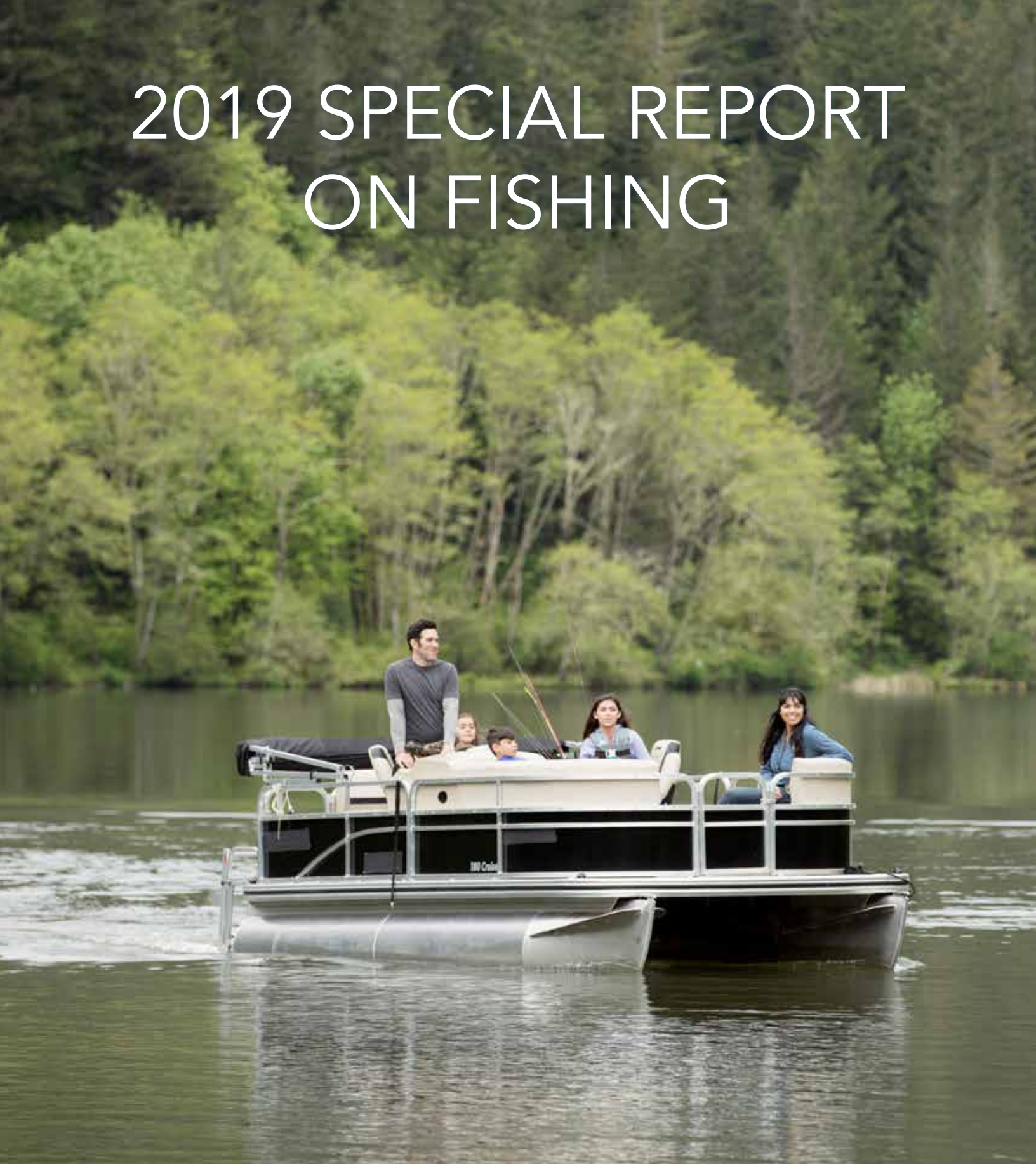


2019 SPECIAL REPORT ON FISHING



A partnership
project of:



RECREATIONAL
BOATING & FISHING
FOUNDATION

**OUTDOOR
FOUNDATION®**

CONTENTS

Executive Summary	1
Fishing	3
Freshwater Fishing	16
Saltwater Fishing	21
Fly Fishing	26
Youth Participation	31
Hispanic Participation	38
Female Participation	47
First-Time Participation	55
Profile of a Fishing Trip	62
Perceptions of Fishing	67
Future of Fishing	72
Methodology	74

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2019 Special Report on Fishing

Executive Summary

Americans took the nation's waterways by storm in 2018. An impressive 49.4 million people headed to oceans, rivers, lakes and streams in pursuit of fish, but also much more. Whether spin fishing on a local lake, big game fishing with a charter or tying on the just right dry fly, fishing participants were unified not just by a love of fishing, but also by the unique way it connects participants to nature and loved ones.

For the tenth year in a row, the Outdoor Foundation and Recreational Boating & Fishing Foundation have teamed up 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. The report also identifies opportunities for engaging new audiences in fishing and examines less tangible perceptions about the sport. Special sections are dedicated to youth, Hispanic American and female participation, which are populations with potential for significant growth.

Overall Fishing Participation Trends

Fishing participation continued its 11-year upward trajectory, adding 300,000 participants and reaching its highest number of participants since 2007. At the same time, the participation rate dipped slightly by 0.1%, bringing the fishing rate to 16.4%. This was due to the increasing population of the United States.

The "Leaky Bucket" illustrates the annual churn of fishing participants, or those people joining/rejoining the activity and those quitting in a given year. From 2017 to 2018, there was significant

churn in fishing participation. While 9.1 million people stopped fishing, 9.4 million started. All of this change led to a fairly high churn rate of 18.5%, but also resulted in a net gain of 300,000 fishing participants.

In 2018, participants spent a collective 883 million days fishing, averaging 17.9 annual fishing days per person. These average outings were down by an average of 2.1% over the past 3 years.

Fishing by Category

Freshwater fishing maintained its dominance as the most popular type of fishing, with nearly double the number of participants as saltwater and fly fishing combined. And, it appears that freshwater fishing is still on the upswing. The category has grown an average of 1.2% since 2016, bringing it to 39.0 million participants.

Freshwater participants fished the most often out of the fishing categories. These participants embarked on a total of 632 million fishing trips and each averaged 16.2 days on the water.

Saltwater fishing was the second most popular type of fishing, engaging 4.3% of the U.S. population, or 12.8 million people. After years of steady growth, saltwater fishing's participation rate slipped by 1.8% from 2017 to 2018. Nonetheless, the big picture still indicates growth—the number of participants increased by an average of 2.4% from 2016 to 2018.

Not surprisingly, saltwater fishing was most popular in the South Atlantic region, which primarily includes the southern states along the Eastern Seaboard. A significant 35.0% of saltwater fishing participants live in this region.

Fly fishing has the fewest participants, but the number and percentage of participants has been increasing the most. Since 2016, the participation rate has increased by an average of 3.7%, and the number of fly fishing participants has jumped by an average of 4.5%.

Also encouraging for fly fishing, the category had the highest rate of first-time participants. In 2018, 17.4% of participants were new to the category.

Youth Participation

Children, ages 6 to 12, participated in fishing at a rate of 24.1%, which is an average 1.9% growth in the participation rate over the last 3 years. In the meantime, participation among adolescents, ages 13 to 17, increased an average of 4.0% over the past 3 years.

Hispanic Participation

Fishing participation among Hispanic Americans continued its rapid growth in 2018. The participation rate reached 4.4 million people, or 11.5% of all Hispanic Americans. As seen in previous years, Hispanics tended to be avid participants, embarking on 21.9 average annual outings per participant. That is 3 more fishing days than the average participant.

Female Participation

In 2018, female participation numbers reached an all-time high at 17.7 million. The participation rate was the second-highest on record at 11.5%.

Growing female fishing participation has great potential. In 2018, 10.0% of non-participating females were thinking about giving fishing a try. On the other hand, a very small percentage of females actually tried fishing. In fact, a mere 0.8% of female participants were first-timers in 2018.

First-Time Participants

First-time participants tried fishing because they thought it would be relaxing, and they chose

to continue fishing simply because they loved it. Those who stopped fishing tended to have access issues or wanted to pursue other outdoor activities.

Profile of a Fishing Trip

Fishing trips tended to be planned within a week of taking off, and some were completely spontaneous. Before the trips, most participants got fishing information from loved ones and bought their licenses at stores. The trip itself usually consisted of two adult participants who fished as their primary activity, and importantly, caught at least one fish.

Perceptions of Fishing

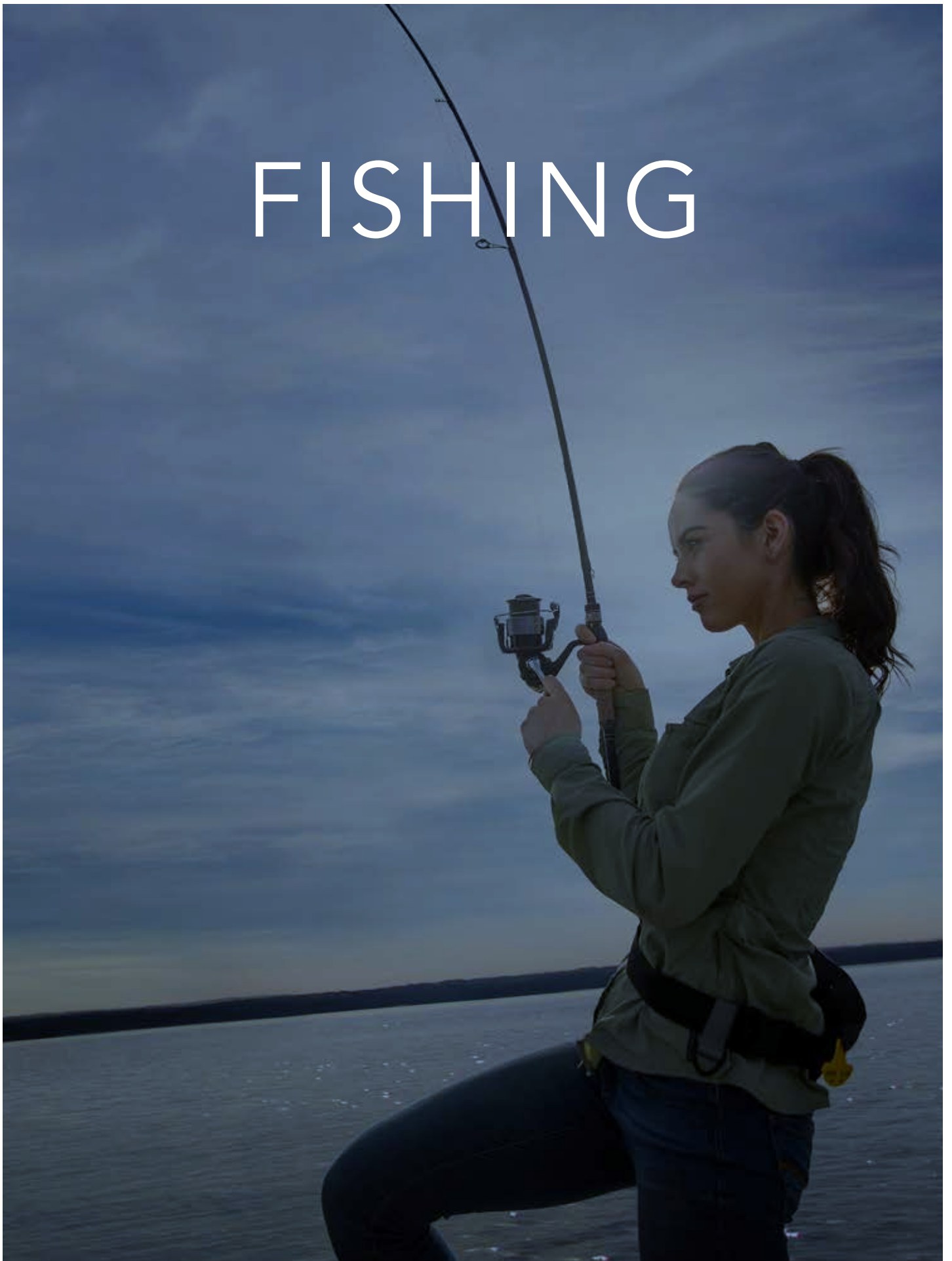
Adult participants were usually introduced to fishing by family members or friends. Interestingly, these participants also considered spending time with loved ones a primary motivation to fish. Those who did not want to continue fishing cited limited access to waterways, travel distance and a preference for other outdoor activities as the reasons.

Future of Fishing

Nearly 78% of current adult participants were introduced to fishing during childhood. After the age of 12, it was much less likely for a person to try fishing. The future of fishing looks bright though. More than half of participants were already planning on going fishing at least 8 times next year.

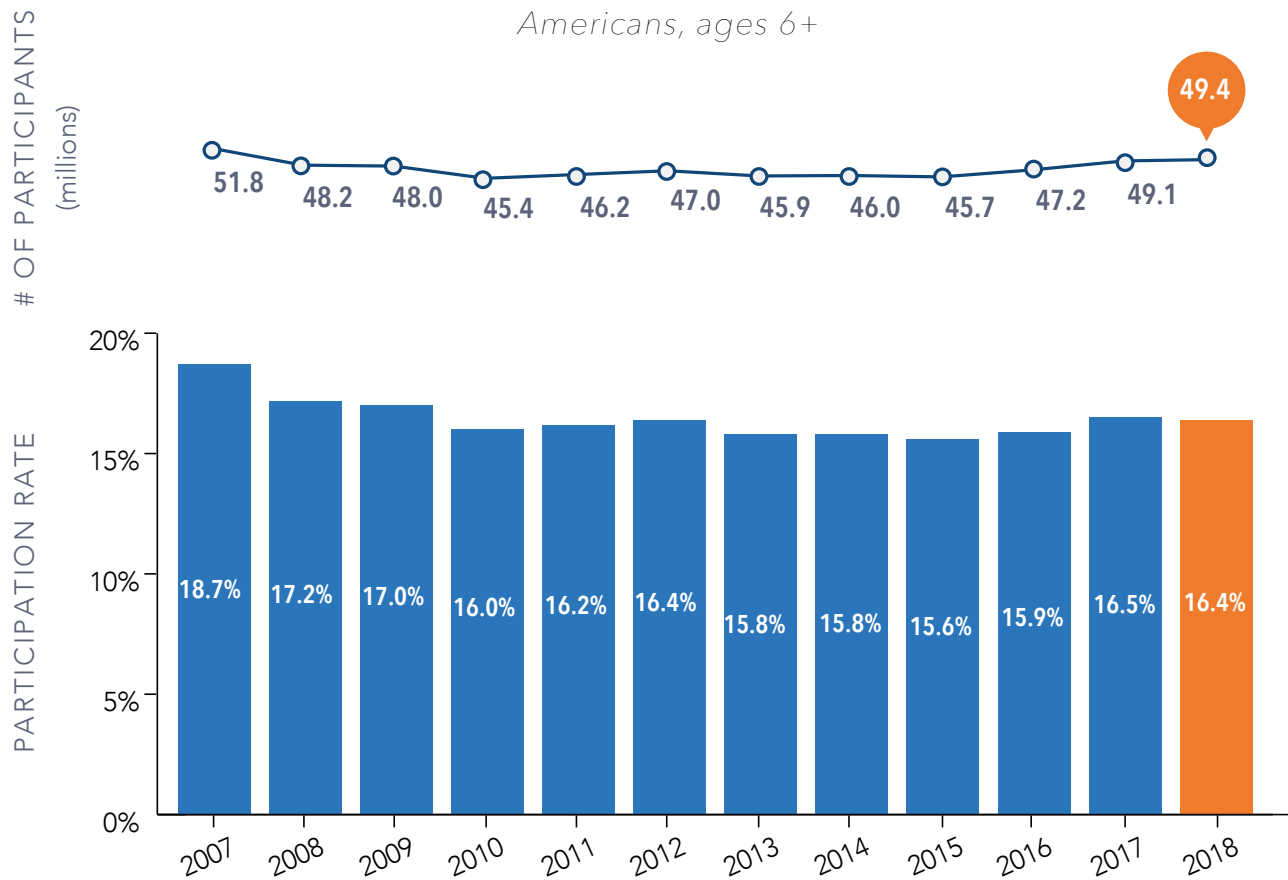
By understanding the demographics, motivations and barriers of participants, the fishing industry can better reach America's youngest citizens to nurture a new generation of fishing enthusiasts. Connecting youth to fishing will ensure that our nation's waterways are protected, our communities are healthy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

FISHING



Fishing Participation

Americans, ages 6+



In 2018, 16.4% of the U.S. population, ages 6 and up, went fishing at least once. Due to population growth, the participation rate decreased 0.1%, while the number of participants increased by 300,000.



49.4 MILLION
PARTICIPANTS



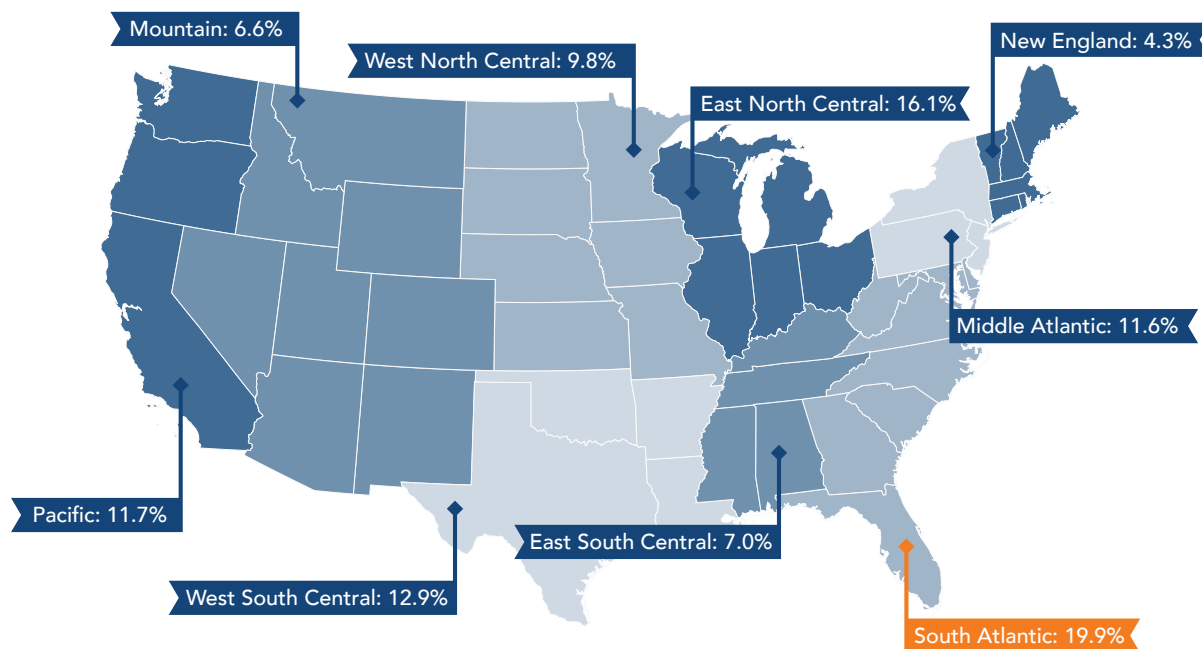
883 MILLION
TOTAL OUTINGS



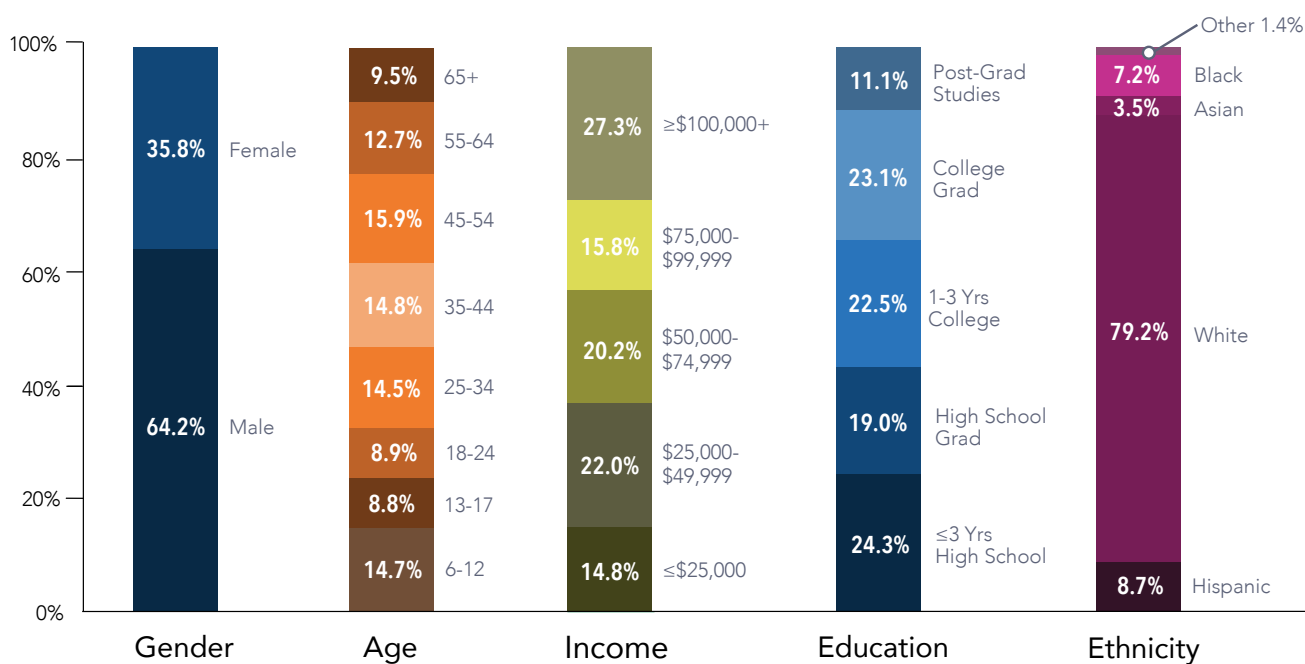
17.9
AVERAGE OUTINGS
PER YEAR

Participant Demographics

Americans, ages 6+



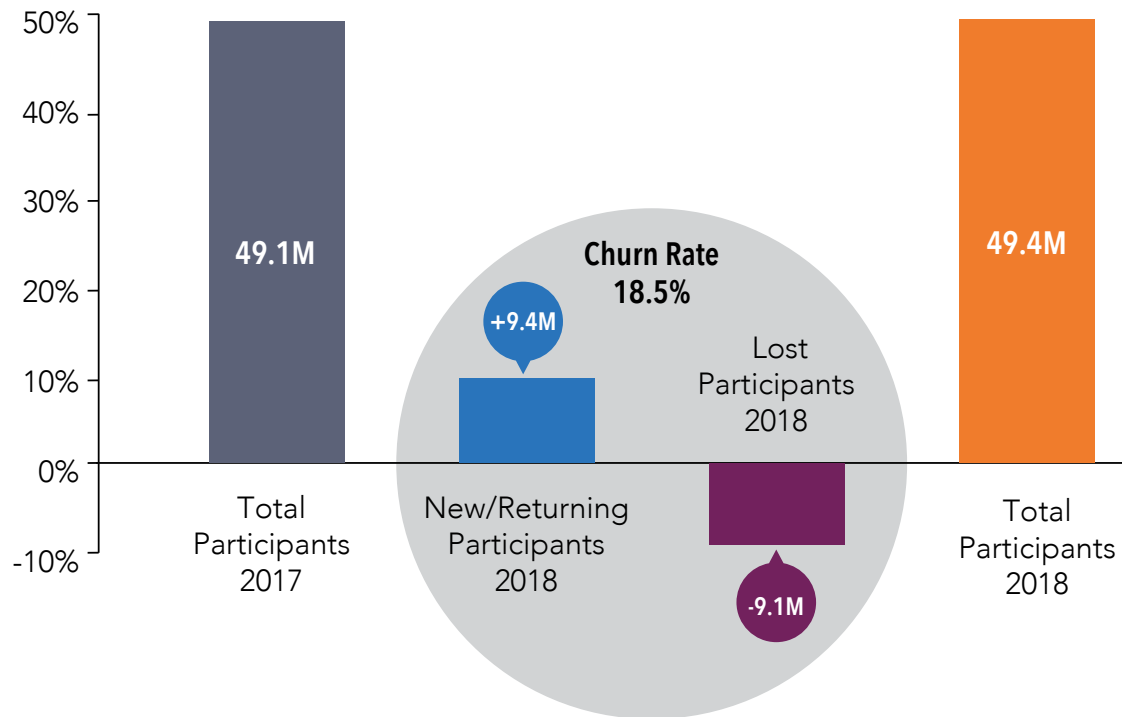
★ highest percentage of participants



Fishing Participants, ages 6+

The Leaky Bucket

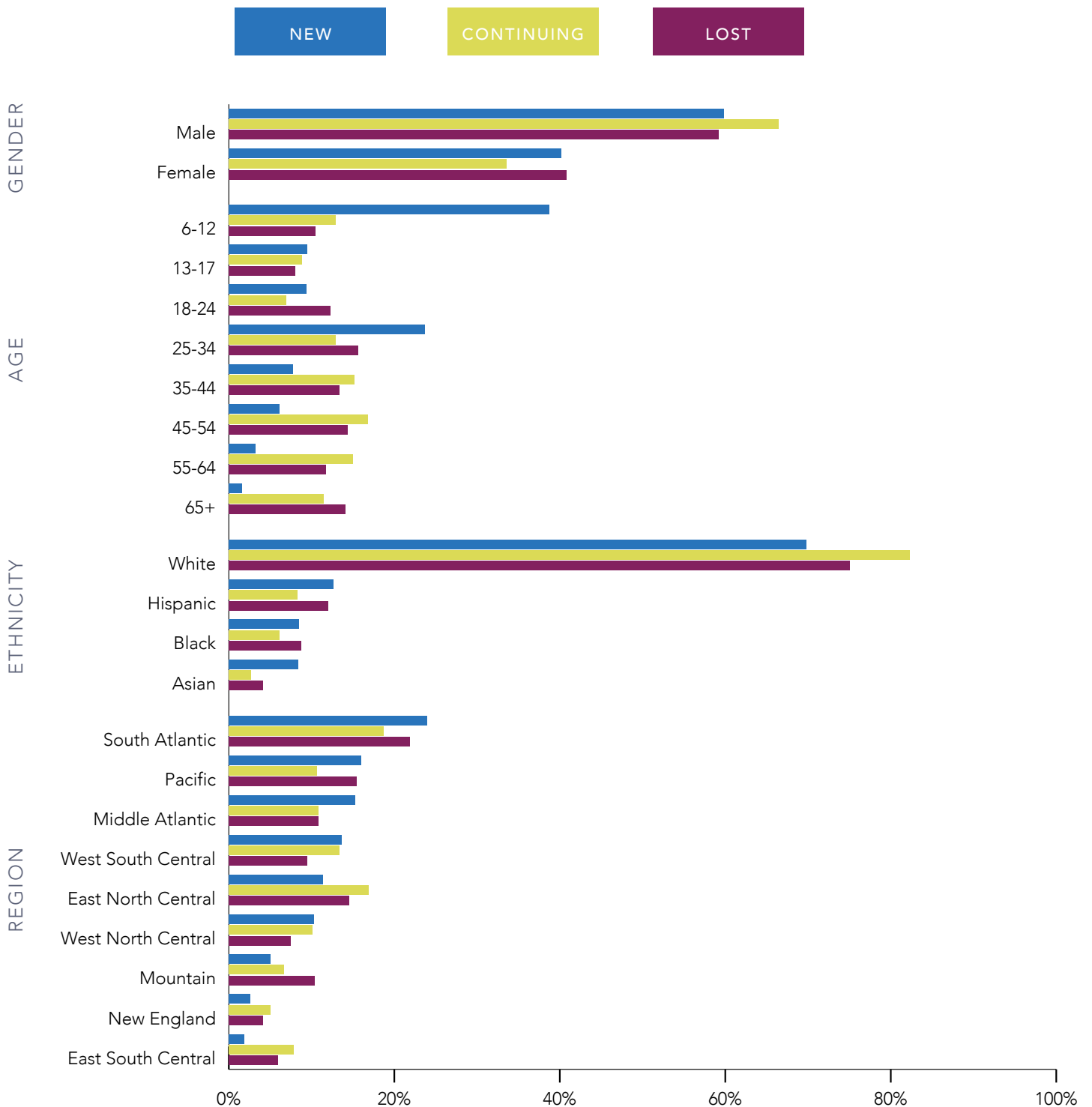
Fishing Participants, ages 6+



The “Leaky Bucket” indicates that there was a significant rate of participant attrition from 2017 to 2018. While 9.4 million Americans started fishing or returned to the activity, a nearly equal amount left. This resulted in a high annual churn rate of 18.5%, which is an increase from the previous year’s 12.0% churn rate. Despite this, there was a net gain of 300,000 participants from 2017 to 2018.

