

**SUPPORTING STATEMENT
UNDERSTANDING RECREATIONAL ANGLER ATTITUDES AND PREFERENCES
FOR SALTWATER FISHING
OMB CONTROL NO. 0648-XXXX**

A. JUSTIFICATION

1. Explain the circumstances that make the collection of information necessary.

The National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service (NMFS) manages recreational fisheries, under the authority of the [Magnuson-Stevens Fishery Conservation and Management Act](#) of 1976 as amended through 2006 (MSA). National Standard 2 under the MSA Sec 301.98-623 requires the use of the best scientific information available. Sec. 303.109-479 specifies that a fishery impact statement for a plan or amendment must assess, specify and analyze the likely effects, including the social, conservation and economic impacts of conservation and management measures for participants in the fishery and fishing communities.

To date, relatively little information has been collected in a systematic manner concerning stakeholder perceptions and preferences for recreational fisheries management. An understanding and knowledge of stakeholder preferences for broad-level management objectives, as well as opinions regarding the current management system and status of marine resources would assist the agency in making decisions that maximize the total societal benefits from marine resources. Furthermore, a systematic understanding of stakeholder preferences for broad-level management objectives would assist NMFS in understanding the likely social impacts of conservation or management measures on recreational fisheries participants.

The objective of the survey will be to understand the range of attitudes, preferences, and concerns that recreational anglers hold towards saltwater fishing. Furthermore, the survey elicits the types of goals and objectives that should be pursued (e.g., in developing guidelines), and overall attitudes and concerns regarding recreational fisheries management. The questionnaire is well timed to establish a baseline for outreach and planning. NMFS and the Regional Fishery Management Councils will be hosting the third Managing our Nation's Fisheries in May 2013. One of the thematic focus areas is the assessment and integration of socioeconomic tradeoffs. The survey results will inform NMFS, the Fishery Management Councils and other stakeholders on anglers' preferences for recreational fisheries management.

2. 1Explain how, by whom, how frequently, and for what purpose the information will be used. 1If the information collected will be disseminated to the public or used to support information that will be disseminated to the public, then explain how the collection complies with all applicable Information Quality Guidelines.

The information will provide fisheries managers with quantitative information on stakeholder preferences for recreational fisheries management, so that when goals and objectives of fisheries management are being reviewed or developed, managers will understand the priorities and preferences of a diverse group of fisheries stakeholders. Council staff and staff from NOAA

Fisheries may refer to the information periodically as management guidelines are revised, and future decisions concerning fisheries management may refer to the information to anticipate what stakeholder responses might be to particular management decisions.¹

The survey form is organized to ease the collection of the data by clearly identifying the types of data being collected, through the use of clearly defined sections. The survey will collect information on 1) recreational fishing participation, 2) fishing motivations, 3) preferences for management strategies, 4) preferences for management objectives, 5) preferences for managing the marine environment, and 6) demographic information. These are data that are unavailable from other sources. The sections are further described below.

Section 1 – Recreational Fishing Participation

This section seeks to describe the actual level of involvement an individual has in recreational fishing. Questions are asked to determine fishing avidity, location of fishing activity, frequent targets on fishing trips. Also, a question is asked to determine the primary sources of information that a recreational fishermen uses. The results of these questions will primarily be used for outreach and education purposes.

Section 2 – Fishing Motivations

This section seeks to understand why anglers fish and what their expectations are from a fishing trip. These results can assist managers in managing angler expectations and understanding where to target efforts designed to improve angler satisfaction.

Section 3 – Preferences for Management Strategies

This section seeks to understand which types of strategies anglers prefer in managing fisheries. These results can assist managers when one or more types of strategies can achieve the same outcome, allowing managers to choose strategies that are most preferable to anglers and may minimize angler's negative reactions to management and regulations.

Section 4 – Preferences for Management Objectives

This section seeks to understand the types of larger objectives anglers are most interested in management pursuing. These results will be useful for outreach and educational purposes.

Section 5 – Managing the Marine Environment

This section contains questions about the marine environment but not specifically about saltwater fishing in the marine environment. Responses to these questions, along with the demographic questions in section 6, will be useful in understanding and interpreting responses to questions in other sections of the survey.

Section 6 – About you and your Household – demographic information

This section elicits information on the respondent, their age, level of education, employment level, household income, sex, race and ethnicity. This standard demographic information will allow us to better understand the unique characteristics of the recreational fishermen. Information collected in this section is comparable to United States (U.S.) Census information. The U.S. Census does not collect or provide the information at a level to be able to identify a

¹ The NMFS National Policy Advisor for Recreational Fisheries would like to repeat this survey every five years. We expect that attitudes and preferences should remain relatively constant in this time period. Plans for repeating the survey are all dependent on funding.

specific population of fishermen, or fishermen as a separate industry. Information about fishermen in the U.S. Census is aggregated with other industries such as forestry and agriculture. Collection of the data in this section serves to describe this specific population of fishermen and will allow for comparisons to the general U.S. public.

It is anticipated that the information collected will be disseminated to the public or used to support publicly disseminated information. NMFS will retain control over the information and safeguard it from improper access, modification, and destruction, consistent with NOAA standards for confidentiality, privacy, and electronic information. See response to Question 10 of this Supporting Statement for more information on confidentiality and privacy. The information collection is designed to yield data that meet all applicable information quality guidelines. Prior to dissemination, the information will be subjected to quality control measures and a pre-dissemination review pursuant to [Section 515 of Public Law 106-554](#).

