

Participation in Boating

Classification of boaters

Throughout this report, we will use this classification to describe boaters:

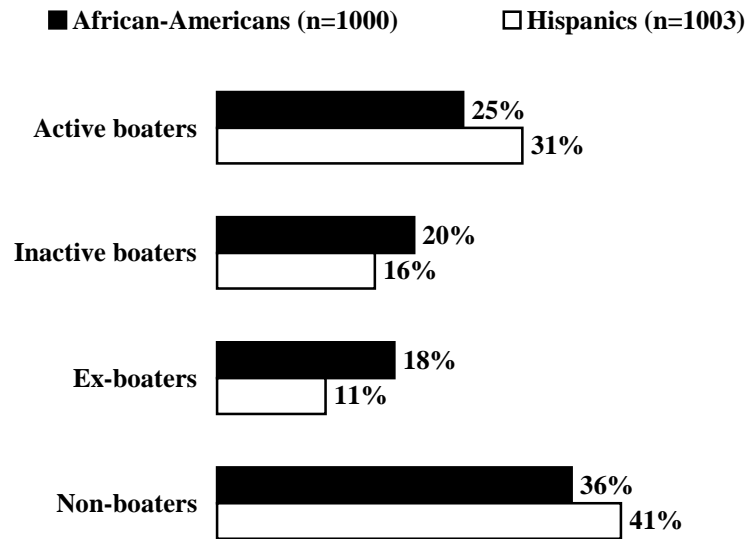
- ❖ *Active boaters* are those individuals who say they have gone boating in the past 24 months.
- ❖ *Inactive boaters* are those who have boated as adults but have not done so in the past 24 months.
- ❖ *Ex-boaters* are those who had been boating as children or teenagers but have not done so as adults.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

Boating is not widespread among African-Americans and Hispanics

- Almost two-thirds (64%) of all African-American adults and 59% of Hispanics have gone boating at least once.
- One-fourth (25%) of African-American adults and about one-third (31%) of Hispanics have boated (that is, gone out on a sailboat, motorboat, rowboat, paddleboat, canoe, or kayak) in the past 24 months.
- One-fifth (20%) of African-Americans and one sixth (16%) of Hispanics have gone boating as adults but not in the past 24 months.
- Almost one-fifth (18%) of African-Americans and a tenth (11%) of Hispanics report that they had gone boating as children or adolescents but not since that time.
- Over one-third (36%) of African-American adults and four in ten (41%) Hispanics have never boated.

Boating Participation by African-Americans and Hispanics

Base: all African-Americans and Hispanics



Boating participation is similar to fishing participation across many demographic groups

Many of the mentioned differences across certain demographic groups in fishing participation are also seen in boating participation – but with a slightly different, and interesting, twist. In addition, income and education levels play much more of a role in boating participation than they do in fishing participation

Unlike fishing participation, boating participation is similar among African-American males and females. However, as is the case with fishing, Hispanic males are more likely than Hispanic females to be active boaters while Hispanic females are more likely to have never boated.

Similar to fishing, there is promise in converting younger minorities into active boaters, but this time it is African-American 18-34 year olds who show higher possibilities. One-third of African-American 18-34 year olds are ex-boaters, compared to just 17% of Hispanics in this age group.

Among the marital groups, promise again exists in converting those who have never been married into active boaters due to the increase in boating participation seen among those who are currently or have previously been married.

As seen with fishing participation, there is no real difference in boating participation between Hispanics that live in rural areas and those who live in urban areas. There are also no differences between Hispanics from the four regions.

The affluent and educated are actively boating

The biggest differences between fishing and boating participation are seen when looking at education and income groups.

Both African-Americans and Hispanics with at least a college diploma are far more likely than those with less education to have ever gone boating, as well as to be active boaters.

Those who have not received a high school diploma are most likely to have never been boating in their lifetimes.

Boating Groups by Education Level

Base: all African-Americans and Hispanics

	<u>African-Americans</u>			<u>Hispanics</u>		
	Less than <u>HS grad</u> (n=100)	HS grad/ Some <u>college</u> (n=635)	College grad or <u>more</u> (n=244)	Less than <u>HS grad</u> (n=239)	HS grad/ Some <u>college</u> (n=595)	College grad or <u>more</u> (n=161)
	%	%	%	%	%	%
Non-boaters	51	37	21	62	34	11
Ex- boaters	14	19	13	6	13	7
Inactive boaters	17	18	28	13	16	26
Active boaters	17	25	37	18	35	54

Income also plays a major role in boating participation. As income levels rise among both African-Americans and Hispanics, so does boating participation.

