			
Oct '12			
Nov '12			
Dec '12			

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**Methods of freshwater fishing used last two months**

	Fishing with dead bait	Fly fishing flies	Fishing with live bait	Fishing with artificial lures, except flies	Did not use bait	Other non- conventional baits	Other	Total
Jan '12								
Feb '12								
Mar '12								
Apr '12								
May '12								
Jun '12								
Jul '12								
Aug '12								
Sep '12								
Oct '12								
Nov '12								
Dec '12								

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**Where people freshwater fished last two months**

	Canoe	Kayak	Land, shore, beach, pier, dock, bridge, wading	Powerboat (including charter)	Boat (non-power)	Floating Tube	Ice	Other	Total
Jan '12									
Feb '12									
Mar '12									
Apr '12									
May '12									
Jun '12									
Jul '12									
Aug '12									
Sep '12									
Oct '12									
Nov '12									
Dec '12									

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**Methods of saltwater fishing used last two months**

	Fishing with dead bait	Fly fishing flies	Fishing with live bait	Fishing with artificial lures, except flies	Did not use bait	Other non- conventional baits	Other	Total
Jan '12								
Feb '12								
Mar '12								
Apr '12								
May '12								
Jun '12								
Jul '12								
Aug '12								
Sep '12								
Oct '12								
Nov '12								
Dec '12								

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**Where people saltwater fished last two months**

	Canoe	Kayak	Land, shore, beach, pier, dock, bridge, wading	Powerboat (incl. charter)	Boat (non-power)	Floating Tube	Ice	Other	Total
Jan '12									
Feb '12									
Mar '12									
Apr '12									
May '12									
Jun '12									
Jul '12									
Aug '12									
Sep '12									
Oct '12									
Nov '12									
Dec '12									

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**Have you purchased any fishing items this past month**

	Yes	No	Total
Jan '12			
Feb '12			
Mar '12			
Apr '12			
May '12			
Jun '12			
Jul '12			
Aug '12			
Sep '12			
Oct '12			
Nov '12			
Dec '12			

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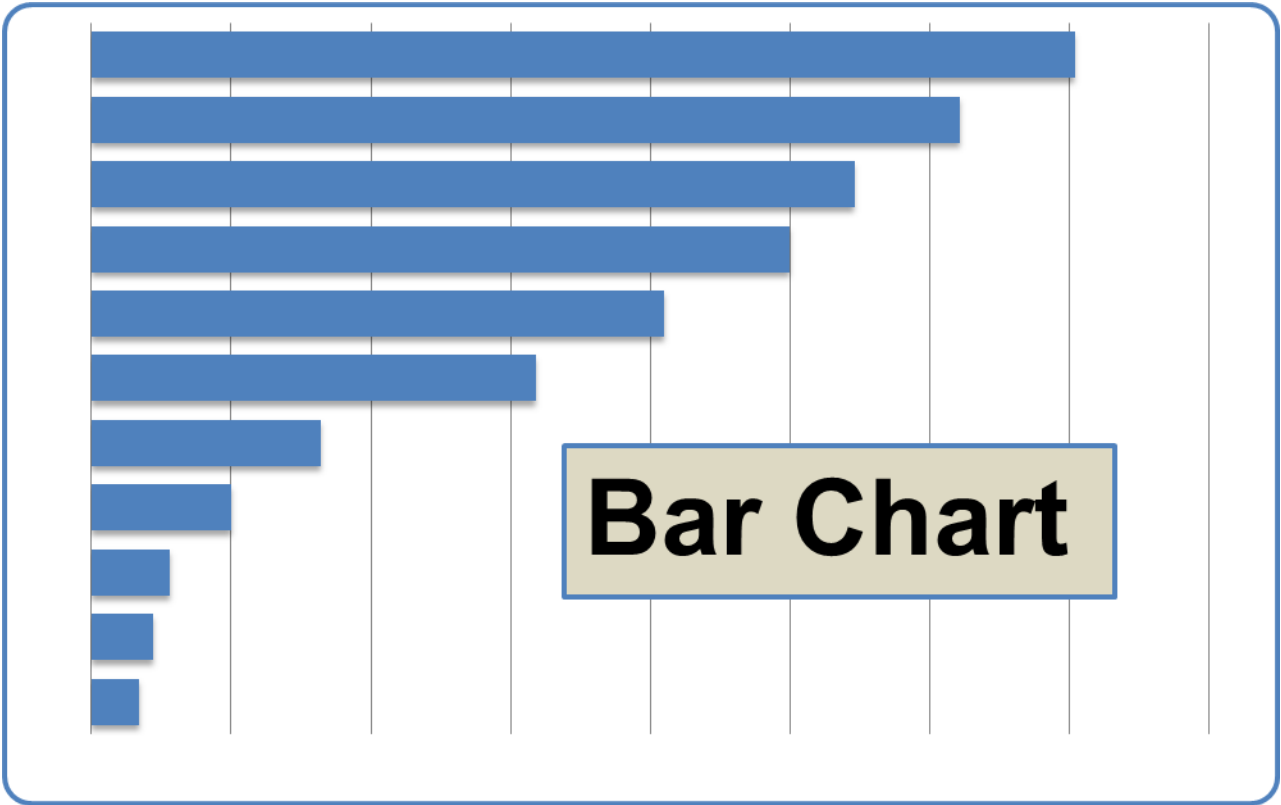


### Fishing equipment purchased last two months

	Jan '12	Feb '12	Mar '12	Apr '12	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12
Fishing apparel												
Combo (rod/reel)												
Fishing electronics (GPS, sonar, fish finders)												
Fly fishing tackle and accessories												
Ice fishing equipment												
Fishing line (not fly fishing)												
Lure (hard, soft, spinner, dough, jig - not fly fishing)												
Reel (not fly fishing)												
Rod (not fly fishing)												
Terminal tackle (hook, sinker, swivel, rig, bobber, leader)												
Other fishing equipment *												
I did not purchase anything												
Total												

\*including tackle box, landing nets, bait buckets, aerators, cast nets, scales, grips, measuring devices, knives, hook sharpeners, removers, pliers, stringers

What did you spend overall this past month on angling items?



## Summary of Survey Respondents for December 2012

### Age of Respondent

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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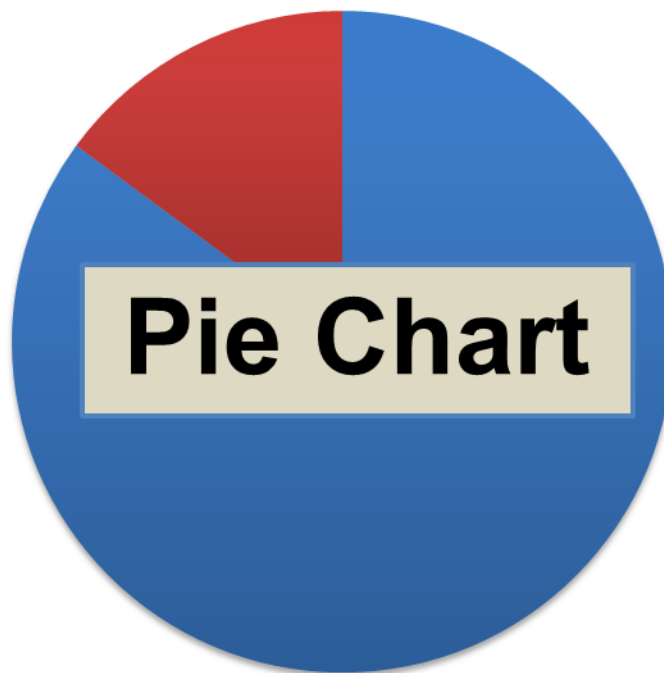
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**Did you freshwater fish this past month?**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Yes				
No				
Total				

**Did you saltwater fish this past month?**

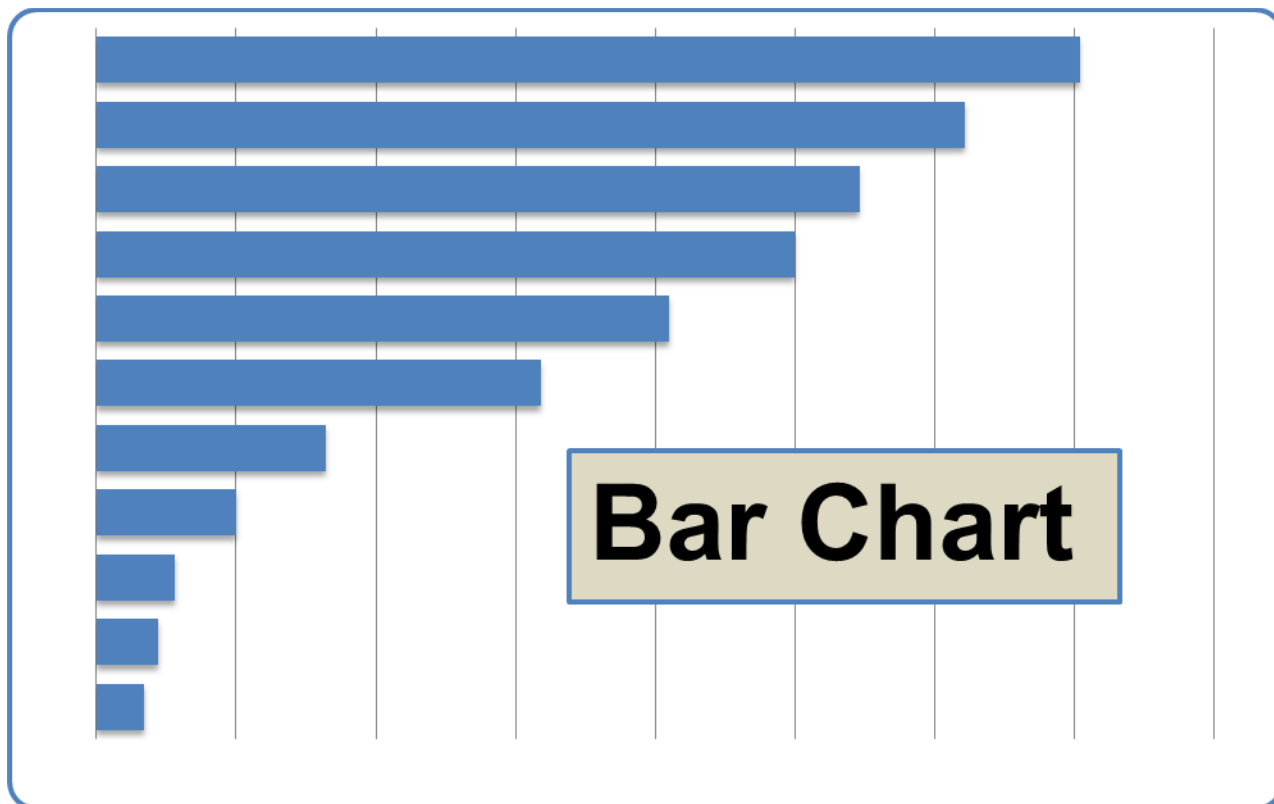
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Yes				
No				
Total				

**Where did you fish this past month?**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Freshwater Only				
Saltwater Only				
Both Freshwater and Saltwater				
Total				

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**Types of bait used when freshwater fishing by anglers last two months**

