

Responsive Management



Women's, Hispanics', and African-Americans' Participation in, and Attitudes toward, Boating and Fishing

Focus Group Report

**Submitted to the Sport Fishing and Boating
Partnership Council**

**Responsive Management
September 1998**

**Women's, Hispanics', and African-Americans'
Participation in, and Attitudes toward, Boating and
Fishing**

Focus Group Report

**Submitted to the Sport Fishing and Boating
Partnership Council**

**Responsive Management
September 1998**

Responsive Management National Office

Mark Damian Duda, Executive Director
Steven J. Bissell, Ph.D., Qualitative Research Associate
Bradley J. Gruver, Ph.D., Director of Research
Selene Jacobs, Research Associate
Teri Mathews, Research Analyst
Alison Lanier, Business Manager
William Testerman, Survey Center Manager

130 Franklin Street, PO Box 389
Harrisonburg, VA 22801
Phone: 540/432-188 • Fax: 540/432-1892
www.responsivemanagement.com

CONTENTS

INTRODUCTION 2
FOCUS GROUP METHODOLOGY 4
FOCUS GROUP RESULTS 8
CONCLUSIONS..... 25
LITERATURE CITED 29

Responsive Management wishes to extend a special thanks to Bob O'Donovan, Vice President, American Sport Fishing Association, and Doug Alcorn, Coordinator, Sport Fishing and Boating Partnership Council, for their assistance and support in developing and executing this project.

Fishing (and boating) is following the trend of everything else. It's a matter of cutback. People have two jobs, the time you have to invest in anything is less. People's minds (are) on the micro-wave, they can't wait for that chicken to cook. Fishing and boating takes time (and), even though I love it, it's a matter of having to decide what you have time to do and what you don't. -an African-American woman in Richmond, Virginia.

I use to go fishing four or five days a week, but the last year I've been working full-time. I'd like to try hunting, but I've never had the chance. I'm saving to buy a boat, I already know what kind I want. Fishing is a sport. I go look at what the latest technology is. I love lures, jigs. It's a competition, and everything I do I have to be the best. When I go I expect to come back with something. At the same time, when I'm out there on the water I can relax and just enjoy myself. It gives me life, it refreshes me, the inner me, my spirit. -an African-American man in Tampa, Florida.

INTRODUCTION

The Sport Fishing and Boating Partnership Council (SFBPC) sponsored this series of ten focus groups to assess attitudes on fishing- and boating-related issues among women, Hispanics, and African-Americans. In earlier reports (Bissell and Duda 1995; Duda et al. 1995a; Duda et al. 1995b; Responsive Management 1996) a generalized stagnant or declining participation in fishing has been noted in the United States. Other reports have also noted a similar decline in boating. However, imbedded in these gross statistics are some interesting and revealing figures concerning female and minority participation.

In general, it has been observed that the majority of fishing is done by white males. This same observation can be made about boating. However, there is no obvious explanation of why Americans of Hispanic descent, African-Americans and females should be participating at a rate far below their relative numbers in the population. Furthermore, the overall figures do not provide any information about participation rates on a regional bases or participation based on the specific type of participation.

The general figures of decline hide significant differences in the details, especially with respect to gender. For example, while white male participation in fishing has declined in the past decade, participation rates among women have nearly doubled, albeit a small actual number. There is some indication that, at least locally, participation among Hispanics has increased (Burroughs and Reef 1996). Reliable data on African-Americans do not exist, although some observations were included in a previous Responsive Management study (Bissell and Duda 1995:147-201).

Given these general indications and the interest in understanding traditionally underrepresented market segments, the SFBPC sponsored this exploratory research on attitudes toward fishing- and boating-related issues among women, Hispanics, and African-Americans. This study

comprises initial exploratory research aimed at understanding the social and cultural factors of fishing and boating participation among demographic groups not previously studied in detail. This report offers general conclusions and recommendations for further study.

FOCUS GROUP METHODOLOGY

Focus group research is considered qualitative research. This means that the results of focus groups may not, and should not, be generalized to the population under study. Focus groups are powerful, exploratory research tools which can be utilized in other ways as well, according to two focus group experts, Stewart and Shamdasani (1990:15):

1. obtaining general background information about a topic of interest;
2. generating research hypotheses that can be submitted to further research and testing using more quantitative approaches;
3. stimulating new ideas and creative concepts;
4. diagnosing the potential for problems with a new program, service, or product;
5. generating impressions of products, programs, services, institutions, or other objects of interest;
6. learning how respondents talk about the phenomenon of interest. This in turn, may facilitate the design of questionnaires, survey instruments, or other research tools that might be employed in more quantitative research; and
7. interpreting previously obtained quantitative results.

The methodology we used for these focus groups was formal as described by Krueger (1988:59-106) which involve the use of one-way mirrors and non-intrusive observation. For a complete discussion of the uses of focus group research see Morgan and Krueger (1997 et seq.).

Responsive Management has used this methodology in previous studies on fishing, hunting, boating and wildlife conservation and recreation topics (Bissell and Duda 1993:3-11 and Bissell and Duda 1995: 3-5). The analysis of these groups was an iterative process. The moderator took notes and observations at the time of the focus group. The audio tapes were listened to in detail and the video tapes were reviewed. A second review was done and excerpted transcripts were made. The transcripts were then reviewed and highlighted for the most relevant comments. The

transcripts were sorted into categories and compiled into the draft report and analysis. Excerpted transcripts and the final report and analysis were then prepared. Thus, six reviews of the data were done in the preparation of this report.

Focus groups are a qualitative research method. They produce results with extremely high content validity, or the total range of opinions (Babbie 1989:125) but are not random survey samples. The conclusions rest on face validity and rely on the depth of analysis rather than breadth of analysis. Focus group research, as does all qualitative research, sacrifices reliability or the ability to replicate results, for the sake of increased validity. They are, however, extremely useful in the development of an understanding of attitudes, issues and concerns. Focus groups, as such, will not yield results which will be replicated to any degree of statistical accuracy. This means that although focus group findings cannot be replicated statistically as can sample surveys (high reliability), they often give researchers a deeper view of the issues being studied (high validity).

