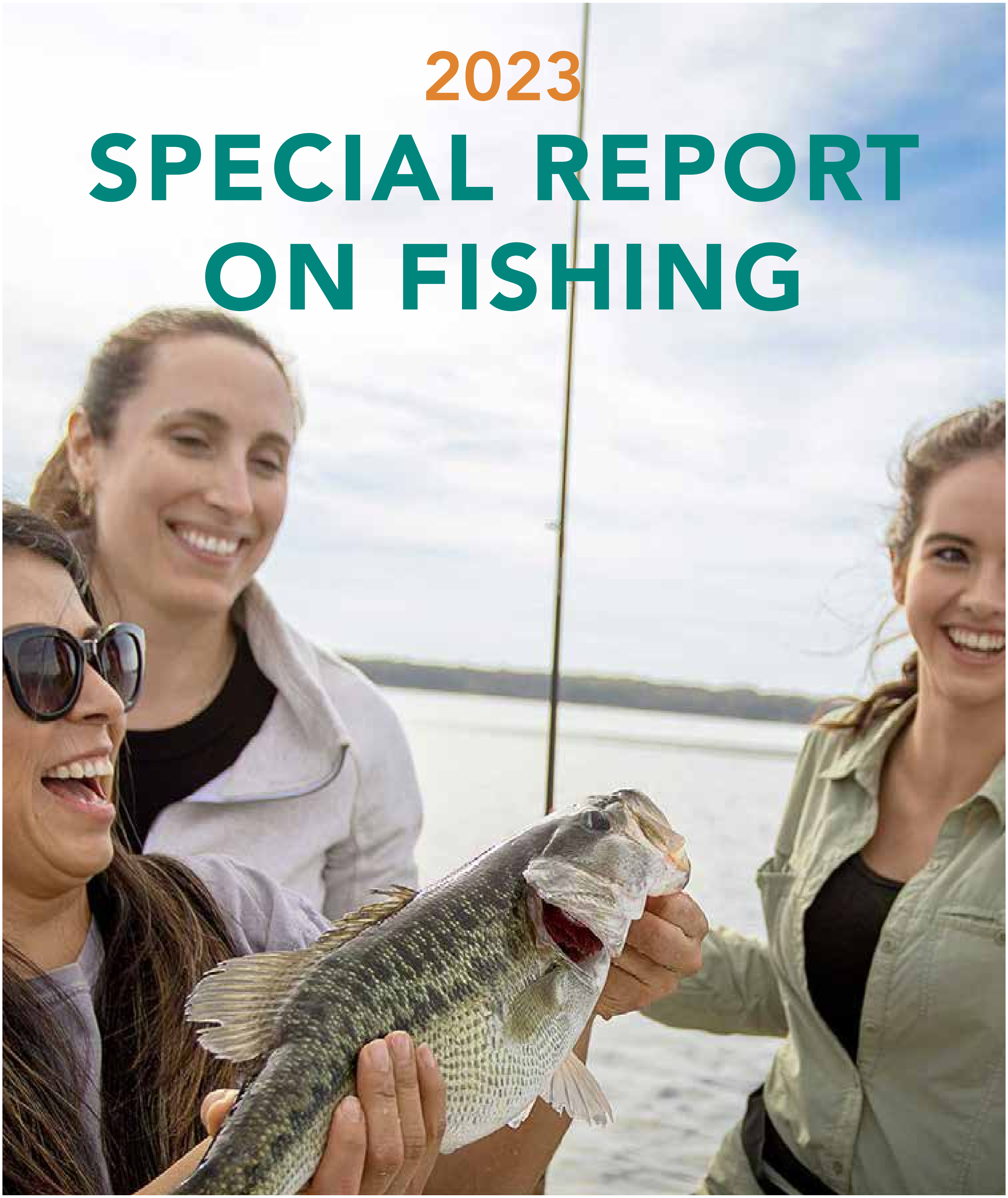
2023 SPECIAL REPORT ON FISHING



a partnership project of:

OUTDOOR FOUNDATION

RECREATIONAL BOATING & FISHING FOUNDATION

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EXECUTIVE SUMMARY

In a year marked by inflationary pressures, war in Ukraine and political instability, Americans found solace and companionship in a much-loved and time-tested pursuit: recreational fishing. Fishing promotes wellness, fosters bonds with family and friends, and forges a deep connection with nature. Whether fishing on lakes, rivers, streams, or seas; from shorelines, boats, or embankments; millions of Americans were united in 2022 by the love of fishing. For the thirteenth consecutive year, the Outdoor Foundation (OF) and the Recreational Boating & Fishing Foundation (RBFF) partnered to produce the *Special Report on Fishing* to provide a comprehensive review of fishing participation trends, including detailed information on specific fishing categories and audiences.

Insights include motivations, barriers, and preferences of key groups. Special sections are dedicated to youth, Hispanic Americans, and females—populations we must engage, activate, and retain to ensure future growth.

Overall Fishing Participation Trends

In 2022, 54.5 million Americans ages 6 and over from across the country took to the nation's waterways to enjoy recreational fishing, a 4 percent increase from 2021. Fishing's participation rate, 18 percent, and the number of anglers were just slightly below all-time records set in 2020. Both, however, were higher in 2022 than in pre-COVID 2019.

Nearly 7 in 10 participants fished 1 to 11 times times in 2022—less than once a month. Participation among more frequent anglers, those fishing once per month or more, has gradually declined since participation tracking began in 2007. 17 percent fished once a month or more, down from 21 percent a decade ago. *See page 4 to learn more.*

The "leaky bucket" analysis measures the annual churn of fishing participants—those joining or rejoining the activity compared to those quitting. Following modest declines in 2021, there was a net gain of 2.1 million fishing participants. Nearly 14.2 million new or returning anglers fished, while over 12 million left the sport.

From 2021 to 2022, there was a net loss of 2.1 million fishing participants. The annual churn rate (which compares how many joined or continued fishing to those quitting) was plus 17 percent, versus minus 18 percent in 2021. *See page 6 for more on the leaky bucket.*

Fishing by Category

Nearly 42 million Americans ages 6 and over freshwater fished in 2022, representing 7 in 10 total fishing participants. Freshwater's national participation rate rose to 14 percent, up from 13 percent in 2021. Average outings per freshwater angler held steady at 15 percent, while total outings increased 2 percent to 634 million. *See page 13 for more on freshwater fishing.*

Saltwater fishing rebounded in 2022, growing 4 percent to 14.3 million participants. Participant numbers approached 2020's record of 14.5 million, and easily exceeded the 13.2 million seen in pre-COVID 2019. Encouragingly, there were over 2 million more participants in 2022 than a decade prior. *See page 17 for more on saltwater fishing.*

A 2 percent increase in both fly fishing participant numbers and the national participation rate followed 4 percent declines in 2021. Fly fishing recorded 100,000 more participants in 2022—and 600,000 more than in 2019. Year over year, average outings fell from 12 to 11, and total outings declined from 87 million to 82 million. *See page 21 for more on fly fishing.*

Youth Participation

After 2020's COVID bump, fishing's national participation rate among children ages 6 to 12 dipped 1 percentage point in 2021, then another point in 2022. On the brighter side, participant numbers grew by 3 percent to 12.7 million child and adolescent participants, nearly 2.5 million higher than a decade ago. Male participation grew slightly, while female participation fell. *See page 25 for more on youth participation.*

Hispanic Participation

Fishing participation among Hispanics ages 6 and over has increased about 45 percent over the last decade. Participant numbers rose from 4.7 million in 2021 to 5.1 million in 2022. The participation rate jumped 6 percent year over year, up from 12.7 percent in 2021 to 13.4 percent in 2022. *See page 32 for more on Hispanic participation.*

Female Participation

Female fishing participation in 2022 approached its 2020 all-time high. Over the last decade, female participant numbers grew nearly 4 million, from 16 million in 2012 to 19.8 million in 2022. Females represented 36 percent of total anglers, 42 percent of first-time participants, and 46 percent of those considering fishing in 2022. *See page 38 for more on female participation.*

Profile of a Fishing Trip

Only 18 percent of anglers typically fished alone, reiterating that fishing remained a shared activity in 2022. Nearly 8 in 10 participants usually fished in groups of 2 to 5 anglers. Males were far more likely than females to fish alone, at 25 percent versus 8 percent, and females were more likely to fish in groups of 3 or more, at 53 percent to 35 percent. 3 in 4 participants ages 55 and older typically fished alone or with one companion. *See page 44 for insight into a typical fishing trip.*

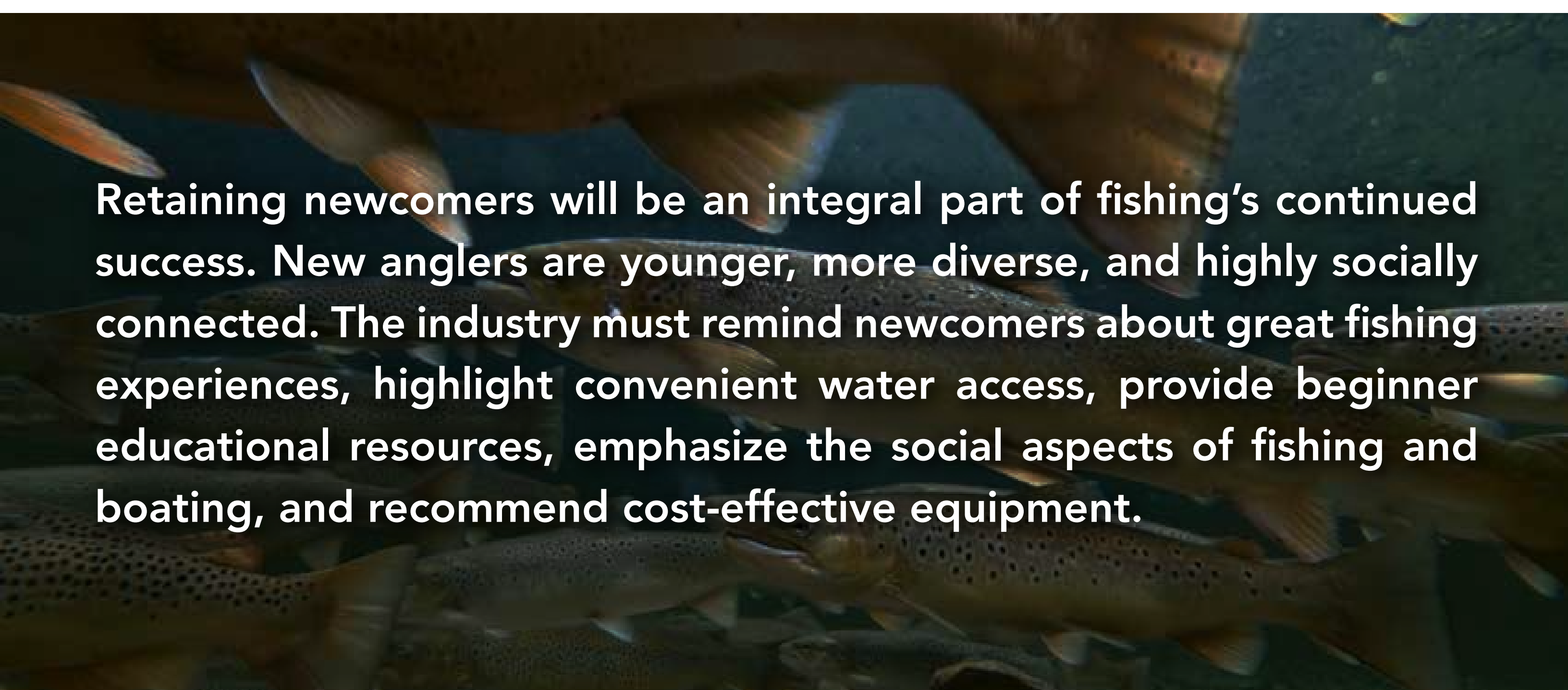
Perceptions of Fishing

Fishing was generally seen as an easy, exciting and intriguing way to spend times outdoors. Among first-time anglers, negative expectations of fishing—that it's only for "serious outdoor people," was too time consuming, requires too much equipment, or was "not for someone like me"—were reported much less often than positive perceptions. *See page 48 to learn about perceptions of fishing.*

Future of Fishing

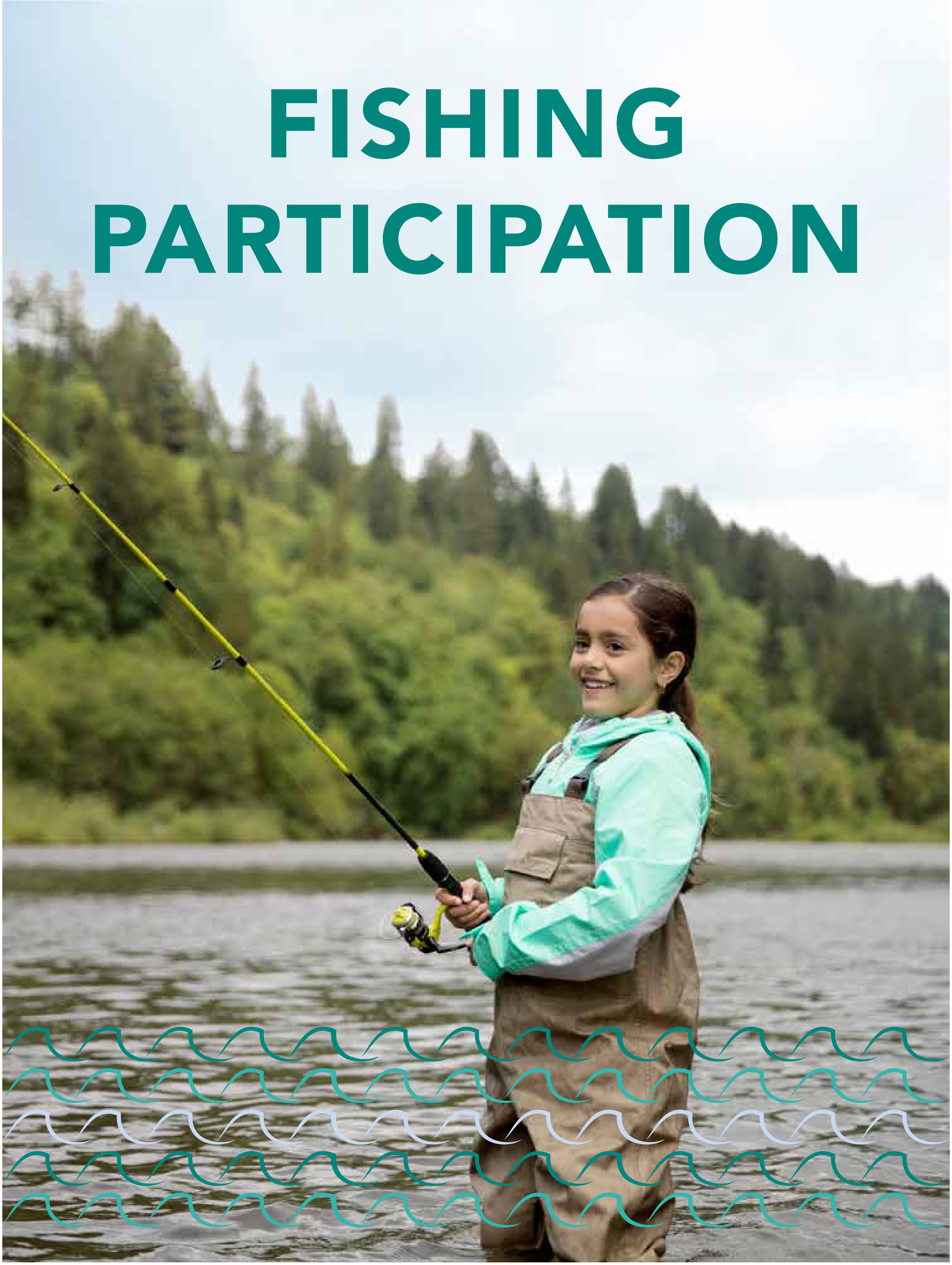
Data continues to underscore the critical importance of introducing fishing at a young age, as 86 percent of current fishing participants fished before the age of 12. Participation rates fall sharply after a child turns 18, making families with young children the key to growing future participation.

By understanding the demographics, motivations and barriers of participants, the fishing industry can better reach America's youngest citizens, nurture a new generation of fishing enthusiasts, and retain those new to the sport. Connecting youth to fishing will ensure that our nation's waterways are protected, our communities are healthy, and our industry is thriving. *See page 52 to learn about the future of fishing.*



Retaining newcomers will be an integral part of fishing's continued success. New anglers are younger, more diverse, and highly socially connected. The industry must remind newcomers about great fishing experiences, highlight convenient water access, provide beginner educational resources, emphasize the social aspects of fishing and boating, and recommend cost-effective equipment.

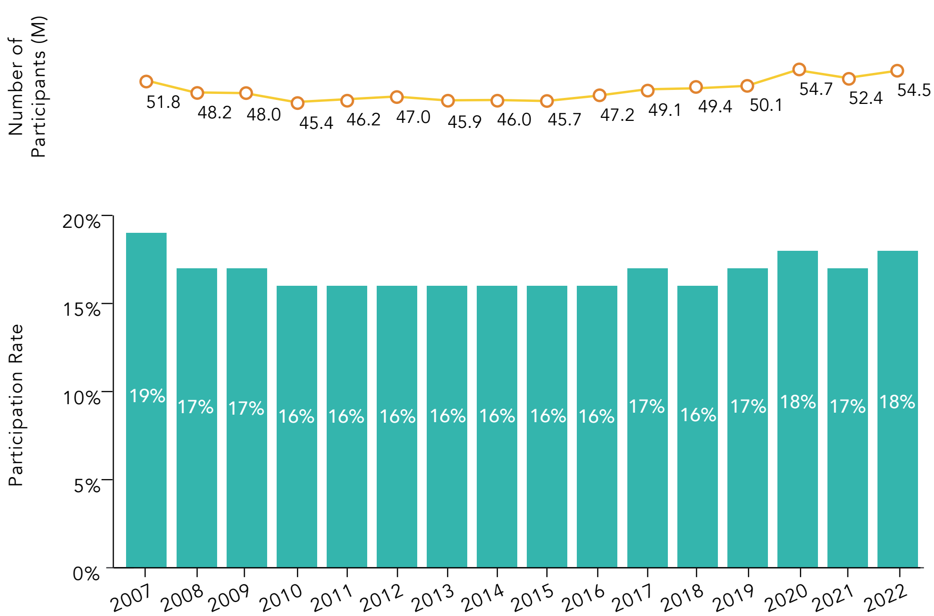
FISHING PARTICIPATION



FISHING PARTICIPATION

PARTICIPATION OVER TIME

In 2022, 18 percent of the American population ages 6 and up went fishing at least once, up from 17 percent in 2021. Over 54.5 million Americans fished in 2022—2.1 million more than the year prior. Fishing's participation rate and the number of participants were just slightly below all-time records set in 2020.



