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

Demographic Trends

Finding: America is becoming more urban.
Action: Support and expand R3 efforts in urban areas.

Finding: The American population is becoming more diverse - by 2060 today’s minorities will be a majority.
Action: Communicate the relevance of fishing to urban, multicultural audiences.

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

Finding: Roughly 1 in 7 anglers have never purchased a fishing license.
Recommendation: Educate the consumer on where license dollars go.

Finding: Half of hikers and bicyclists go fishing.
Recommendation: Partner with associated organizations to reach these diverse outdoor audiences.

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

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.

**Action:** Implement R3 programs that reconnect active anglers with sporadic anglers.

**Finding:** 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.

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

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

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

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

**Action:** 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.

For full report visit: [TAKEMEFISHING.org/corporate](http://TAKEMEFISHING.org/corporate)