

# Angler Trends Report

**November - December 2014 and  
ANNUAL 2014**

**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 bi-monthly AnglerSurvey.com<sup>®</sup> online consumer panel survey. This panel, composed of anglers across the U.S. who volunteer to participate, tracks angler participation and expenditures. We survey panelists every other month and ask about their participation and purchases during the prior two months.

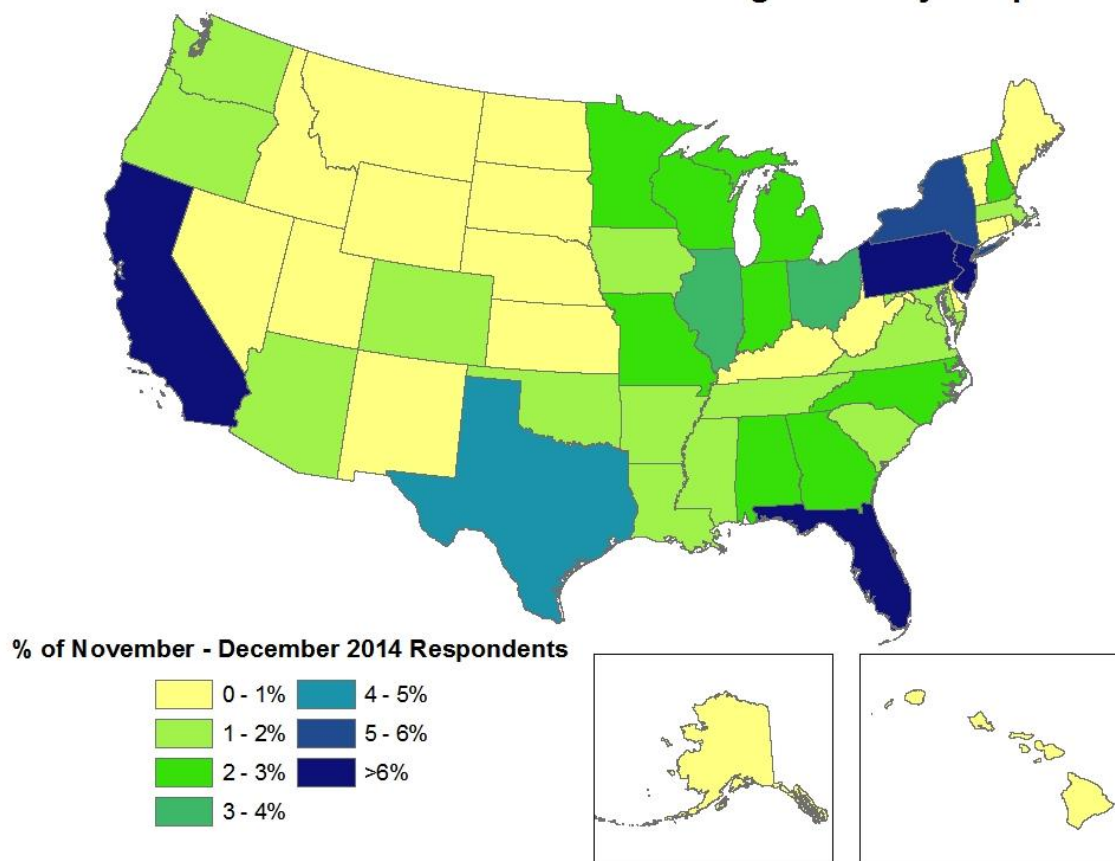
To overcome biases common to online surveys, the survey respondents are weighted to reflect the true population of U.S. anglers. The weighting process is conducted dynamically with each survey to reflect the general angler population as accurately as possible. We are always improving the process of our analytical procedures and sampling weights to better represent sportsmen nationwide.

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%.

## Participation by State

### Distribution of November - December 2014 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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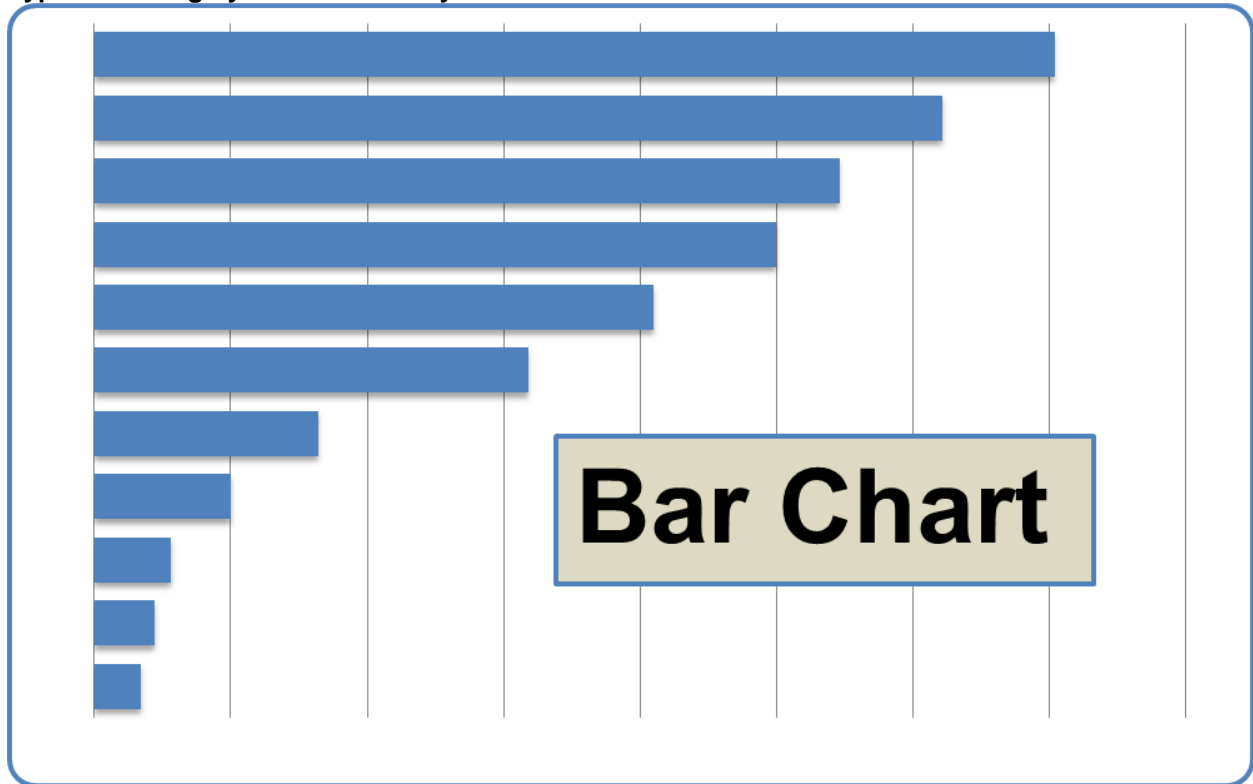
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## 2014 Annual Report Summary

In 2014, the Angler Survey changed from a monthly survey to a bi-monthly survey. It received 19,144 complete survey responses. Of these, 15,685 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 bi-monthly periods referenced are the months to which the questions are referring, not the month in which the response was received.

### Type of Fishing by 2014 Bi-Monthly Period



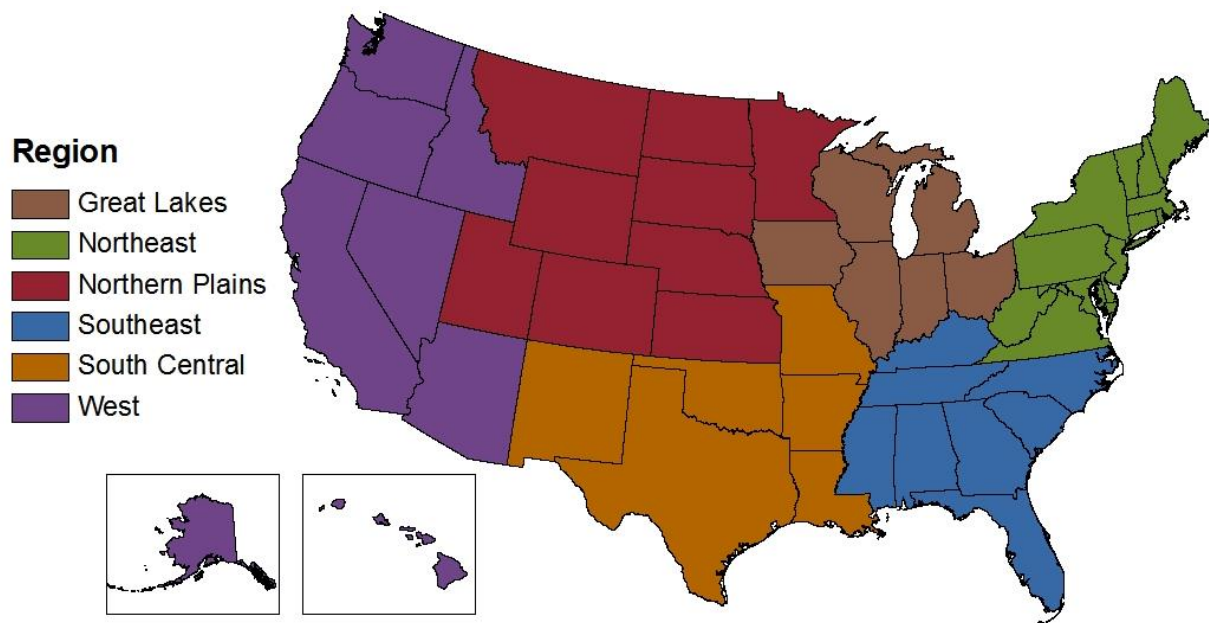
### Type of fishing by age

	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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## Annual 2014 Response by Region



### 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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## Annual 2014 Freshwater Fishing

### Methods of freshwater fishing used by 2014 bi-monthly survey period

	Jan - Feb	Mar - Apr	May - Jun	Jul - Aug	Sep - Oct	Nov - Dec
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 lures, except flies (includes hard baits, soft baits, jigs and spinners)						
Did not use bait (bow-fishing, spearfishing, noodling)						
Other non-conventional baits (including bread, corn, etc.)						
Other						
Total						

### Where people freshwater fished by 2014 bi-monthly survey period

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

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## Annual 2014 Saltwater Fishing

### Methods of saltwater fishing used by 2014 bi-monthly survey period

	Jan - Feb	Mar - Apr	May - Jun	Jul - Aug	Sep - Oct	Nov - Dec
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 lures, 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						

### Where people saltwater fished by 2014 bi-monthly survey period

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

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## Annual 2014 Purchases

**Have you purchased any fishing items in the last two months?**

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

**Fishing equipment purchased by 2014 bi-monthly survey period**

	Jan - Feb	Mar - Apr	May - Jun	Jul - Aug	Sep - Oct	Nov - Dec
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)						
Other fishing equipment *						
Reel (not fly fishing)						
Rod/Reel accessories						
Rod (not fly fishing)						
Terminal tackle (hook, sinker, swivel, rig, bobber, leader)						
Total						

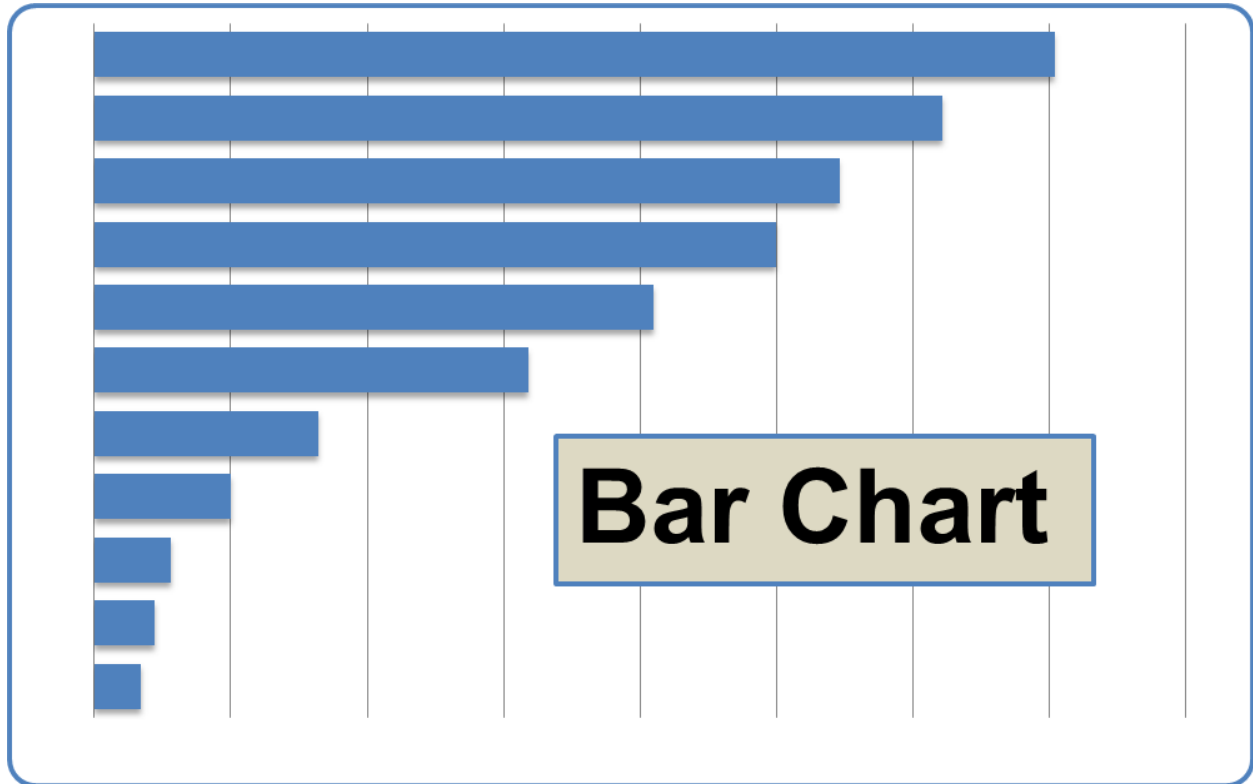
\*Including tackle box, landing nets, bait buckets, aerators, cast nets, scales, grips, measuring devices, knives, hook sharpeners, removers, pliers, stringers

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What did you spend overall in the last two months on angling items?



