



**Market Research to Better Understand the  
Directional Relationship Between Recreational  
Boating and Fishing Participation**

**Focus Group Report**

**Prepared by Market Strategies, Inc. for the Recreational Boating and  
Fishing Foundation**

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# Executive Summary



## Purpose

The purpose of the second phase of this project was to conduct focus groups with people who participate in recreational boating and fishing to obtain in-depth feedback on how their interest and participation in these activities initially developed and how it has evolved over time. In particular, the focus groups aimed to provide a deeper understanding of the directional relationship between boating and fishing as well as the adoption process by which people move from participating in one activity to participating in the other.

## Methodology

The MSI research team conducted a series of eight focus groups between May 9 and May 16, 2006 with people who participate in recreational boating and recreational fishing. A detailed description of the focus group methodology, including participant recruitment procedures, is provided on pp. 7-8 of this report.

## Key Findings

- Early experience with fishing plays a key role in appreciation for fishing and boating, even for those who mostly boat or identify most with being a boater.
- Early experience with boating, while less common than early experience with fishing, was important in developing a passion for boating that continued into adulthood.
- People who consider themselves anglers view boats as a platform for fishing, whereas people who consider themselves boaters view fishing as one of several activities that can be done from a boat.
- Many people didn't think it made sense that frequency would define avidity and thought that factors such as the quality of the experience or expenditures on the activity were also important.
- Sharing of boating and fishing is largely limited to a close network of family and friends.

- When asked about the relative importance of fishing versus boating in their lives, participants who picked boating over fishing did so because they enjoy boating for a variety of reasons, whereas those who picked fishing over boating tended to be more passionate about fishing than boating and would prefer to fish without a boat rather than not at all.
- Fishing came first for most participants, with boating coming later as a means of getting better access to fish or as a way to enjoy the water. For participants for whom boating came first, fishing was one of many activities they do on a boat.
- Small boats are central for people who boat primarily to fish, whereas people who boat to fish generally start out buying larger boats, have the expectation that they will need a larger/more expensive boat to do what they want on the water, and cite more barriers to owning a boat than those who boat to fish
- Key barriers to purchasing a boat include the initial and ongoing costs as well as having a friend or family member with a boat (i.e., having access to a boat without the cost and responsibility of owning a boat).
- Lack of knowledge/skill is a key barrier to fishing from a boat.
- Lack of access to boats and waterways is another barrier to fishing from a boat.
- Life stage (e.g., time and financial constraints due to work and family obligations) can also be a barrier
- Most people think that participation in recreational boating and fishing is increasing.
- Most people believe that fishing leads to boating instead of boating leading to fishing.
- Key themes included the importance of introducing fishing at an early age and positioning boating and fishing as family activities.
- Providing more opportunities to experience fishing from a boat could lead to greater boating participation.

## Introduction



It is imperative that the Recreational Boating and Fishing Foundation (RBFF) try to incorporate the needs of both the boating and fishing constituents into their strategic business planning. This market research project is intended to benefit both recreational boating and fishing. A major goal of the research is to test the RBFF's current assumption that fishing leads to boating (not to validate or confirm that assumption) and to determine if the contrast is applicable – that is, that boating leads to fishing. With the results from this research project, the RBFF will be able to base their strategies on current, reliable qualitative and quantitative information. This will assist them in ensuring that the application of their limited resources is targeted to create the greatest impact for the majority of their stakeholders.

This imperative is influenced by a number of factors:

- The original *Water Works Wonders* national advertising campaign was re-branded to *Take Me Fishing* in 2004 because the former brand was under performing and ambiguous. This change has resulted in the unintended consequence that some boating stakeholders believe the RBFF has “abandoned” them.
- RBFF's perception is that its boating constituency is experiencing a distancing and is of the opinion that the RBFF considers boating as secondary to fishing. RBFF's boating constituents are increasingly questioning the notion that a focus on growing fishing participation and avidity will result in greater benefits for boating or stewardship in contrast to approaching fishing from boating or stewardship directions.

As a result, the RBFF is actively engaged in implementing a research agenda to better understand the relationship between recreational boating and fishing and the progressions that those relationships take in relation to each other. To carry out this agenda, the RBFF has entered into an agreement with Market Strategies, Inc. (MSI) to conduct a three-phase research project.

Phases 1 and 2 involve qualitative market research – in-depth interviews and focus groups, respectively. Phase 3 involves quantitative market research – a national random digit dial (RDD) telephone survey. Each phase of the research will inform the next by providing insights, new hypotheses, and understanding.

This report describes Phase 2 of the research – the focus groups.

## Methodology



Focus groups are an excellent research method for obtaining an in-depth understanding of an issue. Focus group discussions facilitate open conversation between the researcher and respondents in a group setting and allow for extensive probing, follow-up questions, discussion, and observation of emotional reactions. For these reasons, MSI conducted eight focus groups with people who participate in recreational boating and recreational fishing. The discussions were focused on better understanding the directional relationship between fishing and boating, testing RBFF's hypothesis that fishing leads to boating and obtaining greater insight into the personal experiences and motivations that underlie the adoption process.

Senior MSI staff moderated the focus groups (each lasting approximately two hours) during the period 5/9/2006 through 5/16/2006. Two focus groups were held in each of the following four cities: Minneapolis, Minnesota; Buffalo, New York; Tampa, Florida; and San Diego, California. MSI collaborated with RBFF to select locations that would be geographically representative and that would provide a mix of freshwater and saltwater enthusiasts.

To ensure a good mix of participants, the recruitment strategy targeted a range of age groups, men and women, and a combination of people who fished first and boated second and people who boated first and fished second. The recruitment screener that was used for Minneapolis, Buffalo, Tampa, and the first San Diego group is included as Attachment 1. After the first few focus groups were completed, a decision was made to recruit a "boater only" group for the second San Diego group to ensure better representation of boat owners and boating enthusiasts. The recruitment screener for this group was revised accordingly and is included as Attachment 2. Attachment 3 includes breakdowns of demographic and other characteristics of participants in each of the four sites.

Thirteen people were recruited for each focus group to ensure that the targeted number of participants (10) was achieved. When more than 10 people showed up, the extras were sent home. Participants were given light refreshments and paid an incentive for their participation.

Participants in Buffalo were paid \$60, participants in Minneapolis and Tampa were paid \$65, and participants in San Diego were paid \$75. The focus groups were conducted in professional focus group facilities. They were held at 5:30 and 8:00 PM to accommodate participant work schedules. The discussions were led by a senior MSI moderator and were videotaped, audiotaped and transcribed. The audiotapes were transcribed for use in writing this report. Select staff from MSI and RBFF attended the focus groups as observers. A few Board members also observed.

At the beginning of each focus group, the moderator explained the purpose of the session, reviewed ground rules for the discussion, provided confidentiality assurances and created an environment in which participants could feel safe and comfortable in sharing their experiences and opinions.

The group discussions were organized into three main topic areas. First, participants were asked a series of questions to assess fishing and boating avidity. Next, participants were asked questions about their personal experience with the adoption process. In the final section, participants were asked about their perceptions of the relationship between recreational boating and fishing. Attachment 4 contains a copy of the moderator's guide that was used in the first two focus groups held in Minneapolis. Based on feedback obtained in these groups, the moderator's guide was revised for future groups. Attachment 5 contains a copy of the revised moderator's guide that was used in Buffalo, Tampa, and San Diego.

The next section of this report discusses key findings in each of the three main topic areas and provides illustrative quotes by focus group participants.

## Major Findings By Topic



### Fishing/Boating Avidity

One key objective of the focus groups was to obtain a better understanding of boating and fishing avidity. In particular, questions in this section focused on how people first become involved in recreational boating and fishing, how this interest is sustained over time, and the types of fishing/boating experiences people have (e.g., where they go, who they go with, and what they do when they are on a boat). Major findings in this section included:

- Early experience with fishing was very important, even for those who mostly boat as adults or identify with being a boater. Regardless of identifying as an angler or a boater, fishing as a child tended to evoke warm memories and feelings of family togetherness. Most participants felt that these early experiences played a key role in their appreciation for boating and fishing.

*“Both my grandfathers were good fishermen, and my Dad loves fishing. He would do that before anything else. And my brother and I when we were in school we went fishing with all of them basically. We would squeeze four of us in the boat sometimes, generally up in Northern Wisconsin for the most part. They have lots of lakes around there.”* (Minneapolis)

*“Childhood. We went every year with my family, just fishing trips at the Thousand Islands. I stuck with it ever since.”* (Buffalo)

- Participants who primarily identified themselves as anglers tended to view boats as a platform for fishing.