Thus, caution is advised in the use of the conclusions of this study for making any generalizations about the attitudes of all women, Hispanics and African-Americans. Rather, this study should be used in conjunction with other, more quantified approaches, to arrive at a full understanding of these attitudes.

In transcribing and reporting the individual comments, when phrases or comments within a comment were omitted, it was noted with ellipses (. . .). In some cases comments of several respondents within a group were combined, but comments were never combined between groups. In some cases comments were paraphrased, and these changes are in parenthesis (---).

This report is based on ten (10) focus groups conducted in August and September of 1998. In the report, excerpted comment sources are noted by a code in parentheses, (XXX), for each group. We conducted two groups in Colorado Springs, Colorado; one with male and female Hispanics (CSH) and one with mixed ethnic women (CSF) who were either active, inactive or

non- anglers and/or boaters. We conducted one group in San Jose, California with male and female Hispanics (SJH) who were active, inactive or non- anglers and/or boaters. We conducted three groups in Tampa, Florida. One group consisted of male and female African-Americans (TAA), one of mixed ethnic women (TF) and one of male and female Hispanics (TH) who were active, inactive or non- anglers and boaters. We conducted two groups in Richmond, Virginia; one with female only African-Americans (RAAF) and one with male and female African-American (RAA) active, inactive and non- anglers and boaters. Finally, we conducted two groups in York, Pennsylvania; one with white females (YF) and one with male and female African-American (YAA) active, inactive and non- anglers and boaters.

SFBPC Focus Group Schedule

Colorado Springs, CO: August 12, 1998

5:30 p.m. Hispanic

7:30 p.m. Women

San Jose, CA: August 14, 1998

5:30 p.m. Hispanic

Tampa, FL: August 17, 1998

11:30 a.m. African-American

5:30 p.m. Hispanic

7:30 p.m. Women

Richmond, VA: August 20, 1998

5:00 p.m. African-American Women

7:00 p.m. African-American

York, PA: September 3, 1998

6:00 p.m. Women

7:30 p.m. African-American

Kellert's Attitudes Typology and Terminology Used in this Report

<u>Term</u>	<u>Definition</u>
Naturalistic	Primary interest and affection for wildlife and the outdoors
Ecologicistic	Primary concern for the environment as a system, for interrelationships between wildlife species and natural habitats
Humanistic	Primary interest and strong affection for individual animals, principally pets. Regarding wildlife, focus on large, attractive animals with strong anthropomorphic associations
Moralistic	Primary concern for the right and wrong treatment of animals, with strong opposition to exploitation or cruelty toward animals
Scientistic	Primary interest in the physical attributes and biological functioning of animals
Aesthetic	Primary interest in the artistic and symbolic characteristics of animals
Utilitarian	Primary concern for the practical and material value of animals or the animal's habitat
Dominionistic	Primary interest in the mastery and control of animals, typically in sporting situations
Negativistic	Primary orientation an active avoidance of animals due to dislike or fear
Neutralistic	Primary concern is a passive avoidance of animals due to indifference or lack of interest

FOCUS GROUP RESULTS

Initiation: Hispanics, African-Americans and Women.

Not surprisingly, little or no difference was found in the way Hispanics or African-Americans and many women are initiated to fishing or boating. We also found that, like the general population, (Duda et al. 1995b:14-15) a large majority of Hispanics and African-Americans and women in these focus groups fished as children. Their introduction to fishing or boating was typically within the familial context, either as children or as adults; interestingly, among African-Americans and Hispanics, the role of the grandmother and grandfather was observed several times.

My family went fishing every weekend of my life as a child. I was too young, I've never fished, I don't have the patience. I go along for the ride, I enjoy the mountains. It makes for good memories. (CSH)

I'm an only child and I had to go fishing. My dad would tell me to be quiet. I guess I liked it, I guess I liked the tug of the fish. But I don't like it anymore. I liked to catch it and reel it in, but I'd have my dad take it off. I'm real girly. I like boats, but they don't like me. I'm one of those persons who get sea sick, so I don't go out on a boat. (RAA)

My grandfather took me. The kids just went fishing. We went with the older members of the family. Sometimes they wouldn't let the younger ones fish. (SJH)

I grew up in Alaska, my parents took me fishing for halibut, King salmon. Fishing here is like nothing. But I enjoy it, we went with a group of people. (CSF)

I was a born fisherman. I'm married and have three sons. I come from a long-line of fishermen. I like fresh water because I like to fish with a cane pole, I like the traditional way. With a rod and reel you have to work. I don't like boats, fear, it's just fear. I have not been fortunate enough to go camping for a weekend. If I can't get my husband to go, maybe I can get my children to go. . A lot of African-Americans before us didn't have a lot of things to do. It's been passed down through the generations. I have relatives from (north) and whenever they come down, the first thing we do is have a fishfry. And, certain kids cling to that. For our ancestors, there was nothing else for them to do. (TAA)

I do the spouse thing. When I got married my father-in-law took me. My wife likes to go, so I go with them. (My father-in-law) kind of dragged me out there. (TH)

When I was little, you fished or hunted because you had to. I still hunt (and fish),(but) there's not very good hunting in this area, but I still enjoy it. Since my family has been connected to it for over 200 years, I still do it. (YAA)

My grandfather was such an avid fisherman that, male or female, you had to try it. I just couldn't put the worm on the hook. It was hard for me to see them squirm, the pain. But, my family, my grandfather was like a centerfold in Field and Stream. That was my childhood, playing in the mountains. Cleaning the fish, that was woman's work. (CSH)

I've got an uncle who just passed. He could go out and catch fish to fill this table, big fish. I just inherited it from him I guess. It's a family thing. (At) family reunions, we all go fishing.(TAA)

Initiation; Females.