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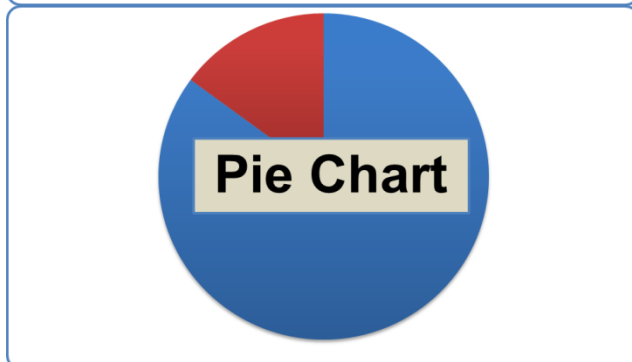
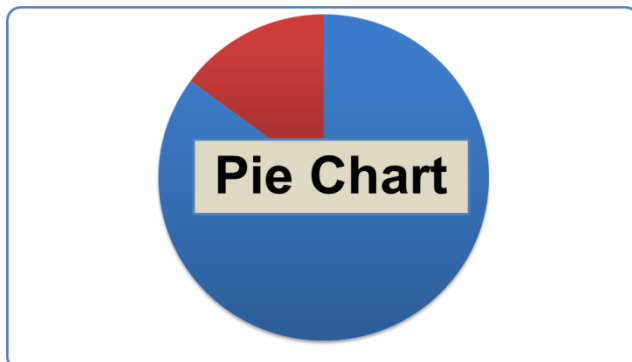
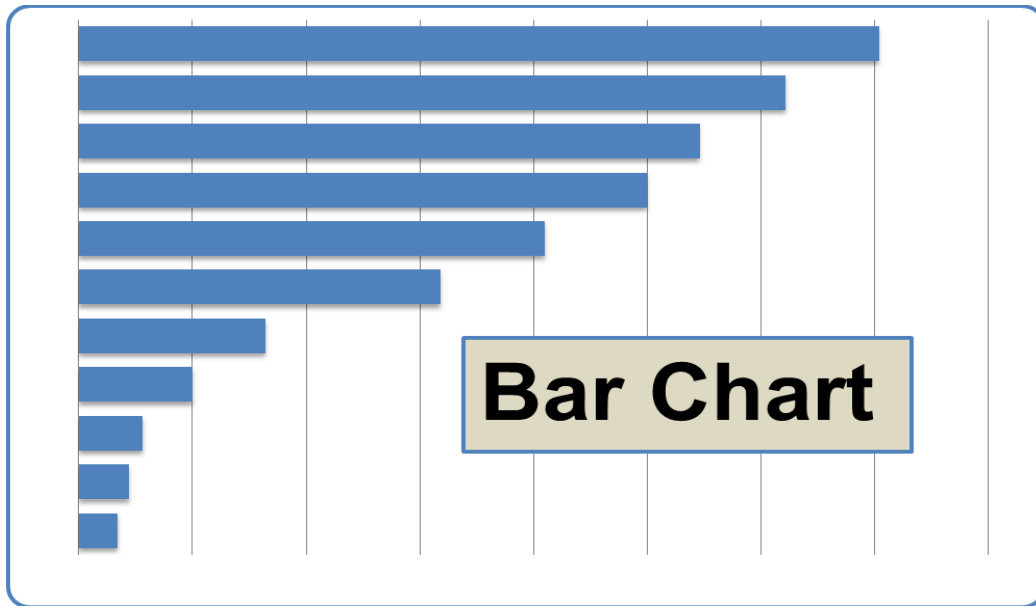
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## Special Topics Results November – December 2014

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

This round of Angler Survey asked respondents to select the number of days in which they participated in freshwater and saltwater fishing. \_\_\_\_% of anglers reported \_\_\_\_ water fishing and \_\_\_\_% reported \_\_\_\_ water fishing at least one day in 2014. \_\_\_\_% of anglers \_\_\_\_ water fished more than 20 days in 2014.



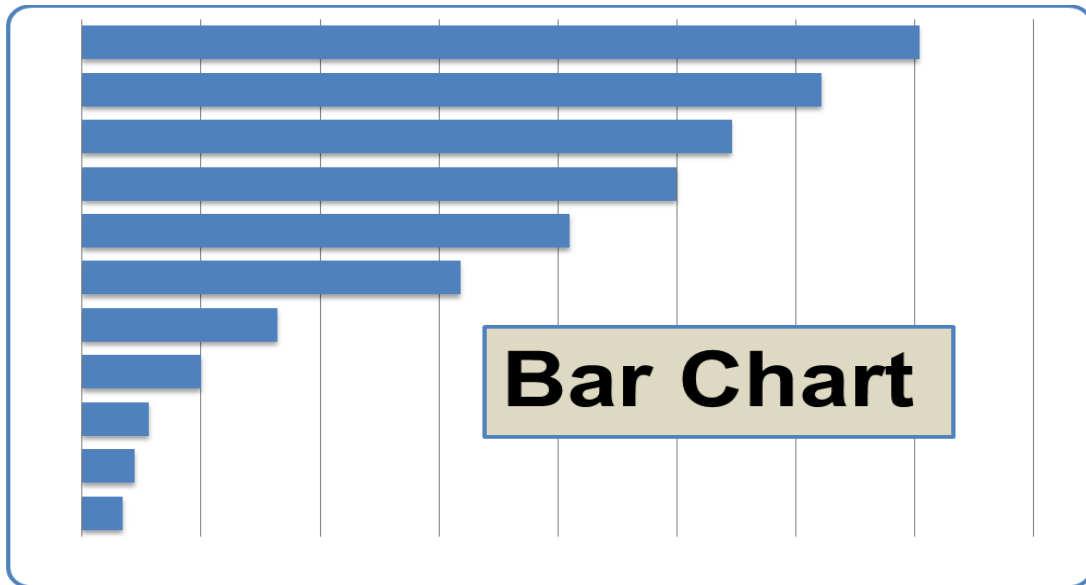
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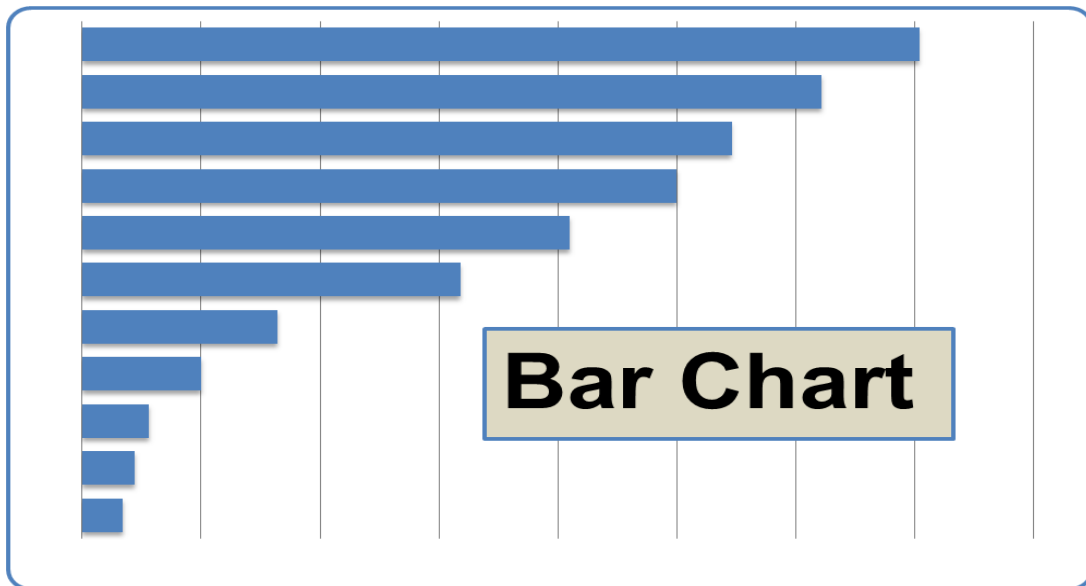
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### Freshwater Fishing Participation:

Approximately \_\_\_\_\_ of all age categories reported freshwater fishing at least N days in 2014, with the greatest percent of high participation in the A- year old group.



Those with a \_\_\_\_\_ education and \_\_\_\_\_ education had more respondents reporting freshwater fishing N days than those with \_\_\_\_\_ education.

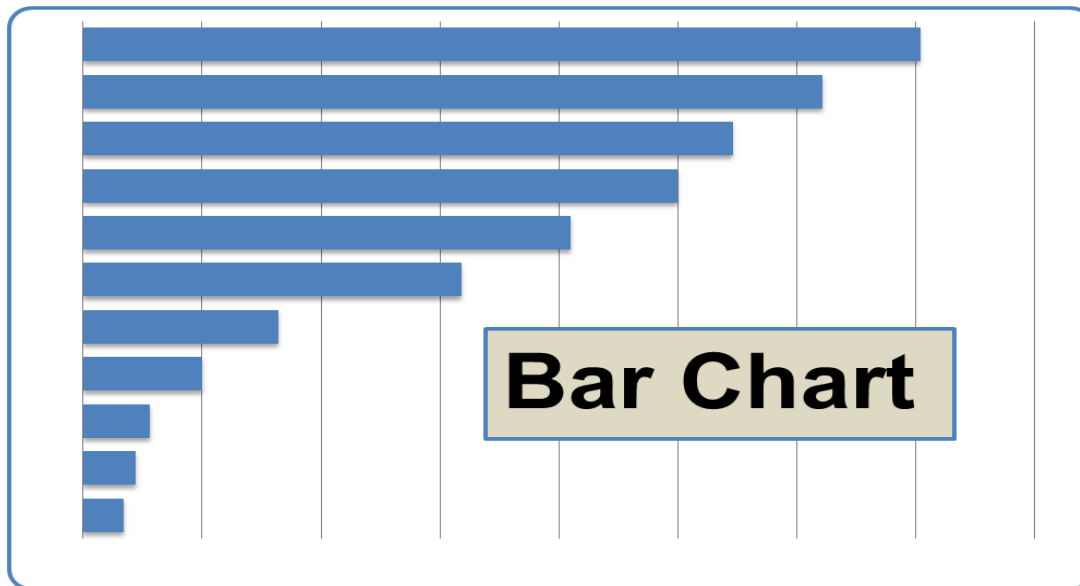


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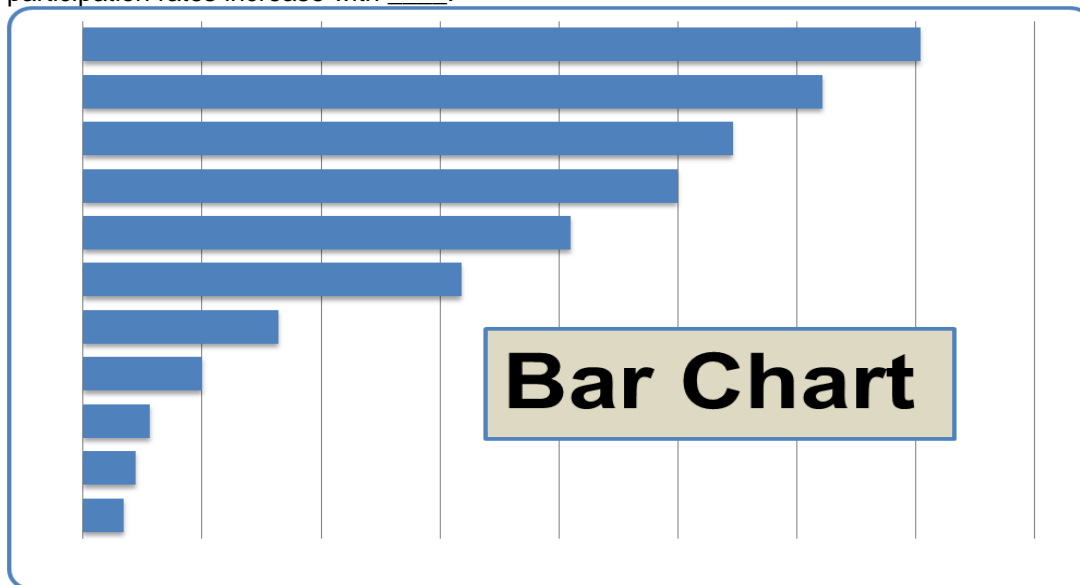
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Respondents with a household income between \$D and \$D had both the greatest high participation rate (\_\_\_\_%) and the smallest low participation rate (\_\_\_\_%). This group can be categorized as an avid \_\_\_\_\_water fishing group.



#### Saltwater Fishing Participation:

Saltwater fishing participation differs more based on \_\_\_\_\_ than freshwater fishing participation. High participation rates increase with \_\_\_\_\_.

