

Knowledge, Attitudes, and Perceptions of Coral Reefs in Hawai`i's Priority Sites



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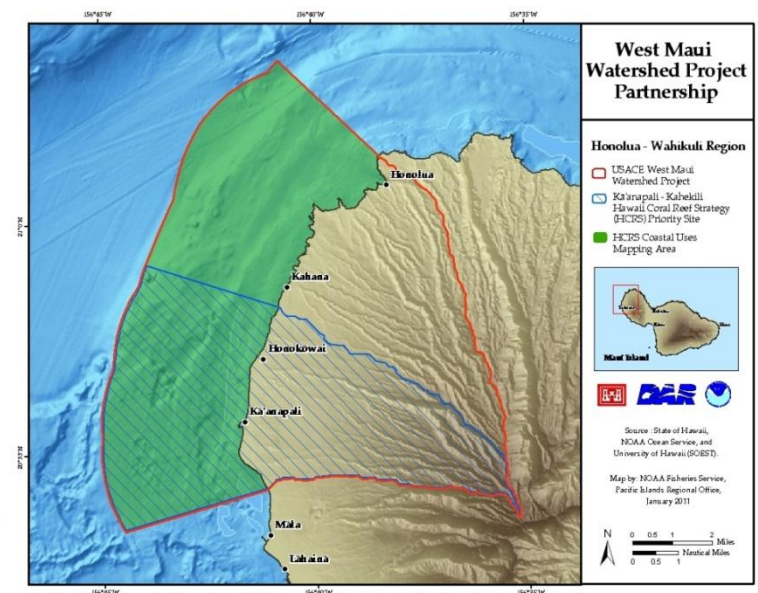
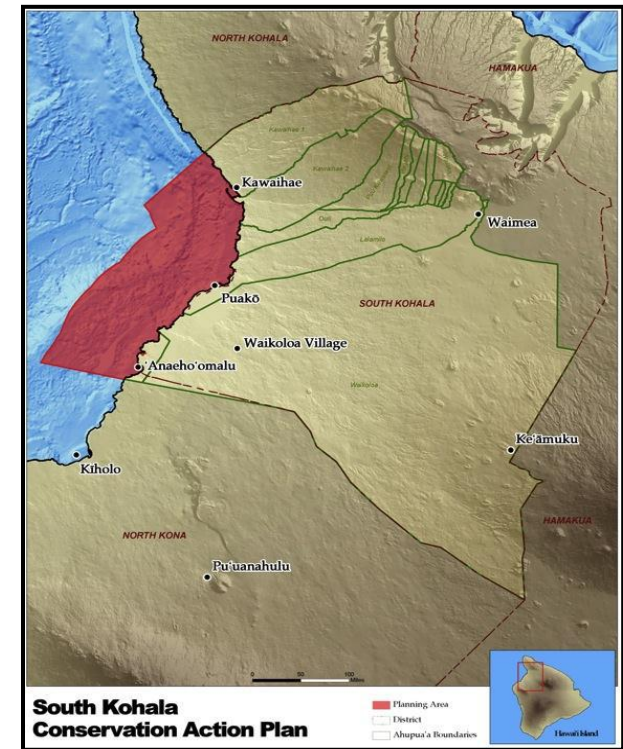
Project background

- Stemmed from collaboration with HDAR and TNC
 - South Kohala Conservation Action Planning (CAP) process
- Contributes to research in Hawai`i's coral reef priority sites
 - Pelekane Bay-Puako-Anaeho`omalu Bay (South Kohala)
 - Ka'anapali-Kahekili (West Maui)
- Funded by NOAA Coral Reef Conservation Program



Survey design

- **Goal:** *To better understand resource users' knowledge, attitudes, and perceptions (KAPs) of coral reefs in priority sites.*
- At least 200 intercept surveys per site
- Hired local contractors to administer surveys to residents and knowledgeable repeat visitors
- Spread out over 6 months to capture seasonal variability



Survey topics

- Site use patterns
- Knowledge about site conditions
- Potential threats to resources
- Potential management strategies
- Marine managed areas
- Benefits/services
- Knowledge of planning activities



Survey # _____
 Date _____
 Time _____

OMB Control #: 0648-0654
 Expiration Date: 10/31/2015

Survey: Knowledge, Attitudes, and Perceptions of Hawaii's South Kohala Coral Reef Priority Site

SITE USE PATTERNS

1. What is your primary purpose/activity for visiting the South Kohala Coast today? (e.g., fishing, swimming, diving, etc.)?

2. Approximately how many times have you visited the South Kohala Coast?

- First time 2 – 10 times 11 – 20 times > 20 times

a. If this is not your first time, how long have you been coming to the South Kohala Coast?

