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# A Survey of Resident Anglers Fishing for Salmon, Trout and Char in Iceland

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Fishing on the Hitara river, Snaefellsnes peninsula. Photo: Thorgils Helgason

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## Preface, objective of this report and reading instructions

This report is rather comprehensive and detailed since it presents results from every question in the survey. For the reader who mainly wants to get the core findings of this report we recommend reading the extended summary.

This study had the following objectives:

- Document the methods used for data collection and provide descriptive data of all the results from the survey.
- Explore the resident Icelandic salmon angler and his/her angling effort in time and space.
- Motivations, satisfaction, and constraints/facilitators to angling participation
- The image of the Icelandic salmon sport fishery.
- Compare the results from this study with a similar study of Norwegian salmon anglers in Norway.

Data are based on a survey that members of fishing clubs in Iceland were invited to participate in. An introductory email was sent to the members of 8 angling clubs across Iceland. Results are presented as descriptive data and compared among age groups. For further analysis we refer to coming journal articles. We also briefly interpret the results in the discussion section and compare these with a similar study of Norwegian salmon anglers in Norwegian rivers (Stensland et al., 2015).

This study is part of the research project “Sustainable Salmon Angling Tourism in A Changing World” *SALMONCHANGE*. A project led by the Norwegian University of Life Sciences in cooperation with University of Iceland, University of Alaska Fairbanks and Norwegian Institute of Nature Research (NINA). Funding was provided by the Research Council of Norway under grant number 208056, and the Norwegian Environment Agency under grant number 2013/1686-21052013. We thank the Angling clubs of Iceland and their anglers for the help with conducting this survey.

For an overview of project publications, see the website on Researchgate:

<https://www.researchgate.net/project/Salmonchange-Sustainable-Salmon-Angling-Tourism-In-a-Changing-World>

I also thank my co-authors for their effort in completing this large and comprehensive report. A special thank to Ole Wiggo Røstad at NMBU for his help in formatting tables and manuscript.

Ås, Norway. June 2017  
Stian Stensland  
Project leader

## Contents

Preface, objective of this report and reading instructions.....	3
0. Extended summary .....	6
Utvidet sammendrag .....	14
1. Introduction .....	22
1.1 The Icelandic salmon sport fishery .....	22
2. Method.....	26
2.1 Sample.....	26
2.2 Data collection.....	26
2.3 Limitations .....	29
2.4 Variables.....	29
2.5 Analyses .....	29
3. Results.....	30
3.1. Socio-demographic characteristics.....	30
3.1.1 Age, sex and nationality .....	30
3.1.2 Household information .....	31
3.1.3 Education, work and income .....	34
3.2 Angling experience .....	37
3.2.1 Angling club membership .....	37
3.2.2 Recent angling participation.....	38
3.2.3 Species and catch.....	39
3.2.4 Fishing other countries than Iceland.....	45
3.2.5 Number of days, seasons and rivers fished.....	48
3.2.6 Fishing gear used .....	52
3.2.7 Fishing companions.....	54
3.3 Catch and release of fish .....	55
3.3.1 Keeping vs. releasing fish behavior.....	55
3.3.2 Beliefs and Attitudes towards catch & release .....	57
3.4 Satisfaction and importance of salmon fishing .....	59
3.5 Intentions of future salmon fishing in Iceland .....	61
3.6 Type of river /service level fished.....	61
3.7 Reasons/motivations for fishing their main river.....	63

3.8 Satisfaction with their main river .....	66
3.9 Relationship to their main river.....	67
3.10 Variables influencing angling participation .....	67
3.11 Strategies for going salmon fishing.....	72
3.12 Ability to go fishing (self-negotiation).....	75
3.13 Respondents' perceived image of Iceland and Norway as salmon fishing destinations ...	76
3.14 Further comments about salmon fishing and management in Iceland.....	77
4. Discussion.....	78
4.1 Methods, sample and demography.....	78
4.2 Fishing experience, gear use, effort, interest, satisfaction .....	78
4.3 Fishing their main river .....	80
4.4 Catch, Release – behavior, attitudes and beliefs .....	80
4.5 Factors influencing angling participation.....	81
4.6 Image of Iceland vs. Norway as an angling destination among Icelandic anglers.....	82
5. References .....	83
<u>Appendix 1. Further comment on factors affecting your participation in salmon fishing (Q26b.)</u> .....	86
Appendix 2. Perceived image of Iceland and Norway as salmon fishing destinations.....	95
<u>Appendix 3. Further comments about salmon fishing and management (Q44) .....</u>	121
<u>Appendix 4. Factor analyses statistics. Output from SPSS. ....</u>	129
A4.1. Constraints & facilitators to salmon angling participation.....	129
A4.2. Negotiation strategies for salmon angling participation.....	132
Appendix 5. Survey form in Icelandic .....	135
Appendix 6. Survey form in English.....	160
Appendix 7. Cover letter email sent respondents along with the survey form .....	180

## 0. Extended summary

Stensland, S., Agnarsson, S., Helgason, T., Jóhannesson, G.Ð., Larsen, F. & Aas, Ø. 2017. A Survey of Resident Anglers Fishing for Salmon, Trout and Char in Iceland.

- MINA fagrapport 43. 172 pp.

This report presents the results from a survey of resident anglers fishing for salmon, trout and char in Iceland.

### **Background**

Despite its long history and considerable economic impacts, salmon angling in Iceland has received limited attention from researchers. Thus only limited information on the volume and economic importance of this segment is available. In 2004 (University of Iceland, 2004), approximately 7 000 tourists came to Iceland specifically to go fishing, and it was estimated that about 60 000 of 292 000 Icelanders went trout or salmon fishing. The Icelandic freshwater fishing sector directly accounted for 25 - 32 million Euros each year and with indirect effects included, the total revenue was estimated to be around 130 million Euros. Most of these revenues are related to salmon angling. These 130 million euros were about 1% of the gross domestic product (GDP) in 2004. The current (2016) population level in Iceland is 334 000, with a GDP of 19 billion Euros, and an annual gross income of 62 000 EUROS. The Financial crisis of 2008 hit Iceland hard, but the country has bounced back and had a strong economic growth since 2010 much due to international tourists coming to Iceland.

### **Objectives**

As part of the larger SALMONCHANGE project this study had the following objectives:

- a) Document the methods used for data collection and provide descriptive data of all the results from the survey.
- b) Explore the resident Icelandic salmon angler and his/her angling effort in time and space.
- c) Motivations, satisfaction, and constraints/facilitators to angling participation
- d) Assess the image of the Icelandic salmon sport fishery.
- e) Compare the results from this study with a similar study of Norwegian salmon anglers in Norway.

### **Methods**

Data are based on a survey in spring 2015 among members of fishing clubs in Iceland. An introductory email was sent to the members of eight main angling clubs across Iceland, and thereafter spread to their members. The survey yielded 403 respondents, giving an indicative

response rate of 14%. As there is no register of Icelandic anglers, we cannot know how representative our data are for “the average Icelandic salmon angler”. The survey (see Appendix 5 & 6) consisted of 43 questions and covered the following aspects: demographics of anglers, fishing experience, motivations for fishing, catch and release, satisfaction and importance of salmon fishing, factors affecting fishing participation, and anglers’ image of Iceland and Norway as salmon fishing destinations. Results are presented as descriptive data and compared among age groups by using One way analysis of variance (ANOVA) and Chi-square tests. The respondents were split into the age groups 35 and younger, 36-45 years, 46-55 years, 56-66 years, and 66-82 years. Results were compared among these groups

## **Results**

### ***Angler characteristics and fishing experience***

Our sample was strongly dominated by men and just 2% were women. Almost 2 of 3 anglers in our survey fell in the age groups 36-65 years, and the average angler was a 49 year old male. A majority (92%) of all anglers had 2014 as their last fishing season, and hence can be considered active anglers. On average, anglers had fished in freshwater (river or lake) for salmon, sea trout, sea-run char or brown trout in Iceland during 8.2 of the last 9 seasons.

Salmon was the most common species fished for during their last fishing season in Iceland, and in the 50-75% range of all age groups, except for anglers 35 years and younger. For this group only 37% had tried fishing for salmon the last season, and non-anadromous brown trout fishing was most common, with 86% having tried this. Brown trout fishing was high (52-62%) in the other groups as well.

When asked about the preferred or most important species for them to fish for, the pattern was somewhat different than the real behavior. Salmon was the most important species for all age groups (except the oldest), with frequencies around 50% of anglers in these groups. We see a clear discrepancy among the youngest anglers in what they want to fish for (salmon) and what they actually end up fishing for (Brown trout).

The average number of salmon caught the last season varied from 8 to 17 fish among age groups, but there was no significant difference among age groups. Less salmon were kept than released, except for the two older groups (56-65; 66-82 years). This pattern in terms of number of fish kept, released and caught was about the same for sea trout. Also for sea run char and brown trout, older anglers released a lower ratio of their catch. Although we note that older anglers caught more of these species than salmon and sea trout.

The number of days (average 9) and rivers (average 2.8) anglers had spent fishing during their last season in Iceland did not vary among age groups. Experience in form of seasons fished in Icelandic rivers varied (average 10-35). For total numbers of rivers fished, those being 46-55 years of age had on average fished 14 rivers, which was higher than those being 35 years and younger (8.4). For all anglers, only one in four had fished salmon, trout or char outside Iceland, and an average of 1.6 rivers. Most popular countries were “Other countries” (included Greenland

and Argentina) fished by 38% total, Norway (25%) Kola Peninsula (18%), United Kingdom (17%), and Sweden (17%).

The respondents used a mix of gear for their salmon fishing in Iceland. Lures (spoon/spinner/devon) were used by 24 %, worms by 36% and fly fishing was most popular with 97%. More than half (56 %) did fly-fishing only, and if anglers were to choose, 85% would prefer fly-fishing, and 13% worms.

### ***Catch & release***

Over 50% of the respondents had released salmon mandatory, implying that they got a fish of “wrong” sex, size or species, or had filled their quota. There was a tendency ( $p=0.07$ ) that the oldest anglers had done this less so than the other age groups. Having voluntarily released salmon varied, being most common among anglers under 35 (52%) and least common among those 66 -82 years (20%).

Beliefs and attitudes towards catch & release varied among age groups. Older anglers (56 to 82 years) were less in favor of catch and release than anglers being 45 and under. The older anglers agreed more to the statements that release of fish is a waste of food, and a cruelty to animals. This age group was disagreeing to neutral about release protecting fish stocks, while the younger anglers were agreeing on this point. For all age groups, anglers perceived themselves to be knowledgeable about how to handle a fish that was going to be released. The belief that other anglers did know this was about neutral. While most anglers agreed that fish would survive release, and spawn if hooked correctly, this was less pronounced in the age group 56-65, who scored this lower than those 45 years and younger.

### ***Satisfaction and importance of salmon fishing***

All age groups were interested to very interested in salmon fishing. Salmon fishing was considered on average one of their current (2013-2014) top two to three recreational activities. Satisfaction with salmon fishing was fairly high for each of the years 2007-2014. There seems to have been a dip in satisfaction in 2012 and 2014, which corresponds with low national catches these years.

### ***Intentions of future salmon fishing in Iceland***

All age groups agreed on the intention to go salmon fishing more often in 2015 if they got the chance, however, they disagreed on planning to go more often in 2015. The likelihood of them going fishing at least once in the coming five year period was high, as expressed by the high total score of 5.90.



### ***Type of river /service level fished***

Self-catering (includes lodging) either for salmon or trout/char was the most common river type fished for all age groups and varied from 73 % (36-45 years) to 96% (66-82 years old). Full service (includes lodging and catering) trout/char fishing was the most common river type service and was found in only 0-4 % of age groups. Full service salmon fishing, which is in most instances the most expensive type, was least common with the youngest anglers (under 35, with 11%) and the oldest ones (66-82, with 0%), while being up to 28% by the 36-45 year olds.

### ***Reasons/motivations for fishing their main river***

The most important (and highly scored) reasons for fishing their main river was for all age groups the component “Relax & nature” –which was about relaxing, being in nature and getting away from the daily routine. To “Socialize” was also highly scored and ranked second by all groups. The Challenge part of angling (.i.e. master angling related challenges, catching big fish, experiencing a challenging fight) was third and the role of Consuming fish was least important. There were however, some differences among age groups for how they scored the component Consume, with the two oldest anglers groups (56-65, 66-82) placing more importance on catching fish for a fresh meal with family and friends.

### ***Satisfaction with main river***

Anglers were in general highly satisfied with their overall fishing experience during the last season. They were highly satisfied with the fishing regulations. Anglers seemed to be slightly satisfied with the number of anglers on the beat/section they fished. The aspect they were least satisfied with was the number of fish they caught – with a score slightly on the satisfied side of the unsatisfied- satisfied scale.

### ***Relationship to their main river***

Anglers agreed to some extent on statements about having a special connection to their main river , as well as the people there.To a lesser degree, they still slightly agreed on ”their main river” being the river giving the most enjoyment. They somewhat disagree that there was no perfect substitute for fishing their main river.

### ***Variables influencing angling participation***

We note that there is variation among age groups, even so that one variable or component perceived as a constraint to one age group can be neutral or even a facilitator to another group. The component *Costs* of fishing (including transportation and beat availability) was on average a relatively strong constraint to angling among all age groups. The three components *Restrictive*

*fisheries* (C&R, quotas, increased crowding & fishing pressure, own thoughts), *Work & leisure*, and *Stock status* were all weak constraint. For the youngest age group, restrictive fisheries was neutral, whilst this was a constraint among older (mid 40s and up) fishers. The component *Other people* constituting social involvement and obligations was neutral on average. The component *Own ability* which refers to personal skills and health was facilitating angling participation. The open ended question where respondents could further comment on what factors affected their salmon angling participation, supported the quantitative results.

### ***Strategies for going salmon fishing, and ability to go fishing***

Of the strategies respondents used to start, continue or increase their salmon fishing, we see that the component *Money* (budgeting/setting aside for fishing) was the strategy being most agreed upon, but only with a medium score. The component *Adapt fishing* (going to other rivers, fishing at other times) followed with a medium score, and last, *Relationships* (negotiate with family, find new fishing buddies). In general, respondents were slightly agreeing on being able to overcome obstacles and to go salmon fishing.

### ***Respondents' perceived image of Iceland and Norway as salmon fishing destinations***

The strong image of nature was common for both countries, and while Iceland seemed to have an image of being expensive, clean and offer good fishing, Norway had few, but big salmon to offer, and was perceived to have problems with salmon farming and disease/pollution (Figure 1).

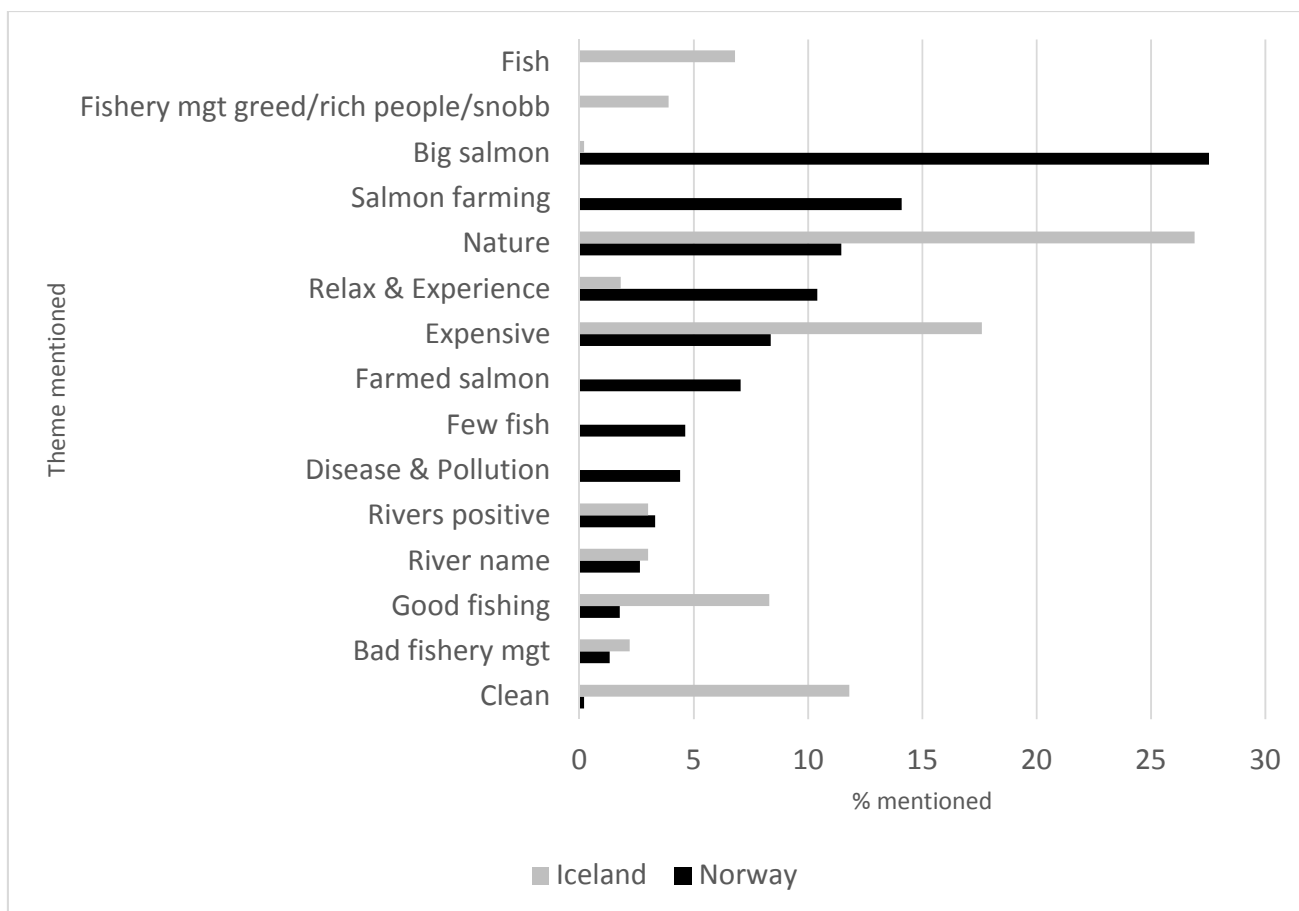


Figure 1. Icelandic anglers' perception of Norway and Iceland as salmon fishing destinations. Percentage of anglers mentioning the listed themes.

## Discussion

### *Methods, sample and demography*

Ideally, we would sample a representative part of the angler population. Due to financial constraints we targeted angling club members. Although this possibly created a bias, we sampled those anglers doing the majority of resident salmon angling in Icelandic rivers.

### *Fishing experience, gear use, effort, interest, satisfaction*

Around 50 % of our angler sample had fished for salmon in 2014. Although salmon was the most preferred or most important species for half of the anglers across age groups, we also see a clear discrepancy among the youngest anglers (35 and under) in what they want to fish for (salmon) and what they actually end up fishing for (brown trout). A likely explanation for this could be

found in the components/variables influencing fishing participation in Iceland, where the costs associated with salmon fishing was having the largest constraining effect.

Anglers in this study were very committed to their activity and that this is not something they would give up easily. A result equal to the Norwegian study (Stensland et al., 2015). As such, they score high in Stebbin's (1992) serious leisure concept or Bryan's (1977) recreation specialization theory. Although being specialized anglers, many respondents did see substitutes for salmon fishing at the same level as in Norway. While we did not ask for the substitute directly, we assume this to be other types of fishing (like trout) as revealed in Stensland et al. (2015).

### ***Fishing their main river***

As in other studies (Beardmore et al., 2011; Stensland et al., 2015), the most important motivation for going fishing in their main river was about relaxing and being in nature, while consuming fish was least important but considerably more so than in Norway. Older anglers were more consumptive oriented than younger ones, also in line with other studies (e.g. Skullerud & Stensland, 2013). When it comes to satisfaction, we see that anglers, like in Norway, were more satisfied with fishing regulations, number of anglers on their stretch and the total fishing experience, than with the number of fish they caught.

Many anglers saw other rivers as being able to provide the same level of satisfaction as their main river, something probably demonstrated by Icelanders fishing on average several rivers a year. The results indicate that for some "place attached" anglers, a closure or displacement (e.g. price hike) from their main river could stop them from fishing altogether, while most anglers would probably find a substitute.

### ***Catch & release***

Both mandatory (55%) and voluntarily (42%) release of salmon are common in Iceland. Older anglers seemed to exercise voluntarily C&R less than younger anglers, in line with what Aas (2002) calls the subsistence dimension of Nordic sport fisheries. A character that would be most profound among older anglers and a legacy of earlier days. Beliefs and attitudes towards C&R were in general favorable in our study in line with Stensland et al. (2015).

### ***Factors influencing angling participation***

What determined angling participation the most was a mixture of structural factors (costs, stock status, restrictive fisheries, work & leisure) - like in other angling and outdoor recreation studies (Aas, 1995; Kuehn et al., 2013; Stensland, Aas, & Mehmetoglu, 2016; Walker & Virden, 2005). Intrapersonal factors like own ability and skills contributed also by acted as a facilitator.

The costs associated with salmon angling was the strongest constraint to angling participation for our respondents, not surprisingly given the relatively expensive fishing in Icelandic rivers. *Restrictive fisheries*, *Work & leisure*, and *Stock status* were on average all weak constraints. Not surprisingly, we find that younger anglers on average are less constrained or even neutral to restrictive fishing regulations and C&R in particular, in line with the general attitude towards C&R found.

The strategies to negotiate through the constraints to fishing directly addressed these, with budgeting money and going to less expensive rivers as the most important strategies. These were followed by adapting their fishing (going to other rivers, fishing other times) – a response to Costs and Restrictive fisheries.

### ***Image of Iceland vs. Norway as an angling destination***

Among the surveyed resident Icelandic anglers there is a strong image of nature common for both countries. While Iceland seems to have a perceived image of being expensive, clean and offer good fishing, Norway was conceived to have few, but big salmon to offer, but also problems with salmon farming and disease/pollution. This poses some potential opportunities and challenges for both countries. For both destinations, it requires more research and sampling foreign anglers to get a more representative image of Norway and Iceland as salmon angling destinations. It is worth noting that since the average angler does not exist, there is probably not one single true image of an angling destination, but several and sometimes contrasting images may occur.

## Utvidet sammendrag

Stensland, S., Agnarsson, S., Helgason, T., Jóhannesson, G.Ð., Larsen, F. & Aas, Ø. 2017. A Survey of Resident Anglers Fishing for Salmon, Trout and Char in Iceland. MINA fagrapport 43. 172 s.

Denne rapporten presenterer resultater fra en spørreundersøkelse av nasjonale lakse-, ørret- og røyefiskere på Island.

### Bakgrunn

Til tross for dets lange historie og store økonomiske betydning har laksefisket (inkluderer fiske etter sjøgående ørret og røye) på Island hatt begrenset interesse fra forskerhold. Derfor finnes det begrenset informasjon om omfang og økonomisk betydning av dette fisket. I 2004 (University of Iceland, 2004) var det om lag 7 000 turister som kom til Island spesifikt for å fiske, og det er beregnet at omtrent 60 000 av 292 000 islendinger fisket etter ørret eller laks.

Ferskvannsfiskesektoren på Island bidro direkte til 25- 32 millioner euro per år, med indirekte effekter var total omsetning beregnet til rundt 130 millioner euro. Mesteparten av denne omsetningen kommer fra laksefisket. Disse 130 millioner euro utgjorde omtrent 1% av BNP i 2004. Dagens (2016) innbyggertall på Island er 334 000, med en BNP på 19 milliarder euro, og årlig bruttoinntekt på 62 000 euro per pers. Finanskrisen i 2008 rammet Island hardt, men landet har kommet tilbake økonomisk og har hatt en sterkt økonomisk vekst siden 2010, mye takket være internasjonale turistankomster.

### Målsettinger

Som del av det større SALMONCHANGE-prosjektet hadde denne studien følgende mål:

- a) Dokumentere metodene brukt for datainnsamling og framskaffe deskriptive data fra alle spørsmålene i undersøkelsen.
- b) Undersøke islandske laksefiskeres fiskedeltagelse i tid og rom.
- c) Motivasjon, fornøydhet og hindre/fremmere for laksefiskedeltagelse.
- d) Vurdere imaget til det islandske laksefisket
- e) Sammenligne resultatene fra denne studien med en tilsvarende studie av norske laksefiskere i norske elver.

### Metode

Data er fra en spørreundersøkelsen våren 2015 blant medlemmer av islandske fiskeklubber. En innledende epost ble sendt medlemmene i de åtte største fiskeklubbene på Island, og deretter spredt til deres medlemmer. Undersøkelsen ga 403 svar, og indikerer en svarprosent på 14. Siden det ikke finnes noe register over islandske fiskere, kan vi ikke vite hvo representative våre data er for «den gjennomsnittlige islandske fiskeren». Spørreundersøkelsen (se appendix 5 og 6)

bestod av 43 spørsmål og dekker følgende tema: demografi, fiskeerfaring, motivasjon, gjenutsetting, fornøydhets og viktighet av laksefiske, faktorer som påvirker fiskedeltagelse, og fiskeres image av Norge og Island som laksefiske destinasjoner. Resultatene er presentert som deskriptive data og sammenlignet mellom grupper ved hjelp av enveisvarians analyser (ANOVA) og kjikvadrat. Respondentene ble delt inn i aldersgruppene 35 år og yngre, 36-45 år, 46-55 år, 55-66 år, og 66-82 år. Resultatene ble sammenlignet mellom aldersgruppene.

## **Resultater**

### ***Karakteristika ved fiskerne og deres erfaringer***

Vårt utvalg var sterkt dominert av menn, og bare 2% var kvinner. Nesten 2 av 3 fiskere i vår undersøkelse var i aldersgruppen 36-65 år, og den gjennomsnittlige fiskeren var en 49 år mann. En majoritet av fiskerne (92%) hadde 2014 som siste sesong de fisket, og kan derfor bli definert som aktive fiskere. I gjennomsnitt hadde respondentene fisket i ferskvann (innsjø eller elv) etter laks, sjøørret, sjørøye eller stasjonær ørret på Island 8,2 av de siste 9 sesongene.

Laks var den vanligste arten de fisket i deres siste fiske sesong på Island, og mellom 50% og 70% for alle aldersgrupper, bortsett fra de 35 år og yngre. For denne gruppen var det bare 37% som hadde fisket for laks siste sesong, og her var fiske etter stasjonær ørret vanligst med 86 % som hadde gjort dette. Fiske etter stasjonær ørret var høy (52-62%) i de andre gruppene også.

Da de ble spurt om hvilken fiskeart de foretrakk eller var viktigst for dem var mønsteret noe forskjellig fra faktisk atferd. Laks var det viktigste arten for alle aldersgrupper (unntatt den eldste), med frekvenser på rundt 50% av fiskerne i de enkelte aldersgrupper. Vi ser en klar motsetning mellom hva de yngste fiskerne ønsket å fiske etter (laks) og hva de endte opp med å fiske etter (stasjonær ørret).

Gjennomsnittlig antall laks fanget siste sesong varierte mellom 8 og 17 blant aldersgruppene, men det var ingen signifikant forskjell mellom gruppene. Færre laks ble beholdt enn gjenutsatt, bortsett fra i de to eldste aldersgruppene (55-65 år, 66-82 år). Dette mønsteret med antall fisk beholdt, gjenutsatt, og fanget var omtrent det samme for sjøørret. Også for sjørøye og stasjonær ørret gjenutsatt de eldre fiskerne en lavere andel av fisken de fanget. Vi ser imidlertid at eldre fiskere fanget flere av disse slagene enn for laks og sjøørret.

Gjennomsnittlig antall dager (9) og elver (2.8) respondentene hadde fisket siste sesong på Island varierte ikke mellom aldersgruppene. Erfaring i form av antall sesonger fisket i Islandske elver varierte (gj.snitt 10-35). For totalt antall elver, hadde de på 46-55 år i gjennomsnitt fisket 14 elver, noe som var mer enn de på 35 år og under (8.4 elver). For fiskerne totalt sett hadde bare en fjerdedel fisket etter laks, ørret eller røye utenfor Island, og med et gjennomsnitt på 1.6 elver for disse. Mest vanlige land var samlegruppen «andre land» (inkluderer bl.a. Grønland og Argentina) med 38% som hadde fisket her, fulgt av Norge (25%), Kolahalvøya i Russland (18%), Storbritannia (17%) og Sverige (17%).

Respondentene brukte en miks av utstyr for sitt laksefiske på Island. Sluk (sluk/spinner/devon/wobbler) ble brukt av 24%, mark av 36%, og fluefiske var mest populært med 97%. Mer enn halvparten (56%) fisket kun med flue, og om fiskerne måtte velg en type redskap ville 85% foretrekke fluefiske og 13% mark.

### ***Gjenutsetting***

Over 50% av respondentene hadde gjenutsatt laks på grunn av regelverket, noe som indikerer at de fikk fisk av <feil kjønn, art, eller størrelse, eller hadde fylt kvota si. Det var en tendens ( $p=0.07$ ) til at de eldste fiskerne hadde gjort dette sjeldnere enn de andre fiskerne. Å ha satt ut laks frivillig, var mest vanlig blant de 35 år og under (52%) og minst vanlig blant de eldste 66-82 år (20%).

Tro og holdninger om gjenutsetting varierte mellom aldersgruppene. Eldre fiskere (56 til 82 år) støttet mindre opp om gjenutsetting enn de som var 45 år og under. De eldre fiskerne var mer enige om at gjenutsetting var sløsing med mat, og dyremishandling. Denne aldergruppa var uenige til nøytral om at gjenutsetting styrket laksestammene, mens de yngre var enige om dette punktet. For alle aldersgrupper, vurderte fiskerne at de selv hadde kunnskap om hvordan fisk som skulle gjenutsette skulle håndteres. Troen på at andre fiskere kunne dette var omtrent nøytral. Mens de fleste fiskerne var enige om at gjenutsatt fisk ville overleve og gyte, om den var krocket og håndtert riktig. Dette var mindre uttalt i aldersgruppen 56-65 som skåret dette lavere enn de på 45 år og yngre.

### ***Fornøydhets og viktigheten av laksefiske***

Alle aldersgrupper var interessert til veldig interessert i laksefiske. Laksefiske var i gjennomsnitt en av deres nåværende (2013-2014) topp to til tre fritidsaktiviteter. Fornøydhets med laksefiske var ganske høy for hvert av årene 2007-2014. Det ser imidlertid til å være en nedgang i fornøydhets i 2012 og 2014, noe som samsvarer med lave nasjonale fangster disse årene.

### ***Intensjoner om framtidig laksefiske på Island***

Alle aldersgrupper var enige om at de hadde intensjon om å fiske laks oftere i 2015 om de fikk sjansen, men de var uenige om at de hadde planlagt å fiske oftere i 2015. Sannsynligheten for at de ville fiske minst en gang kommende 5 år var høy, som uttrykt med en skår på 5.90 av 7, der 7= svært sannsynlig.

### ***Type elv/tilretteleggingsnivå fisket***

Selvbetjening (inkluderer overnatting) enten for laks eller ørret/røye var den vanligste type elv/tilretteleggingsnivå i fiske for alle aldersgrupper og varierte fra 73% (36-45 år) til 96% (66-



82 år). Full tilrettelegging ørret /røyefiske («lodge»/overnatting med mat) forekom bare i 0-4% av aldersgruppene. Full tilrettelagt laksefiske, noe som i de fleste tilfeller er den dyreste form for fiske, var minst vanlig blant de yngste fiskerne (35 år og yngre, med 11%) og de eldste (66-82%, med 0%), mens det var oppe i 28% hos de på 36-45 år.

### ***Grunner/motivasjon for å fiske***

Den viktigste (og høyt skåret) grunnen til å fiske i det som ble kalt «hovedelva» var for alle aldersgrupper komponenten *avslapping og natur* - som omhandlet avslapping, være i naturen, og komme seg bort fra den daglige rutinen. Å *sosialisere* fikk også en høy skår og var rangert som nummer to i alle grupper. *Utfordringsbiten* i fisket (dvs å mestre fiskemessige utfordringer, fange stor fisk, oppleve en utfordrende kamp med fisken) var nummer tre, og det å *konsumere/spise fisk* var minst viktig. Det var imidlertid noen forskjeller mellom aldersgruppene på hvordan de skåret komponenten konsum, der de to eldste gruppene (56-65, 66-82) la større vekt på det å fange en fersk fisk for et måltid med familie og venner.

### ***Fornøydhets med hovedelva***

Fisken var generelt sett veldig fornøyd med deres totale fiskeopplevelse siste sesong. De var veldig fornøyd med fiskereglene. Fisken så ut til å være delvis fornøyd med antallet fiskere på strekningen de fisket. De var minst fornøyd med antall fisker de fikk – med en skår så vidt på fornøydhetssiden av misfornøyd-fornøyd skalaen.

### ***Forhold til hovedelva***

Fisken var i noen grad enig i påstander om at de hadde en spesiell forbindelse til hovedelva så vel som folkene der. De var delvis enig i at hovedelva var den elva som ga dem mest glede. De var delvis uenig i at det ikke fantes noen perfekt substitutt for fisket i hovedelva si.

### ***Variabler som påvirket fiskedeltagelsen***

Vi merker oss at det er variasjon mellom aldersgruppene, slik at en variabel eller komponent som blir oppfattet som et hinder av en aldersgruppe kan være nøytral eller til og med en fremmer for andre grupper. Komponentene *kostnader ved fiske* (inkluderer transport og valdtilgjengelighet) var i gjennomsnitt et relativt sterkt hinder blant alle aldersgruppene. De tre komponentene *restriksjoner i fisket* (fang-og-slipp, økt trengsel og fiskepress, egne meninger om fang-og-slipp), *arbeid & fritid* (og bestandsstatus var alle svake hindre. I den yngste aldersgruppen hadde restriksjoner i fisket en nøytral effekt, mens dette var et hinder blant eldre fiskere (46 år og eldre). Komponentene *andre folk* som bestod av sosial involvering og forpliktelser var i gjennomsnitt nøytral. Komponentene *egen evne* som viser til personlige ferdigheter og helse

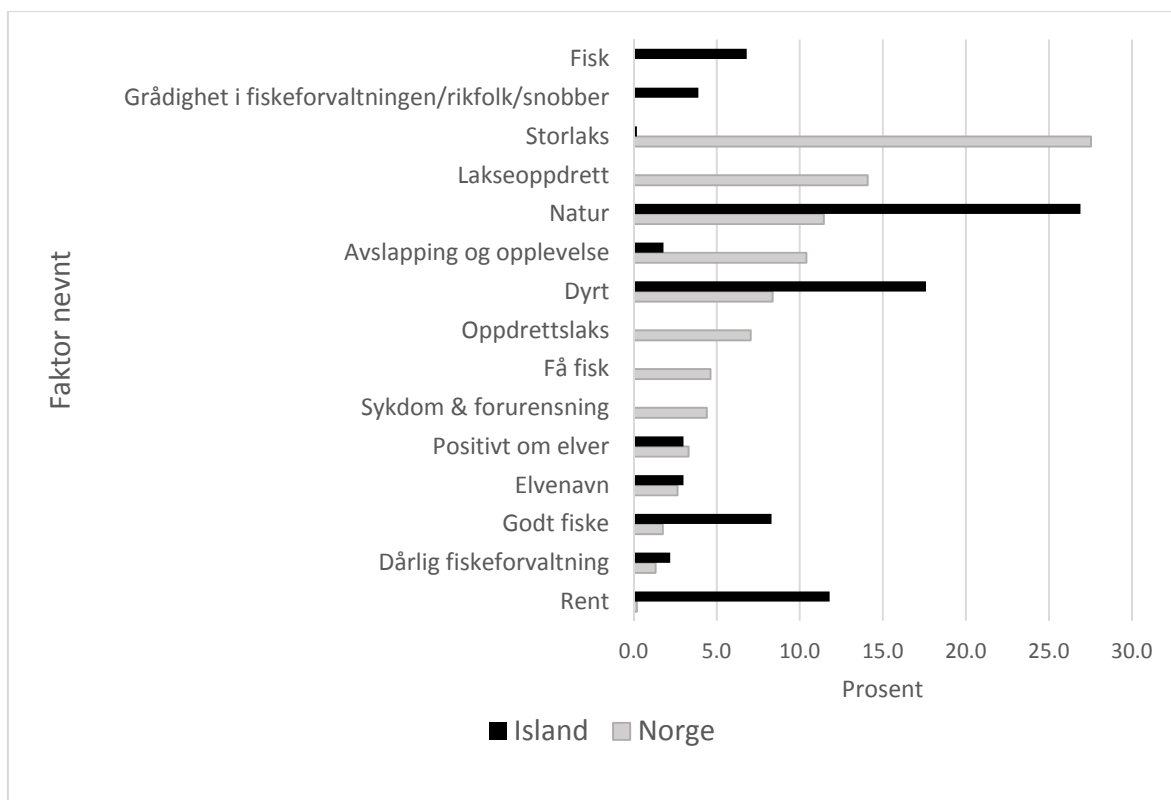
fremmet fiskedeltagelsen. Det åpne (kvalitative) spørsmålet der fiskerne kunne kommentere forhold ved deltagelse i laksefisket på Island støttet opp om disse resultatene.

