

Comparison of data collection approaches for fish consumption surveys

Criterion	Survey Type					
	Personal Interview	Creel (field interview)	Mail	Internet	Telephone	Diary
Representativeness						
Does method affect selection of a representative sample?	(Yes), Identification of populations in advance permits representative sample selection	(No), More frequent anglers are oversampled	(Yes/No), Some populations representatively characterized, stable addresses important	(Yes/No), Access to the internet not universal	(Yes/No), Some populations representatively characterized, Phones present, Impact of cell phone use	(Yes)
Is literacy of target population a concern?	(No)	(No)	(Yes)	(Yes)	(No)	(Yes)
Degree to which language or translation issues can be accounted for	(High) Assuming the language of the target population is known.	(Moderate) Yes assuming target population known and multilingual interviewers are used.	(Moderate/low) Depends on knowledge of language of target population and survey materials used.	(Moderate/low) Depends on knowledge of language of target population and survey materials used.	(Moderate/low) Depends on knowledge of language of target population and skill of interviewers	(Moderate) Assuming a known and small population is surveyed.
Accuracy						
Is interview timing & environment conducive to information transmittal?	(High) Assuming interviews arranged for convenience of interviewee in a comfortable environment	(Moderate/low) Unanticipated field interviews may not be conducive to information transmittal.	(High) Individual can answer survey at their convenience.	(High) Individual can answer survey at their convenience.	(Moderate/low) Unanticipated calls at inconvenient times may impact information transmittal	(High) Individual can answer survey at their convenience.
Quality of interviewer and interviewee rapport	(High) Assuming representatives of the target population are used	(Moderate) Fear of authorities and outsiders may impact rapport	NA	NA	Unknown	NA

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Quantification of consumption portions and preparations	(Good), Work with specific populations to develop portion models and characterize preparations. Models shown to interviewees	(Moderate) Use of physical models more difficult. More diverse population may make preparation characterization difficult	(Moderate/low), Can't use physical models. More diverse population may make preparation quantification difficult	(Low), Can't use physical models. More diverse population may make preparation characterization difficult	(Low) Not possible to use physical models. More diverse population may make preparation characterization difficult.	(Moderate) Assuming a small population is surveyed and models/photos provided to respondents.
Species identification	(Good) Photos and interaction w/interviewer helpful.	(Good/moderate) Assuming angler allows inspection of catch	(Moderate) Inclusion of species photos will enhance accuracy.	(Moderate) Inclusion of species photos will enhance accuracy.	(Low) Not possible to use photos.	(Moderate) Assuming a small population is surveyed and models/photos provided to respondents.
Opportunity for interaction to clarify questions/results	(High)	(High)	(Low)	(Low)	(Moderate) Inability to use visual aids an issue.	(Low)
Ability to characterize harvest by geographic location	(High) Enhanced by use of maps in conjunction with questions	(Moderate) Characterization of harvest from field site good. May be difficult to ascertain consumption from areas other than the interview location.	(Moderate) Inclusion of maps in materials useful. Consumption characterization over broad areas potentially difficult.	(Moderate) Inclusion of maps useful. Consumption characterization over broad areas potentially difficult.	(Low) Inability to use visual aids an issue.	(Moderate) Assuming a small population is surveyed and maps provided to respondents.
Resources required						
Interviewer burden	(High)	(High)	(Low)	(Low)	(Moderate)	(Low)
Respondent burden	(Moderate)	(Low)	(High)	(High)	(Low)	(High)
Relative cost	(High)	(High)	(Low/Moderate)	(Low/Moderate)	(Moderate)	(Low)
Miscellaneous		Can only inspect catch up to the point when the interview occurs				Recording diary may impact respondent's behavior