

A SPECIAL REPORT ON FISHING AND BOATING



A Partnership
Project of:



RECREATIONAL
BOATING & FISHING
FOUNDATION



OUTDOOR
FOUNDATION®

A Special Report on Fishing and Boating

The Special Report on Fishing and Boating, a partnership project of the Recreational Boating and Fishing Foundation and The Outdoor Foundation, is a first-of-its-kind publication that provides valuable demographic information and key insights into the participation patterns of the fishing and boating community.

The Report begins with an expansive overview of all fishing enthusiasts, presenting detailed information on participation by gender, age, ethnicity, income, education and geographic region. Data is also provided on common barriers to entry as well as popular “crossover” sports for this important group. The publication continues with sections on fresh water, salt water and fly fishing as well as special reports on the youth and Hispanic markets,

which have become the two most important segments to understand and engage. Finally, the Report provides a valuable look at boating preferences, usage and behaviors among the fishing community.

Understanding the traits and trends of boating and fishing enthusiasts, the largest outdoor group, is critical to sustaining and growing overall outdoor participation and ensuring that Americans continue to appreciate and support our nation’s natural landscapes and waterways. Every outdoor advocate and stakeholder – from public agencies and private companies to nonprofit organizations and local communities — should find the information in this Special Report valuable and helpful in shaping future programs, plans and partnerships.

Methodology

During January and February 2009 a total of 41,500 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,013 individual and 26,487 household surveys were completed. The total panel has over one million members and is maintained to be representative of the US population. Over sampling of ethnic groups took place to boost response from typically under responding groups.

A weighting technique was used to balance the data to reflect the total US population aged six and above. The following variables were used: gender, age, income, household size, region and population density. The total population figure used was 279,568,000 people aged six and above. The report details participation among all Americans, youth, young adults and adults.

The 2008 participation survey sample size of 41,500 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 U.S. A sport with a participation rate of five percent of the total population has a confidence interval of plus or

minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants. Small groups, especially those with less than one million participants, can be expected to fluctuate from year to year.

In June of 2009, a total of 518 respondents to the January and February 2009 survey were selected for follow-up interviews on boating participation based on their participation in fishing in 2008. Results from these interviews provide nationally representative data on boating participation among fishing participants and can be projected to produce national numbers.

Among these follow up interviews, gender was broken down into: males (65%) and females (35%). Age was split into the following categories: under 34 years old (19% of the participants); 35 ~ 44 years old (22% of the participants); 45 ~ 64 years old (44% of the participants) and 65+ (15% of the participants). Household income was broken down into: less than \$25k (10% of the participants); \$25k - \$49k (15% of the participants); \$50k - \$74k (20% of the participants); \$75k - \$99k (20% of the participants); and \$100k + (35% of the participants).

TABLE OF CONTENTS

Introduction	2
Fishing.....	4
Freshwater Fishing.....	10
Saltwater Fishing.....	14
Fly Fishing.....	18
Youth, A Focused Look	22
Hispanics, A Focused Look	26
Boat Ownership	32
Boating Participation.....	36
Boating Activities	40

Recreational

Boating & Fishing Foundation

601 N. Fairfax St., Suite 440

Alexandria, VA 22314

Phone: 703.519.0013

The Outdoor Foundation

4909 Pearl East Circle, Suite 200

Boulder, CO 80301

© Recreational Boating & Fishing Foundation and Recreational Boating & Fishing Foundation logo are registered trademarks of Recreational Boating & Fishing Foundation

© The Outdoor Foundation and The Outdoor Foundation logo are registered trademarks of The Outdoor Foundation

© 2009, All Rights Reserved

FISHING

Recreational fishing is a quintessential American outdoor experience and the most popular nature-based activity among adults and children alike — attracting more than 48 million participants and including over one billion outings in 2008. Equally impressive, fishing is one of the most influential of all outdoor sports, recognized as the top “gateway” activity — often spurring involvement in other outdoor interests. In fact, over 75 percent of fishing enthusiasts participate in multiple outdoor activities.

Despite its popularity, the sport has significant strides to make with regard to females and minorities. Consider that less than 30 percent of participants are female and 17 percent are from minority groups. Understanding motivations, barriers and even demographics is important to reaching new audiences as well as inspiring existing enthusiasts. This section provides detailed information on all fishing participation and looks into the trends and traits of specific segments.

Total Participation

2006	49.7 million participants 18.3% of Americans age 6+
2007	51.8 million participants 18.7% of Americans age 6+
2008	48.2 million participants 17.2% of Americans age 6+

South Atlantic

19.5% of fishing participants live in the Southeast's seven seaside states

**\$25,000
to \$49,999**

The largest income bracket of fishing participants

age **35-44**

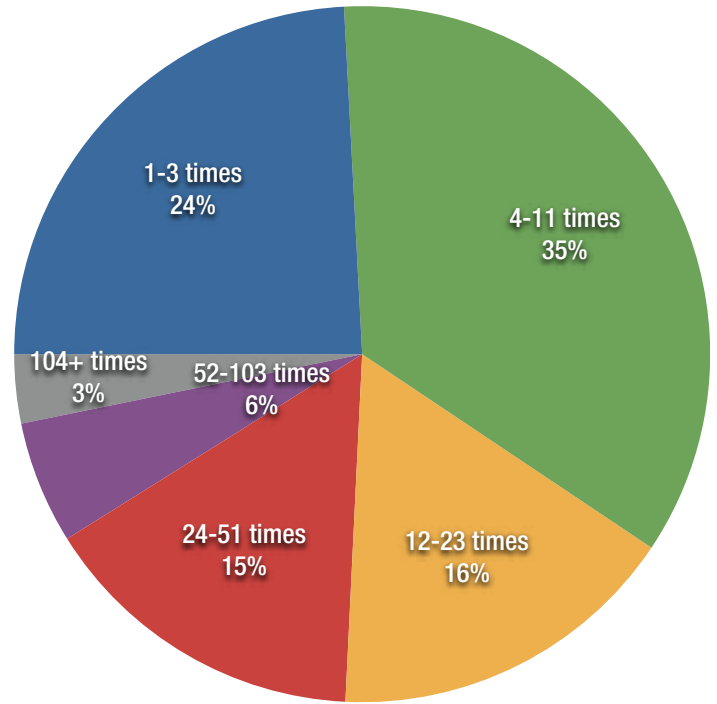
The median age bracket of fishing participants

Annual Outings

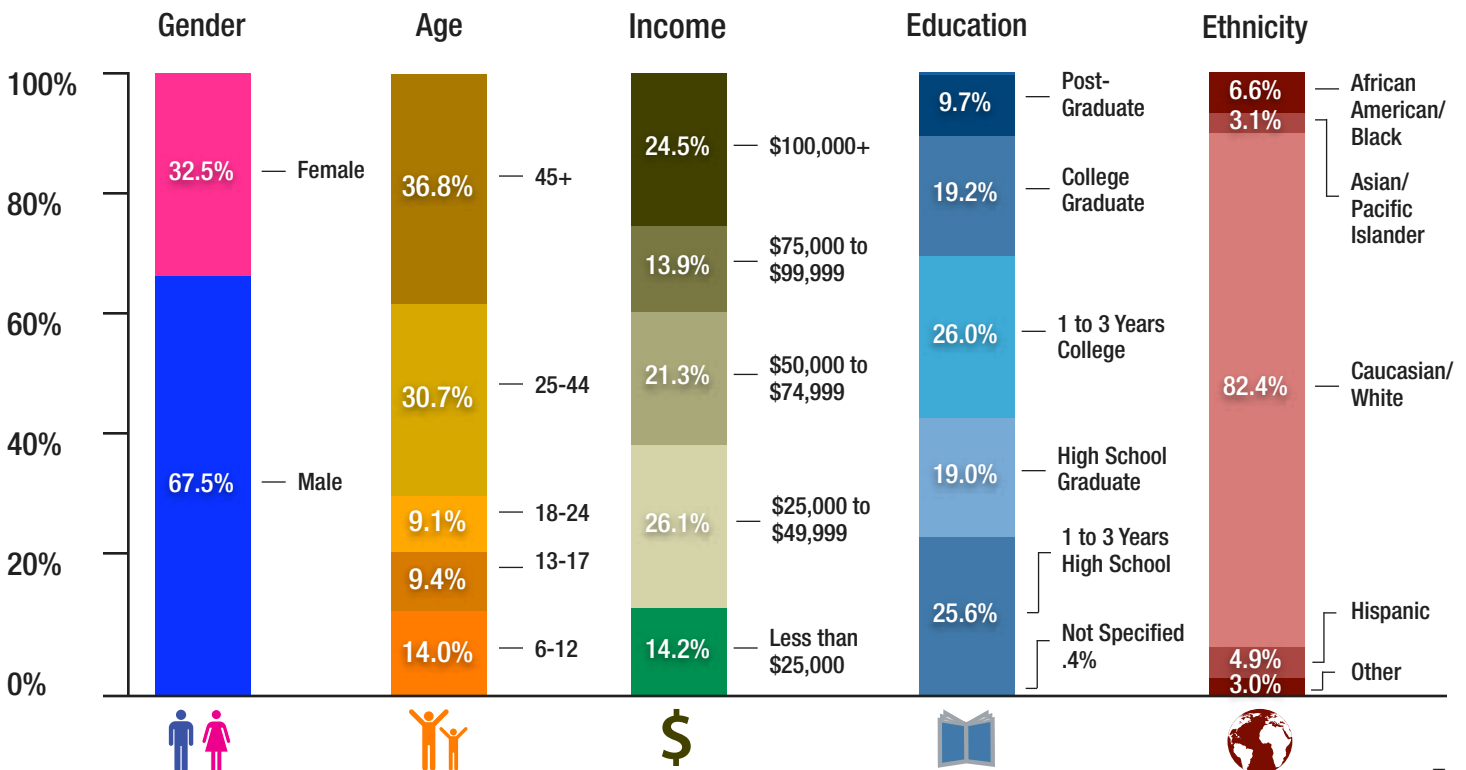
In 2008, fishing participants made 1.0 billion annual outings — either close to home or on an overnight trip. For some participants, this meant getting out once a week and for others, once a month or season.

21.6 days

The average number of annual outings per fishing participant



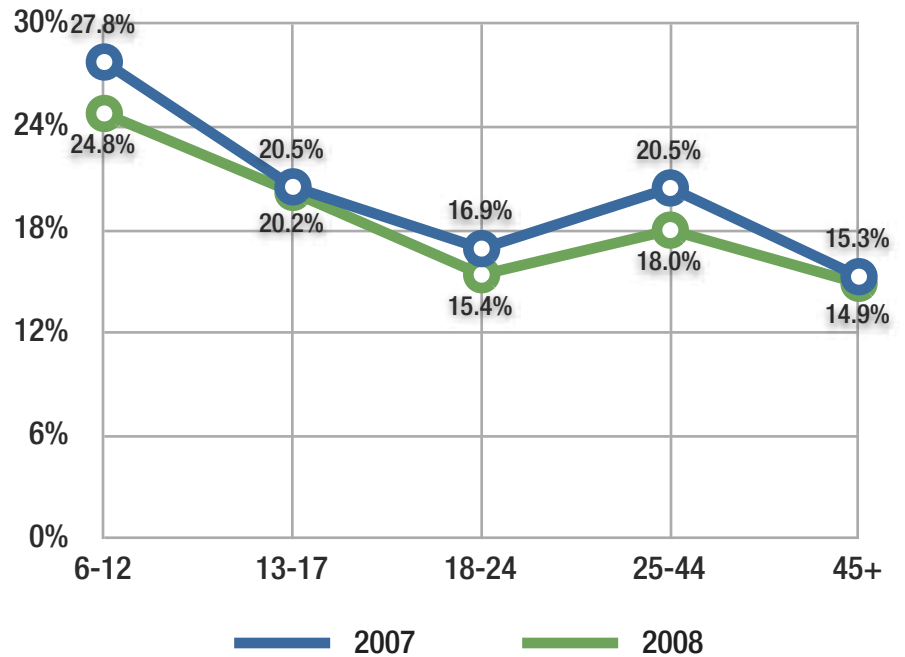
Demographics



Participation Life Cycle

The participation rate among different age groups varies as individuals age and their lives are shaped by their environment and life experiences. A one-year snapshot of fishing participation helps describe this life cycle of participation.

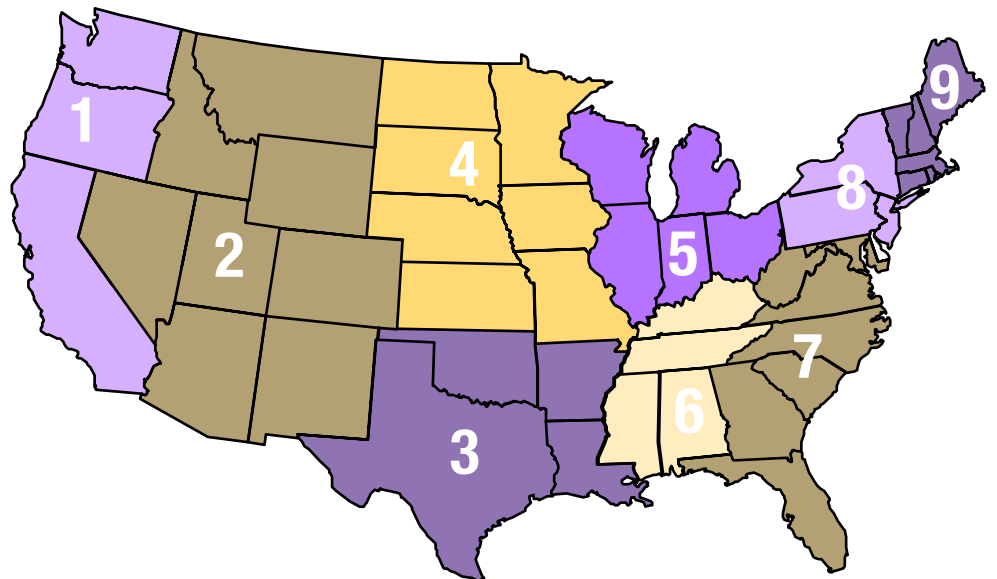
The life cycle of fishing participants is very similar to those of other outdoor activities. Although youth participation is initially high, it declines sharply in adolescence and young adulthood.



