

# 2021 SPECIAL REPORT ON FISHING



**OUTDOOR  
FOUNDATION**



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# EXECUTIVE SUMMARY

Fishing brought families, friends and communities together in unprecedented numbers amid the extraordinary challenges of 2020. In March, the country stopped in its tracks when the seriousness of the pandemic became apparent. With so much closed, fishing became an ideal social distancing endeavor, a relaxing and rejuvenating activity to be enjoyed alone, with immediate family or within a social pod.

For the 11th consecutive year, the Outdoor Foundation and the Recreational Boating & Fishing Foundation partnered to produce the *Special Report on Fishing* to provide a comprehensive look at overall trends in participation, as well as detailed information on specific fishing categories. Insights include motivations, barriers and preferences of key groups. Special sections are dedicated to youth, Hispanic Americans and females—populations the fishing industry must engage, activate and retain to ensure future growth.

## Overall Fishing Participation Trends

**An impressive 54.7 million Americans fished at least once during 2020, the highest number recorded since participation tracking began in 2007.** The fishing participation rate rose to 18% of the U.S. population, the highest rate in over a decade and a nearly 9% gain versus 2019.

Despite the higher number of anglers and the increased participation rate, the frequency of fishing trips continued its long-term decline. In 2020, the average number of outings per participant was 18 trips, down from 22 in 2008. This declining intensity means there are fewer of the most devoted anglers and more casual ones.

Nonetheless, a “COVID bounce” clearly brought new energy to fishing, as total outings rose to 969 million. This represented the highest number of outings since 2012 and a 10% increase from the year before.

The “leaky bucket” analysis measures the annual churn of fishing participants, or those people joining or rejoining

the activity, versus those quitting in a given year. **From 2019 to 2020, there was a net increase of 4.6 million fishing participants.** This very strong result was tempered by a loss of 8.8 million prior participants who chose not to fish in 2020, resulting in an annual “churn rate” (the percentage of lost participants) of 17.5%. This high churn rate threatens 2020’s gains if the industry cannot convert 2020’s new participants into loyal, repeat anglers.

## Fishing by Category

With freshwater widely accessible throughout the U.S., freshwater fishing attracted 42.6 million participants in 2020, 3.4 million more than in 2019. The freshwater participation rate jumped to 14%, the highest rate since 2010.

Freshwater fishing outings totaled 677 million, a level not seen in a decade. The average number of freshwater fishing outings per participant fell to 15.9, slightly below the ten-year average of 16.3.

Saltwater fishing remained the second most popular type of fishing, enjoyed by 5% the U.S. population or 14.5 million people, including 1.3 million new participants. Saltwater fishing participation continued its upward trend, growing nearly 3% per year for the each of the last three years.

Saltwater fishing participants took 195 million outings, a sharp increase from 172 million outings in 2019. Annual average outings per participant rose to 13.4, higher than the 13.1 reported in 2019 but still 2.5 fewer days than the typical freshwater participant.

Among the fishing categories fly fishing continued to punch above its weight, attracting the fewest participants but growing the fastest. The number of fly fishing participants has grown from 5.5 million in 2010 to 7.8 million in 2020. During the same period, the participation rate grew from 1.9% of the U.S. population to 2.6%.

Fly fishing participants went on 97 million outings, a huge 27% increase from the year prior. Average annual outings

surged to 12.5 days, a level not seen since 2014 and a 14% increase over 2019.

## Youth Participation

**Youth and adolescent fishing participation rose sharply in 2020. Eight million children ages 6-12 fished, a one-year increase of 15%.** There were 5.5 million adolescents ages 13-17 that participated, an impressive 28% increase from 2019. Participation rates also grew significantly, increasing to 29% of all children and 24% of all adolescents. Participation growth in 2020 skewed toward boys, as 34% of boys ages 6-12 went fishing, versus 23% of girls ages 6-12. The three-year growth trend, however, was higher among girls than boys.

## Hispanic Participation

**Fishing among Hispanic Americans continued to grow. Hispanics participated in fishing at a rate of 13% in 2020, the highest recorded in the *Special Report on Fishing*.** Among the record 4.8 million Hispanics who fished in 2020 were 340,000 new participants. Unfortunately, both the average number of outings per participant and total number of days fished by Hispanics declined in 2020.

## Female Participation

**Encouraging news about female anglers was abundant in 2020. Nearly 1.8 million more women fished than in the year prior, a 10% increase.** In the last three years, female participation grew an average of 5% annually. While the 19.7 million female participants represented 36% of total participants, that was their largest share on record. Participation rate growth among girls ages 6-12 and female adolescents ages 13-17 have averaged around 7% per year.

## Profile of a Fishing Trip

More than three-quarters of participants reported they caught a fish on their most recent outing. What they did with the fish varied—35% kept, 45% released while the remainder did both. Fishing venues also varied, with fishing from shorelines, boats and riverbanks being the most popular.

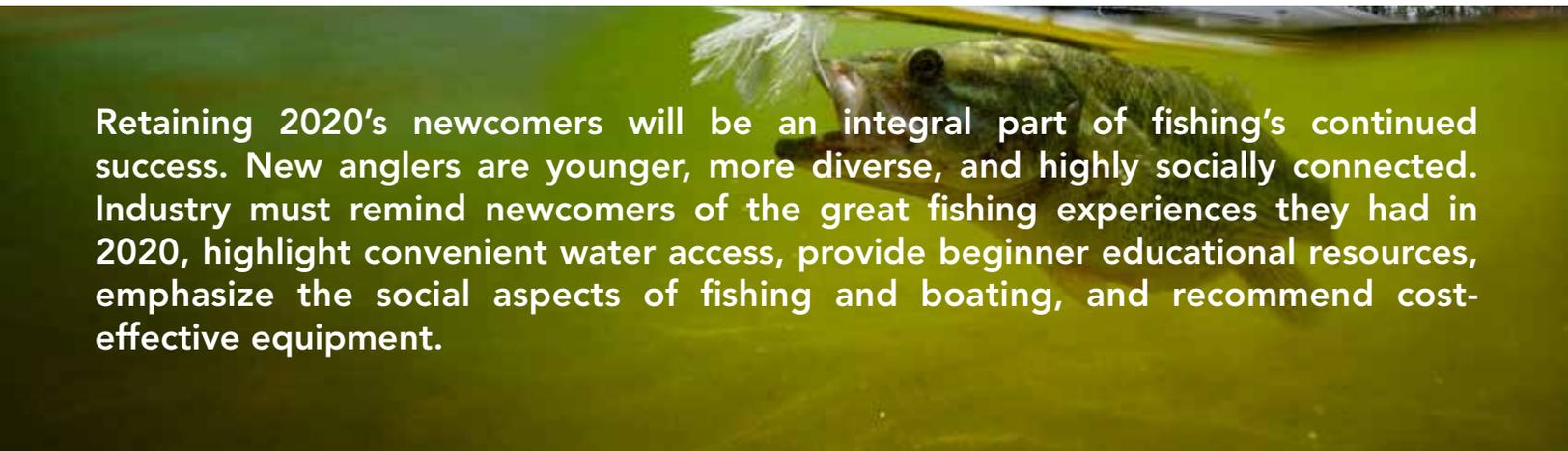
## Perceptions of Fishing

Americans were motivated to fish to escape the usual demands of life, to be close to nature while social distancing and, of course, to catch fish. Most participants held no stereotypes about fishing. Terms like “outdoorsy” and “families with kids” and “quiet” were among the most often used to describe fishing. Only a very small percentage—6% of males and 11% of females—said that fishing is “not typically for someone like me.” After participating for the first time, 71% of new anglers disagreed with the statement “Fishing is not for someone like me.” In other words, stereotypes can be shattered through participation.

## Future of Fishing

**Data continues to underscore the critical importance of introducing fishing at a young age, as 88% of current fishing participants fished before the age of 12. Participation rates among young anglers fall by about half after the age of 12, making families with young children the key to growing future participation.**

By understanding the demographics, motivations and barriers of participants, the fishing industry can better reach America’s youngest citizens, nurture a new generation of fishing enthusiasts, and retain those new to the sport. Connecting youth to fishing will ensure that our nation’s waterways are protected, our communities are healthy and our industry is thriving.



Retaining 2020’s newcomers will be an integral part of fishing’s continued success. New anglers are younger, more diverse, and highly socially connected. Industry must remind newcomers of the great fishing experiences they had in 2020, highlight convenient water access, provide beginner educational resources, emphasize the social aspects of fishing and boating, and recommend cost-effective equipment.

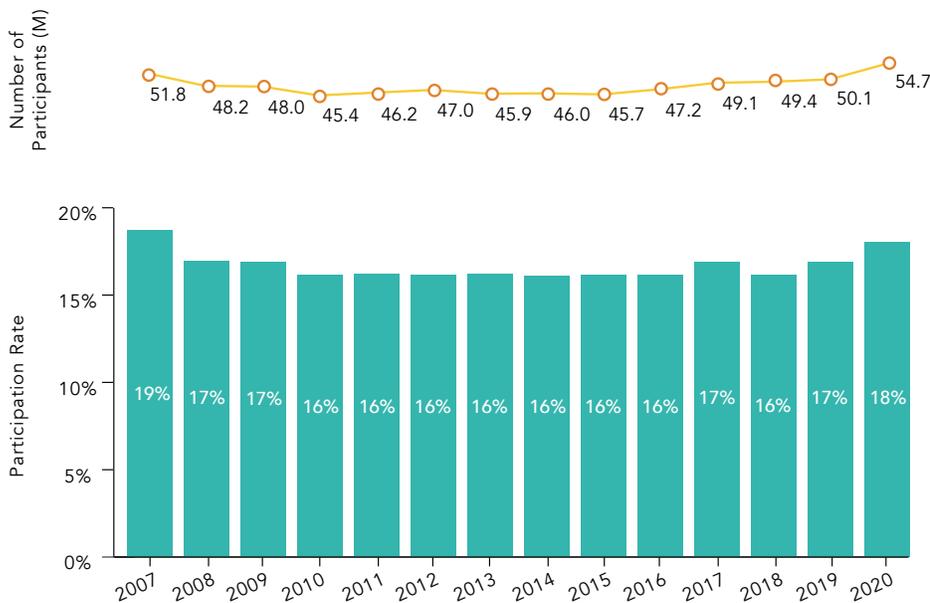
# FISHING PARTICIPATION



# FISHING PARTICIPATION

## PARTICIPATION OVER TIME

In 2020, 18% of the U.S. population ages 6 and up went fishing at least one time. This increase of 4.6 million anglers from the year prior strengthened a decade-long upward trend in fishing participation. Within 2020's growing pool of anglers were 4.4 million Americans who fished for the first time. Compared to the total pool of anglers, new participants were more likely to be female, less likely to be White and more likely to be under the age of 25.



# 54.7M

TOTAL #  
OF PARTICIPANTS

*4.6M increase from 2019*

# 18%

NATIONAL  
PARTICIPATION RATE

*highest in a decade*



# 969M

TOTAL #  
OF OUTINGS

*90M increase from 2019*



# 18

AVERAGE ANNUAL  
OUTINGS

*slight increase from 2019*

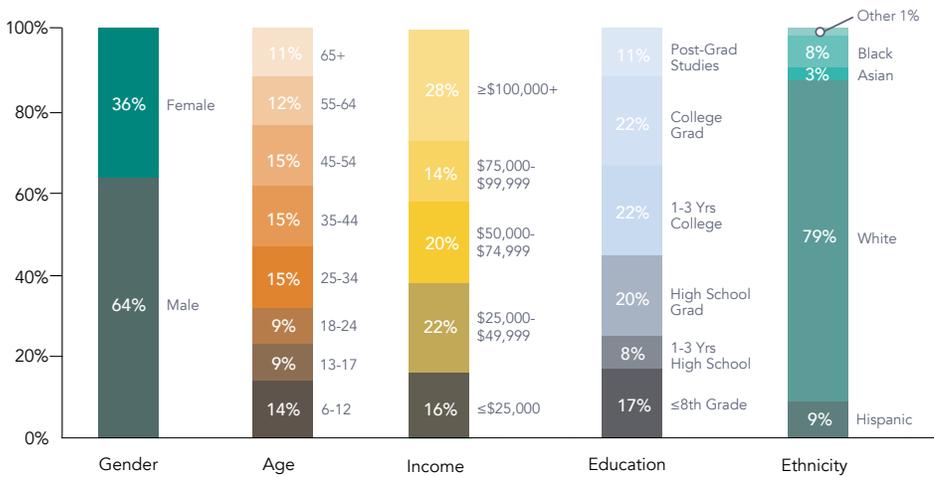


# HIGHEST

# OF  
PARTICIPANTS

*on record*

# WHO PARTICIPATED?



**64%**  
MALE  
PARTICIPANTS

## PARTICIPATION RATES BY DEMOGRAPHIC

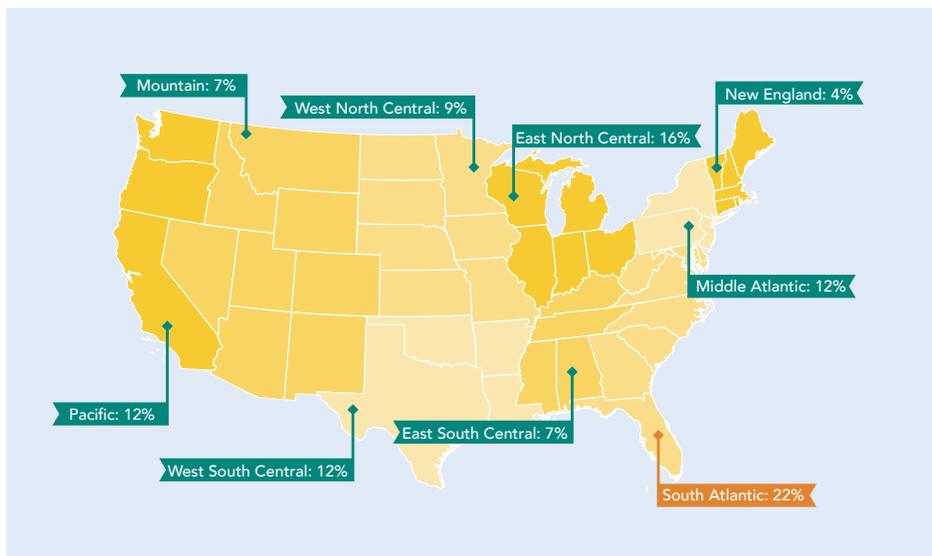
Fishing remained a male-dominated activity in 2020 as male participants made up 64% of total participants. However, that gender balance is steadily shifting. Female participation was the highest on record, growing from 32% a decade ago to 36% in 2020.

Age demographics have also shifted. Two groups enjoyed their highest participation rates on record: those under 18 and those 65 and older. Fortunately, all age groups increased their participation rate amid COVID, children ages 6-17 growing the most. As a share of total 2020 anglers, those ages 65 and older represented 11% versus 8% a decade ago.

Nearly one in five Americans ages 6 and older fished in 2020. Of those, about four in five were White, a level that has proven remarkably inflexible. Over the last ten years, an average of 79.2% of participants were White. In 2020, that number was 79.1%. African American participants as a share of total participants increased a promising 4% each year over the past three years, but during the same time frame Hispanic growth stagnated and Asian participation declined slightly.



