



60-in-60 Insights:

Why 60-In-60 Is Needed and the Benefits from Achieving 60 Million Anglers

60-in-60, developed by RBFF, works to increase participation in the sport from the current 49 million anglers to 60 million anglers in 60 months. Here's what you need to know:

- Each year, we lose almost as many anglers as gained. In 2017, we lost 5.6 million anglers from the previous year. Considering the average angler spends \$208 annually on fishing tackle, these lost anglers represent nearly \$1.2 billion in lost fishing tackle sales alone. When counting all other angler expenditures such as travel, boats, coolers and more, sales dropped by \$7.8 billion.
- Over 30 million Americans, or 12.2% of the population, have not fished within the past two years but want to fish. This is a new record, up from 11.7% in 2016. If we were to gain these new anglers, industry sales would increase by 61%! That's \$4.5 billion in just fishing tackle, plus an additional \$25.8 billion in other purchases made annually by anglers.
- Female participation is on the rise, up 3.1% in 2017. For every 5% increase in the number of women who fish, we expect annual U.S. fishing tackle sales to grow by \$178 million.
- While the number of anglers increased in 2017, they actually took 300,000 fewer trips that year. Considering the average trip generates nearly \$20 in fishing equipment sales, this decline reduced 2017 industry sales by \$5.8 million.
- The goal of the 60-in-60 campaign is to achieve 60 million anglers on the water at least once each year. This goal represents 18% more anglers than we currently see. With your help, by reaching this goal, annual U.S. fishing tackle sales will increase \$1.3 billion, plus an additional \$7.6 billion in other purchases made annually by anglers, such as coolers, boats & marine supplies, food, fuel and more.

Are you interested in the 60-in-60 campaign yet? Go to ASA's 60-in-60 page to learn more.

Courtesy of the American Sportfishing Association's Data and Statistics Committee

Sources: Participation data were taken from the annual *RBFF Special Reports*. Spending data came from the USFWS's *National Surveys of Fishing, Hunting and Wildlife-Associated Recreation*.