Geography of Participants

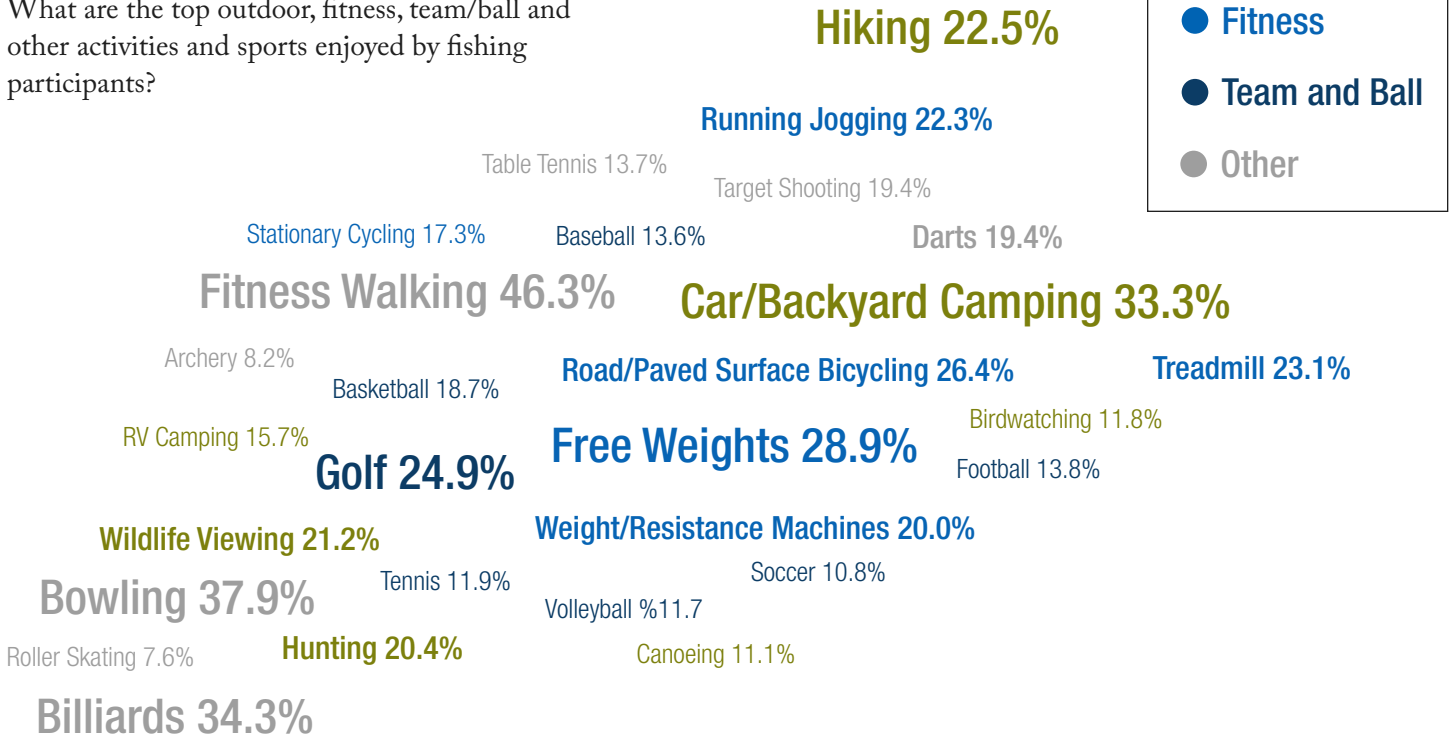
US Census Regions

- 1. Pacific: **11.5%**
- 2. Mountain: **8.0%**
- 3. West South Central: **12.2%**
- 4. West North Central: **9.5%**
- 5. East North Central: **17.7%**
- 6. East South Central: **6.8%**
- 7. South Atlantic: **19.5%**
- 8. Middle Atlantic: **10.4%**
- 9. New England: **4.4%**



Crossover Participation

What are the top outdoor, fitness, team/ball and other activities and sports enjoyed by fishing participants?



Barriers Among Enthusiasts

Fishing participants must balance their enjoyment of fishing and the outdoors with other demands and responsibilities.

What keeps participants in fishing from participating more often in outdoor activities such as fishing, camping and biking?

- “Don’t have the time.” **49.4%**
- “Not interested.” **15.2%**
- “Don’t want to spend money on gear or equipment.” **15.0%**
- “Not in physical shape.” **11.0%**
- “Don’t have friends to go with.” **10.9%**
- “Too much work/schoolwork.” **9.7%**

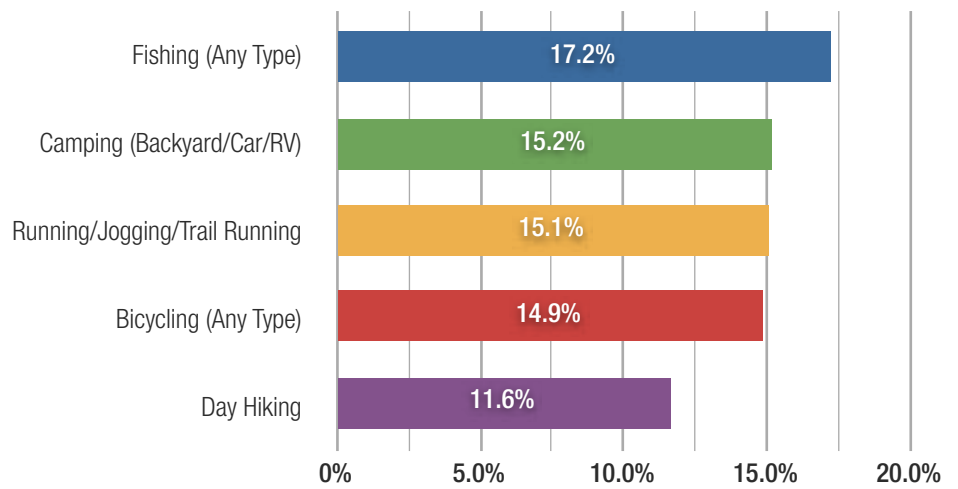
Fishing: A Gateway to the Outdoors

Participation in outdoor activities often begins with specific “gateway” outdoor activities. These activities — fishing, bicycling, running/jogging/trail running, camping and hiking — are popular, accessible and often lead to participation in other outdoor activities.

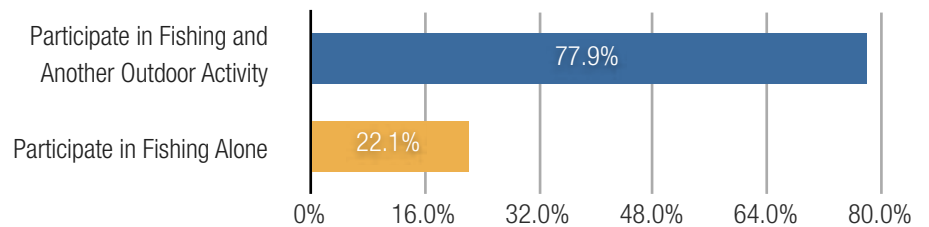
Fishing is the most popular of these important and influential activities.

Over three quarters of fishing participants participate in multiple outdoor activities. Only a small percentage participate in fishing alone.

Participation in the Gateway Activities



Fishing Participants: Outdoor Enthusiasts



FRESHWATER FISHING

Freshwater fishing is the most popular type of fishing in the United States with more than 40 million participants in 2008 — followed by saltwater fishing and fly fishing. Freshwater fishing is also most popular among young people, with almost 25 percent of participants under the age of 18. Perhaps not surprisingly, the Report reveals that freshwater enthusiasts greatly influence many of the participation trends overall.

Most individuals across the United States have easy access to freshwater lakes, rivers and ponds, and therefore these participants are well represented in all regions across the country. The 'East North Central' region, specifically the five states bordering the Great Lakes, has the highest percentage of freshwater fishing participants in the nation.

East North Central

19.6% of freshwater fishing participants live in the five states surrounding the Great Lakes — a higher percentage than any other region

**\$25,000
to \$49,999**

The largest income bracket of freshwater fishing participants

24.6%

The percentage of freshwater fishing participants under the age of 18

Total Participation

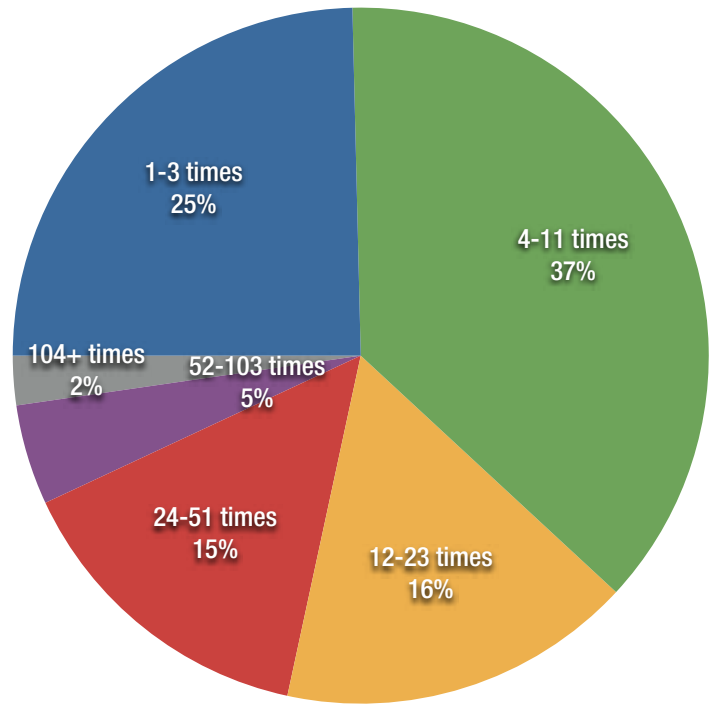
2006	43.1 million participants 16.3% of Americans age 6+
2007	43.9 million participants 15.8% of Americans age 6+
2008	40.3 million participants 14.4% of Americans age 6+

Annual Outings

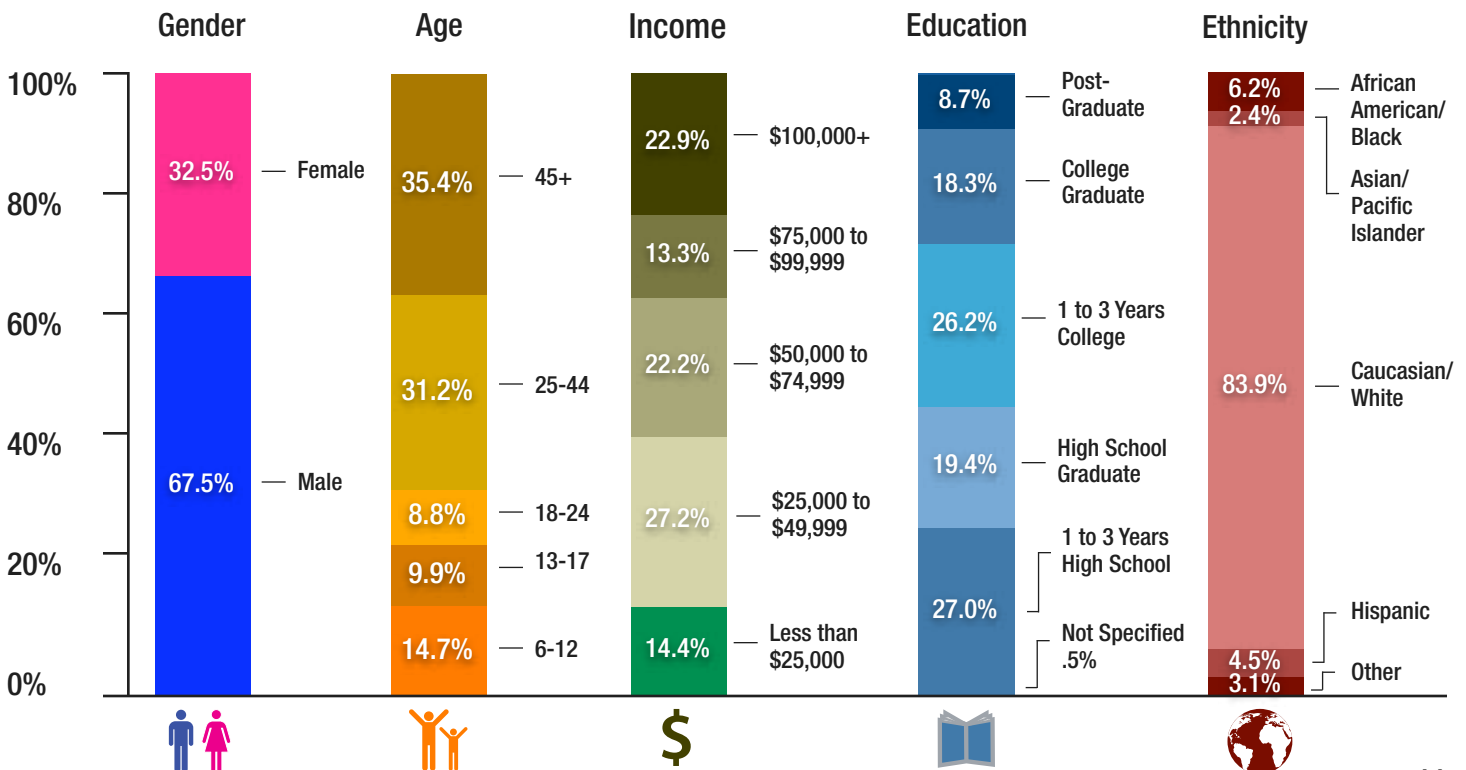
In 2008, freshwater fishing participants made over 755 million annual outings — either close to home or on an overnight trip. A significant percentage of these participants (37%) get out between once a season and once a month.

