

# Favorite Recreational or Leisure Activity

# Attraction of Recreational and Leisure Activities

Above all, boaters and anglers are attracted to recreational and leisure activities that provide a release from stress. From a list of 29 attributes, “release from stress” received a mean score of 4.54 on a 5-point scale where the higher the score the more important the attribute for enjoyment of leisure and recreational activities. The importance of release from stress is so paramount that it does not differentiate boaters and anglers, active, lapsed or prospective. Virtually all are looking for release from stress.

Other characteristics are also important to the enjoyment of leisure and recreational activities, including having the opportunity to laugh, being restful, energizing, exciting and providing a sense of accomplishment.

Boaters and anglers differ to some extent in their needs regarding recreational and leisure activities, particularly in regard to the extent that they select activities that are “restful.” Boaters are less likely to be attracted to restful activities than are anglers. However, if they both boat and fish, they are attracted to activities that are restful. Boaters are also less likely to be attracted to activities that are slow and relaxing. But, they are not as attracted to challenging activities that give them a sense of winning. Anglers tend to be more family oriented than do boaters. Anglers, whether they boat or not, also place higher emphasis on their relationship with their children than do those who only go boating.

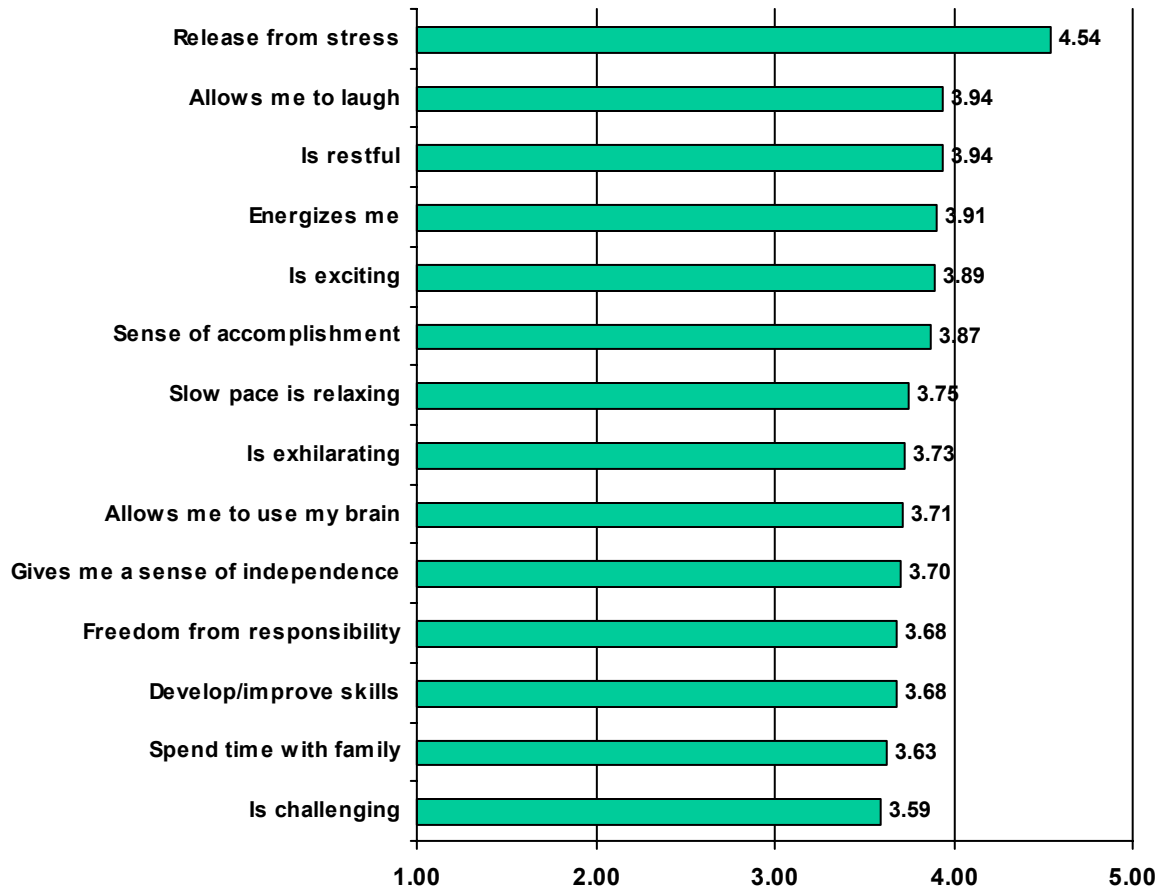
# Favorite Recreational or Leisure Activity

	<u>Total</u>	<u>Boat only</u>	<u>Fish only</u>	<u>Both</u>	<u>Pro- spective</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
Reading	17	18	17	13	22	<p>Current and prospective boaters and anglers participate in a variety of “favorite” recreational and leisure activities. Eight percent (8%) report that fishing is their favorite leisure or recreational activity. Two percent (2%) say that boating is their favorite.</p> <p>Those who both boat and fish (14%) and those who fish but do not boat (13%) are particularly likely to say that fishing is their favorite recreational or leisure activity.</p>
Travel	11	15	6	10	14	
Fishing	8	1	13	14	1	
Movies	8	10	7	6	10	
Sports	7	5	7	7	7	
Cooking	5	5	6	5	5	
Music	5	5	3	4	7	
Camping	5	3	5	6	2	
Gardening	5	4	6	4	5	
Boating	2	4	<1	3	<1	

In addition to boating and fishing, only most frequent answers shown.

# Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity

## - Total Sample -



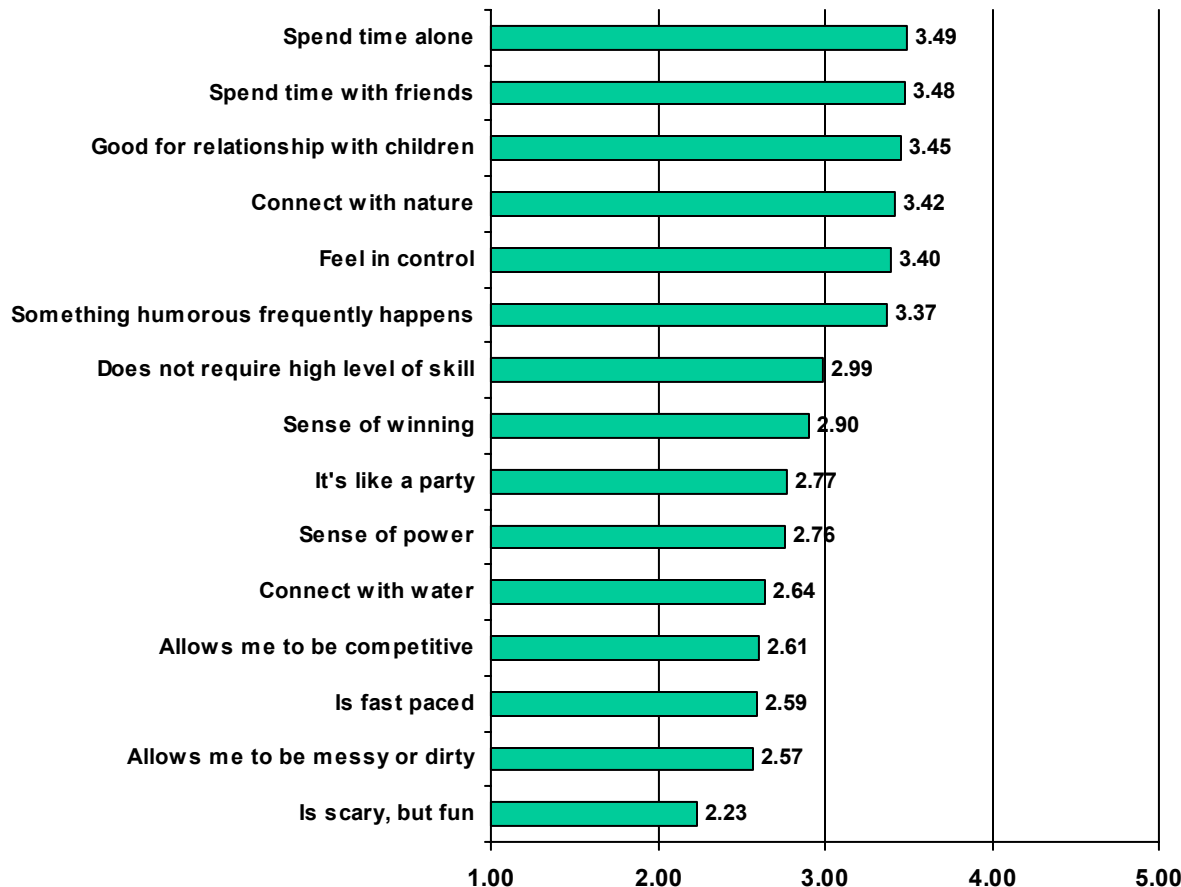
Mean score on a 5-point scale where the higher the score the more important the attribute.

Experiencing a “release from stress” is the most important attribute for enjoyment of leisure and recreational activities. From a list of 29 attributes, “release from stress” received the highest mean importance rating – a mean rating of 4.54 on a scale of 1 to 5.

Other characteristics are also important, however. Leisure participants often select activities that allow them to laugh, are restful, energizing, exciting and that give them a sense of accomplishment.

# Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)

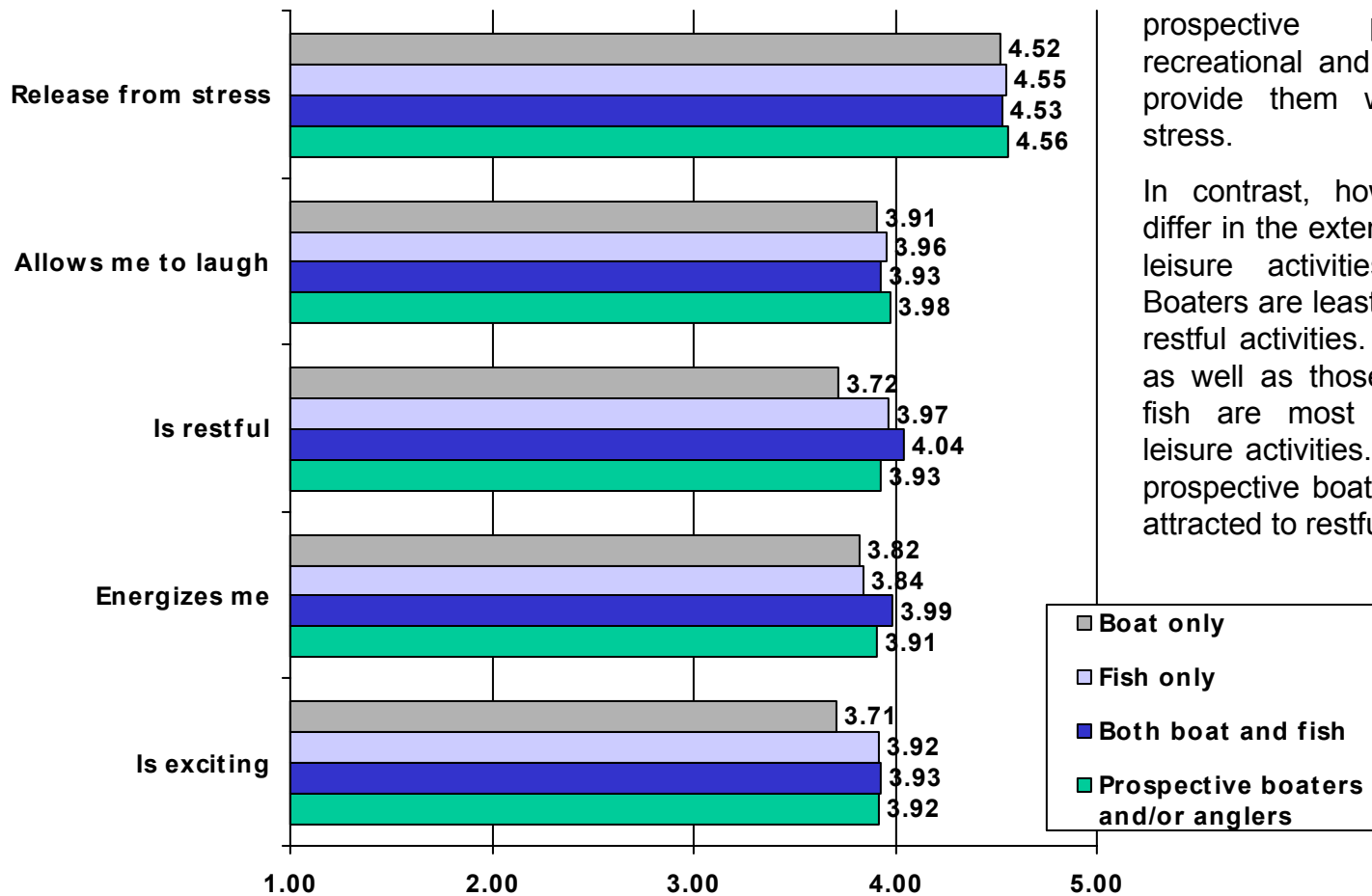
## - Total Sample -



At the least important end of the continuum are several attributes that seem to play less of a role in leisure and recreational decisions. Leisure participants place somewhat less importance on participating in activities that are scary but fun, allow them to be messy, are fast paced, allow them to be competitive or help them to connect with water.

Mean score on a 5-point scale where the higher the score the more important the attribute.

# Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity

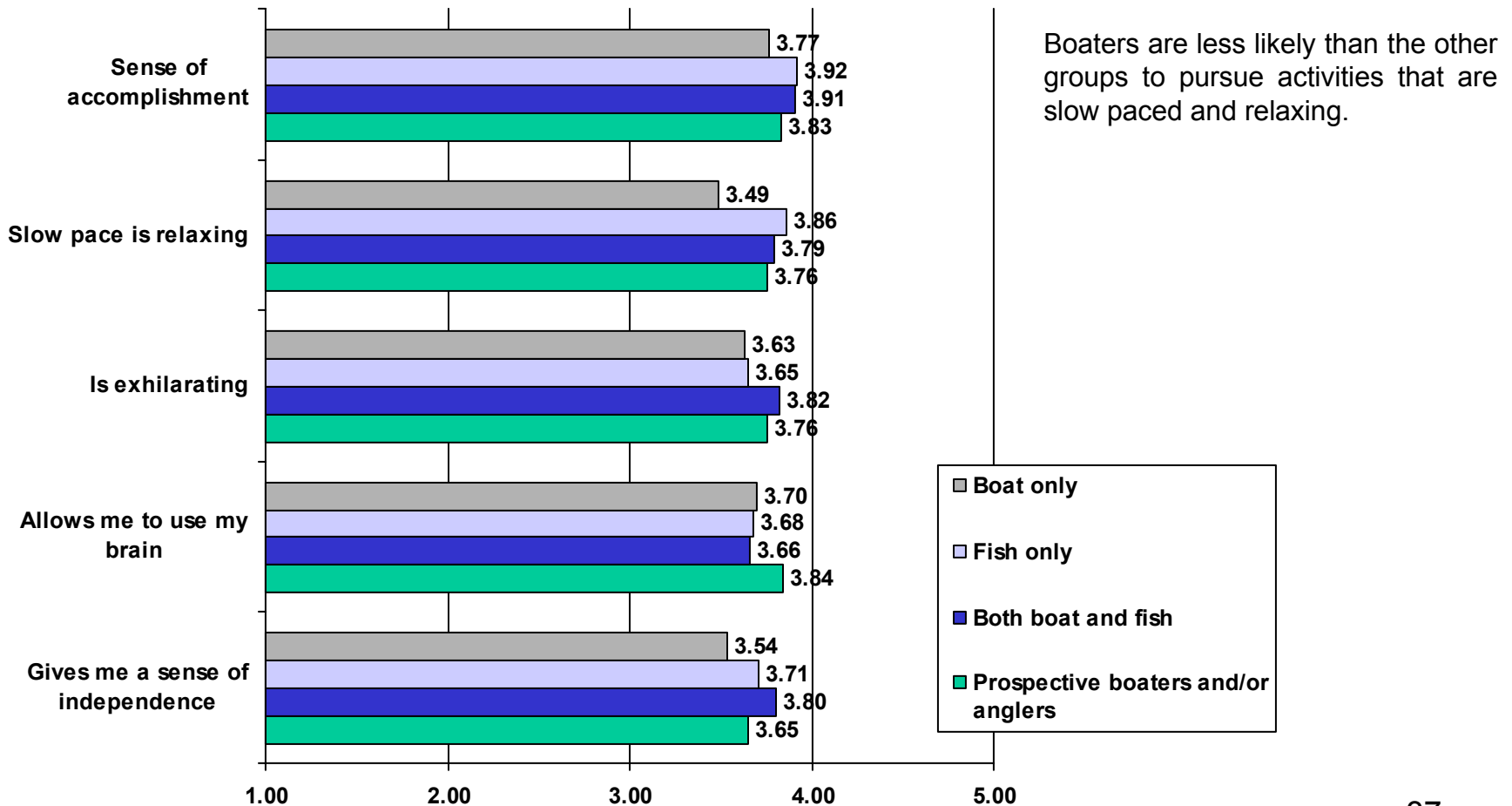


Both current boaters and anglers and prospective participants select recreational and leisure activities that provide them with a release from stress.

In contrast, however, these groups differ in the extent to which they select leisure activities that are restful. Boaters are least likely to participate in restful activities. Those who only fish as well as those who both boat and fish are most interested in restful leisure activities. Current anglers and prospective boaters / anglers are also attracted to restful activities.

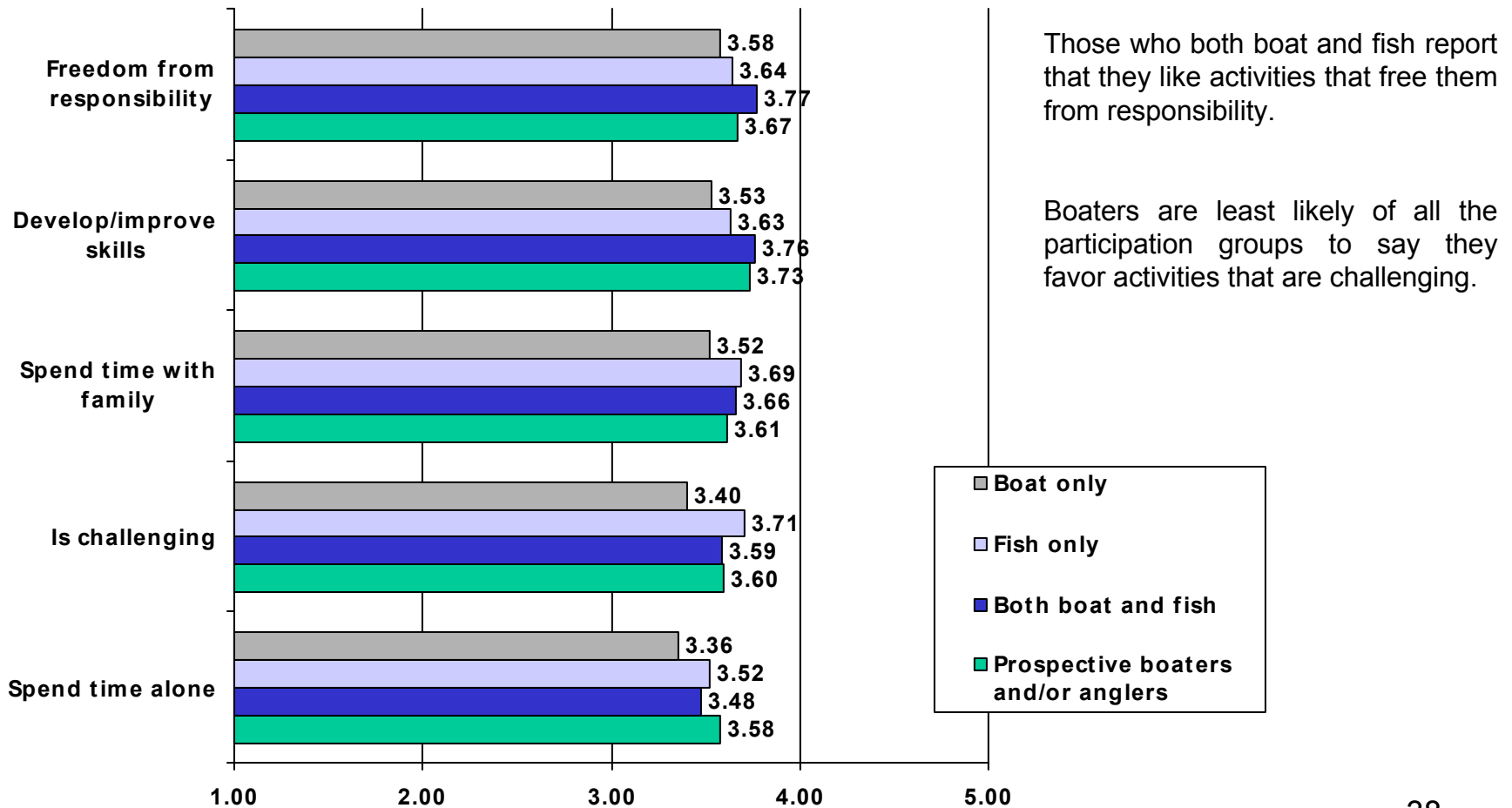
Mean score on a 5-point scale where the higher the score the more important the attribute.

# Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)



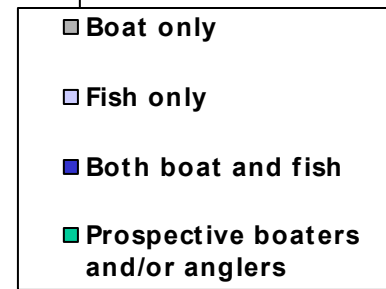
Mean score on a 5-point scale where the higher the score the more important the attribute.

# Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)



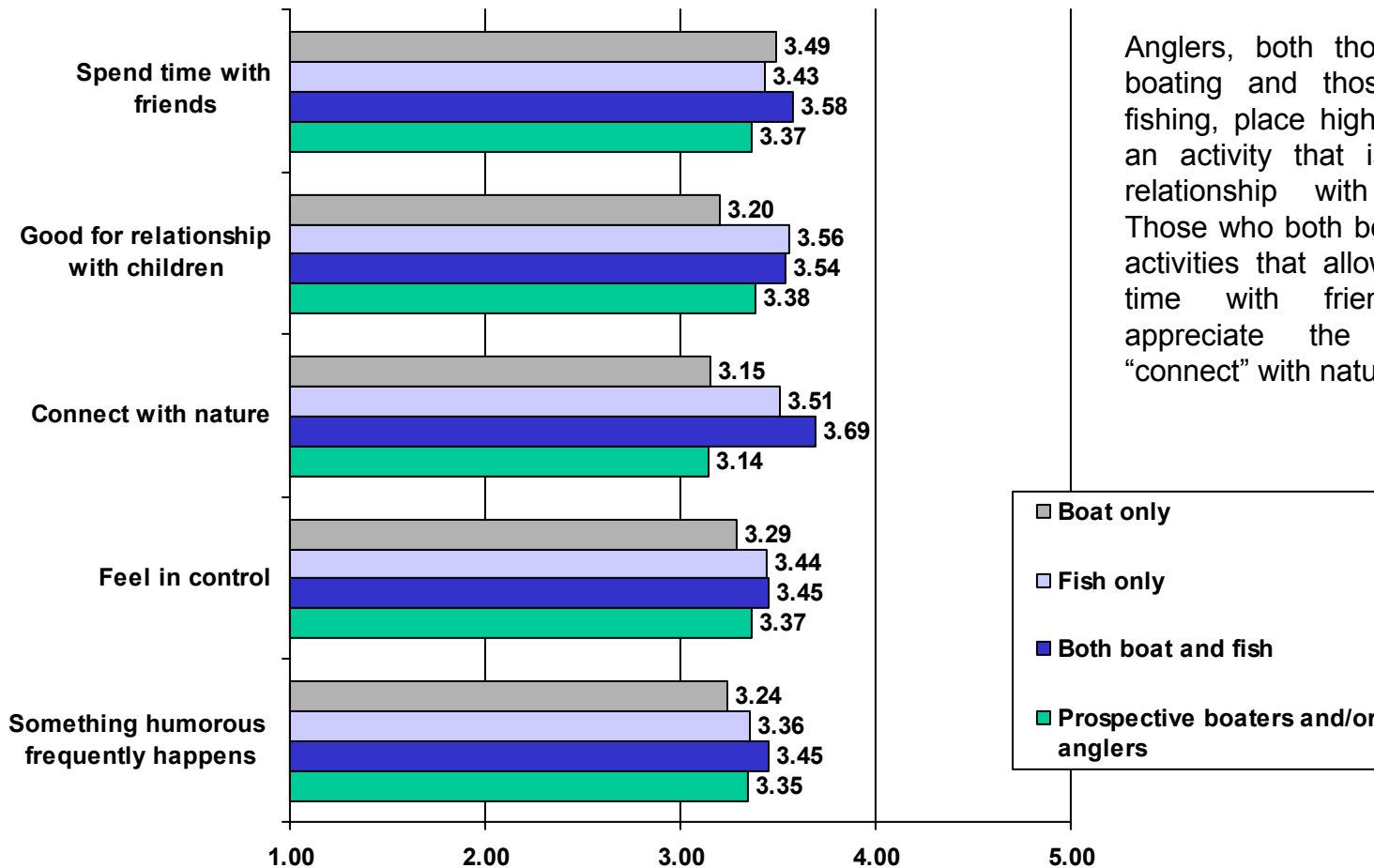
Those who both boat and fish report that they like activities that free them from responsibility.

Boaters are least likely of all the participation groups to say they favor activities that are challenging.



Mean score on a 5-point scale where the higher the score the more important the attribute.

