

# 2014 SPECIAL REPORT ON FISHING



A partnership  
project of:



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



**OUTDOOR**  
FOUNDATION™

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# 2014 Special Report on Fishing

## Executive Summary

A hallmark of the American outdoor experience, recreational fishing is one of the most popular outdoor activities in the nation. Whether fishing on streams, lakes, rivers or seas, this diverse sport is the first outdoor experience for many Americans. Fishing often eliminates barriers to outdoor engagement by getting first-time participants outdoors and creating positive associations with outdoor activities. As one of the top “gateway activities,” fishing regularly introduces Americans to other outdoor pursuits, ultimately building a lasting legacy of healthy, active communities and committed environmental stewards.

The *2014 Special Report on Fishing* provides a comprehensive look at overall trends in fishing participation — including motivations, barriers and preferences of key groups — and detailed information and analysis on specific fishing categories. For the first time in the history of this report, the research also examines less tangible perceptions, attitudes and stereotypes related to fishing and fishing participants. This research provides information about current fishing participants and identifies opportunities for engaging the next generation of fishing enthusiasts.

### Overall Fishing Participation

Almost 46 million Americans, or 15.8 percent of the U.S. population, participated in fishing in 2013. Collectively, fishing participants made 904 million annual outings, or an average of 19.7 outings each.

For the first time since 2010, the sport of fishing lost participants. While 8.7 million new or former fishing

participants joined the sport, 9.9 million left. This equates to a loss of 1.2 million fishing participants and a churn rate of 21 percent.

The good news is that many of the 8.7 million new participants bring more diversity to fishing, a historically male-dominated sport. Americans who tried fishing for the first time in 2013 or who returned to the sport skewed heavily female.

There is even more gender diversity among future participants, those who are interested in trying fishing. Though females represent fewer than one-third of current fishing participants, more than 47 percent of those interested in fishing are female. Ethnic diversity of future fishing participants is also richer than the current fishing population. Thirty-six percent of potential participants are ethnically diverse, compared to the 26.7 percent of current participants.

The fishing industry has a major outreach opportunity among potential Hispanic participants. Hispanic Americans are the nation’s largest ethnic minority, but they have been underrepresented in fishing. While they make up only 7.7 percent of fishing participants, they represent 17 percent of the nation’s total population. More than nine percent are interested in picking up a fishing pole for the first time, which is just about on pace with all Americans considering fishing participation. The highest concentration of current Hispanic fishing participants is in the West South Central, Pacific and South Atlantic regions.

## **Fishing by Category**

Freshwater fishing is, by far, the most popular type of fishing with more than three times the amount of participants as saltwater fishing, the second most popular fishing type. Freshwater participants also make the most average annual outings at 16.6 days. Freshwater fishing has the highest female and youth participation rate compared to other types of fishing, but it is also the least ethnically diverse.

Saltwater fishing is the second most popular type of fishing with 11.8 million participants. The highest concentrations of saltwater fishing participants live in the South Atlantic region of the U.S. But, since these participants are also found across the nation, this group spends the most amount of time traveling to fishing venues. More than one-third of participants traveled four hours or more.

Fly fishing is the most male-dominated type of fishing. More than 70 percent of fly fishing participants are male. Perhaps a sign of growth in the sport or perhaps a result of persistent turnover, almost 14 percent of fly fishing participants were new to the sport in 2013.

## **Fishing Trips**

Most fishing trips are spontaneous or planned within just a week of the trip. Typically, the fishing party is fairly small with two to five companions. During

the trip, the majority of participants are successful at catching fish, which is good news because it's a favorite thing about the sport for many participants and one of the top reasons that participants keep fishing.

## **Future of Fishing**

More than half of participants plan on fishing eight or more times next year and the majority of fishing participants say that there are no barriers standing in the way to their fishing participation.

The fishing industry has numerous outreach opportunities to ensure that fishing remains an essential piece of America's outdoor tradition. In addition to growing participation in underrepresented groups — females and minority groups —engaging America's youth is critical.

Of current fishing participants, 84 percent report fishing as a child age 12 or younger. And, these active youth hold lifelong positive memories and associations with fishing, like spending time with loved ones and enjoying nature.

Outreach programs that inspire young people to fish and engage underrepresented populations in the sport will only strengthen the fishing industry while connecting Americans to the outdoors and healthy lifestyles.

# FISHING

Almost 46 million Americans participated in fishing in 2013, which equates to 15.8 percent of the U.S. population. Participation is down slightly from 2012, when 47 million Americans, or 16.4 percent of the population, participated in the sport of fishing.

The “Leaky Bucket” analysis reveals that 8.7 million new or former participants joined the sport, while 9.9 million current participants left. This equates to a loss of 1.2 million fishing participants and a churn rate of 21 percent.

Collectively, fishing participants made 904 million fishing outings in 2013, averaging 19.7 days per participant. Freshwater fishing, the most popular type of fishing, contributed 626 million of the year’s outings.

## Total Participation

<b>2006</b>	49.7 million participants 18.3 percent of Americans ages 6+
<b>2007</b>	51.8 million participants 18.7 percent of Americans ages 6+
<b>2008</b>	48.2 million participants 17.2 percent of Americans ages 6+
<b>2009</b>	48.0 million participants 17.0 percent of Americans ages 6+
<b>2010</b>	45.4 million participants 16.0 percent of Americans ages 6+
<b>2011</b>	46.2 million participants 16.2 percent of Americans ages 6+
<b>2012</b>	47.0 million participants 16.4 percent of Americans ages 6+
<b>2013</b>	45.9 million participants 15.8 percent of Americans ages 6+



## 45.9 Million

Almost 46 million Americans participated in fishing in 2013, down from 47 million in 2012.



## 904 Million

Fishing participants made 904 million outings in 2013.



## 42% Females

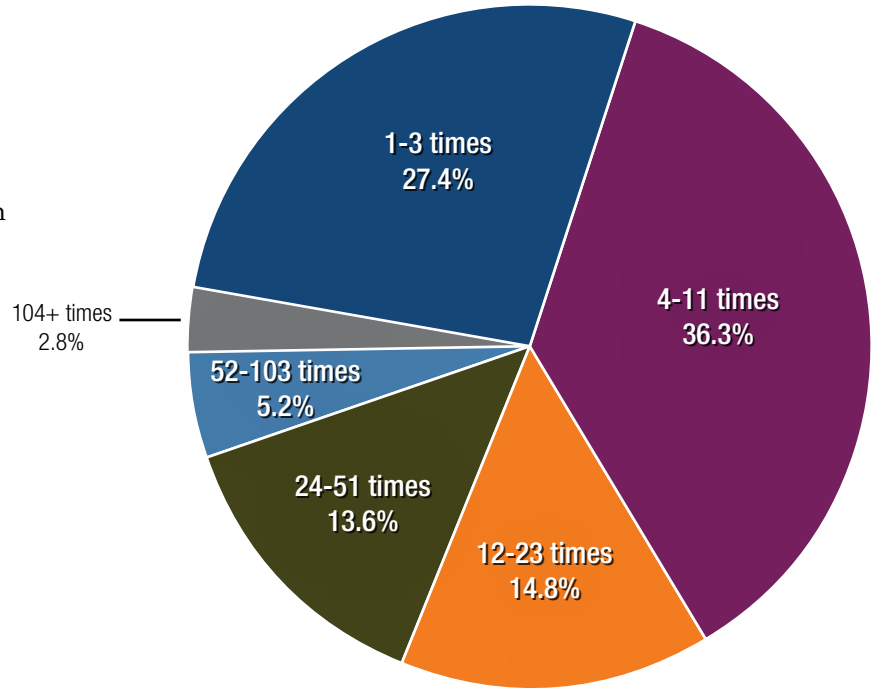
Almost 42 percent of first-time fishing participants are female.

# Annual Outings

In 2013, fishing participants made 904 million annual outings — either close to home or on an overnight trip. For some participants, this meant fishing once a week and for others, once a month or once a season.

# 19.7 days

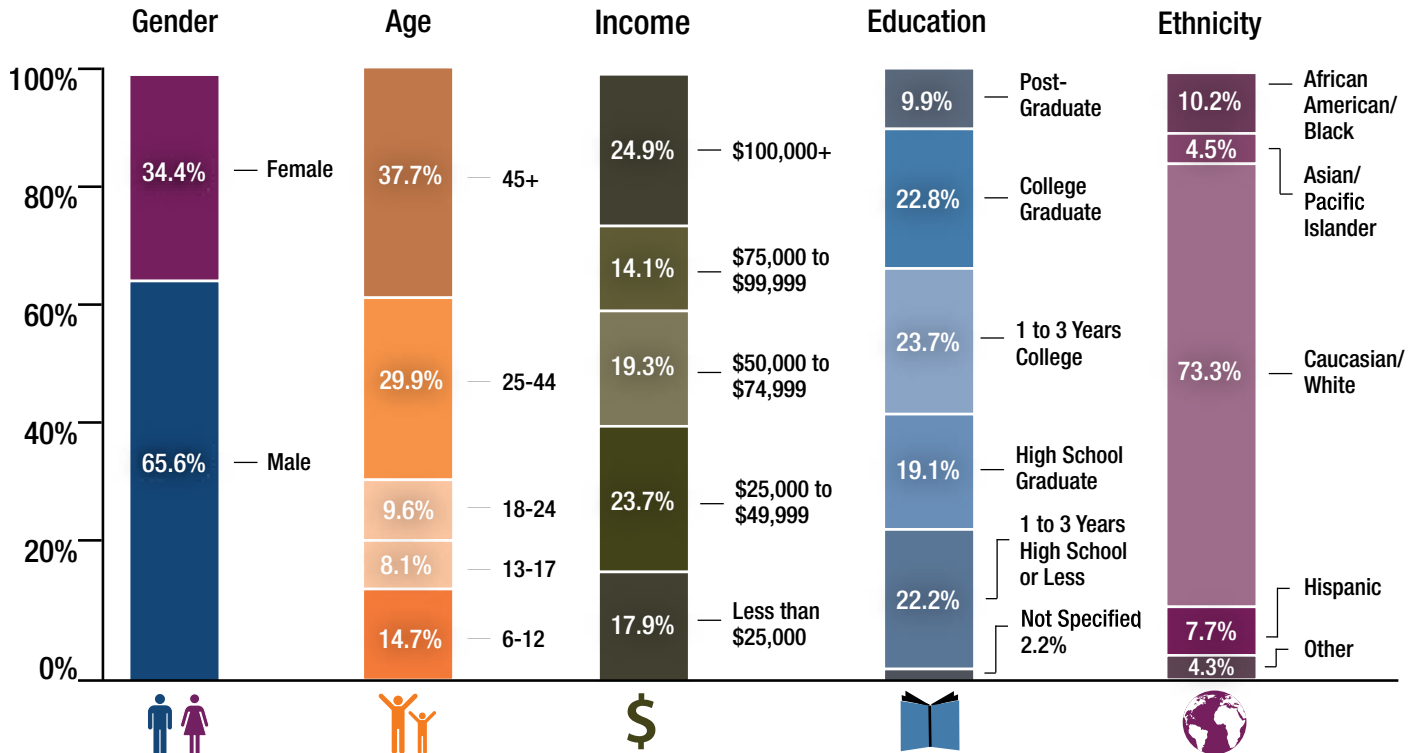
The average number of annual outings per fishing participant in 2013.



Annual Outings  
Fishing Participants, Ages 6+

# Demographics

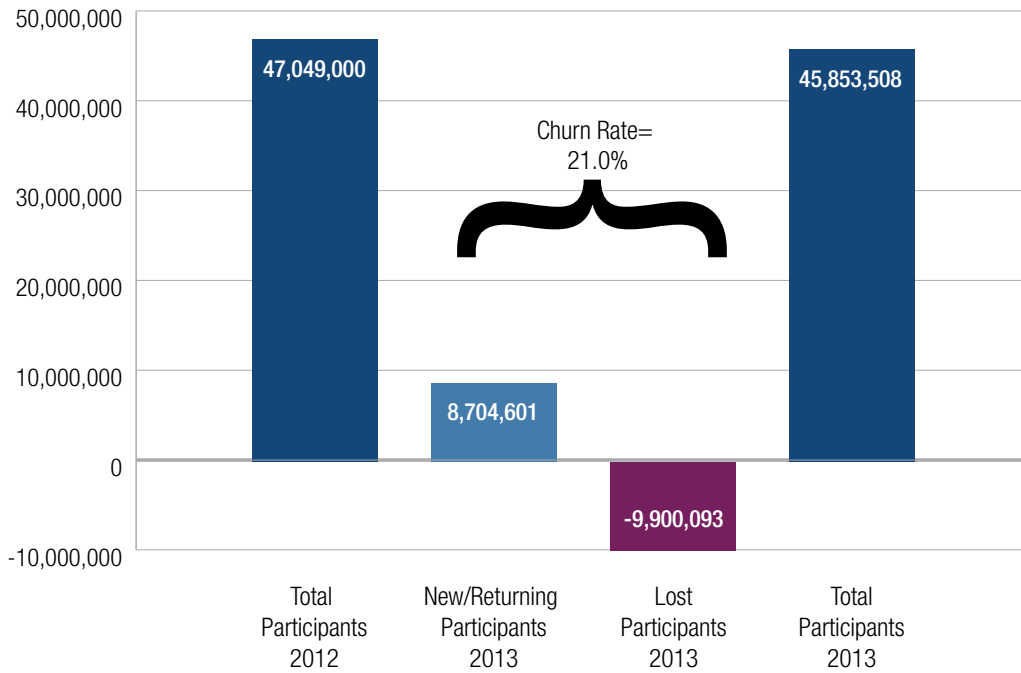
Fishing Participants, Ages 6+



# The Leaky Bucket

Fishing Participants, Ages 6+

The “Leaky Bucket” analysis shows that the sport of fishing lost more participants than it gained in 2013. While 8.7 million new or former participants joined the sport, 9.9 million left. This equates to a loss of 1.2 million fishing participants and a churn rate of 21 percent.



## Trends in “Lost” Participants

Fishing Participants, Ages 6+

More participants stopped participating in fishing than joined or returned to the sport. The loss of 1.2 million fishing participants is a reversal of the gains seen over the previous two years.

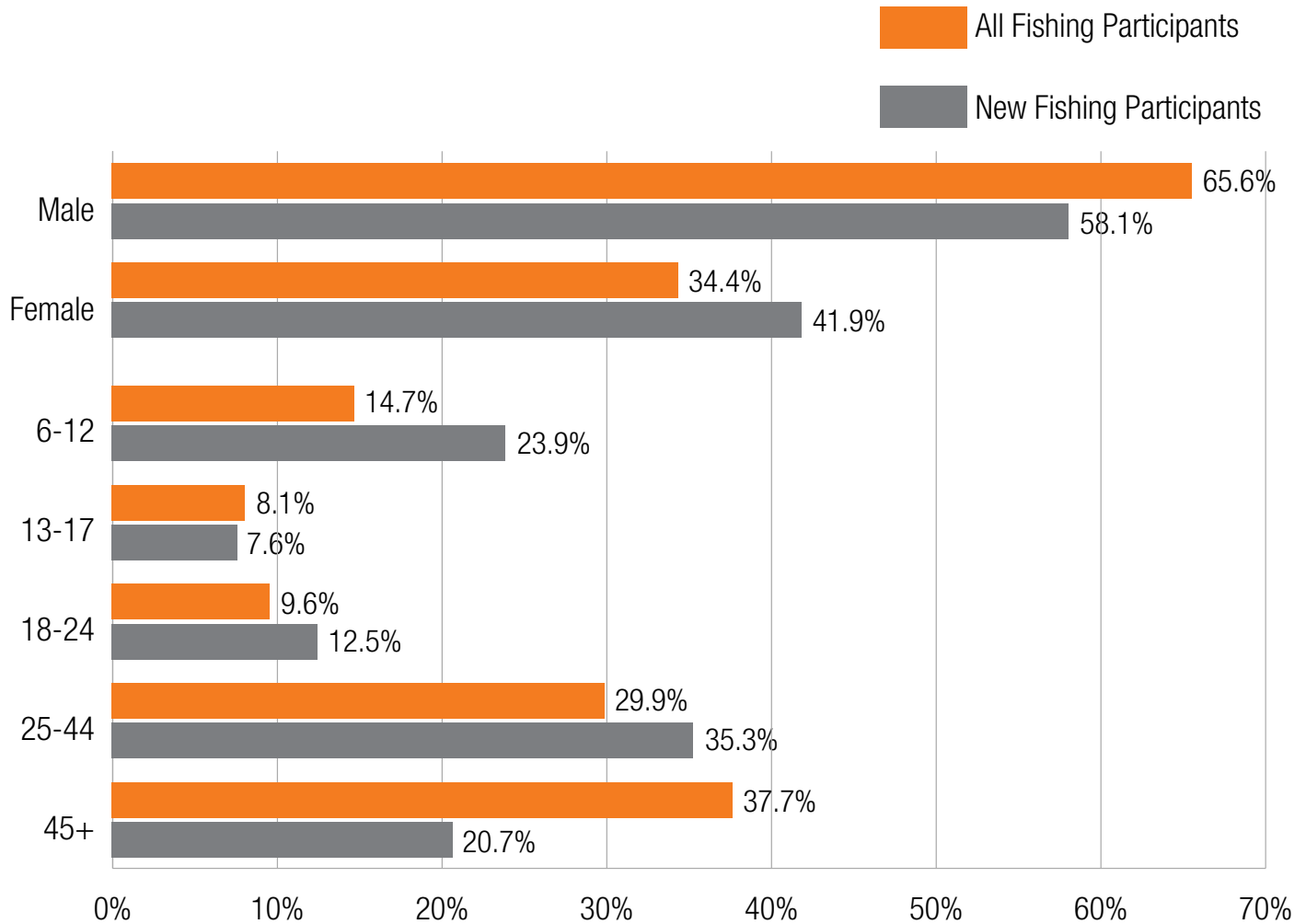




# Demographics of New Fishing Participants

Participants Who Began Fishing in 2013, Ages 6+

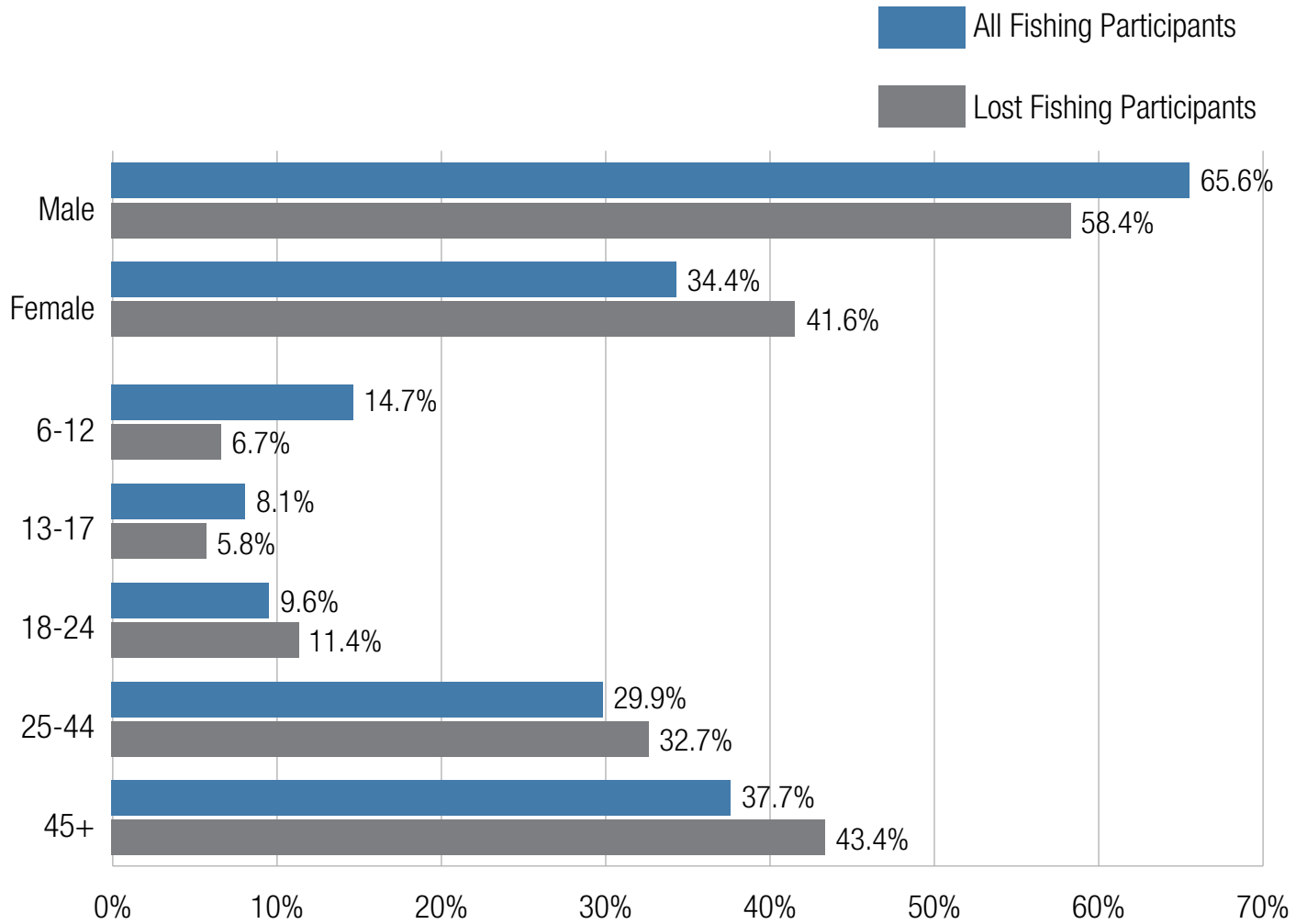
New fishing participants include higher percentages of females. The sport of fishing is still male-dominated, but females are a growing group of fishing participants.



