

# 2018 SPECIAL REPORT ON FISHING



A partnership  
project of:



RECREATIONAL  
BOATING & FISHING  
FOUNDATION

**OUTDOOR  
FOUNDATION®**

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# 2018 Special Report on Fishing

## Executive Summary

In 2017, more than 49 million Americans from across the country took to the nation's waterways to enjoy recreational fishing. People fished from shorelines, boats and riverbanks. Some kept their catch. Others released. But, they were all unified by the simple joy of fishing.

For the ninth year in a row, the Outdoor Foundation and Recreational Boating & Fishing Foundation have teamed up to produce the *Special Report on Fishing* to provide a comprehensive look at overall trends in participation as well as detailed information on specific fishing categories.

Insights include motivations, barriers and preferences of key groups. The report also identifies opportunities for engaging new audiences in fishing and examines less tangible perceptions about the sport. Special sections are dedicated to youth and Hispanic Americans, populations with potential for significant growth.

### Overall Fishing Participation Trends

Fishing participation continued growing from 2016 to 2017, increasing by 0.4%, or by 1.9 million individuals, and reaching the highest participation rate since 2009. The overall participation rate reached 16.5% of the U.S. population ages 6 and up, or 49.1 million people who fished at least once during the calendar year.

The "Leaky Bucket" illustrates the annual churn of fishing participants, or those people joining/rejoining the activity and those quitting in a given year. From 2016 to 2017, there was a net increase of 1.9 million people. The annual churn rate also increased from 10.2% to 12.0%.

In total, fishing participants went on a collective 885.2 million outings, which is 300,000 less than the previous year. They averaged 18.0 trips per participant.

### Fishing by Category

Freshwater fishing was once again the most popular form of fishing with a participation rate that held steady at 12.9% from 2016 to 2017. Still, the activity attracted 38.3 million participants, which was three times the amount of people that participated in saltwater fishing, the second most popular form of fishing. Freshwater participants went on the most outings—an average of 17.0 days per person for a total of 634.0 million outings. This type of fishing had the highest percentage of female and youth participants compared to the other types of fishing, but the participants were the least ethnically diverse.

Saltwater fishing was the second most popular type of fishing, engaging 4.4% of the U.S. population, or 13.1 million people. This fishing category continued to gain in popularity from 2016 to 2017, increasing

by 0.3 percentage points and adding 800,000 participants. Saltwater fishermen and women were, by a small margin, the most ethnically diverse and had the highest incomes.

Like saltwater fishing, fly fishing also grew, increasing its participation rate by 0.1 percentage points and gaining 400,000 participants. In 2017, the participation rate was 2.3% of the U.S. population, or 6.8 million people. Although fly fishing was (and has been over time) the least popular of the fishing types, it had the highest rate of new participants. 14.7% of fly fishing participants were new to the activity in 2017, compared to 5.6% of freshwater participants and 10.6% of saltwater participants.

### **Youth Participation**

In general, children, ages 6 to 12, participated in fishing at a higher rate than teenagers, ages 13 to 17. Both groups fished more than they did the year before. Among children, fishing grew by half a million people to reach 7.3 million participants, or 24.2% of American kids. Teens added 200,000 participants to 4.3 million people or 20.1% of American teens.

### **Hispanic Participation**

Fishing participation among Hispanic Americans continued to significantly increase. The participation rate increased from 10.6% to a record high participation rate of 11.7%, or 4.2 million people. As seen in previous years, Hispanic Americans tended to be avid participants, embarking on 22.2 average annual outings per participant—nearly 4 more outings than the typical participant.

### **Profile of a Fishing Trip**

On an average trip, 2.6 adults went fishing, and a majority of participants were successful in catching fish. What they did with the fish varied—a slightly larger percentage of people released the fish than kept them, while some did both. Shorelines, boats and riverbanks were all popular fishing venues.

### **Perceptions of Fishing**

Current adult fishing participants were primarily motivated to try fishing as a way to spend time with their families. They expected fishing to be an easy-to-learn way to relax and unwind. Many adult participants did not have stereotypes of fishing participants, although a higher percentage of males than females thought a participant looked similar to them.

### **Future of Fishing**

More than 82% of current adult participants were introduced to fishing during childhood. After the age of 12, it was much less likely for a person to try fishing. Those participants who did fish during childhood grew up with positive memories of the activity, like spending time outside and enjoying family and friends.

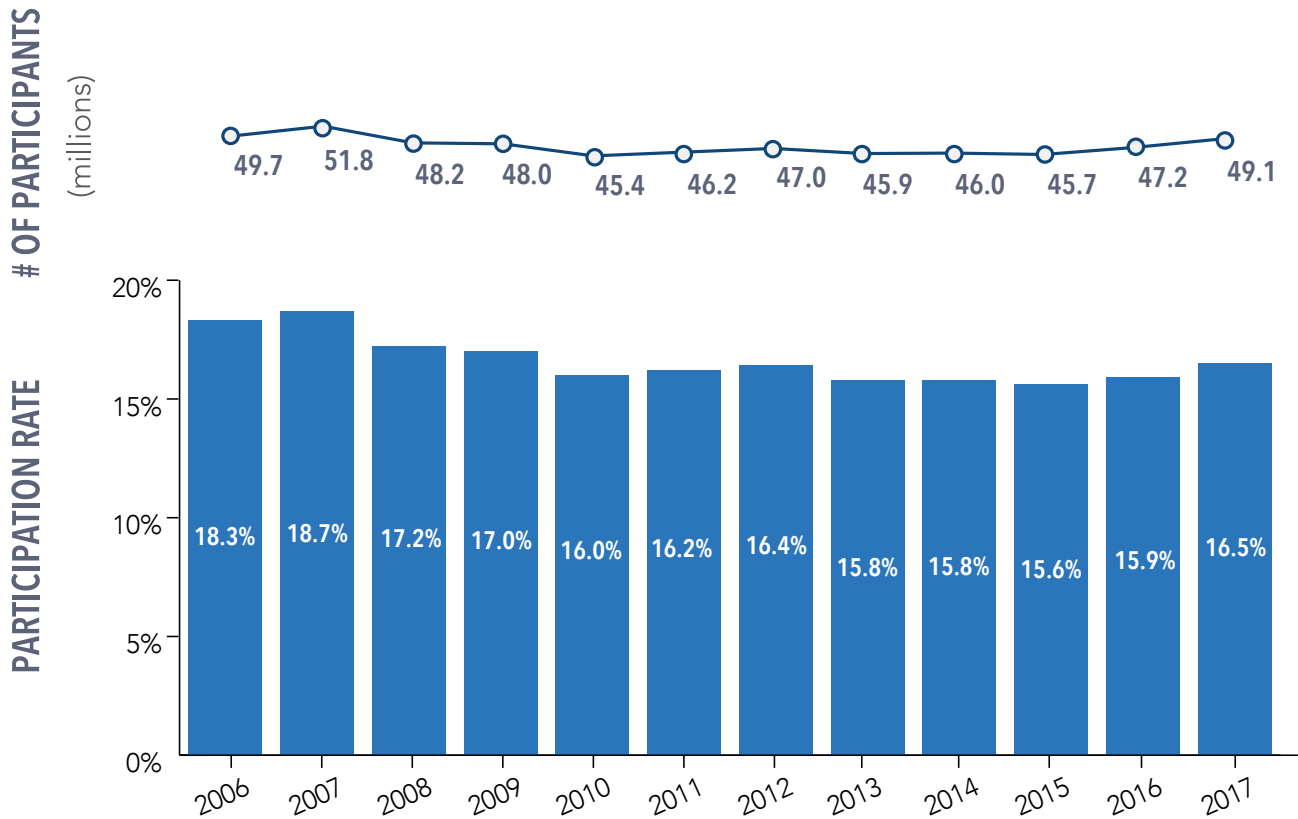
By understanding the demographics, motivations and barriers of participants, the fishing industry can better reach America's youngest citizens to nurture a new generation of fishing enthusiasts. Connecting youth to fishing will ensure that our nation's waterways are protected, our communities are healthy and our industry is thriving.

# FISHING

A man and a woman are standing in a lush, green forest. They are both wearing waders and jackets, suggesting they are engaged in fishing. The man is wearing a yellow cap and a dark jacket with a utility bag. The woman is wearing a dark jacket and waders. They are holding hands and looking towards the camera. The background is filled with dense foliage and trees, creating a serene and natural setting. The entire image has a blue tint.

# participation at-a-glance

## All Types of Fishing



### Fishing Participation Rate

among all Americans, ages 6+

In 2017, 16.5% of the U.S. population, ages 6 and up, went fishing at least once. This is an increase of 0.5 percentage points since 2016 and the highest participation rate since 2009.



#### Number of Participants

In 2017, 49.1 million people went fishing at least once. This is the highest number of fishing participants since 2007.



#### Number of Outings

Fishing participants went on 885.2 million outings in 2017. Outings decreased by 300,000 since 2016.

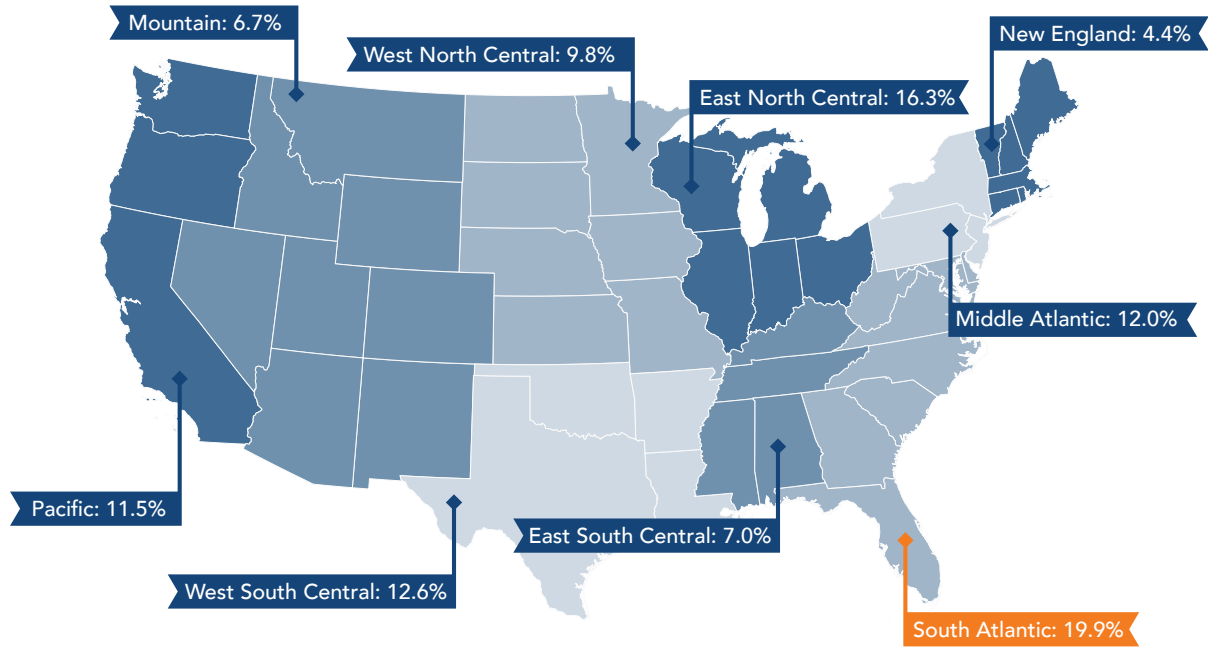


#### Average Outings

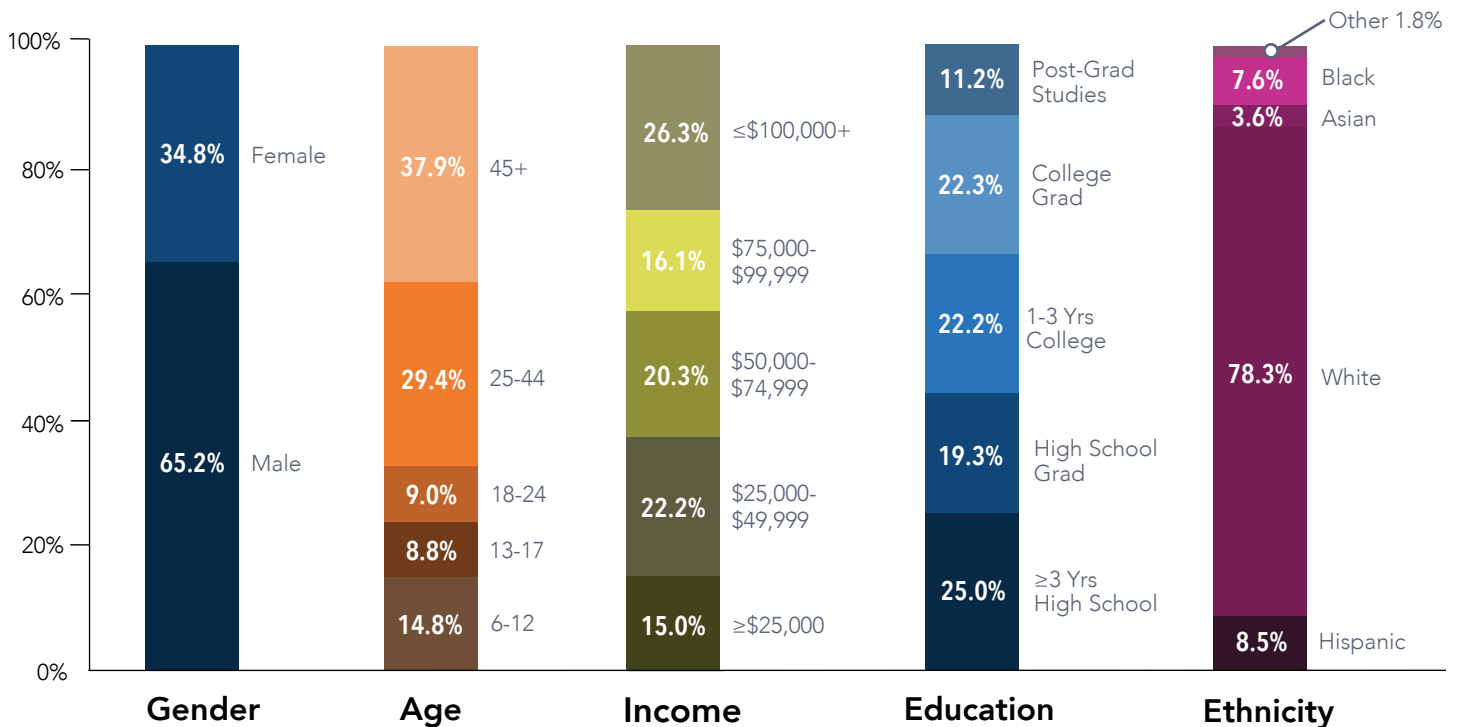
Participants embarked on an average of 18.0 outings per person last year. The average was 18.8 outings the previous year.

# participant demographics

## All Types of Fishing



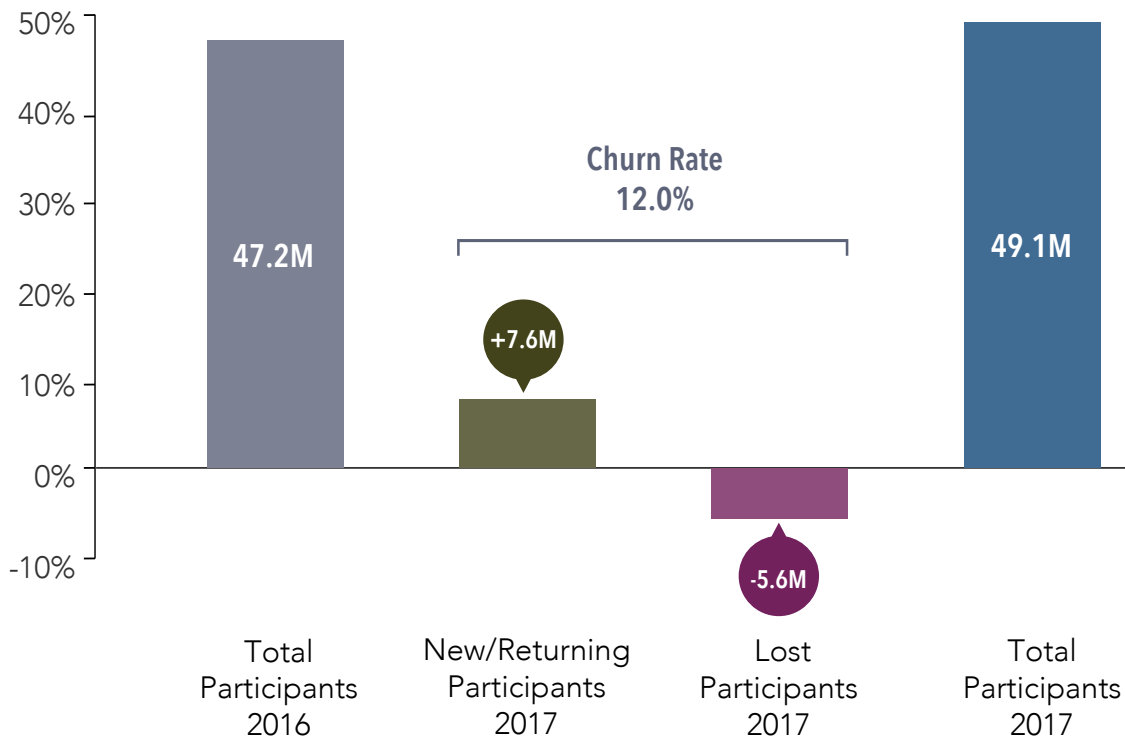
★ highest percentage of participants  
among all Americans, ages 6+



among fishing participants, ages 6+

# participation in-depth

## All Types of Fishing



### The Leaky Bucket

*among fishing participants, ages 6+*

The “Leaky Bucket” illustrates the annual churn of fishing participants, or those people joining/rejoining the activity and those quitting. From 2016 to 2017, there was a net increase of 1.9 million people. The annual churn rate also increased from 10.2% to 12.0%.



#### New/Returning Participants

New fishing participants made up 6.0% of all participants, or 3.0 million people. Returning participants accounted for 9.4% of participants, or 4.6 million people.



#### Lost Participants

5.6 million people stopped fishing in 2017. The activity lost one million more participants from 2016 to 2017 than it did during the previous year.



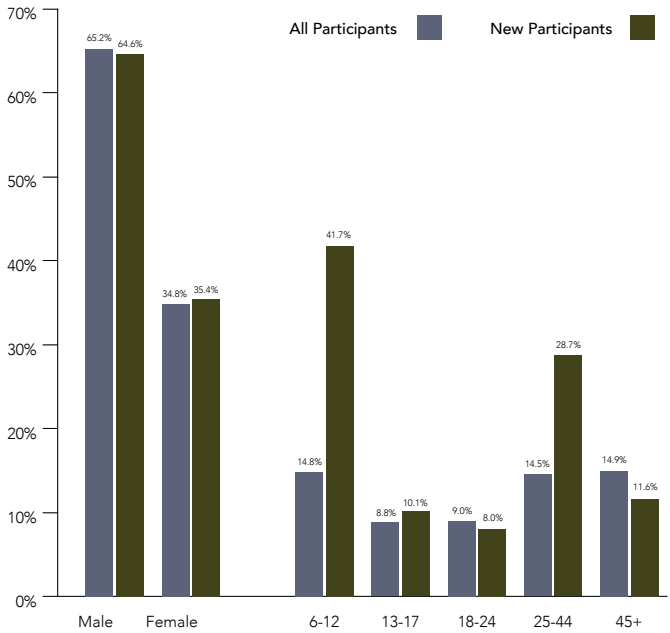
#### Continuing Participants

The majority of participants, 84.6%, continued fishing from 2016 to 2017. That equates to 41.5 million people.