*“I consider it a hobby and a lot of people when they do have hobbies they try to get as good at it as they can. I do get on a boat and go boating but 90% of the time when we take the boat out, it’s to go fishing and it’s typically you’re checking the tides, you’re checking what bait’s available, and you’re going fishing because you want to catch fish, that’s why we take the boat out. I mean we do that 10% where we go cruising or whatever but the majority of it is to use the boat to get away from where everyone else fishes. To get to skinny water and to catch fish where hopefully no one else is.”* (Tampa)

*“Well for myself we use the boat as means to go fishing. It’s not necessarily boating for the enjoyment of boating. We use the boats to get where we want to go fish. And*

*primarily we fish in everything from jonboats and canoes onto very, you know 14-foot with like 10-horses, something like that. We have done some Canadian fly-ins in Ontario where we got a little bit larger boat, but really not much bigger than that. But basically we weren't running around the lake boating just for the sake of boating. I've been with friends and of course water ski and so forth, but I find fishing more enjoyable than that."* (Minneapolis)

- Participants who primarily identified themselves as boaters viewed fishing as one of many things they could do from a boat.

*"I think you plan your time around a boat, plan a vacation from a boat, trips around a boat. A boat is just part of what you do, whether you're fishing or not. I don't use my boat just for fishing; we take trips just to boat."* (Tampa)

*"I'm just swayed that way. I do a lot of kayaking; we do water-skiing and stuff. I'm over 50% of the time boating rather than fishing."* (Minneapolis)

- An increased interest in boating often came as participants looked to either improve the fishing experience or to be able to participate in more activities on the water.

*"We started fishing just in lakes around here for trout and stuff and then just out of the blue one day we decided to rent one of those little rowboats and we caught a whole lot more fish doing that. We weren't cramped in the good spots on the shores then we started doing that and then I discovered deep-sea fishing and I've had the pedal to the metal since."* (San Diego)

*"Well I have a boat and I think that if I didn't have a boat I probably wouldn't fish, and there's more to do. Fishing is just fishing. If you have a boat you can do more. You can boat, you can fish, you can take friends out, you can Jet Ski, you can tube, and there are more possibilities of things to do with a boat than just fishing. I mean I understand there's like different ways to fish and stuff, but for me the selling point for my husband was look at all the other things we could do with the boat. That's how I think."* (Buffalo)

- Fishing and boating remain central in the participants' lives for a variety of reasons. Some describe it as a therapeutic / spiritual experience, other describe wanting to pass the tradition on to their children, and still others note the excitement and challenge.

*"But you know the thing is for me is being in touch with nature. You know it's a creation of earth and getting out there. Unless the boats out there are wavy and you try to stay out of their way before they come towards you. That's a little different activity, boating activity. But still watching the sky and the ocean come together, just the creation and the naturalness of it all."* (San Diego)

*"It can be a challenge too. I always like a challenge."* (Tampa)

- Many participants noted a strong appreciation for the outdoors. Boating and fishing experiences were often described as a way to relax and escape the pressures of everyday life by immersing oneself in nature.

*“I also believe that there’s time when, where I live there’s a lot of fire ponds where I am, so I can just pick up and shoot out and just go drop a line for a little bit. I find when I’m sitting there, it’s nice and quiet and I look around and I see a herring fly by, it’s very peaceful and it’s also enjoyable for that reason too. For being in the outdoors.” (Buffalo)*

*“...which is just being out on the water, is wonderful. It’s really really good to be away from cars, to try to be, you can end up in a situation where there are too many people out but most of the times that I’ve been out in, let’s say the last 10 or 12 years, I’ve always been able to have some solitude. Even if it’s a group there’s something peaceful and calming about it. That for me is just as important as the immediacy of having a beer with a good friend on the boat.” (San Diego)*

- When asked how they defined boating and fishing avidity, many participants talked about the quality of the experience and the mindset (e.g., identifying oneself as an angler or a boater) as opposed to the frequency of participation.

*“It’s the enjoyment for me of fishing, it’s something that I don’t get to do as much as I like and when I do it’s extremely enjoyable. I guess I’m not considered an avid fisherman, but we go up to the cabin, I get up there three times a year. We look forward to that every time. But I think it’s more about the quality of the experience rather than how often you go or how much money you have invested in whatever. I tend to think of it as a reward. If you feel like you have to do it the less enjoyment you get out of it. It’s like getting an in-ground pool. People who have them just tend not to use them as much. I think the people that really see, wanting the experience of it are the ones who are real hungry for wanting to do it. I have less time with other things so I value the quality of time for it.” (Minneapolis)*

*“I think it’s more than passion. I think it’s the ability to go really above and beyond what would be the norm that would make you avid, and passionate.” (Buffalo)*

- Sharing and introducing others to boating and fishing was largely limited to a close network of family and close friends.

*“For me it’s the interaction with family and friends. I mean initially it was with my dad and my brothers and now I go out with my brother and my son, who’s got the makings of being a hardcore fisherman like his uncle, so there’s a mutual interest there. He’s more interested in fishing than I am. So again, I’ve got somebody that likes to fish while I can drive the boat.” (San Diego)*

*“It’s family participation. I take my children with me. It’s time that we can spend quality time together.” (Tampa)*

- For participants who shared fishing and boating experiences in more casual relationships the social aspect was prominent.

*“I just go out with my buddies now. I really don’t go out with my father or my grandfather anymore. We just go out on the weekend or whatever and we’ve got the boat docked and drive up there and just fish and just relax and have a cool beer.”* (Buffalo)

*“My boat’s in a slip so it’s nice, there’s a whole community slip, you know people that have their boats there that it’s kind of a little community. There are parties and vessels and you know something’s going on all the time. You’re working on your boat and the guy next to you going hey let me get you this and so on. There’s a social factor to it.”* (San Diego)

- Some participants expressed reservations about inviting people outside of their immediate network to go boating and fishing with them. Their concerns were wide-ranging and included things such as worry that others may not enjoy the experience or have a bad experience due to seasickness, boredom, or lack of interest in fishing/boating.

*“The boating experience could either be a really great time as he’s describing, or a terrible one. If you happen to be with the wrong people, if they decide they don’t like it or they find themselves getting sick, multiple things can happen. So I don’t tend to do that, bring other people. It’s usually family or close friend that I would go with. I wouldn’t waste my time with someone that I just idly know.”* (Tampa)

*“I just had bad luck, that’s why I stopped doing it. I went out with one guy and he was seasick. He was hanging off the side of the boat throwing up. That was not a good time.”* (Tampa)

- Others were concerned that some people could pose a liability on a boat.

*“I don’t invite people on my boat for the simple fact that if something happens I don’t want to be responsible for you. If you ask me if you can go I would tell them they’re welcome to come but I don’t sit and say hey you want to go with me – because I guess if you want to go, you make your own decisions you know? I don’t want anything like, oh I got hurt and so on and so on. I try to stay away from that.”* (Tampa)

*“And you’re responsible out there, you’re responsible for who’s in that boat once you’re out that far. You can always throw them off the boat. If you’re considered the captain of the boat then you are the one that gets it.”* (San Diego)

- When asked to choose which activity they could most easily give up, participants who would give up fishing would do so because they enjoy boating for reasons other than fishing, whereas those who would give up boating find great pleasure in fishing and would prefer to do it without a boat rather than not do it at all.

*“I would rather boat. I mean I’m not a huge fisherman but I would rather just boat and enjoy the water. I like to swim a lot, play in the water.”* (Buffalo)

*“I wouldn’t give up fishing; that would be the very most difficult thing. As I said before I enjoy shore fishing so well, stream fishing, that type of stuff. Boating is secondary for me.”* (Minneapolis)

- Most participants saw purchasing a fishing license as something they must do by law, and very few expressed awareness of the benefits of buying a license (e.g., the revenue generated for the state).

*“That’s part of fishing in California, that’s the law.”* (San Diego)

*“Well licenses, I don’t know if licenses stop anybody but you know you’re not allowed to fish until you get the license and maybe there are people who don’t want the hassle. You can’t go fishing without a license.”* (Buffalo)

## **Adoption Process**

Another key objective of the focus groups was to gather information on the adoption process by which people who start fishing get into boating, and how people who start boating get into fishing. Questions in this section focused on the participants’ personal experiences, including the factors that influenced their migration from one activity to another and the timing of the adoption process. This section also explored factors that influenced buying a boat (for boat owners) and barriers to buying a boat (for non boat owners). Major findings in this section included:

- For majority of participants, fishing came first. These experiences usually occurred in childhood. Boating came later as a means of gaining better access to fish or as a way to enjoy the water.

*“Fishing offshore came first, like off of bridges. We lived in Deep Haven and as a kid growing up we used to take our bikes every summer and hit all the basics; crappies, bass, all of that. So it was definitely fishing before boating. Boating came later of course then I started to drive. That’s when I got serious.”* (Minneapolis)

*“Well I started fishing when I was a little kid riding my bicycle to Ellis Point Pier. So I wasn’t old enough to own a boat or have a boat to go boating. So it was age and the ability to buy a boat. So I fished until I was 15 or 16 before I ever went on a boat and fished.”* (Tampa)

- For participants for whom boating came first, fishing tended to be one of many activities they do on a boat.

