

SOCIOECONOMIC MONITORING GUIDELINES FOR COASTAL MANAGERS IN THE CARIBBEAN:

SOCMON Caribbean



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LEAH BUNCE & BOB POMEROY

IN COLLABORATION WITH THE SocMON CARIBBEAN ADVISORY BOARD:

PATRICK MCCONNEY (CHAIR)

JANICE CUMBERBATCH

LINDSAY GARBUTT

VIJAY KRISHNARAYAN

DEMETRIO MARTINEZ

ANDRE MILLER

PETER MURRAY

ILEANA SOLARES LEAL

MANUEL VALDES-PIZZINI



Centre for Resource Management
and Environmental Studies
University of West Indies



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Copies of *SocMon Caribbean* as well as the *GCRMN Manual* (2000) can be downloaded from the WCPA-Marine socioeconomic website: <http://iucn.org/themes/wcpa/biome/marine/socioeconmanual.htm>

And the Australian Institute of Marine Science website: <http://www.aims.gov.au/pages/reflib/smcrm/mcrm-000.html>

Hard copies can be requested from:

Patrick McConney
Centre for Resource Management
and Environmental Studies
Cave Hill Campus
University of the West Indies, Barbados
246-417-4316; fax 246-424-4204
cermes@uwichill.edu.bb

Leah Bunce
International Program Office/NOS
1315 East-West Hwy #5369
Silver Spring, MD 20910 USA
301-713-3078 x222; fax - 4263
Leah.Bunce@noaa.gov
www.noaa.gov

Comments on *SocMon* and feedback on how it was used would be most appreciated. Please send to Patrick and Leah.

Front cover photos clockwise from top:

Cruise ship docked in St. John's, Antigua - Leah Bunce
Fishermen hauling a beach seine at Gouyave, Grenada - Patrick McConney
Small group at a planning workshop, Barbados - Patrick McConney
Marina in St. Maarten - Leah Bunce
Sea urchin fishers sharing knowledge, Barbados - Patrick McConney
Map of Wider Caribbean

Page 6: Aerial view of Punta Allen - Ileana Solares-Leal

Page 7: Boats along the shoreline in Punta Allen - Leah Bunce

Back cover photos clockwise from top:

Discussion with dive operators in Antigua - Leah Bunce
Hotel development in Montego Bay, Jamaica - Leah Bunce
Market in St. Lucia - Leah Bunce
Discussion with school teachers in the Grenadines - Patrick McConney
Beach in Bermuda - Leah Bunce

TABLE OF CONTENTS

P R E F A C E	1
1. WHAT IS THIS ALL ABOUT?	3
1.1 Why SocMon?	3
1.2 What is SocMon?	3
1.3 How does SocMon work?	4
1.4 Who is SocMon for?	5
1.5 What are SocMon's limitations?	5
CASE STUDY: SOCIOECONOMICS OF SIAN KA'AN BIOSPHERE RESERVE, MEXICO	6
2. WHY SHOULD I DO THIS?	9
2.1 Identifying threats, problems, solutions and opportunities	9
2.2 Determining the importance, value and cultural significance of resources and their uses	9
2.3 Assessing positive and negative impacts of management measures	9
2.4 Assessing how the management body is doing (management effectiveness)	10
2.5 Building stakeholder participation and appropriate education and awareness programs	10
2.6 Verifying and documenting assumptions of socioeconomic conditions in the area, community dynamics and stakeholder perceptions	10
2.7 Establishing baseline household and community profile	10
3. WHAT'S INVOLVED?	11
3.1 Who should do the monitoring?	11
3.2 What's the process for doing the monitoring?	11
3.3 How do I collect the data?	12
3.4 Who should be interviewed for the surveys?	14
3.5 How long should the monitoring take?	14
3.6 How much will the monitoring cost?	15
3.7 How often should the monitoring be done?	15
3.8 Where should the monitoring take place?	15
3.9 What is the audience for the results?	15
3.10 What else should I know?	16
4. WHAT DATA DO I COLLECT?	17
4.1 What are the variables?	17
4.2 Which variables do I use?	24
5. WHAT DO I DO WITH THESE DATA?	25
5.1 Analysis	25
5.2 Communication	25
5.3 Adaptive management	27
APPENDIX A: THE VARIABLES	29
APPENDIX B: KEY INFORMANT INTERVIEWS/SECONDARY SOURCES GUIDE	69
APPENDIX C: SURVEY GUIDE	73
APPENDIX D: KEY INFORMANT INTERVIEWS/SECONDARY SOURCES ANALYSIS SHEET	77
APPENDIX E: SURVEY ANALYSIS SHEET	81

P R E F A C E

SocMon Caribbean and its companion, the *GCRMN Socioeconomic Manual for Coral Reef Management (GCRMN Manual)*, developed from a need for a greater understanding of the human dimension of coastal and marine resource management. The *GCRMN Manual* was released in 2000 at the 8th International Coral Reef Symposium in Bali. *SocMon Caribbean*, and *SocMon Southeast Asia (SocMon SEA)*, which was released in March 2003, were developed to compliment the *GCRMN Manual* by providing a simpler, more structured set of guidelines, which can then be tailored to site needs. The two documents are meant to be used together – *SocMon* for the priority variables to assess, the questions to ask and the tables to analyze the data, and the *GCRMN Manual* for the details of how to do it.

SocMon Caribbean is the product of substantial collaboration among social scientists and coastal managers in the region. In particular the SocMon Caribbean Advisory Board, which is a balance of social scientists and coastal managers, provided significant project direction and technical input. The *SocMon Caribbean* goals of socioeconomic information, variables and overall structure were developed by building on *SocMon SEA* during a mini-workshop held in November 2002 in Tulum, Mexico. Leah Bunce (NOAA/WCPA-Marine) and Bob Pomeroy (University of Connecticut) then developed the ideas into this document. The Board includes: Patrick McConney (Chair, University of West Indies, Barbados), Janice Cumberbatch (University of West Indies, Barbados), Lindsay Garbutt (Friends of Nature, Belize), Vijay Krishnarayan (CANARI, Trinidad and Tobago), Demetrio Martinez (MBRS Project, Belize), Andre Miller (Coastal Zone Management Unit, Barbados), Peter Murray (Organization of Eastern Caribbean States, St. Lucia), Ileana Solares Leal (Sian Ka'an Biosphere Reserve, Mexico) and Manuel Valdes-Pizzini (University of Puerto Rico, Puerto Rico).

The draft of *SocMon Caribbean* was critiqued by an extensive network of reviewers. Particular appreciation goes to the following people for their insightful comments: Murray Rudd, Mike Mascia, Floyd Homer, David Shim, Lyndon Robertson, Kemraj Parsram, Susanna Scott, Leandra Ricketts, Sarah McIntosh, Enriqueta Hawkins Powell, Arthur Potts, Josephine Langley, Rosemary Delaney, Bisessar Chakalall, Kai Wulf, Jon Pugh and the SocMon Caribbean Advisory Board. Special thanks also go to Steve Morrison and Elizabeth Ban of NOAA and Michael James and Sheri Beauregard of The DesignPond, who coordinated and conducted the proofing, layout and printing. Funding for *SocMon Caribbean* was provided by the U.S. National Oceanic and Atmospheric Administration and the Bureau of Oceans and International Environmental and Scientific Affairs of the U.S. Department of State.

SocMon Caribbean is part of a continuing regional program to enhance understanding of communities and their relationship to coastal and marine resources. Coordinated by the University of West Indies, socioeconomic training workshops are planned throughout the region for coastal managers to learn how to use *SocMon*. These workshops will be followed by the development of socioeconomic monitoring programs at participant sites.

SECTION 1: WHAT IS THIS ALL ABOUT?

1.1 WHY SOCMON?

Coastal resource managers realize that coastal resources can no longer be managed from a biophysical focus alone. Community attitudes towards, and uses of, coastal resources have serious implications on the biophysical health of coastal marine systems. The management of coastal resources has equally serious implications for the socioeconomic health of the community. Socioeconomic information is critical for effective coastal management. For example:

- A no-fishing area is proposed in part of a larger fishery to protect a spawning aggregation and threatened habitat. The fishing community is protesting the zoning for fear of losing their livelihoods. Systematically collected information on fishing patterns, number of fishers and fishers' perceptions can help managers accurately determine who will be affected and identify acceptable alternative livelihood options.
- Policy-makers and the public want to know, "Has the marine protected area been effective?" Information on changes in people's perceptions of compliance and enforcement of rules and regulations can indicate success or failure of management activities as well as the acceptability of the marine protected area.
- A major new education program is proposed for a coastal community. By understanding the means of communication in the community (e.g. billboards, television, newspaper), literacy and education levels of the various user groups and their perceptions of threats, the managers can tailor the program to use the most appropriate means of communication and ensure the messages are audience-appropriate.

Clearly, to successfully manage coastal resources, managers must balance sustainable use, resource protection and conservation with their community's need for food security, livelihood and the fair use of resources. It is critical to recognize the close link between how a community uses coastal resources and the socioeconomic context of the community. Understanding this context is essential for assessing, predicting and managing coastal resource use. Socioeconomic information provides an understanding of the social, cultural, economic and political characteristics and conditions of individuals, households, groups, organizations and communities. It can help coastal managers identify potential problems and focus management priorities accordingly.

SocMon is a set of guidelines for establishing a socioeconomic monitoring program at a coastal management site in the Caribbean.



It is important to emphasize that SocMon is not a rigid set of guidelines. The user of SocMon, the socioeconomic monitoring team, is expected to select variables and methods appropriate to its site's needs as discussed in Section 4.2 (see the case study at the end of this section).



1.2 WHAT IS SOCMON?

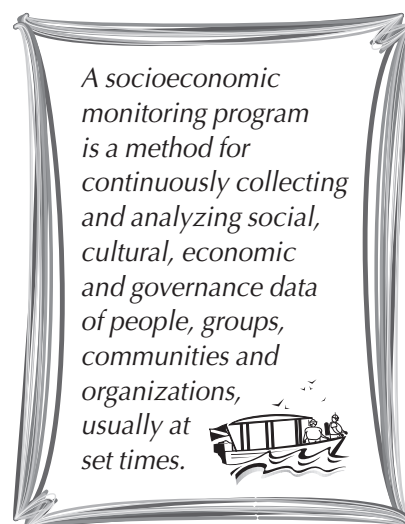
SocMon is a set of guidelines for establishing a socioeconomic monitoring program at a coastal management site in the Caribbean. *SocMon* is most appropriate at the study site level. The guidelines provide a prioritized list of socioeconomic variables useful to coastal managers as well as the questions for data collection and the tables for data analysis. It is expected that the guidelines will be tailored to each site's needs. *SocMon* is a companion to the *GCRMN Socioeconomic Manual for Coral Reef Management (GCRMN Manual)*.

SocMon is intended to:

- Provide a methodology for regularly collecting basic socioeconomic data useful for coastal management at the site level; and
- Provide a basis for a regional system by which site-level data can feed into national, regional and international databases for comparison.

SocMon is also intended to provide insight to managers, many of whom come from biology backgrounds, into what "socioeconomics" means, how socioeconomic information can be useful to their management, and what socioeconomic data might be useful for management at their site.

There are other existing socioeconomic programs in the region, which tend to be site-specific. The user of *SocMon* may have a socioeconomic monitoring program currently in use. Social scientists have been conducting socioeconomic research throughout the Caribbean for decades. *SocMon* is intended to complement these programs by providing a simple, standardized set of guidelines for the region.

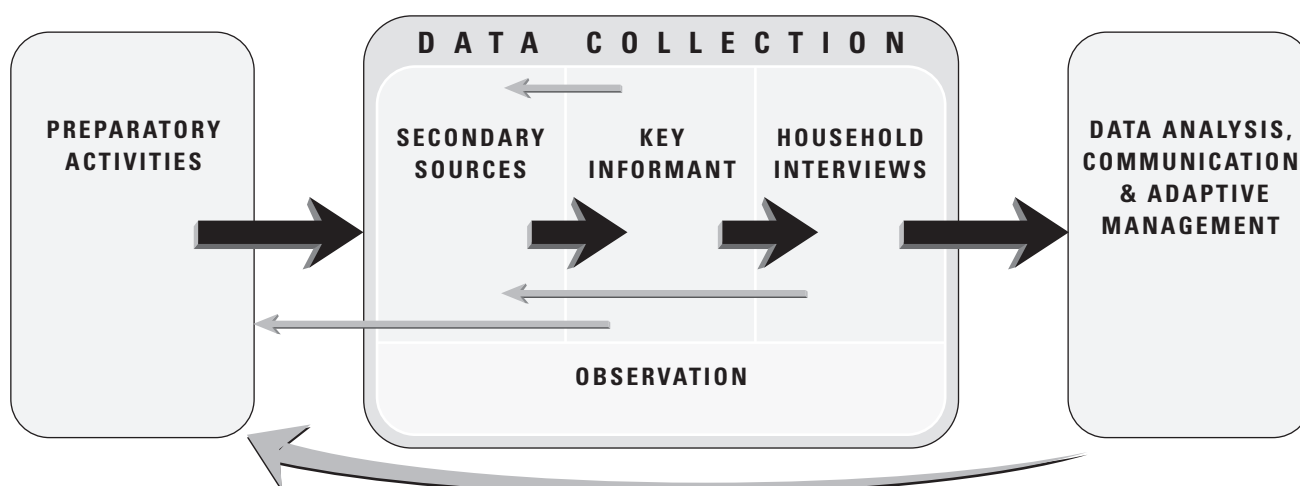


1.3 HOW DOES SOCMON WORK?

A socioeconomic monitoring program, as explained in this document and in the *GCRMN Manual*, includes six key phases: 1) preparatory activities (*GCRMN Manual, Chapter 1*), including identifying goals of the socioeconomic monitoring, selecting the relevant variables, defining the process to conduct the socioeconomic monitoring, identifying and consulting with stakeholders, and identifying the monitoring team; 2) data collection through secondary sources (see *Chapter 2*); 3) data collection through key informants (see *Chapter 3*); 4) data collection through surveys (see *Chapter 3*); 5) data collection through observation (see *Chapter 3*); and 6) data analysis, communication and adaptive management (see *Chapter 4*). This is an iterative process, so the results of the phases will likely affect earlier decisions and may require repeating previous steps. This will require flexibility and adaptability.

The *SocMon* variables (see *Section 4* and *Appendix A*) are presented based on the means of data collection: secondary sources, key informants and surveys. They were divided this way to correlate with the two types of interview guides: one for secondary sources and key informants, the other for surveys. The variables are also categorized according to whether they are of primary or secondary importance to collect (see *Section 4.2.2*).

It is important to emphasize that *SocMon* is not a rigid set of guidelines. The user of *SocMon*, the socioeconomic monitoring team, is expected to select variables (add to, and delete from, the variables prioritized in *SocMon*) and methods appropriate to its site's needs as discussed in *Section 4.2*.



1.4 WHO IS SOCMON FOR?

The target audience for *SocMon* is coastal managers, including the staff managing coastal areas, local government authorities, non-governmental organizations and local people (e.g. community organizations, fisheries associations). Secondary audiences include academics and international and regional organizations..

1.5 WHAT ARE SOCMON'S LIMITATIONS?

SocMon is a basic set of guidelines. It does not cover all the possible variables for socioeconomic monitoring (e.g. it does not specifically discuss gender or economic performance). It was designed to be a minimum set of prioritized variables from which to work and was designed as a companion to the *GCRMN Manual*, which does provide detail on the full range of variables possible for a socioeconomic assessment. It is therefore expected that the team will consult the *GCRMN Manual* (particularly *Appendix A: Socioeconomic Parameters*) if it decides to go beyond the variables prioritized for *SocMon*.

SocMon also does not provide detail on how to collect data (e.g. how to conduct an interview). This information is provided in the *GCRMN Manual*, which includes comprehensive explanations of how to conduct socioeconomic data collection, including interviews, observations and secondary data collection (see *Chapter 3: Field Data Collection*). It is therefore suggested that the reader use both documents – *SocMon* for the priority variables to assess, the questions to ask and the tables to analyze the data, and the *GCRMN Manual* for how to do it.

Finally, socioeconomic monitoring based on *SocMon* will not provide answers to all questions that are important for coastal management. However, it will provide coastal managers with a better understanding of the current situation in the community and what to expect in the future.



CASE STUDY: *Socioeconomics of Sian Ka'an Biosphere Reserve, Mexico*¹

ILEANA SOLARES-LEAL & OSCAR ALVAREZ-GIL²

Located at the tip of a tiny peninsula just north of Ascension Bay in the coastal zone of Sian Ka'an Biosphere Reserve (SKBR), Mexico, the Javier Rojo Gomez Colony of Fishers, better known as Punta Allen, is a lobster fishing community established in 1970 by fishers who founded the Vigia Chico Cooperative in 1968. The last ten years have witnessed a rapid change in the economy and social dynamics of the community as tourism has grown in the community.

A socioeconomic assessment was conducted in Punta Allen to: 1) identify and understand the socioeconomic conditions of Punta Allen and relate them to natural resource uses and conditions; 2) identify threats, problems, solutions and opportunities for coastal resource management, and to determine the impacts of SKBR management strategies in the socioeconomic conditions of the stakeholders; and 3) establish baseline data for monitoring socioeconomic impacts of development activities, changes in stakeholder perceptions on the value and cultural significance of resources and their uses, and on SKBR management strategies.



To achieve these objectives, the recommendations of the *Socioeconomic Manual for Coral Reef Managers* (Bunce et al, 2000) were followed. In addition, a list of variables from the *Socioeconomic Monitoring Guidelines for Coastal Managers* in the Caribbean (Bunce and Pomeroy, 2003) was chosen. The assessment team was composed of a project leader (a biologist working for the International Coral Reef Action Network [ICRAN]-SKBR project), and two volunteers who assisted in surveys. The following table summarizes the data collection process:

Data Collection Phase	Time	Variables or Goals	What Was Done
Secondary data assessment	Two months before fieldwork, continued throughout all the field data collection phase	All K variables, except 4, 17, 23 and 28	Interviews with representatives from government agencies, universities, non-governmental organizations, private sector and research institutions, as well as an extensive literature review of papers, reports, files, etc.
Reconnaissance survey	Three days	Introduction with authorities and key representatives of formal organizations	Introductory and informal interviews were done with representatives of the local government and presidents of the fishers and tourist cooperatives.
Rapid assessment	2 weeks	Overall perspective on all selected variables	17 semi-structured interviews including: local government representative, presidents of fishers and tourist cooperatives, teachers, nurses, doctors, representatives of services offices; observations.
Census	3 weeks	S1 to 8, 10 to 13	A census form was developed and applied to all households of the community.
Survey of stakeholder perceptions.	2 weeks	S16 to 18, 21, 23 to 27	A questionnaire form was developed and tested in the field; then it was applied to a random sample of 53 inhabitants representing 24% of the total productive population (221 men and women) of the community, most of them fishers, tour operators and tour guides. In addition, semi-structured interviews, informal communications and observations were used to enrich the results obtained with the questionnaire, and to compare these results with opinions of key informants interviewed during the fieldwork. A database was specifically designed, using a coding sheet.

¹ This study was carried out with the financial support of the United Nations Environment Programme (UNEP) through its Regional Caribbean Unit (RCU) sub-programme "Conservation and Sustainable Use of Major Ecosystems in the Wider Caribbean", which is part of the Regional Programme on Specially Protected Areas and Wildlife (SPA), established in the MT/1010-01-03 Project: International Coral Reef Action Network (ICRAN); and the National Commission on Natural Protected Areas of Mexico (CONANP).

² Sian Ka'an Biosphere Reserve (SKBR), Kukulkan Blvd. Km 4.8, Hotel Zone Cancún, Q.Roo. México.
e-mail: isolares@conanp.gob.mx fax: (52) 998-849-7554



The data analysis involved synthesizing the results, generating tables and figures, and calculating descriptive statistics. A written report (currently in review) was prepared and given to the SKBR Management Body. The report provides information on the factors that have influenced the changes affecting social and economic aspects of the community, and how the inhabitants have adapted to those changes. It also provides information on the people's perspective on conservation and how the management of the SKBR has affected their lives, as well as information on management efforts made by SKBR staff to secure the development of sustainable activities in the community. A list of recommendations and further research is also included in the report.

Some interesting conclusions and lessons learned from this study are:

- The Fishers Cooperative has achieved improvements in community basic services and facilities, and it has played a leading role in regulating demographic growth. It is important to determine how the increasing tourist rates may impact the availability and quality of these services (e.g. water, power, waste management, etc.) to develop a detailed program that secures the sustainability of these activities.
- The lobster fishery is still the most important economic activity in terms of income generation, but tourism has become the first in employment-generating activity. Further research is needed in the economic aspects (supply, demand, market structure, market prices, etc.) of both activities.
- Last season's lobster catches showed an important increase. It is important to research if the spiny lobster (*Panulirus argus*) production over the long-term is decreasing, increasing or stable, as well as the possible causes of that behavior, in order to develop new management strategies.
- Increasing demand for tourism activities in Punta Allen is minimized by the bad conditions of the road that connects it with Tulum.
- Tourism development in the community has caused some of the following changes:
 - Fishers have optimized their time and increased their income.
 - Women are playing an important role in income generating activities and politics in the community. This has impacted the economy of the community and has modified the traditional family structure.
 - Many old fishers are members of tourism cooperatives and still belong to the fishers' cooperative (their sons catch the lobsters); they are not only receiving an economic benefit from the lobsters captured in their *campos*, but also by the tours conducted in their boats.
 - Most young people studying outside the community do not show interest in lobster catching because they have improved their skills in English, administration and accounting, and they want to be involved in less demanding and more lucrative activities.

This study provided information needed to identify failures, successes and challenges for future management. These baseline data will be used for the establishment of a socioeconomic monitoring program in the Reserve that will be one of the most relevant components of the new Management Plan of the Reserve. The SKBR staff are assessing the effectiveness of the Management Plan's strategies in light of this socioeconomic information. The main goal of this process is to adapt from past experiences and consider future threats for the establishment of a new marine reserve that secures a solid base for future management work inside the Biosphere Reserve. As this process takes place, SKBR has been developing new management tools to respond to problems of and future threats to the Reserve's natural and cultural resources.

SECTION 2: WHY SHOULD I DO THIS?

