

End User Survey – Results

Background

As a National Statistics publication, regular feedback from end users is required to ensure that the document meets the needs of its audience. To that end a survey was conducted between 17 May and 16 June 2016. The survey set out to assess how useful users found the content of the document and its style of delivery. It further set out to identify areas of the document that were too long or short or areas that are not included but would add value to the product.

Invitations to take part were sent out to anyone on the distribution list for the UKSFS publication, media organisations, Fisheries Producer Organisations, industry associations, academic institutions, MMO intranet and Defra/MMO social media sites. In this time period 47 responses were registered anonymously.

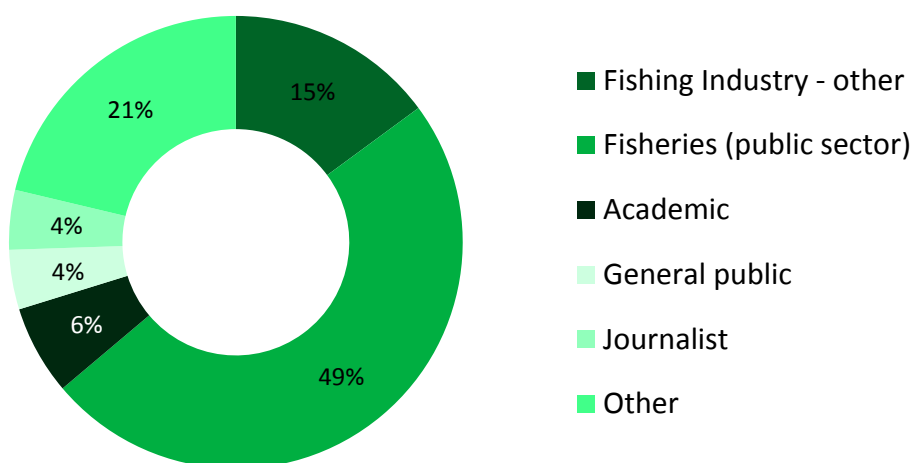
MMO will consider the results of the survey in the coming months.

Results

Respondents

Almost half of the respondents were from people working in fisheries in the public sector (chart 1). The second largest group was 'other' (21 per cent). Using evidence from the comments box, it seems likely that a number of those listing 'other' were recreational sea anglers. The third largest group (15 per cent) were people working in the fishing industry, but not fishermen themselves. The rest of the respondents (14 per cent) included members of the public, journalists and academics.

Chart 1 – Occupation of respondents to the UKSFS end user survey



Usefulness

The publication received high ratings for usefulness, with no chapter/section getting less than 68 per cent positive, or more than 15 per cent negative, responses. The most highly rated chapter was '3 – landings', with 79 per cent completely agreeing and 89 per cent giving a positive rating (chart 2 and table 1). The lowest rated section was '4 – Financial', which had 68 per cent positive ratings and 15 per cent negative ratings. This stood in contrast to the trade part of the same chapter, which received 81 per cent positive ratings. Overall, 81 per cent positive was the average for the chapters/sections of the document.

The pattern of results suggests that it is the chapters reporting data directly gathered by the MMO that were viewed as being most useful by readers (82 per cent compared with 75 per cent positive and 5 per cent compared with 11 per cent negative, on average, for MMO and non-MMO data respectively).

Chart 2 – Per cent of respondents giving a positive, negative or neutral opinion on usefulness, by chapter – section