*“It was boating. I started out on a boat when we were little. My uncle would take us out and stuff like that. (Moderator: “So you didn’t necessarily fish when you went out on the boat?”) Well we didn’t water-ski, but we would go camp out at Strawberry Island and Lake Chautauqua. We would fish also but as far as both of them, I’d have to say we were on boats at a younger age.”* (Buffalo)

*“It’s just another activity that you start doing once you’ve done everything on the boat.”* (Tampa)

- Participants had difficulty estimating and explaining the lapse in time between when they started fishing and when they started boating because most participants started fishing at a young age. The lapse tended to be many years and was explained in terms of age and economics.

*“Easily thirty-two years.”* (Minneapolis)

*“Age, money.”* (Tampa)

*“Becoming an adult and being able to buy a boat.”* (Tampa)

- However, when asked to estimate the amount of time between when they first thought about buying a boat and actually made a purchase, the time period was significantly shorter and was largely attributable to finding the right boat.

*“It was about a year and a half for us. We did a lot of investigating, especially our son. He’s really into the facts and figures but we were going into whole design and what’s going to float if we ever had problems. We found the best boat for the money which I thought was the Maxim.”* (San Diego)

*“Once I decided I was buying it and I was able to buy it I probably looked for about six months the first time before I decided exactly what I wanted.”* (Tampa)

- In general, people who boat to fish will start out buying a small boat (motorized or non motorized) and then upgrade later.

*“There’s usually an evolution. You start off fishing with somebody else’s boat or your dad’s boat and somewhere or another he gets rid of the boat or that goes away; your buddy with the boat moves away or whatever and then you’re starting to think, oh I’ve got to do something. So then you eventually get your own boat and you get the small boat and then you move up to bigger and bigger. That’s the way things go.”* (San Diego)

*“Well we talked about fishing first and then boating. When I was young I started fishing with my family, my grandparents, and when my brother and I turned about 14 we got our first runabout. That was with the family. We would fish from it, that was a 14-foot*

*runabout. Then when I got married I got a canoe and I used the canoe on the rivers and we would go to the Islands and some other places. Then probably about 15 or 16 years ago I got a little 14-foot flat spreader and I kept it for about 5 or 6 years and then we got this 19-footer now about 5 years ago. So I've had boats a lot.” (Tampa)*

- Barriers to purchasing a boat included the cost of the boat, operating costs (e.g., gas and maintenance), storage and transporting the boat.

*“You have to have the trailer, and you have to have the right vehicle. If you don't have a truck but you have a decent size boat you're not going to pull it with the car. Then it's more financial to go get a truck to pull it. Or not, you have a slip and you've got to pay for the slip.” (Buffalo)*

*“That's the thing that I look at. I mean realistically how much are you going to use the boat? I mean maybe one weekend a month and then are you going to take it out in December, January, and February? Do you know what I mean? Are you going to miss that weekend that you would have taken it out, are you going to be out like nine times a year and how much money is it going to cost you to make the payments and you've got to store it some place, then you've got insurance. So all of that stuff comes together, all that stuff you've got to take into account because I have other interests besides boating and fishing. Like my days off are during the week and not all of your days off are going to be spent on a boat.” (Tampa)*

- Some participants noted that having a family member or friend with a boat was a barrier to their purchasing a boat. For them, convenient access to a boat without the responsibility of maintaining one was very desirable.

*“I've got two friends that I usually go fishing with, they both have boats so it's kind of nice because I don't have to do all the work and all of that. It's kind of nice.” (Minneapolis)*

*“I know enough people with boats and like he said it's just easier to give them the money and help them clean it instead of having the headache about maintenance and it breaking down. For the times that I want to go boating and I can't find anyone who will take me then I'll go rent one.” (Tampa)*

- For some participants, life stage played a role in their decision to buy a boat (e.g., they delayed purchasing a larger boat until their children were of an age that they could enjoy fishing and being on a boat).

*“I always had access to boats through the fishing club but as my kids got a little bit older I could see, especially the older one, they wanted to fish and they loved to fish from shore when we went to the beach and so on. I didn't have access to a boat to take my family with me so the right boat came up from a guy that was in this fishing club. I bought it from him and it turned out to be just a great deal for the four of us because when you're in a boat they can be only 8, 10, 12 feet away from you, that's as far they can get. You*

*can have great quality time with your kids and there's no distractions. It turned out to be the perfect thing.” (Minneapolis)*

*“You know you give up your boat, four or five years ago when the kids turned 18 and left the house, that's when I sold Bayliner and bought the pontoon – I mean that's basically giving up the boating aspect of it where I'm concerned...I have a 17-foot Lund. Like I said before, I had the Bayliner before we had a couple of kids and they like to do the skiing thing. You guys know that you can't fish out of a Bayliner. So I spent three, four, five years waiting for the day I could get rid of that boat. If you were just strictly fishing, the Bayliner just doesn't cut it.” (Minneapolis)*

- There were fewer barriers to fishing. Some participants noted a lack of knowledge or skill with fishing from a boat.

*“I think my barrier, and I'll tell you the truth, I really didn't know how to fish, I didn't know how to bait anything. But as soon as I went out with my buddy on his boat he showed me how to do everything. It was pretty simple. I can take a hook out of a fish. So just the experience.” (Tampa)*

*“I guess also like to fish to me, if I went out fishing by myself I could fish for weeks by myself and I'm probably still not going to catch anything because I don't know what I'm doing. You take somebody out on a boat, one you can boat without a whole lot of knowledge at all. If you wanted to ski, if you keep trying you're going to get up. There's not a lot of knowledge in that but in fishing there's a lot to know. It takes people years and years to know to do it well.” (San Diego)*

- Access to waterways also was an issue. Particularly in Tampa, overcrowding and a shortage of public ramps were cited as barriers to fishing from a boat.

*“...have you ever been to Lake Gandhi on a Saturday morning? You can't even park your trailer, and it's becoming more of an expense.” (Tampa)*

*“Probably something that's very important, which we're seeing a lack of is there are not enough boat ramps, period. Especially in the Bay area, probably as far as the West Coast. If you don't have boat ramps people can't get their boats out and if you can't get your boat out you're not going to go boating. I think that a lot of marinas have been sold, they're turning into condo or into boat condominiums or whatever and I think that the access to the water is becoming so limited that the public ramps that you see today, they're just overfilled. If it's a pain in the neck to get out they're not going to go out.” (Tampa)*

## Perceptions

The third major topic area was to explore perceptions of boating and fishing in general, as well as perceptions of the directional relationship between recreational boating and fishing. Major findings in this section included:

- Most participants felt that boating and fishing are on the rise in the U.S. Overcrowding of fishing and boating venues was frequently mentioned.

*“You see a lot more people fishing off of the piers everywhere.” (San Diego)*

*“There’s a huge increase. I go primarily to Lake Mead or the Lake Powell area. And I mean twelve years ago when I first started going there it would be ten minutes and you’re in the water. Now it’s literally a four or five hour wait, just to launch and there are twenty wide of boats going in and they’re \$100,000 cigarette boats and they’re not the, and there’s the fishing boats and all of that stuff going on to, but I see a huge increase in that. That’s a very, that’s when I go. I think of how crazy it’s gotten over the last ten or twelve years. That’s my experience. I’m sure some of you guys have seen it a lot longer than that.” (Minneapolis)*

- Most people thought that fishing leads to boating. Reasons cited were that fishing is low cost, requires less time, is easy for youth to participate in, and doesn’t require the responsibility of owning a boat.

*“Fishing first. It’s just economical to get into and then after that you’re seeing more and more things. Like we’re getting into the small tournaments and we’re fishing off shore, going, if we had a boat we could get over there where that sweet spot is.” (Buffalo)*

*“I think you’ve got to go the fishing route first because just from a financial point nobody’s going to go buy a boat before they’ve even experienced the things on the water, as far as fishing or boating itself. That’s a lot of money to throw down to just go get a boat and see if you like it. Or if you’re fishing and you know, or if you fish from shore a lot, if it’s in your blood so to speak, then the next thing will come. It’s a good foundation.” (Minneapolis)*

- A few participants thought that boating leads to fishing. Reasons cited were that boats provide better access to fish (hence making fishing more attractive), that having a boat is a convenient way to open the door to activities on the water (i.e. fishing), and that boating is a more appealing draw than fishing to someone who has never fished.

