

# MAKE SOMEONE FALL FOR YOU HOOK, LINE AND SINKER,

## TAKE THEM FISHING OR BOATING - OR BOTH!

33.1 MILLION AMERICANS FISH ANGLERS BY GENDER:  
73% MALES 27% FEMALES

88 MILLION AMERICANS PARTICIPATED IN BOATING IN 2012  
55.7% MALES 44.3% FEMALES

ADDITIONALLY, FISHING FROM A BOAT REMAINS THE MOST POPULAR ACTIVITY WHILE BOATING, WITH 63% OF PEOPLE TRYING TO HOOK A BIG ONE FROM THEIR BOAT.

1/3

OF PEOPLE IN A RELATIONSHIP PREFER NON-TRADITIONAL DATES LIKE HIKING OR FISHING

32.7% MALES  
37.4% FEMALES

(MORE FEMALES PREFER NON-TRADITIONAL)

WHY?  
ADDS EXCITEMENT TO RELATIONSHIP AND FEELS SPONTANEOUS

WHO PREFERS A NON-TRADITIONAL DATE BECAUSE IT ADDS EXCITEMENT TO THE RELATIONSHIP?



85.4%

MEN AND WOMEN AGES 18-29



81.5%

NON-MARRIED COUPLES

2/3

OF COUPLES IN RELATIONSHIPS CURRENTLY BOAT AND FISH TOGETHER

WHY?  
RELAXING, PLAYFUL,  
EXCITING AND ROMANTIC

TOP 5 OUTDOOR ACTIVITIES FOR A DATE  
BOATING | HIKING | CAMPING | FISHING | BIKING



55.6%

OF PEOPLE WOULD GO FISHING OR BOATING FOR A DATE

38%

OF MEN SAID THEY ARE IMPRESSED BY A WOMAN WHO CAN BAIT A HOOK

50%

OF COUPLES SAY IT'S IMPORTANT THAT THEIR SIGNIFICANT OTHER SHOWS INTEREST IN OUTDOOR ACTIVITIES SUCH AS FISHING.

DOING GOOD WHILE DATING:



THE FUNDS FROM YOUR FISHING LICENSE AND BOAT REGISTRATION GO TOWARDS THE CONSERVATION OF OUR NATURAL AQUATIC AREAS.



TAKEMEFISHING.org



Sources: Recreational Boating & Fishing Foundation; U.S. Fish and Wildlife Service; National Marine Manufacturers Association.