

Participation in Other Activities

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

Over one-third of African-Americans and Hispanics say they frequently hike or walk for pleasure, and at least one-fourth of those in each group frequently picnic, visit a state park or go swimming. More than one in five frequently go biking on a street or in a park.

Participation in Outdoor Activities

Base: all African-Americans and Hispanics

% saying they do each frequently

	<u>African-Americans</u> (n=1000)	<u>Hispanics</u> (n=1003)
	%	%
Hiking or walking for pleasure	39	37
Picnicking	31	26
Visiting a state park	27	28
Swimming	24	34
Biking on the street/park	22	24
Wildlife/ bird watching	11	16
Camping	6	16
Target shooting	5	6
Mountain biking	3	9
Hunting	4	8
Golfing	3	5
Water skiing or jet skiing	2	8
Rock climbing	2	5

Active anglers more likely to be frequent participants

Both African-American and Hispanic active anglers are more likely than most other angler groups to be active participants in other activities aside from fishing.

Most notably, these active angler groups are more likely to visit state parks, which may be where they go fishing. They are also more likely to go hunting or target shooting frequently, sports which, like fishing, require capturing a moving target.

Participation in Outdoor Activities by Angler Group

Base: all African-Americans and Hispanics

% saying they do each frequently

	<u>African-Americans</u>				<u>Hispanics</u>			
	<i>(n=1000)</i>				<i>(n=1003)</i>			
	<u>Non- anglers</u>	<u>Ex- anglers</u>	<u>Inactive anglers</u>	<u>Active anglers</u>	<u>Non- anglers</u>	<u>Ex- anglers</u>	<u>Inactive anglers</u>	<u>Active anglers</u>
	<i>(n=192)</i>	<i>(n=249)</i>	<i>(n=212)</i>	<i>(n=334)</i>	<i>(n=268)</i>	<i>(n=158)</i>	<i>(n=158)</i>	<i>(n=399)</i>
	%	%	%	%	%	%	%	%
Hiking or walking for pleasure	41	35	35	45	26	39	35	47
Picnicking	28	24	27	42	15	26	24	35
Visiting a state park	20	24	22	37	20	29	21	36
Swimming	22	27	13	31	18	39	28	46
Biking on the street/park	19	25	13	29	17	21	17	35
Wildlife/ bird watching	8	7	9	17	9	18	14	21
Camping	2	6	3	12	7	13	9	27
Target shooting	1	5	3	9	3	4	3	11
Mountain biking	1	5	1	5	4	8	5	13
Hunting	1	3	2	7	2	3	6	14
Golfing	1	2	3	4	3	4	3	9
Water skiing or jet skiing	2	3	<1	4	3	10	2	12
Rock climbing	1	2	<1	2	4	4	1	7

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

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

Activities that do not require much “activity” are those that African-Americans and Hispanics most commonly do with a family member – watching TV at home, working around the house or attending church are the top activities done frequently within the past six months with a family member.

Just one in three African-Americans and Hispanics say they frequently exercise or play sports with a family member.

Past Six Months Participation with a Family Member

Base: all African-Americans and Hispanics

% saying they have done each frequently

	<u>African-Americans</u> <i>(n=1000)</i>	<u>Hispanics</u> <i>(n=1003)</i>
	%	%
Watched TV/movies at home	73	67
Worked around the house together	63	61
Attended church or religious functions	57	46
Exercised/worked out/played sports	31	32
Attended a child’s sporting event	25	21
Gone to the movies	24	23
Attended a sporting event	21	19
Gone fishing together	7	7
Gone boating together	3	3

Environmental Stewardship

Minorities are willing to help the environment, but feel unable

African-Americans and Hispanics appear to want to take an active role in environmental conservation, but seem unsure of how to help or if their efforts will actually make a difference.

While two-thirds of African-Americans and Hispanics strongly agree they get pleasure from contributing to a healthy environment, a sizable number also strongly agree they are very confused about what is good and bad for the environment. Furthermore, suggesting that some think that they themselves will not have to do anything personally to help clean up the environment, three out of ten African-Americans and four out of ten Hispanics strongly agree that technology will solve environmental problems before they get out of hand. This faith in technology as a cure-all is especially strong among those who say they are confused about what is good and bad for the environment.

Six in ten strongly agree that they feel threatened by the levels of water pollution. In addition, four out of ten strongly agree that they know the quality of water is getting worse every day, but do not know what they can realistically do about it. Still, one half say they would feel guilty if they didn't do things to help protect the aquatic environment in their area.