54.5M

TOTAL # OF PARTICIPANTS

2.1M increase from 2021

18%

NATIONAL PARTICIPATION RATE

up from 16% a decade ago

899M

TOTAL # OF OUTINGS

70M fewer than 2020

17

AVERAGE ANNUAL OUTINGS

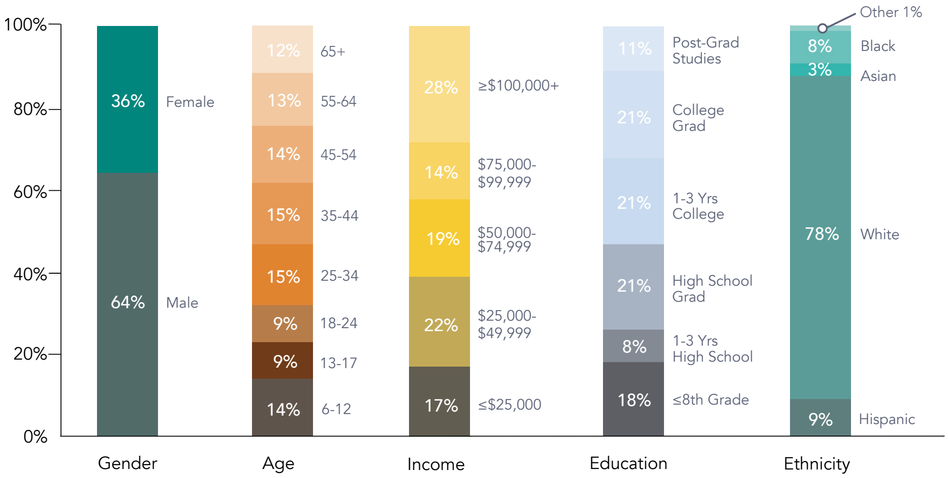
same as year prior

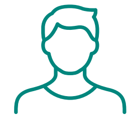
4.4M

MORE PARTICIPANTS IN 2022

vs. 2019 (pre-COVID)

WHO PARTICIPATED?





64%
MALE PARTICIPANTS

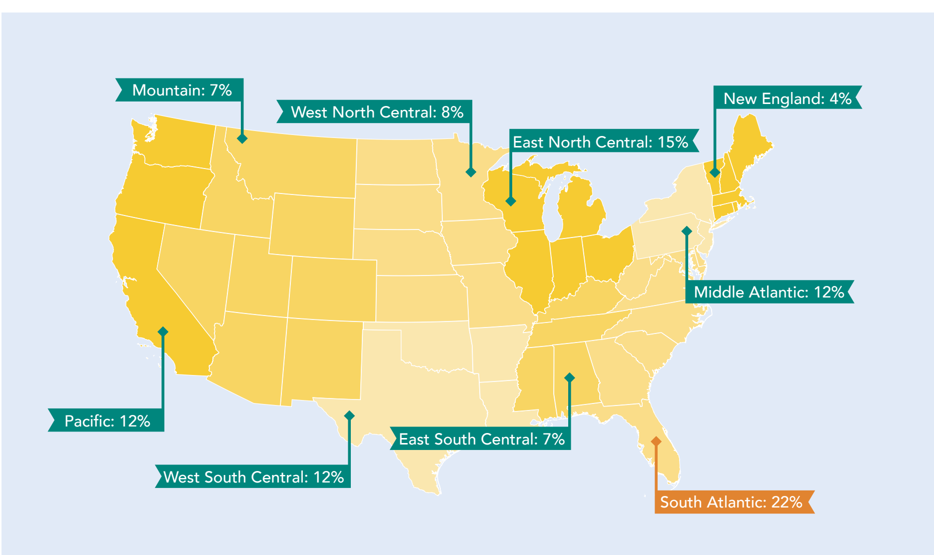
PARTICIPATION RATES BY DEMOGRAPHIC

In 2022, 19.8 million women went fishing, the highest number since participation tracking began in 2007. Females made up 36 percent of fishing participants.

25 percent of participants were 55 or older, up from 19 percent a decade ago. 52 percent of anglers reported some college education, down from 57 percent a decade prior. 4 in 10 reported annual household incomes of over $75,000, roughly the median household income in 2022.

Fishing participants were less diverse than the U.S. population. 78 percent of participants in 2022 were White, versus approximately 6 in 10 nationally. Large gaps remained for Hispanics (9 percent of fishing participants versus 19 percent of the U.S. population), Black anglers (8 percent versus 13 percent) and Asian participants (3 percent versus 6 percent).

65+
FASTEST GROWING AGE COHORT



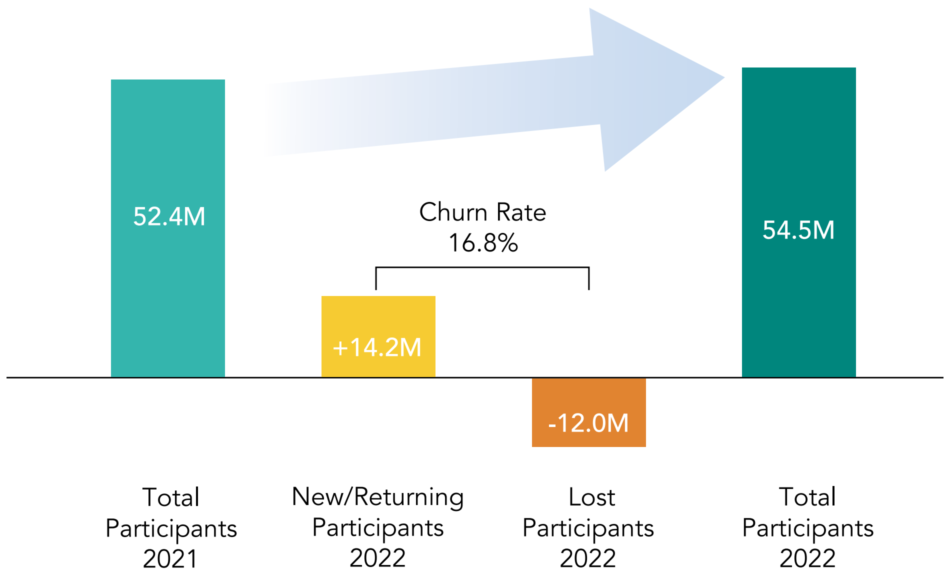
PARTICIPATION BY REGION

The South Atlantic region, comprised of six states with ample coastline and abundant interior lakes and waterways, was home to more than 11 million participants in 2022. This was comparable to the combined East North Central and East South Central regions, which span the Gulf of Mexico to the Great Lakes and together held 12 million anglers. The combined Mountain and Pacific regions had 10 million participants.

PARTICIPATION IN-DEPTH

LEAKY BUCKET ANALYSIS

From 2021 to 2022, there was a net gain of 2.1 million fishing participants. The annual churn rate (which compares how many joined or continued fishing to those quitting) was plus 17 percent, versus minus 18 percent in 2021.



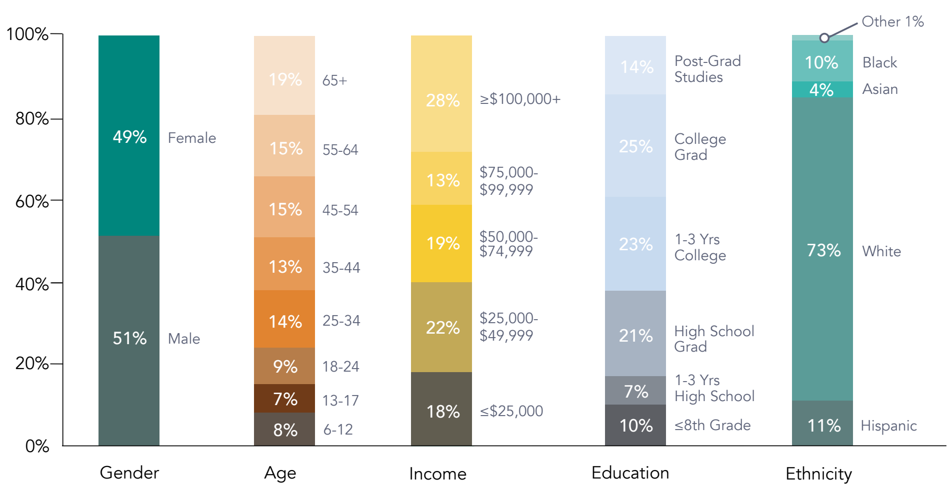
4.1M
FIRST-TIME PARTICIPANTS

40.4M
CONTINUING PARTICIPANTS
and 10M returning

12M
LOST PARTICIPANTS

LOST PARTICIPANTS

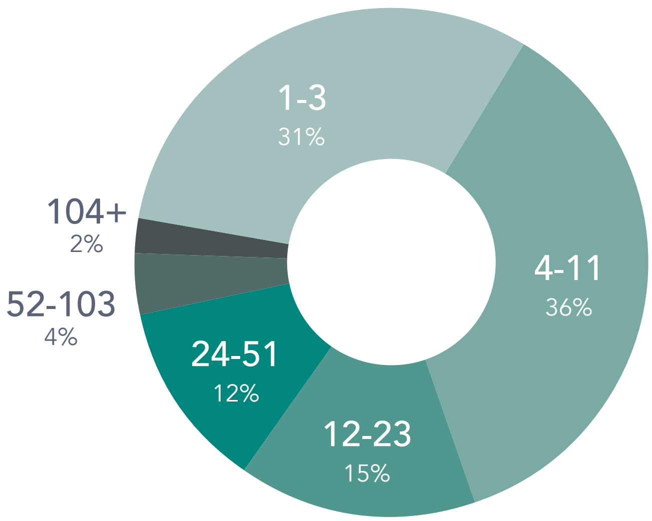
Lost participants were even split between females and males. As in 2021, lost participants in 2022 tended to be older, wealthier and more educated.



LEVELS OF COMMITMENT

ANNUAL OUTINGS

Nearly 7 in 10 anglers went fishing 1 to 11 times in 2022—less than once a month. Participation among the most frequent participants, those fishing once per week or more each year, has gradually declined since 2007 when participation data collection began. Just 6 percent fished 52 times or more in 2022, down from 9 percent in 2007.



PERCEIVED LEVEL OF FISHING

While there is no established definition of "avid" participation, 36 percent of anglers in 2022 self-described as avid fishing participants. If avid described someone who fishes once per month or more, it would nearly match the perception that anglers held of themselves. 33 percent fished once a month or more in 2022.

PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	31%
Occasional participant, would like to fish more often	30%
Avid fishing participant, would like to fish more often	19%
Avid fishing participant, fish as often as I want	17%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%

6%
MOST AVID PARTICIPANTS

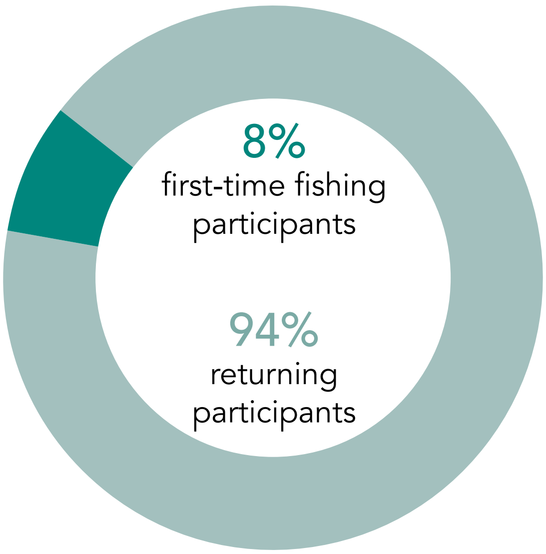
1-11 TRIPS
ANNUALLY FOR 67% OF PARTICIPANTS

36%
SELF-DESCRIBED AS AVID PARTICIPANTS

INTRO TO FISHING

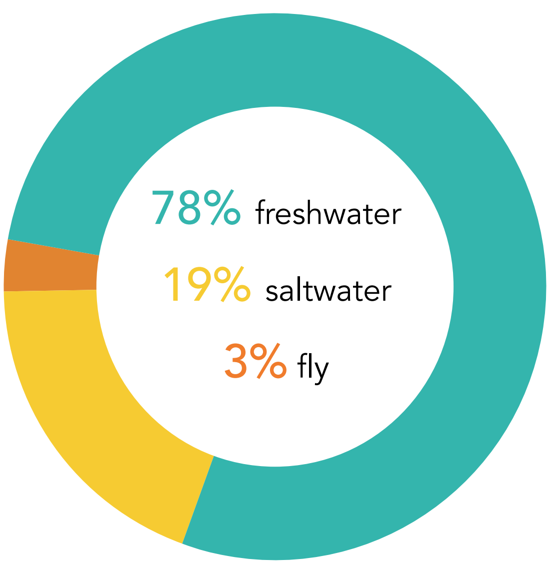
NEW TO FISHING

Of the 54.5 million total fishing participants in 2022, 4.1 million were new to the sport. These newcomers represented 8 percent of all participants, up from 6 percent the year prior.



FIRST TYPE OF FISHING EXPERIENCE

About 4 in 5 first-time participants went freshwater fishing. Saltwater fishing has increased slightly in popularity among first-timers, up from 16 percent five years ago to 19 percent in 2022, while fly fishing held steady at 3 percent of newcomers. This breakdown has changed little since 2014.



22M

TOTAL ANNUAL OUTINGS

among first-timers

5 / YEAR

AVERAGE # OF OUTINGS

among first-timers

40%

OF FEMALE PARTICIPANTS WERE FIRST-TIMERS

vs. 36% of total participants

TYPES OF FISHING & OTHER ACTIVITIES

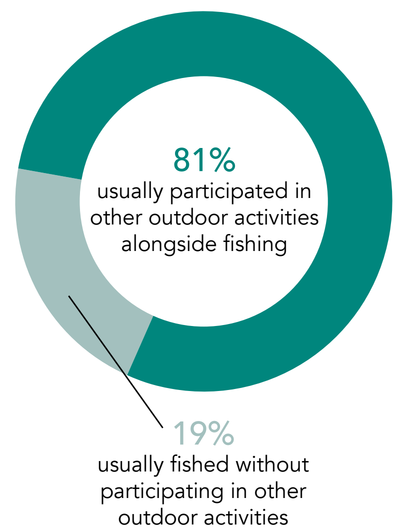
LITTLE OVERLAP IN FISHING

Americans exhibited dedication to their preferred form of fishing. Less than 1 in 5 participated in more than one type in 2022, a ratio unchanged for over a decade. Introducing today's participants to a new type of fishing may help the 49 percent who indicated they would like to fish more often. Freshwater anglers were most likely to say they'd like to fish more at 48 percent, versus 47 percent of saltwater and 40 percent of fly participants.

TYPES OF FISHING	PERCENTAGE
Freshwater only	61%
Saltwater only	14%
Freshwater and Saltwater	10%
Fly Fishing only	8%
Freshwater and Fly Fishing	4%
Fly Fishing and Freshwater and Saltwater	2%
Saltwater and Fly Fishing	1%

82%
participated in one type of fishing

18%
participated in multiple types of fishing



ACTIVITIES OUTSIDE OF FISHING

TOP CROSSOVER ACTIVITIES

Fishing participants enjoyed a wide range of other activities, led by camping, walking for fitness, bicycling, hiking, and bowling.

Which activities did you participate in outside of fishing?

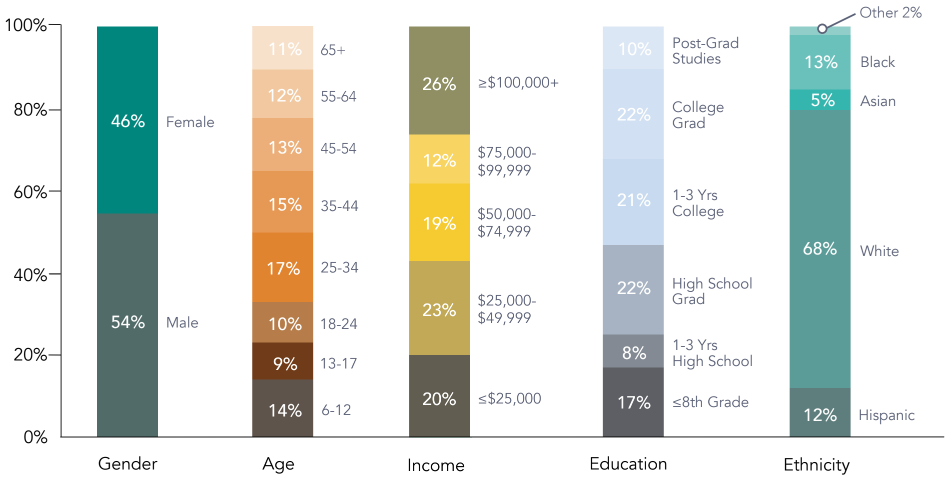
OUTDOOR ACTIVITIES	
Camping	42%
Bicycling	32%
Hiking	31%
Running or jogging	23%
Hunting	19%

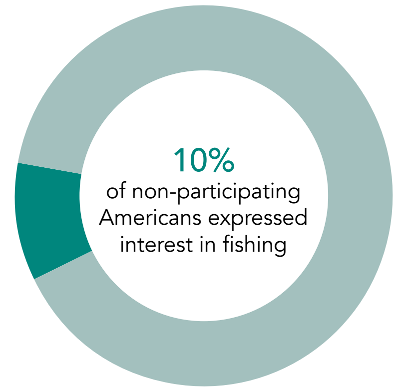
INDOOR ACTIVITIES	
Free weights	23%
Yoga	18%
Stationary bike	15%
Exercise machines	14%
Intensity training (HIIT)	10%

GROUP ACTIVITIES	
Basketball	19%
Golf	16%
Tennis	13%
Baseball	12%

OTHER ACTIVITIES	
Walking for fitness	41%
Bowling	30%
Swimming for fitness	17%
Target shooting	11%

AMERICANS CONSIDERING FISHING



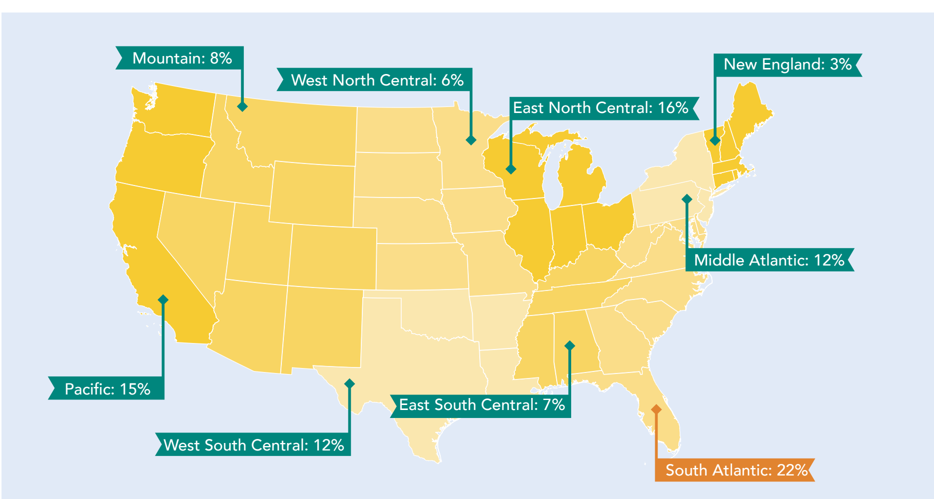


DEMOGRAPHICS OF THOSE CONSIDERING

Millions of Americans who did not fish in 2022 expressed interest in the sport. Among the 26 million Americans who considered fishing in 2022, 3.5 million were Black, 3.1 million were Hispanic and 1.2 million were Asian. 46 percent of those considering fishing were female. Roughly the same number indicated an interest in fishing in 2022 as did a decade ago.