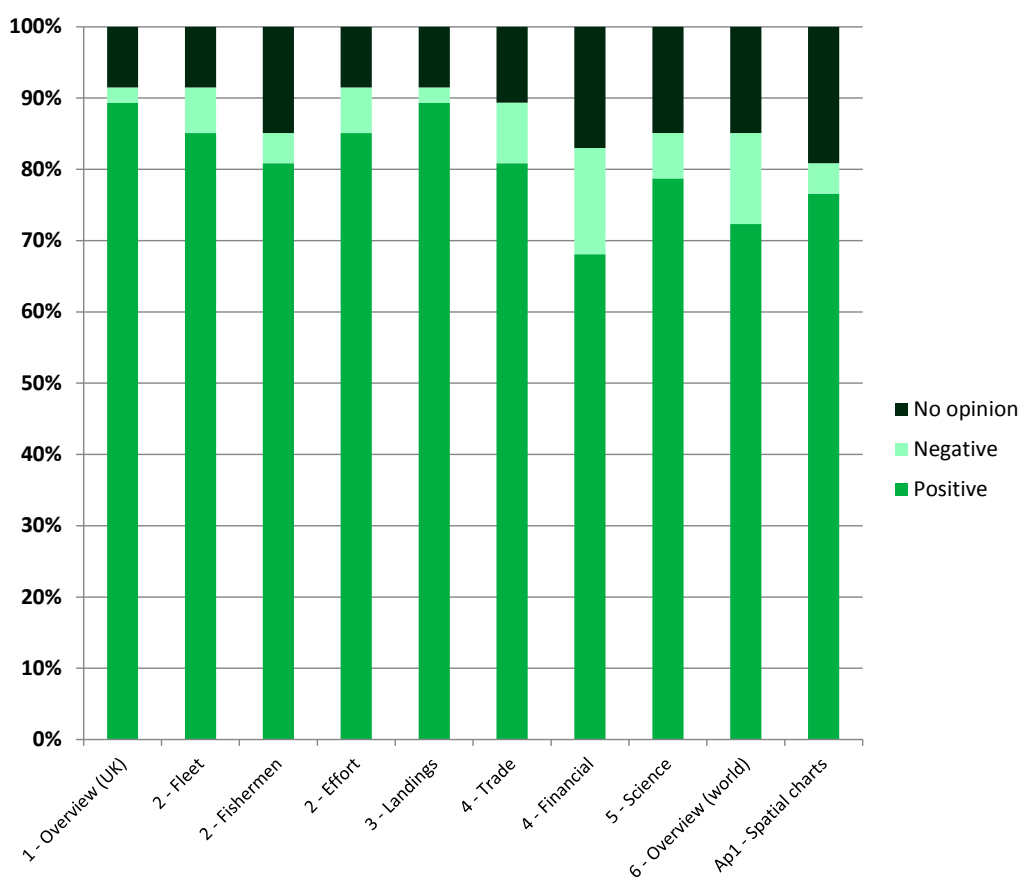


TABLE 1 – summary of results on usefulness, by chapter – section

Please rate using the scale below the following statement, "I find the following chapters/sections very useful"

	1 - Overview (UK)	2 - Fleet	2 - Fishermen	2 - Effort	3 - Landings	4 - Trade	4 - Financial	5 - Science	6 - Overview (world)	Ap1 - Spatial charts
Total	47	47	47	47	47	47	47	47	47	47
Completely agree	60%	55%	53%	53%	79%	49%	34%	57%	34%	47%
Somewhat agree	30%	30%	28%	32%	11%	32%	34%	21%	38%	30%
Somewhat disagree	2%	4%	2%	4%	2%	4%	11%	4%	6%	4%
Completely disagree	0%	2%	2%	2%	0%	4%	4%	2%	6%	0%
No opinion	9%	9%	15%	9%	9%	11%	17%	15%	15%	19%
Positive	89%	85%	81%	85%	89%	81%	68%	79%	72%	77%
Negative	2%	6%	4%	6%	2%	9%	15%	6%	13%	4%

When asked to consider the style of presentation (i.e. table, commentary, charts and maps) respondents clearly preferred tables to text (81 per cent compared with 40 per cent 'very useful' respectively, chart 3 and table 2). 70 per cent of respondents rated charts 'very useful' compared with 66 per cent for maps. Very few respondents (fewer than 4 per cent) said a particular medium was 'not useful'.

