

Freshwater Fishing Questionnaire 2017

Prepared by:

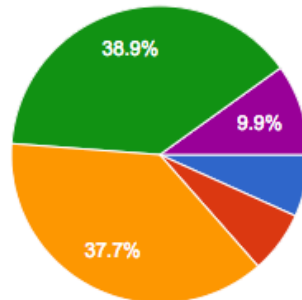
Curtis Draeger, President SJAM Fishing Club
Assignment: Entrepreneur Class

Sponsored by:



How often do you fish?

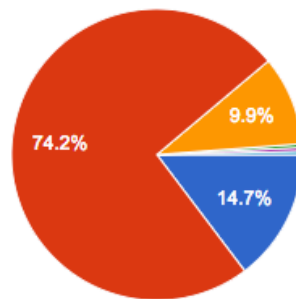
252 responses



- a few times a year
- A couple weeks worth of time
- Months worth of time
- I fish around half of the year
- I fish almost every day of the year

When shopping for fishing lures, would you agree that the packaging of the product affects your decision to buy?

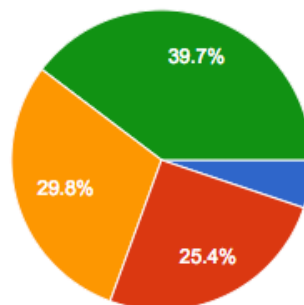
252 responses



- Yes, a properly packaged product can influence my choice
- No, I know my lures, a fancy package is unnecessary if the product is good quality
- Undecided. It doesn't matter to me.
- Some what but not major factor
- Reasonably packaged. Junk packaging = junk
- advertisement

How much would you spend on a high quality lure? (Muskie excluded)

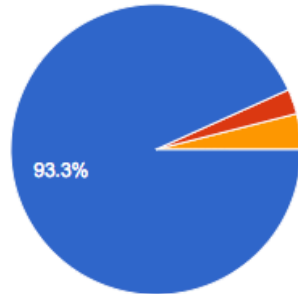
252 responses



- \$5.00
- \$10.00
- \$15.00
- \$20.00+

Would you buy multiple lures of the same type if they are different colours and patterns?

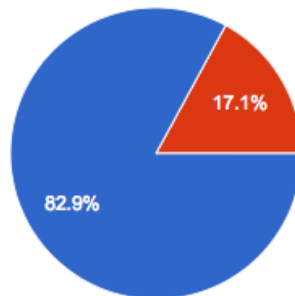
252 responses



- Yes, colour makes a difference when fishing
- No, colour does not make a difference when fishing. If the lure works properly, and the fish is hungry, it should work just fine.
- Undecided/I don't know

Would you ever get lures custom made? (custom designs, colours, patterns)

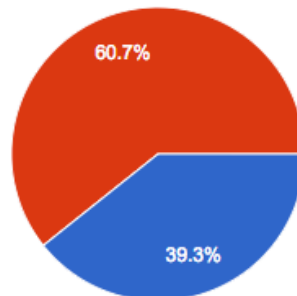
252 responses



- Yes, I believe that certain lures work better in different spots and I would make mine custom to where I fish
- No, lures don't matter and a cheap lure will work just as well as a custom one

Would you agree that a more expensive lure that looks better to the human eye, will improve your success on the water?

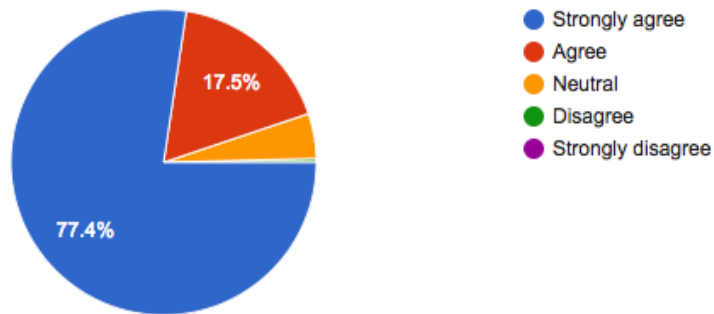
252 responses



- Yes, I have been influenced by the look of a lure
- No, It doesn't matter to me

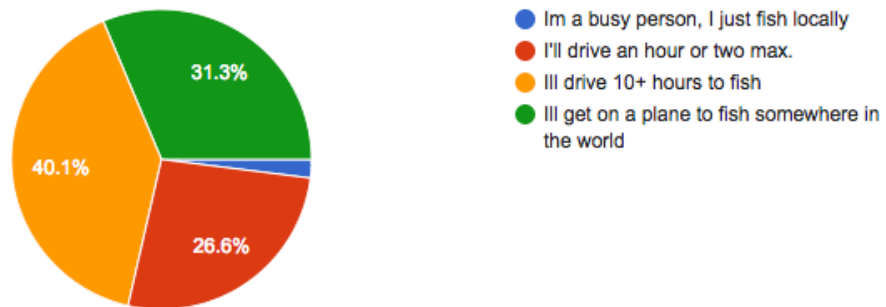
Do you agree that different sized fishing tackle can affect your success on the water?

