NOTICE OF OFFICE OF MANAGEMENT AND BUDGET ACTION

Date 12/13/2013

Department of Commerce
National Oceanic and Atmospheric Administration

FOR CERTIFYING OFFICIAL: Simon Szykman
FOR CLEARANCE OFFICER: Jennifer Jessup

In accordance with the Paperwork Reduction Act, OMB has taken action on your request received 10/21/2013

ACTION REQUESTED: New collection (Request for a new OMB Control Number)
TYPE OF REVIEW REQUESTED: Regular
ICR REFERENCE NUMBER: 201309-0648-001
AGENCY ICR TRACKING NUMBER:
TITLE: California Recreational Groundfish Survey
LIST OF INFORMATION COLLECTIONS: See next page

OMB ACTION: Approved without change
OMB CONTROL NUMBER: 0648-0684
The agency is required to display the OMB Control Number and inform respondents of its legal significance in accordance with 5 CFR 1320.5(b).

EXPIRATION DATE: 12/31/2016 DISCONTINUE DATE:

BURDEN:	RESPONSES	HOURS	COSTS
Previous	0	0	0
New	500	208	0
Difference			
Change due to New Statute	0	0	0
Change due to Agency Discretion	500	208	0
Change due to Agency Adjustment	0	0	0
Change due to PRA Violation	0	0	0

TERMS OF CLEARANCE:

OMB Authorizing Official: Dominic J. Mancini
Acting Deputy Administrator,
Office Of Information And Regulatory Affairs

List of ICs			
IC Title	Form No.	Form Name	CFR Citation
California Saltwater Sportfishing Survey	NA	California Saltwater Sportfishing Survey	

PAPERWORK REDUCTION ACT SUBMISSION

Please read the instructions before completing this form. For additional forms or assistance in completing this form, contact your agency's Paperwork Clearance Officer. Send two copies of this form, the collection instrument to be reviewed, the supporting statement, and any additional documentation to: Office of Information and Regulatory Affairs, Office of Management and Budget, Docket Library, Room 10102, 725 17th Street NW, Washington, DC 20503.

1. Agency/Subagency originating request
DOC/NOAA/NMFS

2. OMB control number b. [✔] None
a. 0648 -

3. Type of information collection (*check one*)
a. [✔] New Collection
b. [ ] Revision of a currently approved collection
c. [ ] Extension of a currently approved collection
d. [ ] Reinstatement, without change, of a previously approved collection for which approval has expired
e. [ ] Reinstatement, with change, of a previously approved collection for which approval has expired
f. [ ] Existing collection in use without an OMB control number
For b-f, note Item A2 of Supporting Statement instructions

4. Type of review requested (*check one*)
a. [✔] Regular submission
b. [ ] Emergency - Approval requested by ____/____/____
c. [ ] Delegated

5. Small entities
Will this information collection have a significant economic impact on a substantial number of small entities? [ ] Yes [✔] No

6. Requested expiration date
a. [✔] Three years from approval date b. [ ] Other Specify:____/____

7. Title California Recreational Groundfish Survey

8. Agency form number(s) (*if applicable*) N/A

9. Keywords Fishery, Fisheries, Fishing

10. Abstract

The National Marine Fisheries Service (NMFS) plans to collect data to increase the agency's understanding of California saltwater angler preferences relative to Pacific groundfish. Pacific groundfish caught in California's recreational fishery include about 17 species of rockfish, as well as lingcod, cabezon, and California scorpionfish. The number and diversity of species caught in this fishery poses a regulatory challenge for State and Federal fisheries managers. Information to be collected pertains to anglers' recreational saltwater fishing activities in California (including groundfish); their attitudes and preferences regarding particular groundfish species and groundfish regulations; and angler demographics. The data collected will provide NMFS, as well as state agency partners such as the California Department of Fish and Wildlife (CDFW), with information useful for understanding current groundfish fishing behavior and possible responses to potential regulatory changes.

11. Affected public (*Mark primary with "P" and all others that apply with "x"*)
a. P Individuals or households d. ___ Farms
b. ___ Business or other for-profit e. ___ Federal Government
c. ___ Not-for-profit institutions f. ___ State, Local or Tribal Government

12. Obligation to respond (*check one*)
a. [✔] Voluntary
b. [ ] Required to obtain or retain benefits
c. [ ] Mandatory

13. Annual recordkeeping and reporting burden
a. Number of respondents 1,500
b. Total annual responses 500
1. Percentage of these responses collected electronically 0 %
c. Total annual hours requested 208
d. Current OMB inventory 0
e. Difference 0
f. Explanation of difference
1. Program change
2. Adjustment

14. Annual reporting and recordkeeping cost burden (*in thousands of dollars*)
a. Total annualized capital/startup costs 0
b. Total annual costs (O&M) 0
c. Total annualized cost requested 0
d. Current OMB inventory 0
e. Difference 0
f. Explanation of difference
1. Program change
2. Adjustment

15. Purpose of information collection (*Mark primary with "P" and all others that apply with "X"*)
a. ___ Application for benefits e. ___ Program planning or management
b. ___ Program evaluation f. P Research
c. ___ General purpose statistics g. ___ Regulatory or compliance
d. ___ Audit

16. Frequency of recordkeeping or reporting (*check all that apply*)
a. [ ] Recordkeeping b. [ ] Third party disclosure
c. [✔] Reporting
1. [ ] On occasion 2. [ ] Weekly 3. [ ] Monthly
4. [ ] Quarterly 5. [ ] Semi-annually 6. [ ] Annually
7. [ ] Biennially 8. [✔] Other (describe) one time only

17. Statistical methods
Does this information collection employ statistical methods
[✔] Yes [ ] No

18. Agency Contact (person who can best answer questions regarding the content of this submission)
Name: Rosemary Kosaka
Phone: (831) 420-3988

19. Certification for Paperwork Reduction Act Submissions

On behalf of this Federal Agency, I certify that the collection of information encompassed by this request complies with 5 CFR 1320.9

NOTE: The text of 5 CFR 1320.9, and the related provisions of 5 CFR 1320.8(b)(3), appear at the end of the instructions. *The certification is to be made with reference to those regulatory provisions as set forth in the instructions.*

The following is a summary of the topics, regarding the proposed collection of information, that the certification covers:

(a) It is necessary for the proper performance of agency functions;

(b) It avoids unnecessary duplication;

(c) It reduces burden on small entities;

(d) It used plain, coherent, and unambiguous terminology that is understandable to respondents;

(e) Its implementation will be consistent and compatible with current reporting and recordkeeping practices;

(f) It indicates the retention period for recordkeeping requirements;

(g) It informs respondents of the information called for under 5 CFR 1320.8(b)(3):

- (i) Why the information is being collected;
- (ii) Use of information;
- (iii) Burden estimate;
- (iv) Nature of response (voluntary, required for a benefit, mandatory);
- (v) Nature and extent of confidentiality; and
- (vi) Need to display currently valid OMB control number;

(h) It was developed by an office that has planned and allocated resources for the efficient and effective management and use of the information to be collected (see note in Item 19 of instructions);

(i) It uses effective and efficient statistical survey methodology; and

(j) It makes appropriate use of information technology.

If you are unable to certify compliance with any of the provisions, identify the item below and explain the reason in Item 18 of the Supporting Statement.

Signature of Senior Official or designee	Date

Agency Certification (signature of Assistant Administrator, Deputy Assistant Administrator, Line Office Chief Information Officer, head of MB staff for L.O.s, or of the Director of a Program or StaffOffice)	
Signature signed by Dr. Ned Cyr	Date 08/30/2013
Signature of NOAA Clearance Officer	
Signature BRABSON.SARAH.1365710488 Digitally signed by BRABSON.SARAH.1365710488 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=OTHER, cn=BRABSON.SARAH.1365710488 Date: 2013.12.30 12:55:52 -05'00'	Date

SUPPORTING STATEMENT
CALIFORNIA RECREATIONAL GROUNDFISH SURVEY
OMB CONTROL NO. 0648-XXXX

A. JUSTIFICATION

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

In 1995, President Clinton signed Executive Order (E.O.)12962 (as amended by E.O. 13474) which directed federal agencies to further existing efforts to "conserve, restore, and enhance aquatic systems to provide for increased recreational fishing opportunities nationwide." Several steps to achieve this were highlighted including "providing access to and promoting awareness of opportunities for public participation and enjoyment of United States (U.S.) recreational fishery resources." The National Oceanic and Atmospheric Administration's (NOAA) Next Generation Strategic Plan (2010) reflects this view in the context of the Magnuson-Stevens Fishery Conservation and Management Act (MSFCMA 2007) by stating that "[e]xpanded recreational and commercial fishing opportunities" is a metric by which to measure progress toward the objective of achieving "sustainable fisheries and vibrant communities." In addition, improving "socio-economic data collection will allow [fisheries] managers to evaluate and improve the social sustainability of recreational and commercial fishery programs."

The proposed survey will provide socioeconomic data that will contribute to enhanced understanding and improvement in management of one of California's most diverse and complex fisheries – the recreational groundfish fishery. This fishery includes over 20 species of rockfishes, as well as greenlings, cabezon, lingcod, and scorpionfish. Four rockfishes taken in the California recreational fishery (cowcod, bronzespotted, canary, and yelloweye) have been declared overfished by the Pacific Fishery Management Council. To help rebuild these stocks, the California Department of Fish and Wildlife (CDFW) has devised a complex suite of regulations (bag and size limits, season/area/depth closures, non-retention of overfished stocks) to reduce encounters with overfished and other weak stocks while maintaining some opportunity to fish the healthier stocks that co-mingle with weak stocks in the fishery. Because different groundfish stocks have different life histories, the distribution of individual stocks varies widely along the California coast. To account for these differences, CDFW has refined its management by dividing the state into five areas and customized some of its regulations to suit the particular mix of groundfish stocks caught in each area.

The objective of this survey is to obtain data on California's recreational groundfish fishery that is currently lacking and is being sought by the National Marine Fisheries Service (NMFS) and CDFW in order to better manage the fishery. The survey will address a number of recurring questions regarding: 1) the effects of groundfish regulations on angler behavior; 2) groundfish species preferences, and 3) preferences/attitudes regarding potential regulatory changes. Also, CDFW routinely collects data that are used to estimate total groundfish "fishing effort" (angler trips). However, information on participation (number of groundfish anglers) is lacking. The proposed data collection will provide estimates of groundfish fishery participation, as well as up-to-date estimates of expenditures per angler trip. Participation estimates are important in regulatory analysis for defining the universe of anglers potentially affected by regulatory

changes. Expenditures are important for estimating the economic impact of the fishery on local economies (i.e., jobs and income generated through the multiplier effect).

2. <u>Explain how, by whom, how frequently, and for what purpose the information will be used. If 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</u>.

How this information will be collected

The proposed data collection is a new, one-time data collection. The survey will be implemented once in the spring of 2014, pending OMB approval, following protocols outlined by Dillman et al (2009) for implementing a mail-based survey. Mail-based surveys are a common mode used by NMFS for the collection of fisheries-related data.

Justification for using a mail-based mode of data collection

For this data collection, a voluntary, mail-based survey instrument is the preferred mode. The survey questionnaire is 15 pages, including cover page and cover letter.

Other survey modes were considered but deemed less suitable for this data collection for the following reasons:

- A Web-based survey was not possible for this data collection due to the nature of the sample frame, which will be provided by CDFW and the Pacific State Marine Fisheries Commission (PSMFC). CDFW and PSMFC do not collect e-mail addresses of recreational anglers during their routine data collection activities. They collect only names, telephone numbers, and mailing addresses. A Web-based survey may not be suitable in any case, as survey results would likely be biased by systematic exclusion of anglers who do not have access to the Web or are less adept at using the Web.

- A telephone survey was considered inappropriate for this data collection due to the number of questions and the multiple scenarios that anglers are asked to consider in responding to some of the categorical questions – which would be difficult to convey on the telephone. Additionally, hiring and training interviewers to conduct a telephone survey would have been cost-prohibitive.

- Similar to the telephone survey, in-person interviews were also not well suited for this data collection due to the cost-prohibitive and time consuming efforts of hiring, training, and deploying interviewers statewide.

Identifying an appropriate sample frame

Identifying an appropriate sample frame is critical for ensuring that survey results are credible and representative of the angling population. CDFW and PSMFC are crucial partners in this survey. PSMFC conducts a routine telephone survey of saltwater anglers randomly selected from CDFW's electronic database of all fishing license holders in California. CDFW conducts routine dockside sampling of anglers randomly selected at fishing sites along the California

coast. These two data collection programs will provide the sample frame for the proposed survey. Specifically, based on information provided by anglers contacted in these two programs, CDFW and PSMFC will provide NMFS with names and addresses of anglers who targeted groundfish in the 12 months prior to the survey.

Survey implementation

The survey instrument will be mailed to groundfish anglers who targeted groundfish in the previous 12 months. The sample will be stratified by management area – reflecting differences in species mix and regulations among areas. The implementation protocol will be based on methods suggested by Dillman et al. (2009), which includes the following mailings: an advance notice letter, the survey questionnaire, a thank you postcard, a replacement survey, and a final thank you postcard.

Justification for individual questions

The following provides information about the contents of the mailing that respondents will receive (cover letter, survey instrument, self-addressed stamped envelope) and a section-by-section description of the survey instrument itself.

Cover letter

The survey instrument will be sent with a cover letter that provides information about the survey, why the data collection is necessary, the survey's agency sponsor and the name, phone number, and e-mail address of someone to contact if they have questions or comments about the data collection.

Introductory page of survey instrument

The first page of the survey introduces the respondent to the survey topic, sponsor, type of information to be collected, the voluntary nature of this data collection, and the OMB Control Number and expiration date. It will also define the scope of the study: recreational groundfish fishing in California waters.

Section A – Your Saltwater Sportfishing Experiences in California Waters

Questions A1-A3 (past fishing experience, boat ownership, days fished in the past year) reflect the respondent's overall fishing avidity. These avidity variables are expected to correlate with the number of groundfish trips made per year, anglers' knowledge of groundfish regulations, their opinions regarding groundfish regulations, and the extent to which groundfish regulations constrain their fishing (i.e., how often they reach bag limits).