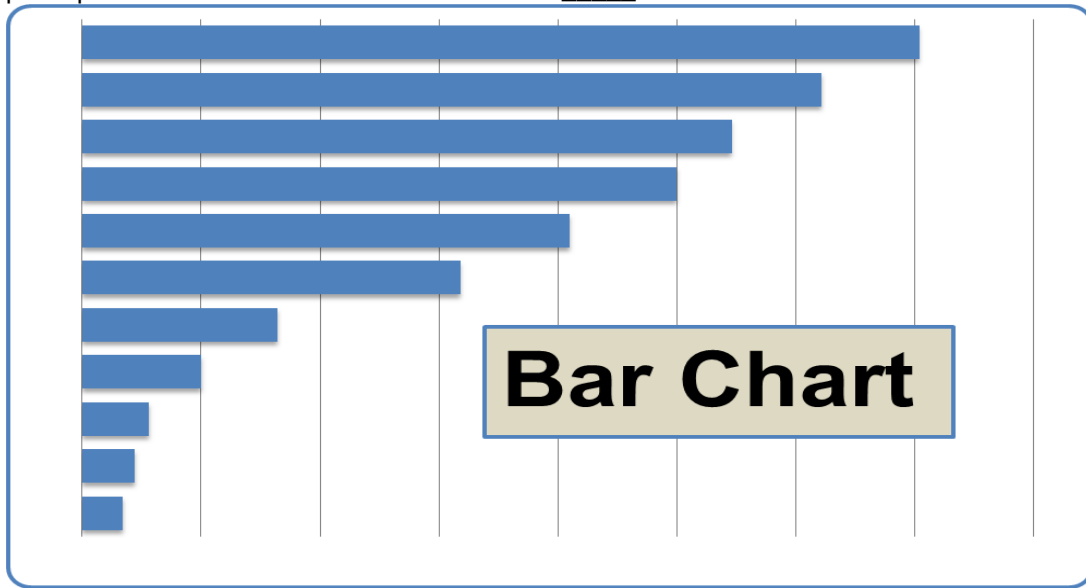


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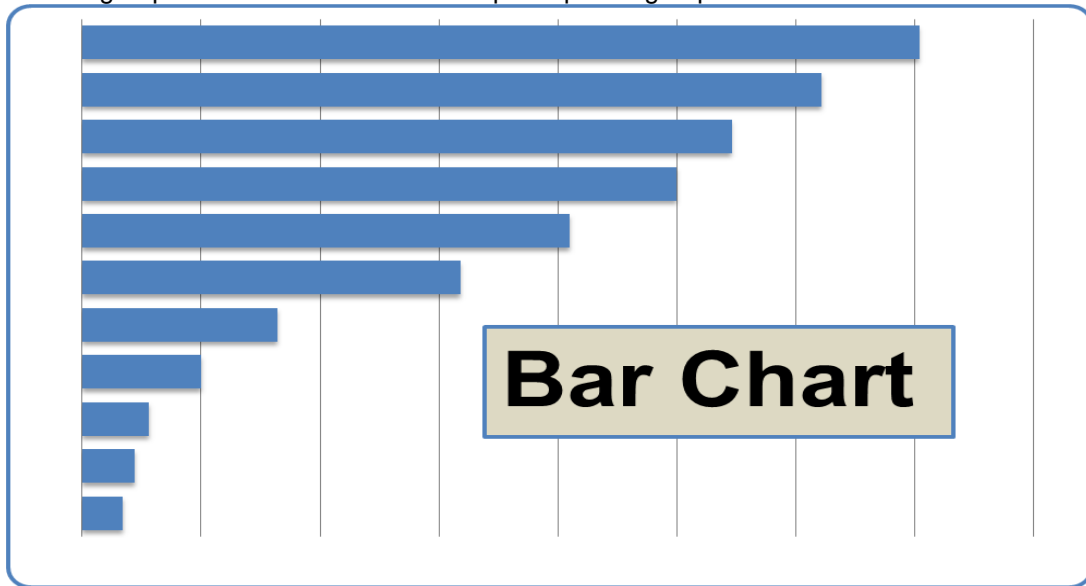
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High rates of saltwater fishing participation decrease with increased levels of \_\_\_\_\_, while moderate participation increases with increased levels of \_\_\_\_\_.

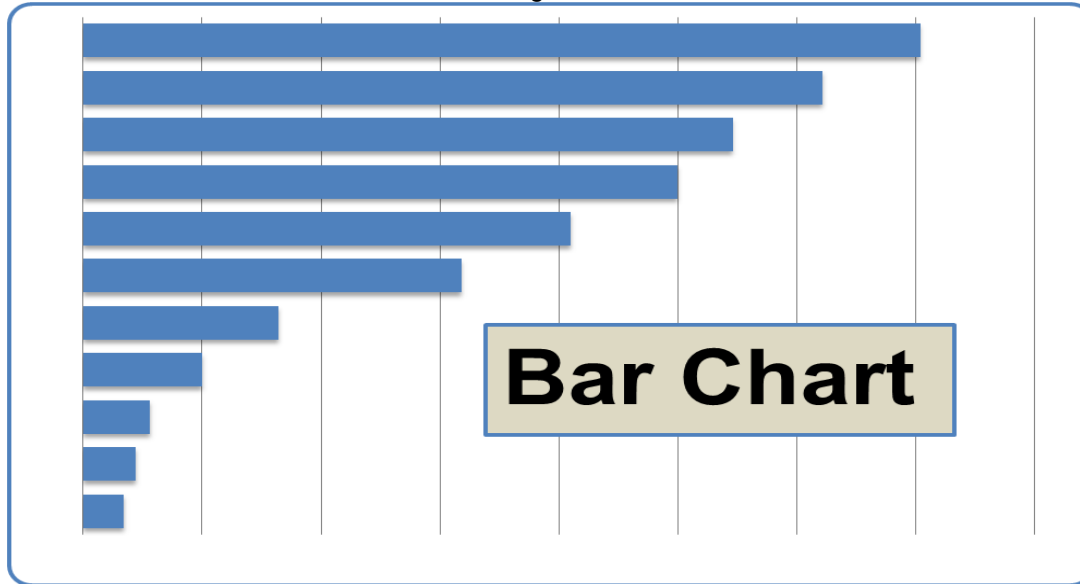


High saltwater fishing participation is greatest among respondents in the \$D to \$D income bracket. This income group can be considered an avid participation group.



### Angler Purchases:

Overall, respondents reported \_\_\_\_% of dollars spent on fishing equipment was for freshwater use only, \_\_\_\_% for saltwater use only, and \_\_\_\_% for both freshwater and saltwater or brackish use. Not surprisingly, residents of \_\_\_\_ states and \_\_\_\_ states allocated fewer dollars to equipment used for saltwater fishing only. \_\_\_\_ residents were most likely to spend money on equipment to be used only for saltwater fishing. \_\_\_\_ and \_\_\_\_ residents were most likely to spend money on fishing equipment to be used for both freshwater and saltwater fishing.



## Summary of Survey Respondents for November – December 2014

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,000				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

### Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				

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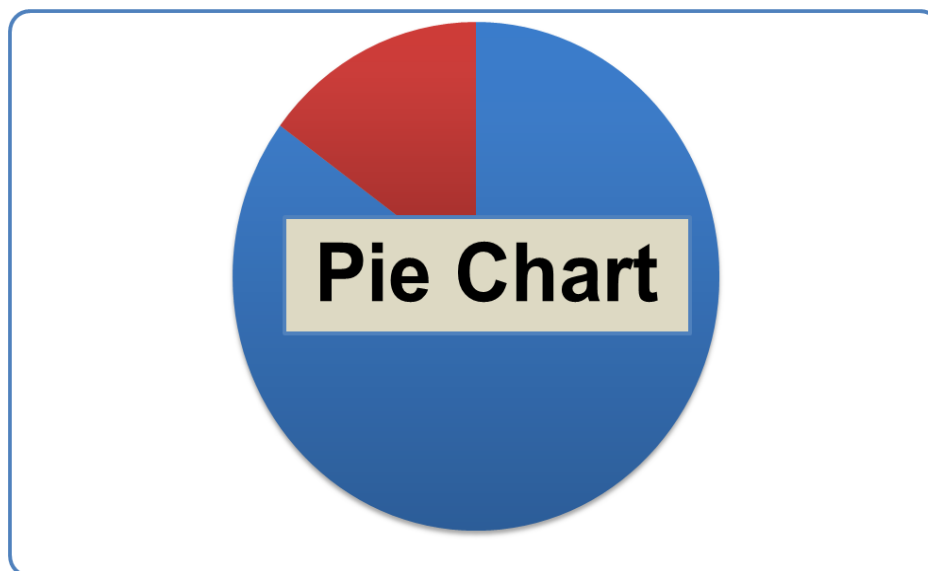
## Freshwater vs. Saltwater

Did you freshwater fish in the last two months?

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
No				
Yes				
Total				

Did you saltwater fish in the last two months?

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
No				
Yes				
Total				



Where did you fish in the last two months?

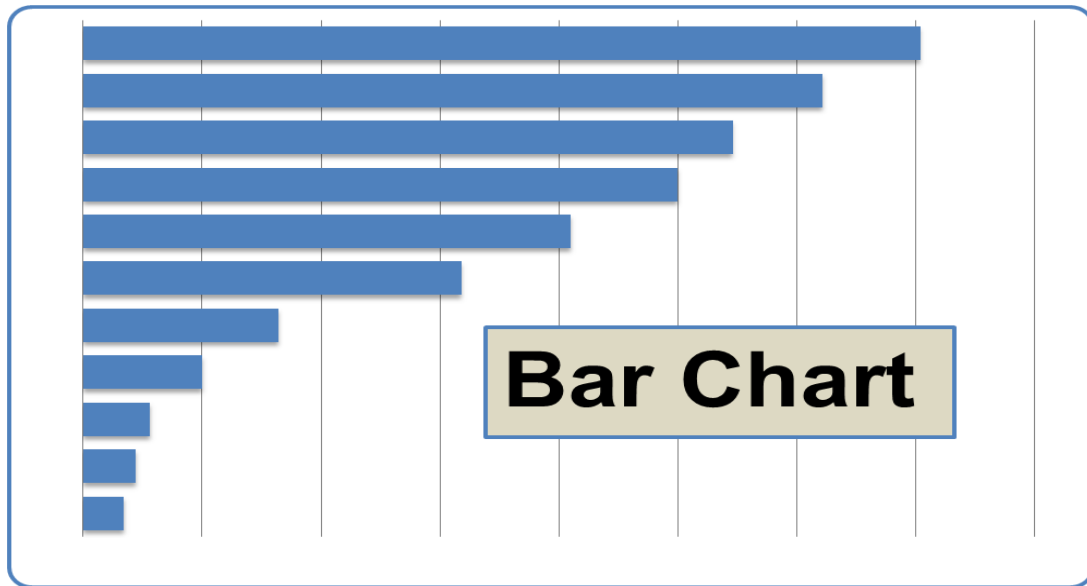
	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Freshwater Only				
Saltwater Only				
Both Freshwater and Saltwater				
Total				

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Where did you fish from?



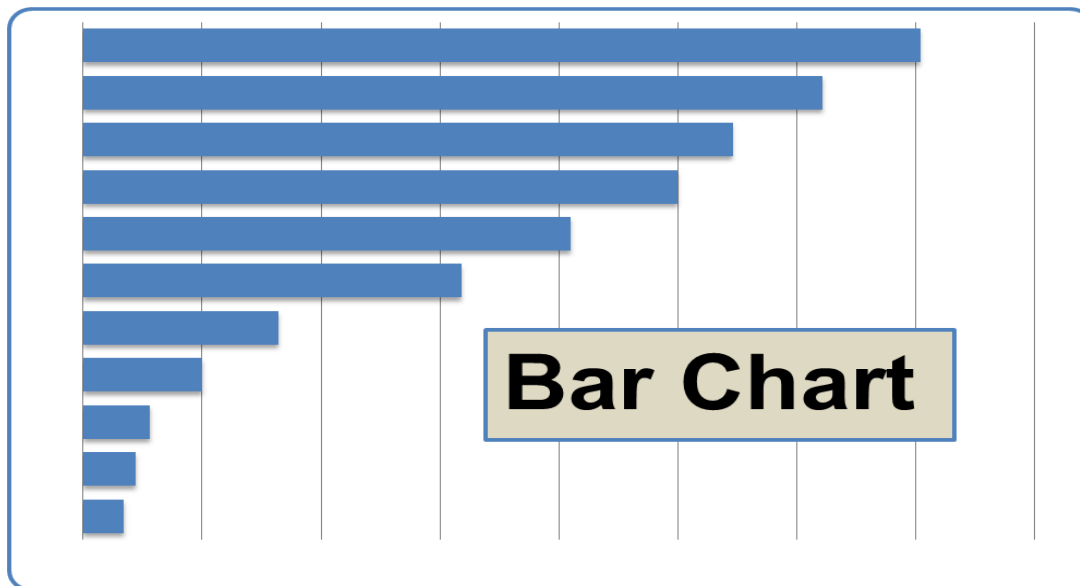
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### Percent of freshwater and saltwater anglers using guides

	No	Yes	Total
Freshwater Guide			
Saltwater Guide			



### Types of bait used when freshwater fishing

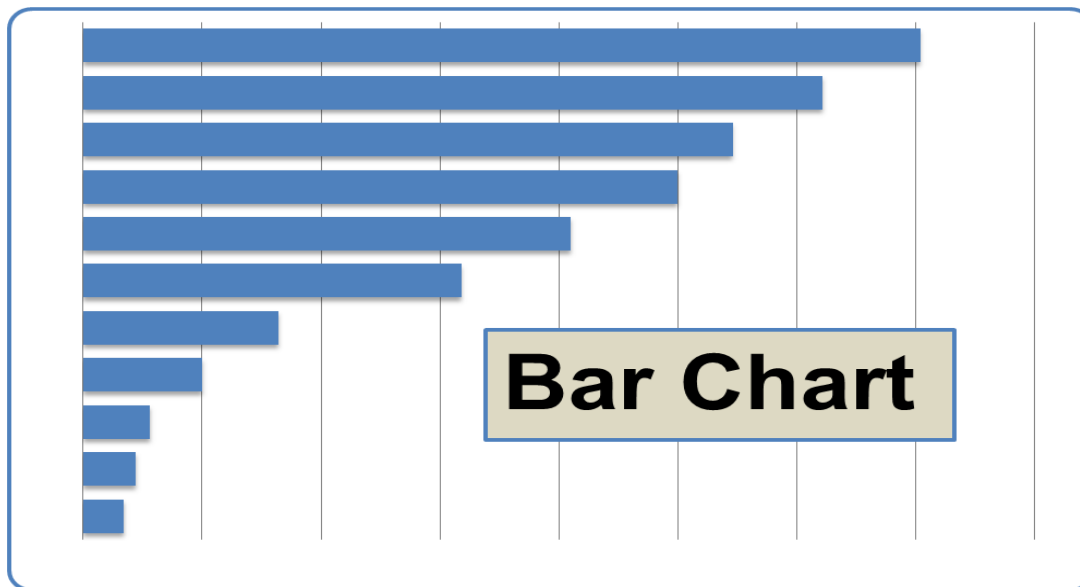
	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Fishing with dead bait (liver, fish eggs, cut fish, dead shrimp, etc., including all types of dough baits and other commercially prepared baits)				
Fly fishing flies				
Fishing with live bait				
Fishing with artificial baits, except flies (includes hard baits, soft baits, jigs, and spinners)				
Did not use bait (bow fishing, spear fishing, 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

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Any freshwater fish that bites				
Carp				
Catfish				
Largemouth or spotted bass				
Pan fish (crappie, perch, sunfish, bluegill/bream)				
Perch				
Pickrel, 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 fresh water in the past two months				
Total				

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### Places from where freshwater anglers fished

