



Knowledge, Attitudes and Perceptions of Florida Keys National Marine Sanctuary

SOCIOECONOMIC PROFILES

Introduction

The information presented here is from a larger study of three user groups: commercial fishers, dive operators and environmental group members on their knowledge, attitudes and perceptions of management strategies and regulations in the Florida Keys National Marine Sanctuary (FKNMS). The study profiles these user groups and provides information on user group knowledge, attitudes and perceptions of FKNMS management strategies and regulations in the baseline 1995-96 period and how things have changed over a 10-year time period. Some new baselines are also established on new management strategies and regulations.

This fact sheet provides comparative socioeconomic profiles of members of two local environmental groups (Reef Relief and Last Stand) over a 10-year period and includes information on number of members in each group place of residence, length of annual residency in Florida Keys, age, ethnicity/race, occupation in marine industry, years of membership, and group affiliations.

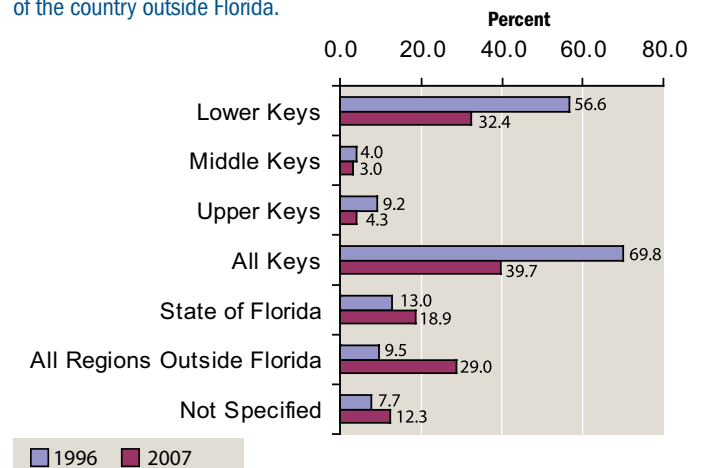
Socioeconomic Profile of Environmental Group Members

Not all environmental groups were included in the baseline 1996 study. Researchers selected three local environmental groups: Reef Relief, Last Stand, and Sanctuary Friends of the Florida Keys. For the 10-year replication, only Reef Relief and Last Stand were included because Sanctuary Friends of the Florida Keys (SFFK) had changed to Friends of the Florida Keys National Marine Sanctuary and did not have a mailing list that could be provided to the research team. So in all comparisons between 1996 and 2007 environmental group members were restricted to members in these two groups. One consequence of this was that a higher percent of the 2007 sample were not residents of the Florida Keys. In the baseline study, 67.8% of members of the three environmental groups were residents of the Florida Keys, while in the 10-year replication only 40% were Florida Keys residents.

Number of Environmental Group Members. Over the 10-year period, the total number of environmental group members was relatively stable increasing only 6.9%. In 2007, Reef Relief, which is a Key West based environmental group, had 3,442 members, compared to 3,200 in 1996. Last Stand's membership held steady over the 10-year period. Last Stand is also based in Key West and in 2007 had 330 members, primarily living in the Florida Keys, compared to 327 in 1996. In both the baseline and 10-year replication surveys, it was found that there was considerable cross group affiliation. In the baseline study, 27% of Last Stand and SFFK members were also members of Reef Relief, compared to 8.9% of Reef Relief and SFFK members who were members of Last Stand and less than 1% of Last Stand and Reef Relief members who were members of SFFK.

Place of Residence. The 2007 sample of environmental group members consisted of a large percentage of residents from the Florida Keys, who made up almost 40% of all respondents. This was followed by respondents from states

PLACE OF RESIDENCE. In 2007, a significantly higher percentage of environmental group members lived outside the Florida Keys and in other regions of the country outside Florida.

