

Assessment of fishing guide knowledge, attitudes, and behaviours in global recreational fisheries

Farthing MW ^{1*}, Mann-Lang J ², Childs AR ¹, Bova CS ¹, Bower SD ³, Pinder AC ⁴, Ferter K ⁶, Winkler AC ^{1&5}, Butler EC ¹, Brownscombe JW ⁷, Danylchuk AJ ⁸, Potts WM ¹.

Department of Ichthyology and Fisheries Science (DIFS), Rhodes University, Makhanda, 6140, South Africa. ¹

South African Association for Marine Biological Research (SAAMBR), Durban, 4056, South Africa. ²

Infinity SES, 507 McLeod St., Ottawa, Ontario, Canada. ³

Faculty of Science and Technology, Bournemouth University, Poole, BH12 5BB, UK. ⁴

Centro de Ciências do Mar (CCMAR), Universidade do Algarve, Faro, Portugal. ⁵

Institute of Marine Research, Fisheries Dynamics, PO Box 1870, N-5817 Bergen, Norway. ⁶

Great Lakes Laboratory for Fisheries & Aquatic Sciences, Fisheries and Oceans Canada, 867 Lakeshore Rd, Burlington, ON, L7R 4A6, Canada. ⁷

Department of Environmental Conservation, University of Massachusetts Amherst, Amherst, MA, 01003-9485, USA. ⁸

matthew.farthing.rsa@gmail.com*

Abstract

1 Fishing guides are held in high esteem by recreational fishing clients whom they likely
2 influence (for better or worse) through role-modelling. This, coupled with consensus that
3 angler behaviour is a key determinant of ecological outcomes in the catch-and-release (C&R)
4 process suggests exploring the state of fishing guide knowledge, attitudes and behaviour on
5 trips is critical for effective intervention in the global fish crisis. Fishing guides were recruited
6 for an online survey using collaborator networks and social media (n = 342; 47 countries). The
7 survey assessed the guides' knowledge of C&R best practices, attitudes towards environmental
8 behaviours, attitudes towards environmental responsibility and their current practices on
9 guided-angling trips. While most fishing guides were deemed "knowledgeable" (69.0%)
10 having answered most ($\geq 4/7$) of the best practice questions correctly, many had poor
11 knowledge of key C&R processes such as oesophageal unhooking. Most fishing guides were
12 untrained (64.0%), and only 8.8% had accredited training. Fishing guides generally had
13 positive environmental attitudes towards C&R behaviour (50.9 – 96.2%), suggesting pro-

14 environmental behavioural intentions. Fishing guides deemed “knowledgeable” had
15 significantly more pro-environmental attitudes towards angling behaviours ($p = 0.003$), which
16 suggests that best practice training may improve their C&R behaviours. Most fishing guides
17 had pro-environmental attitudes towards their environmental responsibilities (87.1 – 89.5%),
18 but these broad attitudes may have little bearing on actual behaviours when faced with a
19 significant trade-off between client satisfaction and ecological integrity. Despite some fishing
20 guides’ good knowledge of appropriate behaviours, positive attitudes towards the environment
21 and towards C&R practices, there is room for improvement to meet sustainability goals for
22 C&R fisheries, which may be facilitated through opportunities for best practice training.

23 Key words: recreational angling, fishing guides, angler behaviour, role-model, knowledge.

24 1. Introduction

25 Recreational angling is a popular pastime worldwide with a global average of ~~a~~ approximately
26 10.6% participation rate (Arlinghaus et al., 2015). Many anglers travel locally and/or
27 internationally to fish (Barcellini et al., 2013; Smith et al., 2022), representing an important
28 form of ecotourism in many regions (Zwirn et al., 2005; Hoogendorn, 2017; Butler et al., 2020).
29 Some anglers may employ professional fishing guides to improve chances of success by
30 accessing skilled instruction (Farthing et al. ~~in review~~ 2022), local knowledge (Liu et al. 2019),
31 ~~or~~ to gain access to a charter boat (Ditton, 1972; Ditton et al., 1991; Jennings, 1992) or angling
32 concession (Zwirn et al., 2005). Fishing guides earn income by providing angling opportunities
33 and experiences to other anglers (Smith et al., 2022), and their clients may have varying skill
34 levels, specializations and styles-of-participation (SOP; i.e. “preferred style of fishing as per”
35 ~~)~~ (Smith et al., 2021). Less ~~In~~experienced anglers may require assistance ~~with the most~~
36 ~~rudimentary of~~ angling tasks (e.g. knot tying), while more specialized anglers may need more
37 nuanced instruction specific to their SOP (e.g. sight casting). Irrespective of skill level, ~~it~~
38 ~~appears that~~ these anglers rely to some degree on their fishing guide’s teaching, instruction,
39 knowledge and/or equipment to improve their success. Correspondingly, fishing guides are
40 likely to ~~endeavour attempt~~ to provide as much angling success and enjoyment as possible,
41 given that their employ/business depends on client satisfaction (Ditton et al., 1991; Barcellini
42 et al., 2013).

43 ~~Consensus that~~ Given that much of what typically constitutes angling enjoyment depends
44 ~~almost wholly~~ on fish population health has led many conscientious anglers to adopt pro-

45 environmental catch-and-release (C&R) behaviours (Cooke and Schramm, 2007; Pelletier et
46 al., 2007). Given that the relationship between “angling-success” and environmental integrity
47 can be at odds, the C&R best practice guidelines (e.g. Brownscombe et al., 2017) navigate a
48 fine line between the possible, the practical and the necessary. Short of foregoing participation
49 entirely, the choice or tactic that is least deleterious to fish health in many cases can have an
50 immanent sacrifice for potential angling success or enjoyment, such as reduced catch rates,
51 increased physical effort, or some other perceived cost. While some choices are simple and
52 require little ~~sacrifice or~~ effort (e.g. de-barbing hooks), others may demand more ~~and are more~~
53 ~~difficult to adopt~~ from both anglers and guides (e.g. refrain from angling during spawning
54 season or warm weather). This best practice *sustainability vs. satisfaction* conundrum is even
55 more pronounced for fishing guides, who’s livelihoods depend on sustainable use of
56 recreational fisheries resources. ~~On one hand,~~ Fishing guides want to ensure that their clients
57 have success and enjoyment, as potential gratuities, word-of-mouth and repeat business
58 typically depend on client satisfaction. On the other hand, poor angling-practice for these short-
59 term gains may have direct impacts on fishery health, and thereby the long-term sustainability
60 of the fishing guide’s business. As such, fishing guides are faced with the quandary of where
61 to draw the line ~~between what is practical, what is possible, and what is necessary~~ at best
62 practices to ensure both ecologically and economically sustainable recreational angling.

63 Fishing guides have the difficult choice of how to balance client success with the sustainable
64 use of fisheries resources. For example, circle hooks are generally thought to be the least
65 damaging to fish health but require a considerable change in the anglers’ hook set technique
66 (Cooke and Suski, 2004; Cooke et al., 2012). This may initially result in lower strike-to-landing
67 ratios than j-hooks, especially given a circle hook’s relatively low tolerance for varying fish
68 size and mouth-morphology (Cooke and Suski, 2004; Cooke et al., 2012). In contrast, treble
69 hooks on lures will almost always yield better strike-to-landing ratios than j-hooks, but cause
70 considerably more physical damage to the fish, and add considerable air-exposure because of
71 the difficulty of unhooking (Brownscombe et al., 2017). A more nuanced illustration of the
72 issue would be a fishing guide choosing to fish in a spot with a high density of sharks or other
73 predators which regularly consume gamefish during retrieval or after release (Danylchuk et al.,
74 2007; Raby et al., 2013). These habitats may represent excellent angling opportunities, but
75 mortality by predation may result in unacceptably high mortality even without any retention of
76 fish (Lennox et al., 2017; Moxham et al., 2019; Holder et al., 2020). These scenarios represent
77 situations where the fishing guide’s choices and tactics (legal in many cases) have a direct

78 impact on the survival rate of fishes subjected to C&R. This highlights that sustainable
79 recreational angling relies on the implementation of a suite of *unenforceable behaviours* that
80 go beyond simple compliance with regulations.

81 The adoption of *unenforceable behaviours* is particularly necessary to improve the
82 sustainability of recreational angling, especially where compliance is low and enforcement
83 capacity is lacking (e.g. in South Africa – Bova et al., 2017; Kramer et al., 2017), or in remote
84 areas where ~~guided-angling-ing~~ operations can operate with little regulatory oversight. Given
85 that fishing guides are likely influencers (Danylchuk et al., 2017) in the recreational fishing
86 industry, perceived as role-models by their fishing clients (Farthing et al., ~~in-review~~in press)
87 and may provide the only oversight during C&R events at remote tourist fisheries targeting
88 endangered species (Cooke et al., 2016), an understanding of their environmental ethic is
89 necessary. A fishing guide's environmental behaviour not only has important implications for
90 the health of the fishes caught-and-released during the trip, but may also influence how anglers
91 behave after returning home. By setting an anti-environmental norm, fishing guides' poor-
92 practices and low moral regard for fish health may reinforce misconceptions of C&R best
93 practices and/or encourage poor behavioural intentions among their clientele (~~Farthing et al.,~~
94 in-reviewFarthing et al., in press).

95 An individual's behavioural intention (be it guide or client) ~~-(as defined in the Theory of~~
96 Planned Behaviour) is influenced by three antecedent factors: attitude towards the behaviour
97 (how positive do they feel about the behaviour), subjective norms (what do other people expect
98 them to do) and perceived behavioural control (how easy is it for them to engage in this
99 behaviour) (Theory of Planned Behaviour; Ajzen, 2001). When attitudes and subjective norms
100 are favourable towards the behaviour in question, and perceived behavioural control is high,
101 the intention to perform said behaviour should also be high (Ajzen, 1991). ~~Given contextual~~
102 limitations, Bbehavioural intentions do not automatically result in behaviours being performed
103 (Ajzen, 1991; Nilsson et al., 2020), but they are a strong predictor (Ajzen & Fishbein, 2005;
104 Salzborn et al., 2012). ~~The three determinants may make varying, independent contributions to~~
105 overall behavioural intention depending on the context (Ajzen & Fishbein, 2005; Salzborn et
106 al., 2012).