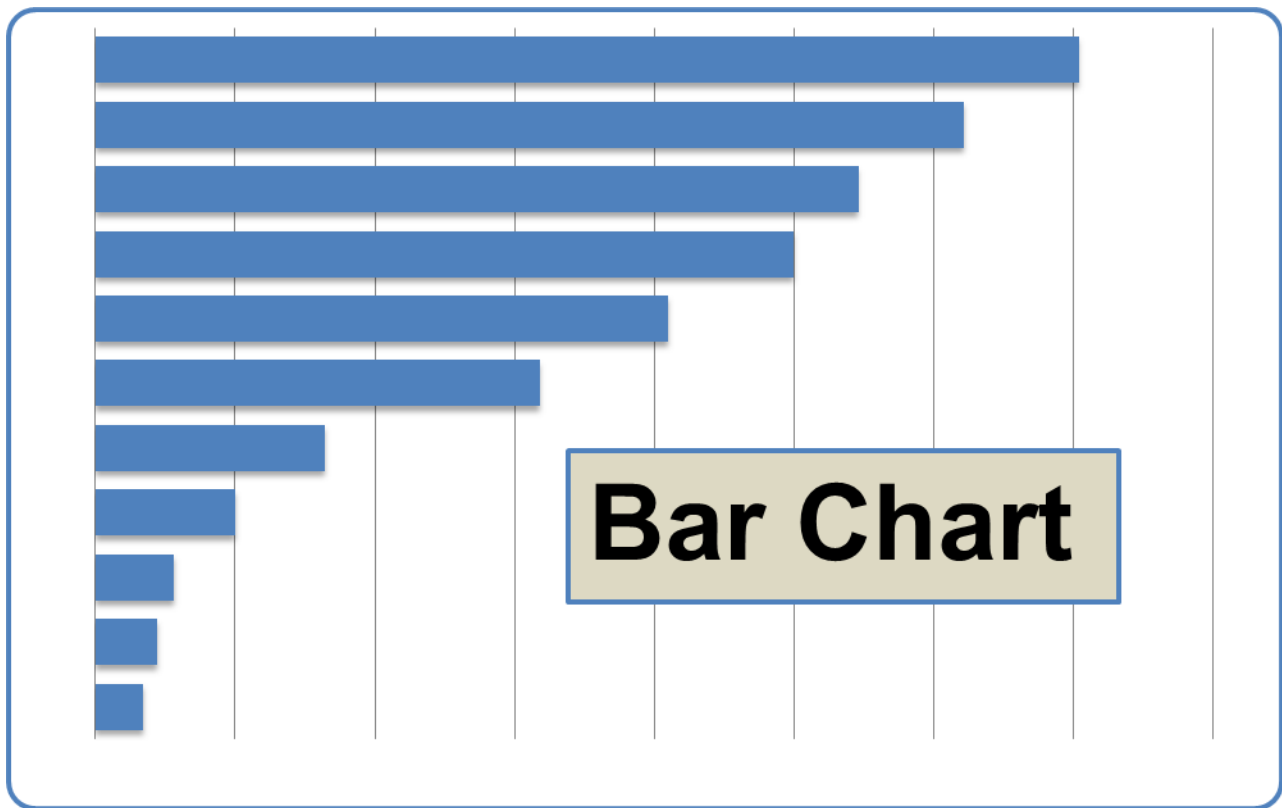
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing with dead bait (liver, fish eggs, cut fish, dead shrimp, etc, including all types of dough baits and other commercially prepared baits)				
Fly fishing flies				
Fishing with live bait				
Fishing with artificial baits, except flies (includes hardbaits, softbaits, jigs, and spinners)				
Did not use bait (bowfishing, spearfishing, noodling)				
Other non-conventional baits (including bread, corn, etc.)				
Other				
Total				

*Responses are multiple selection and can total over 100%*

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**Freshwater species targeted last two months by anglers**

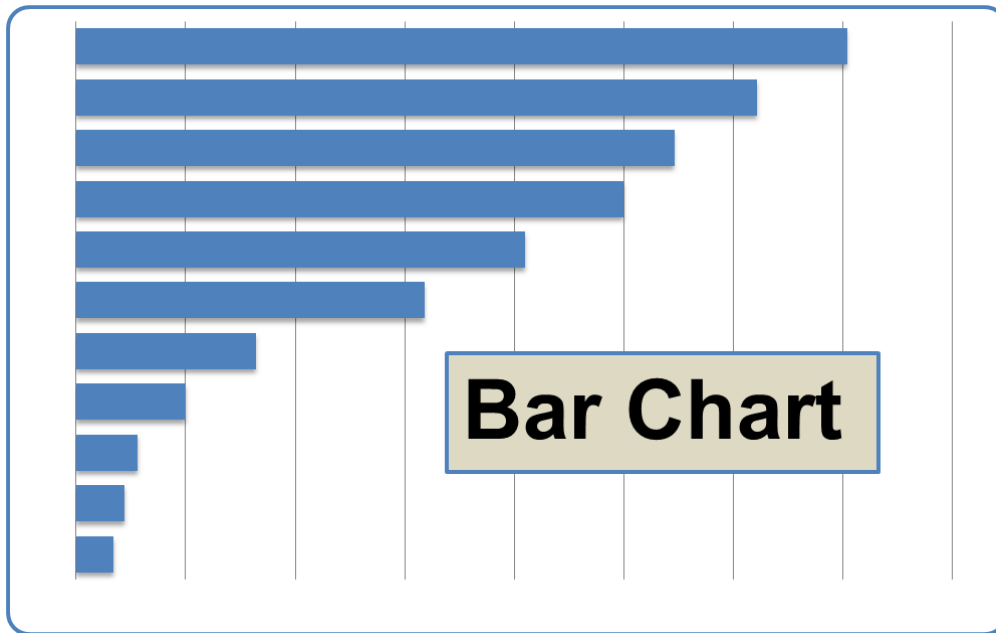
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Any freshwater fish that bites				
Carp				
Catfish				
Largemouth or spotted bass				
Panfish (crappie, perch, sunfish, bluegill/bream)				
Perch				
Pickerel, pike or muskie				
Salmon				
Saugeye				
Smallmouth bass				
Steelhead				
Striped bass (freshwater) or hybrid bass				
Sturgeon				
Trout				
Walleye				
White bass and sunshine bass				
Other fish				
No. I did not fish freshwater this past month				
Total				

*Responses are multiple selection and can total over 100%*

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#### Places from where freshwater anglers fished

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Canoe				
Kayak				
Land, shore, beach, pier, dock, bridge or wading				
Powerboat (including charter)				
Boat (non-power)				
Floating Tube				
Ice				
Other				
Total				

*Responses are multiple selection and can total over 100%*

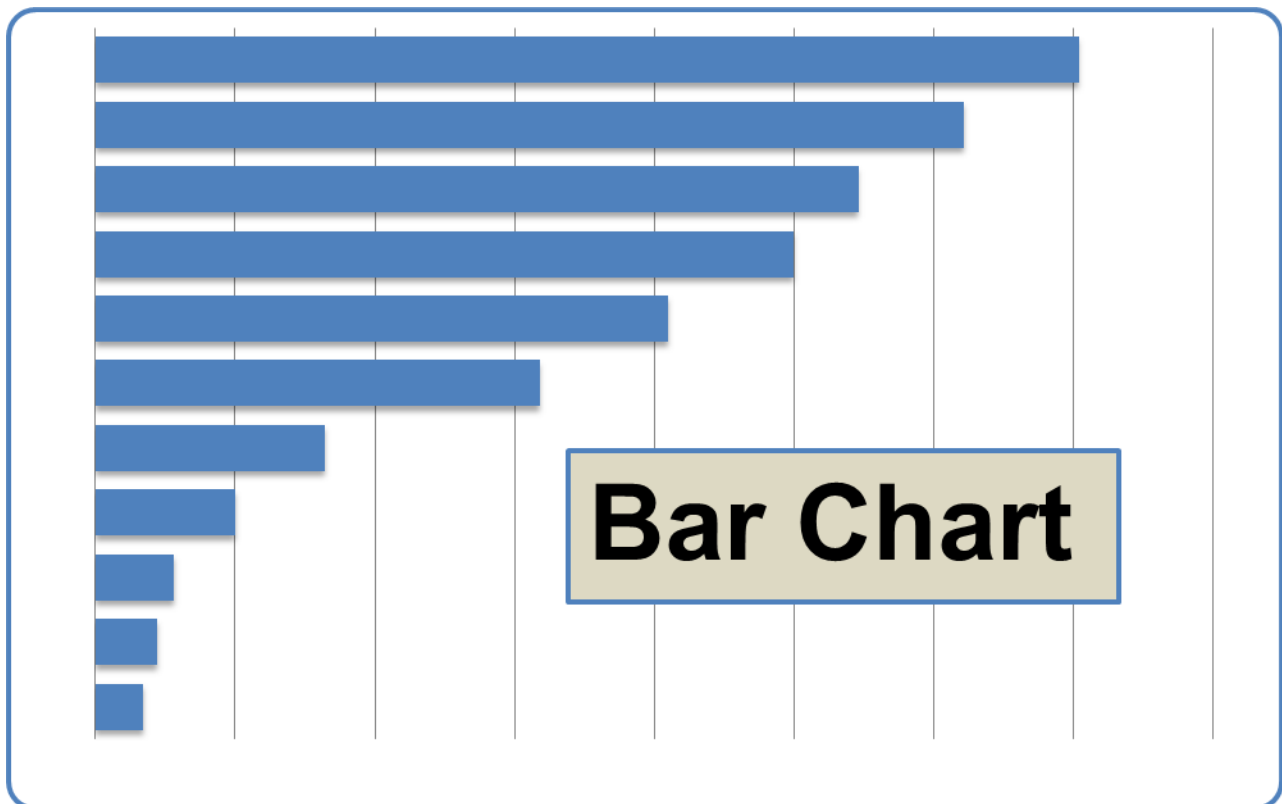
#### Days of fishing by freshwater anglers last two months

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 days				
1 or 2 days				
3 to 5 days				
6 to 10 days				
11 to 15 days				
16 to 20 days				
Over 20 days				
Total				

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**Types of bait used when saltwater fishing by anglers last two months**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing with dead bait				
Fly fishing flies				
Fishing with live bait				
Fishing with artificial baits, except flies (includes hard baits, soft baits, jigs and spinners)				
Did not use bait (bowfishing, spearfishing, noodling)				
Other non-conventional baits (including bread, corn, etc.)				
Other				
Total				

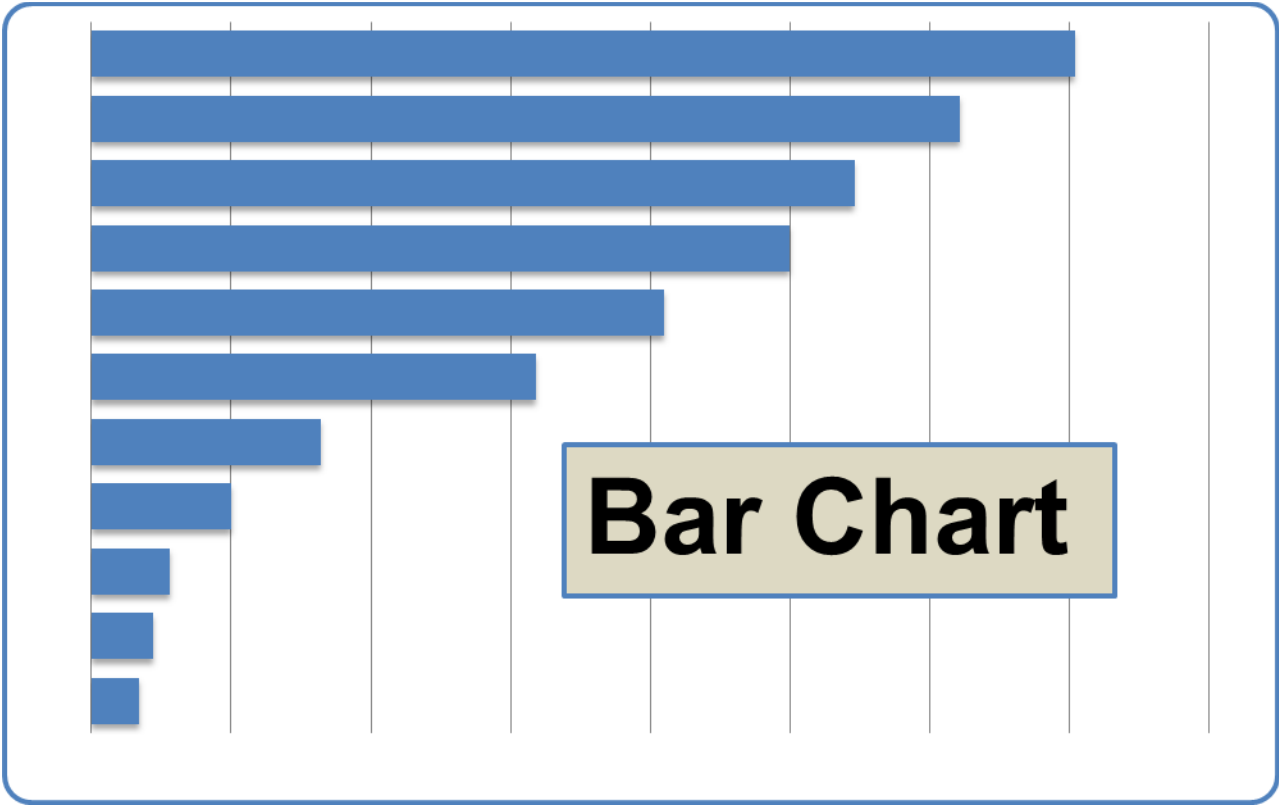
*Responses are multiple selection and can total over 100%*

