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# KAYAK FISHING SURVEY

The world's first comprehensive  
demographic survey from

**KAYAK**FISH

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kayakfishmag.com data collected June 1-July 31, 2015

## KAYAKFISH

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.

## 772 RESPONSES

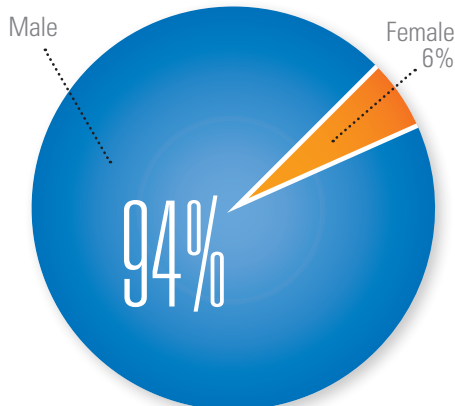
Total number of responses: 772

## MEDIAN AGE 39

What's your Age?

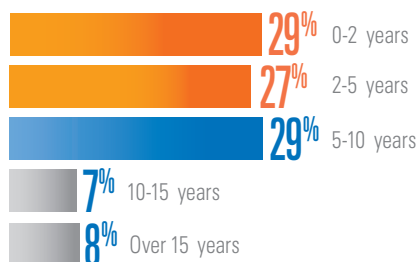
## GENDER

What's your gender?



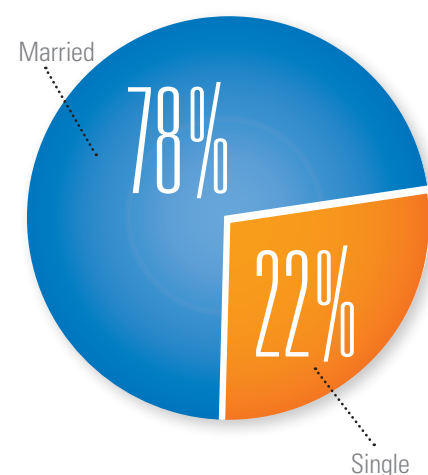
## YEARS FISHING

How many years have you been kayak fishing?



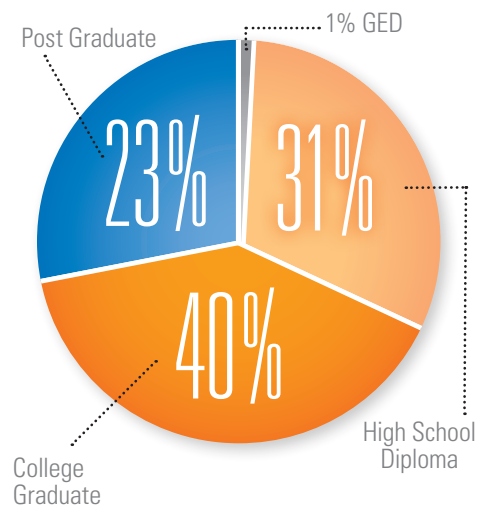
## MARITAL STATUS

Marital Status?