PEOPLE CONSIDERING FISHING

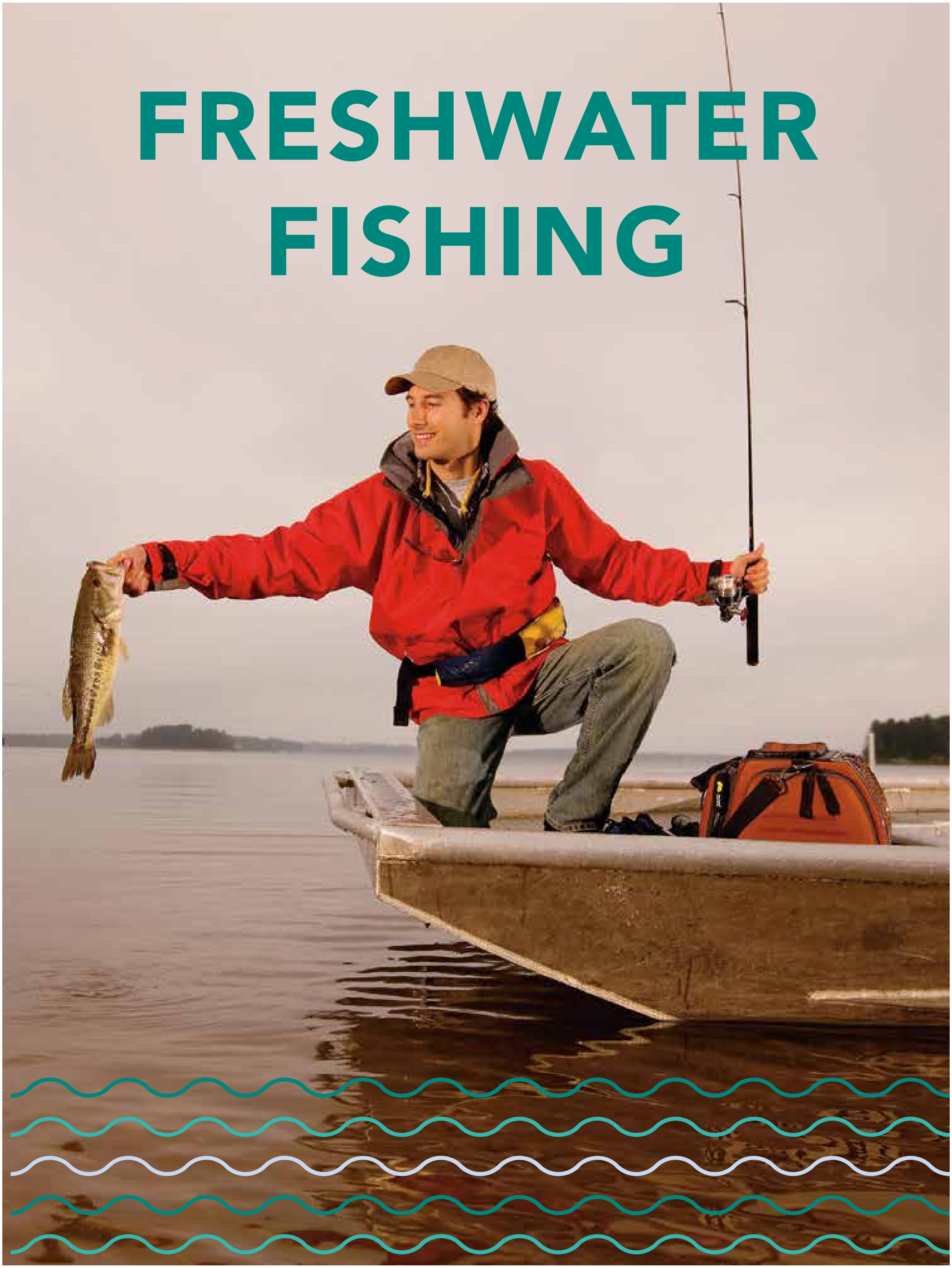
Over 5.5 million youths ages 6 to 17 considered fishing, representing an enormous opportunity to grow fishing's future. These interested youths are more diverse than fishing's current participant population, emphasizing the need for outreach to underrepresented groups whose influence will continue to grow.



THOSE CONSIDERING FISHING BY REGION

The map of those considering fishing largely mirrors the map of current participation, with higher concentrations of interest in coastal areas like South Atlantic, Middle Atlantic, and Pacific, as well as lower levels in inland regions of Mountain and West North Central.

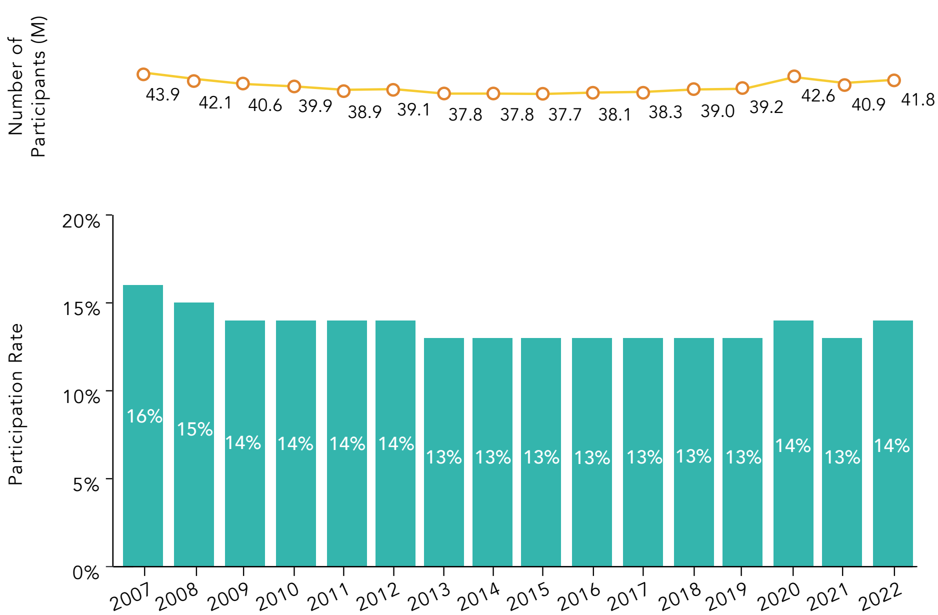
FRESHWATER FISHING



FRESHWATER FISHING PARTICIPATION

PARTICIPATION OVER TIME

Freshwater remained fishing's most popular style. In 2022, 61 percent of participants reported they only freshwater fished, 71 percent of fishing outings were freshwater trips, and 78 percent of first-timers freshwater fished. 2.6 million more Americans participated in 2022 than in 2019, solidifying freshwater's post-COVID gains.



41.8M
FRESHWATER PARTICIPANTS

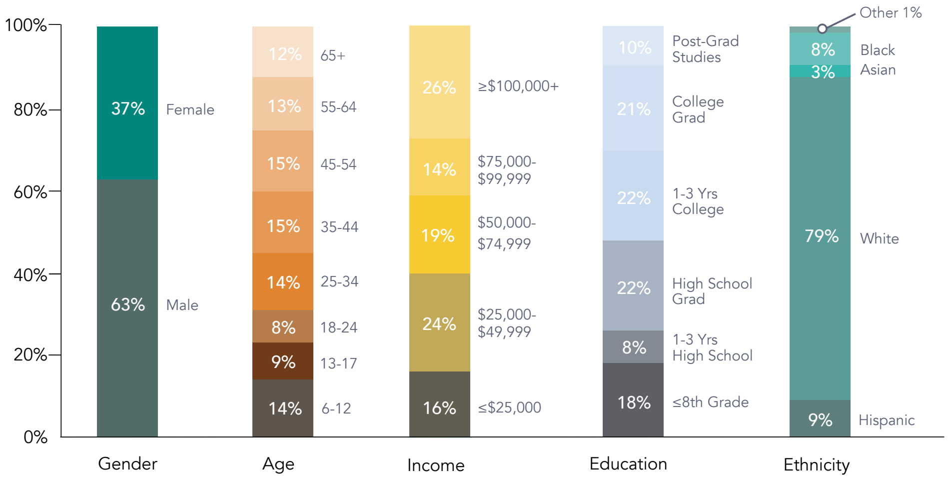
14%
NATIONAL PARTICIPATION RATE

634M
TOTAL OUTINGS

15
AVERAGE ANNUAL OUTINGS

+2.6M
MORE PARTICIPANTS THAN IN 2019
(pre-COVID)

WHO PARTICIPATED?

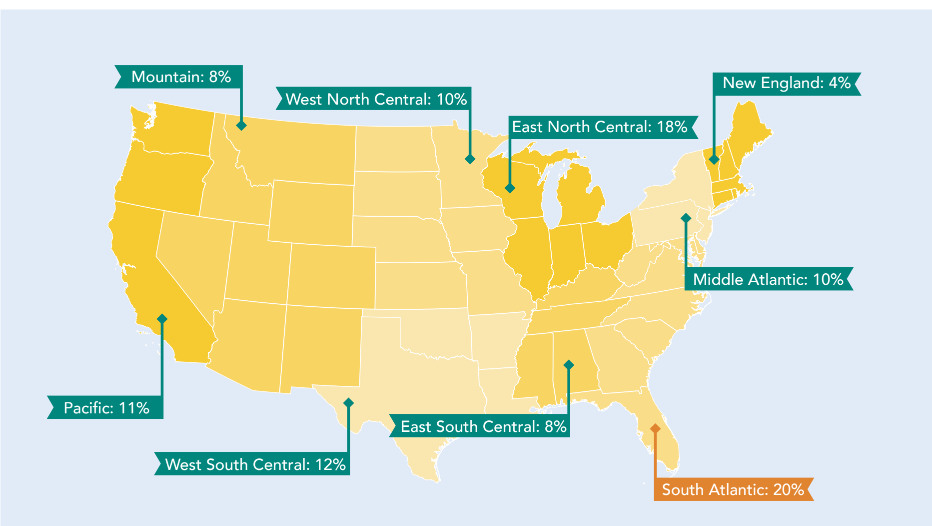


PARTICIPANT DEMOGRAPHICS

The share of Black and Hispanic participants among total freshwater anglers grew 3 and 4 percent annually, respectively, over the last three years. Freshwater anglers 65 and older grew their share of total freshwater participants, increasing 7 percent on average annually since 2019. 53 percent reported some college education and 60 percent reported household income levels at or below the national median income, both unchanged versus the year prior.

6 in 10

FRESHWATER ANGLERS WERE UNDER 45



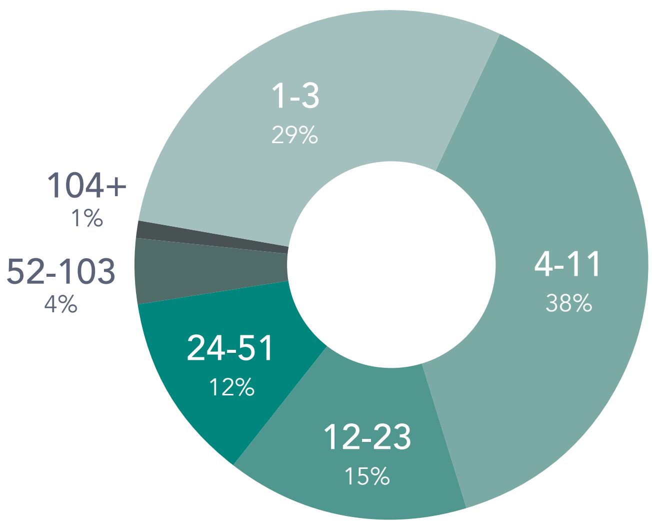
REGIONAL PARTICIPATION

Freshwater anglers are overrepresented in the central and western U.S. About 4 in 10 freshwater anglers live west of the Mississippi, even though just 20 percent of the overall population does. The approximate 60/40 split between west and east freshwater participation has remained unchanged for well over a decade. Share gains in the American south have offset recent declines in the northeast, just as gains in the west and southwest have offset declines in the midwest.

LEVEL OF PARTICIPATION

ANNUAL OUTINGS

Among the frequency levels measured, only one segment has grown steadily since participation tracking began in 2007. Unfortunately, that was the least frequent participation level of just 1-3 annual outings. Nearly 7 in 10 freshwater anglers fished less than once per month.



PERCEIVED LEVELS OF FISHING PARTICIPATION

Nearly 6 in 10 freshwater participants described their fishing activity as occasional in 2022. The percentage of those who wanted to fish more often equaled those who fished as often as they liked—48 percent.

PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	30%
Occasional participant, would like to fish more often	29%
Avid fishing participant, would like to fish more often	19%
Avid fishing participant, fish as often as I want	18%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%

2.4M

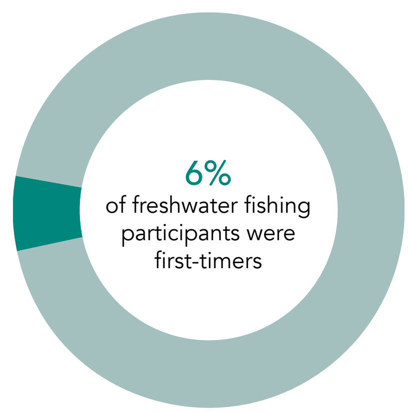
FIRST-TIME FRESHWATER PARTICIPANTS IN 2022

vs. 2.3M in 2019 (pre-COVID)

300K

FEWER FIRST-TIME FRESHWATER PARTICIPANTS

in 2022 vs. year prior



FIRST-TIME PARTICIPANTS

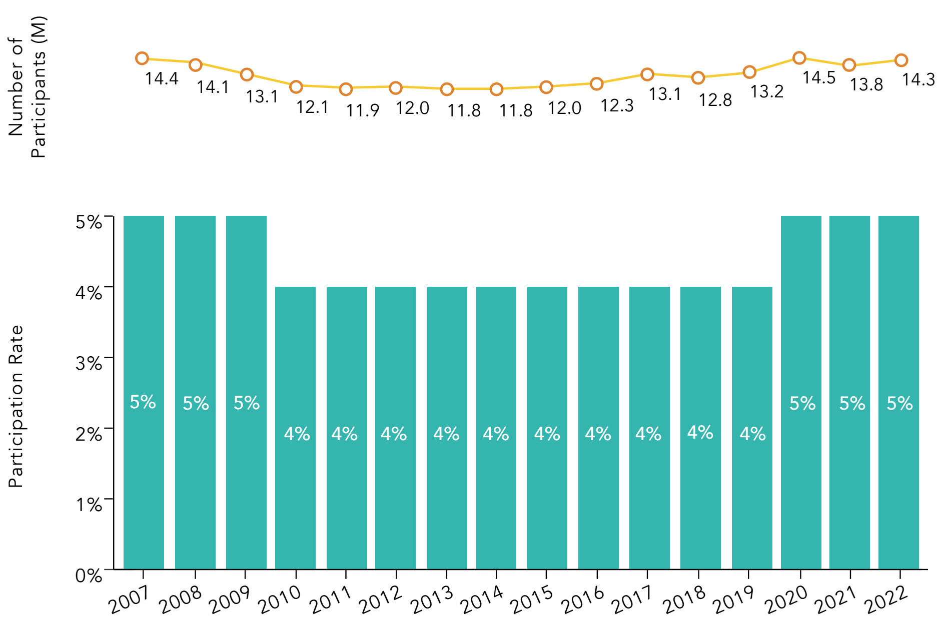
First-time freshwater participants declined to 2.4 million in 2022, down from 2.7 million in 2021 and from a record 2.9 million in 2020. Nonetheless, 2022 topped the 2.3 million first-timers reported in 2019.

SALTWATER FISHING

SALTWATER FISHING PARTICIPATION

PARTICIPATION OVER TIME

Saltwater participation rebounded in 2022, growing 4 percent to 14.3 million participants in 2022. Participant numbers approached 2020's record of 14.5 million, and easily exceeded the 13.2 million seen in pre-COVID 2019. Encouragingly, there were over 2 million more participants in 2022 than a decade prior.



14.3M

OF SALTWATER PARTICIPANTS

5%

NATIONAL PARTICIPATION RATE

182M

OF OUTINGS

13

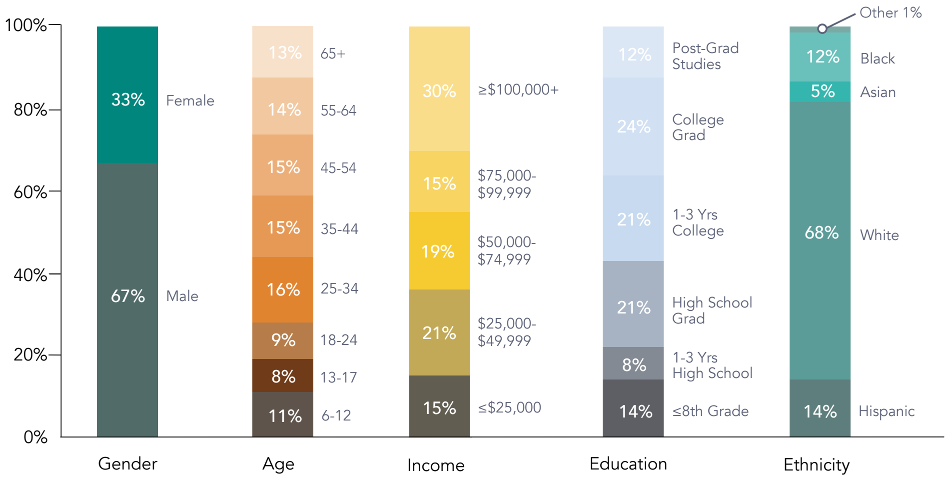
AVERAGE ANNUAL OUTINGS

+3%

AVG ANNUAL PARTICIPANT GROWTH

over the past three years

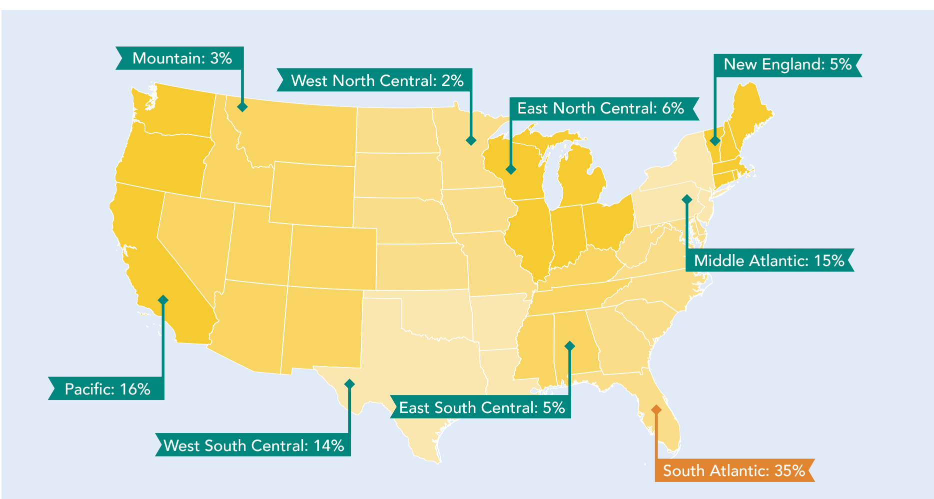
WHO PARTICIPATED?