Interestingly, we found that many women in these focus groups were as likely to have been initiated into fishing or boating as adults as they were as children. However, the context still remained a familial introduction, but rather than with their fathers, it was often with husbands, boyfriends or other males;

My husband has a boat. I tag along and try to fish. It's relaxing, it's fun. If he catches something, I get to clean it. He's a great cook, I'm a good cleaner. (TH)

When I was growing up I wouldn't touch a fish. But with my husband, I (started) to like it, and now I'll eat anything. (TH)

I got interested in fishing when I met my husband. My husband owned a boat, but it didn't work right, so we sold it. I fished a little when I was little, but (now) it pretty much depends on (my husband). (YAA)

I've been married for 17 years, so I've been fishing for 17 years. (My husband) taught me. It was salt water fishing. The last four years since we moved...it's been fresh water and that's a bit hard to get use to. It's different. You can catch 50 a day in fresh water, but you can catch 3 times that in salt water. (YAA)

My family didn't fish. I didn't have time, we had chores to do. My husband's family fished, he got my son into it and he got me into it. I think it's fun. (CSH)

I fly fish every weekend. I fly fish out west in Montana, I've been fly fishing for eight years. When I was a kid I fished a little. When I got together (with my husband) he opened me to a whole new world. (YF)

When I was young, my mom's mom had a cabin and we'd go there and my dad's family went to (a fly fishing club) and we'd go there. I married a guy who loves to fish. We've got two kids, the youngest one, she loves to fish. She could live on the boat and my husband loves to take her. It's fun to see her get so excited. (CSF)

We're planning a deep sea fishing trip. I'm really looking forward to it. My cousins are very avid fishermen and they take people out every month. We're double cousins, my husband's related to them as well, and we are very close friends. (RAAF)

I went camping with friends in California. We went fishing and that's what got me started. I was in my 40s. I fish a lot here in Florida, fresh water and salt water. I like fishing, just not on a boat. (TF)

I'm from Trinidad and I love fishing. It's because I've always lived by the water. We went down by Newport News and had a lot of fun, black and white, we all had fun. I went to one of the Game and Inland Fisheries clinics and that's what got me started. They've got all these programs. They teach you how to bait your hook and everything. (RAAF)

And, interestingly, men recognize that women's involvement is different from their own;

Men will go fishing just to go fishing, but I don't know many women who'll do that. In (my wife's) heart she's going just to be with me. (TH)

Several women remember that their fathers did not take them fishing and they are aware of that rite of initiation being denied them;

My dad loves to fish, but he never took me. He use to take my brother. I didn't like to go, (my father) use to get drunk. (CSH)

My father took my six brothers, and I wasn't necessarily offered to go. But I'd ask and my mother would say, "she wants to go?". . . My father would take me or one of the boys, but never all of us. It was his free time. Same with my husband, it's his time by himself. (YF)

My (women) friends don't fish. They ask 'why do you want to do that?' So that is a problem with ladies, they look at it like 'why do you fish?' and our dads, they didn't take the time. We were suppose to do the female thing and the fishing was suppose to be the guy thing. (CSF)

Satisfactions and Dissatisfactions.

No significant differences were found from our previous studies on fishing among these groups, and the issues surrounding boating were not surprisingly different. Satisfactions are centered on naturalistic¹ values and issues related to family;

I'm retired, I do a lot of traveling and some fishing. I take my grandkids. I've got nine grandkids, and we go in the mountains and go fishing. . .Fishing is not something I'm wild about. I go once in a while. I'm from Puerto Rico. My grandfather was a (commercial) fisherman, but I didn't (fish). (CSH)

Fishing (and boating) is my favorite recreation. I belong to the Fishing group. We don't do as much because of the limits the state has put on certain types of fishing. It's not worth it, pay \$600 for a boat and you can only catch 6 trout per man, it's not worth it. Usually a friend and I go on a boat and go down the river. (RAA)

My sons like fishing, so I go. When you catch a fish it's exciting. My daughter likes it, so sometimes she and I go. (TAA)

I fish every weekend. My grandson says 'Come on Grandpa, let's go,' and I have to go. (RAA)

I love to fish. I go at one or two o'clock in the morning just to relieve the stress. It's a passion. I'll go out there to relax and to catch something. If I run out of bait, I'll catch some small fish, sea fleas, something. I love fresh water. I love salt water. It's just a passion. I'll go fishing and stay all day long. If I could get a job fishing, I'd take it tomorrow. (TAA)

I'm fascinated with the ocean. I'm on my third boat now. I did a term in the Navy and since I'm retired, I get to go (boating) every other weekend. (YAA)

I fish up around New York but not down here. I don't know anyone to go with. I go with family and friends and I don't have that here. Our family is really large and there is always someone going (fishing). I don't go by myself. I want to go with someone else, (and) if I go with someone who doesn't like the outdoors, they'll want to come back in an hour and I'd want to stay. (RAAF)

I have an eleven year old daughter. We call her "The Nature Queen." Anything she can dig up, she likes. I've fished all over. I really like deep sea fishing. My daughter comes all the time. (TF)

¹The terms; naturalistic, negativistic, utilitarian, humanistic, etc. follow the usage of Kellert 1996:10-26.

Satisfactions: Boating.

Among African-Americans there seemed to be a fair amount of general satisfactions concerning boating among those with exposure to the sport;

Boating, one day you can just go out riding with the boys and the next day you can go fishing in the boat. . . You have to have a passion for the water and then you have to get the boat you want. . . Boating goes hand in hand with fishing. You have to get out there to catch fish. . . You have to have a passion for fishing, but boating is just a leisure thing. If I had a boat, I'd be out there (fishing) everyday. . . There are folks who have boats who don't fish, but I think most people who have boats fish. (TAA)

Familial Issues: Hispanics.

