

Snapper Grouper Recreational Reporting App Survey



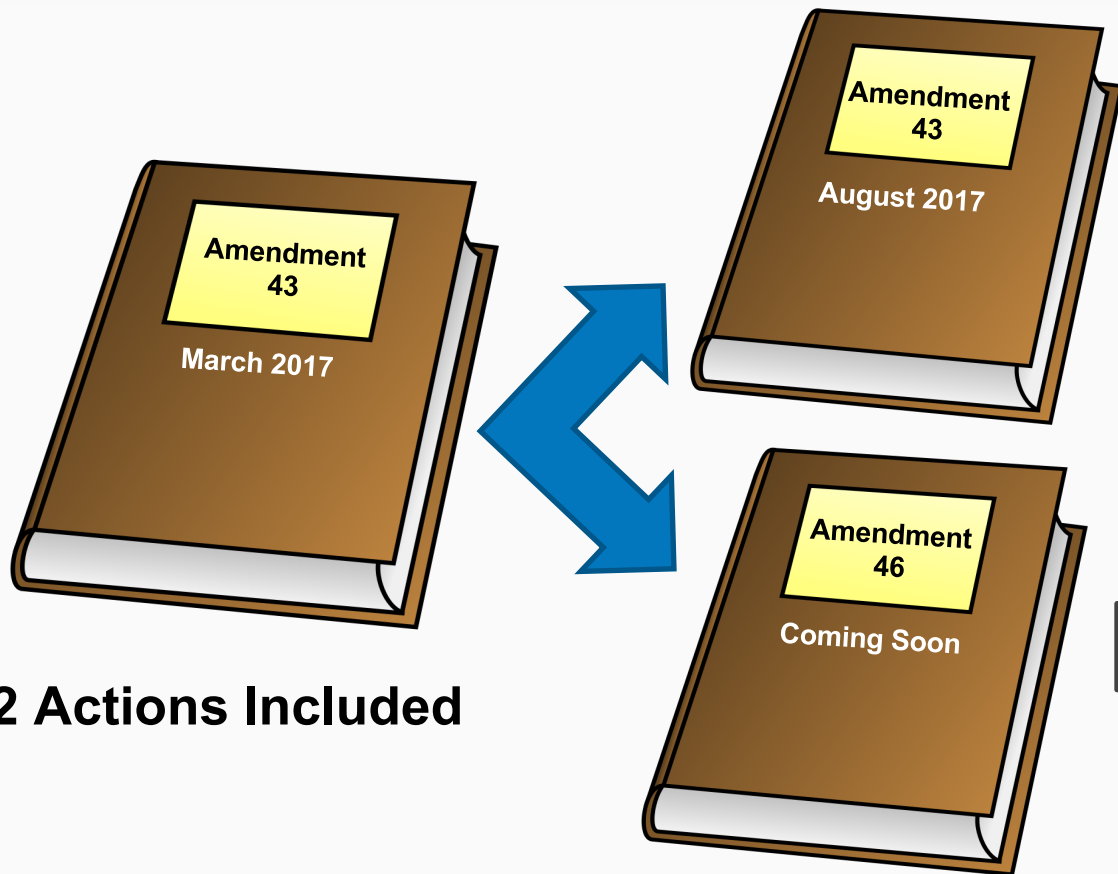
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A close-up photograph of a hand holding a black pen, marking a checkmark in the 'Excellent' row of a survey form. The form has five rows labeled 'Survey:', 'Excellent:', 'Good:', 'Fair:', and 'Poor:'. Each row has a corresponding empty box for a checkmark.