The majority of African-Americans and Hispanics who live in households with less than \$20,000 in income have never been boating. Conversely, the vast majority of those who live in households with an income of \$50,000 or more have boated at least once in their lifetimes. In fact, the plurality of African-Americans (42%) and the majority of Hispanics (53%) in the upper income groups are active boaters.

Boating Groups by Income Level

Base: all African-Americans and Hispanics

	<u>African-Americans</u>				<u>Hispanics</u>			
	Less than <u>\$20,000</u> (n=180)	<u>\$20,000 -</u> <u>≤\$30,000</u> (n=167)	<u>\$30,000 -</u> <u>≤\$50,000</u> (n=223)	<u>\$50,000</u> <u>or more</u> (n=247)	Less than <u>\$20,000</u> (n=311)	<u>\$20,000 -</u> <u>≤\$30,000</u> (n=163)	<u>\$30,000 -</u> <u>≤\$50,000</u> (n=192)	<u>\$50,000</u> <u>or more</u> (n=170)
	%	%	%	%	%	%	%	%
Non-boaters	54	35	35	24	56	39	23	13
Ex- boaters	13	19	19	11	8	10	14	11
Inactive boaters	14	23	21	22	14	13	23	21
Active boaters	16	23	25	42	22	34	38	53

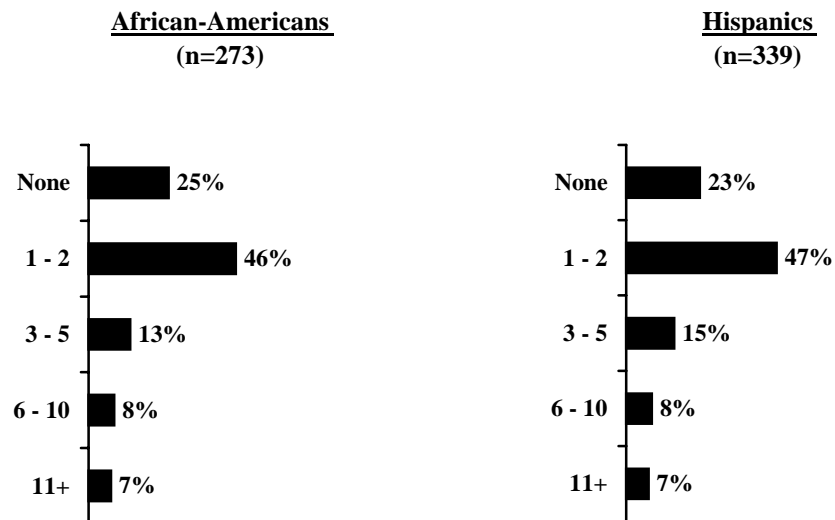
Boating outings are not frequent among African-Americans and Hispanics

The frequency of boating by African-American and Hispanic boaters is low. In the past 12 months, African-American active boaters have boated an average of 4.1 times, while Hispanics have boated an average of 3.8 times. The median number of boating outings for African-Americans is 1.2 and for Hispanics 1.4 times.

- The plurality of African-American active boaters (46%) and Hispanic active boaters (47%) have boated once or twice in the past year. Twenty eight percent of African-American active boaters and 30% of Hispanics have gone boating more than twice in the past year.
- One-fourth (25%) of African-American and 23% of Hispanic active boaters have not gone boating at all in the past year.

