

# 2020 Angler Survey: Results and Next Steps

Arizona Game and Fish Department



# Overview

- Purpose and Objectives
- Survey Results
- Next Steps



# Angler Retention Strategy

## **PURPOSE**

In response to recent years of angler growth and the unprecedented influx of new anglers in 2020, develop a customer retention strategy for new/returning anglers that, if successful, will have a significant impact on the department's revenue year over year.

## **OBJECTIVES**

- Develop a strategy to increase retention of anglers year over year (YOY)
- Identify innovative opportunities to connect with anglers from the point of initial license purchase to the point of license renewal
- Create meaningful content mapped to all stages of the buyer's journey



# Resident Angler Behavior: 2020

## COMPARING TO THE BENCHMARK

- Date range: March - August 2020
- Observed online resident fishing and community fishing license purchases
- Compared purchases to 2015-2019 benchmark data to identify key groups:
  - New (individuals are not recorded in our 2015-2019 set)
  - Retained (are recorded, latest purchase made in 2019)
  - Reactivated (are recorded, latest purchase made prior to 2019)

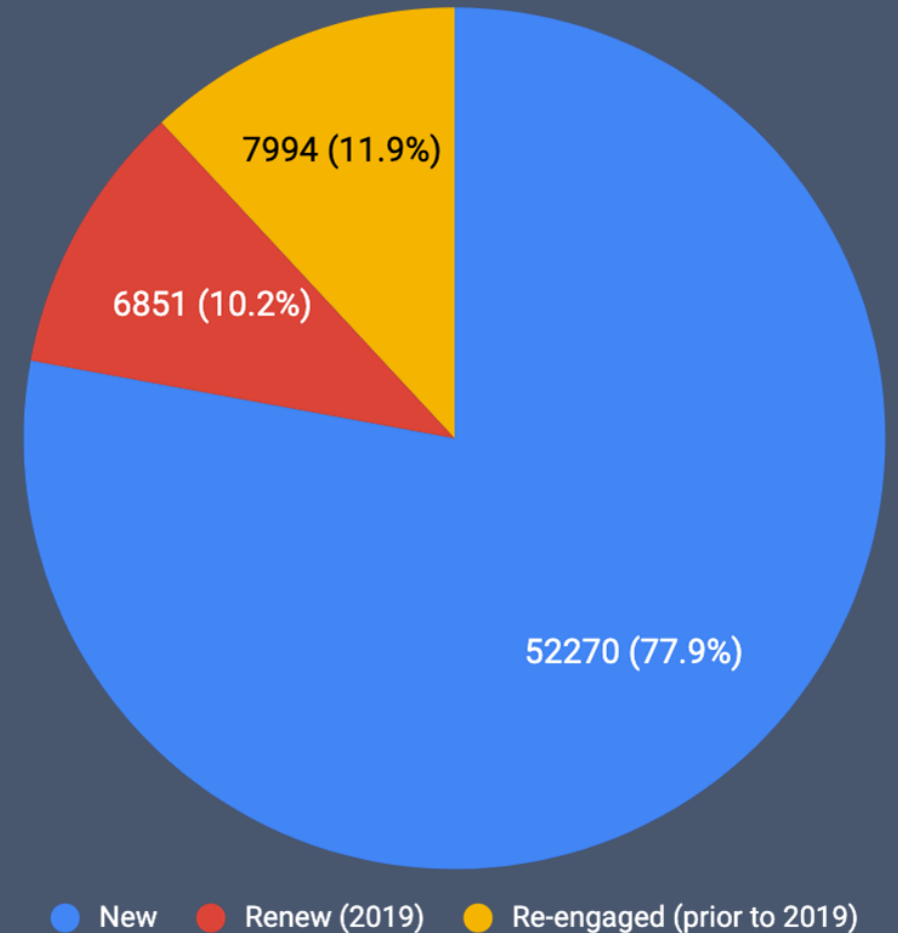
*Note: “new” purchases may be impacted by a shift to online purchases*



# Resident Angler Behavior: 2020

## RESULTS

- Data set: 67,115 resident anglers
  - New: 78% | Retained: 10% | Reactivated: 12%
- Of those who reactivated:
  - 48% last purchased in 2018
    - 2017: 24% | 2016: 15% | 2015: 13%
  - **If you can't keep them, you lose them**






# Survey Overview and Results





# Survey Overview

- Sent to resident anglers who purchased a fishing or community fishing license online between March and August 2020
- Deployed via email with survey hosted on Google Forms (State of Arizona uses GSuite)
- Sent to 57,576 resident anglers
- 3,467 responses received



## 2020 AZGFD Angler Survey

Thank you for your recent purchase of an Arizona fishing license from the Arizona Game and Fish Department (AZGFD). We appreciate you taking time to complete this short survey (7-9 questions) to help us better understand your interests and needs as an angler. Thank you.

*\* Required*

How many years have you been fishing in Arizona? \*

☐ less than 1 year

☐ 1 - 4 years

☐ 5 - 14 years

☐ 15 - 24 years

☐ 25 years or more

Prior to 2020, when was the last year you purchased an Arizona fishing license? \*

☐ 2020 was my first year buying an Arizona fishing license.

# Survey Results

## How many years have you been fishing in Arizona?

- A. less than 1 year (12.3%)
- B. 1 - 4 years (17.4%)
- C. 5 - 14 years
- D. 15 - 24 years
- E. 25 years or more (39.3%)

## Prior to 2020, when was the last year you purchased an Arizona fishing license?

- A. 2020 was my first year buying an Arizona fishing license. (12.8%)
- B. 2019 (60.7%)
- C. 2018
- D. 2017
- E. Prior to 2017 (16.9%)

## Is this the first year you have purchased your fishing license online?

- A. Yes (45%)
- B. No (55%)



# Survey Results

**What is your motivation for fishing? Please check all that apply.**

- |   |  |
|---|--|
| A. Outdoor recreation/sport<br>(89.9%)            | F. Conservation benefits<br>(money spent on fishing goes back into conservation of habitats) |
| B. Time with family/friends (76.7%)               | G. Connect with nature   |
| C. Save money on food                             | H. Relaxation (85%)  |
| D. Preference for wild meat<br>(health/nutrition) | I. Cultural tradition  |
| E. Preference for wild meat<br>(ethical/humane)   | J. Other (free response)   |

## Notable “Other” Responses

*“Getting to teach my grandchildren to enjoy/appreciate/respect the outdoor sports and the areas that it encompasses.”*

*“Post enjoying fishing i want to learn to hunt and thought prepping fish would be a good start”*

*“Covid, locked uo [sic] at home for 3 months everything was shut down.”*

# Survey Results

**What would be the best ways for AZGFD to provide you with information that helps you continue to develop as an angler? Please check all that apply.**

- |  |  |
|--|--|
| A. Short informational videos (how-tos, stocking updates, tips based on the type of fish, etc.) <b>(64.9%)</b> | E. Access to social media group/forum where I can ask my fellow anglers questions <b>(23.1%)</b> |
| B. Informational webinars available on demand (20-30 minutes)  | F. Series of in-person courses that form an Arizona angler education course                      |
| C. Hands-on, in person classes on techniques and concepts based on skill level                                 | G. Other (free response)   |
| D. Monthly emails with information on fishing conditions and stocking updates <b>(75.6%)</b>                   |  |

## **Notable “Other” Responses**

*“A mobile phone app where anglers can provide fishing reports and have that info visible in real time.”*

*“Short texts linking to info about how I can enjoy fishing day trips in AZ.”*

*“I would like to see a place to donate fishing equipment and teach kids to fish.”*

# Survey Results

## How do you currently receive information on fishing from AZGFD? Please check all that apply.

- A. Monthly AZGFD Fishing Report enewsletter **(13.5%)**
- B. FishAZ Facebook Group
- C. AZGFD social media channels (Facebook, Twitter, Instagram, YouTube)
- D. AZGFD publications (Annual AZGFD Fishing Regulations, AZGFD Community Fishing Guidebook) **(15.7%)**
- E. I don't currently receive AZGFD communications **(60.7%)**
- F. I receive all my fishing information from another source
- G. Other (free response)

## Notable "Other" Responses

*40% of all "Other" responses were the AZGFD website. We will revise future surveys to take this into account.*