Socioeconomic information can be used by coastal managers for a number of goals. It is important for the coastal manager and socioeconomic monitoring team to determine the relevant goals for their monitoring so that they can select the appropriate variables for data collection. *Section 4*, where the variables are introduced and the process of selecting variables is discussed, includes a table noting which variables are important to collect for each goal.

2.1 IDENTIFYING THREATS, PROBLEMS, SOLUTIONS AND OPPORTUNITIES

When collected as part of an ongoing monitoring program, rather than a one-time assessment, socioeconomic information can be used to identify trends and changes in community and household demographic and economic characteristics, coastal activities, and people's perceptions about coastal and community issues. These can be used to identify threats, problems, solutions and opportunities for coastal resource management. For example, an increase in in-migration of people to the area can indicate potential threats from increased fishing effort and land use development, such as cutting of mangroves.

2.2 DETERMINING THE IMPORTANCE, VALUE AND CULTURAL SIGNIFICANCE OF RESOURCES AND THEIR USES

Socioeconomic information can be used to demonstrate the importance and value of coastal resources and services, such as coral reefs and cultural traditions, to the general public, stakeholders groups and decision-makers, which can help generate greater support for coastal resource management programs. For example, an understanding of the value of coral reefs can be used to evaluate the benefits and costs of alternative development, management and conservation scenarios (e.g. a decision to allow diving in an area may be based on the expected occupations and income to the community from tourism activities).

2.3 ASSESSING POSITIVE AND NEGATIVE IMPACTS OF MANAGEMENT MEASURES

Socioeconomic information can be used to determine the impacts of management decisions on the stakeholders, which can help improve policy decisions to minimize negative impacts and maximize positive impacts to stakeholders. For example, a policy to restrict a certain type of fishing gear may affect occupational structure in the community and the market value of fish. By documenting the changes in occupational structure and market value before and after the policy is implemented, the managers can better determine the effects of the policy. Similarly, managers can use socioeconomic information to predict the effects of alternative policies on the community. For example, by knowing the number of people fishing various areas, managers can predict how many fishers will be displaced by a proposed no-fishing zone.

These goals are generic to the region. The coastal manager and monitoring team need to tailor these goals to the needs at their site.



"Stakeholder" refers to people who make direct use of the coastal resources as well as people whose actions may affect the coastal resources.



2.4 ASSESSING HOW THE MANAGEMENT BODY IS DOING (MANAGEMENT EFFECTIVENESS)

Socioeconomic information can be used to measure the effectiveness of coastal resource management programs in achieving their goals and objectives. For example, if a goal of the coastal resource management program is to improve the participation of local stakeholders in the management process, in order for the management body to be judged effective, there should be improvements in people's perceptions of participation in coastal resource management decision-making.

Socioeconomic monitoring can allow for the improvement of coastal resource management through learning and adaptation and identifying specific issues influencing the success of the coastal resource management program in achieving its goals and objectives. For example, changes in people's perceptions of compliance and enforcement of rules and regulations, can indicate success or failure of the management activities and the possible need for a change in enforcement activities.

2.5 BUILDING STAKEHOLDER PARTICIPATION AND APPROPRIATE EDUCATION AND AWARENESS PROGRAMS

Socioeconomic information can be used to guide the incorporation of stakeholder group participation, concerns and interests into the management process. It can also be used to plan and direct education and awareness programs for coastal resource management. For example, the identification of community and stakeholder organizations in the area can assist coastal managers in ensuring that critical stakeholders have opportunities to participate in the coastal resource management process.

2.6 VERIFYING AND DOCUMENTING ASSUMPTIONS OF SOCIOECONOMIC CONDITIONS IN THE AREA, COMMUNITY DYNAMICS AND STAKEHOLDER PERCEPTIONS

Socioeconomic data collection and analysis are important to scientifically verify and document the community conditions. With any natural resource management program, there are often widely held perceptions of the local conditions. For example, it may be generally agreed that the health of the mangroves is in decline. Managers need scientific data to prove and document this perspective. Without scientific proof, the statement is only an hypothesis. Verification and documentation of people's perspectives is equally important for socioeconomic conditions since they are easily biased by people's concerns and values. By having an objective, systematic study conducted, the manager can determine the true local socioeconomic conditions, including resource use, community dynamics and stakeholder perceptions.

2.7 ESTABLISHING BASELINE HOUSEHOLD AND COMMUNITY PROFILE

Socioeconomic information collected at the start of a coastal resource management program can help the manager understand the community and households, and establish baseline conditions for future comparison. This baseline information can be especially useful in adaptive management. As the goals and activities of the program change, the manager can compare current conditions with the baseline to identify causes of changes as well as effects of change. For example, if "support local traditions" was not one of the original goals of a coastal management program, then the status of local traditions may not have been monitored over time. However, by having a baseline set of information on local traditions, managers can refer to this initial set of information to assess how conditions have changed over time.

SECTION 3: WHAT'S INVOLVED?

3.1 WHO SHOULD DO THE MONITORING?

The socioeconomic monitoring can be undertaken by an individual, but ideally the socioeconomic monitoring will be conducted by a monitoring team led by someone from the coastal management staff (e.g. monitoring coordinator from marine protected area authority, education officer from environmental organization) with a background in one of the social sciences (i.e. sociology, anthropology, economics, political science, psychology, or geography). The involvement of a staff member in the socioeconomic monitoring is important for establishing long-term consistency and ensuring that the coastal management staff has access to the data for use in improving coastal management.

The team leader is responsible for planning the monitoring; collecting, analyzing and presenting the data; and ensuring the program continues over the long-term. The rest of the monitoring team assists with the data collection, particularly the interviews, analysis, report writing and presentations.

Ideally the team members should have a background in one of the social sciences. It would also be ideal if the team members were trained and experienced in conducting interviews in the area. Whether they have a social science background or not, it is important that the team members have good interpersonal skills, are motivated and analytical, and are interested in the project. Since most coastal management program staff have natural science degrees, *SocMon* was written assuming the team members have limited socioeconomic knowledge, but at least a high school level education.

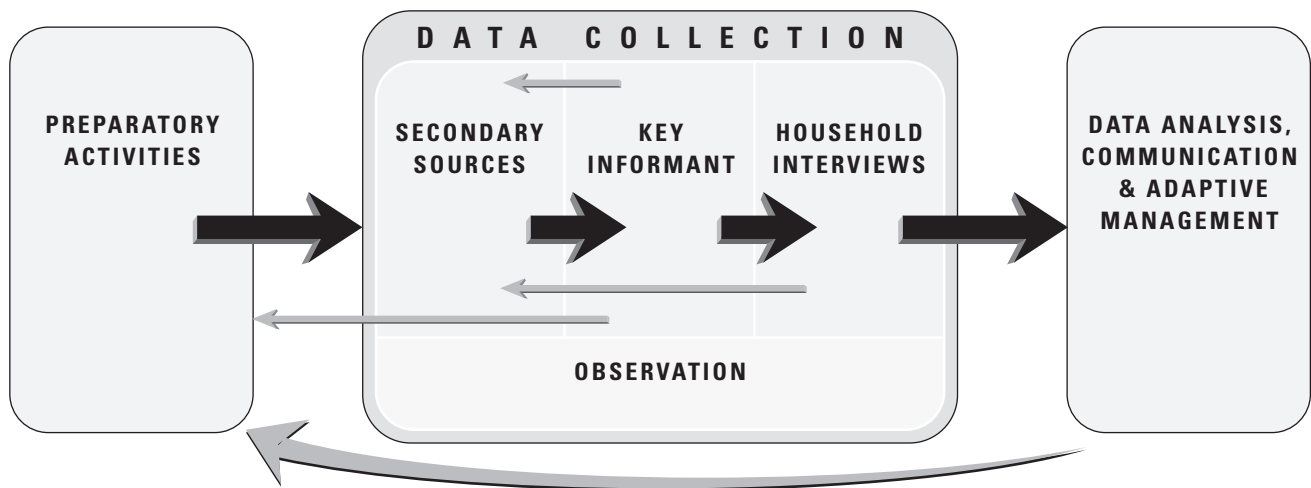
If the leader and/or members have limited socioeconomic expertise, it is particularly important that they review the *GCRMN Manual*, which provides a comprehensive review of how to conduct socioeconomic assessments. The *GCRMN Manual, Chapter 1: Preparatory Activities, Identify the assessment team* also provides tips on developing the team.

If there isn't a trained social scientist on the team, the socioeconomic monitoring can still be conducted. There are resources, including the *GCRMN Manual*, available for skill development (also see *GCRMN Manual, References* for additional sources). Experts from academic or research institutions can be consulted for guidance. As stated above, motivation and interest are the most critical characteristics of team members.

3.2 WHAT'S THE PROCESS FOR DOING THE MONITORING?

As noted in *Section 1.3*, there are generally six steps in conducting the socioeconomic monitoring, including:

1. Preparatory activities, including identifying goals of the socioeconomic monitoring, selecting the relevant variables, defining the process to conduct the socioeconomic monitoring, identifying and consulting with stakeholders, and identifying the monitoring team
2. Data collection through secondary sources
3. Data collection through key informants
4. Data collection through surveys
5. Data collection through observation
6. Data analysis, communication and adaptive management



This is an iterative process that needs to be repeated over time to update and add new data and information. It is also a process that must be flexible as the steps involved in the actual socioeconomic monitoring do not always follow this process directly and often need to be repeated. New information may create new requirements, so the team should review progress and change plans to fit the new conditions, including modifying the list of variables for data collection and analysis.

3.3 HOW DO I COLLECT THE DATA?

The variables presented in *SocMon* are divided into four main methods of data collection:

1. secondary sources
2. key informant interviews
3. surveys
4. observation

Generally, data should be collected from secondary sources first, followed by key informant interviews. If data collected on the key informant and secondary sources variables are sufficient to meet the team's goals, then there is no need to conduct surveys. However, in most cases a survey will be conducted to obtain more specific data about individuals and households in the study area (see *Tables 4.1* and *4.2* for lists of variables for key informant interviews/secondary sources data collection and for surveys, respectively). Observation is ongoing while in the community. These methods are discussed in detail in the *GCRMN Manual, Chapter 3: Field Data Collection*.

3.3.1 SECONDARY SOURCES

The monitoring team should start by conducting a thorough assessment of all relevant secondary data on the identified variables. Secondary data are those that have already been collected, analyzed and published in various forms, including:

- official and unofficial documents
- statistical reports

The team should follow the following guiding principles throughout the data collection:

- *respect the stakeholders and community, such as work schedules, local customs, and religion*
- *recognize informant biases*
- *address gender issues*
- *reach less accessible areas*
- *address language differences (e.g. have interpreters)*
- *take detailed notes*

These and other guiding principles for field data collection are more fully discussed in the GCRMN Manual, Chapter 3: Field Data Collection.



- reports of previous assessments and surveys
- research reports
- documentation of previous or ongoing projects, including monitoring and evaluation reports
- maps
- aerial photographs and satellite images
- historical documents and accounts
- Web sites on the Internet

The assessment of secondary data involves compiling, evaluating and reviewing the data related to the variables.

3.3.2 KEY INFORMANT INTERVIEWS

Key informants are individuals who, because of their position, experience and/or knowledge can provide insight and information into the larger population and/or a particular group. For example, a community leader can provide insight into the entire community, the president of the fishermen's association can provide insight into fishermen's activities and the minister of the local church can provide insight into Christians' perceptions in the community. Key informants can therefore provide common knowledge, shared knowledge and specialized knowledge. Because it is often not possible to speak with everyone in the study area, these individuals with experience and knowledge are often sought. They are often used when the team does not need to know the perspective at the individual level. For example, the team does not need to interview community members to determine whether there is a fisheries management plan; instead, the team can ask the Fisheries Office Director. Most of the variables collected using key informants address basic facts (e.g. demographics of the community, existence of a formal management body). It is important to interview several key informants to gain a breadth of perspective. A rule of thumb to determine when enough key informants have been interviewed regarding a particular variable is when the answers to the same questions become repetitive. For example, if the team is asking about the types of activities in the study area and the informants are all noting the same activities, then the team can stop interviewing about this variable.

3.3.3 SURVEYS

The *SocMon* surveys involve questionnaires with highly structured, close-ended questions. The questionnaire has specific questions with limited answers (e.g. multiple choice, yes/no) resulting in quantitative data that can be analyzed statistically. Surveys are important for understanding households and individuals' perspectives. For example, if the team wants to understand what people think about coastal management practices, then it needs to ask a spectrum of people. Most of the variables studied through surveys address perceptions (e.g. non-market and non-use values, perceived community problems). The surveys have the advantage that they do not need a highly trained person to administer the questionnaire, are relatively easy to administer, and require little time compared to key informant interviews. However, the surveys have disadvantages in that it is difficult to determine if the respondents are providing information they think the interviewer wants to hear and it is difficult to ask questions about sensitive issues such as income. The interviewers are also limited in the questions they can ask.

The *SocMon* survey guide (*Appendix C*) is structured with the intention that the respondent speak on behalf of his or her household. The results, therefore, will be at the household level. However, if the team is interested in the individual level, they can modify the questions to ask about the individual perspective. For example, for the variable *household activities* (S10), the respondent could be asked to identify all *his or her* uses of coastal and marine resources (not uses by household members).

To obtain more depth on some of the variables, it may be useful to include some open-ended semi-structured questions. These questions may be added directly into the interview guides. To develop these questions, it may be useful to consider "who, what, when, how and why." For example, the variable *enforcement* (S20) asks to what extent rules and regulations are enforced. Follow-up semi-structured questions could include: "Who does the enforcement?" and "Why aren't rules and regulations fully enforced?" (see *GCRMN Manual, Chapter 3, Semi-structured Interviews*).

3.3.4 OBSERVATION

In some cases data can be collected through observation. Observations are qualitative and sometimes quantitative descriptions of what the team member sees, and are obtained by attentively watching and recording the surroundings. For example, a team member may collect information on material style of life by observing a respondent's house and noting roof, wall, floor and window construction materials. Observation is a useful method because the team can learn first-hand information about complex activities, such as fishing patterns. Much of the behavior involved in these activities is learned non-verbally by observing and doing, therefore, it is difficult to describe e.g. it is difficult for fishers to describe all they do at sea. Observations are conducted throughout the field data collection although observations at the start of data collection are particularly useful to prepare interview and survey questions. Opportunities for observation often arise during surveys and interviews.

3.4 WHO SHOULD BE INTERVIEWED FOR THE SURVEYS?

The monitoring team should develop its own sampling approach to determine who to interview for the surveys. The *GCRMN Manual, Appendix B: Sampling Approaches* provides a comprehensive explanation of how to select the appropriate number of people to interview and how to identify the people to interview (both randomly and non-randomly). The selection of survey respondents will depend on the goal of the socioeconomic monitoring. For example, if the goal is to understand fishing, then a sample of fishermen would be surveyed. If the goal is to understand general community perceptions about coastal issues, then a sample of households would be surveyed. The team might also discuss plans for sampling and sample size with the statisticians at the central statistical office or nearby university.

An important decision is whether to interview a random or non-random sample of people. This decision will depend on whether the results need to be statistically representative of the community. If they do, then it is important to collect a statistically representative sample of people through random sampling (see the *GCRMN Manual, Appendix B: Sampling Approaches*, p. 233, for a sampling table). In cases where the team does not need a statistically representative sample of the population, then smaller sample sizes may be used. Although not statistically representative of the entire population, the results will provide a useful understanding of the population. In these cases, the following sample sizes are suggested:

Population	Sample Sizes
100	25
200	40
300	60
400	70
500	80
1000	100

For non-random sampling, it is important to sample from the different types of stakeholder groups to ensure the breadth of perspectives are assessed. The information collected from the secondary sources and key informant interviews can be useful for ensuring the breadth of people in the community are interviewed. The secondary and key informant data will include information on the different types of stakeholders in the community as well as distribution of basic demographics, including age, gender, education, ethnicity and religion. The team needs to interview people in approximately the same proportions from these groups. For example, if there are 30% Catholics, 40% Baptists and 30% Evangelicals in a community, then the team needs to conduct interviews with approximately these same percentages of people.

3.5 HOW LONG SHOULD THE MONITORING TAKE?

The time it will take to conduct each socioeconomic assessment will vary depending on the situation, including the size of the community, skills and resources of the team, size of the team and number of variables selected. The first time will generally take the longest, since the process is new and the list of variables may be longer than those selected for future monitoring. Overall, it is generally estimated it will take between 3 and 6 weeks (17 to 30 actual working days) to conduct the monitoring as follows:

Preparatory activities: 3 - 5 days

Data collection through secondary sources: 3 - 5 days

Data collection through key informants: 3 - 5 days

Data collection through surveys: 5 - 10 days

Data analysis, report writing, presentations and consultations: 3 - 5 days

These actual working days may be spread out over a longer period, as each activity may not follow directly after the other.

3.6 HOW MUCH WILL THE MONITORING COST?

The budget will also vary depending on site needs, existing resources and local costs. Generally it is expected that the budget items will include, but not be limited to:

- transportation to government offices for collection of secondary data
- salary for 3-4 interviewers
- pen, paper, notepads, other office supplies
- maps, nautical charts
- transportation to study area (car, boat)
- photocopying
- computer with basic word processing software
- optional: camera, binoculars, tape recorder, video camera, Geographic Position System

3.7 HOW OFTEN SHOULD THE MONITORING BE DONE?

Typically a socioeconomic monitoring program begins with a baseline socioeconomic assessment using the full range of variables, which provides a foundation of data for future reference. The subsequent monitoring efforts may involve a shorter list of variables than the baseline monitoring, as some variables should be collected on a more frequent basis than others. *Tables 4.1 and 4.2 in Section 4*, where the variables are introduced, give suggested frequency of data collection for each variable that ranges from a minimum of every 2 to 5 years. The team will need to determine the most appropriate frequency depending on the situation and data needs for its site. For example, in areas where there is a high rate of demographic and economic change, the data may need to be collected on a more frequent basis to assess trends, while in more stable communities, the data may not need to be collected as frequently.

3.8 WHERE SHOULD THE MONITORING TAKE PLACE?

The data collection will generally take place in two places:

- Outside of the study area – the secondary source data is typically located in government, academic, research, non-government organization and other offices, which are usually outside of the study area.
- Inside the study area – the surveys, observations and majority of key informant interviews will be conducted in the study area.

3.9 WHAT IS THE AUDIENCE FOR THE RESULTS?

Before undertaking the socioeconomic monitoring effort, it is important to identify the audience for the results. By understanding the target audience for the socioeconomic information, the process and results can be oriented in such a way as to effectively generate and communicate results.

In determining the audience, it is important to consider who will be affected by the results, both positively and negatively. Who is affected may depend upon the goals of socioeconomic information as discussed in *Section 2*. For example, if the purpose of the monitoring is to assess the management body's performance, then the management body will be the audience as well as anyone else who is interested in its effectiveness, such as the agency overseeing the management body (e.g. National Parks Trust), the general public and particular stakeholder groups (e.g. fishermen, tourism operators).

It is also important to consider who can take action related to the results. For example, if the goal is to build stakeholder participation, then the stakeholders are an important part of the audience.

Finally, it is important to consider who needs to be kept informed of coastal management activities and the related socioeconomic conditions. In some cases this may be the entire community, in other cases particular government agencies or advisory boards.

3.10 WHAT ELSE SHOULD I KNOW?

It is important to identify any development projects or studies that have been conducted recently that may have included a socioeconomic assessment. The process and resulting information should be reviewed as data for comparison and before starting *SocMon* data collection to prevent duplication. If there are any on-going activities in the area conducting a socioeconomic analysis, it is important to determine if the analysis is relevant to the *SocMon* monitoring and attempt to integrate or merge the activities. This is particularly important to minimize intrusion into communities. It is not uncommon for community members to get interview fatigue from being interviewed too much.

As noted in *Section 1*, this document is designed to be used in conjunction with the *GCRMN Manual*. It is particularly important to review *Chapter 1: Preparatory Activities* and *Chapter 2: Reconnaissance and Planning* before starting the data collection. *Chapter 3: Field Data Collection* is also critical for understanding how to conduct interviews.

Finally, it is important for the monitoring program to use consistent methods to allow valid comparisons of results over time.

SECTION 4: WHAT DATA DO I COLLECT?

4.1 WHAT ARE THE VARIABLES?

SocMon is focused on 60 socioeconomic variables, which are presented according to the means of data collection: key informant interviews/secondary sources (Table 4.1) and surveys (Table 4.2). Appendix A provides detailed information on each of the variables, including what it is, how to collect it, how to analyze it, and how the resulting information can be useful to managers. For more extensive descriptions of these variables and how to conduct interviews see the *GCRMN Manual*, Appendix A: Socioeconomic Parameters and Chapter 3: Field Data Collection, Semi-structured interviews.

A few of the variables, such as age, gender and education, are collected through key informants/secondary sources as well as through surveys. This is done to cross-check the results and also because the two sets of data complement each other. The key informant/secondary source data provide community-level, aggregate information useful for assessing changes and trends over time; whereas, the survey data provide more precise information on the households and individuals in the study area. For example, the community-level information on occupation and demographics provides an overall understanding of the percentage of the community that is employed in each occupation and what percentage of the community is in which age group, level of education, etc. In contrast, survey information on occupation and demographics can be used to determine the ethnicity of stakeholders, such as fishers and tour guides.

For the survey variables it should be noted that the first half of the variables ask about the respondent's household demographics and coastal and marine activities while the second half ask about the respondent's individual perceptions. This is done to gain as much information as possible about the community from the respondent while

To set the context for the data collection, the team first needs to develop an understanding of the study area (K1), population (K2), number of households (K3), activities (K14) and stakeholders (K23). These variables may be more fully assessed during the interviews; however, in order to determine where to conduct the study and how many people to interview, these four variables need to be at least preliminarily determined.



For the first assessment, the team may need to collect data on more variables than for the subsequent monitoring. Typically a baseline assessment is conducted using a full range of variables that provides a foundation of data for future reference. The subsequent monitoring may involve a shorter list of variables than the baseline monitoring since some variables should be collected more frequently than others. See Tables 4.1 and 4.2 on the following pages as a reference for when to collect data on which variables.



Observation is not specifically noted for any of the variables because it is important for all of them. The monitoring team is expected to use observation as a preliminary means of gaining an understanding of the study area and as a cross-check on the data collected through the secondary sources, key informant interviews and surveys.



realizing that the respondent can only accurately speak regarding his or her perceptions, not those of the other household members.

