

Memorandum

Date: 02-Feb-2017

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

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

Subject: Results of 21-Dec-2016 to 30-Jan-2017 Pilot Sturgeon Angler Phone Survey

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

The purpose of the survey was to learn why non-avid anglers did not return their Cards, to estimate the catch documented by non-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 created a list of 1,000 randomly-selected non-avid anglers who had not returned their 2015 Card. For the purposes of the survey, we characterized non-avid anglers as those who — for the timeframe 2014-2015 — purchased only a 2015 Card.

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

Michael made calls to about 1,000 non-avid anglers and spoke with 260¹ of them. Call duration ranged roughly 2-3 minutes when answered via voicemail and roughly 3-4 minutes when he² spoke with the non-avid angler.

Of the 228 non-avid anglers who answered on-topic, two said they returned their Card by hand, 16 said they returned their Card by mail, and 5 said they provided their Card data on-line.

Of the 228 non-avid anglers who answered on-topic, 88 said they did not know to return their Card, 1 said he/she forgot to return their Card, 12 said they decided not to return their Card, and 12 could not remember whether or not they returned their Card.

Of the 228 non-avid anglers who answered on-topic, 100 said they fished for sturgeon. Those 100³ non-avid anglers said they kept 6 White Sturgeon, released 40 White Sturgeon, and released 0 Green Sturgeon.

Of the 180 non-avid anglers who answered on-topic, 23 said they knew about the regulation requiring timely submission of Cards or on-line reporting of Card data.

Of the 145 non-avid anglers who answered on-topic, 51 said they knew about the Department’s sturgeon population study.

¹ Thirty-two (32) of whom hung up during Michael’s introduction

² Erratum: corrected from “I” to “he” on 13-Feb-2017

³ Erratum: corrected from 99 to 100 on 13-Feb-2017