

# Actionable Angler R3 Strategies



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# Actionable Strategies for Angler R3



Surveys and focus group research to  
develop actionable angler R3 strategies

## Actionable Strategies for Angler Recruitment, Retention, and Reactivation

Final Report





# Demographic Trends



# Demographic Trends



## Population Increase

America's population is increasing dramatically



## Urbanization

America is becoming more urbanized



## Aging Population

American general population is becoming older



## More Diversity

American general population is becoming more diverse



## More Foreign-Born Individuals

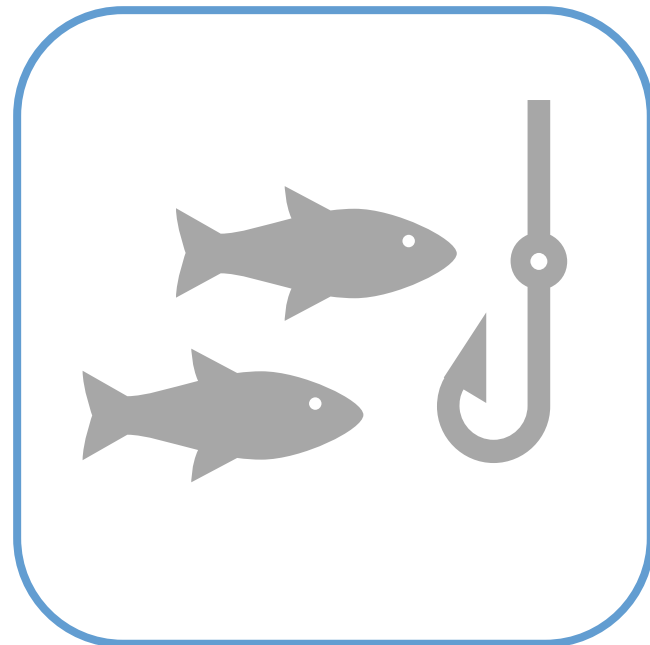
Number of foreign-born individuals is increasing





# Angler R3 Implications





### **Support and promote urban fishing programs**

- Bring the fishing experience directly to growing populations of Americans
- Enhance access to fishing opportunities for underrepresented audiences living in urban areas





## Enhance information on fishing access

- Provide information on access to fishing locations to anglers
- Include detailed information on access as important centerpiece of communication and education efforts





### **Include diversity in images & communications**

- Incorporate diversity in models and images in outreach efforts
- Foster diversity in spokespersons and influencers for fishing to be more relevant to a changing America







## **Retain & reactivate traditional license buyers**

- Encourage participation by aging angler groups well after they no longer need to purchase a license
- Encourage aging angler groups to become mentors to others





# Fishing Interest





# Fishing Interest



**More than a third of U.S. residents say that they are very interested in fishing**

**Target R3 efforts toward outdoor recreationists, particularly:**



Campers



Boaters (motor & paddle)



Those with children in household





- Anglers do not typically travel more than a half-hour to get to their fishing spot**
- Promote local fishing opportunities
- Develop outreach about access locations, keeping mind that most anglers participate close to home







# Fishing Motivations & Constraints



# Fishing Motivations

**Top reasons to fish: to be out in nature and see scenery, to be with family and friends, and to relax**

- Emphasize these same aspects in angler R3 efforts: nature, scenery, family and friends
- And encourage anglers to ask friends to go fishing





**The most important reason that sporadic anglers had not fished in the previous 5 years was not having anybody to fish with**

