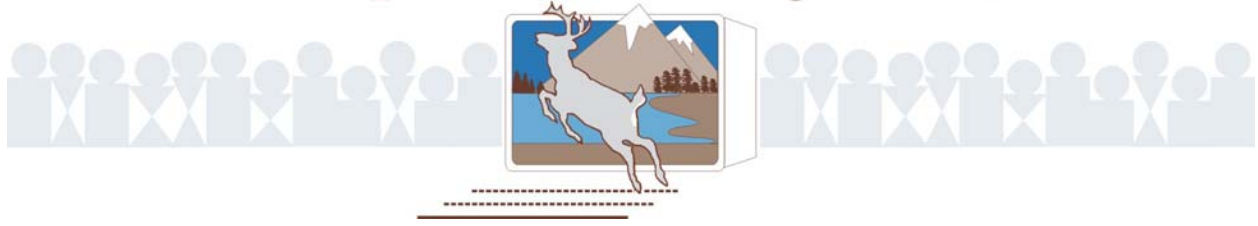


# Responsive Management



## **MONTEREY BAY AREA RESIDENTS' OPINIONS ON THE MANAGEMENT OF THE MONTEREY BAY NATIONAL MARINE SANCTUARY**

**Conducted for the Alliance of Communities for Sustainable Fisheries**

**by Responsive Management**

**2009**

# **MONTEREY BAY AREA RESIDENTS' OPINIONS ON THE MANAGEMENT OF THE MONTEREY BAY NATIONAL MARINE SANCTUARY**

**2009**

## **Responsive Management National Office**

Mark Damian Duda, Executive Director  
Martin Jones, Senior Research Associate  
Tom Beppler, Research Associate  
Steven J. Bissell, Ph.D., Qualitative Research Associate  
Andrea Criscione, Research Associate  
James B. Herrick, Ph.D., Research Associate  
Joanne Nobile, Research Associate  
Amanda Ritchie, Research Associate  
Carol L. Schilli, Research Associate  
Megan Wilkes, Research Associate  
Tim Winegord, Survey Center Manager  
Alison Lanier, Business Manager

130 Franklin Street  
Harrisonburg, VA 22801  
Phone: 540/432-1888 Fax: 540/432-1892  
E-mail: [mark@responsivemanagement.com](mailto:mark@responsivemanagement.com)  
[www.responsivemanagement.com](http://www.responsivemanagement.com)

## **Acknowledgments**

Responsive Management would like to thank the Alliance of Communities for Sustainable Fisheries for their input, support, and guidance on this project.



## **EXECUTIVE SUMMARY**

### **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Alliance of Communities for Sustainable Fisheries (ACSF) to determine Monterey Bay area residents' opinions on the management of the Monterey Bay National Marine Sanctuary. The study entailed a telephone survey of residents in a four-county area focused on Monterey Bay—San Mateo, Santa Cruz, Monterey, and San Luis Obispo Counties (hereinafter referred to as “Monterey Bay area residents”).

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. The telephone survey questionnaire was developed cooperatively by Responsive Management and the ACSF. Responsive Management conducted a pre-test of the questionnaire to ensure proper wording, flow, and logic in the survey. Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in January and February 2009. Responsive Management obtained a total of 212 completed interviews. The software used for data collection was Questionnaire Programming Language.

The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management. The sample for the survey was selected proportional to the populations of the four counties involved. The results were weighted by age and gender to ensure that the sample closely matched the population of the Monterey Bay area. Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Monterey Bay area residents (18 years old and older), the sampling error is at most plus or minus 6.73 percentage points.

## OPINIONS ON MARINE SANCTUARIES IN GENERAL

- The survey gave respondents some background information about National Marine Sanctuaries (shown in the sub-bullet below). Monterey Bay area residents were then asked if they support or oppose the designation of certain areas of U.S. ocean waters as sanctuaries for special management to conserve the marine habitats and cultural features: the overwhelming percentage of them (93%) support, with most of them (71%) *strongly* supporting.
  - The U.S. manages ocean waters up to 200 miles off the shore of the U.S. coastline. The National Marine Sanctuary Program was created by Congress and is managed by the National Oceanic and Atmospheric Administration or NOAA. The Program designates certain areas of ocean waters managed by the U.S. as sanctuaries for special management. These sanctuaries are managed to conserve rich and diverse marine habitats, as well as some cultural features such as historic shipwrecks.
- After hearing about options for managing sanctuaries, Monterey Bay area residents were asked to choose among two management options for sanctuaries: 52% chose “sustainable use of ocean resources” and 34% chose “preserving ocean resources” (neutral answers accounted for the remaining 14%). (Note that this question asked about sanctuaries in general; another question in the next section asked about the Monterey Bay Sanctuary specifically.)
- A large majority of Monterey Bay area residents rate the importance of accommodating the needs of communities/people who use the ocean when making management decisions as important: 66% rate it *very* important, and 24% rate it *somewhat* important (a sum of 90%).
- A majority of Monterey Bay area residents (64%) agree that sanctuary managers should have the power to make rules to prohibit human use of the designated sanctuaries, but 30% disagree.

## OPINIONS ON THE MANAGEMENT OF THE MONTEREY BAY NATIONAL MARINE SANCTUARY

- Monterey Bay area residents were asked to choose among two management options for the Monterey Bay Sanctuary, and they are fairly evenly split: 47% chose “sustainable use of

ocean resources” and 45% chose “preserving ocean resources.” This was paired with an analogous question about sanctuaries in general, previously reported, in which a greater amount (52%) chose “sustainable use of ocean resources” and a lower amount (34%) chose “preserving ocean resources—in summary, there was more support for preserving ocean resources in the Monterey Bay Sanctuary than in sanctuaries in general.

- Four questions in the survey asked about respondents’ trust in Sanctuary managers under four options for making additional fishing regulations. The survey asked respondents if they would have more, the same, or less trust in Sanctuary managers under the four options (the four options were: changed the agreement and made additional fishing regulations; changed the agreement and made additional regulations *with* the support of local fishing groups and organizations; changed the agreement and made additional regulations *without* the support of local fishing groups and organizations; and honored the agreement and did not make any additional fishing regulations).
  - One of the four options has a majority of Monterey Bay area residents saying that they would have *more* trust in Sanctuary managers: changed the agreement and made additional regulations *with* the support of local fishing groups and organizations (51%). No other option has any greater than 24% saying that the option would engender *more* trust in Sanctuary managers.
  - One of the four options has a majority of Monterey Bay area residents saying that they would have *less* trust in Sanctuary managers: changed the agreement and made additional regulations *without* the support of local fishing groups and organizations (67%). Note that a substantial percentage (40%) also say that they would have *less* trust if Sanctuary managers changed the agreement and made additional fishing regulations.
- In the survey:
  - Agreement (84%) far exceeds disagreement (10%) that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member has an identified constituency or group that he or she represents.

- Agreement (86%) far exceeds disagreement (9%) that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member has the support of the constituency or group that he or she represents.
  - Agreement (89%) far exceeds disagreement (7%) that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member can be held accountable by his or her constituency for representing his or her constituency or group.
- The survey also asked about selection of Advisory Council members. Monterey Bay area residents feel more comfortable with having the County Boards of Supervisors select Advisory Council members to represent each county compared to having the superintendent of the Monterey Bay Sanctuary do so.
- A large majority (88%) agree that their County Board of Supervisors should select a representative of the general public on the Advisory Council, while only 27% agree that the superintendent should be able to select whomever he or she wants as a representative of the general public.
- Agreement among Monterey Bay area residents is overwhelming (91%) that the Monterey Bay Sanctuary Advisory Council should be free to communicate with members of Congress, the media, the general public, or any other group to address issues regarding the Sanctuary.
- After being informed that recreational and commercial fishermen who fish and harvest shellfish in the Pacific Ocean are regulated by Federal and state agencies, Monterey Bay area residents were asked if they support or oppose additional regulations for recreational and commercial fishing and shellfishing in the Monterey Bay Sanctuary. Regarding additional regulations for *recreational* fishing and shellfishing, support (47%) exceeds opposition (35%); regarding additional regulations for *commercial* fishing and shellfishing, support (60%) exceeds opposition (24%).
- The survey informed respondents that, prior to the 1992 designation of the Monterey Bay Sanctuary, local recreational and commercial fishermen entered into an agreement with the National Oceanic and Atmospheric Administration that the Sanctuary would *not* make



additional regulations for recreational and commercial fishing and shellfishing. The survey also informed respondents that recently the Office of National Marine Sanctuaries and the local superintendent have indicated that they may make or ask other agencies to make additional fishing regulations for the Monterey Bay Sanctuary. The survey then asked two questions about recreational and commercial fishing: Knowing this, would you support or oppose additional regulations for recreational/commercial fishing and shellfishing in the Monterey Bay?

- Regarding *recreational* fishing, Monterey Bay area residents are split: 47% support, while 39% oppose.
  - Regarding *commercial* fishing, residents are more in support (56%) than in opposition (32%). In comparing, there is more support for additional regulations on *commercial* fishing and shellfishing.
- The survey asked whether Monterey Bay area residents agree or disagree that Sanctuary managers should obtain the support of local fishing groups and organizations if they want to change the agreement and make additional fishing regulations. A large majority agree (81%), with most of them *strongly* agreeing (54%).
- An overwhelming majority of Monterey Bay area residents (88%) agree that Sanctuary managers, if they address a problem with the ocean resources or habitats in the Monterey Bay Sanctuary that affects fishermen in the area, should be required to work with leaders of local fishing groups and organizations to reach an agreement for a solution to the problem.
- Two questions in the survey asked about respondents' perceptions of the importance of creating additional Marine Protected Areas where fishing is restricted or banned in the Sanctuary. These questions were preceded with some explanatory wording, as shown in the sub-bullet below. A slight majority of Monterey Bay area residents think it is important (54%) to create additional Marine Protected Areas where fishing is restricted or banned in the Sanctuary; meanwhile, 32% think doing so is unimportant. In follow-up, the survey then asked about the importance of creating additional Marine Protected Areas where fishing is restricted or banned *to ensure that some areas of the ocean are in a more natural condition.*

In the follow-up, a large majority (68%) indicate doing so is important, while 19% say it is unimportant.

- Within the Sanctuary there are many Marine Protected Areas, or MPAs. An MPA is an area of marine environment that has been reserved by laws or regulations to provide lasting protection for part or all of the natural and cultural resources within the identified area. Different types of MPAs can provide different types of protection, restrictions, or bans. Some MPAs restrict or ban fishing and some do not. The Monterey Bay Sanctuary features many different types of MPAs. Some of the MPAs in the Sanctuary restrict fishing. Within three miles of the coast, there are 22 state MPAs that, together, include most marine habitats.

A large MPA at the Davidson Seamount protects unique sea life in the area from all fishing and extraction. Another large MPA is the Rockfish Conservation Area, which is protected from all fishing at the seafloor of the area. Finally, two million acres of the Sanctuary has been set aside as an Essential Fish Habitat where harvesting from the seafloor of the area with a net is not allowed. More than 60% of the Monterey Bay Sanctuary is in fishing restricted MPAs.

The National Marine Fisheries Service, a federal, science-based agency, has determined that overfishing is currently not occurring in the Monterey Bay Sanctuary. Knowing that overfishing is not occurring and knowing about the current system of MPAs and Essential Fish Habitat areas in the Sanctuary, how important or unimportant ...?

## **OPINIONS ON FUNDING FOR MARINE PROTECTED AREAS**

- A majority of Monterey Bay area residents (58%) support funding the creation and management of Marine Protected Areas through the general revenue fund from state taxes; nearly a third, however, oppose (30%). In follow-up, the survey asked if residents if they would support or oppose a tax increase to fund the creation and management of Marine Protected Areas, and residents are about evenly split: 45% would support, but 49% would oppose.

## **PARTICIPATION IN RECREATIONAL AND COMMERCIAL FISHING**

- The survey asked Monterey Bay area residents about their participation in fishing. The first question was the most broad, asking if the respondent had *ever* been fishing (i.e., with no time frame specified), and 78% of Monterey Bay area residents in the survey indicated that at some time they had been fishing, 34% had been freshwater fishing in the last 5 years, 30% had been saltwater fishing in the last 5 years, and 13% consider themselves an angler.
- The survey asked all those *who had ever fished* if their personal income or their family's income had ever been dependent on commercial freshwater/saltwater fishing or shellfishing: 6% of these respondents indicated some income dependence on *freshwater* fishing or

shellfishing at some time, and 9% of them indicated some income dependence on *saltwater* fishing and shellfishing at some time.

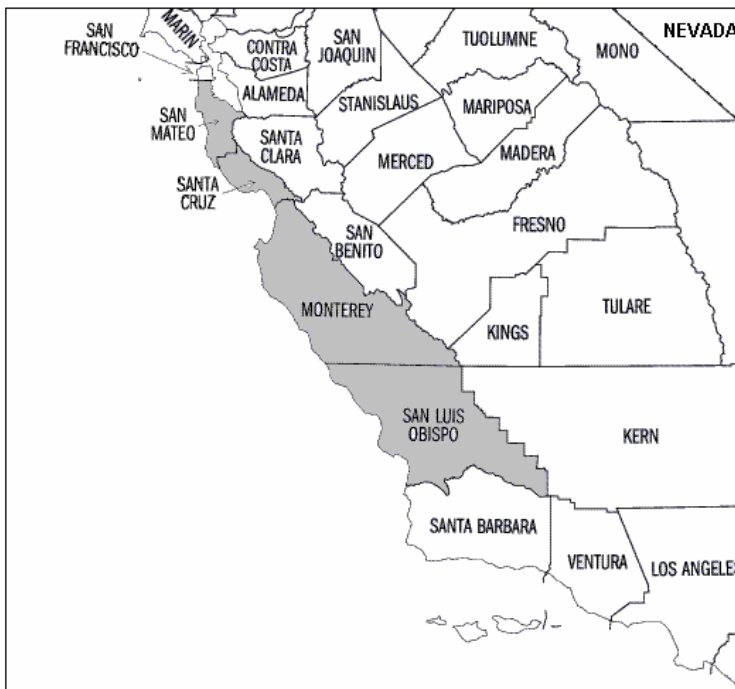
## **TABLE OF CONTENTS**

Introduction and Methodology .....	1
Opinions on Marine Sanctuaries in General .....	6
Opinions on the Management of the Monterey Bay National Marine Sanctuary.....	12
Management Options.....	12
Duties of Sanctuary Superintendent and Advisory Council.....	17
Regulations Pertaining to Recreational and Commercial Fishing in the Monterey Bay Sanctuary .....	24
Opinions on Funding for Marine Protected Areas.....	36
Participation in Recreational and Commercial Fishing .....	38
Demographic Data .....	47
About Responsive Management .....	54

## INTRODUCTION AND METHODOLOGY

This study was conducted for the Alliance of Communities for Sustainable Fisheries (ACSF) to determine Monterey Bay area residents' opinions on the management of the Monterey Bay National Marine Sanctuary. The study entailed a telephone survey of residents in a four-county area focused on Monterey Bay—San Mateo, Santa Cruz, Monterey, and San Luis Obispo Counties (hereinafter referred to as “Monterey Bay area residents”).

Monterey Bay Four-County Study Area



For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the ACSF.

Responsive Management conducted a pre-test of the questionnaire to ensure proper wording, flow, and logic in the survey.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers prior to the administration of these surveys. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instruments, reading of the survey instruments, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in January and February 2009. Responsive Management obtained a total of 212 completed interviews.

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using

Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

The sample for the survey was selected proportional to the populations of the four counties involved, also on a graph that follows. The results were weighted by age and gender to ensure that the sample closely matched the actual population of the Monterey Bay area. Throughout this report, findings of the telephone surveys are reported at a 95% confidence interval. For the entire sample of Monterey Bay area residents (18 years old and older), the sampling error is at most plus or minus 6.73 percentage points. Sampling errors were calculated using the formula described below, with a sample size of 212 and a population size of 1,246,514 Monterey Bay area residents 18 years old and older.

### Sampling Error Equation

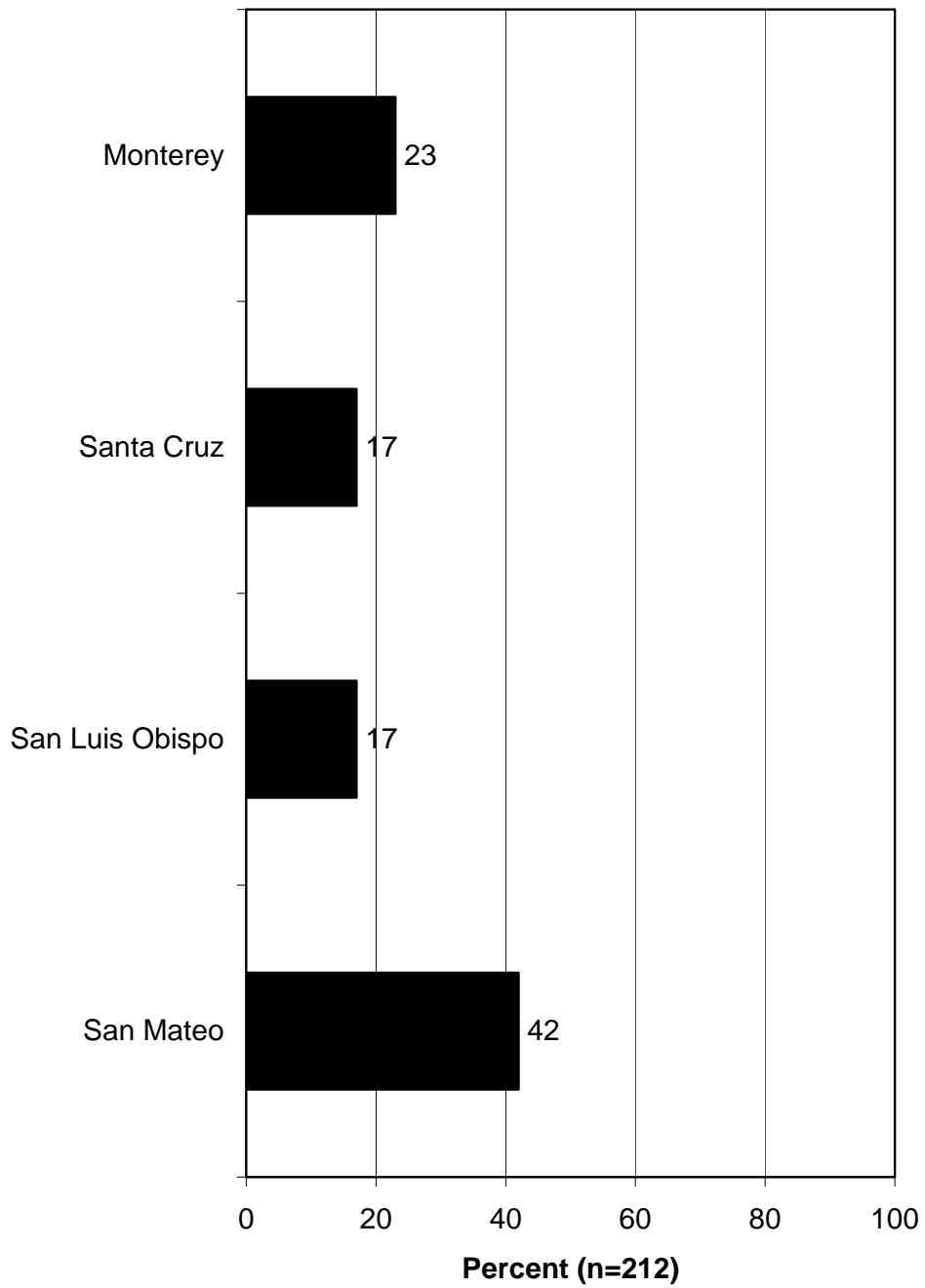
$$B = \left( \sqrt{\frac{N_p(.25) - .25}{N_s}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)  
 $N_p$  = population size (i.e., total number who could be surveyed)  
 $N_s$  = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

**Note:** This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

**Q61. In what county do you live?  
(Monterey Bay Area Survey)**





Note that prior to the survey questions, the interviewers read the following background information to respondents:

The U.S. manages ocean waters up to 200 miles off the shore of the U.S. coastline. The National Marine Sanctuary Program was created by Congress and is managed by the National Oceanic and Atmospheric Administration or NOAA. The Program designates certain areas of ocean waters managed by the U.S. as sanctuaries for special management. These sanctuaries are managed to conserve rich and diverse marine habitats, as well as some cultural features such as historic shipwrecks.

Additionally, background information was given for other questions in the survey. Such background information specific to certain questions is shown in the graphs.

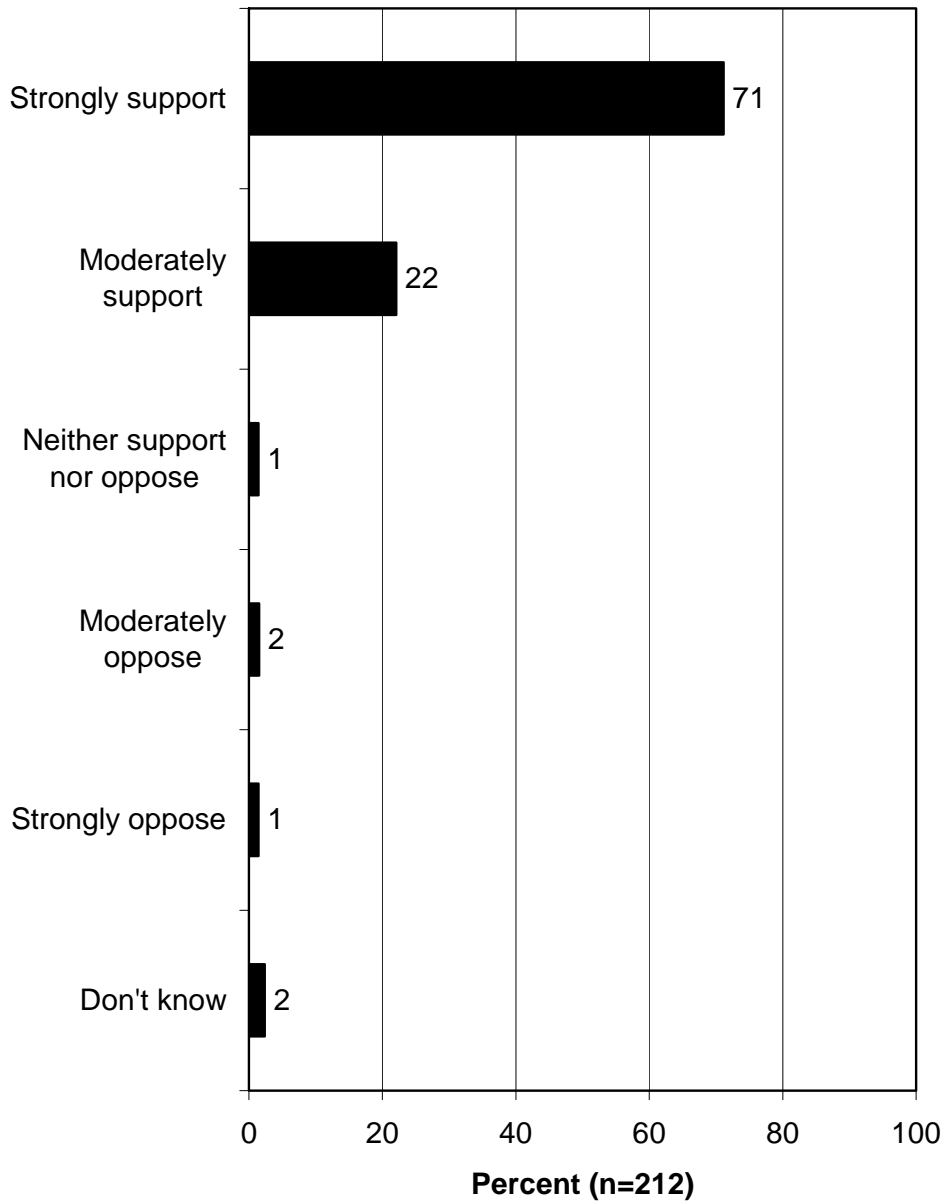
Some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

A note about the layout of the report: some graphs pertain to more than one section, so these graphs are discussed in more than one section of the report. In these instances when the graph is discussed in more than one section, the graph is only shown in one section with a call-out in the other section indicating where the graph is located.

