

**A Survey of California Adults and
Anglers About Threats to Marine
Life, Fish Populations and the
State's Marine Life Protection Act**

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American Sportfishing Association*

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FIELD
RESEARCH
CORPORATION

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INTRODUCTION

This report presents the findings from a statewide survey of California adults and anglers conducted on behalf of the American Sportfishing Association (ASA) by Field Research Corporation (Field). The overall objective of the survey was to examine public opinion about threats to ocean marine life and fish populations along the California coast, and the implementation of the state's Marine Life Protection Act (MLPA).

The survey included interviews with a representative sample of 800 California adults, as well as a sample of 262 California anglers. All interviewing was conducted by telephone in English and Spanish during the period June 6 – 24, 2007. Up to six attempts were made to reach and interview each adult or angler on different days and times of day during the interviewing period. The survey was preceded by a series of four focus groups – two with members of the California adult public and two with recreational fishing enthusiasts. These groups were also conducted by Field for the ASA and were completed in April 2007.

Field Research Corporation, based in San Francisco, is one of the oldest and most respected public opinion research organizations in the Western United States. The company regularly conducts surveys both in California and nationwide for a wide variety of clients in the public and private sectors. Its non-partisan, media-sponsored public opinion news service, *The Field Poll*, which has operated continuously since 1947, is considered one of the nation's pre-eminent state polls.

The American Sportfishing Association, based in Alexandria, Virginia, is a national trade association working to ensure fisheries resources and to promote recreational and sportfishing to the American public.

FINDINGS IN BRIEF

Threats facing the world's oceans

- Californians express high levels of concern about each of four possible environmental threats to the world's oceans. The public's top concern relates to the pollution of the oceans, about which 59% report a great deal of concern. About half of the public also has a great deal of concern about two other threats – the conservation of ocean marine life and fish populations (51%) and the effect of climate change on ocean habitat and marine life (50%). Slightly fewer (47%) express a great deal of concern about the dangers posed by oil tankers and other ships transporting hazardous materials on the ocean. California anglers express higher levels of concern about the pollution of the oceans and conservation of ocean marine life and fish populations than the general public.

Tables 1a-b

Threats facing the ocean and marine life along the California coast

- When state residents are asked about six potential threats to the ocean and to marine life along the California coast, two – sewage dumped into ocean waters and land-based pollutants that drain into ocean waters – are seen as being the most serious, with greater than seven in ten considering them very serious. Two other threats – oil tankers and ships transporting hazardous materials and the effect of climate change on ocean habitat and marine life – are considered very serious by half of the public. By comparison, far fewer Californians express serious concerns about threats to the ocean and to marine life posed by fishing. Just one in four residents (26%) considers fishing by commercial fishing businesses as a very serious threat, while only 9% feel recreational fishermen pose a very serious threat. The views of California anglers are generally similar to those of the overall adult public on these matters.
- Sewage dumped into ocean waters is mentioned most often by both the overall public (29%) and by anglers (28%) as the single greatest threat to the ocean and marine life along the California coast. Virtually no one among the adult or angler publics (less than ½ of 1%) considers fishing by recreational fishermen as the biggest threat facing California's ocean and marine life.
- When asked directly, nearly all adults (86%) and anglers (93%) believe pollution poses a greater threat to marine life and fish populations than local recreational fishermen. There is also widespread agreement among adults (85%) and anglers (88%) that commercial fishing businesses pose a greater threat to marine life and fish populations than recreational fishermen.

Tables 2a-b

Table 3

Tables 4-5

Recreational fishing along the California coast and in ocean park areas

- Greater than three in four adults (76%) and nearly all anglers (93%) say they approve of permitting recreational fishing in ocean or marine waters along the California coast. *Tables 6a-b*
- In addition, both adults (83%) and anglers (74%) are overwhelmingly supportive of the idea of establishing park areas in designated areas along the California coast, similar to national parks on land, where the ocean environment would be subject to greater protections, but where recreational fishing would be regulated but allowed. *Tables 7a-b*

Views of current fishing management practices

- When residents are asked to assess the success of current fishing management practices in conserving marine life and fish populations along the California coast, most (50%) rate them as somewhat successful, and another 12% consider them very successful. Just 20% who feel they are not too or not at all successful. Anglers hold similar views about this. *Tables 8a-b*
- A majority of adults (53%) agree that the way fisheries along the California coast have traditionally been managed is working and fish populations are being rebuilt. This compares to 23% who disagree, although a sizable 24% has no opinion. There is even greater agreement about this among California anglers, 67% of whom agree that traditional fishing management practices are working. *Tables 9a-b*

Restricting activities in areas where fish populations and marine habitat are in danger

- When Californians are asked whether a number of ocean activities should be banned, limited or not restricted at all if fish populations and marine habitat along the coast are in danger, residents tend to prefer imposing limits on these activities rather than a total ban. The largest proportion in support of an outright ban (38%) says this with regard to oil drilling, while another 44% favor limiting and just 16% favor not restricting this activity. The next largest proportion supporting a ban, 29%, supports banning ocean dredging in these circumstances, while 42% back limiting and 14% favor not restricting this activity. *Table 10a*
- By comparison, just one in six (16%) supports banning commercial fishing in areas where fish populations and marine habitat are threatened, while four times as many (64%) back limiting and 17% favor not restricting this activity at all. An even smaller proportion (10%) supports banning recreational fishing in these circumstances, while 44% support limiting and another 44% believe there should be no restrictions at all on recreational fishing. *Table 10a*
- The state's anglers hold generally similar views to that of the overall public, although a larger proportion of anglers (56%) favors imposing no restrictions at all on recreational fishing. *Table 10b*

Awareness and opinions about the Marine Life Protection Act

- When asked whether or not they had heard anything about the state's Marine Life Protection Act (MLPA), fewer than one in three residents (32%) say they had. Awareness of the law is greater among anglers, 60% of whom report some familiarity with it. *Tables 11*

- Most Californians who are aware of the MLPA view it favorably. For example, of the 32% of adults aware of the law, 25% think it is a good thing, 2% feel it is a bad thing, and 5% have mixed views of it. Similarly, of the 60% of anglers aware of the MLPA, 36% feel it is a good thing, 13% think it is a bad thing, and 11% have mixed views or have no opinion. *Tables 11*

- When read a description of the MLPA and asked about its provisions banning commercial fishing in designated areas along the coast, majorities of both the state's adults (66%) and anglers (52%) are supportive of these restrictions. However, the views of California adults and anglers diverge considerably when it comes to the MLPA's banning recreational fishing in designated areas along the coast. While 57% of adults favor such restrictions, among anglers just 37% are supportive. *Tables 12a-13a*

- The public's initial support for the MLPA's ban on recreational fishing in designated areas along the coast declines significantly if alternative fishing conservation measures are available, such as limiting the months of fishing or the number of fish caught. In this context, just 37% of the adult public favor banning recreational fishing in these areas, while 54% are opposed. The proportion of anglers opposed to the ban on recreational fishing also increases to 73% if alternative fishing conservation measures are available. *Table 13b*

- Registered voters, half of whom are initially supportive of the MLPA's provision restricting recreational fishing in these areas, oppose it by a greater than five to three margin if alternative fishing conservation measures are available. Similar declines are noted across other demographic subgroups of the state's population. *Table 13c*

- Nearly half of the adult public (45%) and 61% of anglers believes that the MLPA, as currently being implemented, will have a big impact on recreational fishing along the California coast. *Table 14*

Reactions to statements about the MLPA

- When statements about the MLPA, fishing restrictions and the threats facing fish populations are posed to Californians, the results show a public strongly concerned about the threats facing the state’s coastal fish population, but holding mixed views about the MLPA. *Table 15a*
 - There is widespread agreement (79%) that “California’s coastal fish populations are in danger and this law is an effective way to try to do something about the problem.” *Table 15a*
 - Yet, 61% also concur with a concern of many in the angler community that “under this law, local recreational fishermen could be prohibited from fishing in areas where there is no present threat to fish populations.” *Table 15a*
 - About three in four (74%) also agree that “when deciding which areas off the California coast should be off-limits to fishing, the conservation benefits to fish populations and marine habitat should be balanced against its economic and social costs.” *Table 15a*
 - Yet, 60% of adults also agree that the law is fair and balances the interests of all the various stakeholders involved in the issue. *Table 15a*
 - Anglers’ views on these issues are generally similar to those of the public, except with regard to the overall fairness of the law, with anglers being evenly divided about this. *Table 15b*
 - There is general public consensus (90% agreement) that “any ban that is placed on recreational fishing in California’s coastal waters should include a provision which requires that bans be reassessed at some point in the future.” Large majorities ranging from 61% to 73% also concur with a number of other statements relating to bans on recreational fishing. These include: *Table 16a*
 - “Any ban that is placed on recreational fishing in California’s coastal waters should only be imposed as a last resort where marine life and fish populations are clearly in danger.” (73% agreement) *Table 16a*
 - “Recreational fishing is one of the state’s most popular individual and family activities and banning it in some of the state’s best coastal fishing areas will undermine its popularity.” (66% agreement) *Table 16a*
 - “Banning or severely restricting recreational fishing from some of the state’s best coastal fishing areas will damage the economies of communities along the California coast.” (65% agreement) *Table 16a*
 - “Recreational fishing has little impact on coastal fish populations, so banning it is not an effective way to protect the marine life and fish populations.” (61% agreement) *Table 16b*
- There is even stronger agreement among anglers than the general public toward each of these statements. *Table 16b*

California angler views about opportunities for recreational fishing along the coast

- California anglers have mixed views when asked whether opportunities for recreational fishing in California's coastal waters have been increasing or decreasing over the past five years. About one in three (34%) feel fishing opportunities along the coast have decreased in the past five years, about four in ten (41%) have seen no change, while 18% believe there are now more opportunities than before. About one in four anglers (24%) also report that there have been occasions in the past several years when they have foregone fishing in coastal waters because of restrictions on where they could fish.

Tables 17a-b

Views about the concerns of fishermen toward marine life and fish populations

- About two in three adults (64%) believe that recreational fishermen are either very or somewhat concerned about conserving marine life and fish populations, while 31% feel recreational fishermen are not concerned about this. When asked whether they believed recreational fishermen are good stewards of the environment and follow practices to help preserve marine life and fish populations, a similar 58% majority of adults answer yes, while 34% say no. The views of California anglers are much more one-sided in their views that recreational fishermen are both concerned about marine life and fish populations and are good stewards of the environment.

Tables 18a-b

- The same two questions were also asked in relation to commercial fishermen. Among the overall public, 59% believe commercial fishermen are very or somewhat concerned about conserving marine life and fish populations, while 36% feel they are not. On the other hand, the public is not as convinced that commercial fishermen are good stewards of the environment and follow fishing practices that help to preserve marine life and fish populations. Statewide, 43% answer yes, but an equivalent proportion (43%) answer no.

Table 19a

- The views that California anglers have about commercial fishermen are similar to those of the overall adult public with regard to commercial fishermen's concerns about conserving marine life and fish populations. However, anglers hold a more positive view than the general public in their assessments of whether commercial fishermen are good stewards of the environment and follow fishing practices that help to preserve marine life and fish populations, with 54% answering yes, and 39% answering no.

Table 19b

Trust in spokespersons and organizations about marine life and conservation issues

- Californians have varying levels of trust in a number of spokespersons and organizations as sources of information about marine life and conservation issues along the California coast. Rated as most trustworthy are marine biologists, in whom 61% of the public place a lot of trust and 26% have some trust. Greater than six in ten adults also have a lot of or some trust in the environmental groups the Nature Conservancy and the Ocean Conservancy, as well as state agencies and commissions, like the California Department of Fish and Game or the California Fish and Game Commission. About half of the public has a lot of or some trust in the environmental groups Oceana and the National Resources Defense Council and similar proportions express a lot of or some trust in sportfishing organizations like the American Sportfishing Association, the Sportfishing Association of California, United Anglers of Southern California or Coastside Fishing Club. Californians offer more mixed assessments of Governor Arnold Schwarzenegger, local television and newspaper editorials, and commercial fishing associations like the Pacific Coast Federation of Fishermen's Association about matters as sources of information on coastal marine life and conservation issues.

Table 20a

- The views of California anglers differ in many respects from those of the general public about the trustworthiness of spokespersons and organizations about these issues. Similar to the views of the adult public, 86% of anglers have a lot or some trust in marine biologists. However, nearly as many anglers (81%) also have a lot of or some trust in sportfishing organizations, like the American Sportfishing Association, the Sportfishing Association of California, United Anglers of Southern California or Coastside Fishing Club. Greater than three in four anglers (76%) also have a lot of or some trust in state agencies and commissions, such as the Department of Fish and Game and the California Fish and Game Commission. Compared to the adult population, anglers have somewhat lower levels of trust in each of the environmental groups measured as sources of information on coastal marine life and conservation issues.

Table 20b

SURVEY FINDINGS

1a. Concerns of California adults about environmental threats to the world's oceans

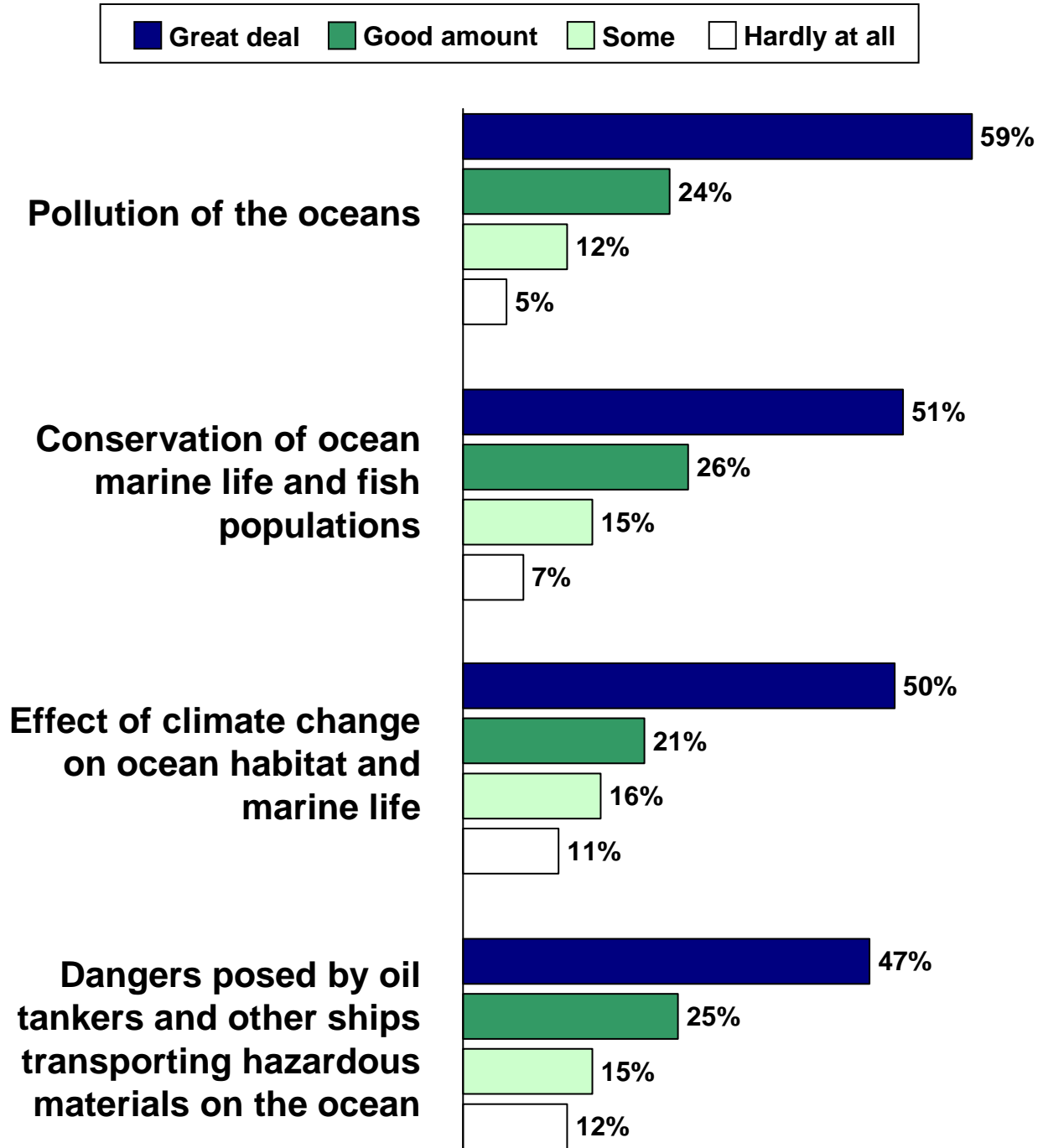
Californians express high levels of concern about each of four possible environmental threats to the world's oceans. The public's top concern relates to the pollution of the oceans, about which 59% of state residents report a great deal of concern.

About half of the public also has a great deal of concern about two other threats – the conservation of ocean marine life and fish populations (51%) and the effect of climate change on ocean habitat and marine life (50%).

Slightly fewer (47%) express a great deal of concern about the dangers posed by oil tankers and other ships transporting hazardous materials on the ocean.

Table 1a

Levels of concern that Californians have about environmental threats to the world's oceans (among California adults)



Note: Differences between 100% and sum of percentages for each item equals proportions with no opinion.

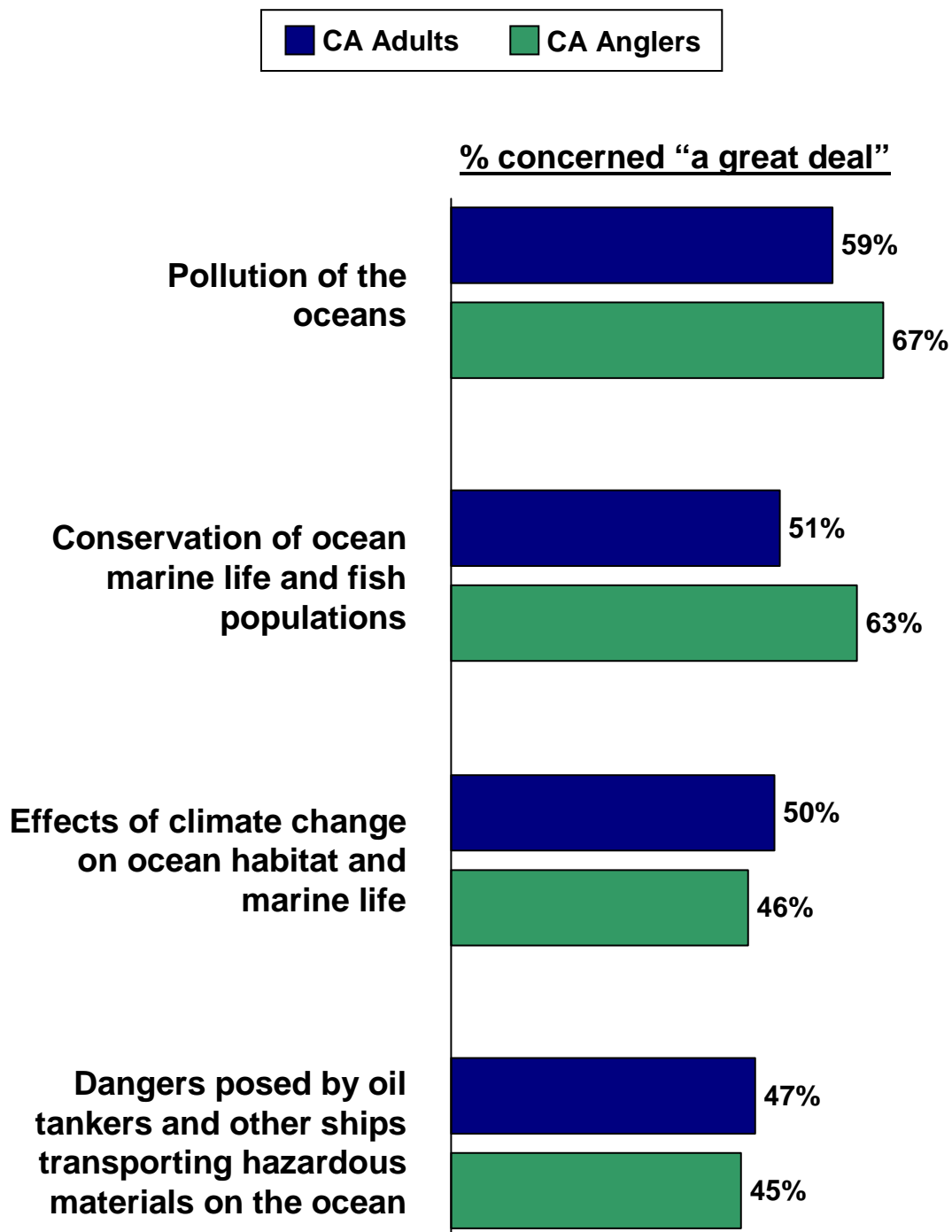
1b. Comparing the concerns of California adults to those of California anglers about environmental threats to the world's oceans

California anglers express higher levels of concern about the pollution of the oceans and conservation of ocean marine life and fish populations than the general public. Two in three anglers (67%) express a great deal of concern about the pollution of the oceans compared to 59% among the overall public. In addition, 63% of anglers have a high level of concern about the conservation of ocean marine life and fish populations vs. 51% among the overall public.

