



## Anglers' Legacy Ambassador Survey – October 2008

### Survey Background:

Online survey conducted in early October 2008 with 5,085 Ambassadors responding. Survey has a margin of error of plus or minus 2 percent at a 95 percent level of confidence.

### Key Findings:

#### Ambassadors are fishing frequently – many from a boat.

- ▶ Most Ambassadors consider themselves to be Avid Anglers. More than half (64.4 percent) fish at least 20 times per year.
- ▶ 65% of the Ambassadors own a boat, and 90% of them have fished from a boat in the past 12 months.
- ▶ Ambassadors primarily fish in freshwater lakes and rivers. The species usually targeted are bass, pan-fish and trout.

#### Ambassadors are taking an active role in the program.

- ▶ Almost 50% of the trips with a new person were from a boat.
- ▶ 84% are extremely or very likely to continue introducing people to fishing.
- ▶ 63% have recommended that others take the Pledge. Typically, they have introduced the program to 5.5 others.
- ▶ 87.7% of Ambassadors introduced an average of 4.4 people to fishing in the past year, resulting in approximately:
  - 3.1 license purchases
  - \$140 in fishing equipment purchases
  - \$153 in boating related purchases

Anglers' Legacy is an RBFF program that rallies the country's most avid anglers to take a Pledge to introduce newcomers to the sport. Almost 75,000 Ambassadors have signed on to the program since its inception in May 2006.

Based on these figures, the program may have already generated \$9.2 million for fishing, \$10.1 million for boating and more than 125,000 new fishing licenses. Based on an average \$15 license, this means the program likely generated \$1.8 million in state funds for fish and wildlife management.

For more information about the survey or program, visit [RBFF.org](http://RBFF.org) or call RBFF at (703) 519-0013.