Tables 4.1 and 4.2 list the variables according to category and means of data collection. The tables note particularly useful aspects of each variable, including the main means of data collection, minimal frequency of data collection and general importance of data collection.

TABLE 4.1 KEY INFORMANT INTERVIEWS/SECONDARY SOURCES VARIABLES

Key Informant Interviews/ Secondary Sources (K)		Main means of data collection (secondary sources, key informants or both)	Minimal frequency of data collection (years)	General importance of data collection (high or medium)
Community-level demographics				
K1.	Study area	Secondary sources	5	Medium
K2.	Population	Secondary sources	5	High
K3.	Number of households	Secondary sources	5	High
K4.	Migration rate	Both	5	Medium
K5.	Age	Secondary sources	5	Medium
K6.	Gender	Secondary sources	5	Medium
K7.	Education	Secondary sources	5	Medium
K8.	Literacy	Both	5	Medium
K9.	Ethnicity	Secondary sources	5	Medium
K10.	Religion	Secondary sources	5	Medium
K11.	Language	Secondary sources	5	Medium
K12.	Occupation	Secondary sources	3	High
Community infrastructure and business development				
K13.	Community infrastructure and business development	Secondary sources	5	Medium
Coastal and marine activities				
K14.	Activities	Both	2	High
K15.	Goods and services	Both	2	High
K16.	Types of use	Both	2	High
K17.	Value of goods and services	Both	2	High
K18.	Goods and services market orientation	Both	2	High
K19.	Use patterns	Both	2	High
K20.	Levels and types of impact	Both	2	High
K21.	Level of use by outsiders	Both	2	High
K22.	Household use	Both	2	High
K23.	Stakeholders	Key informants	3	High
K24.	Tourist profile	Secondary sources	3	Medium
Governance				
K25.	Management body	Both	3	Medium
K26.	Management plan	Both	3	Medium
K27.	Enabling legislation	Both	3	Medium
K28.	Management resources	Both	3	Medium
K29.	Formal tenure and rules	Both	3	Medium
K30.	Informal tenure and rules, customs and traditions	Both	3	Medium
K31.	Stakeholder participation	Both	3	Medium
K32.	Community and stakeholder organizations	Both	3	Medium

TABLE 4.2 SURVEY VARIABLES

Surveys (S)		Minimal frequency of data collection in years	General importance of data collection (high or medium)
Household demographics			
S1.	Age	5	Medium
S2.	Gender	5	Medium
S3.	Ethnicity	5	Medium
S4.	Education	5	Medium
S5.	Religion	5	Medium
S6.	Language	5	Medium
S7.	Occupation	5	Medium
S8.	Household size	5	Medium
S9.	Household income	3	High
Coastal and marine activities			
S10.	Household activities	2	Medium
S11.	Household goods and services	2	Medium
S12.	Types of household uses	2	Medium
S13.	Household market orientation	2	Medium
S14.	Household uses	2	Medium
Attitudes and perceptions			
S15.	Non-market and non-use values	3	Medium
S16.	Perceptions of resource conditions	3	High
S17.	Perceived threats	3	High
S18.	Awareness of rules and regulations	3	Medium
S19.	Compliance	3	High
S20.	Enforcement	3	High
S21.	Participation in decision-making	3	High
S22.	Membership in stakeholder organizations	3	Medium
S23.	Perceived coastal management problems	3	High
S24.	Perceived coastal management solutions	3	Medium
S25.	Perceived community problems	3	Medium
S26.	Successes in coastal management	3	Medium
S27.	Challenges in coastal management	3	Medium
Material style of life			
S28.	Material style of life	3	Medium

TABLE 4.3 GOALS OF SOCIOECONOMIC MONITORING AND RELEVANT VARIABLES

	KEY INFORMANT INTERVIEWS/SECONDARY SOURCES VARIABLES												
	Community-level demographics												Community infrastructure and business development
	Study area	Population	Number of households	Migration rate	Age	Gender	Education	Literacy	Ethnicity	Religion	Language	Occupation	Community infrastructure and business development
G O A L S	K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	K12	K13
Identifying threats, problems, solutions and opportunities													
Threats	●	●	●	●								●	●
Problems													●
Solutions and Opportunities													
Determining the importance, value and cultural significance of resources and their uses													
Importance/Value												●	
Cultural Significance													
Assessing positive and negative impacts of management measures													
Livelihood		●					●	●	●	●		●	●
Marketing and Production													
Food Security													
Attitudes and Perceptions													
Coastal Activities												●	
Governance													
Assessing how the management body is doing													
Management Effectiveness													
Building stakeholder participation and appropriate education and awareness programs													
Stakeholder Participation		●			●	●	●	●	●	●	●	●	
Awareness Program				●									●
Verifying and documenting assumptions of socioeconomic conditions in the area, community dynamics and stakeholder perceptions	●	●	●	●	●	●	●	●	●	●	●	●	●
Establishing baseline household and community profile	●	●	●	●	●	●	●	●	●	●	●	●	●

SECTION 4: WHAT DATA DO I COLLECT?

TABLE 4.3 GOALS OF SOCIOECONOMIC MONITORING AND RELEVANT VARIABLES (CONTINUED)

	SURVEY VARIABLES													
	Household demographics									Coastal and marine activities				
	Age	Gender	Ethnicity	Education	Religion	Language	Occupation	Household size	Household income	Household activities	Household goods and services	Types of household uses	Household market orientation	Household uses
G O A L S	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14
Identifying threats, problems, solutions and opportunities														
Threats														
Problems														
Solutions and Opportunities														
Determining the importance, value and cultural significance of resources and their uses														
Importance/Value														
Cultural Significance														
Assessing positive and negative impacts of management measures														
Livelihood														
Marketing and Production														
Food Security														
Attitudes and Perceptions														
Coastal Activities														
Governance														
Assessing how the management body is doing														
Management Effectiveness														
Building stakeholder participation and appropriate education and awareness programs														
Stakeholder Participation														
Awareness Program														
Verifying and documenting assumptions of socioeconomic conditions in the area, community dynamics and stakeholder perceptions														
Establishing baseline household and community profile														

TABLE 4.3 GOALS OF SOCIOECONOMIC MONITORING AND RELEVANT VARIABLES (CONTINUED)

[illegible]

4.2 WHICH VARIABLES DO I USE?

If it is not possible to assess all of the variables in *SocMon*, then it is recommended that the monitoring team prioritize variables based on the following considerations:

4.2.1 GOALS OF THE SOCIOECONOMIC INFORMATION

Most important, the team needs to clarify why the data is being collected, and specifically how it will be used once collected. For example, if the team is most concerned about identifying threats, then it might focus on the variables listed for identifying threats. *Section 2* discusses the various goals of collecting socioeconomic information. The variables prioritized for data collection in *SocMon* were selected because they address these goals. *Table 4.3* notes which variables are relevant to which goals so that the team can easily identify which variables are relevant to its needs. A discussion of how the variables can be used to understand each of these goals is provided in the *How the information can be useful to managers* section of each variable in *Appendix A*.

4.2.2 GENERAL IMPORTANCE OF DATA COLLECTION

In some cases the goals of the socioeconomic monitoring may not be clear and available time and resources may not allow the team to assess all the variables. For these situations, the variables were categorized according to what are generally considered to be the most important variables to collect (high importance) and second most important to collect (medium importance) (see *Tables 4.1* and *4.2*). The high importance variables were selected based on 1) usefulness to management (frequency in *Table 4.3*), 2) ease of data collection, and 3) likelihood of providing new information.

4.2.3 SITE-SPECIFIC CONDITIONS

Perhaps most important, the team needs to select variables based on local issues of importance in the study area. For example, if waste management is an important issue, then the team may want to prioritize community infrastructure and add more questions specific to waste disposal practices.

The team also needs to consider expected future changes in management and in the community. For example, if tourism is increasing, then the team may want to add more questions related to the tourism industry and its impacts.

SECTION 5: WHAT DO I DO WITH THESE DATA?

5.1 ANALYSIS

The data analysis is typically conducted as a team. Throughout the data collection the team should meet several times to review and validate the data, discuss and refine key learning, interpret the results, validate the key learning and plan communication of results. As a result, much of the data analysis, particularly of qualitative data, should be completed during the field data collection. The final analysis at the end of the data collection will be to review and finalize the field analyses.

There are several critical steps the team should conduct together for the data analysis:

- 1. Compile all the data** by gathering all the completed secondary sources and key informant interview guides and survey guides (*Appendices B & C*).
- 2. Prepare the data** by transferring the collected secondary source, key informant interview and survey data to the analysis sheets (*Appendices D & E*).
- 3. Interpret the data** by reviewing the results from the analysis sheets to identify and organize information related to the originally identified goals of the socioeconomic monitoring (see *Section 2*). The team should select the data relevant to the goals of the monitoring (see *Table 4.3* in *Section 4* to determine which variable data are useful for analyzing which goal). These data then need to be reviewed, correlated and contrasted to identify emerging patterns and trends. These patterns and trends become key learning. The results are then compiled to identify data that support the key learning. For example, if the goal of the monitoring is to identify socioeconomic impacts of a no-fishing regulation, then two of the variables of interest are *occupation (K12)* and *activities (K14)*. For the analysis, there may be trends in changes in occupations and activities as people shift from fishing to other occupations and activities. If there are shifts out of fishing, a key learning may be that the regulation has had an impact on fishing activities as demonstrated by people leaving fishing as an occupation. The results on occupation and activities would support this key learning. By reviewing, correlating and contrasting these different pieces of data, it is possible to identify changes in each of the variables. For each variable there is a discussion of how to analyze and use the information in the *How to analyze the data* and *How the information can be useful to managers* sections in *Appendix A*.
- 4. Agree on key learning** by agreeing on the most important key learning to highlight, and selecting the information to support the key learning.
- 5. Validate the findings** by discussing the key learning with stakeholders as part of communication discussed below. Any noticeable differences should be checked with original sources.

Key learning refers to issues identified or lessons learned by the team that are essential to the goals of the monitoring or are needed to understand the socioeconomic context of the stakeholders. See GCRMN Manual, Chapter 4: Final Data Analysis for more information on key learning and basic principles for analysis.



5.2 COMMUNICATION

The most important aspect of the entire monitoring process is to communicate the results related to the goals back to the audience. This involves discussing the findings with the audience, seeking feedback and validation, and seeking appropriate decisions and actions to make use of the results. This communication process is critical to adaptive coastal management, which uses the information to improve the way management will be done in the future. For example, if the goal of the socioeconomic monitoring is to understand the value and importance of coral reefs, then the results regarding people's perceptions of non-market and non-use values can be used to understand value and importance. If the results show that more and more people have positive perceptions of the value of protecting coral reefs, then this demonstrates a high value of coral reefs. This information can then be used by the manager to demonstrate to the public and to policy-makers the importance of putting resources into protecting the coral reefs.

As discussed in *Section 3.9*, the audience may range from stakeholders to community members to policy-makers and coastal resource managers. From an ethical standpoint, it is highly recommended that the results of the socioeconomic monitoring be reported back to the community even if they are not the target audience. This is done as a courtesy to the community members who provided their time for the interviews. This will help ensure good relations for future work with the community. Interview fatigue is a serious concern in any socioeconomic monitoring effort and the more people are involved in the process and have access to the results the greater people's willingness to participate in subsequent monitoring activities. It is therefore important to discuss with community members how the results will be used and how they will affect management.

When determining which results to highlight and share with the audiences, the team needs to consider what it expects each audience to do with the results presented to them, including actions it expects them to take. It also needs to consider the critical pieces of information that each target audience will be looking for from the results.

5.2.1 COMMUNICATION MECHANISMS

The results of the socioeconomic monitoring can be communicated to the various audiences through both one-way and two-way communication mechanisms. One-way communication mechanisms include:

- written material (report, papers)
- visual material (posters, pictures)
- oral presentations
- mass media (newspapers, magazines, radio, television)
- Web sites

Two-way communication mechanisms include:

- group discussion
- one-on-one discussion
- remote communications (telephone, video phone, Web camera)
- e-mail

Two-way communication mechanisms have the benefit of bringing the audience into the monitoring process by allowing them to provide feedback on the findings. If they have a mechanism for being involved, then they are more likely to support and take action related to the results.

When deciding which mechanisms to use, the team should consider the following questions:

- What is their preferred method of receiving information? This may be closely related to their educational level and technological capacity. The literacy rate is important to consider as well as whether they prefer to read information, listen to a radio or watch television. Are they computer literate? Do they use the Internet regularly? Do they gather together periodically at meetings or conferences? If so, when?
- Do they prefer technical or academic prose to that of a more casual, conversational style? Where and how are spoken communications typically conducted? What language is used?

If there are marginalized or disadvantaged groups in the area, it is especially important to develop a communication process to meet their special needs, such as holding special group discussions with them.

5.2.2 WRITTEN REPORTS

If the results are going to be communicated in a written form, then a report is presented for the target audience. The report can take several forms depending upon the audience for the report. Some end-users, such as senior policy-makers or decision-makers, may have little interest in a general description of the area and communities studied, but may be interested in issues, problems and potential solutions. Other end-users, such as researchers, development agencies planning to work in the area and coastal resource managers, may want detailed descriptions of all socioeconomic conditions and factors relating to coastal resource stakeholders.

Typically, the report will include:

Executive Summary – a summary discussion of issues, problems, opportunities and solutions identified in the monitoring.

Introduction – a discussion of the major and specific goals of the socioeconomic monitoring (related to the different uses of socioeconomic information presented above) and some background on the biological, physical, social, economic and political characteristics of the area.

Methods – a discussion on the sampling methods, the data collection methods, and the qualitative and quantitative data analysis methods used.

Results – a presentation of the main results from the monitoring effort including tables, diagrams, correlations between variables and a narrative discussion. The specific results that may be presented for each variable are noted in the analysis sections for each variable in *Appendix A* and in the *Analysis Sheets* in *Appendices D* and *E*.

Discussion – a discussion on key learnings and implications from the results organized around the originally identified goals of the monitoring.

Recommendations – recommended management actions and potential solutions to be undertaken as a result of the monitoring.

5.3 ADAPTIVE MANAGEMENT

The ultimate purpose of conducting socioeconomic monitoring is to provide information to adapt and improve coastal resource management, and to improve the lives of individuals and households who use and depend upon coastal resources. The results of *SocMon* can be used for adaptive management, a process that emphasizes learning by doing and feedback, and links the progressive accumulation of information and knowledge with management. Adaptive management consists of using socioeconomic information to review the results of management actions taken in the past and assessing whether these actions have produced the desired results. Based on this assessment, necessary changes are made in management plans to improve the way that management is done in the future. For further discussion, see the *How the information can be useful to managers* sections within each variable description in *Appendix A*.

APPENDIX A: THE VARIABLES

Section 4 provided a brief listing of the *SocMon* variables. This appendix describes each variable, including:

What it is - description of the variable..

How to collect the data - description of how to collect the data (e.g. type of key informants, sources of secondary data) and relevant interview questions that are all compiled in *Appendix B* and *Appendix C*. In some cases a section, *Additional data collection*, is provided suggesting additional information that may be useful to collect.

How to analyze the data - explanation of what to do with the data, including comparisons to make with other data and the tables or narrative text to prepare, which are compiled in *Appendix D* and *Appendix E*. In most variables a section, *Additional analysis*, is provided noting analysis that can be done beyond what is included in the *Appendices D & E* analysis sheets.

This appendix describes the full set of variables that may be monitored. From this set the monitoring team needs to select the variables appropriate for its goals and site conditions as discussed in Section 4.



Appendix B and Appendix C include the questions noted for each variable in the following sections. Appendix D and Appendix E include the data analysis tables for the calculations described in the following sections.



How the information can be useful to managers - discussion of how the information can be useful relating back to the goals noted in the previous section, *Section 2*.

The variables are presented in two sections according to their means of data collection: key informant interviews/secondary sources and surveys. In each section the variables (e.g. age, gender, education, literacy, religion, ethnicity) are presented in groups because they have closely related meanings, means of data collection, analyses and/or uses. Refer to *Tables 4.1* and *4.2* in *Section 4* for lists of all the variables.

KEY INFORMANT INTERVIEWS/SECONDARY SOURCES VARIABLES (K)

COMMUNITY-LEVEL DEMOGRAPHICS

K1. Study Area

What it is

The study area refers to the location of the coastal and marine resources and the stakeholders where the study is being conducted. The boundaries of the study area are determined by the physical location of the resources and by where the stakeholders live and work. The study area will therefore often encompass a coastal area and the adjacent water catchment area. The stakeholders may be highly mobile and spread far wider than the area that is managed. There may be one or several communities in the defined study area that include all important stakeholders. See the *GCRMN Manual, Chapter 1: Predatory Activities, Identify study area and study sites* for further discussion.

How to collect the data

Information on the study area is usually obtained from maps of the area and discussions with key informants, such as a community leader or town mayor. As noted in the *Key Informant Interviews/Secondary Sources Interview Guide*, it is important to answer the question: What are the boundaries of the study area? The area needs to be noted on a map.

Additional data collection: It may also be useful to use symbols and colors to identify sites and coastal and marine resources of importance, particularly in the community (e.g. fish market, community center).

How to analyze the data

Synthesize the information from the key informants and maps onto a single map, which will be used throughout the monitoring and presented along with the results. The boundaries of the study area, based on the coastal and marine resources and the location of the stakeholders, should be identified on the map. Sites of importance may also be noted. The resulting map needs to be included with the *Key Informant Interviews/Secondary Sources Analysis Sheet*.

How the information can be useful to managers

Clearly identifying the study area is important to identifying use patterns and potential threats to the resources. By noting the areas on a map, the managers can see the geographical features that are included in the area, such as watersheds, agricultural areas and high-density residential developments.

From the perspective of the socioeconomic monitoring program, it is critical to define the study area since this is the focus of monitoring over time. In order to be able to make comparisons over time, the monitoring team must be clear on the communities within the boundaries of the study area.

K2 & K3. Population, Number of Households

What it is

The population is the total number of people residing in the study area. The number of households is the number of occupied houses in the study area, regardless of the number of families residing in the houses.

How to collect the data

Data on population and household number are usually obtained from national, regional and/or local census statistics, which may be available from the census bureau, town council and/or community library. It is important to cross-check these data with key informants, such as a community leader or town mayor. As noted in the *Key Informant Interviews/Secondary Sources Interview Guide*, the critical questions to address are:

How many people live in the study area? _____

How many households are in the study area? _____

How to analyze the data

Synthesize the data from the secondary sources and key informants to determine the population size and number of households and note them on the *Key Informant Interviews/Secondary Sources Analysis Sheet*.

Additional analysis: Subtract the results from previous years to calculate changes over time. Compare changes in population and households and number of households over time with changes in resource conditions and the data from *levels and types of impact (K20)* to see if population changes are correlated to conditions and impacts.

How the information can be useful to managers

Understanding the study area population levels and number of households is important to understanding threats. Population levels provide a general sense of the level of pressure on the natural resources. Higher populations generally place greater pressure on the resources. The information on changes over time can also be useful in determining if these pressures are increasing, decreasing or staying the same. Comparisons with resource conditions and levels of use help determine how much increases in population are influencing resource conditions.

From the perspective of the socioeconomic monitoring program, population and number of households are important in determining the sample of households to interview. It is therefore important to collect this information from the key informant interviews before starting the surveys.

K4. Migration Rate

What it is

Migration rate refers to the percentage change in population size as a result of people moving into or out of the study area in the past year. For example, if there were 1000 people in a community in 1999 and 500 moved into the study area by 2000, then the migration rate would be $500/1000 = 50\%$.

How to collect the data

Migration data are usually available from national, regional and/or local census statistics, which may be available from the census bureau, town council and/or community library. It is important to cross-check these data with key informants, such as a community leader or town mayor. As noted in the *Key Informant Interviews/Secondary Sources Interview Guide*, the critical question to address is:

What was the net increase or decrease in people moving into and out of the study area in the last year? _____
(note + or – to reflect moving in or out)

How to analyze the data

Synthesize the data from the secondary sources and key informants to determine the migration rate and note on the *Key Informant Interviews/Secondary Sources Analysis Sheet*.

Additional analysis: Subtract the results from previous years to calculate changes over time. Compare changes in migration rates over time with changes in resource conditions and the *levels and types of impact (K20)* to see if migration rates are correlated to conditions and impacts.

How the information can be useful to managers

Migration rates are also useful for understanding threats. As people move into an area, pressures on the resources increase. The comparison with resource conditions and levels of impacts is particularly useful to see if the newcomers are associated with changing conditions and impacts.

Migration rates are also important for interacting with stakeholders, particularly for developing awareness programs. Immigrants can be expected to have less awareness of the coastal resources and management programs than long-term residents. A coastal management program with a high migration rate into the community may want to develop programs tailored to this growing population with a limited base understanding and appreciation of their environment. For example, the manager may want to have community meetings with traditional resource users and immigrants to introduce the newcomers to existing tenure systems. Furthermore, if the manager knows what activities the immigrants are involved in, he or she can target those activities. For example, if there is a large number of new hotel operators coming in and clearing mangroves with little understanding of the coastal ecology, then the manager may want to develop an educational video about the importance of marine resources as tourist attractions and the impacts of hotel practices on these valuable resources.

K5-11. Age, Gender, Education, Literacy, Ethnicity, Religion, Language

What it is

Age, gender, education, literacy, ethnicity and religion are basic demographic variables. Education is measured by the average number of years of formal schooling completed by study area members over 16 years old. Literacy is measured by the percentage of study area members able to read and write. Age is measured by the percent of study area members in different age categories. Gender is measured by the percentages of the population that are male and female. Ethnicity and religion are measured by the percent of study area members that have the various ethnic and religious affiliations, respectively.

How to collect the data

Basic demographic information on the study area is typically available from secondary sources, such as government census departments, town offices and community centers. It is important to cross-check these data with key informants, such as the community leader or town mayor.

