



**RBFF STATE
MARKETING
WORKSHOP**



TAKEMEFISHING™.org

**colle
mcvooy**

Benefits & Barriers for Women Who Fish

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WELCOME

**Your Host
Today**



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Fishing and boating have benefited from the recent boost in outdoor participation.

52.4M

Americans fished at least once during 2021—2.3M more participants than before the pandemic.

4.7M

Hispanics fished in 2021, a 3% annual increase over the prior 3 years.

8%

Increase in Black fishing participation.



A woman with long braids and a man in a white tank top are laughing together on a boat. The background shows a body of water and a distant shoreline with trees under a clear sky.

But with rising interest and participation, it's become clear that the fishing and boating industry still have more work to do among underrepresented groups.

**People of color cannot
equally access the
outdoors or explore them
as safely as other groups.**

**This land is your land
'Bad things happen in the woods':
the anxiety of hiking while black**

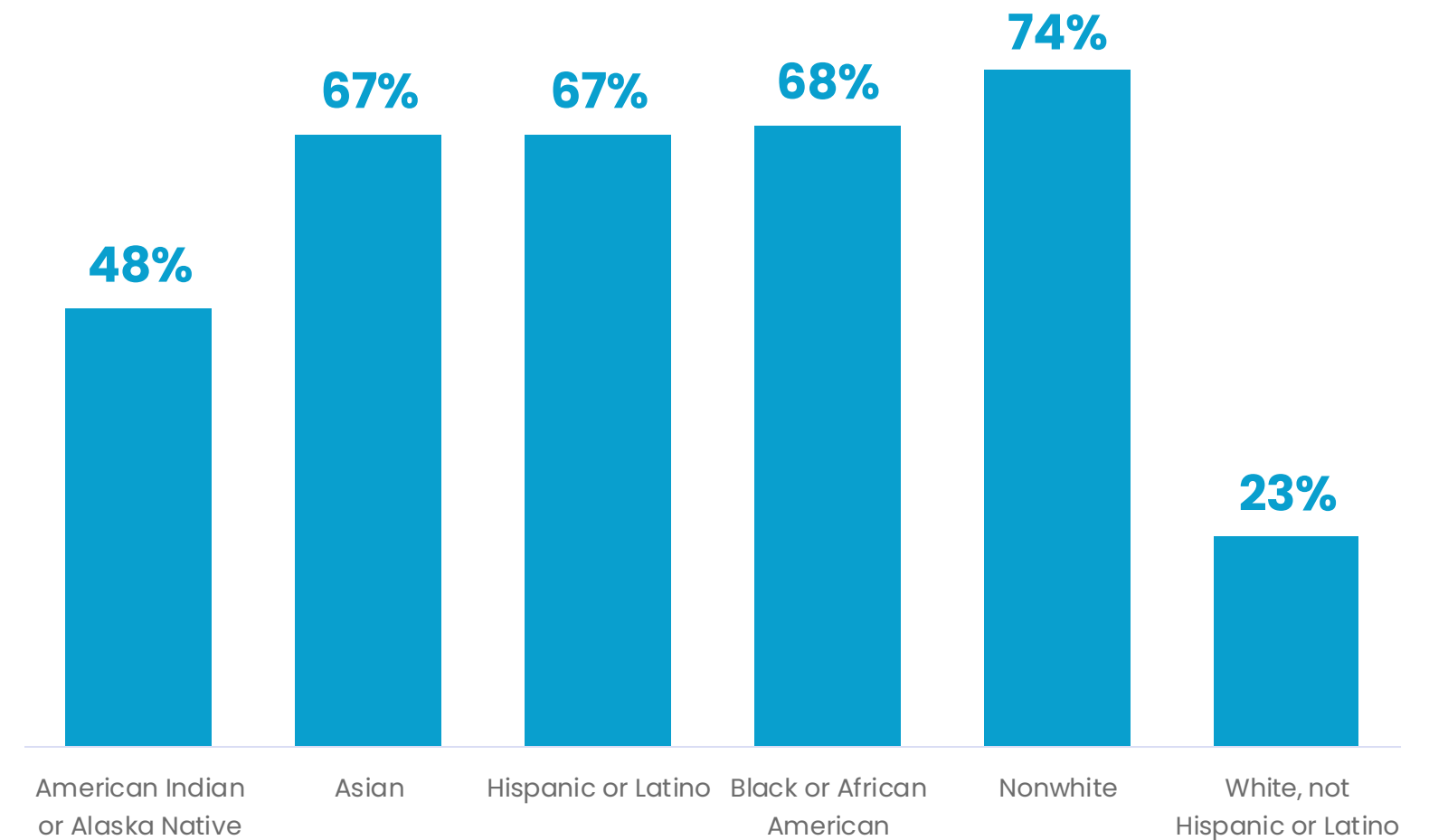
Three African American hikers describe fears and stereotypes they have faced - and why they love hitting the trails



People of color cannot equally access the outdoors or explore them as safely as other groups.