# demographics by kind of participant

## All Types of Fishing

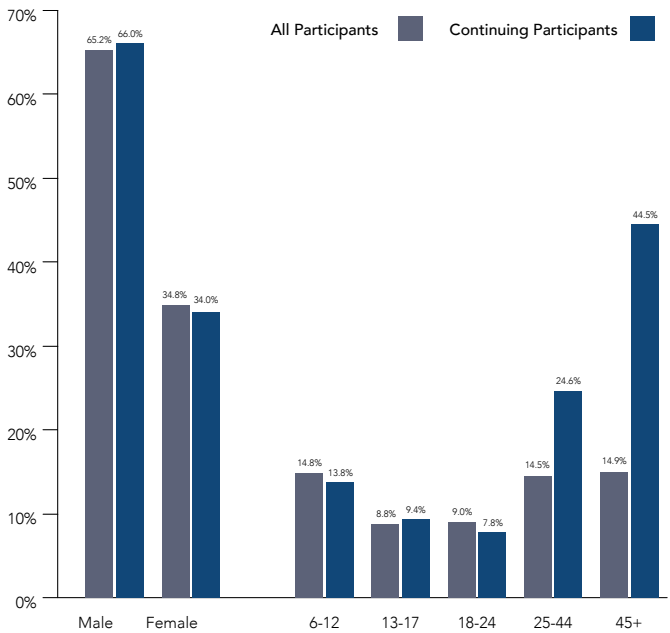


**New Participants**

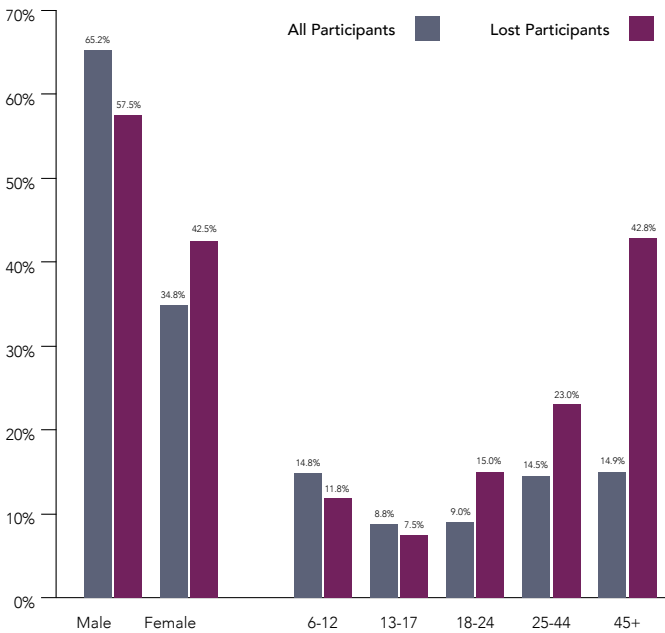
### Demographics by Kind of Participant

*among fishing participants, ages 6+*

Not surprisingly, new participants skewed young when compared to all fishing participants. People who stopped fishing in 2017 tended to be older and female.



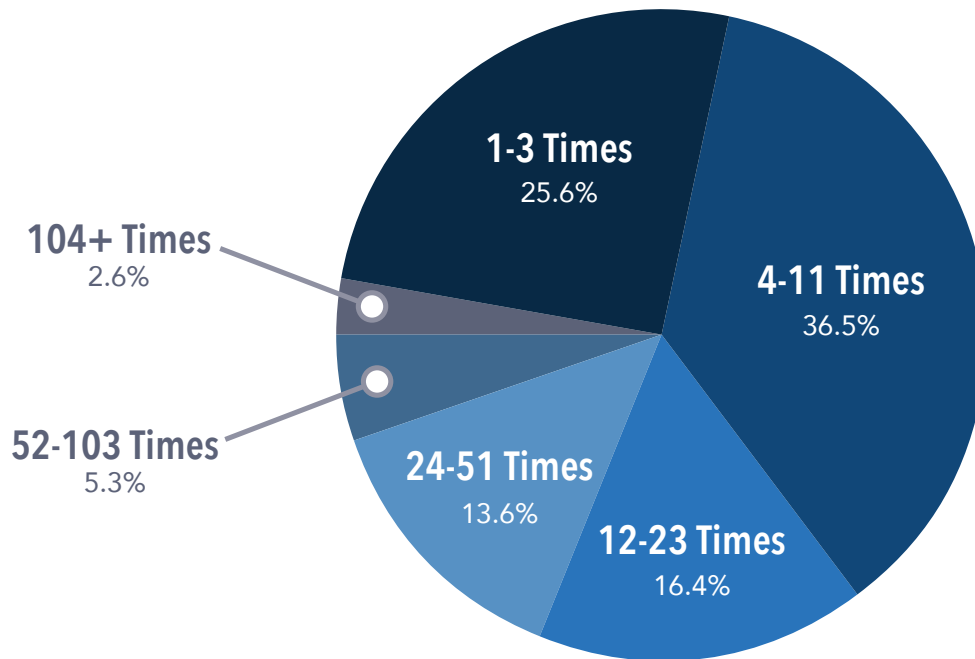
**Continuing Participants**



**Lost Participants**

# level of commitment to fishing

All Types of Fishing



## Annual Outings

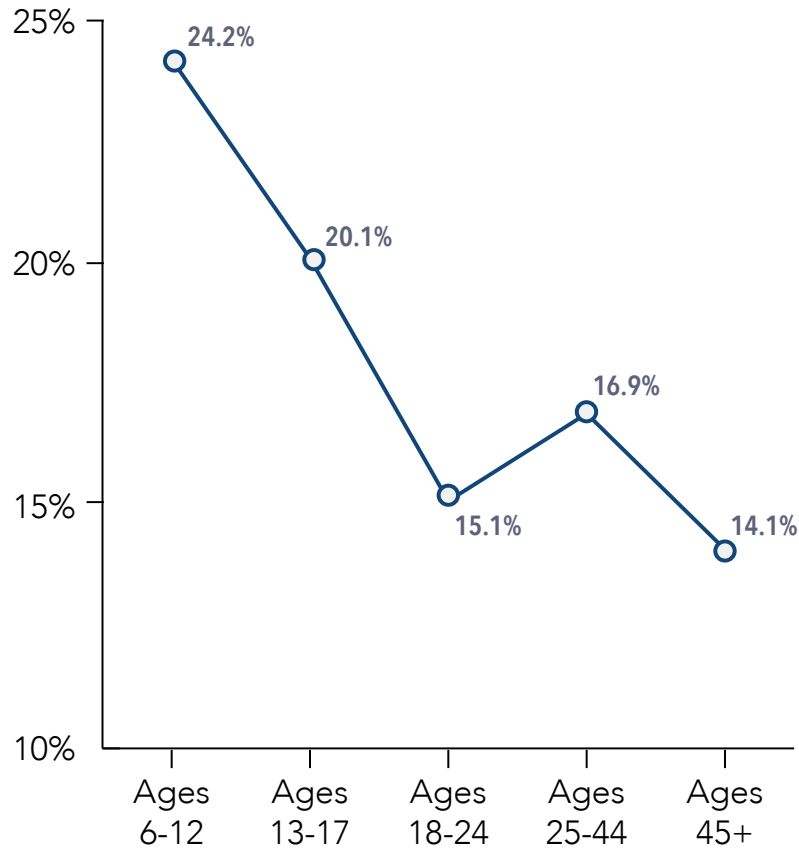
*among fishing participants, ages 6+*

The majority of people who went fishing in 2017 were casual participants. 62.1% of them went fishing between 1 and 11 times per year. Only 7.9% were avid participants, fishing every week or more.

Perceived Level of Fishing Participation	fishing participants, ages 6+
Occasional participant, would like to fish more often	31.3%
Occasional participant, fish as often as I want	28.6%
Avid fishing participant, would like to fish more often	21.0%
Avid fishing participant, fish as often as I want.	16.5%
Don't fish currently, but would like to fish	1.6%
Don't fish currently, not interested in fishing	1.0%

# participation by age

All Types of Fishing



## Participation Life Cycle

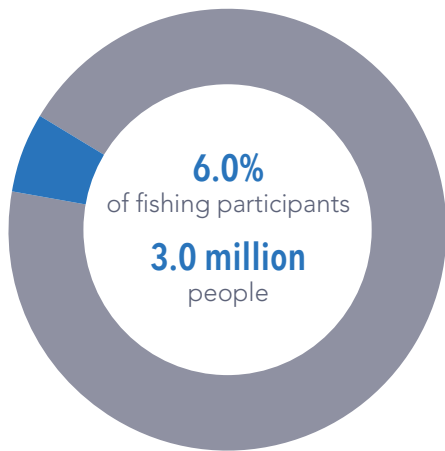
*among all Americans, ages 6+*

This chart measures the rate of fishing participation in America. The snapshot of participation rates by age helps describe a person's life cycle of fishing participation.

Fishing was most popular during childhood. It steadily declined as people aged and then bumped up by nearly 2% among those ages 25 to 44.

# intro to fishing

## All Types of Fishing



### New to Fishing in 2017

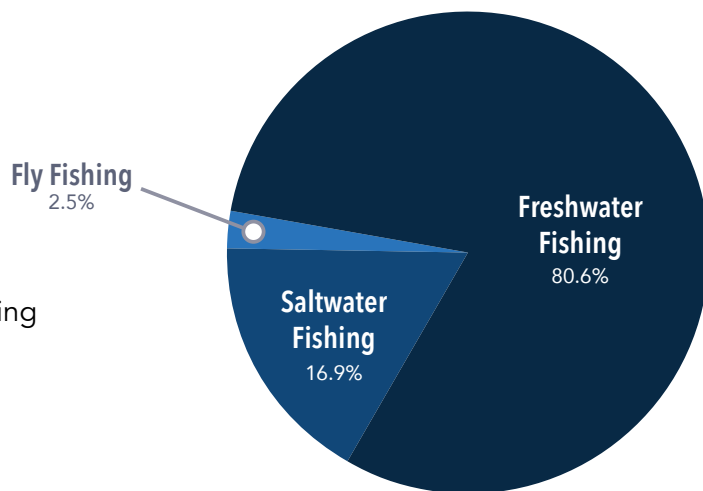
*among fishing participants, ages 6+*

In 2017, 6.0% of participants were new to fishing. In other words, 3.0 million people out of 49.1 million total fishing participants were new to the sport.

### 1st Type of Fishing Experience

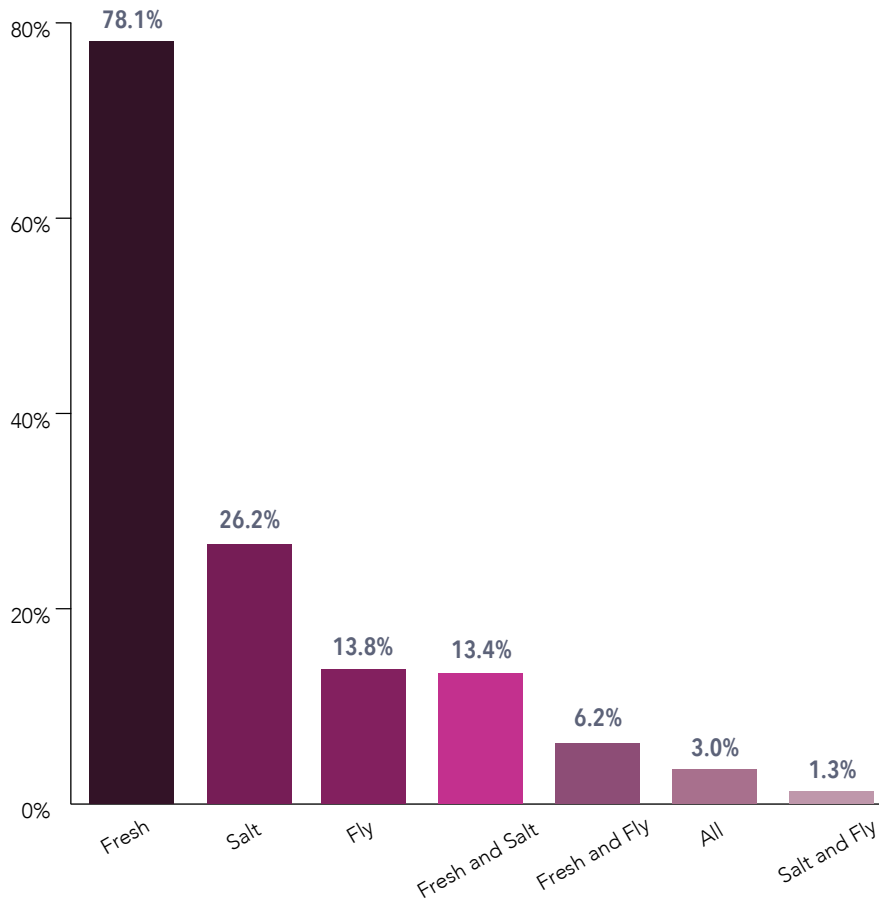
*among fishing participants, ages 6+*

A vast majority of returning or continuing fishing participants—almost 80.6%—tried freshwater fishing during their first outing.



# fishing type preferences

## All Types of Fishing



### Overlap in Fishing Participation

*among fishing participants, ages 6+*

A majority of participants, 78.1%, fished in freshwater in 2017. The most popular overlap in fishing type was freshwater and saltwater fishing at 13.4%.



**80.0%**  
participated in  
one type  
of fishing

**20.0%**  
participated in  
multiple types  
of fishing

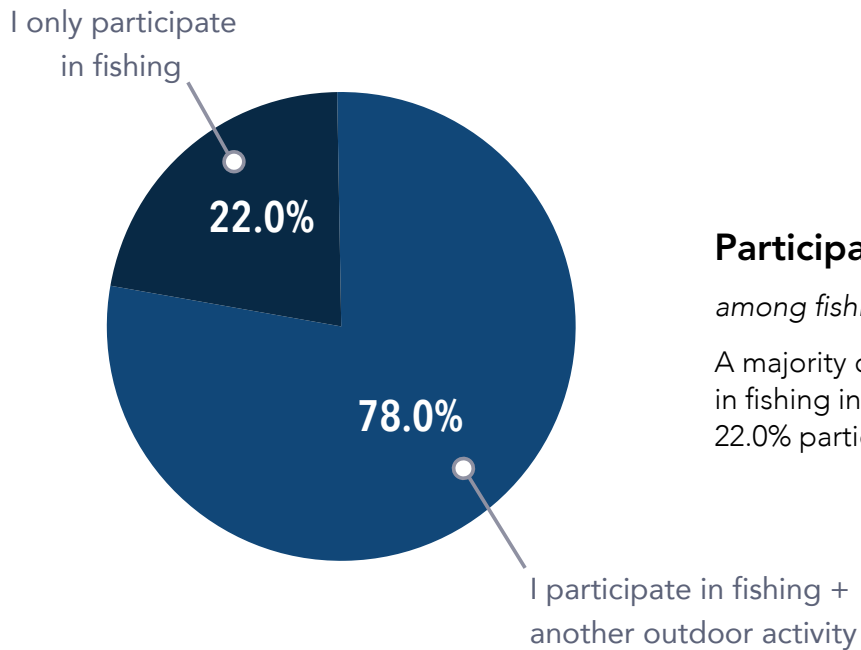
### Participation Multiple Types of Fishing

*among fishing participants, ages 6+*

80% of participants tried just one type of fishing in 2017. Only 20% participated in multiple types.

# enjoyment of other activities

## All Types of Fishing



### Participation in Outdoor Recreation

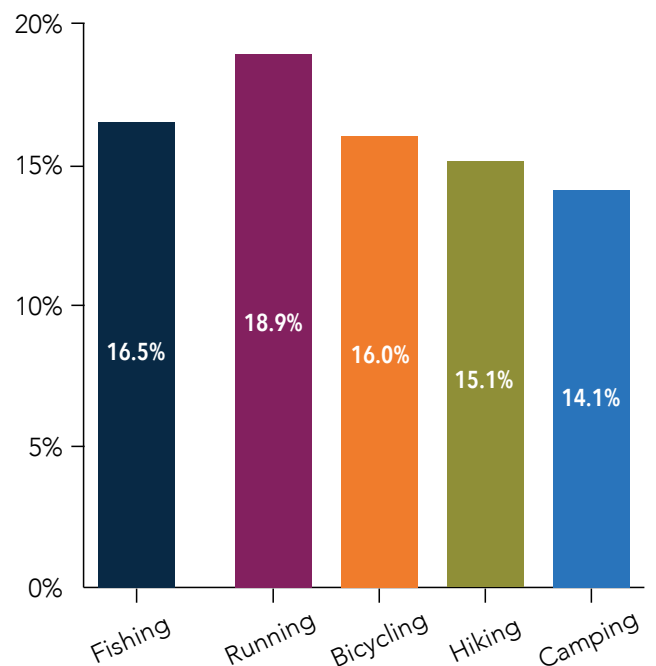
*among fishing participants, ages 6+*

A majority of fishing participants, 78.0%, participated in fishing in addition to another outdoor activity. Only 22.0% participated in fishing alone.

### Participation in Gateway Activities

*among all Americans, ages 6+*

Participation in outdoor recreation often begins with a "gateway" activity. These accessible and popular pastimes frequently lead to participation in other outdoor endeavors. In 2017, fishing was the second-most popular gateway activity after running.



# enjoyment of other activities

## All Types of Fishing

### Top Crossover Activities

among fishing participants, ages 6+

Outdoor Activities		Team Activities	
Camping	36.5%	Basketball	16.5%
Hiking	29.7%	Baseball	14.2%
Bicycling	28.4%	Football	11.5%
Running	26.8%	Soccer	9.3%
Hunting	24.8%	Softball	8.0%
Indoor Fitness Activities		Other Activities	
Free Weights	28.3%	Walking for Fitness	42.1%
Treadmill	25.2%	Bowling	30.6%
Stationary Cycling	19.4%	Swimming for Fitness	18.3%
Weight/Resistance Machines	17.4%	Golf	18.2%
Stretching	16.0%	Table Tennis	12.6%

# motivations

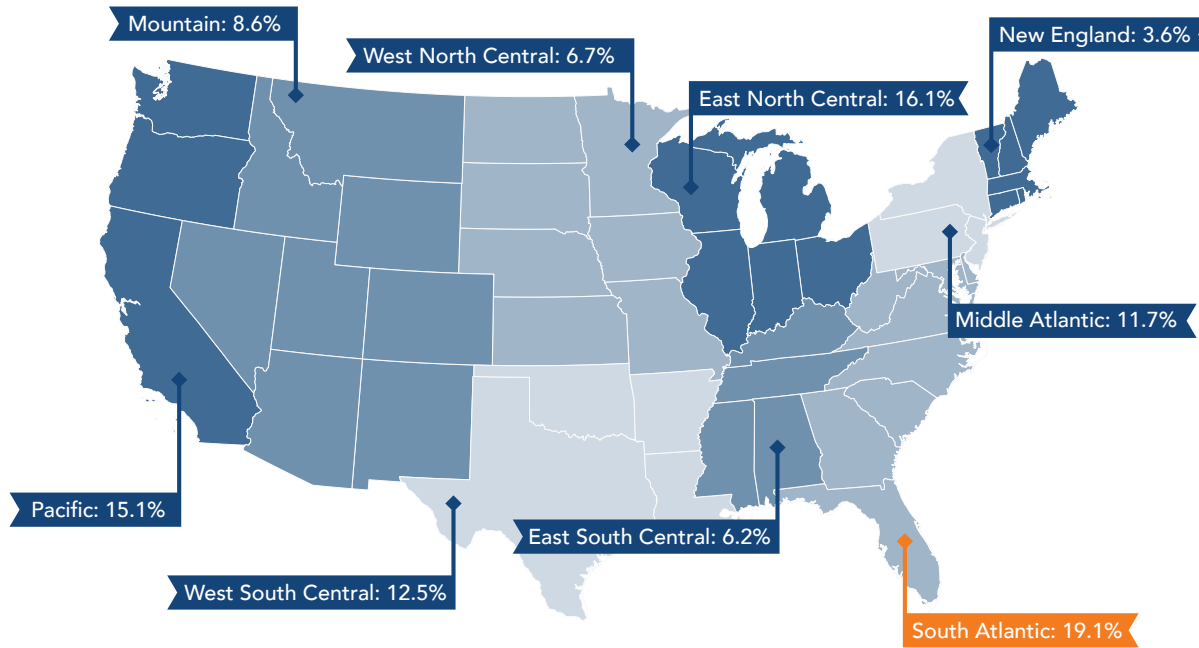
## All Types of Fishing

Reason for Participating in Outdoor Recreation	all Americans, Ages 6+
Get exercise	60.3%
Be with family and friends	59.1%
Be close to nature	51.2%
Enjoy the sounds and smells of nature	48.3%
Observe scenic beauty	47.0%
Get away from the usual demands	44.5%
Keep physically fit	44.2%
Be with people who enjoy the same things I do	39.3%
Experience excitement and adventure	39.1%
Develop my skills and abilities	28.6%
Experience solitude	27.8%
Be with people who share my values	24.0%
Gain a sense of accomplishment	22.2%
Because it is cool	21.0%
Gain a sense of self-confidence	19.2%
Talk to new and varied people	12.2%
Other	5.1%