## OPINIONS ON MARINE SANCTUARIES IN GENERAL

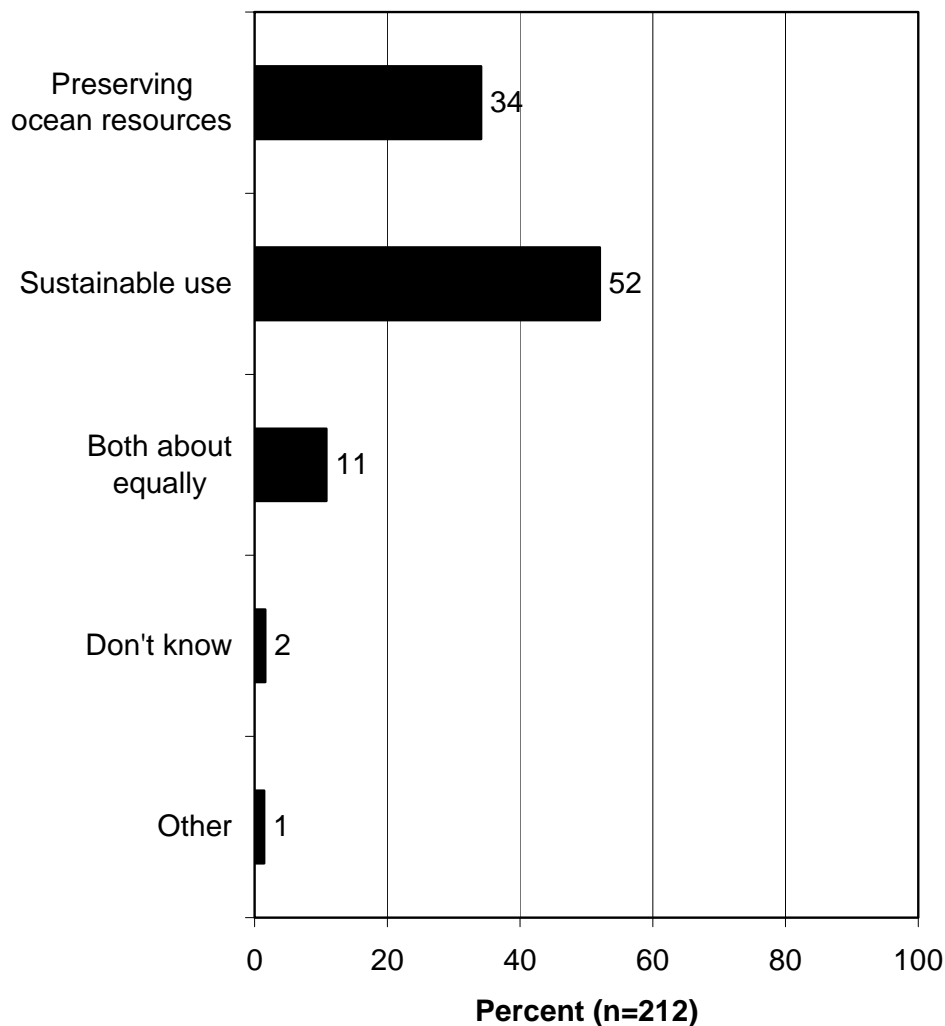
- The survey gave respondents some background information about National Marine Sanctuaries (shown in the sub-bullet below). Monterey Bay area residents were then asked if they support or oppose the designation of certain areas of U.S. ocean waters as sanctuaries for special management to conserve the marine habitats and cultural features: the overwhelming percentage of them (93%) support, with most of them (71%) *strongly* supporting.
  - The U.S. manages ocean waters up to 200 miles off the shore of the U.S. coastline. The National Marine Sanctuary Program was created by Congress and is managed by the National Oceanic and Atmospheric Administration or NOAA. The Program designates certain areas of ocean waters managed by the U.S. as sanctuaries for special management. These sanctuaries are managed to conserve rich and diverse marine habitats, as well as some cultural features such as historic shipwrecks.
  
- After hearing about options for managing sanctuaries, Monterey Bay area residents were asked to choose among two management options for sanctuaries: 52% chose “sustainable use of ocean resources” and 34% chose “preserving ocean resources” (neutral answers accounted for the remaining 14%). (Note that this question asked about sanctuaries in general; another question in the next section asked about the Monterey Bay Sanctuary specifically.)
  - After the question above, Monterey Bay area residents were then informed that some sanctuaries are designated near communities that have a fishing heritage and whose economic activities include commercial fishing, and that sanctuaries are also designated in areas used for various recreational activities like fishing, boating, diving, and surfing. The same question above was then asked again: 54% chose “sustainable use of ocean resources” (a gain of 2 percentage points) and 31% chose “preserving ocean resources” (loss of 3 percentage points).
  
- A large majority of Monterey Bay area residents rate the importance of accommodating the needs of communities/people who use the ocean when making management decisions as important: 66% rate it *very* important, and 24% rate it *somewhat* important (a sum of 90%).
  
- A majority of Monterey Bay area residents (64%) agree that sanctuary managers should have the power to make rules to prohibit human use of the designated sanctuaries, but 30% disagree.

**Q9. In general, do you support or oppose the designation of certain areas of U.S. ocean waters as sanctuaries for special management to conserve the marine habitats and cultural features? (Monterey Bay Area Survey)**



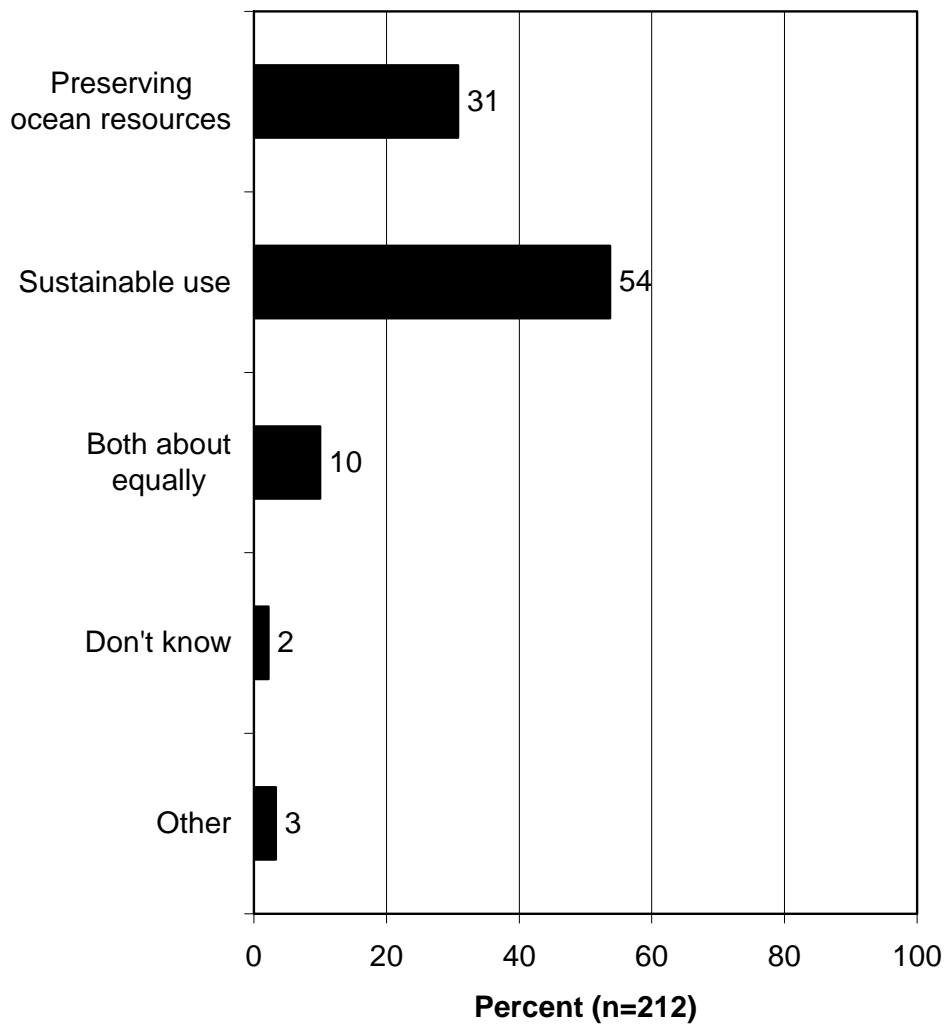
**Q10. Federal election officials have several options for managing the sanctuary. One option is to manage the sanctuary primarily to preserve the ocean resources, which means not letting humans use or extract the ocean resources. Another option is "sustainable use," which means managing the use or harvest of the ocean resources in a way that does not permanently deplete or damage the resources.**

**Do you think sanctuaries should be managed primarily for preserving ocean resources or primarily for sustainable use of ocean resources?  
(Monterey Bay Area Survey)**

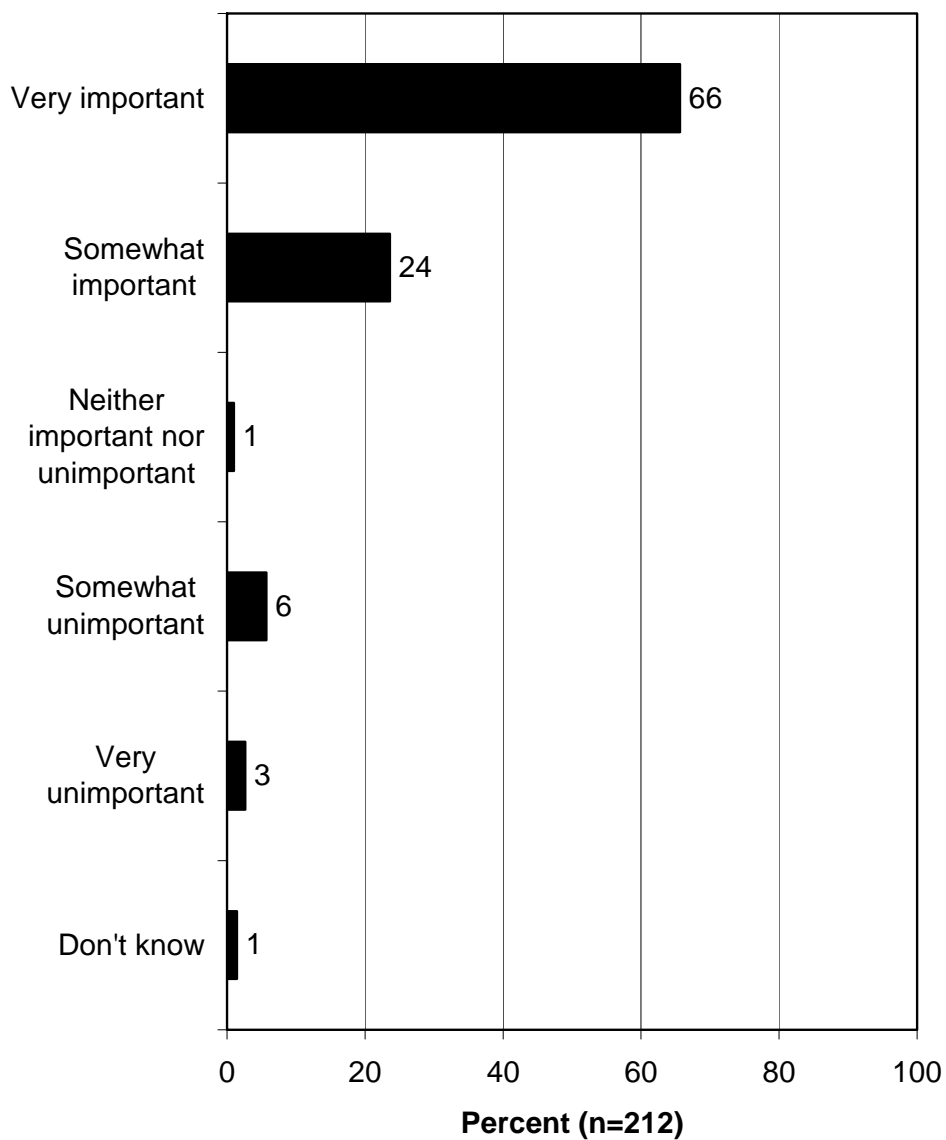


**Q12. Some sanctuaries may have, or may be designated near a community that has, a fishing heritage that is important to the economy of the area and act as a food source. Some sanctuaries may also be located in areas that are often used for many different recreational activities, such as fishing, boating, diving, and surfing.**

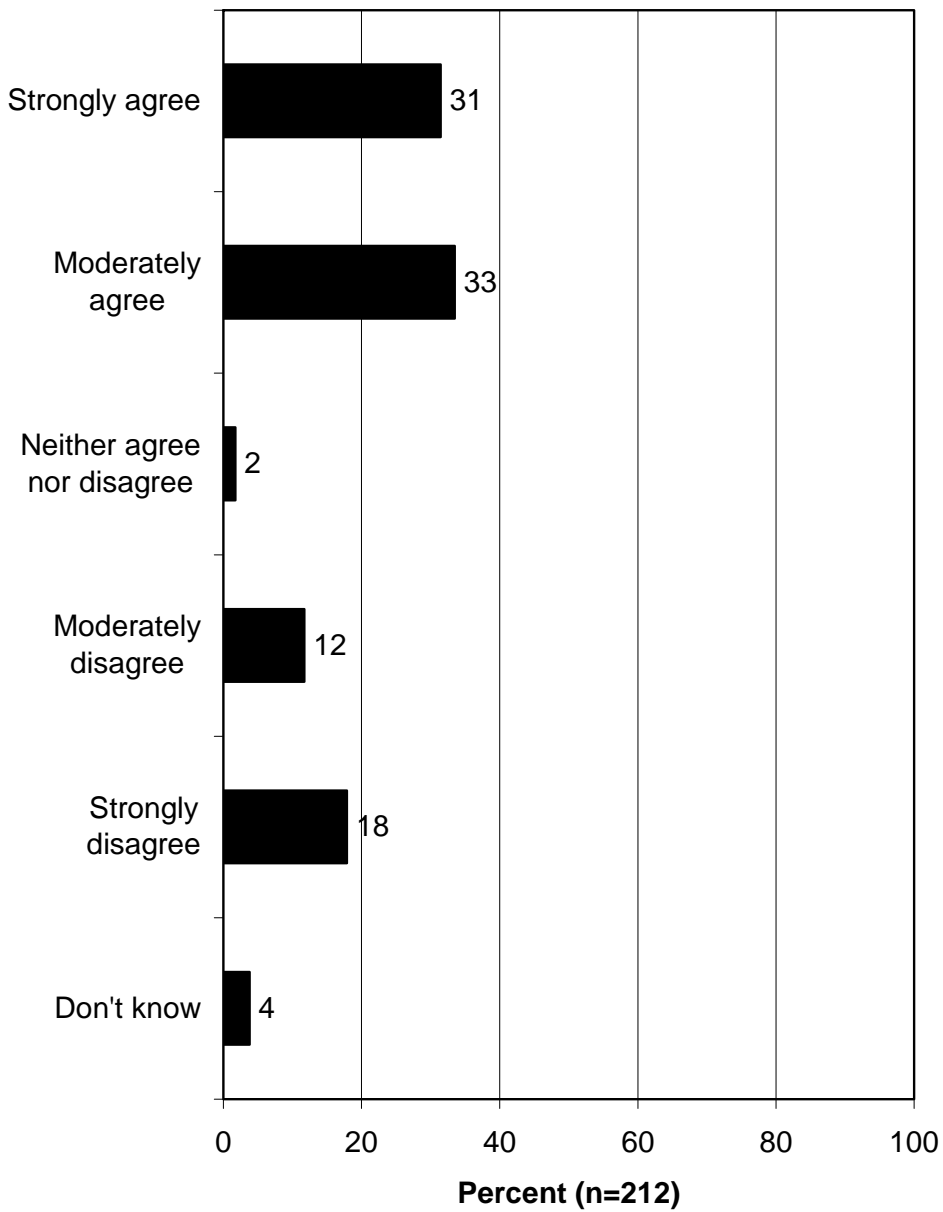
**Knowing this, do you think sanctuaries should be managed primarily for preserving ocean resources or primarily for sustainable use of ocean resources?  
(Monterey Bay Area Survey)**



**Q14. How important or unimportant is it to you to know that the sanctuary managers try to accommodate the needs of local communities and the people who use the ocean when making management decisions for the sanctuaries?  
(Monterey Bay Area Survey)**



**Q15. Do you agree or disagree that sanctuary managers should have the power to make rules to prohibit human use of the designated sanctuaries?  
(Monterey Bay Area Survey)**



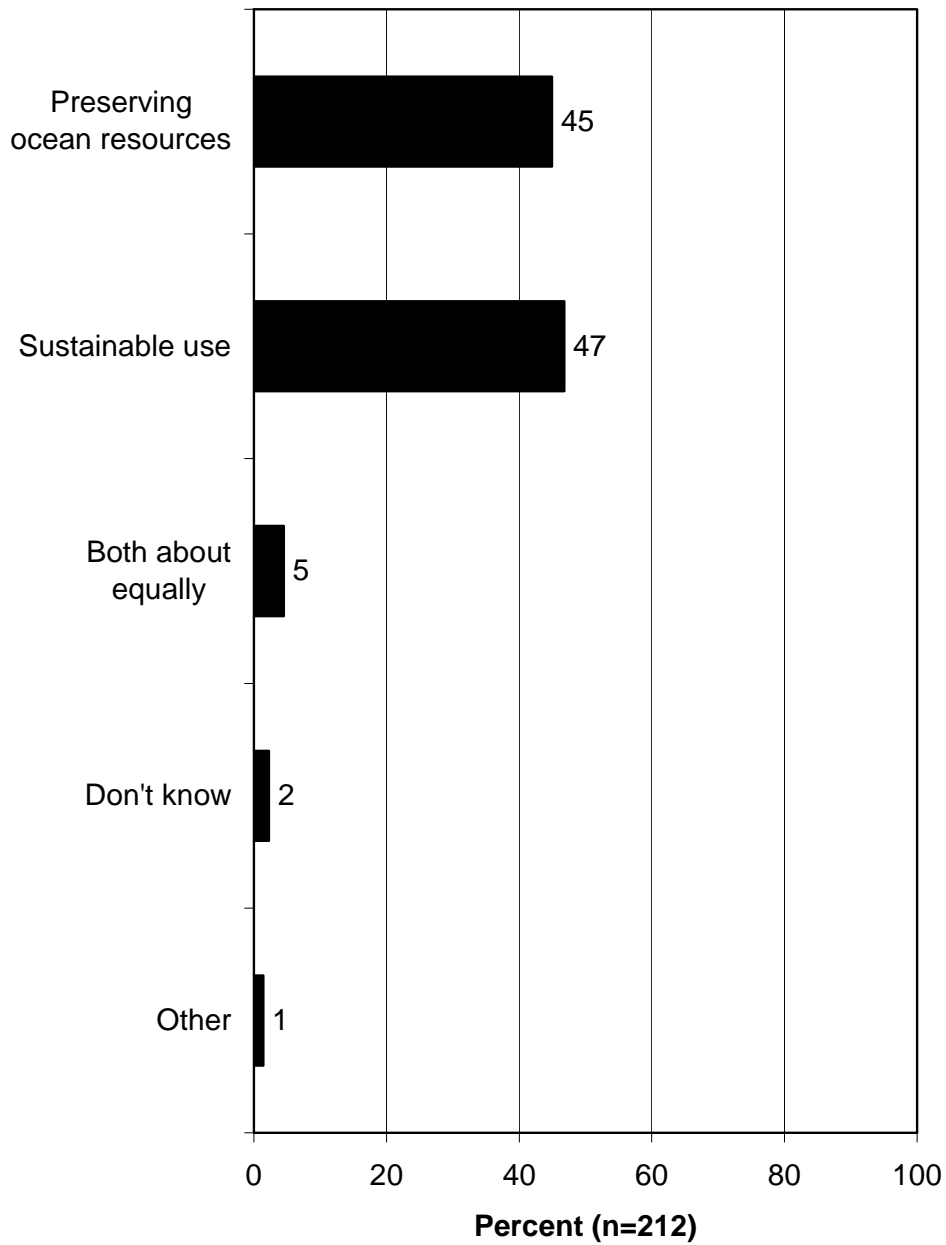
## OPINIONS ON THE MANAGEMENT OF THE MONTEREY BAY NATIONAL MARINE SANCTUARY

### MANAGEMENT OPTIONS

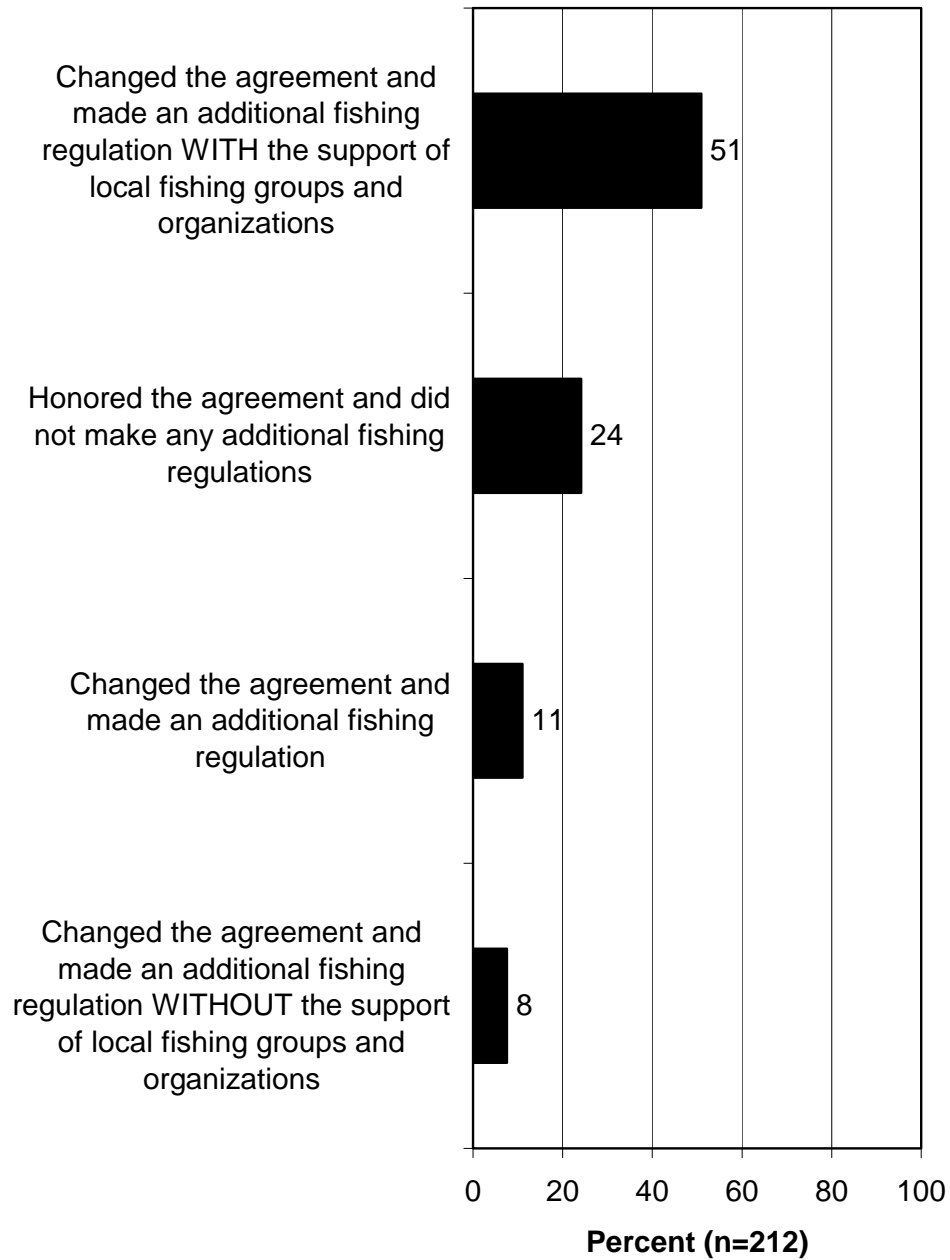
- Monterey Bay area residents were asked to choose among two management options for the Monterey Bay Sanctuary, and they are fairly evenly split: 47% chose “sustainable use of ocean resources” and 45% chose “preserving ocean resources.” This was paired with an analogous question about sanctuaries in general, previously reported, in which a greater amount (52%) chose “sustainable use of ocean resources” and a lower amount (34%) chose “preserving ocean resources—in summary, there was more support for preserving ocean resources in the Monterey Bay Sanctuary than in sanctuaries in general.
  
