

Women in the Outdoors in 2015:

A study of women's activities, perceptions, purchases, and related media consumption related to fishing, shooting and hunting.

This report is run annually and free by Southwick from the direct results of our consumer panels, annually. This is benefit to our media, agencies, and industry friends and only to be used to reference the differences between gender participants from the AnglerSurvey.com, HunterSurvey.com, ShooterSurvey.com.

Results from the AnglerSurvey.com®, HunterSurvey.com®, ShooterSurvey.com®, and Southwick Associates Media Monitor Online Consumer Panel Surveys



Produced by:

**Southwick Associates, Inc.
P.O. Box 6435
Fernandina Beach, FL 32035
904 277 9765**

Donna@SouthwickAssociates.com

This report is intended for media companies providing a link to AnglerSurvey.com. Contact Southwick Associates for link files. A detailed report providing greater fishing tackle market share data, price point information and more is available by subscription or sale from Southwick Associates, Inc. Contact donna@southwickassociates.com for more information or prices.

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Introduction and Background

According to the recent release of the 2011 Fish and Wildlife Service's National Survey of Fishing, Hunting and Wildlife-Associated Recreation¹ (National Survey), women make up more than one-quarter of anglers. While the proportion of hunters who are women is smaller relative to fishing, the percentage of female hunters has steadily risen in recent years (Figure 1).

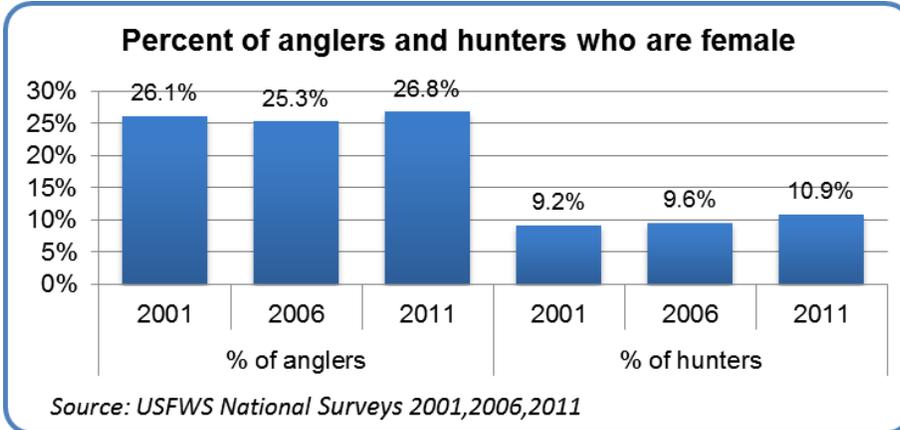


Figure 1. Percent of anglers and hunters who are female

While the proportion of hunters who are women is smaller relative to fishing, the percentage of female hunters has steadily risen in recent years (Figure 1).

When one considers the type of activities in which sportswomen participate, fishing (and not hunting) has an overwhelming majority (Figure 2). After a drop in overall participation in 2006, the number women who fish and/or hunt rebounded to 2001 levels by 2011. An interesting finding is that sportswomen in 2011 were participating in both hunting and fishing considerably more than they had in the past decade. This crossover of activities is important to note. Using our panel surveys, we are able to dig deeper to explore the activities of these women, what they are purchasing, and the outdoor media they consume. Women, in general, participate fewer days in fishing and hunting per year than men.

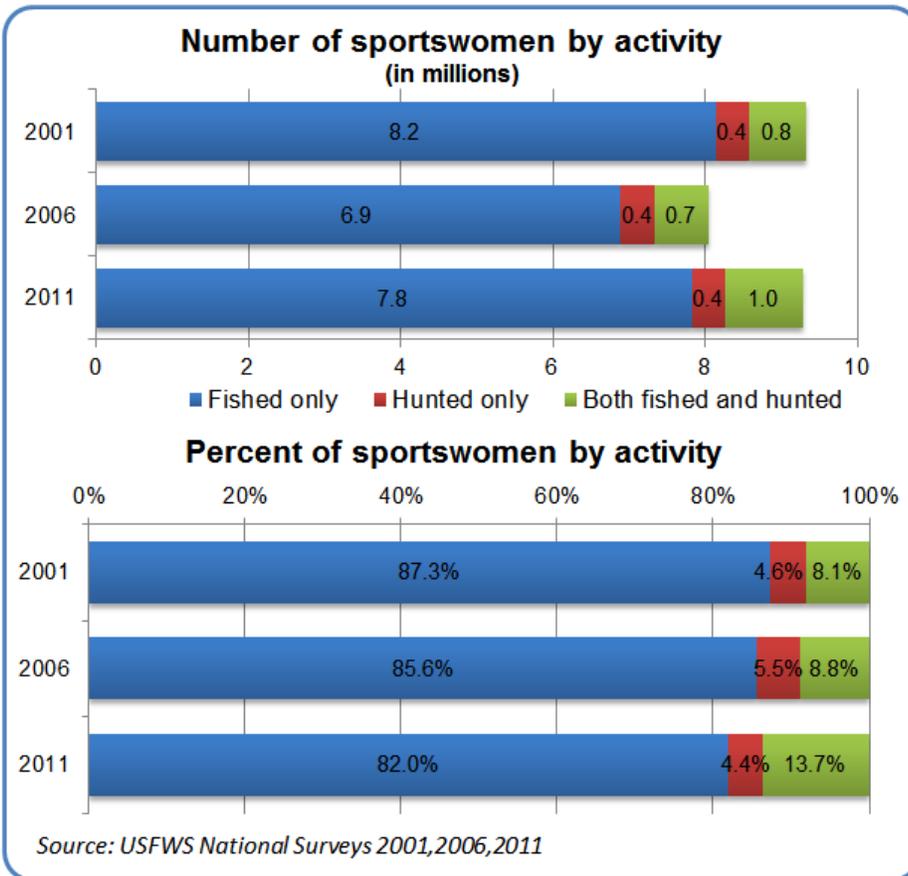


Figure 2. Percent of sportswomen by activity

¹ U.S. Department of the Interior, U.S. Fish and Wildlife Service, and U.S. Department of Commerce, U.S. Census Bureau. 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation.

Southwick Associates Panel Surveys

HunterSurvey, ShooterSurvey, and AnglerSurvey were created in 2007 to help outdoor businesses and the conservation community better understand trends regarding hunting, fishing and outdoor-related spending and activities. These surveys were designed to provide greater detail on a frequent basis across all types of activities and retail sectors. Private companies use the results to identify their market share, better understand their competitors, learn where consumers are shopping for specific types of products, the prices paid, and more. Others in the outdoor community use these market monitoring services to gain a better understanding of sportsmen and women's preferences, demand shifts and needs.