18.7 days

The average number of annual outings per freshwater fishing participant



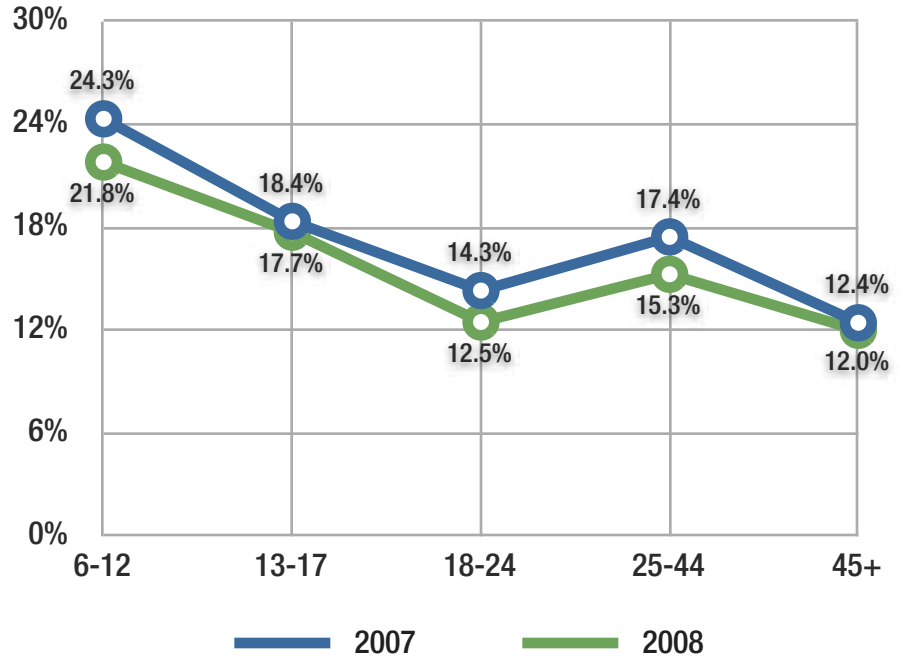
Demographics



Participation Life Cycle

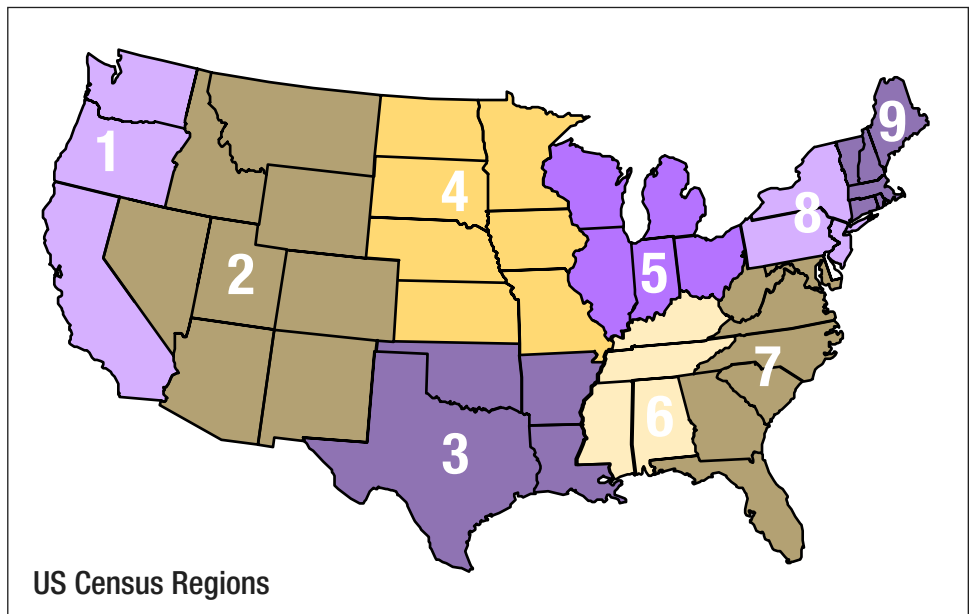
The participation rate among different age groups varies as individuals age and their lives are shaped by their environment and life experiences. A one-year snapshot of freshwater fishing participation helps describe this life cycle of participation.

Although participation in 2008 is slightly lower than 2007, the two years provide a very similar picture of participation differences between age groups.



Geography of Participants

1. Pacific: **10.7%**
2. Mountain: **8.6%**
3. West South Central: **12.0%**
4. West North Central: **11.0%**
5. East North Central: **19.6%**
6. East South Central: **7.5%**
7. South Atlantic: **17.1%**
8. Middle Atlantic: **9.5%**
9. New England: **3.9%**



SALTWATER FISHING

Saltwater fishing is the second most popular form of the sport, drawing 13.8 million participants in 2008 or nearly five percent of the population. Enthusiasts are predominantly from the southern region of the United States, those states bordering the Atlantic Ocean. The next largest region is the 'Pacific' with 16 percent of participants.

Saltwater fishing participants are, on average, wealthier than freshwater enthusiasts — the largest income bracket among these participants is \$100,000+. In terms of diversity, this Report shows that saltwater fishing attracts the most minorities of the three fishing types, but only marginally so. Nearly 25 percent of saltwater participants are minorities, compared to 20 percent for fly fishing and 16 percent for freshwater.

Total Participation

2006	12.5 million participants 4.6% of Americans age 6+
2007	14.4 million participants 5.2% of Americans age 6+
2008	13.8 million participants 4.9% of Americans age 6+

South Atlantic

34.5% of saltwater fishing participants live along the southern Eastern coast — a higher percentage than any other region

age **35-44**

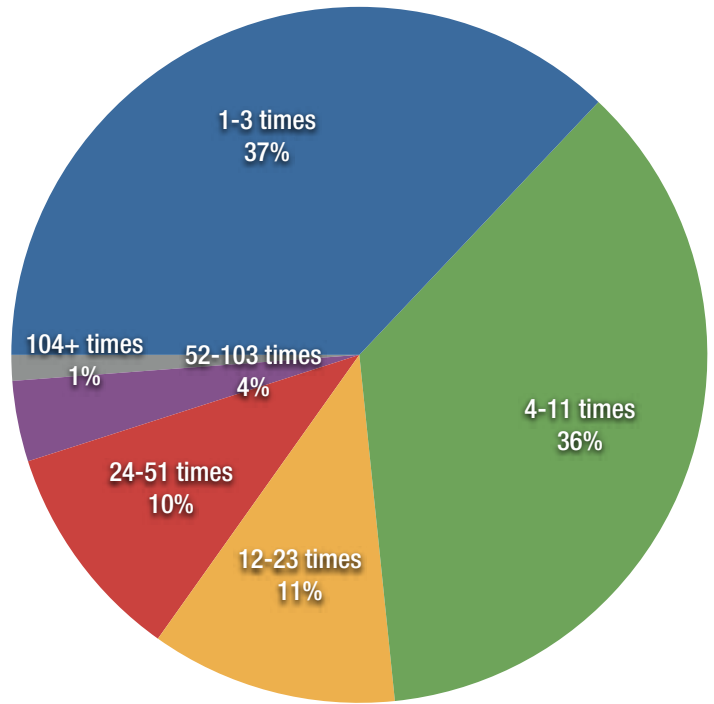
The median age bracket of saltwater fishing participants

Annual Outings

In 2008, saltwater fishing participants made over 185 million annual outings — either close to home or on an overnight trip. Over two thirds of participants made an average of one outing per month or less.

13.5 days

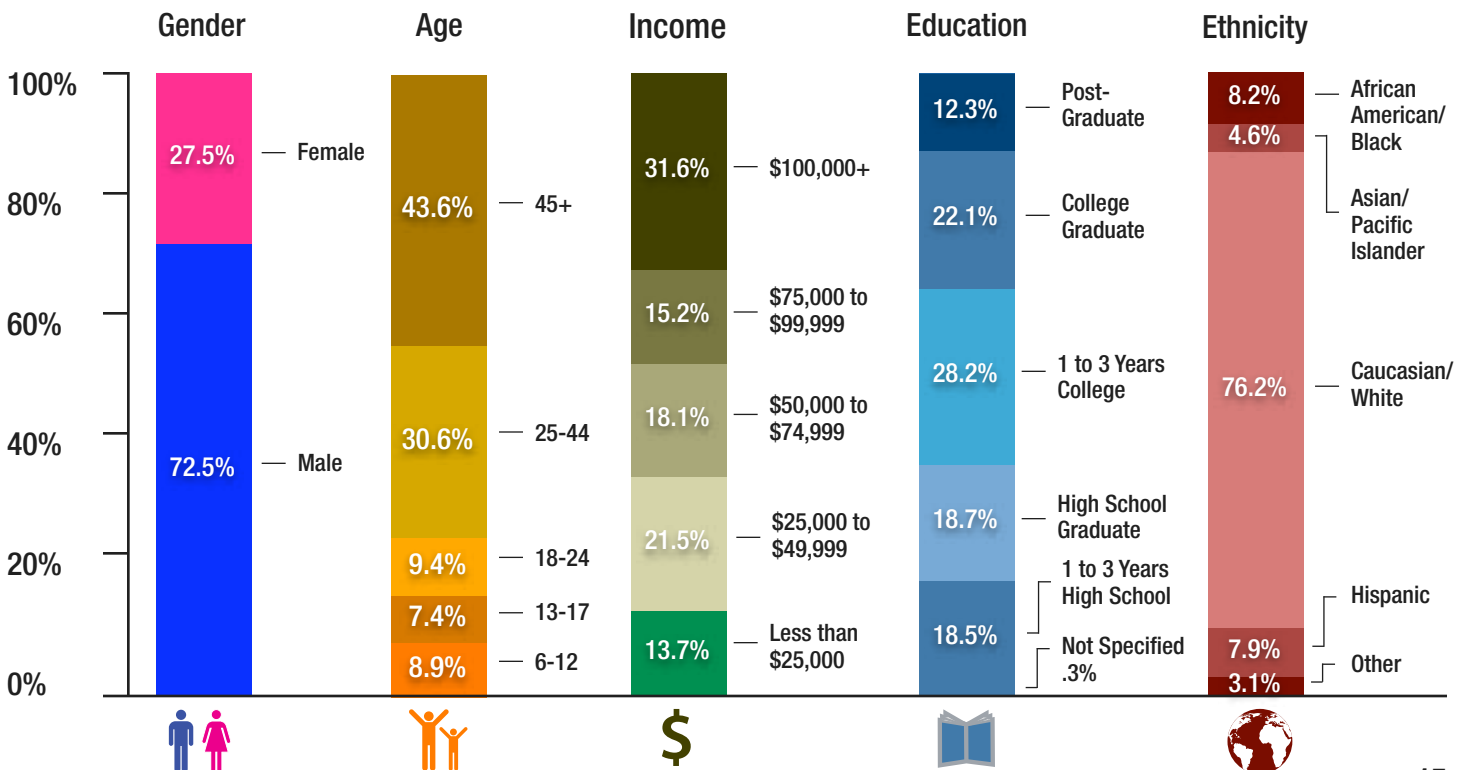
The average number of annual outings per saltwater fishing participant