People of color are more likely than white people to live in an area that is nature deprived

Percent of people living in a nature-deprived area by census tract demographic in the United States, 2017



People of color cannot equally access the outdoors or explore them as safely as other groups.

“Which of the following outdoor activities do you currently do?
Please select all that apply.”

	Any outdoor activities	Active outdoor activities	Passive outdoor activities
All	92%	87%	62%
	Index to All (All = 100)		
Male	101	101	102
Female	98	98	99
18-34	101	101	103
35-54	102	103	103
55+	96	94	95
White	102	103	108
Black	91	87	84
Asian	103	104	87
Hispanic (of any race)	99	98	93
<\$50K	96	94	91
\$50K-74K	99	99	105
\$75K+	102	103	103



And women, particularly women of color, remain underrepresented in fishing and boating.

Female anglers stopped fishing at a 10% higher rate than their male counterparts.

Among those more likely to drop out of the participant pool were Hispanic and Black anglers.

While 47% of women were interested in trying fishing, only 37% actually participated – the largest gap among all groups.



It's a trend we see in many outdoor sports.

Girls' participation averages **55%**

Boys' participation averages **66%**

The participation gap for women widens as they age

From age 26 to 66, women's participation declines to less than **20%** compared to **40%** for men

75% of outdoor participants are white

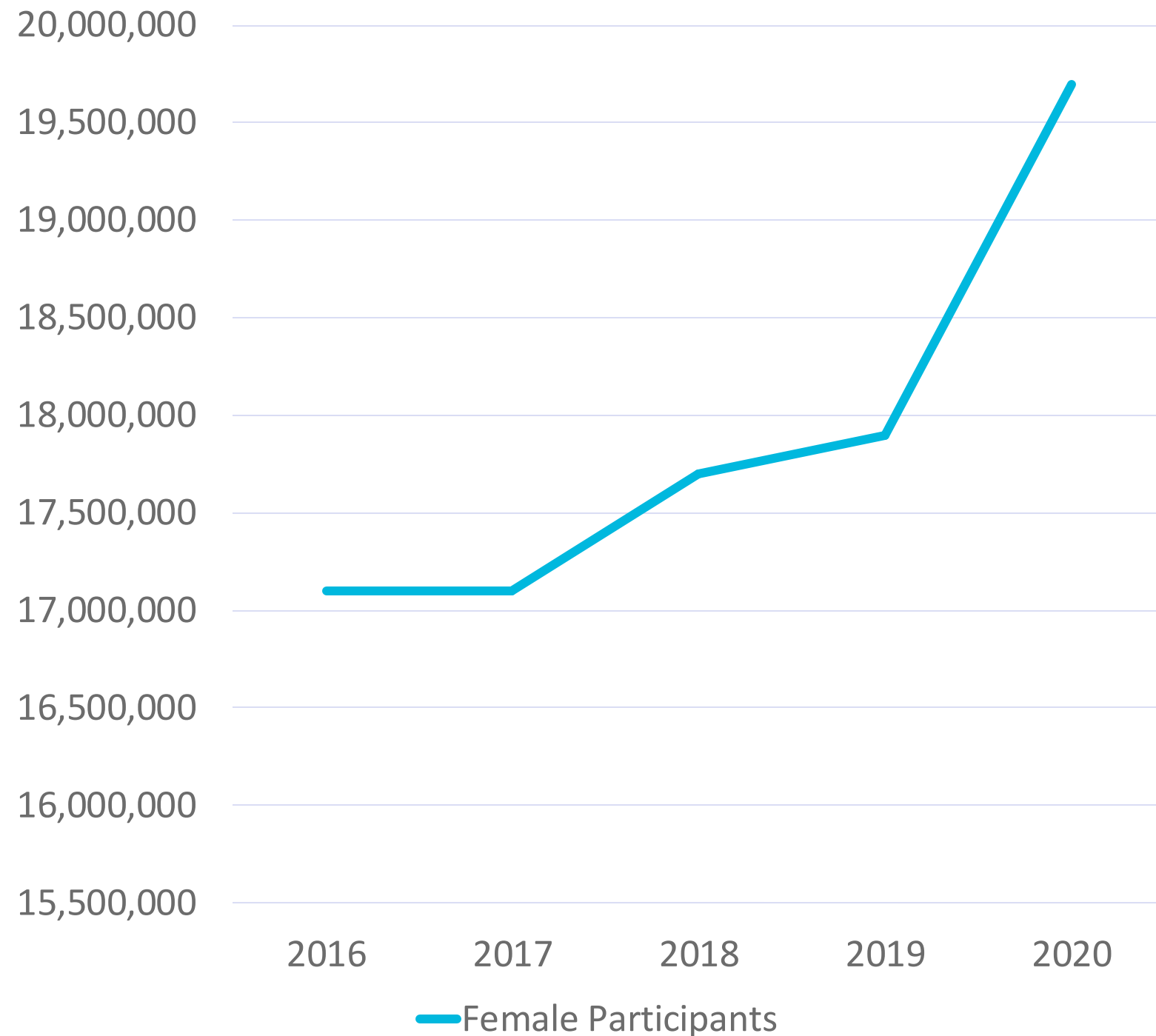


**We've already seen the potential of
putting women at the forefront.**



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Female Fishing Participation