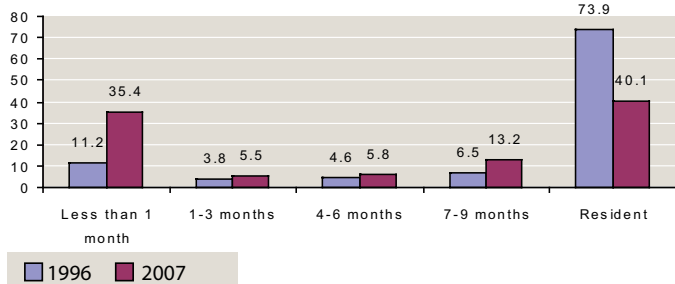


Annual Time of Residency in Keys. Over the 10-year period, annual time spent in the Florida Keys significantly declined with a much lower percentage of full time residents and a much higher percentage of short-time visitors.



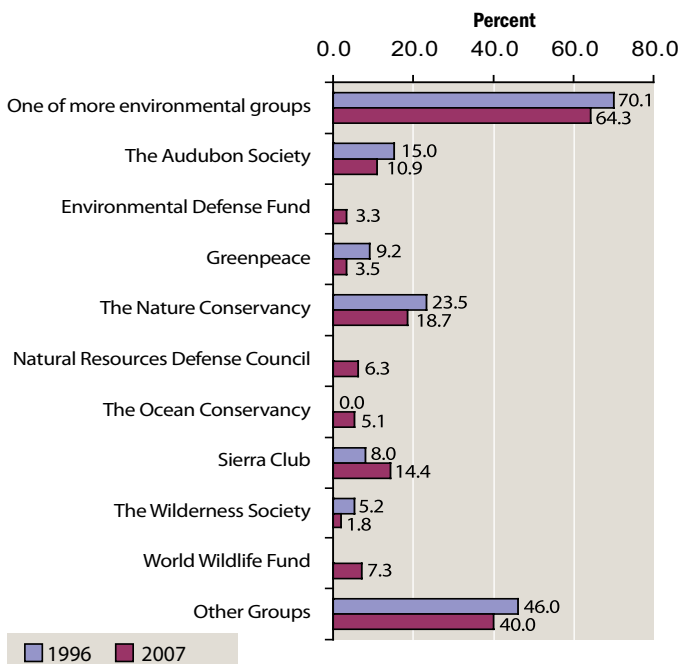
other than Florida (29.0%), Florida (18.9%), and those who did not provide a zip code (12.3%). Within the Florida Keys, Lower Keys members comprised a majority (81.6%), followed by the Upper Keys (10.9%) and the Middle Keys (7.5%). When compared to the previous sample, there were proportionally fewer responses from the Florida Keys (67.8% of the 1996 sample compared to 39.7% of the 2007 sample); this may have been in part due to having surveyed another local group in 1996, Sanctuary Friends of the Florida Keys (SFFK), which had an almost exclusively Keys-based membership.

ANNUAL TIME OF RESIDENCY IN KEYS. Over the 10-year period, annual time spent in the Florida Keys significantly declined with a much lower percentage of full time residents and a much higher percentage of short-time visitors.



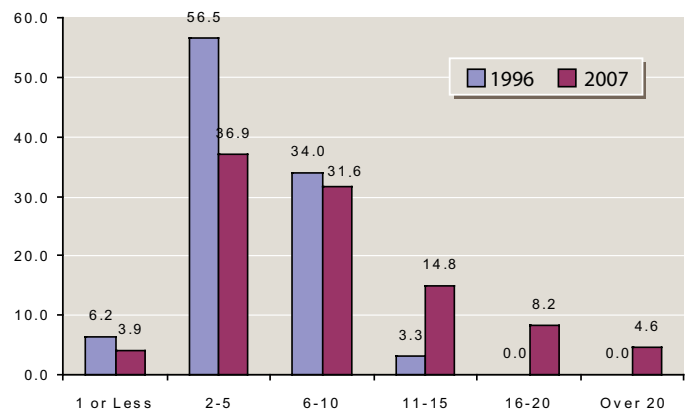
The research team attempted to re-survey this group but learned that the original Sanctuary Friends of the Florida Keys had not been in existence for a few years and that more recent group bearing the same name had been formed (but chose not to participate).

