The world’s first comprehensive demographic survey from KAYAK FISH
At KayakFish Magazine, we’re 100% dedicated to building and growing this sport. In July of 2015 we conducted the most comprehensive kayak fishing demographic survey to date. 772 paddling fishermen filled out the survey. We wondered: Who are these fishermen? What motivates them? Where do they live? What kinds of fish do they catch?

Now that we have this information, we want to share it with you — the kayak fishing world.

**KAYAK FISH**

**772 RESPONSES**
Total number of responses: 772

**MEDIAN AGE 39**
What’s your Age?

**GENDER**
What’s your gender?

**MARITAL STATUS**
Marital Status?

**EDUCATION**
What is your highest level of education attained?

**YEARS FISHING**
How many years have you been kayak fishing?
FRESHWATER TARGETS
What species do you target? (Freshwater)

- Largemouth Bass: 73%
- Smallmouth Bass: 61%
- Panfish: 56%
- Trout: 45%
- Salmon: 23%
- Walleye: 18%
- Pike/Musky: 16%
- Catfish: 28%

SALTWATER TARGETS
What species do you target? (Saltwater)

- Redfish: 51%
- Spotted Seatrout: 48%
- Panfish: 43%
- Bonefish: 19%
- Snook: 23%
- Striped Bass: 24%
- Bonito/Tuna: 7%
- Salmon: 9%
- Billfish: 13%
- Shrimp: 2%
- Reef Species: 22%

LEARNED ABOUT IT
How did you first learn about kayak fishing?

- The media: tv, magazines, social networks and websites: 61%
- At a store or outfitter: 29%
- A friend: 10%

FISHING SKILLS
What type of fisherman are you?

- Beginner: 41%
- Intermediate: 48%
- Advanced: 5%
- Expert: 7%

PADDLING SKILLS
What type of kayaker are you?

- Beginner: 27%
- Intermediate: 55%
- Advanced: 13%
- Expert: 5%
ITEMS PURCHASED
Which of the following have you purchased in the past year?
(Multiple answers)

KAYAK TYPE USED
What types of kayak do you fish from?

PROPELLION USED
What propulsion system do you primary use?

KAYAK TRANSPORT
How do you transport your kayak?

SURVEY SUMMARY
The results point to an educated, affluent married male who is active at the cash register and sees himself as a better fisherman than paddler. Whereas he has been fishing his entire life, most have been kayak fishing for just a few years. Over 1/3rd of respondents purchased a kayak in the past year. He fishes freshwater and saltwater somewhat equally, and fishes for a wide variety of species. Kayak fishing is happening everywhere and most report first hearing about it from the media. It's growing faster than ever and the sky is the limit.