Joanne Martonik
PARTICIPATION UPDATE
Fishing Participation Up

# of Participants in millions

Source: RBFF & The Outdoor Foundation  Americans age 6+

2015: 45.7 million
2016: 47.2 million
2017: 49.1 million
2018: 49.4 million

49.4 million
Key Target Audiences Showing Gains

- **3 Million** First-Time Anglers
- **11.7 Million** Youth Anglers (6-17)
- **4.4 Million** Hispanic Anglers
- **17.7 Million** Female Anglers

Source: RBFF & The Outdoor Foundation

Americans age 6+
Retention Still an Issue

New/Returning Participants 2018

+9.4M

Lost Participants 2018

-9.1M

Churn Rate 18.56%

Source: RBFF & The Outdoor Foundation

Americans age 6+
LOST PARTICIPANTS

- 75% CAUCASIAN
- 60% MALE
- 40% AGE 45+

NEW REASONS FOR LAPSING

- 26% PHYSICAL LIMITATIONS
- 13% ILLNESS

“No one to go with” & “health problems”

-Responsive Management

Source: RBFF & The Outdoor Foundation
Boating Participation Strong

Source: NMMA

Americans age 6+

142M
CONSUMER ENGAGEMENT
Target Audience

Multicultural Family Outdoors

Hispanics

Women

Grandparents

Total audience is over 60 million

GfK MRI 2016.
Digital Advertising

ADVENTURES DON’T HAPPEN IN THE KIDDIE POOL.
Get licensed

Get your fish on at TAKEMEFISHING.org

TABLET OFF. FISH ON.
Get your fish on at TAKEMEFISHING.org

PESCAR ES COMO LA MÚSICA, SE DISFRUTA MÁS JUNTOS.
Empieza hoy en VAMOSAPESCAR.org

I TAKE WHAT’S MINE.
Get your fish on at TAKEMEFISHING.org

TELEMUNDO
hulu
KARGC
The Weather Company
Spotify
CBS community partnerships
ADTHEORENT
Disney
Outdoor Channel
National Spokesperson: Jessica Mendoza
Q&A
Getting Them Hooked

MAKE YOUR FIRST CATCH ONE OF MANY

I’m Not Afraid To Make Waves.
Get your fish on at TAKEMEFISHING.org

Print Media
Good Morning America
Social Media Integration

Have you tried fishing and boating? Tweet us photos of your best moments on the water using #GMATakeMeFishing and we may feature them on air in a @Take_Me_Fishing sponsored segment!
Television Advertising
Media Partnerships

Outside

H E A R S T

BONNIER
PARTNERSHIPS
Industry Partnerships

Created new interactive map for TakeMeFishing.org!

4.3 M visits from embeddable map in FY18
SOBA Partnership – State Boat Ramp Data

- Florida
- Illinois
- Maine
- Mississippi
- Missouri
- North Carolina
- Nevada
- Oregon
- Pennsylvania
- Utah
- Vermont
- Virginia
- Washington

13 states & 4,835 new ramps!
Industry Partnerships

First-Ever Federal/Industry ‘60 in 60’ MOU!
Boat Registration Tool

Register Your Boat Online

Select a State to find out how to register your boat online.

Need a Fishing License Too?

Powered by: TAXEMEFISHING.org

Get a Fishing License Online

Select a State from the dropdown to get a fishing license online.

Need a Boat Registration Too?

Powered by: TAXEMEFISHING.org

Let's Go Fishing. Catch the Fun!

Fishing. One of America's favorite outdoor pastimes. People fish for many reasons: spending time and creating memories with family and friends, enjoying the challenge of catching a fish, being outdoors and near water, or for some...
STATE ENGAGEMENT
Boat Registration Reactivation Program

Gross Program Revenue

- 2012: $110,000.00
- 2013: $1,700,000.00
- 2014: $1,900,000.00
- 2015*: $1,100,000.00
- 2016: $1,500,000.00
- 2017: $1,300,000.00
- 2018: $2,100,000.00

TOTAL gross revenue: $11,700,000.00
• Over $306,000 in total revenue
• Over 10,000 total registrations
• 820 registrations in 2019
• Over $25,000 in revenue in 2019
Grant Programs

State R3 Program Grants
Challenge: How do states succeed at R3?

Solution:
Implement AFWA Task Force Recommendations

1. Develop an Angler R3 Plan
2. Reallocate agency resources to ensure R3 success
3. Establish a full-time Angler R3 Manager
4. Develop CRM system
5. Establish a repository for state agencies to share R3 program learnings

STATES COMMIT TO:
State R3 Growth

**22 STATE ANGLER R3 COORDINATORS**

**16 STATE PARTNERS DEVELOPING R3 PLANS**

Marketing Campaign Success

New License System & Capabilities
An analysis of state and national trends in fishing license sales from 1991 to 2016

Prepared by Southwick Associates May 2019
Public Service Announcements

- TV
- Print
- Radio

WE FISH.
WE CLEAN LOCAL WATERWAYS SO FAMILIES LIKE US CAN FISH AND SWIM.
WE PROVIDE FISHING AND WATER SAFETY EDUCATION TO KIDS.
AND WE MAINTAIN A HEALTHY FISH POPULATION SO TOMORROW’S ANGLERS CAN ENJOY A CATCH.
ALL BECAUSE WE BUY A FISHING LICENSE.

When you buy a fishing license, you do a lot.
In fact, every dollar from a license purchase protects and maintains your local waterways for future generations to enjoy. Learn more at TakeMeFishing.org.
Co-Branding Creative

WHEN THE FISH ARE BITING, WHERE WILL YOU BE?
This season, forge paths, blaze trails, get out and make some waves. With 4,500 managed fishing lakes and 15,000 miles of fishable rivers and streams to explore, all you have to do is get started.

GET YOUR FISH ON.
How-To Videos

- Basic Navigation Rules for Boaters – English and Spanish
- Boating Safety
- Boating Basics- Gear
- Water safety
- Kayak fishing
More Resources

- R3 Focused
- Toolkits
- Translation Guide
- Quarterly Webinars
- Case Study Success Stories
- Photo Library
- Social Media Assets
- Research
THANK YOU

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TakeMeFishing.org/R3