

A. Title Page:

Professional Development Grant Report
Arkansas Tech University

Management Implications of Angler Motivations
and Preferences for Urban Fisheries

by

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October 29, 2007

B. Restatement of Problem Researched or Creativity:

I was invited to co-author a manuscript and present the topic titled "Management Implications of Angler Motivations and Preferences for Urban Fisheries" at the American Fisheries Society's Urban Fisheries Symposium. This symposium was held September 2 – 6, 2007 in San Francisco, California. My co-author for the manuscript was Clifford Hutt from the University of Arkansas at Pine Bluff. Since travel funds were not provided by the symposium sponsors, I applied for and received funds from Arkansas Tech University's Professional Development Grant Committee. Below is a brief justification of the importance for the symposium including a summary of my research procedures and findings.

Recreational fishing has traditionally been one of the most favored participatory outdoor activities in the United States. However, urbanization, urban sprawl, and other factors have caused participation to decline over the past 20 years. In addition, recreational fishing participation is consistently lower than the national average for groups such as females, African-Americans, and urban residents. In response to these trends, many state agencies have developed urban fishing programs. The Urban Fishing Symposium that was held at the 2007 Annual Meeting of the American Fisheries Society was the first of its kind since 1983, and comprised of invited topics, case studies, and research, with both oral and poster presentations.

C. and D. Brief Review of the Research Procedures and Summary:

The program thoroughly engaged a diverse array of issues relevant to urban fishing program managers, developers, and fisheries administrators, including but not

limited to, the role of aquaculture and fish stocking, funding sources, contaminants, program evaluation, marketing and promotion, collaboration, enforcement, human dimensions, and management. Aligned with the American Fisheries Society 2007 meeting theme of “Addressing Uncertainty and Unintended Consequences in Fish and Fisheries,” the urban fishing symposium provided information necessary to protect against uncertainty and unintended consequences of alienating non-traditional angler groups.

As part of this report I have included the draft manuscript that is currently in the review process and will be published as a special symposium proceedings by the American Fisheries Society. I also included a copy of the presentation that I delivered at the symposium. The presentation was well received by symposium participants and their suggestions and comments were included in the manuscript.

E. Conclusions and Recommendations:

In conclusion, the symposium was extremely beneficial in bringing together fisheries professionals to discuss experiences and share ideas that can be used to benefit urban anglers. Symposium sponsors plan on developing a list serve for the group that will keep ideas alive and relations active among attendees.

Management Implications of Angler Motivations and Preferences For Urban Fisheries



John Jackson
And
Clifford Hutt



Topics of Discussion

- ◆ Who are Urban Anglers?
- ◆ What are Urban Angler Motivations and Preferences?
- ◆ What Produces Urban Angler Satisfaction?
- ◆ What are the Management Implications?



Urban Anglers?

- ◆ Fishing in the neighborhood: understanding motivations and constraints for angling among twin cities metro residents (Schroeder and Fulton)
- ◆ Differences in satisfaction and constraints of anglers across an urban-rural gradient in a metropolitan area (Berlin, Germany), with implications for urban fisheries management (Arlinghaus et al.)
- ◆ Recruiting and retaining anglers: the role of Arkansas fishing derbies (Lang et al.)
- ◆ Untangling the line: barriers to fishing participation in communities of color (Schroeder and Fulton)
- ◆ Conducting an evaluation of your urban fishing program (Ballard)
- ◆ Opportunities for urban fishing programs (Balsman and Shoup)

Motivation - Satisfaction

- ◆ Angler Motivation: Desired outcomes of the experience.
- ◆ Angler Satisfaction: Difference between outcomes and the perceived fulfillment of the desired outcomes.



