

AFRICAN AMERICAN AND HISPANIC AMERICAN SPORTSMEN IN THE NORTH CENTRAL REGION

Allan Marsinko
Professor,
Department of Forest Resources,
Clemson University,
Clemson, SC 29634-0331

John Dwyer
Research Forester,
USDA Forest Service,
North Central Research Station,
845 Chicago Avenue,
Suite 225, Evanston, IL 60202

Abstract: Public forest managers need an awareness and understanding of their clients in order to better address their needs for recreational uses of forest lands. This study examines and characterizes African American and Hispanic American sportsmen (hunters and anglers) in the North Central Region of the United States (IA, IL, IN, MI, MN, MO, WI) and compares them to African American and Hispanic American nonparticipants in the region, as well as African American and Hispanic American sportsmen outside the region. The analysis follows the suggestion of Woodard (1993) that minority groups should not be compared with other groups (as is so often the case); but rather the variation within each group should be examined. This avoids the implication that minority groups should be evaluated in terms of and strive to behave like the majority population. In addition, factors associated with African and Hispanic American participation in hunting and fishing are investigated. The analysis is based on the 1995-1996 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, and presents implications for management and research.

Introduction

The North Central Region (IA, IL, IN, MI, MN, MO, WI) is diverse in demographic characteristics and wildlife-associated recreation participation patterns. This presents challenges for managers who must allocate funds and manage the natural resources of these states to meet the needs of residents. Managers are interested in identifying all of their clients so that their needs can be better addressed. Although some racial/ethnic groups have a relatively low level of participation in wildlife-associated recreation, the characteristics of the participants and the nature of their participation are important to managers and planners concerned with providing for these groups. However low participation rates tend to result in minority groups being overwhelmed by others in the data when general analyses of the population or participants in particular activities are carried out. A characterization of hunters, for example, provides considerable information about the activity of hunting and its potential effect on resources; but hunter demographics make it highly representative of non-Hispanic American white male hunters because they comprise the vast majority of hunters.

The influence of African American and Hispanic American hunters is small in such an analysis. However, managers are interested in African American and Hispanic American hunters and how to better serve them. The purposes of this paper are to characterize African American and Hispanic American sportsmen (hunters and anglers) in the North Central Region, compare these sportsmen to African American and Hispanic American nonparticipants in the region as well as African American and Hispanic American sportsmen from outside the region, and investigate factors that are correlated with hunting and fishing participation by these important groups in the region.

Methods

The 1996 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation was used in this analysis because it provides an opportunity to work with a substantial sample of African American and Hispanic American sportsmen. The Census Bureau has conducted the survey for the US Fish and Wildlife Service approximately every 5 years since 1955 (U.S. Dept of Interior 1997). The survey actually consists of three surveys that result in three data sets. The screening survey consists of demographic and limited participation data and is considered to be representative of the population of the United States in general. The sportsmen survey consists of detailed participation and expenditure data about hunting and fishing, and is considered to be representative of hunters and anglers residing in the United States. The wildlife watching survey consists of detailed participation and expenditure data about nonconsumptive wildlife-associated recreation activities and is considered to be representative of wildlife watchers residing in the United States. The screening survey was the primary source of data used in this analysis. Although the screening survey contains only limited participation data, it permits comparisons of participants with nonparticipants as well as participation in all wildlife-associated activities (fishing, hunting, and wildlife watching). Participation data collected using the screening survey are for 1995, and most of the data presented in the summary publication (U.S. Dept of Interior 1997), which are collected using the detailed surveys, are for 1996. Because of the methodology used by the Census Bureau to select and adjust the weights for the detailed surveys, and the fact that the data are collected for different years, the total numbers of participants calculated using the screening survey differ slightly from the total numbers of participants calculated using the detailed surveys.

African Americans and Hispanic Americans are identified based on two questions in the screening survey. One question asked if the individual was of Hispanic or Spanish origin. If the response was "yes", the individual was identified as Hispanic/Spanish and is referred to in this paper as Hispanic American. The second question concerned race. Respondents (including those identified as Hispanic) were asked to identify their race, choosing from the following five categories: White; Black; American Indian, Aleut, or Eskimo; Asian or Pacific Islander; or Other. Those who were identified as Hispanic were placed into a sixth race category. Then, those who selected Black

were identified as African American. All analyses are based on respondents 16 years of age and older because participation data are available for only this age range. Data are not presented by state due to the low number of observations.

