

SNAPPER/GROUPER FISHER PERCEPTIONS OF ELECTRONIC REPORTING IN THE SOUTH ATLANTIC

We developed two surveys to evaluate what motivates anglers to electronically report catch and identify modifications to MyFishCount (MFC) that would make anglers more likely to use it. The purpose of the study is to provide South Atlantic Fishery Management Council (SAFMC) with a more robust view of how anglers perceive the effectiveness of electronic reporting, and how likely they are to use reporting platforms, including MFC, on future trips.

The study addressed the following questions:

1. What is the perception of the recreational snapper grouper fishery in the South Atlantic?
2. What are the attitudes, perceptions, and opinions of electronic recreational reporting that might influence an angler's behavior to electronically report?
3. What modifications or improvements to MyFishCount might make anglers more likely to use to app to electronically report?

Methods

The study consisted of two voluntary online surveys, written in collaboration with SAFMC, which targeted recreational snapper grouper anglers in the Southeastern United States (IRB reference number: IRB Study #17-3349). Survey questions were designed to assess perceptions of electronic reporting and the snapper grouper fishery in the South Atlantic, and to determine factors that influence angler behavior. The surveys were emailed to over 3,000 anglers through SAFMC's email listserv and promoted on their Facebook and Twitter pages. The surveys were only available through electronic media.

The initial survey was deployed in March 2018 and focused on general perceptions of electronic reporting, awareness of MFC, and willingness to try the platform (Appendix 1). A follow-up email was sent one week after the initial email announcement reminding anglers to participate. The second survey, which was released in November 2018, focused more specifically on user experience of the app and website, and what motivates fishers to electronically report (Appendix 2). This survey also included questions that are part of a larger study by Dr. Chelsey Crandall at the University of Florida that assessed motivations of participants across many different recreational fishing reporting apps across the United States.

Both surveys included multiple choice questions, matrices, and short answer questions. Demographics questions were included in both surveys to get an overall view of what types of anglers are interested in electronic reporting, and to see if perceptions and motivations varied by age, number of years fishing, fishing location, and more. Survey participants were directed to one of four unique question pathways based on their past use of MFC: one addressing those who had never heard of MFC, one for those who had heard of MFC but did not sign up, one for those who signed up but did not submit a trip, and one for those who both signed up and submitted a trip. Responses were collected and analyzed through the Qualtrics online survey platform. Tests for significant differences among groups (including demographic distinctions like location and age, and level of participation with MFC) were conducted using a Kruskal-Wallis rank sum tests implemented in R.

Appendix 1: Snapper Grouper Recreational Reporting Survey

Thank you for your interest in participating in this survey! The purpose of this research study is to assess recreational angler perceptions of the South Atlantic snapper grouper fishery and electronic reporting. The survey also contains questions about the recreational electronic reporting pilot platform, [MyFishCount](#), available to anglers during the fall 2017 red snapper mini-season. This survey is conducted through the graduate school at University of North Carolina – Chapel Hill.

The survey should take around 10 minutes to complete. There are no correct or incorrect responses and you may stop the survey at any time. You must be at least 18 years or older to participate. If you are younger than 18 years old, please stop now. To protect your identity as a research subject, all responses to the survey will be anonymous. In any publication of this research, your name or other private information will not be used.

If you have any questions about this research, please contact Erin Spencer by calling 410-303-6638 or emailing etspencer@unc.edu. If you have questions or concerns about your rights as a research subject, you may contact the UNC Institutional Review Board at 919-966-3113 or by email to IRB_subjects@unc.edu (reference number: IRB Study #17-3349).

Throughout the survey, we will refer to “snapper grouper species”, which indicates the 55 species that make up the snapper grouper complex. This complex includes three sea bass species, 17 grouper species, 10 snapper species, seven porgy species, five grunt species, five jack species, three tilefish species, two triggerfish species, hogfish, spadefish and wreckfish. [Click here for a complete list of species.](#)

Q1 Please indicate from which state/area you generally fish from.

- North Carolina (1)
- South Carolina (2)
- Georgia (3)
- Northern Florida (Cape Canaveral and North) (4)
- Southern Florida (South of Cape Canaveral) (5)

Q2 How many private saltwater recreational fishing trips did you take in the last calendar year?

- 0 trips (1)
- 1-5 trips per year (2)
- 6-10 trips per year (3)
- 1 trip per month (4)
- 2-3 trips per month (5)
- 1 trip per week (6)
- > 1 trip per week (7)

Q3 How many private saltwater recreational fishing **snapper grouper** trips did you take in the last calendar year? Consider a snapper grouper trip as any fishing trip where you actively targeted snapper grouper species for at least part of the time.

