

2022 SPECIAL REPORT ON FISHING



a partnership project of:

**OUTDOOR
FOUNDATION**



RECREATIONAL
BOATING & FISHING
FOUNDATION

TABLE OF CONTENTS



01	Executive Summary
03	Fishing Participation
12	Freshwater Fishing
16	Saltwater Fishing
20	Fly Fishing
24	Youth Participation
31	Hispanic Participation
37	Female Participation
43	Profile of a Fishing Trip
47	Perceptions of Fishing
52	Future of Fishing
55	Methodology

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EXECUTIVE SUMMARY

Recreational fishing is a vibrant part of America's outdoor tradition, promoting wellness, fostering bonding with family and friends, and forging a deep connection with nature, particularly amid COVID-19 related limitations. Whether fishing on lakes, rivers, streams or seas; from shorelines, boats or embankments; millions of Americans were united in 2021 by the love of fishing. Using 15 years of fishing participation data, the Outdoor Foundation (OF) and the Recreational Boating & Fishing Foundation (RBFF) partnered to produce the *Special Report on Fishing* for the 12th consecutive year. This report provides 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. Special sections are dedicated to youth, Hispanic Americans, and females—populations we must engage, activate, and retain to ensure future growth.

Overall Fishing Participation Trends

In 2021, 52.4 million Americans ages 6 and over from across the country took to the nation's waterways to enjoy recreational fishing, a 4 percent decline from 2020. However, nearly 2.3 million more Americans fished in 2021 than did in 2019. While 17 percent of Americans fished in 2021 (versus 18 percent in 2020) both the fishing participation rate and number of participants were higher than in 2019.

Over two-thirds of participants fished 1 to 11 times in 2021—less than once a month. Participation among the most frequent anglers, those fishing once per week or more, has gradually declined over 15 years of participation data collection. Just 5.4 percent fish each week, down from 9 percent in 2007.

The "leaky bucket" analysis measures the annual churn of fishing participants—those joining or rejoining the activity compared to those quitting. 2021 saw a net loss of 2.4 million fishing participants versus the year prior. 11.6 million new or returning anglers fished, while 14 million left the sport.

Fishing by Category

Nearly 41 million Americans ages 6 and over freshwater fished in 2021, representing almost 8 in 10 total participants. Freshwater's participation rate fell to 13 percent of Americans, down from 14 percent in 2020. Freshwater outings fell to 623 million as average annual outings slightly declined from 16 in 2020 to 15 in 2021. Seven in 10 fishing outings in 2021 were freshwater outings.

Following gains in 2020, saltwater fishing had a bit of a hangover in 2021 as the number of participants (13.8 million) declined by 5 percent. Outings fell 8 percent to 180 million, while average annual outings were unchanged at 13. By most measures, however, saltwater fishing was stronger in 2021 than in 2019.

With a 4 percent decline in participants to 7.5 million, it might seem that fly fishing's steady growth in participants that began in 2014 had stalled. Yet fly recorded 450,000 more participants in 2021 than in 2019—and nearly two million more participants than a decade ago. Outings declined from 97 million in 2020 to 87 million in 2021, while annual average outings fell from 13 to 12.

Youth Participation

Youth and adolescent participation were down from 2020 highs but remained strong with a million more participants than in 2019. In 2021, 7.9 million children ages 6 to 12 fished, and 5.0 million adolescents ages 13 to 17 did so. The participation rate among children ages 6 to 12 fell 3 percent to 28 percent overall, while the adolescent participation rate was unchanged at 24 percent. Participation among female children and female adolescents grew 5 percent and 10 percent, respectively. Participation among male children and male adolescents declined 18 percent for both age groups. Adolescents logged an average of 18 outings versus 13 for children. Anglers ages 6 to 17 together recorded over 184 million outings.

Hispanic Participation

4.7 million Hispanics ages 6 and over fished in 2021, down slightly from 2020's record high of 4.8 million. The participation rate among Hispanics grew an average of 3 percent annually over each of the past three years. Females comprised 37 percent of Hispanic participants, mirroring the total participant population. Freshwater, saltwater and fly participant numbers fell 2 percent, 9 percent and 11 percent, respectively, in 2021. Total outings and average annual outings fell 5 percent and 4 percent, respectively.

Female Participation

Female fishing participation fell slightly, though there were 2.8 million more female anglers in 2021 than five years prior—and 3.8 million more than a decade ago. Female fishing participants averaged 15 annual outings in 2021, unchanged from 2020. As with other fishing populations, the subset of least frequent participants continued to grow. Females that fished less than once per month grew from 64 percent of female anglers in 2007 to nearly 70 percent.

Profile of a Fishing Trip

A large majority of participants, 80 percent, fished in groups of 2 to 5 anglers. Only 17 percent said they usually fished alone, confirming that fishing remained a shared activity despite nearly two years of COVID-19 limitations. Shorelines, riverbanks, and boats were the most popular venues. 82 percent of participants were successful in catching at least one fish on their most recent trip. 44 percent opted to release their catch, just under a third kept it, and one in four reported doing both.

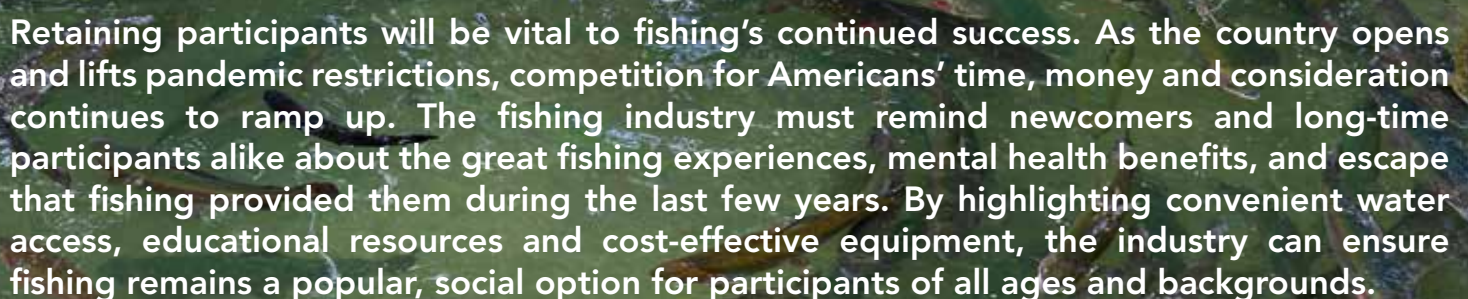
Perceptions of Fishing

Americans primarily fished to enjoy the splendor of nature while escaping the usual demands of life. In terms of positive memories of fishing, females listed spending quality time with family and friends as their most common answer, while men said spending time in nature. When asked which factors prevented enjoying fishing, the most cited were crowded fishing spots and not catching any fish. Being outdoors and unclean lakes and rivers were next, followed by the cost associated with fishing.

Future of Fishing

Data continues to underscore the critical importance of introducing fishing at a young age, as 86 percent of current fishing participants first fished before the age of 12. Participation rates among young anglers fell by nearly half between the ages of 12 and 24, suggesting that retaining teenagers and young adults is important to growing and maintaining future participation.

By understanding the demographics and motivations of participants, the fishing industry can better reach Americans, nurture a new generation of fishing enthusiasts and retain those who are already involved in the sport. Building strong connections between and creating positive experiences for new and continuing participants will ensure that our nation's waterways are protected, our communities are healthy, and our industry is thriving.



Retaining participants will be vital to fishing's continued success. As the country opens and lifts pandemic restrictions, competition for Americans' time, money and consideration continues to ramp up. The fishing industry must remind newcomers and long-time participants alike about the great fishing experiences, mental health benefits, and escape that fishing provided them during the last few years. By highlighting convenient water access, educational resources and cost-effective equipment, the industry can ensure fishing remains a popular, social option for participants of all ages and backgrounds.

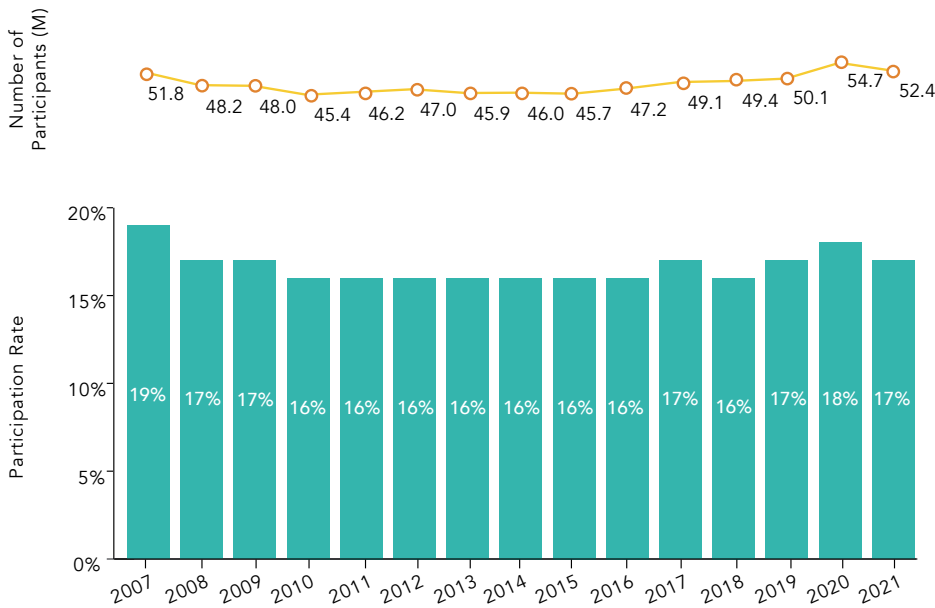
FISHING PARTICIPATION



FISHING PARTICIPATION

PARTICIPATION OVER TIME

In 2021, 17 percent of the U.S. population ages 6 and up went fishing at least one time, down from 18 percent in 2020. About 52.4 million Americans fished in 2021—2.4 million fewer than the year prior. However, both the participation rate and the number of participants were higher than before COVID-19.



52.4M

TOTAL #
OF PARTICIPANTS

2.4M decrease from 2020

17%

NATIONAL
PARTICIPATION RATE

down from 18% in 2020



890M

TOTAL #
OF OUTINGS

79M fewer than 2020



17

AVERAGE ANNUAL
OUTINGS

4% decrease from 2020

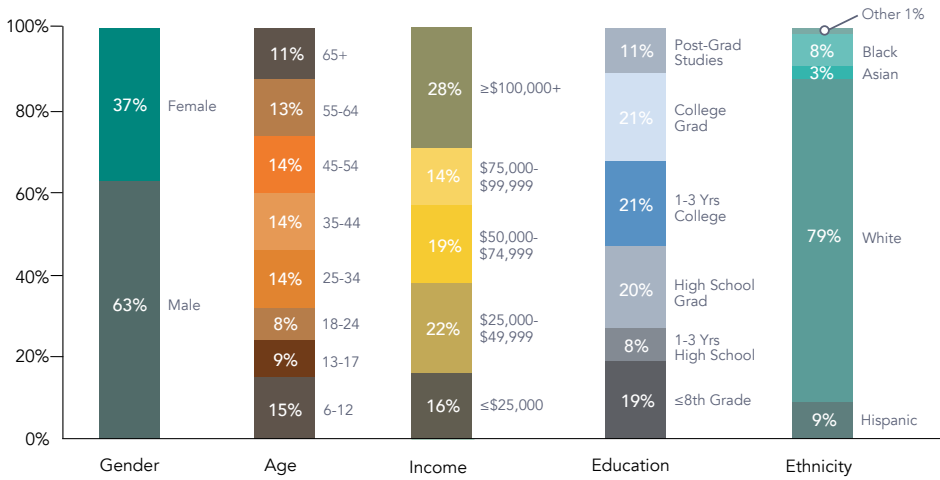


2.3M

MORE PARTICIPANTS
IN 2021

vs. 2019 (pre-COVID)

WHO PARTICIPATED?



63%
MALE PARTICIPANTS

PARTICIPATION DEMOGRAPHICS

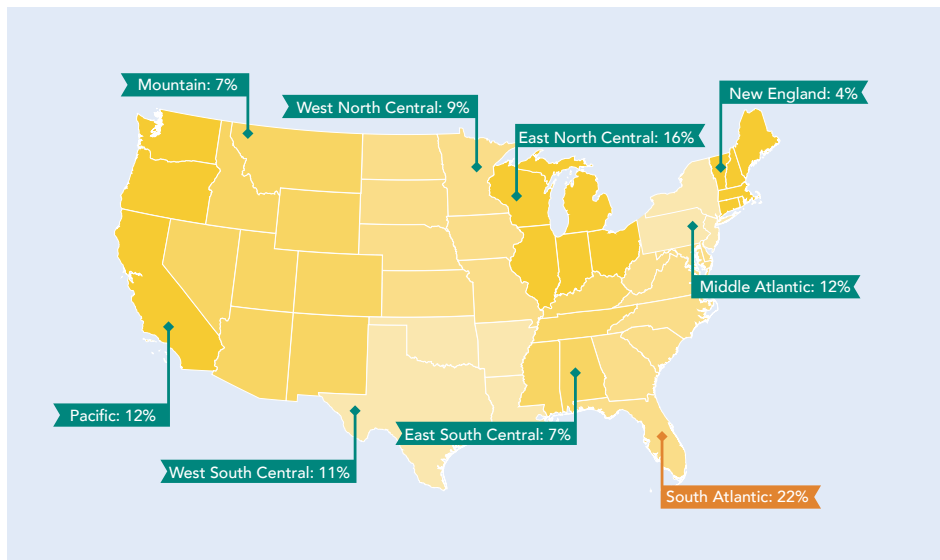
Nearly 19.4 million women went fishing in 2021, the second-highest number since participation tracking began 15 years ago (only 2021 was higher). Females made up 37 percent of participants—also the highest level on record—up from 32 percent in 2010.

Participants ages 6 to 17 and those over 55 each represented about a quarter of all participants. A decade ago, about one in five participants were either children or seniors, but in 2021 that grew to one in four. The youngest and oldest age cohorts continued to grow their share of participants.

Fishing participants were not as diverse as the U.S. population. About eight in ten participants in 2021 were White, versus just six in ten nationally. Gaps were evident among Hispanics (9 percent of fishing participants versus 18 percent of the U.S. population), Black anglers (8 percent versus 12 percent) and Asian participants (3 percent versus 6 percent).



13-17
FASTEST GROWING AGE COHORT
based on average annual growth since 2018



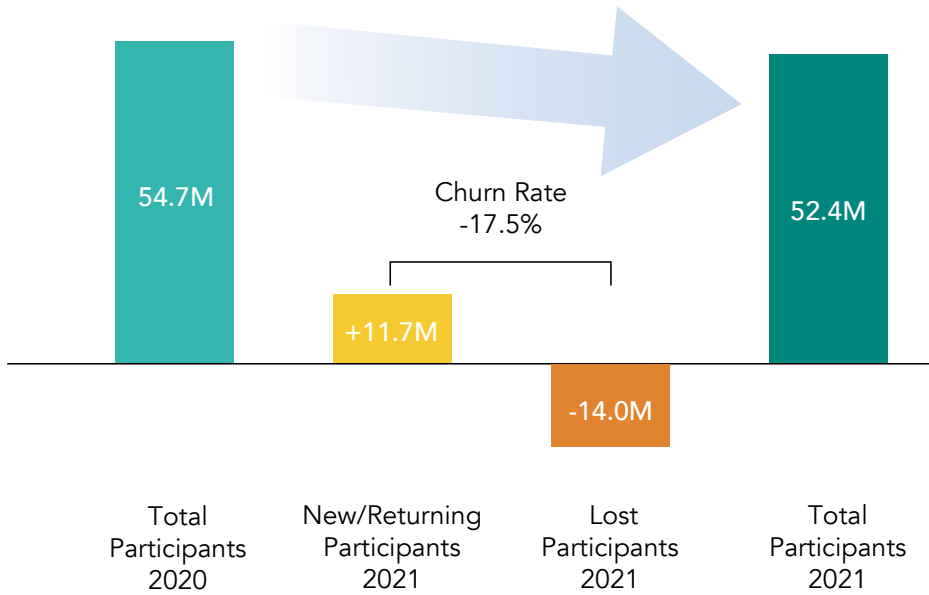
REGIONAL PARTICIPANTS

The South Atlantic region, with ample coastline for fishing and abundant interior lakes and waterways, was home to more than one in five participants. South Atlantic grew its share of anglers over the last three years, along with the Pacific, Middle Atlantic and Easy South Central regions.

PARTICIPATION IN-DEPTH

LEAKY BUCKET ANALYSIS

From 2020 to 2021, there was a net loss of 2.4 million fishing participants. The annual churn rate (which compared how many joined or continued fishing to those quitting) was minus 18 percent, the same amount it was up in 2020.