**SOUTH  
ATLANTIC**  
HIGHEST  
PARTICIPATION  
RATE



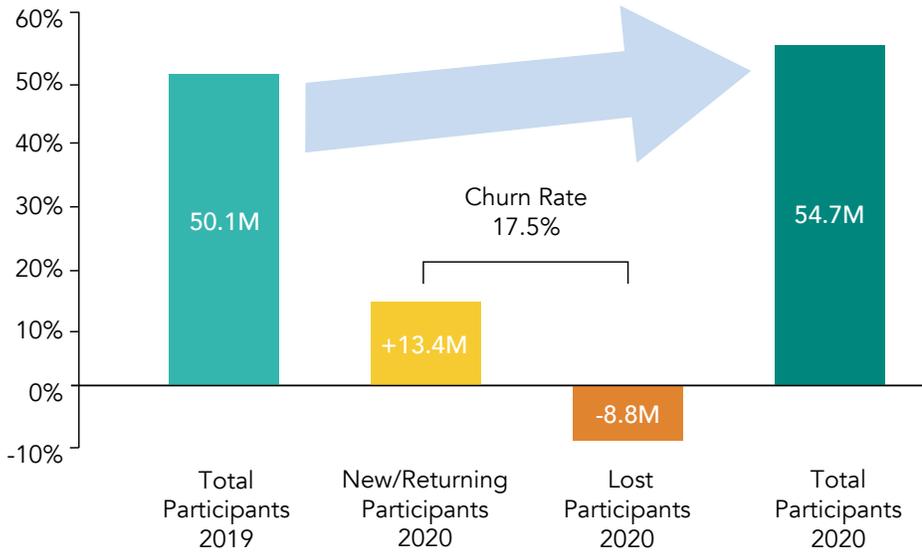
## REGIONAL RATES

The South Atlantic region, with ample coastline for fishing, was home to more than one in five participants. South Atlantic also grew its share of anglers in 2020, along with the Pacific and Middle Atlantic areas. Others were unchanged or reported slight decreases. Interestingly, South Atlantic, Pacific and Middle Atlantic had 56% of first-time participants, an indication that the current participants who spread their love of fishing to family and friends remain critical to growing participation.

# PARTICIPATION IN-DEPTH

## LEAKY BUCKET ANALYSIS

From 2019 to 2020, there was a net increase of 4.6 million fishing participants. The annual churn rate, measuring people joining or rejoining fishing and those quitting, was 17.5%, flat versus the year before.



**4.4M**  
FIRST TIME  
PARTICIPANTS



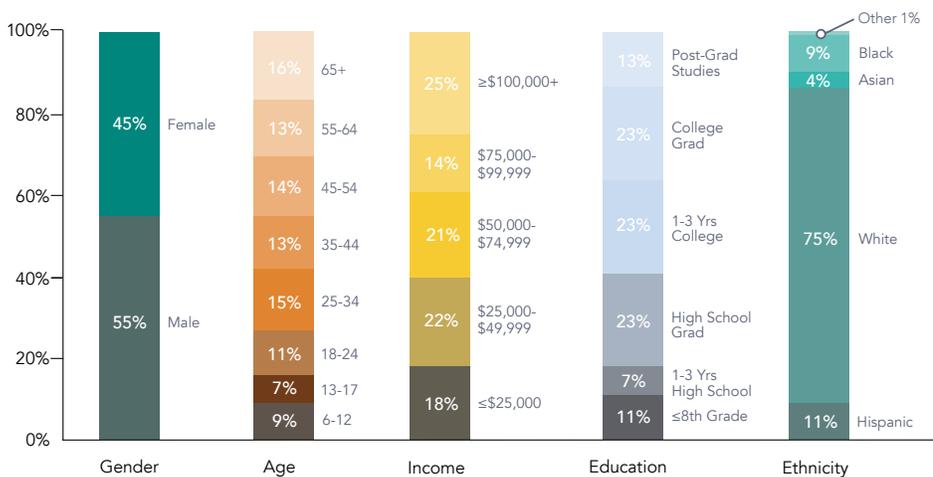
**41.3M**  
CONTINUING  
PARTICIPANTS  
*and 9M returning*



**8.8M**  
LOST  
PARTICIPANTS

## LOST PARTICIPANTS

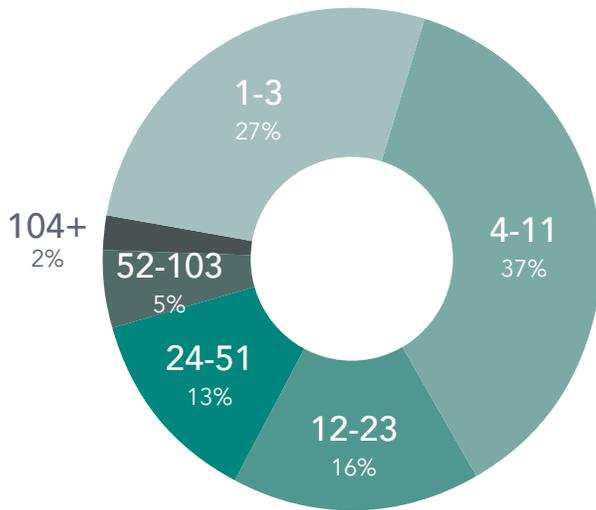
Female anglers stopped fishing at higher rates than their male counterparts. Among those more likely to drop out of the participant pool were Hispanics, African Americans and older participants.



# LEVEL OF COMMITMENT

## ANNUAL OUTINGS

Nearly two-thirds of anglers went fishing 1 to 11 times in 2020, or less than once a month. Just 7% were avid participants, fishing every week or more. Participation among the most active, those fishing at least 104 or more times per year, has been on a slight downward trend, falling an average of 3% annually for the past 3 years.



## PERCEIVED LEVEL OF FISHING

Over 60% of participants classified themselves as occasional participants. Half of those currently participating wanted to fish more than they were able to in 2020.

PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, would like to fish more often	31%
Occasional participant, fish as often as I want	30%
Avid fishing participant, would like to fish more often	19%
Avid fishing participant, fish as often as I want	16%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%



**7%**

AVID PARTICIPANTS



**1-11  
TRIPS**

YEARLY FISHING  
FREQUENCY FOR  
MOST PARTICIPANTS



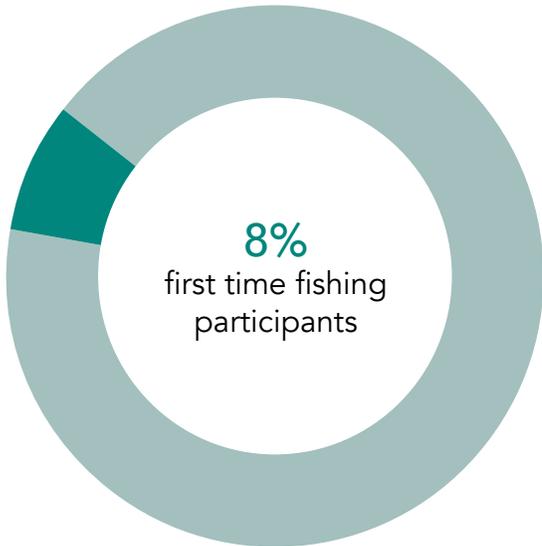
**61%**

SELF-DESCRIBED  
OCCASIONAL  
PARTICIPANTS

# INTRO TO FISHING

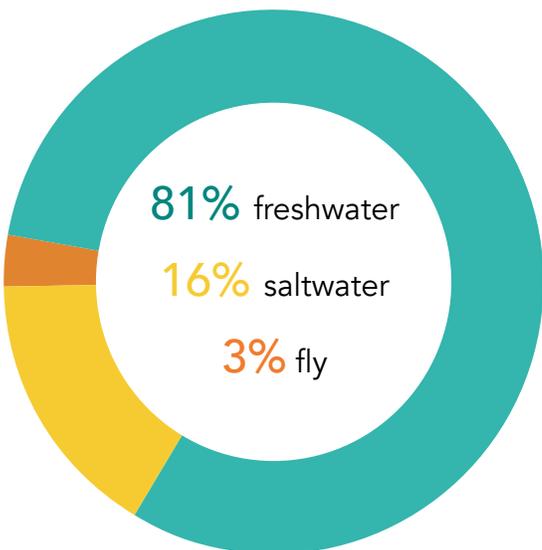
## NEW TO FISHING

Out of 54.7 million fishing participants, 4.4 million participants were new to the activity in 2020. These newcomers represented 8% of all participants.

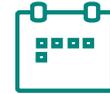


## FIRST TYPE OF FISHING EXPERIENCE

More than four in five returning or continuing fishing participants—81%—tried freshwater fishing during their first outing. Saltwater fishing fell slightly in popularity among first-timers. Despite its specialized techniques and equipment, fly fishing grew to 3% among first time participants, up from 2% in 2019.



**22.6M**  
TOTAL ANNUAL  
OUTINGS  
*among first-timers*



**5 / YEAR**  
AVERAGE OUTINGS  
*among first-timers*



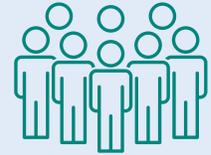
**42%**  
FEMALE  
PARTICIPANTS  
*among first-timers versus  
36% of total participants*

# TYPES OF FISHING & OTHER ACTIVITIES

## LITTLE OVERLAP IN FISHING

Most Americans participated in only one type of fishing, which has been the case for over a decade. 19% of participants reported doing more than one type of fishing in 2020, the lowest level on record. Just under 3% participated in all three, the lowest level since 2009.

TYPES OF FISHING	PERCENTAGE
Freshwater only	61%
Saltwater only	13%
Freshwater and Saltwater	11%
Fly Fishing only	7%
Freshwater and Fly Fishing	4%
Fly, Freshwater and Saltwater Fishing	3%
Saltwater and Fly Fishing	1%



**81%**  
participated in one  
type of fishing

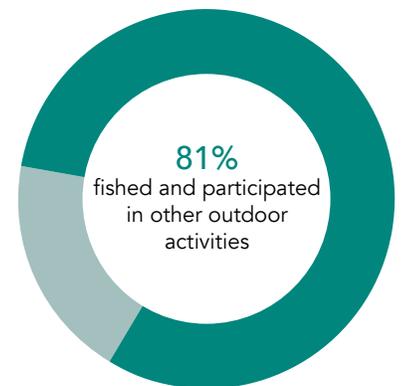


**19%**  
participated in multiple  
types of fishing

## GATEWAY ACTIVITIES

Fishing remains one of the most popular "gateway" activities that often lead to other forms of outdoor recreation.

GATEWAY ACTIVITY	PERCENTAGE
Running/Jogging/Trail Running	21%
Hiking	19%
Fishing	18%
Bicycling	17%
Camping	15%



# ACTIVITIES OUTSIDE OF FISHING

## TOP CROSSOVER ACTIVITIES

Fishing participants enjoyed a wide range of other activities, led by walking for fitness, camping, bowling, bicycling and hiking. Six of the ten most popular were outdoor activities.

### Which activities did you participate in outside of fishing?

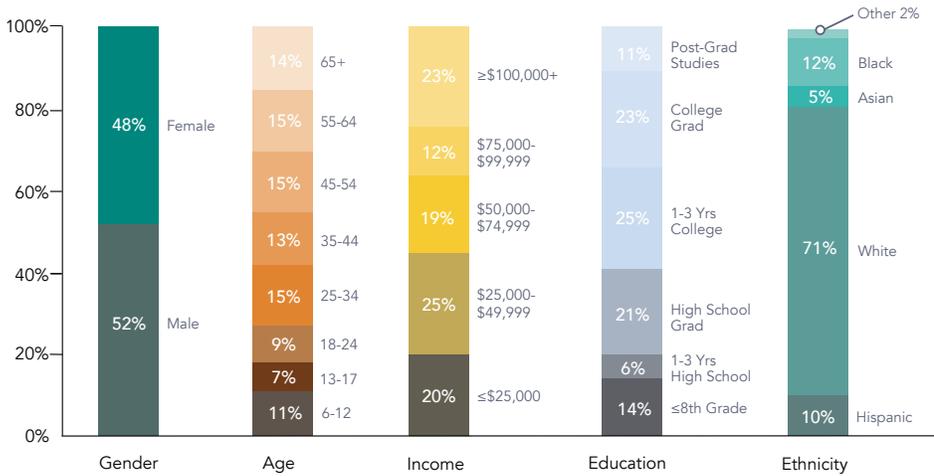
OUTDOOR ACTIVITIES	
Camping	41%
Bicycling	31%
Hiking	30%
Running and jogging	25%
Birdwatching/wildlife viewing	21%
Hunting	21%

INDOOR ACTIVITIES	
Treadmill	28%
Free weights	25%
Weight/resistance machines	16%
Yoga	16%
Stationary cycling	16%
Elliptical motion/cross-trainer	13%

TEAM ACTIVITIES	
Basketball	20%
Tennis	13%
Baseball	13%
Soccer	9%

OTHER ACTIVITIES	
Walking for fitness	42%
Bowling	32%
Golf	18%
Swimming for fitness	18%

# AMERICANS ASPIRE TO FISH



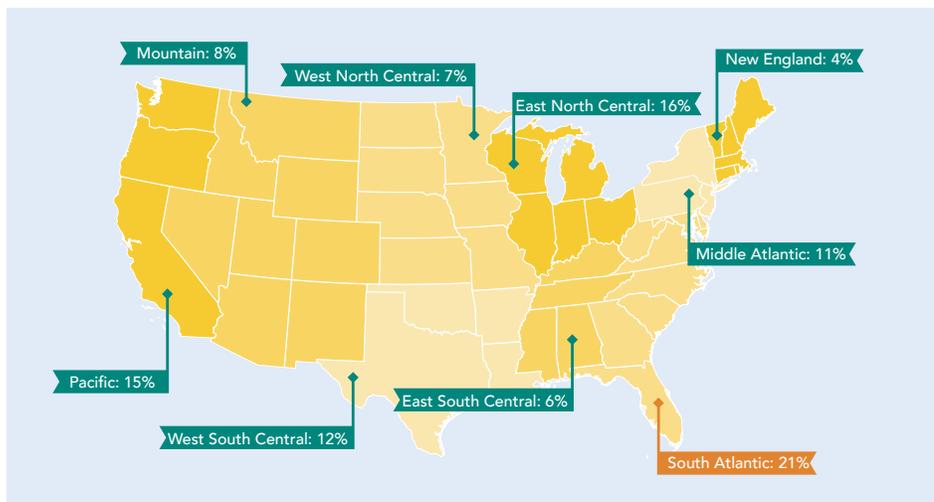
## DEMOGRAPHICS OF PEOPLE CONSIDERING FISHING

Far more women expressed an interest in fishing than actually did it. In 2020, 48% of those who said they'd like to fish were female but just 36% of those who fished were female.

Similar disparities occurred among African Americans and Asians. 12% of those interested in fishing were African American but 8% of reported participants were. 5% of those interested were Asian, versus 3% of participants. These gaps represent a significant opportunity to engage groups that have been previously underrepresented in fishing.

## PEOPLE CONSIDERING FISHING

11% of all Americans who did not fish for the past 2 years, or 27 million people, were interested in taking up fishing or rejoining the activity. The percentage of people considering fishing has fallen an average of 3% per year over the past 3 years.



## THOSE CONSIDERING FISHING BY REGION

The highest percentage of Americans who considered fishing participation—21%—were from the South Atlantic, also the region with the highest percentage of current participants. The Pacific region had 15% of those interested in fishing but was home to 12% of current participants.

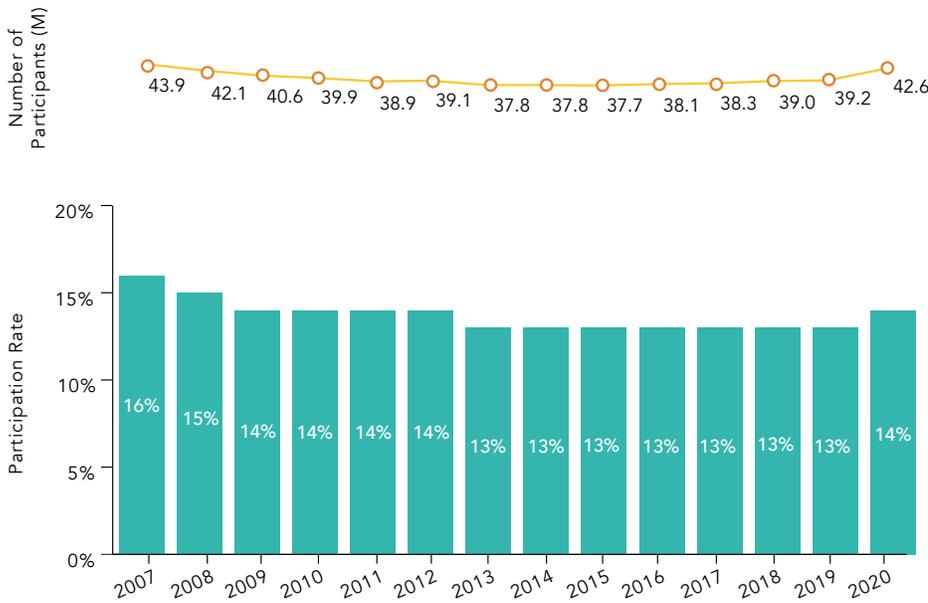
# FRESHWATER FISHING



# FRESHWATER FISHING PARTICIPATION

## PARTICIPATION OVER TIME

By every measure, freshwater fishing remained the most popular type of fishing. Freshwater gained a whopping 3.4 million participants and reached its highest number of participants since 2007. Prior to COVID-19, freshwater participation was fairly steady, and the 2020 participation rate of 14% was the highest in over a decade.



