

Perceptions of Fishing

To African-Americans and Hispanics, fishing has many positive aspects and few negative qualities associated with it.

The top association made by both African-Americans and Hispanics is that fishing is fun for men. On the other hand, both groups doubt that fishing is something that is fun for women.

In addition, fishing is seen as being a relaxing activity, and at least three out of four African-Americans and Hispanics also believe it is an activity that can be shared by friends and family alike. Negative stereotypes of fishing, such as being a boring and expensive activity, are also largely rejected, as is the idea that fishing takes too much time.

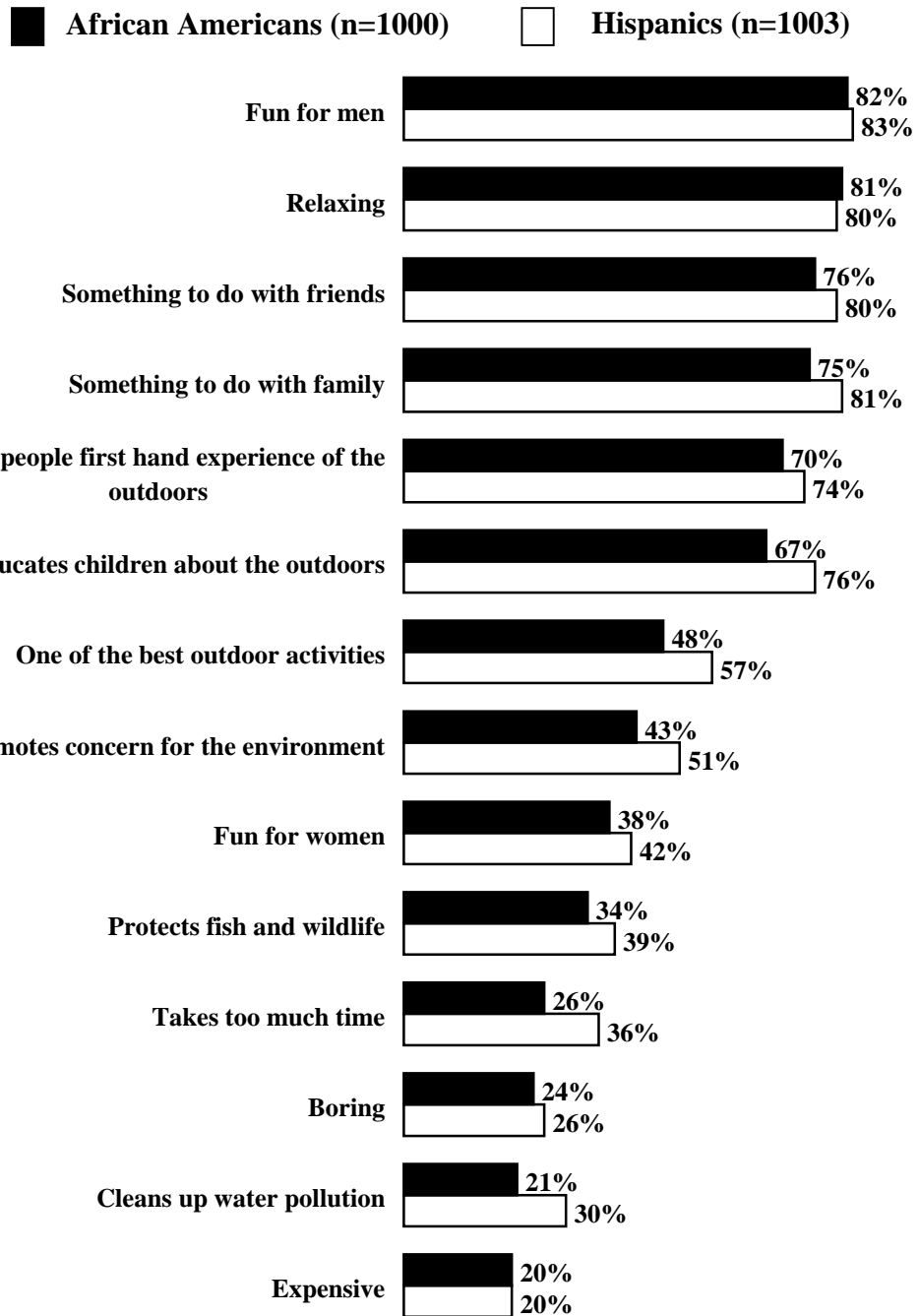
At least two-thirds of African-Americans and Hispanics see an educational aspect to fishing, both as a way to educate children about the outdoors and as an opportunity to give people first hand experience with the outdoors.

Unfortunately, this is where agreement with the connection between fishing and the environment begins to decline. Just six in ten Hispanics and less than one-half of African-Americans see fishing as one of the best outdoor activities. Smaller numbers feel fishing promotes concern for the environment. However, there is a connection between participation and higher expressed concern for the environment.

Agreement with the idea fishing protects fish and wildlife is low – just four out of ten Hispanics and one out of three African-Americans say this phrase describes fishing. Less than one-third believe fishing cleans up water pollution.

Words or Phrases That Describe Fishing

Base: all African-Americans and Hispanics



Demographic differences in perceptions of fishing

Most demographic groups have similar perceptions of fishing, although there are differences when it comes to women and younger minorities. These differences may be of help when trying to understand these groups' lag in participation.

Both African-American and Hispanic women are more likely to perceive fishing as fun for men and as boring. Furthermore, Hispanic women are less likely than Hispanic men to feel fishing is relaxing, although a full three-fourths of Hispanic women do agree with this description.

While the positive environmental aspects of fishing are generally not acknowledged by African-Americans and Hispanics as a whole, females in both minority groups are even less likely than males to believe that fishing protects fish and wildlife. In addition, Hispanic women are less likely than Hispanic men to believe that fishing cleans up water pollution.

Perceptions of Fishing by Gender

Base: all African-Americans and Hispanics

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Female</u> (n=577)	<u>Male</u> (n=423)	<u>Female</u> (n=546)	<u>Male</u> (n=457)
	%	%	%	%
Fun for men	85	79	88	78
Relaxing	79	84	77	84
Something to do with friends	75	77	79	82
Something to do with family	77	73	82	80
Gives people first hand experience of the outdoors	71	69	71	77
Educates children about the outdoors	68	66	76	75
One of the best outdoor activities	45	52	54	59
Promotes concern for the environment	42	45	48	55
Fun for women	40	36	45	39
Protects fish and wildlife	29	41	35	43
Takes too much time	26	25	40	33
Boring	29	17	29	22
Cleans up water pollution	19	23	27	34
Expensive	20	20	18	22

= significantly higher than other group within race/ethnicity

Across the age groups, there is agreement with the ways fishing is best described - as relaxing and something to do with friends or family. In fact, African-Americans age 18-34 agree more strongly that fishing is a family activity than do older African-Americans.

However, African-Americans and Hispanics age 18-34 are least likely to feel fishing is one of the best outdoor activities. In fact, this age group is most likely to say they frequently go swimming, biking (in a park or on a mountain), and water or jet skiing. This might indicate that younger minorities are looking for activities which are more “active” than fishing.

In addition, African-Americans and Hispanics age 18-34 are less likely to feel fishing has a positive impact on the environment – specifically that fishing promotes concern for the environment and protects fish and wildlife. However, younger minorities are no more likely, and at times even less likely, than the older groups to be personally concerned about environmental issues. Therefore, telling them about the positive impacts of fishing on the environment would probably not pique their interest in participating.

While just two out of ten African-Americans and Hispanics overall feel fishing is expensive, those in the younger age group are even less likely to feel this way.