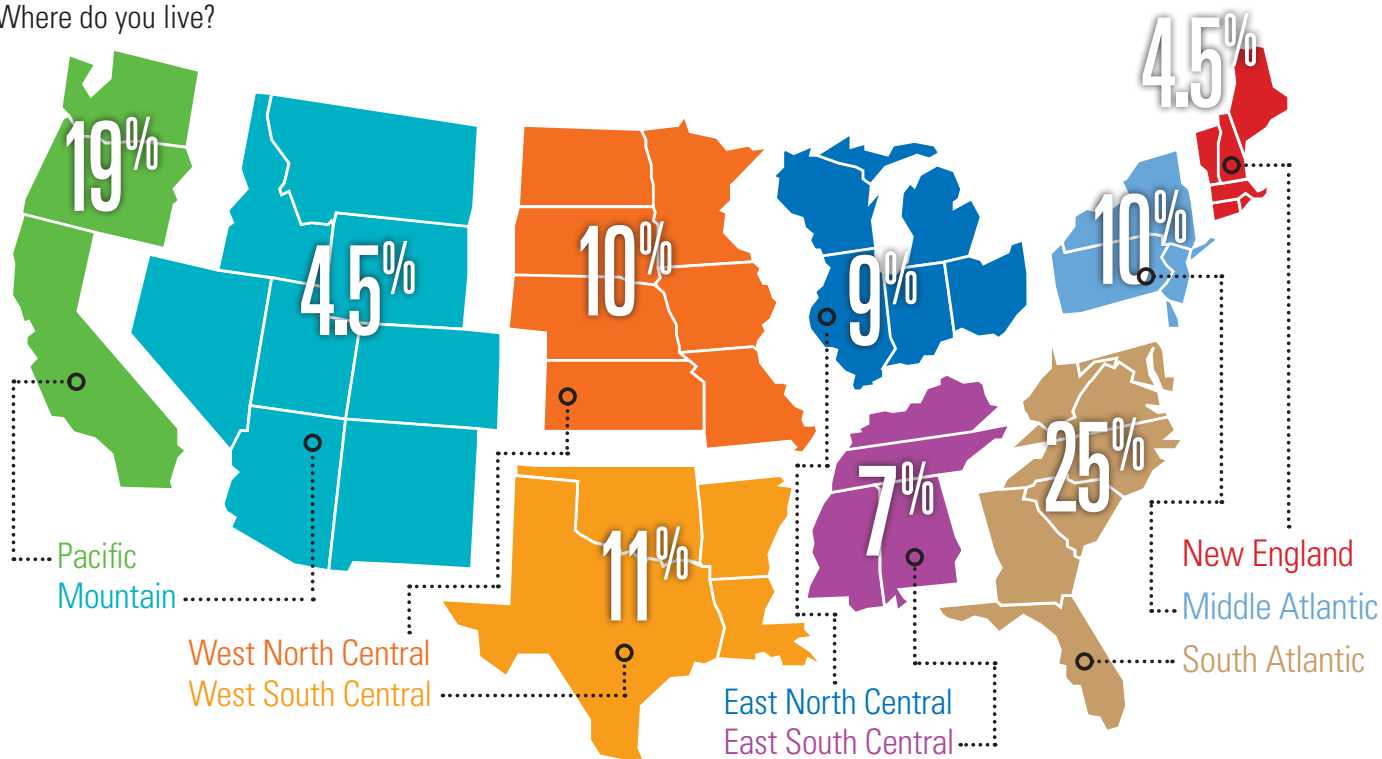
## EDUCATION

What is your highest level of education attained?



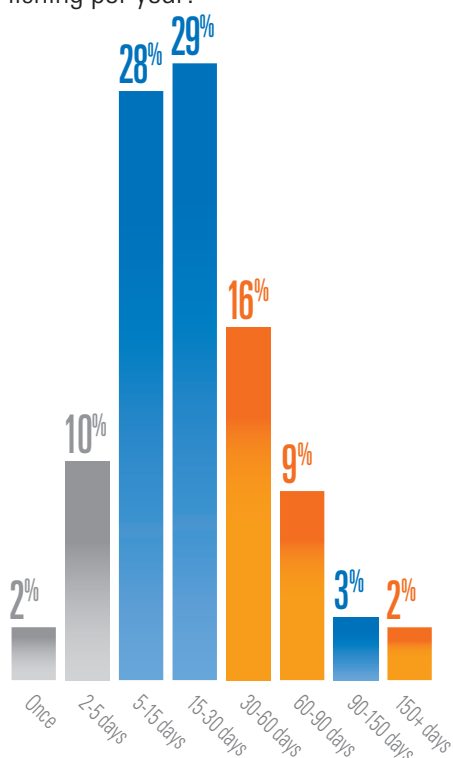
# REGIONAL BREAKDOWN

Where do you live?



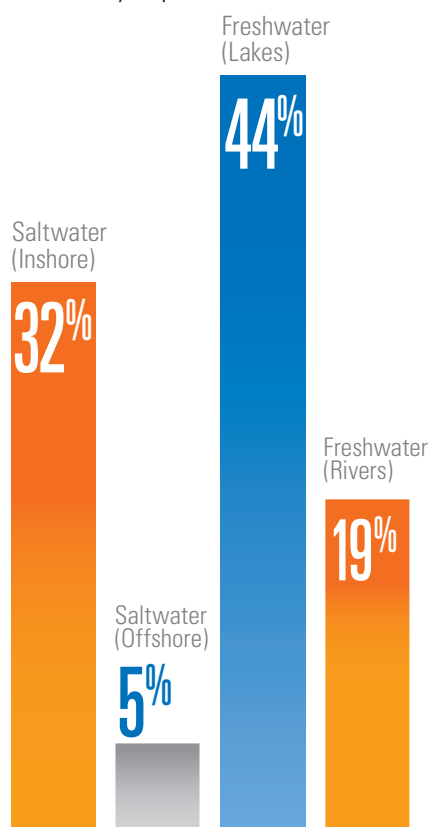
## DAYS FISHING

How many days do you go kayak fishing per year?