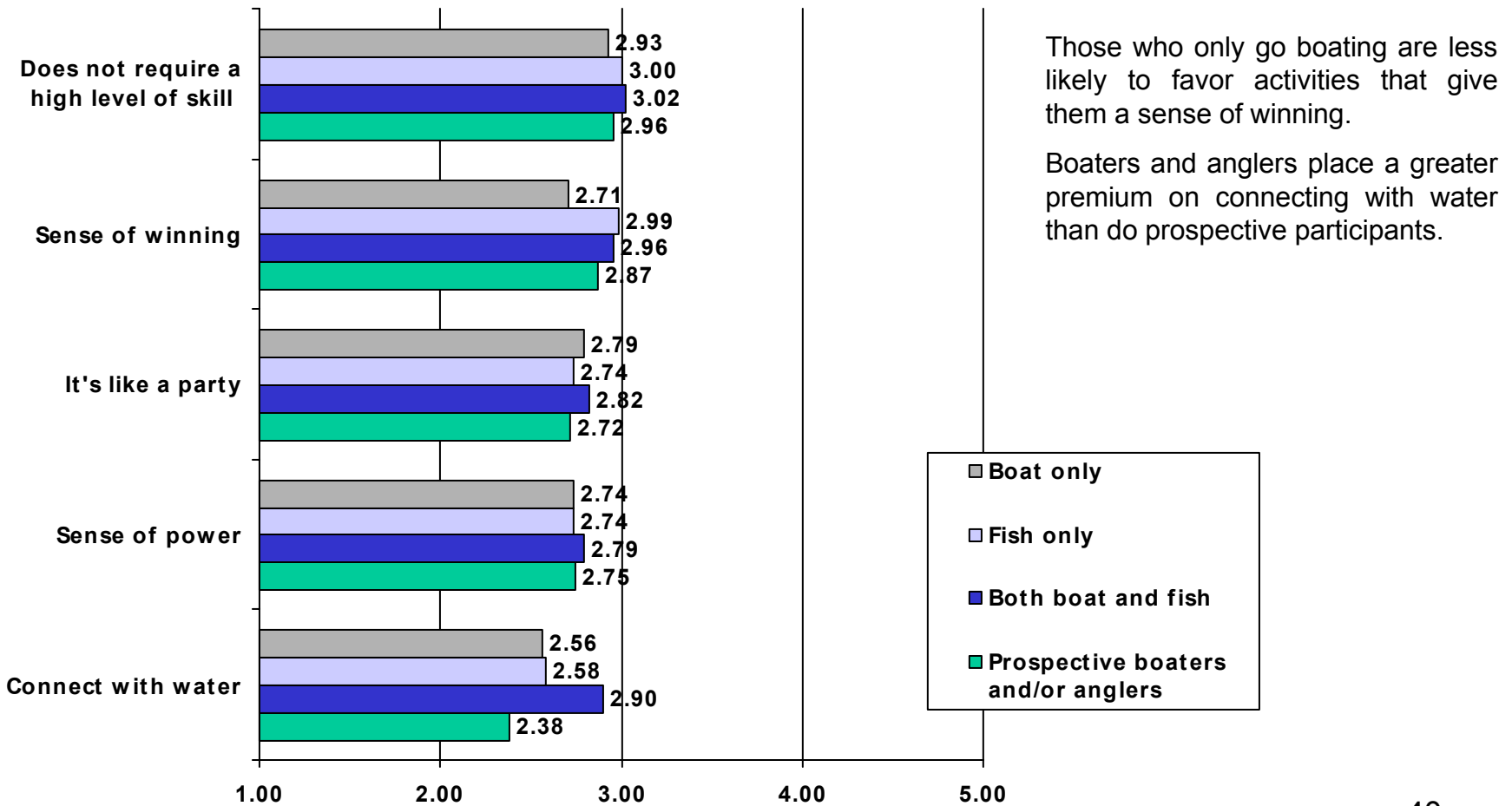
# Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)



Anglers, both those who also go boating and those who only go fishing, place higher importance on an activity that is good for their relationship with their children. Those who both boat and fish value activities that allow them to spend time with friends. Anglers appreciate the opportunity to “connect” with nature.

Mean score on a 5-point scale where the higher the score the more important the attribute.

# Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)

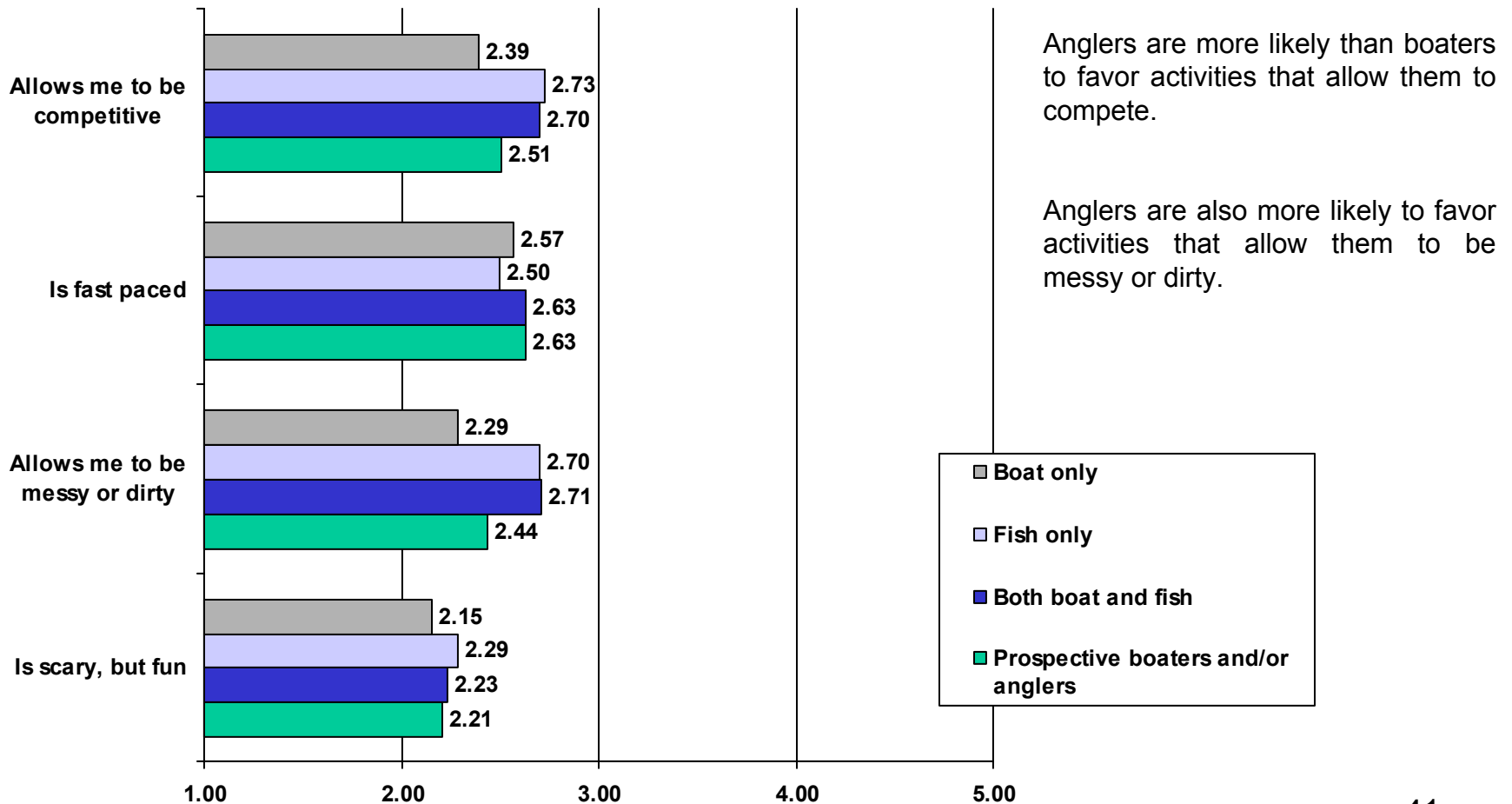


Those who only go boating are less likely to favor activities that give them a sense of winning.

Boaters and anglers place a greater premium on connecting with water than do prospective participants.

Mean score on a 5-point scale where the higher the score the more important the attribute.

# Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)



Anglers are more likely than boaters to favor activities that allow them to compete.

Anglers are also more likely to favor activities that allow them to be messy or dirty.

Mean score on a 5-point scale where the higher the score the more important the attribute.

# Like Best about Favorite Recreational or Leisure Activity

	<u>Total</u>	<u>Boat only</u>	<u>Fish only</u>	<u>Both boat and fish</u>	<u>Pro-spective</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Relaxing	24	21	25	26	21
Get away/ entertaining	12	12	10	11	15
Seeing new places/things	9	6	10	9	11
Nature/the outdoors	8	11	5	9	9
Creativity/ imagination	4	6	4	3	4
Intellectual stimulation/ learn new things	4	5	3	3	5
Challenging/ competitive	4	3	3	4	5
Exercise	3	5	5	3	2

Regardless of whether they are active boaters, anglers, both anglers and boaters or interested in participating, people value recreational and leisure activities because they are relaxing, an escape, and fun and entertaining. They also appreciate seeing new places and things and being outdoors. They also value – but to a lesser extent – being creative and using their imagination, intellectual stimulation, something that is challenging or competitive, and something that allows them to get some exercise.

# Most Important Characteristic of Ideal Recreational or Leisure Activity

	<u>Total</u>	<u>Boat only</u>	<u>Fish only</u>	<u>Both boat and fish</u>	<u>Prospective</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Relaxing	21	23	23	23	21
Fun/enjoyable	16	19	14	8	15
Travel/see different things	10	11	9	10	10
Exercise/fitness	7	7	7	6	9
Outdoors/ wilderness/ wildlife	6	4	7	6	9
Mentally absorbing/ stimulating	6	6	5	5	6
Rewarding/self- satisfaction	5	5	5	5	8
With family/ children	4	4	4	4	5
Challenge/ competition	4	5	5	3	5
Freedom/escape	4	5	3	4	4
Can do anytime/ anywhere	3	4	1	5	2

Based on their ideal visions of recreation and leisure, anglers and boaters – both active and prospective – are attracted to recreational activities that are relaxing, fun and, often, allow them to travel.

# Recreational Boating and Fishing Participation

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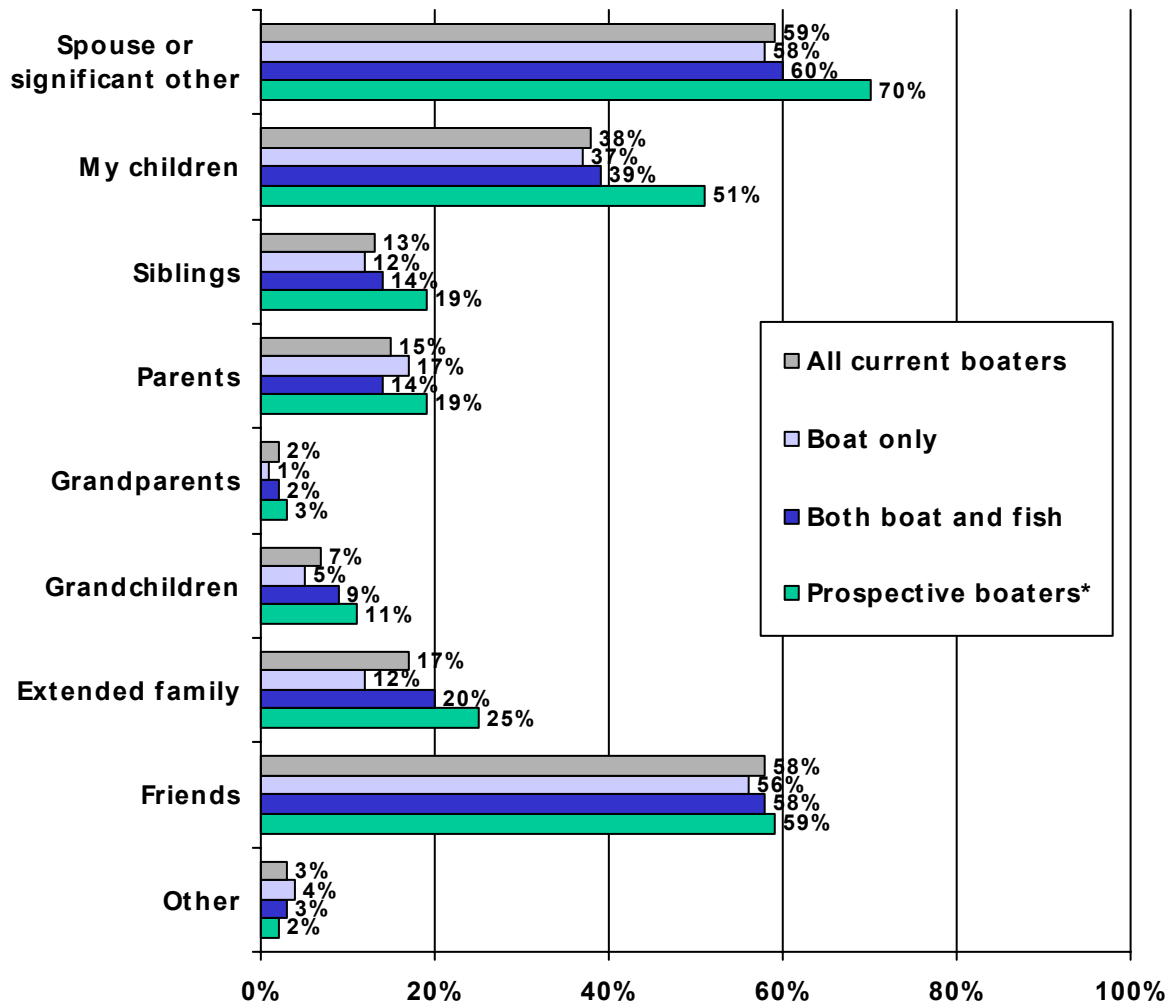
As companions who also participate in these activities, family and friends play important roles in the enjoyment of both boating and fishing. Both boaters and anglers most frequently go boating and fishing with their spouses/significant others, friends and their children. Prospective boaters and anglers are particularly likely to anticipate going with their spouse or significant other.

The most popular boats are row boats/canoes/kayaks, fishing boats (under 20 feet and over) and cruising boats. Fishing boats and row boats/canoes/kayaks are especially popular with participants who go both boating and fishing.