Southwick Associates Media Monitor (SAMM), developed in 2010, measures use of outdoor media - namely magazine, television and internet (social media) in the fishing, hunting and shooting communities, and matches sportsmen's purchasing preferences to specific media programs and titles. SAMM tells us:

- * Which media properties have larger audiences,
- * The types of hunters, anglers and shooters using specific media properties, and
- * The purchasing habits of each property's audience.

SAMM also works to help manufacturers understand which television programs, magazines and websites reach a greater number of sportsmen interested in their products. SAMM supports companies in achieving a better understanding of the size and interests of specific audiences and monitoring audience size trends.

A READER'S NOTE: The results in this report include both female and male survey respondents, broken out by gender. The goal is to show ways (activities, purchases, and media consumption) the outdoor behavior and choices of women differ from men. Unlike results presented in HunterSurvey/AnglerSurvey subscription reports, the results in this report are presented as a function of the individuals' responses throughout the entire year.

Freshwater and Saltwater Fishing Activities

Freshwater Fishing

Among all freshwater anglers, the most popular place to fish from is on land (Figure 3). Around sixty percent of both female and male anglers report freshwater fishing from land, shore, beach, pier, dock, bridge, or wading at least once in 2015. The second and fourth most popular places are by powered boat. A larger percentage of female freshwater anglers report fishing from a canoe relative to male freshwater anglers. Additional details and places to fish are included in Table 1.

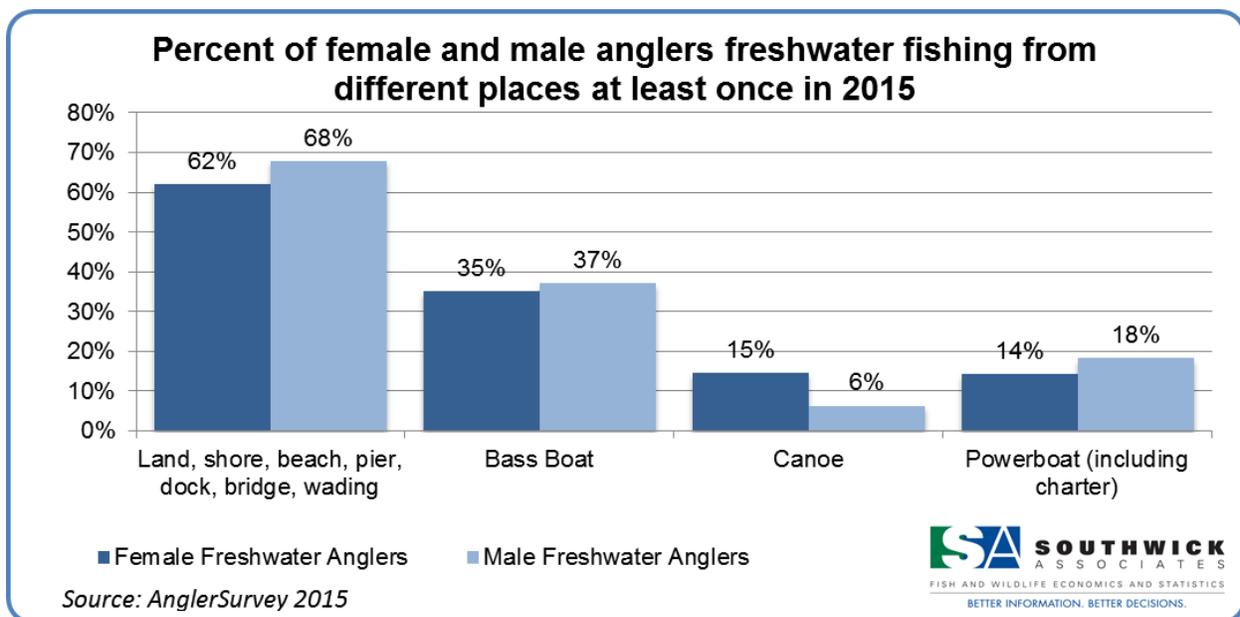


Figure 3. Top four places where freshwater anglers fished at least once in 2015.

Table 1. Places where freshwater anglers fished at least once in 2015.

	Female Freshwater Anglers	Male Freshwater Anglers
Land, shore, beach, pier, dock, bridge, wading	62%	68%
Bass Boat	35%	37%
Canoe	15%	6%
Powerboat (including charter)	14%	18%
Boat (non-power)	12%	14%
Kayak	12%	13%
Ice	7%	5%
Floating Tube	3%	10%
Total	N=138	N=2879

The majority of both female (44%) and male (64%) freshwater anglers pursued largemouth bass with that species being favored more by men than women (Figure 4). A greater percentage of female freshwater anglers indicated that they pursued catfish, as well as any fish that bites, relative to male freshwater anglers. And around one-quarter of anglers (female 22% and male 32%) pursue trout. Additional detail is included in Table 2.

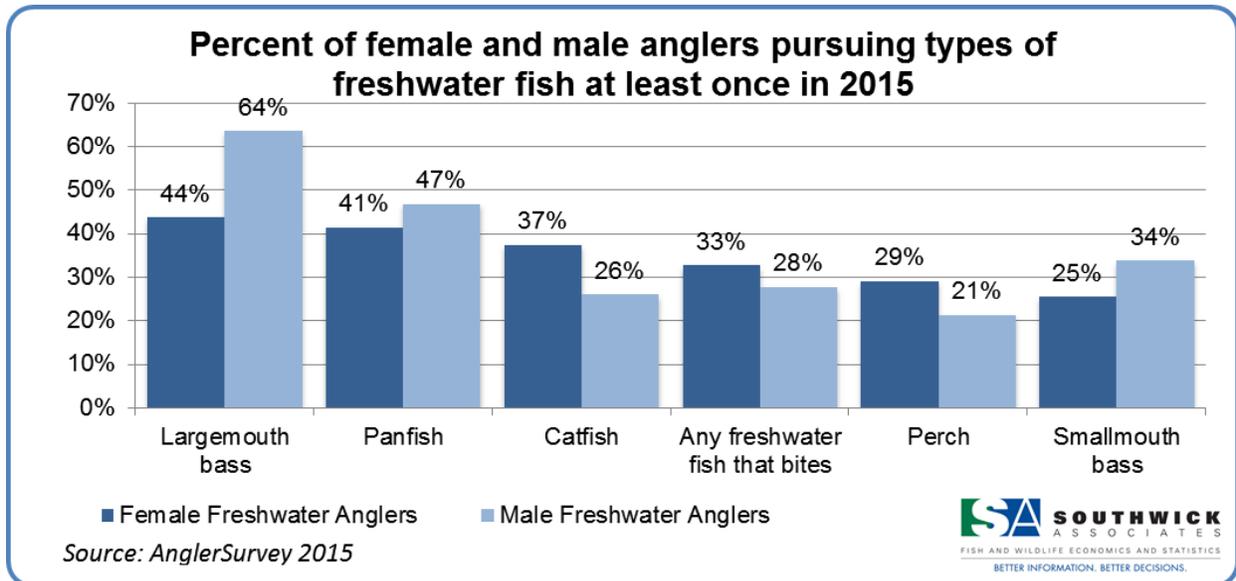


Figure 4. Top six types of freshwater fish pursued by anglers who freshwater fished at least once in 2015.

