

Appendix A: Racial and Ethnic Differences

Boating and Fishing Participants: Demographics and Behavior

Incidence of Boating - By Race / Ethnicity -

	<u>White</u> %	<u>African American</u> %	<u>Hispanic</u> %	
<u>Active Participant</u>	<u>71</u>	<u>48</u>	<u>58</u>	Not surprisingly, Whites (71%) are more likely to be active boating participants than are either African Americans (48%) or Hispanics (58%). Interestingly, Hispanics are more likely to be boaters than are African Americans.
Avid	11	4	6	While African Americans (41%) and Hispanics (40%) are equally likely to be occasional boaters, Hispanics are more likely (18%) than African Americans (7%) to be avid or semi-avid boaters.
Semi-avid	13	3	12	
Occasional	47	41	40	African Americans (10%) are more likely than Hispanics (2%) to be lapsed – but still interested – in going boating. Equal proportions of the two groups are comprised of prospective participants who have never been boating.
Lapsed (prospective)	9	10	2	
Never participated (prospective)	20	43	41	

Note: These incidence numbers are based on total qualified survey respondents and should not be generalized to a larger universe.

Based to total qualified respondents for each activity (boating and fishing).

Incidence of Fishing - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Active Participant</u>	<u>80</u>	<u>55</u>	<u>74</u>
Avid	18	7	13
Semi-avid	19	17	14
Occasional	43	31	47
Lapsed (prospective)	11	20	10
Never participated (prospective)	10	25	17

Hispanics (74%) are more likely to be active anglers than are African Americans (55%). However, because all respondents are required to be active or prospective participants, African Americans – both lapsed (20%) and those who have never participated (25%) – are more likely to be interested in fishing than are Hispanics.

Note: These incidence numbers are based on total qualified survey respondents and should not be generalized to the larger universe.

Incidence of Boating and Fishing - Among African Americans -

	<u>Boating</u>	<u>Fishing</u>
	<u>%</u>	<u>%</u>
<u>Active</u>	<u>48</u>	<u>55</u>
Avid	4	7
Semi-avid	3	17
Occasional	41	31
Lapsed (prospective)	10	20
Never participated (prospective)	43	25

African Americans are slightly more likely to be active anglers (55%) than boaters (48%). For example, 24% of African Americans are avid or semi-avid anglers, compared to 7% who are avid or semi-avid boaters.

Incidence of Boating and Fishing - Among Hispanics -

	<u>Boating</u>	<u>Fishing</u>
	<u>%</u>	<u>%</u>
<u>Active</u>	<u>58</u>	<u>74</u>
Avid	6	13
Semi-avid	12	14
Occasional	40	47
Lapsed (prospective)	2	10
Never participated (prospective)	41	17

Hispanics are more likely to be active anglers (74%) than active boaters (58%).

Favorite Recreational or Leisure Activity - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Reading	17	17	14
Travel	11	13	14
Fishing	9	5	6
Movies	8	8	14
Sports	6	8	11
Cooking	4	6	7
Music	4	13	7
Camping	5	2	-
Gardening	5	6	5
Hiking	4	4	5
Playing cards	3	6	2
Boating	2	1	2

African Americans and Hispanics tend to participate in the same leisure activities as Whites. Hispanics show a slightly greater tendency to like movies and sports. African Americans are slightly more interested in music.

In addition to boating and fishing, only most frequent answers are shown.

Gender

- By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Male	50	57	45
Female	50	43	55

Slightly more male African Americans responded to and qualified for the survey than did female African Americans. The reverse trend occurred among Hispanics. More female Hispanics responded to and qualified for the survey than did male Hispanics.

Marital Status

- By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Single, never married	14	33	21
Single, previously married	14	17	6
Married	65	48	62
Living with someone	7	3	11

African American boaters and anglers are more likely to be single – both never married (33%) and previously married (17%) – than is true for either Whites or Hispanics.

Household Size

- By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
1 person	14	24	10
2 people	39	33	25
3-5 people	43	40	59
More than 5 people	4	4	7

African Americans (24%) are more likely to live in one-person households than either Whites (14%) or Hispanics (10%). Hispanics tend to live in the largest households. Two-thirds of Hispanics (66%) live in households with at least three people. Only 44% of African Americans and 47% of Whites live in households with at least three people.

Number of Children Under 18 - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
None	62	59	42
1 child	16	20	19
2 children	15	13	25
3 children	5	7	11
4 children	2	2	2
More than 4 children	1	-	1

Whites (62%) and African Americans (59%) are more likely than Hispanics (42%) to live in households with no children under 18. The three groups are about equally likely to have three or more children under 18 – 8% of Whites, 9% of African Americans, and 14% of Hispanics.

Number of Children Under 6 - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
None	83	84	67
1 child	11	13	22
2 children	6	2	8
3 children	<1	-	2
4 children	-	-	-
More than 4 children	<1	-	-

Hispanics are most likely to have children under six. About one-third (32%) of Hispanics have at least one child under six, compared to 15% of African Americans and about 17% of Whites.

Number of Children Ages 6-12 - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
None	80	81	69
1 child	13	17	24
2 children	6	2	7
3 children	1	-	-
4 children	<1	-	-

A third of Hispanics (31%) have children between the ages of 6-12, compared to 19% of African Americans and 20% of Whites.

Number of Children Ages 13-17 - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
None	85	76	74
1 child	12	13	20
2 children	3	10	7
3 children	<1	-	-
4 children	<1	-	-

Whites (15%) are less likely than African Americans (23%) and Hispanics (27%) to have children ages 13-17.

Grandparents - By Race / Ethnicity -

<u>White</u>	<u>African American</u>	<u>Hispanic</u>
<u>%</u>	<u>%</u>	<u>%</u>
32	26	16

More of the White respondents (32%) are grandparents than either African American (26%) or Hispanic (16%).

Number of Grandchildren Under 18 - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
None	2	-	-
1 grandchild	17	27	25
2 grandchildren	21	18	30
3 grandchildren	16	12	25
4 grandchildren	12	9	-
5 - 10 grandchildren	27	24	20
More than 10 grandchildren	4	9	-

Regardless of race and ethnicity, grandparents in the sample tend to have grandchildren under the age of 18. African American (27%) and Hispanic grandparents (25%) are slightly more likely than White (17%) grandparents to have only one grandchild under the age of 18.

Based to those who are grandparents.

Level of Education - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Some high school	2	1	2
Completed high school	17	9	13
Trade / technical school	6	3	9
Some college	35	33	32
Completed college	26	42	27
Graduate studies	15	12	17

The internet methodology probably skewed the sample in terms of educational level – particularly among African Americans and Hispanics. In this sample, 54% of African Americans have at least a college education and 44% of Hispanics report having a college education. This is somewhat higher than the national average among these groups. Forty-one percent (41%) of Whites report having at least a college education.

Employment Status

- By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Employed</u>	<u>67</u>	<u>82</u>	<u>78</u>
Full-time	50	70	61
Part-time	10	8	13
Full-time at home	4	2	2
Part-time at home	3	2	2
Not currently employed	8	10	10
Retired	17	7	5
Stay at home parent	7	2	8

The internet methodology may have also skewed the sample in terms of employment. Both African Americans (82%) and Hispanics (78%) are more likely to be employed than Whites (67%) in this sample.

Occupation - By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Professional	21	18	15
Exec/Adm/Mng.	27	20	29
Adm & Tech. Support	26	51	32
Retail	10	5	5
Services	8	4	11
Construction	5	-	2
Agriculture	1	-	3
Real estate	2	1	3

Occupational level may be slightly skewed in this sample. Nevertheless, African Americans (51%) are more likely than Whites (26%) and Hispanics (32%) to be represented in support positions. They (20%) are less likely to be executives, administrators and managers.

Income

- By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	%	%	%
< \$10,000	3	5	2
\$10,000 - \$34,999	25	19	20
\$35,000 - \$49,999	24	24	18
\$50,000 - \$74,999	22	21	28
\$75,000 - \$99,999	14	16	19
\$100,000 - \$149,999	9	10	7
\$150,000 - \$199,999	2	3	2
\$200,000 +	1	2	3

Incomes tend to be concentrated in the lower and middle ranges – \$10-\$35,000, \$35-\$50,000 and \$50-\$75,000 – regardless of race and ethnicity. Nevertheless, the equal distribution of African Americans and Hispanics in the upper incomes suggests that the internet methodology probably skewed the sample to include more upper socio-economic African Americans and Hispanics than would be expected in the population as a whole.

Currently Own Home - By Race / Ethnicity -

<u>White</u>	<u>African American</u>	<u>Hispanic</u>
<u>%</u>	<u>%</u>	<u>%</u>
73	52	62

Whites are more likely than African Americans and Hispanics to own their own homes.

Age

- By Race / Ethnicity -

	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
	<u>%</u>	<u>%</u>	<u>%</u>
18 – 20	1	1	1
21 – 25	4	6	8
26 – 30	8	10	14
31 – 35	13	14	19
36 – 40	12	17	14
41 – 50	25	30	29
51 – 60	21	19	10
Over 60	15	3	5

Hispanics in this sample are more likely to be younger than are either Whites or African Americans. Nearly one-fourth (23%) of Hispanics are 30 or younger, compared to 17% of African Americans and 13% of Whites.

Favorite Recreational or Leisure Activity

Attraction of Recreational and Leisure Activities

- By Race / Ethnicity -

African Americans, Hispanics and Whites all tend to look for some of the same things in leisure and recreational activities – rest and release from stress, fun, and excitement. Nevertheless, the groups do have different needs and preferences in terms of the rewards they want to experience in recreation and leisure pursuits.

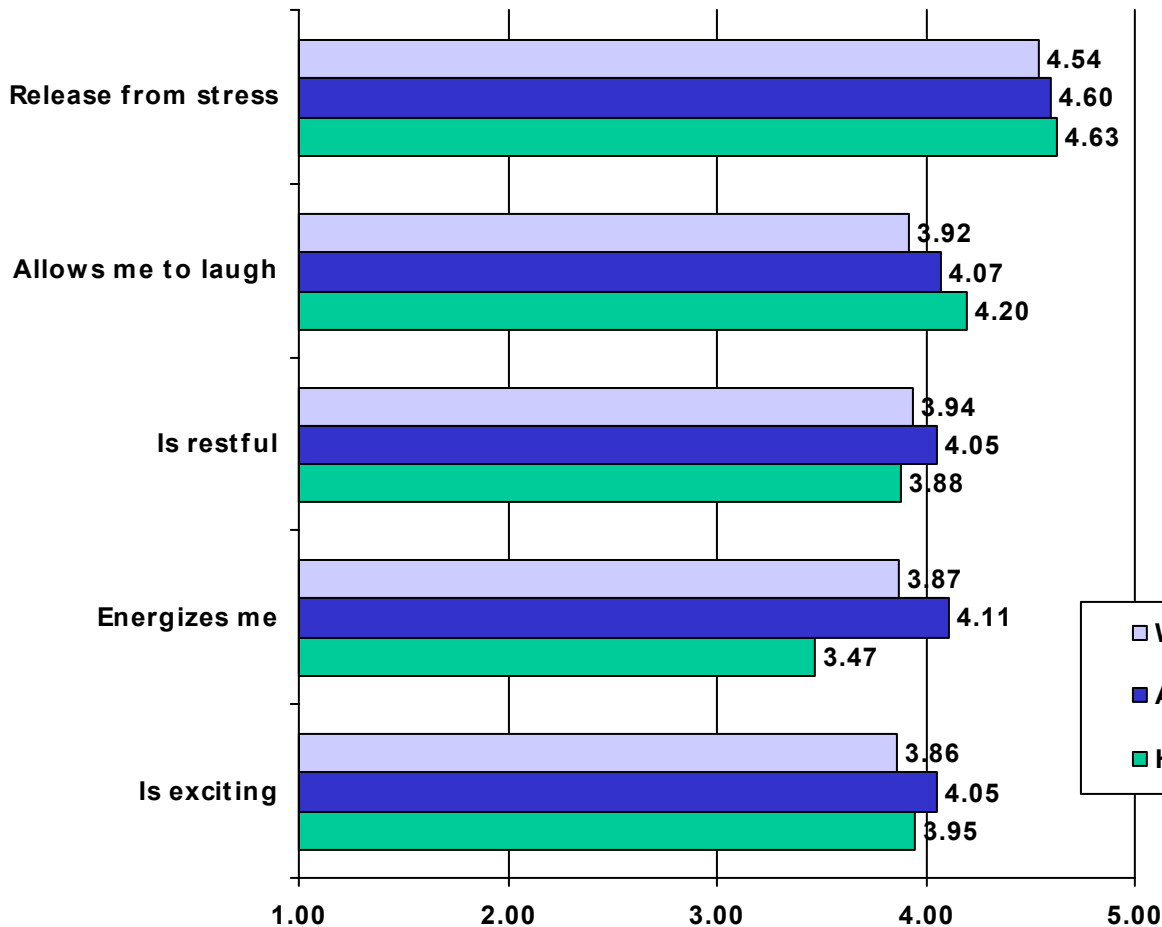
Hispanics are more likely to emphasize humor, fun, social experiences and party-like pursuits. They want to escape from responsibility, have fun and interact with friends and family during their leisure time. They also place greater importance on activities that allow them to connect with water than do Whites and African Americans.

African Americans place greater emphasis on self-improvement in their leisure and recreational pursuits. They value activities that offer a challenge and provide an opportunity to develop and improve skills. African Americans are less likely, though, to look for activities that allow them to connect with nature.

Both Hispanics and African Americans place greater emphasis than Whites on activities that give them a sense of power and are competitive and fast-paced.

Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity

- By Race / Ethnicity -

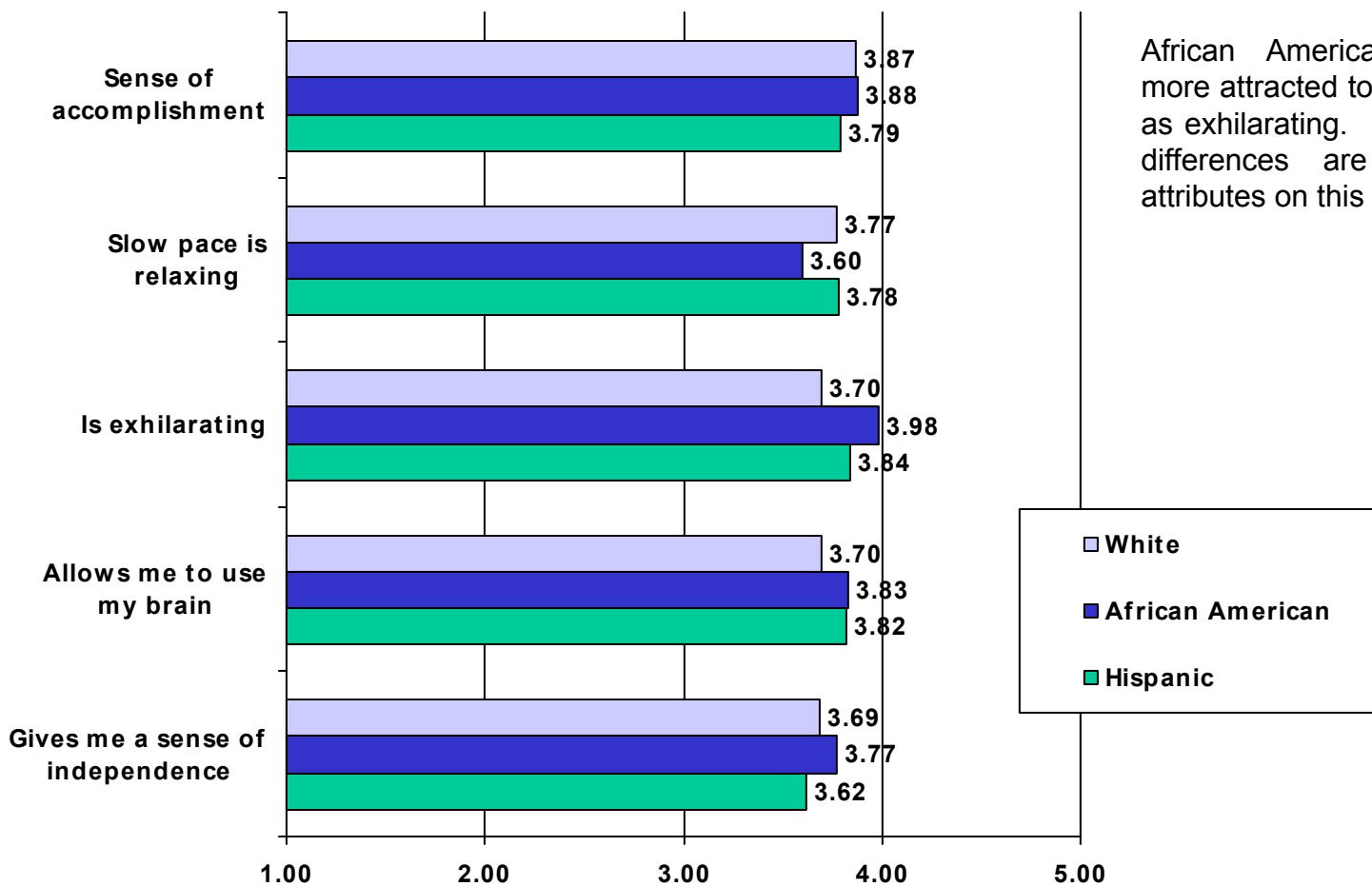


Hispanics are particularly attracted to the fun and humor that can be experienced in certain recreational and leisure activities. African Americans tend to give slightly higher ratings to recreational and leisure attributes that allow them to “recharge,” i.e., are restful, energizing and exciting.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)

- By Race / Ethnicity -

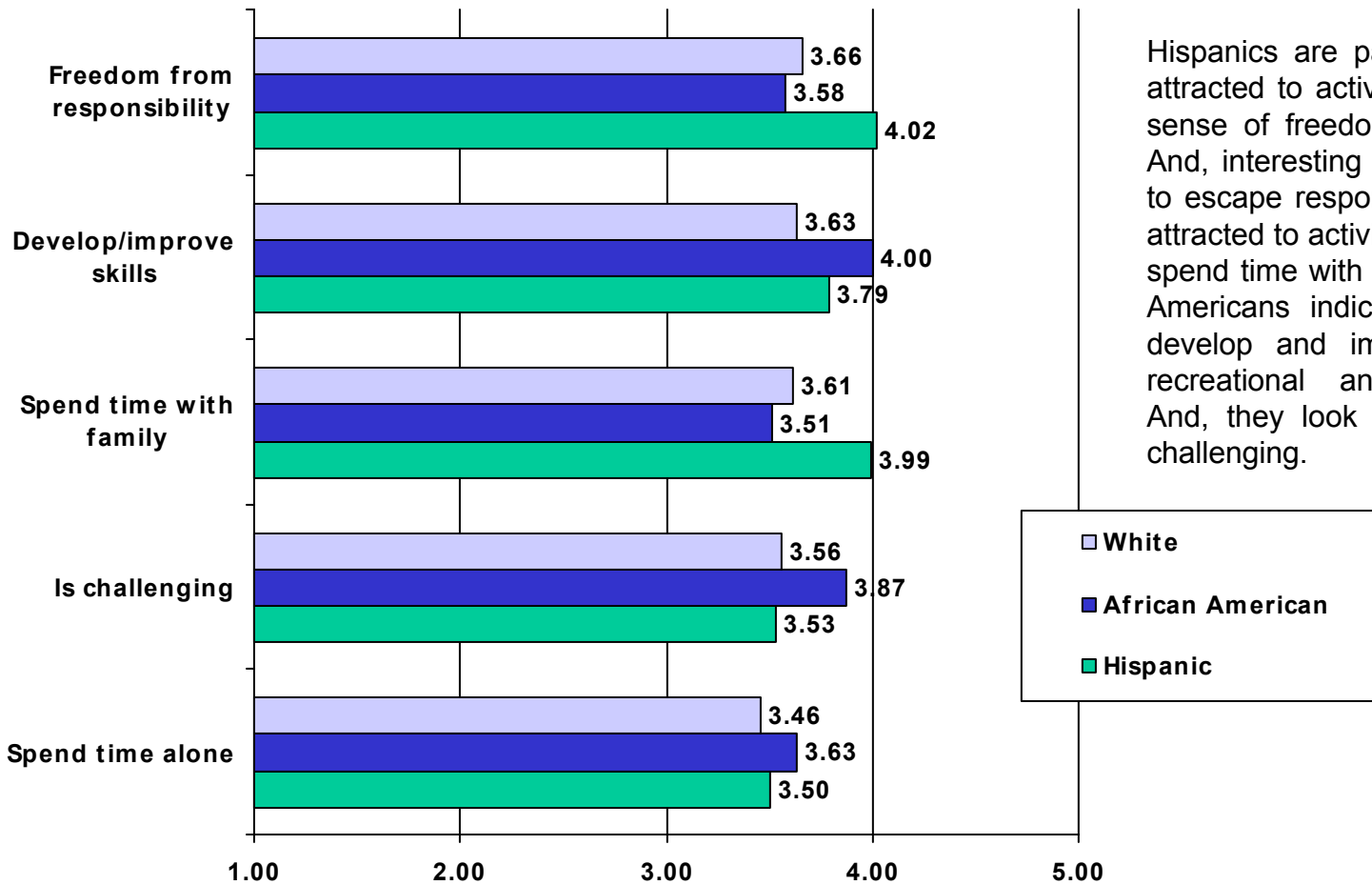


African Americans seem slightly more attracted to activities they view as exhilarating. No other significant differences are posted for the attributes on this page.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)

- By Race / Ethnicity -

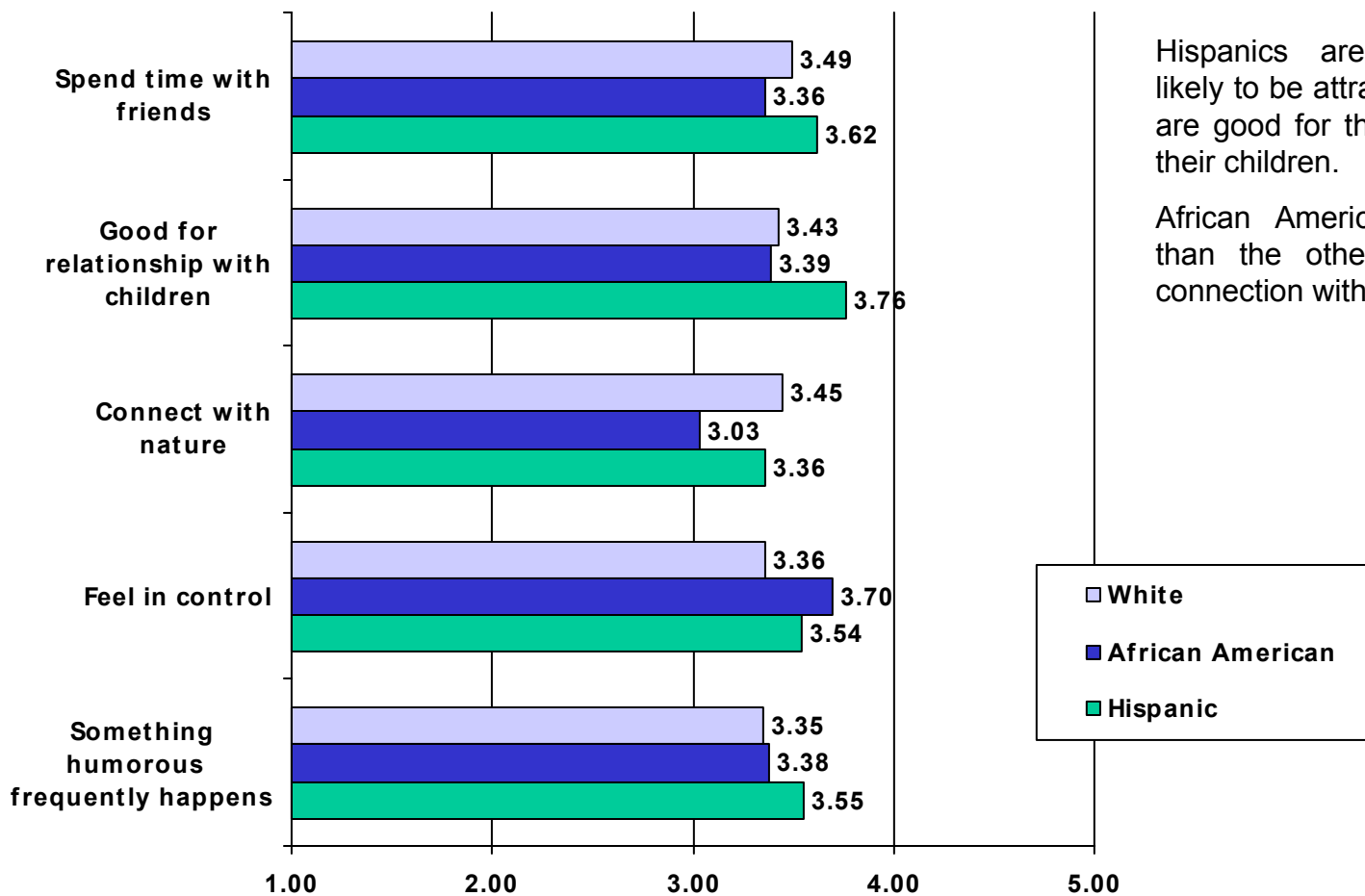


Hispanics are particularly likely to be attracted to activities that give them a sense of freedom from responsibility. And, interesting in light of their desire to escape responsibility, they are also attracted to activities that allow them to spend time with their families. African Americans indicate that they like to develop and improve skills through recreational and leisure activities. And, they look for activities that are challenging.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)