- 1 year 2 – 5 years 6 – 10 years > 10 years

3. What times of year do you visit the South Kohala Coast?

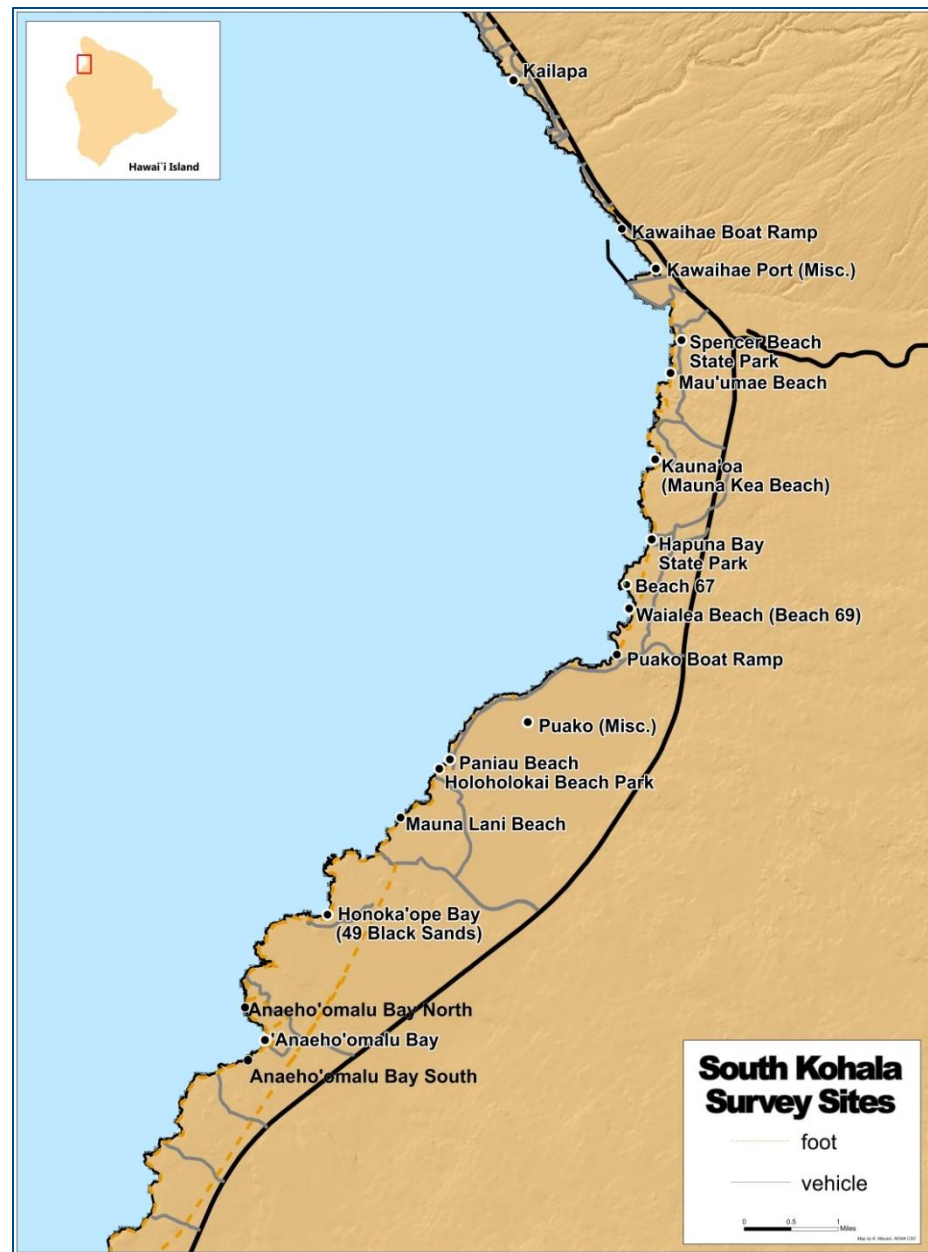
	Rarely or never	Sometimes	Often
a. Winter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Fall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. What activities do you participate in at the South Kohala Coast?

	Rarely or never	Sometimes	Often
a. Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Surfing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Scuba diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Snorkeling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Boating (motorized)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Canoeing/kayaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Sun bathing/hanging out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Picnicking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

South Kohala

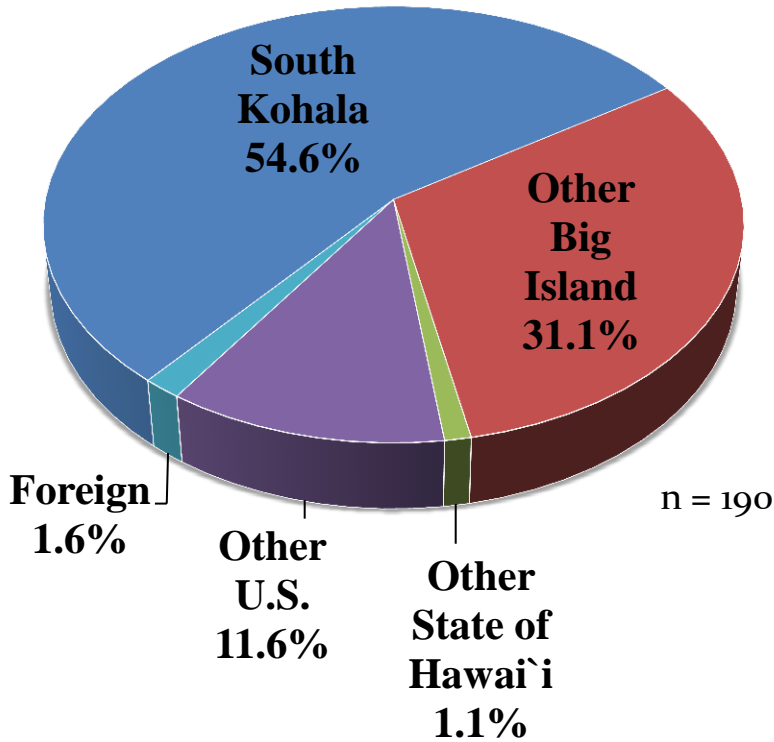
- Nov. 9, 2012 – Apr. 19, 2013
- Mehana Consulting administered surveys
- 18 access points, 202 surveys
- Stratified by
 - time of day
 - week day vs. weekend/holiday,
 - shoreline type (rocky vs. sandy)