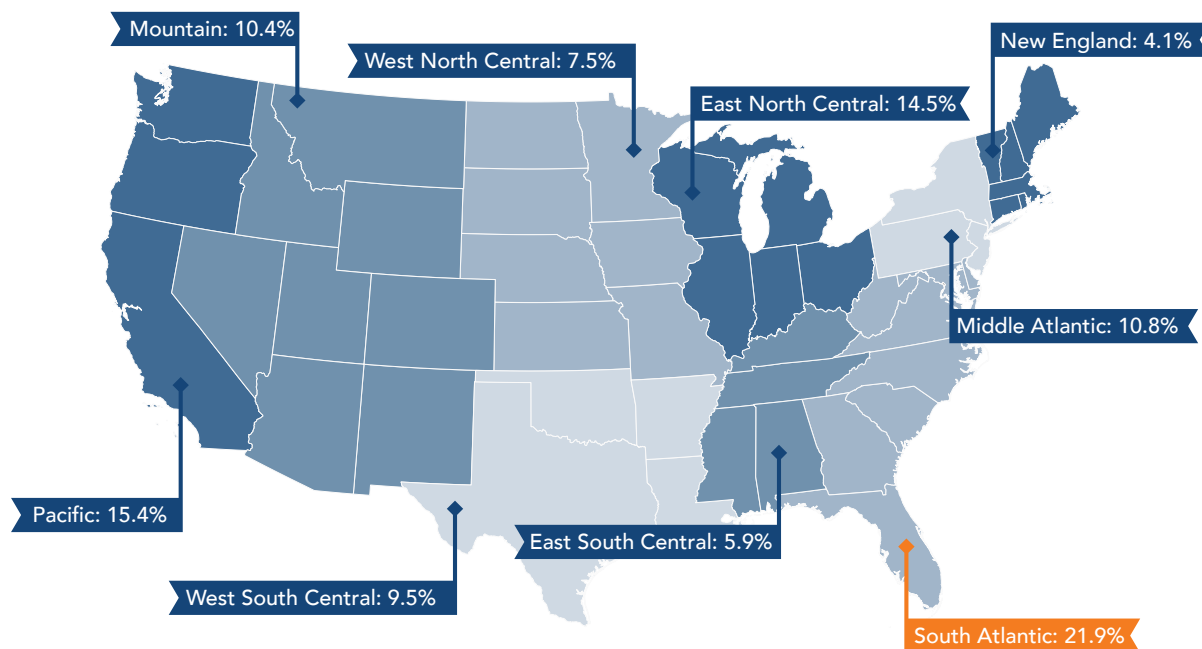
Leaky Bucket Profile

Fishing Participants, ages 6+

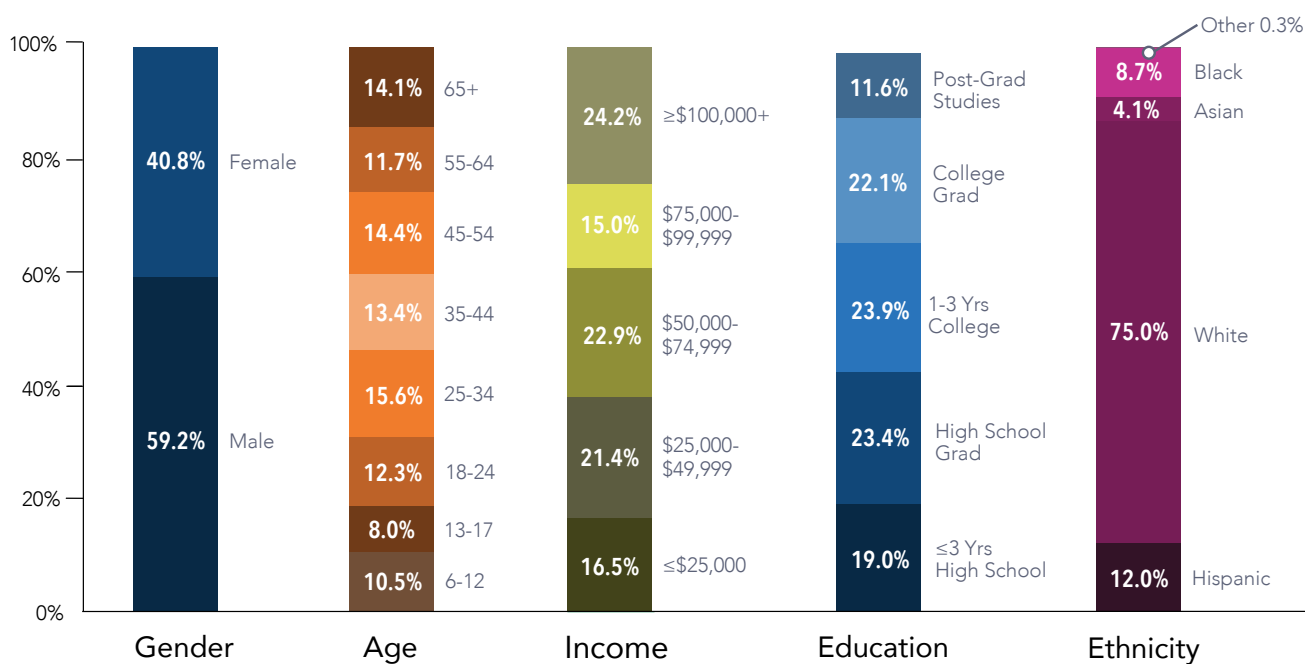


Lost Participant Demographics

Americans, ages 6+



★ highest percentage of lost participants

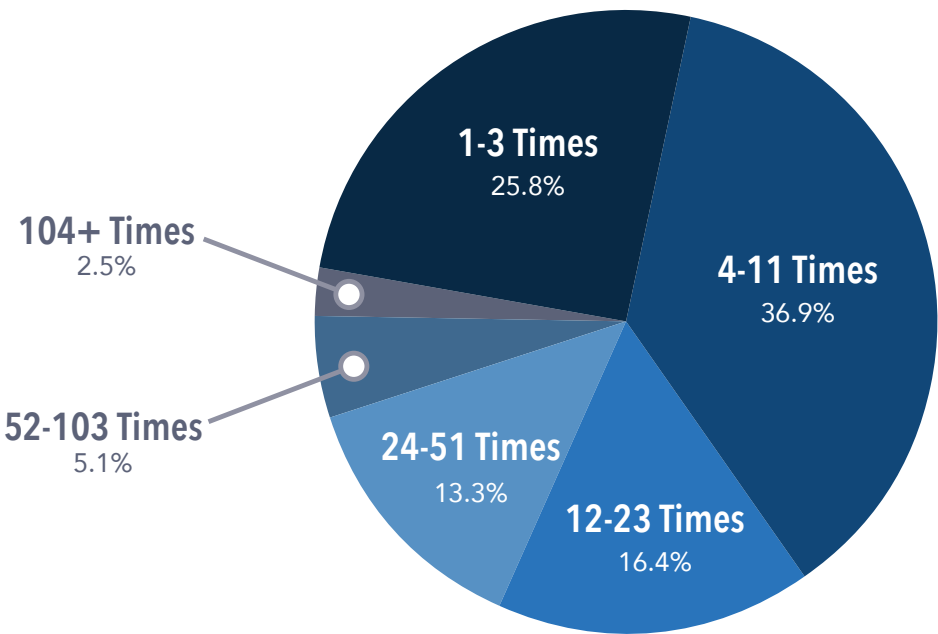


Lost Fishing Participants, ages 6+

Reasons for Not Continuing to Fish	Fishing Participants, ages 18+
Limited access to waterways	33.3%
Too far to travel	33.3%
Prefer other outdoor activities	33.3%
Lack of time	26.7%
Physical limitations	26.7%
Illness	13.3%
Did not catch anything	13.3%
Did not enjoy it	6.7%
Lost interest	6.7%
Expensive	6.7%
Smell of fish	6.7%
Other	6.7%

Annual Outings

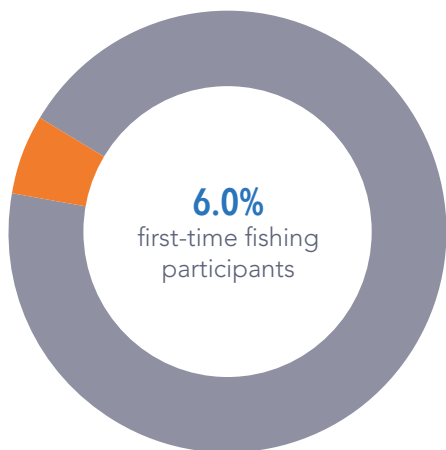
Fishing Participants, ages 6+



Perceived Level of Fishing Participation	Fishing Participants, ages 6+
Occasional participant, would like to fish more	32.5%
Occasional participant, fish as often as I want	29.7%
Avid fishing participant, would like to fish more	18.9%
Avid fishing participant, fish as often as I want	16.3%
Don't fish currently, but would like to fish	1.7%
Don't fish currently, not interested in fishing	1.0%

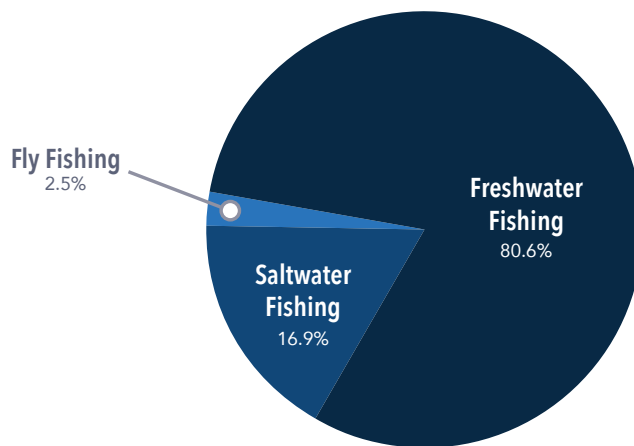
New to Fishing in 2018

Fishing Participants, ages 6+



1st Fishing Experience

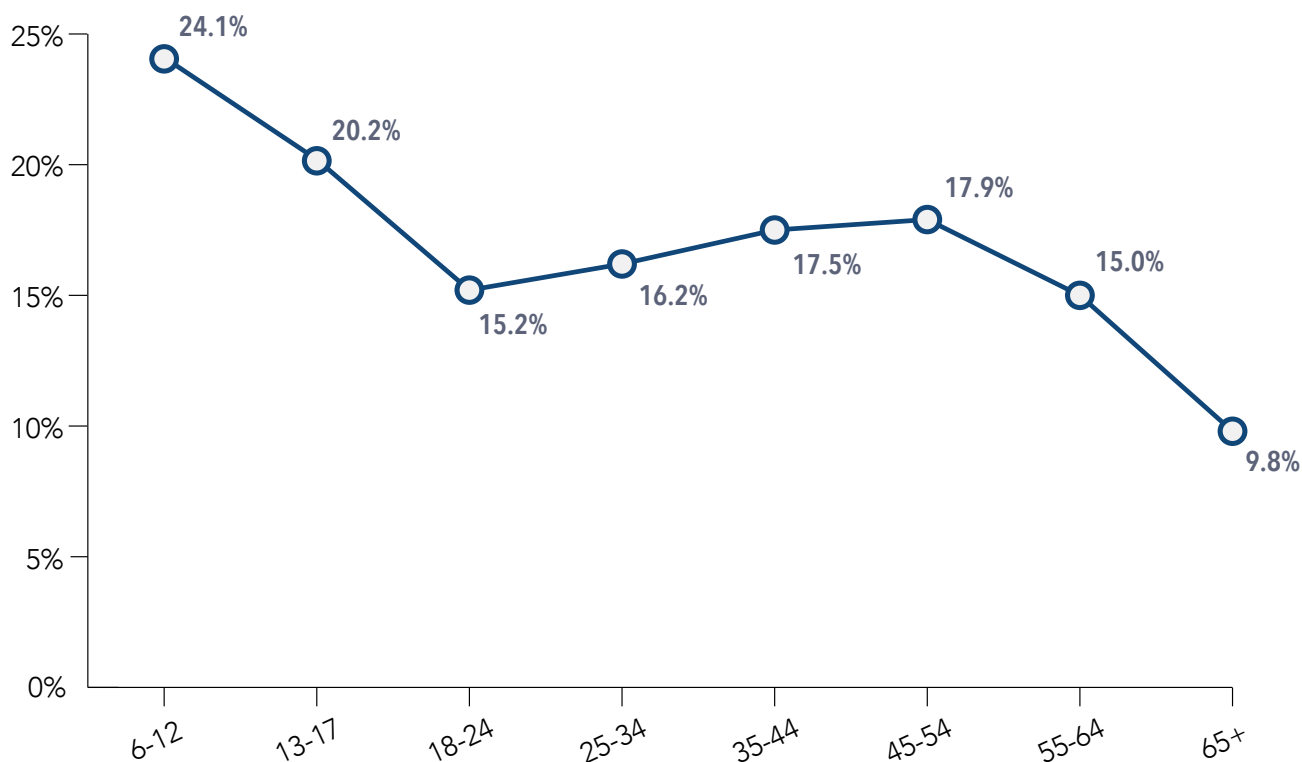
Fishing Participants, ages 6+



Note: This question was asked of current fishing participants and is not a breakdown of those that fished for the first time in 2018.

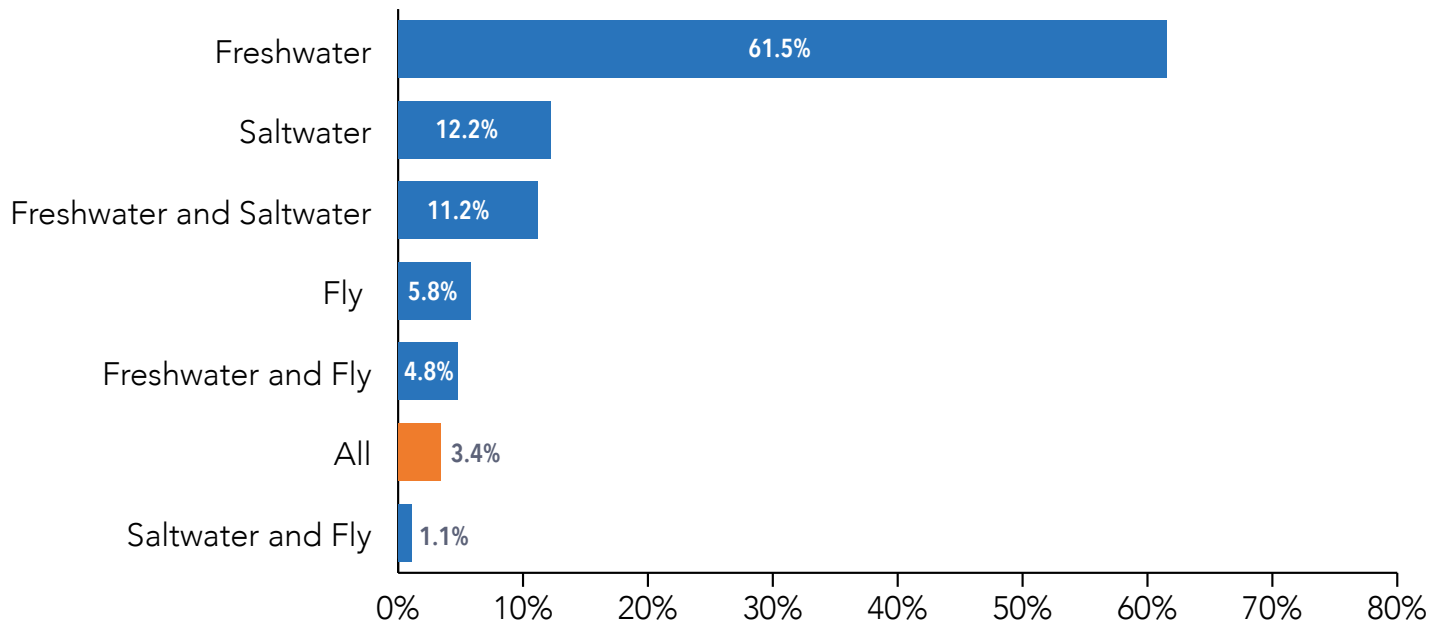
Fishing Lifecycle by Age

Americans, ages 6+



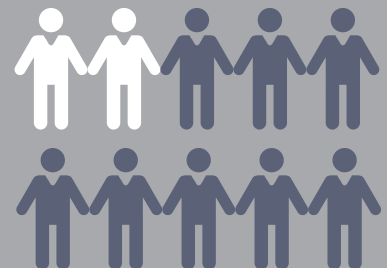
Overlap in Fishing Participation

Fishing Participants, ages 6+



79.0%

ENJOY FISHING AND OTHER
OUTDOOR ACTIVITIES



20.5%

ENJOY MULTIPLE
TYPES OF FISHING

Crossover Activities

Fishing Participants, 6+

Outdoor	Participation Rate	3-Year AAG
Camping	37.3%	-0.4%
Bicycling	29.0%	-0.6%
Hiking	28.5%	6.0%
Running	26.1%	-0.3%
Hunting	23.4%	1.5%

Team	Participation Rate	3-Year AAG
Basketball	15.9%	-1.8%
Baseball	13.0%	-0.5%
Soccer	8.3%	-3.3%
Softball	6.6%	n/a
Tackle Football	5.9%	-3.5%

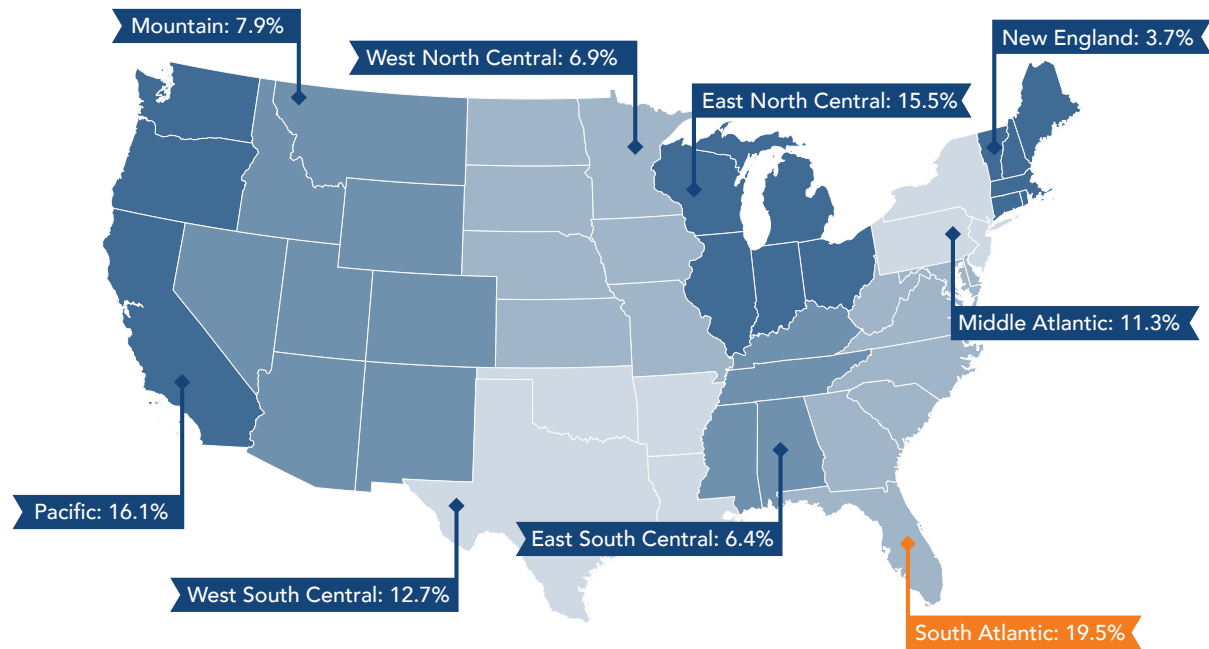
Indoor Fitness	Participation Rate	3-Year AAG
Free Weights	25.6%	-3.2%
Treadmill	25.1%	2.9%
Weight Machines	17.7%	0.2%
Stationary Cycling	16.9%	4.0%
Elliptical Trainer	13.5%	2.0%

Other	Participation Rate	3-Year AAG
Walking	43.4%	-1.4%
Bowling	30.8%	-2.8%
Golf	19.9%	-2.7%
Swimming	16.5%	1.6%
Target Shooting	16.4%	1.5%