Table 2. Freshwater species targeted at least once in 2015.

	Female Freshwater Anglers	Male Freshwater Anglers
Largemouth or spotted bass	44%	64%
Panfish (crappie, perch, sunfish, bluegill/bream)	41%	47%
Catfish	37%	26%
Any freshwater fish that bites	33%	28%
Perch	29%	21%
Smallmouth bass	26%	34%
Trout	22%	32%
Walleye	12%	21%
Salmon	10%	8%
White bass and sunshine bass	10%	10%
Pickrel, pike or muskie	8%	17%
Striped bass (freshwater) or hybrid bass	7%	11%
Carp	4%	8%
Steelhead	3%	5%
Other fish	3%	4%
Sturgeon	1%	1%
Saugeye	0%	3%
Total	N=138	N=2879

Figure 5 and Table 3 report the most popular fishing lure and bait categories used by freshwater anglers. A strong majority of both female (72%) and male (86%) freshwater anglers utilize artificial bait to freshwater fish. The second most popular method is to use live bait (female 59% and male 52%).

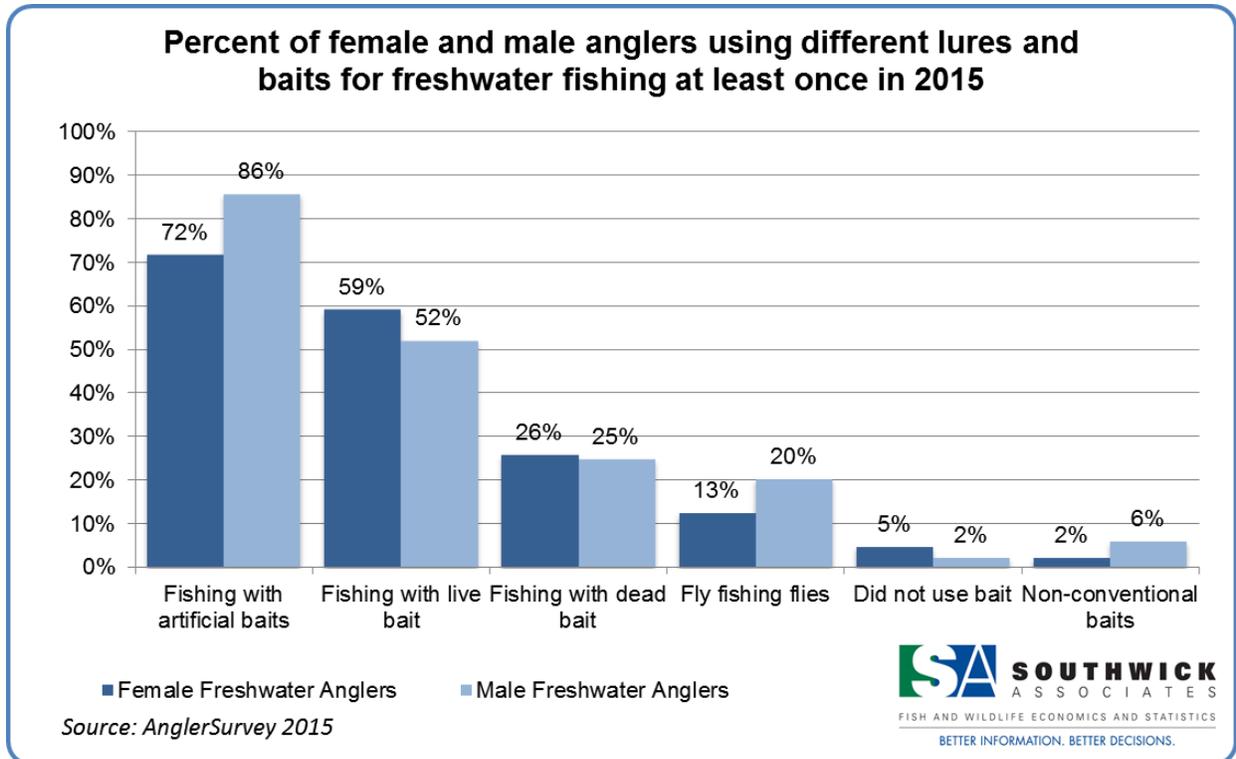


Figure 5. Fishing methods used by freshwater anglers who fished at least once in 2015.

Table 3. Fishing methods used by freshwater anglers at least once in 2015.

	Female Freshwater Anglers	Male Freshwater Anglers
Fishing with artificial baits	72%	86%
Fishing with live bait	59%	52%
Fishing with dead bait	26%	25%
Fly fishing flies	13%	20%
Did not use bait	5%	2%
Non-conventional baits	2%	6%
Total	N=138	N=2879

Most women who freshwater fish report:

- Fishing from land or pier (62%)
- Fishing for largemouth bass (44%) or panfish (41%), and
- Fishing with artificial baits (72%)

Saltwater Fishing

Among female saltwater anglers, the most popular place to fish is from a powerboat (women 50% and men 68%, Figure 6). Female anglers are over two times more likely to report saltwater fishing from a bass boat than males. Just under half of saltwater anglers fish from land, regardless of gender. Substantially fewer saltwater anglers pursue fish from a kayak or canoe. Additional detail is provided in Table 4.