\$100,000+

The largest income bracket of saltwater fishing participants

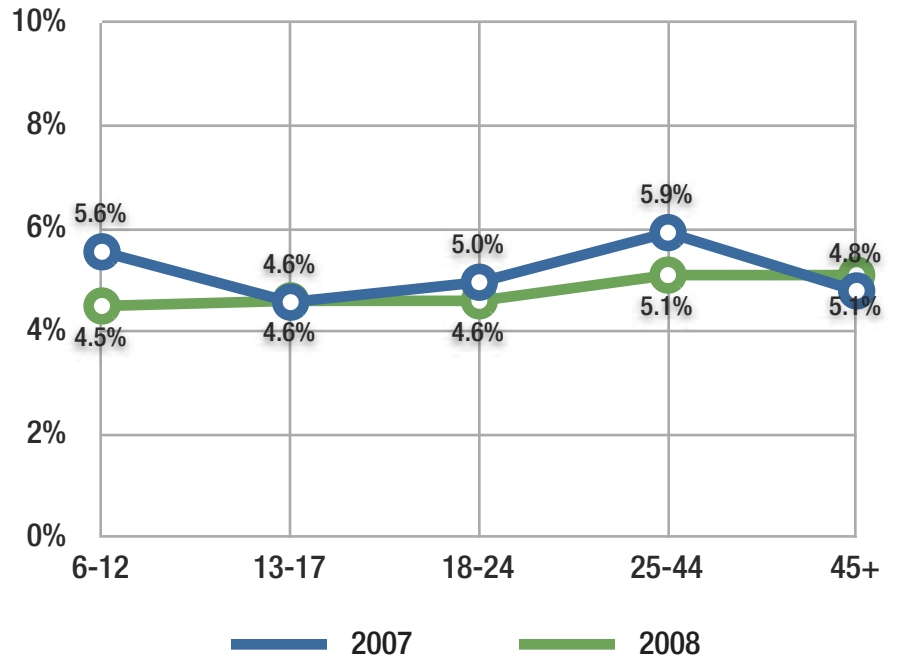
Demographics



Participation Life Cycle

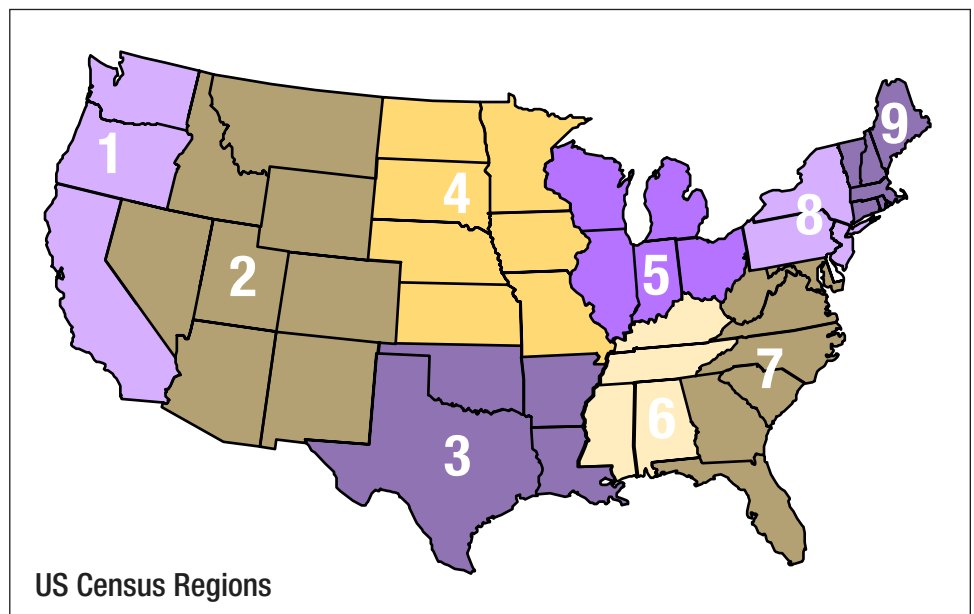
The participation rate among different age groups varies as individuals age and their lives are shaped by their environment and life experiences. A one-year snapshot of saltwater fishing participation helps describe this life cycle of participation.

Unlike many other outdoor activities, saltwater fishing participation among ages 25 to 44 increases, rising higher than participation among ages 6 to 12.



Geography of Participants

1. Pacific: **16.0%**
2. Mountain: **3.0%**
3. West South Central: **12.5%**
4. West North Central: **1.8%**
5. East North Central: **6.0%**
6. East South Central: **4.0%**
7. South Atlantic: **34.5%**
8. Middle Atlantic: **15.0%**
9. New England: **7.2%**



FLY FISHING

Fly fishing attracts the smallest number of participants, with a niche audience in 2008 of 5.9 million Americans or just over two percent of the population. Its participants are predominantly Americans ages 45 and older, and most fall in the \$100,000 or more income bracket. Unlike with many other outdoor activities, the participation rate among these older enthusiasts is twice as high as participation among youth.

Fly fishing has significant growth opportunities across a number of demographics, particularly females (20.2% of participants), minority groups (20% of participants) and youth (12.4% of participants). Easy access to great fly fishing areas across the country results in a broad representation, though the most popular region is the 'Pacific.'

Total Participation

2006	6.0 million participants 2.2% of Americans age 6+
2007	5.8 million participants 2.1% of Americans age 6+
2008	5.9 million participants 2.1% of Americans age 6+

Pacific

16.7% of fly fishing participants live in California, Oregon or Washington

\$100,000+

The most common income bracket of fly fishing participants

12.4%

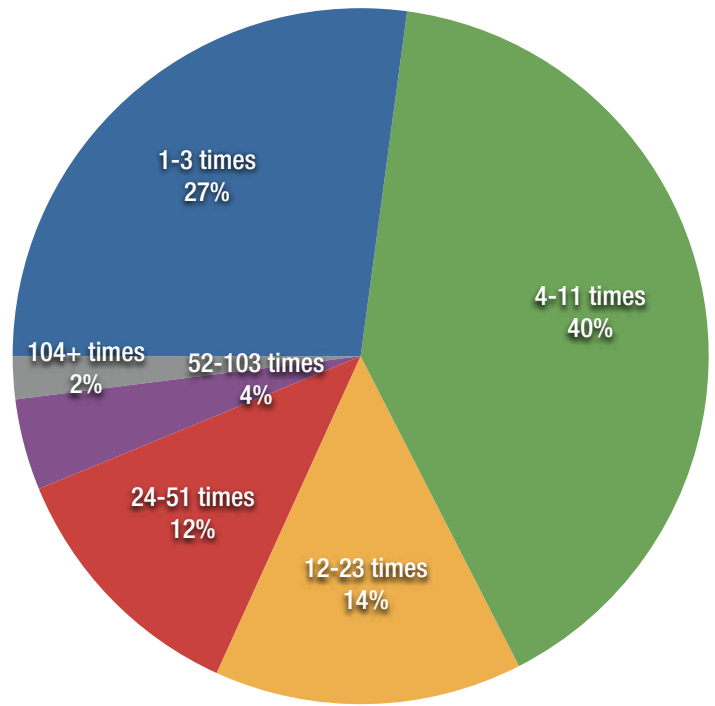
The percentage of fly fishing participants under the age of 18 — lower than freshwater fishing (24.6%) and saltwater fishing (16.4%)

Annual Outings

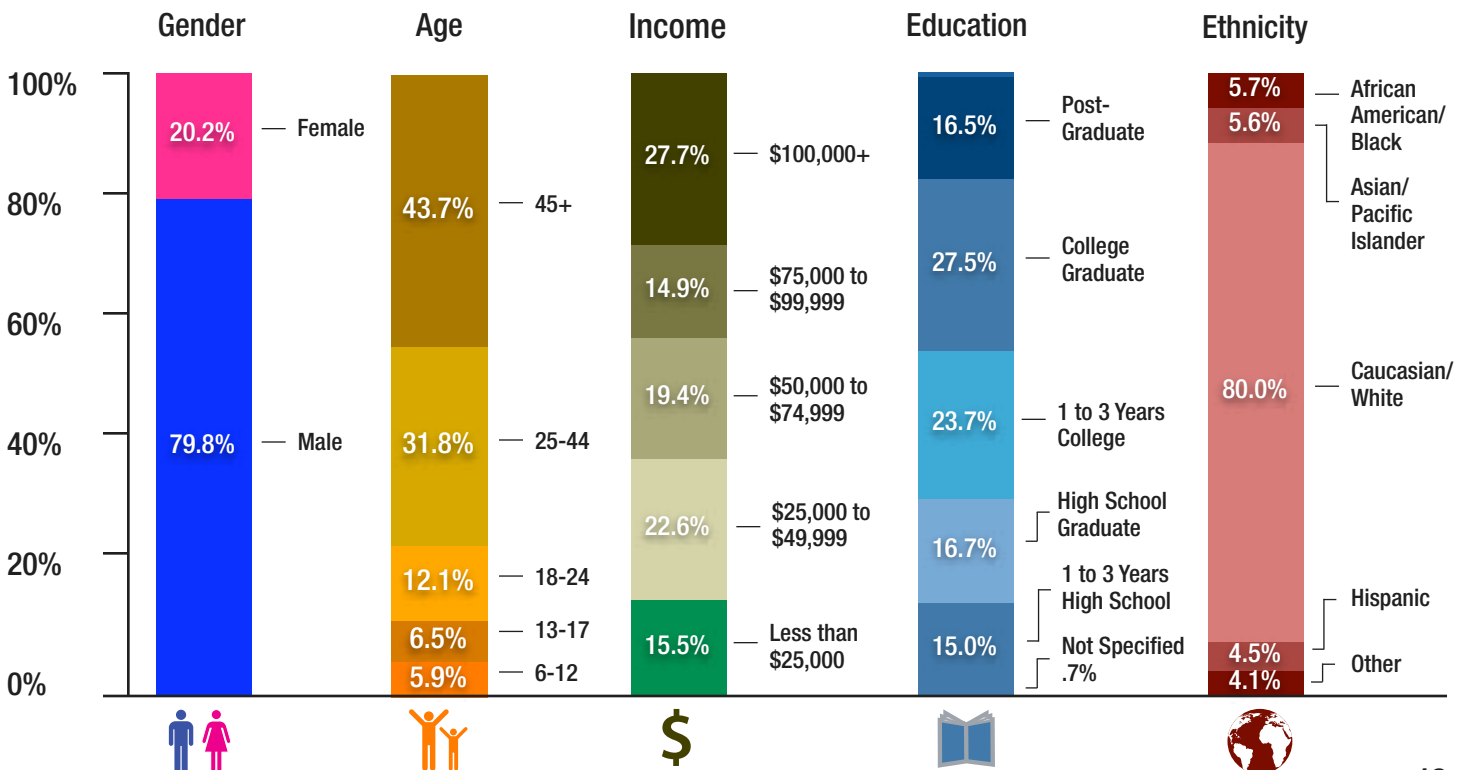
In 2008, fly fishing participants made 100 million annual outings — either close to home or on an overnight trip. 40% of participants get out between once a season and once a month.

16.9 days

The average number of annual outings per fly fishing participant



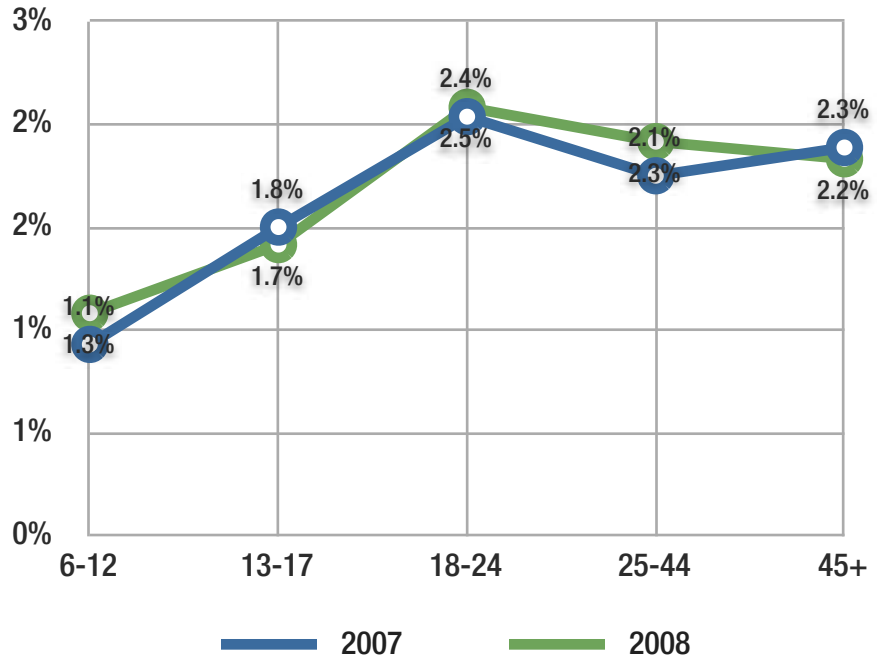
Demographics



Participation Life Cycle

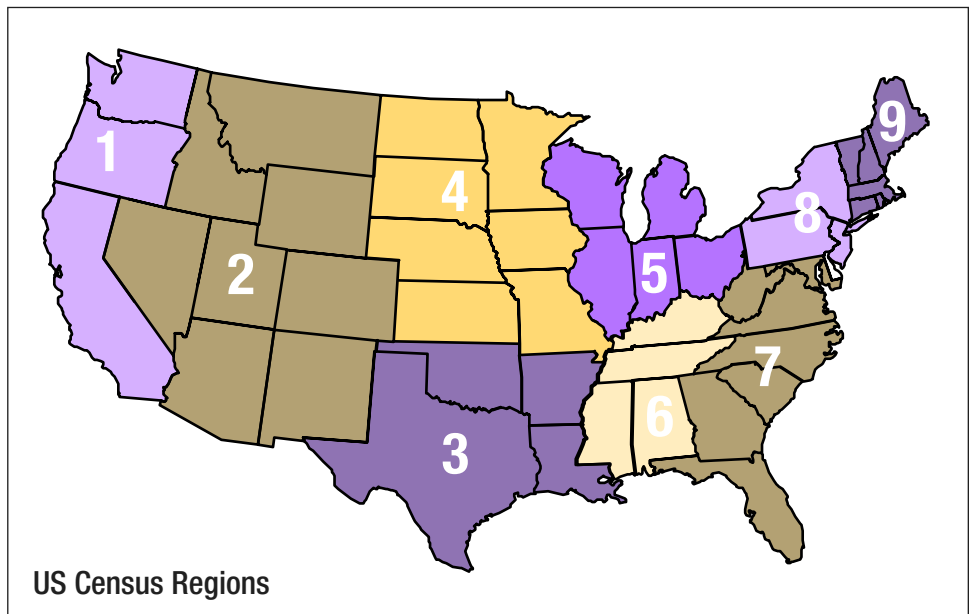
The participation rate among different age groups varies as individuals age and their lives are shaped by their environment and life experiences. A one-year snapshot of fly fishing participation helps describe this life cycle of participation.