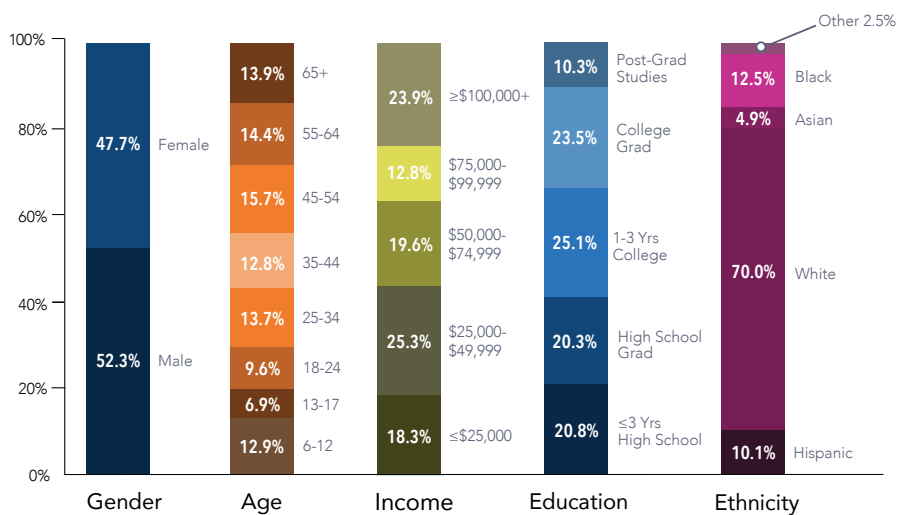
AAG = Average Annual Growth Rate

Demographics of Considering Participants

Considering Participants, ages 6+

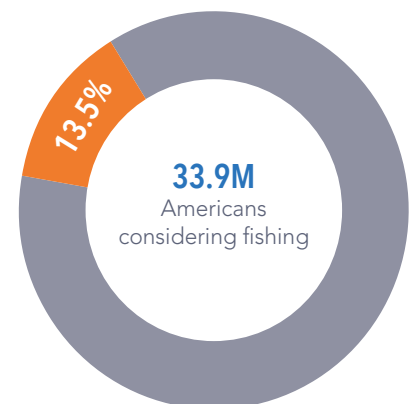


★ highest percentage of participants



Considering Fishing

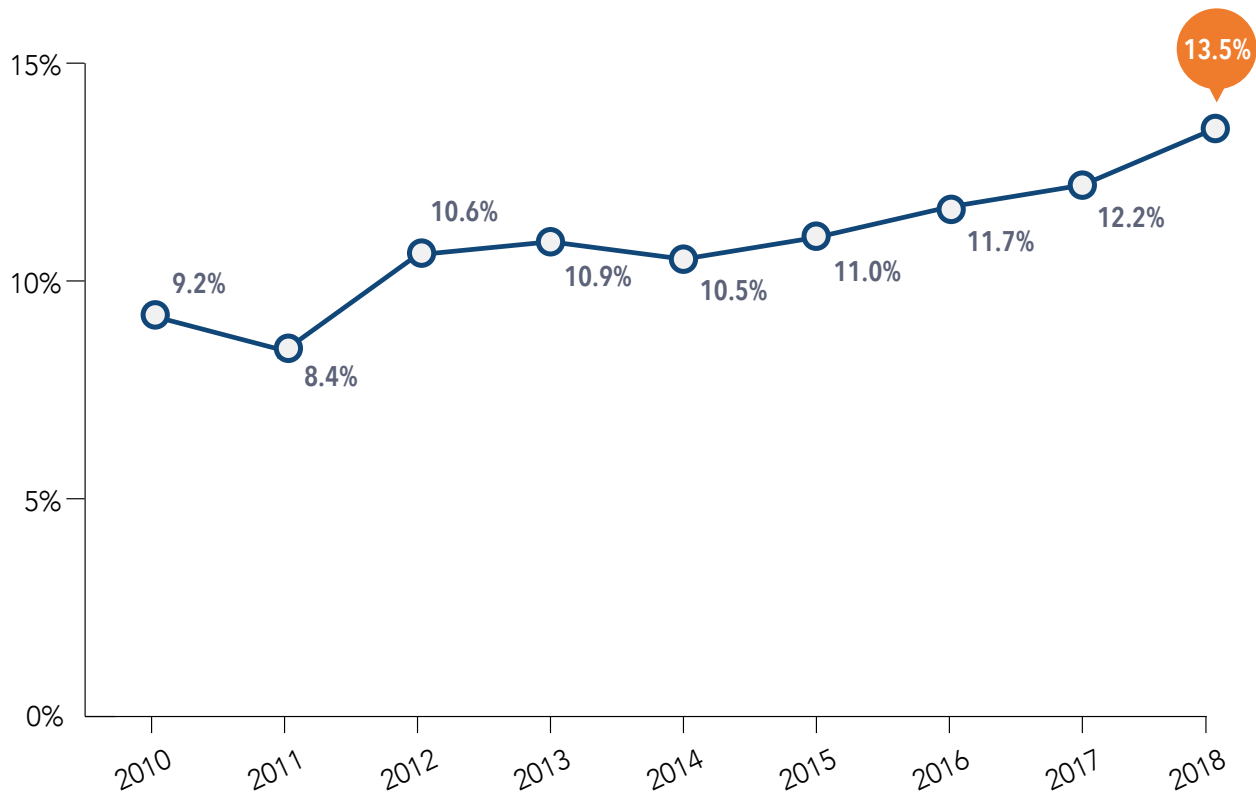
Considering Participants, ages 6+



Considering Participants, ages 6+

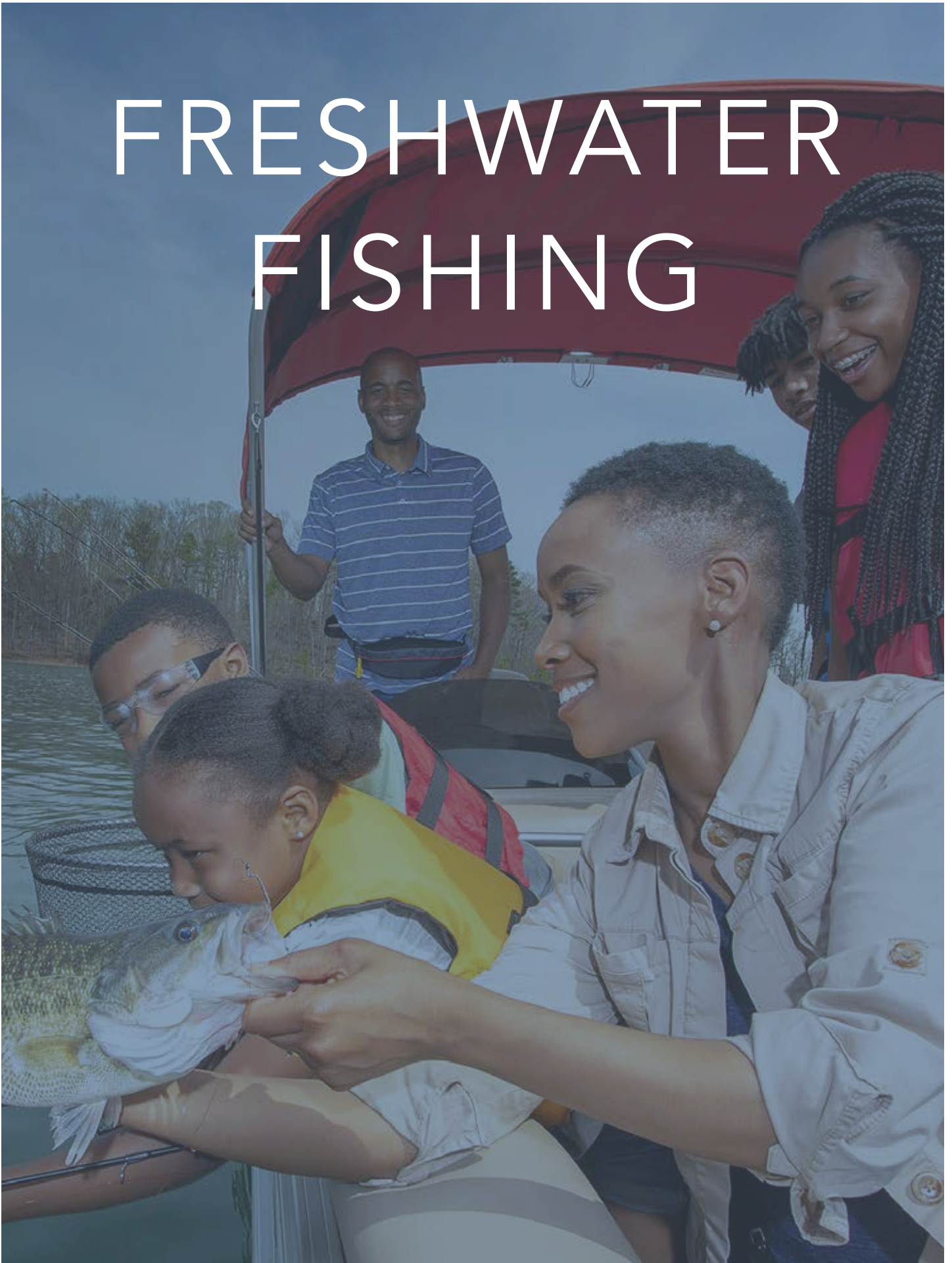
People Considering Fishing Over Time

Considering Participants, ages 6+



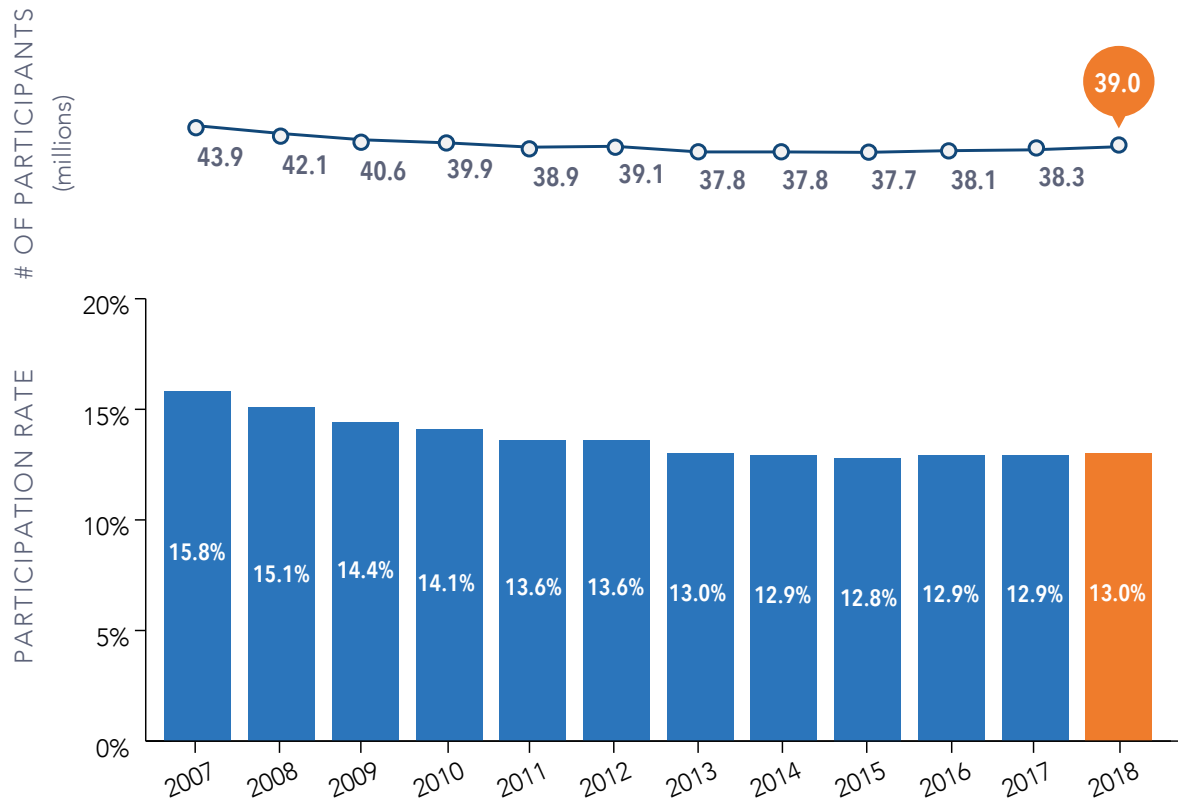
Interest in fishing participation has been steadily growing since 2011. In 2018, the most non-participating Americans yet—13.5%—expressed interest in fishing. This unprecedented growth in interest is great news for the future growth of fishing.

FRESHWATER FISHING



Freshwater Fishing Participation

Americans, ages 6+



Freshwater fishing participation continued to have a dominant lead over the other two fishing categories. The participation rate inched up by 0.1% to 13.0%, and the number of participants increased by 700,000 to 39 million.



39.0 MILLION
PARTICIPANTS



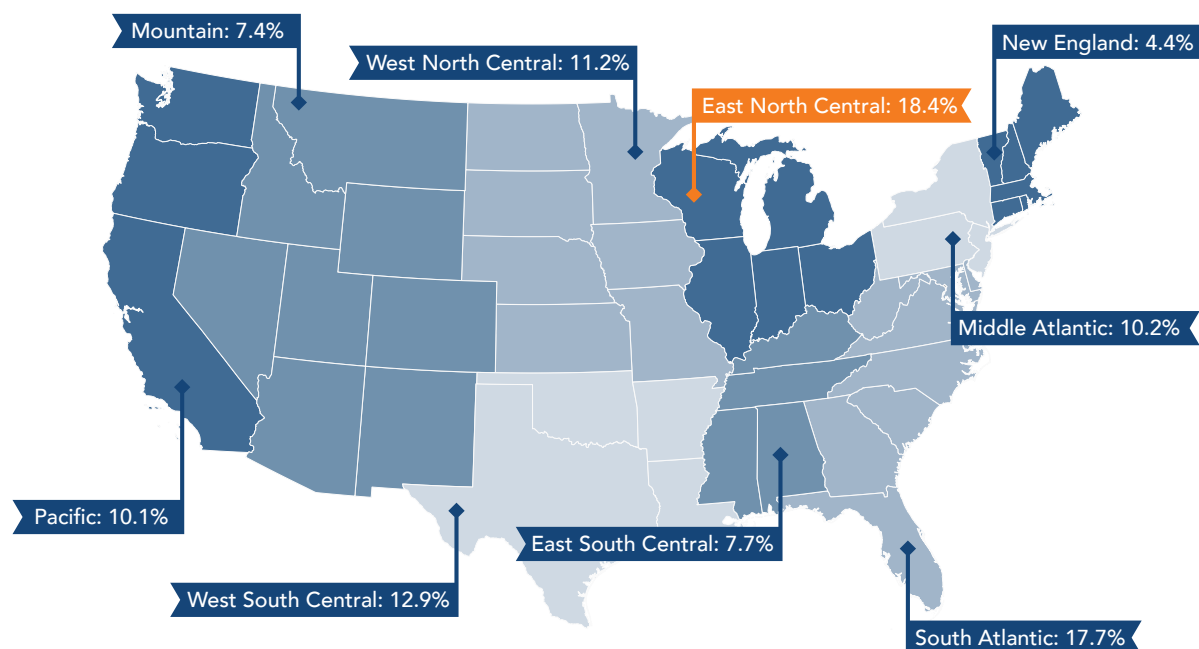
632 MILLION
TOTAL OUTINGS



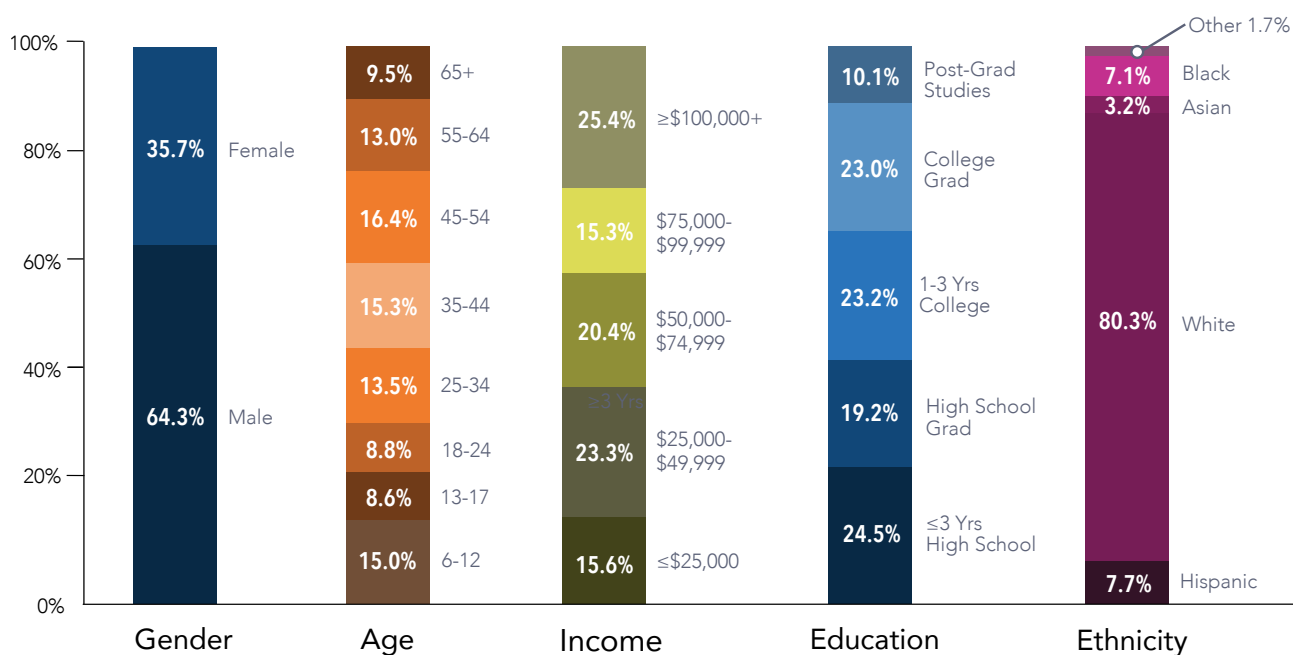
16.2
AVERAGE OUTINGS
PER YEAR

Participant Demographics

Freshwater Fishing Participants, ages 6+



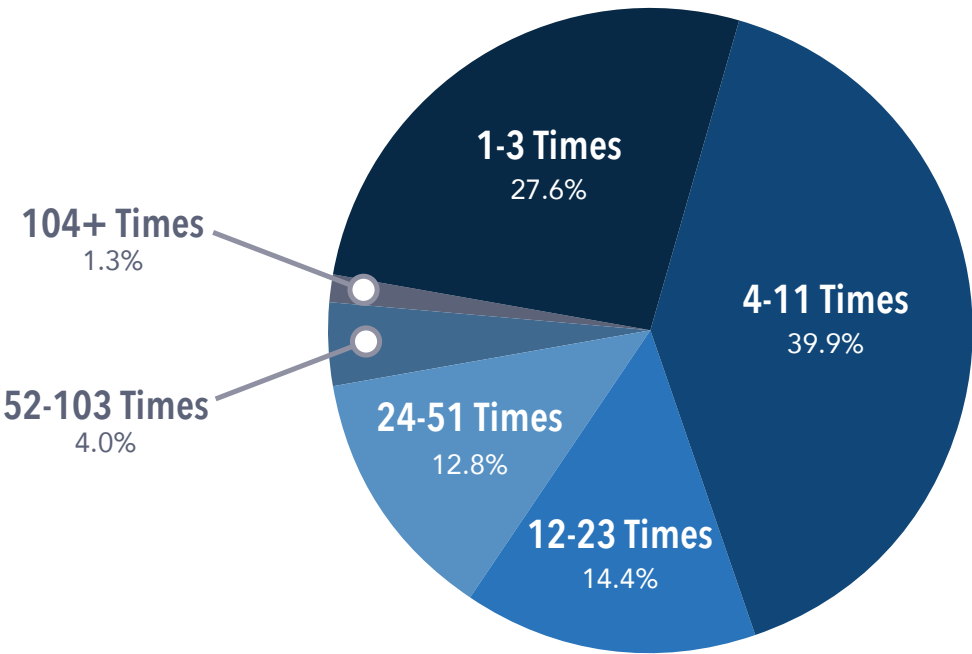
★ highest percentage of participants



Freshwater Fishing Participants, ages 6+

Annual Outings

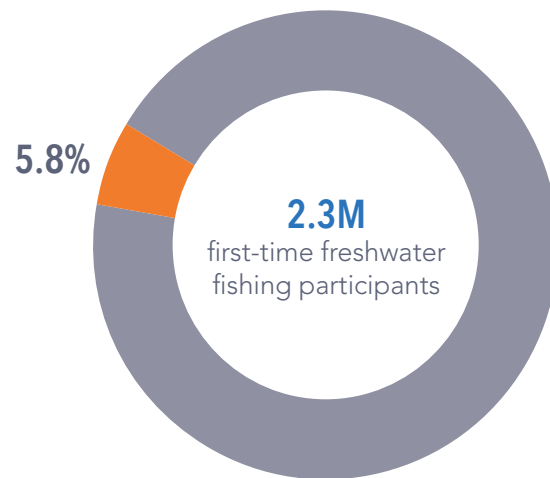
Freshwater Fishing Participants, ages 6+



Perceived Level of Fishing Participation	Freshwater Fishing Participants, ages 6+
Occasional participant, would like to fish more	33.9%
Occasional participant, fish as often as I want	29.1%
Avid fishing participant, would like to fish more	18.0%
Avid fishing participant, fish as often as I want	16.5%
Don't fish currently, but would like to fish	1.7%
Don't fish currently, not interested in fishing	0.9%

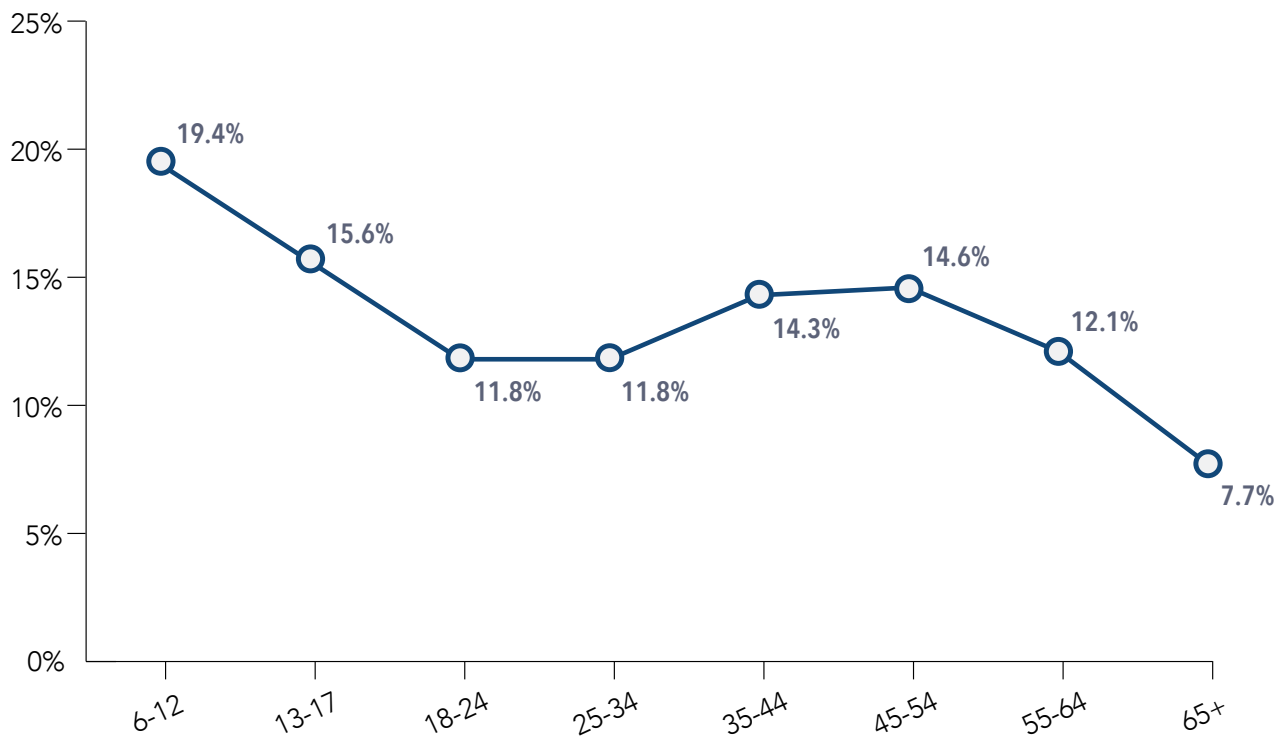
New to Fishing in 2018

Freshwater Fishing Participants, ages 6+



Fishing Lifecycle by Age

Freshwater Fishing Participants, ages 6+

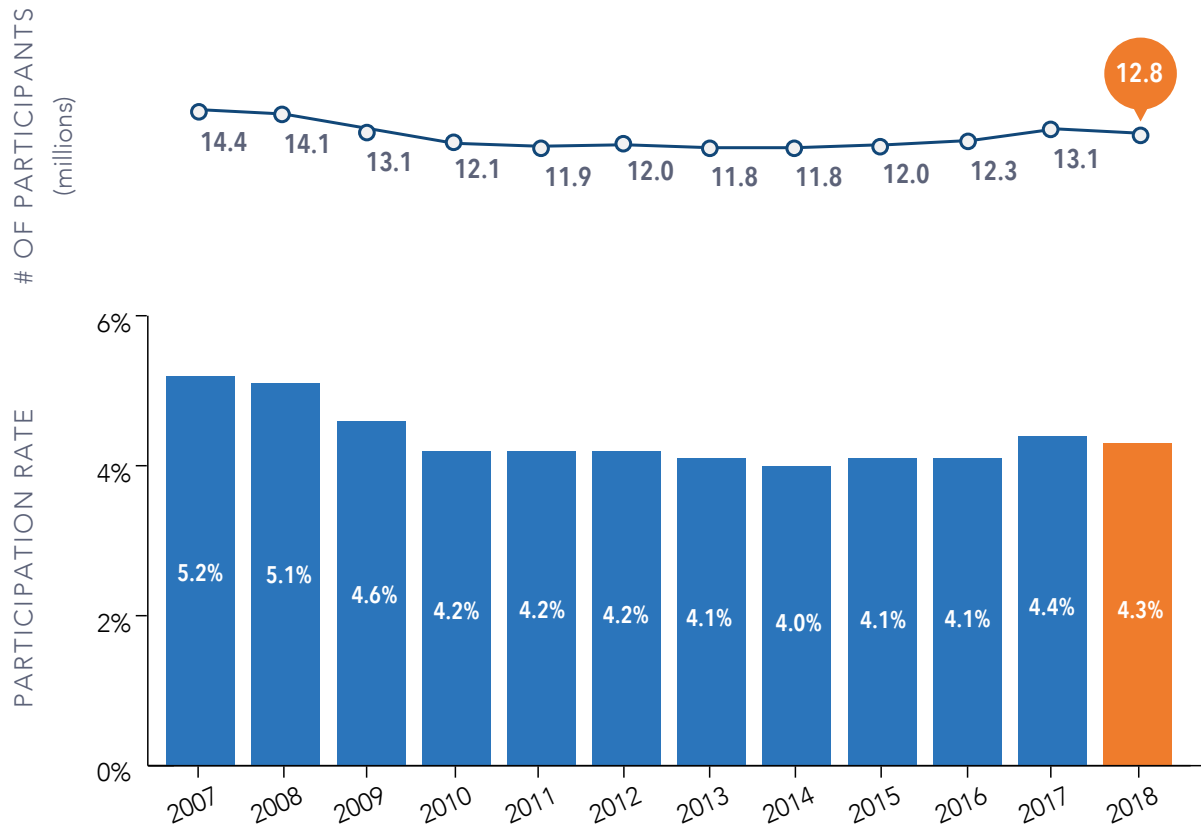


SALTWATER FISHING



Saltwater Fishing Participation

Americans, ages 6+



Saltwater fishing was the second most popular type of fishing in the United States with 4.3% of Americans, or 12.8 million people, participating in the activity. Participation in saltwater fishing decreased slightly from 2017 to 2018, but it still maintained a 2.4% average annual growth over the past three years.



