



# Determining Actionable Strategies for Angler Recruitment, Retention, and Reactivation (R3)

This research was conducted by Responsive Management and RBFF, and funded by the Multistate Conservation Grant Program Grant Number F18AP00165.

## Demographic Trends

### FINDING

America is becoming more urban.

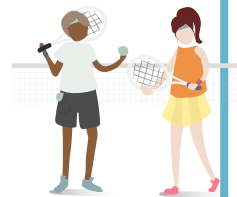


### ACTION

Support and expand R3 efforts in urban areas.



The American population is becoming more diverse - by 2060 today's minorities will be a majority.



Communicate the relevance of fishing to urban, multicultural audiences.

The American population is aging; by 2050 there will be more individuals over 65 than under 18.



Focus R3 efforts to retain older adults and encourage them to become mentors to others.

## Interest in Fishing

### FINDING

36% of U.S. residents aged 18 and above are very interested in fishing.



### RECOMMENDATION

Target R3 efforts on outdoor recreationists, in particular campers & motorized boat owners.



Roughly 1 in 7 anglers have never purchased a fishing license.



Educate the consumer on where license dollars go.

Half of hikers and bicyclists go fishing.



Partner with associated organizations to reach these diverse outdoor audiences.

# Motivation for Fishing

## FINDING

The most popular reasons people fish are to be with family and friends, to relax, and to be in the outdoors.



## ACTION

Promote fishing and boating as memorable and a relaxing break that fosters quality time with family.



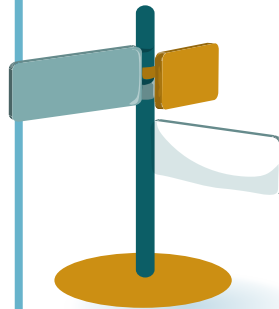
# Constraints to Fishing

## FINDING

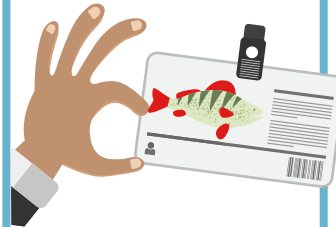
The most important reason sporadic anglers had not fished in the previous 5 years was not having anybody to fish with.



Access is an important issue - not knowing where to fish is a significant challenge. Most anglers do not travel more than a half-hour to get to their fishing location.



A substantial number of people think that license purchasing was confusing, as some states offer a large number of license options.



The perception that fishing is difficult and requires in-depth knowledge and preparation is negatively impacting interest in participation.



## ACTION

Implement R3 programs that reconnect active anglers with sporadic anglers.

Focus marketing efforts by highlighting places to fish that are close to home.

States should consolidate license offerings. The license purchasing process should be simple and intuitive.

Reducing barriers is critical for customers. The time it takes to purchase license online is on.

When producing R3 materials, assume that beginners need assistance with all aspects of fishing. This includes how to get a license, where to fish, travel and fishing location access, and more.

**TakeMeFishing.org** is a valuable resource for overcoming these obstacles, with useful information that can be shared with all types of anglers.



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