ENVIRONMENTAL GROUP AFFILIATIONS. Over the 10-year period, rates of affiliation with other environmental groups significantly decreased.



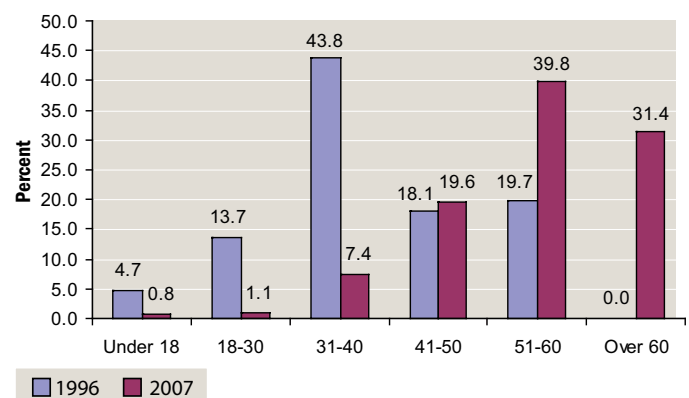
Environmental Group Affiliations. Fewer respondents (64.3%) in 2007 reported being part of one or more other environmental groups than did the 1996 sample (70.1%). The most popular other environmental groups were The Nature Conservancy (18.7% in 2007), Sierra Club (14.4%) and The Audubon Society (10.9%). However of these three, two had declines in affiliation and only the Sierra Club showed an increase over the 10-year period.

YEARS OF MEMBERSHIP IN ENVIRONMENTAL ORGANIZATION. Over the 10-year period, the number of years of membership has increased significantly.



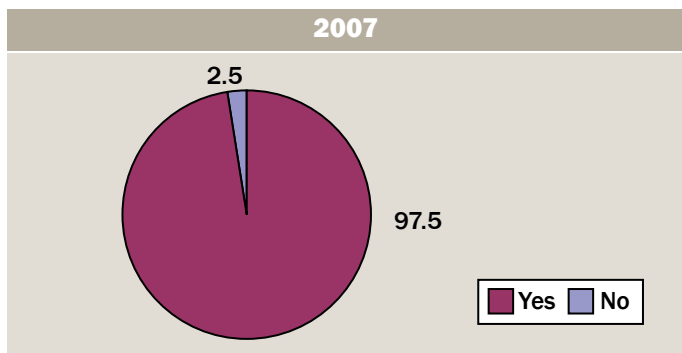
Years of Membership in Environmental Organization. Over the 10-year period, the number of years of membership in either Reef Relief or Last Stand increased significantly, with 12.8% of environmental group members having been members for 16 or more years in 2007 versus 0% in 1996. In 2007, the average period in which respondents had been members of Last Stand or Reef Relief was 6-10 years, and almost 60% of the sample had been affiliated with its respective group for six or more years. This finding suggests that a majority of the sample was affiliated with its group during either or both the FKNMS designation process (1995-97) and the Tortugas 2000 process (1998-2001) and thus may be familiar with the FKNMS history.

AGE. Over the 10-year period the average age of environmental group members increased significantly with much lower percentage of members less than 30 years old and a much higher percentage of members over 50 years of age.



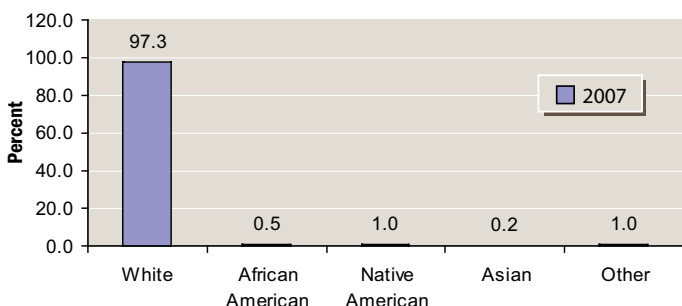
Age: In 1996, the average age of environmental group members was between 41-50 years old, while in 2007 members were on average between 51-60 years old. In 1996, over 18% of environmental group members were age 30 or less, while in 2007 less than two percent (1.9%) were age 30 or less. Those over 50 years of age increased from 19.7% in 1996 to 71.2% in 2007.