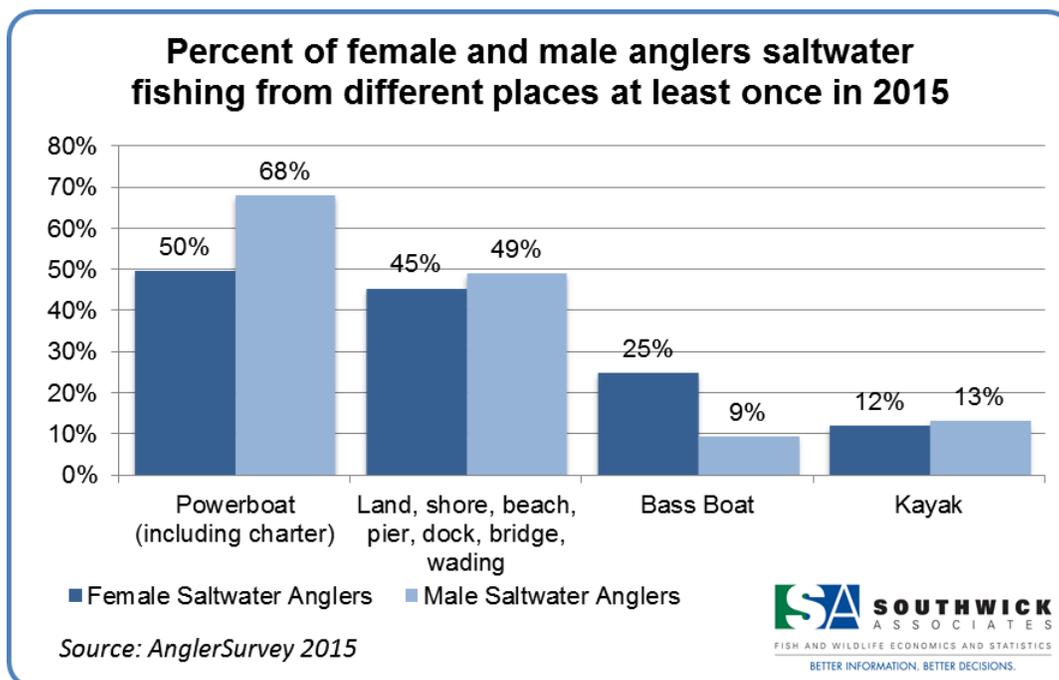


Figure 6. Top four places where saltwater anglers fished at least once in 2015.

Table 4. Places where saltwater anglers fished at least once in 2015.

	Female Saltwater Anglers	Male Saltwater Anglers
Powerboat (including charter)	50%	68%
Land, shore, beach, pier, dock, bridge, wading	45%	49%
Bass Boat	25%	9%
Kayak	12%	13%
Boat (non-power)	6%	4%
Canoe	6%	2%
Floating Tube	1%	2%
Ice	1%	0%
Other	N=93	N=1429

Nearly 56% of all female saltwater anglers report that they pursued any fish that bites while fishing, over 20% higher than the percentage of male saltwater anglers who reported this. Concerning the three most popular types of saltwater fish, the percentage of female anglers who pursued speckled trout and black drum was higher than the percentage of male anglers. However, male anglers pursued redfish, female anglers' second most popular specie, at a 2% higher percentage than female anglers. An in-depth list of the types of saltwater fish targeted is included in Table 5.

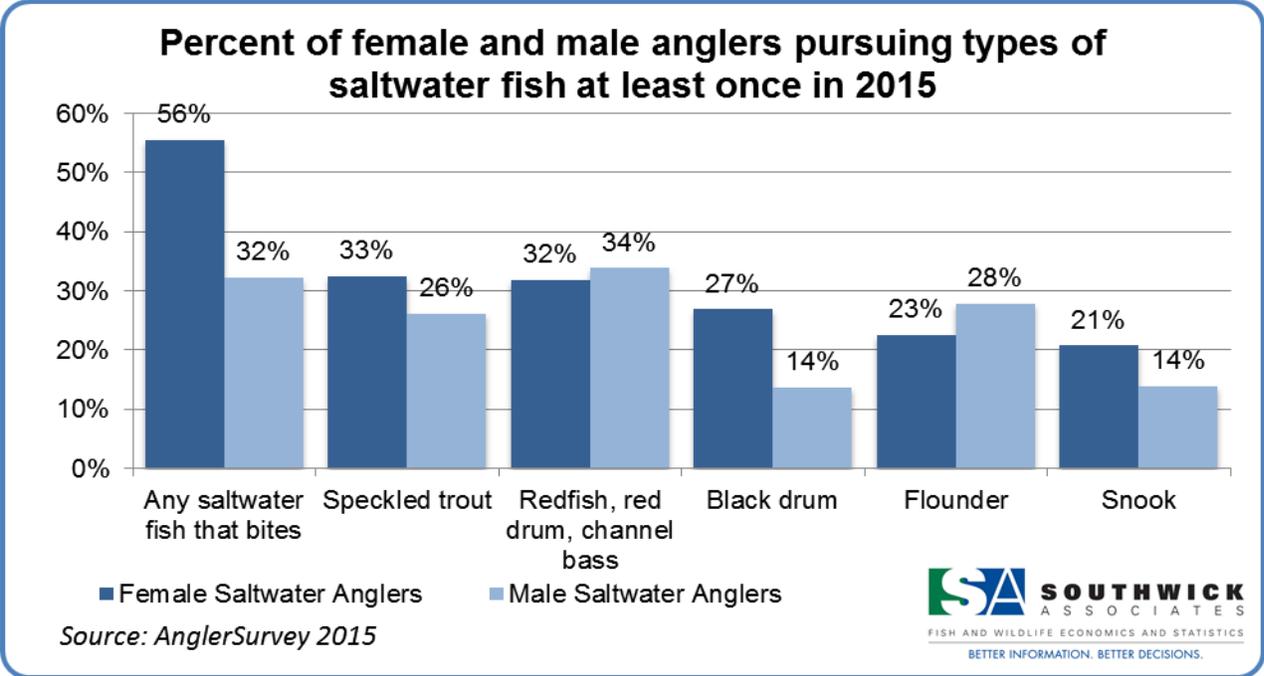


Figure 7. Top six types of saltwater fish pursued by saltwater anglers who fished at least once in 2015.

Table 5. Saltwater species targeted at least once in 2015.

	Female Saltwater Anglers	Male Saltwater Anglers		Female Saltwater Anglers	Male Saltwater Anglers
Any saltwater fish that bites	56%	32%	Bonefish	4%	3%
Speckled Trout	33%	26%	Kingfish	4%	8%
Redfish, red drum, channel bass	32%	34%	Yellowtail	4%	16%
Black Drum	27%	14%	Atlantic croaker	4%	5%
Flounder	23%	28%	Bonito	3%	9%
Snook	21%	14%	Tarpon	3%	9%
Mackerel (king, Spanish, Boston, cero, etc.)	16%	17%	Pompano	3%	7%
Shark	16%	12%	Cod (all species)	2%	5%
Sheephead	16%	15%	Halibut	2%	10%
Spotted seatrout or weakfish	15%	13%	Scup	1%	3%
Other fish	14%	10%	Barracuda	1%	7%
Amber Jack	13%	11%	Salmon	1%	5%
Tuna	12%	15%	Billfish	1%	7%
Permit	11%	6%	Perch	1%	5%
Grouper, snapper, sea bass	11%	22%	Rockfish (Pacific coast)	1%	10%
Whiting	8%	7%	Haddock	1%	1%
Bluefish	8%	19%	Tautog (Blackfish)	1%	3%
Dolphin	8%	18%	Sturgeon	0%	1%
Cobia	6%	9%	False Albacore	0%	3%
Calico bass	6%	11%	Other bass	0%	9%
Wahoo	6%	7%	Sea perch (Pacific Coast only)	0%	1%
Striped bass	5%	19%	Total	N=97	N=1460

A majority of female anglers use live bait (82%) and dead bait (57%) when saltwater fishing (Figure 8 and Table 6). Male anglers report using artificial bait (77%) more often than female anglers (57%).