MOST DIVERSE TYPE OF FISHING

PARTICIPANT DEMOGRAPHICS

Saltwater fishing maintained the most diverse participant base in 2022, with Hispanic, Black and Asian Americans representing 14 percent, 12 percent and 5 percent of participants, respectively. Saltwater had 68 percent White participants, versus 79 percent in freshwater and 72 percent in fly. Hispanics, Blacks, and households earning under $75,000 grew their share among total saltwater participants in 2022.



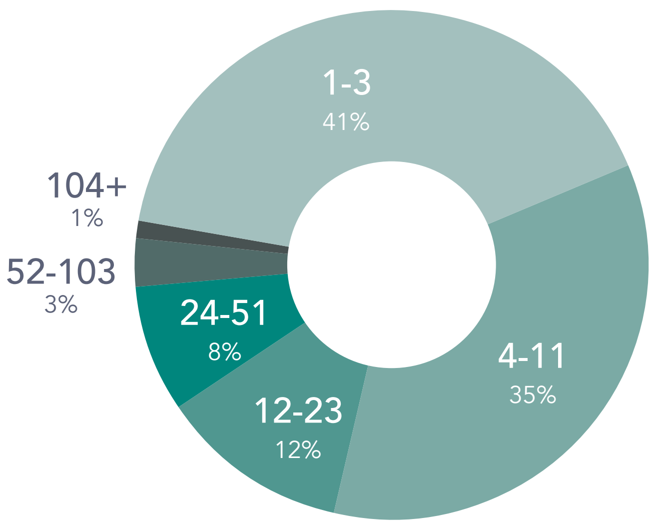
REGIONAL PARTICIPATION

Predictably, saltwater participants were concentrated in coastal regions. The Atlantic, Gulf of Mexico, and Pacific regions together contained 77 percent of participants. South Atlantic alone was home to over one-third of saltwater participants, and the Pacific region held another 16 percent. Both East South Central and Mountain grew their share of saltwater anglers by 4 percent on average annually since 2019.

LEVELS OF PARTICIPATION

ANNUAL OUTINGS

Total saltwater outings rose slightly in 2022 to 182 million. As with many other outdoor activities, outings among the most dedicated continued to decline. In the last three years, outings among those fishing 52-103 times per year declined 5 percent annually, and those fishing 104+ times fell 2 percent annually.



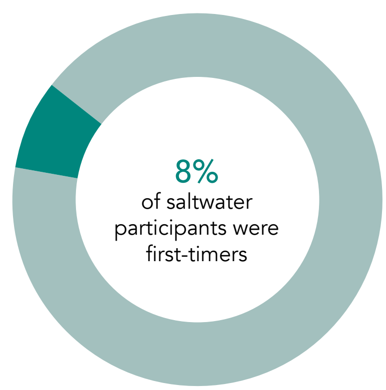
10M
MORE OUTINGS IN 2022 THAN IN 2019
(pre-COVID)

13
AVERAGE OUTINGS PER PARTICIPANT
unchanged since 2019

PERCEIVED LEVEL OF FISHING PARTICIPATION

55 percent of saltwater anglers described themselves as occasional participants, versus 41 percent who said they were avid anglers. Participants were nearly evenly divided between those who fish as often as they want (49 percent) and those who wanted to fish more (47 percent).

PERCEIVED LEVEL OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	29%
Occasional participant, would like to fish more often	26%
Avid fishing participant, would like to fish more often	21%
Avid fishing participant, fish as often as I want	20%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%



FIRST-TIME PARTICIPANTS

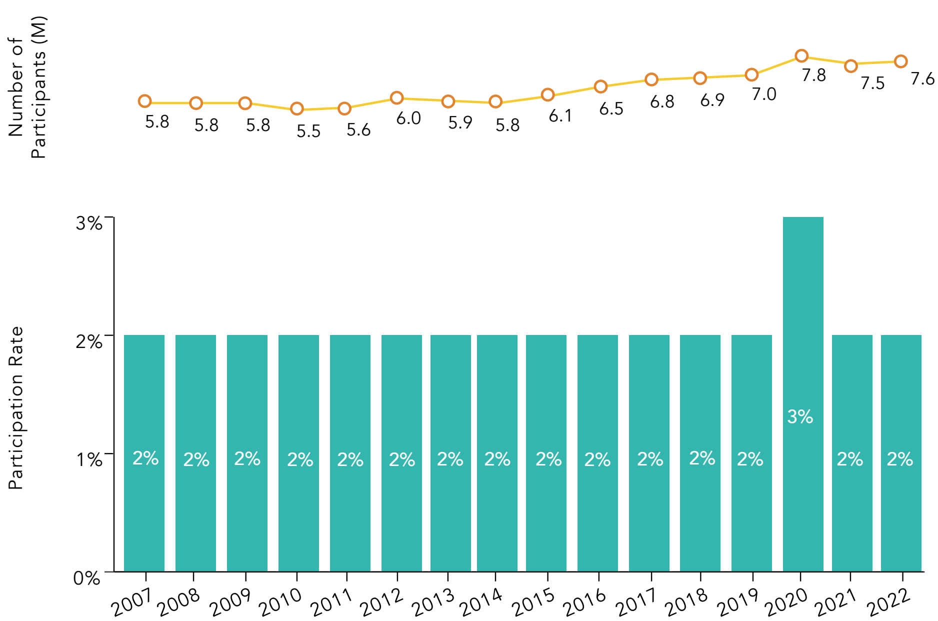
Eight percent of saltwater anglers in 2022 were first-timers, down from 11 percent in 2020. Among the 1.1 million saltwater first-timers, 700,000 were male and 400,000 were female.

FLY FISHING

FLY FISHING PARTICIPATION

PARTICIPATION OVER TIME

Both the number of fly fishing participants and the national participation rate rose slightly in 2022, after 4 percent declines in 2021. Fly recorded 100,000 more participants in 2022—and 600,000 more participants than in 2019. Year over year, average outings fell from 12 to 11, and total outings declined from 87 million to 82 million.



7.6M
OF FLY FISHING PARTICIPANTS

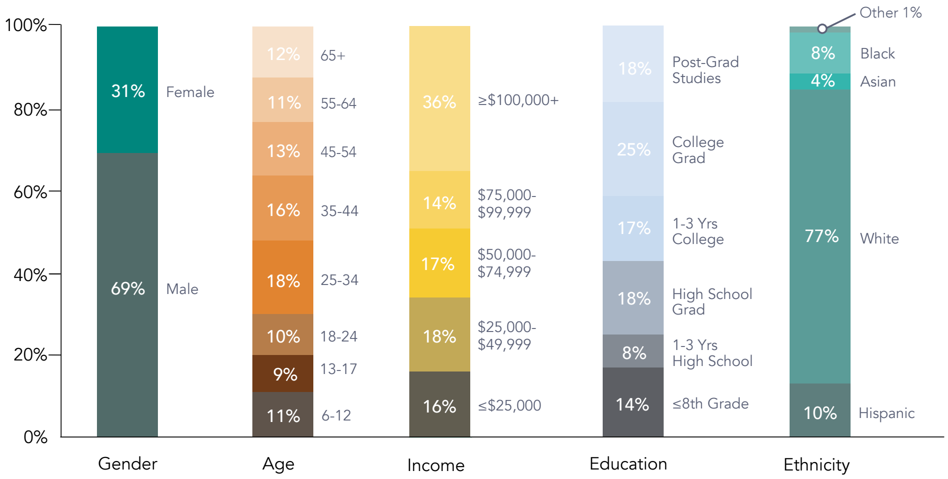
2%
NATIONAL PARTICIPATION RATE

82M
TOTAL OUTINGS

11
AVERAGE ANNUAL OUTINGS

+2%
GROWTH IN PARTICIPANTS AND PARTICIPANT RATE

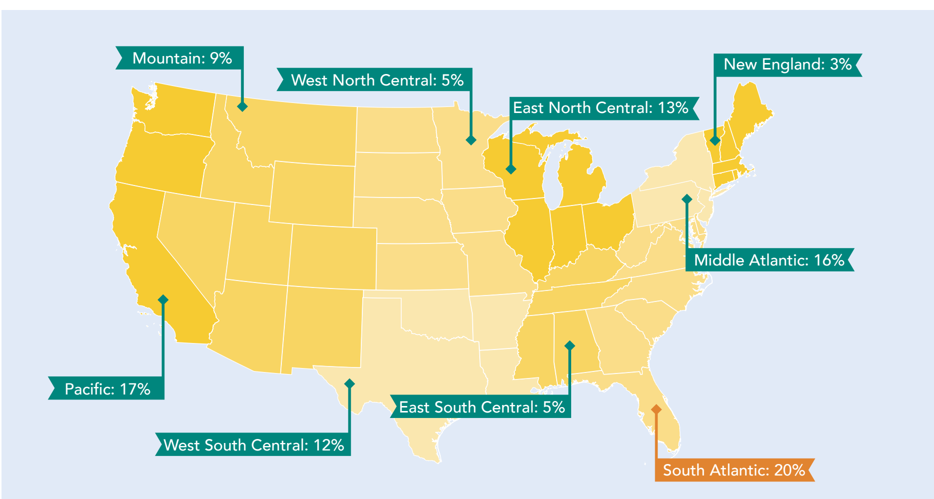
WHO PARTICIPATED?



HIGHEST
INCOME AND EDUCATION LEVELS IN FISHING

PARTICIPANT DEMOGRAPHICS

Fly fishing was the most male-dominated fishing category in 2022, with 69 percent male participants. That gap has gradually decreased, however, as 80 percent of participants were male 15 years ago. Fifty percent of participants reported annual household income under $75,000, versus 47 percent a year ago. Fly fishing became somewhat more diverse in 2022, with Hispanics and Black anglers increasing their share of total fly participants an average of 4 percent and 2 percent, respectively, each year since 2019.



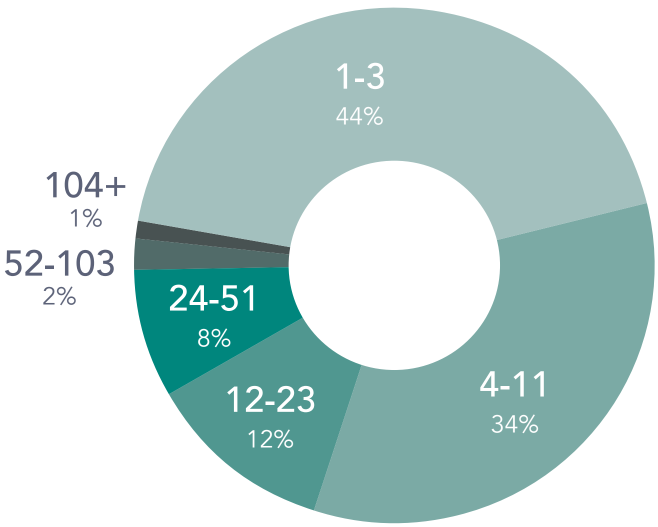
REGIONAL PARTICIPATION

The East South Central and West South Central regions grew their share of fly fishing participants, increasing an average 7 percent and 3 percent, respectively, each of the past three years. On the other side of the coin was West North Central, which saw its share of fly-fishing participants decline 7 percent annually during the same three-year period.

LEVELS OF PARTICIPATION

ANNUAL OUTINGS

In 2022, fly fishing participants reported 11 average annual outings, down from 12 in 2021 and 13 in 2020. Fly also had the lowest proportion of very active participants—11 percent of fly anglers reported 24 or more annual outings, versus 16 percent of freshwater anglers and 12 percent of saltwater participants.



PERCEIVED LEVELS OF FISHING PARTICIPATION

Just under half of participants described themselves as avid participants—the highest among the fishing categories—while 45 percent deemed themselves occasional participants. 54 percent fly fished as often as they liked, versus 40 percent who wanted to fly fish more often.

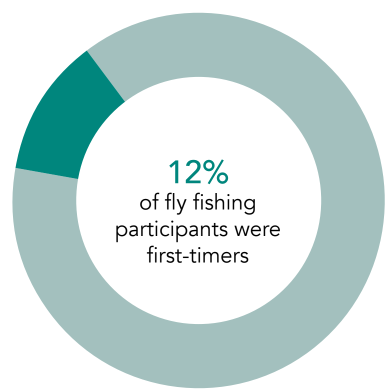
PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Avid fishing participant, fish as often as I want	27%
Occasional participant, fish as often as I want	27%
Avid fishing participant, would like to fish more often	22%
Occasional participant, would like to fish more often	18%
Don't fish currently, but would like to fish	4%
Don't fish currently, not interested in fishing	2%

13%

OF FEMALE FLY FISHING PARTICIPANTS WERE FIRST-TIMERS

11%

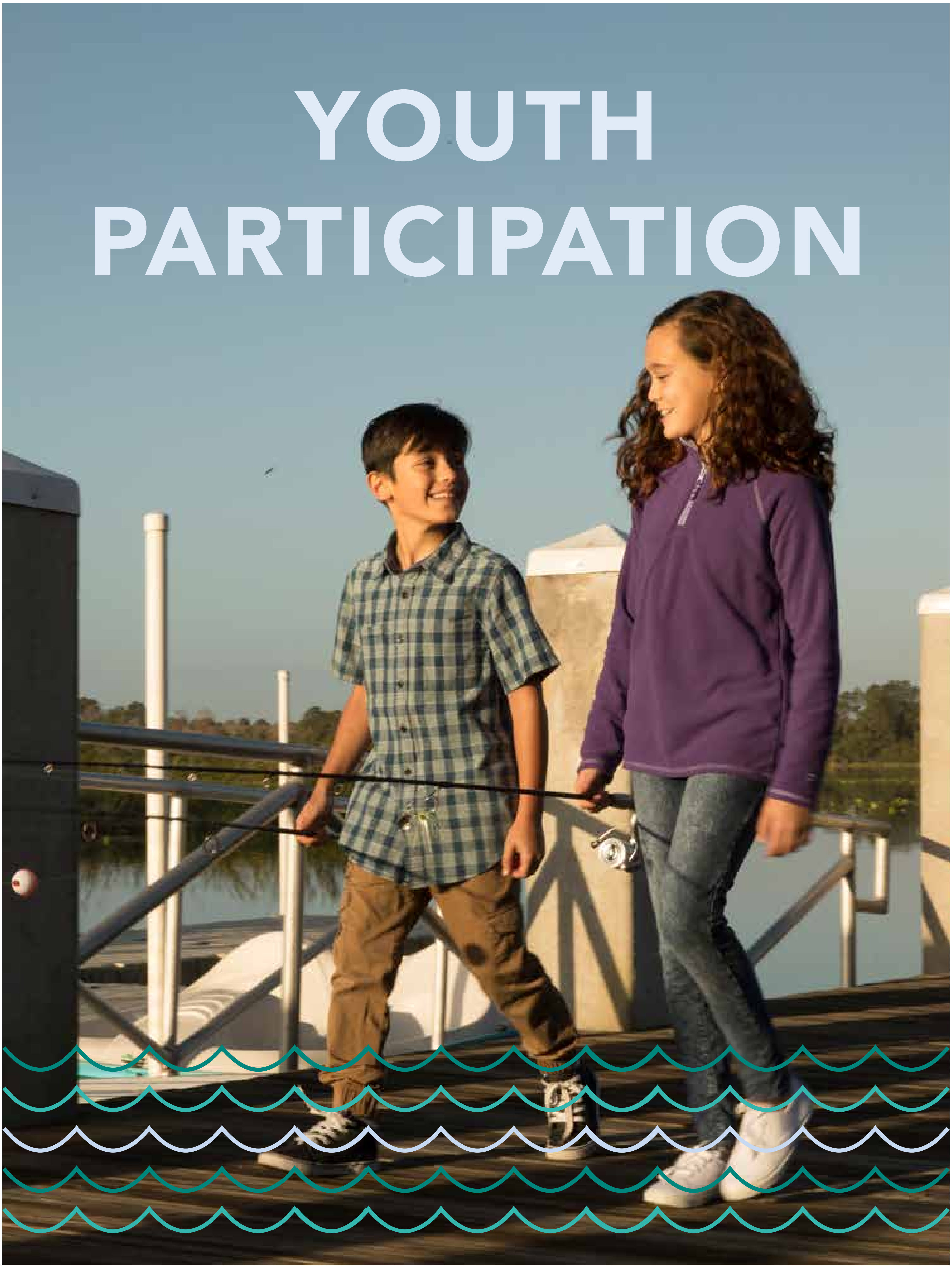
OF MALE FLY FISHING PARTICIPANTS WERE FIRST-TIMERS



FIRST-TIME PARTICIPANTS

Compared to other categories, fly fishing had a high level of first-time participants in 2022. 12 percent of total participants were first-timers, versus 8 percent in saltwater and 6 percent in freshwater. Fly fishing had 900,000 first-timers in 2022, not far from saltwater's 1.1 million even though saltwater had nearly twice the number of total participants.