107 ~~It is likely that~~ Many C&R best practices (Brownscombe et al., 2017) will have a relatively
108 high perceived behavioural control (i.e. seen as easily doable), given their simplicity (e.g.
109 choice of hook or how hard to play the fish). As such, ~~it is likely that~~ attitudes (i.e. how they

110 feel about the practice) and subjective perceptions of the social norm (i.e. what others do and
111 think they should do) ~~may be~~ are likely more important determinants of C&R best practice
112 behavioural intentions. ~~Attitudes can be seen as guiding behaviour and appear to enter the~~
113 ~~attitude-behaviour relationship at the crucial decision-making point (Abelson, 1981). An~~
114 ~~individual's attitude (positive, negative or uncertain) towards an object or concept is presumed~~
115 ~~to be a function of their personal belief about whether or not the object possesses certain~~
116 ~~attributes (or not), and their personal evaluation of each of those attributes (Fishbein, 1963;~~
117 ~~Fishbein, 1967). There is evidence to suggest that attitudes towards broad objects (e.g. national~~
118 ~~parks) and concepts (e.g. climate change) can be used to predict a wide variety of behaviours~~
119 ~~in a broad domain, but they do so with low fidelity (i.e. degree of exactness or validity) (Ajzen,~~
120 ~~2001; Salzbom et al., 2012). In contrast, attitudes towards specific objects (e.g. commercial~~
121 ~~products) or specific concepts (e.g. alcohol consumption, seatbelt use or smoking cigarettes)~~
122 ~~can be used to predict those specific behaviours with higher fidelity (Salzbom et al., 2012).~~
123 ~~This has been called~~ The bandwidth-fidelity dilemma (Salgado, 2017) ~~,~~ highlightsing that
124 attitudes must be measured specifically to have any predictive value. As such, the measurement
125 of attitudes towards specific C&R best practices may provide insight into the likelihood of
126 those behaviours being exhibited.

Formatted: Strikethrough

127 The role of recreational angling in the global fish crises is of growing concern (Cooke and
128 Cowx, 2004), and recent consensus that the effectiveness of C&R depends largely on the
129 angler's choices and tactics (Brownscombe et al., 2017) highlights the need to better
130 understand angling behaviours. Fishing guides are likely perceived as role-models by their
131 clientele (~~Farthing et al., in review~~ Farthing et al., in press). Given this, they may be able to
132 affect positive changes in C&R behaviours in the recreational angling community, or may be
133 perpetuating the adoption of poor C&R practices and anti-environmental moral norms,
134 depending on the particular guide's knowledge, attitudes and behaviour. Little is known of the
135 extent of the adoption and use of C&R best practices on guided-angling trips, which represents
136 a pressing gap in our knowledge. Addressing this gap will improve our understanding of the
137 potential impacts of the guided-angling industry on global recreational fisheries resources, and
138 their potential role in redressing those impacts. As such, collecting information on the C&R
139 knowledge, C&R attitudes and actual C&R behaviour of fishing guides ~~is~~ of tremendous utility
140 in efforts to promote C&R best practices to anglers. ~~As such,~~ Consequently the aim of this
141 research is to perform an exploratory assessment of the knowledge, attitudes and environmental
142 behaviour (with emphasis on C&R) of recreational fishing guides globally. This is broken

143 down into five objectives, namely: assess fishing guides' current catch-and-release *practices*;
144 assess fishing guides' *knowledge* of current catch-and-release best practices; assess fishing
145 guides' *attitudes* towards angling related *environmental behaviours*; assess fishing guides'
146 *attitudes* towards *environmental responsibility*; determine the relationship between knowledge,
147 attitudes and other demographic factors of fishing guides.

148 2. Methods and Materials

149 2.1 Data collection

150 Data were collected using an online survey using Google Forms®, distributed [using the social](#)
151 [media platform Facebook®](#) or directly to [anglfishing guidesers](#) by email or WhatsApp®, ~~and~~
152 ~~using the social media platform Facebook®~~ (Rhodes University Ethics Clearance Registration
153 Number REC-241114-045). For this study, the target population was any English-literate
154 individual (18 years or older) from any country who worked as a fishing guide or had done so
155 in the past. It is troublesome to estimate the relative proportion of fishing guides in the global
156 population, given their low incidence, obscurity and lack of a clear sampling frame due to lack
157 of formal registration or fishing guide associations. It was therefore deemed too costly to
158 employ a random sampling approach (Sweetland, 1972; Marpsat and Razafindratsima, 2010;
159 Shaghghi et al., 2011). As such, non-probability sampling methods were chosen, given their
160 low cost, low demand for human resources, simplicity and suitability for recruiting participants
161 from obscure communities (Faugier and Sargeant, 1997; Browne, 2005; Vehovar et al., 2016).

162 Potentially eligible respondents were petitioned for their participation (directly and on
163 Facebook® groups) and after participation, were encouraged to share the survey with others in
164 their social circles, rather than asking them to divulge the contact information for those
165 individuals. Following this, several regional and subject-matter experts were asked to distribute
166 the survey within their respective networks, despite not all being fishing guides themselves.
167 This group comprised members of sport fishing associations, members of recreational angling
168 NGOs and several recreational fisheries experts who had close affiliations with existing
169 networks within the guided-angling industry (Supplementary material Appendix A).
170 Additionally, volunteer (aka self-selection) sampling was conducted by banner recruitment
171 using appeals for participation made on 144 popular angling-centric Facebook groups
172 identified by researchers (Supplementary material Appendix B), with a follow-up appeal made
173 on the same groups two weeks after first contact. As a result, sampling incorporated elements
174 of snowball sampling (Vogt, 1999), purposive (judgmental) and volunteer sampling (Vehovar

175 et al., 2016), and a degree of scrounging (Groger et al., 1999) to reach as much of the target
176 population as possible.

177 Given the non-random respondent recruitment approach chosen, it is impossible to distinguish
178 how each respondent first came to know about the survey, and therefore survey response rates
179 ~~are impossible to calculate~~ could not be calculated. Snowball sampling has a strong bias towards
180 cohesiveness (Griffiths et al., 1993), and thereby has an inherent selection bias through “within-
181 group sampling”. Similarly, this sampling method tends to overlook “isolates”, meaning that
182 less connected groups are likely to be poorly represented (Van Meter, 1990). Additionally, the
183 use of regional experts with pre-existing network membership to assist with survey distribution
184 introduces a form of gatekeeper bias (Groger et al., 1999), whereby those with privileged access
185 introduce a form of respondent selection bias. This recruitment approach has also led to an
186 unbalanced distribution of respondents, as recruitment efforts differed between countries
187 (Supplementary material Appendix A, B). There is potential for social-desirability response
188 bias (Edwards, 1953; Edwards, 1957) as it is impossible to determine whether some
189 respondents with good knowledge of best practices dishonestly chose the socially desirable
190 best practices in response to questions regarding their own behaviours. As such this study must
191 assume that the assurance of anonymity was sufficient for respondents to answer honestly.
192 Furthermore, the survey precluded non-English speakers, and likely overlooked those without
193 access to internet and social media, given that this survey was principally distributed online
194 and only in English. Given the exploratory nature of the sampling, no rigorous quantitative
195 deductions can be made. ~~However, t~~his approach favours broad, diverse representation for
196 qualitative, exploratory purposes at the expense of the generalizability of results for
197 quantitative inferences.

198 2.2 Survey design

199 The survey was designed to be as short as possible to reduce respondent fatigue (Lavrakas,
200 2008). Open-ended questions were avoided where possible to reduce response burden and
201 frustration when using mobile devices to respond. The survey began with a summary of the
202 research intent, and assurances of anonymity, and then several demographic and fishery-
203 specific questions (Supplementary material Appendix C). The survey was then broken into four
204 major sections which match the first four objectives:

205 2.2.1 *Current angling practices*

206 To assess current angling practices, ten questions were developed to be as broadly applicable
207 to any of the various angling facets and contexts as possible. Questions were categorised into
208 the different stages of a C&R event as described by Brownscombe et al. (2017), and comprised
209 possible tactics and choices before and during a C&R event during a guided-angling trip
210 (Supplementary material Appendix D). Questions were focussed on choices and tactics
211 associated with hooking, retrieval, unhooking, documentation, handling, recovery, release and
212 harvest. Not all possible stages of a C&R event proposed by Brownscombe et al. (2017) were
213 represented due to their dependency on contextual factors too specific for interpretation in a
214 broad range of fisheries.

215 2.2.3 *Knowledge of best practice*

216 To assess the respondents' Knowledge of Best Practice (KBP), seven non-species-specific
217 questions were designed to assess a fundamental knowledge of widely applicable catch-and-
218 release best practice principles with available scientific evidence (Supplementary material
219 Appendix E). In assessing correctness of KBP question responses, it was essential to consider
220 that best practice recommendations are laden with fishery-specific nuance (Brownscombe et
221 al., 2017). Given this nuance, the KBP questions pertain to understanding of broad principles
222 rather than an absolute behaviour or practice for a given fishery. This structure of assessment
223 was chosen for two reasons: firstly, because it is troublesome to effectively assess the nuance
224 of all potential fisheries, species, SOPs and habitats; secondly, because providing the
225 foundation for improving fishing guides' fundamental understanding of best practice principles
226 is perhaps a more valuable long-term intervention to help them cope with this nuance than
227 simply improving their applied practices for a single fishery.

228 Responses to questions were scored as either correct (1) or incorrect (0) based on available
229 literature (Supplementary material Appendix E) and consensus on best practices
230 (Brownscombe et al., 2017). For example, the correct answer to the question: "What hook
231 style/type do you think inflicts the LEAST POSSIBLE DAMAGE and INJURY to the fish?" is
232 "Circle hook" based on a considerable body of literature (e.g. Siewert and Cave, 1990; Cooke
233 et al., 2001; Prince et al., 2002; Cooke and Suski, 2004; Bergmann et al., 2014). The total KBP
234 score was then calculated by summing these scores (1 or 0) for all seven questions.
235 Additionally, a dichotomous "knowledge of best practice" variable was created by classifying

236 respondents as “knowledgeable of best practices” if they answered four or more of the
237 questions correctly, or “poor knowledge of best practices” if they did not.

238 2.2.4 Attitudes towards environmental behaviour

239 To assess the respondents’ Attitudes towards Environmental Behaviour (AEB), nine questions
240 were formulated based on possible behaviours an angler or fishing guide might exhibit during
241 a trip (Supplementary material Appendix F). Responses were measured on a 5-point Likert
242 scale of agreement, and were awarded a corresponding numerical score between 1 and 5,
243 depending on whether the behaviour portrayed was positive or negative. For scoring responses
244 to positive behaviours, 5 was awarded for the response showing the most pro-environmental
245 attitude towards the given behaviour (e.g. “strongly agree” with de-barbing hooks).
246 Conversely, responses to negative behaviours (i.e. littering) were reverse-scored, with
247 “strongly disagree” showing the most pro-environmental attitude, and therefore being scored
248 as 5. The total AEB score was calculated by summing the scores for each question, and a higher
249 AEB score indicated a more pro-environmental attitude.

250 2.2.5 Attitudes towards environmental responsibility

251 To assess the respondents’ Attitudes towards Environmental Responsibility (AER), five
252 questions were developed based on the environmental responsibilities a pro-active,
253 environmentally conscientious fishing guide should ideally maintain (Supplementary material
254 Appendix F). Responses were measured on a five-point Likert-scale of agreement, and were
255 scored correspondingly on a 1-5 scale, with a higher score denoting a more pro-environmental
256 attitude towards responsibility. The total AER score was calculated by summing the scores for
257 each question, and a higher AER score indicated a more positive attitude towards
258 environmental responsibility, which is also a more pro-environmental attitude.