### ***Strategier for fiskedeltagelse og evne til å dra på fiske***

Av de strategiene respondentene brukte til å starte, fortsette eller øke sin deltagelse i laksefisket, ser vi at komponentene *penger* (budsjettere /spare penger for å dra på laksefiske) var strategien som skåret høyest, men bare med en middels skår. Komponenten *tilpasse fisket* (dra til andre elver, fiske til andre tider) fulgte med en medium skår, og sist *relasjoner* (forhandle med familien, finne nye fiskekompiser). Generelt sett, så var respondentene delvis enige om at de klarte å komme seg forbi de hindringene som lå i veien for laksefisket sitt, og dermed klare å dra på fiske.

### ***Respondentenes image av Island og Norge som laksefiskedestinasjoner***

Det sterke imaget av natur var felles for begge land, og mens Island så ut til å ha et image som dyrt, rent og tilby godt fiske; hadde Norge få, men store laks å tilby, og var oppfattet å ha problemer med lakseoppdrett og sykdom/forurensing (Figur 1).



Figur 1. Islandske fiskeres oppfatning av Norge og Island som laksefiskedestinasjoner. Prosentvis fordeling av fiskerne som oppga temaene.

## Diskusjon

### *Metode, utvalg og demografi*

Ideelt sett ville vi brukt et representativt utvalg av laksefiskere på Island. På grunn av økonomiske begrensinger tok vi utgangspunkt i medlemmer av fiskeklubber. Selv om denne framgangsmåten sannsynligvis har gitt en skjevhet i utvalget i forhold til den jevne fisker på Island, så består utvalget vårt av de fiskeren står for størstedelen av islendingenes laksefiske på Island.

### *Fiskeerfaring, redskapsbruk, innsats, interesse, fornøydhhet*

Omtrent 50% av våre respondenter hadde fisket etter laks i 2014. Selv om laks var den foretrukne eller viktigste arten for halvparten av fiskerne på tvers av aldersgruppene, ser vi også en klar motsetning hos de yngste fiskerne (35 år og under) for hva de ønsker å fiske (laks) og det de faktisk ender opp med å fiske (stasjonær ørret). En trolig forklaring på dette kan trolig finnes i komponentene/variablene som påvirket fiskedeltagelsen, hvor kostnadene ved laksefiske hadde den største begrensingen på laksefiskedeltagelsen.

Fiskerne i denne studien var veldig dedikerte til fisket, og fiske er ikke noe de uten videre slutter med. Et resultat som ligner hva som ble funnet i den norske laksefiskerstudien (Stensland et al., 2015). Slik sett skårer de høyt i Stebbins «serious leisure concept» og Bryans (1977) «recreation specialization theory». Selv om de er *spesialiserte* fiskere, var det mange fiskere som mente det fantes substitutt (fullgod erstatning) for laksefiske, på samme måte som i den norske studien. Selv om vi den islandske studien ikke spurte direkte om hva som var substitutter, så antar vi at dette vil være annen type fiske (eks. ørret) som vist i Stensland et al. (2015).

### ***Fiske i hovedelva***

Som i andre studier (Beardmore et al., 2011; Stensland et al., 2015), var de viktigste motivasjonsgrunnene til å dra på fiske i hovedelva det å slappe av og være i naturen, mens det å konsumere fisk var minst viktig, men mer enn i Norge. Eldre fiskere var mer opptatt av matauk enn de yngre, også i tråd med andre studier (eks. Skullerud & Stensland, 2013). For fornøydhet var fiskerne, som i Norge, mer fornøyd med fiskereglene, antallet fiskere på sin strekning/vald, og den totale fiskeopplevelsen, enn med antallet fisk de fanget.

Mange fiskere mente at andre elver kunne levere samme nivå av fornøydhet som deres hovedelv. Dette kom trolig til uttrykk ved at islandske fiskere i gjennomsnitt fisket flere elver per år. Resultatene indikerer at for noen «stedstilknyttede» fiskere vil en stenging av elva eller annen «borttvinging» (eks. økte priser) fra hovedelva gjøre at de helt slutter å fiske. De fleste fiskerne vil trolig finne en annen elv å fiske i.

### ***Gjenutsetting***

Både tvungen (55%) og frivillig (42%) gjenutsetting av laks var vanlig på Island. Eldre fiskere så ut til å gjøre frivillig utsetting sjeldnere enn yngre fiskere, i tråd med hva Aas (2002) kaller mataukdimensjonen i nordiske fiskerier. Et trekk som vil være mest uttrykt av eldre fiskere og er en arv fra tidligere tider. Tro om og holdninger til gjenutsetting var generelt positive i vår studie i tråd med Stensland et al (2015).

### ***Faktorer som påvirket fiskedeltagelse***

Det som påvirket fiskedeltagelsen mest var en miks av strukturelle faktorer (kostnader, bestandsstatus, restriksjoner i fisket, arbeid & fritid) – som i andre fiske- og friluftslivsstudier (Aas, 1995; Kuehn et al., 2013; Stensland, Aas, & Mehmetoglu, 2016; Walker & Virden, 2005). Intrapersonelle faktorer som egen evne og ferdigheter bidro også, og virket som en fremmer av deltagelse.

Kostnadene med laksefiske var det sterkeste hinderet/begrensingen for fiskedeltagelsen for våre respondenter, ikke uventet gitt det relativt dyre fisket i islandske elver. Restriksjoner i fisket, arbeid & fritid, og bestandsstatus var i gjennomsnitt svakt begrensende. Ikke uventet fant vi at

yngre fiskere ble begrenset mindre eller til og med nøytral (ikke begrenset) påvirket av restriktive fiskeregler og gjenutsetting spesielt, i tråd med deres generell holdning til gjenutsetting.

Strategier brukt for å minske begrensningene for fiskedeltagelsen gikk direkte på disse faktorene nevnt i avsnittene over. Å budsjettere penger og å dra til billigere elver var de viktigste strategiene. Deretter fulgte tilpasninger i fisket (dra til andre elver, fiske andre tidspunkt) – også en respons til kostnader og restriksjoner i fisket.

### ***Image av Island vs. Norge som laksefiskedestinasjoner***

Våre respondenter hadde natur som et sterkt image av både Norge og Island som laksefiskedestinasjoner. Island hadde i tillegg et image av å være dyrt, rent og tilby godt fiske/mange fisk. Norge derimot var oppfattet å ha få, men store lakser, og også problemer med lakseoppdrett og sykdom/forurensning. Dette byr på potensielle muligheter og utfordringer for begge land. For begge destinasjoner trengs det mer forskning og et utvalg av utenlandske fiskere for å få et mer representativt image av Norge og Island som laksefiskedestinasjoner, Det er verdt å merke seg at siden den gjennomsnittlige fiskeren ikke eksisterer, så finnes det ikke ett sant image for en fiskedestinasjon, men det kan forekomme flere og til tider motstridende imager.

## 1. Introduction

Sport fishing in North Atlantic rivers for anadromous species of salmon *Salmo salar*, trout *Salmo trutta* and char *Salvelinus alpinus* (referred to as salmon angling) has long been highly attractive among local and visiting anglers. Salmon angling is a well-established niche, rooted in the British pioneers who in the second half of the 18<sup>th</sup> century established this form of tourism across the Nordic countries, including Iceland (Aas, Stensland, & Baardsen, In press). Salmon angling has been, and is still considered a very attractive tourism product, traditionally targeting segments of the high end of society with products of relative high cost (Aas et al., In press). In Norway, Sweden and Finland, salmon angling has since the 1960s attracted a wider audience and “regular” domestic anglers have become the major segment. This has been somewhat different in Iceland, where the foreign market has continued to play a more dominating role.

Across most of the North Atlantic, the Atlantic salmon has been on a severe downward trend during the last two decades (Aas, Einum, Klemetsen, & Skurdal, 2011). Few countries in the world have rivers with healthy, self-sustaining Atlantic salmon runs with primarily Norway, Scotland, Ireland, Canada, Russia and Iceland offering commercially organized angling. Interestingly, Iceland and the Kola Peninsula in Russia are the only major destinations where salmon abundance has not been significantly reduced during the last decades. In this period with diminishing salmon resources, international fishing tourism has changed. Cheaper travel, easier communication, and information search via Internet and social media have made salmon fishing more “international”.

On the other hand, the general demand for angling and other “consumptive” recreation activities is changing (Aas & Arlinghaus, 2009; Arlinghaus, Tillner, & Bork, 2015; Stensland, Fossgard, Andersen, & Aas, 2015). The typical angler/hunter - well-off, middle aged white male with rural connections - has become older and fewer in the western world in the last decades. However, new markets emerge. To recruit and attract young, urban anglers who have been socialized into angling through new channels are key challenges for a prosperous future of angling (Aas & Arlinghaus, 2009; American Sportfishing Association, 2015; Angling Trust, 2012; Wightman et al., 2008).

### 1.1 The Icelandic salmon sport fishery

Despite its long history and considerable economic impacts, salmon angling in Iceland has received limited attention from researchers. Thus, only limited information i.e. on the volume and economic importance of this segment is available. In 2004, approximately 7000 tourists came to Iceland specifically to go fishing, and it was estimated that about 60 000 Icelanders went trout or salmon fishing (University of Iceland, 2004). The Icelandic freshwater fishing sector directly acns for 25 - 32 million EUR each year and with indirect effects included, the total revenue is estimated to around 130 million EUR. Most of these revenues relate to salmon angling (Agnarsson, Radford, & Riddington, 2008). The prices paid for salmon angling in Iceland are high and in the range of 200 – 4000 EUR/day, with an average of 359 EUR in 2009 according a bachelor study by Steinsson (2010), especially when comparing to other Nordic countries. Table

1 shows fishing permit prices per rod<sup>1</sup> to be in the range of EURO 178 to 2672, depending on river and time of season.

Table 1. Fishing permit prices per rod in some Icelandic rivers as of 2017

River	Low season price		High season price		Average price	
	ISK	EURO	ISK	EURO	ISK	EURO
1 Flekkudalsa	50 000	445	75 000	668	67 000	597
2 Thvera	20 000	178	25 000	223	22 500	200
3 Haukadalsa*	55 000	490	160 000	1 425	80 000	712
4 Langa *	50 000	445	170 000	1 514	75 000	668
5 Hitara *	55 000	490	170 000	1 514	85 000	757
6 Breiddalsa *	35 000	312	70 000	623	55 000	490
7 Jokla *	35 000	312	80 000	712	60 000	534
8 Andakilsa	40 000	356	80 000	712	60 000	534
9 Sela *	50 000	445	220 000	1 959	120 000	1 069
10 Gljufura	40 000	356	70 000	623	55 000	490
11 Faskrud	40 000	356	60 000	534	50 000	445
12 Laugardalsa	45 000	401	95 000	846	70 000	623
13 Langadalsa	35 000	312	85 000	757	65 000	579
14 Blanda *	43 000	383	170 000	1 514	100 000	891
15 Eystri Ranga *	60 000	534	185 000	1 648	90 000	801
16 Sog river, beat Bildsfell	30 000	267	50 000	445	42 500	378
17 Grjota	25 000	223	60 000	534	45 000	401
18 Leirvogsa	45 000	401	160 000	1 425	85 000	757
19 Svarta	60 000	534	120 000	1 069	85 000	757
20 Laxa in Asum	90 000	801	300 000	2 672	200 000	1 781

Note: 1 Euro = 112.29 ISK as of May 24 2017. Prices are given for a full day and for just the fishing permit. Excluding guide, transport, lodging etc. \*In full service rivers peak prices last about 2-3 weeks. The peak price is usually drastically higher than shoulder season price (before/straight after high season). Price sources, all of as May 18 2017: Reykjavík Angling Club <http://www.svfr.is/soluskra-2017/>; Veida.is <https://veida.is/veidileyfi/>; Lax-a Angling club <https://www.lax-a.is/vefsala/>; Strengir Angling club <http://www.strengir.is/veidileyfi/>. Verbal sources: Thorgils Helgason; Guðmundur Atli Asgeirsson Apríl 18th.

Pricing depends on the catch statistics of a river and what time of the season the fishing is to occur. The cheapest is a river with low catches in the low-end season. If a river yields one salmon per rod per day on average, it is considered a productive river (Agnarsson et. al., 2008; Steinsson, 2010). Additional services such as accommodation, cuisine, transportation and

<sup>1</sup> It is quite customary in Iceland that two people fish in pair and share one rod, meaning that they fish in turn/change who is fishing.

guiding vary between rivers and seasons. Guide services are usually bought separately and guide skills vary.

In Iceland, salmon fishing is permitted from May 20<sup>th</sup> to September 30<sup>th</sup> each year. Within this period, fishing in each river is only allowed for 105 days, although the season may be prolonged to 120 days and last until October 31<sup>st</sup> in rivers which are stocked. A salmon season of 90 days is common. Like in the other Nordic countries, fishing rights in Iceland belong to the landowners (Stensland, 2010). If more than one landowner holds the fishing rights to a specific river or lake, the landowners are obliged to form a River Owner Organization (*Veidifélag*). Like in Norway (Stensland, 2010), each river organization conducts management actions, monitoring and can set more specific rules for their river. This includes deciding when the salmon fishing starts and ends, the number of rods per river and distribution into beats. The exploitation plans of each organization must be approved by the Directorate of Fisheries (*Fiskistofa*), after consultation with the Marine Research Institute (*Hafrannsóknastofnun*) (Althingi, 2006). In 2015, salmon catches were registered in 137 rivers and lakes in Iceland. Most Icelandic rivers have between 2 and 10 rods per day and the beats are usually very large. Overall, the number of days and rods makes it possible to calculate the total number of salmon fishing rod-days per year, which in 2009, was estimated at 40 000 rod-days<sup>2</sup>.

A landowner organization either bids out the river rights for a period of time or sells licenses (permits) on their own (Althingi, 2006; Ísaksson, 2002). This creates competition among operators, making the relationship between operators and landowners potentially challenging. Fishing operators rent out rivers and operate the lodges that come with them. Operators sell these fishing days to their customers. Most of the permits sold in the domestic market are sold directly from operator to customers, while most of the foreign sales are done through foreign agents. Since salmon angling is a limited resource with a prefixed number of rods and fishing time, the price of fishing rights in Iceland has increased significantly over time (University of Iceland, 2004).

Besides fishing being rented out to private operators, local angling clubs also rent rivers, administer fishing, and sometimes lodges in Iceland. These clubs primarily provide fishing to their members who mostly reside in Iceland. There are 8 major angling clubs in Iceland with a base of 4000-4500 members (see Table 3, method section for details).

The salmon resource in Iceland has done better than in many other destinations. Catches have been upheld at a higher level than for instance in Norway and the UK. The last decade, registered catches have been between 35 000 and 80 000 salmon per season, with historical highs during 2008 – 2010 as well as in 2015. There is large variation from year to year with 2012 and 2014 seeing a considerable reduction in numbers of fish caught, compared to the other years since

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<sup>2</sup> The total number of guests (or guest days/nights) created within salmon fishing in Iceland is higher than 40 000 guest nights/rod days).



2008 (Table 2). Catch & release has doubled from 2008 (20%) to 2015 (39%), a development similar to that in Norway (Aas, 2007; Stensland et al., 2015).

Table 2. Number of salmon caught in Icelandic rivers 2000-2016 by net and angling.

	Total (angling + net)	Angling	Angling%	C&R	C&R %	Net	Net %
2000	31 427	27 257	86.7	2 918	10.7	4 170	13.3
2001	32 986	29 943	90.8	3 611	12.1	3 043	9.2
2002	38 354	33 767	88.0	5 985	17.7	4 587	12.0
2003	41 693	34 111	81.8	5 361	15.7	7 582	18.2
2004	52 573	45 831	87.2	7 362	16.1	6 742	12.8
2005	62 728	55 168	87.9	9 224	16.7	7 560	12.1
2006	51 498	45 545	88.4	8 735	19.2	5 953	11.6
2007	60 529	53 703	88.7	9 691	18.0	6 826	11.3
2008	93 527	84 124	89.9	17 178	20.4	9 403	10.1
2009	84 015	74 408	88.6	17 514	23.5	9 607	11.4
2010	90 864	74 961	82.5	21 476	28.6	15 903	17.5
2011	64 435	55 706	86.5	16 839	30.2	8 729	13.5
2012	38 545	34 786	90.2	9 752	28.0	3 759	9.8
2013	79 625	68 042	85.5	23 133	34.0	11 583	14.5
2014	37 354	33 598	89.9	13 616	40.5	3 756	10.1
2015	77 888	71 708	92.1	28 120	39.2	6 180	7.9

Note: Net fishing is allowed in some rivers, although forbidden in the ocean. C&R numbers are included in the angling numbers. Source: Institute of Freshwater Fisheries (Veiðimálastofnun) 2017a, 2017b.

## 2. Method

### 2.1 Sample

Since there is no national license system (but an individual river permit system) for salmon fishing in Iceland, unlike in Norway (Stensland et al., 2015), there is no national register of fishermen. To get in contact with a representative sample of anglers, one must therefore consider other options:

- i) Angling club members. Most clubs have registers with email addresses to their members, and can send out surveys via e-mail. Club members are however mostly Icelanders, so the high-end foreign angler base is not reached this way. Another challenge is that in practice, the member lists often are not active.
- ii) Foreign anglers. These anglers mostly come via operators on the different rivers. We were not able to contact their customers for such a survey. The reasons for this was that lodge /river operators thought that sending out such a survey would bother their customers.
- iii) General population. A survey of the general population would provide some salmon anglers, but due to high costs, this option was not considered.

Although a combination of the three listed options would have been preferable, we had to go for option i) due to financial and practical constraints. Our sample consisted therefore mainly of Icelandic fishers being members of an Icelandic angling club. In addition, the survey was also open to members of the fly-fishing web Flugur (“Flies”).

The Icelandic Angling clubs and their member numbers are shown in table 3.

### 2.2 Data collection

The data were collected using an online survey. Members with registered e-mail addresses in the eight largest angling clubs in Iceland received an e-mail including information about the study (Appendix 7). In the e-mail sent from each angling club administration, their members were asked to participate in the survey by clicking a link. A similar message was sent from operators of the fly-fishing web Flugur to members of that society. Data were collected over a three-week period, from May 22nd to June 12th 2015. One reminder was sent June 10. A total of 403 respondents started filling out the survey of which 341 completed the whole questionnaire<sup>3</sup>. Due to emails having to be sent out by the clubs rather by the researchers, it was not possible to keep track of how many anglers and who actually received the survey (check number of valid e-mail addresses, etc), or perform a non-response check. It also seemed that the survey was passed to other non-members since several non-members also completed the survey. A main reason for nonresponses seemed to be inactive email lists, and instead of using the email lists, the club’s

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<sup>3</sup> The 62 respondents not completing the entire survey got assigned the value "do not want to answer" for all the questions after they dropped out. This means that the e.g. their socio-demographic information (age, sex etc.) was missing.

representatives announced the survey on the club's facebook site as well. What we also learned, was that there was considerable mobility in terms of memberships between every year. Response rates were therefore difficult to calculate. Based on an estimated number of email addresses available for SVFR (1915), the number of opened survey emails by SVFR (36.5% =700), and the number of responses by SVFR (99), we estimated the response rate in our survey to be somewhere around 14%. Although our approach was not optimal, this was the only way the study could be done.

Table 3. Overview of sampled angling clubs

Club name	Area /rivers covered	Number of members (members with email) <sup>a</sup>	Average age (in club register)	% Male members (in club register)	Comments	Number of complete survey responses
Ármenn	Mostly trout fishing near Reykjavík and in the south	300 (270)	60 years	95%	Iceland's only fly-only fishing club.	27
Stangaveiðifélag Akraness (SVFA)	Salmon rivers in the west	125 (70)				8
Stangaveiðifélag Akureyrar (SVAK)	Mostly trout fishing in the north.	200		98%		22
Stangaveiðifélag Hafnarfjarðar (SVH)	Trout fishing around Reykjavík	300				14
Stangaveiðifélag Keflavíkur (SVFK)	Trout and seatrout, and salmon in the south and west	300				5
Stangaveiðifélag Patreksfjarðar (SVFP)	Salmon and trout in the Westfjords	50				4
Reykjavíkur (SVFR)	All over the nry	3000 (1915)	Age 55.0 years for adults. (st.dev. 15.2).	84%	36.5% opened the email announcing the web survey	99
Stangaveiðifélag Selfoss (SVFS)	Salmon and trout in the south	200				3
Flugur		900 (900)	na	80%	This is a fly-fishing web operated by private parties. Individuals may not all belong to angling clubs	149 (21 club-member)
Total		5375 (3155)				334

Note: <sup>a</sup> Numbers in parenthesis show how many of the club members who has registered an email addressed with the club. This in. We do not have information for age and gender distribution for all clubs. The number 334 is lower than the number of responses because not all completed the whole survey or belonged to an angling club

### 2.3 Limitations

Limitations and justifications for our approach are mentioned above, and will be returned to in the discussion. We were only able to survey Icelandic anglers who belong to angling clubs or the fly-fishing web Flugur, thereby neither able to reach foreign anglers nor Icelandic anglers who are not members of a club. However, the way the sport fisheries is administered in Iceland, we assume we have covered the bulk of the salmon fishing done by Icelanders. Furthermore, as there was no possibility to know the number of reminders received, valid email addresses or valid sample for each angling club, we assume there were some biases in our response sample. That means our response sample did not not necessarily represent the average Icelandic salmon angler.

### 2.4 Variables

Many of the variables used in the survey were copied from a similar survey among salmon anglers in Norway (Stensland et al., 2015), which again was adapted or copied from previous studies/literature on sport fishing, outdoor recreation, behavior theory, or constraints/facilitators. An overview of questions /themes is as follows:

- Gear use (Tangeland, Andersen, Aas, & Fiske, 2010).
- Catch & release (Skullerud & Stensland, 2013; Stensland, Aas, & Mehmetoglu, 2013; Tangeland et al., 2010).
- Interest in salmon angling as an activity (Tangeland et al., 2010).
- Satisfaction (Manning, 2011; Stensland et al., 2015).
- Substitutes to salmon angling (Manning, 2011; Shelby & Vaske, 1991).
- Place attachment (Williams & Vaske, 2003).
- Plans/intentions for future salmon fishing (Fishbein & Ajzen, 2010).
- Motivations (Beardmore, Haider, Hunt, & Arlinghaus, 2011; Skullerud & Stensland, 2013).
- Constraints /facilitators to salmon angling participation (Aas, 1995; Kuehn, Luzadis, & Brincka, 2013; Raymore, 2002; Walker & Virden, 2005; White, 2008)
- Strategies to continue salmon angling (White, 2008).

### 2.5 Analyses

All statistical analyzes in the report were conducted in SPSS 24, and with a general significance level of 5% if not otherwise stated. To detect differences among groups, we used t-tests, and one

way analysis of variance (ANOVA) with subsequent Tamhane post hoc test (Hair, Black, Babin, Anderson, & Tatham, 2006). Additionally, we reported average values (continuous variables) and frequencies. For some comprehensive question batteries, we did factor analyses to reduce the number of variables to a smaller set of factors to detect main patterns in the results. The respondents were segmented into age groups for statistical analyses.

### 3. Results

#### 3.1. Socio-demographic characteristics

##### 3.1.1 Age, sex and nationality

Our sample was strongly dominated by men and just 2% are women (table 3.1.) Almost 2 of 3 anglers in our survey fell in the age groups 36-65 years, and the average angler was a male being 48.6 years of age. Icelanders dominated and constituted 98% of the sample, the remainder 2% (= 8 persons) lived in other European countries.

Table 3.1. Age distribution and sex within the different age categories

		N	Mean	Std. Deviation	% of sample (n=403)
Your age in years?	Unknown age	0	.	.	18.4%
	35 years and under	49	28.20	5.77	12.2%
	36-45 years	82	40.85	2.54	20.3%
	46-55 years	101	50.76	2.72	25.1%
	56-65 years	72	60.39	2.90	17.9%
	66-82 years	25	71.04	4.56	6.2%
	Total	329	48.58	12.63	
Your gender (male= 1, women=0)	Unknown age	11	0.91	0.30	
	35 years and under	49	1.00	0.00	
	36-45 years	82	1.00	0.00	
	46-55 years	101	0.96	0.20	
	56-65 years	72	0.97	0.17	
	66-82 years	25	1.00	0.00	
	Total	340	0.98	0.14	

Note: There were 74 respondents with unknown age. Either because they didn't want to give their age or because they quit before getting to this question at the end of the survey. The total value included only respondents with an answer on that variable. Therefore, the number of answers were lower than 403, the total number of respondents in our survey.

### 3.1.2 Household information

The number of persons in the household for the different age categories varied. The age group 36-45 was on average the largest with 4.0 people living in the household, and 83% of these household had children 17 or younger living with them (table 3.2). Around 90% of anglers of all age groups were married /cohabitant, except for the youngest group –35 and under, where only 60 % were so (table 3.3).

Table 3.2. Household composition in the different age categories

		N	Mean	Std. Deviation	ANOVA
Including yourself, how many persons live in your household?	Unknown age	4	3.75	0.50	
	35 years and under	49	3.55	1.47	
	36-45 years	79	4.03	1.34	
	46-55 years	98	3.81	1.21	
	56-65 years	70	2.41	0.92	
	66-82 years	22	2.00	0.54	
	Total	322	3.39	1.38	F=22.2, p<0.001
Are there children (17 or younger/ under 18) living in your household? (1=yes, 0=no)	Unknown age	8	0.50	0.54	
	35 years and under	49	0.61	0.49	
	36-45 years	82	0.83	0.38	
	46-55 years	99	0.54	0.501	
	56-65 years	72	0.13	0.333	
	66-82 years	25	0.00	0.000	
	Total	335	0.49	0.501	F=29.6, p<0.001
How many children (17 or younger / under 18) live in your household?	Unknown age	1	2.00	.	
	35 years and under	30	1.97	0.93	
	36-45 years	66	2.23	0.82	
	46-55 years	53	1.62	0.74	
	56-65 years	9	1.78	1.09	
	66-82 years	0	.	.	
	Total	159	1.95	0.86	F=3.99, p<0.01
Age of youngest child living in your household in years	Unknown age	1	10.00	.	
	35 years and under	29	3.52	2.73	
	36-45 years	66	6.37	3.75	
	46-55 years	52	11.44	3.81	
	56-65 years	8	10.75	5.29	
	66-82 years	0	.	.	
	Total	156	7.78	4.74	F=26.3 p<0.001



Table 3.3. Household status of the different age categories

			Single	Married/ co-habitant	Separated/ divorced	Widow/ widower	Relationship, but do not live together	Total
Agegroup	Unknown age	N (n)	1	9	1	0	0	11
		% within agegroup	9.1%	81.8%	9.1%	0.0%	0.0%	100.0%
	35 years and under	N	14	29	1	0	4	48
		% within agegroup	29.2%	60.4%	2.1%	0.0%	8.3%	100.0%
	36-45 years	N	7	74	1	0	0	82
		% within agegroup	8.5%	90.2%	1.2%	0.0%	0.0%	100.0%
	46-55 years	N	3	94	1	0	2	100
		% within agegroup	3.0%	94.0%	1.0%	0.0%	2.0%	100.0%
	56-65 years	N	2	63	4	1	2	72
		% within agegroup	2.8%	87.5%	5.6%	1.4%	2.8%	100.0%
	66-82 years	N	0	22	2	1	0	25
		% within agegroup	0.0%	88.0%	8.0%	4.0%	0.0%	100.0%
Total		N	27	291	10	2	8	338
		% within agegroup	8.0%	86.1%	3.0%	0.6%	2.4%	100.0%

Note: statistical differences among age groups. Chi-square  $X^2_{,20} = 63.8$ ,  $p < 0.001$ .

### 3.1.3 Education, work and income

For the entire sample, one in two fishers had gone to University (/College), see Table 3.4. University attendance was highest in the age group 36-45 years with 59%. Being an employee was the most common form of occupation in all age groups (with 76-83%), except for the oldest age group, who consisted of many retirees (Table 3.5). Being self-employed varied among groups and was most common in the 46-55 years age group with 20%. Personal income did not vary much among age groups and were on average approximately in the range of 600 000 to 750 000 ISK per month, except for the oldest age group, where it was lower, and for the unknown group, where it was higher (although only 5 respondents here) (Table 3.6). Household income was higher in the age groups 36-45 and 46-55 than for those under 35 and above 66 (Table 3.7).

Table 3.4. Highest completed education among age groups

Age group		Primary and lower secondary school	High school /Vocational School	Bachelor degree or 1-3 years at University/ College	4+ years at University/ College	Total
Unknown age	N	0	0	3	3	6
	% within agegroup	0.0%	0.0%	50.0%	50.0%	100.0%
35 years and under	N	13	18	9	8	48
	% within agegroup	27.1%	37.5%	18.8%	16.7%	100.0%
36-45 years	N	8	24	20	26	78
	% within agegroup	10.3%	30.8%	25.6%	33.3%	100.0%
46-55 years	N	4	43	29	24	100
	% within agegroup	4.0%	43.0%	29.0%	24.0%	100.0%
56-65 years	N	3	41	13	15	72
	% within agegroup	4.2%	56.9%	18.1%	20.8%	100.0%
66-82 years	N	1	12	5	6	24
	% within agegroup	4.2%	50.0%	20.8%	25.0%	100.0%
Total	N	29	138	79	82	328
	% within agegroup	8.8%	42.1%	24.1%	25.0%	100.0%

Note: statistical differences among age groups.  $X^2_{,15} = 43.1$ ,  $p < 0.001$ .

Table 3.5. Occupation among age groups

		Employee	Self-employed/ own business	Job seeker/ unemployed	Retired	On social welfare	Student/ school pupil	Total
Unknown age	N	8	0	0	2	0	0	10
	% within agegroup	80.0%	0.0%	0.0%	20.0%	0.0%	0.0%	100.0%
35 years and under	N	39	2	0	0	0	8	49
	% within agegroup	79.6%	4.1%	0.0%	0.0%	0.0%	16.3%	100.0%
36-45 years	N	67	10	1	0	2	0	80
	% within agegroup	83.8%	12.5%	1.3%	0.0%	2.5%	0.0%	100.0%
46-55 years	N	77	20	2	0	1	0	100
	% within agegroup	77.0%	20.0%	2.0%	0.0%	1.0%	0.0%	100.0%
56-65 years	N	55	12	0	3	2	0	72
	% within agegroup	76.4%	16.7%	0.0%	4.2%	2.8%	0.0%	100.0%
66-82 years	N	7	1	0	16	1	0	25
	% within agegroup	28.0%	4.0%	0.0%	64.0%	4.0%	0.0%	100.0%
Total	N	253	45	3	21	6	8	336
	% within agegroup	75.3%	13.4%	0.9%	6.3%	1.8%	2.4%	100.0%

Note: Statistical differences among age groups.  $X^2_{,25} = 222.1$ ,  $p < 0.001$ .

Table 3.6. Gross personal income (before taxes) per month in 2014 for the different age groups.

Age group	N	Mean in ISK	Std. Deviation
1) unknown age	5	1130 000	345 687
2) 35 years and under	47	594 681	348 168
3) 36-45 years	72	722 222	322 281
4) 46-55 years	83	741 566	360 370
5) 56-65 years	59	706 779	369 349
6) 66-82 years	19	473 684	193 913
Total	285	694 210	352 345

Note: ANOVA.  $F_{5,279}=4.43$ .  $P=0.01$ . Tamhane posthoc test  $6 < 3,4,5$ . 1 Euro = 112.29 ISK as of May 24 2017

Table 3.7. Gross household income (before taxes) per month in 2014.

	N	Mean in ISK	Std. Deviation
1) Unknown age	5	1 520 000	178 885
2) 35 years and under	43	789 534	409 057
3) 36-45 years	73	1032 191	386 4345
4) 46-55 years	81	1038 271	395 701
5) 56-65 years	58	955 172	422 989
6) 66-82 years	18	680 555	349 006
Total	278	966 366	415 376

Note: ANOVA.  $F_{5,279}=6.48$ .  $P<0.01$ . Tamhane posthoc test. All $<1$ ; 2,6 $<3,4$ . 1 Euro = 112.29 ISK as of May 24 2017

## 3.2 Angling experience

### 3.2.1 Angling club membership

The angling club with the most respondents were Stangaveiðifélagi Reykjavíkur with 30 % of the respondents (Table 3.8). The numbers for the other clubs were fairly low. As many as 38 % belonged to no club. This means that the email link was spread to anglers outside the clubs as well.

Table 3.8. Membership in angling clubs (Stangaveiðifélag) for respondents, based on age categories.

		Stangaveiðifélag i...												
		Ármenn Akraness			Hafnar- Akureyrar fjarðar		Patreks- Keflavíkur fjarðar			Reykjavíkur Selfoss Flúðir club			Another No club Total	
Unknown age	N	0	2	1	0	0	0	0	3	0	0	0	5	11
	% within agegroup	0.0%	18.2%	9.1%	0.0%	0.0%	0.0%	0.0%	27.3%	0.0%	0.0%	0.0%	45.5%	100.0%
35 years and under	N	1	0	2	2	1	0	11	1	0	2	28	48	
	% within agegroup	2.1%	0.0%	4.2%	4.2%	2.1%	0.0%	22.9%	2.1%	0.0%	4.2%	58.3%	100.0%	
36-45 years	N	3	1	4	1	0	0	24	0	2	7	39	81	
	% within agegroup	3.7%	1.2%	4.9%	1.2%	0.0%	0.0%	29.6%	0.0%	2.5%	8.6%	48.1%	100.0%	
46-55 years	N	8	3	12	5	1	1	28	1	1	8	31	99	
	% within agegroup	8.1%	3.0%	12.1%	5.1%	1.0%	1.0%	28.3%	1.0%	1.0%	8.1%	31.3%	100.0%	
56-65 years	N	6	2	2	4	3	2	28	1	2	2	19	71	
	% within agegroup	8.5%	2.8%	2.8%	5.6%	4.2%	2.8%	39.4%	1.4%	2.8%	2.8%	26.8%	100.0%	
66-82 years	N	9	0	1	2	0	1	5	0	0	2	4	24	
	% within agegroup	37.5%	0.0%	4.2%	8.3%	0.0%	4.2%	20.8%	0.0%	0.0%	8.3%	16.7%	100.0%	
Total	N	27	8	22	14	5	4	99	3	5	21	126	334	
	% within agegroup	8.1%	2.4%	6.6%	4.2%	1.5%	1.2%	29.6%	0.9%	1.5%	6.3%	37.7%	100.0%	

Note: Statistical differences among age groups. Chi-square  $X^2_{,50} = 92.3$ ,  $p < 0.001$ .

### 3.2.2 Recent angling participation

A majority (92%) of all anglers had 2014 as their last fishing season (Table 3.9). On average, anglers had fished in freshwater (river or lake) for salmon, sea trout, sea-run char or brown trout in Iceland 8.2 of the last 9 seasons (table 3.10). There were no mean differences among age groups.

Table 3.9. The last season anglers reported fishing for salmon, sea trout, sea-run char or brown trout in Iceland.

		2011 or earlier	2012	2013	2014	Total
Unknown age	N	5	1	0	68	74
	% within agegroup	6.8%	1.4%	0.0%	91.9%	100.0%
35 years and under	N	3	0	1	45	49
	% within agegroup	6.1%	0.0%	2.0%	91.8%	100.0%
36-45 years	N	3	0	0	79	82
	% within agegroup	3.7%	0.0%	0.0%	96.3%	100.0%
46-55 years	N	7	1	1	92	101
	% within agegroup	6.9%	1.0%	1.0%	91.1%	100.0%
56-65 years	N	6	1	2	63	72
	% within agegroup	8.3%	1.4%	2.8%	87.5%	100.0%
66-82 years	N	1	0	2	22	25
	% within agegroup	4.0%	0.0%	8.0%	88.0%	100.0%
Total	N	25	3	6	369	403
	% within agegroup	6.2%	0.7%	1.5%	91.6%	100.0%

Table 3.10. Number of seasons (of 2006-2014) reported fishing for salmon, sea trout, sea-run char or brown trout in Iceland.

	N	Mean	Std. Deviation
Unknown age	74	7.6	2.5
35 years and under	49	7.9	1.7
36-45 years	82	8.4	1.8
46-55 years	101	8.3	1.8
56-65 years	72	8.4	1.7
66-82 years	25	8.3	2.2
Total	403	8.2	2.0

Note: ANOVA.  $F_{5,397}=1.78$ . No significance.

### 3.2.3 Species and catch

Sixty percent of anglers in our sample had fished for salmon the last season they fished in Iceland (table 3.11). For the age groups in the range 36-65 years, this was the most common species fished for with frequencies of 61-75%. Also among other groups, salmon fishing was popular and in the 50% range, except for anglers 35 years and under with only 37% having tried fishing for salmon the last season. For this group, non-anadromous brown trout fishing was most common, with 86% having tried this. Brown trout fishing was high (52-62%) in the other groups as well.

When asked about the preferred or most important species for them to fish for, the pattern was somewhat different than the real behavior (Table 3.12). Salmon was the most important species for all age groups (except the oldest), with frequencies around 50% of anglers in these groups. We see a clear discrepancy among the youngest anglers in what they want to fish for (salmon) and what they actually end up fishing for (Brown trout).