- By Race / Ethnicity -



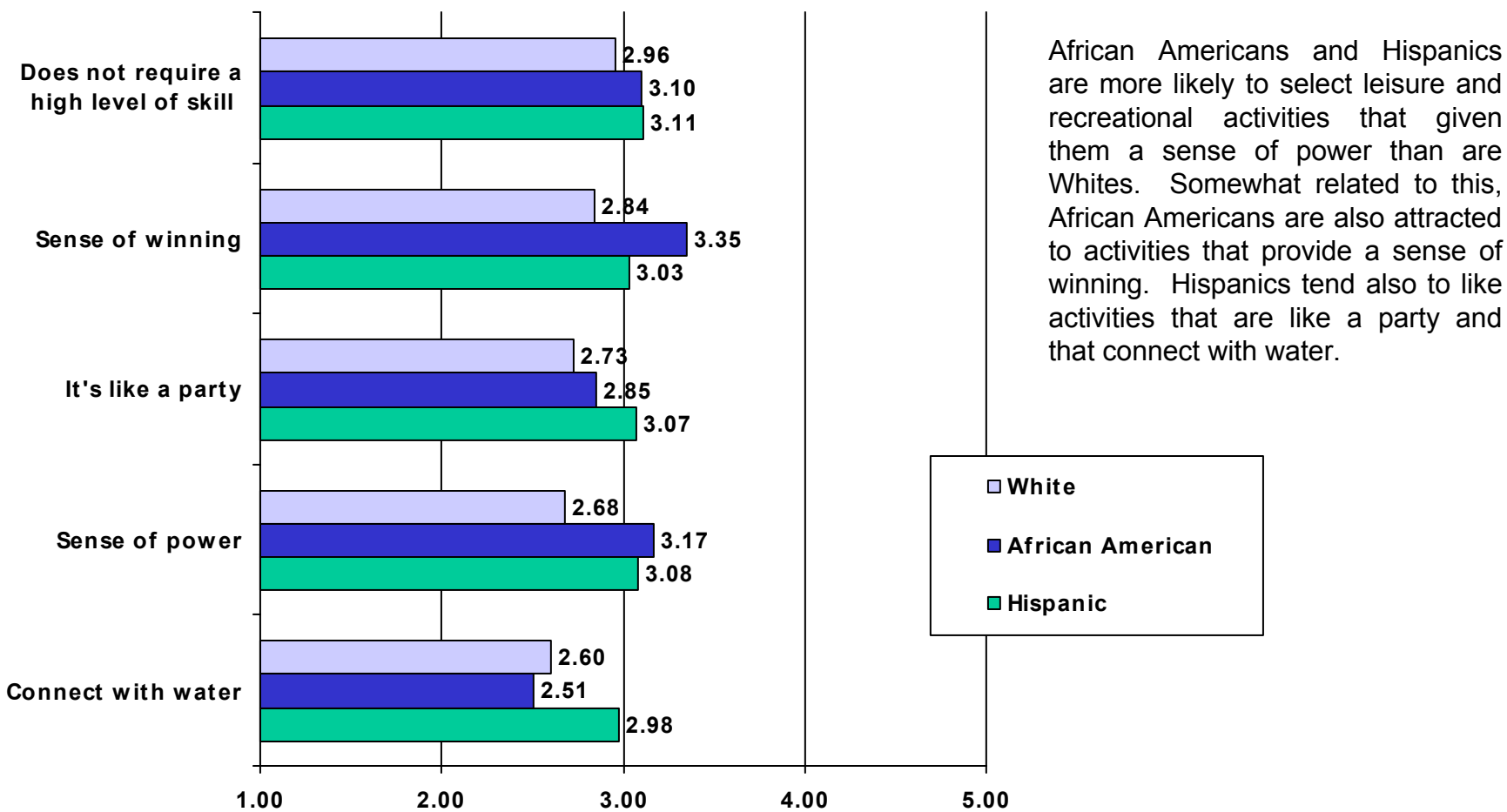
Hispanics are significantly more likely to be attracted to activities that are good for their relationships with their children.

African Americans are less likely than the other groups to feel a connection with nature.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)

- By Race / Ethnicity -



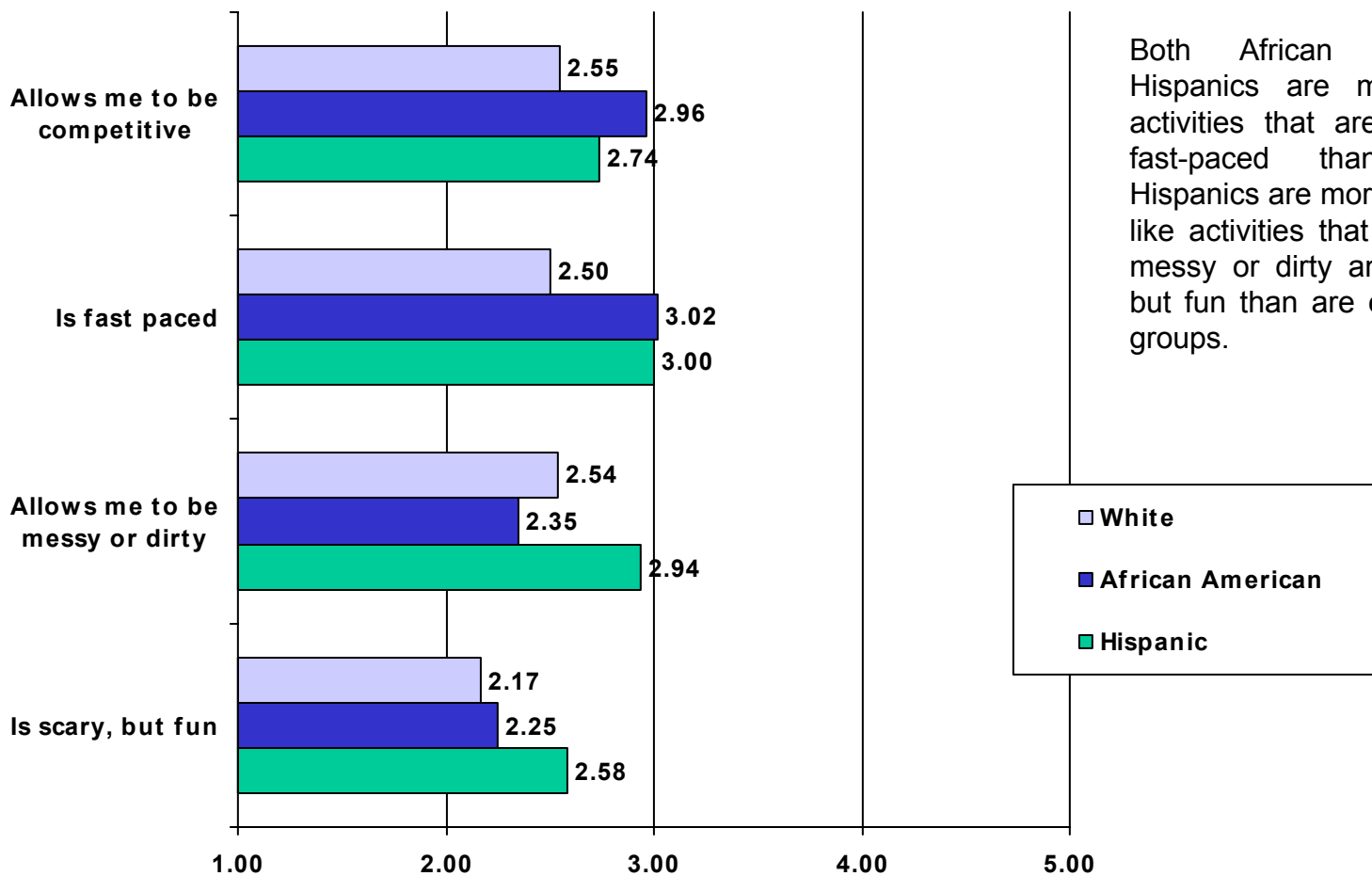
African Americans and Hispanics are more likely to select leisure and recreational activities that give them a sense of power than are Whites. Somewhat related to this, African Americans are also attracted to activities that provide a sense of winning. Hispanics tend also to like activities that are like a party and that connect with water.



Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Favorite Recreational or Leisure Activity (con't)

- By Race / Ethnicity -

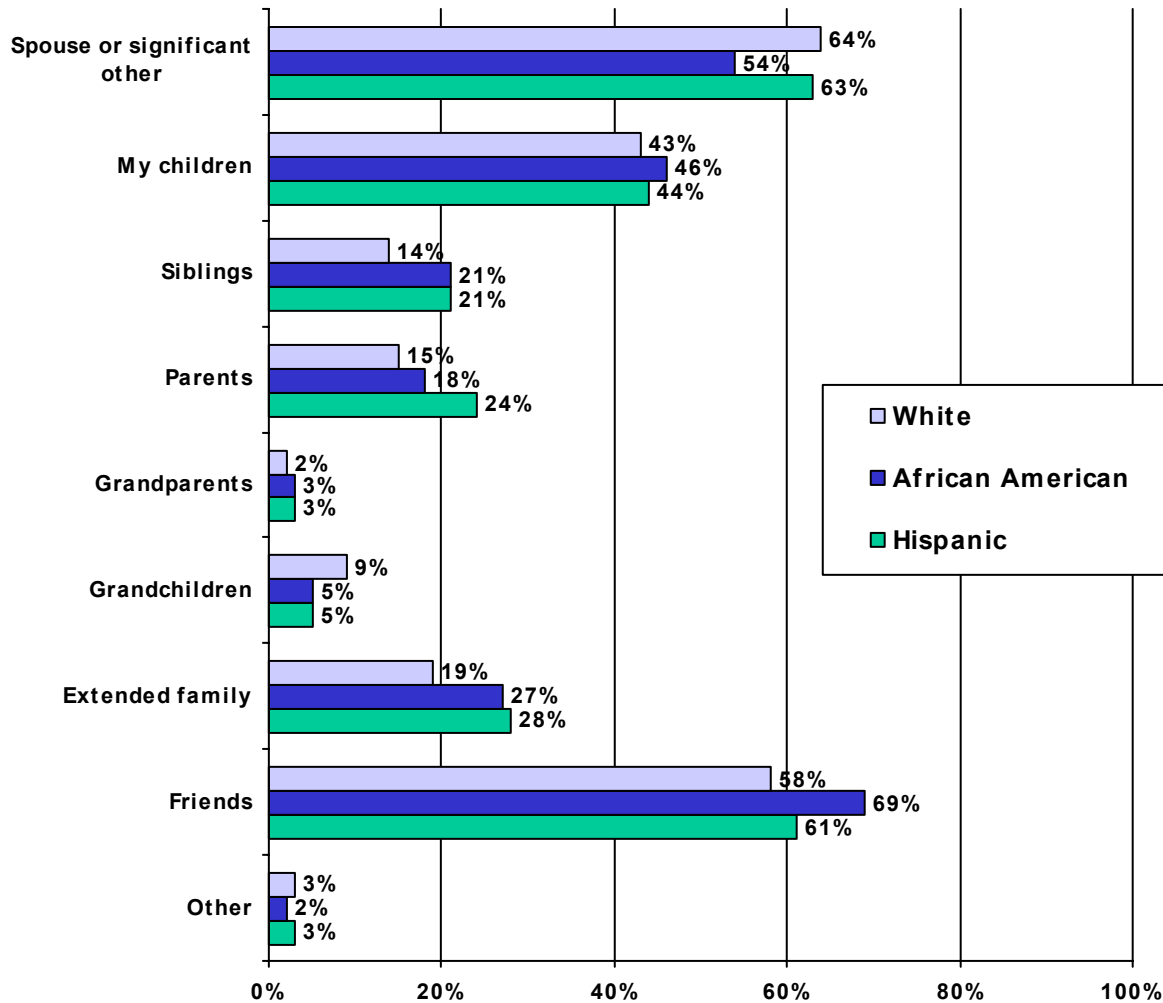


Both African Americans and Hispanics are more attracted to activities that are competitive and fast-paced than are Whites. Hispanics are more likely to say they like activities that allow them to be messy or dirty and that are scary, but fun than are either of the other groups.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Recreational Boating and Fishing Participation

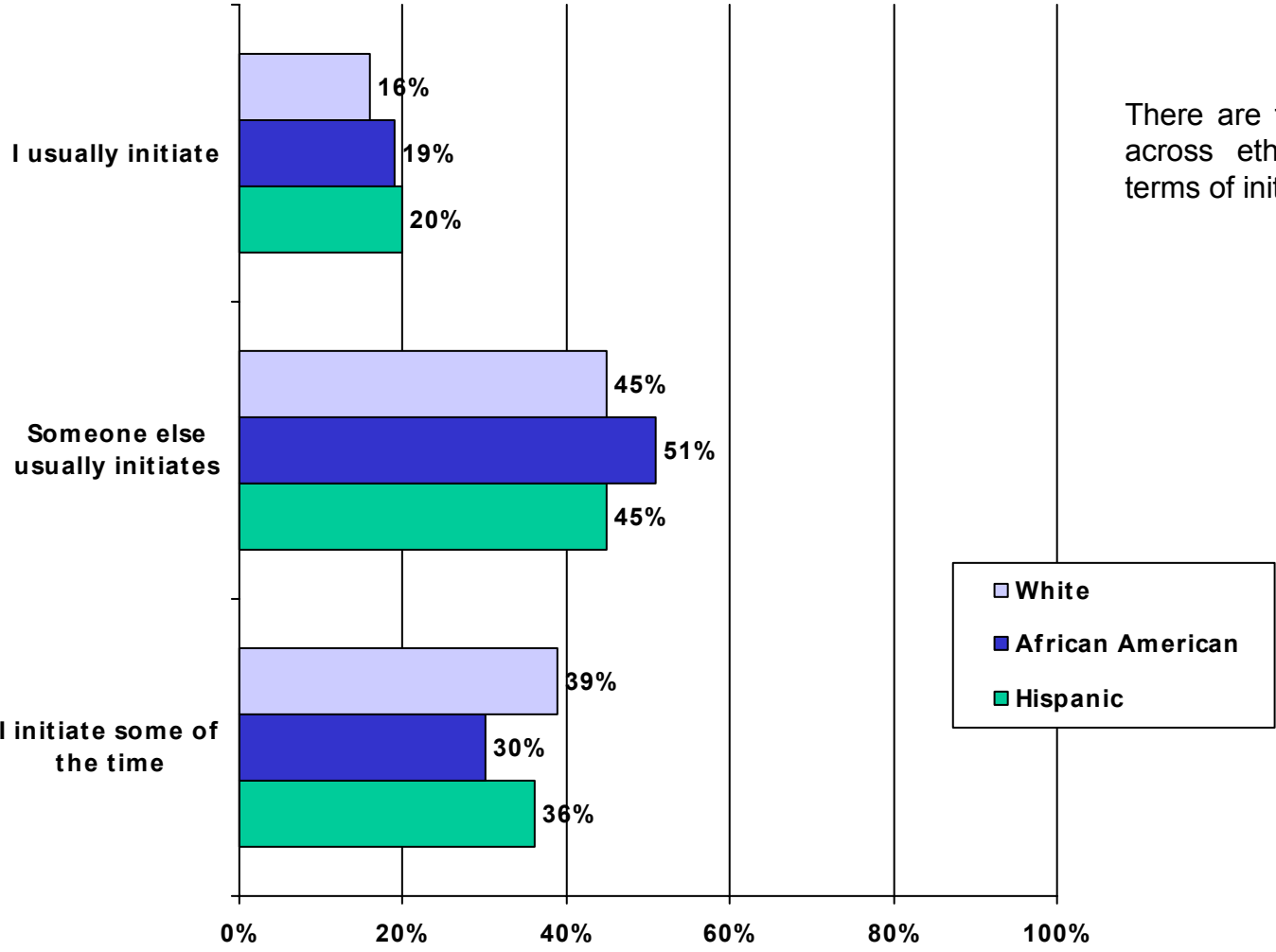
Boating Companions - By Race / Ethnicity -



African Americans are less likely than the other groups to go boating with a spouse or significant other, but slightly more likely to go with friends. Recall that African Americans are more likely to be single than are Whites and Hispanics.

*Anticipated companions

Initiator of Boating Trips - By Race / Ethnicity -



There are few remarkable differences across ethnic and racial groups in terms of initiating boating trips.

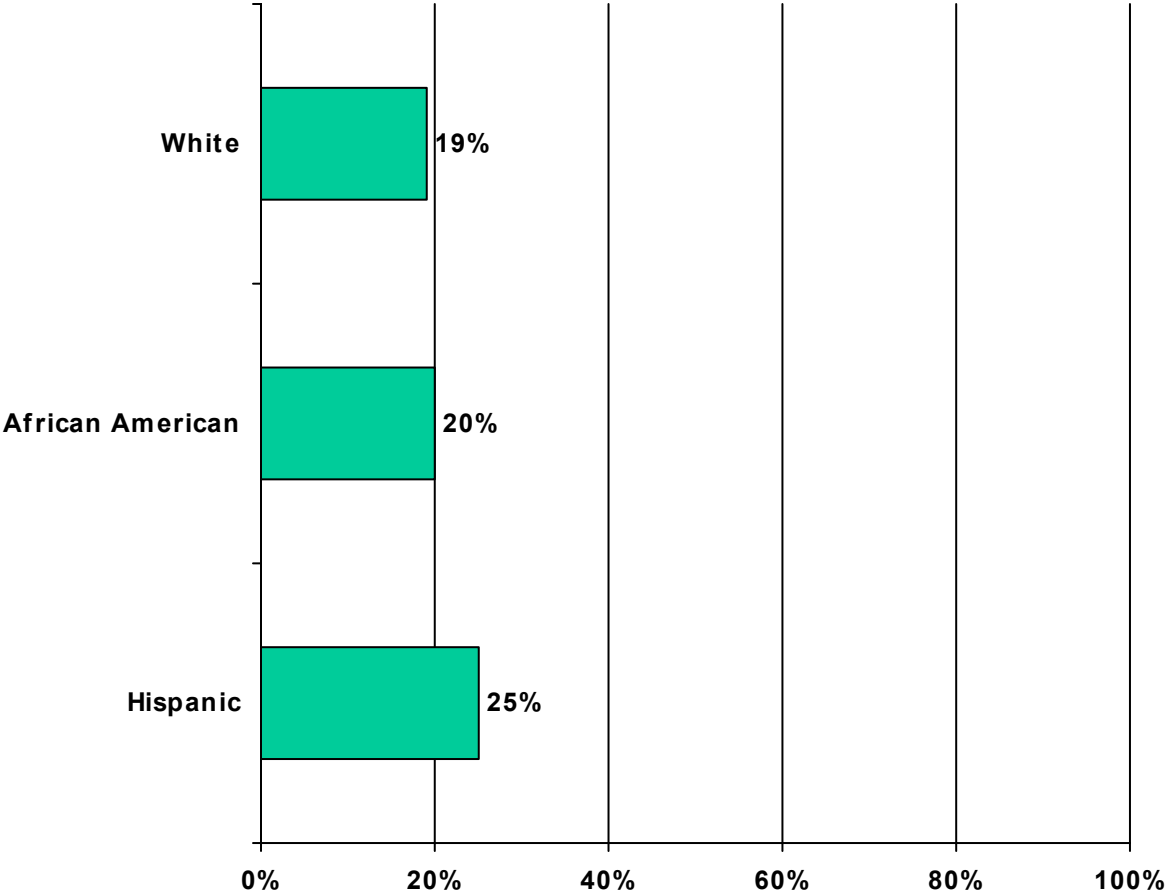


*Anticipated behavior

Likelihood of Going Boating If Had to Initiate the Trip

- Top-2-Box Scores -

-- By Race / Ethnicity --



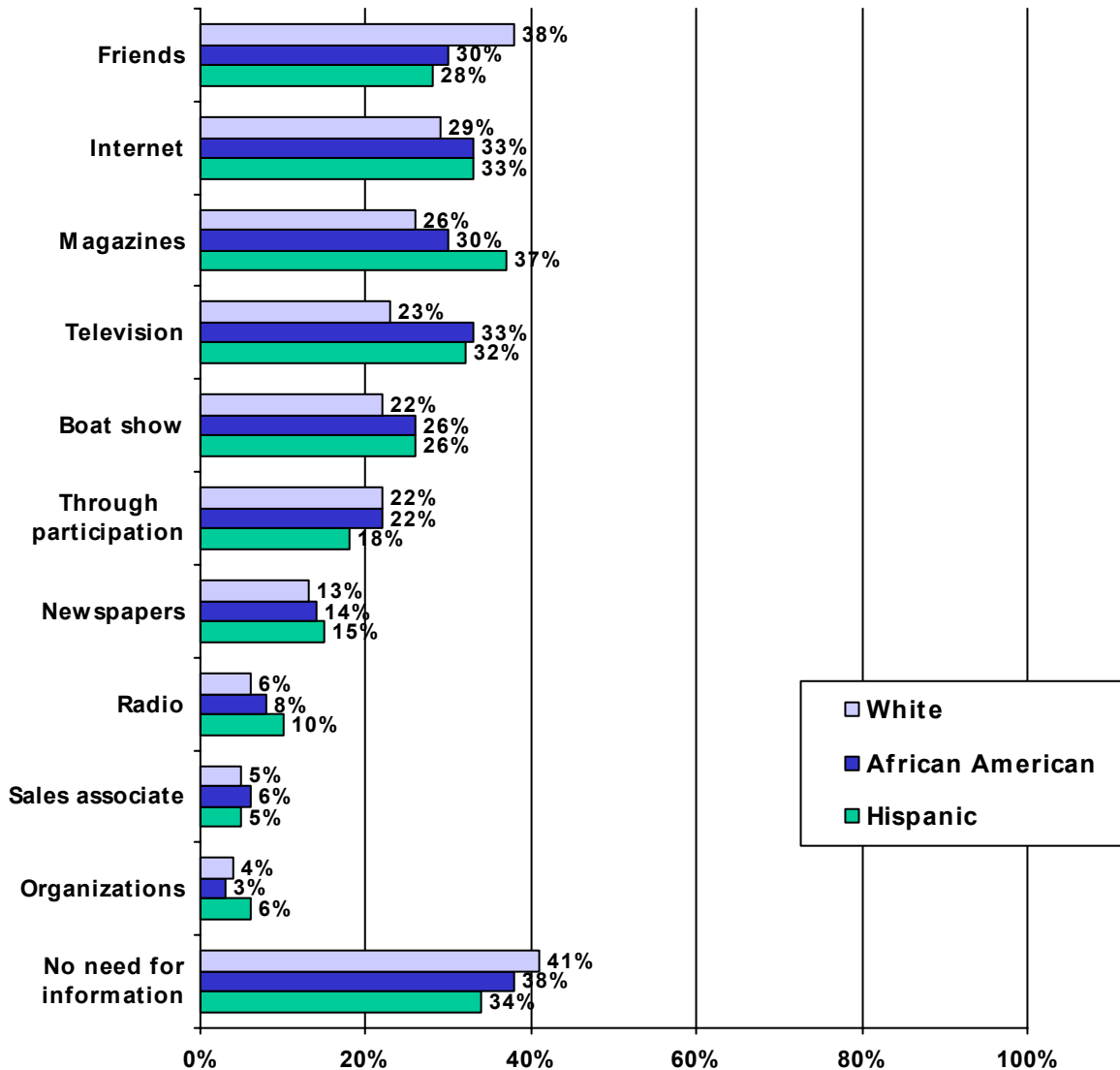
Regardless of race or ethnicity, about 20% (slightly higher among Hispanics) of prospects who would not initiate the trip themselves would still go boating if they had to be the initiator.

