



Fairbank,
Maslin,
Maullin,
Metz &
Associates
FM3

CALIFORNIA DRIFT GILLNET FISHERIES SURVEY
320-671-WT
N=601
MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE INTERVAL)
A/B SPLIT

Hello, I'm _____ from _____, a public opinion research company. We are not telemarketers trying to sell anything, or ask for a donation of any type. We're conducting a public opinion survey about issues that concern people in California. May I speak to _____? **(MUST SPEAK TO PERSON LISTED. VERIFY THAT THE PERSON LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

- Yes, cell and can talk safely ----- 31%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one ----- 54%
- No, not on cell and do not own one ----- 15%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. First, how often would you say that you eat seafood?

- More than once a month-----58%
- About once a month ----- 18%
- A few times a year----- 8%
- Once or twice a year, or less ----- 6%
- Never----- **(SKIP TO Q3) -- 10%**
- (DON'T KNOW/NA) ----- (SKIP TO Q3) -- 1%**

(ASK Q2 ONLY IF CODES 1-4 IN Q1)

2. Next, I am going to read you a list of words that could describe types of seafood you buy to eat at a restaurant or prepare at home. After I read each one, please tell me how important each quality is to you personally: extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT</u> <u>IMPT</u>	<u>VERY</u> <u>IMPT</u>	<u>SMWT</u> <u>IMPT</u>	<u>NOT</u> <u>TOO</u> <u>IMPT</u>	<u>DK/NA</u>	<u>EXT/</u> <u>VERY</u> <u>IMPT</u>
(SPLIT SAMPLE A ONLY)						
[] a. Sustainably caught	17%	34%	24%	16%	9%	52%
[] b. Locally sourced	11%	24%	36%	27%	2%	35%
[] c. Affordable	13%	39%	35%	13%	0%	52%
(SPLIT SAMPLE B ONLY)						
[] d. Fresh	43%	43%	7%	7%	0%	86%
[] e. Nutritious	25%	51%	20%	4%	1%	75%
[] f. Imported	8%	13%	16%	57%	5%	21%

(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTIONS HAVE TO DO WITH DRIFT GILLNET FISHING FOR SWORDFISH OFF THE CALIFORNIA COAST. DRIFT GILLNETS ARE FISHING NETS THAT CAN BE OVER A MILE LONG. FISHERMEN LEAVE THE NETS IN THE OCEAN OVERNIGHT TO CATCH LARGE FISH SUCH AS SWORDFISH, WHICH ARE SOLD TO RESTAURANTS, GROCERS, AND FISH MARKETS. UNFORTUNATELY, AS MUCH AS SIXTY PERCENT OF WHAT IS CAUGHT IN THESE NETS IS MARINE LIFE OTHER THAN SWORDFISH AND IS THROWN OVERBOARD, DEAD, OR INJURED – INCLUDING SEA TURTLES AND MARINE MAMMALS SUCH AS WHALES AND DOLPHINS. IN CALIFORNIA, THERE ARE ABOUT TWENTY ACTIVE BOATS THAT USE THIS METHOD TO CATCH SWORDFISH.

3. Having heard this, would you support or oppose a proposal to end the use of drift gillnets to catch swordfish in California? **(IF SUPPORT / OPPOSE, ASK: “Is that strongly (SUPPORT/OPPOSE) or just somewhat?”)**

TOTAL SUPPORT ----- 78%
 Strongly support ----- 64%
 Somewhat support ----- 14%

TOTAL OPPOSE ----- 14%
 Somewhat oppose ----- 6%
 Strongly oppose ----- 8%

(DON'T READ) DK/NA ----- 8%

(ASK Q4 IF CODES 1-4, SUPPORT/OPPOSE, IN Q3 AND SPLIT SAMPLE A)

4. In a few words of your own, why would you **(SUPPORT/OPPOSE)** this proposal to end the use of drift gillnets to catch swordfish? **(RECORD VERBATIM)**

a. Support

N=245

It hurts the ecosystem/other marine life/environment-----	66%
There are other methods -----	14%
General support-----	10%
It's inhumane/cruel-----	7%
Fishermen are greedy/expensive-----	5%
Oceans are overfished -----	5%
I don't eat swordfish-----	3%
It's unnecessary-----	2%
For the future/using up resources -----	0%
Need more information-----	0%
Other-----	3%
Don't know-----	0%
Refused-----	1%

b. Oppose

N=34

Supporting statement-----	46%
General oppose -----	17%
Fishing is agricultural -----	7%
Hurts local business-----	5%
There are proper regulations in place-----	4%
It negatively impacts sports fisherman/I fish for sport-----	4%
Poorly worded -----	2%
Too much regulation/hurts local fishermen-----	2%
Fine the way it is -----	2%
Other-----	3%
Don't know-----	6%
Refused-----	3%

(RESUME ASKING ALL RESPONDENTS)

