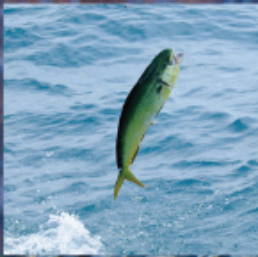




Recreational Boating & Fishing Foundation (RBFF)

2012

Take Me Fishing
Presentation



The purpose of this research effort is to evaluate the effect of the Take Me Fishing (TMF) Integrated Marketing Campaign by measuring changes in:

- ✓ The level of awareness, trial and participation in recreational fishing or boating
- ✓ Perceptions of fishing and boating
- ✓ Awareness, recall and effect (e.g., future intention to go fishing, planned fishing trips)
- ✓ Brand behavior
- ✓ Category behavior and attitudes including the purchase of a boating or fishing license, ownership of fishing equipment, and fishing/boating activities in the past 24 months
- ✓ Influence of TMF advertising on the decision to boat or fish

An online survey was fielded at the end of the advertising surge between 9/27/2012 – 10/12/2012.

Unlike previous years, this year's evaluation was conducted only among a sample of the general public, representative of the target audience of the TMF campaign using the Survey Sampling International Panel. This sample was composed of approximately 1,600 people with interest in outdoor activities in general and those with a specific interest in fishing or boating who are between the ages of 25 to 54, with annual household incomes that fall within the range of \$50,000 to \$150,000. A quota was established to ensure that respondents were a mix of 70% males and 30% females.

The two audiences included those with:

- ✓ Interest in outdoor activities (n=579 37%)
- ✓ Interest in the outdoors with specific interest in fishing or boating (n=999 63%)

Exposure to the TMF ad campaign was found to have a significant positive effect on the stated likelihood to go fishing, take someone fishing and go boating for the purpose of fishing. Regression analysis that examined differences between those who recall the TMF messages and those who did not, reveal:

- ✓ Respondents who recall a TMF print ad are more likely as those who do not recall a TMF print ad to indicate that in the next 12 months they intend to:

Intentions in the Next 12 months	Number of Times	
	2011	2012
Go fishing	2.0	1.7
Take someone else fishing	2.0	1.7
Go boating for the purpose of fishing	2.2	1.9
Visit the TMF website	1.9	1.7

** These results are statistically significant based on regression analysis and/or t-test.*

- ✓ The TMF marketing campaign continues to have a positive effect on each of the campaign's objectives. However, in comparison to 2011 impacts, this year's print ads were slightly lower on all measures.

- ✓ Similarly, respondents who recall seeing a radio ad (2011) or a banner ad (2012) are significantly more likely to:

Intentions in the Next 12 months	Number of Times	
	2011 Radio Ad	2012 Banner Ad
Go fishing	2.0	1.9
Take someone else fishing	1.9	2.1
Go boating for the purpose of fishing	2.1	2.2
Visit the TMF website	1.8	1.9

** These results are statistically significant based on regression analysis and/or t-test.*

- ✓ These findings show that the TMF integrated marketing campaign has a positive effect on each of the campaign objectives. It should also be noted, that impact of this year's banner ads were slightly higher than the impact of the radio ad in 2011 on all measures except one – intention to go fishing.



Campaign Outcomes



When asked to think about outdoor leisure or recreational activities, boating and fishing came to mind often for respondents . Other activities mentioned include camping, hiking, hunting, and swimming are also ranked highest in number of mentions by respondents.

- ✓ Respondents reported seeing, hearing or reading advertisements in the past three months for boating, camping, fishing, football, golf, hiking, hunting, running, skiing, and swimming.

Q1a. *When you think about outdoor leisure or recreational activities, which one first comes to mind?*

Top-of-Mind Recreational Activities	N
Fishing	511
Boating	192
Camping	181
Hiking	158
Hunting	63
Golf	56
Running	49
Swimming	45

Among those survey respondents who recall seeing, hearing or reading an advertisement for any outdoor leisure or recreational activities within the last year, 35% recalled the phrase “Take Me Fishing” in an advertisement, as a slogan, or as the name of a website -- a decrease of 7 percentage points from last year (42% in 2011 versus 35% in 2012).

- ✓ More than one-third (37%) of respondents with an interest in fishing and boating in 2012 recall the phrase — a decrease of 11 percentage points from the previous year.
- ✓ Among respondents with an interest in the outdoors it is 31% recalled the phrase — up 13 percentage points from 2011.

Q9. Call you recall ever seeing, hearing or reading the phrase “Take Me Fishing” in an advertisement, as a slogan or as the name of a website?

Brand Awareness	2010	2011	2012
Interest in fishing or boating	30%	48%	37%
Interest in outdoors	10%	18%	31%

While a small number of respondents provided (on an unaided basis) the name of a specific website, in answer to whether they recalled seeing any boating or fishing advertisement mentioning a website, www.takemefishing.org was in the top three websites mentioned along with Cabela's and Bass Pro.

Awareness of the TMF logo increased for both the fishing and boating and outdoor audiences.

- ✓ More than half of respondents with an interest in boating or fishing (56%) recall the logo, down from 2011 (61%).
- ✓ Respondents with an interest in the outdoors logo awareness was 46%, more than double the awareness in 2011 (20%).

Q11. Before today have you ever seen this logo?

Logo Awareness	2010	2011	2012
Interest in fishing or boating	45%	61%	56%
Interest in outdoors	10%	20%	46%

At the end of the 2012 Take Me Fishing campaign the levels of TMF print, direct mail, PSA TV, PSA radio, and banner ad advertising recall reached the following proportions:

Q13. Before today, have you ever seen this advertisement or one just like it?

Year	Advertising Recall	Print	Direct Mail	PSA TV	PSA Radio	Banner Ad
2012	Interest in fishing or boating	14%	30%	21%	19%	16%
	Interest in outdoors	14%	25%	16%	11%	15%
2011	Interest in fishing or boating	28%	20%	25%	26%	NA
	Interest in outdoors	2%	3%	4%	5%	NA

NA = Not Asked

Respondents with an interest in fishing and boating had lower recall levels in 2012 than in 2011, with the exception of direct mail, which had a 10% increase in awareness. Print media experienced the largest decrease – from 28% recall in 2011 to 14% in 2012.