Question A4 (range of target species pursued by angler) will help explain respondent attitudes toward groundfish regulations. For instance, anglers may not be as concerned with groundfish regulations if they also target other species.

Section B – Your Groundfish Fishing Experiences in California

CDFW routinely collects data that are used to estimate aggregate groundfish fishing effort (angler days). However, data needed to estimate participation (number of groundfish anglers) is not available. *Question B1* will allow estimation of groundfish participation – i.e., by dividing aggregate groundfish angler days (as estimated by CDFW) by the average number of groundfish days per angler (as derived from Question B1).

Question B2 provides information regarding the management area(s) fished by each respondent. Area fished may affect angler attitudes toward groundfish regulations. For instance, anglers who fish in areas with more stringent regulations may be less satisfied than anglers who fish in other areas. Attitudes toward regulations may also be affected by the number of areas fished, as anglers who fish in one area may feel more constrained by area-specific regulations than anglers who fish in multiple areas.

Section C – How California Groundfish Regulations Affect You

Question C1 will help fishery managers evaluate the effectiveness of groundfish regulations. For instance: (a) A longstanding issue for managers is the extent to which bag limits actually constrain angler catch; this question is expected to shed light on that issue; (b) Angler encounters with sublegal-size fish typically increase when a large year class enters the fishery; this question will help determine how often such encounters occur for scorpionfish, greenlings, cabezon and lingcod, and (c) The frequency with which anglers catch overfished species (cowcod, bronzespotted, canary, yelloweye) will be useful for gauging the effectiveness of depth and season regulations in reducing angler encounters with these species.

Question C2 provides insights into angler catch preferences. The premise of the question is that anglers who are less inclined to keep all the legal groundfish they catch have more selective species preferences and/or are less motivated by a desire to catch large numbers of fish.

Question C3 provides insights into how anglers respond to groundfish regulations (i.e., move to another location when encountering prohibited groundfish, release prohibited fish, use a descending device) and angler attitudes toward regulations (i.e., groundfish and lingcod bag limits). Deepwater rockfishes have swim bladders that inflate when they are brought to the surface; if released at the surface, these fish often die because they are too buoyant to descend quickly. Fishery managers are encouraging the use of descending devices, which allow anglers to release rockfishes at sufficient depth that the bladder deflates quickly (due to water pressure), allowing the fish to recover and swim away. Question C3 allows managers to gauge angler familiarity with and use of descending devices.

Question C4 focuses on rockfish, which comprise a large majority of groundfish catch. This question is helpful for determining the extent to which anglers are concerned about numbers of rockfish caught and specific rockfish characteristics (i.e., size, taste).

To help protect overfished rockfish stocks, CDFW closes the groundfish fishery at those depths and in those months when overfished stocks are most likely to occur on the fishing grounds.

These depth/season closures are customized by management area to reflect the differential distribution of overfished stocks. An unintended consequence of the depth closures has been increased fishing pressure on stocks in the now smaller, open areas. To alleviate some of this pressure, fishery managers may consider expanding the open areas in exchange for shortening the season. *Questions C5a-C5e* are intended to gauge angler receptivity to such changes.

Question 6 will help fishery managers interpret the angler preferences expressed in Questions C5a-C5e.

Section D – Your Most Recent Groundfish Trip

Section D asks respondents for detailed information about their most recent groundfish trip. Although it would have been desirable to ask similar details for all groundfish trips, that was deemed too burdensome; moreover, focusing on the most recent trip was expected to minimize recall bias. The questions asked in Section D are intended to improve understanding of how particular characteristics of the trip affect angler satisfaction.

Questions D1-D3 pertain to important trip characteristics (mode, duration, location) that are expected to affect trip costs, catch and overall trip satisfaction. *Question D4* asks anglers about the cost of their most recent trip. This question is asked in itemized form (rather than asking for total trip costs) to facilitate recall and ensure that anglers are considering a common set of cost elements in their response. In addition to being a factor affecting angler satisfaction, trip costs will also be used to estimate the economic impacts of groundfish fishing. *Questions D5-D7* focus on catch aspects of the trip; only anglers who indicate that they can identify the species that they targeted/caught on their most recent trip are asked to do so. *Question D8* brings together all the details elicited in Questions D1-D7 by asking anglers to weigh trip costs against trip satisfaction. *Question D9* is intended to help pinpoint why anglers did or did not find their most recent trip worthwhile. Question D9 distinguishes between catch and non-catch aspects of the trip and will help managers determine how much catch contributes to the overall quality of the groundfish fishing experience.

Section E – About You and Your Household

Questions E1-E7 pertain to demographic variables that are hypothesized to affect respondents' interest in fishing, the extent of their groundfish participation, their preferred fishing mode(s), how much they spend, and their attitudes/preferences regarding regulations. Past surveys suggest that saltwater anglers are disproportionately middle-aged, white and male relative to the California population as a whole. Education is expected to affect knowledge of groundfish regulations and attitudes/preferences regarding regulations. Household composition and income are expected to affect frequency of fishing, mode choice, and fishing costs. That is, we would expect to see differences in the types (i.e., choice of fishing mode which is related to cost) and frequency of fishing trips relative to different income levels. The response categories used for Question E7 were chosen for consistency with previous NMFS recreational fishing surveys. The different gradations between the lower, middle, and upper income categories were retained because lower income households may be more sensitive to smaller changes in income than higher income households.

End of Survey

The last page of the survey thanks respondents for their participation and asks those who are interested in receiving a summary report on the survey to provide a mailing or email address. Anglers are also given an opportunity to provide comments regarding the survey, fishing regulations, and their fishing experiences. These comments may increase awareness of managers regarding issues important to anglers. Providing an opportunity to comment may also encourage anglers to fill out and return the questionnaire. All comments will be transcribed (in anonymous form) and included in the final survey report.

Reporting of survey results and Information Quality guidelines

Results from this data collection will be analyzed using standard QA/QC procedures for survey research. Economists from the NMFS will analyze the data using standard statistical software such as STATA or R, and appropriate statistical procedures. Results from the data collection may be used in scientific, technical, and general information publications. At minimum, a report describing the sampling methods, survey completion rates, and descriptive statistics will be prepared. The report will be posted on the NMFS Web site (http://www.st.nmfs.noaa.gov/economics/index). This summary will also be distributed to respondents if requested; the opportunity to request such a summary is provided at the end of the survey. It is anticipated that results may also be reported through peer-reviewed publications and presentations at conferences.

NOAA Fisheries Service 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 Question10 of this Supporting Statement for more information on confidentiality and privacy. The information collection is to 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.

This proposed data collection is voluntary and mail-based. A self-addressed, stamped envelope will be provided to each respondent so that their completed survey questionnaire can be mailed back to NMFS without the respondent incurring mailing fees. Electronic submission of responses will not be possible. The mail-based mode of data collection was considered to be the best option due to the availability of names and addresses that will be provided by CDFW and PSMFC. Currently, CDFW and PSMFC do not collect e-mail addresses from California anglers. The results of this data collection will be made available to the public in summary form from the NMFS website.

4. <u>Describe efforts to identify duplication</u>.

NMFS economists at the Southwest Fisheries Science Center (SWFSC) and the Northwest Fisheries Science Center (NWFSC), as well as colleagues at CDFW, were contacted and informed of plans to conduct this data collection. It was determined that no other similar survey efforts are being planned for California by either NMFS or CDFW in 2014 or in the foreseeable future.

Previous data collections by NMFS and other Federal and State agencies provide some information related to saltwater fishing activities in California. However, information collected and/or reported from these past efforts differ from the proposed data collection due to its specific focus on anglers who target Pacific groundfish species in waters off of California's coast. None of the previous data collections provide information about groundfish-specific recreational fishing behavior or attitudes/preferences regarding groundfish species or regulations.

The following is an overview of these other data collection activities.

National Marine Recreational Fishing Expenditure Survey (NMRFES)

The National Marine Recreational Fishing Expenditure Survey (NMRFES) is administered by the NMFS, Office of Science & Technology and many state resource agency partners (OMB Control No. 0648-0052, expires 12/31/2014). It is a periodic survey, conducted approximately every five years. Initially implemented in the Northeast Region in 1998 and then the Southeast Region in 1999, the survey was first implemented in the Pacific Region in 2000. It was then implemented nationwide to all coastal states in 2006 and 2011. Similar to preceding surveys, the 2011 NMRFES collected data on marine recreational fishing participation, associated expenditures, and angler demographics. State, regional, and national estimates of fishing activity and economic impacts are derived from these surveys. Results of the 2006 and 2011 surveys are reported in Gentner and Steinback (2008) and CIC Research (2012).

While both the NMRFES surveys and the proposed survey target saltwater anglers, the surveys differ in important respects. The NMRFES covers fishing associated with all target species (not just groundfish), includes detailed questions on all fishing expenditures, and does not include any questions regarding fishing regulations. The proposed survey is targeted at groundfish anglers only, considers expenditures only as they relate to the most recent groundfish trip, and focuses largely on angler behavior and preferences as they relate to groundfish species and regulations.

National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (FHWAR)

The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (FHWAR) is administered by the U.S. Fish & Wildlife Service and has been conducted since 1955. It is a periodic survey, implemented about every five years, and serves as the basis for state, regional, and national estimates. It is implemented in all 50 states and the most recent survey was conducted in 2011. A national report and state reports are currently available online: http://www.census.gov/prod/www/fishing.html. Saltwater recreational fishing is covered

in the survey, in addition to other outdoor activities such as freshwater fishing, hunting, and wildlife-watching.

While both the FHWAR and the proposed survey include saltwater anglers, the surveys differ in important respects. The FHWAR focuses on expenditures associated with a broad range of outdoor recreational activities. Saltwater fishing trips are categorized in FHWAR by type of fish (i.e., salmon, striped bass); however, groundfish is not an explicit category but rather lumped with "another type of saltwater fish". The proposed survey targets one particular type of recreation (groundfish fishing) and focuses largely on regulations rather than expenditures.

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

The proposed data collection does not involve small business or other small entities.

6. Describe the consequences to the Federal program or policy activities if the collection is not conducted or is conducted less frequently. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with OMB guidelines.

As stated in Part A, Question 1, this proposed collection will improve NMFS' understanding of recreational fishing behavior and preferences, and address some of the recreational fishing priorities highlighted in NOAA's Next Generation Strategic Plan (2010). Specific information from this collection will help to answer questions about changes to California groundfish angler behavior, including species targeting strategies, in response to possible changes to regulations (i.e., depth closures and season length). This information is also of interest to CDFW, our state agency partner in this region. If this data collection was not conducted, the current gap in our collective knowledge of groundfish angler behavior and preferences would continue to be unfilled.

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

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

8. Provide information on 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 recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

A Federal Register Notice published on June 26, 2013 (78 FR 38297) solicited public comment. No comments were received.

Feedback was solicited from a number of Federal, State, and academic colleagues regarding management issues that should be addressed in the survey, as well as wording and formatting of the survey instructions and questions. The Federal and State agency collaborators, in particular, are very involved in groundfish management and familiar with questions that come up on a recurring basis regarding the effects of current and potential regulations on angler behavior and satisfaction. More information regarding efforts to consult with persons outside of NMFS is included in Part B, Question 3 of this Supporting Statement.

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

No payments or gifts associated with this data collection will be made by NMFS to respondents.

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

Once this data collection is completed, NMFS researchers will adhere to the following policy related to data confidentiality: "The data that is collected will remain confidential as required by Section 402(b) of the Magnuson-Stevens Fishery Conservation and Management Act as amended in 2006 (16 U.S. C. 1801, et seq.) and NOAA Administrative Order 216-100, Confidentiality of Fisheries Statistics. The data that is collected will not be released to the public except as aggregate, summary statistics." Information in the survey cover letter states: "Your responses are voluntary and will be kept confidential. That is, your responses will never be publicly associated with your name or mailing address."

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.

With the exception of Question E7 regarding income in the survey questionnaire, this data collection does not contain questions of a sensitive nature. Please see Question A2 above for a discussion of Question E7.

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

For this proposed one-time data collection, 4,285 potential respondents across California will be contacted. They will be asked to complete one survey questionnaire per respondent. A response rate of 35% is expected, resulting in 1,500 completed responses statewide (annualized to 500). A 35% response rate was considered a reasonable estimate based on previous NMFS recreational fishing surveys that achieved response rates in California of 36% (Gentner and Steinback 2006) and 35% (CIC Research, 2012). These previous data collection efforts sampled California recreational anglers who will likely be very similar or identical to the anglers who will be contacted for the proposed collection.

Each survey questionnaire is expected to take 25 minutes to complete, resulting in 625 burden hours. This time estimate was derived from experiences gained during focus groups that were

conducted for developing the survey instrument. More information about these focus groups can be found in a supplementary document summarizing this activity. When annualized over three years, this data collection will result in approximately 208 burden hours per year. Applying an hourly mean wage rate of $25.17 per hour for California (Bureau of Labor Statistics 2012), these annualized burden hours result in a labor cost of $5,261 per year (Table A-1).

	Table A-1. Total burden hours annualized over three years					
	Number of expected responses*	**Responses annualized**	**Minutes per response**	**Burden hours**	**Burden hours annualized**	**Labor cost annualized****
Respondents who have participated in groundfish fishing during 2013	1,500	500	25	625	208	$5,261

*Based on an estimated 35% response rate.
**Based on an hourly mean wage rate of $25.17 per hour for "All Occupations" in California (BLS 2012).

13. <u>Provide an estimate of the total annual recordkeeping/reporting cost burden to the respondents resulting from the collection (excluding the value of the burden hours in Question 12 above)</u>.

No additional cost burden will be imposed on respondents aside from the labor cost.

14. <u>Provide estimates of annualized cost to the Federal government</u>.

Total annual cost to the Federal government is approximately $50,000, annualized over a three year period. The estimate is based on the current funding available for this data collection, which is approximately $150,000. The estimate includes the cost of: (a) assisting with survey design and formatting; (b) printing and mailing survey questionnaires and associated reminder and thank you postcards; (c) monitoring survey progress (mailouts and returns); (d) data entry and quality assurance and quality control (QA/QC) procedures to ensure accuracy of data entry; (e) preparation of datasets and metadata, and (f) a contractor report describing survey procedures, response rates, and summary statistics.

