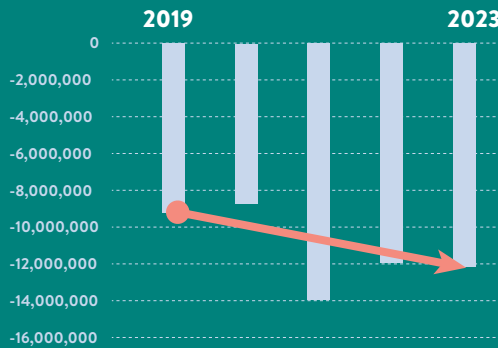


The Psychology of Churn in Fishing & Boating

Why Americans stop participating and how to tackle this troublesome trend

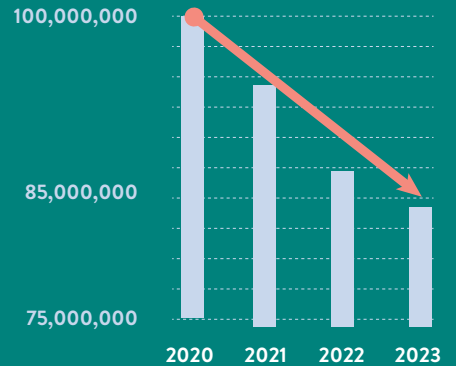
Churn, or the number of anglers and boaters dropping out annually, is rising.

NUMBER OF ANGLERS LEAVING FISHING



Americans ages 6+
Source: RBFF & The Outdoor Foundation, 2024

DECLINE IN BOATING PARTICIPATION



Source: NMMA

Loss of existing participants leads to a decrease in revenue for industry and fewer funds for government conservation efforts.

Retaining half of 2023's lost anglers = A potential **\$9.2 billion** more in industry revenue.



- Existing customers:
 - Spend **31% more** than new customers*
 - Are **50% more likely** to try new products
- Increasing customer retention by 5% can increase profits by **25-95%****

Source: *Forbes ** Harvard Business School



Source: RBFF and The Outdoor Foundation, 2024

What's different about lapsed vs. active anglers and boaters?

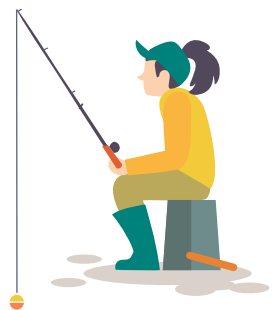


Lower Interest in Being Outdoors:

Lapsed participants stick to a smaller set of more familiar activities and are less likely to take part in outdoor activities.

Lack of Identifying with the Sport:

Lapsed participants don't believe fishing and boating is for 'someone like me,' have fewer friends and family who participate, and lack a nostalgic tie to the activities.



Less Positive First Impression and Lower Commitment over Time:

Some face a hurdle to 'trying it again' due to their first experience; others spend on average less days out on the water.



Underlying Mindset Differences:

Lapsed participants find it harder to relax, are less adventurous and prefer the familiar, which may lead to an avoidance of new activities.



What do lapsed participants need?

- **Location Support:** Need guidance on places to fish and boat near them.
- **More Adrenaline:** Need fishing to meet the thrill of their adventurous spirit.
- **Affordable Access:** Need affordable, and nearby, opportunities to get back on the water.
- **An Enthusiastic Buddy:** Need someone to go with, to make fishing and boating more rewarding.
- **More Interest:** Need to see fishing and boating as worthwhile activities.



Strategies to Retain or Reactivate Lapsed Anglers and Boaters



Promote community-building and shared experiences



Provide opportunities for fresh experiences

1. Emphasize the social aspect of fishing and boating in marketing.
2. Organize and promote fishing and boating community events.
3. Create or amplify community groups that bring together similar identities and interests.

1. Refresh your events calendar with new and enhanced fishing and boating events/experiences.
2. Reinvigorate anglers and boaters with lapsed-specific events or programs.
3. Take advantage of the start of new seasons to reengage lapsed groups.



Align marketing with higher-order goals and lapsed participants' lifestyles

Help people better identify as anglers and boaters

1. Emphasize the mental, health, and social benefits of engaging in outdoor activities like fishing and boating.
2. Reinforce the mental benefits of hobbies that reduce anxiety and enhance life satisfaction.
3. Piggyback fishing and boating to other familiar activities and locations, such as hiking, camping, golfing or picnicking.

1. Present broader and more inclusive imagery of what it means to be an angler/boater.
2. Tie boating and fishing to everyone's desire for nostalgic experiences, both great memories from the past and creating new ones.



Thank you to our research sponsors: American Sportfishing Association (ASA), Grady-White Boats, the Marine Retailers Association of the Americas (MRAA), the National Marine Manufacturers Association (NMMA), and Yamaha Watercraft.



MORE INFORMATION
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