Cruising is a popular reason for going boating. Over forty percent (42%) of those who go boating go in order to go cruising. In contrast, only 13% of boaters go boating in order to go water skiing, tubing, kneeboarding, parasailing and similar activities. A third (34%) go boating to go fishing.

Boaters who have not gone boating in the past year tend to explain that they have no access to a boat or are just too busy. Anglers who have not been fishing in the past year also say they are too busy or just “not interested.” Some also mention that they do not have a boat.

# Boating Companions

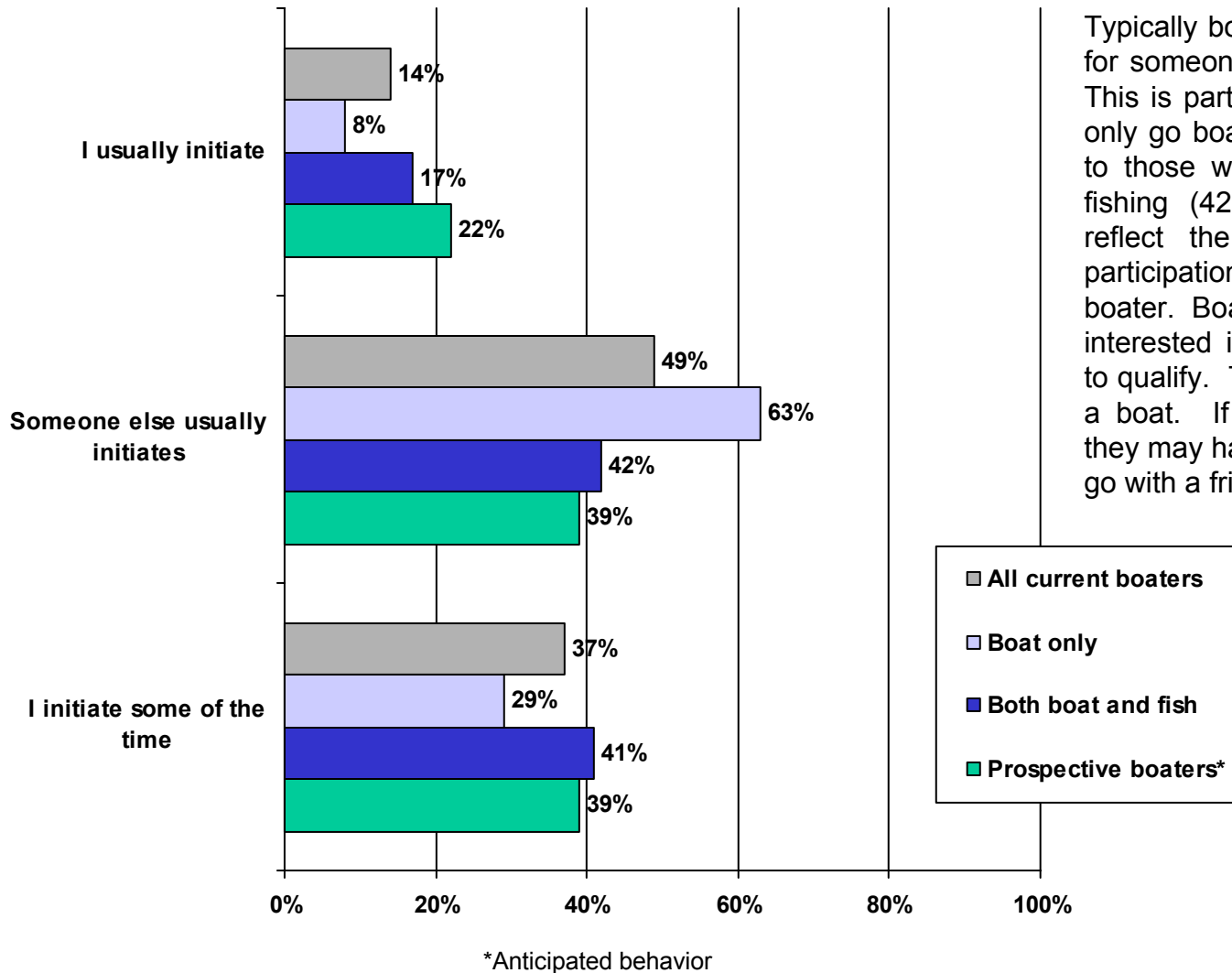


Whether they go both boating and fishing or whether they just go boating, boaters are most likely to go boating with their spouse / significant other (59%), friends (58%), and their children (38%). Boaters also sometimes go boating with siblings (13%), parents (15%), and their extended family members (17%). Those who both boat and fish are more likely than those who only go boating to go with extended family (20% compared to 12%).

Prospective boaters are particularly likely to believe that they would go boating with their spouse or significant other (70%). And, friends (59%) could play a key role in converting these prospects to active participants.

\*Anticipated companions

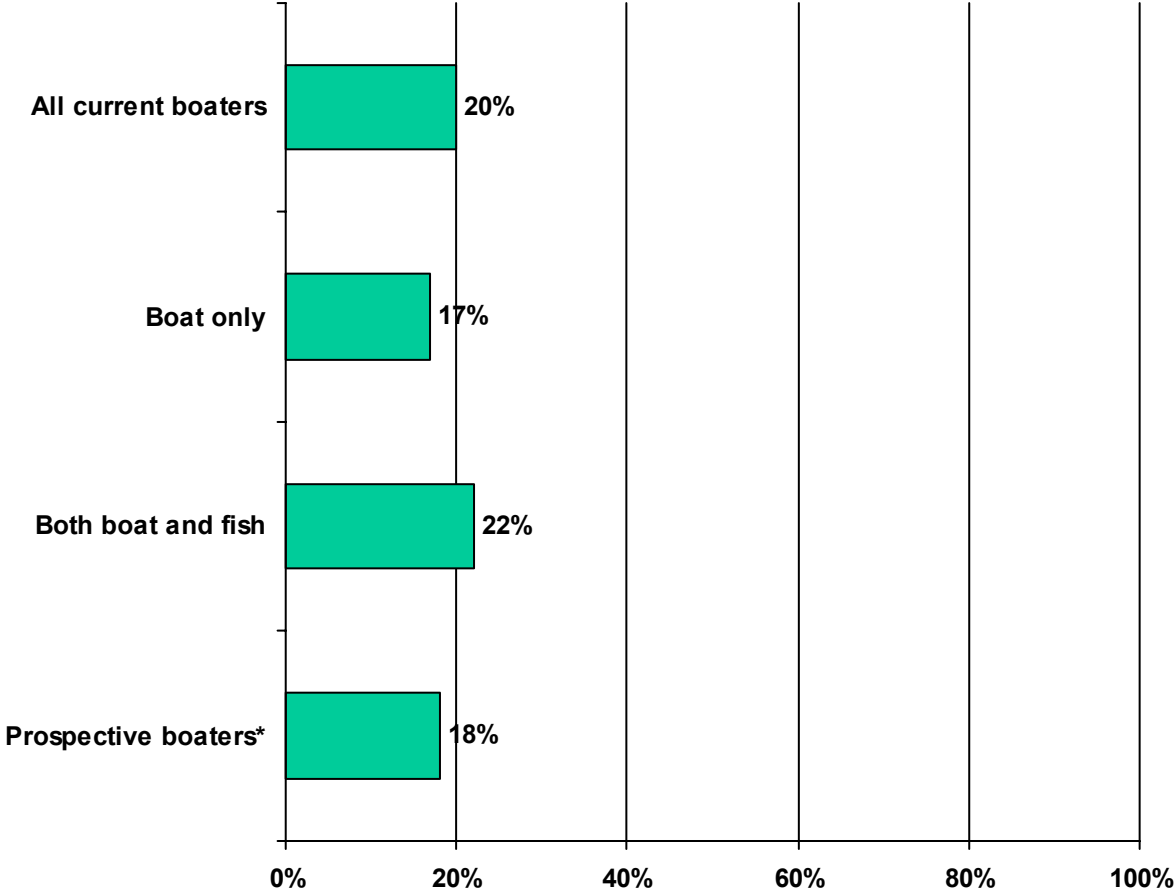
# Initiator of Boating Trips



Typically boaters in this sample wait for someone else to initiate the trip. This is particularly so for those who only go boating (63%) as compared to those who go both boating and fishing (42%). This pattern may reflect the nature of criteria for participation in the study as a boater. Boaters only had to go or be interested in going boating in order to qualify. They did not have to own a boat. If they don't own a boat, they may have to wait to be asked to go with a friend or family member.

# Likelihood of Going Boating If Had to Initiate the Trip

## - Top-2-Box Scores -



Among those who do not typically initiate the trip, 20% would still go boating.

Note: Scores reported are top-2-box scores on a 5-point scale.

Based to those who do not usually initiate trip.  
\*Anticipated behavior

# Type of Boat Used

	<u>All current boaters</u>	<u>Boat only</u>	<u>Both boat and fish</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<b><u>Row boat, canoe or kayak</u></b>			
In last year	20	15	23
In last two years	40	36	42
<b><u>Fishing boat, under 20 feet</u></b>			
In last year	27	11	35
In last two years	60	38	61
<b><u>Fishing boat, 20 feet or over</u></b>			
In last year	18	7	24
In last two years	45	25	54
<b><u>Cruising boat, between 21 and 50 feet</u></b>			
In last year	19	18	19
In last two years	46	55	41
<b><u>Luxury yacht, over 50 feet</u></b>			
In last year	6	6	6
In last two years	17	21	15
<b><u>Sailboat</u></b>			
In last year	9	10	9
In last two years	18	19	18
<b><u>Pontoon boat</u></b>			
In last year	15	12	17
In last two years	31	28	32
<b><u>Personal watercraft</u></b>			
In last year	13	8	15
In last two years	24	21	25
<b><u>Other</u></b>			
In last year	2	2	2
In last two years	7	6	7

In the past year, more boaters have gone boating in fishing boats under 20 feet (27%) and in row boats, canoes and kayaks (20%). In the past two years, boaters are most likely to have gone boating in fishing boats under 20 feet (60%), cruising boats (46%), fishing boats 20 feet and over (45%) and row boats, canoes and kayaks (40%). The popularity of specific types of boats does vary, however, depending upon whether the boater is also an angler. Row boats, canoes and kayaks, as well as fishing boats, are more popular with those who go both boating and fishing than they are with those who only go boating.

Classification definitions:

*Boat only* refers to respondents who only go boating. These respondents do not also go fishing.

*Both boat and fish* refers to respondents who go both boating and fishing.

*All current boaters* includes both these who go boating only as well as those who go both boating and fishing.

The numbers reported are proportions based to the total number in each group, the numbers are *not* additive. That is, the numbers in columns 2 and 3 cannot be added to total column 1. The proportions in column 1 are more accurately interpreted as an “average” of columns 2 and 3 combined.

# Current Boat Ownership

	<u>All current boaters</u>	<u>Boat only</u>	<u>Both boat and fish</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Row boat, canoe or kayak	13	9	15
Fishing boat, under 20 ft.	18	7	23
Fishing boat, 20 ft. or over	6	1	8
Cruising boat, between 21 & 50 ft.	5	6	5
Luxury yacht, over 50 ft.	1	2	1
Sailboat	4	5	3
Pontoon boat	4	3	4
Personal watercraft	5	4	5
Other	1	2	1

Not surprisingly, the most commonly owned boats are row boats, canoes or kayaks and fishing boats – especially those under 20 feet.

Note: Boat ownership was not required to participate in the study. Thus, not all respondents reported that they owned boats.

# Frequency of Going Boating to Go Fishing

	<b><u>All current boaters</u></b>	<b><u>Boat only</u></b>	<b><u>Both boat and fish</u></b>
	<b><u>%</u></b>	<b><u>%</u></b>	<b><u>%</u></b>
Always	10	1	14
Most of the time	24	2	35
Sometimes	25	16	29
Seldom	24	34	19
Never	18	47	3

About one-third of boaters (34%) generally go boating to go fishing. That is, they always (10%) or most of the time (24%) go boating to go fishing. That proportion goes up (to 49%) among those who are both boaters and anglers. As would be expected, it is fairly low (3%) among those who qualify only as boaters.

Note: The categories were self-defined. That is, respondents interpreted what “always,” “most of the time,” “sometimes,” “seldom” and “never” meant to them. Thus, some who have not gone fishing in the last two years and were not classified as “active” anglers indicated that they go fishing when they go boating. The 1% of those classified as “boat only” who said that they always go boating to go fishing and the 2% who “most of the time” go boating to go fishing are probably anomalies and may reflect how people define the scale and how they define participation. For example, a spouse who does not fish may go boating with a spouse who does fish. Thus, they go boating with the purpose of going fishing -- even though it is the spouse who is fishing.

# Frequency of Going Boating to Go Water Skiing, Tubing, Kneeboarding, Para-Sailing or Similar Activities

	<b><u>All current boaters</u></b>	<b><u>Boat only</u></b>	<b><u>Both boat and fish</u></b>
	<b><u>%</u></b>	<b><u>%</u></b>	<b><u>%</u></b>
Always	3	5	2
Most of the time	10	8	11
Sometimes	27	29	26
Seldom	28	25	29
Never	32	32	32

Thirteen percent (13%) of boaters go boating to go water skiing, tubing, kneeboarding, para-sailing and similar activities. About one-third of boaters (32%) never go boating to participate in these activities. These patterns are fairly constant regardless of whether participants go boating only or go both boating and fishing.

