

Minority Anglers and Boaters:

Attitudes and Participation in Fishing,
Boating and Resource Stewardship

Prepared for the Recreational Boating and Fishing Foundation

January 2002

Roper Number: CNT547

The views and conclusions contained in this document are those of the author and should not be interpreted as representing the opinions or policies of the U.S. Government. Mention of trade names or commercial products does not constitute their endorsement by the U.S. Government.

Table of Contents

Introduction.....	i
Survey Methodology.....	iii
Key Findings.....	1
Participation in Fishing.....	5
Classification of anglers.....	5
Participation levels among African-Americans and Hispanics	5
Childhood experience plays a role in adult participation.....	7
Certain demographic groups are more likely to be active anglers	8
Among active anglers, frequency of fishing is low	13
African-Americans and Hispanics go fishing in groups	14
Most active anglers fish in the company of family.....	15
Many African-Americans and Hispanics are unaware of nearby fishing locations	17
For many, “near” does not necessarily mean in the neighborhood	18
Most anglers own their gear.....	25
Participation in Boating	27
Classification of boaters.....	27
Boating is not widespread among African-Americans and Hispanics.....	27
Boating participation is similar to fishing participation across many demographic groups	29
The affluent and educated are actively boating	30
Boating outings are not frequent among African-Americans and Hispanics	32
Many African-Americans and Hispanics are unaware of close-by boating spots	33

Nearby boating locations take as much time to travel to as fishing locations – in some cases more.....	34
Few African-Americans or Hispanics own a boat	41
The most commonly owned type of boat is a motor boat.....	43
People who boat frequently fish as well	44
Interest in Different Types of Fishing and Boating	45
Interest in many types of fishing is high among minorities.....	45
Interest in boating slightly lower than fishing, but still high among African-Americans and Hispanics	48
Perceptions of Fishing.....	50
Demographic differences in perceptions of fishing	52
Perceptions of fishing by angler groups.....	57
Perceptions of Boating.....	60
Demographic differences in perceptions of boating	62
Perceptions of boating by boater groups.....	66
Motivations for Fishing.....	68
Demographic differences in reasons for fishing	70
Motivations for fishing for angler groups	73
Fishing Inducements That Work.....	75
Demographic differences in reaction to inducements.....	77
Reactions to inducements by angler groups.....	80
Obstacles to Fishing or to Fishing More Often.....	81
Demographic differences for obstacles to fishing	84
Interest in Fishing by Non-Participants	87
Those very interested in fishing have fished at some point in their lives.....	89
Interest in each specific type of fishing is higher among Interested Non-participants than among population as a whole.....	90

Interested non-participants agree more strongly with reasons for fishing than populations as a whole.91

Enticements more effective with interested non-participants than populations as a whole.93

Barriers to fishing more likely to affect fishing participation among interested non-participants95

Participation in Other Activities98

 Activities that require little or no equipment or skills are most popular among minorities98

 Active anglers more likely to be frequent participants99

 African-Americans and Hispanics do not frequently share in active pursuits with family members101

Environmental Stewardship102

 Minorities are willing to help the environment, but feel unable..102

 Cleaning up air and water pollution top the list of environmental concerns.104

 Environmental attitudes and concerns of angler groups106

 Demographic differences in environmental attitudes and concerns108

Awareness of the “Take Me” Advertisement Campaign114

 Very few African-Americans and Hispanics are aware of the “Take Me” advertisement campaign.....114

 Television is top media116

Implications.....117

Introduction

Many Americans enjoy recreational boating and fishing. According to *ROPER REPORTS*, RoperASW's consumer trends and consulting service, one in four Americans (26%) and nearly four in ten men (39%) consider fishing to be a real hobby or interest of theirs. Past research conducted on behalf of the Recreational Boating and Fishing Foundation has shown that the American public has a number of positive associations with fishing and boating. Many associate these activities with the ability to spend a fun and relaxing time with friends and family. Nonetheless, participation in these activities has not kept up with the nation's population growth. In fact, some areas in the country have seen stagnation and even declines in recreational boating and fishing. For instance in *ROPER REPORTS*, the proportion of all Americans who termed fishing a real hobby or interest of theirs back in 1982 was 34%. Moreover, the participation of certain groups—such as African-Americans and Hispanics—is well below that of Caucasians.

The Recreational Boating and Fishing Foundation (RBFF) has embarked on a large-scale communication campaign designed to help increase participation in recreational boating and fishing and, in turn, resource stewardship. The campaign has been branded “Water Works Wonders.” The first part of the campaign, “Take Me,” which was launched in March 2001, is geared toward lapsed and infrequent anglers and boaters.

Now RBFF is turning its focus toward increasing participation among minority markets. These markets do not currently make up a proportion of anglers or boaters that is proportionate to their size in the population. Given the larger than average expected population growth among these segments in the years to come, RBFF believes it is particularly important to try to increase their participation in these activities.