5. Next, I am going to read you a list of some proposals to reform the way we catch swordfish in California. After I read each one, please tell me whether it sounds like something you would support or oppose. **(IF SUPPORT/OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?") (RANDOMIZE)**

	<u>STR SUPP</u>	<u>SMWT SUPP</u>	<u>SMWT OPP</u>	<u>STR OPP</u>	<u>DK/NA</u>	<u>TOTAL SUPP</u>	<u>TOTAL OPP</u>
[]a. Ban the use of drift gill nets entirely. -----	54%	20%	12%	8%	6%	74%	20%
[]b. Allow fishing with drift gillnets to continue, with limits on the amount of marine life that may be killed or injured -- including sea turtles and whales. -----	17%	20%	16%	44%	3%	37%	60%
(SPLIT SAMPLE A ONLY)							
[]c. Provide government funding for fishermen to replace drift gillnets with gear that is less harmful to sea life. -----	36%	31%	10%	19%	4%	67%	29%
(SPLIT SAMPLE B ONLY)							
[]d. Transition fisheries away from drift gillnets to gear that is less harmful to sea life. -----	60%	27%	4%	4%	5%	87%	8%
(RESUME ASKING ALL RESPONDENTS AND ALWAYS ASK LAST)							
[]e. Stop catching swordfish altogether. ----	17%	18%	30%	26%	9%	35%	56%

(RESUME ASKING ALL RESPONDENTS)

6. Now I am going to read you a list of animals that could be incidentally caught in drift gillnets targeting swordfish. For each one, please tell me how concerned you are about each animal being caught: extremely concerned, very concerned, somewhat concerned, or not too concerned. **(RANDOMIZE)**

	<u>EXT CONC</u>	<u>VERY CONC</u>	<u>SMWT CONC</u>	<u>NOT TOO CONC</u>	<u>DK/NA</u>	<u>VERY/ SMWT CONC</u>
(SPLIT SAMPLE A ONLY)						
[]a. Sea turtles -----	55%	29%	12%	3%	0%	84%
[]b. Whales -----	57%	27%	12%	3%	0%	84%
[]c. Sharks -----	34%	16%	32%	18%	0%	50%
(SPLIT SAMPLE B ONLY)						
[]d. Dolphins -----	51%	24%	19%	5%	1%	74%
[]e. Sea lions -----	42%	22%	27%	8%	2%	63%
[]f. Striped marlin -----	28%	14%	35%	18%	6%	42%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO READ SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE PROPOSAL TO PHASE OUT THE USE OF DRIFT GILLNETS TO CATCH SWORDFISH IN CALIFORNIA WATERS.

7. First, here are some statements from people who support the proposal. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the proposal. If you do not believe the statement, please tell me that too.
(RANDOMIZE)

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>DK/NA</u>	<u>VERY/SMWT CONV</u>
[]a. (CURRENT LAWS NOT ENOUGH) We need stronger rules against drift gillnets, because current law allows for hundreds of sea creatures to die every year. -----	53%	31%	11%	3%	2%	84%
[]b. (OTHERS) The United Nations banned large-scale drift gillnets in international waters 25 years ago, and East Coast swordfish fisheries cannot use them. Even Russia has ended the use of large-scale gillnets. There is no reason California should continue to allow the use of drift gillnets. -----	61%	25%	7%	5%	2%	86%

(SPLIT SAMPLE A ONLY)

[]c. (NEW GEAR) There is innovative new gear proven to be effective at catching swordfish with far less impact on other animals. It's time to end the use of outdated and cruel gill nets. ----	51%	33%	10%	3%	2%	84%
[]d. (THREATENED) Drift gillnets catch dozens of sea lions, dolphins, and whales each year – iconic and threatened species who live in the ocean along California's coast. Ending the use of gillnets can help ensure their survival. -----	57%	33%	6%	2%	2%	90%

(SPLIT SAMPLE B ONLY)

[]e. (LEADERSHIP) California is a worldwide leader on sustainability and environmental issues. The drift gillnet fishery is out of step with California values. -----	43%	34%	16%	4%	3%	77%
[]f. (OCEAN HEALTH) The loss of sharks, whales, sea lions, and other animals caught in drift gillnets disrupts the ocean's food web and harms ocean health. By ending the use of drift gillnets, California will help ensure healthy oceans for future generations to enjoy. -----	57%	33%	7%	2%	1%	90%

(RESUME ASKING ALL RESPONDENTS)

8. Now that you have heard a little more information, let me ask you again: would you support or oppose a proposal to end the use of drift gillnets to catch swordfish in California? **(IF SUPPORT/ OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?")**

