

10 Facts About America's Newest Anglers & Boaters

Americans from all walks of life discovered fishing & boating as ways to recreate responsibly during COVID-19. Here's what to know about these new participants:

They're driving growth in fishing & boating.

1.

Millions of projected new & returning anglers & boaters took up the activities during the summer of 2020.



They're changing the face of fishing & boating.

2.

The largest group of new anglers & boaters:

- Fish for **relaxation & family time**
- Are **highly social** in-person & online
- Are **younger**, more **urban** & more **diverse**
- Bring their **kids** into the sport



They started participating due to key motivators.

- Inspiration from friends, family & kids — often at their request!
- Nearby, urban fishing access
- Additional free time
- Media & advertisements
- Childhood experience



They like fishing & boating.

4.

- Quality time with kids & loved ones
- Peace, relaxation & mental health benefits
- Built-in social distancing



They value three key benefits of fishing & boating.

5.

- **Social connection:** camaraderie & nostalgia
- **The challenge:** excitement & competency
- **Connection to nature:** calmness & freedom



Their fishing & boating trips include a variety of outdoor activities.



They've overcome previous barriers to participation.

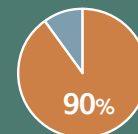
7.

- Other priorities
- Didn't expect to like it
- No experience
- Didn't have the equipment
- Uninformed about affordable equipment
- Had no companions



They plan to continue participating.

8.



90% of new anglers plan to keep **FISHING** in the future.



94% of new boaters plan to keep **BOATING** in the future.

They're eager to build their skills & continue enjoying the water.



10.

Here are some actions fishing & boating organizations can take to retain and engage with this new audience.

- Remind newcomers of the great fishing & boating experiences they had in 2020.
- Highlight convenient, local fishing & boating access & seasonal ideas for outings.
- Provide easy, educational fishing & boating resources.
- Emphasize the social aspects of fishing & boating.
- Recommend cost-effective, beginner fishing & boating equipment.

Learn more at www.TakeMeFishing.org/WhosOnBoard



RECREATIONAL BOATING & FISHING FOUNDATION

Sources: Ipsos and the Recreational Boating & Fishing Foundation. *Casting a Wide Net: Identifying New Anglers and Boaters and Determining Tactics for Retention*, November 2020. The Recreational Boating & Fishing Foundation. *Fishing & Boating Marketing Segmentation Study*, October 2019.