259 2.3 Data analysis

260 All data analyses were performed using the “stats” package in R Studio (version 4.0.2 – R Core
261 Team 2020). All total scores were treated as continuous variables, while other binary
262 independent variables (i.e. knowledgeable or not, trained or not) were treated as ordinal.
263 Measures of association between variables were chosen based on their level of measurement
264 as proposed by Khamis (2008). Correlation coefficients were interpreted using the general
265 guidelines outlined by Newton & Rudestam (1999). The relationship between respondent’s age
266 and the three total scores (KBP, AEB and AER) was assessed using a Pearson Product-Moment

267 Correlation (Pearson, 1948). To assess the effect of training on knowledge and attitudes, the
268 relationship between the two dichotomous training variables (i.e. some formal training or none
269 & accredited training or none) and the three total scores was assessed using a Point Biserial
270 Correlation (Tate, 1954). Similarly, the relationship between the dichotomous knowledge of
271 best practices variable (i.e. knowledgeable or not) and the two attitude scores was assessed
272 using a Point Biserial Correlation. Countries of residence were classified into dichotomous
273 developmental status variable (developed or developing). For this purpose, countries were
274 classified into development groups (UN, 2019), and developing, least developed, small island
275 developing nations and economies in transition were all grouped into “developing” for the
276 analysis given their small sample sizes.

277 3. Results

278 *3.1 Demographics and guiding industry information*

279 A total of 342 complete survey responses were received from 47 countries (Figure 1a; Table
280 1; Supplementary material Appendix G), principally South Africa (30.7%), the United States
281 of America (24.3%), Australia (7.0%), Canada (5.3%) and the United Kingdom (4.4%).
282 Respondents listed a total of 79 distinct countries as guiding destinations (Table 1), with the
283 United States of America (25.2%), South Africa (23.4%), Australia (7.6%), Canada (6.1%),
284 Norway (5.3%), Angola (4.1%) and the Seychelles (4.1%) being most popular (Figure 1b).
285 Respondents were most likely from a developed country (54.1%; Table 1), and likely only
286 worked as a fishing guide locally in their country of residence (68.1%), although some
287 respondents guided in as many as eight different countries.

288 Respondents were predominately high school educated (32.7%) males (98.0%) with a mean
289 age of 41.7 yrs. (SD = 12.4 yrs.; Range = 18-65 yrs.) (Table 3.1). Just over half of the
290 respondents were self-employed (52.9%) fishing guides, working seasonally or part-time
291 (49.1%) for an average of 110 days per year (SD = 82.8 days), earning a mean of 49.1% (SD
292 = 37.5%) of their total income from guiding anglers, and a mean of 18.1% (SD = 22.1%) of
293 their guiding income from gratuities or “tips” (Table 2). Many respondents specialized in
294 multiple facets, with the most common being fly-fishing (70.2%), followed closely by
295 conventional lure angling (65.5%). Only 34.2% indicated that they specialize in all facets of
296 angling (Table 2). Most respondents had no formal guide training (63.8%), and only 8.8% had
297 formal accreditation in the form of a certificate, diploma, course or certification dedicated to

298 angling-guiding (Table 2). Salmonids were the most frequently listed target species, followed
299 by Carangidae and Cyprinidae (Table 3).

300 *3.2 Current practices*

301 Approximately one third of fishing guides indicated that they would provide/recommend “j-
302 hooks” (34.3%), while most indicated they would encourage their clients to “minimize fight
303 time by playing/fighting the fish hard to land it as soon as possible” (84.7%) (Supplementary
304 material Appendix D). Once the fish was landed, 46.0% of fishing guides suggested that they
305 “leave the fish in the water while unhooking”. Should the fish be hooked in the oesophagus
306 41.4% of guides stated that they would “always cut the line and leave the hook in place”. When
307 photographing a client with their catch, the majority of fishing guides demonstrated that they
308 “photographed the client with the fish out of the water, supported by its head and tail” (64.8%),
309 and just over half would insist on returning the fish to the water after no more than 30 seconds
310 of air exposure (54.8%). When trying to determine the weight of the client’s catch, 38.8% of
311 fishing guides stipulated that they “measure the length of the fish and use length-weight
312 conversion tables”, while 31.1% of guides specified that they “never try to determine the
313 weight of a clients’ catch”. When releasing a fish, just over half of the fishing guides indicated
314 that they actually committed to releasing the fish “when it kicks its tail” (50.9%). During
315 guided-angling trips, 50.9% of fishing guides reported that they “always” released their catch,
316 while 35.7% “never” harvested their catch.

317 *3.4 Knowledge of best practice (KBP)*

318 Respondent’s knowledge of best practice varied across the seven topics chosen (Figure 2).
319 Most respondents correctly answered the questions about handling tactics (KBP 1: 76.3%
320 correct) and landing choices (KBP 2: 74.0% correct), while more than half of respondents
321 incorrectly answered the questions about unhooking tactics (KBP 6: 57.9% incorrect) and
322 release knowledge (KBP 7: 66.7% incorrect; Figure 2). The majority (69.0%) of respondents
323 answered four or more of the seven questions correctly, and were classified as “knowledgeable
324 of best practices”.

325 *3.5 Attitudes towards environmental behaviour (AEB)*

326 Respondent’s “attitudes towards environmental behaviours” varied across the nine
327 environmental behaviours chosen (Figure 3). Respondents scored highest in response to
328 behaviours like “littering” (AEB 1: 96.2% pro-environmental attitudes) and “poor landing

329 practice” (AEB 2: 93.3% pro-environmental attitudes) (Figure 3). Respondents scored lower
330 on best practices which could reduce client catch-rate, such as “de-barbing hooks” (AEB 6;
331 69.6% pro-environmental attitudes) or “not using treble hooks” (AEB 7; 69.3% pro-
332 environmental attitudes) (Figure 3). Respondents scored lowest in response to the practice of
333 “holding the fish above dry ground” (AEB 9: 50.9% pro-environmental attitudes) (Figure 3).

334 *3.6 Attitudes towards environmental responsibility (AER)*

335 The distribution of respondent’s “attitudes towards environmental responsibility” was similar
336 across all five of the statements chosen, with a majority of respondents expressing pro-
337 environmental attitudes (87.1 – 89.5%) (Figure 4). Although only slightly different from other
338 questions, question AER 5: “Guides should be willing to sacrifice client success and enjoyment
339 for sustainable practices” had the lowest proportion of pro-environmental response of any of
340 the five questions (Figure 4).

341 *3.7 Training and knowledge*

342 While both mean attitude scores (AEB & AER) were similar for those with and without training
343 (formal and accredited), the mean KBP score was higher for those with training, (formal: $p =$
344 0.085 , $t(340) = 1.7277$, $\bar{x} = 4.37 \pm 1.58$ SD; accredited: $p\text{-value} = 0.081$, $t(340) = 1.7517$, $\bar{x} =$
345 4.63 ± 1.33 SD) than those without any training ($\bar{x} = 4.09 \pm 1.41$ SD), although not significantly
346 so (using unpaired, two-sample, two tailed t-tests). Similarly, those respondents classed as
347 “knowledgeable of best practice” (KBP score ≥ 4) were more likely to have received some kind
348 of training (37.7%) than those who were not knowledgeable (32.1%).

349 Respondents classified as knowledgeable of best practice (KBP score ≥ 4) had a significantly
350 higher mean AEB score ($p = 0.003$; $t(340) = 3.002$; *effect size – $d = 0.34$*); $\bar{x} = 4.24 \pm 0.53$ SD)
351 than those who were not knowledgeable ($\bar{x} = 4.05 \pm 0.58$ SD), and although not significant, also
352 had a higher AER score ($p = 0.087$; $t(340) = 1.716$; $\bar{x} = 4.58 \pm 1.05$ SD) than those who were
353 not knowledgeable ($\bar{x} = 4.36 \pm 1.28$ SD; Table 4). The proportion of respondents who had
354 received formal guide training was similar between developed (37.3%) and developing
355 countries (34.4%; Table 4).

356 4. Discussion

357 The understanding that fishing guides may be emulated by their fishing clients means their
358 knowledge, attitudes and behaviour may influence the ecological outcomes through potential

359 role-modelling. As little is known of fishing guide knowledge of best practice and attitudes
360 towards environmental behaviours, this baseline assessment is critical for shaping future
361 interventions. Fishing guides from 47 countries were recruited to take part in the survey and
362 while they were mostly “knowledgeable” of C&R best practice principles, they showed poor
363 knowledge of some key aspects of the C&R process. Most fishing guides had not received any
364 form of training, but those with training appeared to have slightly better knowledge scores than
365 those without, although this was not significant. Fishing guides generally had pro-
366 environmental attitudes towards C&R behaviour, suggesting that they probably have pro-
367 environmental behavioural intentions. That said, attitudes towards certain behaviours were
368 more pro-environmental than others, which suggests that behaviour is likely to vary
369 considerably between fishing guides, likely due to their individual knowledge and their
370 perceptions of the “costs” associated with the behaviour. Knowledgeable fishing guides had
371 more pro-environmental attitudes, which suggests that training focussed on best practice
372 principles may improve fishing guide C&R behaviour. Encouragingly, almost all fishing
373 guides had pro-environmental attitudes towards their potential responsibilities as influential
374 resource users. However, the bandwidth-fidelity dilemma (Salgado, 2017) suggests that these
375 broad attitudes may have little bearing on the actual behaviours in question, especially when
376 faced with a significant trade-off between client satisfaction and ecological integrity.

377 Fishing guides understanding the fundamentals of C&R best practice principles is essential to
378 them being able to employ best practices in all contexts. Most respondents (69.0%) were
379 considered “knowledgeable”, answering most of the C&R best practice questions correctly.
380 However, most erroneous responses were given to the questions KBP 6 and KBP 7 (Figure 2;
381 Supplementary material Appendix E). Here, 57.9% of respondents were incorrect in their
382 assessment of how to proceed when a fish is hooked in the oesophagus (KBP 6), and would
383 therefore likely behave at odds with the body of evidence that suggests the best practice is to
384 leave the hook in place and cut the line (Mason and Hunt, 1967; Tsuboi et al., 2006; Warner,
385 1979; Fobert et al., 2009; Cooke and Danylchuk, 2020). Similarly, most respondents (66.7%)
386 did not know that “hooking injury and bleeding” plays the biggest role in determining post-
387 release survival (KBP 7; Figure 2; Supplementary material Appendix E; Muoneke and
388 Childress, 1994; Cooke and Suski, 2005). This suggests that fishing guides may overlook the
389 need to switch tactics or gear when hooking injuries become prevalent, given that they may
390 underappreciate the severity of the injuries. Best practice recommendations are considerably

391 nuanced, but a good understanding of the fundamentals behind their formulation will assist
392 fishing guides in making common-sense best practice choices in all contexts.

