

2017 SPECIAL REPORT ON FISHING



A partnership
project of:



RECREATIONAL
BOATING & FISHING
FOUNDATION

**OUTDOOR
FOUNDATION**

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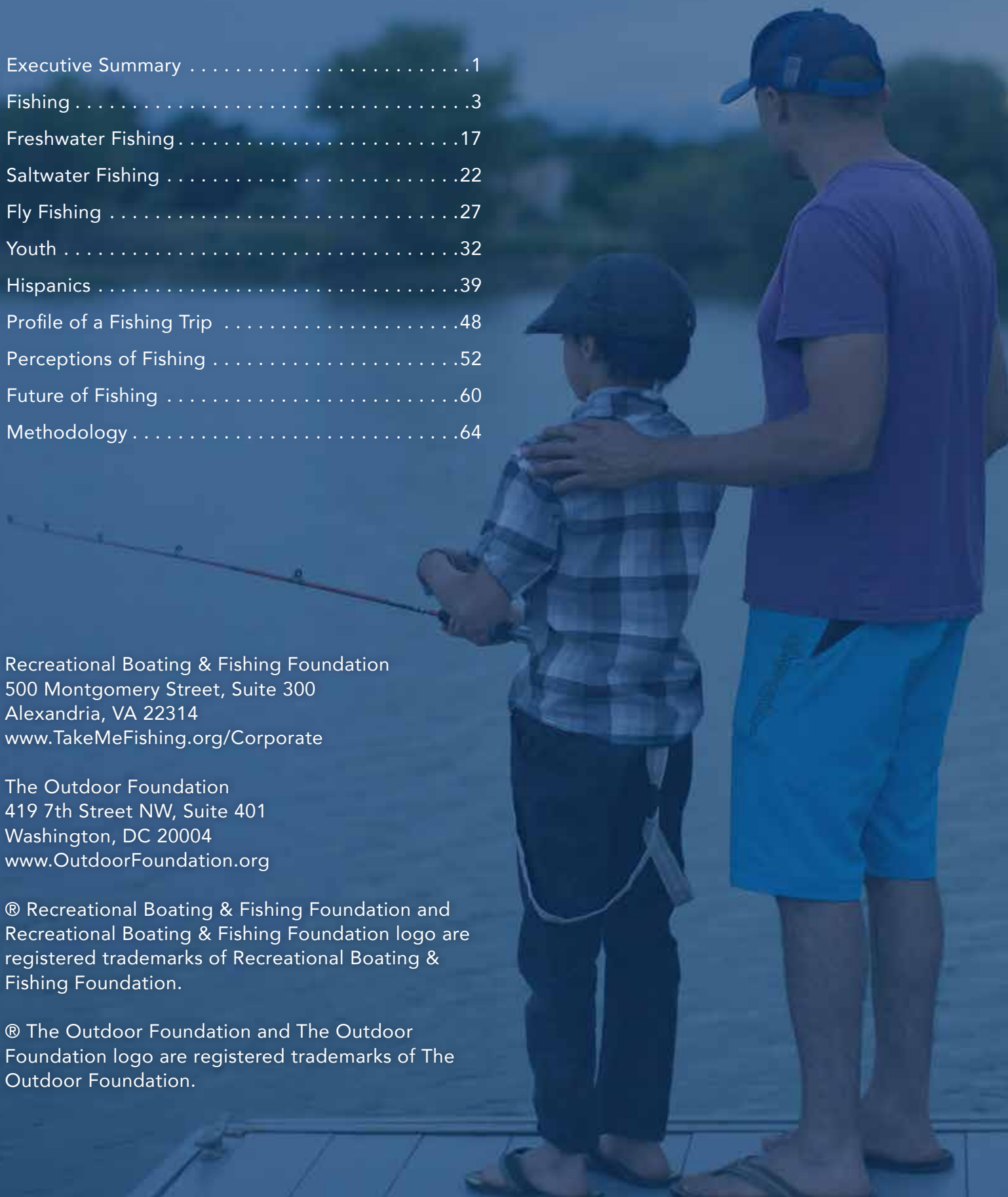
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2017 Special Report on Fishing

Executive Summary

In 2016, fishing was once again one of America's favorite leisure pastimes. The sport fostered bonding with family and friends, forged connections with nature and promoted physical and mental well-being. Above all, more than 47 million Americans were unified by the pure joy of fishing.

For the eighth year in a row, the Outdoor Foundation and Recreational Boating & Fishing Foundation have partnered 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 and Hispanic Americans, populations with potential for significant growth.

Overall Fishing Participation Trends

Fishing participation was on the rise in 2016, increasing by 1.8%, or by 1.5 million participants, since the year before and reaching the highest participation rate since 2012. Indeed, in 2016, 47.2 million Americans, or 15.9% of the population ages 6 and up, participated in fishing at least once during the calendar year.

The "Leaky Bucket" analysis shows a net gain in fishing participants. There were more new/returning participants (6.1 million people) than were lost (4.6 million people), contributing to a 1.5 million person increase in fishing participation from 2015 to 2016. The churn rate was only 10.2%, versus 14.2% in 2015.

Together, fishing participants went on a collective 885 billion outings, averaging 18.8 trips per participant.

Fishing by Category

Consistent with past years, freshwater fishing was, by far, the most popular form of fishing. The activity attracted 38.1 million participants, which is more than three times the amount of people that participated in saltwater fishing, the second most popular form of fishing. These freshwater participants also went on the most outings—an average of 16.5 days per person for a total of 630 billion outings. Freshwater fishing had the highest rate of female and youth participants compared to the other types of fishing; however, it was also the least ethnically diverse.

Saltwater fishing was the second most popular type of fishing, engaging 4.1% of the U.S. population, or 12.3 million people. This fishing category continued to grow in 2016, attracting 300,000 additional participants since the year before.

Fly fishing, the least popular of the fishing types, grew even more from 2015 to 2016, adding 400,000 additional participants. That brought the participation rate to 2.2% of the U.S. population, or 6.5 million people. Fly fishing tended to attract older, wealthier Americans and was the most male-dominated of the fishing categories.

Fly fishing also continued to capture the interest of novices, attracting the most newcomers. 15.9% of fly fishing participants were new to the sport in 2016. Only 9.6% of saltwater participants and 5.1% of freshwater participants were new to their respective fishing types.

Youth Participation

While the participation rate among children dropped marginally since 2015, the participation rate among teens slightly increased. Due to population growth, both age cohorts added 100,000 participants. In general, children, ages 6 to 12, continued to participate in fishing at a higher rate than teenagers, ages 13 to 17.

Hispanic Participation

Participation among Hispanic Americans increased by 400,000 people while the participation rate increased by 2.9% to reach 13.8%. As seen in previous years, Hispanic Americans tended to be avid participants, embarking on 24.4 average annual outings per participant. That was 5.6 more outings per year than the typical participant.

Profile of a Fishing Trip

Fishing trips included an average of 2.8 adult participants. These outings typically had little advance planning or were completely spontaneous. Most participants went out solely to fish, rather than fishing being part of a bigger activity, like hiking or camping.

Shorelines, boats and riverbanks were all popular fishing venues. On their most recent trip, a majority—nearly 83 percent—of participants reported catching fish. People were mixed on whether they kept their catch to eat or if they released it to catch another day.

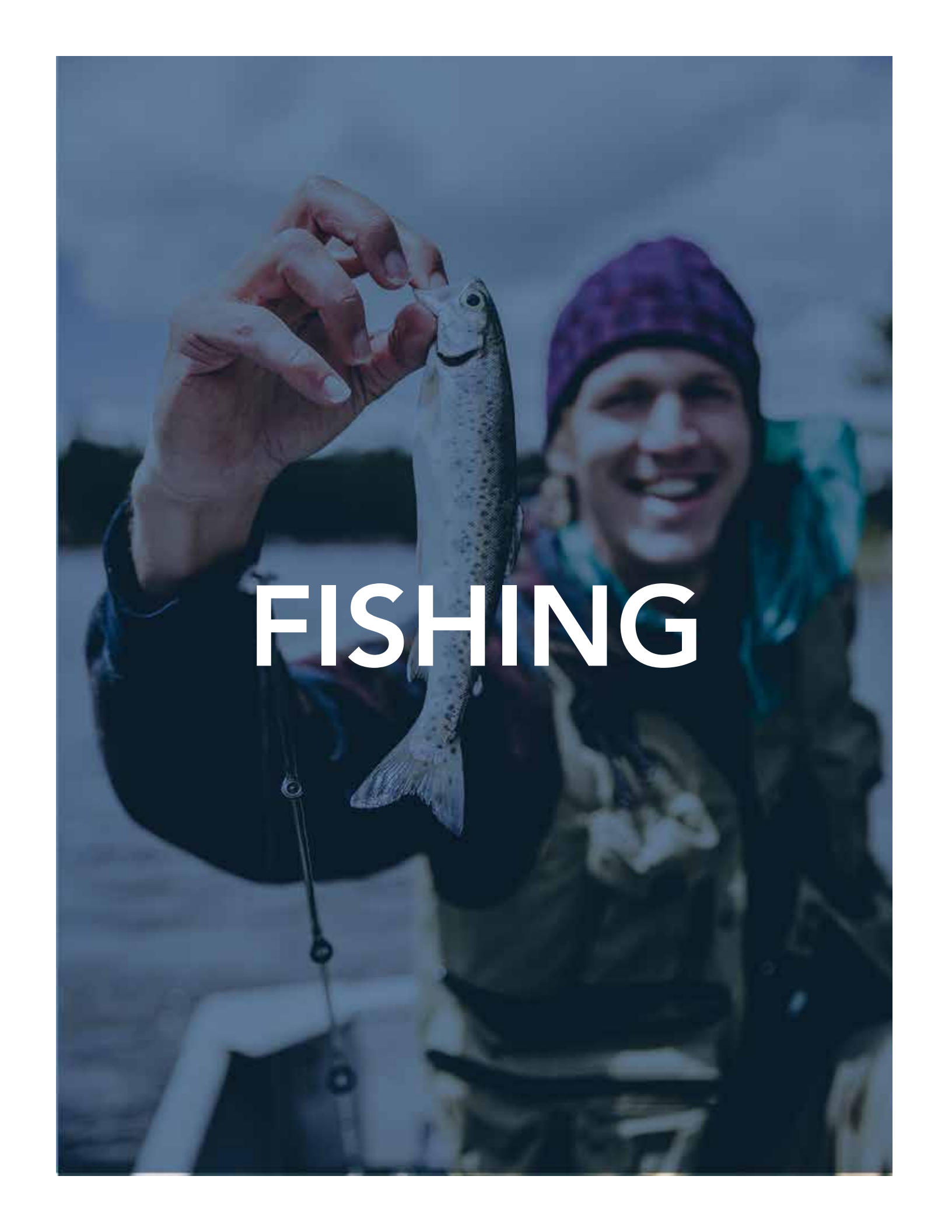
Perceptions of Fishing

Participants were motivated to try fishing for the purpose of spending time with their families. They also expected their first trip to be a time to relax and unwind since fishing was seen as a stress-free way to enjoy the great outdoors. Despite these positives, fishing is still seen by many as being a sport for males. Almost 34% of males thought that a fishing participant would look like them, while only 19.3% of females thought the same.

Future of Fishing

To inspire more Americans to begin a lifelong love of fishing, it is critical that potential participants are engaged in meaningful fishing opportunities at an early age. Similar to past years, almost 83 percent of current adult participants were introduced to the sport of fishing during childhood. After the age of 12, it was much less likely for a person to try fishing. And, those participants who did try fishing during childhood retained positive memories, like spending time in nature and enjoying the company of family and friends.

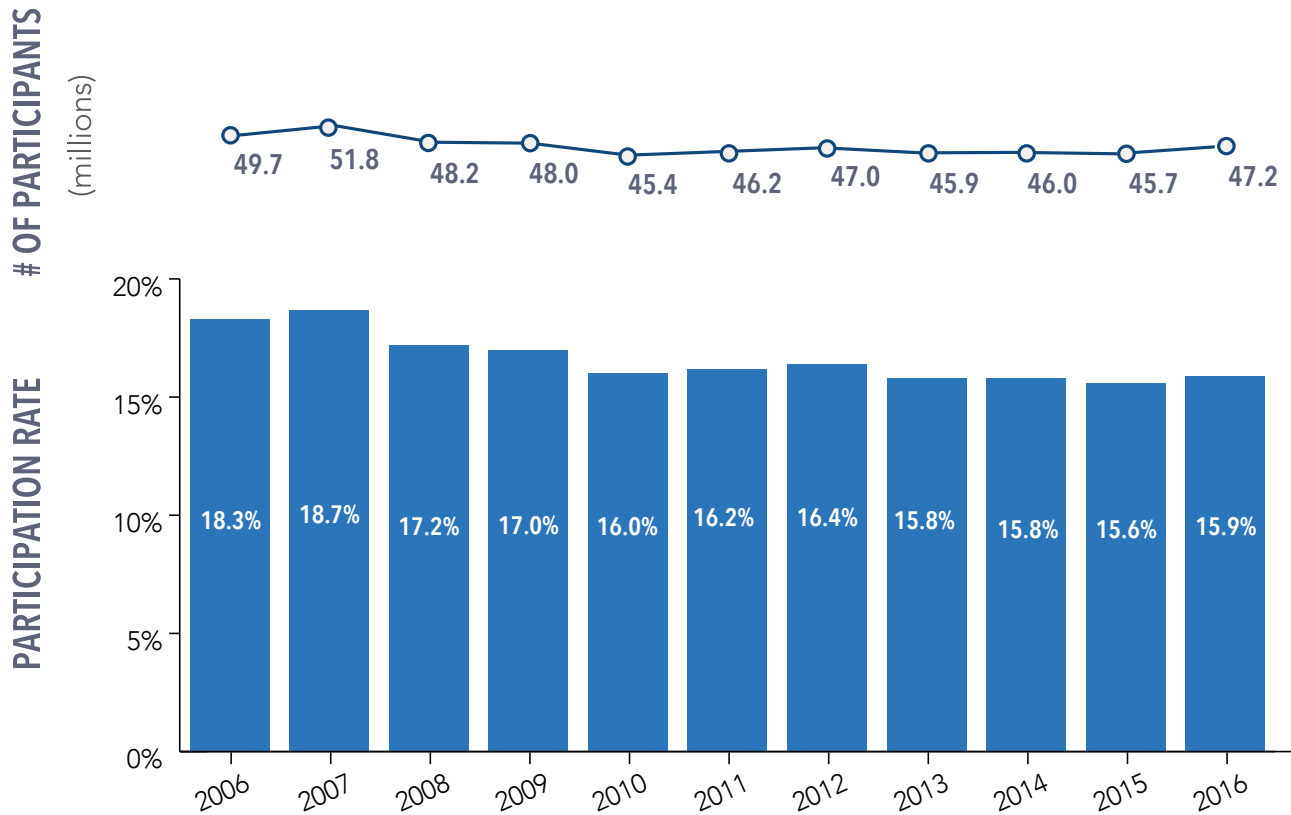
By understanding the demographics, motivations and barriers of participants, the fishing industry can better reach America's youngest citizens to nurture a new generation of fishing enthusiasts. Connecting youth to fishing will inspire passionate anglers and committed outdoor stewards, ultimately ensuring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

A person wearing a purple beanie and a dark jacket is smiling and holding a small, silvery fish with their right hand. The background is a blurred outdoor setting, possibly a river or lake. The word "FISHING" is overlaid in large, white, bold capital letters across the center of the image.

FISHING

participation at-a-glance

All Types of Fishing



Fishing Participation Rate

among all Americans, ages 6+

In 2016, 15.9% of the U.S. population, ages 6 and up, participated in fishing at least once. This is an increase from a participation rate of 15.6% in 2015. In fact, the last time participation in fishing was so high occurred in 2012 when 16.4% of the population fished during the calendar year.



Number of Participants

The number of fishing participants was 47.2 million in 2016. This was an increase from 45.7 million the year before.



Number of Outings

Fishing participants went on 885 billion outings in 2016. Outings decreased since 2015 when participants went on 887 billion outings.

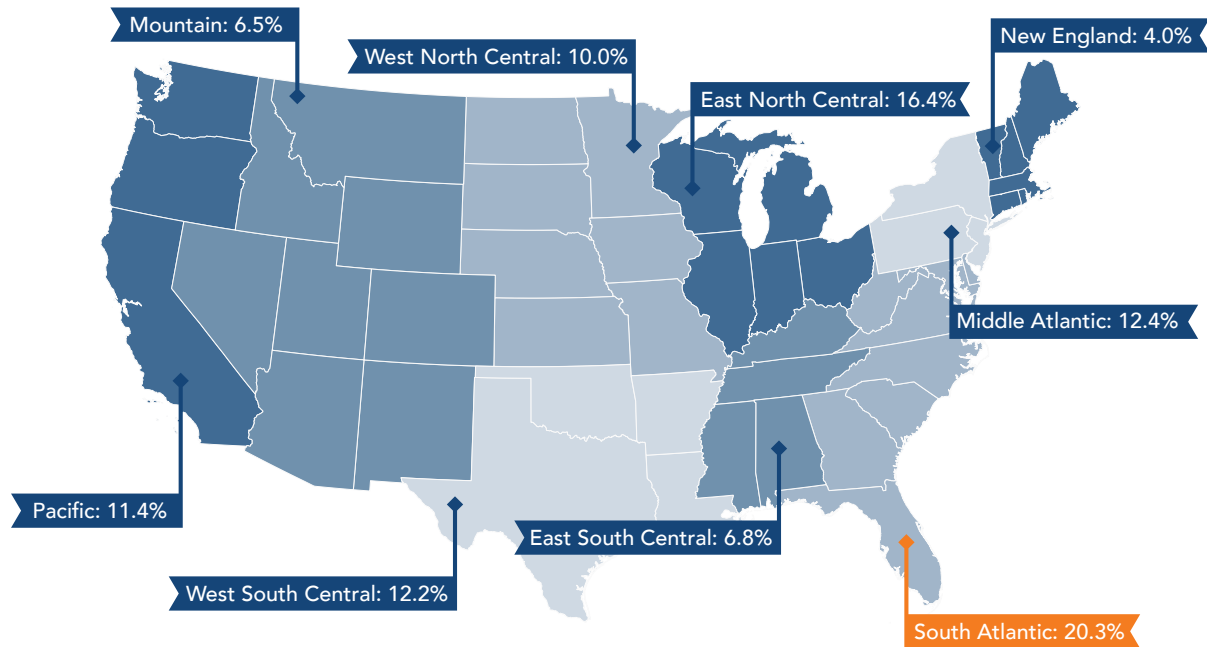


Average Outings

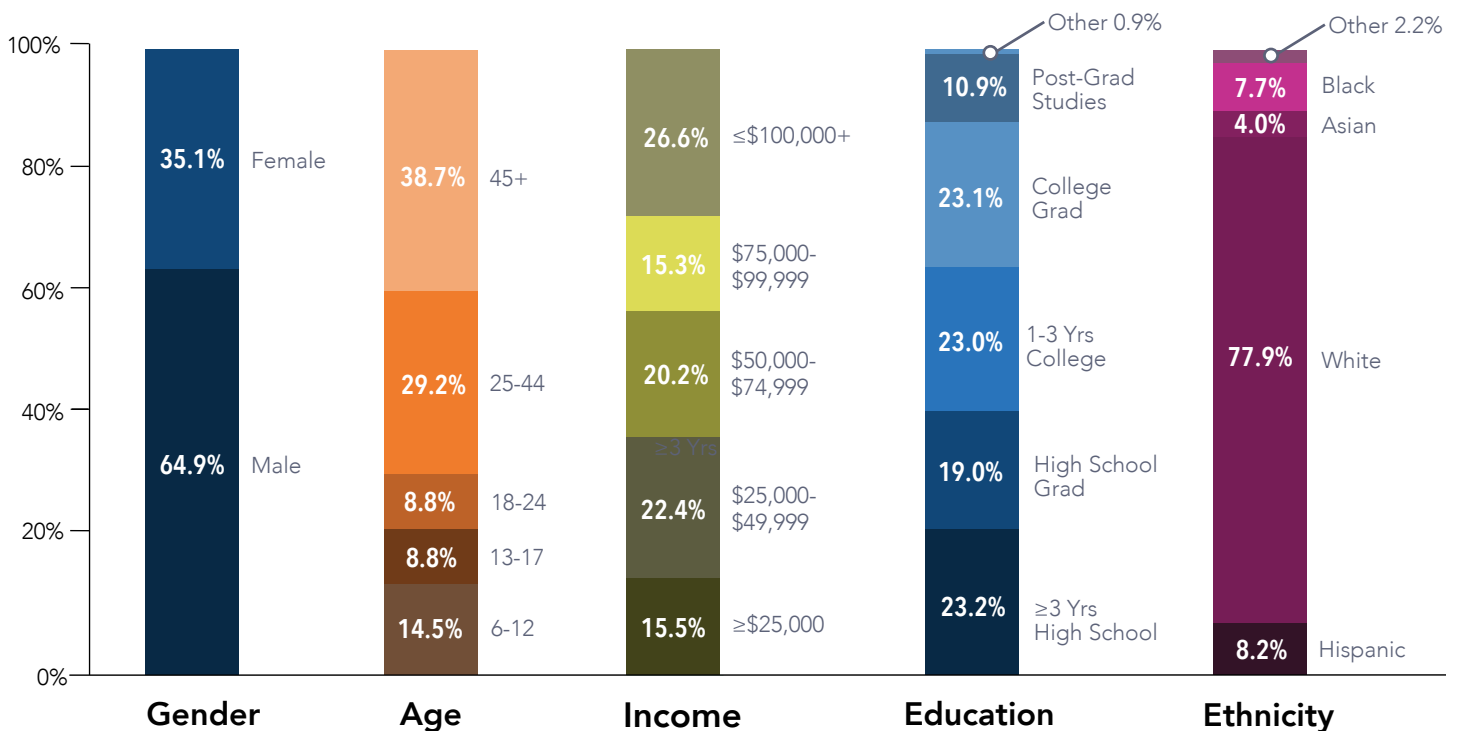
Fishing participants embarked on an average of 18.8 outings per person last year. During the year before, the average was 19.4 outings per person.

participant demographics

All Types of Fishing



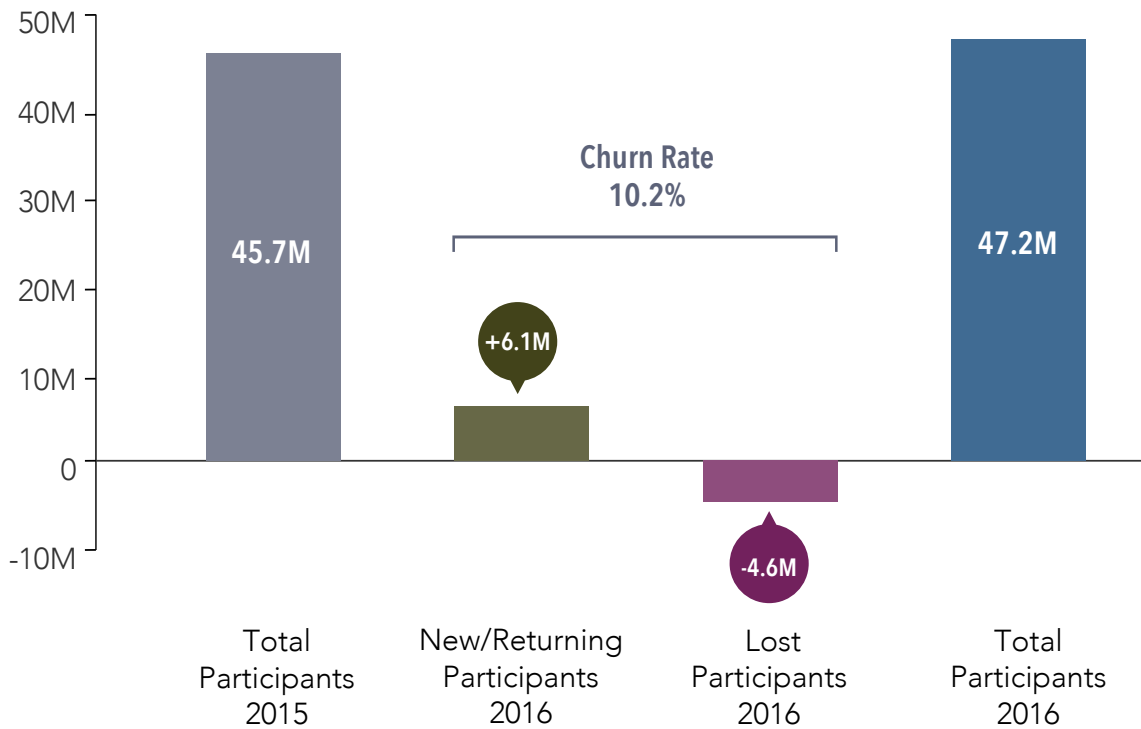
★ highest percentage of participants
among all Americans, ages 6+



among fishing participants, ages 6+

participation in-depth

All Types of Fishing



The Leaky Bucket

among fishing participants, ages 6+

The “Leaky Bucket” analysis shows a net gain in fishing participants. There were more new/returning participants (6.1 million people) than were lost (4.6 million people), contributing to a 1.5 million person increase in fishing participation from 2015 to 2016.