Boating Outings in the Past 12 Months

Base: African-American and Hispanic active boaters

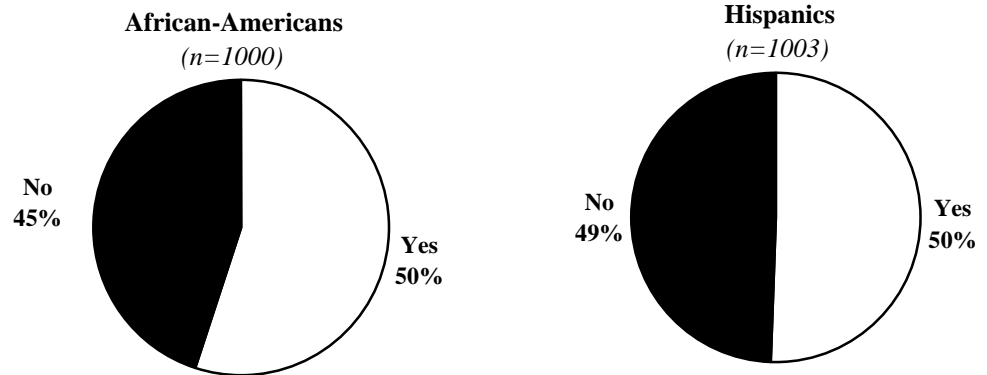


Many African-Americans and Hispanics are unaware of close-by boating spots

Approximately the same proportion of African-Americans and Hispanics who say they know of a desirable fishing location near their home also say they know of a desirable boating location near their home.

Awareness of Nearby Boating Locations

Base: all African-Americans and Hispanics



Nearby boating locations take as much time to travel to as fishing locations – in some cases more

Again, majorities of African-Americans and Hispanics think that a boating location as far as an hour away is a “nearby” boating spot.

Travel Time to Nearest, Desirable Boating Location

Base: all African-Americans and Hispanics

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Total</u> (n=1000)	<u>Aware</u> (n=584)	<u>Total</u> (n=1003)	<u>Aware</u> (n=537)
	%	%	%	%
<10 min	15	23	11	17
10-30 min	27	37	18	28
30-45 min	12	14	13	19
45-60 min	11	11	9	10
60+ min	16	13	19	25
Don't know	19	--	29	--

African-Americans in both rural and urban areas need to travel slightly longer to get to a desirable boating location near their home than they do to reach an area to fish. Over one-half of each group need to travel up to 45 minutes, while majorities only need to travel a maximum of 30 minutes to reach a fishing area.

The majority of Hispanics in both rural and urban areas say the nearest, desirable boating location is at least 60 minutes from their homes.

Travel Time to Nearest, Desirable Boating Location

Base: all African-Americans and Hispanics

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Rural</u> (n=306)	<u>Urban</u> (n=661)	<u>Rural</u> (n=366)	<u>Urban</u> (n=614)
	%	%	%	%
Aware of location	59	54	53	50
<10 min	15	23	11	17
10-30 min	27	37	18	28
30-45 min	12	14	13	19
45-60 min	11	11	9	10
60+ min	16	13	19	25
Don't know	19	--	29	--

**Travel Time to Nearest, Desirable Boating Location
Among Those Aware of a Nearby Location**

Base: African-Americans and Hispanics who say they are aware of a nearby boating location

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Rural</u> (n=184)	<u>Urban</u> (n=388)	<u>Rural</u> (n=207)	<u>Urban</u> (n=322)
	%	%	%	%
Aware of location	100	100	100	100
<10 min	29	20	15	19
10-30 min	32	39	31	26
30-45 min	13	14	14	21
45-60 min	12	12	14	8
60+ min	12	13	25	26
Don't know	--	--	--	--

According to both African-Americans and Hispanics in the Northeast, there appears to be a great lack of desirable boating locations near their homes. Four in ten Northeastern African-Americans and one-half of Northeastern Hispanics say the nearest location is over 60 minutes away or that they do not know how far they would need to travel.

Travel Time to Nearest, Desirable Boating Location

Base: all African-Americans and Hispanics

	<u>African-Americans</u>				<u>Hispanics</u>			
	<u>North- east</u> (n=195)	<u>South</u> (n=545)	<u>Mid- west</u> (n=160)	<u>West</u> (n=100)	<u>North- east</u> (n=133)	<u>South</u> (n=409)	<u>Mid- west</u> (n=36)	<u>West</u> (n=425)
	%	%	%	%	%	%	%	%
Aware of location	42	57	65	53	37	56	50	50
<10 min	9	18	16	8	11	11	20	9
10-30 min	22	26	34	26	18	18	21	18
30-45 min	12	12	11	20	11	13	16	14
45-60 min	13	10	12	14	8	9	--	10
60+ min	17	17	10	12	12	21	11	21
Don't know	26	18	16	21	38	27	30	27

**Travel Time to Nearest, Desirable Boating Location
Among Those Aware of a Nearby Location**

Base: African-Americans and Hispanics who say they are aware of a nearby boating location