393 Best practices behaviours are contextually specific, and may differ considerably between
394 species, fishery, SOP or habitat. Some species may suffer more acutely than others (Cooke and
395 Suski, 2005), and some situations may call for practices where the practical implications of the
396 choice/behaviour outweigh the broad scientific evidence available. For example, misuse of
397 poorly designed lip-gripping devices typically results in unacceptable injury to fish, especially
398 when used to suspend the fish's entire weight by its jaw (Danylchuk et al., 2008; Gould and
399 Grace, 2009). A best practice recommendation would be to instead use a silicone rubber net
400 for landing and unhooking while leaving it submerged (Brownscombe et al., 2017). However,
401 for sharp-toothed species such as African tigerfish (*Hydrocynus vittatus*), a properly designed,
402 high-quality lip-gripping device used correctly may be a better practice **which** avoids the
403 damage nets cause to the epithelial slime layer, **limits** the damage tigerfish cause to expensive
404 nets and **reduces** the risk of angler injury. These exceptions mean, for example, that it may be
405 acceptable to use a j-hook where contextual probability of hooking injury is practically low,
406 even though a circle-hook is fundamentally less likely to mortally injure fish by design.
407 Consequently, the KBP assessment is an imperfect representation of every fishing guide's
408 practical knowledge. Fishing guides are likely a significant source of local ecological
409 knowledge considering they are typically highly specialised and dedicated anglers with vast
410 amounts of experience and "time on the water". Some fishing guides may have good, applied
411 knowledge of the least deleterious practices for a given species, given SOP or given habitat,
412 but still score poorly in this assessment if they do not have a fundamental understanding of
413 scientifically grounded best practice principles. Promoting understanding of best practice
414 principles, perhaps through high quality, scientifically grounded training, may have
415 considerable implications for sustainable recreational fisheries.

416 Training is seldom a legal or community-level pre-requisite to operate as a fishing guide,
417 especially in the parts of the developing world (e.g. southern Africa), where recreational
418 fisheries are poorly regulated (Bova et al., 2017; Potts et al., 2020). While approximately one
419 third (36.0%) of the respondents had received some form of training, only 8.8% had received
420 accredited training specifically for fishing guides (see Table 2). Despite this, most respondents
421 (69.0%) were classified as "knowledgeable" of best practices (Table 4). While fishing guides
422 with some kind of formal training had **greater/higher** mean knowledge of best practice scores

423 (mean score = 4.37; $p = 0.085$; Table 4) than those without (mean score = 4.09), as did those
424 with accredited training (mean score = 4.63; $p = 0.086$; Table 4), these differences were not
425 significant. Firstly, this highlights that best practice knowledge is not restricted to those with
426 training, and that it is possible to acquire best practice knowledge from a variety of other
427 sources, perhaps including other fishing guides, social media (e.g. Facebook ®), public-
428 outreach (e.g. www.keepfishwet.org), grassroots angling organisations (e.g. RASSPL
429 competitive angling club) or reference material (e.g. “The Responsible Angler”, WWF).
430 Secondly, it highlights that while fishing guides may have received formal training, this does
431 not guarantee that they are highly trained in scientifically grounded best practices for catch-
432 and-release. High-quality, accredited training based on sound science should expose fishing
433 guides to the basic knowledge of best practices and C&R science. One reason, perhaps, for
434 why trained fishing guides in this study were not significantly more knowledgeable of best
435 practice principles is poor quality training which does not adequately address the nuance of
436 best practices. High quality training will likely improve understanding of fundamental C&R
437 science, and thereby improve fishing guides’ *knowledge of the problem* and *internal attribution*
438 of the cause, both of which are psycho-social pre-determinants of the attitudes that contribute
439 to pro-environmental behavioural intentions (Bamberg and Moser, 2007). While training only
440 appeared to improve knowledge slightly in this study, high quality training remains important
441 for improving knowledge, and may also enhance attitudes towards C&R practices.

442 To better understand fishing guide behavioural intentions, we assessed attitudes towards
443 environmental behaviour (AEB). Respondents’ AEB scores were generally indicative of a
444 positive attitude towards responsible behaviours, but variation across the behaviours in
445 question highlights that fishing guides have varying attitudes towards different practices
446 (Figure 3). For example, an overwhelming majority of fishing guides expressed pro-
447 environmental attitudes towards obviously poor practices, such as littering (96.2%), placing
448 the fish on dry ground (93.3%) and placing hands and fingers in the gills (88.6%). In contrast,
449 only half of fishing guides (50.9%) had pro-environmental attitudes towards holding the fish
450 above dry ground during photographs before release (Figure 3). While this may seem trivial, a
451 more nuanced best practice would be to hold the fish above the water, or perhaps a bucket (e.g.
452 Figure 5) as injury to the fish by dropping is common, especially amongst inexperienced
453 anglers who might be more likely to employ fishing guides. These poor attitudes towards
454 positive practices are suggestive of poor understanding. Respondents classified as
455 knowledgeable of best practice (KBP score ≥ 4) had significantly higher AEB scores (mean

456 scaled score = 4.24; $p = 0.003$; $d = 0.34$; Table 4) than those less knowledgeable (mean scaled
457 score = 4.05). This suggests that respondents who knew more about C&R best practices had
458 more pro-environmental attitudes, and therefore may be more likely to have pro-environmental
459 behavioural intentions, and therefore may be more environmentally responsible.

460 In a perfect world, every fishing guide would feel a sense of custodial responsibility towards
461 their fisheries resources. Inherent in that sense, would be a resource-use ethic that drives
462 practice choices which carefully balance the satisfaction of the guide's clientele with the
463 sustainability of their fishery resource. Additionally, every effort would be made to exhibit and
464 promote pro-environmental behaviour as a positive role-model, because fishing guides would
465 not only value the integrity of the resources on which they rely, but also acknowledge their
466 ability to influence the norm. Encouragingly, almost all respondents (87.1 - 89.5%) had
467 positive attitudes towards environmental responsibility (AER). This suggests that most
468 respondents acknowledged the social and/or ecological value of fishing guides being
469 "*responsible custodians of fisheries resources*", "*role-models to anglers*", "*educators of*
470 *sustainable practices*", "*promoters of sustainability*" and "*willing to sacrifice client success*
471 *for sustainability*". This suggests that even fishing guides with poor knowledge of, and negative
472 attitudes towards best practices, still had high AER scores. Despite the general positivity
473 towards the abstract concept, the actual nature of being *environmentally responsible* may be
474 very different for different individuals, based on their understanding and attitudes. As such, a
475 poorly informed fishing guide may consider themselves to be environmentally responsible
476 based on their awareness of environmental issues and knowledge, when their behaviours could
477 in fact be environmentally deleterious. Furthermore, the fidelity-bandwidth dilemma
478 (Cronbach and Gleser, 1957) suggests that attitudes towards a broad concept like
479 environmental responsibility may have little bearing on actual environmentally responsible
480 behaviour (Salgado, 2017). Fishing guides may well appreciate the need to behave responsibly,
481 but may choose not to, as pro-environmental attitudes and behavioural intentions do not always
482 result in pro-environmental practices (Kollmuss and Agyeman, 2002).

483 Catch-and-release best practice is being increasingly adopted by proactive members of the
484 recreational angling community (Cox, 2002; Butler et al., 2017; Mannheim et al., 2018).
485 Some best practices are broadly applicable to any fishery, aiming to reduce factors that decrease
486 the survivability of fishes subjected to C&R. Encouragingly, most respondents (84.7%) stated
487 that they instruct their clients on the best practice of "playing the fish hard" to retrieve the fish

488 quickly and minimize fight time, which in turn limits the risk of predation, exhaustion and
489 excessive physiological stress response (Cooke and Suski, 2005). Likewise, 38.8% of fishing
490 guides reported that they choose the best practice of length-to-weight conversion (Cooke and
491 Suski, 2005; Brownscombe et al., 2017), or simply foregoing knowing the weight at all
492 (31.1%), instead of using a scale to determine the weight of their clients' catch (30.1%).
493 Positively, most respondents (85.2%) stated that they only allowed their clients 60 seconds or
494 less of air exposure for photographs, with over half (54.8%) only allowing their clients 30
495 seconds or less, which greatly reduces the air exposure and potential for injury due to poor
496 handling. Similarly, most fishing guides suggested that they perform some form of reflex
497 impairment test (i.e. RAMP as per Davis, 2010) before releasing their client's catch (87.4%),
498 such as waiting for a "tail kick" (50.9%), the "fish to stay upright" (23.3%) or observation of
499 "steady breathing" (13.2%). This suggests that there is some form of recovery assessment
500 taking place, as opposed to simply releasing the fish immediately (12.7%). Thus, there is
501 evidence to suggest that some best practices are used by a considerable proportion of fishing
502 guides which are therefore likely to be adopted by their clients who likely see them as role
503 models. However, there is still evidence that the remainder employ poor practices, and are
504 therefore likely to also promote the adoption of these negative behaviours to the recreational
505 angling public.

506 While there is strong evidence to suggest that many fishing guides are using C&R best
507 practices, there was also considerable evidence to suggest that poor practices are used. For
508 example, choosing to "unhook the fish while in water" is broadly considered the best tactic,
509 but less than half of the respondents (46.0%) stated this as their chosen method. Unhooking
510 time contributes greatly to air exposure (Cooke and Suski, 2005, Butler et al., 2017,
511 Brownscombe et al., 2017), especially when unhooking is difficult (e.g. treble hooks or sharp-
512 toothed species). Similarly, choosing to "cut the line immediately when a fish is hooked in the
513 oesophagus" is generally deemed the best tactic (Fobert et al., 2009; Cooke and Danylchuk,
514 2020), but again less than half (41.4%) of respondents suggested this was their choice. While
515 understandably paradoxical, leaving the hook in place generally increases fish survival (Cooke
516 and Danylchuk, 2020). When presented with a case of oesophageal hooking, anglers typically
517 spend too much time trying to remove deep hooks, exacerbating hooking injury and air
518 exposure in the process (Brownscombe et al., 2017; Cooke and Danylchuk, 2020). This
519 pervasive misconception, along with others (e.g. carbonated soft-drinks stop bleeding in gill
520 area - Trahan et al., 2020) decreases the survival of released fishes. Considering that half of the

521 respondents stated that they “always” released (50.9%), and many “never” harvested (35.7%)
522 their client’s catch, it is likely that these pervasive, poor practices are inadvertently contributing
523 to the enigmatic post-release mortality that is becoming increasingly well documented in
524 recreational C&R angling (Muoneke and Childress, 1994; Cooke et al., 2001; Lewin et al.,
525 2006; Danylchuk et al., 2007; O’Toole et al., 2010; Weltersbach and Strehlow, 2013).

526 The burgeoning consensus that recreational fishing plays a major role in the sustainability of
527 fish populations around the world (FAO, 2003; Cooke and Cowx, 2004; Lewin et al., 2006;
528 Hyder et al., 2020) should be of particular concern to fishing guides, who rely on the resource
529 to earn their living (Table 2). Just over half of respondents surveyed were self-employed
530 (52.9%) and earned approximately half of their total income (49.1%) from guiding seasonally
531 or part-time (49.1%) for an average of 110 days per year. While guiding anglers was not the
532 sole source of income for all respondents, it likely contributes significantly to their financial
533 security. This is an important consideration for interventions aimed at improving C&R
534 behaviours, given that there are additional financial motivations which may enter the decision-
535 making process at the nexus of intention and actual behaviour on guided-angling trips. As a
536 result of being mostly self-employed and financially dependent on a service-orientated industry
537 which relies on a resource in crisis, fishing guides have the burden of balancing personal,
538 ecological and market-related demands on their behaviour.