Attitudes Toward Environmental Stewardship

Base: all African-Americans and Hispanics

% saying they strongly agree with each

	<u>African- Americans</u>	<u>Hispanics</u>
	(n=1000)	(n=1003)
	%	%
I get pleasure from contributing to a healthy environment	64	66
I believe that water pollution poses an immediate threat to my own and my family's health	59	62
I would feel guilty if I didn't do things to help protect my area's aquatic (water) environment	50	54
I know the quality of water is getting worse every day, but I don't see what I can realistically do about it	37	40
New technologies will surely come along to solve environmental problems before they get out of hand	31	41
I am very confused about what's good and what's bad for the environment	23	27

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

The vast majority of African-Americans and Hispanics say they are very concerned with cleaning up air and water pollution. Protecting aquatic life and endangered species are also great concerns for many. However, when it comes to taking action and creating groups of supporters for wildlife protection, fewer are concerned about doing so.

Large numbers are also very concerned with protecting natural places and wild areas. However, it appears that many feel this refers to “dry land.” African-Americans and Hispanics are about 25% less likely to be very concerned with protecting wetland and marsh areas.

There also appears to be a disconnect among the minorities about who should be educated about wildlife, and youth appear to be most important. Seven in ten are very concerned with educating children and teenagers about wildlife, but only one-half feel all people should have first hand experience with wildlife.

Concern with Environmental Issues

Base: all African-Americans and Hispanics

% saying they are very concerned with each

	<u>African- Americans</u>	<u>Hispanics</u>
	<i>(n=1000)</i>	<i>(n=1003)</i>
	%	%
Cleaning up air pollution	76	79
Cleaning up water pollution	75	79
Educating children and teenagers about wildlife	68	72
Protecting endangered species of animals and plants	63	73
Protecting natural places and wild areas	63	73
Protecting fish and aquatic life	61	70
Protecting wetland and marsh areas	49	59
Allowing all people first-hand experience with wildlife	46	55
Creating groups of supporters for wildlife protection	44	55

Environmental attitudes and concerns of angler groups

When it comes to environmental attitudes, the strongest differences of opinion across angler groups are noted between those who fish a lot and those who have not fished since childhood, or have never fished at all.

Active anglers are much more concerned than non-anglers and ex-anglers about protecting natural places and wild areas, protecting wetland and marsh areas and educating children and teenagers about wildlife. African-American active anglers also lead their non-participant counterparts in their concern about protecting fish and aquatic life and allowing all people first-hand experience with wildlife.

Concern with Environmental Issues by Angler Group

Base: all African-Americans and Hispanics

% saying they are very concerned with each

	<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)
	%	%	%	%	%	%	%	%
Cleaning up air pollution	75	74	80	77	79	75	76	82
Cleaning up water pollution	73	71	78	78	79	73	80	81
Educating children and teenagers about wildlife	63	57	73	76	70	66	67	78
Protecting endangered species of animals and plants	59	60	64	68	72	69	68	78
Protecting natural places and wild areas	57	58	65	69	67	67	75	77
Protecting fish and aquatic life	55	53	65	68	68	66	63	75
Protecting wetland and marsh areas	45	43	45	57	52	57	54	67
Allowing all people first-hand experience with wildlife	39	41	44	56	56	45	51	59
Creating groups of supporters for wildlife protection	39	39	47	49	54	52	49	57

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

Demographic differences in environmental attitudes and concerns

Hispanic women feel more helpless than Hispanic men when it comes to helping the environment, but the level of their concern about environmental issues is similar to the men's concern.

African-American females, however, are similar to African-American men in their attitudes toward environmental stewardship, but show lower levels of concern about many environmental issues.

Attitudes Toward Environmental Stewardship by Gender

Base: all African-Americans and Hispanics

% saying they strongly agree with each

	<u>African-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)
	%	%	%	%
I get pleasure from contributing to a healthy environment	63	66	68	63
I believe that water pollution poses an immediate threat to my own and my family's health	61	57	63	60
I would feel guilty if I didn't do things to help protect my area's aquatic (water) environment	49	50	54	54
I know the quality of water is getting worse every day, but I don't see what I can realistically do about it	38	35	44	37
New technologies will surely come along to solve environmental problems before they get out of hand	30	33	41	41
I am very confused about what's good and what's bad for the environment	22	24	31	23

 = significantly different than other group within race/ethnicity

Concern with Environmental Issues by Gender

Base: all African-Americans and Hispanics

% saying they are very concerned with each

	<u>African-Americans</u>		<u>Hispanics</u>	
	<u>Females</u> <i>(n=577)</i>	<u>Males</u> <i>(n=423)</i>	<u>Females</u> <i>(n=546)</i>	<u>Males</u> <i>(n=457)</i>
	%	%	%	%
Cleaning up air pollution	76	76	82	77
Cleaning up water pollution	74	76	81	77
Educating children and teenagers about wildlife	69	66	73	71
Protecting endangered species of animals and plants	60	68	76	70
Protecting natural places and wild areas	60	67	75	70
Protecting fish and aquatic life	58	65	71	69
Protecting wetland and marsh areas	44	55	59	59
Allowing all people first-hand experience with wildlife	42	52	54	56
Creating groups of supporters for wildlife protection	41	47	56	53