TOTAL SUPPORT ----- 86%
 Strongly support ----- 70%
 Somewhat support ----- 16%

TOTAL OPPOSE ----- 9%
 Somewhat oppose ----- 5%
 Strongly oppose ----- 4%

(DON'T KNOW) ----- 5%

9. Now, here are some statements from people who oppose the proposal we have been discussing to end the use of drift gillnets in California. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose the proposal. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>DK/NA</u>	<u>VERY/ SMWT CONV</u>
[]a. (UNNECESSARY) Both U.S. and California law <u>already</u> restrict drift gillnets. This proposal just creates red tape without doing anything to protect sea turtles, whales, and dolphins. -----	11%	25%	39%	20%	5%	36%
[]b. (ELSEWHERE) Shutting down drift gillnet fisheries in California will mean that swordfish will be imported from places with much less regulation, like Asia. Any efforts we make here will be ineffective unless other countries reform, too. -----	17%	34%	33%	14%	2%	51%
[]c. (GETTING BETTER) Technology has improved drift gillnetting, including the addition of mechanisms to warn away sea lions. There is just no need to end gillnetting. -----	4%	19%	45%	30%	2%	23%

10. Sometimes over the course of a survey like this people change their minds, and sometimes they do not. Let me ask you one last time: would you support or oppose a proposal to end the use of drift gillnets to catch swordfish in California? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

TOTAL SUPPORT	-----	86%
Strongly support	-----	66%
Somewhat support	-----	20%
 TOTAL OPPOSE	 -----	 10%
Somewhat oppose	-----	6%
Strongly oppose	-----	4%
 (DON'T KNOW)	 -----	 4%

(ASK Q11 IF CODES 1-4, SUPPORT/OPOSE, IN Q10 AND SPLIT SAMPLE B)

11. In a few words of your own, why would you **(SUPPORT/OPOSE)** this proposal to end the use of drift gillnets to catch swordfish? **(RECORD VERBATIM)**

a. Support
N=257

It hurts the ecosystem/other marine life/environment-----	63%
It's inhumane/cruel-----	11%
There are other methods -----	9%
General support-----	9%
It's unnecessary-----	4%
For the future/using up resources -----	4%
I don't eat swordfish-----	2%
Oceans are overfished -----	2%
Need more information-----	2%
Fishermen are greedy/expensive-----	0%
Other-----	2%
Don't know-----	1%
Nothing-----	0%
Refused-----	2%

b. Oppose
N=33

**Number of
Respondents**

General oppose -----	8
Need more information-----	7
Too much regulation/hurts local fishermen-----	5
Supporting statement-----	5
It negatively impacts sports fisherman/I fish for sport-----	3
Poorly worded -----	2
Hurts local business-----	2
There are proper regulations in place-----	1
Sword fishing is not a big business-----	1
Don't know-----	1
Nothing-----	1

(RESUME ASKING ALL RESPONDENTS)

THESE ARE MY FINAL QUESTIONS, AND THEY ARE FOR CLASSIFICATION PURPOSES ONLY.

VISIT And how often would you say you visit a beach or some other coastal location on the Pacific Coast, or are actually in a boat on the Pacific Ocean itself – once a week, once a month, several times a year, once a year, less than once a year, or never?

Once a week ----- 14 %
 Once a month----- 14 %
 Several times a year ----- 40 %
 Once a year, or----- 11 %
 Less than once a year ----- 11 %
 Never ----- 5 %
(DON'T READ) DK/NA ----- 5 %

ETHN With which racial or ethnic group do you identify yourself: Latino or Hispanic, White or Caucasian, Black or African-American, Asian-American or Pacific Islander, or some other ethnic or racial background?

Latino/Hispanic ----- 20 %
 White/Caucasian ----- 58 %
 Black/African-American----- 5 %
 Asian-American/Pacific Islander----- 5 %
 Other ----- 1 %
(DON'T READ) DK/NA/REFUSED - 11 %

IDEO How would you describe yourself politically: Are you liberal, moderate, or conservative? **(IF LIBERAL/CONSERVATIVE ASK: "Is that very LIBERAL/CONSERVATIVE or just somewhat?")**

Very liberal ----- 11 %
 Somewhat liberal----- 17 %
 Moderate ----- 30 %
 Somewhat conservative ----- 18 %
 Very conservative----- 12 %
(DON'T READ) DK/NA/REFUSED - 12 %

INC I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2015?

\$30,000 and under ----- 12 %
 \$30,001 - \$60,000 ----- 16 %
 \$60,001 - \$75,000 ----- 11 %
 \$75,001 - \$100,000----- 15 %
 More than \$100,000----- 27 %
(DON'T READ) Refused ----- 19 %

THANK AND TERMINATE

SEX

Male ----- 48 %
 Female----- 52 %

PARTY

Democrat----- 44 %
 Republican----- 30 %
 No Party Preference ----- 21 %
 Other-----5 %

AGE

18-29----- 14 %
 30-39----- 14 %
 40-49----- 16 %
 50-64----- 30 %
 65-74----- 15 %
 75 + ----- 11 %
 BLANK -----1 %