# Demographics of Lost Fishing Participants

Participants Who Stopped Fishing in 2013, Ages 6+

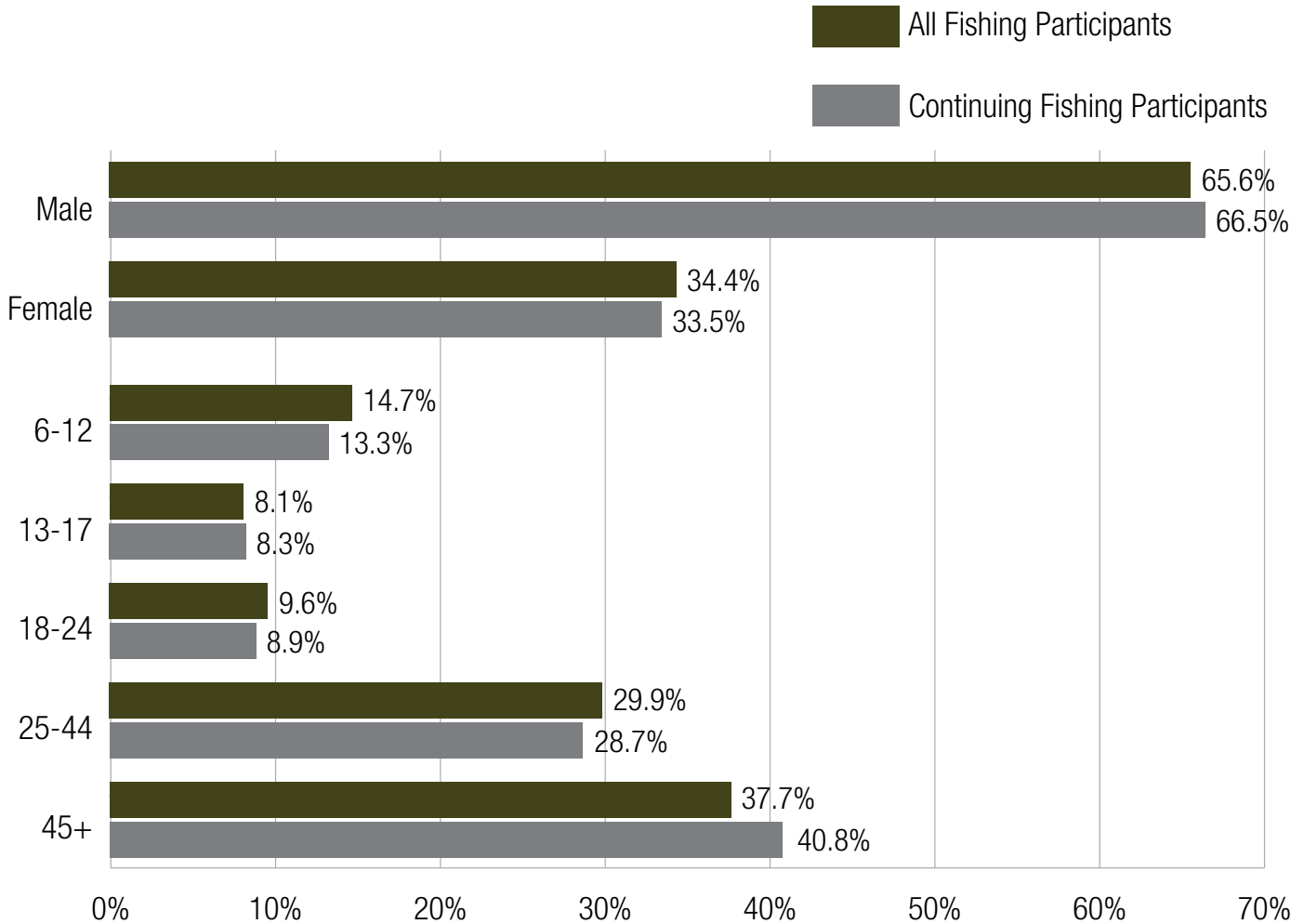
Fishing has a higher retention rate among male participants. Although a higher percentage of females than males joined the sport of fishing in 2013, more females than males also left the sport.



# Demographics of Continuing Fishing Participants

Participants Who Continued Fishing in 2013, Ages 6+

The profile of continuing fishing participants is very similar to the profile of all fishing participants, with only small variations.

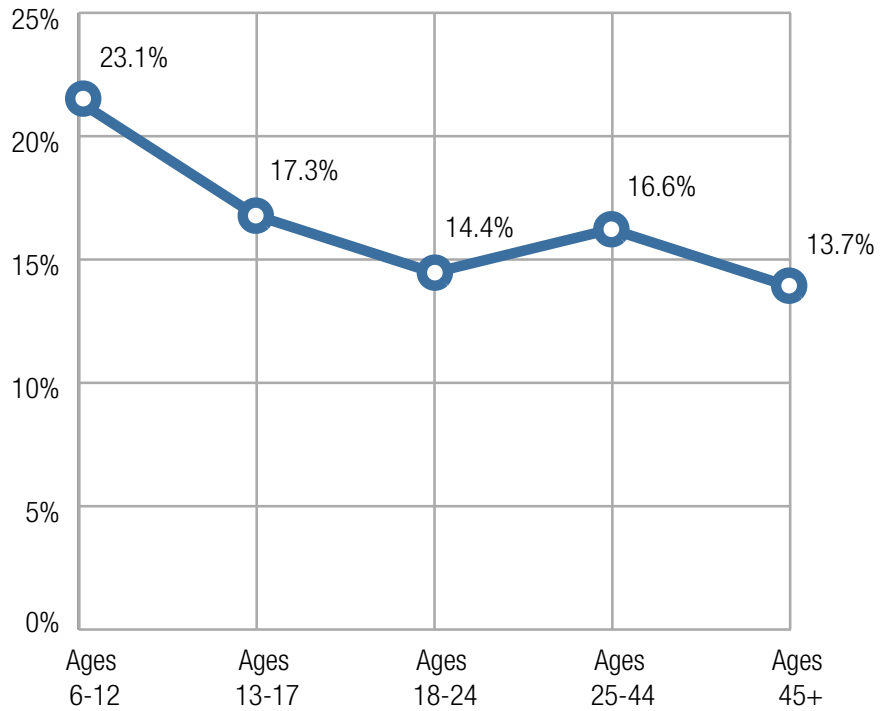


# Fishing Participation Life Cycle

All Americans, Ages 6+

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

The life cycle of fishing participants is similar to those in other outdoor sports and activities. Although youth participation is initially high, it declines sharply during adolescence.

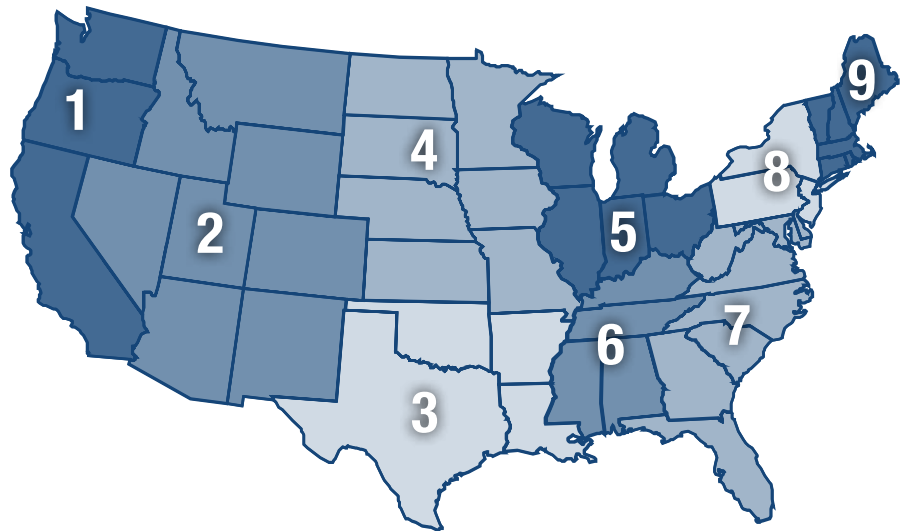


# Geography of Participants

Fishing Participants, Ages 6+

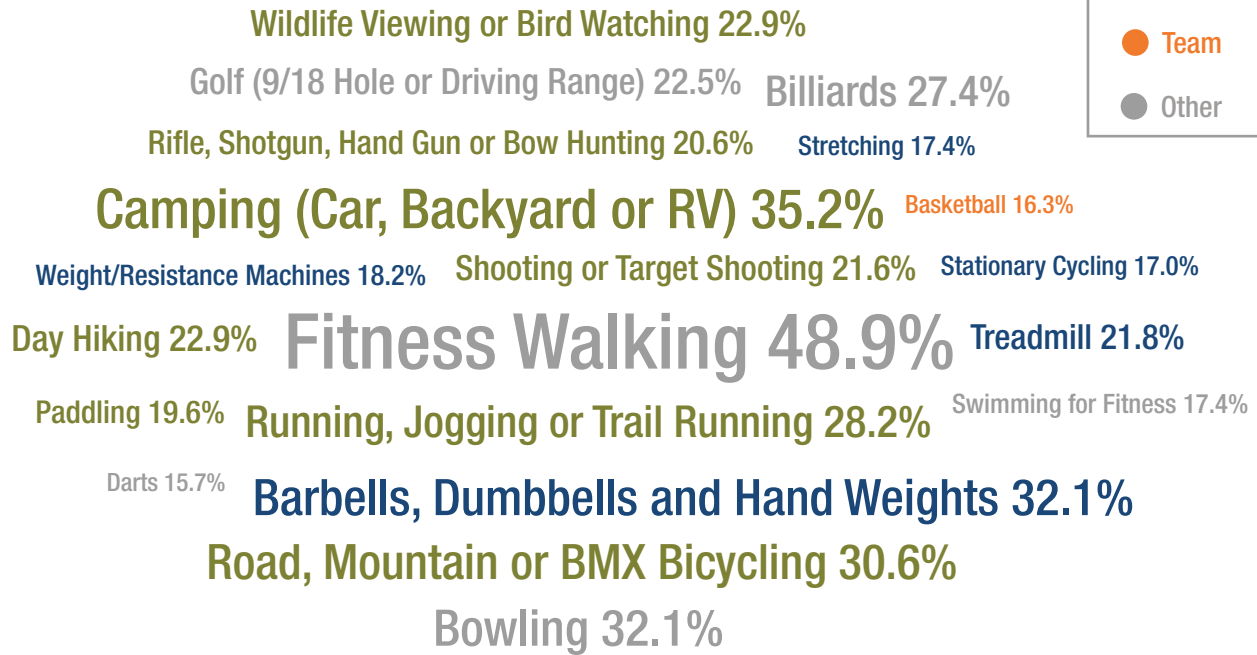
## U.S. Census Regions

- 1. Pacific: 12.3%
- 2. Mountain: 6.5%
- 3. West South Central: 11.5%
- 4. West North Central: 9.2%
- 5. East North Central: 17.0%
- 6. East South Central: 7.5%
- 7. South Atlantic: 19.9%
- 8. Middle Atlantic: 11.8%
- 9. New England: 4.5%



# Crossover Participation

Fishing Participants, Ages 6+



Note: Data includes top 20 most popular crossover activities.

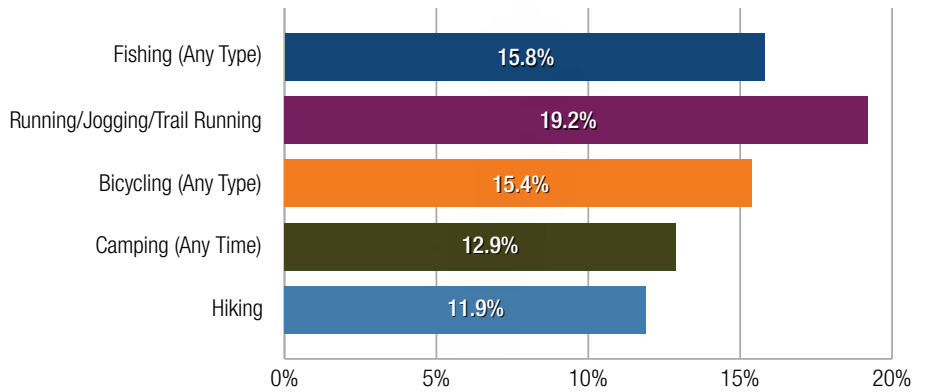
## Fishing: A Gateway to the Outdoors

Fishing Participants, Ages 6+

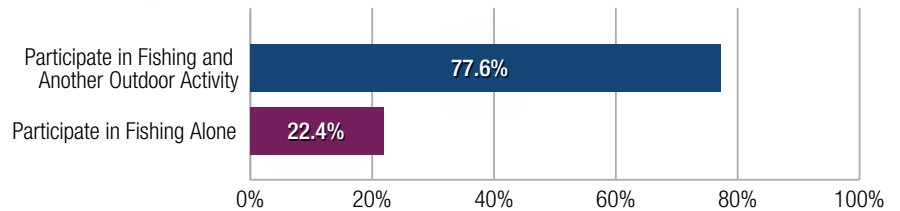
Outdoor participation often begins with one specific “gateway” activity. Accessible and popular, these pastimes often lead to participation in other outdoor endeavors. Running/jogging/trail running is the most popular gateway activity, with fishing coming in second.

A majority — 77.6 percent — of fishing participants participate in multiple outdoor activities. A small percentage participate in fishing alone.

Participation in the Gateway Activities



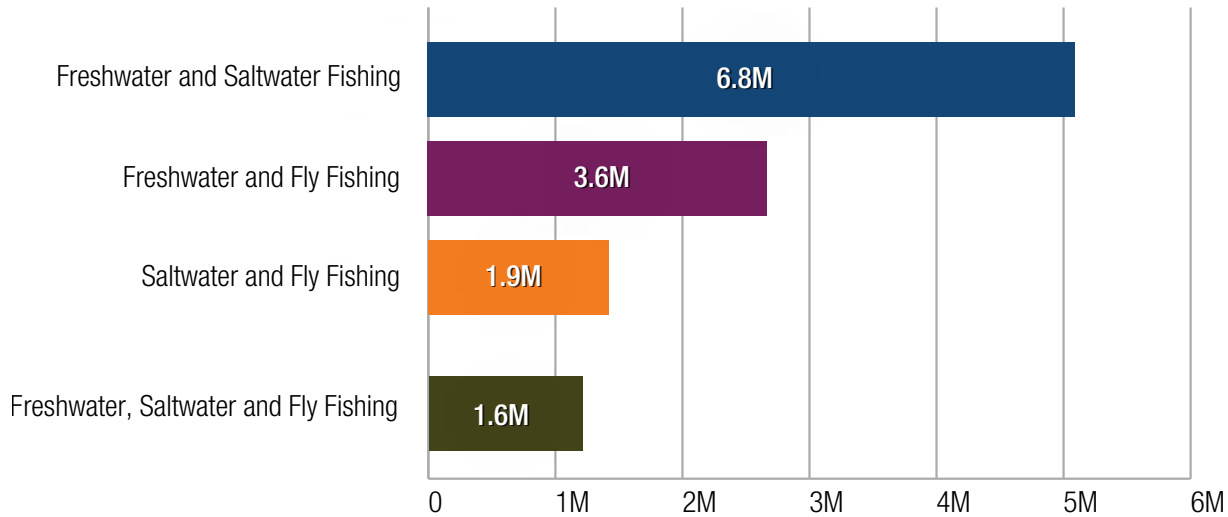
Fishing Participants: Outdoor Enthusiasts



# Participation Overlap in Participation by Fishing Type

*Fishing Participants, Ages 6+*

The most common overlap in fishing participation is among fresh and saltwater fishing. Almost 7 million people participate in both fresh and saltwater fishing. Only 1.6 million participate in all three types.



# Reason for Participating in Outdoor Recreation

*Fishing Participants, Ages 6+*

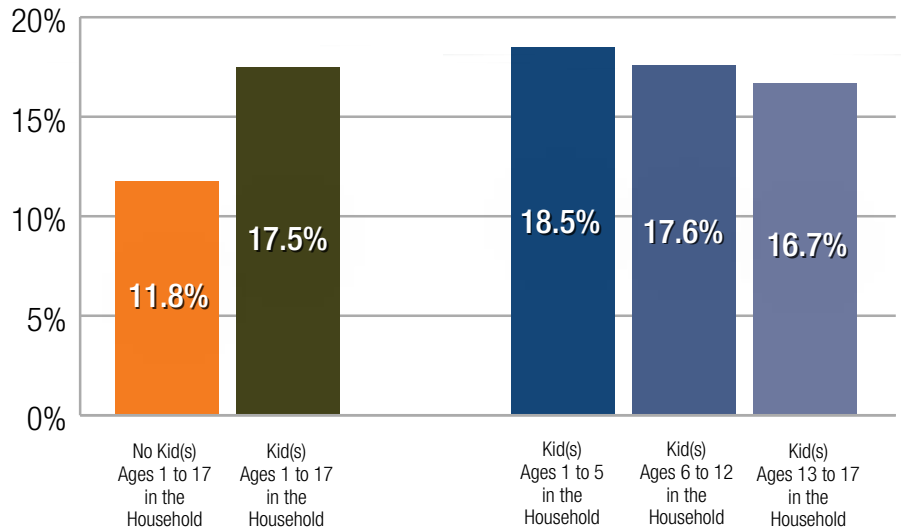
Get exercise	65.0%
Be with family/friends	58.3%
Be close to nature	52.7%
Enjoy the sounds/smells of nature	50.1%
Observe scenic beauty	48.2%
Get away from the usual demands	47.9%
Experience excitement/adventure	47.3%
Keep physically fit	46.0%
Be with people who enjoy the same things I do	41.0%
Develop my skills/abilities	40.9%
Gain a sense of accomplishment	30.0%
Experience solitude	29.4%
Be with people who share my values	25.6%
Gain a sense of self-confidence	23.8%
It is cool	22.1%
Talk to new/varied people	16.0%
Other reason	6.5%

# Participation in Fishing Among Adults with Children

*Fishing Participants, Ages 18+ With Children in Their Household*

Adults with children in their households participate in fishing at higher levels than adults without children, suggesting that fishing is a family-friendly activity.

More than 17 percent of adults with children ages one to 17 in their households participate in fishing, while only 11.8 percent of adults without children in their households participate.



# Use of Mobile Technologies While Participating in Outdoor Recreation

*Fishing Participants, Ages 6+*

None	51.9%
Smartphone	26.9%
iPod/music player	21.8%
Fitness monitor	7.2%
Laptop	6.4%
Tablet	4.7%
Handheld GPS	4.3%
Watch-based GPS	2.9%
Other technology	1.6%

# POTENTIAL NEW FISHING PARTICIPANTS

More than nine percent of Americans who do not currently participate in fishing are considering taking up the sport. These interested individuals represent greater diversity than the current fishing population. Although nearly two-thirds of current fishing participants are male, females represent 47 percent of those interested in trying fishing. Similarly, the ethnic diversity of those interested in fishing is also richer than current fishing participants.

The following pages profile Americans, ages six and older, who do not currently fish but are interested in participating in the activity.

