



**RBFF STATE
MARKETING
WORKSHOP**

Psychology of Churn Research Update

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Agenda

01 – The Retention Opportunity

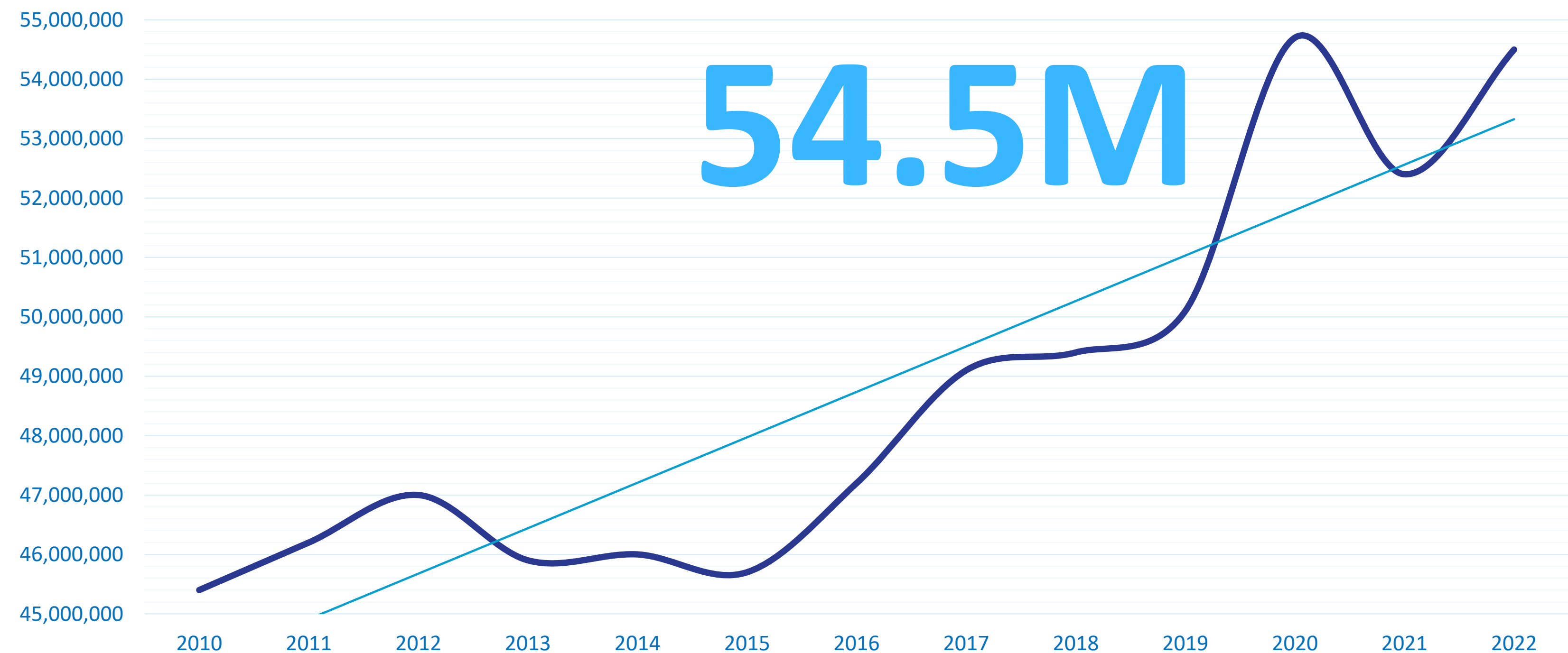
02 – What We've Learned

03 – What's Next

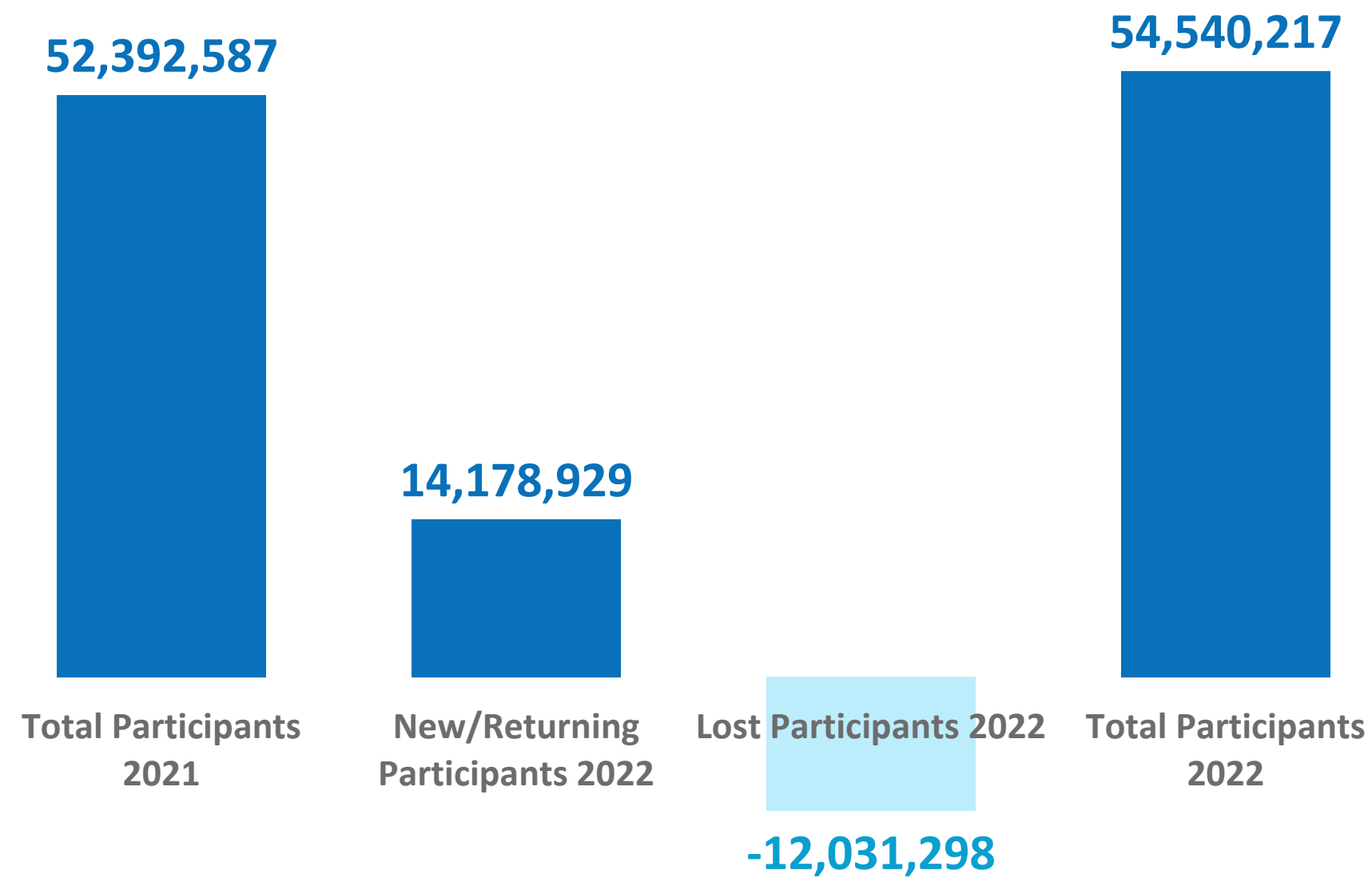
04 – How You Can Get Involved