New/Returning Participants

New fishing participants made up 5.3% of total fishing participants, or 2.5 million Americans.

Returning participants, those fishing after a hiatus, accounted for 7.7% of participants, or 3.6 million people.



Lost Participants

4.6 million people stopped fishing in 2016. The attrition rate significantly decreased since 2015 when 6.5 million people quit fishing.

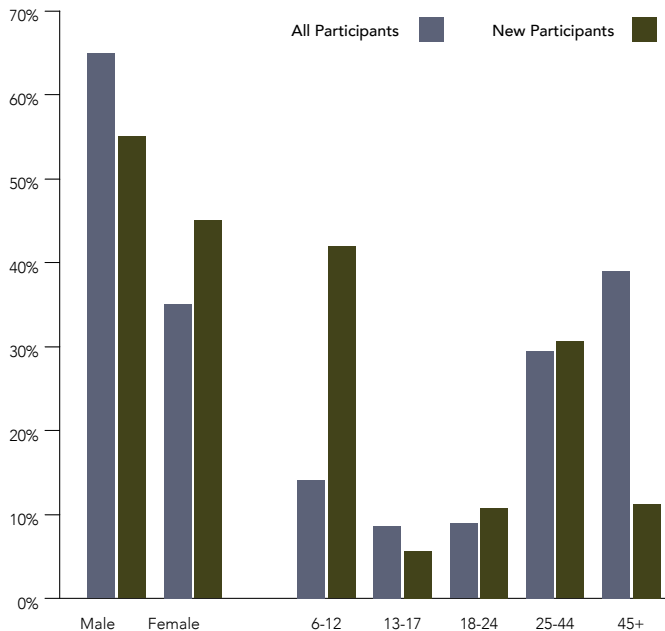


Continuing Participants

The majority of participants, 87.1%, continued fishing from 2015 to 2016. That equates to 41.1 million people.

demographics by kind of participant

All Types of Fishing

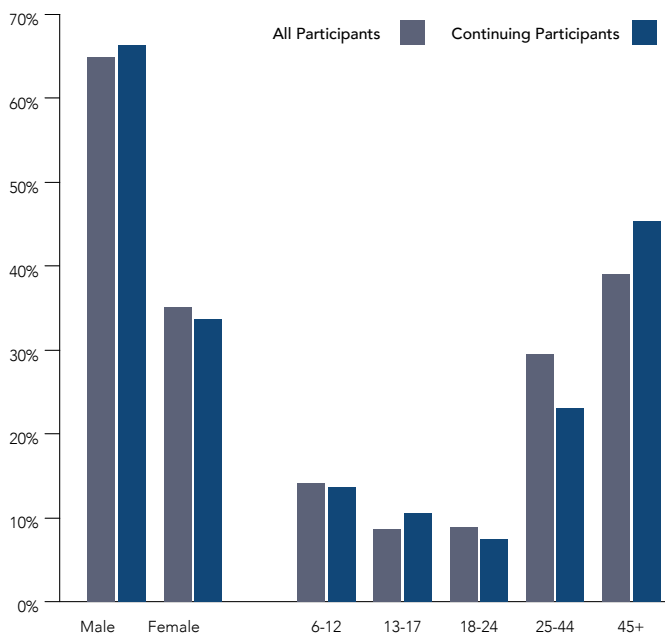


New Participants

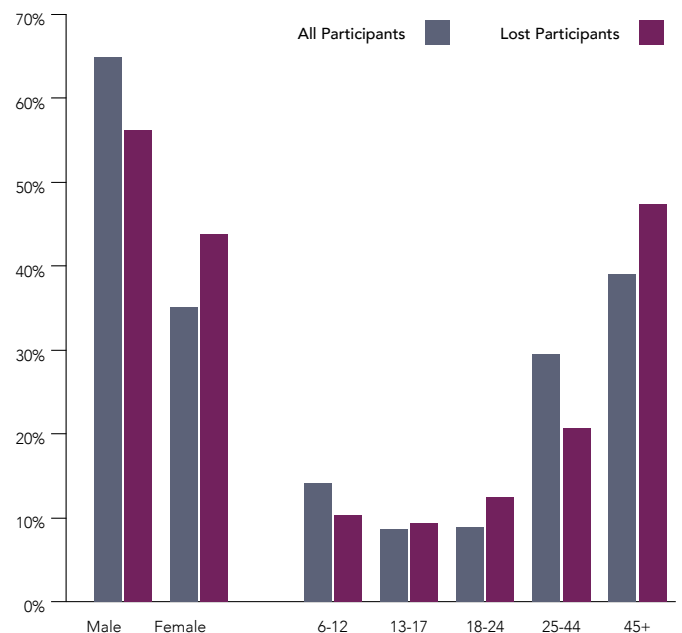
Demographics by Kind of Participant

among fishing participants, ages 6+

When compared to all fishing participants, new participants skewed young and female. People who stopped fishing in 2016 also tended to be female, suggesting that there was significant churn among female participants. Among age groups, older Americans, ages 45+, were most likely to leave the sport.



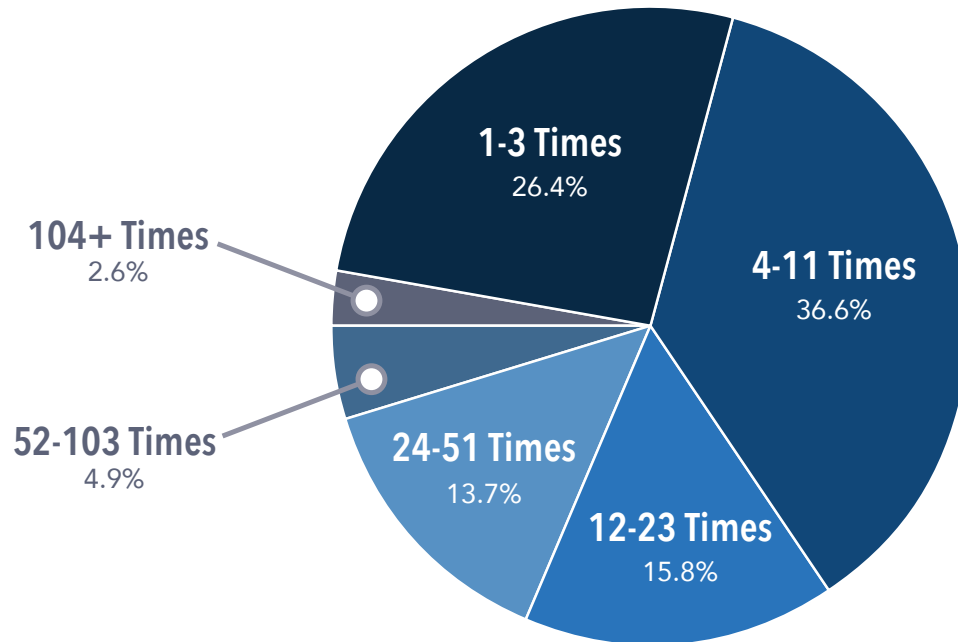
Continuing Participants



Lost Participants

level of commitment to fishing

All Types of Fishing



Annual Outings

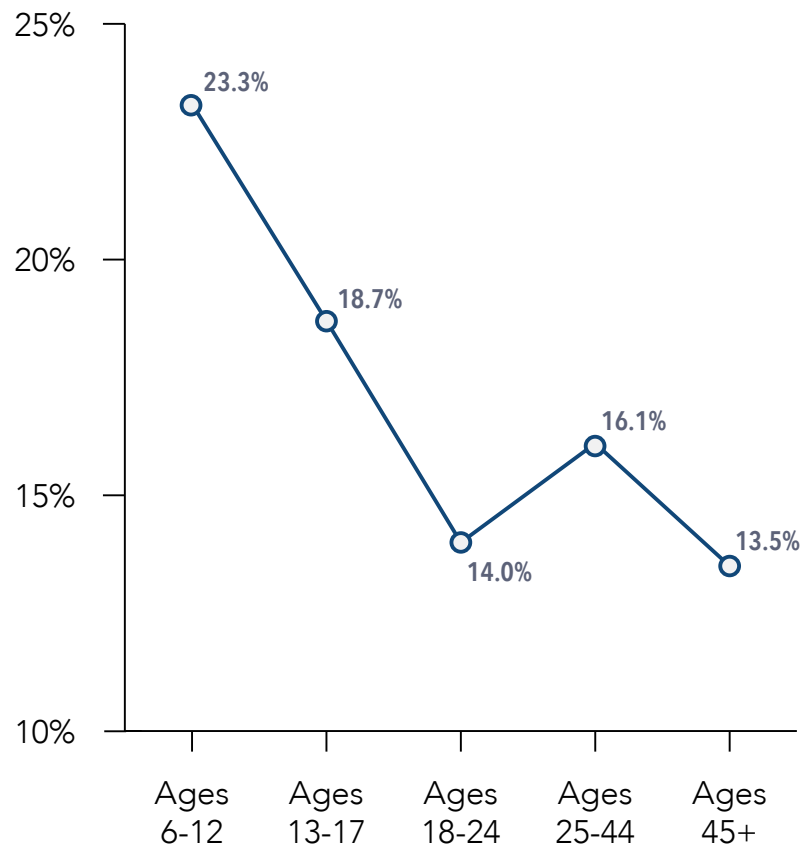
among fishing participants, ages 6+

Most people who went fishing in 2016 were casual participants. 63.0% of them went fishing between 1 and 11 times per year. Only 7.5% of participants went fishing every week or more.

Perceived Level of Fishing Participation	fishing participants, ages 6+
Occasional participant, would like to fish more often	32.3%
Occasional participant, fish as often as I want	28.5%
Avid fishing participant, would like to fish more often	19.9%
Avid fishing participant, fish as often as I want.	16.4%
Don't fish currently, but would like to fish	1.8%
Don't fish currently, not interested in fishing	1.1%

participation by age

All Types of Fishing



Participation Life Cycle

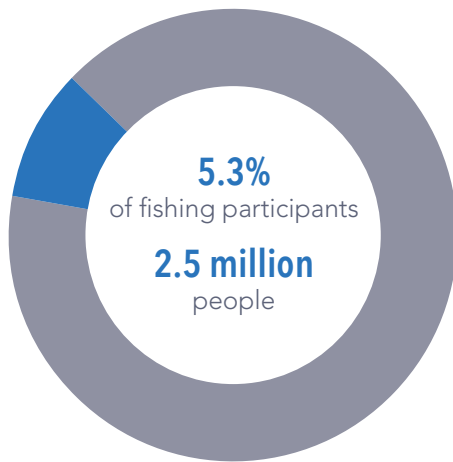
among all Americans, ages 6+

This chart measures the rate of fishing participation in America. The snapshot of participation rates by age helps describe a person's life cycle of fishing participation.

Fishing was most popular during childhood. It steadily declined until adulthood, where it bumped up by about 2%, before declining among the oldest age cohort.

intro to fishing

All Types of Fishing



New to Fishing in 2016

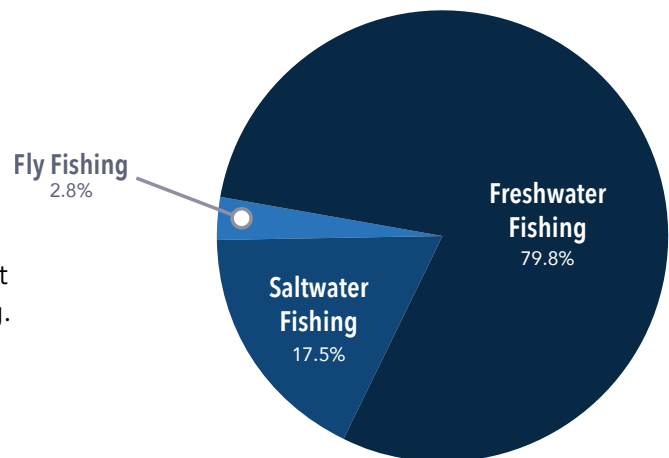
among fishing participants, ages 6+

In 2016, 5.3% of participants were new to fishing. In other words, 2.5 million people out of 47.2 million total fishing participants were new to the sport.

1st Type of Fishing Experience

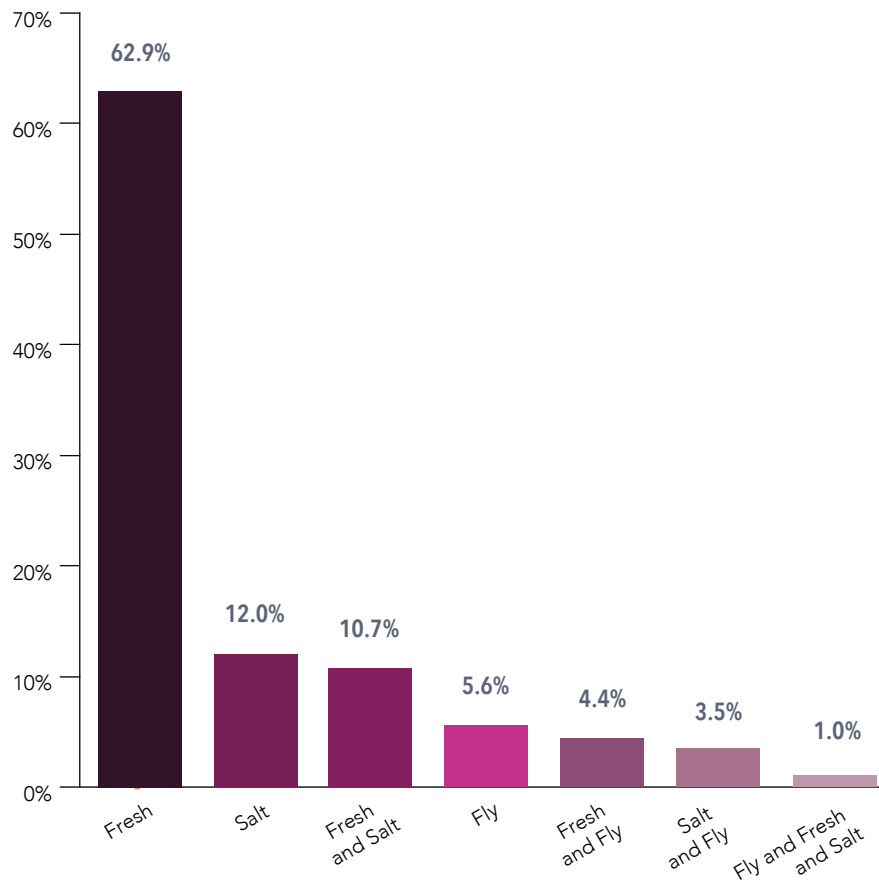
among fishing participants, ages 6+

A vast majority of current fishing participants—almost 80%—tried freshwater fishing during their first outing.



fishing type preferences

All Types of Fishing



Overlap in Fishing Participation

among fishing participants, ages 6+

A majority of participants, nearly 63%, solely fished in freshwater. The most popular overlap in fishing type was freshwater and saltwater fishing.



80%
participated in
one type
of fishing

20%
participated in
multiple types
of fishing

Participation Multiple Types of Fishing

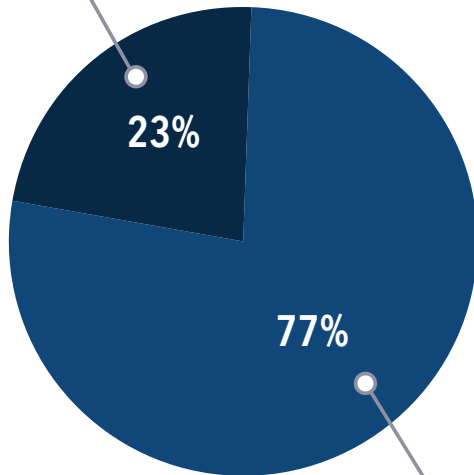
among fishing participants, ages 6+

80% of participants tried just one type of fishing in 2016. Only 20% enjoyed multiple types.

enjoyment of other activities

All Types of Fishing

I only participate
in fishing



Participation in Outdoor Recreation

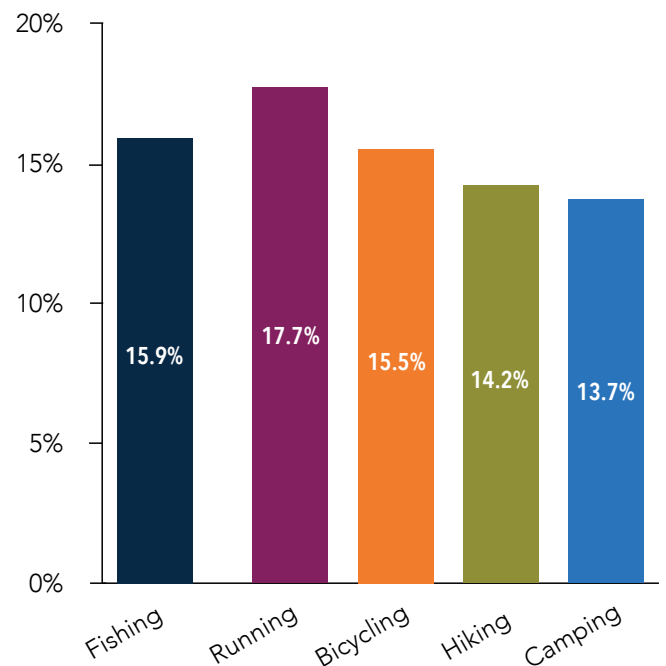
among fishing participants, ages 6+

A majority of fishing participants, 77%, participated in fishing in addition to another outdoor activity. Only 23% participated in fishing alone.

Participation in Gateway Activities

among all Americans, ages 6+

Participation in outdoor recreation often begins with a "gateway" activity. These accessible and popular pastimes often lead to participation in other outdoor endeavors. In 2016, fishing was right behind running as the most popular gateway activity.



enjoyment of other activities

All Types of Fishing

Top Crossover Activities

among fishing participants, ages 6+

Outdoor Activities		Team Activities	
Camping	35.2%	Basketball	16.4%
Bicycling	29.1%	Baseball	12.9%
Hiking	27.0%	Football	12.2%
Running	26.3%	Soccer	9.4%
Shooting and Target Shooting	24.1%	Volleyball	8.8%
Indoor Fitness Activities		Other Activities	
Free Weights	29.5%	Walking for Fitness	44.7%
Treadmill	24.3%	Bowling	31.6%
Stationary Cycling	19.1%	Golf	17.5%
Weight/Resistance Machines	17.8%	Swimming for Fitness	17.0%
Stretching	16.7%	Table Tennis	12.1%

