

Increasing Participation: 60 Million Anglers in 60 Months



State Marketing Workshop

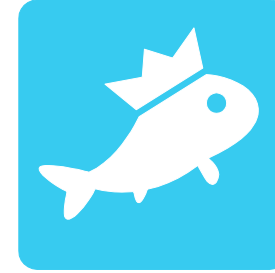
December 13, 2016





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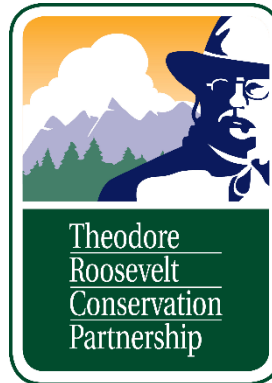
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Discover Boating



<https://www.takemefishing.org/corporate/resourcecenter/>

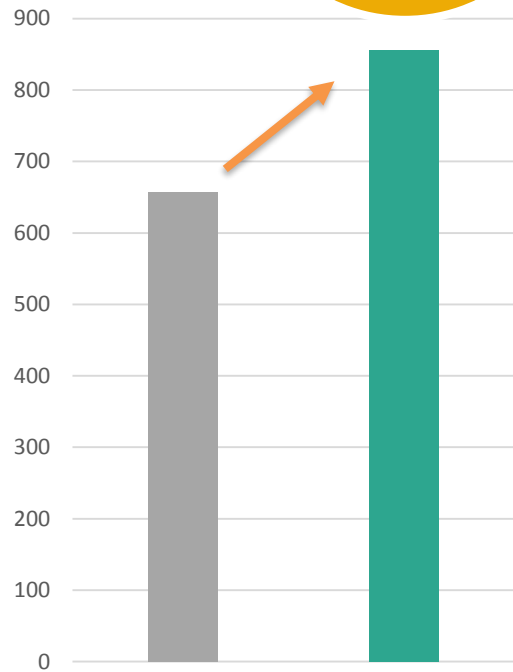


60 in 60



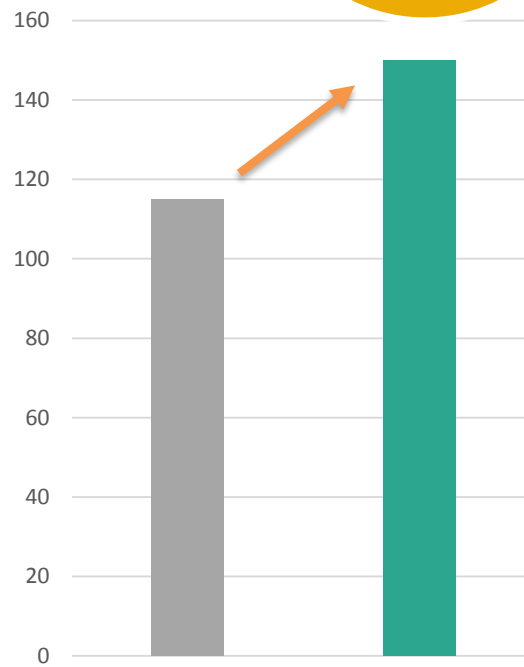
SIXTY IN SIXTY

\$200M



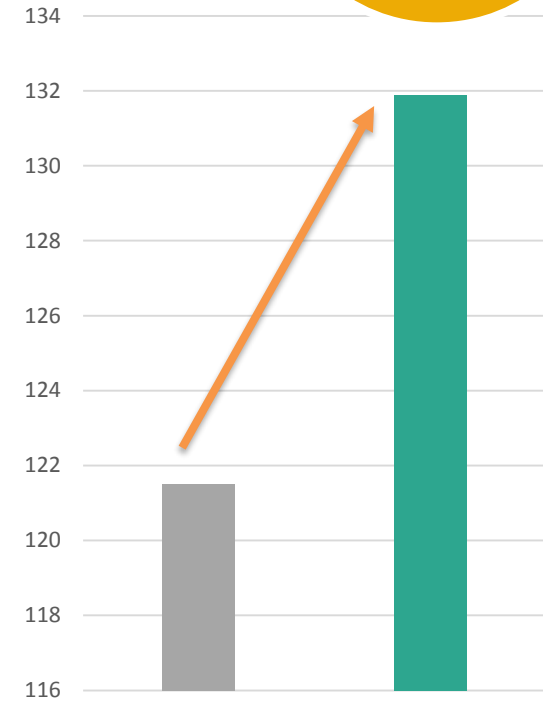
Annual Increase in License Sales and Funds for Resource Management & Conservation

\$35B



Annual Increase in Economic Contributions from Anglers

\$10B



Annual Increase in Economic Contributions from Boaters

**Based on figures from ASA and NMMA*



R3

Recruitment

Retention

Reactivation

Recruitment - RBFF's Primary Focus



TAKEMEFISHING™.org



VAMOSAPESCAR™.org



WALT DISNEY World Resort



A Snapshot of our Primary Target

- **18.2 million universe (27.9MM w/spouse | 47.4MM w/kids)**
 - 50%/50% female/male split
 - Avg. age 40; 55% aged 35-49
 - 80% Caucasian, 15% Hispanic, 3% African American, 3% Asian
 - HHI: \$96,000 avg.
 - 72% are currently married
 - They are adventure seekers who crave experiences and the excitement that comes with trying new things.
 - They enjoy spending quality time with family and entertaining friends.