The average number of salmon, sea trout, sea run char and brown trout caught, kept and released are shown in tables 3.13a,b,c,d. The average number of salmon caught the last season respondents fished varied from 8 to 17 among age groups, but there was no significant difference among age groups. Less salmon were kept than released, except for the two older groups. There was no difference among age groups on the number of salmon kept or caught, however the older anglers (55 years and over) released fewer salmon than those 36-45 years. This pattern in terms of number of fish kept, released and caught was about the same also for sea trout. That older

anglers released a lower ratio of the fish caught was also present in fishing for sea run char, and for brown trout, but we note that anglers catch more of these species than salmon and sea trout.

Table 3.11. Which species anglers in the different age groups specifically targeted the last season they fished in Iceland. Frequency within each age group and total.

The last season you fished in Iceland, which of these species did you specifically target/try to catch?		Unknown age	35 years and less	36-45 years	46-55 years	56-65 years	66-82 years	Total of all anglers (403)	X <sup>2</sup> ; p
Salmon	n 40	40	18	50	67	54	13	242	21.89; p<0.01
% within agegroup		54.1%	36.7%	61.0%	66.3%	75.0%	52.0%	60.0%	
Sea Trout	n 24	24	12	27	38	36	12	149	11.07; p=0.05
% within agegroup		32.4%	24.5%	32.9%	37.6%	50.0%	48.0%	37.0%	
Sea-run Arctic Char	n 14	14	13	23	34	33	14	131	19.95; p<0.01
% within agegroup		18.9%	26.5%	28.0%	33.7%	45.8%	56.0%	32.5%	
Brown Trout (non-anadromous)	n 46	46	42	43	60	41	16	248	15.89; p<0.01
% within agegroup		62.2%	85.7%	52.4%	59.4%	56.9%	64.0%	61.5%	



Table 3.12. Which species angler in the different age groups see as the most important for them to fish for in freshwater. Frequency within each age group and total.

If you had to choose: Which one of these species is the most important for you to fish for in freshwater?		Unknown age	35 years and under	36-45 years	46-55 years	56-65 years	66-82 years	Total
Salmon	n	34	23	42	51	34	7	191
% within agegroup		51.5%	48.9%	54.5%	52.6%	48.6%	28.0%	50.0%
Sea Trout	n	7	2	5	4	11	1	30
% within agegroup		10.6%	4.3%	6.5%	4.1%	15.7%	4.0%	7.9%
Sea-run Arctic Char	n	3	6	19	20	14	5	67
% within agegroup		4.5%	12.8%	24.7%	20.6%	20.0%	20.0%	17.5%
Brown Trout (non-anadromous)	n	22	16	11	22	11	12	94
% within agegroup		33.3%	34.0%	14.3%	22.7%	15.7%	48.0%	24.6%
Total	n	66	47	77	97	70	25	382
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note:  $X^2_{15}=37.3$ ;  $p<0.01$ .

Table 3.13a. Average and maximum salmon catches the last season respondents fished in Iceland.

	N	No. of salmon kept	Max	No. of salmon released	Max	No. of salmon caught <sup>a</sup>	Max	Ratio catching Salmon <sup>b</sup>
1) Unknown age	33-52	3.5 (4.2)	19	12.0 (21.4)	90	13.2 (18.1)	68	0.92 (0.27)
2) 35 years and under	30-40	2.8 (3.4)	12	5.6 (10.1)	50	7.9 (11.4)	60	0.93 (0.27)
3) 36-45 years	54-70	4.8 (6.4)	28	12.8 (20.9)	95	16.9 (20.2)	92	0.93 (0.26)
4) 46-55 years	61-84	4.9 (4.8)	22	7.5 (10.7)	50	12.8(12.8)	70	0.96 (0.19)
5) 56-65 years	45-58	5.7 (7.1)	39	3.7 (5.7)	30	9.6 (11.3)	54	0.93 (0.26)
6) 66-82 years	9-16	5.1 (4.7)	17	3.4 (3.4)	10	10.2 (7.8)	27	0.93 (0.25)
Total	232-320	4.5 (5.5)	39	8.2 (14.9)	95	12.5 (15.3)	92	0.94 (0.24)
F (ANOVA)		Ns		2.9		ns		Ns
p-value				<0.05				
Posthoc				5,6<3				

Note: numbers shown as mean (SD). ANOVA with Tamhane post hoc test. Numbers are based on those respondents fishing for the species. <sup>a</sup>Number of fish caught is calculated only from respondents having stated both the number of fish kept and released, it will therefore differ somewhat from average number of salmon kept and released respectively. <sup>b</sup>Respondents “not wanting to report” how many fish kept or released were considered as having caught fish. Likewise, those answering “do not know” on the same question were considered as having caught fish.

Table 3.13b. Average and maximum sea trout catches the last season respondents fished in Iceland

	n	Sea trout kept	Max	Sea trout released	max	Sea trout caught <sup>a</sup>	max	Ratio catching Sea trout <sup>b</sup>
1) Unknown age	34-47	2.7 (3.1)	10	9.9 (16.3)	75	11.8 (17.1)	80	0.89 (0.31)
2) 35 years and under	23-31	3.3 (6.6)	30	7.0 (8.8)	32	7.8 (9.0)	32	0.84 (0.37)
3) 36-45 years	46-52	5.9 (13.4)	76	6.5 (10.8)	50	11.6 (18.9)	97	0.90 (0.30)
4) 46-55 years	51-66	7.3 (14.6)	80	9.6 (17.2)	70	15.1 (26.0)	150	0.90 (0.31)
5) 56-65 years	42-46	7.1 (16.4)	102	4.1 (7.4)	35	11.5 (19.1)	102	0.85 (0.36)
6) 66-82 years	12-15	8.7 (7.3)	25	3.4 (5.0)	13	10.9 (6.9)	21	1.00 (0.00)
Total	208-257	5.8 (12.5)	102	7.2 (12.8)	75	12.0 (19.4)	150	0.89 (0.32)
F (ANOVA)		ns		ns		ns		ns

Note: numbers shown as mean (SD). ANOVA with Tamhane post hoc test. Numbers are based on those respondents fishing for the species. <sup>a</sup>Number of fish caught is calculated only from respondents having stated both the number of fish kept and released, it will therefore differ somewhat from average number of sea trout kept and released respectively. <sup>b</sup>Respondents “not wanting to report” how many fish kept or released were considered as having caught fish. Likewise, those answering “do not know” on the same question were considered as having caught fish.

Table 3.13c. Average and maximum sea run char catches the last season respondents fished in Iceland

	n	Sea Run Char Kept	Max	Sea Run Char released	Max	Sea Run Char caught <sup>a</sup>	Max	Ratio catching sea run char <sup>b</sup>
1) Unknown age	15-35	6.9 (8.4)	25	6.6 (14.4)	50	8.2 (10.9)	35	89 (0.32)
2) 35 years and under	22-29	8.1 (16.7)	60	6.2 (12.0)	40	15.0 (27.1)	100	0.76 (0.44)
3) 36-45 years	37-51	10.2 (13.1)	64	15.0 (24.5)	100	24.6 (31.1)	125	0.88 (0.32)
4) 46-55 years	40-60	11.4 (14.4)	60	14.2 (31.5)	200	26.7 (35.6)	201	0.93 (0.25)
5) 56-65 years	35-46	11.2 (12.2)	50	4.1 (12.0)	50	14.8 (18.6)	70	0.85 (0.36)
6) 66-82 years	6-16	17.8 (18.2)	60	10.8 (20.0)	50	27.5 (36.3)	100	1.00 (0.00)
Total	154-237	10.5 (13.7)	64	10.1 (22.4)	200	20.1 (28.7)	201	0.89 (0.32)
F (ANOVA)		ns		ns		ns		ns

Note: Numbers shown as mean (SD). ANOVA with Tamhane post hoc test. Numbers are based on those respondents fishing for the species. <sup>a</sup>Number of fish caught is calculated only from respondents having stated both the number of fish kept and released, it will therefore differ somewhat from average number of char kept and released respectively. <sup>b</sup>Respondents “not wanting to report” how many fish kept or released were considered as having caught fish. Likewise, those answering “do not know” on the same question were considered as having caught fish.

Table 3.13d. Average and maximum brown trout catches the last season respondents fished in Iceland

	n	Brown trout Kept	Max	Brown trout released	Max	Brown trout caught <sup>a</sup>	Max	Ratio catching Brown trout <sup>b</sup>
1) Unknown age	33-61	20.9 (26.7)	115	36.7 (59.0)	250	57.2 (66.8)	260	0.98 (0.13)
2) 35 years and under	31-46	26.4 (34.7)	150	15.5 (17.3)	50	41.7 (43.1)	200	0.93 (0.25)
3) 36-45 years	45-68	18.8 (22.5)	110	44.4 (125.9)	800	62.5 (142.6)	850	0.94 (0.24)
4) 46-55 years	47-82	23.0 (28.0)	150	22.5 (45.9)	266	48.7 (63.4)	294	0.98 (0.16)
5) 56-65 years	43-63	21.6 (36.9)	200	7.4 (18.3)	100	26.9 (41.1)	200	0.87 (0.33)
6) 66-82 years	11-23	24.5 (27.7)	100	4.6 (7.2)	20	31.1 (33.1)	110	0.91 (0.29)
Total	205-243	22.1 (29.8)	200	24.0 (67.0)	800	46.2 (80.1)	850	0.94 (0.23)
F (ANOVA)		ns		F=1.97 p=0.084 6<1,2 (10% level)		ns		ns

Note: Numbers shown as mean (SD). ANOVA with Tamhane post hoc test. Numbers are based on those respondents fishing for the species. <sup>a</sup>Number of fish caught is calculated only from respondents having stated both the number of fish kept and released, it will therefore differ somewhat from average number of brown trout kept and released respectively. <sup>b</sup>Respondents “not wanting to report” how many fish kept or released were considered as having caught fish. Likewise, those answering “do not know” on the same question were considered as having caught fish.

### 3.2.4 Fishing other countries than Iceland

One in four anglers had fished in freshwater for salmon, sea-run trout/ char or non-anadromous trout species in other countries than Iceland (Table 3.14) during their fishing career. There was no difference among age groups. For those having fished for those species outside of Iceland, the most popular countries were “Other countries” (that included Greenland and Argentina) fished by 38% total, Norway (25%) and Sweden (17%), Kola Peninsula (18%) and United Kingdom (17%) (Table 3.15). Since the number of anglers is low for each age group, we do not want to highlight or claim any real differences among age groups, although chi-square tests showed significance ( $p < 0.1$ ) for Ireland and Atlantic North America.

Table 3.14. Ratio fished in freshwater for salmon, sea-run trout/ char or non-anadromous brown trout species in other countries than Iceland.

Have you, in freshwater, ever fished for salmon, sea-run trout /char species or other trout species in other countries than Iceland? Include also Pacific species of salmon /sea-run brown trout/char here?	Unknown age	35 years and less	36-45 years	46-55 years	56-65 years	66-82 years	Total of all anglers (403)	$X^2_5$ ; p
YES	17	12	21	29	15	10	104	4.36; 0.50
% within agegroup	23%	24.5%	25.6%	28.7%	20.8%	40%	25.8%	

Table 3.15. Ratio of those anglers having fished outside of Iceland in freshwater for salmon, sea-run trout/ char or non-anadromous brown, that have fished in the following countries (n=104).

Been freshwater fishing for salmon, sea-run trout/ char or non-anadromous brown trout species in:		Unknown age	35 years and less	36-45 years	46-55 years	56-65 years	66-82 years	Total of all anglers (104)	X <sup>2</sup> <sub>s</sub> ; p
NORWAY	N	8	1	5	6	2	4	26	8.78;
% within agegroup		47.1%	8.3%	23.8%	20.7%	13.3%	40.0%	25.0%	0.12
DENMARK	N	2	3	3	5	1	1	15	2.26;
% within agegroup		11.8%	25.0%	14.3%	17.2%	6.7%	10.0%	11.8%	0.81
SWEDEN	N	1	4	3	2	4	4	18	10.50;
% within agegroup		5.9%	33.3%	14.3%	6.9%	26.7%	40.0%	17.3%	0.61
FINLAND	N	0	1	0	1	1	0	3	3.50;
% within agegroup		0.0%	8.3%	0.0%	3.4%	6.7%	0.0%	2.9%	0.62
KOLA PENINSULA	N	3	0	3	4	1	1	12	1.86;
% within agegroup		17.6%	0.0%	14.3%	13.8%	6.7%	10.0%	17.6%	0.72
UNITED KINGDOM	N	6	2	4	4	1	1	18	5.70;
% within agegroup		35.3%	16.7%	19.0%	13.8%	6.7%	10.0%	17.3%	0.34
IRELAND	N	4	0	0	1	0	0	5	16.07;
% within agegroup		23.5%	0.0%	0.0%	3.4%	0.0%	0.0%	4.8%	0.007
ATLANT. NORTH AMERICA	N	1	1	3	6	2	2	15	2.55
% within agegroup		5.9%	8.3%	14.3%	20.7%	13.3%	20.0%	14.4%	0.77
PACIFIC NORTH AMERICA	N	3	0	2	0	4	1	10	10.64;
% within agegroup		17.6%	0.0%	9.5%	0.0%	26.7%	10.0%	9.6%	0.06
PACIFIC RUSSIA	N	0	0	0	0	0	0	0	
% within agegroup									
OTHER COUNTRIES <sup>1</sup>	N	6	7	5	11	7	3	39	4.72;
% within agegroup		35.3%	58.3%	23.8%	37.9%	46.7%	30.0%	37.5%	0.45

Note: <sup>1</sup> Other countries mentioned were Greenland (20 times/people), Argentina (6), Faeroe Islands (3), Germany / Austria (2 times each), Africa /Canada/ Chile / Costa Rica / Czech Republic/ France / Iceland / Indonesia / Italy / Mexico/ Netherlands/ New Zealand/ Switzerland/ USA -Montana, Wisconsin (1 time each).

### 3.2.5 Number of days, seasons and rivers fished

How many days (average 9) and how many rivers (average 2.8) anglers had spent fishing their last season in Iceland did not vary among age groups (Table 3.16). Experience in form of seasons fished in Iceland varied (average 10-35) and were highest for those being 46 and over, and lowest for the youngest anglers. For total numbers of rivers fished, those 46-55 had on average fished 14 rivers, which was higher than the unknown age (9.1) and those 35 years and under (8.4). For all anglers, only ¼ had fished outside Iceland, with an average of 1.6 rivers. During the 9 different periods from 2006 and before, followed by single years up to 2014, anglers had fished relatively infrequently in rivers outside Iceland, with an average of 1.9 periods of maximum 9 (table 3.17).

Table 3.18 shows how many days those angler groups on average fished for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland for anglers each of the years 2007 to 2014. ANOVA test showed differences (5 and 10 % levels) among groups for the years 2008, 2009 and 2011. The average total number of fishing days each year was 12-14.



Table 3.16. Number of days and rivers fished in freshwater for salmon, sea-run trout/ char or non-anadromous brown trout for anglers in the different age groups.

	N	Number of seasons in Iceland	N	Number of rivers in Iceland	N	Rivers in other countries	N	Number of days in Iceland, their last season	N	Number of rivers in Iceland, their last season
1) Unknown age	67	18.2 (13.7)	58	9.1 (7.6)	15	4.0 (5.6)	68	9.5 (11.6)	68	2.8 (2.5)
2) 35 years and under	48	9.5 (7.1)	45	8.4 (6.6)	10	1.0 (1.2)	48	8.8 (9.2)	49	2.5 (1.9)
3) 36-45 years	76	17.3 (10.4)	71	12.4 (8.7)	20	1.3 (1.5)	79	9.3 (9.2)	79	3.1 (2.1)
4) 46-55 years	98	24.8 (12.1)	91	14.4 (11.9)	29	1.1 (1.6)	98	9.9 (10.0)	100	2.9 (2.2)
5) 56-65 years	68	27.9 (15.0)	65	11.8 (8.1)	15	1.3 (1.5)	70	7.3 (5.6)	71	2.9 (1.8)
6) 66-82 years	21	34.6 (17.4)	21	13.3 (10.3)	10	1.3 (2.1)	22	8.7 (11.4)	22	2.4 (2.3)
Total	378	21.3 (14.1)	351	11.8 (9.4)	99	1.6 (2.8)	385	9.0 (9.5)	389	2.8 (2.1)
ANOVA, (F, p)		20.9; p<0.001		3.8; p<0.01		2.9; p<0.05		0.7, ns		0.6; ns
Posthoc		2<1,3<4,5,6		1,2<4		Does not show				

Note: Numbers shown as mean (SD). ANOVA with Tamhane post hoc test.

Table 3.17. Number of seasons in the period 2006 and before, to year 2014 fished in other countries for salmon, sea-run trout/ char or non-anadromous brown trout in freshwater.

	N	Mean (SD)	Maximum
Unknown age	16	3.3 (3.1)	9
35 years and under	12	2.3( 2.2)	9
36-45 years	21	1.6 (1.2)	6
46-55 years	29	1.4 (0.7)	3
56-65 years	14	1.4 (0.6)	3
66-82 years	11	1.5( 1.0)	4
Total	103	1.9 (1.7)	9
ANOVA		F=3.3; p<0.01	

Note: Tamhane Posthoc test did not show any significant differences among specific groups, although ANOVA indicates differences.

Table 3.18. Number of fishing days each of the years 2007-2014, fishing for salmon, sea-run trout/ char or non-anadromous brown trout species in Iceland for anglers in the different age groups.

How many days did you go fishing for salmon, sea trout, sea-run char or brown trout in Iceland in		N	Mean	Std. Dev.	Maximum
2014	1 Unknown age	58	15.1	18.9	90
	2) 35 years and under	43	15.2	12.9	52
	3) 36-45 years	76	12.5	9.7	50
	4) 46-55 years	97	14.5	15.5	100
	5) 56-65 years	72	10.7	9.8	63
	6)66-82 years	22	19.1	24.7	112
	Total	368	13.8	14.7	112
Anova, Tamhane posthoc		F= 1.59; ns			
2013	1 Unknown age	47	12.3	12.7	52
	2) 35 years and under	42	15.3	12.8	63
	3) 36-45 years	72	14.6	11.0	45
	4) 46-55 years	91	15.3	14.8	80
	5) 56-65 years	68	10.8	9.2	51
	6)66-82 years	20	15.9	13.3	50
	Total	340	13.9	12.4	80
Anova, Tamhane posthoc		F= 1.48; ns			
2012	1 Unknown age	45	126	13.8	60
	2) 35 years and under	37	155	14.2	75
	3) 36-45 years	65	14.4	10.5	50
	4) 46-55 years	87	14.7	12.8	75

5) 56-65 years	65	10.7	8.4	36
6)66-82 years	20	17.1	13.6	45
Total	319	13.7	12.0	75

Anova, Tamhane posthoc. F= 1.52, ns

2011	1 Unknown age	43	10.7	11.0	50
	2) 35 years and under	32	16.0	15.2	60
	3) 36-45 years	60	14.0	10.3	40
	4) 46-55 years	78	14.8	12.9	80
	5) 56-65 years	63	10.5	8.3	42
	6)66-82 years	20	16.4	11.9	40
	Total	296	13.4	11.6	80

Anova, Tamhane posthoc. F= 2.13, p=0.06

2010	1 Unknown age	37	11.14	12.021	60
	2) 35 years and under	32	11.75	12.030	40
	3) 36-45 years	56	13.50	10.429	45
	4) 46-55 years	76	14.47	12.288	75
	5) 56-65 years	60	10.03	8.027	41
	6)66-82 years	17	15.82	12.541	41
	Total	278	12.64	11.128	75

Anova, Tamhane posthoc. F= 1.51, ns

2009	1 Unknown age	36	11.3	11.6	50
	2) 35 years and under	30	9.9	10.2	40
	3) 36-45 years	52	15.4	12.5	62
	4) 46-55 years	74	15.3	14.6	99
	5) 56-65 years	57	10.2	8.0	35
	6)66-82 years	17	15.6	11.7	40

	Total	266	13.1	12.1	99
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Anova, Tamhane posthoc.  $F= 2.30$   $p=0.046$

2008	1 Unknown age	35	10.6	10.6	43
	2) 35 years and under	31	9.8	11.4	45
	3) 36-45 years	51	15.7	13.6	66
	4) 46-55 years	76	15.6	13.0	70
	5) 56-65 years	56	10.9	8.2	35
	6) 66-82 years	17	17.5	13.8	40
	Total	266	13.4	12.0	70

Anova, Tamhane posthoc.  $F= 2.76$ ,  $p=0.02$

2007	1 Unknown age	36	11.6	12.3	52
	2) 35 years and under	31	10.6	11.9	40
	3) 36-45 years	51	14.9	13.4	80
	4) 46-55 years	74	16.3	13.6	70
	5) 56-65 years	57	11.8	8.7	36
	6) 66-82 years	17	15.8	12.9	40
	Total	266	13.7	12.3	80

Anova, Tamhane posthoc.  $F= 1.80$ , ns

### 3.2.6 Fishing gear used

The respondents used a mix of gear for their salmon fishing in Iceland (Table 3.19) and there were no differences among age groups. Lures (spoon/spinner/devon) were used by 24 %, worms by 36% and fly fishing was most popular with 97% having used that when fishing in Iceland their last season. 56% used nothing but fly-fishing, and if anglers were to choose, 85% would prefer fly-fishing, and 13% worms (Table 3.20).

Table 3.19. Type of fishing gear used per age group, when salmon fishing in Iceland their last season.

		Unknown age	35 years and less	36-45 years	46-55 years	56-65 years	66-82 years	Total of all anglers (N=391)
SPOON	N	13	13	15	19	21	8	89
% within agegroup		18.8%	26.5%	19.0%	19.2%	29.2%	34.8%	22.8%
SPINNER	N	4	7	4	8	7	2	32
% within agegroup		5.8%	14.3%	5.1%	8.1%	9.7%	8.7%	8.2%
DEVON	N	2	4	3	2	6	3	20
% within agegroup		2.9%	8.2%	3.8%	2.0%	8.3%	13.0%	5.1%
SPOON/SPINNER/DEVON	N	14	13	15	20	22	8	92
% within agegroup		20.3%	26.5%	19.0%	20.2%	30.6%	34.8%	23.5%
WORM W/SINKER	N	22	14	26	35	26	5	128
% within agegroup		31.9%	28.6%	32.9%	35.4%	36.1%	21.7%	32.7%
WORM WO/SINKER	N	10	8	7	20	12	5	62
% within agegroup		14.5%	16.3%	8.9%	20.2%	16.7%	21.7%	15.9%
ANY WORM	N	23	16	27	38	28	8	140
% within agegroup		33.3%	32.7%	34.2%	38.4%	38.9%	34.8%	35.8%
FLYFISHING (flyrod)	N	66	49	76	95	70	23	379
% within agegroup		95.7%	100.0%	96.2%	96.0%	97.2%	100.0%	96.9%
FLYFISHING ONLY	N	39	29	47	55	38	12	220
% within agegroup		56.5%	59.2%	59.5%	55.6%	52.8%	52.2%	56.3%
FLY W/BOBBER	N	5	1	3	4	2	1	16
% within agegroup		7.2%	2.0%	3.8%	4.0%	2.8%	4.3%	4.1%
OTHER	N	2	0	0	2	0	0	4
% within agegroup		2.9%	0.0%	0.0%	2.0%	0.0%	0.0%	1.0%

Note: Chi-square test showed no differences among groups for any of the gear types used.

Table 3.20. Type of fishing gear preferred if one had to choose one type of gear per age group, when salmon fishing in Iceland.

	Unknown age	35 years and less	36-45 years	46-55 years	56-65 years	66-82 years	Total of all anglers (N=396)
SPOON/SPINNER/DEVON	N 1	1	0	3	1	1	7
% within agegroup	1.4%	2.1%	0.0%	3.0%	1.4%	4.3%	1.8%
WORM	N 9	5	13	13	7	4	51
% within agegroup	12.5%	10.4%	15.9%	13.1%	9.7%	17.4%	12.9%
FLYFISHING (flyrod)	N 62	42	67	83	64	18	336
% within agegroup	86.1%	87.5%	81.7%	83.8%	88.9%	78.3%	84.8%
FLY (on spin gear)	N 0	0	1	0	0	0	1
% within agegroup	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.3%
OTHER	N 0	0	1	0	0	0	1
% within agegroup	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.3%

Note: Chi-square test showed no differences among groups for any of the gear types preferred.

### 3.2.7 Fishing companions

When going salmon fishing, 70% of anglers mainly went with friends or relatives, followed by a mix of ways 13%, their spouse/partner and/or children 8% and on their own 4% (Table 3.21). Going with business relations or colleagues was uncommon with only 2.5%. There were no differences among age groups.

Table 3.21. Who they went fishing with, when going salmon fishing in Iceland, per age group.

	Unknown age	35 years and less	36-45 years	46-55 years	56-65 years	66-82 years	Total of all anglers (N=396)
Alone N	6	3	1	3	2	1	16
% within age group	8.2%	6.1%	1.3%	3.0%	2.8%	4.3%	4.0%
My spouse/partner and/or children N	7	0	3	9	13	1	33
% within age group	9.6%	0.0%	3.8%	9.0%	18.3%	4.3%	8.3%
Friends or relatives N	49	38	63	68	45	17	280
% within age group	67.1%	77.6%	78.8%	68.0%	63.4%	73.9%	70.7%
Business relations/colleagues N	4	0	1	3	2	0	10
% within age group	5.5%	0.0%	1.3%	3.0%	2.8%	0.0%	2.5%
An even combination of groups above N	6	7	12	15	7	3	50
% within age group	8.2%	14.3%	15.0%	15.0%	9.9%	13.0%	12.6%

Note: Chisquare test showed no differences among groups for any of fishing companion options.

### 3.3 Catch and release of fish

#### 3.3.1 Keeping vs. releasing fish behavior

Over 50% of the respondents had released salmon mandatory (Table 3.22), implying they got a fish of “wrong” sex, size or species, or having filled their quota. There was a tendency ( $p=0.07$ ) that the oldest anglers had done this less so than the other age groups. Having voluntarily released salmon varied, being most common among anglers under 35 (52%) and least common among those 66 -82 years (20%). For sea trout and sea-run char, the pattern was 37% for all mandatory release and no age group difference, where as for voluntary release of those species, 55% of the 35 years and under had released fish, whereas 28% of the 66-82 year olds had done so. Also for non-anadromous trout and char, mandatory release did not differ among age groups, while voluntary release differed among age groups, being again most common among the 35 years and under (69%) and least among the oldest anglers (29%). Note that these numbers do not say whether they actually had been fishing for these species (see table 3.11), but just whether they had released the fish caught or not.

Table 3.22. Angler mandatory and voluntary release of fish their last fishing season in Iceland, per age group.

Have you, in Iceland the last season you fished there...	Unknown age	35 years and less	36-45 years	46-55 years	56-65 years	66-82 years	Total of all anglers (N=380)	Chi square; p
caught and released salmon that you were obligated to release according to regulations?	n 41	25	47	55	35	7	210	10.3;p=0.07
% within agegroup	59.4%	52.1%	61.0%	60.4%	49.3%	29.2%	55.3%	
caught and released salmon that you legally could have killed/kept?	n 26	25	37	46	24	5	163	12.8;p=0.03
% within agegroup	37.1%	52.1%	48.7%	48.4%	33.3%	20.0%	42.2%	
caught and released sea trout and/or sea-run char that you were obligated to release according to regulations?	n 28	21	25	37	19	8	138	5.9; p=0.32
% within agegroup	43.1%	44.7%	34.2%	40.7%	27.5%	32.0%	37.3%	
caught and released sea trout and/or sea-run char that you legally could have killed/kept?	n 24	26	35	41	17	7	150	14.8;p=0.01
% within agegroup	38.1%	55.3%	46.1%	44.1%	24.6%	28.0%	40.2%	
caught and released non-anadromous brown trout and/or char that you were obligated to release according to regulations?	n 26	23	24	36	19	6	134	8.3; p=0.14
% within agegroup	41.3%	47.9%	30.4%	39.6%	28.4%	25.0%	36.0%	
caught and released non-anadromous brown trout and/or char that you legally could have killed/kept?	n 32	33	51	47	22	7	192	26.7;p=0.00
% within agegroup	48.5%	68.8%	64.6%	50.5%	31.9%	29.2%	50.7%	



### 3.3.2 Beliefs and Attitudes towards catch & release

Beliefs and attitudes towards catch & release varied among age groups (Table 3.23). Older anglers (56 to 82 years) were less in favor of catch and release than anglers being 45 and under. The older anglers agreeing more that release of fish is waste of food, and cruelty to animals expressed this. This age group was disagreeing to neutral about release protecting fish stocks, while the younger anglers were agreeing on this point. For all age groups, anglers perceived themselves to be knowledgeable about how to handle a fish that was going to be released. The belief that other anglers did know this was about neutral. While most anglers agreed that fish would survive release, and spawn if hooked correctly, this was less pronounced in the age group 56-65, who scored this lower than those 45 years and younger.

Table 3.23. Beliefs and attitudes towards catch & release per age group.

	Release of fish I could have kept is wasting food			Release of fish is cruelty to animals			To release fish contributes to protecting the fish stocks			I know how to correctly handle and minimize damages to a fish that are going to be released			Most anglers correctly handle and minimize damages to a fish that are going to be released			Most released fish would survive and spawn if handled correctly and hooked in the mouth		
	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD
1) Unknown age	72	3.60	2.59	70	3.31	2.33	68	5.47	1.97	70	5.59	1.91	63	4.06	1.80	62	5.35	1.83
2) 35 years and under	49	2.98	2.15	48	2.15	1.71	45	5.73	1.67	49	6.29	1.17	44	4.41	1.63	42	5.88	1.61
3) 36-45 years	82	3.39	2.22	82	2.83	1.95	81	5.19	1.99	81	6.01	1.54	70	4.29	1.44	74	5.76	1.30
4) 46-55 years	100	3.45	2.52	98	2.83	2.26	95	4.88	2.23	97	5.70	2.03	87	4.21	1.71	85	5.24	2.11
5) 56-65 years	70	4.29	2.37	71	3.75	2.40	64	4.28	2.26	68	5.79	1.72	57	4.07	2.04	59	4.58	2.14
6) 66-82 years	24	5.08	2.26	23	5.00	2.51	23	3.48	2.29	24	5.75	1.89	18	4.28	1.81	20	5.05	2.35
Total	397	3.65	2.43	392	3.13	2.27	376	4.97	2.15	389	5.84	1.76	339	4.20	1.72	342	5.32	1.91
ANOVA, (F, p)	F=3.84; p<0.01			F= 7.25; p<0.001			F=5.96; p<0.001			ns			ns			F=3.54; p<0.01		
Posthoc	2,3<5,6			2<1,5,6; 3,4<6;			5,6<1,2; 6<3									5<2,3		

Note. ANOVA with Tamhane post hoc test.

### 3.4 Satisfaction and importance of salmon fishing

All age groups rated on average being interested to very interested in salmon fishing (Table 3.24). Salmon fishing when compared to other recreational activities was considered on average one of their current (2013-2014) top two to three activities. The oldest age group – 66 and over - rated the current importance of salmon fishing lower than those 45 and younger. The importance of salmon fishing increased from 2007-2009 to 2013-2014 for 35 years and under, remained stable for those 36-45, and 66-82 years, while there was a decrease or tendency (10% level) to decrease for those 46-55, and 56-65 years. Satisfaction with salmon fishing was fairly high (around 5 or above on a 7 point scale for most years) for each of the years 2007-2014 (Table 3.25). There seems to be a dip in satisfaction in 2012 and 2014. There was also a decrease in satisfaction from the period 2007-2009 to 2013-2014 for those aged 36-65. For the others, satisfaction remained stable.

Table 3.24. Interest in and importance of salmon fishing in Iceland per year per age group.

	Interest in salmon fishing <sup>a</sup>			Compared to other recreational activities, how important was “salmon fishing” to you during <sup>b</sup>									Paired samples t-test 2007-2009 vs. 2013-2014
	N	Mean	SD	2007-2009			2010-2012			2013-2014			
1) Unknown age	74	5.61	1.64	71	3.49	1.48	71	3.56	1.45	71	3.72	1.37	p=0.08
2) 35 years and under	49	6.18	1.20	48	3.04	1.58	48	3.65	1.35	48	4.00	1.19	p<0.001
3) 36-45 years	82	5.93	1.46	82	3.82	1.40	82	3.90	1.28	82	3.95	1.30	ns
4) 46-55 years	101	5.73	1.72	100	3.72	1.39	100	3.64	1.41	100	3.51	1.45	p<0.05
5) 56-65 years	72	5.61	1.66	70	3.49	1.46	71	3.38	1.38	70	3.31	1.36	p=0.09
6) 66-82 years	24	5.38	2.16	24	3.00	1.50	24	3.00	1.45	24	2.88	1.48	ns
Total	402	5.76	1.62	395	3.53	1.47	396	3.60	1.39	395	3.63	1.39	
ANOVA, (F, p) ns				F=2.73; p<0.05			F=2.09; m P=0.07			F=4.08; P<0.01			
Posthoc				At 10% level; 2<3						6<2,3			

Note: ANOVA and Tanhame posthoc test. <sup>a</sup>Scale 1-7 with verbal labels: 1= Not interested, 7= very interested. <sup>b</sup>Scale 1-5 with verbal labels 1=Not important activity, 2=One of many activities, 3=3rd most important activity, 4=2nd most important activity, 5=My most important activity.

Table 3.25. Satisfaction of salmon fishing in Iceland per year per age group.

	n	2007		2008		2009		2010		2011		2012		2013		2014		Paired samples t-test. 2007- 2009 vs. 2013- 2014
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD			
1) Unknown age	47-58	5.19	2.04	5.34	1.91	5.24	1.80	5.19	1.67	5.04	1.83	5.06	1.95	5.25	1.90	5.31	1.83	ns
2) 35 years and under	30-45	5.07	1.72	5.67	1.73	5.47	1.74	5.62	1.65	5.49	1.79	4.93	1.97	5.34	1.87	4.91	1.98	ns
3) 36-45 years	63-75	5.57	1.82	5.48	1.92	5.51	1.87	5.52	1.88	5.46	1.85	5.07	1.99	5.31	2.00	5.09	2.04	p<0.05
4) 46-55 years	90-94	5.37	1.83	5.53	1.79	5.42	1.70	5.43	1.73	5.27	1.71	5.16	1.85	5.14	1.99	4.82	1.99	p<0.01
5) 56-65 years	63-65	5.74	1.74	5.72	1.66	5.62	1.74	5.46	1.86	5.44	1.78	5.08	1.95	5.26	1.84	4.70	2.05	p<0.01
6) 66-82 years	18-21	5.61	2.09	5.56	2.06	5.32	2.00	5.47	1.81	5.35	1.76	5.10	2.00	5.20	1.85	4.38	2.20	ns
Total	313-353	5.44	1.85	5.54	1.81	5.44	1.77	5.44	1.76	5.33	1.78	5.08	1.92	5.25	1.91	4.92	2.00	

ANOVA showed no significance among groups for any of the years.

### 3.5 Intentions of future salmon fishing in Iceland

All age groups agreed on the intention to go salmon fishing more often in 2015 if they got the chance, however, they disagreed on planning to go more often in 2015 (Table 3.26). The likelihood of them going fishing at least once in the coming five year period was high, as expressed by the high total score of 5.90. There was no differences among age groups on the intention to go fishing in the future. There was however, differences on the substitution question “There are no other recreation activities which would provide me with the same satisfaction and enjoyment as I receive from salmon fishing”, where the unknown age scored this well below 4, expressing disagreement on this issue, and this was different from those 45 and under (who scored this 4.4-4.8.).

### 3.6 Type of river /service level fished

There were tendencies ( $p < 0.10$ ) to differences among groups on what kind of service level they had on the river they fished most often – called their “main river” (Table 3.27). Self-catering either for salmon or trout/char was the most common river type fished for all age groups and varied from 73 % (36-45 years) to 96% (66-82 years old). Full service trout/char fishing as the most common river type was found in only 0-4 % of age groups. Full service salmon fishing, which is in most instances the most expensive type, was least common with the youngest anglers (under 35, with 11%) and the oldest ones (66-82, with 0%), while being up to 28% by the 36-45 year olds.

Table 3.26. Intentions of future salmon fishing in Iceland

	If I have the chance, I intend to go salmon fishing in Iceland more often in 2015			I plan to go salmon fishing in Iceland more often in 2015		I will go salmon fishing in Iceland more often in 2015 if my family or friends want to join		I will go salmon fishing in Iceland at least once during 2015-2019		There are no other recreation activities which would provide me with the same satisfaction and enjoyment as I receive from salmon fishing	
	N	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
1) Unknown age	57-59	4.31	2.47	3.70	2.26	3.93	2.10	5.55	2.24	3.32	2.11
2) 35 years and under	46-49	4.90	2.37	3.85	2.18	4.20	2.09	5.98	2.19	4.78	2.13
3) 36-45 years	73-81	4.66	2.18	3.37	2.05	4.00	2.01	6.45	1.44	4.43	2.17
4) 46-55 years	93-97	4.22	2.27	3.26	2.11	3.72	2.15	5.74	2.19	4.35	2.29
5) 56-65 years	66-72	4.25	2.30	3.61	2.25	3.76	2.44	5.70	2.18	4.22	2.22
6) 66-82 years	20-23	4.14	2.29	3.20	2.17	3.65	2.23	5.95	1.94	4.00	2.28
Total	356-381	4.42	2.30	3.49	2.16	3.88	2.16	5.90	2.06	4.22	2.23
ANOVA										F=2.85; p<0.05	
Posthoc										1<2,3	

Note. Scale 1=Strongly disagree, 7= strongly agree.