- Four questions in the survey asked about respondents’ trust in Sanctuary managers under four options for making additional fishing regulations. The survey asked respondents if they would have more, the same, or less trust in Sanctuary managers under the four options (the four options were: changed the agreement and made additional fishing regulations; changed the agreement and made additional regulations *with* the support of local fishing groups and organizations; changed the agreement and made additional regulations *without* the support of local fishing groups and organizations; and honored the agreement and did not make any additional fishing regulations).
  - One of the four options has a majority of Monterey Bay area residents saying that they would have *more* trust in Sanctuary managers: changed the agreement and made additional regulations *with* the support of local fishing groups and organizations (51%). No other option has any greater than 24% saying that the option would engender *more* trust in Sanctuary managers.
  - One of the four options has a majority of Monterey Bay area residents saying that they would have *less* trust in Sanctuary managers: changed the agreement and made additional regulations *without* the support of local fishing groups and organizations (67%). Note that a substantial percentage (40%) also say that they would have *less* trust if Sanctuary managers changed the agreement and made additional fishing regulations.



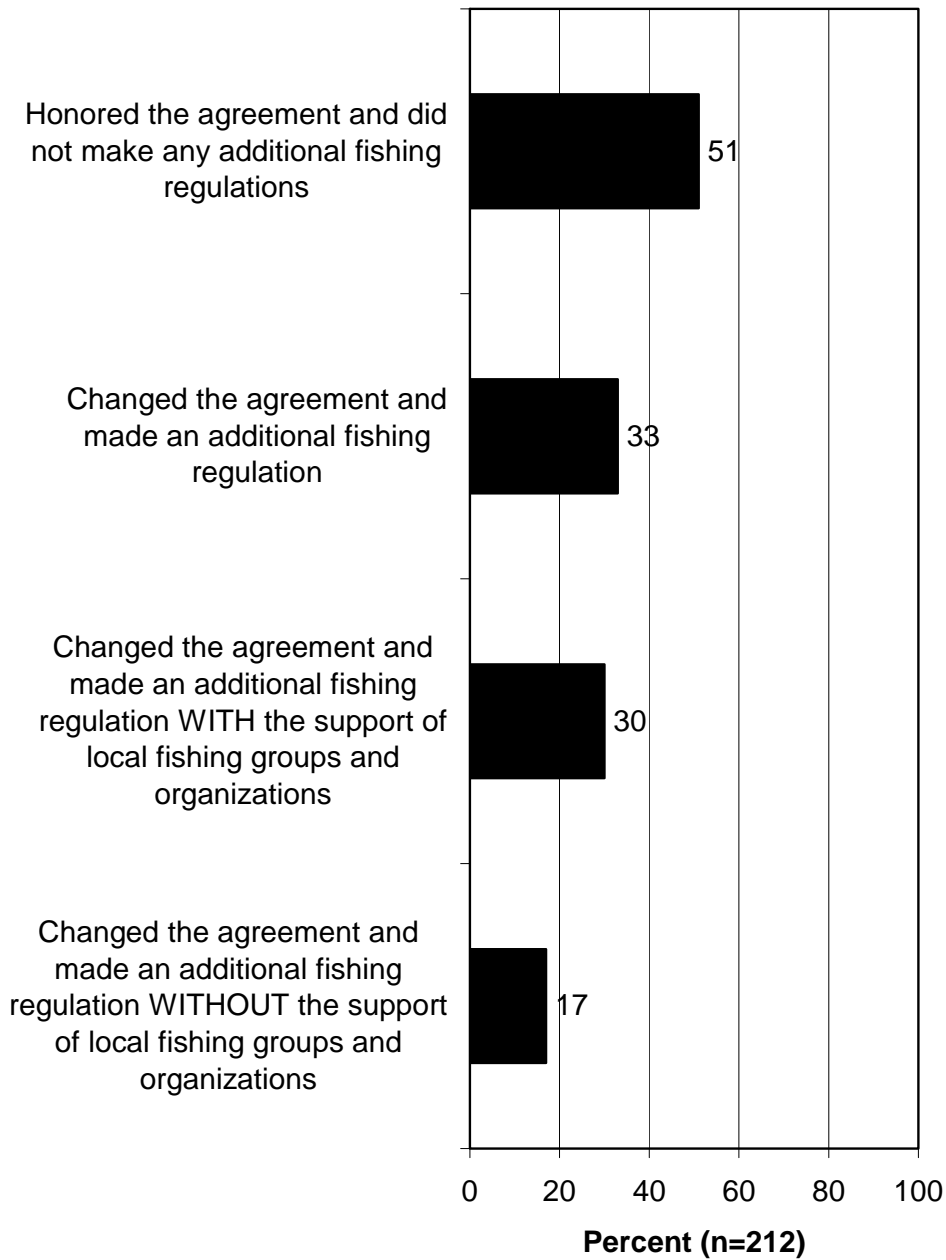
**Q17. In your opinion, should the Monterey Bay Sanctuary be managed primarily for preserving ocean resources or primarily for sustainable use of ocean resources?  
(Monterey Bay Area Survey)**



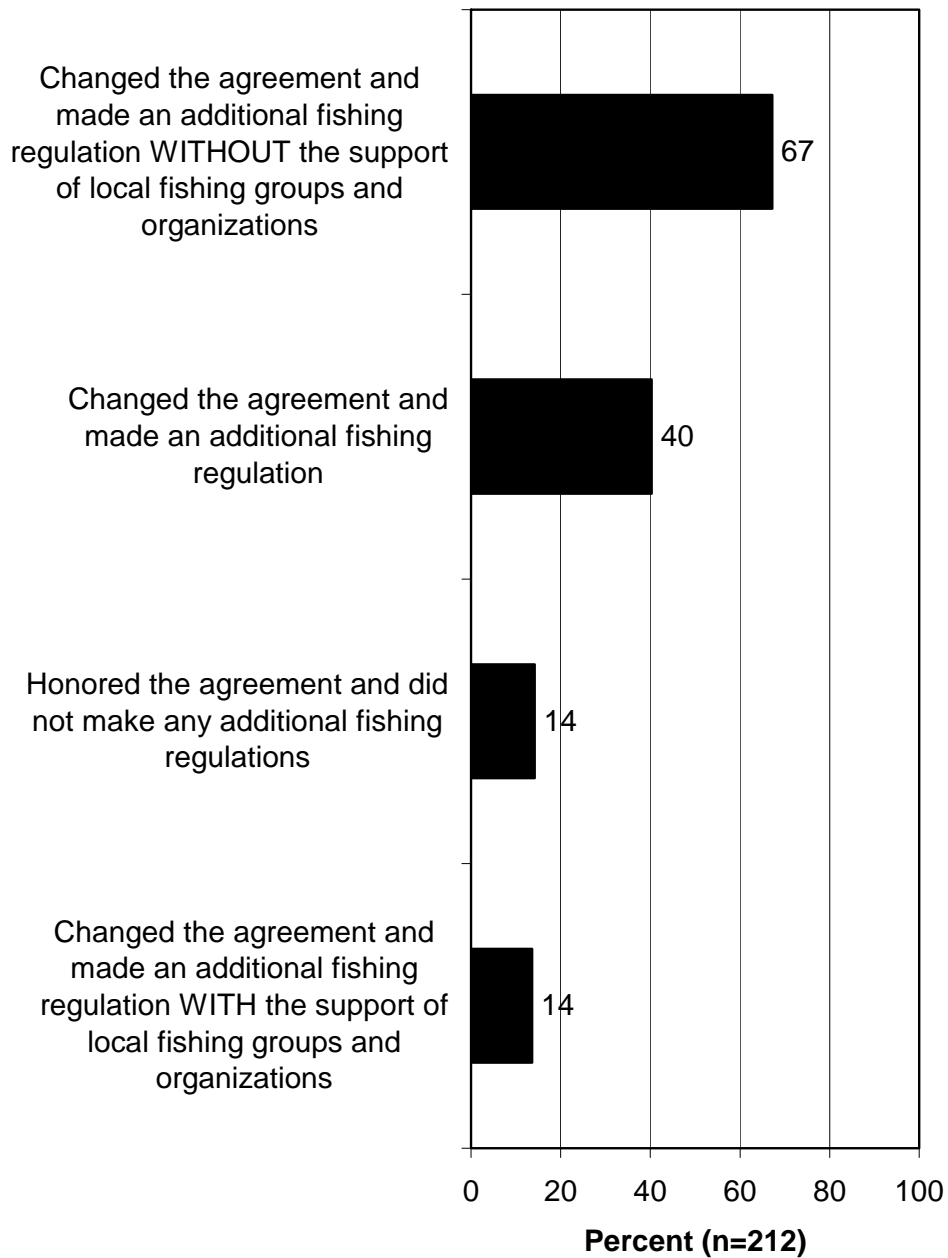
**Q36-39. Percent who would have more trust in the  
Sanctuary managers if they did the following:  
(Monterey Bay Area Survey)**



**Q36-39. Percent who would have about the same amount of trust in the Sanctuary managers if they did the following:**



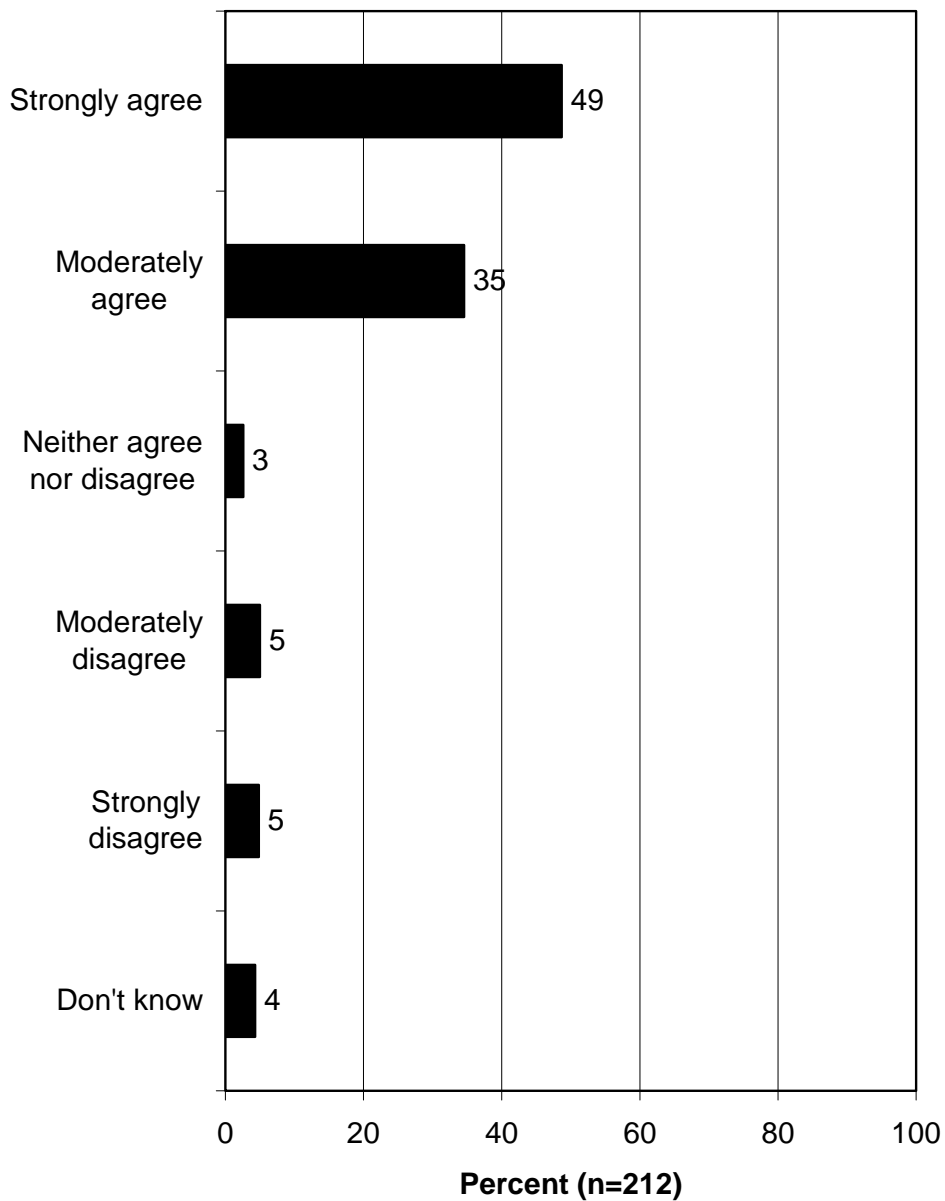
**Q36-39. Percent who would have less trust in the  
Sanctuary managers if they did the following:  
(Monterey Bay Area Survey)**



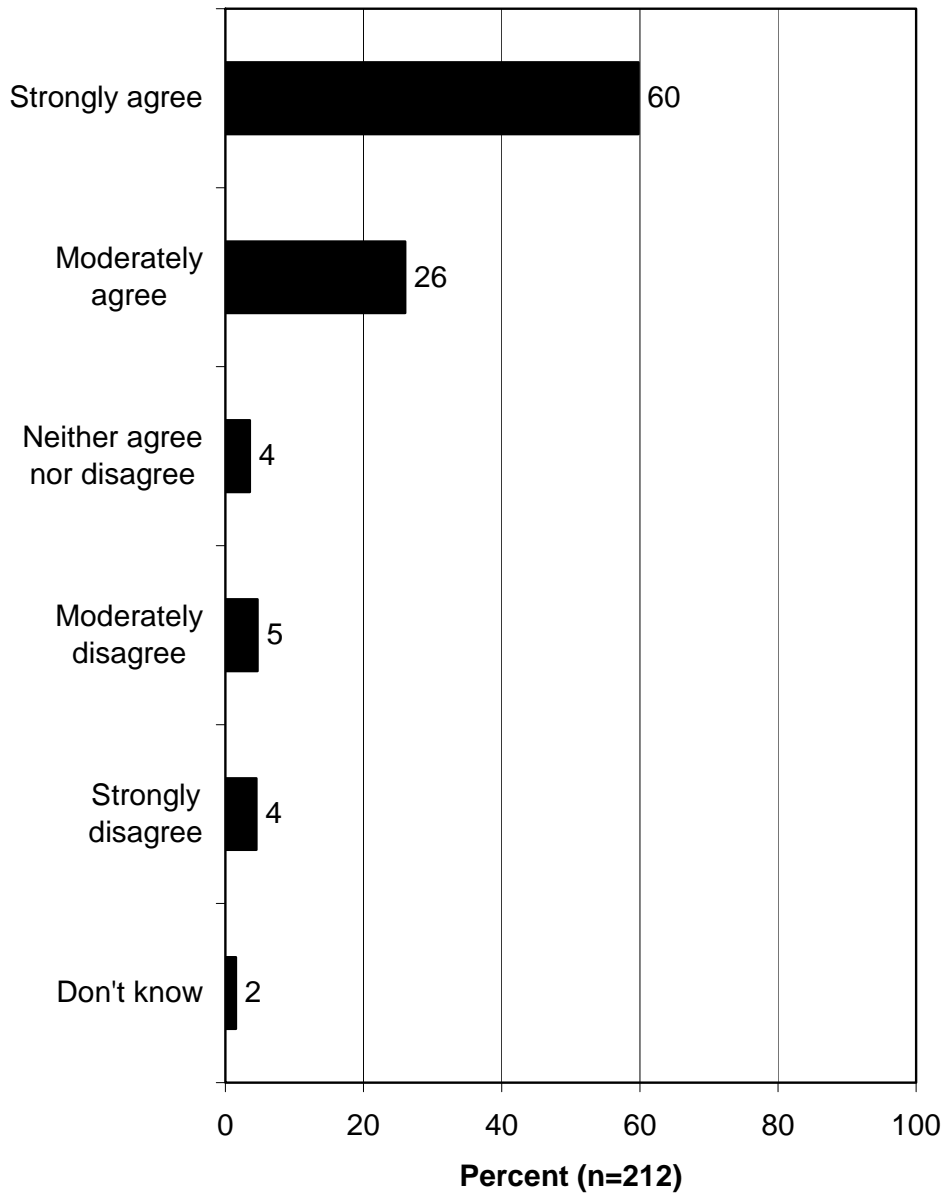
## **DUTIES OF SANCTUARY SUPERINTENDENT AND ADVISORY COUNCIL**

- In the survey:
  - Agreement (84%) far exceeds disagreement (10%) that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member has an identified constituency or group that he or she represents.
  - Agreement (86%) far exceeds disagreement (9%) that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member has the support of the constituency or group that he or she represents.
  - Agreement (89%) far exceeds disagreement (7%) that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member can be held accountable by his or her constituency for representing his or her constituency or group.
  
- The survey also asked about selection of Advisory Council members. Monterey Bay area residents feel more comfortable with having the County Boards of Supervisors select Advisory Council members to represent each county compared to having the superintendent of the Monterey Bay Sanctuary do so.
  - A large majority (88%) agree that their County Board of Supervisors should select a representative of the general public on the Advisory Council, while only 27% agree that the superintendent should be able to select whomever he or she wants as a representative of the general public.
  
- Agreement among Monterey Bay area residents is overwhelming (91%) that the Monterey Bay Sanctuary Advisory Council should be free to communicate with members of Congress, the media, the general public, or any other group to address issues regarding the Sanctuary (only 6% disagree).

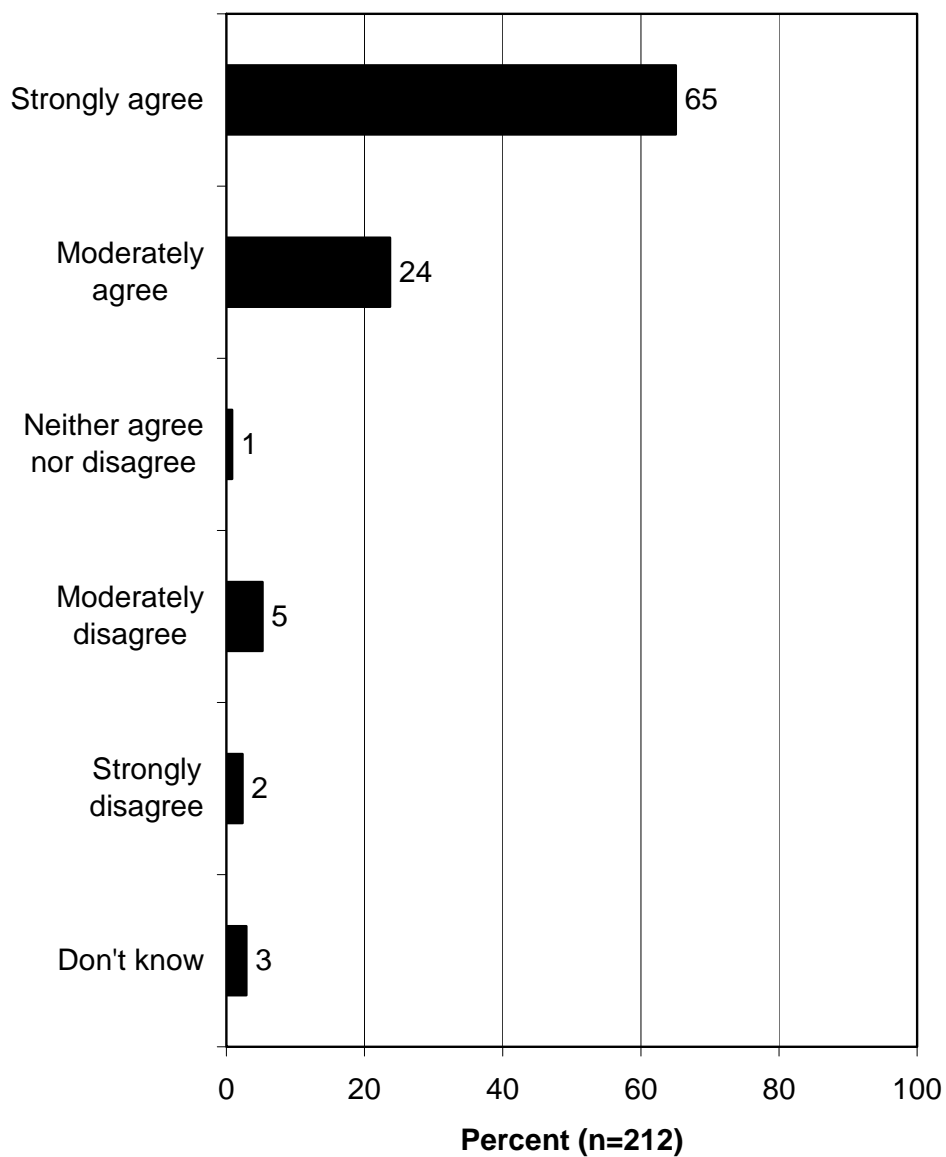
**Q21. Do you agree or disagree that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member has an identified constituency or group that he or she represents?  
(Monterey Bay Area Survey)**



**Q22. Do you agree or disagree that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member has the support of the constituency or group that he or she represents?  
(Monterey Bay Area Survey)**