539 There are many factors which may affect a fishing guide’s ability and motivation to convert
540 pro-environmental intentions into actual pro-environmental behaviour. On one hand, fishing
541 guides might be motivated to choose behaviours which do not risk losing more immediate
542 financial rewards, such as potential gratuities or repeat business. On the other hand, they may
543 forego immediate rewards for behaviours that ensure the future-integrity of the resources on
544 which they rely. For example, fishing guides may allow their clients to expose a fish to
545 excessive amounts of air-exposure while they admire and photograph their catch, to avoid
546 imposing limits on what may be perceived as the key aspects of the client’s C&R enjoyment.
547 Alternatively, they may be motivated to impose air-exposure limits to ensure fish health, either
548 out of high moral regard for ecological integrity, or self-serving concerns over the future utility
549 of the resource. These contrasting *biocentric* or *anthropocentric* values (as per Thompson and
550 Barton, 1994) suggest that fishing guides may have trouble aligning their pro-environmental
551 behavioural intentions with their actual behaviours. This highlights that efforts to promote pro-
552 environmental behaviour in fishing guides must be holistic, and include efforts to not only

553 improve behavioural intentions, but assist fishing guides with overcoming perceived barriers
554 to carrying out those intentions during guided-angling trips.

555 While this study makes a considerable contribution to our understanding of fishing guide
556 knowledge, attitudes and behaviour, it is not without its shortcomings. Despite these
557 shortcomings, this preliminary exploration provides important insight into the knowledge,
558 attitudes and behaviour of an understudied, but influential group who rely on resources that are
559 of growing ecological concern. The wide diversity of regions and fisheries sampled suggests
560 that the response pool is likely a good representation of the fishing guide community. As such,
561 this information on fishing guides provides an important steppingstone for more rigorous
562 research to understand their potential role in the endeavour to achieve sustainability goals.

563 In conclusion, most fishing guides surveyed were considered knowledgeable of best practices,
564 but there were several key areas where many guides were incorrect. A firm understanding of
565 best practices is essential to make correct behavioural decisions, and improving this knowledge
566 is perhaps a pre-requisite for improving attitudes and behavioural intentions. Fishing guides
567 with training appeared to be slightly more knowledgeable, which suggests that high-quality
568 training could improve knowledge considerably. Given that knowledgeable fishing guides
569 likely have a better *knowledge of the problem* and *internal attribution of the cause*, the fact that
570 those who were considered knowledgeable had more pro-environmental attitudes towards
571 practice again highlights the importance of knowledge and understanding in shaping the
572 attitudes associated with pro-environmental behavioural intentions. The fact that even those
573 with poor knowledge and attitudes towards practice could have positive attitudes towards
574 environmental responsibility highlights that knowledge and understanding is critical, as
575 misinformed fishing guides could incorrectly assume that their behaviours were
576 environmentally responsible. It is apparent that while many fishing guides have demonstrably
577 good knowledge, attitudes and practices, there is room for improvement to meet real
578 sustainability requirements. Given that training appeared to improve knowledge, and
579 knowledge of best practices appeared to improve attitudes, it is recommended that fishing
580 guides undergo at least some form of training, ideally ~~aeeredit~~ed-science-based and accredited,
581 ~~training,~~ to improve their behavioural intentions and actual behaviour.

582 Fishing guides are being increasingly recognised as important role-players in the recreational
583 angling industry. While this study focussed on knowledge, attitudes and stated practices, there
584 is likely a considerable dissonance between these and actual behaviour, depending on

585 contextual factors and competing personal, financial and market driven motivations.
586 Consequently, it is imperative to obtain information about actual behaviour before effective,
587 fishery specific interventions can be developed to assist fishing guides to better align their
588 knowledge, attitudes and ethics with their actual practices.

589 4.1 Acknowledgments

590 Thanks to all those who assisted with recruiting participants for the survey, and those that
591 provided feedback on the survey structure and design. We also thank the South African
592 National Research Foundation and the Rhodes University Research Council for financial
593 assistance and funding for project costs.

594 References

- 595 Abelson RP. 1981. Psychological status of the script concept. *American Psychologist* 36: 715
596 - 729.
- 597 Alós J. 2009. Mortality impact of recreational angling techniques and hook types on
598 *Trachynotus ovatus* (Linnaeus, 1758) following catch-and-release. *Fisheries Research* 95:
599 365 - 369.
- 600 Ajzen. 1991. The theory of planned behaviour. *Organizational Behaviour and Human Decision*
601 *Processes* 50: 179 - 211.
- 602 Ajzen I. 2005. *Handbook of attitude measurement*, Open University Press, McGraw Hill
603 Education, Berkshire, England
- 604 Ajzen I & Fishbein M. 2005. The Influence of Attitudes on Behaviour. In book: *The handbook*
605 *of attitudes*. Mahwah, NJ: Lawrence Erlbaum Associates Editors: Albarracín D, Johnson
606 BT, Zanna MP.
- 607 Arlinghaus R, Tillner R, Bork M. 2015. Explaining participation rates in recreational fishing
608 across industrialised countries. *Fisheries Management and Ecology* 22: 45 - 55.
- 609 Bamberg S & Moser G. 2007. Twenty years after Hines, Hungerford, and Tomera: A new
610 meta-analysis of psycho-social determinants of pro-environmental behaviour. *Journal of*
611 *Environmental Psychology* 27: 14 – 25.
- 612 Barcellini VC, Motta FS, Martins AM, Moro PS. 2013. Recreational anglers and fishing guides
613 from an estuarine protected area in southeastern Brazil: Socioeconomic characteristics and
614 views on fisheries management. *Ocean & Coastal Management* 76: 23 - 29.
- 615 Barthel B, Cooke SJ, Suski C, Philipp D. 2003. Effects of landing net mesh type on injury and
616 mortality in a freshwater recreational fishery. *Fisheries Research* 63: 275 - 282.
- 617 Bartholomew A, Bohnsack JA. 2005. A review of catch-and-release angling mortality with
618 implications for no-take reserves. *Reviews in Fish Biology and Fisheries*. 15: 129 - 154.
- 619 Bergmann C, Driggers WB, Hoffmayer ER, Campbell MD, Pellegrin G. 2014. Effects of
620 appendaged circle hook use on catch rates and deep hooking of black sea bass in a
621 recreational fishery. *North American Journal of Fisheries Management* 34: 1199 - 1203.
- 622 Browne K. 2005. 'Snowball sampling: using social networks to research non-heterosexual
623 women'. *International Journal of Social Research Methodology* 8: 47 - 60.
- 624 Brownscombe JW, Danylchuk AJ, Chapmana JM, Gutowskya LFG, Cooke SJ. 2017. Best
625 practices for catch-and-release recreational fisheries – angling tools and tactics. *Fisheries*
626 *Research* 186: 693 - 705.

627 Bova CS, Halse SJ, Aswani S, Potts WM. 2017. Assessing a social norms approach for
628 improving recreational fisheries compliance. *Fisheries management and ecology* 24: 117 -
629 125.

630 Butler EC, Childs AR, Parkinson MC, Potts WM. 2017. An assessment of the health and
631 survival of fishes caught-and-released in high-energy surf zones during a South African
632 competitive angling event. *Fisheries Research* 195: 152 - 168.

633 Butler EC, Childs AR, Saayman A, Potts WM. 2020. Can fishing tourism contribute to
634 conservation and sustainability via ecotourism? A case study of the fishery for giant African
635 threadfin *Polydactylus quadrifilis* on the Kwanza Estuary, Angola. *Sustainability* 12: 4221.

636 Colotelo AH & Cooke SJ. 2011. Evaluation of common angling-induced sources of epithelial
637 damage for popular freshwater sport fish using fluorescein. *Fisheries Research* 109: 217 -
638 224.

639 Cooke SJ, Nguyen VM, Murchie KJ, Danylchuk AJ, Suski CD. 2012. Scientific and
640 stakeholder perspectives on the use of circle hooks in recreational fisheries. *Bulletin of*
641 *Marine Science* 88: 395 - 410.

642 Cooke SJ & Cowx IG. 2004. The role of recreational fishing in global fish crises. *BioScience*
643 54: 857 - 9.

644 Cooke SJ & Schramm HL. 2007. Catch-and-release science and its application to conservation
645 and management of recreational fisheries. *Fisheries Management and Ecology* 14: 73-79.

646 Cooke SJ & Suski CD. 2004. Are circle hooks an effective tool for conserving marine and
647 freshwater recreational catch-and-release fisheries? *Aquatic conservation* 14: 299 - 326.

648 Cooke SJ & Suski CD. 2005. Do we need species-specific guidelines for catch-and-release
649 recreational angling to effectively conserve diverse fishery resources? *Biodiversity*
650 *Conservation* 14: 1195 - 1209.

651 Cooke SJ, Danylchuk AJ, Danylchuk SE, Suski CD, Goldberg TL. 2006. Is catch-and-release
652 recreational angling compatible with no-take marine protected areas? *Ocean and Coastal*
653 *Management* 46: 342 - 354.

654 Cooke SJ & Danylchuk AJ. 2020. Hook disgorgers remove deep hooks but kill fish: A plea for
655 cutting the line. *Fisheries Management and Ecology* 27: 622 - 627.

656 Cooke SJ, Hogan ZS, Butcher PA, Stokesbury MJ, Raghavan R, Gallagher AJ, Danylchuk AJ.
657 2016. Angling for endangered fish: conservation problem or conservation action? *Fish and*
658 *Fisheries* 17: 249 - 265.

659 Cooke SJ, Philipp DP, Dunmall KM, Schreer JF. 2001. The influence of terminal tackle on
660 injury, handling time, and cardiac disturbance of rock bass. *North American Journal of*
661 *Fisheries Management* 21: 333 - 342.