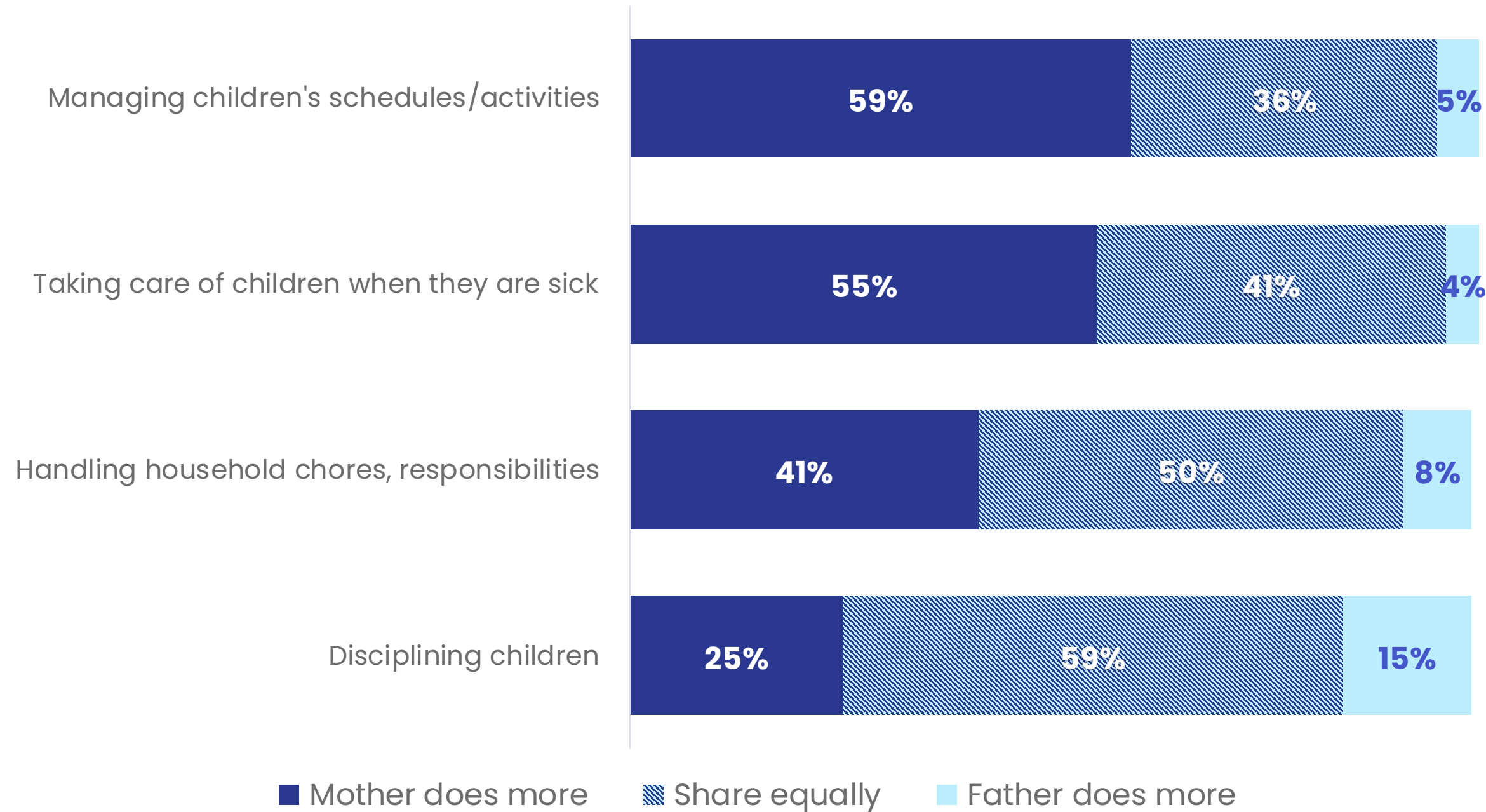


- **Women Making Waves campaign launched in 2018**
- **Women Making Waves video crushed it with a more than 85% completion rate**
- **Women Making Waves social content outperformed general market assets with a nearly 8% engagement rate**
- **And we've amassed dozens of female influencers since launching Women Making Waves**

But we haven't even begun to scratch the surface of this audience's true potential.

Women are the gateway to families.

Moms plan the activities and manage calendars — even when they're working full-time.



54%

Even in households with two parents working full-time, 54% say moms do most of the activity planning



Moms are more likely to introduce their children to fishing.

85%

of sons participated in fishing with their mothers, compared to 71% who participated with their fathers

63%

of daughters participated in fishing with their mothers, compared to 45% who participated with their fathers



Portraying women in positive leading roles can boost brand relationship and choice intent for **all** demographics.

