

What's Underneath the Wave of Women Fishing

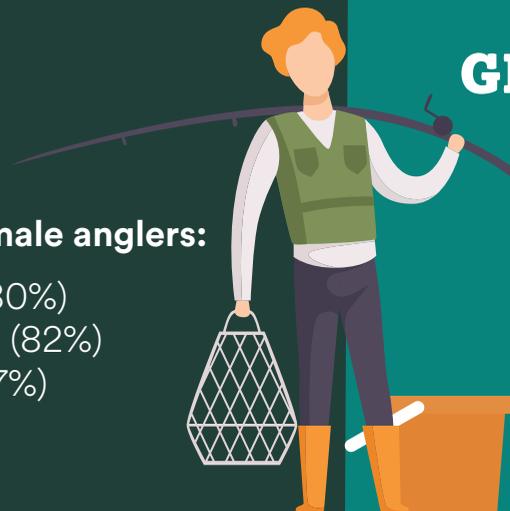


Women represent an important emerging audience for the fishing industry. To grow this demographic, the Recreational Boating & Fishing Foundation (RBFF), in partnership with global market research firm Ipsos, conducted research among active, lapsed, and non-angler women to understand active female anglers' mindset and drivers, and what challenges exist to increasing participation.

HAPPY AND CONFIDENT

Mindset of active female anglers:

1. Satisfied with life (80%)
2. Ability to persevere (82%)
3. Have self-worth (87%)



GRIT

- **1 out of 4** active female anglers say fishing makes them feel like they can do anything they set their minds to.
- Active female anglers are significantly more likely to **manage challenges** and **rebound from setbacks**.

ABILITY TO MANAGE STRESS

- Half of female anglers surveyed said fishing **relaxes them and clears their minds**.
- Active female anglers were significantly more likely than lapsed anglers to believe **fishing brings them peace, calms anxiety, and helps them destress**.



PATIENCE

Top **mental gain** from fishing as ranked by both active and lapsed anglers.



- **Social connection**
- **The challenge**
- **Link to nature**

What keeps active female anglers coming back to the sport?

What Barriers Do Women Face When It Comes to Fishing?

Female anglers face **adversity, resistance, disrespect, and under-representation** from the industry and fellow anglers.

BARRIER #1 Stereotypes

- More than 1 in 3 female anglers **feel stereotyped**
- 8 in 10 women think “when someone thinks of people who fish,” they are thinking of men
- Nearly half of female anglers **don't feel respected** by the broader angler community
- 1/3 of active female anglers have had men joke or mock them for enjoying fishing



BARRIER #2 Unwelcoming Retail Environment

- 75% of women do not feel represented in fishing advertising
- Only 43% of active female anglers have been satisfied with recent shopping trips
- More than 80% of female anglers **do not feel gear or apparel is designed with women in mind**
- 1 in 3 women mentioned **negative experiences** related to store employees (not being taken seriously, dismissive)

BARRIER #3 Lack of Community



- 1 in 4 lapsed anglers cited **not having anyone to go with** as a barrier to why they aren't fishing
- Less than half of lapsed anglers felt safe when fishing alone; non-white active anglers **felt less safe**
- 40% of female anglers want a **women's fishing club** to help them fish more often

BARRIER #4 Boat Struggles

- The bathroom conditions and cleanliness on charter boats is a strong turn off for female anglers
- 26% of women **wish they had more boat support with products like lightweight trolling motors** and 22% wish there were women's boating safety courses

Want more information and resources around fishing trends and insights?
Visit www.rbff.org or capture the QR code.



Source: Ipsos and the Recreational Boating & Fishing Foundation. *Identifying What Gives Female Anglers An "Edge"*, May 2022.

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