Survey:	
Excellent:	✓
Good:	
Fair:	
Poor:	



Background



12 Actions Included

1 Action

-Revise ACL for 2018

Include Previous Actions

-Improve Recreational Reporting

-Best Fishing Practices

Goal: Develop an electronic permitting and reporting app for private recreational snapper grouper anglers

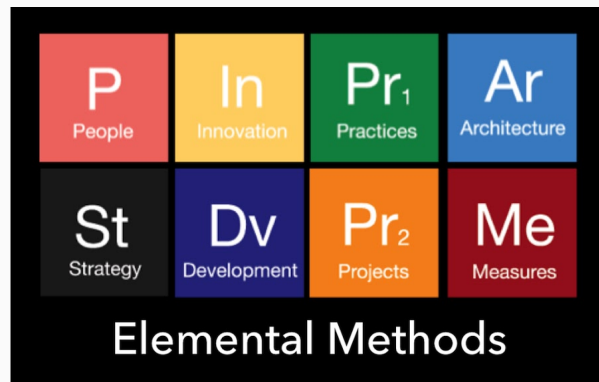


App Features

- Collect data on catch and effort
- Store pictures of caught/released fish
- Size and identification
- Geofence feature
- Allow anglers to record and access past trips
- Web portal



Partners



NOAA
FISHERIES



Partners: Recreational Anglers in South Atlantic



Pilot Project

January 2018

Surveys throughout pilot project

3 surveys

- Initial survey
- Middle survey
- Exit survey



Goal: Develop an understanding of fishing effort and angler avidity, opinions of electronic recreational reporting, and feedback for app modifications.

1) What is the level of recreational snapper grouper fishing effort and angler avidity in the South Atlantic for fishermen testing the app?

2) What are the attitudes, perceptions, and opinions of recreational electronic reporting that may influence an angler's behavior to electronically report?

3) What are modifications or improvements to be made to the app?

Methods

Survey Design

Conduct 3 surveys

- Initial survey
- Middle survey
- Exit survey

Private recreational snapper
grouper anglers

Paper or online surveys

Around 15 minutes
~ 20 questions

R or SPSS for analysis



Initial Survey

Goal: Develop an understanding of fishing effort and angler avidity, opinions of electronic recreational reporting, and feedback for app modifications.

1) What is the level of recreational snapper grouper fishing effort and angler avidity in the South Atlantic for fishermen testing the app?

2) What are the attitudes, perceptions, and opinions of recreational electronic reporting that may influence an angler's behavior to electronically report?

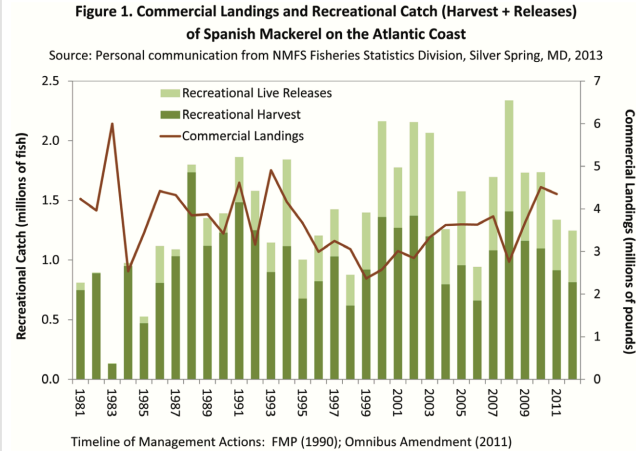
3) What are modifications or improvements to be made to the app?

Initial Survey Structure

3 Parts of Survey

- I) Angler effort and avidity
- II) Perceptions and behavior
- III) Demographics

Focuses on attitudes and opinions of electronic reporting.