Anglers' views about the dangers of transporting hazardous materials on the ocean and the threat of climate change on ocean habitat and marine life are generally comparable to those of the overall public.

Table 1b

Concerns of Californians about environmental threats to the world's oceans (comparing California adults and anglers)



2a. Threats to the ocean and to marine life along the California coast

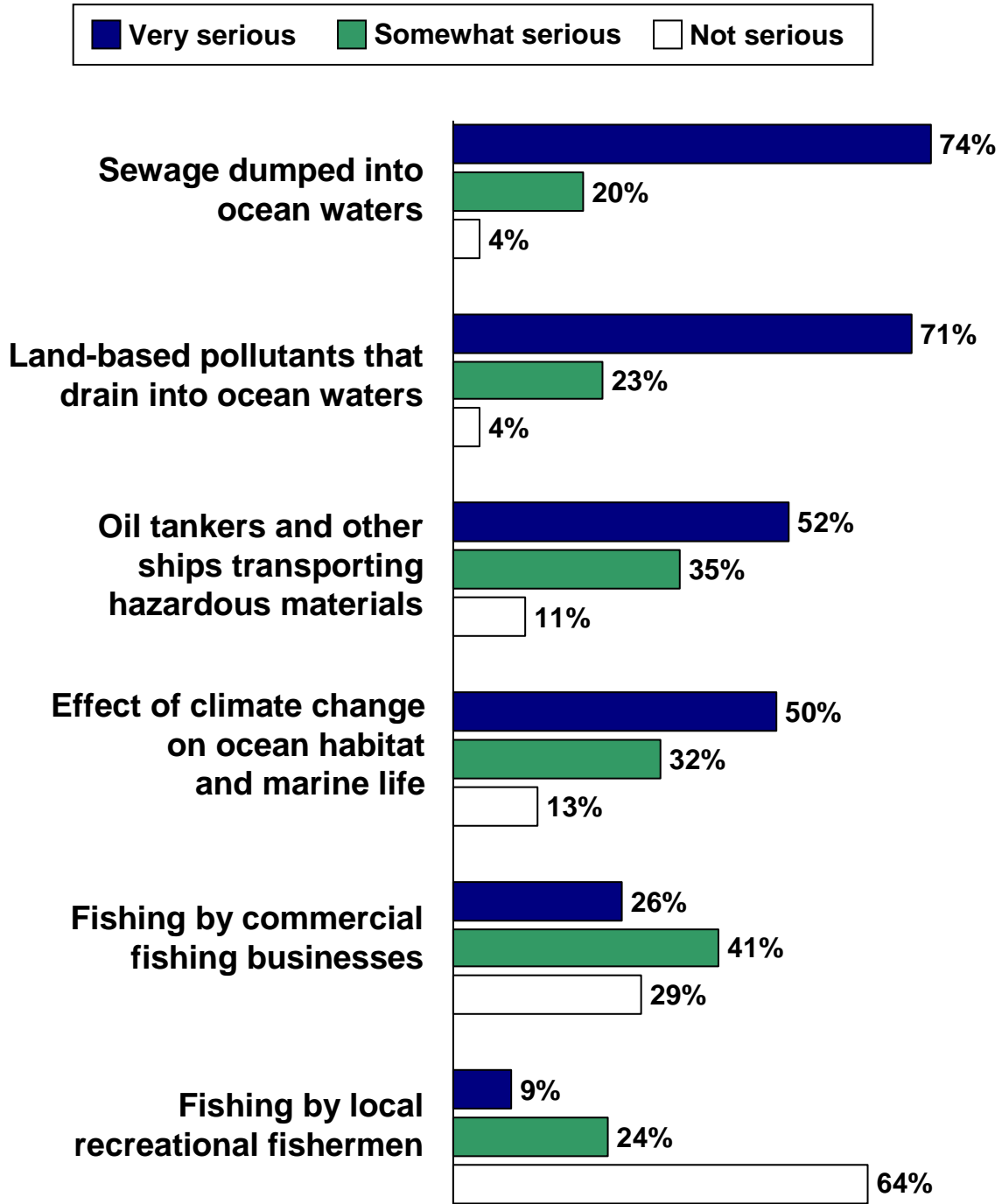
State residents were next asked about six potential threats to the ocean and to marine life along the California coast. Two threats – sewage dumped into ocean waters and land-based pollutants that drain into ocean waters – are seen as the most serious, with greater than seven in ten saying they consider these very serious threats.

Two other ocean-related threats are considered very serious by half of the statewide public. These include oil tankers and other ships transporting hazardous materials (52%) and the effect of climate change on ocean habitat and marine life (50%).

By comparison, far fewer Californians express serious concerns about threats to the ocean and to marine life posed by fishing. Just one in four residents (26%) considers fishing by commercial fishing businesses as a very serious threat, while only 9% feel recreational fishermen pose a very serious threat to ocean and marine life along the California coast.

Table 2a

Seriousness of threats to the ocean and to marine life along the California coast (among California adults)



Note: Differences between 100% and sum of percentages for each item equal proportions with no opinion.

2b. Comparing the concerns of adults to those of anglers about the threats to the ocean and to marine life along the California coast

The views of California anglers are generally similar to those of the overall adult public with regard to the seriousness of the threats to the ocean and marine life along the California coast. More anglers consider sewage dumped into ocean waters and land-based pollutants that drain into ocean waters among the most serious threats facing the state's coast, with about three in four rating each to be a very serious threat.

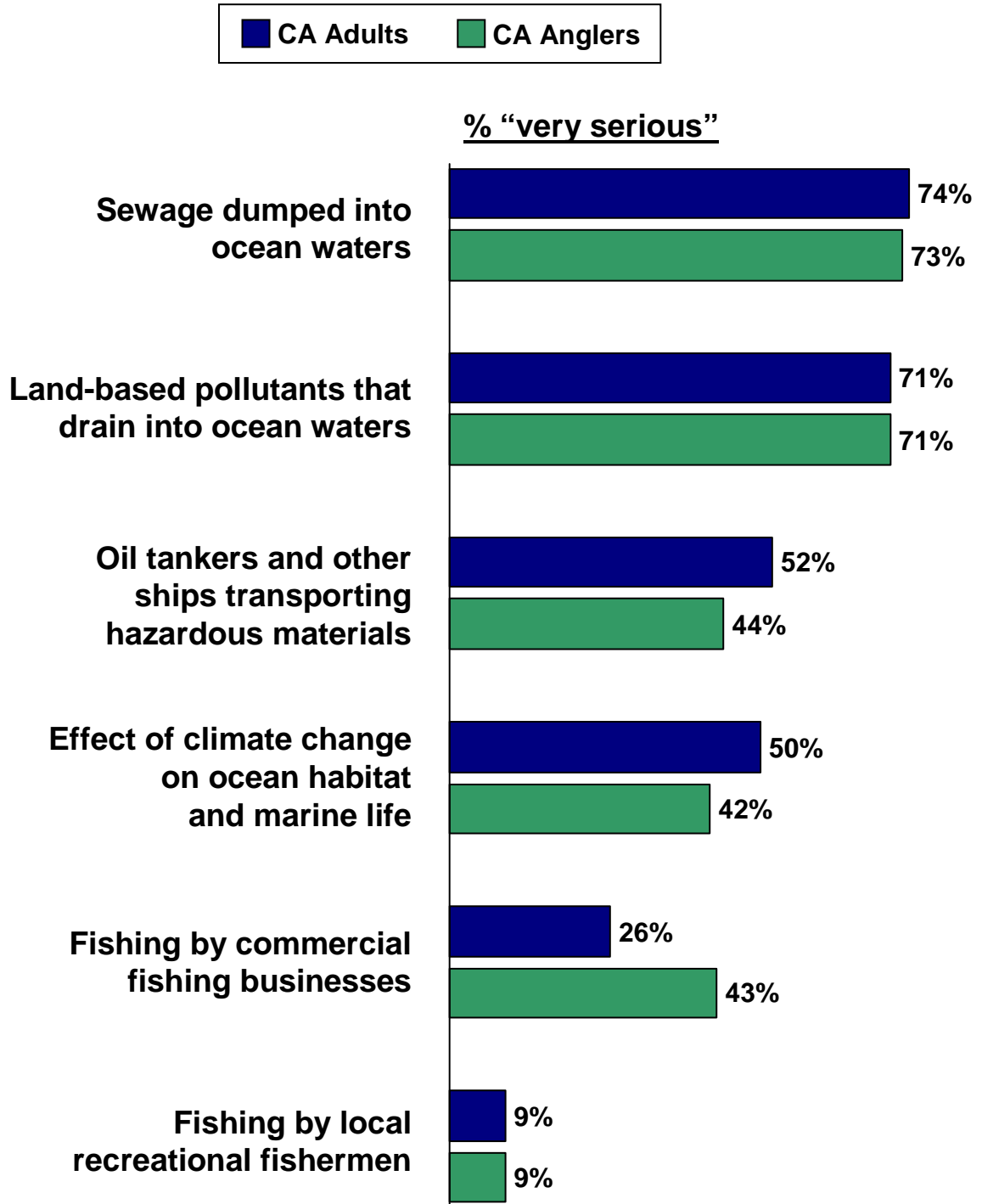
Slightly smaller proportions of anglers than adults view the transporting of hazardous materials on the ocean or the effect of climate change on ocean habitat and marine life as very serious threats.

On the other hand, a larger proportion of anglers (43%) views fishing by commercial fishing businesses as a very serious threat to the ocean and to marine life compared to just 26% among the adult public.

Like the adult public, very few anglers (9%) believe fishing by local recreational fishermen poses a very serious threat to the ocean and to marine life along the California coast.

Table 2b

Seriousness of threats to the ocean and marine life along the California coast (comparing California adults and anglers)



3. The biggest threat to the ocean and to marine life along the California coast

When asked which of these six potential dangers posed the single greatest threat to the ocean and to marine life along the California coast, sewage dumped into ocean waters is mentioned most often by both the overall public and by anglers. Statewide 29% of California adults and 28% of anglers single out this as the biggest threat to ocean and marine life along the coast.

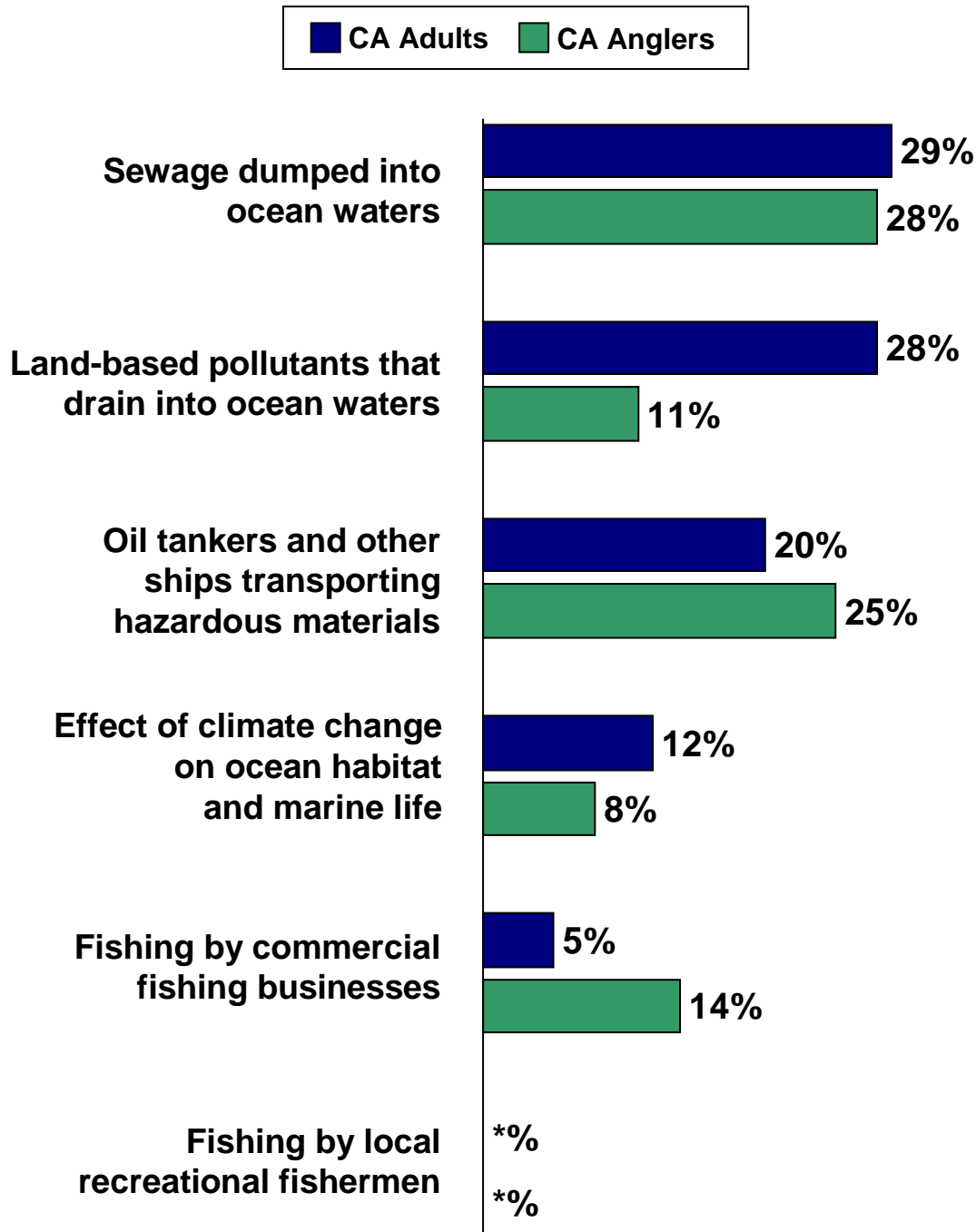
Land-based pollutants draining into ocean waters are cited next most frequently by the overall public (28%), followed by oil tankers and other ships transporting hazardous materials (20%). By contrast, California anglers are less likely than the adult public to name land-based pollutants draining into the ocean (11%) as the biggest threat facing ocean and marine life along the coast.

On the other hand, Anglers are more likely than the overall public to cite commercial fishing businesses as the biggest threat, with about one in seven anglers (14%) viewing them as the biggest threat compared to just 5% among all adults. Another 12% of adults and 8% of anglers cite the effect of climate change as the biggest threat facing the California's coast and marine life.

Virtually no one among the adult or angler publics (less than ½ of 1%) considers fishing by local recreational fishermen as the biggest threat facing California's ocean and marine life.

Table 3

Single biggest threat to the ocean and to marine life along the California coast (comparing California adults and anglers)



* Less than 1/2 of 1%.

Note: Differences between 100% and sum of percentages for each group equal proportions with no opinion.

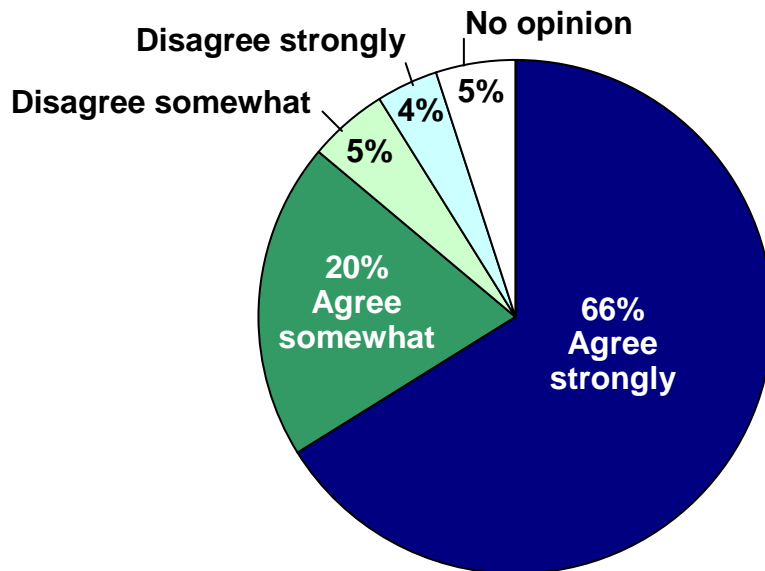
4. Comparing the threats to marine life and fish populations posed by recreational fishermen vs. pollution

There is nearly universal agreement among both the overall California public and the state's anglers that "pollution poses a greater threat to marine life and fish populations than local recreational fishermen." Statewide, 86% of adults agree (66% strongly), while just 9% disagree. Among anglers, 93% agree (79% strongly), while just 6% disagree.

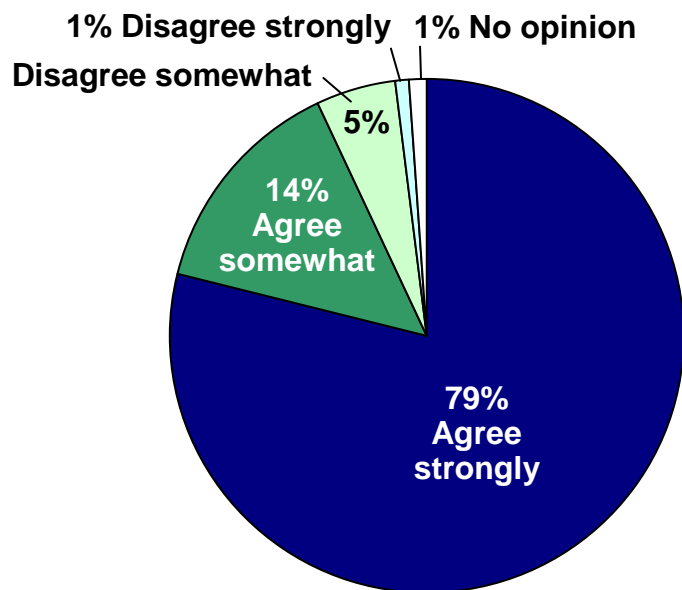
Table 4

The threat of pollution vs. the threat posed by recreational fishermen to marine life and fish populations

(comparing California Adults and Anglers)



CA ADULTS



CA ANGLERS

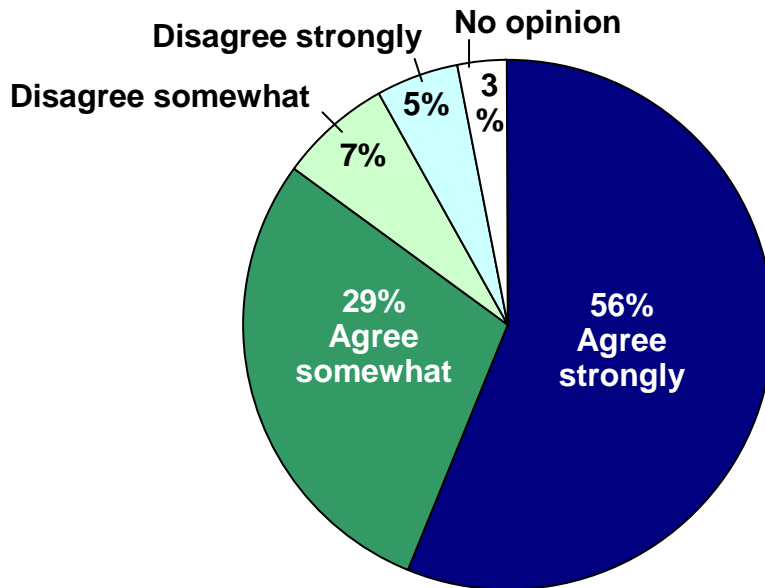
Agree/Disagree: "Pollution poses a greater threat to marine life and fish populations than local recreational fishermen."

5. Comparing the threats to marine life and fish populations posed by recreational fishermen vs. commercial fishing businesses

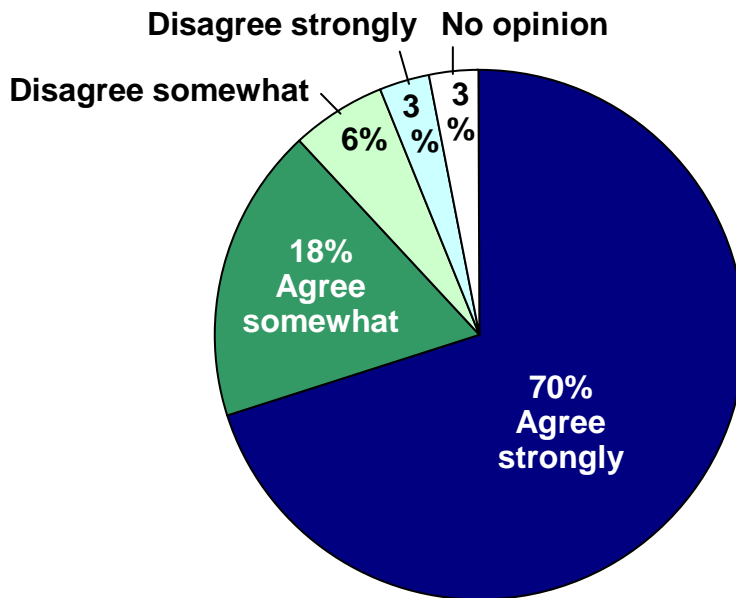
There is also widespread agreement among both California adults and anglers that “commercial fishing businesses pose a greater threat to marine life and fish populations than local recreational fishermen.” Among the overall adult public 85% agree with this statement (56% strongly), compared to just 12% who disagree. Anglers hold similar views, with 88% agreeing (80% strongly) and just 9% disagreeing.