# 42.6M

# OF FRESHWATER PARTICIPANTS

# 14%

FRESHWATER PARTICIPATION RATE



# 677M

# OF OUTINGS



# 16

AVERAGE ANNUAL OUTINGS

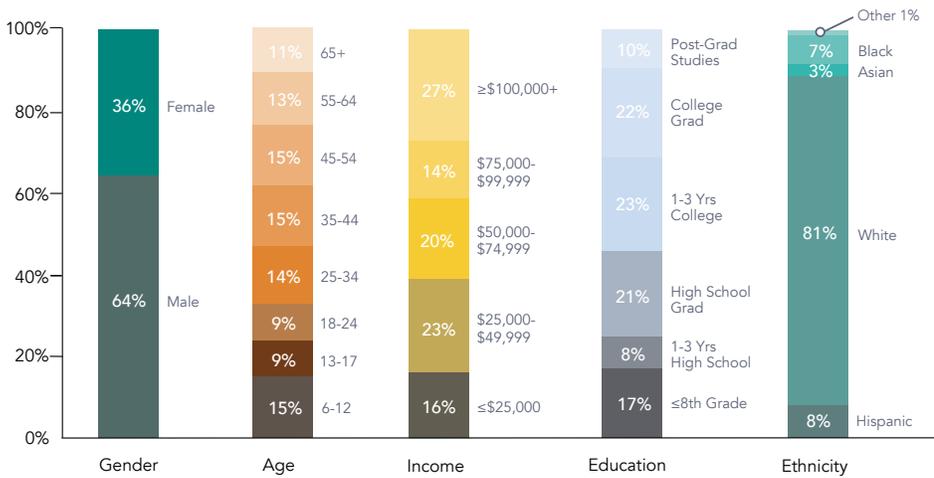


# +3.4M

GROWTH IN PARTICIPANTS

*since 2019*

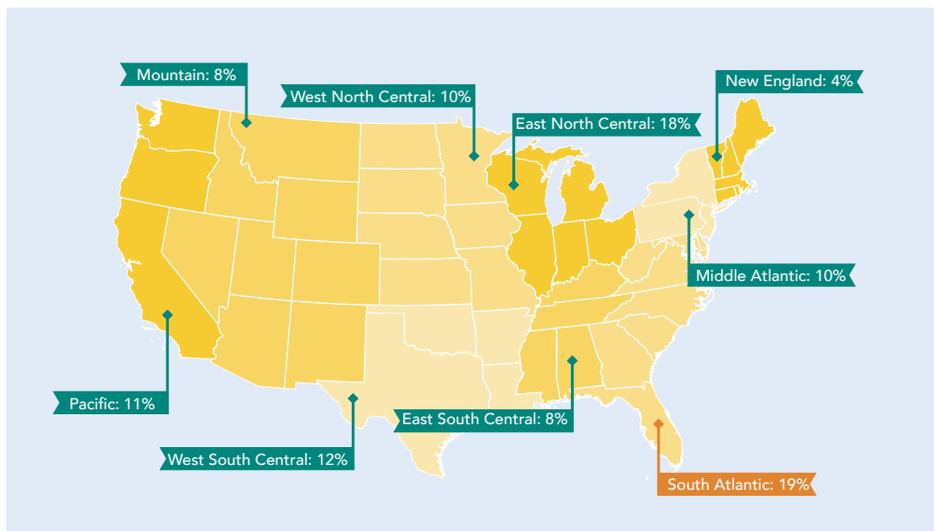
# WHO PARTICIPATED?



**+4%**  
GROWTH  
IN HISPANIC  
PARTICIPATION  
*over each of the last  
three years*

## PARTICIPANT DEMOGRAPHICS

Freshwater fishing was a bit less diverse than other types of fishing, but has experienced more than 4% annual growth among Hispanics over each of the past three years. During the same period, annual growth among African Americans was 2%, while Asian participation fell 1.5% annually. Anglers ages 65+ made up 11% of freshwater participants, the highest number on record and nearly two-thirds higher than their share a decade ago. Freshwater fishing enjoyed the highest percentage of participants, 39%, with incomes under \$50,000 per year.



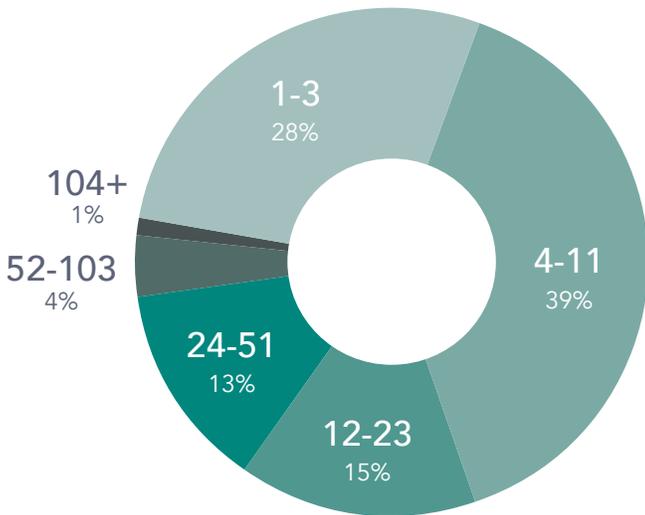
## REGIONAL PARTICIPATION

The geographic breakdown of freshwater fishing participation mostly mirrored the breakdown of all fishing participation. The South Atlantic region had the largest percentage of freshwater fishing participants, albeit by a smaller margin. South Atlantic also had over 3% annual growth for the last three years, the strongest in the country. Mountain, Pacific and Middle Atlantic were the other regions with three-year increases.

# LEVEL OF PARTICIPATION

## ANNUAL OUTINGS

Freshwater participants were slightly less active than total participants. Just 5% reported participating 52 or more times last year versus 7% of overall anglers. The fastest growing group is the least active, as those freshwater fishing only 1-3 times per year grew 1.3% annually over the last three years.



## PERCEIVED LEVEL OF FISHING PARTICIPATION

Most freshwater participants described their fishing activity as “occasional.” The percentage of those who said they’d like to fish more was the same as those who said they fished as often as they like—48%.

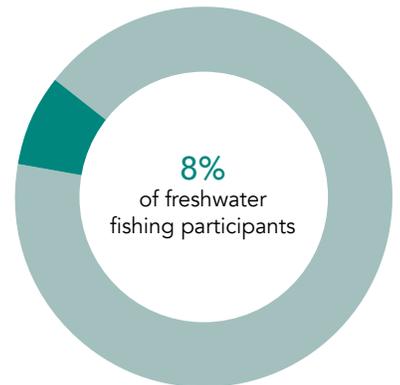
PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, would like to fish more often	28%
Occasional participant, fish as often as I want	27%
Avid fishing participant, fish as often as I want	21%
Avid fishing participant, would like to fish more often	20%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%

**+28%**

INCREASE IN FIRST TIME FRESHWATER PARTICIPANTS

**+8%**

GROWTH IN FIRST TIME PARTICIPATION  
*annually since 2017*



## FIRST TIME PARTICIPANTS

8% of total freshwater fishing participants were new participants, the highest proportion on record. The number of first time freshwater anglers grew a whopping 28% in 2020, infusing the sport with energy and opportunity amid COVID-19. Among the 2.9 million new anglers, 1.6 million were males and 1.3 million were females.

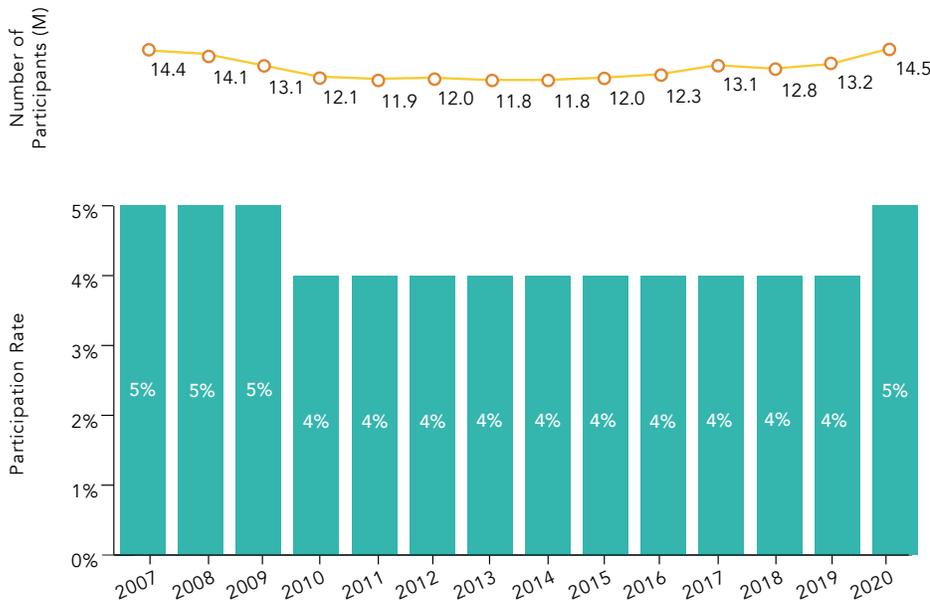
# SALTWATER FISHING



# SALTWATER FISHING PARTICIPATION

## PARTICIPATION OVER TIME

In 2020, saltwater fishing participation grew 10% in both participant numbers and participation rate. The number of Americans who enjoyed America's coastlines during a very difficult year grew by 1.3 million to 14.5 million, the largest number of annual saltwater participants ever recorded.



# 14.5M

# OF SALTWATER PARTICIPANTS

# 5%

SALTWATER PARTICIPATION RATE



# 195M

# OF OUTINGS



# 13

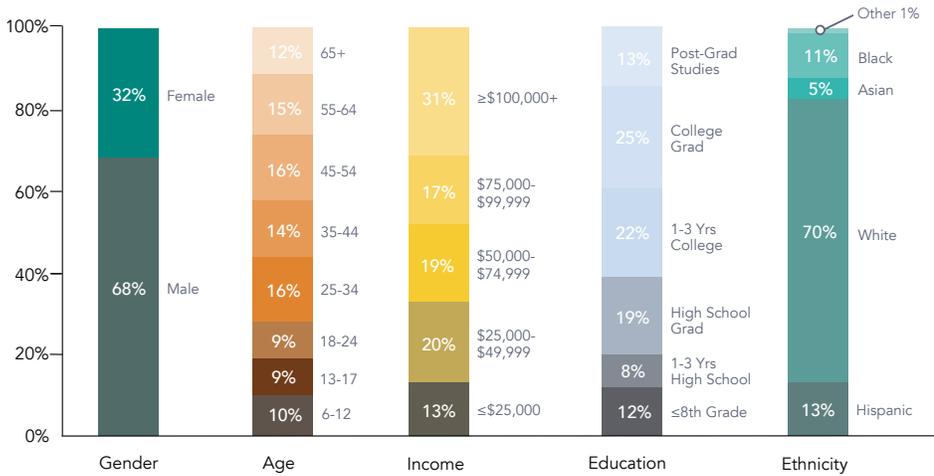
AVERAGE ANNUAL OUTINGS



# +10%

GROWTH IN PARTICIPANTS  
*and participation rate*

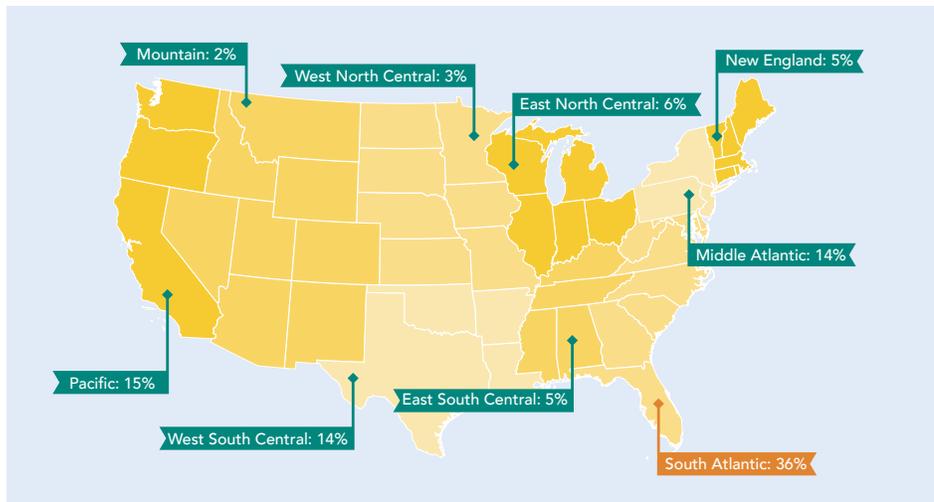
# WHO PARTICIPATED?



**ETHNIC DIVERSITY**  
3 IN 10 NOT WHITE

## PARTICIPANT DEMOGRAPHICS

Saltwater fishing was the most diverse type of fishing by both ethnicity and income. About three in ten participants were not White, and approximately one-third of participants fell into three income segments: those earning under \$50,000 each year; those earning between \$50,000 and \$100,000; and those earning over \$100,000 each year.



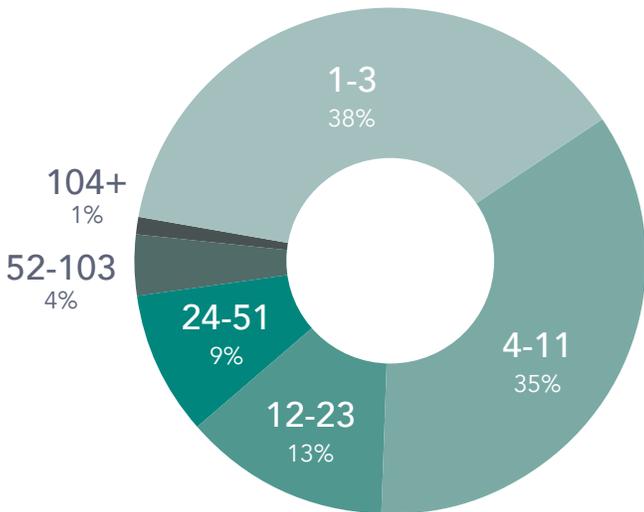
## REGIONAL PARTICIPATION

As expected, coastal regions dominated saltwater participation, led by the South Atlantic, Pacific and Middle Atlantic regions. The East South Central region, home to just 5% of saltwater anglers, had the highest growth rate in 2020, with saltwater participation there increasing 4% annually over each of the last three years.

# LEVEL OF PARTICIPATION

## ANNUAL OUTINGS

Total saltwater outings rebounded in 2020, up 13% to 195 million, which was the highest level since 2009. As with many other outdoor activities, outings among the most dedicated continued to decline. In the last three years, outings among those fishing 52-103 times per year declined 5% annually, and those fishing 104+ times fell 2% annually.



## PERCEIVED LEVEL OF FISHING PARTICIPATION

Saltwater anglers were evenly divided between those who fish as often as they want (49%) and those who want to fish more (48%). The proportion of “avid” saltwater participants fell from 44% in 2019 to 41% in 2020, perhaps a reflection of COVID-19 related restrictions that limited travel to coastlines.

PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	29%
Occasional participant, would like to fish more often	27%
Avid fishing participant, would like to fish more often	21%
Avid fishing participant, fish as often as I want	20%
Don't fish currently, but would like to fish	2%
Don't fish currently, not interested in fishing	1%

**+13%**

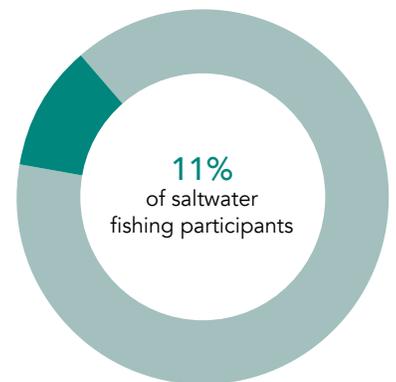
**GROWTH IN OUTINGS**

*highest level since 2009*

**23M**

**MORE SALTWATER OUTINGS**

*in 2020 than in 2019*



## FIRST TIME PARTICIPANTS

11% of saltwater participants were new to saltwater fishing in 2020, the highest proportion of newcomers to returning participants ever recorded. 13% of saltwater participants were first time females, while 9% were first time males.

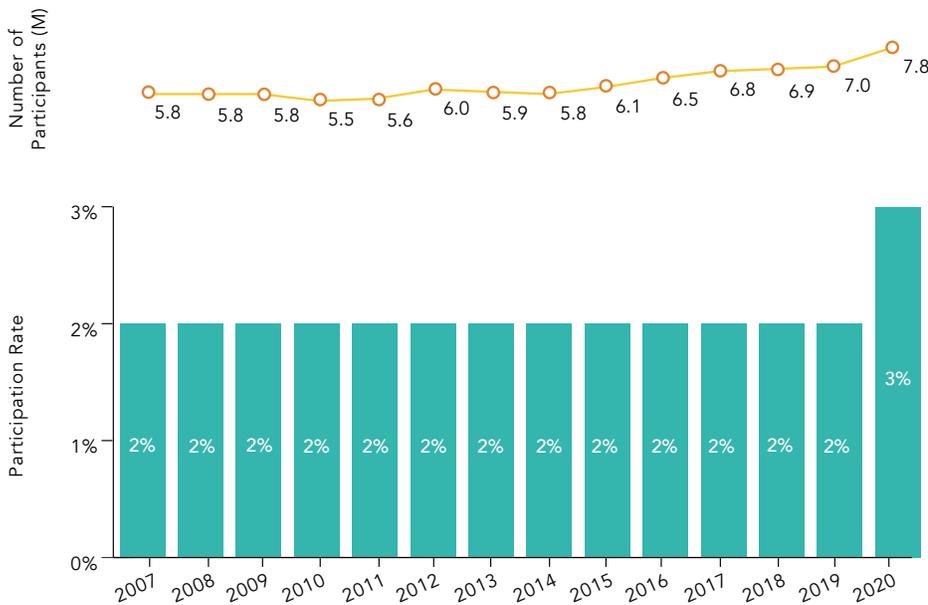
# FLY FISHING



# FLY FISHING PARTICIPATION

## PARTICIPATION OVER TIME

2020 brought strong growth to fly fishing in terms of total participants (up 11%), average number of days fished (up 14%) and total days fished (up 27%). Three-year growth has also been strong, with participant numbers growing an average of 3% annually. A record 7.8 million Americans fly fished in 2020 as the participation rate hit 3% for the first time.



# 7.8M

## # OF FLY FISHING PARTICIPANTS

# 3%

## FLY FISHING PARTICIPATION RATE



# 97M

## # OF OUTINGS



# 13

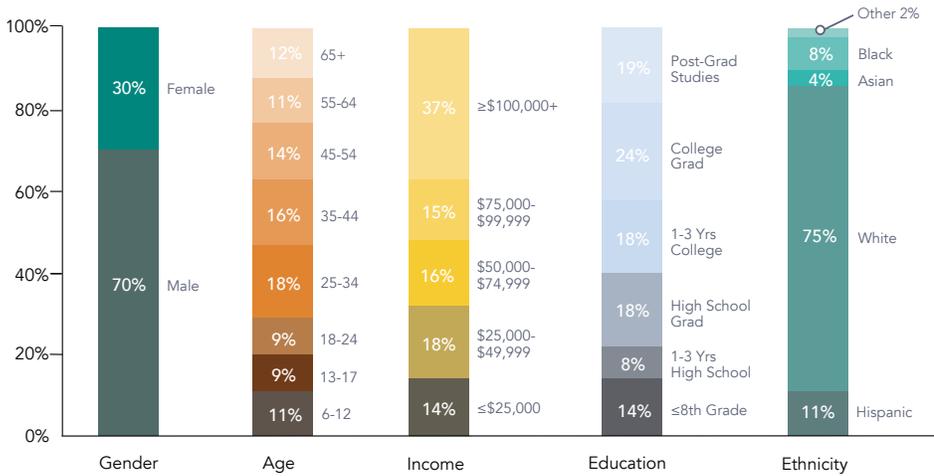
## AVERAGE ANNUAL OUTINGS



# HIGHEST

## PARTICIPATION BY # AND RATE

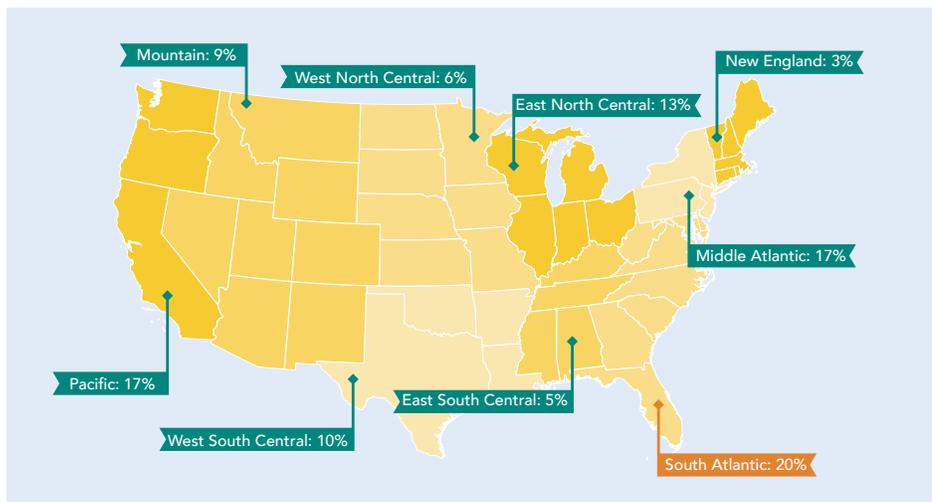
# WHO PARTICIPATED?



**INCOME**  
HIGHEST AMONG  
FLY FISHING  
PARTICIPANTS

## PARTICIPANT DEMOGRAPHICS

Males made up 70% of fly fishing participants, making it the most male-dominated fishing category. A decade ago, however, 80% of participants were male. Fly fishing also had a higher percentage of participants—52%—with annual household incomes over \$75,000, compared to 43% of overall participants. After peaking around 2013, participation among African Americans, Asians and Hispanics has declined steadily in recent years.



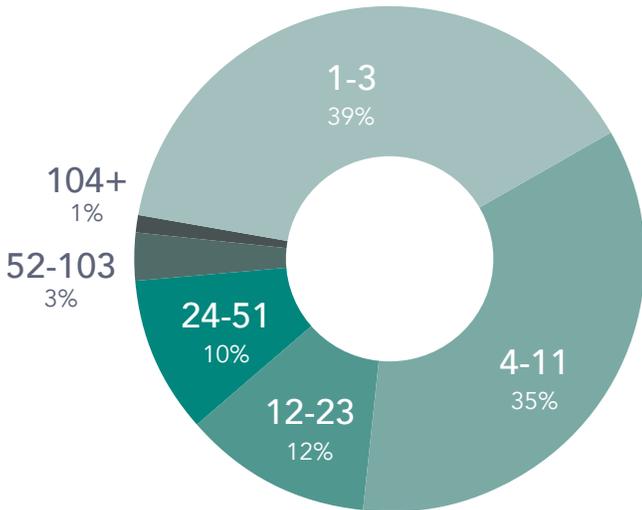
## REGIONAL PARTICIPATION

South Atlantic was home to 20% of fly fishing participants. The Pacific and Mountain regions together were home to 26%, by far the American West's largest showing among the three types of fishing this study tracked. The Mountain region had the fastest fly fishing growth at 6% annually for the past three years. This was double that of the next-fastest growing region, East South Central.

# LEVEL OF PARTICIPATION

## ANNUAL OUTINGS

Fly fishing had the lowest number of average annual outings per participant at 12.5, compared to 13.4 for saltwater and 15.9 for freshwater. It also had the highest proportion of casual participants, with 74% reporting 1-11 days fished in 2020.



## PERCEIVED LEVEL OF FISHING PARTICIPATION

Nearly half of fly fishing participants described themselves as avid participants, the highest percentage among the fishing categories. Half of fly fishing participants said they fished as often they like, slightly more than the 47% who would like to fish more often.

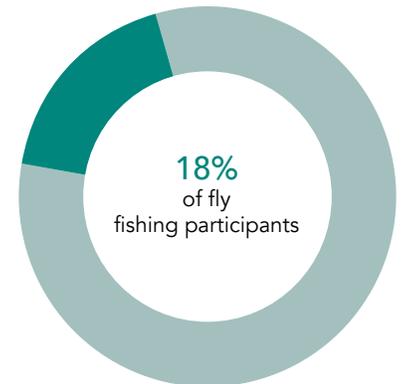
PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	27%
Avid fishing participant, would like to fish more often	26%
Avid fishing participant, fish as often as I want	23%
Occasional participant, would like to fish more often	21%
Don't fish currently, but would like to fish	2%
Don't fish currently, not interested in fishing	1%

**61%**

OF FLY FISHING PARTICIPANTS COMPLETED AT LEAST SOME COLLEGE

**12%**

GROWTH IN # OF FIRST TIME FLY FISHING PARTICIPANTS



## FIRST TIME PARTICIPANTS

18% of 2020 participants were first-timers, a very high percentage of first time participants compared to other categories. Among the 1.4 million who fly fished for the first time were 900,000 males and 500,000 females. Notably, one in five women who fished for the first time in 2020 went fly fishing.

# YOUTH PARTICIPATION

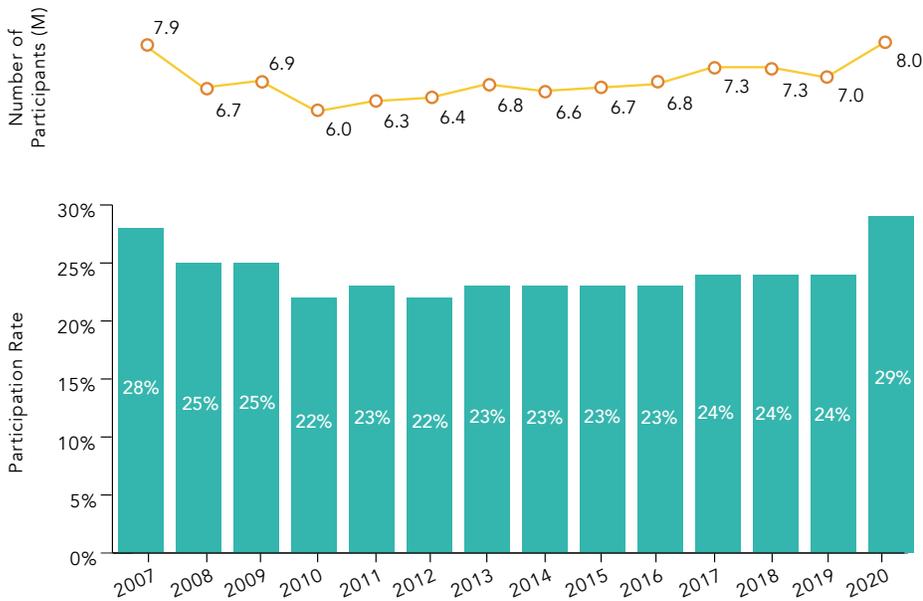


# YOUTH PARTICIPATION

## PARTICIPATION OVER TIME

### CHILDREN AGES 6-12

Taking kids fishing during COVID-19 lockdowns resulted in huge participation gains. The participation rate for children ages 6-12 rose sharply to 29%, the largest one-year shift and the highest rate on record. The number of participants rose by 1 million and hit 8 million, also the highest number ever.



# 8M

# OF CHILD FISHING PARTICIPANTS

# 29%

CHILD FISHING PARTICIPATION RATE



# 106M

# OF OUTINGS



# 13

AVERAGE ANNUAL OUTINGS



# +1M

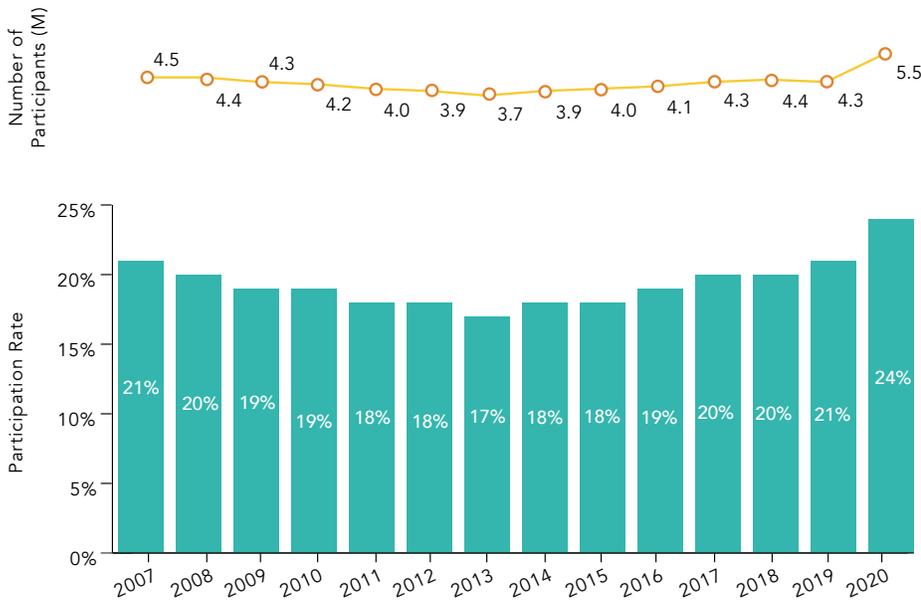
INCREASE IN CHILD PARTICIPANTS

# YOUTH PARTICIPATION

## PARTICIPATION OVER TIME

### ADOLESCENTS AGES 13-17

As with their younger counterparts, adolescents' fishing grew by leaps and bounds in 2020. The number of participants grew 28% to 5.5 million, an increase of 1.2 million from the year prior. Their participation rate rose to a record 24%.



# 5.5M

# OF ADOLESCENT FISHING PARTICIPANTS

# 24%

ADOLESCENT FISHING PARTICIPATION RATE



## 87M

# OF OUTINGS



## 16

AVERAGE ANNUAL OUTINGS



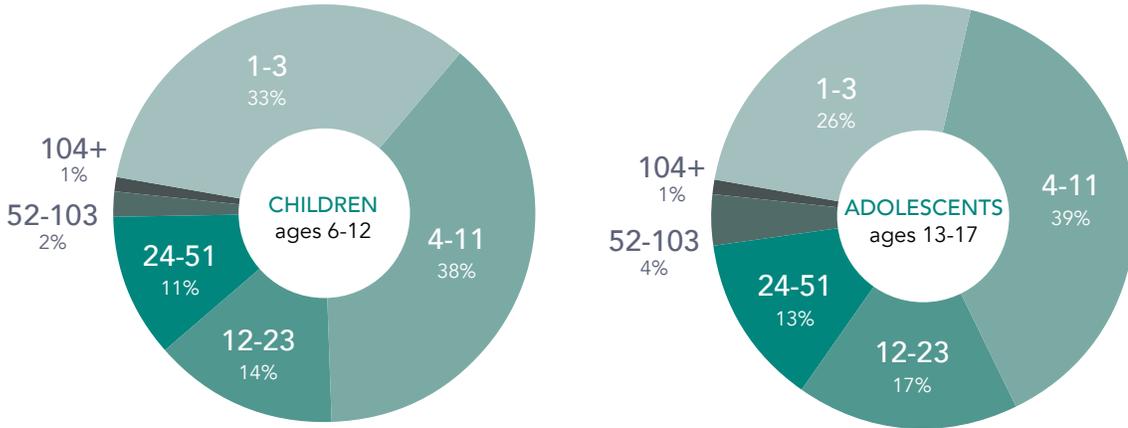
## +1.2M

INCREASE IN ADOLESCENT PARTICIPANTS

# LEVEL OF PARTICIPATION

## ANNUAL OUTINGS

Total outings reported for both children and adolescents grew by 26% and 15%, respectively. Outings per participant rose to a record 13.2 for children ages 6-12, but fell unexpectedly to 15.8 for adolescents 13-17.