YOUTH PARTICIPATION

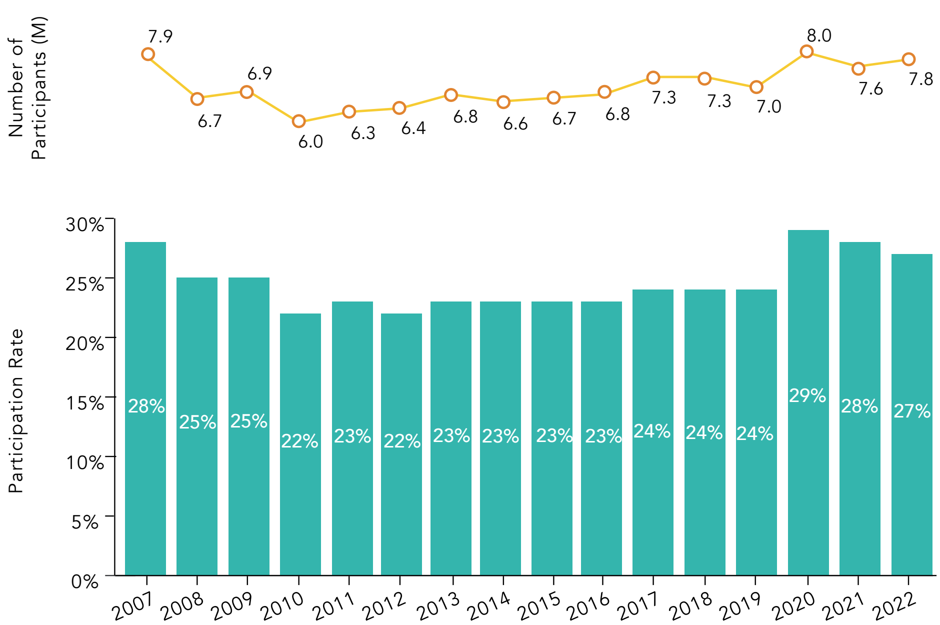


YOUTH PARTICIPATION

PARTICIPATION OVER TIME

CHILDREN AGES 6-12

After a COVID bump in 2020, fishing's national participation rate among children ages 6 to 12 dipped 1 percentage point in 2021, then another point in 2022. On the brighter side, actual participant numbers grew by 3 percent to 7.8 million child participants, over 1 million higher than a decade ago. Male participation grew slightly, while female participation fell.



7.8M

OF CHILD FISHING PARTICIPANTS

ages 6 to 12

27%

NATIONAL PARTICIPATION RATE

ages 6 to 12

105M

OF OUTINGS

14

AVERAGE ANNUAL OUTINGS

+800K

CHILD PARTICIPANTS

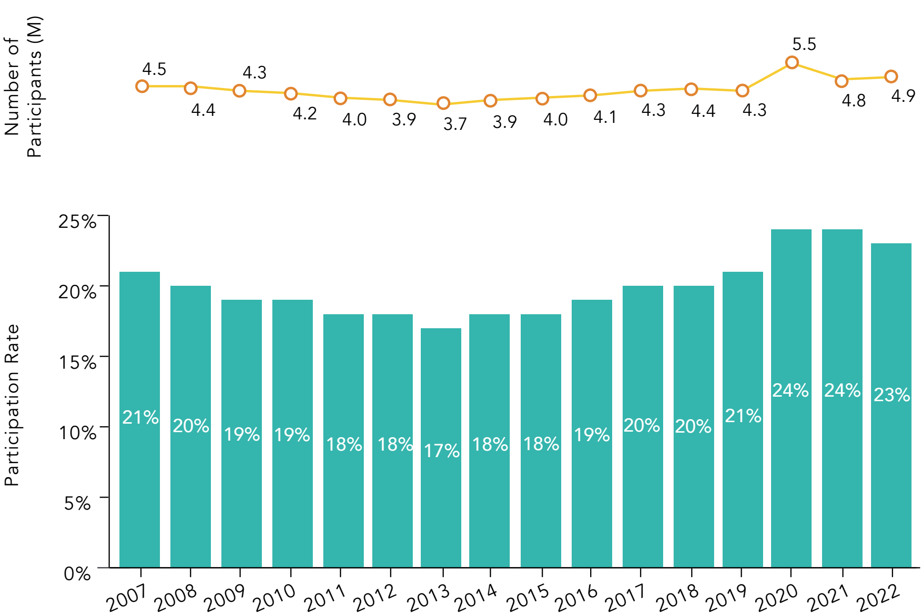
vs. 2019

YOUTH PARTICIPATION

PARTICIPATION OVER TIME

ADOLESCENTS AGES 13-17

As with younger children, fishing's national participation rate among children ages 13 to 17 fell a percentage point in 2022. Actual participant numbers increased slightly to 4.9 million but remained above the 2019 level of 4.3 million. This represented an average annual increase of 6 percent in adolescent participation between 2019 and 2022.



4.9M

\# OF ADOLESCENT FISHING PARTICIPANTS

ages 13 to 17

23%

NATIONAL PARTICIPATION RATE

ages 13 to 17

82M

\# OF OUTINGS

17

AVERAGE ANNUAL OUTINGS

+630K

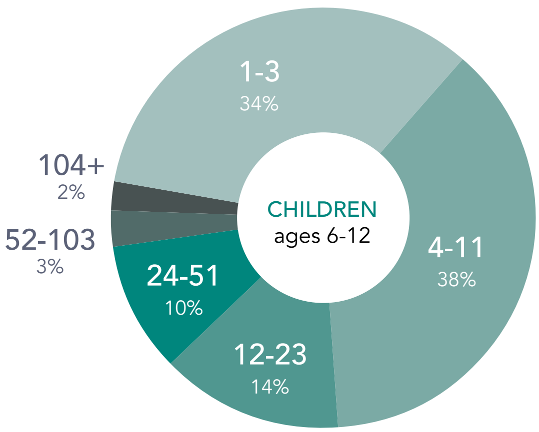
ADOLESCENT PARTICIPANTS

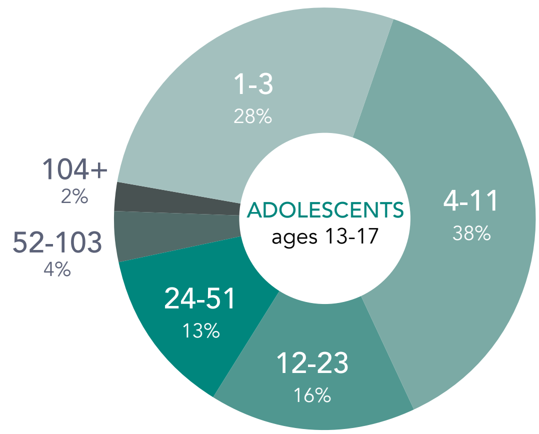
vs. 2019

LEVELS OF PARTICIPATION

ANNUAL OUTINGS

Total annual outings among children 6 to 12 increased 5 percent to 105 million in 2022, the second highest level on record. Outings among adolescents fell 2 percent to 82 million but were still higher than outings in 2019. Roughly 7 in 10 child and adolescent anglers fished less than once a month in 2022, about the same as five years ago.





PERCEIVED LEVELS OF FISHING PARTICIPATION

56 percent of children ages 6 to 12 and 59 percent of adolescents ages 13 to 17 called themselves occasional participants. 40 percent of children and 38 percent of adolescents considered themselves avid anglers. Children were more likely than adolescents to say they wanted they fish more.

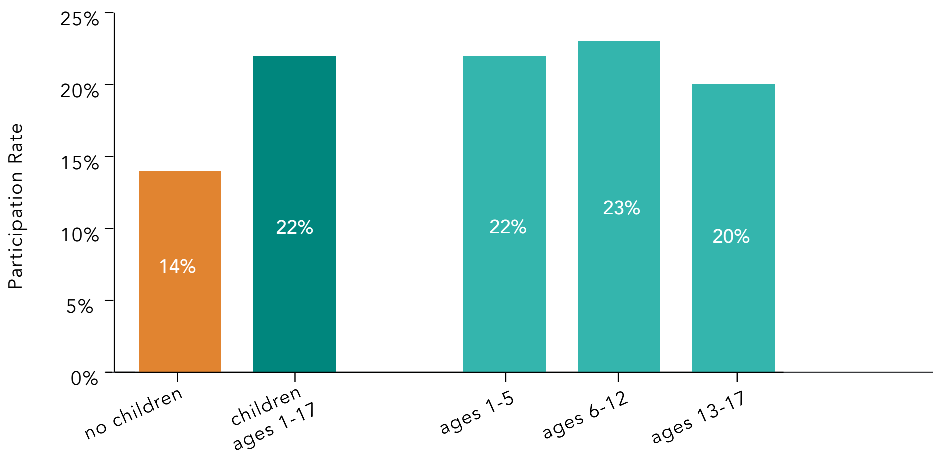
PERCEIVED LEVELS OF FISHING PARTICIPATION	CHILDREN	ADOLESCENTS
Occasional participant, fish as often as I want	29%	37%
Occasional participant, would like to fish more often	27%	22%
Avid fishing participant, fish as often as I want	20%	19%
Avid fishing participant, would like to fish more often	20%	19%
Don't fish currently, but would like to fish	3%	2%
Don't fish currently, not interested in fishing	1%	1%

PARTICIPATION IN-DEPTH

PARTICIPATION AMONG ADULTS WITH KIDS

Adults with children in their households, particularly younger children, participated in fishing at much higher levels than adults without children. In 2022, 22 percent of U.S. households with children fished, while just 14 percent of households without children fished. These levels have remained stable since participation data collection began in 2007.

Children consistently inspired participation growth. Over the past three years, the participation rate in households with children ages 6 to 12 and adolescents ages 13 to 17 reported annual growth averaging 6 percent and 5 percent, respectively. During the same period, participation in households with no children grew 3 percent.



FIRST-TIME PARTICIPANTS

3 percent of children and adolescents, 1.6 million in total, tried fishing for the first time in 2022. This was slightly above the five-year annual average of 1.5 million new youth anglers. New participant trends among youths remained encouraging, with 14 percent average annual growth in participants and the participation rate for the last three years.

FEMALE

participation rate among:

CHILDREN: 22%
ADOLESCENTS: 20%

MALE

participation rate among:

CHILDREN: 32%
ADOLESCENTS: 26%

1.6M

KIDS AGES 6 TO 7 WERE FIRST-TIME PARTICIPANTS

in 2022

ACTIVITIES OUTSIDE OF FISHING

TOP CROSSOVER ACTIVITIES

Outside of their fishing pursuits, participants ages 6 to 17 enjoyed a wide variety of other activities. The most popular were camping, bicycling, bowling, and basketball.

Which activities did you participate in outside of fishing?

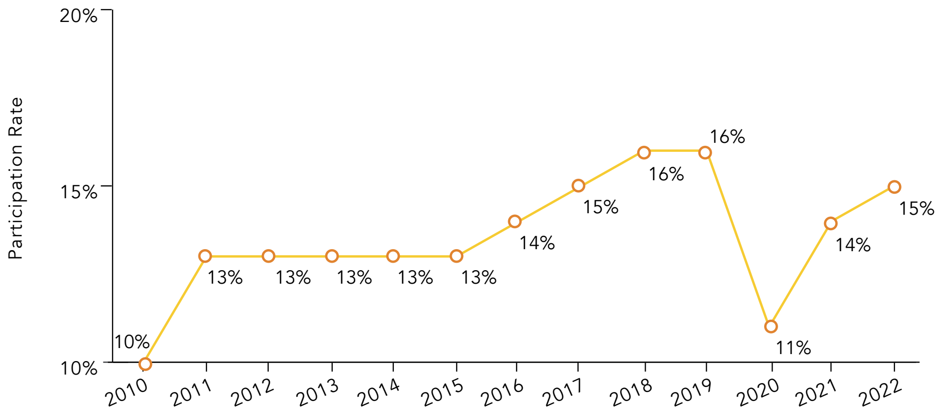
OUTDOOR ACTIVITIES	
Camping	49%
Bicycling	43%
Hiking	29%
Running and jogging	26%
Hunting	17%
Kayaking	15%

OTHER ACTIVITIES	
Basketball	32%
Baseball	24%
Soccer	19%
Tennis	17%
Football	13%
Golf	12%

INDOOR ACTIVITIES	
Treadmill	19%
Free weights	16%
Table tennis	15%
Yoga	15%

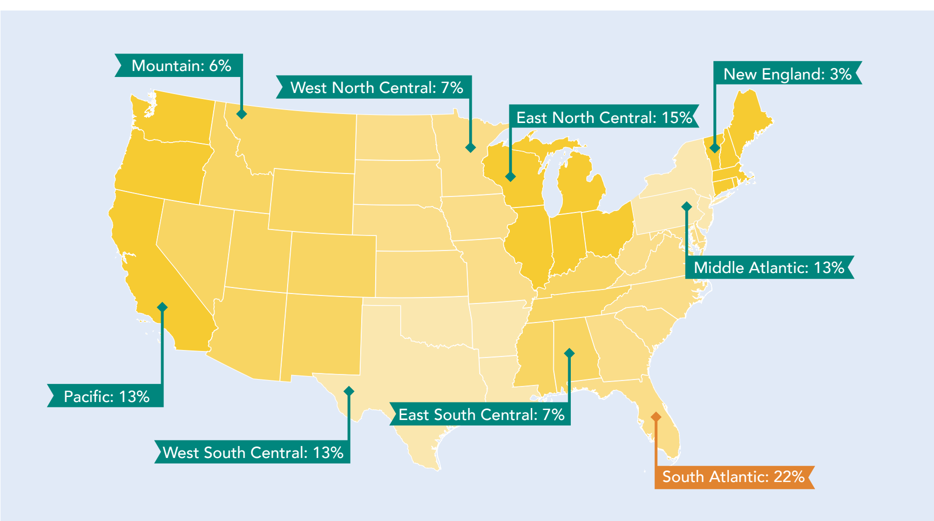
TEAM ACTIVITIES	
Bowling	36%
Walking for Fitness	24%
Swimming for fitness	19%
Ice skating	11%

WHO CONSIDERED FISHING?



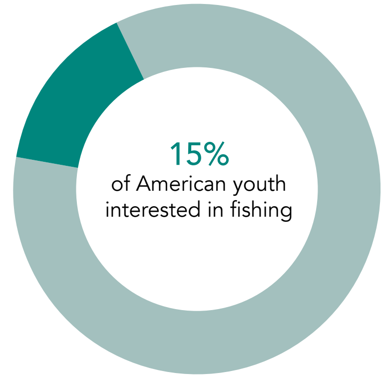
CONSIDERING FISHING OVER TIME

15 percent of non-participating American youths ages 6 to 17 expressed interest in fishing in 2022, up from 11 percent in 2020.



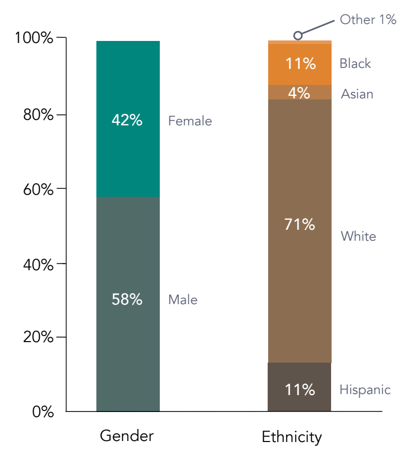
CONSIDERING PARTICIPANTS BY REGION

Like the broader population contemplating but not participating in fishing, the young and interested tended to live on the Atlantic coast, the East North Central region (home to the Great Lakes), and states on the Pacific coastline.



YOUTH CONSIDERING PARTICIPATION

In 2022, 23 percent of those considering but not yet participating in fishing were under the age of 18.



CONSIDERING DEMOGRAPHICS

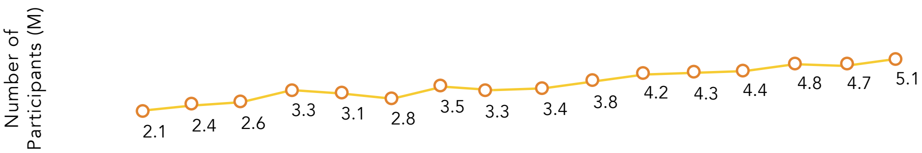
Fewer Black and Hispanic children and adolescents expressed an interest in fishing than participated in 2021, underscoring the need for expanded outreach to engage underrepresented populations.

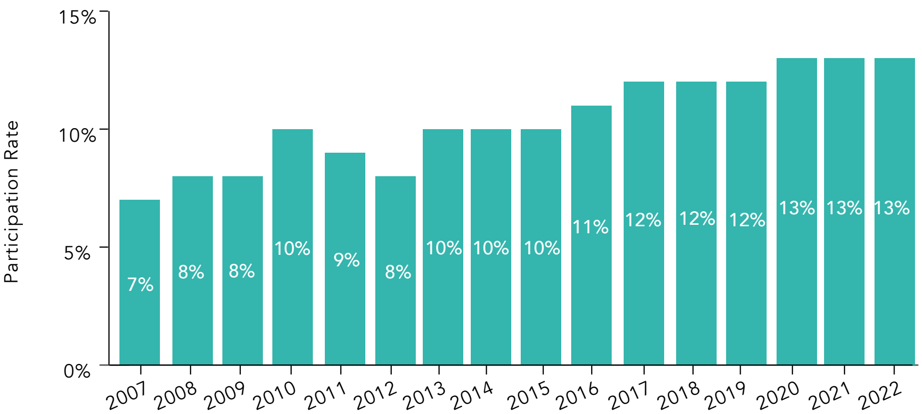
HISPANIC PARTICIPATION

HISPANIC FISHING PARTICIPATION

PARTICIPATION OVER TIME

Fishing participation among Hispanics ages 6 and over has increased about 45 percent over the last decade. Participant numbers rose from 4.7 million in 2021 to 5.1 million in 2022. The participation rate jumped 6 percent year over year, up from 12.7 percent in 2021 to 13.4 percent in 2022.





TYPE OF FISHING	NUMBER OF PARTICIPANTS (M)	PARTICIPATION RATE
All fishing*	5.1	13%
Freshwater	3.7	10%
Saltwater	2.1	5%
Fly	1.0	3%

**Participants may have reported participating in more than one type of fishing.*

5.1M

TOTAL # OF HISPANIC PARTICIPANTS

13%

NATIONAL PARTICIPATION RATE

PARTICIPATION BY FISHING CATEGORY

2022 results reiterated that Hispanics remain a critical constituency in the recreational fishing industry. Compared to the year prior, Hispanic freshwater participant numbers grew 16 percent and saltwater grew 21 percent. The number of Hispanic fly participants has more than doubled in a decade, from 433,000 in 2012 to nearly 1 million in 2022.