Participation in fly fishing is higher in older age brackets than younger brackets. Only 12.4% of fly fishing participants are under the age of 18.



Geography of Participants

1. Pacific: **16.7%**
2. Mountain: **13.6%**
3. West South Central: **11.2%**
4. West North Central: **7.1%**
5. East North Central: **14.6%**
6. East South Central: **4.5%**
7. South Atlantic: **15.3%**
8. Middle Atlantic: **11.7%**
9. New England: **5.3%**



YOUTH

The future of any community lies in the interest and engagement of its youngest members. This Report shows that 'next-gen' anglers, those under 18 years of age, make up nearly a quarter of all fishing participants. Reaching individuals in their early years is critical according to past research, which shows that 90 percent of adult outdoor enthusiasts were introduced to nature-based activities between the ages of 5 and 18.

This section focuses on youth and includes key insights on motivations and barriers. In fact, data shows that younger fishing participants are driven by a desire for fun and an interest in exploring the natural world. Most are introduced to the outdoors by their parents, family or friends. With an understanding of these priorities and interests, the fishing community can work to ensure future generations of enthusiasts.

46.9%

The percentage of youth ages 13 to 17 whose friends influenced their decision to participate in outdoor activities

Total Participation

2007	ages 6-12	7.9 million participants 27.8% of age group
	ages 13-17	4.5 million participants 20.5% of age group
2008	ages 6-12	6.7 million participants 24.8% of age group
	ages 13-17	4.5 million participants 20.2% of age group

Parents

Cited by 81.8% of youth fishing participants ages 6 to 12 as an influence in their decision to participate in outdoor activities

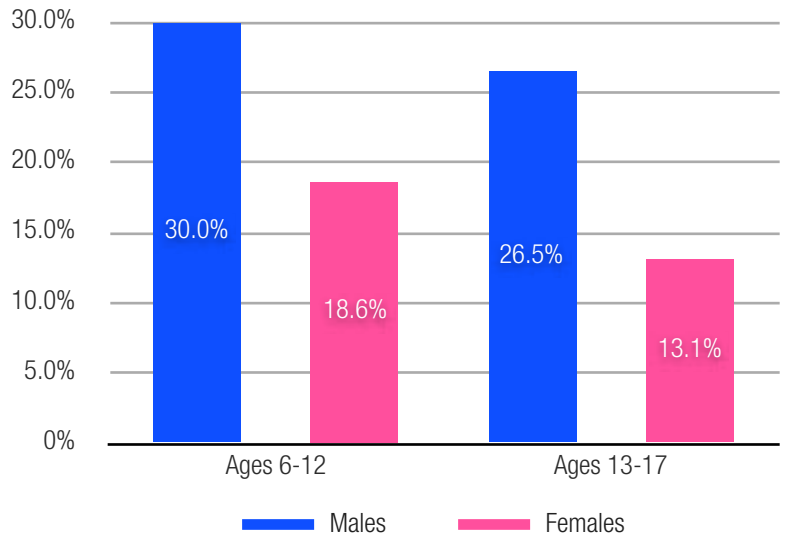
Boys and Girls

Like participation in many outdoor activities, boys' and girls' participation in fishing falls through adolescence. Girls participation, however, falls significantly more than boys, down 29.6% as opposed to 11.7%.

30.0%

The percentage of boys ages 6 to 12 that participates in fishing

2008 Participation in Fishing



11.2 Million

The number of fishing participants ages 6 to 17

Who Introduces Youth Fishing Participants to Outdoor Activities?

“Who influenced your decision to participate in outdoor activities?”	Ages 6 to 12	Ages 13 to 17
Parents	81.8%	76.6%
Brothers, sisters, or other relatives	39.8%	29.1%
Friends	31.0%	46.9%
Community program (Boy Scouts, YMCA, neighborhood program)	13.8%	12.9%
School program	9.2%	10.9%
Myself (no one else influenced me)	9.1%	12.7%
TV programs, movies, magazines, books, web sites about the outdoors	4.8%	5.1%
Something else not listed	3.4%	2.1%
Experienced mentor (trained and skilled)	1.8%	4.4%
Media icon, sports figure, accomplished athlete	1.3%	0.8%
Outdoor education program such as Outward Bound	0.7%	2.2%

What Do Youth Fishing Participants Enjoy about Outdoor Activities?

“What motivated your decision to participate in outdoor activities?”	Ages 6 to 12	Ages 13 to 17
It's fun	78.6%	63.5%
I enjoy discovery and exploration	50.9%	44.5%
It's relaxing	36.7%	46.5%
I can participate in outdoor activities near my house	33.8%	30.0%
I like new experiences	31.7%	34.8%
It's a great way to get exercise	29.8%	35.9%
I get away from my usual routine	28.1%	40.9%
I can spend time with friends	26.2%	31.5%
I want to be healthy	23.9%	24.7%
I like challenges	23.2%	34.2%
I get a feeling of accomplishment	15.8%	18.1%
Some other reason not listed	15.7%	8.2%

What Keeps Youth Fishing Participants from Getting Outdoors More Often?

“What keeps you from participating in outdoor activities more often?”	Ages 6 to 12	Ages 13 to 17
I don't have the time	23.4%	39.6%
I'm involved in other activities such as team sports and fitness activities	21.0%	17.8%
I have too much schoolwork	20.0%	33.7%
I would rather spend free time with TV /movies/computers/video games	18.5%	19.7%
There aren't places to do outdoor activities near where I live	17.4%	13.5%
I'm not interested	16.3%	20.4%
My parents don't take me to go on outdoor activities	15.7%	9.1%
I'd rather spend time with my friends in other activities	11.2%	23.7%
I don't know how to get started, what to do or where to go	8.8%	5.3%
I don't want to spend the money on gear or equipment	7.9%	11.8%
I don't have friends who would go with me	6.1%	11.4%
I'm worried I might get hurt	4.9%	1.8%
The outdoors are frightening	3.2%	0.6%
I don't like bugs or dirt	3.1%	3.7%
I don't enjoy exercise	3.0%	4.6%
I'm not in physical shape	1.1%	4.7%

Crossover

Participation, Youth Ages 6 to 17

What are the top outdoor, fitness, team/ball and other activities and sports enjoyed by fishing participants ages 6 to 17?

Outdoor Activities

1. Camping (Car or Backyard) **40.7%**
2. Day Hiking **23.5%**
3. RV Camping **16.1%**
4. Wildlife Viewing **15.0%**
5. Canoeing **13.5%**

Fitness Activities

1. Bicycling (Road/Paved Surface) **43.1%**
3. Running/Jogging **25.1%**
3. Fitness Walking **23.6%**
4. Free Weights **18.0%**
5. Swimming (Fitness/Competition) **15.4%**

Team and Ball Sports

1. Basketball **30.8%**
2. Baseball **27.3%**
3. Soccer **24.8%**
4. Football **24.3%**
5. Golf **16.5%**

Other Activities

1. Bowling **42.3%**
2. Billiards **21.4%**
3. Skateboarding **19.1%**
4. Roller Skating (Inline) **18.1%**
5. Target Shooting **13.9%**

HISPANICS

Hispanics are currently the largest minority population in the United States, and it is estimated that this group will represent one in five Americans by 2012. Despite these trends, they are currently underrepresented in many outdoor activities, including fishing. The most common participation barrier cited among Hispanics is lack of time, followed by a perceived lack of access to fishing areas.

This section includes valuable insights on recreational fishing participation among Hispanics, including information on gender, age, income and geography. Understanding the demographics, motivations and preferences of Hispanic participation is essential to successfully engaging this important group.

Total Participation

2007 2.1 million participants
16.1% of Hispanics age 6+

Activity-Specific Participation Rates

11.9% Freshwater Fishing
7.6% Saltwater Fishing
1.9% Fly Fishing

2008 2.4 million participants
13.7% of Hispanics age 6+

Activity-Specific Participation Rates

10.4% Freshwater Fishing
6.2% Saltwater Fishing
1.5% Fly Fishing

West South Central

25.8% of Hispanic fishing participants live Texas, Oklahoma, Louisiana and Arkansas

**\$25,000-
\$49,999**

The largest income bracket of Hispanic fishing participants

age **30-34**

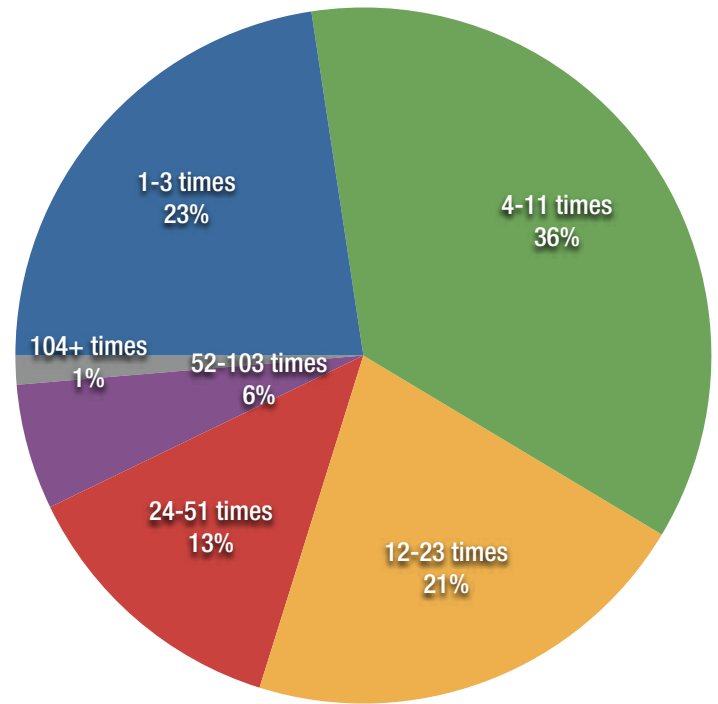
The median age bracket of Hispanic fishing participants

Annual Outings

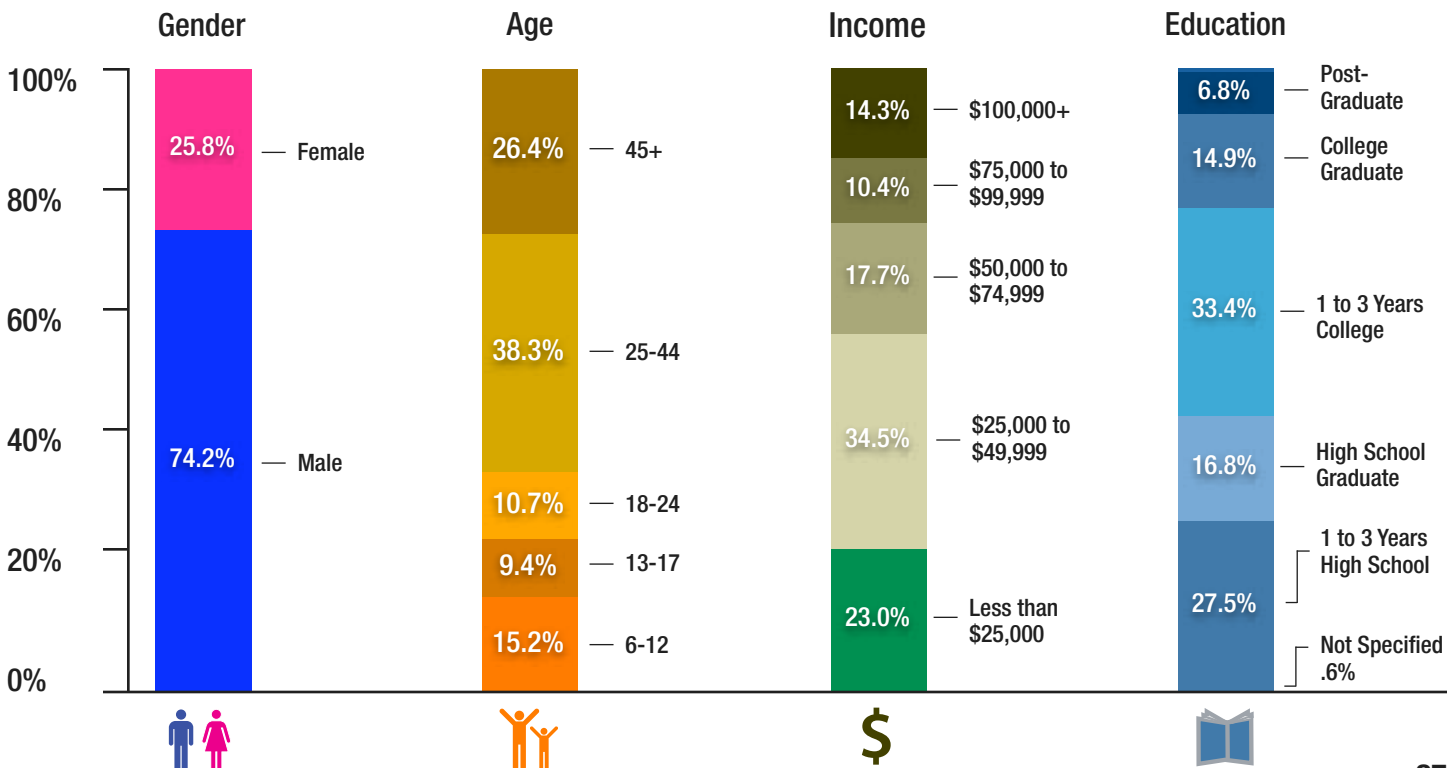
In 2008, Hispanic fishing participants made over 45.8 million annual outings — either close to home or on an overnight trip. Just over one third of participants made between one outing per month and one outing per season.