The data collection should focus around determining the percent of the people in the study area that are in various categories of age, gender, education, religious affiliation and ethnic affiliation. As noted in the *Key Informant Interviews/Secondary Sources Interview Guide*, the key questions to address are:

What percent of the people in the study area are currently in the following age categories?:

0-18 _____; 19-30 _____; 31-50 _____; over 50 _____

What percentage of the population is male or female?: male _____; female _____

What is the average number of years of education for people over 16 years old in the study area? _____

What percentage of the population is literate (can read and write)? _____

What is the ethnic make-up of the study area (percent of each major ethnic group in the study area)?:

(write-in) _____; (write-in) _____; (write-in) _____

What is the religious make-up of the study area (percent of each major religious group in the study area)?:

(write-in) _____; (write-in) _____; (write-in) _____

What are the major languages spoken in the study area (percent of each major language in the study area)?:

(write-in) _____; (write-in) _____; (write-in) _____

How to analyze the data

Synthesize the data from the secondary sources and key informants to determine the percentage of people in each of the categories and note in the *Key Informant Interviews/Secondary Sources Analysis Sheet*. An example for age follows:

Percent of community age: 0-18 23% ; 19-30 41% ; 31-50 16% ; over 51 20%

Additional analysis: Three pie charts may be prepared to visually illustrate the age and religious and ethnic distribution in the study area. Subtract the results from previous years to calculate changes over time. A short narrative may be prepared describing the demographic make-up of the study area and how it has changed over time.

Similar data are collected as part of the surveys. Comparison between results allows for a check on the accuracy of the data. If there are differences between results, then it may be useful to consult with the key informants to identify the cause of the discrepancy. Otherwise a full census survey (surveys of all households, not just a sample) should be conducted to accurately understand the study area demographics.

How the information can be useful to managers

All of these variables are important for developing stakeholder participation in management. Education, literacy and age can be predictors of receptivity to new ideas. Generally, as age increases, openness to new ideas (e.g. establishment of a no-take area) decreases. And as education levels increase, open-mindedness increases. For example, older fishermen may not be as willing to change occupations, but a young fisherman may be willing to go through extensive training for a new career. By understanding these variables, managers gain a sense of likelihood of awareness, support and compliance with management measures.

Ethnicity and religion are also important to gaining stakeholder participation. Both of these variables are important aspects of social structure and frequently related to group membership, loyalty and other aspects of social behavior. Similarity often leads to a greater willingness to work together. By understanding ethnic and religious affiliation, managers can better understand how the stakeholders behave and therefore how to interact with them. A relatively homogenous, or similar, community will likely be more capable of working together than an area with divergent ethnic and religious interests.

This information can also be useful in determining entry points to groups. For example, if religious affiliation is strong, then the religious services or meetings may be a means of reaching people and religious leaders may be appropriate representatives of the community members. Ethnicity and religion can also provide insight into people's perceptions and values of the resources, although this requires an understanding of their religious and ethnic beliefs.

Depending on the culture, gender can also be a strong indicator of participation since in some cultures women are not actively engaged in politics and management. It may be more difficult in these cases to actively involve them in management.

Education, literacy, and religious and ethnic affiliations are important to understanding impacts of management on livelihood and well being over time. Increases in education levels associated with a particular management strategy indicate a positive impact. Severe reductions in the population percent of particular ethnic groups may indicate that a management strategy is having an inequitable impact on that group. The difficulty in these interpretations is making the correlation to management strategies amidst all the other policies and programs that may be causing these changes.

Age is useful for predicting future pressures on the resources. A very young population, which is common in many Caribbean nations, indicates there will be more pressure on the resources in the coming years.

Also, from the perspective of the socioeconomic monitoring program, the information on distribution of age, gender, education, ethnicity, religion and occupational structure will be useful for ensuring the breadth of people in the study area are interviewed. For example, if there are 30% Baptists, 40% Catholics and 40% Evangelicals, then the team needs to ensure interviews are conducted with approximately the same percent from each group. It is important to collect this information from the key informant interviews before starting the surveys. See Section 3. 6 for a discussion of selecting respondents.

K12. Occupation

What it is

Occupation refers to an activity that provides livelihood, such as income, food or other means of sustenance. The primary occupation is the main source of livelihood, whereas the secondary and tertiary occupations are the second and third most important sources of livelihood.

How to collect the data

Data on occupation may be available through secondary sources, such as census statistics, fisheries records and community development plans. However, it may not be presented to the level of occupation that is useful to the manager. For example, "tourism" may be noted as an occupation; yet, the manager may want to know the percent of watersports operators and hotel workers separately. It is therefore important to interview key informants, such as the town mayor and other community leaders and representatives of various sectors (e.g. fisheries associations, hotel associations). The information needs to be included in the *Key Informant Interviews/ Secondary Sources Interview Guide* table as illustrated.

Additional data collection: The team may ask about the existence of illegal occupations, such as fish poaching and drug running. Since this information is difficult to obtain from the survey respondents, it is especially important to collect from key informants. Observation can also provide information on illegal activities in the study area.

The team may also want to ask about levels of unemployment or underemployment. High levels of these variables may indicate greater pressure on the resources.

How to analyze the data

Synthesize the data from the secondary sources and key informants to determine the percentage of the working population in each of the categories and the number of people primarily engaged in each occupation as their primary occupation. Note this information on the *Key Informant Interviews/Secondary Sources Analysis Sheet* as in the following example.

Major occupations in community	Percent of working population conducting this occupation as primary occupation	Number of people conducting this occupation as primary occupation	Percent of working population conducting this occupation as secondary occupation	Percent of working population conducting this occupation as tertiary occupation
1. <i>Fishers</i>	60%	600	20%	10%
2. <i>Watersports operators</i>	10%	100	0%	0%
3. <i>Aquaculture workers</i>	20%	200	5%	1%
4. <i>Hotel workers</i>	5%	50	0%	0%
5. <i>Farmers</i>	5%	50	10%	4%

Additional analysis: Subtract the results from previous years to calculate changes over time. Compare these results with changes in resource conditions, *types of use (K16)*, *levels and types of impact (K20)* and *perceived threats (S17)* to see if there is a correlation. A short narrative may be prepared describing the major occupations, their importance given the percent and number of people engaged in each of them, and how this has changed over time.

The percentages of primary and secondary occupations may be combined as an indication of dependence on each occupation. In this example 80% of the working population is dependent on fishing while another 10% consider it a tertiary occupation.

Similar data are collected as part of the surveys. Comparison between results allows for a check on the accuracy of the data. If there is a large difference between results, then a full census survey may be necessary. Note that the survey data are based on the entire population (not just the *working population*), which includes those unemployed. To accurately compare, the survey percentages will need to be recalculated based only on the people listed as working (i.e. not the people who noted "student", "unemployed", etc., as their occupation).

How the information can be useful to managers

Occupational structure is one of the most useful sources of information regarding threats. It provides an understanding of the number of people engaged in coastal activities, many of which are potential threats to the resources. The changes over time and comparisons with *levels and types of impact (K20)* and resource conditions can be particularly insightful regarding threats. For example, if more and more people are seen to be shifting into fishing as their primary occupation over time, then over-fishing may be a growing concern. Comparisons with resource conditions should indicate a decline in the number of fish as the number of people fishing increases. Comparisons with *types of use (K16)* and *levels and types of impact (K20)* can also be useful in seeing how those activities are likely to be increasing. Comparison with *perceived threats* is useful for seeing how the community perceives these increases—whether they are seen as impacting the resources. If the number of fishermen is increasing, but resource conditions are good, the types of uses are relatively benign, and the community does not consider fishing a medium or high level of impact, then fishing may not be a threat.

Occupational structure is also useful for determining the importance of marine resources. The greater the percentage of people using the resources, the greater the dependency, and therefore the more important the resources. Increases in number and/or percent of people working in coastal-related activities over time indicate the importance is also increasing. The distribution of people in various occupations also indicates the level of community economic stability, which is also important for understanding the importance of the resources. If the majority of people depend on fishing, then the community will be severely impacted by a collapse in the fishing industry. Many households in the Caribbean are multi-occupational, which is a useful economic strategy to ensure adequate and regular income for the household.

Finally, occupational structure is also important for determining the effects of management strategies on community livelihoods. For example, managers can see whether occupations shift after alternative livelihood training is conducted, or they can see if the establishment of a no-fishing area coincides with a shift out of fishing and into other occupations.

COMMUNITY INFRASTRUCTURE AND BUSINESS DEVELOPMENT

K13. Community Infrastructure and Business Development

What it is

Community infrastructure is a general measure of the local community development and wealth. It is a description of the level of community services (e.g. hospital, school) and infrastructure (e.g. roads, utilities), which can include information essential to determining sources of man-made impacts on coastal resources (e.g. sewage treatment). Business development is a general measure of local community and economic development. It is based on the number and type of commercial businesses in the area.

How to collect the data

This information is collected by interviewing key informants, such as a business leader, community leader, the mayor, or town engineer; reviewing secondary data from town records, particularly the community development office; and walking through the community, observing and inventorying community infrastructure.

For community infrastructure it is important to determine whether the following items exist in the study area:

schools, resident doctors, resident nurses, hospitals, medical clinics, electricity, telephone, Internet access, radios, televisions, newspapers, sewage treatment plant, ice plant, hard top road access, water supply to homes, banking services, restaurants

For business development it is important to determine whether the following items exist in the study area:

food markets, restaurants, food stalls, gas stations, banks, specialty shops, gift shops, dive shops, tour operations, fishing guides, guesthouses/ hotels/ inns/ resorts

In some cases these lists may need to be modified to more accurately reflect variables of community infrastructure and business development within the study area. It is important to include the range of infrastructure in the region. For example, if televisions are already prevalent in the region, but satellite receivers are only beginning to appear, then it may be more appropriate to include satellite receivers in the list. Accurate scale construction is needed to make meaningful comparisons between communities and over time, such as pre- and post-marine protected area establishment.

Additional data collection: The team may also collect more specific information on the number and characteristics of these items.

More specific information could also be collected on the quality of human health. This is a measure of the general nutrition and health of people in the community and the quality of life and relative wealth in the community. If coastal management is providing improvements in livelihood and income, and overall improvements in wealth in the community, then it could be expected that the quality of human health could increase. A variety of measures of quality of human health can be used. These include infant mortality rates, availability of health services, and variety and rate of diseases, such as HIV/AIDS.

How to analyze the data

Compile the information from observations, key informant interviews and secondary sources into a list of infrastructure that exists in the study area and note it on the *Key Informant Interviews/Secondary Sources Analysis Sheet*.

Additional analysis: Compare these lists over time. A short narrative based on this list may be prepared describing the infrastructure in the study area and how it has changed over time.

How the information can be useful to managers

Community infrastructure and business development are useful for determining the wealth in the study area, and for determining overall impacts of management on communities in the study area. By monitoring the existence of the listed items, the manager can see if community wealth and well being are increasing, decreasing or staying the same. For example, an increase in commercial businesses, such as dive shops, hotels and restaurants for tourists, indicates an increase in overall community economic development. The difficulty is tying these changes to coastal management initiatives. In some cases these are closely linked; for example, if a management program has provided water access or sewage treatment to a community. In other areas coastal managers have no responsibility for infrastructure in the community.

The information on the availability of banking services, ice for fishermen and hard top roads can be useful for identifying the ability of fishermen to build their businesses. At the same time, information on sewage treatment provides insight as to whether raw sewage may be affecting coastal water quality. Information on guesthouses/hotels/inns and restaurants is useful for determining the general level of tourism in the area.

Finally, the information on the existence of telephones, Internet access, radios, televisions and newspapers is useful for developing education and outreach programs in the community. Awareness campaigns can be tailored to the most prevalent medium.

COASTAL AND MARINE ACTIVITIES

K14. Activities

What it is

Coastal and marine activities is the identification of the uses of coastal and marine resources in the study area. These may include activities directly or indirectly using or affecting the coastal and marine resources. These may include, for example: fishing, tourism, aquaculture, marine transportation, agriculture, coral mining, sand mining, dredging, oil-gas development, military bases, mangrove clearing, forest clearing, industry and conservation.

Coastal and Marine Activities
Fishing
Tourism
Aqua-culture

How to collect the data

Data on coastal and marine activities is obtained by interviewing local key informants, such as the mayor, businessmen, fishers and tour guides to identify the coastal and marine activities in the area. Observation is also used to identify the use activities in the area. A list is compiled of coastal and marine activities and noted in the *Key Informant Interviews/Secondary Sources Interview Guide* as illustrated.

Since some coastal and marine activities may be seasonal, take place at odd hours or take place out of sight of land, it is important to use a multi-method approach including observation at various times and to interview a range of key informants to ensure that the range of coastal and marine activities are identified.

Additional data collection: The coastal and marine activities can be identified on the study area map. For example, hotel areas can be identified in one color and diving areas in another color. The data can be placed on the map in a general or a very specific manner. It is also useful to note the seasonality of the activities as certain activities, such as fishing and tourism, may change throughout the year.

The team may also ask about the existence of illegal activities, such as fish poaching and drug running. Since this information is difficult to obtain from the survey respondents, it is especially important to collect from key informants. Observation can also provide information on illegal activities in the study area.

How to analyze the data

Synthesize the data from the various key informants and observation into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional analysis: A short narrative may be prepared describing the major coastal and marine activities in the study area.

How the information can be useful to managers

The identification of coastal and marine activities is important for the manager to have an understanding of the various uses of coastal and marine resources and the potential for conflict in the area. For example, a major port in the area where there are large movements of ships and potential discharges of waste may potentially conflict with the tourism sector.

K15. Goods and Services

What it is

Coastal and marine goods and services are the specific products produced from the identified coastal and marine activities. These include extractive goods such as lobster, mangrove wood, coral products and sand; and non-extractive services such as diving, snorkeling, glass bottom tours, mangrove tours and recreational fishing.

How to collect the data

Data on coastal and marine goods and services is obtained by interviewing key informants from the relevant activities (e.g. long-time fishers, president of the hotel association, long-time dive boat operators, tour leaders) as well as other key informants knowledgeable about the activities (e.g. government officials). It is also important to observe coastal activities and their physical evidence for further information and as a check on the information obtained from the interviews.

For each coastal and marine activity, the key informant is asked to identify the coastal and marine goods and services produced. For example, for tourism these might include hotels and diving. A list of goods and services is compiled for each activity and noted in the *Key Informant Interviews/Secondary Sources Interview Guide* as illustrated.

Coastal and Marine Activities	Coastal and Marine Goods and Services
<i>Fisheries</i>	<i>Lobster</i>
	<i>Grouper</i>
<i>Tourism</i>	<i>Hotel</i>
	<i>Diving</i>
<i>Aqua-culture</i>	<i>Oyster</i>

Since some coastal and marine goods and services may be seasonal, take place at odd hours or take place out of sight of land, it is important to use a multi-method approach, including observation at various times and interviewing a range of key informants to ensure that the range of coastal and marine goods and services are identified.

How to analyze the data

Synthesize the data from the various key informants and observations into one table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional analysis: A short narrative based on the above table may be prepared describing the coastal and marine goods and services produced in the study area.

How the information can be useful to managers

Information on coastal and marine goods and services is useful for determining the overall impacts of management on communities in the study area, particularly marketing and production. As a result of management measures, there may be a shifting in the coastal and marine goods and services produced in the area with positive and negative impacts on resource users. For example, if a marine protected area actively promotes tourism in the area, then it would be expected that the value of diving would increase and the market orientation would expand.

K16. Types of Use

What it is

Types of use identifies the specific method or development being employed (e.g. traps, nets, guest houses, SCUBA diving) for each coastal and marine good and service.

How to collect the data

Data on types of uses is obtained by interviewing key informants who are representatives of the various stakeholder groups (e.g. president of the fishermen's association, manager of the oldest sand mining operation). In addition, it is important to cross-check this information by observation—walking around the community, particularly where the various activities take place.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Use (primary)
<i>Fisheries</i>	<i>Lobster</i>	<i>Trap</i>
	<i>Grouper</i>	<i>Handline</i>
<i>Tourism</i>	<i>Hotel</i>	<i>Guest houses (1-7 rooms)</i>
	<i>Diving</i>	<i>SCUBA</i>
<i>Aqua-culture</i>	<i>Oyster</i>	<i>Line</i>

The key question to address is what types of uses are occurring for each good and service. For example, for fish goods (e.g. grouper, lobster), the responses may include traps, nets, line, spearfishing or gleaning. For hotel services under tourism activities, the responses may range from guest houses (1-7 rooms) to inns (5-50 rooms) to hotels/resorts (>50 rooms). For aquaculture, the responses may include pond, line or cage. For marine transportation, responses may include port development, shipping and recreational boating. These are only examples. The team will need to develop categories of potential responses according to its area. For example, if there are only large hotels, then the team may decide to categorize responses for hotels according to whether they are all-inclusive. The resulting information is noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: For each of these types of uses, the team may want to ask about the level of use, such as the number of traps and handlines. These numbers could then be compared over time to see if levels have increased, decreased or stayed the same.

For the fisheries data, the team may want to add another column to further identify the type of fisheries based on the following categories:

Large-scale – powered, high-investment, machine-made equipment, electronics, division of hired labor, products found worldwide, operating in distant waters.

Industrial – powered, high-investment, machine-made equipment, electronics, division of hired labor, products found worldwide, operating in national exclusive economic zone.

Small-scale– small boat, small engine, partly or wholly machine made equipment that is operator assembled, full- or part-time labor, mechanized and manual gear, national and local markets, operating in nearshore coastal waters.

Artisanal - small boat, small engine, partly or wholly machine made equipment which is operator assembled, full- or part-time labor, mechanized and manual gear, local markets, operating in nearshore coastal waters.

Subsistence – lone operators, family or community group, part-time labor, small boat, unpowered, non-mechanized, operator-assembled fishing gear, primarily for home consumption, operating in coastal waters.

How to analyze the data

Synthesize the data from the key informant interviews and observations to compile a list of types of use taking place in the study area. Note this information in the *Key Informant Interviews/ Secondary Sources Analysis Sheet* as shown.

Additional analysis: Compare the results over time to determine shifts in types of uses. Compare changes in types of uses with changes in resource conditions and the *levels* and *types of impact (K20)* to see if the types of uses are correlated to conditions and impacts.

How the information can be useful to managers

Information on the types of uses is particularly useful for identifying threats, such as bomb fishing or mangrove clearing, to the coastal and marine resources. By monitoring this information over time, the manager can also see what impact management has had on these types of uses. For example, if the coastal management program initiated a mangrove replanting campaign, yet mangrove clearing continues to be listed as a type of use, then this indicates that the campaign is not preventing continued mangrove clearing. This information also helps to determine the effectiveness of coastal management programs.

Understanding what types of uses are taking place in the study area is also critical to developing stakeholder participation and awareness programs in coastal management. The managers need to know how people interact with the resources in order to work with them and communicate with them regarding threats to the resources.

K17. Value of Goods and Services

What it is

The value of coastal and marine goods and services is the monetary value for each product in the market.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Value of Goods and Services
<i>Fisheries</i>	<i>Lobster</i>	<i>High</i>
	<i>Grouper</i>	<i>High</i>
<i>Tourism</i>	<i>Hotel</i>	<i>Medium</i>
	<i>Diving</i>	<i>Low</i>
<i>Aqua-culture</i>	<i>Oyster</i>	<i>Medium</i>

How to collect the data

Data on the value of coastal and marine goods and services is obtained by interviewing local key informants such as fishers, buyers, hotel operators, and dive operators. They are asked to put a value (high, medium, or low) on the product of each coastal and marine good and service. High, medium, and low will need to be specifically defined in advance by the team for the study area to ensure consistency in responses. For example, a value of high may be placed on lobster if it has high demand and high monetary value in both the local and international markets. A value of medium may be placed on hotel development if it is composed of only a few guest houses. A value of low may be placed on a cleared mangrove area that does not support much bird life and therefore has low potential for ecotourism. The information is noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

How to analyze the data

Synthesize the data from the various key informants into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown. The definitions of high, medium, and low should be noted.

Additional analysis: A short narrative may be prepared describing the value of the coastal and marine goods and services.

How the information can be useful to managers

The value of coastal and marine goods and services is useful for determining the overall impacts of management on communities in the study area, including livelihood, marketing, production and food security. For example, if the management authority begins promoting products from an aquaculture cooperative the authority initiated, then it would be expected that the value of these products would increase as demand increased.

The value of coastal and marine goods and services is also useful in demonstrating the importance of managing the area for sustainable use. For example, if SCUBA diving brings in a large number of international visitors with a high value due to demand for rooms, restaurants and dive operators, the coastal manager has justification for putting management efforts into ensuring the sustainability of coral reefs and fisheries in the study area. In contrast, if the coral reefs have been bombed and have a low value for diving, the manager may have a more difficult time justifying the importance of the reefs for diving.

The value of coastal and marine goods and services is also useful in determining which resources are under greatest harvesting pressure and may therefore need particular attention by managers. The value is a measure of the product's relative importance. Since prices influence human behavior, harvesting pressure is likely to be strongest on the most valuable products. A higher value fish, for example, will demand greater attention and fishing effort than a lower value fish and therefore may require particular attention from the coastal manager.

The value of coastal and marine goods and services is also useful in understanding the level of household income and the well being of the household. If, for example, product values shift from high to low, then a decline in income and well being would be expected.

K18. Goods and Services Market Orientation

What it is

Coastal and marine goods and services market orientation is the identification of the market in which each product is primarily sold.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Goods and Services Market Orientation (primary)
Fisheries	Lobster	International
	Grouper	Regional
Tourism	Hotel	International
	Diving	International
Aqua-culture	Oyster	Local

How to collect the data

Data on coastal and marine goods and services market orientation are obtained by interviewing local key informants such as fishers, buyers, hotel operators and dive operators. These key informants can be used to obtain information on the primary market for each coastal and marine good and service.

The key informants are asked to identify the primary market in which each good or service is sold (international, national, regional, or local). The resulting information is noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: Alternatively, the key informant is asked to list all markets for each good or service and to rank them in order of importance of each market. This is useful for understanding the full range of markets.

How to analyze the data

Synthesize the data from the various key informants into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional analysis: A short narrative based on the above table may be prepared describing the market for each of the goods or services. A flowchart may be prepared showing the flow of each good or service from source to market.

How the information can be useful to managers

Coastal and marine goods and services market orientation is useful for determining the overall impacts of management on communities in the study area, particularly livelihood, marketing, production and food security. For example, since the livelihood and income of people in the study area is linked to markets, the fish market orientation is important to determine where goods and services produced in the area are sold. This variable allows for an analysis of changes over time in the market channels for major coastal and marine goods and services. It shows the relationship of local producers and traders with various markets, such as linkages with international markets, which may affect harvesting practices.

Market orientation can also be useful as an indication of how much pressure may be put on the resource. For example, fishers may put high fishing effort on a high valued fish for international markets. It can also give an indication over time of shifts in markets for marine and coastal goods and services. The impact of management measures can be assessed through changes in markets. For example, management measures may result in higher value fish being available in the area, which may be marketed in regional or national markets.