3.7M
FIRST TIME PARTICIPANTS
and 8M returning



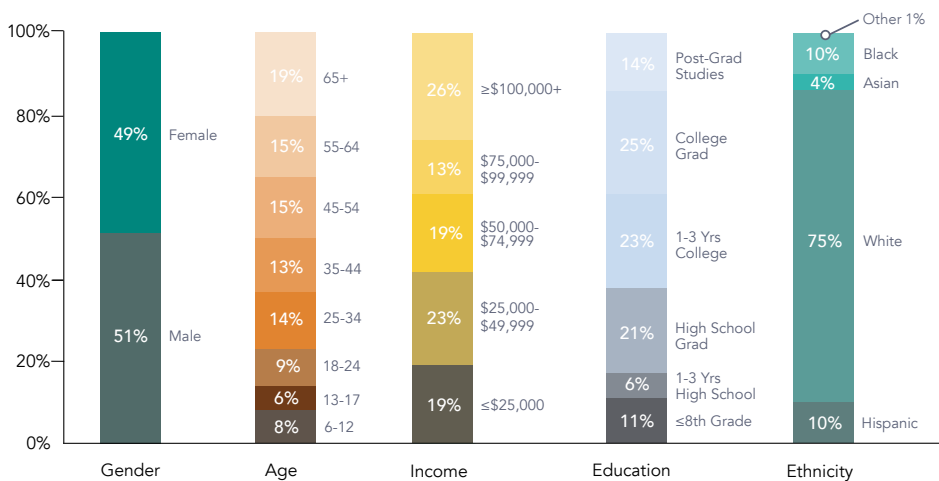
40.7M
CONTINUING PARTICIPANTS



14M
LOST PARTICIPANTS

LOST PARTICIPANTS

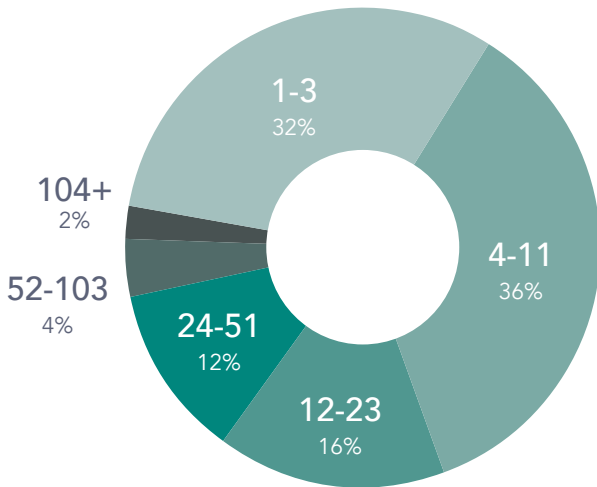
Lost participants were evenly split between females and males. Lost participants also tended to be older, wealthier and more educated.



LEVEL OF COMMITMENT

ANNUAL OUTINGS

Over two-thirds of anglers went fishing 1 to 11 times in 2021—less than once a month. Participation among the most frequent participants, those fishing at least once per week or more times per year, has gradually declined over 15 years of participation data collection. Just 5.4 percent fished each week, down from 9 percent in 2007.



PERCEIVED LEVELS OF FISHING

There is no established definition of “avid” participation, but 34 percent of anglers self-described as avid participants. If avid described someone who fishes once per month or more, it would match the perception that anglers held of themselves.

PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	31%
Occasional participant, would like to fish more often	31%
Avid fishing participant, would like to fish more often	18%
Avid fishing participant, fish as often as I want	16%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%



6%
OF PARTICIPANTS
FISHED MORE THAN
ONCE A WEEK



1-11
TRIPS
ANNUALLY FOR **68%**
OF PARTICIPANTS

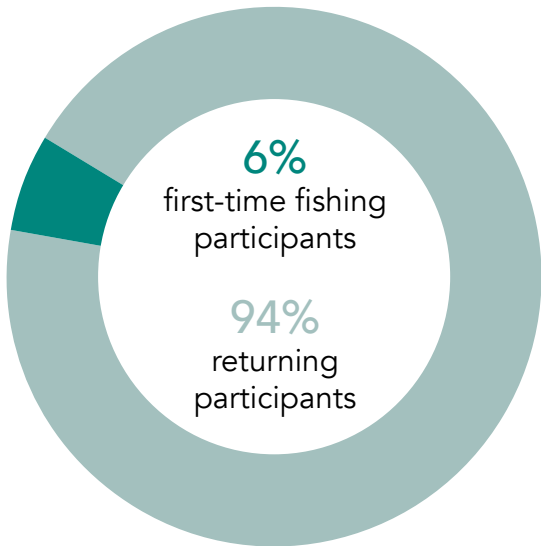


34%
DESCRIBED
THEMSELVES AS
AVID PARTICIPANTS

INTRO TO FISHING

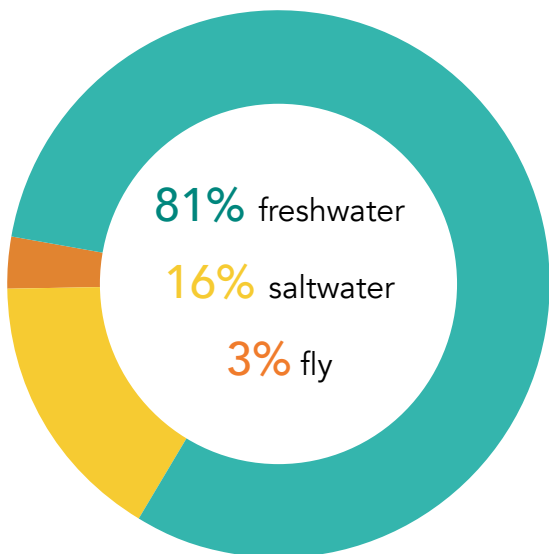
NEW TO FISHING

Of the 52.4 million total fishing participants in 2021, 3.7 million were new to the activity. These newcomers represented 6% of all participants.

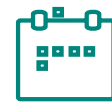


FIRST TYPE OF FISHING EXPERIENCE

Four in five first-time participants in 2021 went freshwater fishing. Saltwater fishing rose slightly in popularity among first-timers, while fly fishing held steady at 3 percent of newcomers. This breakdown did not change from 2020 and has remained roughly the same since 2014.



20.7M
TOTAL ANNUAL
OUTINGS
among first-timers



6 / YEAR
AVERAGE # OF
OUTINGS
among first-timers



43%
FEMALE
PARTICIPANTS
vs 37% of total participants

TYPES OF FISHING & OTHER ACTIVITIES

LITTLE OVERLAP IN FISHING

Americans exhibited dedication to their preferred form of fishing. Less than one in five reported participating in more than one type, a ratio unchanged for over a decade.

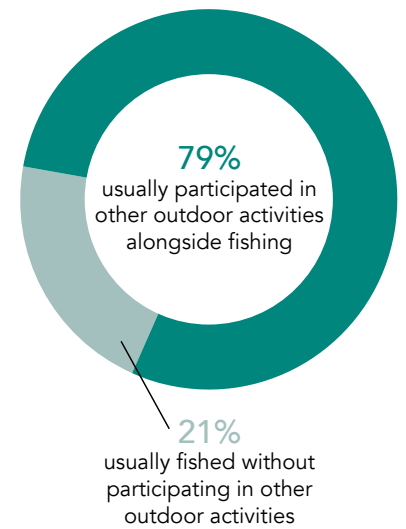
TYPES OF FISHING	PERCENTAGE
Freshwater only	62%
Saltwater only	13%
Freshwater and Saltwater	10%
Fly Fishing only	7%
Freshwater and Fly Fishing	4%
Fly Fishing and Freshwater and Saltwater	3%
Saltwater and Fly Fishing	1%



82%
participated in one
type of fishing



18%
participated in multiple
types of fishing



ACTIVITIES OUTSIDE OF FISHING

TOP CROSSOVER ACTIVITIES

Fishing participants enjoyed a wide range of other activities, led by walking for fitness, camping, bowling, bicycling and hiking. Six of the ten most popular were outdoor activities.

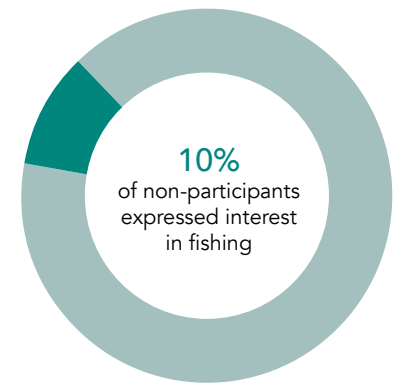
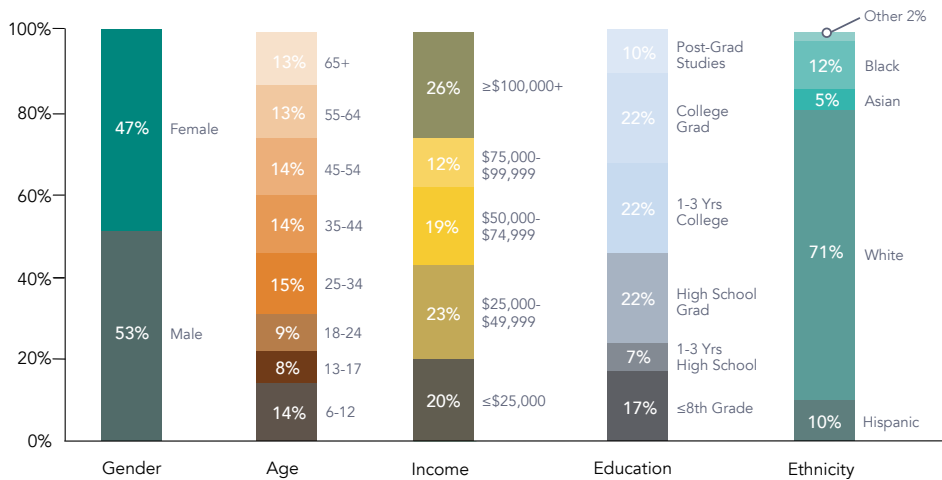
OUTDOOR ACTIVITIES	
Camping	41%
Bicycling	32%
Hiking	31%
Running and jogging	24%
Hunting	19%
Kayaking	14%

INDOOR ACTIVITIES	
Treadmill	28%
Free weights	24%
Yoga	17%
Stationary cycling	16%
Weight or resistance machines	15%
Elliptical motion/cross trainer	12%

TEAM ACTIVITIES	
Basketball	19%
Golf	17%
Tennis	13%
Baseball	12%

OTHER ACTIVITIES	
Walking for fitness	42%
Bowling	30%
Birdwatching or wildlife viewing	21%
Swimming for fitness	17%

AMERICANS CONSIDERING FISHING

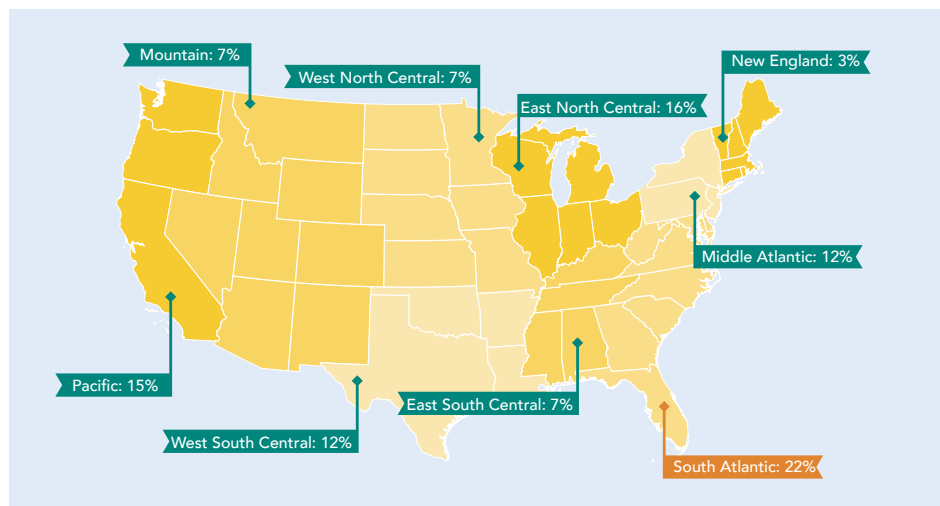


PEOPLE CONSIDERING FISHING

25 million Americans ages 6 and over who did not fish in 2021 indicated an interest in trying. This was the lowest number of interested non-participants in a decade.

DEMOGRAPHICS OF THOSE CONSIDERING FISHING

Many Americans who did not fish in 2021 expressed interest in the sport. Among the 25 million Americans who considered fishing in 2021, 3.1 million were Black, 2.5 million were Hispanic and 1.2 million were Asian. 47 percent of those considering fishing were female.



THOSE CONSIDERING FISHING BY REGION

The map of those considering fishing largely mirrors the map of current participation, with higher levels of interest in coastal areas like South Atlantic and Pacific and lower levels in inland regions of Mountain and West North Central.

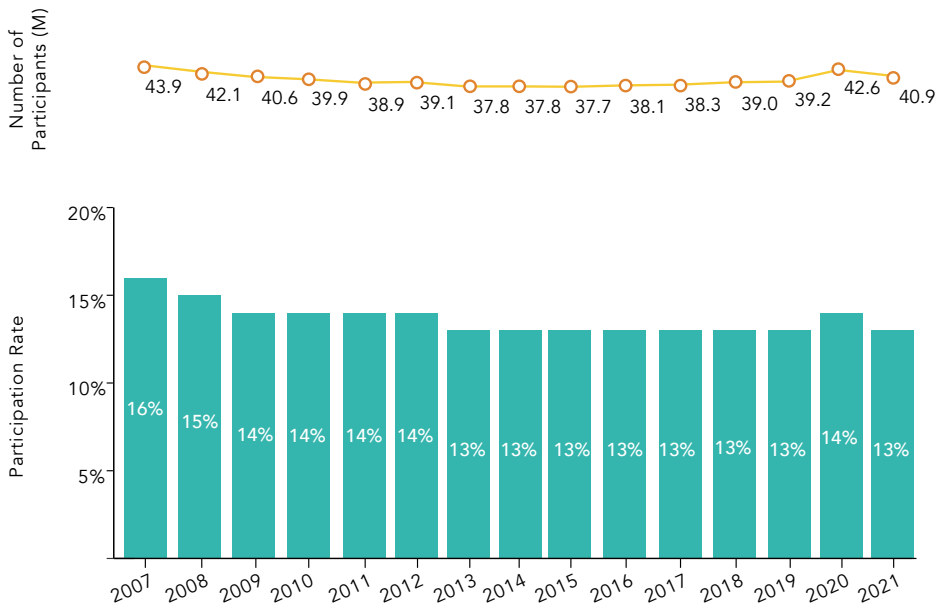
FRESHWATER FISHING



FRESHWATER FISHING PARTICIPATION

PARTICIPATION OVER TIME

Freshwater fishing remained the most popular style of fishing, representing 8 in 10 total participants in 2021. Following a spike in 2020, freshwater fishing returned to its near-decade-long national participation rate of 13 percent. Though overall participant numbers fell by 1.7 million versus 2020, 2021 results compared favorably to pre-COVID-19 levels.



