

# Modernizing Alaska's Sport Fishing Regulations Based on Customer Feedback

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# The Issue

- Sport fishing regulations are created by the Alaska Board of Fisheries (BOF) and reducing complexity may result in less opportunity.
- Alaska sport fishing regulations are complex and difficult to understand.
- Sport fishing regulations are delivered to public in a static format that is not searchable.
- The public had not been consulted about how they might want regulations presented.



# Our Solution

- Review existing regulations and propose changes to BOF and carefully analyze future regulatory proposals.
- Build a dynamic platform to “house” regulatory content.
- Improve strategic communications.
- Survey our license buyers for their preferences.



# Survey Objective

- Assess perceptions of Alaska's sport fishing regulations.
- Assess the extent lack of access to, and understanding of, Alaska's sport fishing regulations affects angler participation.
- Identify the methods by which anglers currently access our sport fishing regulations.
- Determine preferences for presenting Alaska's sport fishing regulations in terms of writing style, content organization, and graphic design.
- Determine angler preferences for current and future methods of delivery of sport fishing regulations.



# Research Design

- Personal Interviews
- Focus Groups
- Online Surveys



# Checks for Bias in Survey

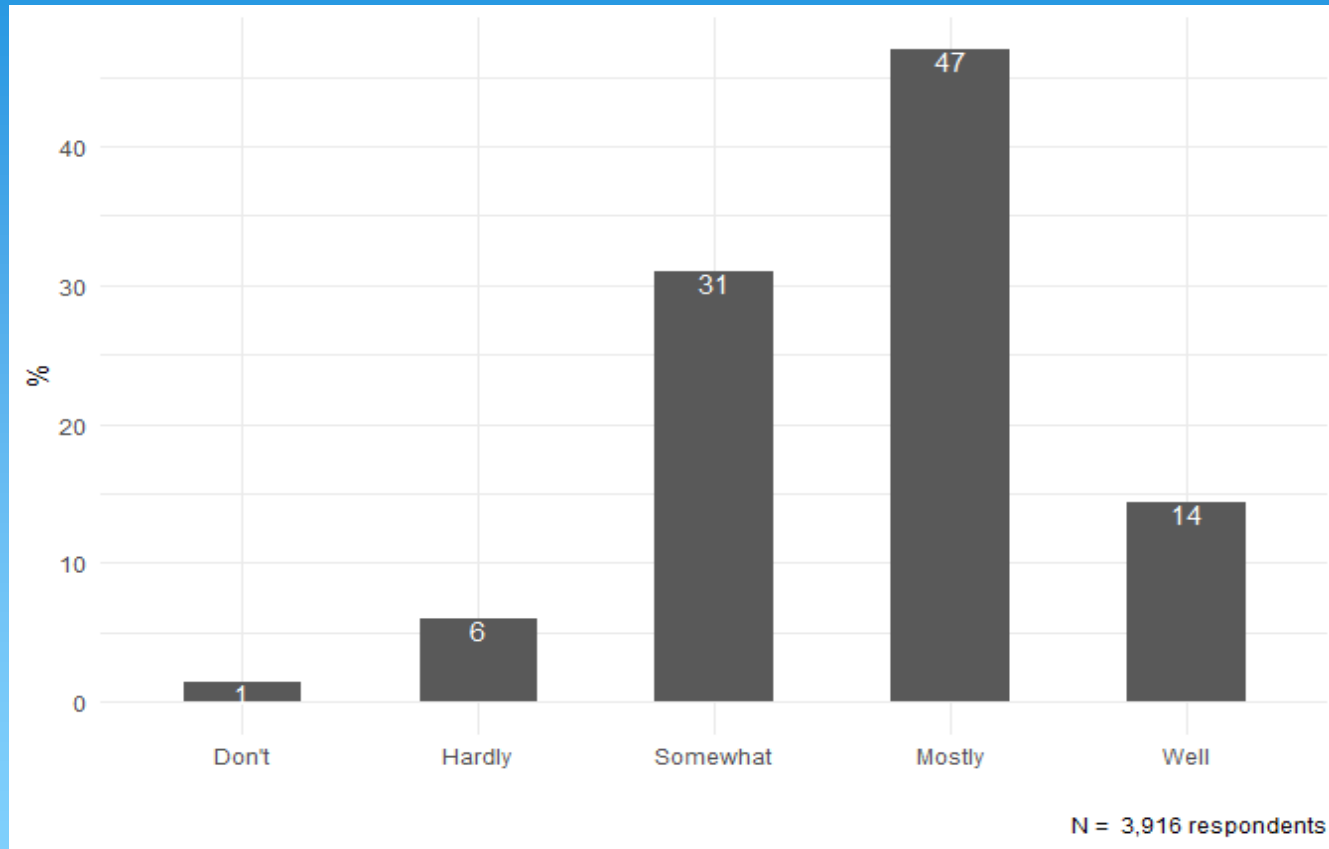
|                 | Survey Sample (%) | License Database (%) |
|-----------------|-------------------|----------------------|
| 18-24           | 3.8               | 9.1                  |
| 25-34           | 13.4              | 19.0                 |
| 35-44           | 17.6              | 17.9                 |
| 45-54           | 21.3              | 18.7                 |
| 55-64           | 25.1              | 20.6                 |
| 65+             | 18.9              | 14.8                 |
| Women           | 22.7              | 24.5                 |
| Alaska resident | 41.4              | 45.0                 |