Table 5

The threat posed by commercial fishing businesses vs. recreational fishermen to marine life and fish populations (comparing California adults and anglers)



CA ADULTS



CA ANGLERS

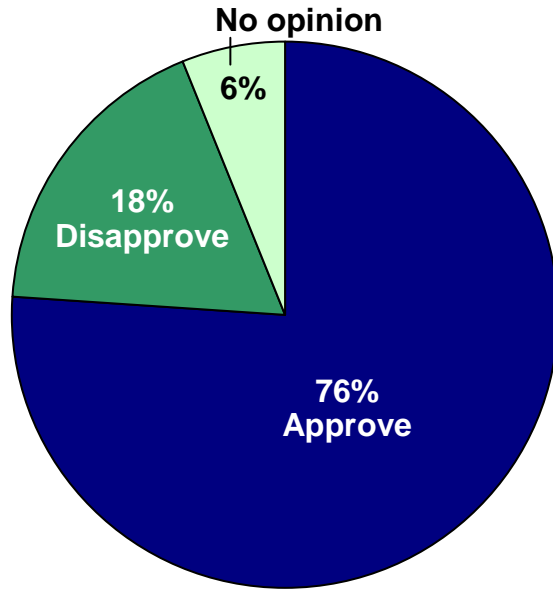
Agree/Disagree: "Commercial fishing businesses pose a greater threat to marine life and fish populations than local recreational fishermen."

6a. Permitting recreational fishing in ocean or marine waters along the California coast

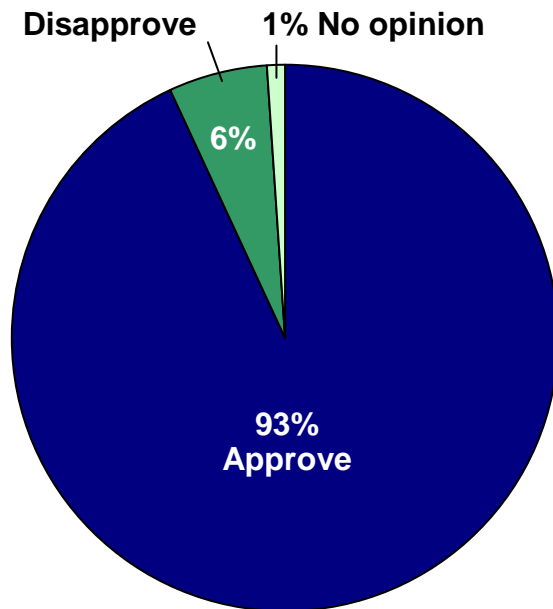
Greater than three in four adults (76%) and nearly all anglers (93%) say they approve of permitting recreational fishing in ocean or marine waters along the California coast. This compares to just 18% of adults and 6% of anglers who disapprove.

Table 6a

Do you approve or disapprove of permitting recreational fishing in ocean or marine waters along the California coast?
(comparing California adults and anglers)



CA ADULTS



CA ANGLERS

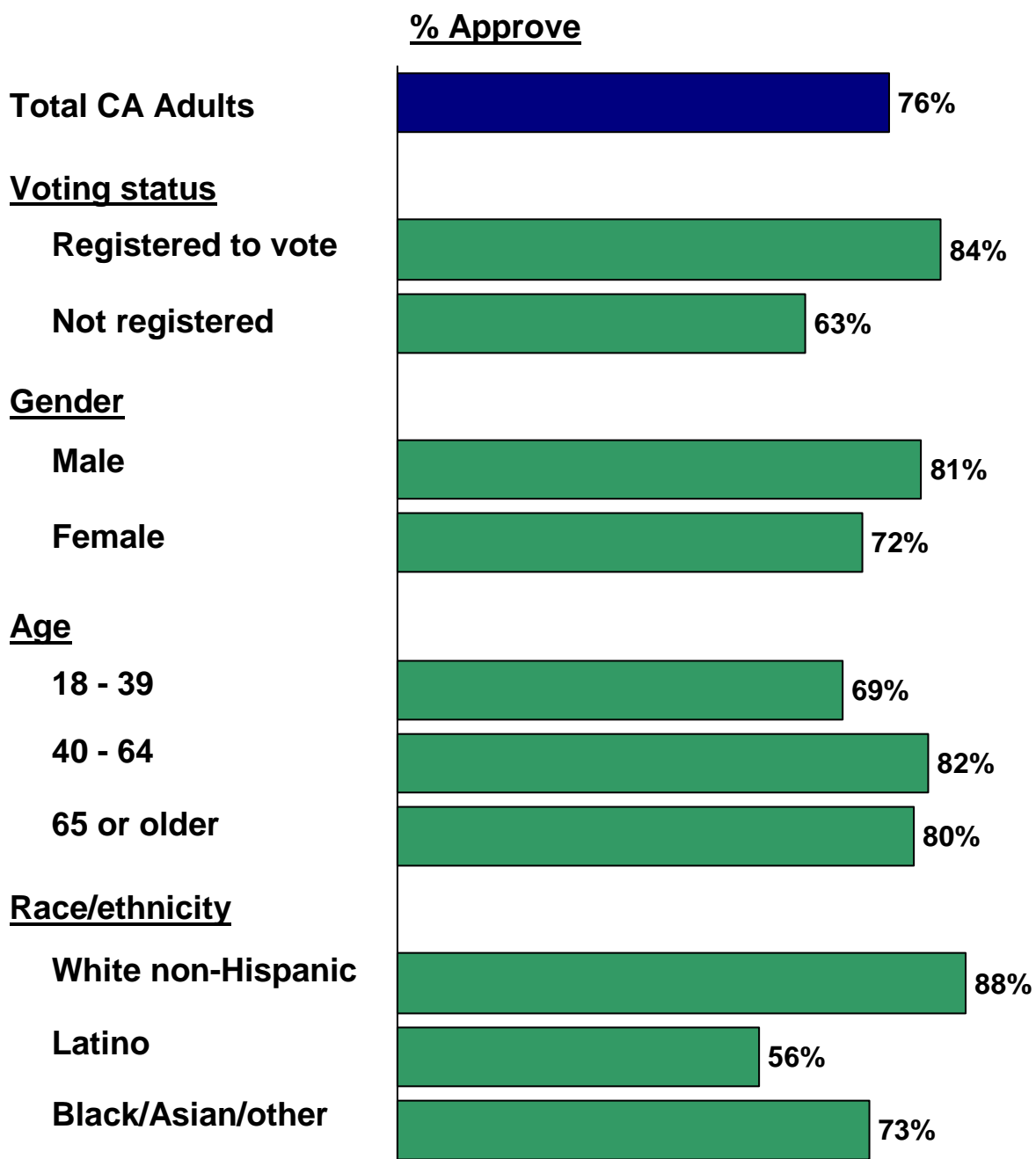
6b. Permitting recreational fishing in ocean or marine waters along the California coast – across subgroups of the adult population

Registered voters are more inclined than non-voters to approve of allowing recreational fishing in ocean or marine waters along the California coast, with 84% of registered voters supporting this.

Men are more likely than women to support allowing recreational fishing in state coastal waters. Middle and older Californians are more likely than younger adults to approve of recreational fishing. In addition, white-non-Hispanics report higher levels of support for permitting recreational fishing along the coast than Latinos and other racial/ethnic minorities.

Table 6b

Do you approve or disapprove of permitting recreational fishing in ocean or marine waters along the California coast – across subgroups of the California adult population

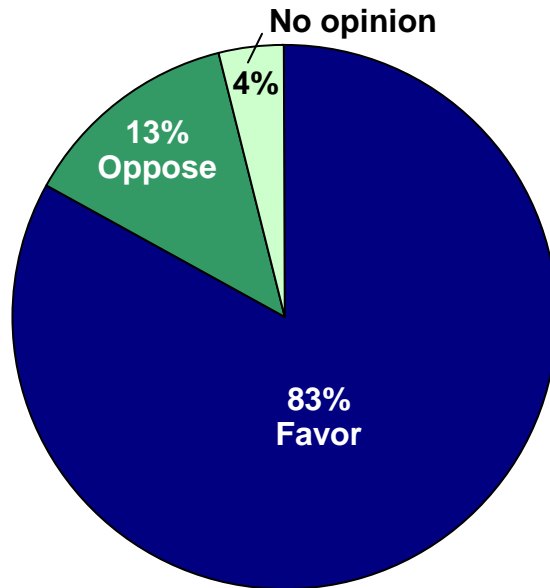


7a. Establishing park areas off the California coast where the environment would be protected and recreational fishing regulated but allowed

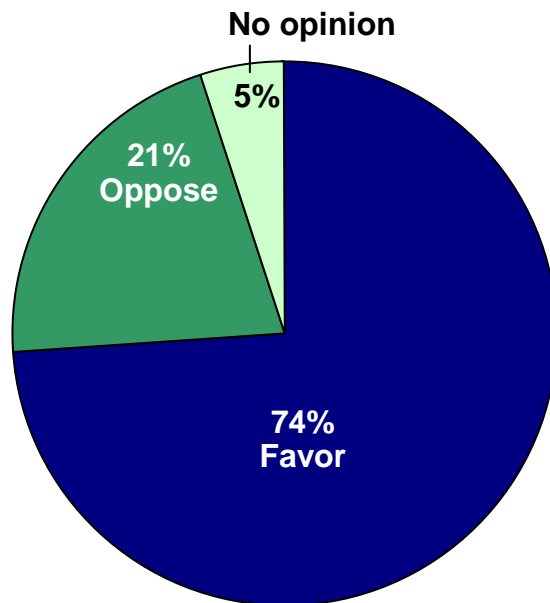
Californians are overwhelmingly supportive of the idea of establishing park areas in designated areas along the California coast, similar to national parks on land, where the ocean environment would be subject to greater protections, but where recreational fishing would be regulated but allowed. Statewide 83% of adults and 74% of anglers support this idea. Just 13% of adults and 21% of anglers disapprove.

Table 7a

**Opinion of establishing park areas off the California coast like those on land, where the environment would be protected and recreational fishing would be allowed but regulated?
(comparing California adults and anglers)**



CA ADULTS



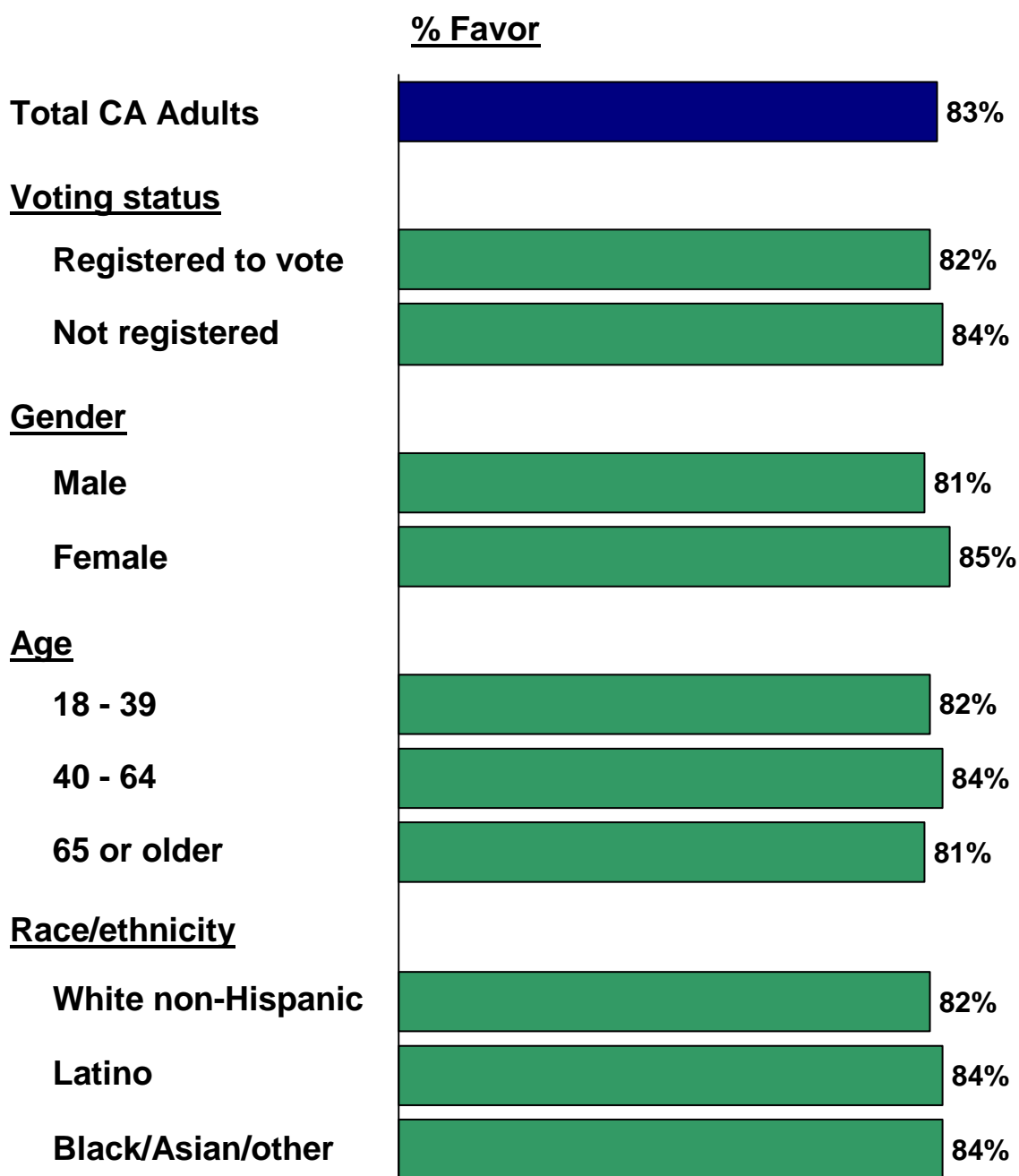
CA ANGLERS

7b. Establishing park areas off the California coast where the environment would be protected and recreational fishing regulated but allowed – across subgroups of the adult population

Greater than eight in ten adults across all age, gender, race and voter subgroups favor the idea of establishing park areas in California's coastal waters.

Table 7b

Opinion of establishing park areas off the California coast like those on land, where the environment would be protected and recreational fishing would be allowed but regulated – across subgroups of the California adult population



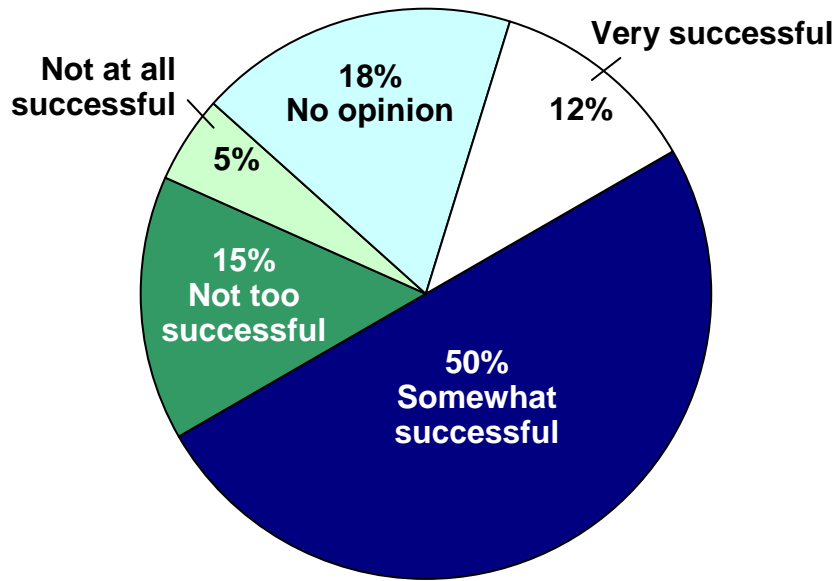
8a. The success of current fishing management practices in conserving marine life and fish populations along the California coast

When residents are asked to assess the success of current fishing management practices in conserving marine life and fish populations along the California coast, most adults (50%) rate them as somewhat successful, and another 12% consider them very successful. Just 20% who feel they are not too or not at all successful.

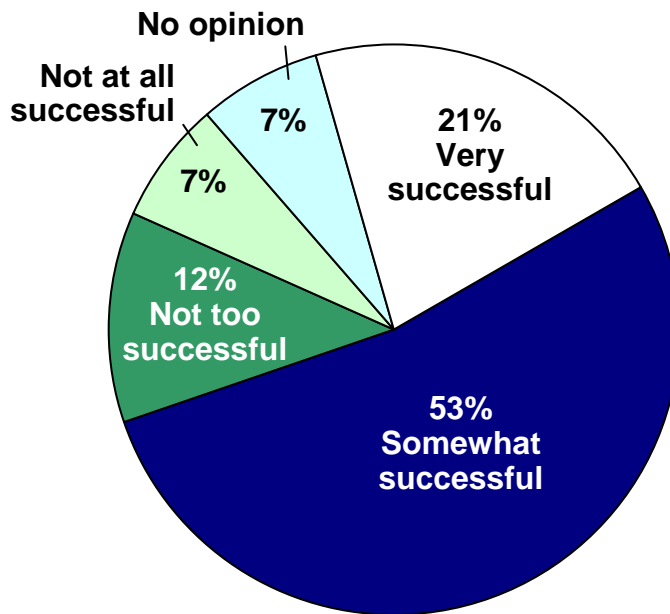
The views of anglers are similar, with 53% rating current fish management practices as somewhat successful, while 21% feel they are very successful and 19% see them as not too or not at all successful.

Table 8a

Perceptions of the success of current fishing management practices in conserving marine life and fish populations along the California coast (comparing California adults and anglers)



CA ADULTS



CA ANGLERS

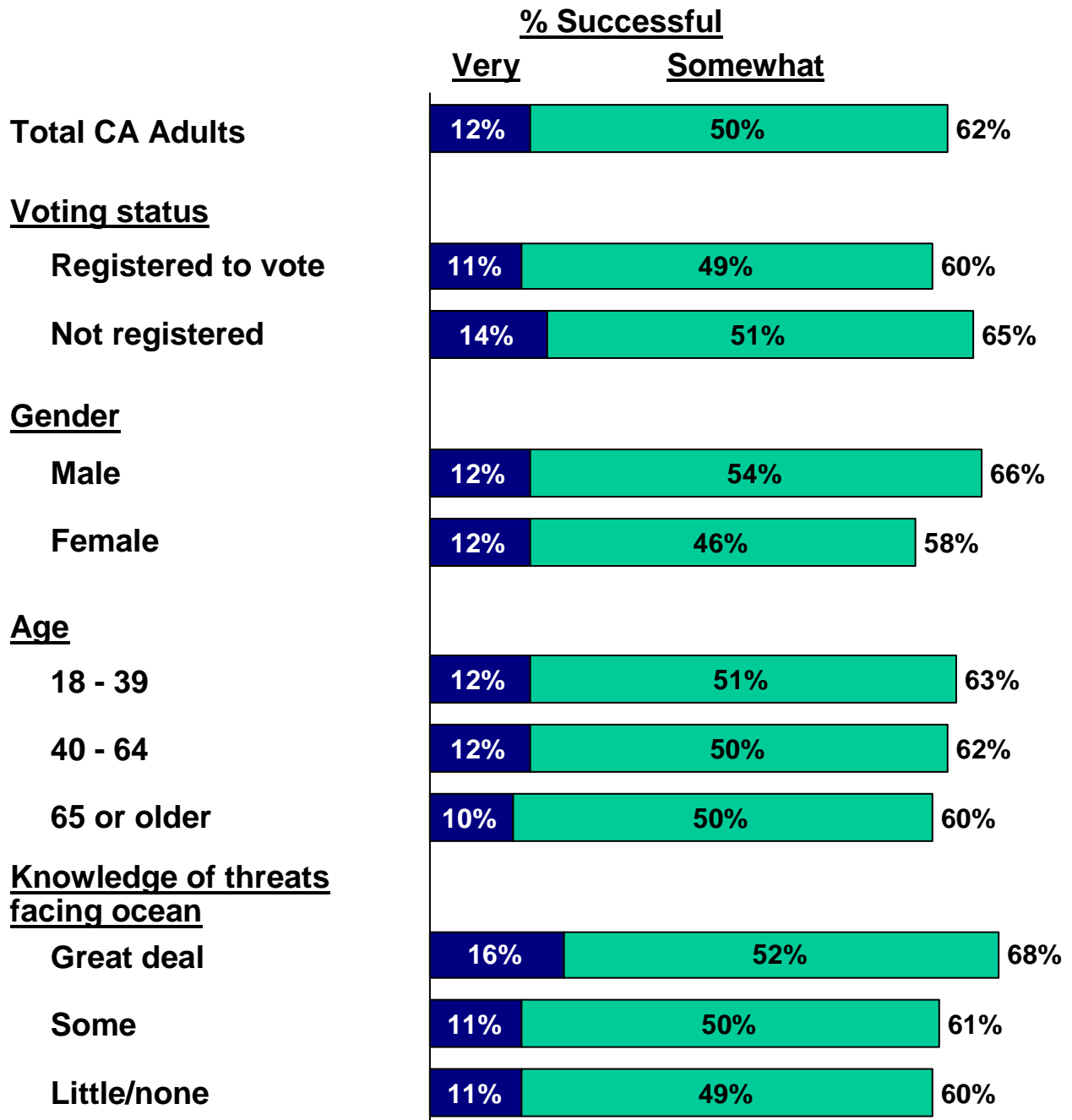
8b. The success of current fishing management practices in conserving marine life and fish populations along the California coast – across subgroups of the adult population

Men are slightly more likely than women to believe current fishing management practices along the California coast are successful.