40.9M

OF FRESHWATER PARTICIPANTS

13%

NATIONAL PARTICIPATION RATE



623M

OF OUTINGS



15

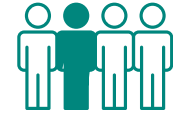
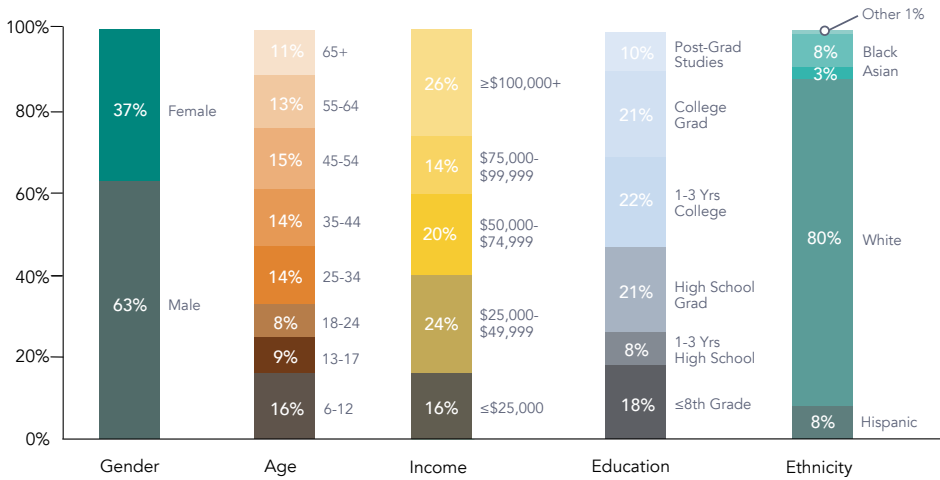
AVERAGE ANNUAL OUTINGS



+2.5M

MORE PARTICIPANTS THAN IN 2017

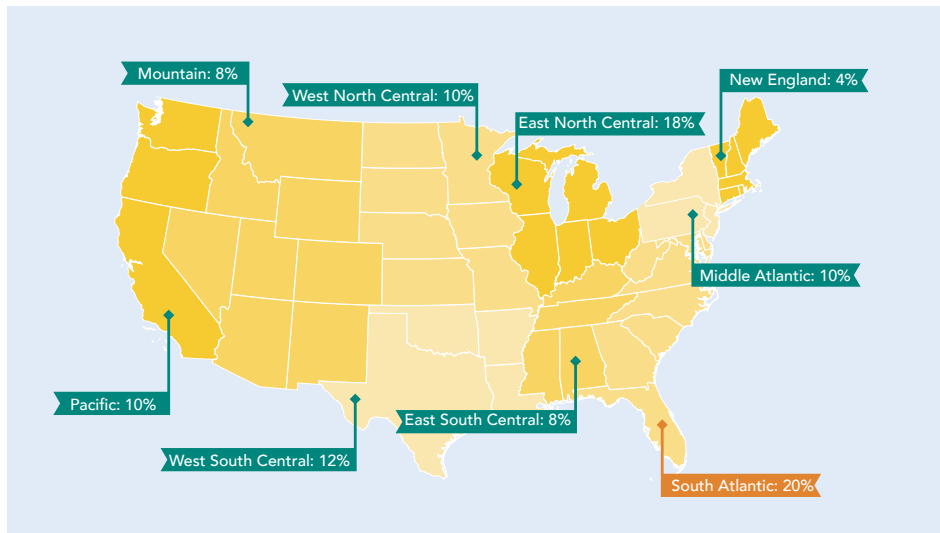
WHO PARTICIPATED?



1 in 4
FRESHWATER
ANGLERS
were under 18

PARTICIPANT DEMOGRAPHICS

The share of freshwater anglers who were Black or Hispanic grew on average annually 2 percent and 1 percent, respectively, over the last three years. 53 percent of freshwater participants reported some college education. About 60 percent reported household income levels near or under the national average (roughly \$70,000 in 2021). Anglers 65 and older continued to grow their share of total freshwater participants, increasing an average of 7 percent annually since 2018.



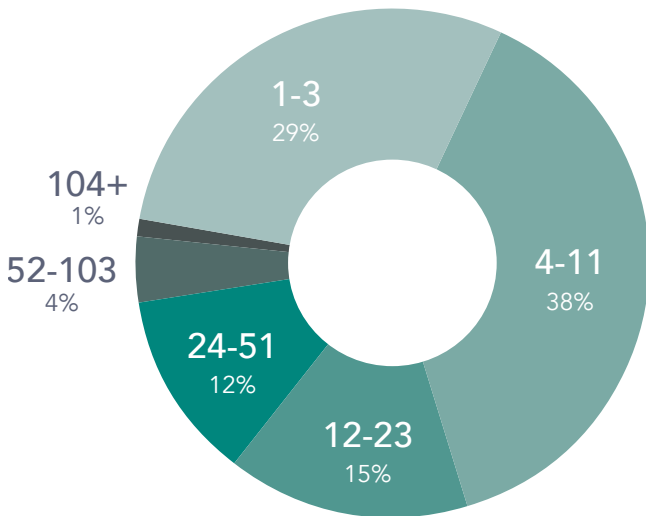
REGIONAL PARTICIPATION

The Atlantic coast states were home to one-third of freshwater participants in 2021. Year over year, regional representation was mostly unchanged, with only West South Central showing a slight share decline. Over each of the past three years, the share of anglers residing in South Atlantic grew an average of 3 percent, while Mountain rose an average of 2 percent. In the last decade, freshwater's center of gravity has shifted toward southern states, with more anglers living in the South Atlantic and East South Central regions.

LEVEL OF PARTICIPATION

ANNUAL OUTINGS

Frequency levels continued to decline, with more participants reporting they fished less often. Over two-thirds of freshwater anglers fished less than once per month. Anglers with just 1 to 3 annual outings continued to grow their share of the total participant pool.



PERCEIVED LEVELS OF FISHING PARTICIPATION

Most freshwater participants described their fishing activity as occasional in 2021. The percentage of those who wanted to fish more often equaled those who fished as often as they liked—48 percent.

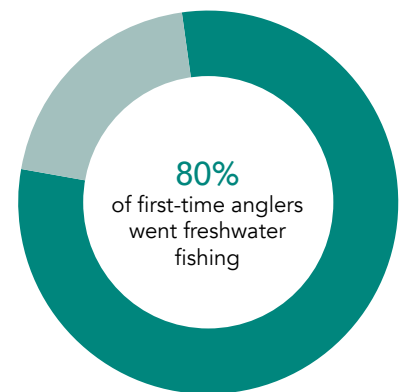
PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	31%
Occasional participant, would like to fish more often	30%
Avid fishing participant, would like to fish more often	18%
Avid fishing participant, fish as often as I want	17%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%

700K

MORE FIRST-TIME FRESHWATER PARTICIPANTS in 2021 than in 2016

300K

MORE FEMALE FIRST-TIME FRESHWATER PARTICIPANTS in 2021 than in 2016



FIRST-TIME PARTICIPANTS

First-time freshwater participants declined to 2.7 million in 2021, down from a record 2.9 million in 2020. Nonetheless, 2021 easily topped the 2.3 million first-timers reported pre-COVID.

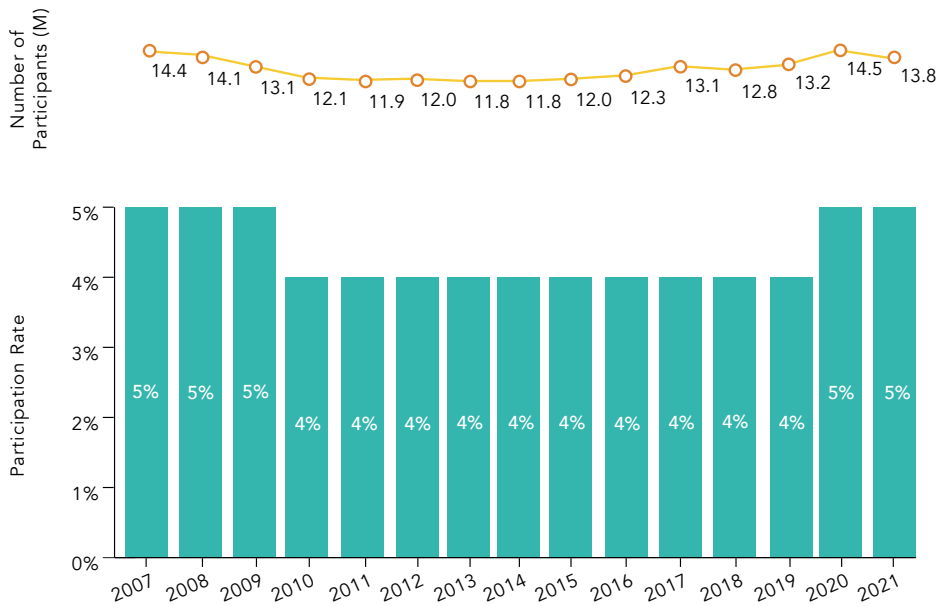
SALTWATER FISHING



SALTWATER FISHING PARTICIPATION

PARTICIPATION OVER TIME

Following huge gains in 2020, saltwater fishing had a bit of a hangover in 2021 as the number of participants (13.8 million) declined by 5 percent. Though saltwater experienced these year-over-year losses, it still had 600,000 more participants than in 2019. Encouragingly, there were over 3 million more participants in 2021 than in 2013 and 2014, when participant numbers bottomed out at 11.8 million.



13.8M

OF SALTWATER PARTICIPANTS

5%

NATIONAL PARTICIPATION RATE



180M

OF OUTINGS



13

AVERAGE ANNUAL OUTINGS

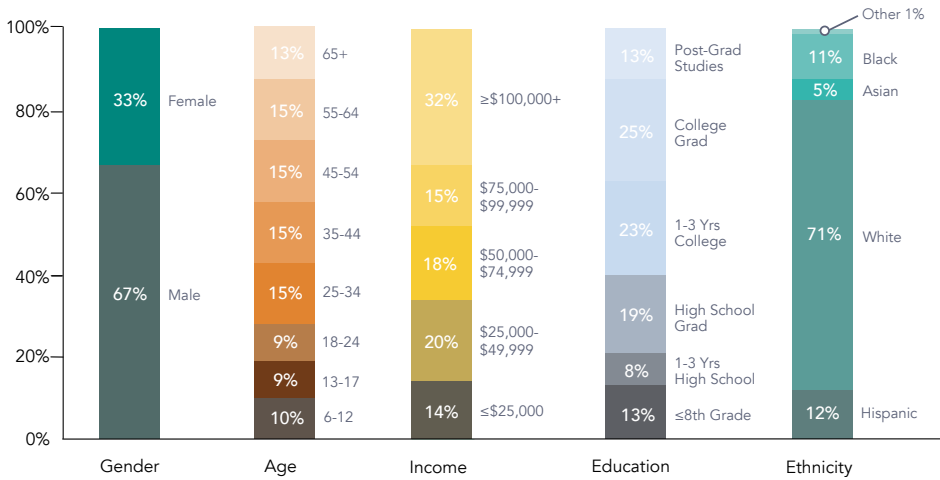


+3%

AVERAGE ANNUAL GROWTH

in participants over the past three years

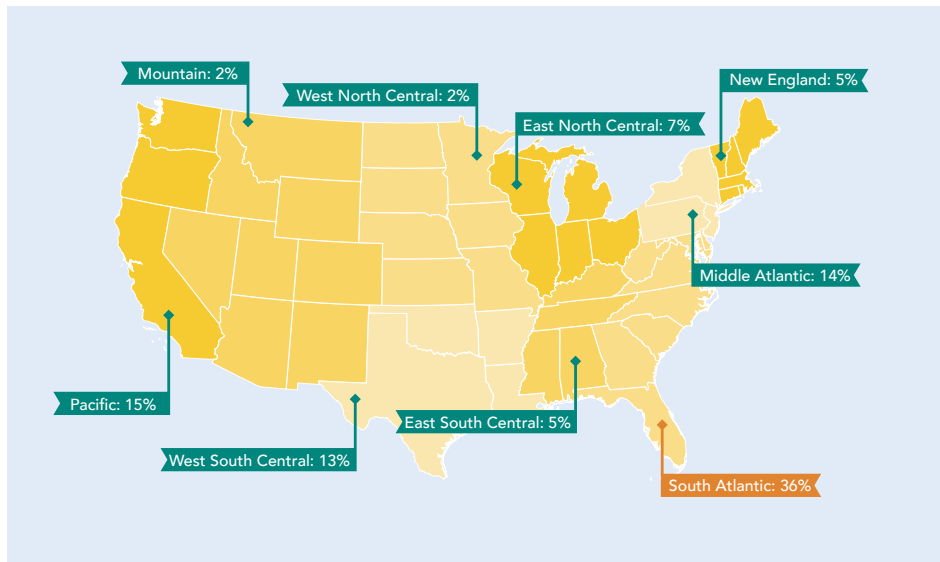
WHO PARTICIPATED?



MOST DIVERSE
3 IN 10
NON-WHITE PARTICIPANTS

PARTICIPANT DEMOGRAPHICS

Compared to other types of fishing, saltwater fishing had the most diverse participant base, with Hispanic, Black and Asian Americans representing 12, 11, and 5 percent of participants respectively. Saltwater grew its share of Black participants, up 3 percent on average in each of the past three years. In 2021, females, children ages 6 to 17, and those over 65 grew their share among total saltwater participants.



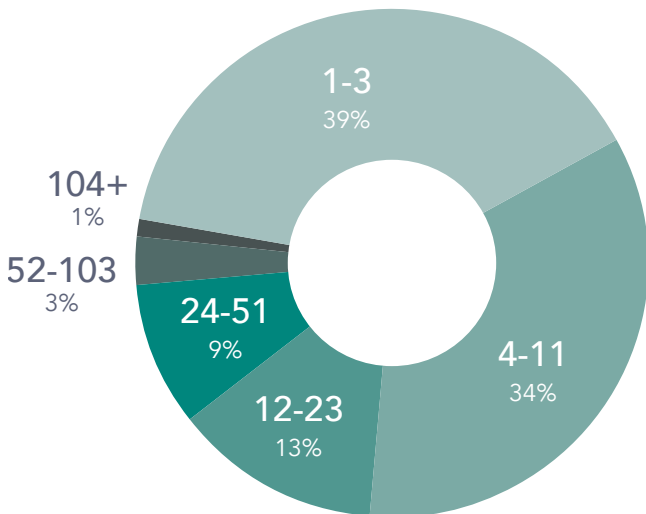
REGIONAL PARTICIPATION

As expected, saltwater participants were concentrated in coastal regions. The Atlantic and Gulf regions together contained 74 percent of participants. South Atlantic alone was home to over one-third of saltwater participants, and the Pacific region held another 15 percent. East South Central grew its share of saltwater anglers by 6 percent annually since 2018, while inland East North Central fell 4 percent in the same period.

LEVEL OF PARTICIPATION

ANNUAL OUTINGS

Except for the COVID-19 influenced peak in 2020, saltwater outings in 2021 rose to a level not seen since 2014. The average number of outings per participant, however, fell to 13, down from 16 in 2014. Nearly three in four saltwater participants reported fishing less than once a month in 2021, and only 13 percent fished twice a month or more.



PERCEIVED LEVELS OF FISHING PARTICIPATION

Saltwater anglers were evenly divided between those who fish as often as they want (49 percent) and those who want to fish more (48 percent). 55 percent described themselves as occasional participants, versus 42 percent who said they were avid saltwater anglers.

PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	28%
Occasional participant, would like to fish more often	27%
Avid participant, fish as often as I want	21%
Avid participant, would like to fish more often	21%
Don't fish currently, but would like to fish	2%
Don't fish currently, not interested in fishing	1%

8%

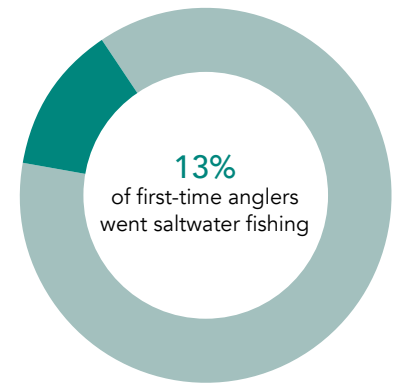
DECREASE IN TOTAL OUTINGS

vs. decade-high in 2020

13

AVERAGE OUTINGS PER PARTICIPANTS

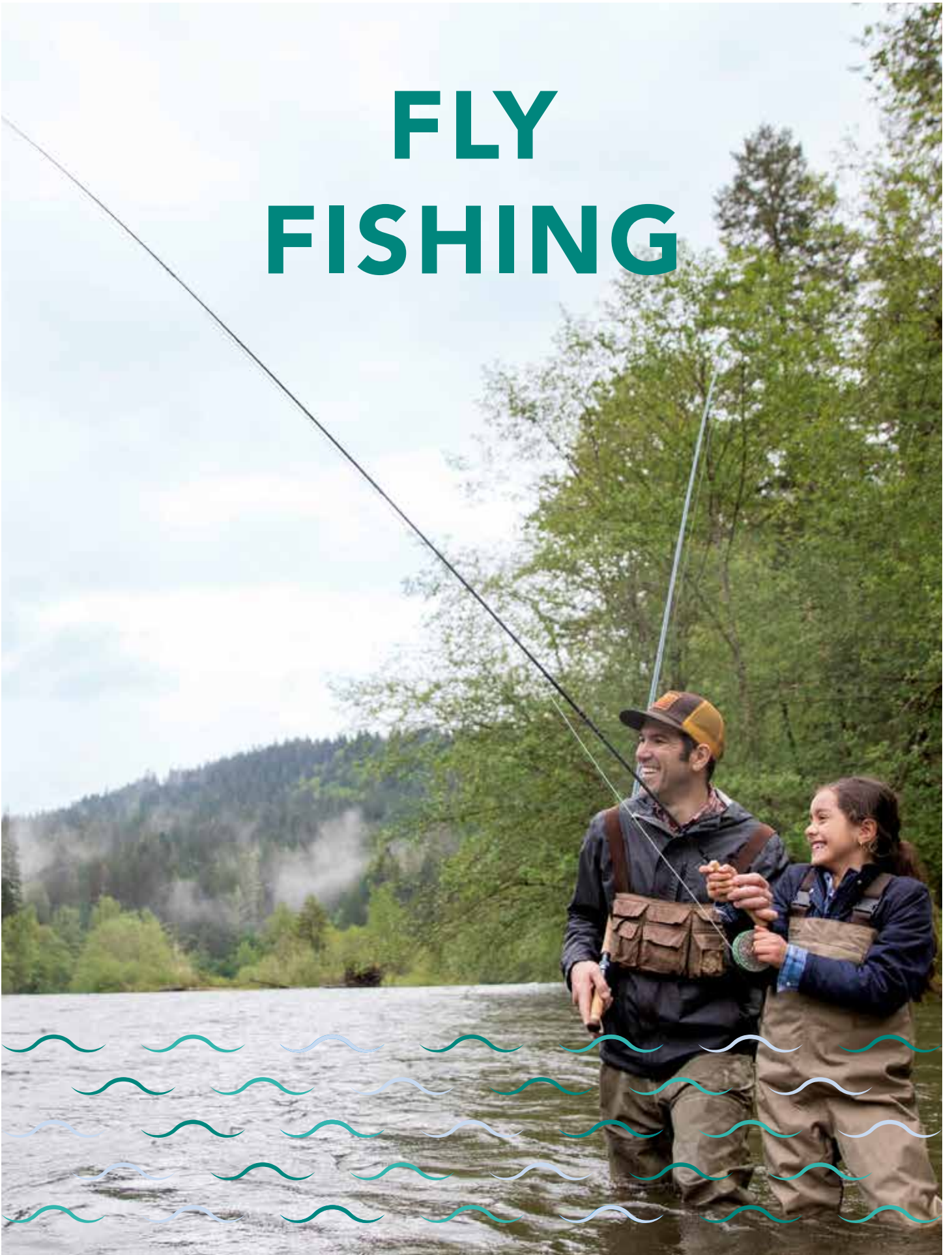
down from 16 in 2014



FIRST-TIME PARTICIPANTS

One in 10 saltwater participants were new to the sport in 2021. Among these 1.3 million first-timers, 800,000 were male and 500,000 were female. The number of female first-timers rose 3 percent on average over each of the last three years.