# Survey Findings

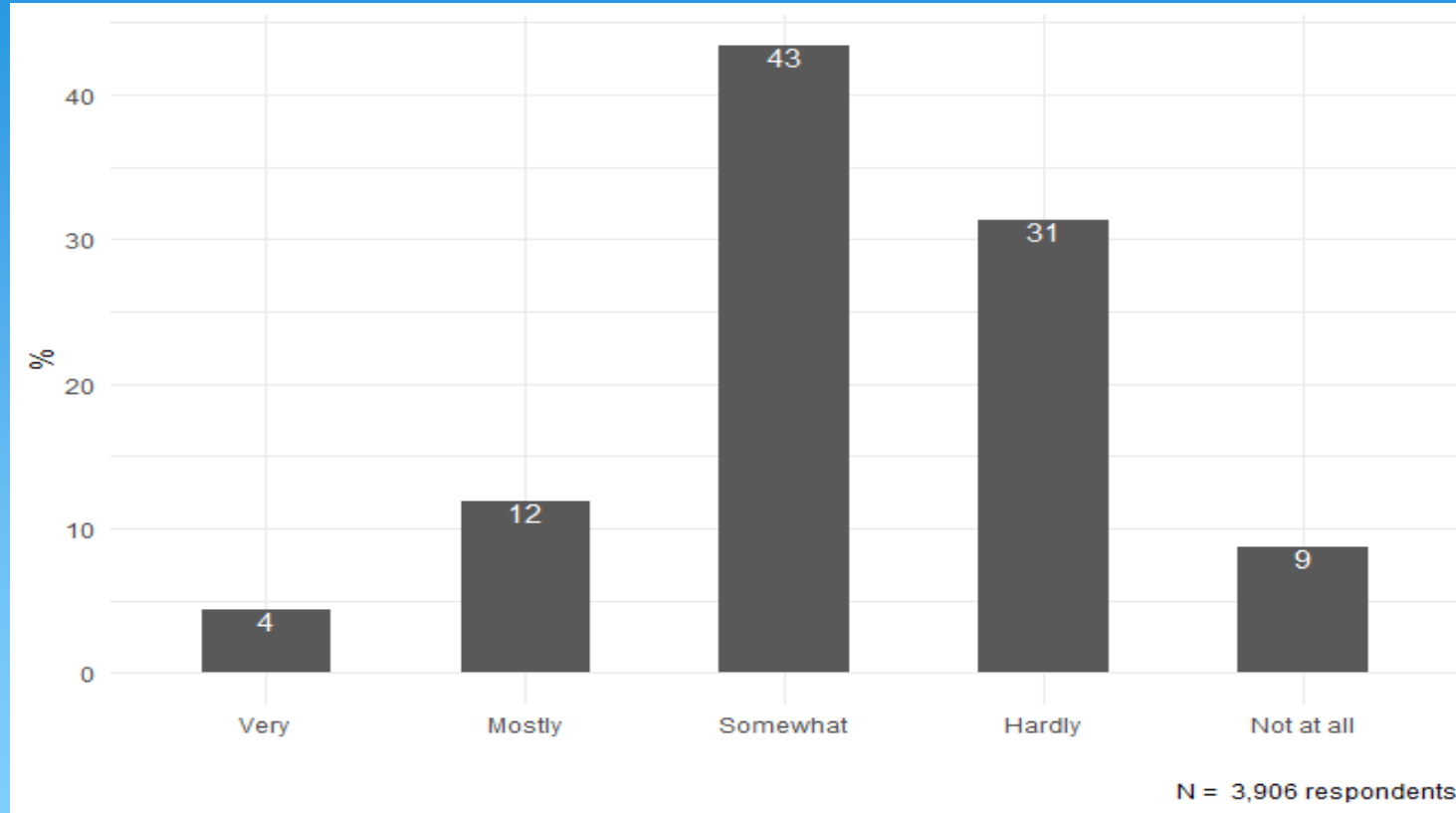


# Understand Sport Fishing Regulations

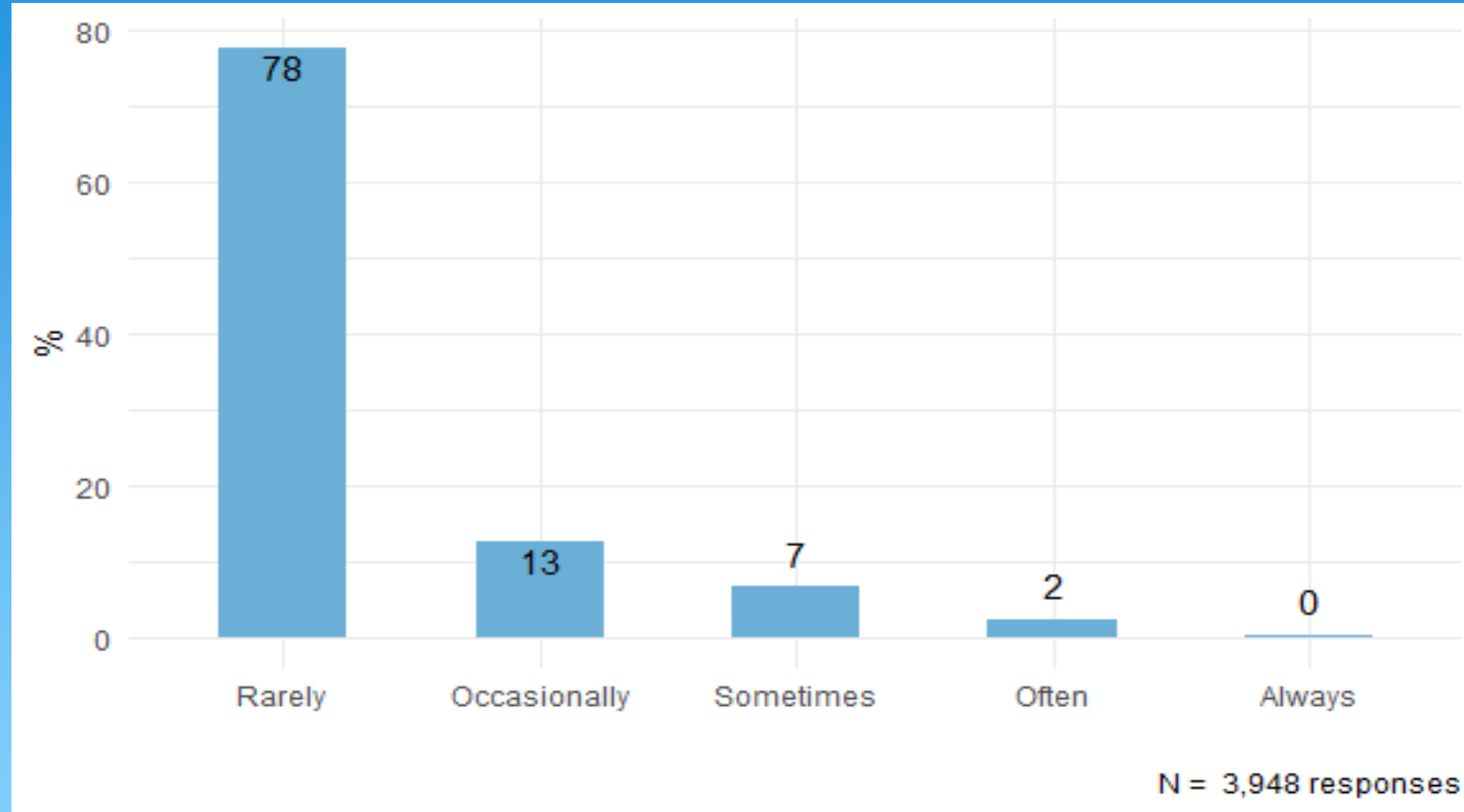




# Find Sport Fishing Regulations Confusing



# Sport Fishing Regulations Prevents Fishing



# Sport Fishing Regulations Prevents Fishing

|                                  | Expected Trips | Estimated Actual Trips | Shortfall of Trips |
|----------------------------------|----------------|------------------------|--------------------|
| Overall                          | 1,000          | 911.75                 | ~90                |
| Alaska residents                 | 1,000          | 877.5                  | ~125               |
| Alaska residents 18-24 years old | 1,000          | 881.25                 | ~120               |
| Alaska residents women           | 1,000          | 870.25                 | ~130               |



