

New RBFF Study Finds Take Me Fishing Campaign Motivates Decision to Boat & Fish

A new study released by the Recreational Boating & Fishing Foundation ([RBFF](#)) reveals that RBFF's Take Me Fishing™ brand and Take Me Fishing advertising continues to achieve high levels of awareness, and that the campaign is positively affecting decisions to participate in boating and fishing.

The study, based on an online survey, found that consumers who recall a Take Me Fishing print ad are more than three times more likely to intend to go fishing, take someone fishing, or go boating for the purpose of fishing as consumers who do not recall the ad. In another analysis, the study scored Take Me Fishing print advertising 74.4 out of 100 on its ability to influence readers' decisions to go fishing in response to the ad's call to action.

To view the complete study, members can login to the Statistics section on [NMMA.org](#) and click on Center of Knowledge, then NMMA Research Library where you can scroll down to the Boating and Fishing section. If you need [nmma.org](#) login assistance please contact Bryan Welsh at bwelsh@nmma.org

For a press release on the study from RBFF please [click here](#).