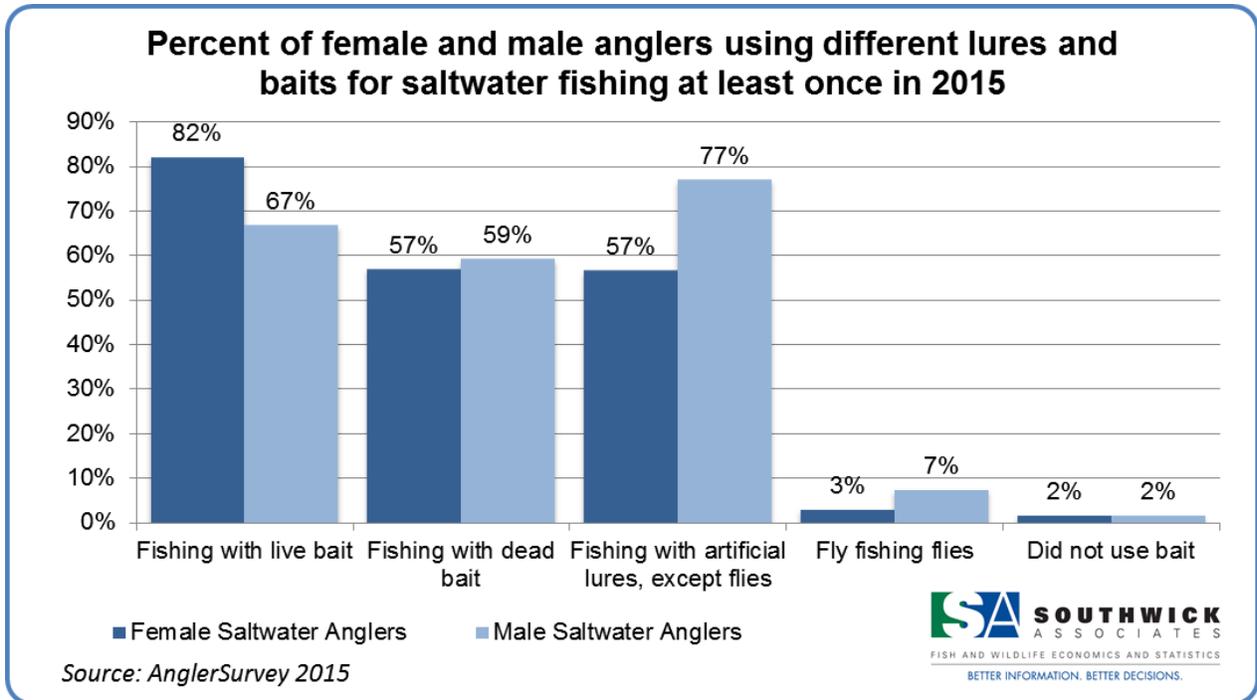


Figure 8. Fishing methods used by anglers who saltwater fished at least once in 2015

Table 6. Fishing methods used by saltwater anglers at least once in 2015.

	Female Saltwater Anglers	Male Saltwater Anglers
Fishing with live bait	82%	67%
Fishing with dead bait	57%	59%
Fishing with artificial lures, except flies	57%	77%
Fly fishing flies	3%	7%
Did not use bait	2%	2%
Other non-conventional baits	1%	1%
Total	N=97	N=1457

Most women who saltwater fish report:

- Fishing from a powerboat (50%) or from land (45%),
 - Fishing for any fish that bites (56%), and
- Fishing with live bait (82%) or dead bait (57%).

Fishing Equipment Purchases

Lures and terminal tackle are the most frequently purchased fishing equipment by freshwater and saltwater anglers (Figure 9 and Table 7). Fewer female anglers purchased lures and terminal tackle relative to male anglers. Male anglers were more likely to purchase rods or reels separately while female anglers were more likely to purchase a combo (21% to 13%).

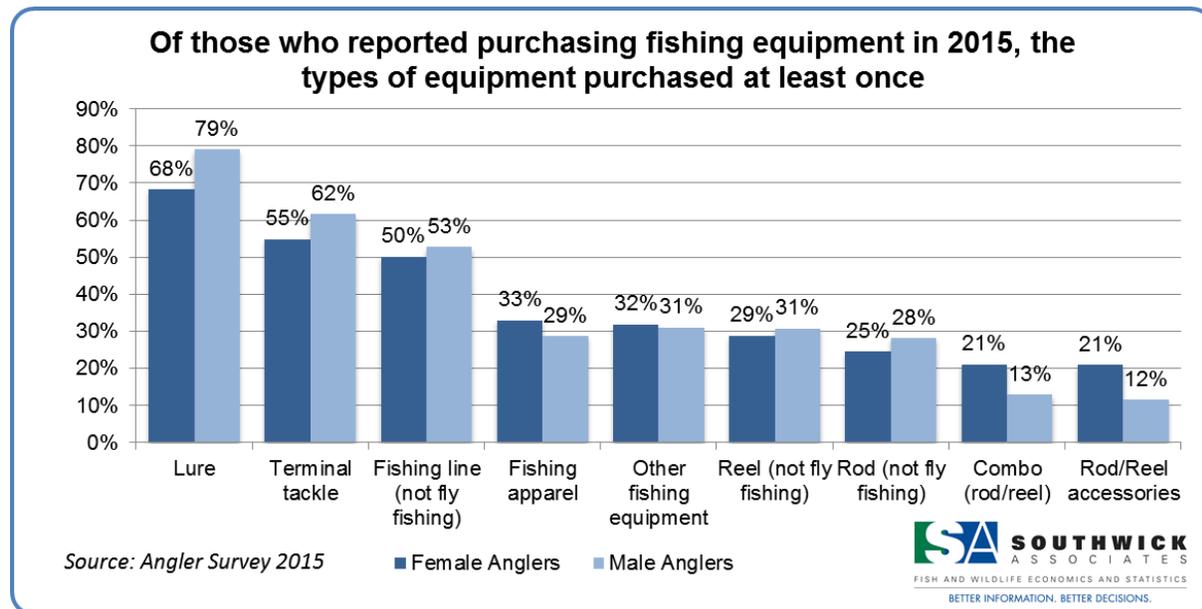


Figure 9. Fishing equipment purchased at least once in 2015.

