



RECREATIONAL
BOATING & FISHING
FOUNDATION

NICHE SEGMENT REVIEW

March 10, 2011

Research Objectives

2

- Explore attitudes and behavior among specific potential niche markets – including women, seniors and ethnic groups – using existing segmentation data
- Identify niche segments with highest potential for growth
- Explore barriers to participation in terms of evaluating potential
- Determine current incidence in segments, including target and opportunity segments
- Recommend niche segments to include in focus group research, as well as quantitative follow-up

Niche Groups

3

- This research, in conjunction with past research conducted by RBFF, identified a number of niche groups for consideration. This research reviews five segments:
 - Women
 - Seniors (people 60+ years of age)
 - African-Americans
 - Hispanic/Latinos
 - Asians

- For the purposes of this review, the groups are not mutually exclusive. For example, the group of Women includes Seniors and the various ethnic groups. This was done to provide a better overview of each segment and its potential.

Behavior & Interest Levels

4

- A review of the current levels of participation and interest among these niche groups provides a context for further consideration and determination of potential.
- The table shows the current levels of participation in either boating or fishing, as well as those with interest in neither one. The remainder of the group has “potential” in that they expressed interest in at least one of the options.
- Levels of participation vary from a high of 24% among Seniors to a low of 17% among the African-American and Hispanic groups. As might be expected, those groups with low participation have the highest percentage of members who express no interest in these activities.
- Yet between 55% to 60% of each group expresses some interest and can be considered as potential participants. These findings suggest that each of these niche groups deserves further consideration and evaluation.

Niche	Currently fish/boat	Potential	No Interest
Women	23%	58%	19%
Seniors	24%	59%	17%
African-Americans	17%	55%	28%
Hispanics	17%	58%	25%
Asians	22%	62%	16%

Segment Distribution

5

- One way to consider potential is to look at the distribution of the niche groups in the segment categories. To the degree that niches are represented in the segments, they will be targeted by general marketing efforts. Overall about 40% of the people fall into the segments that are considered non-targets (Laid Back Loners, Isolated Exercisers, Gamblers and Inactive.) This varies by group, with Seniors having the highest percentage of non-target, and African-Americans the lowest. The percent in the non-targeted groups among these niches is similar to the total population.
- In terms of being in the targeted groups, Seniors have the highest percentage among both the Core and Growth segments, but lowest among the Opportunity segment. This suggests that Seniors are fairly strong participants, but that the growth opportunities may be more limited.
- African-Americans, Hispanics and Asians are less likely to be in the Core and Growth segments, but have high percentages in the Opportunity segment.
- Women are more similar to Seniors and are already well represented among Core and Growth segments, but less so among the Opportunity segment.
- These findings again suggest that each of the niche groups offers potential. The next step is a more detailed review of each niche.

Target Type	African-American	Latino/Hispanic	Asian-American	Women	Seniors	Total
Non-target	35.7%	37.7%	40.0%	42.7%	47.0%	41.3%
Core	10.4%	8.4%	9.8%	17.4%	18.3%	16.9%
Growth	15.1%	15.1%	12.9%	17.6%	19.3%	17.3%
Opportunity	38.8%	38.8%	37.3%	22.3%	15.4%	24.3%

African-Americans

6

- The African-American niche is relatively small, with a size of 36 million. About one-third indicate no interest in either fishing or boating. A review of current and past behavior indicates that there are fewer “lapsed” anglers and boaters among this group, and more people who have not participated, but have some interest.
- Within the new segmentation, African-Americans are much less likely to be in the Core segments, and somewhat below average in the Growth segments. But they have a high concentration in the Dabblers or Opportunity group. This suggests that there are opportunities to generate trial, but less strong existing interest.
- When barriers are considered, this group also includes a significant number of people who are afraid of water, which will restrict interest substantially.