# Frequency of Going Boating to Go Cruising

	<b><u>All current boaters</u></b>	<b><u>Boat only</u></b>	<b><u>Both boat and fish</u></b>
	<b><u>%</u></b>	<b><u>%</u></b>	<b><u>%</u></b>
Always	13	24	8
Most of the time	29	34	26
Sometimes	34	27	38
Seldom	16	10	18
Never	8	5	10

Cruising is fairly popular among boaters, although it is less popular with boaters who also go fishing. One-third of this group (34%) say they always or most of the time go boating in order to go cruising. In contrast, 58% of those who boat but do not fish go boating in order to go cruising.

# Reasons for Not Boating in Past Year

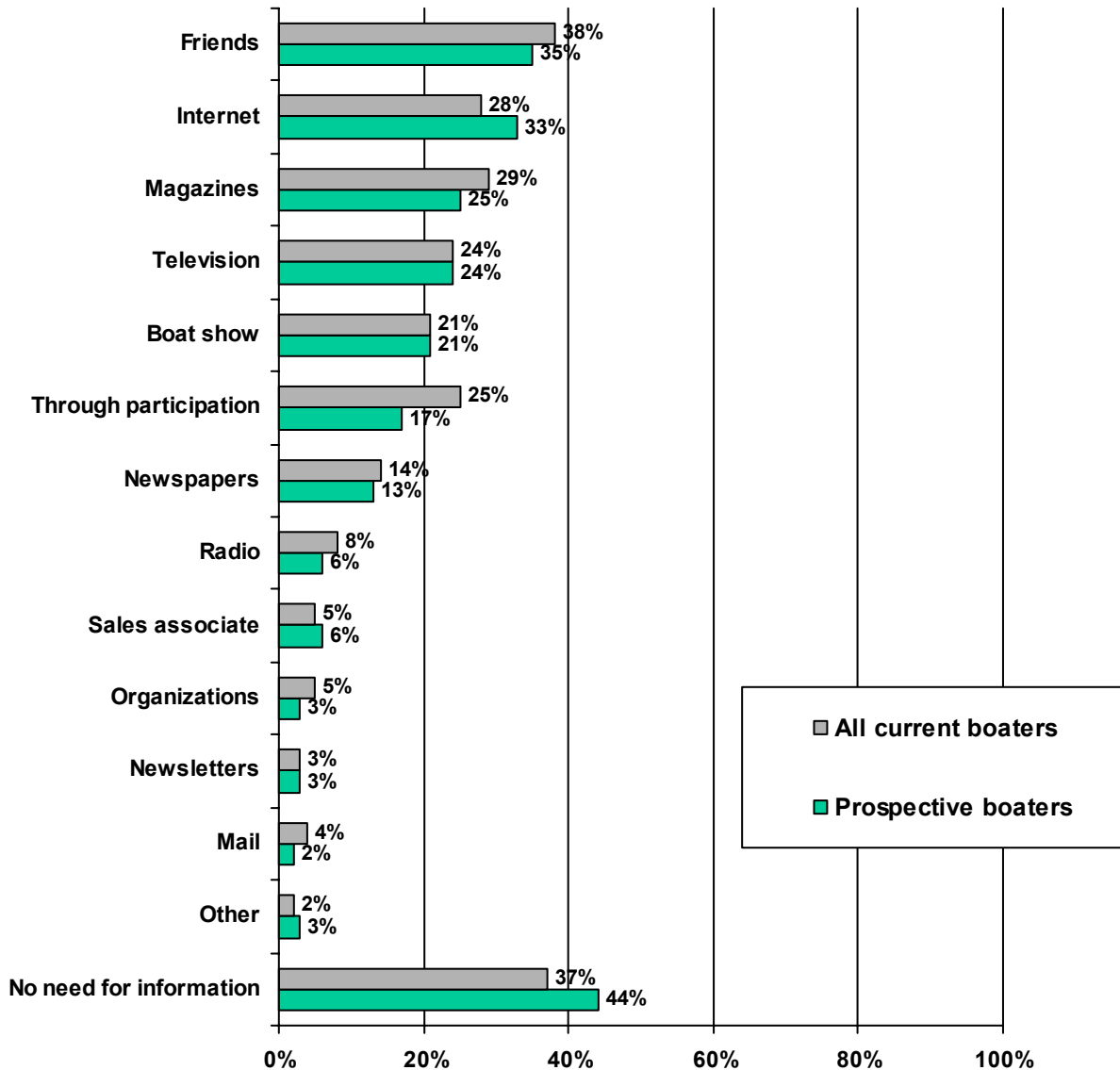
	<u>All current boaters*</u>	<u>Boat only*</u>	<u>Both boat and fish*</u>	<u>Prospective boaters*</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
No access to boat	50	59	44	56
Too busy/no time	24	20	26	21
Old boat	9	5	11	9
Too far from water	8	-	7	8
Too expensive	7	6	7	10
Health/old age	5	5	6	8
Not interested/ don't like boating	6	6	6	4

The most commonly cited reason for not going boating in the last year is not having access to a boat (50%). One-fourth (24%) report that they have just been too busy or have had no time to go boating. Others blame having an old boat (9%), being too far from the water (8%), cost/expense (7%), or health and old age reasons (5%). Six percent (6%) say they are just not interested or do not like boating.

Note: Respondents could qualify as a boater even if they had not gone boating in the past year. They could have gone boating in the last two years or they might be interested in going boating.

\* Have not been boating in past year.

# Top Choices for Boating Information

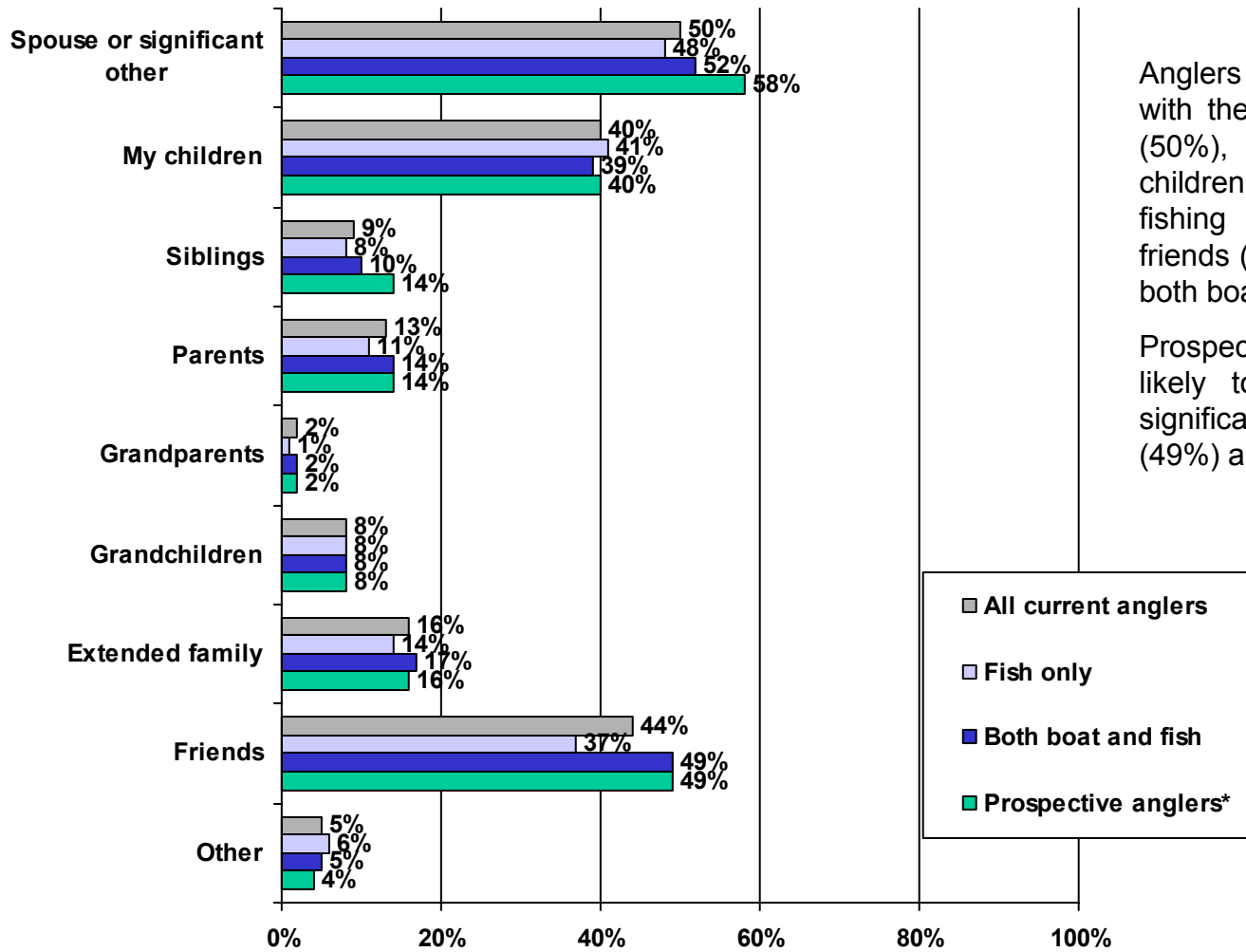


Boaters are most likely to rely on their friends for information about boating (38%). They also rely on the internet (28%), magazines (29%), television (24%) and boat shows (21%).

Prospective boaters would also rely on friends for information about boating (35%). Additionally, the internet could be a useful way to reach prospective boaters as 33% of this group look to the internet for information about boating. This high reliance on the internet may be due in part to the use of the internet data collection methodology.

About 37% of current participants and 44% of prospective boaters say that they currently have no need for information about boating.

# Fishing Companions

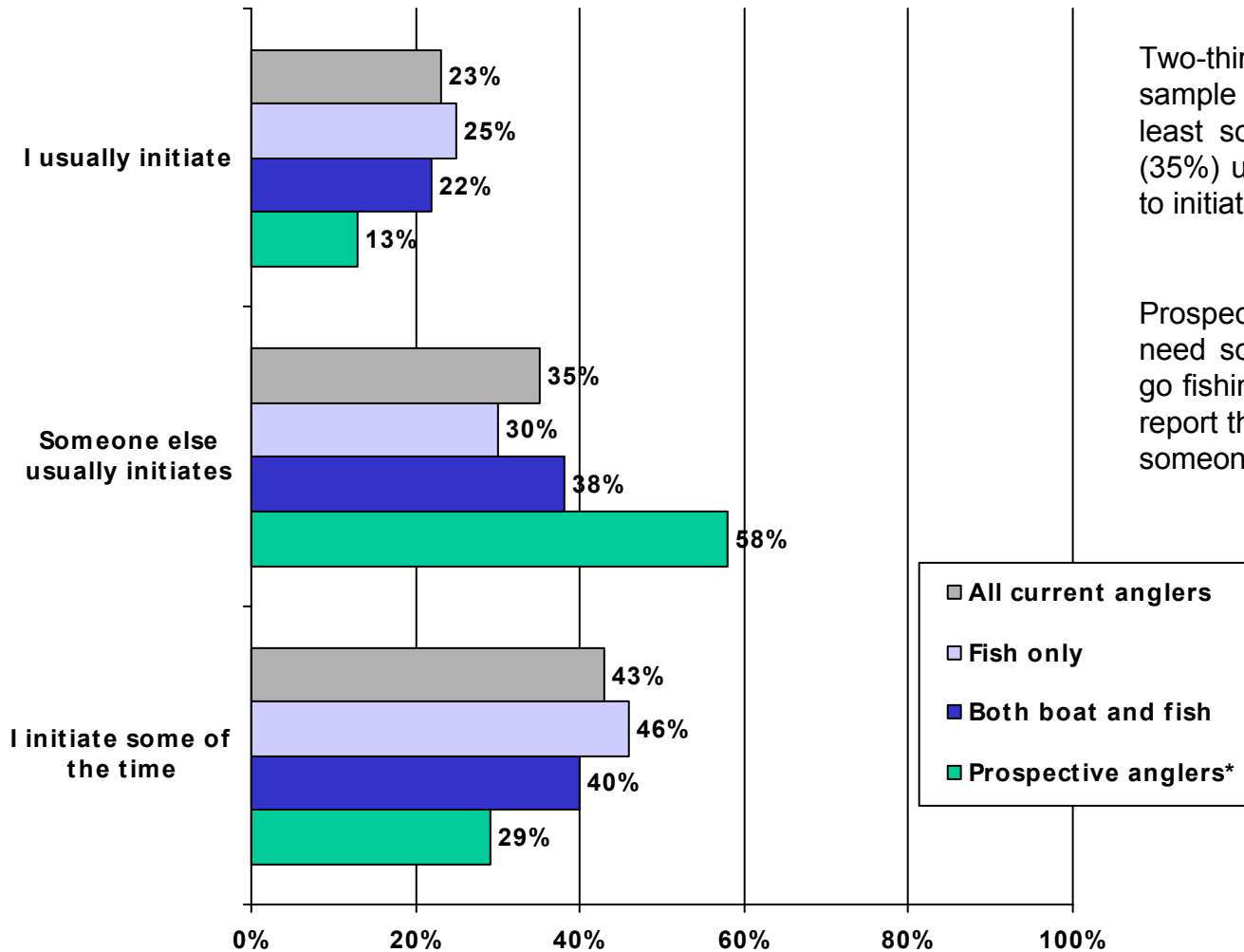


Anglers are most likely to go fishing with their spouse / significant other (50%), friends (44%) and their children (40%). Those who only go fishing are less likely to go with friends (37%) than are those who go both boating and fishing (49%).