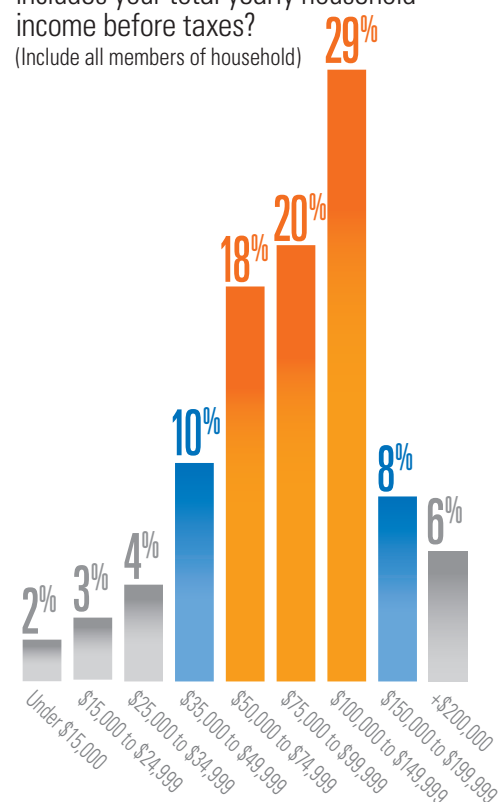
## PREFERRED WATER

Where do you prefer to fish?



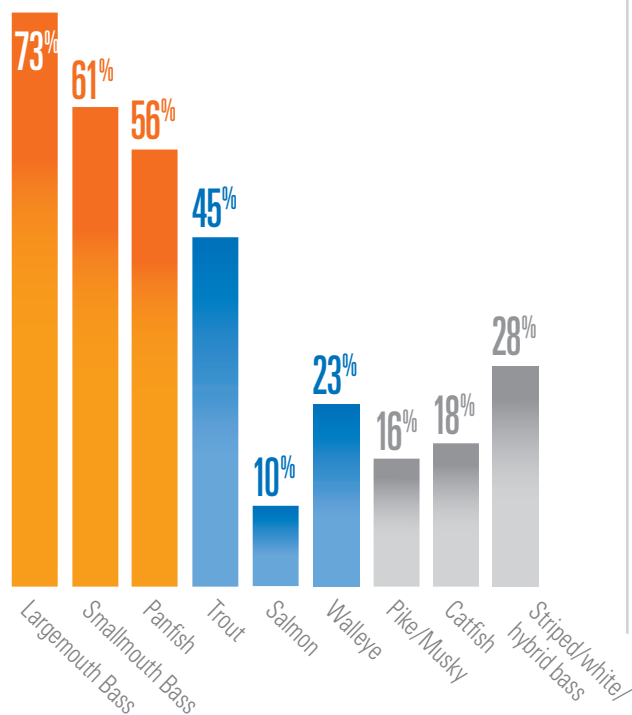
## YEARLY INCOME

Which one of the following ranges includes your total yearly household income before taxes?  
(Include all members of household)



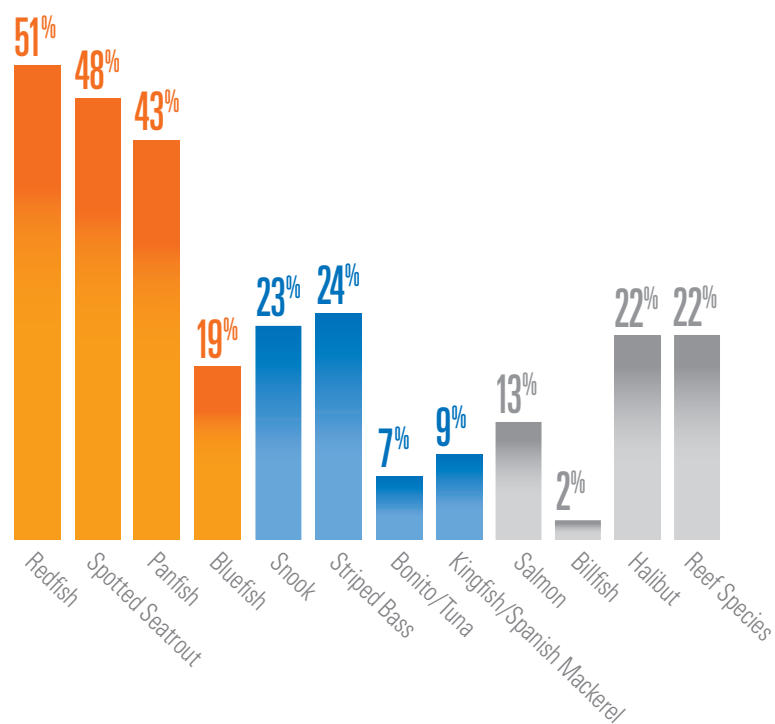
# FRESHWATER TARGETS

What species do you target? (Freshwater)