Hiking



Camping



Beach-Going



Canoeing



Biking



Sporting
Events

GRANDPARENTS



A Snapshot of our Secondary Target

- 8 million universe (13.9MM, including spouse)
 - 65%/35% male/female split
 - Median age: 62 years old
 - HHI: \$60K+
 - They spend more time and money with grandchildren than ever before, and are concerned about building meaningful relationships and fostering lasting memories.
 - Young and active: 45% of grandparents play sports and exercise regularly
 - Connected: They turn to the Internet for ideas on grandchild-related products, services or inspiration.



Camping



Beach-Going



Barbecuing & Entertaining



Biking



Swimming

Retention & Reactivation: Working with States & Industry

6.1 million

new/returning participants in 2015



Leaky Bucket



6.5 million

lost participants in 2015



Getting to 60 in 60

Special Report on Fishing



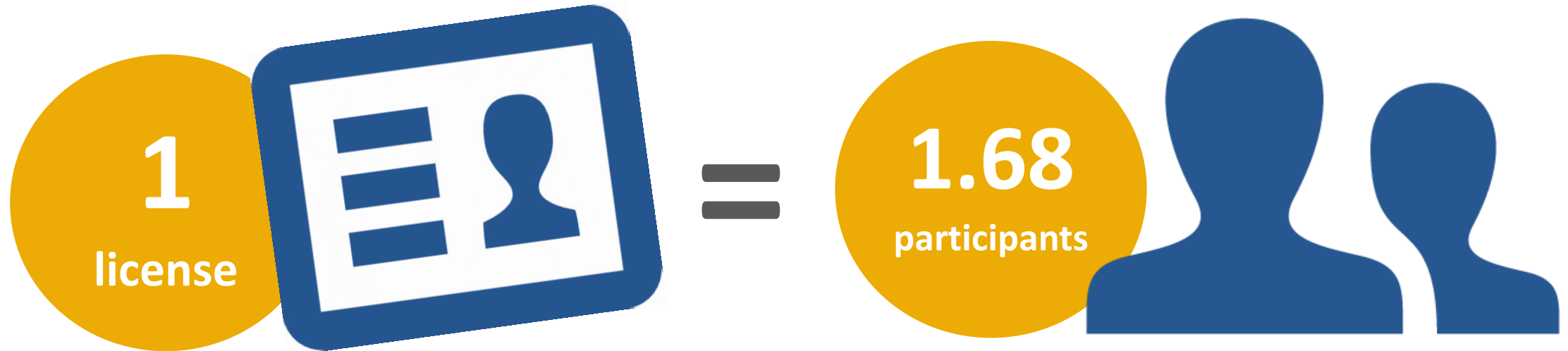
Getting to 60 in 60

		2016	2017	2018	2019	2020	2021
Current Rates	Recruit (4%*)						
	Retain Reactivate (3%*) Lost**	45,750,000	46,011,000	46,490,330	47,195,580	48,134,609	50,569,218
Slight Increase	Recruit (5%)						
	Retain Reactivate (5%) Lost (-5%)	45,750,000	46,417,500	47,702,625	49,607,044	52,133,969	58,567,938
Larger Increase	Recruit (7%)						
	Retain Reactivate (7%) Lost (-7%)	45,750,000	46,664,500	48,443,745	51,092,216	54,618,631	63,537,263

*4% and 3% current recruitment and reactivation growth, respectively

**Avg. LOST fishing participants in 2015, 2016 per Special Report on Fishing

Licenses vs. Participation




How We Created State Goals (Ex: Alabama)


STEP	NUMBER	DESCRIPTION
1	60,000,000 Participants	Participation was compared to licenses purchased over the past 11 years. Historically, on average, one license purchase is equivalent to 1.68 participants.
2	35,086,091 Total Licenses	Reaching 60 million participants is equivalent to selling 35,086,091 total licenses.
3	579,870 AL Average Sales	Over the past 10 years, Alabama has sold about 2.04% of total licenses sold in the U.S.
4	730,083 Net AL Sales	Keeping a 2.04% ratio of the total means Alabama would need to sell 730,083 net licenses by 2021.
5	13,755 Increase in Licenses Per Year	Net sales break down to an increase of 13,755 licenses per year.