*“...I don’t know. Let’s say I own a boat and a bunch of fishing poles and I meet somebody who has neither and has never done either, then I can say well here’s a bunch of fishing poles, let’s go fishing. That probably is not going to work as easy as say let’s go out on a boat. So I think getting them out on the water first and get them in the boat first.” (San Diego)*

*“I think if you, if money wasn’t an issue, if someone got a boat, someone had a boat or something like that, I think they would inevitably end up fishing because it just kind of in a way goes hand in hand. I mean you could do all the recreational stuff but you can also fish off of a boat and stuff like that. I mean you can fish off the land but when you’re on the boat you’re kind of relaxing and stuff like that. And fishing, you can relax as well and just sit there with the pole and have a couple of beers. So if money wasn’t an issue I think then boating, if you have a boat then you probably will end up fishing.”* (Buffalo)

- A key theme was the importance of introducing fishing at an early age.

*“Start at a young age. You couldn’t start in the schools really but Cub Scouts, get the Boy Scouts, get the different groups involved.”* (Minneapolis)

*“We’ve talked about how people get into fishing and they mostly start as a young kid. So I think maybe targeting a younger group of people, because most people are not into fishing now, they never really did it a whole lot as a kid as opposed to the people that started young and now they have a passion for it. So it’s like go for the young population out there.”* (San Diego)

- Another idea for increasing interest in fishing included the use of charter boats to gain fishing skills.

*“Right. Well if you could get someone out to charter a boat once or twice and they find value in those things, then it starts to click. I think you have to push the charters.”* (Tampa)

*“The big groups; the groups go out on boats in the ocean. If I were ever to go ocean fishing I’d probably do it because somebody at work got a group together and went out on a weekend trip. That’s probably the only thing that would get me to go just to do it as that group and then maybe that would catch me onto wanting to do it more often.”* (San Diego)

- Several participants said that boaters who do not fish are not likely to take it up for a variety of reasons including that they don’t like to fish, they don’t want to get the boat dirty, they are on the water to do other things (e.g., socializing), or they lack knowledge and experience with fishing.

*“Honestly, they don’t want to get their boat dirty.”* (Buffalo)

*“I think its lack of knowledge. I’ve never been a serious fisher, I’ve fished quite a few times and I probably caught a fish, one fish in my entire life which makes me really not want to go again.”* (San Diego)

- Ideas for increasing interest in boating included the use of boat rentals and joint ownership programs.

*“Rent it like a car rental or something.” (Minneapolis)*

*“There may be this in place somewhere in the world, but it occurs to me that if it’s so prohibitive expensive to own a boat then why not, and you can’t always take advantage of the boats a lot of times that’s sitting somewhere in the water in storage. Well why not do it as a timeshare?” (San Diego)*

- Participants expressed support for positioning boating and fishing as family activities.

*“I think the approach that you mentioned about taking a friend, I think if you stress family and fishing and put that together as a package or it’s good clean fun, it’s a chance for the family to go out and have some fun together and normally you don’t have to spend a fortune to buy some bait.” (Buffalo)*

*“I think the family and the kids. That’s where it starts. You get them interested, your kids are doing it, you grew up doing it when you were a kid.” (Tampa)*

## Implications



The goal of the focus groups was to provide RBFF and the MSI research team with in-depth feedback from recreational boaters and anglers on avidity, the adoption process and the perceived relationship between boating and fishing. It should be noted, however, that there are limitations to qualitative research such as focus groups. Because the results from focus groups are obtained from small numbers of individuals, the conclusions rest on face validity. The results do not generalize to others outside the focus groups and the findings cannot be projected onto the entire population. Therefore, we do not yet have the final answers to the research questions. That is why the next stage of the research, a national telephone survey, is so important.

Based on what the MSI research team learned from the focus groups, there are several important implications for the next phase of research, a national telephone survey.

### Implications for National Telephone Survey

- Evaluate how to define “angler” and “boater.” For example, people who own a boat for the sole purpose of fishing may not consider themselves boaters. Conversely, people who engage in many activities on a boat (including occasional fishing) may not consider themselves anglers.
- Reconsider the definition of avidity. The definition may need to be broadened to include factors such as the quality of the experience, the “mindset,” or the passion for the activity.
- Include anglers only, boaters only, and people who participate in both activities in the sample. Groups that participate in only one activity can provide valuable insight into the perceived barriers in the adoption process.
- Develop an “anchor” for asking about the lapse in time between when a person first fished and when they purchased a boat. Since most people start fishing in childhood, the anchor will need to distinguish between childhood and adult experiences.
- The research suggests that there may need to be different messages for “fishing leads to boating” and “boating leads to fishing.” The “fishing leads to boating” message should focus on improving the fishing experience whereas the “boating leads to fishing” message should focus on adding another fun activity to do on your boat. What will be

needed to support these efforts is also different as the “fishing leads to boating” message will require opportunities to experience fishing from a boat and the “boating leads to fishing” message will require opportunities to develop the knowledge and skills associated with fishing from a boat.

**ATTACHMENT 1: ORIGINAL RECRUITMENT SCREENER**

**RECREATIONAL BOATING AND FISHING FOUNDATION  
FISHING/BOATING FOCUS GROUPS  
RECRUITMENT SCREENER  
G06020**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail address \_\_\_\_\_

INTERVIEWER NAME \_\_\_\_\_

SUPERVISOR NAME \_\_\_\_\_

DATE RECRUITED \_\_\_\_\_

DATE OF REMINDER CALL \_\_\_\_\_

DATE CONFIRMATION LETTER SENT \_\_\_\_\_

INDICATE GROUP RECRUITED FOR:

**Minneapolis MN**

- 1 Tuesday, May 9, 2006 5:30pm
- 2 Tuesday, May 9, 2006 8:00pm

**Buffalo NY**

- 3 Wednesday, May 10, 2006 5:30pm
- 4 Wednesday, May 10, 2006 8:00pm

**Tampa FL**

- 5 Thursday, May 11, 2006 5:30pm
- 6 Thursday, May 11, 2006 8:00pm

**San Diego CA**

- 7 Tuesday, May 16, 2006 5:30pm
  - 8 Tuesday, May 16, 2006 8:00pm
-

## ASK TO SPEAK WITH ADULT 25+

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_. We are conducting a brief study on behalf of the Recreational Boating and Fishing Foundation about your boating and fishing habits. I am only interested in your opinions; at no time will I attempt to sell you anything.

Q1 Do you or does anyone in your household/family work for a market research company, an advertising agency, newspaper, radio or television station, or any company whose business includes boating or fishing?

- 1 Yes {THANK AND TERMINATE}
  - 2 No {CONTINUE}
  - 3 Don't know/Refused {THANK AND TERMINATE}
- 

Q2. In your lifetime have you ever fished from a boat? Do not include fishing from a dock, pier or the shore.

- 1 Yes
  - 2 No {THANK AND TERMINATE}
  - 3 Don't remember {THANK AND TERMINATE}
- 

Q3. How often in the past 12 months have you fished from a boat? Do not include fishing from a dock, pier or the shore. [ACCEPT ONE ANSWER ONLY]

- 1 0-2 times {THANK AND TERMINATE}
  - 2 3-5 times
  - 3 6-10 times
  - 4 11 or more times
  - 5 Don't remember {THANK AND TERMINATE}
- 

Q3a. Who owns the boat you typically fish from?

- 1 Self
- 2 Family/Relative
- 3 Friend/Co-worker/Neighbor
- 4 Charter {THANK AND TERMINATE}
- 5 Don't know/Refused {THANK AND TERMINATE}

**RECRUIT AT LEAST 2 PEOPLE WHO RESPOND "SELF"**

---

Q4. Again thinking of the kind of boat your typically fish from. Is that boat motorized?

- 1 Yes
  - 2 No {THANK AND TERMINATE}
  - 3 Don't know/Refused {THANK AND TERMINATE}
- 

Q5. Do you primarily fish in fresh or salt water?

- 1 Fresh Water
  - 2 Salt Water
  - 3 Don't know/Refused {THANK AND TERMINATE}
- 

Q6. In thinking about which activity you participated in first, would you say that you started fishing then started boating or did you start boating and then start fishing?

- 1 Fish first, boat second
- 2 Boat first, fish second
- 3 Started both around the same time
- 4 Don't know/Refused {THANK AND TERMINATE}

**TRY TO RECRUIT A MIX – 50% FISH FIRST, 35% BOAT FIRST, 15% SAME TIME**

---

To ensure that we're accurately representing the opinions of all customers, I have a few questions that will be used for classification purposes only.

Q7. Which of the following categories includes your age? Please stop me when I read the correct category. (READ CODES 1-6)

- 1 Under 18 {THANK AND TERMINATE}
- 2 18-24 {THANK AND TERMINATE}
- 3 25-34
- 4 35-44
- 5 45-54
- 6 55 or older {THANK AND TERMINATE}
- 7 Refused {THANK AND TERMINATE}

**TRY TO RECRUIT A MIX OF ELIGIBLE AGES**

---

Q8. Which category best describes your current employment status?