Table 7. Fishing equipment purchased at least once in 2015.

	Female Anglers	Male Anglers
Lure	68%	79%
Terminal tackle	55%	62%
Fishing line (not fly fishing)	50%	53%
Fishing apparel	33%	29%
Other fishing equipment	32%	31%
Reel (not fly fishing)	29%	31%
Rod (not fly fishing)	25%	28%
Combo (rod/reel)	21%	13%
Rod/Reel accessories	21%	12%
Fly fishing tackle and accessories	20%	13%
Fishing electronics	5%	8%
Ice fishing equipment	5%	6%
Total	N=145	N=3063

Table 8. If you fish freshwater, where do you primarily go?

	Female Anglers	Male Anglers
Large reservoir or lake fishing from a boat	36.3%	58.3%
Large reservoir or lake fishing from the bank or a pier	34.1%	29.6%
Private pond fishing	9.7%	25.1%
Stream fishing	10.8%	33.9%
Other	3.0%	9.2%
I don't fish freshwater	35.7%	6.3%
Total	N=99	N=2024

Table 9. In what type(s) of fishing do you participate in?

	Female Anglers	Male Anglers
Fishing with rod and reel	95.5%	96.5%
Fly fishing	14.1%	32.3%
Fishing with cane pole	6.4%	9.4%
Ice fishing	5.3%	20.2%
Bow fishing	8.9%	4.9%
Noodling (fishing with hands)	8.0%	1.5%
Cast Net	5.0%	7.9%
Other	9.0%	4.6%
Total	N=100	N=2041

Women are most likely to fish from a boat (36%) or from a bank or pier (34%).

Women are less likely than men to go ice fishing (5% to 20%) .

Women reported fishing with a rod and reel to be the most popular method of fishing (96%).



Hunting and Shooting Activities

Hunting Activities

Hunters were asked about the types of species pursued and Figure 10 shows the top six species pursued among female hunters. By far, whitetail deer are the most common type of quarry pursued by either female (60%) or male (62%) hunters. Over one-quarter of both female and male hunters reported hunting turkey. A quarter of female hunters and one-third of male hunters pursued small game, such as rabbit and squirrel.

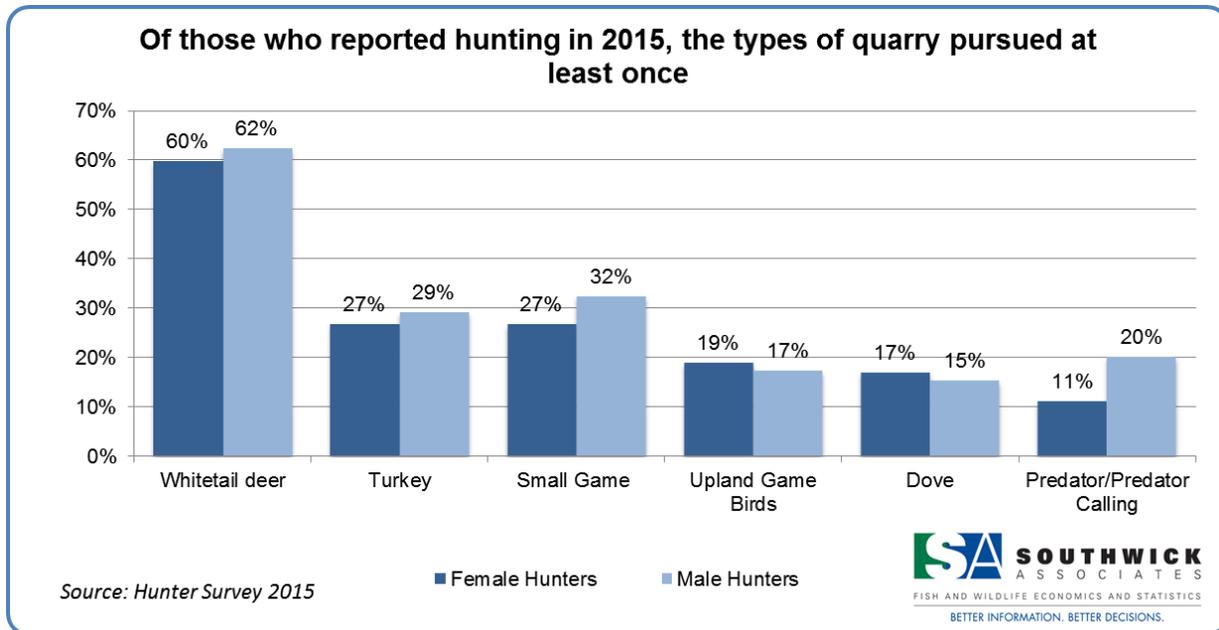


Figure 10. Top six species pursued at least once in 2015 by those who reported hunting.

Table 10. Species targeted for hunting at least once in 2015.

	Female Hunters	Male Hunters
Whitetail deer	60%	62%
Turkey	27%	29%
Small Game (rabbit, squirrel)	27%	32%
Upland Game Birds (quail, pheasant, grouse, chukar, woodcock)	19%	17%
Dove	17%	15%
Predator/Predator Calling	11%	20%
Hog (including javelina)	9%	13%
Waterfowl (ducks, geese)	9%	18%
Bear	5%	5%
Varmint/Furbearers (badger, beaver, muskrat, otter, raccoon, skunk, etc.)	3%	12%
Mule deer, Blacktail, Sitka	2%	7%
Elk	2%	7%
Other game	0%	5%
Axisdeer	0%	1%
Antelope	0%	2%
Total	N=68	N=3851

Shooting Activities

Shooters were asked about the types of shooting activities pursued and Figure 11 shows shooting participation among women. Fifty-nine percent of female shooters participated in rifle shooting activities while 56% participated in handgun and another 47% in shotgun activities. In the case of rifle activities, the proportion of female shooters in the sport is much smaller than their male counterparts (59% vs. 76%). The proportion of female shooters participating in shotgun shooting activities is slightly higher than male shooters. Women, as well, are more likely to shoot bow/archery.