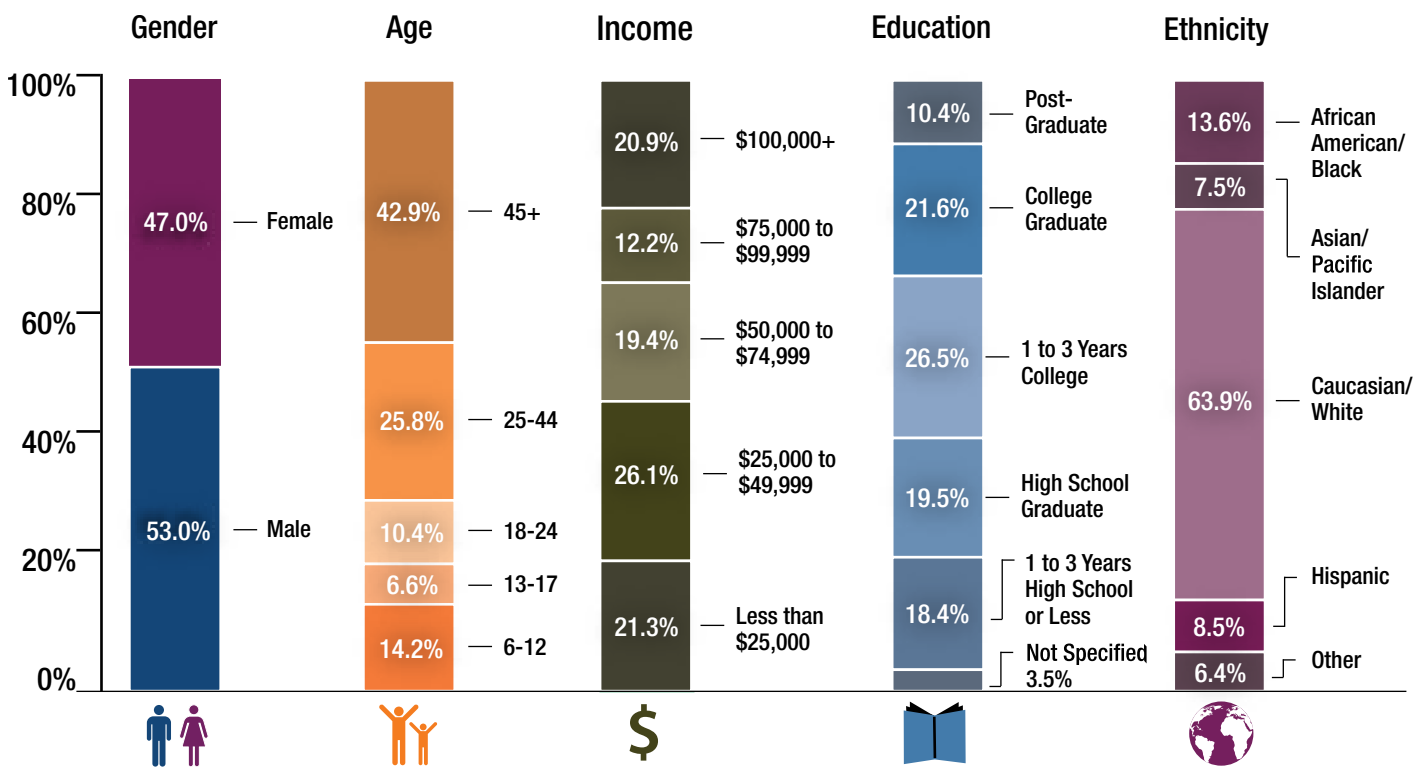


## Ages 45+

Almost 43 percent of those interested in fishing are ages 45 and older.

## Demographics

*Non-Participants Considering Fishing, Ages 6+*

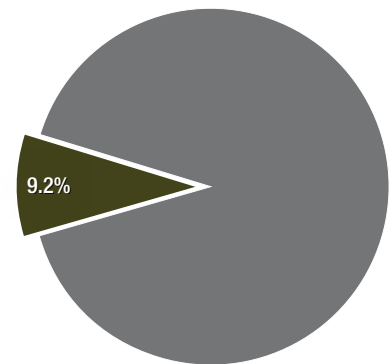




# Considering Participation in Fishing

Non-Participants Considering Fishing, Ages 6+

**9.2%** of Americans are considering participation in fishing.



# Why Are You Interested in Outdoor Activities?

Non-Participants Considering Fishing, Ages 6+

Based on 2010 data

	Ages 6+
Outdoor activities are a good way to get exercise/stay fit	54.6%
I can do outdoor activities near my home	42.4%
Outdoor activities are cool	38.1%
I want to relax/manage stress	37.5%
Outdoor activities are affordable	36.1%
I want a change from my usual routine	32.6%
I want to try something new	28.7%
I like challenges	23.6%
My friends participate	18.7%
My parents, brothers, sisters, other relatives participate	16.6%
My kids are the right age now	13.6%
Outdoor activities look fun in magazines, books, websites, TV, movies	12.2%
A school, community, other organized program introduced me	5.3%
Other reason	6.8%

# FRESHWATER FISHING

More Americans participate in freshwater fishing than any other type of fishing, and freshwater fishing participants make the most fishing outings. In 2013, 37.8 million Americans, or 13 percent of the population, participated in freshwater fishing. Each participant went on an average of 16.6 outings.

Freshwater fishing has the highest rate of female and youth participation compared to other types of fishing, but it is also the least ethnically diverse. More than three-quarters of freshwater fishing participants are Caucasian.

The East North Central region has the highest percentage of participants at 19.3 percent. But, because most Americans have relatively easy access to freshwater fishing, participation is fairly spread out across the nation.

## Total Participation

<b>2006</b>	43.1 million participants 16.3 percent of Americans ages 6+
<b>2007</b>	43.9 million participants 15.8 percent of Americans ages 6+
<b>2008</b>	40.3 million participants 14.4 percent of Americans ages 6+
<b>2009</b>	41.0 million participants 14.5 percent of Americans ages 6+
<b>2010</b>	38.9 million participants 13.7 percent of Americans ages 6+
<b>2011</b>	38.9 million participants 13.6 percent of Americans ages 6+
<b>2012</b>	39.1 million participants 13.6 percent of Americans ages 6+
<b>2013</b>	37.8 million participants 13.0 percent of Americans ages 6+



## Popular

Freshwater fishing is the most popular form of fishing with almost 38 million participants.



## 626 Million

Freshwater fishing participants made 626 million outings in 2013.



## Youth

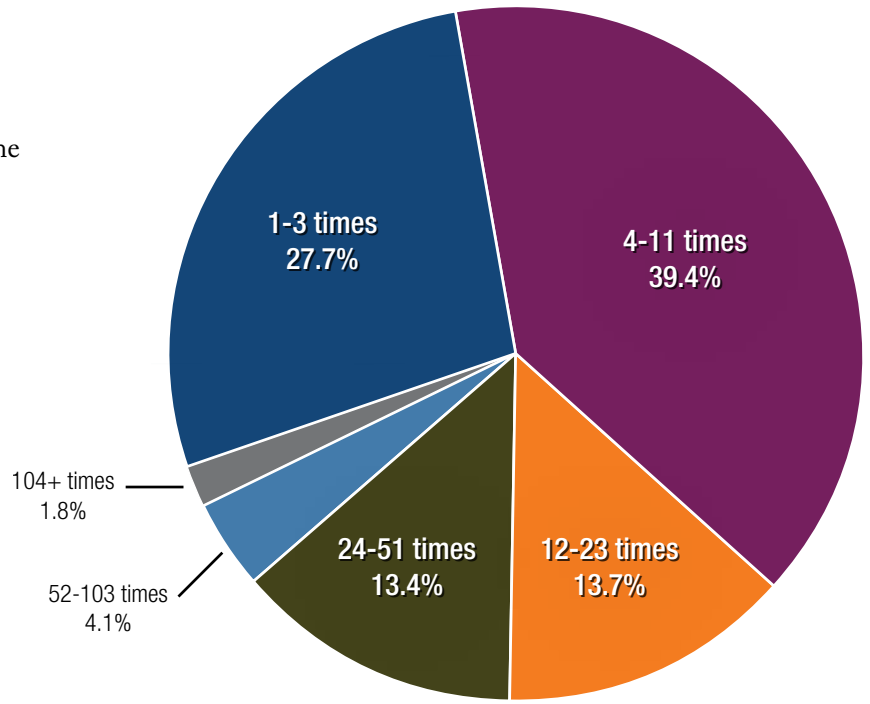
Almost 34 percent of freshwater fishing participants are under age 25, giving it the highest percentage of youth participation.

# Annual Outings

In 2013, freshwater fishing participants made 626 million annual outings — either close to home or on an overnight trip. Almost three-quarters of participants averaged 11 annual outings or less.

# 16.6 days

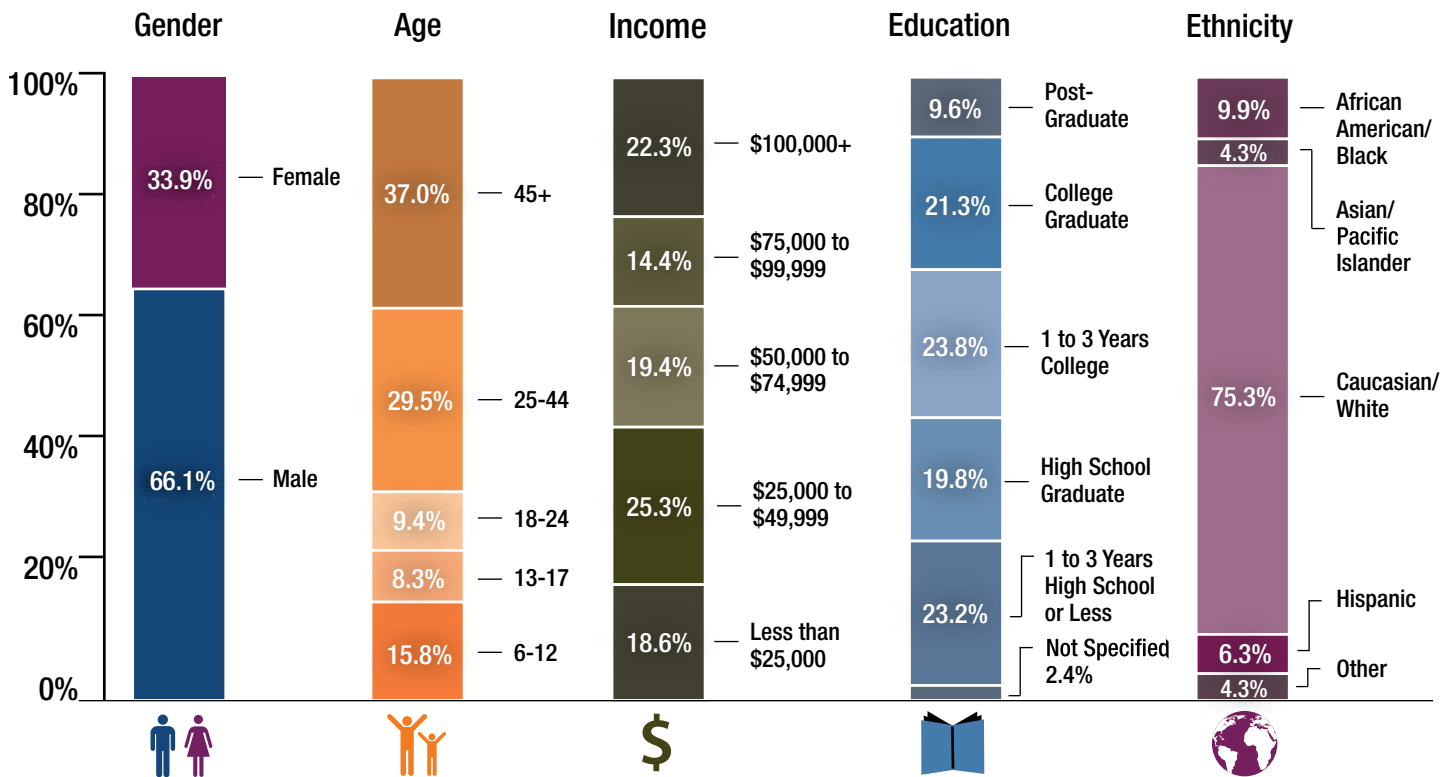
The average number of annual outings per freshwater fishing participant.



Annual Outings  
Freshwater Fishing Participants,  
Ages 6+

# Demographics

Freshwater Fishing Participants, Ages 6+

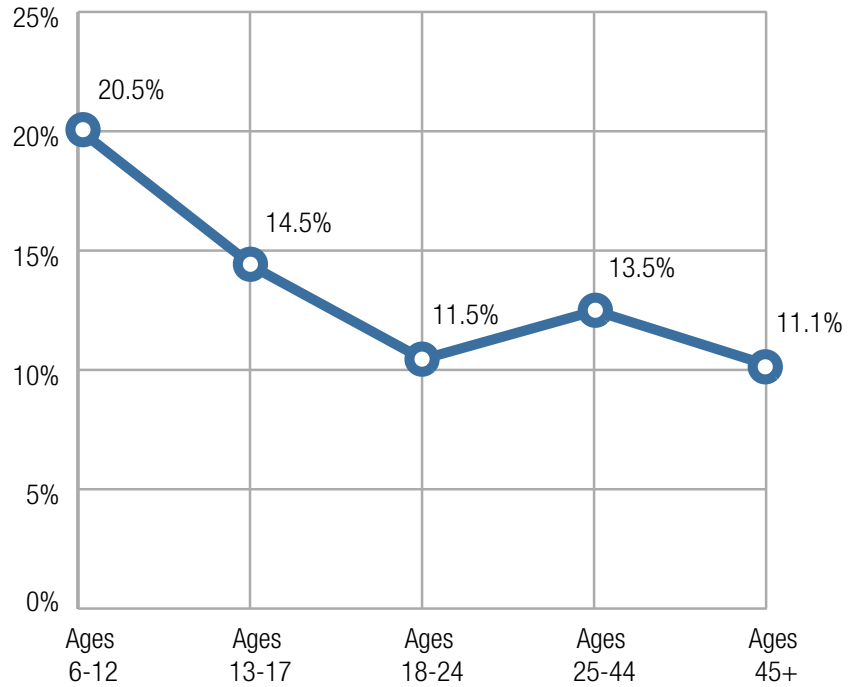


# Freshwater Fishing Participation Life Cycle

All Americans, Ages 6+

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

Freshwater fishing is most popular during childhood. Participation rates decline slowly before getting a little bump in participation during adulthood.

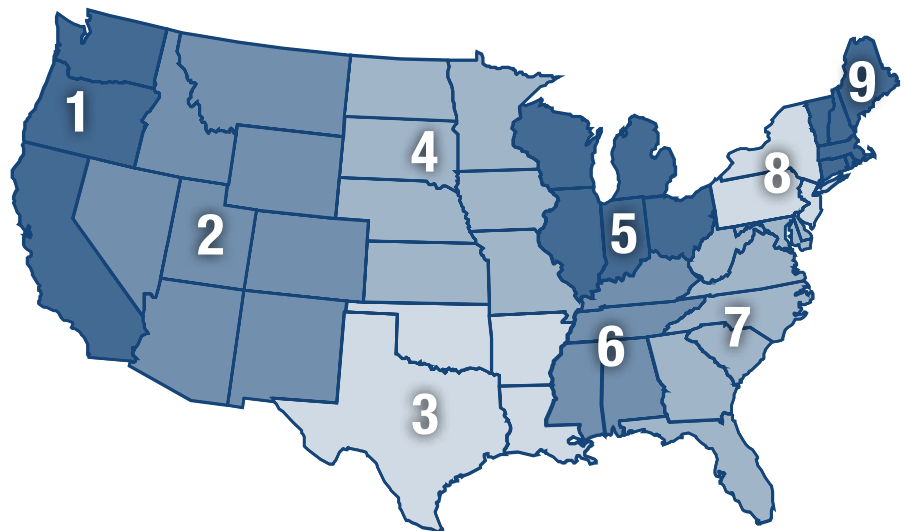


# Geography of Participants

Freshwater Fishing Participants, Ages 6+

## U.S. Census Regions

1. Pacific: **11.6%**
2. Mountain: **6.7%**
3. West South Central: **11.2%**
4. West North Central: **10.5%**
5. East North Central: **19.3%**
6. East South Central: **8.2%**
7. South Atlantic: **17.8%**
8. Middle Atlantic: **10.4%**
9. New England: **4.4%**

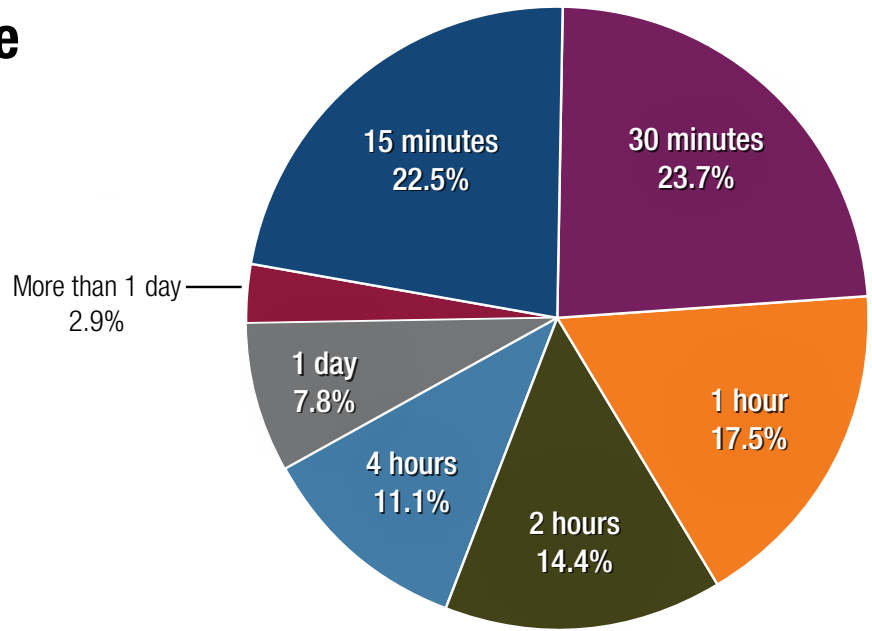


# Time Traveled from Home

Freshwater Fishing Participants, Ages 6+

Based on 2010 data

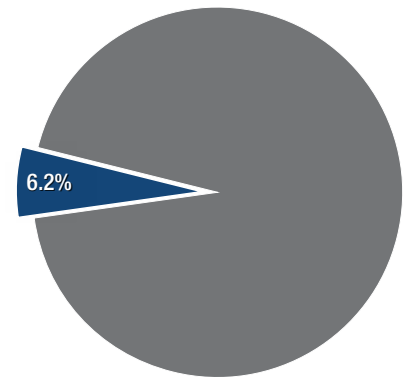
Freshwater fishing participants can travel anywhere from a few minutes to a few days from home to go fishing. Surveying the time freshwater participants traveled on their last in-season freshwater fishing trip reveals how far they usually travel and how often fishing leads them on more distant excursions.



Time Participants Traveled from Home on Their Last In-Season Freshwater Fishing Trip  
Ages 6+

# First-Time Participants

**6.2%** of freshwater fishing participants tried the sport for the first time in 2013.



Freshwater Fishing Participants,  
Ages 6+

# SALTWATER FISHING

Saltwater fishing is the second most popular type of fishing, with 11.8 million participants, or 4.1 percent of Americans ages six and older. Unlike many other outdoor activities, saltwater fishing participation increases during adulthood, peaking at 4.5 percent among those ages 45 and older. In addition to skewing older, saltwater fishing participants tend to be wealthier than other fishing participants.

Most saltwater fishing participants live in the South Atlantic region of the U.S. But, these participants are found across the nation and spend the most amount of time traveling to fishing venues with more than one-third of participants traveling four hours or more.

## Total Participation

<b>2006</b>	12.5 million participants 4.6 percent of Americans ages 6+
<b>2007</b>	14.4 million participants 5.2 percent of Americans ages 6+
<b>2008</b>	13.8 million participants 4.9 percent of Americans ages 6+
<b>2009</b>	12.3 million participants 4.4 percent of Americans ages 6+
<b>2010</b>	11.8 million participants 4.2 percent of Americans ages 6+
<b>2011</b>	12.0 million participants 4.2 percent of Americans ages 6+
<b>2012</b>	12.0 million participants 4.2 percent of Americans ages 6+
<b>2013</b>	11.8 million participants 4.1 percent of Americans ages 6+



## \$100,000+

Almost 31 percent of saltwater fishing participants earn \$100,000 or more per year, making saltwater participants the wealthiest among the fishing participants.



## South Atlantic

Almost 33 percent of saltwater fishing participants live along the southeastern coast, a significantly higher percentage than any other region.