Table 3.27 Type of river/service level fished in Iceland

The river I most often fish is:	Unknown age	35 years and less	36-45 years	46-55 years	56-65 years	66-82 years	All anglers (N=380)	Chisquare; p
Salmon river with self catering	n 19	18	30	48	30	9	154	23.1; p=0.08
% within age group	31.1%	39.1%	37.5%	48.0%	42.9%	39.1%	40.5%	
Salmon river with full service	n 14	5	22	16	13	0	70	
% within age group	23.0%	10.9%	27.5%	16.0%	18.6%	0.0%	18.4%	
Sea Trout/Char with self catering	n 27	21	28	33	27	13	149	
% within age group	44.3%	45.7%	35.0%	33.0%	38.6%	56.5%	39.2%	
Sea Trout/Char with full service	n 1	2	0	3	0	1	7	
% within age group	1.6%	4.3%	0.0%	3.0%	0.0%	4.3%	1.8%	

### 3.7 Reasons/motivations for fishing their main river

Table 3.28 shows how respondents scored the different reasons (12 variables) for fishing their main river. Derived from these variables and based on a principal component analysis and previous studies (Beardmore et al. 2011), we lumped the related variables into component averages (A-D) to better show the main reasons for fishing. The most important (and highly scored) reasons for fishing their main river was for all age groups component C “Relax & nature” –which was about relaxing, being in nature and getting away from the daily routine. To “Socialize” was also highly scored and ranked second by all groups. There were no differences among age groups for how these two components were scored. The Challenge part of angling (i.e. master angling related challenges, catching big fish, experiencing a challenging fight) was third and the role of Consuming fish was least important. This pattern of motivations for fishing was consistent for all age groups. There were however, some differences among age groups for how they scored the component Consume, with the two oldest anglers groups (56-65, 66-82) placing more importance on catching fish for a fresh meal with family and friends. The ANOVA test showed differences among groups on the Consume component, but the subsequent posthoc test did not reveal which groups differed.

Table 3.28 Reasons/motivations for fishing their main river their last season.

		I) Catch a big fish		II) Master angling-related challenges		III) To experience a challenging fight with the fish		Comp. A Challenge [(I+II+III)/3]		IV) To catch as many fish as possible		V) To generate a supply of fish in the freezer for non-angling times		VI) To catch a fresh fish for a meal with family/friends		Comp.B Consume [(IV+V+VI)/3]	
	N	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
1)Unknown age	57	4.30	1.88	4.68	2.07	5.39	1.54	4.79	1.33	3.39	1.79	3.19	2.21	4.12	2.20	3.57	1.59
2) 35 years and under	45-46	4.57	1.70	4.56	1.98	5.80	1.24	4.97	1.17	3.80	1.61	3.09	2.20	3.76	2.15	3.55	1.39
3) 36-45 years	79-80	4.45	1.81	4.19	1.79	5.42	1.65	4.68	1.41	3.55	1.81	3.06	1.99	3.71	2.08	3.44	1.57
4) 46-55 years	100	4.30	1.90	3.98	2.12	5.66	1.56	4.65	1.42	3.15	1.70	3.17	2.15	4.13	2.19	3.48	1.59
5) 56-65 years	70	4.19	1.93	4.79	2.20	5.57	1.58	4.85	1.51	3.20	1.89	3.87	2.19	4.93	2.04	4.00	1.68
6) 66-82 years	22	4.36	2.06	5.45	1.90	6.00	1.41	5.27	1.10	4.14	2.48	4.18	2.38	5.32	1.96	4.55	1.96
Total	373-375	4.35	1.86	4.44	2.06	5.59	1.54	4.79	1.38	3.42	1.83	3.33	2.17	4.21	2.17	3.65	1.62
ANOVA		ns		F=2.97; p<0.05		ns		ns		ns		F= 2.09; p=0.07		F=4.1; p<0.01		F=2.59, p<0.05	
Tamhane posthoc				4<6								ns		3<5,6		ns	



Table 3.28 (Continued)

	N	VII) To experience nature		VIII) For relaxation		IX) To get away from the regular routine		Comp C Relax & Nature [(VII+VIII+IX)/3]		X) To do something with your family		XI) To socialize		XII) To be with friends		Comp D Socialize [(X+XI+XII)/3]	
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
1) Unknown age	57	6.16	1.41	6.32	1.06	6.30	1.30	6.25	1.11	4.89	2.06	5.70	1.69	5.70	1.58	5.43	1.56
2) 35 years and under	45-46	6.63	0.65	6.43	1.07	6.54	0.78	6.54	0.73	4.80	1.82	5.93	1.36	5.91	1.33	5.53	1.30
3) 36-45 years	80	6.44	0.95	6.34	0.99	6.35	1.07	6.38	0.91	4.88	1.95	6.08	1.34	6.10	1.24	5.68	1.27
4) 46-55 years	98-100	6.56	0.85	6.39	1.08	6.40	1.13	6.45	0.85	5.05	1.82	6.01	1.46	6.09	1.31	5.74	1.18
5) 56-65 years	68-70	6.37	1.28	6.34	1.20	6.21	1.36	6.31	1.19	5.29	1.96	6.16	1.54	6.16	1.54	5.85	1.56
6) 66-82 years	22	6.18	1.50	5.91	1.57	5.59	1.92	5.89	1.52	5.82	1.44	5.82	1.44	5.68	1.64	5.77	1.34
Total	370-375	6.42	1.09	6.34	1.11	6.31	1.22	6.36	1.01	5.05	1.90	5.98	1.47	6.00	1.41	5.68	1.36
ANOVA		ns		ns		F=2.1; p=0.06		ns		ns		ns		ns		ns	
Tamhane posthoc						ns											

Note: Scale 1= Strongly disagree, 7=Strongly agree. ANOVA and subsequent Tamahane posthoc test.

### 3.8 Satisfaction with their main river

Anglers were in general highly satisfied with their overall fishing experience the last season they fished in Iceland (Table 3.29). There was no differences in satisfaction level among the age groups in this issue. They were also highly satisfied with the fishing regulations, but the age group 36-45 years was less so (at a 10% level) than those 35 years and under. Anglers also seemed to be slightly satisfied with the number of anglers on their beat/section. The aspect they were least satisfied with was the number of fish they caught – with a score slightly on the satisfied side of the unsatisfied- satisfied scale.

Table 3.29 Angler satisfaction with different aspect in their main river the last season they fished in Iceland.

	Fishing regulations			Number of anglers on their beat/section			Number of fish they caught			Overall fishing experience		
	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD
1) Unknown age	55	5.18	1.95	53	4.66	2.04	56	4.18	1.98	56	5.71	1.46
2) 35 years and under	45	6.04	1.38	44	5.52	1.71	43	4.58	1.76	45	6.11	1.07
3) 36-45 years	80	5.21	1.89	78	5.27	1.73	79	4.49	1.91	80	5.90	1.55
4) 46-55 years	98	5.73	1.52	98	5.76	1.69	99	4.56	2.07	100	5.98	1.37
5) 56-65 years	68	5.44	1.83	67	5.72	1.70	67	4.76	1.84	69	5.87	1.47
6) 66-82 years	22	4.91	1.95	22	4.68	1.99	21	4.57	1.81	22	5.55	2.13
Total	368	5.47	1.76	362	5.39	1.81	365	4.53	1.93	372	5.89	1.46
ANOVA, (F, p)	F=2.55; p<0.05			F=3.89; p<0.001			ns			ns		
Posthoc	At 10% level: 3<2			1<4,5								

Note: Scale 1= extremely unsatisfied, 7= extremely satisfied. ANOVA and subsequent Tamahane posthoc test.

### 3.9 Relationship to their main river

Anglers were to some degree “place attached” to their main river, as well as the people there, as indicated with the score of around 5 for all age groups (Table 3.30). To a lesser degree, they still slightly agreed on “their main river” being the river giving the most enjoyment. They somewhat disagree that there was no perfect substitute for fishing their main river as indicated by a score of below 4 for the item “*There is no other salmon river which would provide me with the same satisfaction and enjoyment as I receive from fishing my my main river*”. There were no differences among groups on these relationships items.

### 3.10 Variables influencing angling participation

To better see the greater picture of what influences angling participation in Iceland in 2014, we reduced the variables to a set of components through a principal component analysis (Table 3.31). Components and variables with a value below 3.80 can on average be considered constraints, variables in the range 3.80-4.20 neutral, and variables above 4.20 as facilitating activity (Cf. Kuehn et al. 2013). We note that there is variation among age groups, even so that one variable or component perceived as a constraint to one age group can be neutral or even a facilitator to another group. The component *Costs* of fishing (including transportation and boat availability) was on average a relatively strong constraint to angling among all age groups. The three components *Restrictive fisheries* (C&R, quotas, increased crowding & fishing pressure, own thoughts), *Work & leisure*, and *Stock status* were all weak constraint. For the youngest age group, restrictive fisheries was neutral, but a constraint among older (mid 40s and up) fishers. The component *Other people* constituting social involvement and obligations was neutral on average. The component *Own ability* which refers to personal skills and health was facilitating angling participation. The open ended question (see Appendix 1) where respondents could further comment on what factors affected their salmon angling participation, supported the quantitative results. It was frequently commented that salmon fishing was expensive or that the price was so high that they had to do other kind of fishing or fish in the shoulder seasons. Foreign anglers driving up the price and getting the best periods on the river was also mentioned by several. The practice of C&R was mentioned as a constraint by many respondents.

Table 3.30. Anglers' agreement about their relationship to their main river.

	I am very attached to my main river			I have a special connection to my main river and the people who fish here			I enjoy salmon fishing in my main river more than on any other rivers			There is no other salmon river which would provide me with the same satisfaction and enjoyment as I receive from fishing my main river		
	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD
1) Unknown age	52	5.19	1.96	51	4.86	2.00	47	4.83	1.94	48	3.56	2.10
2) 35 years and under	45	5.20	1.98	45	4.51	2.06	45	4.51	1.97	45	3.58	2.13
3) 36-45 years	78	5.23	1.86	78	4.77	2.14	74	4.77	2.04	72	3.25	1.99
4) 46-55 years	98	5.46	1.68	97	5.06	1.89	95	5.07	2.09	94	3.40	2.21
5) 56-65 years	68	5.40	1.72	67	5.13	1.92	64	4.98	1.97	62	3.50	2.18
6) 66-82 years	21	4.71	2.43	21	4.67	2.31	20	4.65	2.30	19	3.68	2.29
Total	362	5.28	1.85	359	4.89	2.013	345	4.86	2.03	340	3.45	2.13
ANOVA, (F, p)		ns			ns			ns			ns	

Scale: 1= strongly disagree, 7= strongly agree. ANOVA, and subsequent Tamhane posthoc test.

Table 3.31. Components and variables influencing angling participation in Iceland in 2014, per age group

	Unknown age	35 and under	36-45 years	46-55 years	56-65 years	66 -82 years	Total	F,p	Post hoc	Cronbach alpha	Variance explained
<b>Component Other people</b>	<b>4.07 (0.89)</b>	<b>4.11 (0.89)</b>	<b>4.18 (0.98)</b>	<b>4.11 (0.88)</b>	<b>4.32 (1.11)</b>	<b>4.49 (1.03)</b>	<b>4.19 (0.96)</b>	<i>ns</i>	<i>ns</i>	<b>0.77</b>	<b>13.82 %</b>
My family's opinion about my salmon fishing	3.92 (0.94)	4.21 (1.23)	4.33 (1.16)	4.10 (1.12)	4.31 (1.37)	4.55 (1.18)	4.23 (1.19)	<i>ns</i>			
My friends' opinion about my salmon fishing	4.04 (1.19)	4.36 (1.13)	4.47 (1.18)	4.36 (1.18)	4.56 (1.31)	4.45 (1.18)	4.41 (1.20)	<i>ns</i>			
Having other people to fish with	4.46 (1.58)	4.23 (1.29)	4.32 (1.51)	4.22 (1.07)	4.47 (1.34)	4.70 (1.87)	4.35 (1.37)	<i>ns</i>			
Family/household obligations	3.76 (1.27)	3.64 (1.29)	3.59 (1.33)	3.76 (1.14)	4.00 (1.38)	4.35 (0.94)	3.79 (1.26)	<i>ns</i>			
<b>Component Restrictive fisheries</b>	<b>3.47 (1.34)</b>	<b>3.95 (0.93)</b>	<b>3.79 (1.05)</b>	<b>3.43 (0.91)</b>	<b>3.23 (1.08)</b>	<b>2.89 (0.99)</b>	<b>3.52 (1.06)</b>	<b>F=5.47; 4&lt;2; p&lt;0.001</b>	<b>5,6&lt;2;3</b>	<b>0.76</b>	<b>13.4%</b>
The growth of catch & release in Icelandic rivers	3.62 (1.75)	3.78 (1.46)	3.63 (1.61)	3.08 (1.53)	2.82 (1.44)	2.87 (1.58)	3.28 (1.58)	F= 3.83; 5<2,3			
Increased use of bag limits and harvest quotas	3.42 (1.27)	3.87 (1.31)	3.82 (1.31)	3.64 (1.17)	3.51 (1.36)	3.48 (1.41)	3.66 (1.29)	<i>ns</i>			
My thoughts about catch & release fishing	3.76 (1.67)	4.34 (1.40)	4.00 (1.31)	3.68 (1.18)	3.36 (1.48)	2.62 (1.40)	3.72 (1.42)	F=6.33; 5<2; p<0.001	6<2,3,4		
Changes in fishing pressure and crowding	3.11 (1.34)	3.80 (1.09)	3.72 (1.27)	3.37 (1.22)	3.24 (1.38)	3.23 (1.34)	3.46 (1.28)	F=2.39; <i>ns</i>			
<b>Component Costs</b>	<b>2.82 (1.37)</b>	<b>2.91 (1.17)</b>	<b>2.69 (1.01)</b>	<b>2.78 (1.02)</b>	<b>2.91 (1.08)</b>	<b>2.66 (1.66)</b>	<b>2.79 (1.12)</b>	<i>ns</i>		<b>0.76</b>	<b>12.7%</b>
Costs of salmon fishing compared to what I get back	2.38 (1.68)	2.70 (1.65)	2.56 (1.45)	2.39 (1.54)	2.51 (1.61)	2.24 (1.84)	2.49 (1.57)	<i>ns</i>			

	Unknown age	35 and under	36-45 years	46-55 years	56-65 years	66 -82 years	Total	F,p	Post hoc	Cronbach alpha	Variance explained
Possibility of fishing good beats/sections/rivers	3.58 (1.21)	3.76 (1.13)	3.53 (0.83)	3.63 (1.02)	3.48 (1.13)	3.81 (1.37)	3.60 (1.06)	ns			
The cost of leasing/buying fishing rights/permits	1.85 (1.46)	1.72 (1.44)	1.59 (1.18)	1.67 (1.23)	1.97 (1.45)	1.91 (1.76)	1.75 (1.35)	ns			
Travel time to an attractive river /area	3.41 (1.55)	3.70 (1.47)	3.38 (1.39)	3.61 (1.22)	3.44 (1.15)	3.332 (1.52)	3.50 (1.33)	ns			
<b>Component work &amp; Leisure</b>	<b>3.56 (1.11)</b>	<b>3.19 (1.57)</b>	<b>3.51 (1.28)</b>	<b>3.57 (1.22)</b>	<b>3.63 (1.29)</b>	<b>3.93 (1.33)</b>	<b>3.54 (1.27)</b>	<b>ns</b>		<b>0.76</b>	<b>9.8%</b>
How much leisure time/vacation I have	3.70 (1.24)	3.47 (1.98)	3.42 (1.40)	3.70 (1.42)	3.71 (1.46)	3.95 (1.29)	3.62 (1.49)	ns			
Amount of time I work and/or study	3.38	2.91	3.60	3.45	3.56	3.91	3.46	F=2.34; ns			
	1.13	1.47	1.48	1.24	1.23	1.38	1.35	p<0.05			
<b>Component Stock status</b>	<b>3.46 (1.20)</b>	<b>3.82 (1.08)</b>	<b>3.54 (0.78)</b>	<b>3.61 (0.98)</b>	<b>3.57 (1.06)</b>	<b>3.95 (1.24)</b>	<b>3.63 (1.00)</b>	<b>ns</b>		<b>0.78</b>	<b>9.1%</b>
Changes in salmon runs	3.58 (1.21)	3.76 (1.13)	3.53 (0.83)	3.63 (1.02)	3.48 (1.13)	3.81 (1.37)	3.60 (1.06)	ns			
Changes in probability of catching fish	3.32 (1.28)	3.87 (1.22)	3.56 (0.92)	3.58 (1.17)	3.61 (1.27)	4.10 (1.26)	3.64 (1.17)	ns			
<b>Component Own ability</b>	<b>3.83 (1.05)</b>	<b>4.53 (0.88)</b>	<b>4.54 (1.07)</b>	<b>4.31 (0.89)</b>	<b>4.42 (1.26)</b>	<b>4.48 (1.13)</b>	<b>4.39 (1.05)</b>	<b>F=2.16; 1&lt;2,3</b>		<b>0.69</b>	<b>9.0%</b>
								<b>p=0.06</b>			

	Unknown age	35 and under	36-45 years	46-55 years	56-65 years	66 -82 years	Total	F,p	Post hoc	Cronbach alpha	Variance explained
My fishing skills and abilities	4.04 (1.22)	4.35 (0.97)	4.59 (1.12)	4.38 (0.97)	4.55 (1.21)	4.57 (1.21)	4.44 (1.09)	ns			
My personal health situation/fitness/mobility	3.62 (1.27)	4.77 (1.31)	4.49 (1.30)	4.24 (1.04)	4.34 (1.50)	4.22 (1.59)	4.34 (1.32)	F=2.99; 1>2,3 p<0.05			
<b><i>Variables not part of any component</i></b>											
Catch probability for large salmon	4.37 (1.47)	4.53 (1.18)	4.31 (1.18)	4.29 (0.97)	4.42 (1.09)	4.17 (1.30)	4.35 (1.14)	ns			
Length of fishing season where I would like to fish	3.48 (1.05)	3.94 (0.99)	3.92 (0.64)	3.93 (0.88)	3.98 (0.99)	4.00 (1.34)	3.91 (0.92)	ns			
My knowledge about where to buy/rent good fishing	3.62 (1.13)	4.43 (1.43)	4.35 (1.18)	4.33 (1.13)	4.13 (1.45)	4.09 (1.31)	4.24 (1.28)	ns			
My thought about whether it is right or wrong to go fishing for salmon given current stock status	3.76 (1.27)	3.89 (1.05)	4.13 (0.88)	3.90 (0.76)	4.10 (1.34)	4.45 (1.14)	4.02 (1.04)	ns			
n	24-27	45-47	77-78	92-96	64-69	21-23	324-339				67.8%

Note: Number shown as mean (SD) . Principal component analysis Rotation Method: Varimax with Kaiser Normalization.. Kaiser-Meyer-Olkin Measure of sampling Adequacy = 0.70. Bartlett's Test of Sphericity  $X^2, 153 = 1780; p > 0.001$ . Determinant  $[R] = 0.003$ . Total variance explained = 67.8%. See Appendix 4 for details about the principal component analysis. No variable loaded above 0.4 on several components. All variables loaded above 0.4, and on one single component. Four variables from the list of original variables were removed from the final solution because they loaded  $>0.4$  on more than component, or  $< 0.4$  on no component. This does not mean that they have no impact, but rather that they do not belong in a component with any of the other variables. These four deleted variables were: Catch probability for large salmon, Length of fishing season where I would like to fish, My knowledge about where to buy/rent good fishing, My thoughts about whether it is right or wrong to go fishing for salmon given current stock status. An ANOVA with subsequent Tamhane post hoc test, assumed unequal variances. The components are the mean of the variables constituting that component. Anglers evaluated how these variables influenced their fishing in the 2014 season in Iceland. Measured on a 7 point scale with labels 1= Greatly limited participation, 4= no effect, 7= Greatly enabled participation. Do not know, and Do not want to answer were also alternatives.

### 3.11 Strategies for going salmon fishing

To better see the greater picture of which strategies respondents used to start, continue or increase their salmon fishing, we reduced the variables to a set of components through a principal component analysis (Table 3.32). Of the components, we see that *Money* (budgeting/setting aside for fishing) was the strategy being most agreed upon, but only with a medium score. The component *Adapt fishing* (going to other rivers, fishing at other times) followed then with a medium score, and last, *Relationships* (negotiate with family, find new fishing buddies). Although given a low score, we note that relationships was scored higher (more agreeing) among the youngest anglers (35 and under, 36-45) than the oldest age groups (66-82). From the table, we also see that some of the componentless variables were the strategies most agreed on, such as going to less expensive rivers, and organize fishing with my own group.



Table 3.32. Strategies respondents used to start, continue or increase their salmon fishing, per age group.

	Unknown age	35 and under	36-45 years	46-55 years	56-65 years	66 -82 years	Total	ANOVA (F; p)	Posthoc	Cronbach alpha	Variance explained
<b>Component Adapt fishing</b>	<b>3.40 (1.42)</b>	<b>3.15 (1.54)</b>	<b>3.43 (1.42)</b>	<b>2.86 (1.48)</b>	<b>3.30 (1.58)</b>	<b>3.78 (2.00)</b>	<b>3.21 (1.53)</b>	<i>ns</i>		<b>0.78</b>	<b>29.9%</b>
Go to salmon rivers that are less crowded	4.65 (1.87)	3.81 (2.28)	4.38 (2.07)	3.82 (2.21)	4.63 (2.21)	5.00 (2.45)	4.24 (2.20)	F= 2.14; ns p=0.06			
Go to salmon rivers that have longer season	2.53 (1.63)	2.83 (1.76)	2.99 (1.74)	2.46 (1.84)	2.73 (2.05)	2.40 (1.96)	2.70 (1.85)	<i>ns</i>			
Go to salmon rivers that have more fish	3.18 (1.67)	3.06 (1.96)	3.05 (1.78)	2.62 (1.92)	3.13 (2.00)	3.05 (2.01)	2.95 (1.90)	<i>ns</i>			
Go salmon fishing at other times	3.24 (1.99)	2.87 (1.94)	3.38 (1.74)	2.64 (1.92)	2.70 (1.89)	4.24 (2.49)	2.99 (1.94)	F=3.05; ns p<0.05			
<b>Component Money</b>	<b>3.18 (1.54)</b>	<b>3.78 (2.07)</b>	<b>3.92 (2.01)</b>	<b>3.56 (2.23)</b>	<b>3.83 (2.23)</b>	<b>3.50 (2.40)</b>	<b>3.71 (2.13)</b>	<i>ns</i>		<b>0.86</b>	<b>22.1%</b>
Try to budget money	2.82 (1.70)	3.57 (2.26)	3.79 (2.17)	3.48 (2.38)	3.73 (2.33)	3.44 (2.46)	3.58 (2.27)	<i>ns</i>			
Set aside money to use for salmon fishing	3.53 (1.77)	4.02 (2.23)	4.04 (2.13)	3.63 (2.34)	3.88 (2.42)	3.56 (2.53)	3.83 (2.27)	<i>ns</i>			
<b>Component Relationships</b>	<b>1.91 (1.31)</b>	<b>2.62 (1.38)</b>	<b>2.34 (1.40)</b>	<b>1.89 (1.35)</b>	<b>1.91 (1.40)</b>	<b>1.55 (0.94)</b>	<b>2.09 (1.38)</b>	<b>F=3.29; 4&lt;2 p&lt;0.01</b>	<b>4&lt;2 (10% level); 6&lt;2; 6&lt;3 (10 % level)</b>	<b>0.53</b>	<b>17.2%</b>
Ask my family to share the chores	1.76 (1.44)	2.53 (1.74)	2.26 (1.70)	1.87 (1.59)	1.85 (1.55)	1.50 (1.50)	2.02 (1.63)	F=2.11, ns p=0.06			

	Unknown age	35 and under	36-45 years	46-55 years	56-65 years	66 -82 years	Total	ANOVA Posthoc (F; p)	Cronbach alpha	Variance explained
Try to find new fishing buddies	2.06 (1.52)	2.70 (1.93)	2.40 (1.87)	1.89 (1.58)	2.12 (1.81)	1.55 (1.10)	2.17 (1.75)	F= 2.18, 6<2 p=0.06		
<i>No component</i>										
Organize fishing trips with my own group	4.94 (2.19)	4.73 (2.07)	4.77 (2.02)	4.76 (2.27)	4.64 (2.34)	4.35 (2.56)	4.72 (2.20)	ns		
Go to salmon rivers in other countries	2.25 (2.02)	1.58 (1.20)	1.77 (1.55)	1.47 (1.09)	1.44 (1.11)	1.30 (0.92)	1.58 (1.30)	ns		
Release fish to avoid filling my quota	4.27 (2.49)	4.11 (2.26)	4.12 (2.37)	3.62 (2.56)	3.90 (2.39)	3.39 (2.66)	3.89 (2.43)	ns		
Use other type of fishing gear/technique	1.92 (1.49)	2.52 (1.93)	2.49 (2.00)	2.00 (1.78)	2.09 (1.85)	2.33 (1.96)	2.23 (1.87)	ns		
Go to salmon rivers that are less expensive	4.39 (2.55)	4.96 (2.15)	4.96 (1.98)	4.81 (2.27)	5.03 (2.27)	4.63 (2.59)	4.88 (2.21)	ns		
N	15-18	45-48	75-78	90-95	54-69	18-22	309-325			69.7%

Note: Number shown as mean (SD) . Principal component analysis Rotation Method: Varimax with Kaiser Normalization.. Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.70. Bartlett's Test of Sphericity  $\chi^2, 28 = 674; p > 0.001$ . Determinant  $[R] = 0.097$ . Total variance explained = 69.7%. See Appendix 4 for details about the principal component analysis. No variable loaded above 0.4 on several components. All variables loaded above 0.4, and on one single component. Five variables from the list of original variables were removed from the final solution because they loaded  $>0.4$  on more than component, or  $< 0.4$  on no component. This does not mean that they have no impact, but rather that they do not belong in a component with any of the other variables. These four deleted variables were: Organize fishing trips with my own group ; Go to salmon rivers in other countries, Release fish to avoid filling my quota, Use other type of fishing gear/technique, Go to salmon rivers that are less expensive. An ANOVA with subsequent Tamhane post hoc test, assumed unequal variances. The components are the mean of the variables constituting that component. Anglers evaluated to what extent they disagreed or agreed on the statements regarding "To start, continue or increase their participation in salmon fishing in Iceland". Measured on a 7 point scale with labels 1= strongly disagree, 7= strongly agree. Do not know, and Do not want to answer were also alternatives.

### 3.12 Ability to go fishing (self-negotiation)

Some people are better than others to overcome obstacles and be able to go salmon fishing. To measure this, we asked the respondents to rate their level of agreement to four statements. The average score on these statements indicated how good they were on overcoming obstacles for their fishing. ANOVA test showed no differences among age groups, and in general, respondents were slightly agreeing on being able to overcome obstacles.

Table 3.33. Respondents' agreement on self-negotiation statements about going salmon fishing.

	I) In the past, I have been successful in getting around the barriers to my salmon fishing			II) People I admire find ways around challenges they face when trying to go salmon fishing			III) My family and friends encourage me to participate in salmon fishing , even when there are obstacles			IV) I enjoy overcoming obstacles to my salmon fishing participation			V) Self-negotiation ((I+II+III+IV)/4)			
	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD	
1)Unknown age	12-15	14	4.64	2.50	13	3.92	2.22	15	3.73	2.05	15	4.00	2.36	12	3.97	1.94
2) 35 years and under	42-47	42	4.02	2.02	42	4.26	1.99	46	4.02	1.86	45	4.58	1.89	42	4.24	1.52
3) 36-45 years	72-79	72	4.65	1.92	72	3.97	1.91	76	4.07	1.66	78	4.53	1.89	72	4.32	1.44
4) 46-55 years	79-93	81	4.87	2.00	81	3.77	2.39	91	4.35	2.09	90	4.53	2.19	79	4.46	1.78
5) 56-65 years	58-66	60	5.06	1.90	60	4.10	2.31	66	4.24	2.31	65	4.68	2.03	58	4.61	1.71
6) 66-82 years	13-19	15	4.37	2.43	15	3.80	2.51	17	4.12	2.29	16	4.25	2.32	13	4.21	2.01
Total		2318	4.69	2.03	283	3.97	2.19	311	4.17	2.01	309	4.53	2.05	276	4.39	1.65

Note: Scale labels 1= strongly disagree, 7= strongly agree. Do not know, and Do not want to answer were also alternatives.

### 3.13 Respondents' perceived image of Iceland and Norway as salmon fishing destinations

To try to tap the Image of Norway vs Iceland as angling destinations, respondents were asked an open-ended question about which two words that came first into their mind when thinking about the image of Iceland and Norway, respectively, as salmon fishing destinations. The words were translated from Icelandic to English, whereby similar words/meanings were coded and grouped together. See Appendix 2 for the words listed. For Iceland 325 respondents listed 650 words, while for Norway, there were 490 words made up by 250 respondents.

The construct *Nature* (consisting of the words nature, beauty, landscape, scenery etc.), was mentioned by 27 % of respondents for Iceland, and 12 % for Norway (figure 1). Thereby being the most cited construct for Iceland. The related term *Clean* (words mentioned frequently: clean, pure, purity, etc) was mentioned by 12% for Iceland, adding up to 39% for these two general environment terms. That fishing is *Expensive* (words expensive, usury, costs, price) was more mentioned for Iceland (18%) than Norway (8%). Four percent mentioned greed, rich people and snobb as negative characteristics of the Icelandic fishery management as showed by the construct *Fishery management greed/rish people/snobb*. On the positive side, 8% explicitly mentioned *Good fishing* (words great, good, catch possibilities, varied) for Iceland, whereas only 2 % did so for Norway. For Norway *Big salmon* (words big fish, big salmon) came up first with 28%. For Iceland, the term Big salmon was more or less lacking with just 0.2%. Another distinct feature between the two countries was that *Salmon farming* (words lice, genetic pollution, salmon farming) and *farmed salmon* (farmed salmon) acned for 14% and 7 % for Norway while nothing in Iceland. On top of this negative associatons, *disease and pollution* (words diseases, pollution, contamination, ruined, destruction) came with 4%, and few fish with 7%. To summarize, the strong image of nature is common for both countries, and while Iceland seems to have an image of being expensive, clean and offer good fishing, Norway has few, but big salmon to offer, and also have problems with salmon farming and disease/pollution.

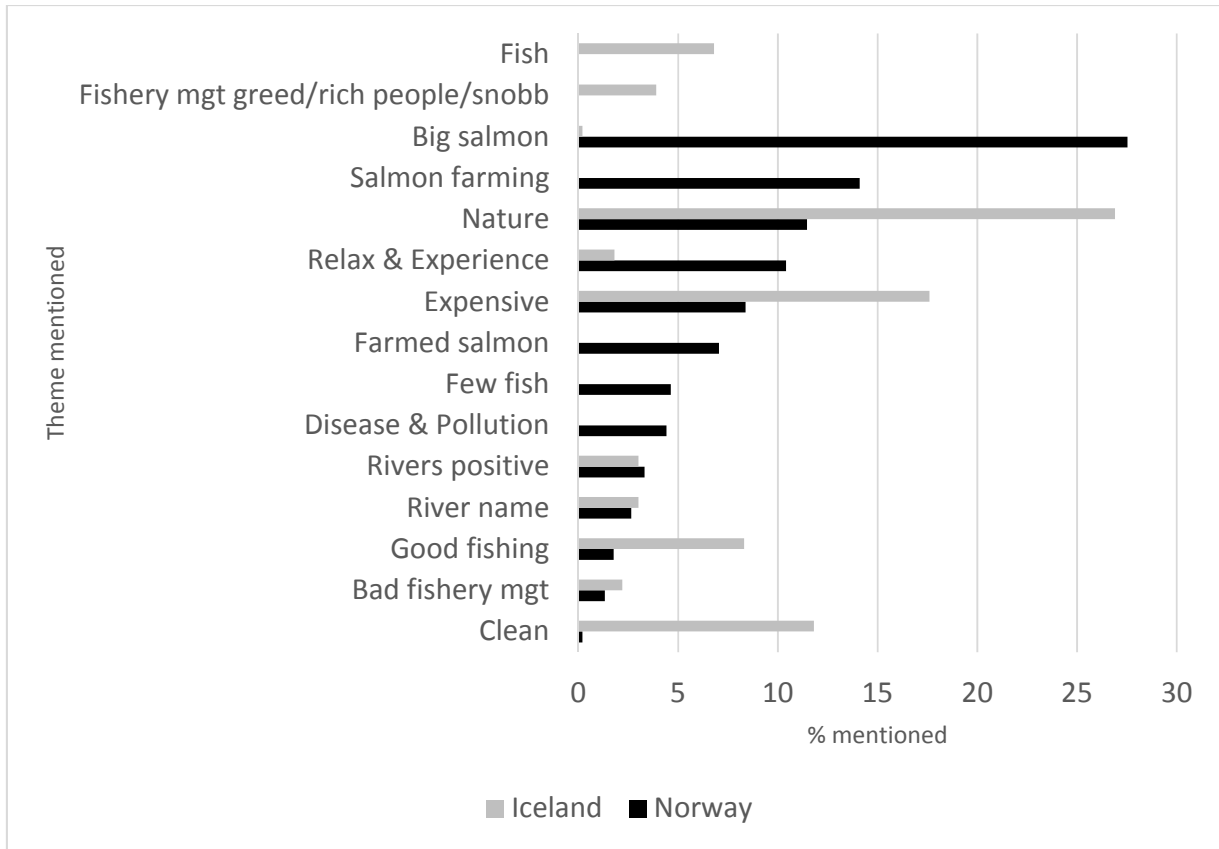


Figure 1. Icelandic anglers’ perception of Norway and Iceland as salmon fishing destinations. Percentage of anglers mentioning the listed themes.

### 3.14 Further comments about salmon fishing and management in Iceland

At the end of the survey, we asked anglers an open-ended question: 'Is there anything else you would like to tell us about salmon fishing, management of salmon stocks or your interest for this you can do this here'. The answers given (see appendix 3) was centered around fishing in Iceland being too expensive, too much use of catch & release in their opinion, and fearing that salmon farming would ruin the wild stocks.

## 4. Discussion

### 4.1 Methods, sample and demography

*Sample and future investigations.* As mentioned in the methods section, a survey would ideally try to sample a representative part of the general angler population. We were not able to do this due to financial constraints. By targeting angling club members, we did however sample those anglers doing the majority of resident salmon angling in Icelandic rivers. Not getting access to angling club's membership contact info is a concern since we lose track of number of contacts, and response rate. For future studies, we suggest sampling the general adult Icelandic population, and if angling clubs are surveyed, getting access to email list is certainly beneficial. A survey like ours does however, provide much new and needed information about preferences and behavior of the Icelandic angler, even if there might be a slight bias in our sample.

*Demography.* The average age of respondents (people over 18 years) in our sample is 48 years and 98% of them were males. How representative this is for the Icelandic salmon/trout/char angler is not clear, as we do not know the average age of the adult angler. The average angler is probably not similar to the average Icelander, but a comparison could still be done just to see. Data from Statistics Iceland (2017) show that around 31% of males age 25-64 had education at University/Collge level in 2015, compared to around 50% in our sample. Further the average annual gross income among Icelanders was 62 000 Euros in 2016 compared to around 77 000 Euros (for 2014) in our sample. We can conclude that our sample earned more and had a higher education level than the average Icelander. We then compare our figures with the membership base in Iceland's largest angling club SVFR in Reykjavik, where the average age of those above 18 are 55 years and 16% being women. Our sample is younger and has fewer women. Most likely, the angling clubs are not representative for the general angler, but constitutes the most involved anglers, - but also those probably doing most of the fishing as much salmon fishing in Iceland for Icelanders is rented out through clubs. From Norway, we know that the average angler is younger than the fishing association members. There could also be bias in terms of number of women fishing, as membership does not necessarily imply participation. We do however not know this. In the Norwegian study (Stensland et al., 2015), 7% of Norwegian respondents were women, and the average age of for Norwegians were 49 years. However, since this survey used a national register of salmon anglers, we could see that those anglers in the register were 2 years younger than those responding. These findings could imply that the average Icelandic angler is somewhat closer to the age of our respondents than the age of angling club members. We therefore did not find a reason to weight our data and adjust for bias, nor could we say how they should be weighed, as we do not know the characteristics of the total angler population.

### 4.2 Fishing experience, gear use, effort, interest, satisfaction

The participation for fishing in freshwater (river or lake) for salmon, sea trout, sea-run char or brown trout in Iceland was high among the respondents, with 92% having fished in 2014, and most of them every year for the 9 last years. For much of the fishing experience, the Icelandic respondents resemble the Norwegian salmon anglers (Stensland et al., 2015) when it comes to

number of seasons fishing for salmon. It seems that Icelanders fished fewer days, but more rivers in 2014 than Norwegians did. Our figures do not tell if anglers had fished for a specific species (e.g. salmon) the years asked about, so we cannot say how often anglers fish for e.g. salmon. This would be interesting to know, as Stensland et al. (2015) showed for Norway that many salmon anglers do not necessarily fish every year.