In addition, those who say they know a great deal about the threats facing the ocean and marine life are somewhat more likely than others to view current fishing management practices as being successful.

Table 8b

Perceptions of the success of current fishing management practices in conserving marine life and fish populations along the California coast – across subgroups of the California adult population



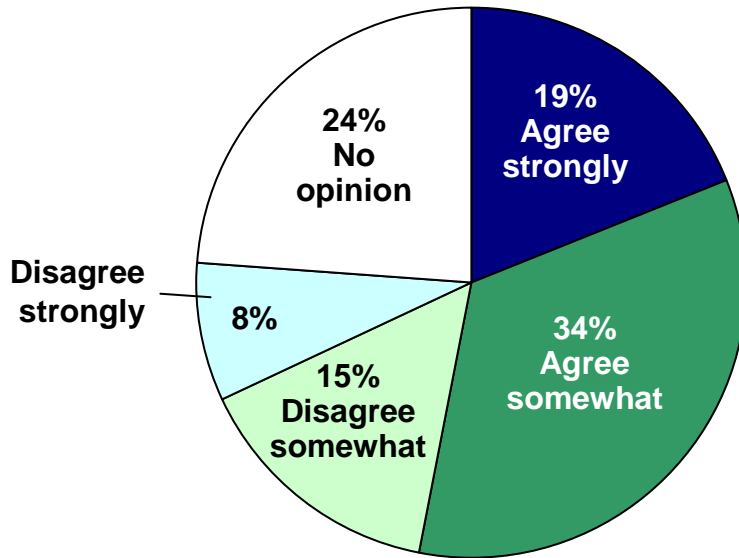
9a. Views of adults and anglers as to the way fisheries along the California coast are being managed

A majority of adults (53%) agree that the way fisheries along the California coast have traditionally been managed is working and fish populations are being rebuilt. This compares to 23% who disagree. Another 24% of the public have no opinion.

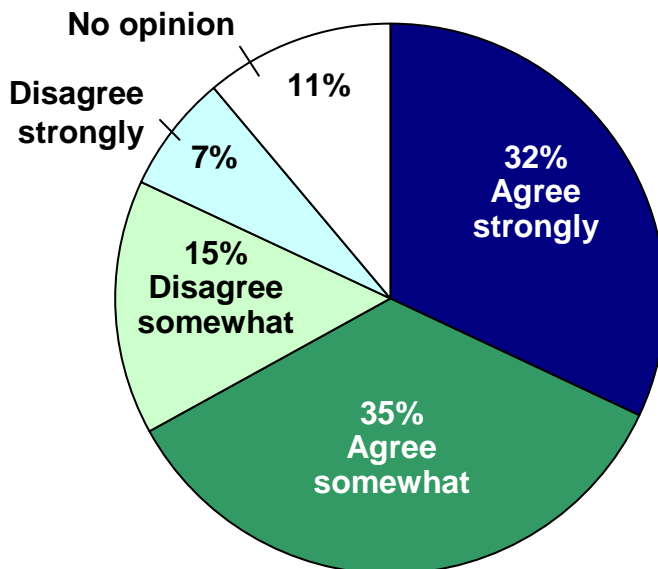
There is even greater agreement with this statement among California anglers. Statewide, 67% of anglers agree with this view, compared to 22% who disagree. One in nine anglers (11%) has no opinion.

Table 9a

Views of the way fisheries along the California coast are being managed (comparing California adults and anglers)



CA ADULTS



CA ANGLERS

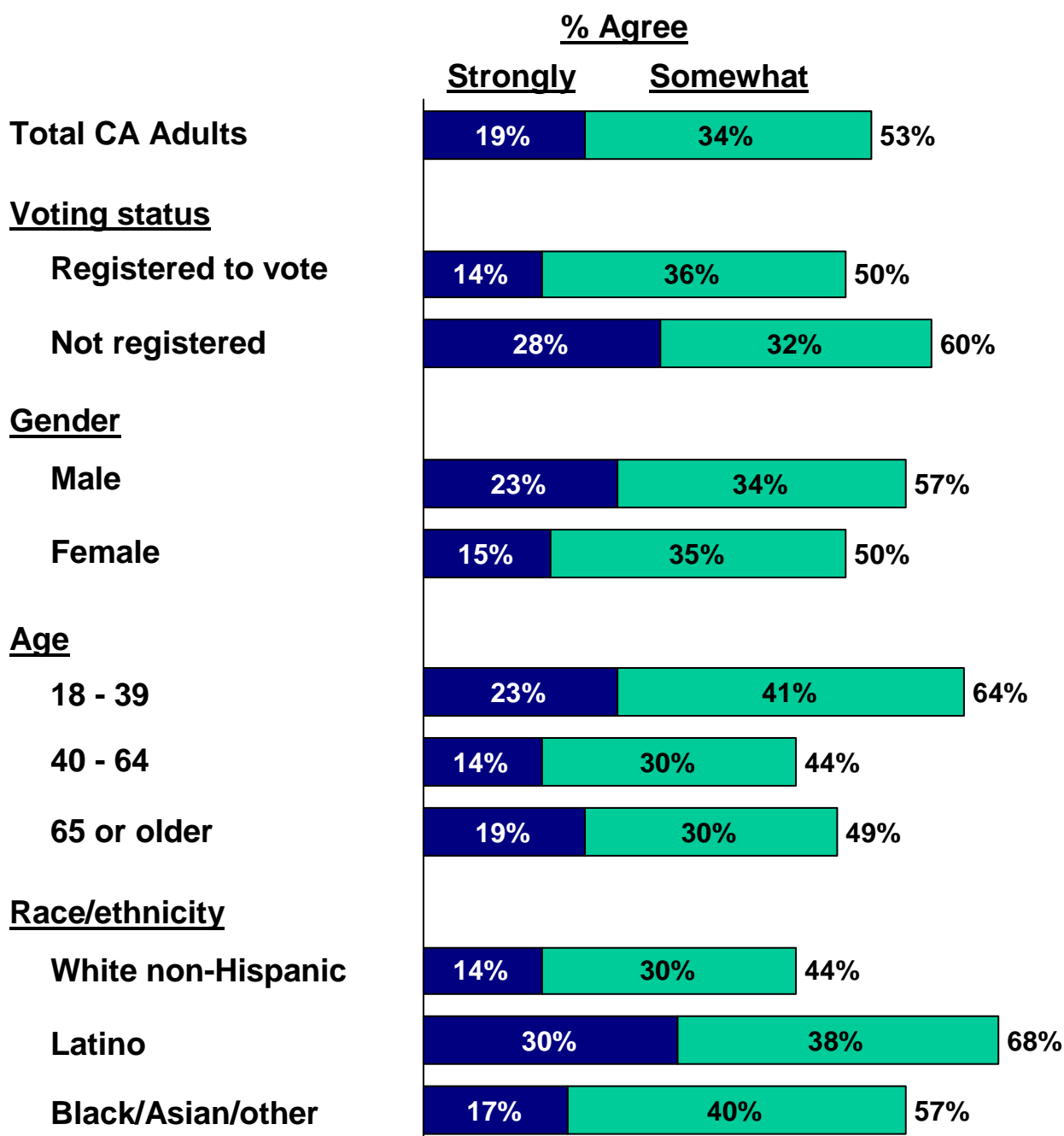
Agree/Disagree: "The way in which fisheries along the California coast have traditionally been managed is working and fish populations are being rebuilt."

9b. Views of the way fisheries along the California coast are being managed across subgroups of the California population

An examination of the subgroups of the adult population on this issue finds that there is somewhat greater agreement among men, younger adults, Latinos and those not registered to vote.

Table 9b

Views of the way fisheries along the California coast are being managed – across subgroups of the California population



10a. Views of California adults about restricting ocean activities in areas along the California coast if fish populations and marine habitat are in danger

California adults were asked whether a number of ocean activities should be banned, limited or not restricted at all if fish populations and marine habitat along the coast are found to be in danger.

The results show that the public supports banning or limiting a number of ocean activities in this setting, yet in each case more residents prefer placing limits on these activities rather than imposing a total ban. The largest proportion in support of an outright ban (38%) says this with regard to oil drilling, while another 44% favors limiting and just 16% favor not restricting this activity. The next largest proportion supporting a ban, 29%, support banning ocean dredging in these areas, while 42% back placing limits and 14% favor not restricting this activity.

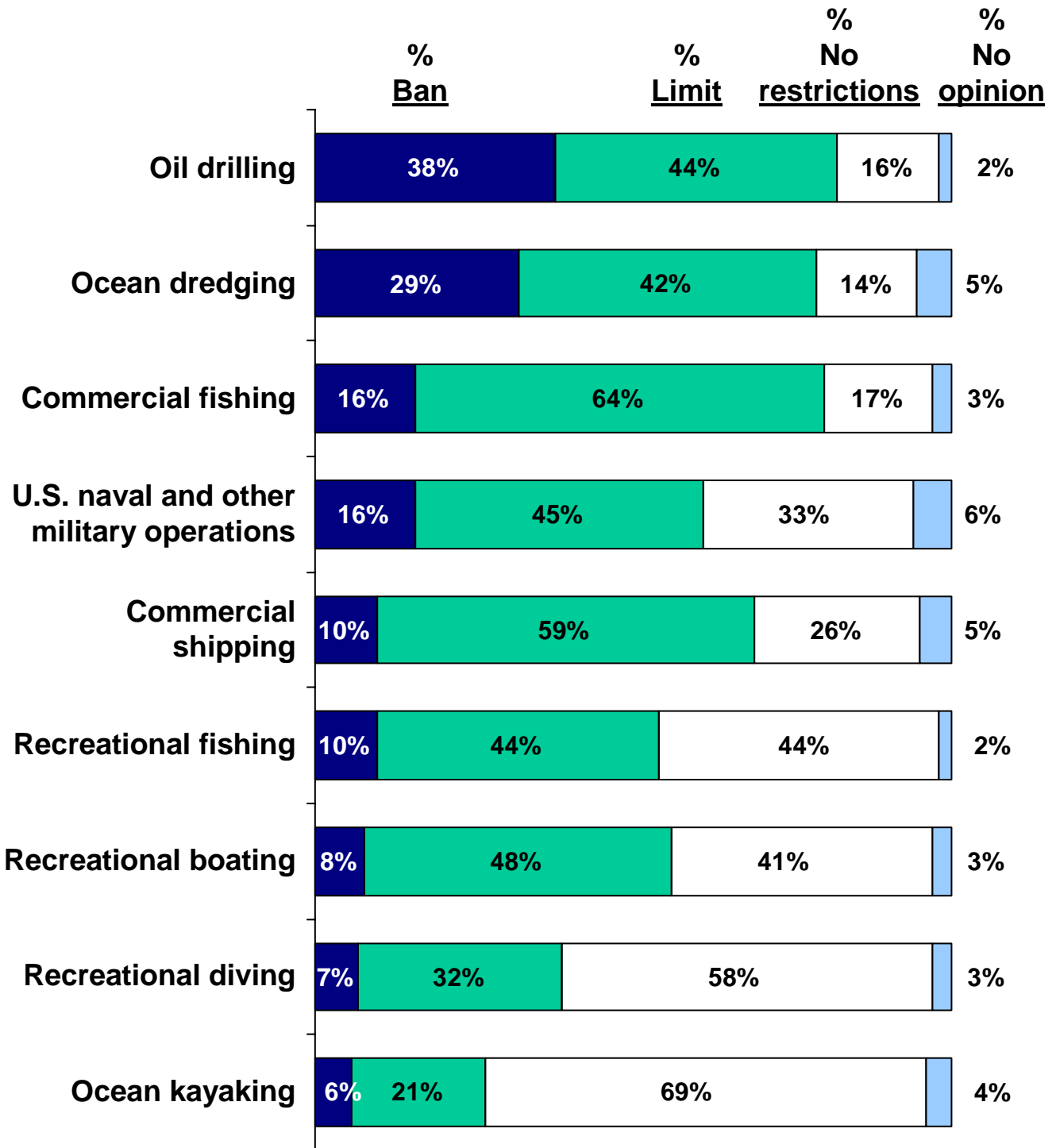
By comparison, just one in six (16%) supports banning commercial fishing in areas where fish populations and marine habitat are threatened, while four times as many (64%) back limiting and 17% favor not restricting this activity at all. An even smaller proportion (10%) supports banning recreational fishing in these areas, while 44% support limiting and another 44% believe there should be no restrictions at all on recreational fishing in these areas.

While 59% of the public support placing limits on commercial shipping in these circumstances, just 10% favor banning it. Nearly half (45%) support limiting U.S. naval and other military operation in areas when fish populations and marine habitat are in danger, while 16% support banning it. And, while greater than four in ten would support placing restrictions on recreational boating (48%) in areas along the coast if fish populations and marine habitat are in danger, relatively few (8%) support banning it.

On the other hand, majorities of the public favor placing no restrictions at all on two other ocean activities – recreational diving (58%) and ocean kayaking (69%) – if fish populations and marine habitat are threatened.

Table 10a

Views of California adults about restricting various ocean activities in areas along the California coast if fish populations and marine habitats are in danger



10b. Views of California anglers about restricting ocean activities in areas along the California coast if fish populations and marine habitat are in danger

The state's anglers hold generally similar views to those of the overall public with regard to restricting ocean activities if fish populations and marine habitat are in danger.

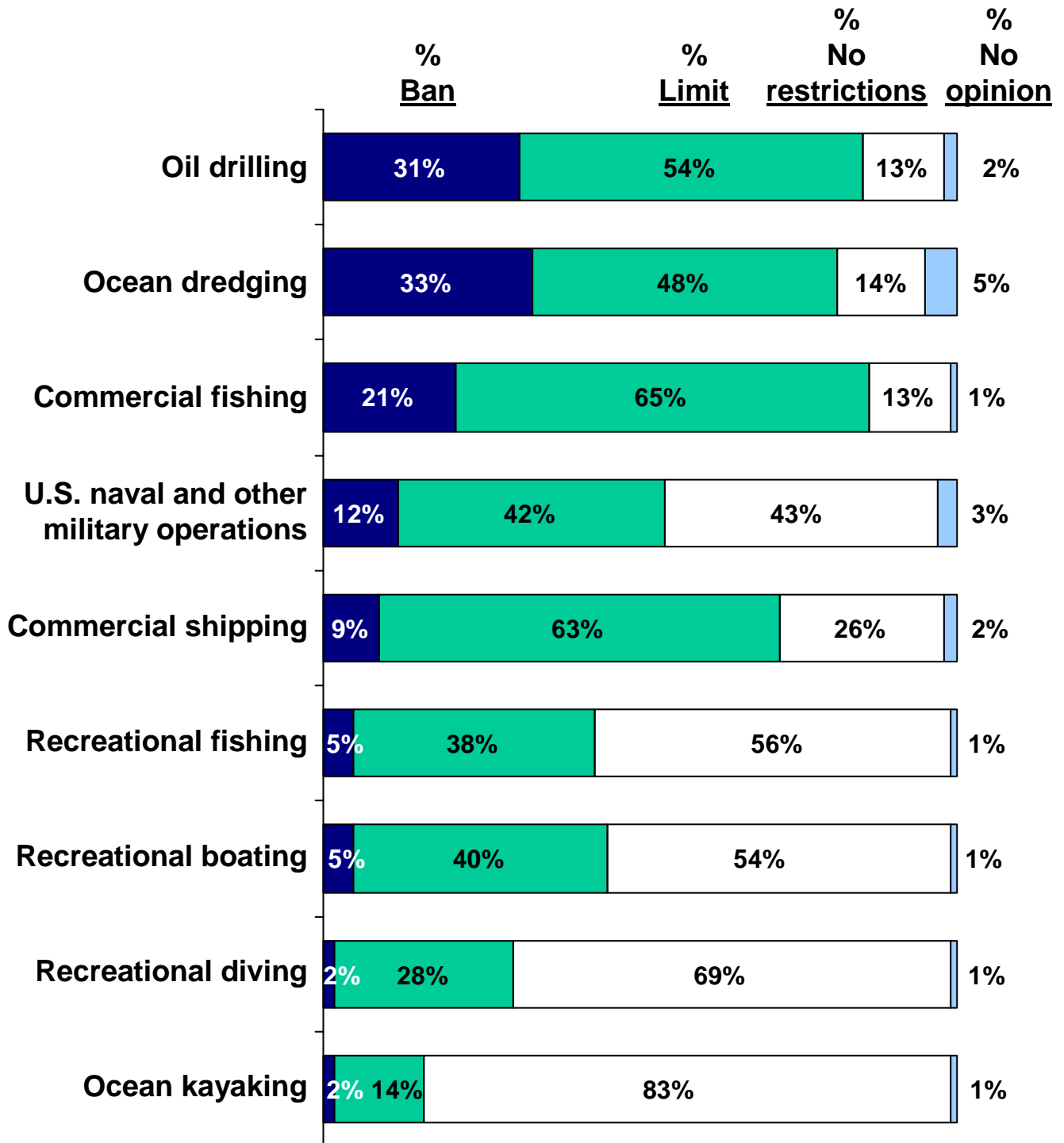
For example, while 31% of anglers favor banning oil drilling and 33% would ban ocean dredging in these circumstances, larger proportions (54% and 48%, respectively) support placing limiting these activities. The same is true with regard to commercial fishing, (which 21% would ban and 65% favor limiting), U.S. naval and other military operations (12% ban and 42% limit), and commercial shipping (9% ban and 63% limit).

One difference between the views of adults and anglers relates to restricting recreational fishing in areas where fish populations and marine habitat are in danger. Among anglers, 56% favor no restrictions on recreational fishing, while a smaller proportion (38%) supports placing limits on these activities. Just 5% favor an outright ban.

Angler opinions about restricting recreational boating activities are similar to their views about recreational fishing. In addition, large majorities of anglers also favor placing no restrictions on recreational diving (69%) or ocean kayaking (83%) under these circumstances.

Table 10b

Views of California anglers about restricting various ocean activities in areas along the California coast if fish populations and marine habitats are in danger



11. Awareness and initial opinions of California's Marine Life Protection Act (MLPA)

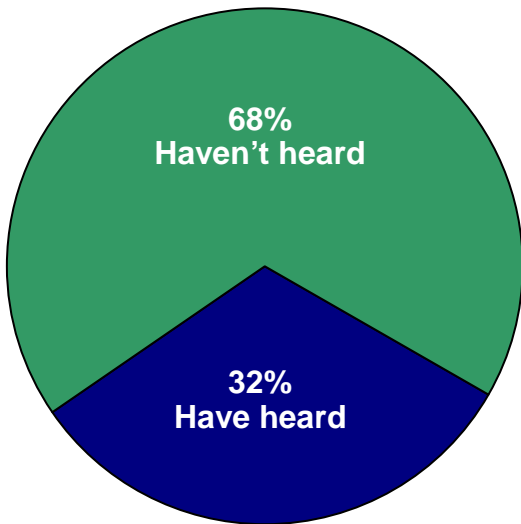
The state of California enacted the Marine Life Protection Act (MLPA) in 1999 with the aim of helping to preserve the ocean and marine life along the California coast within three miles of shore. It is only now beginning to be implemented.

When California adults are asked whether or not they had heard of the MLPA, fewer than one in three (32%) say they have. There is much greater awareness among California anglers, 60% of whom report some familiarity with the law.

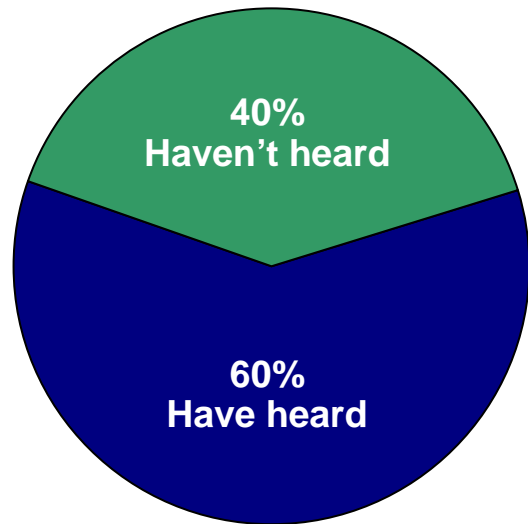
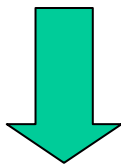
Most Californians who are aware of the MLPA feel that it is generally a good thing. For example, of the 32% of adults aware of the law, 25% think it is a good thing, 2% feel it is a bad thing, and 5% have mixed views of it. Similarly, of the 60% of anglers aware of the MLPA, 36% feel it is a good thing, 13% think it is a bad thing, and 11% have mixed views or no opinion.