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**Saltwater species targeted last two months by anglers**

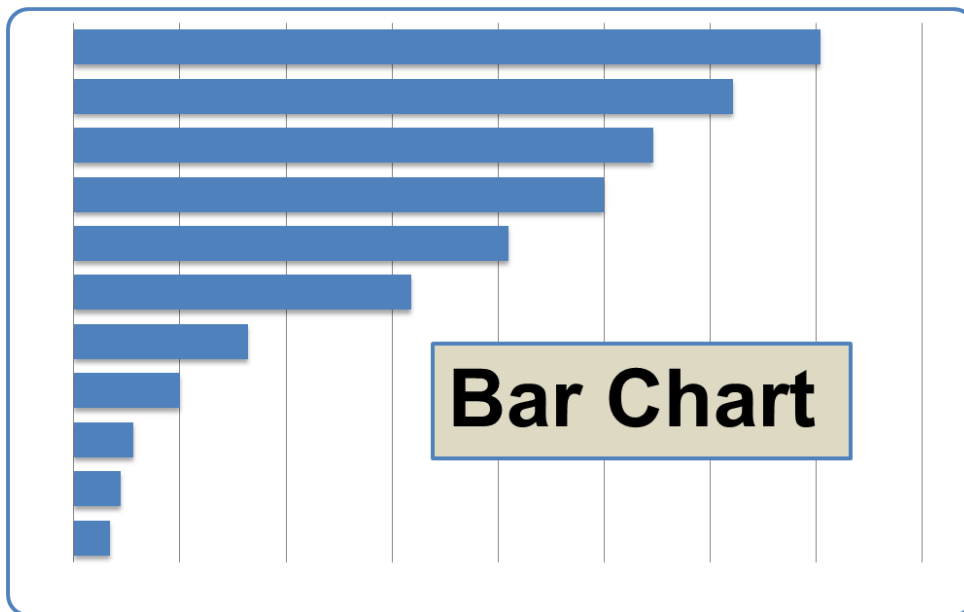
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Any saltwater fish that bites				
Billfish				
Bluefish				
Bonefish				
Bonito				
Calico bass				
Dolphin				
Flounder				
Halibut				
Ling cod				
Mackerel (king, spanish, boston, cero, etc)				
Other bass (Pacific coast only)				
Perch				
Permit				
Redfish, red drum, channel bass				
Rockfish (Pacific coast only)				
Salmon				
Shark				
Sheephead				
Grouper, snapper, sea bass				
Snook				
Sea perch (Pacific coast)				
Striped bass				
Sturgeon				
Tarpon				
Tautog (Blackfish)				
Tuna				
Whiting				
Spotted seatrout or weakfish				
Yellow tail				
Other fish				
No, I did not fish saltwater this past month				
Total				

*Responses are multiple selection and can total over 100%*

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#### Places from where saltwater anglers fished

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Canoe				
Kayak				
Land, shore, pier, beach, dock, bridge or wading				
Powerboat (including charter)				
Boat (non-power)				
Floating tube				
Ice				
Other				
Total				

*Responses are multiple selection and can total over 100%*

#### Days of fishing by saltwater anglers last two months

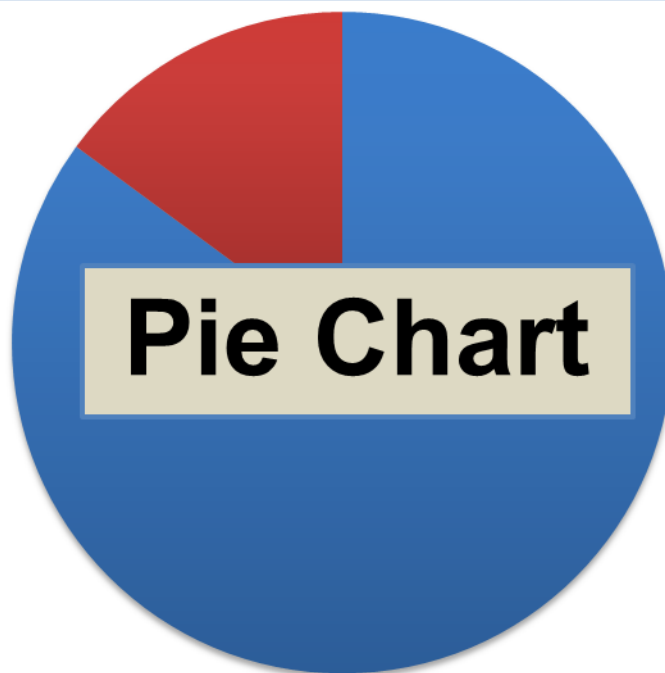
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 days				
1 or 2 days				
3 to 5 days				
6 to 10 days				
11 to 15 days				
16 to 20 days				
Over 20 days				
Total				

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## Purchases



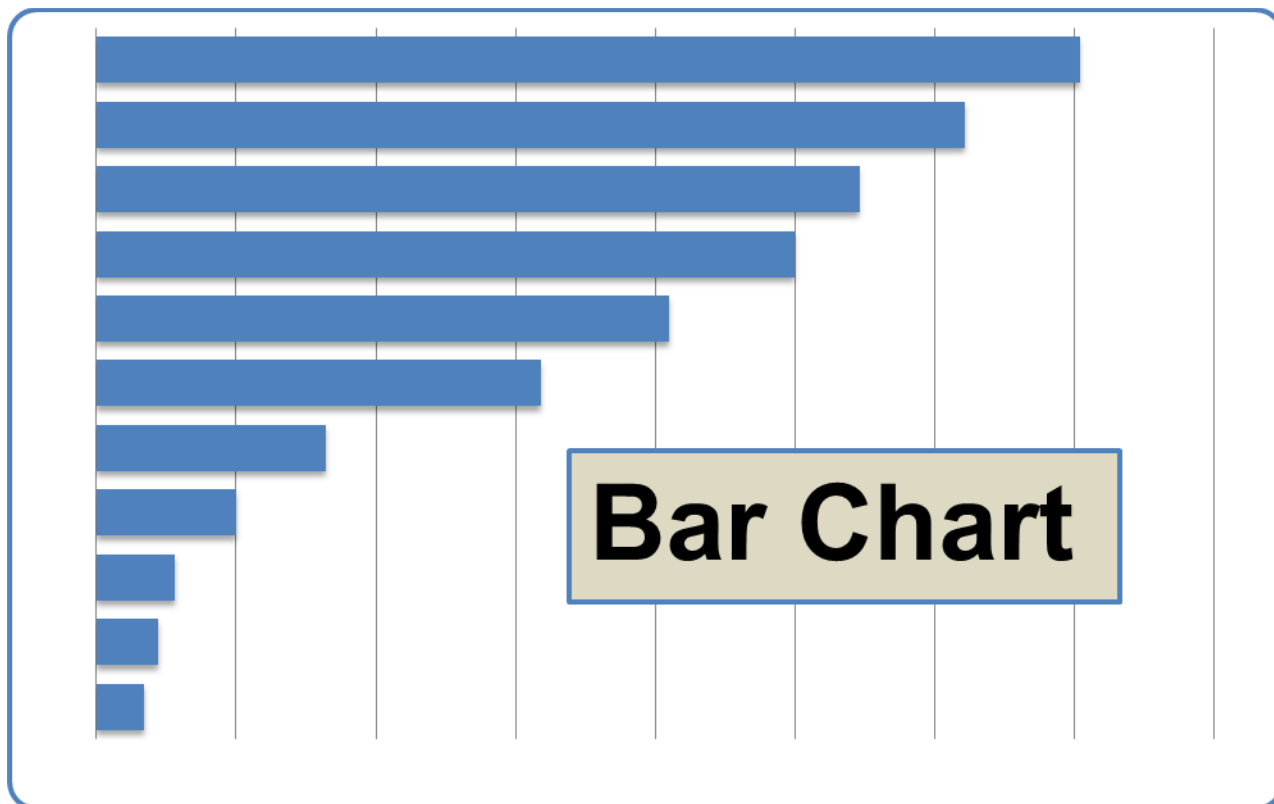
Did you purchase any fishing related items this past month for yourself, others, or as gifts?

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
No				
Yes				
Total				

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**Of those who purchased fishing equipment last two months, the following items were bought**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing apparel				
Combo (Rod/Reel)				
Fishing electronics (GPS, sonar, fish finders)				
Fly fishing tackle and accessories				
Ice fishing equipment				
Fishing line - not fly fishing				
Lure – (hard, soft, spinner, dough, jig - not fly fishing)				
Reel - not fly fishing				
Rod - not fly fishing				
Terminal tackle (hook, sinker, swivel, rig, bobber, leader)				
Other fishing equipment (trolling motor, tackle box, landing nets, bait buckets, aerators, cast nets, scales, grips, measuring devices, knives, hook sharpeners, removers, pliers, stringers)				
I did not purchase anything				
Total				

*Responses are multiple selection and can total over 100%*

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## Fishing Rods

### Age of Respondent

	Purchased Fishing Rods			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Fishing Rods			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

	Purchased Fishing Rods			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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**Brands of fishing RODS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Abu-Garcia				
All Star				
Alvey				
Bass Pro Shops brand				
Berkley (Lightning Rod, Series One, Cherrywood)				
Bimini Bay				
Browning				
Cabela's brand				
Daiwa				
E21				
Eagle Claw				
Falcon				
Fenwick				
G-Loomis				
Lamiglas				
Okuma				
Penn				
Quantum				
Rapala				
Sage				
Shakespeare (Ugly Stik, Prius, Sturdy Stik)				
Shimano				
South Bend				
St.Croix				
Star Rods				
Temple Fork				
Zebco				
Other private label store brands				
Not sure				
Other				
Skeet Reese				
Duckett				
Pflueger				
Kistler				
Wright-McGill				
Limit Creek Rods				
Tsunami				
Gander Mountain				
H20				
B-n-M				
Powell				
Cal Star				
Seeker Rods				
Storm				

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HML				
Hot Stix				
Riversider				
California				
Betts				
Rain Shadow				
Rouge				
Kencore				
PowerPlus				
Total				

**Cost of fishing RODS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$29.99				
\$30.00 to \$49.99				
\$50.00 to \$69.99				
\$70.00 to \$89.99				
\$90.00 to \$109.99				
\$110.00 to \$129.99				
\$130.00 to \$149.99				
\$150.00 to \$199.99				
\$200.00 to \$299.99				
\$300.00 and over				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where fishing RODS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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## Fishing Reels

### Age of Respondent

	Purchased Fishing Reels			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Fishing Reels			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

	Purchased Fishing Reels			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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**Brands of fishing REELS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Abu-Garcia				
Bass Pro Shops brand				
Browning				
Cabela's brand				
Daiwa				
Mitchell				
Okuma				
Penn				
Pflueger				
Quantum				
Rapala				
Ross Reels				
Shakespeare				
Shimano				
St. Croix				
Zebco				
Other				
Not sure				
Other private label store brands				
U.S. Reel				
Total				

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**Cost of fishing REELS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$29.99				
\$30.00 to \$49.99				
\$50.00 to \$69.99				
\$70.00 to \$89.99				
\$90.00 to \$109.99				
\$110.00 to \$129.99				
\$130.00 to \$149.99				
\$150.00 to \$199.99				
\$200.00 to \$299.99				
\$300.00 and over				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where fishing REELS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sam's Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**35**

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## Fishing Combos

### Age of Respondent

	Purchased Fishing Combos			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Fishing Combos			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