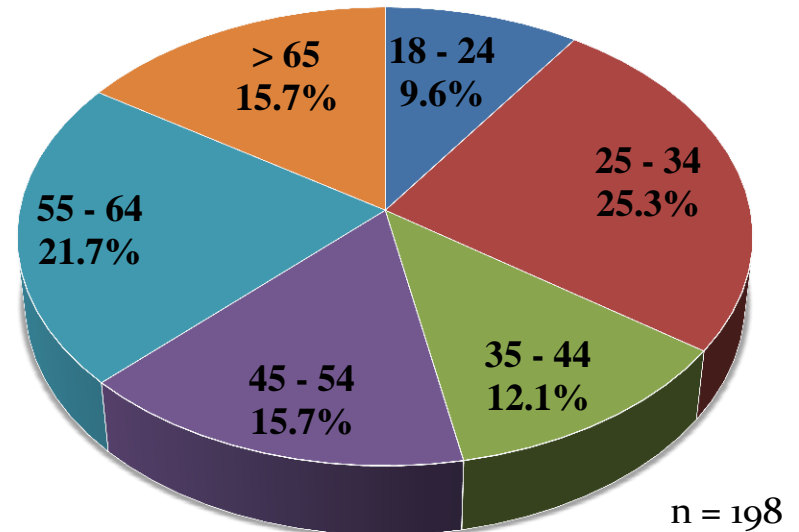
Demographics



Place of Residence

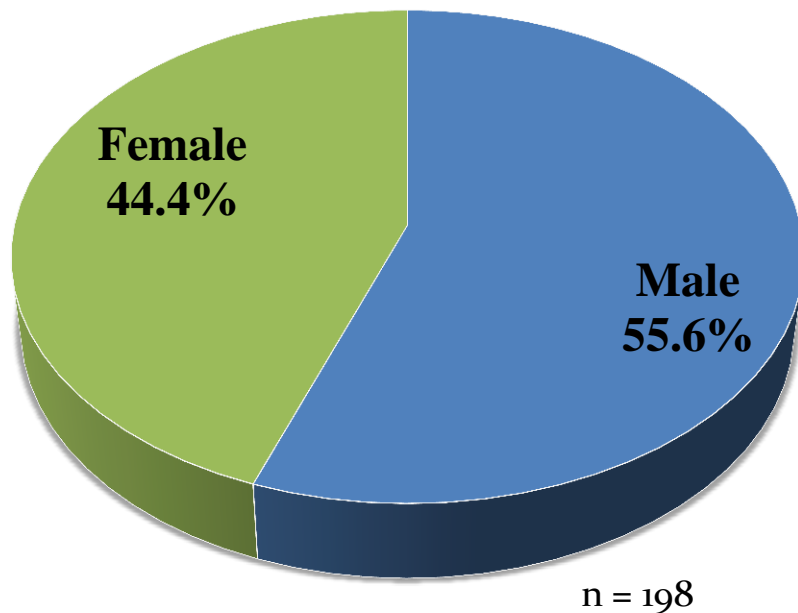


Age group



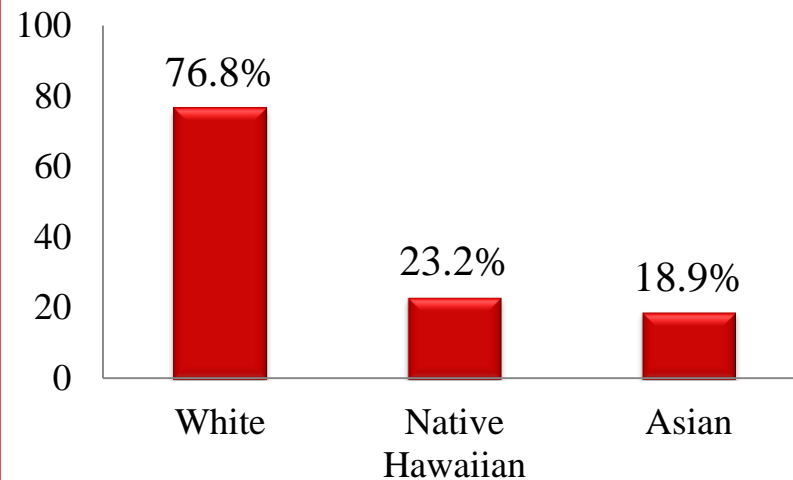
Demographics

Gender



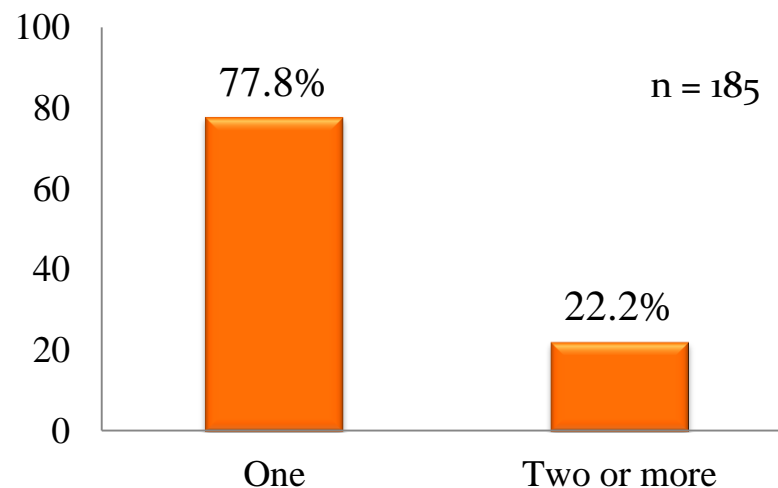
