

PERCEPTIONS OF ELECTRONIC REPORTING:

A SURVEY OF SNAPPER GROUPEL FISHERS IN
THE SOUTH ATLANTIC

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BACKGROUND



BACKGROUND

- Goal: Assess the use to the My Fish Count (MFC) program by recreational snapper grouper fishers in the South Atlantic.
- Research questions addressed:
 1. How do anglers perceive the snapper grouper fishery in the South Atlantic?
 2. What are the attitudes, perceptions, and opinions of electronic recreational reporting that might influence angler behavior?
 3. What modifications or improvements can be made to MFC app and website?

SURVEY DESIGN


- Surveys were ~30 questions and included multiple choice, short answer, and matrices
- Collaborated with Chelsey Crandall at the University of Florida to include motivation matrices that are part of a larger study across other reporting platforms
- Emailed surveys to all 3,500 members of SAFMC listserv
 - Sent follow-up email for first survey
- Promoted survey on SAFMC Facebook and Twitter

SURVEY LAYOUT

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Apps WM Mail Heel Mail Sakai Asana Connect Carolina Facebook R Course Slack Data sources AEM NGS Okta » Other Bookmarks

Close Preview Restart Survey ⚙️ Draft Place Bookmark

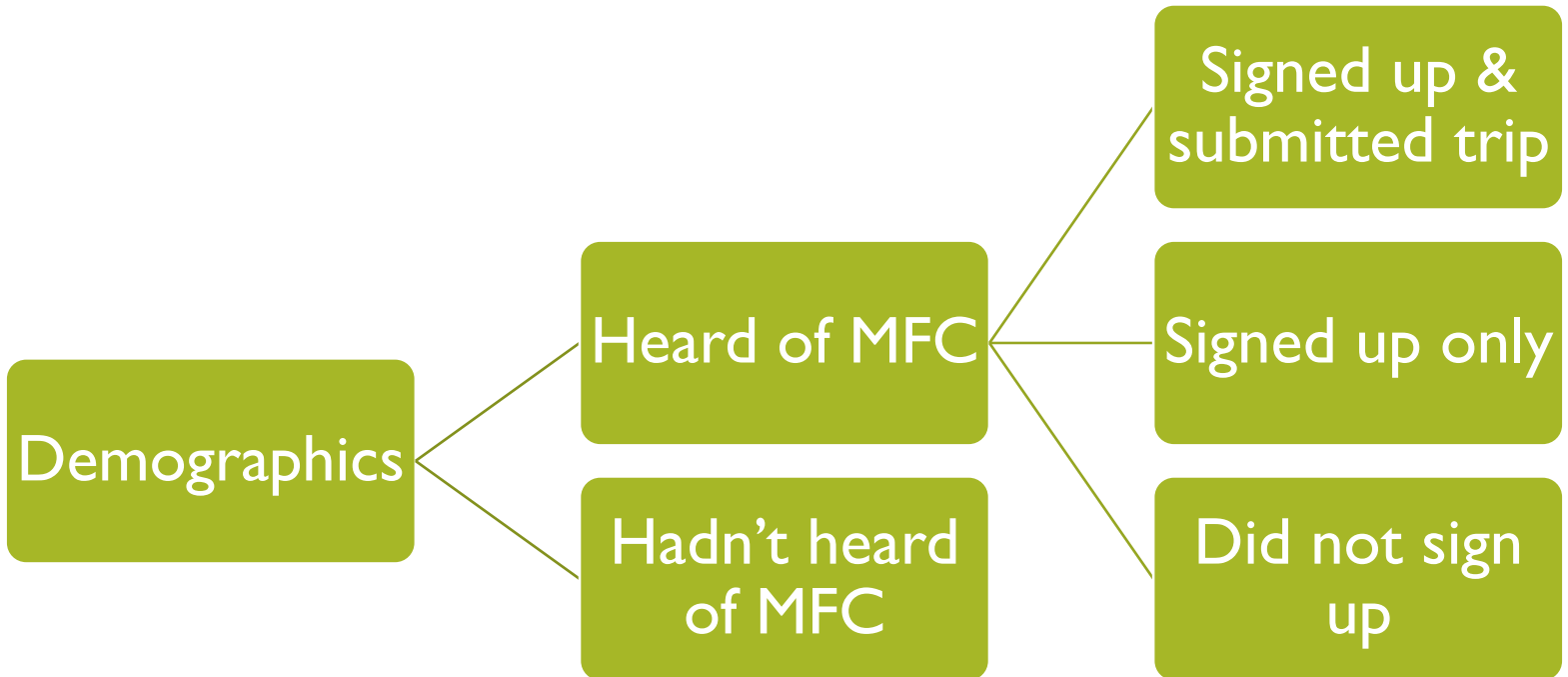


THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

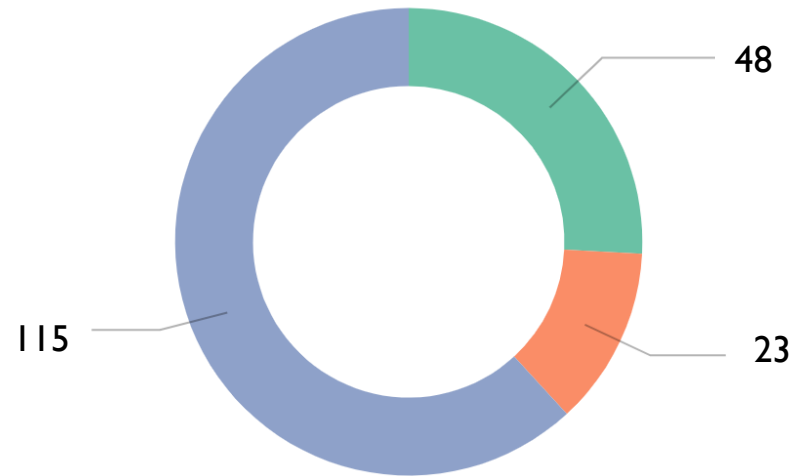
How did you hear about [MyFishCount](#)? Select all that apply.