82M

TOTAL # OF OUTINGS

16

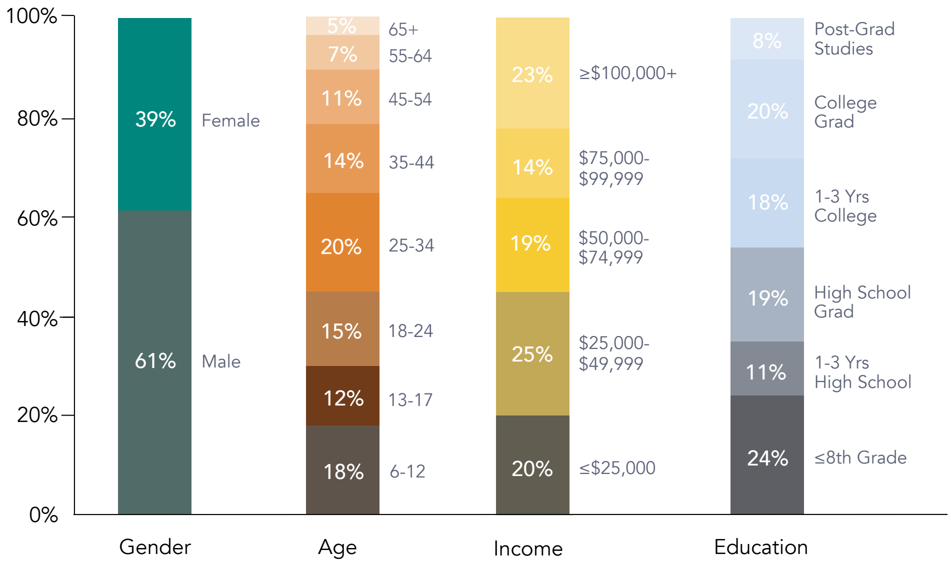
AVERAGE ANNUAL OUTINGS

2.3M

MORE HISPANIC PARTICIPANTS

in 2022 than a decade earlier

WHO PARTICIPATED?

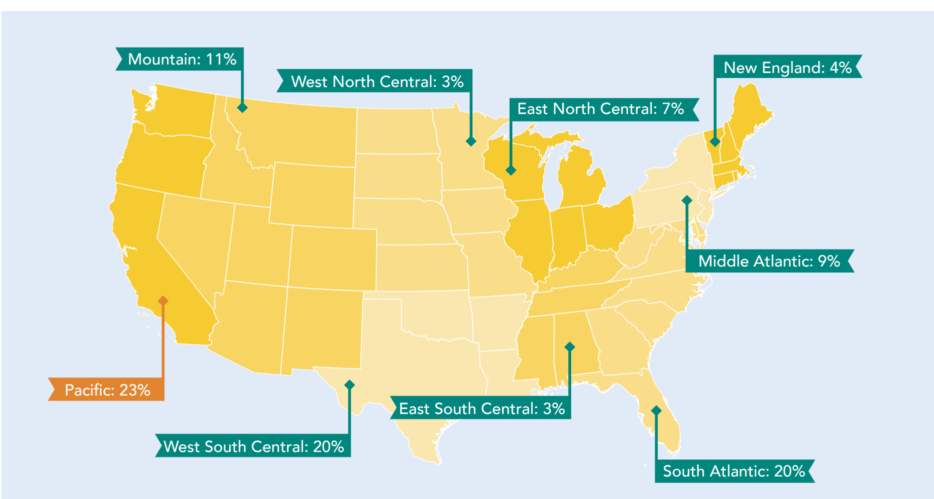


AGES 18-24

AGE GROUP WITH MOST SHARE GROWTH

PARTICIPANT DEMOGRAPHICS

Hispanic anglers ages 65+ and young adults ages 18 to 24 both increased their share among total Hispanic participants by an average 6 percent each year since 2019. Share gains were also seen among those reporting annual household income below $25,000 per year, and among those with high school diplomas and less.



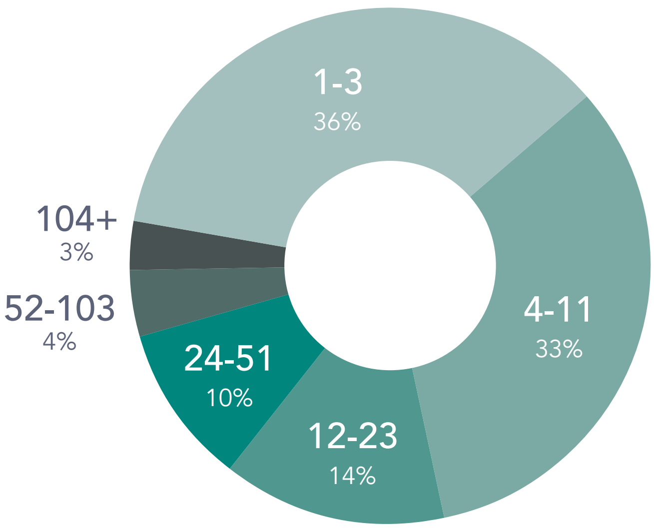
REGIONAL PARTICIPATION

The American West and Southwest, comprised of the Pacific and Mountain regions, were home to 1 in 3 Hispanic participants. The Midwestern regions of East North Central and East South Central, spanning the Gulf Mexico to the Great Lakes, strongly grew their share of total Hispanic participants, up an average of 11 percent and 6 percent each year, respectively, over the past three years.

LEVELS OF PARTICIPATION

ANNUAL OUTINGS

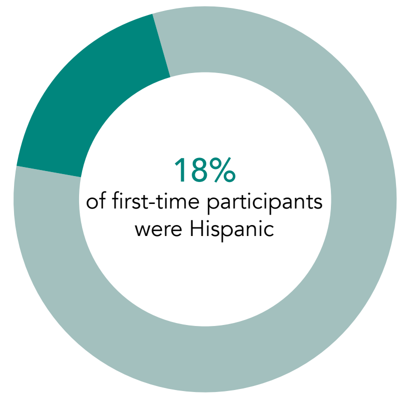
Hispanic anglers were more likely than typical participants to fish once per week or more, at 7 percent versus 6 percent. Even among Hispanics, however, the fastest growing segment of participants were those that fished 1 to 3 times in 2022. 36 percent fished 1 to 3 times (up from 34 percent in 2021) while 33 percent fished 4 to 11 times.



PERCEIVED LEVELS OF FISHING PARTICIPATION

A majority of Hispanic fishing participants, 59 percent, considered themselves occasional participants. Nearly half wished they could fish more often. Their growing share of the U.S. population and strong interest in fishing more frequently confirms that Hispanics will continue to be a key demographic going forward.

PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	32%
Occasional participant, would like to fish more often	27%
Avid fishing participant, would like to fish more often	20%
Avid fishing participant, fish as often as I want	16%
Don't fish currently, but would like to fish	4%
Don't fish currently, not interested in fishing	1%



FIRST-TIME PARTICIPANTS

2 percent of Hispanics ages 6 and over tried fishing for the first-time, representing over 750,000 new anglers in 2022. Hispanics represented 18 percent of the overall 4.1 million new participants.

ACTIVITIES OUTSIDE OF FISHING

TOP CROSSOVER ACTIVITIES

In addition to fishing, Hispanic participants enjoyed a huge variety of other activities. Among the most popular were camping, walking for fitness, camping, bicycling, bowling, and hiking.

Which activities did you participate in outside of fishing?

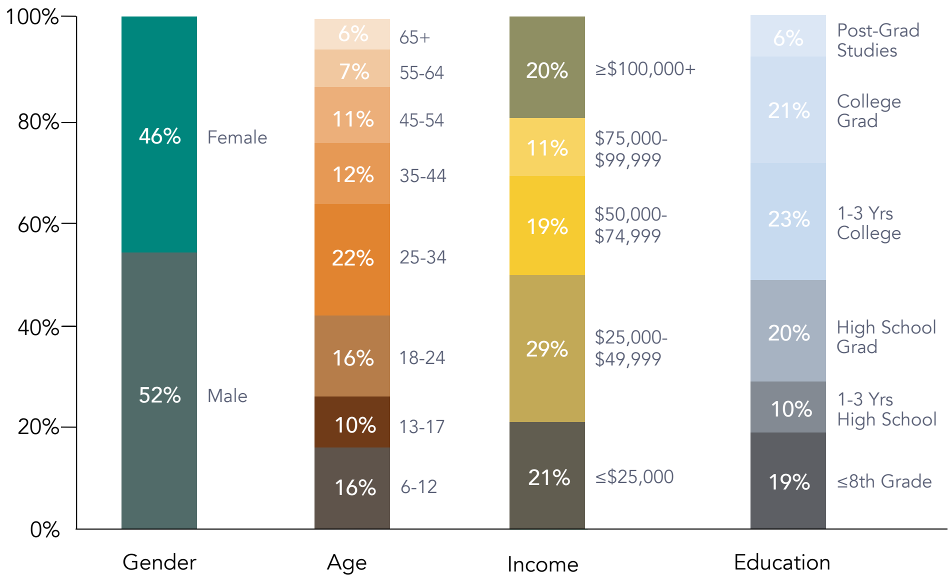
OUTDOOR ACTIVITIES	
Camping	43%
Bicycling	35%
Running and jogging	31%
Hiking	31%
Hunting	17%
Kayaking	14%

INDOOR ACTIVITIES	
Treadmill	31%
Free weights	28%
Yoga	20%
Stationary cycling	17%
Weight machines	16%
High impact/intensity training	14%

TEAM ACTIVITIES	
Basketball	24%
Baseball	17%
Tennis	17%
Golf	17%

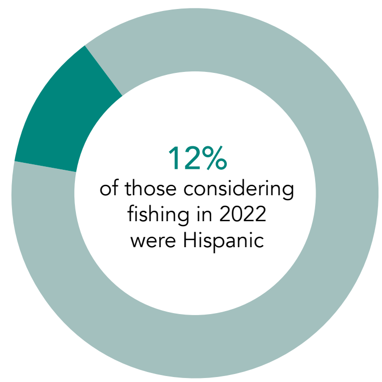
OTHER ACTIVITIES	
Walking for fitness	37%
Bowling	35%
Swimming for fitness	19%
Birdwatching/wildlife viewing	19%

WHO CONSIDERED FISHING?



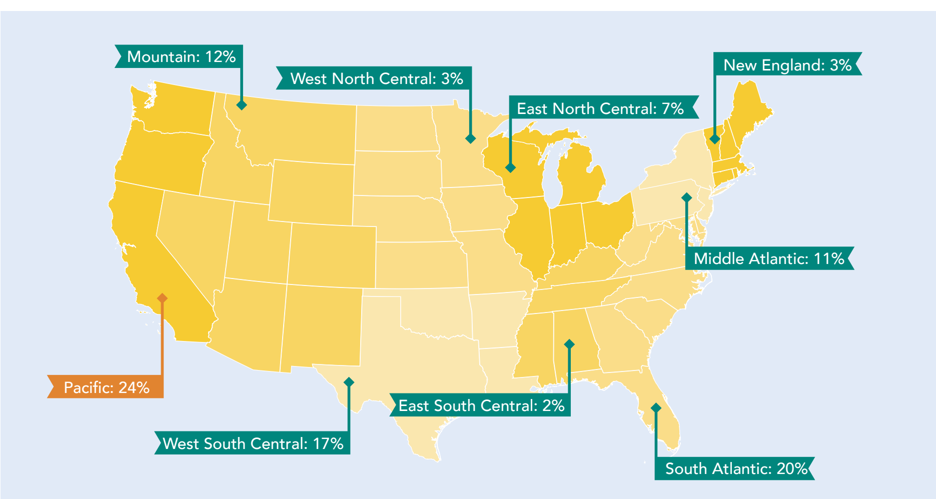
DEMOGRAPHICS OF PEOPLE CONSIDERING FISHING

42 percent of Hispanics interested in fishing were under the age of 25, underscoring the need for experienced participants to introduce the sport to younger generations. 46 percent of Hispanics considering fishing were female, versus 39 percent of 2022 Hispanic participants who were female.



PEOPLE CONSIDERING FISHING

9 percent of Hispanics in the U.S. considered fishing in 2022. This represented 3 million potential participants, the highest level since 2019 and just slightly below the 10-year average of 3.1 million considering.



THOSE CONSIDERING FISHING BY REGION

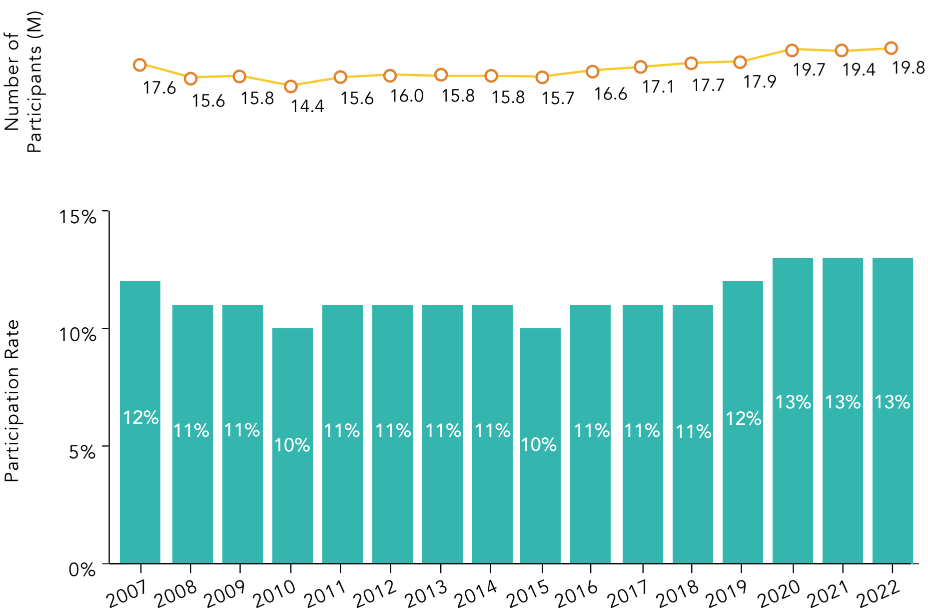
Hispanics considering participating were not evenly spread across the country. Nearly 1 in 4, for example, live in the Pacific region. Far fewer Hispanics considering fishing resided in the West North Central and East South Central regions, and in New England.

FEMALE PARTICIPATION

FEMALE FISHING PARTICIPATION

PARTICIPATION OVER TIME

Female fishing participation in 2022 topped its 2020 all-time high. Over the last decade, female participant numbers grew nearly 4 million, from 16 million in 2012 to 19.8 million in 2022. Females represented 36 percent of total anglers, 40 percent of first-time participants, and 46 percent of those considering fishing in 2022.



19.8M

TOTAL # OF FEMALE PARTICIPANTS

13%

NATIONAL PARTICIPATION RATE

293M

TOTAL # OF OUTINGS

15

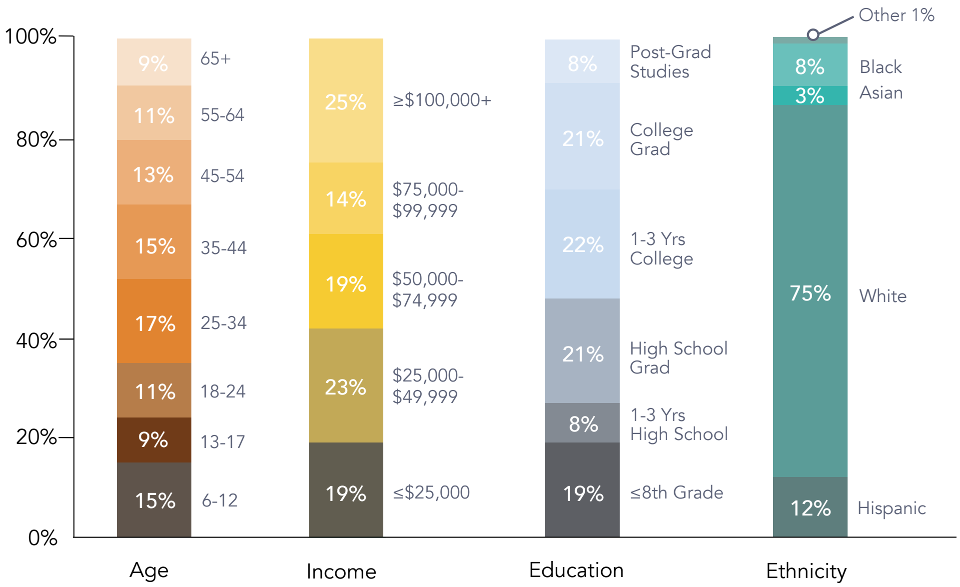
AVERAGE ANNUAL OUTINGS

+4%

INCREASE IN PARTICIPATION RATE

avg annually since 2019

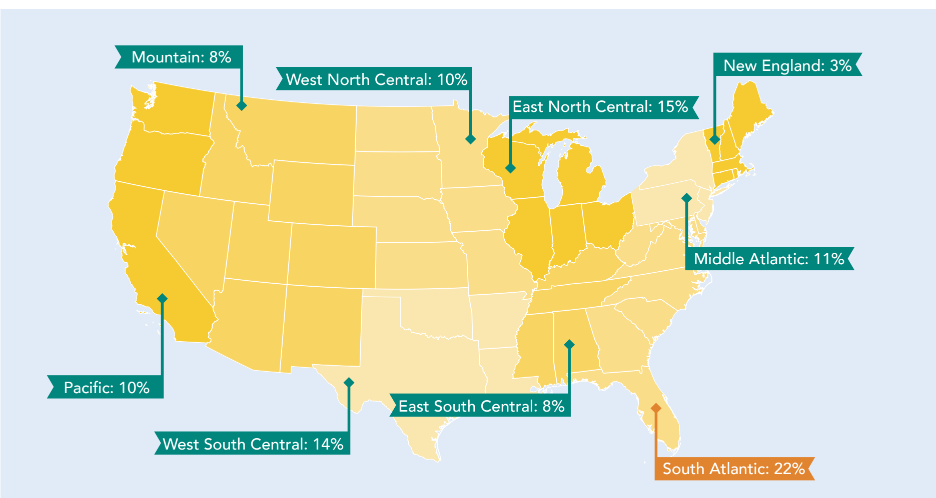
WHO PARTICIPATED?



25%
ANNUAL HOUSEHOLD INCOME $100,000+

PARTICIPANT DEMOGRAPHICS

Females comprised 36 percent of participants in 2022, a slight drop from the year prior. Just over half of female anglers reported completing at least some college, and 75 percent were White, versus 78 percent of the overall fishing population. Females fished a bit less frequently, with 15 outings versus 17 for the overall population.



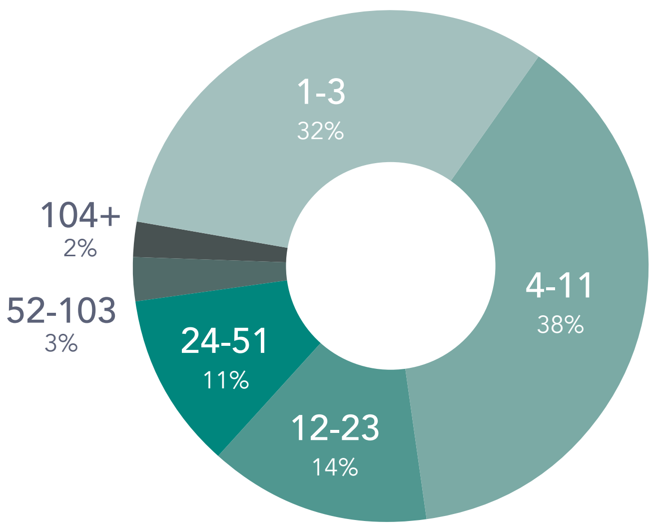
REGIONAL PARTICIPATION

The South Atlantic region was home to the highest percentage of female fishing participants, 22 percent, and was 1 of only 3 regions that grew their share in 2022, along with the Middle Atlantic and Pacific regions.