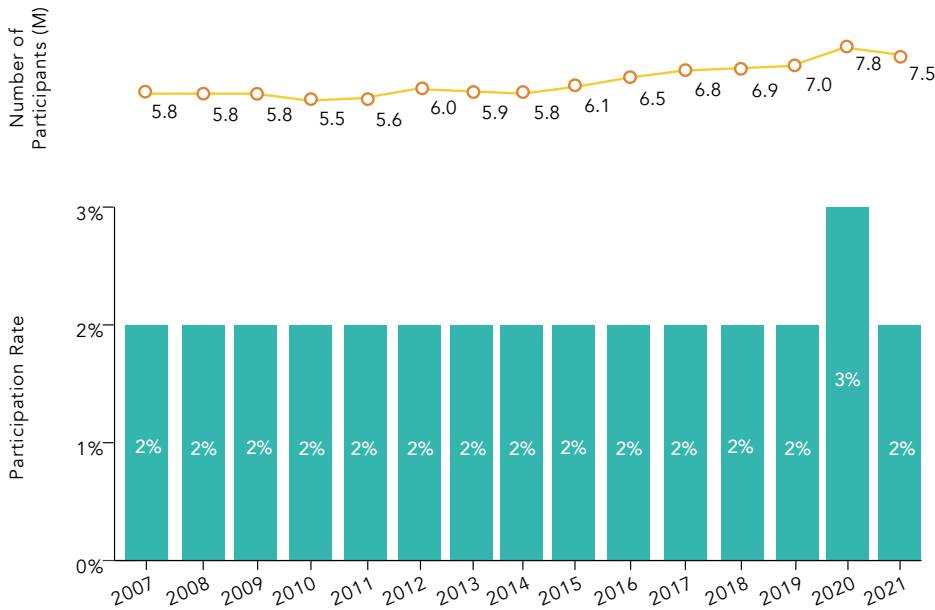
FLY FISHING



FLY FISHING PARTICIPATION

PARTICIPATION OVER TIME

With a 4 percent decline in participants to 7.5 million, it might seem that fly fishing's steady growth in participants that began in 2014 had stalled. Yet fly recorded almost 450,000 more participants in 2021 than in 2019—and nearly one million more participants than a decade ago. In 2021, nearly 1 in 5 fly fishing participants was a first-timer, almost double the rate of saltwater fishing and nearly triple the rate among freshwater anglers.



7.5M

OF FLY FISHING PARTICIPANTS

2%

NATIONAL PARTICIPATION RATE



87M

OF OUTINGS



12

AVERAGE ANNUAL OUTINGS

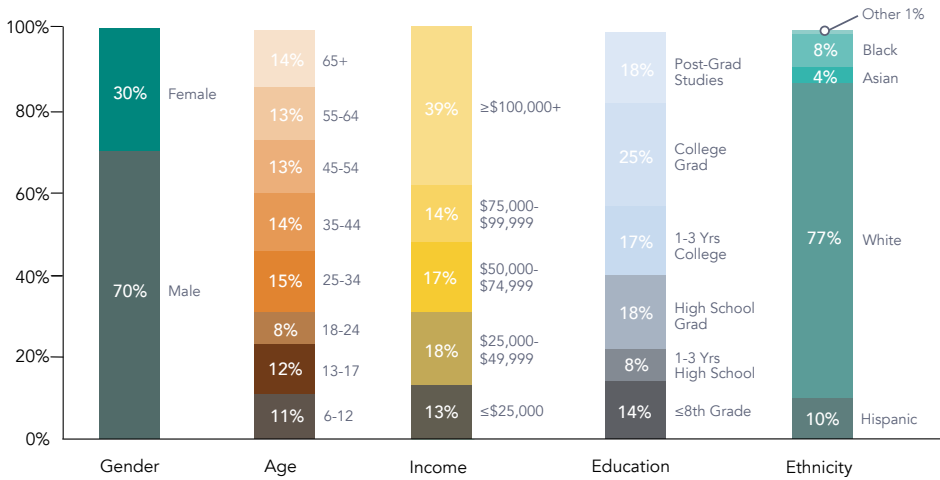


FASTEST

AVERAGE ANNUAL GROWTH RATE

in participants over the past three years

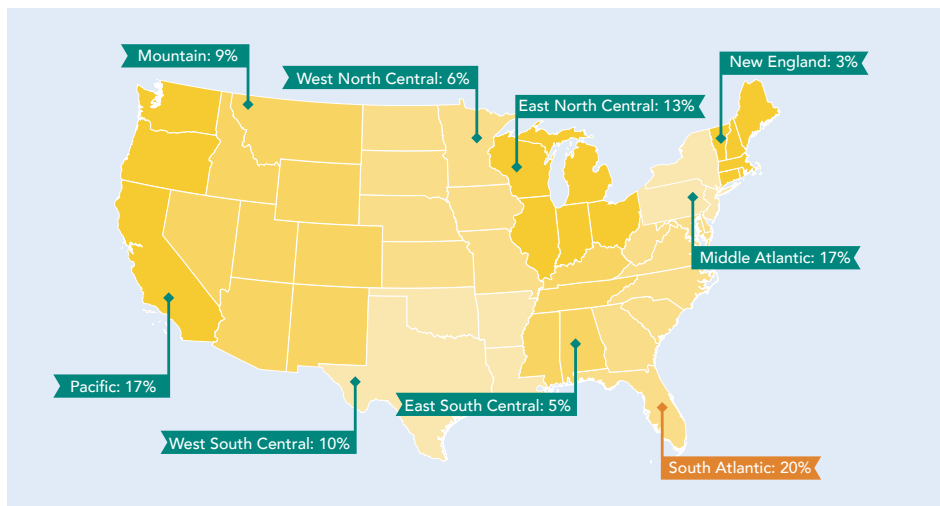
WHO PARTICIPATED?



HIGHEST INCOME AND EDUCATION LEVELS IN FISHING

PARTICIPANT DEMOGRAPHICS

Fly fishing was the most male-dominated fishing category in 2021 (7 in 10 participants were male), a distinction it has held since participation data collection began 15 years ago. 39 percent of participants reported annual household income over \$100,000, and 60 percent completed at least some college education. Fly fishing became less diverse in 2021, with White participants growing their share of total participants in the past three years.



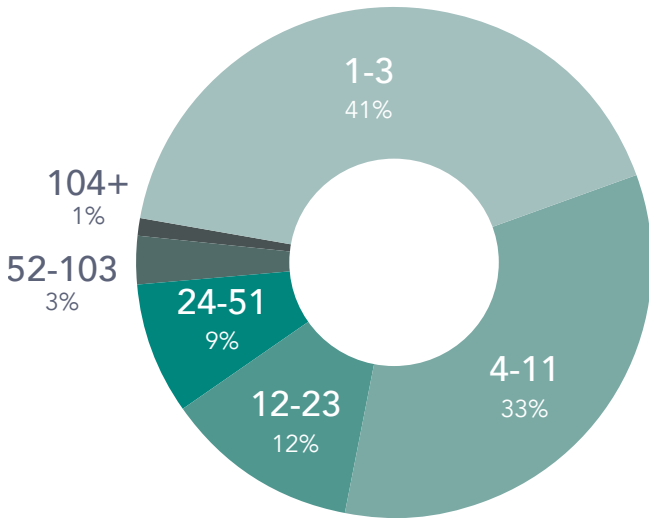
REGIONAL PARTICIPATION

The Middle Atlantic and Mountain regions grew their share of fly fishing participants, increasing on average 4 percent and 2 percent, respectively, each of the past three years. At the other side of the spectrum were West North Central and West South Central, which saw their share of fly-fishing participants decline 7 percent and 4 percent annually, respectively, during the same three year period.

LEVEL OF PARTICIPATION

ANNUAL OUTINGS

In 2021, fly fishing participants reported 12 average annual outings, compared to 13 for saltwater and 15 for freshwater. It also had the lowest proportion of very active participants. 12 percent of fly anglers reported 24 or more annual outings, versus 17 percent of freshwater anglers and 13 percent of saltwater participants.



PERCEIVED LEVELS OF FISHING PARTICIPATION

Just over half of participants described themselves as avid participants—the highest among the fishing categories—while 45 percent deemed themselves occasional participants. 53 percent fly fished as often they like, versus 44 percent who wanted to fly fish more often.

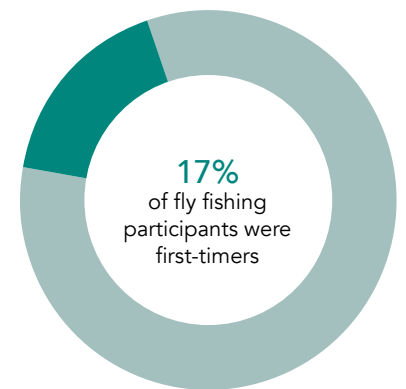
PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	27%
Avid participant, fish as often as I want	26%
Avid participant, would like to fish more often	25%
Occasional participant, would like to fish more often	19%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	2%

19%

OF FEMALE PARTICIPANTS WERE FIRST-TIMERS

16%

OF MALE PARTICIPANTS WERE FIRST-TIMERS



FIRST-TIME PARTICIPANTS

Compared to other categories, fly-fishing had a high level of first-time participants in 2021. 17 percent of total participants were first-timers, versus 10 percent in saltwater and 7 percent in freshwater. Fly fishing had the same number of first-timers—1.3 million—as did saltwater fishing, even though saltwater had nearly twice the number of total participants.

YOUTH PARTICIPATION

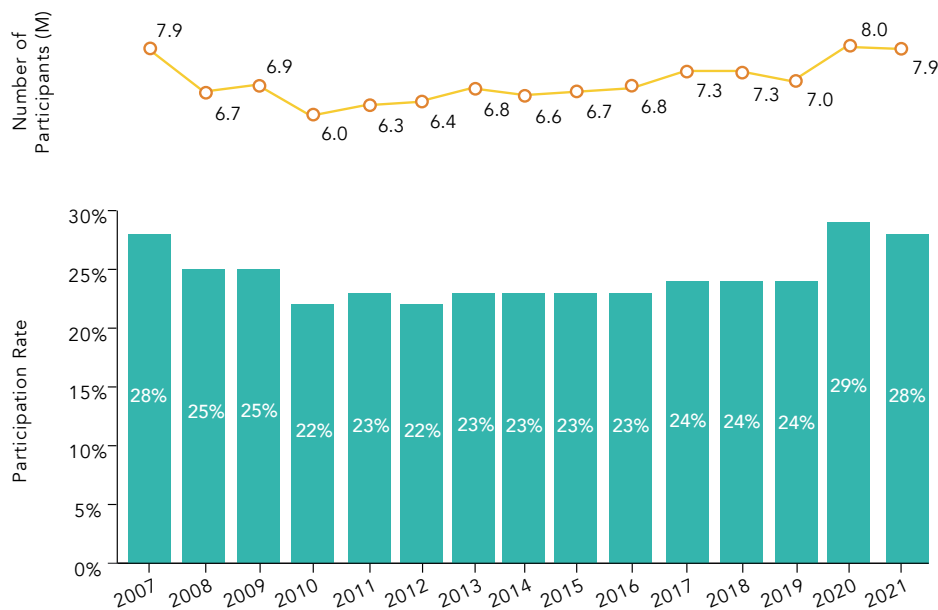


YOUTH PARTICIPATION

PARTICIPATION OVER TIME

CHILDREN AGES 6-12

Fishing's national participation rate among children ages 6 to 12 fell one percentage point in 2021 (from 29 percent to 28 percent), an encouraging result following a huge 2020 increase. America's 7.9 million child participants provide a strong base on which to build lifetime participation. Participation among these young anglers increased 2 percent on average for each of the past three years.



7.9M

OF CHILD FISHING PARTICIPANTS

ages 6 to 12

28%

NATIONAL PARTICIPATION RATE



100M

OF
OUTINGS



13

AVERAGE ANNUAL
OUTINGS



+900K

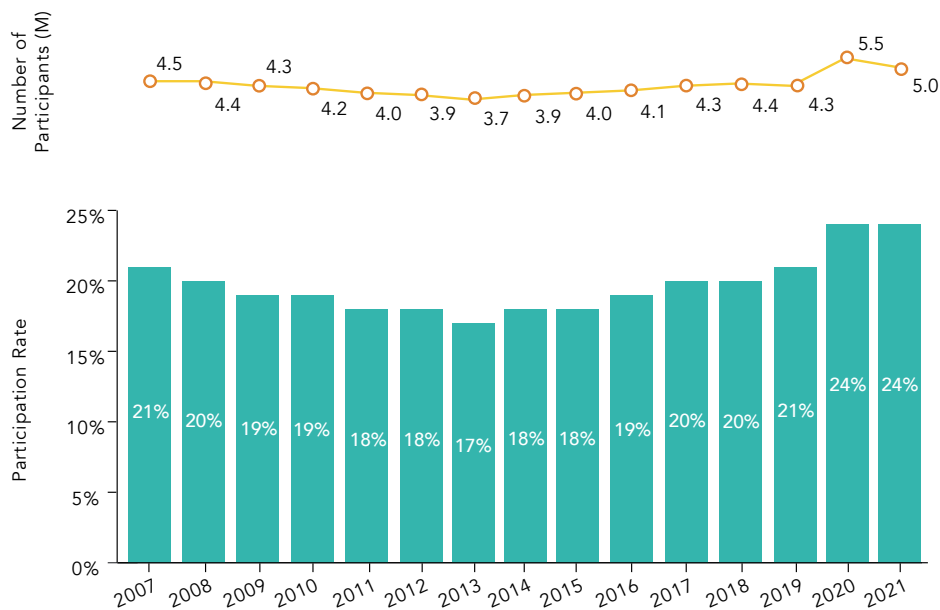
CHILD PARTICIPANTS
vs. 2019

YOUTH PARTICIPATION

PARTICIPATION OVER TIME

ADOLESCENTS AGES 13-17

As with their younger counterparts, national participation among adolescents ages 13 to 17 slipped from 2020 highs, but easily exceeded pre-COVID results. Excluding 2020, more adolescents fished in 2021 than in any other year on record. The number of adolescent anglers grew an average of 5 percent each year since 2018.