## PERCEIVED LEVEL OF FISHING PARTICIPATION

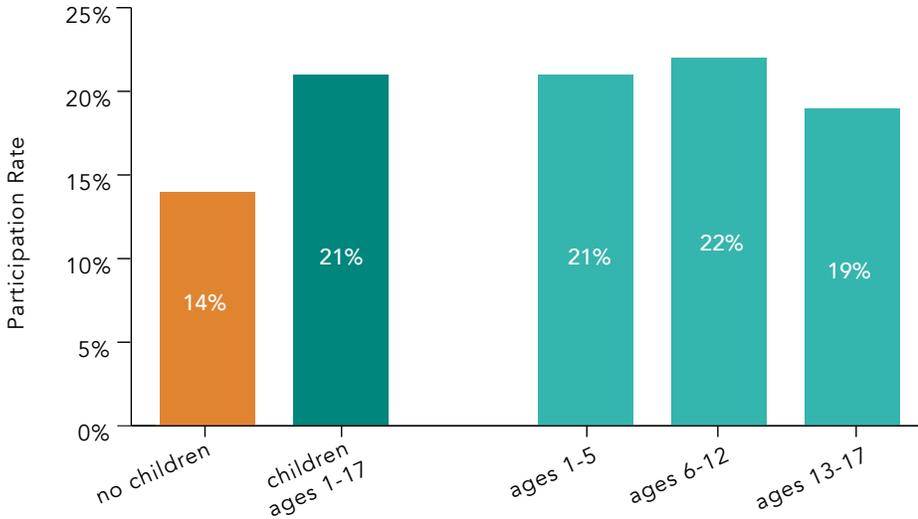
55% of children and 60% of adolescents consider themselves occasional participants, while 40% of children and 37% of adolescents consider themselves avid anglers. Children were slightly more likely to report they wish they fished more than adolescents.

PERCEIVED LEVEL OF FISHING PARTICIPATION	CHILDREN	ADOLESCENTS
Occasional participant, would like to fish more often	28%	25%
Occasional participant, fish as often as I want	27%	35%
Avid fishing participant, fish as often as I want	21%	17%
Avid fishing participant, would like to fish more often	20%	20%
Don't fish currently, but would like to fish	4%	1%
Don't fish currently, not interested in fishing	1%	1%

# PARTICIPATION IN-DEPTH

## PARTICIPATION AMONG ADULTS WITH KIDS

Adults with children in their household participated in fishing at much higher levels than adults without children. For example, 22% of households with children ages 6-12 participated compared to only 14% of households without children. The trends holds regardless of age, as seen in the huge difference between households with children versus those without.



## FIRST TIME PARTICIPANTS

4% of children and adolescents, 1.8 million in total, tried fishing for the first time in 2020. This represents a sizable 600,000 participant increase from the 1.2 million new participants the year prior. New participant trends among youths remained encouraging, with 12% annual growth each year for the last three years.



## FEMALE

participation rate among:

CHILDREN: 23%

ADOLESCENTS: 18%

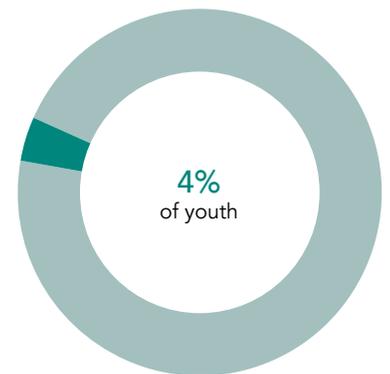


## MALE

participation rate among:

CHILDREN: 34%

ADOLESCENTS: 29%



# ACTIVITIES OUTSIDE OF FISHING

## TOP CROSSOVER ACTIVITIES

Outside of their fishing pursuits, participants ages 6-17 enjoyed a wide variety of other activities. Among the most popular were bicycling, camping, bowling and basketball.

### Which activities did you participate in outside of fishing?

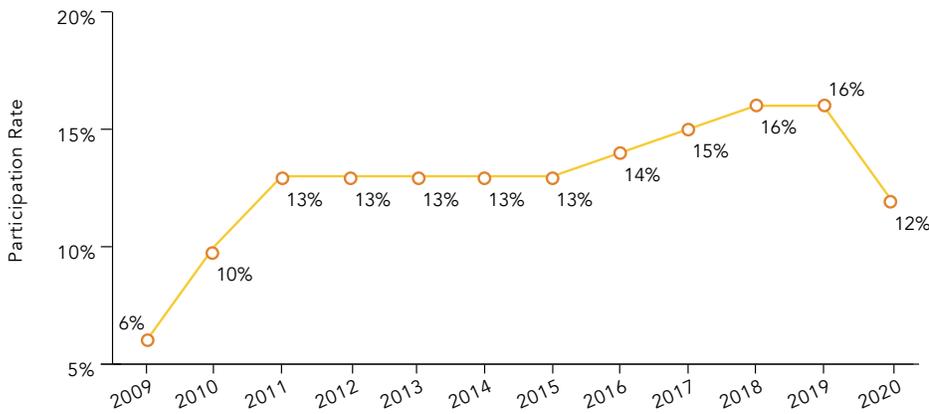
OUTDOOR ACTIVITIES	
Bicycling	46%
Camping	46%
Running	28%
Hiking	28%
Hunting	17%
Kayaking	13%

OTHER ACTIVITIES	
Bowling	36%
Walking for fitness	24%
Swimming for fitness	19%
Tennis	17%
Golf	14%
Skateboarding	12%

INDOOR ACTIVITIES	
Treadmill	17%
Free weights	17%
Yoga	14%
Weight machines	10%

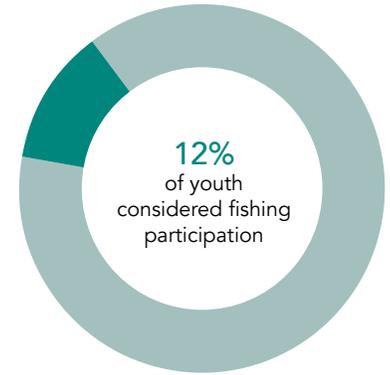
TEAM ACTIVITIES	
Basketball	31%
Baseball	27%
Soccer	20%
Football	12%

# WHO CONSIDERED FISHING?



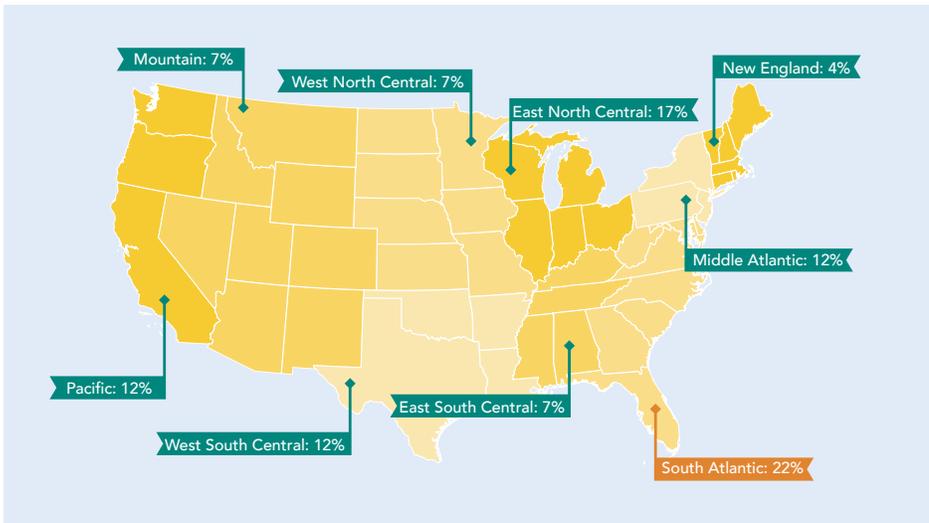
## CONSIDERING FISHING OVER TIME

12% of American youths ages 6-17 expressed interest in fishing in 2020.



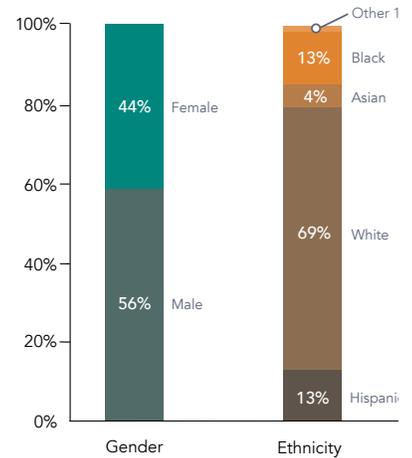
## CONSIDERING PARTICIPATION

The proportion of youth ages 6-17 considering fishing declined from 16% in 2019 to 12% in 2020. This probably resulted from COVID-19 lockdowns, which drove huge numbers of interested parents toward fishing and converted interested anglers into active ones.



## CONSIDERING PARTICIPANTS BY REGION

Like the general population contemplating fishing participation, potential youth participants were more likely to live in the South Atlantic region with its abundant coastline, and the East North Central region, home to the Great Lakes.



## CONSIDERING DEMOGRAPHICS

Youth considering fishing were more ethnically diverse than both adults considering fishing and those that actually participated. Two of every three youths considering fishing were children ages 6-12.

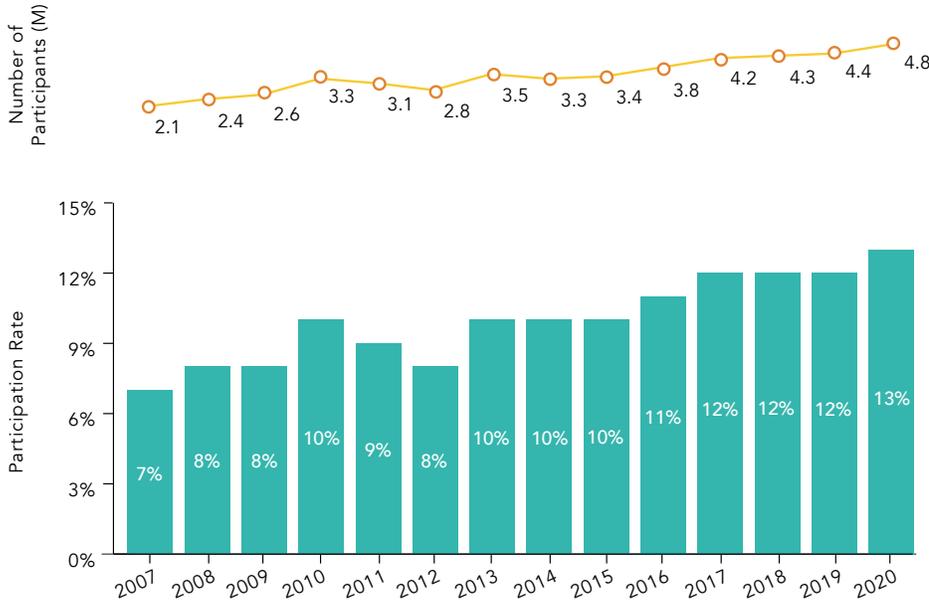
# HISPANIC PARTICIPATION



# HISPANIC FISHING PARTICIPATION

## PARTICIPATION OVER TIME

Hispanic Americans participated in fishing at a rate of 13%, the highest recorded in the 11-year history of the *Special Report on Fishing*. Participation grew nearly 8% year over year, as nearly 350,000 more Hispanics went fishing in 2020 than did in 2019. This growth was not a one-time, COVID-influenced event. Hispanic participation has increased an average of 6% annually each year for the past three years.



**4.8M**  
TOTAL #  
OF HISPANIC  
PARTICIPANTS

**13%**  
HISPANIC  
PARTICIPATION RATE

KIND OF FISHING	PARTICIPATION RATE	# OF PARTICIPANTS (MILLIONS)
All fishing*	13%	4.8
Freshwater	9%	3.2
Saltwater	5%	1.9
Fly	2%	0.8

\*Participants may have reported participating in more than one type of fishing

## PARTICIPATION BY FISHING CATEGORY

Long-term growth trends for fishing among Hispanics remained encouraging. Over the past three years, the number of Hispanic freshwater, saltwater and fly fishing participants have grown an average of 8%, 7% and 6%, respectively, each year.



**82M**  
TOTAL #  
OF OUTINGS

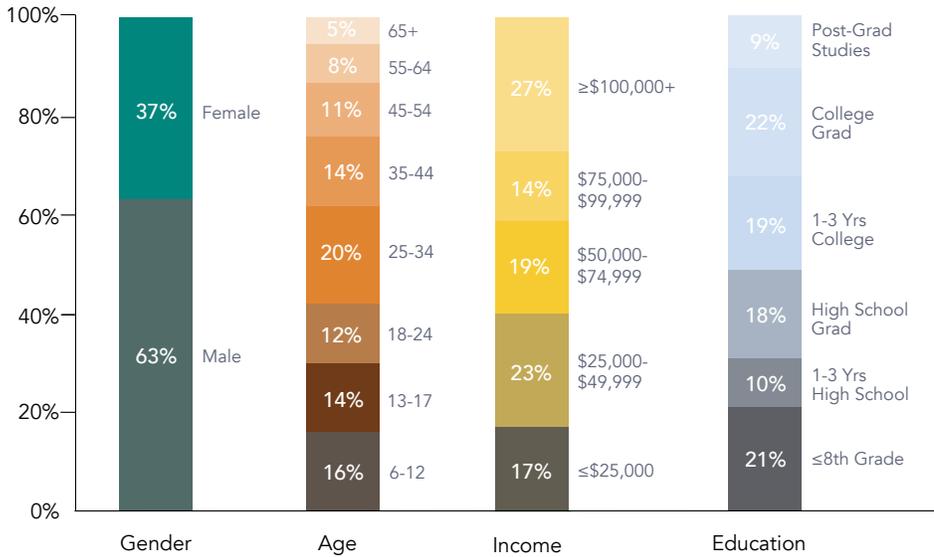


**17**  
AVERAGE ANNUAL  
OUTINGS



**+6%**  
PARTICIPATION RATE  
INCREASE  
*annually over the last 3 years*

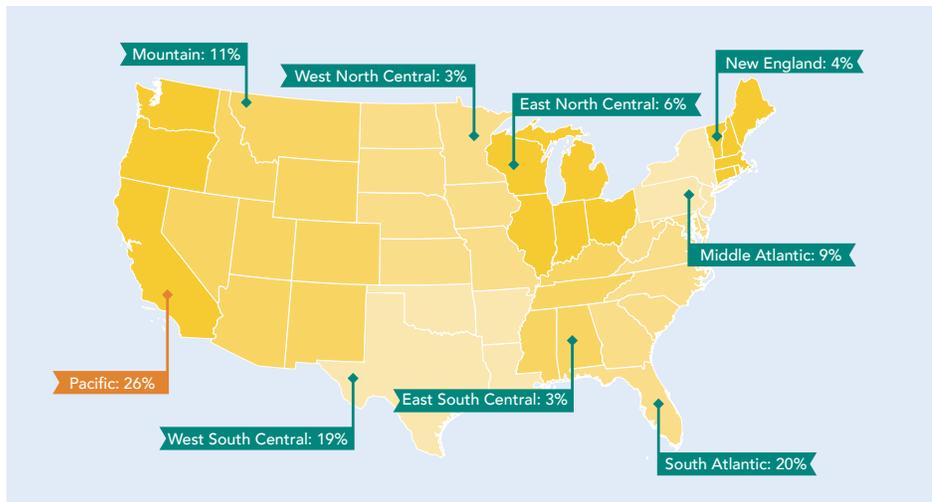
# WHO PARTICIPATED?