- 1 Employed full-time
  - 2 Employed part-time
  - 3 Homemaker
  - 4 Retired
  - 5 Student
  - 6 Unemployed {CHECK QUOTAS}
  - 7 Don't know/Refused {CHECK QUOTAS}
- 

Q9. Which of the following describes the level of education you have completed? (READ CODES 1-6)

- 1 Some High School
  - 2 Graduated High School
  - 3 Vocational/Technical School
  - 4 Some College
  - 5 Graduated College
  - 6 Post Graduate Degree or more
  - 7 Don't know/ Refused {CHECK QUOTAS}
- 

Q10. Which of the following income groups includes your TOTAL HOUSEHOLD INCOME in 2005 before taxes? Please stop me when I read the correct category. (READ CODES 1-5)

- 1 Less than \$20,000
  - 2 \$20,000 to \$29,999
  - 3 \$30,000 to \$39,999
  - 4 \$40,000 to \$49,999
  - 5 \$50,000 and over
  - 6 Don't know/Refused {CHECK QUOTAS}
- 

Q11. Is your racial or ethnic background? (READ CODES 1-7)

- 1 White
  - 2 Black or African American
  - 3 American Indian or Alaskan Native
  - 4 Asian
  - 5 Native Hawaiian or Other Pacific Islander
  - 6 Hispanic or Latino
  - 7 Some other race
  - 8 Don't know/Refused
-

---

{TECH NOTE: IF Q8 AND Q9 AND Q10 AND Q11 ALL = DK/REFUSED, THANK AND TERMINATE; OTHERWISE CONTINUE}

Q12. Do you consider yourself someone who often, sometimes, rarely or never shares your opinion about various subjects and/or issues with your friends and family? Would you say... (READ CODES 1-4)

- 1 Often
- 2 Sometimes
- 3 Rarely {THANK AND TERMINATE}
- 4 Never {THANK AND TERMINATE}
- 5 Don't know/Refused {THANK AND TERMINATE}

---

Q13. When was the last time you participated in a focus group? (DESCRIBE IF NECESSARY) (ASK AS OPEN END)

- 1 Never participated {CONTINUE}
- 2 More than 6 months ago {BEFORE NOVEMBER 2005, CONTINUE}
- 3 Within the last 6 months {THANK & TERMINATE}
- 4 Don't know {THANK & TERMINATE}
- 5 Refused {THANK & TERMINATE}

---

Q14. GENDER BY OBSERVATION

- 1 Male
- 2 Female

**TRY TO RECRUIT AT LEAST ONE FEMALE**

---

## MINNEAPOLIS INVITATION

We are conducting a series of group discussion sessions concerning boating and fishing issues. Let me stress that we are only interested in your opinions and ideas and at no time will you be asked to purchase or sign up for anything. The session will last approximately 90 minutes and you will receive \$65 as a token of our appreciation for your time.

---

Q15. We are offering two times for this session: Tuesday, May 9th, beginning at 5:30 or 8:00 p.m. Would you be willing to attend one of these sessions?

- 1 Yes, will attend Tuesday, May 9 5:30 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN & A LIGHT MEAL PRIOR TO SESSION MEETING TIME)
  - 2 Yes, will attend Tuesday, May 9 8:00 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN AND SNACKS PRIOR TO SESSION MEETING TIME)
  - 3 Unsure {SCHEDULE CALLBACK}
  - 4 Call back to verify {SCHEDULE CALLBACK}
  - 5 No, not willing to attend {THANK AND TERMINATE}
- 

## CLOSING STATEMENT

Thank you again for agreeing to participate. We will be sending you a letter confirming the date and time of your group as well as a map and directions to our facility. We ask that you give us a call if you are unable to attend the session. Please do not send another individual in your place. Unfortunately, we do not have facilities for friends or children at the session.

Please remember to bring your reading glasses if you need those.

---

[REQUEST NAME AND MAILING ADDRESS]

May I please have your name and address, so that I may send your confirmation letter?  
(RECORD ON FRONT PAGE)

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## **BUFFALO INVITATION**

We are conducting a series of group discussion sessions concerning boating and fishing issues. Let me stress that we are only interested in your opinions and ideas and at no time will you be asked to purchase or sign up for anything. The session will last approximately 90 minutes and you will receive \$60 as a token of our appreciation for your time.

---

- Q16. We are offering two times for this session: Wednesday, May 10th, beginning at 5:30 or 8:00 p.m. Would you be willing to attend one of these sessions?
- 1 Yes, will attend Wednesday, May 10 5:30 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN & A LIGHT MEAL PRIOR TO SESSION MEETING TIME)
  - 2 Yes, will attend Wednesday, May 10 8:00 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN AND SNACKS PRIOR TO SESSION MEETING TIME)
  - 3 Unsure {SCHEDULE CALLBACK}
  - 4 Call back to verify {SCHEDULE CALLBACK}
  - 5 No, not willing to attend {THANK AND TERMINATE}
- 

## **CLOSING STATEMENT**

Thank you again for agreeing to participate. We will be sending you a letter confirming the date and time of your group as well as a map and directions to our facility. We ask that you give us a call if you are unable to attend the session. Please do not send another individual in your place. Unfortunately, we do not have facilities for friends or children at the session.

Please remember to bring your reading glasses if you need those.

---

[REQUEST NAME AND MAILING ADDRESS]

May I please have your name and address, so that I may send your confirmation letter?  
(RECORD ON FRONT PAGE)

---

## TAMPA BAY INVITATION

We are conducting a series of group discussion sessions concerning boating and fishing issues. Let me stress that we are only interested in your opinions and ideas and at no time will you be asked to purchase or sign up for anything. The session will last approximately 90 minutes and you will receive \$65 as a token of our appreciation for your time.

---

Q17. We are offering two times for this session: Thursday, May 11th, beginning at 5:30 or 8:00 p.m. Would you be willing to attend one of these sessions?

- 1 Yes, will attend Thursday, May 11 5:30 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN & A LIGHT MEAL PRIOR TO SESSION MEETING TIME)
  - 2 Yes, will attend Thursday, May 11 8:00 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN AND SNACKS PRIOR TO SESSION MEETING TIME)
  - 3 Unsure {SCHEDULE CALLBACK}
  - 4 Call back to verify {SCHEDULE CALLBACK}
  - 5 No, not willing to attend {THANK AND TERMINATE}
- 

## CLOSING STATEMENT

Thank you again for agreeing to participate. We will be sending you a letter confirming the date and time of your group as well as a map and directions to our facility. We ask that you give us a call if you are unable to attend the session. Please do not send another individual in your place. Unfortunately, we do not have facilities for friends or children at the session.

Please remember to bring your reading glasses if you need those.

---

[REQUEST NAME AND MAILING ADDRESS]

May I please have your name and address, so that I may send your confirmation letter?  
(RECORD ON FRONT PAGE)

---

## **SAN DIEGO INVITATION**

We are conducting a series of group discussion sessions concerning boating and fishing issues. Let me stress that we are only interested in your opinions and ideas and at no time will you be asked to purchase or sign up for anything. The session will last approximately 90 minutes and you will receive \$75 as a token of our appreciation for your time.

---

Q18. We are offering two times for this session: Tuesday, May 16th, beginning at 5:30 or 8:00 p.m. Would you be willing to attend one of these sessions?

- 1 Yes, will attend Tuesday, May 16 5:30 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN & A LIGHT MEAL PRIOR TO SESSION MEETING TIME)
  - 2 Yes, will attend Tuesday, May 16 8:00 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN AND SNACKS PRIOR TO SESSION MEETING TIME)
  - 3 Unsure {SCHEDULE CALLBACK}
  - 4 Call back to verify {SCHEDULE CALLBACK}
  - 5 No, not willing to attend {THANK AND TERMINATE}
- 

## **CLOSING STATEMENT**

Thank you again for agreeing to participate. We will be sending you a letter confirming the date and time of your group as well as a map and directions to our facility. We ask that you give us a call if you are unable to attend the session. Please do not send another individual in your place. Unfortunately, we do not have facilities for friends or children at the session.

Please remember to bring your reading glasses if you need those.

---

[REQUEST NAME AND MAILING ADDRESS]

May I please have your name and address, so that I may send your confirmation letter?  
(RECORD ON FRONT PAGE)

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**ATTACHMENT 2: REVISED RECRUITMENT SCREENER**

**RECREATIONAL BOATING AND FISHING FOUNDATION  
FISHING/BOATING FOCUS GROUPS  
RECRUITMENT SCREENER  
G06020**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail address \_\_\_\_\_

INTERVIEWER NAME \_\_\_\_\_

SUPERVISOR NAME \_\_\_\_\_

DATE RECRUITED \_\_\_\_\_

DATE OF REMINDER CALL \_\_\_\_\_

DATE CONFIRMATION LETTER SENT \_\_\_\_\_

INDICATE GROUP RECRUITED FOR:

**San Diego CA**

9 Tuesday, May 16, 2006 8:00pm

---

**ASK TO SPEAK WITH ADULT 25+**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_. We are conducting a brief study on behalf of the Recreational Boating and Fishing Foundation about your boating and fishing habits. I am only interested in your opinions; at no time will I attempt to sell you anything.