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Canoe				
Kayak				
Land, shore, beach, pier, dock, bridge or wading				
Powerboat (including charter)				
Boat (non-power)				
Bass boat				
Floating Tube				
Ice				
Other				
Total				

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

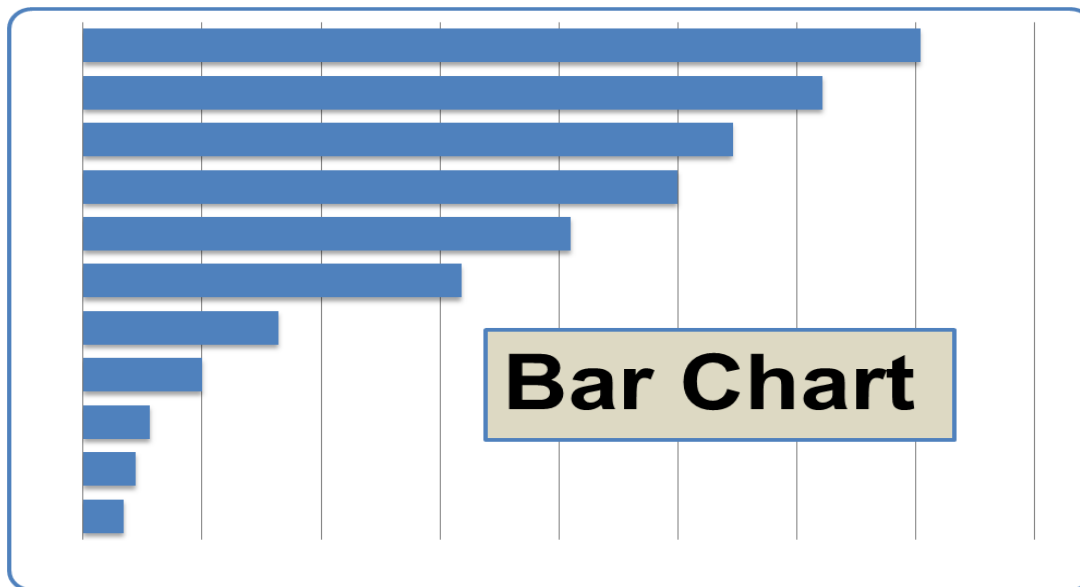
### Days of fishing per month (in the last two months) by freshwater anglers\*

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
0 days				
1 or 2 days				
3 to 5 days				
6 to 15 days				
16 to 25 days				
26 to 35 days				
36 to 45 days				
Over 45 days				
Total				

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#### Types of bait used when saltwater fishing

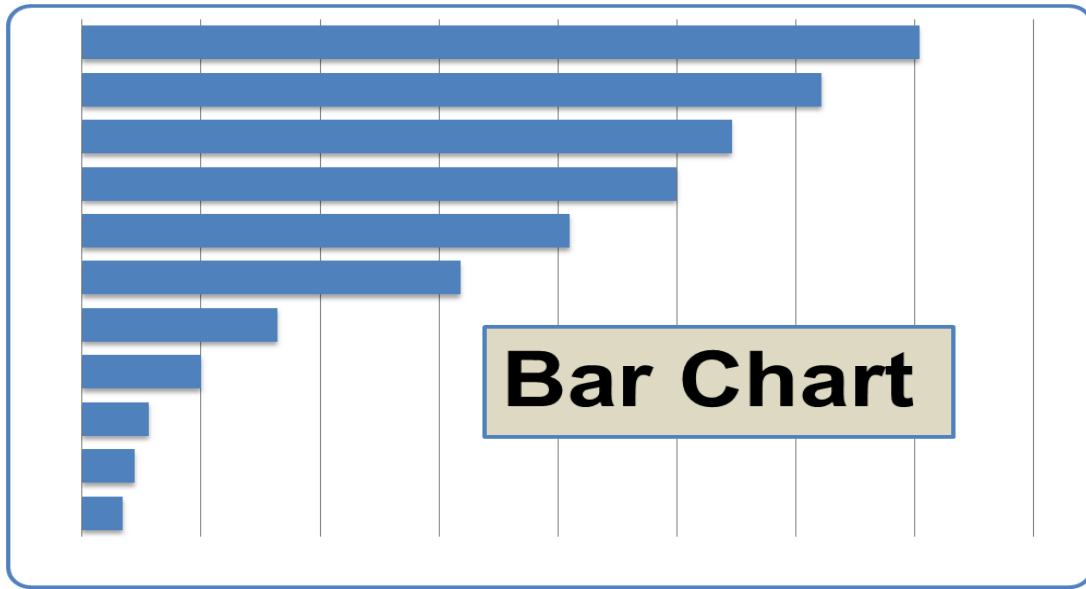
	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Fishing with dead bait (liver, fish eggs, cut fish, dead shrimp, etc., including all types of dough baits and other commercially prepared baits)				
Fly fishing flies				
Fishing with live bait				
Fishing with artificial baits, except flies (includes hard baits, soft baits, jigs and spinners)				
Did not use bait (bow fishing, spear fishing, 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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Any saltwater fish that bites				
Amberjack				
Atlantic croaker				
Barracuda				
Billfish				
Black drum				
Bluefish				
Bonefish				
Bonito				
Calico bass				
Cobia				
Cod (all species)				
Dolphin				
False albacore				
Flounder				
Grouper, snapper, sea bass				
Haddock				
Halibut				
King fish				
Mackerel (king, Spanish, Boston, cero, etc.)				
Other bass (Pacific coast only)				
Perch				
Permit				
Pompano				
Redfish, red drum, channel bass				
Rockfish (Pacific coast only)				
Salmon				
Scorpion fish				
Scup				
Sea perch (Pacific coast)				
Shark				
Sheephead				
Snook				
Speckled trout				
Spotted seatrout or weakfish				
Striped bass				
Sturgeon				
Tarpon				
Tautog (Blackfish)				
Tuna				
Wahoo				
Whiting				
Yellow tail				
Other fish				
No, I did not fish saltwater				
Total				

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

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**Places from where saltwater anglers fished**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Canoe				
Kayak				
Land, shore, pier, beach, dock, bridge or wading				
Powerboat (including charter)				
Boat (non-power)				
Bass boat				
Floating tube				
Ice				
Other				
Total				

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

**Days of fishing in the last two months by saltwater anglers**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
0 days				
1 or 2 days				
3 to 5 days				
6 to 15 days				
15 to 25 days				
26 to 35 days				
36 to 45 days				
Over 45 days				
Total				

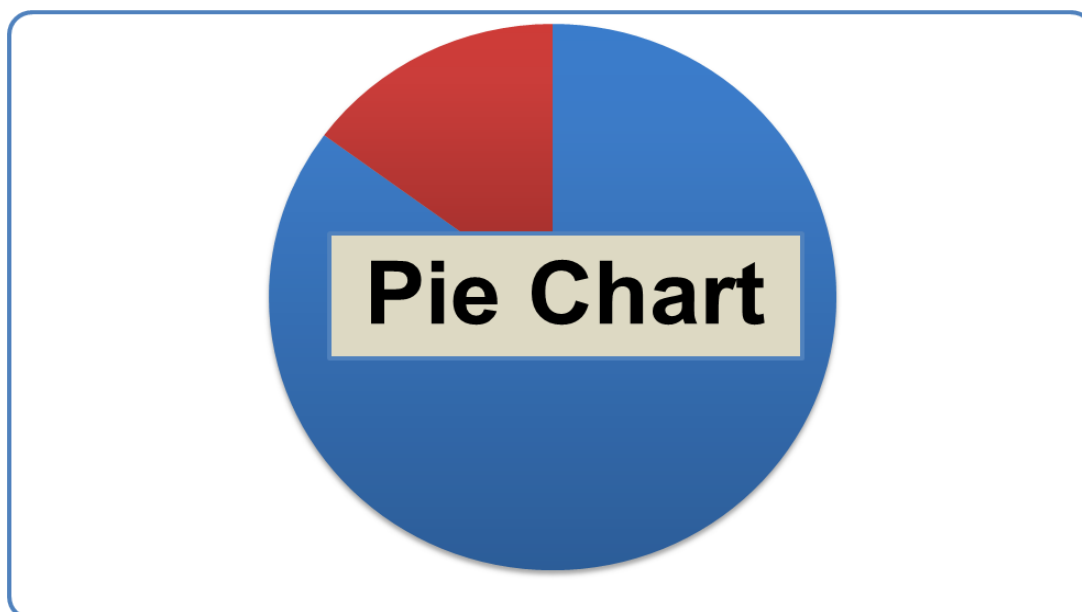
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## Purchases

- Of those who made purchases, over \_\_\_\_% purchased fishing lures and baits (%), and \_\_\_\_% purchased terminal tackle.
- Most purchases are for \_\_\_\_\_ fishing (%)
- People are more likely to purchase a \_\_\_\_\_ than to purchase a \_\_\_\_\_.



**Did you purchase any fishing related items in the last two months for yourself, others, or as gifts?**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
No				
Yes				
Total				

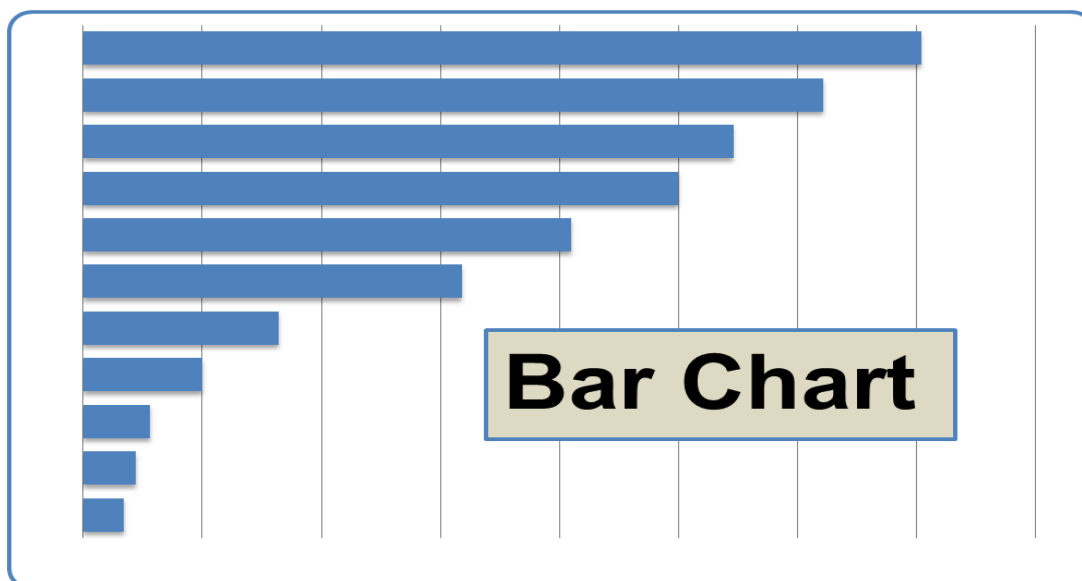
**For what types of fishing are the purchases going to be used? (Select all that apply)**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water				
Fresh water				
Inshore saltwater				
Offshore saltwater				
Not sure				
Total				

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**Of people who reported buying FISHING EQUIPMENT, they purchased:**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Fishing apparel				
Combo (Rod/Reel)				
Fishing electronics (GPS, sonar, fish finders)				
Fly fishing tackle and accessories				
Ice fishing equipment				
Fishing line - Not fly fishing				
Lures & baits – (hard, soft, spinner, dough, jig, live baits - Not fly fishing)				
Reel - Not fly fishing				
Rod - Not fly fishing				
Rod/Reel accessories				
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, Reels and Combos

- Most rods purchased were in the \_\_\_\_\_ category (%).
- Most rods purchased were in the \$X - \$Y category (%).
- Brand A leads reel sales at \_\_\_\_% of all purchases.
- Over \_\_\_\_% reel sales were \_\_\_\_\_.
- The average price spent on a \_\_\_\_\_ is, on average, \_\_\_\_\_ what is spent on a \_\_\_\_\_.

## Fishing Rods

### Age of respondent purchasing RODS

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent purchasing RODS

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### Household income of respondents purchasing RODS

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

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**Education level of respondents purchasing RODS**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				

**Type of fishing RODS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bait cast				
Spin cast				
Spinning				
Other				
Not sure				
Total				

**Brands of fishing RODS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
13 Fishing				
Abu-Garcia				
All Star				
Alvey				
B-n-M				
Bass Pro Shops brand				
Berkley (Lightning Rod, Series One, Cherrywood)				
Browning				
Cabela's brand				
Cal Star				
California				
Castaway				
Daiwa				
Denali				
Dixie				
Dobyns				
Duckett				
E21				
Eagle Claw				
Falcon				
Fenwick				
G-Loomis				
Gander Mountain				
H20				
Hot Stix				
HT				
Kistler				
Lamiglas				
Lews				

**CONFIDENTIAL:****29**

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Limit Creek Rods
MHX
Okuma
Penn
Pflueger
Powell
Pro Angler
Quantum
Rain Shadow
Riversider
Rouge
Seeker Rods
Shakespeare (Ugly Stik, Prius, Sturdy Stik)
Shimano
Skeet Reese
South Bend
St.Croix
Star Rods
Temple Fork
Tsunami
Wright-McGill
Zebco
Custom Built
Other private label store brands
Other
Not sure
Total

**Cost of fishing RODS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Primary type of fishing intended for the RODS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing				
Fresh water fishing				
Inshore saltwater fishing				
Offshore saltwater fishing				
Not sure				
Total				

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**31**

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## Fishing Reels

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to 149,999				
\$150,000 to 199,999				
\$200,000 or more				
Other				
Total				

### Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				

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**32**

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**Type of fishing REELS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bait cast				
Spin cast				
Spinning				
Other				
Not sure				
Total				

**Brands of fishing REELS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
13 Fishing				
Abel				
Abu-Garcia				
Bass Pro Shops brand				
Browning				
Cabela's brand				
Daiwa				
Fin Nor				
Lews				
Mitchell				
Okuma				
Penn				
Pflueger				
Quantum				
Rapala				
Ross Reels				
Shakespeare				
Shimano				
St. Croix				
U.S. Reel				
Zebco				
Other private label store brand				
Other				
Not sure				
Total				