*\*3.65% of respondents who said they did not receive communications from AZGFD also selected types of communications they currently receive from AZGFD.*

# Survey Results

## How far do you usually travel to fish in Arizona?

- A. I usually stay near my home (within 20 minutes from my home). **(11.3%)**
- B. I usually travel a moderate distance (within 30 minutes to 1 hour from my home). **(23.7%)**
- C. I usually travel to remote distances (over 1 hour from my home). **(31.6%)**
- D. I travel to locations near and far from my home equally. **(28.9%)**

## What is the primary language spoken in your home? *(optional)*

- A. English **(98.5%)**
- B. Spanish **(0.7%)**
- C. Other

## How many children under the age of 18 currently live in your home? *(optional)*

- A. 0 **(63.3%)**
- B. 1 **(14%)**
- C. 2 **(14.6%)**
- D. 3
- E. 4
- F. 5
- G. More than 5



# Next Steps: Angler Retention Strategy





# Next Steps: Angler Retention Strategy

## Consider survey responses in context and use findings to inform future surveys

- Because the majority of respondents are avid anglers, it is important to put responses in that context.
- Will deploy surveys directly targeting other groups to better understand their needs/motivations and compare to national trends
  - New anglers
  - Active social families





# Next Steps: Angler Retention Strategy

## **Develop and share information based on highly-requested content**

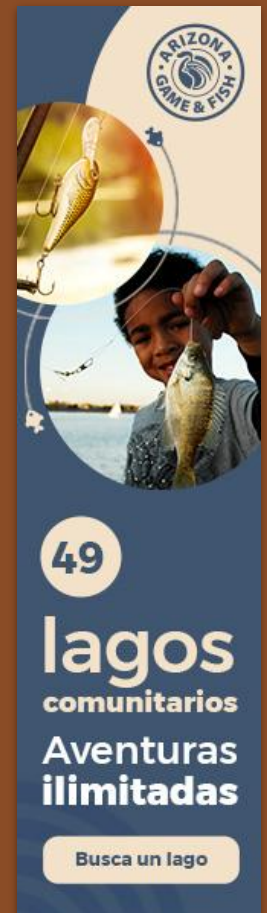
- Information about specific types of fishing in Arizona
- Tips for beginners
- Community fishing program resources
- (Post-COVID) Fishing clinics in zip codes with high percentage of new anglers



# Next Steps: Angler Retention Strategy

## Apply learnings to Spring/Summer 2021 Angler Campaign

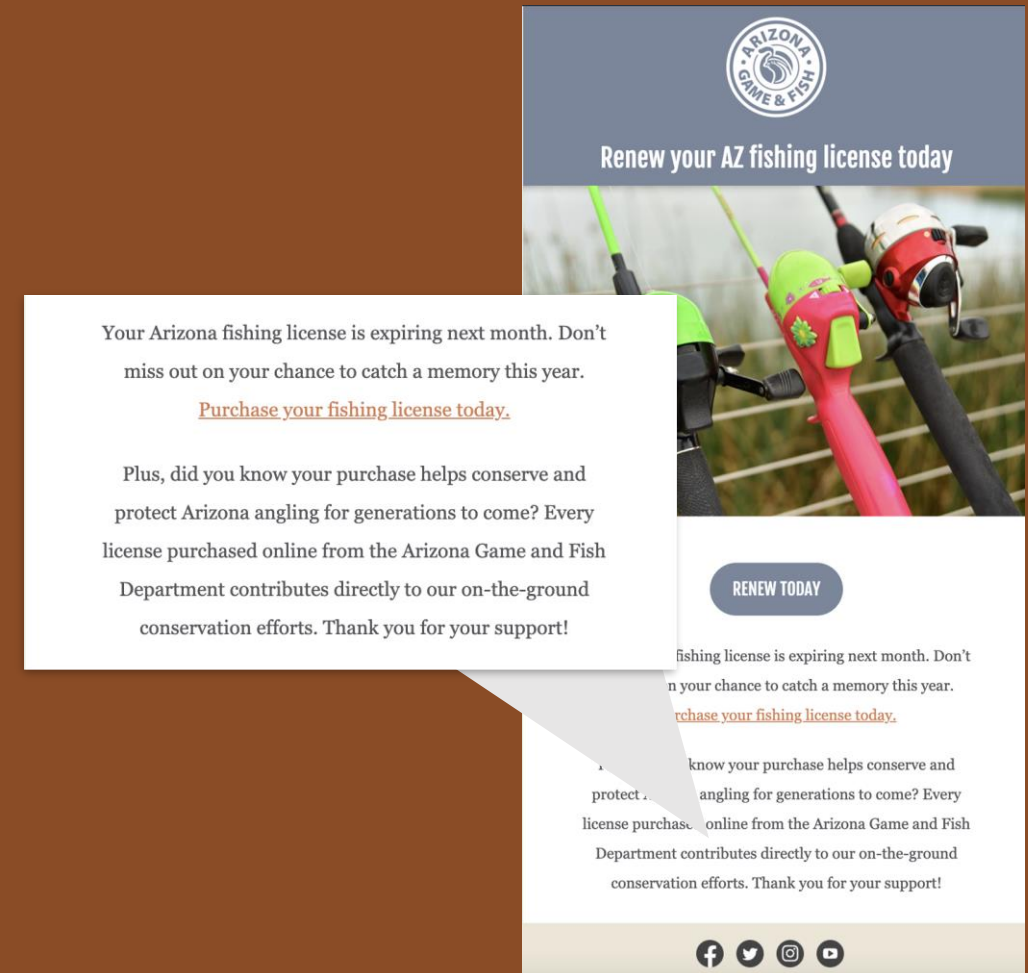
- Creative in English and Spanish
- Spring: community fishing
  - Active social families
  - Easy to fit into busy schedules
- Summer: high country lakes
  - Beat the heat
  - Great addition to any family vacation



# Next Steps: Angler Retention Strategy

## Develop automated customer journey via email targeting new anglers:

- Series of emails that kick off when individual purchases a fishing license
- Identifies key areas of interest and deploys emails addressing those topics
- Reminds angler of renewal date and (if applicable) license expiration





# Thank You!

The Arizona Game and Fish Department thanks you for your interest in our angler retention efforts.

## TODAY'S SPEAKER:

**BRITTANY KEARNEY** | MARKETING PROJECT MANAGER  
ARIZONA GAME AND FISH DEPARTMENT

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EMAIL: [bkearney@azgfd.gov](mailto:bkearney@azgfd.gov)

## ADDITIONAL AZGFD CONTACTS:

**HEIDI RAYMENT** | MARKETING BRANCH CHIEF  
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**ELYSE FIELD** | MARKETING PROJECT MANAGER  
ARIZONA GAME AND FISH DEPARTMENT

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# **2021 Angler Retention Efforts: Keeping 2020's New and Reactivated Anglers Engaged**

Jane Gustafson, Marketing & Advertising Manager



# Something good did happen in 2020!

- 41,913 New Resident Anglers
  - 19,163 Non-Resident
- 51,291 Reactivated Anglers
  - 6,780 Non-Resident
- What can we do to keep them?
  - Similarities and differences between the two groups?
  - Let's get some survey data





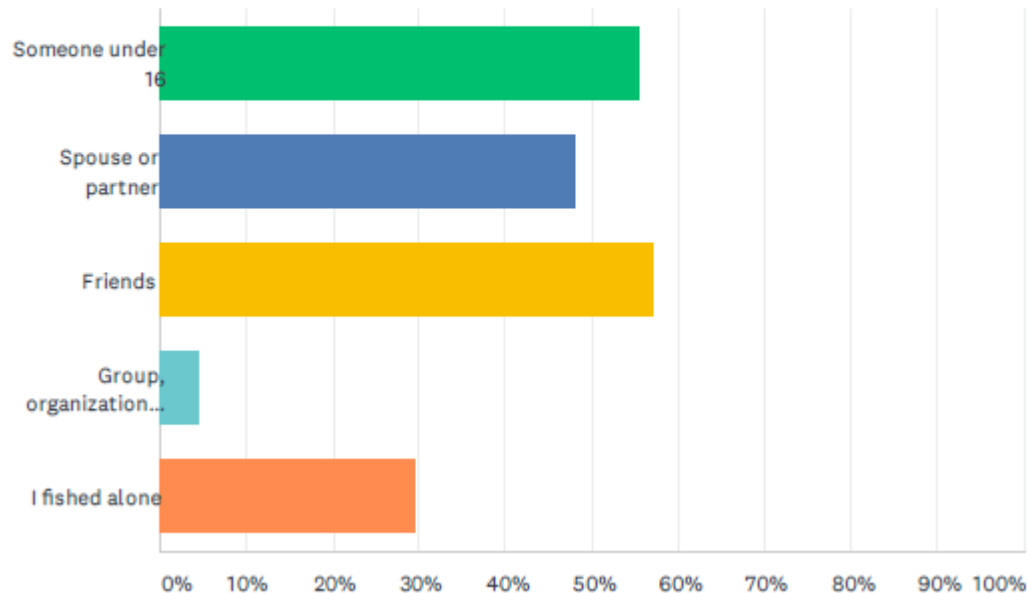
# Survey Says.....