Q1 Do you or does anyone in your household/family work for a market research company, an advertising agency, newspaper, radio or television station, or any company whose business includes boating or fishing?

- 1 1 Yes {THANK AND TERMINATE}
  - 2 No {CONTINUE}
  - 3 Don't know/Refused {THANK AND TERMINATE}
- 

Q2. Do you own a motorized boat or have regular access to a motorized boat owned by friends or family?

- 1 Yes, own a boat
- 2 Yes, have access to a boat owned by friends or family
- 3 2 No {THANK AND TERMINATE}
- 4 3 Don't remember {THANK AND TERMINATE}

**TRY TO RECRUIT BETWEEN 4-7 PEOPLE WHO DON'T OWN A BOAT BUT HAVE ACCESS TO ONE VIA FRIENDS OR FAMILY**

---

Q3. What kind of boat do you own or have regular access to? (READ CODES 1-8)

**[NOTE: IF RESPONDENT OWNS MORE THAN ONE TYPE OF BOAT, DO NOT THANK AND TERMINATE IF AT LEAST ONE OF THE BOATS = 2,3,4,8]**

- 1 Row boat, canoe, or kayak {THANK AND TERMINATE}
  - 2 Fishing boat with motor
  - 3 Cruising Boat
  - 4 Pontoon boat
  - 5 Luxury yacht > 50 ft. {THANK AND TERMINATE}
  - 6 Sailboat {THANK AND TERMINATE}
  - 7 Personal watercraft (e.g., jet ski) {THANK AND TERMINATE}
  - 8 Other
  - 9 Don't know/Refused {THANK AND TERMINATE}
-

Q4. How many times in the past 12 months did you go out on your boat?

- 1 0-2 times {THANK AND TERMINATE}
  - 2 3-5 times
  - 3 6-10 times
  - 4 11 or more times
  - 5 Don't remember {THANK AND TERMINATE}
- 

Q5. How often do you fish from your boat? (**READ CODES 1-4**)

- 1 Never
  - 2 Sometimes
  - 3 Often {THANK AND TERMINATE}
  - 4 Always {THANK AND TERMINATE}
  - 5 Don't remember {THANK AND TERMINATE}
- 

Q6. NOT ASKED

---

To ensure that we're accurately representing the opinions of all customers, I have a few questions that will be used for classification purposes only.

Q7. Which of the following categories includes your age? Please stop me when I read the correct category. (**READ CODES 1-6**)

- 1 Under 18 {THANK AND TERMINATE}
- 2 18-24 {THANK AND TERMINATE}
- 3 25-34
- 4 35-44
- 5 45-54
- 6 55 or older {THANK AND TERMINATE}
- 7 Refused {THANK AND TERMINATE}

**TRY TO RECRUIT A MIX OF ELIGIBLE AGES**

---

Q8. Which category best describes your current employment status?

- 1 Employed full-time
- 2 Employed part-time
- 3 Homemaker
- 4 Retired
- 5 Student
- 6 Unemployed {CHECK QUOTAS}
- 7 Don't know/Refused {CHECK QUOTAS}

---

Q9. Which of the following describes the level of education you have completed? (READ CODES 1-6)

- 4 Some High School
- 5 Graduated High School
- 3 Vocational/Technical School
- 4 Some College
- 5 Graduated College
- 6 Post Graduate Degree or more
- 7 Don't know/ Refused {CHECK QUOTAS}

---

Q10. Which of the following income groups includes your TOTAL HOUSEHOLD INCOME in 2005 before taxes? Please stop me when I read the correct category. (READ CODES 1-5)

- 1 Less than \$20,000
- 2 \$20,000 to \$29,999
- 3 \$30,000 to \$39,999
- 4 \$40,000 to \$49,999
- 5 \$50,000 and over
- 6 Don't know/Refused {CHECK QUOTAS}

---

Q11. Is your racial or ethnic background? (READ CODES 1-7)

- 1 White
- 2 Black or African American
- 3 American Indian or Alaskan Native
- 4 Asian
- 5 Native Hawaiian or Other Pacific Islander
- 6 Hispanic or Latino
- 7 Some other race
- 8 Don't know/Refused

---

{TECH NOTE: IF Q8 AND Q9 AND Q10 AND Q11 ALL = DK/REFUSED, THANK AND TERMINATE; OTHERWISE CONTINUE}

Q12. Do you consider yourself someone who often, sometimes, rarely or never shares your opinion about various subjects and/or issues with your friends and family? Would you say... (READ CODES 1-4)

- 1 Often
- 2 Sometimes
- 3 Rarely {THANK AND TERMINATE}

- 4 Never {THANK AND TERMINATE}
  - 5 Don't know/Refused {THANK AND TERMINATE}
- 

Q13. When was the last time you participated in a focus group? (DESCRIBE IF NECESSARY) (ASK AS OPEN END)

- 1 Never participated {CONTINUE}
  - 2 More than 6 months ago {BEFORE NOVEMBER 2005, CONTINUE}
  - 3 Within the last 6 months {THANK & TERMINATE}
  - 4 Don't know {THANK & TERMINATE}
  - 5 Refused {THANK & TERMINATE}
- 

Q14. GENDER BY OBSERVATION

- 1 Male
- 2 Female

**TRY TO RECRUIT AT LEAST ONE FEMALE**

---

## **SAN DIEGO INVITATION**

We are conducting a series of group discussion sessions concerning boating and fishing issues. Let me stress that we are only interested in your opinions and ideas and at no time will you be asked to purchase or sign up for anything. The session will last approximately 90 minutes and you will receive \$60 as a token of our appreciation for your time.

---

Q18. The session will be offered on Tuesday, May 16th, beginning at 8:00 p.m. Would you be willing to attend this session?

- 1 Yes, will attend Tuesday, May 16 8:00 session (REMIND THEM TO ARRIVE EARLY FOR CHECK IN AND SNACKS PRIOR TO SESSION MEETING TIME)
  - 2 Unsure {SCHEDULE CALLBACK}
  - 3 Call back to verify {SCHEDULE CALLBACK}
  - 4 No, not willing to attend {THANK AND TERMINATE}
- 

## **CLOSING STATEMENT**

Thank you again for agreeing to participate. We will be sending you a letter confirming the date and time of your group as well as a map and directions to our facility. We ask that you give us a call if you are unable to attend the session. Please do not send another individual in your place. Unfortunately, we do not have facilities for friends or children at the session.

Please remember to bring your reading glasses if you need those.

---

[REQUEST NAME AND MAILING ADDRESS]

May I please have your name and address, so that I may send your confirmation letter?  
(RECORD ON FRONT PAGE)

---

**ATTACHMENT 3: FOCUS GROUP PARTICIPANT CHARACTERISTICS BY SITE**

**The Recreational Boating and Fishing Foundation Focus Group Participant Characteristics  
Site: Minneapolis, Minnesota - Tuesday, May 9th 2006**

Q3. Frequency of Fishing Last 12 Months	0-2 Times	3-5 Times	6-10 Times	11+ Times
	0 (0%)	0 (0%)	6 (30%)	14 (70%)

Q3a Boat Ownership	Self	Family	Friend
	12 (60%)	4 (20%)	4 (20%)

Q5. Water Type	Fresh Water	Salt Water
	20 (100%)	0 (0%)

Q6. Order of Activity for Fishing/ Boating	Fish First	Boat First	Same Time
	11 (55%)	6 (30%)	3 (15%)

Q7. Age	25-34	35-44	45-54
	3 (15%)	8 (40%)	9 (45%)

Q8. Employment	Full-time	Part-time	Homemaker	Retired	Student
	19 (95%)	0 (0%)	1 (5%)	0 (0%)	0 (0%)

Q9. Education	Some High School	Graduated High School	Voc/Tech School	Some College	Graduated College	Post Grad Degree
	0 (0%)	3 (15%)	2 (10%)	6 (30%)	8 (40%)	1 (5%)

Q10. Household Income	< \$20,000	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 and over
	0 (0%)	0 (0%)	2 (10%)	2 (10%)	16 (80%)

Q11. Ethnicity	White	African American	American Indian	Asian	Native Hawaiian	Hispanic	Other
	18 (90%)	0 (0%)	0 (0%)	1 (5%)	0 (0%)	1 (5%)	0 (0%)

Q12. Sharing of Opinions	Often	Sometimes
	16 (80%)	4 (20%)

Q14. Gender	Male	Female
	18 (90%)	2 (10%)

**The Recreational Boating and Fishing Foundation Focus Group Participant Characteristics**  
**Site: Buffalo, New York - Wednesday, May 10th 2006**

<b>Q3. Frequency of Fishing Last 12 Months</b>	<b>0-2 Times</b>	<b>3-5 Times</b>	<b>6-10 Times</b>	<b>11+ Times</b>
	0 (0%)	8 (40%)	6 (30%)	6 (30%)