	Purchased Fishing Combos			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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**Brands of fishing COMBOS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Abu-Garcia				
All Star				
Bass Pro Shops brand				
Bill Dance				
Browning				
Cabela's brand				
Daiwa				
Fenwick				
Humminbird				
Mitchell				
Okuma				
Penn				
Pflueger				
Quantum				
Shakespeare				
Shimano				
St. Croix				
White River				
Zebco				
Other				
Not sure				
Other private label store brand				
Total				

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**Cost of fishing COMBOS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where fishing COMBOS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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## Fishing Line

### Age of Respondent

	Purchased FISHING LINE			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased FISHING LINE			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

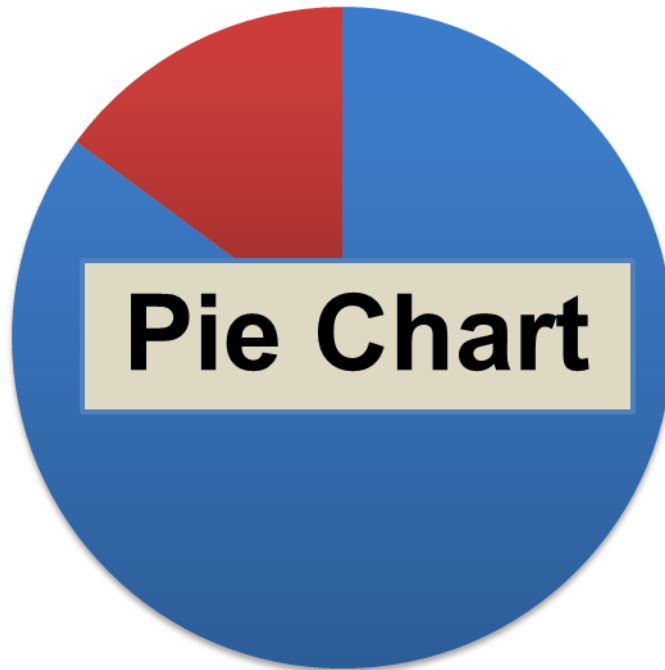
### Education Level

	Purchased FISHING LINE			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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**Of anglers who reported buying FISHING LINE last two months, they purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Monofilament				
Superline or Braid				
Fluorocarbon				
Other				
Not sure				
Total				

**Number of spools of LINE purchased by respondents**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 or more				
Total				

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**Brands of FISHING LINE purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Ande				
Berkley (not sure of specific brand)				
Cajun Red				
Cortland				
Gamma				
Hi-Seas				
Maxima				
P-Line				
PowerPro				
Rapala				
Rio				
Seaguar				
Scientific Angler				
Silver Thread				
Spiderwire				
Stren				
Sufix				
TripleFish				
Yo-Zuri				
Not sure				
Other				
Zebco				
Berkley Trilene				
Berkley Fireline				
Berkley Big Game				
Berkley Vanish				
Total				

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**Cost of FISHING LINE purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$2.99				
\$3.00 to \$4.99				
\$5.00 to \$6.99				
\$7.00 to \$8.99				
\$9.00 to \$10.99				
\$11.00 to \$12.99				
\$13.00 to \$14.99				
\$15.00 to \$17.99				
\$18.00 to \$19.99				
\$20.00 to \$29.99				
Over \$30.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FISHING LINE was purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**42**

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## Fishing Lures

### Age of Respondent

	Purchased Fishing lures			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Fishing lures			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

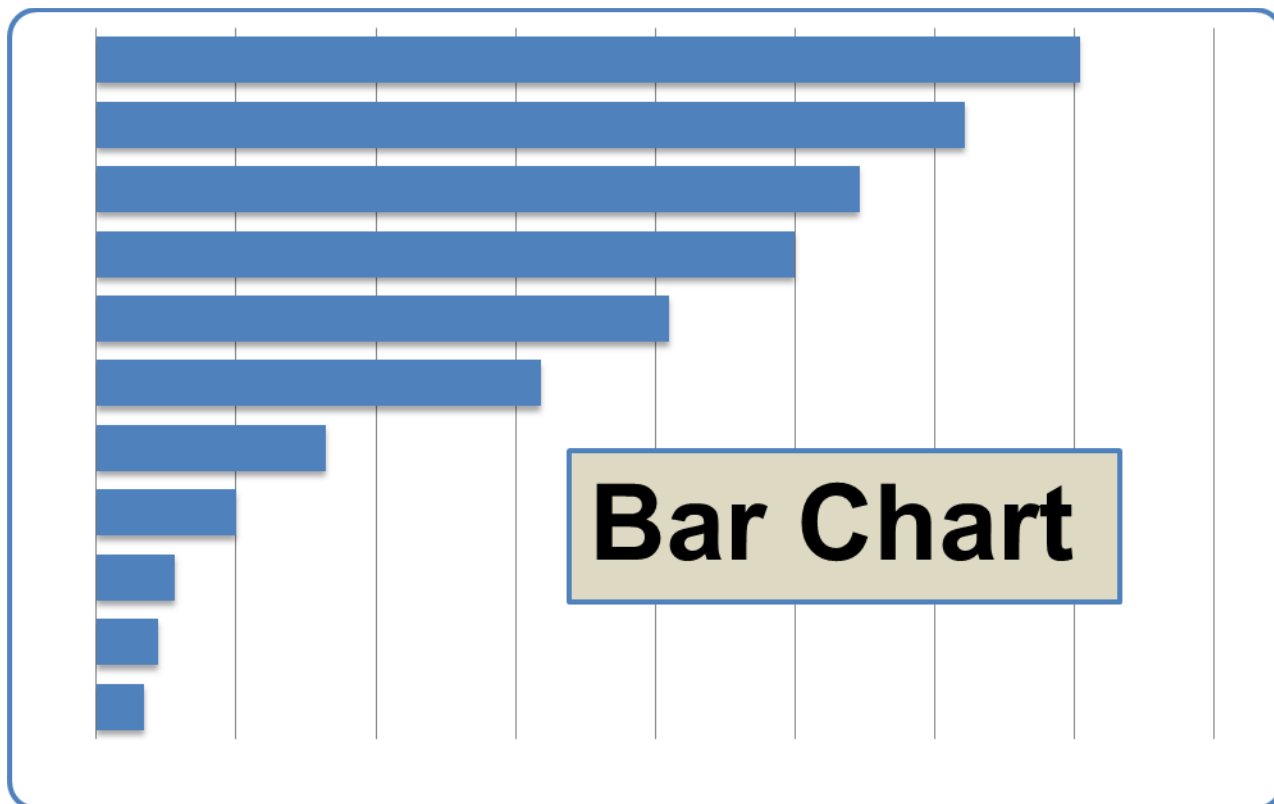
### Education Level

	Purchased Fishing lures			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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**Of anglers who reported buying FISHING LURES last two months, they purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Hard bait				
Soft bait (include soft tail fishing using jig heads)				
Spinner bait				
Dough bait				
Jig				
Live bait				
Total				

*Responses are multiple selection and can total over 100%*

**Number of HARD BAIT packages purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 and over				
Total				

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**Brand of HARD BAITs purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Arbogast				
Bagley				
Bandit				
Bass Pro				
Blue Fox				
Boone				
Booyah				
Cabelas				
Cotton Cordell				
Daiwa				
Gary Yamamoto				
Koppers				
Laser Lures				
Lucky craft				
Luhr Jensen				
Lunker City				
Mann Hard Lures				
Matzuo				
Mirrolure				
Mister Twister				
Norman				
Rapala				
Rat-L-Trap				
Rebel				
Smithwick				
Spro				
Storm				
Strike King				
Uncle Bucks				
War Eagle				
Xcalibur				
XPS				
Yo-Zuri				
Not sure				
Other				
Bomber				

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Bomber Saltwater Grade				
Heddon				
Lazy Ike				
Lindy				
Creek Chub				
Jackall				
Berkley Flickershadow				
Sebile				
Total				

**Cost of HARD BAITs (per lure or package) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where HARD BAITs were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Number of SOFT BAIT packages purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 and over				
Total				

**Brand of SOFT BAITs purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Assassin				
Bass Pro				
Bass Stalker				
Berkley Gulp				
Berkley PowerBait				
Boone				
Booyah				
Cabelas				
Carolina Lures				
Creme				
Culprit				
DOA				
Eakin				
Falcon				
Gambler				
Gary Yamamoto				
Gene Larew				
Lunker City				
Manns				
Mepps				
Mirrolure				
Mister Twister				
Nitro				
Northland				
Offshore Angler				
Outkast				
Panther Martin				
Spro				

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Storm				
Strike King				
Tsunami				
Uncle Bucks				
Trigger				
Yum				
Zoom				
Not sure				
Other				
Netbait				
Mizmo Tubes				
Roboworm				
Bomber Saltwater Grade				
Lake Fork				
Jackall				
Chompers				
Stanley				
XPS				
Berkley Havoc				
Total				

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**Cost of SOFT BAITs (per lure or package) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent per Lure or Package				
Avg. Amount Spent per Lure only*				

\*number of lures per package data were collected beginning in April 2011.

**Types of stores where SOFT BAITs were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Number of SPINNER BAIT packages purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 and over				
Total				

**Brand of SPINNER BAITS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Assault				
Bagley				
Bass Assassin				
Bass Pro				
Bass Stalker				
Berkley				
Blue Fox				
Bomber/Heddon				
Boone				
Booyah				
Cabela's				
Culprit				
Daiwa				
Eakin				
Falcon				
Gambler				
Gary Yamamoto				
Hart				
Hildebrandt				
Jewel				
Johnson				
Lucky craft				
Luhr Jensen				
Lunker Lure				
Macks Lure				
Manns				
Matzuo				
Mepps				
Mister Twister				
Norman				
Northland				
Panther Martin				
Rooster Tails				

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	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Storm				
Strike King				
Terminator				
War Eagle				
Worden				
XPS				
Yum				
Not sure				
Other				
Lindy				
Bomber Saltwater Grade				
Total				

**Cost of SPINNER BAITs (per lure or package) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where SPINNER BAITs were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Number of DOUGH BAIT packages purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 and over				
Total				

**Brand of DOUGH BAITS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Berkley Gulp				
Berkley PowerBait				
Catfish Charlie				
Nitro				
Rusty				
Zeke				
Not sure				
Other				
Total				

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**Cost of DOUGH BAITs (per lure or package) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where DOUGH BAITs were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Number of JIG packages purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 and over				
Total				

**Brand of JIGS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Assault				
Bagley				
Bass Assassin				
Bass Pro				
Bass Stalker				
Berkley Gulp				
Berkley PowerBait				
Berkley				
Blakemore				
Boone				
Booyah				
Buckeye				
Cabelas				
Chompers				
Daiwa				
Do-it				
Eakin				
Falcon				
Gambler				
Gary Yamamoto				
Gene Larew				
Hart				
Jewel				
Johnson				
Lunker Lure				
Manns				
Mister Twister				
Northland				
Omega				
Outkast				
P-line Strike				
Rainys				
Spro				
Strike King				
Terminator				
Tsunami				
War Eagle				
White River				
Yo-Zuri				
Not sure				
Other				
All Terrain Tackle				
Bomber Saltwater Grade				
Luck E Strike				
Total				

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**Cost of JIGS (per lure or package) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where JIGS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Type of LIVE BAIT purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Live worms and nightcrawlers				
Live minnows, shiners or baitfish of any type				
Live crickets, grasshoppers or other non-water insects				
Freshwater shrimp				
Other live bait (hellgrammites, grubs, mealworms, frogs, etc)				

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**Type of LIVE BAIT purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Live worms and nightcrawlers				
Live minnows, shiners or baitfish of any type				
Live crickets, grasshoppers or other non-water insects				
Freshwater shrimp				
Other live bait (hellgrammites, grubs, mealworms, frogs, etc)				
Total				

**Cost of LIVE BAIT purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5				
\$5-\$10				
\$10-\$15				
\$15-\$20				
\$20-\$25				
\$25-\$30				
\$30-\$35				
\$35-\$40				
\$40-\$45				
\$45-\$50				
Over \$50				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where LIVE BAIT were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
Printed Catalog (Bass Pro, Cabelas)				
Used				
Website (Cabelas, Bass Pro)				
Other				
Not sure				