- These groups have much in common

New Anglers

Q2 This year, did you fish with:(select all that apply)

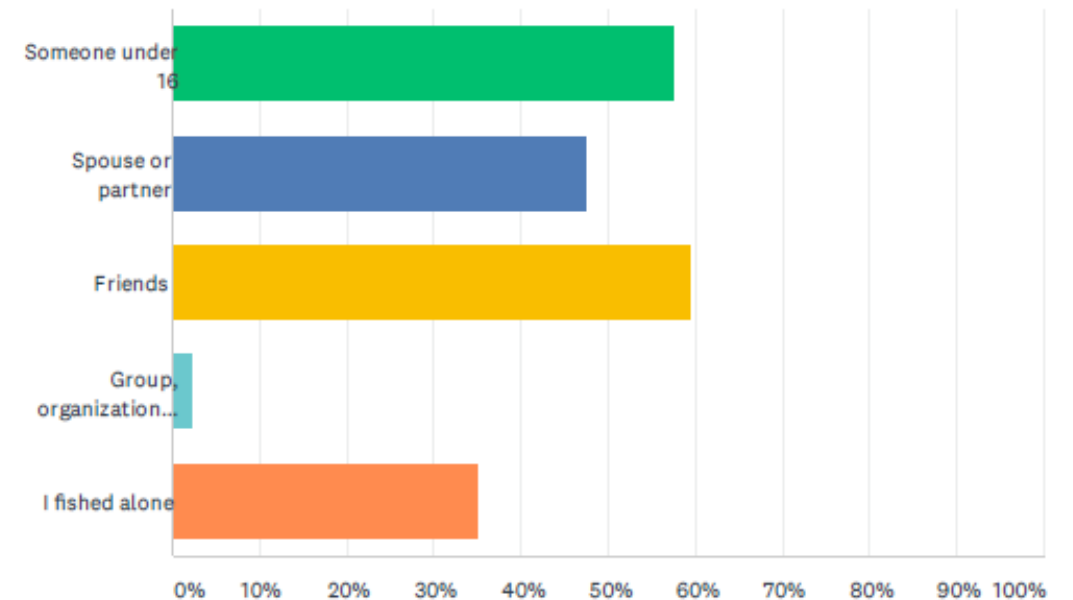
Answered: 370 Skipped: 4



Reactivated Anglers

Q3 This year, did you fish with:(select all that apply)

Answered: 200 Skipped: 3





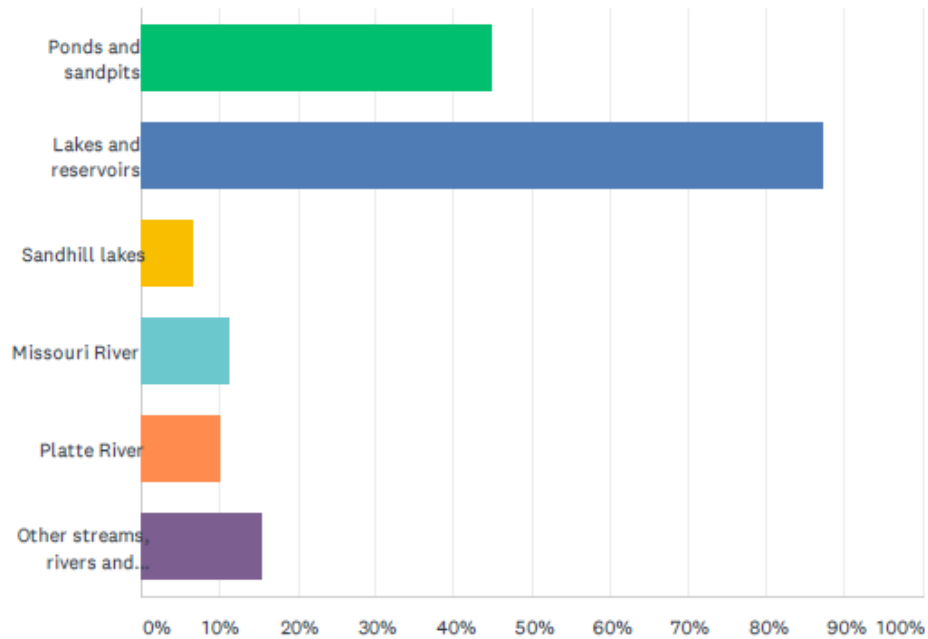
# Survey Says.....

- These groups have much in common

New Anglers

Q6 In what types of water bodies did you fish in Nebraska this year?  
(Select all that apply)

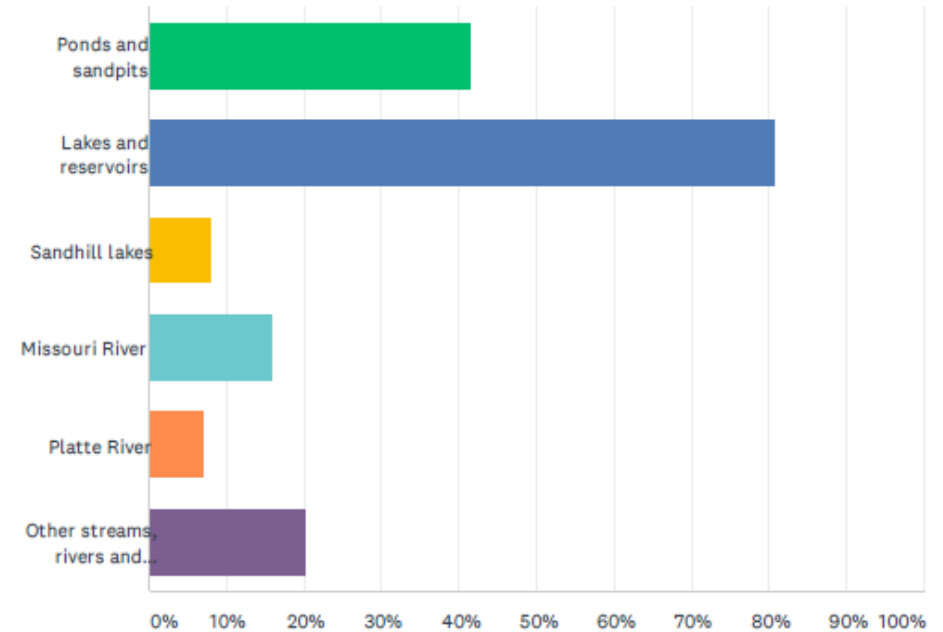
Answered: 369 Skipped: 5



Reactivated Anglers

Q7 In what types of water bodies did you fish in Nebraska this year?  
(Select all that apply)