# How Anglers Like to Access Sport Fishing Regulations

| Methods                              | % Yes |
|--------------------------------------|-------|
| ADF&G website                        | 57    |
| Reg. Summary Booklet                 | 38    |
| Smartphone app                       | 30    |
| Digital version: smartphone or table | 26    |
| E-mail                               | 26    |
| Tackle shop/bait shop                | 19    |
| Sign board near fishing spot         | 16    |
| ADF&G staff (in-person/telephone)    | 14    |
| Text message                         | 10    |



# Phrasing

In waters open to king salmon fishing, *no fishing is allowed* between 11:00 p.m. and 6:00 a.m. May 15–July 13.

In waters open to king salmon fishing, *fishing is only allowed* between 6:00 a.m. and 11:00 p.m., May 15–July 13.



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64%



# Display

**Season:** June 19–21;  
June 23; June 26–28;  
June 30; July 2–4; July  
6; July 9–11; July 13;  
July 16–18; and July  
20.

|                        |  |
|------------------------|--|
| <b>Jan. 1–June 18</b>  | <b>Open to all species,<br/>including king salmon.</b> |
| <b>June 19–22</b>      | <b>Closed to all fishing.</b>                          |
| <b>June 23–25</b>      | Open to all species,<br>including king salmon.         |
| <b>June 26–29</b>      | <b>Closed to all fishing.</b>                          |
| <b>June 30–July 2</b>  | Open to all species,<br>including king salmon.         |
| <b>July 3–13</b>       | <b>Closed to all fishing.</b>                          |
| <b>July 14–Dec. 31</b> | Open to all species,<br>except king salmon.            |



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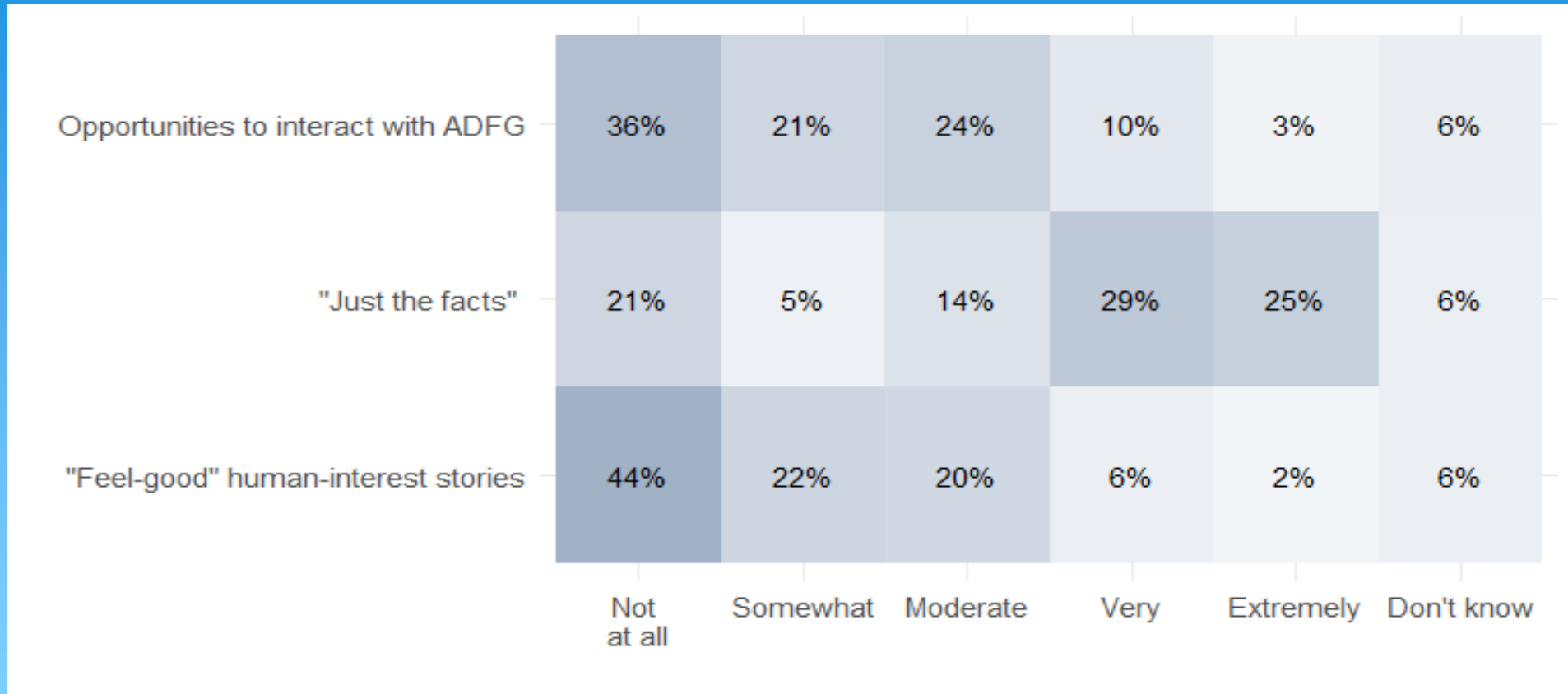
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# Facebook