Table 11

Awareness and initial opinions of California's Marine Life Protection Act (MLPA) (comparing California adults and anglers)



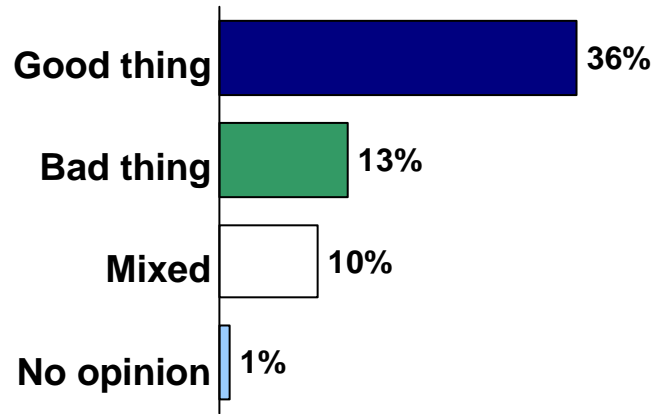
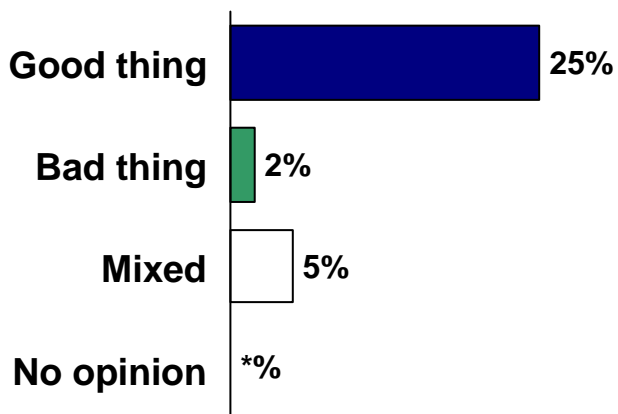
CA ADULTS



CA ANGLERS



Initial Opinion of MLPA (among those aware)



* Less than 1/2 of 1%.

12a. Opinions of the MLPA's provision making certain areas of the California coast off-limits to commercial fishing

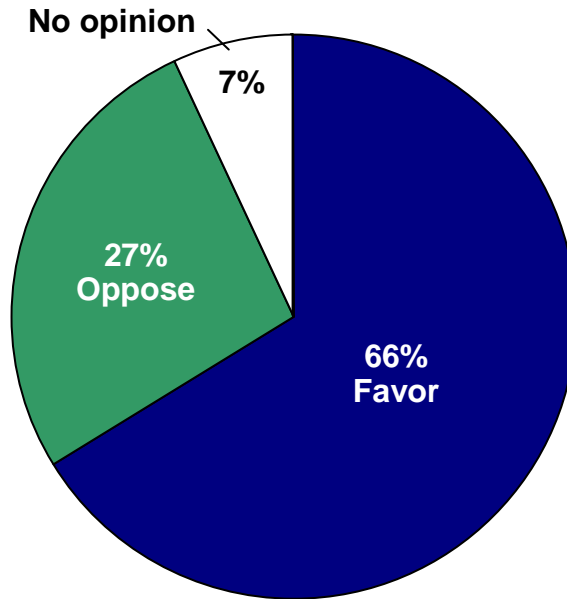
Survey respondents were read the following description of the MLPA and asked for their opinions about its provisions placing restrictions first on commercial fishing and then on recreational fishing.

“Implementation of the first phase of the California Marine Life Protection Act is now beginning along the Central coast of California. It calls for banning or limiting fishing in 29 of the best fishing areas along the coast between Santa Barbara and Half Moon Bay, 13 of which would make 85 square miles of ocean totally off-limits to all forms of commercial and recreational fishing. The second phase will create additional areas where commercial and/ or recreational fishing would be banned or limited along the North Central California coast. Other phases would do the same along the rest of the California coast.”

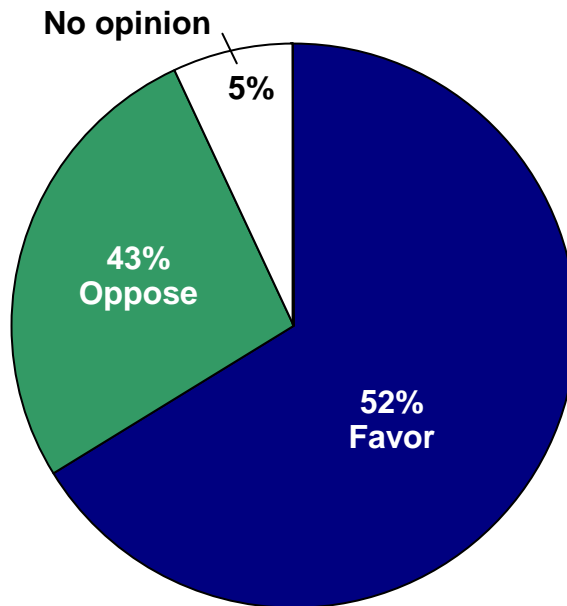
When asked about the MLPA's ban on commercial fishing, majorities of both the state's adults (66%) and anglers (52%) are supportive. This compares to 27% of adults and 43% of anglers who are opposed.

Table 12a

Opinions of MLPA's provision making certain areas of the California coast off limits to commercial fishing (comparing California adults and anglers)



CA ADULTS



CA ANGLERS

12b. Opinions of the MLPA's provision making certain areas of the California coast off-limits to commercial fishing – across subgroups of the adult population

Majorities of all subgroups of the adult population support the MLPA's provision making certain areas of the California coast off-limits to commercial fishing, although there is somewhat less support for this among older residents and registered voters.

Table 12b

Opinions of MLPA's provision making certain areas of the California coast off limits to commercial fishing – across subgroups of the California adult population

	<u>% Favor</u>	<u>% Oppose</u>
Total CA Adults	<u>66%</u>	<u>27</u>
<u>Voting status</u>		
Registered to vote	61%	32
Not registered	75%	19
<u>Gender</u>		
Male	63%	31
Female	69%	23
<u>Age</u>		
18 - 39	71%	25
40 - 64	66%	26
65 or older	54%	36
<u>Race/ethnicity</u>		
White non-Hispanic	62%	32
Latino	73%	20
Black/Asian/other	66%	25

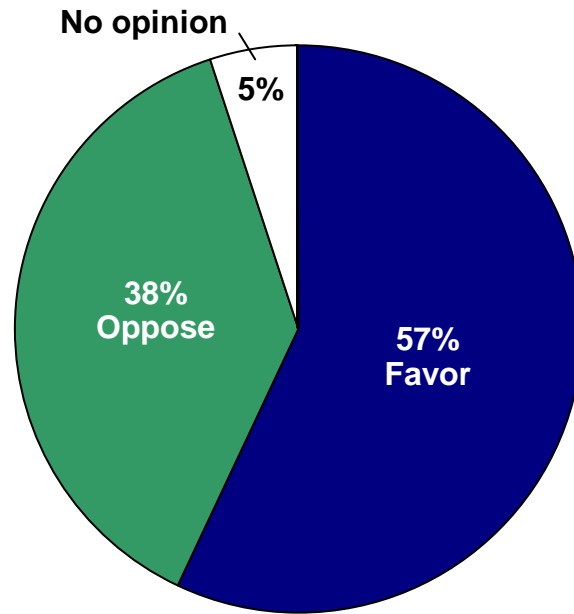
Note: Differences between 100% and sum of percentages for each subgroup equal proportion with no opinion.

13a. Opinions of the MLPA's provision making certain areas of the California coast off-limits to recreational fishing

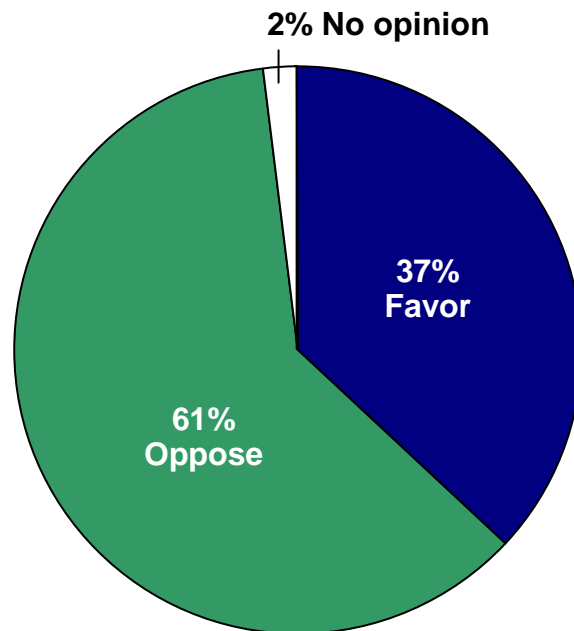
The views of California adults and anglers, however, diverge considerably when it comes to the MLPA's provision making certain areas of the California coast off-limits to recreational fishing. Among adults, 57% are in favor of placing these restrictions on recreational fishing in these areas, while 38% are opposed. Anglers, on the other hand, are opposed by a 61% to 37% margin.

Table 13a

Opinions of MLPA's provision making certain areas of the California coast off limits to recreational fishing (comparing California adults and anglers)



CA ADULTS



CA ANGLERS

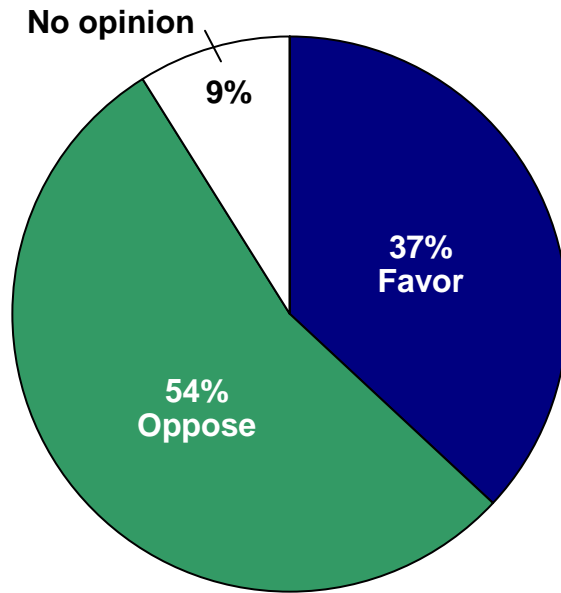
13b. How opinions change toward making areas of the coast off-limits to recreational fishing if alternative fishing conservation measures were available

The public's initial 57% to 38% support for the MLPA's provision making certain areas of the coast off-limits to recreational fishing declines significantly, however, if alternative fishing conservation measures are available, such as limiting the months of fishing or the number of fish caught. In this context, just 37% of the adult public favor banning recreational fishing in these areas, while 54% are opposed.

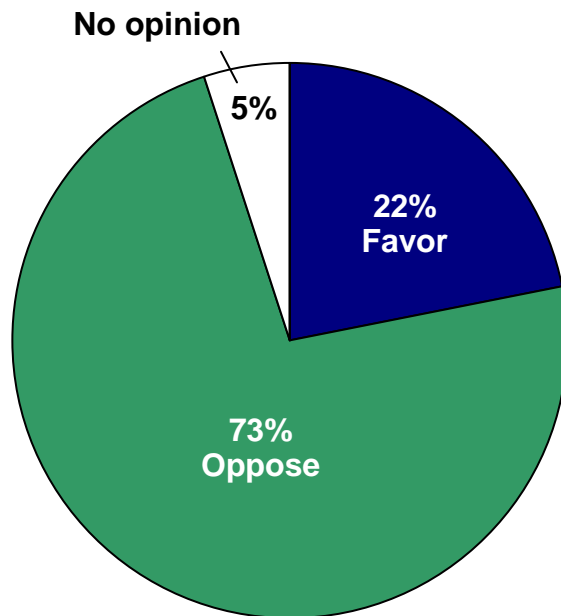
Anglers, who initially oppose the MLPA's provision banning recreational fishing in these areas 61% to 37%, become even more opposed if alternative fishing conservation measures are available. About three in four anglers (73%) oppose the MLPA's ban on recreational fishing in this context, while just 22% are supportive.

Table 13b

MLPA's provision making certain areas of the California coast off-limits to recreational fishing if alternative fishing conservation measures are available
(comparing California adults and anglers)



CA ADULTS



CA ANGLERS

13c. How opinions change toward the MLPA's provision making certain areas of the California coast off-limits to recreational fishing if alternative fishing conservation measures were available – across subgroups of the adult population

An analysis of the public's opinion initial support and then opposition to the MLPA's provision calling for certain areas of the California coast to be off-limits to recreational fishing depending on whether alternative fishing conservation measures are available reveals the following:

- Registered voters, who initially support the MLPA's provision banning recreational fishing in these areas by a 50% to 44% margin, oppose the provision by a greater than five to three margin (58% to 33%) if alternative fishing conservation measures are available.
- While men narrowly favor the MLPA's ban on recreational fishing by a 51% to 44% margin, they turn against it two to one (62% to 31%) if alternative fishing conservation measures are available. Women, who initially favor the ban by a 62% to 32% margin, oppose it 46% to 42% if alternative fishing conservation measures are available.
- Residents age 65 or older are evenly divided in their initial opinions (47% in favor and 48% opposed), but turn against it 56% to 31% if alternative fishing conservation measures are available. Younger as well as middle age adults initially support this provision by a five to three margin. But, if alternative fishing conservation measures are available, they turn against it nearly five to three.
- The opinions of white non-Hispanics change from an initially supportive 51% - 43% position to a 56% to 36% opposing view if alternative conservation measures are available. Latinos and other ethnic/racial minorities, who initially support this MLPA provision by a wide margin, also oppose it if alternative conservation measures are available.

Table 13c

**Changes in opinion toward the MLPA's provision
making certain areas of the California coast off-limits
to recreational fishing depending on whether
alternative fishing conservation measures are available –
across subgroups of the California adult population**

	<u>Initial opinion of MLPA</u>		<u>If alternative fish conservation measures were available</u>	
	<u>Favor</u>	<u>Oppose</u>	<u>Favor</u>	<u>Oppose</u>
Total CA adults	<u>57%</u>	<u>38</u>	<u>37%</u>	<u>54</u>
<u>Voting status</u>				
Registered to vote	50%	44	33%	58
Not registered	67%	29	43%	48
<u>Gender</u>				
Male	51%	44	31%	62
Female	62%	32	42%	46
<u>Age</u>				
18 - 39	59%	38	36%	57
40 - 64	57%	36	39%	51
65 or older	47%	48	31%	56
<u>Race/ethnicity</u>				
White non-Hispanic	51%	43	36%	56
Latino	65%	31	43%	48
Black/Asian/other	58%	36	28%	60

Note: Differences between 100% and sum of percentages for each subgroup equal proportion with no opinion.

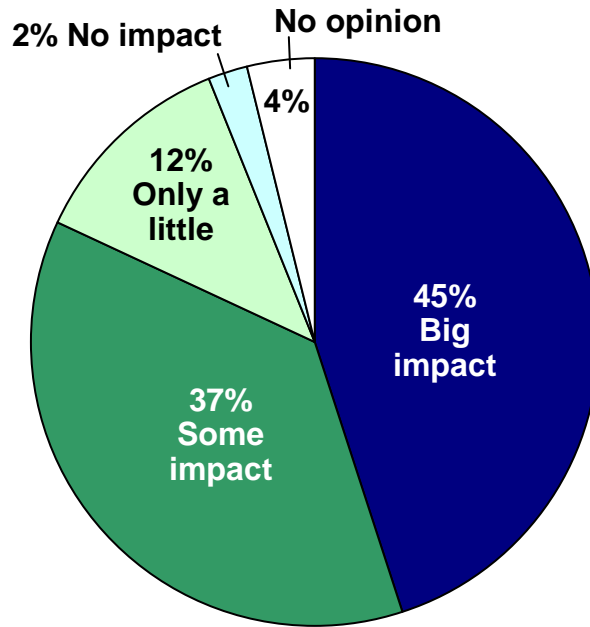
14. Impact that the MLPA will have on recreational fishing

Nearly half of the adult public (45%) think that implementation of the MLPA as currently proposed will have a big impact on recreational fishing in California, and another 37% expect that it would have some impact. Just 14% foresee little or no impact.

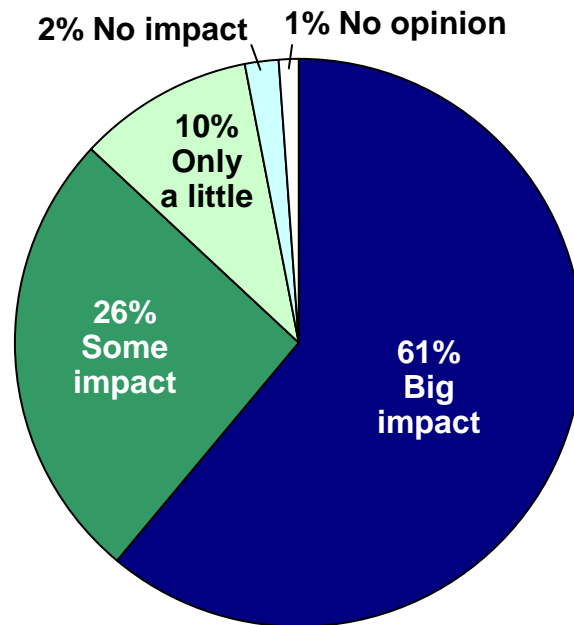
Anglers are even more convinced of the MLPA's impact on recreational fishing. Greater than six in ten (61%) believe it will have a big impact, compared to 26% who see it having some impact and just 12% foreseeing little or no impact.

Table 14

Impact that the MLPA will have on recreational fishing (comparing California adults and anglers)



CA ADULTS



CA ANGLERS

15a. California adults' reactions to statements made about the MLPA

A number of positive and negative statements were then posed to survey respondents about the MLPA, its provisions calling for fishing restrictions and the threats facing fish populations. Residents were asked whether they agreed or disagreed with each one. The results show a public strongly concerned about the threats facing the state's coastal fish population, but holding mixed views about the MLPA.

The statement receiving the highest level of agreement (79%) is that "California's coastal fish populations are in danger and this law is an effective way to try to do something about the problem." Another 60% also agree that "this law is fair and balances the interests of all the various stakeholders involved in the issue."

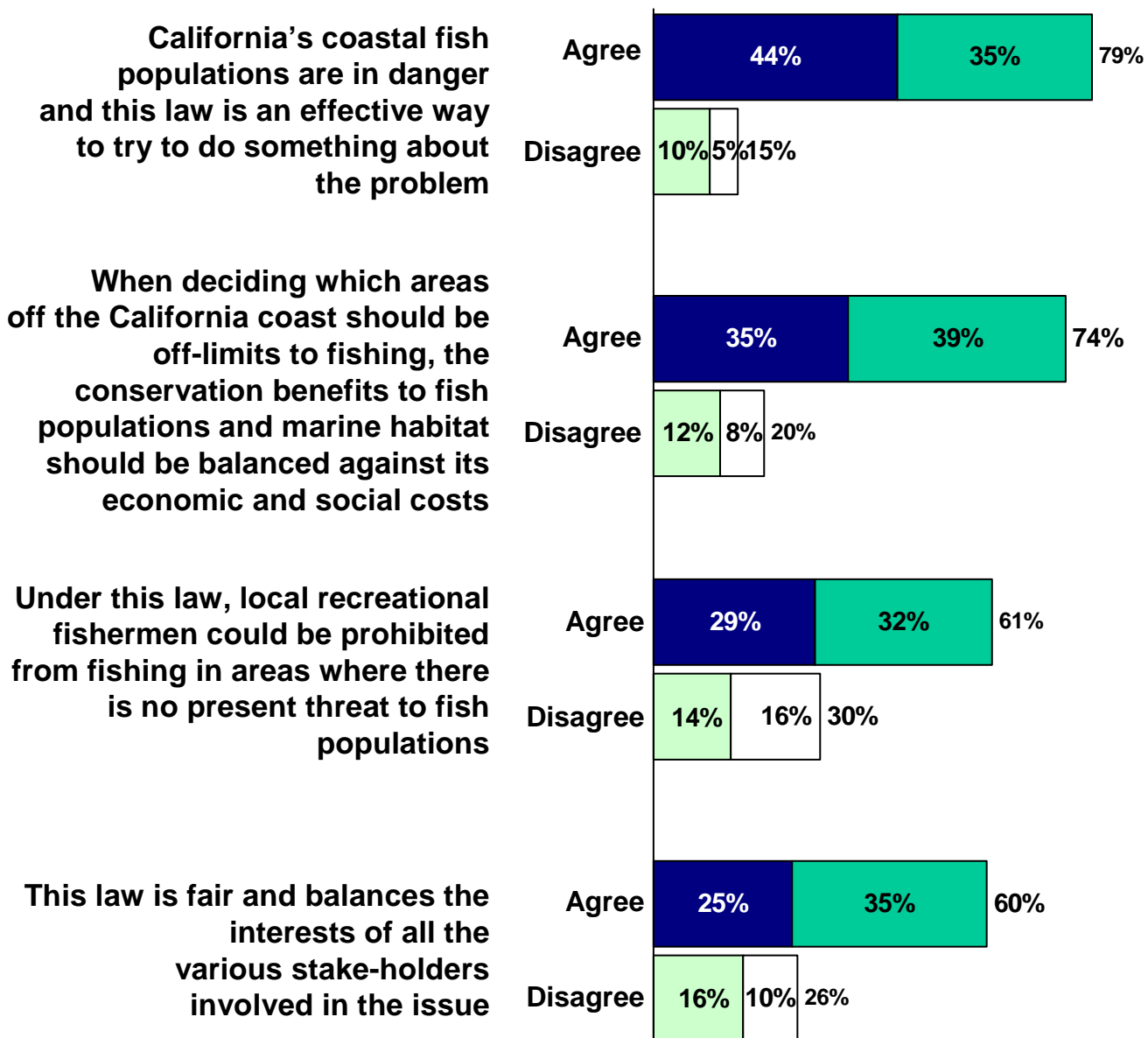
Yet, 61% of adults also agree that "under this law, local recreational fishermen could be prohibited from fishing in areas where there is no present threat to fish populations."