**Perceptions of Fishing
by Age Groups**

Base: all African-Americans and Hispanics

	African-Americans			Hispanics		
	<u>18-34</u> (n=412)	<u>35-54</u> (n=384)	<u>55+</u> (n=184)	<u>18-34</u> (n=532)	<u>35-54</u> (n=337)	<u>55+</u> (n=119)
	%	%	%	%	%	%
Something to do with family	81	73	66	81	82	80
One of the best outdoor activities	41	52	55	52	57	72
Promotes concern for the environment	35	47	53	46	54	59
Protects fish and wildlife	28	38	41	31	44	54
Expensive	13	20	39	16	22	30

= significantly different than all other groups within race/ethnicity

While African-American and Hispanic active anglers are not clustered into any one education group, it is interesting to note that those who are less educated are more likely than those with a high school diploma or more to see fishing as having an environmental impact.

Perception of Fishing By Education Level

Base: all African-Americans and Hispanics

	<u>African-Americans</u>			<u>Hispanics</u>		
	Less than HS <u>graduate</u> (n=100)	HS Grad/ Some <u>college</u> (n=635)	College grad or <u>higher</u> (n=244)	Less than HS <u>graduate</u> (n=239)	HS Grad/ Some <u>college</u> (n=595)	College grad or <u>higher</u> (n=161)
	%	%	%	%	%	%
Protects fish and wildlife	47	32	32	44	37	33
Cleans up water pollution	31	19	19	40	27	23

= significantly different than all other groups within race/ethnicity

Perceptions of fishing by angler groups

Majorities in all angler groups agree with the top descriptors of fishing: it is relaxing, something to do with family and friends, and fun for men.

While non-anglers do not agree as strongly as other angler groups, large numbers of African-American and Hispanic non-anglers agree with these descriptions.

Just four in ten African-Americans and Hispanics feel fishing is fun for women, but non-anglers and ex-anglers in both groups are even less likely than those who have fished as adults to feel this way.

Perceptions 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)
	%	%	%	%	%	%	%	%
Fun for men	76	78	84	89	72	79	92	91
Relaxing	69	78	81	91	68	84	83	88
Something to do with friends	68	74	70	85	69	85	86	86
Something to do with family	67	71	73	87	71	81	86	87
Fun for women	29	28	45	48	28	38	53	50

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

Majorities of all angler groups also agree that fishing gives people first-hand experience of the outdoors and educates children about the outdoors, although, not surprisingly, agreement is stronger among recent participants.

Angler groups are somewhat split in agreement that fishing is one of the best outdoor activities. The majority of African-American active anglers feel this way, compared to minorities in each of the other three groups. Among Hispanics, however, inactive anglers more closely share active anglers' views on this point.

Positive environmental aspects are largely unseen to all angler groups.

Perceptions of Fishing by Angler Group

Base: all African-Americans and Hispanics

	<u>African-Americans</u>				<u>Hispanics</u>			
	<u>Active anglers</u> (n=192)	<u>Active anglers</u> (n=249)	<u>Active anglers</u> (n=212)	<u>Active anglers</u> (n=334)	<u>Active anglers</u> (n=268)	<u>Active anglers</u> (n=158)	<u>Active anglers</u> (n=158)	<u>Active anglers</u> (n=399)
	%	%	%	%	%	%	%	%
Gives people first-hand experience of the outdoors	64	68	65	79	62	74	76	82
Educates children about the outdoors	59	63	63	77	64	67	83	85
One of the best outdoor activities	43	34	45	63	47	43	61	66
Promotes concern for the environment	40	35	41	52	51	42	54	53
Protects fish and wildlife	28	27	34	45	31	32	46	43
Cleans up water pollution	18	16	22	23	27	24	31	34

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

On the positive side, negative stereotypes are not strongly embraced by any angler group, even non-participants.

Perceptions of Fishing by Angler Group

Base: all African-Americans and Hispanics

	<u>African-Americans</u>				<u>Hispanics</u>			
	Active anglers (n=192)	Active anglers (n=249)	Active anglers (n=212)	Active anglers (n=334)	Active anglers (n=268)	Active anglers (n=158)	Active anglers (n=158)	Active anglers (n=399)
	%	%	%	%	%	%	%	%
Takes too much time	30	32	24	21	46	35	45	26
Boring	41	32	19	11	36	31	23	18
Expensive	26	13	19	21	21	16	29	16

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

Perceptions of Boating

African-Americans and Hispanics describe boating in many of the same ways that they describe fishing, but with some interesting differences.

Like fishing, in the minds of both African-Americans and Hispanics the top descriptors of boating are that it is fun for men, something to do with family and friends, and relaxing. And again, relatively few in each group see boating as an activity that takes too much time or is boring.

However, unlike fishing, boating is seen by many as being expensive. About one-half of African-Americans and Hispanics feel boating can be described as expensive – about twice the number that said this about fishing.

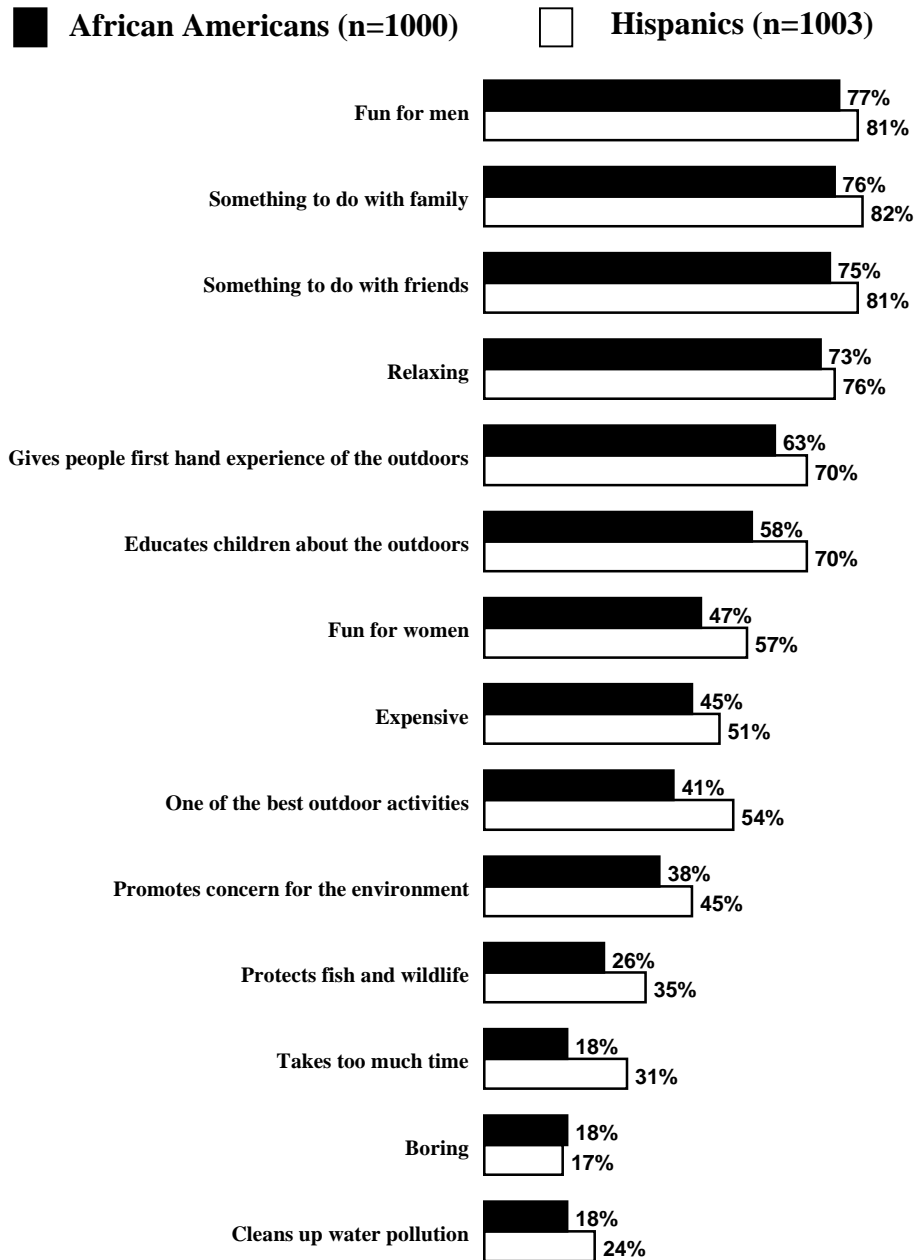
More African-Americans and Hispanics describe boating as fun for men than describe it as fun for women. However, the proportion of both African-Americans and Hispanics who say that boating is fun for women is larger than the proportions who say the same of fishing.