- 662 Cowx IG. 2002. *Recreational fisheries*. Pages. 367-390. in Hart PBJ, Reynolds JD, eds.
663 Handbook of Fish Biology and Fisheries, vol. II. Oxford (United Kingdom): Blackwell
664 Science.
- 665 Cronbach LJ & Gleser GC. 1957. *Psychological tests and personnel decisions*. Urbana, IL:
666 University of Illinois Press.
- 667 Daniel WW. 1999. *Biostatistics: A Foundation for Analysis in the Health Sciences*. 7th edition.
668 New York: John Wiley & Sons.
- 669 Danylchuk AJ, Danylchuk SE, Cooke SJ, Goldberg TL, Koppelman JB, Philipp DP. 2007.
670 Post-release mortality of bonefish, *Albula vulpes*, exposed to different handling practices
671 during catch-and-release angling in Eleuthera, The Bahamas. *Fisheries Management and*
672 *Ecology* 14: 149 - 154.
- 673 Danylchuk AJ, Adams A, Cooke SJ, Suski CD. 2008. An evaluation of the injury and short-
674 term survival of bonefish (*Albula* spp.) as influenced by a mechanical lip-gripping device
675 used by recreational anglers. *Fisheries Research* 93: 248 - 252.
- 676 Danylchuk AJ, Tiedemann J, Cooke SJ. 2017. Perceptions of recreational fisheries
677 conservation within the fishing industry: knowledge gaps and learning opportunities
678 identified at east coast trade shows in the United States. *Fisheries Research* 186: 681 - 687.
- 679 Davis MW. 2010. Fish stress and mortality can be predicted using reflex impairment. *Fish and*
680 *Fisheries* 11: 1 - 11.
- 681 Ditton RB, Jarman RN, Woods SA. 1978. An Analysis of the Charter Boat Fishing Industry
682 on the Texas Gulf Coast. *Marine Fisheries Review* 40: 1 - 7.
- 683 Ditton RB, Gill AG, MacGregor CL. 1991. Understanding the Market for Charter and
684 Headboat Fishing Services. *Marine Fisheries Review* 53: 19 - 26.
- 685 Edwards A. 1953. The relationship between the judged desirability of a trait and the probability
686 that the trait will be endorsed. *Journal of Applied Psychology* 37: 90-93.
- 687 Edwards A. 1957. *The social desirability variable in personality assessment and research*.
688 New York: The Dryden Press
- 689 Farthing MW, Childs AR, Mann-Lang JB, Bova CS, Potts WM. *In-review**In press*. Are
690 recreational angling-guides role-models for their clients? *Submitted to**Accepted to* *Fisheries*
691 *Research*.
- 692 Faugier, J. and Sargeant, M. 1997. Sampling hard to reach populations. *Journal of Advanced*
693 *Nursing* 26: 790-797.
- 694 Fishbein M. 1963. An Investigation of the Relationships between Beliefs about an Object and
695 the Attitude toward that Object. *Human relations* 16: 233-239.

- 696 Fishbein M. 1967. *Attitudes and the prediction of behaviour*. In M. Fishbein (Ed.), Readings
697 in attitude theory and measurement. New York: Wiley, 1967.
- 698 Fobert E, Meining P, Colotelo A, O'Connor C, Cooke SJ. 2009. Cut the line or remove the
699 hook? An evaluation of sublethal and lethal endpoints for deeply hooked bluegill. *Fisheries*
700 *Research* 99: 38 - 46.
- 701 Gould A & Grace BS. 2009. Injuries to Barramundi *Lates calcarifer* Resulting from Lip-
702 Gripping Devices in the Laboratory. *North American Journal of Fisheries Management*: 29
703 1418 - 1424.
- 704 Griffiths P, Gossop M, Powis B, Strang J. 1993. Reaching hidden populations of drug users by
705 privileged access interviewers: methodological and practical issues. *Addiction* 88: 1617 -
706 1626.
- 707 Grixti D, Conron SD, Jones PL. 2007. The effect of hook/bait size and angling technique on
708 the hooking location and the catch of recreationally caught black bream *Acanthopagrus*
709 *butcheri*. *Fisheries Research* 84: 338 - 344.
- 710 Groger L, Mayberry PS, Straker JK. 1999. What we did not learn because we of who didn't
711 talk to us. *Qualitative Health Research* 9: 829 – 835.
- 712 Holder PE, Griffin LP, Adams AJ, Danylchuk AJ, Cooke SJ, Brownscombe JW. 2020. Stress,
713 predators, and survival: exploring permit (*Trachinotus falcatus*) catch-and-release fishing
714 mortality in the Florida Keys. *Journal of Experimental Marine Biology and Ecology* 524:
715 151289.
- 716 Hoogendoorn G. 2017. Fly-fishing as ecotourism in South Africa: a case study. *Journal of*
717 *Ecotourism* 16: 152-168.
- 718 Hyder K, Maravelias CD, Kraan M, Radford Z, Prellezo R. 2020. Marine recreational fisheries
719 — current state and future opportunities. *ICES Journal of Marine Science*: 77: 2171–2180.
- 720 Jennings CA. 1992. Survey of non-charter boat recreational fishing in the U.S. Virgin Islands.
721 *Bulletin of Marine Science* 50: 342 – 351.
- 722 Kramer RW, Mann BQ, Dunlop SW, Mann-Lang JB, Robertson-Andersson D. 2017. Changes
723 in recreational shore anglers' attitudes towards, and awareness of, linefish management
724 along the KwaZulu-Natal coast, South Africa. *African Journal of Marine Science* 39: 327 –
725 337.
- 726 Khamis H. 2008. Measures of association. *Journal of Diagnostic Medical Sonography* 24: 155
727 - 162.
- 728 Kollmuss A & Agyeman J. 2002. Mind the Gap: Why do people act environmentally and what
729 are the barriers to pro-environmental behaviour? *Environmental Education Research* 8:
730 239-260.

- 731 Lavrakas PJ. 2008. Respondent Fatigue. In: *Encyclopaedia of Survey Research Methods*.
732 Thousand Oaks, CA, Sage, 2008.
- 733 Lennox RJ, Whoriskey K, Crossin GT, Cooke SJ. 2015a. Influence of angler hook-set
734 behaviour relative to hook type on capture success and incidences of deep hooking and
735 injury in a teleost fish. *Fisheries Research* 164: 201 - 205.
- 736 Lennox RJ, Brownscombe JW, Cooke SJ, Danylchuk AJ, Moro PS, Sanches EA, Garrone-
737 Neto D. 2015b. Evaluation of catch-and-release angling practices for the fat snook
738 *Centropomus parallelus* in a Brazilian estuary. *Ocean Coastal Management* 113: 1 - 7.
- 739 Lennox RJ, Filous A, Danylchuk SC, Cooke SJ, Brownscombe JW, Friedlander AM,
740 Danylchuk AJ. 2017. Factors influencing postrelease predation for a catch-and-release
741 tropical flats fishery with a high predator burden. *North American Journal of Fisheries*
742 *Management* 37: 1045 - 1053.
- 743 Lewin WC, Arlinghaus R, Mehner T. 2006. Documented and potential biological impacts of
744 recreational fishing: insights for management and conservation. *Rev. Fish. Sci.* 14: 305 –
745 367.
- 746 Lewin WC, Strehlow HV, Ferter K, Hyder K, Niemax J, Herrman JP, Weltersbach MS. 2018.
747 Estimating post-release mortality of European sea bass based on experimental angling.
748 *Journal of Marine Science* 75: 1483 - 1495.
- 749 Lietz J & Grubbs F. 2008. *Survey of Redfish Bay and Nine-mile Hole anglers to assess attitudes*
750 *and opinions towards boating restrictions intended to conserve seagrass beds*. Austin, TX:
751 Texas Parks & Wildlife Department, Coastal Fisheries Division.
- 752 Liu Y, Bailey JL, Davidsen JG. 2019. Social-cultural ecosystem services of sea trout
753 recreational fishing in Norway. *Frontiers in marine science* 6: 178.
- 754 Mannheim SL, Childs AR, Butler EC, Winkler AC, Parkinson MC, Farthing MW, Zweig T,
755 McCord M, Drobniowska N, Potts WM. 2018. Working with, not against recreational
756 anglers: Evaluating a pro-environmental behavioural strategy for improving catch-and-
757 release behaviour. *Fisheries Research* 206: 44-56.
- 758 Marpsat M & Razafindratsima N. 2010. "Survey methods for hard-to-reach populations:
759 introduction to the special issue." *Methodological Innovations Online* 5: 3-16.
- 760 Mason JW & Hunt RL. 1967. Mortality rates of deeply hooked rainbow trout. *Progressive Fish*
761 *Culturist* 29: 87 - 91.
- 762 Moxham EJ, Cowley PD, Bennett RH, von Brandis RG. 2019. Movement and predation: a
763 catch-and-release study on the acoustic tracking of bonefish in the Indian Ocean.
764 *Environmental Biology of Fishes* 102: 365 - 381.

765 Muoneke MI & Childress WM. 1994. Hooking mortality: a review for recreational fisheries.
766 *Reviews in Fisheries Science* 2: 123 - 156.

767 Musyl M, Moyes CD, Brill RW, Mourato BL, West A, McNaughton L, Chiang WC, Sun CL.
768 2015. Post-release mortality in istiophorid billfish. *Canadian Journal of Fisheries and*
769 *Aquatic Sciences* 72: 1 - 19.

770 Newton RR & Rudestam KE. 1999. *Your Statistical Consultant*. Thousand Oaks, CA, Sage,
771 1999.

772 Nilsson D, Fielding K, Dean AJ. 2020. Achieving conservation impact by shifting focus from
773 human attitudes to behaviours. *Conservation Biology* 34: 93-102.

774 O'Toole AC, Danylchuk AJ, Suski CD, Cooke SJ. 2010. Consequences of catch-and-release
775 angling on the physiological status, injury, and immediate mortality of great barracuda
776 (*Sphyraena barracuda*) in The Bahamas. *ICES Journal of Marine Science* 67: 1667 - 1675

777 Parkkila K, Arlinghaus R, Artell J, Gentner B, Haider W, Aas Ø, Barton D, Roth E, Sipponen
778 M. 2010. Methodologies for assessing socio-economic benefits of European inland
779 recreational fisheries. Food and Agricultural Organization of the United Nations, EIFAC
780 Occasional Paper 46, Ankara, Turkey.

781 Pearson K. 1948. *Karl Pearson's Early Statistical Papers*. Cambridge University Press.

782 Pelletier C, Hanson KC, Cooke SJ. 2007. Do Catch-and-Release Guidelines from State and
783 Provincial Fisheries Agencies in North America Conform to Scientifically Based Best
784 Practices? *Environmental Management* 39: 760 - 773.

785 Potts WM, Downey-Breedt N, Obregon P, Hyder K, Bealey R, Sauer WHH. 2020. What
786 constitutes effective governance of recreational fisheries? A global review. *Fish and*
787 *Fisheries* 21: 91 - 103.

788 Prince ED, Ortiz M, Venizelos A. 2002. A comparison of circle hook and "J" hook performance
789 in recreational catch-and-release fisheries for billfish. *American Fisheries Society*
790 *Symposium* 30: 66 - 79.