12.8 MILLION
PARTICIPANTS



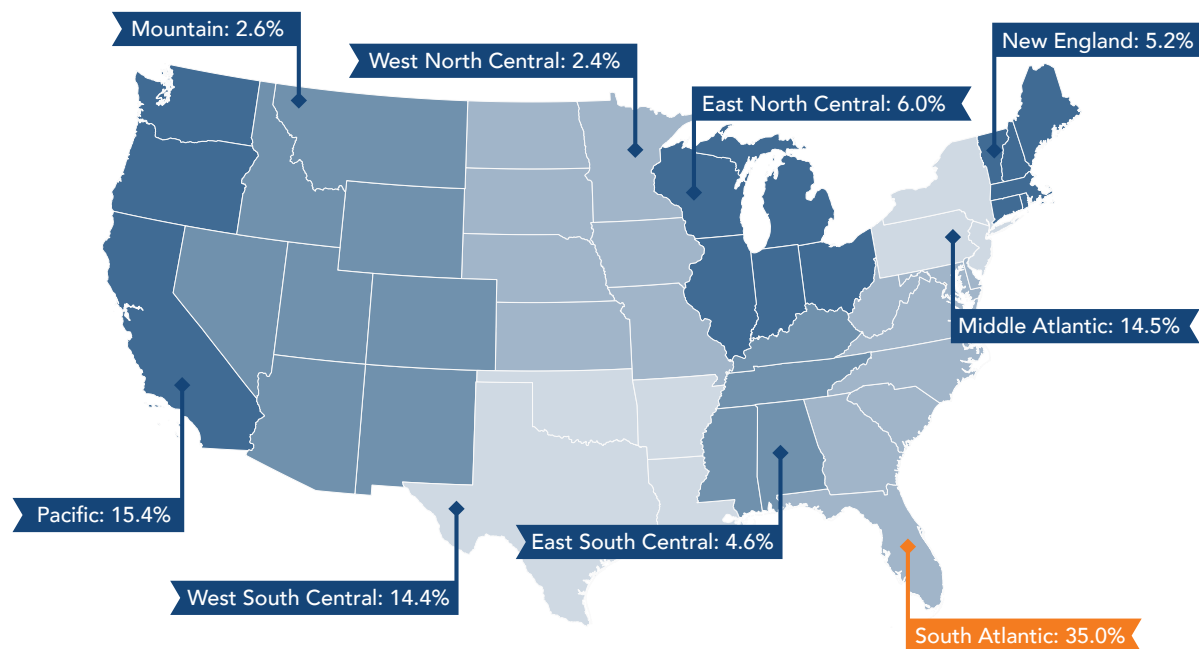
175.3 MILLION
TOTAL OUTINGS



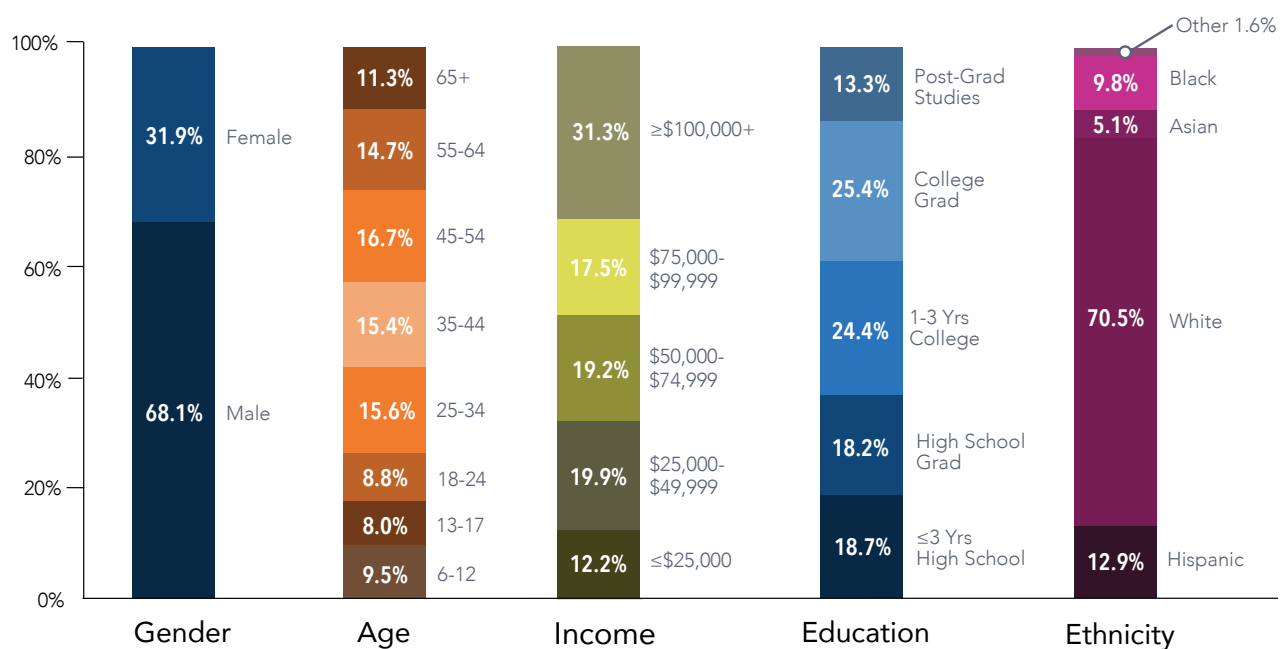
13.7
AVERAGE OUTINGS
PER YEAR

Participant Demographics

Saltwater Fishing Participants, ages 6+



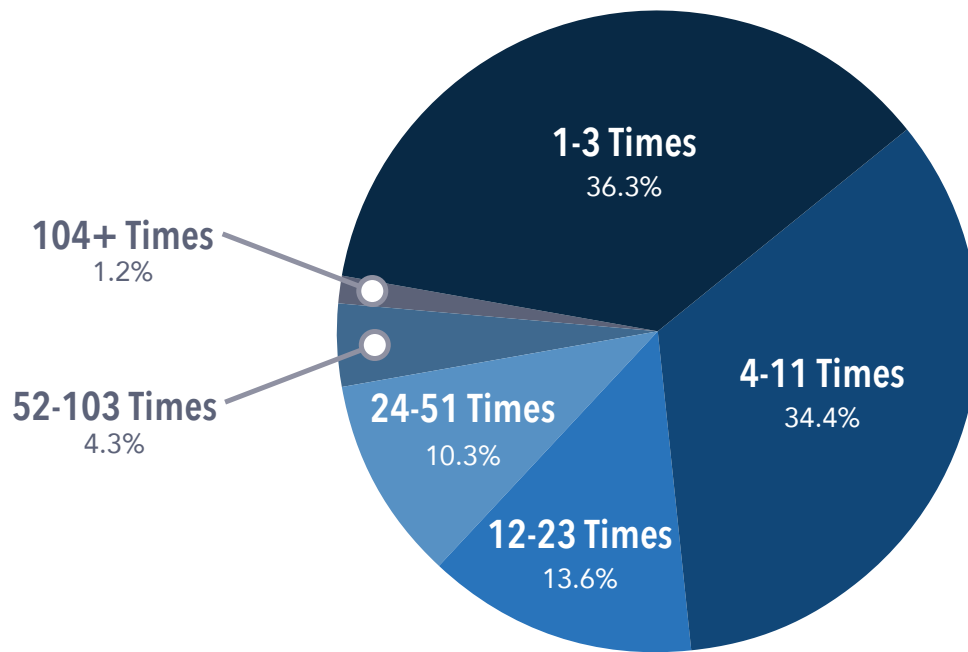
★ highest percentage of participants



Saltwater Fishing Participants, ages 6+

Annual Outings

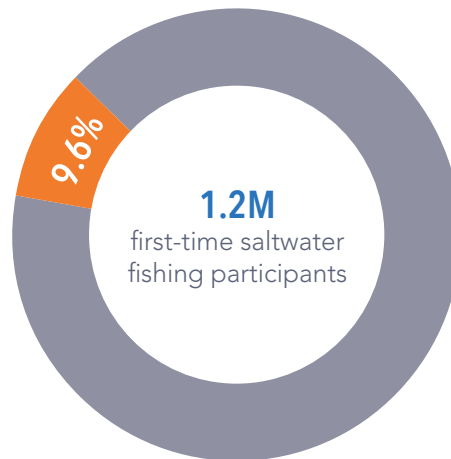
Saltwater Fishing Participants, ages 6+



Perceived Level of Fishing Participation	Saltwater Fishing Participants, ages 6+
Occasional participant, fish as often as I want	28.0%
Occasional participant, would like to fish more	25.1%
Avid fishing participant, would like to fish more	23.3%
Avid fishing participant, fish as often as I want	21.9%
Don't fish currently, not interested in fishing	0.8%
Don't fish currently, but would like to fish	0.8%

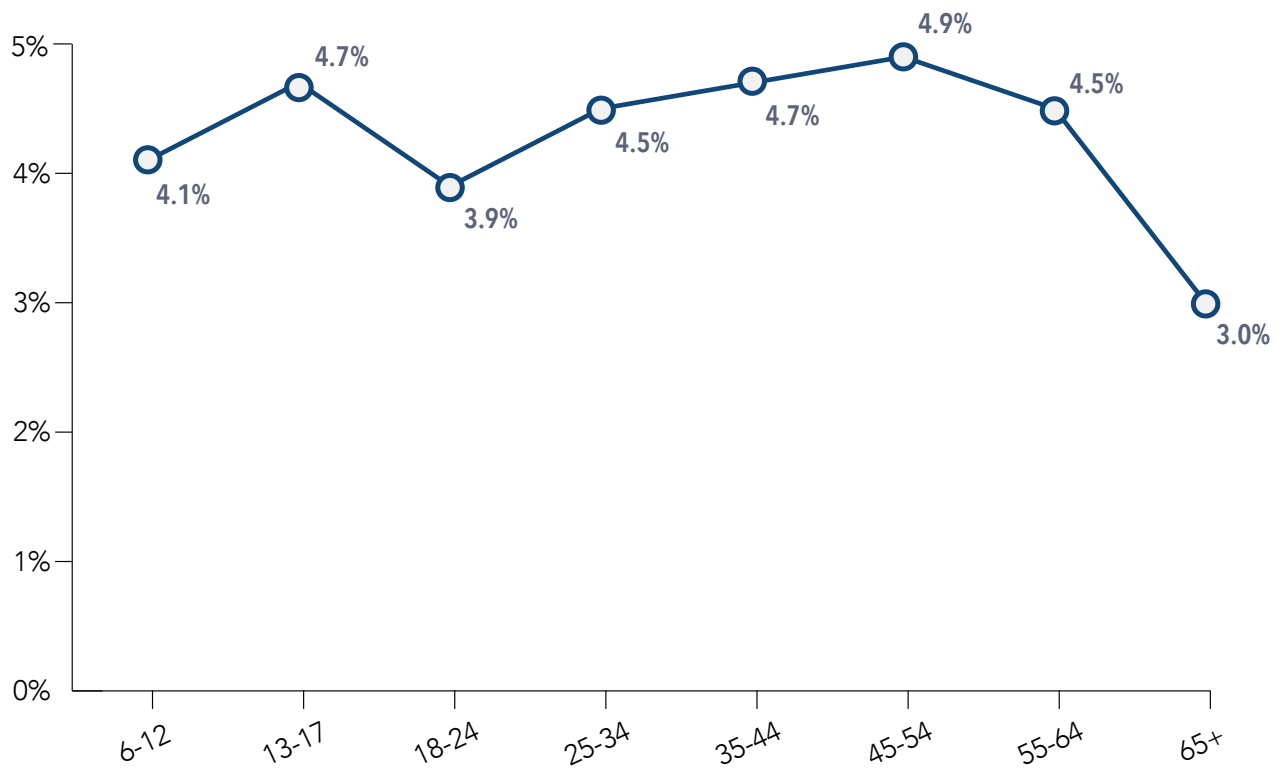
New to Fishing in 2018

Saltwater Fishing Participants, ages 6+

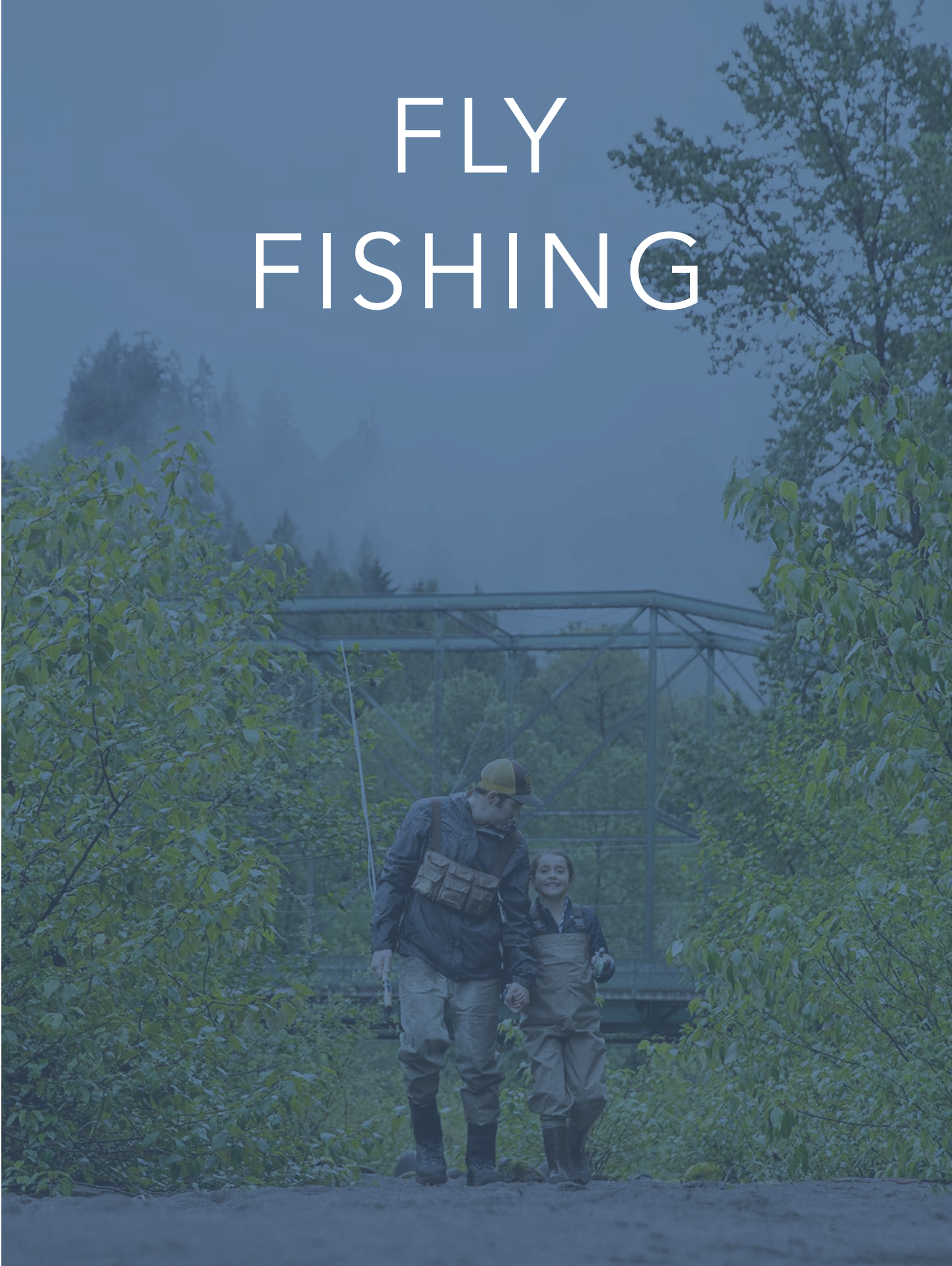


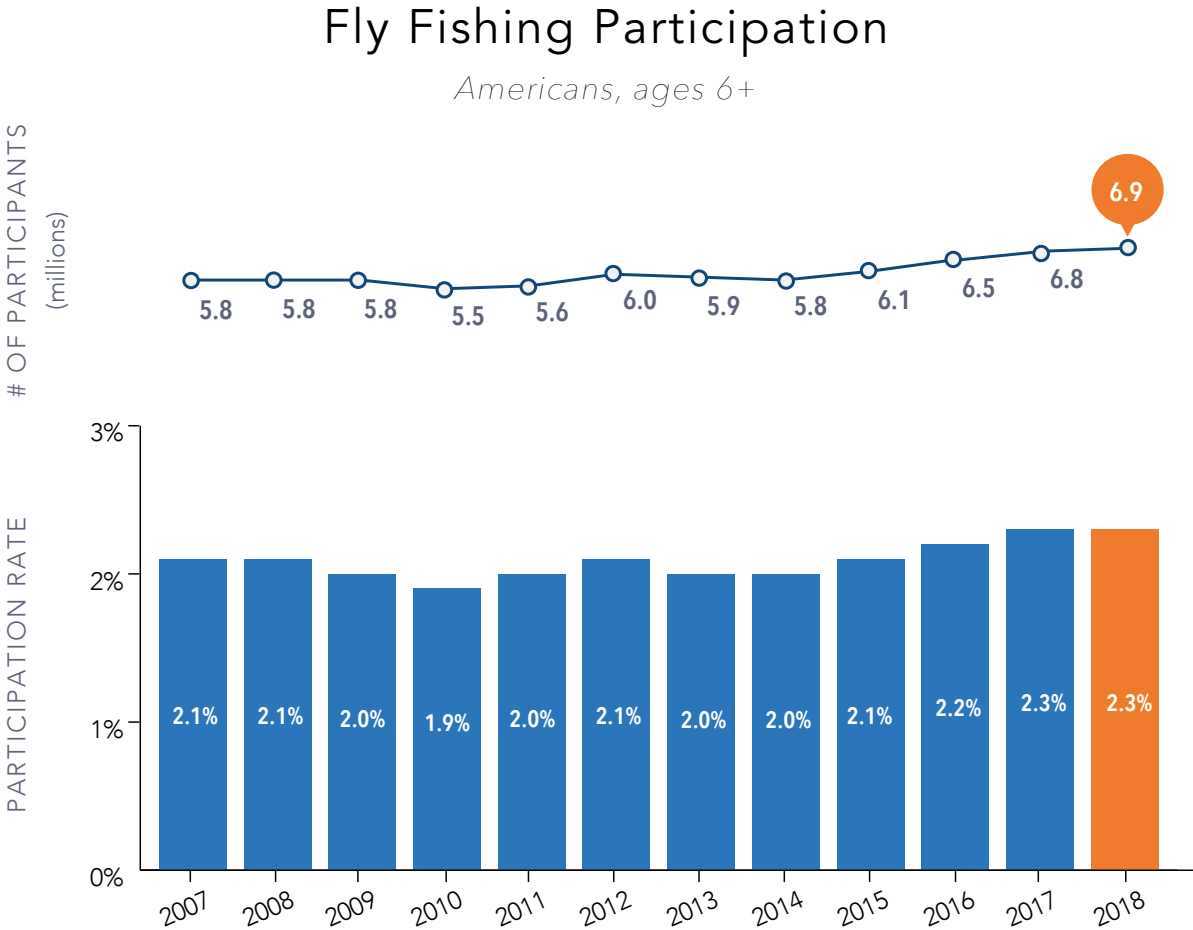
Fishing Lifecycle by Age

Saltwater Fishing Participants, ages 6+



FLY FISHING





In 2018, the number of fly fishing participants increased to 6.9 million participants, which was an all-time high for the activity. Although the participation rate held steady from 2017 to 2018, its 3-year average annual growth was the strongest among the 3 fishing categories. Since 2016, the fly fishing participation rate had an average annual growth of 2.7%.