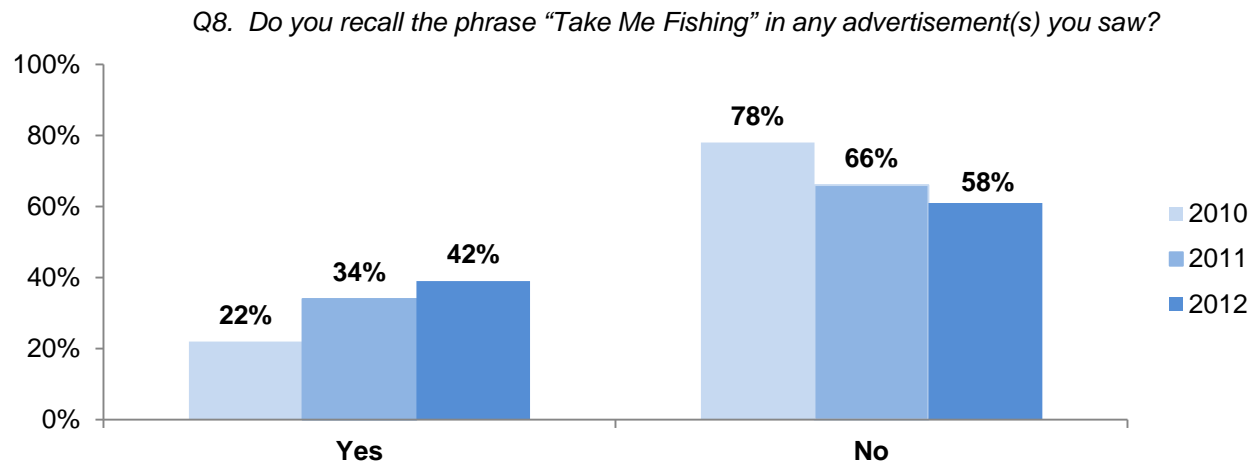
Recall among the outdoor segment increased substantially across all of the media elements evaluated in 2012.



Brand Awareness

Brand awareness (measured by the proportion who recall the phrase “Take Me Fishing”) increased from 2011 (34%) to 2012 (42%).

- ✓ Brand awareness among respondents interested in fishing or boating remained unchanged from 43% in 2011 to 43% in 2012. In 2010 brand awareness among this population was 30%.
- ✓ Among those with a general interest in the outdoors, brand awareness increased dramatically from 12% in 2011 to 41% in 2012. In 2010 brand awareness among this population was 10%.





Between 2011 and 2012 an increasing number of respondents recall seeing the phrase “Take Me Fishing” in a television advertisement. More than half of the respondents recall the phrase from a television or a magazine advertisement. Another 49% recall the phrase from the internet/online.

Relatively few (15%) recall the TMF phrase from a postcard, consistent with previous years.

Though the number of respondents in each category is low, the data offers directional insights.

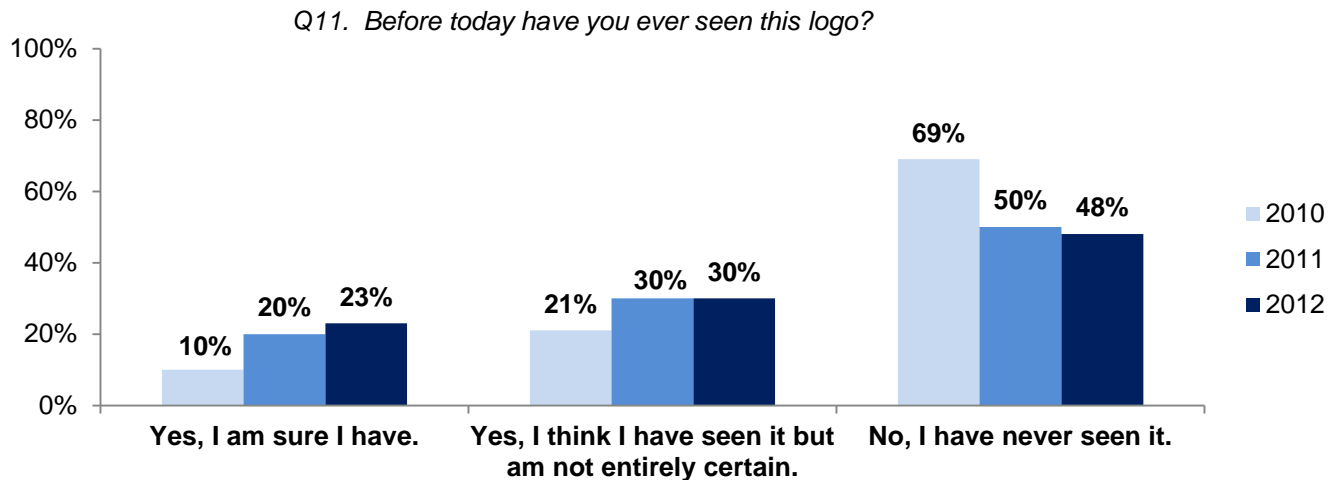
Q10. Do you recall the phrase “Take Me Fishing” from . . . ?

Source of TMF Recall	2010	2011	2012	Difference 2011 to 2012
Television advertising	NA	42%	60%	18%
Magazine advertising	41%	52%	55%	3%
The internet / online	37%	52%	49%	(3%)
Part of a campaign to promote fishing and boating activities	54%	54%	47%	(7%)
Radio Advertising	34%	39%	30%	(9%)
A postcard you received through the mail	13%	13%	15%	2%
Something else?	36%	27%	14%	(13%)



Between 2011 and 2012, brand awareness, as measured by the proportion who recall the “Take Me Fishing” logo, increased slightly. The percentage of respondents who are certain they have seen the logo increased 3 percentage points, from 20% in 2011 to 23% in 2012.

- ✓ Logo recall among respondents interested in fishing or boating was 56% in 2012 versus 61% in 2011.
- ✓ Among those with a general interest in the outdoors, logo recall more than doubled from 2011 to 2012 (20% to 46%).



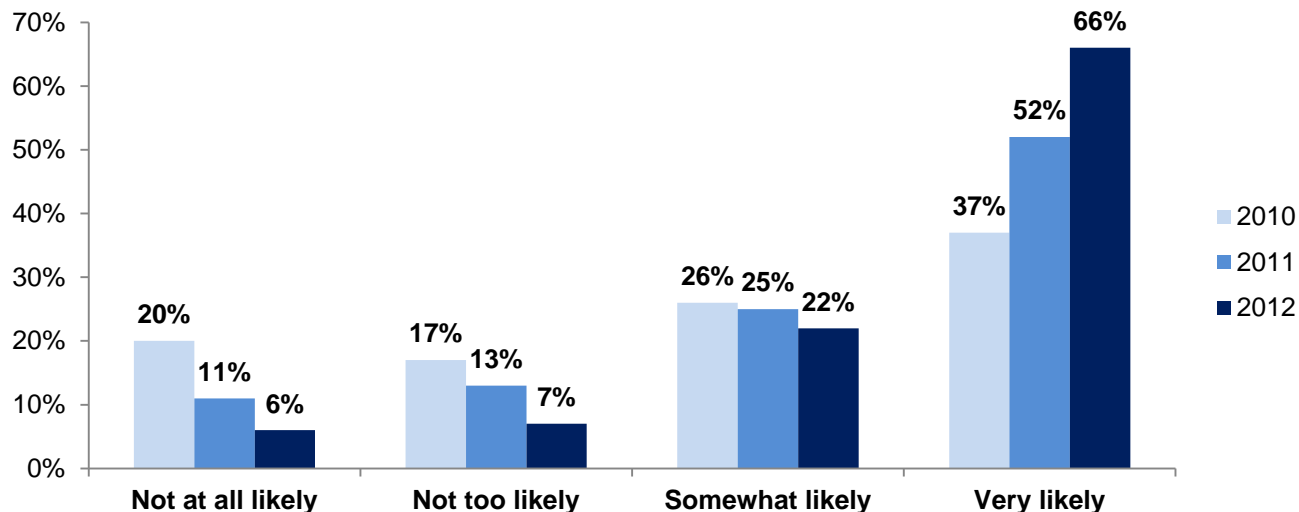


TMF Campaign Behavioral Impact

The proportion of respondents who indicated a likelihood to go fishing anytime in the next 24 months increased significantly from 2011 to 2012 – especially among those indicating they are “very likely” to go fishing.