How the Goals Break Down Annually (Ex: Alabama)


Last year of data for license sales – 661,307 licenses

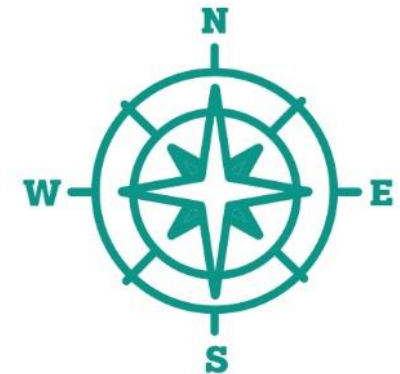
 **2017** – 675,062 licenses

 **2018** – 688,818 licenses

 **2019** – 702,573 licenses

 **2020** – 716,328 licenses

 **2021** – 730,083 licenses

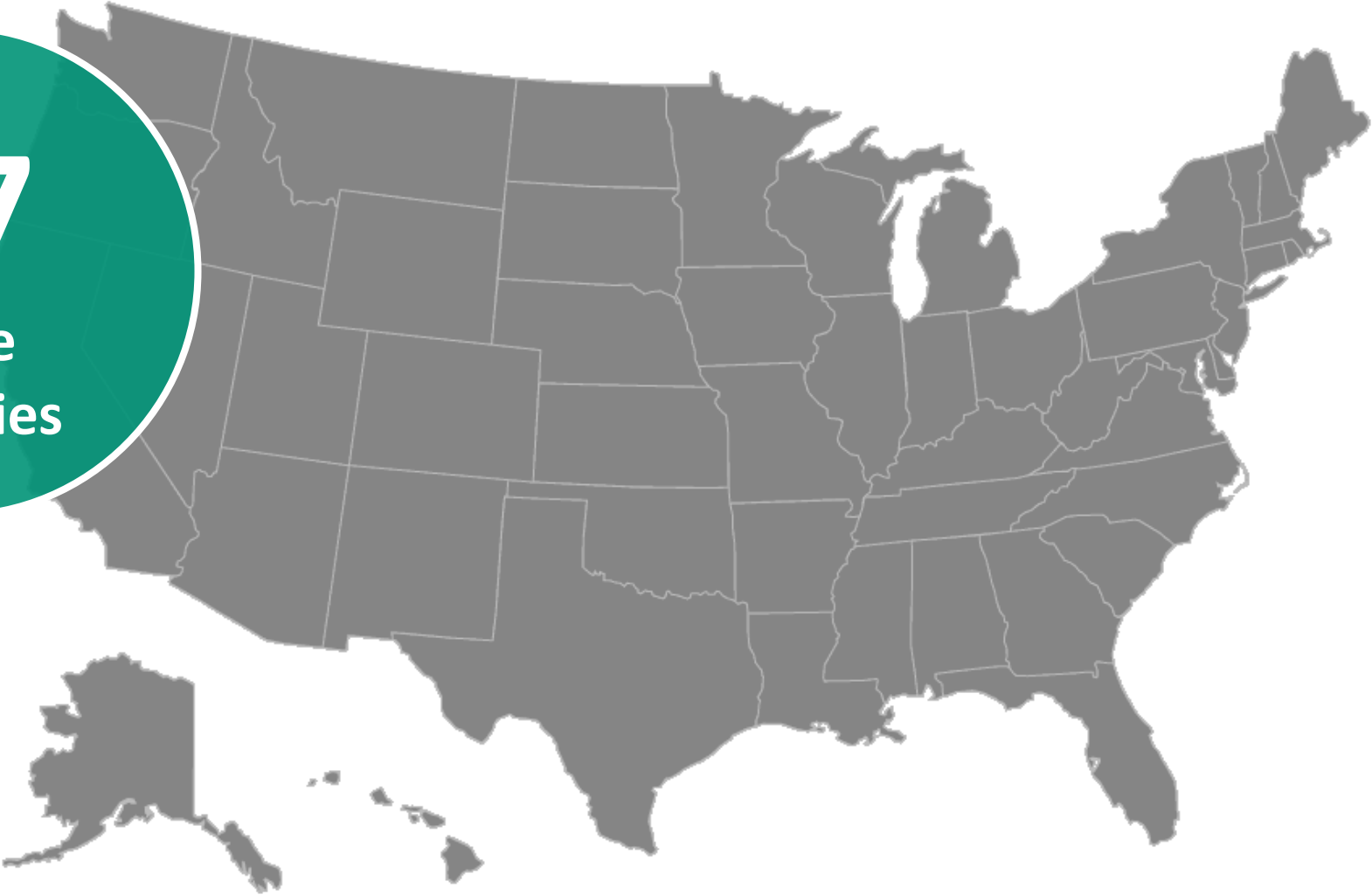




SIXTY IN SIXTY

Charting the Course to Future Success

47
state
agencies



Thank You