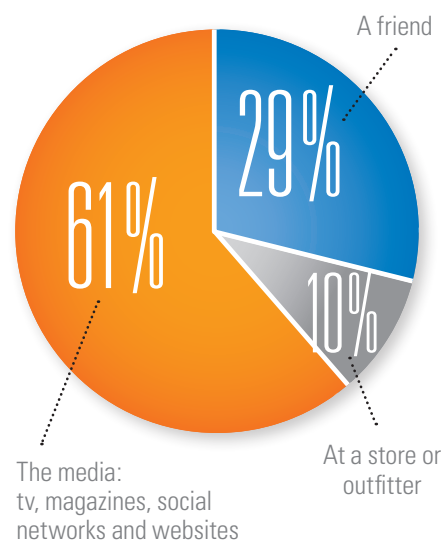
# SALTWATER TARGETS

What species do you target? (Saltwater)



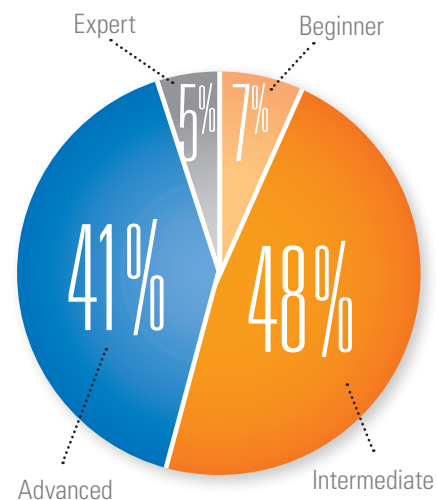
# LEARNED ABOUT IT

How did you first learn about kayak fishing?



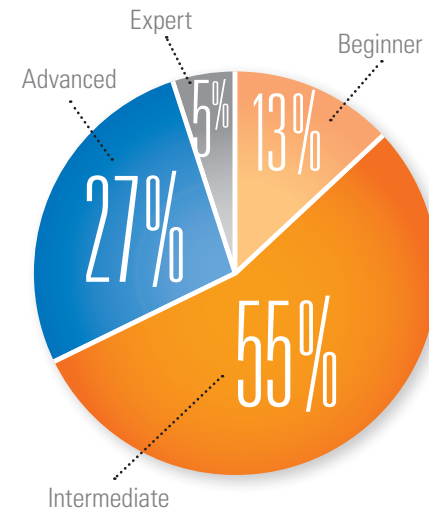
# FISHING SKILLS

What type of fisherman are you?