15. <u>Explain the reasons for any program changes or adjustments</u>.

This is a new program.

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

This report, and any other report or publication resulting from this data collection, will be subject to internal agency review. Outside peer review will be sought as necessary (i.e., for peer-reviewed publications). Data will be made available to the general public on request in summary form only. Any agency reports resulting from this data collection will be made available to the public from the NMFS website.

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

Not Applicable.

18. <u>Explain each exception to the certification statement</u>.

Not Applicable.

SUPPORTING STATEMENT
CALIFORNIA RECREATIONAL GROUNDFISH SURVEY
OMB CONTROL NO. 0648-XXXX

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

Potential respondent universe

The potential respondent universe includes all saltwater recreational fishermen (anglers) who target Pacific Coast groundfish from the state of California and within California waters. Of these individuals, those who are 18 years and older and who participated in California groundfish fishing at least once in the previous 12 months are eligible to be selected for this data collection.

An average annual 927,500 groundfish trips were made in California in 2011-12. The number of groundfish anglers is unknown and will be determined as part of this survey effort.

Sample frame

Prospective respondents to this survey will be drawn from the following sample frames:

- The California Department of Fish and Wildlife (CDFW) manages an Automated License Data System (ALDS) that includes names, addresses and telephone numbers of all resident and non-resident anglers who purchase fishing licenses in California. Every two months, the Pacific States Marine Fisheries Commission (PSMFC) draws a random sample of ALDS anglers, whom they contact and screen via phone to determine whether they are saltwater (as opposed to freshwater) anglers. Saltwater anglers thus identified are then interviewed to determine the nature and extent of their saltwater fishing effort (angler trips) in California.

- CDFW conducts year-round random dockside sampling at 500 fishing sites along the California coast for purposes of collecting data on the intercepted trip (e.g., date of intercept, location, fishing mode, target species, numbers and species of fish caught).

The sampling frame for the proposed survey includes license holders in the ALDS and the pool of anglers intercepted by CDFW dockside samplers. Specifically, PSMFC will provide names and addresses of individuals, 18 years and older, sampled in the ALDS phone survey who targeted groundfish in California in the past 12 months. The ALDS will be supplemented (as needed) with names and addresses of groundfish anglers intercepted by CDFW dockside

samplers. The ALDS survey and dockside sampling are ongoing programs, and obtaining names and addresses of groundfish anglers from those sources will not impose additional burden on the general public.

Sampling or other respondent selection methods

The sample selection method is stratified random sampling, with strata corresponding to the five groundfish management areas designated by CDFW: Northern, Mendocino, San Francisco, Central, and Southern (CDFW 2011). Stratification was deemed necessary, as a major purpose of the survey is to obtain information on species preferences and attitudes/preferences regarding groundfish regulations. Because species distributions and groundfish regulations vary by management area, proper interpretation of survey results will require area-specific analysis of survey data.

Anglers who participate in the ALDS telephone survey are randomly selected from the population of license holders. As a result, most ALDS respondents are drawn from California's most populous areas (Southern, Central, and San Francisco management areas); many fewer anglers are drawn from the sparsely populated Mendocino and Northern management areas. To achieve the target sample size in these latter areas, the ALDS will be supplemented with names and addresses of groundfish anglers randomly intercepted by CDFW dockside samplers in the Mendocino and Northern areas.

Expected response rate and comparison with previous studies

A 35% response rate is anticipated, based on response rates to two previous nationwide angler surveys sponsored by NMFS in 2006 and 2011 (Gentner and Steinback 2008, CIC Research 2012). Like the proposed survey, these previous surveys focused on saltwater anglers and were conducted using a mail questionnaire. The response rate achieved for the California portion of those surveys was 36% for the 2006 survey and 35% for the 2011 survey.

Another survey that also includes saltwater anglers is the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (FHWAR), sponsored by the U.S. Fish and Wildlife Service. The FHWAR collected some information about saltwater anglers in California (USDOI 2011). However, the response rates to FHWAR are likely not applicable to this survey, as FHWAR covers a much broader range of recreation than saltwater fishing and FHWAR data are collected via in-person interviews rather than mail.

Number of entities to be sampled

As indicated in Part A, Question 12 of this Supporting Statement, 1,500 completed responses are targeted for this data collection. A target sample size of 4,285 is needed to yield these responses, assuming a 35% response rate. This sample will be distributed among the five management areas with the goal of achieving 300 completed responses for each area. Table B-1 describes the number of surveys to be mailed and the number of completed surveys, by area.

Table B-1. Sample size by management area				
Management area	***# surveys, by source***			***# completed surveys****
	ALDS phone survey	***CDFW dockside sampling***	***Total***	
Northern	357	500	857	300
Mendocino	357	500	857	300
San Francisco	857	0	857	300
Central	857	0	857	300
Southern	857	0	857	300
TOTAL	3,285	1,000	4,285	1,500
***Based on 35% response rate.**				

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

Statistical methodology for stratification and sample selection

Stratification was deemed necessary, not to reduce variance in population estimates but rather to address a major purpose of the survey – e.g., to evaluate angler species preferences and attitudes/preferences regarding groundfish regulations. As indicated above, species distributions and groundfish regulations vary widely across the state. Thus proper interpretation of survey results will require sufficient sample in each area to conduct area-specific analysis of survey data.

Estimation procedure

Because the ALDS telephone survey involves random selection of anglers from the license frame, these individuals are expected to be representative of the angling population. The dockside sampling program is expected to provide a representative sample of *angler trips* but not a representative sample of *anglers*, by virtue of the fact that more frequent anglers are more likely to be encountered dockside. Survey data provided by anglers recruited dockside will be corrected for avidity bias, using a weighting method described in Thomson (1991). After correcting for avidity bias, survey data will be analyzed on an area-specific basis using statistics such as means, standard deviations, and ranges.

Degree of accuracy - precision analysis

Key data to be collected in the survey include (a) information regarding fishing behavior, species preferences, and attitudes/preferences regarding groundfish regulations, and (b) expenditures per angler trip. Sample sizes needed to achieve the desired level of precision for (a) and (b) were estimated as follows.

(1) Categorical responses

Many of the questions in the survey are asked in a categorical format (e.g., Questions A4, B2, C1-C6, D1, D2, D6, D8-D9, E1-E4, E6; see Attachment 1). Given the diversity of these questions and limited prior knowledge regarding how anglers will respond to them, sample size determinations were based on a wide range of possible outcomes regarding the proportion of anglers responding positively to each possible response to the categorical questions.

Figure 1 describes sample sizes needed to estimate proportions in the range $0.10 \leq \rho \leq 0.90$ with 95% confidence for three different levels of precision: ±0.05, ±0.055 and ±0.06. As indicated in Figure 1, n=300 is adequate to achieve ±0.05 precision for proportions at the lower and higher ends of the range ($0.10 \leq \rho \leq 0.25$, $0.75 \leq \rho \leq 0.90$) but is not adequate for estimating proportions in the intermediate range ($0.30 \leq \rho \leq 0.70$). However, n=300 is more than adequate to achieve ±0.06 precision for all potential proportions $0.10 \leq \rho \leq 0.90$, and is adequate to achieve ±0.055 precision for most proportions. Based on the sample sizes need to achieve precision ±0.055 and ±0.06, n=300 was deemed to be an appropriate target sample size for each management area.

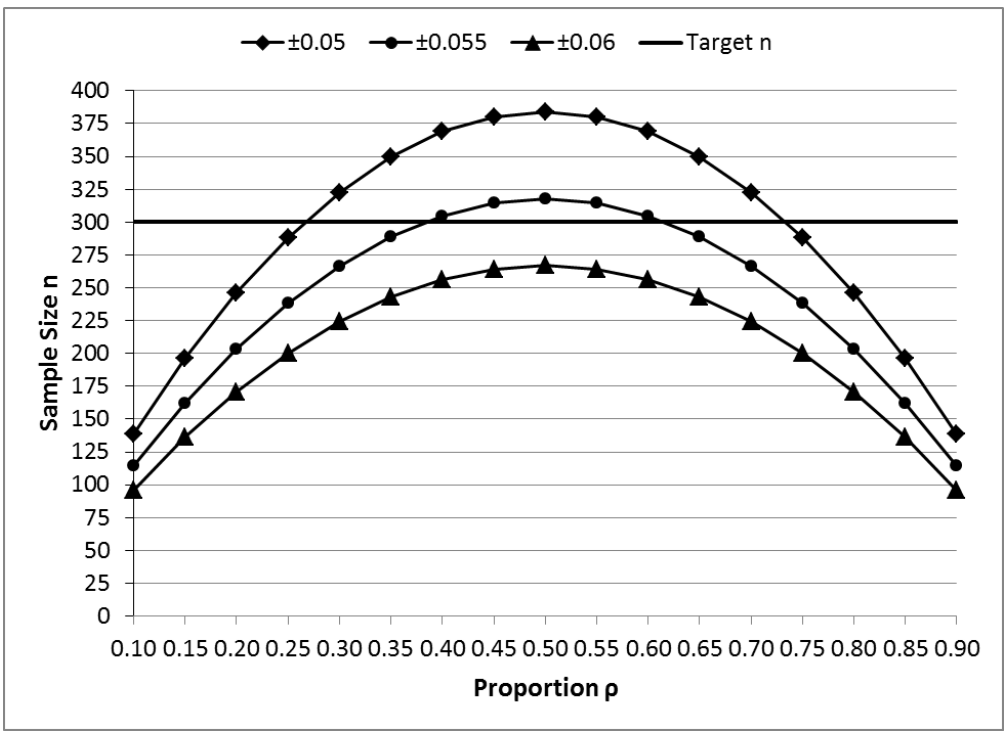


Figure 1. Sample sizes needed to estimate proportions $0.10 \leq \rho \leq 0.90$ at three different levels of precision d ±0.05, ±0.055 and ±0.06 and 95% confidence. Sample sizes calculated as $n = 1.96*\rho*(1-\rho)/d^2$.

(2) Trip expenditures

Trip expenditure data collected in the proposed survey (Question D4, Attachment 1) will be used to estimate regional economic impacts (jobs, income) generated by the recreational groundfish fishery. Given that boat anglers account for 80% of groundfish effort and over 98% of

groundfish catch, a goal of the proposed survey is to provide separate estimates of expenditures per angler day for party/charter and private boat modes.

Estimates of expenditures per angler day for boat-based groundfish trips in California – derived from the 2011 Marine Recreational Fishing Expenditure Survey – are shown in Table B-2.

Table B-2. Expenditures per angler day for boat-based groundfish trips in California, by fishing mode*

Fishing mode	*Mean trip expenditures*	*Standard deviation*	*n*
Party/charter boat	$172.19	107.80	196
Private boat	$134.94	107.22	84

*Source: 2011 NMFS Marine Recreational Fishing Expenditure Survey.

Table B-3 shows the sample sizes needed to ensure that the proposed survey provides 95% confidence interval estimates of expenditures per angler day with a ±10% margin of error (±17 for party/charter boat, ±13 for private boat, based on the mean trip expenditure estimates in Table B-2). Applying the standard deviations from Table B-2 to the proposed survey, sample sizes that yield a ±10% margin of error are n=161 for party/charter mode and n=262 for private boat mode.

Table B-3. Sample sizes needed to estimate expenditures per angler day by fishing mode (required n) and sample sizes likely to be obtained from the survey (likely n)

Fishing mode	*Confidence level*	*Tolerable error*	*Required n*	*2011-12 share of angler trips*	*Likely n*
Party/charter	95%	±17	161	50%	750
Private boat	95%	±13	272	30%	450

Required n = 4**StandardDeviation*^{2}/(*Tolerable error*^{2})
Likely n (party/charter) = 750 = 1500*50%
Likely n (private boat) = 450 = 1500*30%

Effort estimates from Pacific RecFIN (www.recfin.org) indicate that about 50% of total groundfish angler trips in California in 2011-12 occurred in party/charter mode and 30% occurred in private boat mode. Given the target sample of 1,500 completed surveys (Table B-1) and assuming that the survey will yield party/charter and private boat trip data in proportion to their occurrence in the population, expenditure data should be available for 750 (1500*50%) party/charter boat trips and 450 (1500*30%) private boat trips (Table B-3). Thus the sample size of n=1500 is expected to be more than adequate for estimating mean trip expenditures at the desired level of precision.

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

Several steps will be taken to maximize response rates and address nonresponse bias.

Maximizing response rates

Developing an appealing and understandable survey instrument is important for achieving high response rates. Economists and fishery biologists provided extensive feedback on the design of the survey. These experts include biologists at the National Marine Fisheries Service (NMFS) Southwest Fisheries Science Center (Santa Cruz), CDFW (Belmont and Monterey, CA), and the University of California Santa Barbara (UCSB) Marine Science Institute, as well as economists at the NMFS Office of Science & Technology (Silver Spring, MD). The NMFS biologist and two of the CDFW biologists consulted – as well as the two economists responsible for this data collection – currently serve or have served on Pacific Fishery Management Council advisory bodies (Groundfish Management Team, Scientific and Statistical Committee); these individuals are very knowledgeable about groundfish regulations and information regarding groundfish behavior and preferences that is needed to improve management. One of the UCSB consultants is also a former charter boat captain who has extensive first-hand experience with groundfish anglers. Focus groups were conducted in different areas of California and were crucial for ensuring that key concepts and terms were correctly used and understood, and for evaluating the overall design, format, and length of the survey questionnaire. More detailed information regarding these focus groups is provided in Appendix A. In addition, CDFW has agreed to help with outreach efforts to 'get the word out' about the importance of this data collection. CDFW dockside samplers will be given a copy of the survey and informed when the survey is implemented, so they will be prepared to encourage anglers who receive a questionnaire to complete it.