Although important to most anglers, the issue of familial² experiences appear especially important to Hispanics and probably cannot be overestimated;

It's something you can share with your kids. . . I never go by myself. It's a family affair. My kids love to fish. We do a trip for just the kids to try and catch something. My family enjoys it, we go with different families. (SJH)

It's clean fun. It's cheap. It's getting together with the family, with my brother and his kids. When the kids were young, it was 'Time out.' The kids could say or do anything they want. They can say 'Damn' or anything, but when you go back to shore they have to watch their act. . . When I go with my daughter, she's 16 years old, it gives me the time to be with her. I know that in two years she'll be off to college and I won't have the time with her. I can go with my buddies, but it's not the same. Fishing is a family thing. (TH)

I generally don't go fishing except with the family. . . My brother-in-law takes me out (boating) once in a while, just to relax. (SJH)

To me fishing is being with family. To me, the best memories are around the camping with the family. I can still remember the smell of coffee outside first thing in the morning, the crisp air, the running water. Those happy, happy feelings, it's not the fishing, it's being with family, the food, the sound of the potatoes frying. Seeing my uncles come up, knowing it was time for lunch, knowing my grandmother would have a complete meal ready, fresh tortillas,

²The term "familial" or "familialistic" follows the usage of Burroughs and Reef 1996.

green chili, beans. It was a treat to be out there. Whatever they caught, we ate that day. It was all of that. (CSH)

Satisfactions and Dissatisfactions: Women.

Some women seemed to have higher utilitarian expectations from fishing in that they expected to catch fish and failure to do so was more of a dissatisfaction than for those with familial or naturalistic values. We also found in the women's groups more values associated with humanistic attitudes, or concern for pain and suffering, and a general distaste, or negativism, associated with fishing;

I grew up on a lake, that was a part of my life, it was so cool. But, I just grew apart from it. I enjoy going to the ocean, deep sea fishing. I personify everything, I felt so bad for them. Why should I kill them if I'm not going to eat them? I don't like to see fish with hooks in their mouths. The thrill is great, but catching the fish. . . I don't know. (CSF)

I like to fish but I go to Crystal Lake where you pay to fish and you catch them. It's at a trout farm, and it's stocked. Every time you cast, you catch something. I wouldn't buy a license because I wouldn't go enough to use it. (YF)

There has to be fish. You won't go and stick a pole in the water for nothing. When we go deep sea fishing we keep and eat what we catch. We expect to catch something. I want to catch the most. . . I'd like to know more to be able to catch big fish. (TF)

I like to fish for trout, they are so pretty when you get them dancing across the water. Just my husband and I, my kids are grown up. (CSF)

The 'no-seeums' are the worst. You can put on stuff, but they still bite you. Snakes, alligators. We went fishing and there was a huge 'gator feeding'. The kids wanted to fish, but I wouldn't let them. (TF)

I fished when I was a kid. It was a way of bonding with my dad. I went hunting and fishing with him. But now I don't want anyone to kill an animal. As an adult, I don't want to see any animal killed. And, I think it's boring, and it's expensive. (YF)

My husband fishes. I go along, but I sit and read a book. It's boring just sitting and waiting for a tug. My dad took me when I was a kid and I enjoyed it then, but not now, it's just boring. (My husband) started taking my son when he was four. He has his own pole and tackle box. I don't like the feel of worms. I'm not a bug

person. But I like to go. The lake is serene, so I like to go. (YF)

Dissatisfactions: General.

Again, no inherent dissatisfactions were found with fishing and no overwhelming dissatisfactions with boating other than general economic issues and relative non-specific complaints;

There's two kinds of fishing. When I went with my Dad, you weren't allowed to talk, it wasn't a lot of fun. It was a whole miserable time. Going with my husband is a totally different thing, it's just going out and having fun. When I take my kids, I won't be the kind of fisherman my father was, I think my brother still has bad memories. (CSH)

I like fishing, I like eating them. When I moved up here to Tampa I didn't know anyone, I didn't have anyone to go fishing with. I met John and he took me fishing. He taught me how to do it. He's trying to get me to go deep sea fishing. (TAA)

I'm not a great fisherman, I'm more a camper. Sometimes I go out with other people fishing, but it's not my bag. It's not something I long to do. (RAA)

Taking the boat out (of the water). That's negative. You've got to take the boat out, you've got to flush the engine. Coming home is a different story, I'm tired, but I've got to clean the boat, flush out the engine. You've got to take the good with the bad. I love going out on the boat, the negative side is coming back. But when you are out there you have to buy gas, ice. You can spend \$60 or \$70 dollars in a weekend. (TH)

I like to go out there on the river, if you're not catching anything, you can drink a beer. I'd go everyday if I could. It's relaxing. My family has a boat, but I'm too busy to deal with it. I don't like big boats. My dad had a 20-footer. He took me and mom and my two brothers. Mostly he goes (boating) with his friends. (YAA)

Dissatisfactions: African-Americans.

There were several issues about boating and/or fishing expressed in the African-American groups which were not expressed elsewhere. It was not evident whether or not these issues are applicable to all African-American communities or unique to the ones in these groups.

However, the best estimate is that these issues will be found to have general salience. In general, there seemed to be a high degree of concern over drowning, sea-sickness, and among African-

American women, concern over physical appearance, especially that of hair.