Answered: 202 Skipped: 1





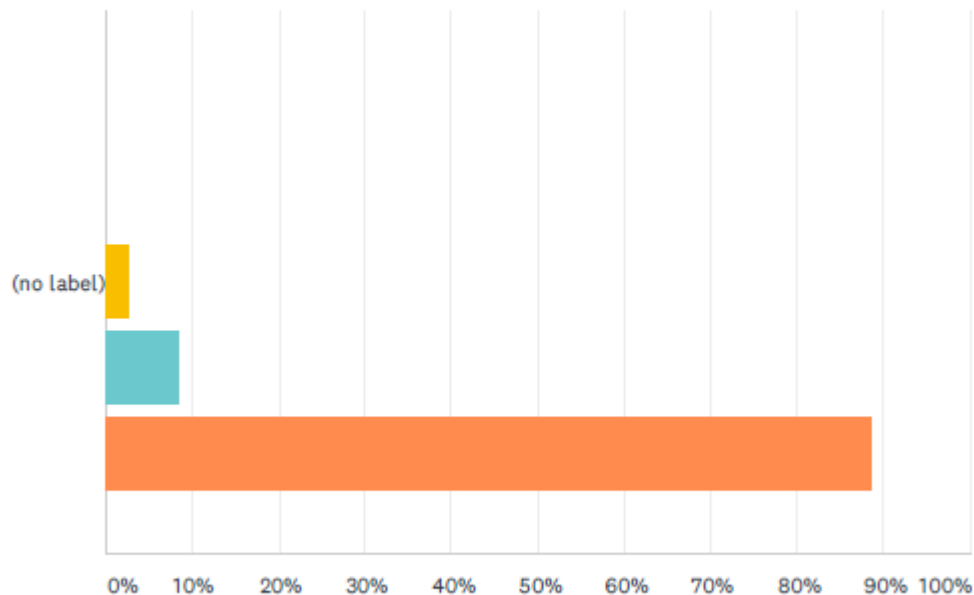
# Survey Says.....

- These groups have much in common

New Anglers

Q11 What is the likelihood you will continue to fish in 2021?

Answered: 363 Skipped: 11

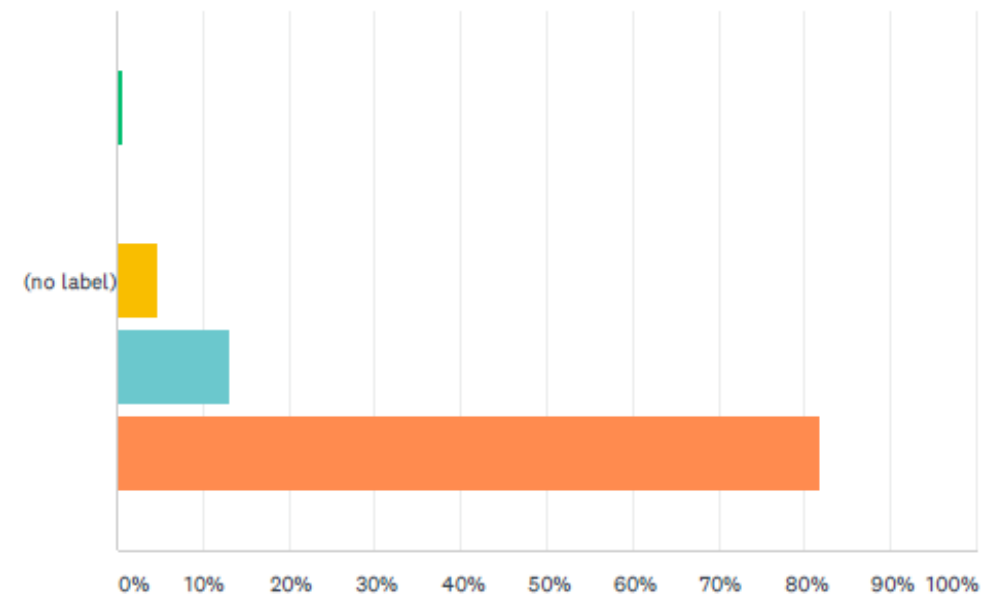


Not likely (no label) Neutral (no label) Very likely

Reactivated Anglers

Q12 What is the likelihood you will continue to fish in 2021?

Answered: 192 Skipped: 11



Not likely (no label) Neutral (no label) Very likely



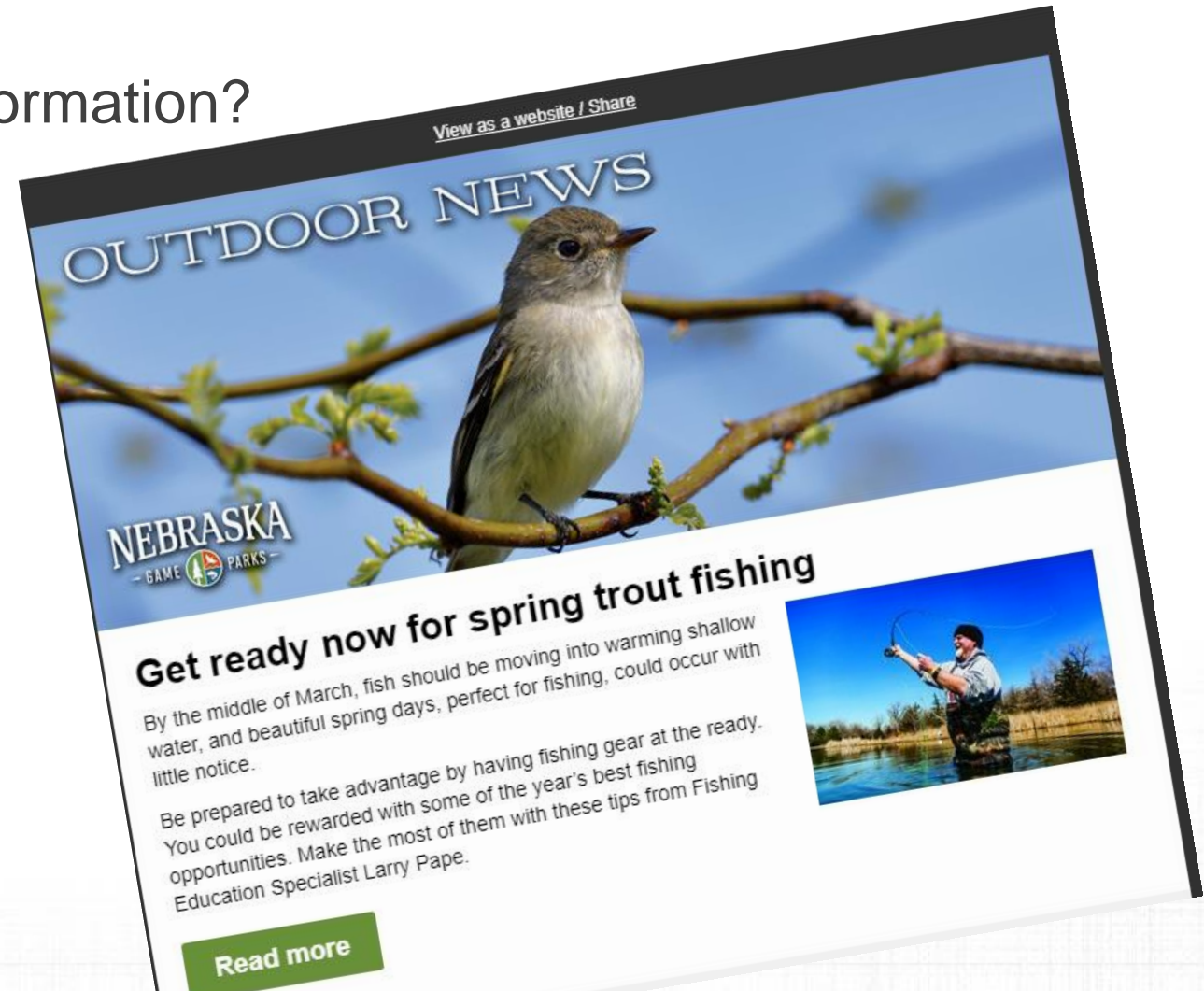
## Survey Says.....

- What resources would help you fish more often?
  - Knowledge of convenient places to fish
  - Opportunities closer to me
  - More fishing piers/access areas on nearby waterbodies
  - Better knowledge of fishing techniques
- What types of information would help you fish more often?
  - Up-to-date fishing reports/information
  - Where to go fishing information
  - Information to improve my chances of catching specific species of fish



# Survey Says.....

- Where would you like to get your information?
  - Emails (overwhelmingly)
  - Social Media
  - NGPC Website





# Step 1: Create Content

- Fisheries + Communications = Lots of topics and ideas
  - Created a weekly calendar of topics to be written about
  - A mix of information for beginners and those looking to build skills, try new things
  - A webpage resource for these topics
  - Shared assignments and team approach to content and distribution
- Focused on survey results:
  - Knowledge of convenient places to fish / Opportunities near me / Where to go fishing information
  - Better knowledge of fishing techniques
  - Up-to-date fishing reports/information
  - Information to improve my chances of catching specific species of fish





## Step 2: Utilize Content

- Created a list of places to use this content
  - Internally: Website, blogs, agency magazine
  - Externally: News releases, columns in local papers
  - Content Marketing: social channels, paid social, emails, PIOs push in local markets
- Think outside the box
  - Up-to-date fishing reports/information
  - Repackage and repurpose into new products
  - Partnerships



# Create the Schedule

Feb. 22 Be prepared when trout and weather...

