



# Fishing and Boating Marketing Segmentation Study

Participation in recreational fishing & boating is changing and, in some cases declining. Projections of demographic trends indicate that significant population growth will only occur among groups who have not traditionally been as involved with fishing and boating. When we segmented those interested in these activities, six distinct consumer segments were identified:



# Family-Focused relaxers

This segment has a fun and relaxing way to enjoy the outdoors, they see the outdoors as a great way to relieve stress, get away from the routine, enjoy the scenery. They see the outdoors teaching children good values.

10.8 MM potential New Anglers (+8.4MM kids) 14.1 MM potential New Boaters (+10.9MM kids)

16%

12%

### Avid Adventurists

This segment has a desire to seek adventure and thrills. They have a strong interest in trying something new as it appeals to the Outdoor Enthusiast in them.

4.7 MM potential New Anglers (+3.0MM kids) 6.8 MM potential New Boaters (+4.4MM kids)

#### **Active Social Families**

This segment enjoys the outdoors while being active and making memories with friends and family. They build their personal brand via photo opps and teach while letting their kids experience a new activity.

19%

6

segments of

consumers

interested in fishing and

boating

22%

Large opportunity to grow new fishing participants

12.7 MM potential New Anglers (+9.6MM kids) 16.2 MM potential New Boaters (+12.3MM kids)





Anglers spend an average of \$424/year on equipment.

## Uncommitted

16%

Least interested in outdoor activities and least interested in fishing and boating. Least likely to get enjoyment out of these activities.

15.1 MM potential New Anglers (+6.7MM kids) 17.2 MM potential New Boaters (+7.6MM kids)

#### Lukewarm Occasionalists

outdoor activities. While they haveaverage interest in fishing and boating, they aren't self motivated and tend to fish or boat only so when invited by a friend or family member.

12.3 MM potential New Anglers (+8.4MM kids) 15.4 MM potential New Boaters (+10.5MM kids)

## Leisure-time enjoyers

This segment isn't particularly fond of the outdoors, and when they do go outside they like to take it easy. Preferred activities include going to a beach, lake, or visiting a park. They are less likely to be interested in fishing and boating. There are a variety of strong barriers that keep them from participating in these activities.

19.6 MM potential New Anglers (+11.5MM kids) 22.8 MM potential New Boaters (+13.4MM kids)

Hispanics are a key segment less likely to be fishing & boating (13% vs 17%).

50%

catch & release

50%
catch
& eat

100MM
potential boaters

88MM
anglers

Potential audiences are U.S. Residents ages 18-54

# What are they doing instead of fishing & boating?



Camping



**Visiting Parks** 



**Picnicking** 



Hiking



Facebook is the most common social media used by anglers and boaters, but Instagram is growing.





**Top Barriers for Growth Audiences** 







**Boaters Anglers** 

I don't know how to get started

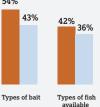
> I don't have the skills or expertise

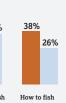


12%

25% 16%















**Knowledge Gaps** 



3% 2% Other

I don't have time

My family/friends

prefer other activities

36% 33%

40% 33%

WOULD YOU FISH IF YOU HAD MORE TIME?



Yes, would do somethnig else

WOULD YOU FISH IF YOU HAD MORE TIME?



others want



51%





For full report visit:



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