The implementation protocol that will be employed is based on methods suggested by Dillman et al. (2009):

1. A **stratified random sample** will be drawn from the CDFW sample frame.
2. Once selected, an **advance notice letter** will be mailed to notify respondents that a survey will be sent to them in the next few days. This letter will identify the survey as a NMFS-sponsored study, will emphasize the voluntary nature of the survey, and the importance of their participation.
3. A few days following the advance notice letter, the **survey questionnaire** will be mailed to respondents. The survey will include an introductory letter that will explain the purpose of the survey, the sponsor, that participation is voluntary, and the importance of their participation. Surveys will be self-administered.
4. A **thank you postcard** will be mailed one week after the survey questionnaire. This postcard will thank respondents who have completed the survey and urge respondents who have completed but not yet mailed it to please do so soon.
5. A **replacement survey** will be mailed to nonrespondents 3 to 4 weeks after the initial survey was mailed. This mailing will indicate that the initial survey was not received and will urge the respondent to please complete the replacement.
6. A **final postcard** will be mailed approximately 2 to 4 weeks after the replacement survey mailing. Similar to the thank you postcard above, it will thank respondents who have completed the survey, and urge those who have not to please do so and mail it in soon.

Nonresponse bias

As indicated in Item B1 above, the sample will be drawn from two sources: (a) anglers who are interviewed in PSMFC's telephone survey of license holders, and (b) anglers who are interviewed in CDFW's dockside sampling program. Anglers contacted via (a) are asked questions regarding the number of saltwater fishing trips made in the past two months and details of each trip (e.g., fishing mode, target species). Anglers contacted via (b) are asked about the number of saltwater fishing trips they made in the past 12 months and also details of the intercepted trip (e.g., fishing mode, target species, date, location). The data collected by PSMFC and CDFW will be available for both respondents and non-respondents and thus can be used to determine whether statistically significant differences exist between the two groups. These data will also be used to devise weighting schemes (as needed) to correct for non-response bias.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval under the Paperwork Reduction Act.

As indicated in Part B, Question 3, focus groups were conducted to improve the design of the survey instrument and to evaluate the information presented in each iteration of the survey. The material covered in each focus group varied, depending on feedback received from the previous group. No more than nine members of the general public were included in each focus group. A summary of the notes taken from each of the focus groups is included as a supplementary document.

5. Provide the name and telephone number of individuals consulted on the statistical aspects of the design, and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

The following individuals were consulted on the statistical aspects of the design and will be responsible for analyzing the data collected:

Rosemary Kosaka
Economist
NOAA Fisheries
Southwest Fisheries Science Center
831-420-3988
Rosemary.Kosaka@noaa.gov

Cindy Thomson
Economist
NOAA Fisheries
Southwest Fisheries Science Center
831-420-3911
Cindy.Thomson@noaa.gov

The following grant administrator is responsible for survey implementation:

Russell Porter
Pacific States Marine Fisheries Commission
205 SE Spokane St., Suite 100
Portland, OR 97202
503-595-3100
rporter@psmfc.org

The following sub-award recipient has been identified by the PSMFC and is responsible for data collection:

Ernie Brazier
CIC Research, Inc.
8361 Vickers St., Suite 200
San Diego, CA 92111
858-637-4000
ebrazier@cicresearch.com

References

California Department of Fish and Wildlife (CDFW). 2011. "California Ocean Sport Fishing Regulations Map," available at: http://www.dfg.ca.gov/marine/fishing_map.asp (accessed 5/7/13).

CIC Research, Inc. 2012. *2011 National Marine Recreational Fishing Expenditure Survey – West Coast Data Collection Final Report, Volume I*. Prepared for Pacific States Marine Fisheries Commission, Portland, Oregon.

Dillman, D.A., Smyth, J.D., and L.M. Christian. 2009. *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method*, third edition. John Wiley & Sons, Inc.: Hoboken, New Jersey, 499p.

Gentner, B. and S. Steinback. November 2008. *The Economic Contribution of Marine Angler Expenditures in the United States, 2006.* U.S. Department of Commerce, NOAA Tech. Memo. NMFS-F/SPO-94, 301 p.

Magnuson-Stevens Fishery Conservation and Management Act (P.L. 94-265), as amended through January 12, 2007 (P.L. 109-479). May 2007. Available at: http://www.nmfs.noaa.gov/msa2007/details.html

National Marine Fisheries Service. 2012. *Fisheries Economics of the United States, 2011*. U.S. Dept. of Commerce, NOAA Tech. Memo. NMFS-F/SPO-118, 175 p. Available at: http://www.st.nmfs.noaa.gov/st5/publication/index.html.

Thomson, C.J. 1991. Effects of avidity bias on survey estimates of fishing effort and economic value. In: Guthrie, Dan et al. *Creel and Angler Surveys in Fishery Management*. American Fisheries Society Symposium 12. Bethesda: American Fisheries Society.

Advance notice letter

[DATE]

Dear [Mr./Mrs./Ms.] [Last Name of Respondent],

I am writing to ask for your help with an important study being conducted by the National Marine Fisheries Service (NOAA Fisheries Service), a U.S. government agency. In the next few days, you will receive a request to participate in this project by answering questions about your recreational groundfish fishing experiences in waters off of California: the species and locations you prefer, the effect of regulations on your fishing enjoyment, and expenses associated with your most recent groundfish fishing trip.

With your help, NOAA Fisheries Service will gain insight into how important groundfish fishing is to California's recreational fishermen. I hope you will take 25 minutes of your time to help us better understand your fishing experiences.

Sincerely,

[Name]
[Project lead or coordinator]
NOAA Fisheries Service

[NOAA LOGO]

Cover letter, survey questionnaire

[DATE]

Dear [Mr./Mrs./Ms.] [Last Name of Respondent],

The National Marine Fisheries Service (NOAA Fisheries Service), a U.S. government agency, is conducting a study to learn more about the preferences of recreational anglers who target and/or catch groundfish in waters off of California. You have been identified by our partner agency, the California Department of Fish and Wildlife (formerly the California Department of Fish and Game), as someone who targeted and/or caught groundfish in California in 2013. Your name was selected at random from other groundfish anglers who fish in California. Not everyone in the state was chosen for this study so your help is critical to its success.

With your help, NOAA Fisheries Service and the California Department of Fish and Wildlife will learn more about your groundfish fishing experiences and preferences, the effects of current regulations on your fishing enjoyment, and demographic characteristics of anglers like you. Collecting this information is critical for gaining a better understanding of this important fishery. We are interested in hearing from you – regardless of how often you fish or how interested you are in groundfish.

The survey should take approximately 25 minutes to complete. Your responses are voluntary and will be kept confidential. That is, your responses will never be publicly associated with your name or mailing address. This study has been reviewed and approved by the Office of Management and Budget to meet the requirements of the Paperwork Reduction Act (OMB Control No. 0648-xxxx).

If you have any questions or concerns about this study, please feel free to contact [Name] at [Email] or [Phone].

My colleagues and I truly appreciate your participation and the time that you set aside to be part of this study. We look forward to receiving your responses.

Many thanks,

[Name]
[Project lead or coordinator]
NOAA Fisheries Service

The data that is collected will remain confidential as required by Section 402(b) of the Magnuson-Stevens Fishery Conservation and Management Act as amended in 2006 (16 U.S.C. 1801, et seq.) and NOAA Administrative Order 216-100 http://www.corporateservices.noaa.gov/ames/administrative orders/chapter 216/216-100.html, Confidentiality of Fishery Statistics. The data that is collected will not be released to the public except as aggregate summary statistics. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

[NOAA LOGO]

Thank you postcard

[Date]

Last week, a questionnaire was mailed to you because you were randomly selected to help in a study about recreational groundfish fishing off of California.

If you have already completed and returned the questionnaire, please accept our sincere thanks. If not, we ask that you please consider completing and returning it. My colleagues and I greatly appreciate your help with this important study.

If you did not receive a questionnaire or if it has been misplaced, please call us at [phone number] and we will send you another one in the mail today.

Thank you for sharing your recreational groundfish fishing experiences with us.

Sincerely,

[Name]
[Project lead or coordinator]
NOAA Fisheries Service

Cover letter, replacement survey

[DATE]

Dear [Mr./Mrs./Ms.] [Last Name of Respondent],

In [month] we sent a letter and questionnaire to your address that asked you to participate in a study about recreational groundfish fishing off of California. To the best of our knowledge, it has not yet been returned.

We are writing again to ask for your help. The National Marine Fisheries Service (NOAA Fisheries Service) would like to hear from recreational fishermen like you about the types of groundfish species and fishing locations you prefer, the effect of current regulations on your fishing enjoyment, and expenses associated with your most recent groundfish fishing trip in California. Collecting this information is critical for gaining a better understanding of how important groundfish fishing is to California's recreational fishermen.

The survey should take approximately 25 minutes to complete. Your responses are voluntary and will be kept confidential. That is, your responses will never be associated with your name or mailing address. This study has been reviewed and approved by the Office of Management and Budget to meet the requirements of the Paperwork Reduction Act (OMB Control Number: xxxxxxxx).

If you have any questions or concerns about this study, please feel free to contact [Name] at [Email] or [Phone].

Again, my colleagues and I truly appreciate your participation and the time that you set aside to be part of this study. We look forward to receiving your responses.

Many thanks,

[Name]
[Project lead or coordinator]
NOAA Fisheries Service

Final postcard

[Date]

Last week, a replacement questionnaire was mailed to you because you were randomly selected to help in a study about recreational groundfish fishing off of California.

If you have already completed and returned the questionnaire, please accept our sincere thanks. If not, we ask that you please consider completing and returning it. My colleagues and I greatly appreciate your help with this important study.

If you did not receive a questionnaire or if it has been misplaced, please call us at [phone number] and we will send you another one in the mail today.

Thank you for sharing your recreational groundfish fishing experiences with us.

Sincerely,

[Name]
[Project lead or coordinator]
NOAA Fisheries Service

Attachment 1

California Saltwater Sport Fishing Survey

[Insert photo]

We want to learn about your saltwater fishing experience in California waters!

California waters includes all waters off of California's coast (state and federal waters), excluding Mexican waters.

For questions or comments about this survey, please contact:

Rosemary Kosaka
831-420-3988
Rosemary.Kosaka@noaa.gov

Cindy Thomson
831-420-3911
Cindy.Thomson@noaa.gov

NOAA FISHERIES

OMB Control No. 0648-XXXX
Expiration date: mm/dd/yyyy

SECTION A
Your Saltwater Sport Fishing Experiences in or from California Waters

A1 About **how many years** of **saltwater** sport fishing experience do you have in **California waters**? By saltwater sport fishing, we mean fishing with a rod and reel, spear, or other gear from beaches, manmade structures, boats or other watercraft to catch saltwater fish or shellfish.

Number of years of experience _____

A2 In the last 12 months, did you **own a boat** (motorized boat, kayak, surfboard, or other personal watercraft) that you used for **saltwater** sport fishing in or from **California**?

❑ Yes, motorized boat ❑ Yes, kayak or other non-motorized boat ❑ No

A3 Approximately how many days in the last 12 months did you spend **saltwater** sport fishing in **California waters** in each of the following modes? *Count partial days as full days. If you fished in more than one mode in a day, please indicate the mode in which you did most of your fishing on that day.*

Fishing mode	**Approximate number of days of saltwater fishing in California in the past 12 months** *Fill in the blanks.*
Beach, bank or rocky shoreline	
Pier, jetty or other manmade structure	
Party or charter boat	
Private or rental boat (motorized boat, kayak, surfboard, or other personal watercraft)	
TOTAL	

A4 Thinking of all your **saltwater** sport fishing trips in **California waters** in the last 12 months, how often did you **target** each of the following species? *Please consider all species that you targeted, regardless of whether or not you caught them. "No particular species" pertains to trips where you did not target any particular species.*

Target species	**How often you targeted each species in California in the past 12 months** *Check one box in each row.*			
	Always or often	**Sometimes**	**Rarely or never**	**Don't know**
No particular species	❑	❑	❑	❑
Salmon	❑	❑	❑	❑
Striped bass	❑	❑	❑	❑
Sturgeon	❑	❑	❑	❑

Groundfishes (except flatfishes): rockfishes (rockcod), greenlings, lingcod, cabezon, scorpionfish (sculpin), etc.	❑	❑	❑	❑
California halibut	❑	❑	❑	❑
Pacific halibut	❑	❑	❑	❑
Other flatfishes: sanddabs, etc.	❑	❑	❑	❑
Albacore, other tunas	❑	❑	❑	❑
Sharks, skates, rays	❑	❑	❑	❑
Bonito, barracuda, kelp/sand bass	❑	❑	❑	❑
White seabass	❑	❑	❑	❑
Surf and shoreline perches: barred, calico, redtail, etc.	❑	❑	❑	❑
Croaker, corbina, queenfish, corvina	❑	❑	❑	❑
Offshore perches: blacksmith, halfmoon (blue perch), opaleye, etc	❑	❑	❑	❑
Mackerels, sardines, anchovies	❑	❑	❑	❑
Crab	❑	❑	❑	❑
Lobster	❑	❑	❑	❑
Abalone	❑	❑	❑	❑
Squid, including Humboldt squid	❑	❑	❑	❑
Other fish or shellfish *(please specify)* _____	❑	❑	❑	❑

SECTION B
Your Groundfish Fishing Experiences in California

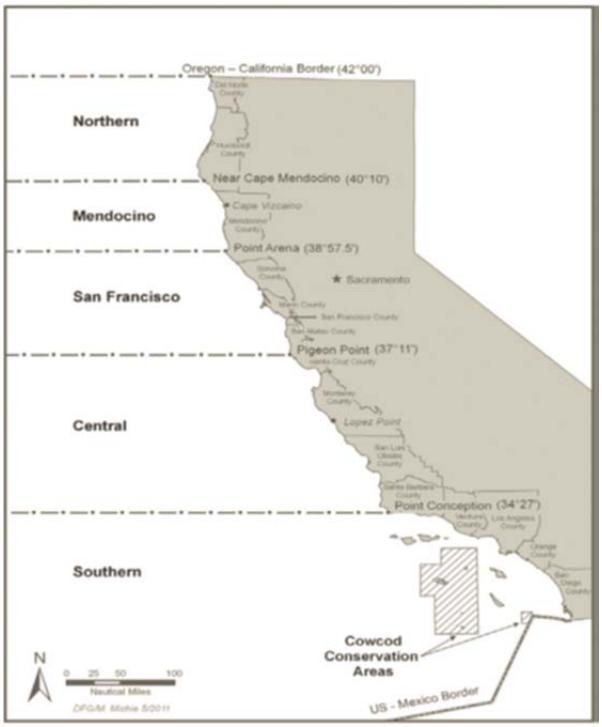
In this section, we are interested in learning about your California **groundfish** sport fishing experiences. For purposes of this survey, groundfish includes all species of **rockfish (rockcod), greenlings, California scorpionfish (sculpin), lingcod, and cabezon**. It does not include flatfishes, sharks, etc.