Motivations/Satisfaction

◆ Activity-General

- Relaxation
- Enjoy Nature
- Clear Water
- Reflection/Nostalgia
- Social Interaction
- Family
- Setting

◆ Activity-Specific

- Catching Fish/Species
- Number of Strikes
- Experiencing the Fight
- Size Fish
- Number of Fish
- Harvest/Release
- Methods of Catch
- Facilities

Satisfaction is the Product Managers
Must Help Produce for a Successful
Fishing Experience



Is There a "Typical" Angler? (Heterogeneous Subgroups)

- ◆ **Social Groups and Gender**
(Dargitz 1988; Hunt and Ditton 1997; Fedler and Ditton 2001; Responsive Management 2003)
- ◆ **Racial and Ethnicity**
(Washburne 1978; Murdock et al. 1992; Philipp 1997; Hunt and Ditton 2002)
- ◆ **Age**
(Barnett and Chick 1986; Dann 1993; Hultsman 1993; Yoeting and Burkhead 1973; Scott and Willits 1998;)
- ◆ **Fishing Skills**
(Chipman and Helfrich 1988; Felder and Ditton 1986; Bryan 1977; Ditton et al. 1992)

The Urban Angler



- ◆ Fish Close to Home
- ◆ Representative of the Neighborhood
 - Little Rock Pilot Program
 - ◆ African-American (74%)
 - ◆ Adults (51%)-Children-(40%)-Seniors (9%)
 - ◆ Lived Close: 22% (<1mile) and 47% (1-5 miles)
 - ◆ Frequent anglers (64% once a week or more)
 - ◆ Repeat Anglers (66%)
 - ◆ Available Time Limits Angling

The Urban Angler (Local Angler Motivations/Preferences)

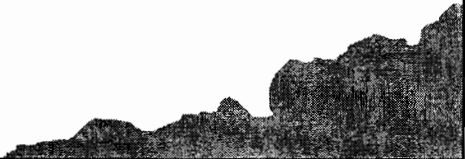
- Why Fish?
 - ◆ Relaxation (31%)
 - ◆ Food (18%)
 - ◆ To be Outdoors (13%)
 - ◆ Family Recreation (7%)
- Why Fish Here?
 - ◆ Close to Home (47%)
 - ◆ Good Fishing (35%)
 - ◆ Recently Stocked (13%)
 - ◆ Place to Take the Kids (9%)
- Species Preferences?
 - ◆ Channel Catfish (31%)
 - ◆ Bluegill (25%)
 - ◆ Largemouth Bass (16%)
- Number vs. Size?
- Equipment/Bait Used?
- Environment
- Description of Success

Short vs. Long-Term Satisfaction

- ◆ Current angling satisfaction may not reflect overall angling satisfaction.
- ◆ Harvest and catch rates may not always be the strongest determinate of satisfaction (Holland and Ditton 1992).
- ◆ Anglers may have diverse catch orientations (Fedler and Ditton 1986; Calvert 2002; Arlinghaus 2006).

What is Determining Expectations?

- ◆ Memory of Best Day (Ideal)
 - Catch Related
 - Non-Catch Related

 - ◆ Management Orientation
 - Regulations (size, number, youth/seniors)
 - Stockings
 - Harvest vs. Release
 - Facilities
- 

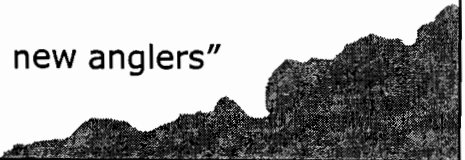
Management Implications: Goals and Objectives of Urban Fisheries

- ◆ "provide more opportunities for urban residents to go fishing"

 - ◆ "works to enhance or create destinations in urban areas, so that excellent fishing is available within a stone's throw..."

 - ◆ "expose urban youth and families to fishing"

 - ◆ "water bodies for beginning anglers as well those who like to keep and eat their catch"

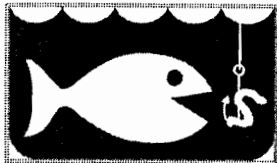
 - ◆ "recruiting and retaining new anglers"
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Current Anglers vs. Potential Anglers

- ◆ On site surveys only evaluate the current users (THEY ARE ALREADY FISHING)!
- ◆ Are their motivations and preferences different?
- ◆ Providing more of the same may not recruit new anglers.
- ◆ An urban angler may be the new traditional angler.

Are Urban Fishing Programs Meeting Angler Expectations?

- ◆ Do we know what the anglers want?
- ◆ Are we addressing both activity-general and activity-specific motivations?
- ◆ Diverse anglers means diverse opportunity.
- ◆ Proper evaluation is needed to address specific goals and objectives of the program.



Questions/Applause