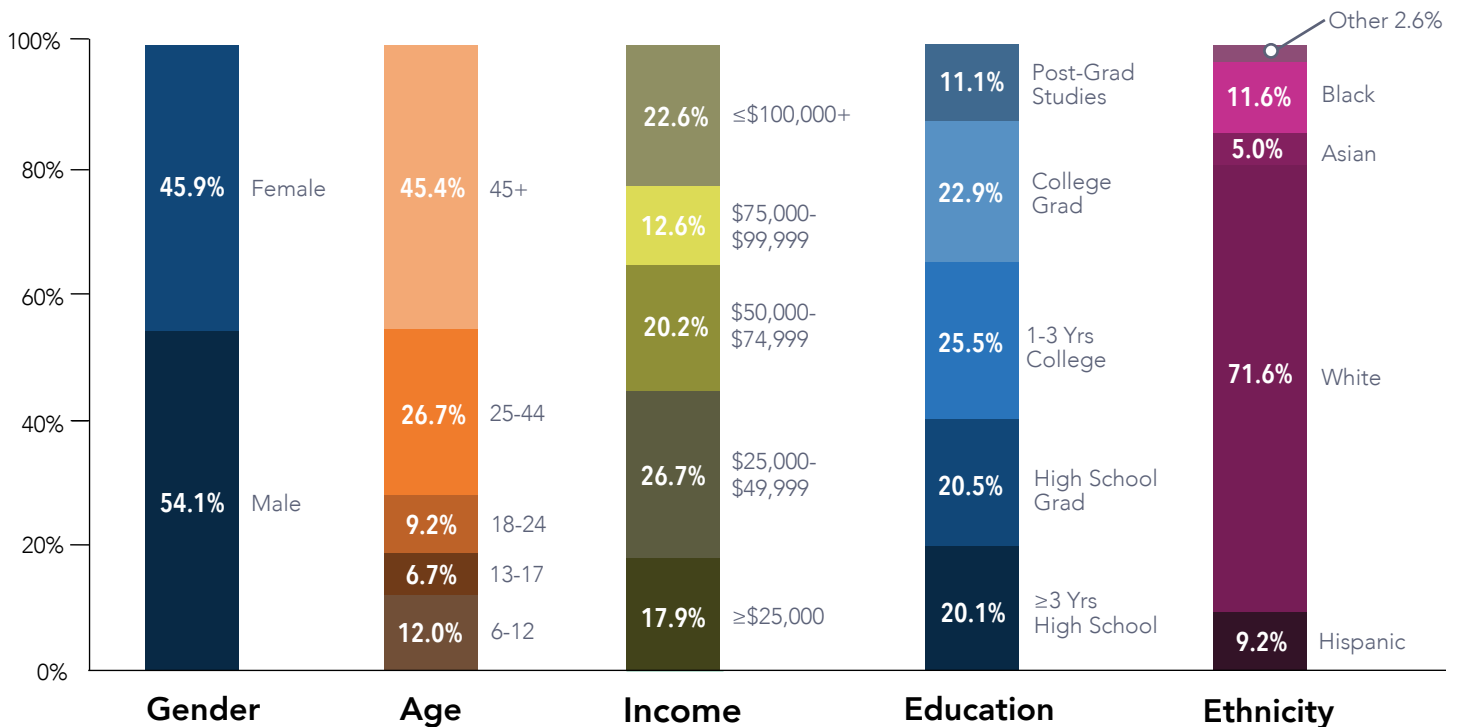


# demographics of considering participants

## All Types of Fishing



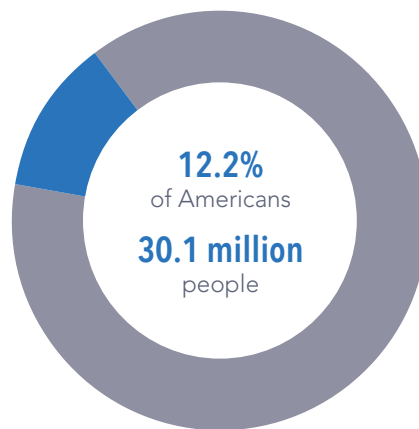
★ highest percentage of participants  
among all Americans, ages 6+



among considering fishing participants, ages 6+

# demographics of considering participants

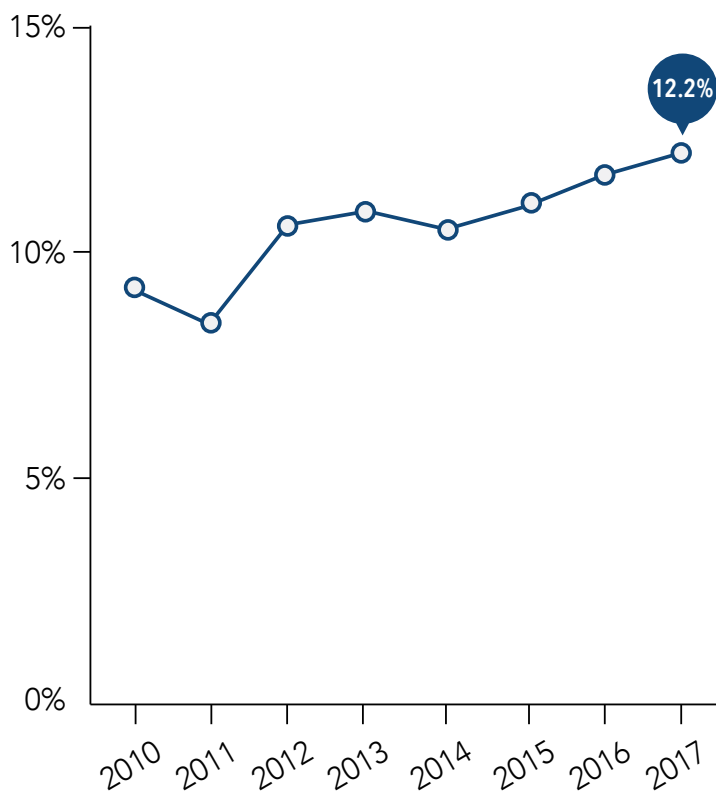
## All Types of Fishing



### People Considering Fishing Participation

*among all non-participants over the past 2 years, ages 6+*

12.2% of all Americans who did not fish for the past 2 years, or 30.1 million people, were interested in taking up fishing or rejoining the activity. This is up from 11.7%, or 29.1 million people, in 2016. It is also the highest percentage and number of Americans interested in fishing since this figure started to be recorded in 2010.



### People Considering Fishing Over Time

*among all non-participants over the past 2 years, ages 6+*

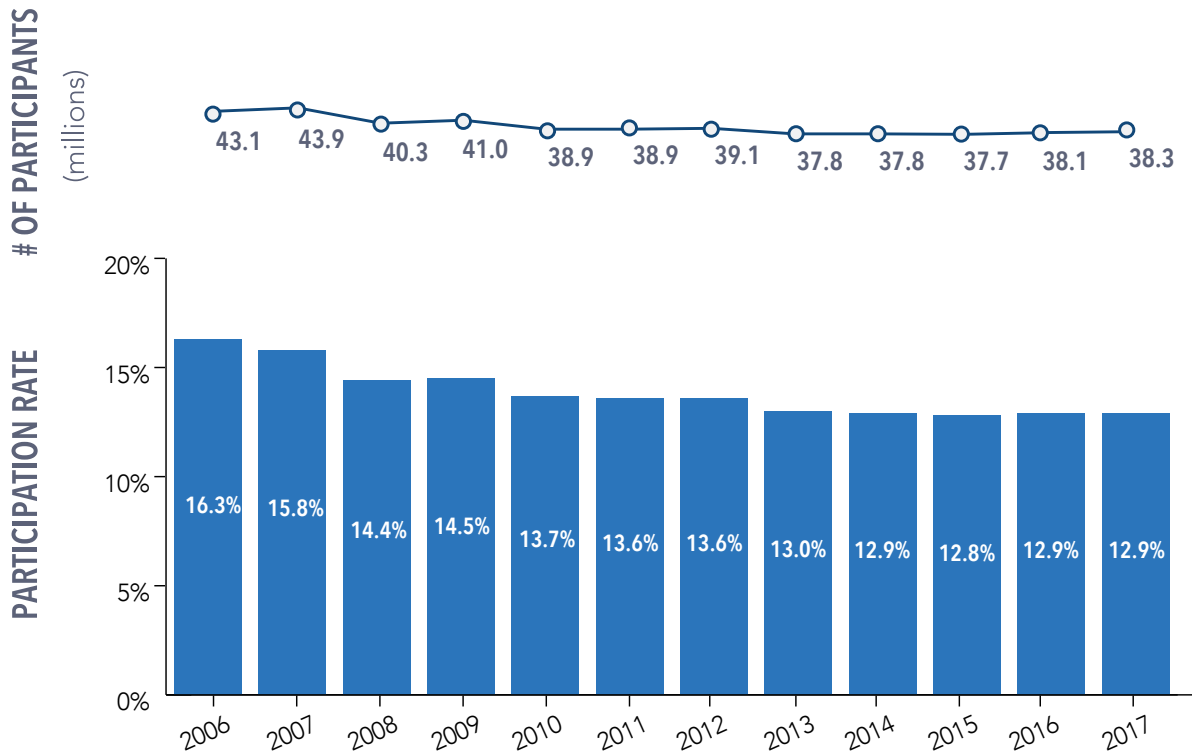
12.2% of Americans considered fishing in 2017. The percent of people interested in fishing has steadily increased since 2014 when 10.5% wanted to try fishing.

# FRESHWATER FISHING



# participation at-a-glance

## Freshwater Fishing



### Freshwater Fishing Participation Rate

*among all Americans, ages 6+*

Freshwater fishing participation held steady at 12.9% from 2016 to 2017. The number of freshwater fishermen and women increased by 200,000 participants to 38.3 million, which is possible due to population growth.



#### Number of Participants

There were a total of 38.3 million freshwater fishing participants, a slight 200,000-person increase from the year before.



#### Number of Outings

Freshwater fishing participants went on an annual 634 million total outings in 2017, up from 630 million outings the year before.

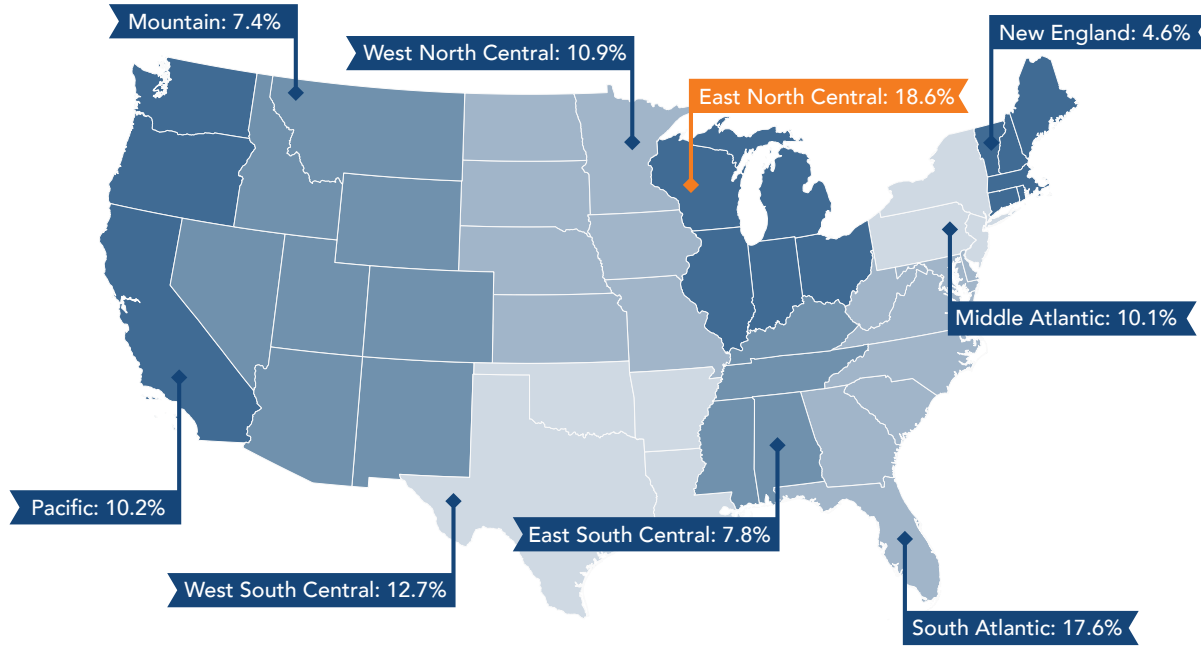


#### Average Outings

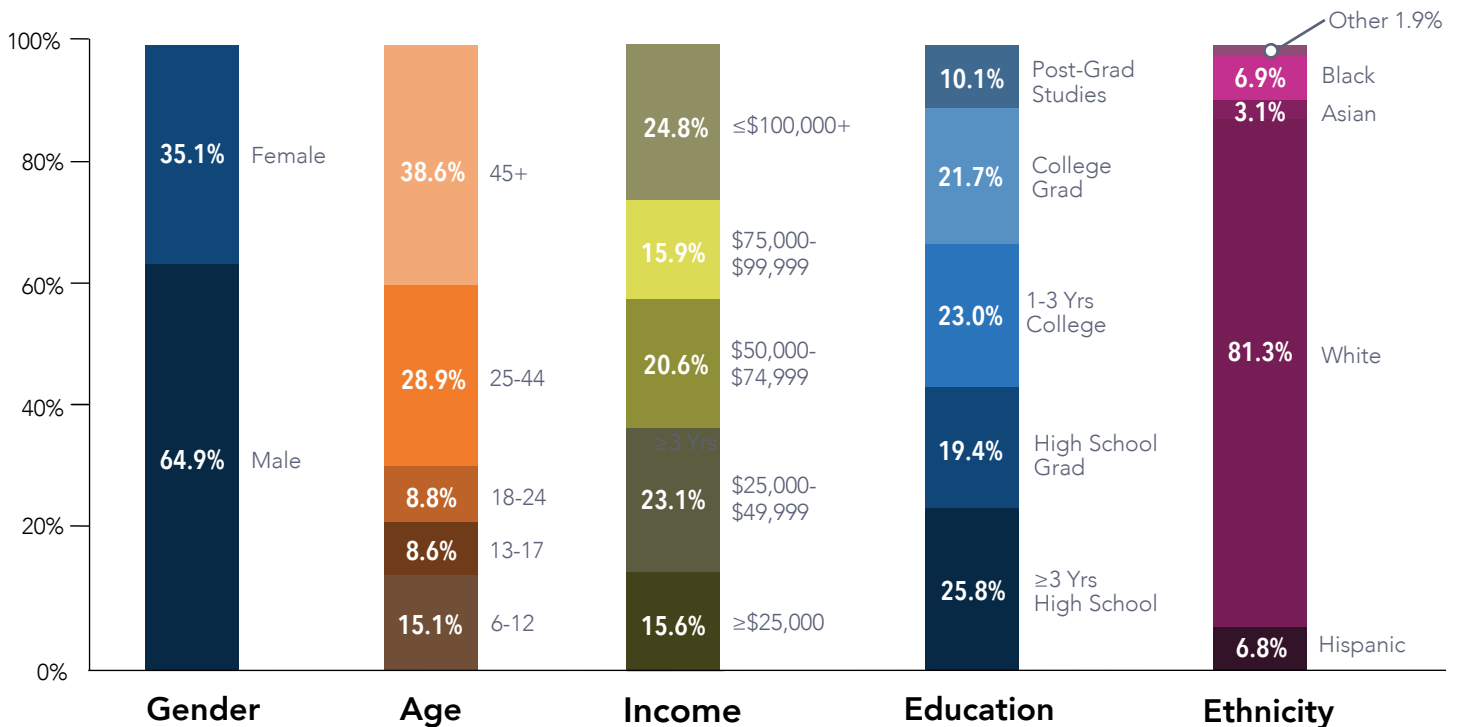
Each freshwater fishing participant went on an average of 17.0 outings, up slightly from 16.5 outings in 2016.

# participant demographics

## Freshwater Fishing



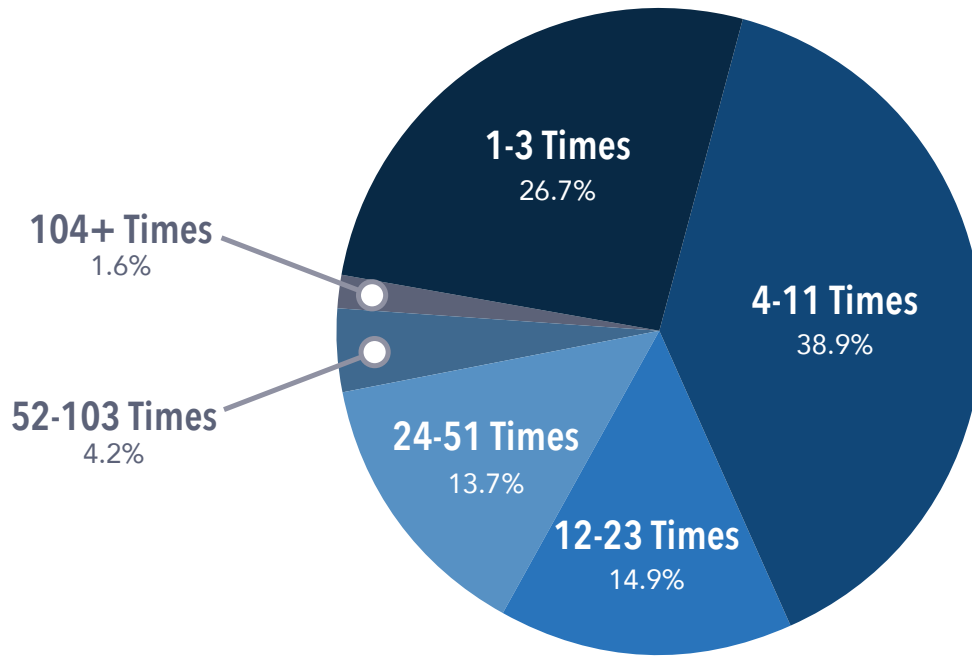
★ highest percentage of participants  
among all Americans, ages 6+



among freshwater fishing participants, ages 6+

# level of participation

## Freshwater Fishing



## Annual Outings

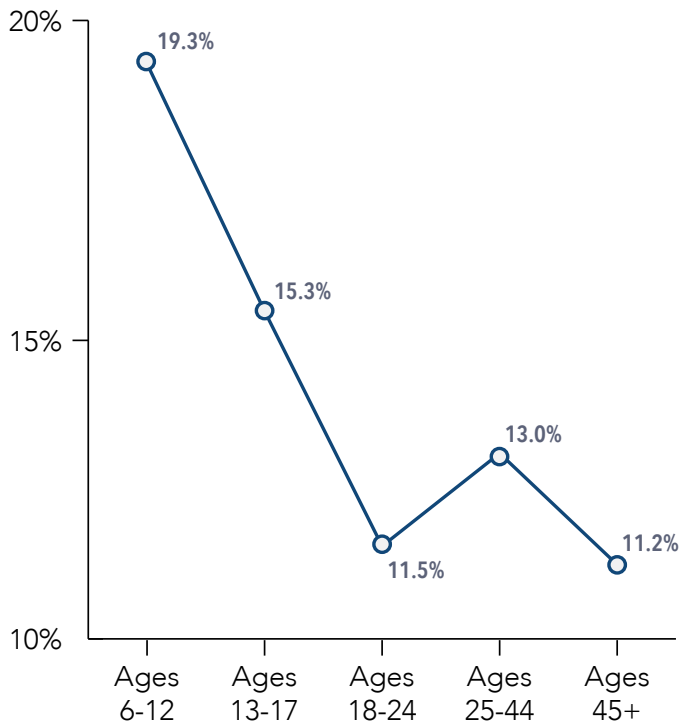
*among freshwater fishing participants, ages 6+*

When compared to other types of fishing participants, freshwater fishing participants tended to make the most annual outings. Freshwater participants averaged 17.0 outings per participant, compared to 13.5 for saltwater participants and 11.1 for fly fishing participants.