Prospective anglers are also most likely to go with their spouse / significant other (58%), friends (49%) and their children (40%).

\*Anticipated companions

# Initiator of Fishing Trips



Two-thirds of anglers (66%) in this sample initiate the fishing trip at least some of the time. One-third (35%) usually rely on someone else to initiate the trip.

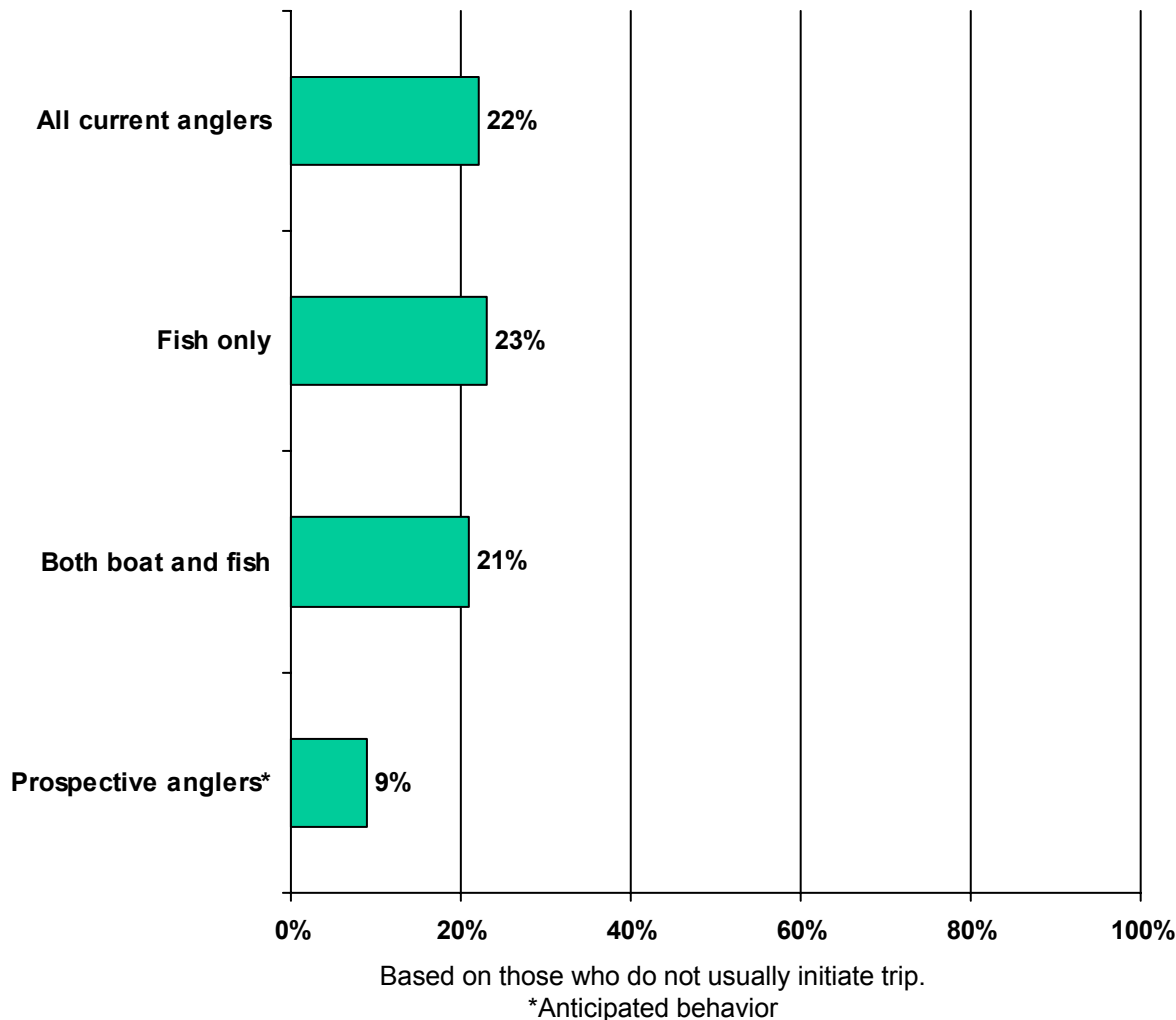
Prospective anglers would generally need someone else to ask them to go fishing. Fifty-eight percent (58%) report that they would usually expect someone else to initiate the trip.

- All current anglers
- Fish only
- Both boat and fish
- Prospective anglers\*

\*Anticipated behavior

# Likelihood of Going Fishing If Had to Initiate the Trip

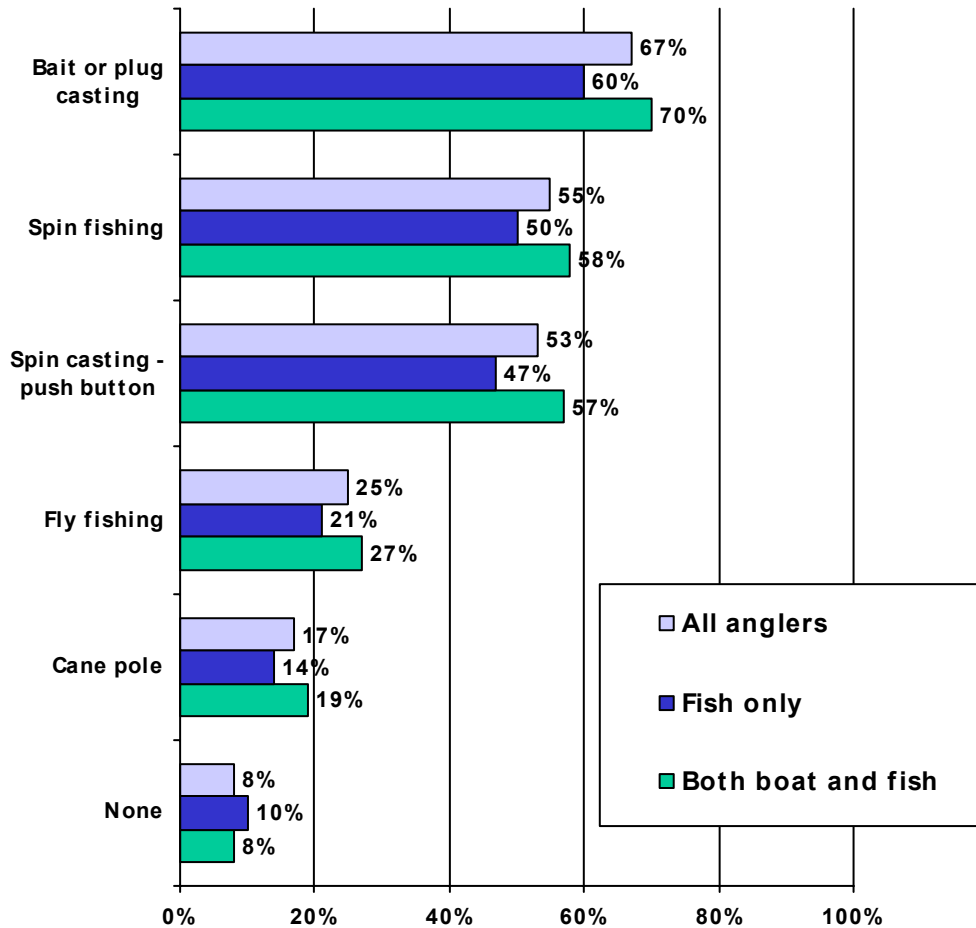
## - Top-2-Box Scores -



Twenty-two percent (22%) of current anglers who usually do not initiate the trip would still go fishing if they had to initiate the trip themselves. In contrast, interest wanes among prospective anglers if they would have to initiate the trip. Only 9% of this group would go fishing if they had to initiate the trip.

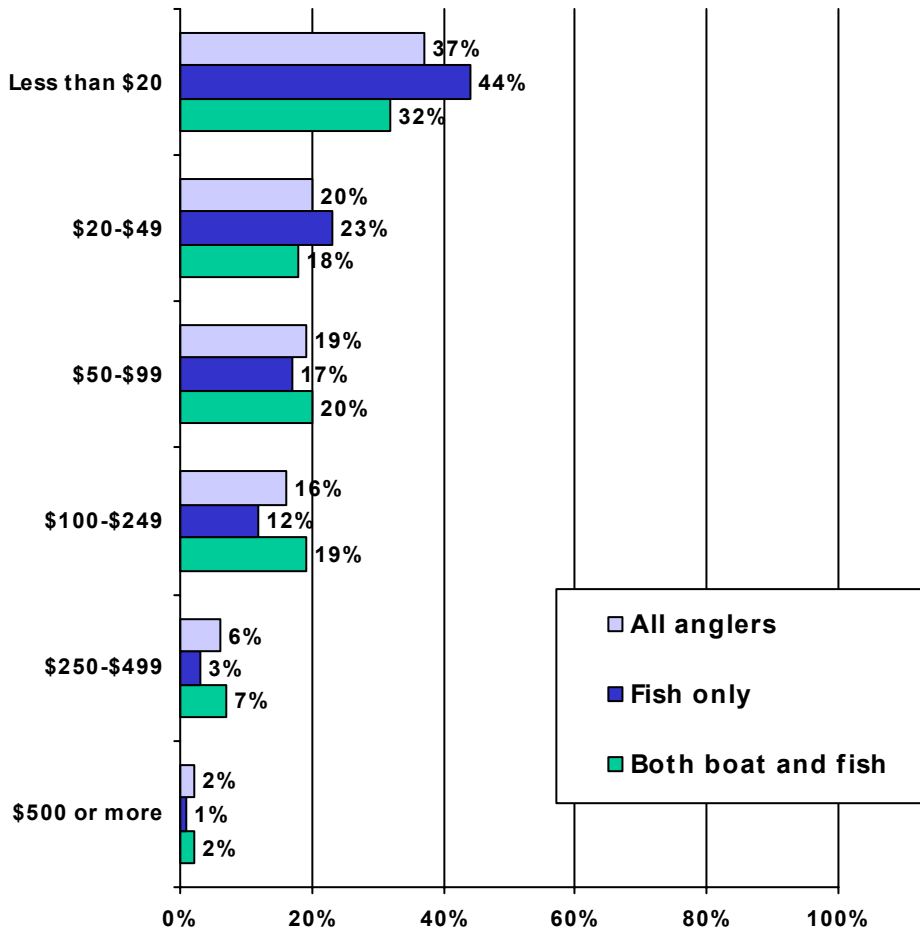
Note: Scores shown are top-2-box scores on 5-point scale.

# Types of Fishing Tackle Currently Own



Anglers (67%) are most likely to own bait or plug casting equipment. This is particularly true for those who go both boating and fishing (70%). Anglers are also particularly likely to have spin fishing (55%) and spin casting – push button equipment (53%). They are least likely to have a cane pole (17%) or fly fishing equipment (25%).

# Annual Expenditure on Fishing Equipment



In general, anglers are typically spending less than \$50 annually on fishing equipment. Those who go both boating and fishing tend to spend more than those who only go fishing. About one-half (48%) of those who go both boating and fishing spend more than \$50 annually. In contrast, only 33% of those who only go fishing spend over \$50 annually.

# Reasons for Not Fishing in Past Year

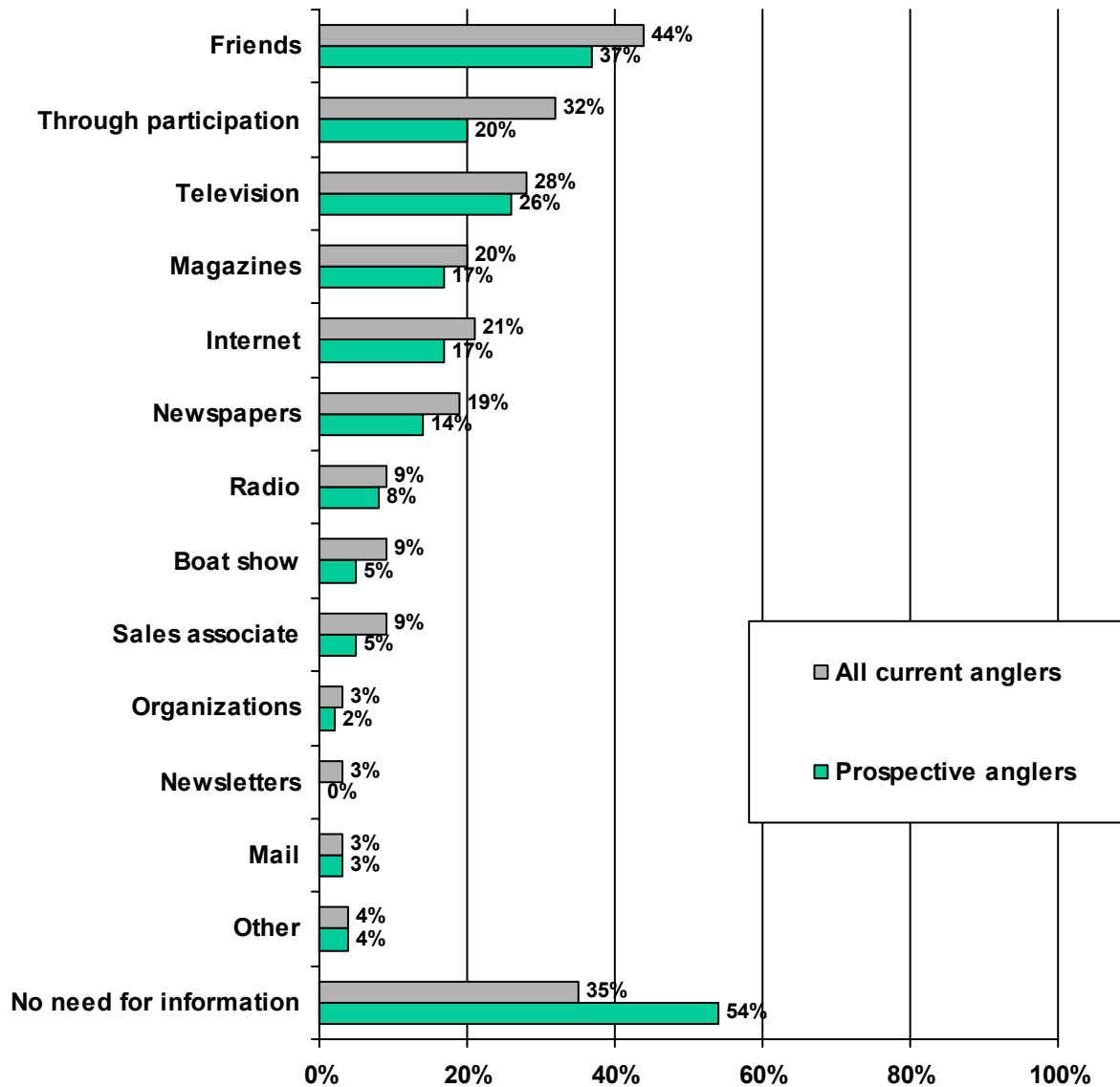
	<u>All current anglers*</u>	<u>Fish only*</u>	<u>Both boat and fish*</u>	<u>Prospective anglers*</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Too busy	41	47	37	28
Not interested	19	14	23	33
No opportunity / no boat	10	6	13	15
No longer around people fished with in past	9	7	10	11
Too far from good fishing area	8	7	7	10
Too expensive	8	7	-	10
Health/old age	7	6	7	4
Don't have gear	5	8	2	7