I) Angler Effort and Avidity

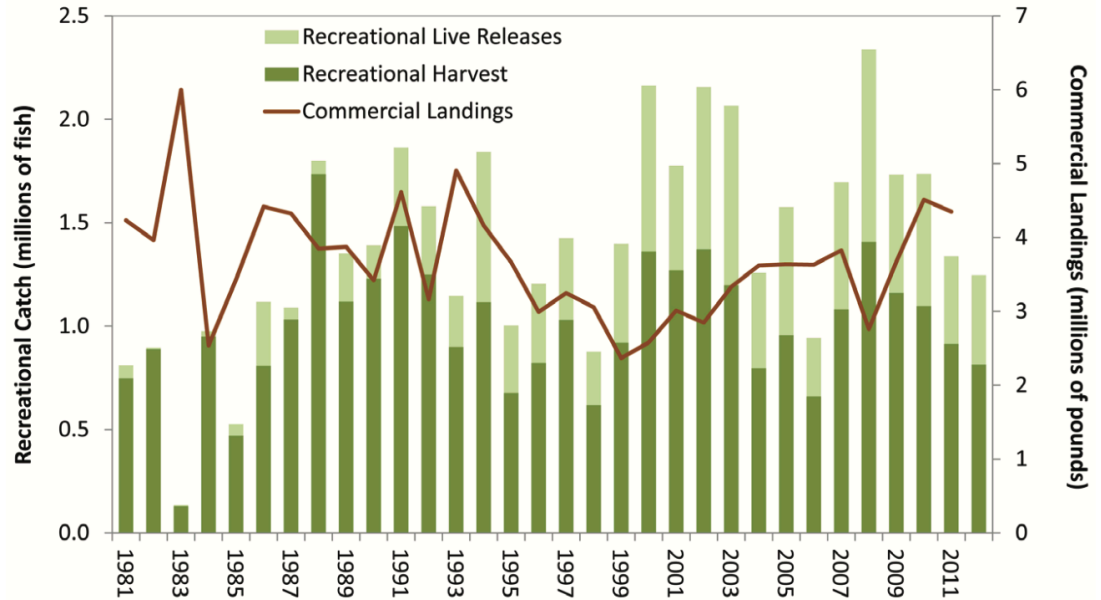
Questions 1-5

Research Question

“What is the level of recreational snapper grouper fishing effort and angler avidity in the South Atlantic?”

Figure 1. Commercial Landings and Recreational Catch (Harvest + Releases) of Spanish Mackerel on the Atlantic Coast

Source: Personal communication from NMFS Fisheries Statistics Division, Silver Spring, MD, 2013



Timeline of Management Actions: FMP (1990); Omnibus Amendment (2011)

Feedback - Angler Effort and Avidity

Questions 1-5

- Do the questions seek to answer the research question:

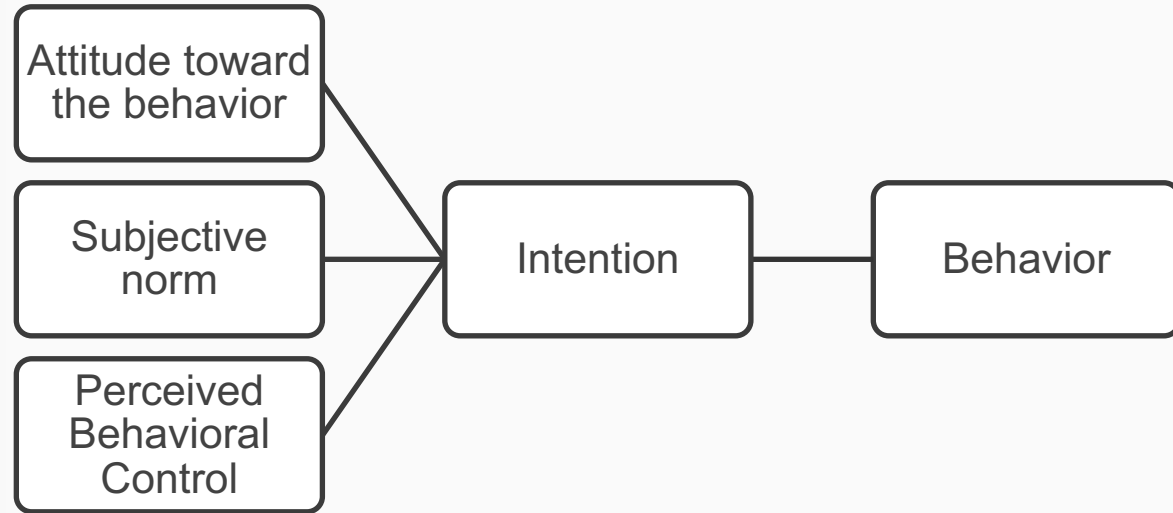
“What is the level of recreational snapper grouper fishing effort and angler avidity in the South Atlantic for fishermen testing the app?”

