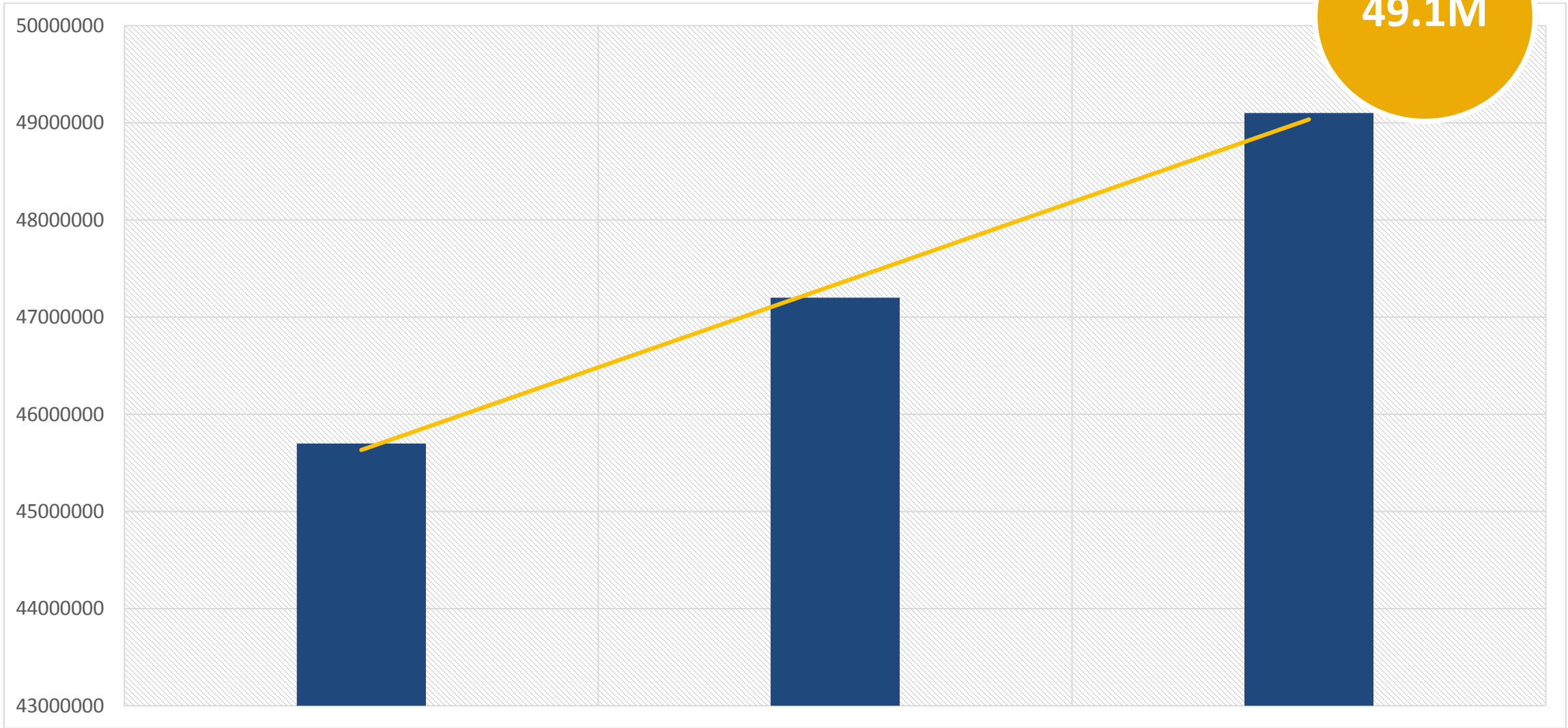


# Overall Participation Trending Upwards

Americans age 6+



2015

2017

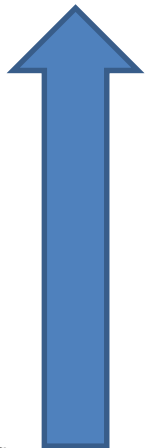
49.1M

Source: RBFF & The Outdoor Foundation

# Fishing Participation Up!



**½ million**

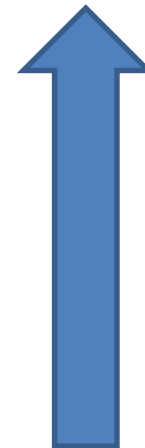


**840,000**

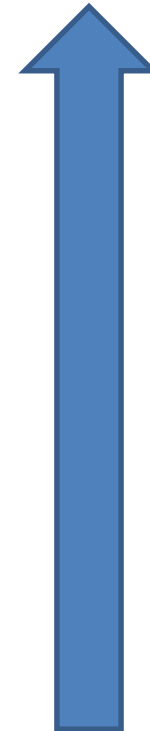
(2 year increase)



**½ million+**

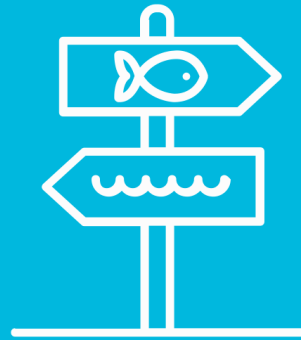


**200,000**





# Fishing Participation Trends



Older white men are aging out of fishing.