Ethnicity

n = 185



of Ethnicities

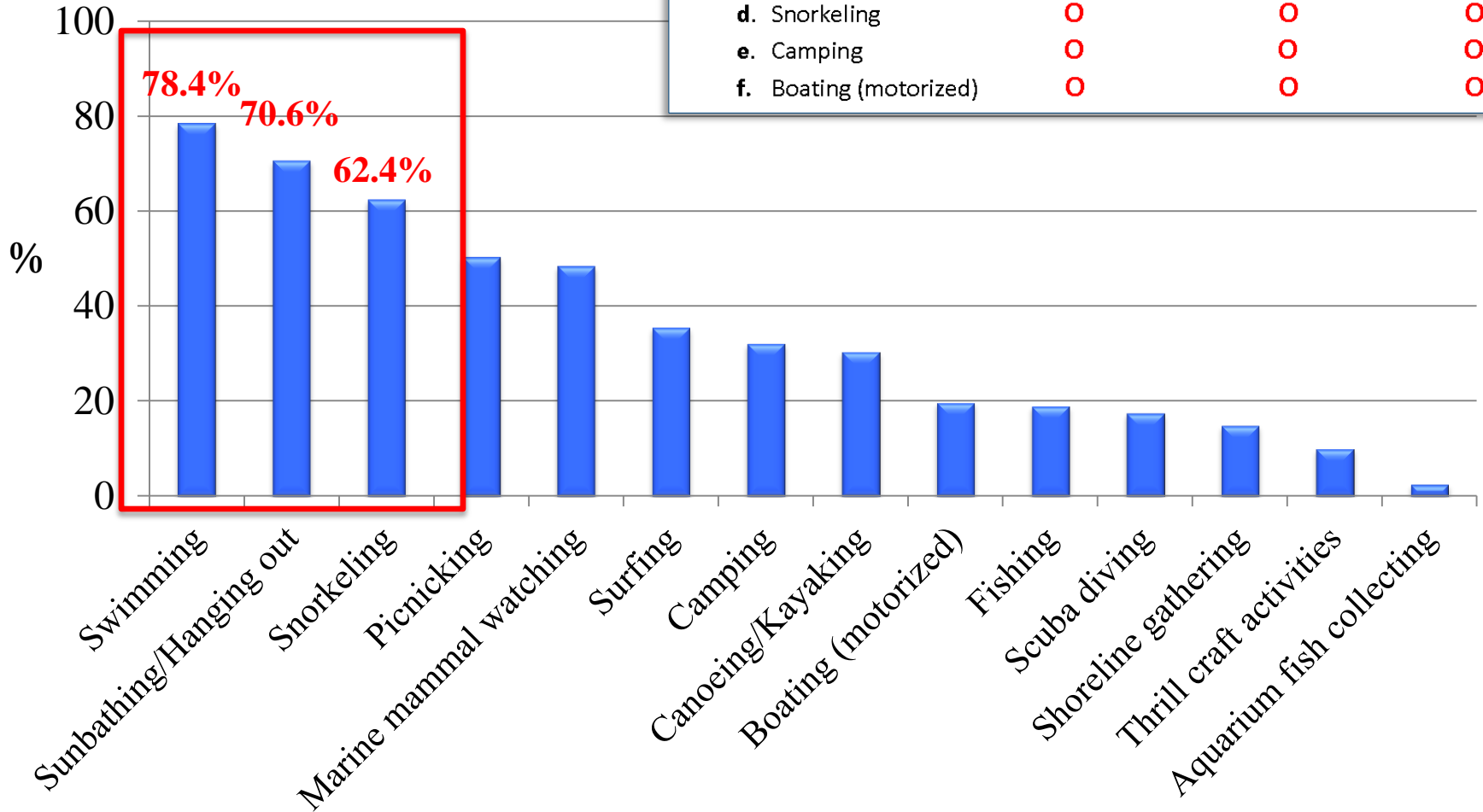
n = 185



Site use patterns

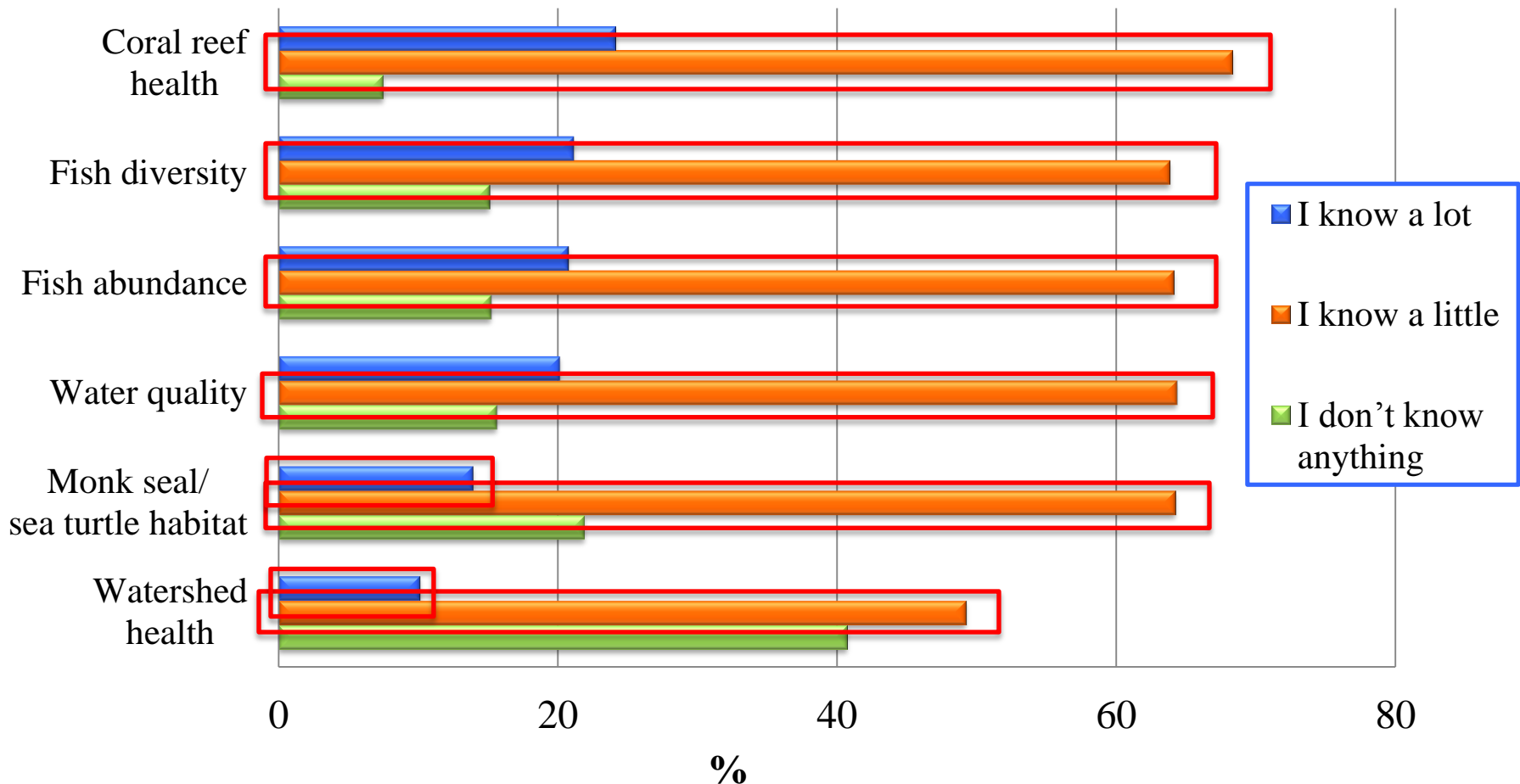
4. What activities do you participate in at the South Kohala Coast?