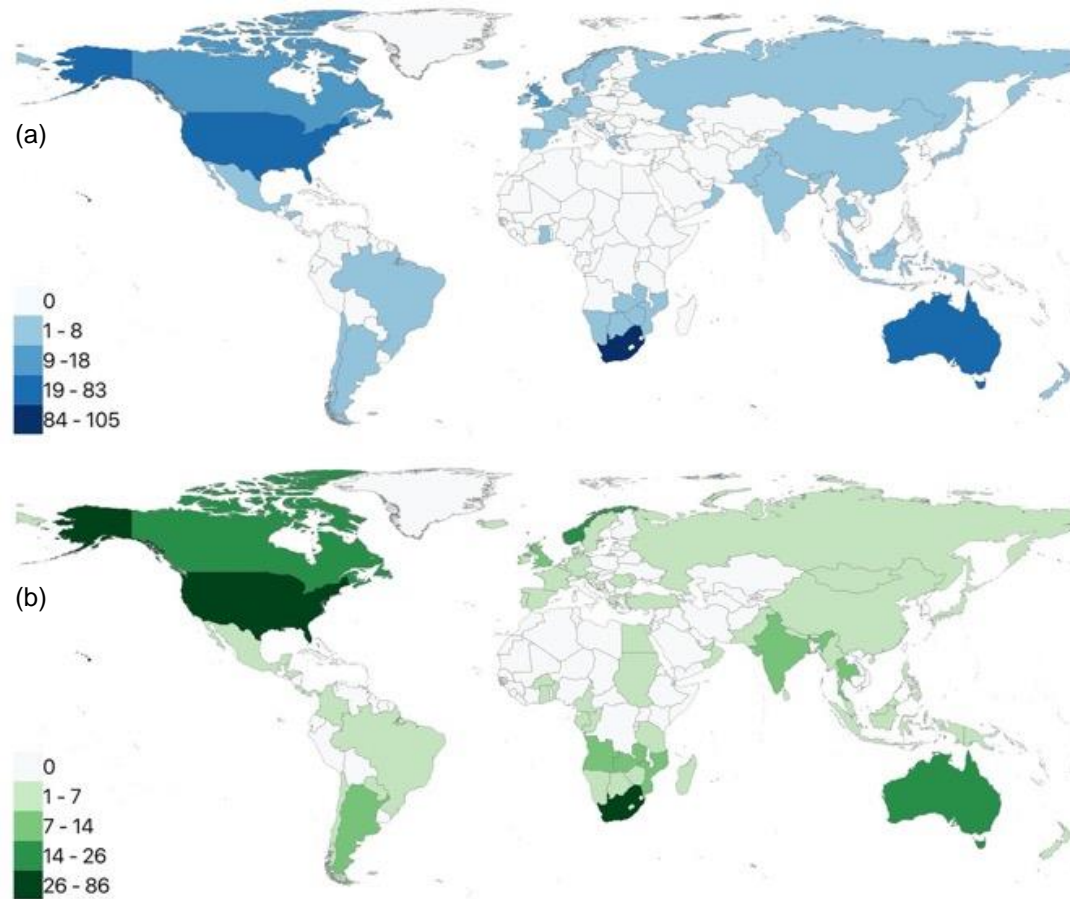
791 R Core Team. 2020. *R: A language and environment for statistical computing*. R Foundation
792 for Statistical Computing, Vienna, Austria. URL <https://www.R-project.org/>.

793 Raby GD, Packer JR, Danylchuk A, Cooke SJ. 2013. The understudied and underappreciated
794 role of predation in the mortality of fish released from fishing gears. *Fish and fisheries* 15:
795 489 - 505.

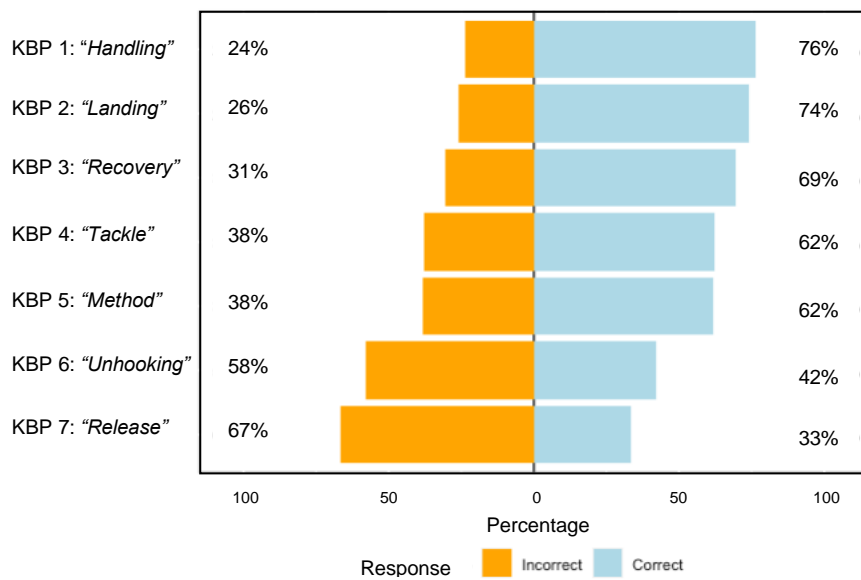
796 Saayman M, Saayman A, Zeelie E, Potts W, Mann B, Weyl O, Van der Merwe P, Wood A,
797 Raemeakers S, Cowley P, Pledger J. 2017. Economic significance of recreational angling
798 in South Africa. *Potchefstroom: Tourism Research in Economic Environs & Society*.

- 799 Salgado JF. 2017. Bandwidth-Fidelity Dilemma. In book: Encyclopaedia of Personality and
800 Individual Differences. Edition: 1st edition. Publisher: Springer. Editors: Zeigler-Hill V,
801 Shackelford TK.
- 802 Salzborn S, Davidov E, Reinecke J. 2012. Methods, theories, and empirical applications in the
803 social sciences. VS Verlag für Sozialwissenschaften.
- 804 Shaghghi A, Bhopal RS, Sheikh A. 2011. Approaches to Recruiting 'Hard-To-Reach'
805 Populations into Re-search: A Review of the Literature. *Health promotion perspectives* 1:
806 86–94.
- 807 Schisler GJ & Bergersen EP. 1996. Post release hooking mortality of rainbow trout caught on
808 scented artificial baits. *North American Journal of Fisheries Management* 16: 570 - 578.
- 809 Siewert HF & Cave JB. 1990. Survival of released bluegill, *Lepomis macrochirus*, caught on
810 artificial flies, worms, and spinner lures. *Journal of Freshwater Ecology* 5: 407 - 411.
- 811 [Smith WE, Kyle GT, Sutton SG. 2021b. Using a styles of participation self-classification
812 measure to characterize highly specialized anglers. *Human Dimensions of Wildlife* DOI:
813 10.1080/10871209.2021.1993384](https://doi.org/10.1080/10871209.2021.1993384)
- 814 [Smith WE, Kyle GT, Sutton SG. 2021a. Displacement and associated substitution behavior
815 among Texas inshore fishing guides due to perceived spotted seatrout. *Marine Policy* 131:
816 104624.](https://doi.org/10.1080/10871209.2021.2023711)
- 817 [Smith WE, Kyle GT, Sutton SG, Dunlap R. 2022. Characterizing style of participation among
818 Texas inshore recreational fishing guides. *Human Dimensions of Wildlife* DOI:
819 10.1080/10871209.2021.2023711](https://doi.org/10.1080/10871209.2021.2023711)
- 820 Steeger TM, Grizzle JM, Weathers K, Newman M. 1994. Bacterial diseases and mortality of
821 angler-caught largemouth bass released after tournaments on Walter F. George Reservoir,
822 Alabama—Georgia. *North American Journal of Fisheries Management* 14: 435 - 441.
- 823 Sweetland J. 1972. Illusory Correlations' and the prediction of 'Dangerous Behaviour.'
824 Unpublished doctoral dissertation. Indiana University, Bloomington, Indiana 47401.
- 825 Tate RF. 1954. Correlation between a discrete and a continuous variable, point-biserial
826 correlation. *Annals of Mathematical Statistics* 25: 603 - 607.
- 827 Texas Parks and Wildlife Dept (TWDB). 2011. *Water for Texas: Bays and estuaries program*.
828 Retrieved Dec 11, 2011, from <http://www.twdb.state.tx.us/publications/shells/BEP.pdf>
- 829 Thompson SCG & Barton MA. 1994. Ecocentric and anthropocentric attitudes toward the
830 environment. *Journal of Environmental Psychology* 14: 149 - 157.
- 831 Word-Wide Fund for Nature. *The Responsible Angler – Guidelines for responsible
832 recreational angling in South Africa*. Accessed April 01, 2020:

- 833 [https://www.saambr.org.za/wp-content/uploads/2020/02/WWF-WEB-Responsible-](https://www.saambr.org.za/wp-content/uploads/2020/02/WWF-WEB-Responsible-Angler.pdf)
834 [Angler.pdf](https://www.saambr.org.za/wp-content/uploads/2020/02/WWF-WEB-Responsible-Angler.pdf)
- 835 Trahan A, Chhor A, Lawrence MJ, Brownscombe JW, Glassman D, Reid CH, Abrams AEI,
836 Danylchuk AJ, Cooke SJ. 2020. Do carbonated beverages reduce bleeding from gill injuries
837 in angled Northern Pike?: In Prep for *North American Journal of Fisheries Management*.
- 838 Tseng YP, Warbler NR, Ditton RB. 2006. *Demographics, participation, attitudes and*
839 *management preferences of Texas anglers*. College Station: Texas A&M University,
840 Human Dimensions of Fisheries Research Laboratory.
- 841 Tsuboi JI, Morita K, Ikeda H. 2006. Fate of deep-hooked white-spotted charr after cutting the
842 line in a catch-and-release fishery. *Fisheries Research* 79: 226 - 230.
- 843 UN. 2019. United Nations Population Division. *World Population Prospects: 2019 Revision*.
- 844 Van Meter KM. 1990. Sampling and cross-classification analysis in international social
845 research. In E. Øyen (Ed.), *Sage studies in international sociology*, Vol. 40. *Comparative*
846 *methodology: Theory and practice in international social research* (p. 172 – 186). Sage
847 Publications, Inc.
- 848 Vehovar V, Toepoel , Steinmetz S. 2016. Chapter 22: Non-probability Sampling. In Wolf C.
849 *The SAGE Handbook of survey methodology*. Sage Publication Ltd (UK).
- 850 Vogt WP. 1999. *Dictionary of Statistics and Methodology: A Non-Technical Guide for the*
851 *Social Sciences* (2nd ed.). London: Sage Publications. Vroom VH. 1964. *Work and*
852 *motivation*. New York, NY: Wiley.
- 853 Warner K. 1979. Mortality of landlocked Atlantic salmon hooked on four types of fishing gear
854 at the hatchery. *Progressive Fish Culturist* 41: 99 - 102.
- 855 Weltersbach S & Strehlow HV. 2013. Dead or alive - Estimating post-release mortality of
856 Atlantic cod in the recreational fishery. *Journal of Marine Science* 70: 864 – 872.
- 857 Weltersbach S, Strehlow HV, Ferter K, Klefoth T, de Graaf M, Dorow M. 2018. Estimating
858 and mitigating post-release mortality of European eel by combining citizen science with a
859 catch-and-release angling experiment. *Fisheries Research*. 201: 98 - 108.
- 860 Zwirn M, Pinsky M, Rahr G. 2005. Angling ecotourism: issues, guidelines and experience from
861 Kamchatka. *Journal of Ecotourism* 4: 16 - 31.