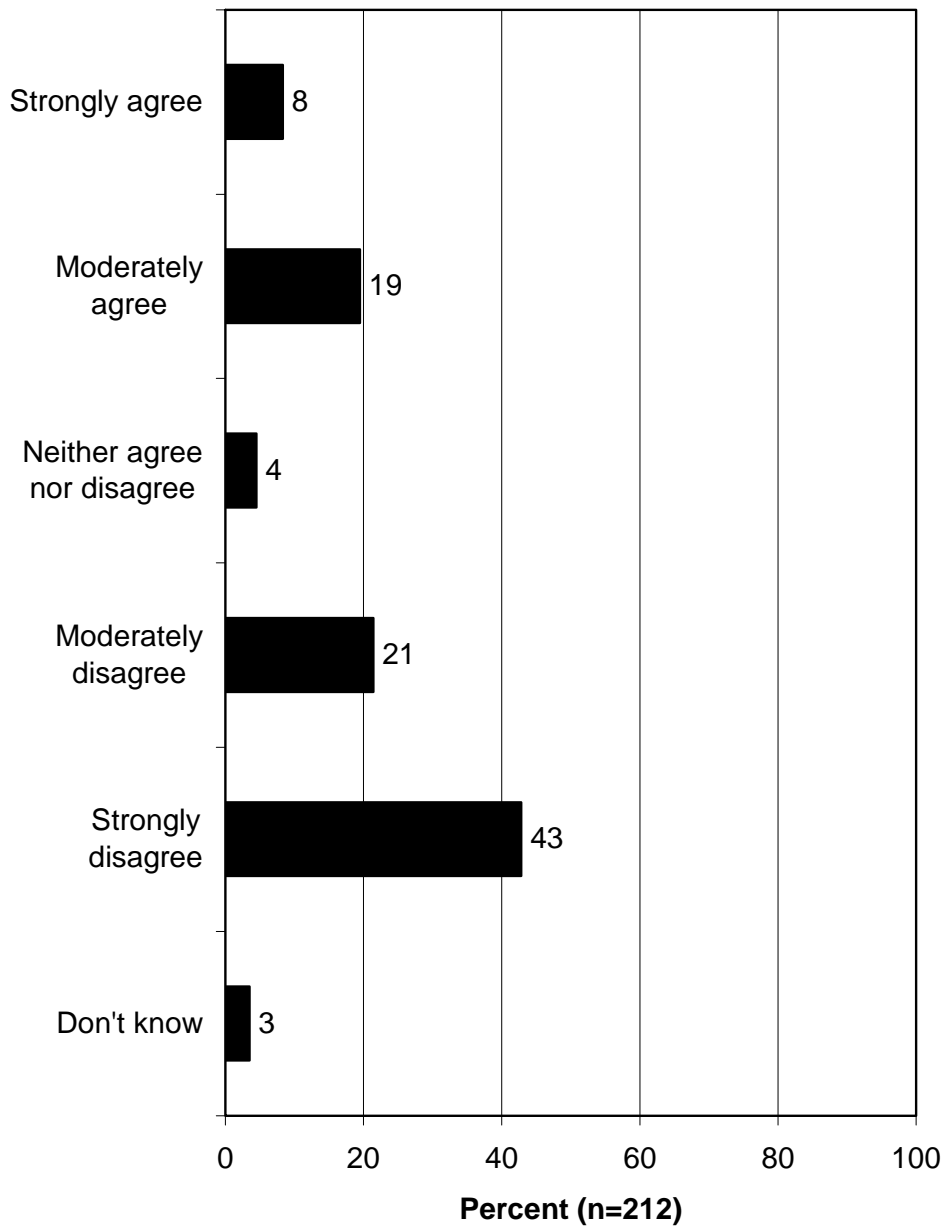


**Q23. Do you agree or disagree that the Monterey Bay Sanctuary superintendent should make sure that each Advisory Council member can be held accountable by their constituency for representing his or her constituency or group?  
(Monterey Bay Area Survey)**

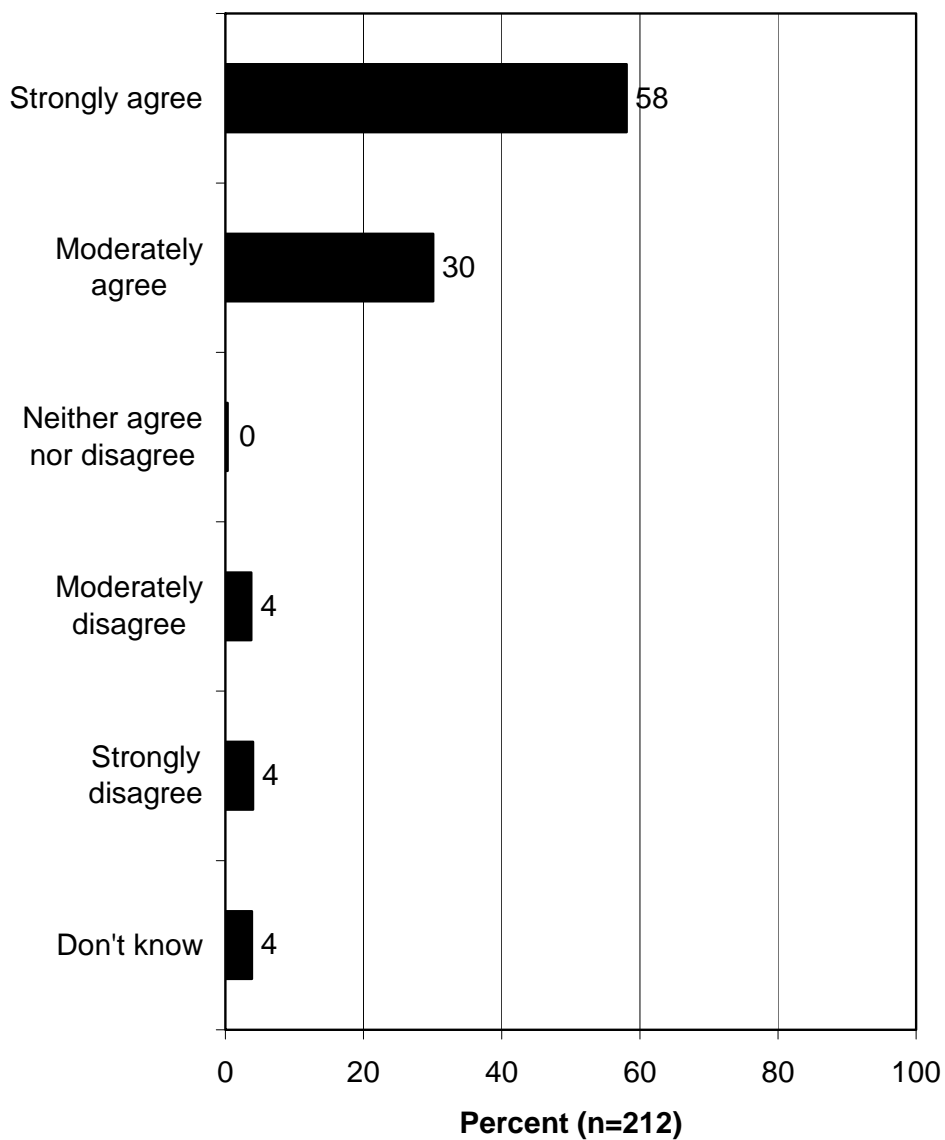




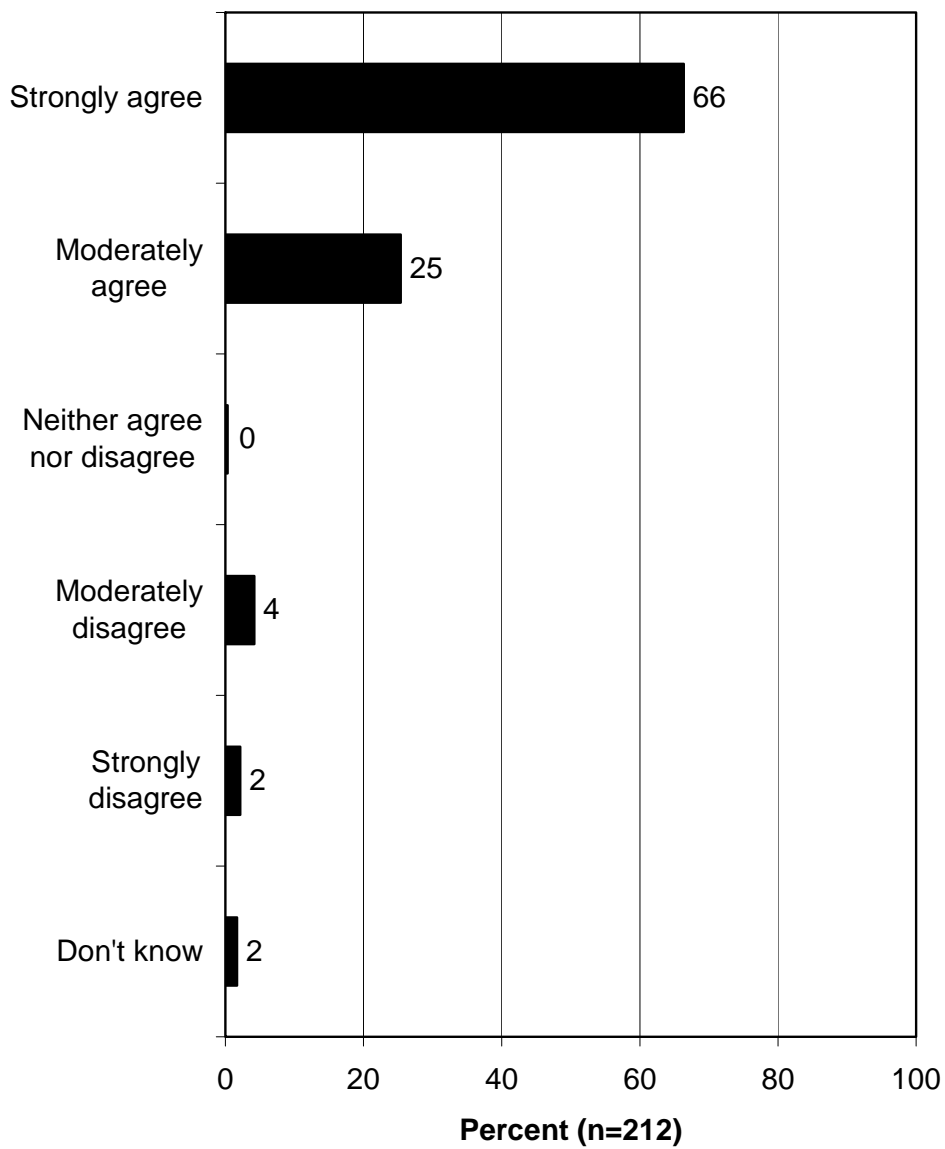
**Q24. Do you agree or disagree that the Monterey Bay Sanctuary superintendent should be able to select whomever he or she wants to represent the general public?  
(Monterey Bay Area Survey)**



**Q25. Do you agree or disagree that the Monterey Bay Sanctuary superintendent should request that each County Board of Supervisors, as elected officials, select a representative of the general public for each county?  
(Monterey Bay Area Survey)**



**Q26. Do you agree or disagree that the Monterey Bay Sanctuary Advisory Council should be free to communicate with members of Congress, the media, the general public, or any other group to address issues regarding the Sanctuary?  
(Monterey Bay Area Survey)**



## REGULATIONS PERTAINING TO RECREATIONAL AND COMMERCIAL FISHING IN THE MONTEREY BAY SANCTUARY

- After being informed that recreational and commercial fishermen who fish and harvest shellfish in the Pacific Ocean are regulated by Federal and state agencies, Monterey Bay area residents were asked if they support or oppose additional regulations for recreational and commercial fishing and shellfishing in the Monterey Bay Sanctuary. Regarding additional regulations for *recreational* fishing and shellfishing, support (47%) exceeds opposition (35%); regarding additional regulations for *commercial* fishing and shellfishing, support (60%) exceeds opposition (24%).
  - The graph comparing recreational and commercial fishing and shellfishing on these questions shows more support for additional regulations on *commercial* fishing and shellfishing.
  
- The survey informed respondents that, prior to the 1992 designation of the Monterey Bay Sanctuary, local recreational and commercial fishermen entered into an agreement with the National Oceanic and Atmospheric Administration that the Sanctuary would *not* make additional regulations for recreational and commercial fishing and shellfishing. The survey also informed respondents that recently the Office of National Marine Sanctuaries and the local superintendent have indicated that they may make or ask other agencies to make additional fishing regulations for the Monterey Bay Sanctuary. The survey then asked two questions about recreational and commercial fishing: Knowing this, would you support or oppose additional regulations for recreational/commercial fishing and shellfishing in the Monterey Bay?
  - Regarding *recreational* fishing, Monterey Bay area residents are split: 47% support, while 39% oppose.
  - Regarding *commercial* fishing, residents are more in support (56%) than in opposition (32%). In comparing, there is more support for additional regulations on *commercial* fishing and shellfishing.
  
- The survey asked whether Monterey Bay area residents agree or disagree that Sanctuary managers should obtain the support of local fishing groups and organizations if they want to

change the agreement and make additional fishing regulations. A large majority agree (81%), with most of them *strongly* agreeing (54%). Only 14% disagreed.

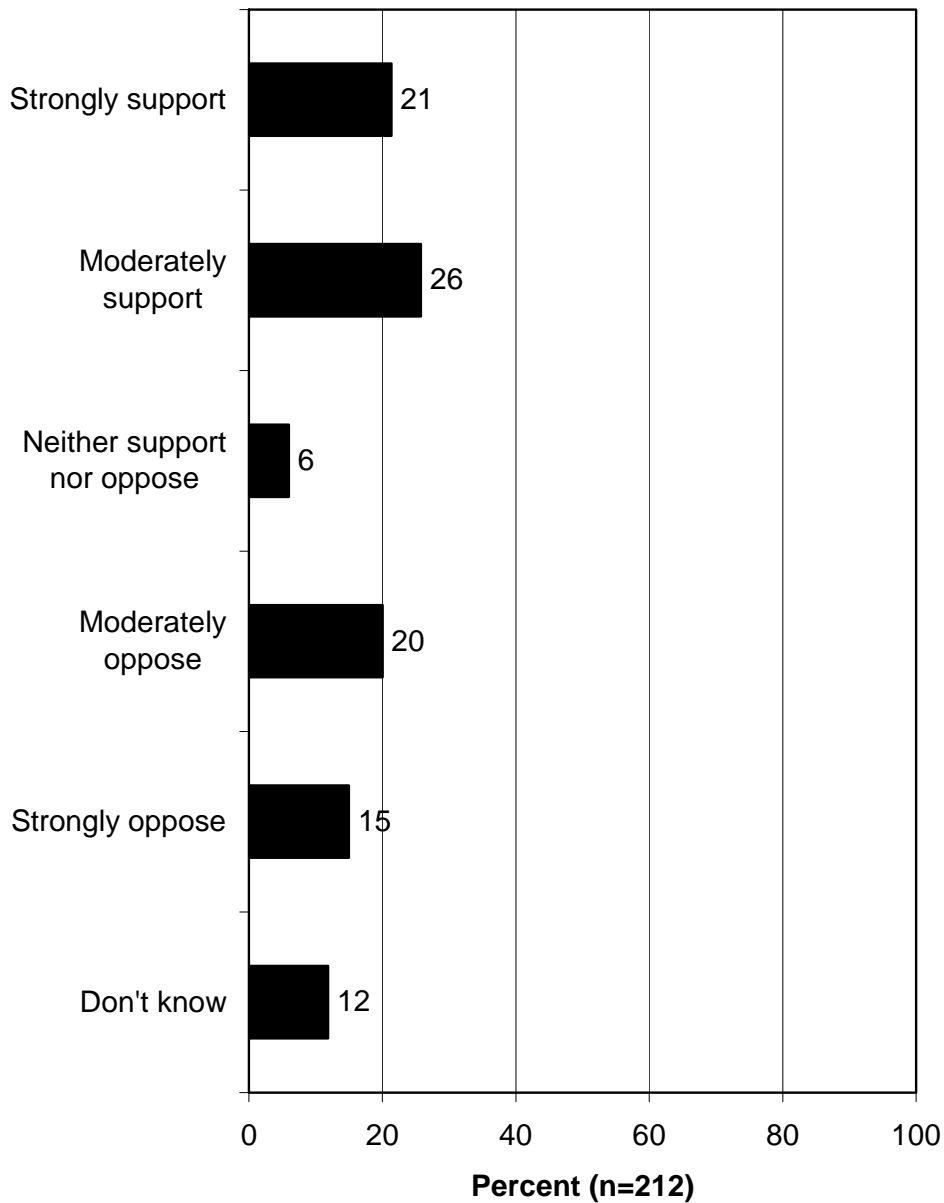
- An overwhelming majority of Monterey Bay area residents (88%) agree that Sanctuary managers, if they address a problem with the ocean resources or habitats in the Monterey Bay Sanctuary that affects fishermen in the area, should be required to work with leaders of local fishing groups and organizations to reach an agreement for a solution to the problem.
- Two questions in the survey asked about respondents' perceptions of the importance of creating additional Marine Protected Areas where fishing is restricted or banned in the Sanctuary. These questions were preceded with some explanatory wording, as shown in the text box below. A slight majority of Monterey Bay area residents think it is important (54%) to create additional Marine Protected Areas where fishing is restricted or banned in the Sanctuary; meanwhile, 32% think doing so is unimportant. In follow-up, the survey then asked about the importance of creating additional Marine Protected Areas where fishing is restricted or banned *to ensure that some areas of the ocean are in a more natural condition*. In the follow-up, a large majority (68%) indicate doing so is important, while 19% say it is unimportant.

Within the Sanctuary there are many Marine Protected Areas, or MPAs. An MPA is an area of marine environment that has been reserved by laws or regulations to provide lasting protection for part or all of the natural and cultural resources within the identified area. Different types of MPAs can provide different types of protection, restrictions, or bans. Some MPAs restrict or ban fishing and some do not. The Monterey Bay Sanctuary features many different types of MPAs. Some of the MPAs in the Sanctuary restrict fishing. Within three miles of the coast, there are 22 state MPAs that, together, include most marine habitats.

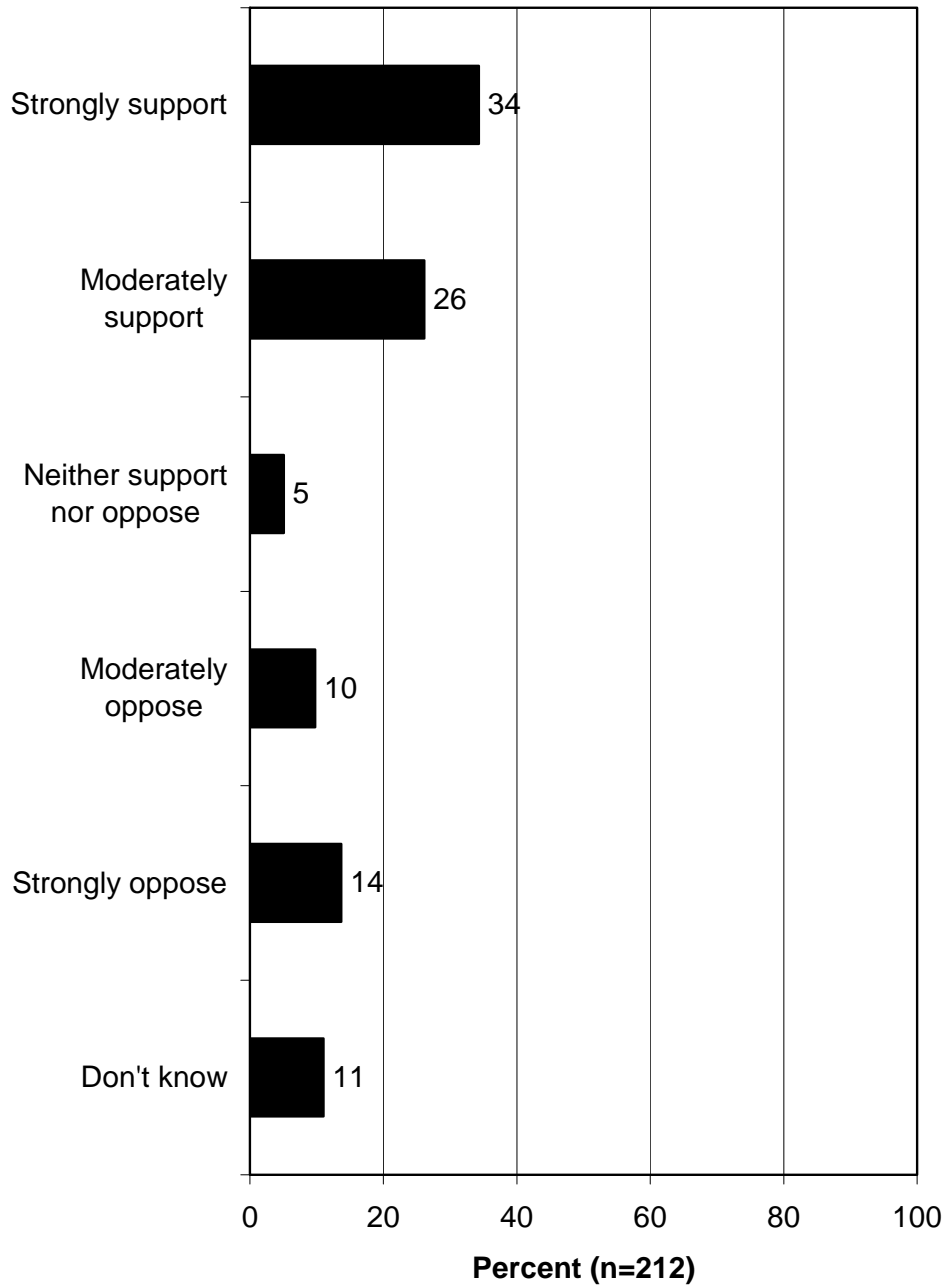
A large MPA at the Davidson Seamount protects unique sea life in the area from all fishing and extraction. Another large MPA is the Rockfish Conservation Area, which is protected from all fishing at the seafloor of the area. Finally, two million acres of the Sanctuary has been set aside as an Essential Fish Habitat where harvesting from the seafloor of the area with a net is not allowed. More than 60% of the Monterey Bay Sanctuary is in fishing restricted MPAs.

The National Marine Fisheries Service, a federal, science-based agency, has determined that overfishing is currently not occurring in the Monterey Bay Sanctuary. Knowing that overfishing is not occurring and knowing about the current system of MPAs and Essential Fish Habitat areas in the Sanctuary, how important or unimportant ...?