35%

More likely to improve how consumers feel about the brand in the long term

20%

More likely to choose a brand



A woman and a young girl are fishing from a blue boat on a lake. The woman, wearing a light-colored t-shirt and blue shorts, is smiling and looking at the girl. The girl, wearing a life vest and blue shorts, is holding a fishing rod. In the background, there are houses and trees along the shore. The text "Women are the gateway to the greatest growth in fishing and boating participation." is overlaid on the image in white, bold font.

Women are the gateway to the greatest growth in fishing and boating participation.



10

%

Boost in female participation in 2020

If we grow female participation to male levels, overall participation would increase by

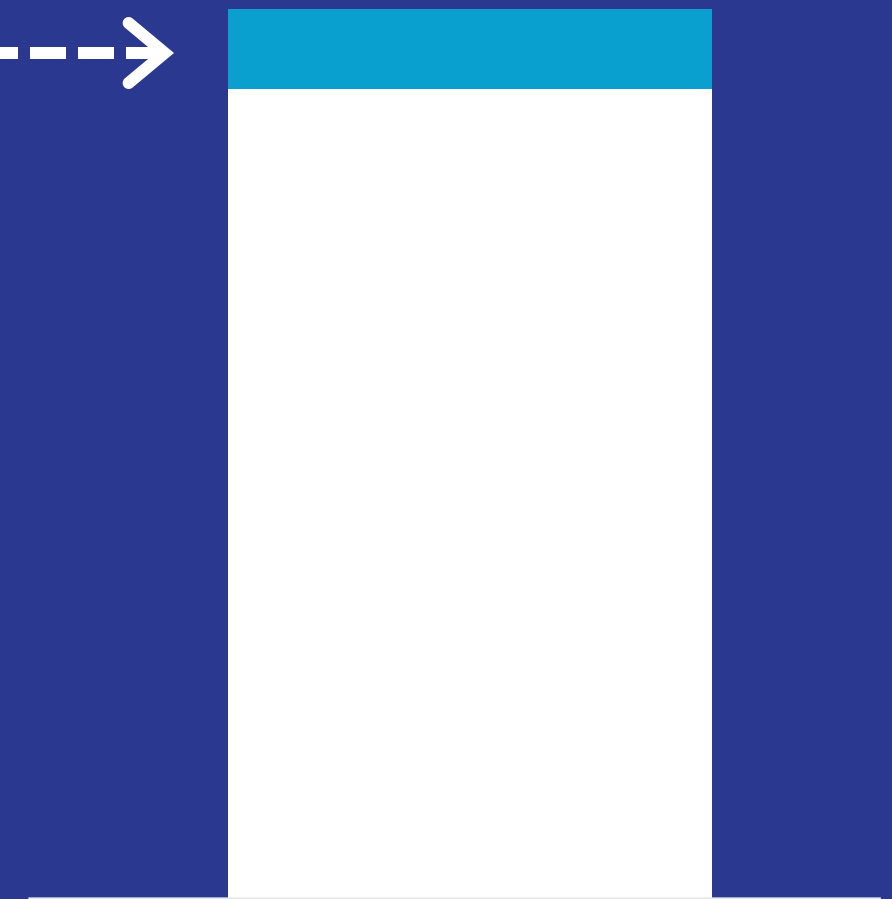
26%

**Even modest progress toward this goal would
bring a significant boost to the industry.**

A 10% increase in women fishing would generate an additional

\$1BN

in sales annually.



**In fact, for every 1,000 women
we recruit into the sport, the
industry stands to gain**

\$1M

in revenue.

**Every new woman
angler is worth**

\$961.75



In partnership with Ipsos, Take Me Fishing conducted a study to understand the benefits, behaviors and barriers female anglers experience.



This section contains three video thumbnails of women speaking and a circular infographic. The top-left thumbnail shows a woman in a blue beanie with the quote: "I just think that women who fish have something in them...to fish you have to have patience and you have to have um...it's just a spirit that's different." The top-right thumbnail shows a woman with the quote: "I think women that don't fish tend to be more anxious and I feel like they have a harder time relaxing and being able to clear their mind, fishing is one of those things that kind of keeps you and helps you to be at peace with nature." The bottom thumbnail shows a woman with the same quote as the top-left. The circular infographic on the right states: "75% Mental / 25% Physical Anglers see fishing primarily as a mental sport but recognize that there are physical aspects embedded in the idea of needing strength to reel in larger sportfish or getting a boat off the trailer." The Ipsos logo and page number "26" are in the bottom right corner.

*"Dear Fishergirl, You're doing great. Read a book about fish and learn the differences between the species in your area. Use circle hooks so you don't hurt the fish you catch, and try to avoid using live bait, unless you're planning to eat your catch. This goes for everything in life - if boys tease you, or some man says you can't do that, **prove them wrong!** You can do whatever you want to do, and anyone can catch a fish! I'd want to see the girl keep up with her hobby and enjoy doing it.." –Active Angler*



The findings have tremendous implications for how we need to evolve as an industry to better attract and retain female anglers.