Slightly fewer Hispanics see boating as one of the best outdoor activities than say this of fishing. This gap is even larger among African-Americans.

Boating is also seen as less environmentally educational and beneficial than fishing. Boating is generally not believed to promote concern for the environment, protect fish and wildlife, or clean up water pollution. Still, six out of ten African-Americans and seven out of ten Hispanics do feel fishing gives people first hand experience of the outdoors and educates children about the outdoors.

Words or Phrases that Describe Boating

Base: all African-Americans and Hispanics



Demographic differences in perceptions of boating

Hispanic males and females generally perceive boating the same way. The one exception is that, like fishing, Hispanic males are more likely than Hispanic females to feel that boating protects fish and wildlife. A larger proportion of males than females also say boating promotes concern for the environment and cleans up water pollution, although these differences are not statistically significant.

African-American males and females have many more differences than Hispanic males and females in the way they perceive boating. African-American men feel more strongly that boating is fun for women than do the women themselves. In addition, African-American men are more likely than women to feel boating is expensive, yet one of the best outdoor activities. African-American women are more likely than men to feel boating is boring.

Perceptions of Boating by Gender

Base: all African-Americans and Hispanics

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Female</u> (n=577)	<u>Male</u> (n=423)	<u>Female</u> (n=546)	<u>Male</u> (n=457)
	%	%	%	%
Fun for men	79	75	83	80
Something to do with family	76	75	83	80
Something to do with friends	74	77	82	80
Relaxing	74	72	75	77
Gives people first hand experience of the outdoors	64	61	68	71
Educates children about the outdoors	57	59	71	69
Fun for women	44	51	56	58
Expensive	41	50	51	49
One of the best outdoor activities	36	47	54	54
Promotes concern for the environment	35	41	45	48
Protects fish and wildlife	23	29	31	39
Cleans up water pollution	16	21	24	26
Takes too much time	17	18	31	32
Boring	21	13	17	16

□ = significantly higher than other group within race/ethnicity

Perceptions of boating are also similar for Hispanics of all ages. The exception is that Hispanics age 18-34 are less likely than older Hispanics to feel boating protects fish and wildlife. Also, a smaller proportion of this younger group than any of the older groups view boating as a way to promote concern for the environment.

African-Americans show many more differences in perceptions across the age groups. African-Americans age 18-34 are less likely than those who are older to feel boating educates children about the outdoors, is a fun activity for women, and is one of the best outdoor activities. And, like fishing, African-Americans in the younger age group are least likely to feel boating is expensive.

Perceptions of Boating by Age Group

Base: all African-Americans and Hispanics

	<u>African-Americans</u>			<u>Hispanics</u>		
	<u>18-34</u> (n=412)	<u>35-54</u> (n=384)	<u>55+</u> (n=184)	<u>18-34</u> (n=532)	<u>35-54</u> (n=337)	<u>55+</u> (n=119)
	%	%	%	%	%	%
Educates children about the outdoors	52	62	65	67	73	71
Fun for women	40	53	51	56	60	59
Expensive	39	49	51	50	56	47
One of the best outdoor activities	32	47	45	53	53	62
Promotes concern for the environment	32	41	39	40	49	50
Protects fish and wildlife	21	26	36	30	38	46

= significantly different than all other groups within race/ethnicity

Those with lower education levels are, again, most likely to recognize the positive environmental impacts associated with boating.

In addition, it is surprising to see that the belief that boating is expensive is most commonly cited by those in the upper education (and income) groups – those who are also most likely to be active boaters.

Perceptions of Boating by Education Level

Base: all African-Americans and Hispanics

	<u>African-Americans</u>			<u>Hispanics</u>		
	Less than HS graduate (n=100)	HS Grad/Some college (n=635)	College grad or higher (n=244)	Less than HS graduate (n=239)	HS Grad/Some college (n=595)	College grad or higher (n=161)
	%	%	%	%	%	%
Expensive	40	44	55	46	51	70
Protects fish and wildlife	42	24	21	45	33	16
Cleans up water pollution	33	17	11	29	23	8

= significantly different all other groups within race/ethnicity

Perceptions of boating by boater groups

Not surprisingly, African-American and Hispanic active boaters are generally more likely than other boater groups to feel more strongly about those attributes that top the list of ways boating can be described.

Among the African-American boater groups, it is generally the non-boaters and ex-boaters who think differently than inactive and active boaters about certain descriptions of boating. Those who have not boated as adults are less likely than those who have to feel boating is fun for women and one of the best outdoor activities. On the other hand, they are more likely to feel boating takes too much time and is boring.

Hispanics however, show a different pattern among the four boater groups – generally it is either active boaters or ex-boaters who have stronger opinions than most other groups.

Perceptions of Boating by Boater Group

Base: all African-Americans and Hispanics

	African-Americans				Hispanics			
	<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)
	%	%	%	%	%	%	%	%
Fun for men	70	77	83	84	75	80	85	88
Something to do with family	71	74	77	83	78	80	81	87
Something to do with friends	69	76	74	86	74	86	81	91
Relaxing	63	75	76	85	71	71	76	84
Gives people first hand experience of the outdoors	58	68	63	66	65	66	71	76
Educates children about the outdoors	54	55	60	64	69	66	67	74
Fun for women	40	40	55	55	50	51	57	68
Expensive	44	43	48	47	47	48	58	53
One of the best outdoor activities	34	32	47	53	52	44	60	57
Promotes concern for the environment	38	39	35	38	46	31	42	47
Protects fish and wildlife	25	25	26	26	39	18	32	35
Cleans up water pollution	20	16	14	21	29	14	17	23
Takes too much time	22	23	13	11	34	20	34	30
Boring	24	19	14	11	20	14	24	12

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

Motivations for Fishing

The majority of African-Americans and Hispanics agree with many of the fifteen reasons for fishing included in this survey. Emotional reasons motivate both groups more than physical or practical ones.

Eight in ten African-Americans and Hispanics say they strongly or somewhat agree that they would personally go fishing for relaxation, to spend time outdoors, to spend time with family or friends or to get away from the daily routine. For many, the daily routine probably involves being indoors, so it is not surprising that large numbers also agree they would go fishing to be close to nature or close to water.

On the other hand, the reasons that cluster at the lower end of the agreement scale generally relate to the “sport” of fishing. While large numbers still agree with these reasons, fewer agree that they would personally go fishing for the challenge and sport of fishing, to catch many fish, to participate in a sport, or to catch trophy-sized fish.

Since relatively few recognize the positive environmental aspects of fishing, it is not surprising that learning about conservation of the environment is one of the least popular reasons for going fishing.

Reasons Why People Would Personally Go Fishing

Base: all African-Americans and Hispanics

% saying they strongly or somewhat agree with each

	<u>African-Americans</u> <i>(n=1000)</i>	<u>Hispanics</u> <i>(n=1003)</i>
	%	%
For relaxation	84	83
To spend time outdoors	84	84
To spend time with friends	82	80
To spend time with family	81	81
To get away from the daily routine	80	82
To be close to nature	75	78
To catch fresh fish for food	73	61
To get away from other people	70	63
To develop fishing skills	68	64
To be close to the water	67	71
For the challenge and sport of fishing	66	65
To catch many fish	66	57
To participate in a sport	63	62
To learn about conservation of the environment	55	61
To catch trophy-sized fish	50	46

Demographic differences in reasons for fishing

Emotional reasons are the top motivators for fishing for both males and females, as well as all age groups.