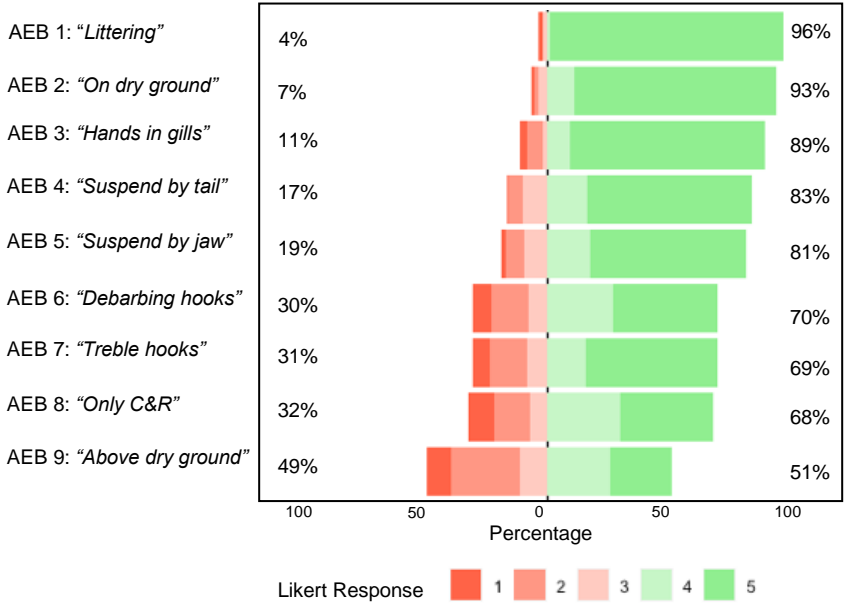


862 **Figure 1:** Global distribution of angling-guide survey respondents (n) categorised by their (a) resident country and (b) guiding locations.



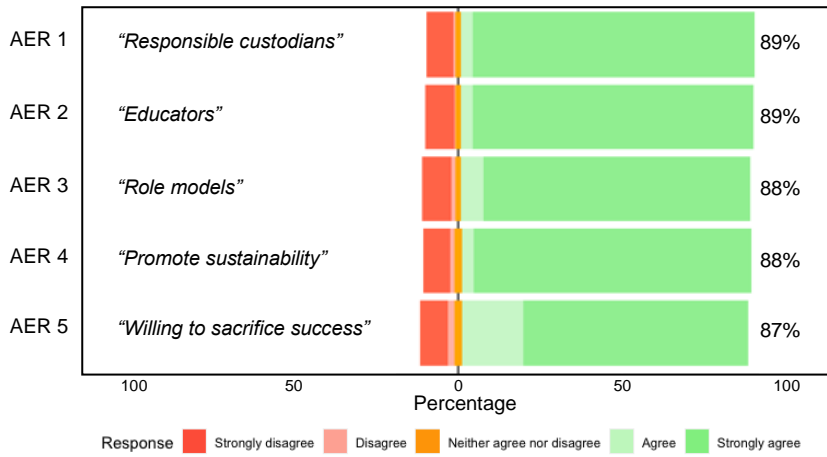
863
 864
 865
 866
 867

Figure 2: Proportion of angling-guide survey responses (%) to each of the "knowledge of best practise" (KBP) questions scored as correct (blue) or incorrect (orange).



870 **Figure 3:** Proportion of angling-guides' *Attitudes towards Environmental Behaviour* (AEB)
 871 scores for responses to questions about potential C&R behaviours. Higher scores indicate more
 872 pro-environmental attitudes, with only scores of 4 or 5 considered to be responses indicative
 873 of a pro-environmental attitude aligned with the best-practices for a particular behaviour.

874



875
876
877
878
879
880

Figure 4: Attitudes of angling-guides (n = 342) to five statements pertaining to their environmental responsibilities as an angling-guide (5 point Likert scale). (AER: *Attitudes Towards Environmental Responsibility*)



881
882 **Figure 5:** Catch photographs illustrating (a) best practices using “keep-fish-wet” principles for
883 minimising air exposure and limiting risk of sand exposure or injury to fish if dropped, and (b)
884 poor practices which risk damage to fish if dropped and exposure to abrasive beach sand during
885 the shore-based catch-and-release process. (photo credit: Matthew Farthing, Lyle Taylor,
886 Edward Butler).

Table 1: Summary of demographic information for the 342 angling-guides in the global study response pool.

Categorical variable	Summary
<i>Respondents (n)</i>	
Residential countries	47
Guiding countries	79
<i>Residential country developmental status [(n (%))]</i>	
Developed	185 (54.10%)
Developing	140 (40.90%)
Least Developed	13 (3.80%)
Small island developing state	2 (0.60%)
Economies in transition	2 (0.60%)
<i>Gender [n (%)](++)</i>	
Male	335 (98.00%)
Female	6 (1.80%)
Other	1 (0.30%)
<i>Age [(yrs.)]</i>	
Mean age in years (range)	41.3 (18 – 65)
<i>Education [n (%)](++)</i>	
No education or Junior School / Primary School	2 (0.60%)
High School / Secondary School / Senior High	112 (32.70%)
College degree (Associate degree)	90 (26.30%)
University degree (Bachelor's degree)	98 (28.70%)
Masters, Doctoral or Higher Degree (e.g. MSc, PhD)	40 (11.70%)

Table 2: Summary of employment, experience, income, training and style of participation of 342 angling-guides recruited into the global study response pool.

Categorical variable	Summary
<i>Employment [n (%)](##)</i>	
Full-time angling guide.	116 (33.90%)
Part-time/seasonal angling guide.	168 (49.10%)
Previously worked as an angling guide.	58 (17.00%)
<i>Employment style [n (%)](##)</i>	
Self-employed angling guide	180 (52.90%)
Employed and self-employed as an angling guide	65 (19.10%)
Employed as an angling guide	95 (27.90%)
<i>Income from guiding (%)</i>	
Mean percentage of total income from guiding (range%)	49% (0 – 100)
Mean percentage of guiding income from “tips”	18.3% (0 – 100)
<i>Guiding</i>	
Mean guiding experience in (years)(range)	11.1 (0.4 – 45)
Mean days spent guiding per year (range)	110 (2 – 365)
<i>Training [n (%)](##)</i>	
No guiding training	217 (63.80%)
Guide training (formal)	123 (36.20%)
Guide training (accredited)	30 (8.82%)
<i>Style of participation [n (%)](##)</i>	
Fly fishing	240 (70.218%)
Conventional lure angling	224 (65.5%)
Organic bait	174 (50.988%)
All facets	117 (34.21%)

Table 3: Summary of the five most targeted fishes listed by the angling-guide respondents during the global angling-guide survey, classified by family.

Family	n	Family	n	Family	n
<i>Salmonidae</i>	306	<i>Clariidae</i>	12	<i>Sisoridae</i>	3
<i>Carangidae</i>	139	<i>Percidae</i>	10	<i>Characidae</i>	2
<i>Cyprinidae</i>	104	<i>Channidae</i>	9	<i>Clupeidae</i>	2
<i>Scombridae</i>	95	<i>Haemulidae</i>	9	<i>Cynodontidae</i>	2
<i>Sciaenidae</i>	64	<i>Siluridae</i>	9	<i>Merlucciidae</i>	2
<i>Centrarchidae</i>	55	<i>Sphyraenidae</i>	9	<i>Mugilidae</i>	2
<i>Istiophoridae</i>	46	<i>Chanidae</i>	7	<i>Osteoglossidae</i>	2
<i>Carcharhinidae</i>	40	<i>Arapaimidae</i>	6	<i>Anguillidae</i>	1
<i>Esocidae</i>	37	<i>Odontaspidae</i>	6	<i>Atherinopsidae</i>	1
<i>Gadidae</i>	31	<i>Anarhichadidae</i>	5	<i>Belonidae</i>	1
<i>Lutjanidae</i>	31	<i>Dasyatidae</i>	5	<i>Ictaluridae</i>	1
<i>Sparidae</i>	31	<i>Pimelodidae</i>	5	<i>Lamnidae</i>	1
<i>Alestiidae</i>	24	<i>Polynemidae</i>	5	<i>Lepisosteidae</i>	1
<i>Centropomidae</i>	21	<i>Acipenseridae</i>	4	<i>Lophiidae</i>	1
<i>Megalopidae</i>	20	<i>Distichodontidae</i>	4	<i>Mormyridae</i>	1
<i>Cichlidae</i>	19	<i>Labridae</i>	4	<i>Poeciliidae</i>	1
<i>Coryphaenidae</i>	19	<i>Lotidae</i>	4	<i>Potamotrygonidae</i>	1
<i>Pomatomidae</i>	19	<i>Scaridae</i>	4	<i>Schilbeidae</i>	1
<i>Albulidae</i>	17	<i>Arripidae</i>	3	<i>Serrasalminidae</i>	1
<i>Pleuronectidae</i>	17	<i>Dichistiidae</i>	3	<i>Sillaginidae</i>	1
<i>Moronidae</i>	16	<i>Pangasiidae</i>	3	<i>Squalidae</i>	1
<i>Serranidae</i>	15	<i>Platycephalidae</i>	3	<i>Triakidae</i>	1
<i>Balistidae</i>	13	<i>Sebastidae</i>	3	<i>Triglidae</i>	1

Table 4: Angling-guide survey response distribution and scaled mean scores (\pm SD) for knowledge of best practice (KBP), attitudes towards environmental behaviour (AEB) and attitudes towards environmental responsibility (AER) summarised according to their training, knowledgeability and residential country development status. Significant ($p < 0.05$) **test** results are emboldened.

Formal guide training:	No	Yes	p-value
All <i>[n (%)](††)</i>	219 (64.04%)	123 (36.05.96%)	-
Scaled mean KBP score (<i>\pmSD</i>)	4.09 (\pm 1.41)	4.37 (\pm 1.58)	0.085
Scaled mean AEB score (<i>\pmSD</i>)	4.19 (\pm 0.53)	4.18 (\pm 0.60)	0.900
Scaled mean AER score (<i>\pmSD</i>)	4.54 (\pm 1.09)	4.48 (\pm 1.20)	0.655
Accredited guide training:	No	Yes	p-value
All <i>[n (%)](††)</i>	312 (91.23%)	30 (8.877%)	-
Scaled mean KBP score (<i>\pmSD</i>)	4.15 (\pm 1.49)	4.63 (\pm 1.33)	0.086
Scaled mean AEB score (<i>\pmSD</i>)	4.18 (\pm 0.61)	4.26 (\pm 0.73)	0.413
Scaled mean AER score (<i>\pmSD</i>)	4.52 (\pm 1.12)	4.49 (\pm 1.24)	0.888
Knowledgeable of best practice (KBP \geq 4):	No	Yes	p-value
All <i>[n (%)](††)</i>	106 (31.09.99%)	236 (69.01%)	-
Accredited guide training <i>[n (%)](††)</i>	7 (23.33%)	23 (76.767%)	-
Formal guide training <i>[n (%)](††)</i>	34 (27.64%)	89 (72.436%)	-
Scaled mean AEB score (<i>\pmSD</i>)	4.05 (\pm 0.58)	4.24 (\pm 0.53)	0.003
Scaled mean AER score (<i>\pmSD</i>)	4.36 (\pm 1.28)	4.58 (\pm 1.05)	0.087
Residential country development status:	Developing	Developed	p-value
Accredited guide training <i>[n (%)](††)</i>	12 (7.64%)	18 (9.73%)	-
Formal guide training <i>[n (%)](††)</i>	54 (34.49%)	69 (37.39%)	-