- ✓ Among those with a general interest in fishing or boating, 75% indicated that they are very likely to go fishing anytime in the next 24 months.
- ✓ Half of respondents with an interest in the outdoors indicated they are very likely to go fishing within the next 24 months.

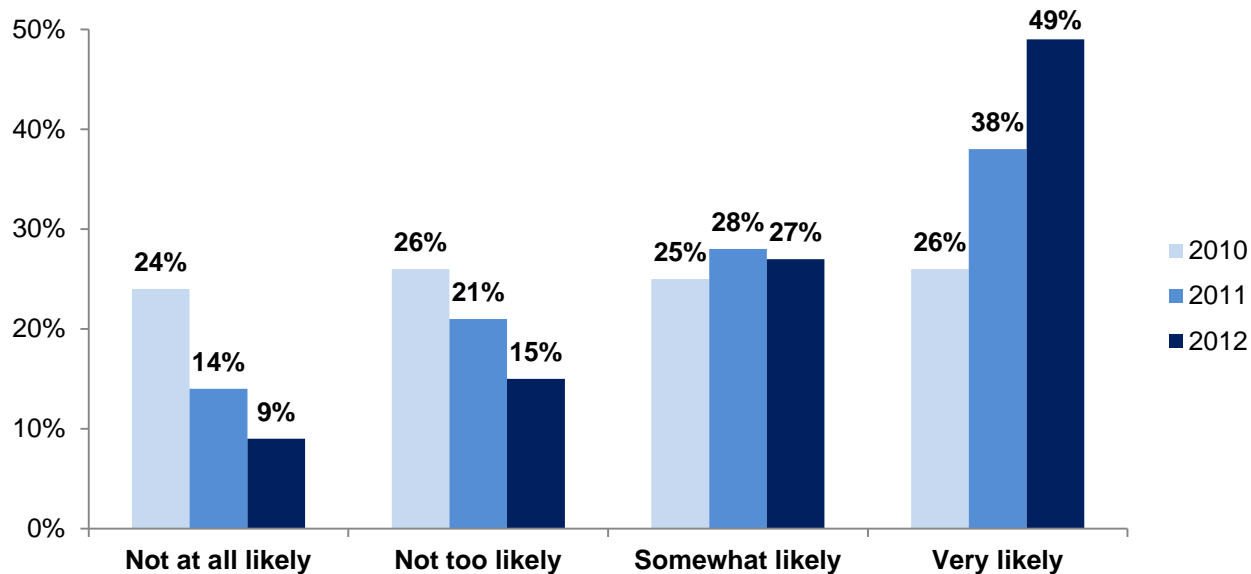
Q70. Overall, how likely would you say you are to go fishing in the next 24 months?



The proportions of respondents who indicated a likelihood to go fishing from a boat any time in the next 24 months also increased substantially between 2011 and 2012.

- ✓ Among those with a general interest in fishing or boating, 55% indicated that they are very likely to go fishing from a boat anytime in the next 24 months.
- ✓ More than one-third (38%) of respondents with a more general interest in the outdoors intend to go fishing from a boat within the next 24 months.

Q71. Overall, how likely would you say you are to go fishing from a boat anytime in the next 24 months?





Influence of TMF



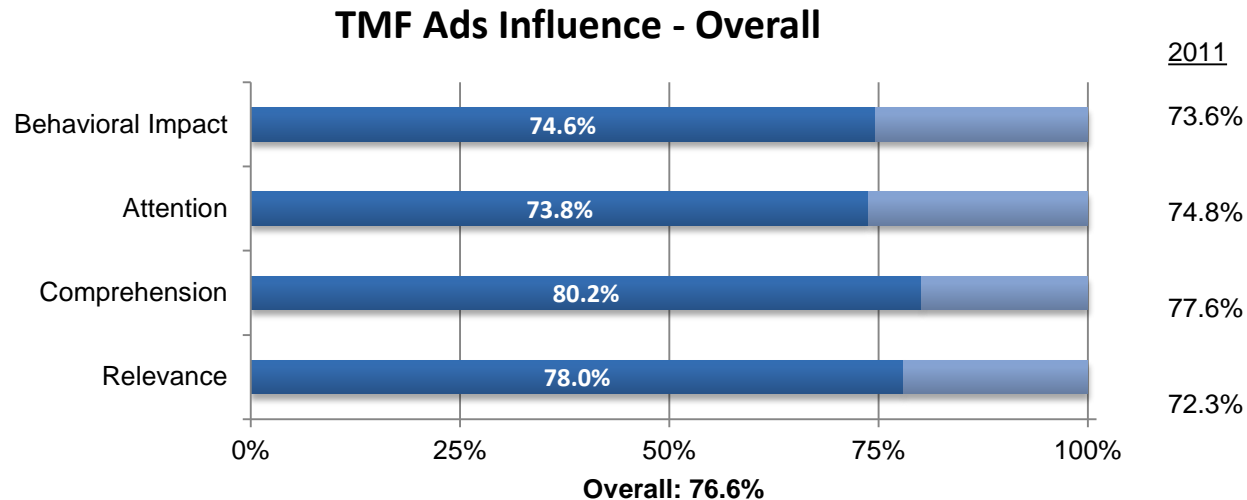
In 2011 a new measurement of influence of the TMF campaign was developed to serve as a key metric of the campaign and future efforts. This metric, scored along a numeric scale from 1 to 100, shows a relationship between strong and more neutral levels of influence, thus providing an “overall influence score” that represents a way to measure the extent to which the use of/contact with the TMF campaign has achieved its desired results of influencing a respondent's behavior.

This metric can be compared from year to year as the advertising campaign is modified in terms of content or message, targeted to new sub-groups via differing media placement strategies, or expanded via increased budgetary expenditure.

- Specific factors are the degree to which the advertisement generates:
 - ✓ *Attention* – as indicated by survey respondents' ability to find the advertisements unique, memorable or interesting
 - ✓ *Comprehension* – as indicated by the degree to which respondents perceive that the ads convey (align with) key motivators to engage in fishing
 - ✓ *Relevance* – as indicated by the extent to which those who view the ads like them, find them appealing and make them feel that fishing is a good fit for them
 - ✓ *Behavioral Impact* – represented by the level of stated intent to pursue the ad's call to action (e.g., seek information about fishing opportunities, or go fishing, or go boating for the purposes of fishing, or take someone else fishing in the next 12 months)

* Measure based on the following article, William McGuire, “An Information Processing Modeling of Advertising Effectiveness.”

