

Anglers' Legacy™

A national mission from  TAKE ME FISHING™

Anglers' Legacy Ambassador Survey – October 2010

Survey Background:

Anglers' Legacy, a national mission from the Take Me Fishing™ campaign, rallies the country's most avid anglers to take a Pledge to introduce newcomers to the sport of fishing. More than 230,000 Ambassadors have signed on to the program since its inception in May 2006. A survey sponsored by RBFF was conducted by the independent research firm EurekaFacts, LLC with approximately 5,500 Ambassadors. The non-Ambassador sample was drawn from a national online survey panel composed of 405 avid anglers who are not participants in the Anglers' Legacy program. The survey has margins of error of plus or minus 1% for Ambassadors and 5% for the control group at a 95% level of confidence.

Key Findings:

Ambassadors are considerably more likely than other avid anglers to introduce youth and newcomers to fishing.

- ▶ Ambassadors introduced an average of 3.3 youth to fishing; 73% more than non-Ambassadors.
 - In 2009, Ambassadors introduced an average of 2.5 youth to fishing.
- ▶ Ambassadors took an average of 4.2 newcomers fishing within the last 12 months; 68% more than non-Ambassadors.
 - In 2009, Ambassadors took an average of 3.8 newcomers fishing.
- ▶ Almost all Ambassadors (97%) feel that the newcomer(s) they introduced to fishing will continue to fish in the future.

Ambassadors generate significantly more revenue for the recreational boating and fishing industry than non-Ambassadors.

- ▶ Ambassadors spend an annual average of \$2,138, versus \$1,602 spent by non-Ambassadors.
- ▶ Nine-in-ten (89.6%) Ambassadors report purchasing fishing licenses either for themselves or for someone else within the last 12 months.
- ▶ Nearly 60% of Ambassadors own a boat or other type of watercraft; nearly 60 % of non-Ambassadors do *not*.

Ambassadors have a strong interest in receiving information about conservation efforts and new products.

- ▶ More than 60% of Ambassadors are interested in receiving updates about new products.
- ▶ More than 50% of Ambassadors are interested in updates on new conservation initiatives.
- ▶ While relatively few Ambassadors feel that the Gulf of Mexico oil spill has made them think more often about fishing, a majority indicate that the oil spill has affected their feelings towards keeping waters safe from environmental damage.

For more information, visit www.RBFF.org or call RBFF at (703) 519-0013.