	<u>African-Americans</u>				<u>Hispanics</u>			
	<u>North- east</u> (n=92)	<u>South</u> (n=326)	<u>Mid- west</u> (n=109)	<u>West</u> (n=57)	<u>North- east</u> (n=55)	<u>South</u> (n=242)	<u>Mid- west</u> (n=19)	<u>West</u> (n=221)
	%	%	%	%	%	%	%	%
Aware of location	100	100	100	100	100	100	100	100
<10 min	18	26	24	13	19	17	41	14
10-30 min	37	37	39	33	34	28	22	27
30-45 min	14	13	10	25	17	18	25	16
45-60 min	20	8	13	14	6	13	--	11
60+ min	8	14	12	16	23	24	12	29
Don't know	--	--	--	--	--	--	--	--

Again, it is not surprising that seven in ten African-American and Hispanic active boaters say they know of a desirable boating location nearby – higher awareness than all other boater groups.

However, Hispanic active boaters need to travel farther than their African-American counterparts. Slightly more than one-half of African-American active boaters say a desirable boating location is within 30 minutes from them – just one-third of Hispanic active boaters enjoy the same convenience.

Travel Time to Nearest, Desirable Boating Location

Base: all African-Americans and Hispanics

	<u>African-Americans</u>				<u>Hispanics</u>			
	<u>Non-boater</u> (n=327)	<u>Ex-boater</u> (n=174)	<u>Inactive</u> (n=216)	<u>Active</u> (n=273)	<u>Non-boater</u> (n=360)	<u>Ex-boater</u> (n=115)	<u>Inactive</u> (n=165)	<u>Active</u> (n=339)
	%	%	%	%	%	%	%	%
Aware of location	42	48	63	74	31	52	57	72
<10 min	12	9	17	20	9	4	17	13
10-30 min	24	20	30	33	14	22	18	22
30-45 min	13	12	16	10	9	15	12	20
45-60 min	9	15	10	14	6	11	9	11
60+ min	13	18	15	17	15	28	22	21
Don't know	29	26	12	7	47	20	22	13

**Travel Time to Nearest, Desirable Boating Location
Among Those Aware of a Nearby Location**

Base: African-Americans and Hispanics who say they are aware of a nearby boating location

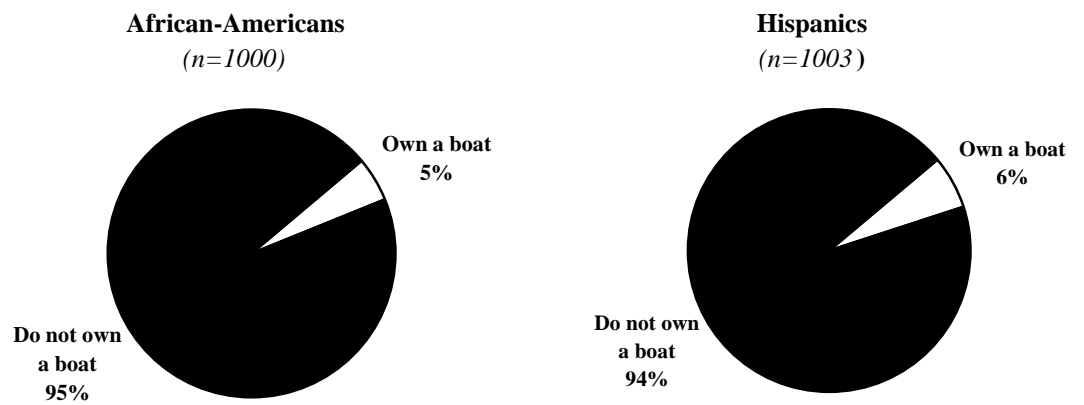
	<u>African-Americans</u>				<u>Hispanics</u>			
	<u>Non-boater</u> (n=147)	<u>Ex-boater</u> (n=85)	<u>Inactive</u> (n=141)	<u>Active</u> (n=208)	<u>Non-boater</u> (n=117)	<u>Ex-boater</u> (n=62)	<u>Inactive</u> (n=104)	<u>Active</u> (n=244)
	%	%	%	%	%	%	%	%
Aware of location	100	100	100	100	100	100	100	100
<10 min	22	16	24	26	20	6	21	17
10-30 min	39	35	38	38	29	36	23	28
30-45 min	18	10	16	11	19	15	16	21
45-60 min	9	17	5	15	10	8	11	10
60+ min	8	21	17	11	20	35	29	23
Don't know	--	--	--	--	--	--	--	--

Few African-Americans or Hispanics own a boat

Only about one in 20 African-Americans or Hispanics owns a boat.

