Overall Participation Trending Upwards

Americans age 6+

Source: RBFF & The Outdoor Foundation
Fishing Participation Up!

½ million

200,000

840,000

(2 year increase)

½ million+
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

Source: RBFF & The Outdoor Foundation, 2015-2017
Women Making Waves Campaign

I DON’T WAIT FOR RESPECT, I REEL IT IN.

Get your fish on at TAKEMEFISHING.org

I’M NOT AFRAID TO MAKE WAVES.

Get your fish on at TAKEMEFISHING.org

I’M THE CAPTAIN OF MY OWN SHIP.

Get your fish on at 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