

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@southwickassociates.com or 904-277-9765.



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.

Anglers' use of magazines still notable, but Internet dependency rises

According to information recently released by Southwick Associates, anglers increasingly are using the Internet as an information and entertainment resource.

According to results from a June 2009 AnglerSurvey.com survey, Internet usage among anglers for information and entertainment is on the rise with 42 percent saying they use it as a resource, an 8.2 percent increase compared to 2008.

Although anglers are increasing their Internet use, magazines are still popular; 32.5 percent of survey respondents turn to them for information and entertainment.

Launched in 2006, AnglerSurvey.com provides consumer-use information. The results are analyzed to reflect all U.S. sportsmen and women. ■

Selected Market Data from AnglerSurvey* July 2009

Category	Percent of Sales Transacted Online July 09	Percent of Sales Transacted Online July 08	Percent of Sales Transacted Online YTD 2009
Rods	8.7%	3.6%	8.5%
Reels	8.7%	6.3%	11.2%
Combos	3.6%	0.0%	4.3%
Line	4.9%	2.0%	5.1%
Lures, hard baits	7.6%	3.4%	9.2%
Lures, soft baits	7.3%	2.0%	8.3%

Selected Market Data from AnglerSurvey* August 2009

Category	Percent of Sales Transacted Online August 09	Percent of Sales Transacted Online August 08	Percent of Sales Transacted Online YTD 2009
Rods	7.0%	8.5%	6.0%
Reels	9.8%	10.7%	11.3%
Combos	5.4%	0.0%	4.4%
Line	3.8%	2.6%	5.0%
Lures, hard baits	8.5%	4.5%	9.3%
Lures, soft baits	8.5%	5.3%	8.4%

*Results provided monthly by the AnglerSurvey panel survey, produced by Southwick Associates of Fernandina Beach, Florida. AnglerSurvey reports market share by brand, sales by retail channel, customer profiles, price point distribution and more for 28 sport fishing product categories. Contact Rob@Southwickassociates.com for subscription information or questions. ASA members receive a 15% discount.