B1 Approximately how many days in the last 12 months did you spend **groundfish** fishing in **California waters** in each of the following modes? Please include days where you targeted groundfish at some point on the trip, even if groundfish was not your primary or initial target. *Count partial days as full days. If you fish more than one mode in a day, indicate the mode in which you did most of your fishing on that day.*

Fishing mode	Approximate number of days targeting groundfish in California in the past 12 months *Fill in the blanks.*
Beach, bank or rocky shoreline	
Pier, jetty or other manmade structure	
Party or charter boat	
Private or rental boat (motorized boat, kayak, surfboard, or other personal watercraft)	
TOTAL	

B2 Considering the map to the right, how often did you go groundfish fishing in each area in the last 12 months?

Area	Frequency of groundfish fishing in each area in past 12 months *Check one box in each row.*			
	Always or often	Sometimes	Rarely or never	Don't know
Northern	❑	❑	❑	❑
Mendocino	❑	❑	❑	❑
S.F.	❑	❑	❑	❑
Central	❑	❑	❑	❑
Southern	❑	❑	❑	❑



Map: California Department of Fish and Wildlife

SECTION C
How California Groundfish Regulations Affect You

BAG AND SIZE LIMITS

C1 California groundfish regulations include bag limits, sublimits, size limits, and bans on keeping prohibited species. **Considering each of these regulations separately**, how often do you reach each of the following bag limits, sublimits, or size limits, or accidentally catch a prohibited species?

How often do you:	*Check one box in each row.*			
	Always or often	**Sometimes**	**Rarely or never**	**Don't know**
Reach the 10-fish bag limit for rockfish (rockcod), cabezon and greenlings	❑	❑	❑	❑
Reach 3-fish sublimit for bocaccio	❑	❑	❑	❑
Reach 3-fish sublimit for cabezon	❑	❑	❑	❑
Reach 2-fish limit for lingcod	❑	❑	❑	❑
Reach 5-fish limit for CA scorpionfish (sculpin)	❑	❑	❑	❑
Catch CA scorpionfish (sculpin) smaller than 10-inch size limit	❑	❑	❑	❑
Catch kelp or rock greenlings smaller than 12-inch size limit	❑	❑	❑	❑
Catch cabezon smaller than 15-inch size limit	❑	❑	❑	❑
Catch lingcod smaller than 22-inch size limit	❑	❑	❑	❑
Catch a cowcod (prohibited species)	❑	❑	❑	❑
Catch a bronzespotted rockfish (prohibited species)	❑	❑	❑	❑
Catch a canary rockfish (prohibited species)	❑	❑	❑	❑
Catch a yelloweye rockfish (prohibited species)	❑	❑	❑	❑

C2 Sometimes anglers do not keep all the groundfish that they are legally allowed to keep. How often do you keep **all** the **groundfish** you are **legally** allowed to keep in California? By groundfish, we mean all species of rockfish (rockcod), greenlings, CA scorpionfish (sculpin), lingcod, and cabezon. *Check one box.*

- ❑ Always or often
- ❑ Sometimes
- ❑ Rarely or never
- ❑ Don't know or don't remember

C3 Anglers respond to groundfish regulations in different ways. How do groundfish regulations affect *your* enjoyment of the fishing experience? For purposes of this question, prohibited groundfish are those that exceed bag limits or sublimits, are undersized, or cannot be kept.

Possible ways that groundfish regulations affect enjoyment of the fishing experience	**Your opinion** - *check one box in each row.*			
	Strongly agree	**Somewhat agree**	**Doesn't matter or not relevant to me**	**Don't know**
It reduces my enjoyment to move to another location or stop fishing when I encounter a lot of prohibited groundfish.	❑	❑	❑	❑
It reduces my enjoyment when I release a groundfish because I'm not sure it's a prohibited species.	❑	❑	❑	❑
It reduces my enjoyment to throw back prohibited groundfish that I think are already dead or unlikely to survive.	❑	❑	❑	❑
It reduces my enjoyment to release large numbers of prohibited groundfish.	❑	❑	❑	❑
It reduces my enjoyment to release even small numbers of prohibited groundfish.	❑	❑	❑	❑
I feel a sense of accomplishment when I reach the 10-fish groundfish bag limit for rockfish, cabezon and greenlings.	❑	❑	❑	❑
The 10-fish groundfish bag limit is too *low*.	❑	❑	❑	❑
The 10-fish groundfish bag limit is too *high*.	❑	❑	❑	❑
I feel a sense of accomplishment when I reach the bocaccio sublimit.	❑	❑	❑	❑
I feel a sense of accomplishment when I reach the cabezon sublimit.	❑	❑	❑	❑
I feel a sense of accomplishment when I reach the 2-fish lingcod bag limit.	❑	❑	❑	❑
The 2-fish lingcod bag limit is too *low*.	❑	❑	❑	❑
The 2-fish lingcod bag limit is too *high*.	❑	❑	❑	❑
I know how to use a descending device and it increases my enjoyment to return groundfish safely to depth with the device.	❑	❑	❑	❑
I don't know how to use a descending device but it would increase my enjoyment to learn how.	❑	❑	❑	❑

C4 Rockfish are a large portion of the groundfish catch. When fishing for groundfish, what appeals to you about the **rockfish** portion of your catch?

Possible rockfish preferences	**Your opinion** - *check one box in each row.*			
	Strongly agree	**Somewhat agree**	**Doesn't matter or not relevant to me**	**Don't know**
I like catching and keeping lots of rockfish.	❑	❑	❑	❑
I like catching lots of rockfish, even if I can't keep them all.	❑	❑	❑	❑
I like catching only certain species of rockfish.	❑	❑	❑	❑
I like catching big rockfish.	❑	❑	❑	❑
I like catching rockfish that are easy to catch.	❑	❑	❑	❑
I like catching rockfish that are a challenge to catch.	❑	❑	❑	❑
I like catching rockfish that are easy to clean.	❑	❑	❑	❑
I like catching rockfish that taste good.	❑	❑	❑	❑
I like catching rockfish that aren't wormy.	❑	❑	❑	❑
Rockfish are all the same to me.	❑	❑	❑	❑
I'm not very interested in catching rockfish.	❑	❑	❑	❑
I'm not very interested in fishing in general.	❑	❑	❑	❑

GROUNDFISH DEPTH RESTRICTIONS AND SEASON LENGTH

Questions C5a-C5e and C6 are only for anglers who fish for groundfish from a boat. *If you do not fish for groundfish from a boat, please skip to Section D.*

Please answer only one of the following five questions (C5a-C5e), depending on where you do most of your groundfish fishing.

C5a **Northern California**: *Answer this question **only if** you do most of your groundfish fishing in **Northern California** (Del Norte and Humboldt Counties).*

Currently in Northern California, groundfish fishing from boats is allowed for 5½ months (May 15 – October 31) and restricted to depths of 120 feet (20 fathoms) or less.

Suppose that you could fish for groundfish as deep as 180 feet (instead of the current 120 feet) but the season was shortened by one month at the same time. How satisfied would you be with this increase in depth if the season was shortened in one of the following ways?

Fish deeper (180 feet instead of 120 feet) but season shortened in one of the following ways:	**Answer only if you do most of your groundfish fishing in Northern California** - *check one box in each row.*					
	Very satisfied	**Somewhat satisfied**	**Somewhat dissatisfied**	**Very dissatisfied**	**Don't care**	**Don't know**
Season opened 1 month later (Jun 15 instead of May 15)	❑	❑	❑	❑	❑	❑
Season closed 1 month earlier (Sep 30 instead of Oct 31)	❑	❑	❑	❑	❑	❑

C5b **Mendocino Area**: *Answer this question **only if** you do most of your groundfish fishing in the **Mendocino area** (Mendocino County).*

Currently in the Mendocino Area, groundfish fishing from boats is allowed for 3½ months (May 15 – September 2) and restricted to depths of 120 feet (20 fathoms) or less.

Suppose that you could fish for groundfish as deep as 180 feet (instead of the current 120 feet) but the season was shortened by one month at the same time. How satisfied would you be with this increase in depth if the season was shortened in one of the following ways?

Fish deeper (180 feet instead of 120 feet) but season shortened in one of the following ways:	**Answer only if you do most of your groundfish fishing In the Mendocino area** - *check one box in each row.*					
	Very satisfied	**Somewhat satisfied**	**Somewhat dissatisfied**	**Very dissatisfied**	**Don't care**	**Don't know**
Season opened 1 month later (Jun 15 instead of May 15)	❑	❑	❑	❑	❑	❑
Season closed 1 month earlier (Aug 2 instead of Sep 2)	❑	❑	❑	❑	❑	❑

C5c **San Francisco Area**: *Answer this question **only if** you do most of your groundfish fishing in the **San Francisco area** (Sonoma to San Mateo Counties).*

Currently in the San Francisco Area, groundfish fishing from boats is allowed for 7 months (June 1 – December 31) and restricted to depths of 180 feet (30 fathoms) or less.

Suppose that you could fish for groundfish as deep as 240 feet (instead of the current 180 feet) but the season was shortened by one month at the same time. How satisfied would you be with this increase in depth if the season was shortened in one of the following ways?

Fish deeper (240 feet instead of 180 feet) but season shortened in one of the following ways:	**Answer only if you do most of your groundfish fishing In the San Francisco area** - *check one box in each row.*					
	Very satisfied	**Somewhat satisfied**	**Somewhat dissatisfied**	**Very dissatisfied**	**Don't care**	**Don't know**
Season opened 1 month later (Jul 1 instead of Jun 1)	❑	❑	❑	❑	❑	❑
Season closed 1 month earlier (Nov 30 instead of Dec 31)	❑	❑	❑	❑	❑	❑

C5d **Central California**: *Answer this question **only if** you do most of your groundfish fishing in **Central California** (Santa Cruz to San Luis Obispo Counties).*

Currently in Central California, groundfish fishing from boats is allowed for 8 months (May 1 – December 31) and restricted to depths of 240 feet (40 fathoms) or less.

Suppose that you could fish for groundfish as deep as 300 feet (instead of the current 240 feet) but the season was shortened by one month at the same time. How satisfied would you be with this increase in depth if the season was shortened in one of the following ways?

Fish deeper (300 feet instead of 240 feet) but season shortened in one of the following ways:	**Answer only if you do most of your groundfish fishing In Central California** - *check one box in each row.*					
	Very satisfied	**Somewhat satisfied**	**Somewhat dissatisfied**	**Very dissatisfied**	**Don't care**	**Don't know**
Season opened 1 month later (Jun 1 instead of May 1)	❑	❑	❑	❑	❑	❑
Season closed 1 month earlier (Nov 30 instead of Dec 31)	❑	❑	❑	❑	❑	❑

C5e **Southern California**: *Answer this question **only if** you do most of your groundfish fishing in **Southern California** (Santa Barbara to San Diego Counties).*

Currently in Southern California, groundfish fishing from boats is allowed for 10 months (March 1 – December 31) and restricted to depths of 300 feet (50 fathoms) or less.

Suppose that you could fish for groundfish as deep as 360 feet (instead of the current 300 feet) but the season was shortened by one month at the same time. How satisfied would you be with this increase in depth if the season was shortened in one of the following ways?

Fish deeper (360 feet instead of 300 feet) but season shortened in one of the following ways:	**Answer only if you do most of your groundfish fishing in Southern California** - *check one box in each row.*					
	Very satisfied	**Somewhat satisfied**	**Somewhat dissatisfied**	**Very dissatisfied**	**Don't care**	**Don't know**
Season opened 1 month later (Apr 1 instead of Mar 1)	❑	❑	❑	❑	❑	❑
Season closed 1 month earlier (Nov 30 instead of Dec 31)	❑	❑	❑	❑	❑	❑

C6 Which of the following factors, if any, affected your response in Question C5? *Check all that apply.*

- ❑ I don't think that currently closed depths should be reopened.
- ❑ I think there may be better groundfish fishing in depths that are currently closed.
- ❑ I don't know what the fishing is like in depths that are currently closed.
- ❑ I like fishing in shallower depths that are more accessible from a boat launch.
- ❑ Someone else chooses the depth at which I fish for groundfish.
- ❑ I don't like to fish too deep because it's too much work to bring up the fish.
- ❑ I don't like to fish in deeper depths because it takes more time to get there.
- ❑ I don't like to fish in deeper depths because it costs more to get there.
- ❑ I don't like to fish in deeper depths because I get seasick.
- ❑ I don't like to fish in deeper depths when the weather's bad because it's less safe.
- ❑ I might accept a shorter season but only if I could fish at deeper depths than the ones proposed in Question C5.
- ❑ A longer season is more important to me than reopening depths that are currently closed.
- ❑ If the season was shortened, I would probably take the same number of groundfish trips.
- ❑ If the season was shortened, I would probably take fewer groundfish trips.
- ❑ If the season was shortened, I would probably spend more time fishing for non-groundfish species.
- ❑ I don't care about depths or seasons, as I don't do much groundfish fishing anyway.
- ❑ Other (*please specify)* _____

SECTION D
Your Most Recent Groundfish Trip

D1 Think about your most **recent groundfish trip** in California waters. In what mode did you primarily fish on that trip? *Check one box.*

- ❑ Beach, bank or rocky shoreline
- ❑ Pier, jetty or other manmade structure
- ❑ Party or charter boat
- ❑ Private or rental boat (motorized boat, kayak, surfboard, and other personal watercraft)

D2 **How long** was that recent groundfish trip? *If you fished from shore, include time spent fishing. If you fished from a boat, include all your time aboard the boat (not just fishing time).*

- ❑ Half day – 6 hours or less, whether fishing during the day or evening
- ❑ More than a half day but not overnight
- ❑ Overnight – one night
- ❑ Overnight – more than one night
- ❑ I don't know or I don't remember

D3 **Where** did you do most of your fishing on that recent groundfish trip? *Name the California city or town where you fished from shore or launched a boat.* _____

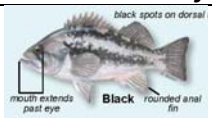
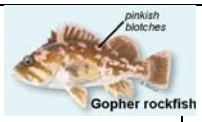
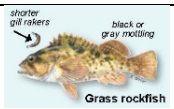
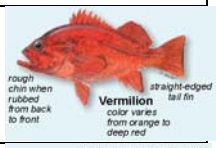
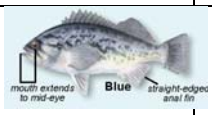
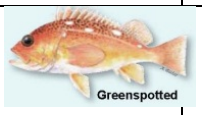
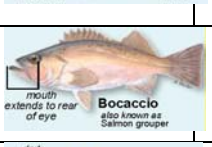
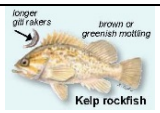
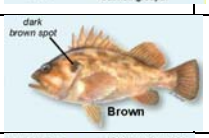
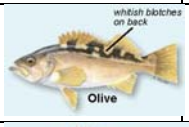
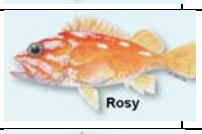
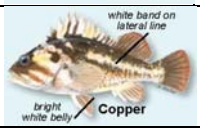
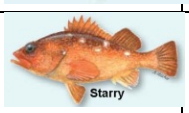
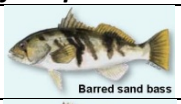
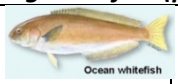
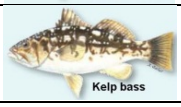
D4 Approximately how much money did you **personally** spend on **yourself and others** on the recent groundfish trip? **Please include expenses related to this trip only**.