## Hours Traveled

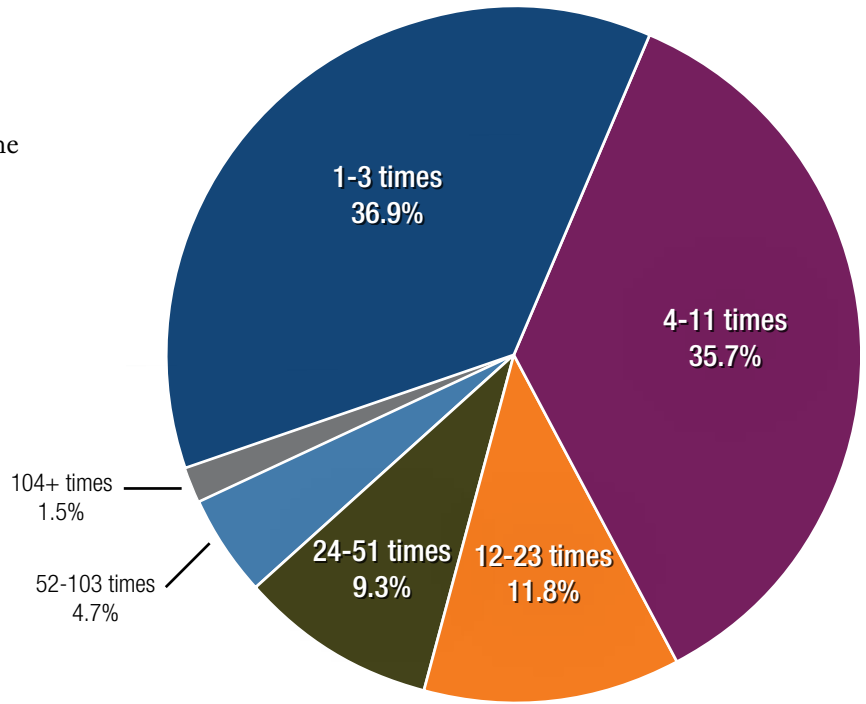
Saltwater fishing participants spend the most amount of time traveling to their fishing destinations with almost 37 percent traveling for four hours or more.

# Annual Outings

In 2013, saltwater fishing participants made 177 million annual outings — either close to home or on an overnight trip. Nearly three-fourths of participants made an average of one outing per month or less.

# 15.0 days

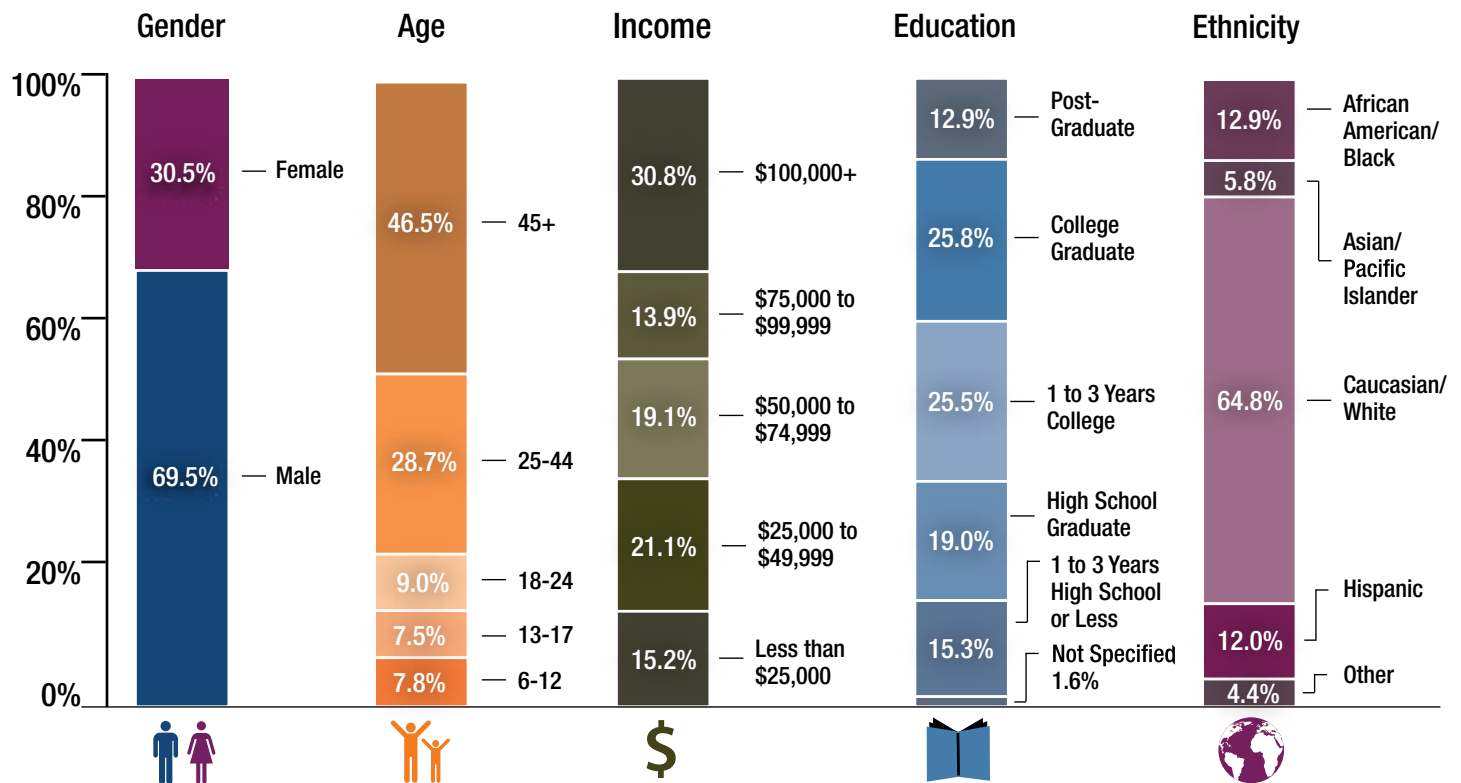
The average number of annual outings per saltwater fishing participant in 2013.



Annual Outings  
Saltwater Fishing Participants,  
Ages 6+

# Demographics

Saltwater Fishing Participants, Ages 6+

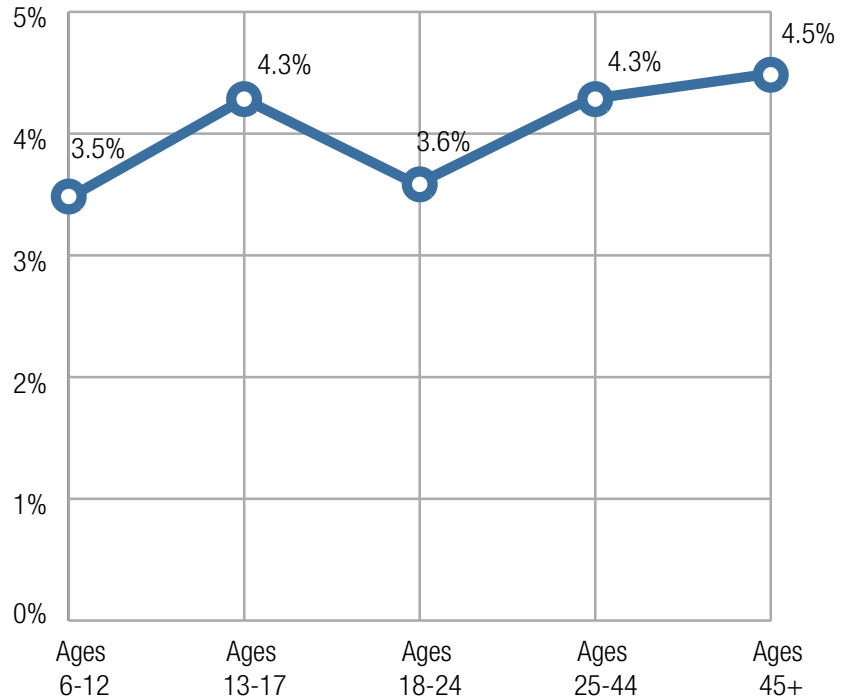


# Saltwater Fishing Participation Life Cycle

All Americans, Ages 6+

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

Unlike many other outdoor activities, saltwater fishing participation rates remain high or increase as the participant ages.

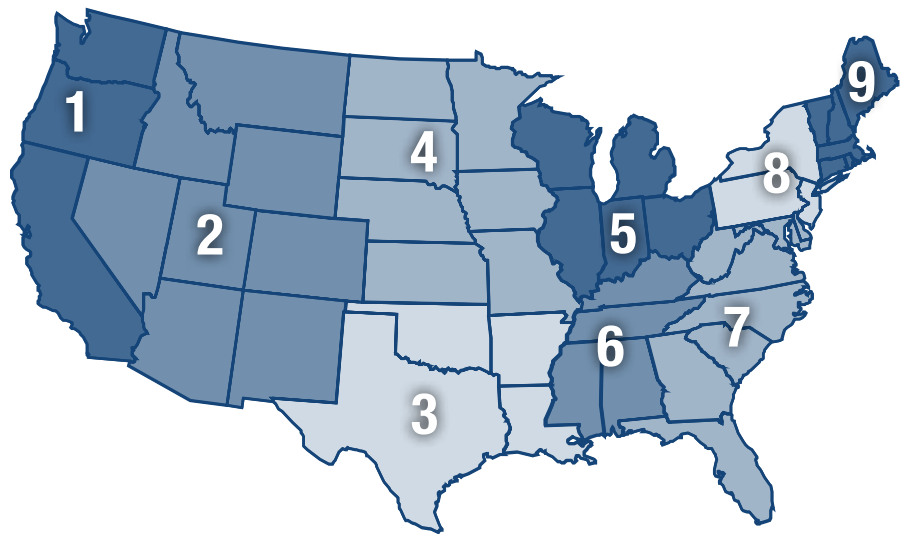


# Geography of Participants

Saltwater Fishing Participants, Ages 6+

## U.S. Census Regions

1. Pacific: **16.5%**
2. Mountain: **2.5%**
3. West South Central: **15.2%**
4. West North Central: **2.6%**
5. East North Central: **5.6%**
6. East South Central: **5.0%**
7. South Atlantic: **32.9%**
8. Middle Atlantic: **13.7%**
9. New England: **5.9%**

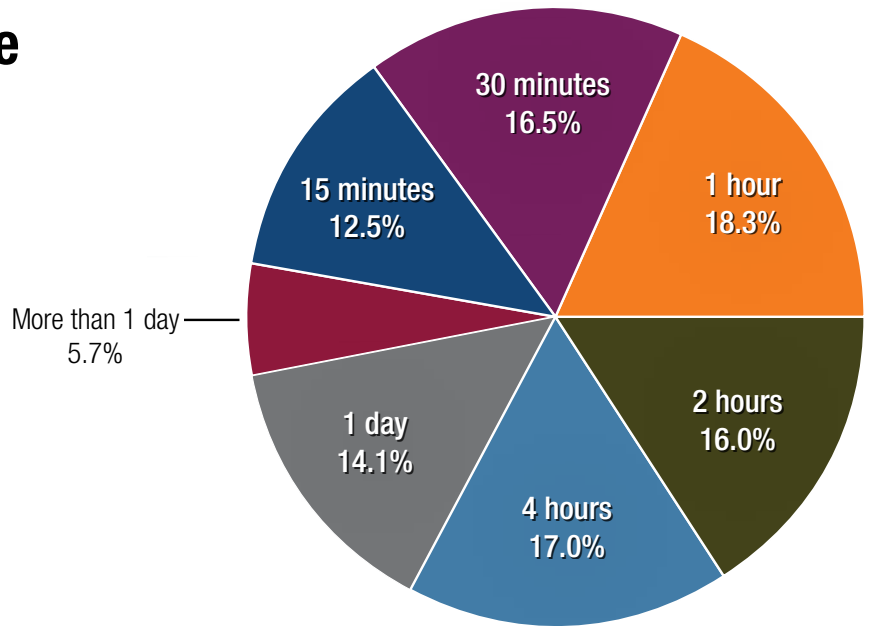




# Time Traveled from Home

Based on 2010 data

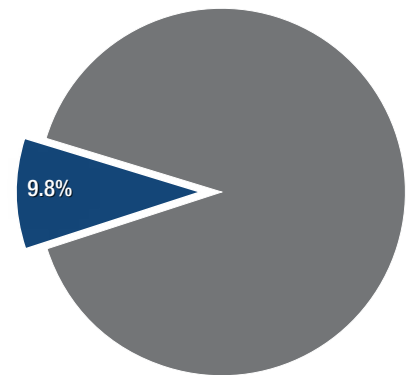
Saltwater fishing participants can travel anywhere from a few minutes to a few days from home to go fishing. Surveying the time saltwater participants traveled on their last in-season saltwater fishing trip reveals how far they usually travel and how often fishing leads them on more distant excursions.



Time Participants Traveled from Home on Their Last In-Season Saltwater Fishing Trip, Ages 6+

# First-Time Participants

**9.8%** of saltwater fishing participants tried the sport for the first time in 2013.



Saltwater Fishing Participants, Ages 6+

# FLY FISHING

With 5.9 million participants, fly fishing is the least popular of the fishing types. However, the sport attracts the most educated participants. More than 42 percent have a college or post-graduate degree, and almost 37 percent are minorities.

As seen in previous years, fly fishing had the highest number of first-time participants. Almost 14 percent tried fly fishing for the first time in 2013, which could represent an influx of new participants or a higher turnover of existing participants.

Like saltwater fishing, fly fishing is also most popular in the South Atlantic region of the United States.

## Total Participation

<b>2006</b>	6.1 million participants 2.2 percent of Americans ages 6+
<b>2007</b>	5.8 million participants 2.1 percent of Americans ages 6+
<b>2008</b>	5.9 million participants 2.1 percent of Americans ages 6+
<b>2009</b>	5.6 million participants 2.0 percent of Americans ages 6+
<b>2010</b>	5.5 million participants 1.9 percent of Americans ages 6+
<b>2011</b>	5.7 million participants 2.0 percent of Americans ages 6+
<b>2012</b>	6.0 million participants 2.1 percent of Americans ages 6+
<b>2013</b>	5.9 million participants 2.0 percent of Americans ages 6+



## 70% Male

With males making up more than 70 percent of fly fishing participants, fly fishing has the most male participants out of the types of fishing.



## New Participants

14 percent of fly fishing participants were new to the sport in 2013.



## Most Educated

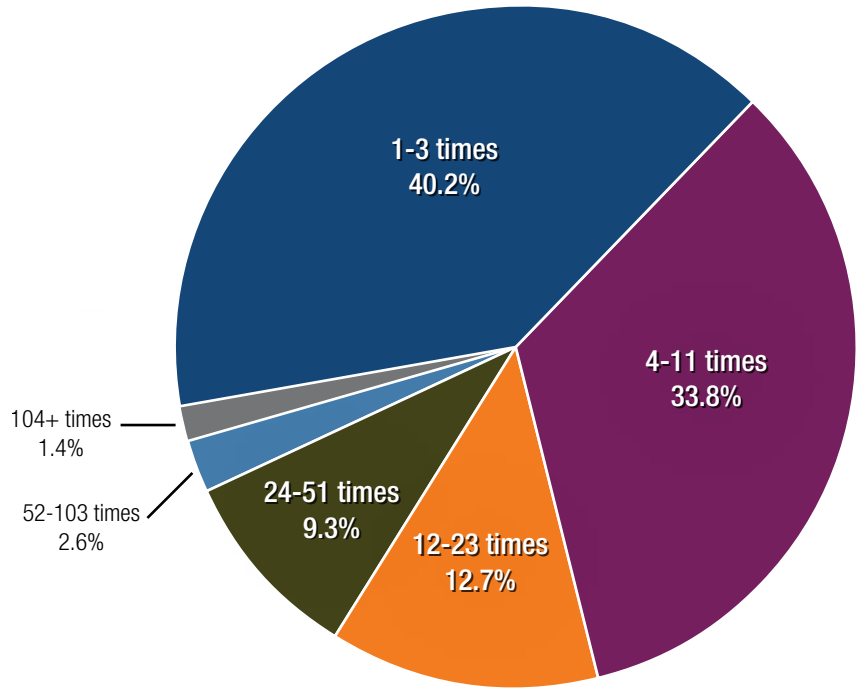
More than 42 percent of fly fishing participants have a college or post-graduate degree.

# Annual Outings

In 2013, fly fishing participants made 85 million annual outings — either close to home or on an overnight trip. More than one-quarter of fly fishing participants went fishing an average of once per month or more.

# 14.5 days

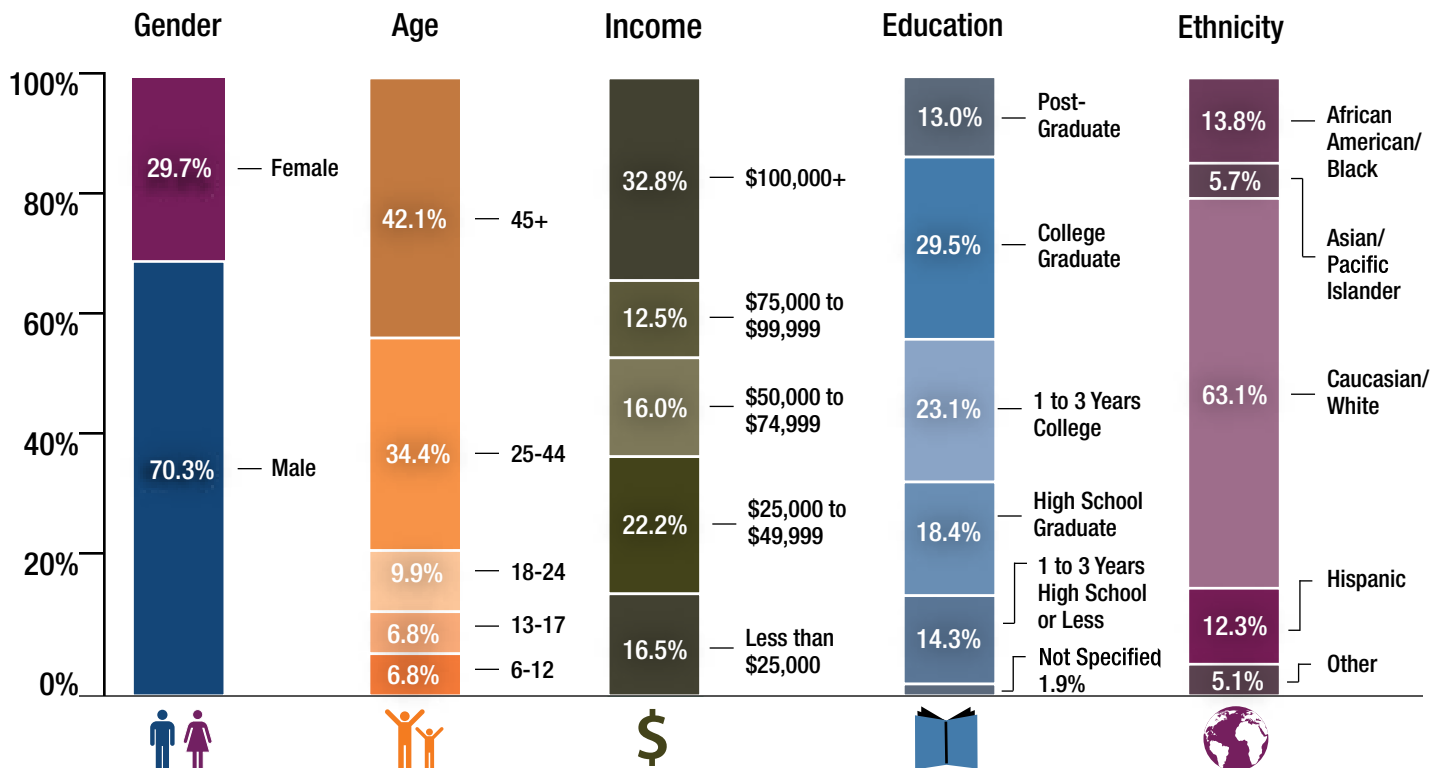
The average number of annual outings per fly fishing participant.



