



## Knowledge, Attitudes and Perceptions of Florida Keys National Marine Sanctuary PERFORMANCE AND GENERAL SUPPORT

### 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 focuses on information obtained from commercial fishers on the FKNMS performance and general support for the FKNMS.

### FKNMS Performance

There were three survey questions (statements) only one (Question 3) of which was asked in the baseline and 10-year replication. As with other survey questions (statements) across time periods, the tenses of the questions (statements') wording were different since in the baseline people were asked about their expectations on how they thought the FKNMS would perform, whereas in the 10-year replication the wording was on how the FKNMS had performed.

A five-point agreement scale was used where 1=strongly agree and 5=strongly disagree. A "Don't Know" response was also allowed, but this was not included in statistical tests of changes in mean scores. Here A=Strongly to Moderately Agree and D=Strongly to Moderately Disagree. For Question 3, statistical tests were done to test whether there were statistically significant changes in commercial fisher's views over the 10-year period.

FKNMS Performance Question (Statement)	1995-96	2004-05	Statistical Difference
1. NOAA has made a positive contribution to the marine environment via the National Marine Sanctuary Program.	N/A	46.5% A (2.81)	N/A
2. The Florida Keys have benefited environmentally from the FKNMS.	N/A	49.5% A (2.81)	N/A
3. There has been a net economic benefit to the Florida Keys from establishment of the FKNMS.	69.7% D (4.14)	44.5% D (3.12)	YES (YES)

- mean scores and statistical difference of mean scores in parentheses.

In the 10-year replication, a plurality of commercial fishers (46.5%) thought that the FKNMS had made a positive contribution to the marine environment. Only 29.7% disagreed, 11.9% were neutral and 11.9% responded that they "Didn't Know". A plurality of commercial fishers also thought that the Florida Keys benefited environmentally from the FKNMS (49.5%), while 33.1% disagreed, 9.6% were neutral and 7.9% responded that they "Didn't Know". In the baseline, commercial fishers did not think there would be a net economic benefit to the Florida Keys from establishment of the FKNMS. This view changed significantly in the 10-year replication. Although a plurality of commercial fishers (44.5%) still did not think that the FKNMS has been a net economic benefit to the Florida Keys, there was a statistically significant movement toward agreement with 39.4% in agreement, 7.2% neutral, and 8.9% "Didn't Know".

## General Support for FKNMS

Support for FKNMS Question (Statement)	1995-96	2004-05	Statistical Difference
1. I generally support establishment of the FKNMS.	78.4% D (4.38)	42.0% D (3.17)	YES (YES)

- mean scores and statistical difference of mean scores in parentheses.

In the baseline, the overwhelming majority of commercial fishers (78.4%) were against the establishment of the FKNMS. This view has significantly changed over the 10-year time period. In the 10-year replication, 42.0% were against the FKNMS, 41.7% were for the FKNMS, 14.3% were neutral and 2.1% responded "Don't Know". Overall, the results suggest that commercial fishers have moved to a neutral position with almost equal numbers for and against the FKNMS.

### 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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