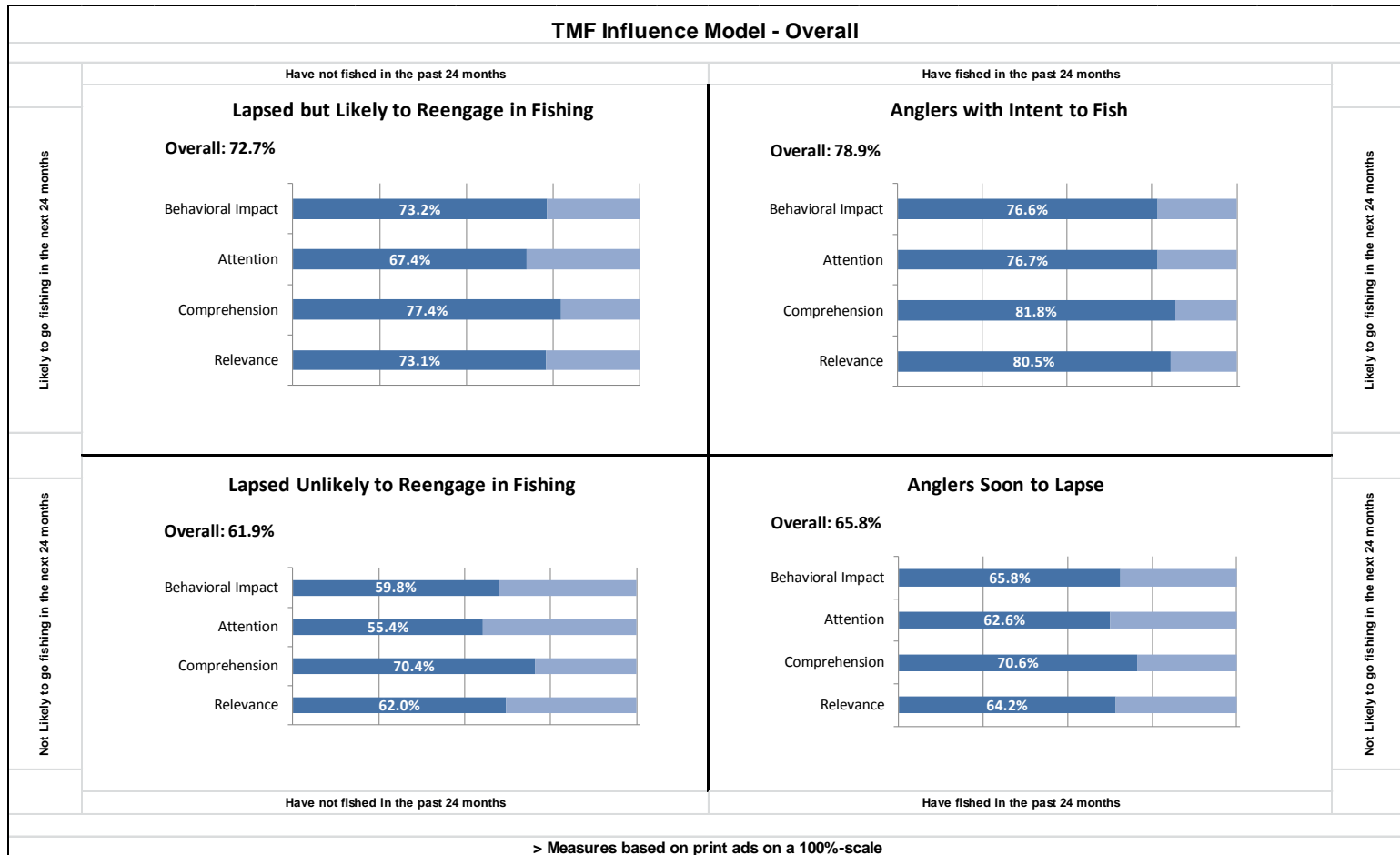
The overall influence score for the Take Me Fishing campaign as measured by the five print advertisements reveals that the campaign impacts 3 out of 4 in the current target audience, as represented or measured by the 2012 TMF survey respondents. The level of influence is **76.6%** on a 100 point scale, up slightly from 2011 (74.4%) . The factors of influence show the following scores:



Indicating that among this group the ad campaign:

- Successfully conveys its motivational intent (Message Comprehension)
- Is found to be highly relevant at a personal level (Message Relevance)
- Leads those who are exposed to it to express an intention to pursue fishing-related activities (Response to Message)
- Catches the attention (Attention to Message)

Compared to those “active” anglers (e.g. those who have fished within the last 24 months), the campaign is considerably less effective than among lapsed anglers who are unlikely to reengage in fishing. But within the lapsed angler group, the campaign is more impactful among those who indicate that they are likely to resume fishing activities (e.g., say that despite not having fished in the last 24 months, indicate that they intend to do so within the next 2 years).