Chart 3 – Per cent of respondents rating the usefulness of information presentation styles

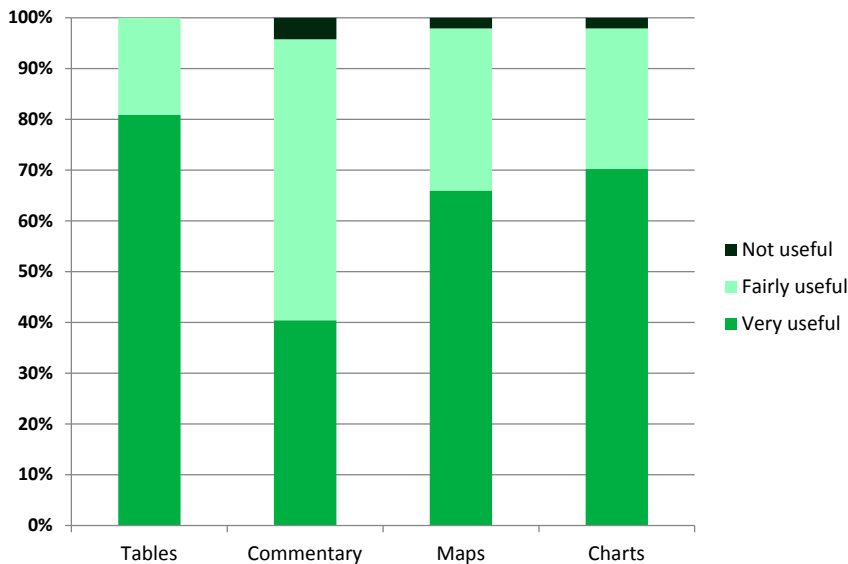


TABLE 2 – Summary of results on usefulness, by style of presentation

Thinking about the way the publication is put together, how useful do you find the following ways of presenting information?

	Tables	Commentary	Maps	Charts
Total	47	47	47	47
Very useful	81%	40%	66%	70%
Fairly useful	19%	55%	32%	28%
Not useful	0%	4%	2%	2%

Quality and length

Following the same pattern as usefulness, tables were rated as the highest quality style of presentation (74 per cent positive) with text having the lowest quality rating (57 per cent positive, chart 4 and table 3). Respondents were most neutral about text and maps, with them having 34 per cent and 36 per cent neutral ratings respectively.

Chart 4 – Per cent of respondents giving positive, neutral or negative ratings to quality, by style of presentation