Note: Scores shown are top-2-box scores on 5-point scale.

Based to those who do not usually initiate trip.

Top Choices for Boating Information

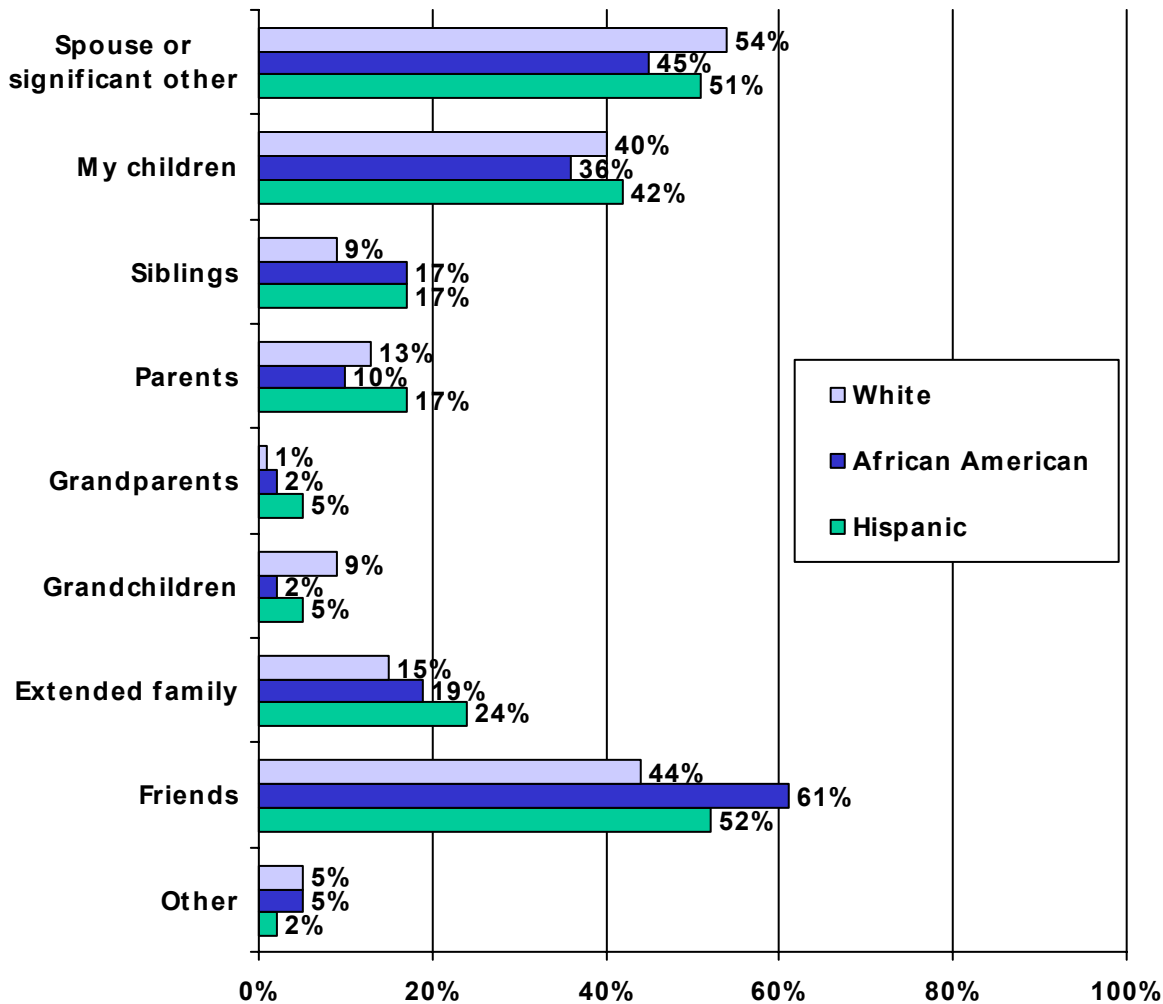
- By Race / Ethnicity -



Reliance on specific boating information sources does not vary meaningfully across racial and ethnic groups. Hispanics are slightly more likely to say that they rely on magazines than either Whites or African Americans. Both African Americans and Hispanics are slightly more reliant on television and slightly less reliant on friends.

Note: Only sources that registered at least a 5% interest level are shown.

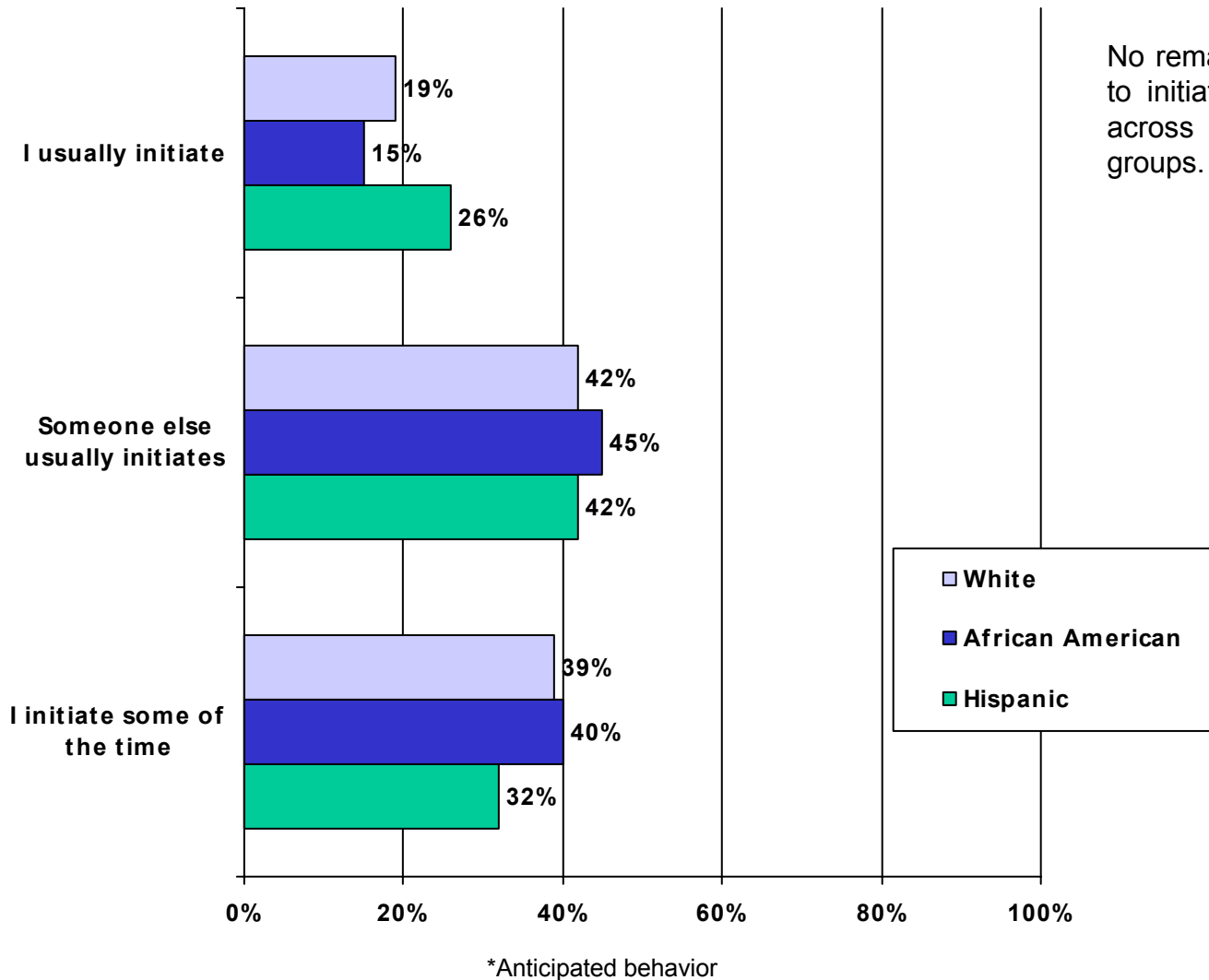
Fishing Companions - By Race / Ethnicity -



*Anticipated companions

As is true for boating, African Americans are less likely than Whites and Hispanics to say that they go fishing with spouses or significant others. They are more likely to go with friends. This pattern probably reflects to some degree the marital status of African Americans. They are more likely to be single than either Whites or Hispanics. White anglers are slightly more likely to go fishing with their grand-children than the other two groups. Hispanics seem to place more emphasis on the extended family. About one-fourth (24%) of Hispanics said they go fishing with extended family members.

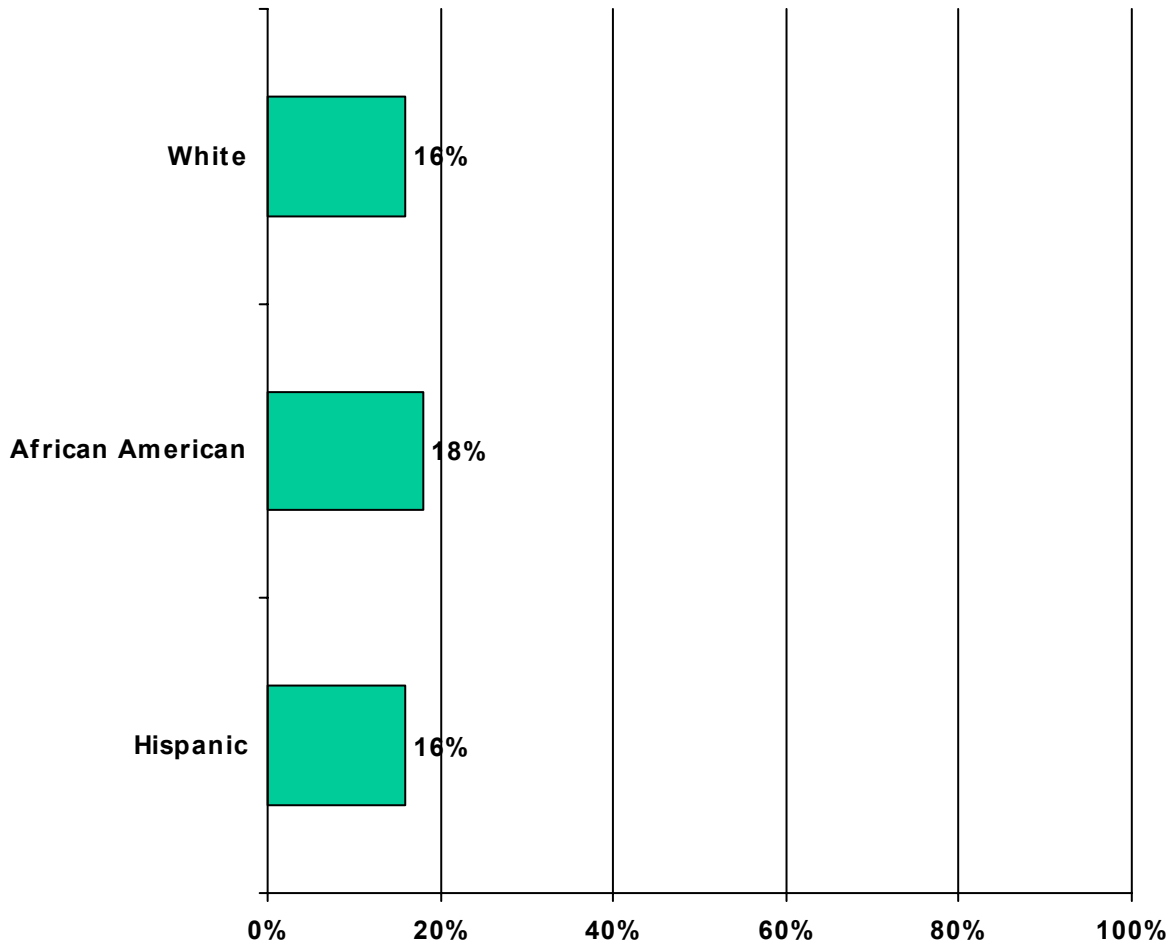
Initiator of Fishing Trips - By Race / Ethnicity -



No remarkable differences in regard to initiating fishing trips are posted across the three racial and ethnic groups.

Likelihood of Going Fishing If Had to Initiate the Trip

- Top-2-Box Scores -
-- By Race / Ethnicity --



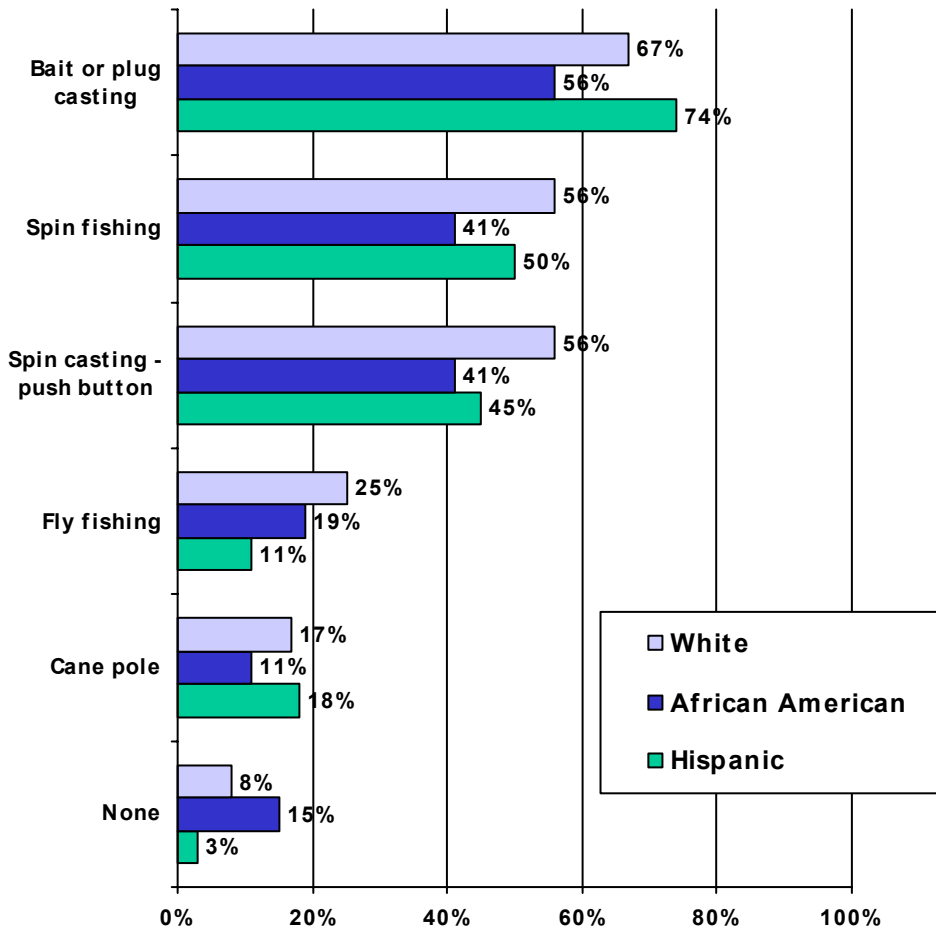
If they have to initiate the trip, just under 20% of each group of prospects would continue to be interested in going fishing.

Based on those who do not usually initiate trip.

*Anticipated behavior

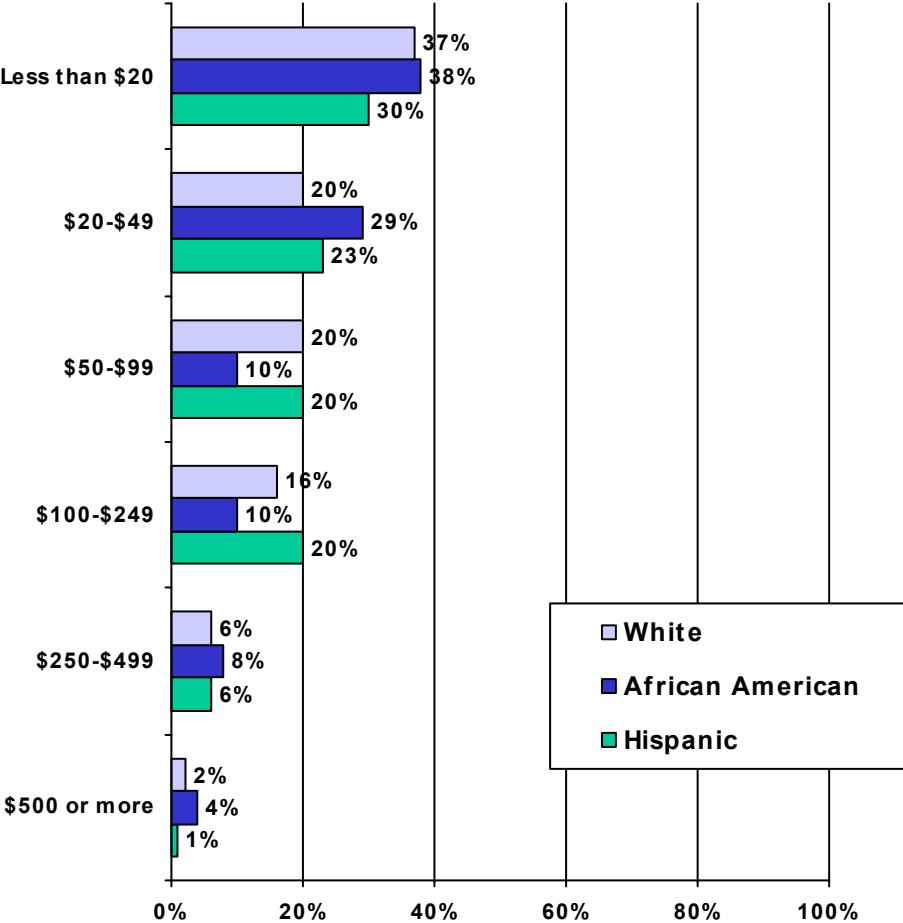
Types of Fishing Tackle Currently Own

- By Race / Ethnicity -



African American anglers are less likely to own any fishing tackle than are either White or Hispanic anglers. Similarly, African Americans are somewhat less likely to own any of the specific types of equipment. Hispanics are particularly likely to own bait or plug casting equipment. Whites are more likely than Hispanics or African Americans to own fly fishing equipment.

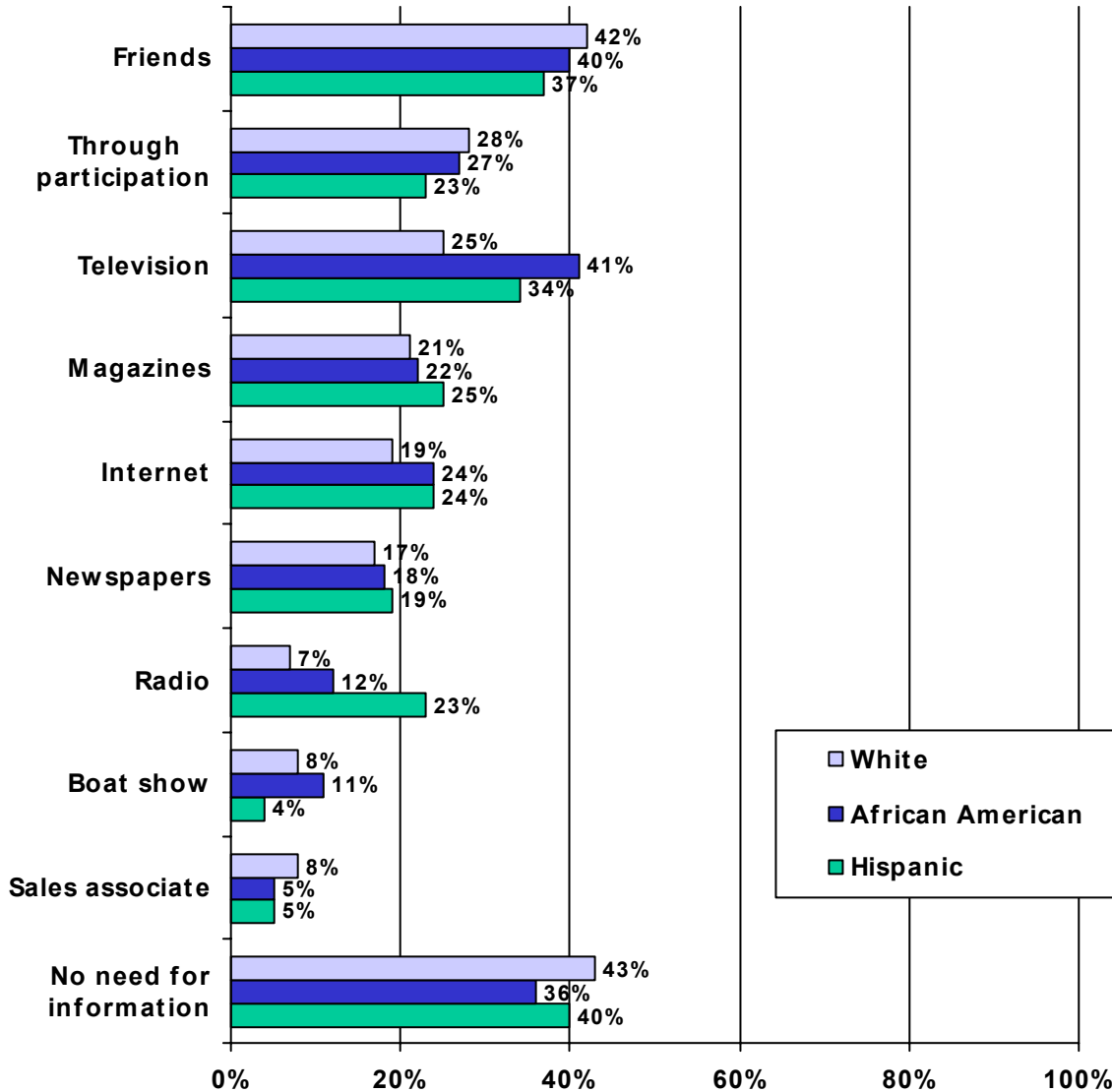
Annual Expenditure on Fishing Equipment - By Race / Ethnicity -



Regardless of race or ethnicity, anglers are most likely to report that they spend less than \$20 annually on fishing equipment.

Top Choices for Fishing Information

- By Race / Ethnicity -



African Americans tend to have a greater reliance on television for information about fishing than the other two racial categories. Hispanics have a higher level of reliance on the radio.

Note: Only sources that registered at least a 5% interest level are shown.

Reasons for Participating in Recreational Boating and Fishing

Reasons for Participating in Boating and Fishing

- By Race / Ethnicity -

African American, Hispanic and White boaters tend to find the same types of enjoyment in boating, including the way it allows them to feel a release from stress, its restful nature, and the opportunity boating provides to feel a connection with nature. Nevertheless, the groups do differ in important ways in regard to the benefits they experience from boating.