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

SURVEY LAYOUT



SURVEY LAYOUT



■ Yes, I made an account AND submitted a trip

■ Yes, I made an account but did NOT submit a trip

■ No, I was aware of MyFishCount but did not make an account

SURVEY I

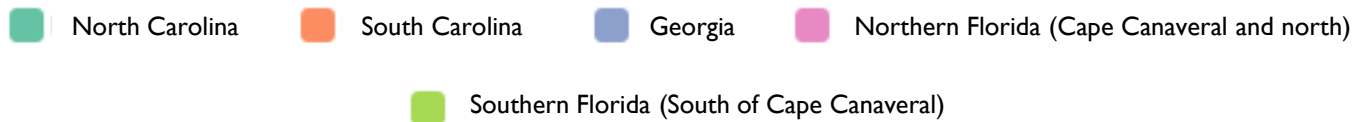
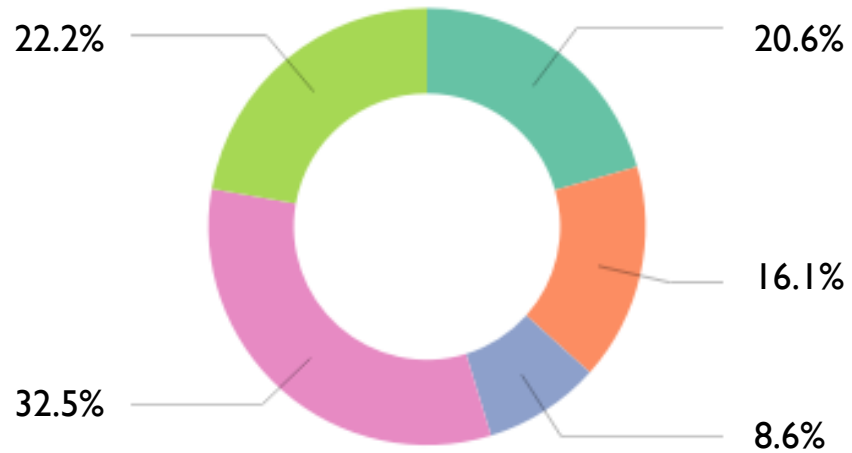
- Sent March 2018
- 285 respondents
- Focused on general perceptions of electronic reporting, awareness of MFC, and willingness to try the platform
- Tried to capture those who used MFC during 2017 recreational red snapper season

SURVEY II

- Sent November 2018
- 122 respondents
- Focused more specifically on user experience of the app and website, and what motivates fishers to electronically report