While African-American and Hispanic males are more likely than the females in these groups to agree more strongly with most of the reasons for fishing asked about, the top reasons for fishing are the same for men and women – to fish for relaxation, to spend time outdoors, to spend time with family or friends, and to get away from the daily routine.

Even though females are not as strong in the agreement with reasons for fishing, all but one reason garner the majority of females' agreement – only four in ten African-American and Hispanic females agree they would go fishing to catch trophy-size fish.

African-Americans and Hispanics age 18-34 have stronger levels of agreement with most reasons asked about than those age 55+. African-Americans age 35-54 generally also tend to agree more strongly with most reasons than those age 55+. Hispanics age 35-54, however, resemble their older counterparts in many cases.

Reasons for Fishing by Gender

Base: all African-Americans and Hispanics

% saying they strongly or somewhat agree with each

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Female</u> (n=577)	<u>Male</u> (n=423)	<u>Female</u> (n=546)	<u>Male</u> (n=457)
	%	%	%	%
For relaxation	78	92	79	88
To spend time outdoors	79	90	81	86
To spend time with friends	78	88	76	86
To spend time with family	80	83	78	85
To get away from the daily routine	76	86	78	85
To be close to nature	69	83	76	80
To catch fresh fish for food	68	80	57	66
To get away from other people	66	75	58	69
To develop fishing skills	59	78	59	68
To be close to the water	63	71	69	74
For the challenge and sport of fishing	57	78	59	71
To catch many fish	60	74	56	58
To participate in a sport	55	71	57	67
To learn about conservation of the environment	53	58	59	63
To catch trophy-sized fish	41	61	39	54

= significantly higher than other group within race/ethnicity

Reasons for Fishing by Age Group

Base: all African-Americans and Hispanics

% saying they strongly or somewhat agree with each

	<u>African-Americans</u>			<u>Hispanics</u>		
	<u>18-34</u> (n=412)	<u>35-54</u> (n=384)	<u>55+</u> (n=184)	<u>18-34</u> (n=532)	<u>35-54</u> (n=337)	<u>55+</u> (n=119)
	%	%	%	%	%	%
For relaxation	87	86	77	87	82	75
To spend time outdoors	85	87	75	87	83	73
To spend time with friends	85	83	76	84	80	72
To spend time with family	87	82	71	87	80	72
To get away from the daily routine	87	81	70	85	82	69
To be close to nature	76	80	67	84	74	72
To catch fresh fish for food	71	78	70	63	61	59
To get away from other people	79	69	56	72	58	52
To develop my fishing skills	70	71	55	69	63	50
To be close to the water	69	69	56	77	68	60
For the challenge and sport of fishing	70	67	58	70	60	58
To catch many fish	70	68	56	61	52	56
To participate in a sport	64	69	50	67	57	58
To learn about conservation of the environment	51	60	53	60	62	61
To catch trophy-sized fish	55	52	35	48	42	45

= significantly different than all other groups within race/ethnicity

Motivations for fishing for angler groups

African-American and Hispanic active anglers agree more strongly with all reasons for fishing than other fishing groups. However, while agreement is lower for non-participants, the top reasons given by these non-participant groups still focus on the emotional benefits they can receive from fishing.

Reasons for Fishing by Angler Group

Base: all African-Americans and Hispanics

% saying they strongly or somewhat agree with each

	African-Americans				Hispanics			
	Non- anglers (n=192)	Ex- anglers (n=249)	Inactive anglers (n=212)	Active anglers (n=334)	Non- anglers (n=268)	Ex- anglers (n=158)	Inactive anglers (n=158)	Active anglers (n=399)
	%	%	%	%	%	%	%	%
For relaxation	64	85	85	96	66	87	85	95
To spend time outdoors	67	81	83	96	67	86	85	95
To spend time with friends	65	82	81	95	62	86	80	93
To spend time with family	65	80	82	92	64	86	79	95
To get away from the daily routine	63	82	79	92	66	88	80	92
To be close to nature	58	72	74	89	65	81	74	89
To catch fresh fish for food	58	70	74	84	52	59	55	72
To get away from other people	62	72	61	79	52	75	59	69
To develop fishing skills	55	66	61	81	48	68	60	75
To be close to the water	52	67	60	80	58	71	65	84
For the challenge and sport of fishing	48	65	64	80	49	71	61	75
To catch many fish	50	64	68	76	45	55	51	68
To participate in a sport	50	65	53	74	51	56	55	75
To learn about conservation of the environment	42	54	54	64	54	53	54	70
To catch trophy-sized fish	42	50	43	60	40	45	40	53

= significantly different than all other groups within race/ethnicity

Fishing Inducements That Work

Having a local place that provides fishing gear for free and being asked to go by a child are the top inducements for fishing among African-Americans and Hispanics. Slightly more than four out of ten African-Americans and Hispanics say each would make them much more likely to fish.

Being invited by a friend would also persuade many African-Americans and Hispanics to go fishing, as would situations that make fishing more convenient such as having a desirable fishing place closer to their homes or having fishing included in their vacation package. To African-Americans, however, the social invitation might prove to be more of an influence. Hispanics, on the other hand, react equally as positive to all three situations, with 39% saying each would make them much more likely to go fishing.

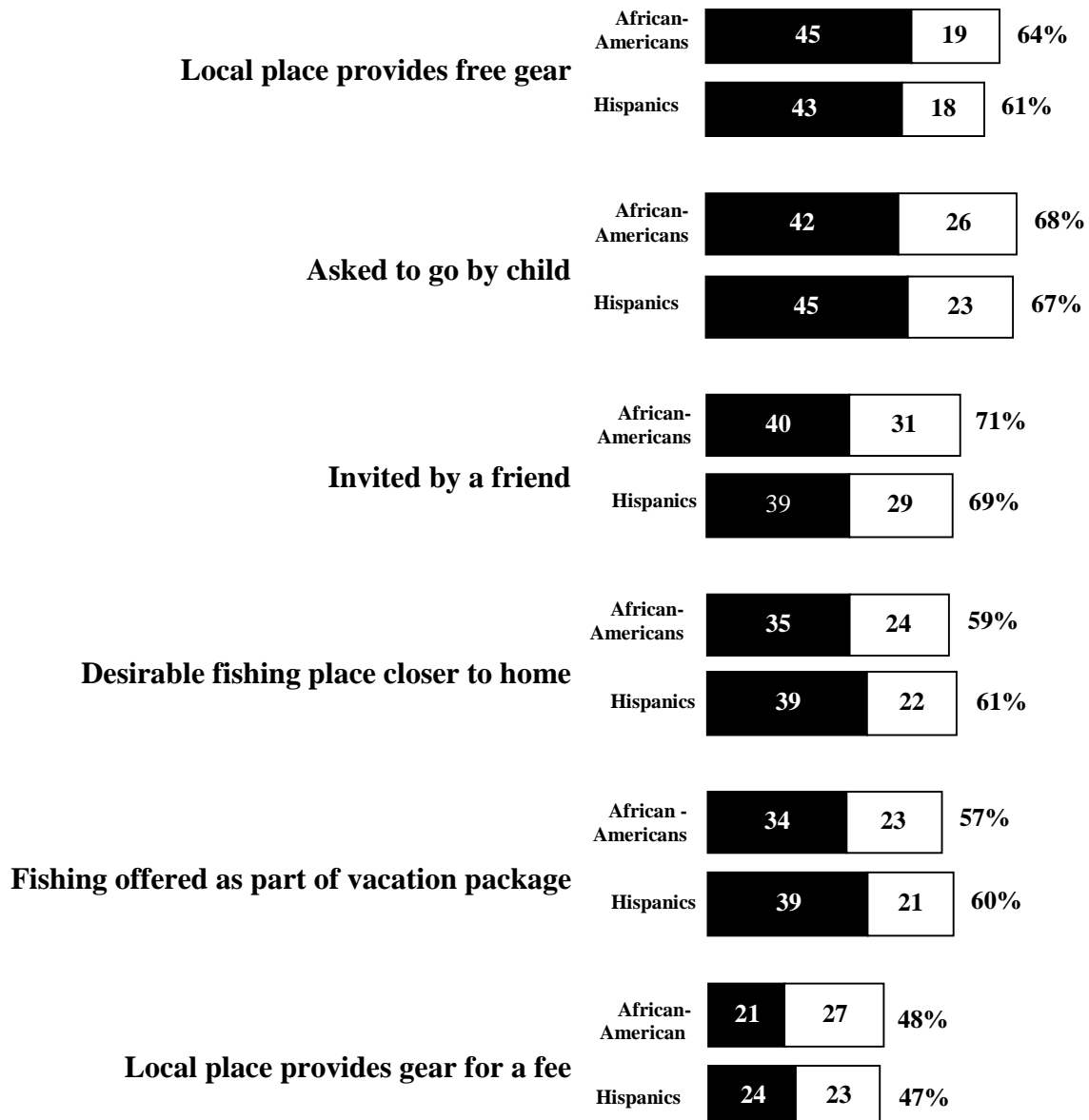
Needing to pay for fishing gear at a local place, while still more convenient than buying and toting their own gear, is only half as enticing as having the gear supplied for free. Just one out of two African-Americans and Hispanics say having a local place that provides all the gear they need for a fee would make them much more likely to go fishing.

