


# Anglers' Legacy™

A national mission from  TAKE ME FISHING™

## Anglers' Legacy Ambassador Survey – October 2009

### Survey Background:

Anglers' Legacy (AL) is an RBFF program that rallies the country's most avid anglers to take a Pledge to introduce newcomers to the sport of fishing. Over 185,000 Ambassadors have signed on to the program since its inception in May 2006. An online survey sponsored by RBFF was conducted by independent research firm EurekaFacts, LLC. A total of 5,540 Ambassadors and a control group of 400 non-Ambassador avid anglers responded in September 2009. The survey has margins of error of plus or minus one percent for the Ambassadors and five percent for the control group at a 95 percent level of confidence.

### Key Findings:

#### **Ambassadors make a significantly greater impact on the recreational boating and fishing industry than non-Ambassadors.**

- Ambassadors fish more frequently and introduce more newcomers to fishing.
- Ambassadors generate significantly more revenue in the recreational boating and fishing industry than non-Ambassadors; they spend an annual average of \$2,155, versus \$1,560 spent by non-Ambassadors.

#### **Ambassadors take an active role in the program.**

Nine in ten, (87.8%) report taking a newcomer fishing within the last 12 months, and 71.2% have recommended that others take the AL Pledge. As a group, Ambassadors:

- take an average of 3.8 newcomers per introductory trip,
- introduce an average of 2.5 youth (under 18 years of age) per trip,
- generate the purchase of 2.3 fishing licenses per trip, and
- report fishing from boats on 59.3% of all introductory fishing trips.

#### **With Ambassadors now totaling over 185,000 individuals, annual effects are significant:**

- Approximately 704,000 "newcomers" are estimated to have been introduced to the sport of fishing by this group. This is over 200,000 more people than a similarly-sized group of non-Ambassadors.
- The estimated effect of purchases by Ambassadors associated with inviting newcomers as a result of the Anglers' Legacy program is \$164 million per year.
- In aggregate, Ambassadors spend approximately \$399 million each year in fishing and boating-related products and services.
- The aggregate number of licenses purchased is approximately 426,000 licenses per year. This is approximately 26,000 licenses more than what would be expected from a similarly sized group of non-Ambassadors.

For more information about the Anglers' Legacy Ambassador survey or program, visit [www.RBFF.org](http://www.RBFF.org) or call RBFF at (703) 519-0013.