Cost category	*Fill in the blanks. Write "0" if a particular category does not pertain to you.*	
	Your estimated expenditure ($)	**Number of people covered by this expense (including yourself)**
Travel cost: gasoline, bridge tolls, parking fees, etc.		
New tackle and gear, *if purchased specifically for this trip*		
Bait, ice		
New fishing license (e.g., one-day license), *if purchased specifically for this trip*		
Party/charter fees, gear rental, tips, galley fees, etc.		
Private boat fuel, launch fees, etc.		
Food and beverage from grocery stores		
Food and beverage from delis/restaurants		
Lodging		
Other (*please specify)*_____		
Total Estimated Trip Cost (sum of all costs)		

D5 Can you identify the particular species that you targeted and/or caught on your most recent groundfish trip?

❑ Yes ❑ No → *Skip to Question D7.*

D6 Sometimes anglers target and/or catch non-groundfish species together with groundfish. Which of the groundfish and non-groundfish species in the following table did you **target and/or catch** on your most recent groundfish trip?

Check the box for each species that you targeted and/or caught on your most recent groundfish trip.					
Groundfish species (pictures not drawn to scale)					
Black rockfish Targeted ❑ Caught ❑		**Gopher rockfish** Targeted ❑ Caught ❑		**Treefish** Targeted ❑ Caught ❑	
Black-and-yellow rockfish Targeted ❑ Caught ❑		**Grass rockfish** Targeted ❑ Caught ❑		**Vermillion rockfish** Targeted ❑ Caught ❑	
Blue rockfish Targeted ❑ Caught ❑		**Greenspotted rockfish** Targeted ❑ Caught ❑		**Yellowtail rockfish** Targeted ❑ Caught ❑	
Bocaccio (salmon grouper) Targeted ❑ Caught ❑		**Kelp rockfish** Targeted ❑ Caught ❑		**Cabezon** Targeted ❑ Caught ❑	
Brown rockfish (bolinas) Targeted ❑ Caught ❑		**Olive rockfish** Targeted ❑ Caught ❑		**Kelp greenling** Targeted ❑ Caught ❑	
China rockfish Targeted ❑ Caught ❑		**Rosy rockfish** Targeted ❑ Caught ❑		**Lingcod** Targeted ❑ Caught ❑	
Copper rockfish (chucklehead) Targeted ❑ Caught ❑		**Starry rockfish** Targeted ❑ Caught ❑		**CA scorpionfish (sculpin)** Targeted ❑ Caught ❑	
Non-groundfish species sometimes caught with groundfish (pictures not drawn to scale)					
Barred sandbass Targeted ❑ Caught ❑		**Ocean whitefish** Targeted ❑ Caught ❑		**CA sheephead** Targeted ❑ Caught ❑	
Kelp bass Targeted ❑ Caught ❑		**Dungeness crab** Targeted ❑ Caught ❑		**Monkeyface eel** Targeted ❑ Caught ❑	
Photos courtesy of California Department of Fish and Wildlife.					

D7 About how many fish did you take home on your most recent groundfish trip? *Enter the combined number of groundfish and non-groundfish species.*

_____ fish

D8 Considering the total cost of your most recent groundfish trip, the number of fish you caught, the species you may have targeted and/or caught, and your overall trip experience: **was this trip worth it to you?**

❑ Yes ❑ No

D9 Which of the following factors affected how positively or negatively you viewed this trip? *Check all that apply.*

❑ The number of fish I caught
❑ The types of fish I caught
❑ Trip conditions other than the fish (weather, ocean, company, crowding, etc.)
❑ Nothing specific about the trip – just like fishing
❑ Nothing specific about the trip – just like getting away from it all
❑ Other, *please specify* _____

SECTION E
About You and Your Household

The following questions will help us learn more about groundfish anglers. The information you provide will remain strictly confidential and you will not be identified with your answers.

E1 What is your age?

❑ Under 18 years
❑ 18 - 24
❑ 25-34
❑ 35-44
❑ 45-54
❑ 55-64
❑ 65 years and older

E2 You are: ❑ Male ❑ Female

E3 Are you Hispanic or Latino? *Please check one.*

❑ Yes ❑ No

E4 Which of the following best describes you? *Check all that apply.*

❑ American Indian or Alaska Native
❑ Asian
❑ Black or African American
❑ Caucasian or White
❑ Native Hawaiian or Other Pacific Islander
❑ Other (*please specify*) _____

E5 What is the highest level of education you have completed? *Check one box only.*

- ❑ Some high school
- ❑ High school graduate
- ❑ Technical or professional school
- ❑ Some college
- ❑ 4-year college graduate
- ❑ Postgraduate degree

E6 Including yourself, how many adults and children (under 18) live in your household?

_____ adults, including yourself _____ children

E7 Which of the following categories best describes your household's total annual income before taxes in 2013?

- ❑ Less than $25,000
- ❑ $25,000 - $34,999
- ❑ $35,000 - $49,999
- ❑ $50,000 - $74,999
- ❑ $75,000 - $99,999
- ❑ $100,000 - $149,999
- ❑ $150,000 - $199,999
- ❑ $200,000 or more

Thank you for participating in this survey!

Your responses will be combined with the responses of other anglers to help us better understand what groundfish anglers are like, what is important to them, and how groundfish regulations affect their enjoyment.

Please feel free to provide comments below regarding the survey, fishing regulations, or anything you would like us to know about your fishing experiences.

_____

_____

_____

_____

_____

_____

_____

APPENDIX A

REPORTS FROM FOCUS GROUPS FOR THE DEVELOPMENT OF THE CALIFORNIA RECREATIONAL GROUNDFISH SURVEY

Qualitative testing objectives

To evaluate the content, clarity, and flow of draft versions of the survey instrument. Members of the general public who had participated in recreational groundfish fishing in California within the last two years were recruited to voluntarily participate in focus groups. The qualitative testing period for this data collection was from August through December 2012.

Qualitative testing provided National Marine Fisheries Service (NMFS) researchers with the following information:

- how information in the survey was understood and perceived;
- whether the list of groundfish target species was complete and relevant to recreational fishermen;
- to learn about which factors contribute to the enjoyment of a groundfish fishing trip;
- to learn how current groundfish regulations affected their fishing experience;
- to test the ability of participants to recall groundfish fishing trip expenses within the last 12 and 24 months;
- to test whether the expenditure table was complete based on their fishing experiences; and
- other elements of the survey instrument noted during focus group discussions and interviews.

The information collected as a result of these focus groups helped to shape iterations of the survey instrument over the course of the qualitative testing period. Specific objectives and lessons learned from each focus group are summarized and detailed below. The actual "raw" notes and results from these groups are available upon request.

Focus group overview

Focus group participants were recruited in each city by a focus group facility contracted by the NMFS. Generally, we had more male participants show up than female participants. This is likely due to the fact that the majority of sport fishermen are men. Also, it was more difficult to recruit recreational fishermen (anglers) versus members of the "general public." Though each focus group facility was asked to recruit 12 possible participants for each focus group, we rarely had all 12 people show up on the day of the groups. In past experience with focus groups for other projects which had a broader focus on members of the general public, the rate of no-shows was higher for anglers than for the general public. Lastly, we also found that participants in our groups tended to be the more avid anglers. That is, recreational fishermen who went fishing more often. For our later focus groups (e.g., Los Angeles and our second set in San Francisco), we asked the focus group facilities to try to bring in more anglers with a broader range of fishing experience (e.g., those who fished less frequently).

Our requirements for all of our focus groups are listed below:

- Twelve individuals were recruited for each focus group to help ensure that at least nine participants showed up for each group.
- Local area residents were recruited using random recruitment methods. The specific method was left to the discretion of the focus group facility.
- A recruitment screener was provided to the contacted facility by NMFS researchers. Participation in recreational fishing in waters off of California within the last 24 months was the initial critical screening criterion. Other characteristics such as which fishing mode they used (private/rental boat, party/charter boat, jetty/pier/wharf, or beach/bank/shore), whether they targeted or caught groundfish, years of fishing experience, employment level, and gender were also used to screen participants. These characteristics were noted to ensure that each group consisted of a diverse group of participants. Over the course of the focus groups, the screener became more focused on rockfish or groundfish fishermen due to changes made in the survey instrument itself. Focus group screeners for each group are available upon request.

- The following requirements were followed for each group:

  - No more than nine participants in each focus group
  - One moderator (NMFS researcher) per group
  - One to two observers (NMFS researchers) per group
  - Two focus groups were conducted in each city. Either one focus group per night over two nights was conducted, or two focus groups were conducted sequentially on one day or night.
  - Each group lasted approximately 1.5 hours.
  - All groups were audio recorded with the consent of participants.
  - Draft survey instruments and moderator guides are available upon request.

Focus groups, San Francisco, CA
8/22 – 8/23/12

What we did

San Francisco was the location of our first set of focus groups conducted by NMFS researchers. These groups were an opportunity to test the first drafts of the survey instrument. For each focus group, the survey instrument was broken up into three handouts. There was one moderator and two observers for the first group and one moderator and one observer for the second group. There were 8 participants in the first group and 9 participants in the second group. Conducting these groups over two nights allowed for feedback from the first group to be incorporated into the handouts for the second group. Fairly significant changes were made to the handouts between the first and second groups. Lastly, the majority of recreational fishermen (anglers) in California are men. As a result, there were no more than one female in each of our focus groups at each location throughout our qualitative testing period.

Handout A introduced the survey, the survey's sponsor (NOAA Fisheries Services) and defined the scope of the survey (recreational fishing in California, specifically groundfish fishing).

Questions related to general saltwater recreational fishing behavior in California were asked such as number of years of fishing experience, number of days spent fishing in 2012 and 2011, whether they owned a boat, fishing modes used (beach/bank, pier/jetty, party/charter boat, private/rental boat), and target species.

Handout B (first group) and Handout C (second group) were focused on rockfish fishing in California: which fishing modes they used to catch rockfish, why they targeted rockfish (e.g., they just like fishing, they prefer certain sizes), which species they prefer, how often they reach the limits set by current regulations, and why they might not keep rockfish (e.g., not their preferred size or species). These questions, their format, and the response categories were evaluated.

Handout C (first group) and Handout D (second group) were intended to learn about fishing depth preferences of rockfish fishermen (anglers) and whether they would choose to fish in deeper depths if they were open. Information about possible species and sizes that might be caught in different depth categories was provided so that respondents had some information about fishing potential in these areas. Also asked were questions about why anglers might choose to fish in deeper depths relative to increased time or cost to get to those fishing areas.

What we learned

Overall, we found that recreational fishermen (anglers) had specific preferences for different groundfish species. For example, lingcod was a popular target species because they were bigger fish and the meat was sweet. Other species like black and blue rockfishes were easier to clean and olive rockfish were bigger fish. These species preferences were of interest to us; changes were made to these survey handouts, prior to our next set of focus groups in San Diego, to help us gain more information about these preferences. For example, we changed the format of Table 1 in Handout C and D.

Also, anglers were sensitive to different regulations. For example, making changes to the current groundfish bag limit (10 fish) was not popular because it was perceived that this was already very low. Some participants had fished during times when the bag limit was higher (e.g., 20-25 fish). Changes to current season lengths were less controversial, though some anglers preferred longer seasons. Length of season depended on where they fished so fishing location mattered when season length was discussed. Regarding depth restrictions, the majority of anglers were not very interested in changes to current restrictions. This appeared to be due to lack of fishing experience in these deeper depths (e.g., before these depths were closed), distance to these fishing grounds (e.g., the time that it would take to travel to deeper depths), and the time it would take to reel up a fish from those deeper depths.

Other comments led to the addition of a fourth handout between the first and second groups. Handout B in the first group was focused on rockfish fishing experiences specifically whereas Handout B used for the second focus group was focused on recent saltwater fishing trips in general. Handout C in the second group was focused on rockfish fishing specifically, thus more similar to Handout B tested in the first group. This change was made because we learned in the first group that rockfish was not always the primary target species; anglers may be fishing for something else and happen to catch rockfish. These anglers were accommodated in the second

focus group and given an opportunity to provide feedback about saltwater fishing in general, even if they did not target rockfish.

Handout A asked respondents for information about their general saltwater fishing experiences in California waters. Participants in both groups agreed that estimating the number of days they fishing in 2011 and 2012 was “hard” and a shorter time frame would likely provide more accurate estimates. For subsequent focus groups, this question was modified to ask about fishing activity in the last 12 months. The variety of target species listed in Question A5 was modified for subsequent groups with the addition of several species suggested by anglers in San Francisco.