**CONFIDENTIAL:****33**

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**Cost of fishing REELS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Primary type of fishing intended for the REELS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing				
Fresh water fishing				
Inshore saltwater fishing				
Offshore saltwater fishing				
Not sure				
Total				

**CONFIDENTIAL:****34**

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## Fishing Combos

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

### Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				

**CONFIDENTIAL:**

**35**

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**Type of fishing COMBOS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bait cast				
Spin cast				
Spinning				
Other				
Not sure				
Total				

**Brands of fishing COMBOS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
13 Fishing				
Abu-Garcia				
All Star				
Bass Pro Shops brand				
Bill Dance				
Browning				
Cabela's brand				
Daiwa				
Fenwick				
Frabill				
Mitchell				
Okuma				
Penn				
Pflueger				
Quantum				
Shakespeare				
Shimano				
St. Croix				
White River				
Zebco				
Other private label brands				
Other				
Not sure				
Total				

**CONFIDENTIAL:****36**

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**Cost of fishing COMBOS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Primary type of fishing intended for the COMBOS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing				
Fresh water fishing				
Inshore saltwater fishing				
Offshore saltwater fishing				
Not sure				
Total				

**CONFIDENTIAL:****37**

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**Type of ROD & REEL ACCESSORIES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Rod parts or accessories				
Rod/Reel accessories and parts				
Other				
Not sure				
Total				

**Brands of ROD & REEL ACCESSORIES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Abu-Garcia				
Acadia Sports				
All Star				
Alvey				
American Rodsmiths				
Bass Pro Shops brand				
Berkley (Lightning Rod, Series One, Cherrywood)				
Betts				
Bimini Bay				
B-n-M				
Browning				
Cabelas brand				
Cal Star				
California				
Castaway				
Daiwa				
Denali				
Dixie				
Dobyns				
Duckett				
E21/Carrot Stix				
Eagle Claw				
Falcon				
Fenwick				
Gander Mountain				
G-Loomis				
H20				
HML				
Hot Stix				
HT				
Kencore				
Kistler				
Lamiglas				
Lews				
Limit Creek Rods				
MHX				
Okuma				
Penn				
Pflueger				
Powell				
Power Plus				

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**38**

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Pro Angler
Quantum
Rain Shadow
Rapala
Riversider
Rogue
Sage
Seeker Rods
Shakespeare (Ugly Stik, Prius, Sturdy Stik)
Shimano
Skeet Reese
South Bend
St Croix
Star Rods
Storm
Temple Fork
Tsunami
Wright-McGill
Zebco
Custom built
Other private label store brands
Other
Not sure
Total

**Cost of ROD & REEL ACCESSORIES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$0 00 to \$4 99				
\$5 00 to \$9 99				
\$10 00 to \$19 99				
\$20 00 to \$29 99				
\$30 00 to \$39 99				
\$40 00 to \$49 99				
\$50 00 to \$99 99				
\$100 00 to \$199 99				
\$200 00 and over				
Not sure				
Total				

Avg. Amount Spent

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**39**

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**Types of stores where ROD & REEL ACCESSORIES were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**40**

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## Fishing Line

- \_\_\_\_\_ fishing line represents 1 of every 3 fishing line purchases.
- Brand A is the preferred fishing line brand in every period with Brand B in a close second.
- \_\_\_\_\_ are the most popular retailers to purchase line with over \_\_\_\_\_ of all line purchases.

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to 199,999				
\$200,000 or more				
Other				
Total				

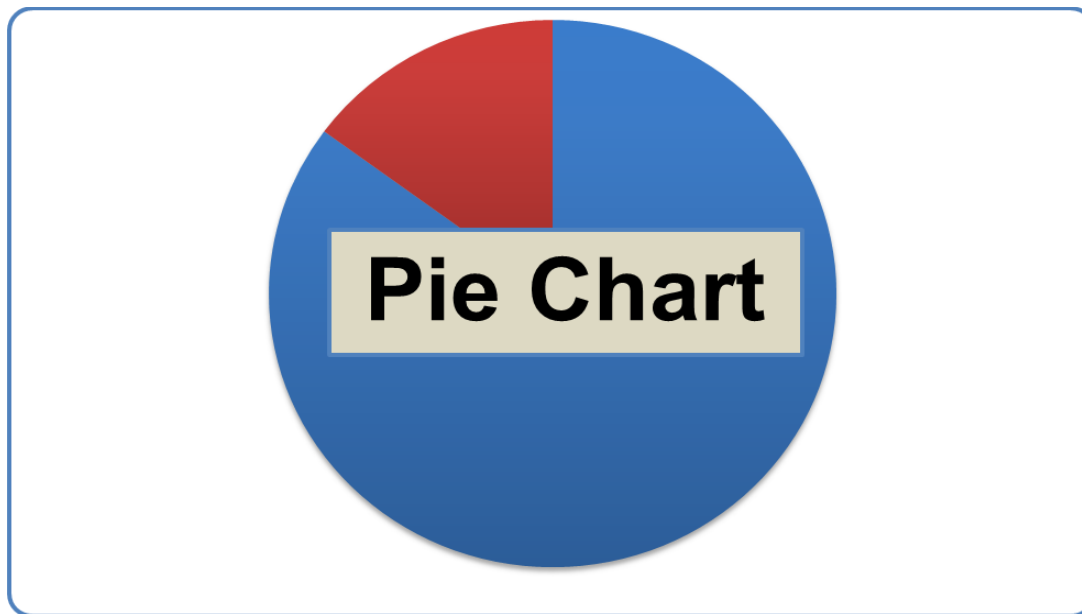
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**41**

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**Education level**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				

**Of people who reported buying FISHING LINE, they purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Fluorocarbon				
Monofilament				
Superline or Braid				
Other				
Not sure				
Total				

**Number of spools of LINE purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
1				
2				
3				
4				
5 or more				
Total				

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**Brands of FISHING LINE purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Ande				
Berkley (not sure of specific brand)				
Berkley Big Game				
Berkley Fireline				
Berkley Gorilla Tough				
Berkley Nanofil				
Berkley Trilene				
Berkley Vanish				
Cajun Red				
Cortland				
Gamma				
Hi-Seas				
Lee				
Maxima				
P-Line				
PowerPro				
Rapala				
Rio				
Scientific Angler				
Seaguar				
Silver Thread				
Spiderwire				
Stren				
Suffix				
Trik Fish				
TripleFish				
Yo-Zuri				
Zebco				
Other				
Not sure				
Total				

**Cost of FISHING LINE purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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

**CONFIDENTIAL:****43**

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**Types of stores where FISHING LINE was purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Primary type of fishing intended for the fishing LINES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing				
Fresh water fishing				
Inshore saltwater fishing				
Offshore saltwater fishing				
Not sure				
Total				

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## Fishing Lures

- Consumers are more than twice more likely to purchase \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ than \_\_\_\_\_.
- Brand A was the top hard bait brand purchased in every period.
- Brand A was the top brand of soft baits (%) purchased in November - December 2014 with Brand B close behind (%).
- \_\_\_\_\_ and \_\_\_\_\_ are most likely to be purchased at \_\_\_\_\_ while the others are more likely to be purchased at \_\_\_\_\_.

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

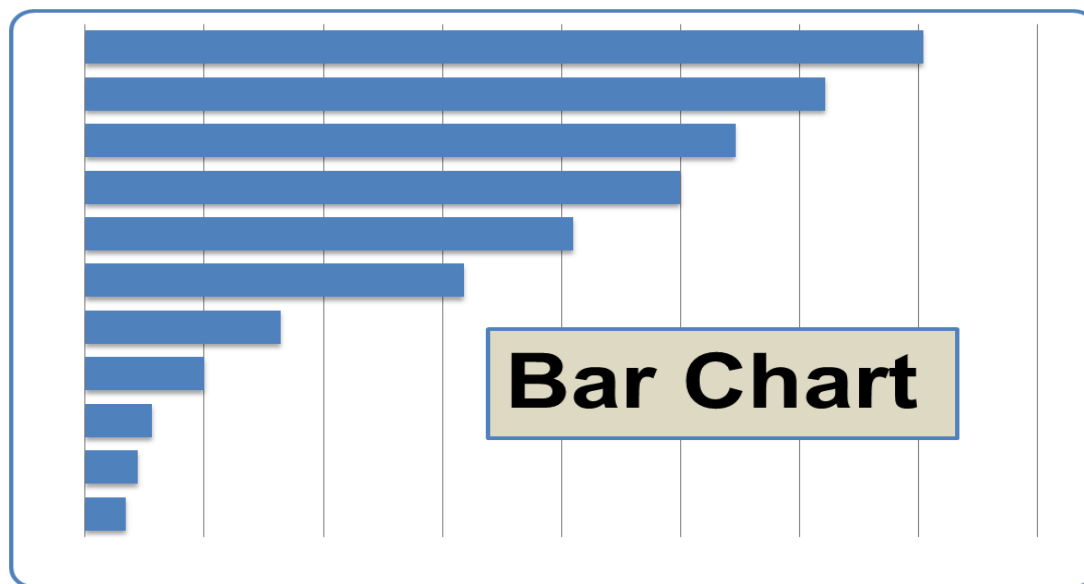
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**45**

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### Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				



### Of people who reported buying FISHING LURES, they purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Dough bait				
Hard bait				
Jig				
Live bait				
Soft bait (include soft tail fished using jig heads)				
Spinner bait				
Other				
Total				

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

### Number of HARD BAIT packages purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
1				
2				
3				
4				
5 or more				
Total				

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**46**

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**Brand of HARD BAITs purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Arbogast				
Bagley				
Bandit				
Bass Pro				
Berkley				
Blue Fox				
Bomber				
Bomber Saltwater Grade				
Boone				
Booyah				
Brad's				
Cabela's				
Charkbait				
Chatter Baits				
Cotton Cordell				
Creek Chub				
Daiwa				
Dare Devil				
Gary Yamamoto				
Gibbs				
Gotcha				
Heddon				
IMA				
Jackall				
Kastmaster				
Koppers				
Laser Lures				
Lindy				
Luck-E-Strike				
Lucky craft				
Luhr Jensen				
Lunker City				
Mann Hard Lures				
Matzuo				
Megabass				
Mepps				
Mirrolure				
Mister Twister				
Norman				
Rapala				
Rat-L-Trap				
Rebel				
Reef Runner				
River-2sea				
Salmo				
Sebile				
Smithwick				
Spro				
Storm				
Strike King				
Strike Pro				
Super Strike				
Thomas				

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War Eagle
Xcalibur
XPS
Yellow Magic
Yo-Zuri
Custom
Other
Not sure
Total

**Cost of HARD BAITs (per lure or package) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**48**

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**Primary type of fishing intended for the HARD BAITs purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing	4.4%	2.8%		
Fresh water fishing	72.0%	79.5%		
Inshore saltwater fishing	19.5%	13.3%		
Offshore saltwater fishing	4.1%	3.5%		
Not sure	0.0%	0.8%		
Total	N=232	N=2451		

**Number of SOFT BAIT packages purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
1				
2				
3				
4				
5 or more				
Total				

**CONFIDENTIAL:****49**

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**Brand of SOFT BAITs purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Arkie				
Banjo Minnows				
Bass Assassin				
Bass Pro				
Bass Stalker				
Berkley Gulp				
Berkley Havoc				
Berkley PowerBait				
Big Bite				
Big Hammer				
Bobby Garland				
Bomber Saltwater Grade				
Booyah				
Cabela's				
Charlie Brewer				
Chompers				
Creme				
Culprit				
Deep Creek Lures				
DOA				
Eakin				
Gambler				
Gary Yamamoto				
Gene Larew				
Grande Bass				
Hogy				
Jackall				
Kalin				
Lake Fork				
Lindy				
Lockett				
Luck-E-Strike				
Lunker City				
Manns				
Mepps				
Mirrolure				
Missile				
Mister Twister				
Netbait				
Nitro				
Northland				
Power Team Lures				
Reaction Innovations				
Roboworm				
Spro				
Stanley				
Storm				
Strike King				
Trigger				
Tsunami				
Venom				
Wave				
XPS				
Yamamoto				

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Yum
Z-man
Zoom
Other
Not sure
Total

**Cost of SOFT BAITS (per lure or package) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 Package

Avg. Price Per Soft bait

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**51**

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**Types of stores where SOFT BAITs were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Primary type of fishing intended for the SOFT BAITs purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing				
Fresh water fishing				
Inshore saltwater fishing				
Offshore saltwater fishing				
Not sure				
Total				

**Number of SPINNER BAIT packages purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
1				
2				
3				
4				
5 or more				
Total				

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**Brand of SPINNER BAITS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Assault				
Bass Assassin				
Bass Pro				
Bass Stalker				
Berkley				
Blue Fox				
Bomber Saltwater Grade				
Boone				
Booyah				
Cabela's				
Culprit				
Daiwa				
Eakin				
Gambler				
Gary Yamamoto				
Hart				
Hildebrandt				
Jewel				
Johnson				
Lindy				
Lucky craft				
Luhr Jensen				
Lunker Lure				
Macks Lure				
Manns				
Matzuo				
Mepps				
Mister Twister				
Northland				
Panther Martin				
Road Runner				
Rooster Tails				
Secret Weapon				
Stanley				
Storm				
Strike King				
Terminator				
War Eagle				
Worden				
XPS				
Other				
Not sure				
Total				

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**Cost of SPINNER BAITs (per lure or package) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 SPINNER BAITs were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Number of DOUGH BAIT packages purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
1				
2				
3				
4				
5 or more				
Total				

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**Brand of DOUGH BAITS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Berkley Gulp				
Berkley PowerBait				
Catfish Charlie				
Hog Wild				
Magic Bait				
Nitro				
Rusty				
Sonnys				
Yum				
Zeke				
Other				
Not sure				
Total				

**Cost of DOUGH BAITS (per lure or package) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 DOUGH BAITs were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Primary type of fishing intended for the DOUGH BAITs purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing				
Fresh water fishing				
Inshore saltwater fishing				
Offshore saltwater fishing				
Not sure				
Total				

### Number of JIG BAIT packages purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
1				
2				
3				
4				
5 or more				
Total				