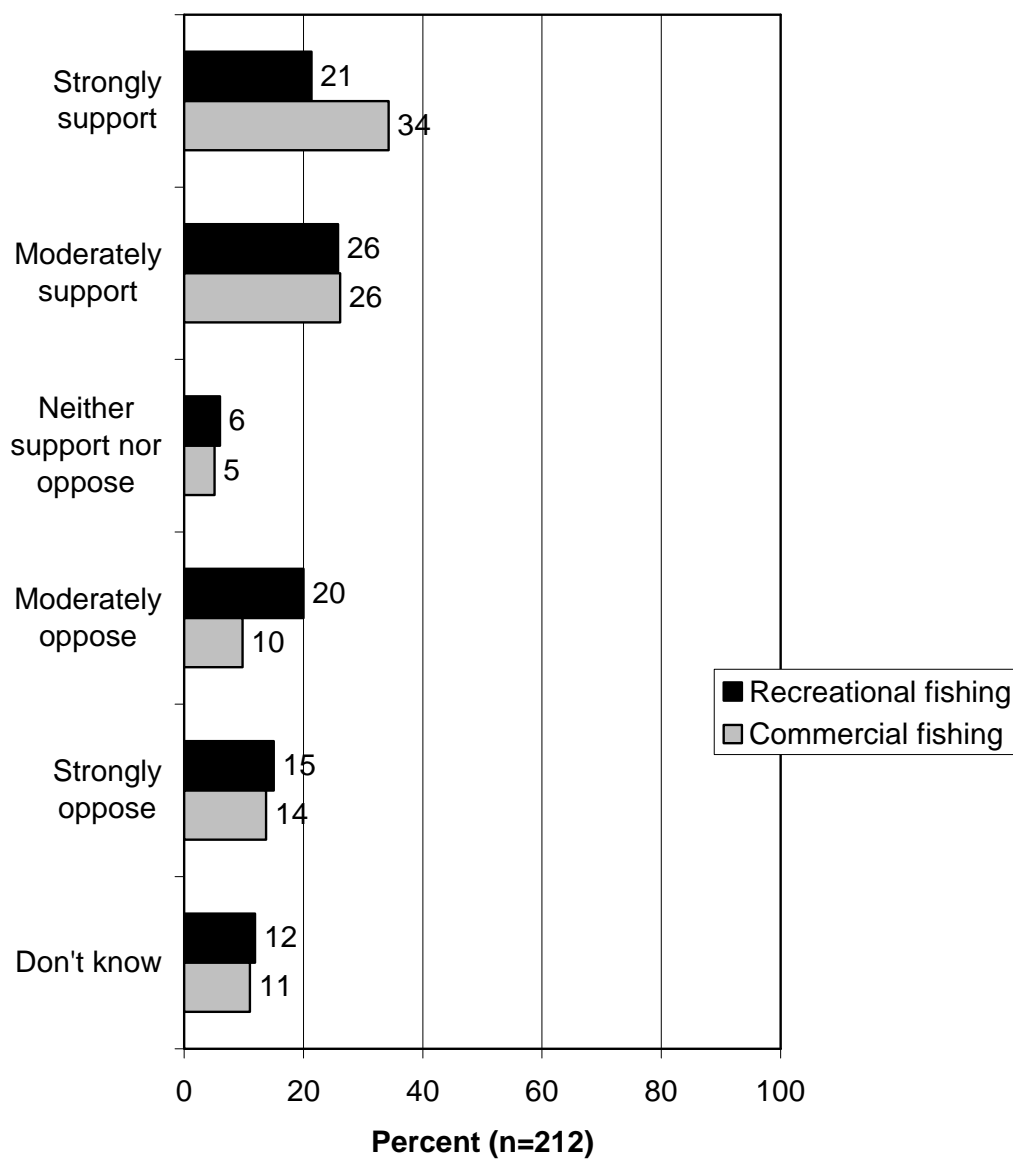
**Q28. Currently, recreational and commercial fishermen who fish and harvest shellfish in the Pacific Ocean are regulated by Federal and state agencies. Do you support or oppose additional regulations for recreational fishing and shellfishing in the Monterey Bay Sanctuary?  
(Monterey Bay Area Survey)**



**Q29. Do you support or oppose additional regulations for commercial fishing and shellfishing in the Monterey Bay Sanctuary? (Monterey Bay Area Survey)**



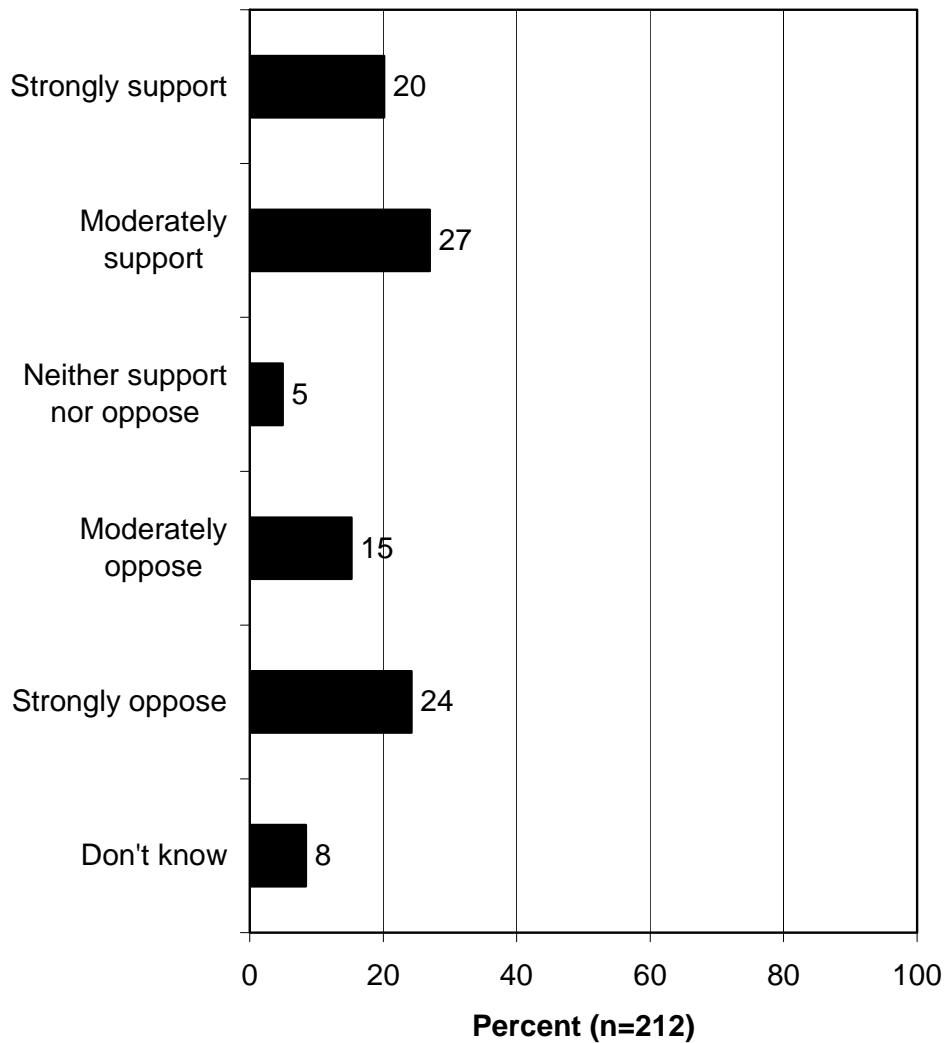
**Q28/29. Currently, recreational and commercial fishermen who fish and harvest shellfish in the Pacific Ocean are regulated by Federal and state agencies. Do you support or oppose additional regulations for recreational/commercial fishing and shellfishing in the Monterey Bay Sanctuary?  
(Monterey Bay Area Survey)**



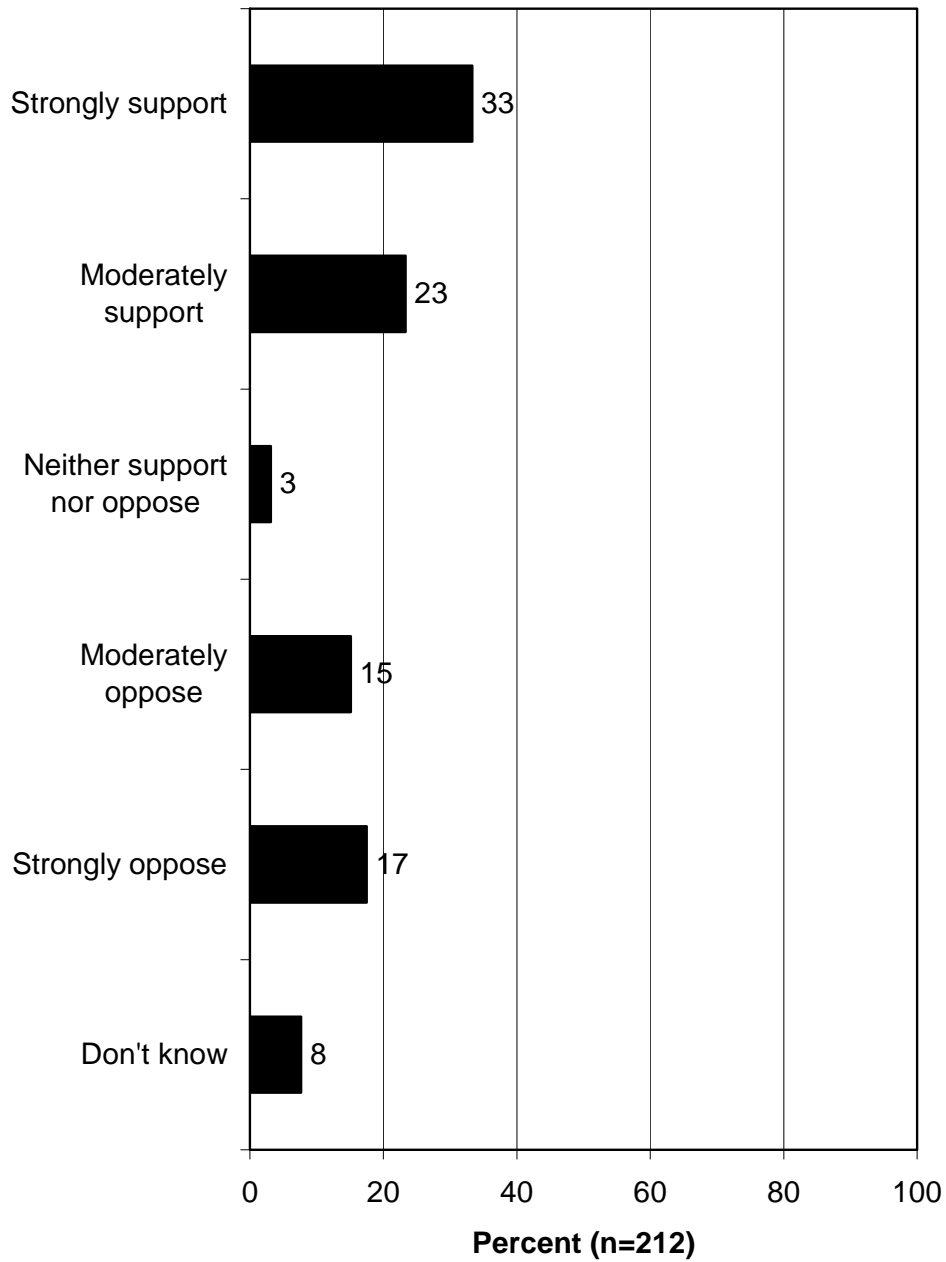


**Q30/31/32.** Prior to the designation of the Monterey Bay Sanctuary in 1992, local recreational and commercial fishermen entered into an agreement with NOAA that the Sanctuary would NOT make additional regulations for recreational and commercial fishing and shellfishing. Recently, the Office of National Marine Sanctuaries and the local superintendent have indicated that they may make, or ask other agencies to make, additional fishing regulations for the Monterey Bay Sanctuary.

**Knowing this, would you support or oppose additional regulations for recreational fishing and shellfishing in the Monterey Bay?  
(Monterey Bay Area Survey)**

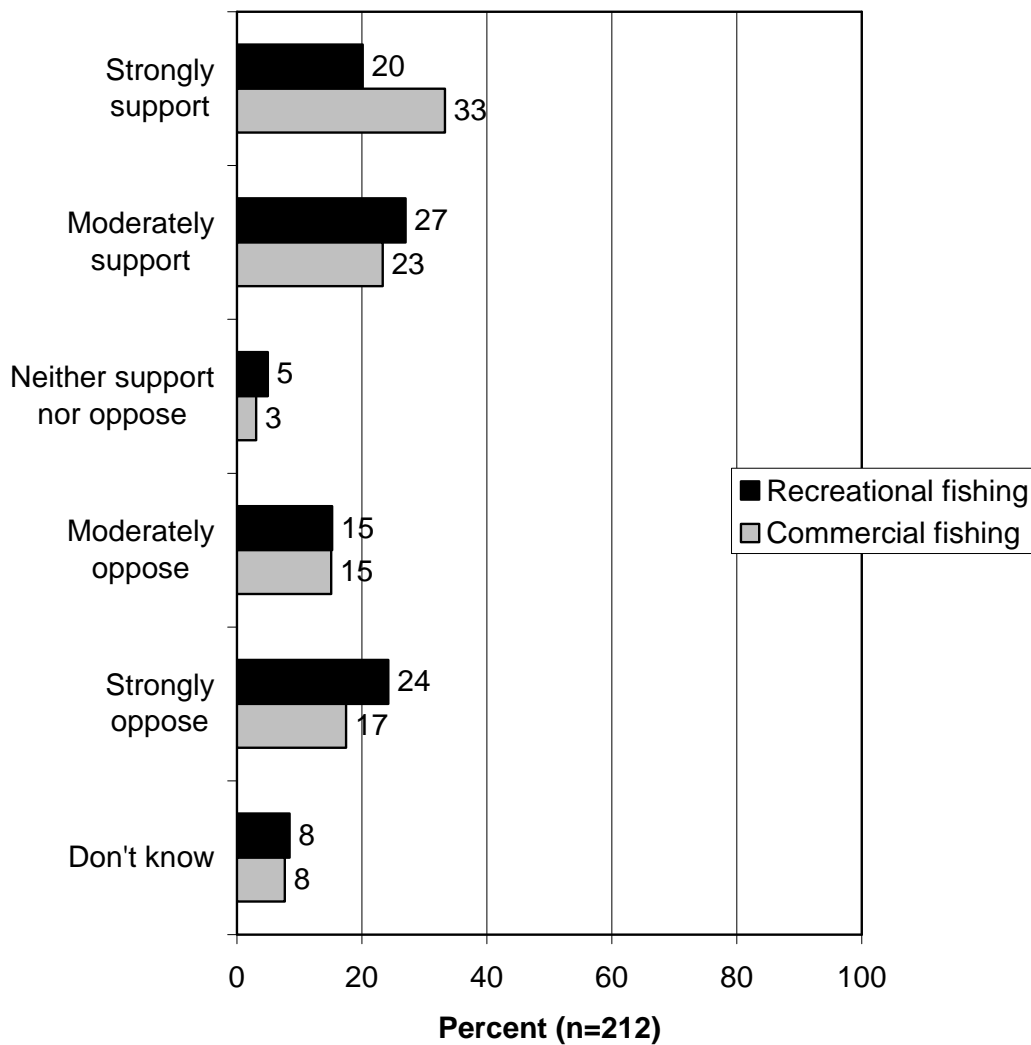


**Q33. Would you support or oppose additional regulations for commercial fishing and shellfishing in the Monterey Bay Sanctuary?  
(Monterey Bay Area Survey)**

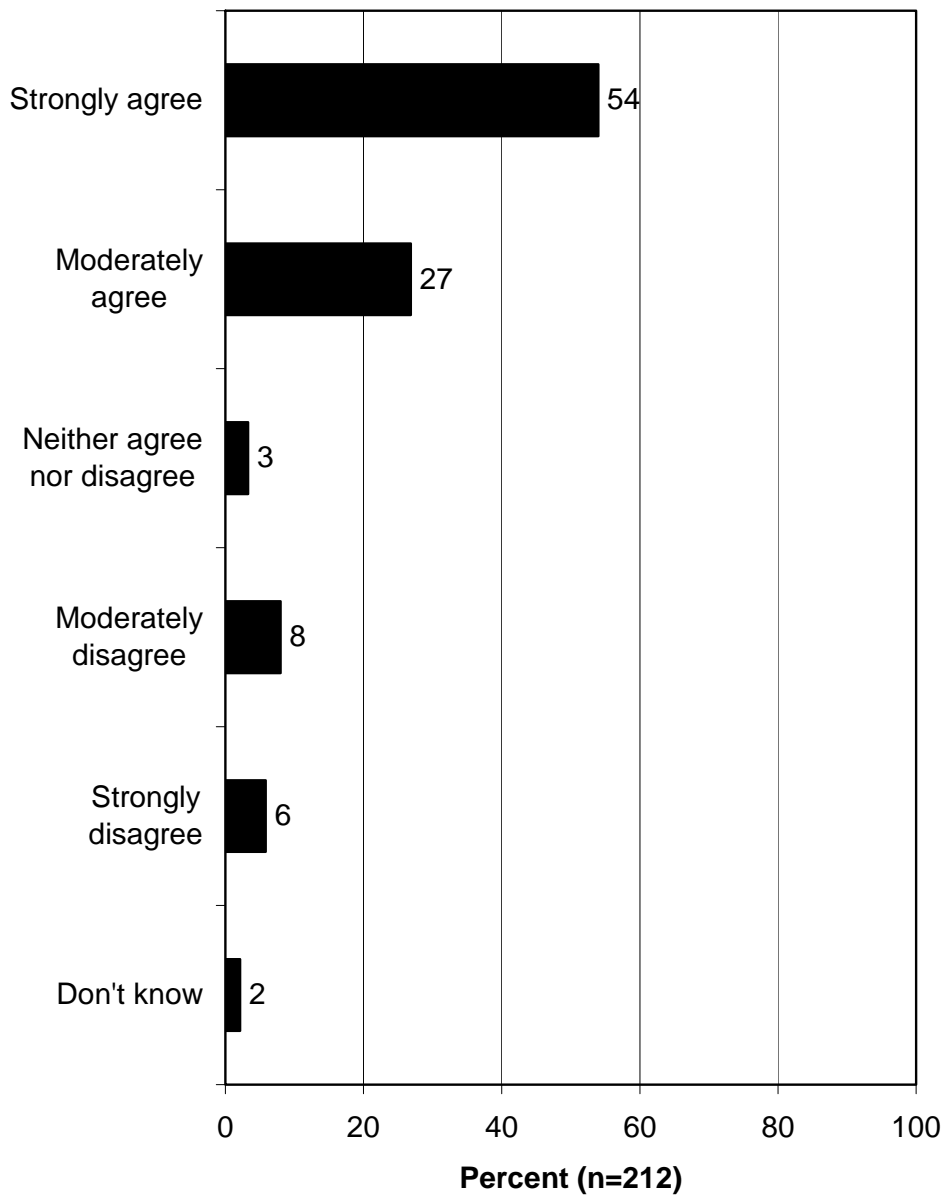


**Q30/31/32/33.** Prior to the designation of the Monterey Bay Sanctuary in 1992, local recreational and commercial fishermen entered into an agreement with NOAA that the Sanctuary would NOT make additional regulations for recreational and commercial fishing and shellfishing. Recently, the Office of National Marine Sanctuaries and the local superintendent have indicated that they may make, or ask other agencies to make, additional fishing regulations for the Monterey Bay Sanctuary.

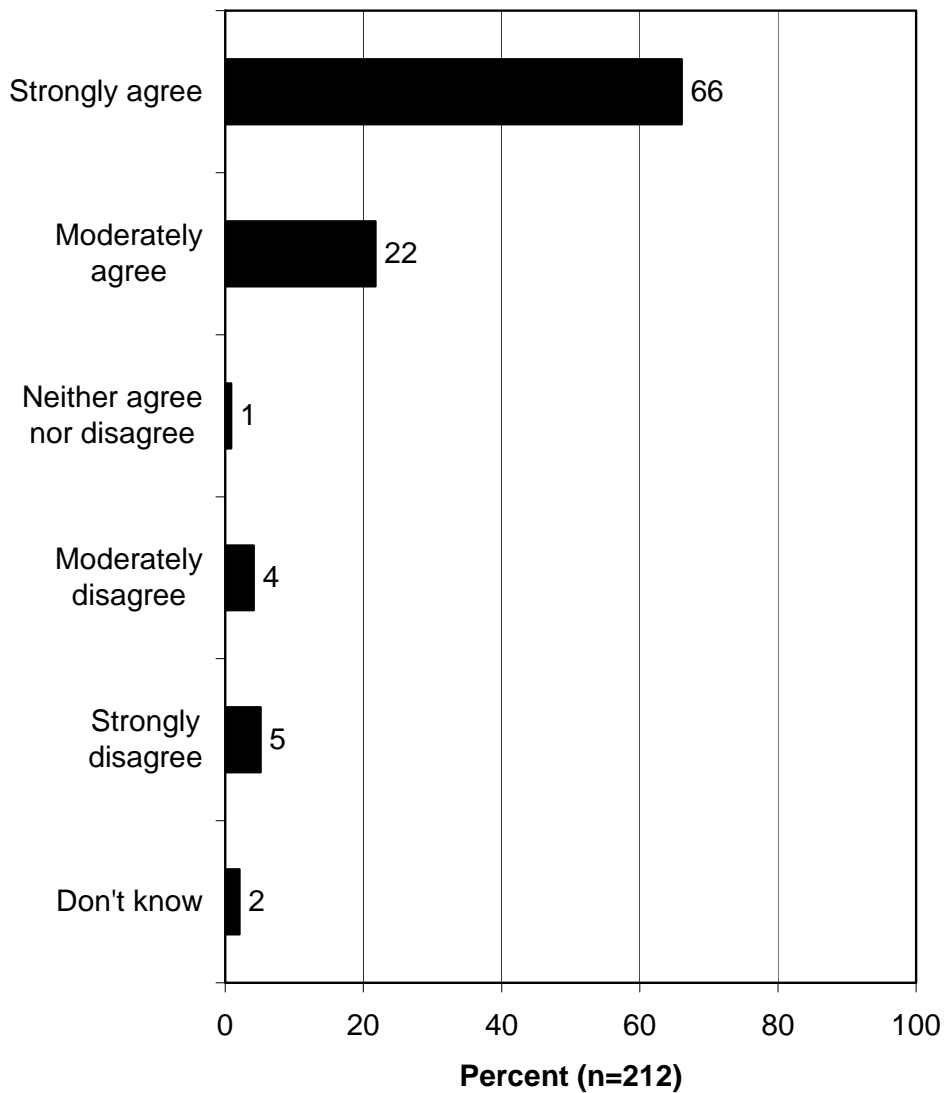
**Knowing this, would you support or oppose additional regulations for recreational/commercial fishing and shellfishing in the Monterey Bay?  
(Monterey Bay Area Survey)**



**Q40. Do you agree or disagree that the Sanctuary managers should obtain the support of local fishing groups and organizations if they want to change the agreement and make an additional fishing regulation?  
(Monterey Bay Area Survey)**

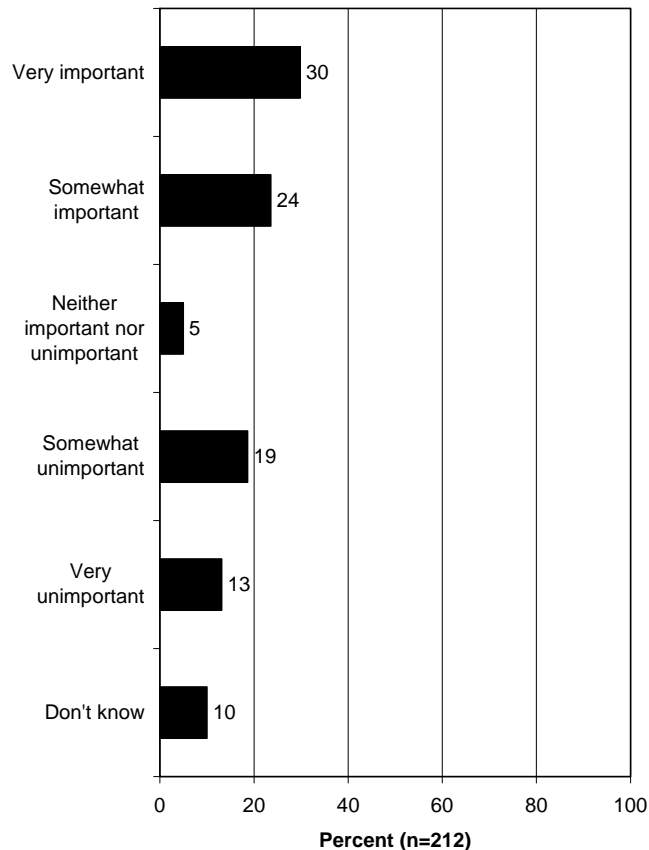


**Q41. If the Sanctuary managers address a problem with the ocean resources or habitats in the Monterey Bay Sanctuary that affects fishermen in the area, do you agree or disagree that the managers should be required to work with leaders of local fishing groups and organizations to reach an agreement for a solution to the problem?  
(Monterey Bay Area Survey)**



Note: This question was preceded by wording shown in text box below.