	Rarely or never	Sometimes	Often
a. Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Surfing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Scuba diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Snorkeling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Boating (motorized)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



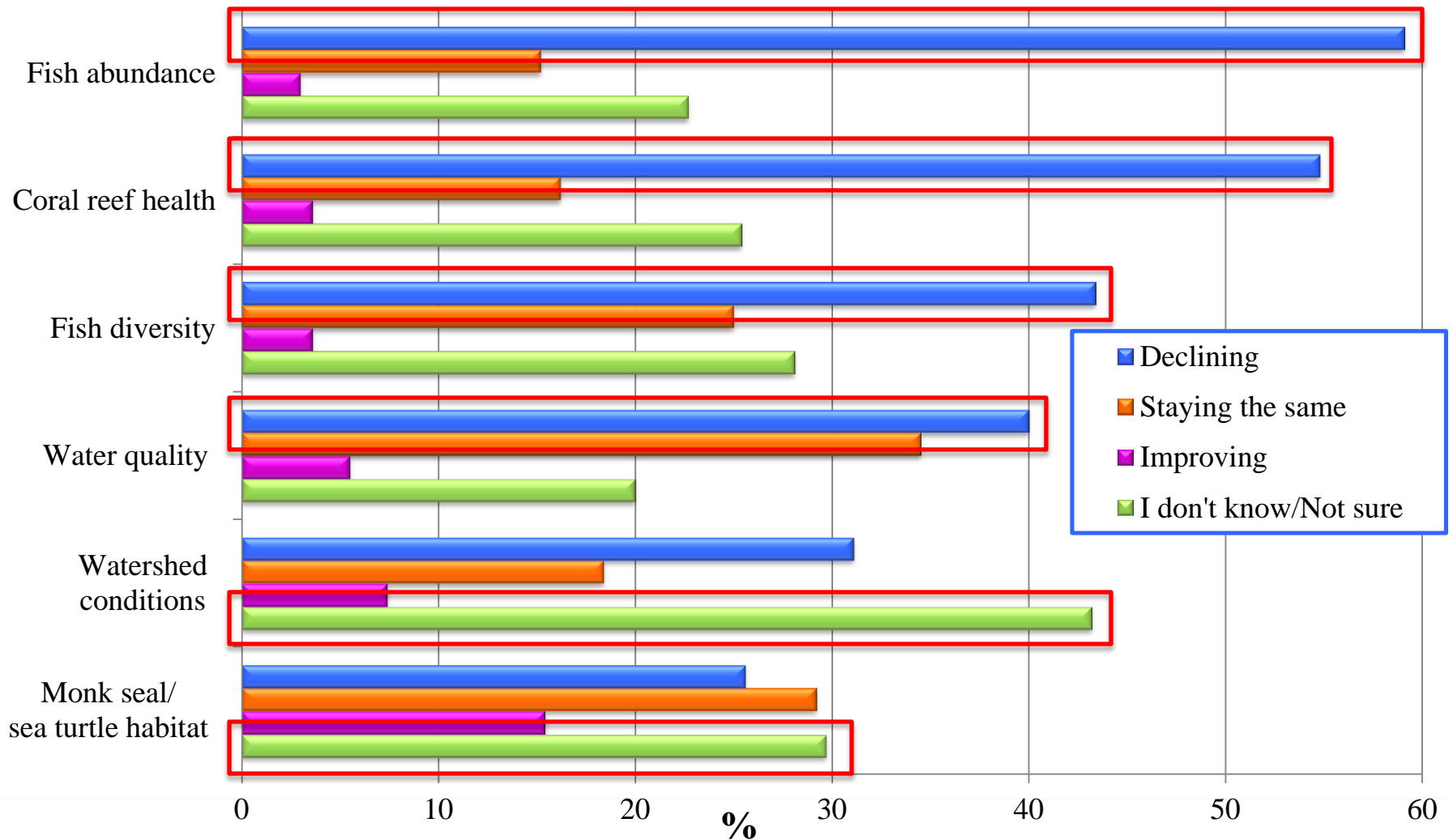
Site conditions

How much do you know about the following conditions along the South Kohala Coast?