Segment	Total Size	Current	Potential	No Interest
African- Americans	36 million	6.1 million	19.8 million	10.1 million

	African-American Fishing	All - Fishing	African-American Boating	All - Boating
Avid	3.3	4.7	1.5	2.1
Regularly	2.0	3.3	0.5	2.1
Occasionally	5.3	7.1	1.2	4.1
Lapsed - more than a year ago	19.8	36.3	12.4	34.6
Interested	23.6	11.2	24.5	15.6
No interest	46.1	37.4	60.0	41.5

Segments	African-American Total	
Affable Adventurers	4.0%	8.5%
Outdoor Enthusiasts	6.4%	8.4%
Total Core	10.4%	16.9%
Family Outdoors	6.6%	9.6%
Outdoor Excitement	8.5%	7.7%
Total Growth	15.1%	17.3%
Dabblers/Opportunity	38.8%	24.3%

Barriers to Fishing
Can't swim/afraid of water
Not sure how to get started
Lack of skills or expertise
Takes time away from family
No access to a boat
No fishing license

Barriers to Boating
Can't swim/afraid of water
Not sure how to get started
Lack of skills or expertise
No access to a boat
No nearby places to boat
Takes time away from family
Just like other things better

Hispanic/Latinos

7

- The Hispanic niche is the second largest (after Women), with a size of 48 million. While current participation is not high, this group represents strong potential. The percentage of people with no interest in angling and boating is higher than average, and so are the percentages that indicate interest. This suggests there is potential among this niche, but that the group is not homogeneous.
- When the segments are considered, there are relatively few Hispanics in the Core segments, but there is strong representation among the Growth and Opportunity groups. Again, the key seems to be identifying those Hispanics who represent potential and differentiate them from those who have no interest. The segments may be a good targeting option, although there may be other factors that are influencing interest and that are specific to Hispanics.
- This group also cites a number of barriers, including lack of information, time and cost. Again, this suggests that there are sub-groups within this niche.

Segment	Total Size	Current	Potential	No Interest
Hispanic/Latinos	48 million	8.1 million	27.8 million	12 million

	Hispanic	All - Fishing	Hispanic	All - Boating
Avid	4.0	4.7	1.0	2.1
Regularly	1.7	3.3	1.2	2.1
Occasionally	3.9	7.1	1.2	4.1
Lapsed - more than a year ago	23.4	36.3	18.1	34.6
Interested	23.9	11.2	30.0	15.6
No interest	43.0	37.4	48.6	41.5

Segments	Hispanic	Total
Affable Adventurers	4.8%	8.5%
Outdoor Enthusiasts	3.6%	8.4%
Total Core	8.4%	16.9%
Family Outdoors	4.5%	9.6%
Outdoor Excitement	10.6%	7.7%
Total Growth	15.1%	17.3%
Dabblers/Opportunity	38.8%	24.3%

Barriers to Fishing
Not sure how to get started
Can't swim/afraid of water
Takes time away from family
Cost of participation
Lack of skills or expertise
Cost of equipment

Barriers to Boating
Not sure how to get started
Takes time away from family
Can't swim/afraid of water
No nearby places to boat
Lack of skills or expertise

Asians

8

- The Asian niche is the smallest, with a size of 14 million. Current levels of participation are actually fairly high – and stronger than either the African-American or Asian niches. Also there is a lot of interest among this group. The challenge is the small overall size of this potential segment.
- Overall, 62% of the members of this group express interest in either fishing or boating. With angling, more have tried it and are lapsed, which leads to lower interest. But for boating, trial is less and interest remains. Yet, this segment has low penetration in the Core and Growth segments, being more concentrated in the Opportunity group. A key question given the high level of lapsed anglers is whether trial will lead to future participation.
- Time seems to be a greater barrier with this group, especially for boating.

Segment	Total Size	Current	Potential	No Interest
Asians	14 million	3.1 million	8.7 million	2.2 million

	Asian	All - Fishing	Asian	All - Boating
Avid	2.2	4.7	2.1	2.1
Regularly	1.6	3.3	0.6	2.1
Occasionally	3.1	7.1	1.4	4.1
Lapsed - more than a year ago	27.8	36.3	21.9	34.6
Interested	25.7	11.2	32.9	15.6
No interest	39.5	37.4	41.1	41.5

Segments	Asian	Total
Affable Adventurers	4.7%	8.5%
Outdoor Enthusiasts	5.1%	8.4%
Total Core	9.8%	16.9%
Family Outdoors	8.0%	9.6%
Outdoor Excitement	4.9%	7.7%
Total Growth	12.9%	17.3%
Dabblers/Opportunity	37.3%	24.3%

Barriers to Fishing
Not sure how to get started
Can't swim/afraid of water
No nearby places to fish
Takes time away from family
Lack of skills or expertise
Nobody to do it with

Barriers to Boating
Can't swim/afraid of water
No nearby places to boat
Not sure how to get started
Takes time away from family
Not enough time
Takes too much time

Women

- The largest segment considered in this niche research, by far, is Women. It’s encouraging that they show strong potential for both fishing and boating. The key with this group is the “lapsed” category. This represents about a third of the Women and should provide a strong base for growing participation.
- Women are actually strongly represented among the Core groups – these probably represent current anglers and boaters. Additionally, they are also strong in the Growth segments, and not as prevalent in the Opportunity group. Again, the key seems to be understanding how to bring back lapsed participants, and keep current anglers and boaters from lapsing.
- The barriers for angling are practical, including lack of skills and access, while for boating cost seems to be an important issue to address.