Annual Outings  
Fly Fishing Participants,  
Ages 6+

# Demographics

Fly Fishing Participants, Ages 6+



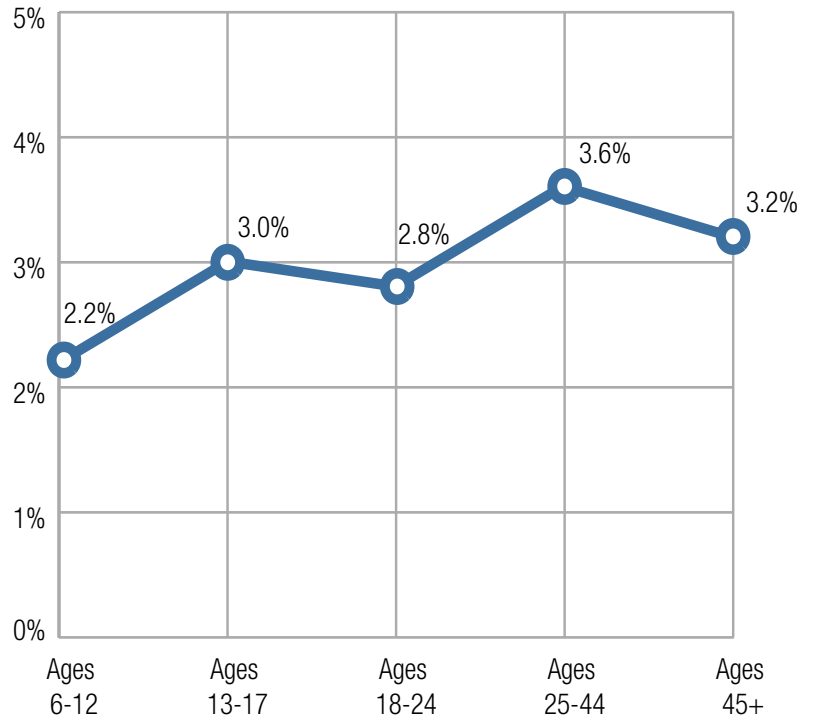
# Fly Fishing Participation

## Life Cycle

All Americans, Ages 6+

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

Fly fishing participation reaches its highest rate of participation among adults, 25 to 44, before declining slightly among those 45 and up.

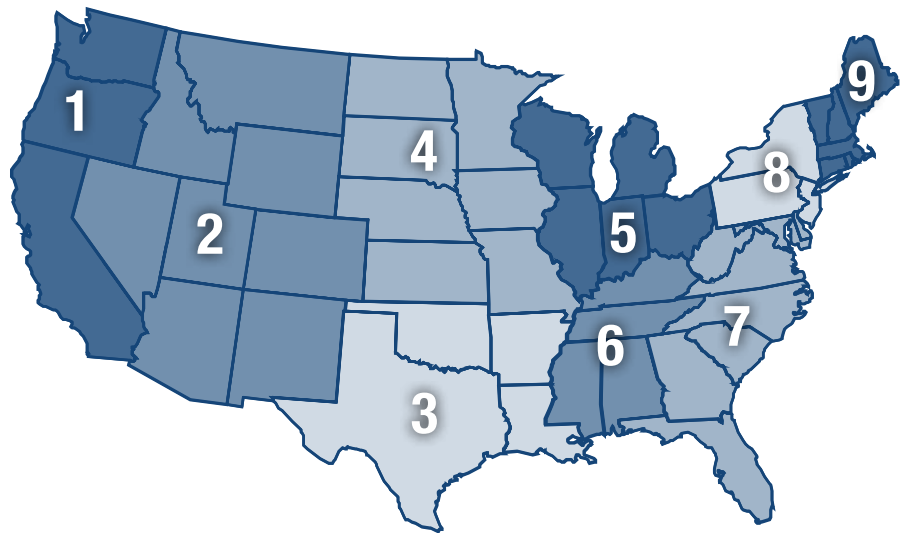


## Geography of Participants

Fly Fishing Participants, Ages 6+

### U.S. Census Regions

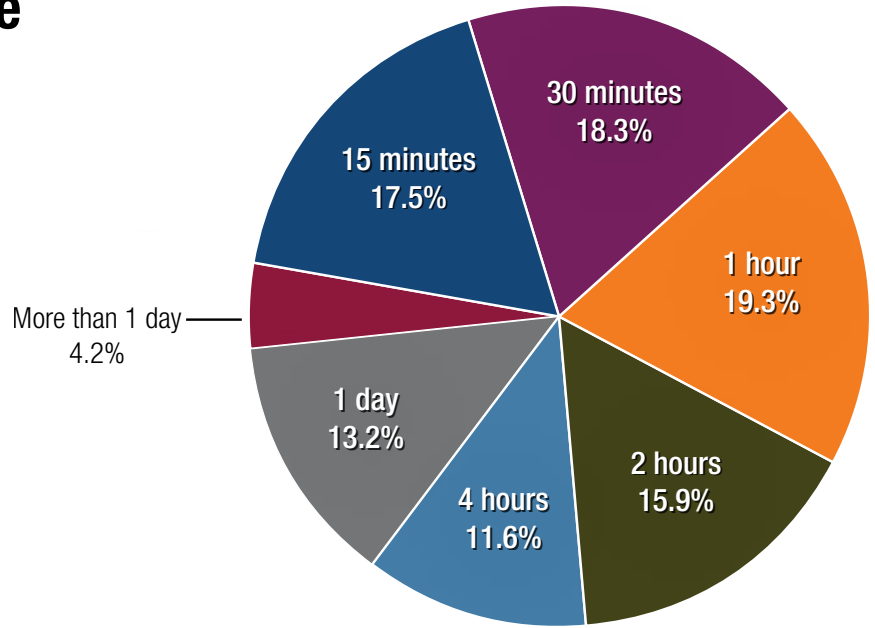
- 1. Pacific: **17.7%**
- 2. Mountain: **6.7%**
- 3. West South Central: **13.0%**
- 4. West North Central: **5.0%**
- 5. East North Central: **9.3%**
- 6. East South Central: **4.4%**
- 7. South Atlantic: **25.0%**
- 8. Middle Atlantic: **15.6%**
- 9. New England: **3.4%**



# Time Traveled from Home

Based on 2010 data

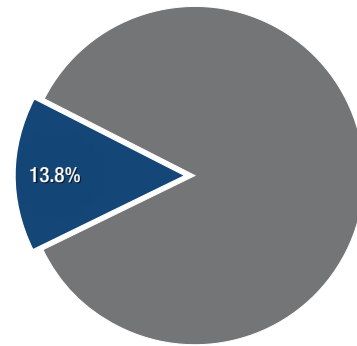
Fly fishing participants can travel anywhere from a few minutes to a few days from home to go fishing. Surveying the time fly fishing participants traveled on their last in-season fly fishing trip reveals how far they usually travel and how often fishing leads them on more distant excursions.



Time Participants Traveled from Home on Their Last In-Season Fly Fishing Trip, Ages 6+

# First-Time Participants

**13.8%** of fly fishing participants tried the sport for the first time in 2013.



Fly Fishing Participants, Ages 6+

# YOUTH

Fishing participation is high among children six to 12 and then falls among adolescents ages 13 to 17. In 2013, 29.2 percent of males ages six to 12 participated in fishing, while female participation lagged behind at 16.4 percent. Among ages 13 to 17, these numbers drop to 22.9 percent of males and 11.1 percent of females.

## Total Participation

2007	<b>Ages 6-12</b>	7.9 million participants 27.8 percent of age group
	<b>Ages 13-17</b>	4.5 million participants 20.5 percent of age group
2008	<b>Ages 6-12</b>	6.7 million participants 24.8 percent of age group
	<b>Ages 13-17</b>	4.5 million participants 20.2 percent of age group
2009	<b>Ages 6-12</b>	6.9 million participants 25.4 percent of age group
	<b>Ages 13-17</b>	4.3 million participants 19.0 percent of age group
2010	<b>Ages 6-12</b>	6.0 million participants 21.9 percent of age group
	<b>Ages 13-17</b>	4.2 million participants 18.6 percent of age group
2011	<b>Ages 6-12</b>	6.3 million participants 22.6 percent of age group
	<b>Ages 13-17</b>	4.0 million participants 17.7 percent of age group
2012	<b>Ages 6-12</b>	6.4 million participants 22.0 percent of age group
	<b>Ages 13-17</b>	3.8 million participants 17.7 percent of age group
2013	<b>Ages 6-12</b>	6.8 million participants 23.1 percent of age group
	<b>Ages 13-17</b>	3.7 million participants 17.3 percent of age group



## 29% Boys

Among youth, boys ages 6-12 have the highest fishing participation rate at more than 29 percent.



## Music Player

More than 14 percent of participants ages 6-12 and almost 25 percent of participants ages 13-17 use an iPod or other music player when recreating outdoors.



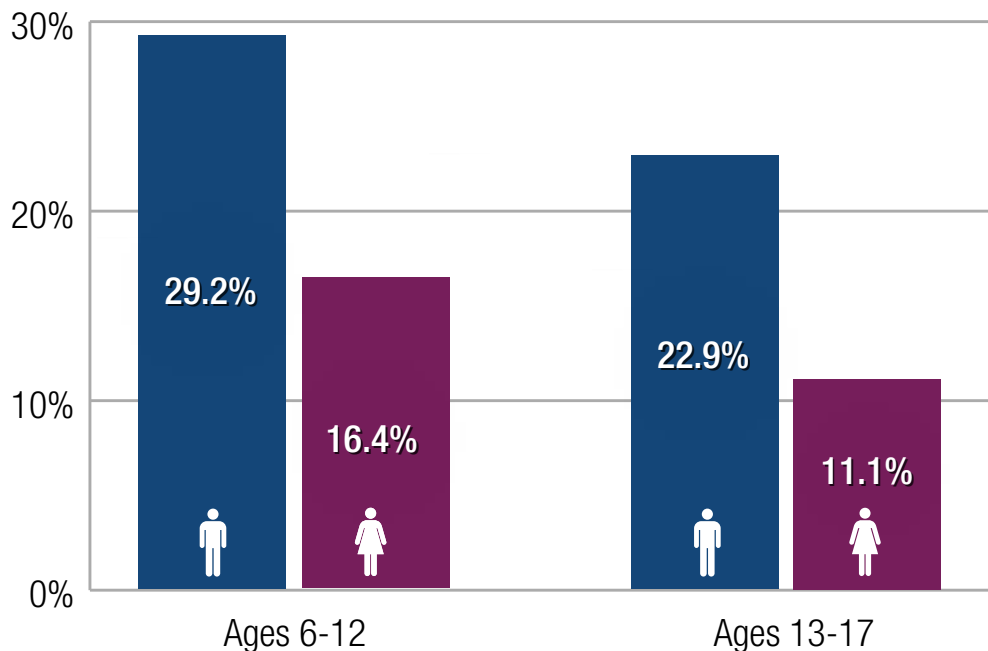
## Biking

47 percent of youth fishing participants also participate in biking, making it the most popular crossover activity.

# Youth Participation in Fishing by Gender

All Americans, Ages 6-17

Participation in fishing declines from childhood to adolescence. Participation rates among boys declines by 6.3 percent and among girls by 5.3 percent.



## Introduction to Outdoor Activities

Fishing Participants, Ages 6-17

Based on 2010 data

	Ages 6-12	Ages 13-17
Parents	81.8%	76.6%
Brothers, sisters or other relatives	39.8%	29.1%
Friends	31.0%	46.9%
Community program (Boy Scouts, YMCA, neighborhood program)	13.8%	12.9%
School program	9.2%	10.9%
Myself (no one else influenced me)	9.1%	12.7%
TV programs, movies, magazines, books, websites about the outdoors	4.8%	5.1%
Something else not listed	3.4%	2.1%
Experienced mentor (trained and skilled)	1.8%	4.4%
Media icon, sports figure, accomplished athlete	1.3%	0.8%
Outdoor education program such as Outward Bound	0.7%	2.2%

# Crossover Participation

Fishing Participants, Ages 6-17

## Outdoor Activities

1. Road, Mountain or BMX Bicycling **47.0%**
2. Car, Backyard or RV Camping **42.7%**
3. Running, Jogging or Trail Running **29.7%**
4. Hiking **22.9%**
5. Paddling **19.8%**

## Indoor Fitness Activities

1. Free Weights **15.4%**
2. Stretching **9.8%**
3. Treadmill **9.6%**
4. Weight/Resistance Machines **8.7%**
5. Aerobics **7.7%**

## Team Sports

1. Basketball **28.0%**
2. Baseball **25.7%**
3. Soccer **23.5%**
4. Football **19.9%**
5. Volleyball **8.5%**

## Other Activities

1. Bowling **37.5%**
2. Fitness Walking **26.6%**
3. Swimming for Fitness **18.1%**
4. Billiards **15.6%**
5. Golf **15.6%**

# Use of Mobile Technologies While Participating in Outdoor Recreation

Fishing Participants, Ages 6-17

	Ages 6-12	Ages 13-17
None	72.4%	50.9%
iPod/music player	14.3%	24.9%
Smartphone	13.1%	24.4%
Tablet	6.6%	7.6%
Laptop	4.4%	9.6%
Handheld GPS	3.1%	3.6%
Fitness monitor	1.4%	7.0%
Watch-based GPS	0.6%	4.1%
Other technology	1.8%	1.5%



# Reason for Participating in Outdoor Recreation

*Fishing Participants, Ages 6-17*

The majority of youth, ages six to 17 are motivated to participate in outdoor recreation because it is an opportunity to spend time with friends and family. Among the younger age group, children ages six to 12, experiencing excitement and adventure is the second most popular reason for participating in outdoor activities, while adolescents, ages 13 to 17, are motivated by exercise.

	Ages 6-12	Ages 13-17
Be with family/friends	78.7%	70.1%
Experience excitement/adventure	59.1%	53.3%
Get exercise	58.6%	63.5%
Develop my skills/abilities	49.3%	55.0%
It is cool	44.0%	34.4%
Be with people who enjoy the same things I do	43.4%	58.1%
Be close to nature	34.9%	45.0%
Keep physically fit	34.5%	50.8%
Enjoy the sounds/smells of nature	32.4%	39.2%
Gain a sense of accomplishment	31.0%	43.1%
Gain a sense of self-confidence	28.4%	36.5%
Observe scenic beauty	24.1%	33.6%
Get away from the usual demands	15.2%	34.2%
Be with people who share my values	13.0%	34.1%
Talk to new/varied people	8.1%	11.9%
Experience solitude	6.6%	13.0%
Other reason	8.3%	5.6%

# POTENTIAL NEW YOUTH FISHING PARTICIPANTS

Growing youth participation in fishing ensures that there are fishing enthusiasts today and into the future. The following pages help describe the demographics and motivations of those young people who do not participate in fishing but are interested in the sport.

One in 10 youth who do not fish are considering participation. Females represent almost 44 percent of those considering fishing. This is a much larger percentage than the female youth who currently enjoy fishing, indicating that this is a potential untapped demographic for growing the sport of fishing.



## 44% Female

Nearly 44 percent of potential new youth fishing participants are female.

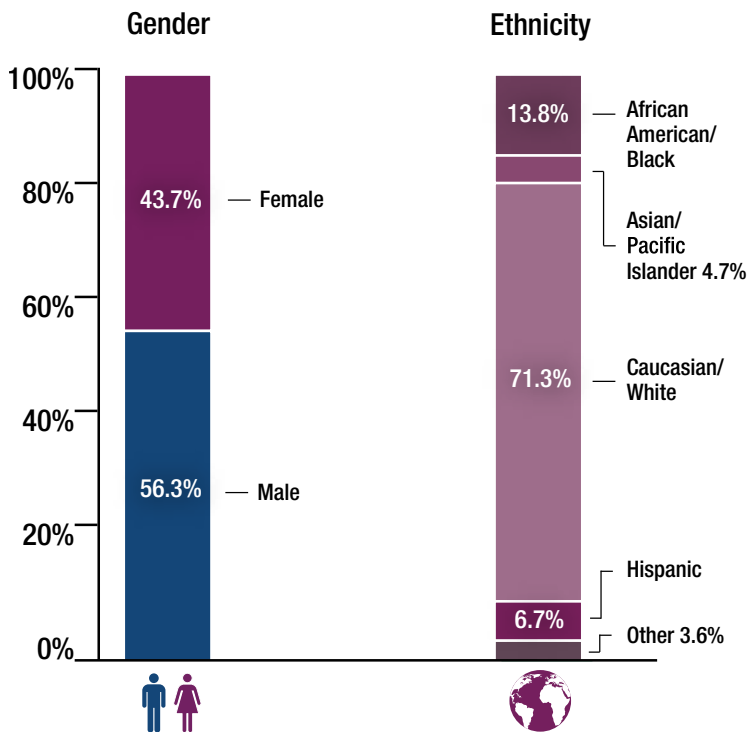
## Demographics

*Non-Participants Considering Fishing, Ages 6-17*



## Cool

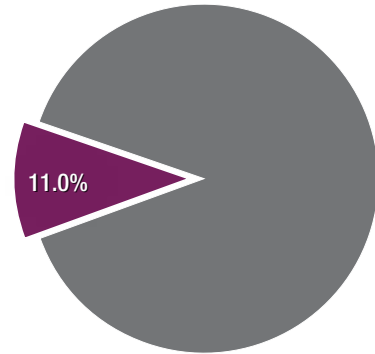
Almost 50 percent of adolescents considering participation in outdoor activities are interested because they think outdoor activities are cool.



# Youth Considering Participation in Fishing

Non-Participants Considering Fishing, Ages 6-17

**11.0%** of youth are considering participation in fishing.



# Motivation to Participate in Outdoor Activities

Non-Participants Considering Fishing, Ages 6-17

Based on 2010 data

	Ages 6-12	Ages 13-17
Outdoor activities are cool	48.1%	49.9%
My friends participate	29.4%	34.3%
My parents/brothers/sisters/other relatives participate	38.5%	50.3%
A school/community/other organized program introduced me	15.6%	11.6%
Outdoor activities look fun in magazines/books/websites/TV/movies	17.7%	14.8%
Outdoor activities are a good way to get exercise/stay fit	39.0%	48.9%
I want to try something new	33.1%	28.1%
I like challenges	18.9%	29.6%
I want a change from my usual routine	13.8%	20.0%
I can do outdoor activities near my home	34.0%	40.4%
Outdoor activities are affordable	18.6%	33.2%
I want to relax/manage stress	15.0%	10.9%
My kids are the right age now	9.0%	2.6%
Other reason	6.7%	0.0%

# HISPANICS

More than 14 percent of Hispanics living in the U.S. participate in fishing. This equates to 3.5 million individuals. Among America's largest minority group, freshwater fishing is the most popular. Almost 10 percent of the entire Hispanic population participates in freshwater fishing. Hispanic fishing participants tend to live in the West South Central, Pacific and South Atlantic regions of the nation.

## Total Participation

Hispanics, Ages 6+

**2008** Fishing (All): 13.7 percent, 2.4 million participants  
Freshwater Fishing: 10.4 percent  
Saltwater Fishing: 6.2 percent  
Fly Fishing: 1.5 percent

**2009** Fishing (All): 13.6 percent, 2.6 million participants  
Freshwater Fishing: 10.6 percent  
Saltwater Fishing: 4.8 percent  
Fly Fishing: 1.7 percent

**2010** Fishing (All): 14.5 percent, 3.4 million participants  
Freshwater Fishing: 11.0 percent  
Saltwater Fishing: 5.7 percent  
Fly Fishing: 1.7 percent

**2011** Fishing (All): 11.9 percent, 3.1 million participants  
Freshwater Fishing: 9.0 percent  
Saltwater Fishing: 4.6 percent  
Fly Fishing: 1.4 percent

**2012** Fishing (All): 13.8 percent, 2.8 million participants  
Freshwater Fishing: 9.4 percent  
Saltwater Fishing: 5.6 percent  
Fly Fishing: 3.0 percent

**2013** Fishing (All): 14.4 percent, 3.5 million participants  
Freshwater Fishing: 9.8 percent  
Saltwater Fishing: 6.0 percent  
Fly Fishing: 2.7 percent



## Camping

Camping is the most popular outdoor activity among Hispanic fishing participants.



## West South Central

More than 22 percent of Hispanic fishing participants live in Texas, Louisiana, Arkansas and Oklahoma.



## Ages 25+

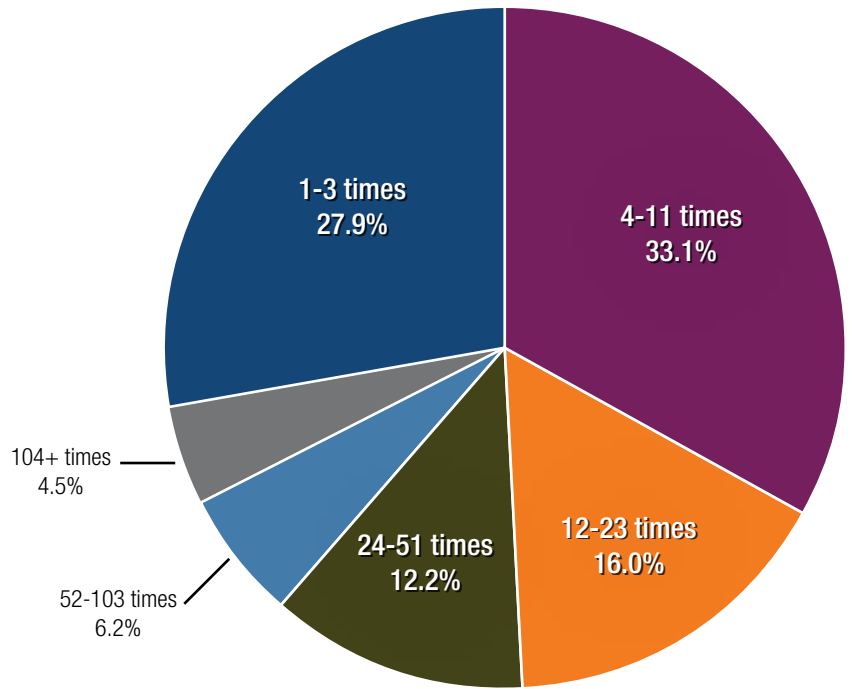
Adults, ages 25 to 44, make up more than 63 percent of Hispanic fishing participants.