**Q45. How important or unimportant do you think it is to create additional Marine Protected Areas (MPAs) where fishing is restricted or banned in the Sanctuary?  
(Monterey Bay Area Survey)**



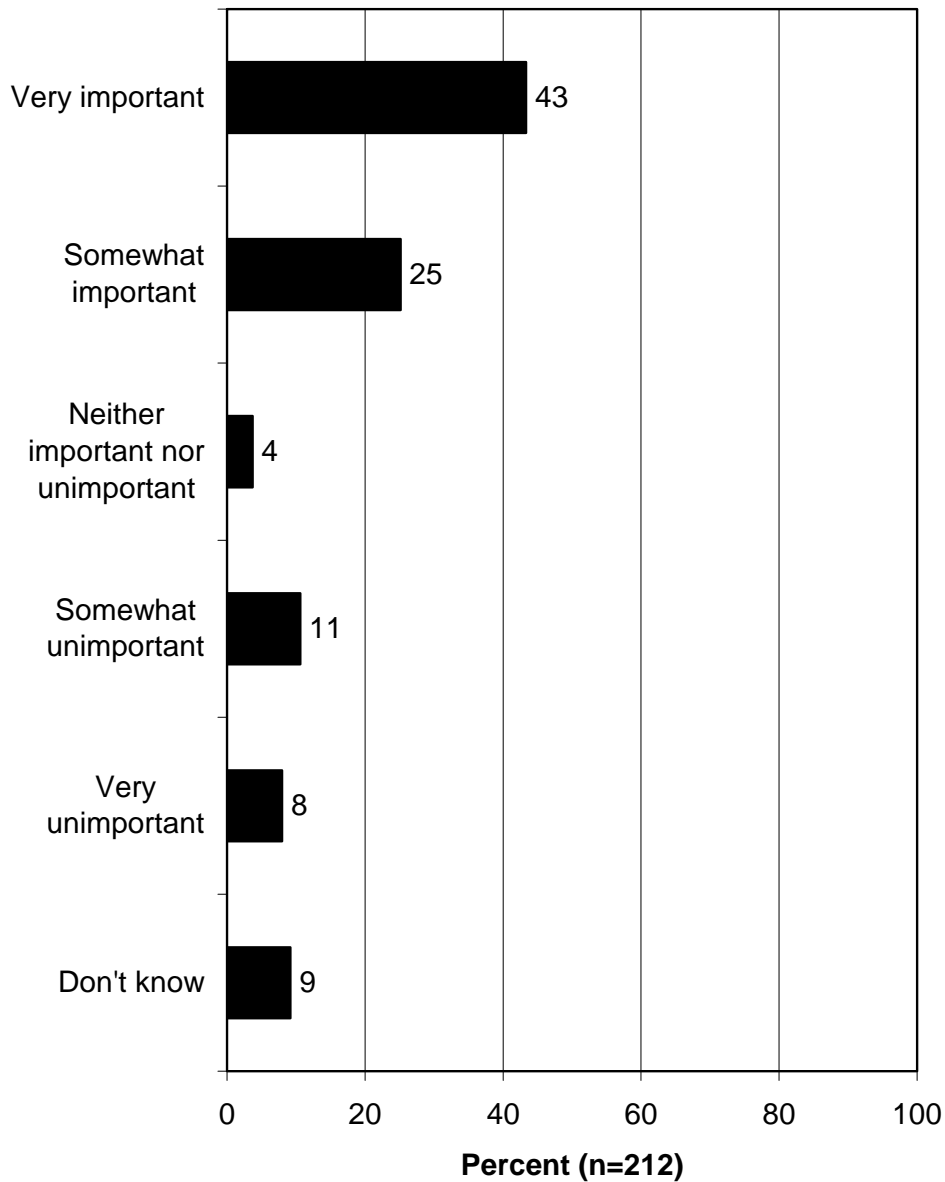
Within the Sanctuary there are many Marine Protected Areas, or MPAs. An MPA is an area of marine environment that has been reserved by laws or regulations to provide lasting protection for part or all of the natural and cultural resources within the identified area. Different types of MPAs can provide different types of protection, restrictions, or bans. Some MPAs restrict or ban fishing and some do not. The Monterey Bay Sanctuary features many different types of MPAs. Some of the MPAs in the Sanctuary restrict fishing. Within three miles of the coast, there are 22 state MPAs that, together, include most marine habitats.

A large MPA at the Davidson Seamount protects unique sea life in the area from all fishing and extraction. Another large MPA is the Rockfish Conservation Area, which is protected from all fishing at the seafloor of the area. Finally, two million acres of the Sanctuary has been set aside as an Essential Fish Habitat where harvesting from the seafloor of the area with a net is not allowed. More than 60% of the Monterey Bay Sanctuary is in fishing restricted MPAs.

The National Marine Fisheries Service, a federal, science-based agency, has determined that overfishing is currently not occurring in the Monterey Bay Sanctuary. Knowing that overfishing is not occurring and knowing about the current system of MPAs and Essential Fish Habitat areas in the Sanctuary, how important or unimportant ...?

Note: This question was preceded by Question 45 and the introductory wording, both shown on the previous page.

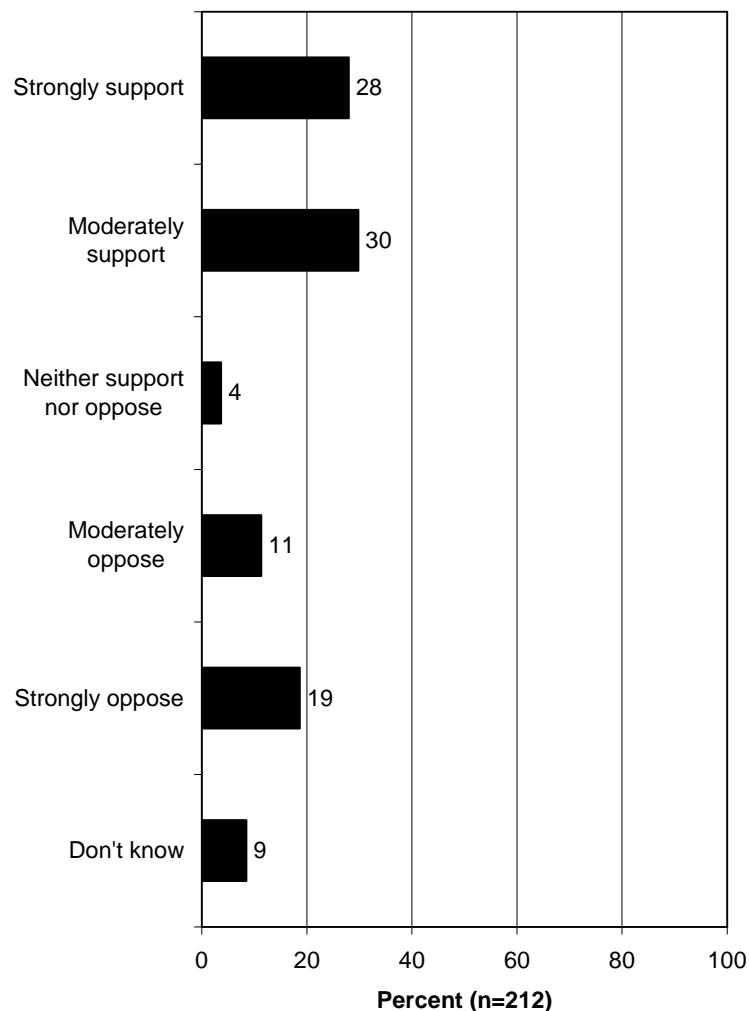
**Q46. How important or unimportant do you think it is to create additional MPAs where fishing is restricted or banned for the primary purpose of ensuring that some areas of the ocean are in a more natural condition?  
(Monterey Bay Area Survey)**



## OPINIONS ON FUNDING FOR MARINE PROTECTED AREAS

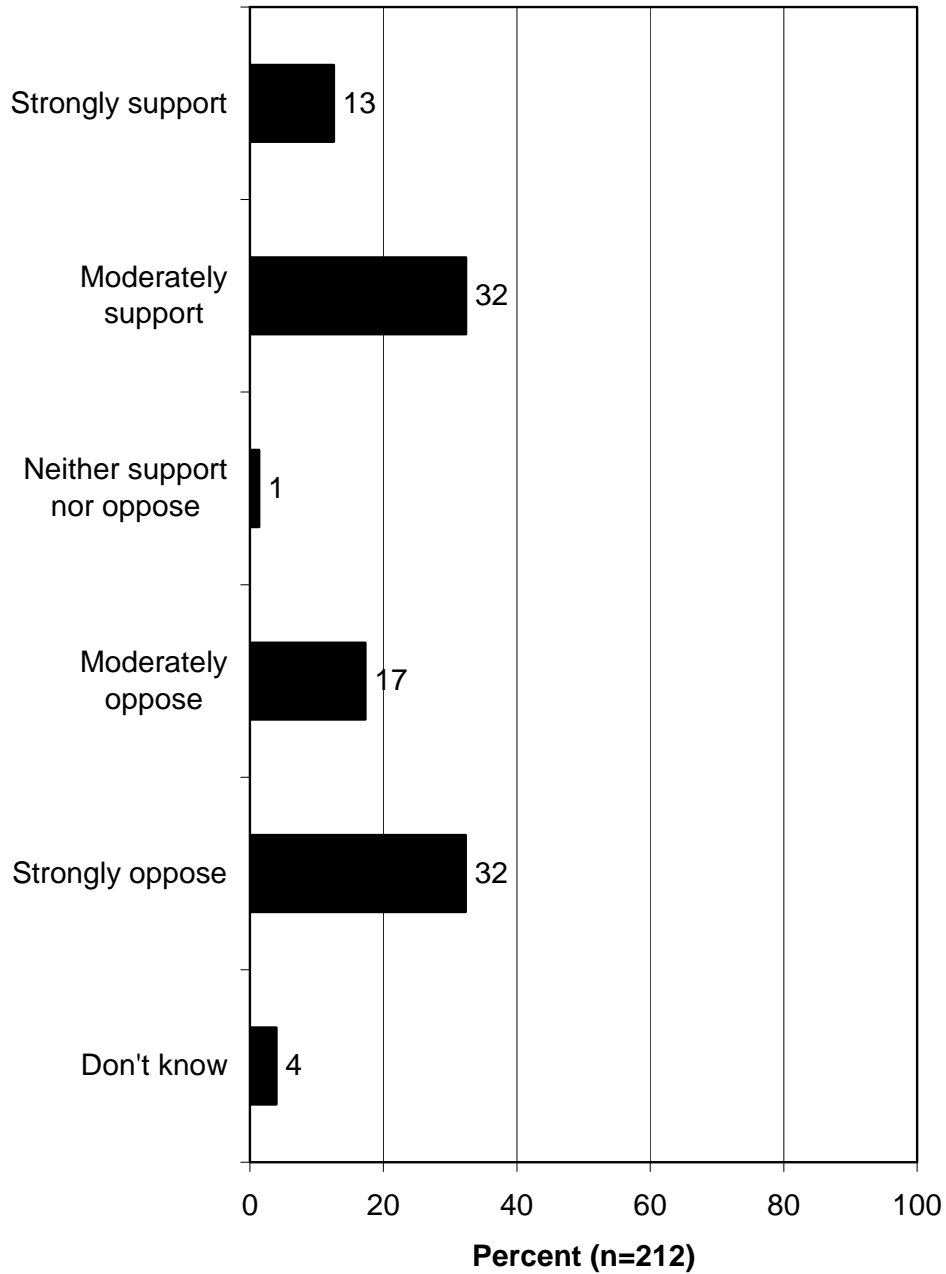
- A majority of Monterey Bay area residents (58%) support funding the creation and management of Marine Protected Areas through the general revenue fund from state taxes; nearly a third, however, oppose (30%). In follow-up, the survey asked if residents if they would support or oppose a tax increase to fund the creation and management of Marine Protected Areas, and residents are about evenly split: 45% would support, but 49% would oppose.

**Q47. Do you support or oppose funding the creation and management of MPAs through the general revenue fund from state taxes?  
(Monterey Bay Area Survey)**





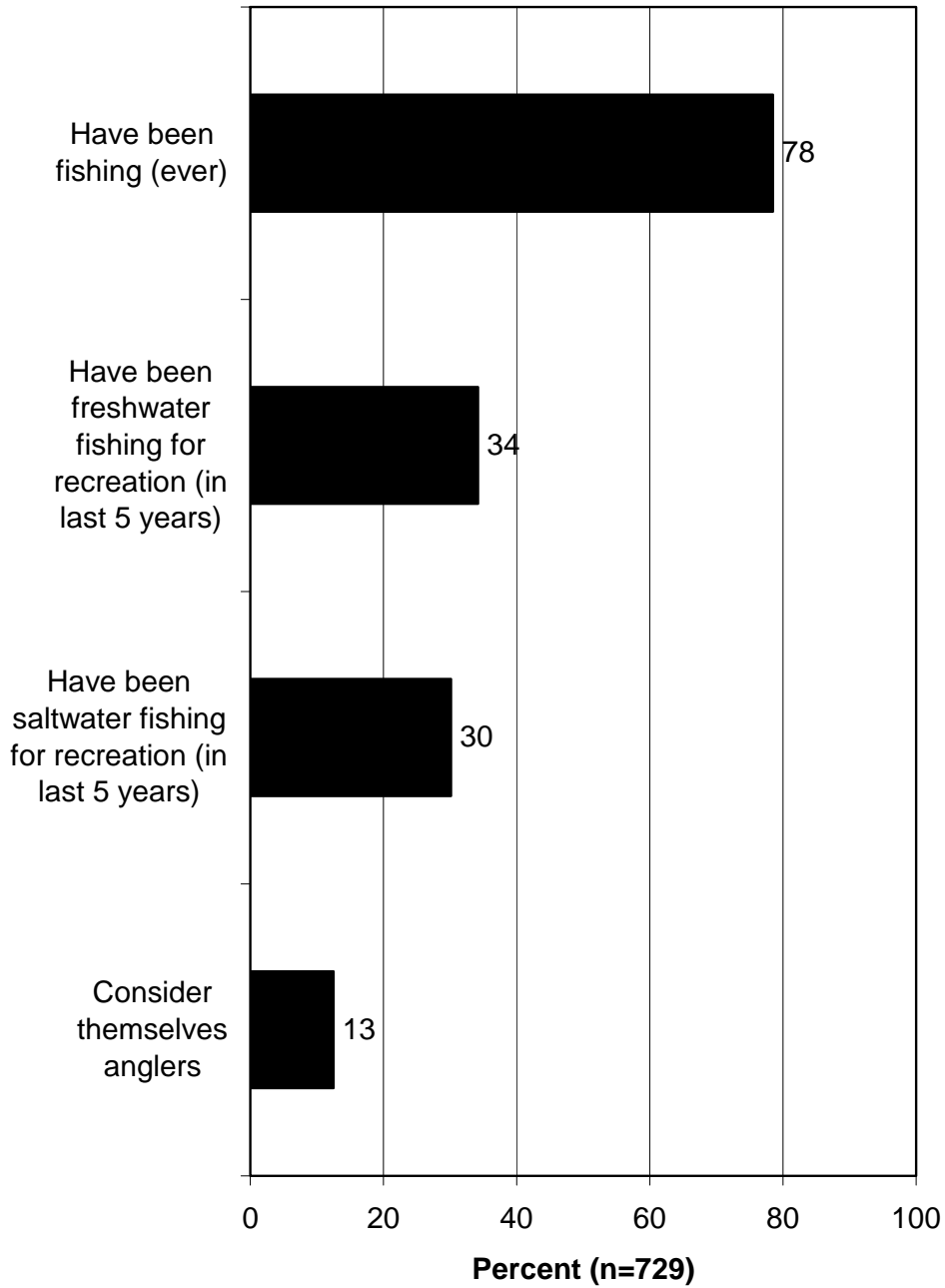
**Q48. Do you support or oppose an increase in taxes to fund the creation and management of MPAs?  
(Monterey Bay Area Survey)**



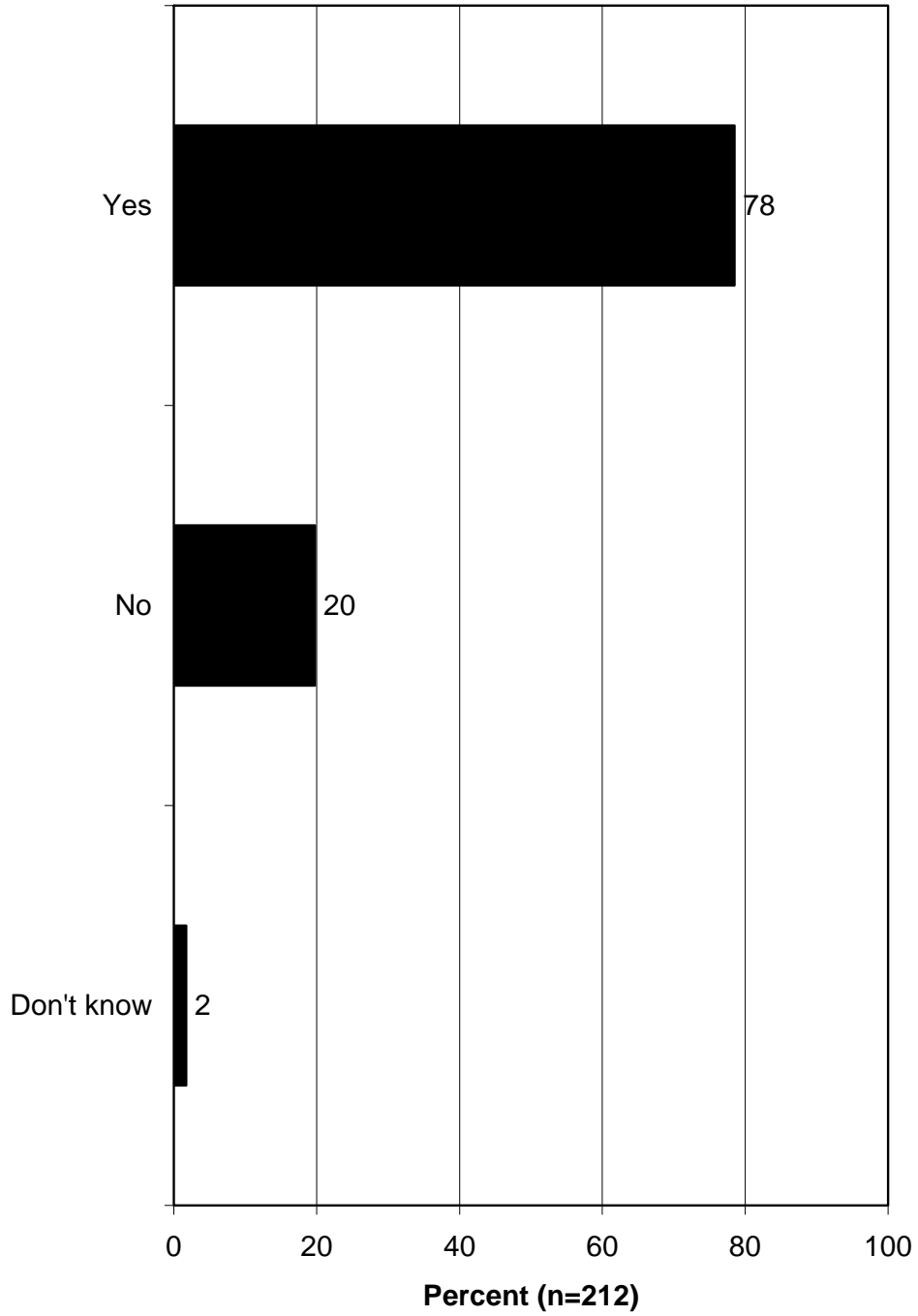
## PARTICIPATION IN RECREATIONAL AND COMMERCIAL FISHING

- The survey asked Monterey Bay area residents about their participation in fishing. The first question was the most broad, asking if the respondent had *ever* been fishing (i.e., with no time frame specified), and 78% of Monterey Bay area residents in the survey indicated that at some time they had been fishing, 34% had been freshwater fishing in the last 5 years, 30% had been saltwater fishing in the last 5 years, and 13% consider themselves an angler.
  - The question regarding whether the respondent considers himself/herself to be an angler was crosstabulated by status regarding fishing participation. Those most likely to consider themselves to be anglers have both freshwater *and* saltwater fished in the last 5 years: 35% of those from this group consider themselves to be anglers. Otherwise, 27% of those who freshwater fished only in the last 5 years and 13% of those who saltwater fished only in the last 5 years consider themselves to be anglers.
  
- The survey asked all those *who had ever fished* if their personal income or their family's income had ever been dependent on commercial freshwater/saltwater fishing or shellfishing: 6% of these respondents indicated some income dependence on *freshwater* fishing or shellfishing at some time, and 9% of them indicated some income dependence on *saltwater* fishing and shellfishing at some time.