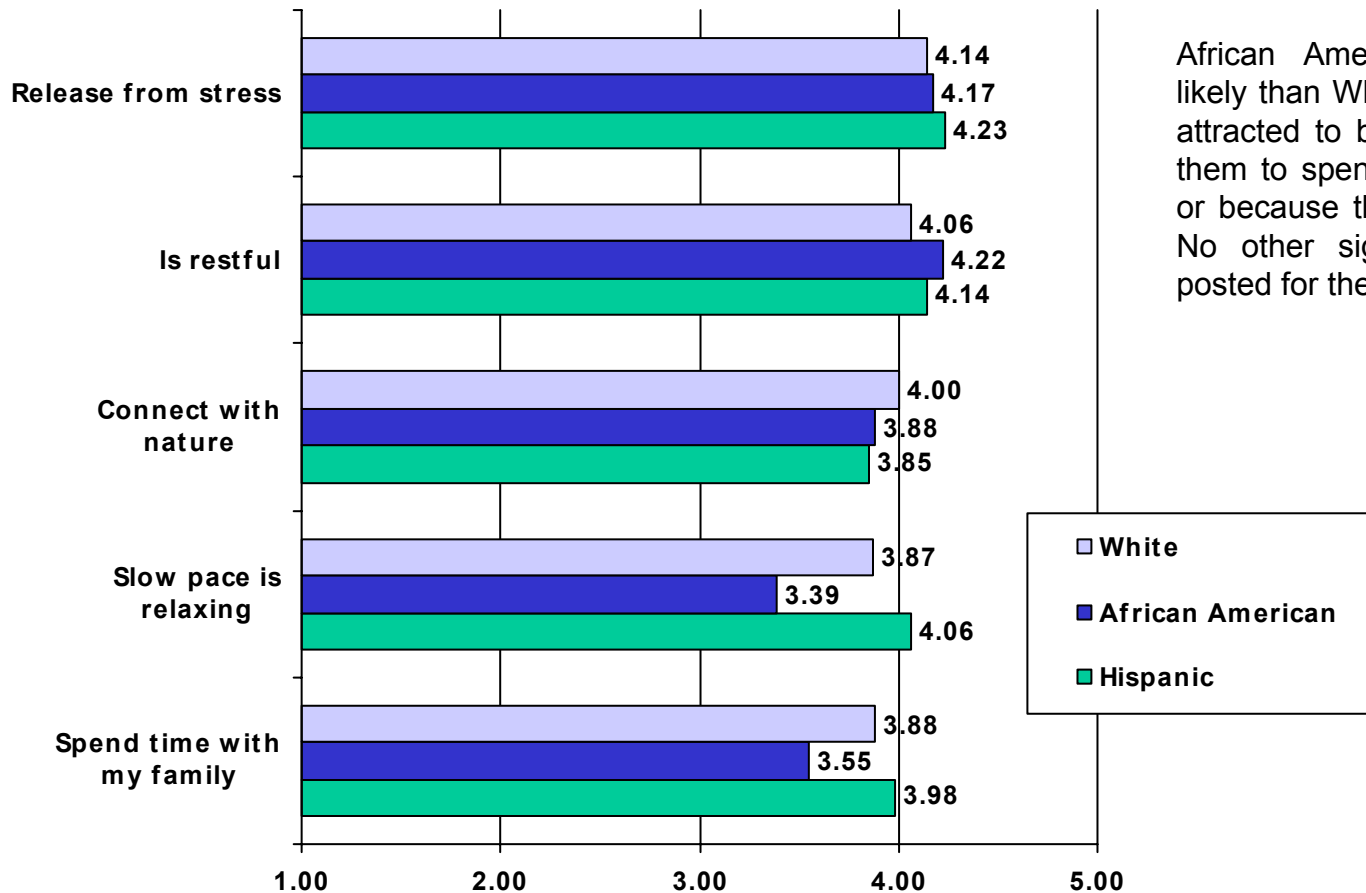
Hispanics are more likely to be attracted to boating because it is an opportunity to spend time with their friends, gives them a sense of freedom from responsibility, and because they have fun and often humorous experiences when boating. Recall that these attributes are all particularly important to Hispanics in the selection of recreational and leisure activities.

Recall that African Americans value recreational activities that allow for self-improvement and growth. Boating seems to meet these needs. African Americans often like the challenge they get from boating and feel a sense of accomplishment from boating. Thus, they can experience boating as a form of self-improvement and growth. They are less likely, however, to be attracted to boating because of its slow pace.

Hispanics also like fishing because it gives them freedom from responsibility, it can be humorous and fun, and allows them to spend time with friends and family. Both African Americans and Hispanics are more likely than Whites to enjoy fishing because it does not require a high level of skill.

Interestingly, African Americans are less attracted to the idea of connecting with nature or with water through fishing. They rank both connecting with water and connecting with nature through fishing significantly lower than both Whites and Hispanics.

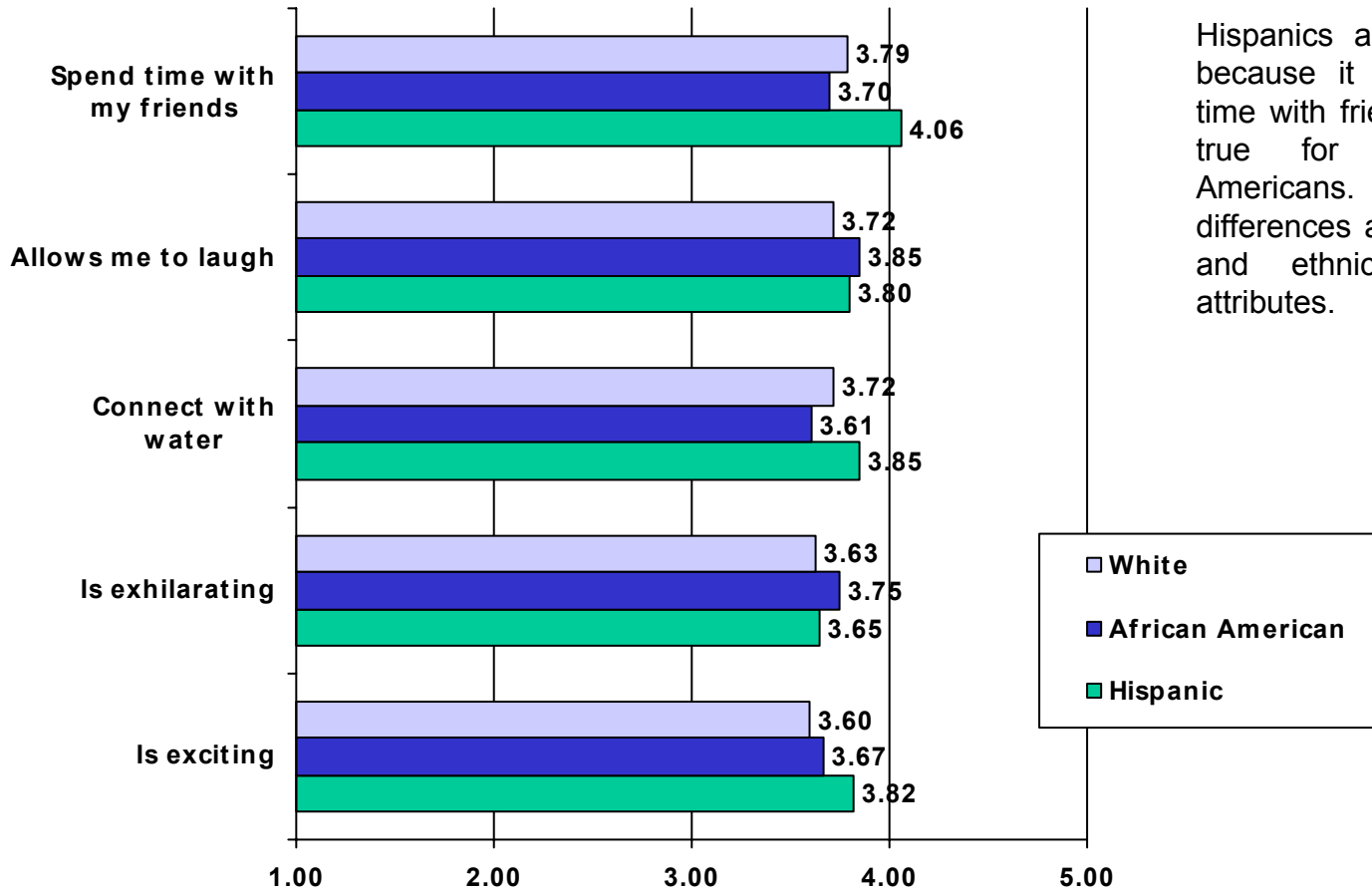
Importance of Specific Attributes for Enjoyment of Boating - By Race / Ethnicity -



African American boaters are less likely than Whites and Hispanics to be attracted to boating because it allows them to spend time with their families or because the slow pace is relaxing. No other significant differences are posted for these attributes.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Boating - By Race / Ethnicity -

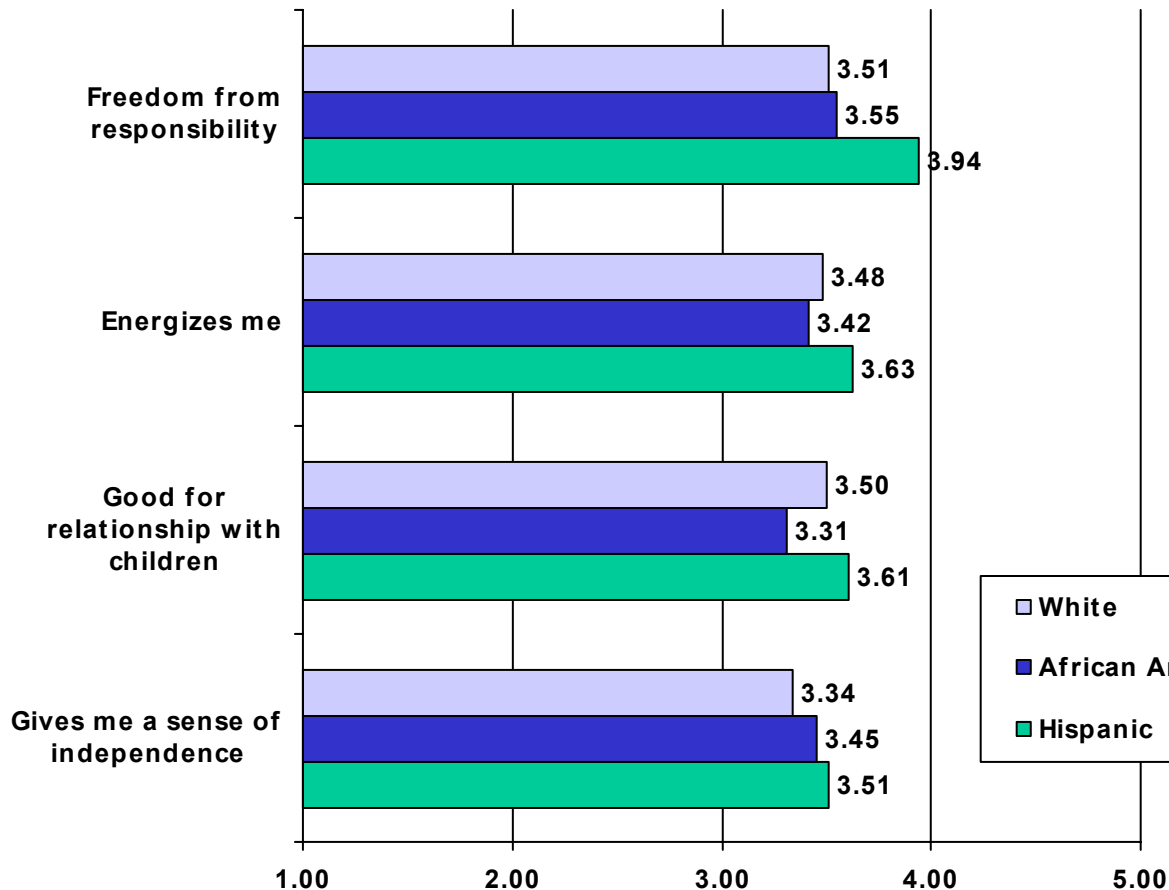


Hispanics are attracted to boating because it allows them to spend time with friends – more so than is true for Whites or African Americans. No other significant differences are posted across racial and ethnic groups for these attributes.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Boating (con't)

- By Race / Ethnicity -

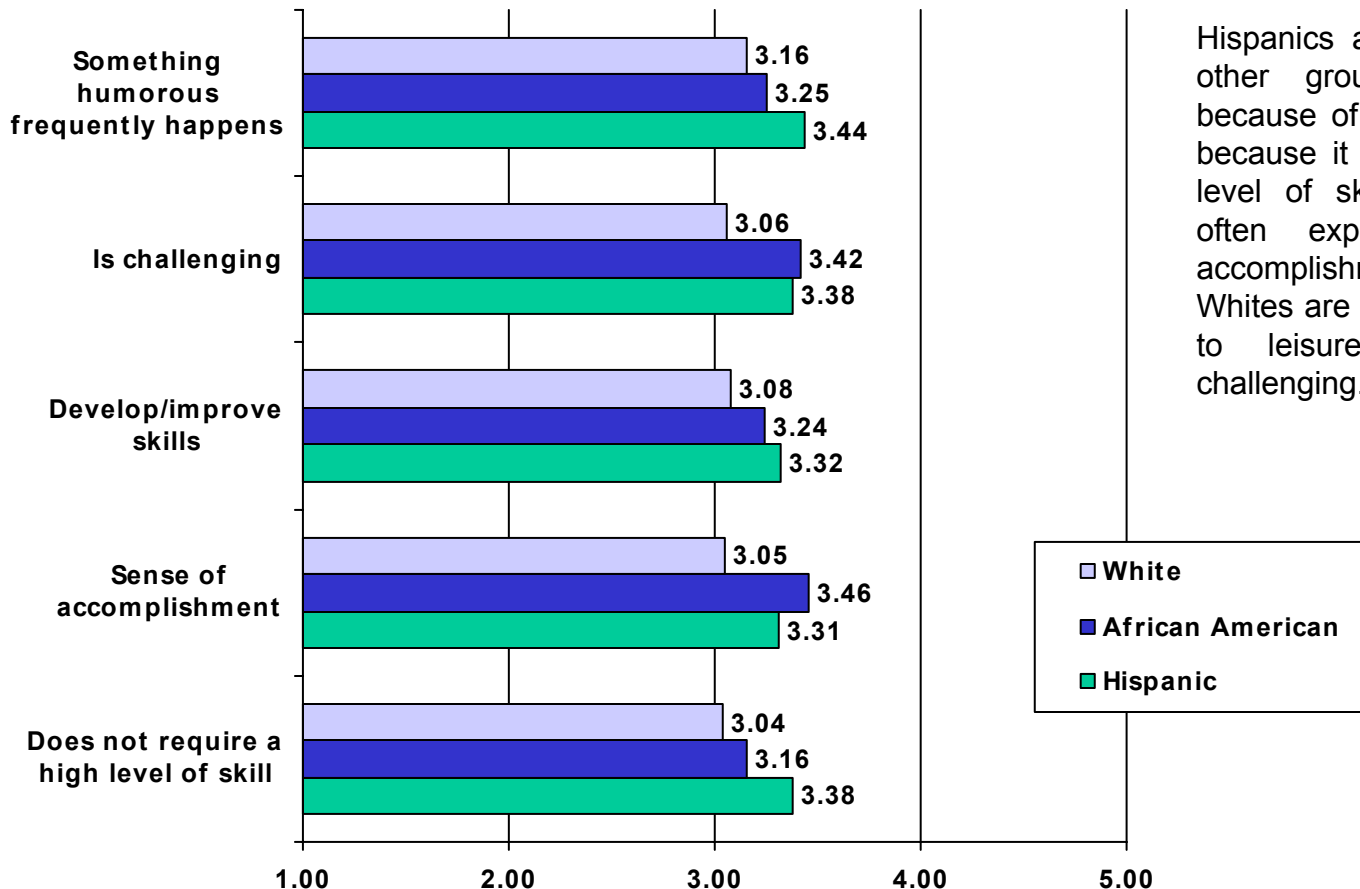


Hispanics are more likely than African Americans or Whites to say that they are attracted to boating because it gives them a feeling of freedom from responsibility. They are slightly more likely to report that they go boating because it energizes them, is good for their relationship with their children, and it gives them a sense of independence. These last differences are not, however, statistically significant.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Boating (con't)

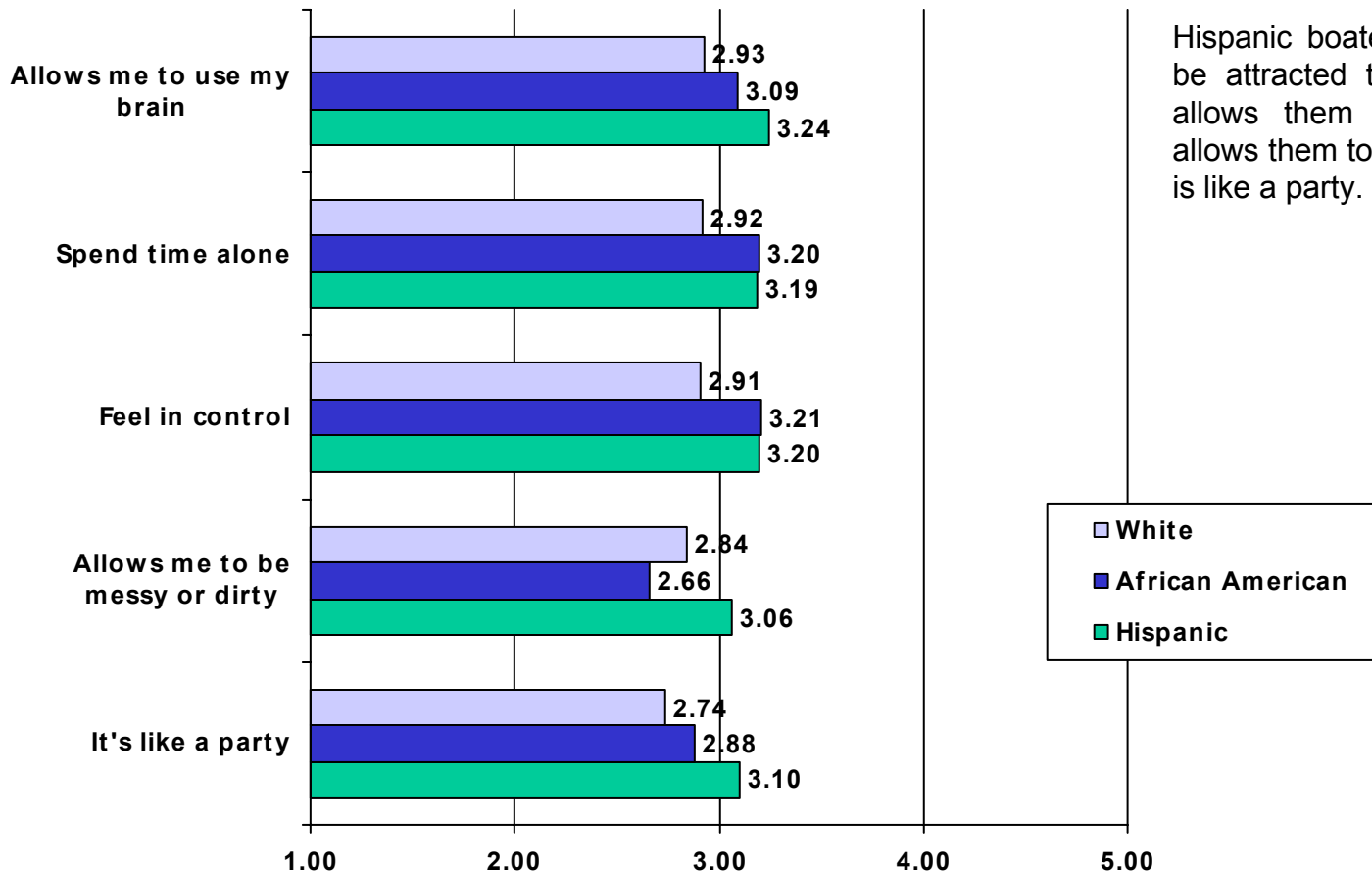
- By Race / Ethnicity -



Hispanics are more likely than the other groups to enjoy boating because of the humor and fun and because it does not require a high level of skill. African Americans often experience a sense of accomplishment through boating. Whites are less likely to be attracted to leisure activities that are challenging.

Mean score on a 5-point scale where the higher the score the more important the attribute.

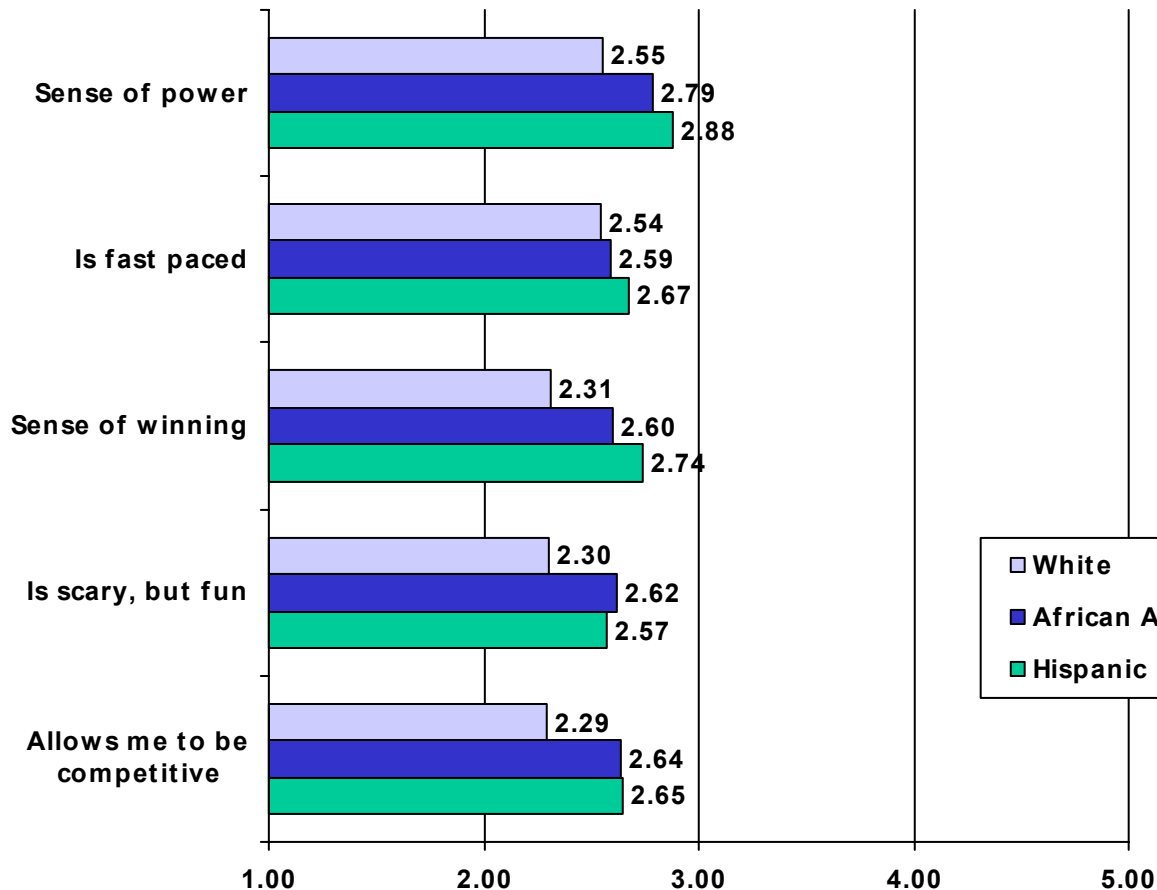
Importance of Specific Attributes for Enjoyment of Boating (con't) - By Race / Ethnicity -



Hispanic boaters are more likely to be attracted to boating because it allows them to use their brains, allows them to be messy or dirty and is like a party.

Mean score on a 5-point scale where the higher the score the more important the attribute.