6.9 MILLION
PARTICIPANTS



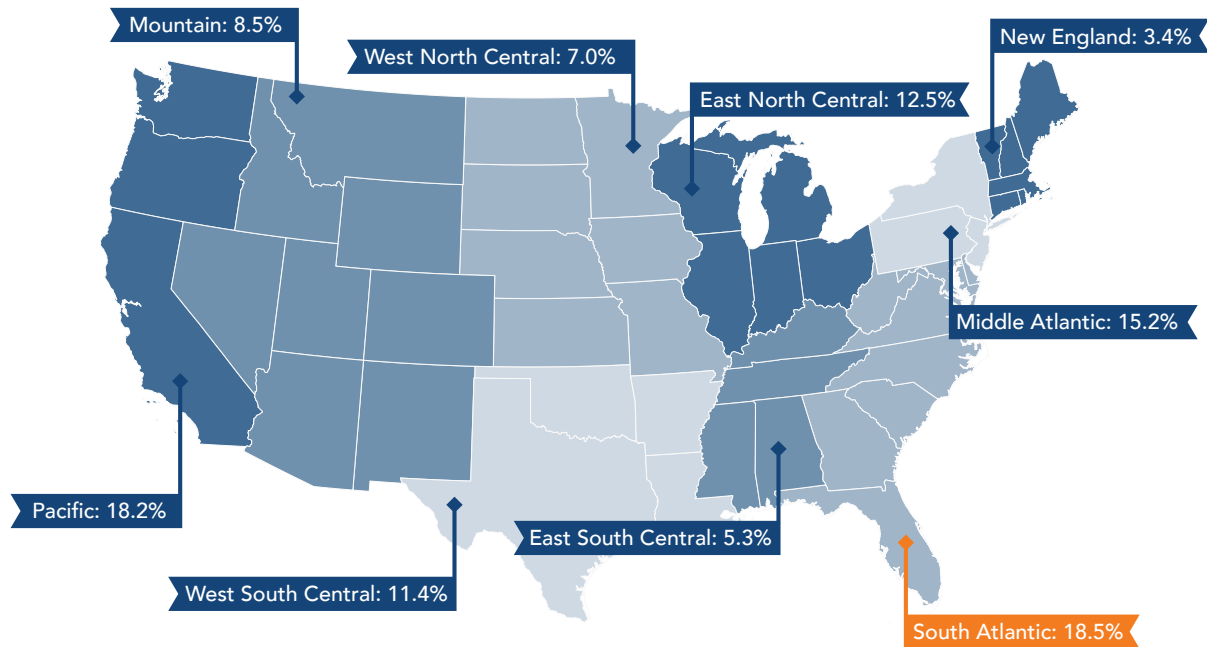
75.9 MILLION
TOTAL OUTINGS



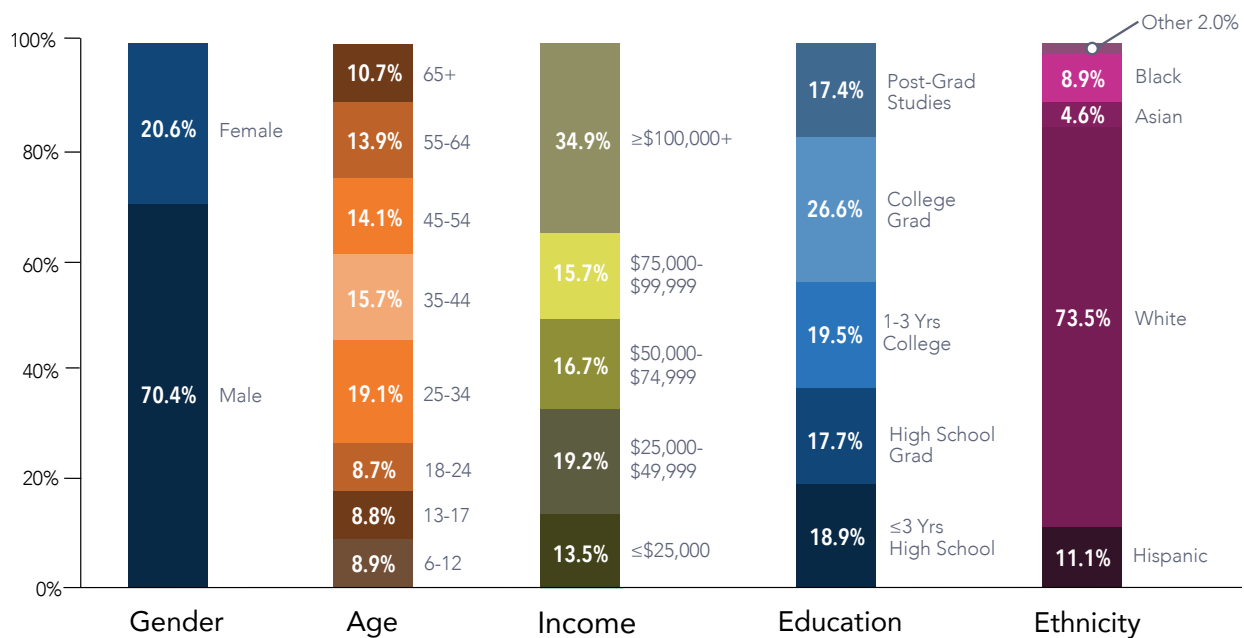
10.9
AVERAGE OUTINGS
PER YEAR

Participant Demographics

Fly Fishing Participants, ages 6+



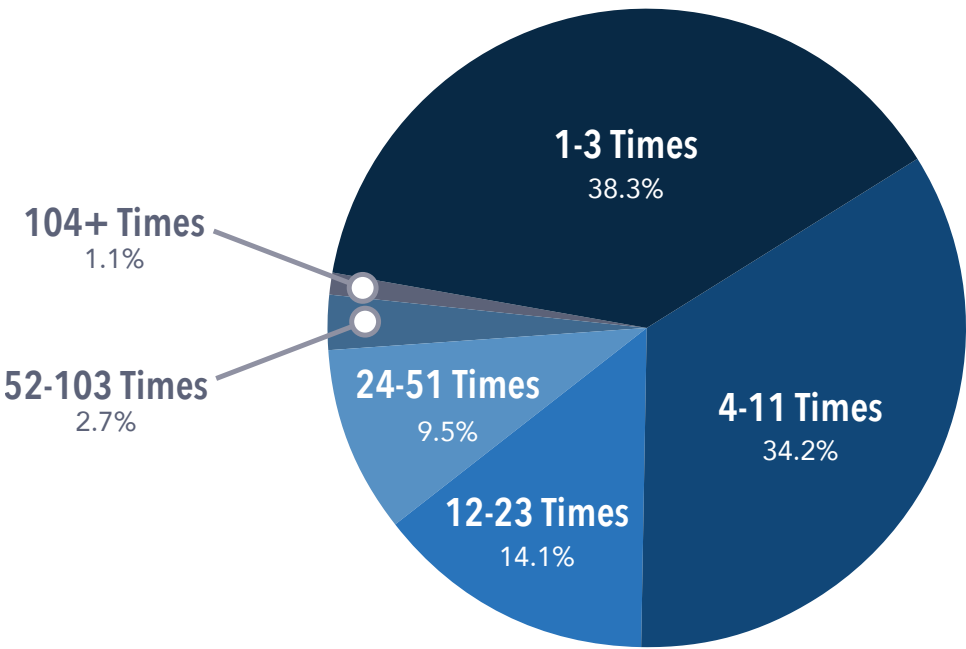
★ highest percentage of participants



Fly Fishing Participants, ages 6+

Annual Outings

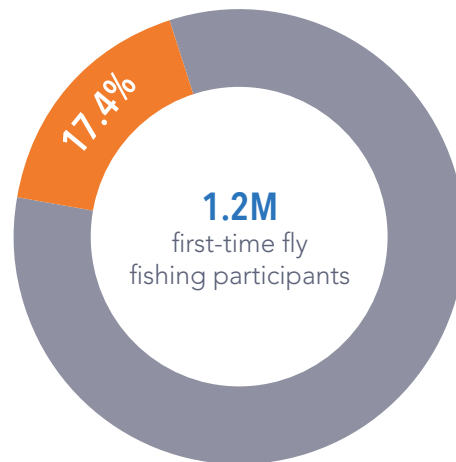
Fly Fishing Participants, ages 6+



Perceived Level of Fishing Participation	Fly Fishing Participants, ages 6+
Avid fishing participant, would like to fish more	29.2%
Avid fishing participant, fish as often as I want	26.2%
Occasional participant, fish as often as I want	25.0%
Occasional participant, would like to fish more	17.7%
Don't fish currently, but would like to fish	1.1%
Don't fish currently, not interested in fishing	0.7%

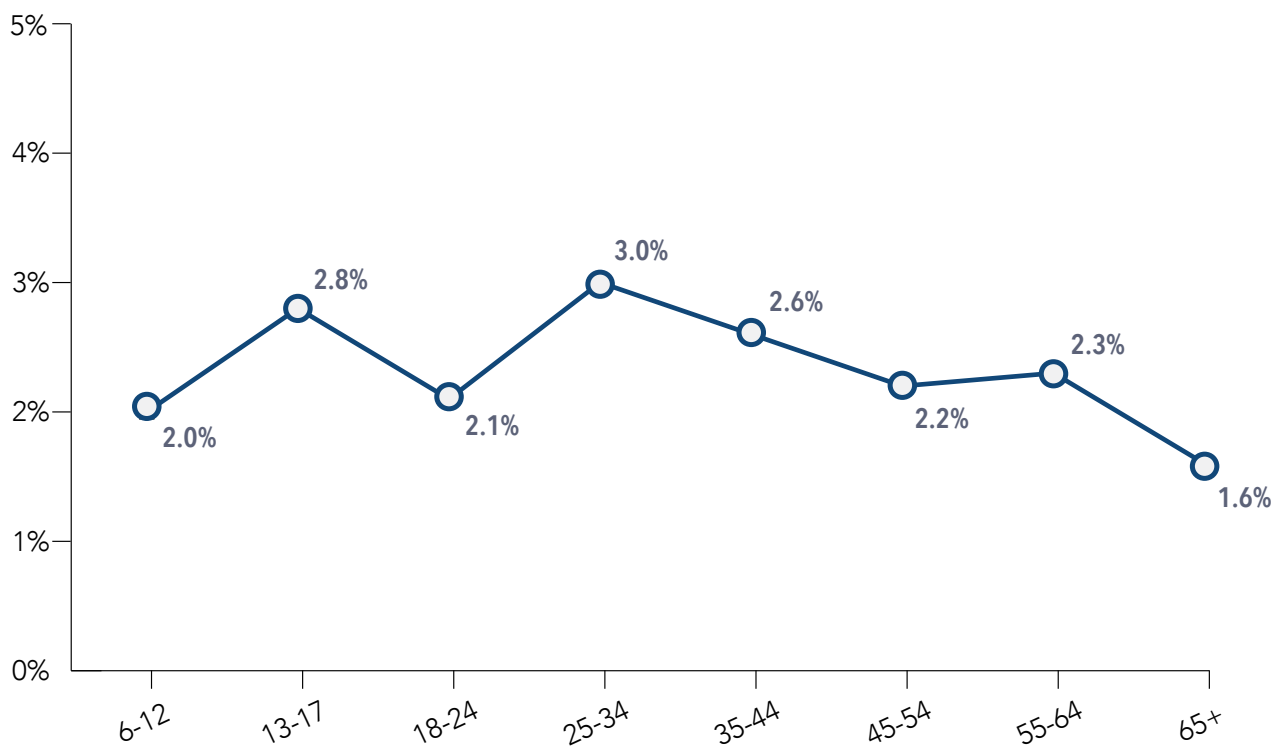
New to Fishing in 2018

Fly Fishing Participants, ages 6+



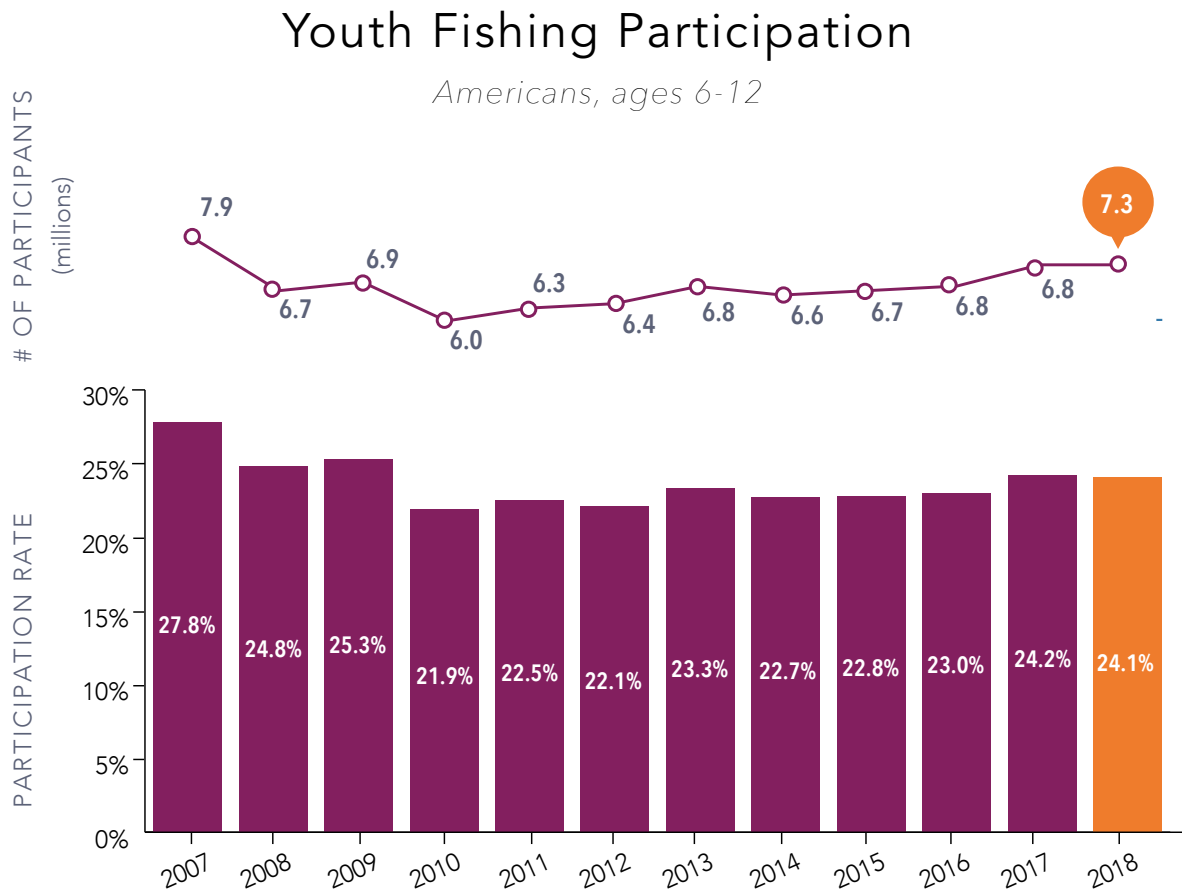
Fishing Lifecycle by Age

Fly Fishing Participants, ages 6+



YOUTH PARTICIPATION





The participation rate among children, ages 6 to 12, marginally dipped from 24.2% to 24.1%, but the actual number of participants grew from 6.8 million to 7.3 million. This equates to an average change of 1.9% in the participation rate over the last 3 years.



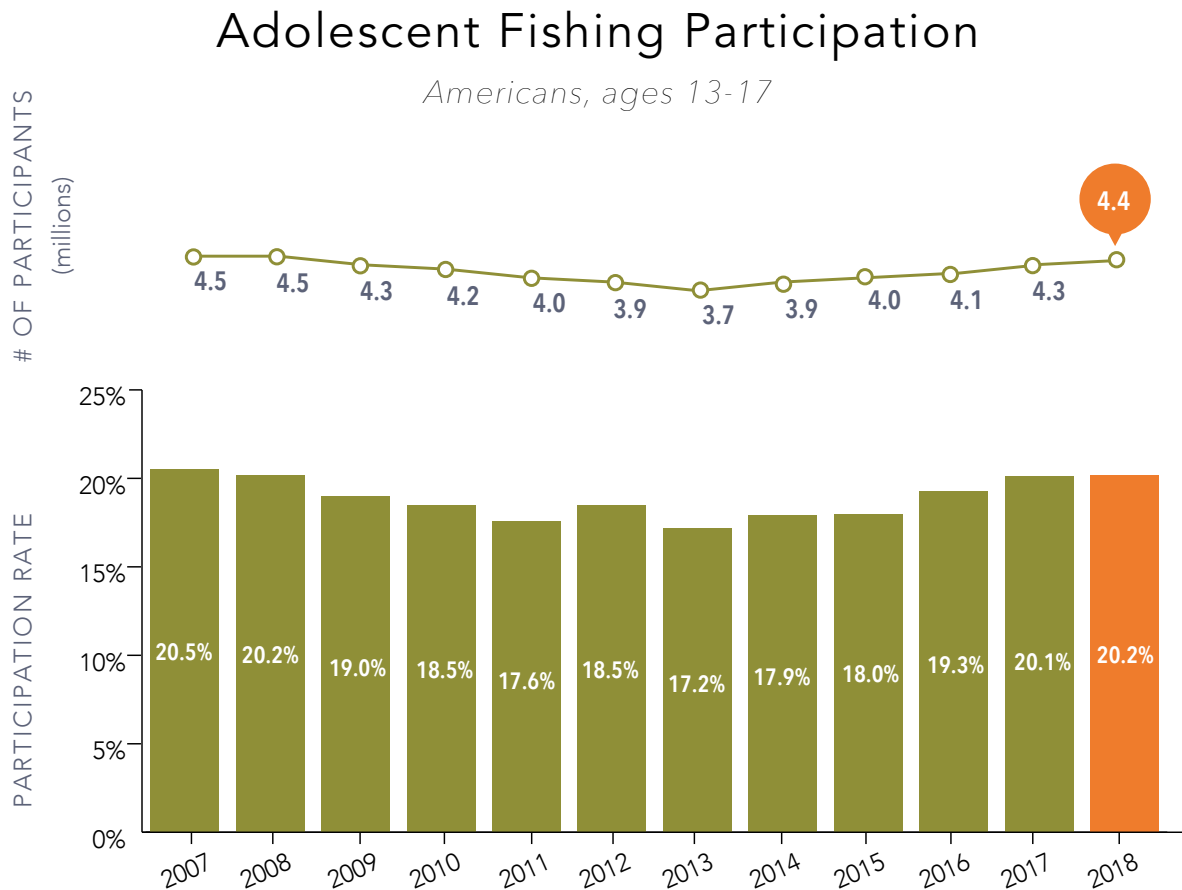
7.3 MILLION
PARTICIPANTS



86.5 MILLION
TOTAL OUTINGS



11.9
AVERAGE OUTINGS
PER YEAR



The participation rate among adolescents, ages 13 to 17, has grown an average of 4.0% over the past 3 years. The number of adolescent participants continued its 5-year growth trend, bringing the total number of adolescent fishing participants to 4.4 million.



4.4 MILLION
PARTICIPANTS



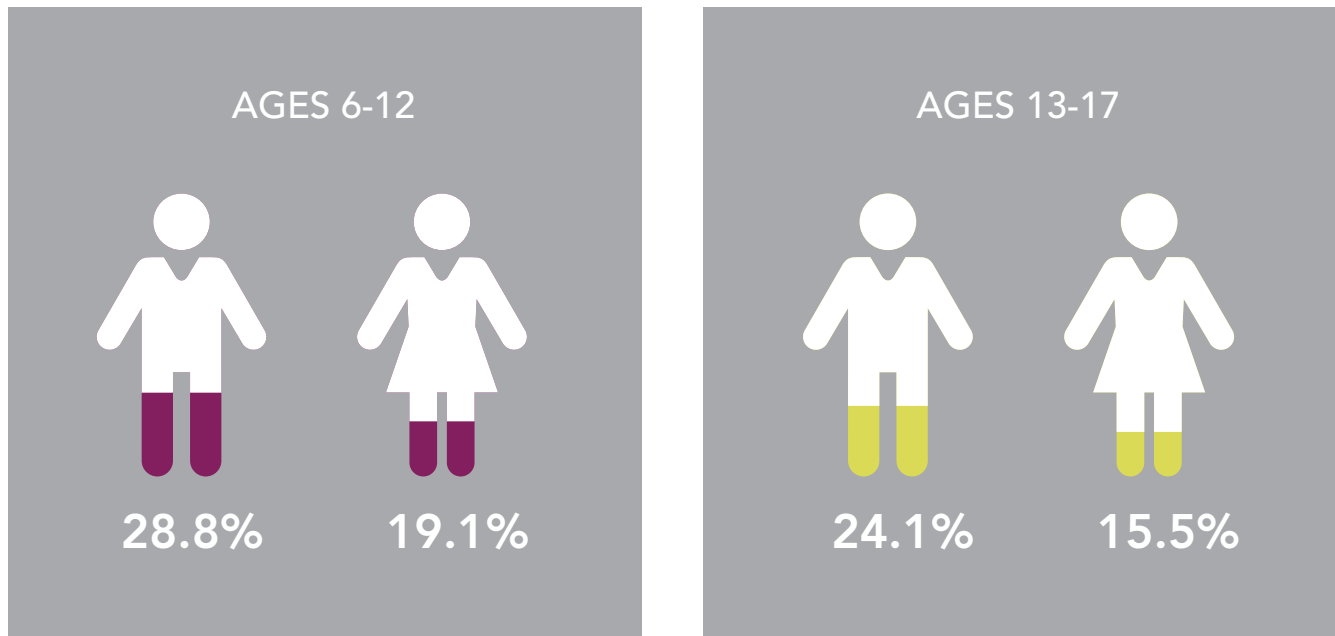
77.3 MILLION
TOTAL OUTINGS



17.7
AVERAGE OUTINGS
PER YEAR

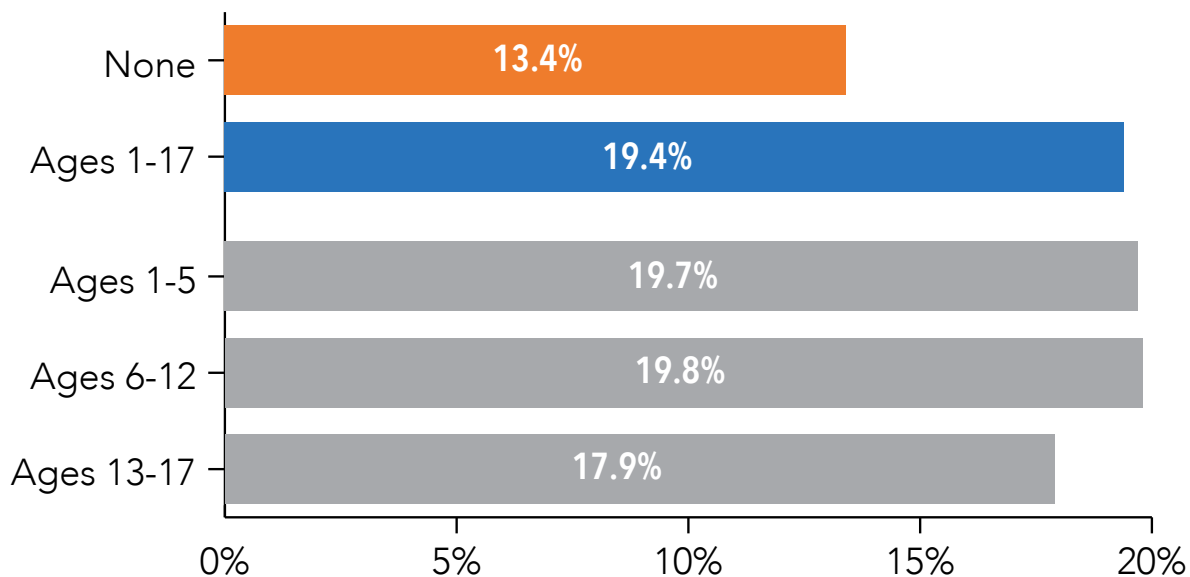
Youth Participation by Gender

Fishing Participants, ages 6-12, 13-17



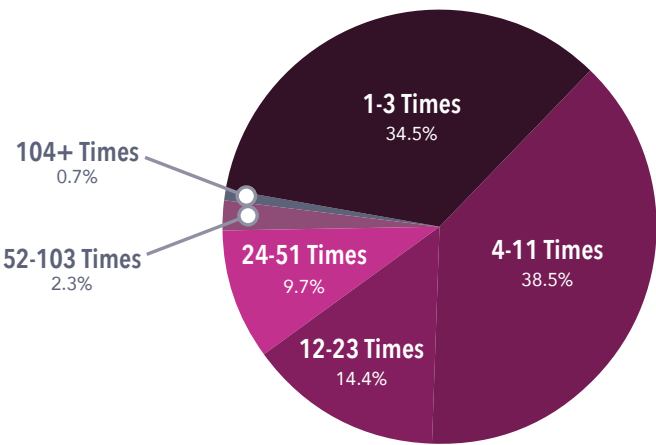
Participation in Fishing Among Adults with Children

Fishing Participants, ages 18+

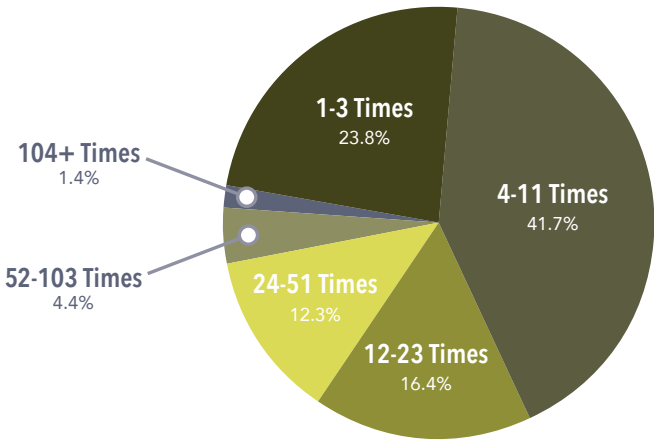


Annual Outings

Youth Fishing Participants, ages 6-12, 13-17



Ages 6-12



Ages 13-17

Perceived Level of Fishing Participation	Fishing Participants, ages 6-12	Fishing Participants, ages 13-17
Occasional participant, would like to fish more	31.6%	23.2%
Occasional participant, fish as often as I want	23.3%	36.7%
Avid fishing participant, would like to fish more	21.1%	20.9%
Avid fishing participant, fish as often as I want	20.4%	17.1%
Don't fish currently, but would like to fish	3.0%	0.6%
Don't fish currently, not interested in fishing	0.5%	1.4%

Top Crossover Activities

Fishing Participants, ages 6-17

Outdoor	Participation Rate	3-Year AAG
Bicycling	43.6%	-0.7%
Camping	42.2%	-0.2%
Running	29.7%	1.0%
Hiking	27.6%	5.4%
Hunting	18.7%	1.6%

Team	Participation Rate	3-Year AAG
Baseball	27.3%	0.4%
Basketball	26.5%	-1.5%
Soccer	21.3%	-1.9%
Tackle Football	12.4%	-0.3%
Flag Football	7.9%	-2.6%

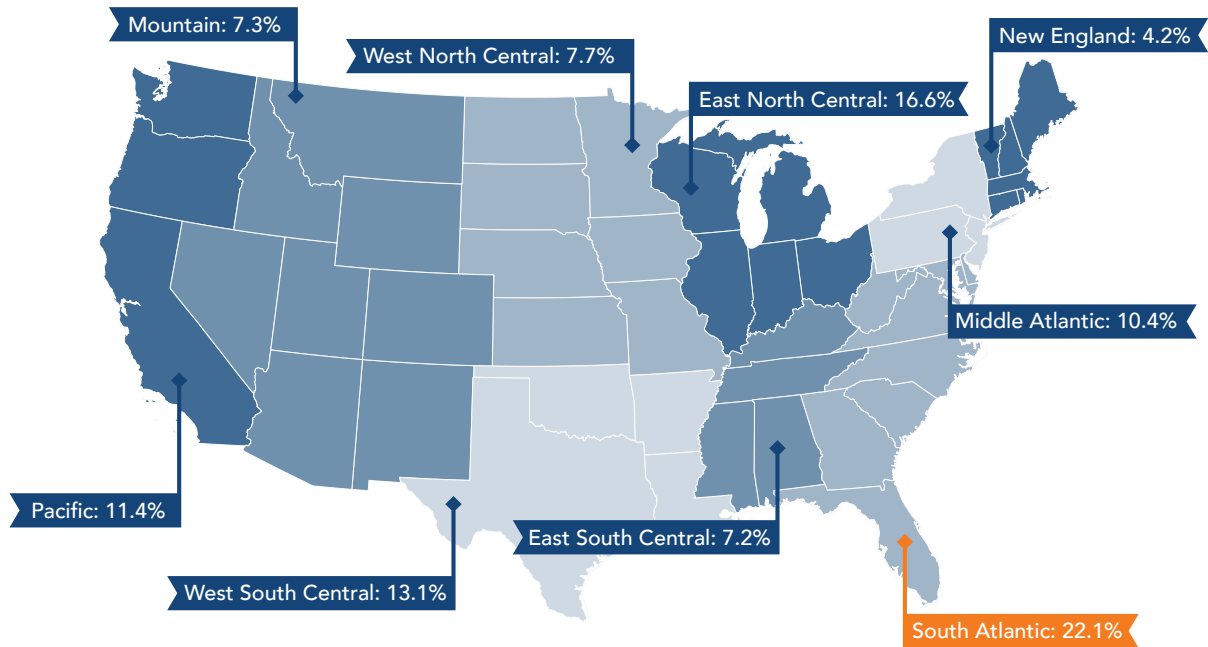
Indoor Fitness	Participation Rate	3-Year AAG
Free Weights	15.9%	-1.7%
Treadmill	13.6%	8.3%
Dance	12.0%	8.1%
Barbells	10.6%	1.6%
Weight Machines	10.3%	0.9%