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**Types of stores where LIVE BAIT were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
Printed Catalog (Bass Pro, Cabelas)				
Used				
Website (Cabelas, Bass Pro)				
Other				
Not sure				
Total				

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## Terminal Tackle

### Age of Respondent

	Purchased Terminal Tackle			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Terminal Tackle			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

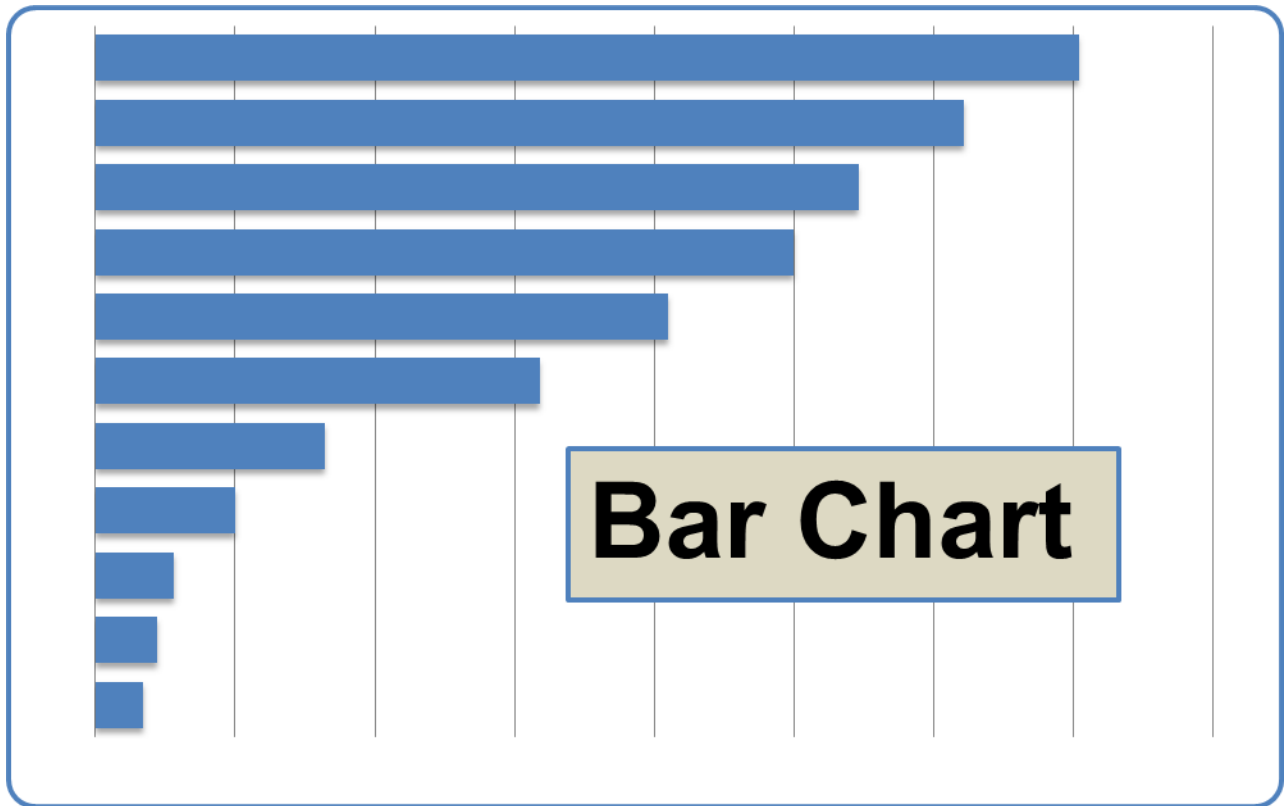
### Education Level

	Purchased Terminal Tackle			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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Of anglers who reported buying TERMINAL TACKLE last two months, they purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bobbers				
Hooks				
Leaders				
Rigs				
Sinkers				
Swivels				
Total				

*Responses are multiple selection and can total over 100%*

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**Brands of HOOKS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops				
Berkley				
Daiichi				
Eagle Claw/Lazer Sharp				
Gamakatsu				
Matzuo				
Mustad				
Owner				
Tiemco				
Tru-Turn				
Umpqua				
VMC				
XPS				
Generic or not branded				
Not sure				
Other				
XPoint				
Standout Drop Point				
Targus				
Total				

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**Cost of HOOKS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$2.99				
\$3.00 to \$4.99				
\$5.00 to \$6.99				
\$7.00 to \$8.99				
\$9.00 to \$10.99				
\$11.00 to \$12.99				
\$13.00 to \$14.99				
\$15.00 to \$17.99				
\$18.00 to \$19.99				
\$20.00 to \$29.99				
Over \$30.00				
Not sure				
Total				
Avg. Amount Spent (by package or hook)				

\*number of hooks per package data were collected beginning in April 2011.

**Types of stores where HOOKS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of SINKERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Booyah				
Bullet Weights				
Cabela's brand				
Lindys				
Water Gremlin				
XPS				
Generic or not branded				
Not sure				
Other				
Eagle claw				
Total				

**Cost of SINKERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$2.99				
\$3.00 to \$4.99				
\$5.00 to \$6.99				
\$7.00 to \$8.99				
\$9.00 to \$10.99				
\$11.00 to \$12.99				
\$13.00 to \$14.99				
\$15.00 to \$17.99				
\$18.00 to \$19.99				
\$20.00 to \$29.99				
Over \$30.00				
Not sure				
Total				
Avg. Amount Spent (by package or individual sinker)				

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**Types of stores where SINKERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of SWIVELS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Berkley				
Bill Fisher				
Cabelas brand				
Eagle Claw				
Gamakatsu/Magic Eye				
Luhr-Jensen				
Mustad				
P-line				
Sampo				
Sea Striker				
South Bend				
Spro				
Vision				
Worth				
generic or not branded				
not sure				
other				
Total				

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**Cost of SWIVELS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$2.99				
\$3.00 to \$4.99				
\$5.00 to \$6.99				
\$7.00 to \$8.99				
\$9.00 to \$10.99				
\$11.00 to \$12.99				
\$13.00 to \$14.99				
\$15.00 to \$17.99				
\$18.00 to \$19.99				
\$20.00 to \$29.99				
Over \$30.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where SWIVELS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of RIGS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Berkley				
Cabela's brand				
Eagle Claw				
Lindy				
Luhr-Jensen				
Mustad				
Owner				
P-Line				
Sampo				
Sea Striker				
Spro				
Generic or not branded				
Not sure				
Other				
Total				

**Cost of RIGS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$2.99				
\$3.00 to \$4.99				
\$5.00 to \$6.99				
\$7.00 to \$8.99				
\$9.00 to \$10.99				
\$11.00 to \$12.99				
\$13.00 to \$14.99				
\$15.00 to \$17.99				
\$18.00 to \$19.99				
\$20.00 to \$29.99				
Over \$30.00				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where RIGS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of BOBBERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Alameda Floats				
Bass Pro Shops brand				
Berkley				
Cabela's brand				
Eagle Claw				
Lindy Little Joe				
Luhr-Jensen				
Mr. Crappie				
Thill				
Generic or not branded				
Not sure				
Other				
Total				

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**Cost of BOBBERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$2.99				
\$3.00 to \$4.99				
\$5.00 to \$6.99				
\$7.00 to \$8.99				
\$9.00 to \$10.99				
\$11.00 to \$12.99				
\$13.00 to \$14.99				
\$15.00 to \$17.99				
\$18.00 to \$19.99				
\$20.00 to \$29.99				
Over \$30.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BOBBERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of LEADERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Ande				
Bass Pro Shops brand				
Berkley				
Cabela's brand				
Eagle Claw				
Frog Hair				
Gamma				
Luhr-Jensen				
Maxima				
Orvis				
Rio				
Sampo				
Seaguar				
Spro				
Sufix				
Terminator				
TripleFish				
Umpqua				
Generic or not branded				
Not sure				
Other				
Total				

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**Cost of LEADERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00 to \$2.99				
\$3.00 to \$4.99				
\$5.00 to \$6.99				
\$7.00 to \$8.99				
\$9.00 to \$10.99				
\$11.00 to \$12.99				
\$13.00 to \$14.99				
\$15.00 to \$17.99				
\$18.00 to \$19.99				
\$20.00 to \$29.99				
Over \$30.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where LEADERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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## Fly Fishing Gear

### Age of Respondent

	Purchased Fly fishing Gear			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Fly fishing Gear			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

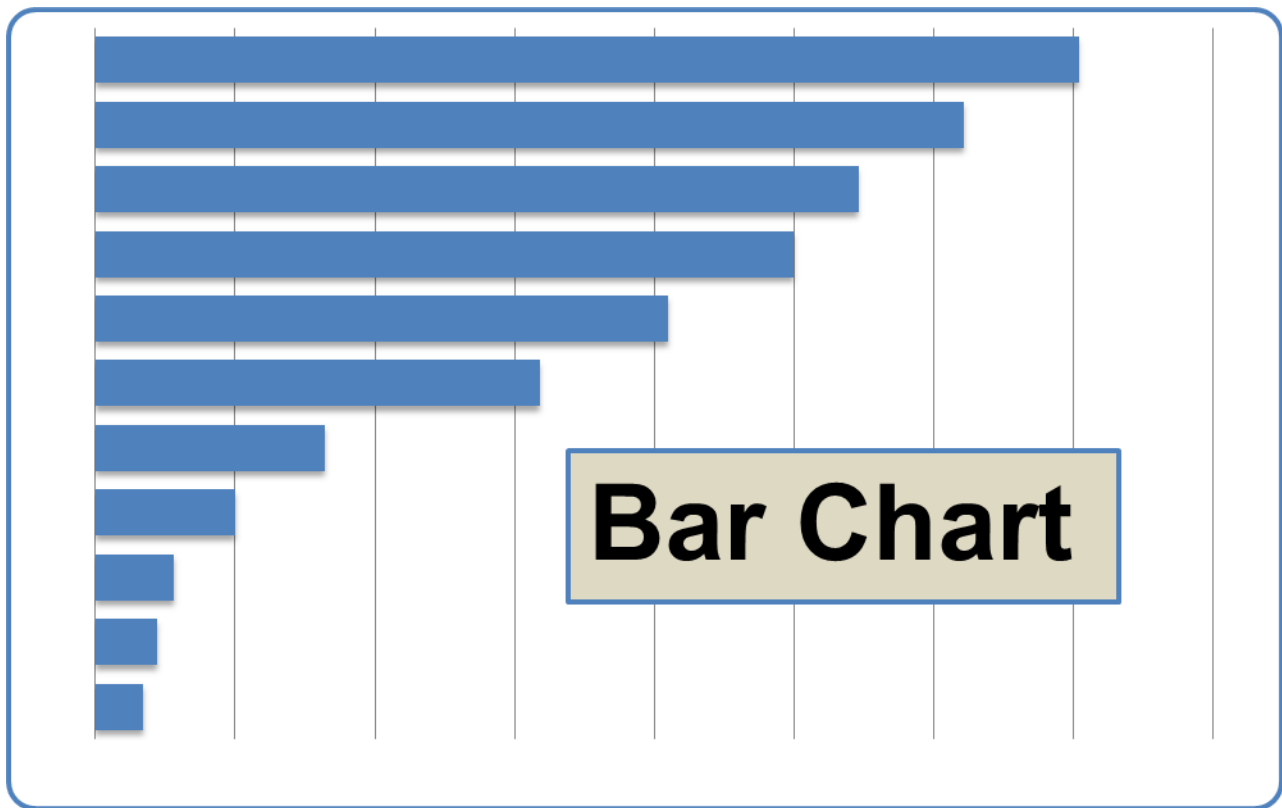
	Purchased Fly fishing Gear			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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Of anglers who reported buying FLYFISHING GEAR last two months, they purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fly rod case				
Fly rod and reel combo				
Flies				
Fly leader				
Fly tippet				
Fly line				
Fly reel				
Fly rod				
Tool and vise				
Fly tying material				
Vest, pack, bag				
Fly fishing chest wader				
Fly fishing open toe boot				
Fly fishing wading boot				
Fly fishing rain jacket				
Fly fishing sun glove				
Other				
Total				