March 1 History of Trout in Nebraska

March 8 Trout Stocking Schedule

March 15 Top 10 beginner friendly lakes

March 29 ? (top ten easiest/common fish to catch)

April 5 ? (Catch and Release – why or why not?)

April 12 ? (How to filet fish)

April 19 ? (Fishing tools – and other handy things to have while fishing)

May 5 ? (How to Mentor...)

May 10 ? (How and where to take small kids fishing)

May 17 ? (Fishing Check List)-(about tackle stores)





# Share Content



**Nebraska Game and Parks Commission**  
 Published by Falcon.io • April 16 at 9:02 AM •

So you're a new angler and you've got your license, rod-&-reel combo and your tackle.

But what else do you need?

- Fishing guide
- Measuring device
- Line clippers
- And more

See our full checklist: <https://fal.cn/3eLB8>

by Jeff Kurrus

6,638  
People Reached

69  
Engagements

Boost Post

You and 25 others

5 Comments 4 Shares

Like

Comment

Share

Most Relevant

Comment as Nebraska Game and Parks Co...

View comments



Home » Barbs and Backlashes

## BARBS AND BACKLASHES

### You Gotta Know!

April 29, 2021
 Barbs and Backlashes, Conservation, Fishing, How To, ice fishing, open water fishing
 Comments Off on You Gotta Know!



not expect everyone to be an ichthyologist. However, I do expect ...

[Read More »](#)

Recently, it seems like it happens all the time—someone posting photos and misidentifying fish, or just plain not knowing what they have caught. I suppose it could be the result of more new folks starting to fish with all the coronavirus craziness. Or, perhaps it is just more noticeable because of social media? A fish is not just a fish, you gotta have some identification skills. No, I do

## Top 10 beginner-friendly lakes across Nebraska

Jerry Kane
 March 16, 2021
 Comments Off on Top 10 beginner-friendly lakes across Nebraska



A large boardwalk allows a roomy area for anglers to enjoy fishing the pond at Ponca State Park. (Nebraskaland Magazine/NGPC)

By Larry Pape  
Nebraska Game and Parks Commission

LINCOLN, Neb. – From Auburn to Alliance, Nebraska's beginner-friendly lakes stretch from border to border.

These lakes have been designated by the Nebraska Game and Parks Commission as family friendly because they are safe, comfortable and have great fish-catching potential. They include a combination of barrier-free fishing access, fishing trails, groomed parks, concessions, playgrounds, picnic areas, and maintained fish populations.

The following are 10 of the best examples of lakes for beginners and families to enjoy for a day of fishing. Most will have bass, bluegill and catfish, with rainbow trout seasonally stocked. Go for the fishing, stay for the other local activities.

• **Optimist Lake** in Auburn has a walking trail around the lake and a nearby playground, campground and ballpark. Trout are stocked in October and March. Fall City, Nebraska City and Humboldt are other area towns with similar ponds.





# Keep Sharing Content

## SOFT PLASTIC BAITS

Plastics include a wide variety of different lures, and can be used to target many sport fish. Plastics are popular with anglers because they feel more natural in a fish's mouth than a hard plastic lure like a crankbait. Hard plastics require that the fish is hooked quickly before it drops the lure, but soft plastics can allow for more time to set the hook. The classic soft plastic bait is the worm. These baits are created by pouring liquid plastic into a mold and adding dyes, metallic flakes, or even scent. They can resemble worms, crayfish, lizards or frogs. The legs, tails, etc. undulate as they move through the water. The soft plastic bodies of these lures encourage fish to hold on to them a little longer before they spit them out, giving the angler a better chance to set the hook.



**How to fish with plastics:** For the worm, a popular technique is the Texas Rig. Use a bullet weight above the hook, and insert the hook through the top of the worm's head, then bury the rod tip into the body of the worm to make it "weedless" (so it will not get hung up on underwater vegetation.) Cast and let it fall to the bottom. Twitch the rod tip a few times and retrieve in short twitchy hops. A fish bite is detected when a fish picks up the bait and swims away and is noticeable through line movement or a gentle pull. Allow the fish a few seconds before firmly setting the hook.

## PREPARED BAITS

Doughbaits are often used to attract catfish. Many catfish anglers have closely guarded secret recipes for doughbaits that combine a variety of tastes and scents. Livers, hot dogs, frozen shrimp, cut pieces of fish, and other food items that will disperse a scent in the water are all good catfish attractants. Canned corn can be a very effective bluegill bait. Treble hooks are often used to hold prepared baits.



## THE TACKLE BOX

Hard-sided tackle boxes are not as common as they once were. Most tackle "box" choices are now more like bags that hold a variety of boxes designed to carry all types of lures and equipment. These small component boxes are a great choice for new anglers to start and build a collection. As you develop more specific fishing interests, you can expand to larger, more complex containers and bigger tackle bags. Your boxes should have enough trays to organize your lures so they can be stored separately and won't tangle together. Plan to buy a tackle bag that is slightly larger than what you need right now. A little extra space allows you to carry non-tackle items (like your cell phone and sunscreen) and gives you room to expand your collection.

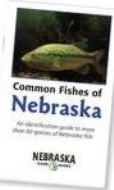
## FILLING YOUR TACKLE BOX

In addition to a variety of hooks, weights, bobbers and baits, consider the following for your tackle box.

**Fishing Guide:** Your current Nebraska Fishing Guide will help you decide where to fish in public waters of Nebraska, list the species

available to catch, and what the regulations are for keeping fish. Length limits, bag limits and possession limits are imposed to help manage the fisheries in Nebraska's waters.

**Common Fishes of Nebraska book:** Be able to identify the fish you catch so you won't accidentally break a law by putting a "catch and release" species on your stringer.



**Fishing permit:** At 16 years old, you are required to purchase a fishing permit if you are going to fish in Nebraska. Revenue from fishing permit sales allows the Nebraska Game and Parks Commission to maintain quality fisheries for Nebraska's residents and visitors to enjoy. If you are required to carry a permit, it must be on your person when you fish. It's handy to keep your permit in your tackle box, safe inside a waterproof sleeve.

**Knot tying card:** Until you've tied on many hooks, it may be difficult to remember the steps to a good fishing knot. A reminder card will help you tie a secure knot so you don't lose your fish.

**Swivels:** Some lures, like spoons and spinners, can cause the line to twist when they are retrieved. Attaching a swivel to the line and the lure to the swivel will prevent line twisting. Swivels can also be used as a stop for slip sinkers or bobbers. Some swivels are equipped with snaps to make it easy to change lures.

## Needle-nose pliers:

This is a useful tool in attaching and removing split shot and also in removing a hook from a fish's mouth.

**Nail clippers:** These are handy for cutting excess fishing line after tying a knot.

**First aid:** Disinfectant, a few Band-Aids and antibiotic ointment in a zip-lock bag are good to have on hand when dealing with sharp objects (hooks and fish's spines).

**Tape measure:** Keep a tape measure so you can measure your catch. Not only can you brag about the size of your catch, it is also important to determine whether a fish you intend to keep meets length-specific regulations.

**Whistle:** A whistle can be heard from greater distances than a person's cry for help. A repetition of three short blasts followed by a pause is the international signal for distress.

**Sunscreen and insect repellent:** Pick up travel sized bottles to stash in the bottom of your tackle box.

**Stringer:** A stringer is useful if you want to keep the fish you've caught while you continue fishing. The stringer can be threaded through the fish's mouth and secured on the shore, allowing the fish to stay alive in the water until you are done fishing.