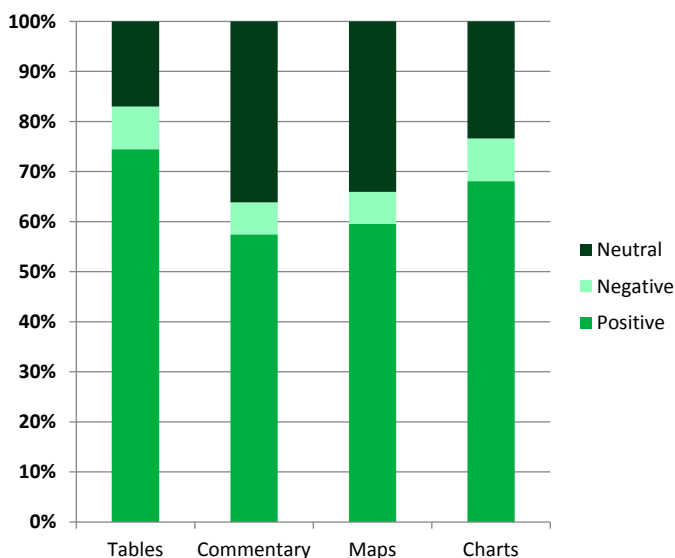


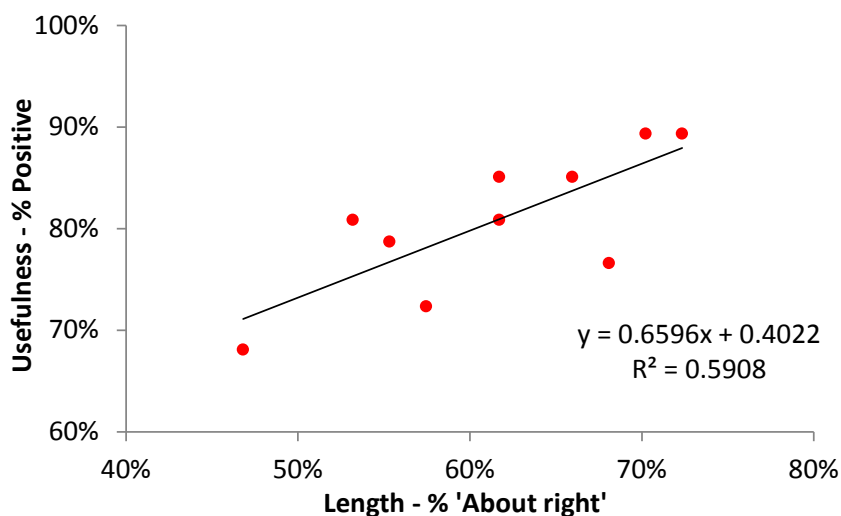
TABLE 3 – Summary of results on quality, by style of presentation

Thinking about the way the publication is put together, please indicate your views of the quality of the following
Rating them from 1 (lowest) to 5 (highest)

	Tables	Commentary	Maps	Charts
Total	47	47	47	47
Positive	74%	57%	60%	68%
Negative	9%	6%	6%	9%
Neutral	17%	36%	34%	23%

The number of positive ratings of usefulness for a given chapter/section was well correlated with the number of respondents feeling that the chapter/section was 'about right' in length (chart 5). This implies that respondents were more likely to feel a section was the right length if they found its contents useful. It is therefore difficult to interpret the results of the length question in isolation, as a respondent may have said that a section is too long simply because they are not as interested in it or do not personally find it to be as useful as other sections.

Chart 5 – Linear correlation between the % of positive ratings for usefulness and the % of 'about right' responses regarding length, by chapter – section



The trend line fitted was statistically significant to $p < 0.01$.

A relatively large number of respondents felt the document overall was ‘too long’ (21 per cent, chart 6, table 4). The results for the individual chapter/sections show that only the ‘4 – financial’ and ‘5 – science’ sections have similar rates of ‘too long’ responses (15 per cent and 17 per cent respectively) as the document overall. Users tend not to read the whole document completely, but will target sections of interest. Given that the document is currently only available in pdf format, it may be difficult to find their areas of interest among other content they are not interested in. This might explain why one fifth of readers find the publication overall too long, but with few specific chapters – sections being rated as being too long.

Chart 6 – Per cent of respondents giving ratings of ‘too long’, ‘about right’, ‘too short’ or ‘no opinion’ regarding length, by document chapter – section