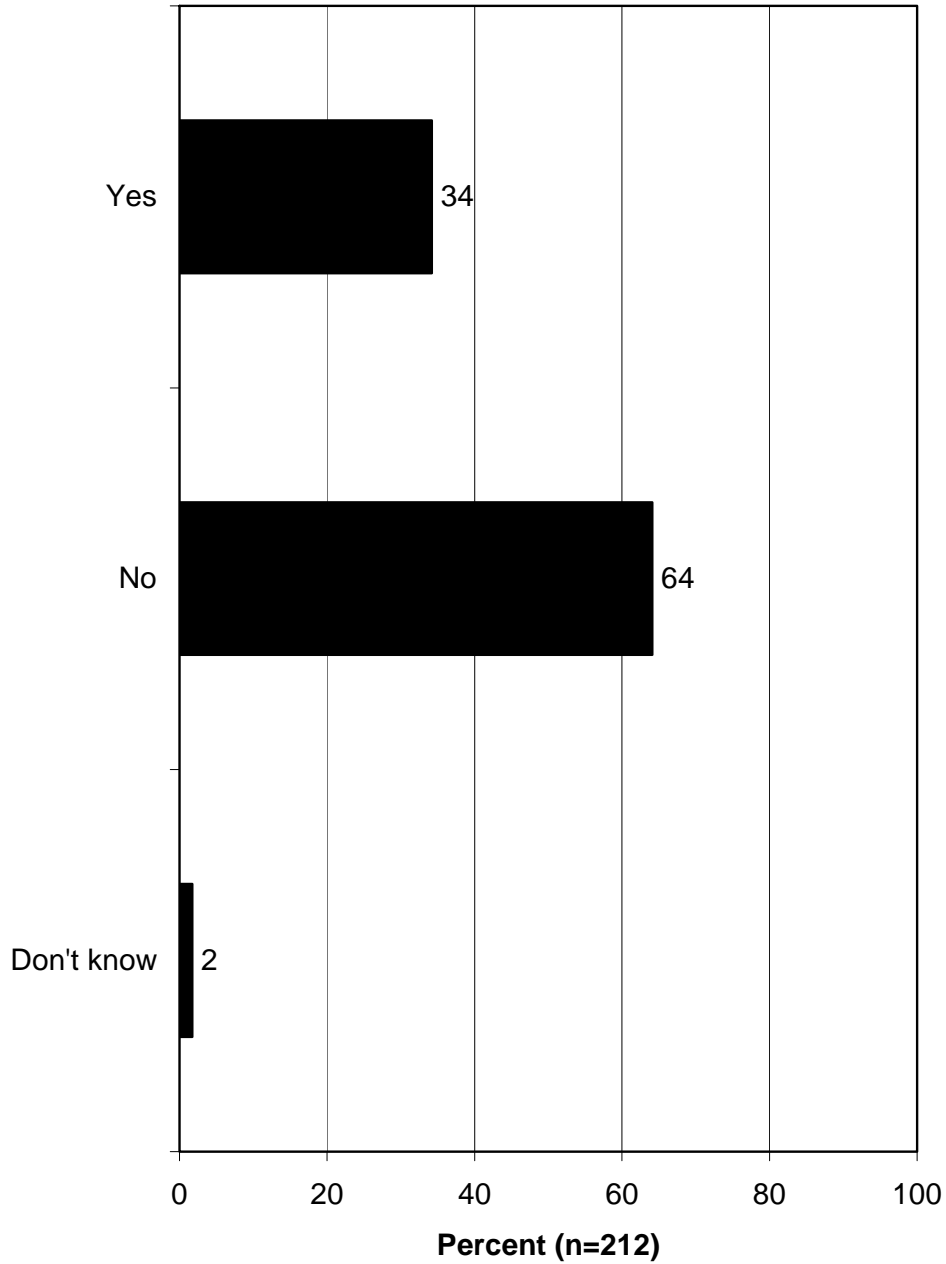
### Q50-53. Percent who: (Monterey Bay Survey)



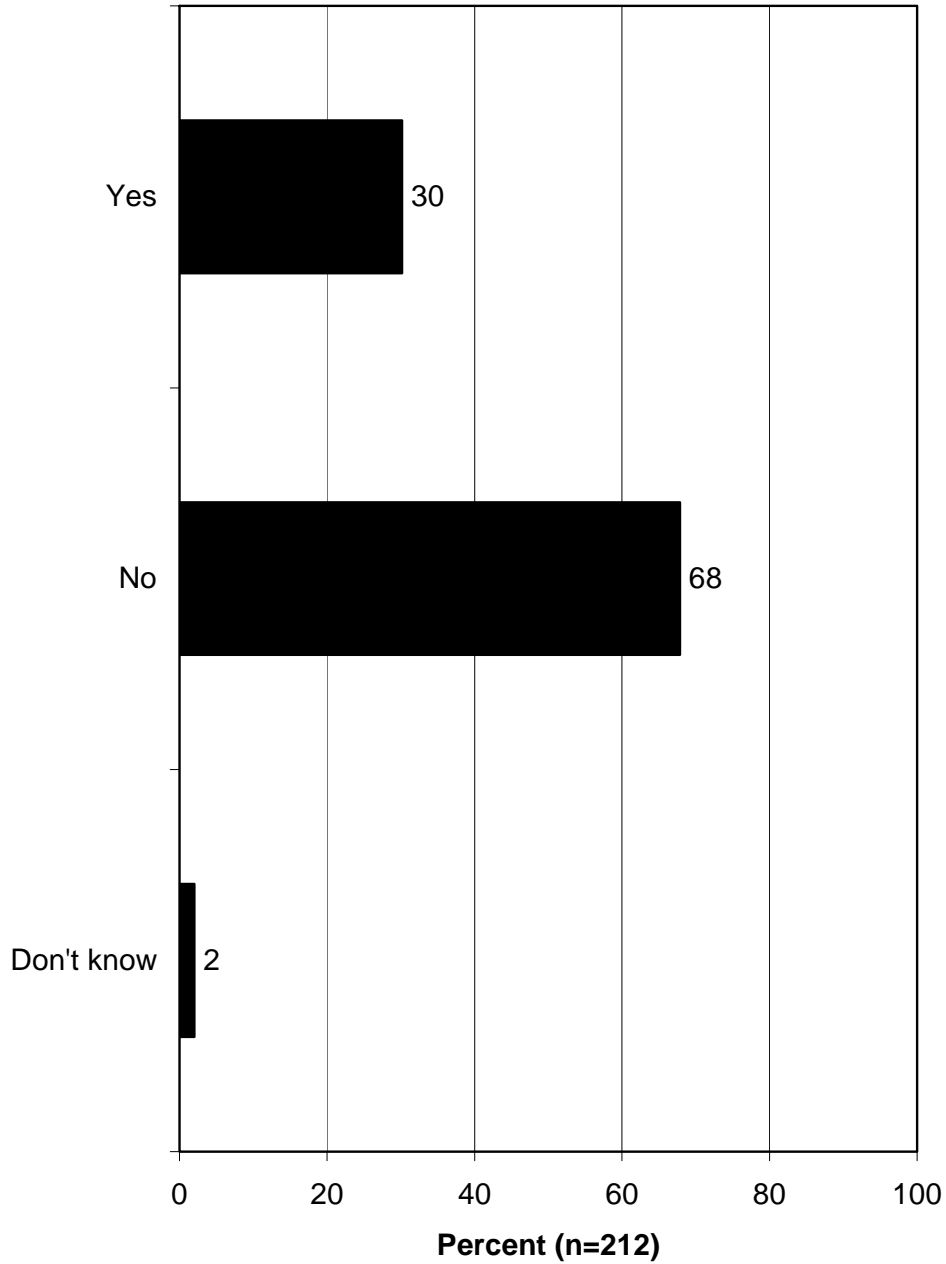
### Q50. Have you ever been fishing? (Monterey Bay Area Survey)



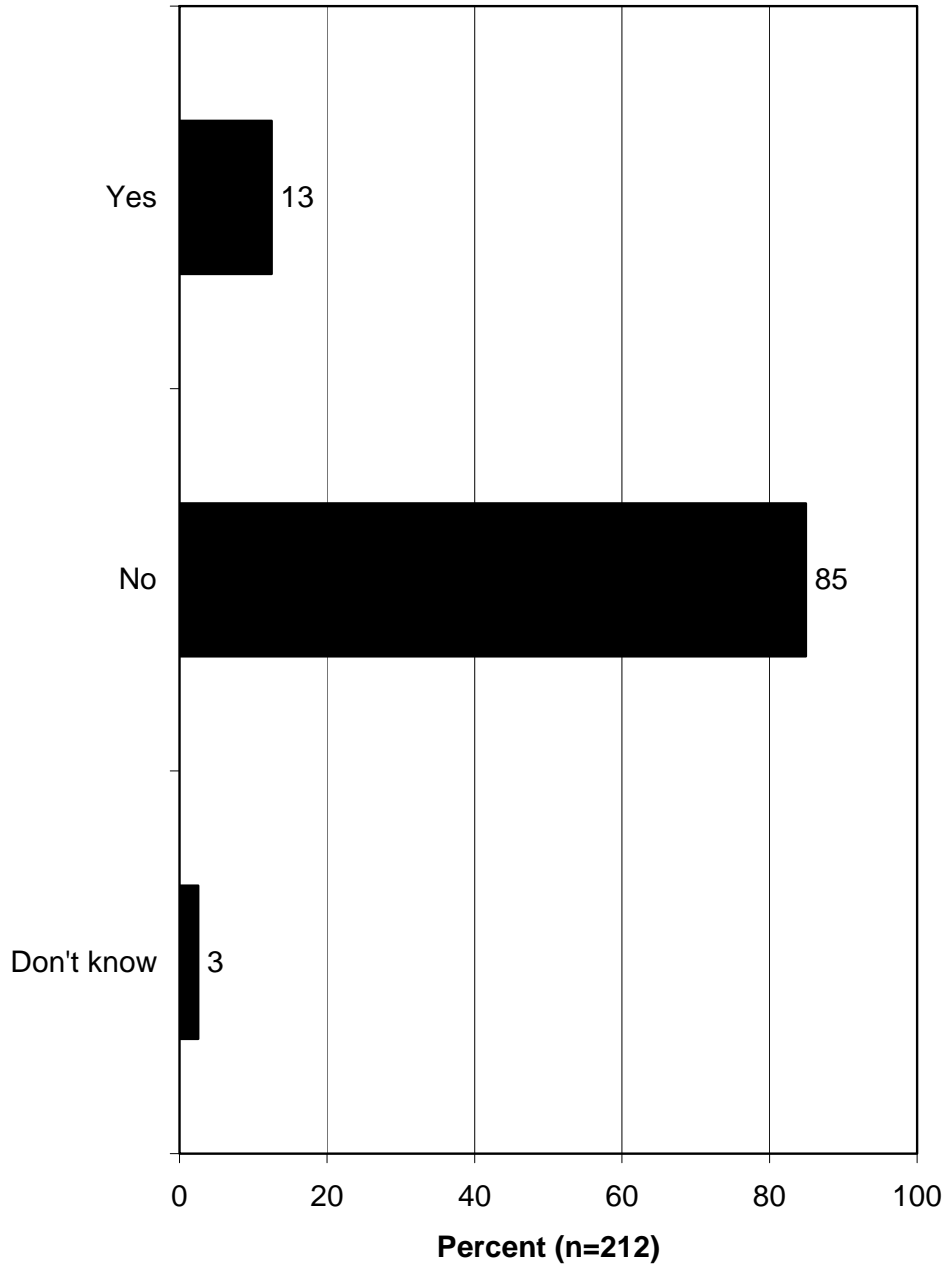
**Q51. Have you been freshwater fishing for recreation in the past 5 years?  
(Monterey Bay Area Survey)**



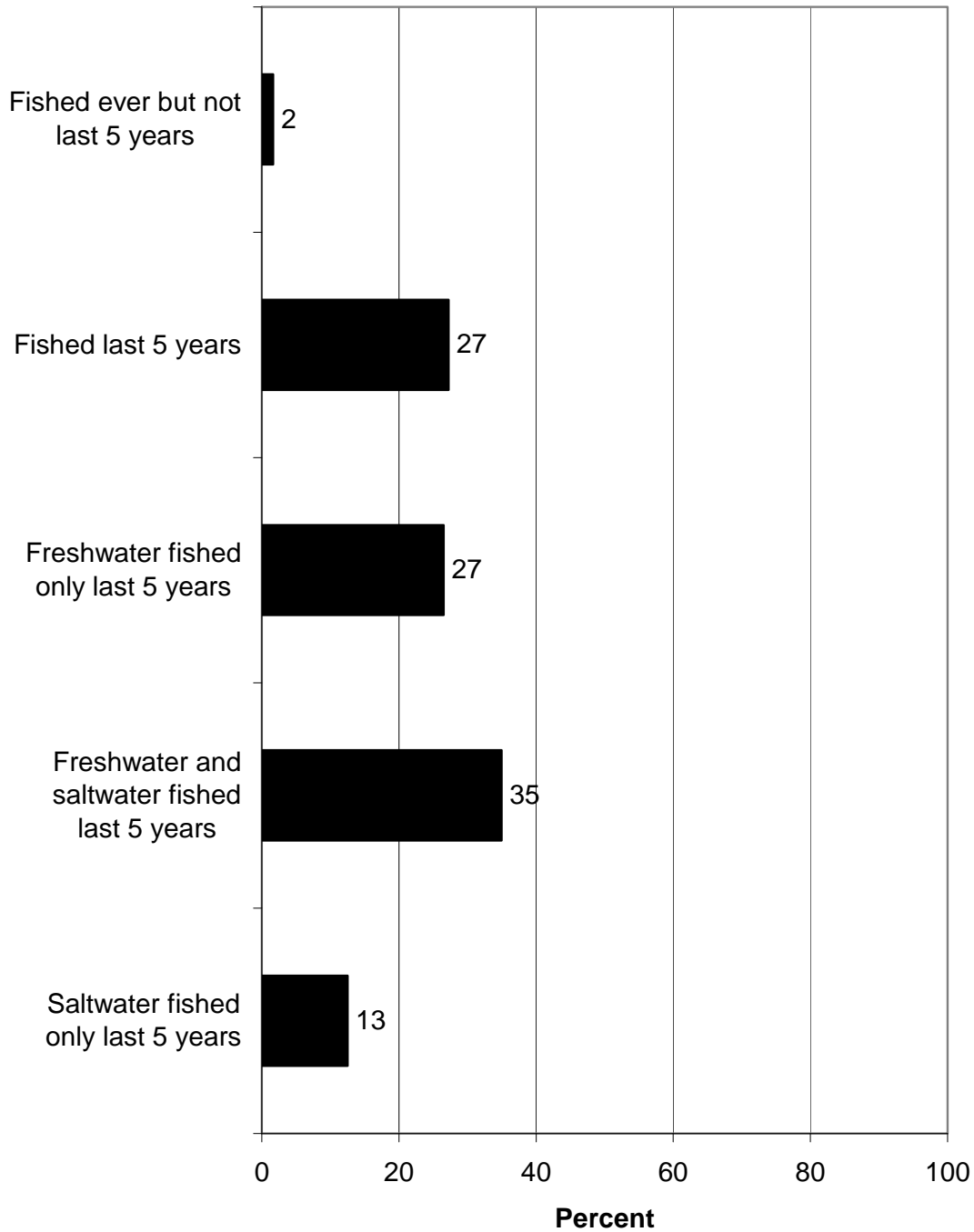
**Q52. Have you been saltwater fishing for recreation  
in the past 5 years?  
(Monterey Bay Area Survey)**



**Q53. Do you consider yourself an angler?  
(Monterey Bay Area Survey)**

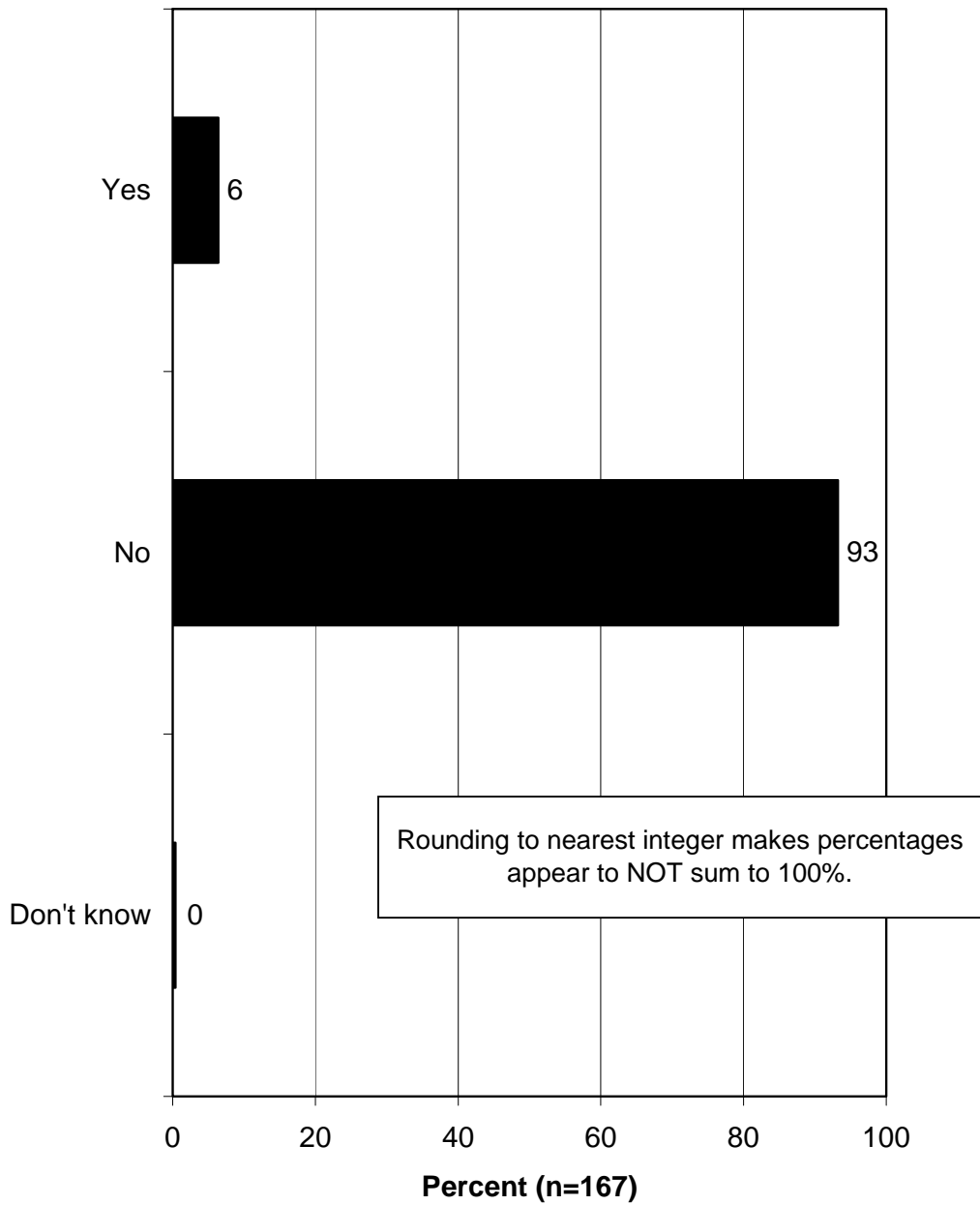


**Percent of each group who consider themselves to be an angler. (Monterey Bay Survey)**

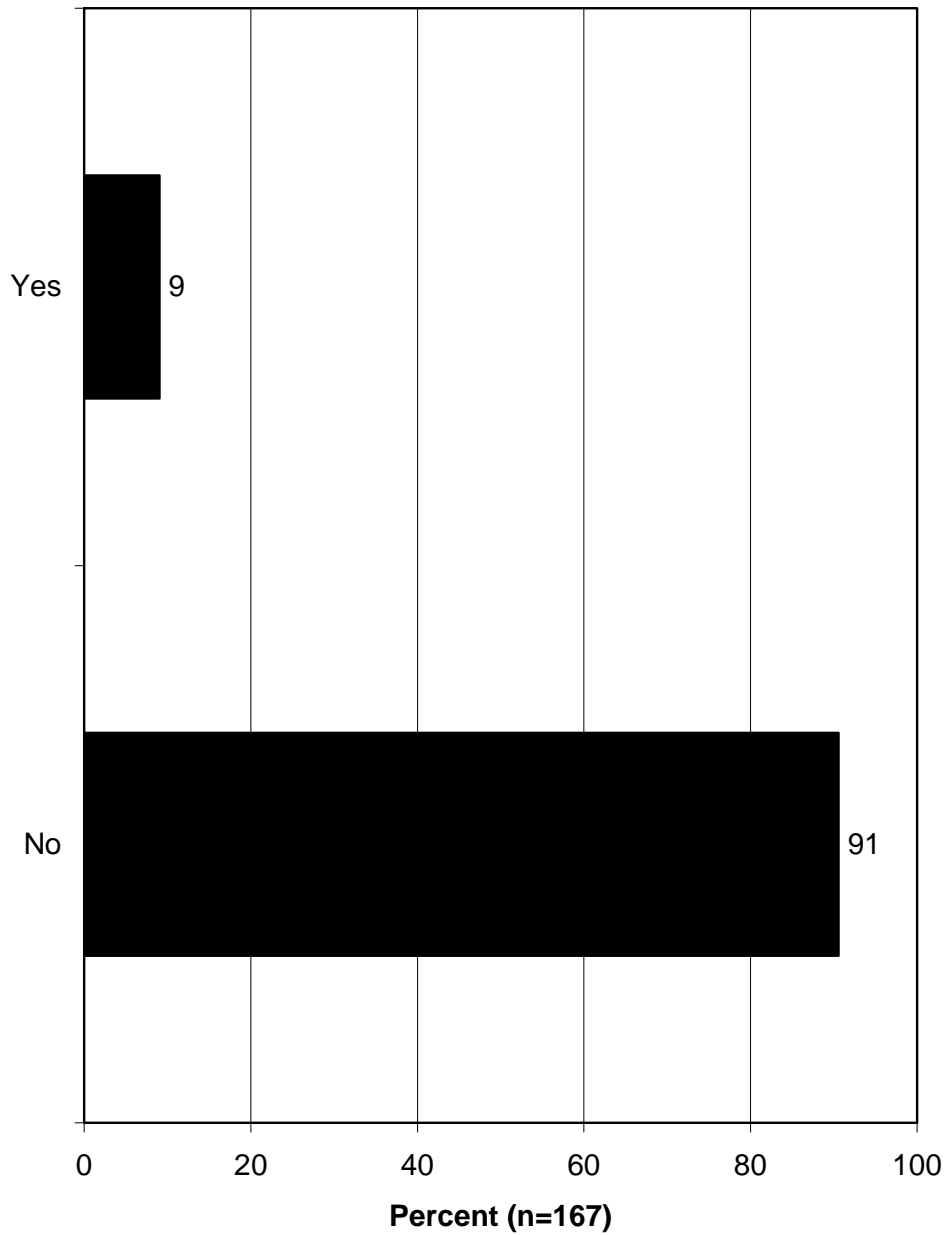




**Q54. Has your or your family's income ever been dependent on commercial freshwater fishing or shellfishing? (Asked of those who have ever been fishing.)  
(Monterey Bay Area Survey)**