<b>Q3a Boat Ownership</b>	<b>Self</b>	<b>Family</b>	<b>Friend</b>
	5 (25%)	6 (30%)	9 (45%)

<b>Q5. Water Type</b>	<b>Fresh Water</b>	<b>Salt Water</b>
	20 (100%)	0 (0%)

<b>Q6. Order of Activity for Fishing/ Boating</b>	<b>Fish First</b>	<b>Boat First</b>	<b>Same Time</b>
	11 (55%)	6 (30%)	3 (15%)

<b>Q7. Age</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>
	7 (35%)	7 (35%)	6 (30%)

<b>Q8. Employment</b>	<b>Full-time</b>	<b>Part-time</b>	<b>Homemaker</b>	<b>Retired</b>	<b>Student</b>
	15 (75%)	4 (20%)	0 (0%)	1 (5%)	0 (0%)

<b>Q9. Education</b>	<b>Some High School</b>	<b>Graduated High School</b>	<b>Voc/Tech School</b>	<b>Some College</b>	<b>Graduated College</b>	<b>Post Grad Degree</b>
	0 (0%)	5 (25%)	2 (10%)	6 (30%)	6 (30%)	1 (5%)

<b>Q10. Household Income</b>	<b>&lt; \$20,000</b>	<b>\$20,000 - \$29,999</b>	<b>\$30,000 - \$39,999</b>	<b>\$40,000 - \$49,999</b>	<b>\$50,000 and over</b>
	0 (0%)	1 (5%)	5 (25%)	5 (25%)	9 (55%)

<b>Q11. Ethnicity</b>	<b>White</b>	<b>African American</b>	<b>American Indian</b>	<b>Asian</b>	<b>Native Hawaiian</b>	<b>Hispanic</b>	<b>Other</b>
	19 (95%)	1 (5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

<b>Q12. Sharing of Opinions</b>	<b>Often</b>	<b>Sometimes</b>
	18 (90%)	2 (10%)

<b>Q14. Gender</b>	<b>Male</b>	<b>Female</b>
	17 (85%)	3 (15%)

**The Recreational Boating and Fishing Foundation Focus Group Participant Characteristics  
Site: Tampa, Florida - Thursday, May 11th 2006**

Q3. Frequency of Fishing Last 12 Months	0-2 Times	3-5 Times	6-10 Times	11+ Times
	0 (0%)	4 (20%)	6 (30%)	10 (50%)

Q3a Boat Ownership	Self	Family	Friend
	7 (35%)	4 (20%)	9 (45%)

Q5. Water Type	Fresh Water	Salt Water
	3 (15%)	17 (85%)

Q6. Order of Activity for Fishing/ Boating	Fish First	Boat First	Same Time
	11 (55%)	7 (35%)	2 (10%)

Q7. Age	25-34	35-44	45-54
	7 (35%)	8 (40%)	5 (25%)

Q8. Employment	Full-time	Part-time	Homemaker	Retired	Student
	17 (85%)	2 (10%)	0 (0%)	0 (0%)	1 (5%)

Q9. Education	Some High School	Graduated High School	Voc/Tech School	Some College	Graduated College	Post Grad Degree
	0 (0%)	0 (0%)	1 (5%)	7 (35%)	9 (45%)	3 (15%)

Q10. Household Income	< \$20,000	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 and over
	0 (0%)	1 (5%)	3 (15%)	3 (15%)	13 (65%)

Q11. Ethnicity	White	African American	American Indian	Asian	Native Hawaiian	Hispanic	Other
	16(80%)	1 (5%)	0 (0%)	0 (0%)	0 (0%)	3 (15%)	0 (0%)

Q12. Sharing of Opinions	Often	Sometimes
	18 (90%)	2 (10%)

Q14. Gender	Male	Female
	16 (80%)	4 (20%)

**The Recreational Boating and Fishing Foundation Focus Group Participant Characteristics  
Site: San Diego, California - Tuesday, May 16th 2006 (5:30PM Boating/Fishing Group)**

Q3. Frequency of Fishing Last 12 Months	0-2 Times	3-5 Times	6-10 Times	11+ Times
	0 (0%)	4 (40%)	1 (10%)	5 (50%)

Q3a Boat Ownership	Self	Family	Friend
	8 (80%)	0 (0%)	2 (20%)

Q5. Water Type	Fresh Water	Salt Water
	4 (40%)	6 (60%)

Q6. Order of Activity for Fishing/ Boating	Fish First	Boat First	Same Time
	4 (40%)	4 (40%)	2 (20%)

Q7. Age	25-34	35-44	45-54
	1 (10%)	3 (30%)	6 (60%)

Q8. Employment	Full-time	Part-time	Homemaker	Retired	Student
	10 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

Q9. Education	Some High School	Graduated High School	Voc/Tech School	Some College	Graduated College	Post Grad Degree
	0 (0%)	2 (10%)	0 (0%)	4 (40%)	2 (10%)	2 (10%)

Q10. Household Income	< \$20,000	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 and over
	0 (0%)	1 (10%)	1 (10%)	1 (10%)	7 (70%)

Q11. Ethnicity	White	African American	American Indian	Asian	Native Hawaiian	Hispanic	Other
	6 (60%)	2 (10%)	0 (0%)	1 (5%)	0 (0%)	2 (10%)	0 (0%)

Q12. Sharing of Opinions	Often	Sometimes
	10 (100%)	0 (0%)

Q14. Gender	Male	Female
	8 (80%)	2 (20%)

**The Recreational Boating and Fishing Foundation Focus Group Participant Characteristics  
Site: San Diego, California - Tuesday, May 16th 2006 (8:00PM Boating Group)**

Q2. Own a Boat or Have Regular Access	Own	Access
	3 (38%)	5 (63%)

Q3. Type of Boat	Fishing Boat w/ Motor	Cruising Boat	Pontoon Boat	Other
	2 (25%)	5 (63%)	1 (13%)	0 (0%)

Q4. Frequency of Boating in Past 12 Months	3-5 Times	6-10 Times	11+ Times
	3 (38%)	1 (13%)	4 (50%)

Q5. How Often Fish From Boat	Never	Sometimes
	2 (25%)	6 (75%)

Q7. Age	25-34	35-44	45-54
	3 (38%)	2 (25%)	3 (38%)

Q8. Employment	Full-time	Part-time	Homemaker	Retired	Student
	7 (88%)	1 (13%)	0 (0%)	0 (0%)	0 (0%)

Q9. Education	Some High School	Graduated High School	Voc/Tech School	Some College	Graduated College	Post Grad Degree
	0 (0%)	0 (0%)	0 (0%)	3 (38%)	3 (38%)	2 (25%)

Q10. Household Income	< \$20,000	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 and over
	0 (0%)	0 (0%)	0 (0%)	1 (13%)	7 (88%)

Q11. Ethnicity	White	African American	American Indian	Asian	Native Hawaiian	Hispanic	Other
	6 (75%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (25%)	0 (0%)

Q12. Sharing of Opinions	Often	Sometimes
	7 (88%)	1 (13%)

Q14. Gender	Male	Female
	6 (75%)	2 (25%)

**ATTACHMENT 4: FOCUS GROUP ORIGINAL MODERATORS GUIDE**

**THE RECREATIONAL BOATING AND FISHING FOUNDATION  
FISHING/BOATING FOCUS GROUPS  
MODERATOR'S GUIDE**

**I. INTRODUCTION (5 minutes)**

- Hello. My Name is \_\_\_\_\_ and I'm the moderator for today's 2-hour group discussion. \_\_\_\_\_ is assisting me.
- Our purpose today is to talk about recreational fishing and boating.
- This discussion is one in a series being held in three other cities around the country.
- Feel free to make any comments about any of the things we will be discussing today. This is a free flowing discussion and there are no right or wrong answers.
- Before we get started, here are some ground rules and points of information:
  - Please talk one at a time in a voice as loud as mine.
  - Avoid side conversations with your neighbors.
  - We need to hear from everyone in the course of the discussion, but you don't have to answer every question.
  - Feel free to respond to someone who has made a point. You don't have to address your comments to me to get them on the table.
  - Say what is true for you and have the courage of your conviction. Don't let the group sway you and don't sell out to group opinion.
  - Only a small number of people are participating in these sessions, so you speak for many others who share your opinions.
- **CONFIDENTIALITY.** Everything that you say here will be kept strictly confidential. Nothing said in this group will ever be associated with any individual by name. We would also ask that you similarly maintain the confidentiality of what is said in the group.
- **AUDIO and VIDEOTAPING.** This session is being taped so that we can write an accurate report – not of who said what.

**II. ICEBREAKER (5 minutes)**

- Participants introduce themselves (i.e., first name only, favorite TV show).