**65+**  
AGE GROUP WITH MOST GROWTH

## PARTICIPANT DEMOGRAPHICS

Over the last 3 years, participation among Hispanics grew fastest for those ages 65+ (up 7%) and young adults ages 18-24 (up 4%). The most participation growth over this time period was among those earning under \$25,000, up 7% annually. Unlike other types of fishing, participation losses were largest among households earning more than \$100,000 per year.



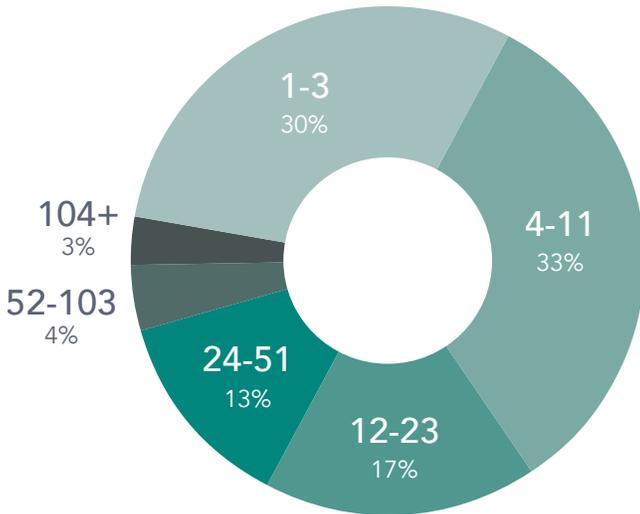
## REGIONAL PARTICIPATION

About one in four Hispanic fishing participants lived in the Pacific region. The strongest three-year growth rates among Hispanic participants were in the South Atlantic (+5% annually) and the Mountain regions (+4% annually).

# LEVEL OF PARTICIPATION

## ANNUAL OUTINGS

Average annual outings declined by 16% from 2019 to 2020. Hispanic participants went on fewer fishing outings per participant than the general fishing population—17.1 outings compared to 17.7—which was well below their ten year average of 22.3 per participant.



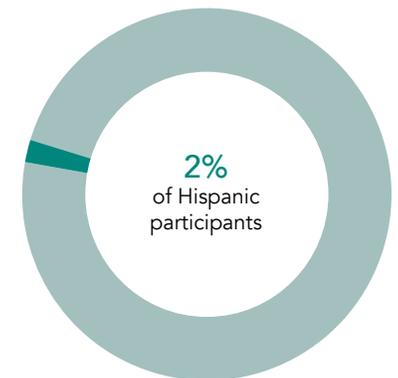
## PERCEIVED LEVEL OF FISHING PARTICIPATION

A large majority of Hispanic fishing participants, 63%, consider themselves to be occasional fishing participants, and half of all Hispanic participants wished they could fish more often. Their growing share of the U.S. population, and their strong interest in fishing more frequently, confirms that Hispanics will continue to be a key demographic going forward.

PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	34%
Occasional participant, would like to fish more often	29%
Avid fishing participant, would like to fish more often	21%
Avid fishing participant, fish as often as I want	14%
Don't fish currently, but would like to fish	2%
Don't fish currently, not interested in fishing	1%

**37%**  
OF HISPANIC PARTICIPANTS FISH ONCE A MONTH OR MORE

**33%**  
INCREASE IN # OF FIRST TIME HISPANIC PARTICIPANTS



## FIRST TIME PARTICIPANTS

2% of Hispanic fishing participants, or 200,000 people, tried fishing for the first time in 2020. This represented a huge 33% jump in the number of first-time Hispanic participants.

# ACTIVITIES OUTSIDE OF FISHING

## TOP CROSSOVER ACTIVITIES

In addition to fishing, Hispanic participants enjoyed a huge variety of other activities. Among the most popular were walking for fitness, camping, bowling, bicycling and hiking.

### Which activities did you participate in outside of fishing?

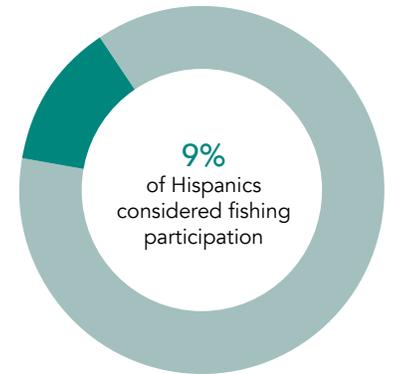
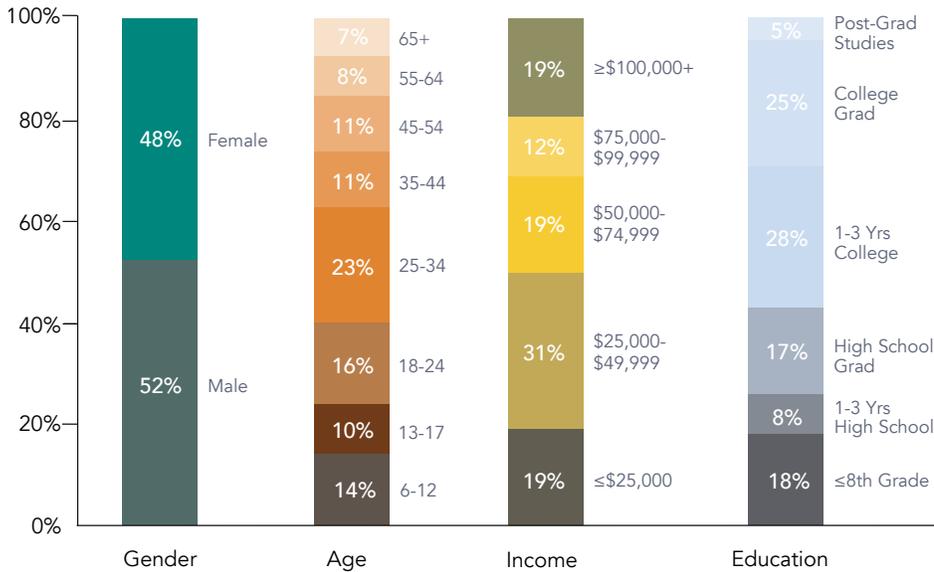
OUTDOOR ACTIVITIES	
Camping	41%
Bicycling	34%
Running	32%
Hiking	30%
Birdwatching/wildlife viewing	19%
Kayaking	13%

INDOOR ACTIVITIES	
Free weights	30%
Treadmill	29%
Stationary cycling	18%
Weight/resistance machines	17%
Yoga	17%
High impact/intensity training	15%

TEAM ACTIVITIES	
Basketball	24%
Baseball	18%
Tennis	17%
Soccer	16%

OTHER ACTIVITIES	
Walking for fitness	39%
Bowling	35%
Swimming for fitness	20%
Golf	18%

# WHO CONSIDERED FISHING?

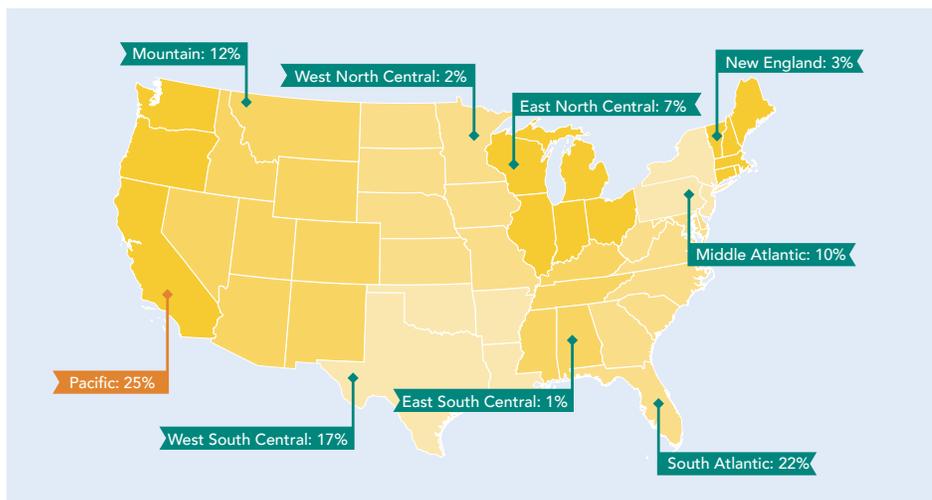


## DEMOGRAPHICS OF PEOPLE CONSIDERING FISHING

Among Hispanics that are considering fishing participation, 57% reported at least some college education. Fishing remained appealing to Hispanics across the income spectrum, with those in the lowest, middle and highest income brackets all representing the same level of interest—19%.

## PEOPLE CONSIDERING FISHING

9% of Hispanics in the U.S. considered fishing participation in 2020, representing 2.9 million potential participants. This was almost one million fewer than expressed interest in the year prior, a 24% drop. It was the first time since 2016 that the number of Hispanics considering fishing participation fell below 3 million.



## THOSE CONSIDERING FISHING BY REGION

Hispanics considering fishing participation varied from overall geographic participation. The highest percentage of Hispanics considering fishing, 25%, lived in the Pacific region. New England, South Atlantic and Mountain were the only regions with growth among Hispanics considering fishing participation in 2020.

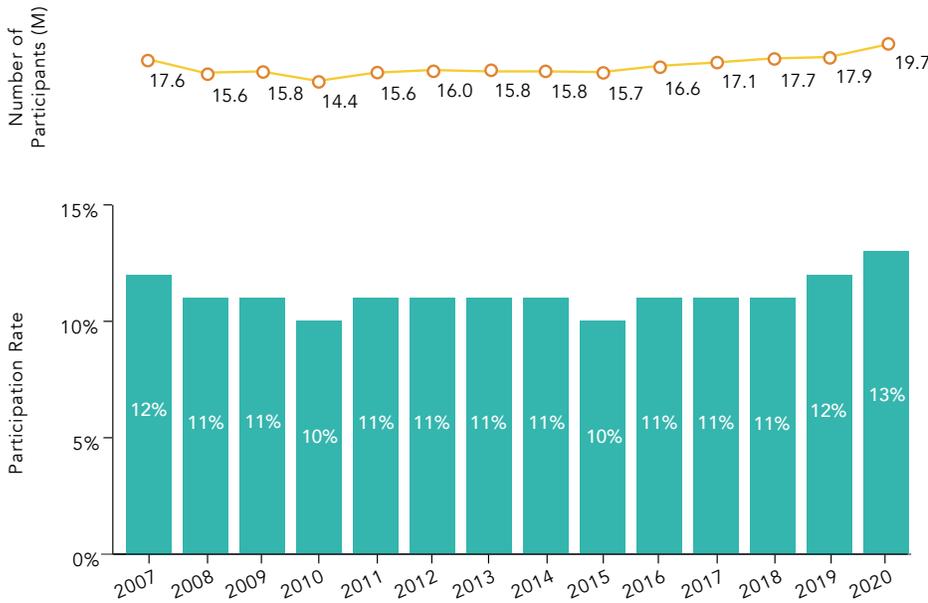
# FEMALE PARTICIPATION



# FEMALE FISHING PARTICIPATION

## PARTICIPATION OVER TIME

Female fishing participation approached a milestone 20 million participants in 2020 (19.7 million, to be exact) a 10% gain over the year prior. 13% of females in the U.S. went fishing, the highest rate on record. For each of the last three years, female participation has grown 5% annually.



# 19.7M

TOTAL #  
OF FEMALE  
PARTICIPANTS

# 13%

FEMALE  
PARTICIPATION RATE



# 295M

TOTAL #  
OF OUTINGS



# 15

AVERAGE ANNUAL  
OUTINGS

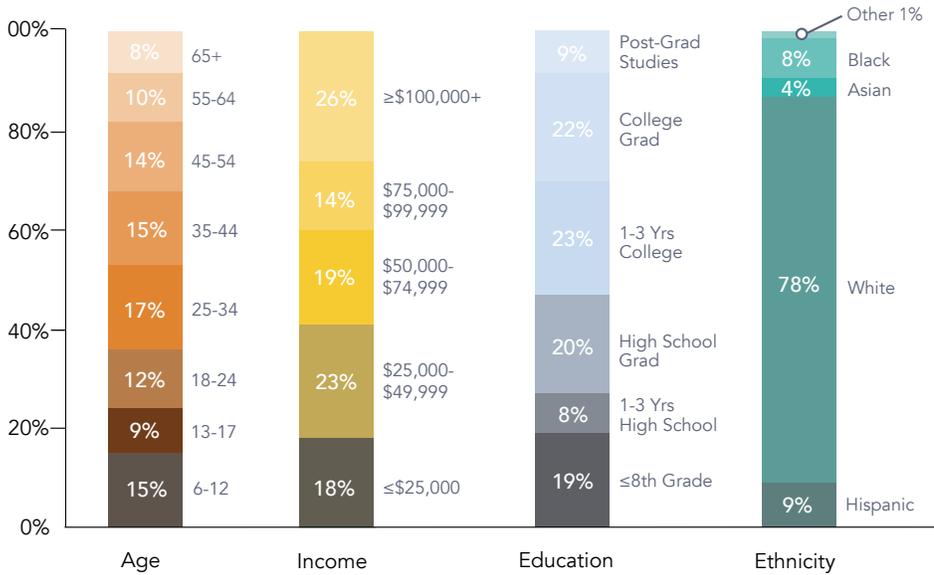


# +10%

GROWTH IN # OF  
PARTICIPANTS

*since 2019*

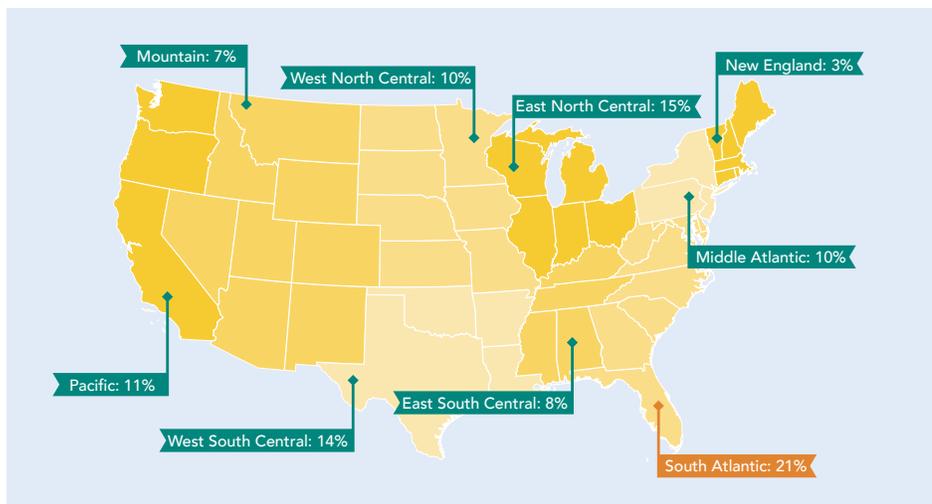
# WHO PARTICIPATED?



**26%**  
ANNUAL INCOME  
\$100,000+

## PARTICIPANT DEMOGRAPHICS

The demographics of female participants were close to those of the total participant base in terms of ethnicity and education, while a few interesting differences were seen in income and age data. A far higher proportion of female participants, 26%, reported household income over \$100,000. Also, fewer older women reported participating, 18% of those 55 and older, versus 23% of total participants.



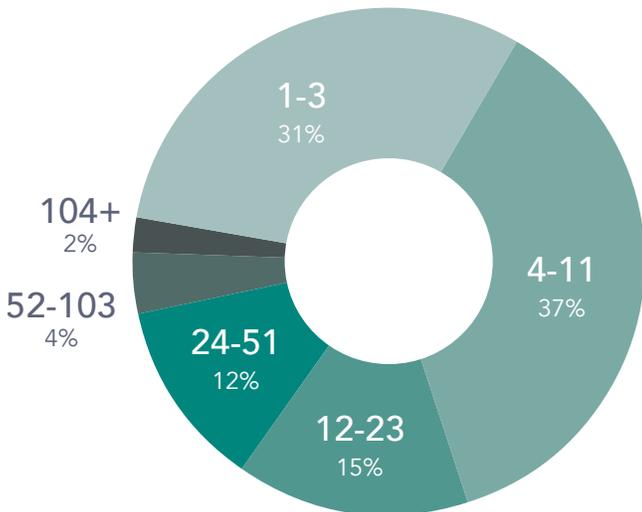
## REGIONAL PARTICIPATION

The South Atlantic region had the highest percentage of female fishing participants, 21%. East South Central had the strongest female participation growth of 3% over each of the last three years. New England and West North Central went in the other direction, falling 3% and 2% annually over the last three years.

