



ECONOMIC IMPACT:

Tournament fishing is not just for anglers anymore. In fact, local businesses are the real winners when FLW Outdoors — the world's leading tournament fishing organization — brings a high-profile tournament to town. In 2007, FLW Outdoors will administer 241 tournaments through 12 tournament trails, with purses of nearly \$43 million.

FLW Outdoors holds events in both freshwater and saltwater venues. The organization's bass-fishing tournament trails include the Wal-Mart FLW Tour, Wal-Mart FLW Series, Stren Series, Wal-Mart Bass Fishing League, Wal-Mart Texas Tournament Trail and Ranger Owners Tournament Championship Series. In walleye fishing, FLW Outdoors administers the Wal-Mart FLW Walleye Tour and Wal-Mart FLW League. The organization's saltwater circuits include the Wal-Mart FLW Kingfish Tour, Wal-Mart FLW Kingfish Series, Wal-Mart FLW Redfish Series and Wal-Mart FLW Striper Series. These circuits range from regional to nationwide in nature and from beginner to professional levels.

The \$9.5 million FLW Tour is the organization's flagship tournament trail featuring seven events, including the \$2 million Forrest Wood Cup presented by Castrol, which awards the winning pro \$1 million if contingency guidelines are met. The tournament trail is the nation's most lucrative bass-fishing circuit.

Each FLW Tour regular-season event will have an estimated economic impact of \$4.1 million on the host community, and the Forrest Wood Cup will produce economic benefits far in excess of that amount. While the regular-season economic figure includes expenses for hotels, food, fuel and entertainment for 400 tournament competitors and their families, sponsor representatives, tournament staff and factory service personnel, media exposure and the subsequent tourism revenue it generates is not included.

On average, each Wal-Mart FLW Tour event generates more than 100 newspaper and magazine articles nationwide with a total circulation exceeding 7.9 million copies. This type of exposure helps identify host communities as bass-fishing destinations and would cost each host nearly \$240,000 to run ads with similar reach and influence. Additionally, the Forrest Wood Cup will generate several hundred articles around the world. The 2006 championship at Logan Martin Lake, for example, produced more than 740 articles with a total circulation exceeding 69 million copies. In terms of advertising dollars, that kind of exposure would cost more than \$2 million.

Other FLW Outdoors events receive extensive media coverage as well. Stren Series events receive newspaper and magazine exposure with an average circulation of 2 million, while FLW Walleye Tour events receive print exposure with an average circulation of 1.6 million. FLW Kingfish Tour and FLW Redfish Series events receive exposure comparable to FLW Walleye Tour events. The BFL All-American receives exposure in newspaper and magazines with an impressive circulation of more than 10 million.

In addition to outside media coverage, each event in the FLW Tour, FLW Series, FLW Walleye Tour, FLW Redfish Series and FLW Kingfish Tour is featured on "FLW Outdoors," which is broadcast to 80 million Fox Sports Net (FSN) subscribers in the United States plus 429 million households internationally. Other events that receive extensive television exposure are the BFL All-American, Stren Series Championship and Wal-Mart FLW Kingfish Series Championship and Wal-Mart FLW Walleye League Finals. All FLW Outdoors tournaments receive extensive coverage on FLWOutdoors.com.

Expenses for hotels, food, fuel, entertainment and equipment for the field of anglers, along with FLW Outdoors and sponsor staff that attend the event, are used to figure the economic impact for each event. Equivalent advertising exposure is provided by Burrelle's Media Analysis.

PARTICIPATION:

- 44.2 million Americans ages 7 and older fish. ² (An estimated 50 million fish including all age groups. ⁴)
- One out of every six U.S. residents 16 and older fish. ¹
- 25 percent of U.S. males fish, and 8 percent of U.S. females fish. ¹
- Excluding those who fished the Great Lakes, freshwater anglers account for 82 percent of all anglers. ¹
- Anglers spend an average of 16 days fishing and take an average of 13 fishing trips annually. ¹
- Anglers 16 and older took 365 million freshwater fishing trips in 2001 totaling 467 million days. Including saltwater anglers, 437 million fishing trips totaling 557 million days were taken. ¹
- From 1991 to 1996, freshwater fishing days rose 13 percent. ⁶
- The average number of freshwater fishing days per angler increased from 14.3 in 1991 to 16.7 in 1996. ⁶
- Between 1980 and 1995, the number of Americans who fished increased 16 percent. ⁷
- Residents of the South provided the biggest increase in fishing (21 percent) in the United States between 1980 and 1995. ⁷
- The number of males fishing increased 14 percent from 1980 to 1995. ⁷

