

State of California
Department of Fish and Wildlife

Memorandum

Date: August 11, 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 Jun 21-Aug 5 Pilot Sturgeon Angler Phone Survey

This report describes data, methods, and algorithms used in a phone survey (survey) that questioned “avid” anglers who had not returned their 2015 Sturgeon Fishing Report Card (Card).

The purpose of the survey was to learn why 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, Jason DuBois created a list of 1,000 randomly-selected avid anglers who had not returned their 2015 Card. For the purposes of the survey, we characterized avid anglers as those who purchased a Card in 2014 and 2015.

I made all the calls. When a call went to voicemail, I left a message describing the survey and I left a return phone number. If the call was answered, I told the listener that the call is a survey about sturgeon fishing and asked to speak with the avid angler. If I spoke with the avid angler, I asked the avid angler to participate in the survey. If the avid angler agreed to participate in the survey, I asked the questions on the Report Card Survey Form (Appendix A). At the end of a call, I recorded the time, the avid angler’s name, the date, and notes.

I made calls to 1,000 avid anglers and spoke with 248 avid anglers. Call duration ranged roughly 2-3 minutes when answered via voicemail and roughly 3-4 minutes when I spoke with the angler.

Of the 248 avid anglers I spoke with, 4 said they returned their Card by hand, 31 said they returned their Card by mail, 27 said they provided their Card data on-line, 13 said they did not know to return their Card, 13 said they forgot to return their Card, and 80 said they decided not to return their Card.

Of the 248 avid anglers I spoke with, 132 said they fished for sturgeon. Those 132 avid anglers said they kept 19 White Sturgeon, released 152 White Sturgeon, and released 3 Green Sturgeon.

Of the 237 avid anglers who answered the question about the regulation requiring timely submission of Cards or on-line reporting of Card data, 93 said they knew about the regulation.

Of the 239 avid anglers who answered the question about the Department's sturgeon population study, 135 said they knew about the study.

6-24-2016

Phone Survey for 2015 Sturgeon Report Cards

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 for 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 2015?

Yes: OK. [Go to 2]

No: Ok. We have just two more quick questions. [Go to 3 and 4]

2) Did you return your 2015 Sturgeon Fishing Report Card or report the data on your 2015 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? 1

(c) How many white sturgeon did you release? 1

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

3) 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 and 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.

4) Did you know that the fishing regulations require that 2016 Sturgeon Fishing Report Cards be returned to the Department of Fish and Wildlife by January 31, 2017 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.

5) Thanks again for your help. Have a good day or evening.

NOTES

- Time of call? 3:15 pm
- Was there a language barrier? (yes, no)
 - If yes, what language? _____
- Was listener 'hostile'? (yes, no)
- Other thoughts?