Icelanders had also fished more rivers in their home country throughout their career than Norwegians had. One of four anglers had fished for salmon, char or trout species outside Iceland. In comparison, less than one in five Norwegian anglers had been salmon fishing outside Norway (Stensland et al 2015). The difference can depend on fishing being expensive in Iceland and thereby more Icelanders seeking out of their nry to fish, but also that the Icelandic study also included non-anadromous trout (unlike Norway), or that the sample of anglers in our study was possibly biased. Almost every angler had tried fly fishing, and fly fishing was the most preferred gear. Like the Norwegians, you also had quite a few anglers (44% in Iceland) using other gear than fly fishing.

Around 50 % of anglers in Iceland had fished for salmon in 2014. Although salmon was the most preferred or most important species for half of the anglers across age groups, we also see a clear discrepancy among the youngest anglers (35 and under) in what they want to fish for (salmon) and what they actually end up fishing for (Brown trout). A likely explanation for this can be found in the components/variables influencing fishing participation in Iceland, where the costs associated with salmon fishing was the component having the largest constrained effect. In line with this, we also see that “self-catering” was the dominant service level in their main river – being an indication of cost level, but also probably what kind of fishing the angling club mainly offers its members.

Similar to the Norwegian sample, interest in salmon fishing was high and remained stable or increased over the period 2007-2009 to 2013-2014. Satisfaction with salmon fishing was high throughout the years 2007-2014. There seems to have been a dip in satisfaction in 2012 and 2014, which corresponds with low total catch numbers in Icelandic rivers these years (Table 1). This salmon abundance /catch influence on satisfaction levels is shown in other studies (e.g. Beardmore et al., 2011). In the Norwegian study, satisfaction however decreased over this time period, likely due to resource degradation and fishing restrictions. Since Iceland has not experienced such a stock decline, this could explain the differences in satisfaction. Likewise, we also find anglers want to go fishing more often, and that they would very likely fish again in the next 5 years.

To summarize, we can conclude that anglers in this study were very committed to their activity and that this is not something they would give up easily, similar to the Norwegian study (Stensland et al., 2015). As such, they score high in Stebbin’s (1992) serious leisure concept or Bryan’s (1977) recreation specialization theory. Although being specialized anglers, many respondents did see substitutes for salmon fishing at the same level as in Norway. While we did not ask for the substitute directly, we assume this to be other types of fishing (like trout) as revealed in Stensland et al (2015).

### 4.3 Fishing their main river

For most respondents, their main river – being the one they fished the most was a self-catering river. As in other studies (Beardmore et al., 2011; Stensland et al., 2015), the most important motivation for going fishing was about relaxing and being in nature, while consuming fish was least important but considerably more so than in Norway. We did, however, see that older anglers were more consumptive oriented than younger ones, also in line with other studies (e.g. Skullerud & Stensland, 2013). When it comes to satisfaction, we see that anglers, like in Norway, were more satisfied with fishing regulations, number of anglers on their stretch and the total fishing experience, than the number of fish they caught. Icelandic anglers being slightly on the positive side of the satisfaction scale, were however more satisfied with their catch than Norwegians, who were slightly dissatisfied. This could be due to differences in expectations, the size of runs, actual catch, and 2013 and 2014 being in general poor seasons in Norway. The results also show what Beardmore et al. (2011) argue; that while catch is not the main motivation for going fishing, satisfaction level is pretty much determined by catch.

Anglers were to some degree “place attached” to their main river, as well as the people there, similar to the Norwegian study. There were, however, many anglers that did see other rivers as being able to provide the same level and satisfaction as their main river, something probably demonstrated by Icelanders fishing on average several rivers a year and even more over their life span. The results indicate that for some “place attached” anglers, a closure or displacement (e.g. price hike) from their main river could stop them from fishing altogether, while most anglers would probably find a substitute.

### 4.4 Catch, Release – behavior, attitudes and beliefs

The respondents in our study caught on average about 3 times as many salmon as in the Norwegian study (12.5 vs. 4.4) for the last season they fished. The catch ratio, i.e. the ratio of the sample catching fish during the season, was very high for all species. As mentioned earlier, we only know the number of days Icelanders fished for any species, while we do not know how many days they spent salmlom fishing. We can see that Icelandic respondents caught more fish than Norwegians, and in a fewer number of days. This could be due to our sample being more specialized than the average Norwegian salmon angler, but probably mostly due to the higher abundance of salmon and higher catch probability in Icelandic rivers in the way they are managed with few rods per stretch.

Both mandatory (55%) and voluntarily (42%) release of salmon was more common in Iceland than among Norwegians (respectively 37%, 33%, and total 46%). This could partly be due to a higher catch ratio among anglers in Iceland, but requires further investigation, as attitudes towards C&R and consumption probably matters. Older anglers seemed to exercise voluntarily C&R less than younger anglers, in line with what Aas (2002) calls the subsistence dimension of Nordic sport fisheries. A character that would be most profound among older anglers and a legacy of earlier days.



Beliefs and attitudes towards C&R were in general favorable, similar to the Norwegian study and with very much the same response values on all 6 statements. The one exception was that Norwegians believed to a stronger degree that C&R helped protect the stocks. This could be due to the fact that stock numbers and the return from the ocean have been low for many Norwegian rivers in recent years, and hence it is evident that a released salmon would contribute to protecting stocks. In Iceland there is an abundance of salmon, thus his connection is not that evident. This explanation is supported by Stensland et al. (2013) in a study from Lakselva, Norway, where assumptions about consequences for the stocks of releasing /not releasing played a stronger role than social norms for the intention to release fish voluntarily. Although we have no data for foreign anglers in Iceland rivers, we expect them to be less consumption oriented and more in favor of C&R than Icelanders, in line with foreigners anglers in the study by Stensland et al. (2015).

#### 4.5 Factors influencing angling participation

Angler participation in Icelandic rivers in 2014 was governed by a mixture of personal (intrapersonal), social (interpersonal), and structural factors (Crawford & Godbey, 1987). These factors can either increase (“facilitators”) or limit (“constraints”) angling participation (Kuehn et al., 2013; Raymore, 2002), and could have a different impact on different segments of anglers.

It is clear from our study that the costs associated with salmon angling was the strongest constraint to angling participation for our respondents, not surprisingly given the relatively expensive fishing in Icelandic rivers. In the Norwegian study (Stensland et al., 2015), costs were a weaker constraint than in Iceland, probably due to Norwegian rivers in general being less expensive and larger, thereby being able to accommodate more anglers per km. That Norwegians in general earn more than Icelanders could also contribute to this result. The other constraints *Restrictive fisheries*, *Work & leisure*, and *Stock status* were on average all weak constraints. Although not directly comparable to components in the Norwegian study, we see some similar effects in both studies from the variables making up restrictive fisheries (i.e. C&R and quotas specifically) and work & leisure. Not surprisingly, we find that younger anglers are less constrained or even neutral to restrictive fishing regulations and C&R in particular, in line with the general attitude towards C&R found. With the variation in our study, components like Restrictive fisheries would also facilitate angling participation for some anglers. Besides the costs of fishing, there is no single factor or variable that seem to be very important for constraining or facilitating salmon angling participation in our sample. What determined angling participation the most was a mixture of structural factors (costs, stock status, restrictive fisheries, work & leisure) - like in other angling and outdoor recreation studies (Aas, 1995; Kuehn et al., 2013; Stensland, Aas, & Mehmetoglu, 2016; Walker & Virden, 2005) – but also intrapersonal factors like own ability and skills acting as a facilitator.

The strategies to negotiate through the constraints to fishing directly addressed these, with budgeting money and going to less expensive rivers as the most important strategies. These were followed by adapting their fishing (going to other rivers, fishing other times) – a response to Costs and Restrictive fisheries. Not surprisingly, the Relationship strategy (negotiate with family,

find new fishing buddies) followed last since the interpersonal component Other people was seen as neutral on the constraint-facilitator scale.

#### 4.6 Image of Iceland vs. Norway as an angling destination among Icelandic anglers

The strong image of nature is common for respondents from both countries. While Iceland has an image of being expensive, clean and offer good fishing, Norway has reputation of offering few, but big salmon. In addition, the respondents hold a relative unison impression of Norway having problems associated with salmon farming and related diseases and pollution, further affecting the angling product. These issues pose potential opportunities and challenges for both countries. Icelanders find salmon fishing expensive and this could limit recruitment to the sport, and ultimately, also engagement for salmon conservation (Granek et al., 2008). On the positive side is that most anglers see the fishing as good with many (but small) salmon, with good catch opportunities as a key image asset. What foreign anglers think about the prize of fishing and the image of Iceland we don't know from this survey, so further research is needed to get knowledge about this important group in the Icelandic salmon fishery. Most anglers had not been fishing in Norway, but they anyhow have a perception of Norway as an angling destination – and with salmon fishing being expensive in Iceland going to other countries to fish for salmon is an option for some. The size of the salmon in Norway is surely a lure to anglers, but they are perceived as few and fishing here should be seen and advertised as the chance to catch the fish of a lifetime, not catching many fish. Further salmon farming poses a challenge for the image of Norway as an attractive angling destination among these respondents. This is an issue that needs to be addressed if Norway is to develop its salmon angling tourism, through technology and practices but also in media and communication. For both destinations, it requires more research and sampling specifically of foreign anglers to get a “true” image of Norway and Iceland as salmon angling destinations across all main market segments. It is worth to note since the average angler does not exist, there is probably not one single true image of an angling destination, but several and sometimes contrasting images.

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## Appendix 1. Further comment on factors affecting your participation in salmon fishing (Q26b.)

(81 individual comments)

Orginal text (Icelandic)	Translation - English
72.ára Ellilífeyrisþegi, hættur Laxveiðum, stunda Silungsvetnin héðan af.	72 year old senior citizen, I've quit with salmon fishing and now only fish trout.
að banna veiðar á annað en flugu	To ban everything but fly fishing.
Allt of dýrt	Too Expensive.
Alltof dýr veiðileifi og þurfa að kaupa mat í veiðihúsi.	Too expensive permits and to have to buy food at the lodge.
Árið 2014 var sérlega greinilegt hvernig SVFR virðist stunda það að taka frá fjölda góðra veiðidaga fyrir fasta kúnna og fyrirtæki, sem síðan borga ekki og koma ekki ef kemur í ljós að veiði er dræm. Af einhverjum sökum lætur SVFR samt líta út fyrir að dagarnir séu seldir þótt áin sé tóm á meðan fólk sem vill veiða getur ekki keypt þessa daga, eða amk sér ekki að það sé hægt. Ég var á veiðum og dvaldi svo áfram við góða á sem SVFR sagði fullbókaða, en í reynd var enginn í ánni á miðju sumri. Það er ekki að undra þótt veiðitölur hafi verið dræmar í fyrra. Þetta er alveg ótækt og mismunun sem þarf að láta af strax, því þannig geta fleiri notið laxveiða. Það er ótækt að almenningur þurfi að borga strax en einhverjir hollvinir ekki, einmitt þeir sem keyra upp verð á veiðileyfum. Annað sem SVFR verður að laga er "fluguveiðisnobb" og blind herferð fyrir "veiða/sleppa" fyrirkomulagi. Það verður að taka tillit til aðstæðna á mismunandi svæðum og le	<p>It was very apparent in 2014 that SVFR (Reykjavik fishing union) reserve many of the best fishing days for special customers and companies, which don't pay anything for the permits and then don't show up with the fishing is bad. For some reason SVFR still says that the days are sold, even though there is nobody fishing in the river and that there are other people willing to fish and pay for those days – but can't. I was fishing, but then stayed longer by a good river SVFR said was fully booked, when really there was nobody fishing there in mid-summer. There is no wonder the numbers for caught fish were bad last year. This is absolutely unacceptable and a discrimination which has to stop – because then more people can enjoy salmon fishing.</p> <p>It is unacceptable that the public has to pay for the permits right away, but some special customers don't, the same who drive up the price. Another thing that SVFR has to fix is the "fly fishing snob" and blind campaigning of catch and release. One has to take notice of different situations and locations.</p>

Bara rugl og græðgi hjá leigutökum á á Íslandi	Just crap and greed from the renters of the rivers in Iceland
Er lamaður fyrir neðan mitti og stunda mínar lax og silungsveiðar af fjórhjóli sem eðli málsins samkvæmt, takmarkar ástundun mína frá því sem áður var.	I am paralyzed below hip, and do my salmon and trout fishing on a quadbike which, accordingly, limits my fishing from what is used to be.
Erfitt að finna góð leyfi og á ágætu verði	Difficult to find permits at an acceptable price.
Ég á ca fasta 15 veiði daga á hverju ári síðan er það vinna og konan sem valda því hvað ég kemst oft í veiði á hverju ári.	I have about 15 fishing days every year, but it is work and my wife which have a lot to say about how often I fish.
Ég hef aðgang að á, sem í gengur lax, endurgjaldslaust. Ég hef aldrei keypt mér laxveiðileyfi og er ekki svo aðframkominn af þörf fyrir laxveiðar að ég Stefni á að breyta því.	I have access to a river, which has salmon, for free. I have never bought a permit and I am not so keen on salmon fishing that that is going to change any time soon.
Ég hef á hverju ári dregið úr veiðidögum af þeirri einföldu ástæðu að ég hef ekki efni á að stunda þetta og er ég þó tekjuhár maður. Það er bara sífellt erfiðara að réttlæta kostnaðinn í kringum þetta og ég t.d fékk mér strandveiðibát til að geta veitt, kostnaður við það nemur 3 ára veiði í laxinum hjá mér. Það er því alveg ljóst að á komandi árum mun ég snúa mér meira að þeim veiðiskap en laxveiðinni þar sem þetta er á sama tíma. Strandveiðin gefur mér töluvert og ég mun því velja hana framyfir laxinn vegna kostnaðar. t.d 2015 þá hef ég ekki bókað einn einasta dag og það er alveg öruggt að ef ég fer þá verða dagarinnir mest 1-3 þetta sumarið. Sýnist að ég muni nánast hætta laxveiði á komandi árum.	I reduce my fishing every year simply because I can't afford this any more as I don't have high income. I just getting more difficult to justify the cost. I have a boat which I costed about 3 years of salmon fishing. It is clear that I am going to use the boat more as the fishing period is the same as salmon fishing (it is a special type of fishing boat which allows you to catch and sell fish at sea during the summer months). I haven't booked any permits in 2015, and if I buy any it will not be any more than 1-3 this summer. I will probable stop salmon fishing in the coming years.
Ég kaupi ekki veiðileyfi í ám þar sem á að sleppa öllum afla.	I don't buy permits in rivers with C&R.
Ég veiði mest með höndunum á einhverjum öðrum þar sem ég er leiðsögumaður í laxveiði	I mostly fish with other peoples hands – as I am a salmon fishing guide.

Ég veiði yfirleitt ekki í ám þar sem skylt er að veiða og sleppa,þó ég setji mig ekki upp á móti því að menn sleppi laxi sem ekki vilja borða hann eða veiði meira en góðu hófi gegnir eða að fiskurinn sé ekki ætur samanborið við þingvallaurriðan,en first og fremst er það verð á veiðileyfum sem er komið úr hófi fram sem ráða því að ég er nánast hættur laxveiðum og mun ekki gera veiðileyfasölum til geðs að kaupa veiðileyfi á þessum verðum:(	I usually don't fish in C&R rivers, though I am not against people releasing fish when they don't plan on eating, catch more than they need, or if the isn't eatable (as the thingvellir urred). But first and foremost is it the price of the permits which is too high and therefore ive almost stopped salmon fishing and will not please the renters by buying their overprized permits.
Fast fæði	You have to buy dinner at the lodge.
Félagsskapur, útivist og nánd bæði við nættúru og félaga mikilvægt og ómetanlegt	Company, the outdoors and nature is important and priceless.
Finnst könnunin dálítið karllæg, það eru líka til veiðikonur.	I feel that this survey is to man-focused, there are also fishing women!
fjárhagur	Money.
Fjölgun veiða og sleppa áa fjölgar dögum sem ég veiði	More C&R rivers increase the permits I buy,
hátt verð á gistingu og fæði í veiðihúsum og verð leyfana	Expensive lodges and food, and permits
Hátt verð á laxveiðileyfum og lítil laxagengd.	Expensive permits and small amount of fish
Hátt verð á veiðileyfum	Expensive permits
Hef ekki áhuga á laxveiðum	Not interested in salmon fishing
Hef unnið sem leiðsögumaður í laxveiði.	I've been working as a salmon fishing guide.
Hefur þú á síðasta veiðitímabili þínu á Íslandi.... ...veitt og sleppt laxi sem þú varst skyldugur til að sleppa vegna reglna? Þessar spurningar eru mjög óskýrar og erfitt að svara. Hvað ef ég hef ekki veitt í á sem bannað er að hirða fisk???	“Have you at your last fishing season in Iceland... C&R salmon you were forced to release because of rules and regulations?” These questions are very unclear and difficult to answer. What if I haven't been fishing in a river where you have to release the fish you catch???
Hversu oft mér er boðið að vera með á stöng	On how often somebody asks me to share a rod.
Hættur í laxveiði Veiði eingöngu silung	Stopped salmon fishing. I only fish trout.



Hættur laxveiði vegna græðgi veiðisala og landeiganda, og veiða-meíða. Það er til fullt að öðru sporti sem veitir jafnvel meiri ágnægju og lífsfyllingu en stangveiði. Vildi óska að fleiri væru á sömu skoðun, til að ásókn og þar að leiðandi verð, fjöldi stanga minnkaði.	Stopped salmon fishing because of the greed of the renters and the land owners, and because of catch-hurt. There are a lot of other activities which give me as much pleasure as salmon fishing. I wish more people would feel the same, as it would result in fewer rods and lower costs.
Íslendingar eru jaðar hópur í eigin landi þegar kemur að laxveiði. Í mörgum tilfellum eigum við ekki möguleika á veiðileyfum eða verðum að nýta okkur jaðartíma vegna kostnaðar. Í flestum ám eru Íslendingar við veiðar í byrjun veiðitímabilsins eða í lok tímans. Þetta er óásættanlegt sem veiðimaður á Íslandi. Énda hafa margir snúið sér að öðrum áhugamálum. Ég þar á meðal(golf).	Icelanders are a minority in our own nry when it comes to fishing. In many cases, we don't have a chance to buy permits and if we do we have to buy the worst days. In most cases Icelanders fish in the beginning or the ending of the season. It is unacceptable as an angler in Iceland. Therefore I have not turned to other interest, as for example golf.
Kostnaður á ýmsu veiðidóti hefur vissulega áhrf. Verðlag a stöngum og bunaði ofl vegur þungt í þessum efnun.	Cost on variour fishing equipment surly has an effect. Price on fishing permits and equipment often has a lot to say.
Kostnaðurinn er orðin óheyrilegur.Þar af leiðandi fer maður ekki í lax oft en raun ber vitni.	The cost has gotten extreme. Therefore I don't fish as much as I used to.
Kynna veiðileyfasölu betur	Introduce permitsales better.
Laxeldi í sjó mun eyðileggja vilta laxastofna á Íslandi og stórlega minnka þjóðartekjur þegar útlendingarnir hætta að koma að veiða.	Salmon farms in sea will destroy the salmon stock in Iceland, and greatly reduce the national income when the foreigners stop coming for fishing.
Laxveiðileyfin allt of HÁTT verðlögð	Permits are way too expensive.
léleg veiði. dýrt.	Bad fishing. Expensive.
Lækka verður verð á leyfum! Er komið út yfir ALLAN þjófabálk. Eins verður að stöðva fyrirætlanir um aukið laxfiskaeldi í sjó! Fáránlegt að menn/konur hafi ekki lært af fyrri tíð,og reynslu annarra landa í þeim efnun.	Lower the fishing permit prices. This has gotten out of hand. The salmon farms in sea must the stopped as well! It is redicules that men/women have not learned from the past and the experiance from other countries.

Menn verða að gæta sín við takmarkanir á agni við veiðar með því að binda veiðar eingöngu við flugur er hætta á því að eldrafólk og fólk sem er ekki með fulla líkamsburði verð út hýst þó svo að flugan sé létt þá þarf gott úthald við fluguveiðar, það er kannski fólkið sem hefur tíma og hefði gott að útiveru til að stunda veiðar og er ekki háð vinnu.	Only allowing fly fishing means that old people will not be able to fish as much as they used to, as it requires more endurance than other types of fishing. These old people have plenty of time on their hands, as they don't have to work anymore, and would really benefit from getting the fresh air.
Mér finnst galli á þessari könnun hve mikið er spurt um laxveiði. Ég stunda eingöngu silungsveiði í vötnum og þess vegna get ég ekki svarað spurningum sem snúast eingöngu um laxveiði.	I feel that this survey asks for much about salmon fishing. I only catch char in lakes, and therefore I cant answer questions that are only about salmon fishing.
Mikið af spurningum um laxveiði sem ég stunda alls ekki!	Many questions about salmon fishing, which I don't do!
Njóta lífsins	Enjoy life.
of lágur tekjur miðað við verð veiðileyfa	Too low income compared to the permit prices.
Okurverð vs veiðivon	Price too high compared to the chances of catching a fish.
Óhóflegt verð	Too expensive.
Ólétt kærasta.	Pregnant girlfriend.
samkeppni við skotveiði takmarkaði tíma minn til stangveiða	Competition between hunting and fishing limit my fishing time.
stunda ekki laxveiðar í dag	I don't do salmon fishing.
Stunda ekki Laxveiði. Ég er ekki nógu efnaður til þess. myndi gjarnan vilja fara í Lax en bánkamenn og aðrir peningakallar eru búnir að rústa því.	I don't do salmon fishing. I am not rich enough. I would really like to, but the bankers and other money-men have ruined it.
Tel flest hafa komið fram. Okur, eigingirni, stundar hagsmunir og óraunsæi flestra veiðiréttarhafa er fyrst og fremst það sem eyðileggur alla (lax)veiðíanægju fyrir almenningi. Aflabrestur eða aflatregða skiptir miklu minna máli, enda fiska bara þeir sem róa. Áráttu margra til að koma þessu sem	I feel most has been mentioned; High prices, selfishness, short term interests, and unrealistic most of those renting the rivers is what is ruining the pleasure of fishing for the public. Lack of fish is much less important, because they fish who row. The determination of many to sell all the permits to foreigners is

mest í hendur útlendinga liggur við að flokka beri undir landráð, enda á veiðiréttur einfaldlega að vera þjóðareign, sbr fiskveiði úr sjó.	on the borderline of being treason. The right to fish should belong to the nation – as fishing in the sea.
tímafaktor vegna þess að allur tíminn sem fer í silungsveiði, og þá sértaklega sjóbleikju og sjóbirtings veiði sem er nánast jafn mikilvæg og skemmtileg þó að ég hafi hakað við laxin sem mikilvægastan.	Time, because i use most of my time in char fishing. I feel that char fishing is equally fun and important as salmon fishing, even though I ranked salmon fishing higher earlier.
Veður og vatnsmagn	Weather and amount of water in the rivers.
Veiddi ekkert í fyrra vegna meiðsla	Didn't go fishing at all last year because of injury.
Veiða og sleppa er ekki áhugamál. Frekar sleppi ég veiðiferð en að veiða og sleppa.	C&R is not a hobby. I choose to stay home rather than to C&R.
Veiða sleppa er komið út í öfgar. Það eru aðrir þættir en stangveiði sem valda breytingum á fiskgengd í ár og vötn.	C&R has gotten out of hand. There are many other factors which influence amount of fish in the rivers.
Veiði ekki lax	I don't do salmon fishing.
veiði ekki lax.	I don't do salmon fishing.
Veiði gjarnan á flugur hnýttar af sjálfum mér sem eykur ánægjuna.	I often use my own flies, it gives me extra pleasure.
Veiði nánast eingöngu orðið í ám með sjálfbæru húsi og þar sem ekki er engöngu fluguveiði, vil hafa kvóta á veiðinni ekki 100% veiða og sleppa. þetta eru helstu 3 ástæður sem ég leita eftir í dag þegar ég er að ákveða hvar og hvert skal fara til veiða.	I almost only buy permits where you don't have to rent a lodge. I am only not a fan of C&R and prefer quotas. That's the 3 factors I look for when I buy permits.
Veiðileifshafar vilja sleppa fiski svo þeir geti selt ágúst og september á góðu verði fyrir þá og veiðiréttar eigendur ?. = þeir eiga réttinn og þú hefur völin.	Those renting out the rivers what out to C&R so that they can sell august and September at a high price. They have the right and you have the choice.
Veiðileyfi í Lax orðin ALLTOF dýr OG ILLA aðgengileg Íslendingum vegna GRÆÐGI veiði"RÉTTAR"eigenda!	Salmon permits are way too expensive and difficult to buy for Icelanders, because of the greed of those renting out the rivers.

<p>Veidireglur þ.e. þar sem þarf að sleppa öllum fiski í stað þess að hafa kvóta. Eins hafa aðrar reglur þá ekki breyst í þeim ám sem sleppa á öllum fiski t.d. að það sé jafnframt frjáls veiðitími innan 12 tíma, menn geti byrjað seinna, veitt lengur og stytta eða lengt í hvíld um miðjann daginn. Treysta á veiðimönnum fyrir því fyrst þeim er treystandi til að sleppa öllum fiski. Þarf að koma meira á mót við veiðimenn í stað hertra regla um fluguveiði eingöngu og sleppingar.</p>	<p>Fishing regulations, that is that you must release all the fish that you catch, instead of having quotas. The rivers that have C&amp;R have not changed other rules, such as free to utilize the 12 hours of fishing as you please, that is that you can start later and stop later in the day and rest longer or shorter if you please. If the anglers are trusted to release all the salmon they catch, then they should be trusted to use the time differently. Anglers should be met with some flexibility instead of just have stricters rules about using flies and C&amp;R.</p>
<p>Verð á laxveiði er gjörsamlega út úr kortinu</p>	<p>Salmon permits are too expensive.</p>
<p>Verð á laxveiðileyfum of há. Hef hallað mér að golfi síðustu ár.</p>	<p>Salmon permits are too expensive, I've started golfing instead.</p>
<p>Verð á veiðileyfum er of hátt</p>	<p>Salmon permits are too expensive.</p>
<p>Verð á veiðileyfum gerir það að verkum að þorri þjóðarinnar hefur ekki efni á að stunda lax og jafnvel silungsveiðar í ám. Sannfærður um að þetta sport sé á niðurleið vegna okurs.</p>	<p>Salmon permits are so expensive that a big part of the nation cannot afford salmon fishing. I am convinced that this sport is declining because of high prices.</p>
<p>Verð á veiðileyfum hefur mikið að segja og einnig veiða sleppa sem eg er ekki hrifinn af</p>	<p>Prices of the permits have a big impact, as well as C&amp;R – which I am not a fan of.</p>
<p>Verð er of hátt á veiðileyfum og of margar stangir leyfðar í hverri veiði á</p>	<p>The permits are too expensive and there are too many rods in each river.</p>
<p>Verð komið út úr kortinu fyrir venjulega Íslendinga en það er kannski það sem leigutakar vilja, að við innlendu vitleysingarnir sitjum heima og horfum öfundaraugum á erlenda aðila njóta náttúruauðlinda Íslands þar sem kaupmáttur þeirra er meiri en svo hlaupa þeir upp til handa og fóta og við erum "nýji" besti vinurinn þegar sala veiðileyfa hrynur niður meðal annars vegna verðlags og laxagengdar</p>	<p>The prices of the permits are too high for Icelanders, but that is what those renting out the rivers want; that the Icelanders sit at home and envy the foreigners who enjoy the nature in Iceland. Because they can afford it. But the Icelanders are suddenly the new best friend when the sales go down again.</p>
<p>Verð laxveiðileyfa er orðið fáránlega hátt. Ég telst hafa meðallaun og hef dregið verulega úr kaupum á laxveiðileyfum vegna síhækkandi verðs.</p>	<p>The prices of salmon permits are too high. I have average wages and have dramatically decreased the amount of permits I buy because of the prices are rising.</p>

Verð og aftur verð	High price.
Verð veiðileyfa	High price.
Verð veiðleyfa. Agn sem má nota, vil geta gripið í maðk. Fínt að hafa kvóta, vil koma með lax heim úr veiðiferð.	Prices of the permits. The lure you can use. Its fine to have quotas, I want to bring home a salmon from my fishing trips.
Verð, verð, verð.	Price, price, price.
Verðalag úr hófi, klukkuveiði og svo er bara einfaldlega afar notalegt að vera við fallett bleikjuvatn td. Þinvallavatn, engin klukka - bara víðátta og kyrrð og fegurð.	Overpriced, timed fishing. I is also very cozy to sit by a beautiful char lake, such as Lake Thingvellir: no clock and just the wilderness and beautiful nature.
Verðið á veiðileyfi í laxveiðiám útilokar að ég stundi laxveiði á Íslandi nema í ám þar sem veiðist 5 eða færri laxa á ári. Það er skammarlegt að verðið er það hátt að einginn nema ríkasta fólkið getur sett í lax.	Prices of the permits stops me from doing salmon fishing in Iceland, except rivers where you catch 5 salmons of less in a year. It is shameful that the price is so high that just those with a lot of money can afford it.
Verðlag	Price.
Verðlag er með þeim hætti að fjölskyldan getur frið í utanlandferð fyrir peninginn. Og Golfklúbbs áskrift kostar eins og 1/2 dagur í Lax. Laxá í þing silungur sem kostaði 4600 kr dagurinn 2004 kostar 34000 kr í dag. Tek ekki þátt í þessu rugli lengur	The price is so high that the whole family can go on a vacation in another nry. And a summer of golf costs the same as half a day salmon fishing. Char river, Laxá in Þingeyjarsýslu, costed 4600 a day in 2004, but costs 34000kr today.
Verðlag glórulaust	High price.
Verðlagning veiðileyfa er það sem dregur mest úr ástundun	The price.
Vill nefna það að ef ætlunin er að bæta stofnana/fjölgja fiskum, þá er kvóti/veiða sleppa ekki málið heldur að fækka stöngum í ánum.	I just want to say that if the goal with regulations such as C&R is to increase the amount of fish in the rivers, then quotas and C&R is not helping – but decreasing the number of rods in the rivers would.
Það þírrar mig hvað laxveiði er stjórnuð. Þ.e að ekki sé hægt að fara að veiða þegar mér dettur í hug sbr. gæs og rjúpa. Það þarf að borga allt fyrirfram, mæta og hlýða reglum, jafnvel um agn og hvað ég má og ekki má. svo þarf maður oft að borga fyrir rándýran mat sem er á engan hátt hluti af því að stunda	It annoys me how organized salmon fishing is. I cannot go fishing when I would like to, such as I can with geeze and grouse hunting. Everything must be paid and booked in advance. You show up and must obey some rules, such as what lures you can and can't use. Then you have to pay of expensive food

<p>veiðar að mínu mati. Ég vil fá að veiða á stöng þegar mér henntar. Geri mér grein fyrir því að þetta er langsótt en þetta pirrar mig samt.</p>	<p>which has nothing to do with salmon fishing. I want to be able to fish when I want to. I know it is farfetched, but it still annoys me.</p>
<p>Þegar ég hóf að svara þessari könnun hélt ég hana vera fyrir veiðimenn. Þegar aftur kom virðist hún aðeins fyrir laxveiðimenn!! Undarlegt að ekki skuli gert ráð fyrir því að veiðimenn sniðgangi lax og hafi yndi af t.d. bleikjuveiði í vötnum.</p>	<p>When i started answering this survey i though it was for anglers. As I answered more questions I found out that it is only for Salmon anglers!! It is weird that the survey does not take in consideration that some people only do char fishing in lakes.</p>

## Appendix 2. Perceived image of Iceland and Norway as salmon fishing destinations

Respondents were asked which two words that came first into their mind when thinking about the image of Iceland and Norway as salmon fishing destinations.

New ID/ respondent	Iceland word 1	Iceland 1 English translation	Iceland word 2	Iceland 2 English translation	Norway word 1	Norway 1 English translation	Norway word 2	Norway 2 English translatio n
62	fagra	beautiful	hreina	clean	aflabrestur	lack of fish	sjúkdómar	Diseases
66	Dýrt	Expensive	Of margar stangir	Too many rods	Alveg sama	I don't care	Alveg sama	I don't care
67	.		.	.	.	.	.	.
69	náttúra	nature	veiði	fishing	0	0	0	0
70	?		?	?	?	?	?	?
74	stutt tímabil	Short season	verðlagning	pricing	Eldislax	Farmed salmon	Stórlax	Big salmon
75	elár		bleiga	Char	nei	x	nei	x
77	dýrt	Expensive	snobb	snobb	x	x	x	x
122	náttúruvegurð	Beautiful nature	töfrar	magic	??	??	?	?
155	Náttúra	Nature	Veiðivon	Catch probability	Stór lax	Big salmon	Fiskeldi	Salmon farming

157	Ísland	Island	Ísland	Island	x	x	x	x
165	útlendingar	Foreigners	marginir	many	x	x	x	x
180	dýrt	Expensive	bruðl	extravagant	stórlax	big salmon	sýkingar	diseases
233	Dýrt	Expensive	Viðkvæmt	vulnerable	x	x	x	x
48	Kyrrlát	Quiet	fegurð	beautiful	Fegurð	Beauty	Náttúra	Nature
71	náttúran	Nature	fluguveiði	flyfishing	mjög	very	stórir	Big salmon
83	Dýrt	Expensive	Dýrara	Expensive	Eldi	farming	Stórlaxar	Big salmon
84	DÝRT	Expensive	DÝRT	EXPENSIVE	EKKERT	x	EKKERT	x
106	Dýrt	Expensive	Gaman	Fun	Laxeldi	Salmon farming	Fljót	river
107	Dýrt	Expensive	Náttúra	Nature	Stórlax	Big salmon	Náttúra	Nature
120	Pure	Expensive	Nature	Nature	Laxeldi	Salmon farming	Stórlax	Big salmon
131	Dýrt	Expensive	Náttúra	Nature	Óþekkt	unknown	Dýrt	Expensive
133	x		x	X	x	x	x	x
137	Dýrt	Expensive	laxeldi út um allt	Salmonids everywhere	eldislax	farmed salmon	eldislax	farmed salmon
162	Frabaert	Great	X	X	Storlax	Big salmon	Kola	Kola (Peninsul



								a in Russia)
166	Náttúra	Nature	Lax	salmon	Laxeldi	Salmon farming	Fegurð	Beauty
181	Tærar ár	Clear rivers	Silfraður lax	Silvery salmon	stórir fiskar	Big salmon	fiskadráp	Fish killing
183	óspillt	Unspoiled	dýrt	Expensive	Erfðamengun	genetic Contamination	stórlaxar	Big salmon
186	villt	Wild	náttúra	Nature	Dýrt	Expensive	Eldislax	Farmed salmon
190	Ósnert	untouched	Villt	wild	Eldislax	Farmed salmon	Ónýtt	Ruined /destroyed
212	Stórlax	Big salmon	náttúra	Nature	Stórlax	Big salmon	reyktur lax	Smoked salmon
232	styrkleiki	Intense	fallett	Beautiful	fiskeldi	Salmon farming	stærð	size
237	dýrt	Expensive	útvaldir	chosen	stórlax	big salmon	útlönd	abroad
246	x		x	X	x	x	x	x
249	Dýrt	Expensive	Gaman	Fun	Spennandi	exciting	Verð?	Price?
250	Landslag	Scenery	Fjölbreytni	varied	Eldisfiskur	Farmed salmon	Fortíðinn í laxveiði	Angling of the past
271	Dýrt	Expensive	Flott náttúra.	Great nature	Stórlaxar	Big salmon	Dýrt	Expensive

276	lax	Salmon	náttúra	nature	stór lax	big salmon	náttúra	nature
285	dýrt	Expensive	fallett	beautiful	x	x	x	x
298	Fallett landslag	Beautiful landscape	Ekki þéttsetið	Not crowded	Laxeldi	Salmon farming	Fækkandi fiskar	Fewer fish
299	Náttúra	Nature	Öflugur lax	Powerful salmon	Tré	Trees	Stórir laxaar	Big salmon
300	Lúxus	Luxury	Stærð	size	Fiskleysi	No fish /few fish	Fiskeldi	Salmon farming
316	óspillt	Unspoiled	fegurð	beauty	spillt	corrupt	sjókviaeldi	Marine cage farms
319	fiskur	Fish	á	river	fiskur	fish	á	river
324	Fallett	Beautiful	Dýrt	Expensive	Fallett	Beautiful	Eldisfiskar	Farmed salmon
349	Náttúra	Nature	Skemmtun	Entertainm ent	Náttúra	Nature	Tilbreiting	For a change
359	náttúra	Nature	magn	quantity	fiskeldi	salmon farming	stórir	Big salmon
363	Náttúra	Nature	Skemmtun	Entertainm ent	Laxeldi	Salmon farming	Stærð	size
365	dýrt	Expensive	lúxus	luxury	framandi	exotic	stórlax	big salmon
366	sterkur	Tough	ferskur	fresh	erfitt	difficult	náttúra	nature
375	Náttúra	Nature	kraftmikill	powerful	mannamergð	crowded	spey	Spey (casting)