LEVELS OF PARTICIPATION

ANNUAL OUTINGS

As in the two years prior, female fishing participants averaged 15 annual outings in 2022, versus an average of 17 among male anglers. As with other fishing populations, the subset of the least frequent participants slowly grew. 3 in 10 anglers fished only 1 to 3 times, and almost 4 in 10 fished just 4 to 11 times. Female anglers took 293 million of the total 899 million outings in 2022.



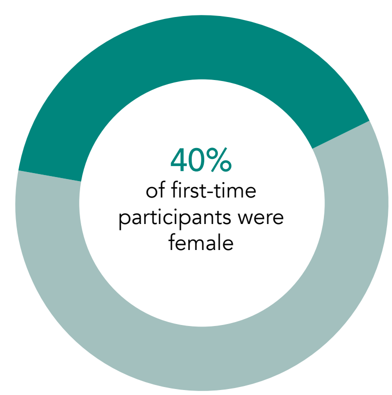
PERCEIVED LEVELS OF FISHING PARTICIPATION

67 percent of female participants described themselves as occasional anglers, while 48 percent reported they would like to fish more often. These perceived participation levels were roughly comparable to those reported by other groups.

PERCEIVED LEVELS OF FISHING PARTICIPATION	PERCENTAGE
Occasional participant, fish as often as I want	34%
Occasional participant, would like to fish more often	33%
Avid fishing participant, would like to fish more often	15%
Avid fishing participant, fish as often as I want	14%
Don't fish currently, but would like to fish	3%
Don't fish currently, not interested in fishing	1%

293M
OUTINGS IN 2022
versus 261M a decade ago

48%
OF FEMALE ANGLERS WOULD LIKE TO FISH MORE OFTEN



FIRST-TIME PARTICIPANTS

The number of first-time female participants rose from 1.7 million in 2021 to 1.8 million in 2022. Both the number and participation rate of female first-timers have grown on average 9 percent each year over the last three years, and both remain higher than pre-COVID levels.

ACTIVITIES OUTSIDE OF FISHING

TOP CROSSOVER ACTIVITIES

In addition to fishing, nearly half of all female participants walked to stay fit. The next most popular activities were camping, hiking, bowling, and bicycling.

Which activities did you participate in outside of fishing?

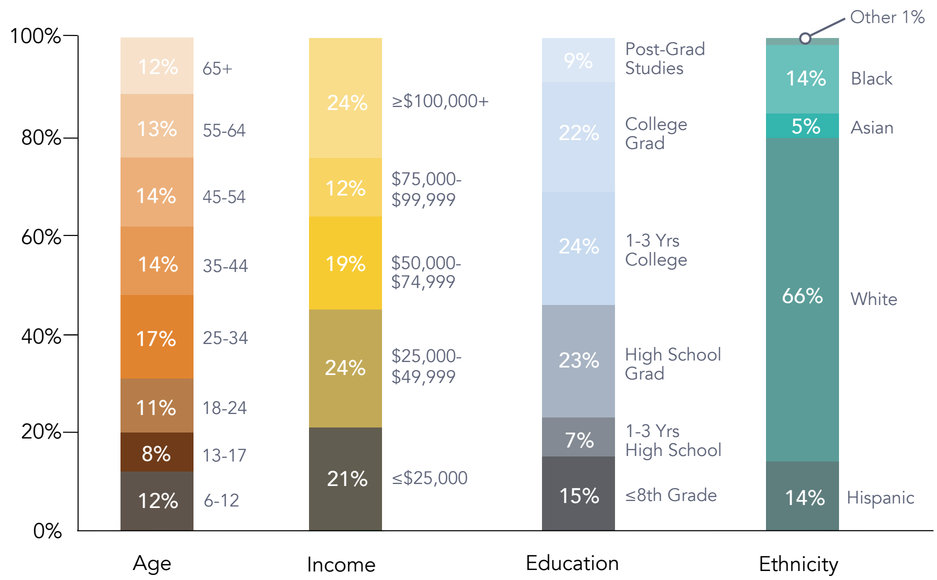
OUTDOOR ACTIVITIES	
Camping	44%
Hiking	32%
Bicycling	30%
Running and jogging	23%
Kayaking	15%
Hunting	13%

INDOOR ACTIVITIES	
Treadmill	29%
Yoga	26%
Free weights	19%
Dance, step, exercise to music	19%
Stationary cycling	15%
Elliptical motion/cross-trainer	12%

TEAM ACTIVITIES	
Tennis	13%
Basketball	12%
Golf	9%
Table tennis	8%

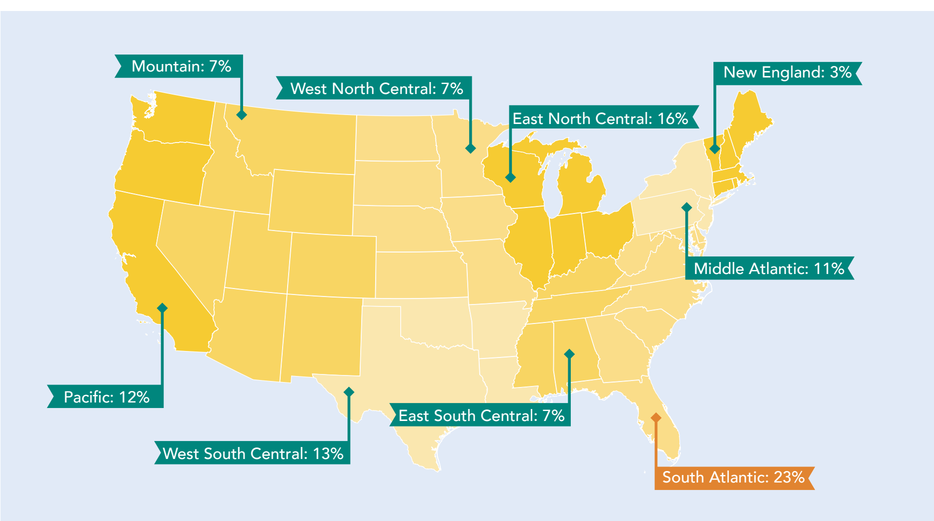
OTHER ACTIVITIES	
Walking for fitness	46%
Bowling	33%
Birdwatching/wildlife viewing	23%
Swimming for fitness	20%

WHO CONSIDERED FISHING?



CONSIDERING PARTICIPATION DEMOGRAPHICS

3 in 10 females who expressed interest in fishing in 2022 were under the age of 25. Interested females were more diverse, had somewhat lower educational attainment levels, and had lower household incomes than both the overall considering group and the total participant population.



CONSIDERING PARTICIPANTS BY REGION

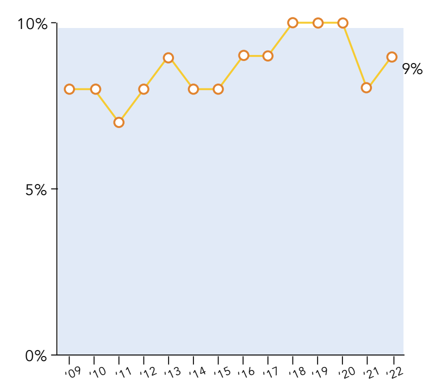
Nearly 4 in 10 females considering fishing lived along the Atlantic coast, while another 2 in 10 resided along the Pacific coast. Just like female fishing participants and the total pool of fishing participants, the highest percentage of females who were interested in fishing lived in the South Atlantic region.

11.8M

NON-PARTICIPATING FEMALES CONSIDERED FISHING

CONSIDERING FISHING PARTICIPATION

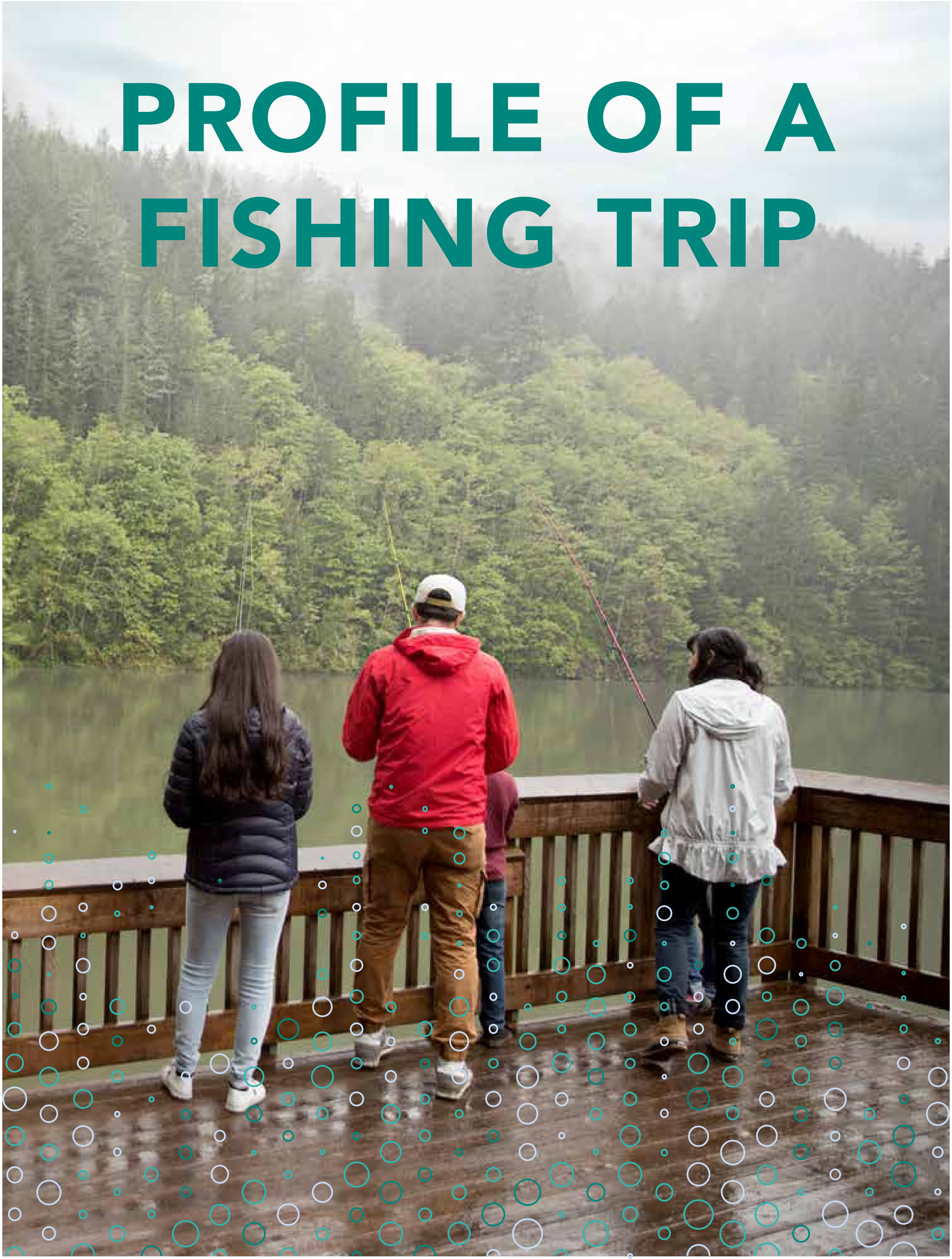
Nearly 12 million women considered fishing in 2022, about 8 percent of females ages 6 and over, a gain of 4 percent versus the year prior. More non-white women considered fishing in 2022 than actually participated. For example, 8 percent of female anglers in 2022 were Black while 14 percent of females considering fishing were Black. The same dynamic applied to Asians and Hispanics.



CONSIDERING FISHING OVER TIME

For over a decade, between 8 and 10 percent of females ages 6 and over considered but did not participate in fishing.

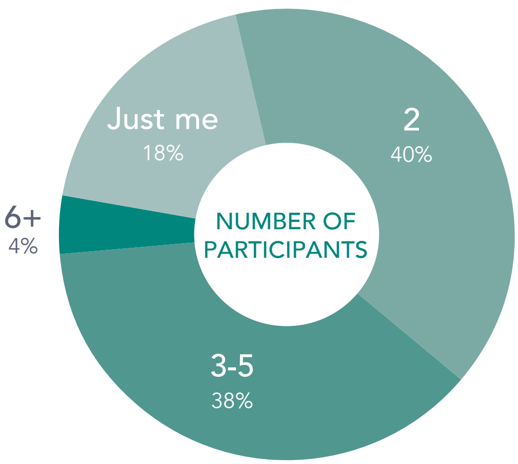
PROFILE OF A FISHING TRIP

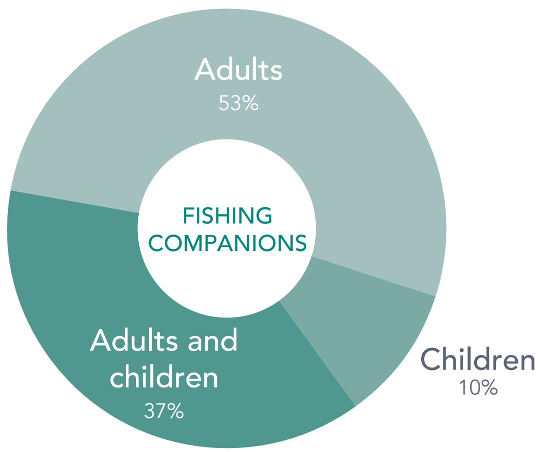


A TYPICAL FISHING TRIP

FISHING COMPANIONS

Only 18 percent of anglers typically fished alone, reiterating that fishing remained a shared activity in 2022. Nearly 8 in 10 participants usually fished in groups of 2 to 5 anglers. Males were far more likely than females to fish alone, at 25 percent versus 8 percent, and females were more likely to fish in groups of 3 or more, at 53 percent to 35 percent. 3 in 4 participants ages 55 and older typically fished alone or with one companion.





FISHING LOCATION TYPES

Participants fished from a variety of locations in 2022, with shorelines, riverbanks, and boats being the most popular. Kayak fishing nearly doubled its share of anglers in the last decade, growing more than 4 percent on average annually for the past three years.

FISHING LOCATION TYPES*	PERCENTAGE
Shoreline	48%
Riverbank	47%
Boat	46%
Pier / jetty	24%
Kayak	6%
Other	5%

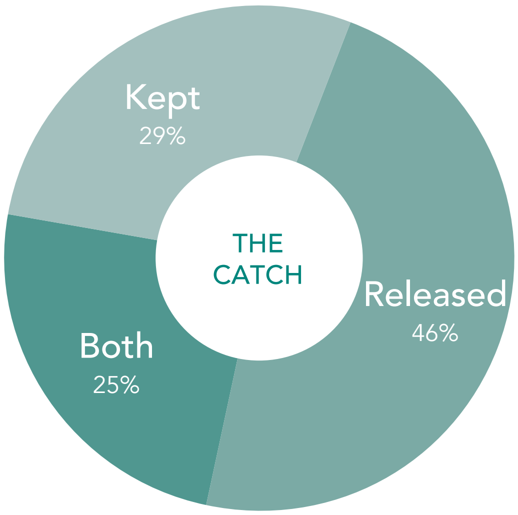
Participants may have reported fishing in more than one location type.

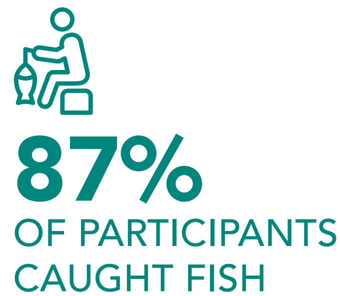
74%
OF ADULT PARTICIPANTS BOUGHT FISHING GEAR/EQUIPMENT
in the last 12 months

A TYPICAL FISHING TRIP

THE CATCH

87 percent of participants caught at least one fish on their most recent trip. 46 percent opted to release their catch, up from 44 percent in 2021. About 1 in 3 kept it, and one quarter reported doing both.

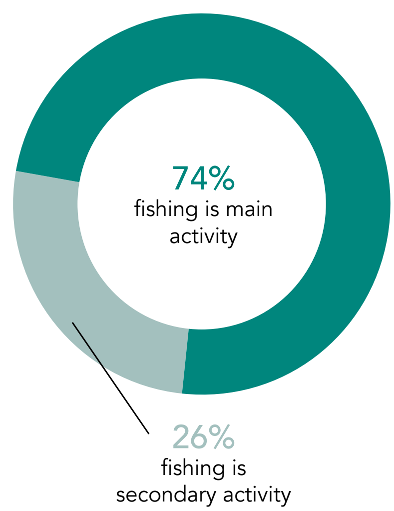




THE OUTING

74 percent of anglers considered fishing their "primary activity" rather than a side event, up from 72 percent in 2021. When a complementary activity was undertaken, camping, boating, picnicking, and hiking were the most common activities.

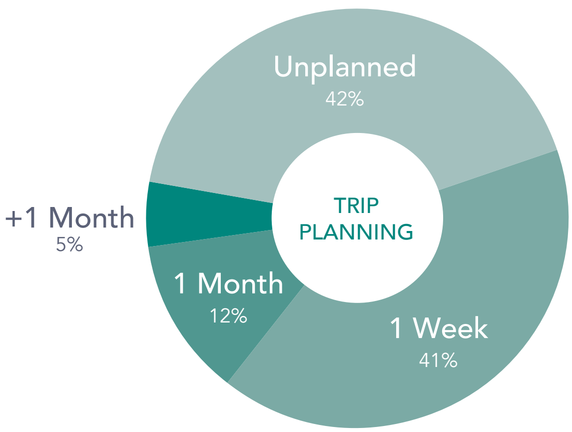
ACTIVITIES DURING A FISHING TRIP	PERCENTAGE
Camping	77%
Boating	50%
Picnicking	49%
Hiking	46%
Day at the park	37%
Kayaking/canoeing	25%
Beach trip	24%



HOW DID PARTICIPANTS PREPARE FOR THEIR TRIPS?

TRIP PLANNING

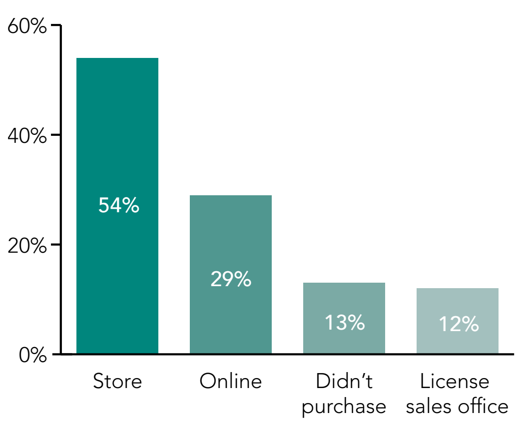
About 4 in 10 fishing trips were spontaneous, and another 4 in 10 were planned one week prior. Anglers under 30 were the least likely to undertake unplanned or spontaneous outings. Female anglers were more likely than males to report their most recent fishing trip was unplanned, at 52 percent to 37 percent.