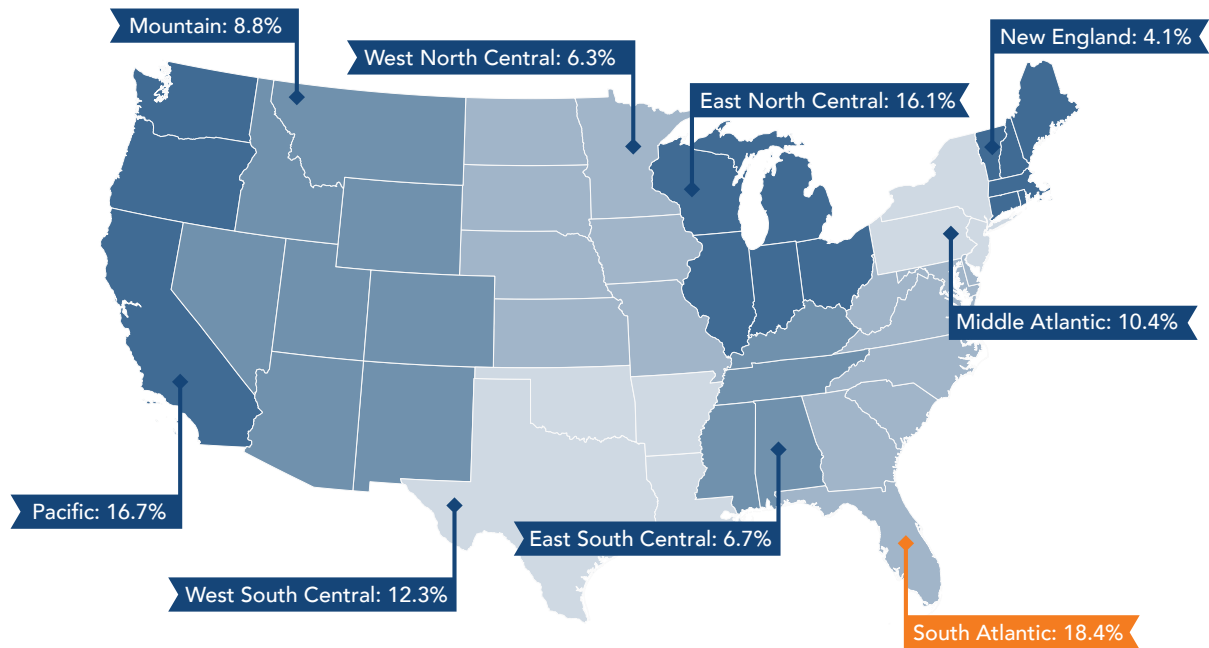
motivations

All Types of Fishing

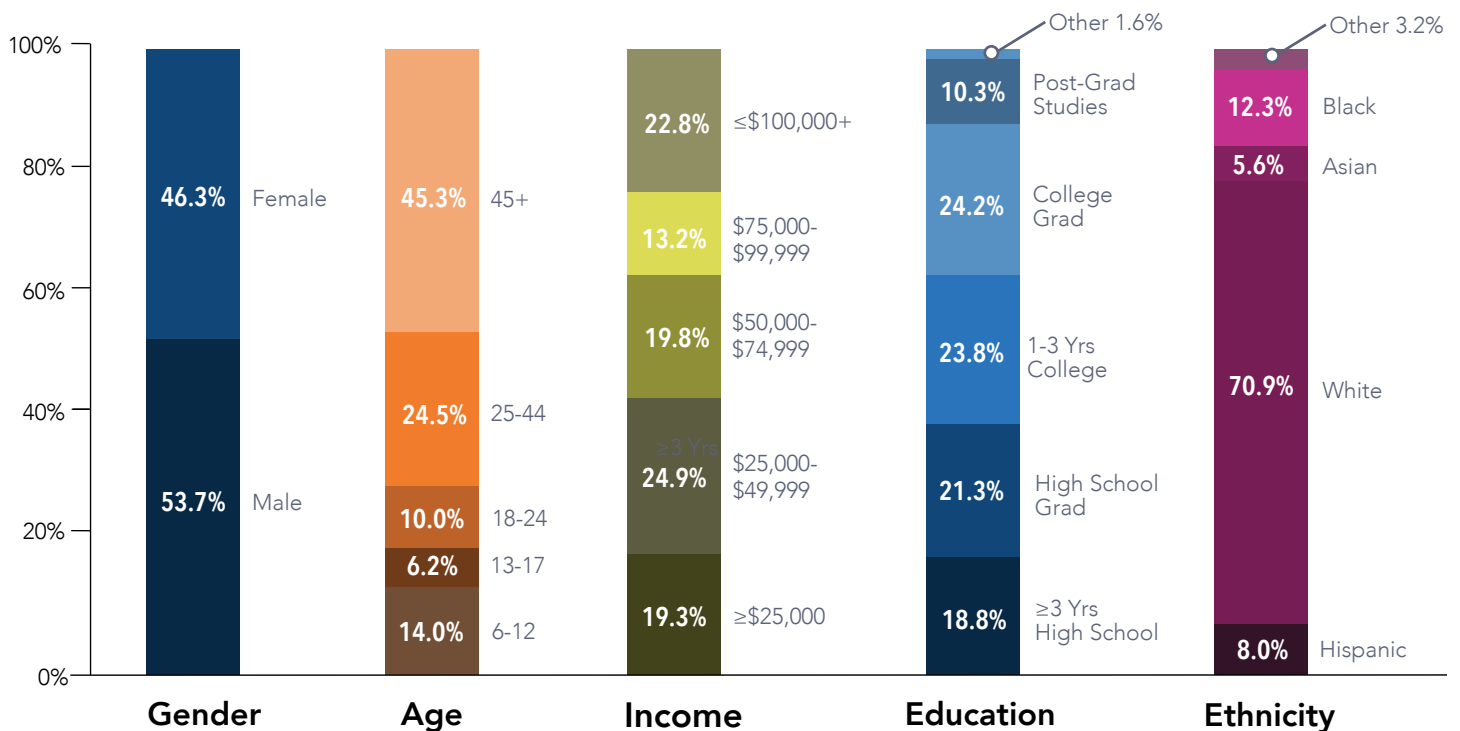
Reason for Participating in Outdoor Recreation	all Americans, Ages 6+
Get exercise	60.0%
Be with friends and family	57.9%
Be close to nature	46.9%
Enjoy the sounds and smells of nature	45.1%
Keep physically fit	43.7%
Observe scenic beauty	42.9%
Get away from the usual demands of life	39.8%
Experience excitement and adventure	38.4%
Be with people who enjoy the same things I do	35.8%
Develop my skills and abilities	28.4%
Experience solitude	25.7%
Be with people who share my values	21.5%
Gain a sense of accomplishment	21.1%
Because it is cool	20.3%
Gain self-confidence	19.1%
Talk to new and varied people	11.9%
Other	4.8%

demographics of considering participants

All Types of Fishing



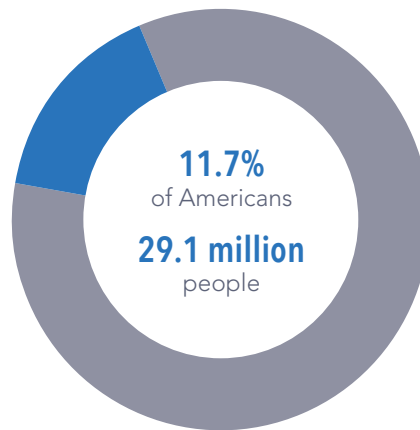
★ highest percentage of participants
among all Americans, ages 6+



among considering fishing participants, ages 6+

demographics of considering participants

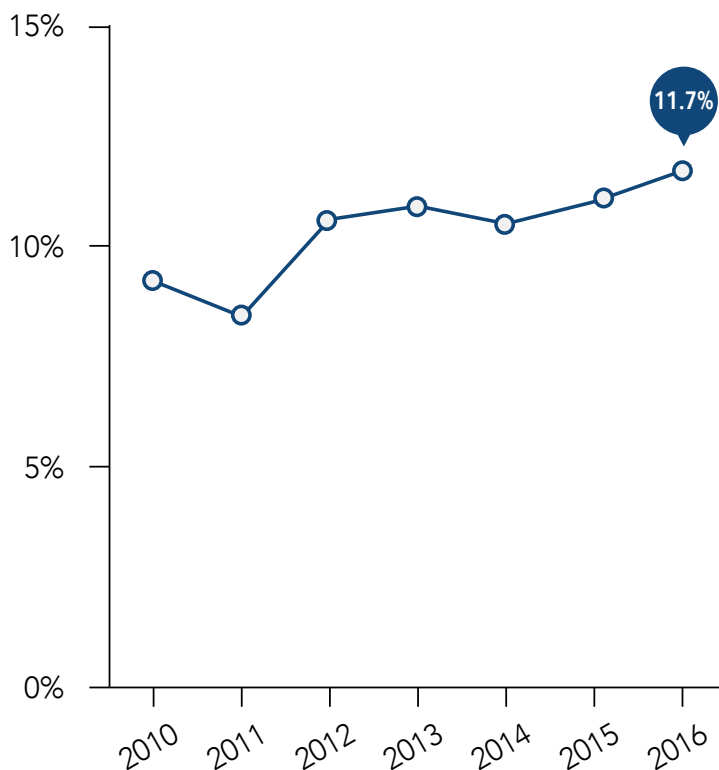
All Types of Fishing



People Considering Fishing in 2016

among all Americans, ages 6+

In 2016, 11.7% of all Americans, or 29.1 million people, considered participating in fishing. This is up from 11.0%, or 27.2 million people, in 2015. It is also the highest percentage and number of Americans interested in fishing since the beginning of this report.



People Considering Fishing Over Time

among all Americans, ages 6+

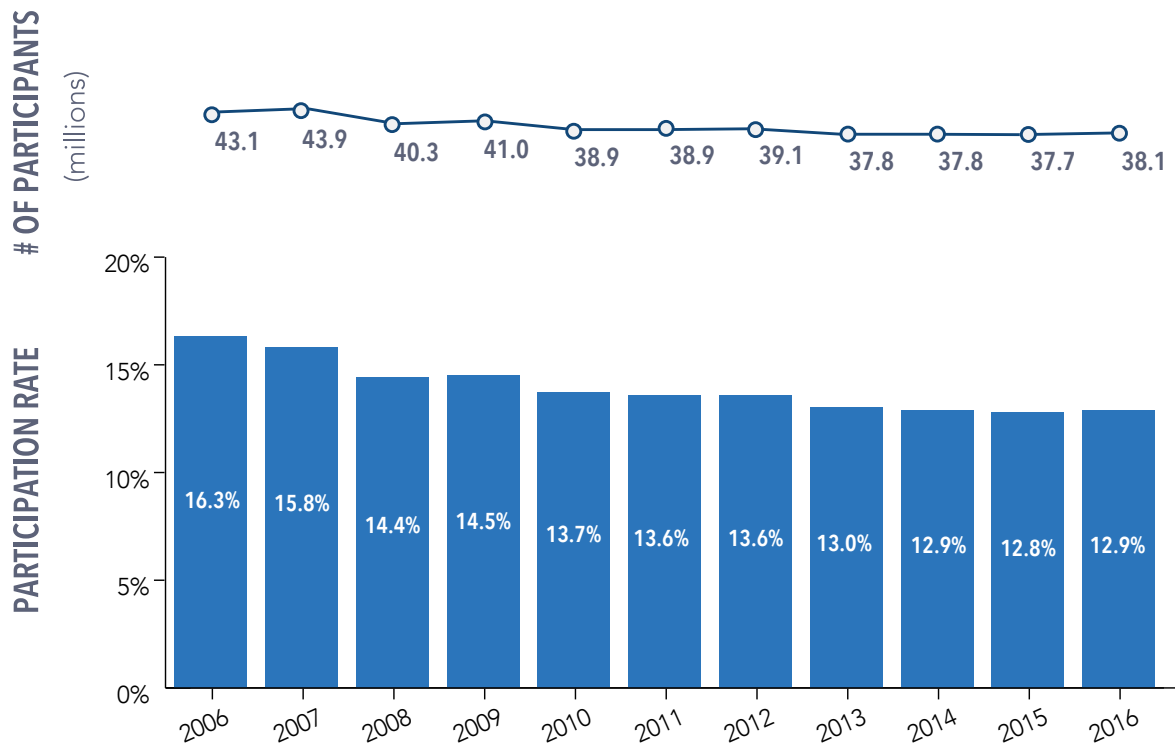
Great news for the fishing industry—more Americans than ever are interested in trying the sport for the first time.

FRESHWATER FISHING



participation at-a-glance

Freshwater Fishing



Freshwater Fishing Participation Rate

among all Americans, ages 6+

From 2015 to 2016, freshwater fishing participation increased from 12.8% to 12.9% of all Americans. The number of participants increased by 400,000 participants to 38.1 million. This was a four-year high in freshwater fishing participation.



Number of Participants

In 2016, there were a total of 38.1 million freshwater fishing participants, an increase from 37.7 million the year before.



Number of Outings

Freshwater fishing participants went on a collective 630 billion outings in 2016. Annual outings increased by 11 billion since the year before.

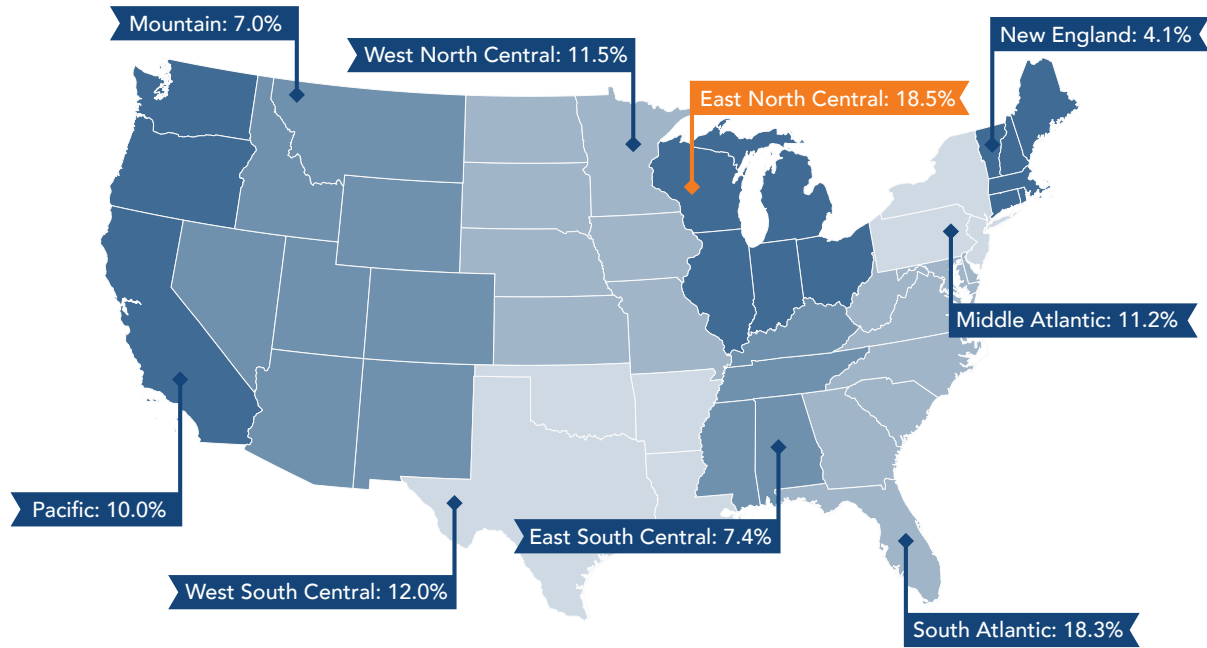


Average Outings

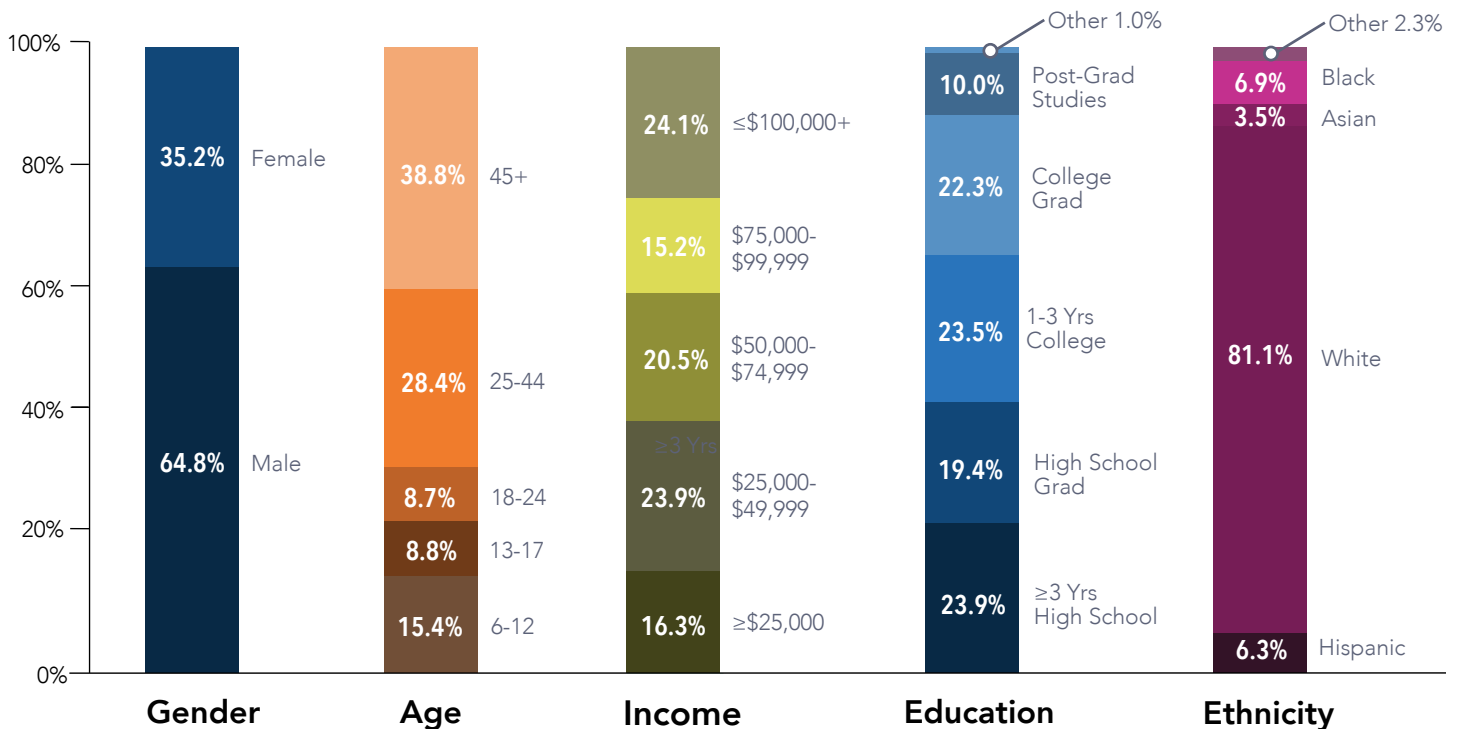
In 2016, each freshwater fishing participant went on an average of 16.5 outings, up slightly from 16.4 outings in 2015.

participant demographics

Freshwater Fishing



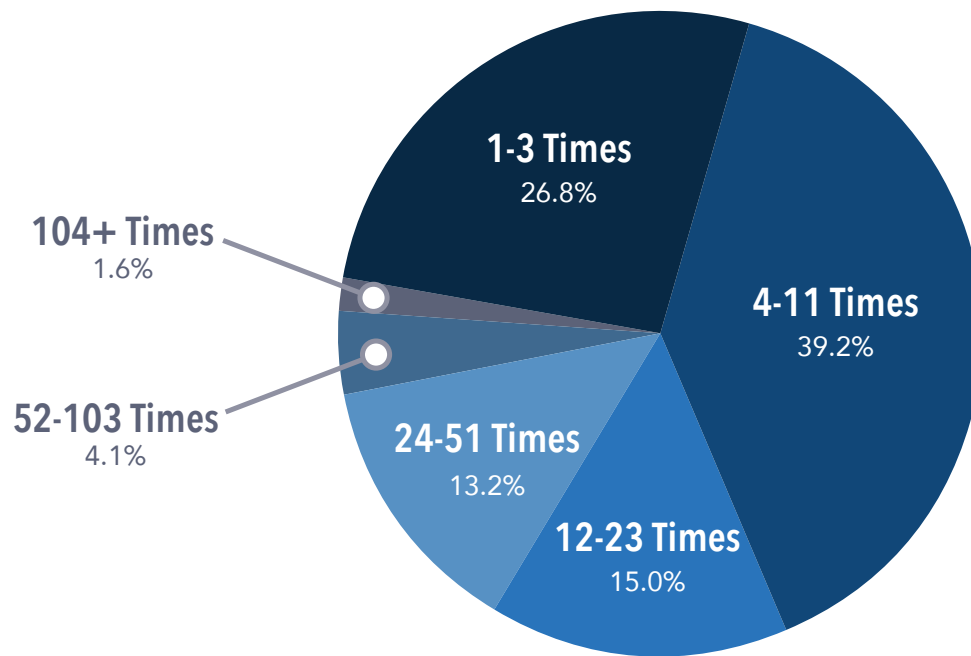
★ highest percentage of participants
among all Americans, ages 6+



among freshwater fishing participants, ages 6+

level of participation

Freshwater Fishing



Annual Outings

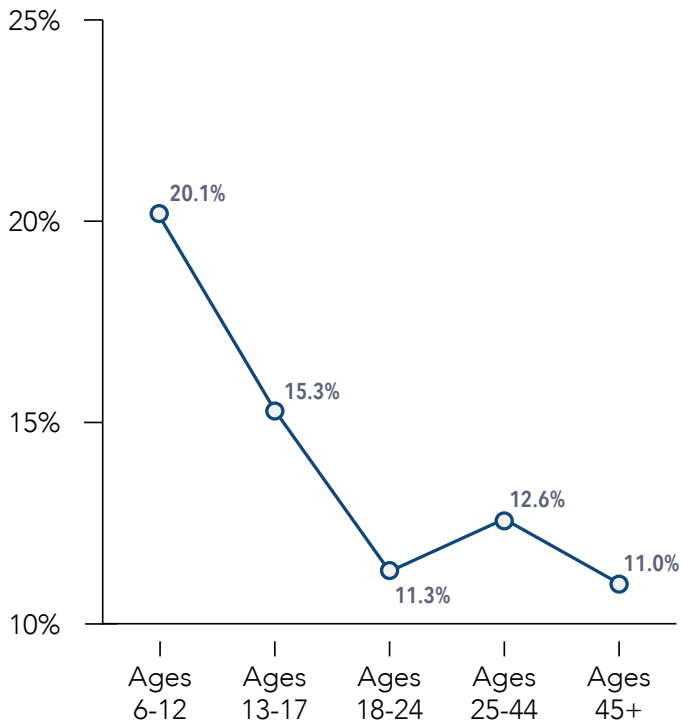
among freshwater fishing participants, ages 6+

When compared to other types of fishing participants, freshwater fishing participants tended to make the most annual outings. Freshwater participants averaged 16.5 outings per participant, compared to 14.6 for saltwater participants and 11.9 for fly fishing participants.

Perceived Level of Fishing Participation	freshwater fishing participants, ages 6+
Occasional participant, would like to fish more often	36.3%
Occasional participant, fish as often as I want	28.9%
Avid fishing participant, fish as often as I want	17.0%
Avid fishing participant, would like to fish more often	14.8%
Don't fish currently, but would like to fish	2.0%
Don't fish currently, not interested in fishing	1.1%

participation in-depth

Freshwater Fishing



Freshwater Fishing Participation Life Cycle

among all Americans, ages 6+

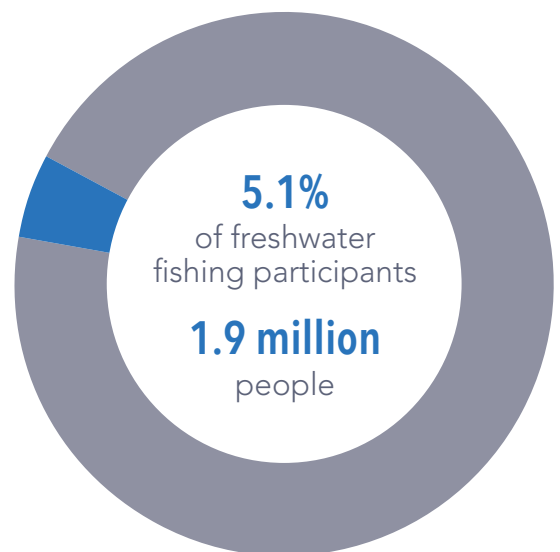
The freshwater fishing participation life cycle graph measures the rate of freshwater fishing participation in America. The snapshot of participation rates by age helps describe a person's life cycle of freshwater fishing participation.

Freshwater fishing participation was similar to the life cycle of all fishing participation. While participation was high during childhood, it decreased as people aged, with an increase during adulthood.

1st Time Fishing Participants

among freshwater fishing participants, ages 6+

5.1% of freshwater fishing participants, or 1.9 million people, were new to the activity in 2016.

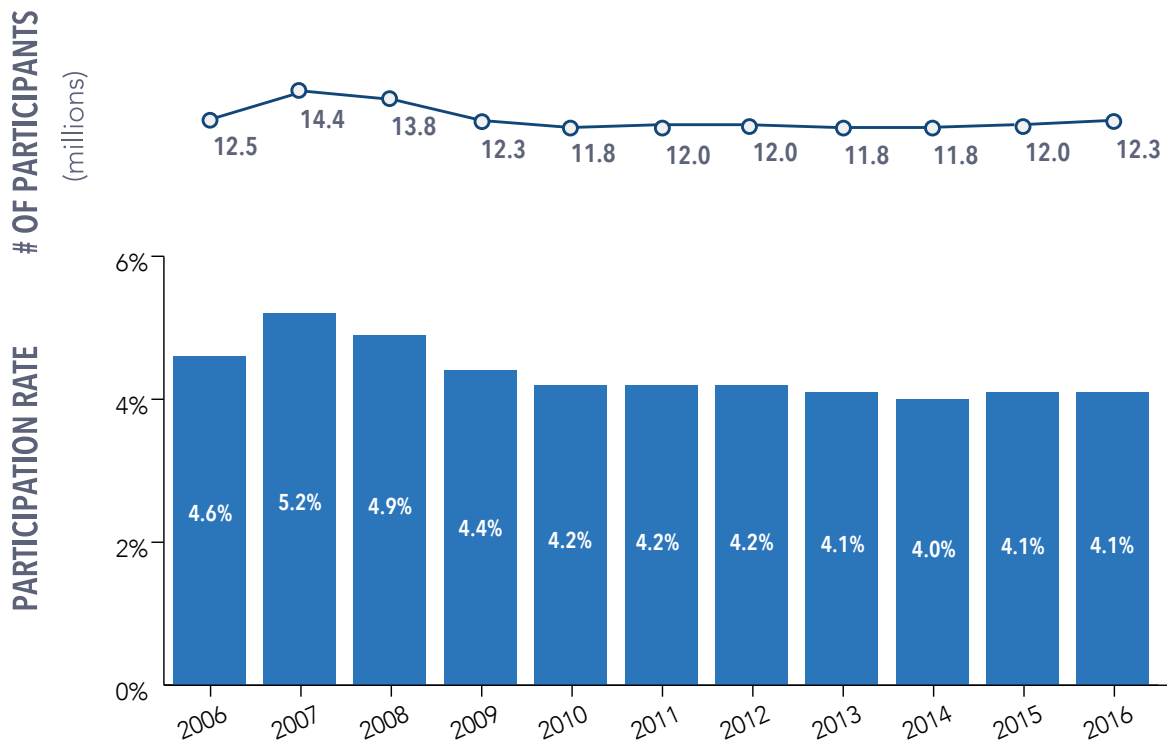


A person is silhouetted against a blue sky and ocean, holding a fishing rod. The person is standing on a beach, and the ocean waves are visible in the foreground. The overall tone is blue and serene.