Anglers who have not participated in the last year have been too busy (41%) or just have had no opportunity (10%). Some (9%) seem to need friends or relatives close by to go fishing because they say they have not been fishing recently because the people they go with are not around any longer. Some (8%) do not have a good fishing spot close. Others (7%) blame health and old age, don't have the right gear (5%) or believe it is too expensive (8%).

Nearly 1 out of 5 (19%) of anglers who have not gone fishing in the last year simply say that they are not interested.

\* Have not been fishing in last year.

# Top Choices for Fishing Information



Anglers rely on friends (44%), their own participation (32%), television (28%), magazines (20%), and the internet (21%) for information about fishing.

Prospective anglers would rely on friends (37%) for information, as well as television (26%), participation (20%) and the internet (17%).

A third (35%) of current anglers say that they have no need for information. Similarly, over one-half (54%) of prospective anglers report that, currently, they have no need for information about fishing.

# Reasons for Participating in Recreational Boating and Fishing

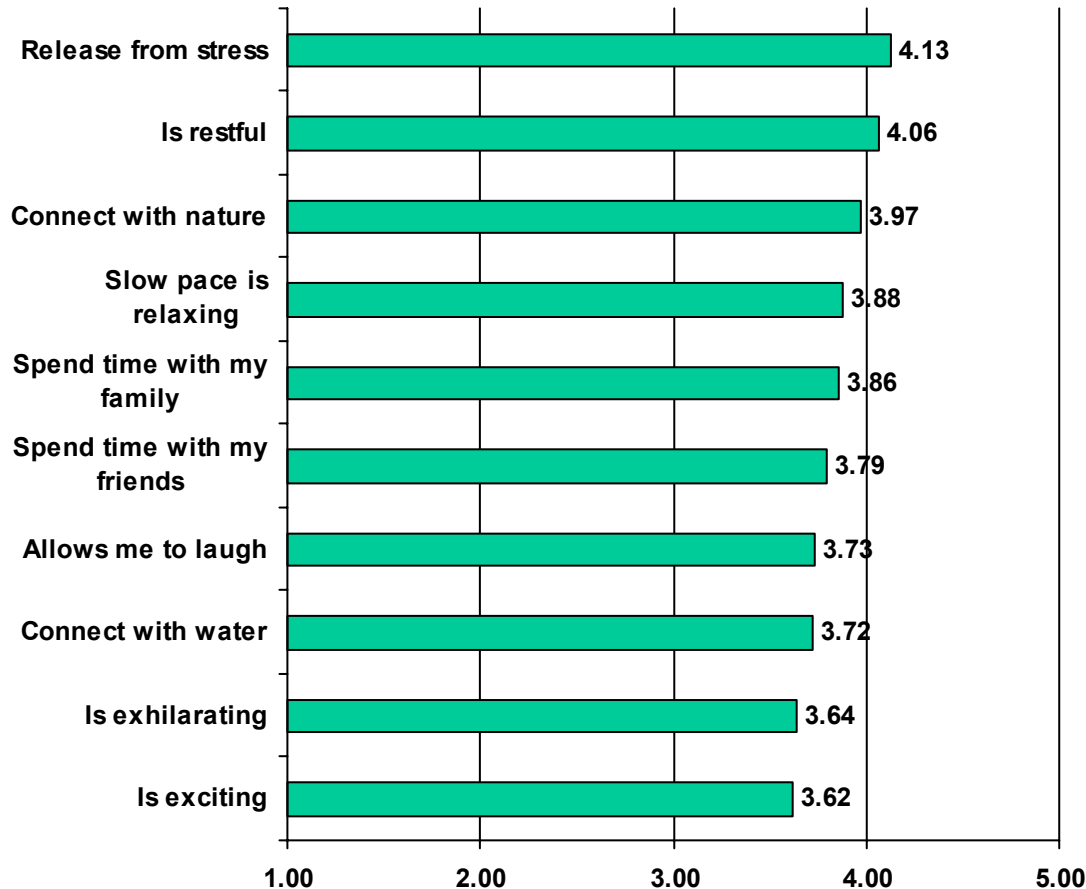
# Reasons for Participating in Boating and Fishing

People tend to participate in boating and fishing for the same general reasons -- release from stress, a restful experience, and the opportunity to connect with nature. They also appreciate -- but to a slightly lesser extent -- the relaxing, slow pace, spending time with family and friends, the connection with water, and the opportunity to have fun and laugh.

Some physical experiences or sensations also capture important elements of the attraction of recreational boating and fishing. Both boaters and anglers mention the feeling of the warm sun on their face and the wind in their hair as playing roles in imagined ideal boating and fishing scenarios.

# Importance of Specific Attributes for Enjoyment of Boating

## - All Boaters -

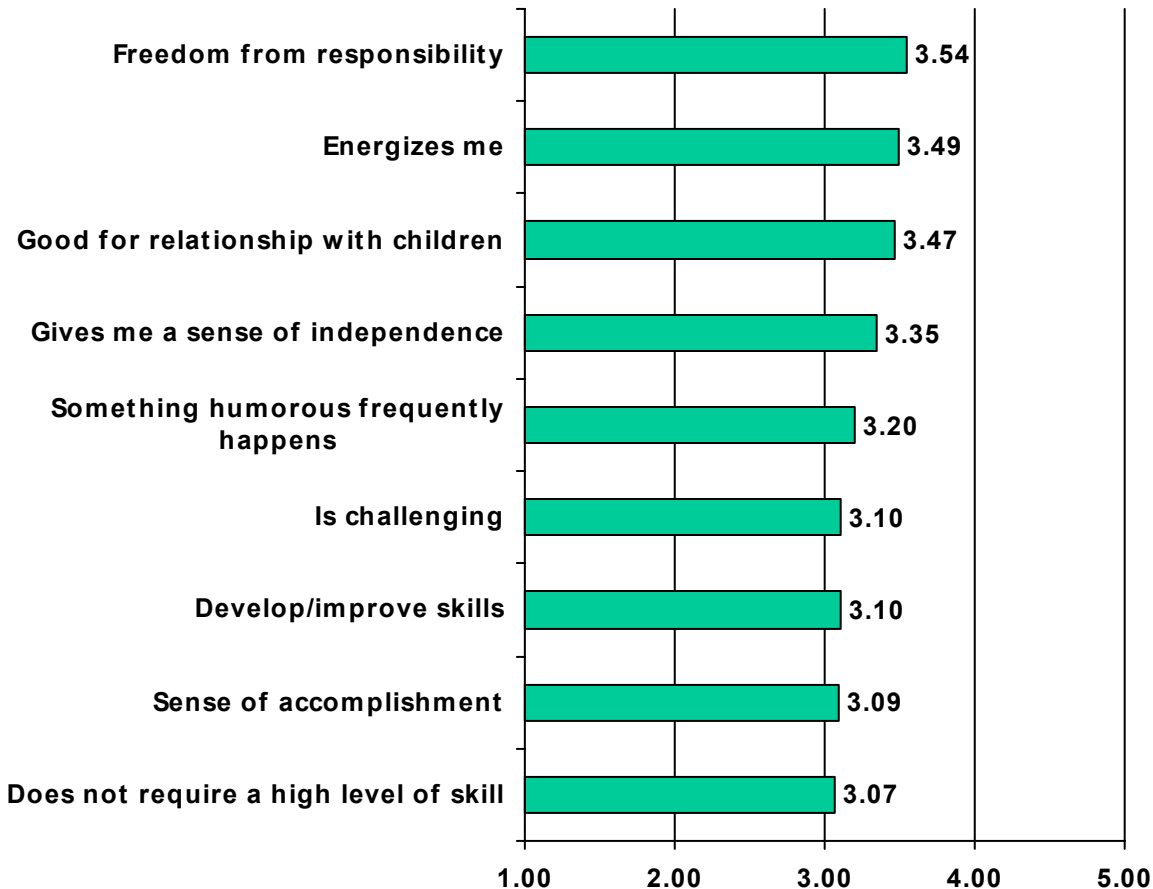


Boaters like to go boating because it is a release from stress, is restful, and it connects them with nature. Also important – but slightly less so – are the relaxing, slow pace, spending time with family, spending time with friends, the opportunity to laugh, and the opportunity to connect with water.

Mean score on a 5-point scale where the higher the score the more important the attribute.

# Importance of Specific Attributes for Enjoyment of Boating (con't)

- All Boaters -

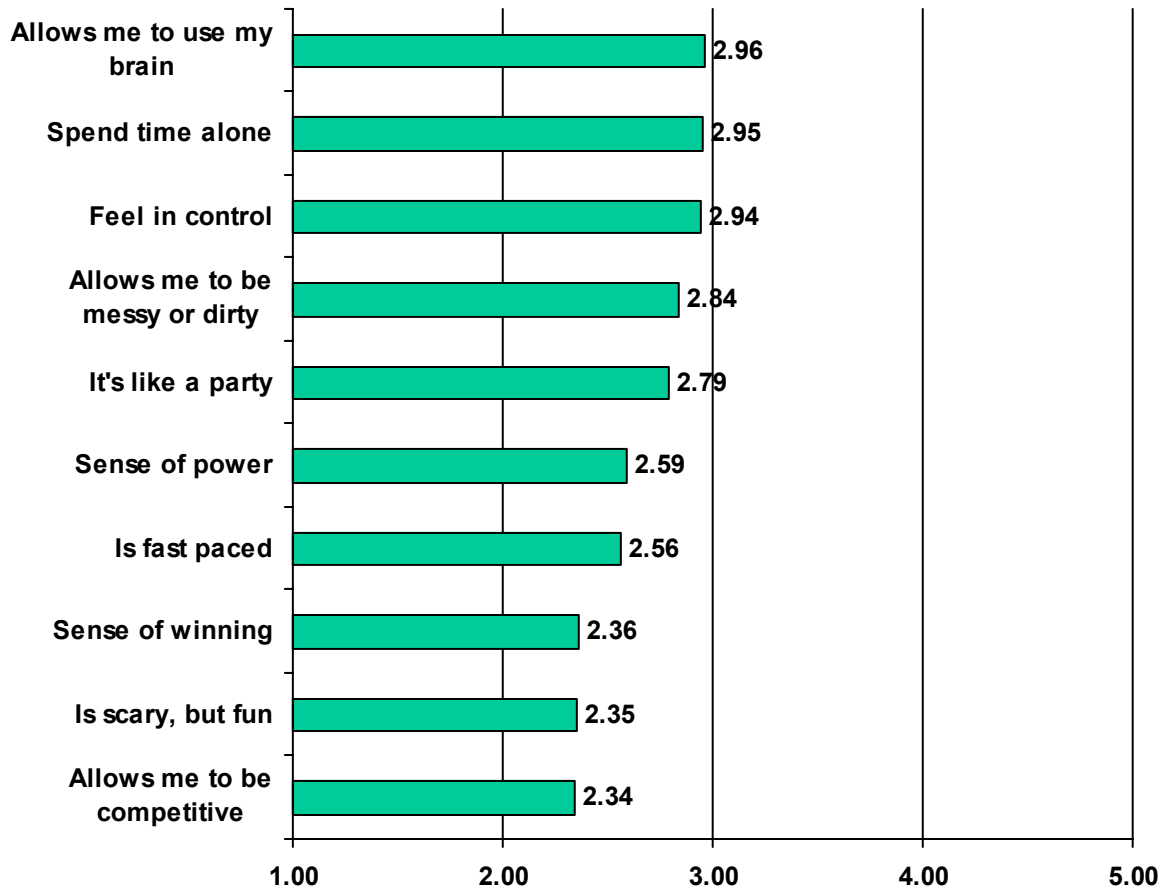


In the moderate range of importance, freedom from responsibility, energizing capacity and being good for relationship with their children stand out as important reasons for going boating.