5.0M

OF ADOLESCENT FISHING PARTICIPANTS
ages 13 to 17

24%

NATIONAL PARTICIPATION RATE



84M

OF OUTINGS



18

AVERAGE ANNUAL OUTINGS



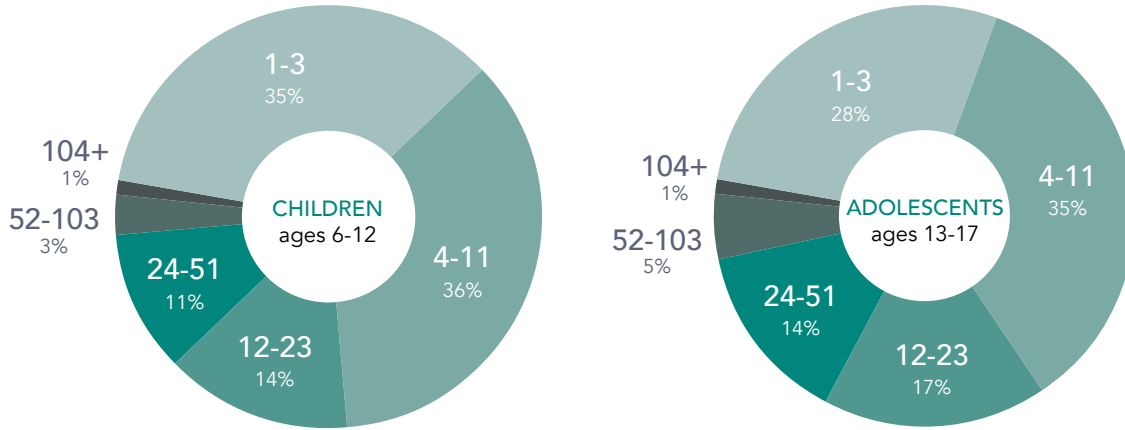
+700K

ADOLESCENT PARTICIPANTS
vs. 2019

LEVEL OF PARTICIPATION

ANNUAL OUTINGS

Fishing participant numbers, total outings and the national participation rate have all grown among child and adolescent anglers over the last decade. Only average annual outings have declined, as other pursuits appealing to the young (such as video games) have proliferated.



PERCEIVED LEVELS OF FISHING PARTICIPATION

58 percent of both child and adolescent participants called themselves occasional participants. 37 percent of children and 39 percent of adolescents considered themselves avid anglers. Children were slightly more likely than adolescents to say they wanted they fish more.

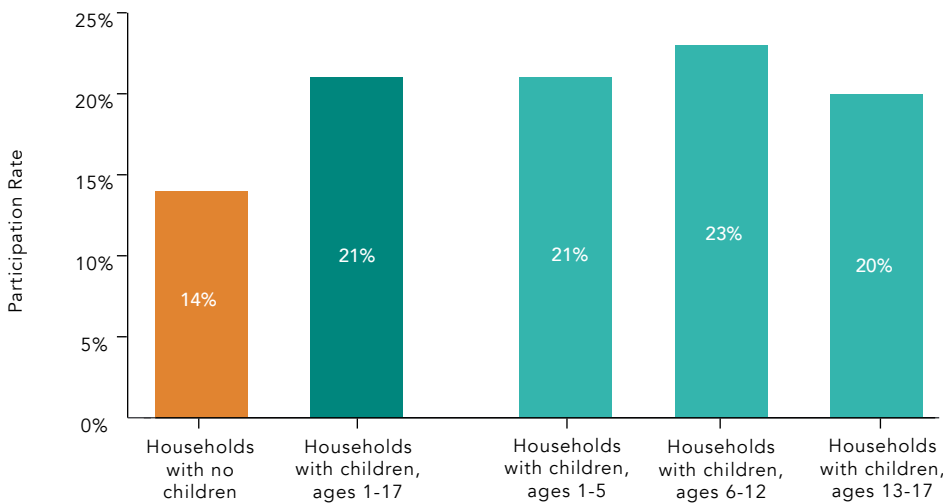
PERCEIVED LEVELS OF FISHING PARTICIPATION	CHILDREN	ADOLESCENTS
Occasional participant, would like to fish more often	29%	23%
Occasional participant, fish as often as I want	29%	35%
Avid participant, fish as often as I want	19%	20%
Avid participant, would like to fish more often	18%	19%
Don't fish currently, but would like to fish	4%	2%
Don't fish currently, not interested in fishing	1%	1%

PARTICIPATION IN-DEPTH

PARTICIPATION AMONG ADULTS WITH KIDS

Adults with children in their households, particularly younger children, participated in fishing at much higher levels than adults without children. 21 percent of households with children ages 1 to 17 participated in 2021, versus just 14 percent of households without.

Children inspired participation growth. Over the past three years, households with children ages 6 to 12 and adolescents ages 13 to 17 have reported annual growth averaging 5 percent and 4 percent, respectively. During the same period, participation among households with no children was flat.



FIRST-TIME PARTICIPANTS

3 percent of children and adolescents in America, 1.6 million in total, tried fishing for the first time in 2021. This represented a 400,000 participant increase from the 1.2 million new participants in 2019. New participant trends among youths remained encouraging, with 8 percent average annual growth in participants for the last three years.



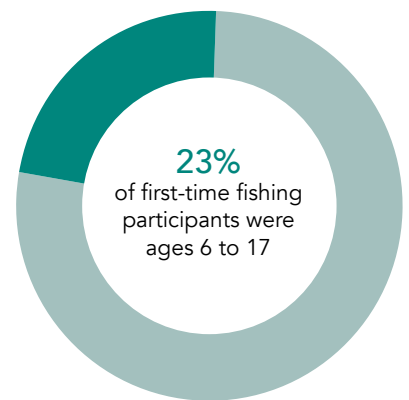
FEMALE PARTICIPATION

CHILDREN: 24%
ADOLESCENTS: 20%



MALE PARTICIPATION

CHILDREN: 28%
ADOLESCENTS: 24%



ACTIVITIES OUTSIDE OF FISHING

TOP CROSSOVER ACTIVITIES

Outside of their fishing pursuits, participants ages 6 to 17 enjoyed a wide variety of other activities. Among the most popular were bicycling, camping, bowling and basketball.

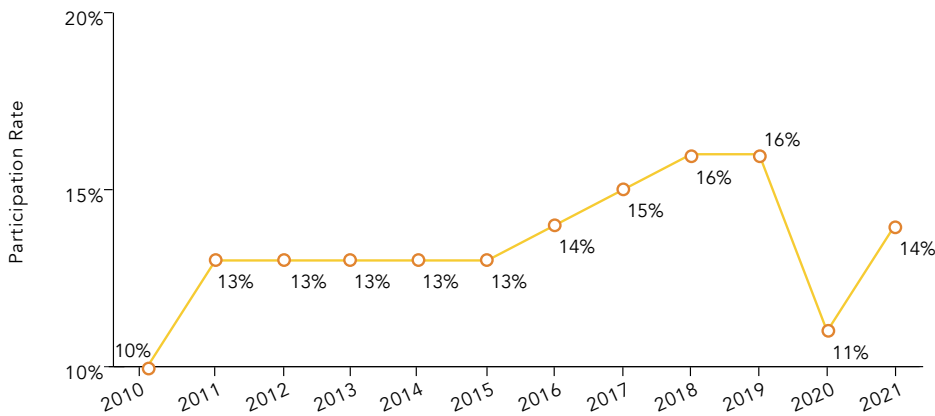
OUTDOOR ACTIVITIES	
Camping	46%
Bicycling	46%
Hiking	28%
Running and jogging	28%
Hunting	16%
Kayaking	14%

TEAM ACTIVITIES	
Basketball	31%
Baseball	25%
Soccer	19%
Tennis	17%
Golf	13%
Football	12%

INDOOR ACTIVITIES	
Treadmill	18%
Free weights	16%
Table tennis	15%
Yoga	15%

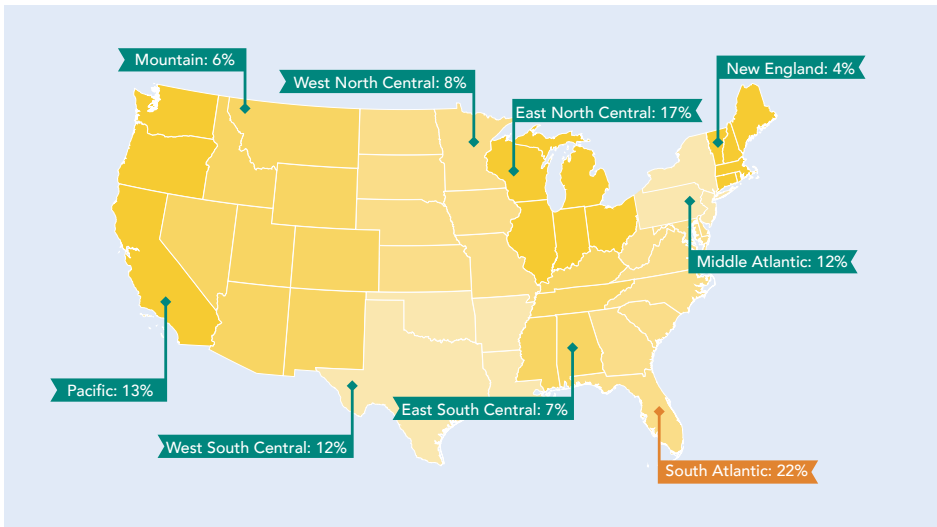
OTHER ACTIVITIES	
Bowling	34%
Walking for Fitness	25%
Swimming for fitness	20%
Birdwatching or wildlife viewing	18%

WHO CONSIDERED FISHING?



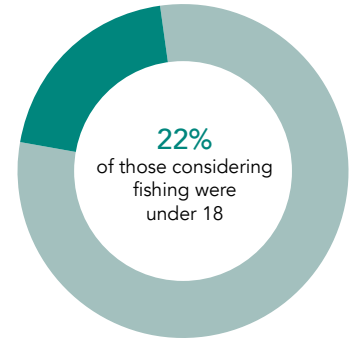
CONSIDERING FISHING OVER TIME

14 percent of non-participating American youths ages 6 to 17 expressed interest in fishing in 2021, slightly higher than the average since 2010 of 13 percent.



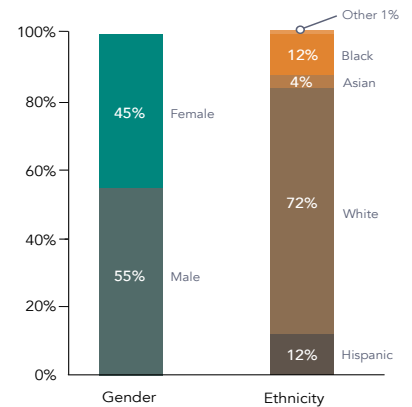
CONSIDERING PARTICIPANTS BY REGION

Like the broader population contemplating but not participating in fishing, the young and interested tended to live on the Atlantic coast, the East North Central region (home to the Great Lakes), and states on the Pacific coastline.



YOUTH CONSIDERING PARTICIPATION

In 2021, the share of youth considering fishing returned roughly to pre-COVID levels. 22 percent of those considering but not yet participating in fishing were under the age of 18.



CONSIDERING PARTICIPANT DEMOGRAPHICS

The youth considering population included high levels of female, Hispanic, Black and Asian youth, underscoring the need for expanded outreach to convert consideration into participation.

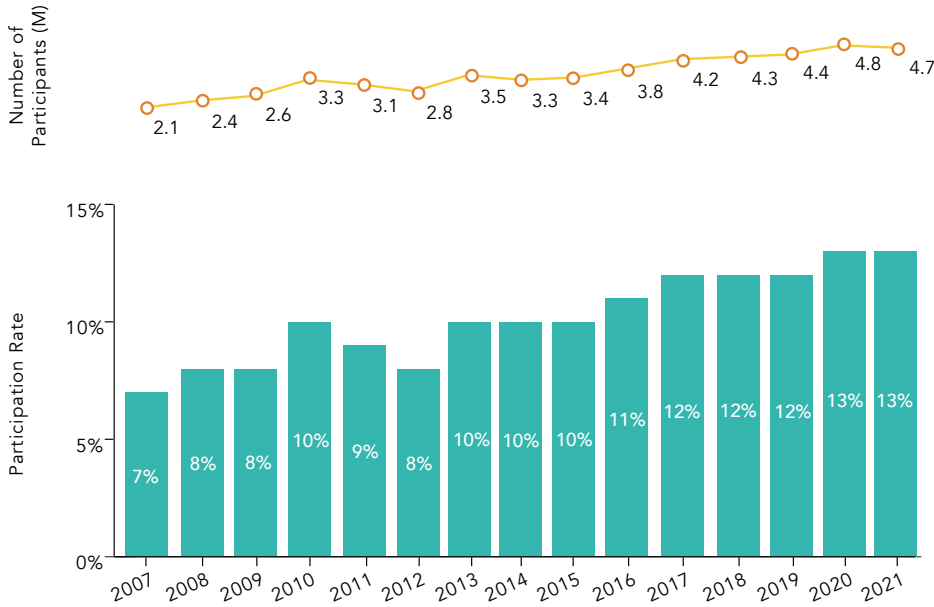
HISPANIC PARTICIPATION



HISPANIC FISHING PARTICIPATION

PARTICIPATION OVER TIME

Fishing participation among Hispanics ages 6 and over remained a bright spot in 2021. Participant numbers fell only slightly, while the participation rate was unchanged at 13 percent.



4.7M

OF HISPANIC PARTICIPANTS

13%

NATIONAL PARTICIPATION RATE

TYPE OF FISHING	NUMBER OF PARTICIPANTS (M)	PARTICIPATION RATE
All fishing*	4.7	13%
Freshwater	3.2	9%
Saltwater	1.7	5%
Fly	0.7	2%

*Participants may have reported participating in more than one type of fishing

PARTICIPATION BY FISHING CATEGORY

Freshwater, saltwater and fly participant numbers fell 2 percent, 9 percent and 11 percent, respectively, in 2021. Longer-term trends remained encouraging despite year-over-year declines. Total Hispanic fishing participant numbers showed 3 percent average annual growth over the past three years.



78M

OF OUTINGS



16

AVERAGE ANNUAL OUTINGS

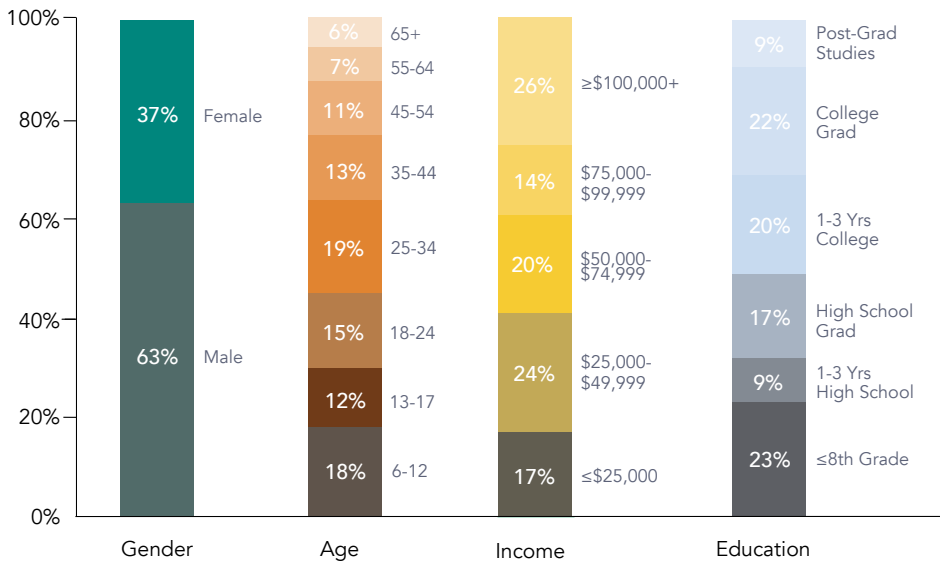


+300K

MORE HISPANIC PARTICIPANTS

in 2021 than 2019

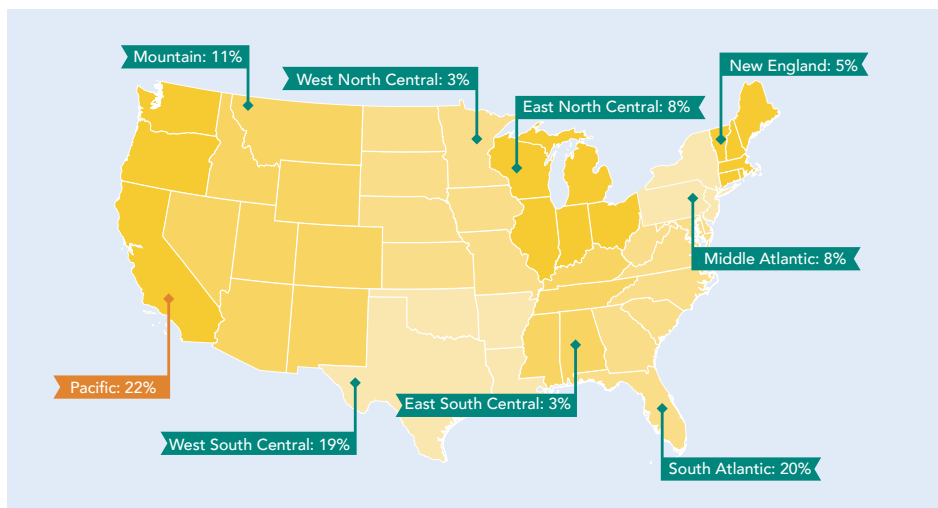
WHO PARTICIPATED?