Benefits

**WHY SHOULD WOMEN
CARE ABOUT FISHING?**

**Fish aren't the only wonderful things women
find in the water.**

Based on the research, one thing is clear:

Women find the most confident, patient and resilient versions of themselves on the water.

Female active anglers have significantly greater perseverance, grit, perceived health and life satisfaction than lapsed anglers and non-anglers.

Active female anglers are 24% more likely than non-anglers to say that **setbacks don't discourage them.**

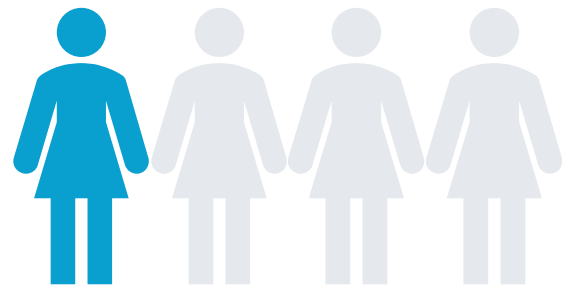
1 in 5 active female anglers say fishing **makes them feel like they can do anything they set their mind to.**

Active female anglers are 25% **more likely to say their health is very good** compared to non-anglers.

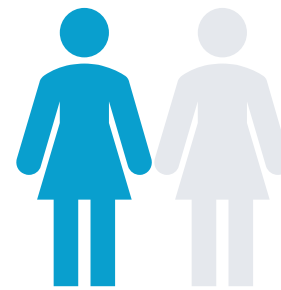
Active female anglers are 27% **more likely to be satisfied with their lives** than non-anglers.



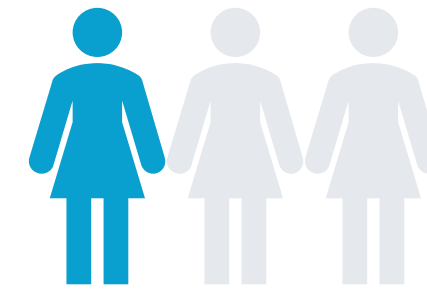
Female anglers also report greater mental strength and stress management than non-anglers.



1 in 4 active female anglers say fishing helps them **manage their moods and long-term stress.**



Almost half of active female anglers say that **fishing teaches them patience.**



1 in 3 active female anglers say fishing teaches them **how to be still and concentrate.**



Barriers

WHAT'S **STOPPING**
THEM FROM FISHING?

**The industry today isn't set up to
welcome women.**

75% of women don't feel well represented in fishing marketing and advertising.



"It's simple—include diverse faces in your ads. Enough with the pink camo! Don't target female customers, just don't forget about them. We want all the same things men want."

–Active Angler

"I would also show a more casual style of fishing that includes women and children – not always the white male decked out in logo fishing gear on his fancy bass boat."

–Active Angler



80% of women don't think that fishing gear or apparel is designed with women in mind.



“Have more female-oriented gear, and by that, my hands are smaller, my feet are smaller than most males.”

–Active Angler

“I haven't found any vented fishing shirts that will fit my body type (fat arms, large breasts, smaller waist, big hips) without looking like I'm wearing a sail, so I usually wear a T-shirt and sweat in the sun.”

–Active Angler



Only 43% of female anglers have been satisfied with recent shopping trips.



“Any time that I am at the store...a male employee will always ask me if I need help. They usually start by asking if I am buying a gift for someone, which makes me feel like they think there is no possible way that I could be fishing myself.”

–Active Angler

“I end up not being approached by associates, or when I approach them with a question or need help, they tend to be very vague. So honestly, I don't even ask for help anymore. It's all definitely geared towards males.”

–Active Angler



And culturally, we have a long way to go.

8 in 10

women think of men when
they think of someone
who fishes or someone
who is good at fishing.



Women still experience cultural barriers to fishing.

43% of active female anglers do not feel respected by the angler community.

At least a third of female anglers have experienced men making jokes or mocking their participation; **half** have experienced feeling belittled by male anglers.

31% of active female anglers say it's intimidating to be a woman and fish with men.

1 in 4 female anglers believe negative stereotypes exist about women's ability to fish.



Even 1 in 4 active female anglers don't want to participate in fishing at times because they will be the only woman.

A photograph of two women on a boat, both smiling and laughing. The woman in the foreground is wearing a light blue jacket and a grey cap. The woman in the background is wearing a green jacket and glasses. They are both holding fishing rods. The background shows a body of water and a cloudy sky.

And women of color especially experience real barriers to fishing.

Less than half of non-white active female anglers feel safe when fishing alone.

**Building memories with others is the
#1 motivator to go out and fish among
Active Female Anglers**



“Unfortunately, I do not have anyone I fish with regularly. My best friend moved a couple years ago but she really liked to. Now if I ask anyone it seems like a chore to get them to come out with me.”

–Active Angler



“I did not feel like I was part of a supportive community of anglers. I think it would have been fun to be part of a community because then we could have shared tips and tricks with each other.”

