Sakoi, Kenneth R.

1991 Estimating the net-economic value of blue marlin in Hawaii. Unpublished Report. NMFS, Southwest Fisheries Science Center, Honolulu.

Sakoi reports on a survey of four "recreational angler groups" conducted between June and December 1990 to assess personal valuation of fishing for blue marlin in Hawaiian waters. The groups were (1) charter patrons leaving from Kewalo on Oahu, (2) charter patrons leaving from Honokohau on the Island of Hawaii, (3) persons operating privately owned boats for "recreational" angling purposes from a variety of Oahu ports, and (4) persons operating privately owned boats for "recreational" angling purposes from Honokohau.

Sakoi counters Meyer's (1987) statement that "the willingness to pay concept is totally foreign to the existing circumstance in Hawaii," asserting instead that residents actually do pay to fish for marlin in Hawaii through taxes and other fees (e.g., taxes cover fish aggregating device programmatic costs) and so are capable of responding to WTP queries. Thus, the survey employed one open-ended WTP question for charter patrons, and one for persons running their own boats, to examine how and to what degree each group values fishing for marlin. A set of demographic questions were also included, and a combination dockside-mailback technique similar to that used by Samples and Schug (1985) was used to implement the instrument. However, the author states that various fielding problems and the possibility that charter owner/operators feared the survey could hurt their businesses led to what is perceived (by Sakoi) as a low response rate (57 percent), and ultimately to failure in assessing WTP scenarios "in a meaningful way, statistically speaking" (pp. 10-20).

Fielding and analytical problems notwithstanding, Sakoi provides some limited results, noting, for instance, that among the 73 usable responses from the private angler group, 43 percent indicated a positive or "true zero" WTP bid, while 57 percent did not offer a bid. Among non-bidders, 14 percent felt there was not enough information provided in the questioning, 19 percent responded that they were not sufficiently familiar with blue marlin to provide a thoughtful answer, 12 percent refused to give a dollar amount, five percent had "other" reasons for not offering a bid, and seven percent did not answer at all (p. 27). Comparable results were not provided for charter patrons. Regression analysis revealed that demographic variables did not explain variation in WTP with statistical significance.