# Annual Outings

In 2013, Hispanic fishing participants made more than 85.4 million annual outings — either close to home or on an overnight trip. That is almost five days more than the average annual outings for all fishing participants.

## 24.4 days

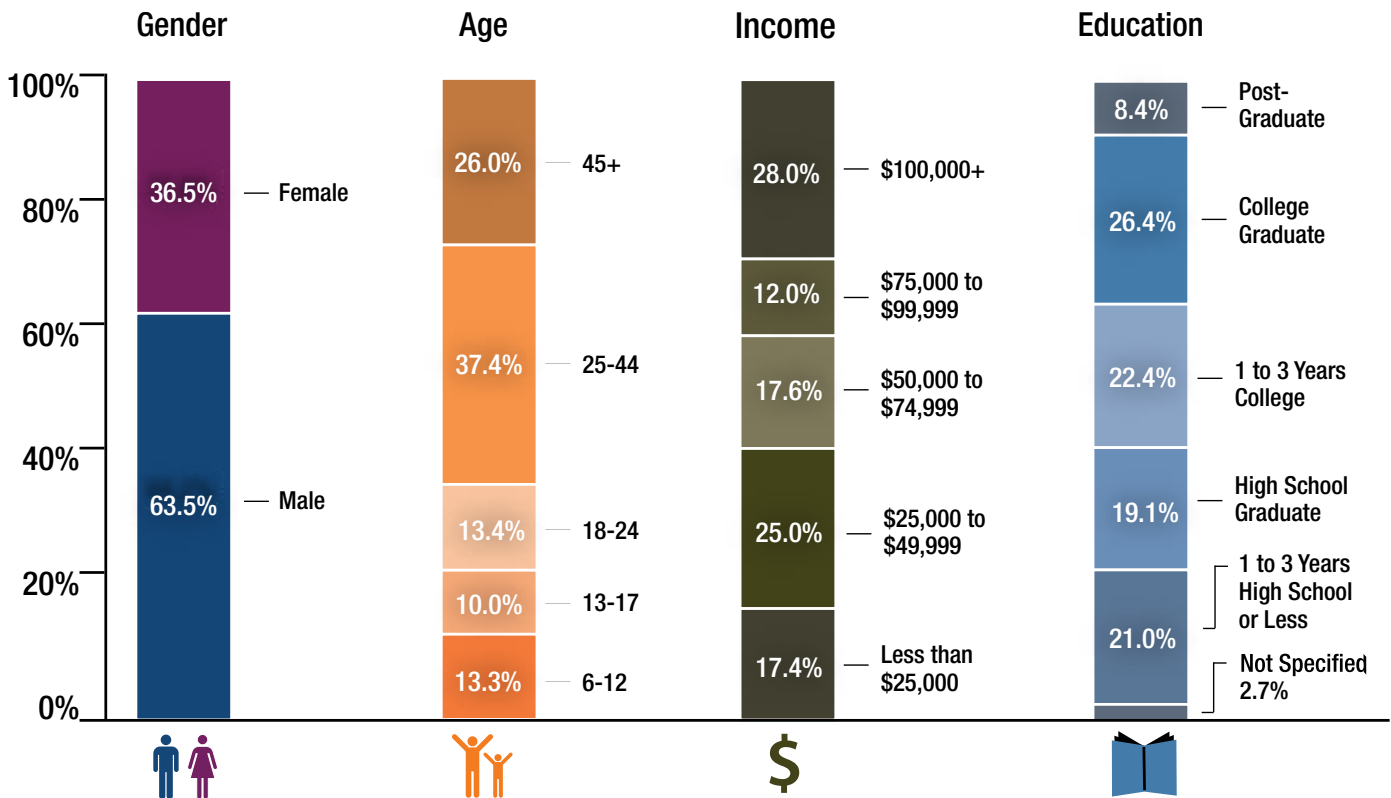
The average number of annual outings per Hispanic fishing participant. This is almost five days more than the average fishing participant.



Annual Outings  
Hispanic Fishing Participants,  
Ages 6+

# Demographics

Hispanic Fishing Participants, Ages 6+

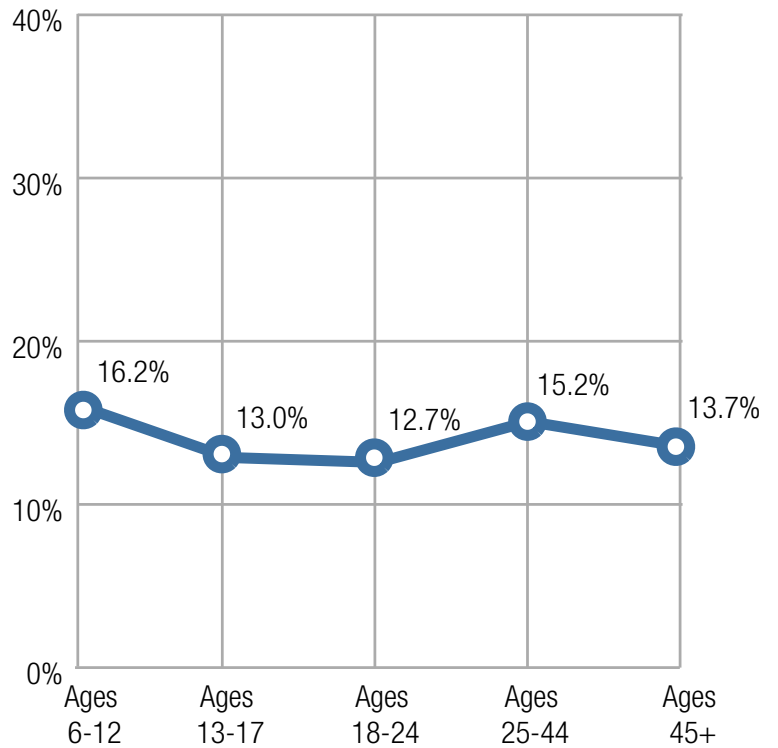


# Fishing Participation Life Cycle Among Hispanics

*Hispanic Americans, Ages 6+*

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

The Hispanic life cycle of fishing participation peaks during childhood and then declines slightly during adolescence and young adulthood. Participation climbs again among participants ages 25 to 44 and then decreases.

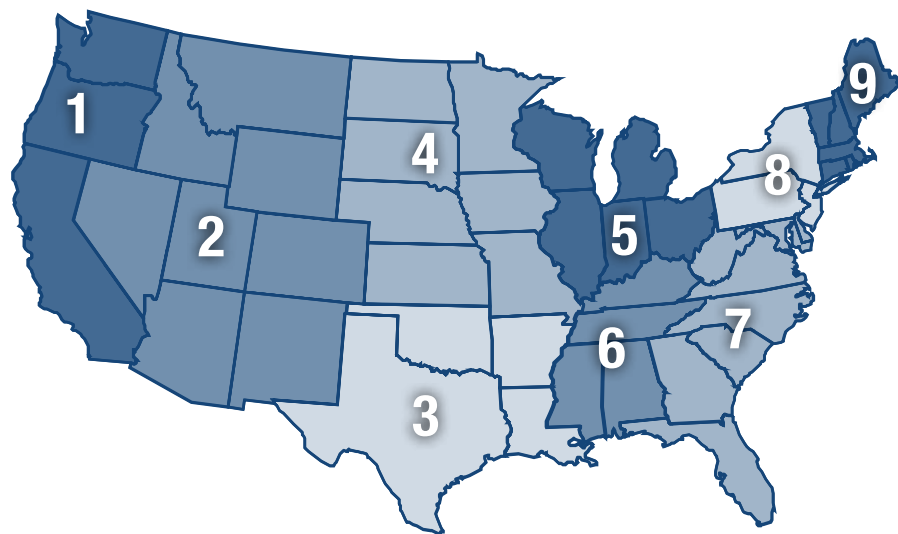


# Geography of Participants

*Hispanic Fishing Participants, Ages 6+*

## U.S. Census Regions

1. Pacific: **21.5%**
2. Mountain: **9.3%**
3. West South Central: **22.5%**
4. West North Central: **1.6%**
5. East North Central: **8.8%**
6. East South Central: **1.2%**
7. South Atlantic: **21.3%**
8. Middle Atlantic: **9.7%**
9. New England: **4.2%**



# Crossover Participation

*Hispanic Fishing Participants, Ages 6+*

## Outdoor Activities

1. Car, Backyard or RV Camping **34.2%**
2. Running, Jogging or Trail Running **31.9%**
3. Road, Mountain or BMX Bicycling **28.3%**
4. Wildlife Viewing or Birdwatching **24.3%**
5. Hunting **23.9%**

## Indoor Fitness Activities

1. Free Weights **43.4%**
2. Treadmill **20.1%**
3. Aerobics **19.7%**
4. Weight/Resistance Machines **19.6%**
5. Home Gym Exercise **18.6%**

## Team Sports

1. Basketball **19.6%**
2. Baseball **17.7%**
3. Football **15.4%**
3. Indoor and Outdoor Soccer **14.2%**
5. Volleyball **10.1%**

## Other Activities

1. Fitness Walking **44.7%**
2. Bowling **32.3%**
3. Billiards **27.8%**
4. Golf **22.7%**
5. Shooting and Target Shooting **22.1%**

# Use of Mobile Technologies While Participating in Outdoor Recreation

*Hispanics Fishing Participants, Ages 6+*

None	36.9%
iPod/music player	35.2%
Smartphone	34.2%
Laptop	20.5%
Tablet	12.1%
Fitness monitor	10.0%
Handheld GPS	9.5%
Watch-based GPS	3.5%
Other technology	0.6%

# Reason for Participating in Outdoor Recreation

Hispanic Americans are motivated to participate in outdoor activities because of their exercise benefits. Being close to nature and experiencing excitement and adventure are the second and third most popular responses.

*Hispanics Fishing Participants, Ages 6+*

Get exercise	65.1%
Be close to nature	57.2%
Experience excitement/adventure	48.9%
Be with family/friends	47.9%
Keep physically fit	45.4%
Observe scenic beauty	41.9%
Enjoy the sounds/smells of nature	40.9%
Develop my skills/abilities	39.1%
Get away from the usual demands	36.1%
Experience solitude	30.8%
Be with people who enjoy the same things I do	30.0%
Be with people who share my values	26.8%
Gain a sense of accomplishment	23.1%
It is cool	21.3%
Gain a sense of self-confidence	17.0%
Talk to new/varied people	9.7%
Other reason	1.9%



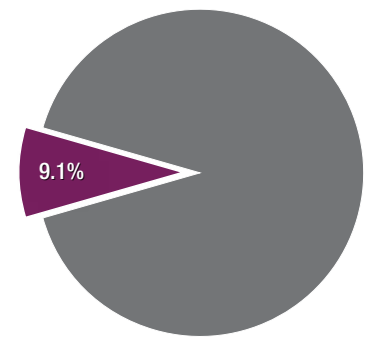


# POTENTIAL NEW HISPANIC FISHING PARTICIPANTS

Hispanics, the largest minority population in the United States, are underrepresented in outdoor activities, including fishing. As the Hispanic population continues to grow, it will be increasingly critical for the future of fishing to engage new Hispanic participants.

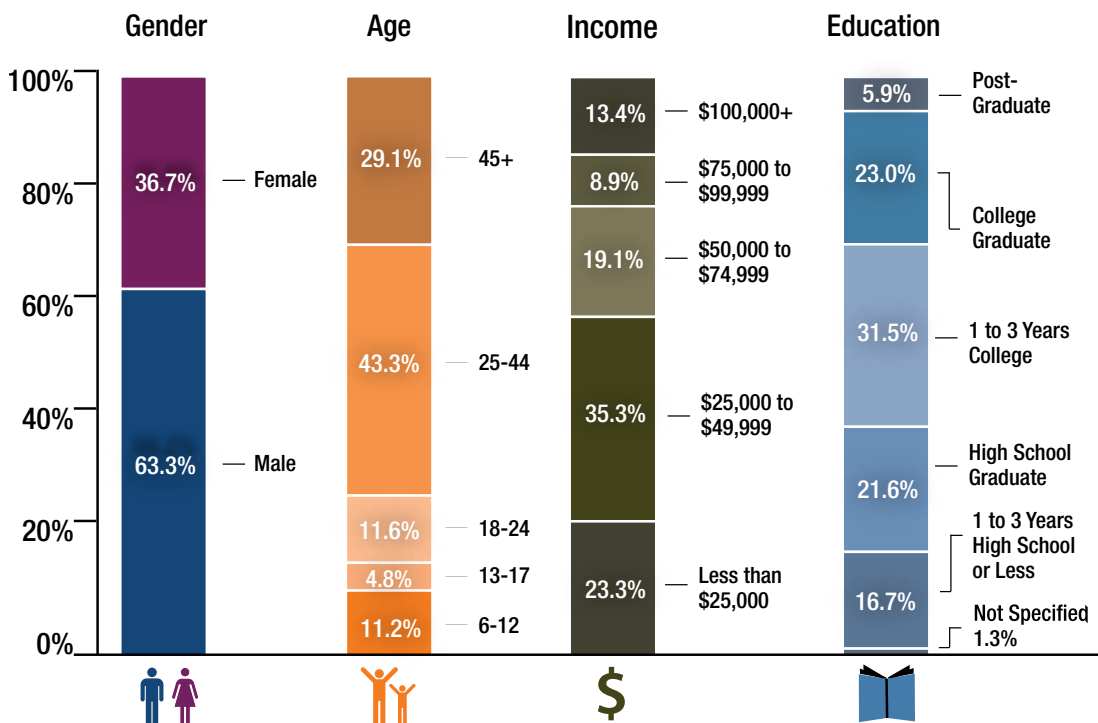
Of the 9.1 percent of Hispanic Americans considering participation in fishing, 63.3 percent are male, 43.3 percent are ages 25 to 44 and 35.3 percent have a household income between \$25,000 and \$50,000. The following pages present a full profile of Hispanics ages six and older who do not participate in fishing but are interested in becoming active in the activity.

**9.1%** of Hispanic Americans Ages 6+ are considering participation in fishing.



## Demographics

*Hispanic Non-Participants Considering Fishing, Ages 6+*

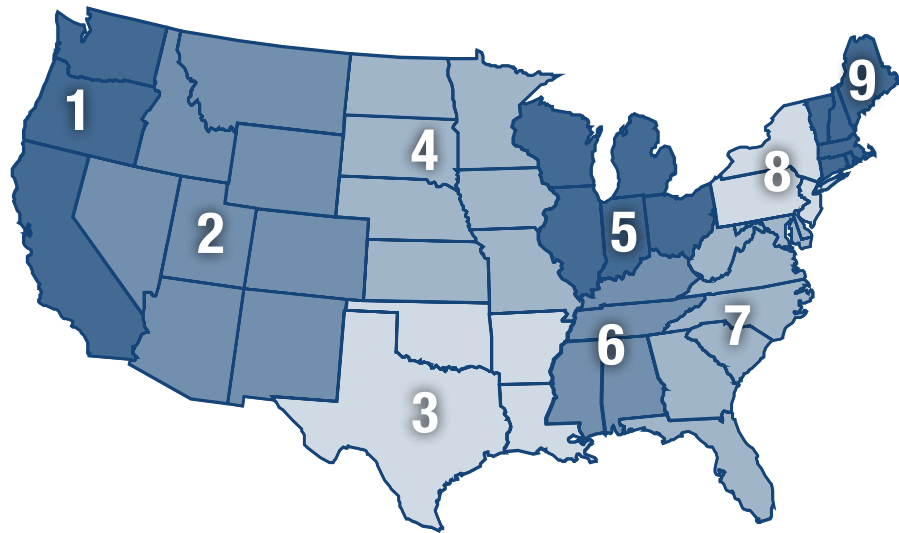


# Geography of Hispanic Americans Considering Fishing

*Hispanic Non-Participants Considering Fishing, Ages 6+*

## U.S. Census Regions

- 1. Pacific: **31.7%**
- 2. Mountain: **9.9%**
- 3. West South Central: **21.1%**
- 4. West North Central: **2.8%**
- 5. East North Central: **7.4%**
- 6. East South Central: **0.5%**
- 7. South Atlantic: **13.6%**
- 8. Middle Atlantic: **10.9%**
- 9. New England: **1.9%**



# Motivation to Participate in Outdoor Activities

*Based on 2010 data*

*Hispanic Non-Participants Considering Fishing, Ages 6+*

Outdoor activities are a good way to get exercise/stay fit	46.2%
Outdoor activities are cool	46.1%
I want to relax/manage stress	38.3%
I want to try something new	38.1%
I want a change from my usual routine	37.5%
I can do outdoor activities near my home	35.0%
I like challenges	31.8%
Outdoor activities are affordable	30.3%
My parents/brothers/sisters/other relatives participate	27.8%
My friends participate	21.8%
Outdoor activities look fun in magazines/books/websites/TV/movies	20.0%
My kids are the right age now	13.4%
A school/community/other organized program introduced me	3.4%
Other reason	2.1%

# PROFILE OF A FISHING TRIP

Most fishing trips are spontaneous, with more than 79 percent of trips being unplanned or planned within a week of the outing. When the participants embark on their outing, fishing is usually the primary activity, rather than being part of a larger event.

The majority of participants — more than 81 percent — caught fish on their last fishing trip, but what they did with the fish varied. Participants were almost evenly split on if they kept the fish to eat or if they released it.

More than half of participants invested in fishing gear in 2013.



## 81% Catch

More than 81 percent of participants caught fish on their last trip.



## 79% Spontaneous

Fishing trips are usually spontaneous, with more than 79 percent of participants not planning trips in advance or planning them within the week of leaving.



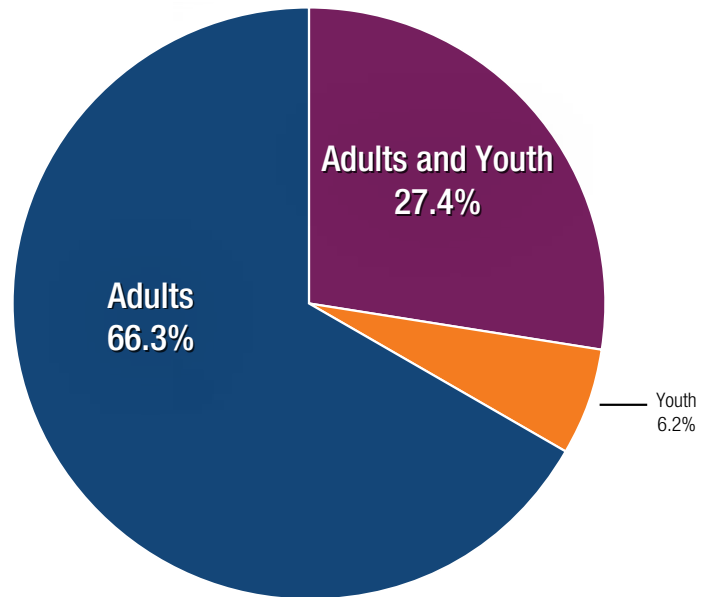
## 66% Adults

More than 66 percent of fishing companions are adults.

# Fishing Companions

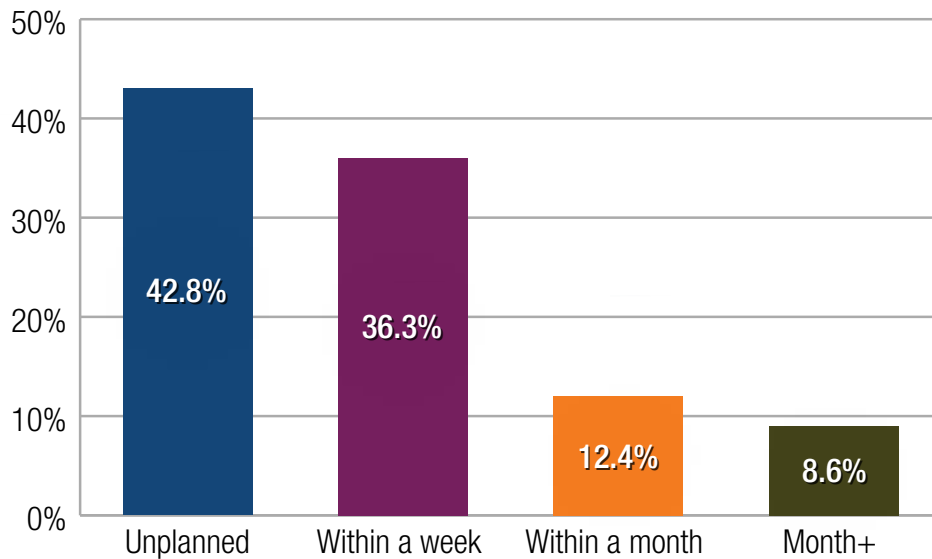
*Fishing Participants, Ages 18+*

Fishing participants ages 18 and up usually go fishing with other adults. More than 66 percent choose adults as their fishing companions, while only 27 percent fish with both adults and youth, and a mere six percent fish with just youth.