POPULARITY:

- Fishing ranks as the 5th most popular participation sport in the nation. It ranks ahead of bicycling, bowling, basketball, golf, jogging, baseball, softball, soccer, volleyball, tennis, football and skiing. Only walking, camping, swimming and exercise with equipment are more popular. ²
- More Americans fish than play golf and tennis combined. ²
- More Americans fish than play soccer and basketball. ²
- The number of youths ages 7 to 11 who participate in freshwater fishing increased 13.8 percent since 1991 to 4.7 million. During the same period, the number of youths ages 7 to 11 who play softball decreased 29.5 percent to 2.1 million. Softball, tennis and volleyball participation declined between 19.5 and 29.5 percent. ²
- Fishing ranks as the 2nd most popular water-related outdoor sport in the United States. Swimming ranks 1st. ²
- Freshwater fishing ranks as one of the top-five participation sports in seven states. Fishing in general (both freshwater and saltwater) ranks as one of the top-five participation sports in 18 states. ²
- Fishing is the No. 1 participation sport in Minnesota, Florida, New Jersey and North Carolina. ²

WOMEN AND MINORITIES:

- 15 million women 7 and older fish, up 25.4 percent from 2001. That's more than the number who participate in jogging, basketball, volleyball, softball, golf or tennis. ²
- Fishing is the 9th most popular participation sport among women. ²
- 26.8 percent of all anglers are female (representing 8 percent of the U.S. female population). ¹
- 5 percent of all anglers are black (representing 7 percent of the African American population). ¹
- 5 percent of all anglers are Hispanic (representing 7 percent of the Hispanic population). ¹
- The number of women fishing increased 19 percent from 1980 to 1995 compared to 14 percent for males. ⁷
- The region that experienced the largest increase in the number of females fishing was the Northeast. ⁷
- Women spend on average \$246 per year for trip-related fishing expenses and \$70 per year on fishing equipment for a total of \$3 billion. ⁵
- Hispanics fish at lower rates than African-Americans and women, but they spend, on average, more money — \$434 per angler for trips and \$154 for equipment. Hispanics spent a total of \$696 million per year on fishing trips and equipment. ⁵
- Fishing equipment expenditures among African-American anglers increased 43 percent between 1991 and 1996. ⁵
- African-American anglers spend on average \$324 per year for trip-related fishing expenses and \$128 per year on fishing equipment for a total of \$814 million. ⁵

- African-American anglers spend more days fishing (22 vs. 18) and take more trips (18 vs. 14), on average, than all anglers.⁵
- 64 percent of African-American anglers live in the South compared to 39 percent of all anglers.⁵
- 43 percent of female anglers live in the South.⁵
- 16 percent of African-American anglers live in the Midwest.⁵
- 26 percent of female anglers live in the Midwest.⁵
- 43 percent of Hispanic anglers live in the South.⁵
- 38 percent of Hispanic anglers live in the West compared to 20 percent of all anglers.⁵
- The number of days fished by African-American anglers increased 72 percent between 1991 and 1996 compared to 22 percent for all anglers.⁵
- The number of days fished by female anglers increased 15 percent between 1991 and 1996.⁵
- The number of days fished by Hispanic anglers remained constant between 1991 and 1996, but fishing trip expenditures increased 50 percent during the same period.⁵
- 1.9 million persons 16 and older with disabilities took 33 million fishing trips in 2001, fishing for 41 million days.¹

WHY PEOPLE FISH:

- 33 percent of anglers fish to relax.³
- 25 percent of anglers fish as a way of spending time with family and friends.³
- 65 percent of non-anglers and 88 percent of anglers say that being asked by a child would make them want to go fishing or make them want to fish more often.³

WHAT PEOPLE FISH FOR AND WHERE THEY FISH:

- Bass fishing is the most popular type of fishing in the United States.⁶
- 38 percent of all freshwater anglers in the United States fish for black bass.¹
- 28 percent of freshwater anglers fish for trout.¹
- 28 percent of freshwater anglers fish for panfish.¹
- 27 percent of freshwater anglers fish for catfish.¹
- Bass are sought on 36 percent of all freshwater fishing days.¹
- 92 percent of freshwater anglers fish in their state of residence.¹
- 23 percent of freshwater anglers fish out of state.¹
- 85 percent of freshwater anglers fish in flat water, including ponds, lakes and reservoirs.¹
- 44 percent of freshwater anglers fish rivers and streams.¹

U.S. ANGLERS BY AGE GROUP:

- 17 percent of 16-to 17-year-olds fish, comprising 4 percent of all anglers.¹
- 13 percent of 18-to 24-year-olds fish, comprising 9 percent of all anglers.¹
- 19 percent of 25-to 34-year-olds fish, comprising 19 percent of all anglers.¹
- 21 percent of 35-to 44-year-olds fish, comprising 27 percent of all anglers.¹
- 17 percent of 45-to 54-year-olds fish, comprising 20 percent of all anglers.¹
- 16 percent of 55-to 64-year-olds fish, comprising 12 percent of all anglers.¹
- 8 percent of 65+ year-olds fish, comprising 9 percent of all anglers.¹
- Fishing among 35- to 44-year-olds increased 60 percent between 1980 and 1995. It was the largest increase of any group.⁷

WHERE ANGLERS LIVE:

- 40 percent of all anglers live in urban areas with populations of 1 million or more.¹
- 20 percent of all anglers live in areas with populations of 250,000 to 999,999.¹
- Urban areas contributed 18 percent more anglers in 1995 compared to 1980.⁷
- Rural areas contributed 13 percent more anglers in 1995 compared to 1980.⁷

- The South's 30 percent increase in the number of anglers from urban areas between 1980 and 1995 was the largest of any region.⁷
- 39 percent of all anglers live in the South.⁵
- 27 percent of all anglers live in the Midwest.⁵
- 20 percent of all anglers live in the West.⁵
- 15 percent of all anglers live in the Northeast.⁵

ECONOMIC IMPACT OF FISHING:

- Anglers spent \$35.6 billion in 2001 to pursue their sport. They spent \$14.7 billion for fishing trips, \$17 billion for equipment, and \$4 billion for licenses, stamps tags, land leasing and ownership, membership dues and contributions, and magazines.¹ If hypothetically ranked as a corporation, this revenue figure would put sport-fishing at 32nd on the 2002 Fortune 500 list of America's largest companies.⁴
- Total economic output generated by freshwater fishing in 2001 exceeded \$74 billion, including the impact on retailers, suppliers of goods and services to retailers, wholesalers and manufacturers, plus the indirect and induced impacts resulting from these activities. Including saltwater fishing, economic output reached \$116 billion.⁴
- The average angler incurs \$1,046 in fishing-related expenses.¹
- Freshwater fishing expenditures in 2001 generated more than \$19.4 billion in wages. Including saltwater fishing, \$30.1 billion in wages were generated (up 23 percent since 1991).⁴
- 683,892 full-time jobs exist due to freshwater fishing. Including saltwater fishing, the total exceeds 1 million (up 16 percent since 1991).⁴
- \$2.02 billion was spent on fishing tackle in 2002.²
- Florida anglers spend more than \$4 billion annually on fishing and related equipment. California and Texas anglers spend more than \$2 billion.⁴
- Angler expenditures exceed \$1 billion in Michigan, Minnesota, New York, North Carolina and Wisconsin.⁴

TAX REVENUE AND CONSERVATION:

- Sport fishing generated more than \$1.9 billion in state sales taxes in 2001.⁴
- In 2001, sport fishing generated more than \$470 million in state income tax.⁴
- Sport fishing generated more than \$4.8 billion in federal income tax in 2001.⁴
- In 1998, excise taxes applied to hunting, fishing and recreational shooting equipment and motorboat fuels provided more than \$426 million to states for fish stocking, wildlife restoration and research, aquatic resource education, hunter education and other activities.⁸

SOURCES:

- 1 U.S. Department of the Interior, Fish and Wildlife Service and U.S. Department of Commerce, Bureau of the Census. 2001 National Survey of Fishing, Hunting and Wildlife-associated Recreation.
- 2 National Sporting Goods Association. Sports Participation in 2002.
- 3 Future of Fishing project conducted by Responsive Management of Harrisonburg, Va.
- 4 American Sportfishing Association. The 2001 Demographics and Economic Impact of Sport Fishing in the United States.
- 5 Participation and Expenditure Patterns of African-American, Hispanic and Women Hunters and Anglers. Addendum to the 1996 National Survey of Fishing, Hunting and Wildlife-Associated Recreation.
- 6 Black Bass Fishing in the U.S. Addendum to the 1996 National Survey of Fishing, Hunting and Wildlife-Associated Recreation.
- 7 1980-1995 Participation in Fishing, Hunting, and Wildlife Watching. National and Regional Demographic Trends.
- 8 Sportfish and Wildlife Restoration Web site, restorewildlife.org.