–Lapsed Angler

Community is the **key** to participation and retention.



Community is key

5%

Only 5% of active female anglers fish as much as they want to

14%

14% don't have anyone to go fishing with

40%

40% want a women's fishing club to help them fish more often





“I have invited my female friends to go with me, but they get intimidated by the process of getting the boat there, off the trailer and into the water. They usually say that it’s just ‘not for them’ and we do something else instead.”

—Active Angler

BARRIER

“It’s not for me.”

Grit

Confidence

Self-esteem

Health

Happiness



A blue-tinted background image featuring three women. The woman on the left is looking upwards and to the right. The woman in the center is looking directly at the camera. The woman on the right is wearing a headscarf and looking towards the right. The text is overlaid in the center of the image.

Take Me Fishing is launching a new campaign this spring focused on confronting this barrier and changing women's perceptions of fishing.



Campaign Ecosystem



Testing has already shown
the power and potential of
this campaign.

Our ad is incredibly
motivating (86%)
to both female
anglers and non-
anglers.

Our ad changes
how women see
fishing.

Representation
matters: **86% of
BIPOC women**
said they were
likely to go fishing
after watching
the video.

The ad is
powerfully
motivating for 2 in
3 women new to
the sport.



Your help in spreading this campaign will inspire every woman in the nation:

**To try
something
new**

**To challenge
herself**

**To discover
the self she
can become
on the water**



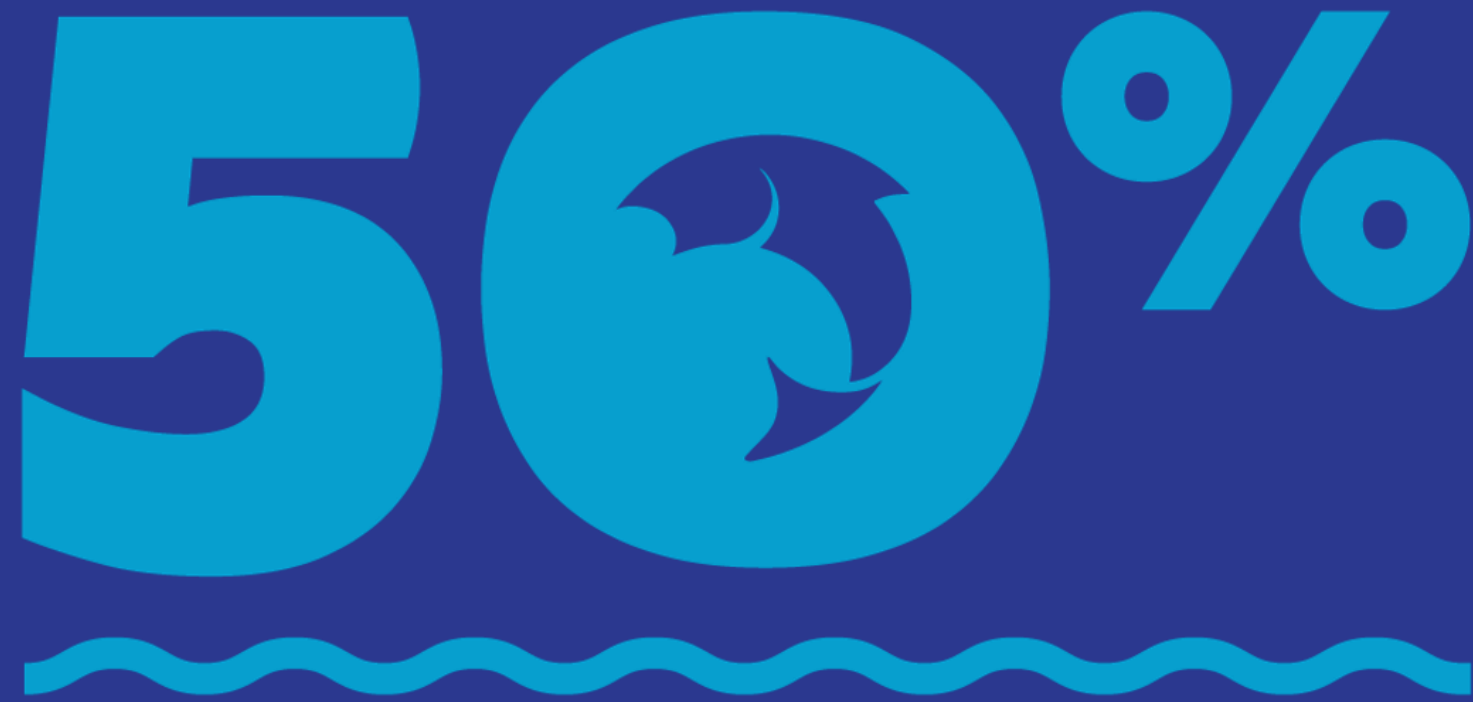
**We can work together to
tell women a new story about fishing.**