Other	Participation Rate	3-Year AAG
Bowling	38.6%	-2.0%
Walking	23.7%	-0.7%
Swimming	17.5%	2.8%
Sledding	15.0%	-3.6%
Table Tennis	14.0%	-0.1%

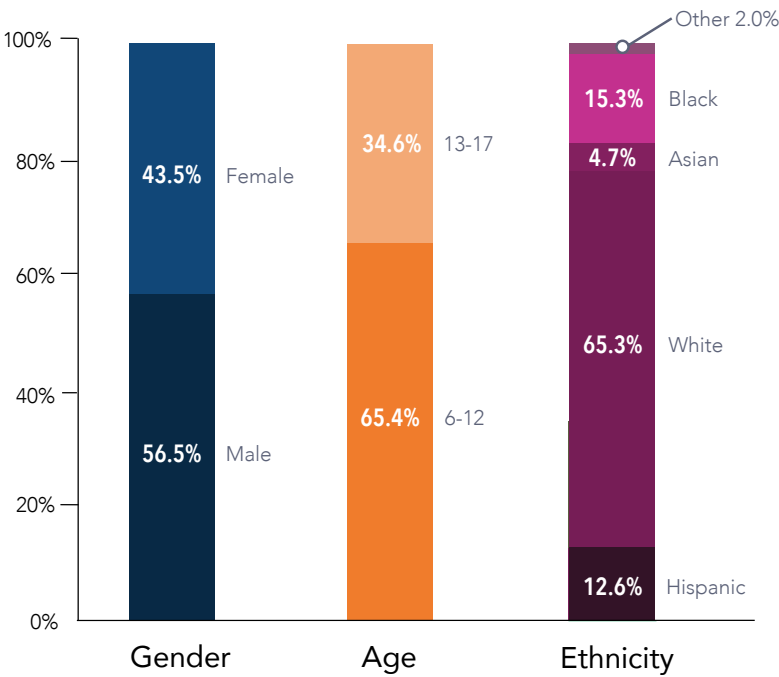
AAG = Average Annual Growth Rate

Demographics of Considering Participants

Youth Considering, ages 6-17

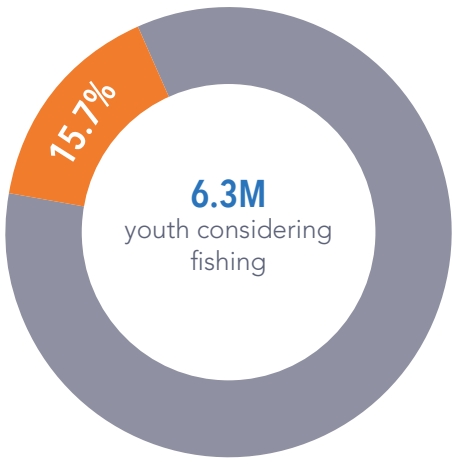


★ highest percentage of participants



Considering Fishing

Youth Considering, ages 6-17



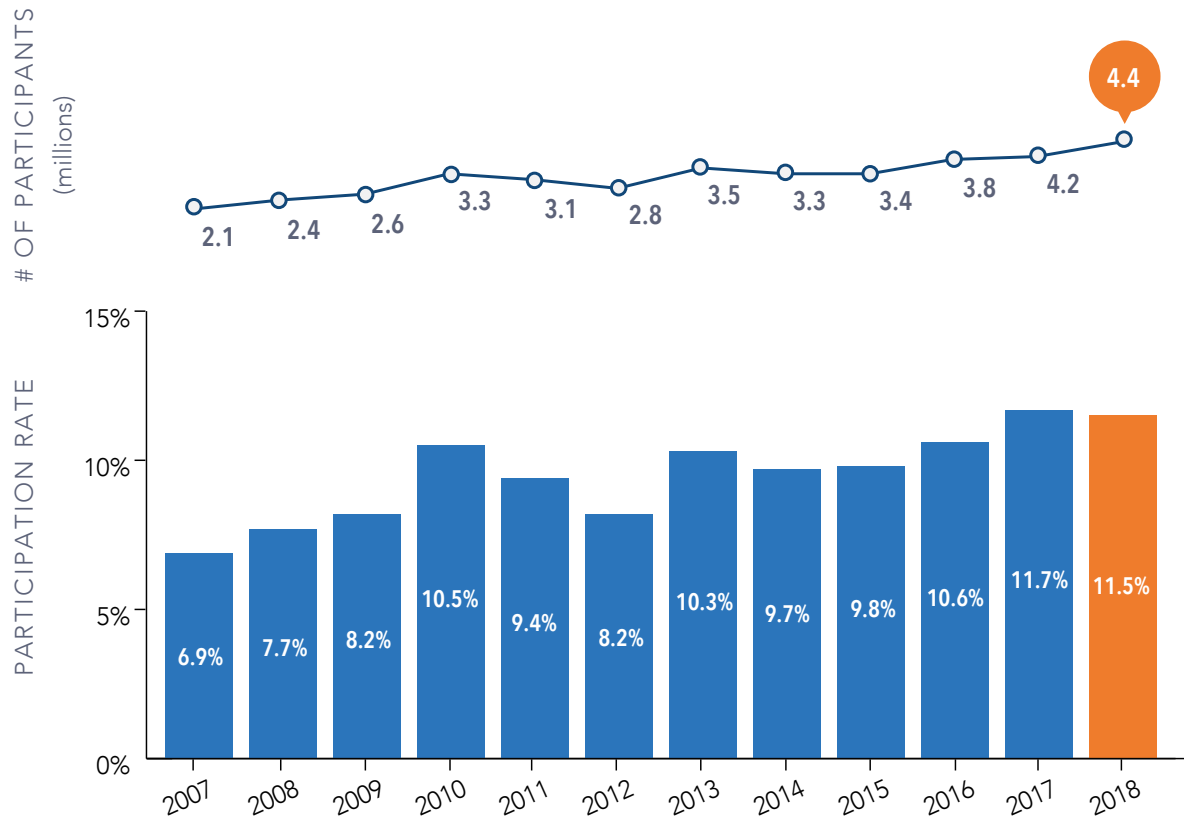
Youth Considering, ages 6-17

HISPANIC PARTICIPATION



Hispanic Fishing Participation

Hispanics, ages 6+



The number of Hispanic American fishing participants jumped to 4.4 million people, the highest number of Hispanic participants yet. Even though the overall participation rate dropped slightly by 0.2%, there was still a strong 8.3% three-year average annual growth among Hispanic participants.



4.4 MILLION
PARTICIPANTS



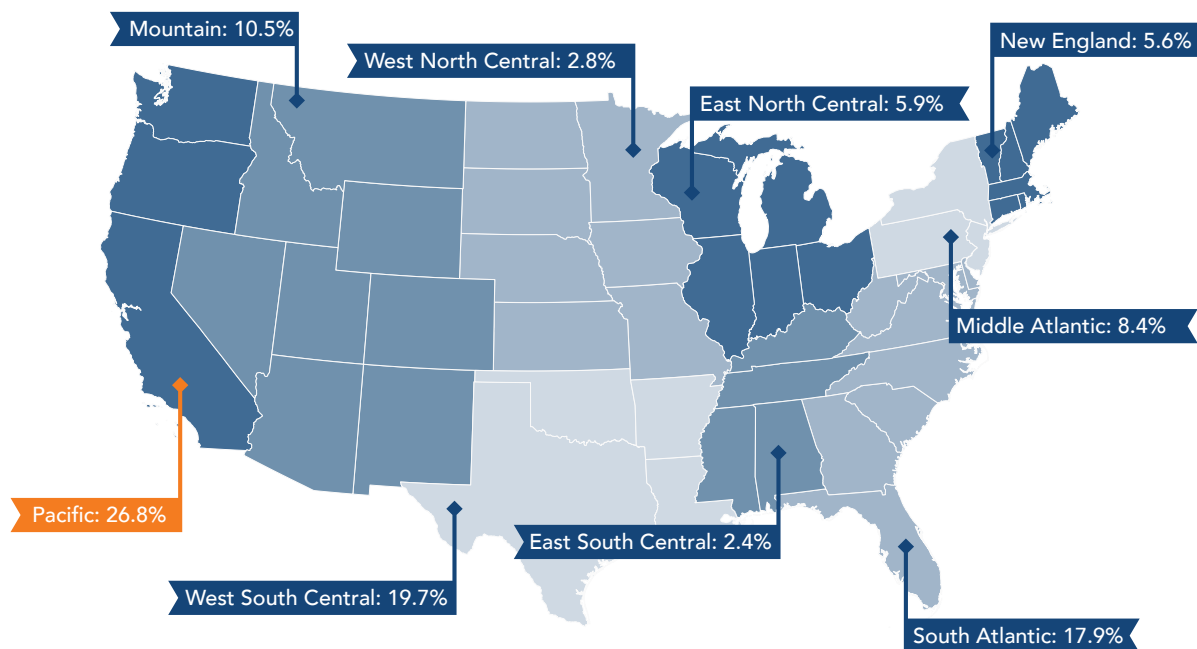
94.0 MILLION
TOTAL OUTINGS



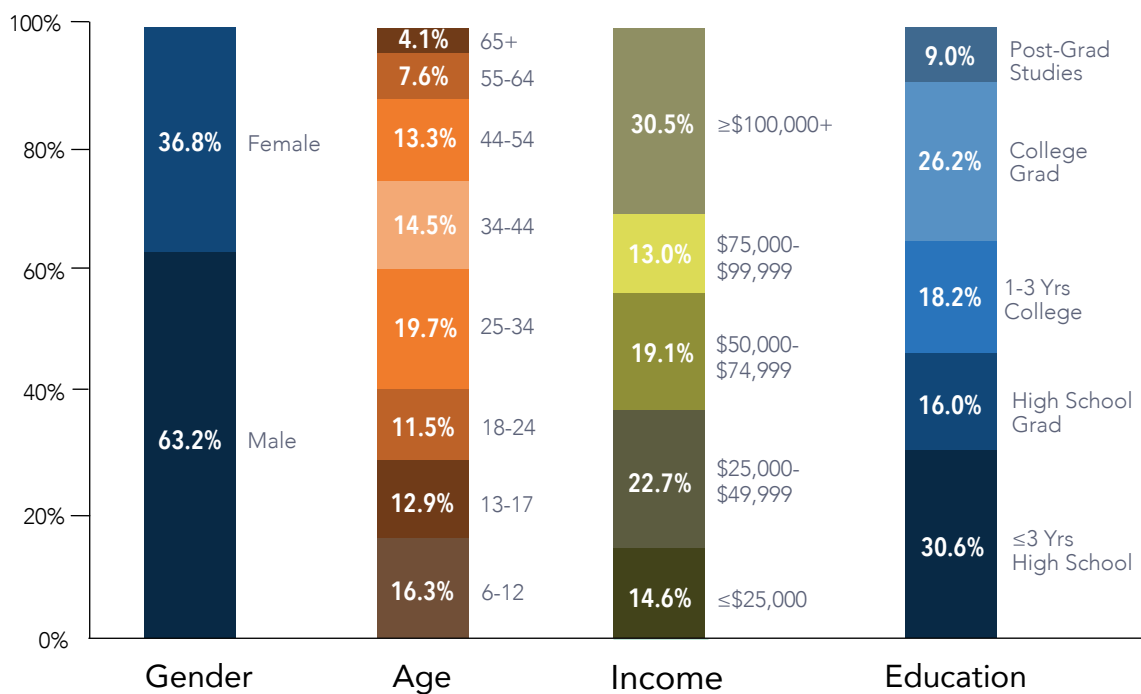
21.9
AVERAGE OUTINGS
PER YEAR

Participant Demographics

Hispanics, ages 6+



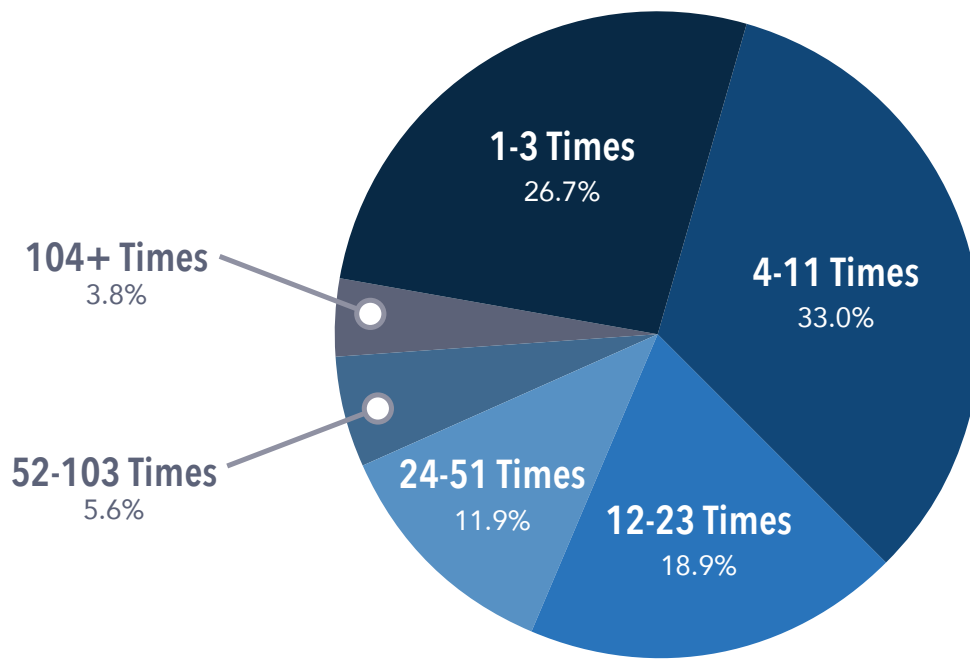
★ highest percentage of participants



Hispanic Fishing Participants, ages 6+

Annual Outings

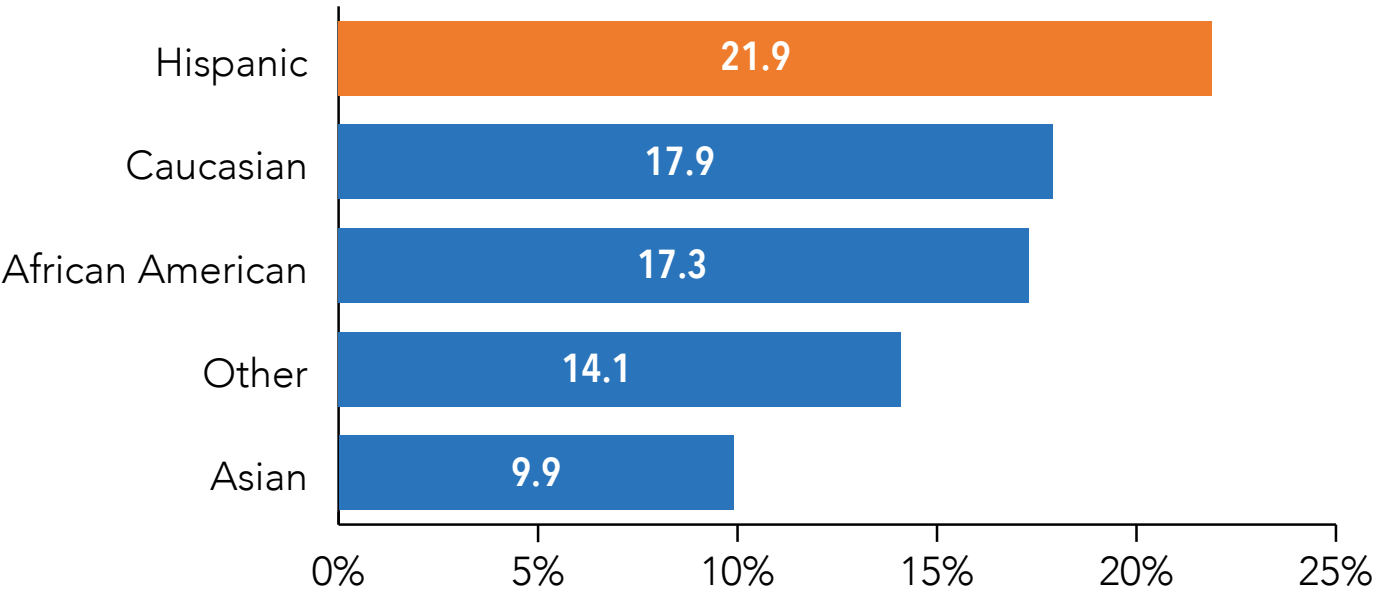
Hispanic Fishing Participants, ages 6+



Perceived Level of Fishing Participation	Hispanic Fishing Participants, ages 6+
Occasional participant, fish as often as I want	34.0%
Occasional participant, would like to fish more	31.0%
Avid fishing participant, would like to fish more	19.5%
Avid fishing participant, fish as often as I want	14.2%
Don't fish currently, not interested in fishing	0.7%
Don't fish currently, but would like to fish	0.6%

Average Annual Outings by Ethnicity

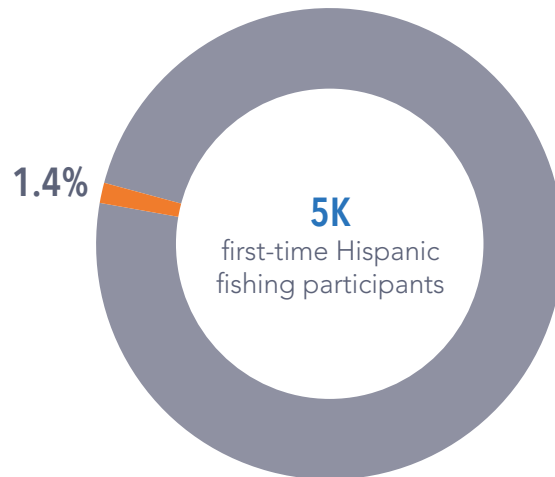
Fishing Participants, ages 6+



Ethnic Group, ages 6+	Total Outings (millions)
Caucasian	700.3
Hispanic	94.0
African American	62.0
Asian	17.2
Other	9.7

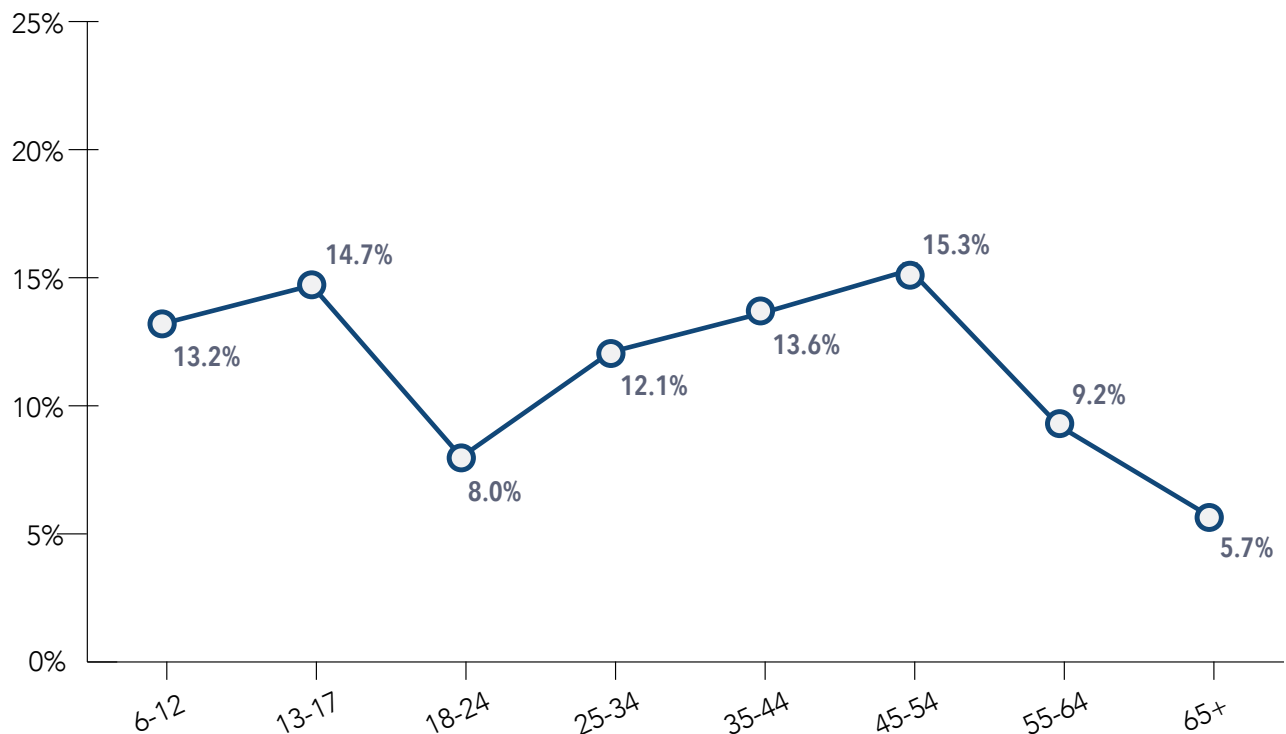
New to Fishing in 2018

Hispanic Fishing Participants, ages 6+



Fishing Lifecycle by Age

Hispanics, ages 6+



Top Crossover Activities

Hispanic Fishing Participants, ages 6+

Outdoor	Participation Rate	3-Year AAG
Camping	38.7%	-2.8%
Running	33.3%	-0.3%
Bicycling	32.7%	1.0%
Hiking	27.7%	9.2%
Hunting	22.7%	-0.2%

Team	Participation Rate	3-Year AAG
Basketball	20.3%	-1.5%
Baseball	18.8%	-0.1%
Soccer	15.6%	-0.7%
Softball	9.8%	-2.9%
Flag Football	8.8%	-0.1%

Indoor Fitness	Participation Rate	3-Year AAG
Free Weights	32.5%	-3.5%
Treadmill	26.5%	5.7%
Barbells	19.0%	-0.4%
Weight Machines	18.5%	-0.4%
Stationary Cycling	17.0%	2.2%

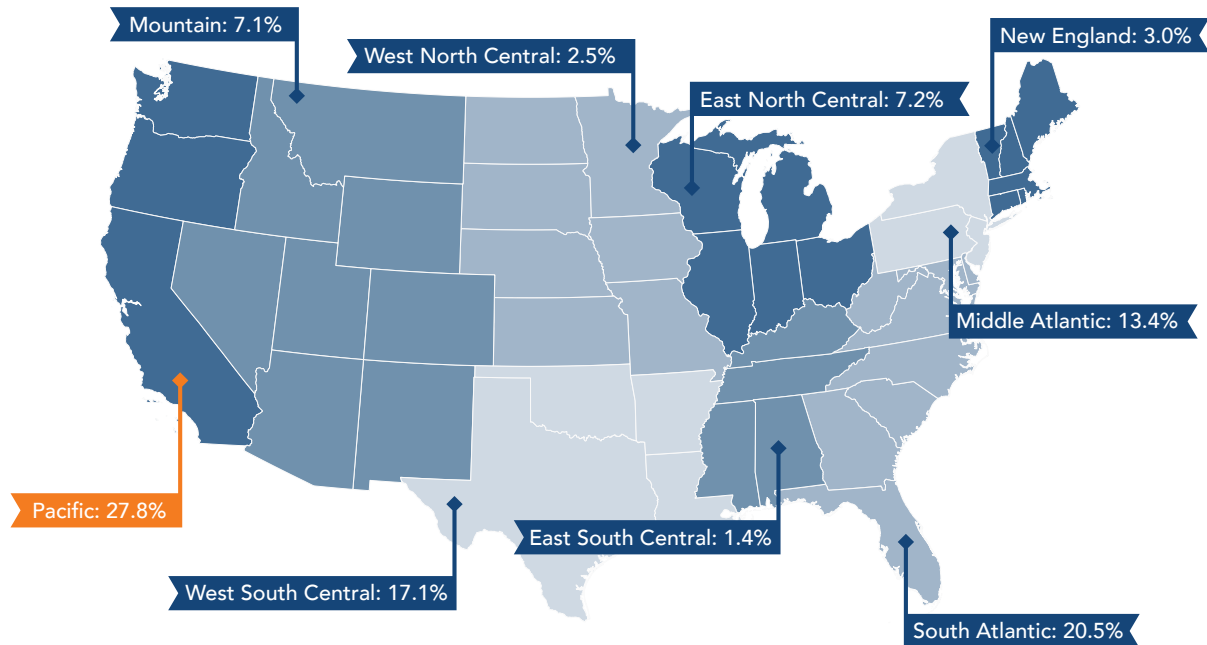
Other	Participation Rate	3-Year AAG
Walking	40.9%	-0.3%
Bowling	34.3%	-2.5%
Golf	21.2%	-4.4%
Swimming	20.5%	1.2%
Tennis	14.2%	3.5%