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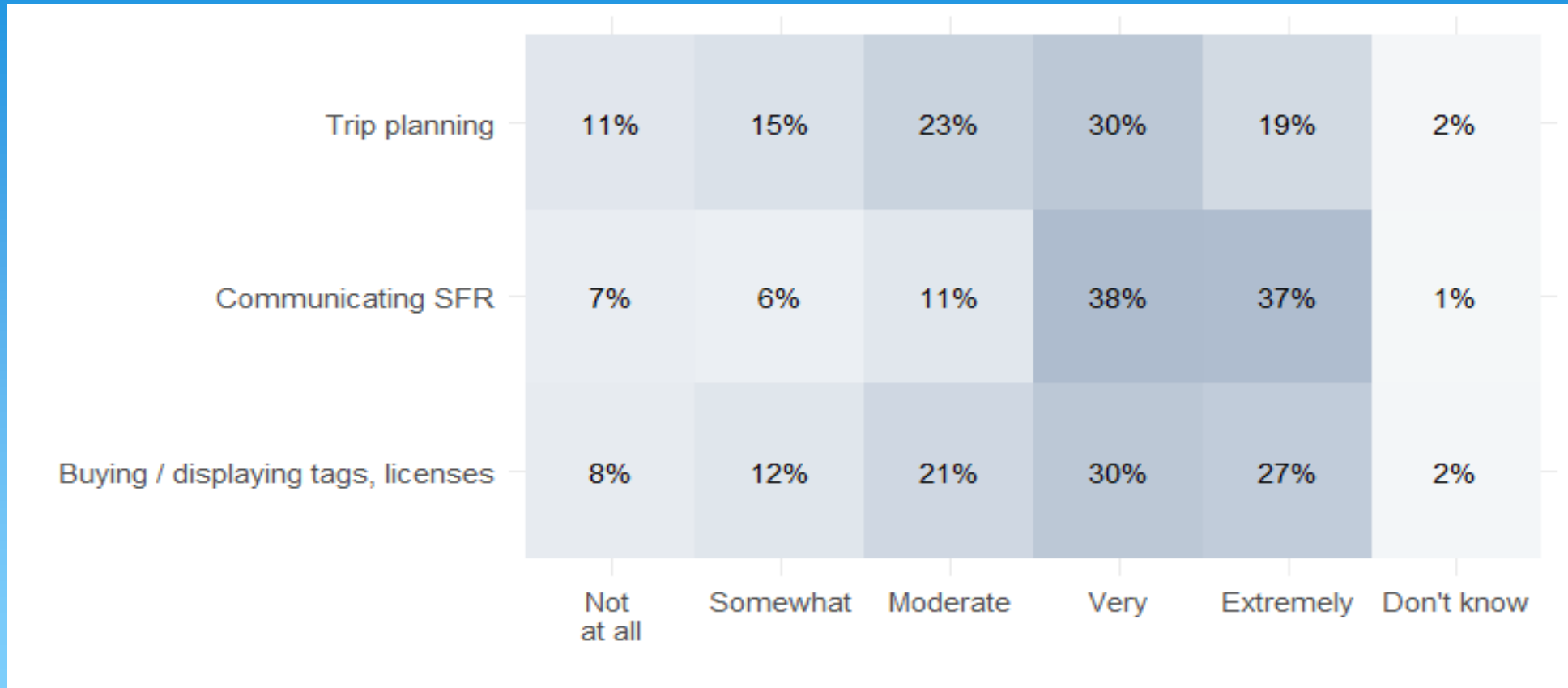
## Types of Content