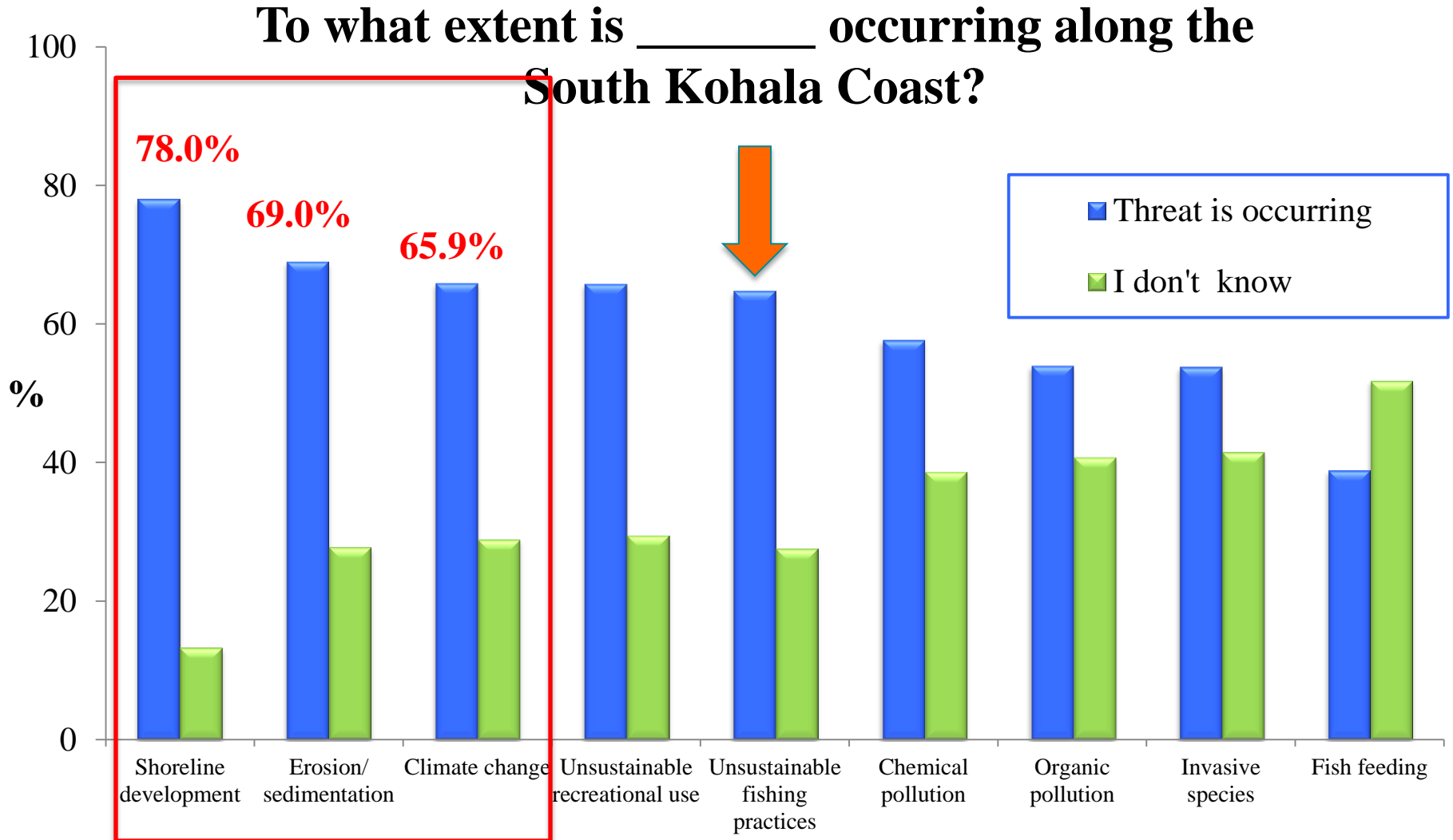


Site conditions

In your opinion, the condition of _____ along the South Kohala Coast is...