About three in four (74%) also agree that "when deciding which areas off the California coast should be off-limits to fishing, the conservation benefits to fish populations and marine habitat should be balanced against its economic and social costs."

Table 15a

California adults' reactions to statements made about the MLPA

■ Agree strongly
 ■ Agree somewhat
 □ Disagree somewhat
 ■ Disagree strongly



Note: Differences between the number of the percentages for each item and 100% equal proportion with no opinion.

15b. California anglers' reactions to statements made about the MLPA

California anglers hold similar views to the adult public on some of the statements posed, but diverge from the public's view on others.

For example, a two-thirds majority (66%) agrees that "California's coastal fish populations are in danger and this law is an effective way to try to do something about the problem." And, an even larger majority (75%) agrees that "when deciding which areas off the California coast should be off-limits to fishing, the conservation benefits to fish populations and marine life should be balanced against its economic and social costs."

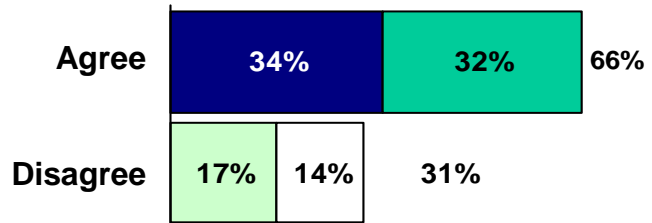
Yet, anglers are more skeptical about the law's fairness than the general public, with 47% disagreeing that "this law is fair and balances the interests of all the various stakeholders involved in the issue," and 46% agreeing. And, by a wide three to one margin (67% to 21%), anglers agree that "the way in which fisheries along the California coast have traditionally been managed is working and fish populations are being rebuilt." Also, by a 57% to 40% margin anglers concur that "under this law, local recreational fishermen could be prohibited from fishing in areas where there is no present threat to fish populations."

Table 15b

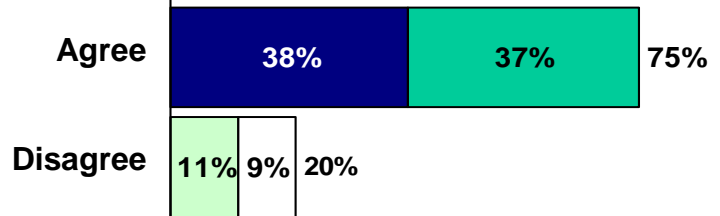
California anglers' reactions to statements made about the MLPA

■ Agree strongly
 ■ Agree somewhat
 Disagree somewhat
 ■ Disagree strongly

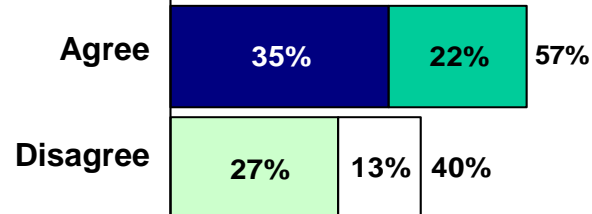
California's coastal fish populations are in danger and this law is an effective way to try to do something about the problem



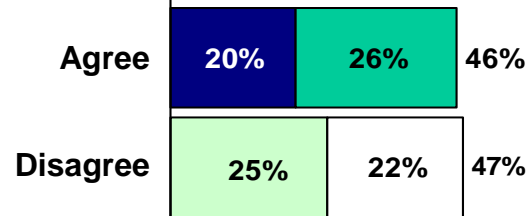
When deciding which areas off the California coast should be off-limits to fishing, the conservation benefits to fish populations and marine habitat should be balanced against its economic and social costs



Under this law, local recreational fishermen could be prohibited from fishing in areas where there is no present threat to fish populations



This law is fair and balances the interests of all the various stakeholders involved in the issue



Note: Differences between the number of the percentages for each item and 100% equal proportion with no opinion.

16a. Views of California adults toward statements about establishing recreational fishing bans in California's coastal waters

Five other statements about the idea of establishing recreational fishing bans in the state's coastal waters were posed to residents in this survey.

There is near universal agreement with one of the statements, "any ban that is placed on recreational fishing in California's coastal waters should include a provision which requires that bans be reassessed at some point in the future." Statewide, 90% of California adults agree with this view, while just 8% disagree.

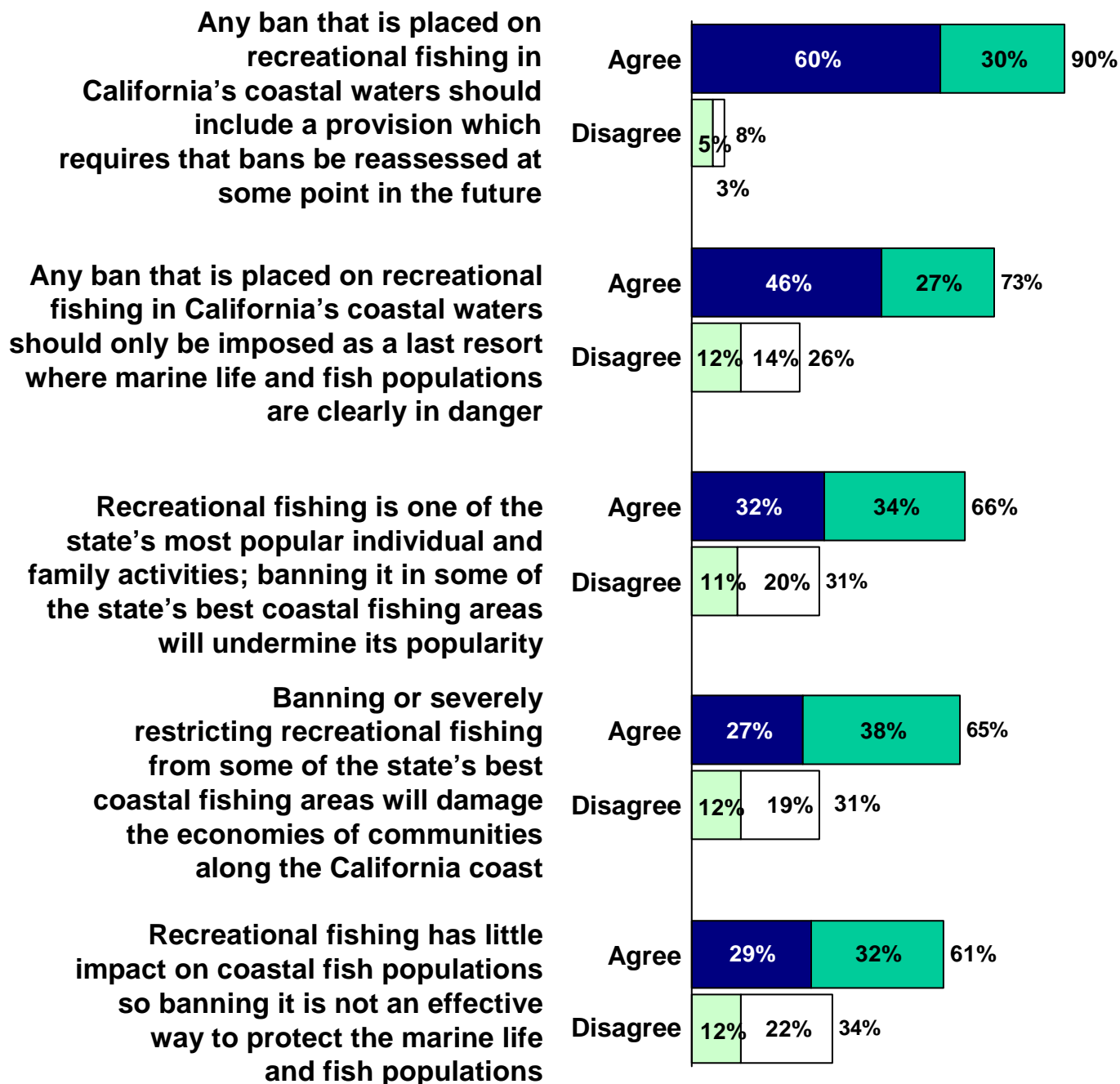
Large majorities ranging from 61% to 73% also concur with four other cautionary statements about establishing recreational fishing bans in the state's coastal waters. For example...

- By a nearly three to one margin (73% to 26%), Californians agree that "any ban that is placed on recreational fishing in California's coastal waters should only be imposed as a last resort where marine life and fish populations are clearly in danger."
- A greater than two to one majority (66% to 31%) concurs with the view that "recreational fishing is one of the state's most popular individual and family activities and banning it in some of the state's best coastal fishing areas will undermine its popularity."
- A similar 65% to 31% majority agrees that "banning or severely restricting recreational fishing from some of the state's best coastal fishing areas will damage the economies of communities along the California coast."
- In addition, 61% hold to the view that "recreational fishing has little impact on coastal fish populations, so banning it is not an effective way to protect the marine life and fish populations," while just 34% disagree.

Table 16a

Views of California adults toward statements about banning recreational fishing in California's coastal waters

■ Agree strongly
 ■ Agree somewhat
 Disagree somewhat
 Disagree strongly



Note: Differences between the number of the percentages for each item and 100% equal proportion with no opinion.

16b. Views of California anglers toward statements about banning recreational fishing in California's coastal waters

There is even stronger agreement with each cautionary statement about recreational fishing bans in the state's coastal waters among the state's anglers.

By a nearly unanimous 92% to 6% margin anglers concur with the view that "any ban that is placed on recreational fishing in California's coastal waters should include a provision which requires that bans be reassessed at some point in the future."

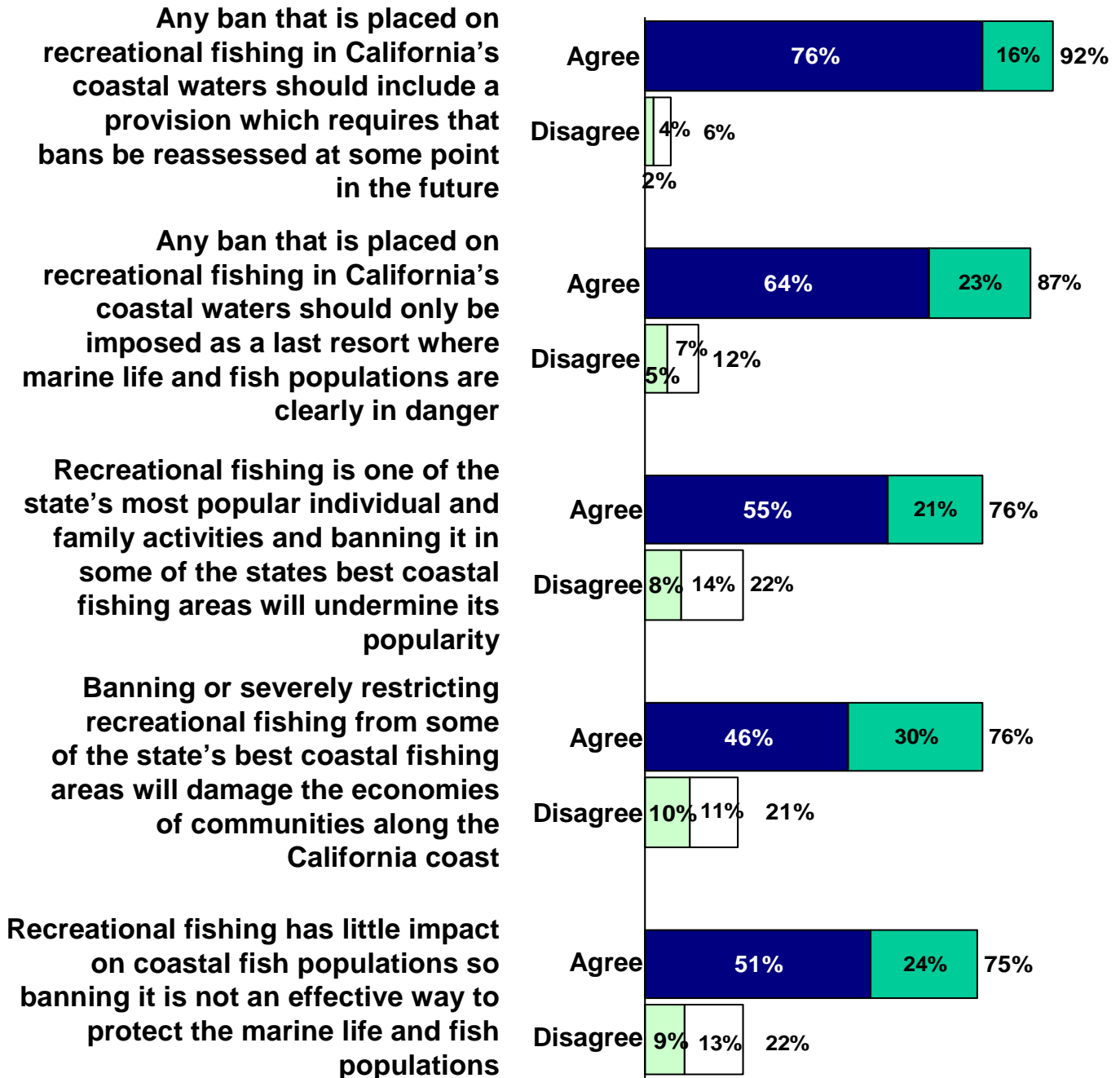
There is also near unanimity among anglers that "any ban that is placed on recreational fishing in California's coastal waters should only be imposed as a last resort where marine life and fish populations are clearly in danger." Statewide 87% of anglers agree, while just 12% disagree.

By greater than three to one margins, anglers also agree with each of three other statements made about banning recreational fishing. They include the view that "recreational fishing is one of the state's most popular individual and family activities and banning it in some of the state's best coastal fishing areas will undermine its popularity," "banning or severely restricting recreational fishing from some of the state's best coastal fishing areas will damage the economies of communities along the California coast," and "recreational fishing has little impact on coastal fish populations, so banning it is not an effective way to protect the marine life and fish populations."

Table 16b

Views of California anglers toward statements about banning recreational fishing in California's coastal waters

■ Agree strongly
 ■ Agree somewhat
 Disagree somewhat
 ■ Disagree strongly



Note: Differences between the number of the percentages for each item and 100% equal proportion with no opinion.

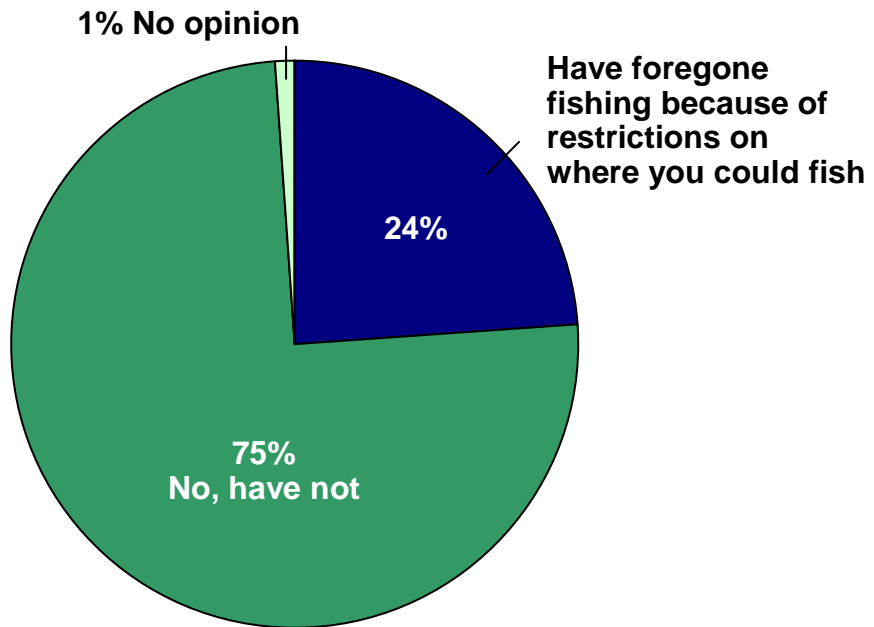
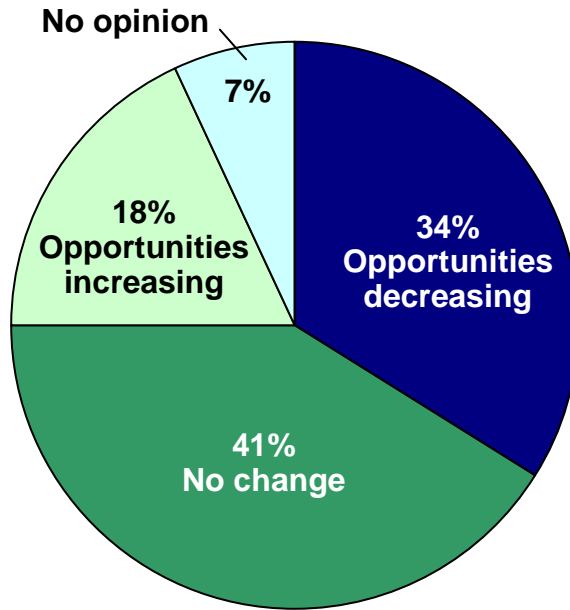
17. Anglers' views of the opportunities for recreational fishing in the state's coastal waters

Anglers were asked whether they felt opportunities for recreational fishing in California's coastal waters were increasing or decreasing over the past five years. The results reveal that anglers hold somewhat mixed views about this. Statewide, about one in three (34%) feel such opportunities have decreased in the past five years. This compares to four in ten (41%) who have seen no change, and 18% who believe opportunities for fishing have increased.

About one in four anglers (24%) also report that there have been occasions in the past several years when they have foregone fishing in coastal waters because of restrictions on where they could fish.

Table 17

Angler views of the opportunities for recreational fishing and whether they have foregone fishing because of restrictions on where they could fish



CA ANGLERS

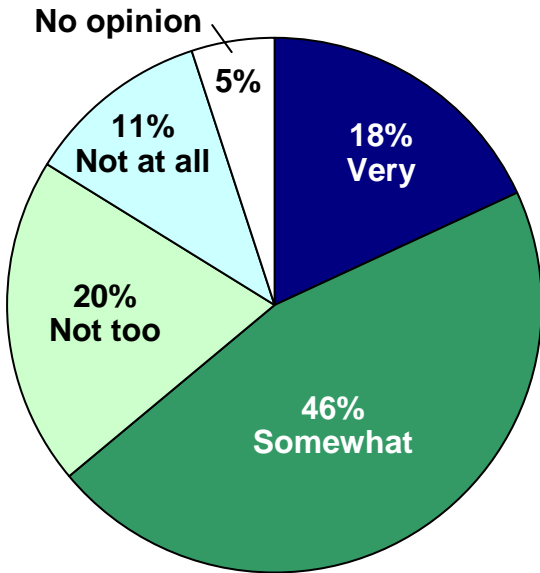
18. Perceptions of how concerned recreational fishermen are about marine life and fish populations

Two questions asked the general public how concerned they felt that recreational fishermen were about marine life and fish populations. About two in three (64%) believe that recreational fishermen are either very or somewhat concerned when it comes to conserving marine life and fish populations, while 31% feel recreational fishermen are not concerned about this. When asked whether they believed recreational fishermen are good stewards of the environment and follow practices to help preserve marine life and fish populations, a similar 58% majority answer yes, while 34% say no.

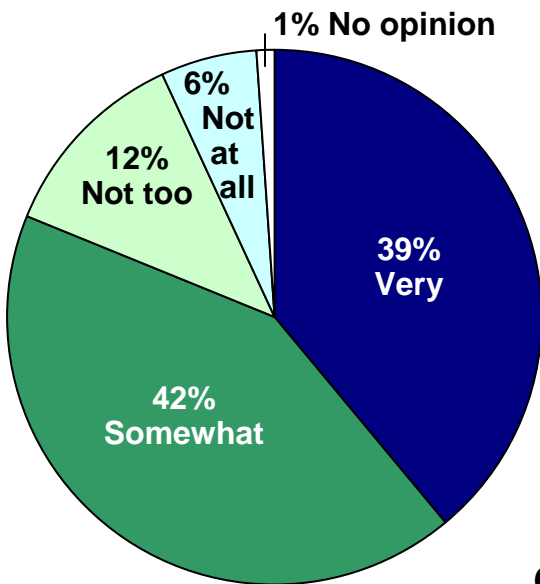
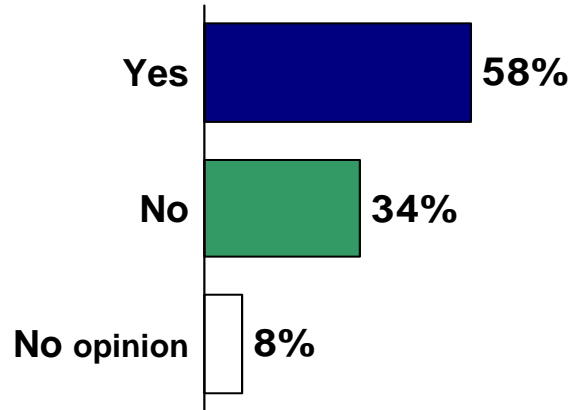
The views of California anglers are much more one-sided in their views of the levels of concerns that recreational fishermen have about marine life and fish populations. Greater than eight in ten anglers (81%) maintain that recreational fishermen are very or somewhat concerned about conserving marine life and fish populations, compared to just 18% who feel they are not too or not at all concerned. In addition, 83% of anglers believe that recreational fishermen are good stewards of the environment and follow fishing practices that help preserve marine life and fish populations, while 15% do not.