65+
AGE GROUP WITH MOST SHARE GROWTH
since 2018

PARTICIPANT DEMOGRAPHICS

Over the last 3 years, more Hispanic anglers were 65 and over (up 12 percent on average annually) and young adults ages 18 to 24 (up 9 percent on average annually). Unlike other types of fishing, Participation in Hispanic households earning less than \$25,000 grew 5 percent on average annually over the past three years. Participation losses were largest among Hispanic households earning more than \$100,000 per year, down 5 percent on average annually over the prior three years.



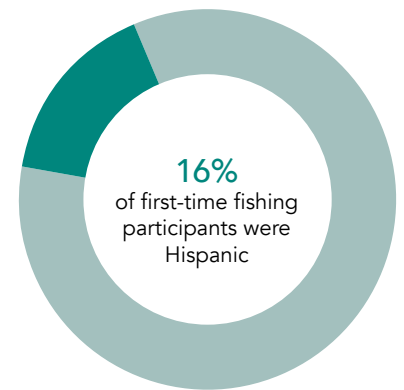
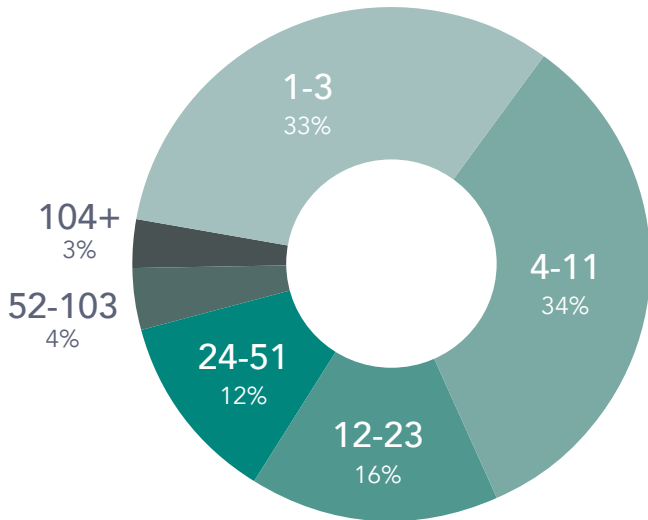
REGIONAL PARTICIPATION

Over 1 in 5 Hispanic anglers lived in the Pacific region. The Midwestern regions of East North Central and East South Central strongly grew their share of total Hispanic participants, both up an average of 12 percent annually over the past three years.

LEVEL OF PARTICIPATION

ANNUAL OUTINGS

Hispanic anglers were more likely than typical participants to fish once per week or more (7 percent versus 6 percent). However, that intensity eroded an average of 12 percent annually over the past three years. One-third of Hispanic anglers fished 1 to 3 times in 2021, and another third fished 4 to 11 times.



FIRST-TIME PARTICIPANTS

2 percent of Hispanics ages 6 and over, or 600,000, tried fishing for the first time in 2021. Hispanics represented 16 percent of the overall 3.7 million new participants.

PERCEIVED LEVELS OF FISHING PARTICIPATION

A large majority of Hispanic fishing participants, 63 percent, considered themselves occasional participants. Nearly half wished they could fish more often. Their growing share of the U.S. population and their strong interest in fishing more frequently confirms that Hispanics will continue to be a key demographic going forward.

PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	34%
Occasional participant, would like to fish more often	29%
Avid fishing participant, would like to fish more often	19%
Avid fishing participant, fish as often as I want	15%
Don't fish currently, but would like to fish	2%
Don't fish currently, not interested in fishing	1%

ACTIVITIES OUTSIDE OF FISHING

TOP CROSSOVER ACTIVITIES

In addition to fishing, Hispanic participants enjoyed a huge variety of other activities. The most popular were camping, walking for fitness, bicycling, bowling and running.

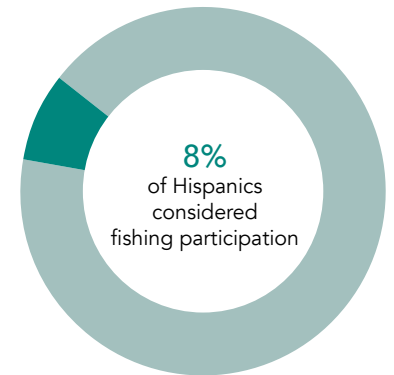
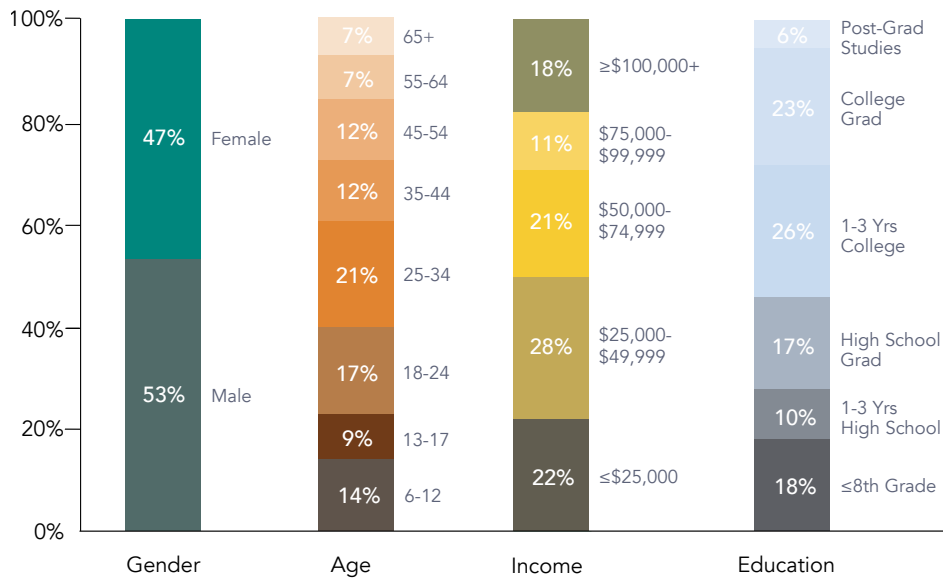
OUTDOOR ACTIVITIES	
Camping	42%
Bicycling	35%
Running and jogging	33%
Hiking	31%
Hunting	19%
Kayaking	14%

INDOOR ACTIVITIES	
Treadmill	30%
Free weights	29%
Yoga	19%
Weight machines	17%
Stationary cycling	17%
High impact/intensity training	15%

TEAM ACTIVITIES	
Basketball	23%
Baseball	17%
Tennis	16%
Soccer	14%

OTHER ACTIVITIES	
Walking for fitness	38%
Bowling	34%
Swimming for fitness	20%
Birdwatching/wildlife viewing	18%

WHO CONSIDERED FISHING?

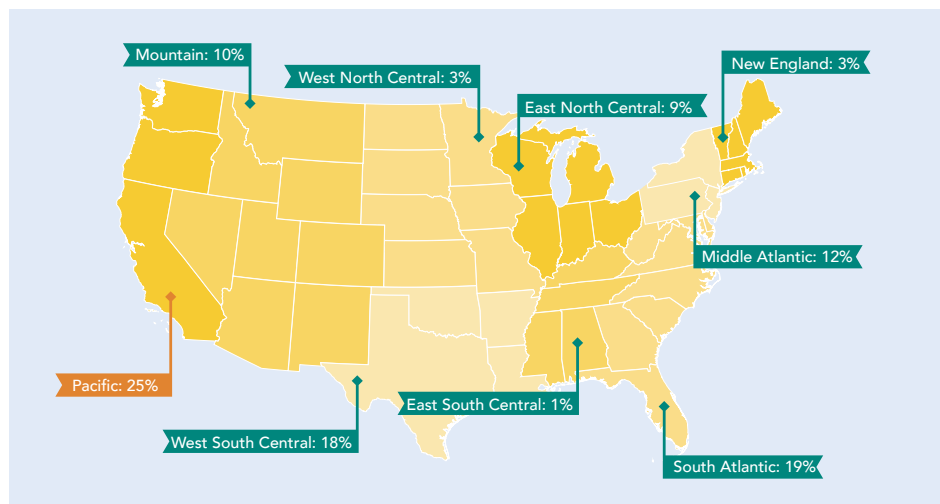


CONSIDERING FISHING PARTICIPATION

8 percent of Hispanics in the U.S. considered fishing in 2021, representing 2.5 million potential participants. This was the lowest level in a decade and a sharp drop from 2018 and 2019 when over 3.7 million Hispanics expressed interest.

CONSIDERING PARTICIPANT DEMOGRAPHICS

Four in 10 Hispanics interested in fishing were under the age of 25, underscoring the need for experienced participants to introduce the sport to younger generations. 47 percent of Hispanics considering fishing were female, while 37 percent of fishing participants in 2021 were female.



CONSIDERING PARTICIPANTS BY REGION

In some regions, Hispanics represented a sizable share of those considering participation. For example, 25 percent of Hispanics that expressed interest lived in the Pacific region. Far fewer Hispanics considering fishing resided in the West North Central and East South Central regions, where they represent a smaller proportion of the population.

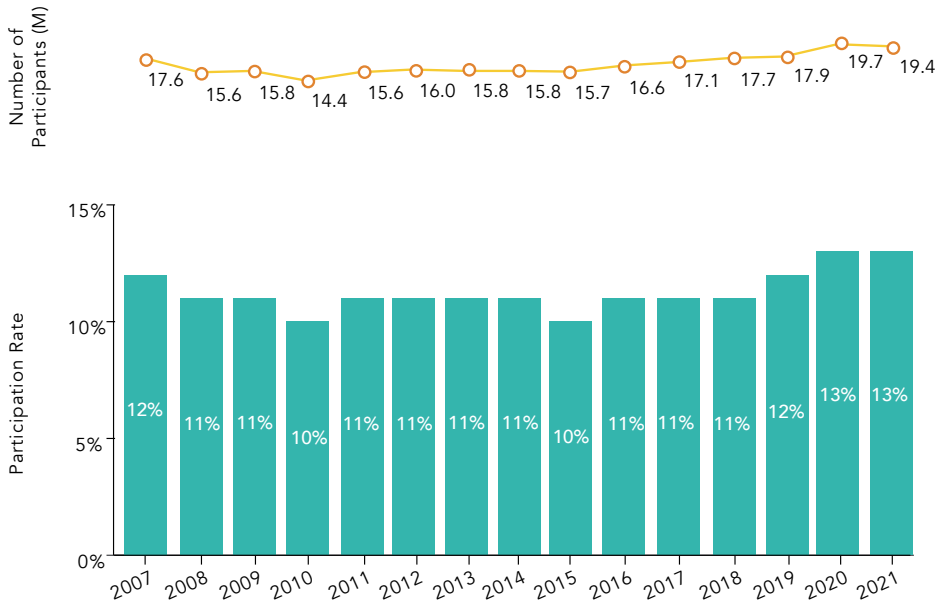
FEMALE PARTICIPATION



FEMALE FISHING PARTICIPATION

PARTICIPATION OVER TIME

Female fishing participation fell slightly in 2021 from its 2020 all-time high. Nonetheless, in 2021 there were 2.8 million more female anglers than five years prior, and 3.8 million more than in 2011.



19.4M

TOTAL #
OF FEMALE
PARTICIPANTS

13%

NATIONAL
PARTICIPATION RATE



288M

TOTAL #
OF OUTINGS



15

AVERAGE ANNUAL
OUTINGS

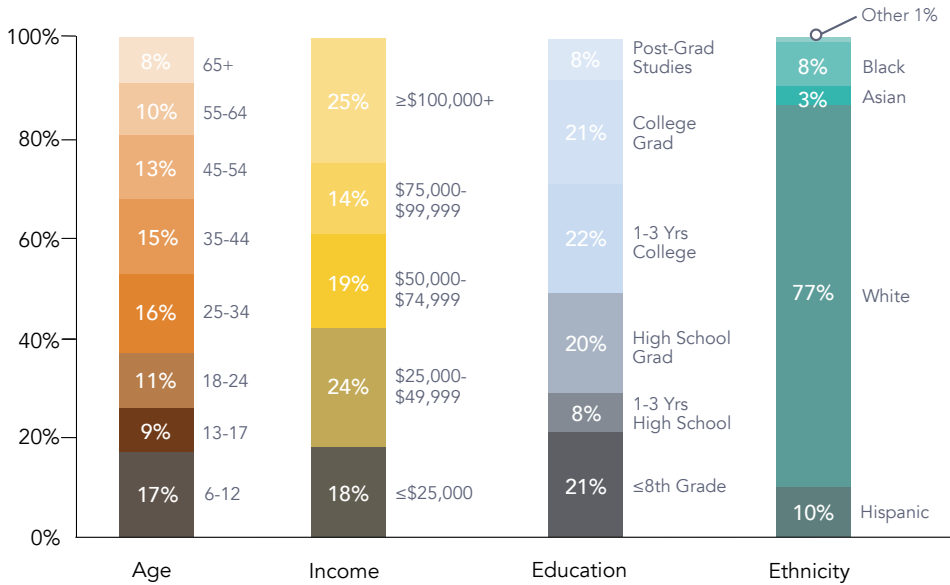


+5%

AVERAGE ANNUAL
INCREASE IN OUTINGS

since 2018

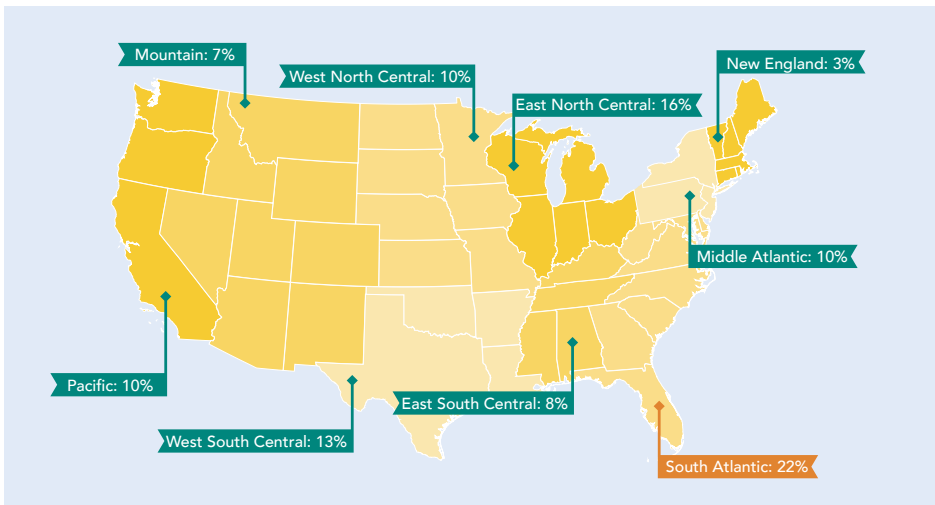
WHO PARTICIPATED?



8%
AVERAGE ANNUAL GROWTH IN FEMALE PARTICIPANTS AGE 6 TO 12
since 2018

PARTICIPANT DEMOGRAPHICS

Female participant demographics mostly paralleled those of the total participant base with a few notable exceptions. There were more female than male participants in the highest and lowest income segments, and more in the highest and lowest educational attainment categories. There were also more female anglers ages 6 to 17, and fewer over age 55.



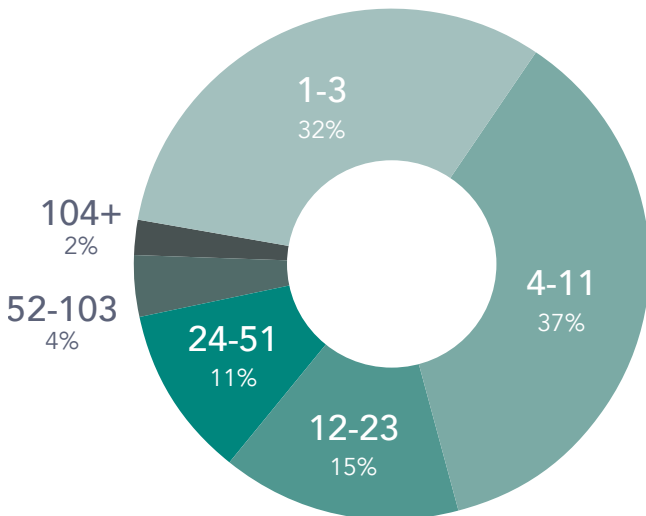
REGIONAL PARTICIPATION

The South Atlantic region was home to the highest percentage of female fishing participants, 22 percent, and its share has the strongest three-year average annual growth rate. As a share of total female participants, West South Central showed strength while Middle Atlantic and Pacific lost ground.