K19. Use Patterns

What it is

Use patterns refers to the location of coastal and marine activities.

How to collect the data

Data on use patterns are collected first from secondary sources, including community and town offices, which may have maps noting the location of various activities in the area (e.g. a zoning map that notes farming areas, a fisheries study that documents fishing areas). Next, key informant interviews are conducted with representatives of the various activities (e.g. president of the hotel association). Participatory mapping techniques could also be used (see *GCRMN Manual, Chapter 3: Field Data Collection, Visualization Techniques, Maps*). Finally observations are used to identify and verify use patterns.

Information is collected on the location of each activity according to the good or service and noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Use (primary)	Use Patterns
Fisheries	Lobster	Trap	bay
	Grouper	Handline	reefs
Tourism	Hotel	Guest houses (1-7 rooms)	coast
	Diving	SCUBA	reefs
Aqua-culture	Oyster	Line	bay

Additional data collection: The team can record the locations of the various activities on the base map, which will provide much more information on locations than simply noting bays or reefs. The team might also ask about changes in use patterns throughout the year and the causes of these changes.

How to analyze the data

Synthesize the data from the secondary sources and key informants to determine the locations of the activities, which need to be recorded on the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional data analysis: By comparing the locations of the various activities, the team can identify areas of overlap and therefore potential conflict. Compare the locations over time to see how use patterns are shifting. A brief narrative may be prepared describing the activities, their location and how they have changed over time.

How the information can be useful to managers

Similar to *types of use* (K16), information on use patterns is useful for identifying threats to the coastal and marine resources. By understanding the locations of activities, the manager can better determine the impact. For example, if hotel development is occurring near a coral reef, there is potential for impacts from sediment run-off and sewage release. The size of the area also is an indicator of the level of impact. This is particularly useful since the information from *types of uses* provides an understanding of the activities taking place, but not how much.

By monitoring this information over time, the manager can also see the impact management has had on these activities. For example, if the coastal management program initiated a mangrove replanting campaign and mangrove clearing continues to be listed as an activity, the manager can look at the size of the area being cleared and see if it has increased,

decreased or stayed the same from previous years. If it has declined, then the program may have had some positive effect. This information also helps to determine the effectiveness of coastal management programs.

Finally, by mapping the use patterns, managers can better understand problems, particularly conflicts over access to resources and overlapping uses among stakeholder groups. This can help determine if measures, such as zoning of activities, are appropriate for an area.

K20 Levels and Types of Impact

What it is

Levels and types of impacts are measures of the perceptions of the general public and types of impact of coastal and marine activities on coastal and marine resources. This is not a scientific assessment of levels and types of impacts, but rather a documentation of what people think.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Use (primary)	Level of Impact	Types of Impact (primary)
Fisheries	Lobster	Trap	L	overfishing
	Grouper	Handline	M	overfishing
Tourism	Hotel	Guest houses (1-7 rooms)	M	Pollution
	Diving	SCUBA	L	Anchor damage
Aqua-culture	Oyster	Line	L	Nutrient loading

How to collect the data

The data are collected by interviewing key informants, such as community leaders and officials, longstanding members in the community and others who represent the general views of the community.

The key informants are asked to identify, using a scale of high/medium/low/none, the level of impact of each coastal and marine activity according to its goods and services. While they will need to be adapted for each study area, high could mean severe and irreversible impacts on the resources, such as cutting and filling mangrove areas; medium could mean moderate impacts on the resources,

such as cutting mangrove areas; low could mean minor impacts on the resources, such as a small percentage of mangrove area being disturbed; and none could mean no impact. The levels of impact (high, medium, and low) will need to be specifically defined in advance by the team for the study area to ensure consistency in responses.

The primary types of impacts are then briefly noted. For example, if hotel development is causing pollution, then pollution would be noted. The resulting information is noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: The types of impacts can be described in greater detail to identify direct and indirect impacts. For example, sewage outflow is a direct impact on water quality, and up-stream agriculture causes sedimentation during the rainy season.

How to analyze data

The data are synthesized to determine the general level of impacts and types of impacts and entered into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown. The definitions of level of impact (high, medium, and low) should be noted.

Additional analysis: The results are compared with results from previous years to identify shifts in types and levels of impacts. The changes are compared with resource conditions to determine if there is a correlation.

Similar data are collected as part of the surveys where people are asked what they think are the top five major threats to coastal resources. Comparison between results allows for a check on the accuracy of the data. The activities identified by the individuals should be noted as high in the table completed by the key informants. If there is a large difference between results, then the key informants should be consulted to clarify. A full census survey may be necessary to accurately determine perceptions.

How the information can be useful to managers

Similar to *types of use (K16)* and *use patterns (K19)*, information on levels and types of impacts is useful for identifying threats to the coastal resources. Community members, particularly people who directly use the resources, are often the most knowledgeable about what is affecting the resources they use on a regular basis. This information can be critical for identifying activities in need of scientific study. For example, community members may note oil and gas development as high impact because they have seen a few substantial spills. This impact may be missed by scientific studies only conducted once a year.

By monitoring this information over time, the manager can also see the impact management has had on these activities and therefore how effective management has been. For example, if the coastal management program initiated a program to reduce the use of pesticides and other chemicals in upland agricultural areas, yet this continues to be identified as a type of impact, then this suggests that the program may not have been effective.

Finally, this information is critical for developing awareness programs and seeking stakeholder participation. If community members do not consider there to be impacts on the coastal resources, then it will be difficult to engage them in coastal management. If community members consider only one or two activities to be impacting the resources, yet scientific research shows there are several other impacts, then an awareness program may need to be initiated to increase understanding of the full breadth of activities impacting the resources.

K21. Level of Use by Outsiders

What it is

Level of use by outsiders refers to the amount of outsiders using the coastal resources relative to the amount of local users from the study area. For example, if there are 1000 foreign fishermen and only 10 local fishermen, then the level of use by outsiders is high. Outsiders are people who do not live in the study area. They may be from a neighboring community or another country.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Use (primary)	Level of Use by Outsiders
Fisheries	Lobster	Trap	L
	Grouper	Handline	L
Tourism	Hotel	Guest houses (1-7 rooms)	H
	Diving	SCUBA	H
Aqua-culture	Oyster	Line	M

How to collect the data

This information is obtained by conducting interviews with key informants, such as community leaders and town officials, as well as representatives from the various stakeholder groups.

The key informants are asked what the current level of use by outsiders for each coastal and marine activity is using a scale of high, medium and low. The scale will need to be defined for each study area, but high could mean a great deal of use by outsiders, such as the majority of fishing in the study area is conducted by outsiders; medium could mean moderate use by outsiders, such as a few international tourists, and low could mean minor use by outsiders, such as one guest house out of twenty in the study area is owned by a foreigner. The level of use (high, medium, and low) will need to be specifically defined in advance by the team for the study

area to ensure consistency in responses. The responses are noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: The key informants may be asked to identify from where the outsiders originate.

How to analyze data

Synthesize the data from the key informants to determine the level of use by outsiders for each activity and enter into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown. The definitions of high, medium, and low should be noted.

Additional analysis: Compare these levels over time. A short narrative may be prepared summarizing the extent of use by outsiders and how that has changed over time.

How the information can be useful to managers

Information on levels of use by outsiders is useful for developing stakeholder participation and awareness programs. Non-residents are often overlooked because they are not immediately visible. By understanding the relative numbers of people coming from other areas, managers can determine the importance of building relationships with people from outside the community. If the manager knows where the outsiders are coming from, he/she can target those areas. In cases where there are users coming from overseas (e.g. foreign fishing vessels), the manager may decide to work through customs and immigration offices. In other cases it may be a matter of expanding education and outreach programs to neighboring communities.

Outside use is also important to understand coastal management problems. For example, increasing numbers of foreigners can often be a source of conflict in a community.

This information can also be useful for determining the value and importance of the resources. If people outside the study area are using the resources, then this shows that the resources are important to a larger area than just the immediate community. This can be important for informing politicians and the public about the need for additional resources for coastal management.

K22. Household Use

What it is

Household use of coastal and marine goods and services is a measure of how households in the study area utilize coastal and marine goods and services for consumption, leisure and sale.

How to collect the data

Data on household use of coastal and marine goods and services is obtained by interviewing key informants, such as community officials and business people. The key informants are asked to identify and rank the general household use of each good or service. They are asked if they use the resource for their own consumption, leisure or sale. Own consumption means use in the household, such as fish for food; leisure means for recreation; and sale means selling to obtain money or to barter for other goods. The responses are recorded in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: If food security is a concern, then the key informants may be asked questions relating to food security issues such as whether there are a variety of reasonably priced food products available throughout the year and whether the locally caught seafood products are regularly available at a reasonable price.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Household Use (primary)
Fisheries	Lobster	Sale
	Grouper	own
Tourism	Hotel	Sale
	Diving	Sale
Aqua-culture	Oyster	Sale

How to analyze the data

Synthesize the data from the various key informants into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional analysis: Similar data are collected as part of the surveys. Comparison between results allows for a check on the accuracy of the data. If there are differences between results, then it may be useful to consult with the key informants to identify the cause of the discrepancy. Otherwise a full census survey (interviews of all households, not just a sample) should be conducted to accurately understand the study area demographics.

How the information can be useful to managers

Information on how households use coastal and marine goods and services provides insight into household dependence on resources for food and income. It is therefore important for understanding issues of food security in the household. This information can be useful for understanding how management measures may impact upon the livelihood of resource users and the food security of households. For example, if households primarily consume their catch, then a restriction on fishing can be expected to affect food availability and therefore impact food security of the household.

K23. Stakeholders

What it is

Stakeholders are individuals, groups or organizations of people who are interested, involved or affected (positively and negatively) by coastal resource management. These stakeholders may or may not actually live within or adjacent to the site, but are people who have an interest in or influence on coastal resource management. See *GCRMN Manual, Chapter 1: Preparatory Activities, Identify the reef stakeholders* for further discussion.

How to collect the data

Key informants (e.g. government officials, elected officials, fishers, business leaders) in the area are interviewed to identify the three main stakeholder groups for each coastal activity (e.g. fishing, aquaculture, tourism). The coastal activities are identified as part of the variable, *activities (K14)* and noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: In order to understand power structures (political, economic and social) within the community, key informants may be asked how much the various stakeholder groups influence each other.

Coastal Activity*	Stakeholder Group 1	Stakeholder Group 2	Stakeholder Group 3
<i>Fishing</i>	<i>Fishermen at East Landing Site</i>	<i>Fishermen at West Landing Site</i>	<i>Fishermen at North Landing Site</i>
<i>Aquaculture</i>	<i>Aquaculture owners, managers & staff</i>		
<i>Tourism</i>	<i>Hotel owners, managers and staff</i>	<i>Watersports operators</i>	<i>Tourists</i>
<i>*develop list according to activities identified in Activities (K14)</i>			

How to analyze the data

Synthesize the data from the key informants into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional analysis: A short narrative may be prepared which identifies the stakeholder groups involved in each coastal activity.

How the information can be useful to managers

Coastal resource managers have come to realize that the active participation of coastal resource stakeholders in planning and management can improve success of coastal resource management. If local people are involved in coastal resource management and feel an ownership over it, they are more likely to support coastal resource management. An understanding of stakeholders will allow the manager to better identify individuals that may be impacted by management measures and to address these impacts with these stakeholders.

Stakeholders are also identified to determine which ones should be the focus of the monitoring.

K24. Tourist Profile

What it is

Tourist profile refers to characteristics of tourist visitors to the study site. Tourists may be both national and foreign.

How to collect the data

Data on tourists is collected at the study site level. Data on tourists can be collected from several sources, such as the national tourist board, local tourist board, department of immigration, census bureau, non-governmental organizations, businesses (e.g. hotels), and tourist attractions (e.g. marine reserves, national parks). Most countries will have tourist and travel statistics compiled and presented in a report. Additional data may be obtained from key informants such as a director of tourism board, a hotel marketing director, and travel agents.

The questions to address are:

How many visitors are there total per year? _____

How many tourists visit from the following countries?: (home country) _____; (write-in country) _____;
(write-in country) _____; (write-in country) _____; (write-in country) _____

How many tourists visit in the following months?: January _____; February _____; March _____; April _____; May _____;
June _____; July _____; August _____; September _____; October _____; November _____; December _____

How many tourists arrive by the following means of transportation?: air _____; cruise ship _____; other _____

What percent of the tourists are in the following age categories?:

0-18 _____; 19-30 _____; 31-50 _____; over 50 _____

What percent of the tourists are male or female?: male? _____; female? _____

What percent of the tourists are interested in the following activities?:

nature _____; beaches _____; diving/snorkeling _____; fishing _____; archeology _____; other _____; other _____

Additional data: The team may also want to collect this data at the national level for comparison purposes. Additional data may be collected such as average length of stay, average daily expenditure, destinations and types of accommodations.

How to analyze the data

Much of the data may already be analyzed and available in annual reports. The secondary source and key informant data may be synthesized into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* to provide a profile of tourism in the study area.

Additional analysis: A short narrative may be prepared which describes the various stakeholder groups. If time series data on tourism is available, trends and changes in tourism characteristics in the study area can be analyzed.

How the information can be useful to managers

Tourism profile is important for the manager to understand threats and opportunities from tourism, such as level of pressure on the marine and coastal resources. The information on changes over time can be useful in determining if these pressures are increasing, decreasing or staying the same. Comparisons with the variables *activities (K14)*, *use patterns (K19)* and *levels and types of impacts (K20)* can be useful to determine how change are influencing resource conditions.

The information on demographics (age, nationality, gender) can indicate different demands for tourism goods and services. For example, younger people are likely to be more active than older tourists and, therefore possibly place greater pressure on the resources. Similarly, understanding tourists' interests and seasonality is also useful for predicting which resources will be under greatest pressure and when.

GOVERNANCE

K25. Management Body

What it is

A management body is an institution that governs how coastal resource management is undertaken and ensures that there is a transparent process for planning, establishing and enforcing rules and regulations. Management bodies may be government, non-government or community organizations and may operate at the international, national, state/provincial or local level. There may be multiple management bodies in the study area for different coastal activities such as coastal zone management, fisheries, aquaculture, mangroves, tourism, marine transportation and residential development.

Coastal Activity*	Management Body(s) (Yes/No) & Name
<i>Fisheries</i>	<i>Y–Dept. of Fisheries</i>
<i>Tourism</i>	<i>Y–Tourism Authority</i>
<i>Aquaculture</i>	<i>N</i>
<i>*develop list according to activities identified in Activities (K14)</i>	

How to collect the data

Information on management bodies may be obtained by reading the management plans for the various activities. This information may also be obtained by interviewing key informants who are knowledgeable about coastal resource management or coastal activities (e.g. government agency representatives, elected officials, representatives of non-governmental organizations). It is important to confirm the existence and name of each management body for each coastal activity by identifying and interviewing a person

responsible for the management body's operation. The information on whether a management body exists (yes or no) and the name of the management body is recorded in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: Key informants may also be asked to identify the mandate and key leaders of each management body for each coastal activity.

How to analyze the data

Synthesize the data from the management plans, key informants and responsible persons into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as illustrated.

Additional analysis: A narrative may be prepared noting the name of the management body(s) for each coastal activity.

How the information can be useful to managers

Information on management bodies is useful for determining the overall impacts of management on communities, particularly on governance. The identification of a legally mandated decision-making authority for coastal activities will allow the manager to better understand the range of management activities taking place in the area, coordinate with the other management bodies, be more transparent in the management process and be more effective in terms of management. Also, the identification of management bodies will provide those with concerns about the impacts of management measures authorities with which to consult.

K26. Management Plan

What it is

The management plan sets out the strategic directions for the coastal resources management program. The management plan is a document that states the overall management program goals and objectives, the institutional structure of the management system and a portfolio of management measures.

How to collect the data

Information on management plans can be obtained through interviews with key informants from the relevant national, regional and local government agencies with authority and responsibility for coastal resource management. There may be several management plans in existence for the study area depending on the coastal activities, including an integrated coastal zone management plan, a fisheries management plan, a coastal development plan, a mangrove management plan and/or a tourism development plan. It may be useful to request a copy of the relevant management plans to help determine what activities are addressed.

Coastal Activity*	Management Plan (Yes/No)
<i>Fisheries</i>	<i>Y</i>
<i>Tourism</i>	<i>Y</i>
<i>Aquaculture</i>	<i>N</i>
<i>*develop list according to activities identified in Activities (K14)</i>	

For each coastal activity, identify whether (yes or no) a management plan exists and note it in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: Information on the management plan components (e.g. enforcement, education) can also be collected when asking about the plan.

How to analyze the data

Synthesize the data from the various key informants and secondary sources and record into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional analysis: A short narrative may be prepared describing the plan for each coastal activity. It may also be useful to compare the changes in the existence of management plans over time with changes in use patterns and resource conditions to determine if there is a correlation.

How the information can be useful to managers

Knowing whether management plans exist for various activities is useful for determining the overall impacts of management on the study area, particularly on governance. The existence and adoption of a management plan informs managers that coastal resource management is guided by goals and objectives to achieve certain outcomes (for example, conservation and protection), that there is a basic strategy to achieve these goals and objectives and that the overall plan has a legal mandate for implementation.

The analysis comparing the existence of a management plan and other governance variables (e.g. formal rules and tenures) with resource use patterns and resource conditions is useful for determining whether these governance measures are influencing behavior and the health of the resources.

K27. Enabling Legislation

What it is

Enabling legislation is the formal legislation in place from government to provide coastal resources management with a sound legal foundation so that the plan, management structures, rules and regulations and enforcement procedures can be recognized, explained, respected and enforced. For example, a national fisheries law or code is considered to be enabling legislation since it defines how fisheries will be used and managed in the country.

How to collect the data

Information on enabling legislation is obtained by interviewing key informants from relevant national, regional and local government agencies with authority and responsibility for coastal resource management. During the interviews it may be useful to request copies of the published legal documents of pertinent enabling legislation to help determine the enabling legislation that is in place.

Enabling legislation may exist at international, national, state/provincial, and local levels. The form and extent of enabling legislation for coastal resources management will vary widely by country. The legal arrangements may depend upon many elements, including the form of government, available finances, public administrative structures, level of government, state of centralization/decentralization, lines of jurisdiction and decision-making and types of coastal resources and activities.

The interviews and document reviews are conducted to determine the existence (yes or no) of enabling legislation to support the management plan for each coastal activity. This information is recorded in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

How to analyze the data

Synthesize the data from the various key informants and secondary sources into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Coastal Activity (develop list according to activities identified in <i>Activities(K14)</i>)	Enabling Legislation (Yes/No)
<i>Fisheries</i>	Y
<i>Tourism</i>	N
<i>Aquaculture</i>	N

Additional analysis: A short narrative may be prepared describing the enabling legislation for each coastal activity. Compare the changes in the existence of enabling legislation over time with changes in use patterns and resource conditions to determine if there is a correlation.

How the information can be useful to managers

Enabling legislation is useful for determining the overall impacts of management on communities in the study area, particularly on governance. An understanding of the enabling legislation is useful to ensure that the management plan and strategies are supported by adequate legislation for their successful implementation. An understanding of the enabling legislation will ensure that any management measures undertaken are supported in the law. Concerns over impacts of the management measures can be related back to the management plan and enabling legislation.

The analysis comparing the existence of enabling legislation and other governance variables (e.g. formal rules and tenures) with resource use patterns and resource conditions is useful for determining whether these governance measures are influencing behavior and the health of the resources.

K28. Management Resources

What it is

Management resources refers to the human and financial resources that carry out the activities of the management plan.

How to collect the data

Information on management resources can be collected by interviewing the manager or director of each management body in the study area. The manager or director is requested to present the organization chart which should identify staff allocations by program or activity. The number of staff (full-time, part-time, volunteer) assigned to each program or activity is identified. Where no organization chart exists, one can be developed with the manager or director by first identifying each of the programs or activities of the management body and then identifying the staff members. The manager or director is also asked for the overall budget for the management body and for implementation of the management plan. The responses are noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

Additional data collection: Additional information may be collected on individual line item budget allocations for different management activities, such as education or enforcement. Information may also be obtained on technical and equipment allocations for various management activities.

Coastal Activity*	Number of Staff	Budget
Fisheries	5	1,000
Tourism	25	25,000
Aquaculture	0	0
*develop list according to activities identified in Activities (K14)		

How to analyze the data

Synthesize the data from the various key informants and secondary sources into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional analysis: A narrative may be prepared on the current staff allocations and budget for coastal management.

How the information can be useful to managers

Understanding management resources is useful for determining the overall impacts of management on communities in the study area, particularly on governance. For example, an understanding of the staff allocations to undertake each program or activity is useful in order to understand the importance of the various activities and also for estimating the number and frequency of certain activities, such as enforcement patrols.

K29. Formal Tenure and Rules

What it is

Formal tenure is concerned with use rights with respect to coastal activities. Formal tenure is considered to be legally written into law. For example, a formal tenure arrangement is the right given to a fisher to access an area to fish.

Formal rules are legally written into law and define specifically what acts are required, permitted and forbidden by stakeholders and government agencies concerning the use of coastal resources. Rules establish how use rights are to be exercised. For example, for those fishers with a formal tenure use right to access an area to fish, a formal rule is that they may only use handlines to fish in the area.

For this variable the focus is on formal operational rules and regulations which directly affect day-to-day decisions made by resource users concerning when, where and how to use coastal resources. These rules and regulations are specific to a coastal activity and will be established by an agency with legal responsibility for managing that coastal activity.

How to collect the data

Formal legislation concerning tenure can be identified from secondary sources such as written legislation at the national, regional or local levels. This legislation is written and legally published by the government. These include the national fisheries code or law, environmental laws concerning

Coastal Activity*	Formal Tenure Arrangement (Yes/No)	Relevant Rules and Regulations (Yes/No)
<i>Fisheries</i>	Y	Y
<i>Tourism</i>	N	N
<i>Aquaculture</i>	Y	N
*develop list according to activities identified in Activities (K14)		

extraction of mangroves, laws concerning coral use and extraction, and laws concerning coastal residential development. Additional information can be obtained from key informant interviews with government officials in relevant agencies with responsibility for managing each coastal activity.

Formal rules and regulations can be identified from secondary information such as written legislation at the national, regional or local levels. This legislation is written and legally published by the relevant government agency. Additional information can be obtained from key informant interviews with government officials in relevant agencies with responsibility for managing each coastal activity.

