

Marketing WV Aquaculture: Recreational Fee Fishing

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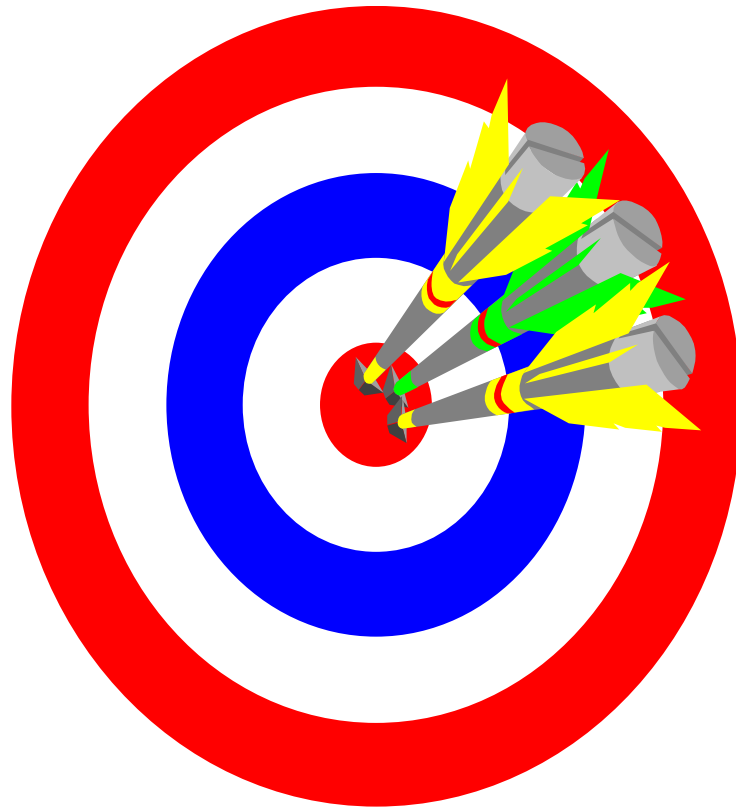
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Ken Semmens

Marketing Research Methods

- Questionnaire design
- Pre-test and focus group feedback
- Proportionate sample of all 55 WV counties
- Surveyed 5000 In-State Licensed Fishermen

Results



Fishing Habits

- 33% Lakes
- 29% Ponds
- 27% Rivers
- 11% Streams
- 85% Fish with Family or Friends
- 79% One Day Trips
- 30% Fish 4 – 6 Hours
- 37% Prefer Mornings,
- 19% No Preference

Fishing Preferences

Most Preferred Species

- 81% Bass
- 77% Trout
- 58% Catfish
- 37% Crappie
- 34% Bluegill

Preferred Experience

- 46% Catch & Release
- 24% Catch & Keep
- 30% No Preference

Fee Fishing in West Virginia

- 39% Have Fee Fished in WV
- 40% of Those Who Have Not Are Willing
- 20% No Preference - Fee vs. Non-Fee
- Fee Fishing Species Preference:
 - Trout,
 - Bass,
 - Catfish

Most Important Fee Fishing Site-Related Features

1. Size of Fish
2. Type of Fish
3. Available Bait and Tackle
4. Cost to Fish
5. Catch Fish Every Time
6. Catch and Release Concept
7. Catch and Keep Concept

Most Important Fee Fishing Operational Features

1. Site Safety
2. Availability of Clean Restrooms
3. Adequate Parking
4. Hours of Operation
5. Location of the Facility
6. Availability of Shaded Areas
7. Wheelchair Accessibility
8. Visual Surroundings of the Site

Most Important Fee Fishing Recreational Features

1. Alcohol Free Site
2. Available Picnic Areas
3. Available Vending

Willingness to Participate in Fee-Fishing Package

- 40% Yes
- 13% Not Sure
- 34% Would Need More Information
- 13% No

Respondent Profile

- 17% Fee Fish Other States
- 91% Purchase WV Fishing License Yearly
- 79% Have Family that Purchase a WV License Annually
- 75% Married
- 66% Employed FT
- 85% Male
- 60% Annual Income of \$25,000-\$75,000