FISHING INFORMATION SOURCES	PERCENTAGE
Friends	54%
Family	49%
Fishing specific website	30%
Wildlife fishing guide	27%
General outdoor websites	25%
Retail stores	23%
Fishing specific magazine	14%
Online retail stores	13%
Outdoor magazines	13%

FISHING LICENSE

More than half of fishing licenses, 54 percent, were purchased at a store. Online sales increased from 24 percent in 2021 to 29 percent in 2022. 12 percent of participants did not purchase a fishing license at all, similar to the year prior. Among those not purchasing a license, many said they fished in private waters. Others cited age, cost, and not knowing a license was needed.

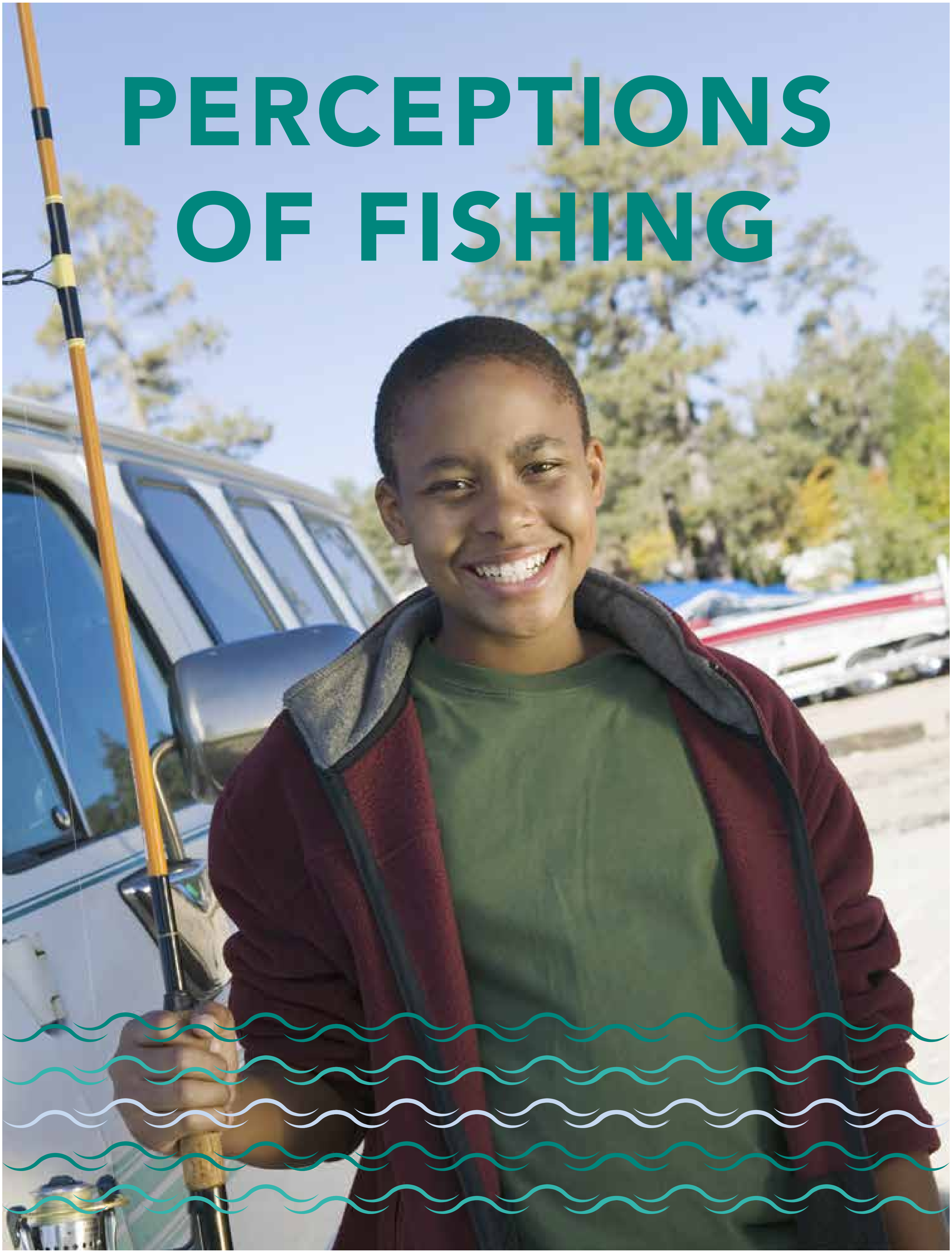


LOCATION OF LICENSE PURCHASE*

Participants may have reported more than one location.

REASON FOR NO FISHING LICENSE	PERCENTAGE
Fished in private waters	44%
I do not need to because of my age	19%
Did not know I needed one	19%
Too expensive	15%
I never purchase a fishing license	14%
Fished out of state and chose not to purchase	6%
I own a lifetime license	6%

PERCEPTIONS OF FISHING



ATTITUDES OF FIRST-TIME PARTICIPANTS

EXPECTATIONS FOR A FIRST FISHING TRIP

Family and friends remained key drivers for first-time fishing participants in 2022. Many new anglers reported that friends and relatives first took them fishing, while the desire to share time with family and friends inspired many to try fishing.

DRIVERS FOR A FIRST FISHING TRIP	PERCENTAGE
A friend or relative took me	44%
Trying out a new hobby	42%
Spending time with family	39%
Excitement and adventure	37%
Part of a vacation or group outing	34%
Ease of access to fishing	31%
Trying to catch my own food	24%
Fished as a child wanted to try again	20%
Low cost of fishing equipment	19%
Taking my children fishing	17%

44%
OF FIRST-TIMERS WERE FIRST TAKEN FISHING BY A FRIEND OR RELATIVE

PERCEPTIONS OF FISHING BEFORE PARTICIPATING

Fishing was generally seen as an easy, exciting, and intriguing way to spend time outdoors. Among first-time anglers, negative expectations of fishing—that it's only for "serious outdoor people," was too time consuming, requires too much equipment, or was "not for someone like me"—were reported much less often than positive perceptions.

PERCEPTIONS OF FISHING BEFORE PARTICIPATING	PERCENTAGE
Stress free activity	42%
Exciting way to spend time outdoors	41%
Easy to learn	39%
Intriguing	32%
Only for serious outdoor people	25%
Time consuming	25%
Requires too much equipment	24%
Not for someone like me	20%
Too much of a financial investment	12%
Uninteresting	12%

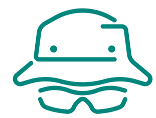
42%
OF FIRST-TIMERS SAW FISHING AS A STRESS FREE ACTIVITY

FISHING STEREOTYPES

STEREOTYPES OF FISHING PARTICIPANTS

When asked which characteristics best described the type of person fishing was for, most participants held no stereotypes and indicated that anyone could be an angler. Males were more likely to describe a fishing participant as an outdoor type of person, a sportsman, or an active person. Males were also more likely to describe an angler as a quiet type of person, or a person with children.

FISHING STEREOTYPES	ALL	MALE	FEMALE
Could be anyone/no stereotype	64%	62%	69%
Outdoor type of person	26%	27%	23%
Sportsman	17%	20%	11%
Active person	17%	21%	9%
A quiet type of a person	13%	13%	12%
Families with children	12%	13%	10%
Older people than me	7%	7%	5%
Educated person	6%	7%	3%
Younger person than me	5%	6%	4%
A lazy person	2%	2%	2%



OUTDOORSY
MOST COMMON
FISHING STEREOTYPE

FEELINGS ABOUT FISHING

TOP 10 BENEFITS OF FISHING

Americans fished to catch fish, of course. They also fished to enjoy the splendor of nature, to escape the stresses of everyday life, and to spend time with family and friends.

BEST THINGS ABOUT FISHING	PERCENTAGE
Catching fish	51%
Enjoying the sights and sounds of nature	51%
Getting away from the usual demands of life	49%
Being close to nature	46%
Spending time with family or friends	45%
Observing the scenic beauty	39%
"The chase" (strategy, site, tackle, selection etc.)	32%
Experiencing excitement/adventure	32%
Experiencing solitude	28%
Being with people who enjoy the same things	28%

51%
CITED EXPERIENCING NATURE AS A BENEFIT OF FISHING

POSITIVE FISHING MEMORIES OR ASSOCIATIONS

In terms of positive memories of fishing, females and Hispanics were more likely to cite spending quality time with family and friends. Males were more likely to be reminded of childhood fishing experiences, connecting with a simpler way of life, enjoying the water, or learning a new skill.

POSITIVE FISHING MEMORIES OR ASSOCIATIONS	ALL	MALE	FEMALE
Spending time outdoors immersed in nature	76%	76%	75%
Spending quality time with family or friends	75%	72%	80%
Reminds me of my childhood	60%	62%	59%
Connecting with a simpler way of life	48%	52%	42%
Enjoying the water	46%	48%	42%
Learning a new skill	40%	43%	35%

75%
EQUATED FISHING WITH QUALITY TIME WITH FAMILY AND FRIENDS

FISHING BARRIERS

OBSTACLES TO ENJOYMENT

The most cited factors that prevented the enjoyment of fishing were crowded fishing spots and the inconveniences of being outdoors, such as weather and insects. Other frustrations included not catching fish, unclean waters, and the expense associated with gearing up for fishing.

RANK	OBSTACLES TO ENJOYMENT
1	The fishing spots were crowded
2	Being outdoors - bugs, heat, cold, weather, etc.
3	Not catching any fish
4	The lakes and rivers weren't very clean
5	The expense - equipment, bait, supplies, etc.
6	The hassle
7	Baiting the hooks or taking the fish off the hook
8	Not having the right equipment
9	Lack of knowledge
10	Don't like to touch fish/worms

CROWDS
MOST REPORTED BARRIER TO FISHING

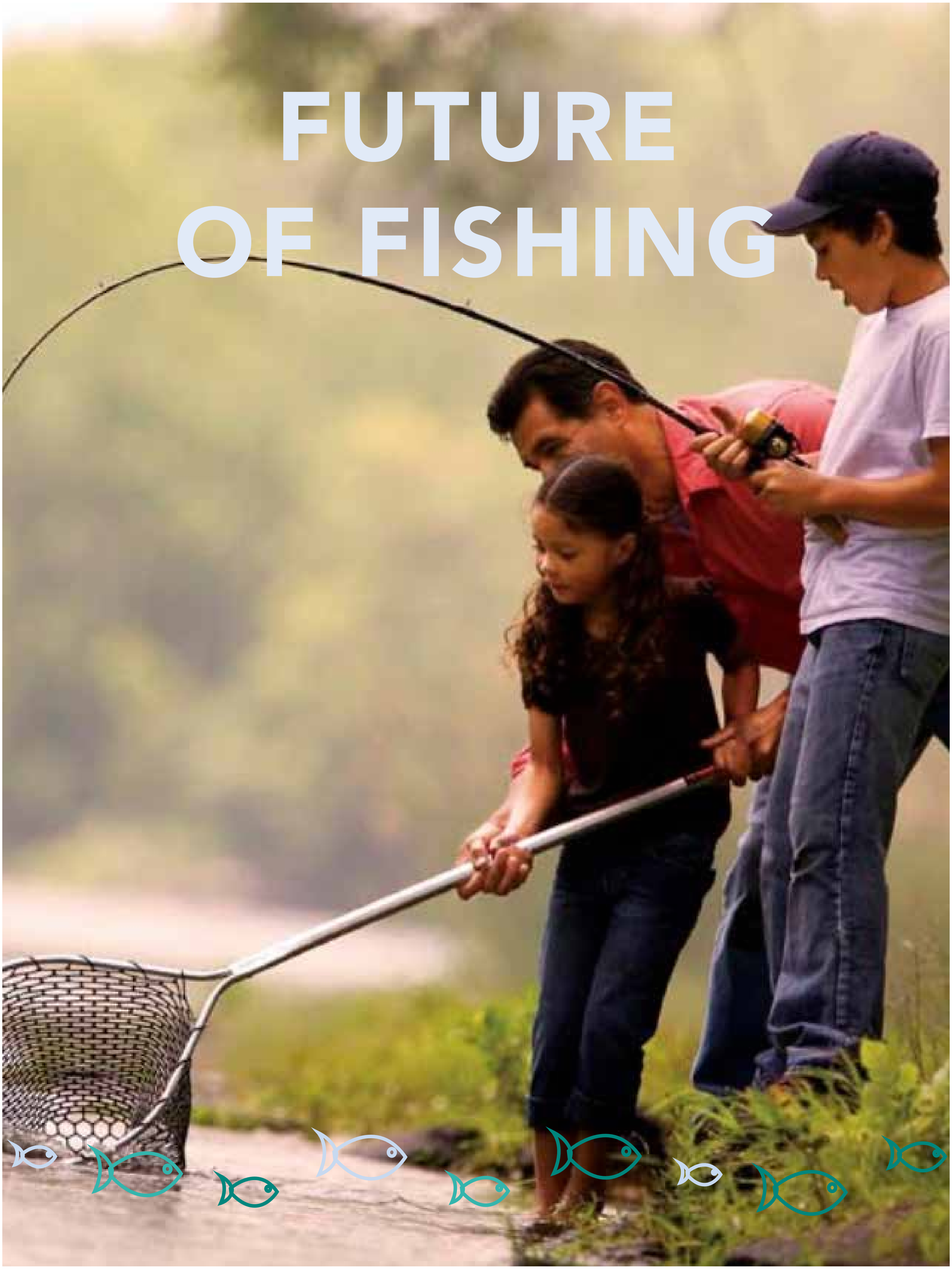
REMOVING BARRIERS TO PARTICIPATION

When asked to rank resources that help increase their enjoyment of fishing, participants first listed information on local, close-to-home fishing destinations. They also indicted that more accessible and affordable fishing equipment and boats could boost their participation. These rankings were unchanged from the prior year.

RANK	OBSTACLES TO ENJOYMENT
1	Local information on nearby bodies of water
2	Easier/more affordable access to fishing equipment
3	Easier/more affordable access to boats
4	Comprehensive mobile guides that you can access on the water
5	Short lessons/information session from a state agency or local guide
6	How-to's and tutorial videos
7	Resources and information on voice activated devices

LOCAL INFO
MOST HELPFUL BOOST TO FISHING PARTICIPATION

FUTURE OF FISHING



FISHING MOTIVATIONS

REASONS FOR STARTING TO FISH

In 2022, about 4 in 10 first-time anglers said they started fishing because a friend or family member took them, they wanted to try a new hobby, or to spend time with family.

RANK	MOTIVATIONS TO START FISHING
1	A friend or relative took me
2	I wanted to try out a new hobby
3	Spend time with family
4	Excitement/adventure
5	Part of a vacation or group outing
6	Ease of access
7	I wanted to catch my own food
8	Fished as a child and wanted to try again
9	Low cost
10	To take my children fishing

REASONS FOR STOPPING FISHING

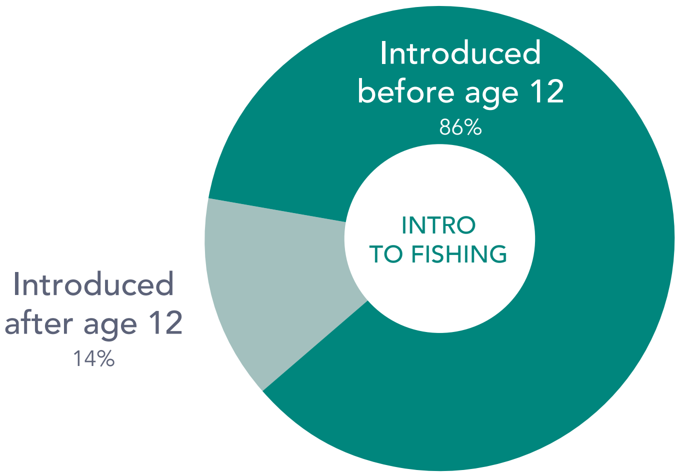
Fishing doesn't connect with everyone. The leading reasons for stopping fishing in 2022 included boredom, a lack of interest, and not catching fish.

RANK	REASONS FOR STOPPING
1	Boring
2	Lost interest
3	Didn't catch anything
4	Didn't enjoy it
5	Expensive
6	Lack of time
7	Limited access to waterways
8	Too far to travel
9	Illness/physical limitations
10	I only fish during certain vacations

FUTURE OF FISHING

DID YOU FISH AS A CHILD?

Data demonstrates the critical importance of introducing fishing at a young age, as 86 percent of current fishing participants fished before age 12. 9 in 10 male participants first fished before age 12, as well as 8 in 10 female anglers.



NUMBER OF TIMES PARTICIPANTS PLAN TO FISH

The future of fishing remains bright but not without challenges. Among adult participants:

- **99%** plan to fish during 2023
- **26%** plan 20+ outings in 2023
- **42%** plan 8 to 20 outings in 2023

86%
OF PARTICIPANTS FISHED BEFORE AGE 12

99%
OF PARTICIPANTS PLANNED TO FISH THE NEXT YEAR

METHODOLOGY

Participation Data

All participation statistics were derived from an annual online consumer-tracking study focused on participation conducted during the 2022 calendar year by Sports Marketing Surveys USA (SMS). SMS designed the participation questionnaire in collaboration with the Physical Activity Council (PAC), consisting of eight sports industry associations. SMS retained Digital Research International (DRI) to program, field, and manage the survey.

Sample Specification

During 2022, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population of people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2022 participation survey sample size of 18,000 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 has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 305,439,858 people aged 6 and older.

Activity reporting is based on a rolling 12-month participation rate. All charts represent data from U.S. populations ages 6 and over, unless otherwise specified. If you have specific questions regarding the methodology, please contact Sports Marketing Surveys at info@sportsmarketingsurveysusa.com.

Youth Interviews

All interviews with 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 ages 6 to 12, but they are asked to complete the survey themselves.

Quality Assurance—Multiple Levels

- Respondents are prevented from taking the survey again within 3 months.
- Our panel provider has a suite of technology platforms to prevent fraud.
- Technical fingerprinting to eliminate duplicates.
- LOI offense checking (to eliminate "speeders")
- Pattern response checking
- Internal QA questions e.g., colors of the American flag
- Internal consistency checks e.g. a limit on the number of total participation days
- Open-end response quality algorithm
- Ongoing response visual checks.

About the Physical Activity Council (PAC)

The survey that forms the basis of this report is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the U.S. 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 Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA), People for Bikes, and the Sport and Fitness Industry Association (SFIA).

Notes

Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

2023 SPECIAL REPORT ON FISHING

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OUTDOOR FOUNDATION

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SPORT FISH RESTORATION