Analyses are presented as follows: African American hunters in the region are compared to African American non-hunters in the region and then African American hunters in the region are compared to African American hunters outside the region. This approach is repeated for African American anglers and then for Hispanic American hunters and anglers.

Results

Hunters and anglers are placed into two classifications: 1) if they participated in their lifetimes, and 2) if they participated in 1995. This permits comparisons between current (1995) participants and lifetime participants that did not participate in the current (1995) year. However, very few African Americans and Hispanic Americans hunted in 1995. Therefore, comparisons within this activity category are kept to a minimum. For the purposes of this paper, hunters and anglers are considered to be those who have hunted and/or fished in their lifetime, which may or may not have included participation in 1995.

African American hunters

African American hunters in the North Central region tended to be older than African American non-hunters in the region and earned less (Table 1). They were less likely to be working and more likely to be retired. African American hunters were about three times as likely as non-hunters to fish and were also much more likely to observe wildlife around the home and take trips for the purpose of observing wildlife. Although African American hunters tend to live in urban areas, they tend to be slightly more rural than non-hunters.

Table 1. African American Hunters and Nonhunters in the North Central Region (age 16 and older)

Characteristic	Hunted in Lifetime	Hunted in 95*	Non- Hunters
Total Number	256,000	41,000	2,383,000
Age (year)	49	41	42
Education (year)	11.2	12.9	12.6
Income	28,200	36,800	33,000
Working	53	83	62
Reside Urban	90	89	97
Fished	93	100	34
Observed Wildlife	19	32	10
Around Home Wildlife			
Watching Trip	11	20	3

* based on a small number of observations

Those African Americans who have hunted in 1995 tended to be younger, earn more, and be less likely to be retired than those who hunted in their lifetime but not in 1995

(Table 1). Although the 1995 results are based on a limited number of observations, the consistency of these results suggest an aging and possibly a dwindling population of African American hunters in the region. Only about 16% of African Americans who have hunted in their lifetime hunted in 1995. In comparison, 42% of all of the hunters in the region who hunted in their lifetime also hunted in 1995 (Marsinko and Dwyer 2002).

African American hunters in the region are similar in many respects to those outside the region (Table 2). Those in the region earn slightly less, possibly because they are slightly less likely to be working. They are more likely to fish and much more likely to live in urban areas than African American hunters who live outside the region.

Table 2. African American Hunters By Location (age 16 and older)

Characteristic	North Central Region	Not North Central Region
Total Number	256,000	1,558,000
Age (year)	49	50
Education (year)	11.2	11.8
Income	\$28,200	\$30,900
Working	53	60
Reside Urban	90%	74%
Fished	93%	81%
Observed Wildlife	19%	22%
Around Home Wildlife		
Watching Trip	11%	9%

African American anglers

African American anglers in the region tended to be slightly older than non-anglers and earned slightly more (Table 3). Although they were more likely than hunters to reside in urban areas, they were less likely than non-anglers to reside in urban areas. The greatest differences between African American anglers and non-anglers are in participation in other wildlife-associated activities, with anglers much more likely to hunt and observe wildlife. Table 3 indicates that 23% of those who fished in their lifetime also hunted. More than 90% of all African American hunters also fished.

Unlike hunters, African Americans who have fished in their lifetime are similar to those who fished in 1995 in terms of age, income, and percent working (Table 3). Those who fished in 1995 appear to be slightly more active in terms of participation in hunting and wildlife watching. About 43% of those who fished in their lifetime also fished in 1995. This is close to the 50% retention figure for the North Central population reported by Marsinko and Dwyer (2002).

African American anglers in the region are almost identical to African American anglers who reside outside the region

(Table 4). They differ primarily in location of residence, with those in the region more likely to live in urban areas.

Table 3. African American Anglers and Nonanglers in the North Central Region (age 16 and older)

Characteristic	Fished in Lifetime	Fished in 95	Non-Anglers
Total Number	1,040,800	444,300	1,598,200
Age (year)	45	45	41
Education (year)	12.4	12.2	12.5
Income	\$34,200	\$35,500	\$31,200
Working	61%	63%	61%
Reside Urban	94%	94%	99%
Hunted	23%	31%	1%
Observed Wildlife Around Home	15%	18%	8%
Wildlife Watching trip	6%	10%	2%

Table 4. African American Anglers By Location (age 16 and older)

Characteristic	North Central Region	Not North Central Region
Total Number	1,040,800	5,315,600
Age (year)	45	44
Education (year)	12.4	12.3
Income	\$34,200	\$34,200
Working	61%	64%
Reside Urban	94%	83%
Hunted	23%	24%
Observed Wildlife Around Home	15%	18%
Wildlife Watching Trip	6%	8%

Hispanic American hunters

There are few Hispanic American hunters in the region (Table 5). Although the number of observations is small and caution should be exercised in interpreting the data, it appears that hunters are more likely to be working, have higher levels of education, and tend to live in more rural locations than non-hunters among Hispanic Americans in the region. Hispanic American hunters also tend to be much more likely to fish and observe wildlife than non-hunters. Although the number of observations is small, these results are consistent with all of the other results in this paper. It is interesting to note that Hispanic American non-hunters appear to be less likely to fish but much more likely to take wildlife watching trips than African American non-hunters (Tables 1 and 5).

Unlike African American hunters, Hispanic American

hunters who have hunted in their lifetime are similar to those who have hunted in 1995 (Table 5). About 45% of those who hunted in their lifetime also hunted in 1995, which is consistent with the North Central population retention rate of 42% reported earlier (Marsinko and Dwyer 2002).

Hispanic American hunters in the region tend to be younger and more likely to be working than those who reside outside the region, but those who reside in the region earn slightly less (Table 6). Unlike African American hunters, Hispanic American hunters in the region appear less likely to live in urban areas than Hispanic American hunters who reside outside the region. Also unlike African American hunters, Hispanic American hunters who reside in the region tend to be much more likely to observe wildlife than Hispanic American hunters who reside outside the region.

Table 5. Hispanic Hunters and Nonhunters in the North Central Region (age 16 and older)

Characteristic	Have Hunted in Lifetime	Hunted in 95*	Non-Hunters
Total Number	76,200	34,500	955,800
Age (year)	37	37	37
Education (year)	13.1	12.7	10.9
Income	\$34,600	\$33,500	\$31,300
Working	90%	87%	66%
Reside Urban	76%	57%	96%
Fished	78%	75%	25%
Observed Wildlife Around Home	50%	58%	14%
Wildlife Watching Trip	61%	91%	16%

* based on a small number of observations

Table 6. Hispanic Hunters By Location (age 16 and older)

Characteristic	North Central Region	Not North Central Region
Total Number	76,200	1,268,400
Age (year)	37	43
Education (year)	13.1	12.6
Income	\$34,600	\$42,900
Working	90%	74%
Reside Urban	76%	80%
Fished	78%	81%
Observed Wildlife Around Home	50%	28%
Wildlife Watching Trip	61%	19%

Hispanic American anglers

Hispanic American anglers in the region tended to have higher levels of education than non-anglers, were more likely to be working and earned more, and were less likely than non-anglers to reside in urban areas (Table 7). The greatest differences between participants and non-participants in angling among Hispanic Americans in the North Central region are in participation in other wildlife-associated activities, with anglers much more likely to hunt and observe wildlife. Table 7 indicates that 20% of those who fished in their lifetime also hunted. About three fourths of all Hispanic American hunters also fished.

Table 7. Hispanic Anglers and Nonanglers in the North Central Region (age 16 and older)

Characteristic	Have Fished in Lifetime	Fished in 95	Non-Anglers
Total Number	298,700	154,700	733,200
Age (year)	36	32	37
Education (year)	11.7	12.1	10.8
Income	\$36,000	\$37,300	\$29,900
Working	72%	75%	66%
Reside Urban	90%	87%	97%
Hunted	20%	23%	2%
Observed Wildlife	36%	35%	9%
Around Home Wildlife			
Watching Trip	23%	32%	4%

Hispanic American anglers who fished in 1995 are slightly younger but otherwise similar to those who fished in their lifetime (Table 7). Those who fished in 1995 were slightly more likely to hunt and take wildlife watching trips. About 52% of those who fished in their lifetime also fished in 1995. This is close to the 50% retention rate for anglers in the North Central region that was reported earlier (Marsinko and Dwyer 2002).

Hispanic American anglers in the region are similar to Hispanic American anglers who reside outside the region except that those in the region earn slightly less (Table 8). Hispanic American anglers in the region are equally likely to live in urban areas as those who reside outside the region. Those in the region are slightly less likely to be hunters but more likely to observe wildlife than those outside the region.

Summary and Conclusions

African American hunters in the North Central region tend to be older, more likely to be retired, earn less, and more likely to reside in rural areas than African American non-hunters in the region. African American hunters are more likely than African American non-hunters to fish and observe wildlife. In fact, more than 90% of the African American hunters are anglers. African American hunters in the region earn less and are more likely to reside in urban

areas than hunters outside the region.

African American anglers in the North Central region tend to be older, earn slightly more, and are more likely to reside in rural areas than non-anglers. African American anglers are more likely than non-anglers to hunt and observe wildlife. African American anglers in the region are more likely to reside in urban areas than anglers outside the region; but are otherwise almost identical to African American anglers outside the region

Table 8. Hispanic Anglers By Location (age 16 and older)

Characteristic	North Central Region	Not North Central Region
Total Number	298,700	4,255,500
Age (year)	36	38
Education (year)	11.7	12.2
Income	\$36,000	\$39,000
Working	72%	73%
Reside Urban	90%	89%
Hunted	20%	24%
Observed Wildlife	36%	21%
Around Home Wildlife		
Watching trip	23%	15%

Hispanic American hunters in the North Central region earn slightly more than non-hunters, and are more likely to reside in rural areas. Hispanic American hunters are more likely to fish and observe wildlife than Hispanic American non-hunters in the region. Hispanic American hunters in the region are younger and earn less than Hispanic American hunters outside the region. They are more likely than Hispanic American hunters outside the region to observe wildlife.

Hispanic American anglers in the North Central region are more likely to be working, earn slightly more, and are more likely to reside in rural areas than non-anglers. Hispanic American anglers are more likely than non-anglers to hunt and observe wildlife. Hispanic American anglers in the region are less likely to hunt and more likely to observe wildlife than Hispanic American anglers outside the region.

Both African American and Hispanic American hunters tend to be anglers and wildlife watchers, considerably more so than non-hunters. African American and Hispanic American anglers tend to be more likely to hunt and observe wildlife than non-anglers.

African Americans and Hispanic Americans in the North Central region are more likely to live in urban environments than the remainder of the population of the North Central region. Furthermore, African Americans and Hispanic Americans in the North Central region are more likely to live in urban environments than African

Americans and Hispanic Americans who live outside the region. The substantial portion of African Americans and Hispanic Americans in the North Central region living in urban areas appears to have an important influence on participation patterns. Location of residence is important when identifying these populations as well as when predicting probability of participation. For example, location of residence is the strongest predictor of hunting among African American males in the region. African Americans and Hispanic Americans have lower incomes than the population in general. However, African American hunters in the region have lower incomes than African American non-hunters while Hispanic American hunters have higher incomes than Hispanic American non-hunters, and this is true both within and outside the North Central region. Both African American and Hispanic American anglers have higher incomes than non-anglers (within and outside the region).

The age structure of the African American and Hispanic Americans in the North Central region appears to have an important influence on participation patterns. The difference in age and work status between current and lifetime African American hunters coupled with the relatively low number of African American lifetime hunters who participated in 1995 may indicate a higher than average tendency of African American hunters to drop out of hunting. This matter warrants further study to determine if higher than average attrition is occurring and whether it is a problem from the viewpoint of the African American population. If a higher than average attrition rate is found, the study would allow managers and marketers to know whether they should promote African American participation or simply plan for reduced participation by the African American population.

The profiles presented here as well as the cross-activity relationships are important to managers and others who are interested in identifying participants, particularly among minority groups. The profiles help identify the client groups. They help answer questions such as "Who is the African American hunter in the North Central region and how does this individual differ from the African American non-hunter"? They also help identify how participants in the region differ from those outside the region, which reflects, in part, the characteristics of the region.

Acknowledgment: The research on which this paper is based was funded, in part, under a research joint venture agreement between Clemson University and the USDA Forest Service North Central Research Station.

Literature Cited

Marsinko, A., and Dwyer, J. (2002). Wildlife-associated recreation in the North Central Region: Participation and management implications. In Sharon Todd, (ed.), Proceedings of the 2002 Northeastern Recreation Research Symposium. (Gen. Tech. Rep. NE-289. pp. 202-207). Newtown Square, PA: USDA Forest Service, Northeastern Research Station

U.S. Department of the Interior, Fish and Wildlife Service and U.S. Department of Commerce. 1997. 1996 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. FHW/96 NAT. 115p + appendix.

Woodard, M.D. (1993). Leisure among African-Americans: Toward an indigenous frame of reference. In: Paul H. Gobster, (ed). 1993. Managing urban and high use recreation settings. Selected papers from the Urban Forestry and Ethnic Minorities and the Environment Paper Sessions at the 4th North American Symposium on Society and Resource Management. (General Technical Report NC-163, pp. 122-126). St. Paul MN: USDA Forest Service, North Central Forest Experiment Station.