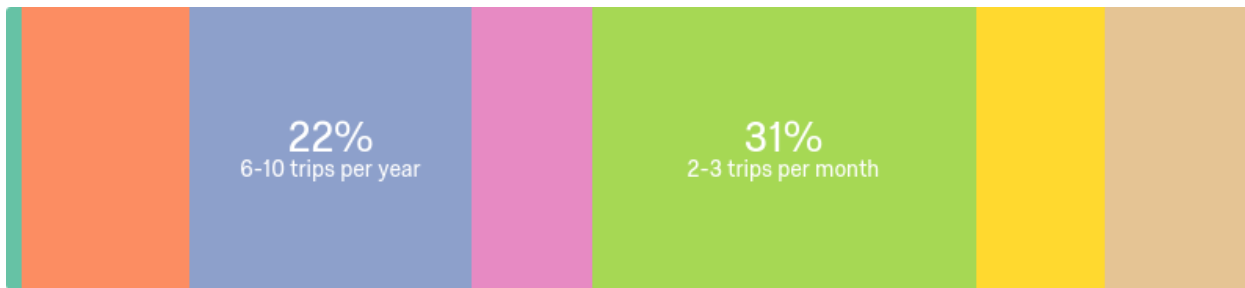
RESULTS

DEMOGRAPHICS

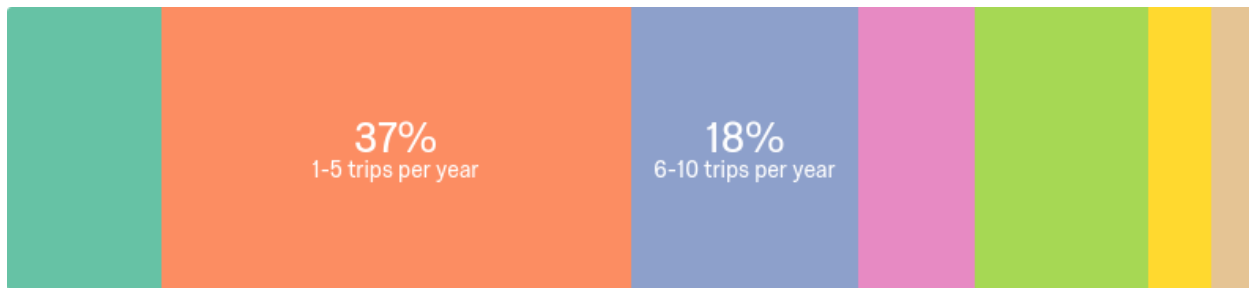


DEMOGRAPHICS

Number of recreational trips last calendar year



Number of **snapper grouper** recreational trips last calendar year

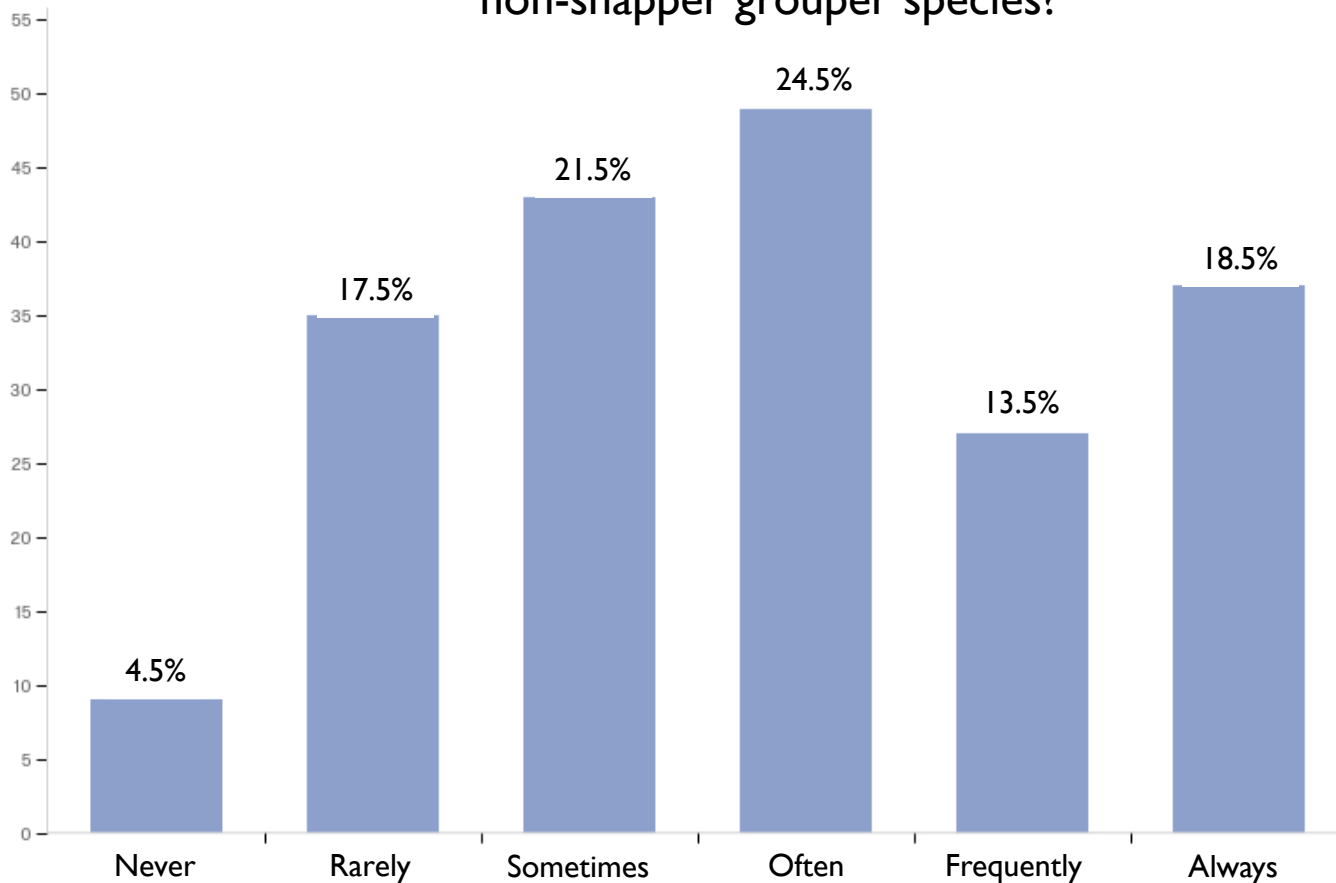


0 trips 1-5 trips per year 6-10 trips per year 1 trip per month 2-3 trips per month

1 trip per week >1 trip per week

PERCEPTIONS OF THE FISHERY

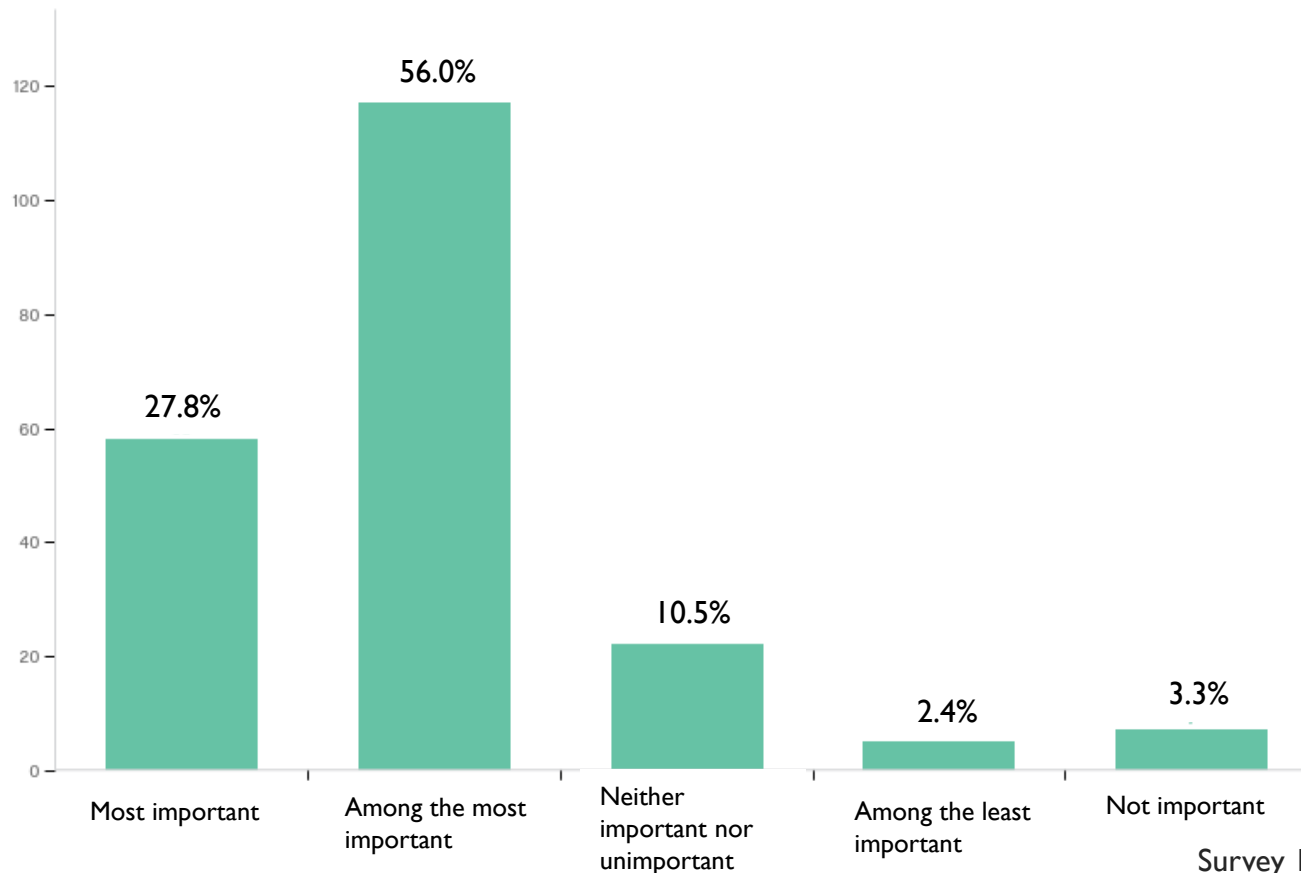
On snapper grouper trips, how often do you switch to targeting non-snapper grouper species?