To help guide its efforts for the next part of its outreach, RBFF commissioned RoperASW to conduct a comprehensive research study among a representative sample of African-Americans and Hispanics.

The research was designed to address the following objectives:

- Explore boating and fishing knowledge, attitudes, interests, and participation among African-Americans and Hispanics;

- Identify drivers that would impact interest in and participation in these activities;
- Look at factors that influence decision-making regarding participation in fishing and boating;
- Examine any barriers to boating and fishing participation among these groups; and,
- Explore knowledge, attitudes, and behaviors associated with natural resource stewardship, particularly as it relates to fishing and boating.

Please note that RoperASW conducted research among minority group members only. Therefore, no comparisons are made between African Americans and Hispanics and the general public in this report.

Survey Methodology

This section describes the survey methodology used to collect data for RBFF research on Minority Attitudes and Participation in Fishing, Boating, and Resource Stewardship data.

Questionnaire

Roper worked closely with RBFF researchers and a consultant to the RBFF to develop the survey instrument. The questionnaire was pretested to ensure that respondents were willing and able to understand and respond to the survey questions. Ten pretest interviews were completed. Results of the pretest were used to finalize the questionnaire, which was then programmed for computer-assisted telephone interviewing (CATI). The survey averaged 22.7 minutes in length (22.2 minutes for the African-American sample; 23.2 minutes for the Hispanic sample) to administer.

Interviewing in English and Spanish

To meet the goals of this research, it was critical that the achieved sample be representative of all Hispanics – including those who speak only Spanish. The questionnaire was translated into Spanish and then back translated (translated back to English by a second translator) to ensure an accurate translation. When a non-Spanish speaking interviewer encountered a respondent who needed to be interviewed in Spanish, they indicated this in the CATI sample management system and the interview was directed to a Spanish-speaking interviewer.

Sampling

The survey population consisted of African-Americans and Hispanics residing in the United States. Random Digit Dial (RDD) samples were selected for a nationally representative sample of each population of interest. Therefore, the findings from this survey are projectable to the adult (18 or older) African-American and Hispanic populations of the United States.

Selecting Households

African-Americans and Hispanics represent low-incidence populations that are more difficult than average to reach. Therefore, simply screening for these groups would be a costly and time-consuming process. Targeted-RDD sampling procedures were used to decrease the number of households screened to locate eligible African-American and Hispanic respondents.

For each of these two populations, telephone numbers were stratified by the density of the particular race/ethnicity population in the area where the telephone numbers were located. Telephone numbers were disproportionately sampled, selecting larger samples from those in high-density areas and smaller samples from those in low-density areas.

For the African-American oversample, the targeted sample eliminated from the sampling frame those telephone exchanges in areas with incidences of African-Americans of 5% or lower. The remaining sample frame covered 90% of African-American telephone numbers. The expected incidence for African-American households, using this strategy, was 32% -- a substantial increase from the 11% that we would typically get from a pure RDD sample of the general public. The actual incidence for the survey was 28.9%.

For the Hispanic oversample, the sample frame excluded areas with incidences of Hispanic households of 3% or less. The remaining sample frame covered 90% of Hispanic households. This strategy was expected to increase the incidence of Hispanic households from the 8% that we typically get in telephone surveys to approximately 25%; however, the survey incidence achieved was 34.7%.

Within Household Respondent Selection

Within each household, respondents were selected at random by asking for the youngest adult male/youngest adult female who was at home. This method is designed to lessen biases that have been observed in surveys and to reduce the amount of post-stratification sample weighting needed to correct such imbalances. The method selected respondents from among the eligible persons who were at home at the time of the interview attempt, asking to speak with the youngest male who was at home, or if there was none, with the youngest female.

This method reduced the number of selected households with whom interviews could not be completed and helped to correct for some of the under-representation of younger men and women that would otherwise have occurred.

Data Collection

The survey was administered by telephone using Roper's CATI (computer-assisted telephone interviewing) system. Roper's experienced telephone interviewers conducted all interviews in our centralized telephone facility. The sample size for each group was targeted at 1,000. In the case of Hispanics, we completed 1,003 interviews. All interviewers assigned to the study received special study-specific training for this assignment.

Efforts to Maximize the Response Rate

A number of procedures were used to ensure that nonresponse was kept to a minimum within the budget and time constraints of this project.

Interviewing Attempts

On average, up to 10 attempts were made to reach each selected household (an original attempt, plus 9 more attempts to reach households that did not answer earlier calls). All attempts were made during evening and weekend hours. Calling attempts were scheduled for different days of the week and weekends and were spaced as far apart as possible, within the restraints of the survey schedule.

Scheduled Callbacks

If a respondent was unable to be interviewed when we called, or if he or she began but was unable to finish an interview, interviewers attempted to schedule a day and time to call back to complete the interview. The CATI system automatically presented the telephone numbers for scheduled callbacks at the specified time.