## % Important to See

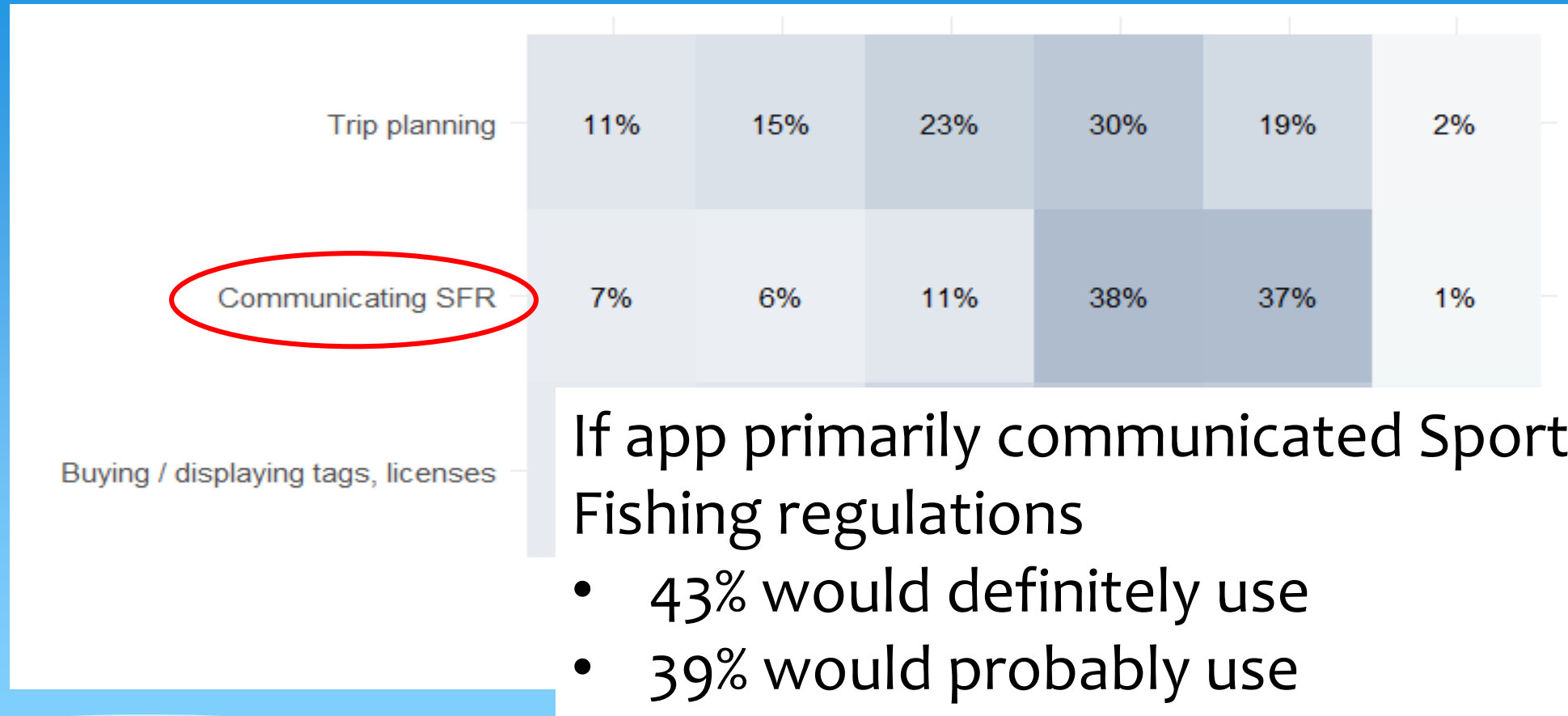
|   |    |
|---|----|
| Emergency Orders                                | 54 |
| Fishing Reports                                 | 49 |
| Alerts (fishing hot spots, bear activity, etc.) | 48 |
| Deadlines and reminders                         | 37 |
| Hunting information                             | 29 |
| Hatchery stocking updates                       | 24 |
| Beautiful pictures of fish and wildlife         | 21 |