Survey I: March 2018

PERCEPTIONS OF THE FISHERY

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



PERCEPTIONS OF REPORTING

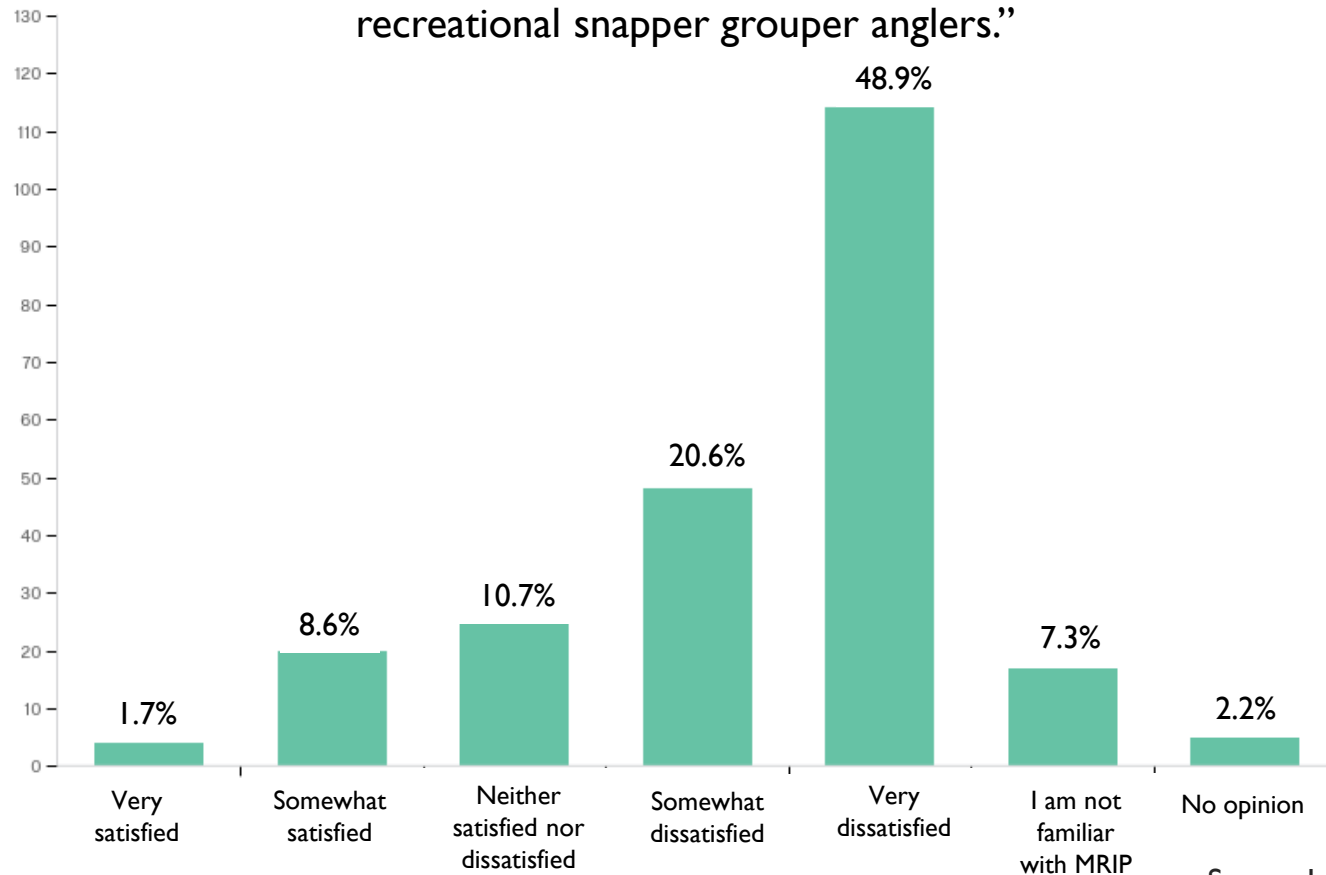
How should reporting be structured for saltwater recreational fisheries?