I don't like fishing, but I've been. I don't like doing it. I don't like to bait the hook. I just went to be part of the family. I don't like water, being on the boat. . .With African-American women, we've got a hair thing. We don't go in water, or we didn't. Now we chemically treated our hair, and we didn't do those things. Now we have more options. (RAA)

I like fishing on the bank, I'm not afraid of boats, it's the drowning I fear. (TAA)

My father did a lot of deep sea fishing, and he took me once. That was the worst experience of my life. Sea sickness you know. . .I don't fish. I worked in a fish store cleaning, but I don't fish. I don't have the time. I have a two year-old daughter. My dad use to take us out when I was young. I'm not too good at boating, the motion makes me sleepy so I don't do it. . .My husband doesn't fish, he's not an outdoors person. When we were younger (my father) would take me fishing. He'd catch eels and that's what turned me against fishing. They look like snakes. (YAA)

Dissatisfactions: Jet Skis.

As found in other studies, all of the groups mentioned interference with fishing by Jet Skiers.

This issue was not pursued in these groups, as it was not deemed relevant to the study objectives to open discussion concerning the negative interactions between boaters and anglers;

We need mandatory boating instructions on the waterways. It's gotten bad. This is what you're confronted with. It's the jet skis, those guys are crazy. They are drinking on the jet skis. . .(YAA)

Dissatisfactions: Costs and Enforcement.

Significant dissatisfactions were found with regulation, costs and enforcement in the female,

Hispanic and African-American groups;

There are so many rules. I find it offensive that as a native Floridian I have to pay \$13 dollars to fish on the (ocean). I know the reasons, but I don't like it. (TH)

The warden comes around and checks you out. If you have fish in your cooler and the warden comes around, and you've got something you shouldn't, he'll write you up. (RAAF)

I married a man. . .who doesn't like to do anything outdoors. Plus the regulations are so complicated, if you don't keep up you can get a ticket. (CSF)

If they catch me on my boat with people who don't have a (fishing) license, they are going to fine me for each person who doesn't have a license. There are all sorts of size limits and regulations. You have to know all that. (YAA)

When we started fishing 17 years ago, it was nothing (in cost), but now it's so much more sophisticated. You have to look like you know what you're doing. My husband is the same way, every couple of months he has to get a new rod, a new reel, a new this, a new that. When you look at the economy, most inner city African-Americans, there is just enough money to take care of basic needs. In most cases, inner city kids have never been to a camp, have never been exposed (to fishing and boating). If you've been exposed, you find a way to do it. But if you've never had that. . .you'll go play football or baseball or basketball. (YAA)

Why can't you get a day license? If you go once a summer, \$5, that would be fair. . .For me it's a cost issue because I don't do it. For my husband, who goes all the time, it's not an issue. Maybe have a family license, for \$10 or \$15 extra, or a \$55 family license. . .If I had the time to do it four or five times a summer, but once or twice, it isn't worth the money. And, why are all states different in their prices? Why can't you have one universal fishing license that's good anywhere? The license we've purchased in (PA) isn't any good in (NY). Why can't you have one that's good anywhere? Maybe pay an extra dollar or something. . . There should be a seasonal license, or a family license. My bother and sister can afford it, but they won't because they'd only go four or five times a year. Give them a break, a few dollars. (YF)

Dissatisfactions: Pollution, Water Quality.

As has been noted elsewhere (Duda et al. 1995b:33) water quality and pollution are serious sources of dissatisfaction to all anglers. This finding was confirmed among women, Hispanics and African-Americans in these focus groups;

It's the environmental situation. You've heard about the disease around here. I have friends who go fishing, but won't eat the fish they catch. People don't enjoy it as much as when the waters were pristine. . .I wouldn't fish anymore if I caught one with that pfisteria. I think it's in the Virginia and Maryland fisheries. They get these ulcers and they have put out warnings. I don't even buy (local) fish. I just wouldn't want to see that. It's the health. (RAAF)

One thing I think people are concerned about is the pollution, the stuff in the water. You need to clean up the water and tell people about it. (TF)

When I grew up we'd fish, we'd crab, we'd get scallops. You can't do that anymore, you might get hepatitis. (TH)

Knowing the water was all polluted. If I caught something, I wouldn't want to (eat it). (CSH)

I've heard a lot of talk about (fish disease) and the year before, something else. . .Just think of the decline of the lakes around here since the 60s. Those lakes used to be clean. (RAA)

Catching a real deformed (fish). They complain about lead in the water, so that (would) freak me out. . .Pollution, for one. (SJH)

I think people are getting scared, you hear of disease, infections and pollution. . .I feel more comfortable eating fish from the ocean than the streams and lakes. There's things being dumped that we don't even know about. (YAA)

Dissatisfactions: Racial Issues.

No significant factors were found among Hispanics connected to race insofar as a barrier to participation in boating and fishing. There was a general feeling that Hispanics were, in general, less able to afford the higher costs of boating and some types of fishing, but no evidence was found among Hispanics of racial intimidation as a factor. Although it is not known to what degree it is overall, there were some issues of racial intimidation and race-based issues expressed within the African-American groups, and these probably indicate an underlying factor in participation among some African-Americans; The data presented here are very nearly anecdotal and require validation;

When I met my husband, he was the first black man (I knew) who hunted and fished. He was like a mountain man. I never knew that in Philadelphia. My husband makes time for himself, and black women don't do that. (YAA)

That KKK mentality. I took my grandchildren, and it was awful the names my grandchildren were called. I was asked why we don't see more black children in campgrounds. My grandkids were scared. It was very derogatory. I've heard white guys at work say the same thing. If you're out there fishing, it's not worth it. We go in groups. . .We're the only black family who goes (fishing) in Maryland, and we haven't had a problem. (YAA)

Fishing has always been to me. . .like a guy with a rebel flag in the back of his truck. (RAA)

Yet, some African-Americans had never experienced racial intimidation while fishing or boating;

As long as people like the same thing, black or white, it won't make the difference, people will get along, they will help each other. (RAAF)

Dissatisfactions: Sexual Intimidation

No evidence was found that sexual intimidation was a factor in women's participation in fishing and/or boating. Some women reported mild instances such as men offering unwanted assistance.