376	Dýrt	Expensive	fegurð	beauty	óspennandi	unexciting	.	.
377	náttúra	Nature	sterkur fiskistofn	Strong fish stock	náttúra	nature	x	x
380	norðurá	Norðurá (River)	gljúfurá	Gljúfurá River	veit ekki	x	veit ekki	x
381	Veði	Fishing	Paradís	Paradise	Stórir	Big salmon	Fiskar	
390	Náttúra	Nature	Gleði	Fun/joy	Úff	!	Dýrt	Expensive
391	náttúran	Nature	dýrt	Expensive	stórlax	big salmon	?	?
393	Hreint	Clean	Afslöppun	Relaxing	Dýrt	Expensive	Veit ekki	X
394	Náttúran	Nature	Dýrt	Expensive	Náttúran	Nature	ódýrt	cheap
395	náttúra	Nature	hrein	clean	laxeldi	salmon farming	úrkyngun	Degeneration
397	Félagsskapur	companionship	Nátturufegurð	Natural beauty	Stórlaxar	Big salmon	Stórar ár	Big rivers
401	Ellidaár	Ellidaár River	Laxá í Adaldal	Laxá í Adaldal River	Alta	Alta (River)	oslo fjord	oslo fjord
403	Hofsá	Hofsá River	Laxá í Aðaldal	Laxá í Aðaldal River	Ekki	x	Hugmynd	x
63	hreint	Clean	náttúra	nature	stórlaxar	Big salmon	laxeldi	salmon farming

65	ofveiði	overfishing	okurverð	Expensive/ too high prices	x	x	x	x
68	?		?	?	40 pund	Big salmon (40 pound)	?	?
72	Náttúran	Nature	Okur	Expensive/ usury	verð	price	verð	price
79	Dýrt	Expensive	Vonbrigði	disappoint ment	Stórir fiskar	Big salmon	Lítill veiði	Poor catches
85	Ofmetið	Overrated	Tittir	small fish	Stór	Big salmon	Alta	Alta
87	?		?	?	?	?	?	?
88	Náttúra	Nature	Fjölbreytileiki	Varied	Eldislax	Farmed salmon	Veiðar í net	Fishing with nets
89	Náttúran	Nature	Fluguveiði	Flyfishing	Laxeldi	Salmon farming	Stórfiskar	Big salmon
90	dýrt	Expensive	dýrara	expensive	dýrt	Expensive	ómögulegt	impossibl e
94	hreint	Clean	dýrt	Expensive	fallegt	beautiful	dýrt	Expensiv e
100	Upplifun	Experience	Náttúra	Nature	Stórir fiskar	Big salmon	Mikið af fisk	Many fish
101	Selá	Selá River	Laxá (í Aðaldal)	Laxá (í Aðaldal)	?	?	?	?
102	hreinleiki	Purity	vellíðan	wellbeing	Heija	x	Norge	x

103	Hreint	Clean	Veiðivon	Chance of catching fish	Stórlaxar	Big salmon	fiskeldi	Salmon farming
104	Fegurð	Beauty	Magn	Quantity	Stórlax	Big salmon	Hrun	Collapse
105	Hreinar	Pure	ár	Rivers	Eldisfiskur	Farmed salmon	Skemmdarverk	vandalism
108	hreinleiki	Purity	smálax	Small salmon	Stórlax	Big salmon	eldislax	farmed salmon
110	Náttúra	Nature	Hálendi	Highlands	Kostnaður	Costs	stórlax	big salmon
111	Náttúra	Nature	Hreinleiki	Purity	náttúrhamfarir	natural disaster /salmon farm	laxeldi	salmon farming
112	náttúrufegurð	Natural beauty	fjölbreytileiki	Varied	Stórlax	Big salmon	náttúrufegurð	Beautiful nature
113	dýrt	Expensive	frjálts	Free/gratis	Dýrt	Expensive	Stærð	size
114	Náttúra	Nature	Ómengað	Clean	Fiskeldi	Salmon farming	Stórlax	Big salmon
115	Smálax	Small salmon	dýrt sport	Expensive sport	ofveiddir stofnar	overfished populations	léleg veiði	Poor fishing
116	átroðningur	Intrusion	græðgi	greed	stórlax	big salmon	fegurð	beauty
117	náttúra	Nature	smálax	Small salmon	stórlax	big salmon	norðmenn	Norwegian
118	góð	good	ómenguð	clean	laxeldi	salmon farming	mengað	polluted

119	Dýrt	Expensive	náttúruþerla	Beautiful nature	Náttúruþerla	Beautiful nature	laxeldi	salmon farming
126	Friðsæld	Tranquility/calmness	Fjölbreytileiki	Varied	Dýrt	Expensive	Laxeldi	Salmon farming
158	Dýrt	Expensive	traffík	traffic	tré	Trees	o	o
161	Náttúra	Nature	Aflsöppun	Relaxation	Náttúra	Nature	Aflsöppun	Relaxing
167	hreinleiki	clean	gæði	quality	stórlaxar	Big salmon	hreinleiki	purity
168	fallegt	beautiful	dýrt	Expensive	stórlax	big salmon	ferðalag	journey
171	dýrt	Expensive	gaman	fun	?	?	?	?
172	veður	price	veður	weather	stórfiskur	Big salmon	sýking	disease
185	Rán	robbery	dýrt	Expensive	eldisfiskur	farmed salmon	stór fiskur	Big salmon
187	Magn	quantity	lúxus	luxury	laxeldi	salmon farming	alta	Alta river
189	Hreinleiki	purity	Náttúra	Nature	Stórir fiskar	Big salmon	lítil veiði	Poor catches
191	Náttúrufegurð	Natural beauty	Friðsæld	Calm /tranquility	Stórlaxar	Big salmon	Fiskeldi	Salmon farming
192	Gæði	Quality	Fegurð	Beauty	Stórlax	Big salmon	Gæði	Quality
193	Dýrt	Expensive	Fjölbreytt	Varied	laxeldi	salmon farming	Stórt	Big
194	Kyrrð	Calmness	Rólegt	quiet	Stór	Big salmon	Dýrt	Expensive
195	frelsi	Freedom	frelsi	freedom	hefð	tradition	hefð	tradition

196	Hreint	Clean	óspillt	unspoiled	Fiskeldi	Salmon farming	stórfiskar	big salmon
197	Frábær	Great	Náttúra	Nature	Eldislax	Farmed salmon	Eldislax	Farmed salmon
199	engin tré	No trees	mikil veiðivon	High catch probability	stórir fiskar	Big salmon	dýrt	Expensive
213	Fjölbreytt	Varied	Ósnortið	Untouched	Stórlax	Big salmon	Eldisfiskur	Farmed salmon
215	Náttúra	Nature	dýrt	Expensive	Náttúra	Nature	peningar	Money /expensive
217	Tært	Clear	Fallegt	Beautiful	laxalús	Lice (salmon farming)	Sjókvíaeldi	Salmon farming /cage farms
219	Dýrt	Expensive	Náttúra	Nature	Eldislax	Farmed salmon	Ódýrt	cheap
241	hreinleiki	Clean	gæði	quality	fiskeldi	salmon farming	laxalús	lice
247	náttúra	Nature	hreinleiki	purity	Náttúra	Nature	Laxeldi	Salmon farming
248	Náttúra	Nature	friður	Peace /calmness	Náttúra	Nature	Laxeldi	Salmon farming
251	dýrt	Expensive	okur	Expensive/ usury	ekkert	x	ekkr	x
252	náttúran	Nature	tært vatn	clear water	stór lax	big salmon	náttúran	nature

253	Fallegt	Beautiful	Nærandi	nourishing	Stórt	Big	Margir	Many
255	x		x	x	x	x	x	x
256	Náttúra	Nature	Hreinleiki	Purity	Stórlax	Big salmon	Vatnsmagn	Many rivers
257	náttúran	Nature	kyrrðin	calmness	storfiskar		fiskeldi	salmon farming
264	náttúrufegurð	Beautiful nature	laxafjöldi	Lots of salmon	erlendis	abroad	laxafæð	Few salmon
268	Dýrt	Expensive	Náttúran	Nature	Dýrt	Expensive	náttúran	nature
269	hreinleiki	purity	fámenni	Few people	stórlaxar	Big salmon	eldislax	farmed salmon
272	náttúrufegurð	Beautiful nature	fámenni	Few people	stórlaxar	Big salmon	eldislax	farmed salmon
289	rangá	Rangá River	dýrt	Expensive	náttúra	nature	stór lax	big salmon
293	Dýrt	Expensive	rándýrt	Expensive	?	?	?	?
295	Grímsá	Grímsá River	Hofsá	Hofsá River	.	.	.	.
302	óspjölluð náttúra	Unspoiled nature	dýrt	Expensive	Stórir fiskar	Big salmon	Betra veður	Better weather
304	Dýrt	Expensive	Hreint	Clean	Lélegt	Poor (fishing)	Dýrt	Expensive
305	fjölbreytileiki	varied	sterkur	Tough	fáir	Few fish	stórir	Big salmon



306	Húseyjarkvísl	Húseyjarkvísl River	Öruggt	Safe	laxeldi	salmon farming	eyðilegging	destruction
308	privacy	Privacy	privat water	private water	stórir	Big salmon	laxeldi	salmon farming
310	okur	Expensive/usury	of miklar væntingar	too high expectations	hef ekki skoðun	x	hef ekki skoðun	x
326	Náttúra	Nature	Gaman	Fun	Stórlax	Big salmon	Skipulag	Planning
372	fjolskylda	family	afslokun	relaxation	Stórar ár	Big rivers	stórir laxar	Big salmon
378	Árnar	The rivers	Náttúran	Nature	Laxeldi	Salmon farming	stórlax	big salmon
379	Náttúra	Nature	Tærleiki	Clarity	ekkert	x	ekkert	x
382	Kyrð (Kyrð?)	Calmness	náttúran	nature	veit ekki	x	veit ekki	x
383	frelsi	freedom	best í heimi	best in the world	Dýrt	Expensive	Dýrt	Expensive
384	náttúrufegurð	Natural beauty	Kyrð	Calmness	ekkert	x	ekkert	x
392	fallegt	Beautiful	tært	clear	fiskeldi	salmon farming	drepa	killing
396	atlantshafslax	Atlantic salmon	hreint	clean	Stórlax	Big salmon	laxalús	Lice
398	Grímsá	Grímsá River	Miðfjarðará	Miðfjarðará River	Svaka dýrt	Filthy expensive	dýrt	Expensive
73	hreint	clean	vilt	wild	?	?	?	?

78	Dýrt	Expensive	Græðgi	Greed	Dýrt	Expensive	Afslöppun	Relaxing
82	hreinlæti	cleanliness	andrymi	Relax	kostnaður	costs	stórir fiskar	Big salmon
86	dýrt	Expensive	hágæða	high quality	risalaxavon	Possibility to catch big salmon	hrun	Collapse
91	Náttúrufegurð	Natural beauty	Kyrrð	Calmness	Risalaxar	Big salmon	Eldislax	Farmed salmon
92	Bleikja	Arctic Char	Urriði	Trout	Eldislax	Farmed salmon	Alta	Alta
98	Náttúra	Nature	Hreinn stofn	Pure stocks	Náttúra	Nature	Eldisfiskur	Farmed salmon
99	hreinleiki	clean	dýrt	Expensive	Alta	Alta	efðamengun	Genetic pollution
109	Náttúra	Nature	Dýrt	Expensive	Stórlax	Big salmon	Ofveiðu	overfishing
121	stýring laxveiða	Salmon management	hreinleiki	purity	laxeldi....neikvætt	salmon farming....negative	fáir en stórir laxar	few fish Big salmon
123	Laxamagn	Lots of salmon	Náttúra	Nature	Stórlaxar	Big salmon	Laxalús	Lice
125	fallegt		ósbert	untouched	x	x	x	x
127	upplifun	experience	fjölbreitni	Variety	x	x	x	x
128	einstætt	unique	paradís	Paradise	x	x	x	x
129	Góðar ár	Good rivers	hátt verð	expensive	stór lax	big salmon	vesen	problem

130	NÁTTÚRA	Nature	HREINLEIKI	PURITY	FJÖRÐUR	fjords	ÚTIVERA	Outdoor activities
144	fjölbreytni	varied	samkeppni	competition	fáir	few fish	stórir	Big salmon
147	góð laxavon	Good hope/chance for salmon	fallett umhverfi	beautiful landscape	stórlax	big salmon	dýrt	Expensive
148	Náttúra	Nature	Veður	Weather	Stórlax	Big salmon	laxalús	Lice
149	Náttúra	Nature	Fjölbreytni	Varied	Fljót	river	Stórir fiskar	Big salmon
151	dýrt	Expensive	kvóti	Quota	stórlax	big salmon	ódýrt	cheap
152	hreint	Clean	hrátt	raw	stórt	big	vegalengd	distance
153	?		?	?	?	?	?	?
154	dýrt	Expensive	sport	sport	stórt	big	lítil veiði	Poor catches
159	Ferskleiki	Freshness	Náttúrefegurð	Beautiful nature	Noregur	Norway	Noregur	Norway
160	úrval	(wide) selection	öryggi	Safe /security	náttúra	nature	stórir	Big salmon
163	snobb	Snobby	dýrt	Expensive	laxeldi	salmon farming	stórt	big
164	okur	Expensive/usury	fegurð	beauty	veit ekki	x	veit ekki	x
170	Dýrt	Expensive	Náttúran	Nature	Fjarlægð	distance	Náttúra	Nature

173	Hreinleiki	Clean	Næði	Privacy	Stórir fiskar	Big salmon	.	.
174	veiða	Fishing	sleppa	release	veiða	fishing	sleppa	Release
175	Dýrt	Expensive	Fallegt	Beautiful	Laxeldi	Salmon farming	Laxalús	Lice
177	Paradís	Paradise	Náttúra	Nature	eldisfiskur	farmed salmon	veit ekki	x
184	náttúra	Nature	dýrt	Expensive	kostnaður	costs	ásetningur	Purpose or intention
188	Frábært	great	Magnað	Thrilling	x	x	x	x
198	smálax	Small salmon	mikið af laxi	Many salmon	stórlax	big salmon	fáir laxar	few fish
201	dýrt	Expensive	snobb	snobb	ódýrt	Cheap	eðlilegt	destroyed
202	náttúra	Nature	straumvatn	Flowing river	náttúra	Nature	stórfljót	Big rivers
203	Náttúran	Nature	verð	price	stór fiskur	big salmon	stórar ár	big rivers
204	frjálsræði	Freedom of action	náttúra	nature	laxeldi	salmon farming	stórlaxar	Big salmon
205	Hreinleiki	Purity	Umhverfi	Nature/ environment	stórlax	big salmon	fiskeldi	salmon farming
206	Náttúra	Nature	félagsskapur	companion ship	Laxeldi	Salmon farming	vandræði	trouble
207	Hreinleiki	Purity	kostnaður	costs	Laxeldi	Salmon farming	Kostnaður	Costs

208	hreint	Clean	dýrt	Expensive	slátrun	Slaughter (bad mgt)	laxeldi	salmon farming
210	hreint	Clean	náttúra	nature	stórlax	big salmon	hengdir upp	Hanged up
211	Okur	Expensive/ usury	Snobb	Snobb	stórlax	big salmon	Heja Norge	Heja Norge
214	Náttúra	Nature	Frelsi	Freedom	Náttúra	Nature	Verð	Price
218	Náttúra	Nature	vatn	water	ekkert	X	ekkert	x
226	dýrt	Expensive	náttúra	nature	margir veiðimenn	many fishermen	laxeldi	salmon farming
228	fiskleysi	Fishless /no fish	ofbarðir veiðistaðir	Pools that have been heavily beaten with rods	?	?	?	?
229	Dýrt	Expensive	útlendingar	foreigners	Stórar ár	Big rivers	margir að veiða	Many fishing (possibilities)
230	Náttúran	Nature	Veiðifélagar	Fishing buddies	Nei	Nei	Nei	Nei
231	Afli	Catch	Dýrt	Expensive	Dýrt	Expensive	Náttúra	Nature
235	Beautiful nature	Beautiful nature	fjölbreytt veiðisvæði	Varied fishing areas	ekki hugmynd	No idea	ekki hugmynd	No idea

240	fegurð	Beauty	kyrrð	peacefulness	0	0	0	0
242	Hreinleiki	Purity	náttúrufegurð	Beautiful nature	Stórlaxar	Big salmon	Stórfljót	Big rivers
243	villtur stofn	Wild stock	hreinleiki	purity	?	?	?	?
244	relax	Relax	Spenna	Excitement	Stórir	Big salmon	Fáir	Few fish
245	náttúra	Nature	útivist	outdoors	stórfiskur	Big salmon	fljót	river
254	Okur	Expensive/usury	Græðgi	Greed	Ódýr	Cheap	Stórlax	Big salmon
258	Frelsi	Freedom	Náttúra	Nature	Náttúra	Nature	Stórlax	Big salmon
260	hreint	Clean	fallegt	beautiful	eldislax	farmed salmon	stórlax	big salmon
261	Falleg náttúra	Beautiful nature	Rándýr veiðileyfi	Expensive fishing/robbery	ekki	X	minna en ekki	x
262	Náttúran	Naturen	Dýrt	Expensive	Dýrt	Expensive	langt að fara	Far to travel
263	Náttúra	Nature	Hreint	Clean	Eldislax	Farmed salmon	mengað	pollution
265	náttúra	Nature	hreint	clean	náttúra	Nature	stór lax	big salmon
266	Alltofdýrt	(too) Expensive	Fegurð	Beauty	Firðir	Fjords	Fallegt	Beautiful
267	fegurð	Beauty	tært	clear	veit ekki	X	veit ekki	x

282	fiskur	Fiskur	gleði	Joy /fun	ok	Ok	ok	ok
284	Náttúra	Nature	Afslöppun	Relaxing	Stórlax	Big salmon	Frændur	uncles
292	hrein	Clean	náttúra	nature	stór	Big salmon	lax	
294	fegurð	Beauty	náttúra	nature	veit	X	ekki	x
296	dýrt	Expensive	mikið fyrir lítið	A lot for little	stórfiskar	Big salmon	dræm veiði	Slow fishing
303	dýrt	Expensive	fallett	beautiful	stórfiskur	Big salmon	moskító	mosquitoes
307	okur	Expensive/usury	nátúrefegurð	Nature beauty	nátúrefegurð	Nature beauty	eldislax	farmed salmon
309	Mikil veiði	Excellent fishing	Hreinleiki	Purity	Stórir laxar	Big salmon	Lítill veiði	Small catches
311	Náttúra	Nature	fjölbreytilegt veður	Varied weather	Náttúra	Nature	prófa eitthvað nýtt	try something new
313	okur	Expensive/usury	okur	Expensive/usury	?	?	?	?
314	veiða	Fishing	sleppa	release	fiskeldi	salmon farming	laxalús	lice
315	náttúra	Nature	fámenni	Few people	náttúra	Nature	stórfiskur	Big salmon
317	Okur	Expensive/usury	Snobb	Snobb	Stórfiskur	Big salmon	Kostnaður	Costs
322	Dýrt	Expensive	Snobb	Snobb	0	0	0	0

328	paradís	Paradís	ræningjabæli	Robbers' den	paradís	paradise	vel stjórnað	well managed
332	Hreinar ár	Clean rivers	Náttúrufegurð	Beautiful nature	þröngir dalir	narrow valleys	góðar ár	Good rivers
341	Fokdýrt	Outrageously expensive	Græðgi	Greed	Stórlax	Big salmon	Frelsi	Freedom
348	náttúra	nature	fegurð	beauty	ekkert	X	ekkert	x
350	herint vatn	Clean waters	náttúra	nature	slam	x	slam	x
351	Lúxus	Luxury	Lúxus	Luxury	Stórir fiskar	Big salmon	tja	Well...
352	Dýrt	Expensive	Okur	Expensive/usury	Ódýrt	Cheap	Sanngjarnt	fair
353	hreinleiki	purity	náttúrufegurð	Beautiful nature	náttúrufegurð	Beautiful nature	stórfiskur	Big salmon
355	Selá	Selá	Laxá í mýv	Laxá í mýv (River)	Alta	Alta (River)	Golf	Golf
358	Náttúran	Nature	Ævintýri	Adventure /great	Ekki hugmynd	No idea	Veit ekki	X
364	fjölbreytni	varied	græðgi	greed	Alta	Alta	næturveiði	Night fishing
368	náttúra	nature	hreint	clean	stórlax	big salmon	náttúra	nature
369	Verð	Price	Fegurð	Beauty	stórfiskar	Big salmon	verð	price
370	Dýrt	Expensive	Ofmetið	Overrated	?	?	?	?
371	Frábært	Great	æðislegt	Awesome /great	Stórar ár	Big rivers	stórir laxar	Big salmon



387	Villt	Wild	Græðgi	Greed	Stórlaxar	Big salmon	Stórlaxar	Big salmon
389	Náttúra	Nature	Vatnið	The water	olía	Oil	ekkert	x
399	Hreint	Clean	Dýrt	Expensive	x	X	x	x
400	:O)	:O)	:O)	:O)	:O)	:O)	:O)	:O)
80	Náttúra	Nature	frelsi	freedom	iðnaður	industry	stórt	big
81	sterk tryggðarbönd	Strong ties	tenging	connection/link	lítil veiði	Small catfishes	moskítóflugur	mosquitoes
93	x	x	x	x	x	X	x	x
95	Aðstaða	Facilities	möguleikar	Options /variety	stórbrotið	spectacular	erfiði	Hardship or hard
124	villilax	Villilax	hreinleiki	purity	eldislax	farmed salmon	erfðamengun	genetic pollution
132	Vilt náttúra	wild nature	Fjöldi fiska	Many fish	Stórlax	Big salmon	Fáir laxar	Few salmon
135	dýrt	Expensive	litlir laxar	small salmon	c	C	c	c
138	náttúran	Nature	upplifun	experience	dýrt	Expensive	fjarlægð	distance
139	Laxá í Aðaldal	Laxá í Aðaldal	Fluguveiði	Flyfishing	-	-	-	-
140	Afslöppun	Relaxing	Útivera	Outdoors	Stórir laxar	Big salmon	Náttúruvegurð	Beautiful nature
141	hreint	Clean	óspillt	unspoiled	fiskeldi	salmon farming	lús	lice

145	friður	Friður	náttúrufegurð	Beautiful nature	náttúrufegurð	Beautiful nature	stórlax	big salmon
146	Hrein	Clean	Nátúra	Nature	Lús	Lice	Laxeldi	Salmon farming
150	Sjálfbær veiði	Sustainable fishing	Hreinleiki	Purity	Fiskeldismengun	Salmon farming pollution	Eldislax	Farmed salmon
156	Náttúra	Nature	Hreinleiki	Purity	Náttúra	Nature	Fjölbreytni	Varied
169	hreinleiki	Purity	náttúran	nature	0	0	0	0
176	Hreinleiki	Purity	Náttúrufegurð	Beautiful nature	Náttúrufegurð	Beautiful nature	Erfðamengun	Genetic pollution
179	Náttúran	Nature	Dýr veiðileyfi	Expensive (fishing licenses)	Stórir fiskar	Big salmon	Auðveldara að veiða	easier access
182	Náttúra	Nature	Spenna	Excitement	NA	x	NA	x
200	Lax	salmon	Náttúra	Nature	Stór	Big salmon	Faír	Few salmon
209	dýrt	Expensive	fæði	food	flug	flight	ferðalag	x
216	hreinleiki	Purity	fegurð	beauty	stórlax	big salmon	dýrt	Expensive
220	beautiful nature	beautiful nature	Atlanshafslaxinn	Atlantic salmon	Stórlaxar	Big salmon	Stórlaxar	Big salmon
224	snobb	Snobb	græðgi	greed	0	0	0	0
225	náttúra	Nature	hreinleiki	purity	0	0	0	0

227	Frelsi	Freedom	feðurð	beauty	Mikið	A lot	stórt	big
234	dýrt	Expensive	okur	Expensive/ usury	erfðablöndun	Salmon farming (genetic mixing)	stórlax	big salmon
238	Óspjölluð náttúra	unspoiled nature	drengskapur	honour	risastórir laxar	Big salmon	laxeldismengu n	salmon farming pollution
239	Náttúra	Nature	Afslöppun	Relaxing	Náttúra	Nature	Ferðalag	Journey or trip
259	náttúran	nature	fallett	beautiful	náttúran	naturen	framandi	exotic
270	HREIN NÁTTÚRA	CLEAN NATURE	FRÍÐSEMD	Relax/ro	ÆFINTIRI	adventure	STORIR FISKAR	Big salmon
275	Græðgi	Greed	Markaðssetning	marketing	Ekki	not	Eldi	farming
277	hreinleiki	purity	fámenni	Few people	eldisfiskur	farmed salmon	stór lax	big salmon
278	Hreint	Clean	Dýrt	Expensive	Stórir laxar	Big salmon	náttúrusóðar	Nature sloths
279	ísland	Iceland	ísland	Island	noregur	Norway	noregur	Norway
281	Dýrt	Expensive	Náttúrefegurð	Beautiful nature	0	0	0	0
283	mjög dýr veiðileyfi	Very expensive fishing licenses	mjög dýr veiðileyfi	Very expensive fishing licenses	langar ekki þangað	I would not go there	langar ekki þangað	I would not go there

286	Dýrt	Expensive	Dýrt	Expensive	Ekkert	X	Ekkert	X
287	flott	Grand	?	?	Got	Spawning	flott	Grand
288	GRÆÐGISVÆ ÐING	Greed	NÍÐINGSKA PUR	Cruelty	Stórlax	Big salmon	Laxlaust	Few fish
290	Hreint	Clean	Tært	Clear	Stórir laxar	Big salmon	eldisfiskur	farmed salmon
291	Hrein(t)	Clean(t)	Náttúra	Nature	Fjöldi	Many	Veiðimanna	Anglers
297	gæði	quality	góð veiði	good fishing	veit ekki	X	veit ekki	x
301	kjós	Laxá í Kjós River	norðurá	Norðurá (river)	X	X	x	x
312	Ekkert	nothing	Ekkert	nothing	Ekkert	nothing	Ekkert	nothing
318	náttúran	nature	frjálsræði	Freedom /free	stórlaxar	Big salmon	stórár	Big rivers
320	Hreint	Clean	Fjölbreytni	Varied /diversity	Ekkert	X	ekkert	x
323	Fallegt landslag	Beautiful scenery	Gott veiðiveður	good fishing weather	X	X	x	x
325	tært vatn	clear water	fallegt landslag	beautiful scenery	Dýrt	Expensive	kostnaður	costs
327	kostnaður	Costs /expensive	kvóti	quota	X	X	x	x
330	Náttúrufegurð	Beautiful nature	Hreinleiki	Purity	X	X	x	x

331	Nátturufegurð	Beautiful nature	Upplifur	Experience	Dýrt	Expensive	Sjúkdómar	Disease
333	Náttúra	Nature	Hreinleiki	Purity	Stórlax	Big salmon	Náttúra	Nature
334	náttúra	nature	hreinleiki	purity	stór lax	big salmon	lítil veiði	Small cathes
336	borga	Pay	rándírt	Expensive /robbery	Nei	X	nei	x
337	margar laxveiðiár	Many salmon	Fallegt land	Beautiful land	ekki skoðun	No opinion	ekki skoðun	No opinion
338	Villt	wild	Hreint	Clean	Stór	Big	Dýrt	Expensive
342	náttúran	nature	kyrrð	calmness	stórlaxar	Big salmon	nátturufegurð	Beautiful nature
343	Beautiful nature	Beautiful nature	Krefjandi veiðiár	Challenging rivers	XX	XX	XX	XX
345	salmon salmon	salmon salmon	lax lax	salmon	Alta	Alta (River)	vossa	Vosso River
347	náttúra	nature	fegurð	beauty	??	??	??	??
354	Ró	Relaxing/calm	Náttúra	Nature	Ekkert	X	ekkert	x
356	0	0	0	0	0	0	0	0
357	hreint	clean	fagurt	beauty	Fagurt	Beatiful	stór lax	big salmon
360	0	0	0	0	0	0	0	0

361	Dýr	expensive	góð	good	Ódýr	Cheap	stórfiskar	big salmon
362	Falleg veiðisvæði	Beautiful fishing grounds	Góður afli	Good catch	Náttúra	Nature	Fallegar ár	Beautiful rivers
367	tærleiki	Clear /clarity	villtur stofn	Wild stock	Laxeldi	Salmon farming	lús	lice
374	Náttúran	Nature	Útiveran	Outdoor activities	Hef ekki áhuga	Not interested	Hef ekki veitt þar	Haven't been there
385	Frábært	Great	gott	good	Nei	no	kanski	maybe
386	peningagræðgi	Money greed	meiri peningagræðgi	More Money/ greed	Hum	"Humming!"	ha	"Come again"
388	Mjög góð	Very good	Afslöppun	Relaxing	Framandi	Exotic	gamall	old
64	hreint land	clean land	góð umgengni	Good conduct	fallegt land .	beautiful land	miklar ár	big (mighty) rivers
76	Kyrrð	Calmness	Náttúra	Nature	Kvíaelði	Farming in cages off shore	Mengaðar ár	Polluted rivers
96	Villtur lax	Wild salmon	Hreint vatn	Clean vatn	Stórir laxar	Big salmon	Náttúrufegurð	Beautiful nature
97	hátt verðlag	High price	hátt verðlag	High price	stórir laxar	Big salmon	fjöldi veiðimanna	Many anglers
134	náttúra	nature	hreinkleiki	Purity	?	?	?	?

136	hreinleiki	purity	nóttlaus	No night	stórt	Big	stórlax	big salmon
142	verð	price	kyrrð	calmness	veit ekki	x	veit ekki	x
143	Fjölbreytileiki	Varied	Millar	Rich people	Risafiskar	Big salmon	Eldislax	Farmed salmon
178	?	?	?	?	?	?	?	?
221	hreint	clean	vatn	water	eldislax	farmed salmon	sparsemi	thrift /cheap
222	fjölbreytileiki	varied	náttúra	nature	stórlaxar	Big salmon	mengun	pollution
223	0	0	0	0	0	0	0	0
236	x	x	x	x	x	x	x	x
273	Paradís	Paradise	Ómengað	Clean	0	0	0	0
274	rigning	rain	rok	Strong wind	x	x	x	x
280	stórkostlegt	fantastic	hugnæmt	fascinating	skítugt vatn	Dirty water (pollution)	margir veiðimenn	many fishers
321	Okur	Expensive/usury	Græðgi	Greed	Ódýrt	cheap	Aðgengi	access
329	N	N	Nn	Anon anon	Stórfiskar	Big salmon	Alta	Alta River
335	Hreinleiki.	Purity	Fegurð	Beauty	Ekkert	X	Ekkert	X
339	Hreint	Clean	Fallegt	Beautiful	bróðir minn	My brother	Geilo	Geilo
340	hreint vatn	clean water	falleg náttúra	beautiful nature	0	0	0	0

344	Frábært	Great	Snilld	Genius	Flott	Grand	Gott	good
346	okur	Expensive/usury	græðgi	greed	ekkert	x	ekkert	x
373	náttúran	nature	friðhelgi	privacy	ekki til	Does not exist	ekki til	Does not exist
402	Salmon	Salmon	Salmon	Salmon	alta	Alta River	alta	Alta river



### Appendix 3. Further comments about salmon fishing and management (Q44)

Original Icelandic text	English translation
. - Ég sá ekki að þið gerðuð ráð fyrir að fólki væri stundum boðið í laxveiði sem með öðru getur gert erfitt fyrir að svar á köflum - Ekki er gert ráð fyrir að fólk geti verið í fleira en einu stangveiðifélagi - skrítið	I feel that the survey does not take in consideration that some people get invited to salmon fishing. You also don't take into consideration that people can be a part of more than one fishing club.
Að hætta að veiða og MEIÐA, því veiði er það að enga fyrir bráð og fella og eða handsama og færa í bú,. Annað er ekki veiði og í mínum huga jaðrar við dýraníð. Við erum veiðimenn og fiskimenn í eðli okkar og ef menn hafa efni og ástæður fyrir gerfveiði þá er einfalt ráð hafið ekkert agn á línuendanum og þá er ekkert verið að meiða eða skaða, þá er gefiveiðin fullkomin ! Annað er BULL.	Stop catch and hurt, fishing/hunting is about catching our pray and bring it home to eat it. Anything else is just not hunting/fishing in my mind and could be considered animal crulity. We are by nature anglers and hunters and people have no reason for fake fishing. If you are going to fake fish then you should drop the lure at the end of the line to make it completely fake, anything else is nonsense!!!
Aðgát skal höfð. Stoppa eldisrugl. Lækka verð.	Be carefult, stop salmon farms. Lower the prices.
Allt of dýrt	Too expensive.
Allt of flókið og margir reitir að fylla út	This survey is way too complicated and difficult to fill out.
Allt, allt, allt of dýrt fyrir venjulegann launamann.	Way too expensive for normal people.
Auka eftirlit með laxeldi í sjó	Increased surveillance with salmon farms in sea
Banna laxeldi í sjó	Ban salmon farms in sea.
Banna með lögum sjókvíeldi við strandir landsins	Ban salmon farms in sea.
Breyta laxveiðini í fjölskylduvænni útivist.	Change salmon fishing to a family friendly sport.

Burt með veiða sleppa en hafa hóflegan kvóta í hverri á.	Stop C&R and have quotas instead.
Búinn með mínar laxveiðar. Silungurinn heyllar mig.	Finished with salmon fishing. Char is now my thing.
Bændur, lækkið verðið á leigunni! Veiðileyfahafar, lækkið verðið á þjónustunni í mat og gistingu.	Farmers, reduce the price of the rent. The ones renting out the rivers, reduce your prices of services and food.
Draga úr eignarétti/eignarhaldi/græðgi land"eigenda".	Reduce the owner's rights of the landowners.
Dýrt	Expensive.
Ekki rugla venjulegum laxi við ræktuðum laxi !	Do not mix natural salmon with farmed salmon
Eldi á laxi af norskum uppruna hér við land er helsti ógnvaldur íslenskra laxastofna og þar af leiðandi stórkostleg ógn við íslenskar laxveiðiár.	Norwegian salmon farms around Iceland is the greatest threat to the natural salmon stock.
Ég fer yfirleitt ekki í laxveiði að eigin frumkvæði og geri ekkert til að komast í laxveiði. Ef ég fer í lax er það til þess að rækta félagsskap við ættingja og vini sem hafa gaman af að fara stöku sinnum í laxveiði. Eins fer ég ef veiðileyfi kemur upp í hendurnar á mér á góðu verði sem ekki er unnt að hafna. Ég gleymdi einu í sambandi við veiðitölur á síðasta ári (2014): Ég veiddi 60 bleikur í Veiðivötnum.	I don't go salmon fishing on my own initiative. I just join my family and friends to enjoy their company. I also go if I get offered an fishing permit at a price I cannot refuse. About the fishing numbers above (2014): I caught 60 char in Veiðivötn
Ég myndi fylgjast betur með ef það kæmi til greina að ég stundi laxveiði á Íslandi. Þar sem ég get ekki réttlæt kostnaðinn, hugsa ég varla um laxveiðar.	I will see if I will consider salmon fishing in Iceland again. As it stands, its just too expensive to justify it.
Ég vona að ráðamenn beri gæfu til þess að koma í veg fyrir eldi á norskum laxi í Eyjafirði eins og nú stendur til. Það mun valda náttúrlegum stofnum laxfiska í Eyjafirði og nágrettaám, óafturkræfri eyðileggingu.	I hope the government stops planes about Norwegian salmon farms in Eyjafjörður. It would cause great damage to the natural stocks of salmon in the area.

Ég vona að veiðileyfasalar sjá sér fært að stilla veiðileyfum í hóf á næstu árum því margir eru að hrökklast úr veiðinni og ungvíðið er ekki eins áhugasamt þar sem lítið veiðist í þeim ám sem ekki kosta hálfan handlegginn að fá að kasta flugu í hilinn, ef fer sem horfir verða hér einungis erlendir auðmenn að veiðum innan nokkurra ára búnir að sölsa undir sig helstu veiðiár og vötn:)	I hope the prices go down again in the coming years, so that more people start salmon fishing. The cheaper river have so few fish that the young people find other things to do. Soon we will only see rich foreigners fishing in the best rivers and lakes.
Fiskeldi mun ganga frá laxveiðiám Íslands ef ekkert verður gert	Fish farming in sea will destroy the rivers in Iceland if nothing is done.
Fjölga ám með V/S fyrirkomulagi	Increase C&R.
Fjölskylda mín á silungsveiðiá sem enginn veiðir í nema ég. Efast um að ég sé í sömu aðstöðu og flestir aðrir veiðimenn. Hef gædað í laxveiði og veiði bara lax þegar mér er boðið að veiða ókeypis. Ég þarf aldrei að kaupa veiðileyfi.	My family owns a char river which I only fish in. I doubt many other are in the same position as me. I have been a guide in salmon rivers, and only do salmon fishing when I am invited. I never buy permits.
Fleiri Veiða og sleppa ár og ekkert laxeldi.	More C&R and no more fish farms.
forðumst fiskeldi í sjókvíum. mér hugnast silungveiði nánast jafn vel og laxveiði, Vel hefur tekist til við uppbyggingu ísaldarurriðastofnsins í Þingvallavatni, sem er stórkostlegur sportveiðifiskur.	Lets avoid salmon farms. I am equally found of char fishing.
Ganga vel um árnar	
Gætum okkar í laxeldisdraumum. Mengum ekki gullmolana okkar fyrir skammtímaávinning. Veiða og sleppa aðferðin sem regla er úrkynjun af verstu sort.	Lets be careful with salmon farms, do not let them ruin our rivers. C&R destroys the fish.
Hef miklar áhyggjur af fyrirhuguðu fiskeldi á Íslandi þar sem reynslan þar hefur sýnt sig að villtir fiskistofnar eru í stórhættu þegar fiskeldi er sett í sjó. Á að vera á landi.	I am worried about salmon farms in sea. They should be on land.
Hélt að þessi könnun væri meira um veiðar almennt, ekki svona mikið um laxveiði. Hefði svarað talsvert öðruvísi ef einblínt hefði verið	Too salmon focused survey.