Perceived Level of Fishing Participation	freshwater fishing participants, ages 6+
Occasional participant, would like to fish more often	30.0%
Occasional participant, fish as often as I want	29.0%
Avid fishing participant, would like to fish more often	22.5%
Avid fishing participant, fish as often as I want	16.9%
Don't fish currently, but would like to fish	1.1%
Don't fish currently, not interested in fishing	0.5%

# participation in-depth

## Freshwater Fishing



### Freshwater Fishing Participation Life Cycle

*among all Americans, ages 6+*

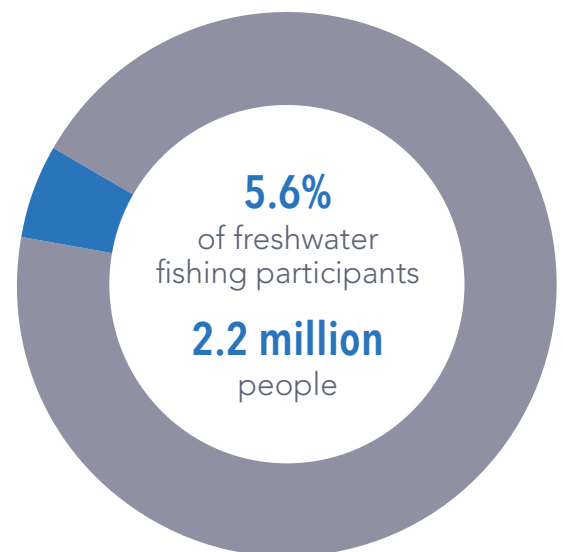
The freshwater fishing participation life cycle graph measures the rate of freshwater fishing participation in America. The snapshot of participation rates by age helps describe a person's life cycle of freshwater fishing participation.

Freshwater fishing participation was similar to the life cycle of all fishing participation. While participation was high during childhood, it decreased as people aged, with an increase during adulthood.

### 1st Time Fishing Participants

*among freshwater fishing participants, ages 6+*

5.6% of freshwater fishing participants, or 2.2 million people, were new to the activity in 2017. This is a slight increase from 2016.



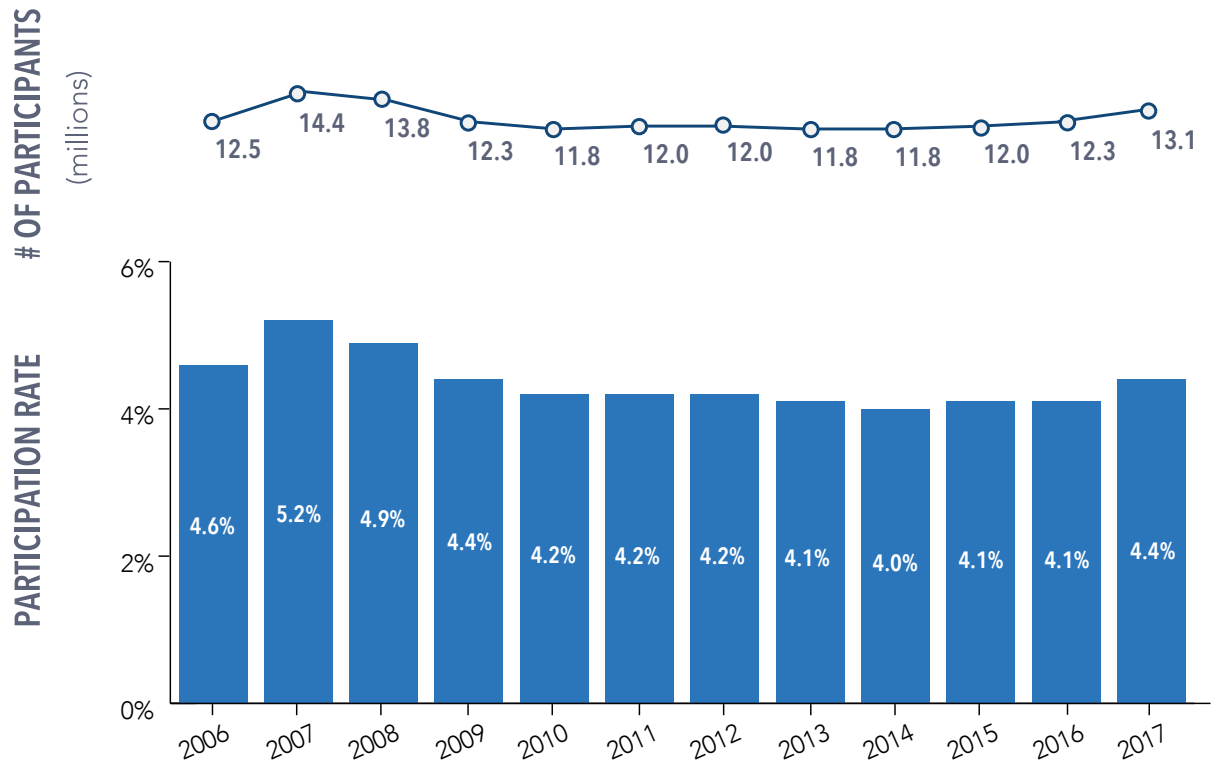
A person wearing a wide-brimmed hat and a light-colored shirt is sitting on a sandy beach, fishing. The person is holding a fishing rod that extends upwards. The background shows the ocean with waves breaking. The entire image is overlaid with a semi-transparent blue color.

# SALTWATER FISHING



# participation at-a-glance

## Saltwater Fishing



### Saltwater Fishing Participation Rate

*among all Americans, ages 6+*

Saltwater fishing was the second most popular type of fishing in the United States with 4.4% of Americans, or 13.1 million people, participating in the sport. Participation in saltwater fishing had remained fairly steady in recent years, but was up 0.3% and 800,000 people from 2016 to 2017.



#### Number of Participants

Saltwater fishing added 800,000 participants from 2016 to 2017, bringing the number of participants to 13.1 million people.



#### Number of Outings

Saltwater fishing participants spent a total of 176.0 million days fishing in 2017, dropping from 178.5 million outings last year.

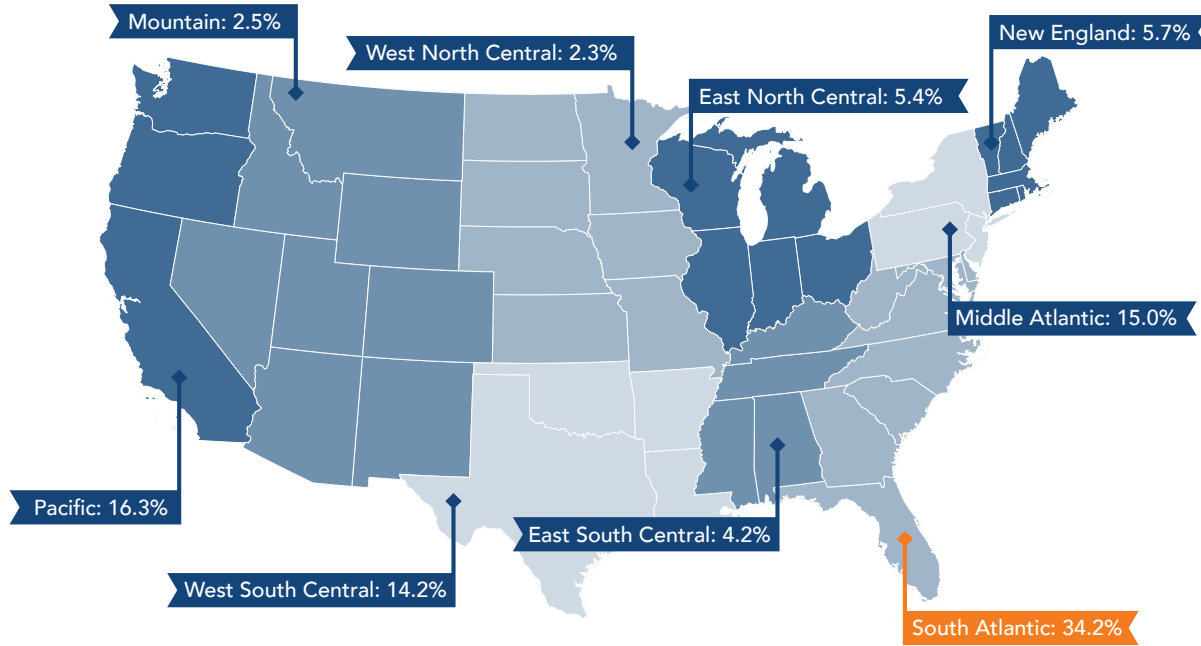


#### Average Outings

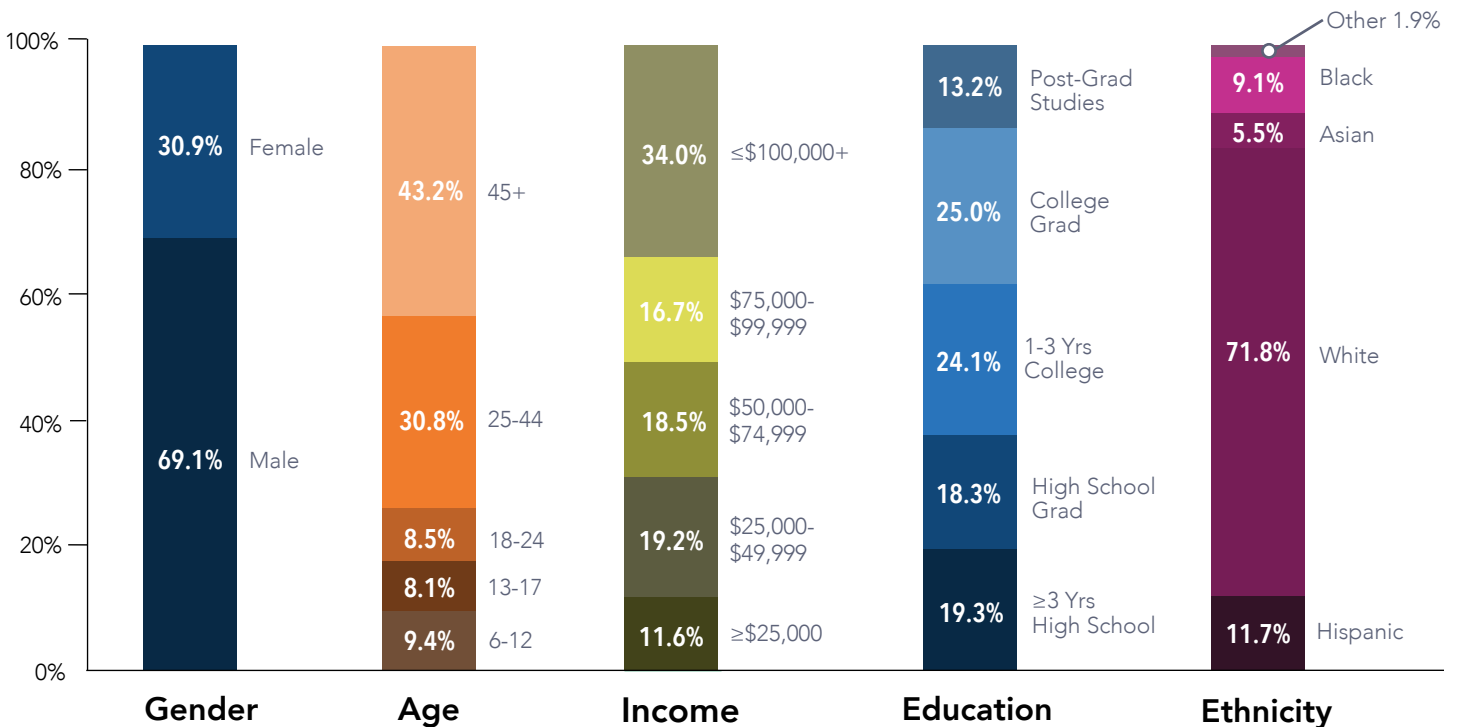
Average saltwater fishing outings dropped from 14.6 in 2016 to 13.5 in 2017.

# participant demographics

## Saltwater Fishing



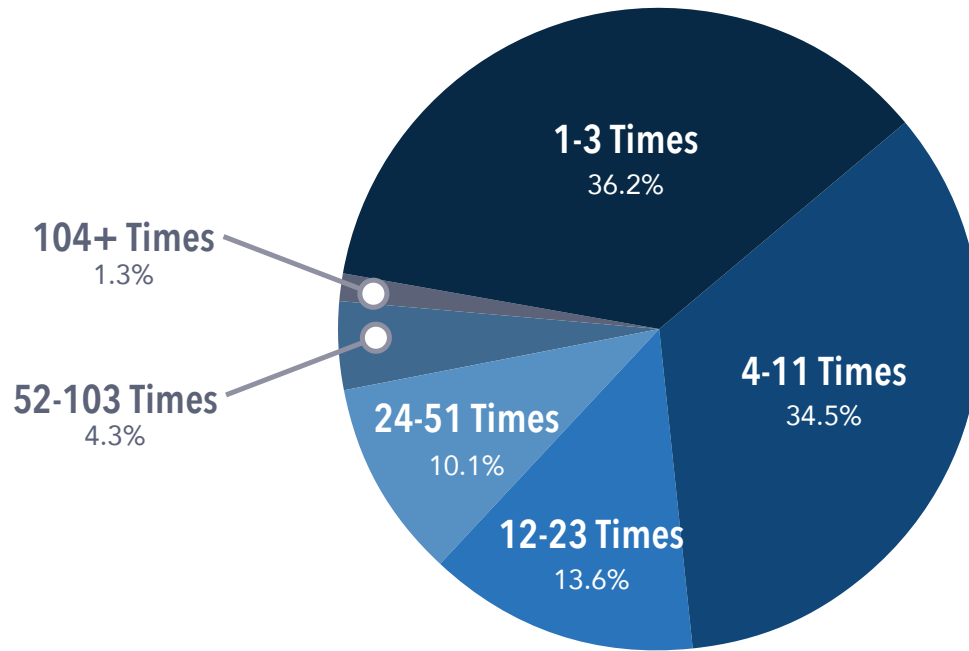
★ highest percentage of participants  
among all Americans, ages 6+



among saltwater fishing participants, ages 6+

# level of participation

## Saltwater Fishing



### Annual Outings

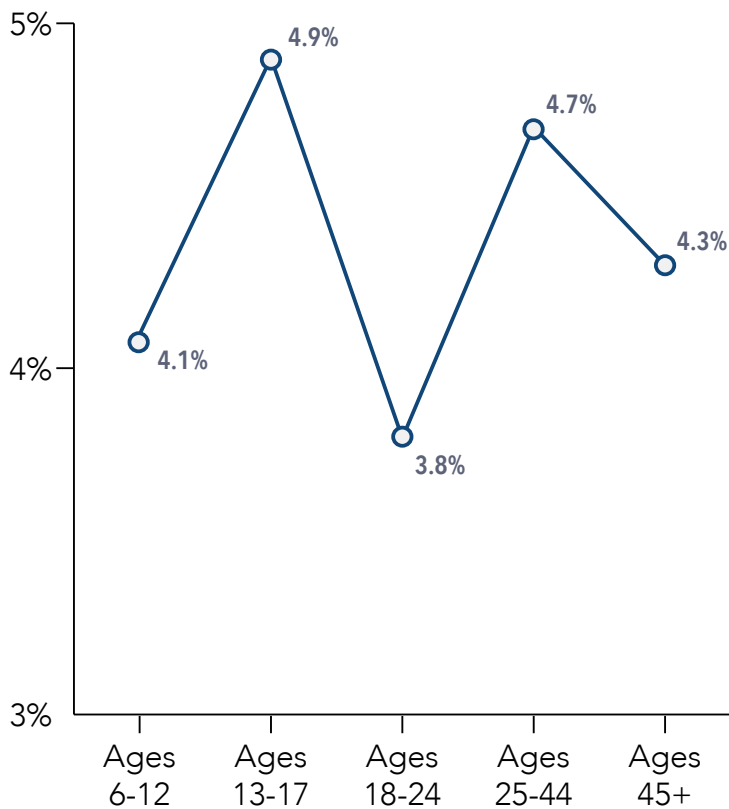
*among saltwater fishing participants, ages 6+*

Saltwater fishing, the second most popular fishing type, also had the second most annual outings per participant at 13.5. More than 70.0% of participants fished less than once per month.

Perceived Level of Fishing Participation	saltwater fishing participants, ages 6+
Avid fishing participant, would like to fish more often	26.4%
Occasional participant, fish as often as I want	26.1%
Occasional participant, would like to fish more often	24.0%
Avid fishing participant, fish as often as I want	22.2%
Don't fish currently, not interested in fishing	0.8%
Don't fish currently, but would like to fish	0.5%

# participation in-depth

## Saltwater Fishing



### Saltwater Fishing Participation Life Cycle

*among all Americans, ages 6+*

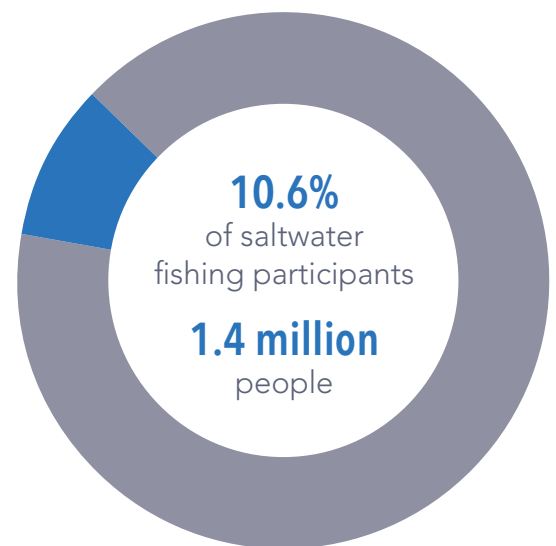
This chart measures the rate of saltwater fishing participation in America. The snapshot of participation rates by age helps describe a person's life cycle of saltwater fishing participation.

Saltwater fishing participation increased from childhood to teenage years. During young adulthood, participation dipped before rebounding during adulthood. Rates again declined during adulthood.

### 1st Time Fishing Participants

*among saltwater fishing participants, ages 6+*

10.6% of saltwater fishing participants, or 1.4 million people, were new to the activity in 2017.

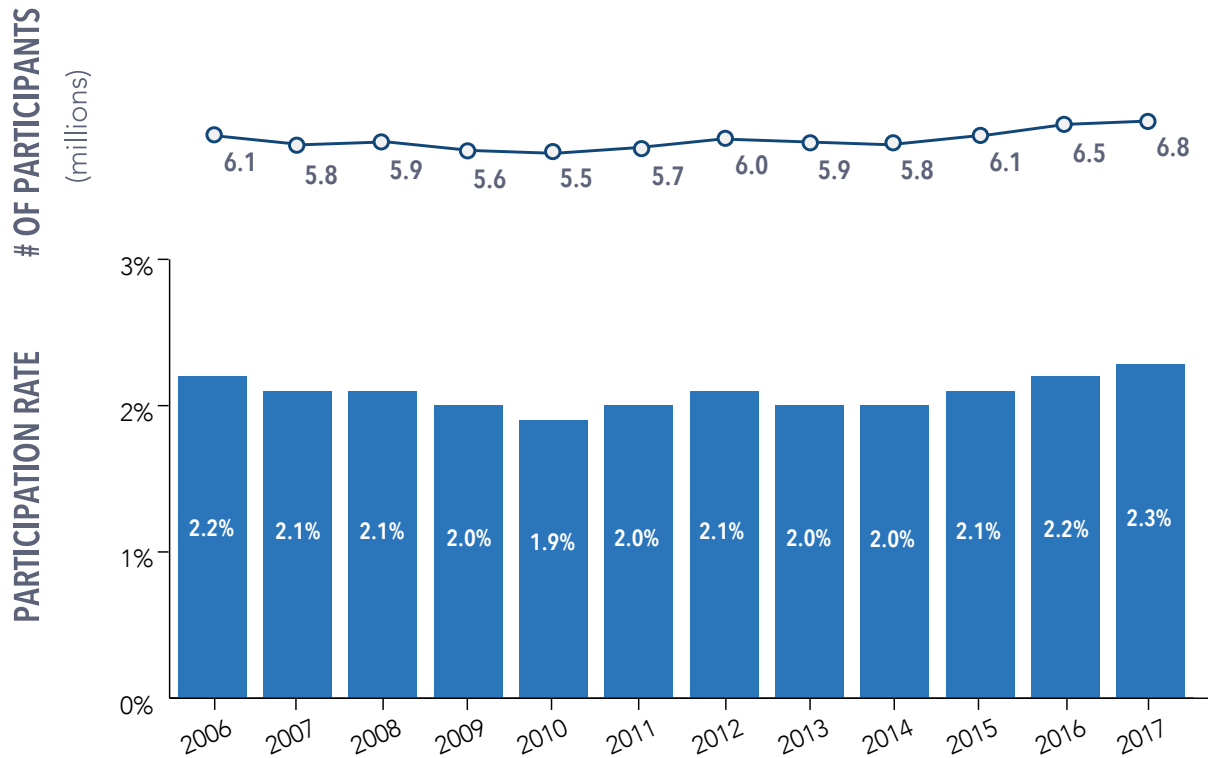


# FLY FISHING



# participation at-a-glance

## Fly Fishing



### Fly Fishing Participation Rate

*among all Americans, ages 6+*

Fly fishing is the least popular of the three fishing types, but participation in the sport has steadily grown since 2014. With a participation rate of 2.3% and 6.8 million participants, fly fishing participation is at an all-time high.