The Retention Opportunity

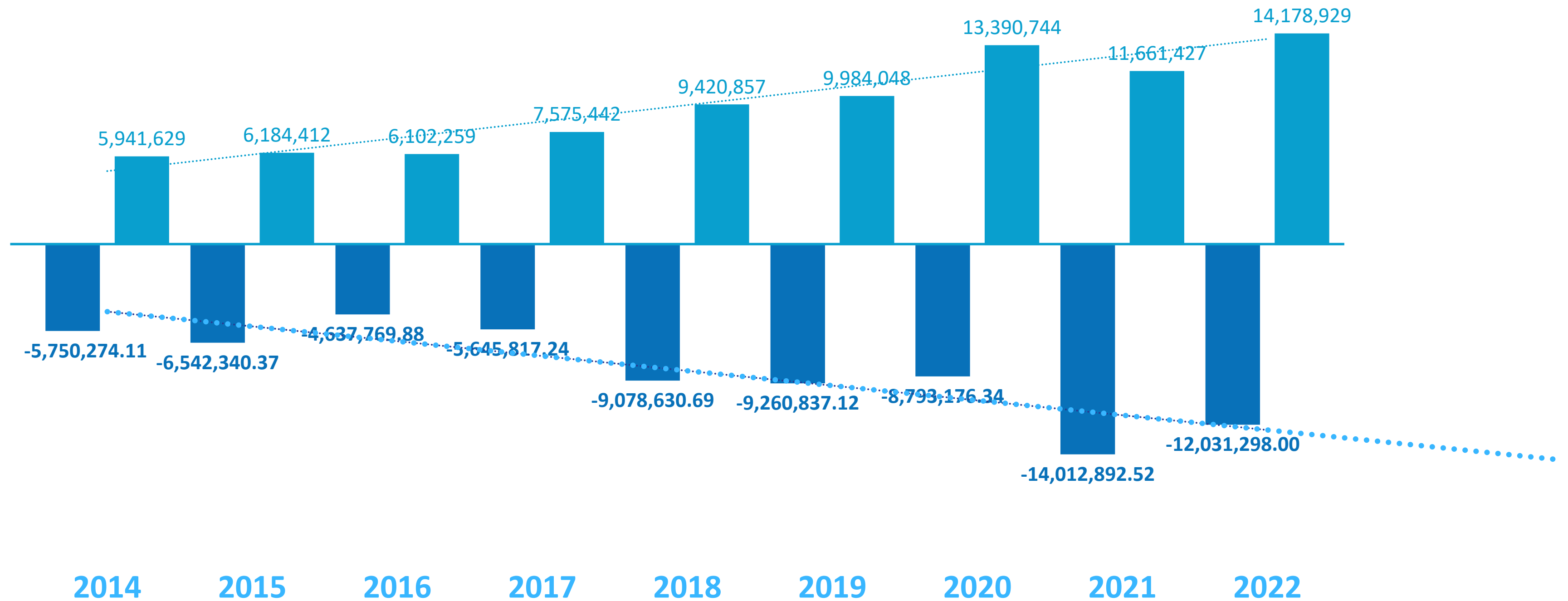
Fishing Participation: 2010 to 2022



Lost Participants Exceeds New/Returning



New & Returning Anglers vs. Lost Anglers



What We've Learned

Phase 1

Key Learnings



MOTIVATORS

Enjoy the outdoors
Family bonding
Nostalgia



BARRIERS

Lack of skill
