

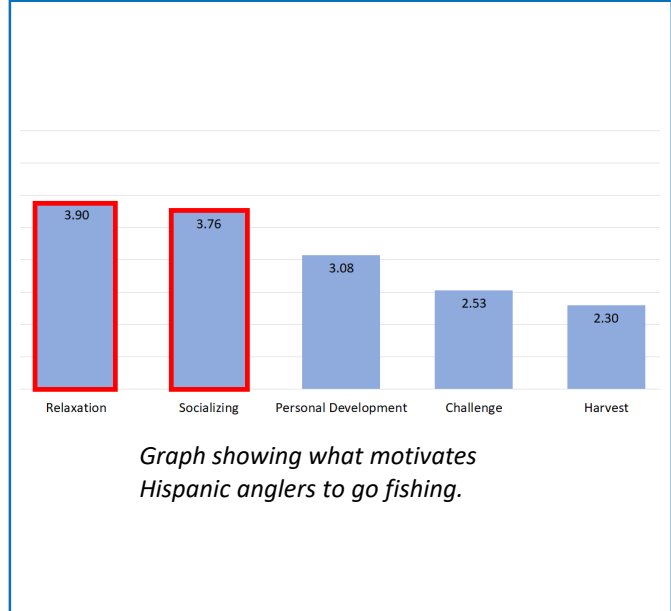


# Fishing Perspectives in the Hispanic Community

## RBFF State R3 Program Grants

### OVERVIEW & OBJECTIVES

- The Florida Fish and Wildlife Conservation Commission (FWC) surveyed a subset of Florida’s Hispanic community, between August and September 2023, to identify their fishing and communication trends with the goal to create an effective marketing campaign in 2024.
- The goal of “Fishing Perspectives in the Hispanic Community” was to conduct a market research survey on fishing motivators, attitudes toward fishing, barriers to participation and best communication channels to reach Florida’s Hispanic community with FWC news, events and other educational outreach information related to recreational fishing.
- The objective of the campaign was to survey 3,400 individuals within Florida’s Hispanic population to collect comprehensive data that will guide the development of future marketing plans to increase fishing participation of this underrepresented demographic group and support the efforts of FWC’s *Vamos a Pescar* partners.

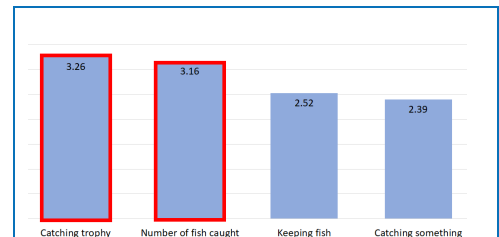


### RESULTS

- The goal of reaching 3,400 individuals from the Florida Hispanic community was not met, only reaching 68.76% of the original objective with 2,338 respondents.
- The Hispanic community enjoys fishing with close friends and family to relax and escape the daily routine, even if their fishing trip is not successful in terms of their catch.
- The Hispanic community frequently goes fishing in saltwater over freshwater. Non-licensed respondents more commonly used docks, bridges and piers over other types of fishing access while the licensed respondent preferred a motorboat.
- Most of the non-licensed Hispanic community do not feel confident in their ability to go fishing on their own, especially with fish identification.
- The most prominent barrier to participation in fishing, among licensed Hispanics, was the availability of time and transportation, while non-licensed Hispanics' most prominent barriers were equipment challenges, lack of knowledge and safety concerns.
- The Hispanic community prefers to use the Internet, emails and social media to learn about their interests/hobbies and updated information. Among social media platforms, YouTube, Instagram and Facebook were the most used.