Impact of Situations on Fishing Participation

Base: all African-Americans (n=1000) and Hispanics (n=1003)

Much more likely

 Somewhat more likely



Demographic differences in reaction to inducements

Both Hispanic males and females would react as positively if they are asked to go fishing by a child, or if free gear were provided by a local fishing spot. Little difference is seen between the sexes.

African-American females however, while considering these to be the inducements that would make them most likely to go fishing, show far less agreement than African-American males.

Hispanic females join their African-American counterparts in being less likely than males to say the remaining inducements would make them much more likely to go fishing.

Impact of Situations by Gender

Base: all African-Americans and Hispanics

% saying each would make them much more likely to go fishing

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Female</u> <i>(n=577)</i>	<u>Male</u> <i>(n=423)</i>	<u>Female</u> <i>(n=546)</i>	<u>Male</u> <i>(n=457)</i>
	%	%	%	%
There is a local place that provides all the gear you need for free	39	52	41	47
You are asked to go by a child	38	47	42	48
You are invited by a friend	34	46	33	46
A desirable place for fishing was closer to my home	29	44	33	46
Fishing is offered as a part of your vacation package	28	42	35	44
There is a local place that provides all the gear you need for a fee	18	26	20	27

 = significantly higher than other group within race/ethnicity

Having free gear provided is most compelling for African-Americans and Hispanics age 18-34, and this is an enticement which will make these groups more likely than other ages to go fishing. In fact, for those age 55 or older, this is one of the lower scoring inducements.

Impact of Situations by Age Group

Base: all African-Americans and Hispanics

% saying each would make them much more likely to go fishing

	<u>African-Americans</u>			<u>Hispanics</u>		
	<u>18-34</u> <i>(n=412)</i>	<u>35-54</u> <i>(n=384)</i>	<u>55+</u> <i>(n=184)</i>	<u>18-34</u> <i>(n=532)</i>	<u>35-54</u> <i>(n=337)</i>	<u>55+</u> <i>(n=119)</i>
	%	%	%	%	%	%
There is a local place that provides all the gear you need for free	54	45	29	50	43	31
You are asked to go by a child	47	42	34	47	43	46
You are invited by a friend	46	37	34	45	33	37
A desirable place for fishing was closer to my home	38	36	33	42	35	39
Fishing is offered as a part of your vacation package	39	33	30	42	40	29
There is a local place that provides all the gear you need for a fee	27	19	13	26	23	19

= significantly different than all other groups within race/ethnicity

Reactions to inducements by angler groups

Less than one-third of African-American and Hispanic non-anglers say any of the situations asked about will make them much more likely to go fishing, however these groups react most positively to the same situations that would most influence the populations as a whole.

About four in ten African-American and Hispanic past-participants say these situations – having gear provided for free or being asked to go by a child – would make them much more likely to go fishing. Similar numbers of African-American past-participants, as well as Hispanic ex-anglers, also say they would be much more likely to go fishing if they are invited by a friend. Fewer Hispanic inactive anglers would be enticed by this, however.

While African-American and Hispanic active anglers are more likely than other angler groups to react positively to all situations asked about, it is interesting to note that, while at least two-thirds own their own gear, six out of ten active anglers say they would be much more likely to go fishing if gear were provided for free. This might imply that the availability of gear would make it possible (or easier) for active anglers to bring along friends or family members who do not own equipment, or may give active anglers an opportunity to get involved in types of fishing where rod and reel are not enough.

Obstacles to Fishing or to Fishing More Often

Among both African-Americans and Hispanics, the top reasons for not fishing more often are time constraints (for themselves and for others), a perception of others' lack of interest in fishing, and a belief that nearby waters are too polluted to fish in.

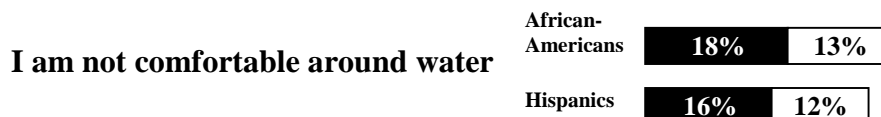
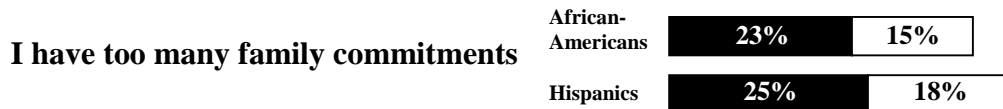
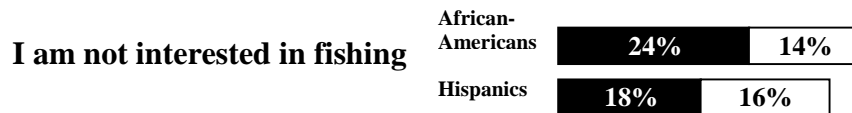
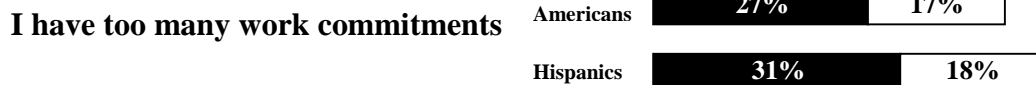
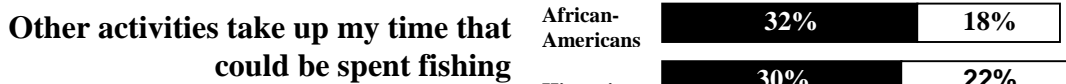
Nearly four in ten African-Americans and Hispanics also agree that they don't feel they have the necessary skills to go fishing. Similar numbers of Hispanics agree that not being able to afford to fish more often, feeling fishing areas are too crowded or not located nearby, and not liking to kill fish are factors that interfere with their fishing participation. On the other hand, African-Americans agree more that a lack of interest in fishing is what interferes with their participation than with these reasons.