# LEVEL OF PARTICIPATION

## ANNUAL OUTINGS

Female fishing participants averaged 15 outings in 2020, a 9% decline from 2019. Female outings have decreased each year for the last three years. As with other fishing populations, there were fewer very dedicated participants. Those fishing 52-103 times fell 3% and those fishing 104+ times fell 7% each year for the last three years.



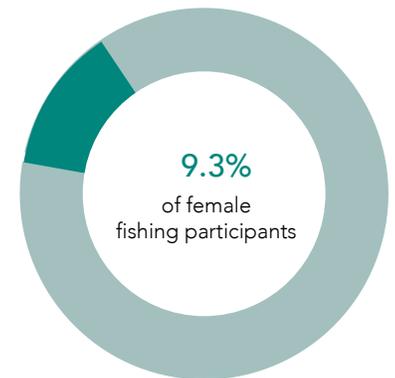
## PERCEIVED LEVEL OF FISHING PARTICIPATION

67% of females classified their fishing participation as occasional, the most of any population surveyed. Their interest in fishing more often was comparable to that reported by other groups.

PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, would like to fish more often	34%
Occasional participant, fish as often as I want	33%
Avid fishing participant, would like to fish more often	15%
Avid fishing participant, fish as often as I want	14%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%

**8%**  
DECREASE  
IN AVERAGE  
ANNUAL OUTINGS  
*versus 2019*

**1.8M**  
FIRST TIME FEMALE  
PARTICIPANTS



## FIRST TIME PARTICIPANTS

9.3% of female anglers were first-timers, an increase of an impressive 500,000, to reach a record 1.8 million. The percentage of first-timers among all female participants and the number of female first-timers have both grown by 13% each year over the past three years.

# ACTIVITIES OUTSIDE OF FISHING

## TOP CROSSOVER ACTIVITIES

In addition to fishing, nearly half of all female participants walked to stay fit. After walking for fitness, among the most popular activities were camping, bowling, hiking, exercising on a treadmill and bicycling.

### Which activities did you participate in outside of fishing?

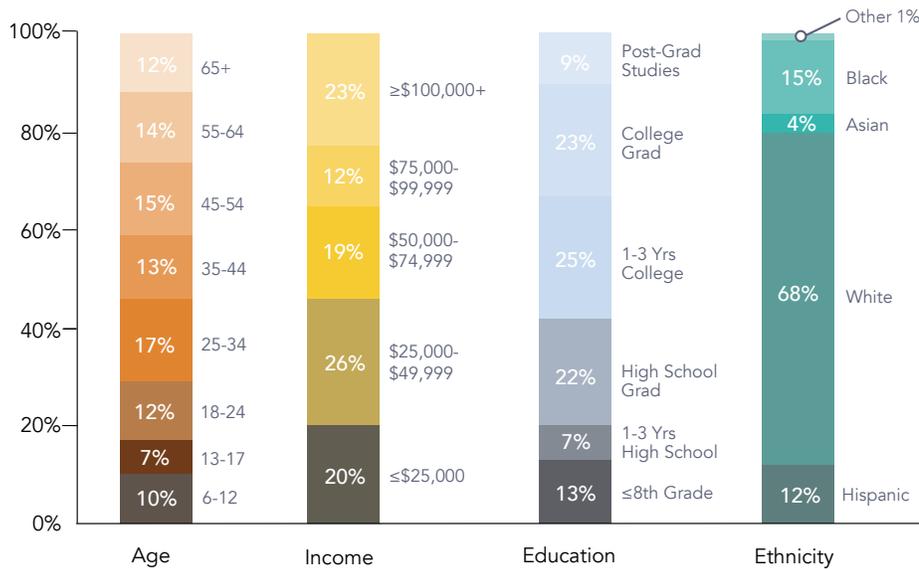
OUTDOOR ACTIVITIES	
Walking for fitness	49%
Camping	42%
Hiking	32%
Bicycling	29%
Running	26%
Hunting	14%

INDOOR ACTIVITIES	
Treadmill	30%
Yoga	25%
Free weights	21%
Dance, step, exercise to music	20%
Stationary cycling	17%
Elliptical motion/cross-trainer	15%

TEAM ACTIVITIES	
Tennis	13%
Basketball	12%
Badminton	9%
Soccer	7%

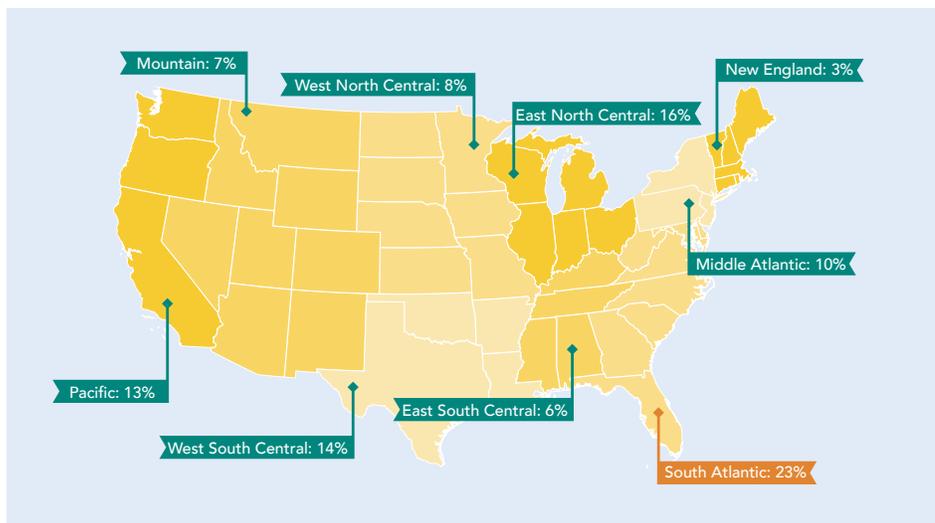
OTHER ACTIVITIES	
Bowling	33%
Swimming for fitness	21%
Golf	10%
Horseback riding	10%

# WHO CONSIDERED FISHING?



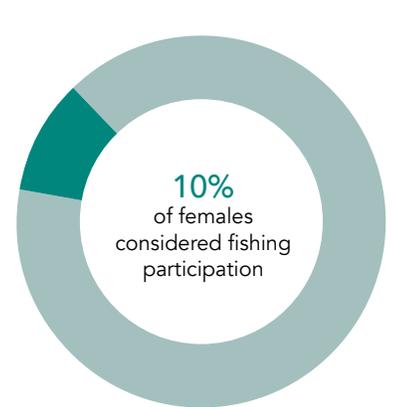
## CONSIDERING DEMOGRAPHICS

Females considering participating in fishing were somewhat more diverse than the total participant population, with more African American and Hispanic women expressing interest. They also had higher income levels than those reported by actual participants. Nearly one in three who considering fishing were under the age of 25.



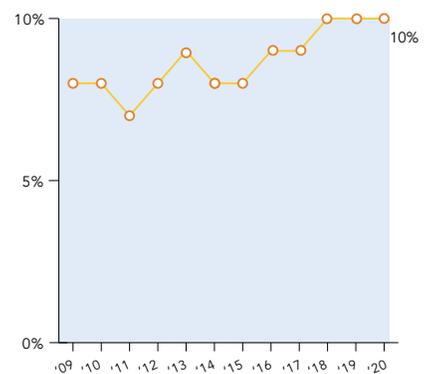
## CONSIDERING PARTICIPANTS BY REGION

Like active female fishing participants and the total pool of fishing participants, the highest percentage of females who were interested in fishing lived in the South Atlantic region.



## CONSIDERING PARTICIPATION

Just over 13.1 million women, or 10% of women in the U.S., considered fishing in 2020. This rate of considering participants fell 4% from the year before, perhaps because many became participants amid COVID-19 restrictions. The number of female fishing participants rose 10% in 2020.



## CONSIDERING FISHING OVER TIME

Female interest in fishing has risen in the last decade, but remained flat at 10% since 2018.

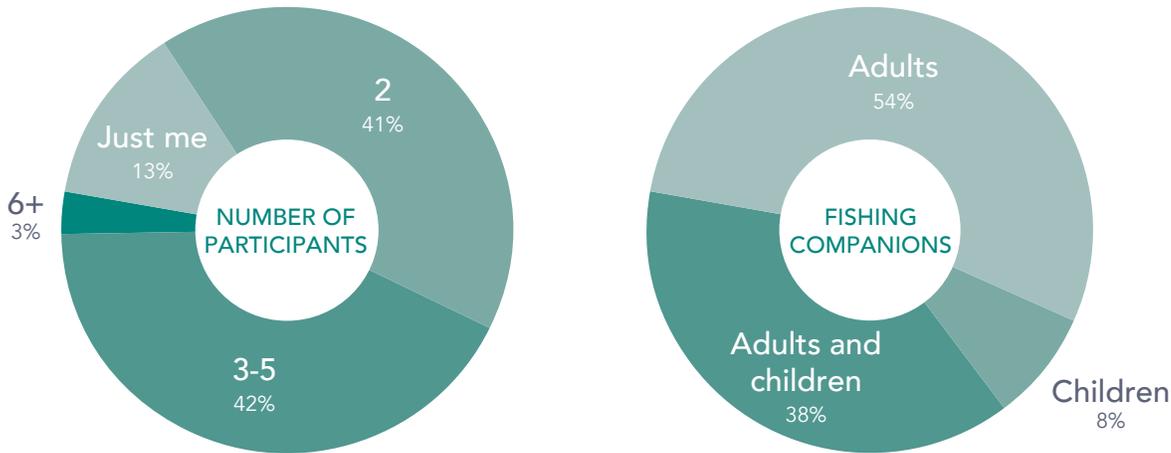
# PROFILE OF A FISHING TRIP



# A TYPICAL FISHING TRIP

## FISHING COMPANIONS

A large majority of participants, 83%, went fishing with 2 to 5 companions. Only 13% said they typically fished alone, confirming that despite COVID, fishing remained a shared activity. Hispanics were more likely to report fishing in groups of 6 or more—8% reported doing so versus 3% for non-Hispanic participants. Male participants were far more likely to have fished alone—21% reported doing so versus just 4% for female participants.



## FISHING LOCATION TYPES

Participants fished from a variety of different locations in 2020. Shorelines, boats and riverbanks were the most popular.

FISHING LOCATION TYPES	PERCENTAGE
Shoreline	49%
Boat	49%
River bank	47%
Pier / Jetty	25%
Kayak	6%
Other	5%

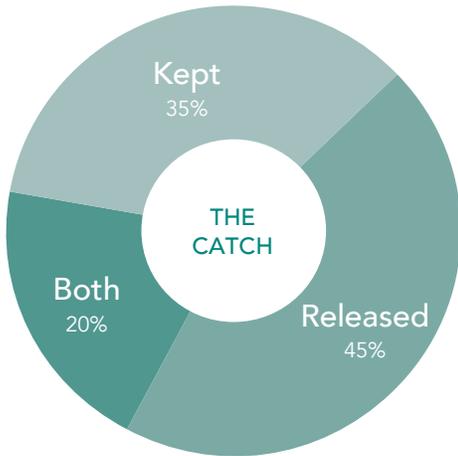


**69%**  
 PARTICIPANTS  
 BOUGHT FISHING  
 GEAR/EQUIPMENT  
*in the last 12 months*

# A TYPICAL FISHING TRIP

## THE CATCH

Over three in four participants were successful in catching at least one fish on their most recent trip. 45% opted to release their catch, just over a third kept it, and one in five reported doing both.

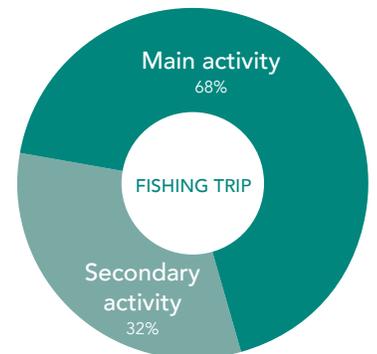


**76%**  
OF PARTICIPANTS  
CAUGHT FISH

## THE OUTING

During most fishing trips, 68%, fishing was considered the “main event” rather than a side activity, down from 74% in 2019. When a complementary activity was undertaken, camping, boating and picnicking were the most popular activities.

ACTIVITIES DURING A FISHING TRIP	PERCENTAGE
Camping	77%
Boating	56%
Picnicking	47%
Day at the park	42%
Hiking	38%
Beach trip	30%
Kayaking / Canoeing	26%



# HOW DID PARTICIPANTS PREPARE FOR THEIR TRIPS?

## TRIP PLANNING

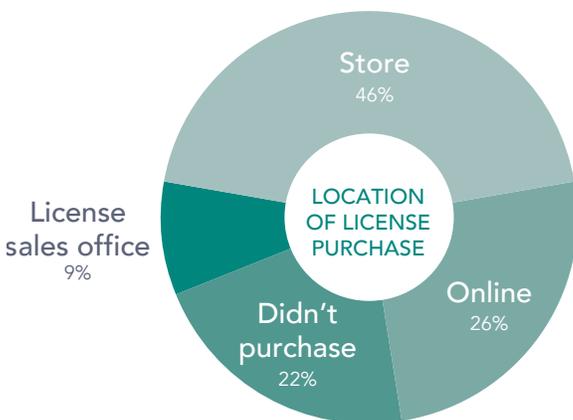
Fishing trips were often spontaneous, with 53% unplanned and 36% planned in one week or less. Female anglers were more likely to take spontaneous trips than their male counterparts, 57% to 50%. About 10-11% of participants planned trips a month or more in advance, regardless of gender or ethnicity.



FISHING INFORMATION SOURCES	PERCENTAGE
Friends	59%
Family	48%
Fishing specific websites	27%
General outdoor websites	23%
Wildlife fishing guide	23%
Retail stores	18%
Fishing specific magazine	13%
Online retail stores	12%
Outdoor magazine	11%

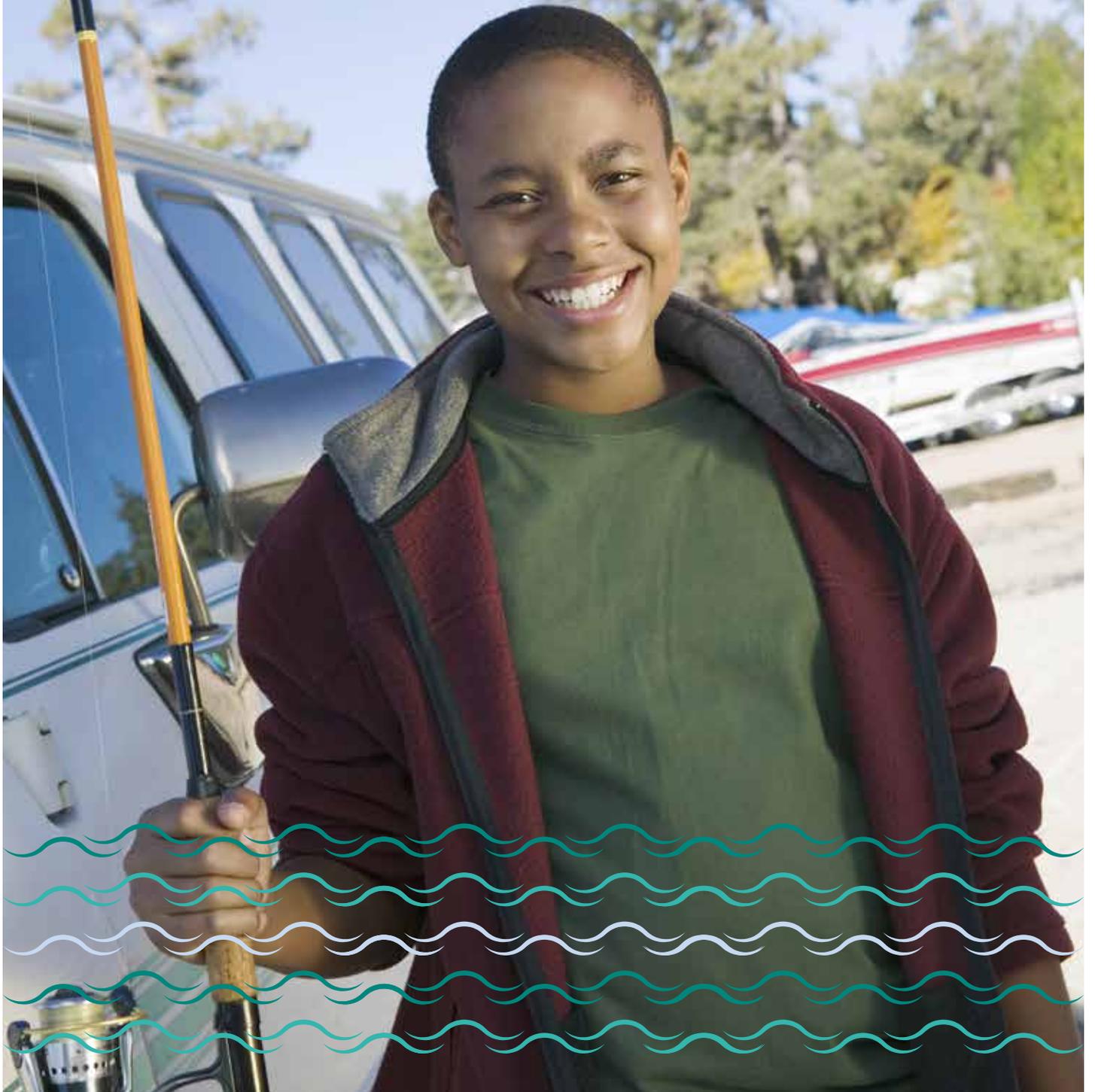
## FISHING LICENSE

Just under half of all fishing licenses were purchased at a store, down from 63% last year due to COVID-related closures. Online sales jumped from 20% in 2019 to 26% in 2020. 22% of participants did not purchase a fishing license at all, up from 12% the year prior. Among those not purchasing a license, one-third said they fished in private waters. Others cited age and not knowing a license was needed.