SALTWATER FISHING

participation at-a-glance

Saltwater Fishing



Saltwater Fishing Participation Rate

among all Americans, ages 6+

Saltwater fishing was the second most popular type of fishing in the United States with 4.1% of Americans participating in the sport. Participation in saltwater fishing has remained fairly steady in recent years. From 2010 to 2016, the participation rate has hovered between 4.0% and 4.2%.



Number of Participants

Saltwater fishing added 300,000 participants from 2015 to 2016, bringing the number of participants to 12.3 million people.



Number of Outings

Saltwater fishing participants spent a total of 178.5 days fishing in 2016, compared to 176.0 days the year before.

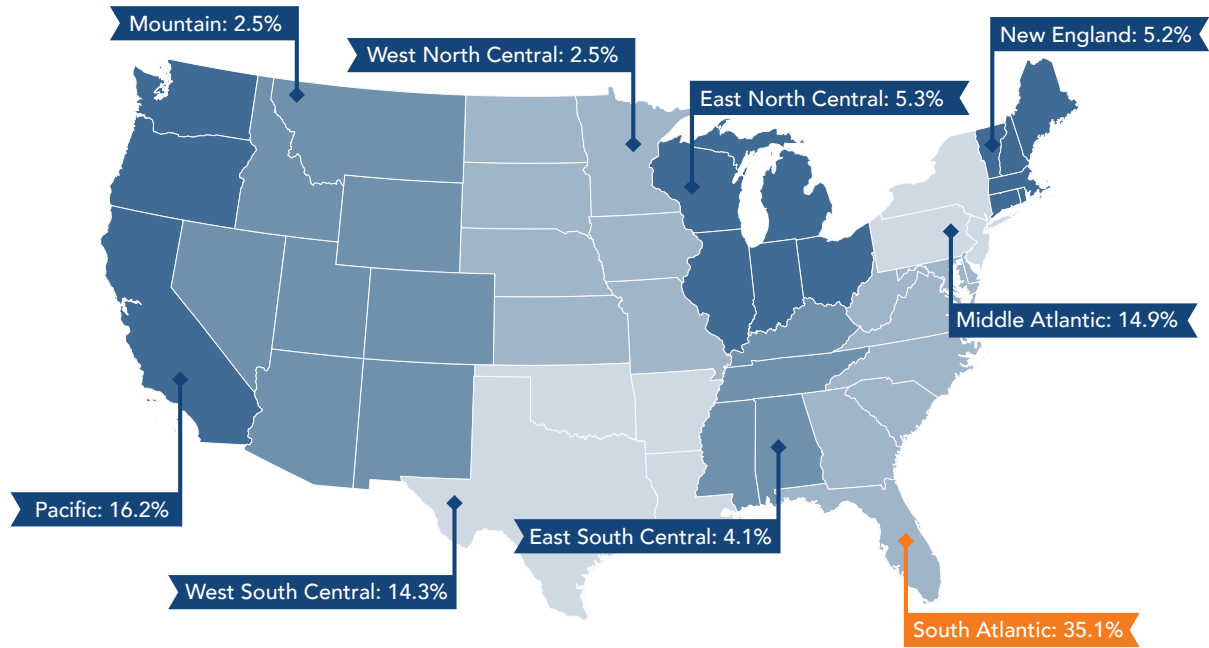


Average Outings

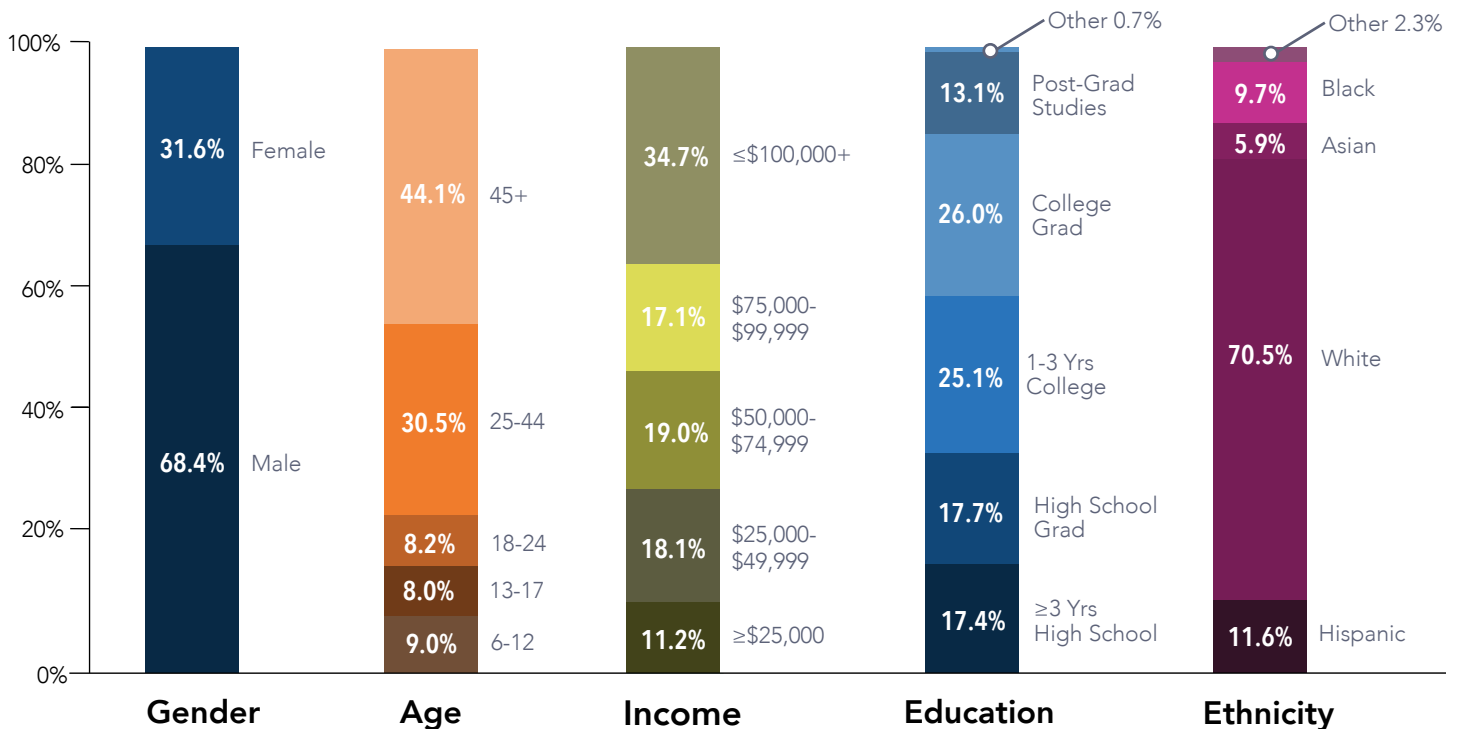
Average saltwater fishing outings marginally dropped from 14.7 in 2015 to 14.6 in 2016.

participant demographics

Saltwater Fishing



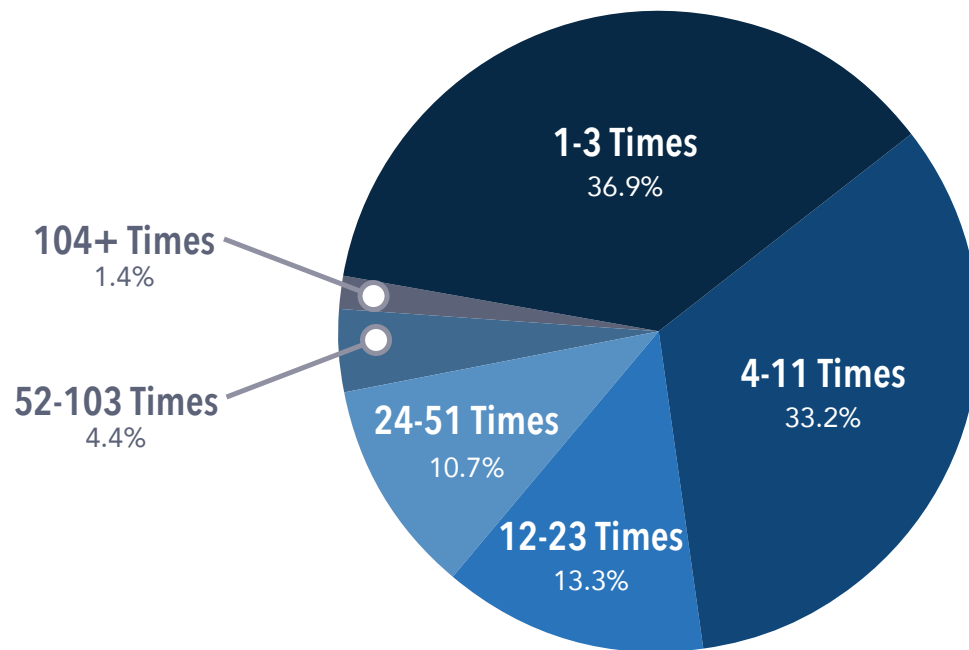
★ highest percentage of participants
among all Americans, ages 6+



among saltwater fishing participants, ages 6+

level of participation

Saltwater Fishing



Annual Outings

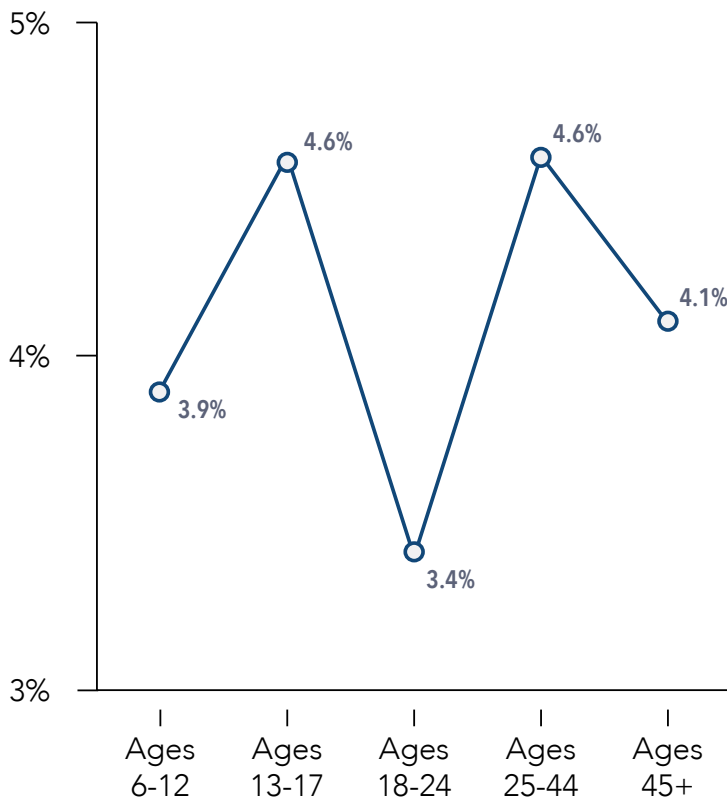
among saltwater fishing participants, ages 6+

Saltwater fishing, the second most popular fishing type, also had the second most annual outings per participant at 14.6. More than 70.0% of participants fished less than once per month.

Perceived Level of Fishing Participation	saltwater fishing participants, ages 6+
Occasional participant, fish as often as I want	29.6%
Occasional participant, would like to fish more often	23.4%
Avid fishing participant, would like to fish more often	23.2%
Avid fishing participant, fish as often as I want	22.1%
Don't fish currently, not interested in fishing	0.9%
Don't fish currently, but would like to fish	0.8%

participation in-depth

Saltwater Fishing



Saltwater Fishing Participation Life Cycle

among all Americans, ages 6+

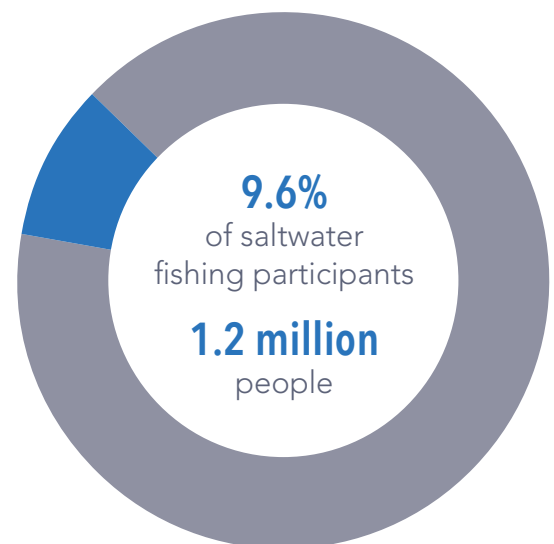
This chart measures the rate of saltwater fishing participation in America. The snapshot of participation rates by age helps describe a person's life cycle of saltwater fishing participation.

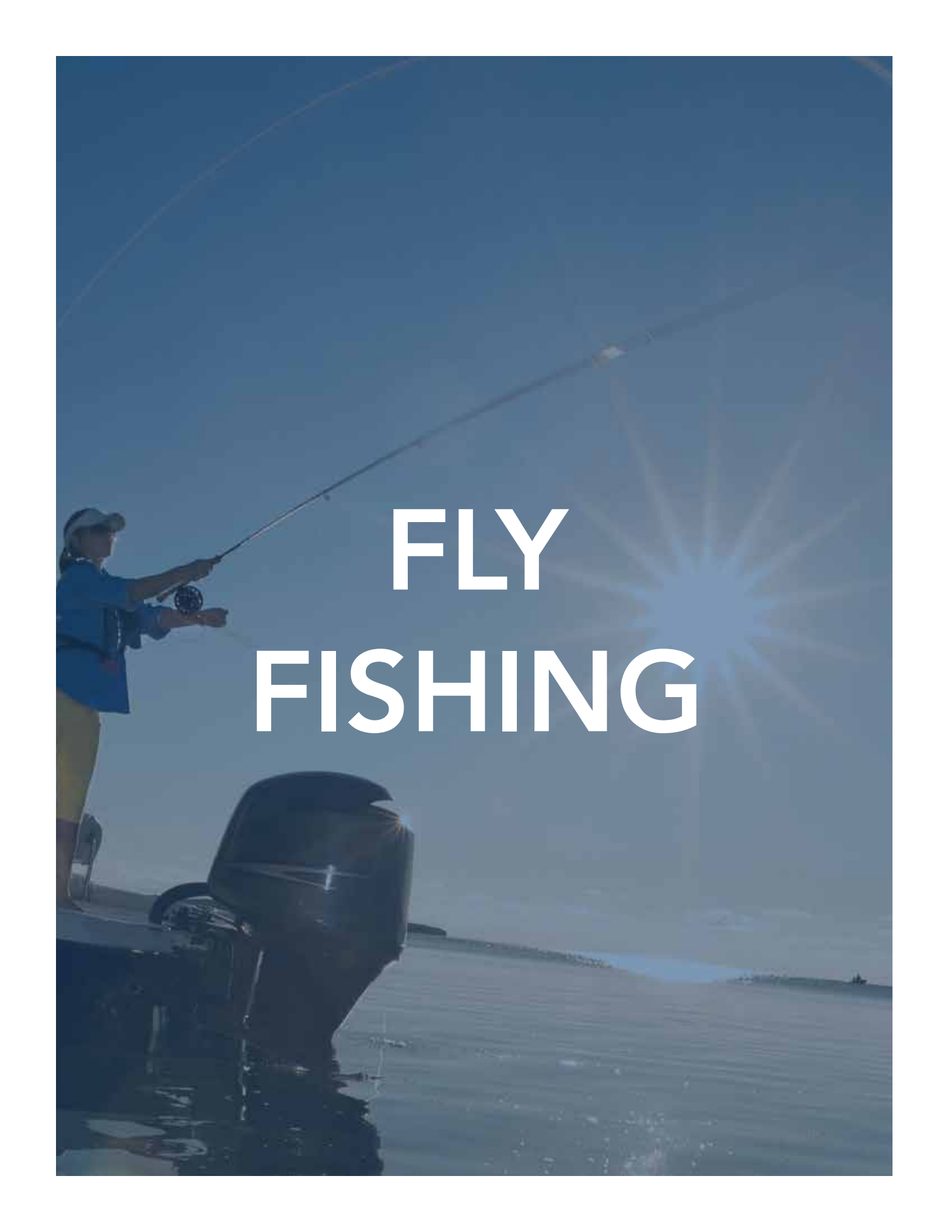
Saltwater fishing participation increased from childhood to teenage years. During young adulthood, participation dipped before rebounding during adulthood. Rates again declined during adulthood.

1st Time Fishing Participants

among saltwater fishing participants, ages 6+

9.6% of saltwater fishing participants, or 1.2 million people, were new to the activity in 2016.

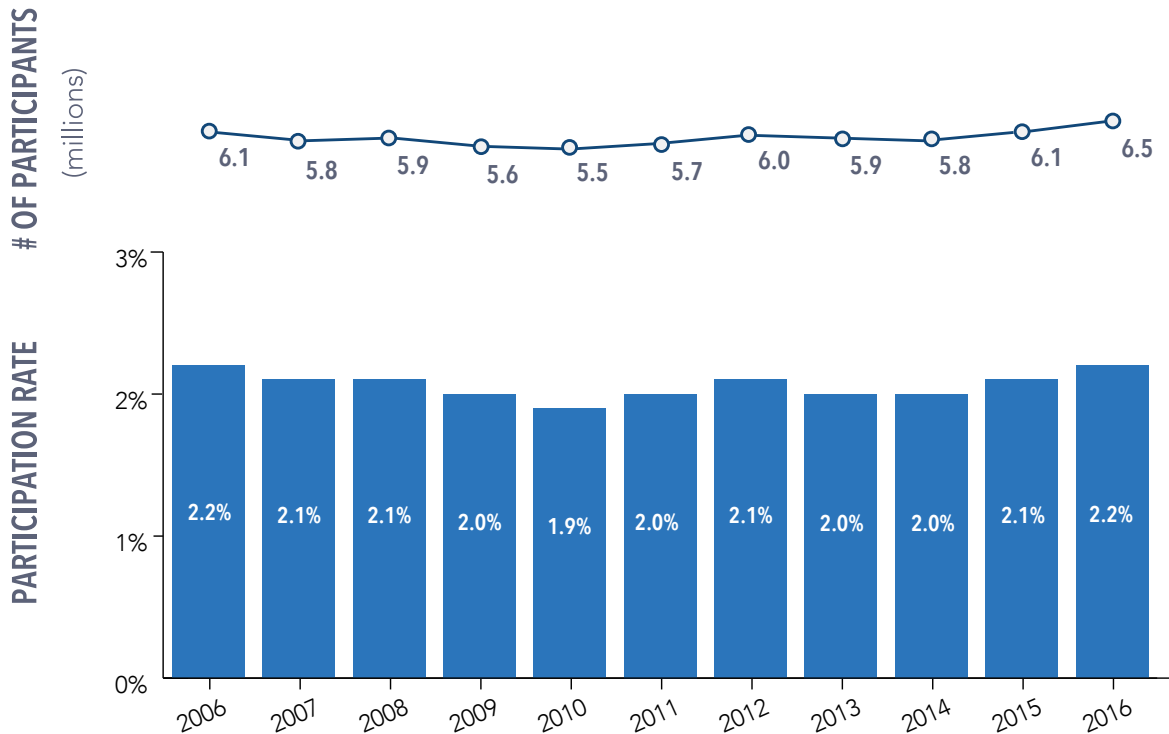


A person in a blue shirt and yellow pants is fly fishing from a boat. The fishing rod is arched high into the sky. The sun is setting on the right side of the image, creating a bright starburst effect. The water is calm, and the sky is a deep blue. The boat has a large outboard motor.

FLY FISHING

participation at-a-glance

Fly Fishing



Fly Fishing Participation Rate

among all Americans, ages 6+

Fly fishing is the least popular of the three fishing types, but participation in the sport has grown. After slight dips in participation levels, fly fishing is back to its high, last seen in 2006, of 2.2%. The actual number of participants is at an all-time high of 6.5 million.



Number of Participants

Fly fishing participation grew significantly from 2015 to 2016.

The sport was up 400,000 participants from the year before, bringing it to 6.5 million total participants.



Number of Outings

Americans spent 77.1 billion days fly fishing in 2016. That is up from 74.0 billion fly fishing days in 2015.

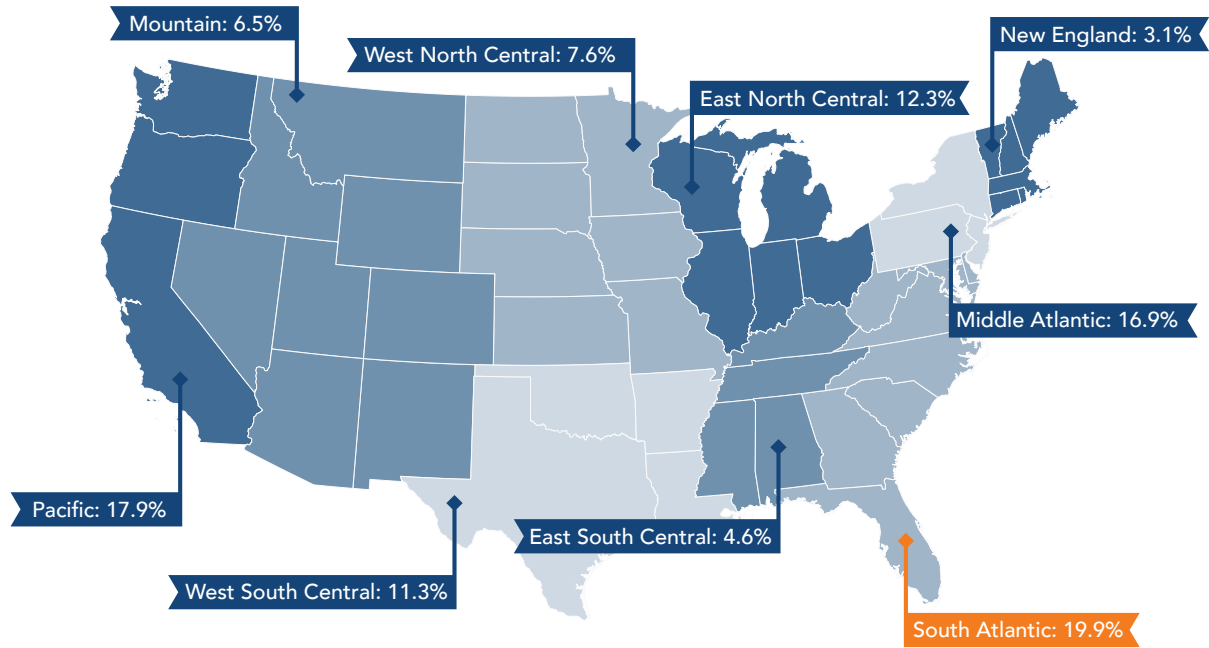


Average Outings

With increased participation numbers, the average number of fly fishing outings per person dropped from 12.2 days in 2015 to 11.9 days in 2016.