252 responses

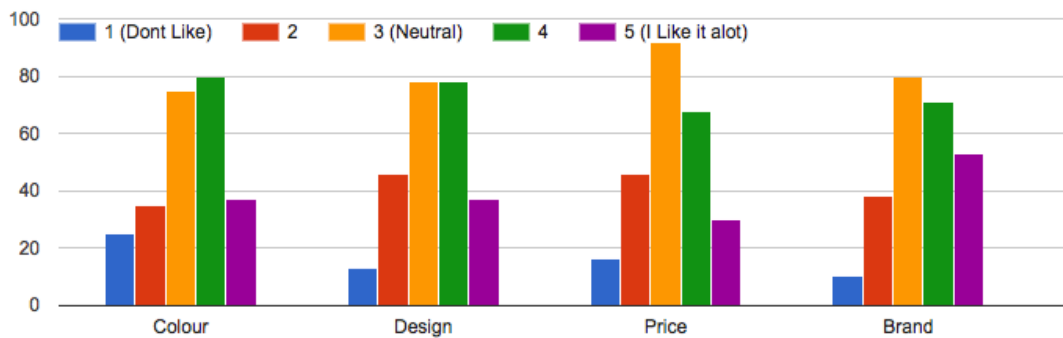


How far will you travel to fish?

252 responses

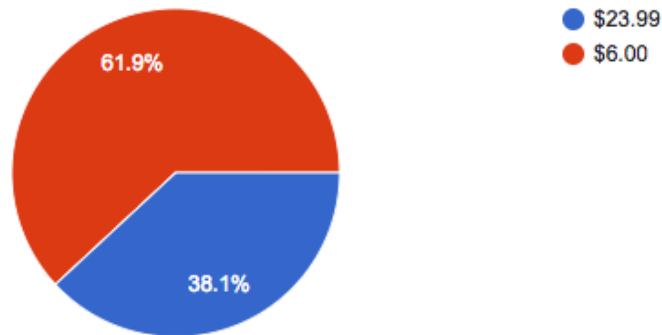


Tell me what aspects of this product appeal to you? (Rapala Rattlin 5, retails for \$7.99 CAD)



Which lure would you buy if you had too? (both are rainbow trout impressions)

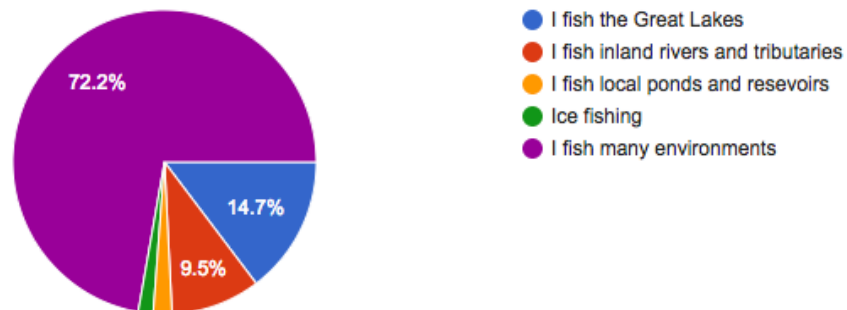
252 responses



Spoon was the \$6 choice

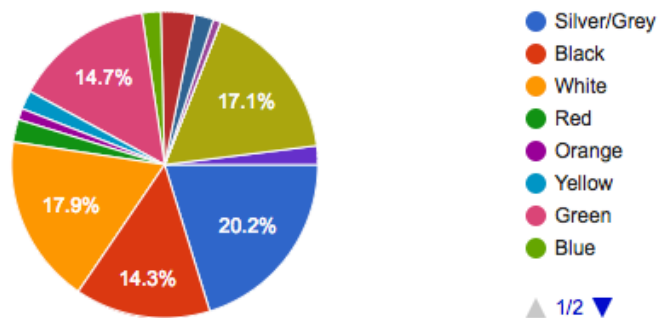
What kind of fishing do you do?

252 responses



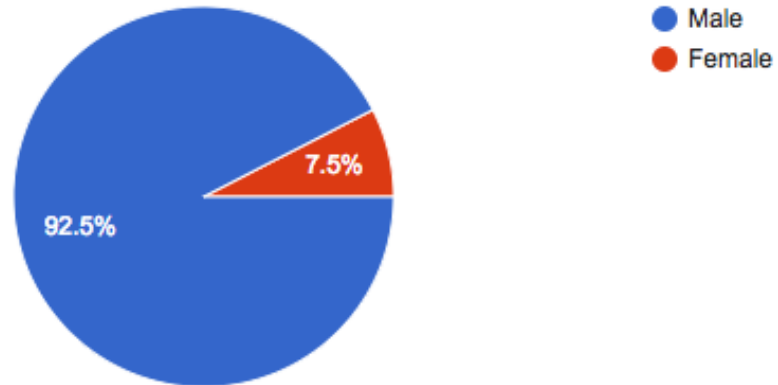
What do you think is the most versatile colour for fishing bait and tackle in general?

252 responses



What is your gender?

252 responses



Thanks to all participants for contributing to this survey. Feel free to share the results publicly and please credit our sponsor FISHBUOY – Fishing App.

Regards,

Curtis Draeger, Aspiring Fishing Industry Entrepreneur