However, this issue was of such low salience that it was not pursued to any great degree;

Yes, I was on the bank. This guy, I had his hole, and he kept saying "This lady here." Everything he said. . .I think a lot of it is like 'Look at her, let's go help her.' I think a lot of it isn't rudeness, it's that "helpless woman" thing, let's go show her how to do it. There's always guys hitting on you. (CSF)

Desertion.

As revealed in previous Responsive Management studies, the primary factors for ex-anglers, non-anglers and boaters are time, family issues and companionship;

The cousins, the uncles (fished), but no one in the immediate family. The reason I never fished was because I was brought up to be busy, and fishing requires a lot of sitting. Girls didn't do things like that. I had seven brothers, (they didn't fish) they were busy working, they helped raise the (other) children. They still don't fish. When we were brought up, we were taught to be busy, and my father felt that fishing was. . .you sit there waiting for the fish to bite, that was unthought of, just sitting there. Now when I get company, I take them, but I don't (fish). (CSH)

To me, fishing is really knowing what you are doing. I know the basic things, but to me, it's a true art form, with me, it's not. It's just doing what I remember what I did as a child. I don't have the time in my life for (fishing). I'm raising my grandmother, and she's too frail. (CSH)

I went fishing 20 years ago, and that was the last time. But I'd like to try it. I have a neighbor who goes and I've asked to go with him, but this is when the guys

go. So I'm probably out because I don't know anyone else to ask. He gave me all the information, but I don't want to go (by myself), that won't be any fun. I want to go with people, tell jokes, that kind of thing. (RAA)

My company has been growing and because of that, I haven't been fishing in three years and you're looking at a person who use to go three or four times a week. The company used to go on fishing trips but as we've got bigger we've had to stop. I used to work 40 hours a week, but now it's like 60 hours a week. (RAA)

We get together, my sisters and their kids, we go to the park. . .If my sisters fished, I'd try it. We've talked about it. I grew up on the sea shore and every weekend we'd be at the sea shore or river, and we never fished. (SJH)

My grandmother raised me and she loved to go fishing. When she passed, I stopped for awhile. Every time I went fishing I thought about her. But I got started going again. I said I had to get out of this stage of mind and get going fishing again. (TAA)

Families may be fishing more (together), so you can't just jump up and go fishing. You have to plan more. It takes some work to be out of doors and go fishing. Those who love it are going to do it, but other people may not want to try it. (YAA)

I don't fish. Never fished in my life. My husband doesn't fish. My son liked to fish, I don't know if he still does. I'd try fishing on the ocean, but not on a stream. (YF)

My dad had a small boat, and when I was about six years old I made my own pole and I put on a hook and caught a bass. I have five brothers and five sisters, my father (later got) a big boat. We'd all go out fishing. I love fishing, and I eat a lot of fish. I haven't been this year, I haven't had the time to go. (RAAF)

Nobody in my family is interested anymore. I use to go with my grandfather. We have poles and stuff in the basement, but no one is interested. (YF)

Participation: Rates and Desertion.

The primary reason mentioned for low participation was, not unexpectedly, time;

I go fishing about once a year. We rent one of those boats (with) quite a few people. I'm kept busy, I'm involved in a lot of community service, and I have three jobs. I'd go more if I had the time. (RAA)

My father did a lot of deep sea fishing, and he took me once. That was the worst

experience of my life. Sea sickness you know. I fished a little when I was young, and I enjoyed it. That's in the early 1970's, and I haven't fished since. My father taught me how to hunt. I'd like to fish, but with the busyness of my schedule, I just don't have the time. I have a lot of friends who've asked me to go (fishing or boating, but) I just don't have the time or energy. (YAA)

Participation: Companionship.

The issue of companionship was also important;

No one to partner with. I get frustrated. My grandfather (fished) in the Bay. We're musicians, we play fiestas, that's recreation. (SJH)

(Fishing) is a camaraderie thing. The camaraderie and competition is the important thing. (YAA)

Nobody wanting to go. If my husband didn't want to go (I wouldn't go). We (always) go together. (SJH)

We moved to York when I graduated from High School and we (stopped) fishing and boating. After I got out of the service I met some guys with boats, and that got me started again. But I quit after a few years. Since I retired, I haven't fished. I promised one friend I'd get a license. I still have all the equipment. I prefer salt water because of the action. (YAA)

My neighbor has a boat, everyone has boats, and I love them. I'd love to go out, but I don't have the time. (YAA)

Like most people, I've had experience fishing as a kid. My grandmother introduced me to fishing. But since then I've not had a desire to fish. I don't have the time. My spare time is spent playing golf. I have a bunch of buddies who fish, and they tell me to get a license and come out with them, but I don't have the time. I'm not a patient person. I don't like to spend time and not see results. (YAA)

If I were single I'd never go fishing alone. If there were 8 girls asking me to go fishing, I'd go. (YF)

Desertion: Costs.

Costs were another reason given either for dropping-out from boating and/or fishing or non-participation;

We used to have a boat, but we can't afford it. Our income went down and a boat

is a hole in the water you pour money into. (TF)

I don't go that often, and I won't spend the money for a fishing license. It's \$17 for a fishing license and \$5 for a trout stamp. My husband and son go, but I won't. I don't go that often, so for me, it's a waste. (YF)

Recruitment and Marketing.