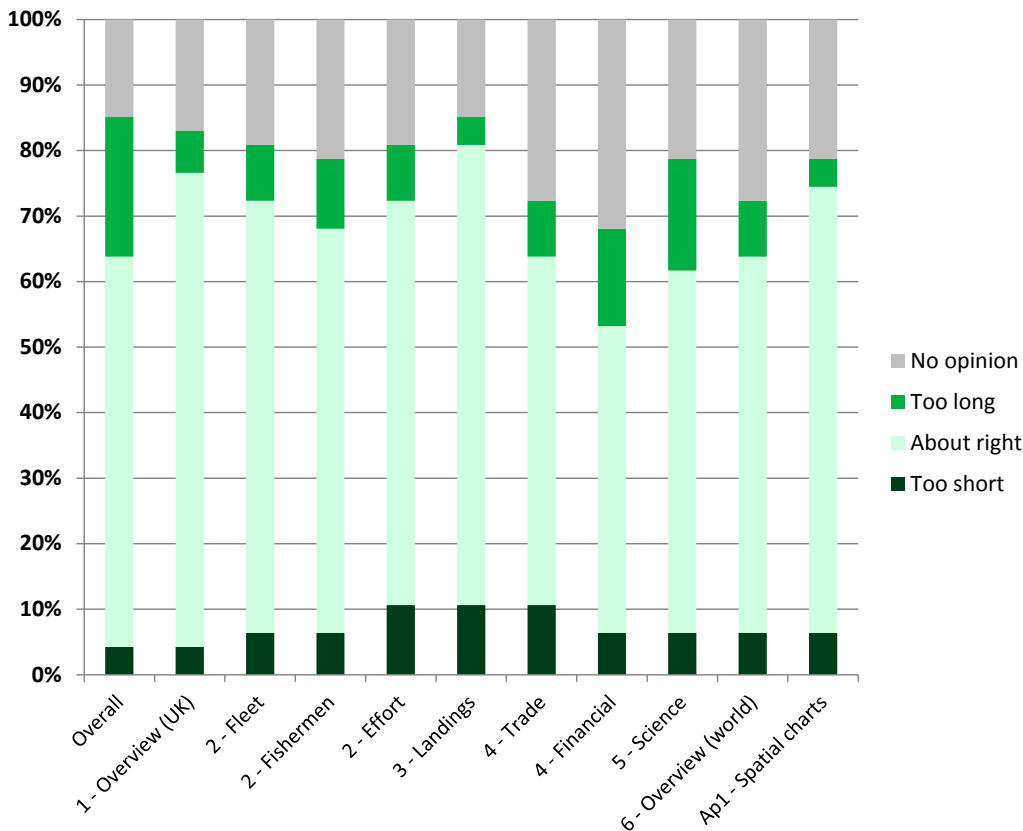


TABLE 4 – Summary results on length, by document chapter – section

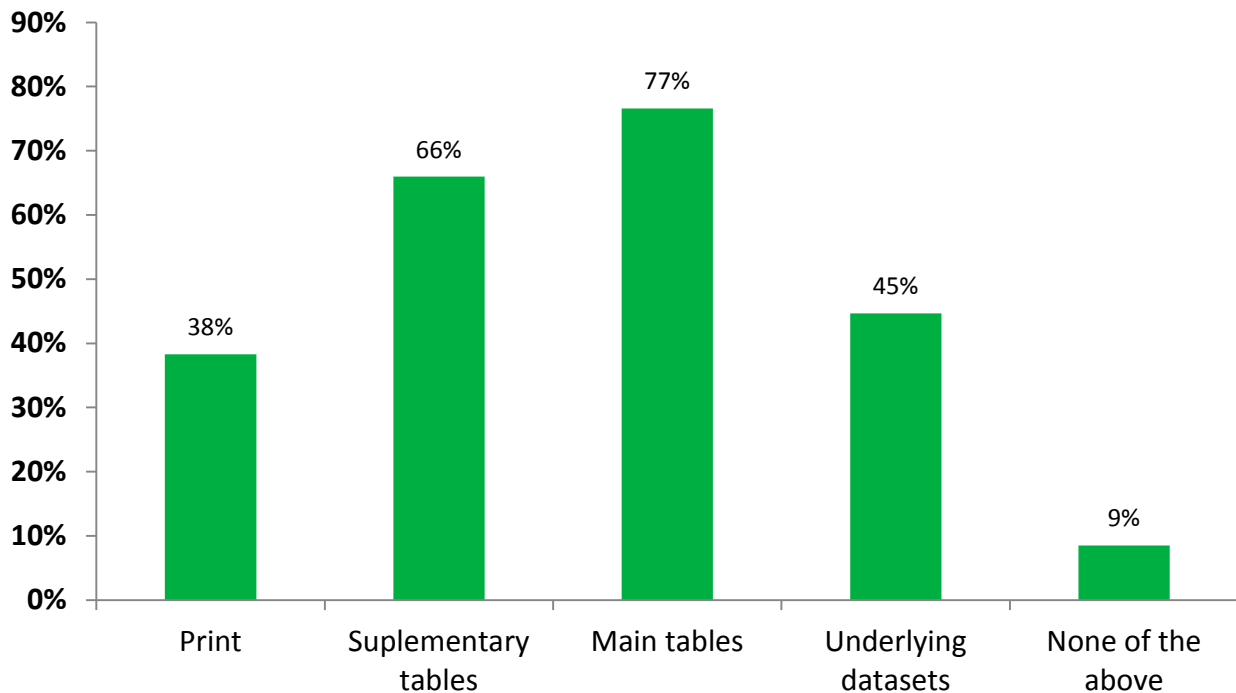
Please indicate your views of the length of the document