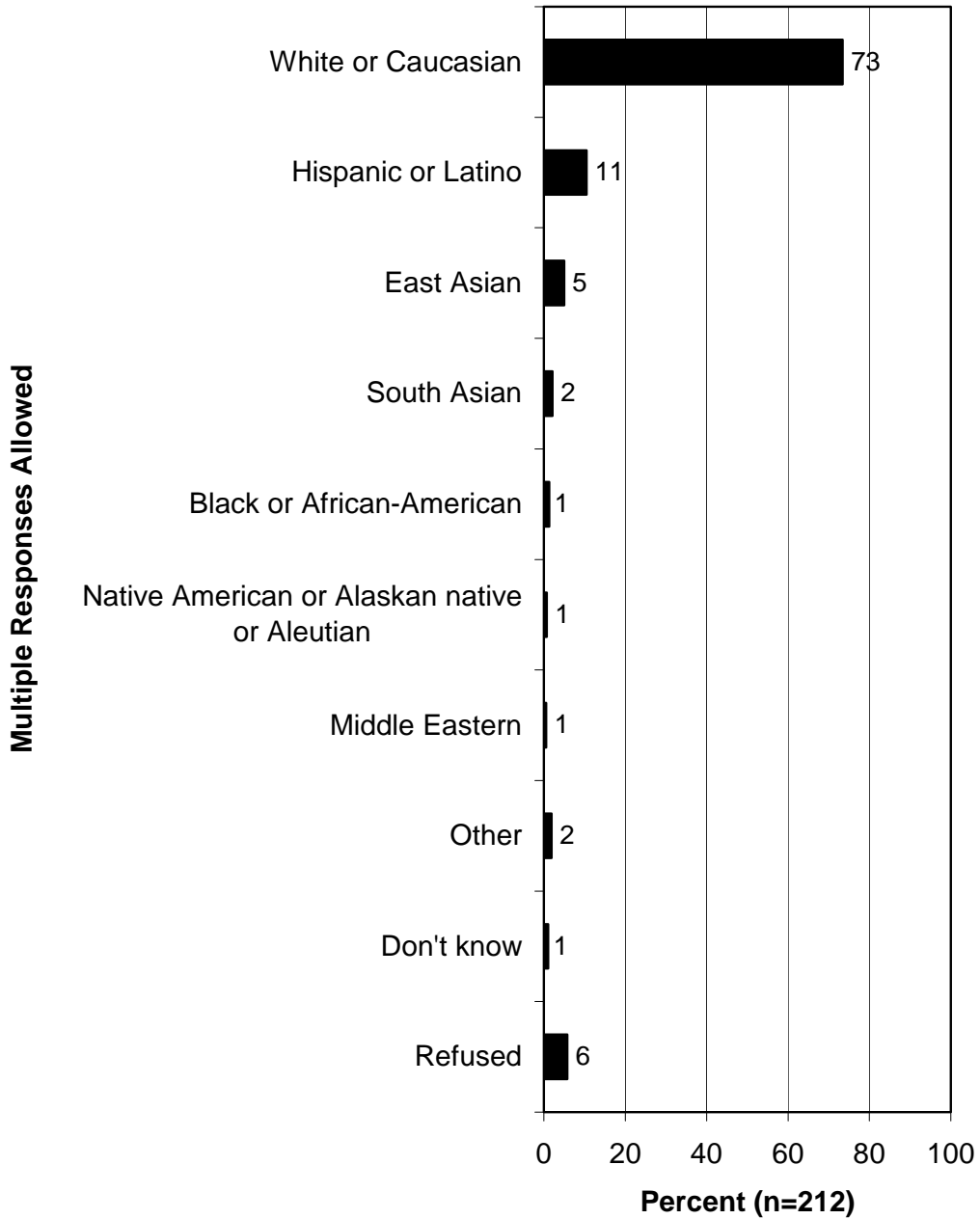
**Q55. Has your or your family's income ever been dependent on commercial saltwater fishing or shellfishing? (Asked of those who have ever been fishing.)  
(Monterey Bay Area Survey)**



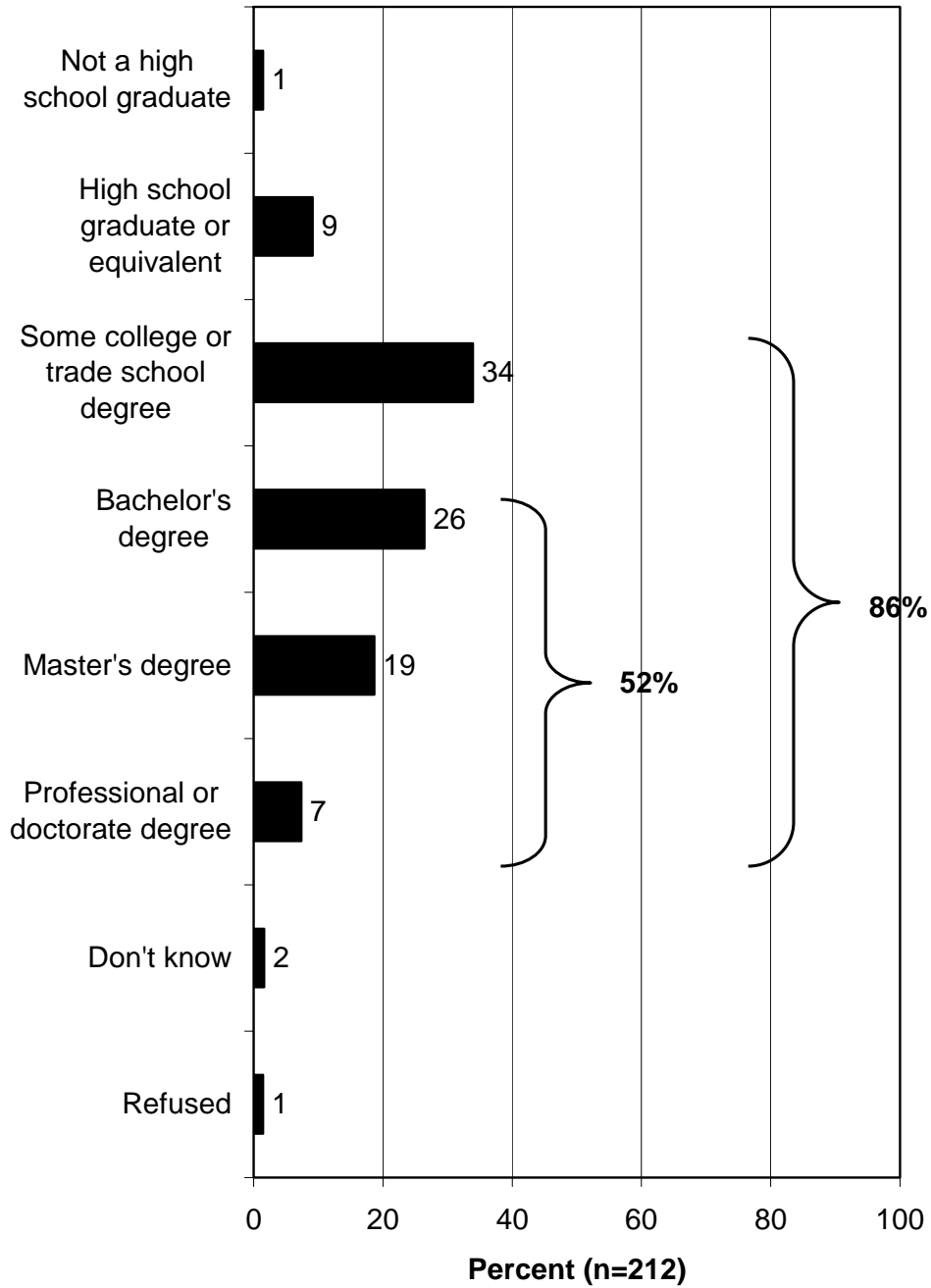
## **DEMOGRAPHIC DATA**

- The survey was weighted by age and gender; therefore, graphs for these questions are not shown, as they simply reflect the Monterey Bay area population as a whole.
- Ethnic background of Monterey Bay area residents is shown. Most of them are white/Caucasian (73%), with a smaller percentage who consider their ethnic background to be Hispanic/Latino (11%).
- Educational attainment of Monterey Bay area residents is shown: 86% have taken some coursework beyond high school; 52% have a bachelor's degree, with or without a higher degree.
- Monterey Bay area residents most commonly consider their place of residence to be a small city/town (37%).
- Years of residency in California and in the Monterey Bay area is shown among respondents to the survey. The majority of Monterey Bay area residents (55%) have lived in the Monterey Bay area for no more than 20 years.
- In the survey, 37% of area residents rent, while 61% own their current place of residence.

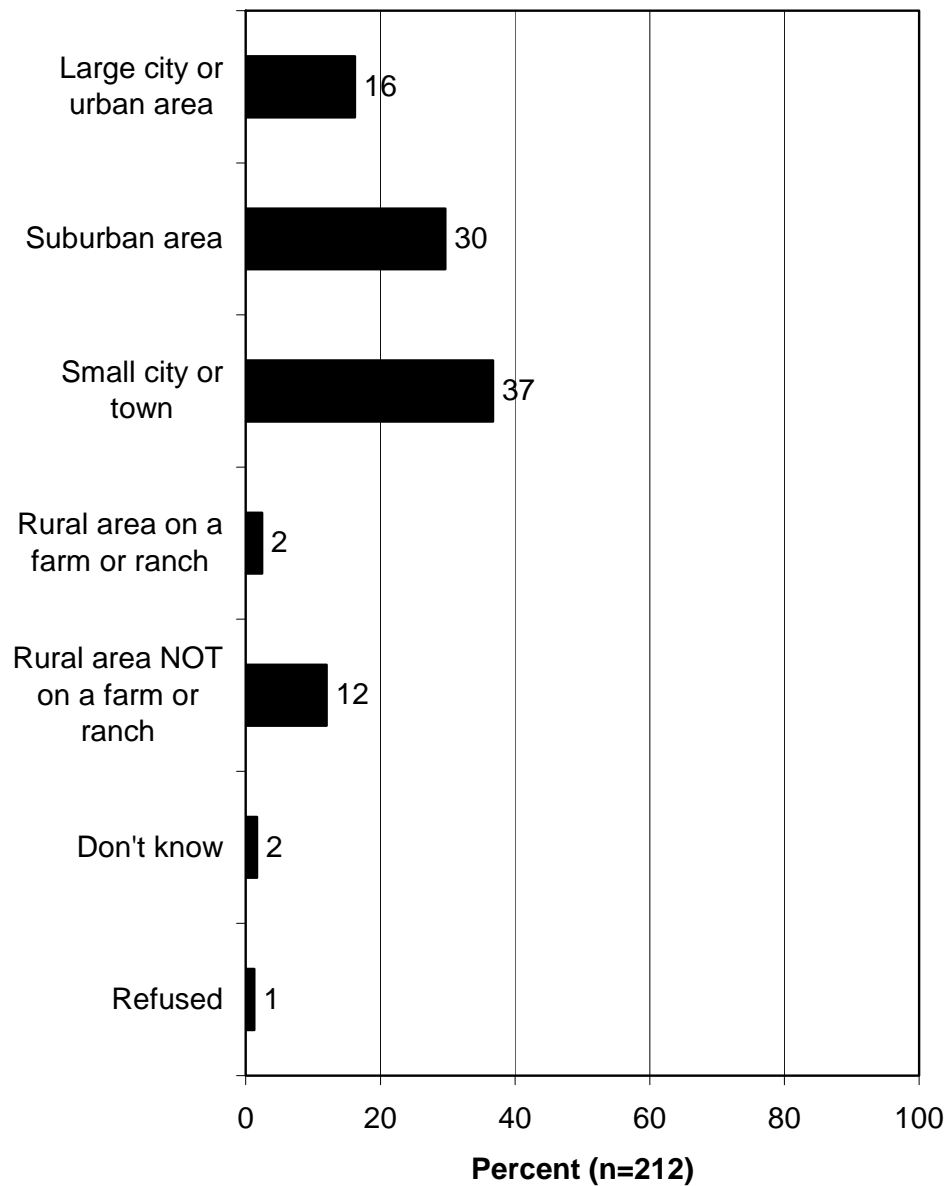
**Q67. What races of ethnic backgrounds do you  
consider yourself?  
(Monterey Bay Area Survey)**



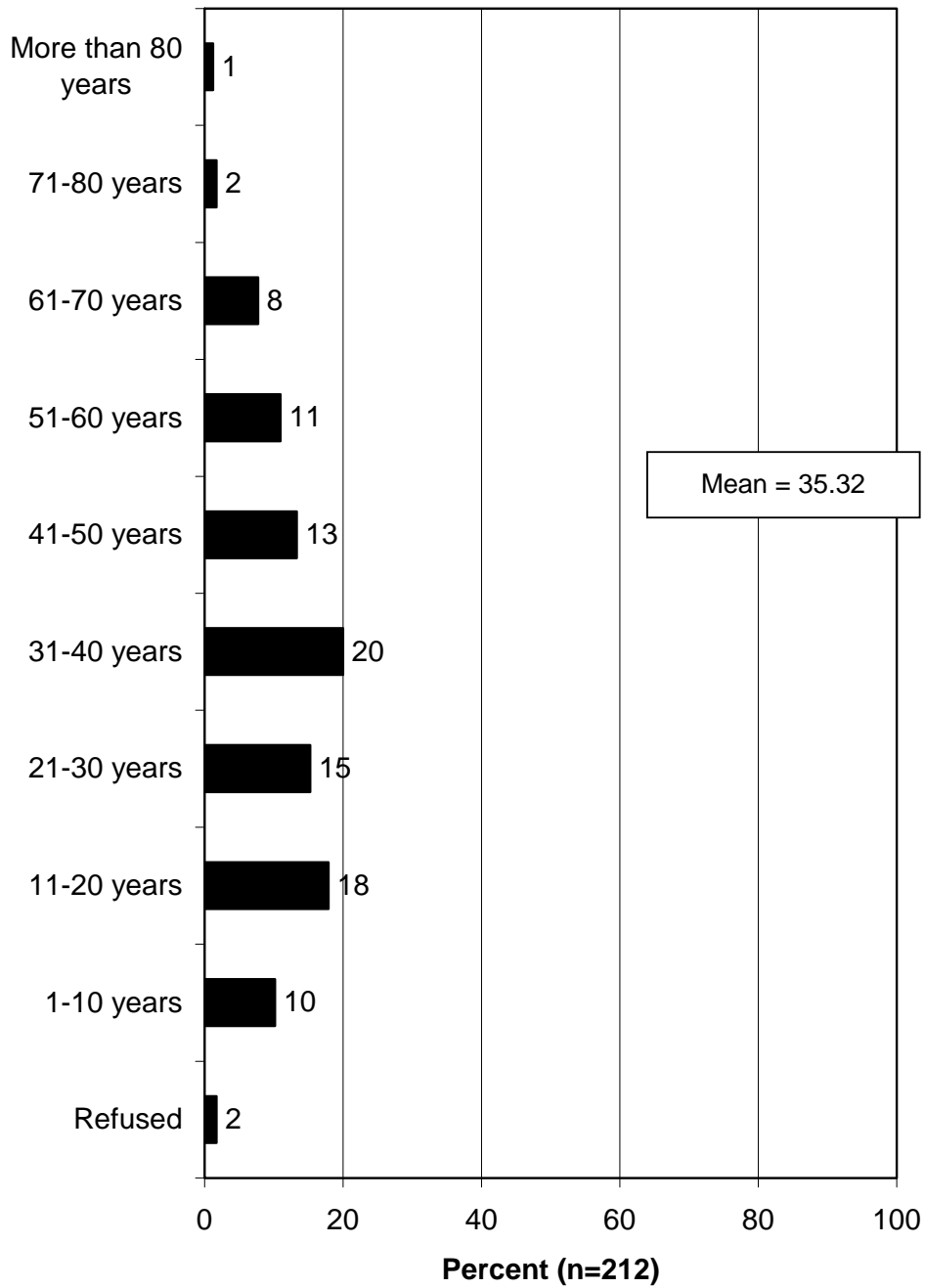
### Q64. What is the highest level of education you have completed? (Monterey Bay Area Survey)



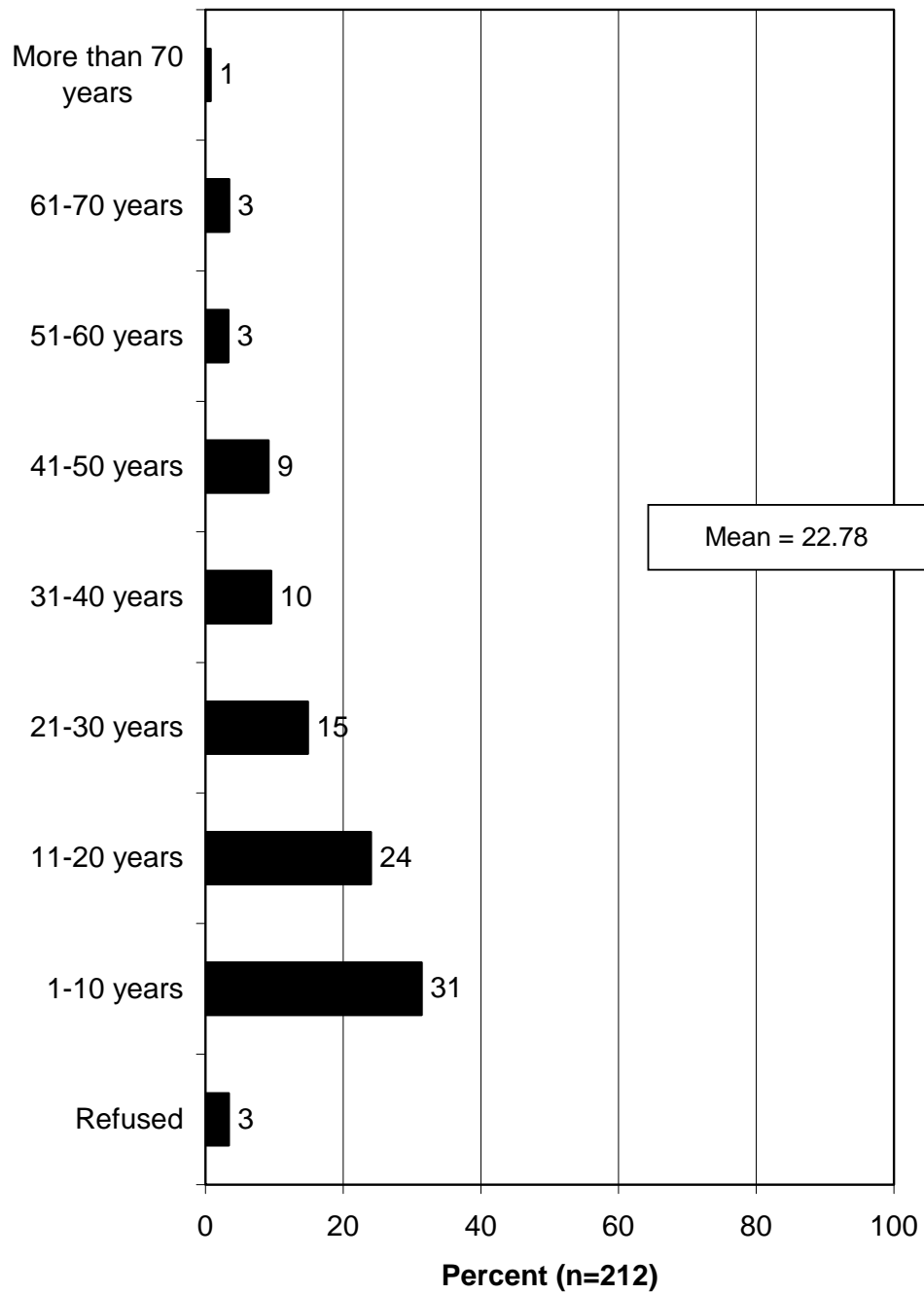
**Q62. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?  
(Monterey Bay Area Survey)**



### Q56. How many years have you lived in California? (Monterey Bay Area Survey)

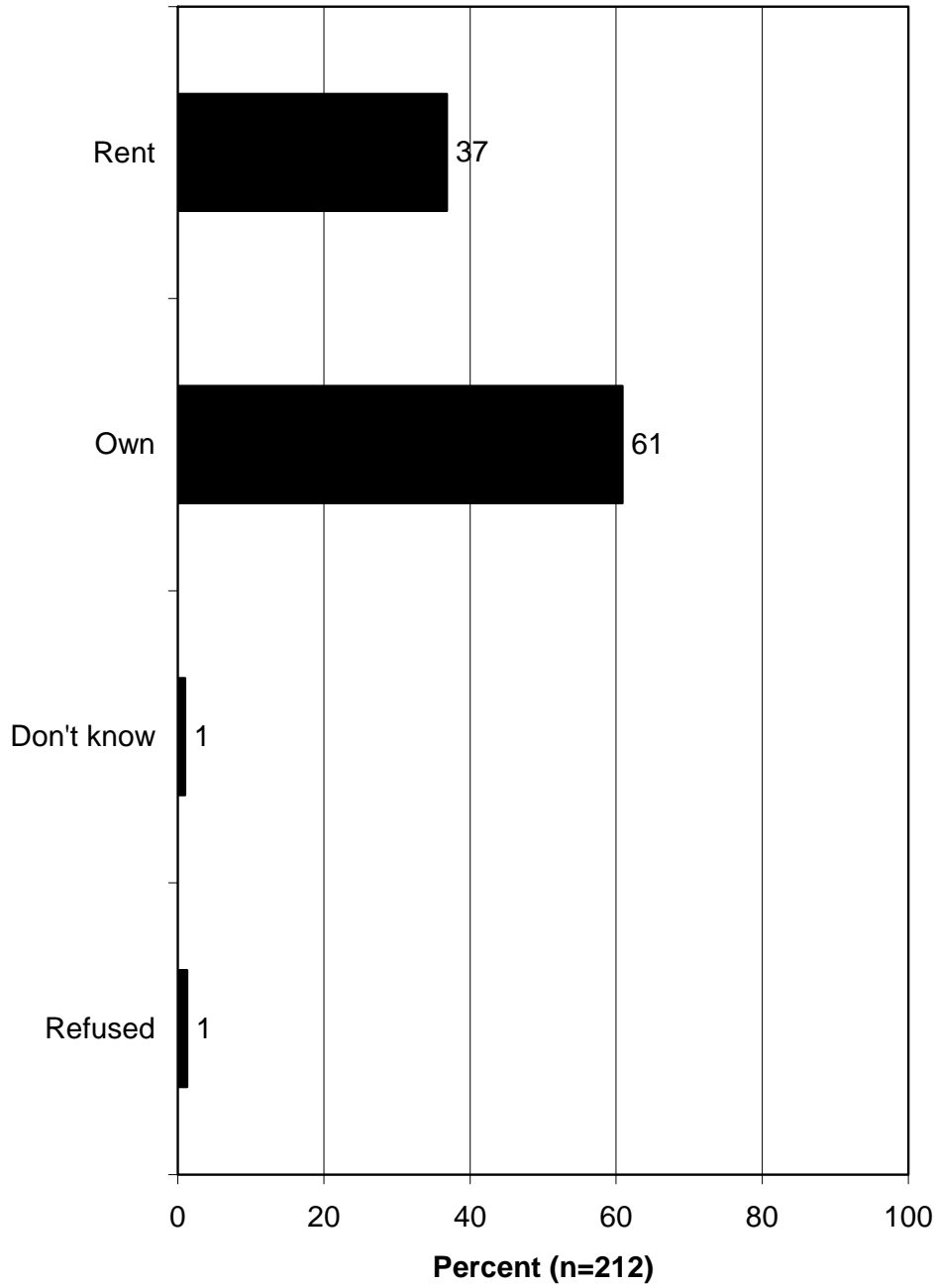


**Q58. How many years have you lived in the  
Monterey Bay area?  
(Monterey Bay Area Survey)**





**Q63. Do you rent or own your current place of residence?  
(Monterey Bay Area Survey)**



## **ABOUT RESPONSIVE MANAGEMENT**

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed websites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN, ESPN, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

Visit the Responsive Management website at:

**[www.responsivemanagement.com](http://www.responsivemanagement.com)**