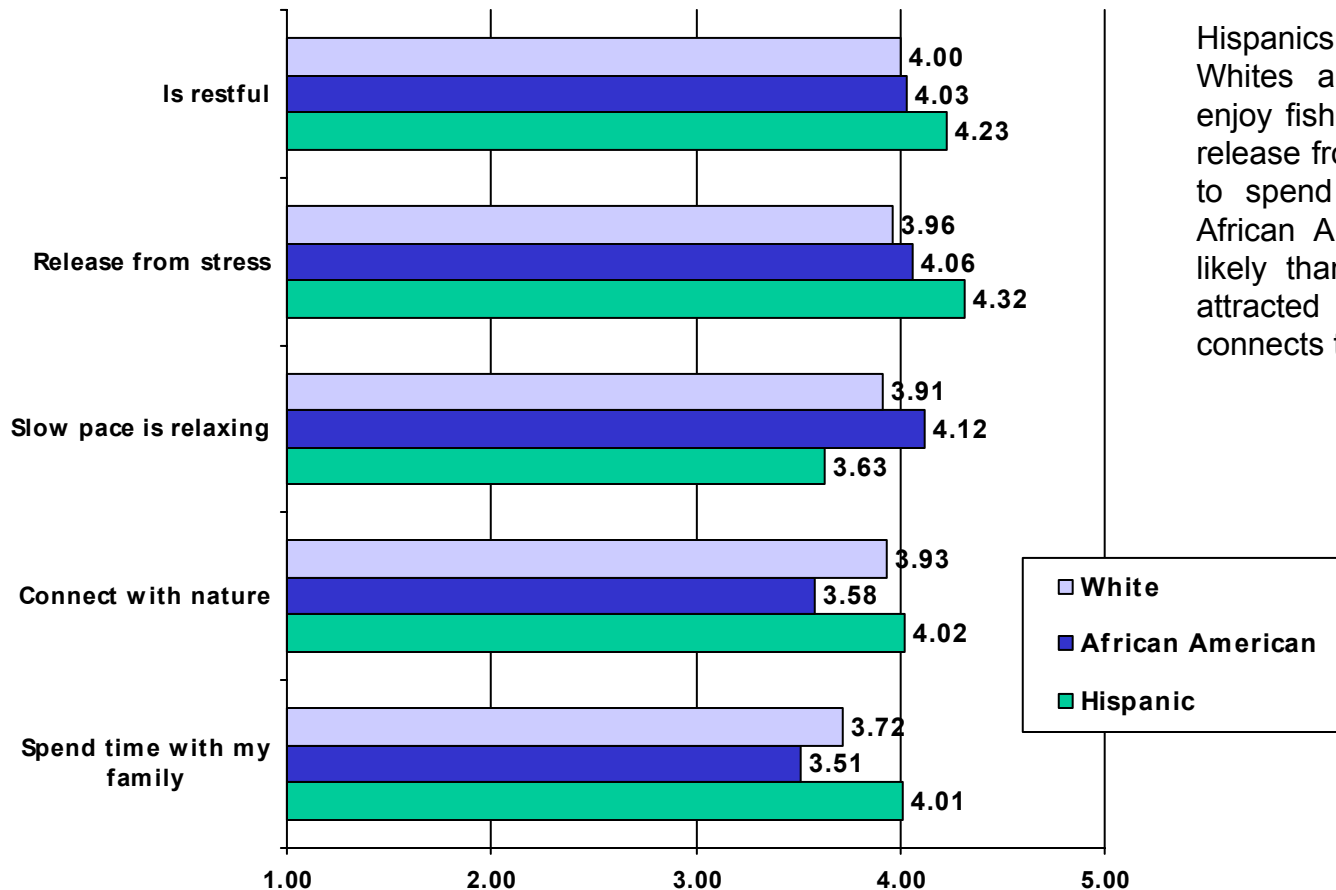
Importance of Specific Attributes for Enjoyment of Boating (con't) - By Race / Ethnicity -



Both African Americans and Hispanics are more likely to be attracted to boating because it allows them to be competitive than are Whites. They are also more likely than Whites to be attracted to a scary but fun quality of the experience. Nevertheless, the mean rating for these attributes are below 3.00 for all three groups.

Mean score on a 5-point scale where the higher the score the more important the attribute.

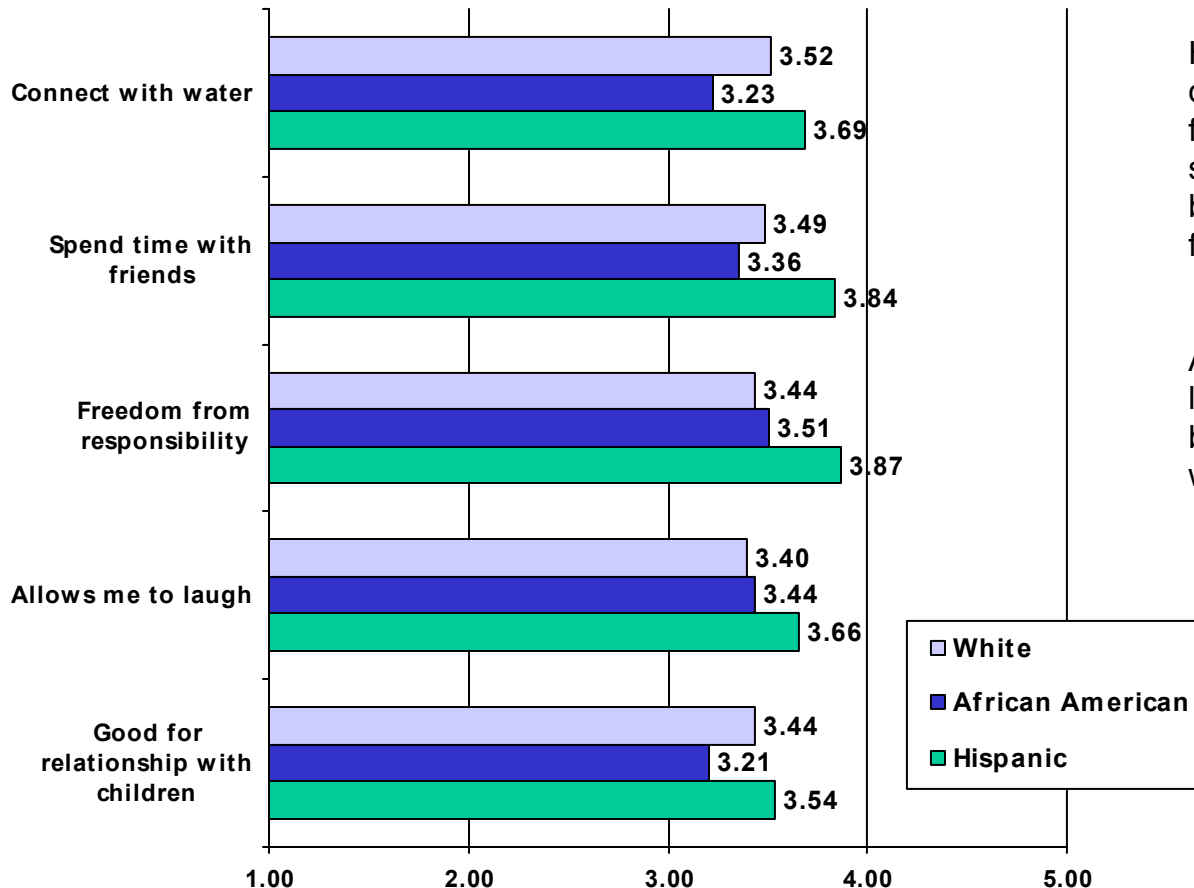
Importance of Specific Attributes for Enjoyment of Fishing - By Race / Ethnicity -



Hispanics are more likely than Whites and African Americans to enjoy fishing because it is restful, a release from stress and allows them to spend time with their families. African Americans are slightly less likely than the other groups to be attracted to fishing because it connects them to nature.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Fishing - By Race / Ethnicity -

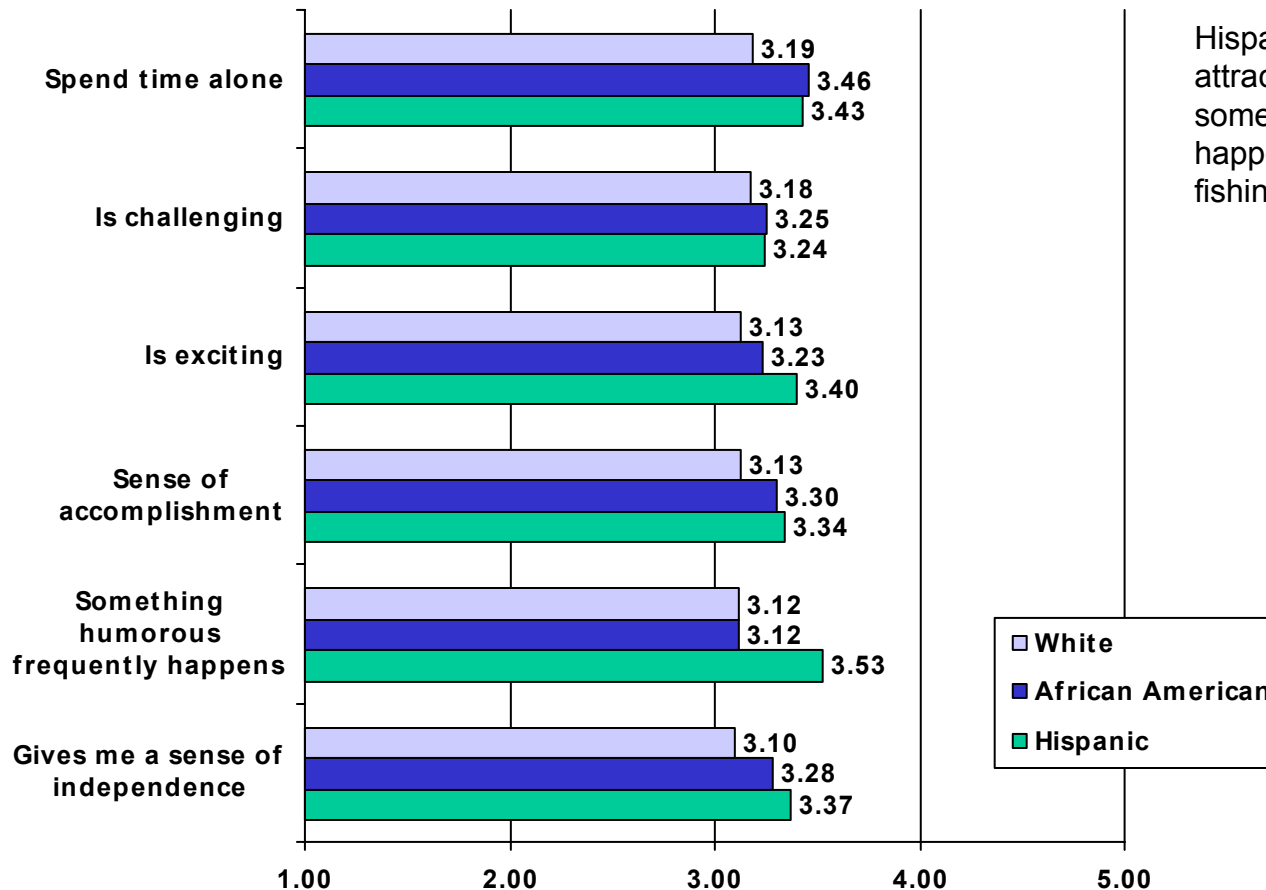


Hispanics are more likely than the other groups to be attracted to fishing because it allows them to spend time with their friends and because it gives them a sense of freedom from responsibility.

African Americans are somewhat less likely to be attracted to fishing because it allows them to connect with water.

Mean score on a 5-point scale where the higher the score the more important the attribute.

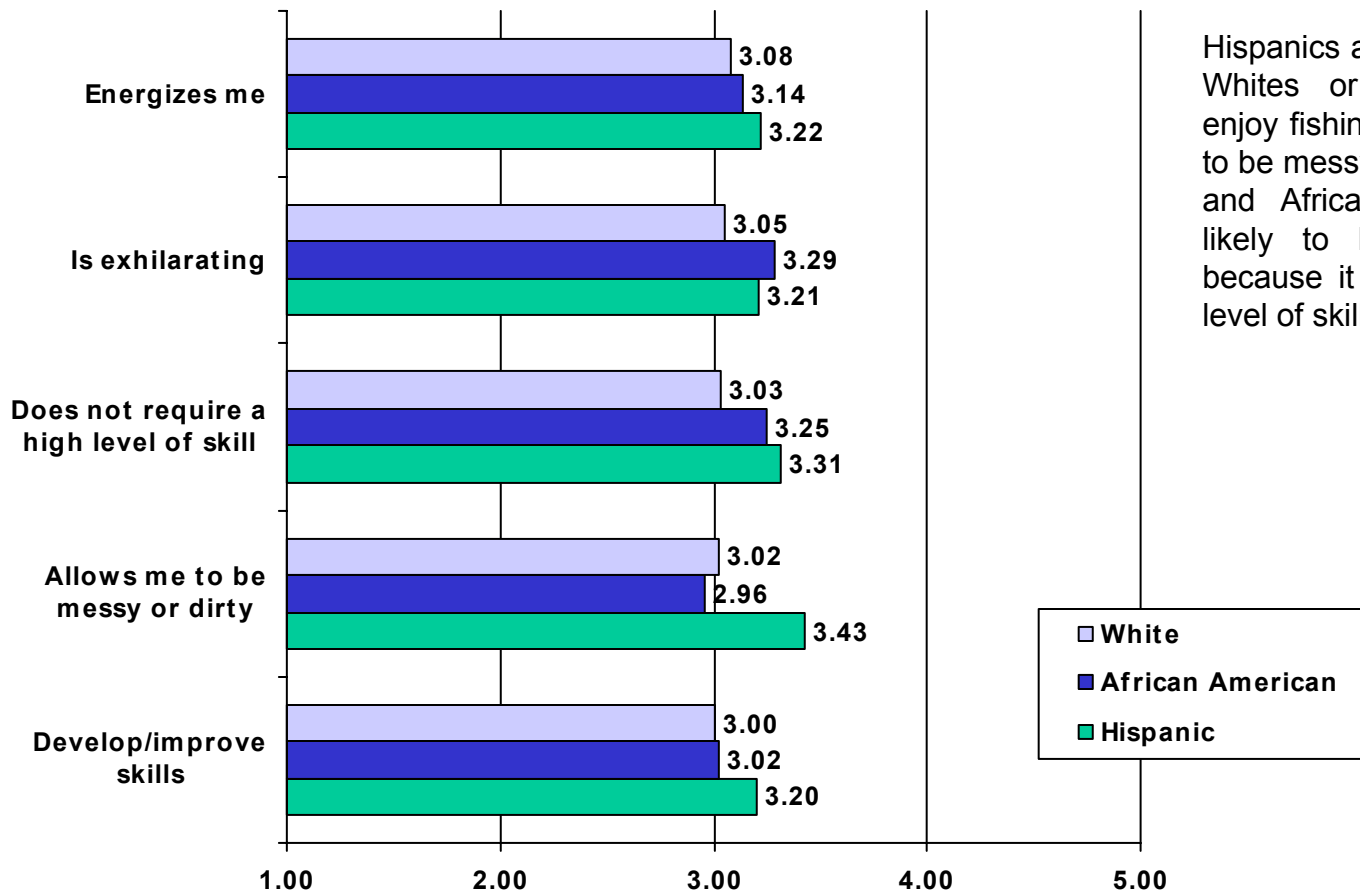
Importance of Specific Attributes for Enjoyment of Fishing (con't) - By Race / Ethnicity -



Hispanics are more likely to be attracted to fishing because something humorous frequently happens and because they find fishing exciting.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Fishing (con't) - By Race / Ethnicity -

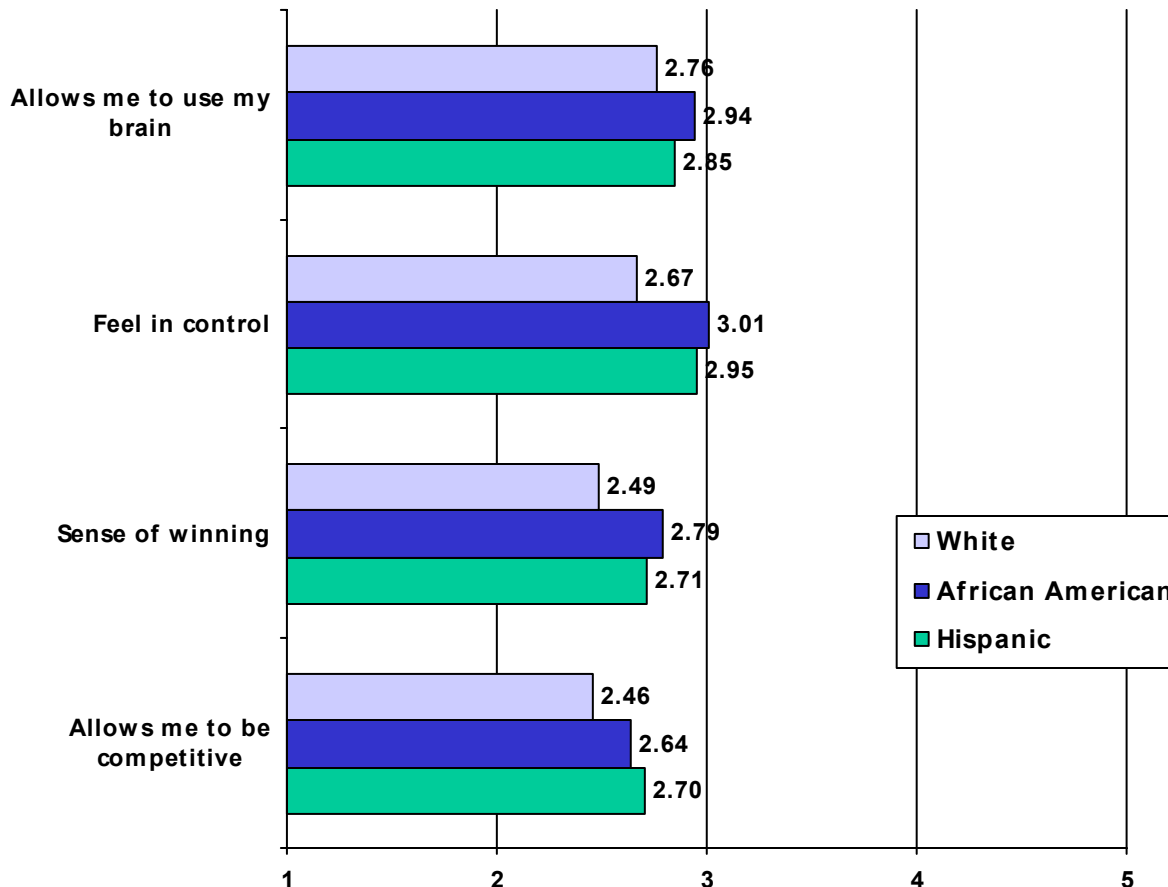


Hispanics are more likely than either Whites or African Americans to enjoy fishing because it allows them to be messy or dirty. Both Hispanics and African Americans are more likely to be attracted to fishing because it does not require a high level of skill.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Fishing (con't)

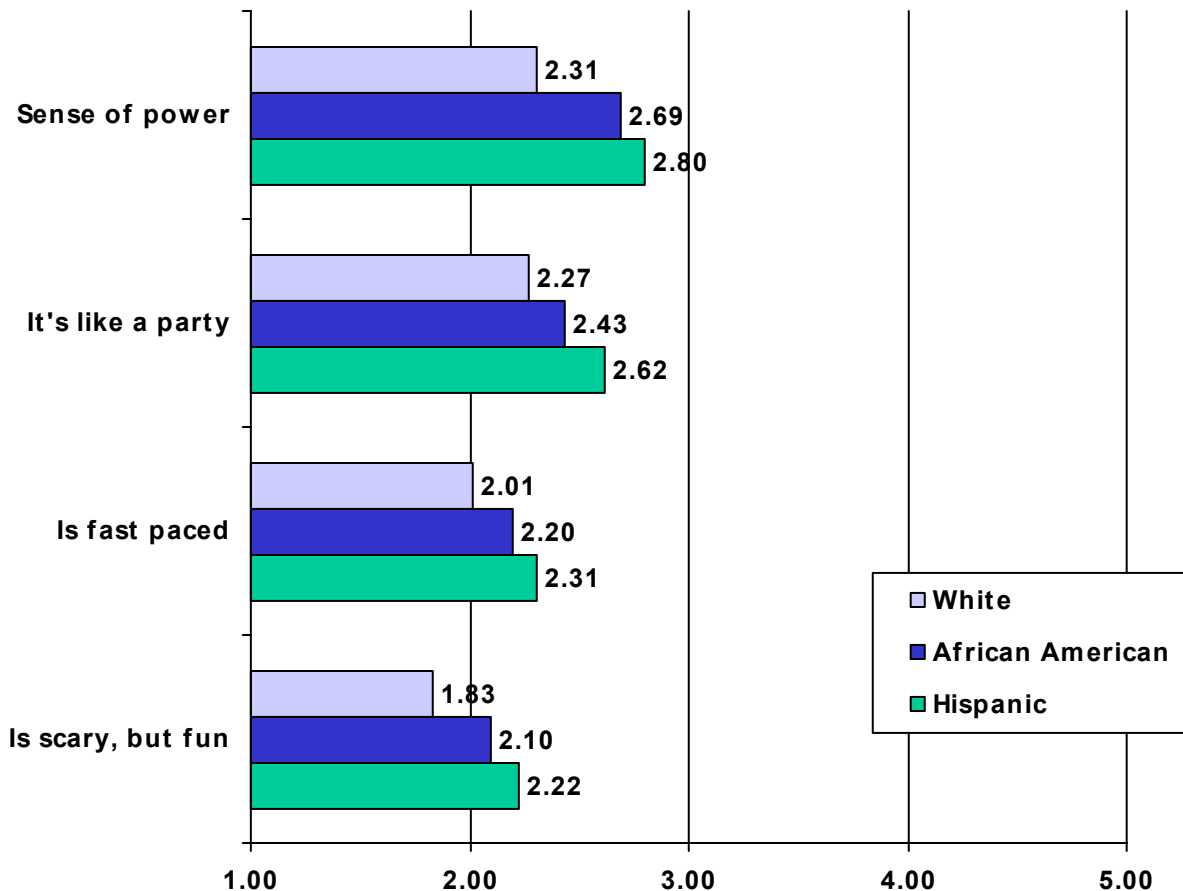
- By Race / Ethnicity -



African Americans and Hispanics are significantly more likely than Whites to be attracted to fishing because it allows them to feel in control, gives them a sense of winning, and allows them to be competitive. Nevertheless, the ratings for all three groups tend to be below 3.00 on these attributes suggesting that these are probably not the key drivers attracting them to fishing.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Importance of Specific Attributes for Enjoyment of Fishing (con't) - By Race / Ethnicity -



Both African Americans and Hispanics are more likely to enjoy a sense of power that they get from fishing. Hispanics are also more likely to view fishing as more like a party. Both Hispanics and African Americans are more likely than Whites to be attracted to fishing because it is scary but fun.

Mean score on a 5-point scale where the higher the score the more important the attribute.