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**Brand of JIG BAITS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
All Terrain Tackle				
Andrus				
Arkie				
Assault				
Ava				
Bagley				
Bass Assassin				
Bass Pro				
Bass Stalker				
Berkley				
Berkley Gulp				
Berkley PowerBait				
Blakemore				
Bomber Saltwater Grade				
Boone				
Booyah				
Braid				
Buckeye				
Cabela's				
Chatterbait				
Chompers				
Custom				
Daiwa				
Dirty Jigs				
Do-it				
Eagle Claw				
Eakin				
Falcon				
Gary Yamamoto				
Gene Larew				
Hart				
Jewel				
Johnson				
Kastmaster				
Keitech				
Lindy				
Luck E Strike				
Luhr Jensen				
Lunker Lure				
Manns				
Mister Twister				
Northland				
Omega				
Outkast				
P-line Strike				
Rapala				
Salas				
Shimano				
Spro				
Stanley				
Strike King				
Swedish Pimple				
Tady				
Talon				

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Terminator
Tsunami
VMC
War Eagle
White River
Williamson
Yo-Zuri
Not sure
Other
Total

**Cost of JIG BAITS (per lure or package) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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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**58**

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**Types of stores where JIG BAITS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Store (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Primary type of fishing intended for the JIG BAITS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing				
Fresh water fishing				
Inshore saltwater fishing				
Offshore saltwater fishing				
Not sure				
Total				

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**Type of LIVE BAIT purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Freshwater shrimp				
Live crickets, grasshoppers or other non-water insects				
Live minnows, shiners or baitfish of any type				
Live worms and night crawlers				
Other live bait (hellgrammites, grubs, mealworms, frogs, etc.)				
Total				

**Cost of LIVE BAIT purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$0-\$5				
\$5-\$10				
\$10-\$15				
\$15-\$20				
\$20-\$25				
\$25-\$30				
\$30-\$35				
\$35-\$40				
\$40-\$45				
\$45-\$50				
\$50 and over				
Not sure				
Total				

Avg. Amount Spent

**Types of stores where LIVE BAIT were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Primary type of fishing intended for the LIVE BAIT purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Brackish water fishing				
Fresh water fishing				
Inshore saltwater fishing				
Offshore saltwater fishing				
Not sure				
Total				

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## Terminal Tackle

- More than \_\_\_\_% of those who purchased terminal tackle purchased \_\_\_\_ and \_\_\_\_% purchased \_\_\_\_.
- The majority of \_\_\_\_ purchased were A, B or C brands.
- Almost \_\_\_\_ of \_\_\_\_ purchased were \_\_\_\_\_. Brand A was the most popular brand.
- \_\_\_\_\_ of all \_\_\_\_\_ purchased this period were purchased at \_\_\_\_\_.

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### \*Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

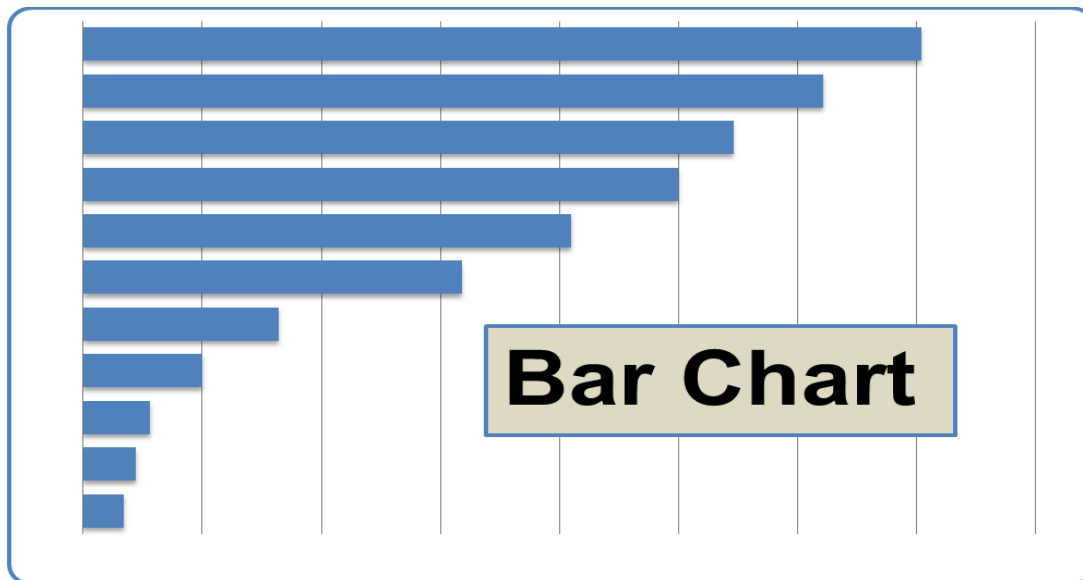
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## Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				



## Of people who reported buying TERMINAL TACKLE, they purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bobbers				
Hooks				
Leaders				
Rigs				
Sinkers				
Swivels				
Total				

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

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**63**

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**Brands of HOOKS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro Shops				
Berkley				
Daiichi				
Eagle Claw/Lazer Sharp				
Fox				
Gamakatsu				
Gambler				
H2O				
Korda				
Matzuo				
Mustad				
Owner				
Standout Drop Point				
Strike King				
Targus				
Tiemco				
Trokar				
Tru-Turn				
Vicious				
VMC				
XPoint				
XPS				
Generic or not branded				
Other				
Not sure				
Total				

**Cost of HOOKS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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. Amt. Spent per Package

Avg. Amt. Spent per Hook

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### Types of stores where HOOKS were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of SINKERS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro Shops brand				
Bullet Weights				
Cabela's brand				
Dr. Drop				
Eagle Claw				
Eco Pro				
Excalibur				
Fox				
Lead Masters				
Lindys				
River2Sea				
Strike King				
Tru Tungsten				
Water Gremlin				
XPS				
Custom or handmade				
Generic or not branded				
Other				
Not sure				
Total				

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65

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**Cost of SINKERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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. Amt. Spent per Package

**Types of stores where SINKERS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of SWIVELS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro Shops brand				
Berkley				
Cabela's brand				
Eagle Claw				
Fox				
Gamakatsu/Magic Eye				
Invisa Swivel				
Luhr-Jensen				
Mustad				
P-line				
Rosco				
Sampo				
South Bend				
Spro				
Thundermist				
Tsunami				
Vision				
Worth				
Generic/Not branded				
Other				
Not sure				
Total				

**Cost of SWIVELS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 SWIVELS were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of RIGS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro Shops brand				
Berkley				
Cabela's brand				
Eagle Claw				
Fox				
Lindy				
Luhr-Jensen				
Manns				
Mustad				
Owner				
P-Line				
Sampo				
Sea Striker				
Spro				
Yum				
Generic or not branded				
Other				
Not sure				
Total				

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**Cost of RIGS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 RIGS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of BOBBERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Alameda Floats				
Bass Pro Shops brand				
Berkley				
Cabela's brand				
Cajun Thunder				
Eagle Claw				
Korda				
Lindy Little Joe				
Luhr-Jensen				
Mr. Crappie				
Northland				
Thill				
Custom or handmade				
Generic/Not branded				
Other				
Not sure				
Total				

**Cost of BOBBERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 BOBBERS were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, Cabela's, Gander Mountain)				
Printed Catalog (Bass Pro and Cabela's)				
Used				
Website (Cabela's, Bass Pro, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of LEADERS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Ande				
Bass Pro Shops brand				
Berkley				
Cabela's brand				
Cortland				
Eagle Claw				
Fox				
Frog Hair				
Gamma				
Korda				
Luhr-Jensen				
Maxima				
Orvis				
Sampo				
Seaguar				
Spro				
Suffix				
Terminator				
TripleFish				
Tsunami				
Umpqua				
Generic or not branded				
Other				
Not sure				
Total				

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**Cost of LEADERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**CONFIDENTIAL:****72**

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## Fly Fishing Gear

- \_\_\_\_% of those purchasing fly fishing gear purchased \_\_\_\_.
- Over \_\_\_\_ of \_\_\_\_ purchased were \_\_\_\_.
- The fly line market is split between \_\_\_\_ (\_\_\_\_%) and \_\_\_\_ (\_\_\_\_%).
- Brand A is consistently the most popular \_\_\_\_ brand.

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to 199,999				
\$200,000 or more				
Other				
Total				

CONFIDENTIAL:

73

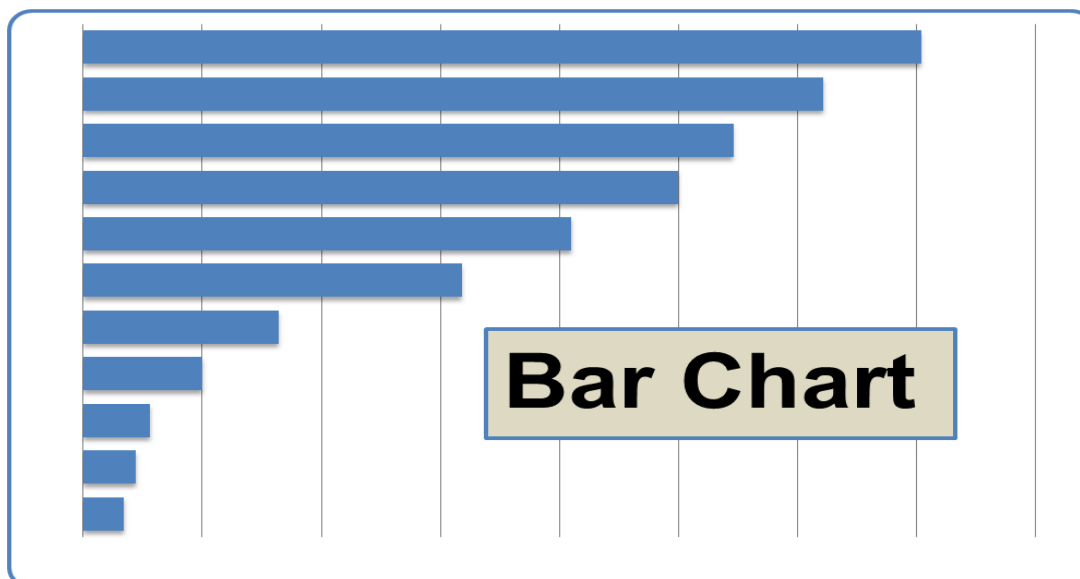
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**Education level**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				

**CONFIDENTIAL:****74**

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**Of people who reported buying FLYFISHING GEAR, they purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Fly rod case				
Fly rod and reel combo				
Flies				
Leader				
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				
Books (on casting, tying, etc.)				
Fly line backing				
Fly boxes or cases				
Fly hooks				
Fly fishing net				
Floatant				
Strike				
Fly rod accessories				
Other apparel (shirts, hats, pants, sunglasses, etc.)				
Other				
Total				

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

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**75**

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### Brands of FLY RODS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Able				
Bass Pro Shops brand				
Browning				
Cabela's brand				
Cortland				
Diamondback/Redbone				
Echo				
G.Loomis				
Hardy				
LL Bean				
Orvis				
Pfleuger				
Redington				
RL Winston				
Ross				
Sage				
Scott				
Shakespeare				
St.Croix				
Temple Fork Outfitters				
Tenkara				
TL Johnson				
White River				
Worldwide Sportsman				
Wright-McGill				
Other				
Not sure				
Total				

### Cost of FLY RODS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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:**

**76**

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# Types of stores where FLYRODS were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

CONFIDENTIAL:

77

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# Brands of FLY REELS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Abel				
Albright				
Allen				
Bass Pro Shops				
Bauer				
Cabela's				
Cortland				
Echo				
Fenwick				
G.Loomis				
Galvan				
Hardy				
Hatch				
Lamson				
LL Bean				
Loop				
Martin				
Maryatt				
Nautilus				
Okuma				
Orvis				
Pfleuger				
Redington				
Ross				
Sage				
STH				
Streamstix				
Temple Fork Outfitters				
Tibot				
White River				
Other				
Not sure				
Total				

CONFIDENTIAL:

78

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**Cost of FLY REELS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**CONFIDENTIAL:****79**

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**Brands of FLY COMBOS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's				
G. Loomis				
LL Bean				
Martin				
Orvis				
Pfleuger				
Redington				
Ross				
Scientific Angler				
Shakespeare				
St. Croix				
Temple Fork Outfitters				
White River				
Not sure				
Other				
Total				

**Cost of FLY COMBOS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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:****80**

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### Types of stores where FLY COMBOS were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of FLYFISHING LINES purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Air flo				
Anglers Image				
Bass Pro Shops				
Cabela's				
Cortland				
Echo				
Flow Tek				
Frog Hair				
Hardy & Grey				
Jim Teeny				
Mason				
Mastery				
Northern				
Orvis				
Rio				
Royal Wulff				
Sage				
Scientific Angler (3M)				
Shakespeare				
Snowbee				
White River				
Other				
Not sure				
Total				

**CONFIDENTIAL:**

**81**

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**Cost of FLYFISHING LINES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Of people who reported buying FLIES, they purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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				

**CONFIDENTIAL:****82**

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**Brands of FLIES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Accardo				
Bamboo				
Betts				
Big Y				
Blue Ribbon				
Brush Creek				
Cabela's brand				
Caylor Custom				
Complete Hatch				
Discount Flies				
Don Gapen				
Idylewilde				
Montana Fly Company				
Orvis				
Pacific Fly				
Rainys				
Rio				
Scientific Angler				
Solitude Fly				
Spirit River				
Stone Creek				
SuperFly				
Umpqua				
White River				
Yellowstone				
Handmade/Custom				
Locally tied				
Other				
Not sure				
Total				

**Quantity of FLIES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
0-10				
11-25				
26-50				
51-75				
76-100				
100+				
Total				

**CONFIDENTIAL:****83**

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**Cost of FLIES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**CONFIDENTIAL:****84**

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**Brands of FLYFISHING CHEST WADERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Aigle				
Bass Pro Shops brand				
Cabela's brand				
Columbia				
Dan Bailey				
Field and Stream				
Frogg Toggs				
Hodgman				
LL Bean				
Orvis				
Patagonia				
Pro Line				
Redington				
Simms				
White River				
Other				
Not sure				
Total				

**Cost of FLYFISHING CHEST WADERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under \$75				
\$75 to \$150				
\$150 to \$200				
\$200 to \$400				
Over \$400				
Total				