*Fishing Participants, Ages 18+*

# Trip Planning



# Fishing Venues

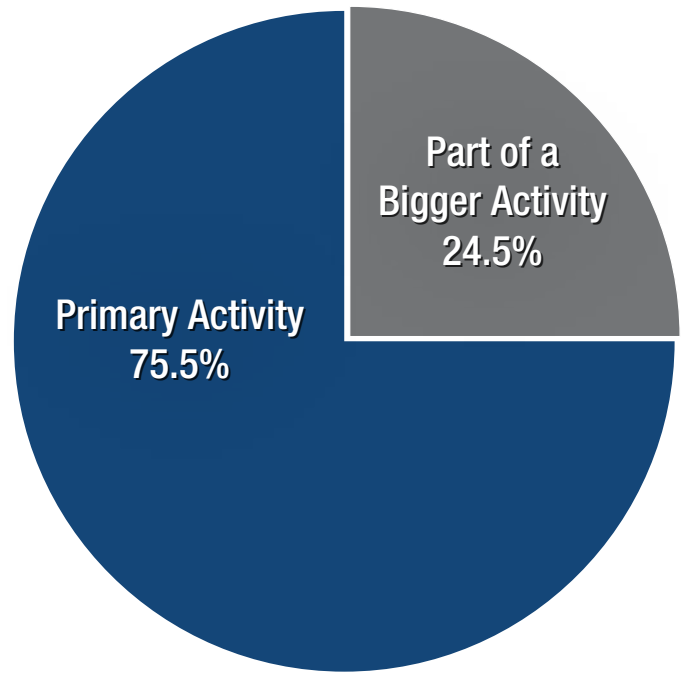
*Fishing Participants, Ages 6+*

Shoreline	49.8%
Boat	48.5%
River Bank	43.2%
Pier/Jetty	26.5%
Kayak	4.3%
Other	4.9%

# Fishing as an Activity

Fishing Participants, Ages 18+

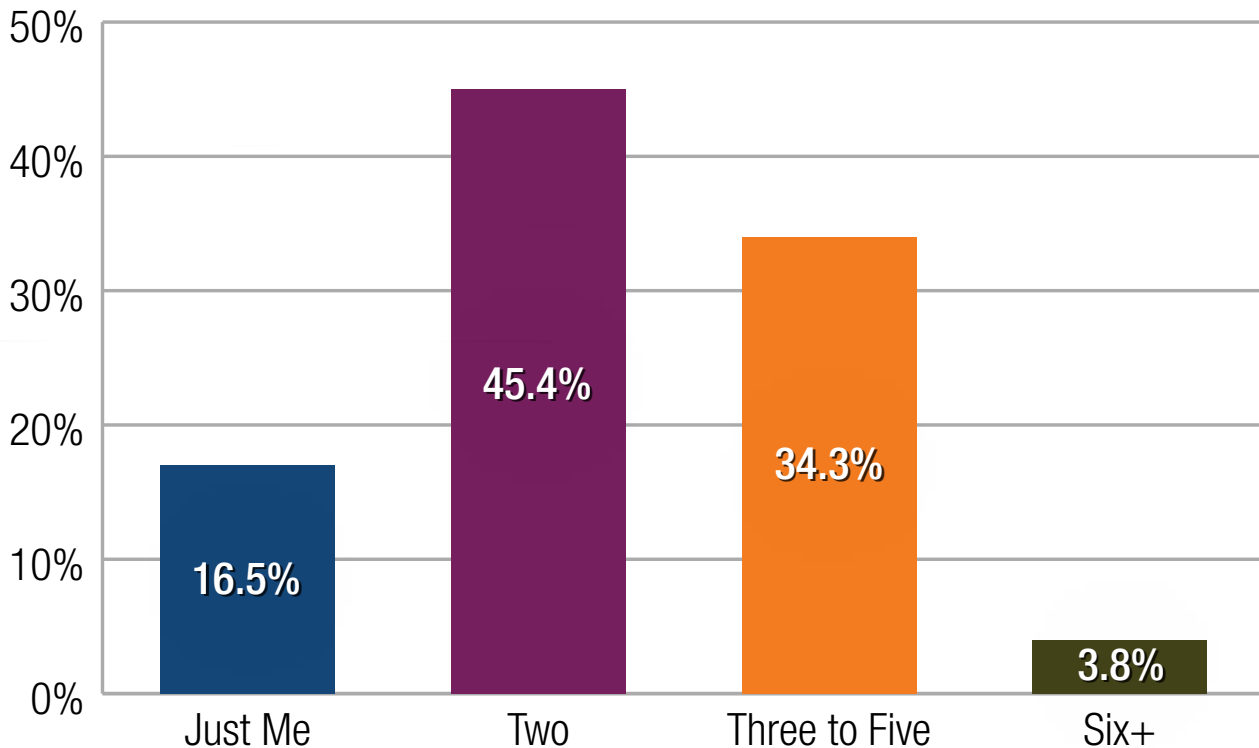
When Americans fish, it is usually not tied to another activity. Fishing is the primary activity three-quarters of the time.



Fishing Participants, Ages 18+

# Number of People in Fishing Group

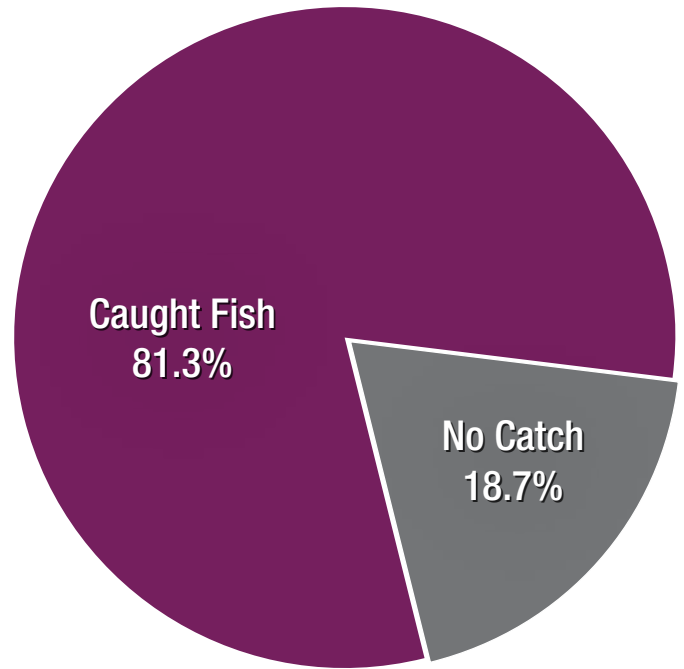
Fishing Participants, Ages 18+



# Catch on Most Recent Trip

Fishing Participants, Ages 18+

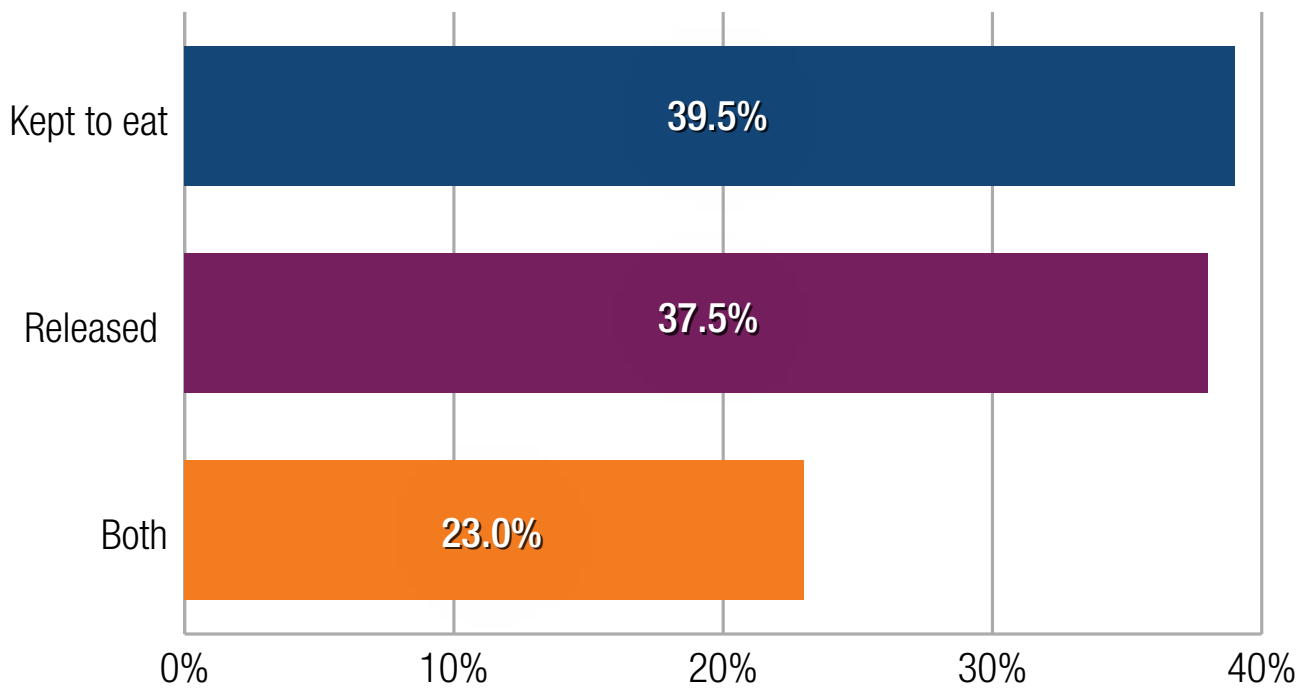
A significant majority of fishing participants caught fish during their last outing. More than 80 percent caught fish, while only 19 percent did not catch any fish.



Fishing Participants, Ages 18+

# What Did You Do With Your Catch?

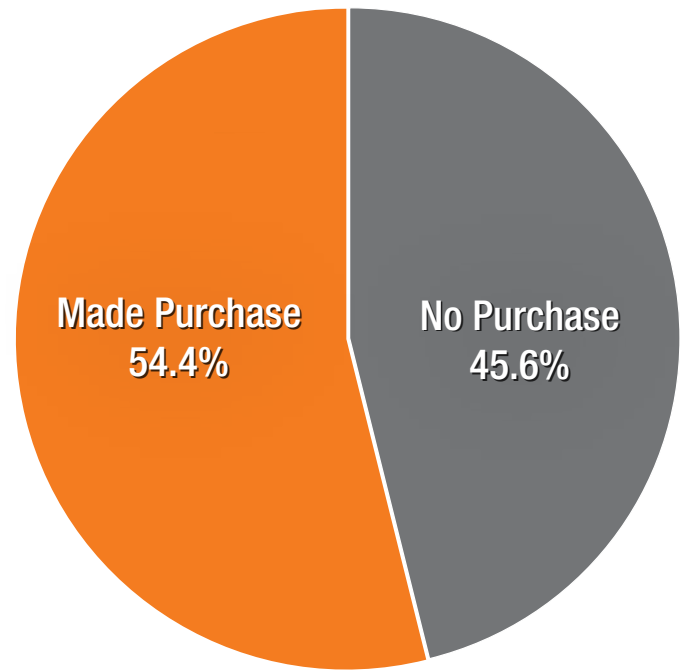
Fishing Participants, Ages 18+



# Fishing Gear and Equipment

*Fishing Participants, Ages 18+*

In 2013, more than half of fishing participants — 54 percent — purchased fishing gear or equipment. Forty-six percent made no purchase.



Fishing Participants, Ages 18+

# Tools or Resources That Would Make It Easier to Fish

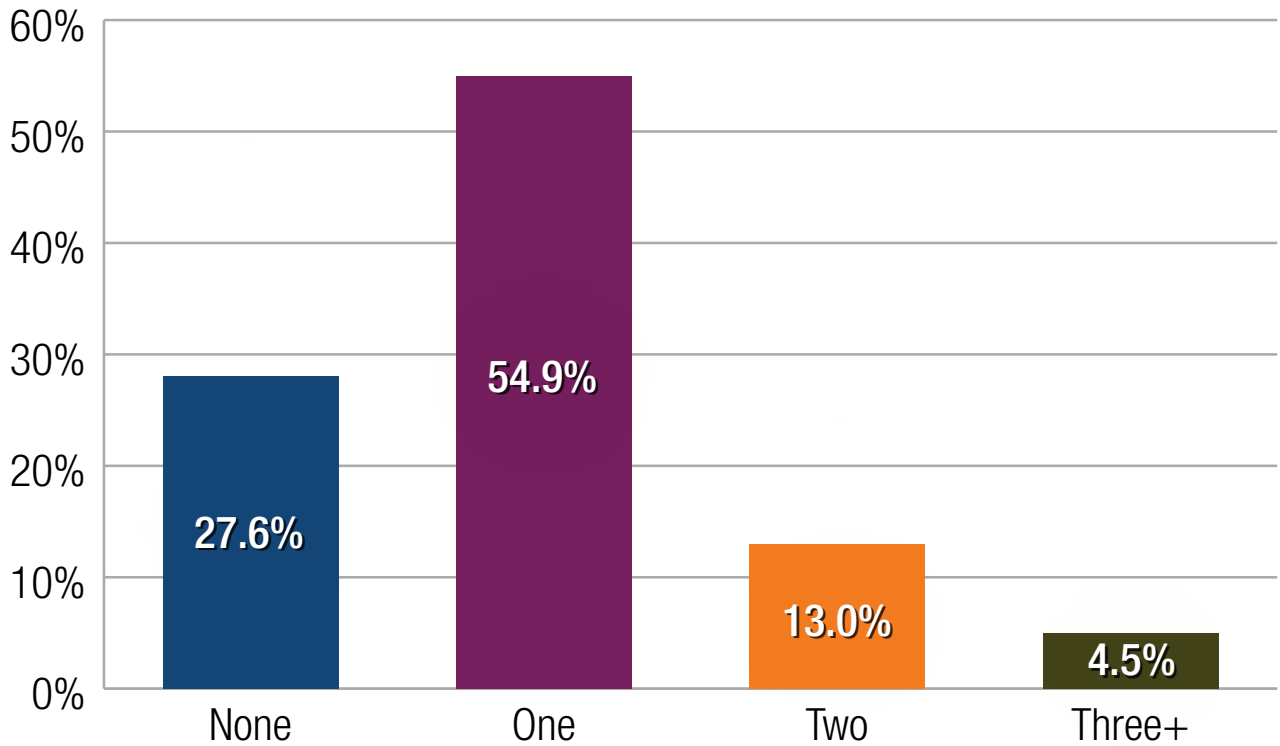
*Fishing Participants, Ages 18+*

Easier and more affordable access to boats	41.8%
Easier and more affordable access to fishing equipment	29.9%
Comprehensive mobile guides that you can access on the water	20.3%
Short lessons/information session from a state agency or local guide	17.5%
Closer access to water	2.0%
More time	1.8%
Clear water and less litter	1.2%
No or lower fishing license charges	0.8%
To live closer to the water	0.8%
Less crowded	0.6%
More fishing locations	0.6%
Better launching areas	0.6%
Information on where to fish	0.6%
None	9.4%



# Number of Fishing License Purchases

Fishing Participants, Ages 18+



# Location of Fishing License Purchase

Fishing Participants, Ages 18+

In state	80.7%
Out of state	8.8%
Both in and out of state	10.5%

# PERCEPTIONS OF FISHING

Almost half of new fishing participants tried fishing for the first time to experience excitement and adventure. And, before new participants' first trip, their expectation was also for an exciting fishing outing.

Fishing participants stereotype other participants as male and outdoorsy. Nearly 61 percent of males agreed that fishing participants looked like them while only 45.9 percent of females thought the same.

For male participants, the best things about fishing are catching fish, enjoying the sights and sounds of nature and getting away from the usual demands of life. Female participants generally agree, but spending time with family and friends also ranks high.



## Catching Fish

More than 40 percent of male participants say catching fish is the most enjoyable thing about fishing.



## 61% Male

Almost 61 percent of males think fishing participants look like them.



## Excitement/Adventure

More than 49 percent of first-time participants tried fishing to experience excitement or adventure.

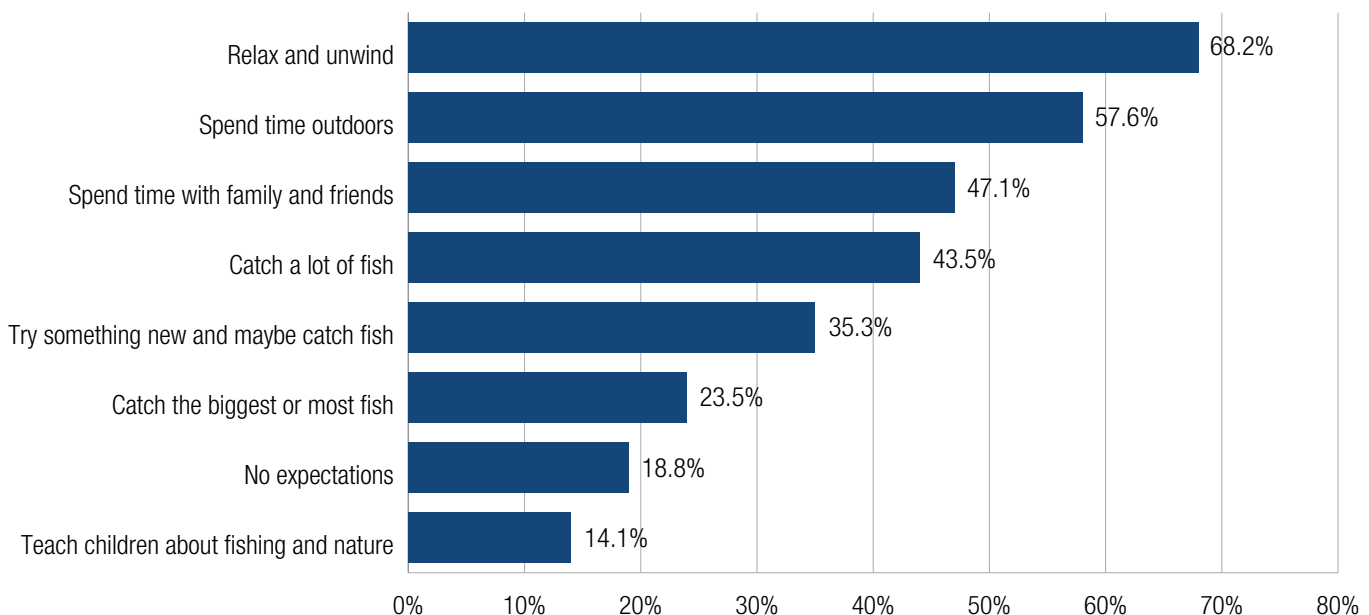
# Motivation for Trying Fishing for the First Time

*New Fishing Participants, Ages 18+*

Experience excitement/adventure	49.4%
Spend time with family	47.1%
Ease of access to fishing	37.6%
Try catching my own food	29.4%
Solitude	28.2%
A friend or relative took me	28.2%
Part of a vacation or group outing	27.1%
Try a new hobby	22.4%
Low cost of fishing equipment	21.2%
Fished as a child	21.2%
Disconnect from electronics	18.8%
Wanted to take my children fishing	17.6%
Children asked to go fishing	16.5%
Saw a show about fishing	11.8%
Read a magazine about fishing	11.8%
Recently moved and wanted to try fishing there	9.4%
Learned about fishing on the internet	5.9%
Have retired	1.2%