= significantly different than other group within race/ethnicity

Younger African-Americans and Hispanics are less enthusiastic about helping the aquatic environment, and claim to be less confused about what is good and bad for the environment. In addition, they are less likely to be concerned about many of the environmental issues which were asked.

Attitudes Toward Environmental Stewardship by Age Group

Base: all African-Americans and Hispanics

% saying they strongly 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)
	%	%	%	%	%	%
I would feel guilty if I didn't do things to help protect my area's aquatic (water) environment	43	56	56	48	62	59
I am very confused about what's good and what's bad for the environment	20	24	30	23	30	34

 = significantly different than all other groups within race/ethnicity

Concern with Environmental Issues by Age Group

Base: all African-Americans and Hispanics

% saying they are very concerned with each

	<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>
	%	%	%	%	%	%
Cleaning up air pollution	72	81	81	75	83	83
Cleaning up water pollution	70	81	83	76	83	84
Educating children and teenagers about wildlife	57	75	82	68	75	78
Protecting endangered species of animals and plants	60	67	69	72	74	75
Protecting natural places and wild areas	58	69	69	69	76	80
Protecting fish and aquatic life	52	69	71	65	73	77
Protecting wetland and marsh areas	40	57	56	55	62	66
Allowing all people first-hand experience with wildlife	42	50	52	49	60	65
Creating groups of supporters for wildlife protection	34	52	50	50	57	65

= significantly different than all other groups within race/ethnicity

African-Americans and Hispanics with lower education levels are more likely to express confusion about what they personally can do to benefit the environment and whether they will even need to do anything at all. African-Americans and Hispanics who have not graduated high school are more likely than their more educated counterparts to say they are confused about what is good and bad for the environment. These groups are also more likely to expect technology to offer a magic cure-all for the environment.

Concern about environmental issues is level among Hispanics across the education levels, whereas African-Americans' concern decreases with increased education.

Attitudes Toward Environmental Stewardship by Education Level

Base: all African-Americans and Hispanics

% saying they strongly agree with each

	<u>African-Americans</u>			<u>Hispanics</u>		
	Less than <u>HS</u> (n=100) %	HS grad/ some <u>college</u> (n=635) %	College grad or <u>more</u> (n=244) %	Less than <u>HS</u> (n=239) %	HS grad/ some <u>college</u> (n=595) %	College grad or <u>more</u> (n=161) %
I know the quality of water is getting worse every day, but I don't see what I can realistically do about it	<u>54</u>	37	<u>23</u>	45	39	<u>29</u>
New technologies will surely come along to solve environmental problems before they get out of hand	<u>47</u>	31	<u>21</u>	<u>52</u>	38	30
I am very confused about what's good and what's bad for the environment	<u>37</u>	23	<u>14</u>	<u>35</u>	25	<u>15</u>

= significantly different than all other groups within race/ethnicity

Concern with Environmental Issues by Education Level

Base: all African-Americans and Hispanics

% saying they are very concerned with each

	<u>African-Americans</u>			<u>Hispanics</u>		
	Less than HS (n=100) %	HS grad/ some college (n=635) %	College grad or more (n=244) %	Less than HS (n=239) %	HS grad/ some college (n=595) %	College grad or more (n=161) %
Cleaning up water pollution	85	76	72	82	79	75
Educating children and teenagers about wildlife	81	68	66	72	71	76
Protecting endangered species of animals and plants	76	63	59	73	74	74
Protecting fish and aquatic life	75	60	59	73	69	69
Protecting wetland and marsh areas	63	47	50	59	59	58
Creating groups of supporters for wildlife protection	63	43	34	58	54	50

= significantly different than all other groups within race/ethnicity

Awareness of the "Take Me" Advertisement Campaign

Very few African-Americans and Hispanics are aware of the "Take Me" advertisement campaign

Less than one fifth of African-Americans and slightly fewer Hispanics report that they have seen or heard advertising that includes scenes of two people where one person is asking the other to take him/her fishing.

Awareness of the advertising is highest among African-American and Hispanic males and among African-Americans age 35-54.

There is no significant difference in awareness across the regions.