*Responses are multiple selection and can total over 100%*

*\*Prior to Jan 2012, Fly leader and fly tippets were combined into a single category.*

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**Brands of FLYRODS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Abel				
Bass Pro Shops brand				
Cabela's brand				
Diamondback/Redbone				
G.Loomis				
LL Bean				
Orvis				
Pfleuger				
Redington				
Ross				
Sage				
Scientific Angler				
Scott				
Shakespeare				
St.Croix				
Temple Fork Outfitters				
White River				
World Wide Sportsman				
Wright-McGill				
Not sure				
Other				
AirFlo				
ADG				
Albright				
Cortland				
Echo				
Elkhorn				
Fenwick				
Green River				
Lamiglas				
TL Johnson				
RL Winston				
Total				

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**Cost of FLYRODS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLYRODS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of FLY REELS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Abel				
Albright				
Bass Pro Shops				
Bauer				
Cabelas				
G.Loomis				
Hardy				
LL Bean				
Lamson				
Nautilus				
Okuma				
Orvis				
Pfleuger				
Redington				
Ross				
Sage				
Scientific Angler				
Shakespeare				
South Bend				
St.Croix				
White River				
Wright-McGill				
Not sure				
Other				
Teton				
Elkhorn				
Fenwick				
FlyLogic				
Fin-nor				
Galvan				
Hatch				
Islander				
Echo				
J Ryall				
Loop				
Martin				
Maryatt				
Peerless				
Shimano				
STH				
Tibot				
Total				

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**Cost of FLY REELS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLY REELS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of FLY COMBOS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Diamondback/Redbone				
G.Loomis				
Hardy				
LL Bean				
Orvis				
Pfleuger				
Redington				
Ross				
Sage				
Scientific Angler				
Shakespeare				
St.Croix				
White River				
Other				
Not sure				
Total				

**Cost of FLY COMBOS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where FLY COMBOS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of FLYFISHING LINES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Air flo				
Bass Pro Shops				
Cabelas				
Cortland				
Frog Hair				
Mastery				
Rio				
Royal Wulff				
Sage				
Scientific Angler (3M)				
Shakespeare				
Sportsman				
Sunset				
White River				
Other				
Not sure				
Echo				
Accardo				
Amundson				
Belvoirdale				
Climax				
Jim Teeny				
Mason				
Northern				
Chalk Stream				
Scierra				
Fish Creek				
Flow Tek				
Fulling Mill				
Gaelic Supreme				
Hardy & Grey				
Icon				
Imago				
Snowbee				
Superfly				
Anglers Image				
Total				

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**80**

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**Cost of FLYFISHING LINES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5				
\$6-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$50-\$60				
\$60-\$70				
Over \$70				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLYFISHING LINES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**CONFIDENTIAL:**

**81**

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**Of anglers who reported buying FLIES last two months, they purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Dry flies and poppers				
Freshwater dry flies				
Freshwater nymphs				
Freshwater streamers/buggers				
Saltwater baitfish patterns				
Saltwater crabs/shrimp				
Saltwater poppers/bugs				
Other or not sure				
Total				

**Brands of FLIES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Accardo				
Balcks				
Bamboo				
Betts				
Big Y				
Blackstone				
Blue Ribbon				
Brock				
Brookstone				
Brush Creek				
Cabelas brand				
Can Sigler				
Casco Bay				
Caylor Custom				
Complete Hatch				
Cortland				
Hareline Dubbin				
Idylewilde				
Locally tied				
Montana Fly Company				
Orvis				
Pacific Fly				
Rainys				
Rio				
Ross				
Scientific Angler				

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**82**

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Solitude Fly				
Spirit River				
Stone Creek				
SuperFly				
Targus				
Thunder head				
Umpqua				
Waterwisp				
White River				
Yellowstone				
Other				
Not sure				
Total				

**Quantity of FLIES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
0-10		
11-25		
26-50		
51-75		
76-100		
100+		
Total		

**Cost of FLIES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5				
\$6-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
Over \$50				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLIES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**84**

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**Brands of FLYFISHING WADERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Cabelas brand				
Columbia				
Frogg Toggs				
Hodgman				
Lacrosse				
Orvis				
Patagonia				
Simms				
Stearns				
White River				
Other				
Not sure				
Dan Bailey				
Pro Line				
Redington				
Total				

**Cost of FLYFISHING WADERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Total				
Avg. Amount Spent				

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**85**

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**Types of stores where FLYFISHING WADERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of FLYFISHING VESTS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's brand				
Fish Pond				
G Loomis				
Outcast				
Orvis				
Umpqua				
White River				
Simms				
Other or Not Sure				
Total				

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**86**

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**Cost of FLYFISHING VESTS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLYFISHING VESTS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**87**

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**Brands of FLYFISHING LEADERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
Air flo		
Cabela's		
Cortland		
Frog Hair		
Orvis		
Rio		
Scientific Angler		
Seaguar		
Shakespeare		
Umpqua		
White River		
Other		
Not sure		
Targus		
Total		

**Cost of FLYFISHING LEADERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
\$0-\$5		
\$6-\$10		
\$11-\$20		
\$21-\$30		
\$31-\$40		
\$41-\$50		
Over \$50		
Not sure		
Total		
Avg. Amount Spent		

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**88**

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**Types of stores where FLYFISHING LEADERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
Fishing shows or expos		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (bait tackle, specialty fly shop)		
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
Printed Catalog (Bass Pro and Cabela's)		
Used		
Website (Cabela's, Bass Pro)		
Other		
Not sure		
Total		

**Brands of FLY TIPPETS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
Air flo		
Cabelas		
Cortland		
Frog Hair		
Orvis		
Rio		
Scientific Angler		
Seaguar		
Shakespeare		
Umpqua		
White River		
Other		
Not sure		
Targus		
Total		

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**89**

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**Cost of FLY TIPPETS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
\$0-\$5		
\$6-\$10		
\$11-\$20		
\$21-\$30		
\$31-\$40		
\$41-\$50		
Over \$50		
Not sure		
Total		
Avg. Amount Spent		

**Types of stores where FLY TIPPETS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
Fishing shows or expos		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (bait tackle, specialty fly shop)		
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)		
Printed Catalog (Bass Pro, Cabelas)		
Used		
Website (Cabelas, Bass Pro)		
Other		
Not sure		
Total		

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**90**

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**Cost of FLYROD CASES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLYROD CASES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**91**

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**Brands of FLY TYING MATERIALS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabelas				
Cortland				
Enrico Puglisi				
Hareline Dubbin				
Mustad				
Orvis				
Rainey				
Shakespeare				
Superfly				
Umpqua				
Wapsi				
Whiting				
White River				
Other				
Not sure				
Targus				
Loon				
BossTin				
Abox				
American Hackle				
Arctic Fox				
Cascade Crest				
Edgewater				
Kreel Tackle				
Hareline				
Total				

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**92**

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**Cost of FLY TYING MATERIALS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0.00-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLY TYING MATERIALS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**93**

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**Brands of OPEN TOE BOOTS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
Anglers Image		
Angling Evolutions		
Beadzer		
Bodkin		
Cabelas		
Dr. Slick		
Duncan Tallknottr		
Dyna-King		
E-Z Hackle		
Griffin		
HMH		
Mayfly		
McKenzie		
Quick Tye		
Regal		
Renzetti		
Silverado		
Stonefly		
Tie Fast		
Ty Rite		
Umpqua		
Wapsi		
Whiting		
Other		
Total		

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**94**

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**Cost of OPEN TOE BOOTS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
\$0 to \$20		
\$20.01 to \$30		
\$30.01 to \$40		
\$40.01 to \$50		
\$50.01 to \$60		
\$60.01 to \$70		
\$70.01 to \$80		
\$80.01 to \$90		
\$90.01 to \$100		
\$100 to \$200		
\$200 to \$300		
\$300 to \$400		
Not sure		
Total		
Avg. Amount Spent		

**Types of stores where OPEN TOE BOOTS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012
Fishing shows or expos		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (bait tackle, specialty fly shop)		
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)		
Printed Catalog (Bass Pro, Cabelas)		
Used		
Website (Cabelas, Bass Pro, Craigslist, Ebay)		
Other		
Not sure		
Total		

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**95**

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**Brands of FLY FISHING WADING BOOTS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Allen				
Cabelas Brand				
Chota				
Cloudveil				
Columbia				
Emerge				
Frogg Toggs				
Hodgman				
Korkers				
Orvis				
Ray-Guard				
Redhead				
Redington				
Simms				
White River				
Not Sure				
Other				
Total				

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**96**

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**Cost of FLY FISHING WADING BOOTS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
\$100.01 to \$150				
\$150.01 to \$200				
Over \$200				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLY FISHING WADING BOOTS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
Printed Catalog (Bass Pro, Cabelas)				
Used				
Website (Cabelas, Bass Pro)				
Other				
Not sure				
Total				

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**97**

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**Brands of FLY FISHING RAIN JACKET purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro				
Cabelas				
Carhartt				
Columbia				
Field & Stream				
Frogg Toggs				
Grundens				
Helly Hansen				
Magellan				
Patagonia				
Redhead				
Simms				
Sterns				
Under Armour				
Not Sure				
Other				
Total				

**Cost of FLY FISHING RAIN JACKET purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where FLY FISHING RAIN JACKET were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
Printed Catalog (Bass Pro, Cabelas)				
Used				
Website (Cabelas, Bass Pro)				
Other				
Not sure				
Total				

**Brands of FLY FISHING SUN GLOVES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Buff				
Dr. Shade				
Glacier				
Patagonia				
Simms				
Wind River				
Not Sure				
Other				
Total				

**Cost of FLY FISHING SUN GLOVES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$10				
\$11 to \$20				
\$21 to \$30				
\$31 to \$40				
\$41 to \$50				
\$51 to \$60				
\$61 to \$70				
\$71 to \$80				
Over \$80				
Not sure				
Total				
Avg. Amount Spent				

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**99**

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**Types of stores where FLY FISHING SUN GLOVES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
Printed Catalog (Bass Pro, Cabelas)				
Used				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Other				
Not sure				
Total				

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**100**

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**Of anglers who reported buying FLY TYING TOOLS OR VISES last two months,  
they purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Magnifiers, lamps				
Tying desks or cabinets				
Vises				
Other				
Hackle gauge				
Trimmer				
Bobbin				
Forcep				
Tweezer				
Beadzer				
Twister				
Hair stacker				
Jig dryer				
Clipper or nipper				
Pliers				
Scissors				
Total				

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**101**

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**Brands of FLY TYING TOOLS OR VISES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Anglers Image				
Angling Evolutions				
Beadzer				
Bodkin				
Cabela's				
Dr. Slick				
Duncan Tallknottr				
Dyna-King				
E-Z Hackle				
Griffin				
HMH				
Mayfly				
McKenzie				
Quick Tye				
Regal				
Renzetti				
Silverado				
Stonefly				
Tie Fast				
Ty Rite				
Umpqua				
Wapsi				
Whiting				
Other				
Total				

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**Cost of FLY TYING TOOLS OR VISES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
\$100 to \$200				
\$200 to \$300				
\$300 to \$400				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLY TYING TOOLS OR VISES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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## Fishing Electronics

### Age of Respondent

	Purchased Fishing Electronics			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Fishing Electronics			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