á veiðar almennt eða spurt meira um silungsveiðar.	
Hindra þarf blöðun eldisfiska úr sjóeldi í íslenskum veiðiám.	Stop fish farms in sea.
Hinn almenni borgari hefur ekki tök á að stunda áhugamál sitt á besta tíma. Við verðum að vera á jaðartíma og er það miður.	The public does not afford prime time fishing permits and has to buy off season permits. That is not good.
Hræddur um að laxveiðin fjari út með endalausum hækkandi verði (sama hvernig veiðist ár eftir ár) og stóraukinni sókn á eldislax - sem jú, sleppur sama hvað er tautað.	I am afraid that salmon anglig will fade out with higher prices. That will increase the demand for salmon farms.
<b>HÆTTA AÐ VEIÐA SLEPPA</b>	Stop C&R.
hætta með veiða sleppa förum ekki á rjúpu með paint ball	Stop C&R. We don't hunt with paintball guns.
Hætta sleppingum á veiddum fiskum og hætta seiðasleppingum. Minna fikt í náttúrunni bætir!	Stop C&R and releasing offsprings in the rivers.
Hætta öllum áróðri gegn sjókvíaeldi á laxi.	Stop all propogande against fish farms.
Koma reglu á Þingvallavatn. Eitt veiðifélag! Banna netaveiði í Ölfusá.	Get a grip on the situation in Lake Thingvellir. Stop nets in Ölfusa River.
Komum í veg fyrir að eldisfiskur nái að spilla laxveiðiám á Íslandi með öllum ráðum. Laxveiðiár á Íslandi hafa orð á sér fyrir hreinleika og hversu náttúrlegar þær eru! Eldi í sjó við Ísland mun rústa íslenskum veiðiám á skömmum tíma! Norðmenn lentu í því og eru að gjalda fyrir það í mörgum ám. Viltir fiskistofnar eiga að njóta vafans það eru ekki til rök á móti því!	Let's stop the farmed fish from spoiling the rivers in Iceland by all cost. Salmon rives in Iceland have a reputaion for being natural and clean! Fish farms in the ocean around Iceland will ruin the fishing rivers in a short time! Norwegians did the same and they paid deerly for it in many rivers. Wild stock should be given benefit of the doubt, there is no argumentation against it!
Könnunin einbínir allt of mikið á "laxveiði"	Too salmon focused survey.
Laxeldi í sjó er hættulegur leikur manna með peningaglampu í augunum.	Fish farms in sea are dangerous and only for money.
Laxveiði á Íslandi er orðin allt of dýr og sumstaðar er verið að veiða með of mörgum stöngum í ám sem bera ekki álagið.	The permits are too expensive and in many places there are too many rods.

Laxveiði er auðlind sem almenningur á Íslandi getur ekki lengur notið vegna okurverðs á veiðileyfum.	Salmon is a resource that the public no long can enjoy because of the price.
Laxveiðileyfi of dýr.	Too expensive
Laxveiðistofna? eða laxastofna?	----- -----
leyfa allt agn og hafa kvóta og stýra þannig magni af fiski sem verður eftir á haustin til hrygningar.	Allow all types of lure. Use quotas for management.
Leyfa fólki sjálfu að meta hvort eigi að sleppa. Hætta kvóta.	Allow people to decide whether they C&R or not. Stop using quotas.
leyfin eru nógu dýr svo það er rukkað allt of hátt verð fyrir fæði og gistingu sem oft er ekki upp á marga fiska	The fishing permits are expensive enough, and then you have to also buy food and a lodge – which often has a low standard.
Lofið laxinum að vera í friði þar sem hann vill vera, lofið silungum, urriða og bleikju, að vera í friði þar sem þeir vilja vera. Ekki eyðileggja góða silungsá, hvort sem um urriða eða bleikjuá (af fáum eftir) er að ræða og reyna að gera úr henni í besta falli lélega laxveiðiá. Þökkum almættinu að græðgisáform Mývetninga (eitt af fleirum) mistókst, að eyðileggja sitt (okkar) dýrlega urriðasvæðið með laxa gengd.	Let salmon be at peace where it wants to be, and let char and trout be where it wants to be. Don't ruin a good char river by trying to make it, by best, a weak salmon river. Thank god for that the greedy people of lake Mývatn didn't succeed in destroying the great trout area with salmon
Lækka veiðileyfi	Lower the price
lækka verdid	Lower the price
Lækka verð á laxveiði, svo hægt sé að komast í veiðar á eðlilegum sumartíma.	Reduce the price so that one can buy permits in mid summer.
Lærði að bera virðingu fyrir bráðinni og vera hófsamur í veiði. Þess vegna andsstæðingur að veiða og meiða og sleppa síðan	I respect the fish, therefore i dont like C&R.
Markaðshyggjan, sífeldar stórhækkanir veiðileyfa er að fara með ánægju mína af veiði	The prices of the permits is ruining my pleasure of fishing.
Mikilvægast af öllu er að halda hreinleika laxastofnana og hlúa að þeim.	Nurish the wild stocks of salmon

Minna sjóeldi	Reduce fish farms in sea
Minnka netaveiðar	Reduce fishing with nets
mætti vera mun ódýrara að veiða lax	Too expensive
n	n
nei	no
Nei	no
NEi	no
ni	no
Od dýrt	Too expensive
Of dýr veiðileyfi og þjónusta	Too expensive
OF DÝRT	Too expensive
Ofmetið sem sést á verðmiðanum á veiðileyfum	The permits are too expensive
Óþolandi að geta ekki veitt, án þess að hafa yfir sér reglur um að veiða og sleppa	C&R is annoying.
Ríki og bær eiga styrkja stangveiði menn eins og td gert er í golfi	The government should support the anglers as they support the golfers.
Silungsveiði í straumvatni er orðin verðlögð eins og laxveiði. Allir sem ég þekki kaupa veiðikortið og ekkert annað	Char fishing in rivers is not priced as salmon fishing. All my friend now just buy a national fishing card for char lakes.
Sjá verulega lækkun á veiðileyfum svo hægt sé að stunda þetta sport að einhverju viti.	I would like to see the permit prices go down to be able to fish more.
Sjókvíaeldi ætti að banna, nema með nátturlegum fiskistofni úr nærliggjandi umhverfi.	Fish farms in sea should be banned, except with a natural stock from a river close by.
skemmtilegt sport sem íslenskir veiðimenn geta ekki stundað vegna verðs. því miður.	A fun sport, which icelandic anglers can't practice any more because of the price.
Smáatriði... en mín helsta veiðiá er silungsveiðiá. Í tveimur síðustu spurningunum sem snúa að þeirri á kemur "laxveiði" fyrir í texta spurninganna; þyrfti að laga því það kemur svoldið ankannalega út fyrir svaranda sem er að svara um	The survey is too salmon focused.

silungsveiði, þó maður átti sig nú á að um mistök sé að ræða... Þetta eru spurningarnar "Mér finnst skemmtilegra að stunda laxveiði í...osfrv" og svo "Það er engin önnur laxveiðiá...blabla...stunda laxveiði". Smáatriði í sjálfu sér, en gæti	
Spennandi könnun	Interesting survey.
Stoppa endalaus fjölgun stanga í ám	Stop the endless increase of rods per beat.
stöðvum græðgi við sölu veiðileyfa til útlendinga, og gefum þannig Íslendingum kost á að veiða hér á landi	Stop the greed, give normal Icelanders a chance to fish.
Uppáhalds flugan mín er raudur Frances með gylltum krók.	My favorite fly is red Frances with a golden hook.
Vantar meira framboð af ám án þjónustu á viðráðanlegu verði	There is need for more rivers without lodges and extra services, on a reasonable price.
Veiða og sleppa skilar sér	C&R works
Veiða og sleppa voða flott og fínt hjá ríka fólkinu, en það sjá það allir sem vilja sjá að það hefur ekki áhrif á hvort stofnar verði sterkir árið eftir eða ekki. Horfið frekar í hvort laxinn hafi nóg að éta í sjónum.	What the salmon eats in the sea has a lot bigger effect on the salmon stock next year than if the rich and famous people C&R.
veiða/sleppa er bull	C&R is nonsense.
Veiðileyfi þarf að lækka - almennt. Samstarf þarf milli Veiðréttareigenda og Stangaveiðifélaga og eða veiðileyfasala.	The prices must go down. Everyone must work together on that.
veiðum og sleppum og forðumst eldi í sjó	C&R and avoid fish farms in sea.
verð á veiðileyfum er allt of hátt og hækkar langt umfram aðrar hækkningar.	The prices are too high and rise faster than other price indexes
verðið er búið að vera of hátt of lengi	The price has been too high for too long
Verðið þarf að lækka svo maður geti veitt meira.	The price has to go down so that I can fish more
Verðin eru að detta úr takti við raunveruleikan	High price
Vernda vilt laxinn	Protect the wild salmon

x	
Það er heimska að sleppa laxi. Í öllum vatnsmeira ám verður alltaf nóg eftir af laxi til þess að halda uppi seiðavísitölu. Þegar of margir fiskar hrygna þá verða seiðin of mörg og smá og afföllin aukast vegna smæðar seiða. veiða sleppa getur átt við í smærri ám, en þar ætti frekar að setja sanngjarna kvóta. Eða fækka veiðidögum. Græðgi landeigenda og leigutaka eru komin út fyrir öll mörk. Ásamt rugluðum lögum um lax og silungsveiði.	It is stupid to C&R all salmon. In all the bigger rivers there will always be enough of salmon to sustain the salmon index. When too many fish spawn then the juveniles of many small become too many and mortality increase due to small fry. Catch and release may be good in the smaller rivers, but there should rather be set reasonable quotas. Or reduce the number of fishing days. Greedy landowners and renters are out of hand. Along distorted regulations for salmon and trout fishing.
Það er til meira en laxveiði	The are more types of angling than just salmon angling.
Það hefði mátt útbúa könnina þannig að silungsveiðimenn þyrftu ekki að þræla sér í gegnum laxa-partinn. Þið gerið ykkur grein fyrir því að 70% veiðimanna á Íslandi veiða aðeins eða oftast silungs og sleppa algjörlega laxveiðinni? Bara svona smá ábending :-)	The survey had been better if you could skip the salmon part more easily. Just a tip that most anglers in Iceland don't do salmon fishing.
Það þarf að lækka verðin á laxveiði á Íslandi	The prices need to go down
Þetta er heimskuleg könnun sem gengur út frá því að allir veiðimenn vilji bara veiða lax	This is a stupid survey which only assumes that all people catch salmon



## Appendix 4. Factor analyses statistics. Output from SPSS.

### A4.1. Constraints & facilitators to salmon angling participation

Rotated Component Matrix<sup>a</sup>

	Component					
	1	2	3	4	5	6
My family's opinion about my salmon fishing	0.847					
My friends' opinion about my salmon fishing	0.734					
Having other people to fish with	0.695					
Family/household obligations	0.660					
The growth of catch & release in Icelandic rivers		0.852				
Increased use of bag limits and harvest quotas		0.770				
My thoughts about catch & release fishing		0.765				
Changes in fishing pressure and crowding		0.626				

Costs of salmon fishing compared to what I get back		0.864			
Possibility of fishing good beats/sections/rivers		0.770			
The cost of leasing/buying fishing rights/permits		0.754			
Travel time to an attractive river /area		0.501			
How much leisure time/vacation I have			0.881		
Amount of time I work and/or study			0.863		
Changes in salmon runs				0.883	
Changes in probability of catching fish				0.858	
My fishing skills and abilities					0.786
My personal health situation/fitness/mobility					0.752

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.698
Bartlett's Test of Sphericity	Approx. Chi-Square	1779.744
	df	153
	Sig.	.000

Total Variance Explained

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.851	21.395	21.395	2.487	13.816	13.816
2	2.456	13.645	35.040	2.409	13.381	27.197
3	1.875	10.414	45.454	2.281	12.674	39.871
4	1.653	9.183	54.637	1.763	9.796	49.667
5	1.317	7.315	61.951	1.639	9.106	58.773
6	1.052	5.844	67.795	1.624	9.022	67.795

Extraction Method: Principal Component Analysis.

A4.2. Negotiation strategies for salmon angling participation

Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
Go to salmon rivers that are less crowded	0.780		
Go to salmon rivers that have longer season	0.774		
Go to salmon rivers that have more fish	0.764		
Go salmon fishing at other times	0.729		
Try to budget money		0.919	
Set aside money to use for salmon fishing		0.919	
Ask my family to share the chores			0.800

To start, continue or increase my participation in salmon fishing in Iceland, I actually... Try to find new fishing buddies		0.785
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Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 4 iterations.

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.700
Bartlett's Test of Sphericity	Approx. Chi-Square	674.475
	df	28
	Sig.	0.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.943	36.783	36.783	2.943	36.783	36.783	2.392	29.901	29.901
2	1.450	18.130	54.914	1.450	18.130	54.914	1.768	22.098	51.999
3	1.184	14.805	69.718	1.184	14.805	69.718	1.418	17.720	69.718
4	0.675	8.442	78.160						
5	0.613	7.660	85.821						
6	0.527	6.586	92.407						
7	0.367	4.584	96.991						
8	0.241	3.009	100.000						

Extraction Method: Principal Component Analysis.

## Appendix 5. Survey form in Icelandic

Könnun á stangaveiði 2014

Top of Form

Markmið könnunar og bakgrunnur

Markmiðið með þessari könnun er að afla upplýsinga um stangaveiði á Íslandi, svo sem þess hvað veiðimenn veiða mikið og hvar, hvaða agn þeir bera fyrir fiskinn og hvert viðhorf þeirra er til þess fyrirkomulags að veiða og sleppa. Fyrsti hluti könnunarinnar snýrjafnt að silungsveiði sem laxveiði, en í öðrum hluta hennar lögð sérstök áhersla á að kanna ítarlegar viðhorf stangaveiðimanna til ýmissa atriða varðandi laxveiðar. Í síðasta hluta könnunarinnar er síðan spurt um ýmis almenn atriði er varða kyn, aldur, fjölskyldustærð, menntun og tekjur.

Könnunin er hluti af umfangsmikilli samanburðarrannsókn á samhengi stangaveiða, ferðamennsku og sjálfbærni í Noregi, Alaska og Íslandi sem stýrt er af fræðimönnum við Norska háskólann í lífvísindum NMBU (háskólinn í Ási) og er að meginhluta styrkt af Rannsóknaráði Noregs. Á Íslandi eru samstarfsaðilar Viðskiptafræðideild Háskóla Íslands og Líf- og umhverfisvísindastofnun Háskóla Íslands. Spurningarnar sem á eftir fara eru ólíkar og sumar eiga ef til vill ekki fullkomlega við íslenskar aðstæður. Þar sem um alþjóðlegan samanburð er að ræða verður að gæta samræmis allstaðar þar sem spurt er. Við viljum þó benda þér á að ef þér finnst einhverjar spurningar ekki eiga við þig eða veiðimennsku þína er þér frjálst að sleppa einstökum liðum eða spurningum í heild sinni.

Hvað verður um svörin mín?

Farið verður með allar persónuupplýsingar sem trúnaðarmál og niðurstöður birtar með þeim hætti að ekki verður hægt að rekja niðurstöður til einstakra svarenda. Félagsvísindastofnun Háskóla Íslands sér um gagnaöflun og undirbúning gagna fyrir frekari vinnslu, en sjálf úrvinnslan verður er í höndum Háskóla Íslands og Norska háskólans í lífvísindum NMBU.

Þitt framlag er mikilvægt

Það tekur um það bil 20 mínútur að svara könnuninni. Við vonum að þú gefir þér tíma til þess þar sem þitt framlag skiptir máli. Við vekjum athygli á því að ef þú gerir hlé á að svara könnuninni getur þú EKKI haldið áfram síðar þar sem frá var horfið.

Þér ber ekki skylda til að svara könnuninni í heild eða einstökum spurningum. Við bendum þó á mikilvægi þess að öllum spurningum sé svarað samviskusamlega svo að niðurstöður verði sem áreiðanlegastar. Könnunin hefur verið tilkynnt til Persónuverndar.

Í lok könnunarinnar er hægt að koma með athugasemdir eða spurningar en einnig er hægt að senda spurningar beint til dr. Sveins Agnarssonar, dósents við Viðskiptafræðideild Háskóla Íslands á netfangið sveinnag@hi.is. Sveinn vinnur rannsóknina í samráði við dr. Gunnar Þór Jóhannesson dósent í land- og ferðamálafræði við HÍ og dr. Friðrik Larsen lektor í viðskiptafræði við HÍ.”

Með fyrirfram þökk fyrir þitt framlag til þessarar rannsóknar.

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[Allir spurðir]

Sp 1: Hvaða ár fórst þú síðast í lax- eða silungsveiði á Íslandi (lax, sjóbirtingur, sjóbleikja eða ósjógenginn silungur)?

- 2011 eða fyrr
- 2012
- 2013
- 2014
- Ég hef aldrei veitt lax, sjóbirtingur, sjóbleikju eða ósjógenginn silung á Íslandi

Sp 2. Á hverjum af eftirtöldum árum fórst þú í lax- eða silungsveiði í ám eða vötnum á Íslandi? Vinsamlegast merktu við öll árin sem þú fórst í veiði.



	2006 eða fyrr	2007	2008	2009	2010	2011	2012	2013	2014
Fór í veiði	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

---

[Allir spurðir]

Sp3: Síðast þegar þú fórst í veiði á Íslandi, hvers konar veiði stundaðir þú? Vinsamlegast merktu við sem við á

- Lax
- Sjóbirting
- Sjóbleikju
- Ósjógenginn silgung (urriða/bleikju)

---

[Allir spurðir]

Sp 4: Hverja af eftirfarandi tegundum finnst þér mikilvægast að geta veitt í íslenskum ám og vötnum? (Vinsamlega merkið aðeins við einn svarmöguleika)

- Lax
- Sjóbirting
- Sjóbleikju
- Ósjógenginn silgung (urriða/bleikju)

---

[Allir spurðir]

Sp 5: Hversu marga laxa / sjóbirtinga / sjóbleikjur / ósjógenginn silung hirtir þú eða slepptir á síðasta veiðitímabili á Íslandi?

	Fjöldi hirtur	Fjöldi sleppt	Tegund var ekki til staðar í ám eða vötunum þar sem ég veiddi
Lax	_____	_____	<input type="checkbox"/>
Sjóbirtingur	_____	_____	<input type="checkbox"/>
Sjóbleikja	_____	_____	<input type="checkbox"/>
Ósjógenginn silungur (urriði og bleikja)	_____	_____	<input type="checkbox"/>

---

[Allir spurðir]

Sp 6: Hefur þú farið í lax- eða silungsveiði í ám eða vötnum (lax, sjóbirtingur, sjóbleikja eða ósjógenginn silungur) í öðrum löndum en á Íslandi. Teldu einnig með sömu tegundir úr Kyrrahafi.

Já

Nei

---

[Aðeins þeir spurðir sem setja já við sp6]

Sp 7: Merktu við öll önnur lönd/svæði þar sem þú hefur veitt í ám eða vötnum á veiðiferli þínum?

Noregur

Danmörk

Svíþjóð

Finnland

Kola skaginn, Rússland

- Bretlandseyjar
  - Írland
  - Atlantshafsströnd Norður Ameríku
  - Kyrrahafsströnd Norður Ameríku
  - Kyrrahafsströnd Rússlands
  - Annað: \_\_\_\_\_
- 

[Allir spurðir]

**Sp 8a** Að síðasta ári meðtöldu, í hversu mörg ár hefur þú stundað laxveiði á Íslandi? \_\_\_\_\_

[Allir spurðir]

**Sp8b.** Í hve mörgum laxveiðiám hefur þú veitt síðan þú byrjaðir að stunda stangveiði hérlandis ?  
Um það bil \_\_\_\_\_

[Aðeins þeir spurðir sem svara Sp6=Já]

**Sp8c** Í hve mörgum laxveiðiám hefur þú veitt erlendis? Um það bil \_\_\_\_\_

---

[Allir spurðir]

**Sp9a:** Hversu marga daga veiddir þú á síðasta virka laxveiðitímabili þínu á Íslandi? (Ef þú veiddir aðeins í nokkrar mínútur einhvern daginn telst það samt sem áður sem einn dagur að veiðum). Um það bil \_\_\_\_\_

[Allir spurðir]

**Sp9b:** Hver var fjöldi áa sem þú veiddir í á síðasta virka laxveiðitímabili þínu á Íslandi? Um það bil \_\_\_\_\_

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[Aðeins ef sp6=já]

Sp10. Á hverjum af eftirtöldum árum fórst þú í veiði í öðrum löndum en á Íslandi (lax, sjóbirtingur, sjóbleikja eða ósjógenginn silungur). Merktu við allt sem við á.

	2006 eða fyrr	2007	2008	2009	2010	2011	2012	2013	2014
Ár	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

---

[Allir spurðir]

Sp11: Hversu marga daga fórst þú í veiði á Íslandi á árunum 2007-2014?

Skráðu fjölda daga fyrir aftan hvert ártal.

Ár	Fjöldi daga	Fór ekki í veiði þetta ár
2014		
2013	_____	<input type="checkbox"/>
2012	_____	<input type="checkbox"/>
2011	_____	<input type="checkbox"/>
2010	_____	<input type="checkbox"/>
2009	_____	<input type="checkbox"/>
2008	_____	<input type="checkbox"/>
2007	_____	<input type="checkbox"/>

---

Veiðiútbúnaður og veiðifélagar

[Allir spurðir]

Sp 12: Hvers konar veiðibúnað notaðir þú þegar þú stundaðir laxveiðar á síðasta veiðitímabili þínu á Íslandi? (Vinsamlega merktu við fleira en eitt svar ef þú notaðir margs konar útbúnað)

- Spúnn
  - Spinner
  - Devon
  - Maðkur með sökku,
  - Maðkur án sökku,
  - Fluga
  - Fluga með flotholti
  - Annars konar útbúnað, hvers konar?: \_\_\_\_\_
- 

[Allir spurðir]

Sp13. Ef þú ættir að velja eina tegund veiðibúnaðar í laxveiði á Íslandi, hvað myndir þú velja?

- Spún (Spoon/devon)
  - Maðk
  - Flugu
  - Flugu með kaststöng
  - Annars konar útbúnað, hvers konar?: \_\_\_\_\_
- 

[Allir spurðir]

Sp14. Þegar þú ferð í laxveiði á Ísland ferðu þá oftast ein/n eða ferðu með veiðifélaga?

Vinsamlega merktu við eitt svar

- Einn
  - Með maka og/eða börnum
  - Með vinum og/eða ættingum
  - Með viðskiptafélögum
  - Um það bil jöfn skipting þeirra valkosta sem gefnir eru að ofan.
  - Annað, hvað? \_\_\_\_\_
- 

#### Veiða og sleppa

Á mörgum svæðum, hafa stofnar villtra laxa, sjóbirtings, sjóbleikju og ósjógengins silungs minnkað. Til að viðhalda veiði hafa veiðireglur (stærðarmörk, aflakvóti) verið settar sem stuðla að því að fleiri fiskum er gjarnan sleppt.

[Allir spurðir]

Sp15. Hefur þú á síðasta veiðitímabili þínu á Íslandi...

	Já	Nei
...veitt og sleppt LAXI sem þú varst skyldugur til að sleppa vegna reglna ?	<input type="checkbox"/>	<input type="checkbox"/>
...veitt og sleppt LAXI sem þú hefðir mátt hirða?	<input type="checkbox"/>	<input type="checkbox"/>
...veitt og sleppt SJÓBIRTINGI/SJÓBLEIKJU sem þú varst skyldugur til að sleppa vegna reglna ?	<input type="checkbox"/>	<input type="checkbox"/>
...veitt og sleppt SJÓBIRTINGI/SJÓBLEIKJU sem þú hefðir mátt hirða?	<input type="checkbox"/>	<input type="checkbox"/>
...veitt og sleppt ÓSJÓGENGNUM SILUNGI sem þú varst skyldugur til að sleppa vegna reglna ?	<input type="checkbox"/>	<input type="checkbox"/>
...veitt og sleppt ÓSJÓGENGNUM SILUNGI sem þú hefðir mátt hirða?	<input type="checkbox"/>	<input type="checkbox"/>

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[Allir spurðir]

Sp16. Ertu sammála eða ósammála eftirfarandi staðhæfingum um að veiða og sleppa laxi, sjóbirtingi, sjóbleikju eða ósjógengnum silungi.

	Mjög ósammála						Mjög sammála
	1	2	3	4	5	6	7
Að sleppa fiski sem ég hefði getað haldið er sóun á mat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Það er grimmdarlegt gagnvart fiski að sleppa honum eftir að hann er veiddur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Að sleppa fiski stuðlar að verndun fiskistofna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ég veit hvernig á að standa að því að sleppa fiski þannig að fiskurinn hljóti ekki skaða af	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flestir veiðimenn standa rétt að því að sleppa fiski og lágmarka áverka á fisknum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiskur sem er sleppt, lifir oftast og hrygnir eftir hefðbundna töku ef rétti er staðið að sleppingu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Áhugi á laxveiði

[Allir spurðir]

Sp 17: Hvernig myndir þú skilgreina áhuga þinn á laxveiðum?

	Hef ekki áhuga						Mjög áhugasamur
	1	2	3	4	5	6	7
Hversu áhugasamur ert þú um laxveiðar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Allir spurðir]

Sp 18. Hversu mikilvægar voru laxveiðar samanborið við önnur áhugamál þín á tímabilunum 2007-2009, 2010-2012 og 2013-2014?

	Ekki mikilvægt áhugamál	Eitt af mörgum áhugamálum	Þriðja stærsta áhugamál mínum	Næst stærsta áhugamál mitt	Mitt stærsta áhugamál
	1	2	3	4	5
2007-2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2010-2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2013-2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



[Allir spurðir]

Sp19: Þegar á heildina er litið, hversu ánægð/ur eða óánægð/ur ert þú með upplifun þína af laxveiðiferðum og laxveiði á Íslandi á eftirfarandi tímabilum? Ath tímabil - ár

	Mjög óánægð/ur						Mjög ánægð/ur	
	1	2	3	4	5	6	7	
2007-2009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2010-2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2013-2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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[Allir spurðir]

Sp 20: Þegar þú lítur til fjölda laxveiðidaga þinna á Íslandi árið 2014 (líka ef veiði var ekki stunduð), hversu sammála eða ósammála ertu eftirfarandi fullyrðingum um laxveiði þína í framtíðinni?

	Mjög ósammála						Mjög sammála	
	1	2	3	4	5	6	7	
Ég ætla að fara oftar í laxveiði á Íslandi árið 2015 ef ég hef tækifæri til	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ég geri ráð fyrir að fara oftar í laxveiði á Íslandi árið 2015	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ég mun stunda laxveiði oftar á Íslandi árið 2015 ef fjölskylda og vinir vilja koma með	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Mjög ósammála							Mjög sammála
1	2	3	4	5	6	7	

Ég mun fara í laxveiði á Íslandi að minnsta kosti einu sinni á árunum 2015-2019

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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[Allir spurðir]

Sp 21: Hversu sammála eða ósammála ertu eftirfarandi fullyrðingu:

Mjög ósammála							Mjög sammála
1	2	3	4	5	6	7	

Það er ekkert annað áhugamál sem getur veitt mér jafn mikla ánægju og laxveiðar?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## Helsta veiðiá

Í þessum hluta könnunarinnar er spurt um þína helstu veiðiá eða veiðisvæði sem þú veiddir oftast í á síðasta veiðitímabili þínu.

[Allir spurðir]

Sp 22: Mín helsta veiðiá/veiðisvæði er:

- Laxveiðiá án þjónustu
  - Laxveiðiá með fullri þjónustu
  - Silungsveiðiá/svæði án þjónustu
  - Silungsveiðiá/svæði með fullri þjónustu
  - Á ekki við/veit ekki
  - Vil ekki svara
- 

[Allir spurðir nema þeir sem svöruðu Sp22= Á ekki við og vil ekki svara

Sp 23: Við viljum gjarnan vita ástæður þess að þú veiddir í þinni helstu veiðiá/veiðisvæði á síðasta veiðitímabili. Vinsamlegast merkið við hversu mikilvægir eftirfarandi þættir voru við val þitt

	Alls ekki mikilvægt						Mjög mikilvægt
	1	2	3	4	5	6	7
Að veiða stóran fisk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Að ná tökum á ákveðinni veiðiaðferð	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Að upplifa krefjandi glímu við fiskinn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Alls ekki mikilvægt						Mjög mikilvægt
	1	2	3	4	5	6	7
Að veiða sem flesta fiska	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Að veiða fisk til að eiga í frysti utan veiðitímabilsins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Til að veiða nýjan fisk fyrir máltíð með fjölskyldu/vinum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Að upplifa náttúruna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Afslöppun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Að komast í burtu frá hversdagsleikanum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Að gera eitthvað með fjölskyldunni	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Félagsskapur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vera með vinum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Allir spurðir nema þeir sem svöruðu Sp22= Á ekki við]

Sp 24: Hversu ánægður eða óánægður varst þú með eftirfarandi þætti í þinni helstu veiðiá á Íslandi síðasta veiðitímabil sem þú veiddir þar:

	Mjög óánægður						Mjög ánægður
	1	2	3	4	5	6	7
.... veiðireglurnar?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.... fjölda veiðimanna í þínu holli?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Mjög óánægður						Mjög ánægður
	1	2	3	4	5	6	7
... fjölda veiddra fiska?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.... upplifun af veiðinni?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Allir spurðir nema þeir sem svöruðu Sp22= Á ekki við]

Sp 25: Þegar litið er til tengsla þinna við þína helstu veiðiá sem veiðistað og stað til að dvelja á, hversu sammála eða ósammála ertu eftirfarandi fullyrðingum

	Mjög ósammála						Mjög sammála
	1	2	3	4	5	6	7
Ég er mjög tengdur minni helstu veiðiá	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ég hef sérstaka tengingu við mína helstu veiðiá og fólkið sem veiðir þar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mér finnst skemmtilegra að stunda laxveiði í minni helstu veiðiá en í öðrum ám	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Það er engin önnur laxveiðiá sem gæti veitt mér meiri ánægju en mín helsta veiðiá þegar ég stunda laxveiðar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Þættir sem takmarka eða auðvelda

Spurningar í þessum hluta fjalla um þætti sem geta takmarkað eða auðveldað þér að stunda laxveiði á Íslandi.

[Allir spurðir]

Sp 26a: Að hvaða leyti takmörkuðu eða auðvelduðu eftirfarandi þættir þér að stunda laxveiði í ám sem vöktu áhuga þinn á Íslandi árið 2014?

	Takmarkaði mikið ástundun laxveiði			Hafði engin áhrif			Auðveldaði mikið ástundun laxveiði
	-3	-2	-1	0	1	2	+3
Vinna og/eða nám	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hversu mikið sumarfrí eða frítíma ég hef	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Verð á veiðileyfum/veiðirétti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kostnaður við laxveiði samanborið við hvað ég fæ út úr laxveiðum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lengd ferðalaga til eftirsóknarverðra veiðiáa/veiðisvæða	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Möguleikar á því að veiða á góðum veiðisvæðum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Breytingar í laxagöngum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minnkandi eða aukin veiðivon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Líkur á því að veiða stórlax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fjölgun áa þar sem tekið hefur verið upp veiða og sleppa fyrirkomulag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fjölgun áa með kvóta á dagsveiði á stöng	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Breytingar á veiðiálagi og fjölda veiðimanna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Takmarkaði mikið ástundun laxveiði			Hafði engin áhrif			Auðveldaði mikið ástundun laxveiði
	-3	-2	-1	0	1	2	+3
Lengd veiðitímabils þar sem ég vil veiða	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Þekking mín á því hvar hægt sé að kaupa/leigja veiðileyfi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mín eigin heilsa/þrek/hreyfigeta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hversu góður veiðimaður ég er	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viðhorf mín til þess hvort rétt eða rangt sé að veiða lax með hliðsjón af stöðu stofnstærðar laxa.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viðhorf mín til þess að veiða og sleppa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fjölskyldu- og/eða heimilisaðstæður	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Að hafa einhvern til að veiða með	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skoðanir fjölskyldunnar á laxveiðum mínum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skoðanir vina á laxveiðum mínum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[

Allir spurðir]

Sp 26b: Ef þú vilt nefna aðra þætti sem höfðu áhrif á ástundun laxveiði þá máttu gjarnan nefna þá hér að neðan:

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[Allir spurðir]

Sp 27: Hér að neðan eru dæmi um nokkur atriði sem komið gætu í veg fyrir laxveiði þína á Íslandi. Vinsamlegast merktu við hversu sammála eða ósammála þú ert hverri af eftirfarandi fullyrðingum. Til þess að stunda laxveiði á Íslandi, reyni ég að ...

	Mjög ósammála						Mjög sammála
	1	2	3	4	5	6	7
Finna nýja veiðifélaga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biðja fjölskyldu mína um að hliðra til með heimilisverkin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skipuleggja veiðiferðir með mínum eigin veiðihóp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Veiða í laxveiðiám í öðrum löndum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Veiða í laxveiðiám sem gefa meiri afla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Veiða í laxveiðiám sem hafa lengra veiðítímabil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Veiða í laxveiðiám þar sem eru færri veiðimenn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



	Mjög ósammála						Mjög sammála
	1	2	3	4	5	6	7
Fara á öðrum tíma í laxveiðar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sleppa laxi til að halda mig innan kvóta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nota önnur veiðarfæri og/eða aðrar veiðiaðferðir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gera fjárhagsáætlun þar sem gert er ráð fyrir veiði	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leggja pening til hliðar fyrir laxveiðar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Veiða í laxveiðiám sem eru ódýrari	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Allir spurðir]

Sp 28: Hversu sammála eða ósammála ert þú eftirfarandi fullyrðingum um hindranir fyrir ástundun laxveiði Íslandi.

	Mjög ósammála						Mjög sammála
	1	2	3	4	5	6	7
Áður fyrr hefur mér tekist að yfirstíga hindranir til að stunda laxveiðar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fólk sem ég lít upp til, finnur leiðir til að yfirstíga hindranir þegar það ætlar að stunda laxveiði	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fjölskylda mín og vinir, hvetja mig til að stunda laxveiðar, jafnvel þegar það eru hindranir til staðar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Mjög ósammála					Mjög sammála	
	1	2	3	4	5	6	7
Ég hef ánægju af því að yfirstíga hindranir til að geta stundað laxveiði	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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[Allir spurðir]

Hvaða tvö orð koma fyrst upp í hugann þegar þú hugsar um **ímynd Íslands** sem áfangastaðar fyrir laxveiði?

Sp 29a: Fyrsta orð (Ísland): \_\_\_\_\_

Sp 29b: Annað orð (Ísland): \_\_\_\_\_

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[Allir spurðir]

Hvaða tvö orð koma fyrst upp í hugann þegar þú hugsar um **ímynd Noregs** sem áfangastaðar fyrir laxveiði?

Sp 30a: Fyrsta orð (Noregur) \_\_\_\_\_

Sp 30b: Annað orð (Noregur) \_\_\_\_\_

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**Bakgrunnur**

Nú koma bakgrunnsspurningar, það eru almennar spurningar um heimilisaðstæður, tekjur, aldur og önnur atriði sem talin eru hafa áhrif á tómskundaiðkun fólks

[Allir spurðir]

Sp 31 Í hvaða stangaveiðifélagi ert þú?

Ármönnum

- Stangaveiðifélagi Akraness
- Stangaveiðifélagi Akureyrar
- Stangaveiðifélagi Hafnarfjarðar
- Stangaveiðifélagi Keflavíkur
- Stangaveiðifélagi Patreksfjarðar
- Stangaveiðifélagi Reykjavíkur
- Stangaveiðifélagi Selfoss
- Stangaveiðifélagi Siglirðinga
- Stangaveiðifélaginu Stakkur
- Stangaveiðifélaginu Flúðir
- Öðru félagi
- Ekki í neinu félagi

[Allir spurðir]

Sp 32: Hvert er fæðingarár þitt? \_\_\_\_\_

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[Allir spurðir]

Sp 33: Kyn

- karl
  - kona
- 

[Allir spurðir]

Sp34:Hjúskapur

- Einhleyp(ur)

- Í hjónabandi/sambúð
- Fráskilin(n)
- Ekill/ekkja
- Í sambandi en búum ekki saman

Bottom of Form

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[Aðeins spurðir sem svara Sp33=í hjónabandi/sambúð]

Sp 35: Aldur maka, sambýlismanns/konu \_\_\_\_\_

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[Allir spurðir]

Sp 36: Hveru margir búa á heimili þínu að þér meðtöldum? \_\_\_\_\_

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[Allir spurðir]

Sp 36a: Búa börn yngri en 17 ára á heimilinu

Ef já, hversu mörg? \_\_\_\_\_

[Aðeins spurðir sem svara sp36 að börn búi á heimili]

Sp 36b: Hver er aldur yngsta barns sem býr á heimilinu \_\_\_\_\_

---

[Allir spurðir]

Sp 37: Atvinna. Hver er staða þín á vinnumarkaði?