Survey 1: March 2018

PERCEPTIONS OF REPORTING

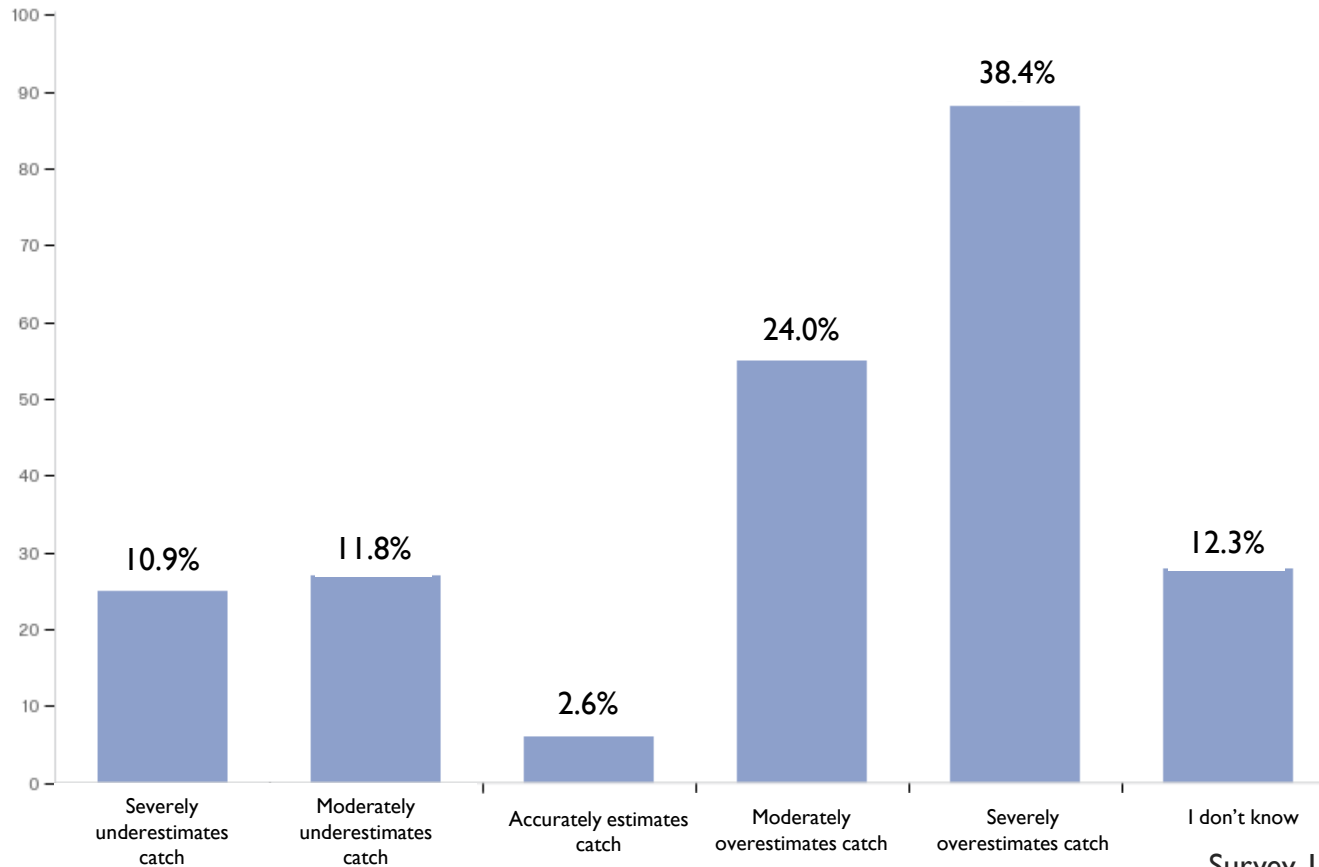
“Please indicate your level of satisfaction with the current recreational monitoring program (MRIP) that estimates recreational catch and effort for private recreational snapper grouper anglers.”



Survey I: March 2018

PERCEPTIONS OF REPORTING

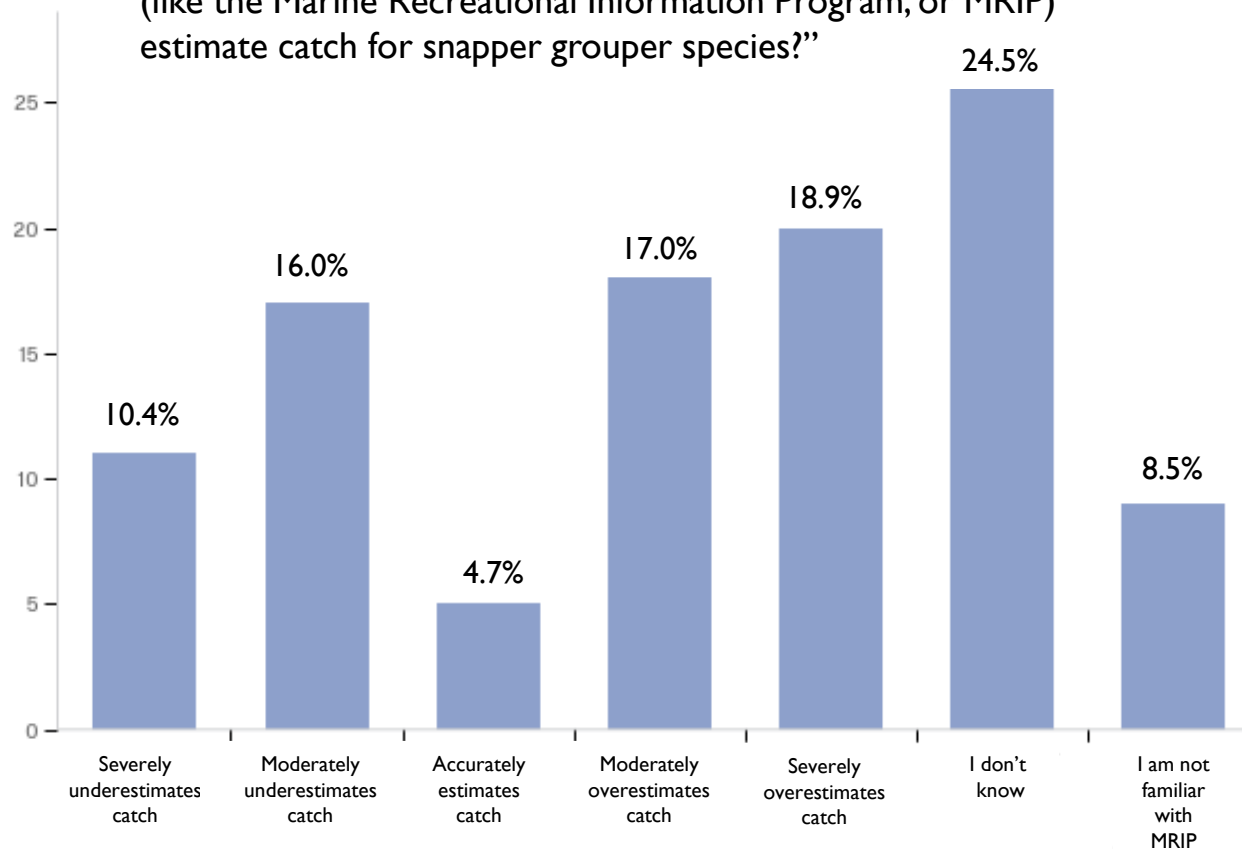
“Please indicate your opinion of saltwater recreational catch estimates provided by the current recreational monitoring program (MRIP) for snapper grouper species”