Boat Ownership by African-Americans and Hispanics

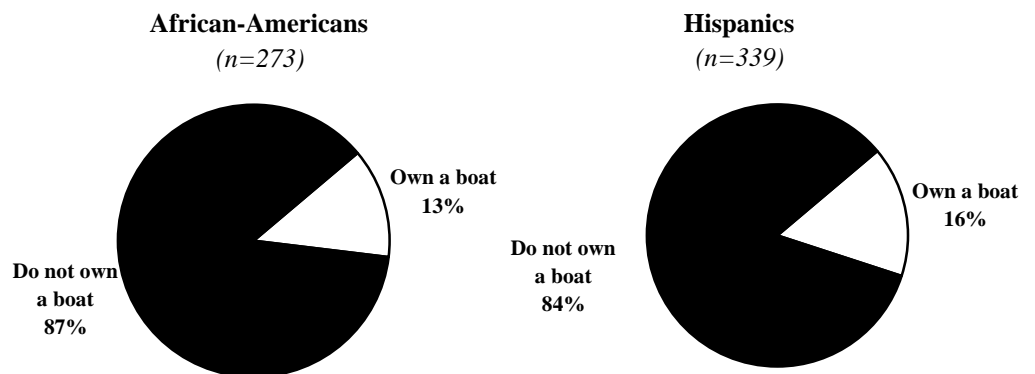
Base: all African-Americans and Hispanics



As would be expected, boat ownership is, as would be expected, higher among active boaters, although even for this group it is relatively rare. Thirteen percent of African-American active boaters and 16% of Hispanics own a boat.

Boat Ownership by Active Boaters

Base: African-American and Hispanic active boaters



The most commonly owned type of boat is a motor boat

Seventy percent of African-American boat owners and 75% of Hispanic boat owners say their boat is a motor boat.

Types of Boats Owned

Base: African-American and Hispanic boat owners

	<u>African-Americans</u> (n= 48) %	<u>Hispanics</u> (n= 71) %
Motorboat	70	75
Rowboat	11	12
Sailboat	1	12
Canoe	1	1
Kayak	—	2
Other type	14	8

People who boat frequently fish as well

A large number of African Americans and Hispanics have participated in both fishing and boating in their adulthood, but there is a higher proportion of adult boaters who have fished than there is adult anglers who have boated.

- Seven in ten African Americans and Hispanics who are classified as either inactive or active boaters are also classified as inactive or active anglers.
- Six in ten African Americans and Hispanics who are classified as either inactive or active anglers are also classified as inactive or active boaters.

Participation in Boating and Fishing

Base: all African-Americans and Hispanics

	<u>African-Americans</u>				<u>Hispanics</u>			
	<u>Fishing</u>		<u>Boating</u>		<u>Fishing</u>		<u>Boating</u>	
	<u>Non/ Ex</u>	<u>Inactive/ Active</u>	<u>Non/ Ex</u>	<u>Inactive/ Active</u>	<u>Non/ Ex</u>	<u>Inactive/ Active</u>	<u>Non/ Ex</u>	<u>Inactive/ Active</u>
	(n=441)	(n=546)	(n=501)	(n=489)	(n=426)	(n=557)	(n=475)	(n=504)
Fished as adult (Active or Inactive)	--	100%	38%	72%	--	100%	37%	74%
Have not fished as adult (Non- or Ex-angler)	100%	--	61%	26%	100%	--	60%	25%
Boated as adult (Active or Inactive)	26%	61%	--	100%	27%	64%	--	100%
Have not boated as adult (Non- or Ex-boater)	73%	38%	100%	--	70%	35%	100%	--