#### Number of Participants

Fly fishing participation continued to grow in 2017. The sport increased from 6.5 million participants in 2016 to a record 6.8 million in 2017.



#### Number of Outings

Americans spent 75.1 million days fly fishing in 2017. In 2016, they fly fished a total of 77.1 million days.

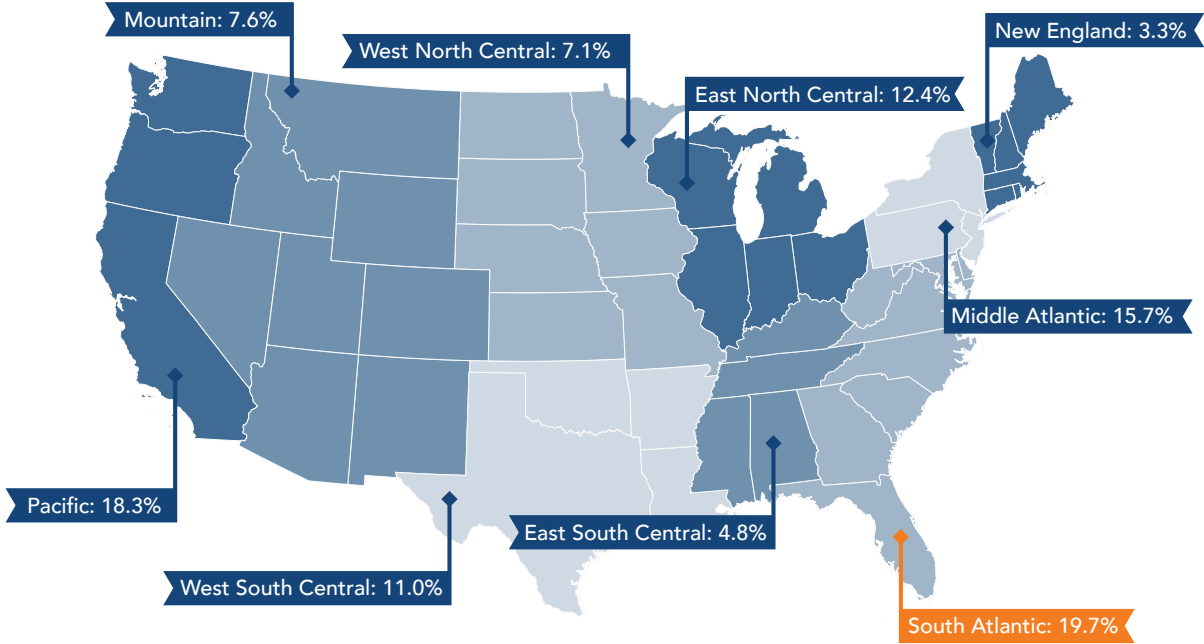


#### Average Outings

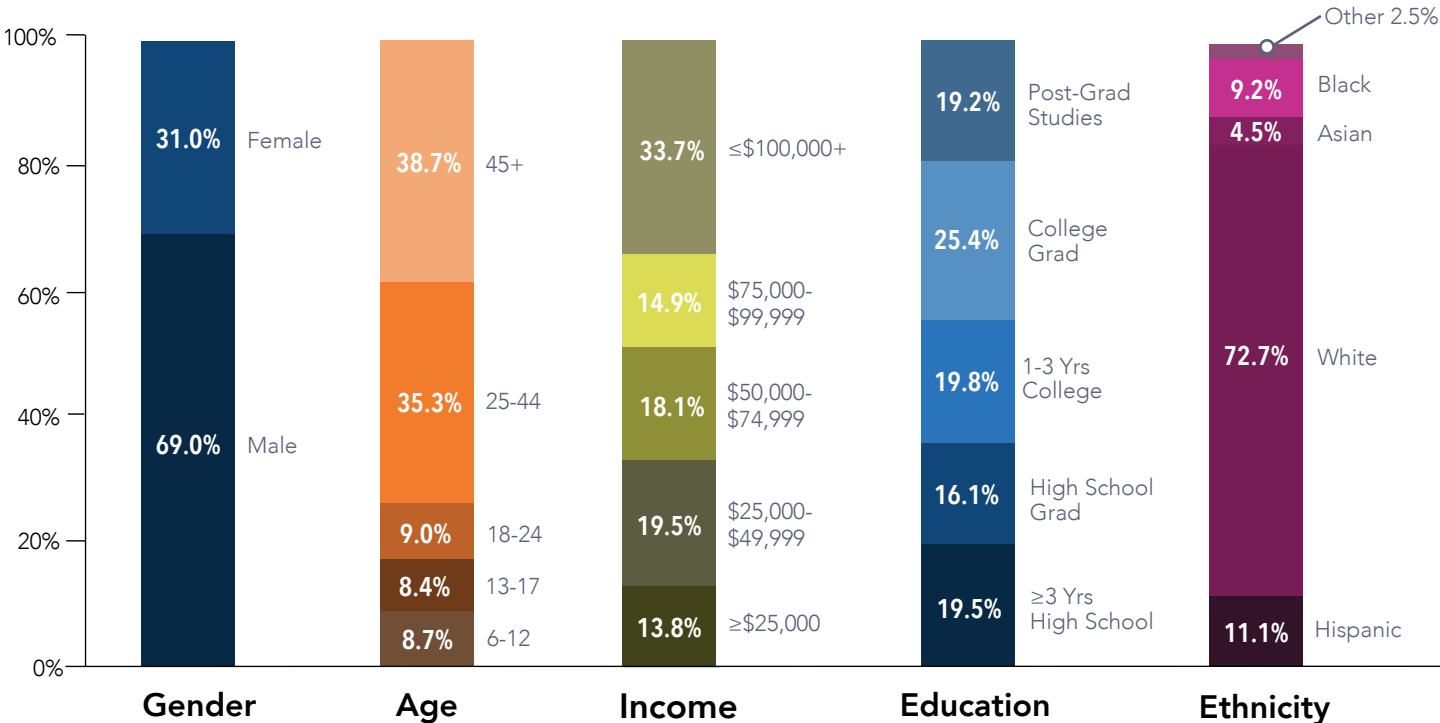
The average number of fly fishing outings per person dropped from 11.9 days in 2016 to 11.1 days in 2017.

# participant demographics

## Fly Fishing



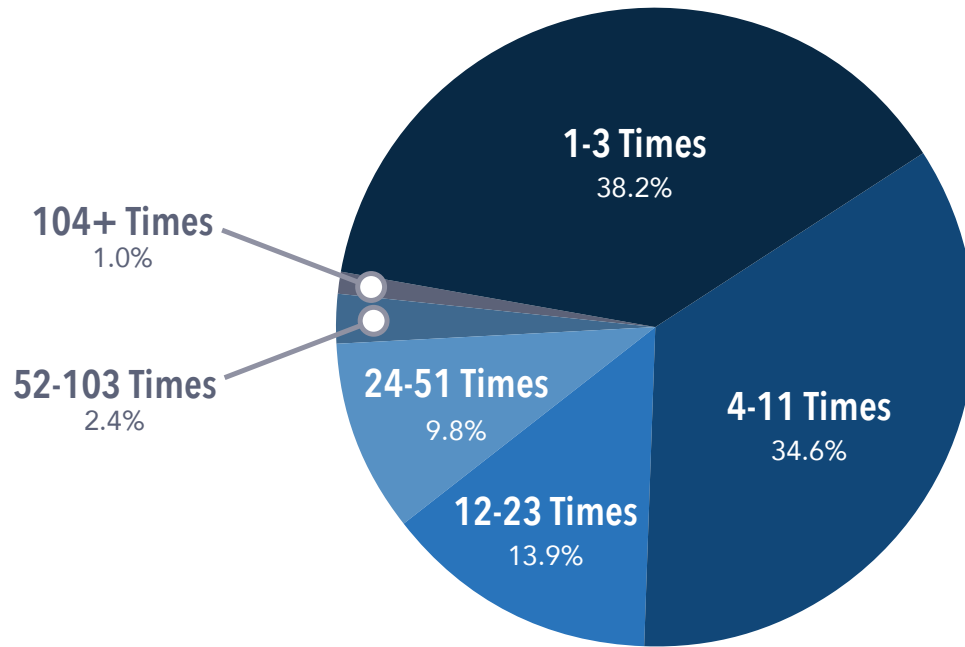
★ highest percentage of participants  
among all Americans, ages 6+



among fly fishing participants, ages 6+

# level of participation

## Fly Fishing



## Annual Outings

*among fly fishing participants, ages 6+*

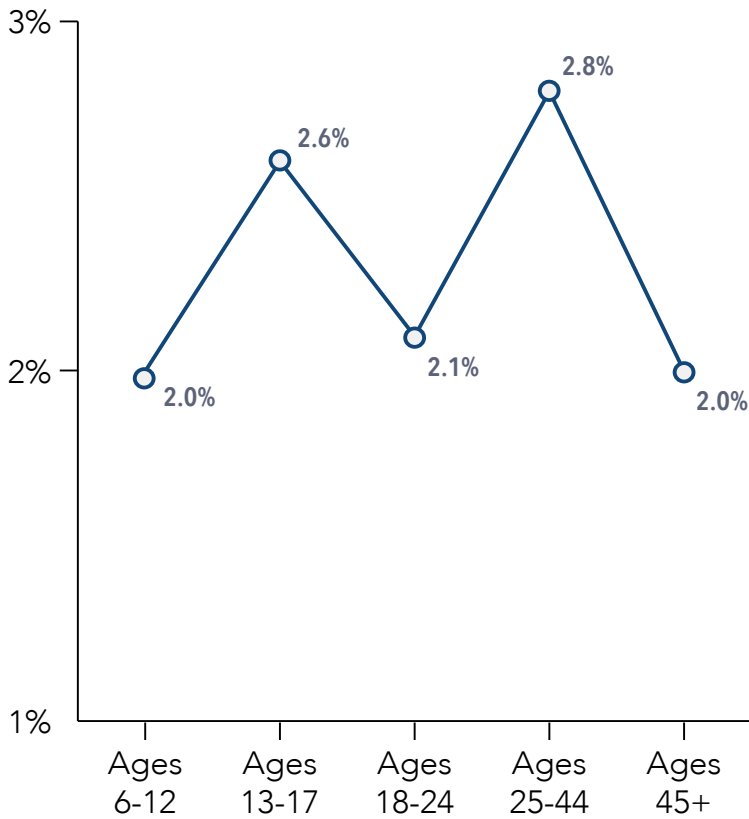
Fly fishing participants went on the least amount of annual outings, an average of 11.1 days per year. That is nearly 7 days less than freshwater participants and more than 2 days less than saltwater participants.

Perceived Level of Fishing Participation	fly fishing participants, ages 6+
Avid fishing participant, would like to fish more often	28.9%
Avid fishing participant, fish as often as I want	24.6%
Occasional participant, would like to fish more often	22.6%
Occasional participant, fish as often as I want	21.3%
Don't fish currently, not interested in fishing	1.8%
Don't fish currently, but would like to fish	0.8%



# participation in-depth

## Fly Fishing



### Fly Fishing Participation Life Cycle

*among Americans, ages 6+*

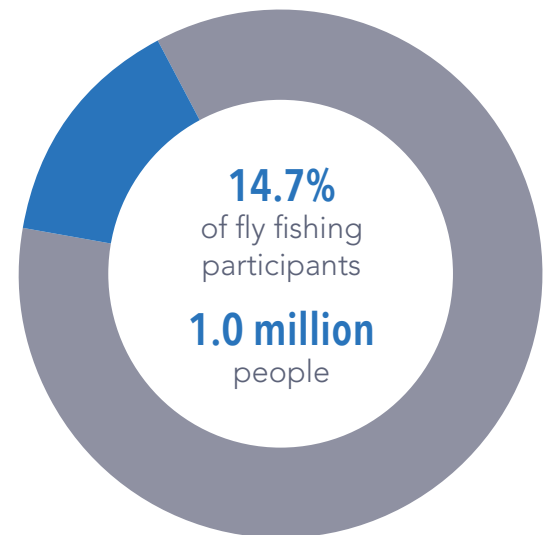
This chart measures the rate of fly fishing participation in America. The snapshot of participation rates by age helps describe a person's life cycle of saltwater fishing participation.

Like saltwater participation, fly fishing participation started low during childhood and grew, only dipping during young adulthood and among those 45 and older.

### 1st Time Fishing Participants

*among fly fishing participants, ages 6+*

14.7% of fly fishing participants, or 1.0 million people, were new to the activity in 2017.

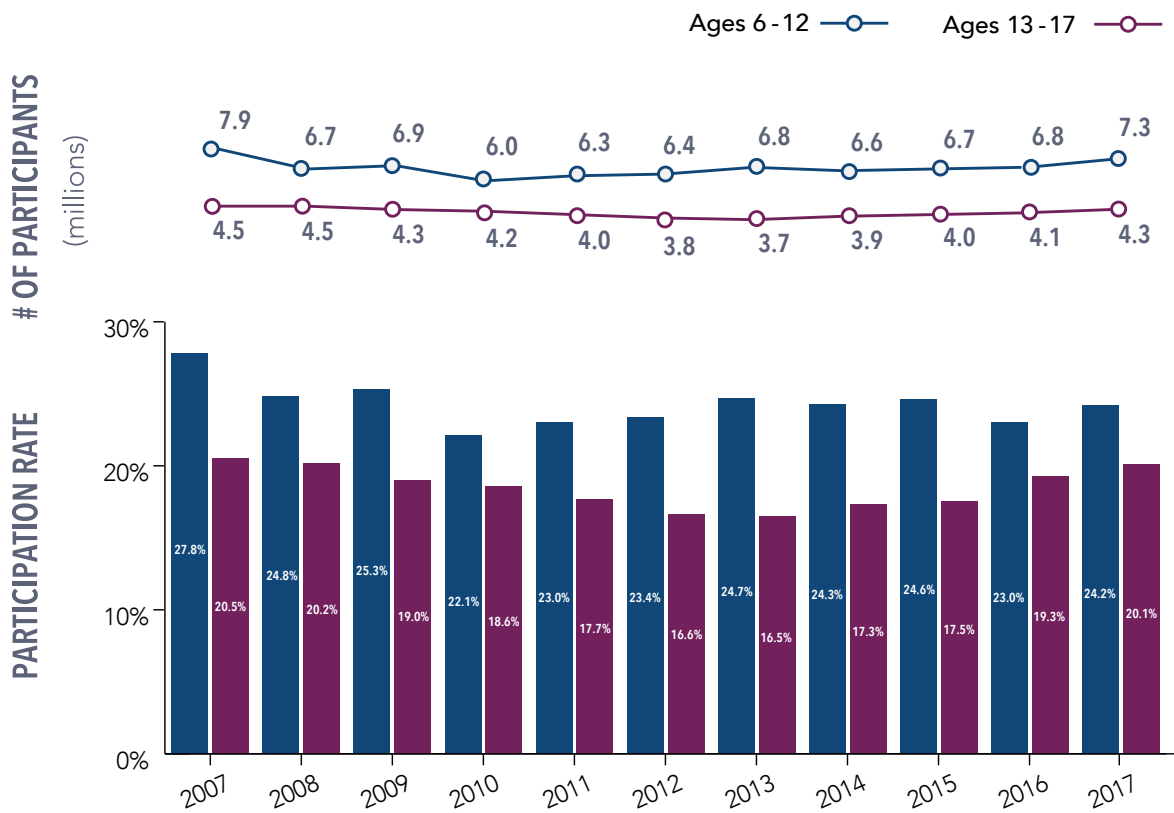


A young child, likely a girl, is the central focus of the image. She is wearing a wide-brimmed straw hat, a light-colored utility vest over a dark red t-shirt, and dark shorts. She is standing on a large, smooth rock in the foreground, with her mouth wide open in a joyful shout or laugh. Her hands are slightly out to her sides. The background features a calm lake, a wooden dock structure, and rolling hills or mountains under a clear sky. The entire image has a blue color overlay. The text 'YOUTH PARTICIPATION' is centered over the image in a large, white, sans-serif font.

# YOUTH PARTICIPATION

# participation at-a-glance

## Youth



### Youth Participation Rate

among all Americans, ages 6+

The participation rate among children, ages 6 to 12, increased from 23.0% to 24.2% and from 6.8 million participants to 7.3 million. Participation among teens, ages 13 to 17, also increased. Participation was up from 19.3% to 20.1% and from 4.1 million to 4.3 million.



#### Number of Participants

Both children and teens added participants from 2016 to 2017. Half a million more children joined the sport of fishing, while 200,000 teenagers joined.



#### Number of Outings

American youth, ages 6 to 17, embarked on 145.5 million fishing outings in 2016. Children went on 81.1 million outings and teens 64.3 million outings.

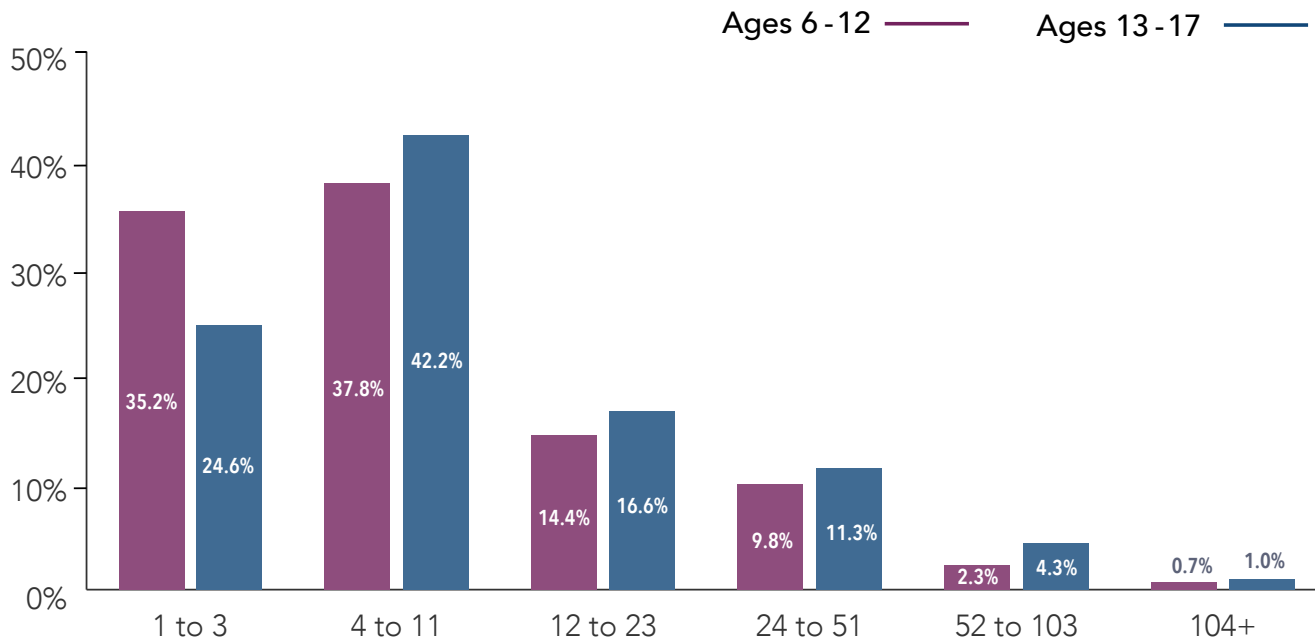


#### Average Outings

Children took an average of 11.2 fishing trips per participant in 2016, while teens averaged 14.8 outings per year.