- 0 trips (1)
- 1-5 trips per year (2)
- 6-10 trips per year (3)
- 1 trip per month (4)
- 2-3 trips per month (5)
- 1 trip per week (6)
- >1 trip per week (7)

Q4 How many years have you been snapper grouper fishing?

Q5 How do you think reporting should be structured for saltwater recreational fisheries?

- Mandatory for all saltwater recreational fisheries (1)
- Mandatory for some but not all saltwater recreational fisheries (2)
- Voluntary for saltwater recreational fisheries (3)
- I do not think there should be any reporting for saltwater recreational fisheries (4)
- I am undecided about reporting for recreational fisheries (5)

Q6 Please indicate your level of satisfaction with the current recreational monitoring program (MRIP) that estimates recreational catch and effort for private recreational snapper grouper anglers.

- Very satisfied (1)
- Somewhat satisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat dissatisfied (4)
- Very dissatisfied (5)
- I am not familiar with the monitoring program (6)
- I do not have an opinion of catch rate estimates (7)

Q7 Please indicate your opinion of saltwater recreational catch estimates provided by the current recreational monitoring program (MRIP) for snapper grouper species.

- Severely underestimates catch (1)
- Moderately underestimates catch (2)
- Accurately estimates catch (3)
- Moderately overestimates catch (4)
- Severely overestimates catch (5)
- I am not familiar with the catch estimates (6)

Q8 Please indicate how each of the following would encourage or discourage you from reporting electronically.

	Strongly discourages me from reporting (1)	Discourages me from reporting (2)	Neither encourages nor discourages me from reporting (3)	Encourages me to report (4)	Strongly encourages me to report (5)
Members in my angling community electronically report (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anglers similar to me electronically report (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fisheries managers expect me to electronically report (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other anglers believe electronic reporting will improve management (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Companies or agencies I follow support electronic reporting (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Please indicate how much you agree or disagree with the following statements.

	N/A (1)	Strongly disagree (2)	Disagree (3)	Neither agree nor disagree (4)	Agree (5)	Strongly agree (6)
Electronically reported Information could be used to make informed management decisions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronically reported information could be used to determine season length (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reporting information is easy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reporting information takes a lot of time (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Please indicate how you think the National Marine Fisheries Service should monitor recreational catch and effort for private saltwater recreational anglers. More than one answer may be selected.

- Through a mobile reporting app (1)
- Through paper log books (2)
- Through an online electronic reporting website (3)
- Through the current recreational monitoring system (4)
- I do not think private recreational anglers should report (5)
- I do not have an opinion on private recreational reporting (6)

Q11 How did you hear about [MyFishCount](#)? Select all that apply.

- From a SAFMC email (1)
- On social media (please indicate Facebook, Twitter, or other) (2)
- From a fellow angler (3)
- From the South Atlantic Fisheries Management Council website (4)
- From a fishing organization (ex: CCA, ASA, Snook and Gamefish Foundation, etc.) (5)
- Other (please specify) (6)
- I did not hear about MyFishCount before this survey (7)

Skip To: End of Block If How did you hear about MyFishCount? Select all that apply. = I did not hear about MyFishCount before this survey

Q12 Did you make an account on the MyFishCount website?

- Yes, I made an account AND submitted a trip (1)
- Yes, I made an account but did NOT submit a trip (2)
- No, I was aware of MyFishCount but did not make an account (3)

Display This Question:

If Did you make an account on the MyFishCount website? = Yes, I made an account but did NOT submit a trip

Q13 Why did you choose not to submit a trip through MyFishCount? (select all that apply)

- I did not take a trip targeting red snapper after signing up for MyFishCount (1)
- The submission process was too time consuming (2)
- The submission process was confusing (3)
- I forgot to submit my trip to MyFishCount (4)
- Other (please specify) (5)

Display This Question:

If Did you make an account on the MyFishCount website? != No, I was aware of MyFishCount but did not make an account

We are very interested in understanding why people participated in reporting through MyFishCount during the 2017 red snapper mini-season. Please answer the following questions regarding your own motivations to participate.