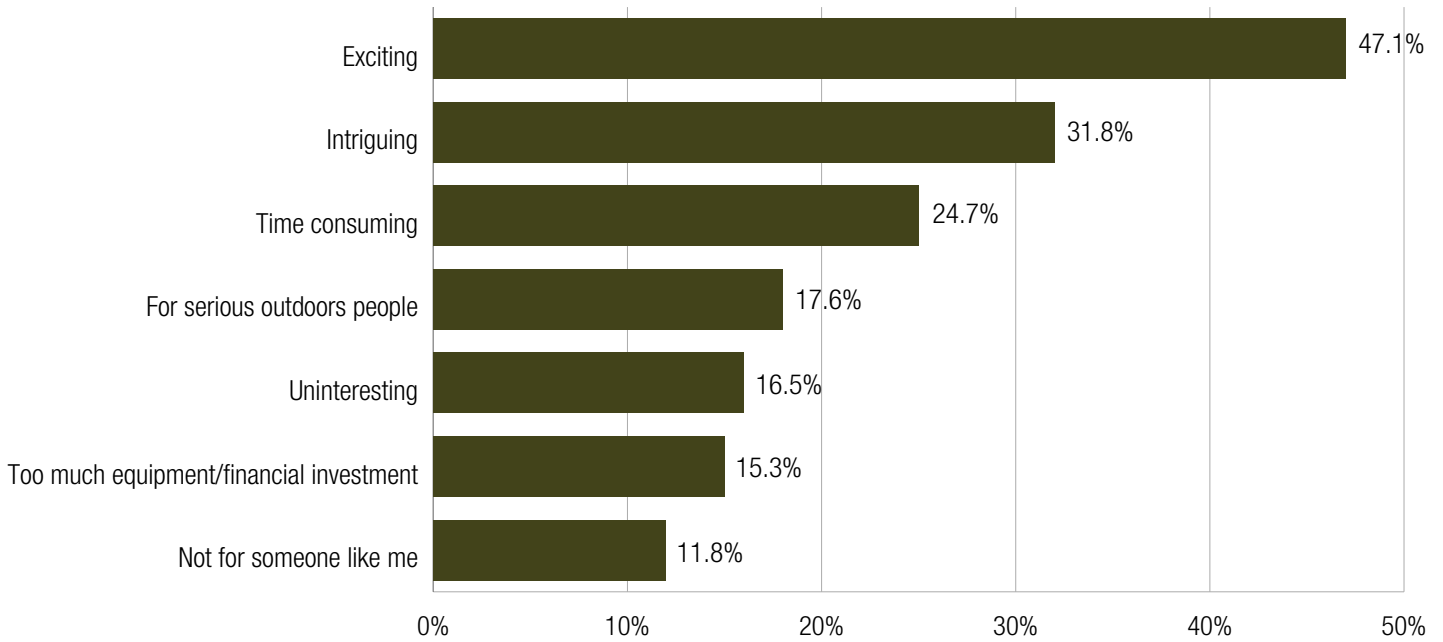
# Expectations for First Fishing Trip

*New Fishing Participants, Ages 18+*



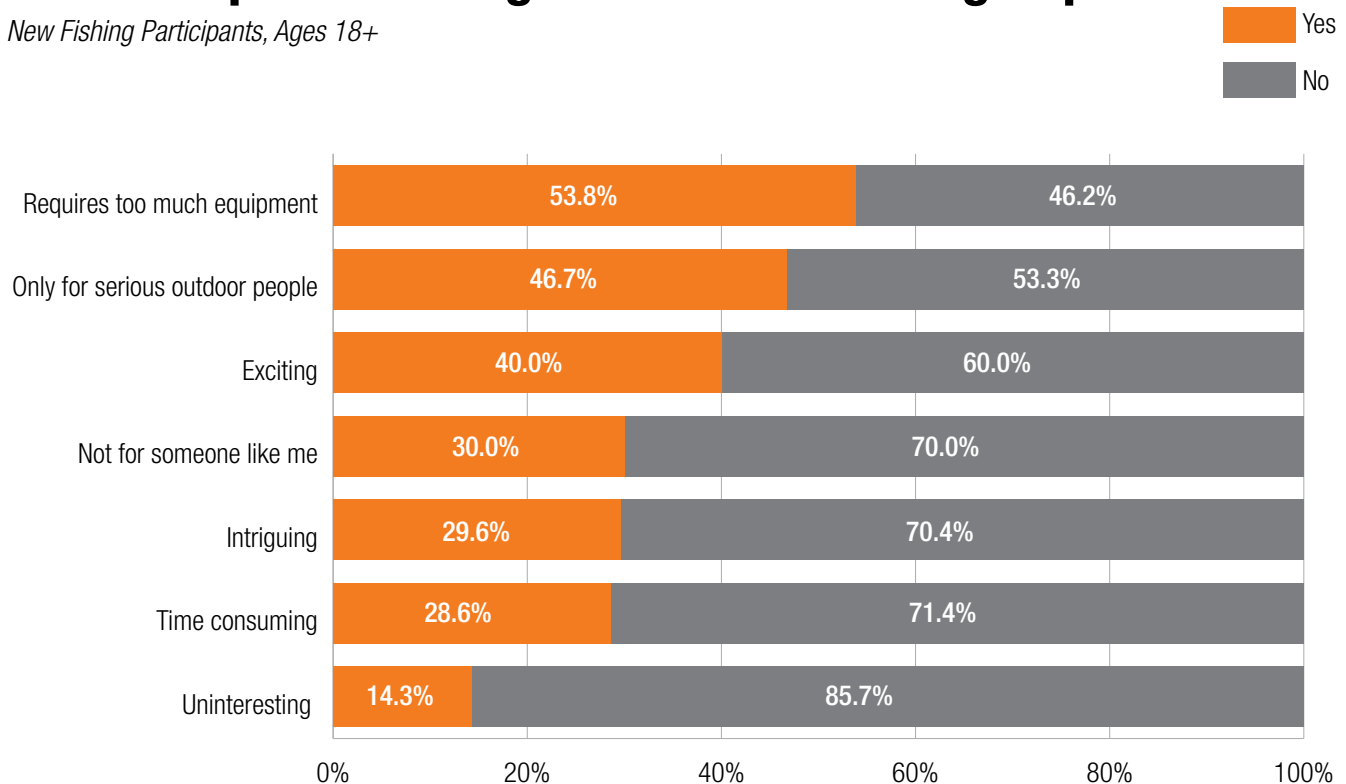
# Perceptions Before Participating in Fishing

New Fishing Participants, Ages 18+



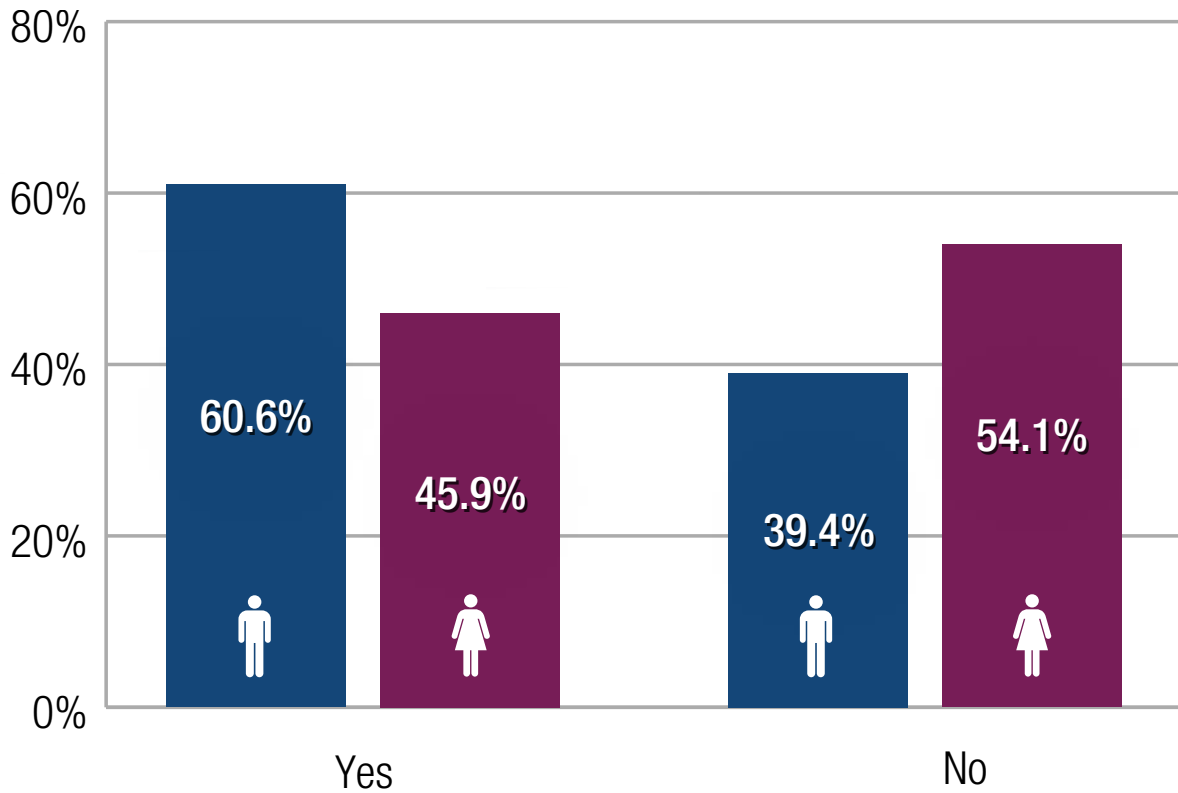
# Did Perceptions Change After First Fishing Trip?

New Fishing Participants, Ages 18+



# When You Think of a Fishing Participant, Do You Envision Someone Who Looks Like You?

Fishing Participants, Ages 18+



# Best Thing About Fishing

*Fishing Participants, Ages 18+*

	Males	Females
Catching fish	40.2%	29.2%
Enjoying the sounds and smells of nature	31.4%	30.4%
Getting away from the usual demands of life	30.2%	35.1%
Being close to nature	26.8%	21.1%
Spending time with family or friends	24.4%	33.9%
Observing scenic beauty	21.6%	25.7%
Experiencing solitude	15.5%	14.6%
Catching my own food	13.7%	8.2%
Experiencing excitement/adventure	11.9%	11.1%
The strategy of finding the right spot and the right tackle	11.9%	10.5%
Being with people who enjoy the same things I do	11.0%	11.1%
Sharing the enjoyment of fishing with a child	10.4%	15.8%
Reliving my childhood memories of going fishing	6.4%	8.8%
The affordability of fishing as low-cost entertainment	6.1%	6.4%
Being with people who share my values	5.2%	3.5%
Talking to new and varied people	4.9%	1.8%
Developing my skills and abilities	4.6%	3.5%
Gaining a sense of accomplishment	2.7%	4.7%
Getting exercise	2.7%	2.3%
Gaining a sense of self-confidence	1.5%	2.3%
Keeping physically fit	1.5%	0.6%
Because it is cool to do	1.2%	4.1%

# Worst Thing About Fishing

*Fishing Participants, Ages 18+*

	Males	Females
Not catching any fish	37.0%	36.0%
Like everything about fishing	35.2%	23.8%
The fishing spots are crowded	19.7%	16.3%
The hassle (loading equipment, finding a place to fish, driving)	14.8%	16.3%
Lakes and rivers are not clean	9.7%	14.0%
The expense (equipment, bait, supplies)	9.4%	6.4%
Being outdoors (flies, mosquitoes, weather)	6.7%	8.7%
Not having the right equipment	5.8%	7.6%
Baiting the hooks or taking the fish off the hook	5.5%	29.7%
Boring	3.9%	4.7%



# FUTURE OF FISHING

More than half of fishing participants plan on taking eight or more fishing trips next year. This group says that they are returning to the sport because it is relaxing, they love catching fish and they enjoy the outdoors.

The 2.2 percent of participants who do not plan on fishing next year are interested in other activities, have health issues or simply lack interest.

Participation in fishing as a young person is critical to participation later in life. A significant majority — nearly 84 percent — of current participants fished as children ages 12 and younger. These participants carry lifelong positive associations with fishing, such as spending time with loved ones and being immersed in nature.



## Fished as Youth

Almost 84 percent of fishing enthusiasts participated in fishing as children, before the age of 12.



## Nature

Nearly 67 percent of participants have positive fishing memories associated with spending time immersed in nature.



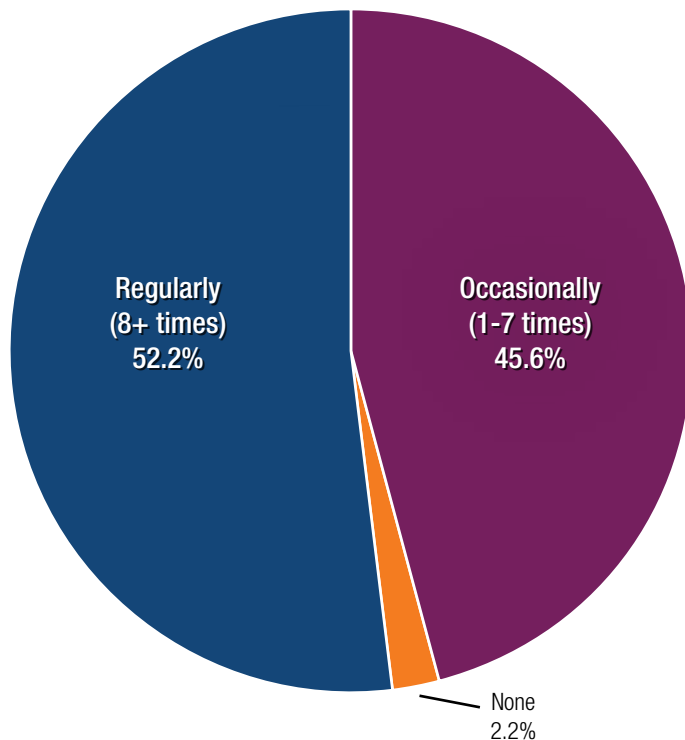
## Relaxing

Just about 31 percent of participants return to fishing because it is relaxing.



## Plans for Fishing Next Year

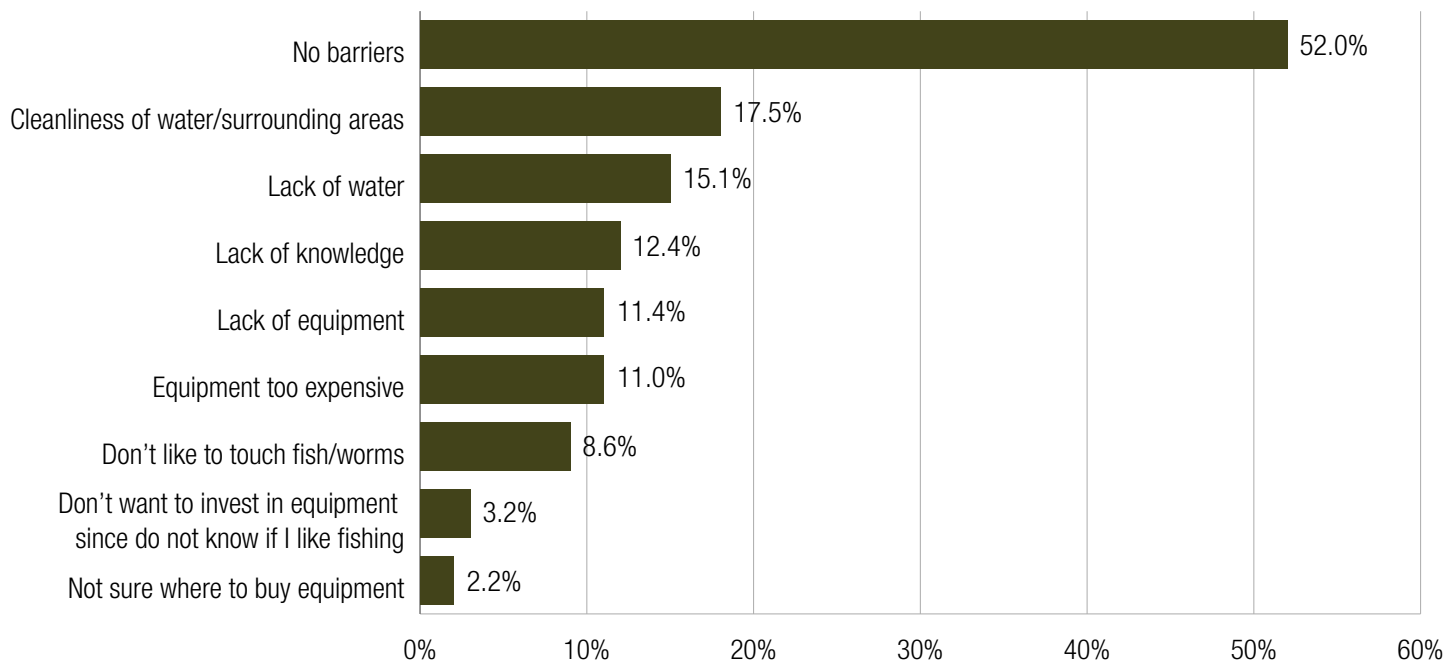
Almost 98 percent of fishing participants plan on making regular or occasional fishing trips next year. Of those, more than half, 52.2 percent, plan on taking eight or more fishing trips and 45.6 percent plan on making one to seven trips.



Number of Planned Outings  
Fishing Participants,  
Ages 18+

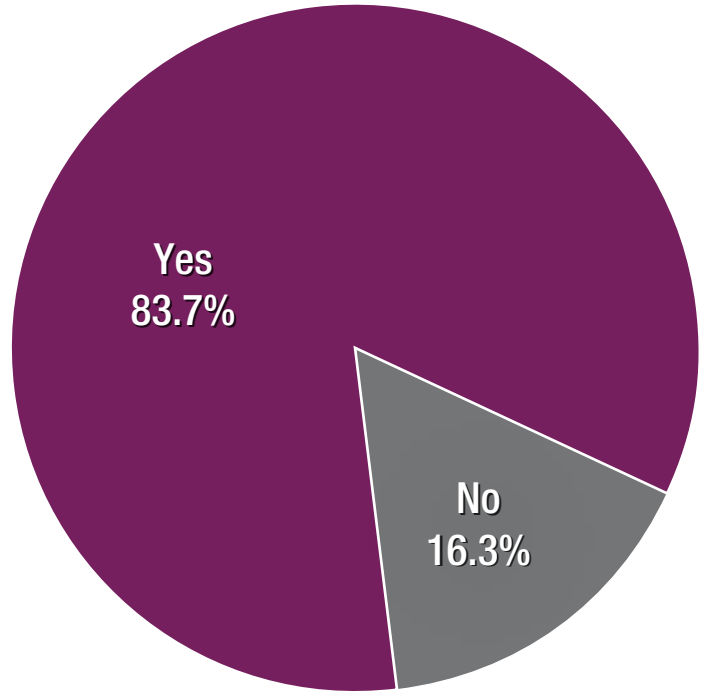
## Barriers to Participation

Fishing Participants, Ages 18+



# Participation in Fishing as a Child

Participating in fishing as a child has a powerful effect on participation later in life. Among current adult fishing participants, 83.7 percent fished as children ages 12 or younger. Only 16.3 percent did not fish during childhood.



*Fishing Participants, Ages 18+*

# Positive Memories or Associations with Fishing

*Fishing Participants, Ages 18+*

Spending time outdoors immersed in nature	66.7%
Spending quality time with family or friends	64.5%
Reminds me of my childhood	45.6%
Enjoying the water in a way I don't typically do in my daily life	37.5%
Helping me connect with a simpler way of life	34.5%
Learning a new skill	26.7%
None	1.8%
Other	2.8%

## Reasons for Continuing to Fish

*Participants Who Were New to Fishing in 2013, Ages 18+*

Relaxing	30.7%
Catching fish	23.9%
Being outdoors/fresh air	21.6%
Peaceful/tranquil	17.9%
Family activity	17.0%
Fun	16.4%
Eating fish	11.1%
Thrill of the chase	11.1%
Water	10.1%
Nature	9.7%
Sociable	9.5%
Quiet	8.6%
Challenging	6.1%
Exciting	5.9%
Lifelong interest	4.8%
Love fishing	4.6%
Break from the norm	2.3%
Solitude	2.1%
Free/inexpensive	1.1%
Cleaning fish	0.8%
Other	1.1%

## Reasons for Stopping Participation in Fishing

*Participants Who Will Not Fish Next Year, Ages 18+*

Prefer other sports	27.3%
Health	18.2%
Lack of interest	18.2%
Hate fish/fishing	9.1%
Fishing buddy moved	9.1%
Availability	9.1%
Was a special occasion	9.1%

# Methodology

Each year the Physical Activity Council (PAC) carries out the largest sports participation study in the USA. During January and February of 2013 a total of 19,240 online interviews were carried out with a nationwide sample of individuals and households from the U.S. Online Panel of more than one million people operated by Synovate/IPSOS. A total of 7,528 individual and 11,712 household surveys were completed. The total panel is maintained to be representative of the U.S. population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2014 participation survey sample size of 19,240 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 U.S. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.31 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

A weighting technique was used to balance the data to reflect the total U.S. 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 290,001,000 people ages six 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.

## Notes

Unless otherwise noted, the data in this report was collected during the latest 2014 participation survey, which focused on American participation in the 2013 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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