**We can work together to
change our cultural narrative.**

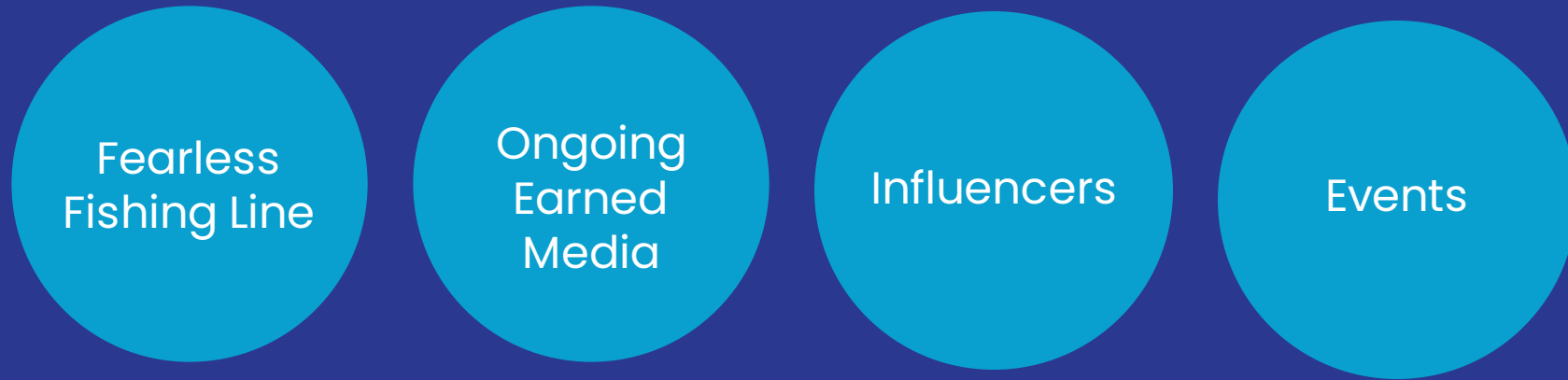
**We can work together to
welcome women more intentionally.**

Join us in going all-in on

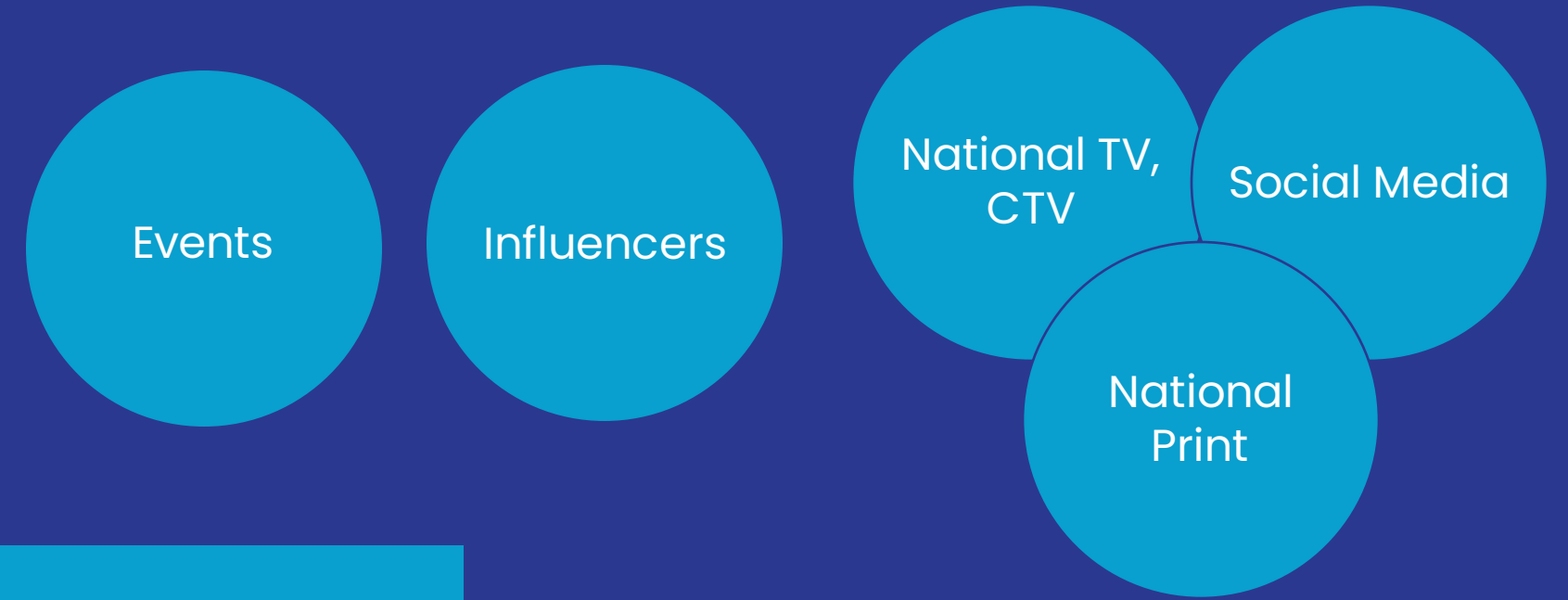
50%

A large, bold, blue graphic of the text '50%'. The number '0' contains a white recycling symbol. Below the text is a blue wavy line. The graphic is centered on a dark blue background.