# Importance of App Functions



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# Smartphone app

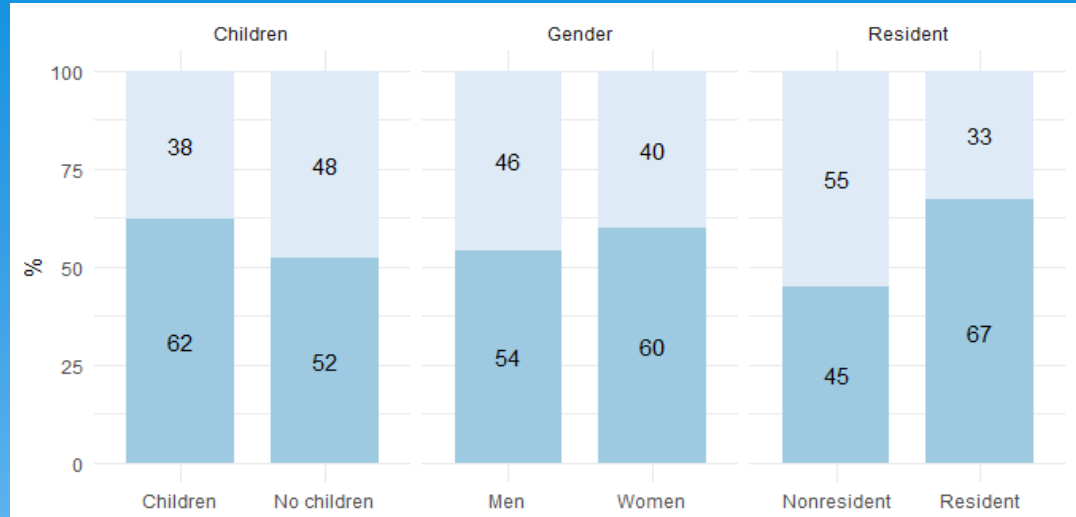
| Features Would Definitely Use                      | %  |
|--|----|
| Show sport fishing regulations in current location | 88 |
| Show emergency orders in effect in a specific area | 81 |
| Search for sport fishing regulations by species    | 72 |
| Store digital, legally valid fishing license       | 72 |
| Purchase a license from ADF&G                      | 63 |
| Tide chart   | 60 |
| Species identification                             | 58 |
| Show exact location in relation to regulatory unit | 57 |
| Fish counts  | 54 |



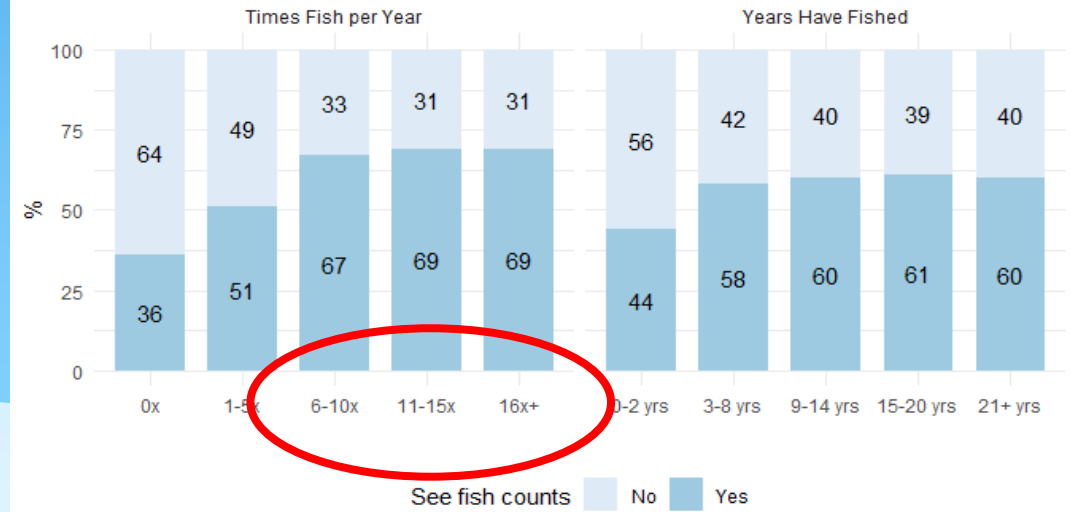
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N = 3,875 / 3,863 / 3,926 respondents