Interest in Different Types of Fishing and Boating

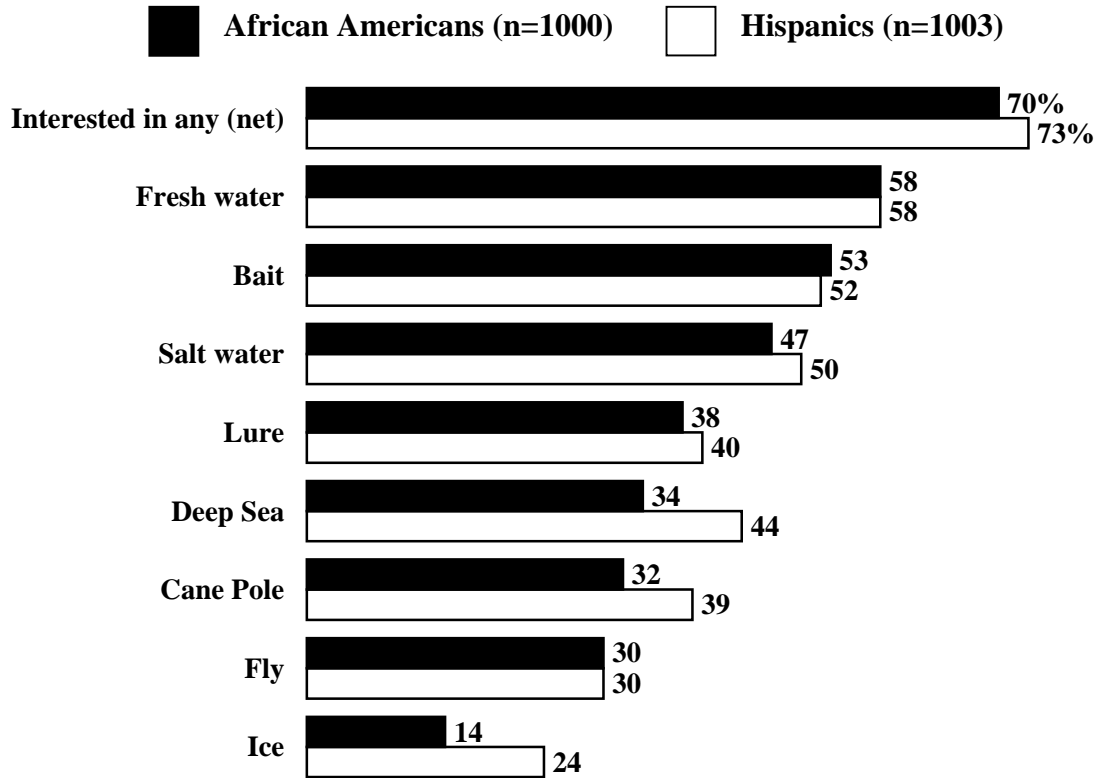
Interest in many types of fishing is high among minorities.

Seven out of ten African Americans (70%) and Hispanics (73%) are at least somewhat interested in one or more types of fishing asked about.

- Highest numbers are interested in either fresh water fishing (58% African Americans, 58% Hispanics) or bait fishing (53% African Americans, 52% Hispanics).
- Ice fishing appeals to just 14% of African Americans, but to nearly twice the number of Hispanics (24%)

Interest in Types of Fishing

Base: all African-Americans and Hispanics



Large numbers of those not currently participating in fishing show interest in at least one type of fishing. While both African-American and Hispanic active anglers show higher levels of interest in all types of fishing asked about than other angler groups, a large proportion of non-anglers, ex-anglers and inactive anglers show great interest as well.

Interest in Types of Fishing by Angler Group

Base: all African-Americans and Hispanics

	<u>African Americans</u>				<u>Hispanics</u>			
	<u>Non-Anglers</u> (n=192) %	<u>Ex-Anglers</u> (n=249) %	<u>Inactive Anglers</u> (n=212) %	<u>Active Anglers</u> (n=334) %	<u>Non-Anglers</u> (n=268) %	<u>Ex-Anglers</u> (n=158) %	<u>Inactive Anglers</u> (n=158) %	<u>Active Anglers</u> (n=399) %
<i>Interest in any (net)</i>	40	61	72	93	53	69	66	95
Fresh water fishing	33	49	63	79	37	53	52	78
Bait fishing	27	45	55	76	27	47	49	75
Salt water fishing	28	40	48	66	30	45	40	72
Lure fishing	19	31	35	58	21	35	34	59
Deep sea fishing	18	29	36	46	26	38	32	64
Cane pole fishing	16	21	35	48	30	28	38	51
Fly fishing	18	27	29	39	17	31	22	43
Ice fishing	9	8	10	23	19	23	14	33