Segment	Total Size	Current	Potential	No Interest
Women	119 million	27.4 million	69 million	22.6 million

	Women - Fishing	All - Fishing	Women- Boating	All - Boating
Avid	3.2	4.7	1.7	2.1
Regularly	2.3	3.3	1.7	2.1
Occasionally	6.4	7.1	4.1	4.1
Lapsed - more than a year ago	36.2	36.3	34.5	34.6
Interested	10.7	11.2	15.2	15.6
No interest	41.1	37.4	42.9	41.5

Segments	Women	Total
Affable Adventurers	8.8%	8.5%
Outdoor Enthusiasts	8.6%	8.4%
Total Core	17.4%	16.9%
Family Outdoors	10.9%	9.6%
Outdoor Excitement	6.7%	7.7%
Total Growth	17.6%	17.3%
Dabblers/Opportunity	22.3%	24.3%

Barriers to Fishing
Don't like handling fish
Lack of skills or expertise
Just like other things better
No access to a boat

Barriers to Boating
Lack of skills or expertise
Not sure how to get started
No access to a boat
Cost of equipment
Cost of participation

Seniors

- The Senior niche is in the middle in terms of the size of the segment – smaller than Women and Hispanics, but larger than African-Americans and Asians. This group has the highest percentage of people who are either current participants or are interested. So there is strong potential – and other research indicates that this group can also be strong influencers. These factors make this niche appealing.
- Most Seniors have either participated or have no interest. Given their age, they've had plenty of time to try boating and fishing. As with Women, the key seems to be bringing back lapsed anglers and boaters.
- There is strong representation in this niche among both Core and Growth segments, and this is where more participation and influence can be realized.
- Seniors rated all the barriers as less important to them, and generally the barrier is that they have found there are other things they like better.

Segment	Total Size	Current	Potential	No Interest
Seniors	39.5 million	9.5 million	23.3 million	6.7 million

	Seniors - Fishing	All - Fishing	Seniors- Boating	All - Boating
Avid	4.4	4.7	2.1	2.1
Regularly	3.4	3.3	2.7	2.1
Occasionally	7.2	7.1	4.5	4.1
Lapsed - more than a year ago	38.9	36.3	36.3	34.6
Interested	4.7	11.2	4.5	15.6
No interest	41.4	37.4	50.0	41.5

Segments	Seniors	Total
Affable Adventurers	8.3%	8.5%
Outdoor Enthusiasts	10.0%	8.4%
Total Core	18.3%	16.9%
Family Outdoors	10.8%	9.6%
Outdoor Excitement	8.4%	7.7%
Total Growth	19.3%	17.3%
Dabblers/Opportunity	15.4%	24.3%

Barriers to Fishing
Inconvenient
Just like other things better
Nobody to do it with

Barriers to Boating
Just like other things better
Inconvenient

Niche Summary

- Each niche group shows some potential for growth – but there are definitely segments that have stronger potential.
 1. **Women** – This group shows the most promise for a number of reasons. First of all, this group is the largest, with 69 million people indicating interest. In addition, women are well represented in the Core and Growth segments, which suggests that marketing messages aimed at these groups can work with women with some minor changes. Also, the level of current participants indicates that the interest is real.
 2. **Hispanics** – This group also seems to have significant potential, and demographic trends suggest that the niche will only grow larger. The challenge is that Hispanics seem to be an Opportunity segment, so conversion and increased participation may take time.
 3. **Seniors** – This group is fairly large and has a high number of lapsed boaters/anglers. Again, with strong representation among the Core and Growth segments, getting seniors to participate at higher levels should fit with current marketing efforts.
 4. **African-Americans** – This segment is smaller and shows significant barriers to participation. It also seems that a different message is necessary for this group. Given these factors, it does not make sense to focus on this niche.
 5. **Asians** – This is a very small niche, and although they show some interest the size of the audience indicates that it doesn't merit specific marketing efforts.