Table 18

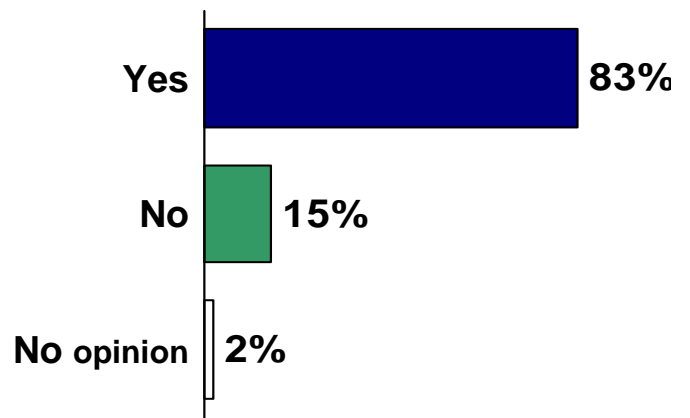
How concerned recreational fishermen are about marine life and fish populations (comparing California adults and anglers)



CA ADULTS



CA ANGLERS



Level of concern about conserving marine life and fish populations

Are they good stewards of the environment and follow practices to help preserve marine life and fish populations?

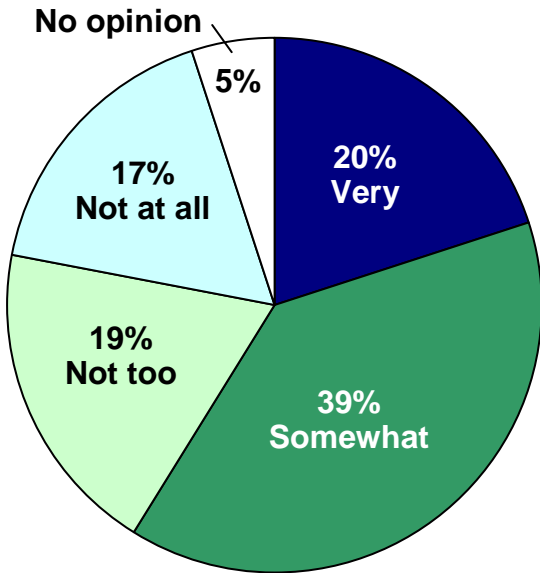
19. Perceptions of how concerned commercial fishermen are about marine life and fish populations

The same two questions were also asked in relation to the concerns that commercial fishermen have about marine life and fish populations. Among the overall public, a 59% majority believes commercial fishermen are very or somewhat concerned, while 36% feel they are not too or not at all concerned about this. On the other hand, the public is not as convinced about whether commercial fishermen are good stewards of the environment and follow fishing practices that help to preserve marine life and fish populations. Statewide, 43% answer yes, but an equivalent proportion (43%) answer no.

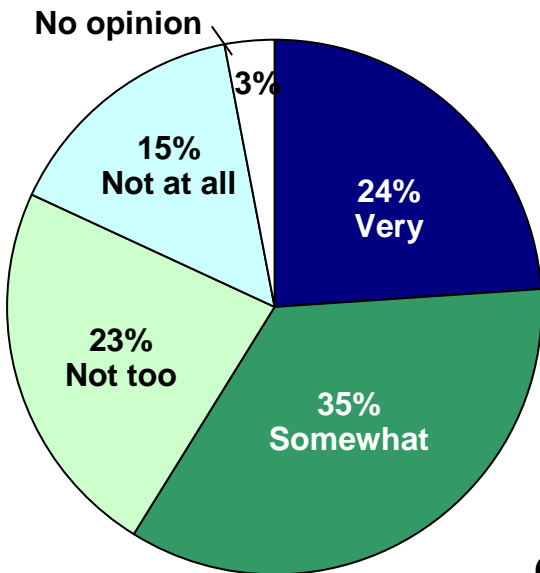
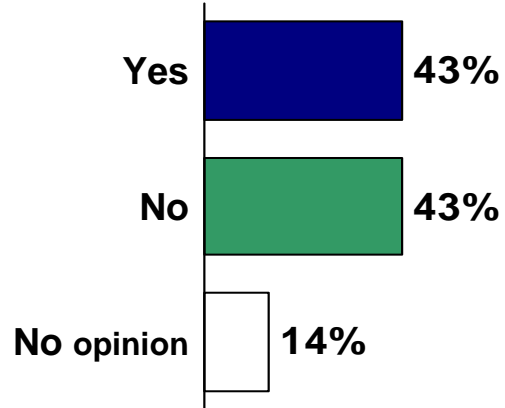
The views that California anglers have about commercial fishermen are similar to those held by the overall adult public with regard to whether commercial fishermen are concerned about conserving marine life and fish populations, with 59% feeling they are and 38% believing they are not that concerned. However, anglers are a little more positive than the general public in their assessments of whether commercial fishermen are good stewards of the environment and follow fishing practices that help to preserve marine life and fish populations, with 54% answering yes, and 39% answering no.

Table 19

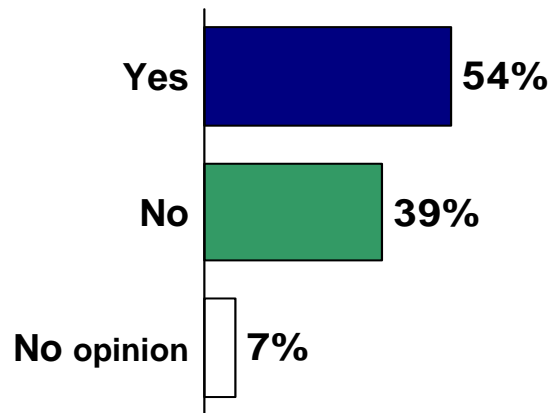
How concerned commercial fishermen are about marine life and fish populations (comparing California adults and anglers)



CA ADULTS



CA ANGLERS



Level of concern about conserving marine life and fish populations

Are they good stewards of the environment and follow practices to help preserve marine life and fish populations?

20a. Trust that California adults have in various people and organizations as sources of information about marine life and conservation issues along the California coast

California adults report varying levels of trust in a number of spokespersons and organizations as source of information about marine life and conservation issues along the California coast. Rated as most trustworthy are marine biologists, about whom 61% place a lot of trust and 26% have some trust. Just 9% say they have only a little or no trust in them on these issues,

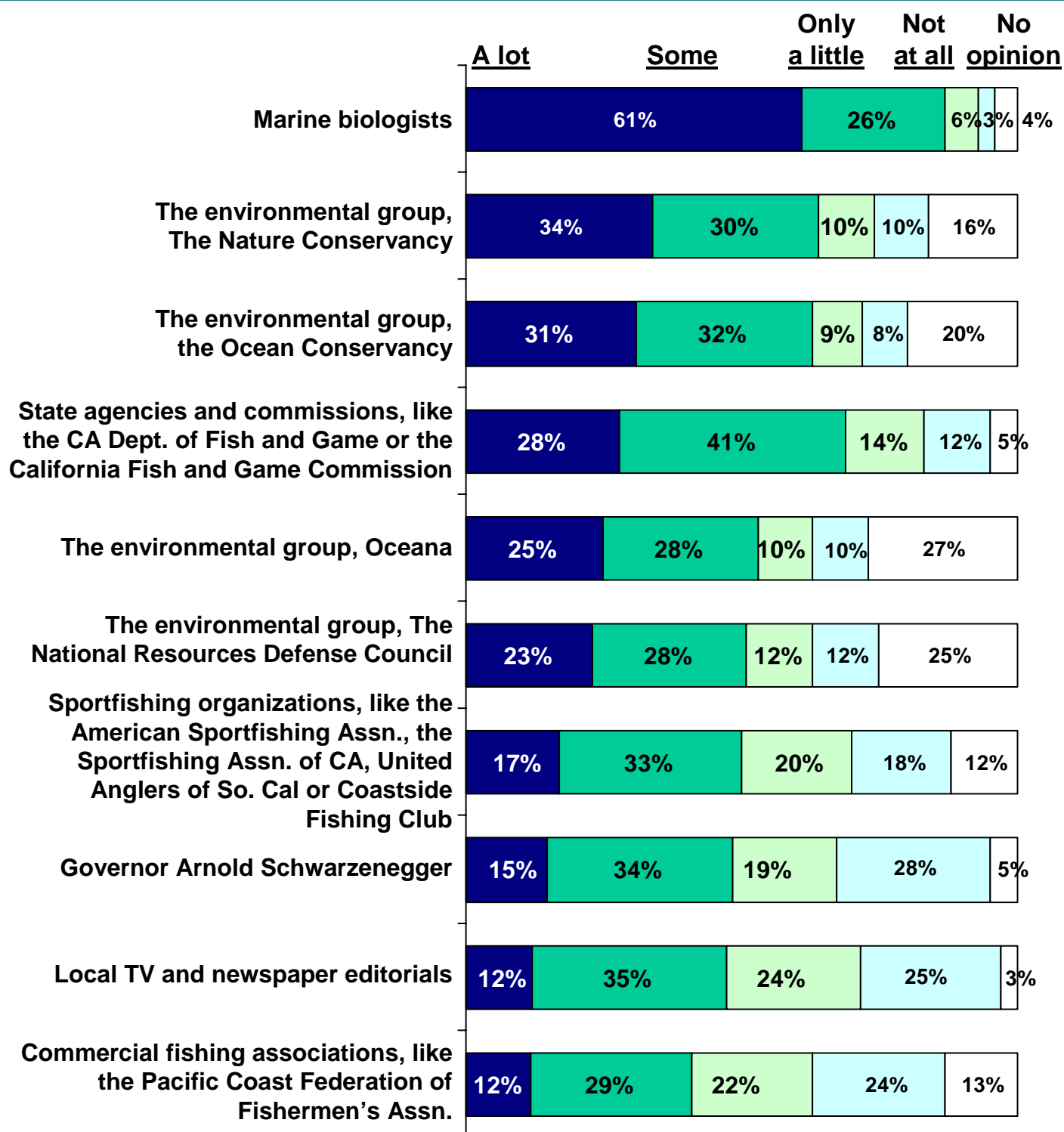
Greater than six in ten adults also have a lot of trust or some trust in three other organizations and groups about marine life and conservation issues. These include the environmental group the Nature Conservancy, the environmental group the Ocean Conservancy, and state agencies and commissions like the California Department of Fish and Game or the California Fish and Game Commission.

About half of the California public says it has some or a lot of trust in the environmental group Oceana, the National Resources Defense Council and sportfishing organizations like the American Sportfishing Association, the Sportfishing Association of California, United Anglers of Southern California or Coastside Fishing Club.

Californians offer a more mixed assessment of three other spokespersons or groups on these issues. These include Governor Arnold Schwarzenegger, local television and newspaper editorials, and commercial fishing associations like the Pacific Coast Federation of Fishermen's Association about matters relating to marine life and conservation issues, with about as many Californians having little or no trust as having a lot or some trust in each.

Table 20a

Trust that California adults have in various people and organizations as sources of information about marine life conservation issues along the California coast



20b. Trust that California anglers have in various people and organizations as sources of information about marine life and conservation issues along the California coast

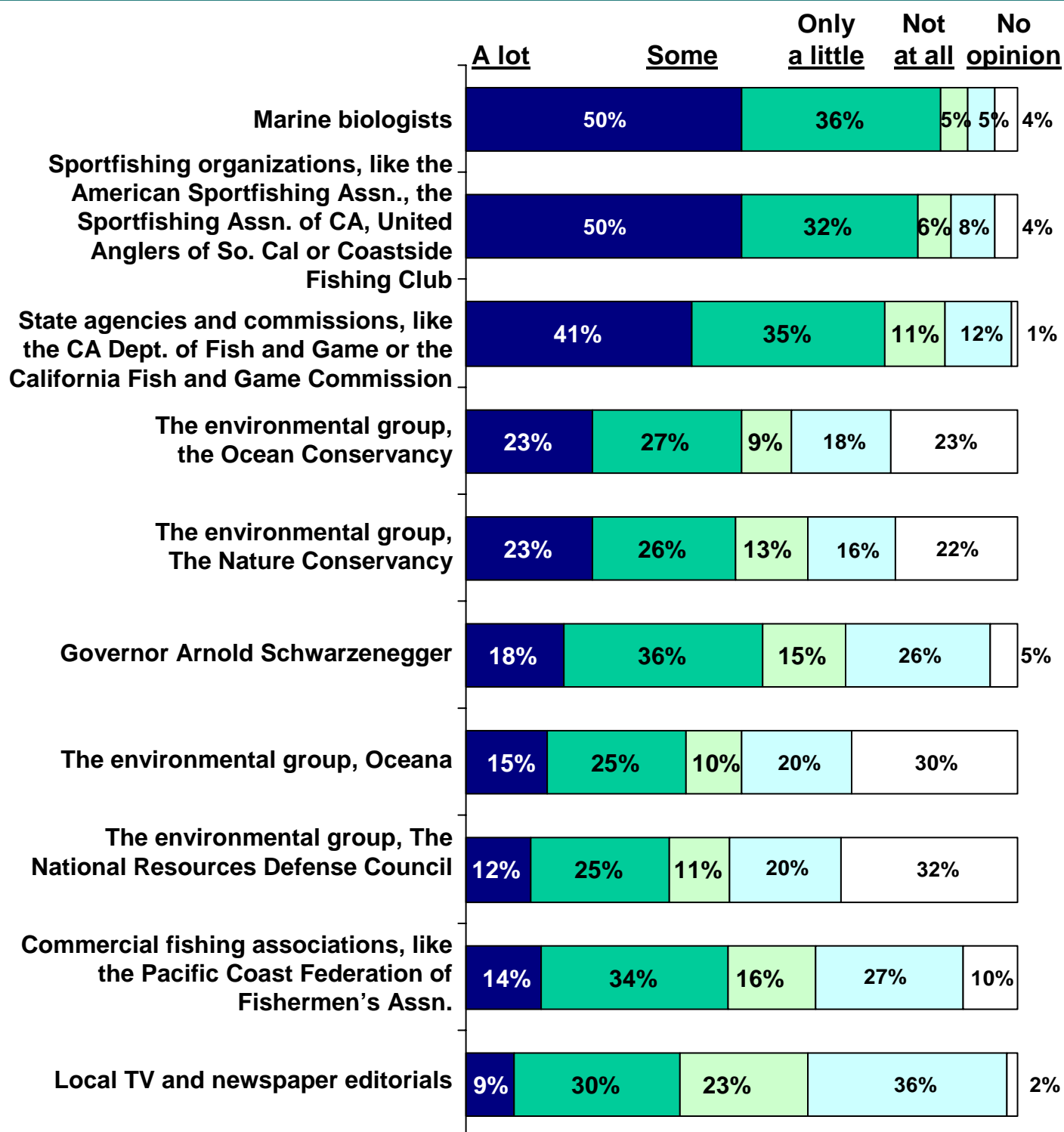
The views of California anglers differs in many respects to those of the adult public about the trustworthiness of spokespersons and organizations about marine life and conservation issues along the California coast.

Similar to the views of the adult public, 86% of anglers view marine biologists as trustworthy. However, nearly as many anglers also place considerable trust in sportfishing organizations. State agencies and commissions such as the Department of Fish and Game and the California Fish and Game Commission, are also rated highly by anglers as information sources on these issues.

Somewhat smaller proportions of anglers than adults rate each of the four environmental organizations and local TV and newspaper editorials as trustworthy information sources on marine life and conservation issues. A slightly larger proportion of anglers than the adult public also has a lot or some trust in Governor Arnold Schwarzenegger on these issues.

Table 20b

Trust that California anglers have in various people and organizations as sources of information about marine life conservation issues along the California coast



APPENDICES

Information about the Survey

Overview

The findings in this report are based on a random sample survey of 800 California adults, supplemented with additional interviews with California anglers, bringing the total number of anglers interviewed to 262. All interviewing was conducted by telephone in English and Spanish during the period June 6 – 24, 2007. The survey was preceded by a series of four focus groups – two with members of the California adult public and two with recreational fishing enthusiasts. These groups were also conducted by Field for the ASA and were completed in April 2007.

Sampling

The adult sample was implemented by means of a random digit dial (RDD) sampling methodology. Samples of RDD listings for the state of California were purchased from Survey Sampling, Inc., a leading supplier of telephone sampling frames to the survey research industry. The RDD selection procedure starts with the identification of all telephone exchanges serving the state of California. Non-working and business blocks are identified in each exchange and eliminated. After working exchanges and blocks of numbers have been weighted proportionally by the number of listed phone lines, numbers are systematically selected to yield a probability sample of base numbers. Finally, random digits are added to the base number to create a random ten-digit telephone number.

For the angler survey, anglers identified through the adult survey were supplemented with additional interviews with California adults known to be sportfishing enthusiasts from lists provided to Field by the ASA.

Questionnaire development

The survey questionnaire was the end-product of an extensive period of development involving senior staff-persons from Field and ASA. After a penultimate version of the questionnaire was developed, it is translated into Spanish and both the English and Spanish language questionnaires are programmed onto Field Research Corporation's computer-assisted telephone interviewing (CATI) system in preparation for interviewing.

Data collection

Prior to the start of data collection, professionally-trained telephone interviewers were briefed as to the survey's calling and interviewing procedures by the Study Director. This session provided

both interviewers and supervisors with an overview of the study and includes a question-by-question review of all items in the survey.

Interviewers then completed all survey interviews by telephone through the CATI system. CATI controls the telephone scripts read to individual respondents by displaying the appropriate questionnaire items and their valid response code alternatives in their proper sequence on computer screens at each interviewer's booth. The interviewer then reads each question aloud to the respondent from the screen and enters each respondent's pre-coded answer category through the keyboard directly to a computer disk. All answers are automatically stored in computer memory.

In order to bring hard-to-reach respondents into the survey, up to six attempts (an initial call plus five callbacks) were made to each telephone number selected for inclusion into the sample. Callbacks were made at different times and on different days to increase the probability of finding adults available for the interview. Where possible, appointments are made at specified dates and times to maximize convenience and cooperation rates.

Processing

Because CATI itself provides for the direct data entry of responses by the interviewer and does not permit ineligible or invalid data entries, the data file resulting from all CATI interviewing is itself virtually error-free. However, because interviewers manually fill out error correction sheets when a respondent changes his or her response after it has been entered, the survey data require additional data "cleaning." All data correction sheets are reviewed and interview information corrected, as necessary. Following this, an additional series of checks are performed by means of a specially designed cleaning program that scrutinizes each questionnaire for internally inconsistent information.

Once the data file has been determined to be clean and error-free, results from the adult survey were weighted slightly to estimates of the demographic and regional characteristics of the state's adult population. The statistical weighting procedure adjusts for possible deviations in the probability of selection of households and individuals, and accounts for minor variations in the representation of individual demographic subgroups of the population resulting from the sampling process.

Estimates of Sampling Error

In any survey based on a probability sample, some sampling error is introduced into the data by the process of sampling itself. When the sample has been drawn using random processes, it is possible to apply probability principles to determine the potential range of such error. While survey samples of human populations rarely, if ever, meet all of the criteria theoretically required for the application of these principles, it is customary to use them as an approximation of error that is introduced as a result of sampling. The table below shows the range of error that is associated with samples of various sizes at the 95% confidence level, which is customary for most public opinion surveys.

Thus, if 50% of the sample of 800 adults statewide answered “yes” to a specific question, this statistic would have a sampling error of plus or minus 3.5 percentage points at the 95% confidence level. This means that there is a 95% chance that had the entire population of California adults been interviewed using the same questionnaire and methods, the results of such a census would yield a result between 46.5% and 53.5%. The same procedure can be used to estimate the sample error ranges of any other statistic contained in this report.

Approximate unweighted sample size	<u>Approximate percentage distribution of replies to question</u>				
	<u>10%</u>	<u>30%</u>	<u>50%</u>	<u>70%</u>	<u>90%</u>
100	+/- 6.0	+/- 9.2	+/- 10.0	+/- 9.2	+/- 6.0
250	+/- 3.8	+/- 5.8	+/- 6.3	+/- 5.8	+/- 3.8
400	+/- 3.0	+/- 4.6	+/- 5.0	+/- 4.6	+/- 3.0
800	+/- 2.1	+/- 3.2	+/- 3.5	+/- 3.2	+/- 2.1

Survey Questionnaire

Ocean Health Survey

1. Think for a moment about the world's oceans. How much (does/do) (ITEM) concern you – a great deal, a good amount, just some or hardly at all? (READ ITEMS IN RANDOM ORDER)

	GREAT DEAL	GOOD AMOUNT	JUST SOME	HARDLY AT ALL	NO OPINION
() a. the conservation of ocean marine life and fish populations	1	2	3	4	8
() b. pollution of the oceans	1	2	3	4	8
() c. the dangers posed by oil tankers and other ships transporting hazardous materials on the oceans	1	2	3	4	8
() d. the effect of climate change on ocean habitat and marine life	1	2	3	4	8

2. How much do you feel you personally know about the threats now facing the ocean and marine life -- a great deal, some, only a little or nothing at all?