	Overall	1 - Overview (UK)	2 - Fleet	2 - Fishermen	2 - Effort	3 - Landings	4 - Trade	4 - Financial	5 - Science	6 - Overview (world)	Ap1 - Spatial charts
Total	47	47	47	47	47	47	47	47	47	47	47
Too short	4%	4%	6%	6%	11%	11%	11%	6%	6%	6%	6%
About right	60%	72%	66%	62%	62%	70%	53%	47%	55%	57%	68%
Too long	21%	6%	9%	11%	9%	4%	9%	15%	17%	9%	4%
No opinion	15%	17%	19%	21%	19%	15%	28%	32%	21%	28%	21%

Use of the publication

In addition to looking at the main document itself, a large proportion of the respondents reported using the main tables (77 per cent) and supplementary tables (66 per cent) provided online in spreadsheet format (chart 7). Notably fewer (45 per cent) accessed the underlying datasets provided online in spreadsheet format. Nevertheless, this still accounted for nearly half of all respondents. 38 per cent of respondents printed the document, either as whole or individual sections. Only 9 per cent of respondents did not make use of the supplementary electronic materials, e.g. tables, datasets etc, or did not print the document.

Chart 7 – Per cent of respondents using the publication in specified ways. Note that respondents could select as many options as they wished



End user feedback

Comments on data aggregation

Five respondents made comments relating to data aggregation in the document (table 5). In all cases the commenters requested data at lower levels of aggregation than is provided in the main document or supplementary tables. However, data disaggregated to the requested level is already, in all cases, provided in the underlying datasets that accompany the main document on the gov.uk website. This suggests that more needs to be done to signpost readers to these resources and highlight their potential uses.

TABLE 5 – comments made by respondents on data aggregation

Comments	Specific response
Would like to know more about underlying datasets and if these are available. I would like to see gear detail showing how certain species are landed. I would like to see details of stocks which are of interest to recreational anglers. I find the landing data tables very useful.	The underlying data sets (by port of landing and by rectangle) provide disaggregated data by individual species and gear. These datasets can be accessed from the gov.uk website just below the link to the main document.
Of most use to our business is the more detailed data - i.e. by species rather than species group. Also the lower the level of spatial resolution the better for us.	The underlying data sets (by port of landing and by rectangle) provide disaggregated data by individual species. These datasets can be accessed from the gov.uk website just below the link to the main document. In addition the MMO publishes VMS data linked to fishing activity data as spatial datasets, via the Environmental Agencies' Geostore.
It would be helpful to have disaggregated data by Country and not just UK as a whole, particularly for fleet breakdown and stocks landed by sector	The underlying data sets (by port of landing and by rectangle) provide disaggregated data by vessel and port nationality (inc. the nations of the UK). These datasets can be accessed from the gov.uk website just below the link to the main document.
From the MMO landings data which is collected. Inclusion of species landings broken down monthly would be a very good addition to the publication. Thus giving clear idea of seasonal trends as well as the annual totals.	The underlying data sets (by port of landing and by rectangle) provide disaggregated data by month and year, spanning the previous five years . These datasets can be accessed from the gov.uk website just below the link to the main document.
There needs to be more focus on economic data on particular areas of the country rather than the country as a whole. This will improve the reliability of the statistics and provide further analysis for the people who need high quality data on areas rather than generalised figures.	The underlying data sets (by port of landing and by rectangle) provide disaggregated data by vessel and port nationality (inc. the nations of the UK) as well as giving the port name. These datasets can be accessed from the gov.uk website just below the link to the main document.