The formal legislation concerning tenure and the formal rules for coastal activities should be obtained at national, regional and local government levels. For each coastal activity, identify (yes or no) if there exists a formal tenure arrangement(s) and a formal rule(s) at the community level. This information is noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table as illustrated.

How to analyze the data

Synthesize the data from the various key informants and secondary sources into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet* as shown.

Additional analysis: A short narrative may be prepared describing the formal tenure arrangements and rules for each of the coastal activities. Compare the changes in the existence of management plans over time with changes in use patterns and resource conditions to determine if there is a correlation.

How the information can be useful to managers

Formal tenure is useful for determining the overall impacts of management on communities, particularly on governance. The formal tenure over coastal resources ranges from full ownership and control over the uses and allocation of coastal resources by certain groups, such as a fisher organization, to no legal use rights at all. For the manager, it is critical to understand this information so that management arrangements can be equitably and efficiently designed and implemented, and the impacts understood and addressed. It is necessary to understand the existence, nature and strength of formal tenure that local stakeholders, including the management authority, have over coastal resources in the area so that management structures can operate effectively.

Formal rules are also useful for determining the overall impacts of management on communities, particularly on governance. This variable is useful to determine the existing levels of control over human activities in the coastal area and the extent to which people are likely to accept additional rules governing use of coastal activities and be impacted by the formal rules. Resource users may violate rules if they are not well understood or if the rules don't make sense to them.

The analysis comparing the existence of formal tenure arrangements and rules with resource use patterns and resource conditions is useful for determining whether these governance measures are influencing behavior and the health of the resources.

K30. Informal Tenure and Rules, Customs and Traditions

What it is

In many coastal communities, a dual system of coastal resource management exists. An informal management system, devised and implemented by a community of resource users, often coexists with a formal government management system. These informal systems may be complex or simple, easily observed or carefully protected.

Customs and traditions for coastal resource use and management are practices that reflect the social and cultural ethnic, class or gender make-up of the community. They may include, for example, the identification of a senior fisher to direct fishing activities, the saying of prayer before fishing, a conflict management mechanism or a decision-making arrangement.

Informal tenure and rules refer to the unwritten, informal (customary and traditional) practices through which people gain use rights, and define specifically which acts are required, permitted and forbidden by resource users with respect to coastal activities.

How to collect the data

Information on informal tenure and rules for each coastal activity (as appropriate) can be obtained by a combination of key informant interviews and observation. The most relevant people for key informants include senior community members and government officials. Key informants are asked to briefly describe the customs/traditions, informal tenure and rules for each coastal activity as noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table shown. Observation is also essential because information obtained through interviews may only reflect ideal, not real, behavior. Resource users can be observed as they carry out the informal tenure and rules to determine if they are being implemented as described.

When collecting information on informal governance, it should be noted that it may take more time to fully understand these arrangements. This may involve spending additional time with community members to actually learn in detail about these systems.

Coastal Activity*	Customs and Traditions	Informal Tenure Arrangements	Informal Rules
*develop list according to activities identified in Activities (K14)			

How to analyze the data

Synthesize the data from the key informants into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet*.

Additional analysis: A short narrative may be prepared describing the informal tenure and rules and the customs and traditions related to coastal resource use and management for each of the coastal activities.

How the information can be useful to managers

Customs and traditions for coastal use and management and informal tenure and rules are useful for determining the overall impacts of management on communities and for understanding the cultural significance of resources and their uses. An understanding of informal tenure and rules is important since resource users may feel that the informal tenure and rules are more legitimate to them than formal use rights and rules, and thus disregard laws and legislated restrictions. An understanding of informal tenure and rules will allow the manager to develop a management program that respects customs and traditions and builds on these arrangements, while also including legislated measures. This may be more acceptable to resource users and lead to higher levels of compliance. By understanding these customs and traditions, the manager can recognize and integrate them in the management program so as to minimize or have no impact on social and cultural practices in the community.

K31. Stakeholder Participation

What it is

Stakeholder participation is a measure of the amount of involvement of stakeholders in making coastal management decisions.

How to collect the data

Stakeholder participation can be obtained through key informant interviews with community officials, leaders of community and stakeholder organizations, and coastal management staff. As noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table shown, key informants are asked if stakeholders are involved in making coastal management decisions (yes or no).

Additional data collection: Stakeholder participation can also be obtained through observation of coastal management meetings to see if the stakeholders attend the meetings and express their opinions, and determine if their opinions are considered by the management body. It may also be useful to ask what activities stakeholders can and do participate in.

How to analyze the data

Synthesize the data from the key informants and observations into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet*.

Stakeholder Group*	Stakeholder Participation (Yes/No)
*develop list according to stakeholder groups identified in Stakeholders (K23)	

Additional data analysis: A narrative may be prepared which describes the level and types of stakeholder participation in coastal management decision-making.

How the information can be useful to managers

The active participation of stakeholders in coastal management decision-making can improve the success of coastal management activities. If stakeholders are more involved in coastal management decision-making and feel ownership over the process, they are more likely to support coastal management activities. Stakeholders are important to support and sustain coastal management.

K32. Community and Stakeholder Organizations

What it is

Community and stakeholder organizations are means for representing resource users and stakeholders in coastal resource management and for influencing the direction of decision-making and management.

How to collect the data

Information on community and stakeholder organizations is obtained from secondary sources and from interviews with key informants. Key informants may include officials from the coastal resource management agency offices, other relevant government officials, community leaders, members of other associations in the community, senior fishers, representatives of religious organizations and representatives of non-governmental organizations.

As noted in the *Key Informant Interviews/Secondary Sources Interview Guide* table shown, for each organization information is collected on whether the organization is formally or informally authorized and on the organization's main functions. Key informants are asked whether the organization influences coastal management issues, community issues, both coastal management and community issues, or has no influence.

Community Organization	Formal or Informal	Main Functions	Influence (on coastal management; community issues; both; none)

How to analyze the data

Synthesize the data from the key informants and secondary sources into the table in the *Key Informant Interviews/Secondary Sources Analysis Sheet*.

Additional analysis: A short narrative may be prepared identifying the number of community and stakeholder organizations, whether they are formal or informal, and their function/responsibilities.

How the information can be useful to managers

An understanding of community and stakeholder organizations can assist managers in improving participation and representation of stakeholders in management and decision-making. The results need to be interpreted against the background of the level of community or collective action in the country or area. An understanding of organizations will allow the manager to identify different groups that may be impacted by management measures and to address these impacts with the organizations.

SURVEY VARIABLES (S)

HOUSEHOLD DEMOGRAPHICS

S1-8. Age, Gender, Ethnicity, Education, Religion, Language, Occupation, Household Size

What it is

As described in the previous *Key Informant/Secondary Source Variables* section, age, gender, ethnicity, education, religion, language, occupation and household size are basic demographic variables. Age is measured by the percent of community members in different age categories. Gender is measured by the percent of the population that is male and the percent that is female. Education is measured by the number of years of formal schooling completed by community members over 16 years old. Ethnicity and religion are measured by the percent of community members that have the various ethnic and religious affiliations, respectively. Language is measured by the percent of community members that speak various languages as their primary language. Primary and secondary occupations are measured by the number of people who consider each occupation their primary or secondary occupation. Household size is the average number of people in a house in the community.

Additional data collection: The team may also want to ask about the existence of illegal occupations, such as fish poaching and drugs. It should be noted that this may be a highly sensitive issue and, therefore it may be easier to obtain this information from key informants (see K12).

How to collect the data

Information on these demographic variables is collected by asking about all the members in the respondent's household. In this way, the team collects information on the range of demographic characteristics of members of the household, not just about the individual respondent.

The team asks the respondent to complete the following table as noted in the *Survey Guide*. Each household member is noted in the first column and the relevant information provided to the right:

Household Members*	Age	Gender	Education Level Completed (only ask if >16 yr)	Religion	Ethnicity	Language	Primary Occupation	Secondary Occupation

**identify all living in respondent's house by name or role (e.g. grandmother)*

How to analyze the data

Occupation analysis

For the occupation analysis, first identify all the occupations noted during the interviews and list them in the table in the *Survey Analysis Sheet* (see example). For simplicity, group all the occupations that have less than 5% of the population together under "Miscellaneous."

Next calculate the total number of people from all the household tables who listed this occupation as their primary occupation. Then calculate the percentage of people who are employed in each occupation as their primary occupation by dividing the number of people noted for each occupation by the total number of people in all the households as noted in the *Survey Analysis Sheet* and illustrated in the table.

Conduct the same calculations for the secondary occupations by first calculating the total number of people from all the households who noted each occupation was their secondary occupation. Then calculate the percentage of people from the households who noted each occupation was their secondary occupation by dividing the number of secondary people for each occupation by the total number of people in all the households interviewed as illustrated in the table. Also note that the total percentage of household members with secondary occupations is less than 100%. This is because not all household members have a second occupation. In the example, 80% have secondary occupations, 20% do not.

Finally, add the percentages from the primary and secondary occupations for each occupation to determine the total percent of community members dependent on each occupation as illustrated in the table. Note that the total adds up to more than 100%. This is because the total percent includes primary *and* secondary occupations of household members. They are therefore counted twice if they have a second occupation.

Occupation	P R I M A R Y		S E C O N D A R Y		Total percent of community members dependent on this occupation (primary and secondary)
	Number of household members listed as primary occupation	Percent household members that listed as primary occupation	Number listed as secondary occupation	Percent household members that listed each occupation as secondary	
<i>Fishing</i>	65	32.5%	50	25%	57.5%
<i>Hotel development</i>	50	25%	20	10%	35%
<i>Aquaculture</i>	30	15%	60	30%	45%
<i>Misc.* (coral mining, farming)</i>	5	2.5%	30	15%	17.5%
<i>No occupation**</i>	50	25%	0	0%	25%
TOTAL	200	100%	160	80%	180%
* record together all occupations that were noted for <5% of the household members ** for example, unemployed, students, retired					

Additional analysis: Compare these results with the data from the key informant/secondary source *occupation (K12)*, which asks the percent of population conducting this occupation as primary occupation and secondary occupation. If there are significant differences, then consult with the key informants to determine the cause. If the difference cannot be explained, then it may be necessary to interview all the households to accurately determine occupational structure. Note that the key informant/secondary source data are based on the *working* population and therefore do not include people who are students, retired or otherwise not working. To accurately compare, the household percentages will need to be recalculated based only on the people listed as working (i.e. not including the people who noted "student", "unemployed", etc., as their occupation).

Compare changes in the number of people in each occupation over time with data on changes in *types of use (K16)*, *levels and types of impact (K20)* and resource conditions over time to identify any correlations.

Also, calculate changes in occupational structure over time. Take the current year's percentages and numbers and subtract the previous year's to see if there is an increase, decrease or no change.

Demographic analysis: For each primary occupation, calculate the percent of people in each age category, education category, ethnic category, religious category and gender category and note these percentages in the *Survey Analysis Sheet* (see example for age and education table).

P E R C E N T R E S P O N S E S							
Primary Occupation	Age 0-15	Age 16-25	Age 26-45	Age over 45	< 6 years schooling	6-9 years schooling	>9 years schooling
<i>Fishing</i>	6%	20%	39%	35%	10%	60%	30%
<i>Hotel development</i>	0%	45%	30%	25%	5%	30%	65%

Additional analysis: Compare these demographic data for all the occupations together with *key informant/secondary source Interviews data on age, gender, education, literacy, ethnicity, religion and language (K5-11)* data. If there are significant differences, then consult with the key informants to determine the cause. If the difference cannot be explained, then it may be necessary to interview all the households to accurately determine community demographics. In addition, a short narrative may be prepared describing the characteristics of each occupational group.

Household size: Calculate average household size by adding up the number of people in each household and dividing by the number of households.

How the information can be useful to managers

In comparison to the demographic data provided from the key informants/ secondary sources, the data from the surveys are analyzed specific to each occupation. This provides the manager an understanding of the type of person employed in the different occupations that can help him/her tailor management programs. For example, if the manager knows most of the aquaculture owners are illiterate and most of the hotel owners are highly educated, then he/she may develop education programs based on visual imagery for the aquaculture owners and an education program based on scientific references for the hotel owners.

S9. Household Income

What it is

Household income refers to the main sources of income for a household. This information is collected in addition to occupational structure to identify any sources of income that are not associated with an occupation, such as remittance from abroad.

How to collect the data

As noted in the *Survey Guide*, data on household incomes are obtained by asking each respondent:

What is your household's most important source of income? _____

What is your household's second most important source of income? _____

Note that the collection of this data could be sensitive to some individuals as it is personal. The team needs to carefully consider their study area and community members to determine if it is appropriate to ask this question.

How to analyze the data

Synthesize the data from all the surveys. For each occupation, calculate the percent of respondents that noted it was their household's primary source of income and the percent of respondents that noted it was their household's secondary source of income, and note these percents in the *Survey Analysis Sheet*.

Additional analysis: Compare these results with the data on *occupation (K12 and H7)* to verify the same occupations are of critical importance. Note that there may be differences due to sources of income that are not occupations (e.g. remittance). Monitor these results over time to identify changes in the importance of the various occupations.

How the information can be useful to managers

Information on primary and secondary sources of incomes is useful for determining the importance of the resources to the community. For example, if over 80% of the community considers fishing a primary or secondary source of income, then this demonstrates a high community dependence on fishing and consequently on the marine resources.

COASTAL AND MARINE ACTIVITIES

S10. Household Activities

What it is

Household coastal and marine activities is the identification of the household uses of coastal and marine resources in the study area.

Coastal and Marine Activities
1 <i>Fishing</i>
2 <i>Tourism</i>

How to collect the data

The respondent is asked to identify all uses of coastal and marine resources by household members. This information is noted in the *Survey Guide* table as illustrated.

Additional data collection: The team may also want to ask about the existence of illegal activities, such as fish poaching and drug running. It should be noted that it may be easier to obtain this information from key informants (see K12).

How to analyze the data

The data from all the household surveys are sorted and ranked according to the most important activities by all the households. The activity reported most by all the households should be listed first, followed by the second most often reported activity, etc. This information is noted in the *Survey Analysis Sheet* as shown.

Additional analysis: A narrative may be prepared describing the different coastal and marine activities of households in the community.

How the information can be useful to managers

The identification of household coastal and marine activities is important for the manager to have an understanding of the various uses of coastal and marine resources in the area and the dependence of households on certain activities.

S11. Household Goods and Services

What it is

Coastal and marine goods and services are the specific products produced from the household coastal and marine activities. These include extractive goods such as fish, mangrove wood, coral products, and sand; and non-extractive services such as tourism/recreation activities and aquaculture

How to collect the data

The respondent is asked to identify all goods and services produced from each coastal and marine activity of the household. This information is noted in the *Survey Guide* table as illustrated.

How to analyze the data

The data from all the household surveys are sorted and ranked according to the most important coastal and marine goods and services from each activity for the households. The good or service reported most often by the households should be listed first, followed by the second most often reported good or service, etc. This information is noted in the *Survey Analysis Sheet* as shown.

Coastal and Marine Activities	Coastal and Marine Goods and Services
1 <i>Fishing</i>	<i>Grouper</i>
	<i>Octopus</i>
	<i>Shrimp</i>
2 <i>Tourism</i>	<i>Hotel development</i>
	<i>Diving</i>
	<i>Recreational fishing</i>

Additional analysis: A narrative may be prepared describing the household coastal and marine goods and services in the community.

How the information can be useful to managers

Information on household coastal and marine goods and services is useful for determining the overall impacts of management, particularly marketing and production on households in the study area. As a result of management measures, there may be a shifting in the coastal and marine goods and services produced in the area, with positive and negative impacts on the household. For example, if a marine protected area actively promotes tourism in the area, then it would be expected that the value of diving would increase and more household members would shift to diving operations.

S12. Types of Household Uses

What it is

Types of household uses identify the specific method or development being employed (e.g. traps, nets, guest houses, SCUBA diving) for each coastal and marine good and service (see *types of use [K16]* for more information).

How to collect the data

The respondent is asked to identify the specific method or development being used for each coastal and marine good and service. This information is noted in the *Survey Guide* table as illustrated.

How to analyze the data

The data from all the household surveys are sorted and ranked according to the most important coastal and marine goods and services from each activity for the households. The good or service reported most often by the households should be listed first, followed by the second most often reported good or service, etc. This information is noted in the *Survey Analysis Sheet* as shown.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Household Uses
1 <i>Fishing</i>	<i>Groupers</i>	<i>Trap, Line, Cyanide</i>
	<i>Octopus</i>	<i>Trawl, Line</i>
	<i>Shrimp</i>	<i>Trawl</i>
2 <i>Tourism</i>	<i>Hotel development</i>	<i>Guesthouses All-inclusives</i>
	<i>Diving</i>	<i>SCUBA</i>
	<i>Recreational fishing</i>	<i>25 people boats</i>

Additional analysis: A narrative may be prepared describing the household coastal and marine goods and services in the community.

How the information can be useful to managers

Information on the types of uses is particularly useful for identifying threats, such as mangrove clearing, to the coastal and marine resources. By monitoring this information over time, the manager can also see what impact management has had on these types of uses. For example, if the coastal management program initiated a mangrove replanting campaign, yet mangrove clearing continues to be listed as a type of use, then this indicates that the campaign is not preventing continued mangrove clearing. This information also helps to determine the effectiveness of coastal management programs.

Understanding what types of uses are taking place in the study area is also critical to developing stakeholder participation and awareness programs in coastal management. The managers need to know how people are tied to the resources in order to work with them and communicate with them regarding threats to the resources.

S13. Household Market Orientation

What it is

Household market orientation is the identification of the market in which each coastal and marine product produced by the household is primarily sold. This household information can be used to determine market orientation of the entire community.

How to collect the data

For each coastal and marine good or service, the respondent is asked to note the primary market in which it is sold (international, national, regional or local). The responses are noted in the *Survey Guide* table as illustrated. The team needs to define in advance the types of market orientation (international, national, regional or local) to ensure consistency in responses.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Household Uses	Household Market Orientation
1 Fishing	Groupers	Trap, Líne, cyanide	Regional
	Octopus	Trawl, Líne	Local
	Shrimp	Trawl	Regional
2 Tourism	Hotel development	Guesthouses All-inclusives	International
	Diving	SCUBA	National
	Recreational fishing	25 people boats	Local

How to analyze the data

Synthesize the data from all the household surveys. List the goods and services and calculate the percentage of respondents who noted each good or service sold in international, national, regional or local markets. This information is noted in the *Survey Analysis Sheet* as shown. The definitions of types of market orientation (international, national, regional or local) should be noted.

Coastal and Marine Goods and Services	% Noted International Market	% Noted National Market	% Noted Regional Market	% Noted Local Market
Groupers	0%	30%	40%	30%
Octopus	0%	15%	35%	50%
Shrimp	20%	20%	35%	35%
Hotel development	60%	35%	3%	2%
Diving	50%	40%	8%	2%
Recreational fishing	10%	10%	30%	50%

Additional analysis: A narrative may be prepared describing the different markets in which the goods and services are sold.

How the information can be useful to managers

Market orientation is useful for determining the overall impacts of management on communities, particularly marketing, production and food security. For example, investments in community infrastructure, such as roads to major cities, can result in greater access to national, regional and international markets.

Since the livelihood and income of people in the community are linked to markets, the fish market orientation is important as it provides for an understanding of where aquatic products produced in the area are sold. This variable allows for an analysis of changes over time in the markets for major aquatic products. It shows the relationship of local producers and traders with various markets, for example, linkages with international markets, which may affect harvesting practices.

Market orientation can also be useful as an indication of how much pressure may be put on the resource. For example, fishers may put intense fishing effort on a high valued fish for international markets. It can also give an indication over time of shifts in markets for aquatic products. The impact of management measures can be assessed through changes in markets. For example, management measures may result in higher value fish being available in the area that may be marketed in regional or national markets.

S14. Household Uses

What it is

Household uses of coastal and marine goods and services is a measure of how households in the study area utilize coastal and marine goods and services for consumption, leisure and sale. This variable is most relevant to extractive activities (e.g. fishing, aquaculture).

How to collect the data

Each respondent is asked to identify the primary household use for each good or service — own consumption, recreation activity or sale — which is noted in the *Survey Guide* table as illustrated.

Additional data collection: If food security is a concern, then the key informants may be asked questions relating to food security issues such as whether there are a variety of reasonably priced food products available throughout the year and whether the locally caught seafood products are regularly available at a reasonable price.

Coastal and Marine Activities	Coastal and Marine Goods and Services	Household Uses
1 <i>Fishing</i>	<i>Grouper</i>	<i>Own consumption</i>
	<i>Octopus</i>	<i>Sale</i>
	<i>Shrimp</i>	<i>Sale</i>
2 <i>Tourism</i>	<i>Hotel development</i>	<i>Sale</i>
	<i>Diving</i>	<i>Sale</i>
	<i>Recreational fishing</i>	<i>Recreation activity</i>

How to analyze the data

Synthesize the data from all the household surveys. Similar to the household market orientation variable, list the goods and services and calculate the number and percentage of respondents who noted each good or service used for own consumption, leisure or sale. This information is noted in the *Survey Analysis Sheet*.

Additional analysis: A narrative may be prepared describing the different household uses of the coastal and marine goods and services by the community.

How the information can be useful to managers

Information on households' use of coastal and marine goods and services provides insight into household dependence on coastal and marine resources for food and income. It is therefore important for understanding issues of food security in the household. This information can be useful for understanding how management measures may impact upon the livelihood of resource users and the food security of households. For example, if households primarily consume their catch, then a restriction on fishing can be expected to affect food availability and therefore impact food security of the household.

ATTITUDES AND PERCEPTIONS

S15. Non-market and Non-use Values

What it is

Non-market and non-use values of the coastal resources are measures of how people think about the value of coastal resources that are not traded in the market (non-market) and the value of the resources to the portion of society that does not use the resources (non-use). Non-market value is the value of resources (e.g. fish) and services (e.g. diving) that are not traded in any market. These include direct uses, such as divers who have traveled to dive by private means; and indirect uses, such as biological support functions in the form of nutrients, fish habitat and coastline protection from storm surge. Non-use values are not associated with any use and include option value (the value of knowing that the resource is available should one decide to use it at some future time), bequest value (the value of knowing that the resource will be available to future generations), and existence value (the value of knowing that the resource exists in a certain condition).