Avg. Amount Spent

**Types of stores where FLYFISHING CHEST WADERS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**CONFIDENTIAL:****85**

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**Brands of FLYFISHING VESTS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's brand				
Clear Creek				
Columbia				
Fish Pond				
G Loomis				
LL Bean				
Orvis				
Outcast				
Pacific Fly Group				
Patagonis				
Redington				
Simms				
Streamworks				
White River				
William Joseph				
Other or not sure				
Total				

**Cost of FLYFISHING VESTS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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

**CONFIDENTIAL:****86**

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### Types of stores where FLYFISHING VESTS were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of FLYFISHING LEADERS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Air flo				
Blue Sky				
Cabelas				
Climax				
Cortland				
Drennen				
Feather Craft				
Frog Hair				
Orvis				
RIO				
Scientific Angler				
Seaguar				
Shakespeare				
Targus				
TroutHunter				
Umpqua				
White River				
Other				
Not sure				
Total				

**CONFIDENTIAL:**

**87**

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**Cost of FLYFISHING LEADERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$0-\$5				
\$6-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
Over \$50				
Not sure				
Total				

Avg. Amount Spent

**Types of stores where FLYFISHING LEADERS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, Cabela's)				
Used (from individual)				
Website (Cabela's, Bass Pro, Craigslist, E-bay)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**CONFIDENTIAL:****88**

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**Brands of FLY TIPPETS purchased by respondents in the last two months**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Air flo				
Cabelas				
Cortland				
Frog Hair				
Maxima				
Orvis				
RIO				
Scientific Angler				
Seaguar				
Shakespeare				
Targus				
TroutHunter				
Umpqua				
White River				
Other				
Not sure				
Total				

**Cost of FLY TIPPETS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$0-\$5				
\$6-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
Over \$50				
Not sure				
Total				

Avg. Amount Spent

**CONFIDENTIAL:**

**89**

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**Types of stores where FLY TIPPETS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, Cabela's)				
Used (from individual)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Cost of FLY ROD CASES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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

**CONFIDENTIAL:****90**

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### Types of stores where FLY ROD CASES were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of FLY TYING MATERIALS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Abox				
American Hackle				
Arctic Fox				
BossTin				
Cabela's				
Cascade Crest				
Cortland				
Danville				
Enrico Puglisi				
Feather Craft				
Hareline Dubbin				
Loon				
McFly Foam				
Mustad				
Orvis				
Rainey				
Rumpf				
Spirit River				
Steve Farrar				
Superfly				
Teimco				
Umpqua				
Wapsi				
White River				
Whiting				
Other				
Not sure				
Total				

CONFIDENTIAL:

91

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**Cost of FLY TYING MATERIALS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of OPEN TOE BOOTS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bodkin				
E-Z Hackle				
L.L. Bean				
Quick Tye				
Simms				
Other				
Total				

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**Cost of OPEN TOE BOOTS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	September - October 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**CONFIDENTIAL:****93**

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**Brands of FLY FISHING WADING BOOTS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Allen				
BARE				
Cabela's Brand				
Chota				
Cloudveil				
Frogg Toggs				
Hodgman				
Korkers				
Orvis				
Patagonia				
Redhead				
Redington				
Simms				
White River				
Other				
Not sure				
Total				

**Cost of FLY FISHING WADING BOOTS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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

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**Types of stores where FLY FISHING WADING BOOTS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of FLY FISHING RAIN JACKET purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro				
Cabela's				
Carhartt				
Columbia				
Frogg Toggs				
L.L. Bean				
Magellan				
Patagonia				
Redhead				
Simms				
Under Armour				
Not sure				
Other				
Total				

**Cost of FLY FISHING RAIN JACKET purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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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**95**

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### Types of stores where FLY FISHING RAIN JACKET were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of FLY FISHING SUN GLOVES purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Buff				
Dr. Shade				
Glacier				
Orvis				
Simms				
Wind River				
Other				
Not sure				
Total				

### Cost of FLY FISHING SUN GLOVES purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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				
Other				
Total				

Avg. Amount Spent

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**96**

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**Types of stores where FLY FISHING SUN GLOVES were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
* Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Of people who reported buying FLY TYING TOOLS OR VISES, they purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bobbin				
Clipper or nipper				
Forcep				
Hair stacker				
Pliers				
Scissors				
Trimmer				
Tweezer				
Twister				
Tying desks or cabinets				
Vises				
Other				
Total				

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**97**

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**Brands of FLY TYING TOOLS OR VISES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Anglers Image				
Angling Evolutions				
Cabela's				
Dr. Slick				
Dyna-King				
Griffin				
HMH				
Mayfly				
McKenzie				
Orvis				
Peak				
Quick Tye				
Regal				
Renzetti				
Stonefly				
Terra				
Trimmer				
Umpqua				
Wapsi				
White River				
Other				
Total				

**Cost of FLY TYING TOOLS OR VISES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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

**CONFIDENTIAL:****98**

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**Types of stores where FLY TYING TOOLS OR VISES were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**CONFIDENTIAL:**

**99**

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## Fishing Electronics

- Nearly \_\_\_\_% of electronic purchases was \_\_\_\_\_ or \_\_\_\_\_, with the top brand of A (%).
- Almost all of the \_\_\_\_\_ and \_\_\_\_\_ purchases were made in \_\_\_\_\_ or \_\_\_\_\_.

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### \*Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

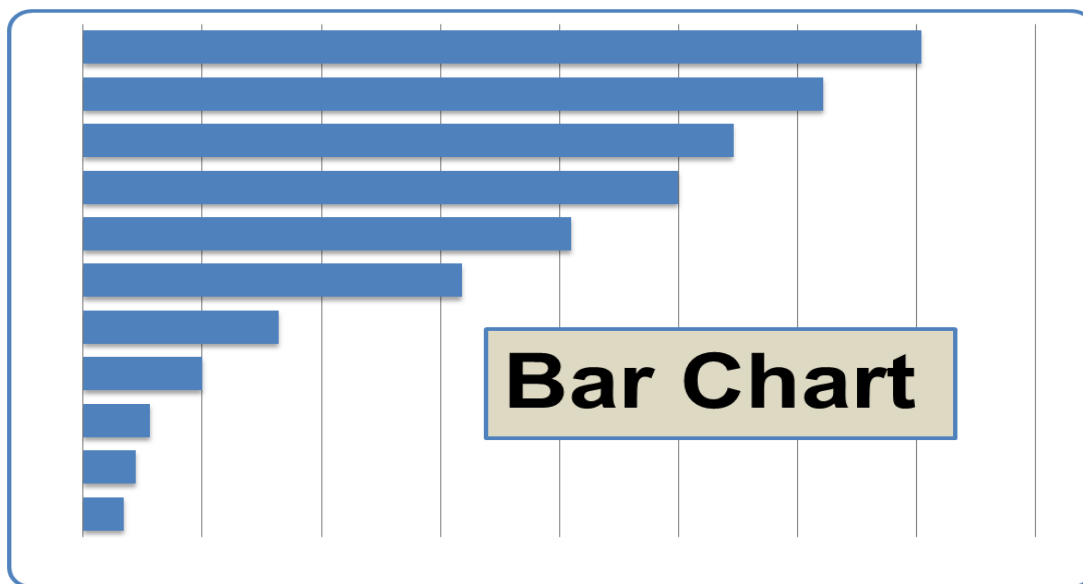
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### Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				



### Of people who reported buying FISHING ELECTRONICS, they purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Fish finder or sonar				
GPS or radio				
Underwater camera				
Other				
Total				

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

**CONFIDENTIAL:**

**101**

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**Brands of FISH FINDERS AND SONAR purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's				
Cobra				
Eagle				
Furuno				
Garmin				
Humminbird				
Lowrance				
Marcum				
Raymarine				
Simrad				
Vexilar				
Other				
Not sure				
Total				

**Cost of FISH FINDERS AND SONAR purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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:****102**

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### Types of stores where FISH FINDERS AND SONAR were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of GPS DEVICES AND RADIOS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cobra				
Eagle				
Eton				
Garmin				
Humminbird				
Lowrance				
Magellan (including Explorist)				
Midland				
Motorola				
Ram				
Raymarine				
Simrad				
Uniden				
Other				
Not sure				
Total				

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**103**

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**Cost of GPS DEVICES AND RADIOS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 GPS DEVICES AND RADIOS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of UNDERWATER CAMERAS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Aqua Vu				
Cabela's				
Canon				
GoPro				
International Concept				
Marcum				
Other				
Not sure				
Total				

**Cost of UNDERWATER CAMERAS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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## Ice Fishing Equipment

- \_\_\_\_\_ are the most purchased ice fishing item.
- \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ are all most likely to be purchased for under \$D.

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### \*Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

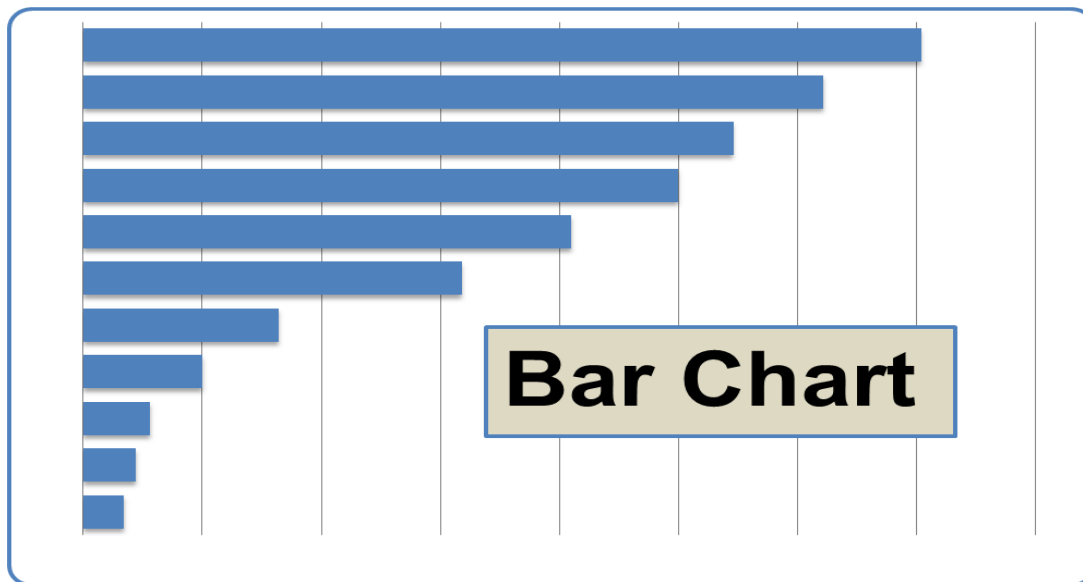
CONFIDENTIAL:

106

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## Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				



## Of people who reported buying Ice Fishing Equipment, they purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Rod				
Reel				
Combo				
Tip-up rod				
Line				
Lure - specialized				
Ice auger				
Ice fishing house/shelter				
Sled				
Batteries				
Flag				
Gaff				
Heater				
Ice jigs				
Rod holders				
Sounder				
Other				
Total				

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

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**107**

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**Brands of ICE FISHING RODS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
13 Fishing				
Abu Garcia				
Cabela's				
Celsius				
Clam				
Clam Corp				
Daiwa				
Eagle Claw				
Fenwick				
Frabill				
Hi-Tech				
HT				
Ice Hopper				
Jason Mitchel				
Scheels				
Shakespeare, Ugly Stik				
St Croix				
Wonder				
Zebco				
Not sure				
Other				
Total				

**Cost of ICE FISHING RODS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
Over \$400				
Not sure				
Total				

Avg. Amount Spent

**CONFIDENTIAL:****108**

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### Types of stores where ICE FISHING RODS were purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of ICE FISHING REELS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
13 Fishing				
Abu Garcia				
Ace				
Cabela's				
Catch Covers				
Clam Corp				
Daiwa				
Expedition				
Frabill				
Ht Enterprises				
LaDredge				
Nature Vision				
Okuma				
Pflueger				
Pinnacle				
Quantum				
Schooleys				
Shakespeare, Ugly Stik				
Shimano				
Wonder Strike				
Zebco				
Not sure				
Other				
Total				

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**109**

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**Cost of ICE FISHING REELS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of ICE FISHING COMBOS (Rod and Reel) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's				
Clam				
Frabill				
Hi-Tech				
HT				
Shakespeare, Ugly Stik				
St Croix				
Wonder Strike				
Zebco				
Other				
Not sure				
Total				

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**Cost of ICE FISHING COMBOS (Rod and Reel) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 COMBOS (Rod and Reel) were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of ICE FISHING TIP UPS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Beaver Dam				
Frabill				
Hi-Tech				
HT				
Jawjacker				
Mr.Jigger				
Other				
Not sure				
Total				

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**Cost of ICE FISHING TIP UPS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 TIP UPS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of ICE FISHING LINE purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro				
Berkley				
Cabela's				
Hi-Tech				
Northland				
P. Line				
Rat-L-Trap				
Suffix				
Other				
Not sure				
Total				

**CONFIDENTIAL:****112**

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**Cost of ICE FISHING LINE purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where ICE FISHING LINE was purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of ICE FISHING LURES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's				
Dreamweaver				
Lindy				
Luhr				
Northland				
Orvis				
Rapala				
Rat-L-Trap				
Slug-Go				
Storm				
VMC				
Other				
Not sure				
Total				

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**Cost of ICE FISHING LURES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of ICE FISHING AUGERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro				
Cabela's				
Eskimo				
HT				
Jiffy				
Nils				
SlushMate				
StrikeMaster				
Other				
Not sure				
Total				

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**Cost of ICE FISHING AUGERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 AUGERS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of ICE FISHING SHELTERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Ameristep				
Cabela's				
Clam Base				
Clam Corp				
Eskimo				
Frabill				
Hi-Tech				
Otter				
Shappell				
Other				
Not sure				
Total				

**CONFIDENTIAL:****115**

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**Cost of ICE FISHING SHELTERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of ICE FISHING SLEDS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's				
Frabill				
Otter				
Wild Outdoors				
Other				
Not sure				
Total				

**CONFIDENTIAL:****116**

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**Cost of ICE FISHING SLEDS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 SLEDS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Cost of ICE FISHING BATTERIES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$1 - \$10				
\$10.01 - \$25				
\$25.01 - \$50				
\$50.01 - \$100				
Over \$100				
Not sure				
Total				

Avg. Amount Spent

**Types of stores where ICE FISHING BATTERIES were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Cost of ICE FISHING FLAGS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$1.00 - \$10				
\$10.01 - \$20				
\$20.01 - \$30				
\$30.01 - \$40				
\$40.01 - \$50				
Over \$50				
Total				

Avg. Amount Spent

**\*Types of stores where ICE FISHING FLAGS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Cost of ICE FISHING GAFFS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$1.00 - \$10				
\$10.01 - \$20				
\$20.01 - \$30				
\$30.01 - \$40				
\$40.01 - \$50				
Over \$50				
Total				

Avg. Amount Spent

**Types of stores where ICE FISHING GAFFS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Cost of ICE FISHING HEATERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
Over \$200				
Total				

Avg. Amount Spent

**Types of stores where ICE FISHING HEATERS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Cost of ICE FISHING JIGS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$1.00 - \$5				
\$5.01 - \$10				
\$10.01 - \$15				
\$15.01 - \$20				
\$20.01 - \$25				
Over \$25				
Total				

Avg. Amount Spent

**Types of stores where ICE FISHING JIGS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Cost of ICE FISHING ROD HOLDERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$1 - \$10				
\$10 01 - \$25				
\$25 01 - \$50				
\$50 01 - \$100				
Over \$100				
Total				

Avg. Amount Spent

**Types of stores where ICE FISHING ROD HOLDERS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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## Fishing Apparel

- \_\_\_\_% of clothing purchased in the past two years is Brand A.