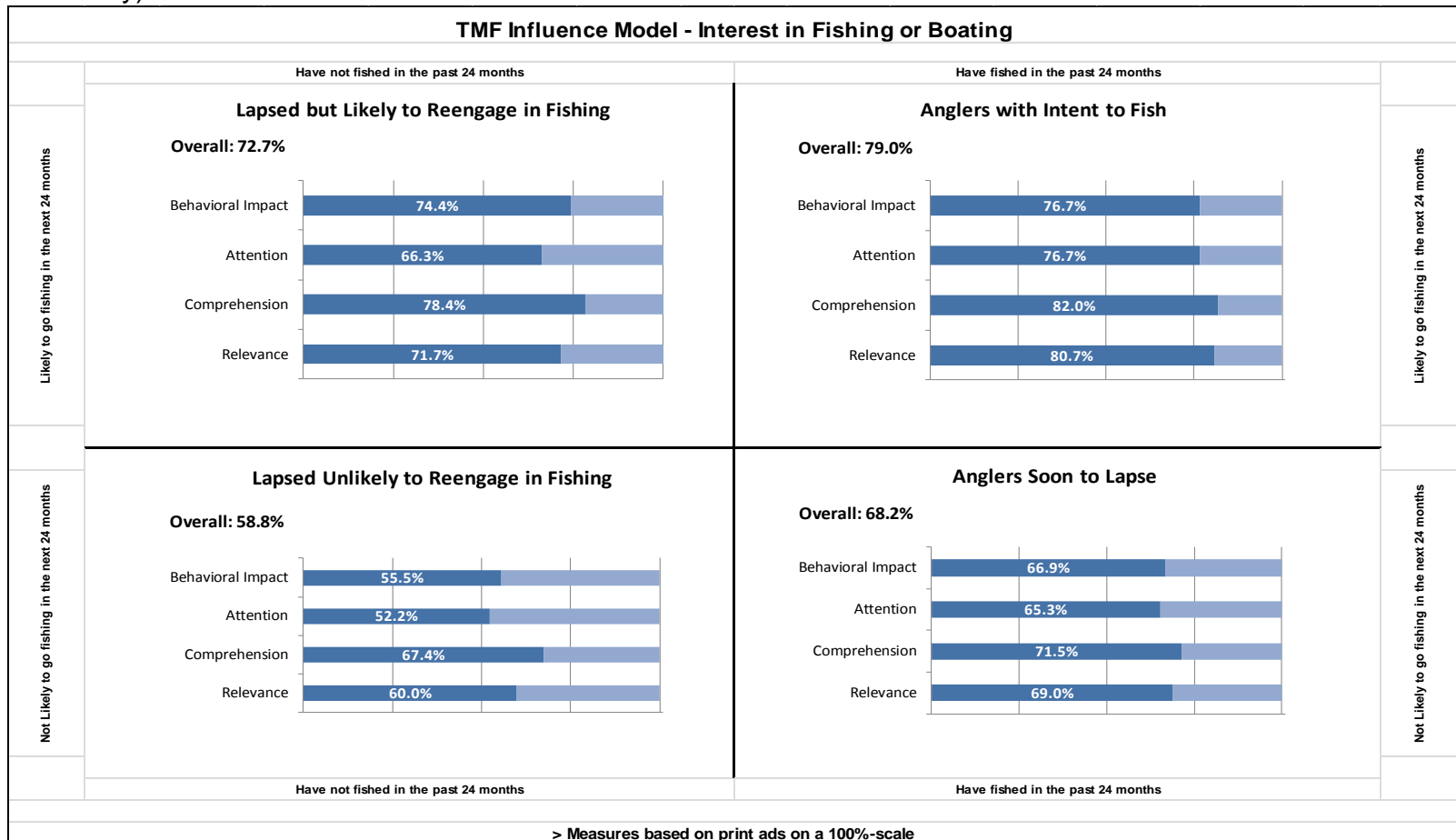




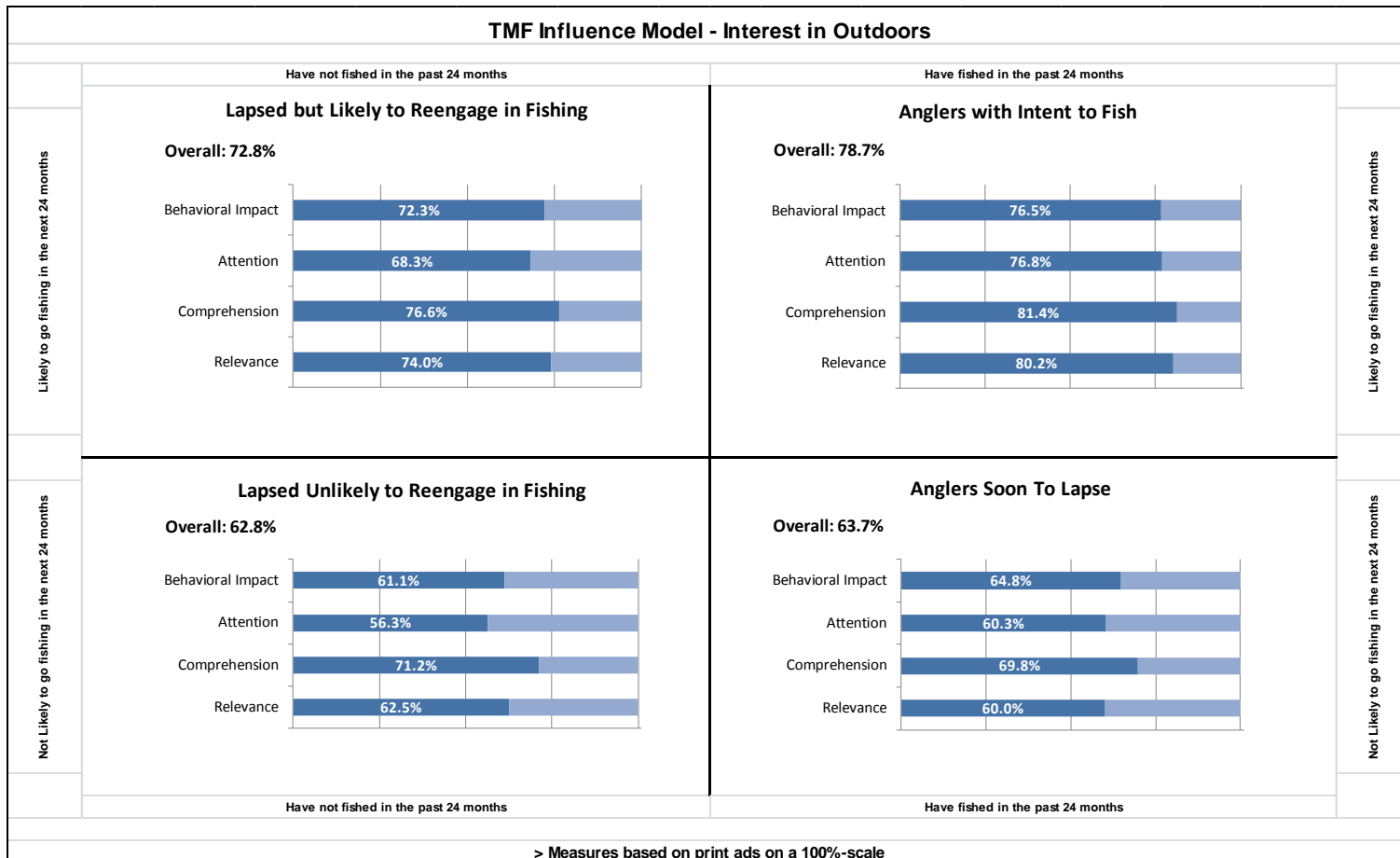
Influence of TMF Advertising – Interest in Fishing or Boating

Among respondents who have participated in fishing – either from the shore line or have gone boating for the purposes of fishing – the campaign’s influence is strongest among those who indicate an intention to fish in the future (e.g. in the next 24 months).

Among those with no intention (e.g., “anglers soon to lapse”) the ad campaign is perceived to align with what makes fishing “desirable to do” and find it appealing and a good fit for them – but is less likely to be noticed (e.g. catch the attention) and is associated with lower levels of stated future intention upon viewing (e.g. less impactful behaviorally).








Similar to overall influence, respondents with an interest in the outdoors who have fished in the past two years and who indicate an intention to fish in the future (e.g. in the next 24 months) are more likely to be influenced by the TMF campaign than those with no intention to fish (e.g. anglers soon to lapse). Among anglers who are soon to lapse, message comprehension and the ad's intent to encourage fishing-related activities are most impactful in encouraging anglers to reengage in fishing. Among lapsed anglers, message comprehension plays a key role in motivating them to reengage in the sport.





TMF Campaign Ad Recall

2012 Print Advertisements: Target Audience		
<i>Before today, have you ever seen this advertisement?</i>		
Advertisement	Interest in Fishing or Boating	Interest in Outdoors
	15% (N=203)	18% (N=122)
	13% (N=220)	17% (N=106)
	17% (N=200)	13% (N=122)
	12% (N=178)	12% (N=108)
	14% (N=190)	12% (N=113)
Average Print Recall	14% (N=991)	14% (N=571)

N = Number of Respondents



2012 Direct Mail Advertisement		
<i>Before today, have you ever seen this advertisement or one just like it?</i>		
	No Shakespeare	Shakespeare
Interest in Fishing or Boating	31% (N=413)	29% (N=350)
Interest in Outdoors	26% (N=229)	24% (N=217)

N = Number of Respondents

2012 PSA Advertisements		
<i>Before today, have you ever seen/heard this advertisement or one just like it?</i>		
	TV Ad	Radio Ad
Interest in Fishing or Boating	21% (N=193)	19% (N= 177)
Interest in Outdoors	16% (N=92)	11% (N=144)

N = Number of Respondents

** This question was asked of only respondents whose computers were equipped with speakers or headphones.*



2012 Banner Advertisement					
<i>Before today, have you ever seen this advertisement or one just like it?</i>					
	Your guide to the great outdoors	See more fish now	Fish not biting?	Learn knot-tying	Make the most of your next adventure ...
Interest in Fishing or Boating	20% (N=162)	12% (N=165)	15% (N=166)	19% (N=174)	15% (N=168)
Interest in Outdoors	19% (N=101)	4% (N=98)	12% (N=103)	21% (N=95)	17% (N=99)

N = Number of Respondents






* Numbers shown in red represent a statistically significant decrease in response in comparison to the overall scores.