Display This Question:

If Did you make an account on the MyFishCount website? != No, I was aware of MyFishCount but did not make an account

Q14 Why did you create a MyFishCount account? (select all that apply)

- It was recommended to me by a fellow angler (1)
- I believe using MyFishCount will help my interests as an angler (2)
- I was curious about the platform (3)
- I wanted to participate in fisheries management (4)
- MyFishCount is a more efficient way to keep track of the status of the snapper grouper fishery than other electronic reporting systems (5)
- Other (please specify) (6)

Display This Question:

If Did you make an account on the MyFishCount website? = Yes, I made an account but did NOT submit a trip

Q15 After signing up for MyFishCount, please indicate how much you agree or disagree with the following statements.

Attachment 8A
MyFishCount Survey Methods

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
The website is easy to navigate (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would use MyFishCount on future trips (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend MyFishCount to a friend (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using MyFishCount will help further my interests as an angler (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using MyFishCount will help increase the number of fish I am allowed to catch in the future (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data from MyFishCount will provide accurate data about the snapper grouper fishery (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The information provided by the MyFishCount Red Snapper mini-season report issued by SAFMC was of interest to me as an angler (7)



Display This Question:

If Did you make an account on the MyFishCount website? = Yes, I made an account AND submitted a trip

Q16 After submitting a trip through MyFishCount, please indicate on a scale of 1-5 how much you agree or disagree with the following statements.

Attachment 8A
MyFishCount Survey Methods

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
The website is easy to navigate. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would use MyFishCount on future trips. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MyFishCount is a fast way to report. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend MyFishCount to a friend. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using MyFishCount will help further my interests as an angler. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using MyFishCount will help increase the number of fish I am allowed to catch in the future. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data from MyFishCount will provide accurate data about the snapper grouper fishery. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The information provided by the MyFishCount Red Snapper mini-season report issued by SAFMC was of interest to me as an angler. (8)



Display This Question:

If Did you make an account on the MyFishCount website? = No, I was aware of MyFishCount but did not make an account

Q17 Please indicate how much you agree or disagree with the following statements.

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (6)
I feel that I understand the project goals behind MyFishCount (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider signing up for MyFishCount in the future (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using MyFishCount will help further my interests as an angler (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data from MyFishCount will provide accurate data about the snapper grouper fishery (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display This Question:
If Did you make an account on the MyFishCount website? != No, I was aware of MyFishCount but did not make an account

Q18 How often would you use MyFishCount in the future? Please state answer in percent of future trips.

Display This Question:
If Did you make an account on the MyFishCount website? != No, I was aware of MyFishCount but did not make an account

Q19 What do you like most about the MyFishCount reporting platform?

Display This Question:

If Did you make an account on the MyFishCount website? != No, I was aware of MyFishCount but did not make an account

Q20 What do you like least about MyFishCount reporting platform?

Q21 On snapper grouper trips, how often do you switch to targeting non-snapper grouper species?

- I never switch to target other species (1)
- Rarely (2)
- Sometimes (25-50% of the time) (3)
- Often (50-75% of the time) (4)
- Frequently (75-99% of the time) (5)
- I always switch to target other species (6)
- I do not take snapper grouper trips (7)

Q22 Compared to other species in the South Atlantic, how important is fishing for snapper grouper species to you?

- Snapper grouper species are the most important target species (1)
- Snapper grouper species among the most important target species (2)
- Snapper grouper species are neither important nor unimportant (3)
- Snapper grouper species are among the least important target species (4)
- Snapper grouper species are not important target species (5)

Q23 During what season(s) do you typically snapper grouper fish? Please check all that apply.

- Fall (1)
- Winter (2)
- Spring (3)
- Summer (4)
- I do not fish for snapper grouper (5)

Q24 Are you affiliated with any angling clubs? Please, indicate below.

Q25 Please indicate your State of residence.

- North Carolina (1)
- South Carolina (2)
- Georgia (3)
- Northern Florida (Cape Canaveral and North) (4)
- Southern Florida (South of Cape Canaveral) (5)

Q26 What is your age?

Q27 What best describes your gender?

- Male (1)
- Female (2)
- Not listed (3)

Q28 Please provide any additional comments about MyFishCount and saltwater recreational reporting for snapper grouper in the South Atlantic.