Survey I: March 2018

PERCEPTIONS OF REPORTING

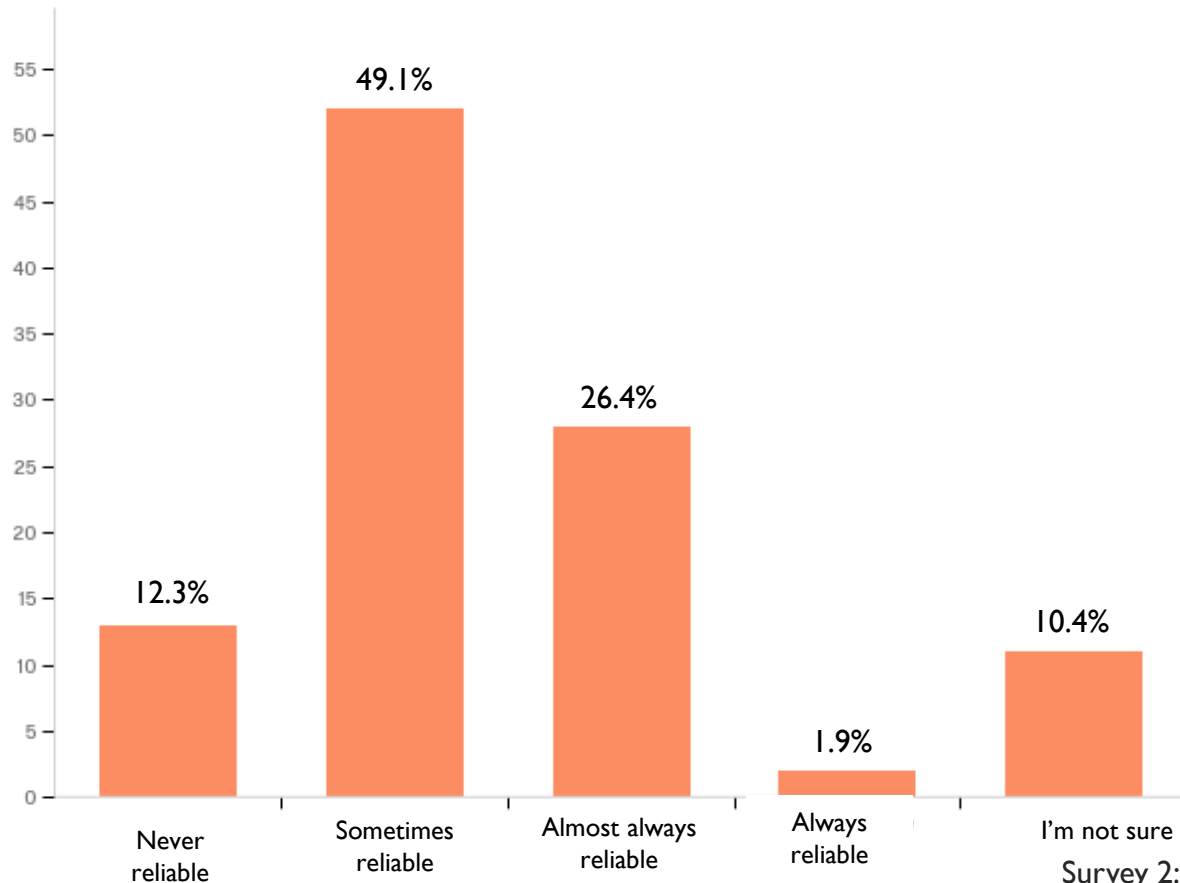
“How well do you think current recreational catch monitoring efforts (like the Marine Recreational Information Program, or MRIP) estimate catch for snapper grouper species?”



Survey 2: November 2018

PERCEPTIONS OF REPORTING

How reliable is self-reported data (like in MFC)?