= significantly different than 2 or more groups within race/ethnicity

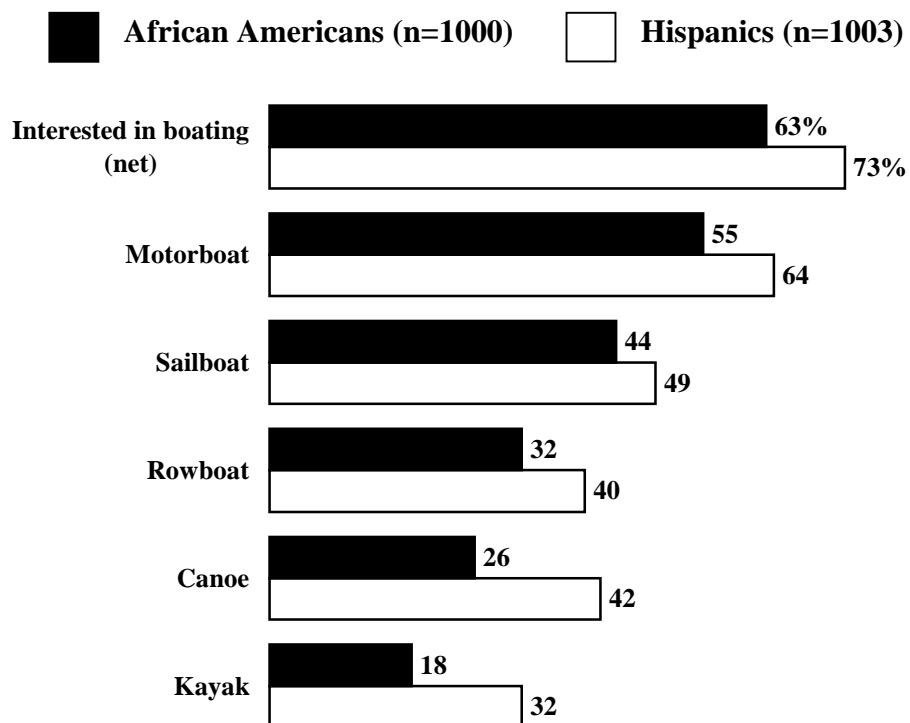
Interest in boating slightly lower than fishing, but still high among African-Americans and Hispanics

Six out of ten African-Americans and seven out of ten Hispanics are at least somewhat interested in one or more types of boating asked about.

- Highest numbers are interested in motorboating (55% African Americans, 64% Hispanics), with sailing a close second (44% African Americans, 49% Hispanics).
- Kayaking appeals to just 18% of African Americans, but to nearly twice as many Hispanics (32%)

Interest in Types of Boating

Base: all African-Americans and Hispanics



Similar to fishing, large numbers of those not currently participating in boating show interest in at least one type of boating. While both African-American and Hispanic active boaters show higher levels of interest in all types of boating asked about than other boater groups, a large proportion of non-boaters, ex-boaters and inactive boaters show great interest as well.

Interestingly, both African-American and Hispanic ex-boaters show higher levels of interest in all types of boating asked about than their inactive counterparts. As we have already seen, ex-boaters are less likely than inactive boaters to say they know of a desirable boating location nearby, and more likely to have to travel longer to reach a desirable area.

Interest in Types of Boating by Boater Group

Base: all African-Americans and Hispanics

	<u>African Americans</u>				<u>Hispanics</u>			
	<u>Non-Boaters</u> (n=327) %	<u>Ex-Boaters</u> (n=174) %	<u>Inactive Boaters</u> (n=216) %	<u>Active Boaters</u> (n=273) %	<u>Non-Boaters</u> (n=360) %	<u>Ex-Boaters</u> (n=115) %	<u>Inactive Boaters</u> (n=165) %	<u>Active Boaters</u> (n=339) %
<i>Interest in any (net)</i>	36	77	69	88	54	85	73	94
Motorboat	30	68	62	79	45	72	64	86
Sailboat	25	55	42	64	37	62	40	65
Rowboat	19	36	35	45	32	49	36	49
Canoe	15	35	31	32	33	49	35	54
Kayak	8	26	19	27	26	39	24	44

□ = significantly different than 2 or more groups within race/ethnicity