**Landing net:** Although a landing net probably won't fit in your tackle box, it is a useful item to add to your gear collection. Choose a net with a long handle for shore fishing. A net with a collapsible handle will store easily. Rubber mesh nets are durable and hooks or spines will not get tangled in rubber mesh like they will in nylon mesh.



View as a webpage / Share

**NEBRASKA**  
- GAME & PARKS -

**Do you have what you need for a day of good fishing?**

Let's say you're preparing for a day of fishing. You've got the absolute essentials — license, rod and reel, and some tackle — but is there anything else you really need for a good day on the water?

**We would say there is!** Let's start with one of the most helpful items on the list: a Fishing Guide. Not only will this help you with current regulations and things like size and bag limits, it will give ideas of places to fish in each region of the state.

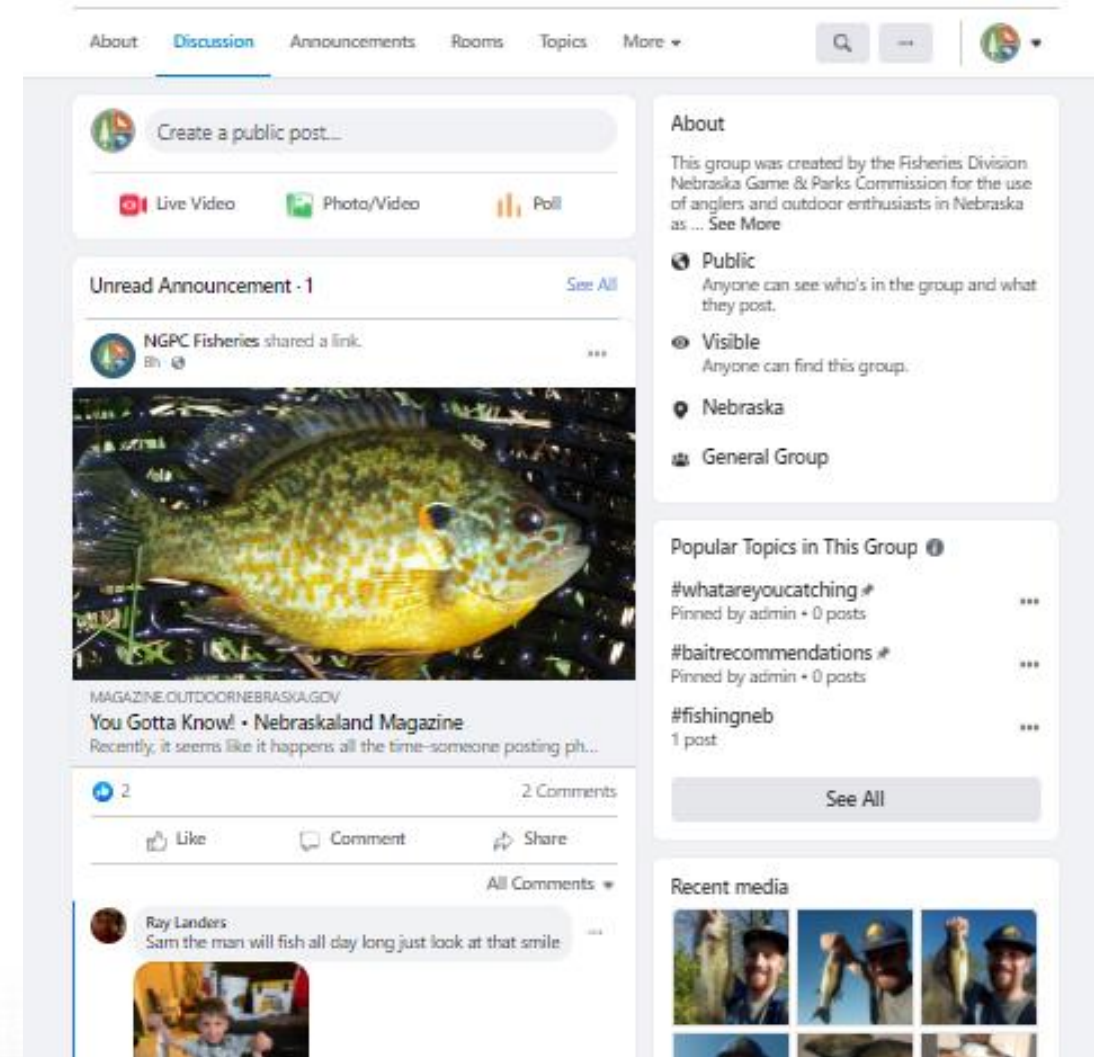
Related to that is our next needed item: a measuring device. A small tape measure or ruler will work here — as long as you can measure any catch you intend to keep if fishing in a body of water with a length limit.

Which brings us to the another useful category of devices: hook removal tools and line clippers, not to mention things that just make fishing more comfortable, like polarized sunglasses and appropriate clothing.



# Think Outside the Tackle Box

- Up-to-date fishing reports/information

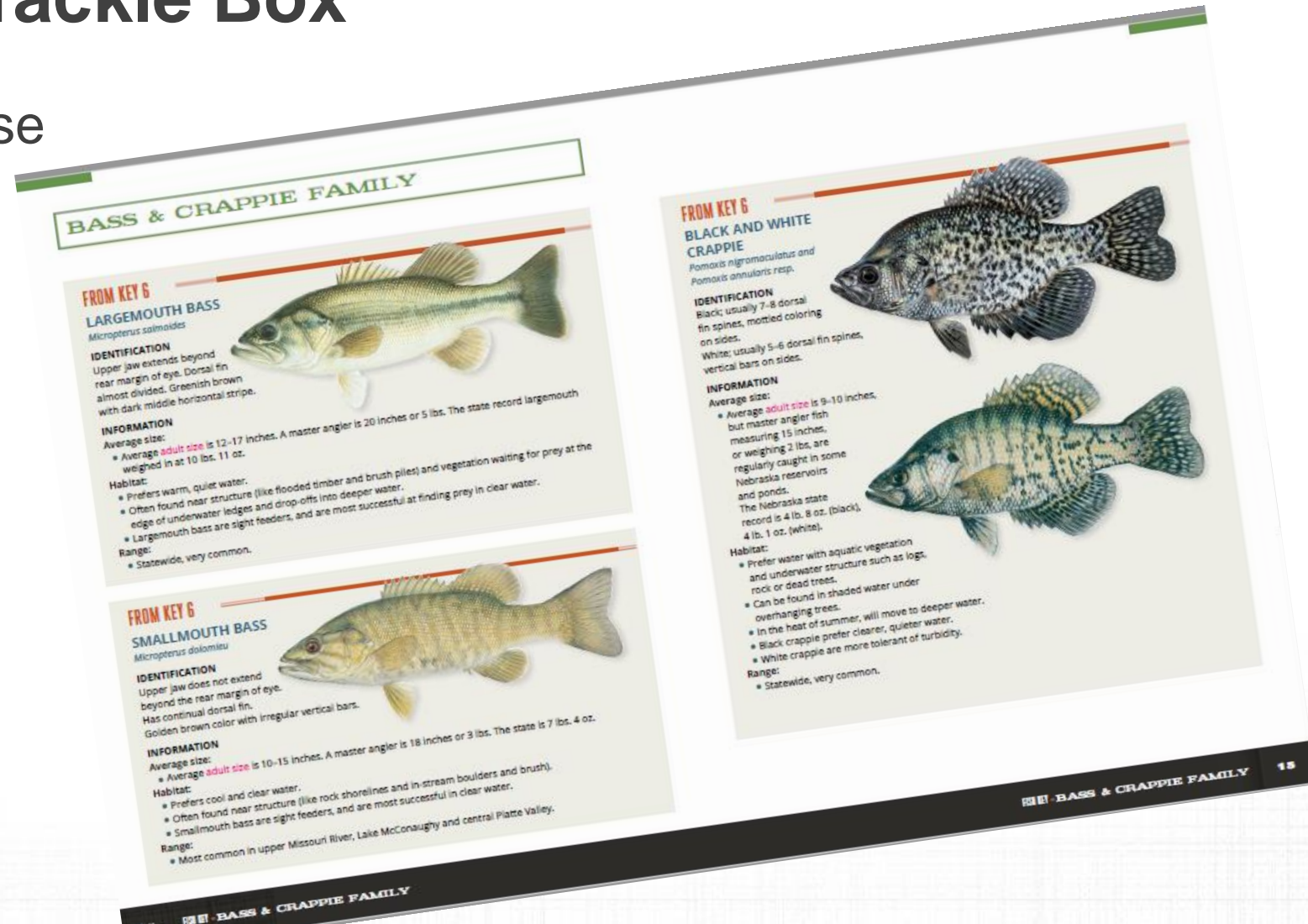
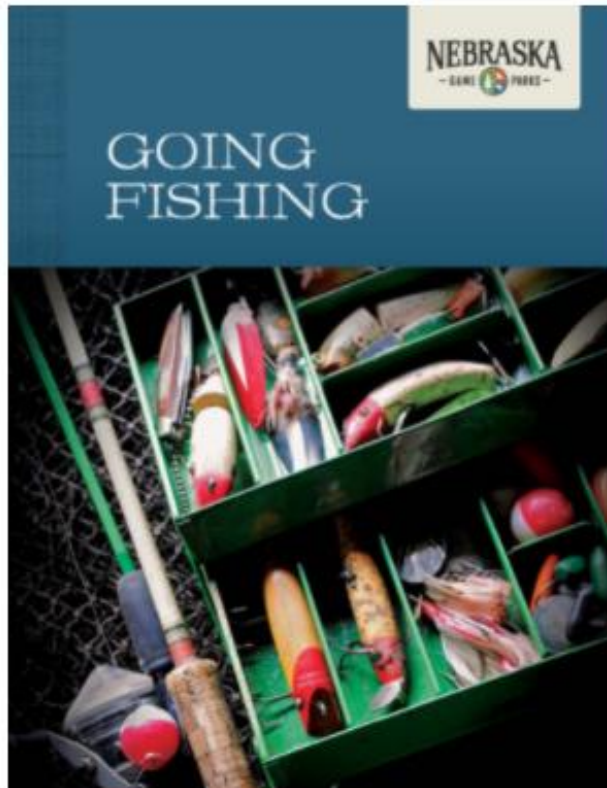






