

Angler Response to BP Gulf of Mexico Oil Crisis

May 28, 2010

By Southwick Associates on behalf of:

Pure Fishing, Inc.

This poll was conducted to help monitor anglers' reactions and any changes in fishing participation as a result of the BP oil spill crises. The poll was fielded to the AnglerSurvey panel, operated by Southwick Associates, Inc. All results were weighted to represent all U.S. anglers. The poll was conducted in May 14th – 28th, 2010.

Results:

In the past year, have you fished at least once in the Gulf of Mexico, Florida Keys or the east coast of Florida? (all respondents)

Table 1

	Count	Percent
Yes	356	18.3%
No	1587	81.7%
Total	1943	100.0%

Of those who responded that they did fished at least once in the Gulf of Mexico, Florida Keys or the east coast of Florida, the area fished most frequently:

Table 2

	Count	Percent
Gulf of Mexico (except the FL keys (within 20 miles))	202	56.7%
Florida Keys	58	16.2%
East coast of Florida (Key Biscayne & northward)	97	27.0%
Total	357	100.0%

Prior to the oil spill, did you have any plans or intentions to fish in the Gulf, Florida Keys or the east coast of Florida in the next 12 months? (all respondents)

Table 3

	Count	Percent
Yes	554	28.4%
No	967	49.7%
Not sure	427	21.9%
Total	1948	100.0%

A series of questions were asked to anglers who had plans to fish (prior to the oil spill) in the Gulf, Florida Keys or the east coast of Florida in the next 12 months. Their responses are detailed in Table 4 through Table 10.

As a result of the crisis, they anticipate their fishing activity will:

Table 4

	Count	Percent
Increase	23	4.0%
Decrease	231	40.3%
Stay the same	128	22.4%
Don't know / not sure	190	33.2%
Total	572	100.0%

How many days a year do you typically fish in the Gulf of Mexico, Florida Keys or the east coast of Florida?

Table 5

Number of Days	Count	Percent
0	111	20.4%
1 - 5	207	37.9%
6 - 10	92	16.9%
11 - 30	72	13.1%
31 - 60	24	4.4%
61 - 100	19	3.5%
101 - 200	12	2.3%
Over 200	8	1.4%
Total	545	100.0%

As a result of the spill, knowing what you know now about the crisis, for the time periods listed below, by what percent do you think your fishing activity might change? (Please note we may follow-up in several months with a survey to track actual changes in anglers' activities):

Over the next 30 days:

Table 6

	Count	Percent
100% increase	5	.9%
81% - 99% increase	1	.2%
61% - 80% increase	2	.4%
41% - 60% increase	5	.9%
21% - 40% increase	3	.5%
1% - 20% increase	13	2.4%
No Change	63	11.6%
1% - 20% decrease	7	1.3%
21% - 40% decrease	28	5.2%
41% - 60% decrease	22	4.0%
61% - 80% decrease	9	1.6%
81% - 99% decrease	10	1.8%
100% decrease	63	11.7%
I just can't say or don't know	312	57.5%
Total	543	100.0%

Over the next 90 days:

Table 7

	Count	Percent
100% increase	5	.8%
61% - 80% increase	1	.2%
41% - 60% increase	3	.6%
21% - 40% increase	8	1.4%
1% - 20% increase	3	.5%
No Change	55	10.1%
1% - 20% decrease	8	1.5%
21% - 40% decrease	23	4.2%
41% - 60% decrease	31	5.7%
61% - 80% decrease	16	3.0%
81% - 99% decrease	4	.7%
100% decrease	55	10.0%
I just can't say or don't know	336	61.1%
Total	550	100.0%

Over the next 12 months:

Table 8

	Count	Percent
100% increase	6	1.0%
61% - 80% increase	0	.0%
41% - 60% increase	15	2.7%
21% - 40% increase	3	.6%
1% - 20% increase	19	3.3%
No Change	36	6.4%
1% - 20% decrease	13	2.3%
21% - 40% decrease	17	3.0%
41% - 60% decrease	43	7.6%
61% - 80% decrease	27	4.8%
81% - 99% decrease	5	1.0%
100% decrease	42	7.4%
I just can't say or don't know	342	60.1%
Total	569	100.0%

The spill might cause some anglers to quit fishing, while others might move to areas where fishing might not be impacted. Over the next 12 months, do you expect your number of trips for any of the species listed below to change? Please check all that apply: *(Please note that “no change” often refers to anglers who do not target that specific species).*

Table 9

	Increase	Decrease	No Change	Total Count
Any saltwater fish that bites	10.4%	37.6%	51.9%	435
Billfish	6.2%	36.6%	57.2%	341
Bluefish	4.9%	29.7%	65.4%	322
Bonefish	5.4%	30.3%	64.2%	321
Bonito	8.0%	33.1%	58.9%	319
Bottom fish: grouper, snapper, sea bass, etc.	16.3%	46.9%	36.8%	372
Dolphin	10.3%	36.1%	53.6%	331
Flounder	14.5%	39.4%	46.1%	341
Largemouth bass	26.0%	17.1%	57.0%	346
Mackerel (king, Spanish, Cero)	6.3%	42.6%	51.1%	344
Other freshwater species	27.2%	13.9%	58.9%	321
Permit	4.9%	33.5%	61.6%	311
Redfish, red drum, channel bass	13.2%	45.9%	40.9%	398
Shark	5.9%	41.3%	52.8%	339
Sheepshead	13.4%	34.1%	52.5%	333
Snook	5.5%	45.6%	49.0%	356
Speckled trout / spotted seatrout	9.7%	45.0%	45.3%	381
Tarpon	13.7%	37.9%	48.4%	336
Tuna	12.4%	38.9%	48.7%	338
Whiting	2.9%	32.7%	64.4%	296
Yellow tail snapper	5.6%	35.4%	59.1%	321

As a result of the spill, do you expect the amount of fish you keep to eat to:

Table 10

	Count	Percent
I don't keep fish / I release my fish	136	25.9%
increase	7	1.4%
decrease	180	34.4%
remain the same	117	22.4%
don't know	84	16.0%
Total	525	100.0%

On a scale of 1 to 5, where 1 = little concern and 5 = major concern, please tell us how concerned you are about the following issues that might or might not arise as a result of the oil spill (all respondents):

Table 11

	Rating					Total Count	Mean Rating
	1	2	3	4	5		
Long term health of the fish populations	2.0%	5.3%	10.3%	15.3%	67.1%	1888	4.40
My long term personal safety of eating fish and seafood	13.0%	12.7%	18.5%	13.1%	42.6%	1884	3.60
Public perception of health effects from eating fish	6.2%	7.7%	21.7%	19.2%	45.2%	1883	3.89
Government restrictions banning fishing	5.2%	5.6%	13.9%	13.0%	62.3%	1878	4.22
Government restrictions on catch limits on fish	5.9%	9.4%	17.9%	14.4%	52.4%	1877	3.98
The impact on tourism	9.5%	9.8%	21.2%	15.7%	43.8%	1873	3.74

To date, do you think the following groups have reacted appropriately, given their abilities and resources, to the oil spill crisis? (all respondents)

Table 12

	Yes	No	Not sure	Total Count
BP Oil / Transocean (who conducted the drilling operations)	19.5%	63.5%	17.1%	1915
The federal government	19.2%	65.7%	15.1%	1915
Your state government	21.5%	28.5%	50.1%	1900

<End of results>