Just one-fourth or fewer African-Americans and Hispanics agree that not feeling that fishing is a good activity or that having had bad fishing experiences in the past are what interferes with their fishing participation.

Barriers to Fishing Participation

Base: all African-Americans (n=1000) and Hispanics (n=1003)

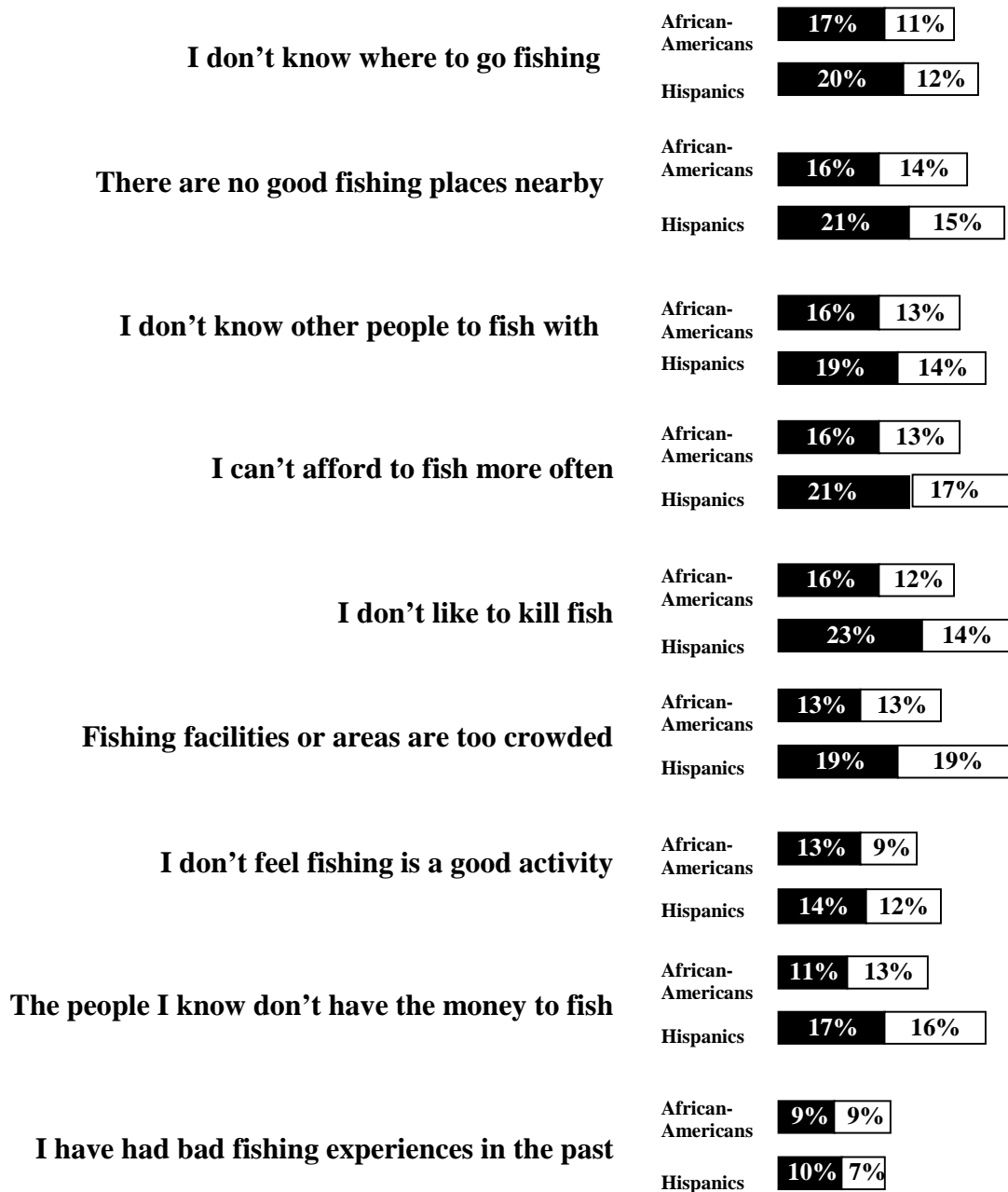
Strongly agree
 Somewhat agree



Barriers to Fishing Participation (continued)

Base: all African-Americans (n=1000) and Hispanics (n=1003)

Strongly agree Somewhat agree



Demographic differences for obstacles to fishing

Among the minority groups, males and females have different reasons for not fishing more often. For African-American men, the top reasons for not fishing more often are that other activities take up the time that could be spent fishing, having too many work and family commitments, that the people they know don't have the time to fish or are not interested in fishing, and that nearby waters are too polluted for fishing.

For African American women, the top reason for not fishing more often is that they believe nearby waters are too polluted for fishing. But, like men, having other activities take up the time that could be spent fishing and feeling the people they know don't have time to fish are also among the top three reasons. Next in line for these women are a lack of interest in fishing and lack of confidence in their fishing skills. Notably, work commitments is much less of a reason not to fish for these women than for their male counterparts.

For Hispanic males and females, the top reasons for not fishing more often are that other activities take up the time that could be spent fishing, they have too many work or family commitments, and that people they know don't have the time to fish or are not interested in fishing.

Hispanic males also feel that they do not fish more often because nearby waters are too polluted for fishing and fishing areas are too crowded, and are more likely than Hispanic females to agree with these reasons.

Hispanic females contribute their lack of fishing participation to the feeling that they lack the necessary skills to go fishing and that they are not interested in fishing. These reasons are among the lowest for Hispanic males.

Barriers to Fishing Participation by Gender

Base: all African-Americans and Hispanics

	<u>African-</u> <u>Americans</u>		<u>Hispanics</u>	
	<u>Females</u> (n=577)	<u>Males</u> (n=423)	<u>Females</u> (n=546)	<u>Males</u> (n=457)
	%	%	%	%
Other activities take up my time that could be spent fishing	43	57	49	54
I have too many work commitments	39	50	46	52
Nearby waters are too polluted to fish in	46	42	39	47
The people I know don't have time to fish	41	45	46	47
The people I know are not interested in fishing	38	40	40	39
I have too many family commitments	37	39	40	47
I don't have the necessary skills to go fishing	40	33	42	31
I am not interested in fishing	41	33	39	29
I am not comfortable around water	34	27	29	26
There are no good fishing place nearby	27	34	34	38
I don't know other people to fish with	26	33	33	33
I don't know where to go fishing	28	30	31	33
I can't afford to fish more often	26	32	38	38
I don't like to kill fish	32	24	38	35
Fishing facilities or areas are too crowded	23	29	33	44
The people I know don't have the money to fish	21	29	34	32
I don't feel fishing is a good activity	24	19	26	26
I have had bad fishing experiences in the past	17	19	13	21

= significantly higher than other group within race/ethnicity

There are very few differences among other demographic groups.

Not surprisingly, for both African-Americans and Hispanics, time constraints are less likely to affect those in the older age group than those in the younger groups.

Interestingly, however, younger African-Americans, as well as those living in the Northeast, are most likely to agree that reasons for not fishing more often are that there are no good fishing places nearby and that they don't know where to go fishing than older African-Americans and those living in other areas of the country.

Interest in Fishing by Non-Participants

To help us better understand who the best potential targets are for increasing angling participation we identified a group that we are calling Interested Non-participants. Interested Non-participants are people who are not currently active anglers, but who are very interested in at least one type of fishing. Nearly one out of five African-Americans (23%) and Hispanics (20%) qualify as Interested Non-participants.

If Interested Non-participants can be converted into participants, the proportion of active anglers could one day be more than one-half of minority groups.

Northeastern African-Americans show the largest growth opportunities. Currently, only 19% of African-Americans in the Northeast are active anglers. However, nearly one-third (30%) are not active anglers but are very interested in at least one type of fishing asked about.