19.2 days

The average number of annual outings per Hispanic fishing participant



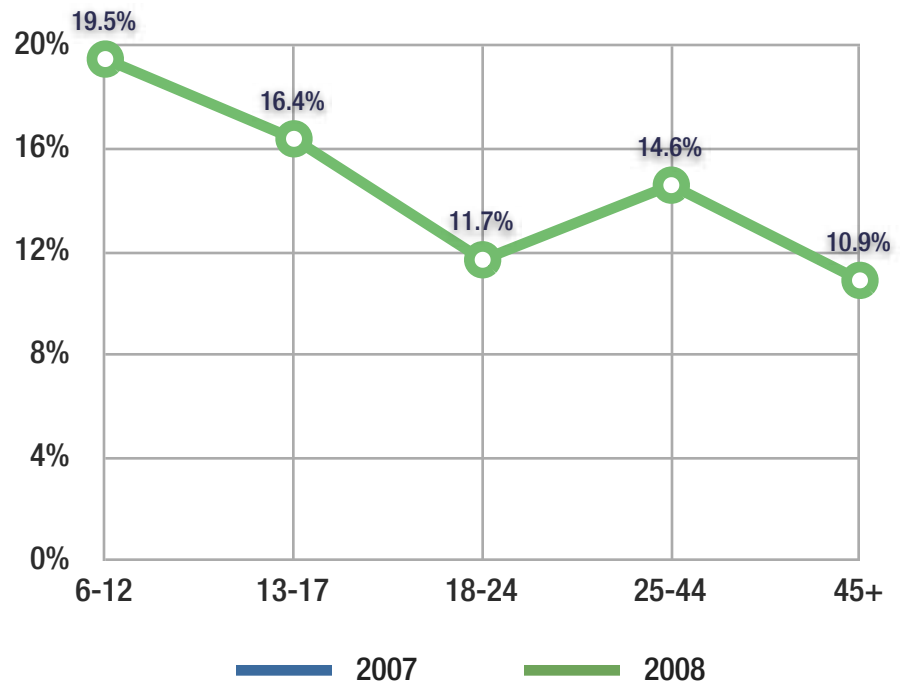
Demographics



Participation Life Cycle

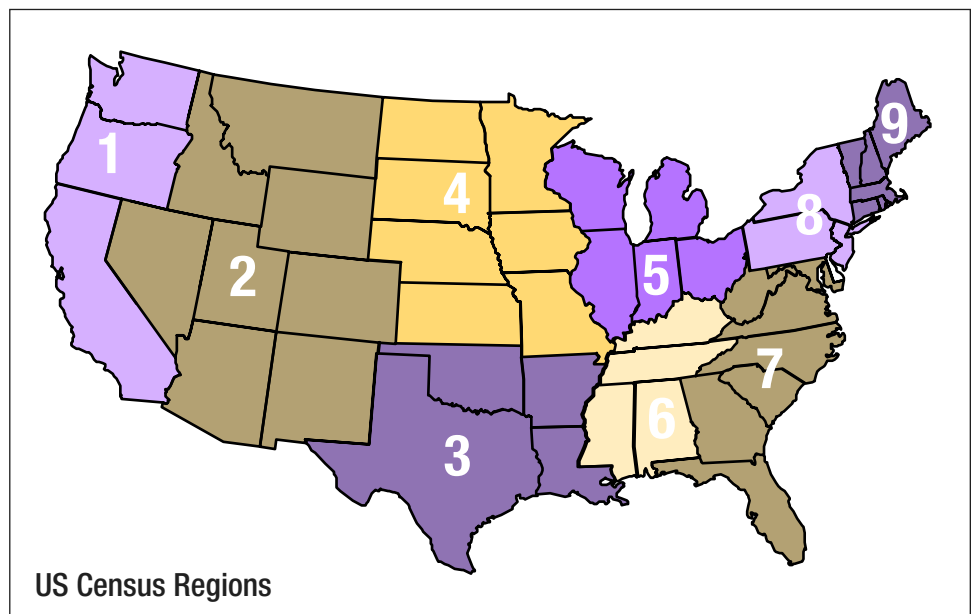
The participation rate among different age groups varies as individuals age and their lives are shaped by their environment and life experiences. A one-year snapshot of Hispanic fishing participation helps describe this life cycle of participation.

The Hispanic life cycle of fishing participation is very similar to those of other outdoor activities. Although youth participation is initially high, it declines sharply in adolescence and young adulthood, recovering some among ages 25 to 44.



Geography of Participants

- 1. Pacific: **17.7%**
- 2. Mountain: **7.3%**
- 3. West South Central: **25.8%**
- 4. West North Central: **6.3%**
- 5. East North Central: **9.4%**
- 6. East South Central: **0.1%**
- 7. South Atlantic: **18.4%**
- 8. Middle Atlantic: **10.6%**
- 9. New England: **4.3%**



What Do Hispanic Fishing Participants Enjoy about Outdoor Activities?

“What motivated your decision to participate in outdoor activities?”	Ages 6 +
It's relaxing	63.4%
It's fun	60.9%
It's a great way to get exercise	47.6%
I get away from my usual routine	46.2%
I enjoy discovery and exploration	45.7%
I want to be healthy	40.3%
I like new experiences	33.3%
I like challenges	29.4%
I can spend time with friends	29.3%
I can participate in outdoor activities near my house	25.4%
I get a feeling of accomplishment	19.4%
Some other reason not listed	13.4%

Who Introduces Hispanic Fishing Participants to Outdoor Activities?

“Who influenced your decision to participate in outdoor activities?”	Ages 6 +
Friends	46.1%
Parents	44.8%
Brothers, sisters, or other relatives	39.1%
Myself (no one else influenced me)	23.4%
Community program (Boy Scouts, YMCA, neighborhood program)	10.6%
School program	8.5%
Something else not listed	5.8%
TV programs, movies, magazines, books, web sites about the outdoors	4.5%
Media icon, sports figure, accomplished athlete	4.0%
Experienced mentor (trained and skilled)	3.4%
Outdoor education program such as Outward Bound	0.8%

What Keeps Hispanic Fishing Participants from Getting Outdoors More Often?

“What keeps you from participating in outdoor activities more often?”	Ages 6+
I don't have the time	53.3%
There aren't places to participate in outdoor activities near where I live	17.0%
I have too much work/schoolwork	14.1%
I would rather spend free time with TV /movies/computers/video games	14.1%
I don't know how to get started, what to do or where to go	11.4%
I don't want to spend the money on gear or equipment	11.1%
I'm not interested	11.0%
I'm not in physical shape	9.8%
I'm involved in other activities such as team sports and fitness activities	7.6%
I'm worried I might get hurt	6.6%
The outdoors are frightening	5.7%
I don't have friends who would go with me	5.7%
I'd rather spend time with friends in other activities	5.7%
I don't enjoy exercise	2.7%
I don't like bugs or dirt	2.3%

Crossover Participation, Hispanics Ages 6+

What are the top outdoor, fitness, team/ball and other activities and sports enjoyed by Hispanic fishing participants ages 6 and older?

Outdoor Activities

1. Camping (Car or Backyard) **33.4%**
2. Day Hiking **18.4%**
3. Wildlife Viewing **17.9%**
4. Hunting **16.1%**
5. Birdwatching **14.3%**

Fitness Activities

1. Fitness Walking **53.0%**
2. Free Weights **40.5%**
3. Running/Jogging **34.9%**
4. Treadmill **32.7%**
5. Bicycling (Road/Paved Surface) **30.8%**

Team and Ball Sports

1. Basketball **29.1%**
2. Baseball **23.9%**
3. Golf **22.3%**
4. Soccer **20.0%**
5. Football **19.0%**

Other Activities

1. Bowling **44.0%**
2. Billiards **41.8%**
3. Darts **24.0%**
4. Table Tennis **17.1%**
5. Target Shooting **15.4%**

BOAT

OWNERSHIP

AMONG FISHING PARTICIPANTS

Boating is an integral part of the fishing experience for many Americans. In fact, 33 percent of all fishing participants own a boat — approximately 12.7 million — and an additional 8.5 million fishing enthusiasts are considering ownership. Surprisingly, males and females have nearly equal ownership rates among this specific group, 34 and 32 percent respectively.

While fishing participants own a variety of different types of boats, the vast majority - 65 percent - prefer power boats. Canoes represent the second most popular boat type, claiming 20 percent of fishing enthusiasts.

Greater access to more and better fishing is a leading motivation for fishing participants considering boat ownership, followed by opportunities for recreation and relaxation. Cost was the top reason for not planning a purchase.

Ownership Rates

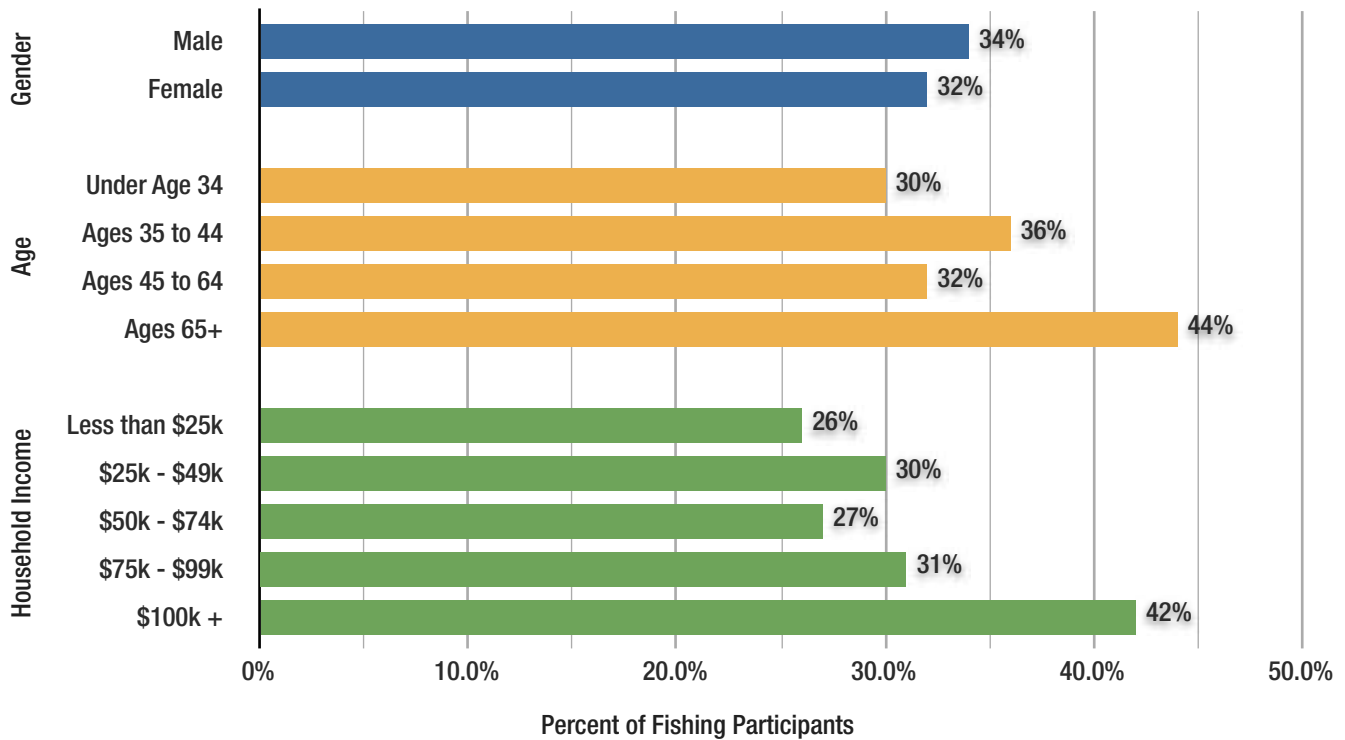
33%

Percentage of US fishing participants who own a boat (12.7 million participants)