Americans **45+**  
are most likely to leave the sport.

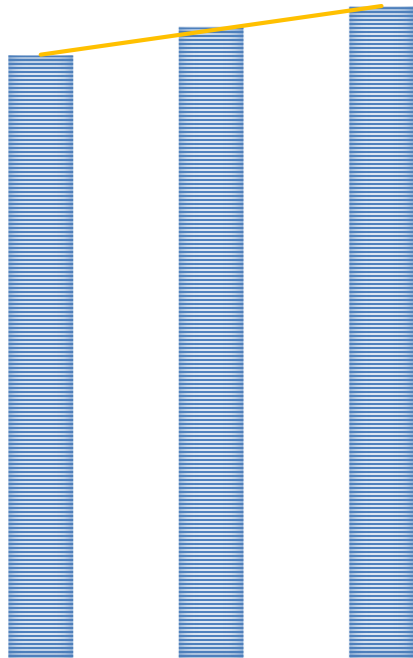
**61%**  
of fishing participants are 44 years or younger.

# Women are Vital to Participation

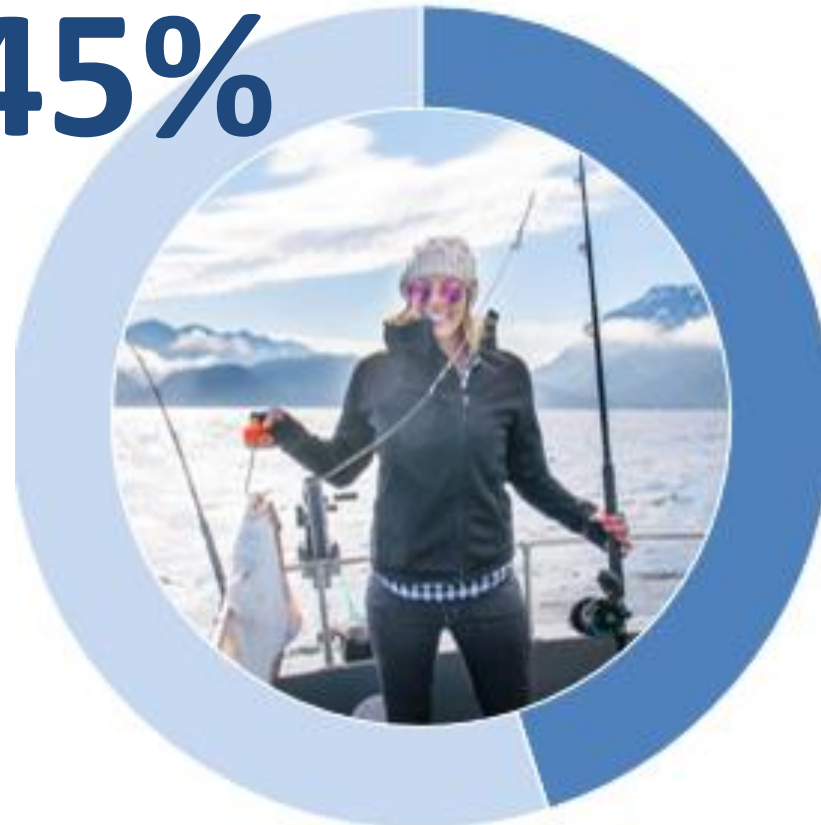


**17.1 Million**

Female Anglers



**45%**



New Participants

**19%**

see  
themselves in  
the sport



# Women Making Waves Campaign



**I DON'T  
WAIT FOR  
RESPECT,  
I REEL  
IT IN.**

Get your fish on at  [TAKEMEFISHING.org](https://www.takemefishing.org)



**I'M NOT  
AFRAID  
TO MAKE  
WAVES.**

Get your fish on at  [TAKEMEFISHING.org](https://www.takemefishing.org)



**I'M THE  
CAPTAIN  
OF MY  
OWN SHIP.**

Get your fish on at  [TAKEMEFISHING.org](https://www.takemefishing.org)





# Women & Moms represent a big opportunity for the sport.

**46%**

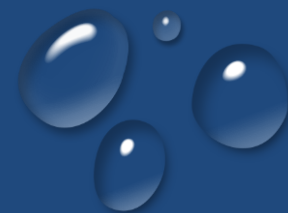
of outdoor participants ages 6+ are female.

**85%**

of sons participated in fishing with their mothers, compared to 71% who participated with their fathers.

**63%**

of daughters participated in fishing with their mothers, compared to 45% who participated with their fathers.



# Women Making Waves: Panel Discussion on Engaging Female Participants



RBFF Workshop | December 5, 2018