### PARTNERS

- Recreational Boating & Fishing Foundation
- FWC’s Center for Conservation Social Science Research
- Mud Hole Custom Tackle



*Graph showing what Hispanic anglers view as a successful fishing trip.*

### SUPPORT

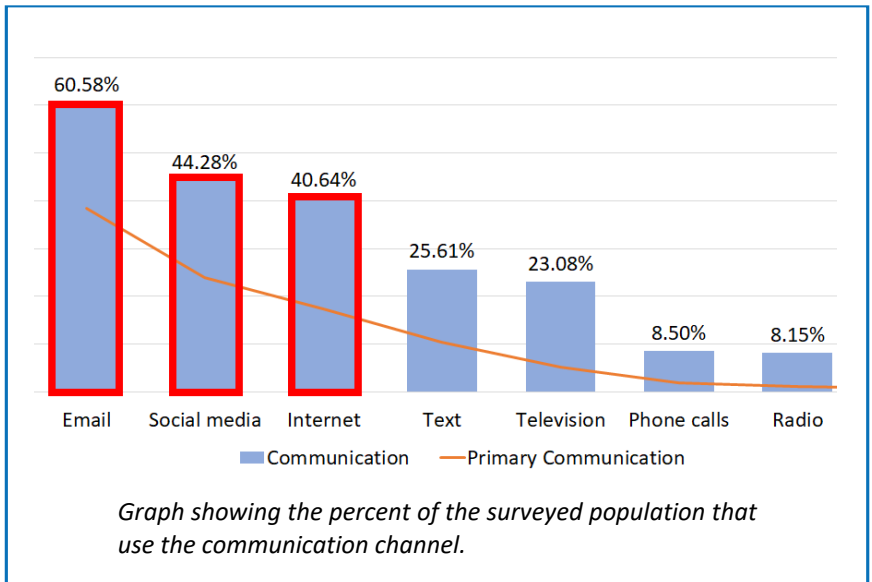
“Thanks to the partnership and support from RBFF, the agency conducted vital research on how to best reach some of Florida’s underrepresented communities. We are excited to develop future outreach efforts to expand and diversify Florida’s anglers.”

- Tom Graef, Director of FWC’s Division of Freshwater Fisheries Management

## RBFF State R3 Program Grants

### BENEFITS

- The data collected in the survey included key metrics on the target audience's attitudes, participation and relationship with fishing as well as their preferred methods of communication. The data will help FWC identify which avenues to deploy for next year's marketing campaign and what messaging will be conveyed to increase Hispanic participation in fishing. The marketing campaign will strive to increase Hispanic participation through motivational messaging and fishing information with the goal to increase license sales.



### METHODOLOGY

- The FWC partnered with FWC's Center for Conservation Social Science Research and Dynata to assist in survey design and implementation.
- The project team and partners outlined five specific audience segments to allow comparative data analysis among licensed and non-licensed individuals and among current, lapsed, and non-anglers. Each audience segment had two attributes, license history and fishing participation. These five audience segments were:
  - Non-licensed and never have fished.
  - Non-licensed and fished, but not in the last twelve months.
  - Non-licensed and fished within the last twelve months.
  - Licensed and fished, but not in the last twelve months.
  - Licensed and fished within the last twelve months.
- The project team created two surveys, licensed and non-licensed groups, with assistance from Dynata and the FWC's social scientists. Each survey was offered in both English and Spanish.

### CONTACT INFO

Brandon Stys  
850-617-6012  
Brandon.Stys@MyFWC.com

### LESSONS LEARNED & FUTURE PLANS

- The project team learned that completing and distributing surveys to large group of people costed more than originally expected. Once the survey design was completed and the specific target audiences identified, the originally quoted price for the external non-licensed Hispanic survey increased dramatically. During the field test, Dynata identified that one of the target audiences, non-licensed anglers, was a very small percentage of the responses. The audience response rate was significantly smaller than originally expected, leading to an increased cost to reach each target group's quota. By removing the audience segment quotas, the cost of the overall project was lowered. Instead of each group having a specific number of survey completions required, the survey was open to all respondents regardless of how many respondents each group had already received.
- The FWC will use the data gathered from the survey to create and run a digital marketing campaign in 2024, targeting Hispanics in Florida. The marketing will include imagery that embodies "friends and family" when fishing, while conveying several messages including: fishing skills, fishing access, licensing and angler recognition. These messages will be displayed in photos and video across multiple platforms such as email, social media and Internet display ads. The goal of the campaign will be to encourage recreational fishing and Florida fishing license sales.



This grant program was conducted in 2023 and partially funded by the Recreational Boating & Fishing Foundation (RBFF) under cooperative agreement #F23AC00806 from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Fish and Wildlife Service. For more information on RBFF's State R3 Program Grants, please visit [www.takemefishing.org/r3](http://www.takemefishing.org/r3).