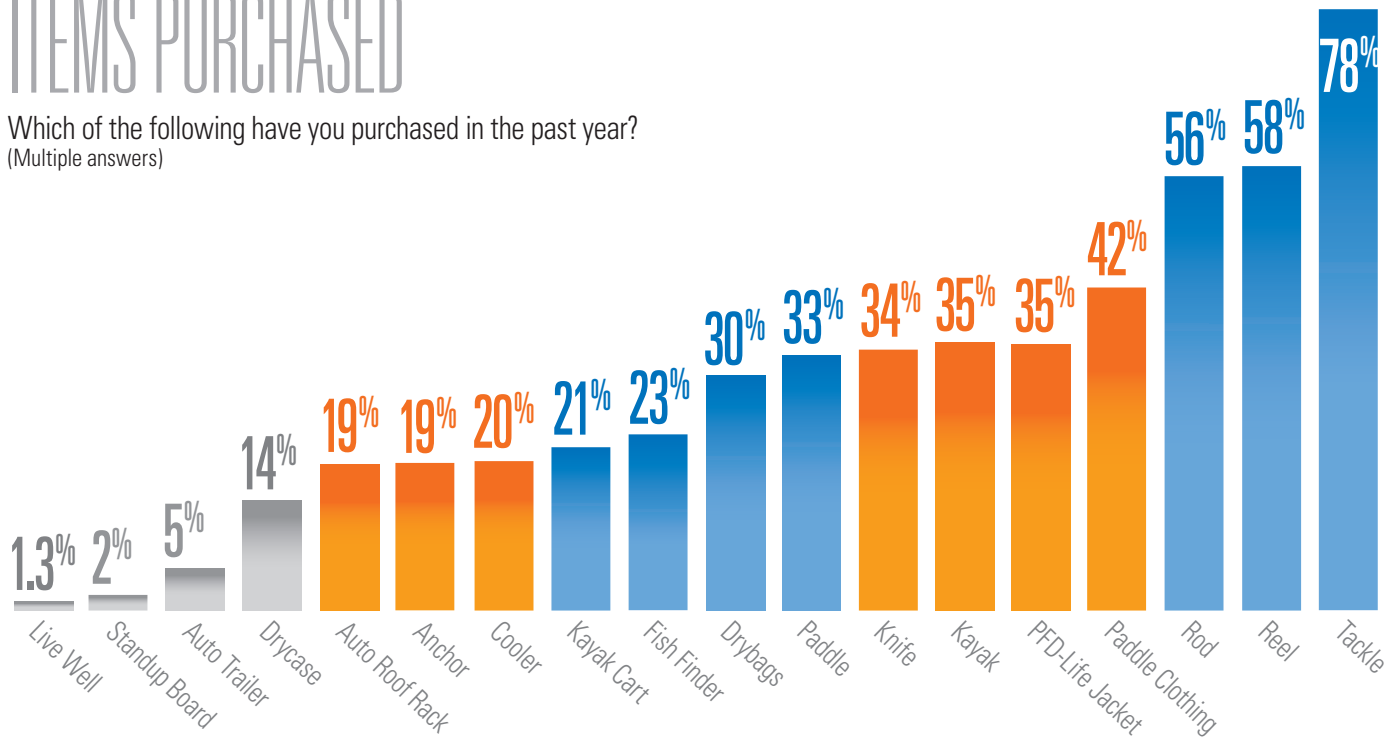
# PADDLING SKILLS

What type of kayaker are you?



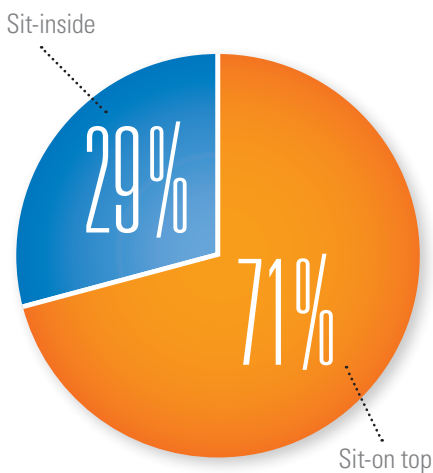
# ITEMS PURCHASED

Which of the following have you purchased in the past year?  
(Multiple answers)



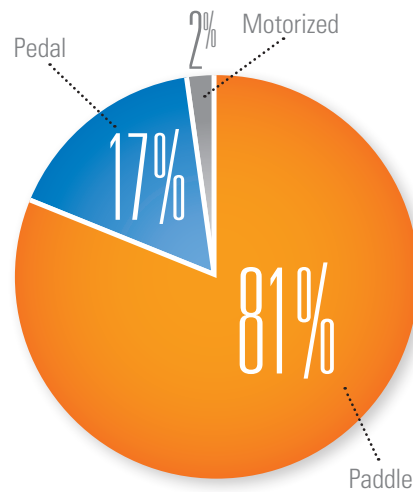
## KAYAK TYPE USED

What types of kayak do you fish from?



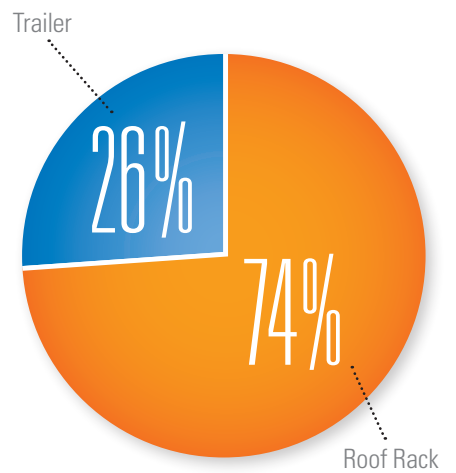
## PROPULSION USED

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.

**KAYAKFISH**