As mentioned, Handout B varied between the two focus groups. Handout B in the first group was similar to Handout C in the second group. These handouts were perceived as straightforward by participants in both groups. Question B4 regarding species preferences resulted in a lively discussion about various species that were sought after because they were “tasty”, “trophy fish”, or “good fighters”. It was clear that anglers had preferences and these preferences were not easy to generalize across all groundfish anglers. Question B6 sought to gain information about how often anglers were limited by existing regulations. In the first group, it was rare that groundfish regulations limited their fishing activities. Handout C in the second group similarly asked about their rockfish fishing experiences and contained an expanded table of current groundfish regulations (relative to Handout B used in the first group). That is, in addition to bag and sublimits, size limits and non-retention of specific species were also mentioned. Similar to the first group, there was a lively discussion about species preferences and species that had “good flavor” or were a certain color. Also similar to the first group, anglers mentioned that they were rarely limited by existing groundfish regulations.

Handout B used in the second group was created between the first and second group, thus not tested in the first group. This handout was developed because we found that though anglers caught rockfish species, these were not always the species initially targeted. Handout B in the second group sought to gain information about saltwater sport fishing in general (whether or not they targeted rockfish) before presenting them with questions about rockfish fishing specifically. Questions in this handout included the date of their most recent saltwater trip, fishing mode used, which species were targeted and where they fished, why they chose to fish at that location, and estimated costs of that fishing trip (e.g., travel costs, food, bait, etc.). Several wording changes were suggested and incorporated (e.g., in Questions B5 and B6). In addition, we learned that some costs were more notable than others (e.g., launch fee, boat fuel, car fuel, party boat fees, and bait).

Handout C (first group) and Handout D (second group) were similar. These handouts sought to gain information about depth ranges that anglers currently fished at and whether there was interest in fishing in deeper waters that were currently closed to fishing. A table was provided that featured different depth ranges and the species and average sizes of those species that might be caught in those ranges. Generally, anglers were not very interested in fishing at deeper depths due to increased time to reach those fishing grounds and that “it is very hard to reel in a fish from 200-400 feet down.” A couple of anglers mentioned that they didn’t mind the closed areas because those areas helped contribute to sustainable fish populations. This idea – support for measures that helped to sustain fish populations – was added as a response category in the second group (Handout D, Question D3). However, many anglers indicated that they had never

fished in depths currently closed so they did not know how good or bad fishing would be in these areas. This was influential when answering questions about these depths. Other general comments were related to the "quality of fish" caught now versus in previous years. That is, the size of the fish are smaller. Some anglers did not seem to mind having a smaller bag limit if the fish they caught were bigger.

Focus groups, San Diego, CA
9/8/12

What we did

San Diego was the location of our second set of focus groups. These groups were an opportunity to test the changes we made since our groups in San Francisco. For each focus group, the survey instrument was broken up into five handouts: Sections A through E. There was one moderator and one observer per group. Each group was conducted sequentially on the same day. We had nine participants in each group. Handouts did not change between groups; however, the second group was focused on clarifying any issues that came out of the first group.

Section A was similar to Handout A in previous focus groups with questions such as years of saltwater fishing experience, whether they owned a boat, how many days fished in 2011 and 2012, the fishing mode they used and how often, and species targeted on those fishing trips. One additional question was added to this section which asked whether certain costs, such as travel cost or fishing gear, affected the number of trips they took in 2011 and 2012.

Section B was similar to Handout B in the second focus group in San Francisco. It asked questions about recent saltwater fishing experience in general: the date of the most recent fishing trip, what fishing mode they primarily used, which species they targeted, where they went, and why they chose that particular location.

In Section C, we were again interested in learning about their more specific fishing experience relative to rockfish. However, in this version of the survey, we changed the wording from "rockfish" to "groundfish" in order to encompass a larger range of target species. This section sought information about which modes they used to fish for groundfish, why they fish for groundfish, what types of groundfish they would choose to keep and why they would keep them.

Section D intended to elicit feedback about how often current regulations (bag limits, sublimits, size limits, and non-retention of particular species) affected their fishing experience. There were also questions about why they might not keep all the groundfish they keep (excluding regulatory limits), how often they keep all the groundfish they catch, and how their fishing experience is affected by having to release some of those groundfish. Lastly, questions were asked about current depth restrictions relative to the recreational management area they did most of their fishing in: what depths they typically fished in, what depths they might choose to fish in if they could, and why they had these particular depth preferences.

Finally, Section E was focused on groundfish trip preferences: what specific groups of groundfish they would like to catch and how many, and why they have these preferences. This question was structured as a conjoint/discrete choice question.

What we learned
Overall, we found the anglers in San Diego to be less experienced in fishing for rockfish (a subset of groundfish) than our anglers in San Francisco. However, they preferred the term, "bottomfish" rather than "groundfish". The perception was that "groundfish" was more "academic" and not used as often. Generally, the suggestion was that whichever term we used, we needed to define it very clearly because the term might refer to different species depending on the experience level and preferences of the angler. Other terms we used but were unfamiliar to our participants included: boscos, CPFVs, and benthic. Also, our focus groups participants emphasized to us that the species variety in San Diego is different than in San Francisco. It was suggested that we have different surveys for different areas of California. This last suggestion, though a good one, will not be possible due to the difficulty in matching anglers by their residence to their fishing location. That is, anglers who live in southern CA may have spent their most recent groundfish fishing trip in northern CA, but we would not know this in advance of mailing them a survey. It was also suggested that we add pictures of each fish we were interested in because some anglers were not always sure what they were called but could likely recognize them.

For Section A, we again received feedback that the two year recall period for the number of days spent saltwater fishing, was too long and hard to remember with great accuracy. Regarding different fishing modes, it was mentioned that spearfishing and snorkeling were modes sometimes used by anglers but it was unclear which mode it might fit into in Question A4. We may want to explicitly mention spearfishing and snorkeling/diving in subsequent versions of the survey. For Question A5, additional target species caught in waters off of San Diego were mentioned by participants. These included corbina (a type of croaker), yellowtail jack, Humboldt squid, and "bait fishes" such as mackerels. In Question A6, it was suggested that a "boat maintenance/repair" and a "tips" category be added to the cost table. Lastly, a wording change for this question was suggested, from "Affected number of trips" to "Frequency of trips".

In Section B, most of the feedback we received was related to wording changes, re-formatting and re-categorizing response categories in questions, and adding additional target species (similar to suggestions given in Question A5). For example, regarding fishing modes in Question B2, the difference between a "party" and "charter" boat was not clear to some anglers. In subsequent survey versions, we chose to combine these categories to alleviate any confusion. It was also mentioned to us that target species off of San Diego can be temperature dependent. That is, when sea surface temperatures are warmer (e.g., above 60 degrees), there are fewer types of fish available to catch. Target species in southern California seems to depend on the season, more so than in other parts of CA. Also as mentioned in the overview for these San Diego groups, the term "groundfish" was not a common term for most people. "Bottomfish" was suggested as an alternative. For Question B5 regarding why they chose their particular fishing location, some additional categories were suggested such as whether parking was available and free, the style or type of fishing (e.g., whether a new fishing technique was being used), checking into fish reports (such as "976 bite" or "fish dope"), and a location where they have had previous success. These additional categories were mentioned as factors that influenced their choice of fishing location on a given day.

It was emphasized several times the terminology used in Section C, whether groundfish or bottomfish, be defined clearly. That is, participants requested that we define which species are included (rockfish, lingcod, etc.) and are not included (halibut, sheephead, etc.). There was also a discussion in the second focus group about "top" and "bottom" fish; more reason to define these terms clearly. These suggestions were important ones and clarified in subsequent survey versions. Regarding what interests anglers about catching groundfish (Question C2), additional response categories were suggested such as catching a legal sized fish (which often meant they were bigger fish), whether there was a "freezer special" for a particular party boat trip, and whether or not an angler even ate groundfish. For Question C4, the species categories listed for this question seemed a bit problematic because they were not understood by anglers to encompass all the species they were interested in targeting and catching. Also, terminology such as "benthic" were not well understood (and unfortunately, not defined in the survey by us!). Additional target species such as barracuda and treefish were suggested. It was also suggested that we list the species individually rather than group them and provide pictures of each fish. For Question C5, additional categories such as "easy to catch" were suggested as reasons why they may prefer to keep particular types of groundfish.

In Section D where we asked anglers about how they are affected by existing groundfish regulations, we added size and non-retention of certain species for these San Diego groups. No one seemed to have a problem filling out the table (Question D1). Regarding the questions about depth preferences, for depths greater than 360 feet it was mentioned that they would have to travel to Mexican waters, an area not covered in this survey. Also similar to our San Francisco groups, many people were not familiar with fishing in areas currently closed; they did not know whether or not they would enjoy fishing in those deeper depths if they were open. Travel time and the time it would take to reel up fish from deeper depths were also mentioned.

In Section E and as noted above, we learned that "benthic" was not a word that anyone was familiar with. This should be changed to "fish that live on the bottom" or terminology more familiar to anglers. Also, the categories that defined target species as "bigger" or "smaller" seemed to bias some anglers toward the "bigger" groundfish category and against the "smaller" one. It was also noted that "rockfish" are also known as "rockcod"; the terms are synonymous for anglers. Also, these San Diego groups were the first ones where we formatted species preferences in a conjoint or discrete choice type format. The combination of the conjoint table format and the unfamiliar species categories we used (e.g., "smaller benthic") created confusion for some anglers, making the table hard for some to interpret. Additionally, someone in our second focus group suggested that the instructions to the table should emphasize that these were "hypothetical trips." Lastly, it was noted that the length of a trip for Trip A and Trip B was critical for determining how much they were willing to spend for that trip. For example, party boat trips vary in length (e.g., half day, three-quarters day, full day, "twilight") and therefore cost. The instructions and questions related to this table did not specify trip length. These, as well as other issues mentioned in the above section, were considered and updated for our next set of focus groups in Los Angeles.

Focus groups, Los Angeles, CA
11/7/12

What we did

Los Angeles was the location for our third set of focus groups. For these groups we tested five sections, as well as two figures not tested in previous groups. The handouts were the same for both groups but the discussion in the second group was focused on aspects of the survey that we found problematic or particularly interesting in our first group. There were nine participants in our first group and eight participants in our second group. These groups were held sequentially on a Wednesday evening. There was one moderator and one observer for each group.

Section A for these focus groups was almost identical in format and questions with the previous groups. That is, it was focused on their general saltwater fishing experiences, particularly those in waters off of California. Changes included additional target species (Question A5) and more explicit cost categories (Question A6). This handout seemed to be pretty close to a final version. That is, very few if any questions or edits were suggested by our focus group participants.

Section B was also similar to the handouts shown in our Los Angeles groups with the exception of additional target species (Question B3) and reasons for choosing a particular fishing location (Question B5). This handout seemed to be pretty close to a final version as well. As in our previous groups, this handout was focused on their most recent saltwater sport fishing trip in waters off of California.

Similar to previous groups, Section C was focused the participants' experience fishing for "bottomfish" in waters off of California. This handout now contained only two questions: one about how often they fished in different fishing modes and the second on what interests them about catching "bottomfish". As in past groups, the "bottomfish" terminology was confusing because in the minds of some anglers, this term automatically included flatfishes such as halibut; species which we are not interested in learning about at this time. This term was changed for our last set of focus groups in San Francisco (described in more detail in the next section).

Section D was focused on current regulations related to bottomfish and how these regulations affected their fishing experience. Questions about depth preferences (Question D3 through D6) were again of interest to us.

Figures 1 and 2 were added to these Los Angeles focus groups. These handouts depicted pictures of six species of rockfish (Figure 1) and ten species of "bottomfish" (Figure 2). These pictures were depicted with their common names (e.g., bocaccio, ocean whitefish) as well as their average size, as summarized from existing catch data from our state agency partner, the California Department of Fish and Wildlife (CDFW). For each of these figures, each moderator had a list of three to four questions to generate discussion about whether participants recognized the species by name and/or by picture, whether the species were commonly caught, and which ones they preferred to catch and why.

Section E depicted the conjoint/discrete choice table first introduced in our Los Angeles groups. In addition, this handout built off of Figures 1 and 2 and specifically asked participants to substitute Species W through Z in the table (Question E2) with the species they preferred to catch from Figures 1 and 2. Using these self-reported, preferred target species, participants were then asked to choose between Trip A (some number of fish caught), Trip B (different number of fish caught), and Option C (do something other than Trips A or B). In addition, a cost table

(Question E1) was included in this handout to gain information on how much each participant spent on their last bottomfish fishing trip. They were asked to sum their costs in this table and apply it to the conjoint table in Question E2. This proved to be a challenging exercise, as will be described in more detail below.

What we learned

Overall, though "bottomfish" was a term more familiar to our participants than "groundfish" (as was found in our previous groups), they interpreted bottomfish to always include halibut and other species. These other species are not of interest to us for this survey so we will not use the "bottomfish" term in subsequent survey versions. Instead, we realized that we needed to better define which species are included when we refer to "groundfish". Also as mentioned in our previous groups, anglers wanted pictures of the different species and appreciated the pictures we used in Figures 1 and 2. These types of pictures, with modifications, were incorporated into the handouts for our final set of focus groups (again in San Francisco) detailed in the next section.

Section A was generally straightforward for our Los Angeles focus group participants. However, as mentioned in all of our previous groups, having to remember the number of fishing days in 2011 (vs. 2012) was challenging. This was finally updated in our last set of focus groups in San Francisco, described in more detail below. A small change to Question A2 was suggested because we had one participant who formerly owned a boat and was unsure how to answer this question. We added the word, "currently" to clarify this. Other target species suggested for Question A5 included yellowtail (type of tuna) and sand dabs. For Question A6, it was suggested we explicitly mention beverages, tips, fish cleaning, and galley fees in our cost categories for this question. At least one participant mentioned that time rather than cost was more of a constraint on how frequently they went fishing. Also regarding these cost categories, one participant mentioned, and several agreed, that the cost of gasoline influenced how many times they went fishing and the location they fished at. This referred to either boat or car fuel.