# level of participation

## Youth



## Annual Outings

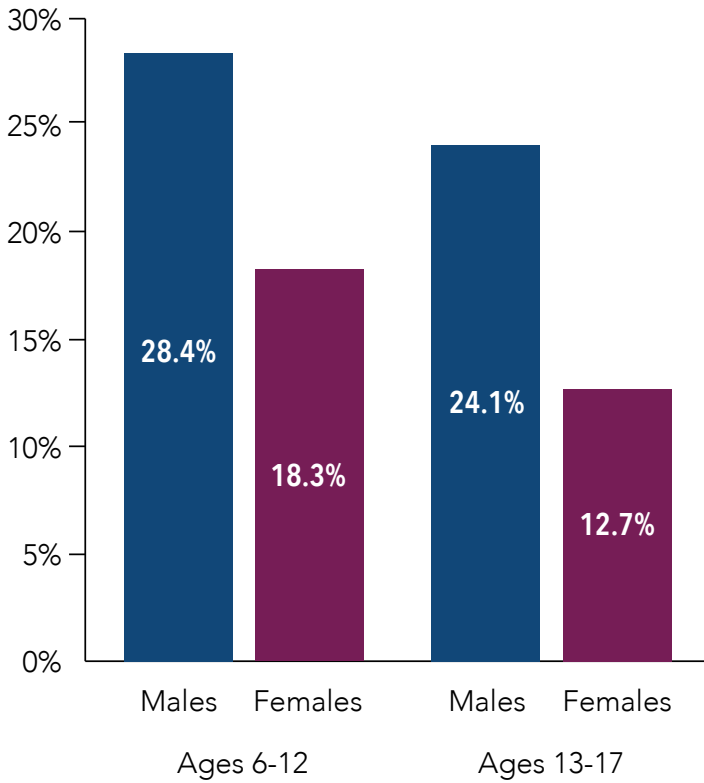
*among youth participants, ages 6+*

Children, ages 6 to 12, tended to go on fewer fishing outings than teenagers, ages 13 to 17. While teen participants averaged 14.8 fishing days per year, children averaged 11.2.

Perceived Level of Fishing Participation	participants, ages 6-12	participants, ages 13-17
Occasional participant, would like to fish more often	33.5%	24.9%
Occasional participant, fish as often as I want	22.6%	36.8%
Avid fishing participant, would like to fish more often	21.1%	20.9%
Avid fishing participant, fish as often as I want.	19.9%	16.1%
Don't fish currently, but would like to fish	2.7%	0.4%
Don't fish currently, not interested in fishing.	0.3%	0.8%

# level of participation

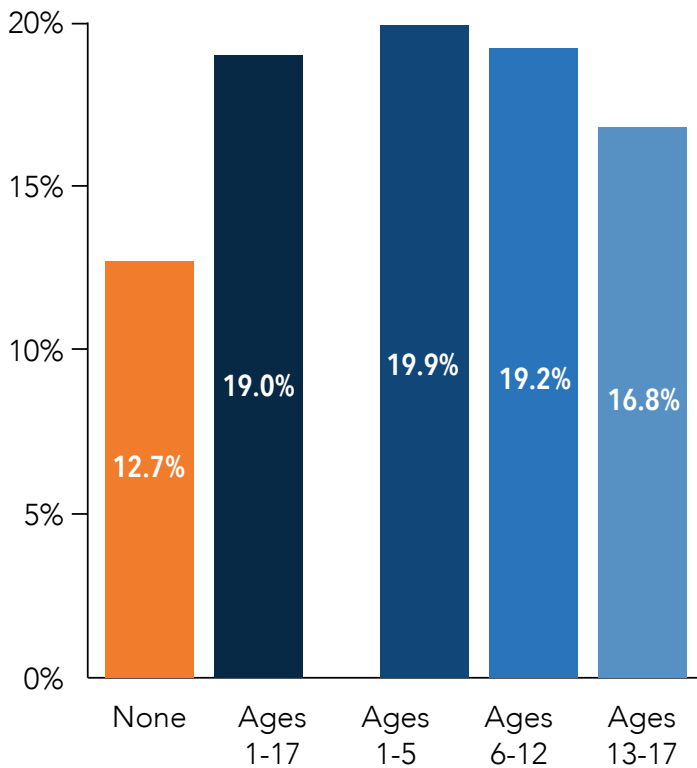
Among Americans, Ages 6+



## Youth Participation in Fishing by Gender

*among youth participants, ages 6-12 and ages 13-17*

Male youth participated in fishing at a significantly higher rate than female youth. During childhood, there was a 10.1-percentage point gap in participation between the genders, and during adolescence, the gap widened to more than 11-percentage points. Overall, participation decreased from childhood to adolescence.



## Participation in Fishing Among Adults with Children

*among adult participants, ages 18+*

Adults with children in their households participated in fishing at higher levels than adults without children. 19.0% of adults with children, ages 1 to 17, in their households fished in 2017, while 12.7% of adults without children fished. Those with younger children participated at higher levels than those with older children.

# participation in other activities

## Youth

### Top Crossover Activities

*among youth fishing participants, ages 6+*

Outdoor Activities		Team Activities	
Bicycling	42.8%	Baseball	29.5%
Camping	37.8%	Basketball	27.2%
Running	28.7%	Soccer	23.1%
Hiking	26.9%	Football	21.2%
Paddling	20.6%	Softball	9.4%
Indoor Fitness Activities		Other Activities	
Free weights	19.3%	Bowling	37.7%
Treadmill	13.7%	Walking for Fitness	22.8%
Dance	11.3%	Swimming for Fitness	18.4%
Stretching	11.0%	Table Tennis	15.2%
Weight/Resistance Machines	10.7%	Tennis	14.4%

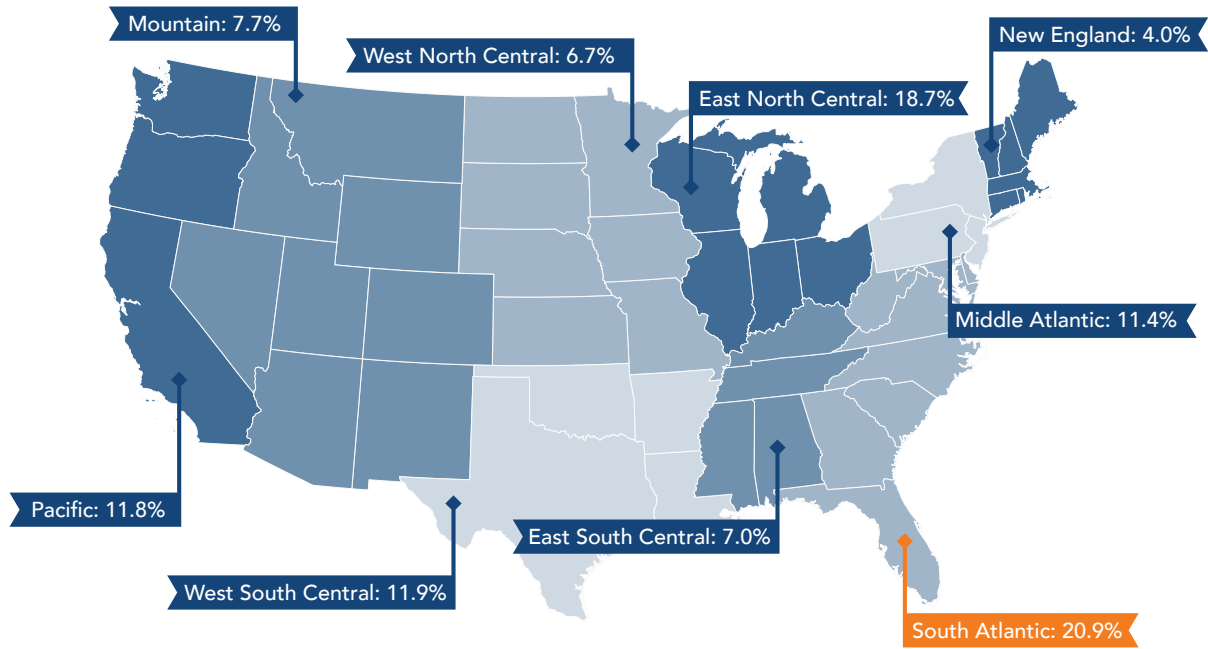
# motivations

## Youth

Reason for Participating in Outdoor Recreation	youth, ages 6-12	youth, ages 13-17
Be with family and friends	71.6%	63.5%
Get exercise	52.3%	55.3%
Experience excitement and adventure	47.9%	39.4%
Be with people who enjoy the same things I do	44.6%	49.4%
Develop my skills and abilities	36.3%	33.0%
Because it is cool	35.6%	31.5%
Enjoy the sounds and smells of nature	32.0%	40.6%
Be close to nature	30.5%	43.0%
Keep physically fit	27.7%	41.8%
Observe scenic beauty	26.0%	33.6%
Gain a sense of accomplishment	21.1%	22.9%
Gain a sense of self-confidence	20.8%	24.3%
Be with people who share my values	19.3%	25.9%
Get away from the usual demands	17.4%	30.9%
Talk to new and varied people	11.7%	12.5%
Experience solitude	7.2%	14.2%
Other	6.6%	2.8%

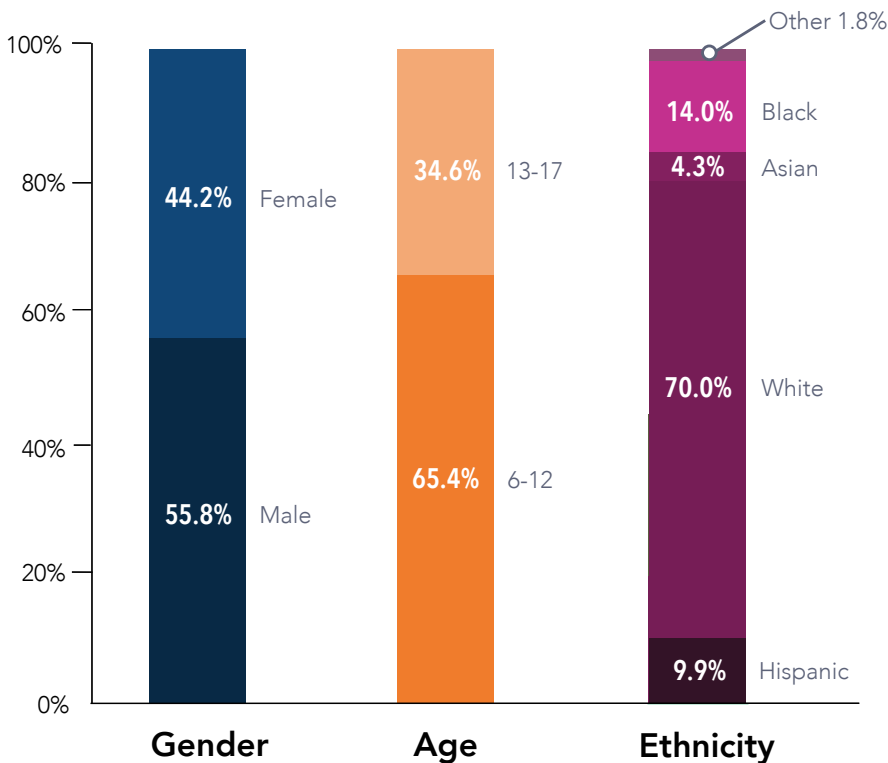
# demographics of considering participants

## Youth

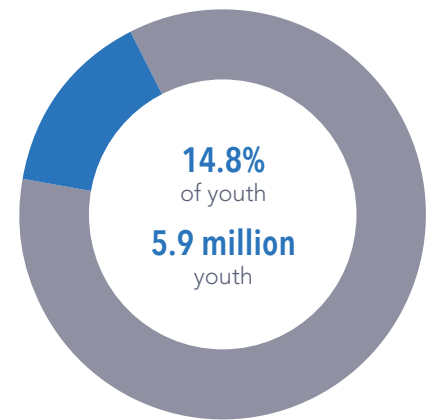


★ highest percentage of participants

among American youth considering fishing participation, ages 6-17



among youth considering participation, ages 6-17



### Considering Fishing Participation

among youth, ages 6-17

14.8% of American youth, or 5.9 million people, considered fishing in 2017.

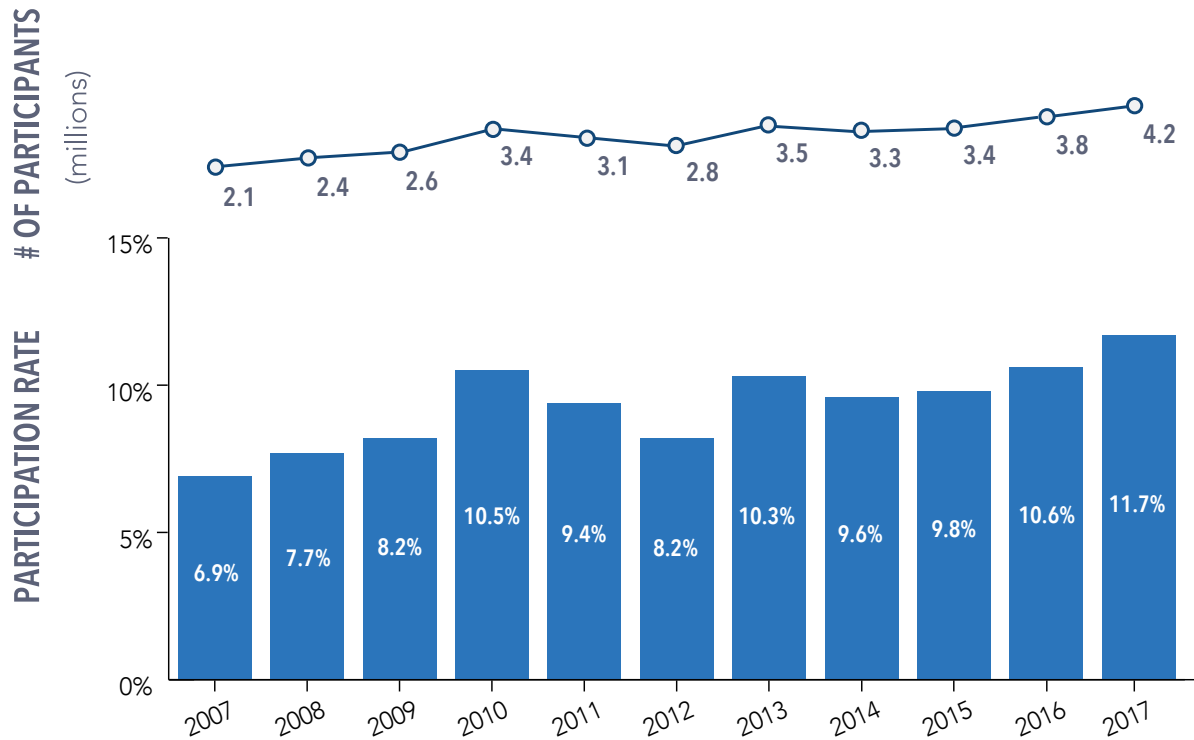




# HISPANIC PARTICIPATION

# participation at-a-glance

## Hispanic Americans



### Participation Rate of Hispanic Americans

*among all Americans, ages 6+*

Hispanic Americans participated in fishing at a record high rate of 11.7%, a 1.8 percentage point increase since 2016 and the highest participation rate since Hispanic participation started to be tracked in 2007. 4.2 million Hispanic Americans went fishing, a 400,000-person increase and also a record.



#### Number of Participants

In 2017, 4.2 million Hispanic Americans fished at least once. This was an increase of 400,000 people since the year before.



#### Number of Outings

Hispanic Americans spent 92.4 million days fishing in 2017. That is up from 91.9 million fishing days in 2016.

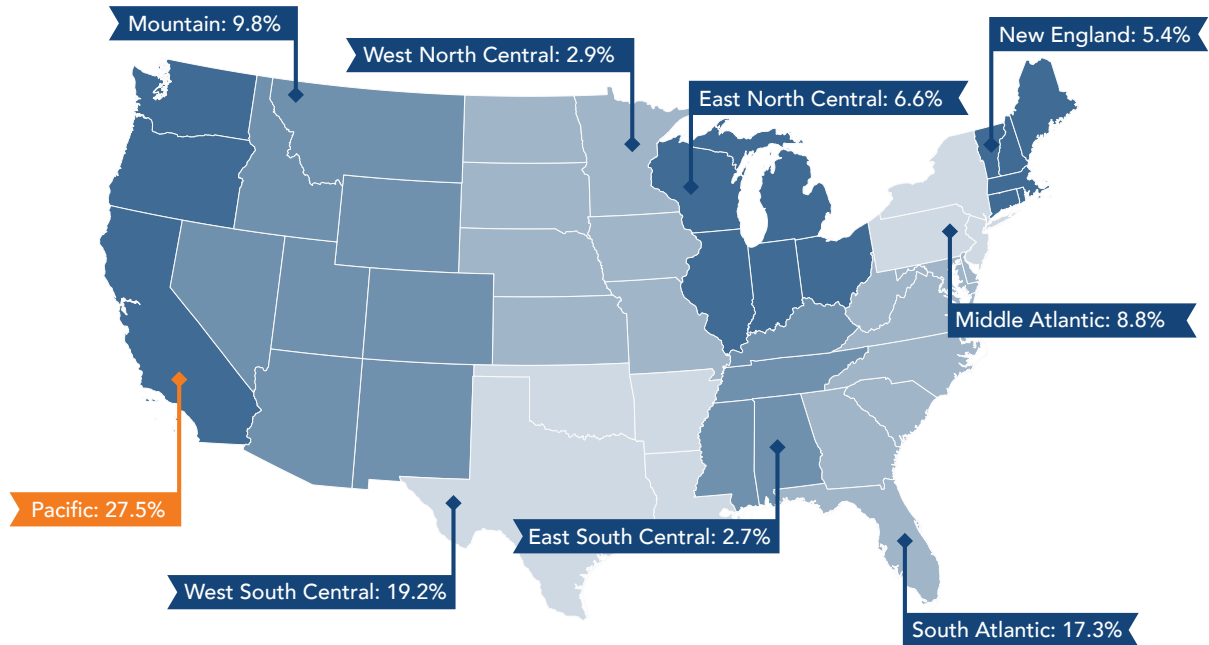


#### Average Outings

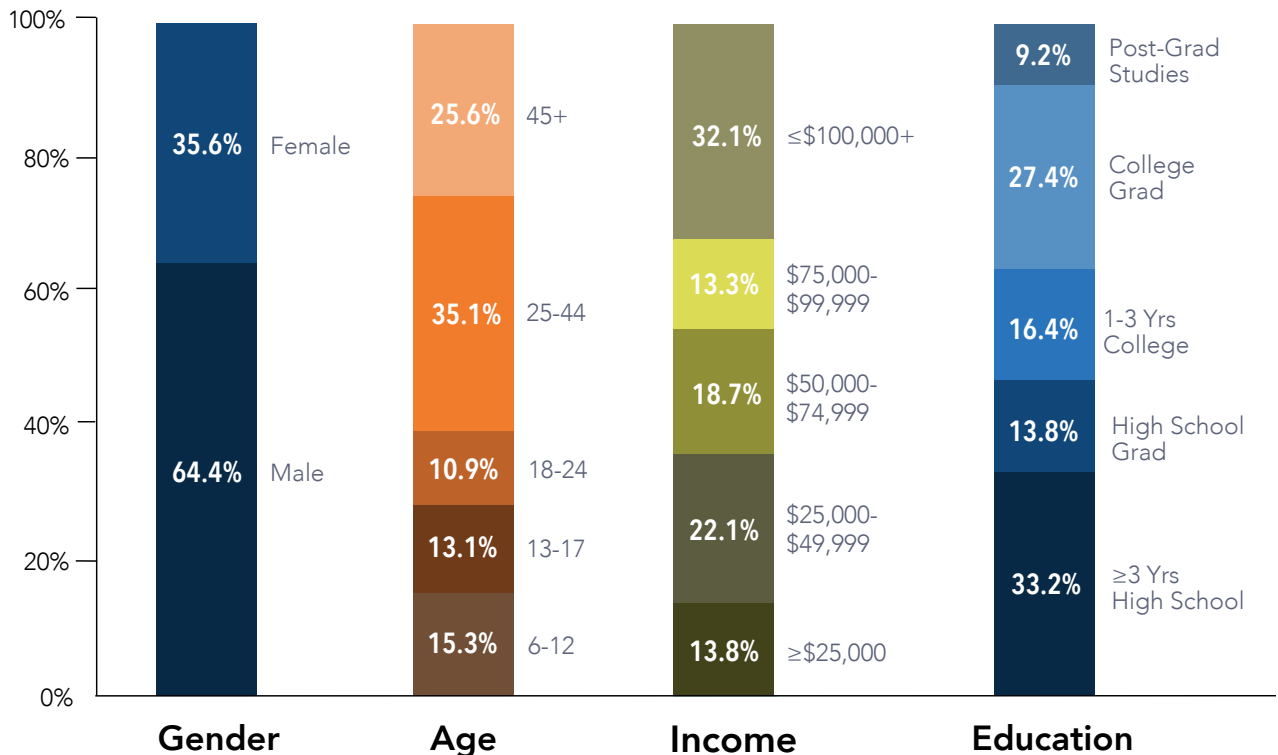
Hispanics went on an average of 22.0 fishing outings. They were avid participants when compared to all participants, who went on 18.0 annual outings.