- Which questions do you prefer?
- Thoughts on overall structure of questions.

II) Perceptions and behavior

Theory of Planned Behavior

Icek Aizen (1991)



Theory of Planned Behavior

Attitude toward
the behavior

“...Degree to which a person has favorable or unfavorable evaluation or appraisal of the behavior in question.”

Subjective
norm

“...Perceived social pressure to perform or not perform the behavior. Can be influenced by groups or individuals.”

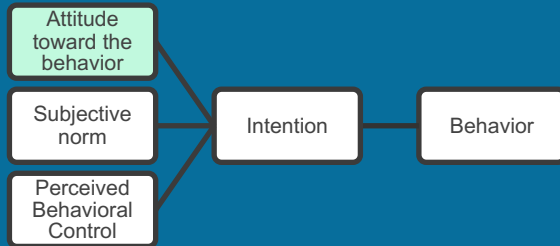
Perceived
Behavioral
Control

“Resources and opportunities that dictate the likelihood of behavioral achievement.”

Perceptions and Behavior Questions

Attitude Toward the Behavior

“degree to which a person has favorable or unfavorable evaluation or appraisal of the behavior in question.”



Feedback – Behavior Attitudes & Behavior

Questions 6-10

- Do the questions seek to answer the research question:

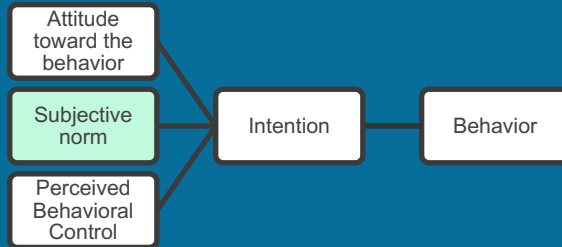
“What are the attitudes, perceptions, and opinions of recreational electronic reporting that influence an angler’s behavior to electronically report?”

- Which questions do you prefer?
- Thoughts on overall structure of questions.

Perceptions and Behavior Questions

Subjective Norm

“Refers to perceived social pressure to perform or not perform the behavior. Can be influenced by groups or individuals.”



Feedback – Behavior Subjective Norm

Question 11

- Do the questions seek to answer the research question:

“What are the attitudes, perceptions, and opinions of recreational electronic reporting that influence an angler’s behavior to electronically report?”

- Thoughts on question structure.
- Thoughts on question controls:

Knowing other anglers are reporting electronically.

Anglers I know are reporting electronically.

Regulations require me to electronically report.

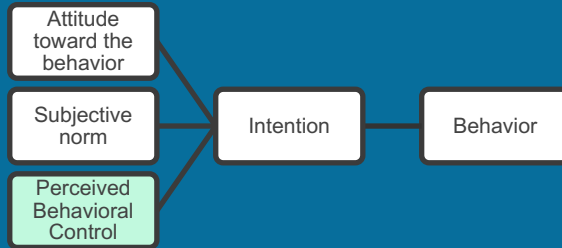
Other anglers believe electronic reporting will improve management.

Companies or agencies I follow support electronic reporting.

Perceptions and Behavior Questions

Perceived Behavioral Control

“Resources and opportunities that dictate the likelihood of behavioral achievement.”



Feedback – Behavior Perceived Behavioral Control

Question 12

- Do the questions seek to answer the research question:

“What are the attitudes, perceptions, and opinions of recreational electronic reporting that influence an angler’s behavior to electronically report?”

- Thoughts on question structure.
- Thoughts on question controls:

Knowing how the information I provide will be used.

Electronically reported Information is used to make informed management decisions.

Electronically reported information used to determine season length.

Reporting information is easy.

Reporting information takes minimal time.

III) Demographics

Club affiliations

Years snapper grouper fishing

State of residence and where fish from

Age

Additional comments about rec reporting for snapper grouper species in South Atlantic



Thoughts & Feedback

Survey Methods

Research Questions

Survey Structure

- I) Angler effort and avidity
- II) Perceptions and behavior
- III) Demographics