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### \*Household income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

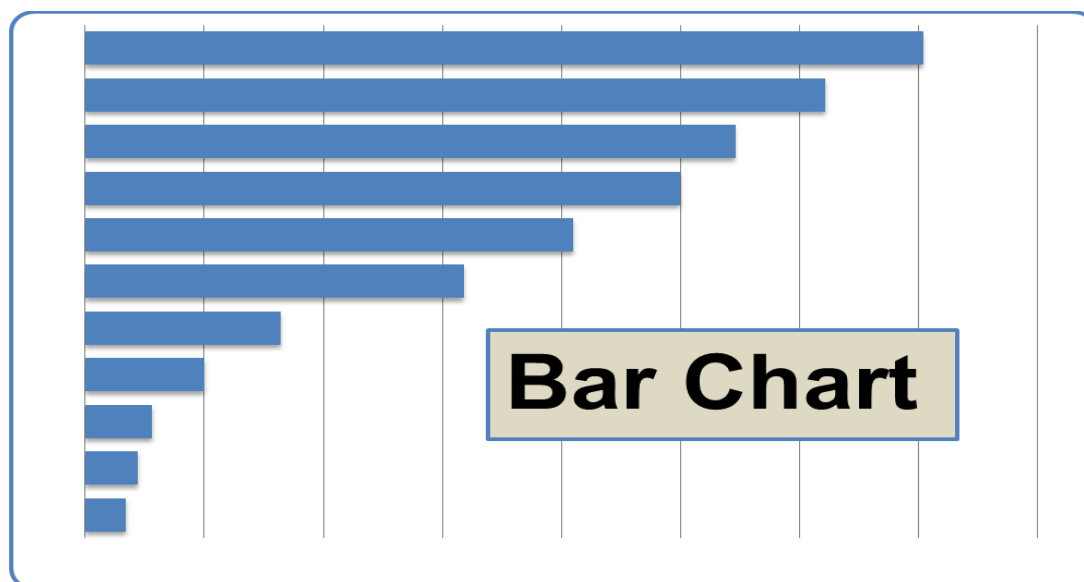
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## Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				



## Of people who reported buying FISHING APPAREL, they purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Footwear				
Hats or headgear				
Raingear				
Shirts, pants, shorts, jackets				
Wader				
Glove				
Life jacket				
Fishing vest				
Packs				
Sunglasses				
Other				
Total				

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

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**125**

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**Brands of WADERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Aigle				
BARE				
Bass Pro Shops brand				
Battaglia				
Cabela's brand				
Columbia				
Drake Waterfowl Systems				
Frogg Toggs				
Gralite Outdoors				
Hodgman				
Lacrosse				
Lacrosse				
Little Presents				
Orvis				
Patagonia				
ProLine				
Scierra				
Simms				
Snowbee				
Stearns				
Vibram				
Weinbrenner				
White River				
William Joseph				
Not sure				
Other				
Total				

**Cost of WADERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of FOOTWEAR purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
AFTCO / Guy Harvey				
Bass Pro Shops / Redhead				
Browning				
Cabela's				
Columbia				
Crocs				
Danner				
Irish Setter				
Keen				
Korkers				
LL Bean				
New Balance				
No Boundaries				
Rocky				
Rugged Shack				
Simms				
Sperry				
Stearns				
Under Armor				
White River				
Wolverine				
Xtratuf				
Not sure				
Other				
Total				

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**Cost of FOOTWEAR purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of CLOTHING (SHIRTS, PANTS, SHORTS, JACKETS, SWEATSHIRTS OR HOODIES) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Aftco				
Bass Pro Shops brand				
Bassaholics				
Bimini Bay				
Cabela's brand				
Carhartt				
Columbia				
Duluth				
Ex Officio				
Fishouflage				
Fishworks				
G Loomis				
Gander Mountain				
Guy Harvey/AFTCO				
LL Bean				
Magellan				
Musky Hunter				
Natural Gear				
North Face				
Orvis				
Patagonia				
Ranger				
Rayius				
Redhead				
Redington				
Saltlife				
Simms				
Tackle Warehouse				
Under Armour				
Woolrich				
World Wide Sportsman				
Wrangler				
Other private label store brand				
Other				
Not sure				
Total				

**Cost of CLOTHING (SHIRTS, PANTS, SHORTS, OR JACKETS) purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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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**129**

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**Types of stores where CLOTHING (SHIRTS, PANTS, SHORTS, OR JACKETS) were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of HATS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro Shops brand				
Bassaholics				
Buff				
Cabela's brand				
Calcutta				
Columbia				
Fishouflage				
Gander Mountain				
Oakley				
Orvis				
Pelagic				
Ranger				
Redhead				
Simms				
Skeeter				
St Croix				
Under Armour				
Other				
Not sure				
Total				

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**Cost of HATS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 HATS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of RAINGEAR purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Bass Pro Shops brand				
Cabela's brand				
Calcutta				
Carhartt				
Chota				
Coleman				
Columbia				
Field & Stream				
Frabill				
Frogg Toggs				
Grundens				
Helly Hansen				
Magellen				
Onyx				
Patagonia				
Ranger				
Redhead				
Simms				
The North Face				
Under Armour				
Other				
Not sure				
Total				

**Cost of RAINGEAR purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 RAINGEAR was purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of GLOVES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's				
Glacier				
Ice Armor				
Lindy				
ProMar				
Other				
Not sure				
Total				

**Cost of GLOVES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 GLOVES was purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of LIFE JACKETS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's				
Kent				
O Brien				
Paws Aboard (pet vest)				
Suspenders				
Stearns				
Other				
Not sure				
Total				

### Cost of LIFE JACKETS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 LIFE JACKETS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of FISHING VESTS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Cabela's				
Columbia				
Filson				
Simms				
Stearns				
Other				
Not sure				
Total				

**Cost of FISHING VESTS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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## Other Fishing Equipment

- Brand A is by far the most popular \_\_\_\_\_ brand in this time period with nearly \_\_\_\_\_ of all \_\_\_\_\_ sales.
- Brand A and Brand B are the top two \_\_\_\_\_ brands.

### Age of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Gender of respondent

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
Total				

### \*Household Income

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
Total				

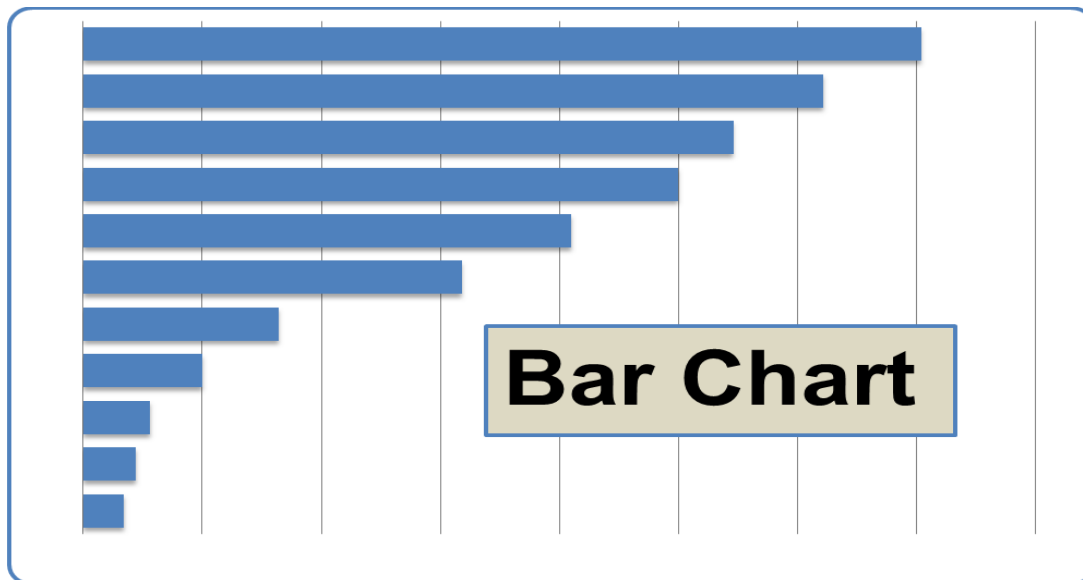
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## Education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
Total				



## Of people who reported buying OTHER FISHING EQUIPMENT, they purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Tackle box				
Bait bucket, aerator				
Cast net				
Hook sharpener, remover, plier				
Fishing knife				
Landing net				
Scale, grip, measuring device				
Stringer				
Trolling motor				
Misc (sunglasses, drift sock/bag, maps/charts, batteries, scents, etc.)				
Other				
Total				

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

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**Brands of TACKLE BOXES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Abu Garcia				
Academy				
Albackore				
Bass Pro Shops brand				
Berkley				
Browning				
Cabela's brand				
Calcutta				
Falcon				
Field and Stream				
Flambeau				
Fox				
Gander Mountain				
Orvis				
Plano				
Rapala				
Spider Wire				
Strike King				
Wal-mart				
Woodstream				
Other				
Not sure				
Total				

**Cost of TACKLE BOXES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

### Brands of LANDING NETS purchased

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
AFTCO				
Bass Pro Shops brand				
Cabela's brand				
Cummings				
Eagle Claw				
Ego				
Foreverlast				
Fox				
Frabill				
Offshore Angler				
Orvis				
Ranger				
Rapala/Normark				
Stowmaster				
Other				
Not sure				
Total				

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**140**

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**Cost of LANDING NETS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of BAIT BUCKETS OR AERATORS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Attwood				
Bass Pro Shops brand				
Cabela's brand				
Frabill				
Keep Alive				
Marine Metal (Big Bubbles, Cool Bubbles)				
Min - O				
Styrofoam				
Turbo Troll				
Other				
Not sure				
Total				

**Cost of BAIT BUCKETS OR AERATORS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of CAST NETS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Ahi				
Betts				
Calusa				
Fitec (SuperSpreader)				
Frabill				
Lee Fisher				
Renegade				
South Bend				
Other				
Not sure				
Total				

**Cost of CAST NETS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 CAST NETS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of FISHING KNIVES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
American Angler				
Benchmade				
Berkley				
Black Tip				
Browning				
Bubba Blade				
Buck				
Cabela's				
Case				
Cold Steel				
CRKT				
Cutco				
Dexter				
Field & Stream				
Gerber				
Hanckle J				
Kershaw				
Kingdom Knife				
Marttiini				
Mora				
Mr Twister				
Mustad				
Outdoor Edge				
Rapala				
Reel Magic				
S.O.G.				
Sabatier				
Schrade				
South Bend				
Tsunami				
Victrionix				
Winchester				
Winchester				
Wusthof				
Custom and handmade				
Other				
Not sure				
Total				

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**144**

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**Cost of FISHING KNIVES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

**Brands of FISHING SCALES, GRIPS, AND MEASURING DEVICES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Berkley				
Boca Grip				
Cabela's brand				
Mustad				
Navionics				
Rapala				
Other				
Not sure				
Total				

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**Cost of FISHING SCALES, GRIPS, AND MEASURING DEVICES purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 SCALES, GRIPS, AND MEASURING DEVICES were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Cost of FISHING HOOK SHARPENERS, REMOVERS OR PLIERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 FISHING HOOK SHARPENERS, REMOVERS, OR PLIERS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Cost of FISHING STRINGERS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$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 FISHING STRINGERS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

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**Brands of TROLLING MOTORS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Arimax				
Endura				
Marinco				
Mercury				
Minn Kota				
MotorGuide				
Torgeedo				
Other				
Not sure				
Total				

**Cost of TROLLING MOTORS purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
\$0-\$100				
\$100.01 to \$200				
\$200.01 to \$400				
\$400.01 to \$600				
\$600.01 to \$800				
\$800.01 to \$1000				
\$1000.01 to \$1500				
\$1500.01 to \$2000				
Over \$2000				
Not sure				
Total				

Avg. Amount Spent

**Types of stores where TROLLING MOTORS were purchased**

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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, etc.)				
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)				
Other				
Not sure				
Total				

\*New type of store starting in Jan. 2014

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## Mean Dollar Amount Spent

### Mean Amount Spent In the last two months on fishing items by age of respondents

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
<b>Total</b>				

### Mean Amount Spent In the last two months on fishing items by gender of respondents

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
Male				
Female				
<b>Total</b>				

### Mean Amount Spent In the last two months on fishing items by household incomes

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
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 to \$149,999				
\$150,000 to \$199,999				
\$200,000 or more				
Other				
<b>Total</b>				

### Mean Amount Spent In the last two months on fishing items by education level

	November - December 2014	ANNUAL 2014	November - December 2013	ANNUAL 2013
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
I prefer not to say				
<b>Total</b>				

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150

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