Mean score on a 5-point scale where the higher the score the more important the attribute.

# Importance of Specific Attributes for Enjoyment of Boating (con't)

- All Boaters -



At the other extreme are attributes that are less important for enjoyment of boating: the opportunity to be competitive, being scary but fun, the sense of winning, the fast pace and the sense of power participants experience.

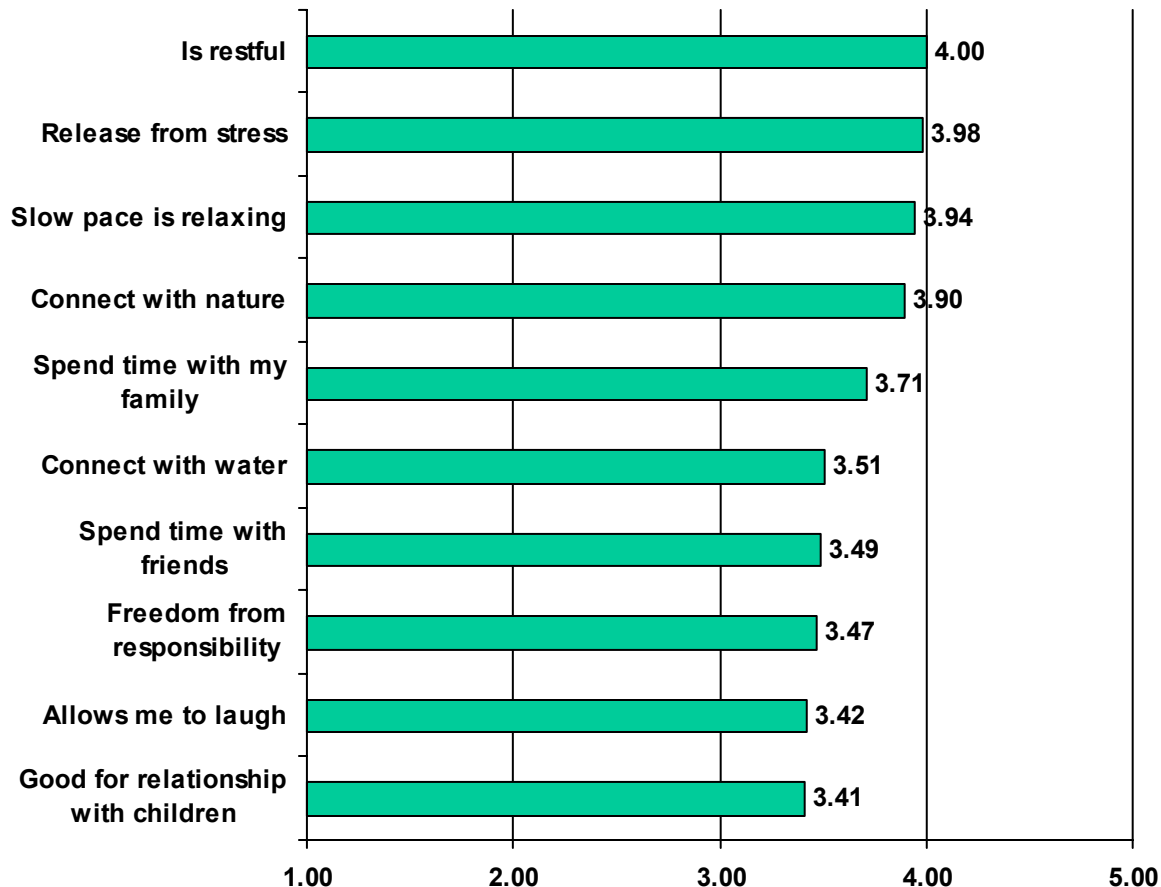
Mean score on a 5-point scale where the higher the score the more important the attribute.

# Imagined Feelings of Ideal Boating Scenario

	<u>All current boaters</u>	<u>Boat only</u>	<u>Both boat and fish</u>	<u>Prospective</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Peaceful/calm	70	69	-	67
Happy/joy	25	23	26	23
Warm/sun on face	15	20	13	11
Excited/ invigorated	14	5	14	16
With spouse/ partner	6	8	6	6
Wind in face/hair	7	8	7	9
Fishing/catching fish	6	5	7	8
With family/ children	6	6	7	7
At one with nature/God/ universe	6	6	6	5

Boating is associated, above all, with feelings of peace and calm (70%). Boaters also mention the happiness and joy (25%) that they associate with boating. A physical experience is also associated with boating in that 15% mentioned the feeling of warmth from the sun on their face. Being excited and invigorated is also commonly associated with boating (14%).

# Importance of Specific Attributes for Enjoyment of Fishing - All Anglers -



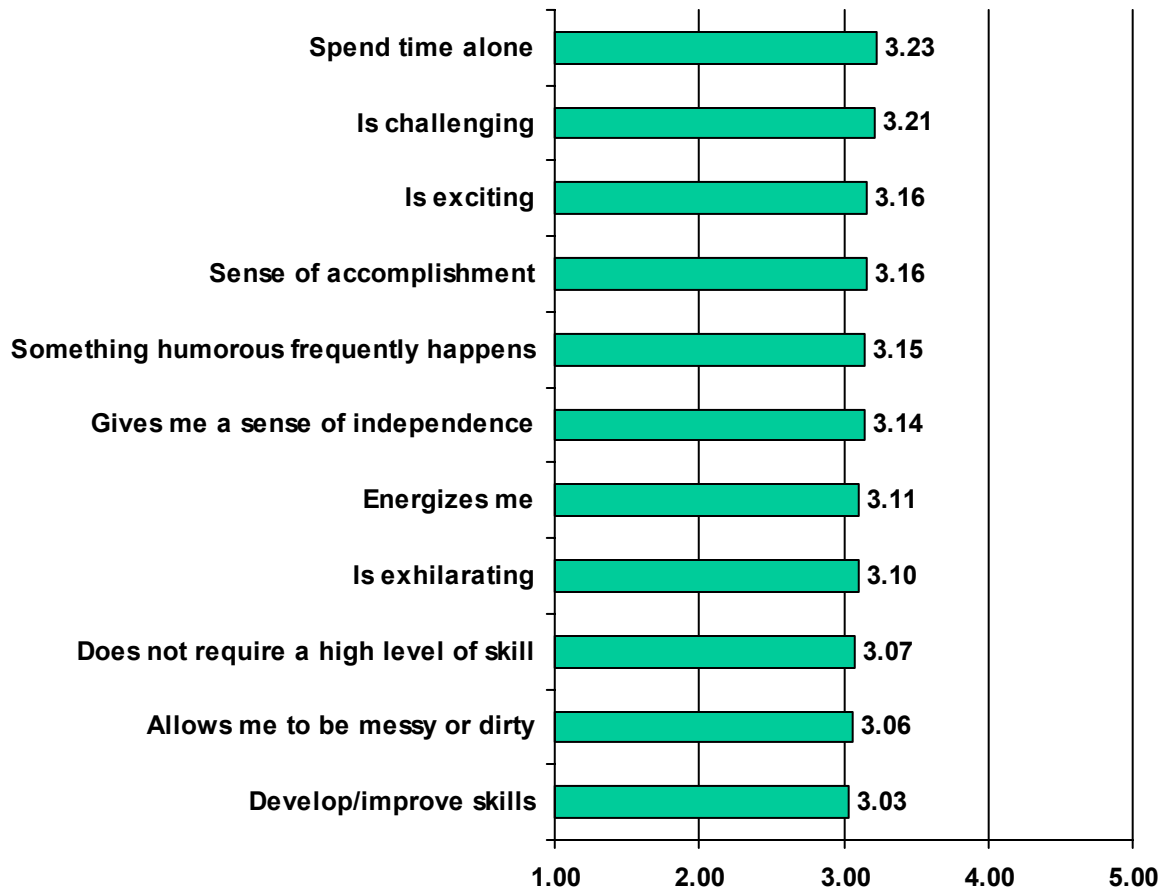
Most important to enjoyment of fishing as a leisure or recreational pursuit are its restful quality, release from stress, relaxing slow pace, and the opportunity to connect with nature.

Anglers also participate because it allows them to spend time with their families, connect with water, spend time with friends, feel free from responsibilities, laugh, and because it is good for their relationship with their children.

Mean score on a 5-point scale where the higher the score the more important the attribute.

# Importance of Specific Attributes for Enjoyment of Fishing (con't)

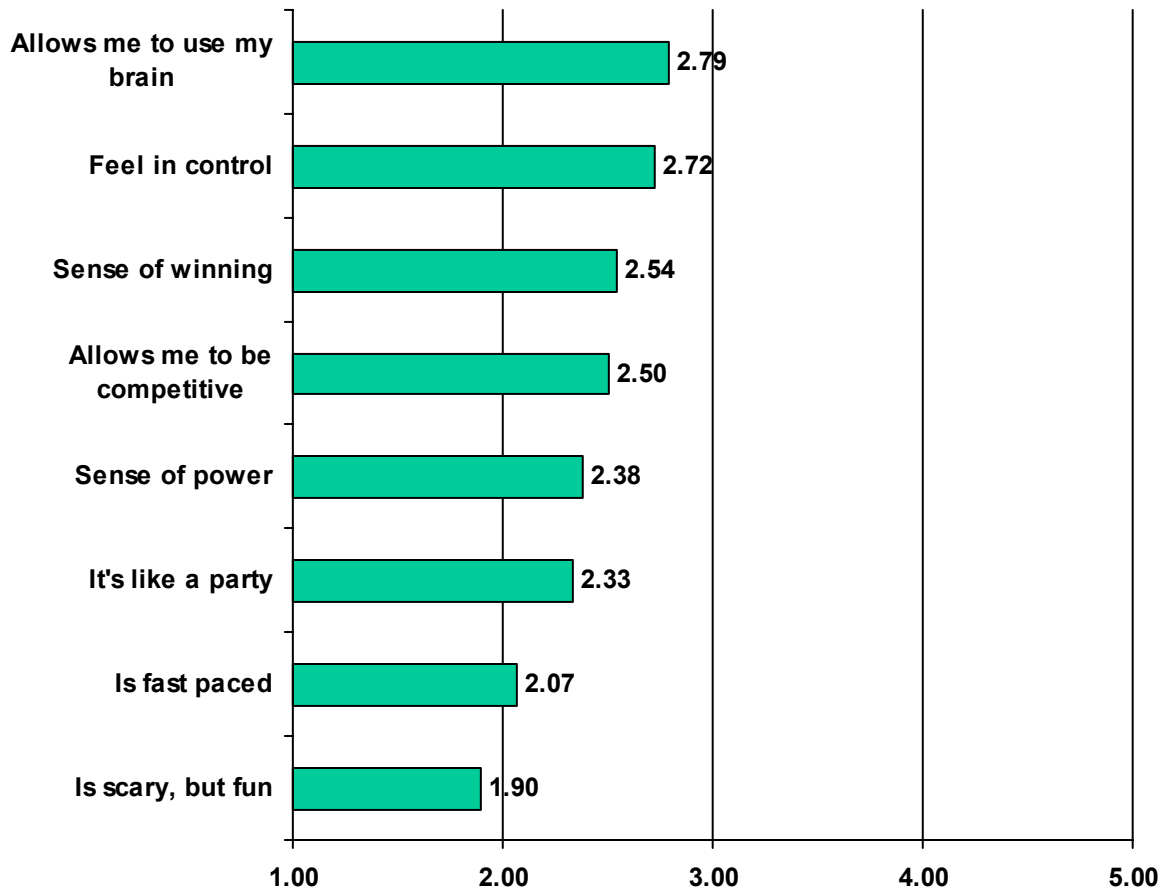
- All Anglers -



A number of attributes are clustered in the mid-range of importance for fishing. They range from the opportunity of spending time alone and being challenging to allowing the participant to develop or improve skills.

# Importance of Specific Attributes for Enjoyment of Fishing (con't)

- All Anglers -



Anglers are less apt to participate in fishing because it is scary but fun, is fast paced, is like a party, or because it gives them a sense of power.

Mean score on a 5-point scale where the higher the score the more important the attribute.

# Imagined Feelings of Ideal Fishing Scenario

	<u>All current anglers</u>	<u>Fish only</u>	<u>Both boat and fish</u>	<u>Pro-spective</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Peaceful/calm	57	28	70	66
Happy/joy	21	11	26	22
Warm/sun on face	10	4	13	5
Specific occasion mentioned	15	20	12	6
Excited/invigorated	12	8	14	14
Feeling of anticipation/hopeful	11	15	10	5
Wind in face/hair	6	4	7	8
Fishing/catching fish	6	4	7	8
With family/children	6	5	7	5
Quiet/calm waters	6	7	5	2
At one with nature/God/universe	6	5	7	2
Bored	6	5	7	1
Outdoors	5	7	4	2
Spouse/partner	5	5	6	14

Just as with boating, anglers also associate fishing with feelings of peace and calm (57%). Interestingly, this feeling is much more common for those who go both boating and fishing (70%) than those that only go fishing (28%). Those who only go fishing are more likely than those who go both boating and fishing to associate fishing with a specific occasion or location (20% compared to 12%). Those who go both boating and fishing are more likely to describe the happiness and joy of the experience than are those who only go fishing (26% compared to 11%). Prospective anglers also envision the peace (66%), the happiness (22%) and the excitement (14%) of the experience. They also think about who they would be fishing with, i.e., their spouse or partner (14%).