How to collect it

The concepts of non-market and non-use values are largely abstract and theoretical. Ideally, an economist should conduct the assessment of these variables since the economic methods used are complex. Recognizing that in most areas economists are not readily available, *SocMan* suggests an approach of measuring people's perceptions based on scale.

This approach uses a series of questions that focus on people's perceptions of indirect non-market values (i.e. biological support functions) and the non-use values related to bequest and existence values of the resources. These could include statements about beauty, about looking after the sea for their children's children, about "enjoying time on the water", and about other non-extractive goods and services that a healthy coastal environment can provide.

Following are suggested statements, which need to be tailored to the resources and activities at each site. Each respondent is asked to indicate the degree to which they agree or disagree with a series of statements. Respondents are asked if they: agree strongly (5), agree (4), don't agree or disagree (3), disagree (2), or disagree strongly (1) with each statement.

- _____ a) The reefs are important for protecting land from storm waves. (indirect non-market value)
- _____ b) In the long-run, fishing would be better if we cleared the coral. (indirect non-market value)
- _____ c) Unless mangroves are protected we will not have any fish to catch. (indirect non-market value)
- _____ d) Coral reefs are only important if you fish or dive. (existence non-use value)
- _____ e) I want future generations to enjoy the mangroves and coral reefs. (bequest non-use value)
- _____ f) Fishing should be restricted in certain areas even if no one ever fishes in those areas just to allow the fish and coral to grow. (existence value)
- _____ g) We should restrict development in some coastal areas so that future generations will be able to have natural environments. (bequest value)
- _____ h) Seagrass beds have no value to people. (existence value)

Note that the statements are written such that agreement with some indicates an accurate or positive belief, while agreement with others indicates the opposite. This was done to control for responses where the respondent either agrees or disagrees with everything. Statements are randomly arranged with respect to this type of polarity.

Additional data collection: Certain marine-related activities or items may have important cultural value to the community. Respondents can be asked to list the various activities or items in the community (e.g. fishing, temple, reef) and to then rank them in order of cultural importance to the community. This is particularly useful for identifying activities and items that may not be important in terms of providing livelihood but are still considered an important part of community life. For example, in areas where fishing is being replaced by tourism, communities may still feel that fishing is part of the community even though it is no longer the primary source of income or livelihood.

Open-ended questions, such as: "If coral reefs disappeared, how would it matter to you?", "If the fisheries disappeared, how would it matter to you?", and "If the entire beach front were to be developed, how would it matter to you?", can be asked to gain a fuller understanding of the importance of the resources and their uses.

How to analyze the data

Synthesize the data from all the surveys. For each question, calculate the percent of respondents for each level of agreement and note the percent in the *Survey Analysis Sheet*. To determine whether respondents attribute a non-market or non-use value to the resources, consider to what extent they agreed with the statements. Statements a, c, e, f and g are positively stated. If respondents agreed with these statements, they value the resources. Statements b, d and h are negatively stated. If respondents agreed with these statements, they do not value the resources.

Additional analysis: The levels of agreement (e.g. agree strongly and agree) may be combined to simplify the interpretation. For example, if 23% of respondents strongly agreed with statement a and 34% of respondents agreed with statement a, then these could be combined to say, "over fifty percent of respondents agreed that reefs are important for protecting land from storm waves." This is easier to understand than listing the percentages for each category.

It may also be useful to prepare a brief narrative explaining to what extent people value the resources. Compare results over time to see if people's perceptions have changed.

How the information can be useful to managers

Information on non-use and non-market values is useful for understanding how people value the coastal resources. Often valuations focus exclusively on values related to the market, such as employment levels, incomes and net profits. By also understanding perceptions of non-use and non-market values, the manager gains a more complete picture of the total value of the resources. This is useful for demonstrating the importance of the resources and their protection to policy-makers and the general public, gauging public support for management, and demonstrating that marine resources are more than products to be bought and sold.

These perceptions are also useful for developing awareness programs because managers can see how much people think of resources as providing goods and services beyond what can be bought and sold. Monitoring this information over time can therefore be used to see how management programs impact people's attitudes and perceptions.

S16. Perceptions of Resource Conditions

What it is

Perceptions of resource conditions measure what people think about the condition of the coastal resources.

How to collect the data

Data on perceptions of resource conditions are obtained by asking each respondent:

How would you describe current coastal resource conditions on a scale from very good (5), good (4), not good not bad (3), bad (2) to very bad (1) (edit list of resources to reflect site resources):

mangroves ____; coral reefs ____; fresh water (rivers) ____; upland forests ____

How to analyze the data

Synthesize the data from all the surveys. For each resource calculate the percent responses for each level of the scale and note in the *Survey Analysis Sheet*.

RESOURCES*	PERCENT RESPONDENTS THAT DESCRIBED RESOURCE CONDITIONS AS:				
	Very good (5)	Good (4)	Neither good nor bad (3)	Bad (2)	Very bad (1)
<i>mangroves</i>	3%	10%	30%	34%	23%
<i>coral reefs</i>	5%	12%	34%	30%	23%
<i>fresh water</i>	2%	15%	62%	15%	6%
<i>upland forests</i>	40%	30%	20%	8%	2%
*edit list of resources to local site					

Additional analysis: Some of the categories may be combined to simplify the interpretation. For example, if 23% of respondents said the mangroves are in very bad condition and 34% said they are in bad condition, then these could be combined to say, "over fifty percent of respondents noted the mangroves were in bad or very bad condition." This is easier to understand than listing the percentages for each category. In addition, a short narrative may be prepared describing how people perceive the resource conditions. Monitor these results over time to identify changes in people's understanding of resource conditions. Compare these results with scientific studies of resource conditions to determine the accuracy of people's understanding of resource conditions.

How the information can be useful to managers

Information on perceptions of resource conditions is useful for identifying threats to the coastal resources. By understanding which resources are in poor condition, managers can better identify the major threats to the resources since most threats are linked to particular resources. For example, if mangroves, seagrass and coral reefs are noted to be in worse condition than upland forests and fresh water, then sea-based activities, such as fishing and boating, may be a greater threat than terrestrial activities.

This information is also critical for developing awareness programs and seeking stakeholder participation. If community members do not consider the resources to be at risk, then it will be difficult to engage them in coastal management. If community members consider the resources to be in good condition, yet scientific research shows they are deteriorating, then an awareness program may need to be initiated to increase understanding of resource conditions.

By monitoring this information over time, the manager can see the impact management has had on people’s attitudes and perceptions. For example, if the coastal management program initiated an awareness campaign on the poor health of the coastal ecosystem, yet respondents continue to report good health, then this suggests that the program has not been effective.

People’s perceptions of the resource conditions are also useful for developing biophysical research and monitoring programs. Community members, particularly people who directly use the resources, are often the most knowledgeable about resource conditions. This information can help guide a scientific agenda, particularly in areas where scientific data is lacking.

S17. *Perceived Threats*

What it is

Perceived threats measures what people think are the major threats to the coastal resources.

How to collect the data

Data on perceived threats are obtained by asking each respondent:

What are the top 5 major threats to the health of coastal resources?

1. _____; 2. _____; 3. _____; 4. _____; 5. _____

How to analyze the data

Synthesize the data from all the surveys. List the major threats. Calculate the percent of respondents who noted each threat as illustrated in this list and note in the *Survey Analysis Sheet* as follows.

Identified threats	Percent noted this threat
<u>Sewage waste</u>	<u>53%</u>
<u>over-fishing</u>	<u>30%</u>
<u>Anchor damage</u>	<u>26%</u>

**Note that the responses do not add up to 100% because respondents may list up to five threats.*

Additional analysis: Combine threats where appropriate. For example, if some people said "anchor damage" and others said "boating practices," then the "anchor damage" responses could be included under "boating practices" since they are a subset. Monitor these results over time to determine how perceived threats change.

Compare these results with the data from the key informant/secondary source data on *levels and types of impact (K20)*. The threats listed above should also be listed as "high" in the *levels and types of impact* results. If there are significant differences, then consult with the key informants to determine the cause. If the difference cannot be explained, then it may be necessary to interview all the households to accurately determine perceived threats. A short narrative may be prepared describing what people perceive to be the major threats from both sets of data.

Compare these results with scientific studies of threats to resource conditions to determine the accuracy of people’s understanding of threats.

How the information can be useful to managers

Information on perceived threats is useful for identifying threats to the coastal resources. Community members, particularly people who directly use the resources, are often the most knowledgeable about threats to the resources. This information can help guide a scientific agenda, particularly in areas where scientific data is lacking, by identifying priority activities on which to focus.

By monitoring this information over time, the manager can see the impact management has had on coastal activities. For example, if the management program prohibited fishing, yet people continue to perceive fishing as a threat, then this suggests that the program has not been effective. Further scientific study should help determine if this is accurate.

Finally, this information is critical for developing awareness programs and seeking stakeholder participation. If community members do not consider there to be impacts on the coastal resources, then it will be difficult to engage them in coastal management. If community members consider only one or two activities to be impacting the resources, yet scientific research shows there are several other impacts, then an awareness program may need to be initiated to increase understanding of the full breadth of activities impacting the resources.

S18. Awareness of Rules and Regulations

What it is

Awareness of rules and regulations measures people's knowledge that rules and regulations on coastal resources exist.

How to collect the data

Data on awareness of rules and regulations are obtained by asking each respondent:

Are there rules and regulations related to the following activities?: (develop list of activities according to *activities [K14]*)

(answer yes or no): fishing ____; mangrove use ____; aquaculture ____; hotel development ____; residential development ____; watersports ____; marine transportation ____

In order to determine awareness, the team must be aware itself of existing rules and regulations. This can be determined by asking the manager. Circle the resources that have rules and regulations for comparison with responses.

How to analyze the data

Synthesize the data from all the surveys. Calculate the percent of respondents who noted there were rules and regulations for each activity and note this in the *Survey Analysis Sheet*.

Additional analysis: Compare the percentages with whether they were circled. The circled activities (have rules and regulations) should have high awareness compared to the other activities. Activities that have high awareness, yet are not regulated indicate misunderstandings by the public. Activities that are circled and have low awareness indicate the public does not realize there are rules and regulations on these activities. A short narrative may be prepared discussing the existing rules and regulations, compliance and enforcement drawing from the results of the next two variables.

How the information can be useful to managers

This information is critical for developing awareness programs and seeking stakeholder participation. If community members are not even aware regulations and rules exist, it will be difficult to engage them in coastal management. Understanding the community's level of understanding of rules and regulations is important for developing awareness programs. Education is the foundation for compliance. It is therefore important for managers to identify which rules and regulations are unfamiliar to the community so that the awareness program can target these rules and regulations. Monitoring the community's awareness of rules and regulations is therefore important for determining the impacts of coastal management on attitudes and perceptions.

S19. Compliance

What it is

Compliance measures to what extent people are perceived to be complying with regulations.

How to collect the data

Data on compliance are obtained by asking each respondent:

On a scale of 1 to 5 (1=no compliance, 5=full compliance), to what extent do people comply with coastal management rules and regulations? ____

Additional data collection: Respondents can be asked which activities or rules people are complying with or not complying with.

How to analyze the data

Synthesize the data from all the surveys. Calculate the percent of respondents for each scale of perceived compliance and note in the *Survey Analysis Sheet*.

Additional analysis: Some of the categories may be combined to simplify the interpretation. For example, if 23% of respondents said there is full compliance and 42% said there is some compliance, then these could be combined to say, "sixty-five percent of respondents felt there is some to full compliance." This is easier to understand than listing the percentages for each category. Compare these results over time to determine if compliance is increasing, decreasing or staying the same. A short narrative may be prepared discussing compliance, enforcement and the regulations and rules in existence from the previous and next variables.

How the information can be useful to managers

Information on compliance is useful for understanding stakeholder participation and identifying coastal management problems. Lack of compliance is not only detrimental to the resources, but to gaining stakeholder support. If it is widely perceived that people are not complying with regulations, then it will be difficult to gain anyone's trust, support, participation or compliance.

By monitoring this information over time, the manager can see the impact management has had on people's attitudes and perceptions. If compliance begins to increase, then this should be reflected in people's perceptions of compliance. If this is not the case, then the manager may need to communicate the changes in compliance more effectively to the public (e.g. report decline in number of violations in park newsletter).

S20. Enforcement

What it is

Enforcement is measured by people's perceptions of how much the rules and regulations are enforced. This is similar to compliance, except compliance addresses people's behavior (i.e. are people adhering to the rules). Enforcement addresses management activities, such as patrolling, imposing fines and confiscating illegal gear.

How to collect the data

Data on enforcement are obtained by asking each respondent:

On a scale of 1 to 5 (1=no enforcement, 5=full enforcement), to what extent are the rules and regulations enforced? _____

Additional data collection: The respondents can be asked more specific questions concerning enforcement, such as: "To what extent are the rules and regulations enforced for each coastal and marine activity?", "How often are violators caught breaking the rules?" and "What one thing can the management body do to improve enforcement?"

How to analyze the data

Synthesize the data from all the surveys. Calculate the percent of respondents for each scale of perceived enforcement and note them in the *Survey Analysis Sheet*.

Additional analysis: Some of the categories may be combined to simplify the interpretation as discussed for compliance. Compare these results over time to determine if enforcement is increasing, decreasing or staying the same. A short narrative may be prepared discussing enforcement, compliance and the regulations and rules in existence from the previous two variables.

How the information can be useful to managers

Information on enforcement is important for understanding coastal management problems. Lack of enforcement is not only detrimental to the resources, but to gaining stakeholder support. Similar to compliance, if it is widely perceived that regulations are not being enforced, then it will be difficult to gain anyone's trust, support, participation or compliance. Also, by monitoring this information over time, the manager can see the impact management has had on governance since enforcement is a key component.

S21. Participation in Decision-making

What it is

Participation in decision-making measures how active people are in coastal management, particularly decision-making.

How to collect the data

Data on participation in decision-making are obtained by asking each respondent:

On a scale of 1 to 5 (1=no participation, 5=fully active participation), to what extent do you participate in coastal management decision-making? _____

Additional data collection: Respondents can also be asked: "Can you participate in decision-making?", "Do you participate in decision-making?", and "What kind of participation would you like to see?" These questions are asked to determine if respondents feel that they can and do participate in decision-making and how they would like to participate in the future.

How to analyze the data

Synthesize the data from all the surveys. Calculate the percent of respondents for each scale of perceived participation and note in the *Survey Analysis Sheet*.

Additional analysis: Compare these results over time to determine if participation is increasing, decreasing or staying the same. Compare these results with data on people's *perceptions of resource conditions and threats (S16 & 17)* and *awareness of rules and regulations (S18)* to see if there is a correlation. For example, if people are not aware of rules and regulations and consider the resources with minimal threats, then they may not have an incentive to participate in management. A short narrative may be prepared discussing participation, how it has changed over time and how it is linked to people's perceptions.

How the information can be useful to managers

By monitoring participation over time, the manager can see how effective the program has been in engaging stakeholders in management, often an objective of management.

The level of stakeholder participation is useful to understanding the importance of the coastal resources to the public. The more people value the resources, the more likely they are to participate in management. There are other reasons as well, such as a crisis situation (e.g. oil spill), but generally the level of stakeholder participation can be used to demonstrate the importance of the resources.

S22. Membership in Stakeholder Organizations

What it is

Membership in resource use stakeholder organizations refers to both formal membership and informal membership. The stakeholder organizations include direct users (e.g. fishermen's cooperative, diving club) as well as people whose activities impact the resources (e.g. foresters association, hotel association), and people who do not use or impact the resources, but have a stake in management (e.g. environmental organizations).

How to collect the data

Data on membership in stakeholder organizations are obtained by asking each respondent:

Is anyone from your household a member of a stakeholder organization? _____

Which organization(s)? _____

Additional data collection: The team may also ask about membership in civic organizations (e.g. church, youth organizations, women groups) to gain an understanding of community participation in general.

How to analyze the data

Synthesize the data from all the surveys. Calculate the percent of respondents who are members of at least one organization. Then list the noted organizations and calculate the percent of respondents who noted they were a member of each organization. Note this information in the *Survey Analysis Sheet*.

Percent noted membership in at least one organization:	82%
Noted organizations for membership	% respondents noted organization
<i>Fishermen Cooperative</i>	67%
<i>Watersports Association</i>	32%
<i>Tourism Association</i>	10%
<i>Aquaculture Business Owners Group</i>	25%

Additional analysis: Compare the results over time to see how membership shifts. Compare the membership percentages of the various stakeholder organizations to the *occupation (K12)* percentages to see if there is a correlation (e.g. if 90% of the community members are fishermen, then is there an equally high membership percentage for the fishermen's association?). A short narrative may be prepared describing membership, how it is related to occupational structure and how it has changed over time.

How the information can be useful to managers

If the noted organizations are involved in coastal management, then membership can be a useful indicator of stakeholder participation in management. For example, if the fishermen's association is responsible for closing certain areas to fishing, then a high membership indicates high participation in coastal management.

The comparison between membership and occupational structure is useful for determining if particular organizations have disproportionally high membership. The occupations employing the most people would be expected to have the highest levels of membership. Differences from this expectation may indicate that the issues an unexpectedly high-membership group deals with are of great importance, or the organization is considered highly effective. If an occupation with small employment has a high level of membership it may be because people not employed in the occupation are interested in the occupation (e.g. as a community shifts out of fishing into tourism, people may continue to be members of the fishermen's cooperative out of interest). It may be useful to talk with key informants to explain the results.

The shifts in membership over time may also be useful in identifying changes in priorities and interests. For example, growing membership in environmental organizations may reflect increasing community interest in conservation. Again, it may be useful to consult with the key informants to explain the results.

S23-25. *Perceived Coastal Management Problems, Perceived Coastal Management Solutions, Perceived Community Problems*

What it is

Perceived coastal management problems, perceived solutions and perceived community problems essentially assess what people think the problems are facing the community and coastal management and how to solve them.

How to collect the data

Data on these variables are obtained by asking each respondent:

Aside from threats, what do you see as the two major problems facing coastal management in the community?

1. _____; 2. _____

What do you see as solutions to these problems? 1. _____; 2. _____

What are the two major problems facing the community? 1. _____; 2. _____

Additional data collection: Respondents can be asked to explain the identified problems and solutions. They may also be asked what they see as solutions to community problems.

How to analyze the data

Synthesize the data from all the surveys. List the major problems facing the community. Calculate the percent of respondents who noted each problem. Group the problems into categories as appropriate, particularly specific problems. For example, if 4% of respondents noted conflicts between the fishermen in community X and Y, and 12% noted conflicts between fishermen in general, then these may be combined for simplicity. Note this information in the *Survey Analysis Sheet*.

Go through the same process for perceived coastal management solutions and perceived community problems.

Additional analysis: Compare the results over time to see how concerns change in the community. A short narrative may be prepared describing people's perceptions of problems and solutions and how these have changed over time.

How the information can be useful to managers

Information on people's perceptions of coastal management problems and solutions and community problems is particularly useful for understanding what people think needs to be addressed by the coastal managers, which may help managers identify management priorities. The information on community problems can help managers understand the larger issues facing the community (e.g. poor nutrition, lack of electricity) with which the management program may or may not be able to assist.

S26 & S27. Successes and Challenges in Coastal Management

What it is

Similar to the previous variables, successes and challenges in coastal management assess what people think has and has not worked well for coastal management in the community.

How to collect the data

Data on successes and challenges in coastal management are obtained by asking each respondent:

What two things do you think have worked well for coastal management in the community?

1. _____; 2. _____

What two things do you think have not worked well for coastal management in the community?

1. _____; 2. _____

Additional data collection: Ask the respondent to explain each of their responses to the above questions.

How to analyze the data

Synthesize the data from all the surveys. List the things that have worked well as noted by respondents. Calculate the percent of respondents who noted each thing. Group the things into categories as appropriate. Go through the same process for challenges in coastal management. Note this information in the *Survey Analysis Sheet*.

Additional analysis: Compare the results over time to see how successes and challenges have changed. A short narrative may be prepared describing how people view coastal management over time.

How the information can be useful to managers

Information on successes and challenges in coastal management provides insight into the opportunities and solutions facing coastal management. It is also useful for understanding people's attitudes and perceptions regarding coastal management, and may help explain their willingness to participate in management. If the coastal management program is perceived as having worked well, then people are more likely to want to work with the program. This information can also be insightful for determining the effectiveness of the program.

MATERIAL STYLE OF LIFE

S28. Material Style of Life

What it is

Material style of life is an indicator of the relative social status of a community and is often used as an indicator of wealth. It can involve assessing house construction materials (e.g. roof, walls), household furnishings (e.g. rugs, wallpaper), home electronics (e.g. satellite, TV, radio), and productive assets (e.g. boats, fishing gear).

How to collect the data

Data on material style of life are most easily collected by observation and interview. The respondent is asked:

Do you own your own house? yes _____; no _____

Then the following information is observed or asked:

type of roof: tile _____; tin _____; wood _____; thatch _____

type of outside structural walls: tiled _____; brick/concrete _____; wood _____; thatch/bamboo _____

windows: glass _____; wooden _____; open _____; none _____

floors: tile _____; wooden _____; cement _____; thatch/bamboo _____; dirt _____

This is a simplified list of house construction material. In some cases this list may need to be modified to more accurately reflect gradients of wealth within the study area. For example, in one area "wooden" may be considered the poorest type of floors, in which case the list may need to be restructured to:

floors: carpeted _____; tile _____; finished wooden _____; unfinished wooden _____

Accurate scale construction is needed to make meaningful comparisons between communities and over time.

To understand productive assets, the respondent is asked:

Do you own your boat? _____

How many boats do you own? _____

What is the boat made of (fiberglass or wood)? _____

How is the boat propelled (motorized or non-motorized)? _____

In some cases, housing may not be considered an important measure of social status by the community. In these cases, the team may want to focus on household and productive assets.

Additional data collection: To learn more about the relative social status and wealth in the community, respondents may be asked about their ownership of other household assets. This list can include such items as television, radio, refrigerator, furniture, and other assets. They might also be asked about fishing gear ownership.

How to analyze the data

Synthesize the data from all the surveys. Calculate the percent of houses that had each of the categories of house materials and note in the *Survey Analysis Sheet*.