LEVEL OF PARTICIPATION

ANNUAL OUTINGS

Female fishing participants averaged 15 annual outings in 2021, unchanged from 2020 but down from the 17 outings five years prior. As with other fishing populations, the subset of the least frequent participants continued to slowly grow. Females that fished less than once per month increased from 64 percent of total female anglers in 2007 to almost 70 percent in 2021.



PERCEIVED LEVELS OF FISHING PARTICIPATION

68 percent of female participants described themselves as occasional anglers, while 48 percent reported they would like to fish more often. These perceived participation levels were roughly comparable to those reported by other groups.

PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	34%
Occasional participant, would like to fish more often	34%
Avid participant, would like to fish more often	14%
Avid participant, fish as often as I want	14%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%

288M

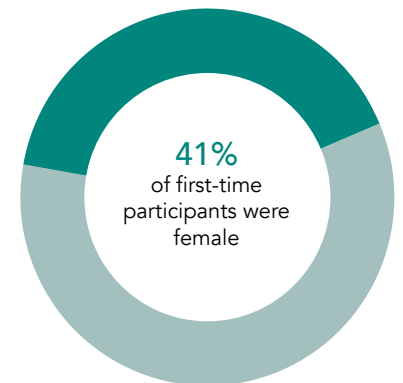
OUTINGS

vs. 251M in 2018

1.6M

FIRST-TIME FEMALE PARTICIPANTS

vs. 1.3M in 2019



FIRST-TIME PARTICIPANTS

The number of first-time female participants declined in 2021—falling to 1.6 million from 1.8 million in 2020—but still eclipsed the 1.3 million reported in 2019. Both the number and participation rate of female first-timers have grown on average about 6 percent each year over the last three years.

ACTIVITIES OUTSIDE OF FISHING

TOP CROSSOVER ACTIVITIES

In addition to fishing, nearly half of all female participants walked to stay fit. The next most popular activities were camping, hiking, bowling and bicycling.

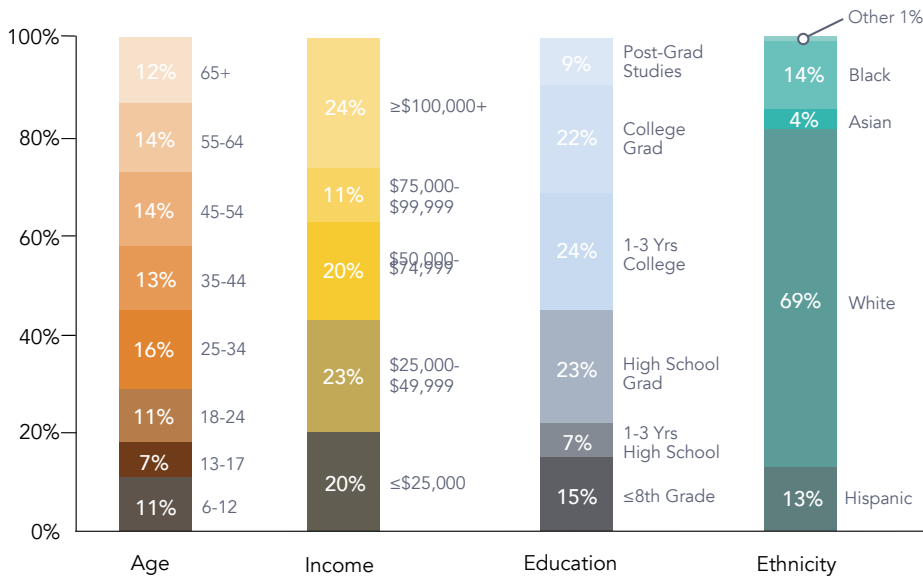
OUTDOOR ACTIVITIES	
Camping	43%
Hiking	32%
Bicycling	30%
Running and jogging	26%
Kayaking	14%
Hunting	14%

INDOOR ACTIVITIES	
Treadmill	29%
Yoga	25%
Free Weights	20%
Dance, step, exercise to music	19%
Stationary cycling	16%
Elliptical motion/cross-trainer	14%

TEAM ACTIVITIES	
Tennis	12%
Basketball	12%
Table Tennis	10%
Golf	9%

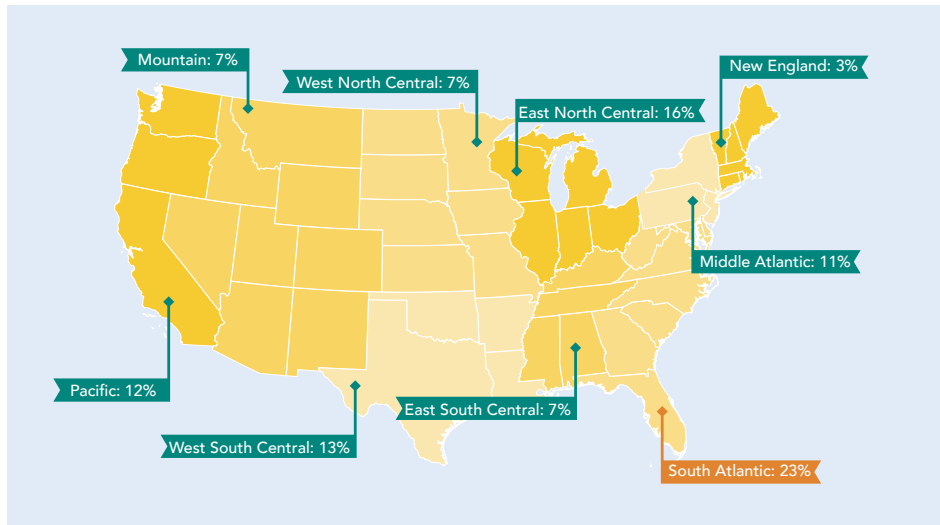
OTHER ACTIVITIES	
Walking for fitness	48%
Bowling	30%
Birdwatching/wildlife viewing	23%
Swimming for fitness	19%

WHO CONSIDERED FISHING?



CONSIDERING PARTICIPATION DEMOGRAPHICS

Three in ten females that expressed interest in fishing in 2021 were under the age 25. Interested females were more diverse and had lower average household incomes than both the overall considering group and the total participant population.



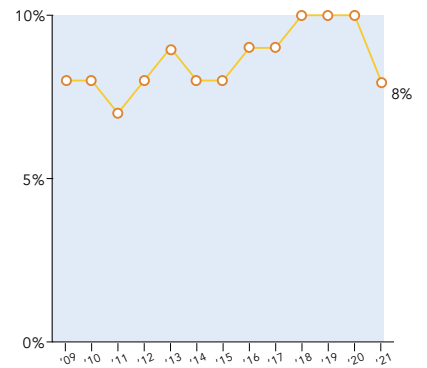
CONSIDERING PARTICIPANTS BY REGION

Like active female fishing participants and the total pool of fishing participants, the highest percentage of females who were interested in fishing lived in the South Atlantic region. 29 percent resided in the heartland regions of East North Central and West South Central.

11.4M
NON-PARTICIPATING
FEMALES
CONSIDERED
FISHING

CONSIDERING FISHING PARTICIPATION

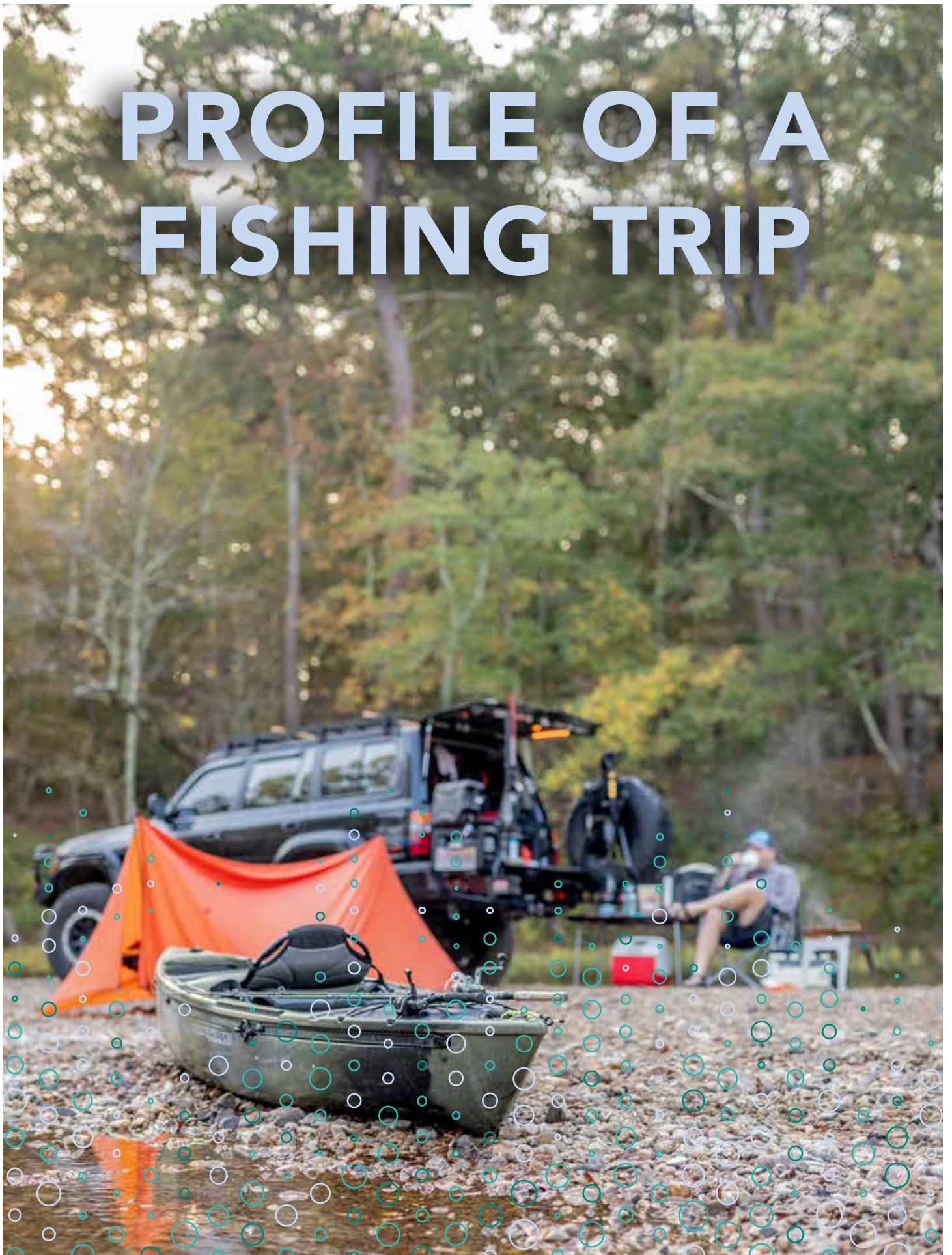
Nearly 11.4 million women, about 8 percent of females ages 6 and over, considered fishing in 2021, the lowest number since 2015. This rate of consideration fell 14 percent versus the year before. Overall female participation fell modestly in 2021.



CONSIDERING FISHING OVER TIME

After three years at 10 percent, the percentage of females considering but not participating in fishing fell to 8 percent, a level last seen in 2015.

PROFILE OF A FISHING TRIP

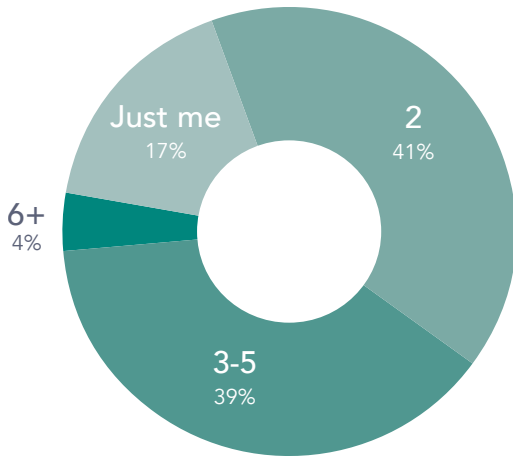


A TYPICAL FISHING TRIP

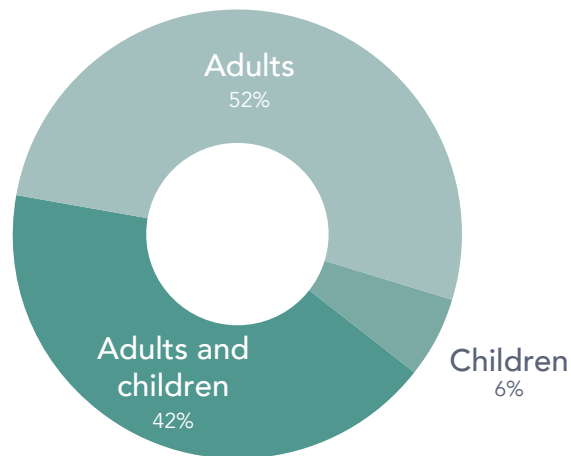
FISHING COMPANIONS

A large majority of participants, 80 percent, typically fished in groups of 2 to 5 anglers. Only 17 percent usually fished alone, confirming that fishing remained a shared activity despite nearly two years of COVID-19 limitations. Younger and female anglers were more likely to fish with others. Males were more likely than females to fish alone, at 24 percent versus 8 percent. Nearly 30 percent of participants 65 and older typically fished alone.

WHEN YOU FISH, HOW MANY ARE TYPICALLY IN YOUR GROUP?



WITH WHOM DO YOU TYPICALLY FISH?



FISHING LOCATION TYPES

Participants fished from a variety of locations in 2021. Shorelines, riverbanks, and boats were the most popular. Kayak fishing doubled its share of anglers in the last decade, growing that share on average more than 6 percent annually for the past three years.

FISHING LOCATION TYPES	PERCENTAGE
Shoreline	49%
Riverbank	47%
Boat	47%
Pier / jetty	25%
Kayak	6%
Other	5%

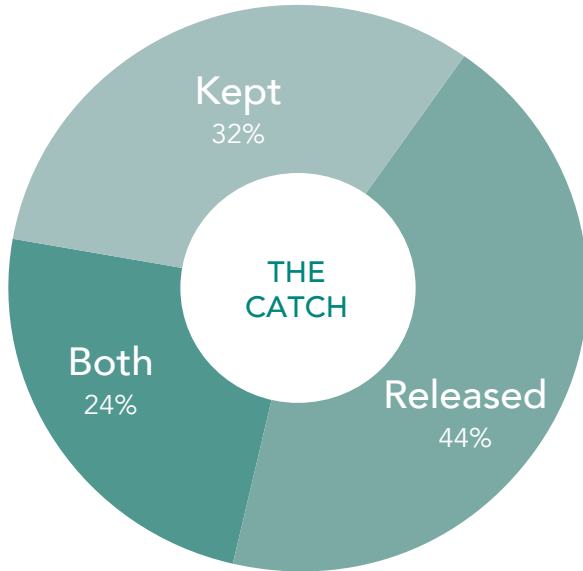


69%
OF ADULT PARTICIPANTS BOUGHT FISHING GEAR OR EQUIPMENT
in the last 12 months

A TYPICAL FISHING TRIP

THE CATCH

82 percent of participants caught at least one fish on their most recent trip. 44 percent opted to release their catch, just under a third kept it, and one in five reported doing both.

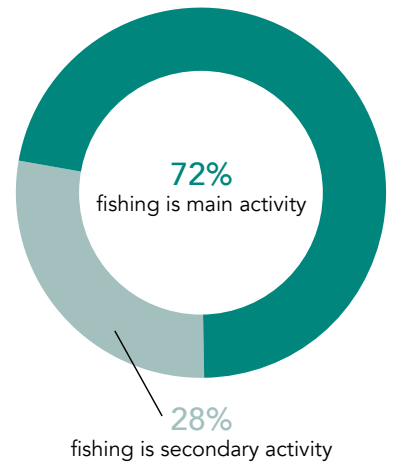


82%
OF PARTICIPANTS
CAUGHT FISH

THE OUTING

During their most fishing trip, 72 percent of anglers considered fishing their “primary activity” rather than a side event, up from 68 percent in 2020. When a complementary activity was undertaken, camping, boating, and hiking were among the most popular activities.