Learn



Inspire

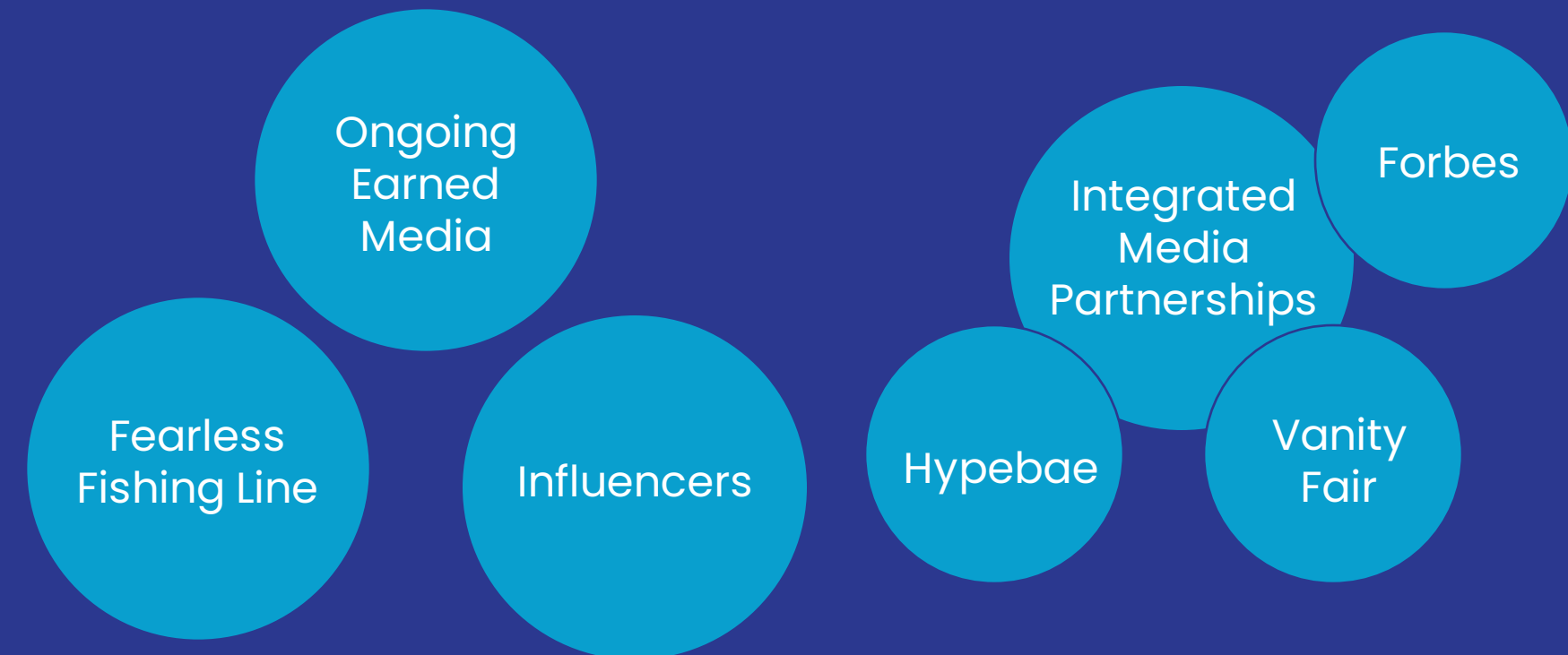


#WomenMakingWaves

Join



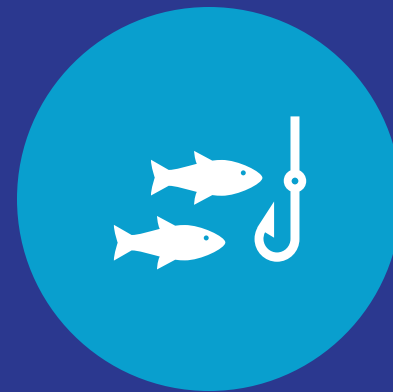
Prove



Help women see themselves in this sport



Represent women and women of color in your marketing – for example working with content creators who identify as women



Tell stories about the benefits of fishing for women and tag them [#WomenMakingWaves](#)



Reach out to existing women's groups in your community to make them aware that fishing and boating can be for them



Hire and uplift staff who identify as women



Support women in finding community



Connect, promote and partner with existing local women's fishing and boating groups



Host recurring women-only events where women curious about fishing can learn more and meet potential new fishing buddies



Promote female guides and staff



The text "Q&A" is centered on a solid blue background. It is enclosed within a light blue graphic consisting of two L-shaped brackets: one on the top-left and one on the bottom-right, both pointing towards the text.

Q&A



THANKS



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