

State of California
Department of Fish and Wildlife

Memorandum

Date: 20 January 2016

To: Marty Gingras
BDR-IEP Operations Program Manager
Department of Fish and Wildlife

From: Michael D Harris
Environmental Scientist
Department of Fish and Wildlife

Subject: Results of Nov 19–Dec 21 (2015) Pilot Sturgeon Angler Phone Survey

This report describes data, methods, and algorithms used in a phone survey (survey) that was developed to question “avid” anglers who had not returned their Sturgeon Fishing Report Card (Card). The purpose of the survey was to learn why these avid anglers did not return their Cards, to estimate the catch documented by avid anglers on Cards that had not been returned to us, and to learn about emphasis for additional outreach regarding the Department’s sturgeon population study and about the regulation requiring timely submission of Cards or on-line reporting of Card data.

Prior to conducting the survey, we created a list of 1,000 randomly-selected avid anglers who had not returned at least one 2013 or 2014 Card. For the purposes of the survey, we characterized avid anglers as those who purchased 2013-2015 Cards at least two years in a row (e.g., 2013-2014, 2014-2015). We excluded anglers who had not turned in their 2015 Card, because 2015 Cards were not past due.

At the start of the survey, the Pollster told the listener that the call is a survey about sturgeon fishing and asked to speak with the angler. The angler was then asked to participate in the survey. If the angler agreed to participate in the survey, the Pollster then asked the questions on the Report Card Survey Form (Appendix A). At the end of the call, the time was recorded, the angler’s name and the date were recorded, and the Pollster made the next call.

The survey protocol initially required ending the call if it went to voicemail. We later revised the protocol by requiring the Pollster to leave a voicemail message describing the survey and leaving a return phone number.

We made calls to 1,000 anglers, received return calls from some anglers, and spoke with 343 anglers. Call duration ranged roughly 2-3 minutes when answered via voicemail and roughly 3-4 minutes when the Pollster spoke with the angler.

Of the anglers we spoke with, about 40% said they returned their Cards or submitted their data on-line and most who did not return their Cards or submit their data on-line said they decided not to (Table 1).

About 60% of the anglers we spoke with said they fished for sturgeon. When anglers reported catching sturgeon, we asked them how many White Sturgeon they kept, how many White Sturgeon they released, and how many Green Sturgeon they released (Table 2).

Of the anglers who responded about the sturgeon population study, 53% said that they were aware of the study.

Of the anglers who responded about the regulation requiring timely submission of Cards or on-line reporting of Card data, 42% said that they were aware of the regulation.

Table 1. Response by anglers asked if they had returned a Card

		2013	2014
Did Return Card?			
	Method		
Yes	By hand	5	9
	By mail	42	34
	By web	17	29
	Reason		
No	Forgot	7	7
	Did not know how	12	13
	Decided not to	60	71

Table 2. Number of sturgeon kept and released from anglers surveyed

WST Kept			
		2013	46
		2014	41
		Total	87
WST Released			
		2013	339
		2014	373
		Total	712
GST Released			
		2013	4
		2014	12
		Total	16

Appendix A . Survey form



2015 Sturgeon Report Card Phone Survey

If listener suggests calling back at a another time or day, write that here:

Introduction

Hello. My name is <Your Name> and I'm doing a survey and am with the Department of Fish and Wildlife. May I speak with _____ for a couple of minutes about sturgeon fishing?

Survey Questions

1) Did you fish for sturgeon during 2013 or 2014?

Yes: Go to 2 and/or 3 as appropriate.

No: Thanks for your help. That's all we want to ask. Have a good day or evening.

2) Did you return your 2013 Sturgeon Fishing Report Card or report the data on your 2013 Sturgeon Fishing Report Card?

Yes: Thank you. Did you send it by mail, enter it on DFW's web site, or deliver it by hand to a DFW Office?

No: (a) OK. Did you forget, decide not to, or did you not know how?

(b) How many white sturgeon did you keep? 0

(c) How many white sturgeon did you release? 0

(d) How many green sturgeon did you release? 0

3) Did you return your 2014 Sturgeon Fishing Report Card or report the data on your 2013 Sturgeon Fishing Report Card?

Yes: Thank you. Did you send it by mail, enter it on DFW's web site, or deliver it by hand to a DFW Office?

No: (a) OK. Did you forget, decide not to, or did you not know how?

(b) How many white sturgeon did you keep? 0

(c) How many white sturgeon did you release? 0

(d) How many green sturgeon did you release? 0

4) Did you know that we put a small white disk tag on some sturgeon and offer a reward for the return of the tags?

Yes: Great. The information helps protect the fishery and population. Can I give you a number to call if you ever have a question about those tags? The number is 209-234-3666.

No: The tag has a code on one side and a dollar amount on the other. The rewards are \$20, \$50, \$100, and \$150. If you clip return the tag to the Department along with information about where and when you caught the fish, we will send you information about the fish you caught and a check. Can I give you a number to call if you ever have a question about those tags? The number is 209-234-3666.

5) Did you know that the fishing regulations require that 2015 Sturgeon Fishing Report Cards be returned to the Department of Fish and Wildlife by January 31, 2016 or reported on-line by that date?

Yes: Great. The information from Sturgeon Fishing Report Cards helps us protect the fishery and population. Can I give you a number to call if you ever have a question about Sturgeon Fishing Report Cards? The number is 209-234-3666.

No: OK. It is section 1.74, which is on page 13 of the regulations booklet. The information from Sturgeon Fishing Report Cards helps us protect the fishery and population. Can I give you a number to call if you ever have a question about Sturgeon Fishing Report Cards? The number is 209-234-3666.

NOTES

- Time of call? 2:45 pm
- Was there a language barrier? (yes, no)
 - If yes, what language? _____
- Was listener 'hostile'? (yes, no)
- Other thoughts?