Who Participates in Boating and Fishing: Self Descriptions and Imagery

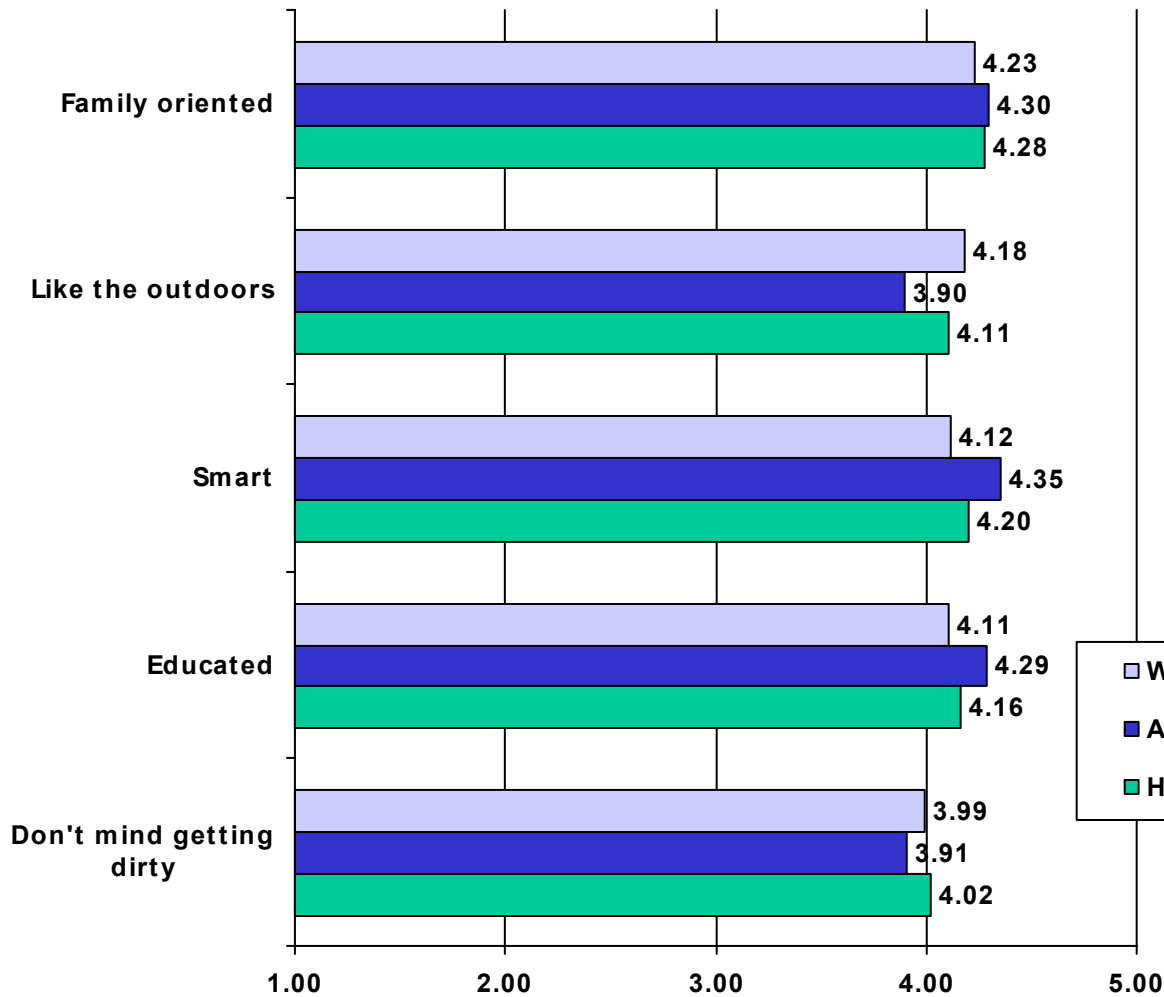
Who Participates in Boating and Fishing - By Race / Ethnicity -

Regardless of race or ethnicity, boaters and anglers tend to describe themselves as being family oriented, liking the outdoors, smart, educated and not minding to get dirty. Nevertheless, some differences in self-image are evident across the racial groups. African Americans are more likely to view themselves as smart and educated than the other two groups. African Americans are also more likely to describe themselves as energetic and social. But, they also view themselves as more patient, relaxed, spiritual, and, especially, more religious. Both Hispanics and African Americans view themselves as more goal oriented than do Whites. And, both groups are more likely to view themselves as hip or cool than are Whites!

When describing boaters, the three racial / ethnic groups tend to view boaters in the same ways. They think of boaters as people who like the outdoors, are adventurous, relaxed, social and outgoing. A few differences in perceptions are posted for the three groups. Hispanics tend to view boaters as more outgoing than do either Whites or African Americans. Hispanics, as well as African Americans, are somewhat more likely to think of boaters as energetic, smart, competitive, organized, goal oriented, spiritual and religious and as hip or cool.

The images that Whites, African Americans and Hispanics have of anglers tend to be quite similar. They view anglers as liking the outdoors, being patient, relaxed and adventurous, and as not minding to get dirty. Any differences that occur tend to be on attributes that are less strongly associated with anglers, such as being hip or cool. This is an attribute not generally associated with anglers. Nevertheless, Whites are less likely to think of anglers as hip or cool than are either Hispanics or African Americans.

Self Description - By Race / Ethnicity -



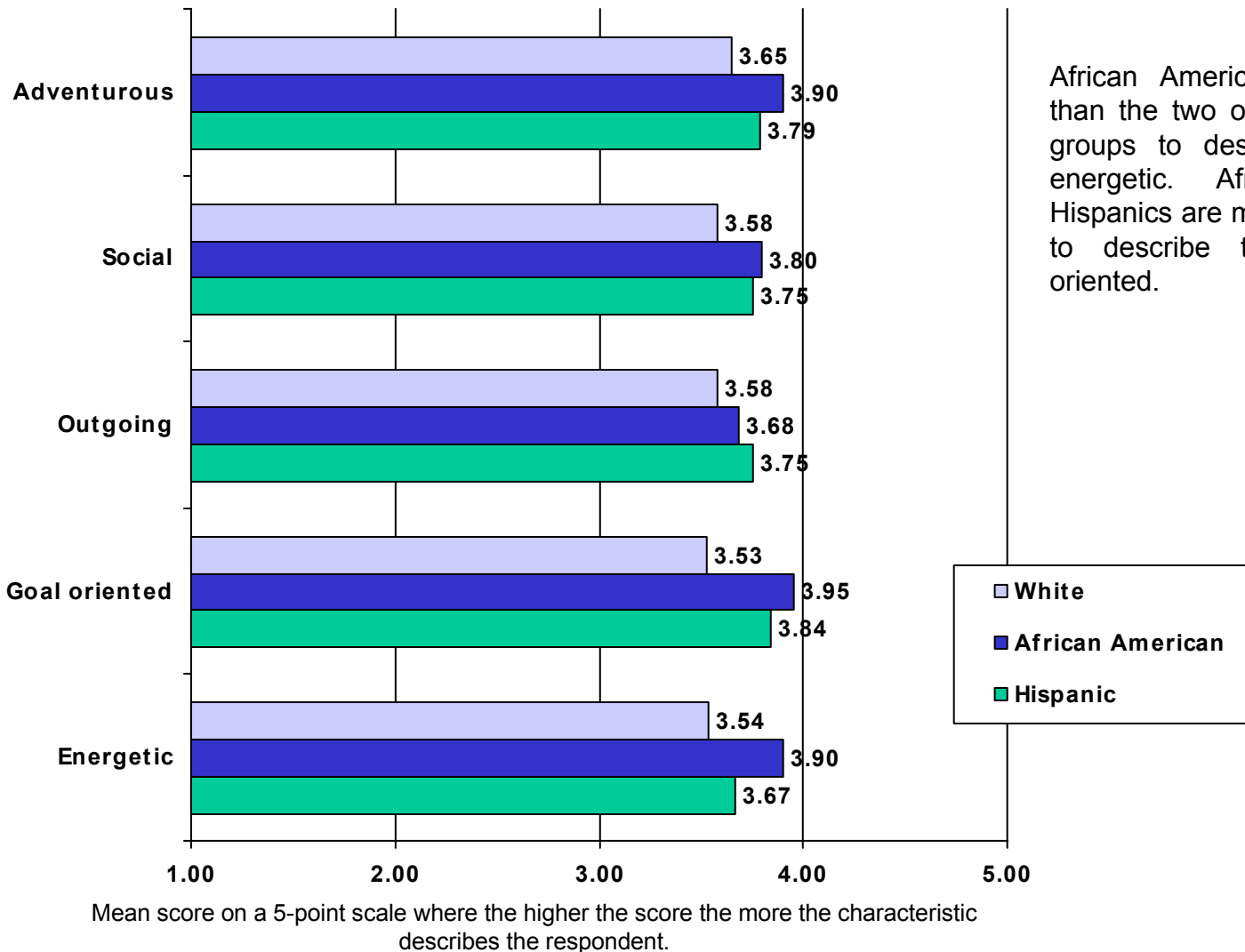
These African American anglers and boaters are more likely than Hispanics and Whites to describe themselves as “smart” and “educated.”



Mean score on a 5-point scale where the higher the score the more the characteristic describes the respondent.

Self Description (con't)

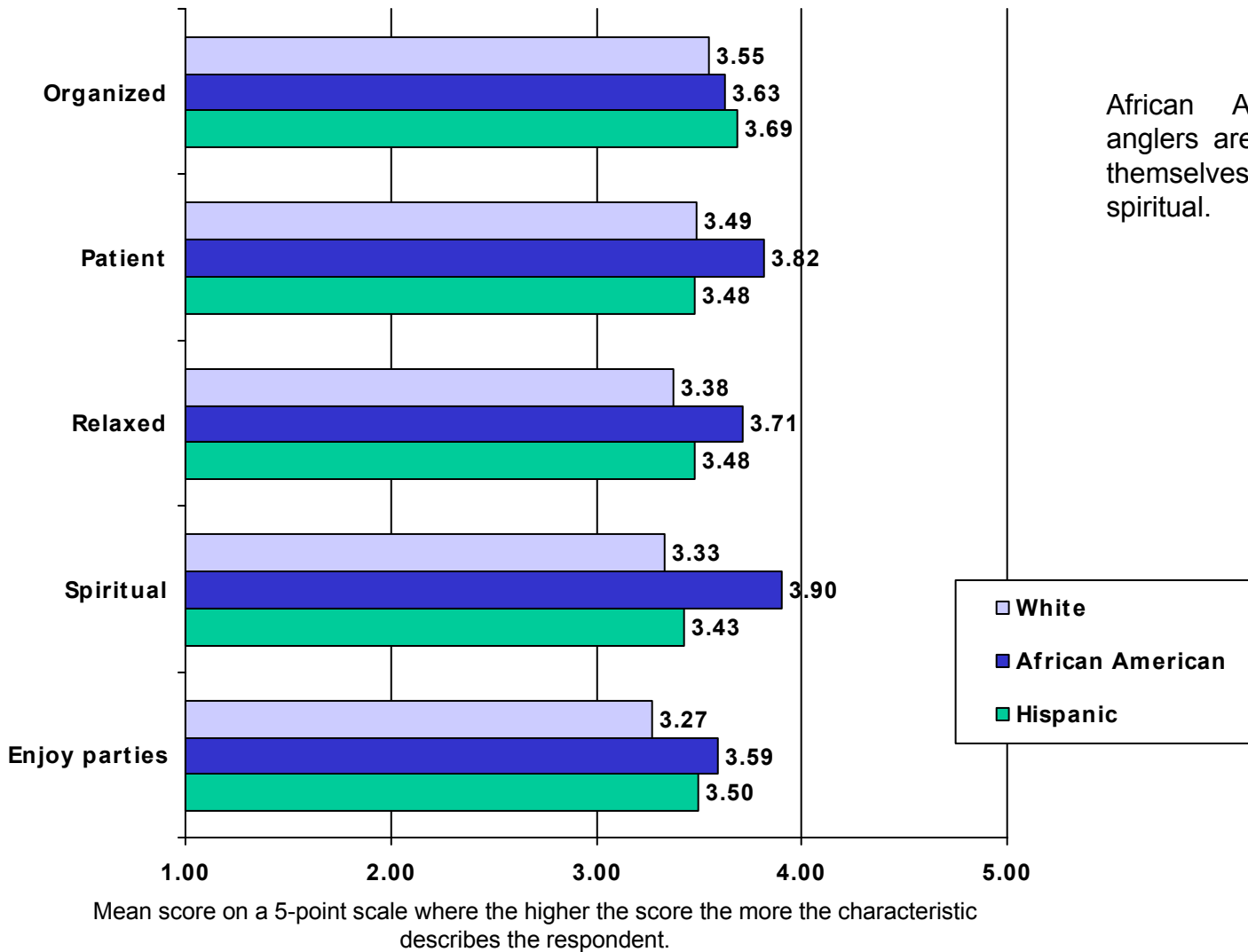
- By Race / Ethnicity -



African Americans are more likely than the two other racial and ethnic groups to describe themselves as energetic. African Americans and Hispanics are more likely than Whites to describe themselves as goal oriented.

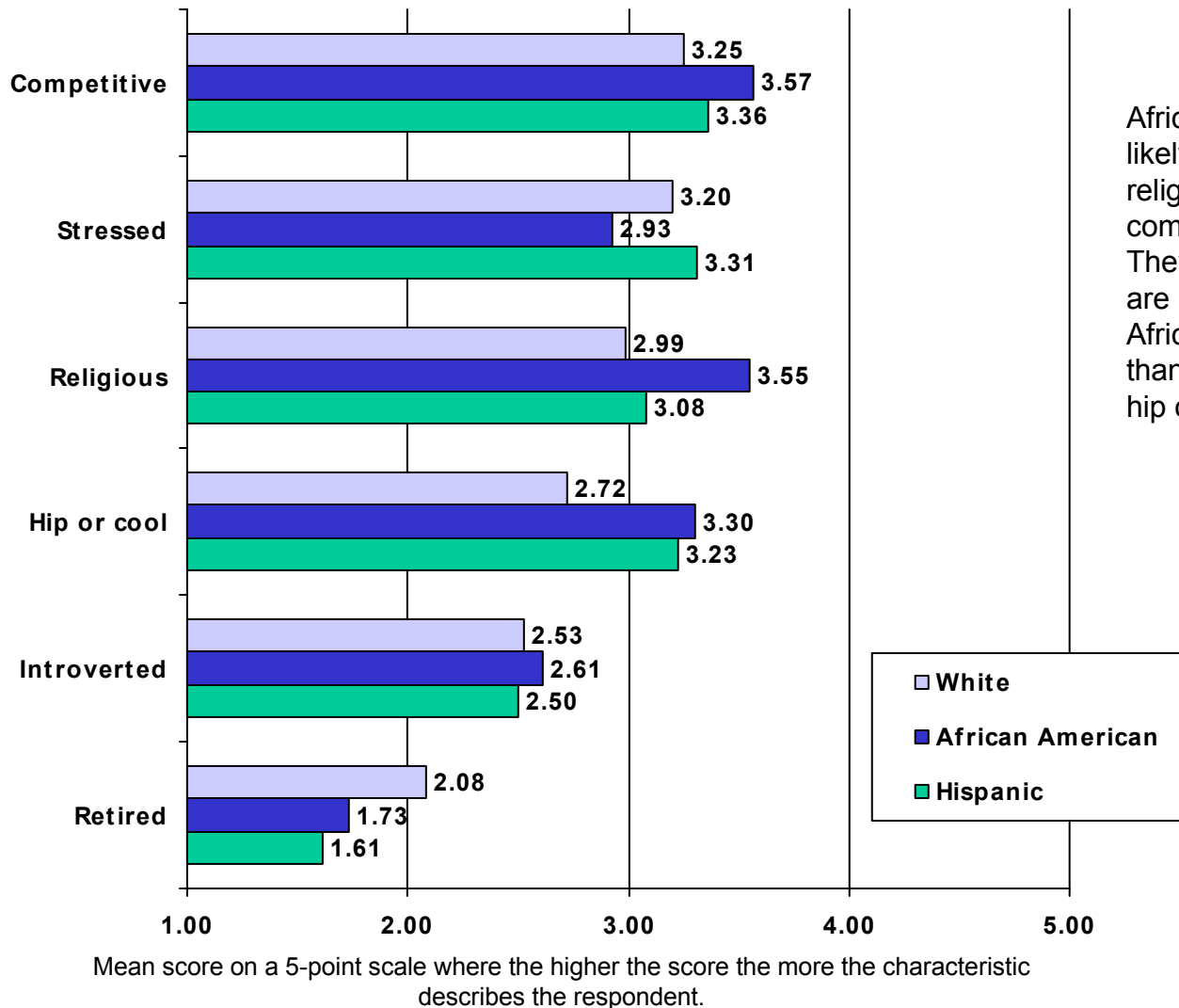
Self Description (con't)

- By Race / Ethnicity -



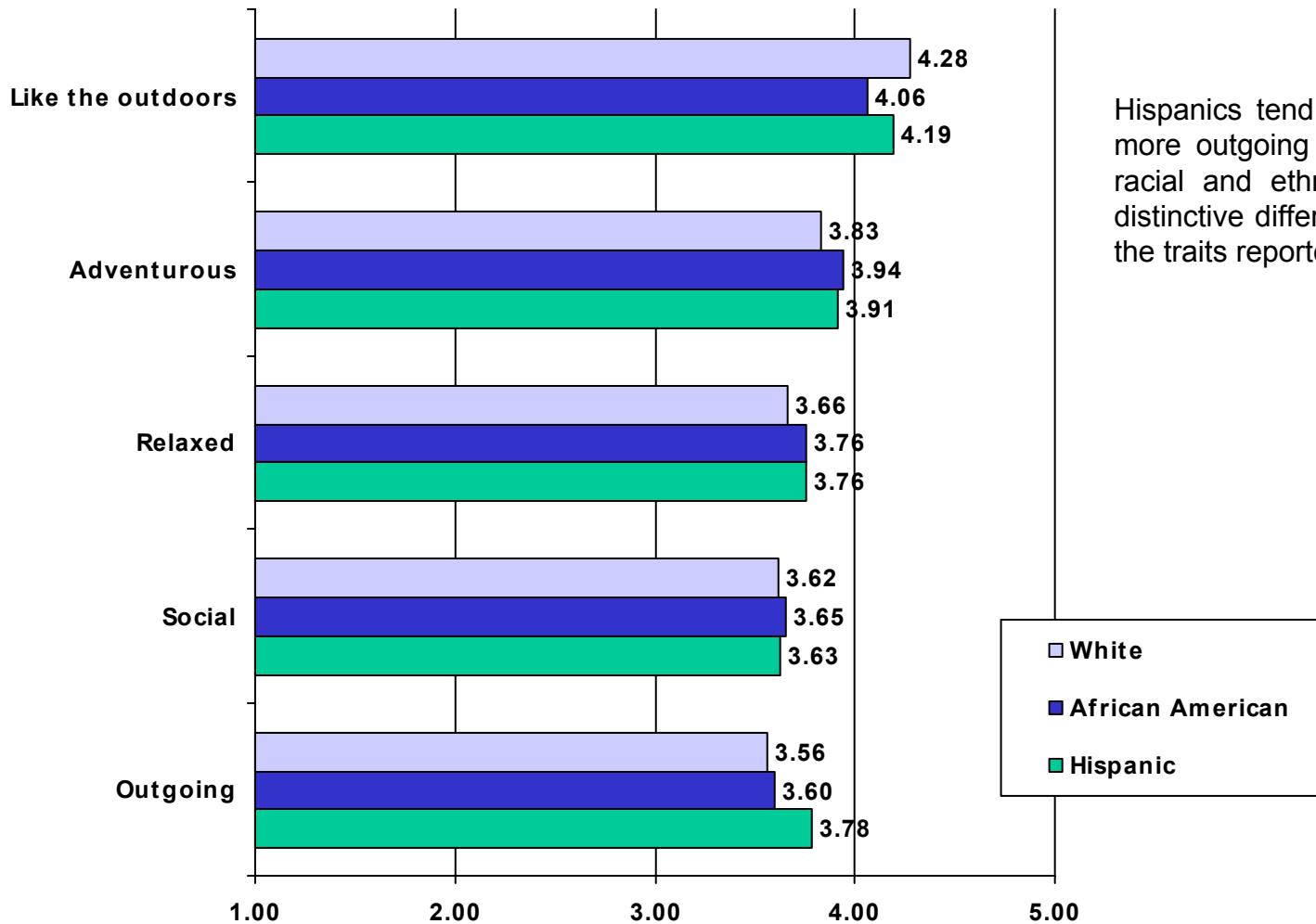
Self Description (con't)

- By Race / Ethnicity -



African Americans are particularly likely to describe themselves as religious and competitive in comparison to the other two groups. They are less likely to say that they are stressed. Both Hispanics and African Americans are more likely than Whites to view themselves as hip or cool.

Image of Boaters - By Race / Ethnicity -

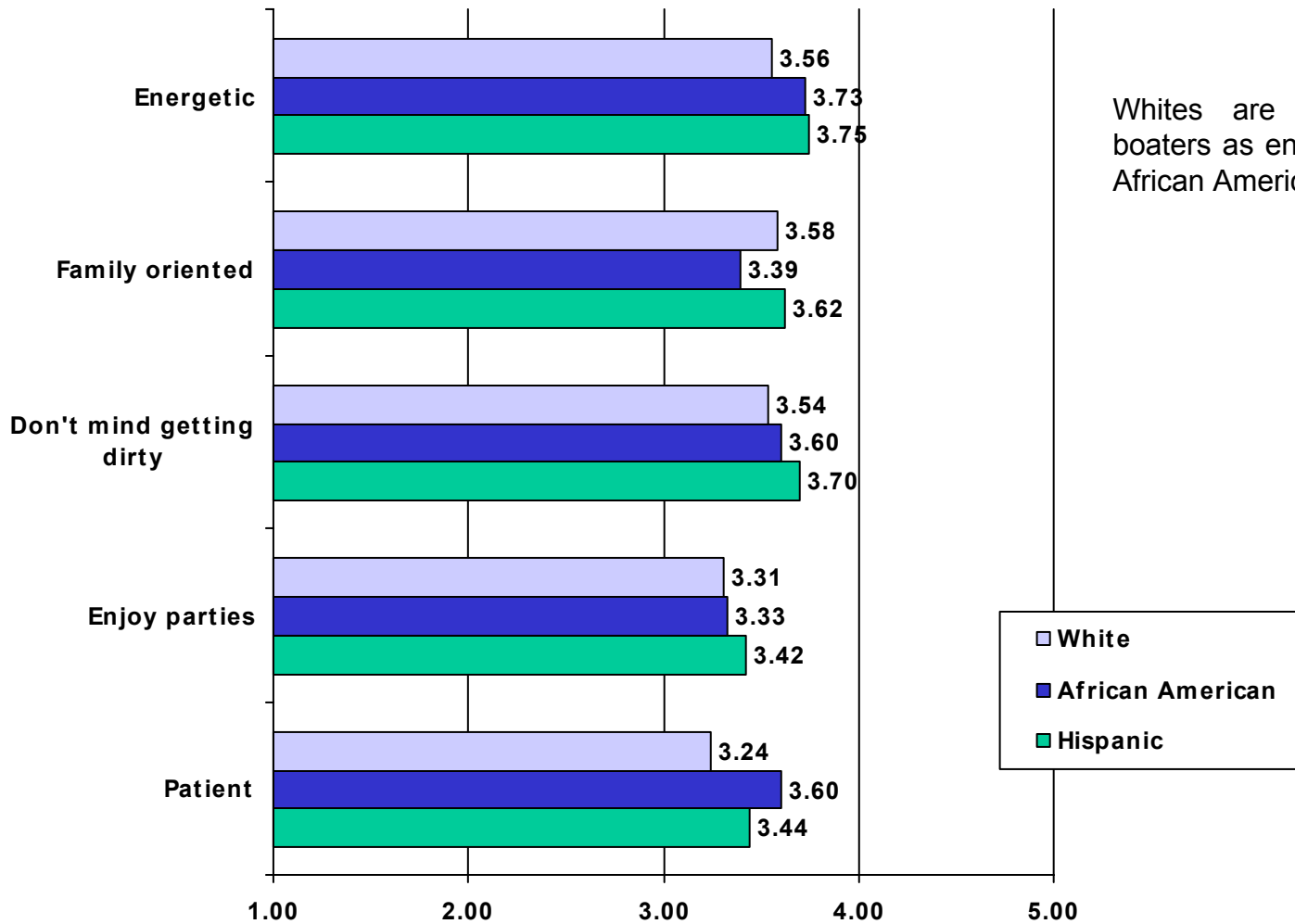


Hispanics tend to think of boaters as more outgoing than do the other two racial and ethnic groups. No other distinctive differences are apparent for the traits reported on this page.

Mean score on a 5-point scale where the higher the score the more the characteristic describes people who like to boat.

