



RECREATIONAL
BOATING & FISHING
FOUNDATION

WHY DO ANGLERS & BOATERS LAPSE?

Lower interest in being outdoors

Lapsed anglers and boaters:

- Stick to a smaller, more routine set of activities.
- Are less likely to participate in outdoor activities compared to retained participants.

Lack of a shared & social identity (fishing and boating are not for “someone like me”)

Lapsed anglers and boaters:

- Have fewer people in their household and inner circle who also participate in fishing or boating.
- Have no nostalgic ties to the activities that kindles a deeper connection versus those who still fish and boat.
- Do not see their lives and values aligned with typical anglers or boaters; there is an aspect of ‘identity’ that plays a role in participation.

Lower commitment & less positive first impressions

Lapsed anglers and boaters:

- Have more negative first impressions than those who still participate, suggesting potential hurdles to ‘trying again.’
- Show a lower commitment to fishing and boating with the majority of lapsed participants averaging 7-8 days on the water and only during warm seasons (compared to 20-22 days year. Lack of access is also at play for lapsed boaters.

Underlying mindset differences

Lapsed anglers and boaters:

- Find it harder to relax, are less adventurous and prefer the familiar, which may lead to an avoidance of new activities.
- Have myriad differences in underlying, non-conscious mindsets, which provides an opportunity for tailored messaging.