There were some remarkable differences between the all female groups and the mixed groups and between Hispanic and African-American groups. There were also similarities, such as the desire to see more efforts directed at family participation;

Can you get a family (fishing) license? If you could, I'd go.(CSF)

Fishing always needs to be an alternate activity. My kids are into arts and ballet, but fishing is not available. You have to make sure it's available. They are bringing golf into the inner city schools now and (the kids) love it. (RAAF)

Spending time with your husband would work. He likes to fish, I like to fish. (TF)

This is a sport everyone can do regardless of race, but it's also something you can do to spend more time with the family. It teaches values, things they need to know. And, I don't care how much it costs. Promote the family. That is the thing we've gotten away from. American family values. (RAA)

If you see a (commercial showing a) family going fishing and sharing experiences and you are having problems with your family, you might want to go fishing. (TAA)

Fishing is a good time to talk to your kids. There are more single-parent, black women raising families, I would go with my son, but it is an issue. (YAA)

There was someone in each and every one of the focus groups that noted that female, African-American and Hispanic role models were not used in magazines, advertisements or, especially, television fishing shows. Remarkably, it was mentioned in every focus group that the participants' minority class was not represented in the weekend fishing shows.

Marketing and Recruitment: Hispanics.

The issue of marketing to Hispanic families was especially relevant, so much so that Hispanics

are likely to use an expression, “La Familia,” or “The Family” as a proper noun. Burroughs and Reef (1996) have noted this aspect of Hispanic culture and have suggested that is the primary issue of Hispanic recruitment into angling;

“La Familia,” that was the way we were raised. My uncle married into an Anglo family, and they didn’t feel that unity. (CSH)

For Hispanics, we’re not individuals, we go with the whole family, the more you have, the more fun you have. If you have 50, you know you’re going to have a good time. . .The Hispanic culture is family, we’re not individuals. We’re not capitalists. If it’s capitalism, it’s for the family, it’s not individualism. . .Your last name stands for a whole group of people. You promote family packages, family outings. (SJH)

The Family, that’s the big thing. You have to target the family. You have to market as a family group, not the individual. You have to market to the whole family group. The sharing of catching the fish, you get to spend time together. It’s spending quality time with (the family). This is very important in the Latin community. (TH)

Additionally, Hispanics are sensitive to the fact that “Hispanic” means a linguistic group, not an ethnic group. They want and expect advertisers and manufacturers to recognize that not all Hispanics are ethnic Mexicans;

One mistake companies make when they target Hispanics is to make it a blanket. We’re so diverse, culturally. What appeals to someone from Mexico or Costa Rica is not necessarily going to appeal to me just because I speak Spanish. I think you need to decide which group you’re going to target, and show what appeals to them. If you’re targeting Cubans, don’t use a Mexican actor. We’re not one big blanket, we’re all different. (TH)

Recruitment and Marketing: African-Americans.

African-Americans expected and felt that marketing which targeted their ethnic group, in general, would be effective;

You need to make fishing a popular thing. Golf has been around a long time, now that Tiger Woods has made that even more popular. . .American Greeting Cards

has a mahogany line. You like to buy things that look like you. You market to different types of people. If you diversify, you appeal to everyone. (RAA)

Make (African-Americans) feel kind of important; We are people who fish. (TAA)

We need things for the black community that we can do as a family thing. And (fishing) isn't that expensive. . .Yes, think of African-Americans as a market. You can't just see white faces. If you see African-Americans enjoying fishing, boating, camping, then you'll want to do it. . .We have fishing shows all over the TV and not one black person on them. . .We have to make it more marketable to our people. I don't know if Charles Barkley fishes, but it would be good to see him sitting out there on a Saturday morning. . .I'm not saying blacks don't go hunting and fishing and boating, but you don't see it on the television. We're not exposed to it. . .If my kids see Michael Jordan out there fishing, they'll want to go do it. (YAA)

Recruitment and Marketing: Females.

Females, regardless of whether they were active, inactive or non- anglers and/or boaters, seemed to expect much more individualistic marketing, promotion and attention;

(Manufacturers) should be thinking about women. When you buy, you buy for the family, you don't just think about your husband. Even the fishing poles are not designed for the ladies. . .I'd be excited about it. I know that there is information out there, and I can get it, but it's just one more thing on my list. If they want women to go fishing, they need to advertise for women. If I get a flyer and it's coming to me, then I might say 'That is what I want to do.' They have to make it easier for the consumer. They could put it in those fishing shows my husband watches every weekend. I watch them with him. I think women need to have it slammed in their face. . .There is not a fishing badge for Girl Scouts. If they really want to get girls fishing, target one of the largest organizations in the country. . .It would be impressive to see (woman role models) but as far as getting me to go fishing, it wouldn't make any difference to me. . .My husband gets (a fishing magazine) and catalogs and I look through them and I never see anything for women. They don't actually show a woman out there fishing or camping or anything. . .I belong to a hunting club for women, but I've never seen a fishing club for women. It would be nice to have waders made for women. You take rock climbing, it use to be just for men, but now they have jazzy outfits for women, classes for women. Girl friends are bringing girl friends into it. Women rarely get a chance to get together and (talk seriously). To get out with your women friends and fishing, it would be great. (CSF)

The majority of women who don't fish, you can't market to them and make them fish. . .Show a woman out there fishing, having fun, an everyday woman, not a

model. .It's not glamorous, fishing. Women don't associate with non-glamorous things. You can go in your bikini, but it's still not glamorous. (TF)

No one from the Fish Commission has ever considered a woman. They don't market to women, you never see a pink fishing rod. .How about those fishing shows? You never see a woman on the boat, and my husband watches them all the time. (YF)

CONCLUSIONS

As noted earlier, focus group research should not be used to make generalizations about population-wide issues. It cannot be concluded, based on these focus groups alone, why women, Hispanics, and African-Americans do not participate in fishing and/or boating at a rate comparable to their numbers in the general population. However, some observations can be made which will be found to be broadly applicable. Other conclusions are only suggestive of the need for further investigation.

1. Explanations for the underlying causes of differential participation rates observed in fishing and boating for women, African-Americans and Hispanics are probably due to broad, complex social and cultural factors. Single, simple explanations should be avoided and efforts to increase participation should be based on sound research of local populations. Just as there is no “general” angler and/or boater in the total population, there is no “general” African-American, Hispanic or woman angler and/or boater

2. Fishing is an ubiquitous activity for women, Hispanics and African-Americans as children. However, women, although they have fished, seem to have had the experience of fishing and/or boating as children at a lower rate and therefore do not continue to participate later in life. This observation requires further investigation.