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological techniques or other forms of information technology.

The data will be collected via a voluntary mail survey, and thus the use of automated, electronic, mechanical, or other technological techniques is minimal with the exception of a mail merge to create personalized cover letters and mailing labels. The cover letter will involve the merging of the sampling database with prepared cover letters to create a personalized introduction to the survey.

4. Describe efforts to identify duplication.

Canvassing NOAA Fisheries economists and social scientists determined that no similar survey efforts have been or will be undertaken by NOAA Fisheries. One exception was for the Pacific Islands. The Pacific Islands Science Center and the Pacific Islands Regional Office have recently conducted similar surveys that ask respondents about their preferences for saltwater fishing, and a survey is planned for the fall of 2012 that will also focus on angler attitudes regarding saltwater fishing and fisheries management. Because the sampling frame for Pacific Islands anglers will be taxed as a result of these survey efforts, we are delaying the implementation of our survey in the Pacific Islands and will review the results of ongoing and planned surveys to determine whether our survey would yield new information. If our survey is deemed necessary for the Pacific Islands it will be implemented via a nonsubstantive change request at a later date, to be determined.

As stated in Question 2, some of the information to be collected is comparable to United States (U.S.) Census information. However, the U.S. Census does not collect or provide the information at a level to be able to identify a specific population of fishermen, or fishermen as a separate industry. Information about fishermen in the U.S. Census is aggregated with other industries such as forestry and agriculture. Collection of the data in this section serves to describe this specific population of fishermen and will allow for comparisons to the general U.S. public.

5. If the collection of information involves small businesses or other small entities, describe the methods used to minimize burden.

Not applicable.

6. Describe the consequences to the Federal program or policy activities if the collection is not conducted or is conducted less frequently.

As stated above, NOAA Fisheries lacks data collected in a systematic manner that describes stakeholder's attitudes toward and preferences for recreational fisheries management. It is vital to collect survey data to facilitate stakeholder understanding of the process, and to allow stakeholders to express preferences and concerns about the overall management approach. Without this type of information, fisheries managers will lack information on what types of goals and objectives stakeholders consider important in recreational fisheries management, thus making it more difficult to maximize societal benefits from management decisions. In addition, lacking the type of information that will be collected in this research will reduce the efficiency of planning and outreach activities.

7. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with OMB guidelines.

The collection will be conducted in a manner consistent with OMB Guidelines.

8. Provide a copy of the PRA Federal Register notice that solicited public comments on the information collection prior to this submission. Summarize the public comments received in response to that notice and describe the actions taken by the agency in response to those comments. Describe the efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and record keeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

A Federal Register Notice published on June 21, 2012 (77 FR 37387) solicited public comment.

Three comments were received in response to the Federal Register Notice. The commenters wanted more information about the survey, and were provided a copy of the survey instrument. One of these followed up with specific comments on the survey instrument. A written response was provided to address each of his comments in the survey, and he was provided with a revised survey version. Comments and responses are included as a supplementary document, Appendix 1.

Several briefings have been made with industry stakeholders (e.g. recreational fishing group representatives) to discuss the objectives of the survey and the need to conduct a survey at this time. In addition, a briefing was provided to the Recreational Subcommittee of the Marine Fisheries Advisory Committee to discuss the need for, timing of, and general objectives of the survey.

9. Explain any decisions to provide payments or gifts to respondents, other than remuneration of contractors or grantees.

No payments or gifts are made.

10. Describe any assurance of confidentiality provided to respondents and the basis for assurance in statute, regulation, or agency policy.

As stated on the survey, the data collected will be kept confidential as required by section 402(b) of the Magnuson-Stevens and [NOAA Administrative Order 216-100](#), Confidentiality of Fisheries Statistics, and will not be released for public use except in aggregate statistical form without identification as to its source.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.

There are no questions of a sensitive nature.

12. Provide an estimate in hours of the burden of the collection of information.

The proposed collection will require approximately 2,180 burden hours (6,541 estimated respondents, and responses, at 20 minutes per response).

13. Provide an estimate of the total annual cost burden to the respondents or record-keepers resulting from the collection (excluding the value of the burden hours in Question 12 above).

There are no start-up, capital, or maintenance costs associated with this collection. No new or specialized equipment is needed to respond to this collection. The forms are provided with postage-paid envelopes.

14. Provide estimates of annualized cost to the Federal government.

The estimated Cost to Government is \$2,420 for printing and mailing the survey. All analysis and reporting will be done as part of regular duties: 160 hours total X \$65.38 = \$10,461 + 160 hours total X \$46.63 = \$7,462.

Total cost to Government for analysis and reporting is \$17,923.

15. Explain the reasons for any program changes or adjustments.

This is a new submission.

16. For collections whose results will be published, outline the plans for tabulation and publication.

All results will be entered in a database using standard quality assurance/quality control procedures in survey research. Economists from NOAA Fisheries will analyze the data using standard software (e.g. SAS) and standard statistical procedures that are appropriate for survey data. Results from this collection may be used in scientific, management, technical or general informational publications, and would follow prescribed statistical tabulations and summary table formats. Data will be available to the general public on request in summary form only.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons why display would be inappropriate.

Not Applicable.

18. Explain each exception to the certification statement.

Not Applicable.