Print Advertising Appeal







2012 Print Advertisements How much would you say you liked this ad? (Liked it very much / Liked it somewhat)		
Advertisement	Interest in Fishing or Boating	Interest in Outdoors
	68% (N=205)	63% (N=121)
	79% (N=218)	63% (N=108)
	78% (N=200)	71% (N=121)
	78% (N=178)	75% (N=104)
	77% (N=188)	70% (N=115)

N= Number of Respondents

*Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.






*Numbers shown in red represent a statistically significant decrease in response in comparison to the overall scores.

2012 Print Advertisements		
How likely will you be to go fishing in the next 12 months? (Much more likely / Somewhat more likely)		
Advertisement	Interest in Fishing or Boating	Interest in Outdoors
	58% (N=199)	47% (N=120)
	57% (N=217)	40% (N=110)
	63% (N=198)	57% (N=118)
	55% (N=178)	53% (N=105)
	61% (N=187)	53% (N=113)

N = Number of Respondents

** Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.*


** Numbers shown in red represent a statistically significant decrease in response in comparison to the overall scores.*

2012 Print Advertisements		
How likely will you be to take someone fishing in the next 12 months? (Much more likely / Somewhat more likely)		
Advertisement	Interest in Fishing or Boating	Interest in Outdoors
	57% (N=200)	47% (N=123)
	59% (N=217)	41% (N=110)
	63% (N=202)	54% (N=120)
	62% (N=179)	52% (N=106)
	62% (N=186)	55% (N=112)

N = Number of Respondents

** Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.*






** Numbers shown in red represent a statistically significant decrease in response in comparison to the overall scores.*

2012 Print Advertisements: Target Audience How likely will you be to go boating for the purpose of fishing in the next 12 months? (Much more likely / Somewhat more likely)		
Advertisement	Interest in Fishing or Boating	Interest in Outdoors
	55% (N=203)	42% (N=118)
	51% (N=217)	33% (N=110)
	55% (N=202)	51% (N=122)
	51% (N=179)	39% (N=106)
	55% (N=188)	48% (N=114)

N = Number of Respondents






* Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.

* Numbers shown in red represent a statistically significant decrease in response in comparison to the overall scores.

2012 Print Advertisements		
How likely are you to visit the website that was mentioned? (Much more likely / Somewhat more likely)		
Advertisement	Interest in Fishing or Boating	Interest in Outdoors
	57% (N=203)	47% (N=121)
	57% (N=216)	44% (N=109)
	61% (N=200)	51% (N=119)
	59% (N=176)	50% (N=105)
	59% (N=186)	51% (N=114)

N = Number of Respondents



2012 Print Advertisements: Target Audience		
Advertising Perception		
Advertisement	Interest in Fishing or Boating	Interest in Outdoors
	Uniqueness: 6.98	Uniqueness: 6.89
	Interest: 6.73	Interest: 6.38
	Memorability: 6.63	Memorability: 6.75
	Uniqueness: 7.43	Uniqueness: 6.97
	Interest: 7.21	Interest: 6.29
	Memorability: 7.32	Memorability: 6.77
	Uniqueness: 7.60	Uniqueness: 7.48
	Interest: 7.50	Interest: 7.23
	Memorability: 7.50	Memorability: 7.23
	Uniqueness: 7.52	Uniqueness: 7.35
	Interest: 7.17	Interest: 6.89
	Memorability: 7.36	Memorability: 7.26
	Uniqueness: 7.33	Uniqueness: 7.11
	Interest: 7.19	Interest: 6.50
	Memorability: 7.26	Memorability: 7.01
Overall Mean	Uniqueness: 7.37	Uniqueness: 7.16
	Interest: 7.10	Interest: 6.59
	Memorability: 7.21	Memorability: 7.00

* Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.

2012 Print Advertisement (Top 2 box scores)										
	Pontoon		Red Boat		Waterfall		Canoe		Avid	
	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors
Likeability	78%	71%	77%	70%	78%	75%	79%	63%	68%	63%
Appeal	77%	70%	74%	70%	73%	69%	79%	57%	67%	64%
Fishing is a challenging a fun thing to do	78%	69%	73%	67%	64%	57%	72%	62%	70%	67%
Fishing is a good way to relax and get away from the demands of everyday life	80%	67%	76%	70%	82%	75%	79%	71%	69%	66%
Fishing is a good way to meet friends or spend time with family	79%	76%	77%	73%	81%	82%	82%	71%	72%	73%
Fishing is a way to enjoy nature and spend time outdoors	86%	79%	83%	80%	82%	81%	85%	77%	73%	70%
Fishing is a way to experience something new and different	71%	66%	68%	58%	65%	61%	71%	65%	63%	60%
Likelihood to go fishing in next 12 months	63%	57%	61%	53%	55%	53%	57%	40%	58%	47%
Likelihood to take someone fishing in next 12 months	63%	54%	62%	55%	62%	52%	59%	41%	57%	47%
Likelihood to go boating for the purpose of fishing in next 12 months	55%	51%	55%	48%	51%	39%	51%	32%	55%	42%
Likelihood to visit the web site	61%	51%	59%	51%	59%	50%	57%	44%	57%	47%
How much does this ad make you feel that fishing is a good fit for you?	47%	41%	47%	44%	48%	45%	47%	29%	47%	29%

* Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.

* Numbers shown in red represent a statistically significant decreased in response in comparison to the overall scores.



Direct Mail, PSA TV, PSA Radio and Banner Ads Advertising Assessments



2012 Direct Mail Advertisement (Top 2 box scores)				
	No Shakespeare		Shakespeare	
	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors
Likeability	86%	81%	87%	81%
Appeal	85%	80%	85%	72%
Fishing is a challenging a fun thing to do	80%	85%	82%	80%
Fishing is a good way to relax and get away from the demands of everyday life	84%	82%	84%	80%
Fishing is a good way to meet friends or spend time with family	80%	82%	80%	79%
Fishing is a way to enjoy nature and spend time outdoors	88%	90%	90%	89%
Fishing is a way to experience something new and different	74%	75%	73%	72%
Likelihood to go fishing in next 12 months	63%	64%	70%	56%
Likelihood to take someone fishing in next 12 months	63%	63%	68%	58%
Likelihood to go boating for the purpose of fishing in next 12 months	52%	52%	61%	49%
Likelihood to visit the web site	63%	63%	65%	53%
How much does this ad make you feel that fishing is a good fit for you?	57%	47%	57%	43%



2012 Direct Mail Advertisements: Target Audience		
Advertising Perception		
Advertisement	Interest in Fishing or Boating	Interest in Outdoors
	Uniqueness: 7.30	Uniqueness: 7.39
	Interest: 7.35	Interest: 7.26
	Memorability: 7.29	Memorability: 7.15
	Uniqueness: 7.41	Uniqueness: 7.31
	Interest: 7.45	Interest: 6.97
	Memorability: 7.38	Memorability: 7.26
Overall Mean	Uniqueness: 7.35	Uniqueness: 7.35
	Interest: 7.40	Interest: 7.06
	Memorability: 7.33	Memorability: 7.26

* Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.



