



## 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 dive operators on the FKNMS performance and general support for the FKNMS.

### FKNMS Performance

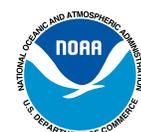
There were three survey questions (statements), of which only one (Question 3) was asked in the baseline and 10-year replication. As with other survey questions (statements) across time periods, the tenses of the questions (statements) wording were different since in the baseline people were asked about 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 dive operator’s views over the 10-year period.

FKNMS Performance Question (Statement)	1996	2006	Statistical Difference
1. NOAA has made a positive contribution to the marine environment via the National Marine Sanctuary Program.	N/A	88.4% A (1.71)	N/A
2. The Florida Keys have benefited environmentally from the FKNMS.	N/A	82.6% A (1.73)	N/A
3. There has been a net economic benefit to the Florida Keys from establishment of the FKNMS.	52.4% A (2.63)	65.2% A (2.14)	NO (NO)

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

An overwhelming majority of dive operators thought that NOAA, through the National Marine Sanctuary Program, has made a positive contribution to the marine environment and that the Florida Keys has benefited environmentally from the FKNMS (88.4% and 82.6%, respectively). Almost two-thirds (65.2%) also believe that there has been a net economic benefit to the Florida Keys from establishment of the FKNMS.



## General Support for FKNMS

Support for FKNMS Question (Statement)	1996	2006	Statistical Difference
1. I generally support establishment of the FKNMS.	64.0% A (2.23)	87.0% D (1.63)	YES (YES)

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

Even though in the baseline almost two-thirds (64%) of dive operators supported the establishment of the FKNMS, this support strengthened significantly with 87% supporting the establishment of the FKNMS. Ten years of experience with the FKNMS has dissipated most of the opposition to 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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