A GREAT DEAL	1
SOME	2
ONLY A LITTLE.....	3
NOTHING AT ALL.....	4
NO OPINION.....	8

3. I am going to ask you about some specific threats that can affect the ocean and marine life along the California coast within 3 miles of shore. For each, please tell me whether you feel it poses a very serious threat, a somewhat serious threat, or not a serious threat. (READ ITEMS IN RANDOM ORDER, ASKING:) Does this pose a very serious threat, a somewhat serious threat or not a serious threat to the ocean and marine life along the California coast within 3 miles of shore?

IF MORE THAN ONE MENTIONED AS A VERY SERIOUS THREAT, ASK:

4. I am going to read back the things you said were very serious threats to the ocean and marine life along the California coast within 3 miles of shore. (READ BACK CATEGORIES RATED AS VERY SERIOUS THREATS) Which of these do you feel poses the biggest threat?

	VERY SERIOUS THREAT	SOMEWHAT SERIOUS THREAT	NOT A SERIOUS THREAT	NO OPINION	BIGGEST THREAT
() a. the effect of climate change on ocean habitat and marine life	1	2	3	8	1
() b. fishing by commercial fishing businesses; that is, companies that catch fish that will be sold to supermarkets and restaurants	1	2	3	8	2
() c. fishing by local recreational fishermen; that is, individuals who fish for enjoyment and either release the fish they catch or keep them for personal consumption.....	1	2	3	8	3
() d. land-based pollutants that drain into ocean waters ...	1	2	3	8	4
() e. sewage dumped into ocean waters	1	2	3	8	5
() f. oil tankers and other ships transporting hazardous materials.....	1	2	3	8	6
DON'T KNOW					8

5. Suppose that fish populations and marine habitat are identified as being in danger in specific areas along the California coast. If this were the case, do you favor totally banning, limiting or placing no restrictions on the following types of human activities in these areas? **(READ ITEMS IN RANDOM ORDER, ASKING:)?** Do you favor totally banning, limiting or placing no restrictions on this in these designated ocean areas?

	TOTALLY BANNED	LIMITED	NO RESTRICTIONS	NO OPINION
() a. oil drilling.....	1	2	3	8
() b. commercial shipping.....	1	2	3	8
() c. ocean dredging.....	1	2	3	8
() d. commercial fishing.....	1	2	3	8
() e. local recreational fishing.....	1	2	3	8
() f. recreational diving.....	1	2	3	8
() g. recreational boating.....	1	2	3	8
() h. ocean kayaking.....	1	2	3	8
() i. U.S. naval and other military operations.....	1	2	3	8

6. How successful do you believe current fishing management practices along the California coast, such as limiting the months in the fishing season and limiting the number of fish caught, have been in conserving marine life and fish populations – very successful, somewhat successful, not too successful or not at all successful?

VERY SUCCESSFUL.....	1
SOMEWHAT SUCCESSFUL.....	2
NOT TOO SUCCESSFUL.....	3
NOT AT ALL SUCCESSFUL.....	4
NO OPINION.....	8

7. How concerned do you believe most commercial fishermen are about conserving marine life and fish populations along the California coast – very concerned, somewhat concerned, not too concerned, or not at all concerned?

VERY CONCERNED.....	1
SOMEWHAT CONCERNED.....	2
NOT TOO CONCERNED.....	3
NOT AT ALL CONCERNED.....	4
DON'T KNOW/NOT SURE.....	8

8. Do you think most commercial fishermen are good stewards of the environment and follow fishing practices that help preserve marine life and fish populations along the California coast?

YES.....	1
NO.....	2
NO OPINION.....	8

9. How concerned do you believe most local recreational fishermen are about conserving marine life and fish populations along the California coast – very concerned, somewhat concerned, not too concerned, or not at all concerned?

VERY CONCERNED.....	1
SOMEWHAT CONCERNED.....	2
NOT TOO CONCERNED.....	3
NOT AT ALL CONCERNED.....	4
DON'T KNOW/NOT SURE.....	8

10. Do you think most local recreational fishermen are good stewards of the environment and follow fishing practices that help preserve marine life and fish populations along the California coast?

YES.....	1
NO.....	2
NO OPINION.....	8

11. Do you approve or disapprove of permitting recreational fishing in ocean or marine waters along the California coast?

APPROVE.....	1
DISAPPROVE.....	2
NO OPINION.....	8

12. California has a number of parks, such as Yosemite National Park, where the environment is protected and where recreational fishing is regulated but allowed. Would you favor or oppose establishing park areas off the California coast, where the environment would be protected and recreational fishing would also be regulated but allowed?

FAVOR.....	1
OPPOSE.....	2
NO OPINION.....	8

13. Have you seen, read or heard anything about a state law called the California Marine Life Protection Act?

YES, AWARE.....	1
NO, NOT AWARE.....	2
DON'T KNOW/NOT SURE.....	8

14. (As you know) The California Marine Life Protection Act was enacted in 1999. It is intended to help conserve ocean and marine life along the California coast within 3 miles of shore and is only now beginning to be implemented. The law calls for establishing specific areas in the ocean which would be completely off-limits to fishing, as well as areas where fishing would be limited.
- Generally speaking, do you think the California Marine Life Protection Act is a good thing or a bad thing?
- | | | |
|--|--------------------------|---|
| | GOOD THING | 1 |
| | BAD THING | 2 |
| | MIXED/GOOD AND BAD | 3 |
| | NO OPINION..... | 8 |
15. Implementation of the first phase of the California Marine Life Protection Act is now beginning along the Central coast of California. It calls for banning or limiting fishing in 29 of the best fishing areas along the coast between Santa Barbara and Half Moon Bay, 13 of which would make 85 square miles of ocean totally off-limits to all forms of commercial and recreational fishing. The second phase will create additional areas where commercial and/ or recreational fishing would be banned or limited along the North Central California coast. Other phases would do the same along the rest of the California coast.
- Do you favor or oppose the specific provisions of the California Marine Life Protection Act that make areas along the California coast totally off-limits to commercial fishing? Do you favor them strongly, favor them somewhat, oppose them somewhat or oppose them strongly?
- | | | |
|--|-----------------------|---|
| | FAVOR STRONGLY | 1 |
| | FAVOR SOMEWHAT | 2 |
| | OPPOSE SOMEWHAT | 3 |
| | OPPOSE STRONGLY..... | 4 |
| | NO OPINION..... | 8 |
16. Do you favor or oppose the specific provisions of the California Marine Life Protection Act that make areas along the California coast totally off-limits to recreational fishing? Do you favor them strongly, favor them somewhat, oppose them somewhat or oppose them strongly?
- | | | |
|--|-----------------------|---|
| | FAVOR STRONGLY | 1 |
| | FAVOR SOMEWHAT | 2 |
| | OPPOSE SOMEWHAT | 3 |
| | OPPOSE STRONGLY..... | 4 |
| | NO OPINION..... | 8 |
- IF FAVOR STRONGLY OR SOMEWHAT, ASK:**
- | | | | |
|-----|--|------------------|---|
| 17. | If alternative fishing conservation measures were available, such as limiting the months of the fishing season or the number of fish caught, would you still favor making areas along the coast totally off-limits to recreational fishing, or would you oppose this approach? | STILL FAVOR..... | 1 |
| | | NOT | 2 |
| | | NO OPINION | 8 |
18. Recreational fishing is one of the state's most popular individual and family activities, with over 1 million participants. How much of an impact do you think the provisions of the California Marine Life Protection Act, which makes some of the best fishing areas along the coast totally off-limits to fishing, will have on this form of recreation? Do you think it will have a big impact, some impact, only a little impact or no impact at all?
- | | | |
|--|---------------------------|---|
| | BIG IMPACT..... | 1 |
| | SOME IMPACT | 2 |
| | ONLY A LITTLE IMPACT..... | 3 |
| | NO IMPACT | 4 |
| | NO OPINION..... | 8 |

19. I am going to read some statements that have been made about the California Marine Life Protection Act. For each please tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly. (READ EACH ITEM IN RANDOM ORDER, ASKING:) Do you agree strongly, agree somewhat, disagree somewhat or disagree strongly?

	<u>AGREE</u> <u>STRONGLY</u>	<u>AGREE</u> <u>SOMEWHAT</u>	<u>DISAGREE</u> <u>SOMEWHAT</u>	<u>DISAGREE</u> <u>STRONGLY</u>	<u>NO</u> <u>OPINION</u>
() a. California's coastal fish populations are in danger and this law is an effective way to try to do something about the problem	1	2	3	4	8
() b. Pollution poses a greater threat to marine life and fish populations than local recreational fishermen.....	1	2	3	4	8
() c. This law is fair and balances the interests of all the various stakeholders involved in the issue.....	1	2	3	4	8
() d. Banning or severely restricting recreational fishing from some of the state's best coastal fishing areas will damage the economies of communities along the California coast	1	2	3	4	8
() e. Under this law, local recreational fishermen could be prohibited from fishing in areas where there is no present threat to fish populations	1	2	3	4	8
() f. The way in which fisheries along the California coast have traditionally been managed is working and fish populations are being rebuilt.....	1	2	3	4	8
() g. Any ban that is placed on recreational fishing in California's coastal waters should only be imposed as a last resort where marine life and fish populations are clearly in danger.....	1	2	3	4	8
() h. Any ban that is placed on recreational fishing in California's coastal waters should include a provision which requires that bans be reassessed at some point in the future.....	1	2	3	4	8
() i. Recreational fishing is one of the state's most popular individual and family activities and banning it in some of the state's best coastal fishing areas will undermine its popularity.....	1	2	3	4	8
() j. Commercial fishing businesses pose a greater threat to marine life and fish populations than local recreational fishermen	1	2	3	4	8
() k. When deciding which areas off the California coast should be off-limits to fishing, the conservation benefits to fish populations and marine habitat should be balanced against its economic and social costs.....	1	2	3	4	8
() l. Recreational fishing has little impact on coastal fish populations so banning it is not an effective way to protect the marine life and fish populations	1	2	3	4	8

20. In the past 5 years, have you gone recreational or sport fishing on the ocean or bays along the California coast? (**DO NOT COUNT FISHING IN LAKES OR RIVERS**)
- | | |
|---------------|---|
| YES | 1 |
| NO | 2 |
| REFUSED | 8 |

IF YES, ASK:

- | | | |
|--|--------------------------|---|
| 21. How often have you fished on the ocean or bays off the California coast over the past five years – once or twice, 3 – 10 times, 11 – 50 times, or more than 50 times? Just your best estimate. | ONCE OR TWICE | 1 |
| | 3 – 10 TIMES | 2 |
| | 11 – 50 TIMES | 3 |
| | MORE THAN 50 TIMES | 4 |
| | NO OPINION | 8 |
- | | | |
|--|------------------|---|
| 22. Do you consider yourself to be a recreational fisherman or angler? | YES | 1 |
| | NO | 2 |
| | NO OPINION | 8 |

IF YES, ASK:

- | | | |
|---|------------------|---|
| 23. Do you belong to any local sportfishing organizations, such as United Anglers of Southern California or Coastside Fishing Club? | YES | 1 |
| | NO | 2 |
| | NO OPINION | 8 |

- | | | |
|--|----------------------|---|
| 24. Do you believe opportunities for recreational fishing on the ocean and bays along the California coast are increasing, decreasing or staying about the same? | INCREASING | 1 |
| | ABOUT THE SAME | 2 |
| | DECREASING | 3 |
| | NO OPINION | 8 |
- | | | |
|---|------------------|---|
| 25. In the past two years, have you forgone fishing in the ocean or bays off the California coast because of restrictions placed on where you could fish? | YES | 1 |
| | NO | 2 |
| | NO OPINION | 8 |
- | | | |
|--|------------------|---|
| 26a. In your opinion, is it fair or unfair to local recreational fishermen for the state to include them in the new areas closed to fishing under the California Marine Life Protection Act? | FAIR | 1 |
| | UNFAIR | 2 |
| | NO OPINION | 8 |

IF FAIR OR UNFAIR, ASK:

- | | | |
|---|------------------|---|
| 26b. Do you feel this way strongly or somewhat? | STRONGLY | 1 |
| | SOMEWHAT | 2 |
| | NO OPINION | 8 |

- | | | |
|---|------------------|---|
| 27. In the past 5 years, have you gone boating on the ocean or bays of the California coast (IF Q20 = YES, ADD: at times when you were not fishing)? | YES | 1 |
| | NO | 2 |
| | NO OPINION | 8 |
- | | | |
|---|----------------------------|---|
| 28. How concerned do you believe most people who go boating on the ocean or bays are about conserving marine life and fishing populations along the California coast – very concerned, somewhat concerned, not too concerned or not at all concerned? | VERY CONCERNED | 1 |
| | SOMEWHAT CONCERNED | 2 |
| | NOT TOO CONCERNED | 3 |
| | NOT AT ALL CONCERNED | 4 |
| | NO OPINION | 8 |
- | | | |
|---|------------------|---|
| 29. Do you think that most people who go boating on the ocean or bays of California are good stewards of the environment and help preserve marine life and fish populations along the California coast? | YES | 1 |
| | NO | 2 |
| | NO OPINION | 8 |

30. I am going to read the names of some people and organizations who may be sources of information about matters relating to conserving marine life and fish populations along the California coast. For each, please tell me if you trust them a lot, some, only a little or not at all as a source of information about this. (**READ ITEMS IN RANDOM ORDER, ASKING:**) Do you trust them a lot, some, only a little or not at all as a source of information about matters relating to conserving marine life and fish populations along the California coast?

	<u>A LOT</u>	<u>SOME</u>	<u>ONLY A LITTLE</u>	<u>NOT AT ALL</u>	<u>NO OPINION</u>
() a. sportfishing organizations, like the American Sportfishing Association, the Sportfishing Association of California, United Anglers of Southern California or Coastside Fishing Club.....	1	2	3	4	8
() b. commercial fishing associations, like the Pacific Coast Federation of Fishermen's Associations.....	1	2	3	4	8
() c. state agencies and commissions, like the California Department of Fish and Game or the California Fish and Game Commission.....	1	2	3	4	8
() d. Governor Arnold Schwarzenegger (SCHWARZ-EN-AY-GER)	1	2	3	4	8
() e. marine biologists and research scientists	1	2	3	4	8
() f. local TV and newspaper editorials	1	2	3	4	8
() g. the environmental group, Oceana (O-SHE-AN-AH)	1	2	3	4	8
() h. the environmental group, the National Resources Defense Council.....	1	2	3	4	8
() i. the environmental group, the Ocean Conservancy.....	1	2	3	4	8
() j. the environmental group, the Nature Conservancy.....	1	2	3	4	8

Finally, some background questions about yourself ...

101a. What is your age? _____
REFUSED 98

IF REFUSED, ASK:

101b. We don't need to know exactly, but which of the following age categories are you in? (READ CATEGORIES)	18 – 29.....	1
	30 – 39.....	2
	40 – 49.....	3
	50 – 64.....	4
	65 OR OLDER.....	5
	DO NOT READ → REFUSED	REF

102. What is the highest year of school that you have finished and gotten credit for? (**IF 4 YEARS OF COLLEGE, ASK:**) Did you graduate and receive a bachelor's degree?

8TH GRADE OR LESS.....	1
SOME HIGH SCHOOL.....	2
HIGH SCHOOL GRADUATE	3
TRADE / VOCATIONAL SCHOOL.....	4
1-2 YEARS OF COLLEGE	5
3-4 YEARS OF COLLEGE /(DID NOT GRADUATE)	6
COLLEGE GRADUATE – B.A./B.S.....	7
5-6 YEARS OF COLLEGE	8
MASTER'S DEGREE	9
GRADUATE WORK PAST MASTER'S.....	10
NO ANSWER.....	98

103a. Were you born in California, in some other U.S. state, or outside the United States?

BORN IN CALIFORNIA	1
BORN IN OTHER STATE	2
BORN OUTSIDE U.S.	3
REFUSED	8

IF OUTSIDE U.S. OR REFUSED, ASK:

103b. Are you currently a U.S. citizen or not?	YES, A U.S. CITIZEN	1
	NO, NOT A CITIZEN.....	2
	REFUSED	8

IF U.S. BORN FROM 103a OR YES FROM 103b, ASK:

103c. Some people are registered to vote and others are not. How about you? Are you registered to vote in the precinct where you now live, are you registered to vote somewhere else, or are you not registered to vote?	REGISTERED WHERE LIVE	1
	REGISTERED SOMEWHERE ELSE.....	2
	NOT REGISTERED.....	3
	REFUSED	8

ASKED OF REGISTERED VOTERS WHERE CURRENTLY LIVE:

104. On the current voter rolls, are you registered as a Republican, a Democrat, a non-partisan or independent, or are you registered with another party?	REPUBLICAN	1
	DEMOCRAT	2
	NON-PARTISAN/INDEPENDENT	3
	GREEN/LIBERTARIAN/AMERICAN INDEPENDENT/REFORM/OTHER PARTY....	4
	NO OPINION	8

105a. Generally speaking, in politics do you consider yourself as conservative, liberal, middle-of-the-road, or don't you think of yourself in these terms?	CONSERVATIVE	1
	LIBERAL	2
	MIDDLE-OF-THE-ROAD	3
	DON'T THINK OF SELF IN THESE TERMS....	4
	DON'T KNOW	8

IF CONSERVATIVE OR LIBERAL, ASK:

105b. Do you consider yourself a strong or not very strong (conservative) (liberal)?	STRONG CONSERVATIVE	1
	NOT VERY STRONG CONSERVATIVE	2
	NOT VERY STRONG LIBERAL	3
	STRONG LIBERAL	4
	DON'T KNOW	8

IF DON'T THINK OF SELF IN THESE TERMS OR NO OPINION, ASK:

105c. If you had to choose, would you consider yourself as being conservative, liberal, or middle-of-the-road?	CONSERVATIVE	1
	LIBERAL	2
	MIDDLE-OF-THE-ROAD	3
	DON'T KNOW	8

106. Are you a Latino or of Hispanic origin, such as Mexican-American, Latin American, South American, or Spanish-American?	YES, HISPANIC.....	1
	NO, NON-HISPANIC	2
	REFUSED	8

107. For survey purposes, we'd like to know what your racial background is. Are you White, Black or African-American, Asian, Pacific Islander, American Indian or an Alaskan native, or a member of another race? (ANSWER CAN BE A MULTIPLE)	WHITE.....	1
	BLACK / AFRICAN-AMERICAN	2
	ASIAN / PACIFIC ISLANDER	3
	AMERICAN INDIAN.....	4
	ALASKAN NATIVE	5
	HISPANIC / LATINO (VOLUNTEERED)	6
	OTHER (SPECIFY)	7
	DON'T KNOW/REFUSED	8

108. Which of the following best describes your present marital status? (READ CATEGORIES)	married.....	1
	not married but live together	2
	separated or divorced	3
	widowed	4
	never married	5
	NO ANSWER.....	8

DO NOT READ →

109.	Now, we don't want to know your exact income, but just roughly, could you tell me if your <u>annual household income</u> before taxes is under \$20,000, \$20,000 to \$40,000, \$40,000 to \$60,000, \$60,000 to \$80,000, \$80,000 to \$100,000 or more than \$100,000?	LESS THAN \$20,000	1
		\$20,000 - \$40,000.....	2
		\$40,000 - \$60,000.....	3
		\$60,000 - \$80,000.....	4
		\$80,000 - \$100,000.....	5
		MORE THAN \$100,000.....	6
		REFUSED	8
110.	RECORD GENDER:	MALE	1
		FEMALE	2
111a.	In what county do you live?		
	ALAMEDA	01	KINGS..... 16
	ALPINE	02	LAKE..... 17
	AMADOR.....	03	LASSEN..... 18
	BUTTE	04	LOS ANGELES..... 19
	CALAVARES.....	05	MADERA..... 20
	COLUSA.....	06	MARIN..... 21
	CONTRA COSTA.....	07	MARIPOSA..... 22
	DEL NORTE.....	08	MENDOCINO..... 23
	EL DORADO.....	09	MERCED..... 24
	FRESNO	10	MODOC..... 25
	GLENN.....	11	MONO..... 26
	HUMBOLDT.....	12	MONTEREY..... 27
	IMPERIAL.....	13	NAPA..... 28
	INYO.....	14	NEVADA..... 29
	KERN.....	15	ORANGE..... 30
			PLACER..... 31
			PLUMAS..... 32
			RIVERSIDE..... 33
			SACRAMENTO..... 34
			SAN BENITO..... 35
			SAN BERNARDINO..... 36
			SAN DIEGO..... 37
			SAN FRANCISCO..... 38
			SAN JOAQUIN..... 39
			SAN LUIS OBISPO..... 40
			SAN MATEO..... 41
			SANTA BARBARA..... 42
			SANTA CLARA..... 43
			SANTA CRUZ..... 44
			SHASTA..... 45
			SIERRA..... 46
			SISKIYOU..... 47
			SOLANO..... 48
			SONOMA..... 49
			STANISLAUS..... 50
			SUTTER..... 51
			TEHAMA..... 52
			TRINITY..... 53
			TULARE..... 54
			TUOLUMNE..... 55
			VENTURA..... 56
			YOLO..... 57
			YUBA..... 58
			OTHER /
			DON'T KNOW..... 98

IF "OTHER" OR "DON'T KNOW," ASK:

111b.	In what city or town do you live?	CITY/TOWN:	
		REFUSED	8

These are all the questions I have. Thank you very much for your cooperation. **(HANG UP)**