



Whom Do Commercial Fishermen Trust on Habitat?

In 2016, United Fishermen of Alaska's Salmon Habitat Information Program (SHIP) conducted a survey of 525 Alaskan commercial fishermen to determine their views about salmon habitat and information sources.



Scientists and Fishing Groups are Most Trusted

Fishermen most trust information about Alaska salmon habitat from Alaska Department of Fish and Game scientists, local and regional gear groups, and United Fishermen of Alaska (UFA).

Trout Unlimited and Governor Bill Walker were the least trusted sources of information.



What Fishermen Say Matters

79% of fishermen list other fishermen as a news source.

Commercial fishing groups are also key information sources.



Facebook and YouTube are Highly Used

Facebook is the social media channel that fishermen most frequently use. YouTube is also popular.