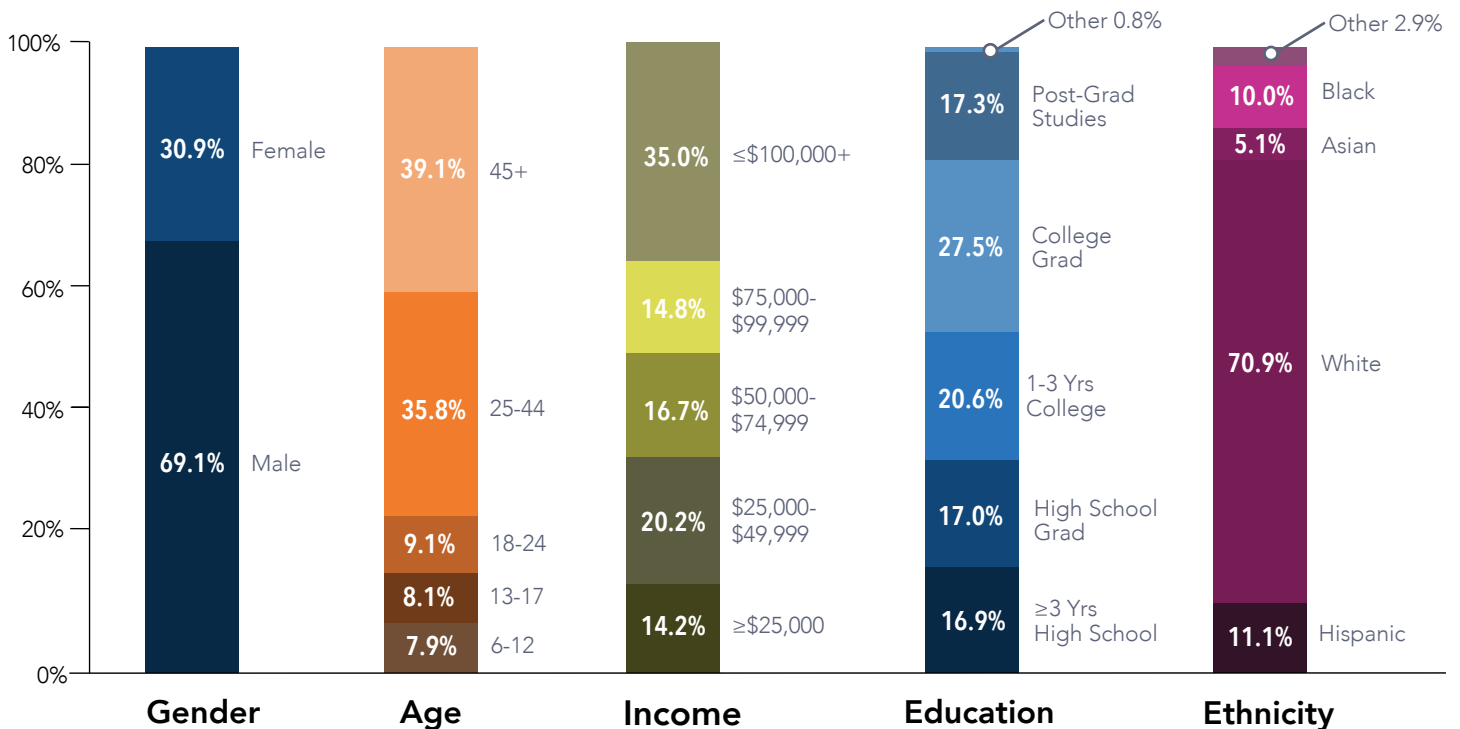
participant demographics

Fly Fishing



★ highest percentage of participants

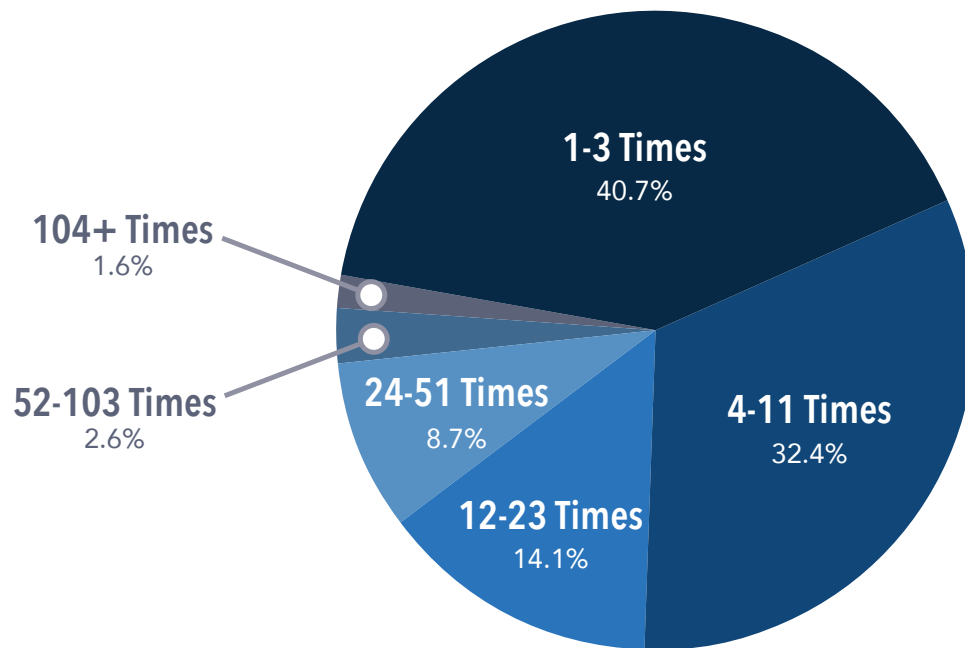
among all Americans, ages 6+



among fly fishing participants, ages 6+

level of participation

Fly Fishing



Annual Outings

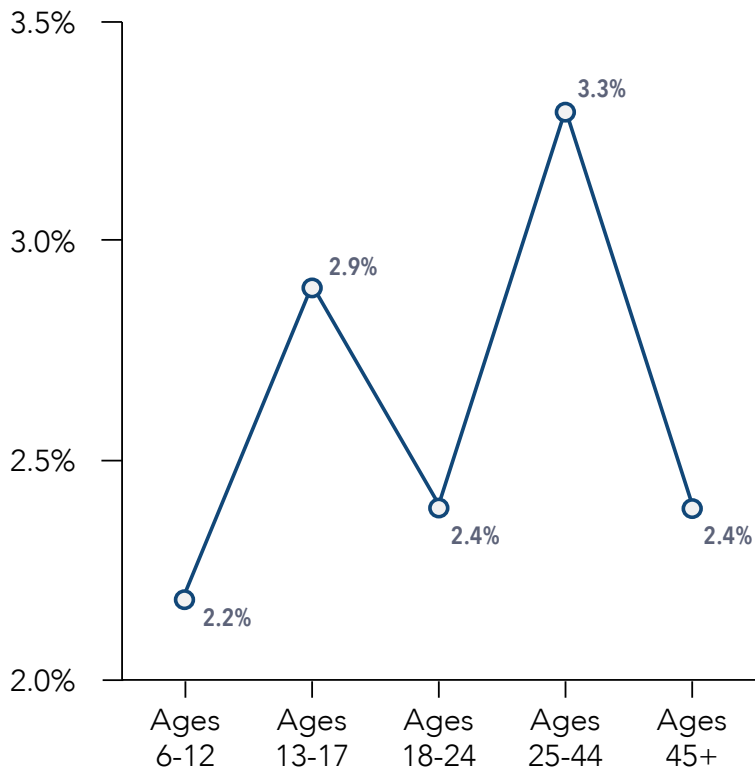
among fly fishing participants, ages 6+

Consistent with prior years, fly fishing was the least popular of the three types of fishing. Fly fishing participants also went on the least amount of annual outings, an average of 11.9 days per year. That is nearly 5 days less than freshwater participants.

Perceived Level of Fishing Participation	fly fishing participants, ages 6+
Avid fishing participant, fish as often as I want	30.0%
Avid fishing participant, would like to fish more often	30.0%
Occasional participant, fish as often as I want	26.7%
Occasional participant, would like to fish more often	12.3%
Don't fish currently, but would like to fish	0.8%
Don't fish currently, not interested in fishing	0.2%

participation in-depth

Fly Fishing



Fly Fishing Participation Life Cycle

among Americans, ages 6+

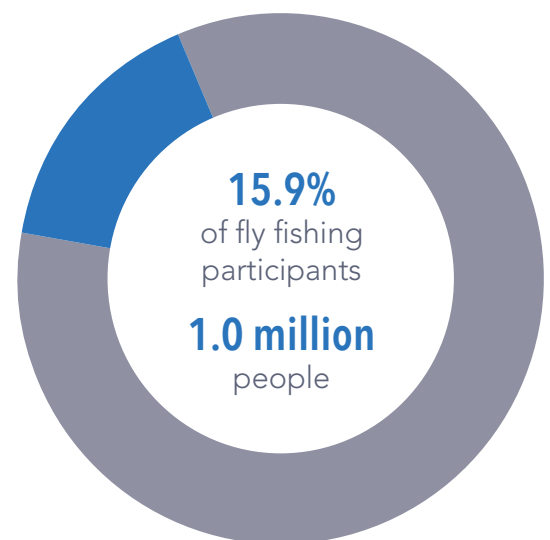
This chart measures the rate of fly fishing participation in America. The snapshot of participation rates by age helps describe a person's life cycle of saltwater fishing participation.

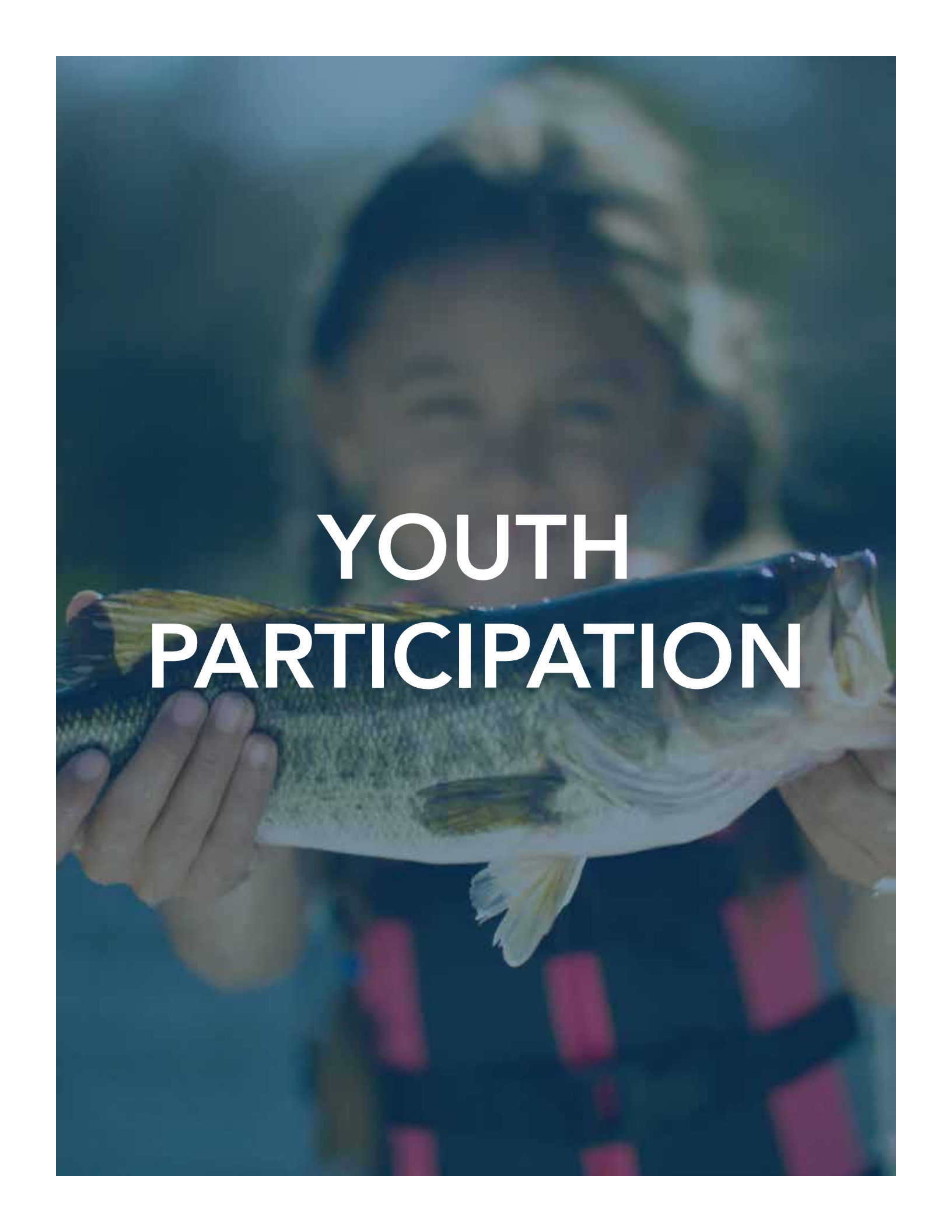
Like saltwater participation, fly fishing participation started low during childhood and grew, only dipping during young adulthood and among those 45 and older.

1st Time Fishing Participants

among fly fishing participants, ages 6+

15.9% of fly fishing participants, or 1.0 million people, were new to the activity in 2016.

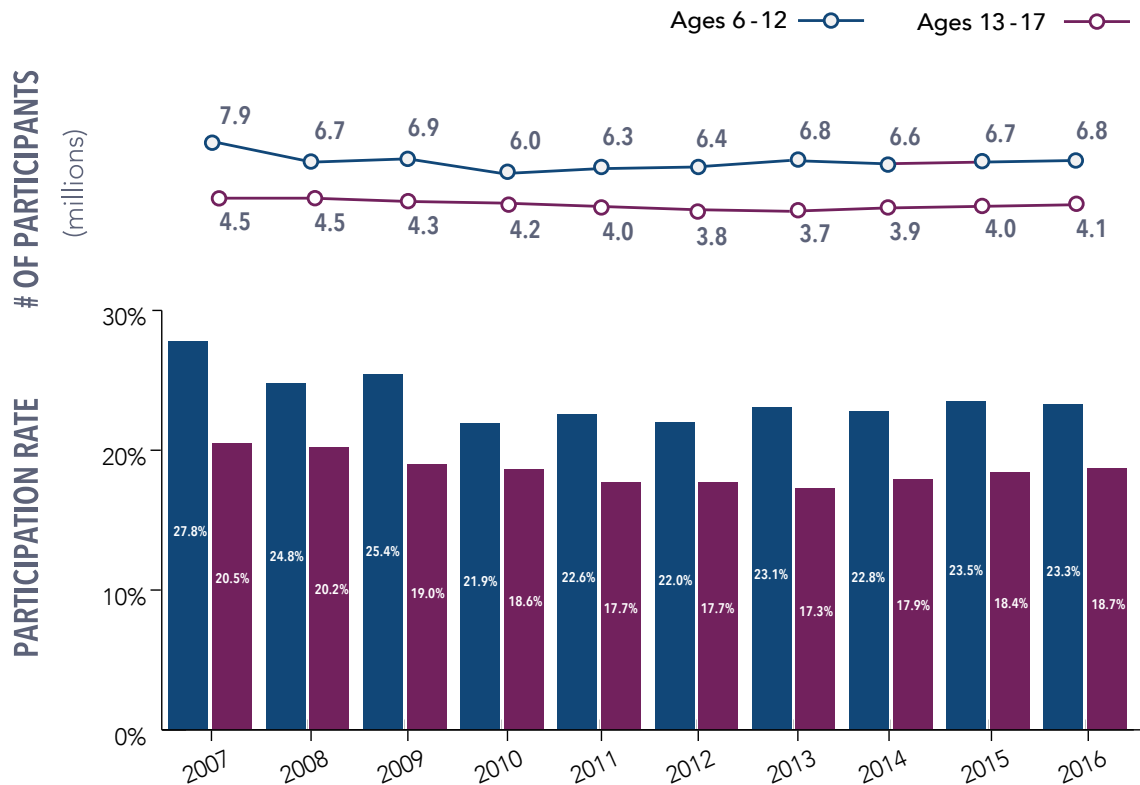


A young person with dark hair is smiling and holding a large, silvery fish with yellow fins. The background is a blurred outdoor setting with green foliage. The text "YOUTH PARTICIPATION" is overlaid in white, bold, sans-serif font.

YOUTH PARTICIPATION

participation at-a-glance

Youth



Youth Participation Rate

among all Americans, ages 6+

While the participation rate among children, ages 6 to 12, dropped marginally since 2015, participation among teens, ages 13 to 17, slightly increased. Due to growth in the population, both age cohorts added 100,000 participants.



Number of Participants

Both children and teens added 100,000 participants. Fishing among children increased to 6.8 million participants. Although the participation rate dropped due to a growing population, teen participation increased to 4.1 million.



Number of Outings

American youth, ages 6 to 17, embarked on 144.4 million fishing outings in 2016. Children went on 78.1 million outings and teens 66.3 million outings.

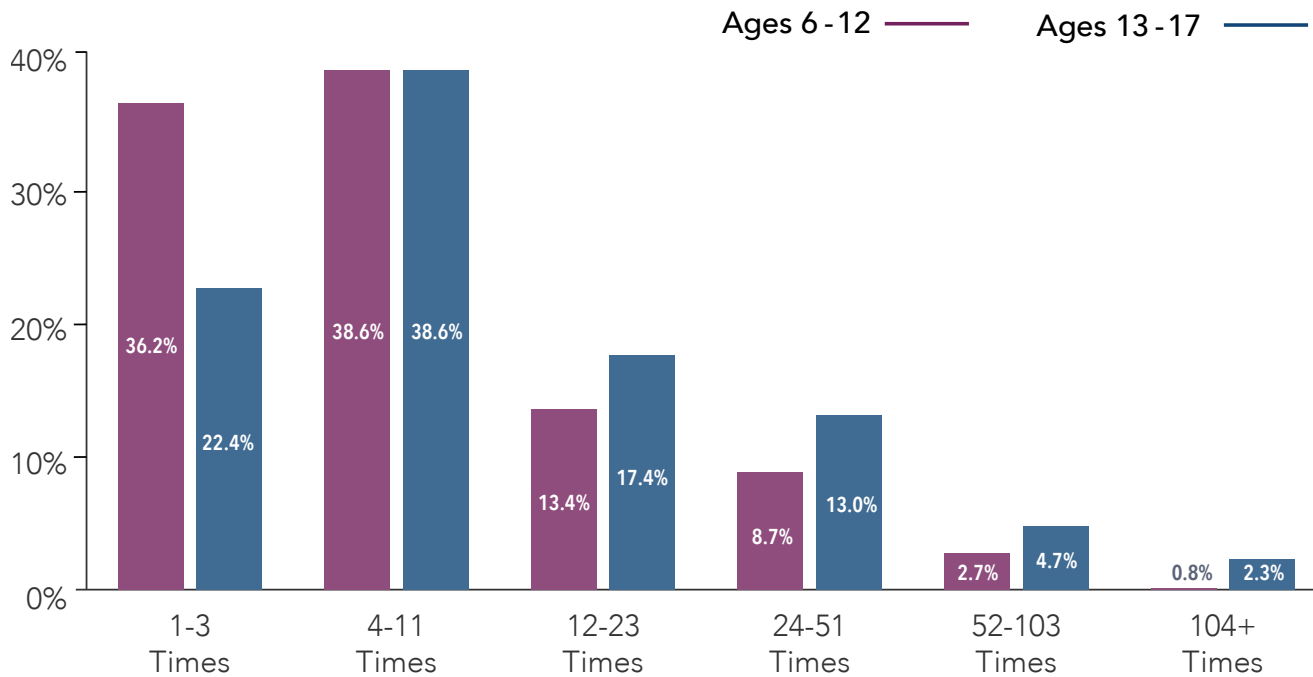


Average Outings

Children took an average of 11.4 fishing trips per participant in 2016, while teens averaged 16.0 outings per year.

level of participation

Youth



Annual Outings

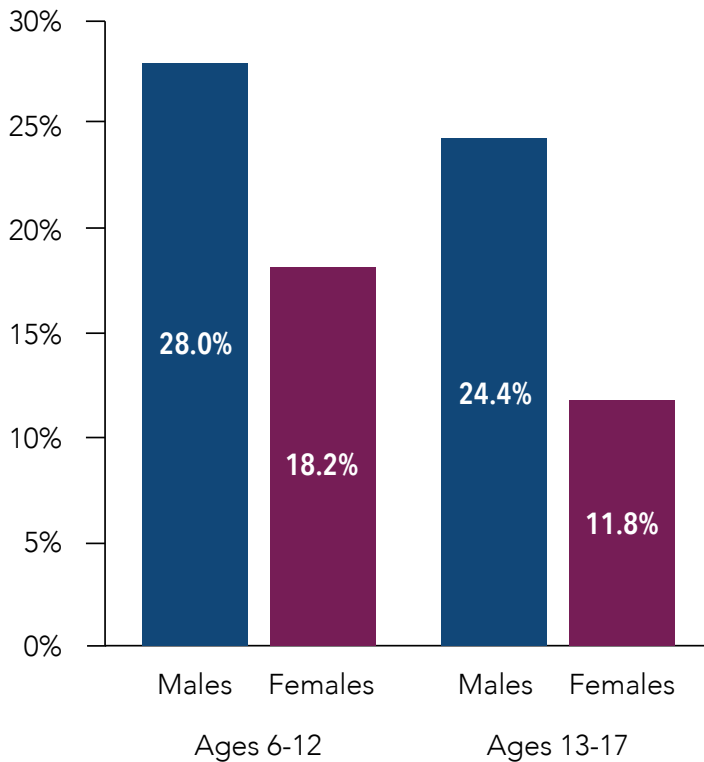
among youth participants, ages 6+

Children, ages 6 to 12, tended to go on fewer fishing outings than teenagers, ages 13 to 17. While 7.0% of teen participants went fishing at least once per week, only 3.5% of children made the same amount of fishing outings.