# participant demographics

## Hispanic Americans



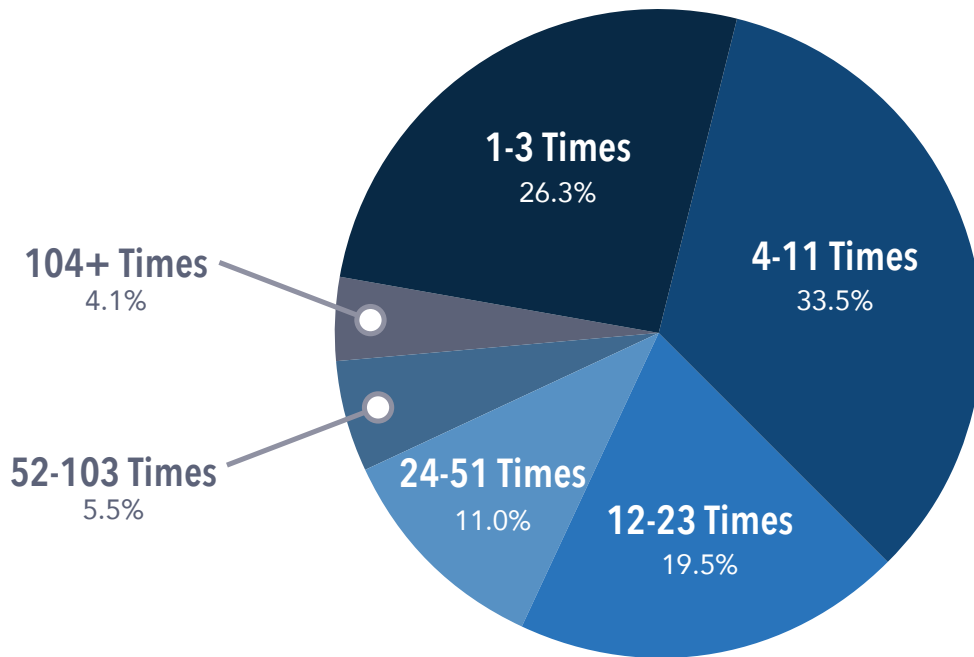
★ highest percentage of participants  
among all Hispanic Americans, ages 6+



among Hispanic participants, ages 6+

# level of participation

Hispanic Americans



## Annual Outings

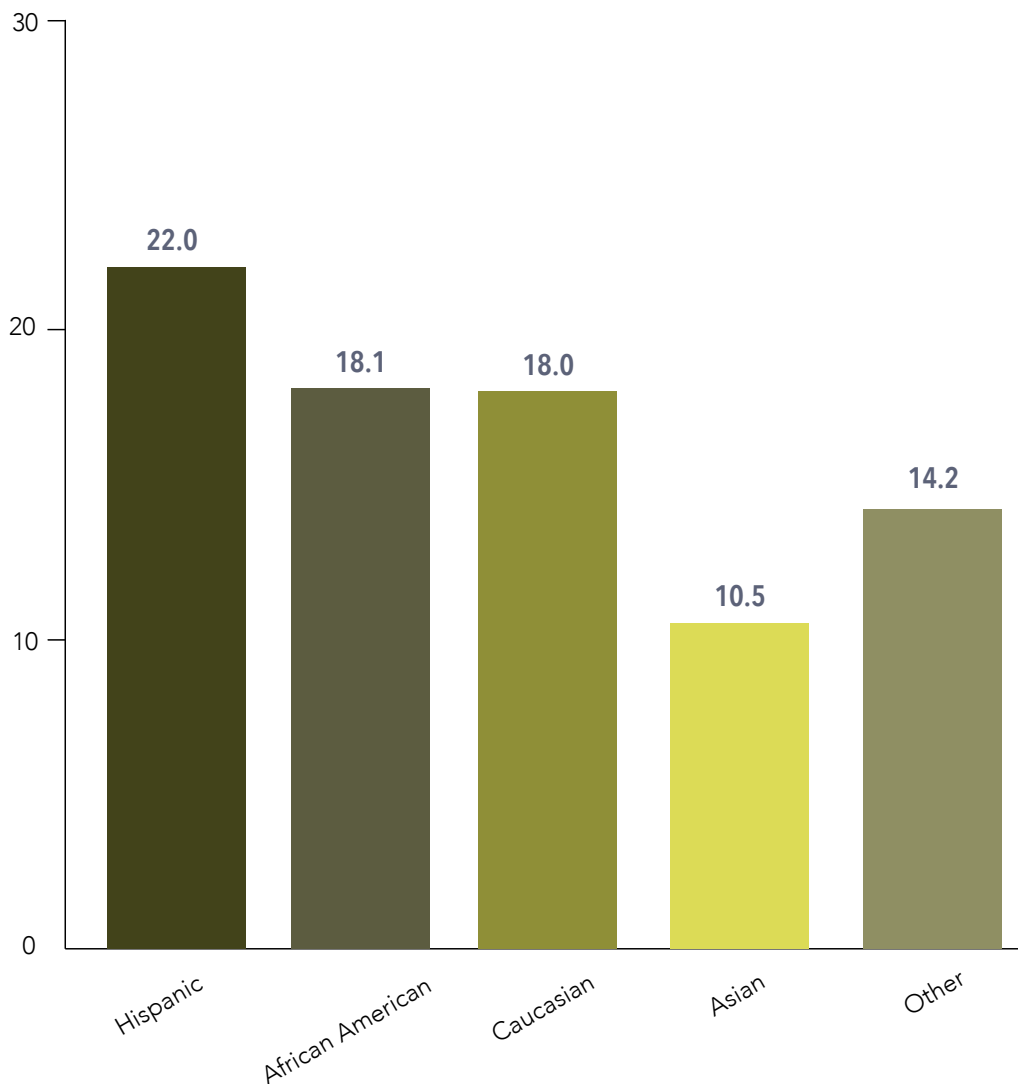
*among Hispanic participants, ages 6+*

Hispanics Americans tended to fish more often than the typical fishing participant. Hispanic participants went on an average of 4.2 more outings than the general fishing population—22.2 outings compared to 18.0.

Perceived Level of Fishing Participation	Hispanic participants, ages 6+
Occasional participant, would like to fish more often	33.8%
Occasional participant, fish as often as I want	29.1%
Avid fishing participant, would like to fish more often	20.1%
Avid fishing participant, fish as often as I want	15.8%
Don't fish currently, but would like to fish	0.6%
Don't fish currently, not interested in fishing	0.6%

# comparing levels of participation

## Hispanic Americans



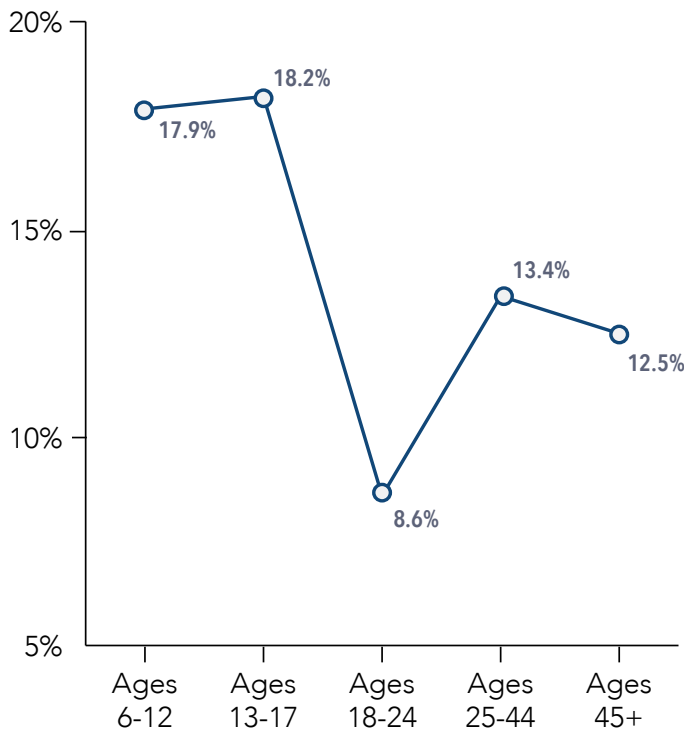
### Average Annual Outings

*among participants of varying ethnicities, ages 6+*

When compared to other ethnicities, Hispanic fishing participants embarked on the most average annual outings per participant. While white participants went on the most total outings—693.5 million outings—this population went on 18.0 average outings per person last year. Hispanics, on the other hand, went on 92.4 million outings, but averaged 22.0 outings per person.

# participation in-depth

## Hispanic Americans



### Participation Life Cycle Among Hispanic Americans

*among Americans, ages 6+*

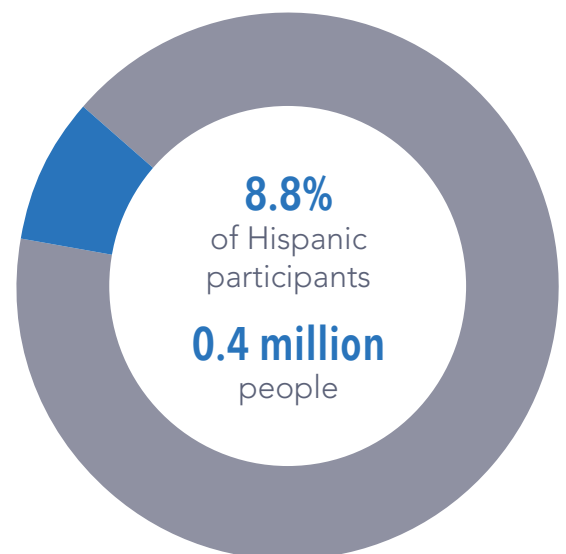
This chart measures the rate of Hispanic fishing participation in America. The snapshot of Hispanic American participation rates by age helps describe a person's life cycle of participation.

Participation among Hispanics increased from childhood to adolescence and then plummeted during young adulthood. Participation climbed among adults before slightly decreasing during later adulthood.

### 1st Time Participants

*among Hispanic participants, ages 6+*

8.8% of Hispanic fishing participants, or 0.4 million people, were new to fishing in 2017.



# motivations

## Hispanic Americans

Reason for Participating in Outdoor Recreation	Hispanics, ages 6+
Get exercise	61.5%
Be close to nature	51.8%
Be with family and friends	47.3%
Keep physically fit	40.5%
Enjoy the sounds and smells of nature	40.0%
Observe scenic beauty	38.3%
Experience excitement and adventure	36.6%
Get away from the usual demands	32.8%
Be with people who enjoy the same things I do	32.4%
Experience solitude	28.3%
Develop my skills and abilities	26.2%
Gain a sense of accomplishment	22.0%
Be with people who share my values	21.5%
Gain a sense of self-confidence	21.2%
Because it is cool	20.3%
Talk to new and varied people	13.1%
Other	4.8%

# other activities

Hispanic Americans

## Top Crossover Activities

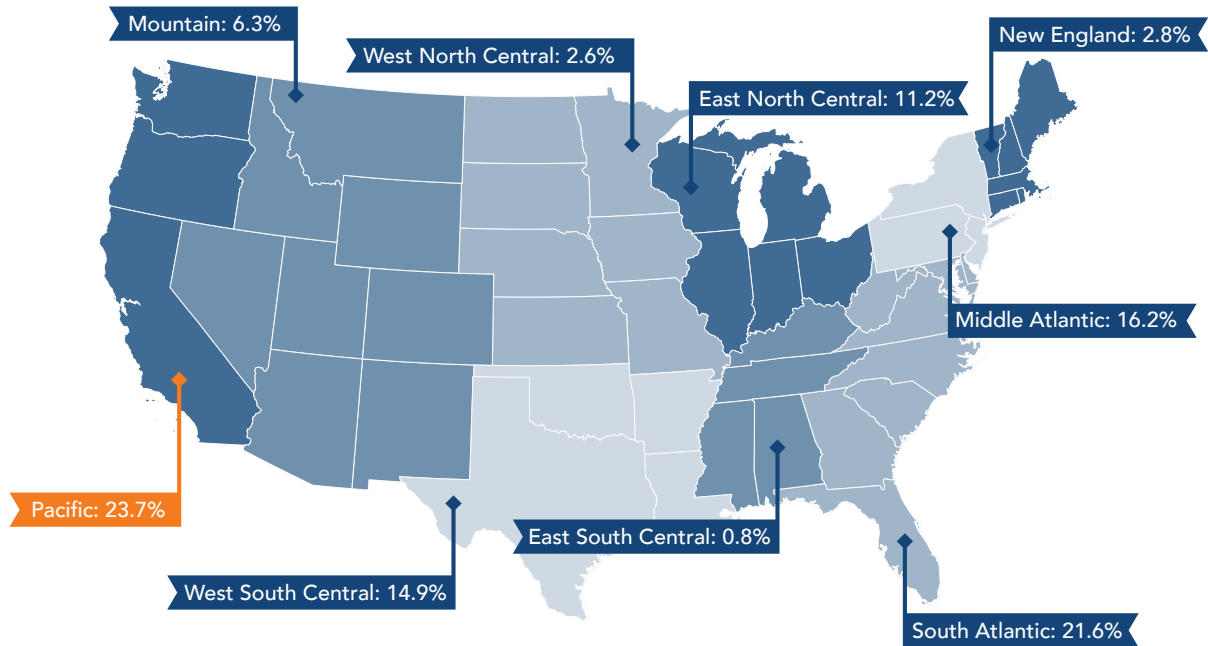
among Hispanic fishing participants, ages 6+

Outdoor Activities		Team Activities	
Camping	38.2%	Basketball	22.9%
Running	32.1%	Baseball	20.3%
Bicycling	29.7%	Soccer	20.1%
Hiking	27.9%	Football	15.1%
Hunting	24.5%	Softball	13.1%
Indoor Fitness Activities		Other Activities	
Free weights	37.7%	Walking for Fitness	40.6%
Treadmill	26.6%	Bowling	33.2%
Stationary Cycling	21.2%	Swimming for Fitness	22.3%
Stretching	19.1%	Golf	19.1%
Weight/Resistance Machines	16.3%	Tennis	14.8%



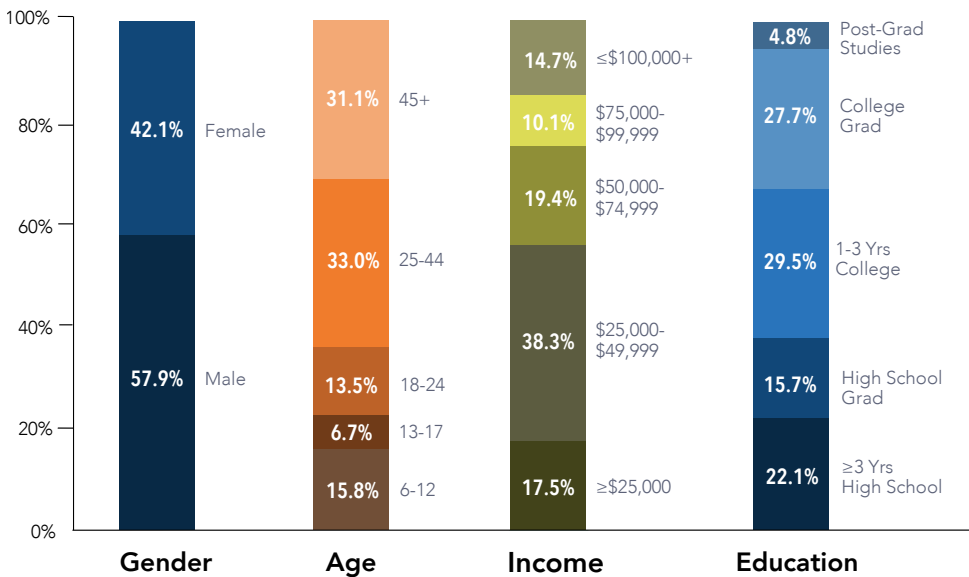
# demographics of considering participants

## Hispanic Americans

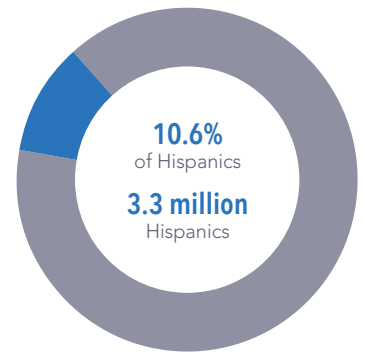


★ highest percentage of participants

among Hispanic Americans considering fishing participation, ages 6+



among Hispanic Americans considering fishing participation, ages 6+



### Considering Fishing Participation

among Hispanics, ages 6+

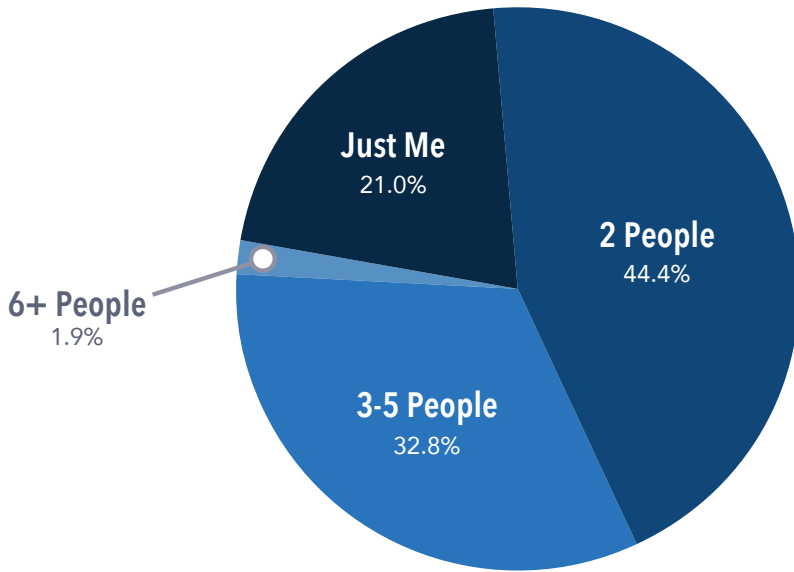
10.6% of Hispanics, or 3.3 million people, considered fishing in 2017.

# PROFILE OF A FISHING TRIP



# fishing companions

All Types of Fishing



## Number of Fishing Companions

among fishing participants, ages 18+

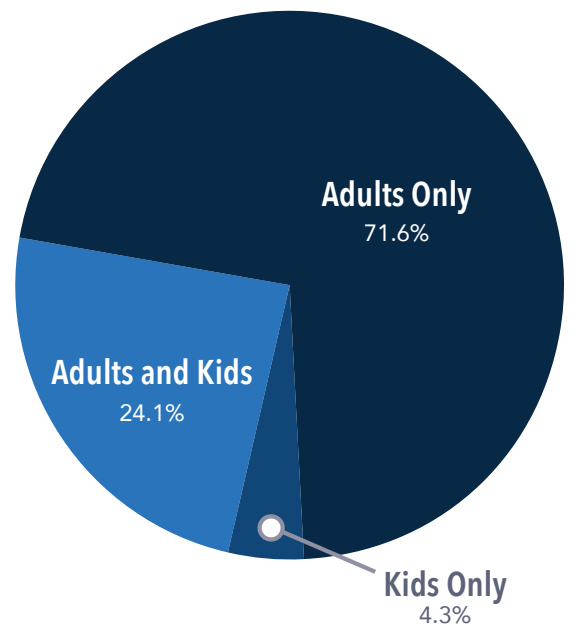
The average fishing trip consisted of 2.6 participants.