2012 PSA Advertisements (Top 2 box scores)				
	PSA TV Ad		PSA Radio Ad	
	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors
Likeability	82%	69%	72%	70%
Likelihood to go fishing in next 12 months	61%	51%	57%	47%
Likelihood to take someone fishing in next 12 months	61%	47%	55%	47%
Likelihood to go boating for the purpose of fishing in next 12 months	53%	44%	52%	46%
Likelihood to purchase or renew a fishing license in next 12 months	68%	53%	61%	55%
Likelihood to visit the web site	63%	56%	54%	52%
Likelihood to register a boat in the next 12 months	44%	42%	42%	41%
Ad conveys message that recreational fishing and boating helps natural resource conservation efforts	33%	33%	33%	38%

* Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.



2012 Banner Advertisements
(Top 2 box scores)

	Your guide...		See more fish now...		Fish not biting...		Learn knot-tying...		Make the most of...	
	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors	Interest in Fishing or Boating	Interest in Outdoors
Likeability	64%	60%	52%	56%	68%	61%	67%	73%	72%	67%
Likelihood to go fishing in next 12 months	46%	43%	41%	36%	54%	43%	48%	46%	58%	44%
Likelihood to take someone fishing in next 12 months	50%	40%	37%	34%	50%	40%	49%	44%	56%	44%
Likelihood to go boating for the purpose of fishing in next 12 months	47%	36%	35%	31%	42%	33%	44%	44%	47%	45%
Likelihood to visit the web site	53%	43%	45%	38%	63%	44%	58%	57%	58%	50%

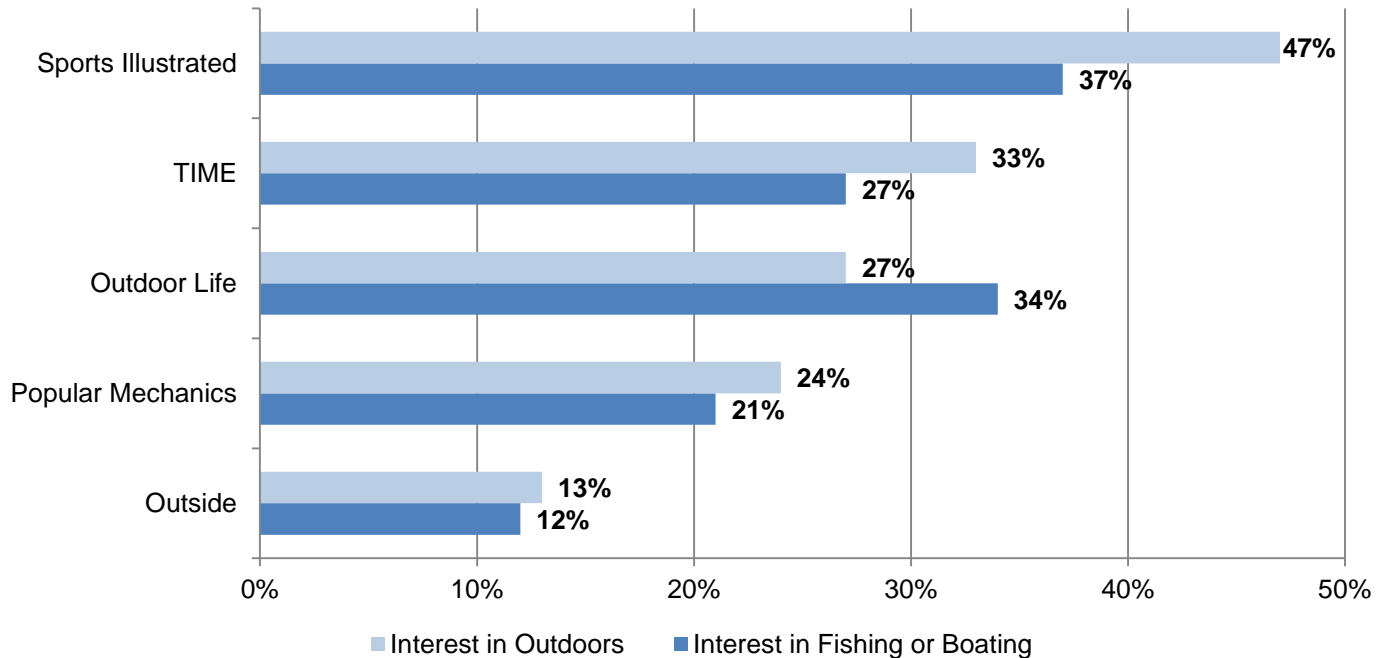
* Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.



Media Usage

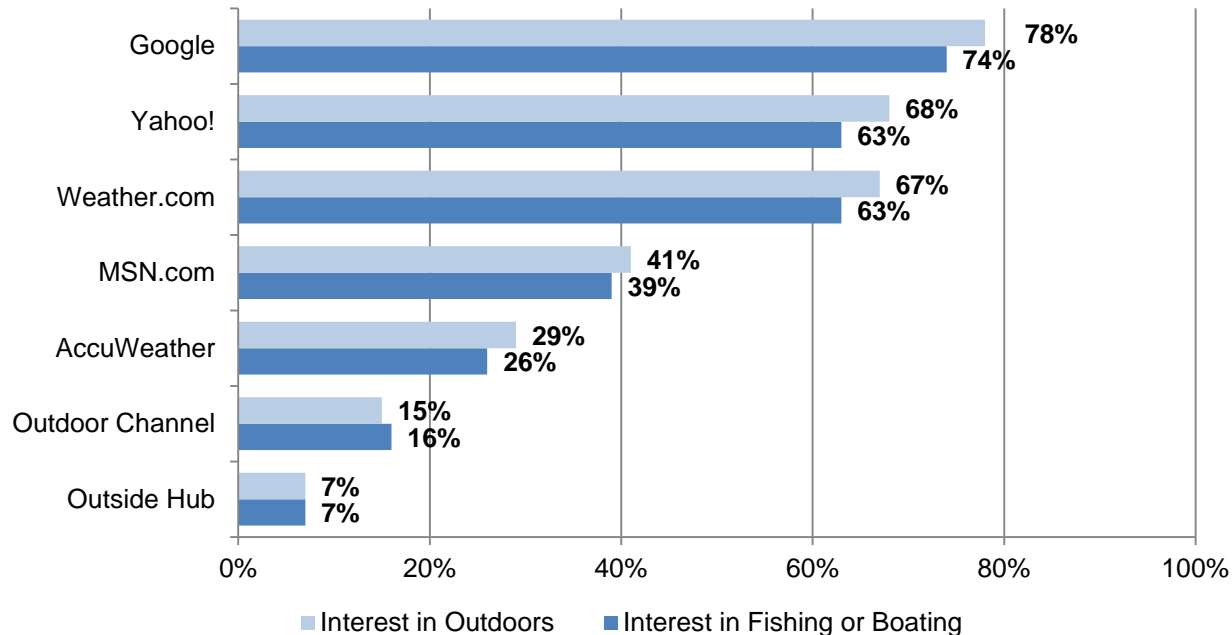
Magazine readership — which is composed of a 70/30 male-to-female split—regardless of specific interest in fishing and boating or more general interest in outdoors is presented below. *Popular Mechanics* and *Outside* have lower readership levels than do general publications, such as *Sports Illustrated* and *Time*.