Perceived Level of Fishing Participation	participants, ages 6-12	participants, ages 13-17
Occasional participant, would like to fish more often	35.4%	25.6%
Occasional participant, fish as often as I want	23.9%	37.7%
Avid fishing participant, would like to fish more often	21.4%	19.0%
Avid fishing participant, fish as often as I want.	17.3%	16.0%
Don't fish currently, but would like to fish	1.7%	0.3%
Don't fish currently, not interested in fishing.	0.2%	1.3%

level of participation

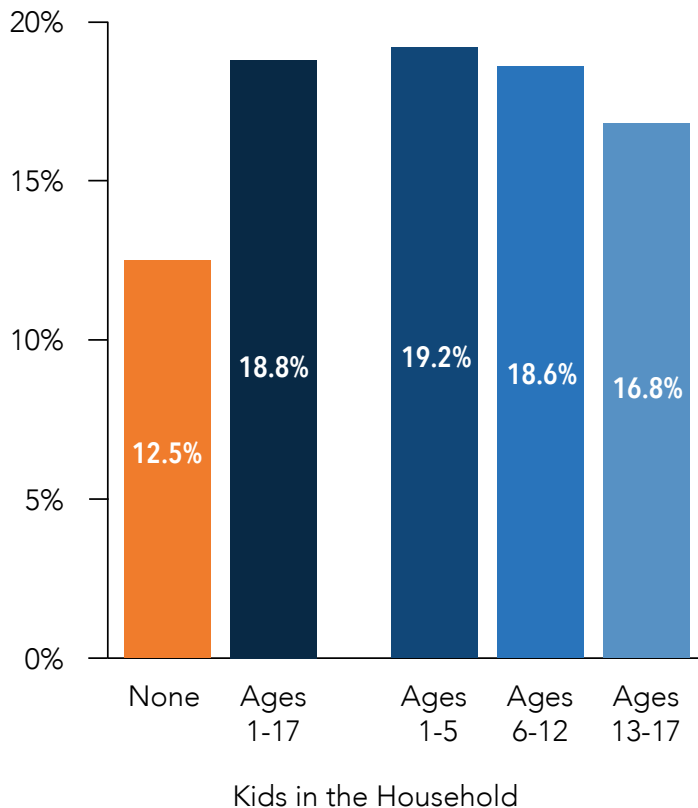
Among Americans, Ages 6+



Youth Participation in Fishing by Gender

among youth participants, ages 6-12 and ages 13-17

Male youth participated in fishing at a significantly higher rate than female youth. During childhood, there was an almost 10-percentage point gap in participation between the genders, and during adolescence, the gap widened to 12.6-percentage points. Overall, participation decreased from childhood to adolescence.



Participation in Fishing Among Adults with Children

among adult participants, ages 18+

Adults with children in their households participated in fishing at higher levels than adults without children. Nearly 19.0% of adults with children, ages 1 to 17, in their households participated in fishing, while 12.5% of adults without children participated. Those with younger children participated at higher levels than those with older children.

participation in other activities

Youth

Top Crossover Activities

among youth fishing participants, ages 6+

Outdoor Activities		Team Activities	
Bicycling	44.6%	Basketball	26.9%
Camping	40.2%	Baseball	25.5%
Running	29.3%	Soccer	23.6%
Hiking	25.8%	Football	21.1%
Paddling	19.9%	Volleyball	9.8%
Indoor Fitness Activities		Other Activities	
Free weights	18.4%	Bowling	39.5%
Treadmill	12.1%	Walking for Fitness	23.5%
Stretching	10.8%	Swimming for Fitness	18.4%
Calisthenics	10.2%	Sledding/Snow Tubing	14.7%

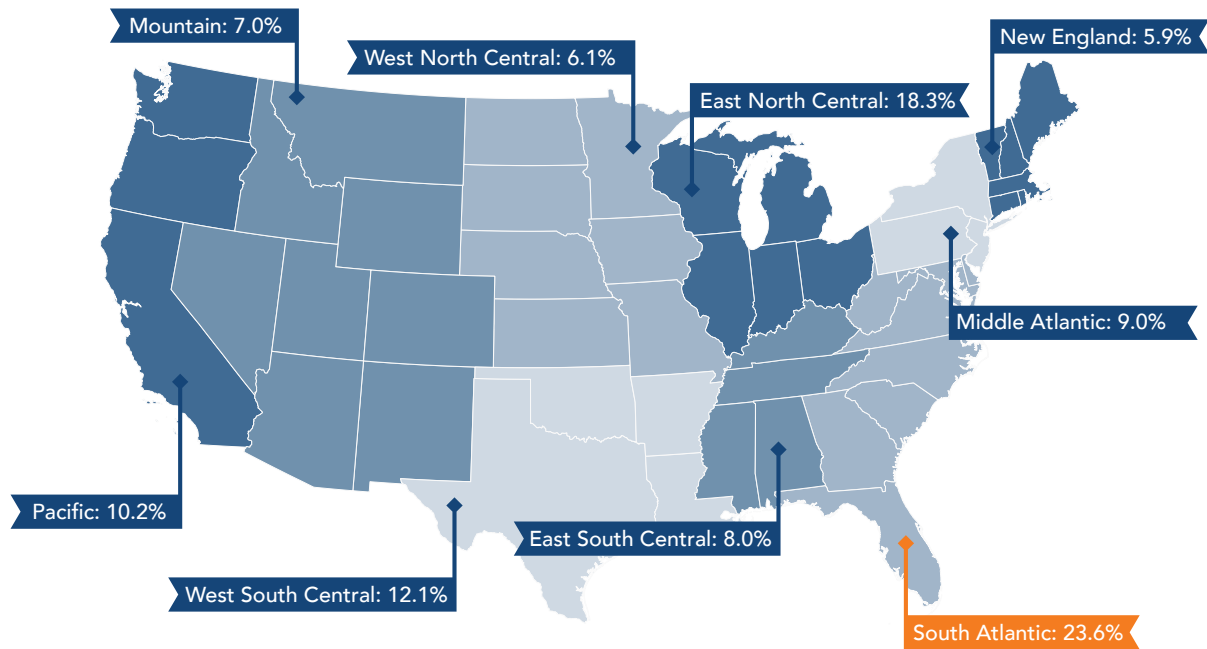
motivations

Youth

Reason for Participating in Outdoor Recreation	youth, ages 6-12	youth, ages 13-17
Be with family and friends	68.6%	61.3%
Get exercise	53.2%	54.4%
Experience excitement and adventure	45.4%	39.7%
Be with people who enjoy the same things I do	39.7%	50.0%
Develop my skills and abilities	33.5%	38.8%
Because it is cool	33.5%	28.1%
Enjoy the sounds and smells of nature	31.3%	37.2%
Be close to nature	29.5%	38.9%
Keep physically fit	29.3%	42.9%
Observe scenic beauty	23.3%	32.2%
Gain self-confidence	21.1%	23.6%
Gain a sense of accomplishment	21.0%	24.8%
Be with people who share my values	14.7%	28.2%
Get away from the usual demands of life	13.8%	31.1%
Talk to new and varied people	8.7%	11.8%
Experience solitude	7.5%	13.8%
Other	5.6%	3.1%

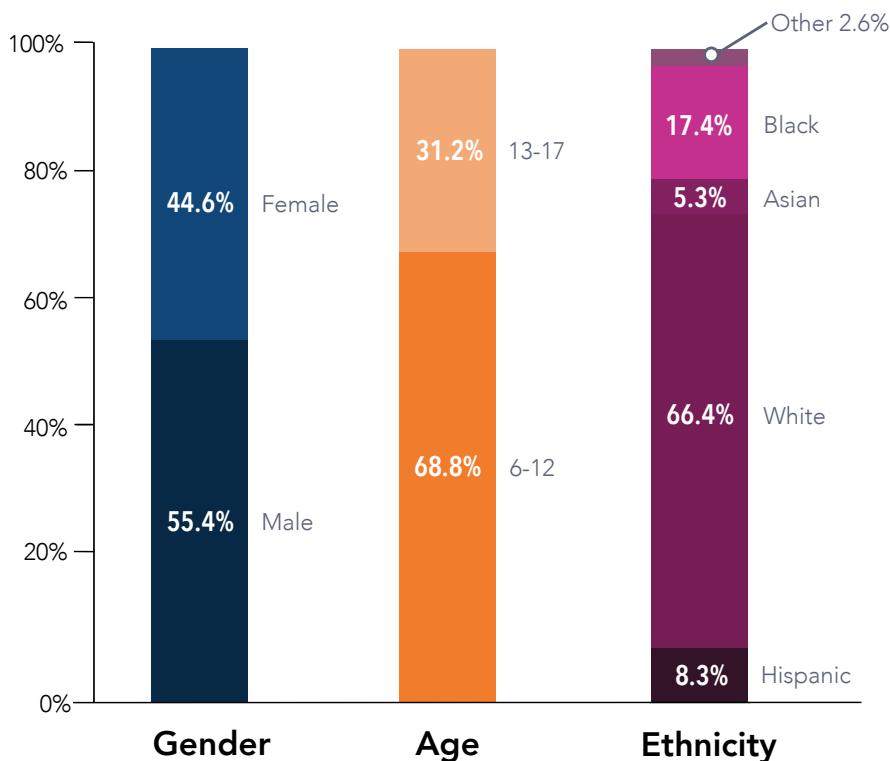
demographics of considering participants

Youth

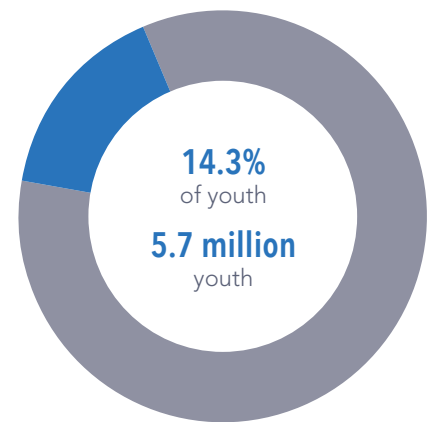


★ highest percentage of participants

among American youth considering fishing participation, ages 6-17



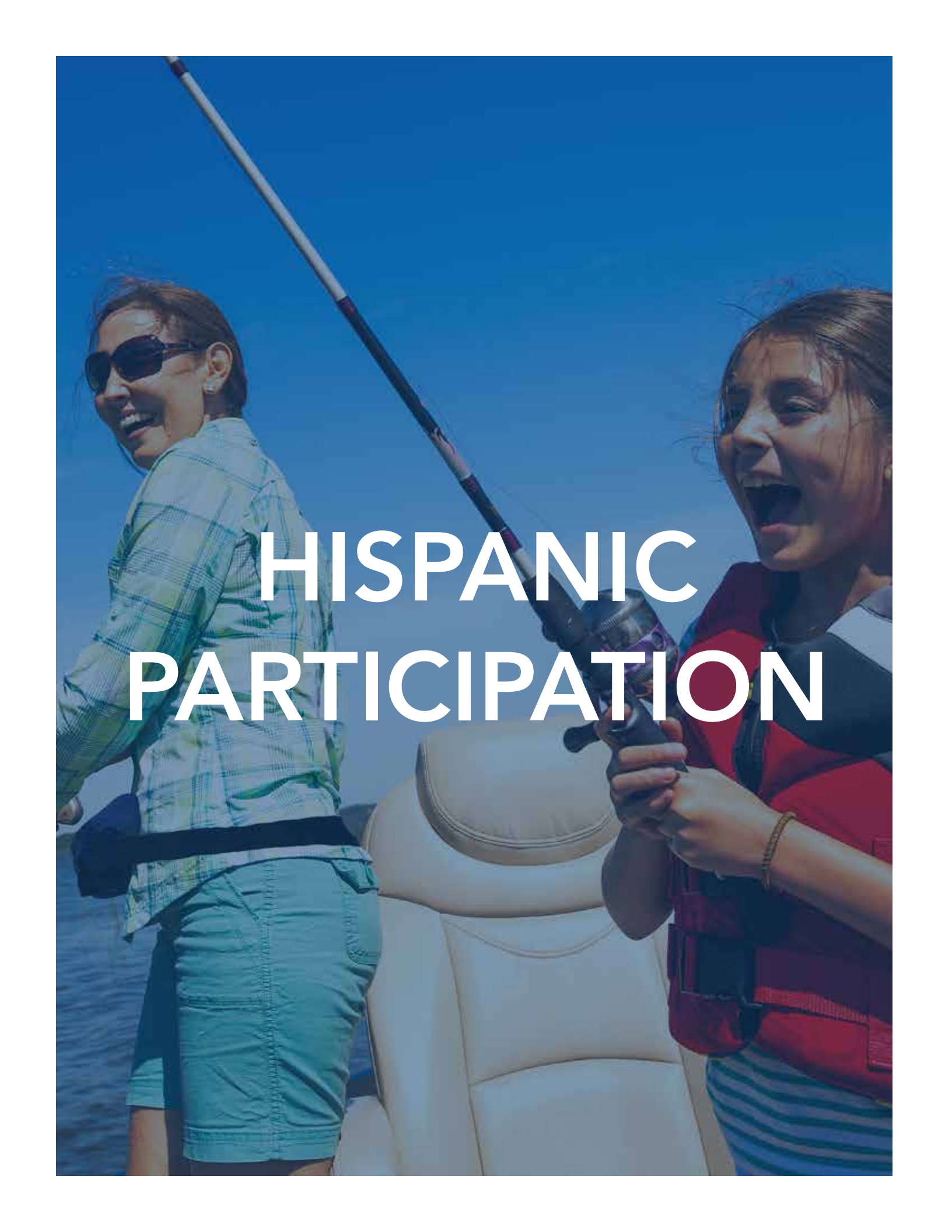
among youth considering participation, ages 6-17



Potential Fishing Participants

among youth considering participation, ages 6-17

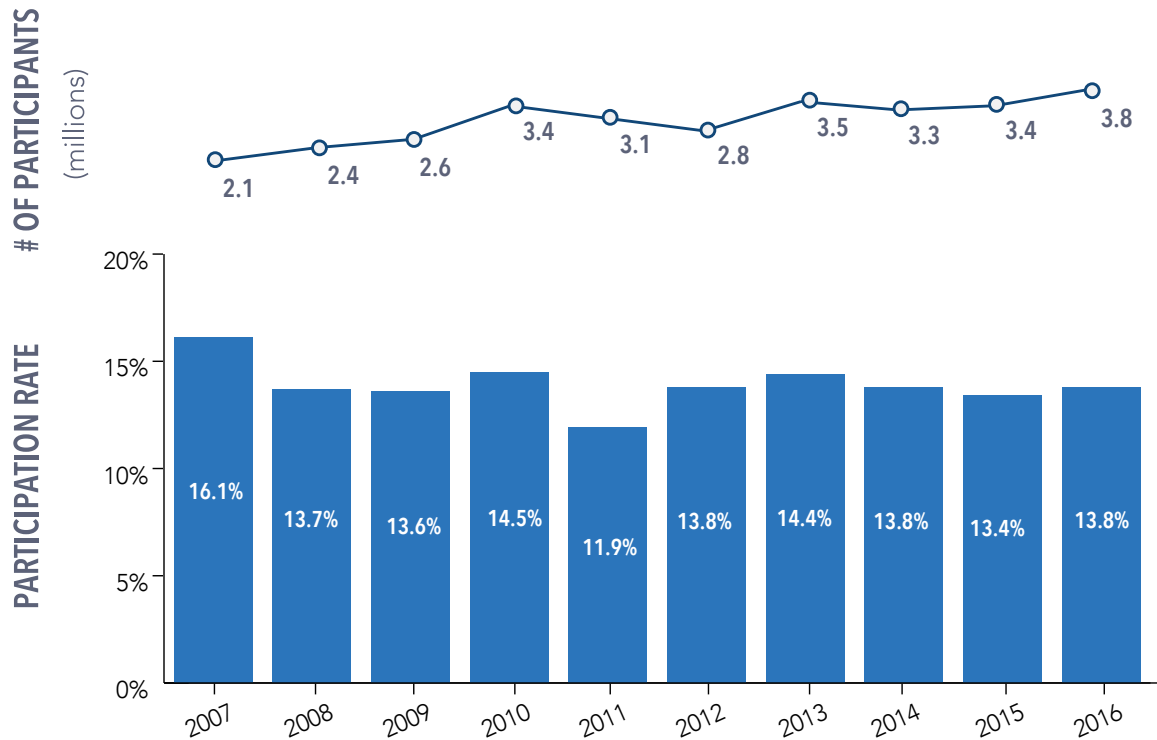
14.3% of American youth, or 5.7 million people, considered fishing in 2016.

A photograph of two young women on a boat, fishing. The woman on the left is wearing sunglasses and a plaid shirt, looking back over her shoulder. The woman on the right is wearing a red life vest and a striped shirt, holding a fishing rod with a large fish on the line. The background is a clear blue sky and water. The text "HISPANIC PARTICIPATION" is overlaid in white, bold, sans-serif font.

HISPANIC PARTICIPATION

participation at-a-glance

Hispanic Americans



Participation Rate of Hispanic Americans

among all Americans, ages 6+

In 2016, Hispanic Americans participated in fishing at a rate of 13.8%, which is a 0.4% increase since 2015. This participation rate equates to 3.8 million people, which is a record number of Hispanic fishing participants.



Number of Participants

In 2016, 3.8 million Hispanic Americans fished at least once. This was an increase of 400,000 people since the year before.



Number of Outings

Hispanic Americans spent 91.9 billion days fishing in 2016. That is up from 86.6 billion fishing days in 2015.

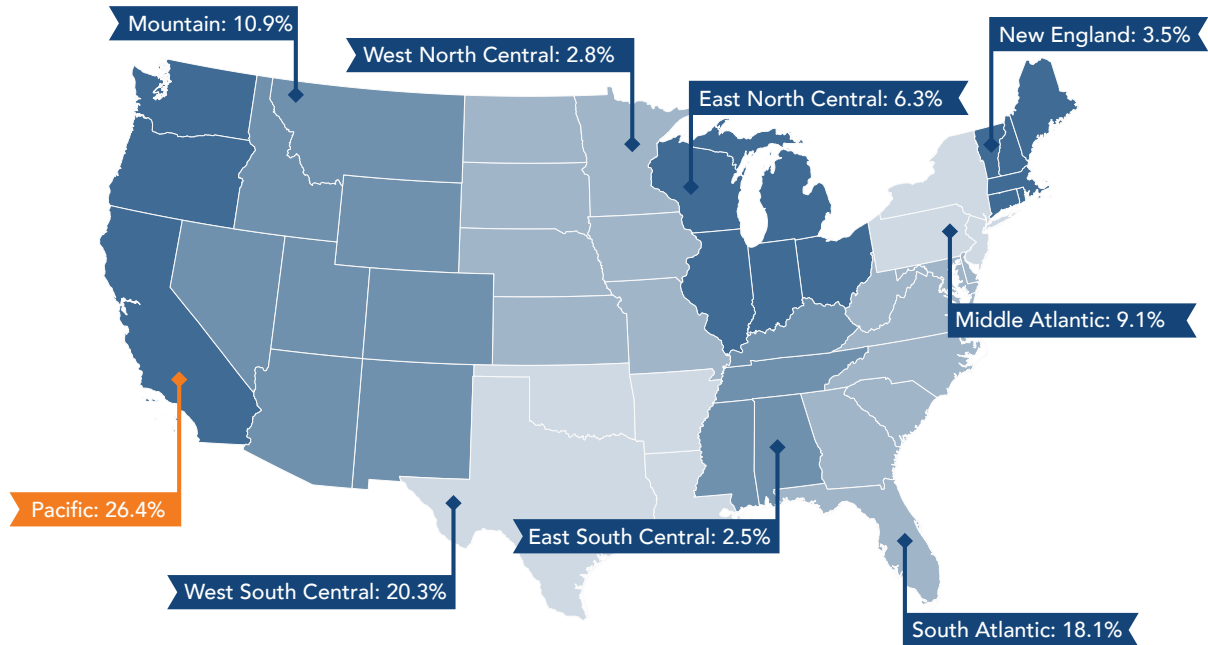


Average Outings

Hispanic Americans each went on an average of 24.4 fishing outings in 2016. They were avid participants when compared to all fishing participants, who went on an average of 18.8 annual outings.