Survey 2: November 2018

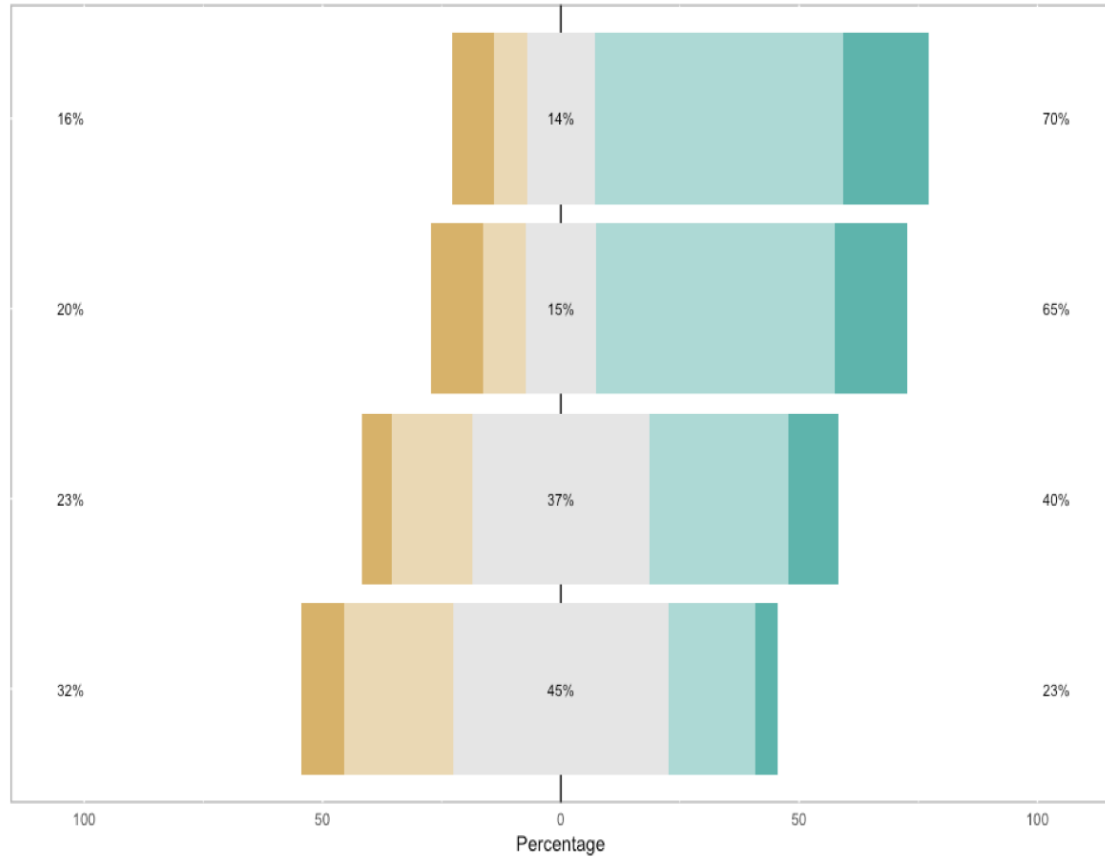
PERCEPTIONS OF REPORTING

Electronically reporting information could be used to make informed management decisions