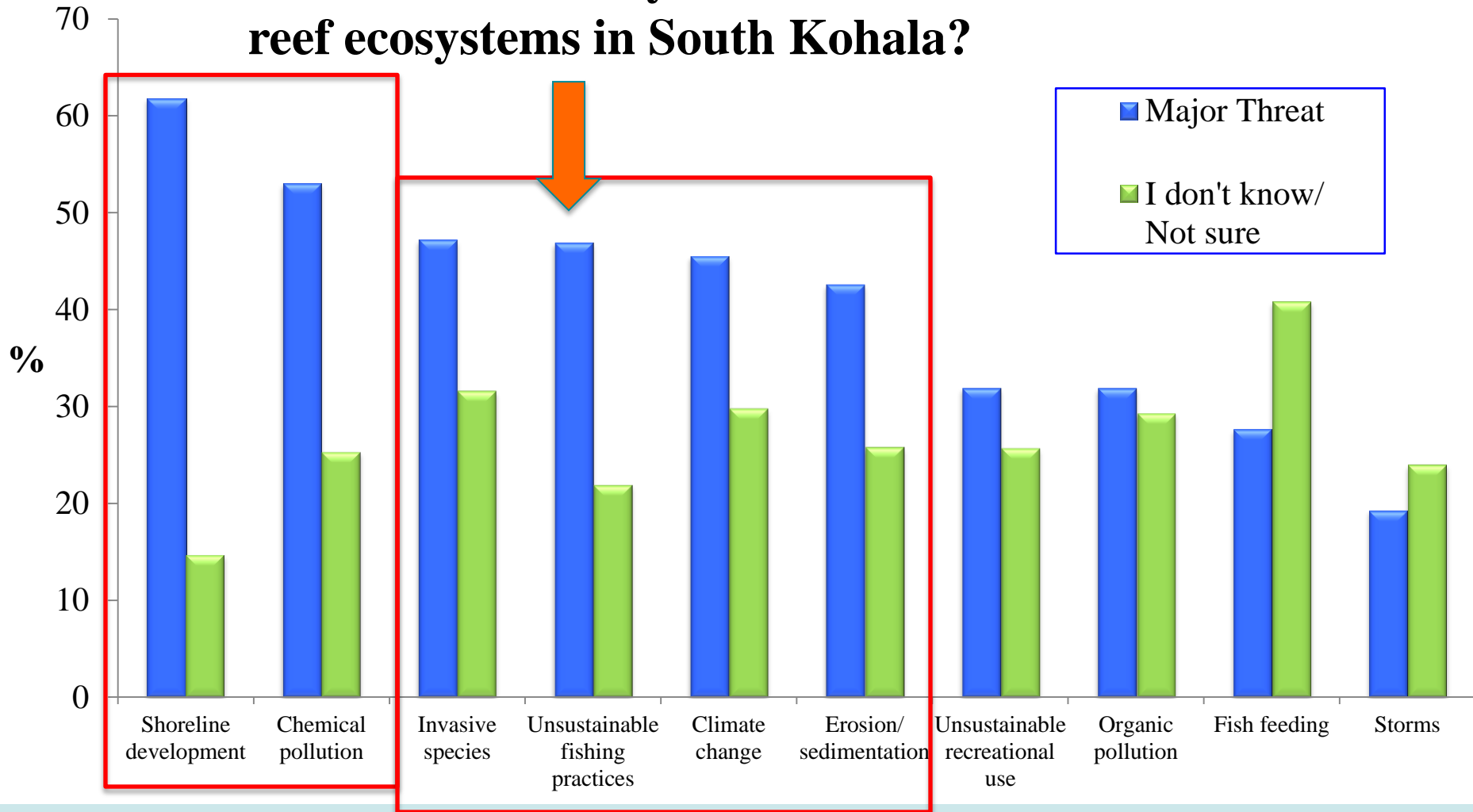


Potential threats

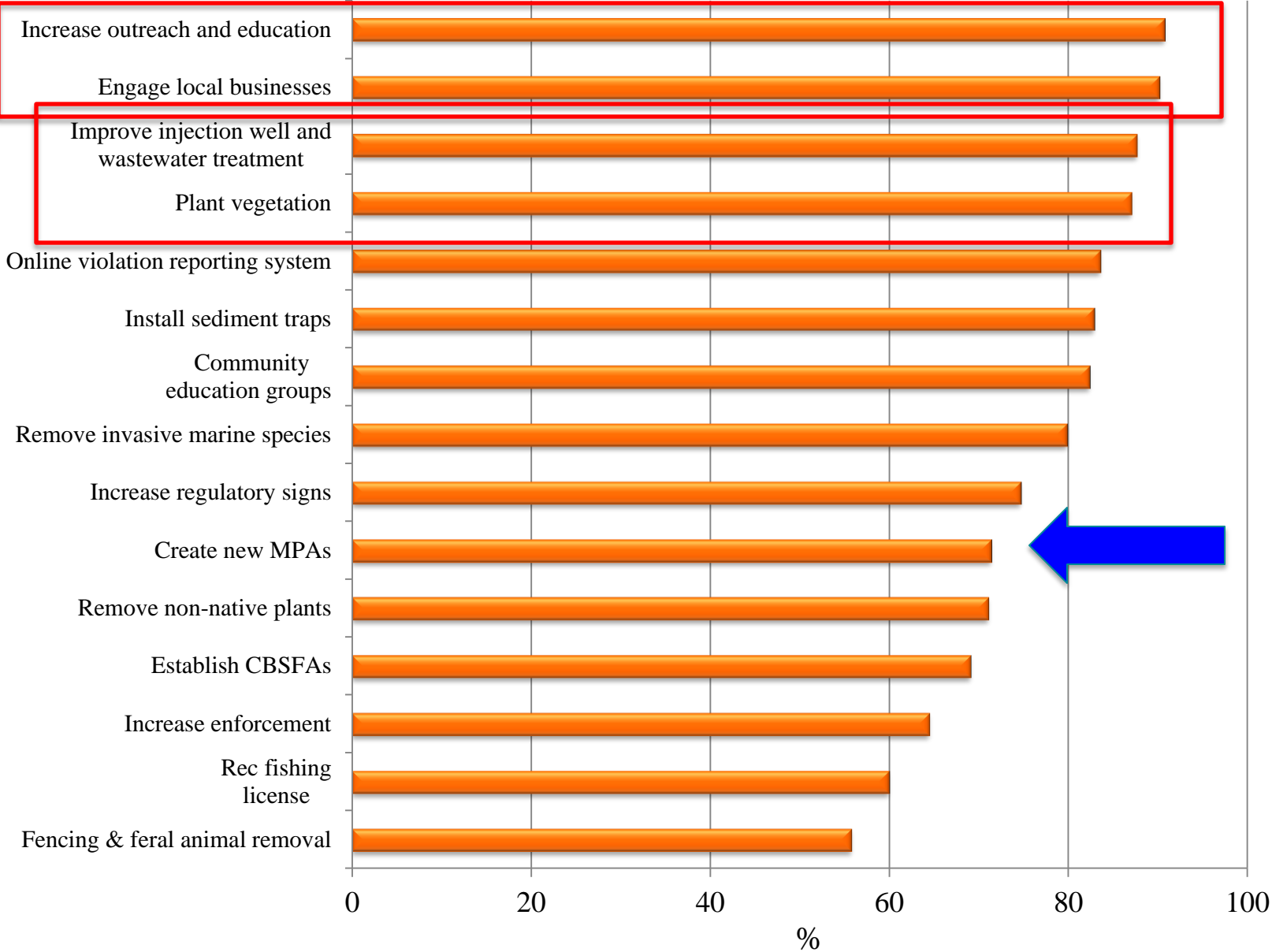


Potential threats

To what extent do you feel _____ is a threat to coral reef ecosystems in South Kohala?