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Women	23%	58%	19%
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African-Americans	17%	55%	28%
Hispanics	17%	58%	25%
Asians	22%	62%	16%

Niche	Currently fish/boat	Potential	No Interest
Women	27.4 million	69 million	22.6 million
Seniors	9.5 million	23.3 million	6.7 million
African-Americans	6.1 million	19.8 million	10.1 million
Hispanics	8.1 million	27.8 million	12 million
Asians	3.1 million	8.7 million	2.2 million

12

Appendix

Segment Overview

13

Segment	% of Gen. Population	Short Description
Dabblers	24%	This segment is not avid about any specific activity. They dabble in many activities on certain occasions such as vacations or when invited to participate. Thus there is a social aspect to their activity choices. They index slightly above average for some boating and fishing activities and are potentially a good target for trial.
Outdoor Enthusiasts	8%	This segment is the most avid about outdoor activities including fishing and boating as well as other activities. They are motivated by fun, recharging/relaxing, and simply getting away and enjoying the outdoors. Retention is likely the key with this group, and those in this segment who are lapsed participants are likely good targets to increase participation.
Family Outdoors	10%	These people enjoy participating in outdoor activities with family. They participate in a wide variety of outdoor activities, including fishing and boating. They are motivated by spending time with family, scenery and making memories. This appears to be an appealing segment.
Outdoor Excitement	8%	This segment also enjoys participating in outdoor activities, but they are not motivated by spending time with family and making memories. They are instead motivated by scenery, adventure, excitement and getting away to recharge – and represent another attractive segment. This segment is more likely to be single males without children at home.
Affable Adventurers	9%	This outdoorsy adventure-seeking and sociable segment seems to be a good target, as they index highly on all boating and fishing activities. They choose activities that allow them to be with family and friends while giving them a sense of adventure and excitement.
Isolated Exercisers	16%	This segment enjoys exercising because it makes them feel good and gives them some alone time. They not into fishing and boating activities and would be a tough target.
Gamblers	9%	This segment likes to gamble and is motivated competition, fun, excitement, the challenge and being sociable. They show some interest in fishing and boating activities, but current low levels of participation and aversion to the outdoors make other segments more appealing.
Laid Back Loners	12%	This segment is not very active and focuses on arts, crafts and reading. They are motivated by activities that give them time alone and that are restful and relaxing. This group does not generally participate in fishing or boating and is probably not a good potential segment.

Target Segments

14

Non targets

Fishing	
	Current
Isolated Exercisers	9%
Gamblers	6%
Laid Back Loners	3%
Boating	
	Current
Isolated Exercisers	8%
Gamblers	5%
Laid Back Loners	2%

		FISHING		BOATING	
	Segment	Current	Potential	Current	Potential
CORE	Outdoor Enthusiasts	40%	18%	42%	31%
	Affable Adventurers	37%	43%	37%	48%
GROWTH	Family Outdoors	27%	46%	18%	62%
	Outdoor Excitement	26%	41%	19%	52%
OPPORTUNITY	Dabblers	15%	58%	13%	63%

Target Segment Profiles

15

	Segment	% of Gen. Pop.	Market Size	Current Fishing	Current Boating	Description
Core Segments	Outdoor Enthusiasts	8%	19.5M	7.9M	8.2M	Most avid about outdoor activities including boating and fishing. Also avid about crossover activities, so generally "enthusiasts." Optimistic, like to have fun, concerned about environment.
	Affable Adventurers	9%	19.7M	7.2M	7.3M	Outdoorsy, adventure-seeking and sociable. Thrive on being active. Enjoy making memories with the family and friends
Growth Segments	Family Outdoors	10%	22.4M	6.2M	4.8M	Participate in a number of activities, including boating and fishing. Tend to be married with children and very family-oriented.
	Outdoor Excitement	8%	18.0M	4.8M	3.5M	More likely than other segments to be single, middle-aged men with no kids at home. Confident, optimistic, and enjoy a challenge.
Opportunity Segment	Dabblers	24%	56.6M	8.5M	7.0M	Not avid about any specific activity. Like to try many activities on occasions such as vacations or when invited. Skew young. Not motivated by relaxation – are on the move and have a competitive nature.