# Think Outside the Tackle Box

- Repackage and Repurpose







# Think Outside the Tackle Box

Nebraska Game and Parks Commission

## OMAHA NEIGHBORHOOD FISHING TRIP PLANNER

Featuring Fontenelle Park Pond, Lake Halleck, Zorinski Lake and Kramer Park

**NEBRASKA**  
- GAME & PARKS -

Fishing is a great family get-away activity and Omaha ponds and lakes offer comfortable and fantastic fishing opportunity in your community.

- Many types of fish for all types of anglers.
- Fishing locations that offer beginner friendly amenities.
- Affordable fishing licenses with annual, 3-day and 1-day options.
- Fish and enjoy other fun family activities.

### Getting Started!

Fishing can be easy and inexpensive. Start out simple with those new to fishing to use the Going Fishing publication as a resource to answer your questions. Additional suggested publications include the Common Fishes of Nebraska identification pamphlet and the annual Fishing Guide for current regulations and fishing locations. All found at [OutdoorNebraska.org/FishingGuidesandReports](http://OutdoorNebraska.org/FishingGuidesandReports)

### Fishing Resources

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### How to Buy a Fishing License:

Fishing licenses are available at Game and Parks Commission offices and permit vendors statewide or at [OutdoorNebraska.org](http://OutdoorNebraska.org)

**Fishing Licenses:**  
Resident Annual: \$38, 3-Day: \$31 and 1-Day: \$10  
Non-resident Annual: \$76, 3-Day: \$37 and 1-Day: \$13

[OutdoorNebraska.org](http://OutdoorNebraska.org)

Nebraska Game and Parks Commission

## ESCAPE OMAHA FISHING TRIP PLANNER

Featuring Eugene T. Mahoney State Park, Platte River State Park, Louisville State Recreation Area and Two Rivers State Recreation Area

**NEBRASKA**  
- GAME & PARKS -

Fishing is a great family get-away activity and several metro state parks offer comfortable and fantastic fishing opportunities 30 minutes from Omaha.

- High success rate of catching fish for the entire family.
- Fishing locations that offer beginner friendly amenities.
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**Park Entry Permits:**

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Nebraska Game and Parks Commission

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Fishing is fun. We encourage those new to fishing to use the Going Fishing publication as a resource to answer your questions. Additional suggested publications include the Common Fishes of Nebraska identification pamphlet and the annual Fishing Guide for current regulations and fishing locations. All found at [OutdoorNebraska.org/FishingGuidesandReports](http://OutdoorNebraska.org/FishingGuidesandReports)

### How to Buy a Fishing License and Park Permit:

Fishing licenses and park permits are available at Game and Parks Commission offices and permit vendors statewide or at [OutdoorNebraska.org](http://OutdoorNebraska.org)

**Fishing Licenses:**  
Resident Annual: \$38, 3-Day: \$31 and 1-Day: \$10  
Non-resident Annual: \$76, 3-Day: \$37 and 1-Day: \$13

**Park Entry Permits:**

[OutdoorNebraska.org](http://OutdoorNebraska.org)



# Think Outside the Tackle Box

- Partnerships







# Think Outside the Tackle Box

- State R3 Program Grant
  - Emails for customer with email addresses
  - For those without email addresses:
    - Reverse search and targeting on social media (Facebook and Instagram)
    - Programmatic reverse IP targeting and reverse targeting through paid google search
    - Serving up ads to remind them of the benefits of fishing – and get them to our website.






# Think Outside the Tackle Box

**Nebraska Game and Parks Commission**  
Sponsored · 




The best kind of on-line learning involves a fishing pole and hook.




**THE BEST KIND OF ON-LINE LEARNING**

OUTDOORNEBRASKA.GOV/HOW...  
**Fish Nebraska**  
Find the perfect spot.


[LEARN MORE](#)

 Like  Comment  Share




Instagram

**negameandparks**  
Sponsored

**PIKE AND SUBSCRIBE**




[Learn More](#)


negameandparks When it comes to our fishing fans, we only have this simple request: pike and subscribe.

[View as a webpage](#) / [Share](#)



**Grab your fishing pole; the trout are coming!**

It's that time: spring trout stockings have begun. Take advantage of the nice weather, and head to a city pond or lake to enjoy some good fishing.



This week, trout stockings are coming to western Nebraska, and then to dozens of other sites statewide this month. There are a ton of communities on the list; visit our website to find one near you!

Rainbow trout fishing is especially great for kids or beginners as only simple and inexpensive equipment is needed. They will bite on about anything, including corn, wadded up pieces of bread, or worms. They're also easy and safe to handle. Bring a towel for handling these slippery fish, and a cooler to keep some for dinner!

[See Schedule](#)






# Think Outside the Tackle Box

- Community Fishing Nights
  - Two-fer learning experiences: basic + advanced
  - Discover Fly Fishing, Discover Bowfishing, Discover Catfish Fishing



JUL 27 6:00 pm - 8:00 pm   
**Community Fishing Event – Bellevue,  
Kramer Lake**



JUL 27 6:00 pm - 8:00 pm  
**Discover Bow Fishing – Bellevue,  
Kramer Lake**



**To learn more:**

**Jane Gustafson**

[Jane.Gustafson@Nebraska.gov](mailto:Jane.Gustafson@Nebraska.gov)

402-471-5481



# **RETAINING 2020 ANGLERS:**

## **An Analysis of Fishing Participation During the Pandemic**

Amanda Solla, Outreach and Engagement Coordinator

# Presentation Overview

- Brief Background
- Survey
- Key Learnings from Survey
- Retention Efforts

# There's an increase in sales!

## *Who? Why? How do we keep it going?*

1. Investigate sales data
2. Develop custom reporting of licensing systems for in-depth analysis
3. Devise and conduct a customer survey, and perform analysis
4. Craft a customer retention plan with agency-wide implications
5. Execute on-going outreach strategies while research is underway

**THE ULTIMATE GOAL:** Identify effective strategies to retain these new customers (Pandemic Participants) and how to sell to them again for 2021 and beyond

# Survey: Implementation

## Design

- Interdisciplinary team
- Focused on key question
- Data from licensing system
- Question design based on analysis
- Used survey tool
- 2 pilot surveys
- Length: ~20 minutes