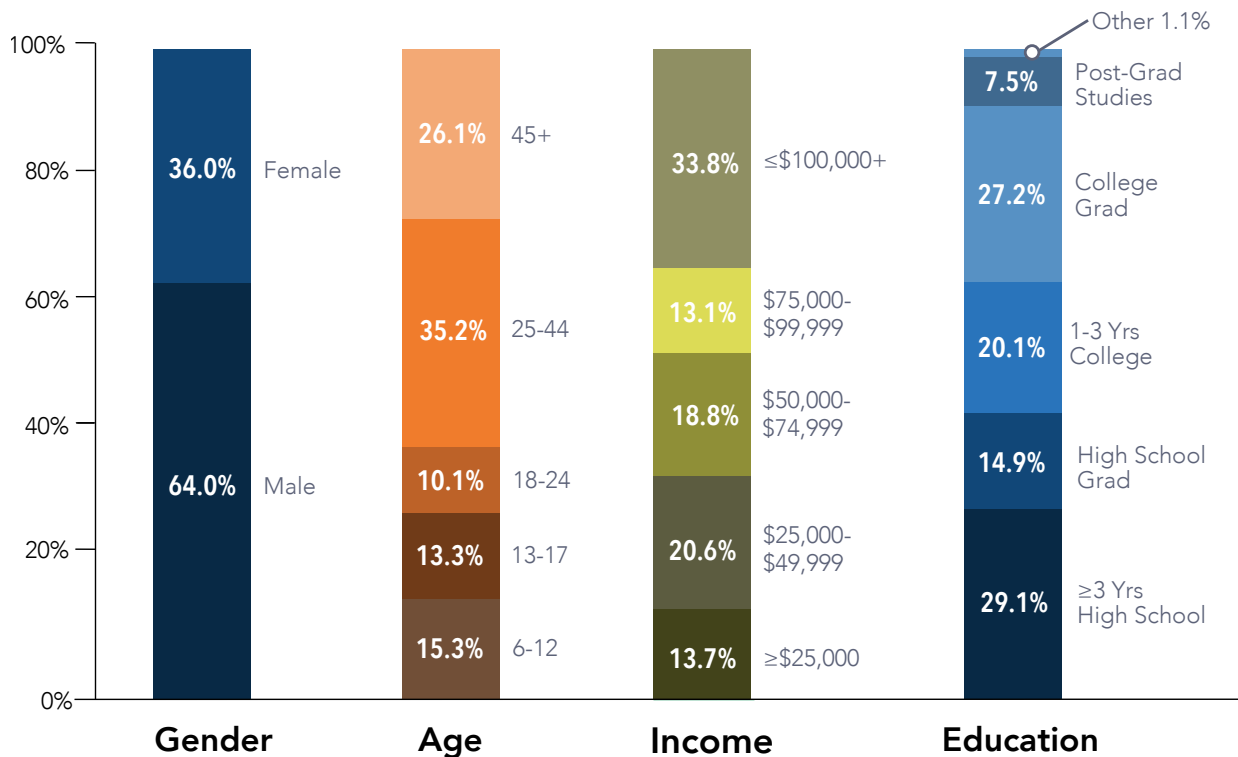
participant demographics

Hispanic Americans



★ highest percentage of participants

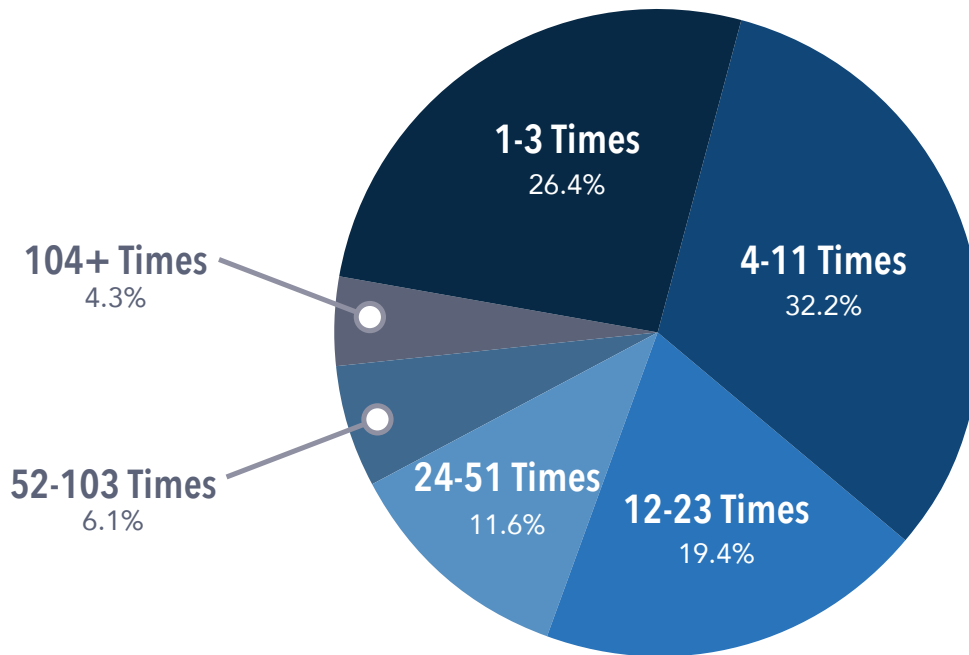
among all Hispanic Americans, ages 6+



among Hispanic participants, ages 6+

level of participation

Hispanic Americans



Annual Outings

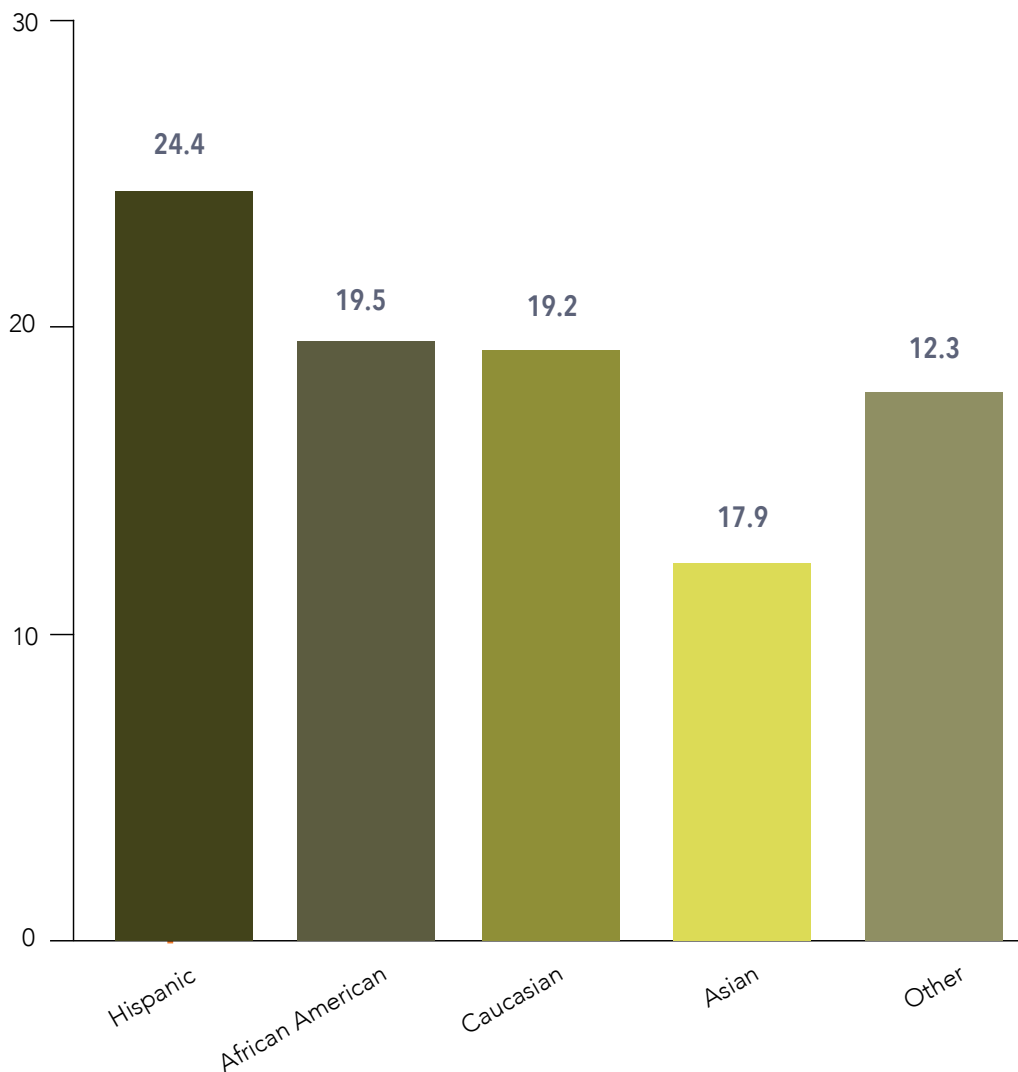
among Hispanic participants, ages 6+

Hispanics tended to fish more often than the typical fishing participant. In 2016, 10.4% of Hispanics went fishing once a week or more. Only 7.5% of the general fishing population fished that often. In fact, Hispanic participants went on an average of 5.6 more outings than the general fishing population.

Perceived Level of Fishing Participation	Hispanic participants, ages 6+
Occasional participant, would like to fish more often	34.0%
Occasional participant, fish as often as I want	27.4%
Avid fishing participant, would like to fish more often	19.6%
Avid fishing participant, fish as often as I want.	17.7%
Don't fish currently, but would like to fish	0.9%
Don't fish currently, not interested in fishing.	0.3%

comparing levels of participation

Hispanic Americans



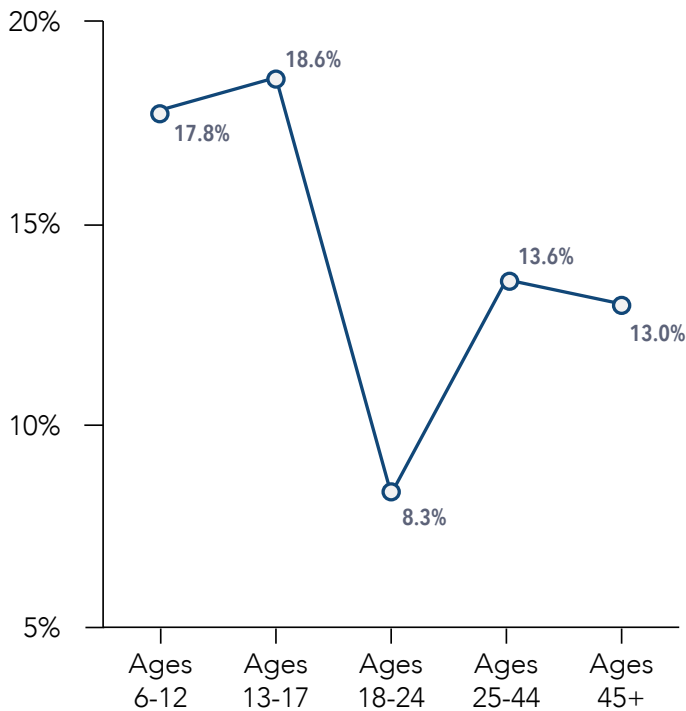
Average Annual Outings

among participants of varying ethnicities, ages 6+

When compared to other ethnicities, Hispanic fishing participants embarked on the most average annual outings per participant. While white participants went on the most total outings—684.8 billion outings—this population went on 19.2 average outings per person last year. Hispanics, on the other hand, went on 91.9 billion outings, but averaged 24.4 outings per person.

participation in-depth

Hispanic Americans



Participation Life Cycle Among Hispanic Americans

among Americans, ages 6+

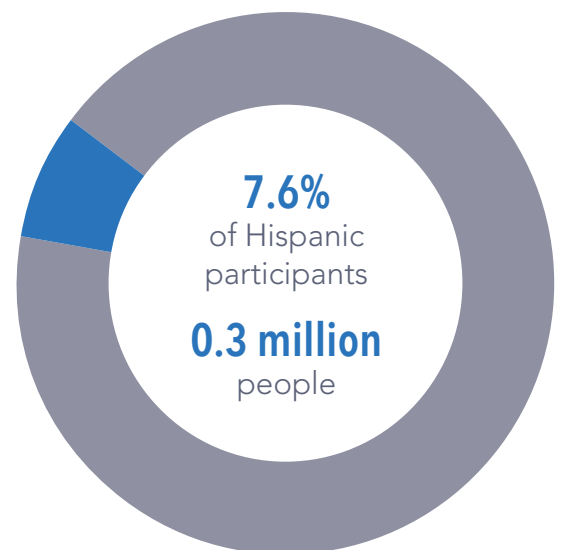
This chart measures the rate of Hispanic fishing participation in America. The snapshot of Hispanic American participation rates by age helps describe a person's life cycle of participation.

Participation among Hispanics increased from childhood to adolescence and then plummeted during young adulthood. Participation climbed among adults before slightly decreasing during later adulthood.

1st Time Participants

among Hispanic participants, ages 6+

7.6% of Hispanic fishing participants, or 0.3 million people, were new to fishing in 2016.



motivations

Hispanic Americans

Reason for Participating in Outdoor Recreation	Hispanics, ages 6+
Get exercise	61.5%
Be with family and friends	46.0%
Be close to nature	46.0%
Keep physically fit	39.3%
Enjoy the sounds and smells of nature	39.2%
Experience excitement and adventure	39.1%
Observe scenic beauty	37.5%
Get away from the usual demands of life	33.8%
Be with people who enjoy the same things I do	29.0%
Experience solitude	26.9%
Develop my skills and abilities	25.0%
Because it is cool	22.4%
Gain a sense of accomplishment	20.1%
Be with people who share my values	18.9%
Gain self-confidence	18.8%
Talk to new and varied people	11.9%
Other	4.7%

other activities

Hispanic Americans

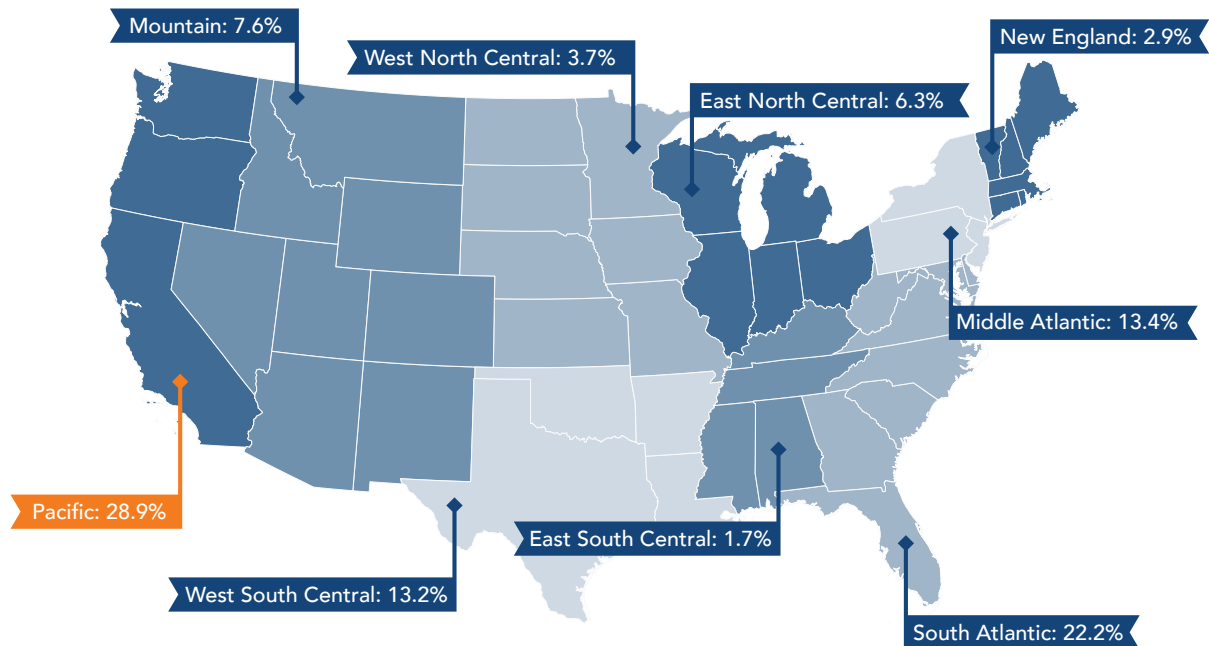
Top Crossover Activities

among Hispanic fishing participants, ages 6+

Outdoor Activities		Team Activities	
Camping	36.7%	Basketball	21.0%
Running	34.1%	Baseball	19.7%
Bicycling	29.3%	Soccer	17.7%
Hunting	24.8%	Football	16.4%
Paddling	21.1%	Softball	11.8%
Indoor Fitness Activities		Other Activities	
Free weights	38.7%	Walking for Fitness	40.9%
Treadmill	23.8%	Bowling	35.8%
Stationary Cycling	21.8%	Swimming for Fitness	20.8%
Weight/Resistance Machines	20.6%	Golf	17.3%
Stretching	19.1%	Table Tennis	11.8%

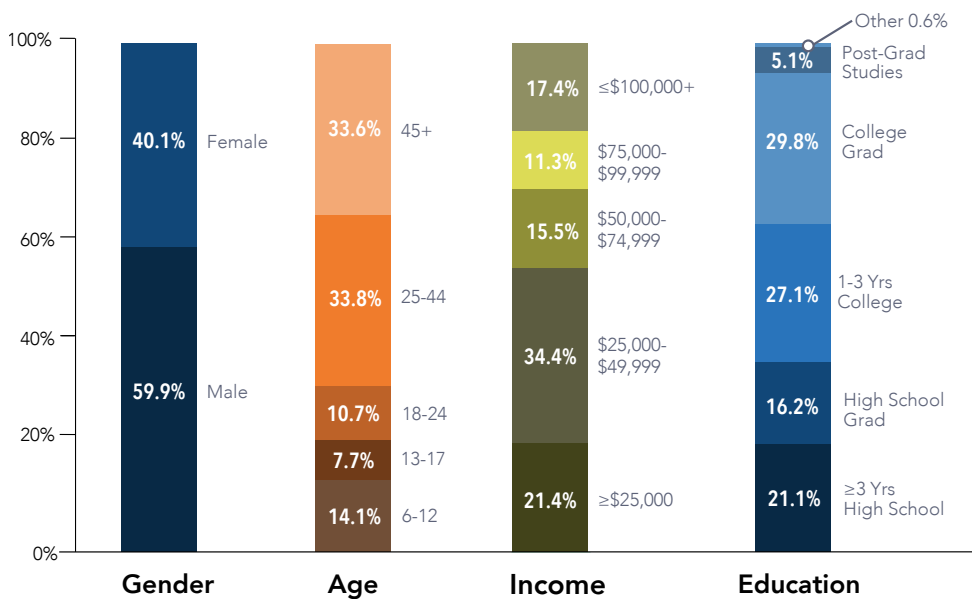
demographics of considering participants

Hispanic Americans

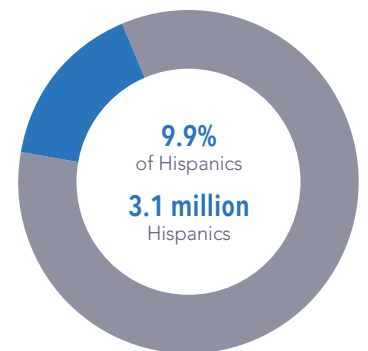


★ highest percentage of participants

among Hispanic Americans considering fishing participation, ages 6+



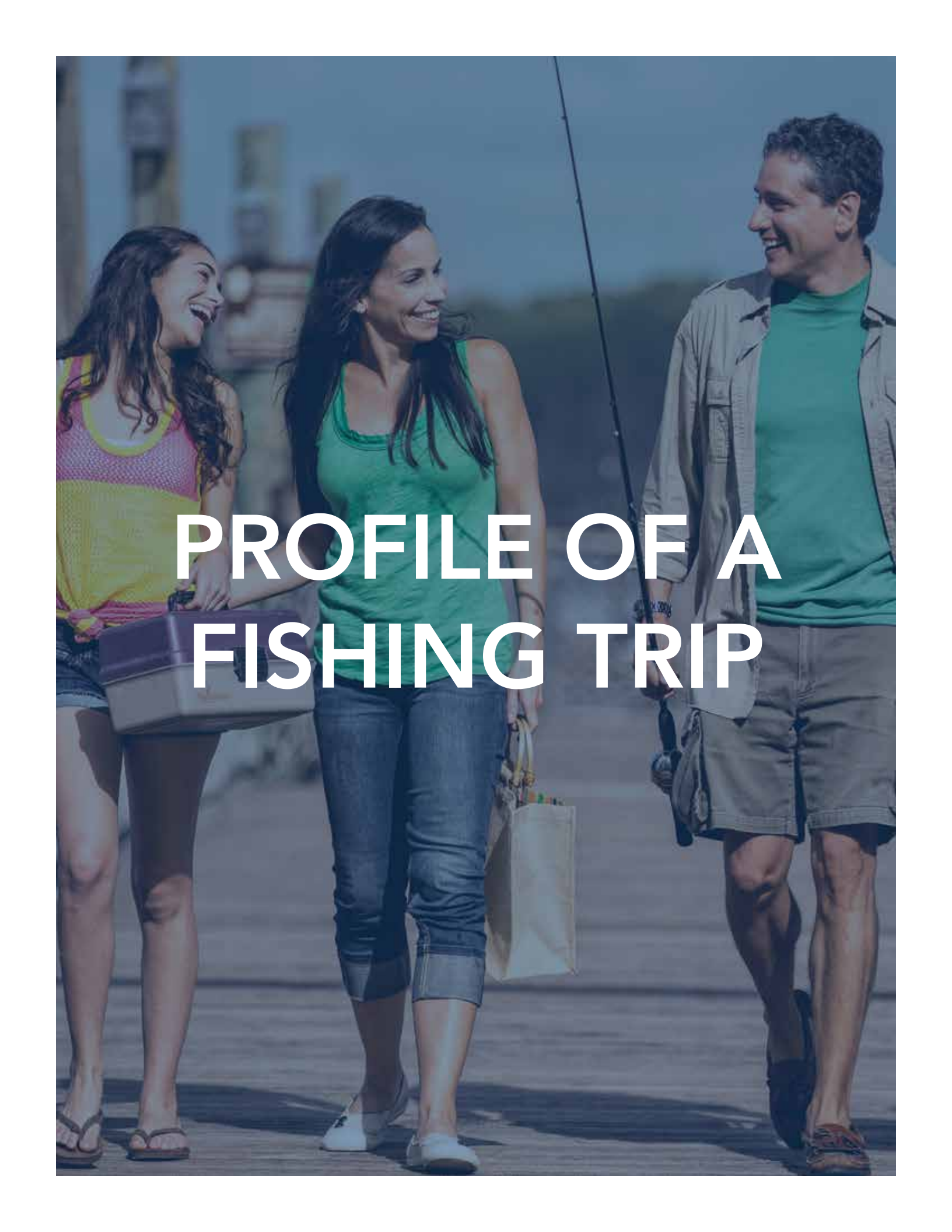
among Hispanic Americans considering fishing participation, ages 6+



Potential Fishing Participants

among Hispanics considering participation, ages 6+

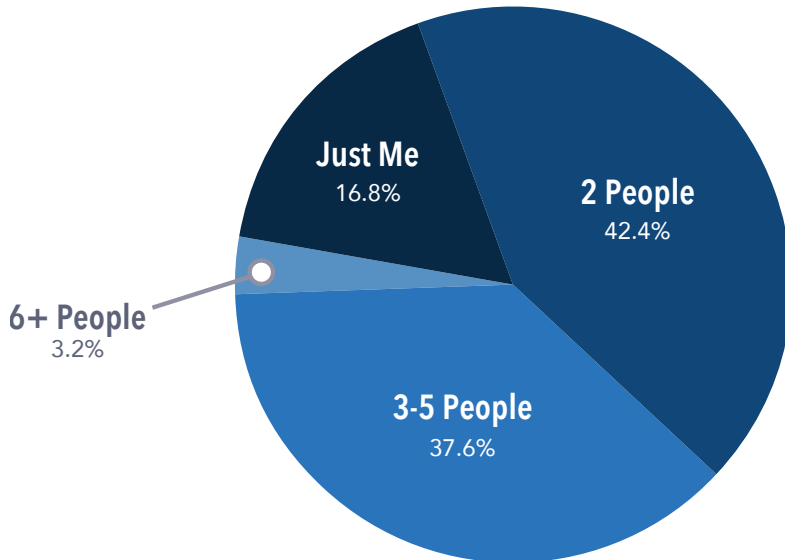
9.9% of Hispanics, or 3.1 million people, considered fishing in 2016.

A family of three is walking along a sandy beach. On the left, a young girl with long dark hair is wearing a yellow and pink striped tank top and denim shorts, carrying a purple and white cooler. In the center, a woman with long dark hair is wearing a green tank top and blue jeans, carrying a white tote bag. On the right, a man with short dark hair is wearing a green t-shirt under a grey button-down shirt and khaki shorts, holding a fishing rod. They are all smiling and looking towards each other. The background shows a beach with some buildings in the distance under a clear sky.

PROFILE OF A FISHING TRIP

fishing companions

All Types of Fishing



Number of Fishing Companions

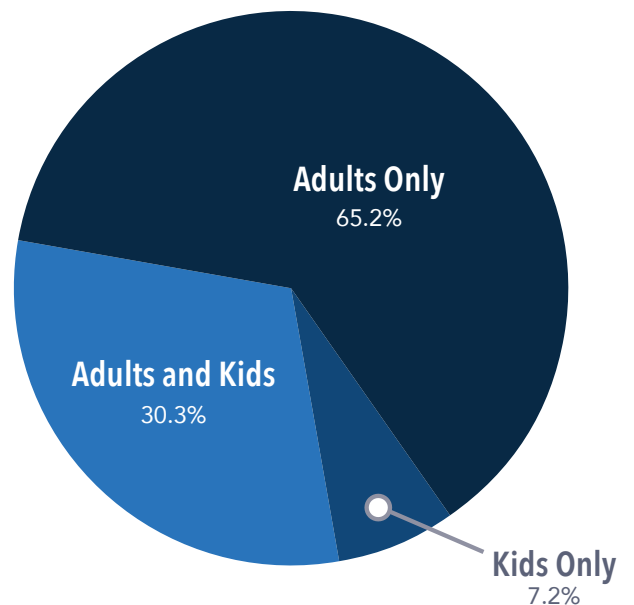
among fishing participants, ages 18+

The average fishing trip consisted of 2.8 participants.

Age of Fishing Companions

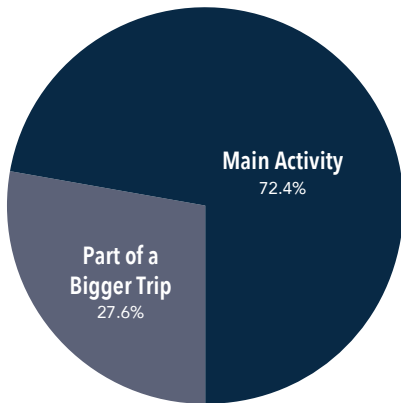
among fishing participants, ages 18+

The majority of adult participants, 65.2%, went fishing with other adults. The remaining 37.5% went fishing with a mix of adults and kids or just kids.



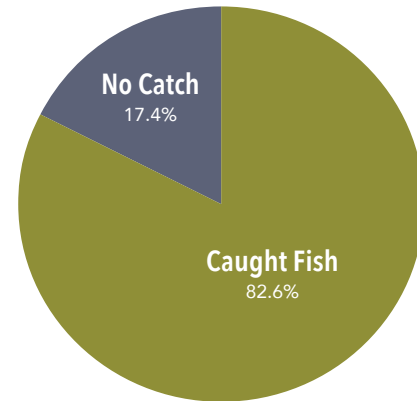
a typical fishing trip

All Types of Fishing



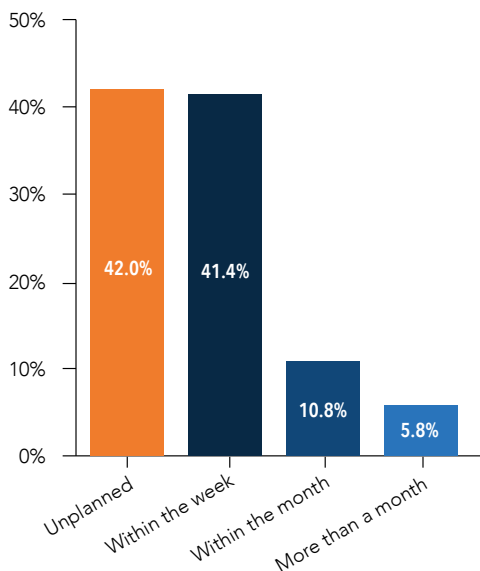
Was fishing the main activity?

Most fishing trips were considered the main activity, rather than being part of a bigger event, like a camping or hiking trip.



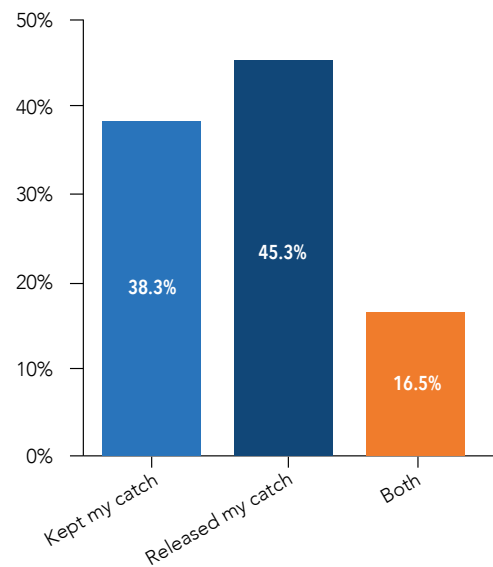
Did you catch fish?

A significant majority of adult fishing participants caught fish during their last fishing trip.



When did you plan your trip?

Most fishing trips were fairly spontaneous, with 42.0% being unplanned and 41.4% planned within a week of the trip.

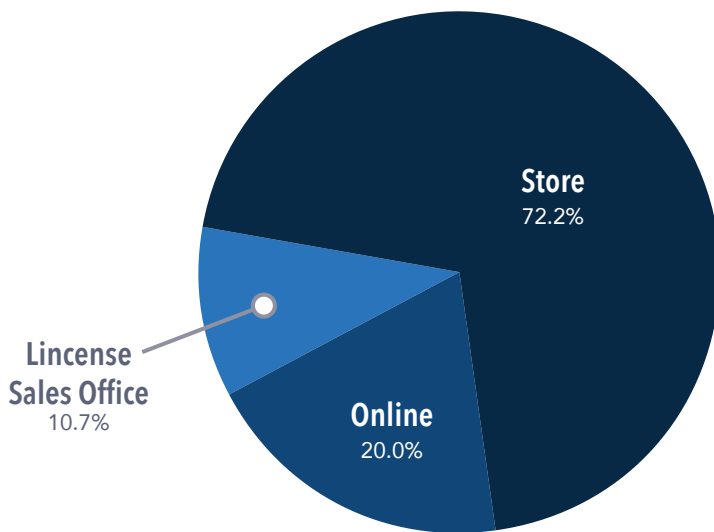


What did you do with your catch?

Some fishing participants kept their catch while others released it.

fishing locales

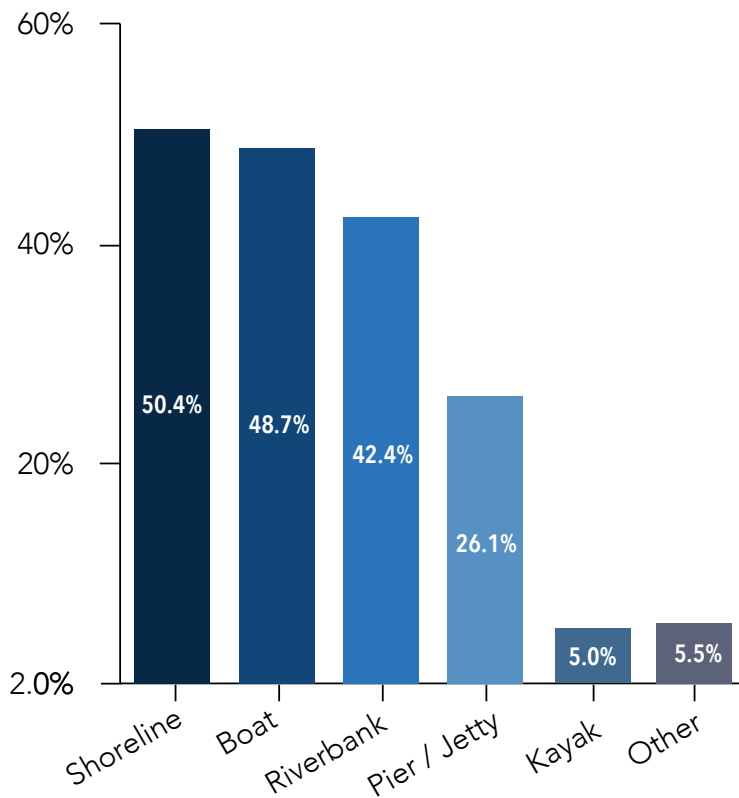
All Types of Fishing



Where Fishing License Purchased

among fishing participants, ages 6+

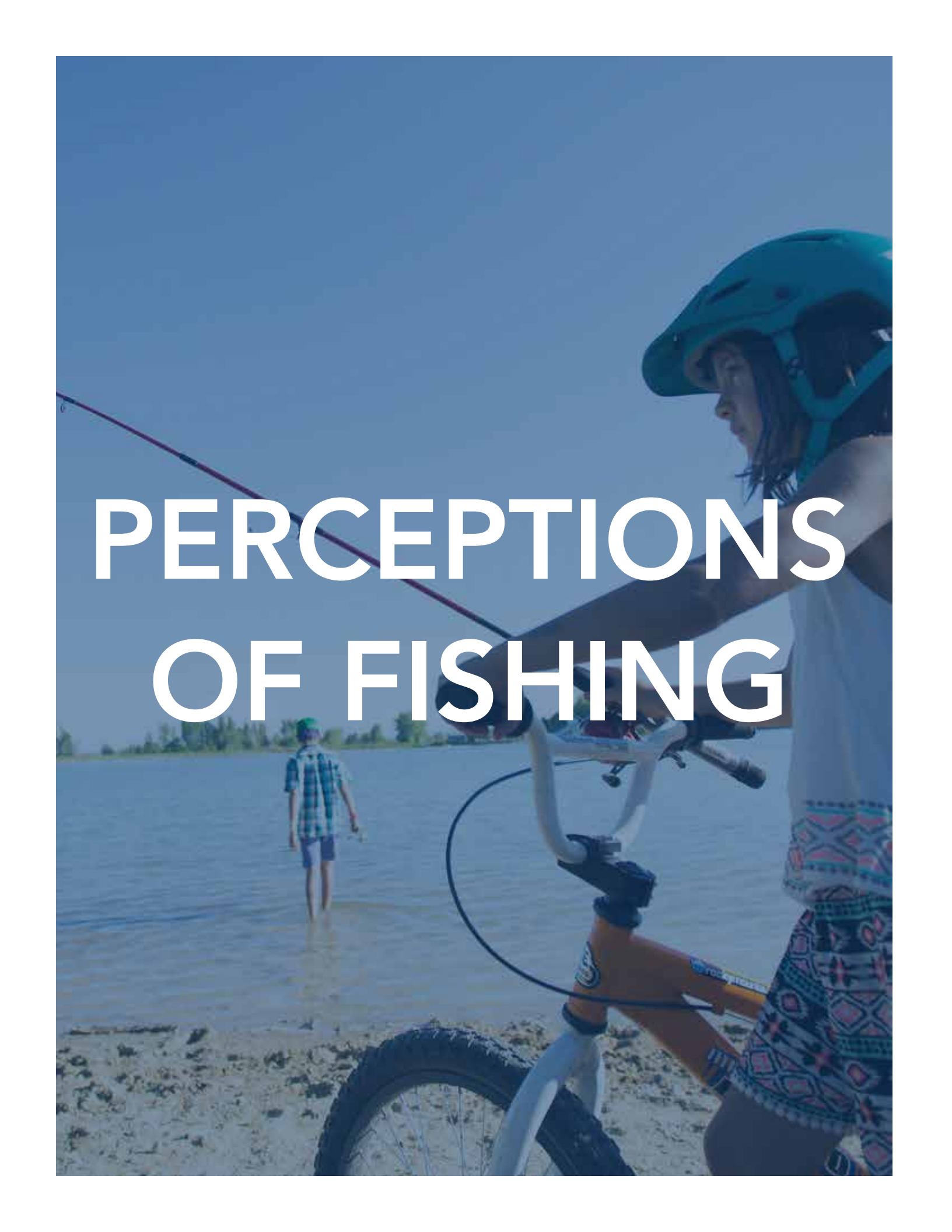
A vast majority of adult fishing participants, 72.2%, bought their fishing licenses from a store.



Fishing Location Types

among fishing participants, ages 6+

Participants fished from a variety of different locations in 2016. Shorelines, boats and riverbanks were the most popular.



PERCEPTIONS OF FISHING

perceptions of fishing

All Types of Fishing

Reasons for Trying Fishing for the First Time	fishing participants, ages 18+
Spend time with family	42.6%
A friend or relative took me	41.8%
Experience excitement or adventure	41.0%
Ease of access to fishing	32.0%
I wanted try out a new hobby	29.5%
Fishing trip as part of a vacation or group outing	24.6%
Fished as a kid and wanted to try again	23.0%
Disconnect from electronics	19.7%
Low cost of fishing equipment	19.7%
Solitude	19.7%
I wanted to try catching my own food	18.9%
My children asked me to take them fishing	17.2%
I wanted to take my children fishing	15.6%
Read a magazine about fishing and wanted to try it	9.8%
Learned about fishing on the internet and wanted to try it	9.0%
Moved to a state where I wanted to try fishing	8.2%
Saw fishing in a show or an advertisement	4.9%

perceptions of fishing

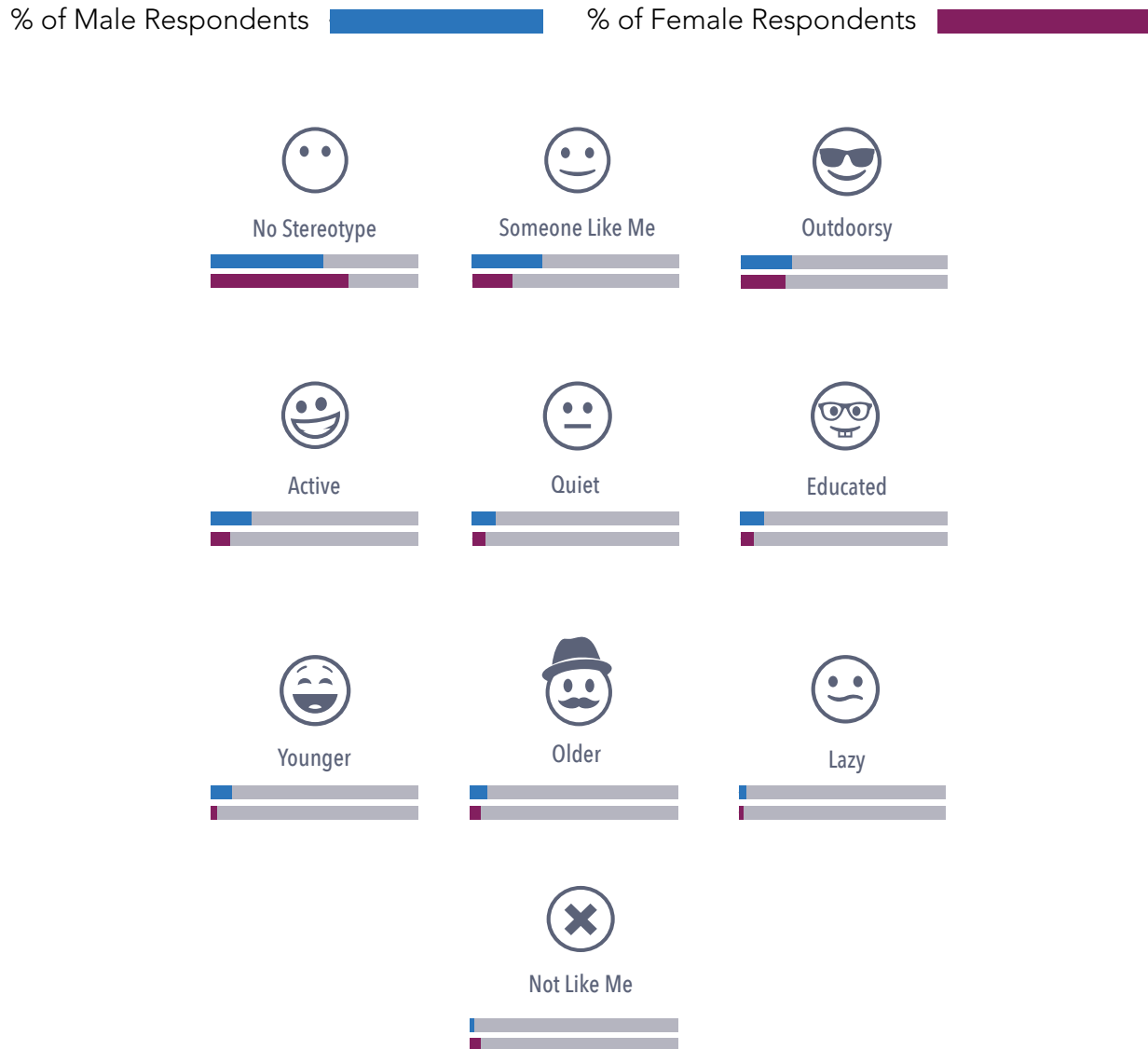
All Types of Fishing

Expectations for a First Fishing Trip	first time participants, ages 18+
Relaxing and unwinding	59.8%
An exciting time catching a lot of fish	44.3%
An opportunity to spend time in the great outdoors	44.3%
A chance to spend time with family and friends	37.7%
A chance to try something new; maybe catch a few fish	25.4%
Competing to see who could catch the biggest or most fish	23.8%
An opportunity to teach my children about fishing and nature	22.1%
I didn't know what to expect	13.1%

Perceptions of Fishing Before Participating	first time participants, ages 18+
Stress-free activity	54.9%
Exciting way to spend time outdoors	41.8%
Easy to learn	36.1%
Intriguing	23.8%
Time-consuming	20.5%
Only for serious outdoors people	18.9%
Requires too much equipment	12.3%
Uninteresting	9.0%
Not for someone like me	7.4%
Other	4.9%

stereotypes of a fishing participants

All Types of Fishing



Stereotypes by Gender

among first time fishing participants, ages 18+

Nearly 34% of males thought that fishing was for someone like them, while only 19% of females thought the same thing. Conversely, 1.9% of males thought fishing participants did not typically look like them, compared to 5% of females. A majority of people, regardless of gender, had no stereotype of a fishing participant at all.

feelings about fishing

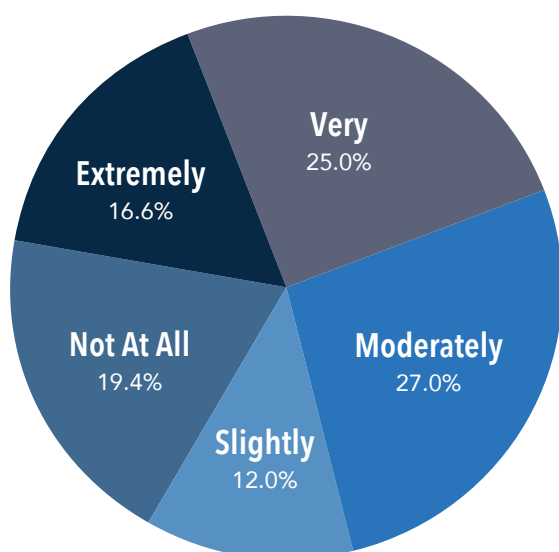
All Types of Fishing

The Best Things About Fishing	fishing participants, ages 18+
Catching fish	33.2%
Enjoying the sounds and smells of nature	29.6%
Spending time with family or friends	29.2%
Getting away from the usual demands of life	28.2%
Observing scenic beauty	25.0%
Being close to nature	23.8%
Experiencing solitude	13.0%
The thrill of the chase	12.2%
Reliving my childhood memories of going fishing	11.8%
Catching my own food	11.6%
Being with people who enjoy the same things I do	11.4%
Experiencing excitement and adventure	11.0%
Sharing the enjoyment of fishing with a child	10.4%
The affordability of the activity	8.4%
Gaining a sense of accomplishment and self-confidence	5.0%
Because it is cool	4.2%
Developing my skills and abilities	4.2%
Being with people who share my values	3.4%
Getting exercise	3.2%
Talking to new and varied people	2.8%

motivation for fishing

All Types of Fishing

Positive Fishing Memories or Associations	fishing participants, ages 18+
Spending quality time with family or friends	68.8%
Spending time outdoors immersed in nature	67.4%
Reminds me of my childhood	51.0%
Enjoying the water in a way I don't typically do in my daily life	44.8%
Helping me connect with a simpler way of life	41.2%
Learning a new skill	33.8%
Other	2.6%



Fishing Participation Motivated by Conservation

among fishing participants, ages 6+

Adult fishing participants were mixed on if they fished because they knew their participation contributed to conservation efforts. 41.6% said they were “very” or “extremely” motivated by conservation, while 39.0% said conservation “moderately” or “slightly” affected their decision to participate. 19.4% said it did not affect their participation at all.

obstacles to participation

All Types of Fishing

How big an obstacle to your enjoyment of fishing is...? (1 = lowest / 5 = highest)	fishing participants, ages 18+
Crowded fishing spots	2.5
Not catching fish	2.4
Discomfort of being outdoors	2.3
The expense	2.2
Dirty water	2.1
Lack of fishing knowledge	2.1
The hassle	2.1
Baiting hooks	2
No equipment	2
Boring	1.8
Touching fish/worms	1.7

Barriers to Fishing Participation	fishing participants, ages 18+
Poor weather	34.0%
No barriers	32.0%
Overcrowded fishing spots	28.8%
Cleanliness of water or surrounding areas	21.2%
Limitations on type of species you can fish for locally	17.4%
Lack of bodies of water	17.2%
Lack of available bait to purchase	9.0%

obstacles to fishing

All Types of Fishing

Reasons for Quitting Fishing	fishing participants who will stop fishing, ages 18+
Too far from home	37.5%
Disabled	12.5%
Lost interest	12.5%
Too dull	12.5%
Didn't enjoy it	12.5%
Will try again	12.5%

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

FUTURE OF FISHING



motivations for trying fishing

All Types of Fishing

Reasons for Starting to Fish	fishing participants, ages 18+
Spend time with family	42.6%
A friend or relative took me	41.8%
Experience excitement/adventure	41.0%
Ease of access to fishing	32.0%
I wanted try out a new hobby	29.5%
Took a fishing trip as part of a vacation or group outing	24.6%
Fished as a kid but not as an adult and wanted to try again	23.0%
Disconnect from electronics	19.7%
Low cost of fishing equipment	19.7%
Solitude	19.7%
I wanted to try catching my own food	18.9%
My children asked me to take them fishing	17.2%
I wanted to take my children fishing	15.6%
Read a magazine about fishing and wanted to try it	9.8%
Learned about fishing on the internet and wanted to try it	9.0%
I recently moved to the state where I wanted to try fishing	8.2%
Saw a show / advertisement about fishing and wanted to try it	4.9%

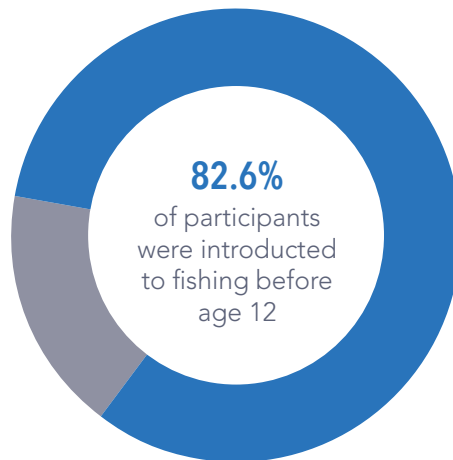
motivations for fishing in the future

All Types of Fishing

Reasons for Continuing to Fish	fishing participants, ages 18+
Relaxing	28.2%
Catching fish	18.3%
Fun	17.5%
Being outdoors	16.3%
Peaceful	16.0%
Family bonding	14.6%
Social time with friends	10.7%
Nature	10.5%
Water	9.9%
Thrill of the chase	9.5%
Excitement	8.6%
Love fishing	8.6%
Quiet	6.8%
Challenging	4.7%
Been fishing since I was young	4.3%
Break from the norm	2.9%
Catch and release	2.3%
Sunshine	2.1%
Boats	2.1%
Variety of fish	1.6%
Other	2.9%

advancing the legacy of fishing

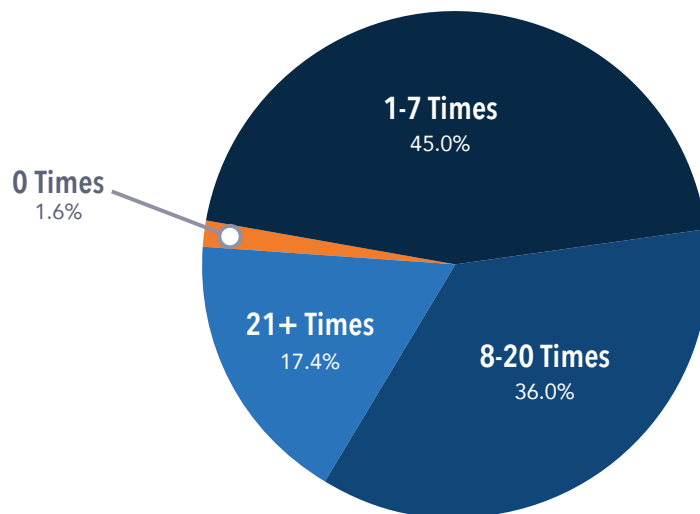
All Types of Fishing



Did you fish as a child?

among fishing participants, ages 18+

A majority of current participants were introduced to fishing during childhood. Only 17.4% tried fishing at age 12 or older. To continue to grow the sport, Americans must be introduced to the sport at an early age.



How many times do you plan to fish in the next year?

among fishing participants, ages 18+

The future of fishing looks bright with 98.4% of participants planning to fish next year. More than 17% of participants are planning more than 21 fishing trips and 36% are planning eight or more.

Methodology

During the 2016 calendar year, a total of 24,134 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate/IPSOS. A total of 11,453 individual and 12,681 household surveys were completed. 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 296,251,344 individuals.

The 2017 participation survey sample size of 32,658 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 percent 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, household size, region, population density and panel join date. The total population figure used was 296,251,344 people ages six 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 *2016 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, Racquet and Sportsclub Association (IHRSA); and Sporting Goods Manufacturers Association (SGMA).

Notes

Unless otherwise noted, the data in this report was collected during the latest 2017 participation survey, which focused on American participation in the 2016 calendar year. Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

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