Comments on data quality

Five respondents commented about the quality or completeness of our data. Some recommended changes of style in the way data are presented (e.g. confidence intervals for estimates of fishermen numbers) or suggested signposts to external data sources to provide context to the data presented (table 6). Others highlighted concerns about the accuracy, coverage and completeness of the data and of the accompanying commentary.

TABLE 6 – comments made by respondents on data quality and completeness

Comments	Specific response
<p>a very informative publication and valuable to provide context to the EFF and EMFF implementation reports.</p> <p>I would like to see some links to wider supply chain publications for example the work undertaken by Seafish Industry Authority e.g. processing sector analysis.</p>	<p>Providing appropriate signposts for readers to other data sources that can provide context to our figures is vital. We will look into including links to the data sources mentioned</p>
<p>Colleagues...would definitely benefit from having accurate numbers on 'share' fishermen.</p> <p>We also had to make several enquiries to find out more about the methodology behind the existing fishermen estimates. It would also be helpful to have some supporting data on the quality of these statistics such as confidence intervals. Reporting to single digits rather than rounding to the nearest 10 infers a very high level of accuracy and confidence in the results.</p>	<p>The methodology used in the estimation of fishermen numbers around the UK is given in Appendix 4 of the document. The fisheries administrations around the UK compile their figures using either a full census (Scotland/Northern Ireland) or census (over 10 m) and stratified 20% sample (under 10 m) (England/Wales). We will consider the manner in which figures are presented. The method employed to estimate the full/part time split for employment in fishing looks at whether the individual makes all of their income from fishing or not. We do not look at whether a fisherman is paid a share of the profits or is a contracted employee paid a regular wage. As share fishermen are counted as self-employed, having their own specific tax rules, they will complete self assessment tax returns and as such data on the number of share fishermen may be available from HMRC.</p>
<p>More detail would be helpful - sometimes the categories are too consolidated.</p> <p>This report could become THE 'state of the nation' report and other datasets/information could be fed into it. For example, state of stocks, media coverage, certifications of UK stocks etc</p> <p>Aquaculture needs including too - the data from Finfish & Shellfish News reports from Cefas could be included.</p>	<p>Given that 21% of respondents felt this document was too long and that the highest ratings for usefulness received were for data gathered by the MMO, it does not make sense at this time to expand the focus of this publication to include more externally gathered data. Nonetheless, it would be advantageous to signpost readers to the data sources mentioned in order to provide further context to the data presented.</p>
<p>Resolution of data re: small inshore fishing is non existent / very poor. Not possible to observe trends in inshore lobster populations for example as most fishermen use small boats outside requirements of VMS.</p> <p>Need to sort this out as you are guessing about stock abundance and fishing effort at present.</p>	<p>This is a valid point as vessels under 12 m do not have to carry Vessel Monitoring Systems to track their location. Moreover vessels under 10 m do not submit logbooks of their voyages, with landings being recorded from the record of first sale. These limitations are set out in Appendix 4 of the publication. It is beyond the remit of this exercise to recommend changes to the UK's current system of fisheries management, however these comments will be passed onto the relevant team for further consideration.</p>
<p>I am concerned about the accuracy of some of the statistics, which seem to be at variance with some other data. The publication in recent years has also lent towards including Government spin rather than being purely factual, which discredits the contents.</p>	<p>The data published in this report are subject to thorough quality assurance measures to ensure accuracy and completeness. The document has been badged as a National Statistics output, meaning it has been independently assessed as meeting the Code of Practice for Official Statistics. The commentary in the publication is written entirely by accredited statisticians, in line with the Code of Practice for Official Statistics. The commentary aims to provide an honest, objective and impartial overview of the patterns and trends seen in the data, placed into context through discussion of the social, scientific, political and economic drivers of these trends. As a National Statistics product, this publication is not available to ministers until 24 hours before general public release. Ministers have no sight of or input into the production of the document.</p>

Requests for additional data

Two respondents requested that additional data are included in the report. In both cases this related to the recreational sea angling sector, an area for which the MMO does not gather equivalent data as for the commercial fishing section. And so we cannot directly provide data on landings by this sector. However, we do already (as one respondent requested) provide species level data in the underlying datasets for the commercial fleet. This can be filtered to commercial landings of species of interest to the recreational sea angling sector.

