

The Business of Sportfishing— Looking at the Data

The American Sportfishing Association (ASA) provides data for its members and partners as reliable indicators of market factors and product sales. ASA maintains a section on its Web site—[Data and Statistics](#)—that contains additional information about sportfishing.

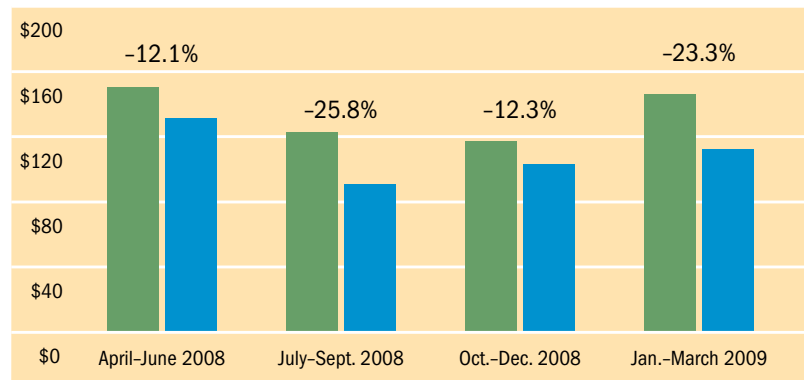
For more information, contact Southwick Associates at rob@southwick-associates.com or (904) 277-9765.

Quarterly Imports: All Fishing Tackle, First Quarter 2009

Tackle imports increased slightly in the first quarter of 2009 in contrast with the last quarter of 2008. The dollar value of measured fishing tackle imports increased from \$102.7 million to \$111.4 million. Compared to the same quarter last year, imports are down 23 percent. For category-specific information, please visit ASA's Web site and look in the [Data and Statistics](#) section under Sales and Economic Trends.

Customs value as reported by the U.S. International Trade Commission

Millions of dollars



■ Same quarter, previous year
■ Current year

This chart compares the percentage change in tackle imports from the current year to the previous year.

Tackle Imports Indices

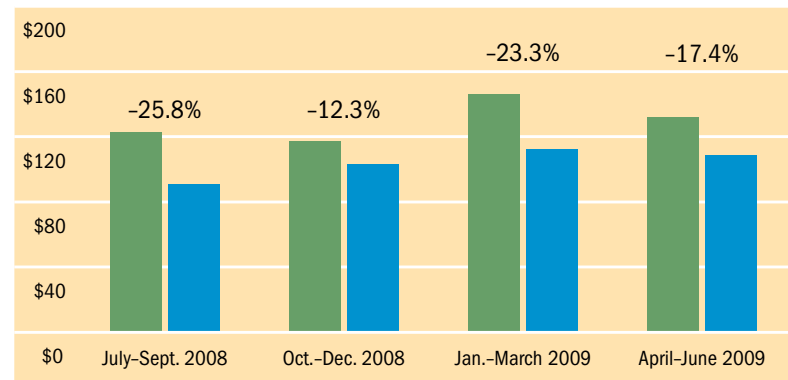
The tackle imports indices cover the first two quarters of 2009 and compare numbers with the same quarters in 2008.

Quarterly Imports: All Fishing Tackle, Second Quarter 2009

Compared to the same quarter last year, overall imports are down 17.4 percent. This quarter is the sixth consecutive one to show a decrease. Tackle imports in the second quarter of 2009 were \$108.4 million, down from \$111.4 million in the second quarter of 2008. For category-specific information, please visit ASA's Web site and look in the [Data and Statistics](#) section under Sales and Economic Trends.

Customs value as reported by the U.S. International Trade Commission

Millions of dollars



■ Same quarter, previous year
■ Current year

This chart compares the percentage change in tackle imports from the current year to the previous year.

AnglerSurvey.com Reports

AnglerSurvey.com, hosted by Southwick Associates, reports market share by brand, sales by retail channel, customer profiles, price point distribution and more for 28 sportfishing product categories. The information comes from a monthly online survey. ■

Selected Market Data from AnglerSurvey, May 2009*

Category	% of Sales Transacted Online May 09	% of Sales Transacted Online May 08	% of Sales Transacted Online YTD 2009
Rods	8.7	6.8	8.4
Reels	12.9	15.6	11.7
Combos	2.7	5.5	4.4
Line	6.8	4.6	5.4
Lures, hard baits	9.6	4.8	9.7
Lures, soft baits	10.0	6.1	8.5

Selected Market Data from AnglerSurvey, June 2009*

Category	% of Sales Transacted Online June 09	% of Sales Transacted Online June 08	% of Sales Transacted Online YTD 2009
Rods	9.5	3.5	8.5
Reels	12.9	15.6	11.7
Combos	5.4	1.2	4.5
Line	3.8	2.1	5.2
Lures, hard baits	6.6	3.8	9.4
Lures, soft baits	8.7	6.5	8.4

*Results provided monthly by the AnglerSurvey panel survey, produced by Southwick Associates of Fernandina Beach, Fla. Contact Rob@Southwickassociates.com for subscription information or questions. ASA members receive a 15 percent discount.