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Where Great Fishing Begins!

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According to....

THE RECREATIONAL BOATING AND FISHING FOUNDATION

Source: 2010 Special Report on Fishing & Boating

- Fishing is recognized as the top "gateway" activity, spurring involvement in other outdoor interests
- Freshwater fishing is most popular among young people, with more than 22.5% participation under the age of 18
- The largest age bracket of saltwater fishing participants is over the age of 45, making up 48.1% of all participants
- Fly fishing has significant growth opportunities across a number of demographics, particularly females (25.2% of participants), minority groups (21.5% of participants) and youth (16.1% of participants)
- 'Next-gen' anglers, those under 18 years of age, make up more than 23% of all fishing participants
- There are 11.2 million fishing participants ages 6 to 17



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The National Sporting Goods Association reports that the number of Americans who fish outnumbers those who golf, run, hike, ski, work out in a gym; or play tennis, basketball and softball.



A recent nationwide Harris Poll found that fishing was ranked the most popular outdoor activity in America and was the 4th favorite leisure pastime.

According to a new report on fishing statistics published by the American Sportfishing Association, more than 44 million Americans fish. Those 44 million anglers spend nearly \$42 billion per year on fishing equipment. A total annual economic impact of \$116 billion.



The Congressional Sportsmen's Foundation states:

- The fishing industry supports some one million jobs in the U.S., more than three times the number of jobs supplied by Home Depot.
- The number of people who fish each year is nearly double the 16 million who visit Orlando's Disney World, the world's number one resort.



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