**Proportions of Active Anglers and Interested Non-participants
in the Minority Populations**

*Base: African-American and Hispanic active anglers and
African-Americans and Hispanics who are very interested in fishing*

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Active Anglers</u> (n=334)	<u>Interested Non-participants*</u> (n=233)	<u>Active Anglers</u> (n=399)	<u>Interested Non-participants*</u> (n=190)
Total	33%	23%	37%	20%
Female	28%	20%	32%	16%
Male	39%	28%	43%	24%
18-34	33%	21%	42%	21%
35-54	36%	23%	35%	17%
55+	31%	26%	31%	23%
Married/Living as married	40%	23%	40%	19%
Separated/Divorced/Widowed	30%	31%	34%	20%
Single, never married	27%	20%	35%	22%
Rural or Small town	37%	21%	38%	22%
Urban	31%	24%	37%	18%
Northeast	19%	30%	36%	20%
South	38%	21%	42%	19%
Midwest	36%	22%	32%	17%
West	30%	23%	35%	21%

** very interested in at least one type of fishing asked about (based on total sample)*

Those very interested in fishing have fished at some point in their lives

A total of 81% of African-American Interested Non-participants and 71% of Hispanic Interested Non-participants have been fishing at least once in their lives.

**Proportions of Active Anglers and Interested Non-participants
Who Have Ever Been Fishing**

*Base: all African-Americans and Hispanics and
African-Americans and Hispanics who are very interested in fishing*

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Total</u> (n=1000)	Interested Non- participants* (n=233)	<u>Total</u> (n=1003)	Interested Non- participants* (n=190)
Ever fished	80%	81%	71%	71%
Non-angler	20%	19%	29%	28%
Ex-angler	25%	35%	15%	32%
Inactive angler	20%	43%	16%	31%

* very interested in at least one type of fishing asked about (based on total sample)

Interest in each specific type of fishing is higher among Interested Non-participants than among population as a whole

Just over one-half of all African-Americans (n=1000) and Hispanics (n=1003) are at least somewhat interested in either fresh water or bait fishing. Comparatively, eight out of ten African-American and Hispanic Interested Non-participants show interest in fresh water or bait fishing. Interest in other types of fishing is also higher among these Interested Non-participants than among the population as a whole.

Interest levels in each type of fishing among Interested Non-participants are parallel to levels among active anglers.

**Differences in Interest in Fishing Between Total Populations
and Interested Non-participants**

*Base: all African-Americans and Hispanics and
African-Americans and Hispanics who are very interested in fishing*

	<u>African-Americans</u>			<u>Hispanics</u>		
	<u>Total</u> (n=1000)	Interested Non- participants* (n=233)	Point Difference	<u>Total</u> (n=1003)	Interested Non- participants* (n=190)	Point Difference
Freshwater fishing	58%	88%	+30	58%	80%	+22
Bait fishing	53%	80%	+27	52%	77%	+25
Saltwater fishing	47%	70%	+23	50%	72%	+22
Lure fishing	38%	56%	+18	40%	55%	+15
Deep sea fishing	34%	53%	+19	44%	63%	+19
Cane pole fishing	32%	44%	+12	39%	58%	+19
Fly fishing	30%	44%	+14	30%	49%	+19
Ice fishing	14%	20%	+6	24%	41%	+17

* very interested in at least one type of fishing asked about (based on total sample)

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

On average, among African-American interested non-participants agreement ratings average 11 points higher than among African-Americans as a whole. In particular:

- 87% strongly/somewhat agree they would go fishing to catch fresh fish for food, 14 points higher than all African-Americans
- 95% strongly/somewhat agree they would go fishing to spend time with friends, 13 points higher than all African-Americans
- 88% strongly/somewhat agree they would go fishing to be close to nature, 13 points higher than all African-Americans
- 79% strongly/somewhat agree they would go fishing to catch many fish, 13 points higher than all African-Americans
- 68% strongly/somewhat agree they would go fishing to learn about conservation of the environment, 13 points higher than all African-Americans

On average, among Hispanic interested non-participants agreement ratings average 8 points higher than among Hispanics as a whole. In particular:

- 77% strongly/somewhat agree they would go fishing for the challenge and sport of fishing, 12 points higher than all Hispanics
- 88% strongly/somewhat agree they would go fishing to be close to nature, 10 points higher than all Hispanics
- 71% strongly/somewhat agree they would go fishing to learn about conservation of the environment, 10 points higher than all Hispanics
- 74% strongly/somewhat agree they would go fishing to develop fishing skills, 10 points higher than all Hispanics
- 81% strongly/somewhat agree they would go fishing to be close to the water, 10 points higher than all Hispanics

**Differences in Reasons for Fishing Between Total Populations
and Interested Non-participants**

*Base: all African-Americans and Hispanics and
African-Americans and Hispanics who are very interested in fishing*

	<u>African-Americans</u>			<u>Hispanics</u>		
	<u>Total</u> (n=1000)	<u>Interested Non- participants*</u> (n=233)	<u>Point Difference</u>	<u>Total</u> (n=1000)	<u>Interested Non- participants*</u> (n=190)	<u>Point Difference</u>
For relaxation	84%	95%	+11	83%	91%	+8
To spend time outdoors	84%	95%	+11	84%	89%	+5
To spend time with friends	82%	95%	+13	80%	86%	+6
To spend time with family	81%	89%	+8	81%	87%	+6
To get away from the daily routine	80%	91%	+11	82%	88%	+6
To be close to nature	75%	88%	+13	78%	88%	+10
To catch fresh fish for food	73%	87%	+14	61%	69%	+8
To get away from other people	70%	77%	+7	63%	72%	+9
To develop fishing skills	68%	80%	+12	64%	74%	+10
To be close to the water	67%	77%	+10	71%	81%	+10
To catch many fish	66%	79%	+13	57%	61%	+4
For the challenge and sport of fishing	66%	77%	+11	65%	77%	+12
To participate in a sport	63%	73%	+10	62%	68%	+6
To learn about conservation of the environment	55%	68%	+13	61%	71%	+10
To catch trophy-sized fish	50%	58%	+8	46%	55%	+9

** very interested in at least one type of fishing asked about (based on total sample)*

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

African-American interested non-participants average 14 points higher than all African-Americans in saying certain situations would make them at least somewhat more likely to go fishing. In particular:

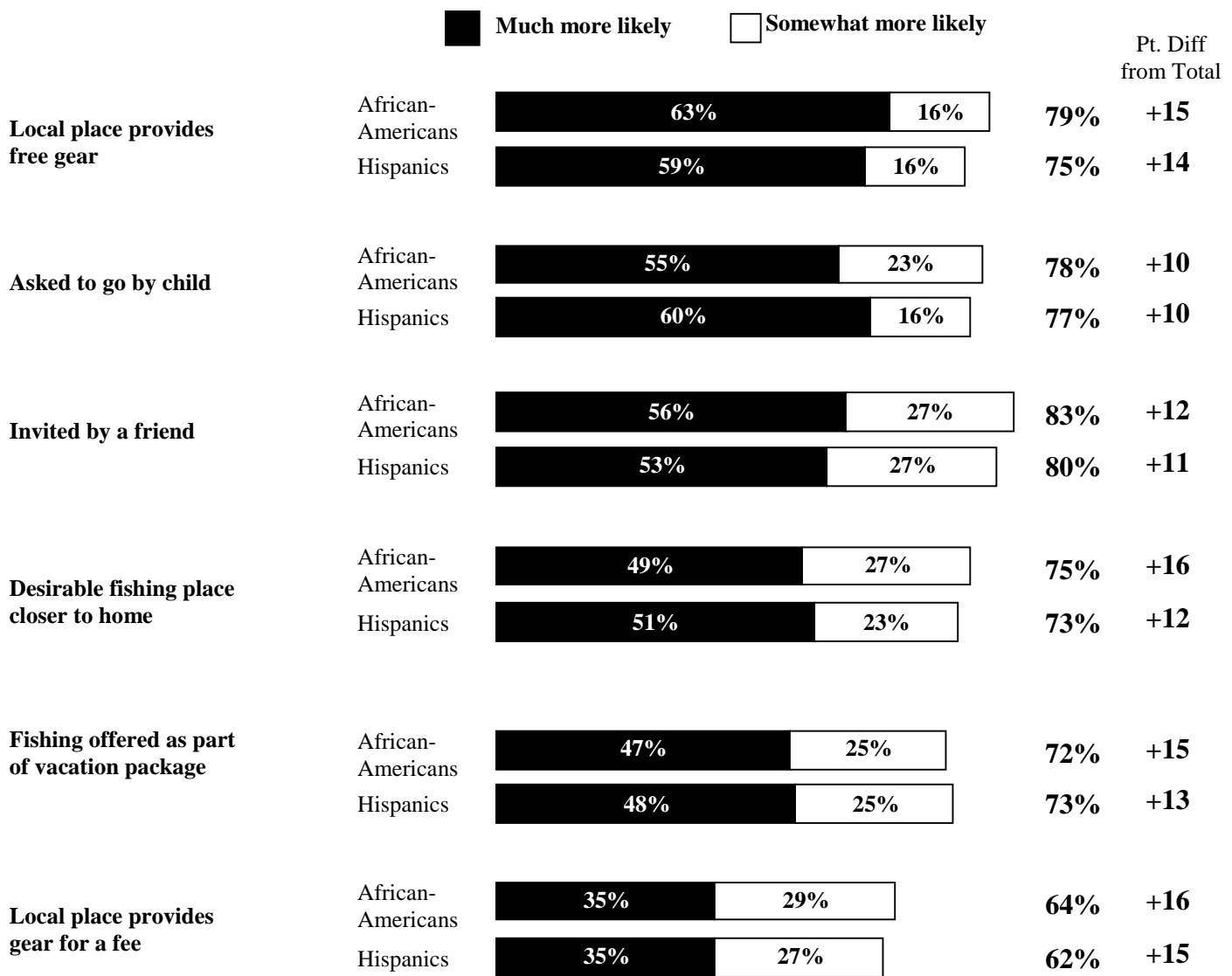
- 79% say having a local place that provides gear for free would make them at least somewhat more likely to go fishing, 15 points higher than all African-Americans.
- 75% say having a desirable fishing place closer to home would make them at least somewhat more likely to go fishing, 16 points higher than all African-Americans.
- 72% say having fishing offered as part of a vacation package would make them at least somewhat more likely to go fishing, 15 points higher than all African-Americans.
- 64% say having a local place that provides gear for a fee would make them at least somewhat more likely to go fishing, 16 points higher than all African-Americans.

Hispanic interested non-participants average 13 points higher than all Hispanics in saying certain situations would make them at least somewhat more likely to go fishing. In particular:

- 75% say having a local place that provides gear for free would make them at least somewhat more likely to go fishing, 14 points higher than all Hispanics.
 - 73% say having a desirable fishing place closer to home would make them at least somewhat more likely to go fishing, 12 points higher than all Hispanics.
 - 73% say having fishing offered as part of a vacation package would make them at least somewhat more likely to go fishing, 13 points higher than all Hispanics.
 - 62% say having a local place that provides gear for a fee would make them at least somewhat more likely to go fishing, 15 points higher than all Hispanics.
-

**Differences in Impact of Situations Between Total Populations
and Interested Non-participants**

Base: African-Americans (n=233) and Hispanics (n=190) who are very interested in fishing



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

African-American interested non-participants are in higher agreement that barriers relating to access/location and availability of fishing partners are negatively affecting their fishing participation:

- 56% agree that their fishing participation is infrequent due to nearby waters being too polluted to fish in, 12 points higher than all African-Americans.
- 37% agree that their fishing participation is infrequent because there are no good fishing places nearby, 7 points higher than all African-Americans.
- 36% agree that their fishing participation is infrequent because they do not know where to go fishing, 7 points higher than all African-Americans.
- 34% agree that their fishing participation is infrequent because they do not know other people to fish with, 5 points higher than all African-Americans.
- 47% agree that their fishing participation is infrequent because the people they know don't have time to fish, 5 points higher than all African-Americans.
- 29% agree that their fishing participation is infrequent because the people they know don't have the money to fish, 5 points higher than all African-Americans.

African-American interested non-participants are in lower agreement that barriers relating to their past experiences, skills and general opinion of fishing are negatively affecting their participation, possibly indicating that they are eager to fish if other barriers could be overcome:

- 12% agree that their fishing participation is infrequent because they have had bad fishing experiences in the past, 6 points lower than all African-Americans.
- 30% agree that their fishing participation is infrequent because they do not have the necessary skills to go fishing, 7 points lower than all African-Americans.
- 28% agree that their fishing participation is infrequent because they are not interested in fishing, 9 points lower than all African-Americans.

- 13% agree that their fishing participation is infrequent because they don't feel fishing is a good activity, 9 points lower than all African-Americans.

Hispanic interested non-participants are at least 5 points higher in agreement with 12 of the 18 barriers asked about. The barriers this group agree highest with are those relating to time constraints – both their own and those people they would fish with:

- 57% agree that their fishing participation is infrequent because they have too many work commitments, 8 points higher than all Hispanics.
- 56% agree that their fishing participation is infrequent because the people they know don't have time to fish, 10 points higher than all Hispanics.
- 56% agree that their fishing participation is infrequent because other activities take up time that could be spent fishing, 5 points higher than all Hispanics.

Agreement with barriers relating to their past experiences, skills and general opinion of fishing among Hispanic interested non-participants is about equal to the Hispanic population as a whole, possibly indicating that fishing is not an activity that is in the front of their minds when they do have free time to spend with their families or friends.

**Differences in Barriers to Fishing Between Total Populations
and Interested Non-participants**

% saying they strongly/somewhat agree with each

	African-Americans			Hispanics		
	<u>Total</u> (n=1000)	<u>Interested Non- participants*</u> (n=233)	<u>Point Difference</u>	<u>Total</u> (n=1003)	<u>Interested Non- participants*</u> (n=190)	<u>Point Difference</u>
Other activities take up my time that could be spent fishing	49%	52%	+3	51%	56%	+5
I have too many work commitments	44%	45%	+1	49%	57%	+8
Nearby waters are too polluted to fish in	44%	56%	+12	43%	49%	+6
The people I know don't have time to fish	42%	47%	+5	46%	56%	+10
The people I know are not interested in fishing	39%	40%	+1	40%	43%	+3
I have too many family commitments	38%	37%	-1	43%	48%	+5
I don't have the necessary skills to go fishing	37%	30%	-7	36%	38%	+2
I am not interested in fishing	37%	28%	-9	34%	30%	-4
I am not comfortable around water	31%	28%	-3	28%	35%	+7
There are no good fishing place nearby	30%	37%	+7	36%	44%	+8
I don't know other people to fish with	29%	34%	+5	33%	46%	+13
I don't know where to go fishing	29%	36%	+7	32%	39%	+7
I can't afford to fish more often	28%	32%	+4	38%	49%	+11
I don't like to kill fish	28%	27%	-1	36%	36%	0
Fishing facilities or areas are too crowded	26%	25%	-1	38%	50%	+12
The people I know don't have the money to fish	24%	29%	+5	33%	39%	+6
I don't feel fishing is a good activity	22%	13%	-9	26%	27%	+1
I have had bad fishing experiences in the past	18%	12%	-6	17%	21%	+4

** very interested in at least one type of fishing asked about (based on total sample)*