Electronically reporting information could be used determine season length

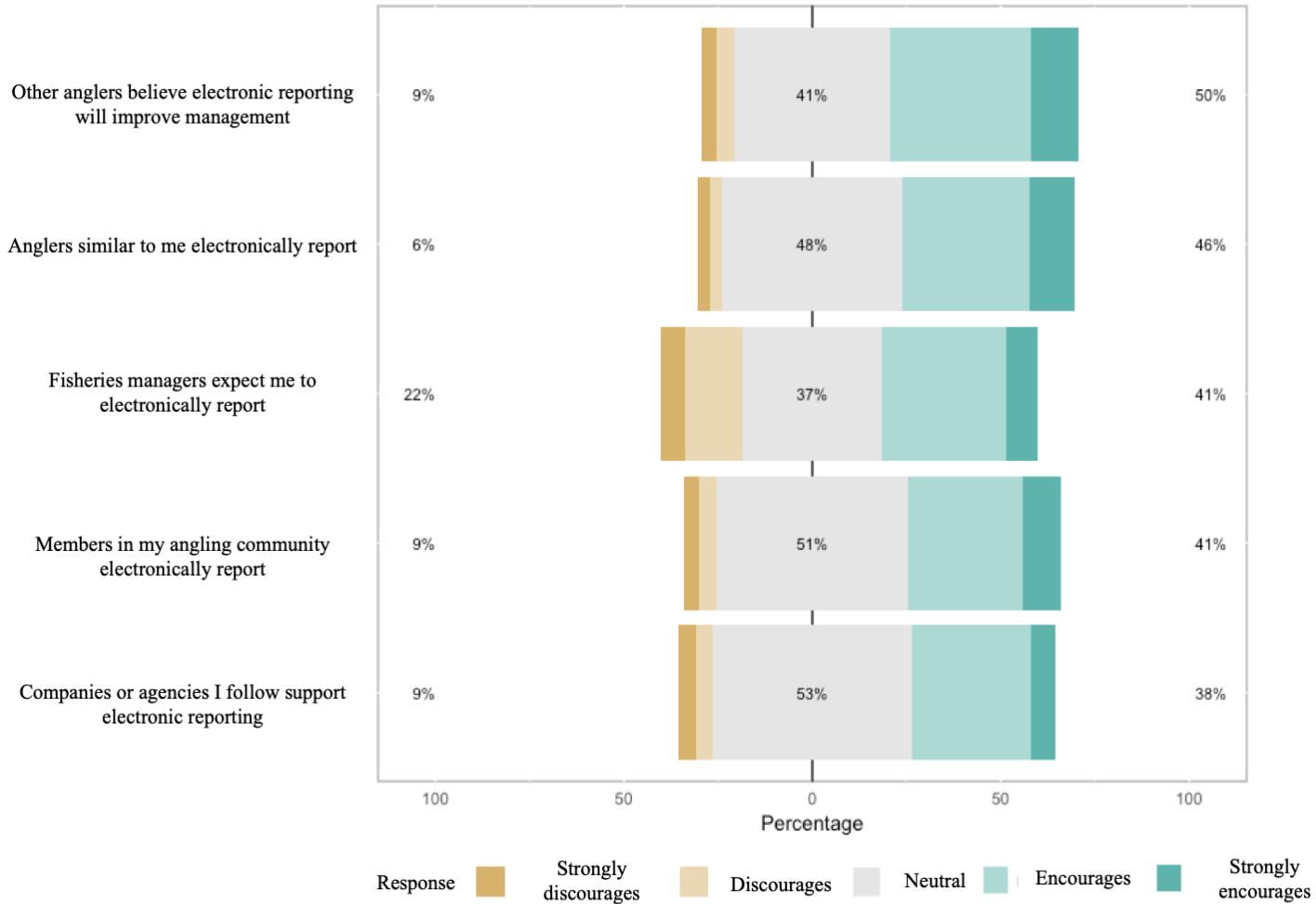
Reporting information is easy

Reporting information takes a lot of time

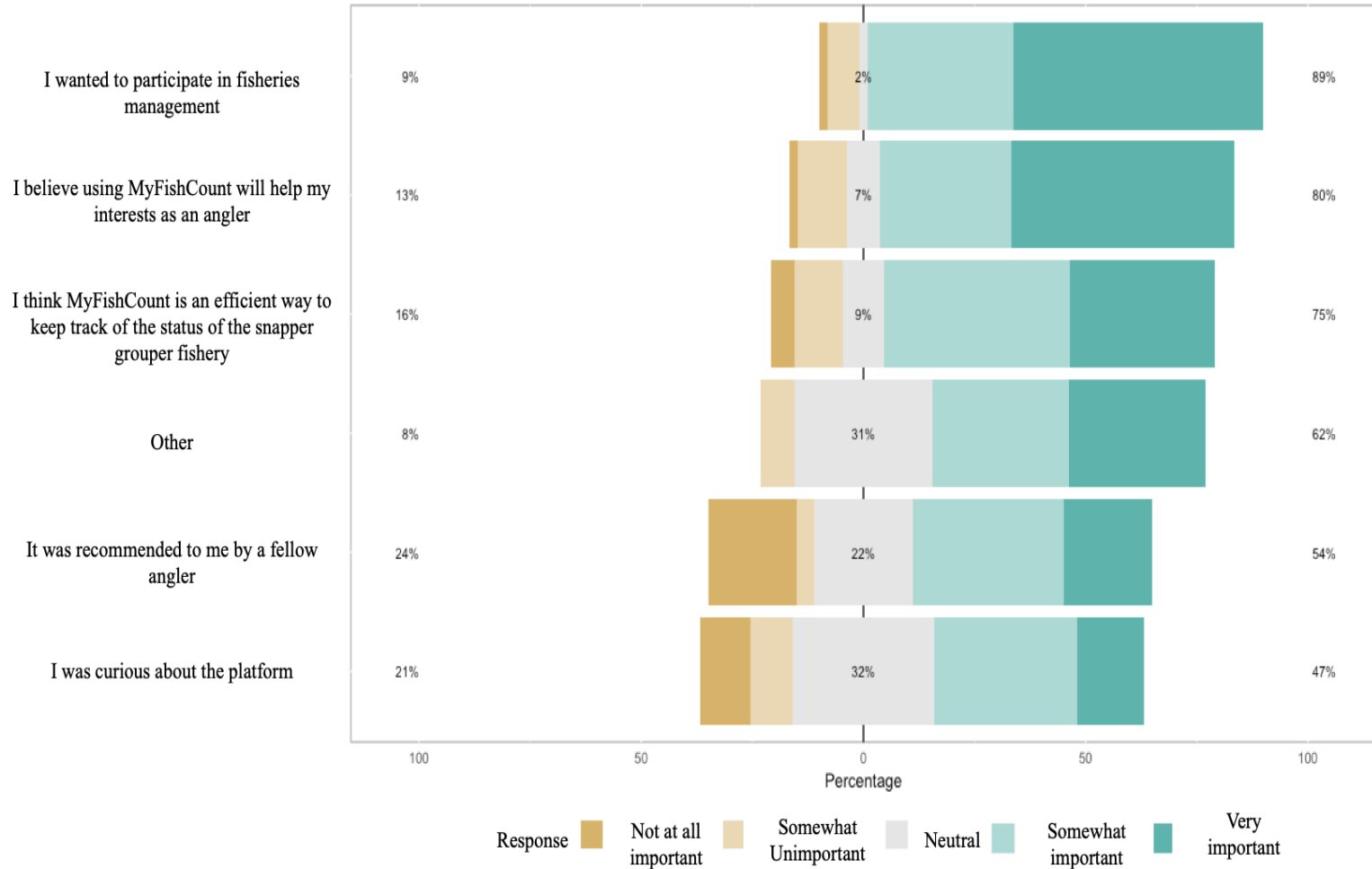


Response Strongly disagree Disagree Neutral Agree Strongly agree

MOTIVATIONS TO REPORT



MOTIVATIONS TO SIGN UP FOR MFC



PERCEPTIONS OF MFC

- 55% of those who made an account but did not submit a trip said they didn't submit because they didn't take a trip targeting snapper grouper
 - A few people cited bad weather in 2017 recreational red snapper season
- Of those who submitted a trip, 78% said they would use MFC on future trips
 - 64% also “agreed” or “strongly agreed” that MFC data would provide accurate data about the snapper grouper fishery

PERCEPTIONS OF MFC

When asked what they **liked most** about MFC, responses included:

- “It is easy to use and I feel as though it gives a better representation of actual counts if all anglers use it.”
- “That SAFMC is open to utilizing the data.”
- “Ability to properly report effort including scheduled trips not taken due to weather”
- “The thought that someone was listening when I had to cancel all of my trips this year due to weather.”
- “Pleasing interface”, “fairly easy”, “nicely designed app”

PERCEPTIONS OF MFC

When asked what they **didn't like** about MFC, responses included:

- “I don't know what data is kept anonymous and what data is public record. Data can often be twisted to fit an agenda and I don't want to be a part of that.”
- “Request too much information, keep it simple.”
- “the fact that the Feds are involved”
- “My fellow anglers did not want to participate and I was not allowed to give our total catch for the boat.”
- “We were encouraged to report trips that we didn't...I don't want to be required to file a report when I don't go fishing.”

POTENTIAL BIASES

- Voluntary survey
- Self-selecting group
 - Reads SAFMC emails
 - Opened and completed survey
- Wording bias (still learning!)

FINAL THOUGHTS

- Recreational snapper grouper anglers who took the survey seem very optimistic about the use of electronic reporting as a way to improve data quality
- Anglers say are more likely to participate if they see other "similar" anglers participating
 - Most say they learned about MFC through a SAFMC email

QUESTIONS?