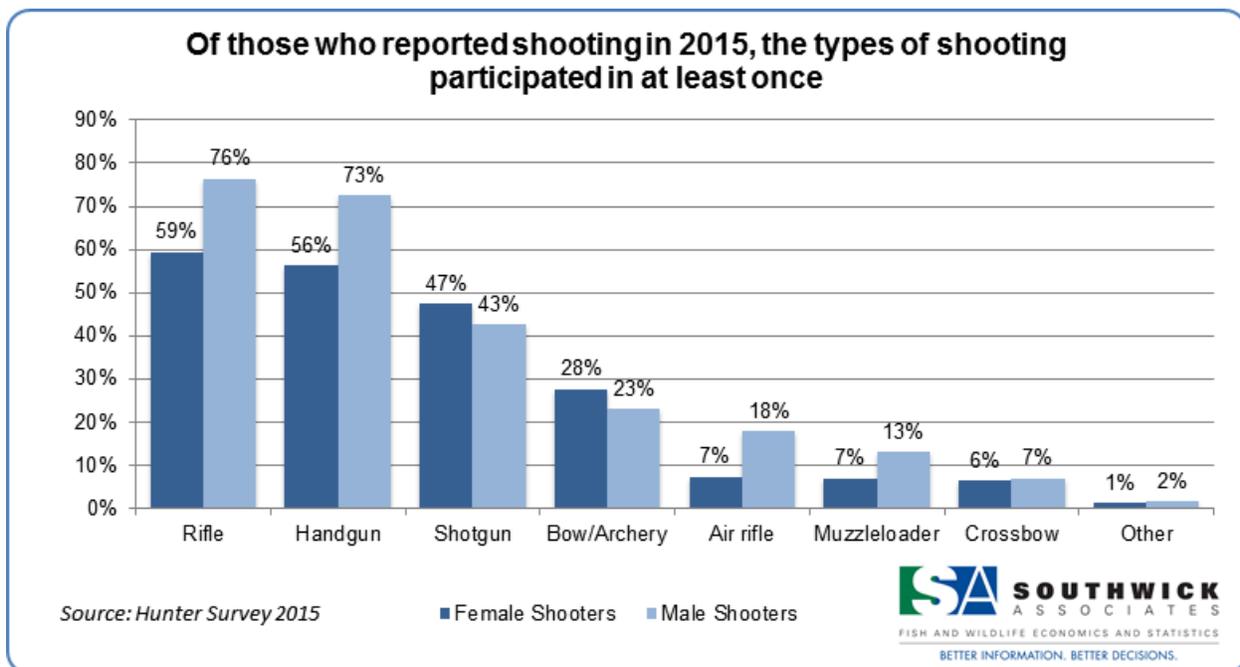


Figure 11. Types of shooting participated in at least once in 2015 for those who reported shooting.

Table 11. Types of shooting activities participated in 2015

	Female Shooters	Male Shooters
Rifle	59%	76%
Handgun	56%	73%
Shotgun	47%	43%
Bow/Archery	28%	23%
Air rifle	7%	18%
Muzzleloader	7%	13%
Crossbow	6%	7%
Other	1%	2%
Total	N=82	N=5030

Women report rifle shooting as their most frequent shooting activity (59%).

Hunting and Shooting Equipment Purchases

Of those who purchased hunting and shooting equipment, the majority of all hunters and shooters, regardless of gender, report purchasing ammunition at least once in 2015 (Figure 12 and Table 12). Sixty-five percent of females purchased shooting accessories and 57% purchased hunting apparel. Women were less likely to purchase hunting accessories (46%) compared to men (54%). And women were less likely to have purchased a firearm in 2015 (36% vs. 49%).

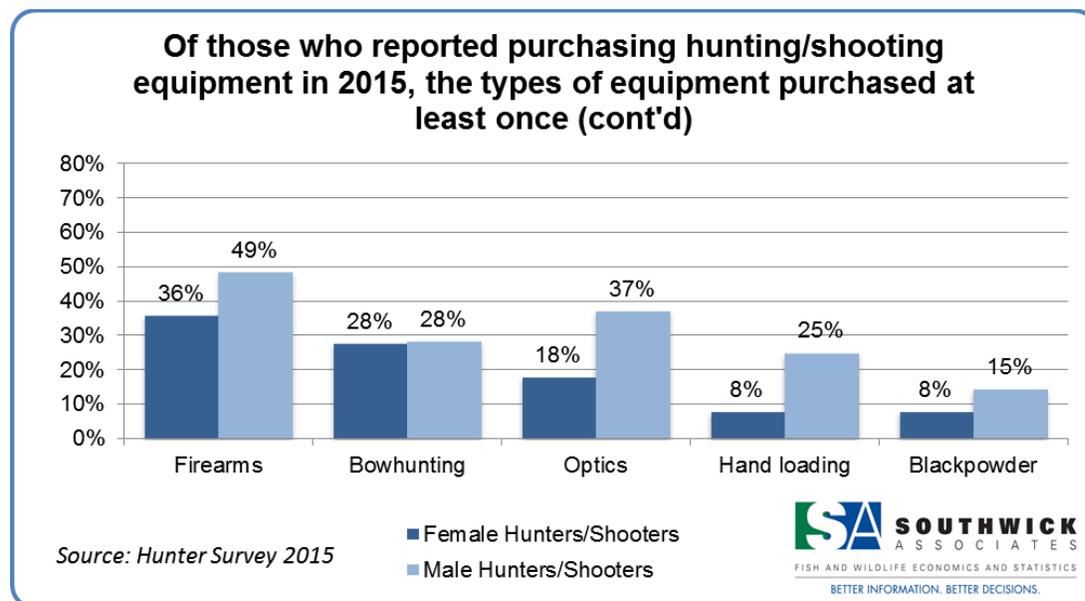
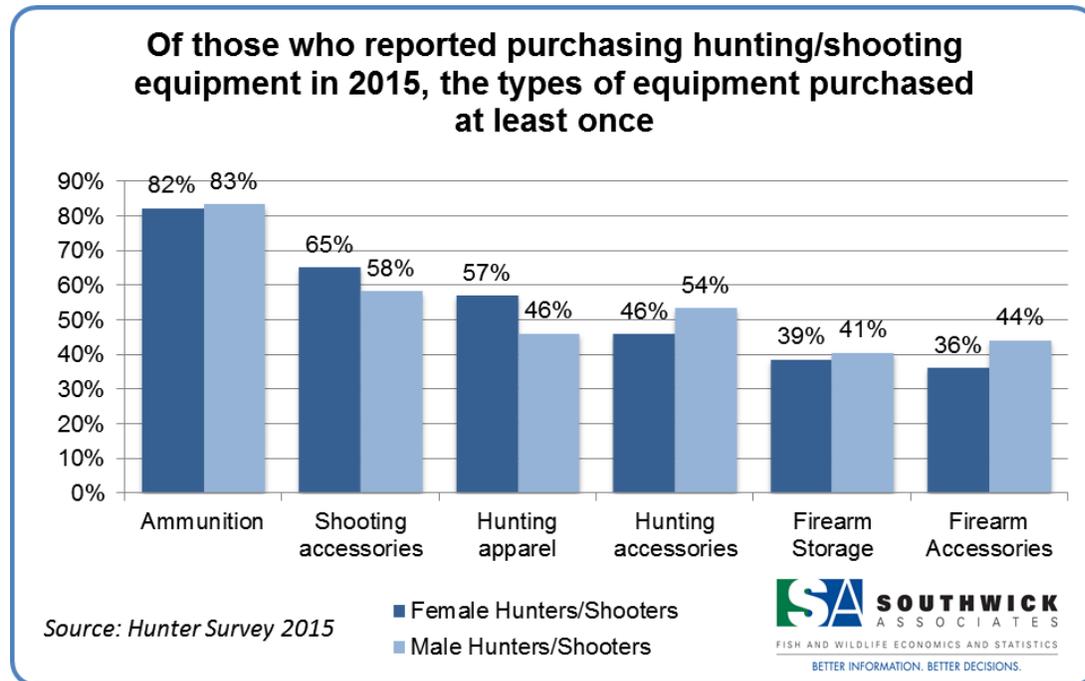


Figure 12. Hunting/shooting equipment purchased at least once in 2015.