Image of Boaters (con't)

- By Race / Ethnicity -

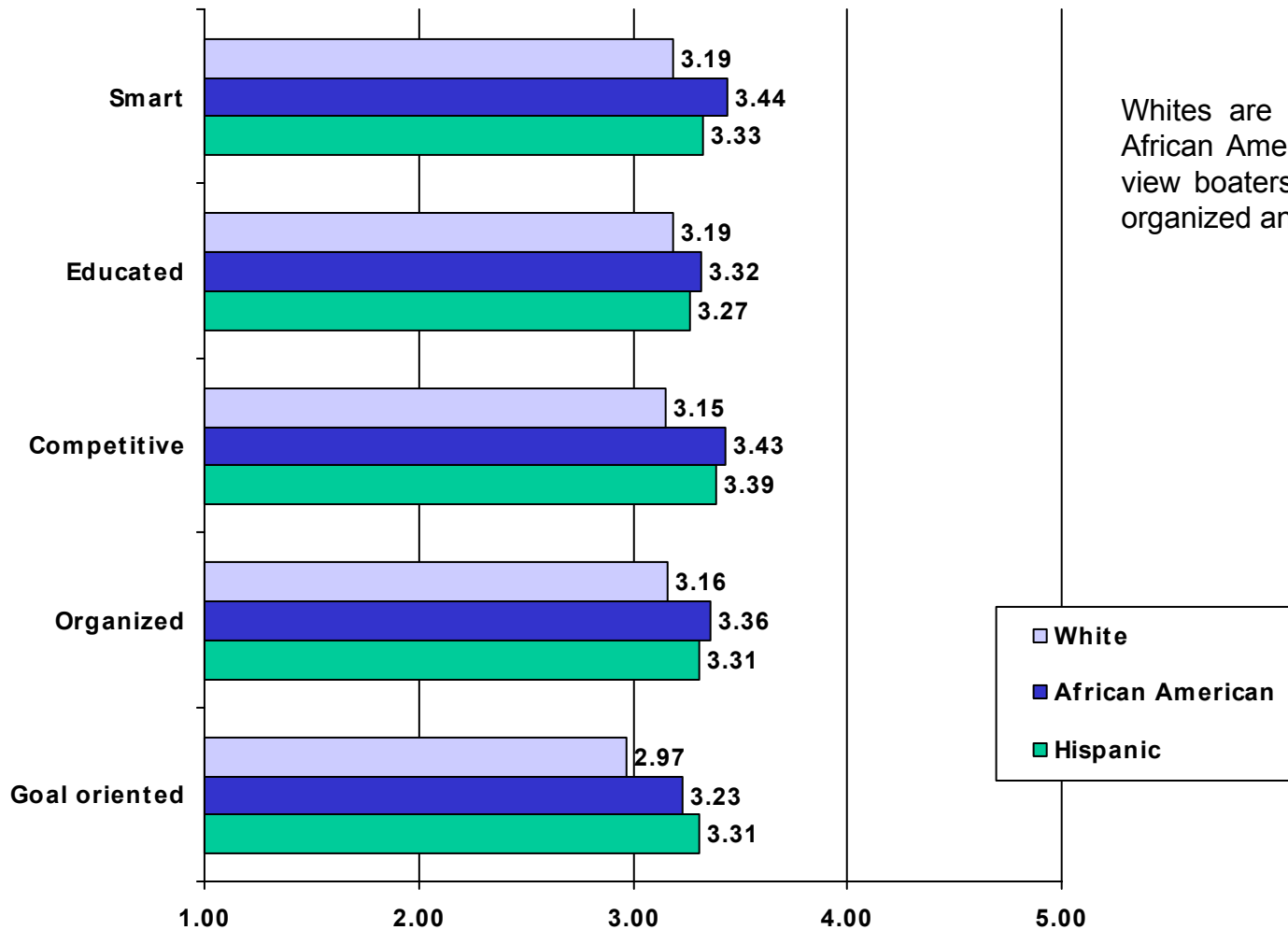


Whites are less likely to view boaters as energetic than are either African Americans or Hispanics.

Mean score on a 5-point scale where the higher the score the more the characteristic describes people who like to boat.

Image of Boaters (con't)

- By Race / Ethnicity -

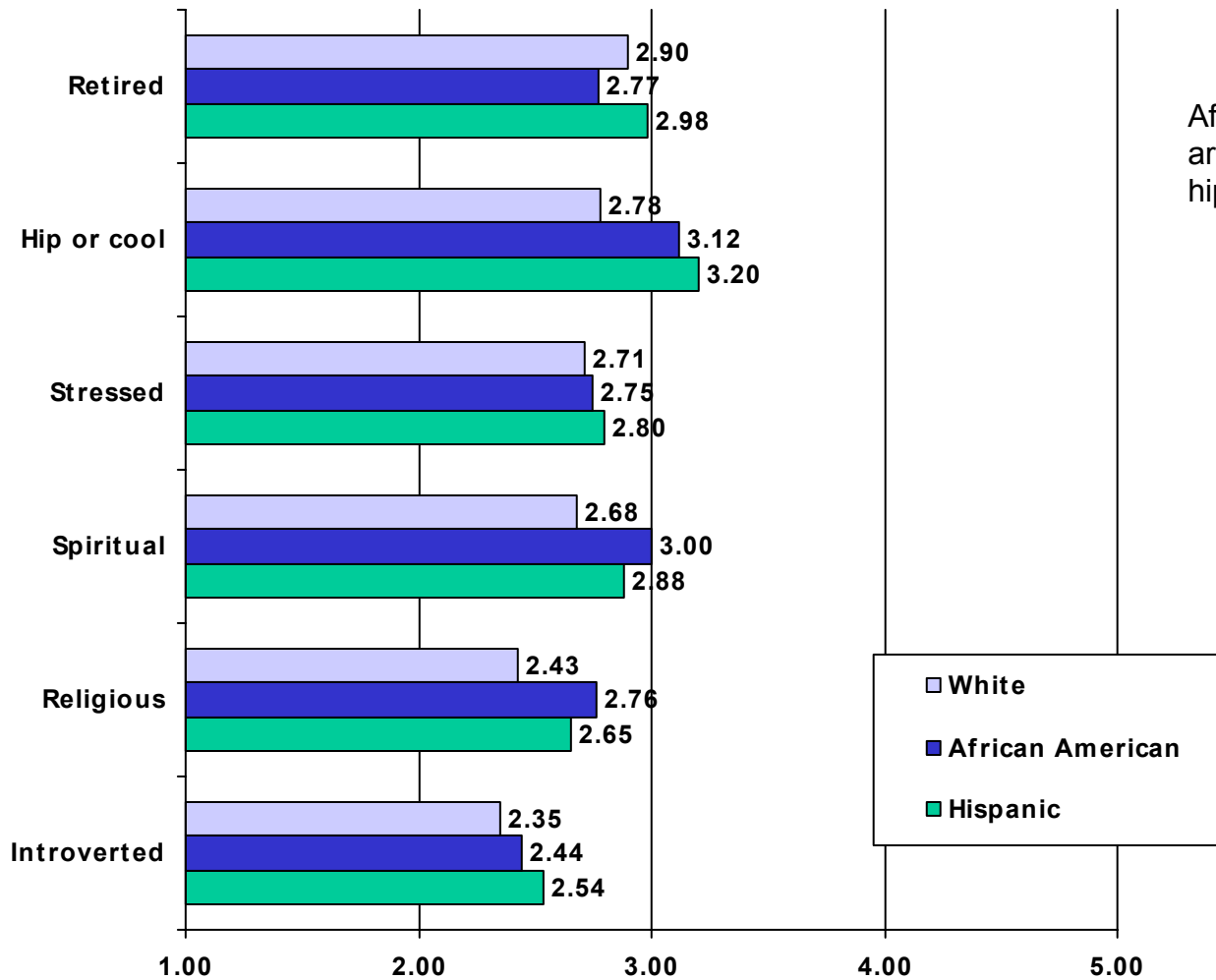


Whites are slightly less likely than African Americans and Hispanics to view boaters as smart, competitive, organized and goal oriented.

Mean score on a 5-point scale where the higher the score the more the characteristic describes people who like to boat.

Image of Boaters (con't)

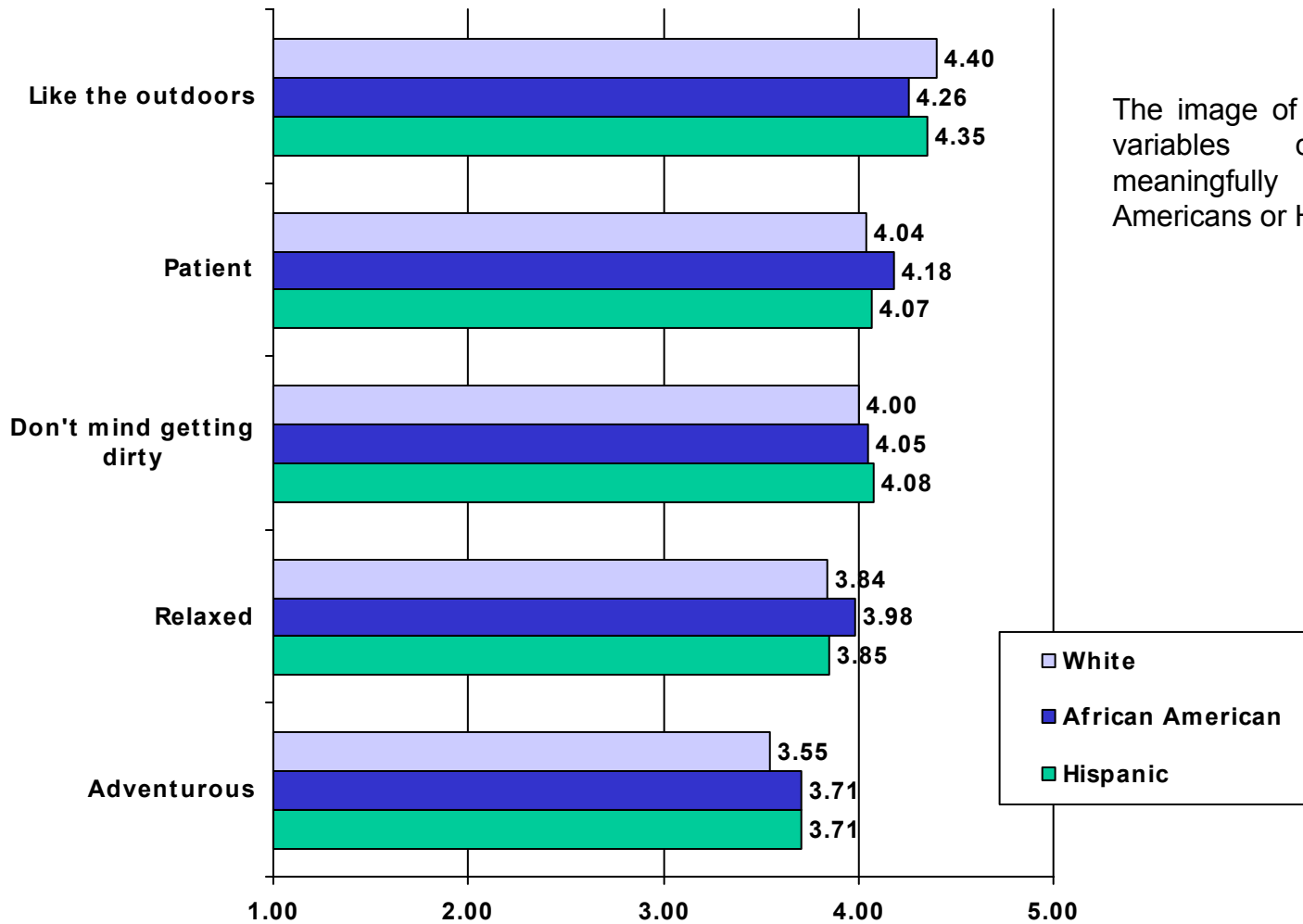
- By Race / Ethnicity -



African Americans and Hispanics are more likely to think of boaters as hip or cool, spiritual and religious.

Mean score on a 5-point scale where the higher the score the more the characteristic describes people who like to boat.

Image of Anglers - By Race / Ethnicity -

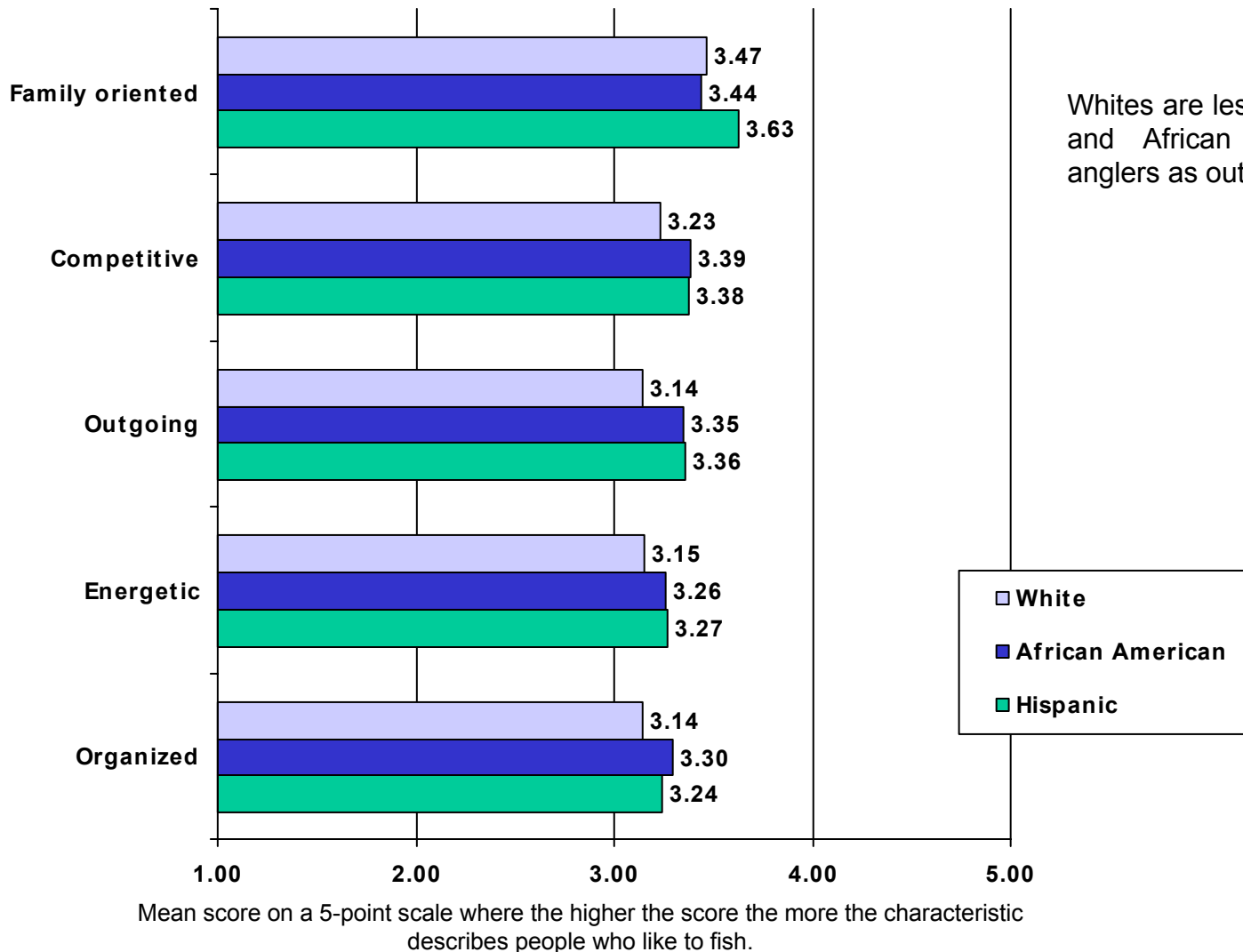


The image of anglers across these variables does not differ meaningfully for Whites, African Americans or Hispanics.

Mean score on a 5-point scale where the higher the score the more the characteristic describes people who like to fish.

Image of Anglers (con't)

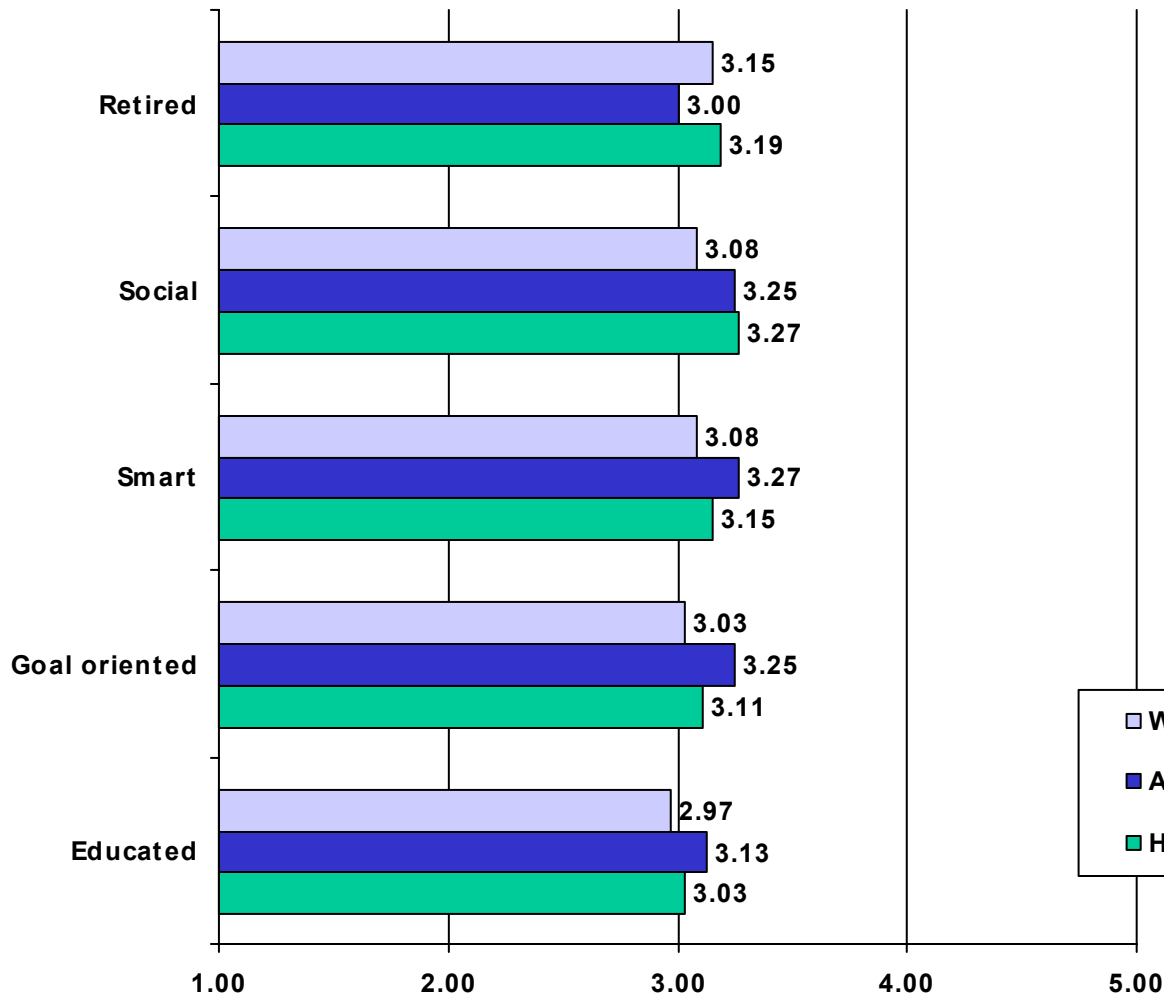
- By Race / Ethnicity -



Whites are less likely than Hispanics and African Americans to view anglers as outgoing.

Image of Anglers (con't)

- By Race / Ethnicity -



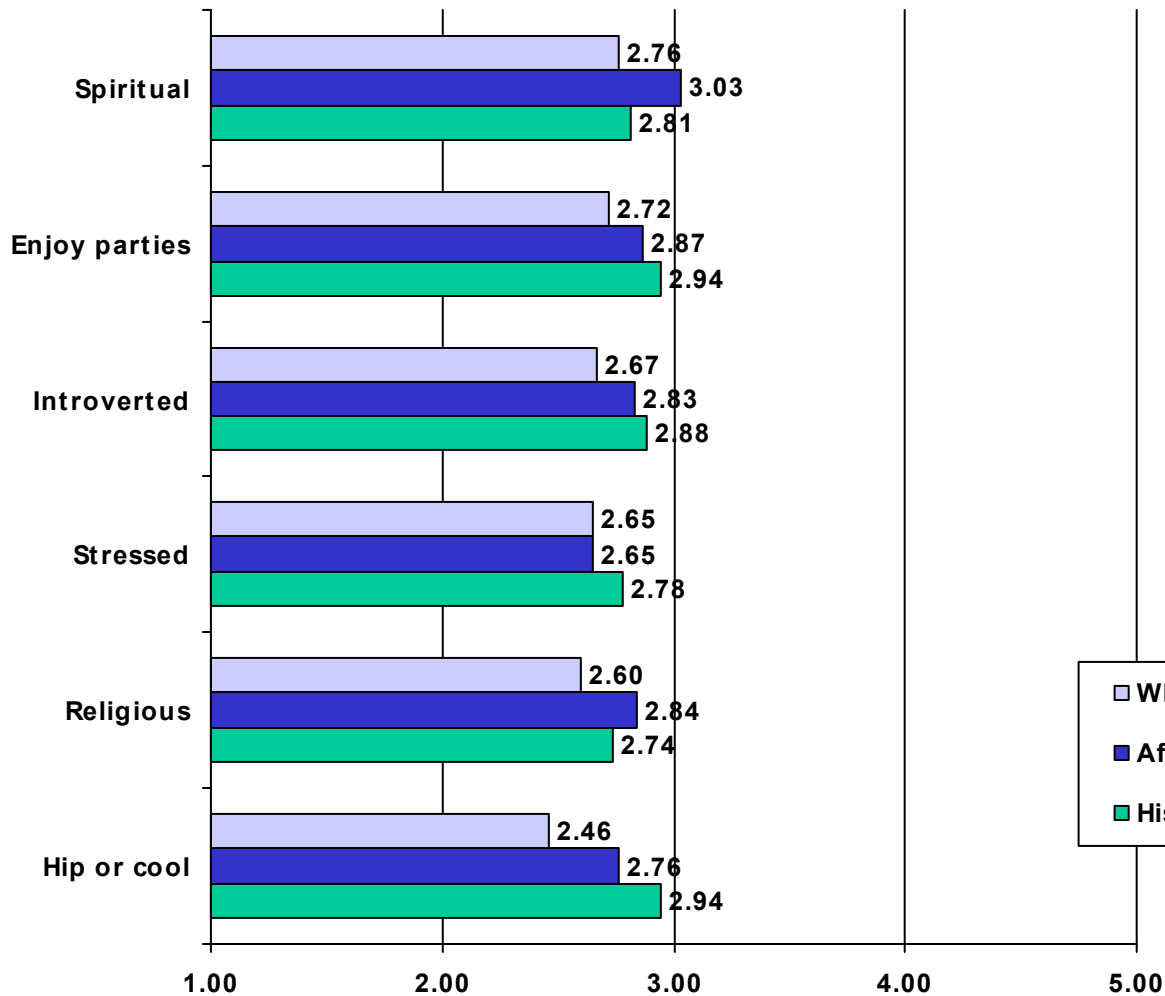
African Americans are slightly more likely to view anglers as smart and goal oriented.



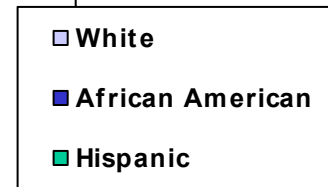
Mean score on a 5-point scale where the higher the score the more the characteristic describes people who like to fish.

Image of Anglers (con't)

- By Race / Ethnicity -



Since the mean scores on all attributes tend to fall below 3.00, none of the racial groups tend to associate these traits with anglers. Nevertheless, African Americans are more likely to say that anglers are spiritual and religious. Hispanics are slightly more likely to say that anglers enjoy parties. Whites are less likely to think of anglers as introverted and hip or cool.



Mean score on a 5-point scale where the higher the score the more the characteristic describes people who like to fish.

Lifestyles Associated with Recreational Boating and Fishing

Lifestyles Associated with Recreational Boating and Fishing

- By Race / Ethnicity -

In general, African Americans, Hispanics and Whites can all be described by the “down-to-earth” lifestyle discussed earlier in this report. Nevertheless, the groups do differ in some ways.