Q72. Please indicate whether you have read any of the following magazines in the past three months by selecting them below.



Google, Yahoo! and Weather.com were accessed most often by respondents during the past three months. Relatively few respondents accessed outdoor-focused websites, such as Outdoor Channel and Outside Hub.

Q73. Please indicate whether you have accessed any of the following websites in the past three months by selecting them below.





Social Media Usage

Although most respondents use a smartphone or another mobile device capable of accessing the Internet, relatively few actively engage in social media activities involving fishing and boating.

- ✓ Roughly 80% of respondents use a smartphone or other mobile device, with respondents with an interest in the outdoors having slightly higher usage than respondents with an interest in fishing or boating.
- ✓ Most respondents have not shared pictures or comments about fishing or boating using social media in the past six months.
- ✓ Relatively few respondents are likely to 'like' or comment about the "Take Me Fishing" ads or apps using social media.

Social Media Usage		
	Interest in Fishing or Boating	Interest in Outdoors
Do you use a smartphone or other mobile device capable of accessing the Internet? (e.g., iPhone, Android, iPad)*	76% (N=989)	82% (N=568)
Have you shared any pictures or comments about fishing or boating using <u>any</u> social media site in the past 6 months?*	44% (N=996)	30% (N=578)
How likely are you to 'like' or comment about the "Take Me Fishing" ads or apps using social media?*	27% (N=933)	20% (N=549)

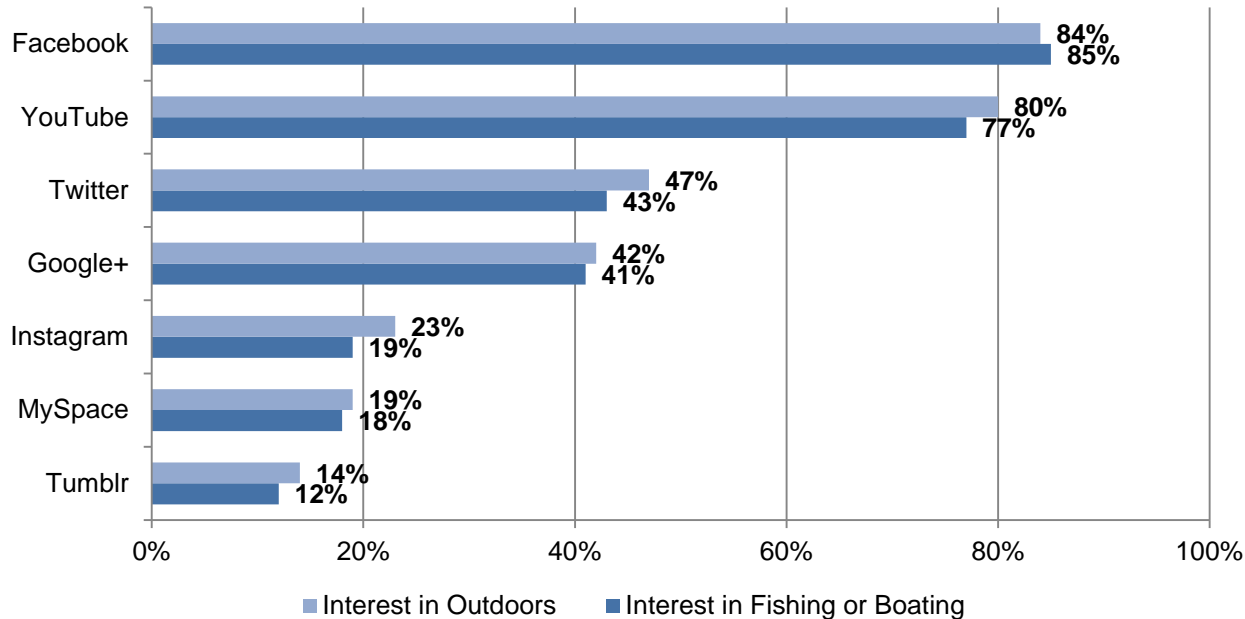
N = Number of Respondents

** Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.*

** Numbers shown in red represent a statistically significant decrease in response in comparison to the overall scores.*

Respondents with an interest in fishing and boating and those with an interest in the outdoors have similar usage of social media sites. More than three quarters of respondents from both groups accessed Facebook and YouTube during the past 30 days.

Q55. Have you accessed any of the following social media sites in the past thirty days?





Demographics



Demographics			
	Overall	Interest in Fishing or Boating	Interest in Outdoors
Gender			
Male	60%	54%	70%
Female	40%	46%	30%
Age			
24 and under	0%	0%	0%
25-34	36%	35%	37%
35-44	32%	31%	35%
45-54	32%	34%	29%
55-64	0%	0%	0%
65 or older	0%	0%	0%
Hispanic origin			
Yes	9%	8%	11%
No	91%	92%	89%
Race/Ethnicity			
White/Caucasian	84%	86%	80%
Black/African-American	7%	7%	8%
Asian/Asian-American	6%	5%	8%
American Indian	1%	1%	0.2%
Pacific Islander	0.1%	0	0.4%
Other	1%	1%	1%
Education			
High school degree , GED, or less	12%	14%	8%
Some college or Technical / Vocational Degree	30%	34%	23%
College degree	41%	40%	43%
Post graduate degree	17%	11%	27%

* Numbers shown in green represent a statistically significant increase in response in comparison to the overall scores.

* Numbers shown in red represent a statistically significant decrease in response in comparison to the overall scores.

Demographics (cont.)			
	Overall	Interest in Fishing or Boating	Interest in Outdoors
Marital status			
Single (never married)	18%	17%	21%
Married	72%	73%	70%
Divorced	7%	7%	7%
Separated	2%	2%	1%
Widowed	1%	1%	0%
Household composition			
Household with children	60%	59%	63%
Household without children	40%	41%	38%
Employment status			
Work full-time	74%	72%	77%
Work part-time	8%	7%	9%
Temporarily unemployed	5%	6%	5%
Do not work, but not retired	10%	11%	6%
Retired	2%	3%	1%
Income			
Under \$30,000	0.4%	1%	0%
\$30,000 - \$49,999	3%	3%	2%
\$50,000 - \$74,999	40%	46%	30%
\$75,000 - \$99,999	29%	31%	26%
\$100,000 - \$149,999	19%	18%	20%
Over \$150,000	8%	2%	19%

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* Numbers shown in red represent a statistically significant decrease in response in comparison to the overall scores.