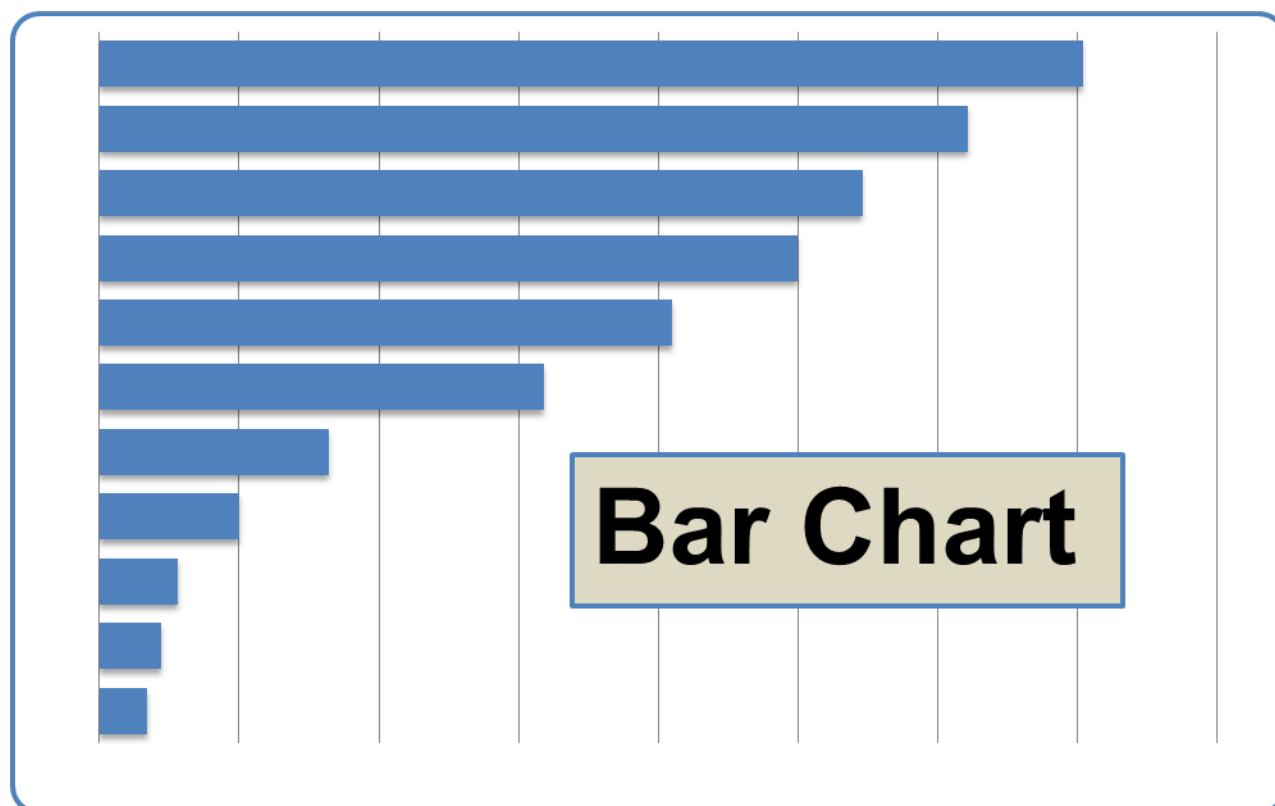
	Purchased Fishing Electronics			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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**Of anglers who reported buying FISHING ELECTRONICS last two months, they purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fish finder or sonar				
GPS or radio				
Underwater camera				
Other				
Total				

*Responses are multiple selection and can total over 100%*

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**Brands of FISH FINDERS AND SONAR purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Cobra				
Eagle				
Garmin				
Humminbird				
Lowrance				
Magellan (including Explorist)				
Midland				
Motorola				
Raymarine				
Uniden				
Other				
Not sure				
Total				

**Cost of FISH FINDERS AND SONAR purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

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**106**

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**Types of stores where FISH FINDERS AND SONAR were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of GPS DEVICES AND RADIOS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cobra				
Eton				
Garmin				
Humminbird				
Lowrance				
Magellan (including Explorist)				
Midland				
Motorola				
Ram				
Raymarine				
Uniden				
Other				
Not sure				
Total				

**Cost of GPS DEVICES AND RADIOS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**CONFIDENTIAL:**

**108**

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**Types of stores where GPS DEVICES AND RADIOS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of UNDERWATER CAMERAS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Canon				
International Concept				
Kodak				
Marcum				
Reel Sport				
VideoRay				
Other				
Not sure				
Total				

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**109**

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**Cost of UNDERWATER CAMERAS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where UNDERWATER CAMERAS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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## Ice Fishing

### Age of Respondent

	Purchased Ice Fishing Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Ice Fishing Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

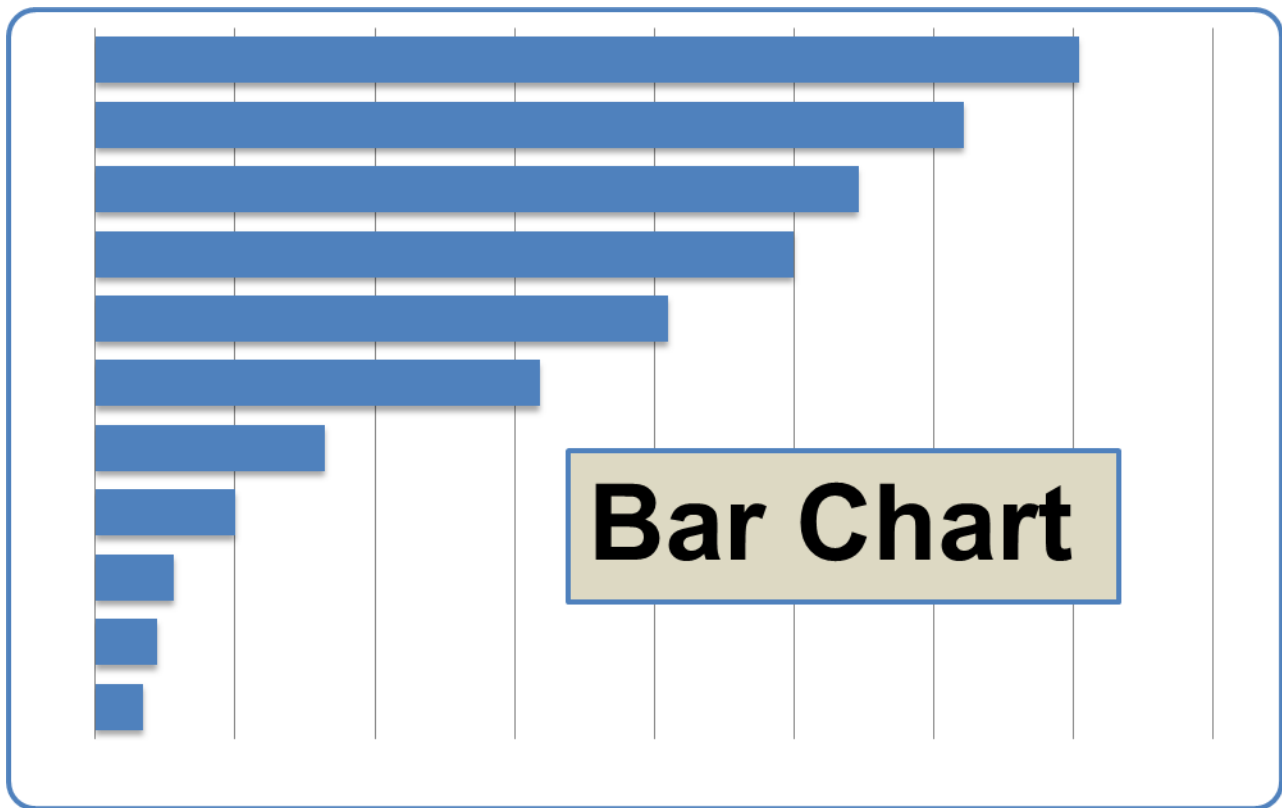
### Education Level

	Purchased Ice Fishing Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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**Of anglers who reported buying Ice Fishing Equipment last two months, they purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Rod				
Reel				
Combo				
Tip-up rod				
Line				
Lure - specialized				
Ice Septer				
Ice fishing house/shelter				
Sled				
Other				
Total				

*Responses are multiple selection and can total over 100%*

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**Brands of ICE FISHING RODS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Clam Corp				
Dangler				
Frabill				
HT				
Hi-Tech				
Shakespeare, Ugly Stik				
St Croix				
Wonder				
Not sure				
Other				
Total				

**Cost of ICE FISHING RODS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
Over \$400				
Not sure				
Total				
Avg. Amount Spent				

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**113**

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**Types of stores where ICE FISHING RODS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of ICE FISHING REELS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Clam Corp				
Frabill				
LaDredge				
Lindell				
Nature Vision				
Shakespeare, Ugly Stik				
Wonder Strike				
Not sure				
Other				
Total				

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**Cost of ICE FISHING REELS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
Over \$400				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where ICE FISHING REELS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of ICE FISHING COMBOS (Rod and Reel) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Frabill				
HT				
Hi-Tech				
Shakespeare, Ugly Stik				
St Croix				
Wonder Strike				
Not sure				
Other				
Total				

**Cost of ICE FISHING COMBOS (Rod and Reel) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
Over \$400				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where ICE FISHING COMBOS (Rod and Reel) were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of ICE FISHING TIP UPS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Frabill				
Hi-Tech				
Mr.Jigger				
HT				
Not sure				
Other				
Total				

**Cost of ICE FISHING TIP UPS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
Over \$400				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where ICE FISHING TIP UPS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of ICE FISHING LINE purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Berkley				
Hi-Tech				
Sufix				
Rat-L-Trap				
Not sure				
Other				
Total				

**Cost of ICE FISHING LINE purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where ICE FISHING LINE was purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of ICE FISHING LURES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Culprit				
Dreamweaver				
Lindy				
Luhr				
Rat-L-Trap				
Slug-Go				
Storm				
VMC				
Zoom				
Not sure				
Other				
Total				

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**Cost of ICE FISHING LURES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where ICE FISHING LURES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**120**

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**Brands of ICE FISHING AUGERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Eskimo				
Jiffy				
Nils				
SlushMate				
StrikeMaster				
Not sure				
Other				
Total				

**Cost of ICE FISHING AUGERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$300				
\$300.01-\$400				
\$400.01-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

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**121**

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**Types of stores where ICE FISHING AUGERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of ICE FISHING SHELTERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Ameristep				
Cabela's				
Clam Base				
Clam Corp				
Frabill				
Hi-Tech				
Shappell				
Not sure				
Other				
Total				

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**122**

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**Cost of ICE FISHING SHELTERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$300				
\$300.01-\$400				
\$400.01-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where ICE FISHING SHELTERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of ICE FISHING SLEDS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Frabill				
Cabela's				
Wild Outdoors				
Not sure				
Other				
Total				

**Cost of ICE FISHING SLEDS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$300				
\$300.01-\$400				
\$400.01-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

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**124**

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**Types of stores where ICE FISHING SLEDS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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## Fishing Apparel

### Age of Respondent

	Purchased Fishing Apparel			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Fishing Apparel			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