The following lifestyle attributes are more likely to be associated with African Americans:

- Concerned about the direction society is taking
- Like trying new things
- Believe that quality is worth paying for
- Appreciate the finer things in life

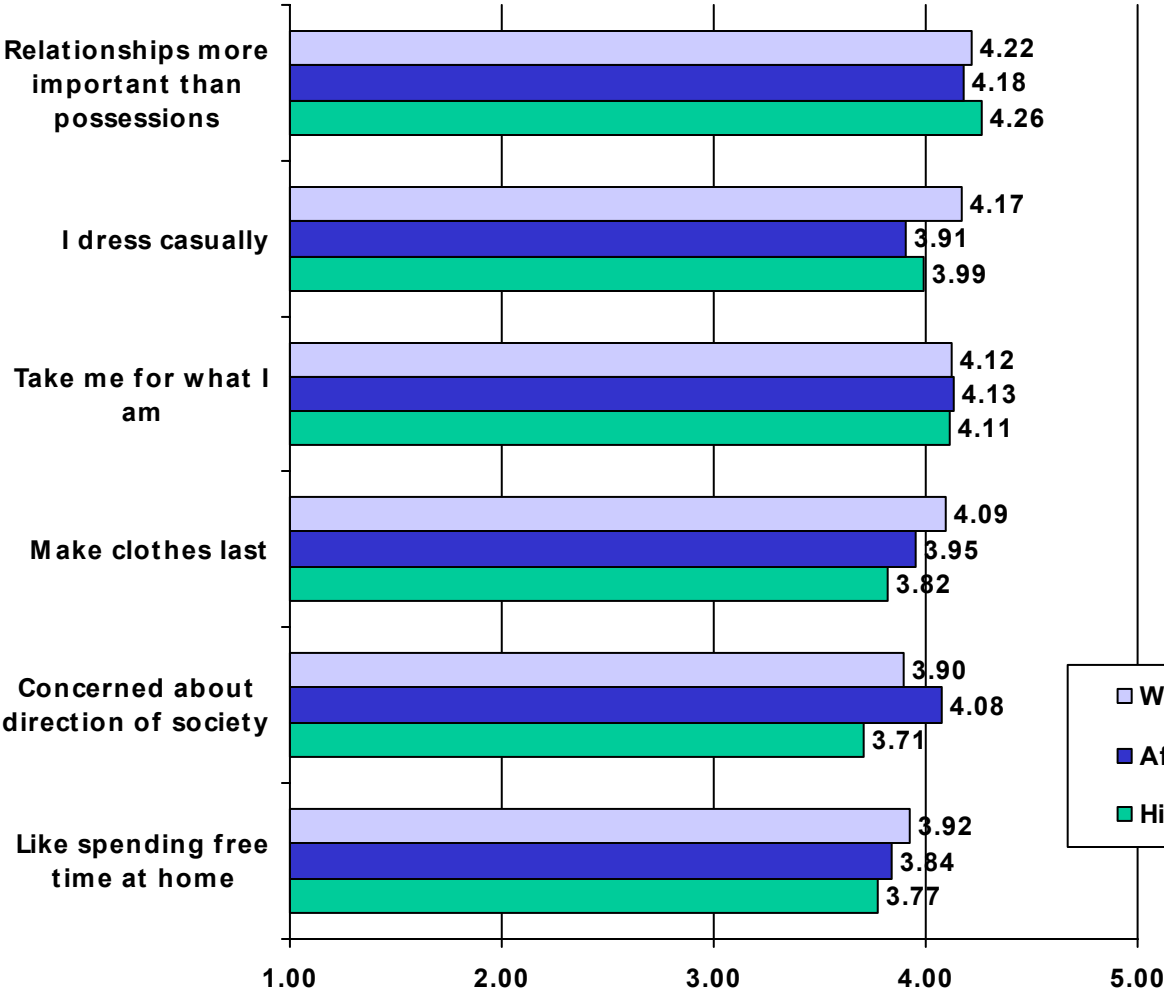
They are less likely to believe that they are swayed by the opinions of others.

Both African Americans and Hispanics are more likely than Whites to have lives characterized by:

- Having confidence in their sense of style
- To love traveling abroad
- Wanting to get to the top of their career
- Liking fast food
- Working only for the money
- Valuing the social symbolism of their car
- Believing that a credit card allows them to buy what they cannot afford

Lifestyle Profile

- By Race / Ethnicity -



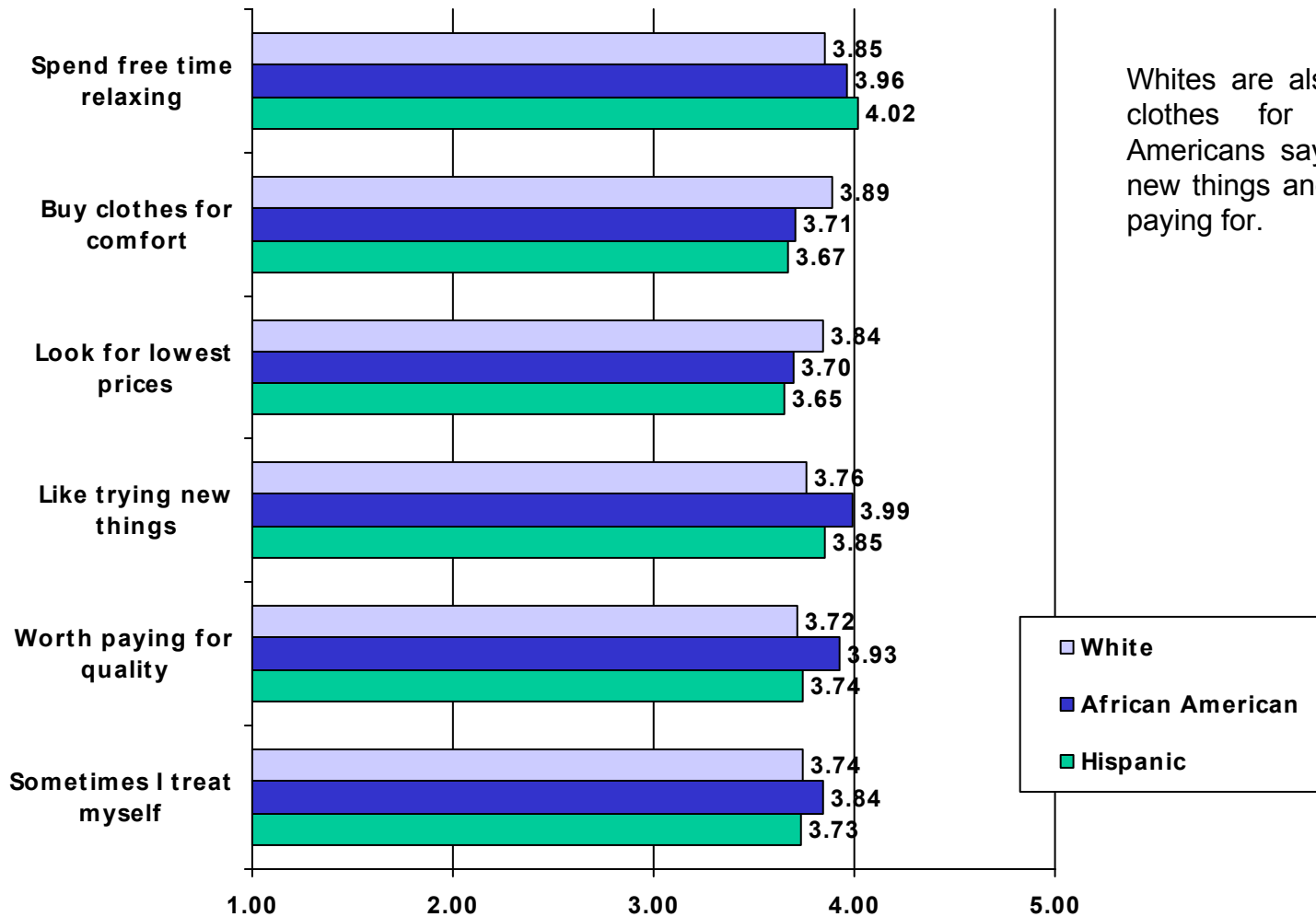
In comparison to Whites and Hispanics, African Americans are particularly concerned about the direction of society. Whites are more likely to say that they dress casually and try to make their clothes last.



Mean score on a 5-point scale where the higher the score the more the characteristic describes the respondent.

Lifestyle Profile (con't)

- By Race / Ethnicity -

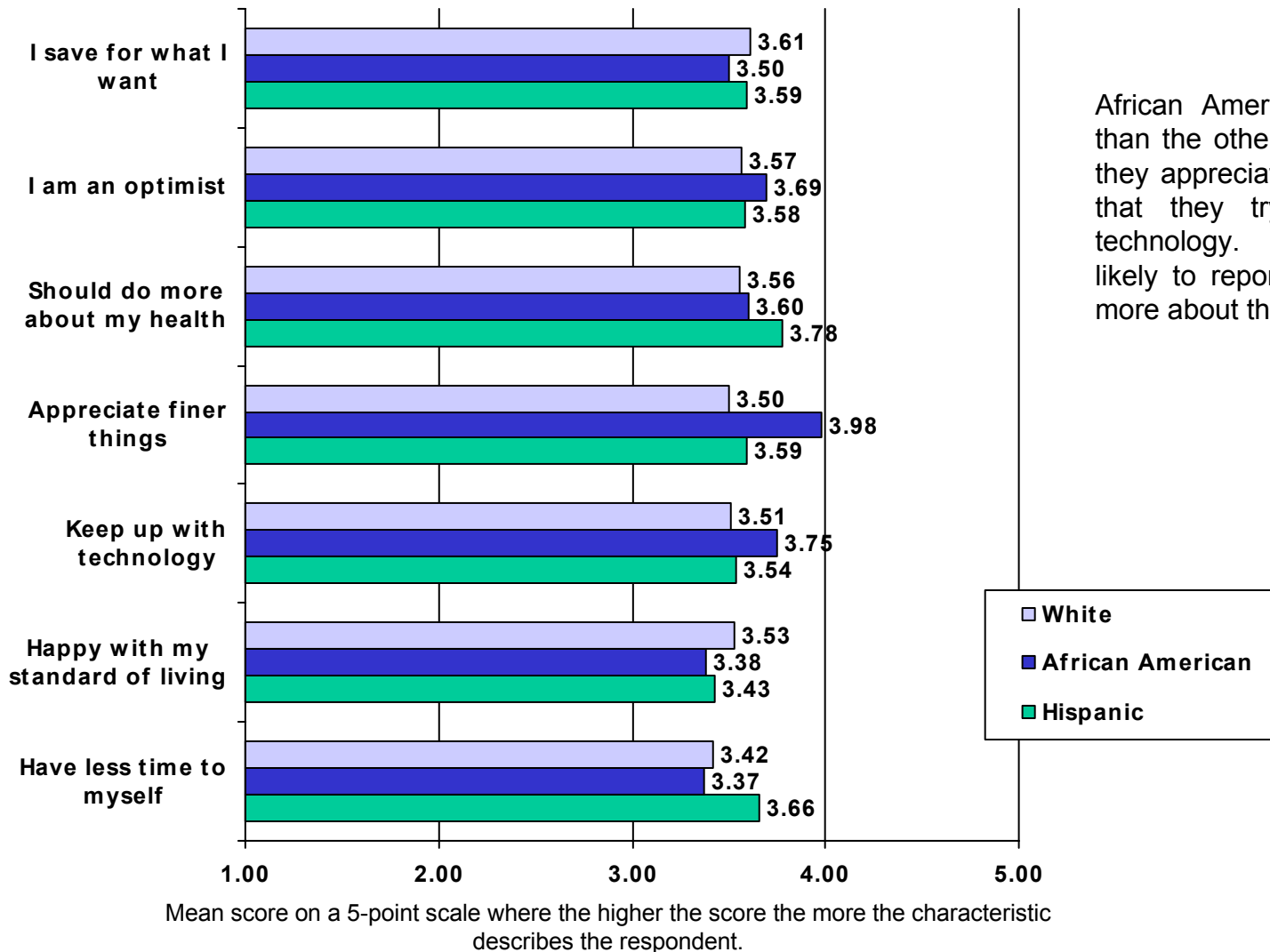


Whites are also more likely to buy clothes for comfort. African Americans say that they like trying new things and that quality is worth paying for.

Mean score on a 5-point scale where the higher the score the more the characteristic describes the respondent.

Lifestyle Profile (con't)

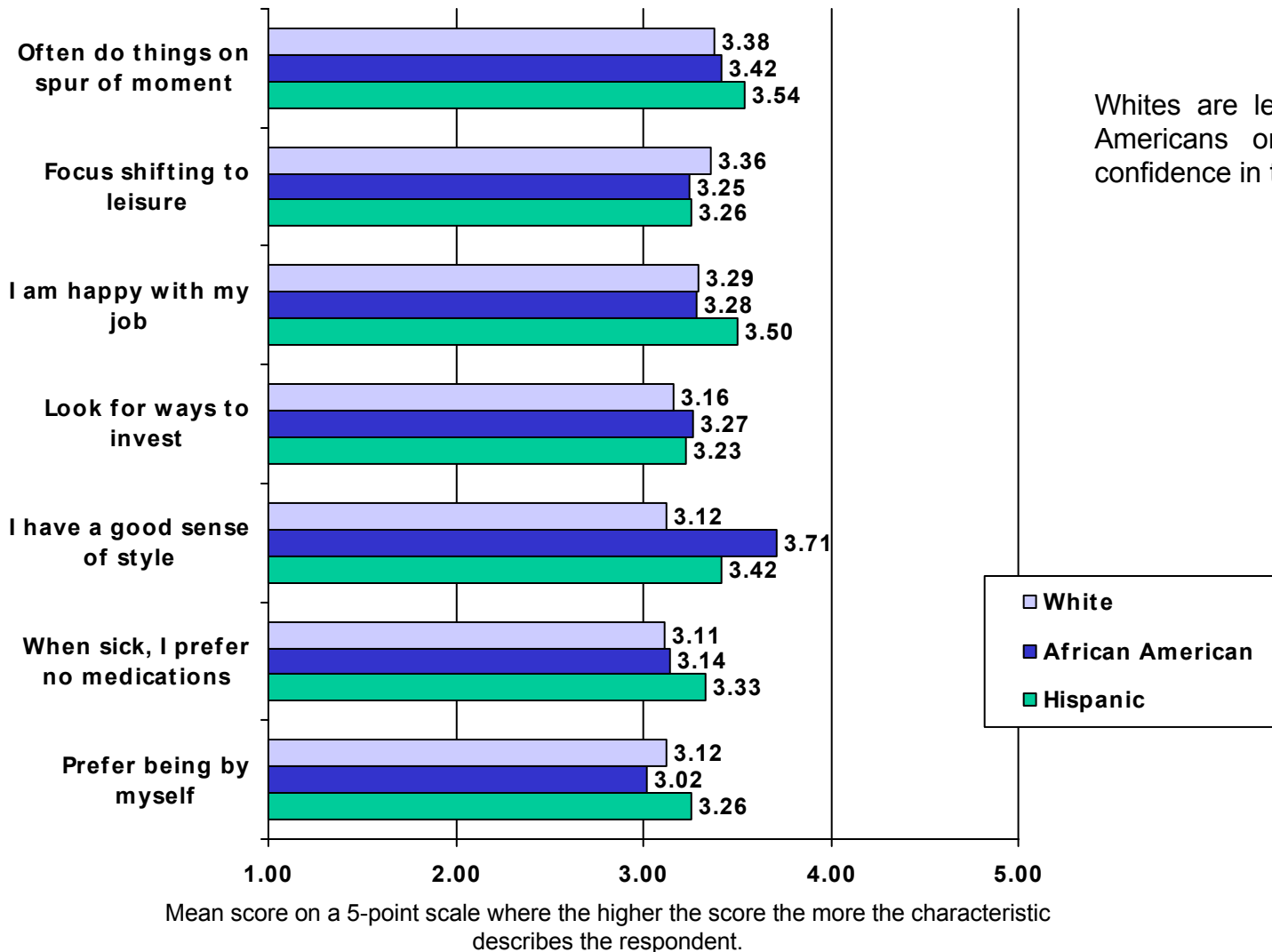
- By Race / Ethnicity -



African Americans are more likely than the other groups to report that they appreciate the finer things and that they try to keep up with technology. Hispanics are more likely to report that they should do more about their health.

Lifestyle Profile (con't)

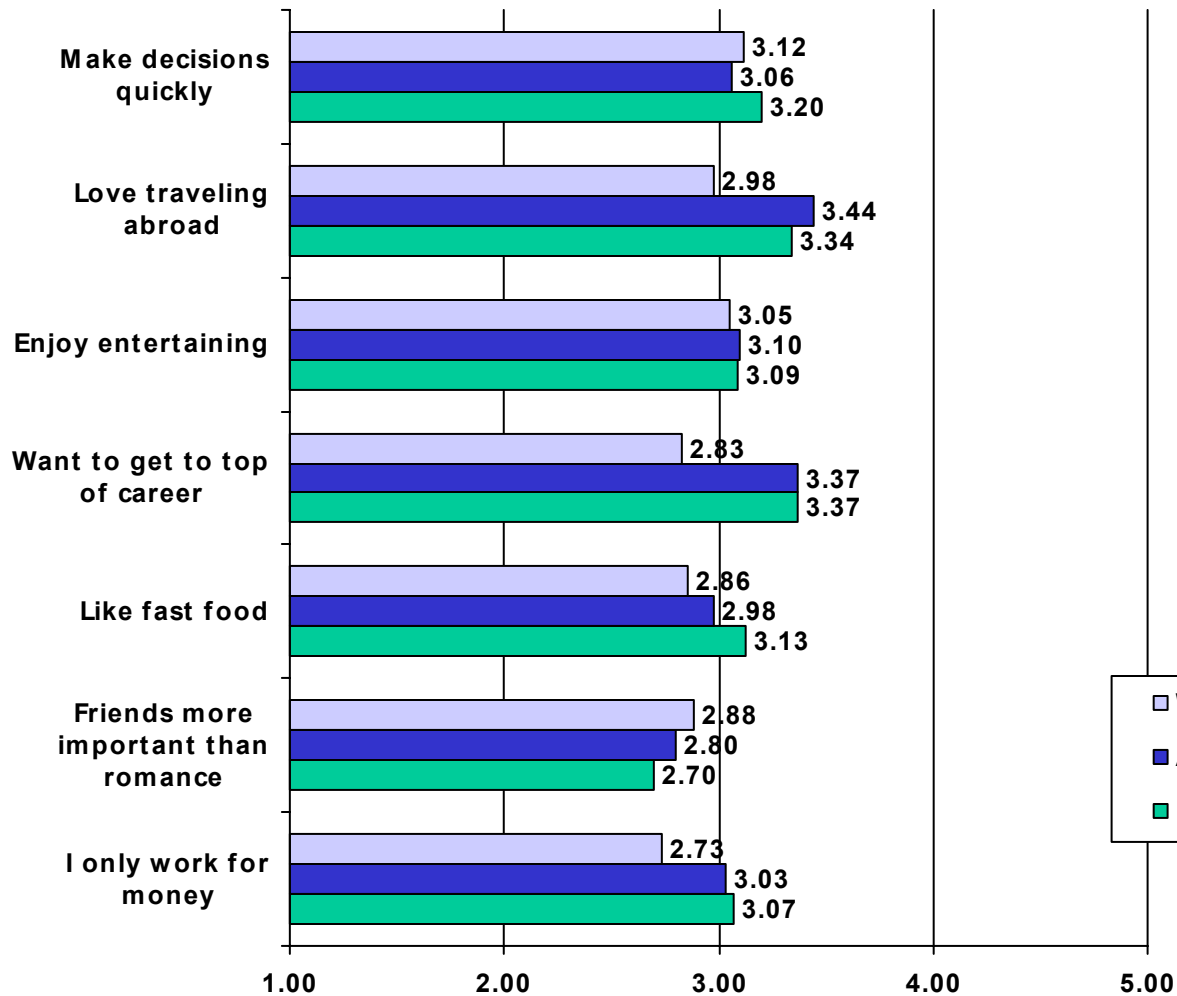
- By Race / Ethnicity -



Whites are less likely than African Americans or Hispanics to have confidence in their sense of style.

Lifestyle Profile (con't)

- By Race / Ethnicity -

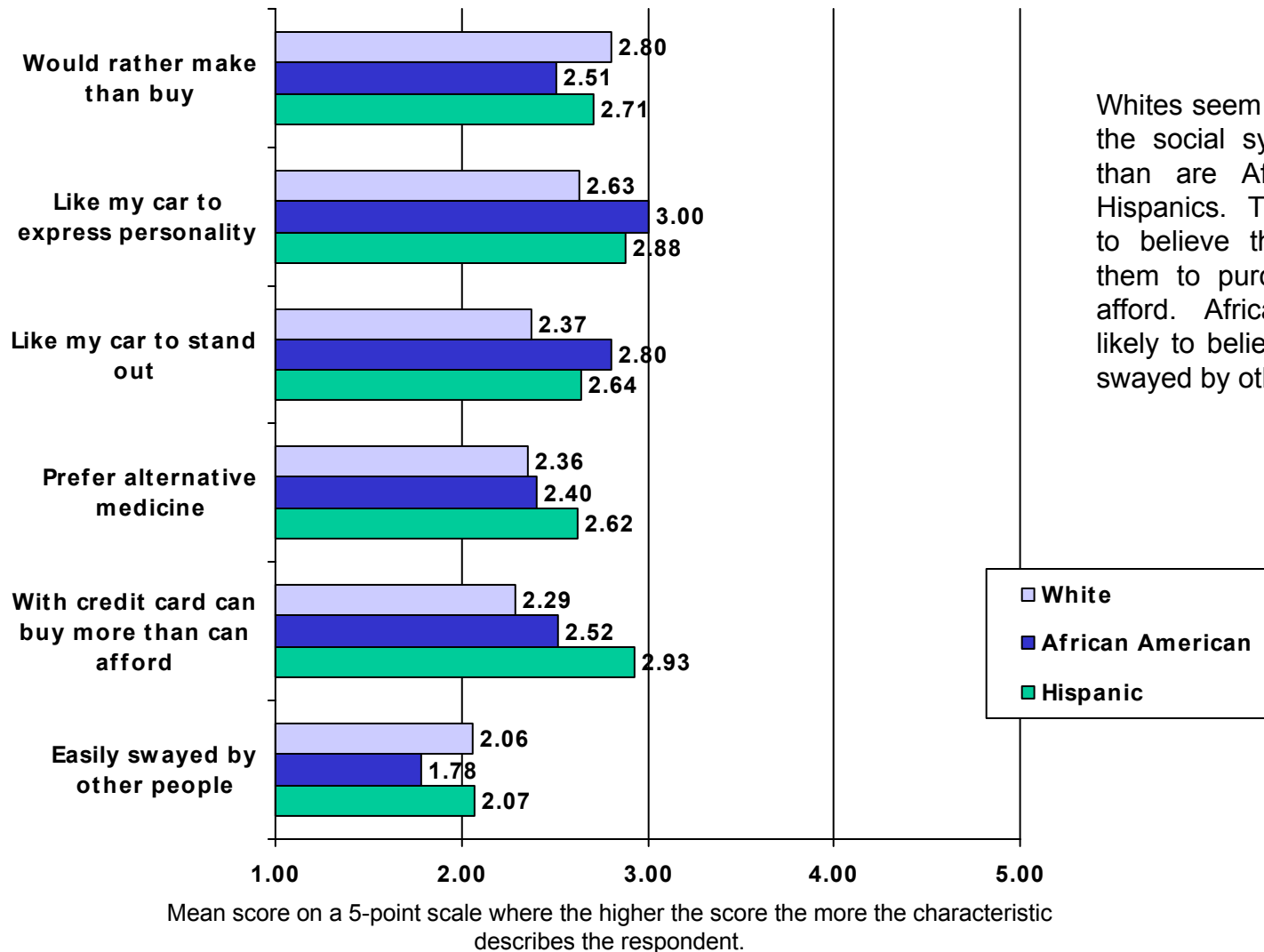


Whites are less likely than African Americans and Hispanics to say that they love traveling abroad, want to get to the top of their career, like fast food and only work for the money.

Mean score on a 5-point scale where the higher the score the more the characteristic describes the respondent.

Lifestyle Profile (con't)

- By Race / Ethnicity -



Whites seem to be less interested in the social symbolism of their cars than are African Americans and Hispanics. They are also less likely to believe that credit cards allow them to purchase what they can't afford. African Americans are less likely to believe that they are easily swayed by others.

Appendix B: Questionnaire