

Rods, Reels and Combos

Angler purchased analyzed

by Ben Scuderi, Southwick Associates

Certain items are essential to the sport of fishing, and it would be hard to argue that rods and reels don't fit this description. In fact, anglers purchased several billion dollars' worth of conventional rods, reels and combos during the past year, according to South Associates' *2018 Fishing Equipment Retail Market Size Report*. Sales of those three items accounted for nearly half of all fishing tackle sales in 2018.

Almost 20% of anglers who purchased fishing equipment reporting buying at least one reel during the past year, and nearly half of those anglers chose a spinning reel.

Fishing rods were also purchased by almost a 5th of anglers, with most of them also opting for spinning type rods.

Additionally, nearly 10% of anglers who bought fishing equipment in 2018 picked up a rod and reel combo.

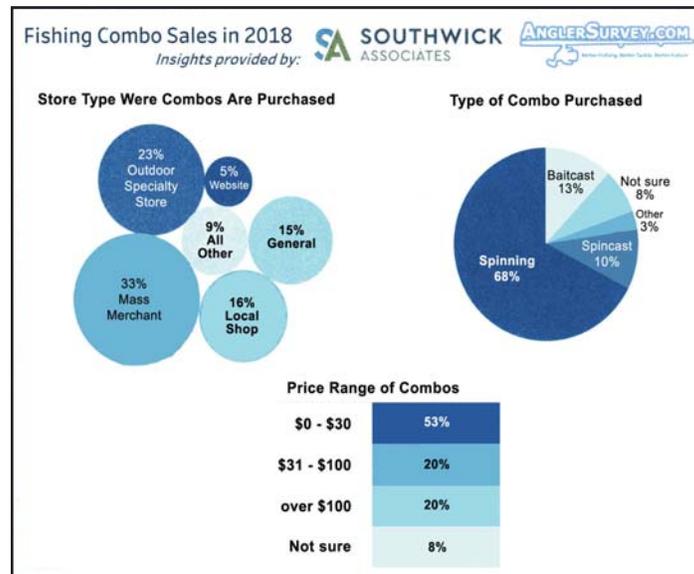
Lower-priced reels tended to be very popular in 2018, with nearly a fourth of reported reel purchases costing between \$30 and \$50. A similar trend was noticed with rods, as over 40% of rods bought was \$50 or less.

Combos are always a good option for the price-conscious angler, and this year was no different with over half of combos selling for \$30 or less. All of the above seem to provide evidence that many anglers opted for more budget-friendly rods and reels over pricier options in 2018.

2018 also displayed a trend that has been steadily growing over the past several years - increased sales of rods, reels and combos online. Web sites were the most popular place for anglers to purchase rods in 2018, followed by outdoor specialty stores and local shops.

Of the online reel purchases, over half were made from an online-only seller such as Amazon, eBay, etc.

It is unclear if these folks are visiting local retailers to handle these products in person before purchasing online, or if they are relying solely on product reviews.



-Article printed in *Fishing Tackle Retailer*.

CAROL J CHARTER REPORT (from page 25)

After a bit of time with no real action and some seriously sore muscles from all the jigging, I finally hooked something of significant size. I did my best to set the hook, and I handed the rod off to the mate to make sure it was set. In the exchange, however, we dropped the fish. Even though I was disappointed, this did follow the pattern I gotten quite used to off the Block; the last 4 times out I've hooked and dropped at least one cow ... several of these fish actually straightened hooks!

My story is that this latest fish was at least a 75 pounder, and I'm sticking with it. We did manage to hook and lose one more cow.

By this time the tides had become favorable for bottom fishing for some black sea bass. We cruised to Paul's "spots" to drift the tide for these tasty targets. Using strips of squid, it wasn't long before we were all on nice BSBs and scup. Paul gave us great guidance on how to drop the bait and wait for the bite. For a solid hour or two we were all landing fish. We managed to limit out on seabass, and we added several diner plate scup to the fish box. Ron even managed to catch several dogfish and sea robins.

We turned for home and began our cruised back to the dock, tired and satisfied. The day wasn't completely done yet, as we

ran through several schools of mackerel busting on bait. As we tried casting for these speedy fish, the skies that had been threatening all morning finally opened up. Fortunately, the *Carol J's* cabin kept us dry and comfy during our run back.

Our experience on this charter was outstanding. Paul was a very personable host on this trip; he entertained as he shared his bountiful knowledge and stories with us throughout the trip. He definitely knows the area, and he was able to put us onto some nice fish. He was upfront about the targets and the weather, and was able to adjust as necessary.

The accommodations of the *Carol J* were perfect for a day on the open ocean - roomy, protected, and able to cruise through some snotty water in comfort. The gear was top notch, and the mate provided all the assistance necessary to keep our line in the water and catch fish. And our catch was nicely filleted and bagged for our coolers.

If you are looking for some inshore or offshore fishing around Block Island or Rhody's South Shore, call Captain Paul Johnson of Carol J Charters. Whether you are novice or experienced, Paul can definitely provide you an outing to meet your needs. ldlldddd