Appendix 2: Snapper Grouper Recreational Reporting Survey Follow Up

Thank you for your interest in participating in this survey! The purpose of this research study is to assess recreational angler perceptions of the South Atlantic snapper grouper fishery and electronic reporting. The survey also contains questions about the recreational electronic reporting pilot platform, MyFishCount. MyFishCount is available online and through an app which became live in June 2018. This survey is a follow up to a survey from March 2018, but everyone is encouraged to participate regardless of whether or not you took the previous survey. The survey should take around 15 minutes to complete. There are no correct or incorrect responses and you may stop the survey at any time. You must be at least 18 years or older to participate. If you are younger than 18 years old, please stop now. To protect your identity as a research subject, all responses to the survey will be anonymous. In any publication of this research, your name or other private information will not be used.

This survey is conducted through the graduate school at University of North Carolina – Chapel Hill. If you have any questions about this research, please contact Erin Spencer by calling 410-303-6638 or emailing etspencer@unc.edu. If you have questions or concerns about your rights as a research subject, you may contact the UNC Institutional Review Board at 919-966-3113 or by email to IRB_subjects@unc.edu (reference number: IRB Study #17-3349).

Throughout the survey, we will refer to “snapper grouper species”, which indicates the 55 species that make up the snapper grouper complex. Snapper grouper species are species typically associated with hard bottom, coral, and artificial reefs which are targeted by fishermen. This complex includes three sea bass species, 17 grouper species, 10 snapper species, seven porgy species, five grunt species, five jack species, three tilefish species, two triggerfish species, hogfish, spadefish and wreckfish. [Click here](#) for a complete list of species.

Q1 How did you hear about [MyFishCount](#)? Select all that apply.

- From a South Atlantic Fisheries Management Council email (1)
- On social media (please indicate Facebook, Twitter, or other) (2)
- From a fellow angler (3)
- From the South Atlantic Fisheries Management Council website (4)
- From a fishing organization (ex: CCA, ASA, Snook and Gamefish Foundation, etc.) (5)
- Other (please specify) (6)
- I did not hear about MyFishCount before this survey (7)

Q2 How well do you think current recreational catch monitoring efforts (like the Marine Recreational Information Program, or MRIP) estimate catch for snapper grouper species?

- Severely underestimates catch (1)
- Moderately underestimates catch (2)
- Accurately estimates catch (3)
- Moderately overestimates catch (4)
- Severely overestimates catch (5)
- I don't know how well it estimates catch (6)
- I am not familiar with the Marine Recreational Information Program (7)

Q3 In your opinion, how reliable is self-reported data (like that collected through MyFishCount)?

- Never reliable (1)
- Sometimes reliable (2)
- Almost always reliable (3)
- Always reliable (4)
- I'm not sure (5)

Q4 Did you make an account on the MyFishCount website or app?

- Yes, I made an account AND submitted a trip (1)
- Yes, I made an account but did NOT submit a trip (2)
- No, I was aware of MyFishCount but did not make an account (3)
- No, I did not hear about MyFishCount before this survey (4)

Display This Question:

If Did you make an account on the MyFishCount website or app? = Yes, I made an account AND submitted a trip

Or Did you make an account on the MyFishCount website or app? = Yes, I made an account but did NOT submit a trip

Q5 Listed below are reasons fisherman may participate in MyFishCount. Please indicate how these reasons (if any) influenced your decision to create a MyFishCount account.

	Not at all important (1)	Somewhat unimportant (2)	Neither important nor unimportant (3)	Somewhat important (4)	Very important (5)
It was recommended to me by a fellow angler (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe using MyFishCount will help my interests as an angler (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was curious about the platform (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to participate in fisheries management (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think MyFishCount is an efficient way to keep track of the status of the snapper grouper fishery (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify in box below) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display This Question:
If Did you make an account on the MyFishCount website or app? = Yes, I made an account but did NOT submit a trip

Q6 Why did you choose not to submit a trip through the MyFishCount? (select all that apply)

- I did not take a recreational fishing trip after signing up for MyFishCount (1)
- The submission process (on the app or web portal) was time consuming (2)
- The submission process (on the app or web portal) was confusing (3)
- I forgot to submit my trip to MyFishCount (4)
- I don't think MyFishCount is useful (6)
- I experienced an error with the app (7)
- I experienced an error with the web portal (8)
- Other (please specify) (5)

Display This Question:

If Did you make an account on the MyFishCount website or app? = No, I was aware of MyFishCount but did not make an account

Or Did you make an account on the MyFishCount website or app? = No, I did not hear about MyFishCount before this survey

If you have not made an account with MyFishCount, we encourage you to do so now. We would greatly appreciate your feedback about the [website](#) and/or mobile app on [iPhone](#) or [Android](#). If you don't have a trip to submit, you can select "test" from the "Trip Type" dropdown menu. Your first impressions will help us create a better experience for all users!