Section B was fairly straightforward for these focus groups. Suggested changes included adding additional target species (Question B3) and additional response categories for why they chose the fishing location they did (Question B5). These additional response categories included ocean conditions such as tides and currents, the type of "structure" available on the beach, how much time they had to go fishing, whether there was a "special deal" available (e.g., senior discounts or kids fish free, etc.), and the current gasoline prices which would dictate how far they were willing to travel by car or by boat. These were suggestions easily incorporated in our subsequent handouts.

Similar to Section B, Section C was also fairly straightforward for our focus group participants. The discussion for this section focused on what target species they wrote into the "Other" response category in Question C2 and why they liked to catch those species (e.g., good size and taste). It was also mentioned during this discussion that during certain times of the year, rockfish were the only species that you could catch.

Some wording changes were suggested for Section D. Otherwise, this section also seemed fairly straightforward for these anglers. Specifically, the word "impacted" in the table in Question D1 was not preferred by several participants. Instead, wording such as "constrained" or simply

rewording the question to, “How often have you reached these limits?” were suggested. Other than these suggestions, the discussion on this section focused on the fact that almost all anglers in these groups had not fished in the now closed depths. Only one angler mentioned having fished in “Cherry Bank” which had depths up to 650 feet. Thus, most anglers did not have experience or insight into whether fishing in deeper depths would yield larger fish, species they preferred, or would be enjoyable in general. These comments were similar to what we heard in our previous sets of focus groups.

Figures 1 and 2 generated a lot of discussion in both groups about these species as well as the many others we did not depict in these handouts. That is, there are many other species these anglers targeted and were therefore curious as to why those species were not included. We also received many questions about the average size information that was provided on the handouts. Many anglers said that the sizes looked very small relative to what they had experience with. Through this discussion, we realized that the average sizes might have been in kilograms rather than pounds; a mistake on our part. Also, information about common names used by anglers for various species was also gleaned from these discussions. For example, a flag rockfish is sometimes known as a “barber pole” and a gopher rockfish is sometimes known as “sugar bass”. Reasons as to why they preferred some species over others was also discussed.

Section E as formatted and worded proved to be fairly challenging for our focus group participants in both groups. Question E1 which asked participants to list and sum their costs from their most recent bottomfish trip was not too difficult. We received suggestions that we should emphasize that the table not include costs spent prior to that fishing trip. We also received suggestions to add “fishing cleaning”, “tips” (again), and “parking and boat launch” fees. Also, some participants mentioned that seeing their total cost from their most recent trip was a surprise. They did not realize they had spent so much. However, these same participants mentioned they would still go fishing regardless of these costs because they were “addicts”.

What did prove more difficult for this section was taking the sum from the cost table and translating it into the conjoint/discrete choice table in Question E2. Taking their favorite species from Figures 1 and 2 and translating them to the table in Question E2 was also challenging for some. The challenge was generally more concerned with how the instructions were worded. These instructions were not very clear. Once described verbally, these questions were not as difficult to these anglers. However, we found it challenging to word the instructions in a way that resonated with all participants. Some participants did understand the purpose of the table: to change the composition of their 10 fish limit to see which trip they preferred, relative to changes in trip cost. However, due to the diversity of groundfish species that are favored by different anglers, this type of table, question, and instruction format may not work successfully on a larger scale.

Focus groups, San Francisco, CA
12/12 – 12/13/12

What we did

Our final set of focus groups for this project were conducted in San Francisco. We would have preferred to conduct a set of focus groups in northern California but no focus group facility could be located in that area. Additionally, we were told by our CDFW state agency partners that finding anglers in that less populated region of the state would be more challenging and require more time and expense. We had eight participants in each of these San Francisco focus groups. Each group had one moderator and one observer, and was held over two nights. This allowed time for making changes to the handouts if necessary. There were five handouts and two figures used in the first group, and a total of four handouts for the second group. The survey was shortened to four handouts due to length.

Section A for the first focus group was nearly identical to previous versions tested in the last two sets of groups. One main difference was that Question A2, regarding how many days spent saltwater fishing, was focused on 2012 only rather than 2011 and 2012. Additional target species for Question A5 (Q4 in the second group) were mentioned in both groups, particularly shellfish such as abalone, other invertebrates such as lobster, and other tunas in addition to albacore. In Question A6 (first group) regarding how costs affected the frequency of fishing trips, clarification for the cost category regarding time and time constraints was requested. For the second focus group, this question was removed due to the length of the survey overall.

Section B for the first focus group was very similar to previous versions. One change was the addition of a question about how long their most recent fishing trip was (Question B2). This was added due to concerns in our Los Angeles focus groups that the cost of a fishing trip was directly related to the length of that trip.

Additionally, Sections A and B tested in the first focus group were combined and into one section, Section A, for the second focus group. This new Section A for the second group was significantly shorter than tested previously, focused on saltwater sport fishing and the number of days spent in each mode. Questions regarding their most recent saltwater sport fishing trip were no longer asked due to length and the intent that this survey focus on groundfishing specifically.

Section B tested in our second focus group was focused on groundfish fishing experiences and was more similar to Section C tested in the first group. However, the format and composition of the questions tested in the first group were changed for the second group. For example, rather than identifying how frequently an angler fished in each fishing mode in 2012, they were asked to specify the number of days they spent fishing in those modes. Also, rather than ask anglers to list favorite and least favorite rockfish species and why they like to catch groundfish in general, they were asked to describe a typical groundfish trip in terms of trip length, location, and why they chose that location. In the final version of the survey (Attachment 1), the focus for this section was their most “recent” groundfish fishing trip rather than their “typical” trip. This was changed so that information would be collected for a randomly selected trip rather than one they might find more memorable or typical.

As mentioned in the previous paragraph, some elements and ideas from Section C tested in the first group were incorporated into Section B tested in the second group.

Section D tested in the first group and Section C tested in the second group were both focused on how groundfish regulations affected the fishing experience of anglers. Only change made for the second group was the addition of a question about what interests them about catching groundfish (Question C4 in the second group, taken from Question C2 in the first group).

Figures 1 and 2 tested in the first group were similar to the handouts tested in Los Angeles. Average weights of the different target species were updated to better reflect what sizes anglers may have experience with (a criticism when testing these handouts in Los Angeles). Anglers were asked whether they recognized these species by name or picture, and whether they were commonly caught or targeted.

Section D tested in the second group focused on costs incurred on their typical groundfish fishing trip (Question D1), species preferences and trade-offs between species (Question D2), and whether they would take the trip mentioned in the previous two questions given a change in cost (Question D3) or species composition (Question D4). This handout reflected feedback we heard in our first focus group as well as feedback from previous groups relative to the conjoint/discrete choice table tested in Section E (first focus group).

Section E tested only in the first group included questions about their most recent groundfish trip such as trip length (Question E1), a table for telling us about trip expenditures (Question E2), a conjoint/discrete choice table to elicit species trade-offs relative to different trip costs (Questions E3 and E4), and why they chose the trip they did (Questions E5 through E7). Only the first two questions were retained for our second focus group.

What we learned

Overall, we learned that the conjoint/discrete choice table was not going to work for this survey due to the large number of desirable groundfish species that anglers' target. Instead, we reformatted some of the survey questions to elicit feedback about a wider range of species rather than limiting them to only three or four, as was the case in the conjoint table. In addition, the most recent version of the survey (tested in the second focus group) was much more groundfish-focused. We removed some of the broader, saltwater fishing questions to reduce the survey's length and to get the respondent thinking about groundfish earlier in the survey. In general, we were confident with Sections A through C after this last set of focus groups. The last section, Section D, seemed more understandable than previous versions of the survey but would require some wording changes to ensure that it was understandable to a wider range of respondents.

Also, the version of the survey we tested in our first group took participants a maximum of 33 minutes to complete. This was more than we would prefer; our goal was to develop a survey that could be completed within 25 minutes on average. Changes to Section E and the conjoint/discrete choice table in particular would need to be made prior to the second group. Specifically, the handouts for the second group did not include a conjoint table. Instead, we focused on having anglers identify their species preferences given two different bag limits (10 versus 7 fish per bag per day). This version of the survey took participants a maximum of 24 minutes to complete. This was preferable given our 25 minute per survey goal.

Sections A and B tested in the first focus group (comprised of seven and six questions, respectively) were shortened and combined into one Section A for the second group (comprised of four questions). These handouts were focused on saltwater fishing in general. We determined that we were overemphasizing general saltwater fishing experience at the expense of more groundfish-focused questions.

Section C in the first group and Section B in the second group were similar in their focus on groundfish fishing experiences. Relative to the handout tested in the first group, less emphasis was made on specific species in the handout tested in the second group. This change was made because more species-specific questions were tested in the handout in the second group.

Section D in the first group and Section C in the second group were similar in their focus on groundfish regulations and their effect on anglers. The handouts tested in each group were nearly identical and our participants did not seem to have difficulty understanding and responding to these questions.

Figures 1 and 2 and Section E tested in the first group, helped to inform and frame Section D tested in the second group. As in our Los Angeles groups, taking the sum of their expenditures (Question E2) and translating it over to the conjoint table (Questions E3 through E5), as well as understanding and responding to the conjoint table, was difficult for participants. This format did not seem to work well so for the second group, we opted to test a more straightforward, multi-species table where anglers could pick and choose which species they preferred given different total bag limits (10 and 7 fish bag limits). This allowed us to see which species they were choosing between while providing a table format that was more easily read and understood.

DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

Proposed Information Collection; Comment Request; California Recreational Groundfish Survey

AGENCY: National Oceanic and Atmospheric Administration (NOAA), Commerce.

ACTION: Notice.

SUMMARY: The Department of Commerce, as part of its continuing effort to reduce paperwork and respondent burden, invites the general public and other Federal agencies to take this opportunity to comment on proposed and/or continuing information collections, as required by the Paperwork Reduction Act of 1995.

DATES: Written comments must be submitted on or before August 26, 2013.

ADDRESSES: Direct all written comments to Jennifer Jessup, Departmental Paperwork Clearance Office, Department of Commerce, Room 6616, 14th and Constitution Avenue NW., Washington, DC 20230 (or via the Internet at *JJessup@doc.gov*).

FOR FURTHER INFORMATION CONTACT: Requests for additional information or copies of the information collection instrument and instructions should be directed to Rosemary Kosaka, (831) 420–3988 or *Rosemary.Kosaka@noaa.gov.*

SUPPLEMENTARY INFORMATION:

I. Abstract

The National Marine Fisheries Service (NMFS) plans to collect data to increase the agency's understanding of California saltwater angler preferences relative to Pacific groundfish. Pacific groundfish caught in California's recreational fishery include about 17 species of rockfish, as well as lingcod, cabezon, and California scorpionfish. The number and diversity of species caught in this fishery poses a regulatory challenge for State and Federal fisheries managers. Information to be collected pertains to anglers' recreational saltwater fishing activities in California (including groundfish); their attitudes and preferences regarding particular groundfish species and groundfish regulations; and angler demographics. The data collected will provide NMFS, as well as state agency partners such as the California Department of Fish and Wildlife (CDFW), with information useful for understanding current groundfish fishing behavior and possible responses to potential regulatory changes.

II. Method of Collection

A random sample of recreational anglers who target groundfish in California will be asked to complete a voluntary mail-based survey questionnaire.

III. Data

OMB Control Number: None.

Form Number: None.

Type of Review: Regular submission (request for a new information collection).

Affected Public: Individuals or households.

Estimated Number of Respondents: 1,500.

Estimated Time per Response: 25 minutes.

Estimated Total Annual Burden Hours: 625.

Estimated Total Annual Cost to Public: $0.

IV. Request for Comments

Comment are invited regarding: (a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden (including hours and cost) of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

Comments submitted in response to this notice will be summarized and/or included in the request for OMB approval of this information collection; they also will become a matter of public record.

Dated: June 20, 2013.

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

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BILLING CODE 3510–22–P

DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

Science Advisory Board (SAB)

AGENCY: Office of Oceanic and Atmospheric Research (OAR), National Oceanic and Atmospheric Administration (NOAA), Department of Commerce (DOC).

ACTION: Notice of Open Meeting.

SUMMARY: The Science Advisory Board (SAB) was established by a Decision Memorandum dated September 25, 1997, and is the only Federal Advisory Committee with responsibility to advise the Under Secretary of Commerce for Oceans and Atmosphere on strategies for research, education, and application of science to operations and information services. SAB activities and advice provide necessary input to ensure that National Oceanic and Atmospheric Administration (NOAA) science programs are of the highest quality and provide optimal support to resource management.

Time and Date: The meeting will be held Tuesday, July 23, 2013 from 2:00 p.m. to 5:00 p.m. EDT and Wednesday, July 24, 2013 from 1:00 p.m. to 4:05 p.m. EDT. These times and the agenda topics described below are subject to change. Please refer to the Web page *http://www.sab.noaa.gov/Meetings/meetings.html* for the most up-to-date meeting agenda.

Place: Conference call. Public access is available at 1315 East-West Highway, Room 11836 in Silver Spring, MD. Please check the SAB Web site *http://www.sab.noaa.gov/Meetings/meetings.html* for address and directions to the meeting location. Members of the public will not be able to dial in to this meeting.

Status: The meeting will be open to public participation with a 10 minute public comment period on July 24 from 1:05–1:15 p.m. (check Web site to confirm time). The SAB expects that public statements presented at its meetings will not be repetitive of previously submitted verbal or written statements. In general, each individual or group making a verbal presentation will be limited to a total time of two (2) minutes. Individuals or groups planning to make a verbal presentation should contact the SAB Executive Director by July 17, 2013 to schedule their presentation. Written comments should be received in the SAB Executive Director's Office by July 17, 2013 to provide sufficient time for SAB review. Written comments received by the SAB Executive Director after July 17, 2013 will be distributed to the SAB, but may not be reviewed prior to the meeting date. Seating at the meeting will be available on a first-come, first-served basis.

Special Accommodations: These meetings are physically accessible to people with disabilities. Requests for special accommodations may be directed no later than 12 p.m. on July 17, 2013, to Dr. Cynthia Decker, SAB Executive Director, SSMC3, Room