REASON FOR NO FISHING LICENSE	PERCENTAGE
Fished in private waters	33%
Never purchase a fishing license	17%
Did not know I needed one	15%
Do not need to because of my age	11%
Too expensive	5%
Fished on a charter boat	4%
Fished out of state and did not want to purchase one	4%
I own a life-time license	2%

# PERCEPTIONS OF FISHING



# ATTITUDES OF FIRST TIME PARTICIPANTS

## EXPECTATIONS FOR A FIRST FISHING TRIP

Amid the stress and strain of 2020, the highest percentage of first time participants, 61%, expected that their first fishing trip would be an opportunity to relax and unwind. About the same percentage wanted to spend time with family and friends, spend time outdoors and try something new.

EXPECTATIONS FOR A FIRST FISHING TRIP	PERCENTAGE
Relaxing and unwinding	61%
Spending time with family and friends	58%
Spending time outdoors	57%
Trying something new; maybe catch a few fish	55%
Exciting time catching a lot of fish	35%
Teach my children about fishing and nature	27%
No expectations	23%
Competition to see who could catch the biggest or most fish	21%

## PERCEPTIONS OF FISHING BEFORE PARTICIPATING

The top three perceptions of fishing prior to a fishing trip were unchanged in 2020 from the year prior. Unfortunately all the negative perceptions—that fishing is too time consuming, uninteresting, requires too much equipment or “is not for someone like me”—were all more prevalent answers than in the year prior.

PERCEPTIONS OF FISHING BEFORE PARTICIPATING	PERCENTAGE
Stress-free activity	43%
Easy to learn	43%
Exciting way to spend time outdoors	37%
Time consuming	35%
Uninteresting	29%
Intriguing	24%
Not for someone like me	23%
Requires too much equipment	21%
Only for serious outdoors people	17%
Too much of a financial investment	11%

# 61%

EXPECTED THEIR FIRST TRIP TO BE RELAXING

## CHANGE IN FIRST TIME FISHING PERCEPTION

Perceptions shifted slightly after participating. First-timers’ expectations, whether positive or negative, were largely confirmed by their experience.

CHANGE IN PERCEPTION	5=AGREE 1=DISAGREE
Exciting way to spend time outdoors	4.4
Stress-free activity	4.3
Intriguing	4.1
Easy to learn	4.1
Time consuming	3.8
Too much of a financial investment	3.6
Requires too much equipment	3.3
Only for serious outdoors people	2.3
Uninteresting	2.1
Not for someone like me	1.9

# FISHING STEREOTYPES

## STEREOTYPES OF FISHING PARTICIPANTS

Most fishing participants did not have a stereotype of anglers. Of those that did, “outdoorsy” was the most common, followed by “sportsman.” Women were more likely than men to report no stereotype, while men were more likely to associate “families with kids” and “quiet” with fishing. Only a small number—6% of males and 11% of females—said that fishing is “not typically for someone like me.”

FISHING STEREOTYPES	MALE	FEMALE
No stereotype	56%	70%
Outdoorsy	29%	23%
Sportsman	21%	13%
Families with kids	20%	13%
Quiet	19%	12%
Older	7%	6%
Educated	8%	3%
Not for someone like me	6%	11%
Younger	6%	3%
Lazy	3%	2%



**OUTDOORSY**  
MOST COMMON  
FISHING STEREOTYPE

# FEELINGS ABOUT FISHING

## TOP 10 BENEFITS OF FISHING

Americans primarily fished to escape the usual demands of life. They also enjoyed being close to nature, catching fish, and spending time with family and friends.

BEST THINGS ABOUT FISHING	PERCENTAGE
Getting away from the usual demands of life	34%
Being close to nature	33%
Enjoying the sounds and smells of nature	32%
Catching fish	31%
Spending time with family or friends	29%
Observing the scenic beauty	16%
Experiencing excitement/adventure	14%
Experiencing solitude	14%
Catching my own food	12%
Reliving my childhood memories of going fishing	12%



**34%**  
USE FISHING  
TO ESCAPE THE  
USUAL DEMANDS  
OF LIFE

## POSITIVE FISHING MEMORIES OR ASSOCIATIONS

In terms of positive memories of fishing, females were more likely to cite enjoyment of the water. Males were more likely to cite childhood memories and a simpler way of life. Hispanics were more likely to mention spending time with family and friends.

POSITIVE FISHING MEMORIES OR ASSOCIATIONS	PERCENTAGE
Spending time outdoors	81%
Spending time with family or friends	77%
Reminds me of my childhood	65%
Enjoying the water	52%
Connecting with a simpler way of life	52%
Learning a new skill	43%



**81%**  
ASSOCIATE  
FISHING WITH  
OUTDOOR TIME

# FISHING BARRIERS

## OBSTACLES TO ENJOYMENT

Boredom was the most reported barrier to fishing enjoyment. Several of the next most cited reasons were tactile—not enjoying handling of fish, worms and bait. Others included inconveniences, such as lack of knowledge and not having the right equipment.

OBSTACLES TO ENJOYMENT	5 = AGREE 1 = DISAGREE
Boredom	4.5
Don't like to touch fish and worms	4.3
The hassle	4.0
Not having the right equipment	4.0
Baiting hooks or taking the fish off the hook	4.0
Lack of knowledge	3.9
Lakes and rivers were not clean	3.9
The expense	3.9
Being outdoors	3.8
Crowded fishing locations	3.7
Not catching fish	3.7

## REMOVING BARRIERS TO PARTICIPATION

To increase enjoyment of fishing, participants first suggested providing information on local fishing destinations close to home. They also indicated that more accessible and affordable boats and fishing equipment could help boost their participation.

REMOVING BARRIERS TO PARTICIPATION	5 = AGREE 1 = DISAGREE
Local information on nearby bodies of water	3.8
Easier and more affordable access to fishing equipment	3.6
Easier and more affordable access to boats	3.6
Comprehensive mobile guides that you can access on the water	3.3
How-to's and tutorial videos	3.2
Short lessons/information sessions from state agencies or local guides	3.1
Resources and information on voice activated devices	2.9

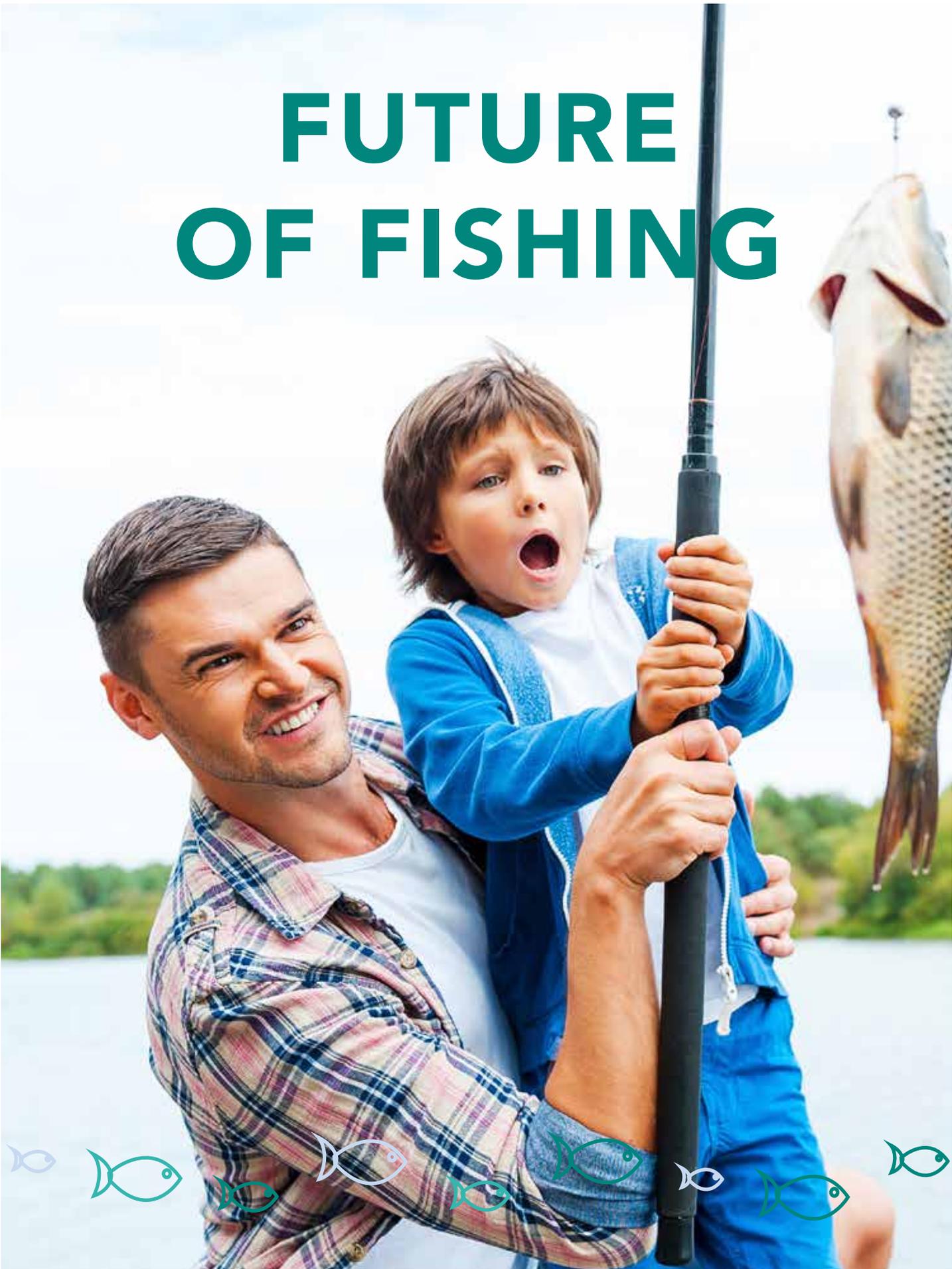


**BOREDOM**  
MOST REPORTED  
BARRIER TO FISHING



**LOCAL INFO**  
MOST HELPFUL  
BOOST TO FISHING  
PARTICIPATION

# FUTURE OF FISHING



# FISHING MOTIVATIONS

MOTIVATIONS TO START FISHING	PERCENTAGE
Spend time with family	51%
A friend or relative took me	49%
Try out a new hobby	49%
Experience excitement	48%
Had more time due to COVID-19 lockdown	39%
Ease of access to fishing	37%
Other activities closed due to COVID-19 restrictions	31%
Fishing trip as part of a vacation or group outing	26%
Disconnect from electronics	21%
Try catching my own food	21%
Solitude	21%
Take my children fishing	19%

MOTIVATIONS TO STOP FISHING	PERCENTAGE
Lack of time	38%
Prefer other outdoor activities	29%
Expensive	21%
Limited access to waterways	21%
Lost interest	21%
Didn't catch anything	17%
Only fish during certain vacations	17%
Physical limitations	17%
Boring	13%
Didn't enjoy it	13%
Too far to travel	8%
Smell of fish	4%

## REASONS FOR STARTING TO FISH

Over half of participants fished for the first time to spend time with family, underscoring the importance of family in growing the sport. Others cite friends, excitement, ease of access and the limiting nature of COVID lockdowns as motivators for trying fishing for the first time in 2020.

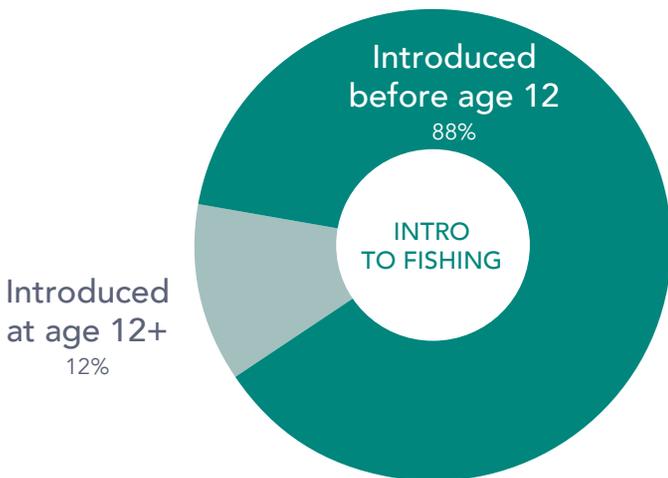
## REASONS FOR STOPPING FISHING

As in years prior, lack of time was the top reason that caused participants to stop fishing. A preference for other outdoor activities, the cost, a loss of interest and limited access to waterways were also cited.

# FUTURE OF FISHING

## DID YOU FISH AS A CHILD?

Data continues to demonstrate the critical importance of introducing fishing at a young age, as 88% of current fishing participants fished before the age of 12. Participation rates among young anglers fall by about half after the age of 12, making families with young children the key to growing future participation.



## NUMBER OF TIMES PARTICIPANTS PLAN TO FISH

The future of fishing remains bright but not without challenges. Among adult participants:

- **96%** plan to fish during the following year, *down from 99% from last year*
- **27%** plan more than 20 outings, *down from 36% from last year*
- **29%** plan 8-20 outings, *down from 37% from last year*



**88%**  
OF PARTICIPANTS  
FISHED AS KIDS



**96%**  
OF PARTICIPANTS  
PLANNED TO FISH  
THE NEXT YEAR

# METHODOLOGY

During 2020, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population for people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2020 participation survey sample size of 18,000 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error - that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of 5% has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 303,971,652 people age six and older.

Activity reported is based on a rolling 12-month participation rate. "Inactivity" was defined to include those participants who reported no to limited physical activity during the reporting year.

## Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children's Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age six to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents age six to 12, but they are asked to complete the survey themselves.

## About the Physical Activity Council (PAC)

The survey that forms the basis of the *2021 Special Report on Fishing* is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the U.S. sports, fitness and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness and recreation participation, each partner produces detailed reports on specific areas of interest. Partners include: Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA); and Sport and Fitness Industry Association (SFIA).

## Notes

Unless otherwise noted, the data in this report was collected during the 2020 participation survey, which focused on American participation in the 2020 calendar year. Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

# 2021 SPECIAL REPORT ON FISHING

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