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## Age of Fishing Companions

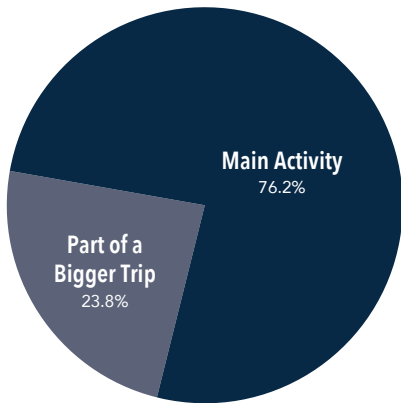
among fishing participants, ages 18+

The majority of adult participants, 71.6%, went fishing with other adults. The remaining 28.4% went fishing with a mix of adults and kids or just kids.



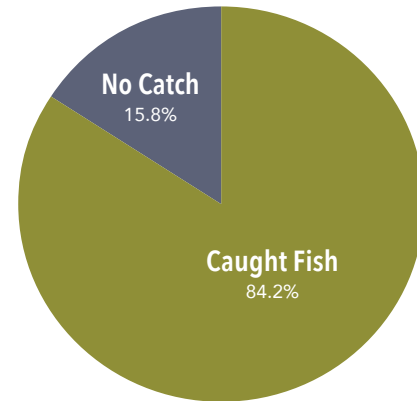
# a typical fishing trip

All Types of Fishing



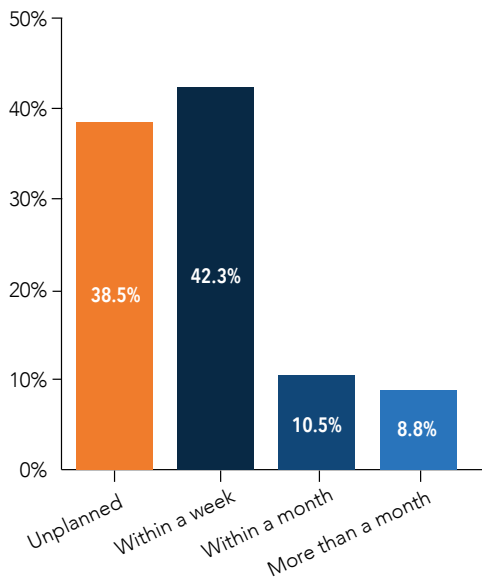
## Was fishing the main activity?

Most fishing trips were considered the main activity, rather than being part of a bigger event, like a camping or hiking trip.



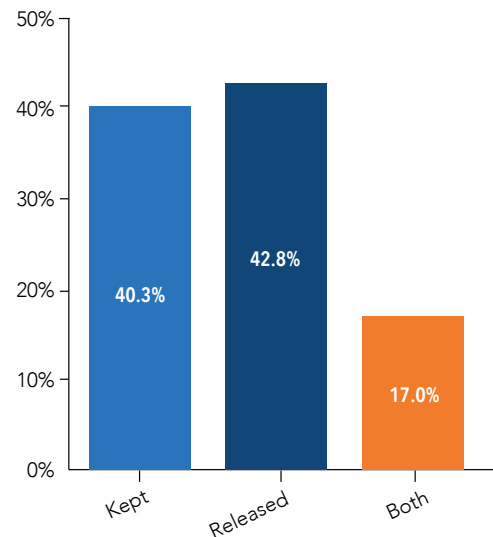
## Did you catch fish?

A significant majority of adult fishing participants caught fish during their last fishing trip.



## When did you plan your trip?

Most fishing trips were fairly spontaneous, with 38.5% being unplanned and 42.3% planned within a week of the trip.

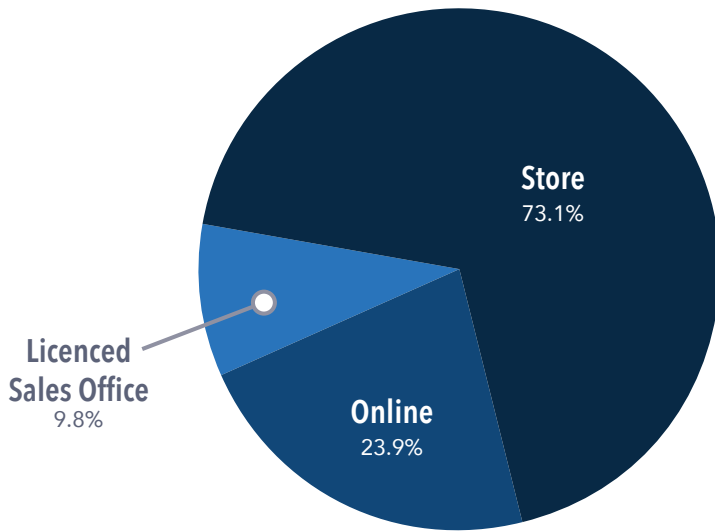


## What did you do with your catch?

Some fishing participants kept their catch while others released it.

# fishing locales

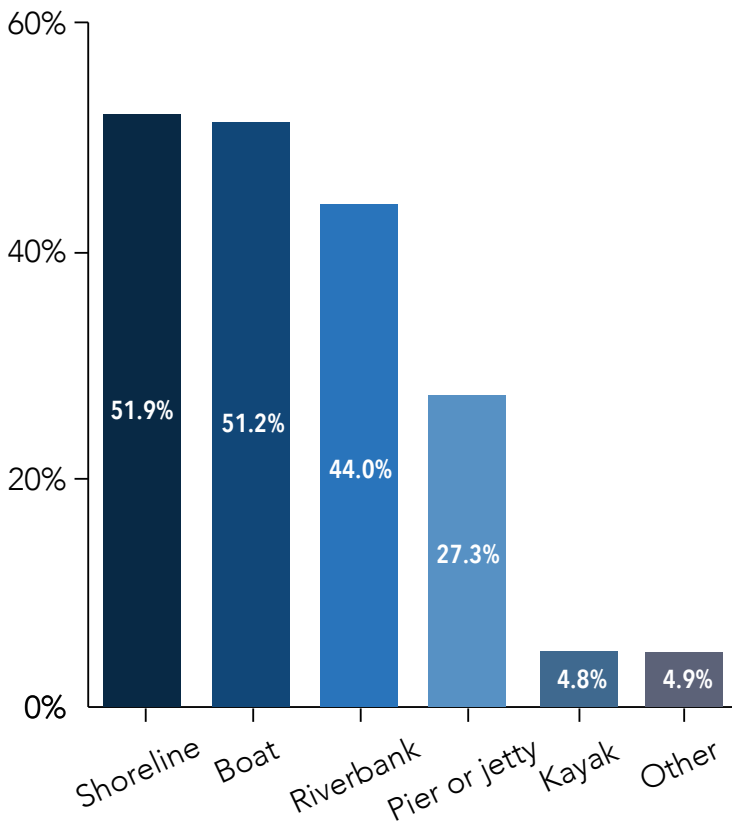
All Types of Fishing



## Where Fishing License Purchased

*among fishing participants, ages 6+*

A vast majority of adult fishing participants, 73.1%, bought their fishing licenses from a store.



## Fishing Location Types

*among fishing participants, ages 6+*

Participants fished from a variety of different locations in 2017. Shorelines, boats and riverbanks were the most popular.



# PERCEPTIONS OF FISHING

# perceptions of fishing

## All Types of Fishing

Reasons for Trying Fishing for the First Time	fishing participants, ages 18+
Spend time with family	45.0%
Experience excitement and adventure	28.3%
Ease of access to fishing	26.7%
A friend or relative took me	25.0%
Fishing trip as part of a vacation or group outing	25.0%
Wanted to try catching my own food	25.0%
Wanted try out a new hobby	25.0%
Solitude	23.3%
Fished as a kid and wanted to try again	16.7%
Read a magazine about fishing	16.7%
Wanted to take my children fishing	13.3%
Learned about fishing on the internet	13.3%
Low cost of fishing equipment	13.3%
My children asked me to take them fishing	13.3%
Disconnect from electronics	10.0%
Recently moved and wanted to try fishing in new location	10.0%
Saw a show or advertisement featuring fishing	6.7%
Other	6.7%

# perceptions of fishing

## All Types of Fishing



Expectations for a First Fishing Trip	first time participants, ages 18+
Relaxing and unwinding	61.7%
Opportunity to spend time outdoors	43.3%
Chance to spend time with family and friends	36.7%
Exciting time catching a lot of fish	33.3%
Chance to try something new	30.0%
Competing to see who could catch the biggest or most fish	21.7%
Opportunity to teach my children about fishing and nature	15.0%
Didn't know what to expect	13.3%
Other	1.7%

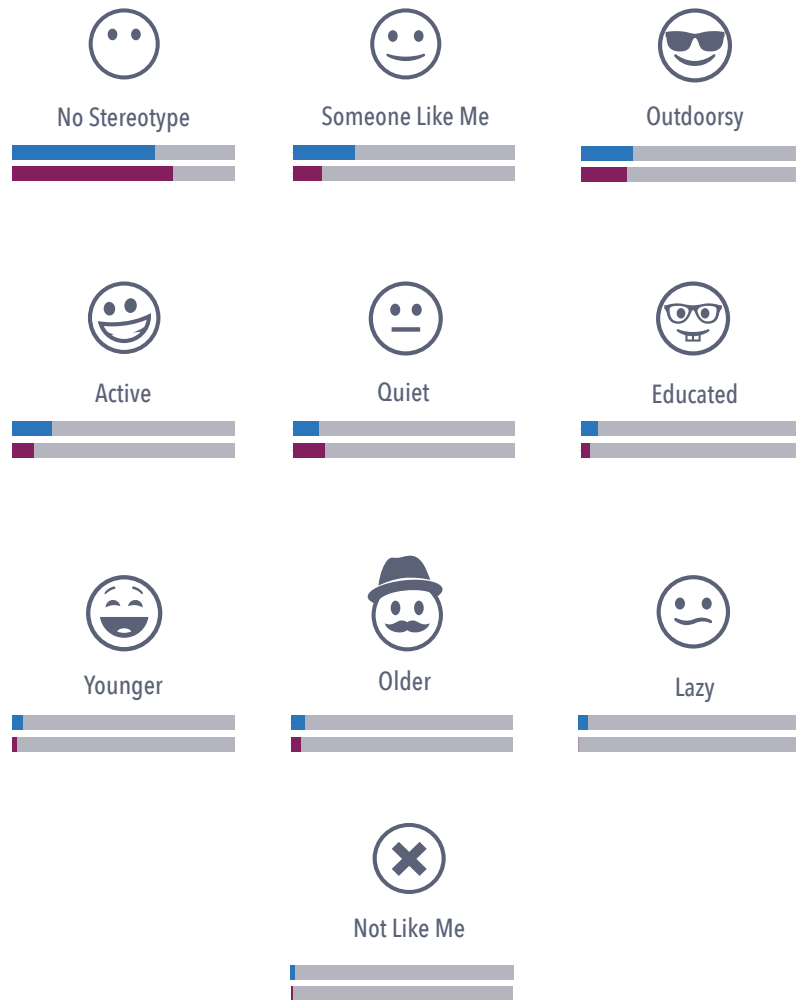
Perceptions of Fishing Before Participating	first time participants, ages 18+
Easy to learn	51.7%
Stress free activity	48.3%
Exciting way to spend time outdoors	43.3%
Intriguing	36.7%
Time consuming	20.0%
Uninteresting	10.0%
Only for serious outdoors people	8.3%
Too much of a financial investment	8.3%
Not for someone like me	5.0%
Other	3.3%



# stereotypes of a fishing participants

## All Types of Fishing

% of Male Respondents  % of Female Respondents 



### Stereotypes by Gender

*among first time fishing participants, ages 18+*

Nearly 27.8% of males thought that fishing was for someone like them, while only 12.9% of females thought the same thing.

# feelings about fishing

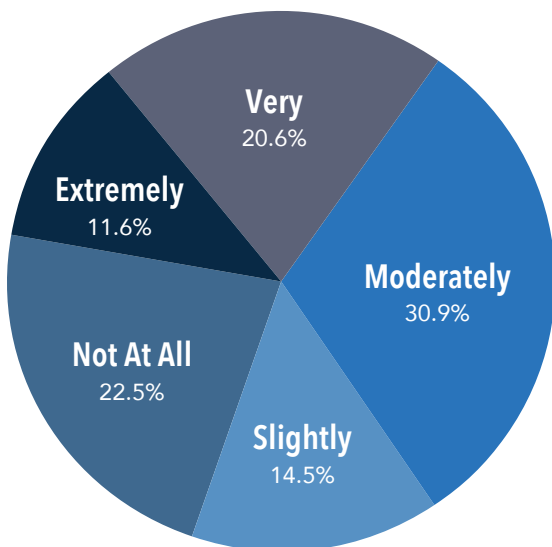
## All Types of Fishing

The Best Things About Fishing	fishing participants, ages 18+
Getting away from the usual demands	38.9%
Enjoying the sounds and smells of nature	33.3%
Spending time with family and friends	31.6%
Catching fish	30.8%
Being close to nature	24.3%
Observing scenic beauty	18.6%
The "chase" of catching fish	16.5%
Experiencing solitude	13.6%
Catching my own food	12.3%
Reliving my childhood memories	10.3%
Being with people who enjoy the same things I do	10.2%
Sharing the enjoyment of fishing with a child	9.2%
Experiencing excitement and adventure	6.7%
The affordability of fishing	4.8%
Being with people who share my values	4.6%
Gaining a sense of accomplishment	3.8%
Getting exercise	3.6%
Developing my skills and abilities	2.5%
It is cool	1.7%
Talking to new and varied people	1.5%
Other	1.1%

# motivation for fishing

## All Types of Fishing

Positive Fishing Memories or Associations	fishing participants, ages 18+
Spending quality time with family or friends	73.0%
Spending time outdoors immersed in nature	70.5%
Childhood	48.2%
Enjoying the water	43.6%
Connecting with a simpler way of life	43.6%
Learning a new skill	36.0%
Other	2.7%



### Fishing Participation Motivated by Conservation

*among fishing participants, ages 6+*

Adult fishing participants were mixed on if they fished because they knew their participation contributed to conservation efforts. 32.2% said they were “very” or “extremely” motivated by conservation, while 45.4% said conservation “moderately” or “slightly” affected their decision to participate. 22.5% said it did not affect their participation at all.

# obstacles to participation

## All Types of Fishing

How big an obstacle to your enjoyment of fishing is...? (1 = lowest / 5 = highest)	fishing participants, ages 18+
Not catching fish	2.3
Being outdoors (e.g. mosquitoes, heat)	2.3
Crowded fishing spots	2.3
Unclean waterways	2.1
The expense (e.g. equipment, bait)	2.0
The hassle	1.9
Lack fishing knowledge	1.9
Baiting the hooks	1.8
Lack of equipment	1.8
Boring	1.6

Barriers to Fishing Participation	fishing participants, ages 18+
Poor weather	36.0%
Overcrowded fishing spots	24.4%
Unclean waterways	16.4%
Limitations on type of species you can fish for	15.2%
Lack of bodies of water	15.0%
Lack of available bait to purchase	7.4%
No barriers	35.4%

# obstacles to fishing

All Types of Fishing

Reasons for Quitting Fishing	fishing participants who will stop fishing, ages 18+
Lack of time	33.3%
Didn't enjoy it	16.7%
Bad health	16.7%
No boat	16.7%
Not sure	16.7%

Which resources would make it easier to fish? (1 = lowest / 5 = highest)	fishing participants, ages 18+
Easier/more affordable access to boats	3.5
Easier/more affordable access to fishing equipment	3.3
Comprehensive mobile guides that you can access on the water	3.0
Short lessons/information sessions from a state agency or local guide	2.9

A person is holding a fishing rod with a fish on the hook. The fish is dark and has a white belly. The person's hands are visible, and they are wearing a watch on their left wrist. The background is a solid blue color. The text "FUTURE OF FISHING" is overlaid in white, bold, sans-serif font.

# FUTURE OF FISHING

# motivations for trying fishing

## All Types of Fishing

Reasons for Starting to Fish	fishing participants, ages 18+
Spend time with family	45.0%
Experience excitement and adventure	28.3%
Ease of access to fishing	26.7%
A friend or relative took me	25.0%
It was part of a vacation or group outing	25.0%
Wanted to try catching my own food	25.0%
Wanted try out a new hobby	25.0%
Solitude	23.3%
Fished as a kid and wanted to try again	16.7%
Read a magazine about fishing	16.7%
Wanted to take my children	13.3%
Learned about fishing on the internet	13.3%
Low cost of fishing equipment	13.3%
My children asked me to take them	13.3%
Disconnect from electronics	10.0%
Moved to the state and wanted to try fishing here	10.0%
Saw a show or advertisement about fishing	6.7%
Other	6.7%

# motivations for fishing in the future

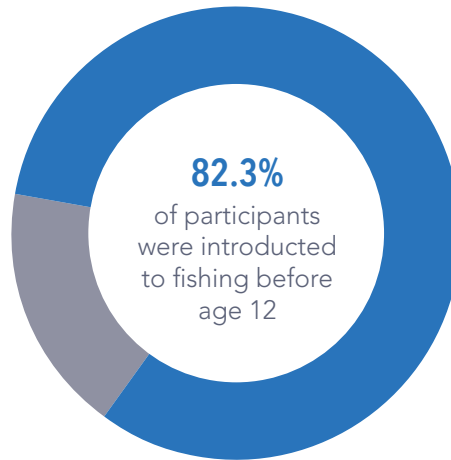
## All Types of Fishing

Reasons for Continuing to Fish	fishing participants, ages 18+
Relaxing	28.6%
Catching fish	25.3%
Peaceful	18.7%
Being outdoors	18.5%
Fun	17.8%
Family activity	12.7%
Eating fish	12.4%
Water	10.2%
Nature	10.2%
Sociable	8.9%
Exciting	8.5%
Challenging	8.1%
Love fishing	7.1%
Quiet	6.4%
Lifelong interest	5.8%
Solitude	4.2%
Thrill of the chase	4.2%
Getting away from the norm	2.7%
Enjoying sunshine	2.3%
Boating	2.1%
Catch and release	1.7%
Find a variety of fish	1.7%
Other	1.9%



# advancing the legacy of fishing

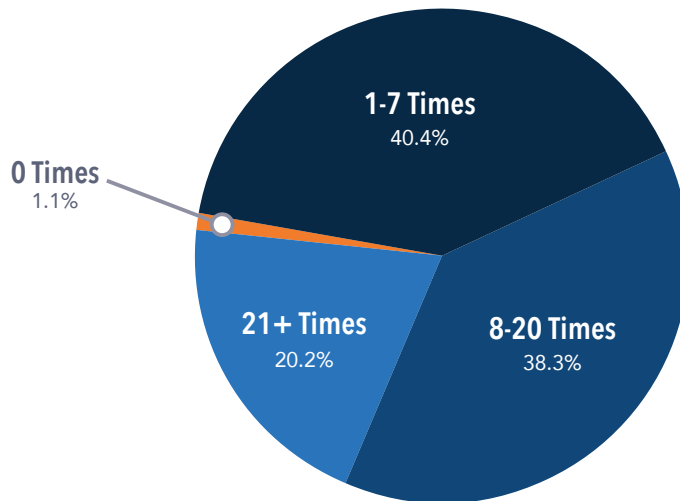
## All Types of Fishing



### Did you fish as a child?

*among fishing participants, ages 18+*

A majority of current participants, 82.3%, were introduced to fishing during childhood. Only 17.7% of current participants tried fishing at age 12 or older.



### How many times do you plan to fish in the next year?

*among fishing participants, ages 18+*

Nearly 99% of current participants plan to fish next year. 20.2% of participants are planning more than 21 fishing trips and 38.3% are planning 8 or more.

# Methodology

During the 2017 calendar year, a total of 30,999 online interviews were carried out with a nationwide sample of individuals from the US Online Panel of over one million people operated by IPSOS. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups. Data is based on Nielsen's measure of the Hispanic population in the United States, ages 6 and up, which is 35,793,000 individuals.

The 2018 participation survey sample size of 30,999 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error — that is, the degree to which the results might differ from those obtained by a complete census of every person in the US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.27 percentage points at the 95% confidence level.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 298,325,103 people ages 6 and older.

## Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children's Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is

a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age six to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents age six to 12, but they are asked to complete the survey themselves.

## About the Physical Activity Council (PAC)

The survey that forms the basis of the *2018 Special Report on Fishing* is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the US sports, fitness and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness and recreation participation, each partner produces detailed reports on specific areas of interest. Partners include: the Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA); and Sport and Fitness Industry Association (SFIA).

## Notes

Unless otherwise noted, the data in this report was collected during the latest 2018 participation survey, which focused on American participation in the 2017 calendar year. Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

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