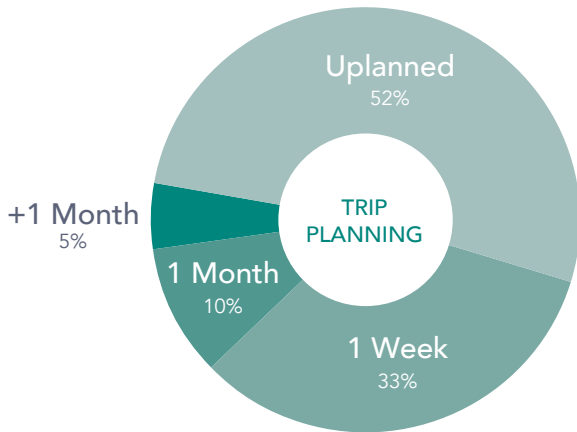
ACTIVITIES DURING A FISHING TRIP	PERCENTAGE
Camping	82%
Boating	51%
Day at the park	47%
Hiking	47%
Picnicking	47%
Kayaking/canoeing	28%
Beach trip	28%



HOW DID PARTICIPANTS PREPARE FOR THEIR TRIPS?

TRIP PLANNING

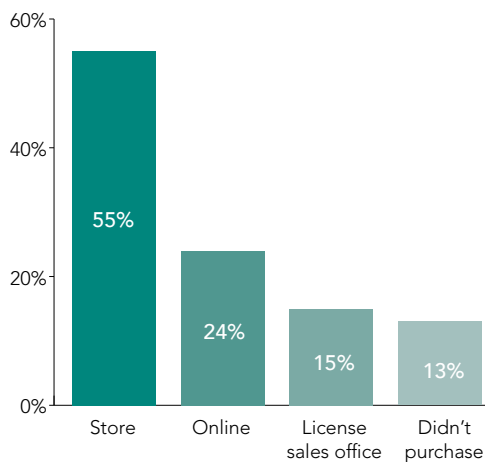
Most fishing trips were spontaneous, with 52 percent unplanned and 33 percent planned in one week prior or less. Female anglers were more likely than males to report their most recent fishing trip was unplanned, at 57 percent to 46 percent. Male participants and those under 30 were most likely to report that their most recent trip was planned more than one month in advance.



FISHING INFORMATION SOURCES	PERCENTAGE
Friends	58%
Family	55%
Fishing specific website	26%
Wildlife fishing guide	23%
General outdoor websites	21%
Retail stores	20%
Fishing specific magazine	15%
Outdoor magazines	14%
Online retail stores	12%

FISHING LICENSE

More than half of fishing licenses were purchased at a store, up from 46 percent in 2020. Online sales fell from 26 percent in 2020 to 24 percent in 2021. 13 percent of participants did not purchase a fishing license at all, down sharply from 22 percent the year prior. Among those not purchasing a license, many said they fished in private waters. Others cited age, cost and not knowing a license was needed.

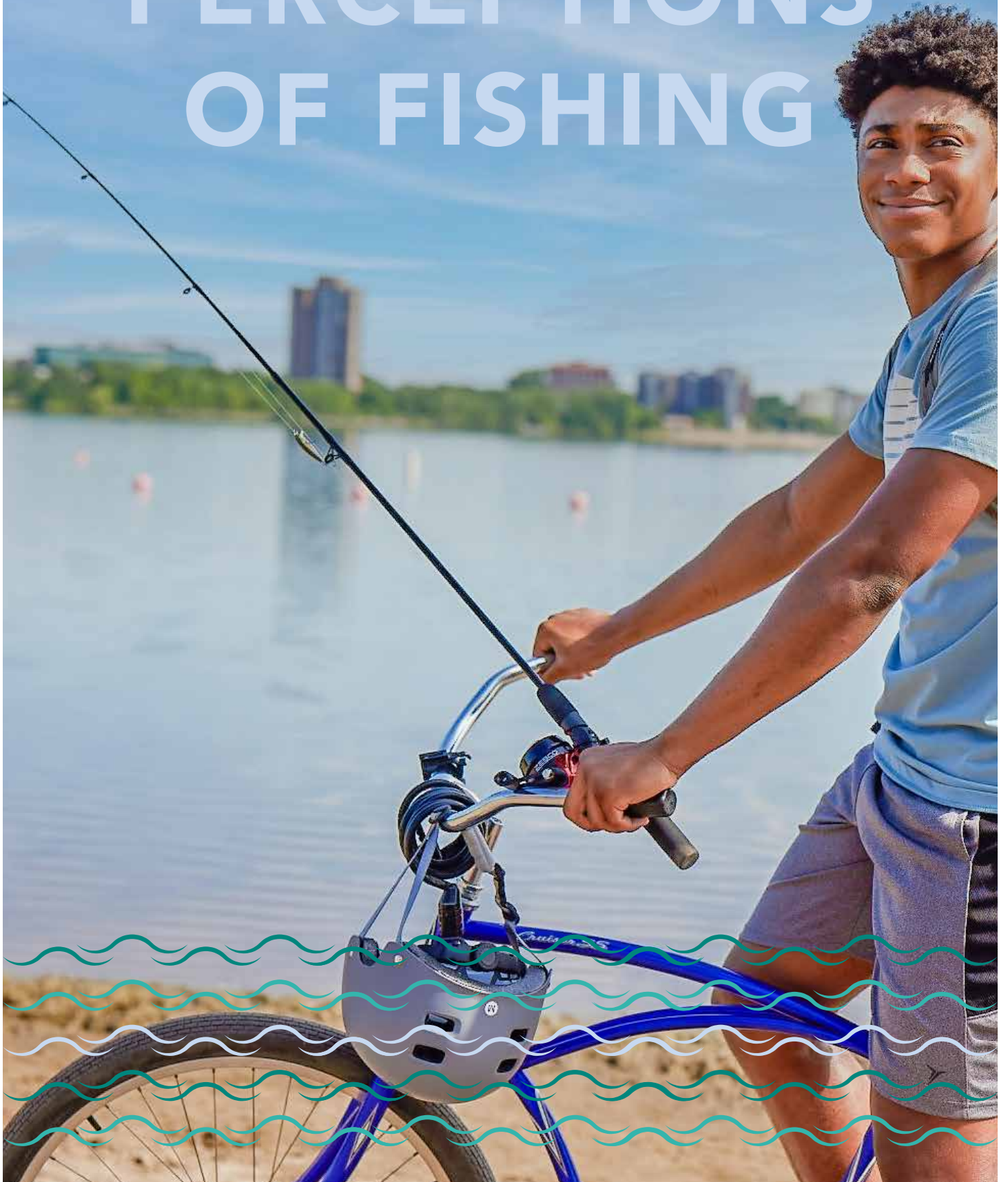


LOCATION OF LICENSE PURCHASE*

*Participants may have reported more than one location.

REASON FOR NO FISHING LICENSE	PERCENTAGE
Fished in private waters	28%
Did not know I needed one	23%
I never purchase a fishing license	13%
I do not need to because of my age	11%
Too expensive	11%
I own a life-time license	10%
Not needed where I fish	9%
Fished on a charter boat	3%

PERCEPTIONS OF FISHING



ATTITUDES OF FIRST-TIME PARTICIPANTS

EXPECTATIONS FOR A FIRST FISHING TRIP

Perhaps due to COVID-19 restrictions, trying something new or experiencing the great outdoors topped of the list of inspirations to fish for the first time. Not far behind were the desire to relax and wanting to spend time with family and friends.

EXPECTATIONS FOR A FIRST FISHING TRIP	PERCENTAGE
Try something new, maybe catch a few fish	53%
Spending time in the great outdoors	53%
Relaxing and unwinding	48%
Spending time with family and friends	48%
Exciting time catching a lot of fish	46%
No expectations	36%
Competing to see who could catch the biggest or most fish	23%
An opportunity to teach my children about fishing and nature	17%

53%
WANTED TO TRY
SOMETHING NEW

PERCEPTIONS OF FISHING BEFORE PARTICIPATING

In 2021, the negative expectations of fishing—that it's too time consuming, uninteresting, requires too much equipment, is too expensive or "is not for someone like me"—were less prevalent than positive perceptions among first-time anglers.

PERCEPTIONS OF FISHING BEFORE PARTICIPATING	PERCENTAGE
Exciting way to spend time outdoors	49%
Stress free activity	41%
Intriguing	35%
Easy to learn	32%
Only for serious outdoors people	30%
Time consuming	27%
Requires too much equipment	18%
Not for someone like me	17%
Too much of a financial investment	16%
Uninteresting	12%

49%
OF PARTICIPANTS
PERCEIVED FISHING
AS EXCITING BEFORE
TRYING IT

FISHING STEREOTYPES

STEREOTYPES OF FISHING PARTICIPANTS

When asked which characteristics best described the type of person fishing is for, most women held no preconceived notion. Men were more likely to describe an angler as an outdoor type of person, a sportsman or an active person. Men were also more likely to describe a fishing participant as quiet or a person with children. Most fishing participants did not have a stereotype of anglers, underscoring fishing’s widespread appeal.

FISHING STEREOTYPES	ALL	MALE	FEMALE
Could be anyone/no stereotype	61%	54%	67%
Outdoor type of person	28%	33%	23%
Active person	20%	26%	15%
Sportsman	18%	28%	9%
A quiet type of a person	16%	20%	13%
Families with kids	14%	16%	12%
Older people than me	7%	6%	7%
Educated person	6%	9%	4%
Younger person than me	5%	7%	3%
A lazy person	2%	3%	2%



OUTDOORSY
 MOST COMMON
 FISHING STEREOTYPE

FEELINGS ABOUT FISHING

TOP 10 BENEFITS OF FISHING

Americans primarily fished to enjoy the splendor of nature while escaping the usual demands of life. They also enjoyed catching fish, spending time with family and friends, and solitude.

BEST THINGS ABOUT FISHING	PERCENTAGE
Enjoying the sounds and smells of nature	57%
Getting away from the usual demands of life	54%
Catching fish	52%
Spending time with family or friends	45%
Experiencing solitude	29%
Experiencing excitement/adventure	29%
Being with people who enjoy the same things	28%
The "chase" (strategy, site & tackle selection etc.)	28%
Reliving my childhood memories of going fishing	22%
Catching my own food	21%



54%
USED FISHING TO
ESCAPE THE USUAL
DEMAND OF LIFE

POSITIVE FISHING MEMORIES OR ASSOCIATIONS

In terms of positive memories of fishing, females listed spending quality time with family and friends as their most common answer, while men said spending time in nature.

POSITIVE FISHING MEMORIES OR ASSOCIATIONS	MALE	FEMALE	TOTAL
Spending quality time with family or friends	73%	82%	78%
Spending time outdoors immersed in nature	77%	77%	77%
Reminds me of my childhood	59%	60%	60%
Enjoying the water	52%	50%	51%
Connecting with a simpler way of life	52%	44%	47%
Learning a new skill	43%	40%	41%



78%
EQUATED FISHING
WITH QUALITY TIME
WITH FAMILY AND
FRIENDS

FISHING BARRIERS

OBSTACLES TO ENJOYMENT

When asked which factors prevented enjoying fishing, the most cited were crowded fishing spots and not catching any fish. Being outdoors and unclean lakes and rivers were next, followed by the cost.

RANK	OBSTACLES TO ENJOYMENT
1	The fishing spots were crowded
2	Not catching any fish
3	Being outdoors - bugs, heat, cold, weather, etc.
4	The lakes and rivers weren't very clean
5	The expense - equipment, bait, supplies, etc.
6	Baiting the hooks or taking the fish off the hook
7	Not having the right equipment
8	The hassle
9	Lack of knowledge
10	Don't like to touch fish/worms



CROWDS
MOST REPORTED
BARRIER TO FISHING

REMOVING BARRIERS TO PARTICIPATION

When asked what resources helped increase their enjoyment of fishing, participants cited information on local, close to home fishing destinations. They also indicated that more accessible and affordable fishing equipment and boats could boost their participation.

RANK	OBSTACLES TO ENJOYMENT
1	Local information on nearby bodies of water
2	Easier/more affordable access to fishing equipment
3	Easier/more affordable access to boats
4	Comprehensive mobile guides that you can access on the water
5	Short lessons/information session from a state agency or local guide
6	How-to's and tutorial videos
7	Resources and information on voice activated devices



LOCAL INFO
MOST HELPFUL
RESOURCE

FUTURE OF FISHING



FISHING MOTIVATIONS

REASONS FOR STARTING TO FISH

Over half of participants fished for the first time thanks to a friend or family member. Others cited excitement, easy access, and the limiting nature of COVID-19 lockdowns as motivations to fish for the first time in 2021.

MOTIVATIONS TO START FISHING	PERCENTAGE
A friend or relative took me	56%
I wanted to try out a new hobby	50%
Experience excitement / adventure	47%
Spend time with family	41%
Fishing trip as part of a vacation or group outing	33%
I wanted to try catching my own food	30%
Other activities closed or canceled due to COVID-19	30%
Ease of access to fishing	30%
Solitude	26%
Had more time due to COVID-19 restrictions	25%
Take my children fishing	22%
Fished as a kid but not as an adult and wanted to try again	21%

REASONS FOR STOPPING FISHING

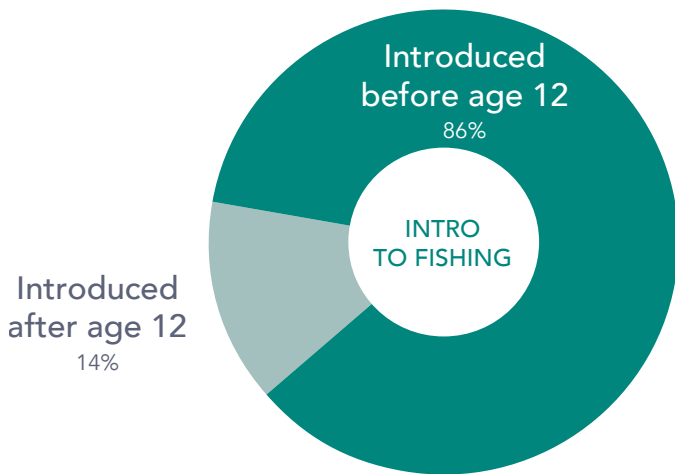
Among those who fished in 2021 but indicated they would not fish in the coming 12 months, reasons included a lack of enjoyment, boredom, a lack of time and limited access to waterways.

MOTIVATIONS TO STOP FISHING	PERCENTAGE
Only fish on certain vacations	49%
Just didn't enjoy it	43%
Boring	39%
Lack of time	25%
Limited access to waterways	24%
Didn't enjoy it	13%
Didn't catch anything	12%
Illness	12%
Prefer other outdoor activities	8%
Lost interest	7%
Smell of fish	7%

FUTURE OF FISHING

DID YOU FISH AS A CHILD?

Data continues to demonstrate the critical importance of introducing fishing at a young age, as 86 percent of current fishing participants fished before the age of 12. 28 percent of children 6 to 12 fished in 2021, almost double the participation rate among young adults 18 to 24.



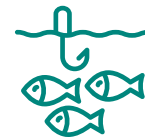
NUMBER OF TIMES PARTICIPANTS PLAN TO FISH

The future of fishing remains bright but not without challenges. Among adult participants:

- **99%** plan to fish during the following year, up from 96 percent in 2020
- **32%** plan more than 20 outings, up from 27 percent in 2020
- **40%** plan 8 to 20 outings, up from 27 percent in 2020



MALES
WERE MORE LIKELY
THAN FEMALES TO
HAVE BEEN
INTRODUCED TO
FISHING BEFORE
AGE 12



99%
OF PARTICIPANTS
PLANNED TO FISH
THE NEXT YEAR

METHODOLOGY

2021 Participation Data

All participation statistics are from a nationwide study conducted during the 2021 calendar year by Sports Marketing Surveys USA (SMS). Under the guidance of the Sports and Fitness Industry Association (SFIA) and seven other sports industry associations that make up the Physical Activity Council (PAC), the participation study was designed and launched by Digital Research (DRI). All other data is attributable to the SFIA/SMS research partnership.

Sample Specification

During 2021, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population for people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2021 participation survey sample size of 18,000 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 0.32 percentage points at the 95 percent confidence level.

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, ethnicity, household size, region, and population density. The total population figure used was 304,745,039 people aged 6 and older.

Activity reported is based on a rolling 12-month participation rate. All charts represent data from U.S. populations ages 6 and over, unless otherwise specified.

If you have specific questions regarding the methodology, please contact Sports Marketing Surveys at info@sportsmarketingsurveysusa.com.

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 ages 6 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 2021 Special Report on Fishing is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the U.S. 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: 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 2021 participation survey, which focused on American participation in the 2021 calendar year. Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

2022 SPECIAL REPORT ON FISHING

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