Lack of patience
Not catching anything
Location accessibility
Laborious prep & setup
Sexism
Boating accessibility,
affordability & transport

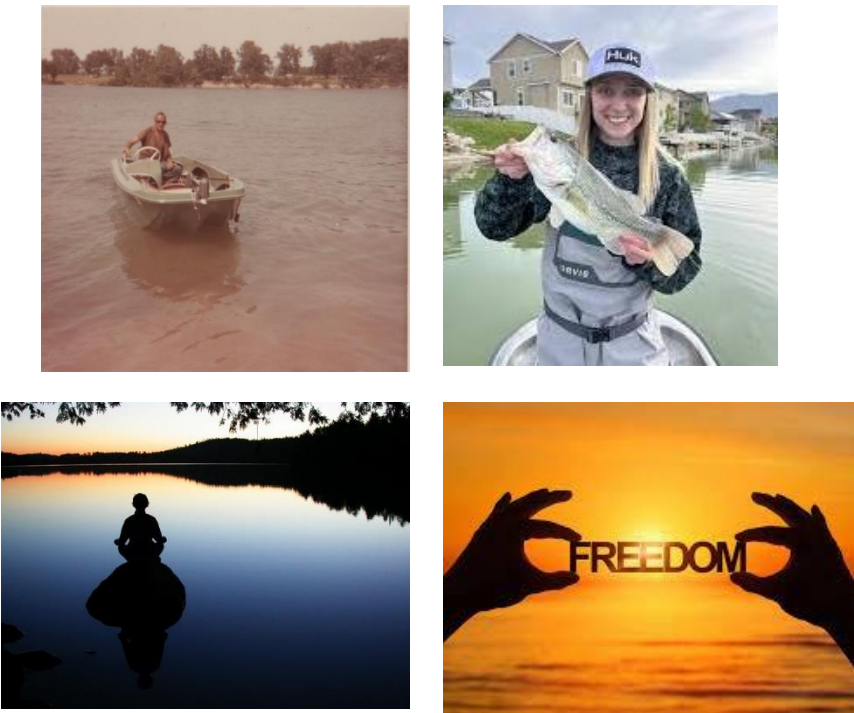
Discomfort & disinterest
Not able-bodied enough
Concern about harm to
animal life
Fishing just for
sustenance
Trash buildup in
waterways