3. Many women are not fully initiated into fishing and/or boating until they are adults. This indicates that: a) their degree of specialization will be higher, and b) they will tend to drop out at an earlier age than will their male counterparts. This observation also requires further verification.

4. Hispanic and African-American participation in fishing and/or boating may be related to larger economic issues. However, this needs to be verified by regional and local investigations as it is

suspected there are significant variations among different populations.

5. The role of the family, while important for all segments, is of primary importance to Hispanic populations. This observation is probably a factor of major importance and needs to be communicated to agencies and private organizations.

6. Generalizations about Hispanic participation factors and Hispanic populations are especially risky as cultural variation among Spanish-speaking people is a major issue. Failure to consider this in promotional efforts will likely have the opposite effect, i.e. will antagonize rather than encourage participation.

7. Women seem to have higher levels of utilitarian, humanistic and negativistic values than other population segments, especially in fishing participation. This observation needs further study and confirmation with existing studies.

8. African-Americans and, to a lesser extent, Hispanics live in large urban areas at a higher rate than Anglo-Americans. This may be, along with economic factors, an explanation for lower participation rates.

9. African-Americans in these groups seemed to have higher negativistic values toward fishing and especially boating. This observation needs to be tested quantitatively and qualitatively across a broader segment of the population.

10. African-Americans expect marketing to be directed at them specifically. They are especially conscious of advertisements directed at African-American populations. In one group, they mentioned a brand of cigarettes which were marketed extensively for African-Americans, but when advertisements depicted outdoor activities, the people in the ads were always white.

11. African-Americans have higher expectations about seeing African-American role models and participants in advertising, television and other promotional activities.
12. Women expect individualistic marketing and product development but appear to have lower levels of expectations about seeing female role models than do African-Americans or Hispanics.
13. The cost of boating is obviously an issue for everyone. However, the cost of fishing is probably a more important factor among less avid women, African-American and Hispanic anglers than among similarly less avid white male anglers.
14. State agencies should seriously consider innovative pricing of fishing licenses and boating permits to encourage family participation and participation by less avid recreationists. This might include family or group fishing licenses, seasonal or daily licenses and, while seemingly difficult, regional or national licenses.
15. Among avid anglers and/or boaters, the differences noted are probably not as pronounced or even present. The differences observed probably apply to less avid recreationists. Differences in avid woman, African-American and Hispanic anglers and/or boaters may require separate investigation. However, this is only an assumption and needs to be validated quantitatively.
16. Racial intimidation among African-Americans is an issue worth further investigation. Racial issues seem to be less evident or have lower salience for Hispanics.
17. Sexual intimidation is probably not a factor among women, but should be included in wider investigations.
18. Spanish-language radio, television, and print media are all excellent approaches to

promotion for Hispanic populations.

19. Finally, as we have noted elsewhere, evaluation for the success of these programs also needs to be based on sound research, not by “seat-of-the-pants” approaches. Evaluation needs to be based on objectives set for each market segment, not for overall changes in the market.

Expectations for increasing participation in these groups need to be realistic, given that all of the factors are not known and, when they are known, may be beyond the control of agencies or private organizations.

LITERATURE CITED

- Babbie, E. 1989. *The Practice of Social Research*. 5th Ed. Wadsworth Publishing Co., Belmont, CA.
- Bissell, S.J., and M.D. Duda. 1993. *Factors Related to Hunting and Fishing Participation in the United States. Phase II: Hunting Focus Groups*. U.S. Fish and Wildlife Service, Washington, D.C.
- Bissell, S J., and M.D. Duda. 1995. *Factors Related to Hunting and Fishing Participation in the United States. Phase III: Fishing Focus Groups*. U.S. Fish and Wildlife Service, Washington, D.C.
- Burroughs, T.M., and M.J. Reef. 1996. *Latino Outreach; Outreach and Education Recommendations for State Aquatic Education Programs*. (Unpublished Report) International Association of Fish and Wildlife Agencies, Washington, D.C.
- Duda, M.D., K.C. Young, E. Thomson, and T. Heberlein. 1995a. *Factors Related to Hunting and Fishing Participation in the United States. Phase IV: Quantitative Analysis*. Federal Aid in Sport Fish and Wildlife Restoration Grant 14-48-0009-1252. U.S. Fish and Wildlife Service, Washington, DC.
- , S.J. Bissell and K.C. Young. 1995b. *Factors Related to Hunting and Fishing Participation in the United States. Phase V: Final Report*. Federal Aid in Sport Fish and Wildlife Restoration Grant 14-48-0009-1252. U.S. Fish and Wildlife Service, Washington, D.C.
- Frey, J.H., and A. Fontana. 1993. The Group Interview in Social Research. in: D.L. Morgan (ed.) *Successful Focus Groups: Advancing the State of the Art*. Sage Publications, Newbury Park, CA.
- Kellert, S.R. 1996. *The Value of Life: Biological Diversity and Human Society*. Island Press/Shearwater Books, Washington, D.C.
- Krueger, R.A. 1988. *Focus Groups: A Practical Guide for Applied Research*. Sage Publications, Newbury Park, CA.
- Morgan, D.L., and R.A. Krueger. 1997. *The Focus Group Kit*. Volumes 1 through 6. Sage Publications, Newbury Park, CA.
- Responsive Management. 1996. *1995 Fishing Motivation Study*. Report prepared for the American Sportfishing Association. Responsive Management, Harrisonburg, VA.
- Stewart, D.W. and P.N. Shamdasani. 1990. *Focus Groups: theory and practice*. Sage Publications, Newbury Park, CA.