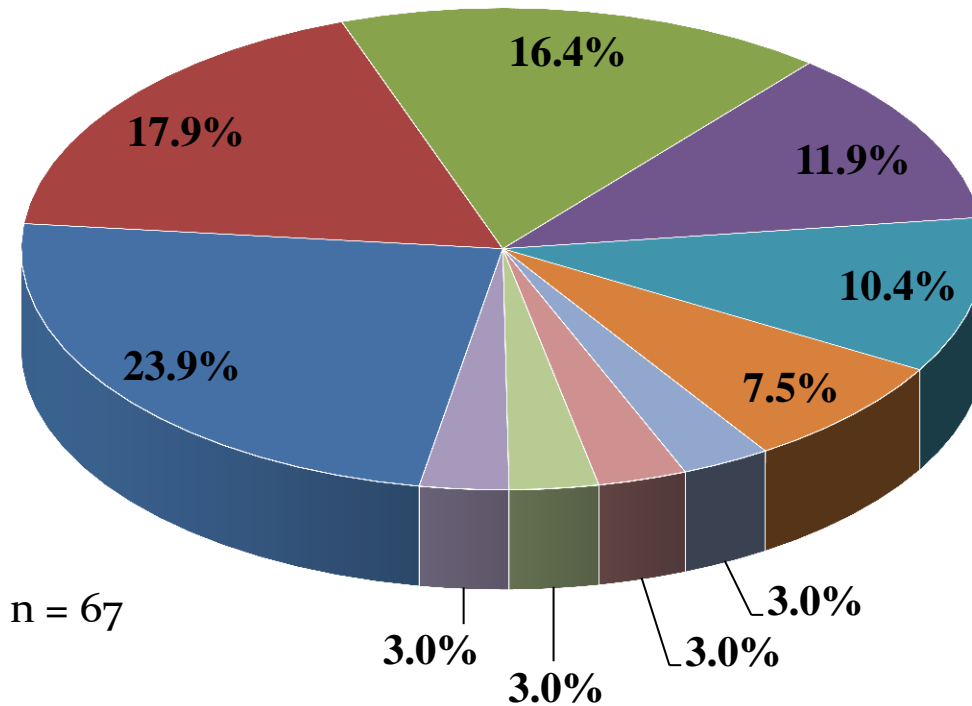


Support for management strategies



Sources of coral reef information

Which information source do you rely on most?

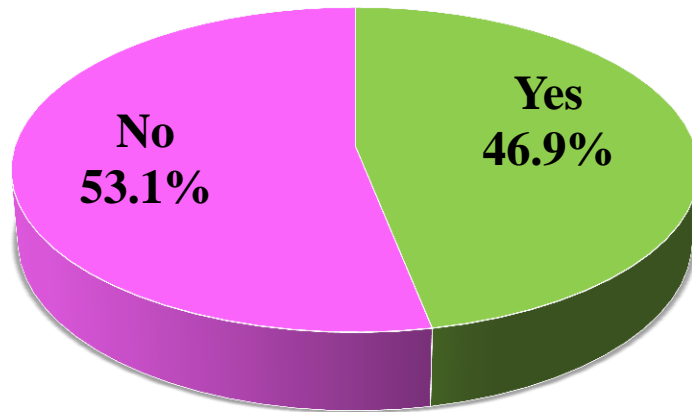


n = 67

- Personal Observation
- Newspaper
- Word of mouth (e.g., friends, family, coworkers)
- Internet
- Community groups (general)
- Non-profits (i.e., TNC, Makai Watch, Kohala Center, Coral Reef Alliance)
- DLNR, DAR
- Fishermen
- UH Marine Programs
- Local lectures

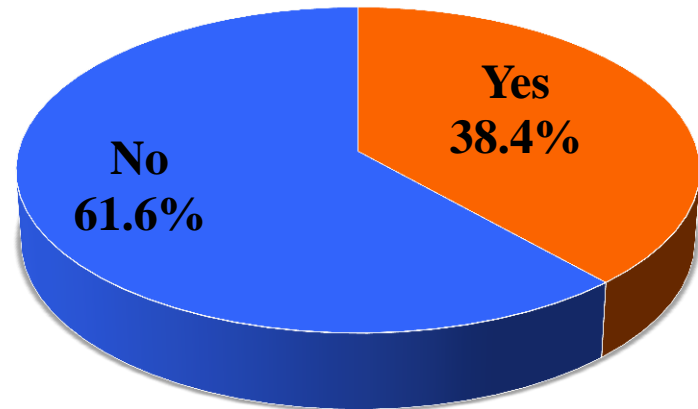
Participation in planning activities

**Aware of conservation
planning efforts in South
Kohala?**



n = 194

**Are you a participant in any
of these processes?**



n = 91

Additional points...

- Lack of knowledge and understanding of watershed concept
- Unsustainable fishing practices perceived as *one* of *several* threats
- MPAs are perceived to be *one* of *several* potential useful management practices

Report is in internal review... Stay tuned!