- Promote R3 efforts to reconnect active anglers with sporadic anglers



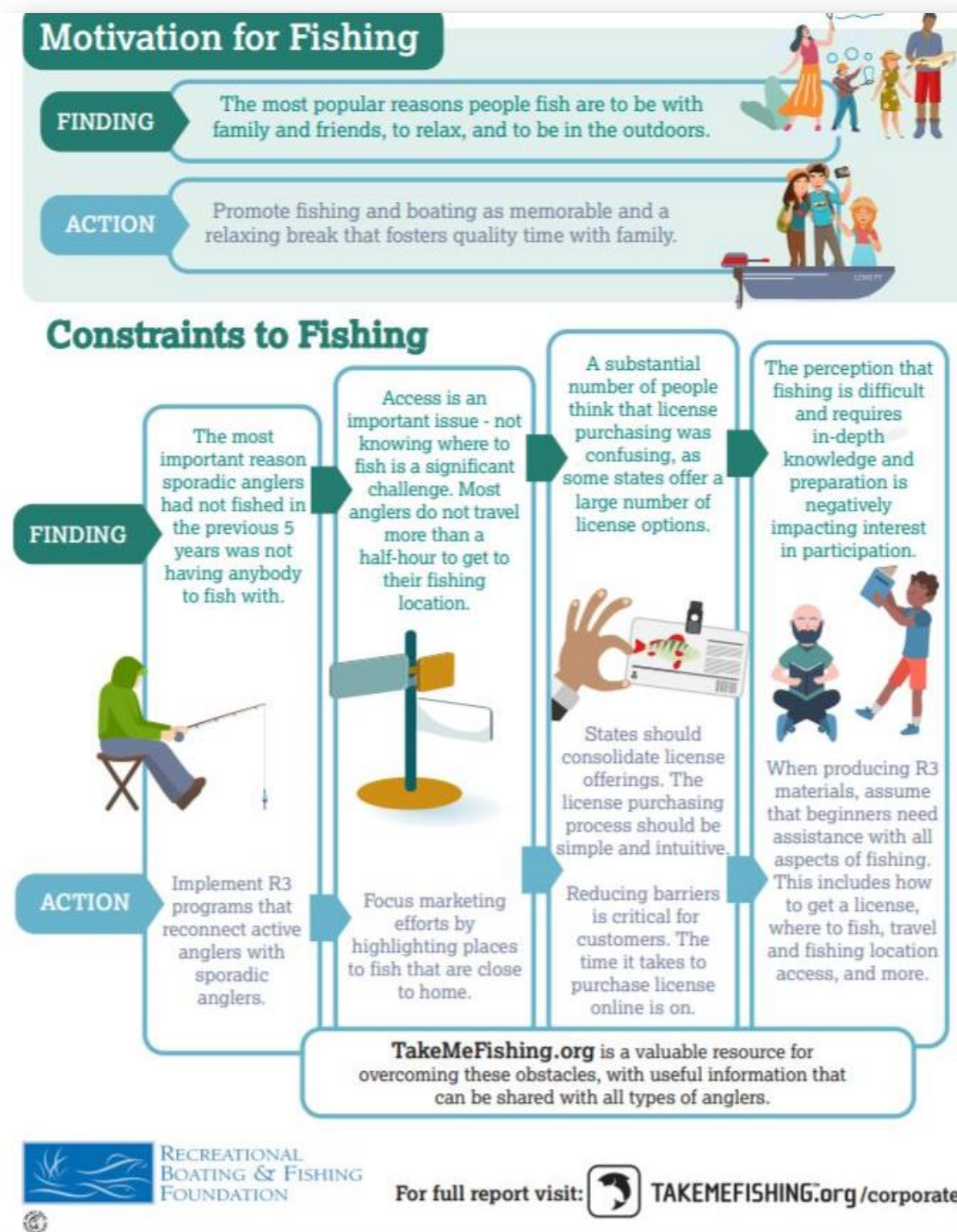
**A substantial number of people think that license purchasing is confusing; some states offer a large number of license options.**

- States should consolidate license offerings. The license purchasing process should be simple and intuitive.
- Reducing barriers is critical for customers. The time it takes to purchase license online is on.





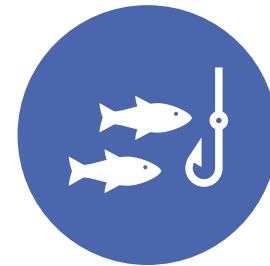
For more information, visit  
[TakeMeFishing.org/Corporate](https://TakeMeFishing.org/Corporate)



# RBFF

## Priority Areas

Support and expand  
urban fishing programs



Target outdoor  
recreationists, particularly  
boaters and campers

Promote local fishing  
opportunities



Retain and reactivate  
traditional license buyers

Include diversity in images  
& communications



Streamline license offerings  
to keep the process simple





# Questions