Training and Monitoring Interviews

All Roper interviewers were trained in avoiding refusals. In addition, training for this project included reminders of techniques for maximizing cooperation. Interviews were monitored throughout the interviewing period by supervisors specially trained both in monitoring interview quality and in the goals and procedures used for this study.

Weighting

The data are weighted to adjust for probabilities of selection and to adjust for non-response on specific demographic variables. First, a base weight was applied; it represents the probability of a household being selected. This was then adjusted using the number of adults in the household and the number of residential telephone lines that reach the household. Next, the data were adjusted on age, sex, education, and region, using the Current Population Survey estimates for 1999 within each race group. Results of this study are projectable to each race population of people who are 18 years of age or older living in the fifty United States, including the District of Columbia.

Key Findings

Approximately one-third of African-Americans and Hispanics are active anglers

- **Active anglers** are those individuals who say that they have participated in fishing activities in the past 24 months.
- **Inactive anglers** are those who have been fishing as adults but have not done so in the past 24 months.
- **Ex-anglers** are people who have fished as children or teenagers but have never tried the sport as adults.
- **Non-anglers** are those who have never fished.

- Approximately one-third of African-Americans (33%) and Hispanics (37%) have fished in the past 24 months. Participation lags among a few key groups, including women and northeastern and urban African Americans.

- **Active boaters** are those individuals who say they have gone boating in the past 24 months.
- **Inactive boaters** are those who have boated as adults but have not done so in the past 24 months.
- **Ex-boaters** are those who had been boating as children or teenagers but have not done so as adults.
- **Non-boaters** are those who have never boated.

- Fewer African-Americans and Hispanics qualify as active boaters than qualify as active anglers, with just one-fourth (25%) of African-

Americans and less than one-third (31%) of Hispanics falling into that category.

- Even those minority members who qualify as “active” anglers and boaters participate in these activities infrequently, with the average African-American active angler fishing 7.7 times in the past 12 months and the average Hispanic active angler fishing 6.5 times. Past 12-month boating activity is even lower, with African-American active boaters boating an average of 4.1 times, while Hispanic active boaters have boated an average of 3.8 times.

Angling is a social activity for minorities

- Minority anglers view angling as a social activity, citing the social aspects of fishing such as seeing friends and spending time with family as some of the key benefits of fishing and mentioning the lack of available fishing partners as a key barrier to greater fishing participation. In keeping with this, minority active anglers frequently fish in medium to large groups, averaging five fishing partners per trip.

Knowledge and access are key barriers to participation in boating and fishing

- Just over one-half of all African-American and Hispanic adults say that they know of a desirable fishing or boating location near their home.
- Hispanics, in particular, have less perceived access to desirable fishing and boating locations. Approximately one-fourth do not know how far they need to travel to find either a desirable fishing or a desirable boating location, and another one-fifth say that they need to travel over an hour to find them.

African-Americans and Hispanics have positive perceptions of fishing and boating

- A majority of African-Americans and Hispanics associate a number of positive statements with fishing and boating. Large majorities consider fishing as a “fun” activity—especially for men. They also view fishing as relaxing and as something to do with family and friends, and very few term it “boring.”

Few associate fishing and boating with environmental stewardship

- While many believe that fishing and boating can help educate children about the outdoors, few think that these activities are beneficial to the environment.

Gender gap exists in perceptions of and participation in angling and boating

- Men and women share the perception that angling and boating are activities that are fun for men, but not necessarily for women. In keeping with this, angling participation levels among women lag behind those of men.

Benefits associated with fishing relate more to relaxation, spending time outdoors, and socializing than to specific aspects of sport fishing.

- African-Americans and Hispanics cite relaxation, the opportunity to spend time with friends or family, and the opportunity to spend time outdoors and close to nature as reasons why they personally would go fishing.
- Fewer mention aspects such as developing their fishing skills, enjoying the challenge and sport of fishing, catching many fish, catching fresh fish for food, and catching trophy-size fish as reasons why they personally would go fishing.

Time constraints are key barriers to fishing participation

- African-Americans and Hispanics cite lack of time, work and family commitments, and no one to go fishing with as the top things that interfere with their participation in fishing.
- Water pollution in nearby waters is also mentioned by many, particularly African Americans in the northeast and urban areas, as a deterrent to fishing

Various inducements could be successful in promoting more fishing participation — particularly among active anglers.

- A plurality of African-Americans and Hispanics say they would be much more likely to go fishing in several situations. These situations include the availability of free fishing gear at a local fishing place, an invitation to fish from a child or a friend, a desirable fishing location near home, and fishing offered as part of a vacation package.

Active anglers and boaters are more concerned about environmental stewardship

- While many African-Americans and Hispanics express concern about various aspects of environmental conservation, active anglers and boaters show heightened concern for these issues compared to non-participants.

Sizable group of Interested Non-participants identified

- Approximately one in five African Americans (23%) and Hispanics (20%) fall into a group called Interested Non-participants. This group represents the best potential market for increased angling participation.