How the information can be useful to managers

Information on material style of life over time is useful to understand the economic status and relative wealth of communities and is especially useful in areas where it is difficult to obtain accurate income data. This is important to monitor to determine the impacts of management on livelihood over time. If the coastal management program is having a positive impact, then the percentages on the resulting material style of life variables should shift toward the higher level items (e.g. from thatch to wood roofing). It is particularly useful in determining extent of equity of monetary benefits through the community. If the management program has an equitable impact, then the team should observe a shift throughout the community and across all stakeholder groups, not just among a few individuals.

APPENDIX B: KEY INFORMANT INTERVIEWS/SECONDARY SOURCES GUIDE

COMMUNITY-LEVEL DEMOGRAPHICS

K1. Study Area : What are the boundaries of the study area? Note on base map.

K2. Population: How many people live in the study area? _____

K3. Number of households: How many households are in the study area?

K4. Migration rate: What was the net increase or decrease in people moving into and out of the study area in the last year? _____
(note + or – to reflect moving in or out)

K5. Age: What percent of the people in the study area are currently in the following age categories:
0-18 _____; 19-30 _____; 31-50 _____; over 50 _____?

K6. Gender: What percentage of the population is male or female?: male _____; female _____

K7. Education: What is the average number of years of education of people over 16 years old in the study area? _____

K8. Literacy: What percentage of population is literate (can read and write)?

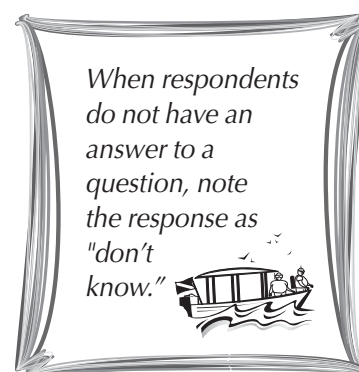
K9. Ethnicity: What is the ethnic make-up of the study area (percent of each major ethnic group in the study area)?: (write-in) _____;
(write-in) _____; (write-in) _____

K10. Religion: What is the religious make-up of the study area (percent of each major religious group in the study area)?:
(write-in) _____; (write-in) _____; (write-in) _____

K11. Language: What are the major languages spoken in the study area (percent of each major language in the study area)?:
(write-in) _____; (write-in) _____; (write-in) _____

K12. Occupation: Complete the following table:

Major occupations in community	Percent of working population conducting this occupation as primary occupation	Number of people conducting this occupation as primary occupation	Percent of working population conducting this occupation as secondary occupation	Percent of working population conducting this occupation as tertiary occupation
1.				
2.				
3.				
4.				
5.				



COMMUNITY INFRASTRUCTURE AND BUSINESS DEVELOPMENT

K13. Community Infrastructure and Business Development: Circle which services exist in the study area:

schools, resident doctors, resident nurses, hospitals, medical clinics, electricity, telephone, Internet access, radios, televisions, newspapers, sewage treatment plant, ice plant, hard top road access, water supply to homes, banking services, restaurants

food markets, restaurants, food stalls, gas stations, banks, specialty shops, gift shops, dive shops, tour operations, fishing guides, guesthouses/ hotels/ inns/ resorts

COASTAL AND MARINE ACTIVITIES

K14–22. Activities, Goods and Services, Types of Use, Value of Goods and Services, Goods and Services Market Orientation, Use Patterns, Levels and Types of Impact, Level of Use by Outsiders, Household Use:

Complete the following table (see *Appendix A, K14-22* for examples of how to complete the table):

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Use (primary)	Value of Goods and Services	Goods and Services Market Orientation (primary)	Use Patterns	Level of Impact	Types of Impact (primary)	Level of Use by Outsiders	Household Use (primary)

K23. Stakeholders:

Complete the following table:

Coastal Activity*	Stakeholder Group 1	Stakeholder Group 2	Stakeholder Group 3
*develop list according to activities identified in Activities (K14)			

K24. Tourist Profile:

How many visitors are there total per year? _____

How many tourists visit from the following countries?: (home country) _____; (write-in country) _____;
(write-in country) _____; (write-in country) _____; (write-in country) _____

How many tourists visit in the following months?: January _____; February _____; March _____; April _____; May _____;
June _____; July _____; August _____; September _____; October _____; November _____; December _____

How many tourists arrive by the following means of transportation?: air _____; cruise ship _____; other _____

What percent of the tourists are in the following age categories?:

0-18 _____; 19-30 _____; 31-50 _____; over 50 _____

What percent of the tourists are male or female?: male? _____; female? _____

What percent of the tourists are interested in the following activities?:

nature _____; beaches _____; diving/snorkeling _____; fishing _____; archeology _____; other _____; other _____

GOVERNANCE

K25–29. Management Body, Management Plan, Enabling Legislation, Management Resources, Formal Tenure and Rules:

Complete the following table (see *Appendix A, K25-29* for examples of how to complete the table):

Coastal Activity*	Management Body(s) (Yes/No) & Name	Management Plan (Yes/No)	Enabling Legislation (Yes/No)	Number of Staff	Budget	Formal Tenure Arrangements (Yes/No)	Relevant Rules and Regulations (Yes/No)
*develop list according to activities identified in Activities (K14)							

K30. Informal Tenure and Rules, Customs and Traditions:

Complete the following table:

Coastal Activity*	Customs and Traditions	Informal Tenure Arrangements	Informal Rules
*develop list according to activities identified in Activities (K14)			

K31: Stakeholder Participation:

Complete the following table:

Stakeholder Group*	Stakeholder Participation (Yes/No)
*develop list according to stakeholder groups identified in Stakeholders (K23)	

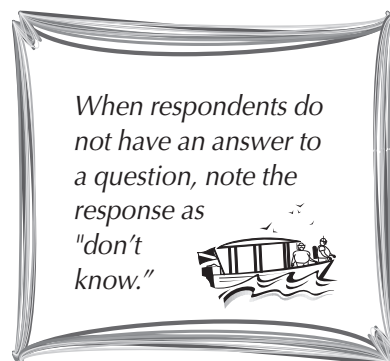
K32: Community and Stakeholder Organizations:

Complete the following table:

Community Organization	Formal or Informal	Main Functions	Influence (on coastal management; community issues; both; none)

APPENDIX C: SURVEY GUIDE

HOUSEHOLD DEMOGRAPHICS



S1-8. Age, Gender, Ethnicity, Education, Religion, Language, Occupation, Household Size:

Household Members*	Age	Gender	Ethnicity	Education Level Completed (only ask if >16 yr)	Religion	Language	Primary Occupation	Secondary Occupation

**identify all living in house by name or role (e.g. grandmother)*

S9. Household Income:

What is your household's most important source of income? _____

What is your household's second most important source of income? _____

COASTAL AND MARINE ACTIVITIES

S10–14: Household Activities, Household Goods and Services, Types of Household Uses, Household Market Orientation, Household Uses:

(see *Appendix A, S10-14* for examples of how to complete the table)

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Household Uses	Household Market Orientation	Household Uses
1				
2				
3				

ATTITUDES AND PERCEPTIONS

S15. Non-market and Non-use Values:

Indicate degree of agreement with the following statements using the scale: agree strongly (5); agree (4); neither agree nor disagree (3); disagree (2); disagree strongly (1).

- _____ a) The reefs are important for protecting land from storm waves. (indirect non-market value)
- _____ b) In the long-run fishing would be better if we cleared the coral. (indirect non-market value)
- _____ c) Unless mangroves are protected we will not have any fish to catch. (indirect non-market value)
- _____ d) Coral reefs are only important if you fish or dive. (existence non-use value)
- _____ e) I want future generations to enjoy the mangroves and coral reefs. (bequest non-use value)
- _____ f) Fishing should be restricted in certain areas even if no one ever fishes in those areas just to allow the fish and coral to grow. (existence value)
- _____ g) We should restrict development in some coastal areas so that future generations will be able to have natural environments. (bequest value)
- _____ h) Seagrass beds have no value to people. (existence value)

S16. Perceptions of Resource Conditions:

How would you describe current coastal resource conditions on a scale from very good (5), good (4), not good not bad (3), bad (2) to very bad (1) (edit list of resources to reflect site resources):

mangroves _____; coral reefs _____; fresh water (rivers) _____; upland forests _____

S17. Perceived Threats: What are the top 5 major threats to the health of coastal resources?

1. _____; 2. _____; 3. _____; 4. _____; 5. _____

S18. Awareness of Rules and Regulations:

Are there rules and regulations related to the following activities?: (develop list of activities according to *activities [K14]*)

(answer yes or no): fishing ____; mangrove use ____; aquaculture ____; hotel development ____; residential development ____; watersports ____; marine transportation ____

S19. Compliance:

On a scale of 1 to 5 (1=no compliance, 5=full compliance), to what extent do people comply with coastal management rules and regulations? ____

S20. Enforcement:

On a scale of 1 to 5 (1=no enforcement, 5=full enforcement), to what extent are the rules and regulations enforced? ____

S21. Participation in Decision-making:

On a scale of 1 to 5 (1=no participation, 5=fully active participation), to what extent do you participate in coastal management decision-making? ____

S22. Membership in Stakeholder Organizations:

Is someone from your household a member of a stakeholder organization? ____

Which organization? ____

S23. Perceived Coastal Management Problems:

Aside from threats, what do you see as the two major problems facing coastal management in the community?

1. ____; 2. ____

S24. Perceived Coastal Management Solutions:

What do you see as solutions to these problems? 1. ____; 2. ____

S25. Perceived Community Problems:

What are the two major problems facing the community? 1. ____; 2. ____

S26. Successes in Coastal Management:

What two things do you think have worked well for coastal management in the community?

1. ____; 2. ____

S27. Challenges in Coastal Management:

What two things do you think have not worked well for coastal management in the community?

1. ____; 2. ____

MATERIAL STYLE OF LIFE

S28. Material Style of Life:

For household materials:

Do you own your own house? yes _____; no _____

type of roof: tile _____; tin _____; wood _____; thatch _____

type of outside structural walls: tiled _____; brick/concrete _____; wood _____; thatch/bamboo _____

windows: glass _____; wooden _____; open _____; none _____

floors: tile _____; wooden _____; cement _____; thatch/bamboo _____; dirt _____

For productive assets:

Do you own your boat? _____

How many boats do you own? _____

What is the boat made of (fiberglass or wood)? _____

How is the boat propelled (motorized or non-motorized)? _____

APPENDIX D: KEY INFORMANT INTERVIEWS/SECONDARY SOURCES ANALYSIS SHEET

COMMUNITY-LEVEL DEMOGRAPHICS

K1. Study Area:

Base map with resource, stakeholder and political boundaries of the study area.

K2. Population: Total population in study area: _____

K3. Number of Households: Total number of households in study area: _____

K4. Migration Rate:

Net increase or decrease of people moving into or out of the study area over the last year: _____
(note + or – to reflect moving in or out)

K5. Age:

(see Appendix A, K5 for an example of how to complete the table): Percent of community age: 0-18 _____;
19-30 _____; 31-50 _____; over 51 _____

K6. Gender: Percent of community: male _____; female _____

K7. Education: Average number of years of education of >16 year olds: _____

K8. Literacy: Percent of population that is literate: _____

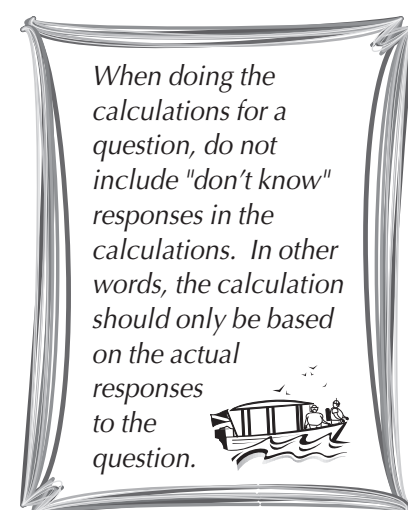
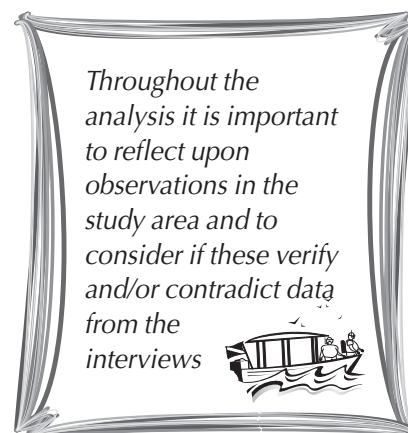
K9. Ethnicity: Percent of population by ethnic make-up: (write-in ethnicity) _____; (write-in ethnicity) _____

K10. Religion: Percent of community: (write-in religion) _____; (write-in religion) _____

K11. Language: Percent of population by language: (write-in language) _____; (write-in language) _____

K12. Occupation:

(see Appendix A, K12 for an example of how to complete the table)



Major occupations in community	Percent of working population conducting this occupation as primary occupation	Number of people conducting this occupation as primary occupation	Percent of working population conducting this occupation as secondary occupation	Percent of working population conducting this occupation as tertiary occupation
1.				
2.				
3.				
4.				
5.				

COMMUNITY INFRASTRUCTURE AND BUSINESS DEVELOPMENT

K13. Community Infrastructure and Business Development:

Community infrastructure that exists in the study area:

Business development that exists in the study area:

COASTAL AND MARINE ACTIVITIES

K14-22. Activities, Goods and Services, Types of Use, Value of Goods and Services, Goods and Services Market Orientation, Use Patterns, Levels and Types of Impact, Levels of Use by Outsiders, Household Use:

(see Appendix A, K14-22 for examples of how to complete the table)

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Use (primary)	Value of Goods and Services	Goods and Services Market Orientation (primary)	Use Patterns	Level of Impact	Types of Impact (primary)	Level of Use by Outsiders	Household Use (primary)

K23. Stakeholders:

(see Appendix A, K23 for an example of how to complete the table)

Coastal Activity*	Stakeholder Group 1	Stakeholder Group 2	Stakeholder Group 3
*develop list according to activities identified in Activities (K14)			

K24. Tourist Profile:

Total number of visitors per year: _____

Number of tourists that visit from: (home country) _____; (write-in country) _____; (write-in country) _____; (write-in country) _____; (write-in country) _____

Number of tourists that visit in: January _____; February _____; March _____; April _____; May _____; June _____; July _____; August _____; September _____; October _____; November _____; December _____

Number of tourists that arrive by: air _____; cruise ship _____; other _____

Percent of tourists that are age: 0-18 _____; 19-30 _____; 31-50 _____; over 50 _____

Percent of tourists that are: male _____; female _____

Percent of tourists interested in:

nature _____; beaches _____; diving/snorkeling _____; fishing _____; archeology _____; other _____; other _____

GOVERNANCE

K25–29. Management Body, Management Plan, Enabling Legislation, Management Resources, Formal Tenure and Rules:

(see Appendix A, K25-29 for examples of how to complete the table)

Coastal Activity*	Management Body(s) (Yes/No) & Name	Management Plan (Yes/No)	Enabling Legislation (Yes/No)	Number of Staff	Budget	Formal Tenure Arrangements (Yes/No)	Relevant Rules and Regulations (Yes/No)
*develop list according to activities identified in Activities (K14)							

K30: Informal Tenure and Rules, Customs and Traditions:

Coastal Activity*	Customs and Traditions	Informal Tenure Arrangements	Informal Rules
*develop list according to activities identified in Activities (K14)			

K31: Stakeholder Participation:

Stakeholder Group*	Stakeholder Participation (Yes/No)
*develop list according to stakeholder groups identified in Stakeholders (K23)	

K32: Community and Stakeholder Organizations:

Community Organization	Formal or Informal	Main Functions	Influence (on coastal management; community issues; both; none)

APPENDIX E: SURVEY ANALYSIS SHEET

HOUSEHOLD DEMOGRAPHICS

Throughout the analysis it is important to reflect upon observations in the study area and to consider if these verify or contradict data from the interviews.



When doing the calculations for a question, do not include "don't know" responses in the calculations. In other words, the calculation should only be based on the actual responses to the question.



S1-8. Age, Gender, Ethnicity, Education, Religion, Language, Occupation, Household Size:

Occupation

(see Appendix A, S7 for an example of how to complete the table)

Occupation (edit list of occupations according to responses)	P R I M A R Y		S E C O N D A R Y		Total percent of community members dependent on this occupation (primary and secondary)
	Number of household members listed as primary occupation	Percent household members that listed as primary occupation	Number listed as secondary occupation	Percent household members that listed each occupation as secondary	
	A	$(A/I) \times 100\%$	Q	$(Q/I) \times 100\%$	$(A+Q)/I \times 100\%$
	B	$(B/I) \times 100\%$	R	$(R/I) \times 100\%$	$(B+R)/I \times 100\%$
	C	$(C/I) \times 100\%$	S	$(S/I) \times 100\%$	$(C+S)/I \times 100\%$
	D	$(D/I) \times 100\%$	T	$(T/I) \times 100\%$	$(D+T)/I \times 100\%$
	E	$(E/I) \times 100\%$	U	$(U/I) \times 100\%$	$(E+U)/I \times 100\%$
	F	$(F/I) \times 100\%$	V	$(V/I) \times 100\%$	$(F+V)/I \times 100\%$
Misc.*	G	$(G/I) \times 100\%$	W	$(W/I) \times 100\%$	$(G+W)/I \times 100\%$
No occupation (e.g. students, retired, unemployed)	H	$(H/I) \times 100\%$	X	$(X/I) \times 100\%$	$(H+Y)/I \times 100\%$
TOTAL	I	100%	Y **	***	****
<p>* record together all occupations that were noted for <5% of the household members</p> <p>** not necessarily = I because not all respondents have secondary occupations</p> <p>*** not necessarily = 100% because not all respondents have secondary occupations</p> <p>**** greater than 100% because primary and secondary occupations combined</p>					

Occupation by Age and Education

(see *Appendix A, K1* for an example of how to complete the table)

Primary Occupation	P E R C E N T R E S P O N S E S						
	Age 0-15	Age 16-25	Age 26-45	Age over 45	< 6 years schooling	6-9 years schooling	>9 years schooling

Occupation by Gender and Religion

Primary Occupation	P E R C E N T R E S P O N S E S						
	Female	Male	Religion fill-in: _____	Religion fill-in: _____	Religion fill-in: _____	Religion fill-in: _____	Religion fill-in: _____

Occupation by Ethnicity and Language

Primary Occupation	P E R C E N T R E S P O N S E S							
	Ethnic Group fill-in: _____	Ethnic Group fill-in: _____	Ethnic Group fill-in: _____	Ethnic Group fill-in: _____	Language fill-in: _____	Language fill-in: _____	Language fill-in: _____	Language fill-in: _____

Household Size: Average household size: _____

S9. Household Income:

Occupation	Percent noted as primary source	Percent noted as secondary source

COASTAL AND MARINE ACTIVITIES

S10-12. Household Activities, Household Goods and Services, Types of Household Uses:

(see *Appendix A, S10-12* for examples of how to complete the table)

Coastal and Marine Activities	Coastal and Marine Goods and Services	Types of Household Uses
1.		
2.		
3.		
4.		

S13. Household Market Orientation:

(see Appendix A, S13 for an example of how to complete the table)

Coastal and Marine Goods and Services	% Noted International Market	% Noted National Market	% Noted Regional Market	% Noted Local Market

S14. Household Uses:

Coastal and Marine Goods and Services	% Household Consumption	% Sold	% Leisure

ATTITUDES AND PERCEPTIONS

S15. Non-market and Non-use Values:

Value Statements	P E R C E N T R E S P O N S E S				
	1=disagree strongly	2=disagree	3= neither	4 = agree	5= agree strongly
The reefs are important for protecting land from storm waves.					
In the long-run fishing would be better if we cleared the coral.					
Unless mangroves are protected we will not have any fish to catch.					
Coral reefs are only important if you fish or dive.					
I want future generations to enjoy the mangroves and coral reefs.					
Fishing should be restricted in certain areas even if no one ever fishes in those areas just to allow the fish and coral to grow.					
We should restrict development in some coastal areas so that future generations will be able to have natural environments.					
Seagrass beds have no value to people.					

S16. Perceptions of Resource Conditions:

(see Appendix A, S16 for an example of how to complete the table)

RESOURCES *	PERCENT RESPONSES THAT DESCRIBE RESOURCE CONDITIONS AS:				
	Very good (5)	Good (4)	Neither good nor bad (3)	Bad (2)	Very bad (1)
mangroves					
coral reefs					
fresh water					
upland forests					
* edit list of resources to local site					

S17. Perceived Threats:

(see Appendix A, S17 for an example)

Identified threats

Percent noted this threat

_____	_____
_____	_____
_____	_____

S18. Awareness of Rules and Regulations:

Percent awareness of rules and regulations related to (develop list of activities according to activities [K14]):

fishing _____

residential development _____

mangrove use _____

watersports _____

aquaculture _____

marine transportation _____

hotel development _____

S19-21. Compliance, Enforcement, Participation in Decision-making:

Percent respondents perceived each scale of compliance with coastal management rules and regulations:

	P E R C E N T R E S P O N S E S				
	5 (full compliance/ enforcement/ participation)	4	3	2	1 (no compliance/ enforcement/ participation)
Compliance					
Enforcement					
Participation					

S22. Membership in Stakeholder Organizations:

(see Appendix A, S22 for an example of how to complete the list)

Percent noted membership in at least one organization: _____

Noted organizations for membership	Percent noted this organization
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

S23. Perceived Coastal Management Problems:

Major problems facing coastal management in the community	Percent noted this problem
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

S24. Perceived Coastal Management Solutions:

Solutions to problems	Percent noted this solution
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

S25. Perceived Community Problems:

Major problems facing community	Percent noted this problem
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

S26. Successes in Coastal Management:

Things that have worked well for coastal management in the community	Percent noted these things
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

S27. Challenges in Coastal Management:

Things that have NOT worked well for coastal management in the community	Percent noted these things
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

MATERIAL STYLE OF LIFE

S28. Material Style of Life:

For household materials:

Percent of respondents that own houses: _____

Percent of houses that are owned by occupants: _____

Percent of houses that have:

roof that is: tile _____; tin _____; wood _____; thatch _____

outside structural walls that are: tiled _____; brick/concrete _____; wood _____; thatch/bamboo _____

windows that are: glass _____; wooden _____; open _____; none _____

floors that are: tile _____; wooden _____; cement _____; thatch/bamboo _____; dirt _____

For productive assets:

Percent of respondents that own: 0 boats _____; 1 boat _____; 2 boats _____; more than 2 boats _____

Percent of boats made of: fiberglass _____; wood _____

Percent of boats that are propelled by: motorized _____; non-motorized _____