ETHNICITY/RACE. Data collection from the surveys was not consistent for 1996 and 2007 due to constraints on how the data could be collected in 2007 by the U.S. Office of Management and Budget. So profiles on ethnicity and race presented here are only for 2007.

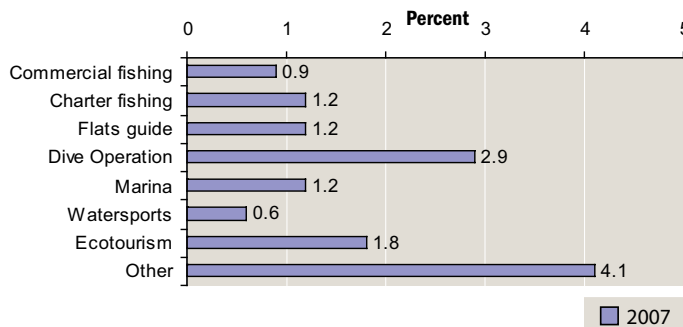
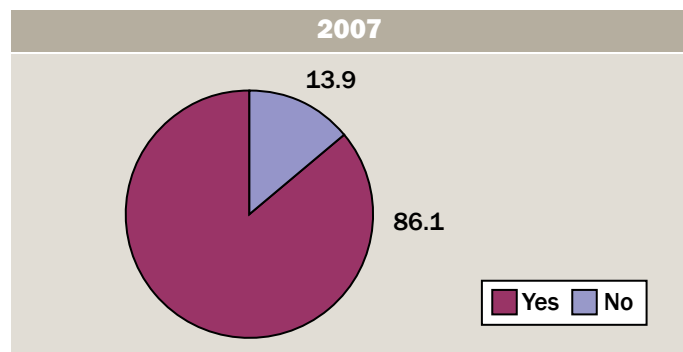


Hispanic or Latino Ethnic Origin. In 2007, 2.5% of environmental groups' members were of Hispanic or Latino ethnic origin.

RACE. In 2007, the overwhelming majority of environmental group members classified themselves as "White".



OCCUPATION IN MARINE INDUSTRY. In 2007, environmental group members were asked if they worked in the "Marine Industry". Almost 14 percent (13.9%) said they worked in the "Marine Industry". They were also asked to specify which "Marine Industry". Almost one percent (0.9%) were in the commercial fishing industry, a little over two percent were in the recreational fishing for hire business (1.2% Charter fishing and 1.2% Flats guides), 2.9% worked at dive operations, 1.2% worked at marinas, 1.8% worked in the ecotourism business, less than one percent (0.6%) worked in the water sports business, and 4.1 percent said they worked in various other marine industry related jobs. In the other category, many said they worked for government agencies that do work in the marine environment (e.g. U.S. Coast Guard, Florida Fish and Wildlife Research Institute and Florida Keys National Marine Sanctuary).



Access to Full Report

The full report can be cited as follows:

Shivlani, M., Leeworthy V.R., Murray, T.J., Suman, D.O., and Tonioli, F. 2008. Knowledge, Attitudes and Perceptions of Management Strategies and Regulations of the Florida Keys National Marine Sanctuaries by Commercial Fishers, Dive Operators, and Environmental Group Members: A Baseline Characterization and 10-year Comparison. Marine Sanctuaries Conservation Series ONMS-08-06. U.S. Department of Commerce, National Oceanic and Atmospheric Administration, Office of National Marine Sanctuaries, Silver Spring, MD. 170pp.

Available at: <http://sanctuaries.noaa.gov/science/conservation/pdfs/kap2.pdf>

Full Report and Executive Summary are also available in portable document format (pdf) from:

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