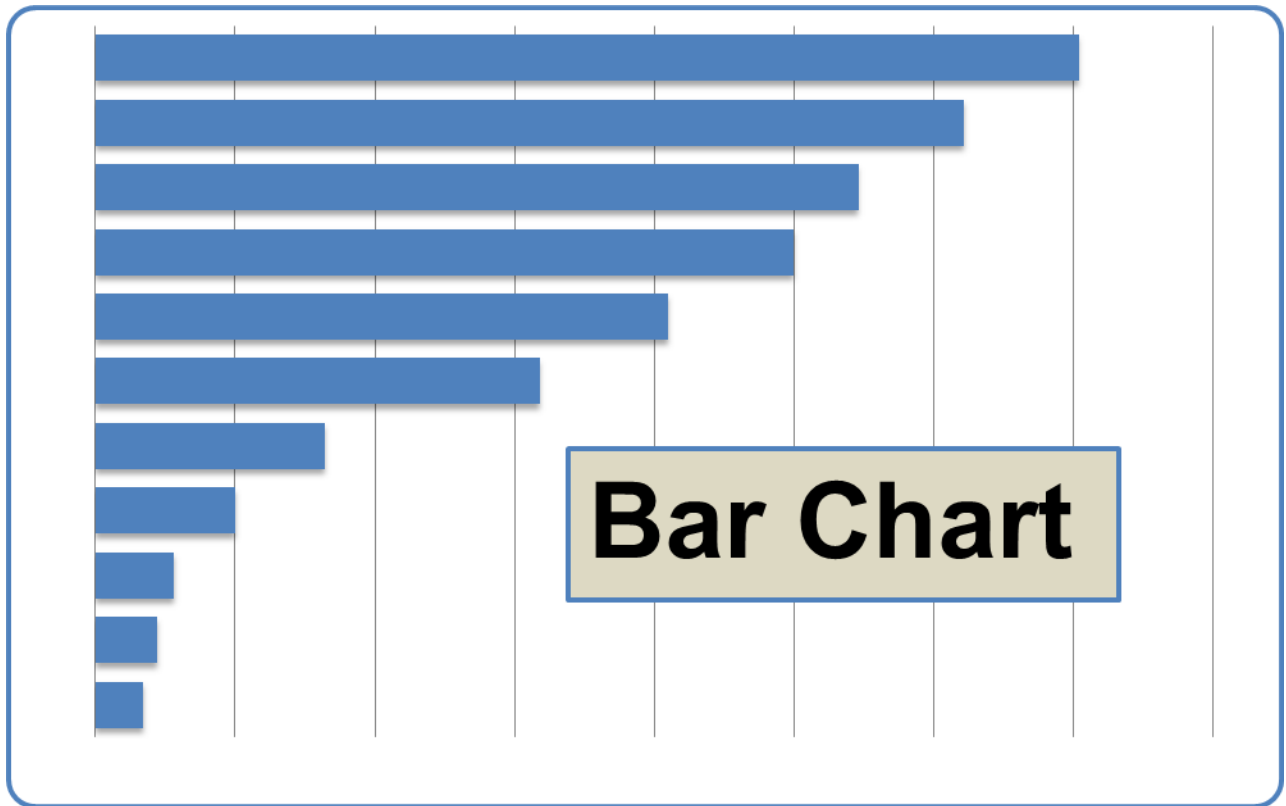
### Education Level

	Purchased Fishing Apparel			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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Of anglers who reported buying FISHING APPAREL last two months, they purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Footwear				
Hats or headgear				
Raingear				
Shirts, pants, shorts, jackets				
Waders				
Gloves				
Life jacket				
Fishing vest				
Other				
Total				

*Responses are multiple selection and can total over 100%*

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**127**

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**Brands of WADERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Cabelas brand				
Columbia				
Drake Waterfowl Systems				
Frogg Toggs				
Hodgman				
Lacrosse				
Orvis				
Patagonia				
Simms				
Stearns				
White River				
Other				
Not sure				
Aigle				
Battaglia				
BARE				
Gralite Outdoors				
ProLine				
Patagonia				
Little Presents				
Scierra				
William Joseph				
Weinbrenner				
Vibram				
Snowbee				
Total				

**Cost of WADERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Total				
Avg. Amount Spent				

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**Types of stores where WADERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of FOOTWEAR purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
AFTCO / Guy Harvey				
Bass Pro Shops / Redhead				
Browning				
Cabela's				
Columbia				
Crocs				
Danner				
Irish Setter				
Korkers				
LL Bean				
New Balance				
Rocky				
Rugged Shack				
Simms				
Sperry				
Stearns				
White River				
Wolverine				
Not sure				
Other				
Total				

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**Cost of FOOTWEAR purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Total				
Avg. Amount Spent				

**Types of stores where FOOTWEAR was purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of CLOTHING (SHIRTS, PANTS, SHORTS OR JACKETS) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Bimini Bay				
Cabela's brand				
Carhartt				
Columbia				
Gander Mountain				
Guy Harvey/AFTCO				
Magellan				
North Face				
Patagonia				
Redhead				
Redington				
Simms				
Under Armour				
Woolrich				
World Wide Sportsman				
Wrangler				
Not sure				
Other				
Other private label store brand				
Total				

**Cost of CLOTHING (SHIRTS, PANTS, SHORTS, OR JACKETS) purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Total				
Avg. Amount Spent				

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**Types of stores where CLOTHING (SHIRTS, PANTS, SHORTS, OR JACKETS) were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of HATS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Cabela's brand				
Columbia				
Gander Mountain				
Redhead				
Under Armour				
Not sure				
Other				
Total				

**Cost of HATS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Total				
Avg. Amount Spent				

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**Types of stores where HATS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of RAINGEAR purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Cabela's brand				
Carhartt				
Columbia				
Field & Stream				
Frogg Toggs				
Grundens				
Helly Hansen				
Magellen				
Patagonia				
Redhead				
Simms				
Stearns				
Under Armour				
Not sure				
Other				
Total				

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**Cost of RAINGEAR purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Total				
Avg. Amount Spent				

**Types of stores where RAINGEAR was purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of GLOVES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Glacier				
Ice Armor				
Lindy				
ProMar				
Other				
Not sure				
Total				

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**Cost of GLOVES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Total				
Avg. Amount Spent				

**Types of stores where GLOVES was purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro, etc.)				
Other				
Not sure				
Total				

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**Brands of LIFE JACKETS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabela's				
Kent				
Suspenders				
Stearns				
O Brien				
Paws Aboard (pet vest)				
Other				
Not sure				
Total				

**Cost of LIFE JACKETS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$1 to \$10				
\$11 to \$20				
\$21 to \$35				
\$36 to \$50				
\$50 to \$75				
\$76 to \$100				
Over \$100				
Total				
Avg. amount spent				

**Types of stores where LIFE JACKETS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
Printed Catalog (Bass Pro, Cabelas)				
Used				
Website (Cabelas, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of FISHING VESTS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabelas				
Columbia				
Simms				
Stearns				
Suspenders				
Filson				
Other				
Not sure				
Clear Creek				
Char Bloom				
Pacific Fly Group				
Patagonis				
Solitude				
Streamworks				
Superfly				
Redington				
Total				

**Cost of FISHING VESTS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$25				
\$25 to \$50				
\$50 to \$75				
\$75 to \$100				
\$100 to \$200				
Over \$200				
Total				
Avg. Amount Spent				

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**Types of stores where FISHING VESTS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sam's Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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## Other Fishing Equipment

### Age of Respondent

	Purchased Other Fishing Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Other Fishing Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

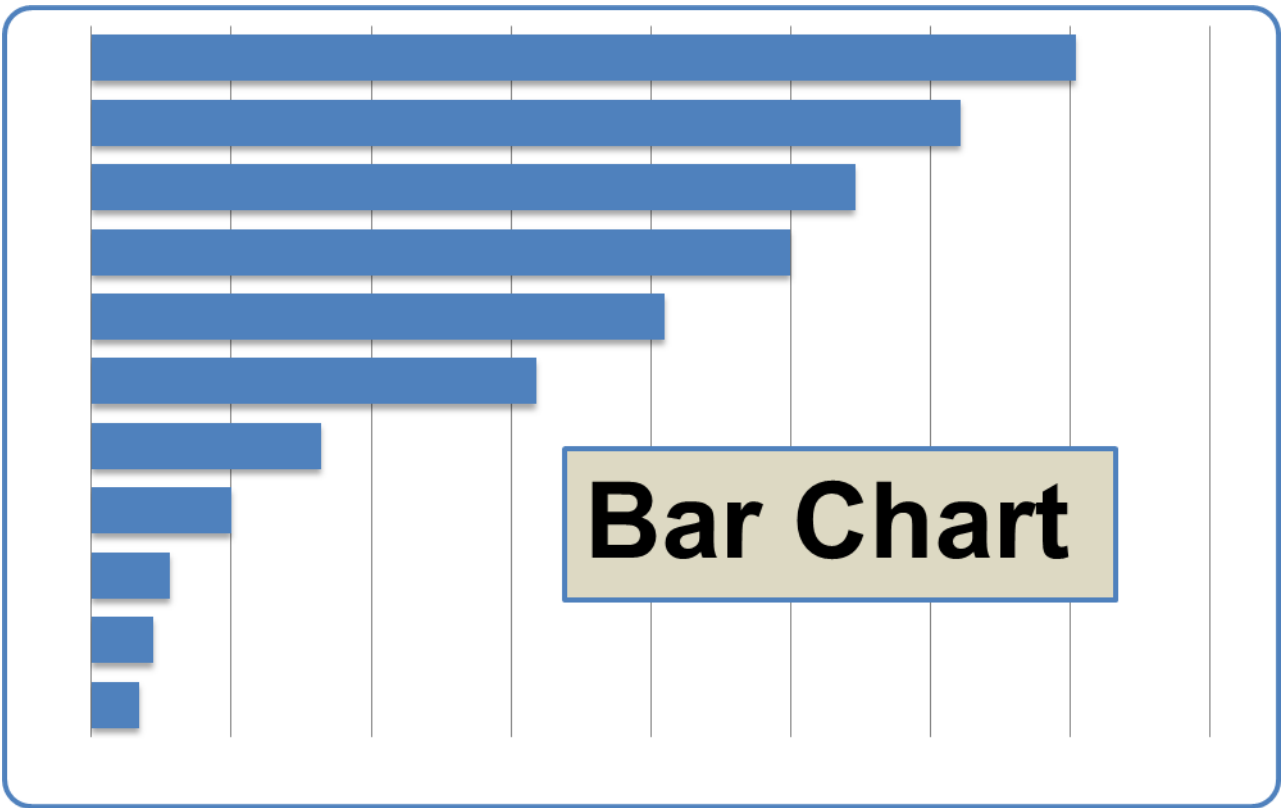
### Education Level

	Purchased Other Fishing Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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Of anglers who reported buying OTHER FISHING EQUIPMENT last two months, they purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Tackle box				
Bait buckets, aerators				
Cast nets				
Hook sharpeners, removers, pliers				
Knives				
Landing nets				
Scales, grips, measuring devices				
Stringers				
Trolling Motor				
Other				
Total				

*Responses are multiple selection and can total over 100%*

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**Brands of TACKLE BOXES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Albackore				
Bass Pro Shops brand				
Browning				
Cabelas brand				
Falcon				
Flambeau				
Plano				
Rapala				
Wal-mart				
Woodstream				
Not sure				
Other				
Total				

**Cost of TACKLE BOXES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5				
\$6-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
Over \$50				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where TACKLE BOXES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of LANDING NETS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Cabela's brand				
Cummings				
Ego				
Foreverlast				
Frabill				
Orvis				
Rapala/Normark				
Ranger				
Stowmaster				
Not sure				
Other				
Total				

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**Cost of LANDING NETS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where LANDING NETS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of BAIT BUCKETS OR AERATORS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Attwood				
Bass Pro Shops brand				
Cabela's brand				
Frabill				
Keep Alive				
Marine Metal (Big Bubbles, Cool Bubbles)				
Other				
Total				

**Cost of BAIT BUCKETS OR AERATORS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0-\$5				
\$6-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
Over \$50				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BAIT BUCKETS OR AERATORS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Brands of CAST NETS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Ahi				
Betts				
Calusa				
Ego				
Fitec				
Lee Fisher				
Renegade				
Not sure				
Other				
Total				

**Cost of CAST NETS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where CAST NETS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Brands of FISHING KNIVES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
American Angler				
Berkley				
Browning				
Buck				
Cabela's				
Cutco				
Gerber				
Kershaw				
Mr Twister				
Rapala				
Schrade				
Winchester				
Not sure				
Other				
Total				

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**Cost of FISHING KNIVES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FISHING KNIVES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**147**

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**Brands of FISHING SCALES, GRIPS, AND MEASURING DEVICES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Berkley				
Boca Grip				
Cabela's brand				
Mustad				
Navionics				
Rapala				
Not sure				
Other				
Total				

**Cost of FISHING SCALES, GRIPS, AND MEASURING DEVICES purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where FISHING SCALES, GRIPS, AND MEASURING DEVICES were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Cost of FISHING HOOK SHARPENERS, REMOVERS, OR PLIERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0.00-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where FISHING HOOK SHARPENERS, REMOVERS, OR PLIERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

**Cost of FISHING STRINGERS purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0.00-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where FISHING STRINGERS were purchased by respondents last two months.**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Fishing shows or expos				
General Sporting Goods (Sports Authority, Dicks, Academy)				
Local shop (bait tackle, specialty fly shop)				
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro)				
Other				
Not sure				
Total				

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**Mean Amount Spent Last two months on Angling Items by Age of Respondents**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

**Mean Amount Spent Last two months on Angling Items by Household Income**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

**Mean Amount Spent Last two months on Angling Items by Education Level**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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