## Execution

- Digital distribution through tool
- 5 weeks with customers
- 3 email reminders
- 100 \$50 gift cards (raffle)

## Analysis

- Multi-variate analysis
- Contingency tables
- Qualitative analysis (long form)

# Survey: Sample and Response

## Sample

- Five unique groups
  - New 2020
  - New 2019
  - New 2018
  - Regular Angler
  - Regular Hunter
- 49,855 customers sampled

## Responses

- New 2020 = 1138 (~11%)
- New 2019 = 917 (~9%)
- New 2018 = 1430 (~14%)
- Regular Angler = 2852 (~28%)
- Regular Hunter = 3325 (~33%)
- Total Responses N = 9662 (19.4%)

# Asked and Answered: New in 2020

## Have you ever participated in angling?

- Yes – 89.1% (1014)
- No – 10.9% (124)

## Have you ever participated in the angling as a youth?

- Never participated as a youth – 14.5% (164)
- Participated at least once as a youth – 24.4% (277)
- Participated a lot as a youth – 61.1% (693)

## How far do you usually travel to participate in angling?

- Less than 50 miles – 60.5% (428)
- More than 50 miles – 39.5% (279)



# Asked and Answered: New in 2020

Please describe your skill level in angling:

Novice	Competent	Proficient	Expert	Total Responses
271	294	221	27	813
33%	36%	27%	3%	

Novice: no experience, or beginner

Competent: advanced beginner

Proficient: significant skill level

Expert: complete mastery of the activity

# Asked and Answered: New in 2020

**What information could ODFW provide that would help you participate in angling?**

"How-To" – 32.2% (245)

"Where-To" – 53.1% (404)

Beginner Skills – 34.6% (263)

Advanced Skill – 28.4% (216)

No information would help me participate in angling – 26.0% (198)

**Do you have someone to introduce you to angling?**

Yes – 69.9% (469)

No – 30.1% (202)

# Retention Efforts

# Launched a “Start Fishing” Webpage


<https://myodfw.com/articles/start-fishing>

Statewide

Start fishing

Where-to and how-to fish in Oregon

Fishing isn't hard, but it can be confusing to know how to begin. Here's the information you'll need to get from thinking about it to doing it.



IN THIS ARTICLE

What to fish for

Gearing up

How to fish

Where to fish

When to fish

Buy a license

Check the regulations

What to fish for

Trout and bass are two of the most popular gamefish in Oregon. There are a number of reasons why, many of which make trout and bass fishing great choices for new anglers.

- They are widespread and often live in nearby lakes, ponds, rivers and streams.
- The fishing gear is simple, and you can usually use the same gear for both trout and bass.
- The fishing regulations for trout and bass are simple and easy to understand.
- You need just a basic fishing license – no need for additional tags or endorsements.

Gearing up

The fishing section at the sporting goods store can be overwhelming, and some anglers are notorious for

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# Prioritized Updates to Location Info

- **Easy Angling Oregon** – 101 places to go in the state
- **Recreation Report** – weekly report on fishing conditions and angler success around the state
- **Trout Stocking Schedule**
- **Disabled Angler Access Map** – Google based shows 133 sites
- **50 Places to Go Within 60 Miles of “X”** – launched new versions

# 50 Places in 60 Miles of “X”

## Willamette Zone

### 50 places to go fishing within 60 minutes of Portland

Let’s go fishing! Not enough time? Think again. If you live in the greater Portland area, there are a number of places you can get to in less than an hour. Directions and times are approximate, mileage and generalized directions are from Pioneer Courthouse Square.



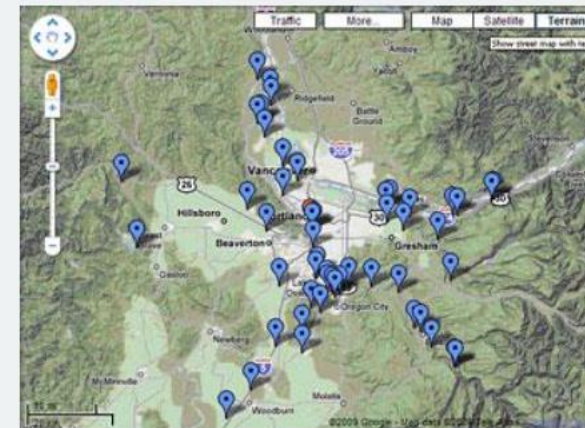
[Find these locations on Google maps](#)

Amenities are not necessarily a complete list.

**1. BARTON PARK**, Clackamas—26 mi., 40 min.

*Salmon, steelhead, fin-clipped trout*

Clackamas River. Good bank access. Boat ramp. Picnic area. Weekend day-use fee for non-registered boats and cars. Take Exit 12, off I-205, Estacada/Mt. Hood. Go east on Hwy. 212/224. Turn right onto Hwy. 224. Go about 5 miles. Turn right at Barton Store. County park.





# Increased Direct Outreach to Customers

- **ODFW Messenger** – launched new monthly enewsletter
- **Targeted Advertising** – radio advertising, OTT, print, digital
- **Pop-up Fishing Events** – show up and fish, with certified volunteers
- **And much, much more...**

OREGON DEPARTMENT OF FISH & WILDLIFE

MESSENGER

FISHING EDITION

Coquille Chinook:  
Help a Salmon, Fish for Bass

Smallmouth bass and other non-native warmwater species provide great fishing opportunities, but they can also impact native species like salmon. Smallmouth bass were illegally introduced into the Coquille River basin within the last decade or so, and biologists are observing negative effects as a result, particularly on fall Chinook salmon. ODFW recently allowed the use of bait, spears, and spearfishing for smallmouth bass as a new opportunity to try your hand, while simultaneously aiding in protecting Chinook salmon.

Buy a License Now

Try Spearfishing for Smallmouth Bass

A four-part video series will introduce you to the basic techniques, needed equipment, safety precautions, and some pro-tips on how to successfully spearfish your catch.

Watch Video

ODFW Messenger

~600k customers subscribed

It's Primetime for Warmwater Fishing

Oregon offers a wealth of warmwater angling opportunities year-round and it is approachable for all ages and skill levels. Learn the basics and get out on the water today.

Teach Me the Basics

Warmwater Rigs 101

Fishing for warmwater species can be perfected with the optimal rig setup by species. ODFW's Angler Education Coordinator provides you with the 101 to get you started.

Learn More

Fishing in the High Lakes

There is a bounty of fishing opportunities in Oregon and one of the most unique is that within the high lakes.

Learn More

Stocking the High Lakes

Before you hike-in to one of the high lakes in Oregon check out the stocking information and bring your rod along.

See Stocking Info

Fish for Trout in High Lakes

You can fish for trout year-round in Oregon. Now's the time to take in the views and fish for them in the high lakes.

Read More

YOUR PHOTO HERE

Introducing *Catch of the Month* Photo Showcase

Want a chance to showcase your awesome catch to other anglers? Excited about your latest fishing trip? Share photos and videos of your catch with the Oregon Department of Fish & Wildlife. Chosen photographs will be displayed in the *Catch of the Month* spotlight of the ODFW Monthly Messenger's Fishing Edition, ODFW Photo Gallery and may be used in promotional materials.

Submit Your Photo Now

Oregon Department of Fish and Wildlife

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# Questions?

Amanda Solla, Outreach and Engagement Coordinator

Information and Education Division

[Amanda.M.Solla@ODFW.oregon.gov](mailto:Amanda.M.Solla@ODFW.oregon.gov)

503-947-6013



An aerial photograph of a calm lake with a small boat in the foreground. The shoreline is lined with dense green trees, and a small building is visible on the left. The sky is blue with scattered white clouds. Large white text is overlaid on the image, framed by light blue L-shaped brackets in the top-left and bottom-right corners.

# Q&A

Please take the feedback survey when  
you exit the webinar.



RECREATIONAL  
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FOUNDATION



A top-down view of a person with blonde hair, wearing a plaid shirt and jeans, sitting in a boat on a calm lake. The person is holding a fishing rod. The water is dark blue, and the boat is light-colored. The text 'Thank You!' is overlaid in large white letters.

# Thank You!

Click the Zoom link in the chat  
box to continue the conversation!



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