N = 3,905 / 3,476 respondents

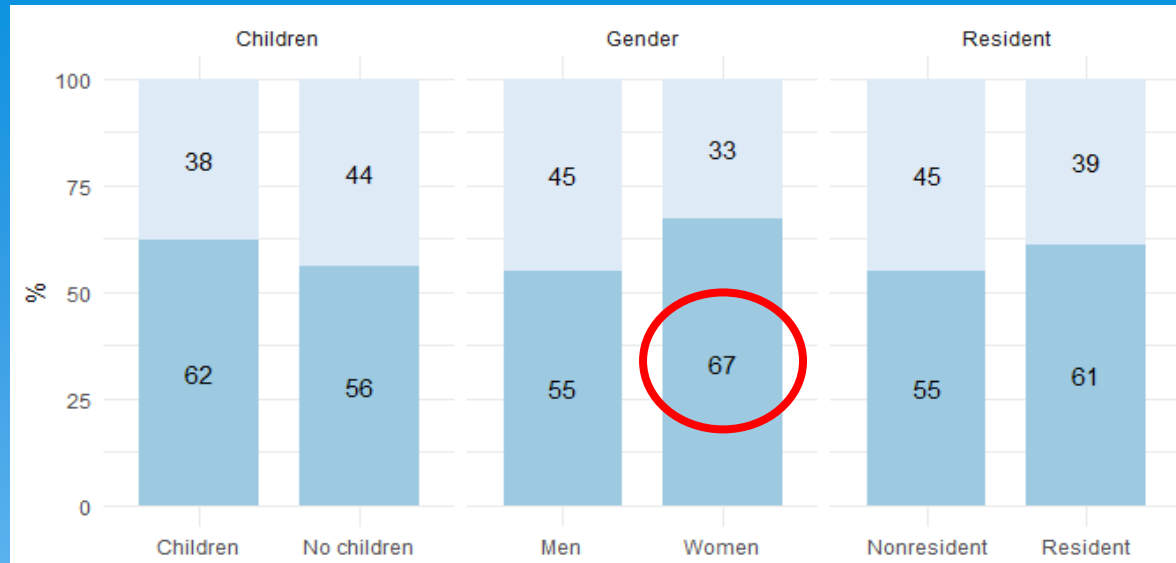


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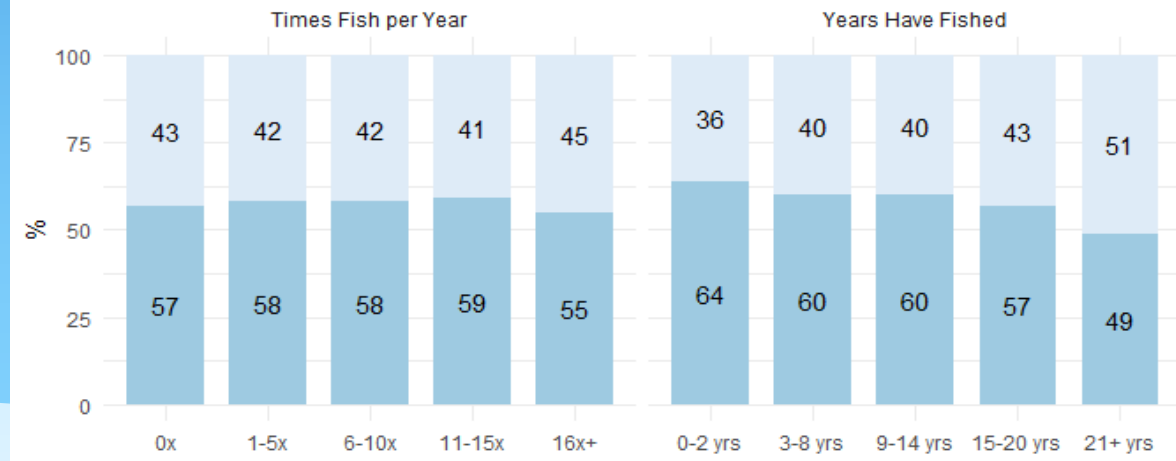
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Identify fish species No Yes

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# Our Next Steps

- **Modernization of our regulation summary booklets**
- **Develop smartphone app**
- **Strategic Communications**