TABLE 7 – comments made by respondents requesting additional data

Comments	
<p>As a Recreational Sea Angler, I find the information about species of interest to RSA quite useful when communicating within my sector or with government agencies. A section on estimates of landings for RSA would be useful but I realise this would be difficult. This is because RSA are now seeing fisheries management decisions impacting on the sector directly but the data behind the decisions does not appear to be accurate.</p>	<p>Landings by the recreational sea fisheries sector is not within the scope of this document. The MMO does not gather data on landings by this sector.</p>
<p>I should like to see data on species of interest to recreational sea anglers specifically.</p>	<p>The underlying data sets (by port of landing and by rectangle) provide disaggregated data by individual species, which can be filtered to those of interest to the recreational sea angling sector. These datasets can be accessed from the gov.uk website just below the link to the main document.</p>

Further Comments

TABLE 8 – Comments on accessibility

Comments	Specific response
<p>It would be handy to have the document in Word format so the tables and charts can be used in other documents / presentations especially for the training team.</p>	<p>All tables within the document are available in excel format in a spreadsheet accessed by a link under the main document. Charts and other visualisations included in the .pdf document can be highlighted and copied using the snapshot tool. In order to make the document as accessible as possible we no longer publish in proprietary formats (like Microsoft Word)</p>
<p>I am particularly interested in sea bass and would like to see this dealt with in detail in the paper. The recreational sea bass fishery is worth £200m p.a. Just because it is not an important commercial fishery does not mean it should be ignored in the Sea Fisheries statistics.</p>	<p>The underlying data sets (by port of landing and by rectangle) provide disaggregated commercial landings data by individual species, which can be filtered to those of interest to the recreational sea angling sector. These datasets can be accessed from the gov.uk website just below the link to the main document.</p>
<p>The data on sea bass needs to be greatly improved. I would like to see spreadsheets available that give all the data that is recorded by the MMO, not just selective bits. It is important to provide full data sets for proper analysis and to enable year on year comparisons to be carried out.</p>	
<p>Its a very useful snapshot, sometimes finding the supplementary info can be hard to locate and web links break</p>	<p>Signposting to locations of supplementary materials will be improved in the document. All weblinks will be tested before inclusion in the document</p>

TABLE 9 – Comments on style

Comments	Specific response
For a new user or someone with limited knowledge of fisheries matters some of the tables could be confusing and easy to draw the wrong conclusion from. For example, sole looks to be the most important stock to the UK from some of the charts at the start of the publication with mackerel way back. I know why but a newcomer could see it differently.	We will thoroughly considering the commentary and order of data in the overview so as to avoid confusing about the relative importance of various species.
there is a lack of confidence of some of the figures. For example the value of mussels a few years ago was grossly understated. This leaves to questions being asked about the validity of other products. The stats don't take account of the shellfish produced by aquaculture operations.	The data published in this report are subject to thorough quality assurance measures to ensure accuracy and completeness. The document has been badged as a National Statistics output, meaning it has been independently assessed as meeting the Code of Practice for Official Statistics. The document does not include shellfish produced by aquaculture as they fall outside the remit of the MMO.

TABLE 10 – Positive feedback

Comments
Very useful document overall. Helps to highlight trends or areas of potential concern.
Very useful statistics, have used several times in bidding for grant funding.
Interesting to see landings of fish valuable to the recreational angling sector.
excellent publication, easy to read, detailed and well laid out Please maintain the quality of this publication. Effort uptake and quota uptake very important