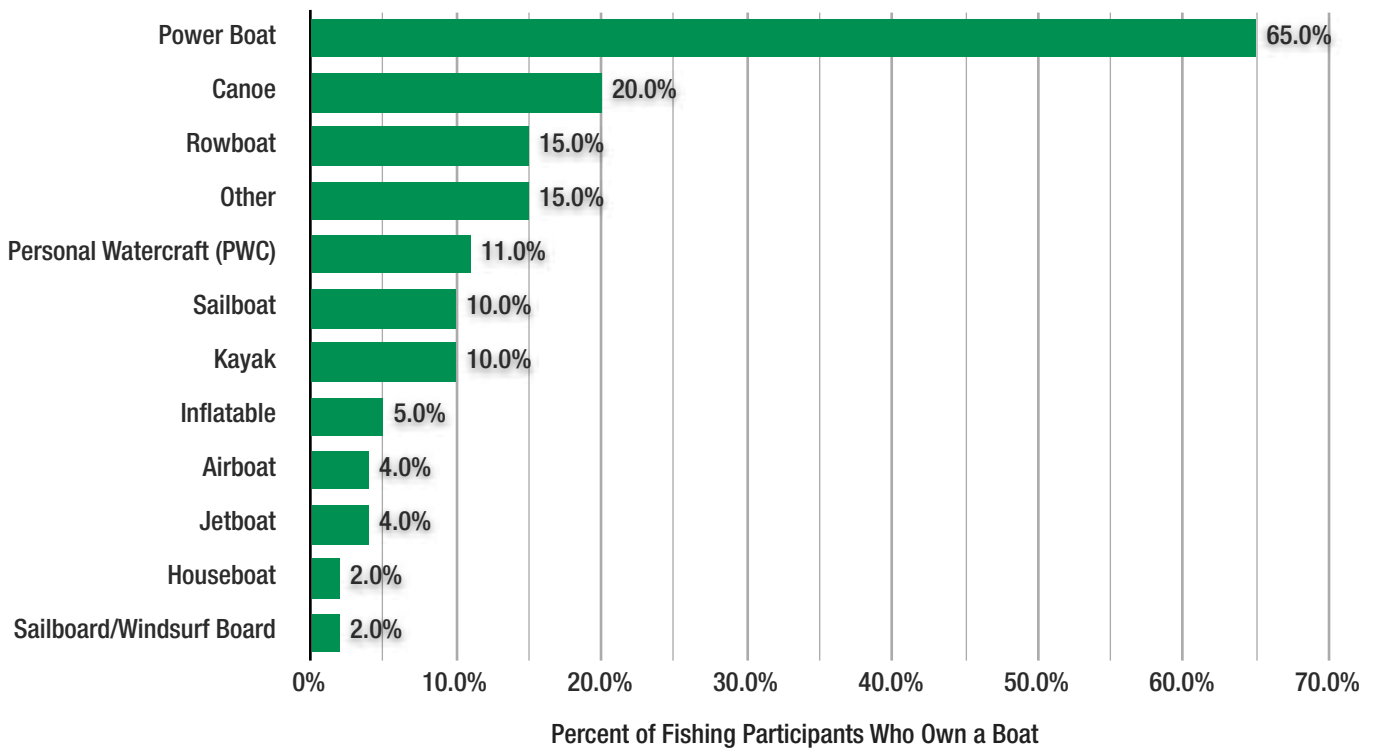
8.5 million

The estimated number of fishing participants who don't own a boat but are considering ownership (33% of non boat owners)

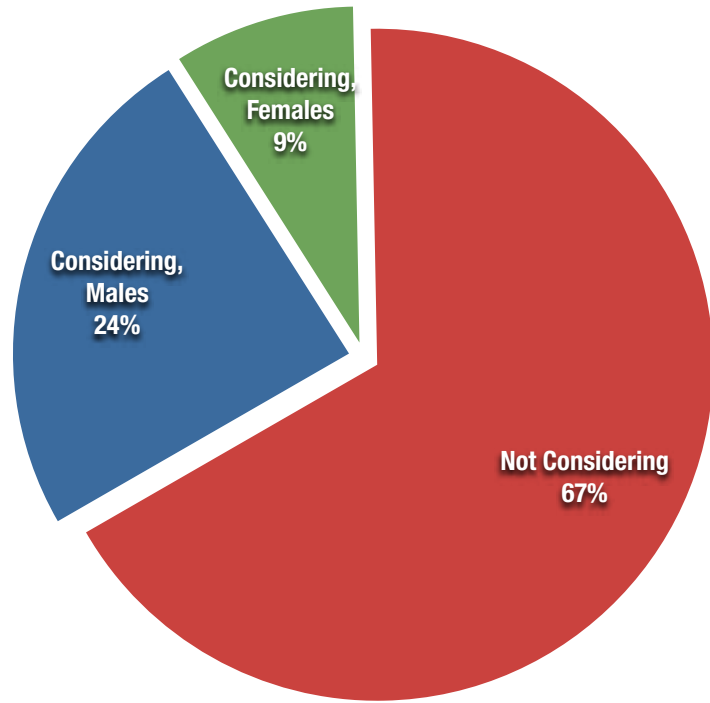
Percentage of Boat Owners Among Fishing Participants by Demographic



What Type of Boat do Fishing Participants Own?



Among Fishing Participants Who Don't Own a Boat, What Percentage Are Considering Boat Ownership?



Motivations of Fishing Participants Considering or Not Considering Boat Ownership

In open-ended questions, fishing participants who don't own a boat were asked why they are or aren't considering boat ownership. Although they gave a variety of answers, many answers fit into a few dominant categories.

Why are you considering the purchase of a boat?

"Access to more/better fishing." **52%**

"Recreation and relaxation." **24%**

"Live on or near a lake." **10%**

Why aren't you considering the purchase of a boat?

"Too much money." **46%**

"Don't need one or want one." **19%**

"Family/friends own a boat." **12%**

BOATING PARTICIPATION AMONG FISHING PARTICIPANTS

While many fishing participants currently own a boat, just as many enjoy boating without the commitment of ownership. In 2008, 67 percent or 25.8 million fishing participants went boating. This enthusiasm for boating among fishing participants resulted in a total of 427 million boating days among fishing participants in 2008.

Power boats are the most popular boat type among boating and fishing participants, accounting for over 65 percent of the boat trips made last year and for an average of 15 outings per power boat user. This section includes valuable insights on recreational boating and fishing participation among different demographics and boat types, including a look at the percentage of fishing participants who personally operated, sailed or rowed boats.

Boating Participation

67% Percentage of US fishing participants who went boating in the last year (25.8 million participants)

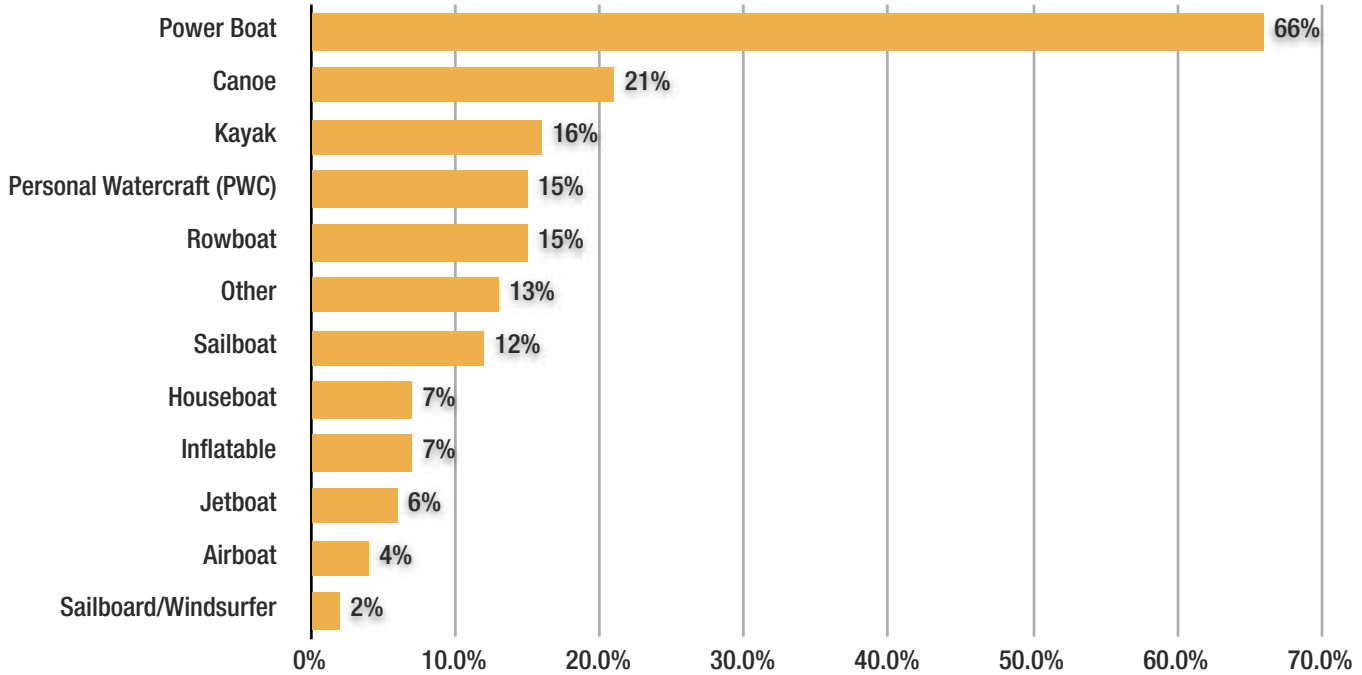
427 million Projected number of boating days made by fishing participants in the last year

15 days

The typical number of boating outings that fishing participants make in power boats.

On What Type of Boat do Participants Go out on the Water?

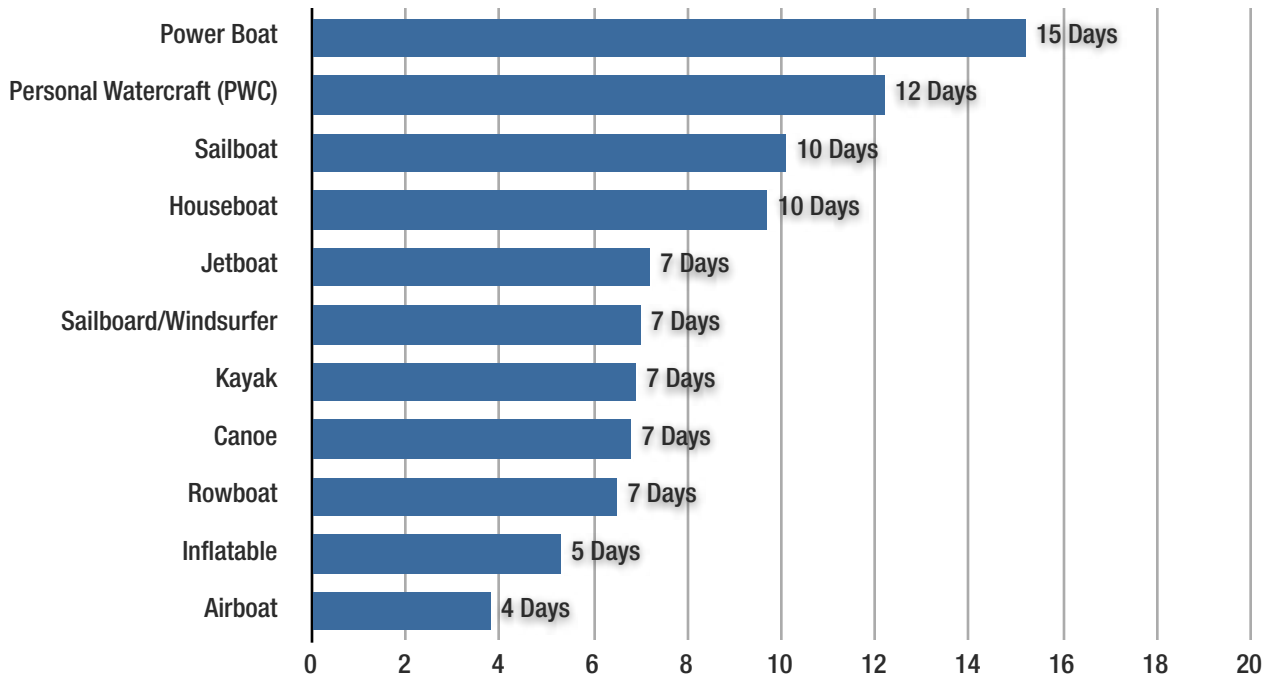
Among Boating and Fishing Participants



Percent of Fishing Participants Who Participated in Boat

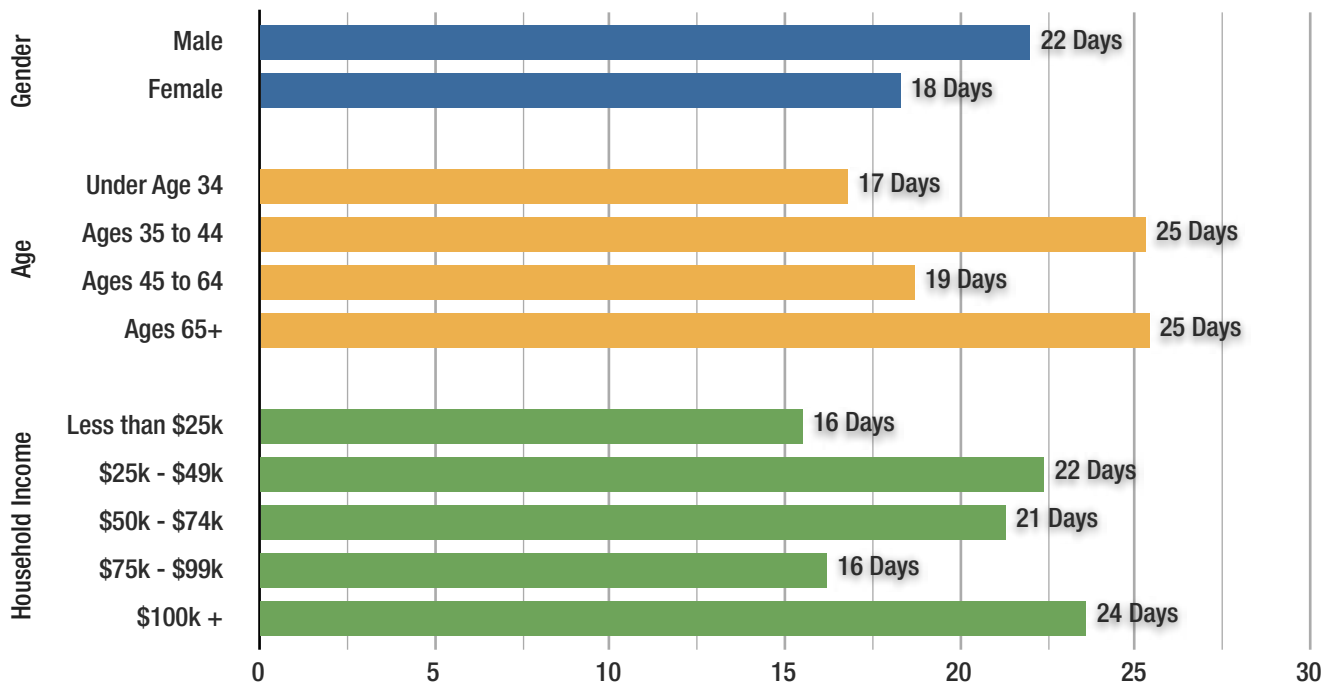
Average Number of Annual Boating Days by Type of Boat