AAG = Average Annual Growth Rate

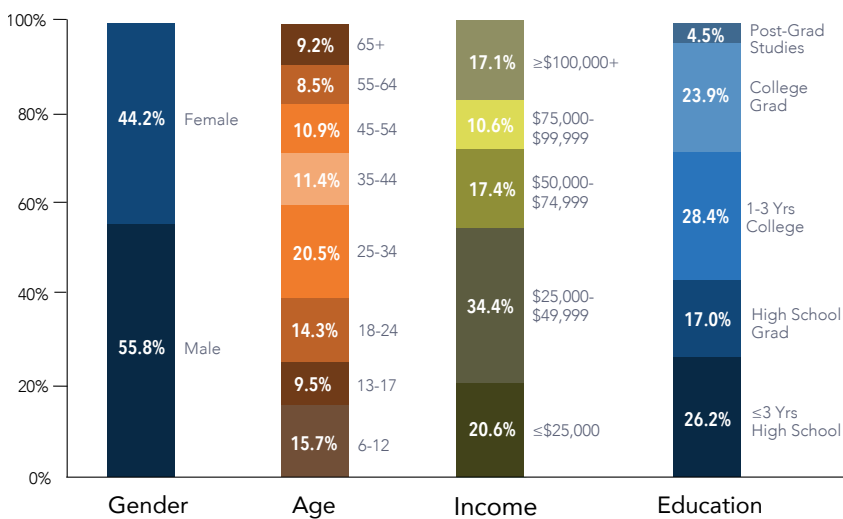
Reasons to Continue Fishing	Hispanic Fishing Participants, ages 18+
Love fishing	30.9%
Catching fish	27.3%
Relaxing	20.0%
Being outdoors	20.0%
Peaceful	16.4%
Fun	14.5%
Eating fish	14.5%
Bonding with family	7.3%
Water	7.3%
Sociable	7.3%
Excitement	7.3%
Thrill of chase	5.5%
Quiet	5.5%
Lifelong interest	3.6%
Break from the norm	3.6%
Boats	3.6%
Warm	1.8%
Other	12.7%

Demographics of Considering Participants

Hispanics Considering, ages 6+



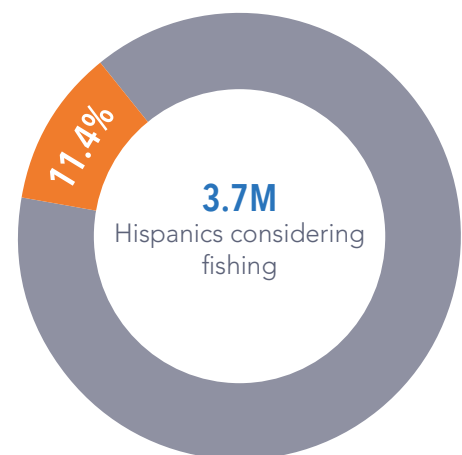
★ highest percentage of participants



Hispanics Considering, ages 6+

Considering Fishing

Hispanics Considering, ages 6+

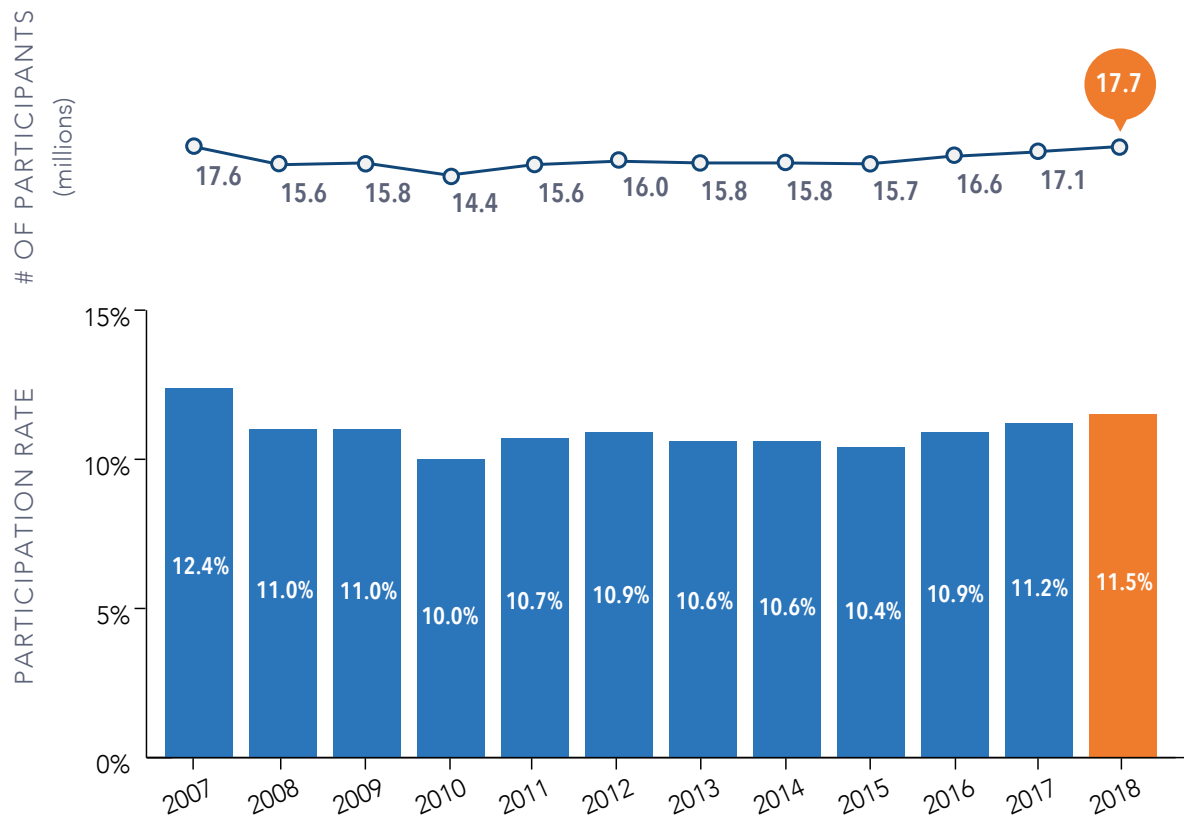


FEMALE PARTICIPATION



Female Fishing Participation

Females, ages 6+



Female fishing participation was strong in 2018. The number of participants was at a record high, while the participation rate was the highest since 2007. Indeed, the three-year average annual growth in participation rate was a noteworthy 4%.



17.7 MILLION
PARTICIPANTS



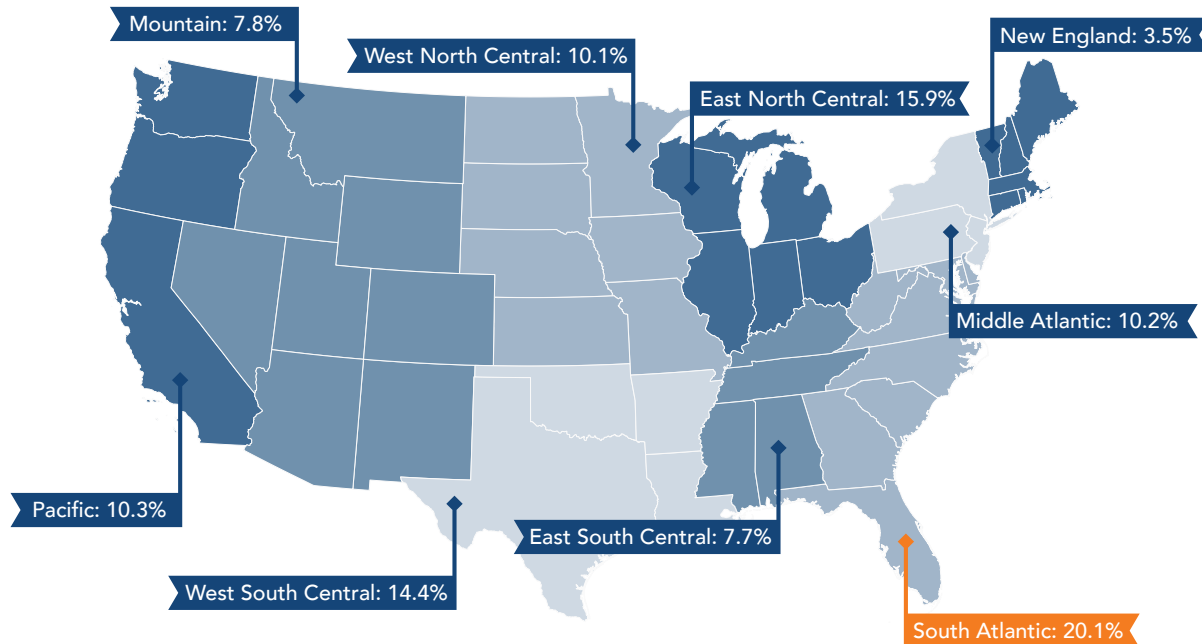
251.1 MILLION
TOTAL OUTINGS



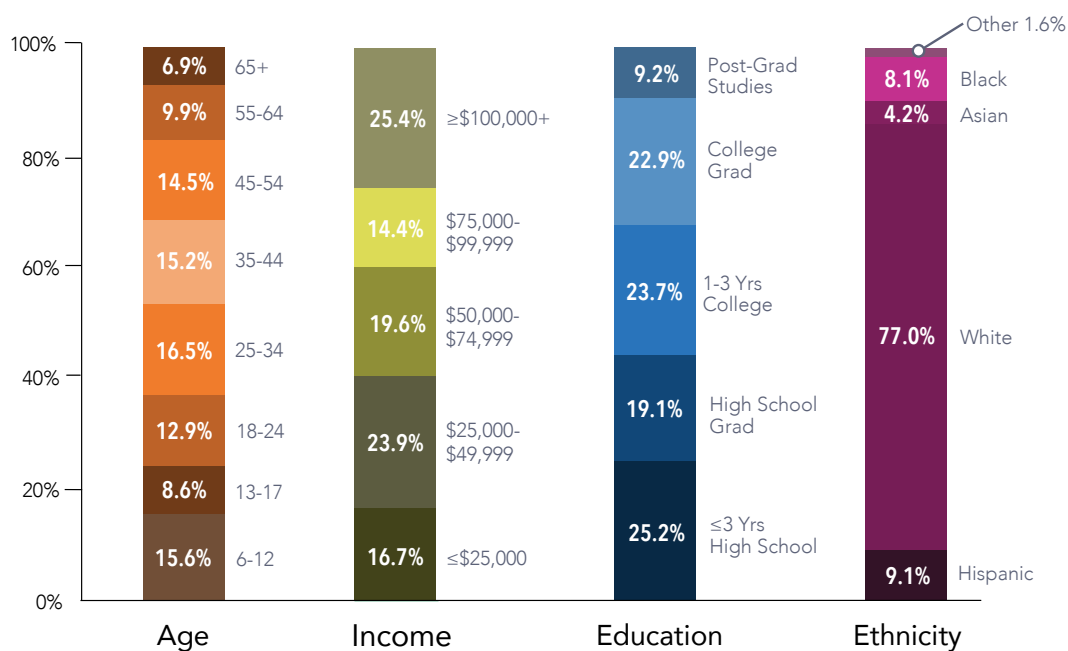
16.5
AVERAGE OUTINGS
PER YEAR

Participant Demographics

Females, ages 6+



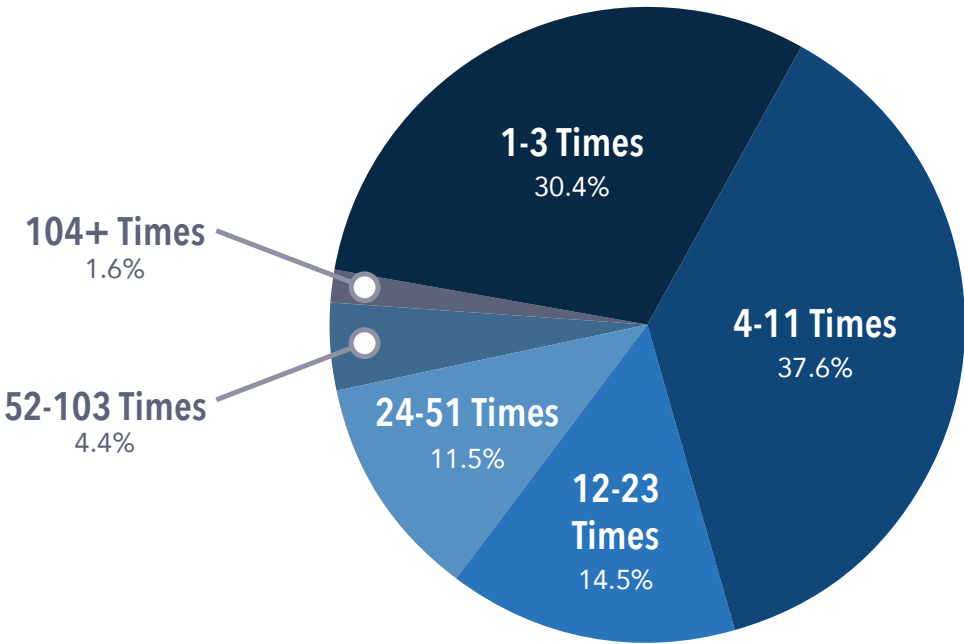
★ highest percentage of participants



Female Fishing Participants, ages 6+

Annual Outings

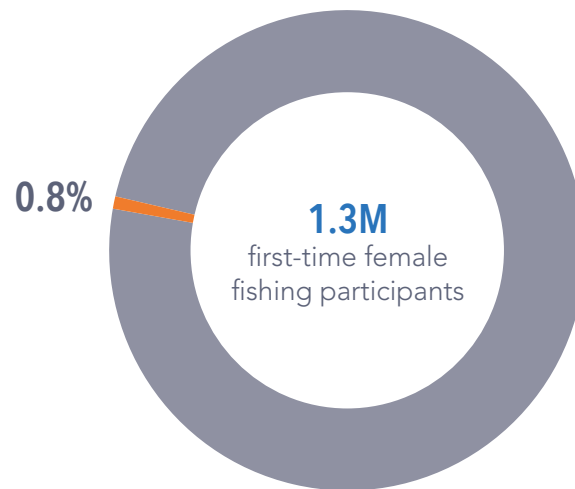
Female Fishing Participants, ages 6+



Perceived Level of Fishing Participation	Female Fishing Participants, ages 6+
Occasional participant, would like to fish more	34.9%
Occasional participant, fish as often as I want	33.2%
Avid fishing participant, fish as often as I want	14.5%
Avid fishing participant, would like to fish more	14.2%
Don't fish currently, but would like to fish	1.8%
Don't fish currently, not interested in fishing	1.4%

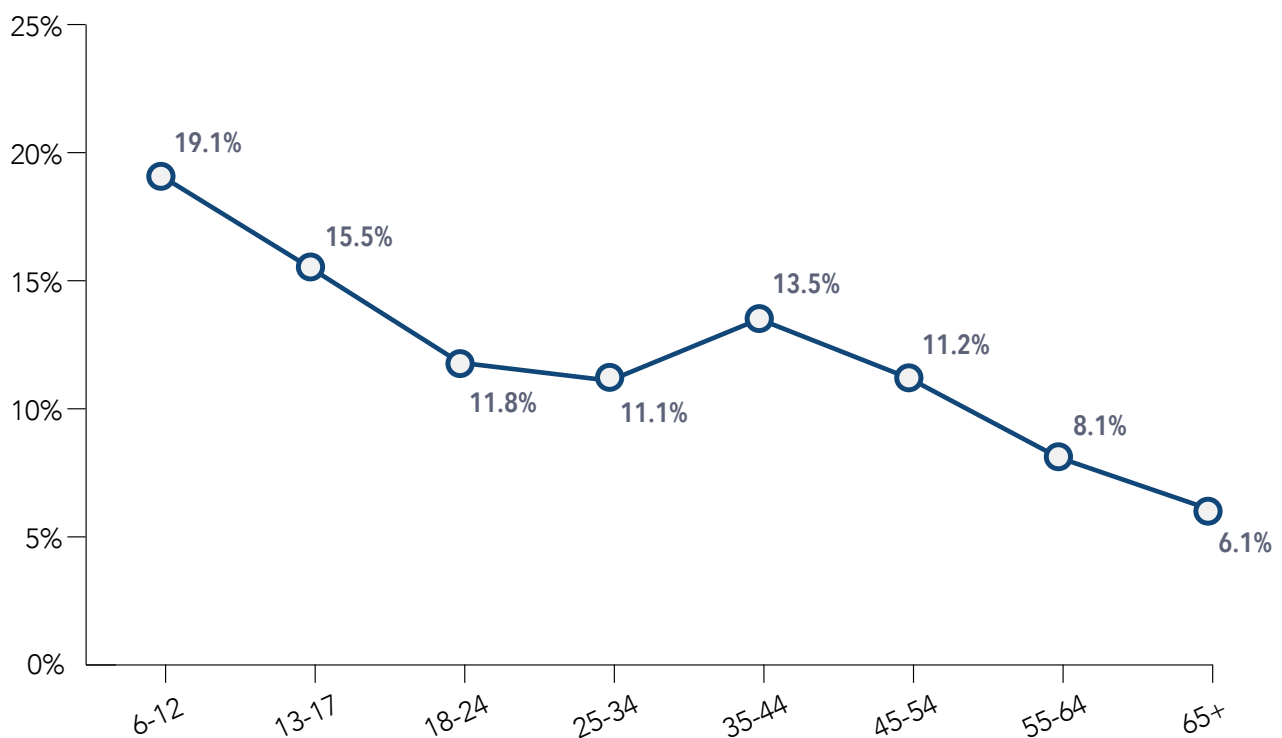
New to Fishing in 2018

Female Fishing Participants, ages 6+



Fishing Lifecycle by Age

Female Fishing Participants, ages 6+



Top Crossover Activities

Female Fishing Participants, ages 6+

Outdoor	Participation Rate	3-Year AAG
Camping	38.0%	-0.3%
Hiking	30.6%	7.8%
Bicycling	27.9%	0.3%
Running	27.5%	0.0%
Birdwatching	22.6%	-2.0%

Team	Participation Rate	3-Year AAG
Basketball	9.3%	-3.2%
Soccer	6.9%	-4.3%
Baseball	6.1%	-2.1%
Softball	5.8%	-8.5%
Volleyball	5.3%	-5.8%

Indoor Fitness	Participation Rate	3-Year AAG
Treadmill	28.5%	1.9%
Free Weights	23.9%	-2.5%
Yoga	20.1%	6.6%
Dance	19.5%	-3.4%
Stationary Cycling	18.2%	2.7%

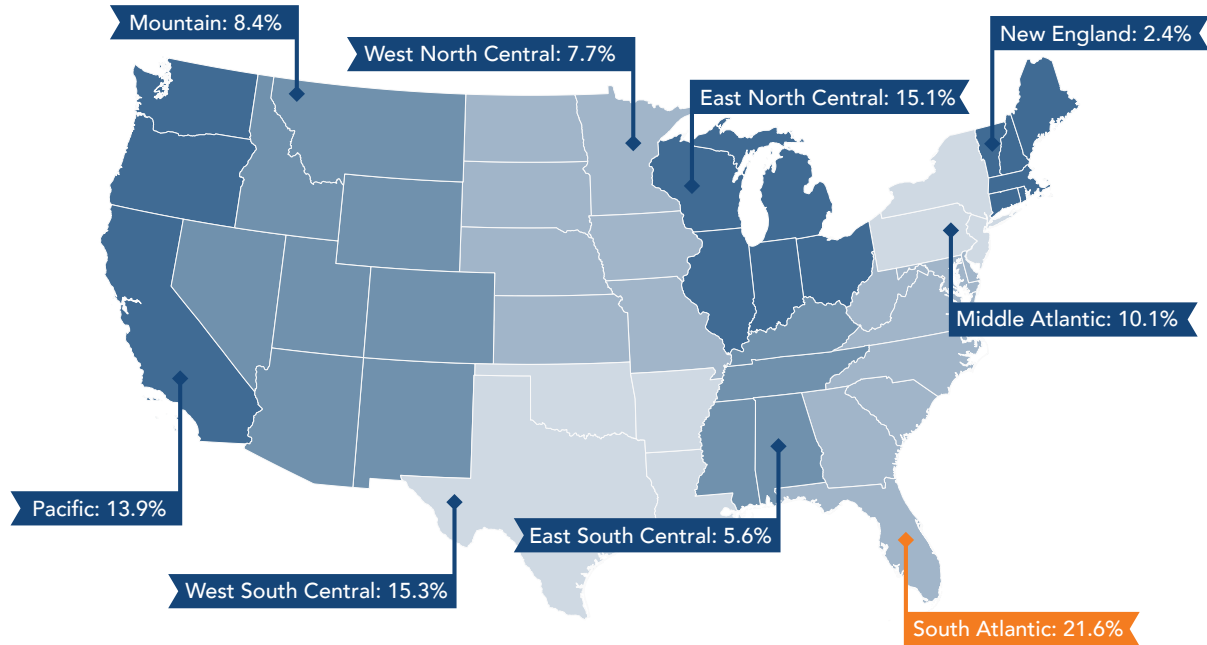
Other	Participation Rate	3-Year AAG
Walking	51.5%	-2.2%
Bowling	32.2%	-3.0%
Swimming	19.3%	1.8%
Tennis	11.7%	-1.8%
Target Shooting	11.3%	2.8%

AAG = Average Annual Growth Rate

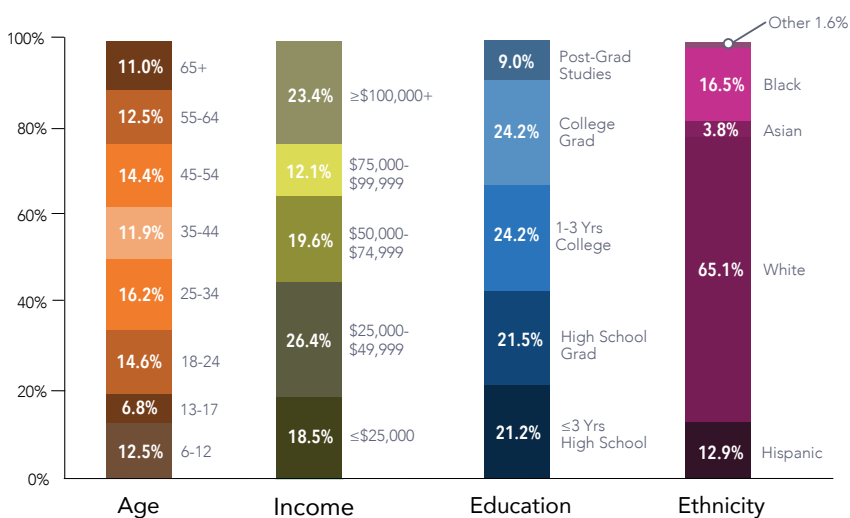
Reasons to Continue Fishing	Female Fishing Participants, ages 18+
Catching fish	36.2%
Peaceful	31.4%
Relaxing	28.0%
Fun	26.6%
Love fishing	25.6%
Eating fish	19.3%
Being outdoors	17.4%
Bonding with family	15.0%
Water	10.6%
Excitement	9.2%
Thrill of chase	4.8%
Quiet	4.8%
Challenging	3.9%
Sociable	2.9%
Break from the norm	2.9%
Lifelong interest	2.4%
Boats	2.4%
Warm	2.4%
Other	5.3%

Demographics of Considering Participants

Females Considering, ages 6+



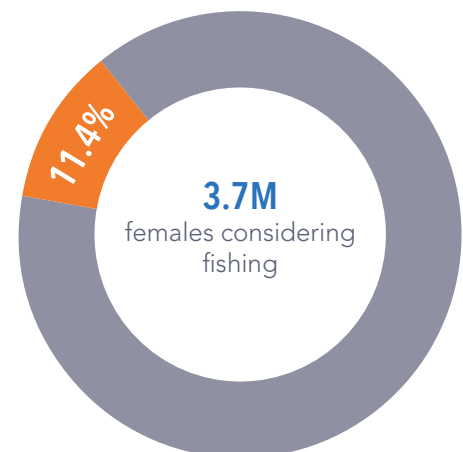
★ highest percentage of participants



Females Considering, ages 6+

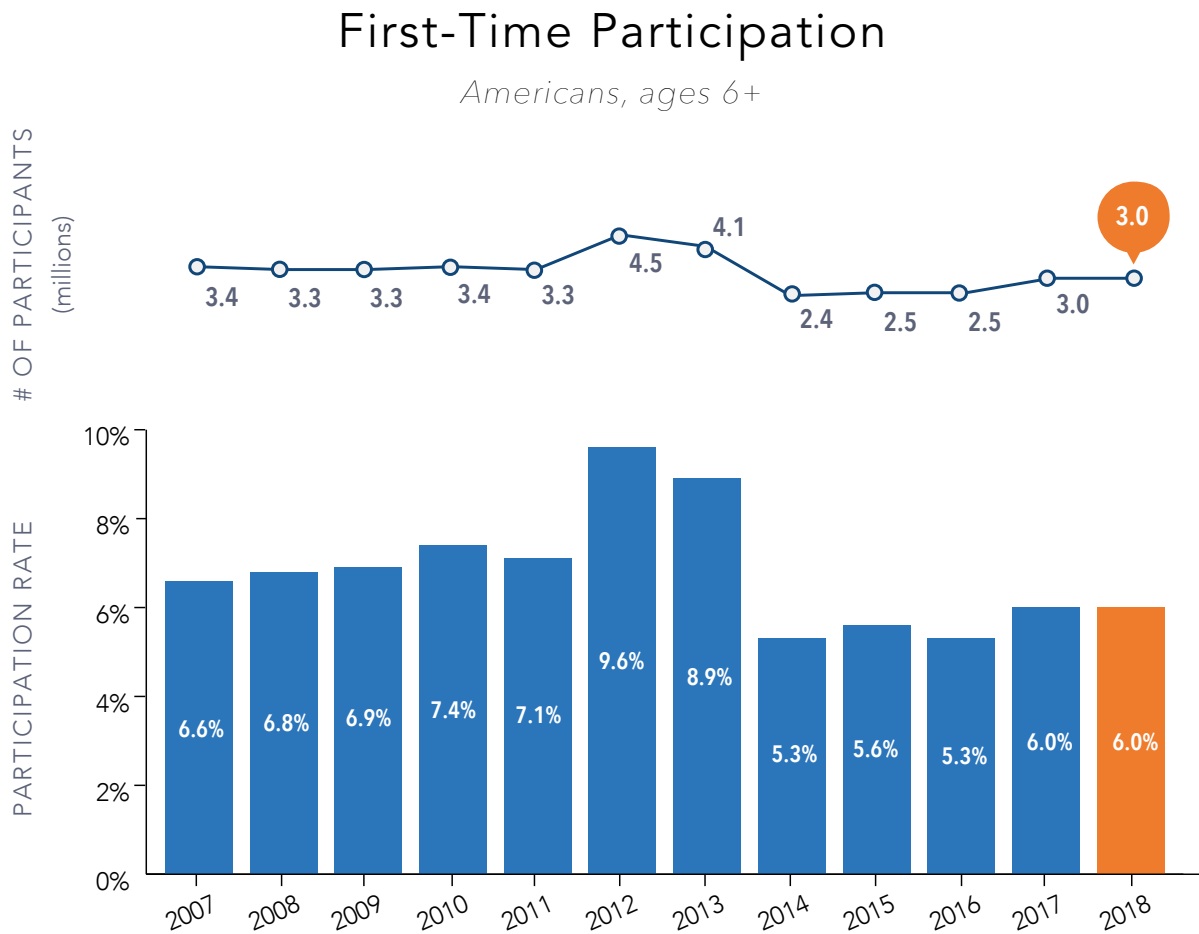
Considering Fishing

Females Considering, ages 6+



FIRST-TIME PARTICIPANTS





In 2018, there were 3.0 million new fishing participants, or 6.0% of the U.S. population trying fishing for the first time. Both the actual number of participants and the participation rate remained flat from 2018 to 2019.



