



Fishing is Serious Business



Fishing is more than a sport for the majority of anglers – so much so that their love of fishing influences their retirement, vacation and spending decisions.

Economic Impact of Fishing Industry



33 million
anglers in the U.S.

SPEND

\$48 billion
per year

SUPPORTING

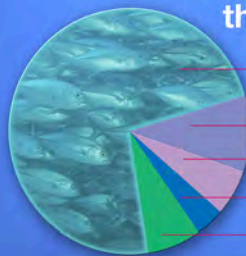
828,000 jobs*

55% Would rather buy new fishing gear than other items

Time to Go Fishing



Anglers would spend their free time:



- Fishing 73%
- With family 10%
- Hunting 6%
- At a sporting event 4%
- Other 7%

2/3 admit to missing work

54% would give up a chance to meet the president in exchange for a perfect fishing day



Vacation and Retirement



VACATION

Most anglers have taken a fishing vacation.

71% Anglers **87%** Advanced Anglers

Of anglers who have not planned a fishing vacation

79%

say they chose to spend time fishing on past vacations, even when their travel companions didn't want to.

RETIREMENT



83% will shape their retirement plans around fishing



88% of those anglers want to fish more often in retirement



96% of retired anglers fish as much, if not more, than they did before

Honeywell manufactures Spectra® fiber – one of the world's leading braided fishing line materials. To learn more about Spectra fiber for fishing line, visit www.spectrafishing.com.

Source: Online survey of 506 "avid" anglers – those who had fished in the past year on at least a minimum of 10 days, considered themselves at least of regular skill level, and fished either fresh or saltwater – conducted during the second quarter of 2014. Survey fielded by Southwick Associates, Inc.

*Sportfishing in America: An Economic Force for Conservation, conducted by Southwick Associates, Inc., on behalf of the American Sportfishing Association (January 2013)