Among Boating and Fishing Participants



Average Number of Annual Boating Days by Demographic ^{NOTE}

Among Boating and Fishing Participants



NOTE: The average number of boating days per boating and fishing participant is calculated by summing each participant's reported boating days for all boat types. While this average is representative of the extent of their boating participation, it may not equate to the number of days they spent on the water since participants may use two different boat types on the same day (e.g. a powerboat and a personal watercraft).

Percentage of Boating and Fishing Participants Who Personally Commanded or Operated a Boat by Boat Type

	All	Males	Females
Airboat	83%	86%	80%
Canoe	93%	95%	91%
Inflatable	87%	88%	83%
Jetboat	70%	71%	67%
Kayak	91%	92%	91%
Houseboat	63%	68%	40%
Personal Watercraft (PWC)	83%	87%	73%
Power Boat	56%	64%	40%
Sailboat	58%	74%	40%
Sailboard/Windsurfer	86%	100%	67%
Rowboat	89%	89%	88%
Other	67%	78%	50%

BOATING ACTIVITIES

AMONG FISHING PARTICIPANTS

While out on the water boating and fishing participants do not limit their recreation to fishing. Most participate in a number of different of activities from water skiing to nature observation.

Fishing participants who fish from boats typically do so 12 days a year in addition to their participation in other activities. Women, individuals with household incomes over \$100,000, seniors and individuals age 35 to 44 are especially active, participating in all boating activities more frequently than other demographics.

Second to fishing, the most common boating activity enjoyed by fishing participants is cruising, which is enjoyed by 53 percent of participants on an average of nine days per year. In all, the variety of activities enjoyed while boating reveals the depth of the connection fishing participants have with the water.

12 days

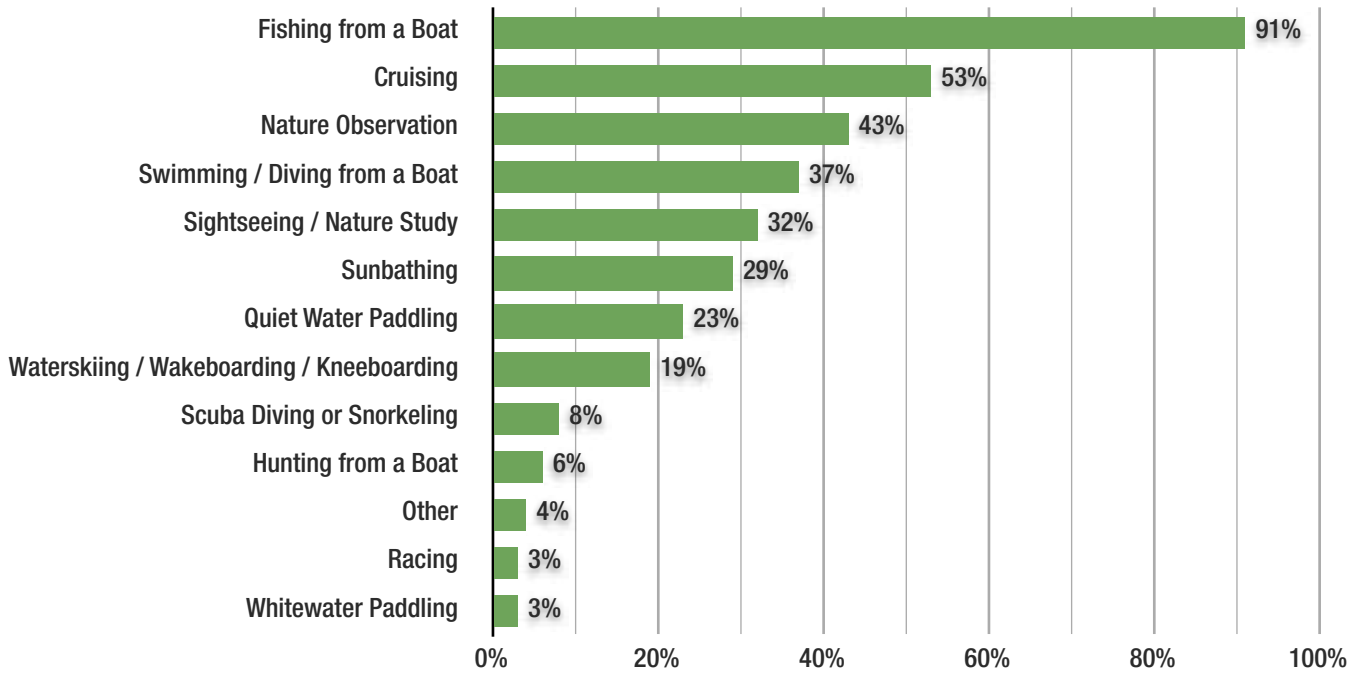
The typical fishing participant who fishes from a boat does so 12 days a year

Cruising

After fishing from a boat, fishing participants are most likely to enjoy cruising, which they do on average nine days a year

Participation in Boating Activities

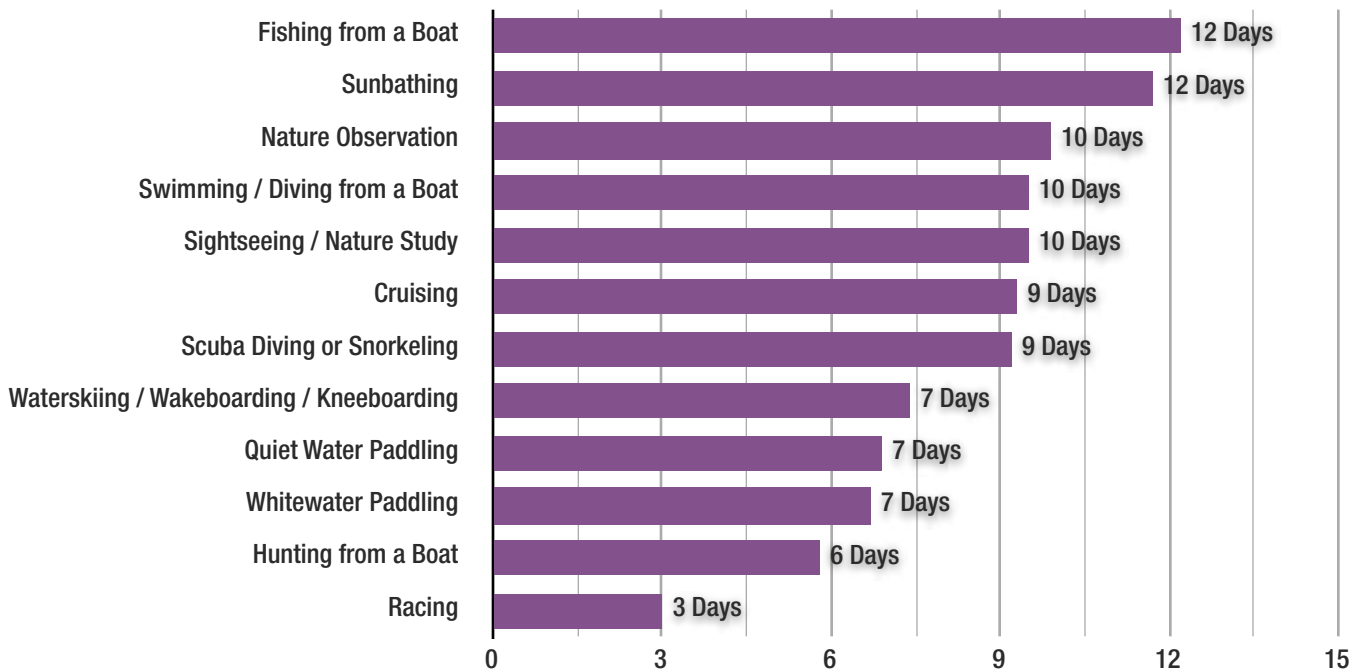
Among Boating and Fishing Participants



Percent of Fishing Participants Who Participated in Boating

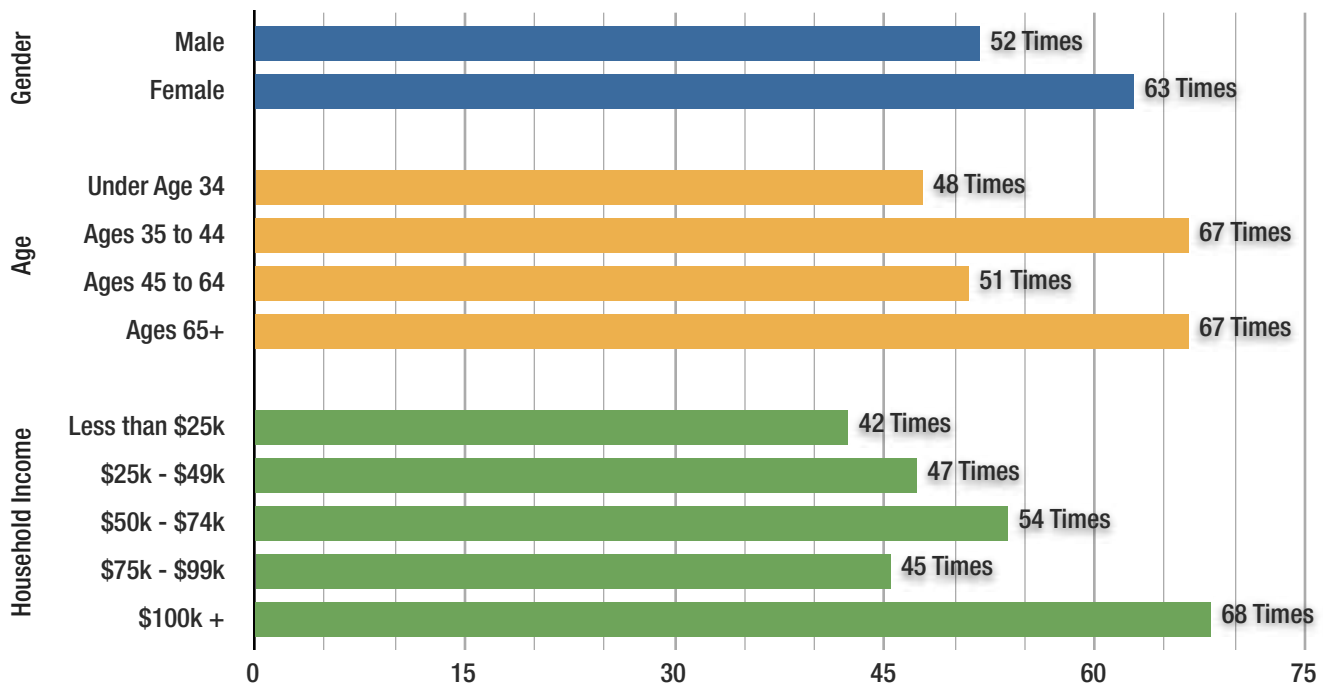
Average Number of Annual Boating Activity Days

Among Boating and Fishing Participants



Average Annual Participation in Boating Activities by Demographic^{NOTE}

Among Boating and Fishing Participants



Women are Frequent Participants in Boating Activities

Although male fishing participants go on more boating trips than female fishing participants, females participate in more boating activities. Women, followed by individuals with household incomes over \$100,000, seniors and individuals age 35 to 44 are the most avid participants in boating activities.

NOTE: Activities include fishing from a boat, sunbathing, nature observation, swimming/diving from a boat, sightseeing/nature study, cruising, scuba diving or snorkeling, waterskiing/wakeboarding/kneeboarding, quiet water paddling, whitewater paddling, hunting from a boat and racing.

A Partnership Project of:

