



Outdoor Stewards of Conservation Foundation, Inc.

NATIVE AMERICAN Participation and Perceptions of Fishing.

<https://OutdoorStewards.org/>



Outdoor Stewards of Conservation Foundation, Inc.



Jim Curcuruto
Executive Director

Mission Statement Outdoor Stewards of Conservation Foundation™



Use research-based communications and engagement programs to help recruit the next generation of Hunters, Anglers, Trappers and Shooters (HATS) and promote the fact that HATS are primary funders and stewards of land, fish and wildlife conservation in America.



Objectives of this Research (Native American Fishing)



Participation and Cultural Acceptance

Measure current participation rates of “fishing” (e.g., including angling, ice, bow, spear, nets, drop-lining, etc.).

Measure motivations to fish and cultural acceptance of fishing among tribal members.



Barriers and Potential Influence

Identify barriers to entry/ participation in fishing.

Identify opportunities to drive consideration and influence participation in fishing.



Land Access and Tribal Privileges

Assess general access to bodies of water for fishing.

Identify awareness and usage of fishing and water rights privileges afforded Native Americans based on tribal affiliation.



Opinions on Gov’t Agencies

Benchmark perceptions of state wildlife Agencies and the USFWS.





Key Takeaways

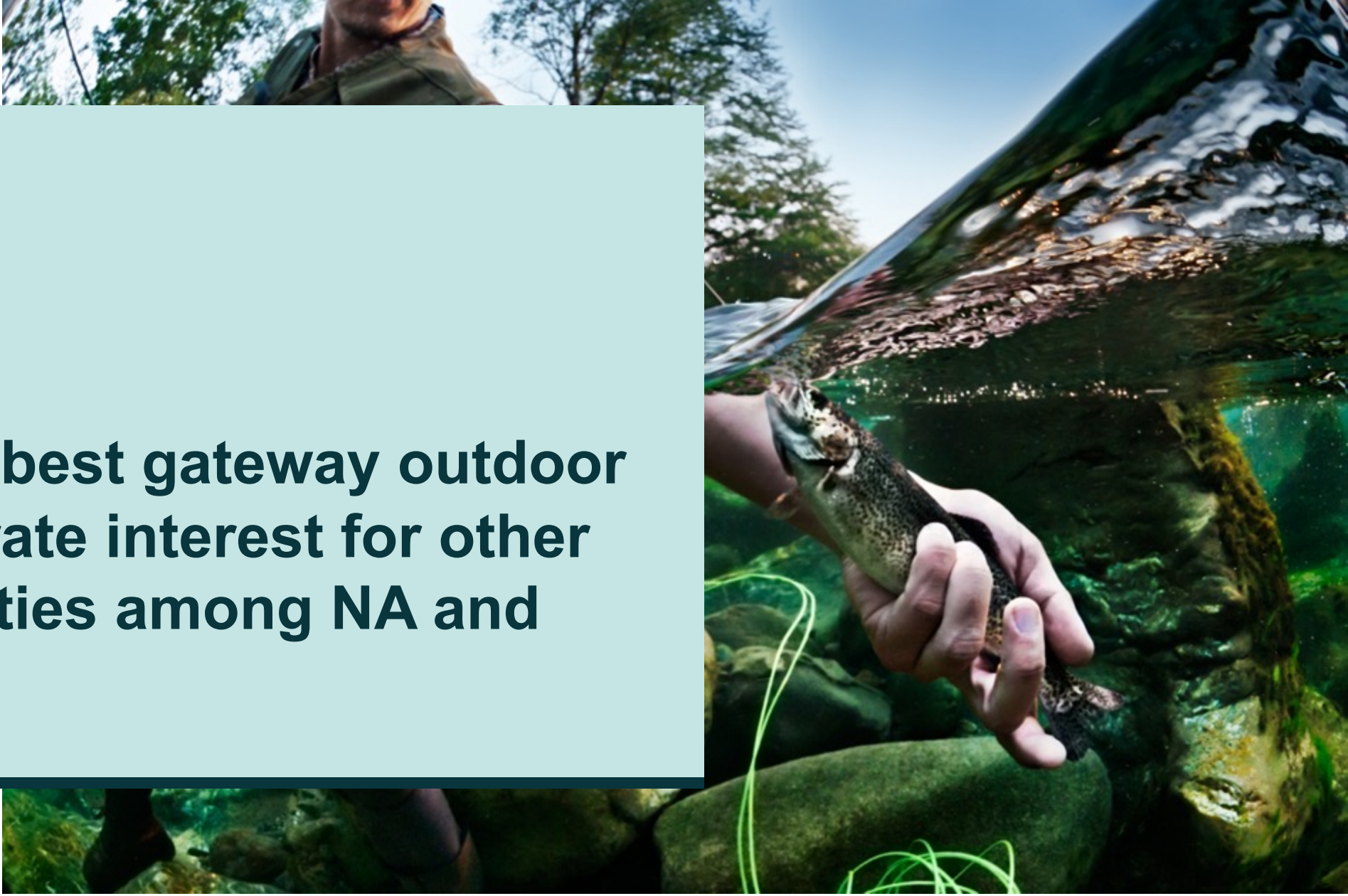


Key Takeaways and Recommendations





Fishing is the best gateway outdoor sport to generate interest for other outdoor activities among NA and Non-NA alike.





Fishing enjoys high acceptance, interest, and favorability

High Penetration



- Over 62% of the US Gen Pop and 77% of NA Gen Pop have fished before.

High Interest and Favorability



- 56% of the US Gen Pop and 71% of NA Gen Pop are interested in Rod & Reel fishing (65% and 75% are favorable about Rod & Reel fishing respectively).

Fishing is a HIGHLY Social Activity



- 95% of active fishers have fished with someone else in the last year
- The top 3 activity participation influencers for NA and Non-NA alike are invite driven (relative, someone admired, friend or colleague)
- Non-Fishers from NA and Non-NA want to learn from family and friends.





Recommendation:

Improve Awareness of Existing Programs Like National Fishing And Boating Week Is the First Week of June Annually / National Hunting and Fishing Day is 3rd Saturday in September.



Consider



NA fishers and Non-NA fishers nationwide can be incentivized and motivated to invite friends or family out for a fishing experience.

Outdoor enthusiasts need to welcome the novice or less experienced fishers so that they understand the importance of HATS participation around 3 pillars:

- Social and health reasons
- Knowledge about the importance of HATS funding that promotes conservation
- The importance of passing down shared history and culture through traditional outdoor activities
- OSC has its Come With™ program as an example, but if efforts are targeted on a specific timeframe, the opportunity for marketing and programming can be more efficient.





Recommendation:

Improving Awareness of HATS participants' importance to conservation funding and policy will help drive higher favorability of outdoor recreational activities.

Consider



Most Americans agree that preserving natural resources is important (over 80%), but a large majority (roughly 60-70%) don't know how much funding comes from HATS participants.



NA general population and active fishers have higher overall awareness of the importance of HATS participants in driving conservation funding, but there's still lots of room to grow.



Aligning around a national PR campaign around something like Get Out and Fish, could help. Through programming (fishing derbies or tribal leadership education, etc.), branded kits, and advertising, tribes, manufacturers and agencies alike can educate active fishers and new fishers about the importance of HATS for environmental conservation.



	NA Gen Pop	NA Active Fishers	US Gen Pop	US Active Fishers	
% Aware	39%	59%	31%	44%	Revenue from the sale of fishing and hunting licenses combined with funds collected from your purchases of items such as rods, reels, lures, guns, ammunition, bows and arrows provide up to 70% of your state fish and wildlife agencies annual budget
	37%	51%	28%	39%	Each year, outdoor sports participants (anglers, hunters, trappers and target shooters) provide more than \$3.6 billion of funding for land, fish and wildlife conservation in America

Alternate tribal revenue streams centered on HATS should be investigated.

There are NO fishing related brands that represent NA more than others (95% of NA couldn't think of a brand that resonated with their communities better than others). There's a vacuum. This creates an opportunity for established brands to make an effort to fill that void, BUT it also represents an opportunity for tribes or Native American entrepreneurs to create brands that can represent the Native American citizens of this great country.

NA have access to lands, and waters, and fishing techniques that could become opportunities for tribal members to be guides for guests of resorts / casinos, etc.

NA can work with agencies on wildlife needs for the states where they reside. Is there an opportunity to fill some needs (i.e., hatcheries, chartering, etc.)?





Recommendation:

NA population will be a great place to trial and launch programming or brands to increase participation in HATS activities – START there.



Consider



Based on THIS study and the one from 2022 on the hunting, trapping and target shooting audiences, we know how important outdoor recreation is to Native Americans. Not only is it part of their spiritual and cultural heritage, it's a way to bond with family, friends and tribal leadership.

Fishing follows the same pattern with NA being significantly more likely to fish than the US General Population (77% of NA have fished compared to 62% of US Gen Pop).

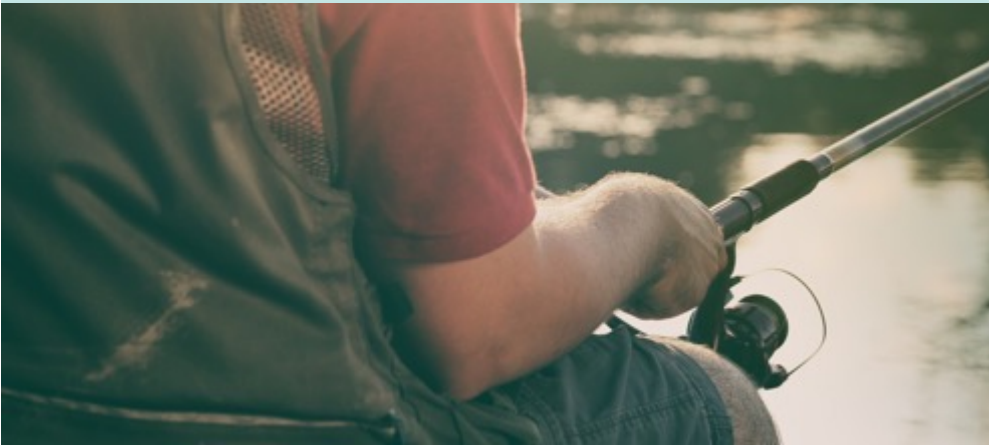
- About half of NA have fished in the last year.
- NA are more favorable and interested in fishing overall
- They've been exposed to and participated in more forms of fishing
- Over 60% say they are interested in learning more about fishing, possibly tied to an inherent connection to heritage and culture when outside participating in fishing and other HATS activities.





Recommendation:

Agency and Community Relationships Will Benefit From Continued Education About Tribal Privileges.



Consider



Agencies have a great opportunity to engage Native Americans with fishing. NA are more open to programming from agencies than Non-NA and this goes for fishers and non-fishers alike.

Work to continue education efforts for Non-NA about Native American privileges and sovereign lands will help reduce tensions that may be present as Native Americans believe non-natives are not up to speed; no one wants conflict while trying to enjoy nature.



Key Takeaways



Detailed Findings





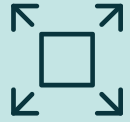
**Summary of
Detailed
Findings**



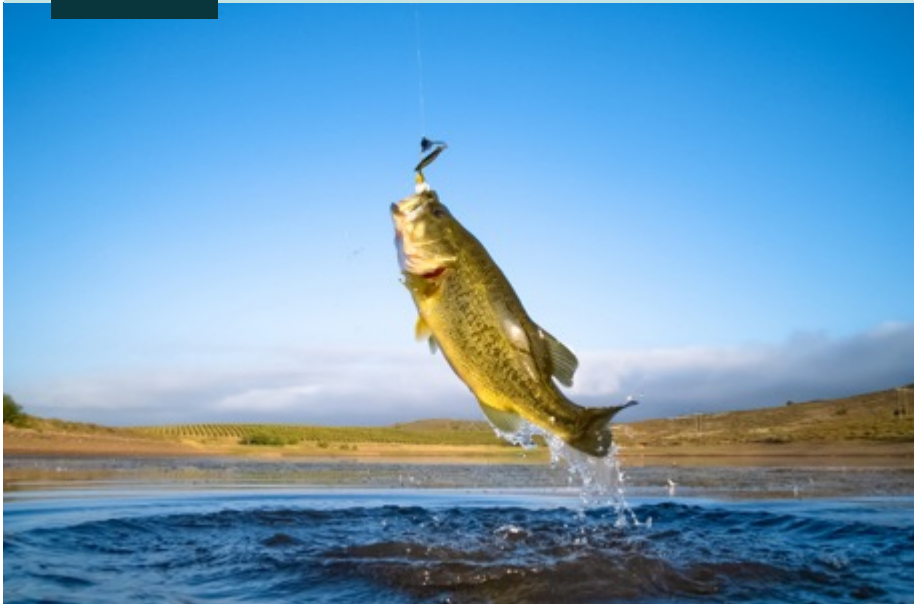
Summary of Detailed Findings

Overall





Fishing Participation

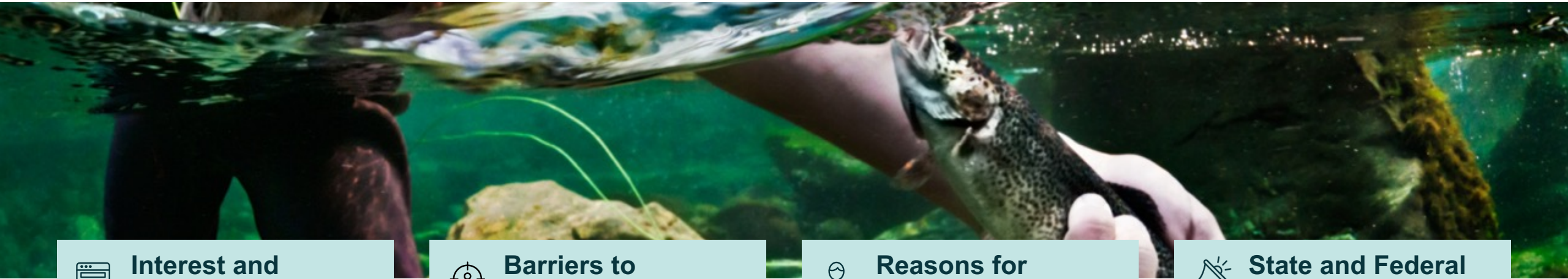


Native Americans are **significantly more interested and favorable** towards many outdoor activities including fishing. This holds true when looking at most fishing subcategories (such as, rod & reel fishing, and line fishing, etc.).

Select Key Stats

- › **Participation** in fishing within the last 12 months is **significantly higher for NA than Non-NA**.
- › The social impact of fishing is a key factor for all American fishers, but even more so for Native Americans. Tribal elders hold special influence for them as well.
- › NA activity participants spend **significantly more time** fishing (nearly 14-44% more depending on which type of fishing).
- › Similar to the Hunting, Trapping and Target Shooting study, NA respondents are more likely to feel that **being in nature connects them to their heritage and is spiritually good**.
- › NA individuals likely **spend more annually** on their fishing gear, supplies and boats.
- › **General knowledge** of, and usage of special tribal fishing privileges is **limited** (less than half have used a privilege).

Some Highlights Against Study Objectives



Interest and Favorability

NA respondents are significantly more interested and favorable to nearly all fishing activities.

Non-NA exhibit significantly less interest in fishing activities, but “negative” perception of fishing activities is on par with NA counterparts.



Barriers to Participation

Time is the primary barrier for NA. US Gen pop are more likely to cite time and lack of interest.

About 1 in 4 Non-Fishers (NA and Non-NA) have a desire to have someone to go with.



Reasons for Activity Lapses

Lapsed NA and Non-NA cite equipment needs, a general loss of interest and/or a health change as primary reasons for lapsing.

Fisher advocacy and “outreach” would likely help get lapsed back.



State and Federal Agency Perception

NA and Non-NA are favorable toward fish and wildlife agencies.

Active fishers however would appreciate less restrictions.

There might be tension when Non-NA meet NA fishers on tribal waters.





**Section
Detailed
Findings**



Fishing Participation

Participation, Specific Fishing Activities, Fishing Behaviors



Fishing Participation Highlights



Fishing Participation Section

01

NA's are more engaged with fishing overall, and within the last 12 months. This includes frequency of fishing each year.

02

Fishing could, and should be a gateway activity to other outdoor sports – high participation and favorability.

03

Fishing is highly social for NA and Non-NA. Only about 5% of both groups fish exclusively solo.

04

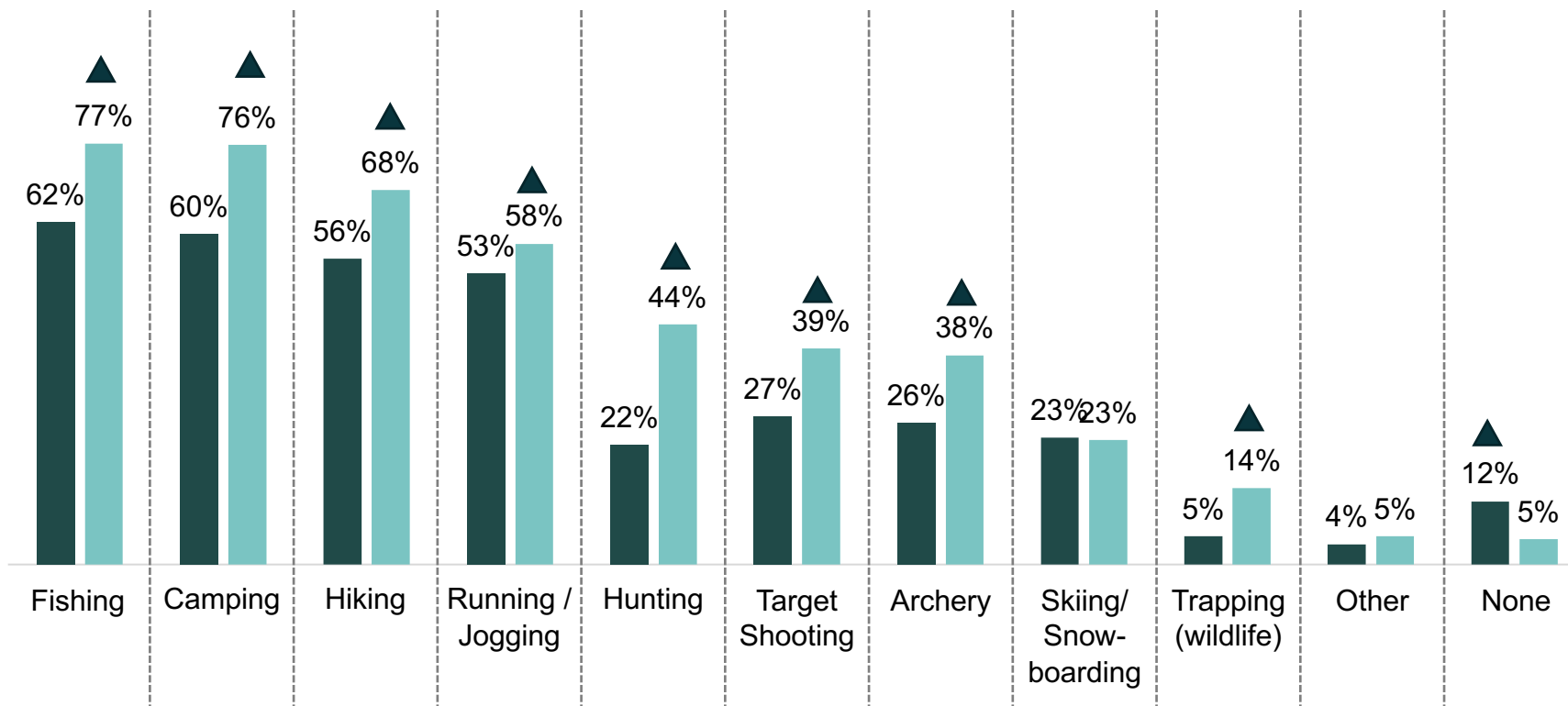
Most people have access – over half within 20 mins or less. Family and friends have power to advocate and influence participation.



Native Americans participate in outdoor recreation more often than the US General Population – including fishing.

Activity Participation – Ever

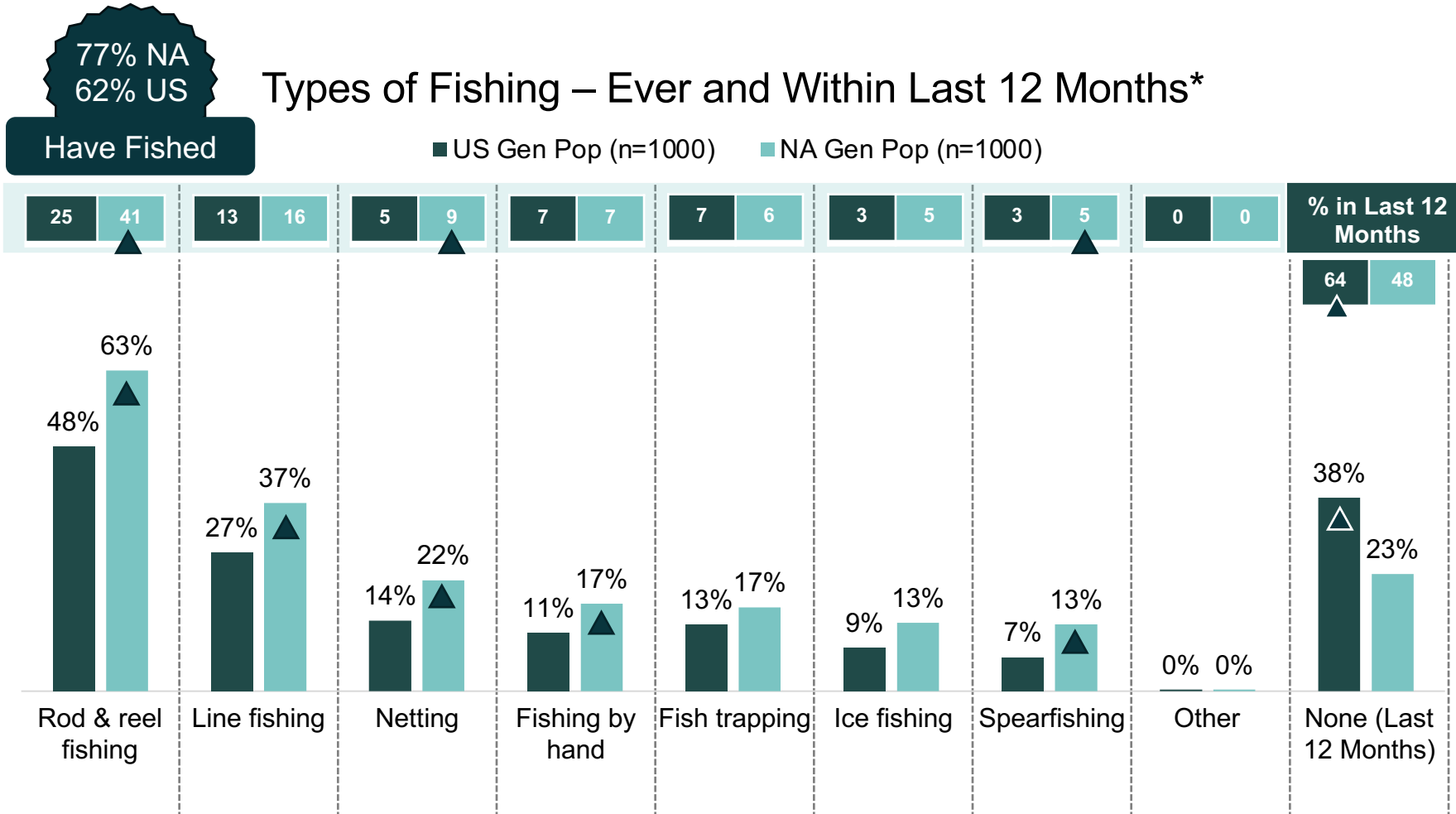
■ US Gen Pop (n=1,000) ■ NA Gen Pop (n=1,000)



Fishing, camping, and hiking are massive gateway opportunities to get people more involved in outdoor sports within NA and US Gen Pop (56-77% with experience)



Over half of Native Americans have fished in the last 12 months with the majority choosing rod & reel and line fishing.



NA participate significantly more than US Gen Pop across fishing categories.



What kinds of fishing have you ever done? (Select all that apply)
Which of the following fishing activities have you participated in within the last 12 months (last year)? (Select all that apply)

*Percent reflect %. Of "total" respondents.

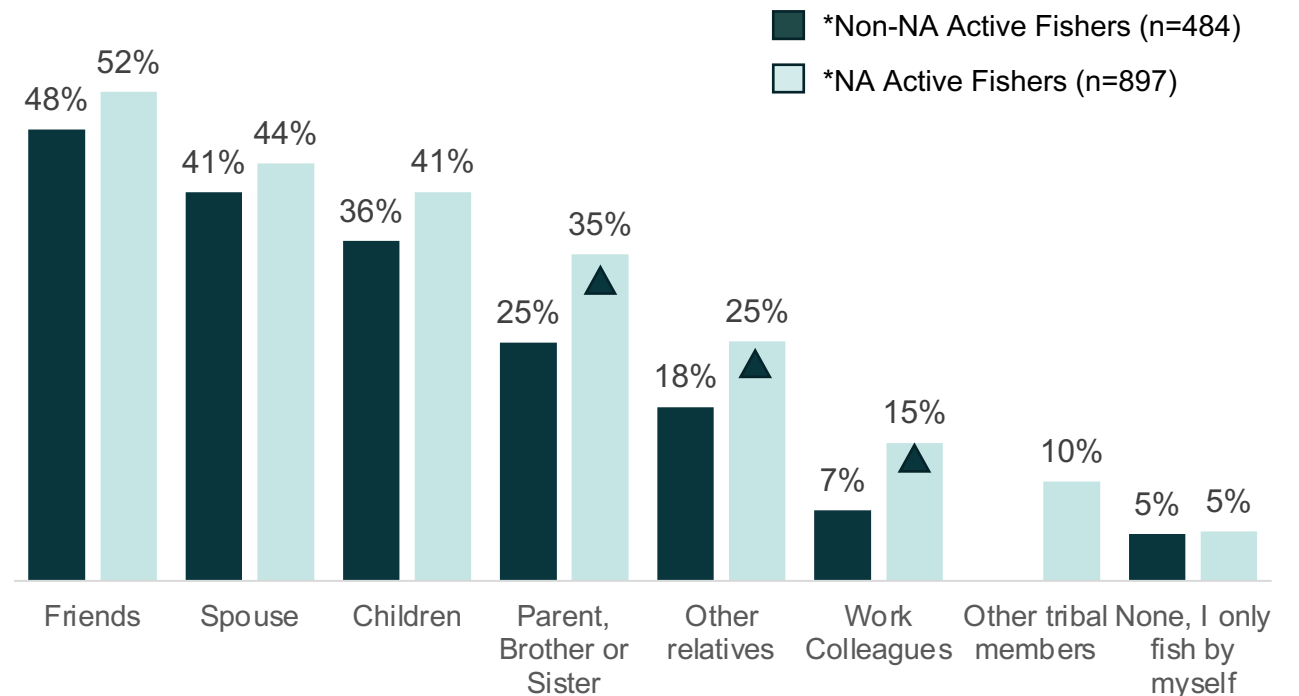
▲ Significantly higher than comparison group at a 95% confidence level.

Overall patterns of fishing companions are consistent across NA and US Gen Pop – Friends, spouse and children in top positions.



Fishing is social – only 5% say they exclusively fish by themselves.

People Fished With In Last Year



Who have you fished with in the last year?

*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.



NA Fishers spend more time annually fishing (~15 – 17 days on average) across the different fishing categories.

Number of Days Participating In Fishing Activity In Last 12 Months Average Number of Days Referenced		
	*NA Active Fisher (12 Months) (n= var. bases)	*NON-NA Active Fisher (12 Months) (n= var. bases)
Fishing by hand (i.e., noodling, hand harvesting (shellfish), etc.)	17.0	14.3
Ice fishing	17.6	13.0
Line fishing (i.e., droplines, handlining, trotlines, etc.)	16.9 ▲	13.3
Netting (i.e., cast nets, hand nets, gill nets, etc.)	17.6 ▲	12.2
Rod fishing (i.e., fly fishing, baitcasting, surfcasting, etc.)	17.4 ▲	15.3
Spearfishing (i.e., bow fishing, speargun, spear fishing, etc.)	15.8 ▲	11.1
Fish trapping (i.e., weirs, lobster traps, crabs, etc.)	16.1 ▲	11.6

How often did you participate in the following fishing activities you said you did in the last 12 months.

**Unweighted base is used to compare activity participants. Means should be used somewhat directionally to note where there are differences between comparative groups.*

▲ Significantly higher than comparison group at a 95% confidence level.



In general, access to fishing locations is the same for NA and for Non-NA – a median time to location of about 20 minutes.

Distance Needed to Travel to Fish Average Number of Minutes Referenced						
	US Gen Pop (n=1000) A	NA Gen Pop (n=1000) B	*NA Fisher (n=1165) C	*NON-NA Fisher (n=725) D	*NA Active Fisher (12 Months) (n=897) E	*NON-NA Active Fisher (12 Months) (n=484) F
Less than 10 minutes (10)	16%	21% A	17%	17%	16%	17%
10 - 30 minutes (20)	33%	30%	33%	35%	31%	35%
31 - 60 minutes (45.5)	25%	24%	29%	27%	30%	28%
61 - 120 minutes (90.5)	10%	11%	12%	10%	13%	11%
More than 120 minutes (more than 2 hours) (120)	6%	9%	8%	7%	9%	9%
Not sure	11% B	5%	1%	3% C	1%	0%
Mean (In min)	42.02	39.86	42.5	40.14	44.01	42.24
Median (In min)	18.82	18.86	19.87	18.89	21.75	19.52

How far do you need to travel to go fishing?

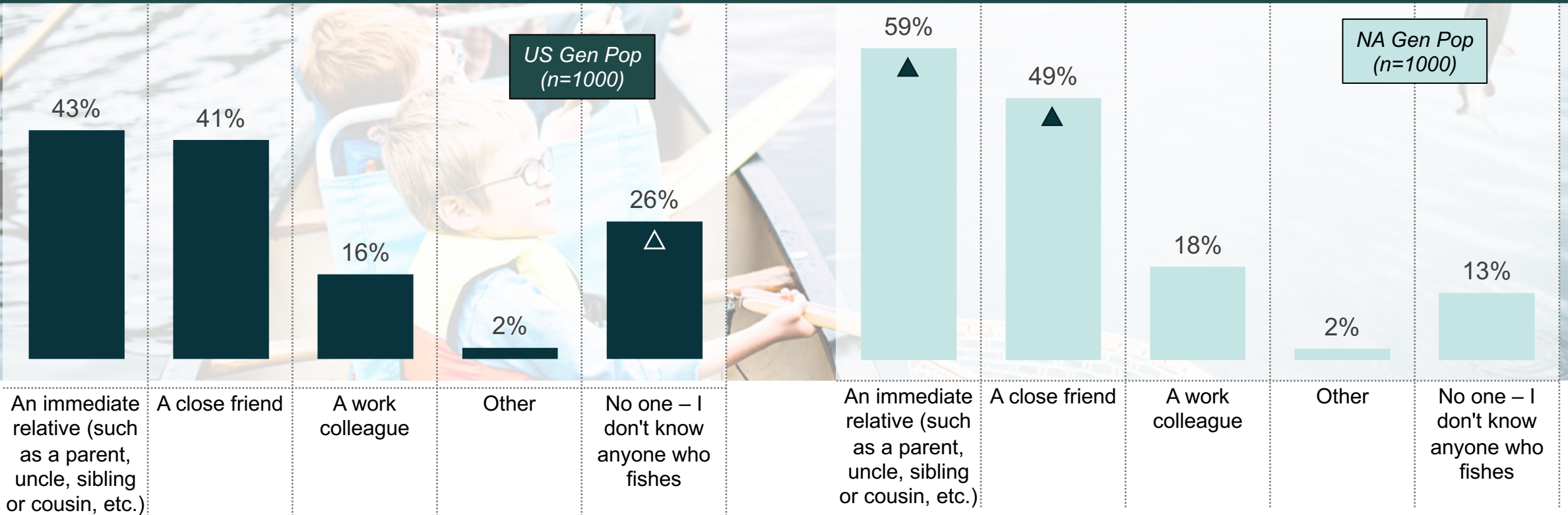
**Unweighted base is used to compare activity participants. Means should be used somewhat directionally to note where there are differences between comparative groups.*

A/B/C/D Significantly higher than comparison group at a 95% confidence level.



NA's know more people who fish, but the charts below demonstrate the importance of advocating to friends and family.

Who Do You Know Who Fishes? Circle Of Influence





**Section
Detailed
Findings**



Attitudes and Perceptions

Fishing Perceptions, Reasons for Fishing and Barriers, and General Influencers to Participate



Fishing Attitudes and Perceptions Summary Page



Fishing Perception

NA are more favorable and interested in fishing. Rod & Reel fishing is the most common subcategory, and most favorable as well.



Reasons to Fish

The most popular reason to fish is to spend time with friends and family (nearly 60% of both NA and Non-NA).

But NA Fishers do so for more spiritual and practical reasons (harvest for self and/or others).



Barriers to Fish

Outside of losing interest, the most common reasons to lapse revolve around time and overall health.

For non-fishers, interest is the key barrier, BUT many also suggest wanting someone to go with, and a need for equipment..



HATS Conservation

Awareness of HATS (Hunters, Anglers, Trappers, and Shooters) role in conservation is low.

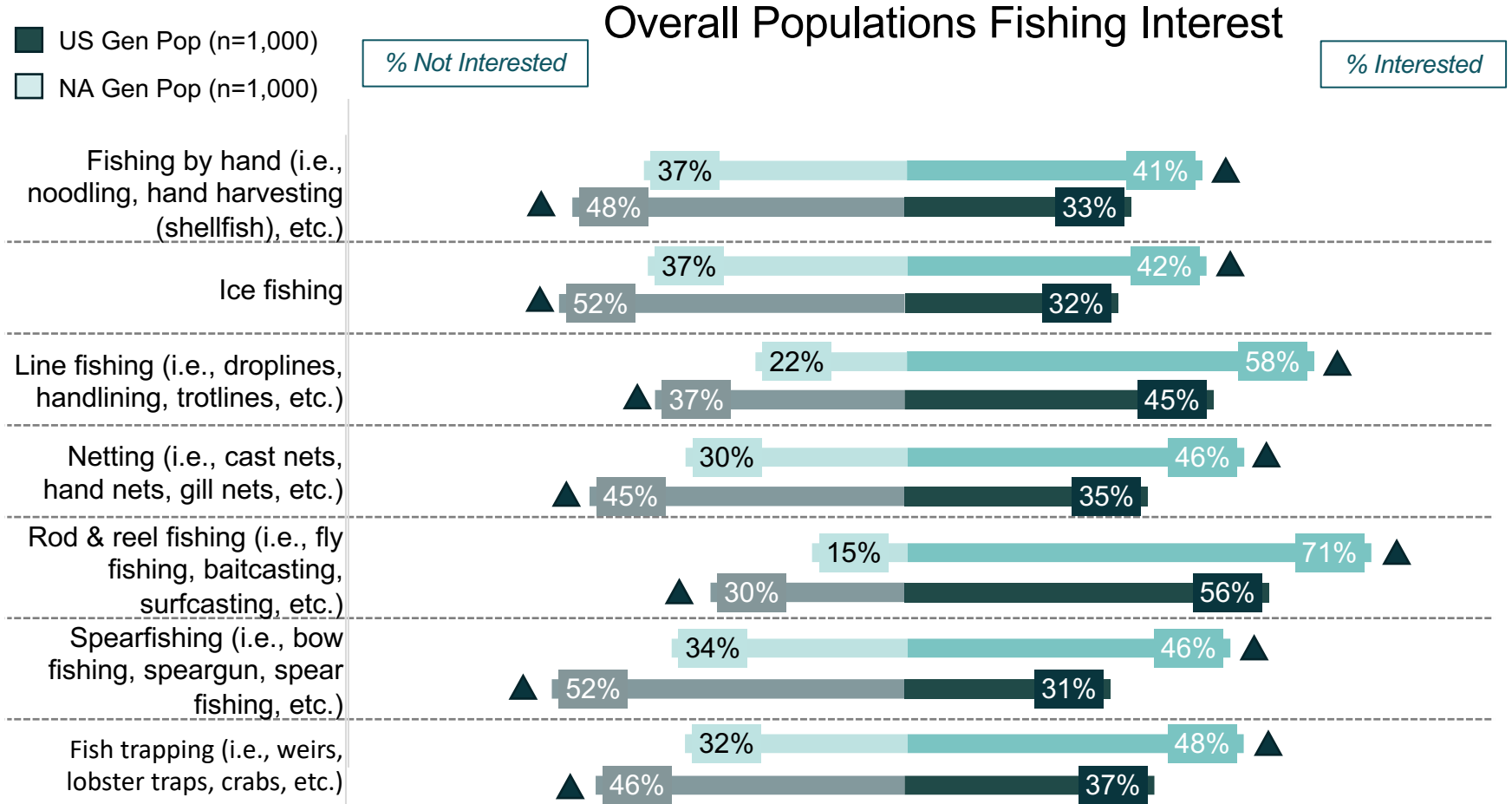
Improving awareness across NA and NON-NA about funding for conservation elements could be important for improving favorability of HATS activities.



Rod & reel and line fishing lead both populations on interest while ice fishing, spearfishing and fishing by hand lag.

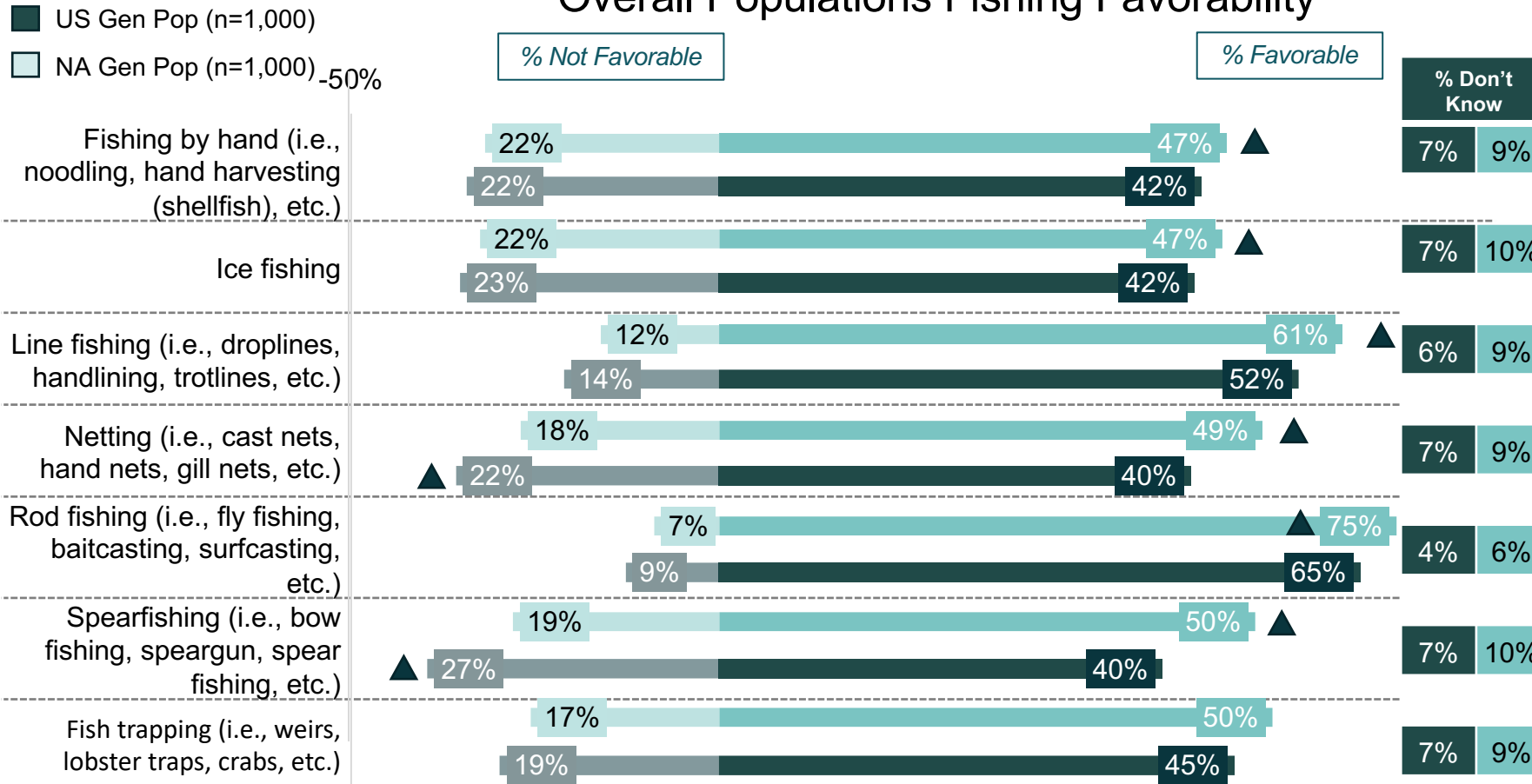


Note: Overall, NA are more interested in all fishing techniques. Only 15% of NA are uninterested in rod & reel (just 30% of US Gen Pop).



Favorability of fishing categories tracks with interest, but in general “negative” opinion is low. Rod & reel is very favorable.

Overall Populations Fishing Favorability



Note: rod & reel overall most favorable for NA AND US Gen Pop, while spearfishing and netting are less favorable in US Gen Pop.

How favorable or unfavorable is your opinion about the following outdoor recreational activities?

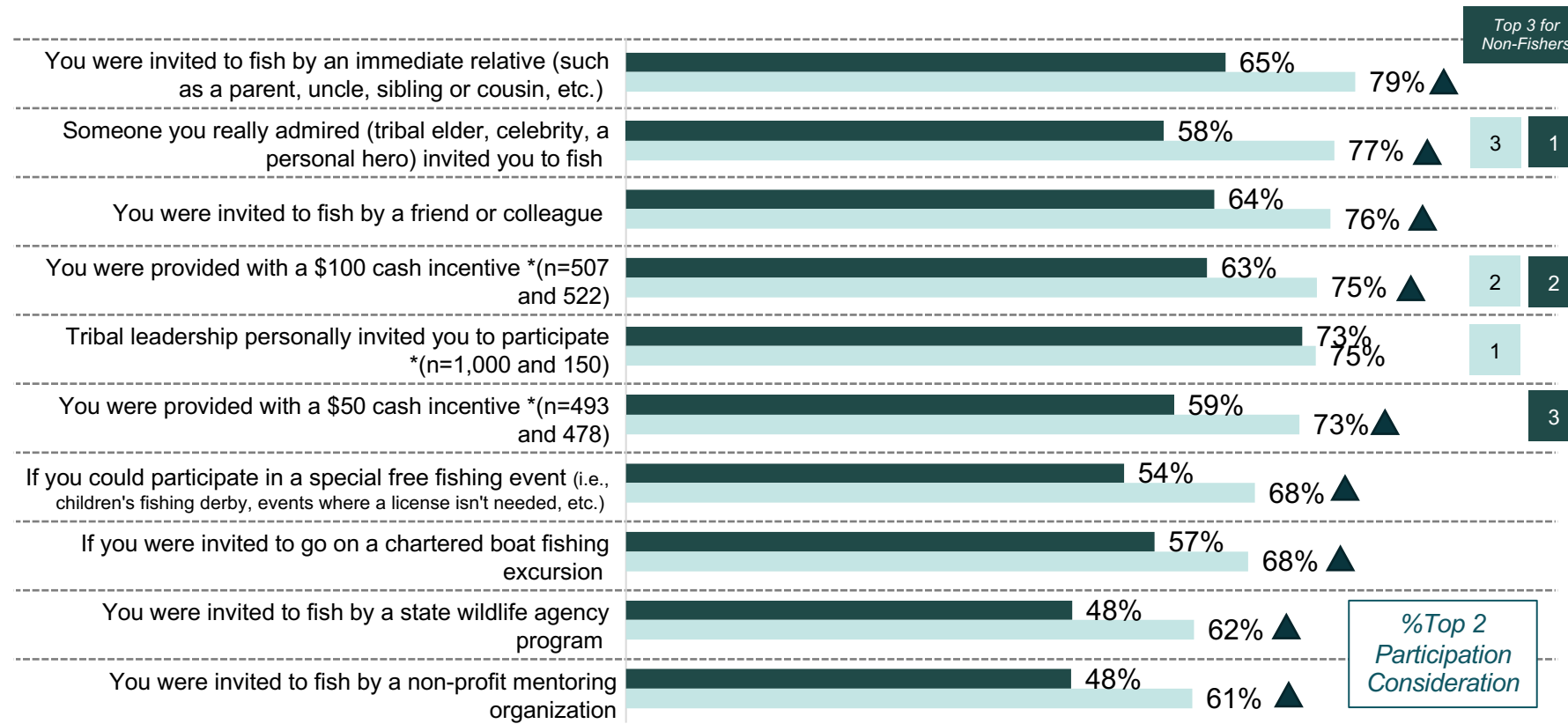
▲ Significantly higher than comparison group at a 95% confidence level.



The importance of social advocacy to friends and family is on display below (top 3 influencers for NA overall), but financial incentives have influence too.

■ US Gen Pop (n=1,000)
 □ NA Gen Pop (n=1,000)

Influencers For Activity Consideration



Tribal leadership and admired individuals can influence participation in nearly 3 out of 4 NA respondents. They are top influencers for NA Non-Fishers too.

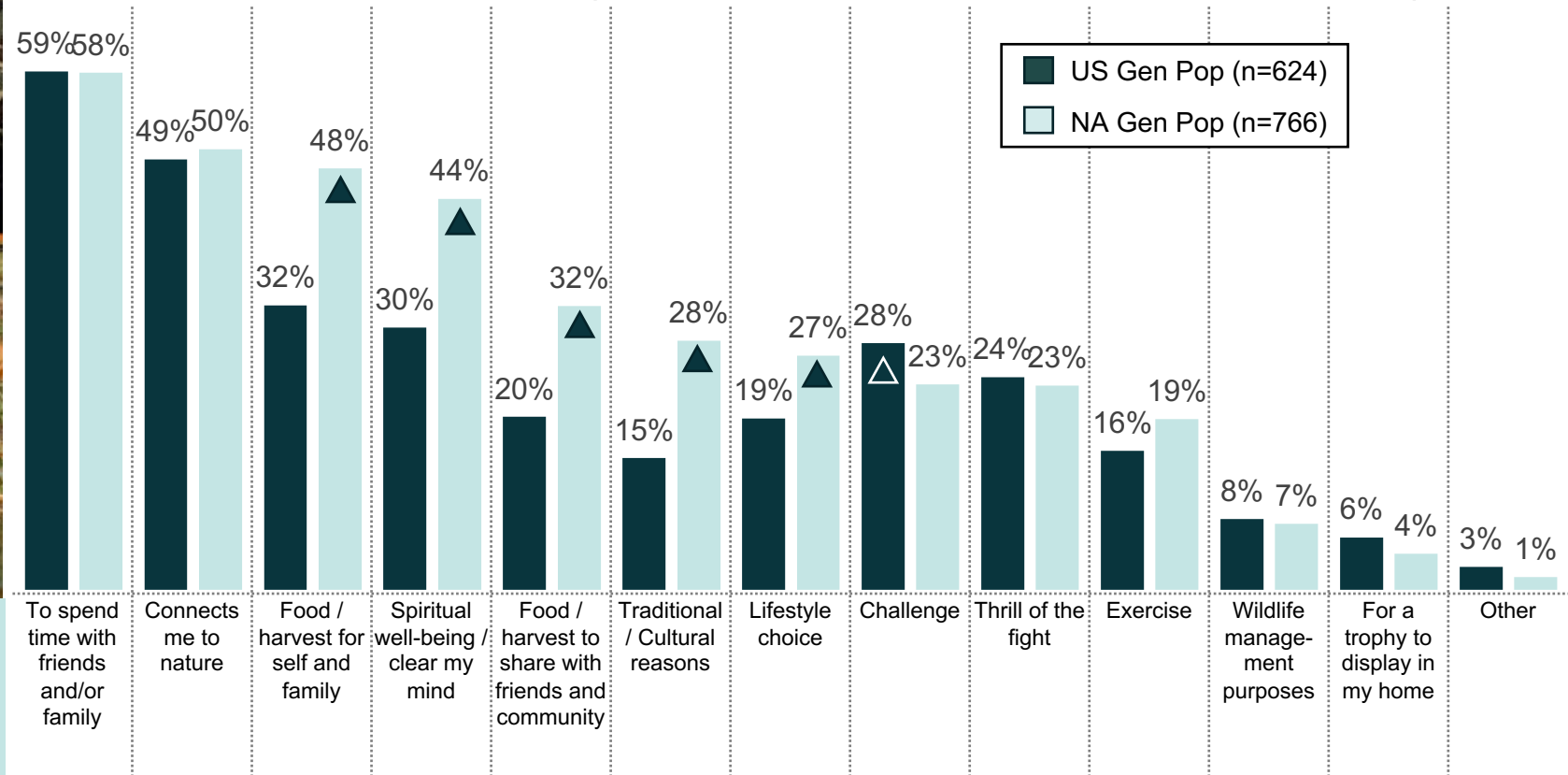


Fishing is social as we've seen before (across the US and NA Gen Pop groups) and both groups like being out in nature.

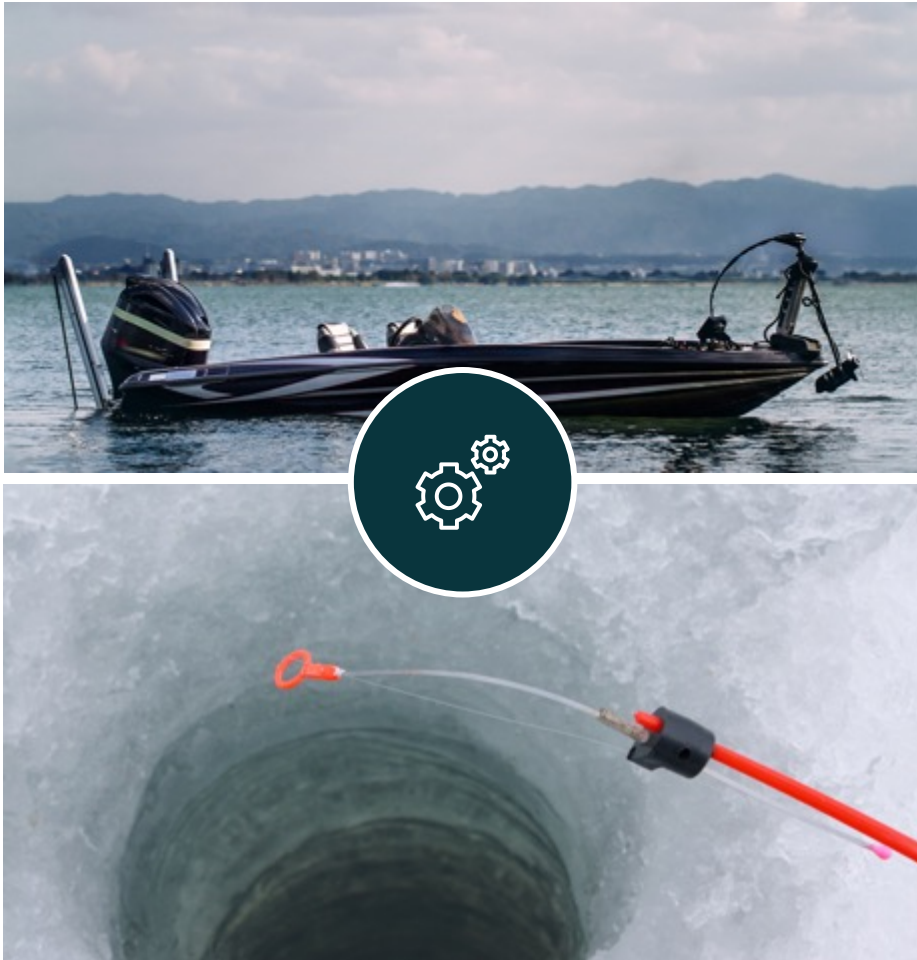


However, NA are much more likely to fish for harvest, spiritual and cultural reasons.

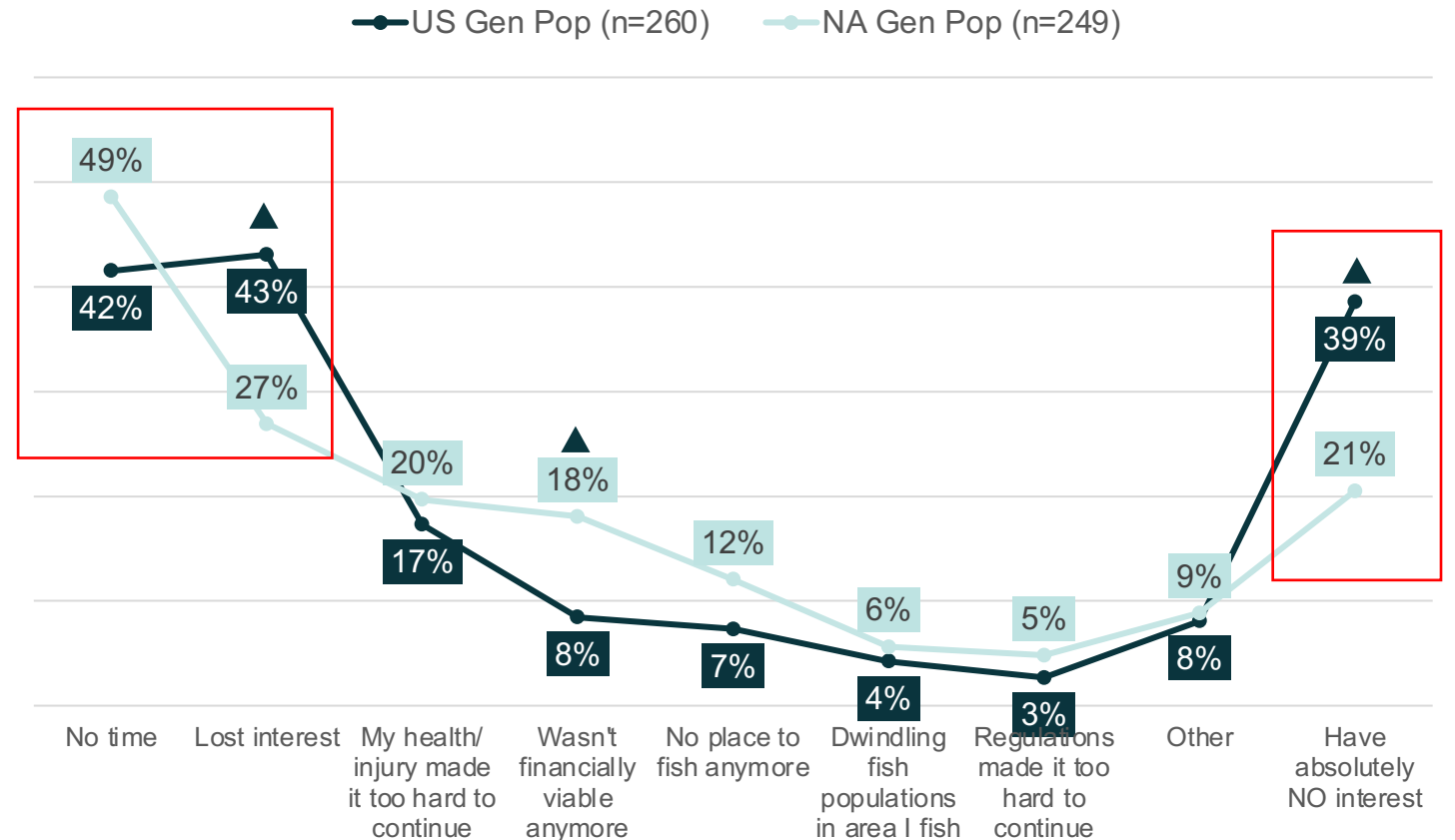
Reasons for Fishing
(Asked of Those Who Have Ever Fished)



A lack of interest is pervasive for lapsed US Gen Pop, while time is referenced by nearly half of NA lapsed.



*Reasons for Lapsing (Not Fishing In Last 12 Months)



Earlier you had mentioned that you had fished before, but not in the last 12 months. Why didn't you fish in the last year?

*Those who HAVE fished, but NOT in the last 12 months.

▲ Significantly higher than comparison group at a 95% confidence level.

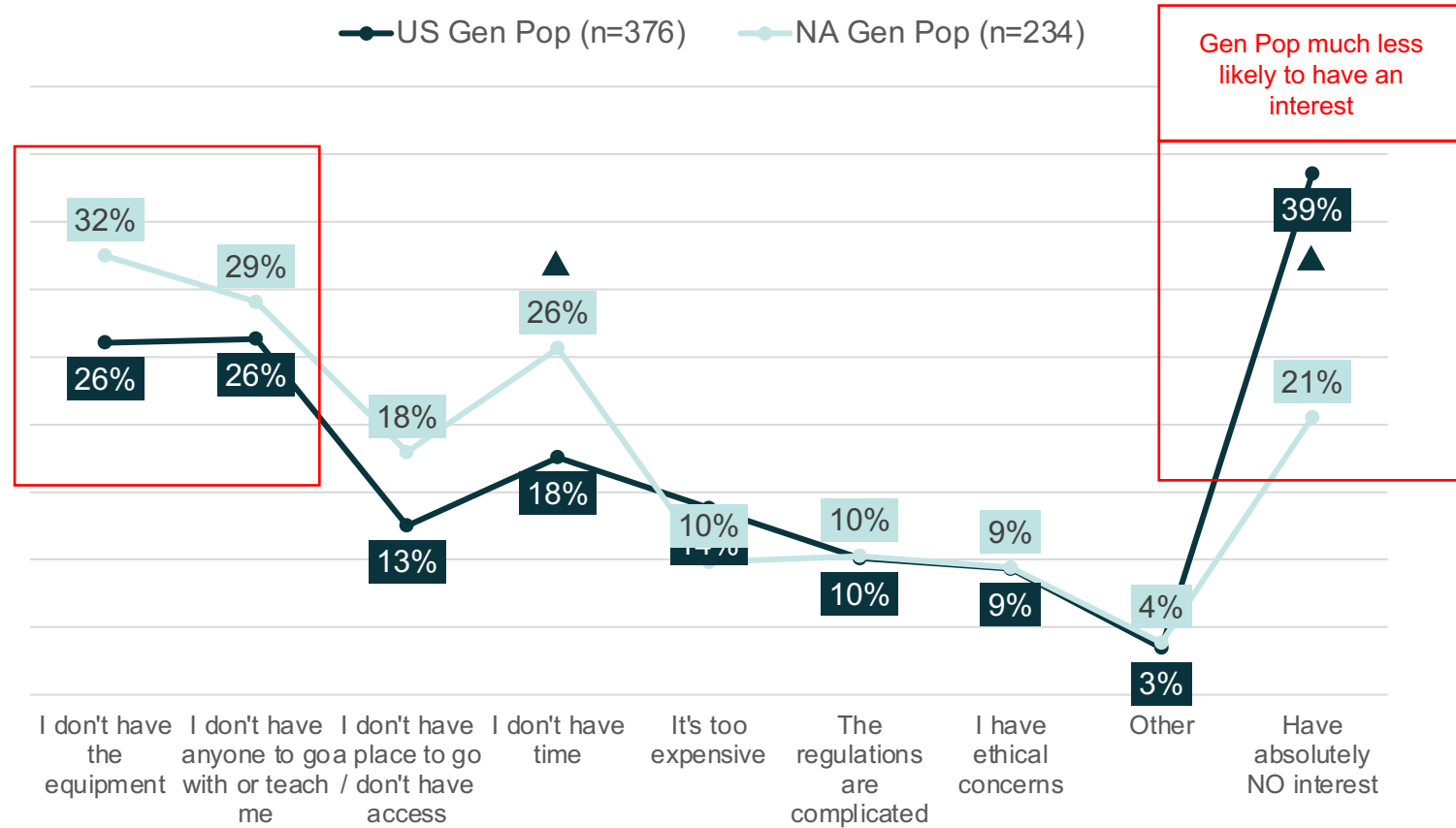


Among those with an interest, equipment and personal connections can help get people fishing.



*Barriers to Fishing

— US Gen Pop (n=376) — NA Gen Pop (n=234)



Gen Pop much less likely to have an interest

You may have mentioned this above, but which of the following barriers get in the way of you fishing?

*Those who HAVE NEVER participated in Fishing.

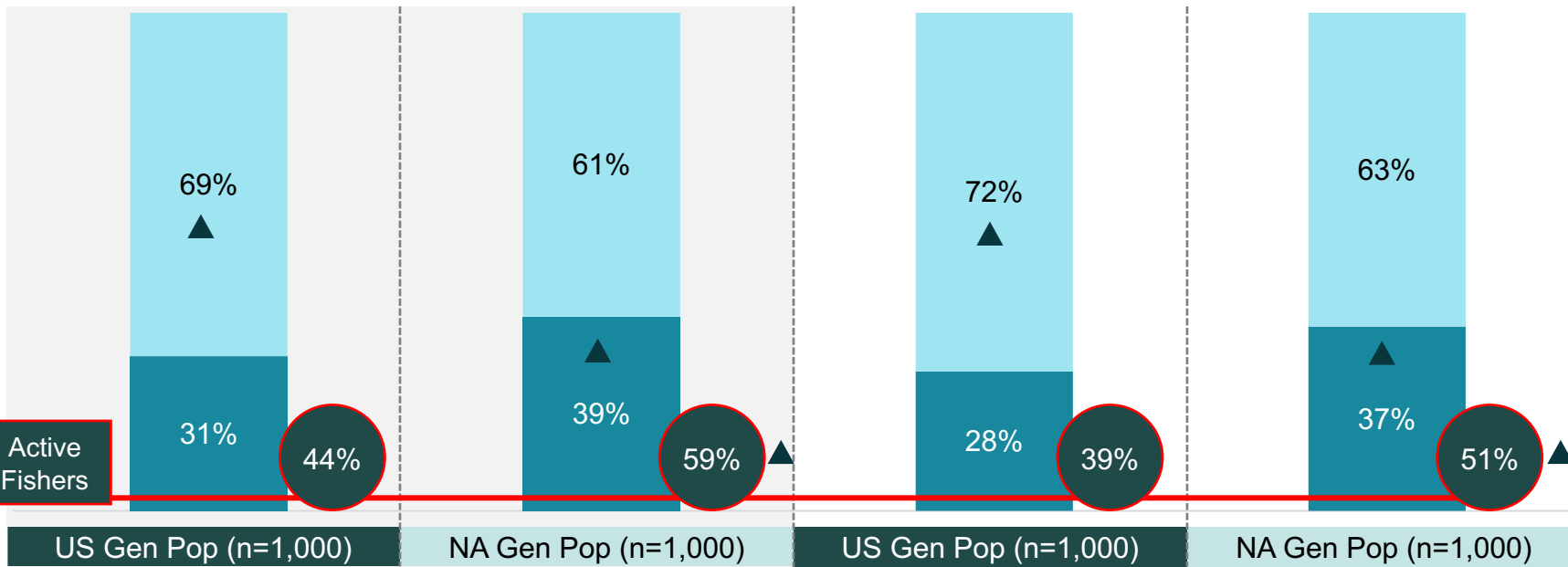
▲ Significantly higher than comparison group at a 95% confidence level.



The awareness and recognition of how much conservation funding is derived by the HATS community is limited.

Knowledge of Conservation Funding Through Outdoor Enthusiasts

■ Yes ■ No



Revenue from the sale of fishing and hunting licenses combined with funds collected from your purchases of items such as rods, reels, lures, guns, ammunition, bows and arrows provide up to 70% of your state fish and wildlife agencies annual budget

Each year, outdoor sports participants (anglers, hunters, trappers and target shooters) provide more than \$3.6 billion of funding for land, fish and wildlife conservation in America



Improving US NA and Non-NA awareness of HATS contributions could aid to increase favorability and improve public perception of HATS activities.





**Section
Detailed
Findings**



Attitudes and Beliefs

Connection to Outdoors and Heritage, Tribal Privileges and General Community and Agency Perceptions



Attitudes and Beliefs Highlights



Attitudes and Beliefs Section

01

NA Gen Pop and US Gen Pop agree that conservation is important (87% and 83% respectively).

02

NA Gen Pop are much more likely to believe that nature and being outside are part of their heritage, spirituality, and cultural identity.

03

There is some tension among NA and Non-NA fishers when it comes to Non-NA respect for NA fishing privileges/rights and sovereign lands.

04

Less than half of NA Gen Pop have used any of the potential privileges/rights afforded to them. 29% were not aware that they “may” have some special privileges.

05

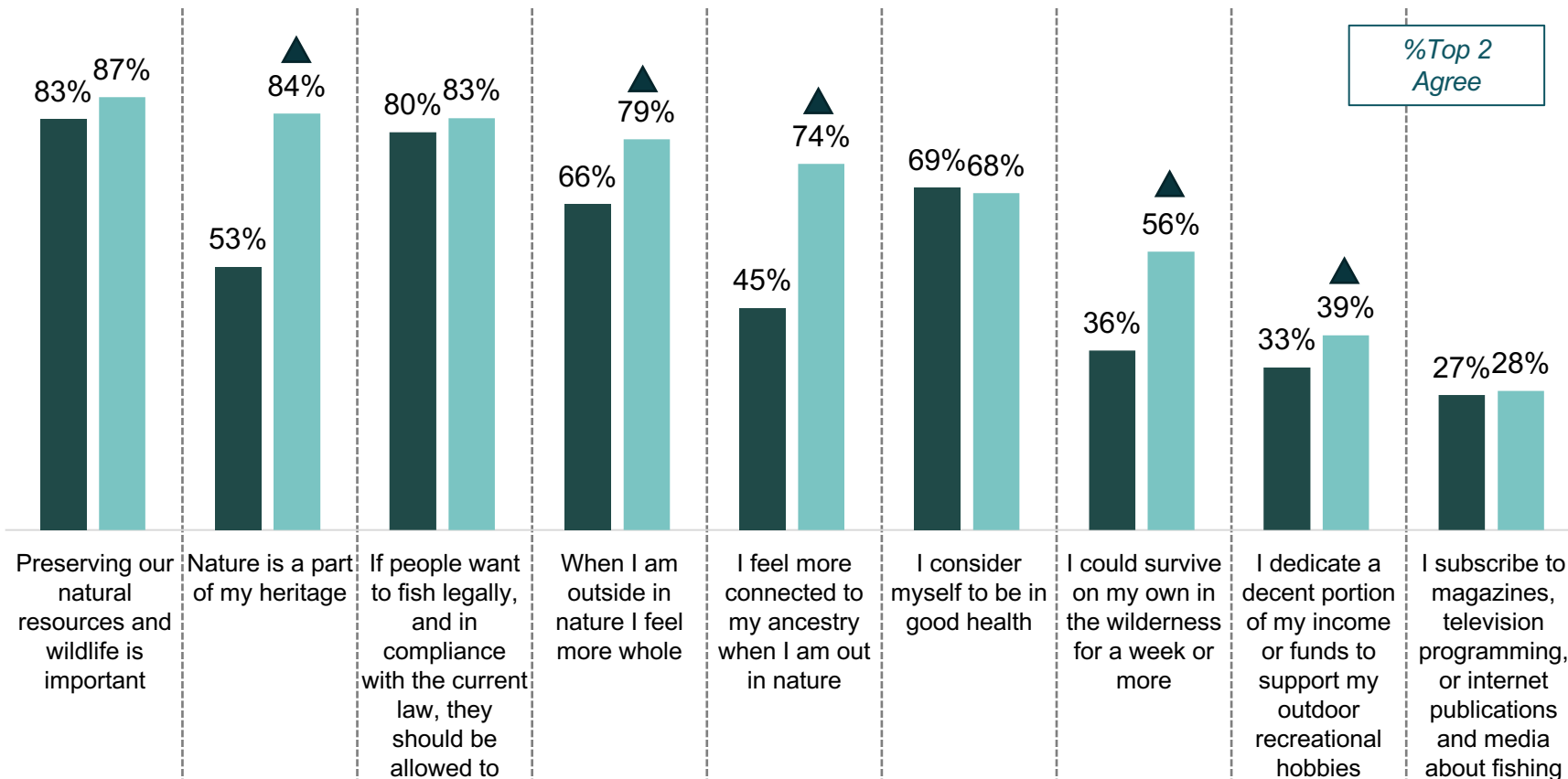
In general, perception of fish and wildlife agencies is positive. Both NA and Non-NA Active Fishers mention relations with agencies could improve with less restrictions and easier licensing.



Americans in general feel natural resource preservation is important, and they agree that legal fishing should be allowed.

Self Evaluation Characteristics

■ US Gen Pop (n=1000) ■ NA Gen Pop (n=1000)



%Top 2 Agree



Heritage, spiritual and ancestral connection are considerably higher for NA gen pop.

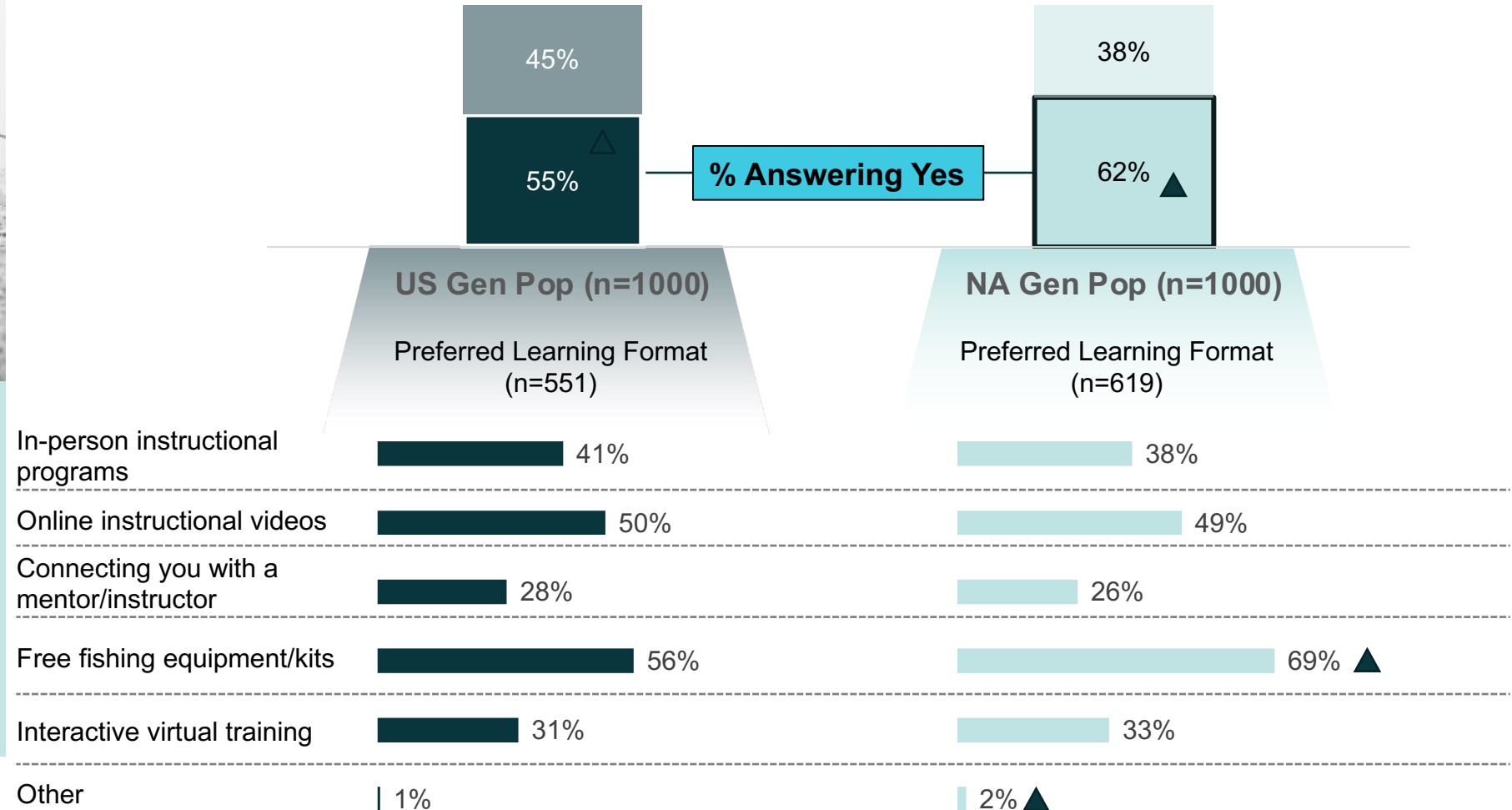


Over half of the US adult population (NA Gen Pop and US Gen Pop) are interested in learning more about fishing.

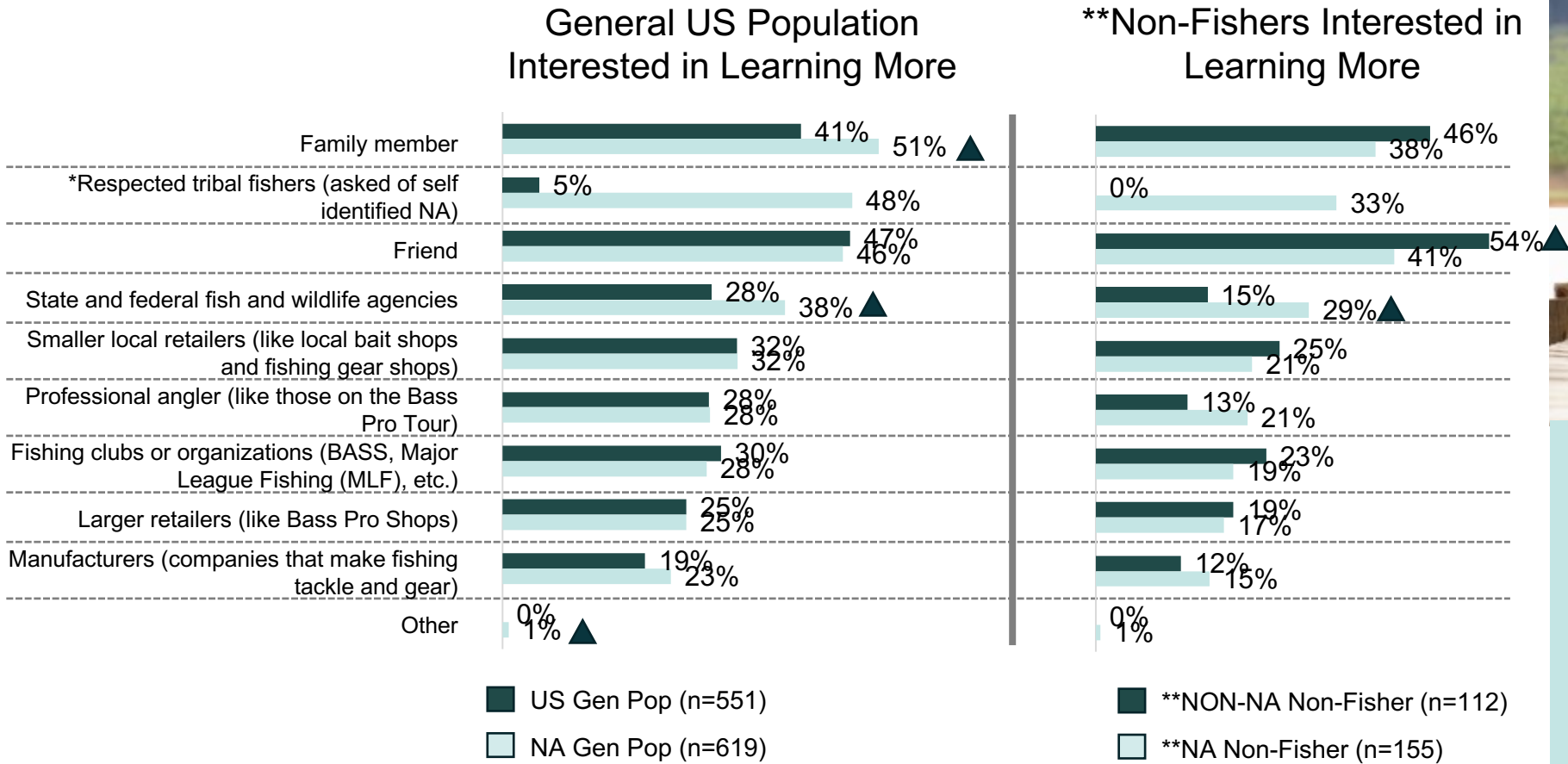


55-62% of Gen Pop samples have interest to learn more! Format preferences vary but access to fishing equipment sees preference across NA and Non-NA.

Interest in Learning More About Fishing



As mentioned before, fishing is a social activity and NA and Non-NA alike would want to learn with family or friends. Tribal leaders also resonate with NA.

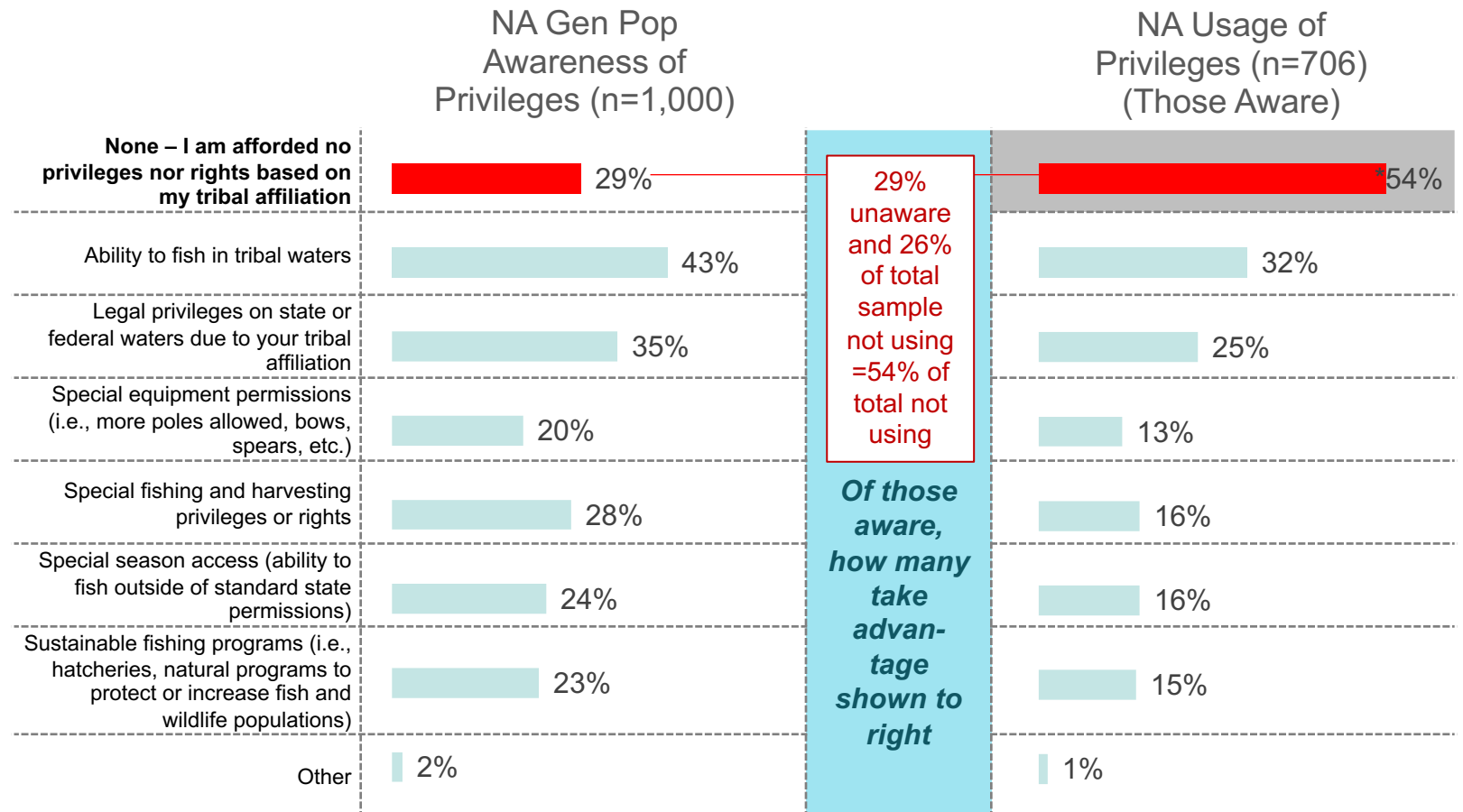


AGENCY NOTE: NA are more likely to want to learn with agencies (38% of those with interest to learn).



Who would you like to learn from about fishing?
 *Asked of those interested in learning more about fishing.
 **Fishing category bases are unweighted.
 ▲ Significantly higher than comparison group at a 95% confidence level.

Nearly 70% of NA respondents are aware of tribal privileges/rights and less than half of NA overall have “used” privileges.



Which of the following special fishing privileges or rights are you aware of that you have as a member of your tribe?
 Which of the following special fishing privileges or rights afforded to you have you taken advantage of at least once? – Asked of those aware.

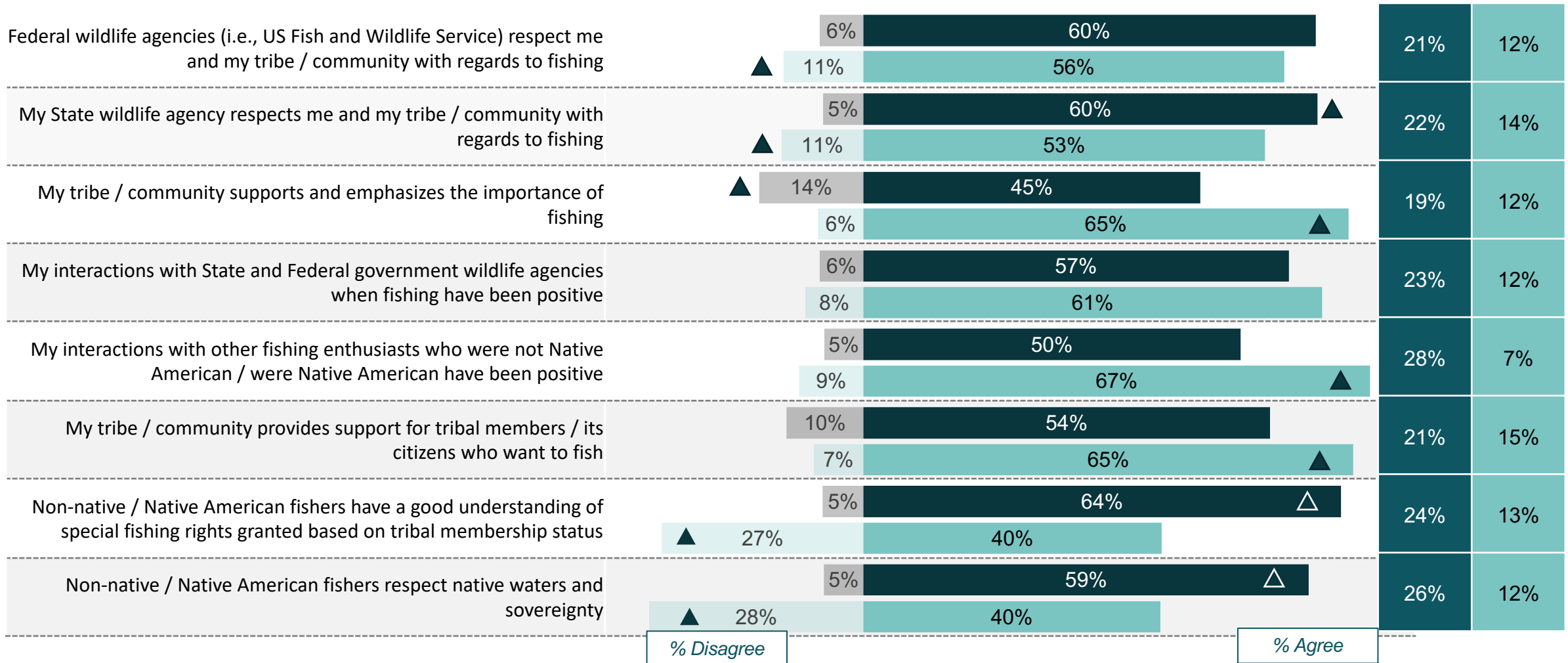
*Usage answer of “NONE” based to total including those unaware.

▲ Significantly higher than comparison group at a 95% confidence level.



Overall, NA are somewhat positive about agencies and tribal support. Interactions with non-native fishers demonstrate tension.

*% Don't Know



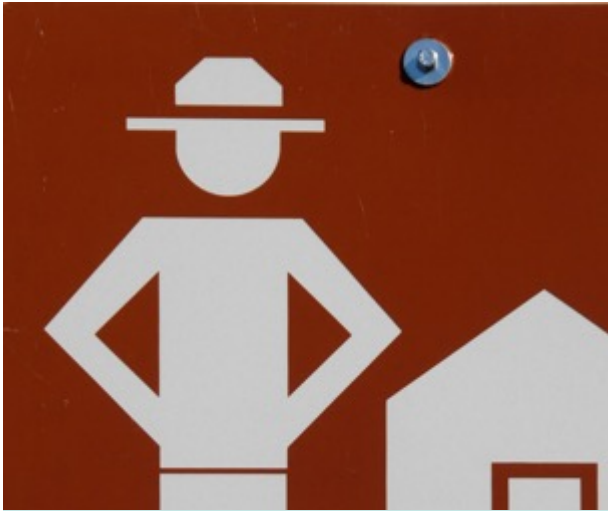
Please rate how much you agree or disagree with the following statements. If you are unsure how to rate a particular item, please select "Don't know." *(Agreement % are based to those with an answer (excluding those who said "don't know"). Attributes to NA were tribal wording, to Non-NA "community"

■ US Gen Pop (Non-NA) (n=850)
■ NA Gen Pop (n=1,000)

▲ Significantly higher than comparison group at a 95% confidence level.

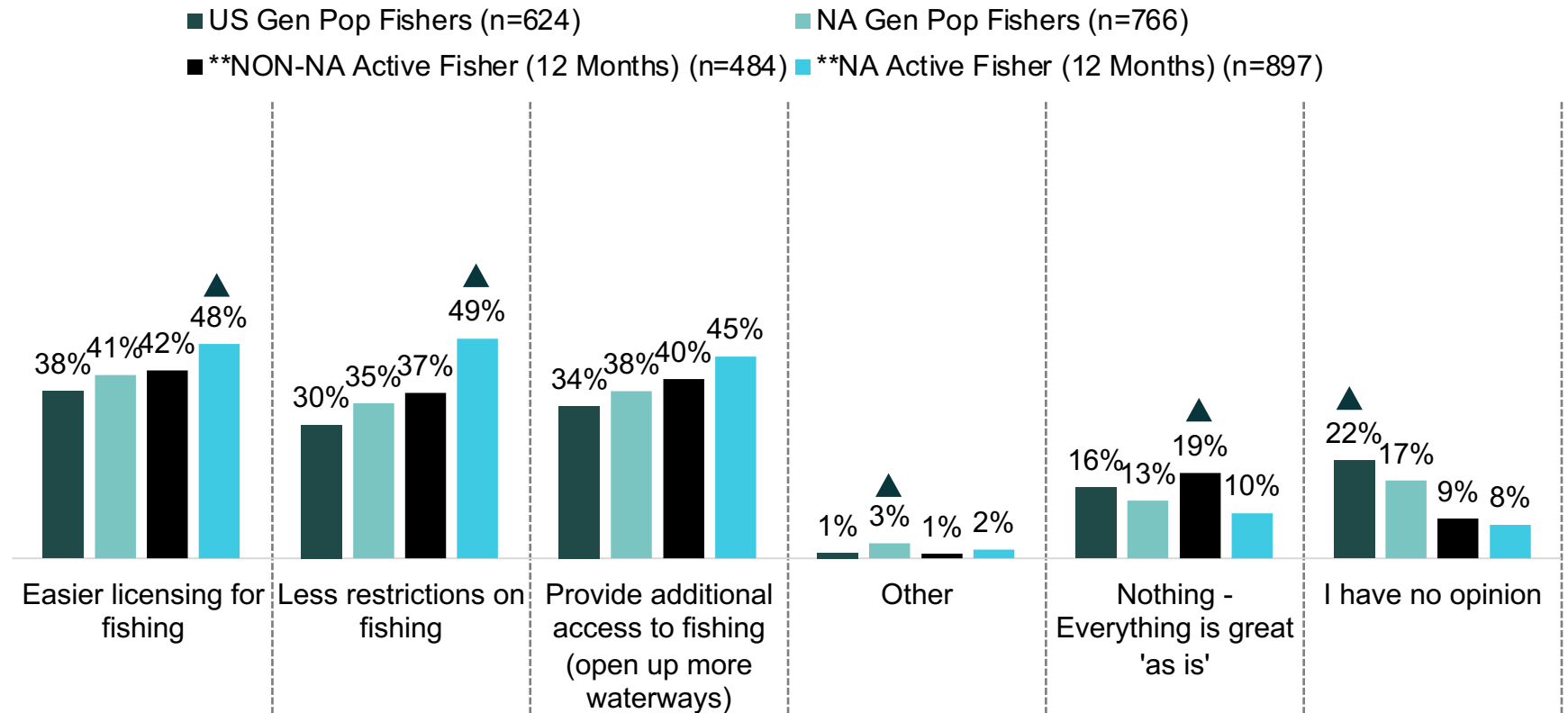


NA and Non-NA Fishers have similar opinions on ways to improve agency relationships, but NA Active Fishers show stronger preferences.



Change is wanted because only 10-19% of fishers believe everything is good “as is”.

How Could Relations Improve with Governing Agencies? Detailed Breakout



How could your relationship with the state and federal agencies who govern outdoor recreation like fishing be improved?

*General Population Based to Ever Fished.

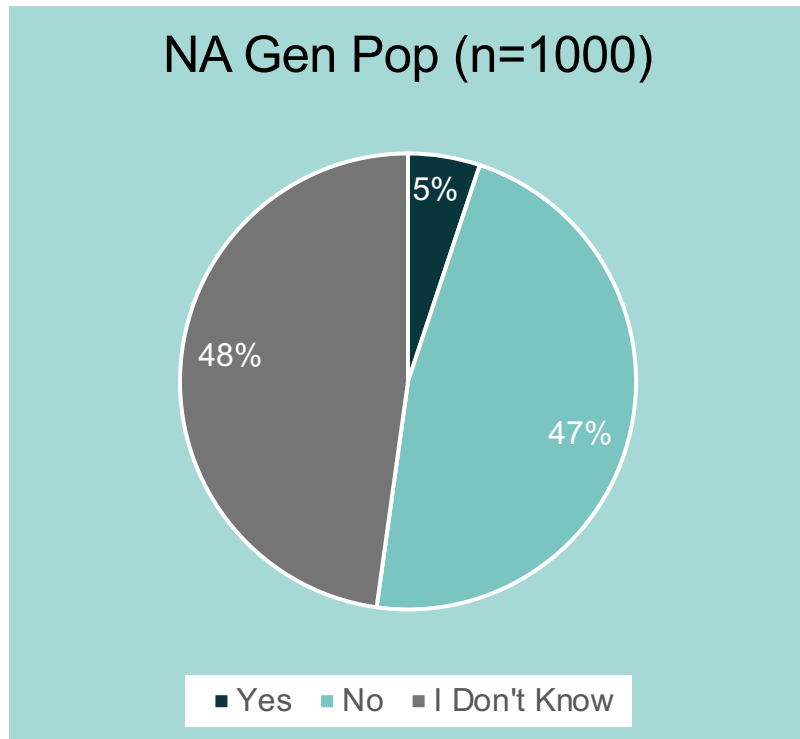
**Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.

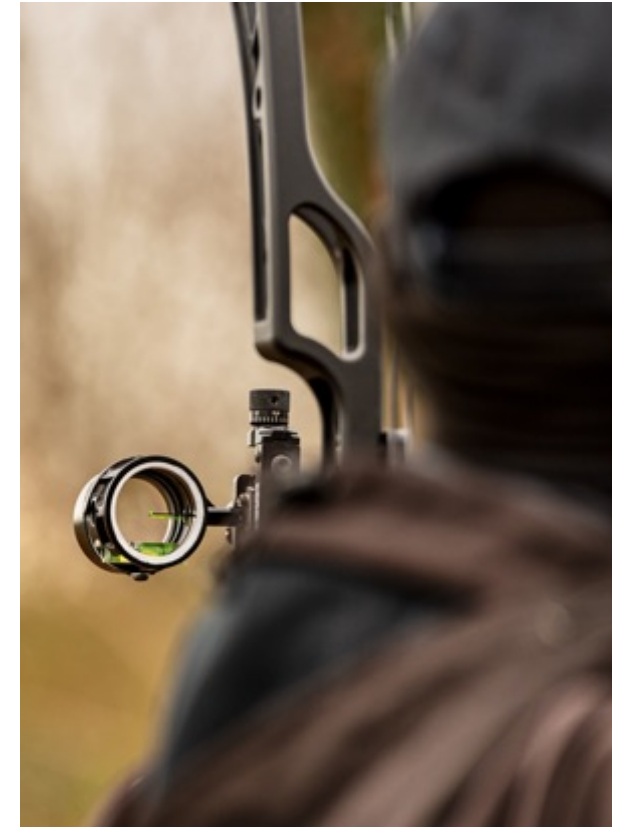


There is no significant brand that represents NA communities “best” – Anecdotally, retailers like Amazon, Cabela’s and Bass Pro Shops were mentioned alongside manufacturers like Shimano, Daiwa and Nike.

NA General Population Perceptions that Brands/Manufacturers/Retailers Represent Native American Communities



Brand	Mentions
Amazon	5
Shimano	4
Cabela's	3
Daiwa	3
Lucky Strike	3
Nike	3
Bass Pro Shops	2
Rapala	2

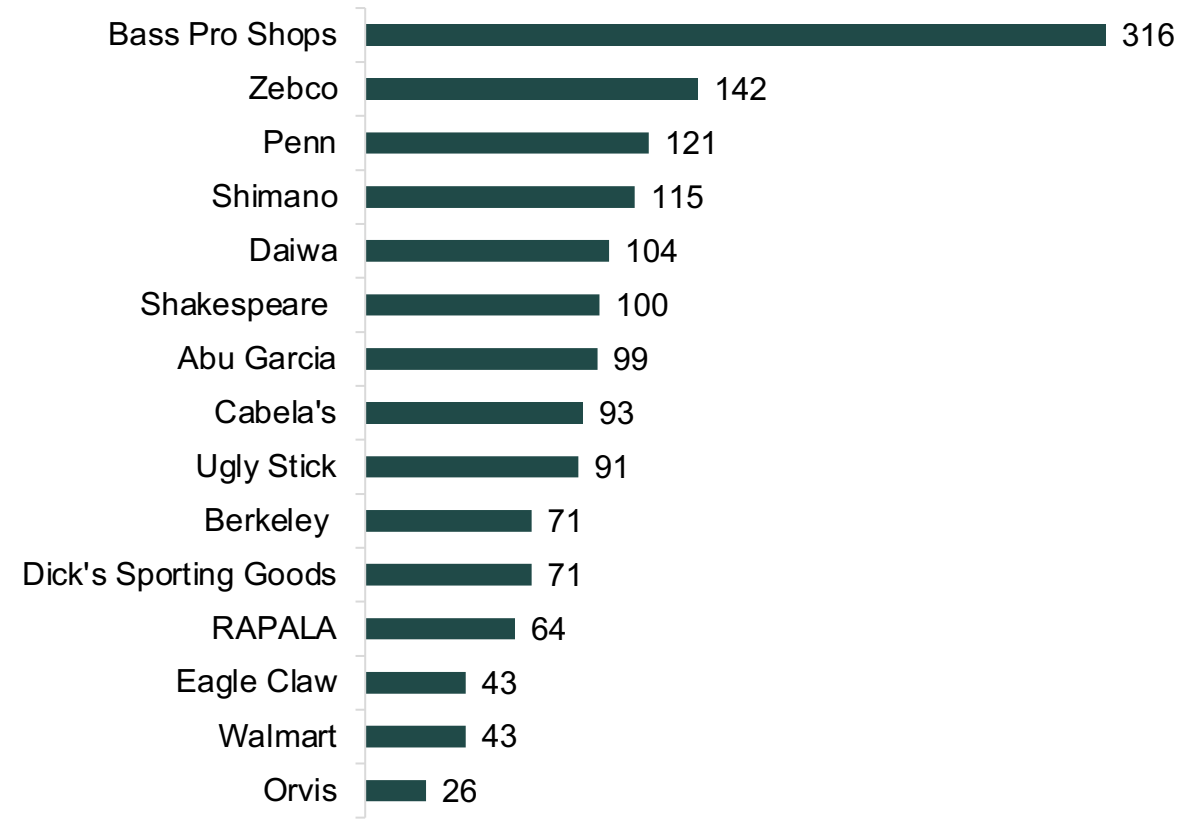


Bass Pro Shops is by far the top “fishing” brand cited by respondents.



Zebco, Penn, Shimano, Daiwa and Shakespeare all received 100 mentions or more. Cabela’s, Dick’s, Walmart and Orvis represent other retailers in the brand set.

Fishing Brands Unaided Recollection
Counts of Top Brands Mentioned





**Section
Detailed
Findings**

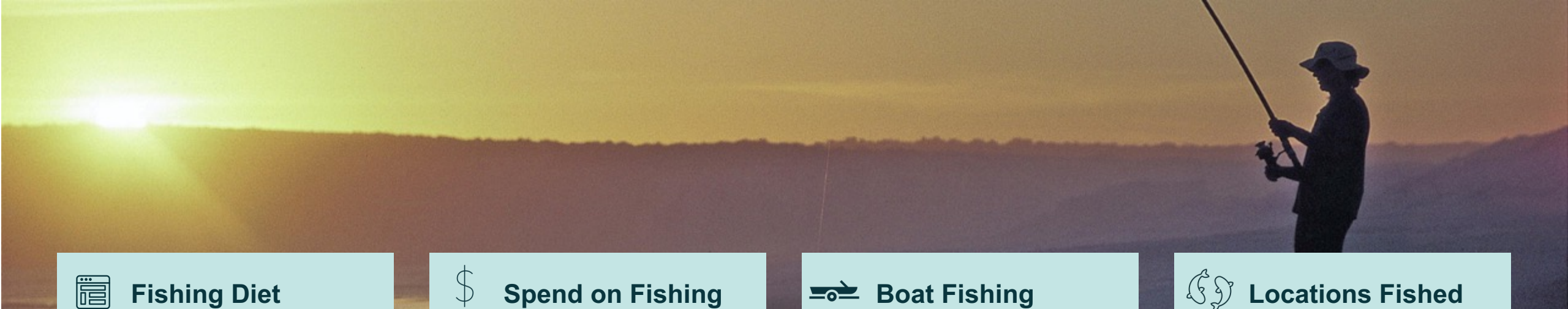


Fishing Behaviors

Fishing Locations, Desired Fish, Spend and Boating



Fishing Behaviors Summary Page



Fishing Diet

NA are more likely to eat or harvest fish they catch. They are also more likely to process that meat in various ways and/or share their catch with others (friends, family, community).



Spend on Fishing

NA spend more annually on fishing. They skew higher on some items like boat maintenance. Non-NA skew higher for bait.

Bait, fishing line, and licensing are the most common expenses for NA and Non-NA alike.



Boat Fishing

Non-NA Active Fishers are more likely to have fished off a boat in the last 12 months (64% versus 56%).

Types of boats used vary widely across fishers, but in general the types of boats are similar across NA and Non-NA.



Locations Fished

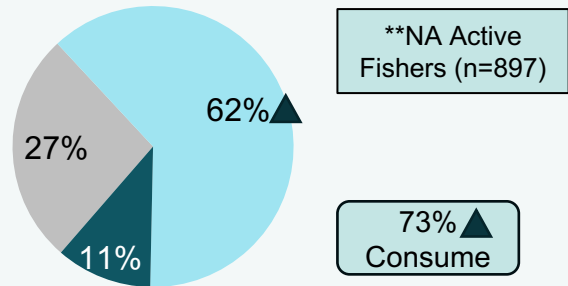
Most NA and Non-NA have fished in public waters. 37% of NA have fished in tribal waters.

Over 85% of Active Fishers (NA and Non-NA) fish fresh water. Saltwater somewhat less often (69% NA and 79% NA).

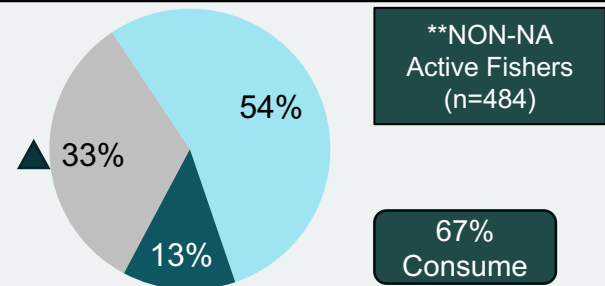


More NA Fishers are fishing for consumption overall and after personal preparation, they are also more likely to give their catch to others.

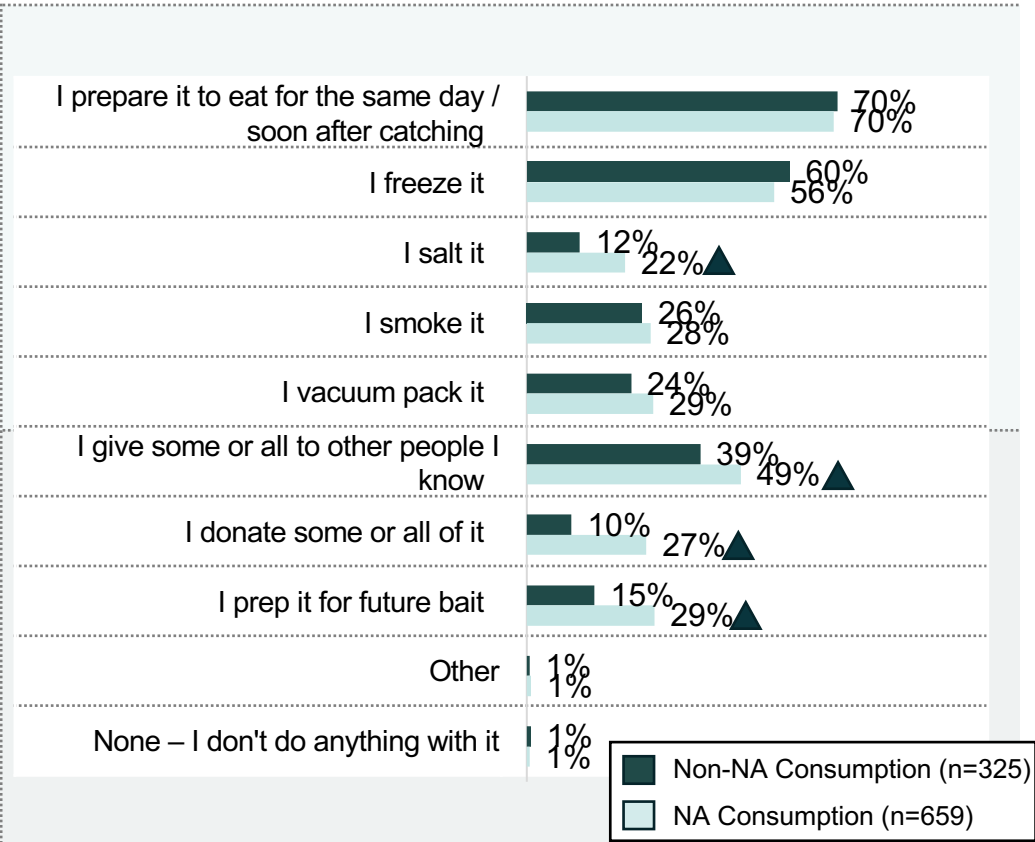
Catch and Release and/or Consumption



I fish exclusively catch and release
 I fish with a mix of catch and release and for consumption
 I fish exclusively for consumption



Consumption Uses and Preparation



Additionally, **salting and bait prep** are definite ways NA use their catches more than Non-NA counterparts.

How far would you need to travel in order to participate in the following activities?

**Based to Active Fishers.

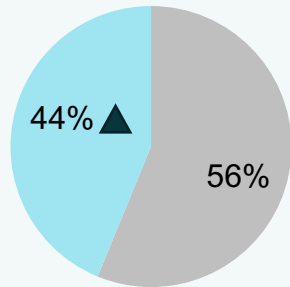
What do you do with the fish you catch for consumption? (Of those who fish for consumption reasons)

▲ Significantly higher than comparison group at a 95% confidence level.

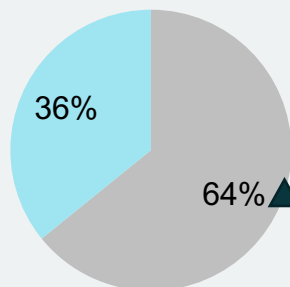
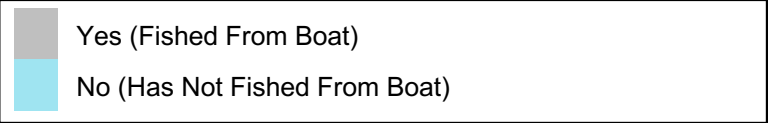


Non-NA fishers are more likely to have fished from a boat in the last 12 months. Kinds of boats fished from is fairly consistent between NA and Non-NA.

Active Fishers Boat Fishing Behavior

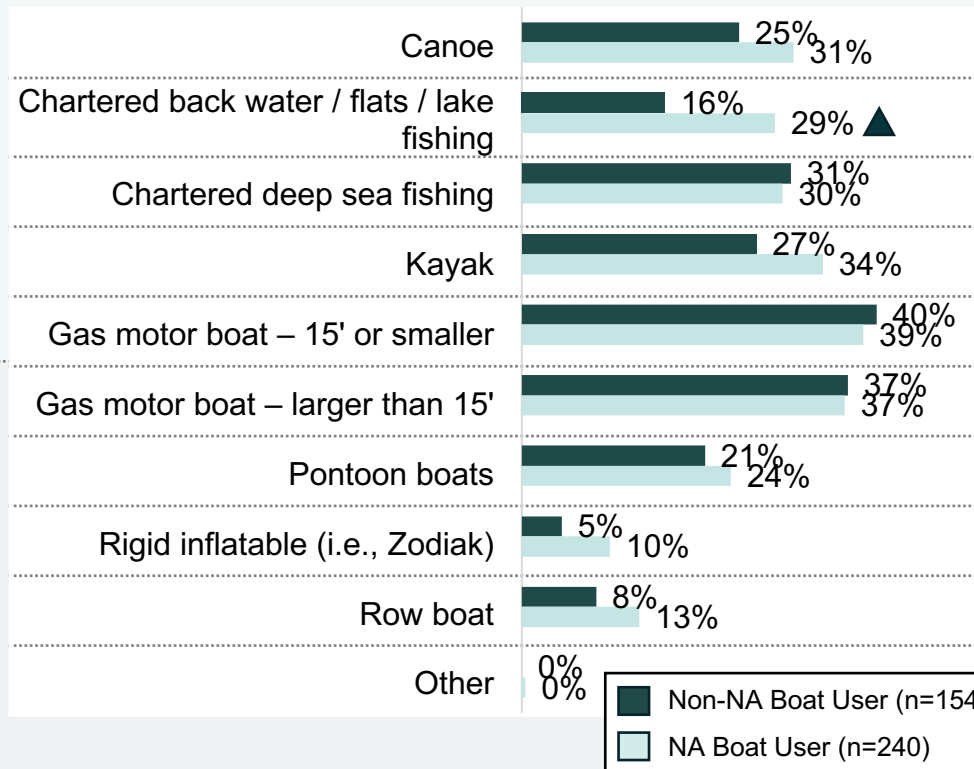


**NA Active Fishers (n=427)



**NON-NA Active Fishers (n=240)

Kinds of Boats Fished From



NA Boat Users were somewhat more likely to use chartered back water boats.



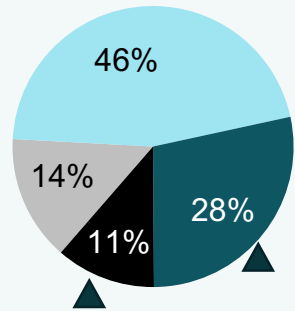
Have you fished from a boat in the last 12 months?
 What kinds of boats have you fished from in the last 12 months? (Asked of those who fished on a boat in the last 12 months)
 **Asked of roughly half the active fishing respondent base.

▲ Significantly higher than comparison group at a 95% confidence level.

NA Fishers are likely to spend MORE on fishing than their Non-NA counterparts (as much as 2 times due to costs like boat maintenance and chartering services).

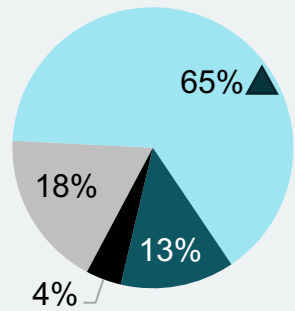
Spend on Fishing Equipment

What Purchased In Last 12 Months



**NA Active Fishers (n=470)

Mean: \$1,271
Median: \$214



**NON-NA Active Fishers (n=244)

Mean: \$667
Median: \$100

Products	NON-NA Active Fisher (12 Months) (n=236)	NA Active Fisher (12 Months) (n=452)	Products	NON-NA Active Fisher (12 Months) (n=236)	NA Active Fisher (12 Months) (n=452)
Bait	73% ▲	55%	Boots	13%	18%
Fishing line	56%	50%	Waders	8%	15% ▲
Licensing	50%	43%	Boat	13%	13%
Lures	49% ▲	39%	Canoe / Kayak	7%	13% ▲
Rod	45%	38%	Mechanical / Maintenance on Boat	6%	13% ▲
Reel	43% ▲	35%	Motor	1%	11% ▲
Tacklebox	30%	34%	Bow	3%	9% ▲
Nets	17%	24% ▲	Chartering Services	5%	9%
Apparel	19%	21%	GPS	6%	9%
Travel / Tours / Trips	13%	18%	Sonar	2%	7% ▲
			Other	0%	1%

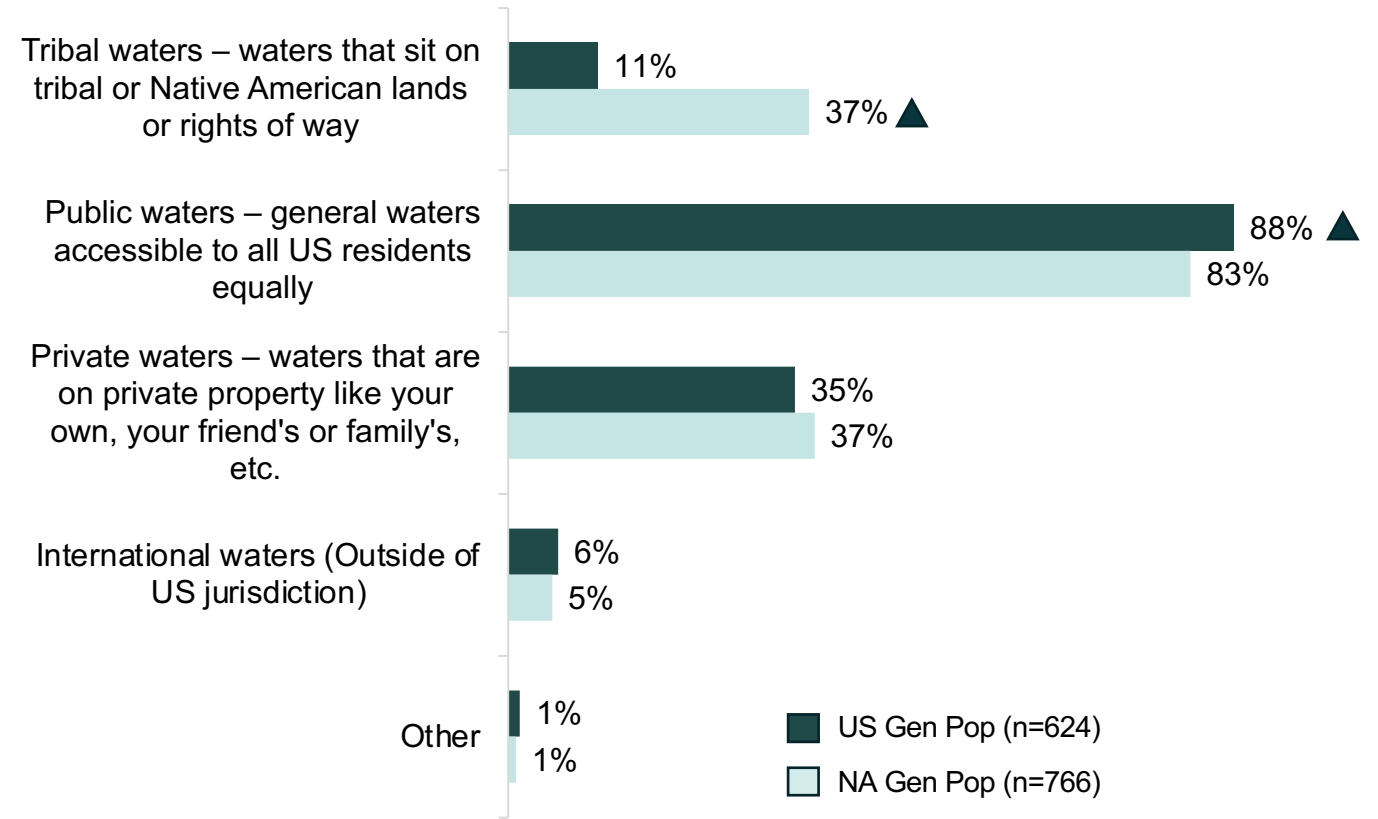


In general, NA and the US Gen Pop fish in the same locations with an understandable difference in tribal waters.



The US Gen Pop sample does include some people who are self identified as NA and therefore, we see at a national level roughly 11% of Americans might be fishing on tribal waters annually.

Where Have You Fished Among Those Who Have Ever Fished

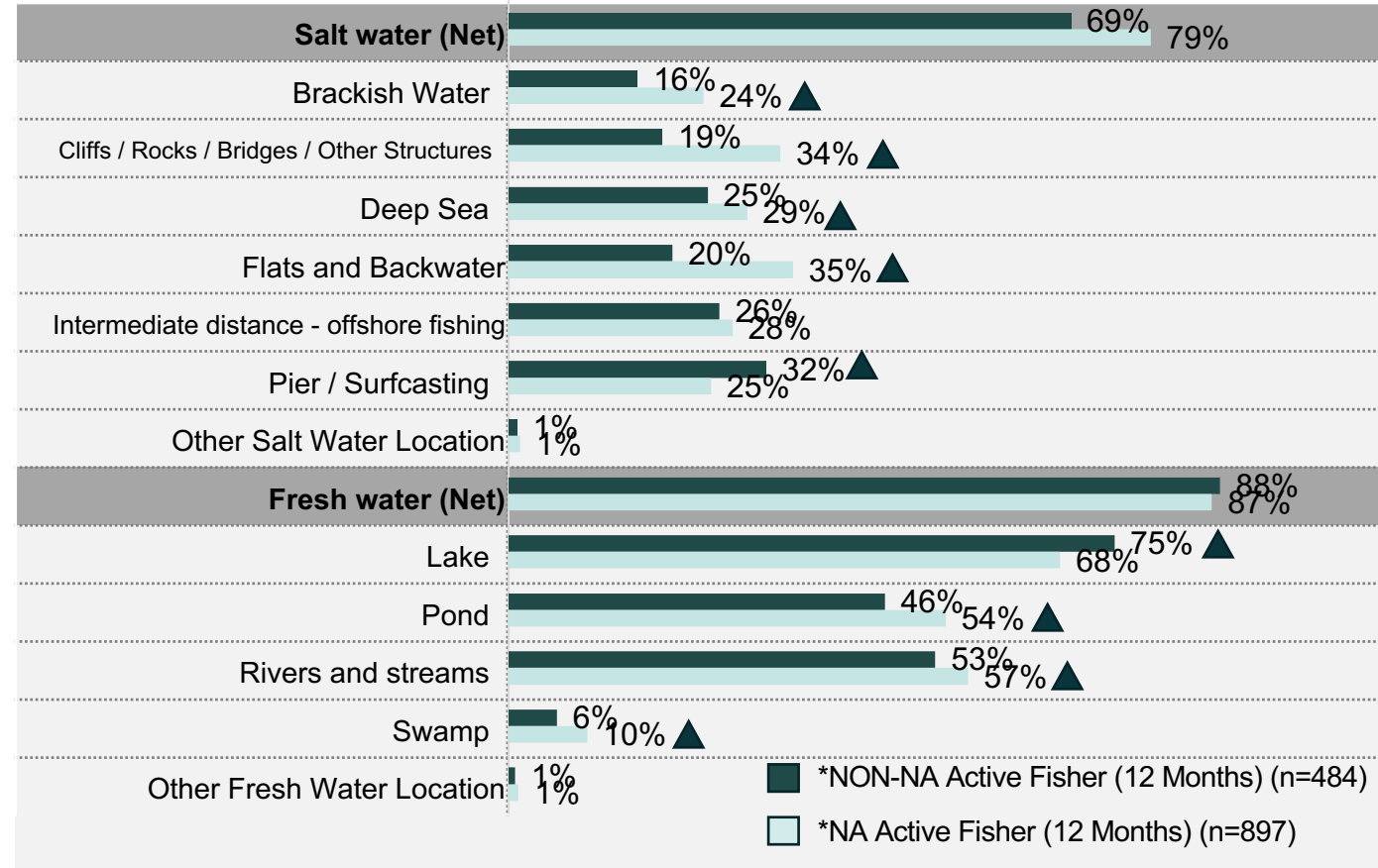


Nearly 9 in 10 active fishers have done so in fresh water. More NA Fishers have fished in salt water in the last year.



NA are fishing most salt water areas more frequently than Non-NA [except for intermediate off shore and pier / surfcasting]. Freshwater lakes and ponds show some differences as well.

Where Fished



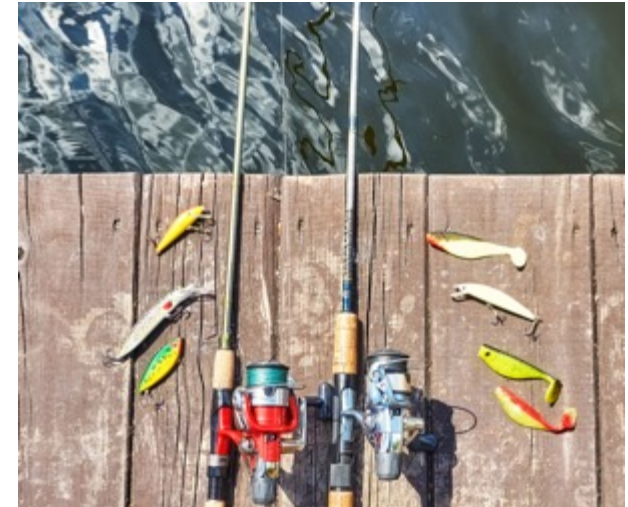
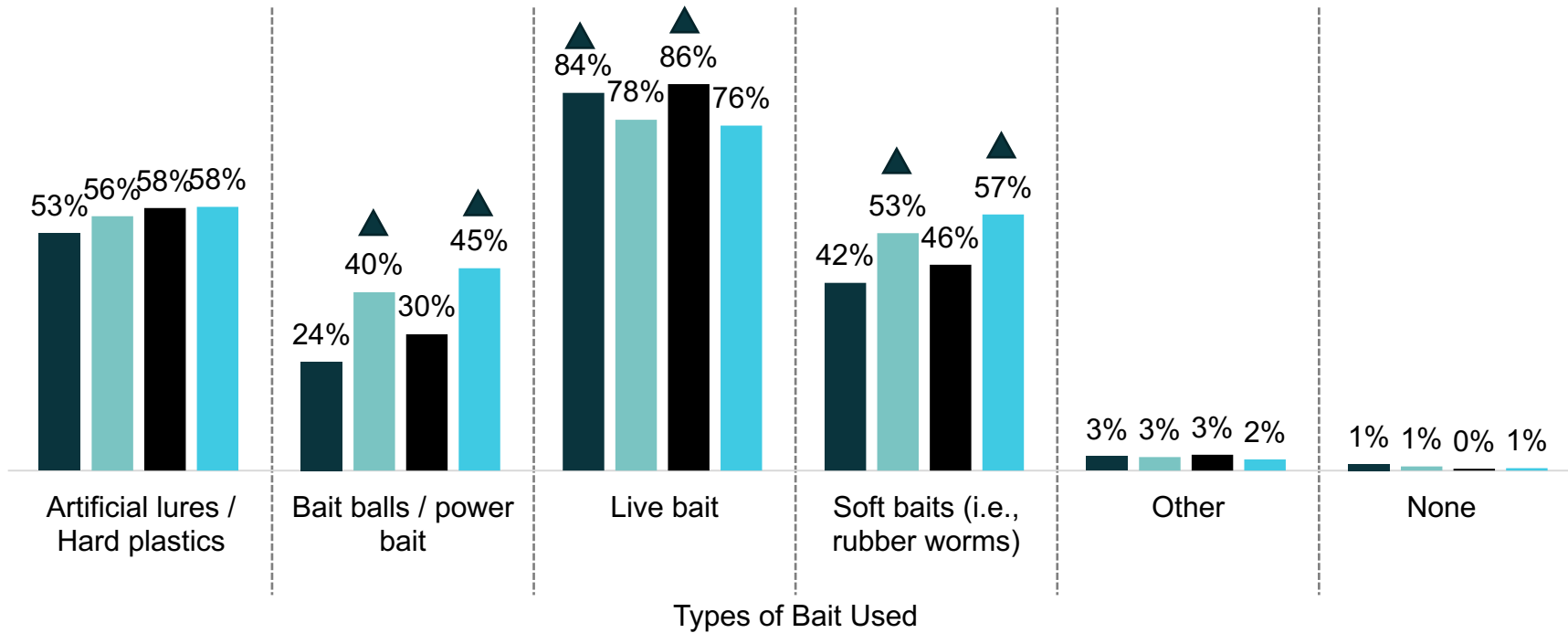
Where have you fished in the last 12 months?
*Unweighted base is used to compare active fishers.



Live bait is the most popular type of bait used by fishers overall with Non-NA Fishers showing a somewhat higher preference.

Bait Used Detailed Breakout

■ NON-NA Fisher (n=698) ■ NA Fisher (n=1095)
■ NON-NA Active Fisher (12 Months) (n=463) ■ NA Active Fisher (12 Months) (n=841)

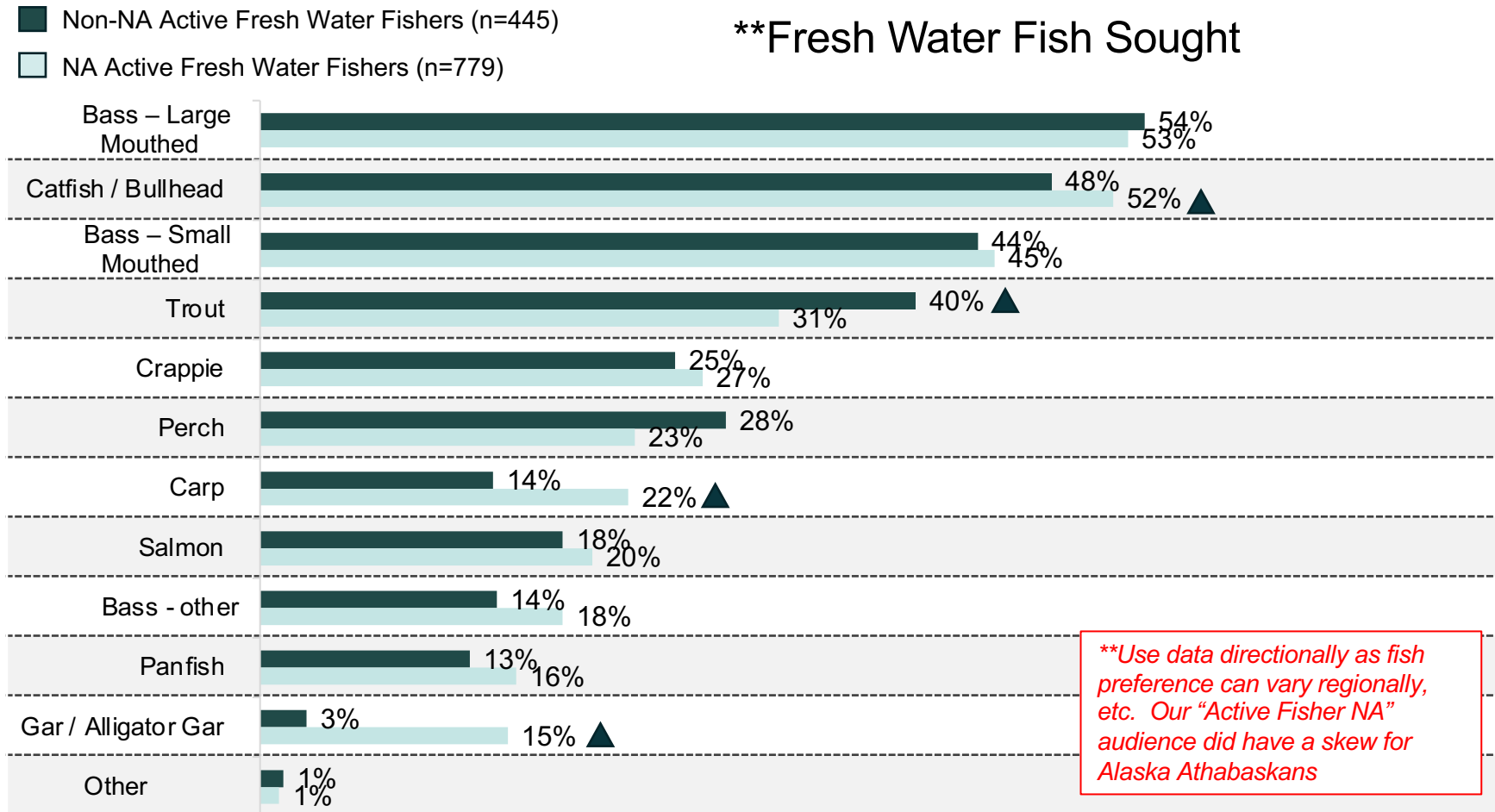


NA show higher use of **soft baits** and Non-NA with higher use of **bait balls**.



What types of bait do you use when you go fishing?
 *Unweighted base is used to compare activity participants.
 ▲ Significantly higher than comparison group at a 95% confidence level.

Types of fish sought in fresh waters can vary by region and personal tastes, but both NA and Non-NA have affinity for Large Mouthed Bass.



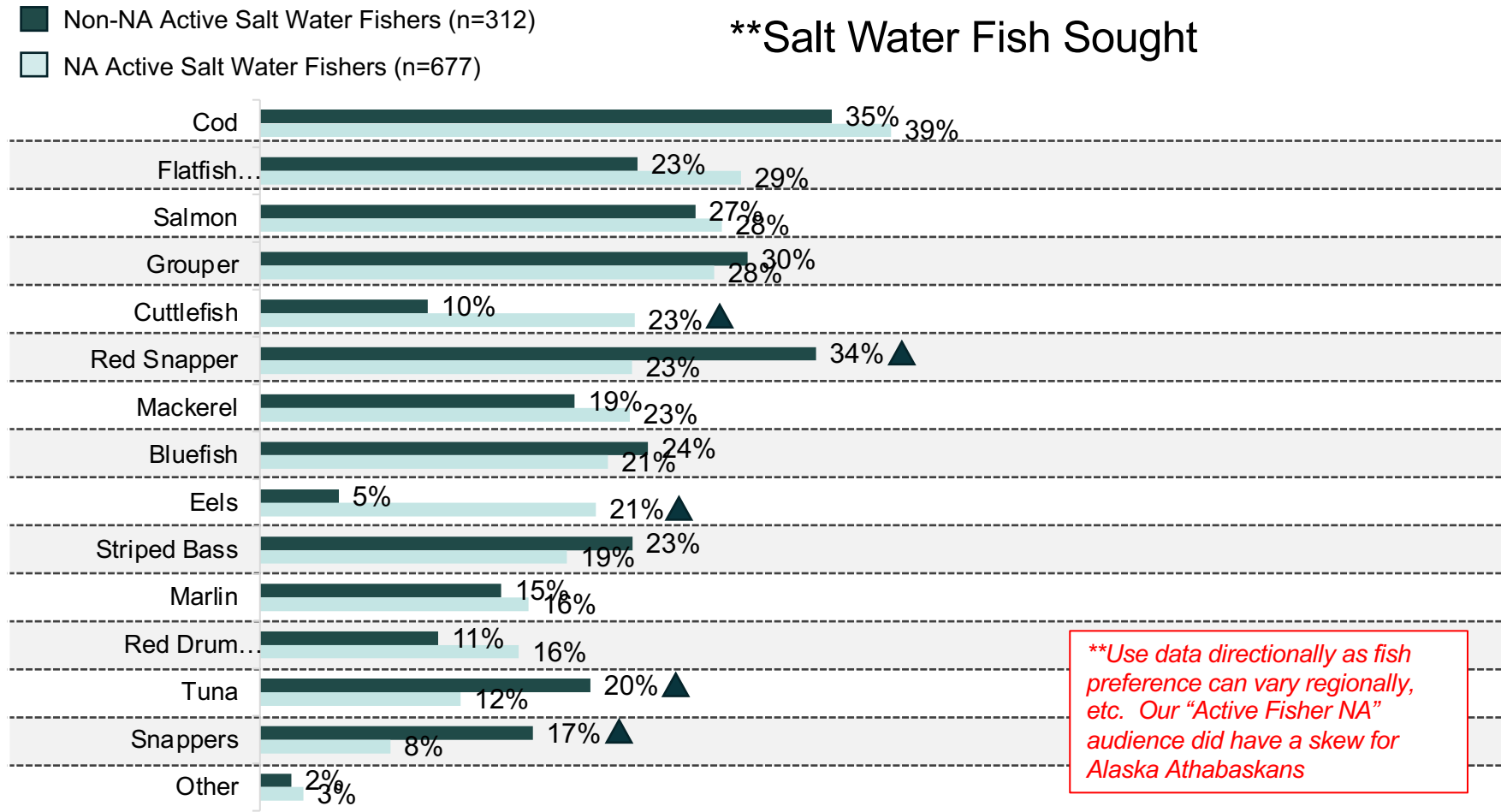
Differences arise in fish like trout, perch, carp and gars.



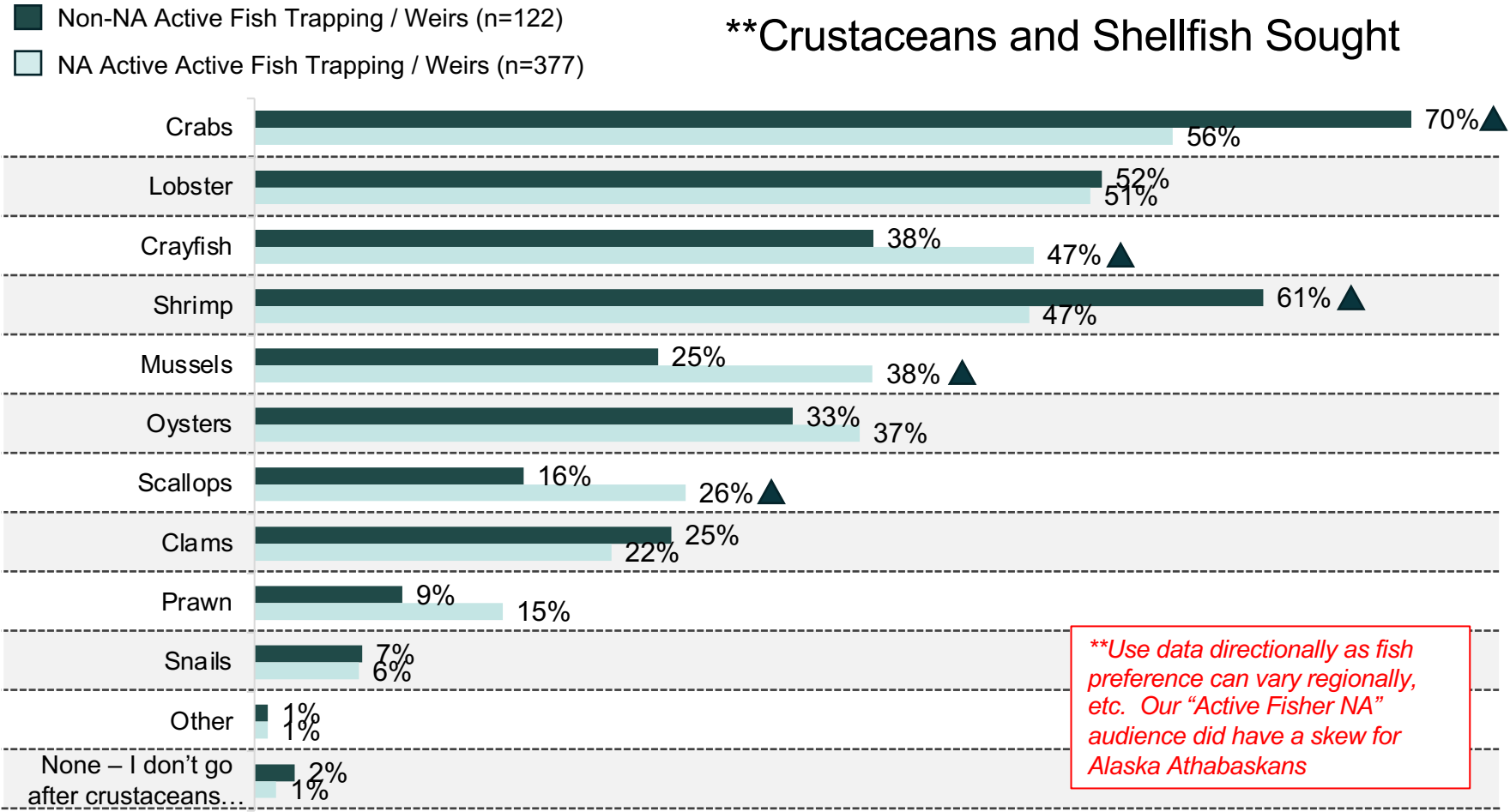
Cod is the most popular salt water fish for NA and Non-NA fishers alike. But other regional and personal tastes can show variation.



Red snapper is one of the most popular Non-NA salt water fish, but flat fish skews higher for NA.



Crabs are the most sought-after crustaceans for NA and Non-NA alike, but preference is still stronger in Non-NA.



Analytic Note: There is a decent amount of parody between NA and Non-NA Fishers about crustaceans and shellfish.

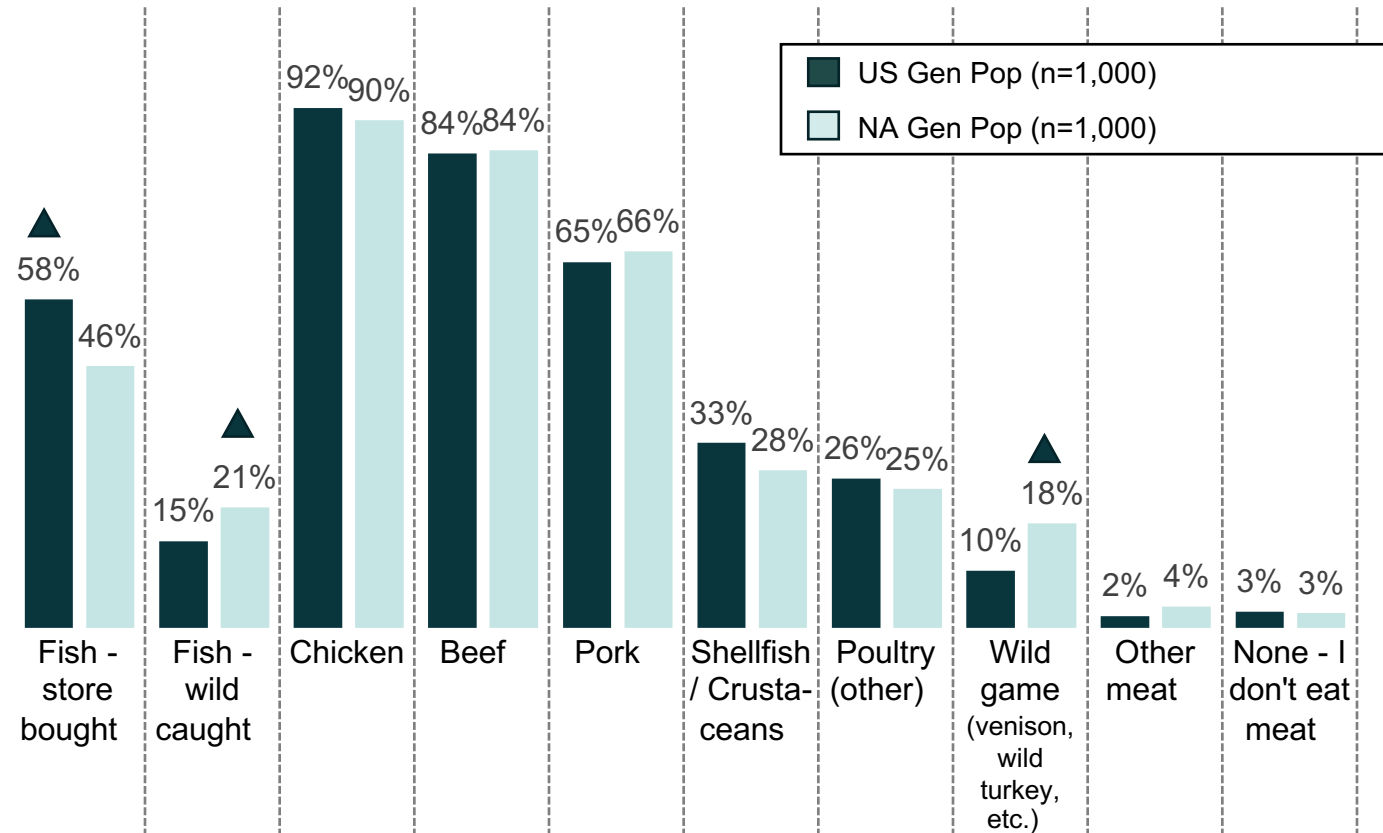


NA and US Gen Pop eat meat at similar rates overall, but do show differences on fish and wild game.



NA are more likely to be harvesting food from outdoor recreation like fishing and hunting.

Types of Meat Eaten in Last 3 Months





**Section
Detailed
Findings**



Fishing Activities

Detailed information about the styles of fishing done among people who participate in the broader categories (*Rod & Reel, Line Fishing, Ice Fishing, Netting, Spearfishing, Fish Trapping and Fishing by Hand*).

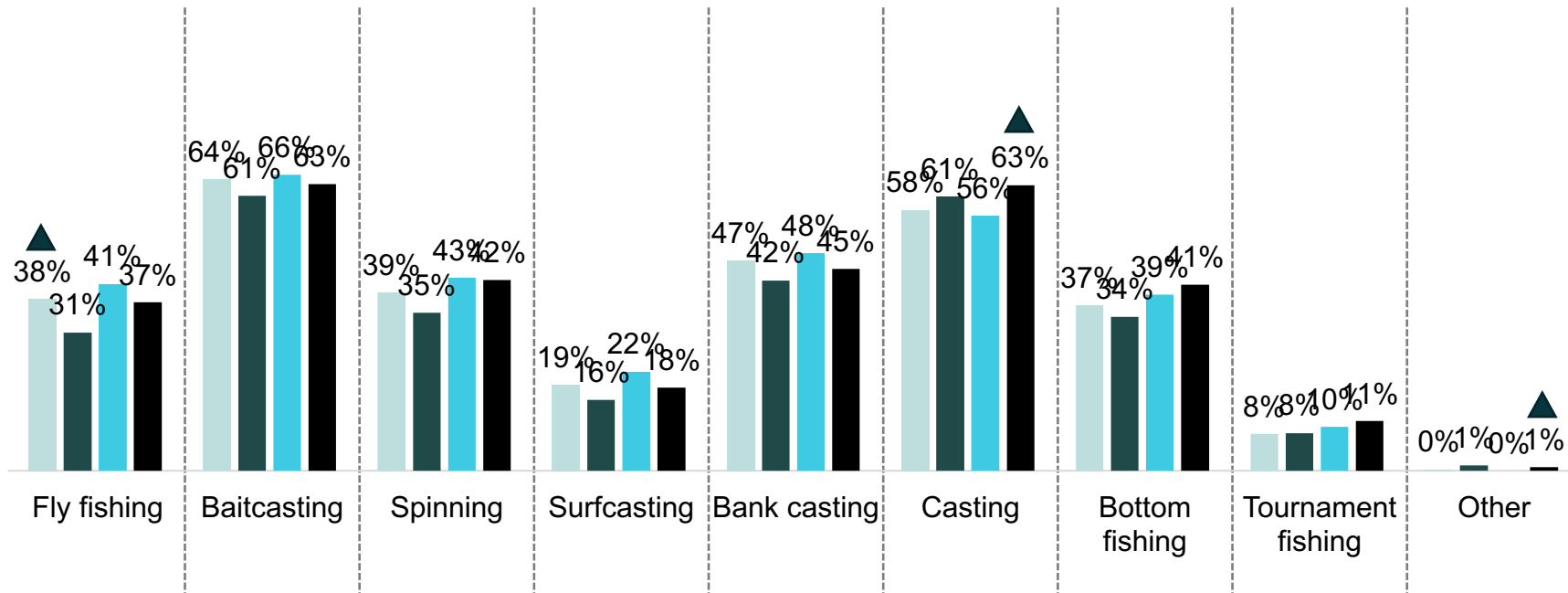


About 2 in 3 rod & reel fishers do baitcasting or casting in general. Differences between NA and Non-NA appear in fly fishing most.

63% NA Rod & Reel Fishing
48% US

*Rod & Reel Fishing Detailed Breakout

■ NA Fisher (n=915) ■ NON-NA Fisher (n=598)
■ NA Active Fisher (12 Months) (n=711) ■ NON-NA Active Fisher (12 Months) (n=408)



Rod and Reel Fishing

Fishing can be done in many ways. We're interested in knowing the number of people who have participated in the following specific types of fishing. Please select which ones you have "ever" done. (Select all that apply) – Based to those who have ever fished by specific fishing categories.

*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.



In general, while NA fish more often, the **styles** of rod & reel fishing are **consistent** among NA and Non-NA.



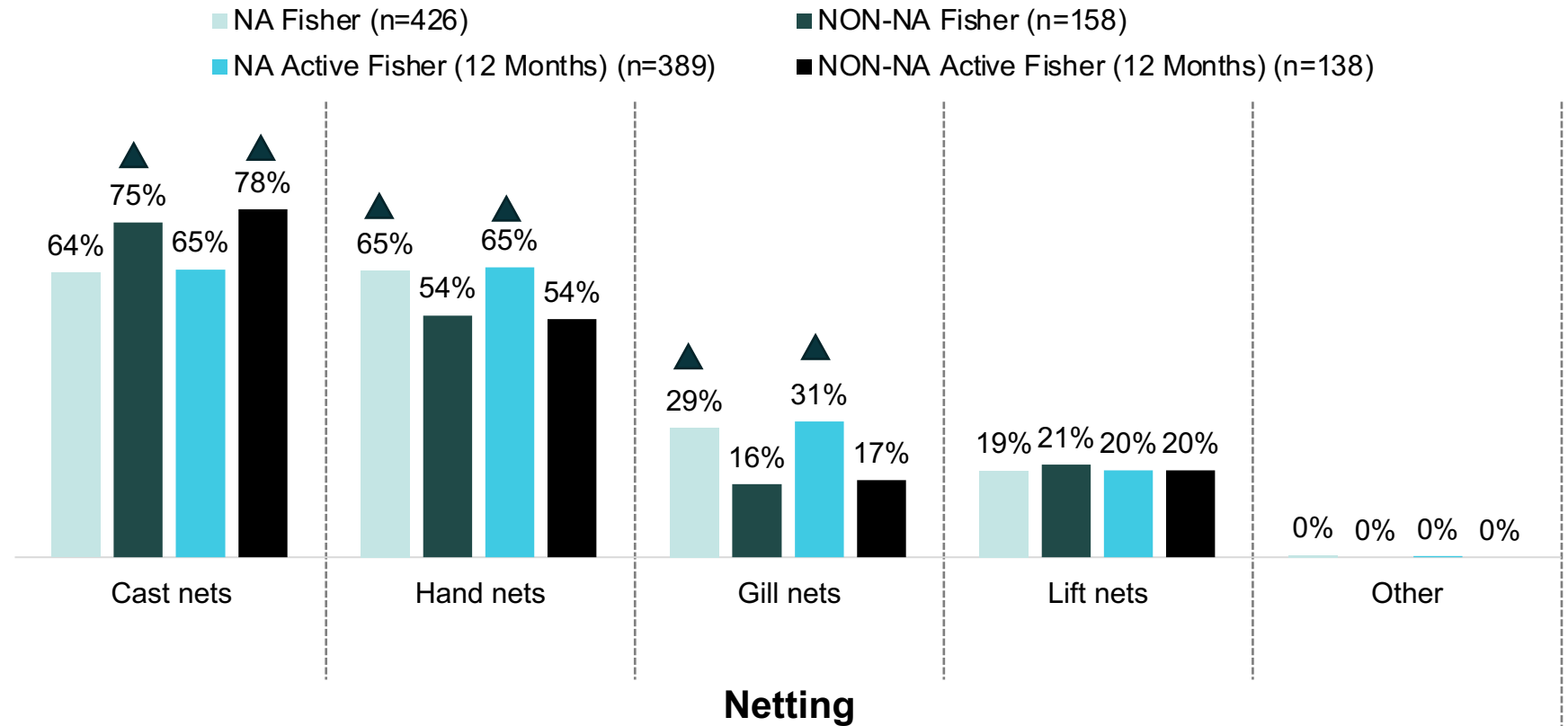
Cast nets and hand nets are the most common forms of netting done by NA and Non-NA fishers alike.



Non-NA are more likely to cast nets while NA are more likely to use hand nets and gill nets.

Netting
22% NA
14% US

*Netting Detailed Breakout



Fishing can be done in many ways. We're interested in knowing the number of people who have participated in the following specific types of fishing. Please select which ones you have "ever" done. (Select all that apply) – Based to those who have ever fished by specific fishing categories. *Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.

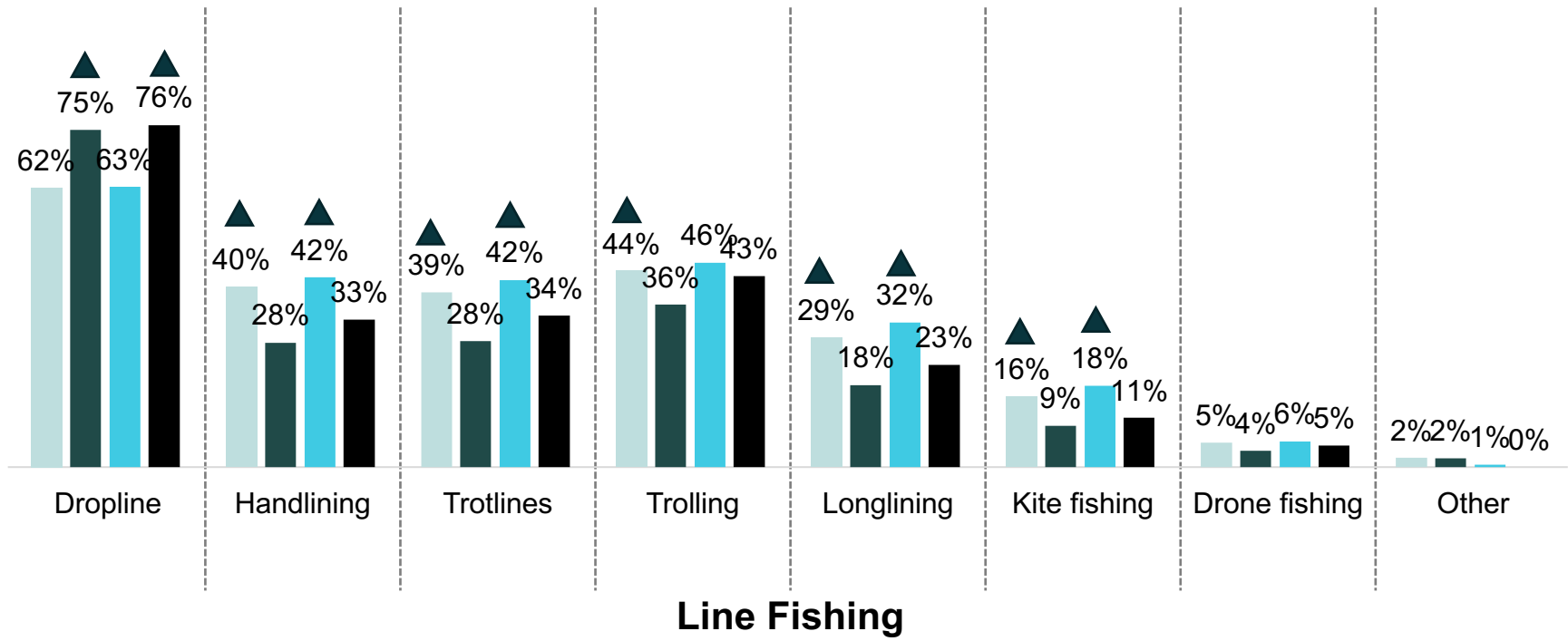



Dropline fishing is by far the most common form of line fishing, but Non-NA fishers do it more often than NA.

37% NA
27% US
Line Fishing

*Line Fishing Detailed Breakout

■ NA Fisher (n=642) ■ NON-NA Fisher (n=306)
■ NA Active Fisher (12 Months) (n=539) ■ NON-NA Active Fisher (12 Months) (n=228)





 NA fishers trend higher on **nearly all line fishing** categories other than droplines.

Fishing can be done in many ways. We're interested in knowing the number of people who have participated in the following specific types of fishing. Please select which ones you have "ever" done. (Select all that apply) – Based to those who have ever fished by specific fishing categories. *Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.



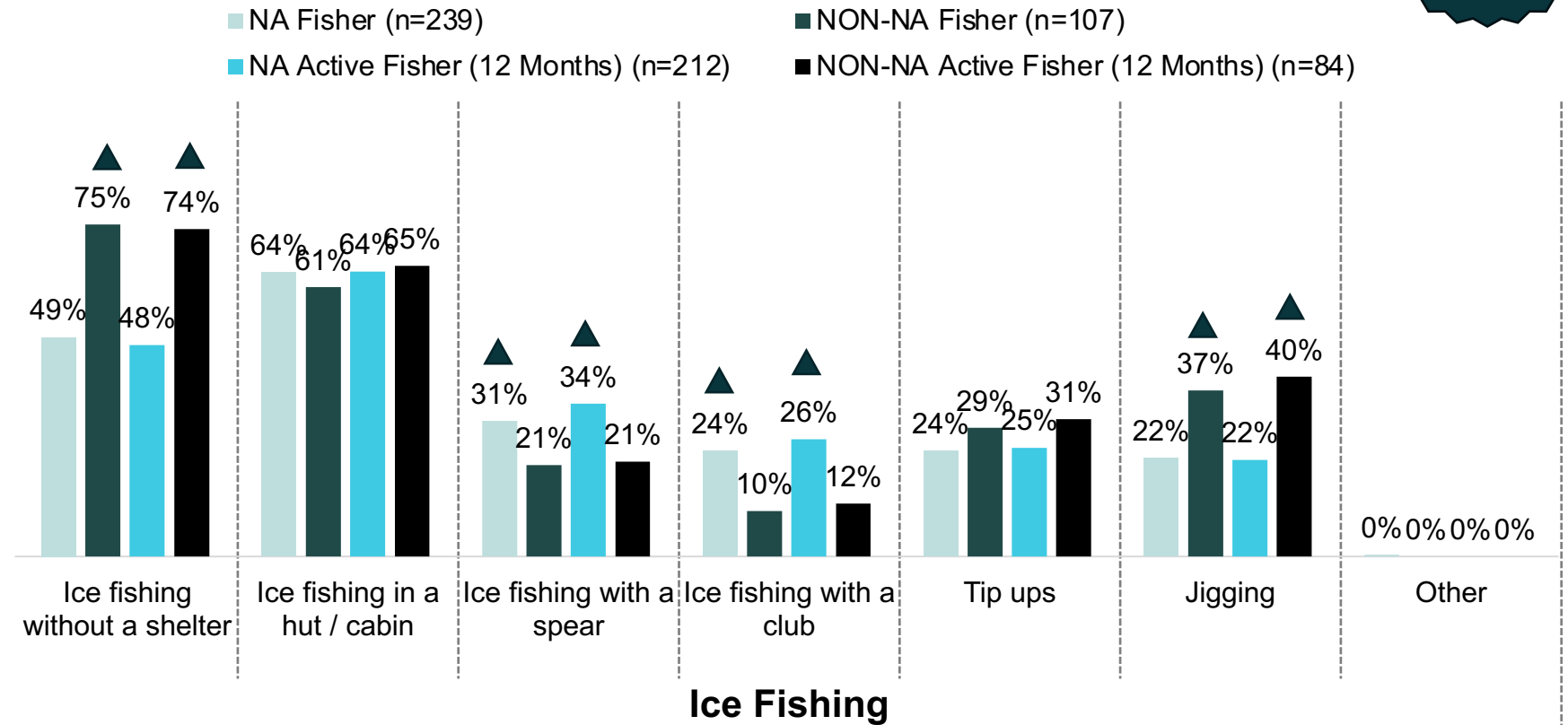
Ice fishing is uncommon; 13% of NA and 9% of US Gen Pop. More Non-NA are ice fishing without a shelter while fishing with a shelter is consistent across NA and Non-NA.



Ice fishing with a spear or clubs spike for NA fishers while jigging is more popular among Non-NA.

Ice Fishing
13% NA
9% US

*Ice Fishing Detailed Breakout



Fishing can be done in many ways. We're interested in knowing the number of people who have participated in the following specific types of fishing. Please select which ones you have "ever" done. (Select all that apply) – Based to those who have ever fished by specific fishing categories.

*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.

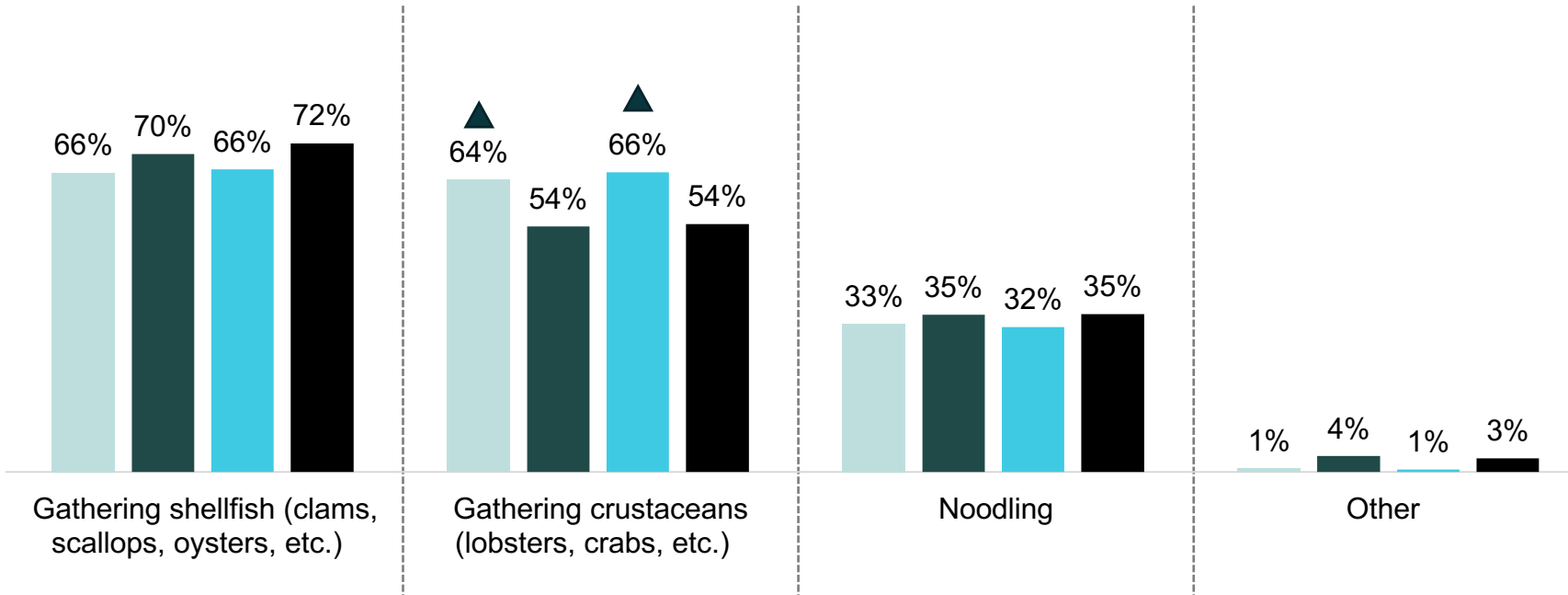


Gathering crustaceans is more popular among NA Fishers, but gathering shellfish is common and similar across all hand fishers.

17% NA
11% US
Fished by Hand

*Fishing By Hand Detailed Breakout

■ NA Fisher (n=386) ■ NON-NA Fisher (n=113)
■ NA Active Fisher (12 Months) (n=361) ■ NON-NA Active Fisher (12 Months) (n=101)



Fishing By Hand

Fishing can be done in many ways. We're interested in knowing the number of people who have participated in the following specific types of fishing. Please select which ones you have "ever" done. (Select all that apply) – Based to those who have ever fished by specific fishing categories.

*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.



About 1 in 3 hand fishers are noodling; similar for NA and Non-NA fishers alike.



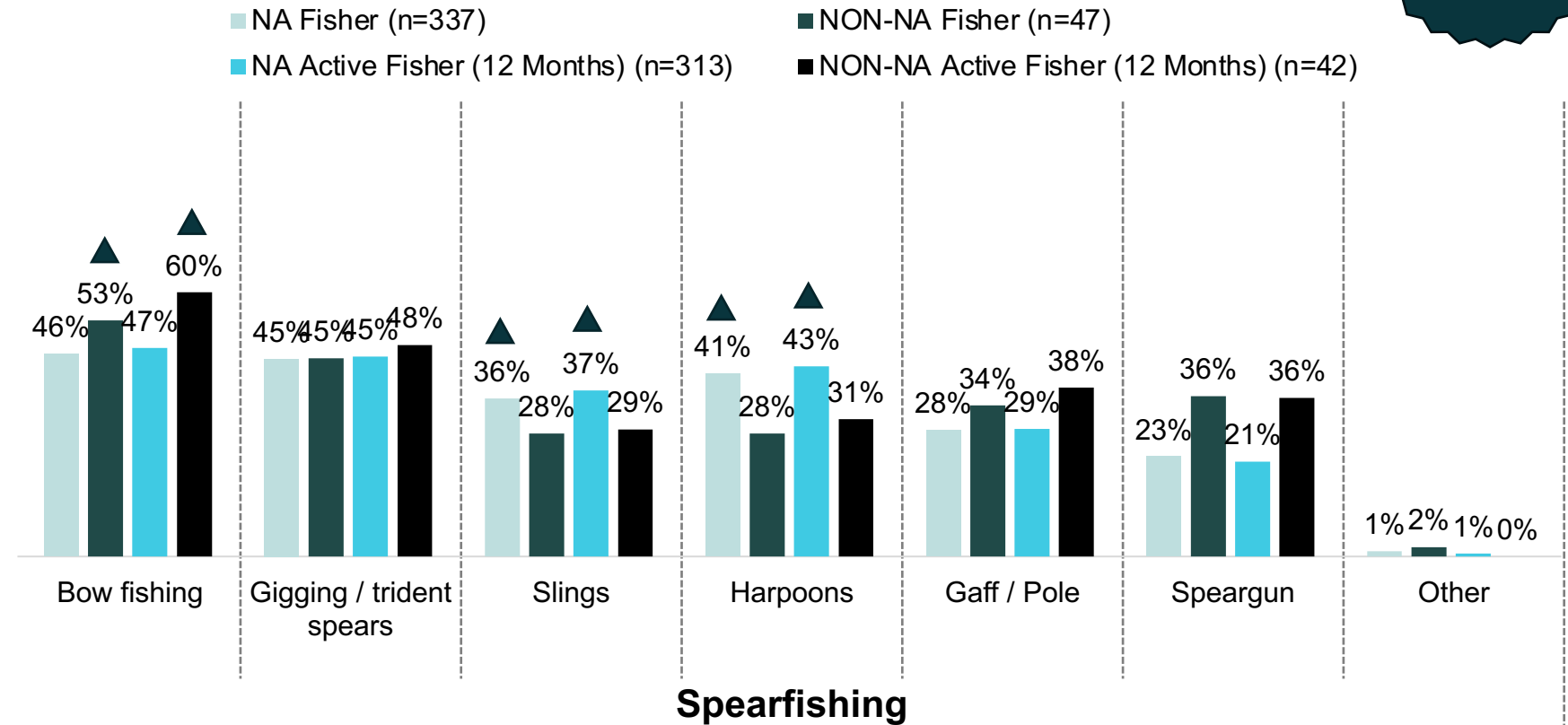
Directionally, Non-NA spearfishing respondents are more likely to do bow fishing or use spearguns. Harpoons and slings trend higher for NA fishers.



Note: the data for Non-NA spearfishing participants is directional in nature with a base of n<50.

*Spearfishing Detailed Breakout

Spearfishing
13% NA
7% US



Fishing can be done in many ways. We're interested in knowing the number of people who have participated in the following specific types of fishing. Please select which ones you have "ever" done. (Select all that apply) – Based to those who have ever fished by specific fishing categories.

*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.



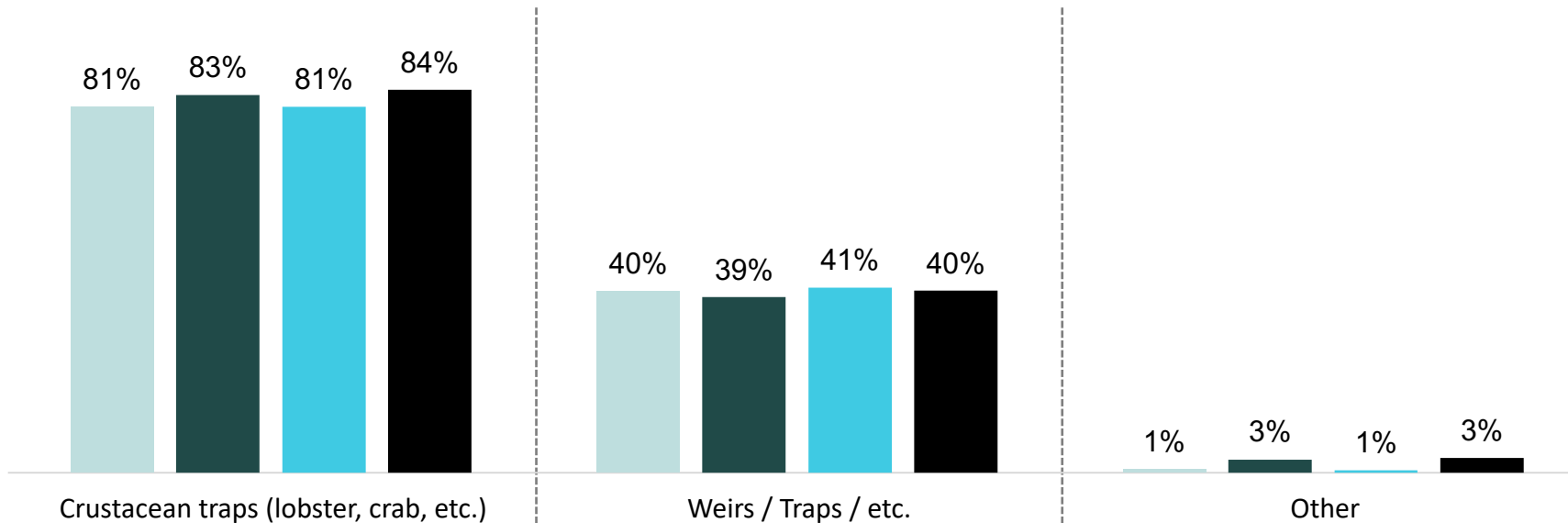
Trapping behavior isn't impacted by NA status.

17% NA
13% US

Trapping

*Fish Trapping Detailed Breakout

■ NA Fisher (n=398) ■ NON-NA Fisher (n=137)
■ NA Active Fisher (12 Months) (n=377) ■ NON-NA Active Fisher (12 Months) (n=122)



Trapping

Fishing can be done in many ways. We're interested in knowing the number of people who have participated in the following specific types of fishing. Please select which ones you have "ever" done. (Select all that apply) – Based to those who have ever fished by specific fishing categories. *Unweighted base is used to compare activity participants.



Lobster traps and crab traps are the most common forms of traps used among NA and Non-NA alike.





Outdoor Stewards of Conservation: Team Members



Jim Curcuruto

*Executive Director
Outdoor Stewards of
Conservation*



Chuck Wahr

*Tribal Member,
Little River Band of
Ottawa Indians*



Forrest Parker

*Tribal Member,
Eastern Band
Cherokee Indians*



Brian Sherwood

*Founder
Sherwood
Enterprises*





**Section
Detailed
Findings**



Appendix



Methodology



Online survey using sample from [Dynata](#). 2,500 interviews were split into 4 buckets to provide comparable data for analysis across segments.



General Population. 1,000 general US population interviews and 1,000 Native American US population interviews were completed. Gender and age quotas were in place to help reduce the impact of weighting the data to be representative of each population [on age and gender].

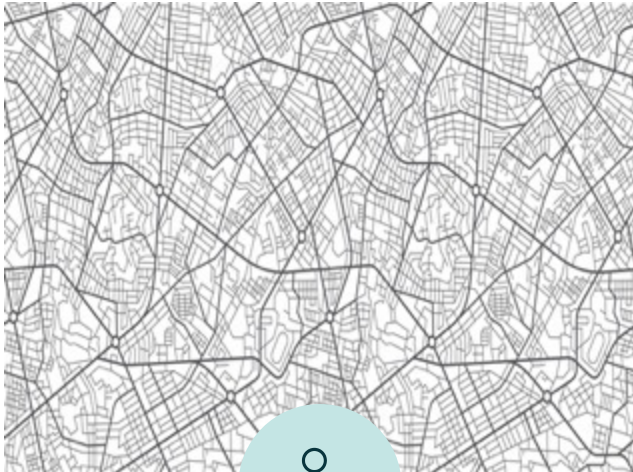


Oversample. Two outdoor activity oversample groups were also recruited with 250 interviews for the Non-Native American population and 250 Native Americans. To qualify, oversample interviews they had to be “Active Fishers” (people who have fished in the last 12 months).



Methodology

Analytic Notes



Analytic Considerations



Definition of **Native American** in our sample.

- **Self identify** Native American or Pacific Islander OR,
- Claim affiliation with a tribe in the US or its territories (~70% of NA Gen Pop).
- *Note: there were Native American respondents who were part of the US general population sample.*



Survey Qualification:

- General population samples had no activity requirement to continue in the survey.
- Oversample was used to augment activity populations so that a more meaningful analysis could be conducted by each activity (hunters, trappers and target shooters). NA Fishing oversample did have some higher representation for Alaska Athabaskans



Weighting:

- US and Native American general population sample was quota controlled on Age and Gender in order to keep weighting by those variables less impactful.
- When comparing ‘activities’, we used “unweighted” data because these groups reflect the populations who participate in the activities. We compared activity participants who were Native Americans (NA) and those who were not (Non-NA).



Stat testing:

- US general population and Native American general population of 1,000 completed interviews have a margin of error of +/- 3%.
- Symbols for significance testing used throughout denote significant difference between comparison groups at the 95% confidence interval.



Glossary

Terms used in this report

Please Review This List To Understand a Little More About the Labels and Terms in this Report

- **HATS** = Hunters, Anglers, Trappers, and Shooters
- **NA** = Native American (includes those who self identify as Native American AND/OR claim tribal affiliation (about 79% of NA Gen Pop)).
- **Non-NA** = Non-Native American.
- **US Gen Pop** = US General Population.
- **NA Gen Pop** = Native American General Population.
- **Significance** = The difference between two comparative samples is a statistically significant difference at the 95% confidence interval.
- **Ever Fished** = Those who have fished at least once in their lives
- **Lapsed** = Someone who has fished in the past but has not fished in the last 12 months.
- **Active Fishers** = Those who fished in the last 12 months.
- **pp** = percentage points. A term showing a difference from one comparison group to another.

Quotas were put in place to minimize the impact of any weighting. Weighting was used, but it's overall impact on the sample is minimal.

			A Comparison to evaluate the frequencies for weighting characteristics on Gender and Age.			
In what state do you reside? (Regional Roll Up)			Are you?			
	US Gen Pop	NA Gen Pop	Weighted US Gen Pop	Un-weighted US Gen Pop	Weighted NA Gen Pop	Un-weighted NA Gen Pop
Base	1000	1000	1000	1000	1000	1000
Northeast	18%	10%	49%	49%	50%	50%
South	39%	41%	51%	51%	50%	50%
Midwest	19%	20%	How old are you?			
			Weighted US Gen Pop	Un-weighted US Gen Pop	Weighted NA Gen Pop	Un-weighted NA Gen Pop
West	23%	30%	1000	1000	1000	1000
			12%	12%	18%	18%
			16%	16%	22%	22%
			18%	18%	19%	19%
			18%	18%	18%	18%
			14%	14%	13%	13%
			22%	22%	10%	10%



US Gen Pop and NA Gen Pop recruitment essentially eliminated the need to weight the data in this year's research



Demographics: Cherokee, Choctaw, and Navajo had the greatest representation in the NA respondent base.



How would you describe yourself? (Select all that apply)			Are you affiliated with a Native American tribe in the US or US Territories?		
	Weighted			Weighted	
	US Gen Pop	NA Gen Pop		US Gen Pop	NA Gen Pop
Base	1000	1000	Base	1000	1001
Asian	10%	3%	Yes	13%	79%
Black or African American	17%	7%	No	87%	21%
Hispanic / Latino	16%	15%			
Native American	4%	84%			
White	62%	22%			
Other	1%	1%			
Prefer not to say	1%	1%			

Which tribe or nation are you affiliated with?			How would you define the tribe you are affiliated with? (Select all that apply)		
	US Gen Pop	NA Gen Pop		US Gen Pop	NA Gen Pop
Base: Those Affiliated with Tribe		785	Base: Those Affiliated with Tribe		785
Cherokee		24%	Federally recognized	Percentages not shown because of overall base size	62%
Choctaw	Percentages not shown because of overall base size	7%	State recognized		16%
Navajo		6%	Not "officially" recognized by a US government institution		12%
Chippewa		5%	Other		1%
Choctaw		5%	I'm Not Sure		9%
Blackfoot		5%			
Other		21%			





Outdoor Stewards of Conservation Foundation, Inc.

Thank You!



Don't forget, this is the second installment of our Native American research. Check out the **2022 Native American Research about Hunting, Trapping and Shooting** [HERE](#).



Our website is also chock full of great resources for the HATS public and the companies and agencies that serve them. [Click here](#) to see what else OSCF has available for you!

<https://OutdoorStewards.org/>