3.0 MILLION
PARTICIPANTS



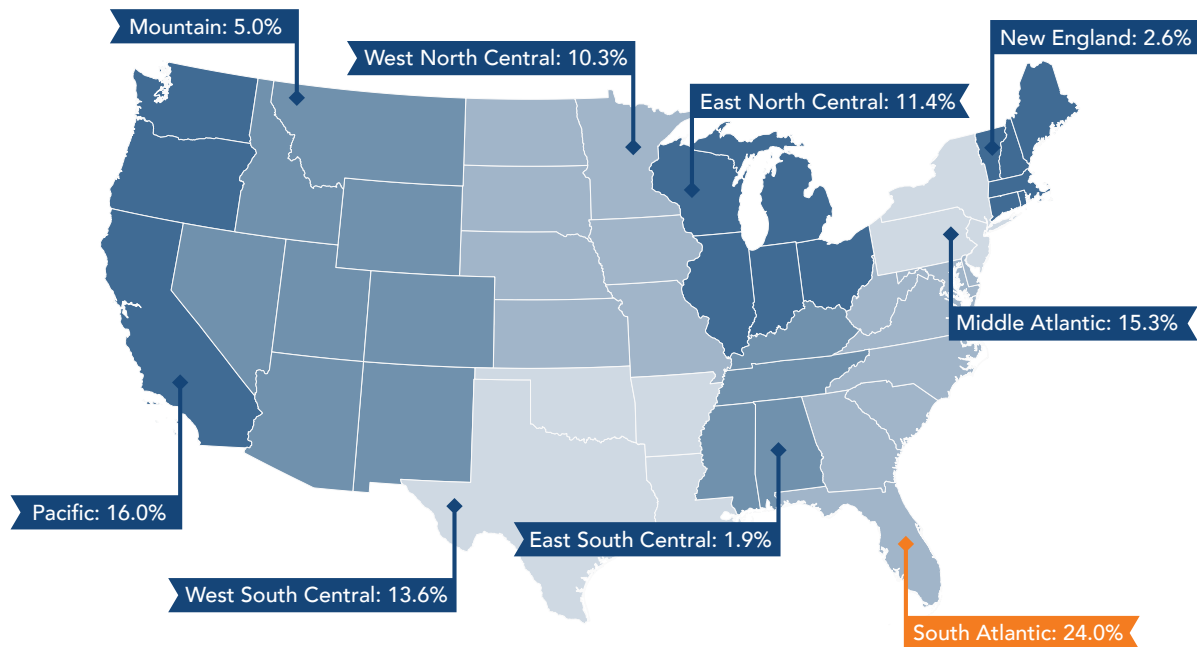
18.4 MILLION
TOTAL OUTINGS



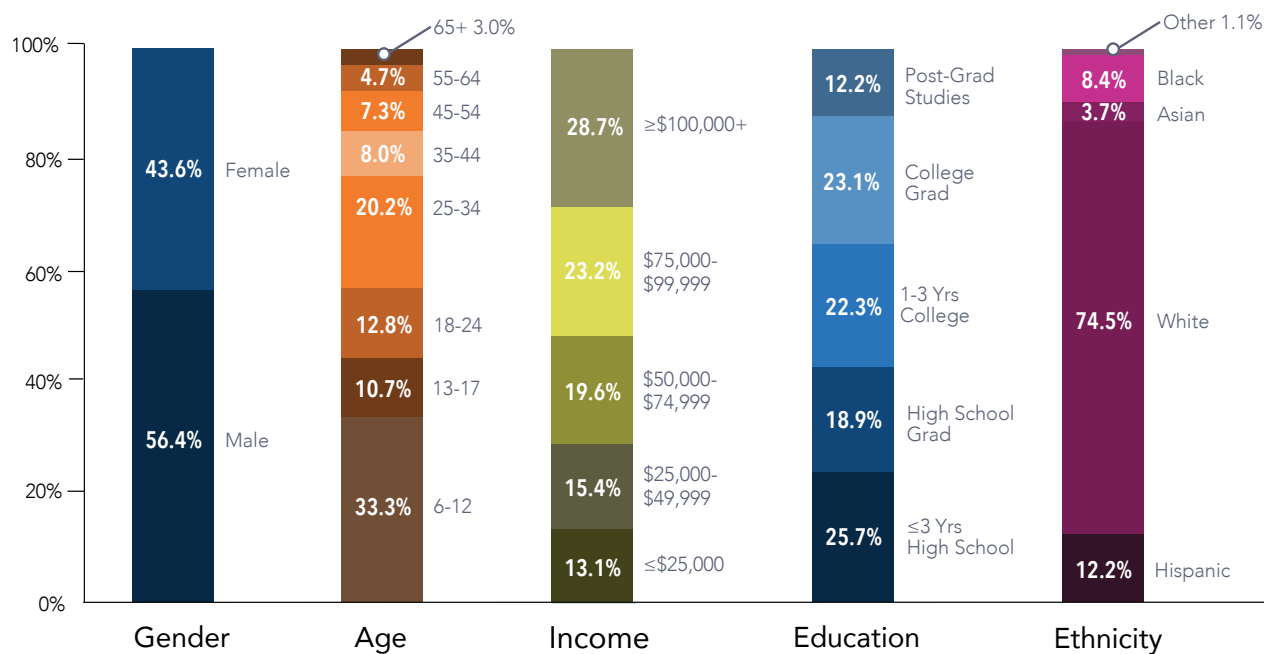
6.3
AVERAGE OUTINGS
PER YEAR

Demographics of First-Time Participants

First-Time Participants, ages 6+



★ highest percentage of participants



First-Time Participants, ages 6+

Reasons for Trying Fishing for the First Time	First-Time Fishing Participants, ages 18+
A friend or relative took me	36.4%
Ease of access to fishing	14.3%
Experience excitement and adventure	10.0%
Fishing trip as part of a vacation or group outing	7.9%
Disconnect from electronics	6.4%
Fished as a kid and want to try again	3.6%
Seeking solitude	3.6%
Want to take my children	2.9%
Try catching my own food	2.9%
Experiment with a new hobby	2.9%
Other	2.9%

Expectations for a First Fishing Trip	First-Time Fishing Participants, ages 18+
Relaxing and unwinding	52.9%
Catch up with family and friends	40.0%
Spend time in the outdoors	35.0%
Exciting time catching a lot of fish	31.4%
Try something new; maybe catch fish	28.6%
Teach my children about fishing and nature	20.0%
No expectations	20.0%
Competition for the biggest or most fish	18.6%
Other	1.4%

Perceptions of Fishing Before Participating	First-Time Fishing Participants, ages 18+
Time consuming	40.0%
Exciting way to spend time outdoors	38.6%
Uninteresting	32.9%
Requires too much equipment	23.6%
Easy to learn	19.3%
Only for serious outdoors people	16.4%
Not for someone like me	15.7%
Intriguing	11.4%
Too much of a financial investment	9.3%
Stress free activity	2.1%
Other	7.9%

Do you still agree with you initial perceptions of fishing? (1 = lowest / 5 = highest)	First-Time Fishing Participants, ages 18+
Exciting way to spend time outdoors	4.4
Easy to learn	4.3
Intriguing	4.2
Requires too much equipment	3.7
Too much of an investment	3.6
Only for serious outdoors people	3.2
Not for someone like me	2.6

Stereotypes of Fishing Participants

First-time Fishing Participants, ages 18+



26.3%
OUTDOORSY



25.8%
FOR SOMEONE
LIKE ME



16.3%
ACTIVE



13.5%
QUIET



5.5%
OLDER



5.1%
EDUCATED



3.8%
YOUNGER



3.4%
NOT FOR
SOMEONE LIKE ME



2.8%
LAZY

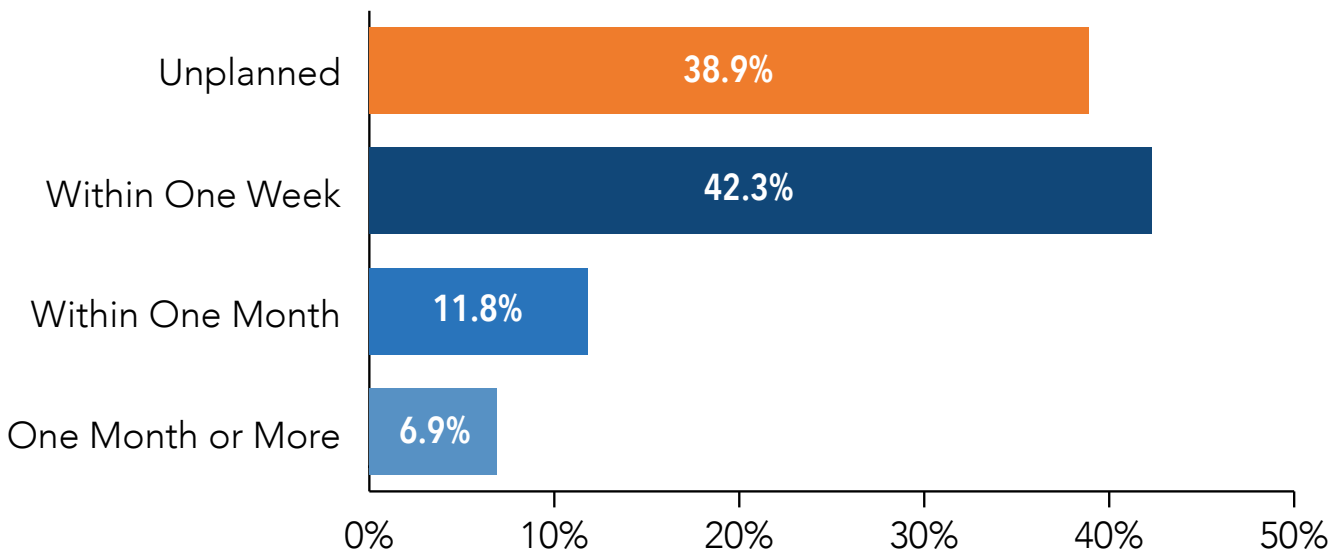
Reasons to Continue Fishing	First-Time Fishing Participants, ages 18+
Love fishing	25.9%
Catching fish	22.3%
Fun	20.9%
Relaxing	18.0%
Peaceful	16.5%
Eating Fish	12.2%
Bonding with family	9.4%
Being outdoors	6.5%
Excitement	5.0%
Thrill of chase	2.9%
Quiet	2.9%
Water	2.2%
Sociable	2.2%
Other	15.1%

PROFILE OF A FISHING TRIP

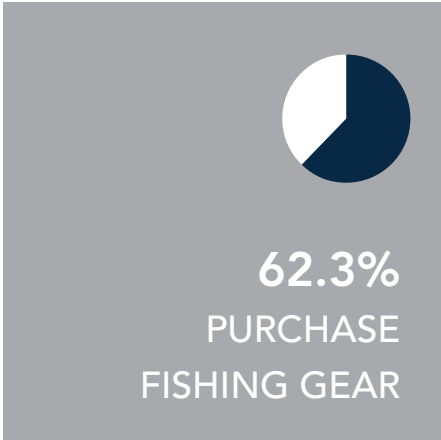


Planning Fishing Trips

Fishing Participants, ages 18+

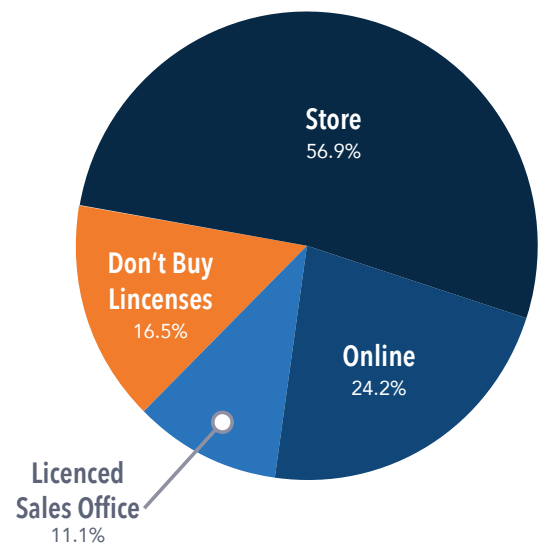


Where Fishing Information is Obtained	Fishing Participants, ages 18+
Friends	55.8%
Family	45.4%
Fishing specific websites	23.5%
Retail stores	21.1%
General outdoor websites	19.8%
Outdoor magazine	16.6%
Online retail stores	11.5%
Other	5.7%



Where Fishing License Purchased

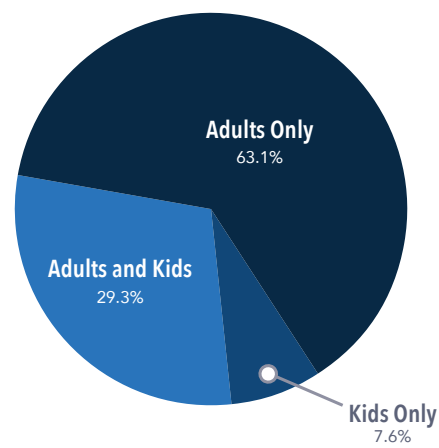
Fishing Participants, ages 18+



Why Fishing Licenses Are Not Purchased	Fishing Participants, ages 18+
No license needed for senior citizens	40.0%
Have a lifetime license	30.0%
No license needed for saltwater fishing	10.0%
Free fishing in state	7.5%
Went fishing on a charter boat	5.0%
Free fishing for Native Americans	5.0%
Someone else purchased for me	5.0%
Cost	5.0%
Have a three-year license	2.5%
Fished commercially	2.5%
Forgot	2.5%

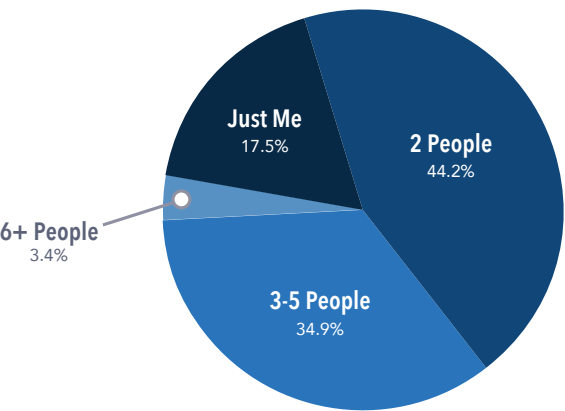
Age of Fishing Companions

Fishing Participants, ages 18+



Number of Fishing Companions

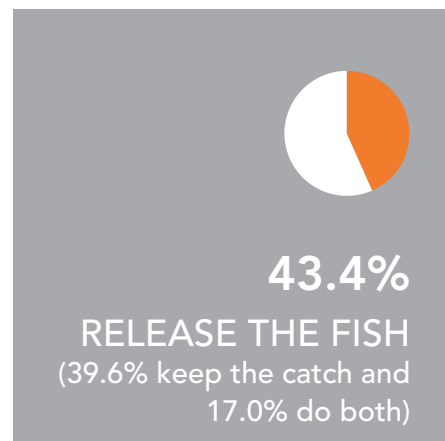
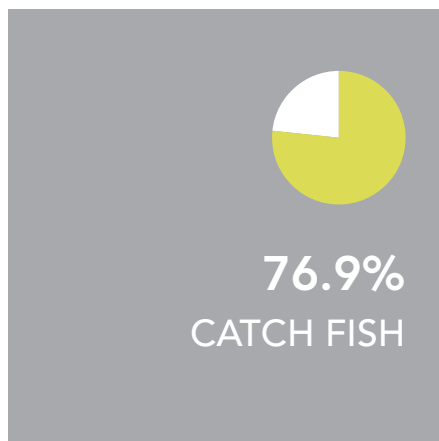
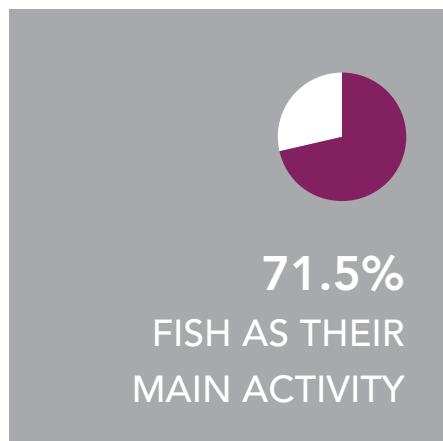
Fishing Participants, ages 18+



Fishing Locations	Fishing Participants, ages 6+
Shoreline	50.3%
Boat	49.7%
River bank	44.3%
Pier or jetty	26.6%
Kayak	5.1%
Other	4.9%

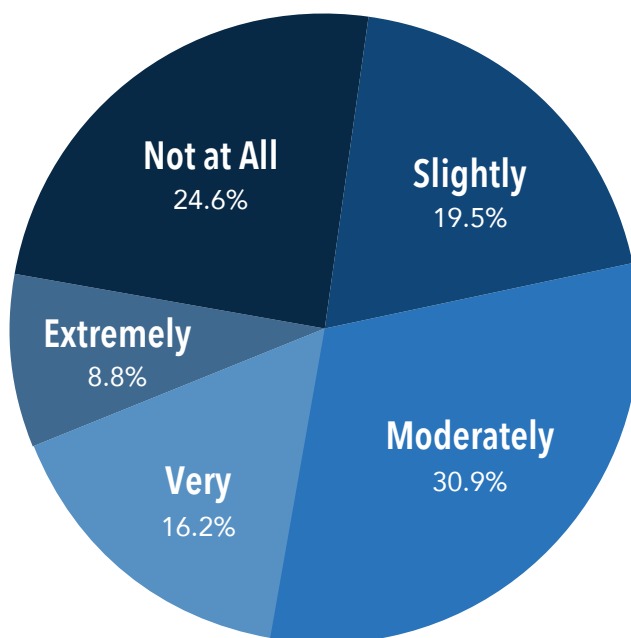
Typical Fishing Trip

Fishing Participants, ages 18+



Fishing Participation Inspired by Environmental Conservation

Fishing Participants, ages 18+



PERCEPTIONS OF FISHING



The Best Things About Fishing	Fishing Participants, ages 18+
Spending time with family or friends	34.3%
Enjoying the sounds and smells of nature	31.7%
Getting away from the usual demands of life	31.4%
Catching fish	30.9%
Being close to nature	23.4%
Observing the scenic beauty	19.4%
The "chase" (finding the right spot, tackle and fish)	13.4%
Experiencing solitude	12.3%
Being with people who enjoy the same things	10.0%
Reliving my childhood memories of going fishing	9.4%
Catching my own food	8.5%
Experiencing excitement and adventure	8.5%
Sharing the enjoyment of fishing with a child	8.5%
Being with people who share the same values	7.5%
Affordability	7.5%
Because it is cool	4.5%
Getting exercise	4.3%
Developing my skills and abilities	3.8%
Talking to new and varied people	3.1%
Gaining a sense of accomplishment and self-confidence	2.6%
Nothing	2.8%

Reason to Continue Fishing	Fishing Participants, ages 18+
Catching fish	34.8%
Peaceful	29.4%
Relaxing	26.0%
Love fishing	26.0%
Fun	25.7%
Being outdoors	18.6%
Eating fish	18.0%
Bonding with family	11.0%
Water	10.1%
Thrill of chase	6.5%
Sociable	6.1%
Quiet	5.5%
Excitement	5.5%
Lifelong interest	3.5%
Break from the norm	3.0%
Challenging	2.7%

How big an obstacle to your enjoyment of fishing is...? (1 = lowest / 5 = highest)	Fishing Participants, ages 18+
Being outdoors (e.g. mosquitoes, heat)	2.4
Not catching fish	2.4
Crowded fishing spots	2.4
The expense (e.g. equipment, bait)	2.2
The hassle	2.2
Polluted waterways	2.2
Lack fishing knowledge	2.2
Baiting the hooks	2.1
Lack of equipment	2.0
Boring	1.8
Do not like touching fish and worms	1.8

Barriers to Fishing	Fishing Participants, ages 18+
Poor weather	35.2%
Overcrowded fishing spots	27.4%
Cleanliness of water and the surrounding areas	19.4%
Lack of bodies of water	18.9%
Limitations on type of species you can fish for locally	15.2%
Lack of available bait to purchase	8.9%
No barriers	32.3%

Which resources would make it easier to fish? (1 = lowest / 5 = highest)	Fishing Participants, ages 18+
Easier/more affordable access to boats	3.6
Easier/more affordable access to fishing equipment	3.5
Comprehensive mobile guides that you can access on the water	3.2
Short lessons/information sessions from a state agency or local guide	3.1

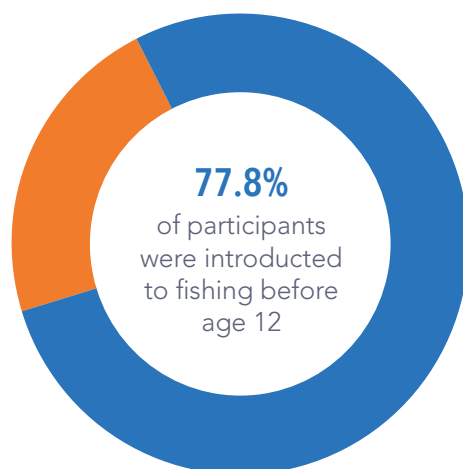
Positive Fishing Memories or Associations	Fishing Participants, ages 18+
Quality time with family or friends	68.0%
Being immersed in nature	63.8%
Reminds me of childhood	46.6%
Enjoying the water	37.2%
Connecting with a simpler way of life	35.4%
Learning a new skill	32.9%
Other	2.0%
None	3.2%

FUTURE OF FISHING



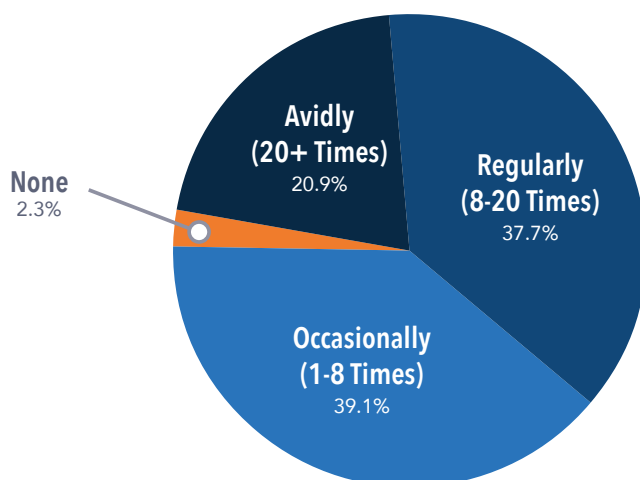
Fishing as a Child

Fishing Participants, ages 18+



Planned Fishing Participation for Next Year

Fishing Participants, ages 18+



Methodology

During the 2018 calendar year, a total of 20,069 online interviews were carried out with a nationwide sample of individuals from the US Online Panel of over one million people operated by IPSOS. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups. Data is based on Nielsen's measure of the Hispanic population in the United States, ages 6 and up, which is 37,185,894 individuals.

The 2019 participation survey sample size of 20,069 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 US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.31 percentage points at the 95% confidence level.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, population density, and panel join date. The total population figure used was 300,652,039 people ages 6 and older.

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 *2018 Special Report on Fishing* is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the US 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: the 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 latest 2019 participation survey, which focused on American participation in the 2018 calendar year. Please note that some information includes data that was collected during previous

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This project was organized and funded by the Recreational Boating & Fishing Foundation (RBFF) through a USFWS financial assistance award (#F18AC00145).