Awareness of Campaign

Base: all African-Americans and Hispanics

% saying they have seen, read or heard advertising

	<u>African-Americans</u> (n=1000)	<u>Hispanics</u> (n=1003)
	%	%
Total	18	14
Females	15	11
Males	21	18
18-34	15	15
35-54	23	17
55+	11	8
Rural/Small town	15	15
Urban	18	14
Northeast	17	10
South	18	17
Midwest	21	16
West	10	13
Non-angler	14	7
Ex-angler	13	19
Inactive angler	16	11
Active angler	24	18
Non-boater	13	8
Ex-boater	14	26
Inactive boater	24	11
Active boater	24	21

Television is top media

Among those who have seen the advertising campaign, television is the most common media cited for where the campaign was seen, read or heard.

Due to the small size of certain subgroups, further analysis by demographics is unable to be done.

Media Source

Base: seen, read or heard advertising

% saying where they have seen, read or heard advertising

	<u>African-Americans</u> (n=169)	<u>Hispanics</u> (n=152)
	%	%
Television	62	41
Magazines	14	16
Newspaper	9	8
Word of mouth	4	9
Billboards	4	11
Radio	3	2
At work	1	5
Internet	1	2
Email	<1	0
Mail	<1	0
Flyer/poster	0	2
Other	4	8
Don't know	2	4

Implications

- Nearly half of minority group members lack information about desirable local fishing and boating spots. Many, particularly urbanites and Northeasterners, also express concerns about the safety (e.g. level of water pollution) of nearby locations. Grassroots campaigns that provide local information about nearby spots (along with accurate information about pollution levels), and that help increase access to these spots could help draw in more interested parties.
- Fishing in teen years appears to be important for lifelong fishing participation – many more active anglers fished during their teens compared to other angler groups. Addressing communications to teens and encouraging them to start/continue fishing may help build long-term active anglers.
- Younger people (ages 18 to 34), particularly young Hispanics, have higher levels of interest and participation in fishing, but also have higher barriers to greater participation. Many of these barriers relate to access, information, and costs. Measures that address these issues (free gear, information about desirable (low pollution) local spots, low-cost trips out of urban areas to nearby suburban or rural fishing locations etc.) could bolster participation among this key group.
- Fishing is a very social activity for minority groups – active anglers and non-participants alike. Almost no active anglers fish alone and most go in medium size groups, usually with their friends. Having an opportunity to socialize with friends and/or family is viewed as a key motivation for fishing and not having friends/family members who are interested is a key barrier to participation. Opportunities exist to market fishing and boating excursions as group social activities (maybe to church groups or youth groups) and to teach large groups of friends how to fish.
- There is a large gender gap in fishing and boating participation--particularly among Hispanics. Men and women alike view these activities as “fun for men” but not “fun for women.” Ads that showcase women enjoying the activity (particularly famous women) may help to counteract that stereotype.

- Minority group members are more likely to appreciate fishing for the relaxation, social opportunities and outdoor experience that it brings, rather than for its sporting value. Promoting fishing as a fun “leisure” activity rather than a “sport” would be more appealing to broad audiences – particularly women.
- Northeastern and urban African Americans have lower than average fishing participation, yet many people from these areas express interest in the activity. This interest in fishing is coupled with average boating participation rates and above average interest in boating, making them a key target for boating based fishing. Given the fact that water pollution and lack of nearby desirable fishing locations come up as particularly strong barriers for them, this group may be particularly receptive to out-of-town boating/fishing excursions marketed in their local communities.
- Approximately one-fifth of Hispanics and African Americans fall into the category of interested non-participants. Reaching them offers the opportunity to sizably increase the current proportion of minority active anglers. While this group, like others, values fishing primarily as a social activity, they are more likely than average to also react positively to fishing specific benefits (e.g., the chance to develop skills and to catch fresh fish for food) and to the opportunity angling offers them to spend time outdoors.

Getting this group to fish more often will involve addressing some of the barriers that plague them at higher than average levels. Many of them relate to problems with local fishing areas (e.g., pollution, crowds) and not having people with whom to go fishing.

There are several inducements that could be offered at local parks (free gear) or vacation spots (fishing packages) that may help increase participation – particularly among interested non-participants. Large majorities of interested non-participants say free gear and fishing offered as part of a vacation package would cause them to be more likely to fish.

- Most African Americans and Hispanics do not associate boating and fishing with environmental stewardship. Ironically, it is the least educated people who see environmental benefits in the activities. Materials that communicate the positive impact of these activities on the environment need to be directed at these groups – particularly the more affluent and educated.

While people don't necessarily associate angling and boating with environmental benefits, the most active participants in the activities are particularly concerned about environmental issues. Increasing participation in these activities may help increase stewardship as well.