Display This Question:

If Did you make an account on the MyFishCount website or app? = Yes, I made an account but did NOT submit a trip

If you have not yet submitted a trip through MyFishCount, we encourage you to do so now! If you don't have a trip to submit, you can select "test" from the "Trip Type" dropdown menu. Your first impressions will help us create a better experience for all users!

Q7 How did you access MyFishCount?

- Using the MyFishCount website (1)
- Using the MyFishCount app on my phone (2)
- Using both the website and the app (3)
- I have not used MyFishCount (4)

Skip To: End of Survey If How did you access MyFishCount? = I have not used MyFishCount

Q8 Overall, how much you agree or disagree with the following statements about MyFishCount?

Attachment 8A
MyFishCount Survey Methods

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
It was easy to create a username and password for MyFishCount (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use my MyFishCount account to look at my past trips (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MyFishCount gives managers important information about fisheries stocks (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to submit a trip (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt uncomfortable sharing my information (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to contact SAFMC if I encounter a problem with MyFishCount (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would use MyFishCount to submit trips while on the water (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust my fellow volunteers (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I enjoy
participating in
MyFishCount
(9)

A horizontal scale consisting of five empty circles, used for rating the statement "I enjoy participating in MyFishCount".

Q9 Compared to your expectations, how long did it take you to submit a trip through MyFishCount?

- Much longer (1)
- Slightly longer (2)
- What I expected (3)
- Slightly faster (4)
- Much faster (5)

Q10 Overall, how much you agree or disagree with the following statements about the MyFishCount?

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)	I experienced an error with this feature (6)	I did not use this feature (7)
It was difficult to view my previous trips (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the platform design (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The “Reporting Tips” were useful (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The “Data Uses” section helped me understand how my data will be used (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The drop-down options for “Trip Information” accurately reflected my trip (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My target species was not listed in the drop-down options (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 How easy was it to use MyFishCount compared to your expectations?

- Significantly easier (1)
- Slightly easier (4)
- It took as much effort as I expected (5)
- Slightly harder (6)
- Significantly harder (7)

Q12 Is there any other information you think anglers should be able to report through MyFishCount?

Q13 Are there any questions included in the MyFishCount submission process that you think are unnecessary?

Display This Question:

If How did you access MyFishCount? = Using both the website and the app

Q14 Would you prefer to use the MyFishCount app OR website when reporting future trips?

- I prefer to use the app (1)
- I prefer to use the website (4)
- I would submit through either the app or website (5)
- I would not use MyFishCount to report future trips (6)

Q15 How often do you think you will use MyFishCount to submit snapper grouper trips?

- Never (1)
- Less than half my trips (4)
- Half of my trips (5)
- More than half of my trips (6)
- All my trips (7)

Q16 Are there any changes SAFMC could make to MyFishCount that would make you *more likely* to submit trips?

Q17 What do you like **most** about the MyFishCount reporting platform?

Q18 What do you like **least** about the MyFishCount reporting platform?

Q19 On a scale of 1-5, how important were each of the following in motivating you to report through MyFishCount?

	1. Not at all important (1)	2 (3)	3 (4)	4 (5)	5. Very important (6)
Improving the quality of fisheries data (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving my fishing experiences (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving fishing for other anglers like me (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving fisheries for the enjoyment of all (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning more about fisheries science (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning about my own fishing (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The opportunity to gain a new perspective on things (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benefiting scientists (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contributing to original research (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling part of the community of volunteer anglers (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 On a scale of 1-5, how important were each of the following in motivating you to report through MyFishCount? (continued)

	1. Not at all important (1)	2 (2)	3 (3)	4 (4)	5. Very important (5)
Helping my in my chosen profession (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making new contacts that might help my career (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling good about my contribution (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The attitudes of my friends and family regarding my participation (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing my status in the fishing community (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advancing the goals of the MyFishCount pilot project (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showing concern and compassion for others (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making the world a better place (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 Are you affiliated with any angling clubs? Please, indicate below.

Q22 Please indicate your State of residence.

- North Carolina (1)
- South Carolina (2)
- Georgia (3)
- Northern Florida (Cape Canaveral and North) (4)
- Southern Florida (South of Cape Canaveral) (5)

Q23 What is your age?

Q24 What is your gender?

Q25 Please provide any additional comments about MyFishCount and saltwater recreational reporting for snapper grouper in the South Atlantic.