### **III. FISHING/BOATING AVIDITY (25 minutes)**

- Based on your personal experience, how did you become involved in fishing and boating?
- Would you identify yourself primarily as an Angler or a Boater?
  - Why do you identify yourself this way?
- What would you say initially drew your interest to fishing and boating?
  - Was it family? Friends? Seeing it? Being exposed to it?
- Now that you boat and fish, do you share or introduce others to these recreational activities?
  - Why or why not?
  - If yes, how did you choose these people (those you mentor)? Explain the situation. Which activities do you share with others? Why?
  - If no, is this something that you would be interested in doing in the future if the opportunity presented itself?
- Who do you typically boat and fish with?
  - Is this a family activity or something you do with friends?
  - Or typically by yourself?
- Describe your last fishing trip. Was it on a boat? If no, Why?
  - Freshwater or salt water?
  - Part of a larger trip or vacation?
- Imagine that your life changed so that you could only participate in fishing OR boating. Which one would you choose?
  - Would this be an easy decision? What would have led to this decision?

### **IV. ADOPTION PROCESS (30 minutes)**

- Thinking of when you first started fishing and boating, which of these activities occurred first? Were you already fishing when you took up boating or were you boating when you took up fishing?
  - Try to make a distinction even if they are close together
  - Focus more on activities as they become meaningful to you
- Everyone in group should answer this question
- Do you own a boat? What kind? What motivated you to buy a boat?
  - Is this the first boat you owned?
  - If not the first boat, what kind of boat did you first own?

- Why did you buy another boat after the first one you owned? (Wanted a different brand/different size/upgrade/etc.)
- (For those who don't own a boat) – Are you considering buying a boat?
  - (If yes) – What criteria are you considering in making your decision?
  - (If no) – Why not?
- Did you buy your boat BEFORE or AFTER you started fishing?
- For those of you who started fishing first, how many years did you fish before you bought your boat?
- For those of you who started boating first, how many years did you own a boat before you started fishing?
- What factors caused the lapse in time between when you started fishing/boating and when you started boating/fishing?
  - What factors were involved in not starting the other activity until later?
  - What changes made it possible to participate in both?
- (For Anglers) – Do you think you would have gotten involved in boating if you didn't fish?
- (For Boaters) – Do you think you would have gotten involved in fishing if you didn't boat?

#### **V. BREAK (10 minutes)**

The moderator will now adjourn the group for 5 minutes (will allow 10 minutes for all to return and get seated, and for back-room commentary).

#### **VI. PERCEPTIONS (35 minutes)**

There are some people who think that in order to get more people to boat and fish we should get people to first buy a boat and then they will end up fishing. Others think the opposite, that is, first get people to start fishing and then they will want a boat. So I want each of you to choose a position on this issue and tell me your arguments that support your position.

- What is your current perception of boating?
  - Is participation in boating in the US increasing or decreasing?
  - What kinds of people are being attracted to boating?
  - How can we attract even more people to boating?
- And now think about fishing, what is your current perception of fishing?

- Is participation in fishing in the US increasing or decreasing?
- What kinds of people are being attracted to fishing?
- How can we attract even more people to fishing?

## **VII. END**

- We've covered a lot of ground in the last two hours. Is there anything else you would like to tell me about fishing and boating?
  
- Thank you for your participation.

**ATTACHMENT 5: FOCUS GROUP REVISED MODERATORS GUIDE**

**THE RECREATIONAL BOATING AND FISHING FOUNDATION  
FISHING/BOATING FOCUS GROUPS  
MODERATOR'S GUIDE**

**MODERATOR NOTE:**

On flip chart write the statement below on the second sheet of paper and cover it with the first blank page. This will be used later.

Recreational Boating and Fishing Foundation is a non-profit organization that is focused on increasing participation in fishing from a boat and appreciation for the nation's aquatic natural resources.

**I. INTRODUCTION (5 minutes)**

- Hello. My Name is \_\_\_\_\_ and I'm the moderator for today's 2-hour group discussion. \_\_\_\_\_ is assisting me.
- Our purpose today is to talk about recreational fishing and boating.
- This discussion is one in a series being held in three other cities around the country.
- Feel free to make any comments about any of the things we will be discussing today. This is a free flowing discussion and there are no right or wrong answers.
- Before we get started, here are some ground rules and points of information:
  - Please talk one at a time in a voice as loud as mine.
  - Avoid side conversations with your neighbors.
  - We need to hear from everyone in the course of the discussion, but you don't have to answer every question.
  - Feel free to respond to someone who has made a point. You don't have to address your comments to me to get them on the table.
  - Say what is true for you and have the courage of your conviction. Don't let the group sway you and don't sell out to group opinion.
  - Only a small number of people are participating in these sessions, so you speak for many others who share your opinions.
- **CONFIDENTIALITY.** Everything that you say here will be kept strictly confidential. Nothing said in this group will ever be associated with any individual by name. We would also ask that you similarly maintain the confidentiality of what is said in the group.

- AUDIO and VIDEOTAPING. This session is being taped so that we can write an accurate report – not of who said what.

## **II. ICEBREAKER (5 minutes)**

- Participants introduce themselves (i.e., first name only, favorite TV show).

## **III. FISHING/BOATING AVIDITY (25 minutes)**

- Based on your personal experience, how did you become involved in fishing?
- Again based on your personal experiences, how did you become involved in boating?
- By show of hands would you identify yourself as an Angler?
- Again by show of hands would you identify your self as a Boater?
  - Why would you say you identify yourself in this manner?
- Now that you boat and fish, do you share or introduce others to these recreational activities?
  - Why or why not?
  - If yes, how did you choose these people (those you mentor)? Explain the situation. Which activities do you share with others? Why?
  - If no, is this something that you would be interested in doing in the future if the opportunity presented itself?
- How would you invite someone who has not been exposed to boating and fishing before to go boating and fishing with you? How would you invite me? What would you say?
- Who do you typically boat and fish with?
  - Is this a family activity or something you do with friends?
  - Or typically by yourself?
- Describe your last fishing trip. Was it on a boat? If no, Why?
  - Freshwater or salt water?
  - Part of a larger trip or vacation?
- Imagine that your life changed so that you could only participate in fishing OR boating. Which one would you choose?
  - Would this be an easy decision? What would have led to this decision?

#### IV. ADOPTION PROCESS (30 minutes)

- Thinking of when you first started fishing and boating, which of these activities occurred first? Were you already fishing when you took up boating or were you boating when you took up fishing?
  - Try to make a distinction even if they are close together
  - Focus more on activities as they become meaningful to you
    - Everyone in group should answer this question
- (For Anglers) – Do you think you would have gotten involved in boating if you didn't fish?
- (For Boaters) – Do you think you would have gotten involved in fishing if you didn't boat?
- Do you own a boat? What kind? What motivated you to buy a boat?
  - Is this the first boat you owned?
  - If not the first boat, what kind of boat did you first own?
    - Why did you buy another boat after the first one you owned?  
(Wanted a different brand/different size/upgrade/etc.)
- How much time lapsed between when you first started thinking of buying a boat and when you actually purchased one.
  - How do you explain this lapse in time? What factors were involved?
- (For those who don't own a boat) – Are you considering buying a boat?
  - (If yes) – What criteria are you considering in making your decision?
  - (If no) – Why not?
- Did you buy your boat BEFORE or AFTER you started fishing?
- For those of you who started fishing first, how many years did you fish before you bought your boat?
- For those of you who started boating first, how many years did you own a boat before you started fishing?
- What factors caused the lapse in time between when you started fishing/boating and when you started boating/fishing?
  - What factors were involved in not starting the other activity until later?
  - What changes made it possible to participate in both?

## **V. BREAK (10 minutes)**

The moderator will now adjourn the group for 5 minutes (will allow 10 minutes for all to return and get seated, and for back-room commentary).

## **VI. PERCEPTIONS (35 minutes)**

### **MODERATOR NOTE:**

Reveal the statement on the flip chart. Read it to the group and explain that the client is RBFF. Then get into the perceptions section below.

There are some people who think that in order to get more people to boat and fish we should get people to first buy a boat and then they will end up fishing. Others think the opposite, that is, first get people to start fishing and then they will want a boat. So I want each of you to choose a position on this issue and tell me your arguments that support your position.

### **MODERATOR NOTE:**

If possible try to play devils advocate if group is leaning towards fishing leading to boating. Wouldn't it be easier to take some one who is already boating and past the barriers of boating and introducing them to fishing?

- What is your current perception of boating?
  - Is participation in boating in the US increasing or decreasing?
  - What kinds of people are being attracted to boating?
  - How can we attract even more people to boating?
  
- And now think about fishing, what is your current perception of fishing?
  - Is participation in fishing in the US increasing or decreasing?
  - What kinds of people are being attracted to fishing?
  - How can we attract even more people to fishing?

## **VII. END**

- We've covered a lot of ground in the last two hours. Is there anything else you would like to tell me about fishing and boating?
  
- Thank you for your participation.