Phase 2

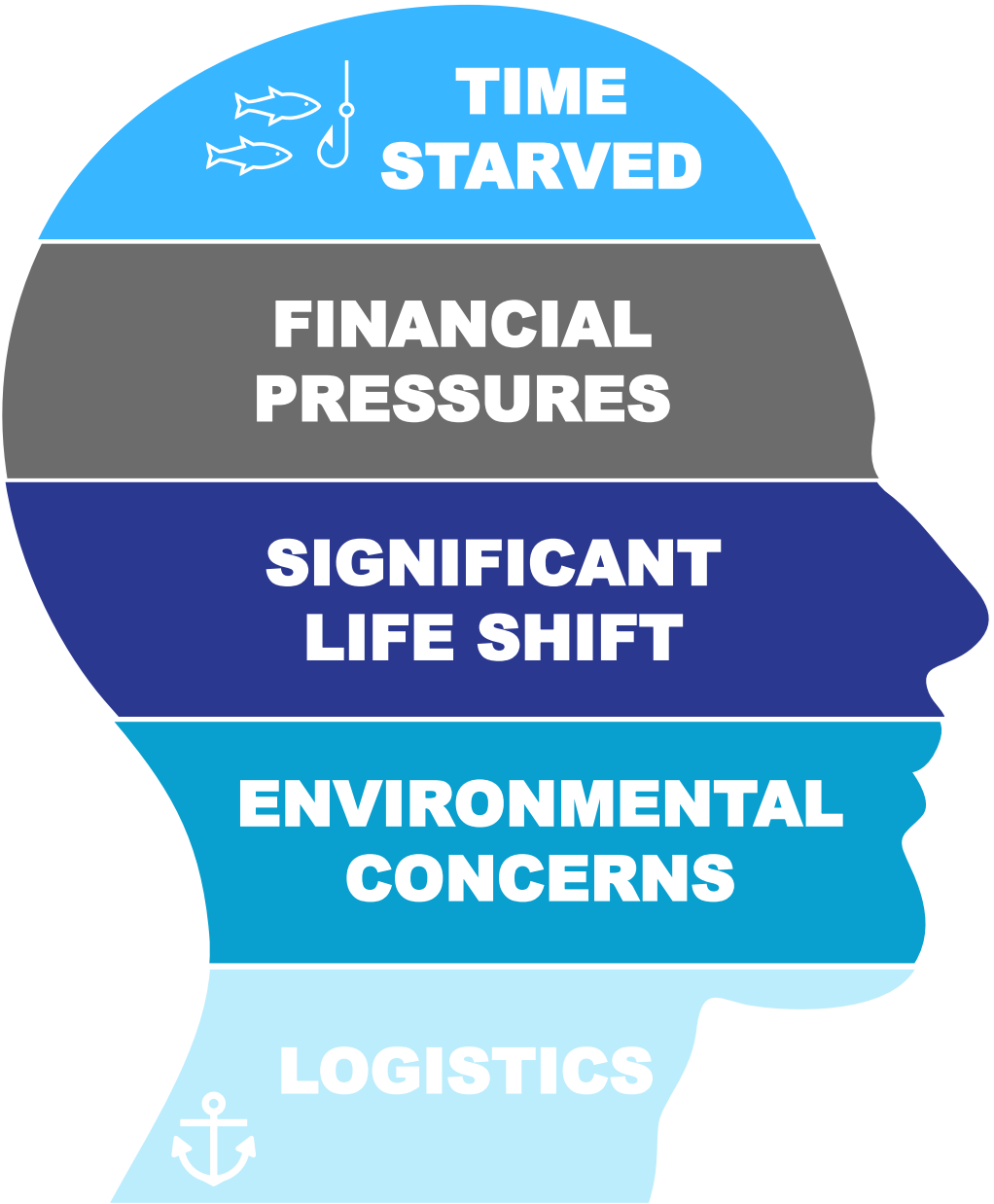
Key Learnings

01 Fishing & Boating Unlock Core Memories

Nostalgia & Happiness
on the Water

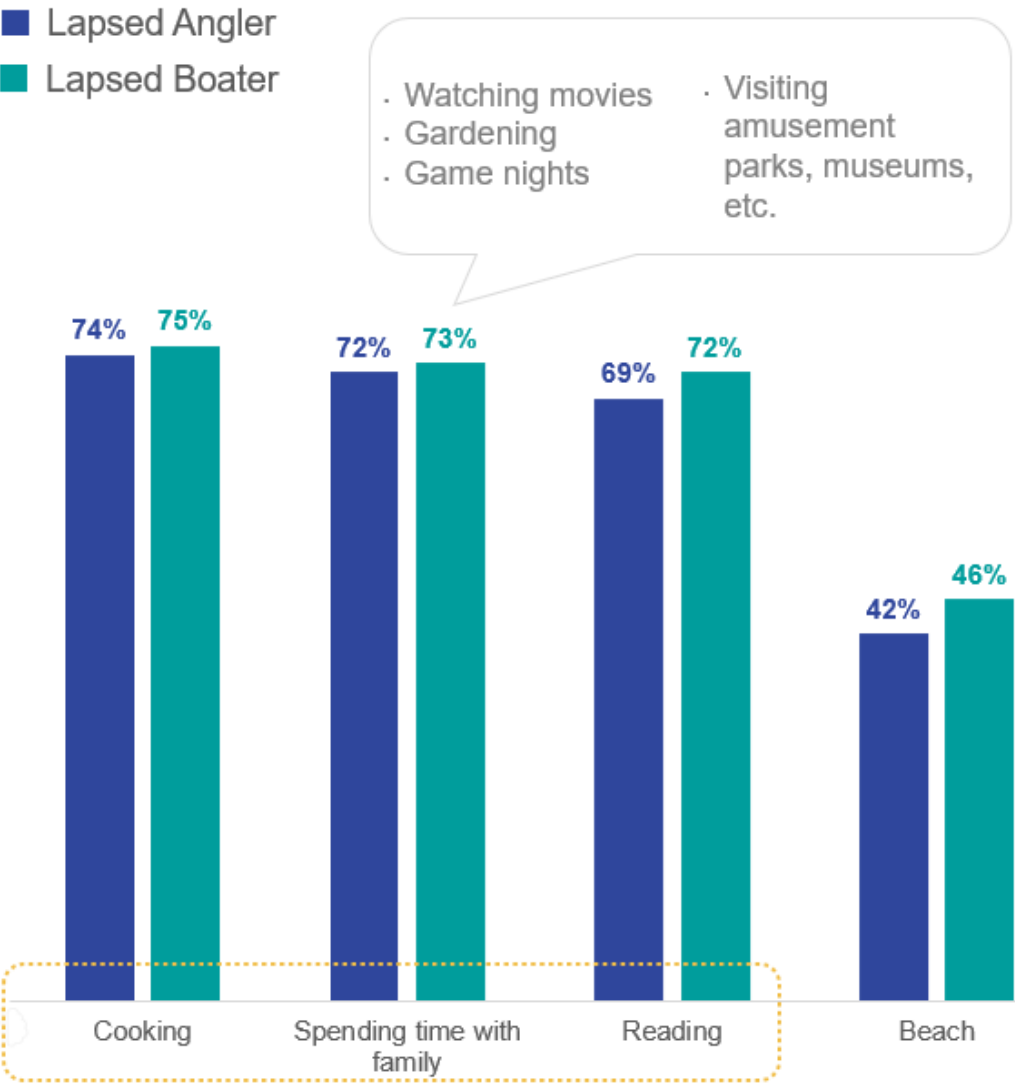


02 Primary Barriers Fall into 5 Main Categories



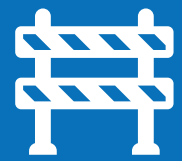
03 Cooking, spending time with family and reading are current priorities

Top Ten Current Activities



What's Next

Phase 3 Goals



Sizing the Headwinds

The barriers that make it
difficult



Developing Personas

Based on most impactful
barriers and profiling
who those people are



Identifying Tailwinds

What will encourage people
to do it more

Phase 4

Bringing Personas to Life



Objective

Hear directly from key personas how stakeholders can activate retention efforts and what would entice them most to re-engage with the sport.



Approach

Online Video Diary with up to 10 identified members

How You Can Get Involved

Share with Stakeholders



Announce in All Communication Channels

Press release, NewsWaves newsletter, LinkedIn, Twitter, Trade Media



Webinar(s)

We will host a webinar or series of webinars to really dig into the data & explain how you can use it.



Infographics & Other Supporting Materials

We will develop supporting materials that will help you use the research to retain your customers.





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