Table 12. Hunting/shooting equipment purchased at least once in 2015.

	Female Hunters/Shooters	Male Hunters/Shooters
Ammunition	82%	83%
Shooting accessories	65%	58%
Hunting apparel	57%	46%
Hunting accessories	46%	54%
Firearm Storage	39%	41%
Firearm Accessories	36%	44%
Firearms	36%	49%
Bowhunting	28%	28%
Optics	18%	37%
Hand loading	8%	25%
Blackpowder	8%	15%
Total	N=105	N=5705

Of women who purchased hunting and shooting equipment, most purchased ammunition (82%) and shooting accessories (65%) in 2015.

When asked if they took children hunting or shooting, the highest response for both men and women was that they did not take any children hunting or shooting. From the previous section, it is clear that men and women, both, are more likely to take children fishing rather than hunting or shooting.

Table 13. How many children have you taken hunting within the past 12 months?

	Female Hunters/ Shooters	Male Hunters/ Shooters
None	71%	62%
1	15%	19%
2	10%	12%
3	0%	4%
4	0%	1%
5 or more	5%	2%
Total	N=94	N=4376

Table 14. What relation was the child(ren) to you?

	Female Hunters/ Shooters	Male Hunters/ Shooters
Son or daughter	60%	55%
Grandson or Granddaughter	3%	11%
Nephew, niece or other relative	3%	14%
Unrelated young person	23%	19%
As part of a Scout troop, church group or other youth organized activity	11%	1%
Total	N=22	N=1522

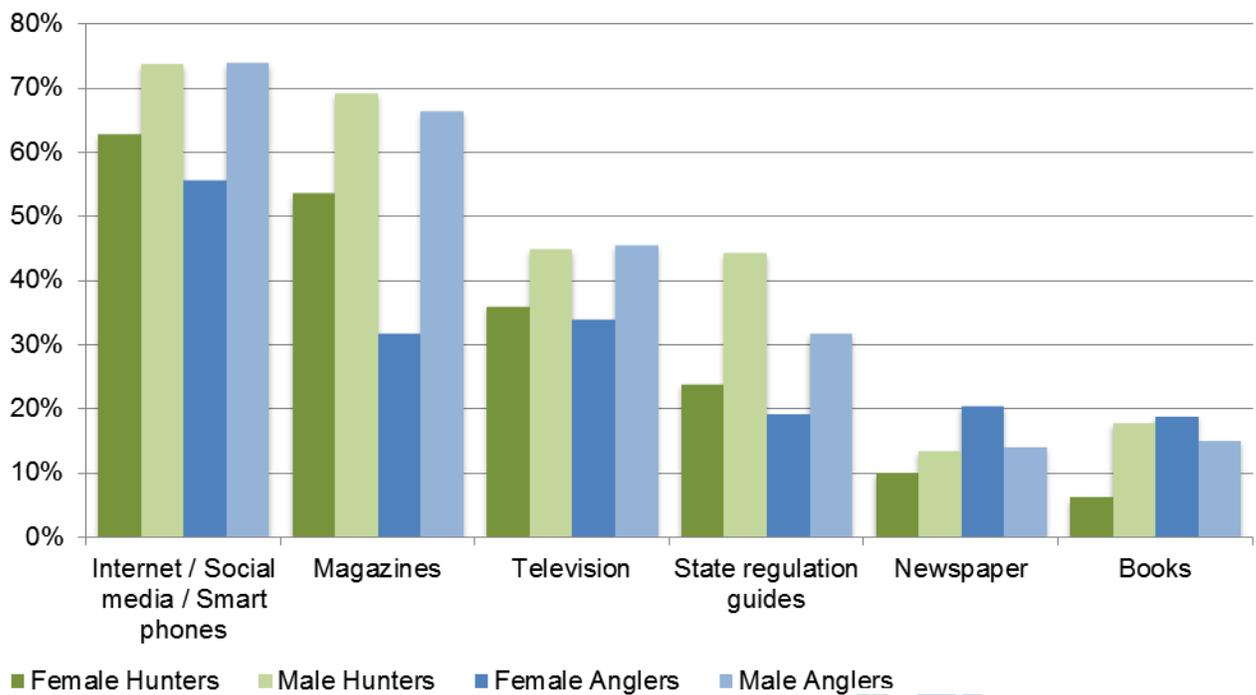
Women were less likely to take children hunting or shooting (9% less than men).
All shooters were most likely to take their son or daughter with them to shoot.



Outdoor Media Consumption

Most sportswomen turn to the Internet to access media for information or entertainment related to hunting, shooting, or fishing (Figure 13 and Table 15). There is a 22 percentage-point disparity between the percentage of female hunters and female anglers who use magazines related to hunting, shooting, or fishing information and entertainment. Concerning most forms of media, men access each media type at a greater frequency than women.

Percent of hunters and anglers* accessing media for information or entertainment related to hunting, shooting or fishing



*Respondents who fished or hunted at least once during the past year, accessing media Oct-Dec 2015

Source: SAMM, HunterSurvey, AnglerSurvey



Figure 13. Top six media types accessed for information or entertainment related to hunting, shooting or fishing

Table 15. Types of media hunters and anglers* accessed for hunting, shooting or fishing information or entertainment in Oct – Dec 2015.

	Female Hunters	Male Hunters	Female Anglers	Male Anglers
Internet / Social media	63%	74%	56%	74%
Magazines	54%	69%	32%	66%
Television	36%	45%	34%	46%
State regulation guides	24%	44%	19%	32%
Newspaper	10%	13%	20%	14%
Books	6%	18%	19%	15%
Radio	5%	4%	15%	7%
Other	0%	1%	4%	1%

*Hunters and Anglers defined as those who reported hunting or fishing at least once in the 2015.

63% of female hunters and 56% of female anglers access the internet and social media for information and entertainment related to hunting, shooting or fishing.