- Í launuðu starfi
  - Sjálfstætt starfandi /atvinnurekandi
  - Atvinnuleitandi/atvinnualus
  - Á eftirlaunum
  - Öryrki
  - í námi
  - Annað, hvað? \_\_\_\_\_
- 

[Allir spurðir]

Sp 38: Hver er hæsta prófgráða sem þú hefur lokið?

- Grunnskólanám eða minna (t.d. grunnskólapróf, landspróf, gagnfræðapróf)
  - Framhaldsskólanám, iðnnám eða starfsnám (t.d. stúdentspróf, sveins- og meistarapróf, vélstjóra- og stýrimannapróf, sjúkraliða-, lögreglu eða ritaranám)
  - Grunnám háskóla (t.d. BA, B.Ed, BS eða viðbótardiplóma)
  - Framhaldsnám í háskóla (t.d. MA, MS, Phd)
-

[Allir spurðir]

**Sp 39. Hverjar eru heildartekjur þínar að jafnaði á mánuði (fyrir skatt)? (Með heildartekjum er átt við launagreiðslur, bætur, námslán, fæðingarorlof og annað þess háttar)**

- 200 þús. kr. eða lægri
  - 201-300 þús. kr.
  - 301-400 þús. kr.
  - 401-500 þús. kr.
  - 501-600 þús. kr.
  - 601-700 þús. kr.
  - 701-900 þús. kr.
  - 901þús. – 1.1 milljón kr.
  - 1.1-1.3 milljón kr.
  - 1.3-1.5 milljón kr.
  - Yfir 1.5 milljón kr.
  
  - Veit ekki/vil ekki svara
- 

[Allir spurðir]

**Sp 40: Hverjar eru heildartekjur heimilisins þíns, það er þínar og maka þíns, að jafnaði á mánuði (fyrir skatt)? (Með heildartekjum er átt við launagreiðslur, bætur, námslán, fæðingarorlof og annað þess háttar)**

- 200 þús. kr. eða lægri
- 201-300 þús. kr.
- 301-400 þús. kr.
- 401-500 þús. kr.
- 501-600 þús. kr.
- 601-700 þús. kr.
- 701-900 þús. kr.
- 901þús. – 1.1 milljón kr.

- 1.1-1.3 milljón kr.
  - 1.3-1.5 milljón kr.
  - Yfir 1.5 milljón kr.
  
  - Veit ekki/vil ekki svara
- 

[Allir spurðir]

Sp 41 Í hvaða landi býrð þú?

Svar: **FLETTIGLUGGI MEÐ ÖLLUM LÖNDUM**

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[Allir spurðir]

Sp 42: Býrð þú á höfuðborgarsvæðinu, í öðru þéttbýli eða í dreifbýli?

- Höfuðborgarsvæðið
  - Öðru þéttbýli (en höfuðborgarsvæði)
  - Dreifbýli
- 

[Allir spurðir]

Sp 43: Er eitthvað fleira sem þú vilt koma á framfæri varðandi laxveiðar, laxveiðistofna eða annað varðandi veiði?

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## Appendix 6. Survey form in English

var lab sp1 'Which year was the LAST SEASON you fished for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? '.

val lab sp1

1 '2011 or earlier'

2 '2012'

3 '2013'

4 '2014'

5 'Have never fished for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland'

98 'Do not know'

99 'Do not want to answer'.

fre sp1.

var lab sp2\_1 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2006 or before? '.

var lab sp2\_2 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2007? '.

var lab sp2\_3 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2008? '.

var lab sp2\_4 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2009? '.

var lab sp2\_5 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2010? '.

var lab sp2\_6 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2011? '.

var lab sp2\_7 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2012? '.

var lab sp2\_8 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2013? '.

var lab sp2\_9 'Which of the following seasons did you fish in freshwater (river or lake) for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland? - 2014? '.

fre sp2\_1 sp2\_2 sp2\_3 sp2\_4 sp2\_5 sp2\_6 sp2\_7 sp2\_8 sp2\_9.

var lab sp3\_1 'The LAST SEASON you fished in Iceland, which of these species did you specifically target/try to catch? - Salmon '.

var lab sp3\_2 'The LAST SEASON you fished in Iceland, which of these species did you specifically target/try to catch? - Sea trout '.



var lab sp3\_3 'The LAST SEASON you fished in Iceland, which of these species did you specifically target/try to catch? - Sea-run char '.

var lab sp3\_4 'The LAST SEASON you fished in Iceland, which of these species did you specifically target/try to catch? - Non-anadromous brown trout '.

fre sp3\_1 sp3\_2 sp3\_3 sp3\_4.

var lab sp4 'If you had to choose: Which one of these species is the most important for you to fish for in freshwater?'.  
val lab sp4

1 'Salmon'

2 'Sea trout'

3 'Sea-run char'

4 'Non-anadromous brown trout'

98 'Do not know'

99 'Do not want to answer'.

fre sp4.

var lab sp5a1 'Number of salmon kept? Around.. '.

var lab sp5a2 'Number of salmon released? Around.. '.

var lab sp5b1 'Number of sea trout kept? Around.. '.

var lab sp5b2 'Number of sea trout released? Around.. '.

var lab sp5c1 'Number of sea-run char kept? Around.. '.

var lab sp5c2 'Number of sea-run char released? Around.. '.

var lab sp5d1 'Number of non-anadromous trout kept? Around.. '.

var lab sp5d2 'Number of non-anadromous trout released? Around.. '.

val lab sp5a1 sp5a2 sp5b1 sp5b2 sp5c1 sp5c2 sp5d1 sp5d2

997 'Was not present in the river'

998 'Do not know'

999 'Do not want to answer'.

fre sp5a1 sp5a2 sp5b1 sp5b2 sp5c1 sp5c2 sp5d1 sp5d2.

var lab sp6 'Have you, in freshwater, ever fished for salmon or sea-run trout /char species in other countries than Iceland? Include also Pacific species of salmon/sea-run non-anadromous brown trout/char here?'.  
val lab sp6

1 'Yes'

2 'No'

98 'Do not know'  
99 'Do not want to answer'.

fre sp6.

var lab sp7\_1 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run /non-anadromous brown trout /char species during your fishing career. Norway '.

var lab sp7\_2 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run /char species during your fishing career. Denmark'.

var lab sp7\_3 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run/ non-anadromous brown trout /char species during your fishing career. Sweden'.

var lab sp7\_4 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run/ non-anadromous brown trout /char species during your fishing career. Finland'.

var lab sp7\_5 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run/ non-anadromous brown trout /char species during your fishing career. Kola Peninsula'.

var lab sp7\_6 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run non-anadromous brown trout /char species during your fishing career. United Kingdom'.

var lab sp7\_7 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run non-anadromous brown trout /char species during your fishing career. Ireland'.

var lab sp7\_8 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run non-anadromous brown trout /char species during your fishing career. Atlantic North America'.

var lab sp7\_9 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run non-anadromous brown trout /char species during your fishing career. Pacific North America '.

var lab sp7\_10 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run non-anadromous brown trout /char species during your fishing career. Pacific Russia'.

var lab sp7\_11 'Mark all the other countries/regions you gave been freshwater fishing for salmon, or sea run non-anadromous brown trout /char species during your fishing career. Other'.

val lab sp7\_1 sp7\_2 sp7\_3 sp7\_4 sp7\_5 sp7\_6 sp7\_7 sp7\_8 sp7\_9 sp7\_10 sp7\_11

0 'Not mentioned'

1 'Mentioned'

7 'Not applicable'

var lab sp7\_11\_open 'Other, please specify'.

fre sp7\_1 sp7\_2 sp7\_3 sp7\_4 sp7\_5 sp7\_6 sp7\_7 sp7\_8 sp7\_9 sp7\_10 sp7\_11 sp7\_11\_open.

var lab sp8a 'Including your last season fishing, how many seasons have you been salmon fishing? - Number of seasons in Iceland? Around...'

val lab sp8a  
98 'Do not know'  
99 'Do not want to answer'.

var lab sp8b 'During your period as an angler, in how many rivers in Iceland and other countries have you been salmon fishing? - Icelandic rivers, at total of around...rivers?'

val lab sp8b  
98 'Do not know'  
99 'Do not want to answer'.

var lab sp8c 'During your period as an angler, in how many rivers in Iceland and other countries have you been salmon fishing? - Rivers in other countries than Iceland, a total of around ... rivers'.

val lab sp8c  
77 'Not applicable'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp8a sp8b sp8c.

var lab sp9a 'Number of days in Iceland LAST SEASON? Around...!'

val lab sp9a  
98 'Do not know'  
99 'Do not want to answer'.

var lab sp9b 'Number of rivers in Iceland LAST SEASON? Around...!'

val lab sp9b  
98 'Do not know'  
99 'Do not want to answer'.

fre sp9a sp9b.

var lab sp10\_1 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2006 or before'.

var lab sp10\_2 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2007'.

var lab sp10\_3 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2008'.

var lab sp10\_4 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2009'.

var lab sp10\_5 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2010'.

var lab sp10\_6 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2011'.

var lab sp10\_7 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2012'.

var lab sp10\_8 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2013'.

var lab sp10\_9 'Mark all the following seasons you fished for salmon, sea trout/sea-run char or non-anadromous brown trout in OTHER COUNTRIES than Iceland? 2014'.

val lab sp10\_1 sp10\_2 sp10\_3 sp10\_4 sp10\_5 sp10\_6 sp10\_7 sp10\_8 sp10\_9

0 'Not mentioned'

1 'Mentioned'

98 'Do not know'

99 'Do not want to answer'.

fre sp10\_1 sp10\_2 sp10\_3 sp10\_4 sp10\_5 sp10\_6 sp10\_7 sp10\_8 sp10\_9.

var lab sp11\_0 'How many DAYS did you go fishing for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland in 2014. Mark 0 if you did not go fishing '.

var lab sp11\_1 'How many DAYS did you go fishing for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland in 2013. Mark 0 if you did not go fishing '.

var lab sp11\_2 'How many DAYS did you go fishing for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland in 2012. Mark 0 if you did not go fishing '.

var lab sp11\_3 'How many DAYS did you go fishing for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland in 2011. Mark 0 if you did not go fishing '.

var lab sp11\_4 'How many DAYS did you go fishing for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland in 2010. Mark 0 if you did not go fishing '.

var lab sp11\_5 'How many DAYS did you go fishing for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland in 2009. Mark 0 if you did not go fishing '.

var lab sp11\_6 'How many DAYS did you go fishing for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland in 2008. Mark 0 if you did not go fishing '.

var lab sp11\_7 'How many DAYS did you go fishing for salmon, sea trout, sea-run char or non-anadromous brown trout in Iceland in 2007. Mark 0 if you did not go fishing '.

val lab sp11\_0 sp11\_1 sp11\_2 sp11\_3 sp11\_4 sp11\_5 sp11\_6 sp11\_7

999 'Do not know /do not want to answer'.

fre sp11\_0 sp11\_1 sp11\_2 sp11\_3 sp11\_4 sp11\_5 sp11\_6 sp11\_7.

var lab sp12\_1 'What type of gear did you use when you went “salmon fishing” in Iceland your LAST SEASON? (You can give several answers if you used several types of gear) - Spoon'.

var lab sp12\_2 'What type of gear did you use when you went “salmon fishing” in Iceland your

LAST SEASON? (You can give several answers if you used several types of gear) - Spinner'.  
var lab sp12\_3 'What type of gear did you use when you went “salmon fishing” in Iceland your  
LAST SEASON? (You can give several answers if you used several types of gear) - Devon'.  
var lab sp12\_4 'What type of gear did you use when you went “salmon fishing” in Iceland your  
LAST SEASON? (You can give several answers if you used several types of gear) - Worm with  
sinker'.  
var lab sp12\_5 'What type of gear did you use when you went “salmon fishing” in Iceland your  
LAST SEASON? (You can give several answers if you used several types of gear) - Worm  
without sinker'.  
var lab sp12\_6 'What type of gear did you use when you went “salmon fishing” in Iceland your  
LAST SEASON? (You can give several answers if you used several types of gear) - Fly fishing  
where the fly line is the casting weight'.  
var lab sp12\_7 'What type of gear did you use when you went “salmon fishing” in Iceland your  
LAST SEASON? (You can give several answers if you used several types of gear) - Fly fishing  
with bobber'.  
var lab sp12\_8 'What type of gear did you use when you went “salmon fishing” in Iceland your  
LAST SEASON? (You can give several answers if you used several types of gear) - Other'.

var lab Sp12\_8\_other 'Other, please specify'.

val lab sp12\_1 sp12\_2 sp12\_3 sp12\_4 sp12\_5 sp12\_6 sp12\_7 sp12\_8  
0 'Not mentioned'  
1 'Mentioned'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp12\_1 sp12\_2 sp12\_3 sp12\_4 sp12\_5 sp12\_6 sp12\_7 sp12\_8.

var lab sp13 'If you could chose only one type of gear for your “salmon fishing” in Iceland, what  
would you prefer?'.  
val lab sp13

1 'Spoon/devon'  
2 'Worm'  
3 'Fly fishing'  
4 'Flies fished with spinning gear '  
5 'Other'  
98 'Do not know'  
99 'Do not want to answer'.

var lab Sp13\_5\_other 'Other, please specify'.

fre sp13 sp13\_5\_other.

var lab sp14 'When going "salmon fishing" in Iceland do you MAINLY go alone or with other travel companions? Check one box'.

val lab sp14

1 'Alone'

2 'My spouse/partner and/or children'

3 'Friends & other relatives'

4 'Business relations/colleagues '

5 'An even combination of groups above'

6 'Other'

98 'Do not know'

99 'Do not want to answer'.

var lab Sp14\_6\_other 'Other, please specify'.

fre sp14 sp14\_6\_other.

var lab sp15\_0 'Have you, in Iceland the LAST SEASON you fished there... caught and released SALMON that you were obligated to release according to regulations?'

var lab sp15\_1 'Have you, in Iceland the LAST SEASON you fished there...caught and released SALMON that you legally could have killed/kept?'

var lab sp15\_2 'Have you, in Iceland the LAST SEASON you fished there...caught and released SEA TROUT and/or SEA-RUN CHAR that you were obligated to release according to regulations?'

var lab sp15\_3 'Have you, in Iceland the LAST SEASON you fished there...caught and released SEA TROUT and/or SEA-RUN CHAR that you legally could have killed/kept?'

var lab sp15\_4 'Have you, in Iceland the LAST SEASON you fished there...caught and released NON-ANADROMOUS BROWN TROUT and/or CHAR that you were obligated to release according to regulations?'

var lab sp15\_5 'Have you, in Iceland the LAST SEASON you fished there...caught and released NON-ANADROMOUS BROWN TROUT and/or CHAR that you you legally could have killed/kept?'

val lab sp15\_0 sp15\_1 sp15\_2 sp15\_3 sp15\_4 sp15\_5

1 'Yes'

2 'No'

98 'Do not know'

99 'Do not want to answer'.

fre sp15\_0 sp15\_1 sp15\_2 sp15\_3 sp15\_4 sp15\_5.

var lab sp16\_0 'Release of fish I could have kept is wasting food'.  
var lab sp16\_1 'Release of fish is cruelty to animals'.  
var lab sp16\_2 'To release fish contributes to protecting the fish stocks'.  
var lab sp16\_3 'I know how to correctly handle and minimize damages to a fish that are going to be released'.  
var lab sp16\_4 'Most anglers correctly handle and minimize damages to a fish that are going to be released'.  
var lab sp16\_5 'Most released fish would survive and spawn if handled correctly and hooked in the mouth'.

val lab sp16\_0 sp16\_1 sp16\_2 sp16\_3 sp16\_4 sp16\_5  
1 'Strongly disagree'  
2 '2'  
3 '3'  
4 '4'  
5 '5'  
6 '6'  
7 'Strongly agree'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp16\_0 sp16\_1 sp16\_2 sp16\_3 sp16\_4 sp16\_5.

var lab sp17 'Generally, how would you rate your interest in “salmon fishing”'.  
val lab sp17  
1 'Not interested'  
2 '2'  
3 '3'  
4 '4'  
5 '5'  
6 '6'  
7 'Very interested'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp17.

var lab sp18\_0 'Compared to other recreational activities, how important was “salmon fishing” to you during the periods 2007-2009, 2010-2012 and 2013-2014? 2007-2009'.  
var lab sp18\_1 'Compared to other recreational activities, how important was “salmon fishing” to you during the periods 2007-2009, 2010-2012 and 2013-2014? 2010-2012'.  
var lab sp18\_2 'Compared to other recreational activities, how important was “salmon fishing” to

you during the periods 2007-2009, 2010-2012 and 2013-2014? 2013-2014'.

```
val lab sp18_0 sp18_1 sp18_2
1 'Not important activity'
2 'One of many activities'
3 '3rd most important activity'
4 '2nd most important activity'
5 'My most important activity'
98 'Do not know'
99 'Do not want to answer'.
```

```
fre sp18_0 sp18_1 sp18_2.
```

```
var lab sp19_0 'Overall, how would you rate your salmon fishing trips/ salmon fishing
experiences in Iceland during the following years? - 2007'.
var lab sp19_1 'Overall, how would you rate your salmon fishing trips/ salmon fishing
experiences in Iceland during the following years? - 2008'.
var lab sp19_2 'Overall, how would you rate your salmon fishing trips/ salmon fishing
experiences in Iceland during the following years? - 2009'.
var lab sp19_3 'Overall, how would you rate your salmon fishing trips/ salmon fishing
experiences in Iceland during the following years? - 2010'.
var lab sp19_4 'Overall, how would you rate your salmon fishing trips/ salmon fishing
experiences in Iceland during the following years? -2011'.
var lab sp19_5 'Overall, how would you rate your salmon fishing trips/ salmon fishing
experiences in Iceland during the following years? - 2012'.
var lab sp19_6 'Overall, how would you rate your salmon fishing trips/ salmon fishing
experiences in Iceland during the following years? -2013'.
var lab sp19_7 'Overall, how would you rate your salmon fishing trips/ salmon fishing
experiences in Iceland during the following years? -2014'.
```

```
val lab sp19_0 sp19_1 sp19_2 sp19_3 sp19_4 sp19_5 sp19_6 sp19_7
1 'Extremely unsatisfied'
2 '2'
3 '3'
4 '4'
5 '5'
6 '6'
7 'Extremely satisfied'
98 'Do not know'
99 'Do not want to answer'.
```

```
fre sp19_0 sp19_1 sp19_2 sp19_3 sp19_4 sp19_5 sp19_6 sp19_7.
```



var lab sp20\_0 'To what extent do you agree or disagree about the following statements about your future fishing? If I have chances, I intend to go salmon fishing in Iceland more often in 2015'.

var lab sp20\_1 'To what extent do you agree or disagree about the following statements about your future fishing? I plan to go salmon fishing in Iceland more often in 2015'.

var lab sp20\_2 'To what extent do you agree or disagree about the following statements about your future fishing? I will go salmon fishing in Iceland more often in 2015 if my family or friends want to join'.

var lab sp20\_3 'To what extent do you agree or disagree about the following statements about your future fishing? I will go salmon fishing in Iceland at least once during 2015-2019'.

val lab sp20\_0 sp20\_1 sp20\_2 sp20\_3

1 'Strongly disagree'

2 '2'

3 '3'

4 '4'

5 '5'

6 '6'

7 'Strongly agree'

98 'Do not know'

99 'Do not want to answer'.

fre sp20\_0 sp20\_1 sp20\_2 sp20\_3 .

var lab sp21 'To what extent do you agree or disagree to the following statement: There are no other recreation activities which would provide me with the same satisfaction and enjoyment as I receive from “salmon fishing”?'.

val lab sp21

1 'Strongly disagree'

2 '2'

3 '3'

4 '4'

5 '5'

6 '6'

7 'Strongly agree'

98 'Do not know'

99 'Do not want to answer'.

fre sp21.

var lab sp22 'The river I most often fish is:'.

val lab sp22  
1 'Salmon river with self catering '  
2 'Salmon river with full service '  
3 'Trout/Char with self catering '  
4 'Trout/Char with full service '  
98 'Do not know/not relevant'  
99 'Do not want to answer'

fre sp22.

var lab sp23\_0 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - Catch a big fish'.  
var lab sp23\_1 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To master angling-related challenges'.  
var lab sp23\_2 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To experience a challenging fight with the fish'.  
var lab sp23\_3 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To catch as many fish as possible'.  
var lab sp23\_4 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To generate a supply of fish in the freezer for non-angling times'.  
var lab sp23\_5 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To catch a fresh fish for a meal with family/friends'.  
var lab sp23\_6 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To experience nature'.  
var lab sp23\_7 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - For relaxation'.  
var lab sp23\_8 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To get away from the regular routine'.  
var lab sp23\_9 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To do something with your family'.  
var lab sp23\_10 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To socialize'.  
var lab sp23\_11 'We want to understand some of the reasons why you fished YOUR MAIN RIVER the LAST SEASON - To be with friends'.

val lab sp23\_0 sp23\_1 sp23\_2 sp23\_3 sp23\_4 sp23\_5 sp23\_6 sp23\_7 sp23\_8 sp23\_9 sp23\_10  
sp23\_11  
1 'Not at all important'  
2 '2'  
3 '3'  
4 '4'  
5 '5'

6 '6'  
7 'Very important'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp23\_0 sp23\_1 sp23\_2 sp23\_3 sp23\_4 sp23\_5 sp23\_6 sp23\_7 sp23\_8 sp23\_9 sp23\_10  
sp23\_11.

var lab sp24\_0 'In your MAIN RIVER the LAST SEASON you fished in Iceland, how satisfied or unsatisfied were you with... - the fishing regulations?'.  
var lab sp24\_1 'In your MAIN RIVER the LAST SEASON you fished in Iceland, how satisfied or unsatisfied were you with... - the number of anglers on your beat/section?'.  
var lab sp24\_2 'In your MAIN RIVER the LAST SEASON you fished in Iceland, how satisfied or unsatisfied were you with... - the number of fish you caught?'.  
var lab sp24\_3 'In your MAIN RIVER the LAST SEASON you fished in Iceland, how satisfied or unsatisfied were you with... - overall fishing experience?'.

val lab sp24\_0 sp24\_1 sp24\_2 sp24\_3  
1 'Extremely unsatisfied'  
2 '2'  
3 '3'  
4 '4'  
5 '5'  
6 '6'  
7 'Extremely satisfied'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp24\_0 sp24\_1 sp24\_2 sp24\_3.

var lab sp25\_0 'I am very attached to my MAIN RIVER'.  
var lab sp25\_1 'I have a special connection to my MAIN RIVER and the people who fish here'.  
var lab sp25\_2 'I enjoy salmon fishing in my MAIN RIVER more than on any other rivers'.  
var lab sp25\_3 'There is no other salmon river which would provide me with the same satisfaction and enjoyment as I receive from fishing my MAIN RIVER'.

val lab sp25\_0 sp25\_1 sp25\_2 sp25\_3  
1 'Strongly disagree'  
2 '2'  
3 '3'  
4 '4'  
5 '5'  
6 '6'

7 'Strongly agree'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp25\_0 sp25\_1 sp25\_2 sp25\_3 .

var lab sp26a\_0 'To what extent did the following factors either hinder/limit or enable ...? - Amount of time I work and/or study'.  
var lab sp26a\_1 'To what extent did the following factors either hinder/limit or enable ...? - How much leisure time/vacation I have '  
var lab sp26a\_2 'To what extent did the following factors either hinder/limit or enable ...? - The cost of leasing/buying fishing rights/permits'.  
var lab sp26a\_3 'To what extent did the following factors either hinder/limit or enable ...? - Costs of salmon fishing compared to what I get back'.  
var lab sp26a\_4 'To what extent did the following factors either hinder/limit or enable ...? - Travel time to an attractive river /area'.  
var lab sp26a\_5 'To what extent did the following factors either hinder/limit or enable ...? - Possibility of fishing good beats/sections/rivers'.  
var lab sp26a\_6 'To what extent did the following factors either hinder/limit or enable ...? - Changes in salmon runs'.  
var lab sp26a\_7 'To what extent did the following factors either hinder/limit or enable ...? - Changes in probability of catching fish'.  
var lab sp26a\_8 'To what extent did the following factors either hinder/limit or enable ...? - Catch probability for large salmon'.  
var lab sp26a\_9 'To what extent did the following factors either hinder/limit or enable ...? - The growth of catch & release in Icelandic rivers'.  
var lab sp26a\_10 'To what extent did the following factors either hinder/limit or enable ...? - Increased use of bag limits and harvest quotas'.  
var lab sp26a\_11 'To what extent did the following factors either hinder/limit or enable ...? - Changes in fishing pressure and crowding'.  
var lab sp26a\_12 'To what extent did the following factors either hinder/limit or enable ...? - Length of fishing season where I would like to fish'.  
var lab sp26a\_13 'To what extent did the following factors either hinder/limit or enable ...? - My knowledge about where to buy/rent good fishing'.  
var lab sp26a\_14 'To what extent did the following factors either hinder/limit or enable ...? - My personal health situation/fitness/mobility'.  
var lab sp26a\_15 'To what extent did the following factors either hinder/limit or enable ...? - My fishing skills and abilities'.  
var lab sp26a\_16 'To what extent did the following factors either hinder/limit or enable ...? - My thought about whether it is right or wrong to go fishing for salmon given current stock status'.  
var lab sp26a\_17 'To what extent did the following factors either hinder/limit or enable ...? - My thoughts about catch & release fishing'.  
var lab sp26a\_18 'To what extent did the following factors either hinder/limit or enable ...? -

Family/household obligations'.

var lab sp26a\_19 'To what extent did the following factors either hinder/limit or enable ...? - Having other people to fish with'.

var lab sp26a\_20 'To what extent did the following factors either hinder/limit or enable ...? - My family's opinion about my salmon fishing'.

var lab sp26a\_21 'To what extent did the following factors either hinder/limit or enable ...? - My friends' opinion about my salmon fishing'.

val lab sp26a\_0 sp26a\_1 sp26a\_2 sp26a\_3 sp26a\_4 sp26a\_5 sp26a\_6 sp26a\_7 sp26a\_8 sp26a\_9  
sp26a\_10 sp26a\_11 sp26a\_12 sp26a\_13 sp26a\_14 sp26a\_15 sp26a\_16 sp26a\_17

sp26a\_18 sp26a\_19 sp26a\_20 sp26a\_21

1 ' -3 Greatly limited participation'

2 ' -2'

3 ' -1'

4 ' 0 No effect'

5 ' +1'

6 ' +2'

7 ' +3 Greatly enabled participation'

98 'Do not know'

99 'Do not want to answer'.

var lab sp26b 'If you want you can further comment on factors affecting your participation in SALMON FISHING'.

fre sp26a\_0 sp26a\_1 sp26a\_2 sp26a\_3 sp26a\_4 sp26a\_5 sp26a\_6 sp26a\_7 sp26a\_8 sp26a\_9  
sp26a\_10 sp26a\_11 sp26a\_12 sp26a\_13 sp26a\_14 sp26a\_15 sp26a\_16 sp26a\_17

sp26a\_18 sp26a\_19 sp26a\_20 sp26a\_21.

var lab sp27\_0 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Try to find new fishing buddies'.

var lab sp27\_1 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Ask my family to share the chores'.

var lab sp27\_2 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Organize fishing trips with my own group'.

var lab sp27\_3 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Go to salmon rivers in other countries'.

var lab sp27\_4 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Go to salmon rivers that have more fish'.

var lab sp27\_5 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Go to salmon rivers that have longer season'.

var lab sp27\_6 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Go to salmon rivers that are less crowded'.

var lab sp27\_7 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Go salmon fishing at other times'.  
var lab sp27\_8 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Release fish to avoid filling my quota'.  
var lab sp27\_9 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Use other type of fishing gear/technique'.  
var lab sp27\_10 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Try to budget money'.  
var lab sp27\_11 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Set aside money to use for salmon fishing'.  
var lab sp27\_12 'To start, continue or increase my participation in salmon fishing in Iceland, I actually... Go to salmon rivers that are less expensive'.

val lab sp27\_0 sp27\_1 sp27\_2 sp27\_3 sp27\_4 sp27\_5 sp27\_6 sp27\_7 sp27\_8 sp27\_9 sp27\_10  
sp27\_11 sp27\_12  
1 'Strongly disagree'  
2 '2'  
3 '3'  
4 '4'  
5 '5'  
6 '6'  
7 'Strongly agree'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp27\_0 sp27\_1 sp27\_2 sp27\_3 sp27\_4 sp27\_5 sp27\_6 sp27\_7 sp27\_8 sp27\_9 sp27\_10  
sp27\_11 sp27\_12.

var lab sp28\_0 'In the past, I have been successful in getting around the barriers to my salmon fishing'.  
var lab sp28\_1 'People I admire find ways around challenges they face when trying to go salmon fishing'.  
var lab sp28\_2 'My family and friends encourage me to participate in salmon fishing , even when there are obstacles'.  
var lab sp28\_3 'I enjoy overcoming obstacles to my salmon fishing participation'.

val lab sp28\_0 sp28\_1 sp28\_2 sp28\_3  
1 'Strongly disagree'  
2 '2'  
3 '3'  
4 '4'  
5 '5'  
6 '6'

7 'Strongly agree'  
98 'Do not know'  
99 'Do not want to answer'.

fre sp28\_0 sp28\_1 sp28\_2 sp28\_3.

var lab sp29\_0 'Which two words or two thoughts first come to mind when you think about the image of Iceland as a salmon angling destination? Word/thought (Iceland) 1'.

var lab sp29\_1 'Which two words or two thoughts first come to mind when you think about the image of Iceland as a salmon angling destination? Word/thought (Iceland) 2'.

var lab sp30\_0 'Which two words or two thoughts first come to mind when you think about the image of Norway as a salmon angling destination? Word/thought (Norway) 1'.

var lab sp30\_1 'Which two words or two thoughts first come to mind when you think about the image of Norway as a salmon angling destination? Word/thought (Norway) 2'.

fre sp29\_0 sp29\_1 sp30\_0 sp30\_1.

var lab veidifelag 'What is the name of your angling club?'

val lab veidifelag

1 'Ármönnum'  
2 'Stangaveiðifélag Akraness'  
3 'Stangaveiðifélag Akureyrar'  
4 'Stangaveiðifélagi Hafnarfjarðar'  
5 'Stangaveiðifélagi Keflavíkur'  
6 'Stangaveiðifélagi Patreksfjarðar'  
7 'Stangaveiðifélagi Reykjavíkur'  
8 'Stangaveiðifélagi Selfoss'  
11 'Stangaveiðifélaginu Flúðir'  
12 'Another club'  
13 'No club'  
99 'Do not want to answer'.

var lab veidifelag\_12\_open 'Another club, please specify?'

fre veidifelag veidifelag\_12\_open.

var lab AGE 'Your age in years'.

val lab AGE

99 'Do not want to answer'.

fre age.

var lab Gender 'Your gender'.  
val lab Gender  
1 'Man'  
2 'Woman'  
99 'Do not want to answer'.

fre gender.

var lab hju 'Are you?'.  
val lab hju  
1 'Single'  
2 'Married'  
3 'Separated/divorced'  
4 'Widow/widower'  
5 'In a relationship, but does not live together'  
99 'Do not want to answer'.

fre hju.

var lab sp34 'Age of partner, cohabitant or spouse in years'.  
val lab sp34  
97 'Not applicable'  
98 'Do not know'  
99 'Do not want to answer'.

var lab sp35 'Including yourself, how many persons live in your household?'.  
val lab sp35  
98 'Do not know'  
99 'Do not want to answer'.

var lab sp36 'Are there children (17 or younger/under 18) living in your household?'.  
val lab sp36  
1 'Yes'  
2 'No'  
98 'Do not know'  
99 'Do not want to answer'.

var lab sp36a 'How many children (17 or younger / under 18) live in your household?'.  
val lab sp36a  
98 'Not applicable'  
99 'Do not want to answer'.



var lab sp36b 'Age of youngest child living in your household in years'.

val lab sp36b

98 'Not applicable'

99 'Do not want to answer'.

fre sp34 sp35 sp35 sp36 sp36a sp36b.

var lab work\_1 'What is your current main occupational status ? - Employee'.

var lab work\_2 'What is your current main occupational status ? - Self-employed/own business'.

var lab work\_3 'What is your current main occupational status ? - Job seeker/unemployed'.

var lab work\_4 'What is your current main occupational status ? - Retired'.

var lab work\_5 'What is your current main occupational status ? - On social welfare '.

var lab work\_6 'What is your current main occupational status ? - Student/school pupil'.

var lab work\_7 'What is your current main occupational status ? - Other'.

var lab work\_7\_open 'What is your current main occupational status ? - Other - Please specify'.

val lab work\_1 work\_2 work\_3 work\_4 work\_5 work\_6 work\_7

0 'Not mentioned'

1 'Mentioned'

99 'Do not want to answer'.

fre work\_1 work\_2 work\_3 work\_4 work\_5 work\_6 work\_7 work\_7\_open.

var lab Education 'What is your highest completed education?'

val lab Education

1 ' Primary and lower secondary school'

2 ' High school /Vocational School'

3 ' Bachelor degree or 1-3 years at University/College'

4 ' Master or PhD or 4 years+ at University/College'

98 'Not applicable'

99 'Do not want to answer'.

fre Education.

var lab income 'Your gross personal income (before taxes) per month in 2014?'

val lab income

1 '200 thousand kronur or less'

2 '201 - 300 thousand kronur'

3 '301 - 400 thousand kronur'

4 '401 - 500 thousand kronur'

5 '501 - 600 thousand kronur'

6 '601 - 700 thousand kronur'  
7 '701 - 900 thousand kronur'  
8 '901 thousand kronur – 1.1 million kronur'  
9 '1.1 – 1.3 million kronur'  
10 '1.3 – 1.5 million kronur'  
11 'More than 1.5 million kronur'  
98 'Do not know'  
99 'Do not want to answer'.

var lab income\_home 'Your gross personal income (before taxes) in 2014?'

val lab income\_home

1 '200 thousand kronur or less'  
2 '201 - 300 thousand kronur'  
3 '301 - 400 thousand kronur'  
4 '401 - 500 thousand kronur'  
5 '501 - 600 thousand kronur'  
6 '601 - 700 thousand kronur'  
7 '701 - 900 thousand kronur'  
8 '901 thousand kronur – 1.1 million kronur'  
9 '1.1 – 1.3 million kronur'  
10 '1.3 – 1.5 million kronur'  
11 'More than 1.5 million kronur'  
98 'Do not know'  
99 'Do not want to answer'.

fre income income\_home.

var lab nry 'Nry?'

val lab nry

11 'Austria'  
32 'Denmark'  
67 'Iceland'  
110 'Mauritania'  
162 'Spain'  
172 'Sweedden'  
195 'Germany'  
999 'Do not want to answer'.

fre nry.

var lab sp43 'What describes best the place you live?'

val lab sp43

1 'City (Greater Reykjavik area)'

2 'Town/village (up to 15 000 inhabitants)'

3 'Living on a farm '

97 'Not applicable'

99 'Do not want to answer'.

fre sp43.

var lab comments 'If there is anything else you would like to tell us about salmon fishing, management of salmon stocks or your interest for this you can do this here.'.

## Appendix 7. Cover letter email sent respondents along with the survey form

Könnun á stangaveiði 2014

ágæti stangaveiðimaður

Við óskum hér með eftir þátttöku þinni í alþjóðlegri könnun á stangaveiði með áherslu á laxveiði. Markmiðið með þessari könnun er að afla upplýsinga um stangaveiði á Íslandi, svo sem þess hvað veiðimenn veiða mikið og hvar, hvaða agn þeir bera fyrir fiskinn og hvert viðhorf þeirra er til þess fyrirkomulags að veiða og sleppa.

Fyrsti hluti könnunarinnar snýr jafnt að silungsveiði sem laxveiði, en í öðrum hluta hennar er lögð sérstök áhersla á að kanna ítarlegar viðhorf stangaveiðimanna til ýmissa atriða varðandi laxveiðar. Í síðasta hluta könnunarinnar er síðan spurt um ýmis almenn atriði er varða kyn, aldur, fjölskyldustærð, menntun og tekjur.

Það tekur um það bil 20 mínútur að svara könnuninni. Við vonum að þú gefir þér tíma til þess þar sem þitt framlag skiptir miklu máli. Farið verður með allar persónuupplýsingar sem trúnaðarmál og niðurstöður birtar með þeim hætti að ekki verður hægt að rekja niðurstöður til einstakra svarenda. Félagsvísindastofnun Háskóla Íslands sér um gagnaöflun og undirbúning gagna fyrir frekari vinnslu, en sjálf úrvinnslan verður er í höndum Háskóla Íslands og Norska háskólans í lífvísindum NMBU. Könnunin er unnin í samvinnu við stangaveiðifélög á landinu og munu niðurstöður verða kynntar félagsmönnum að rannsókninni lokinni.

Taka þátt í könnun

Til að taka þátt í könnuninni er smellt á eftirfarandi hlekk:

<http://felagsvisindastofnun.catglobe.com/Login.aspx?r=a82f13b7-8819-4683-941f-635bba451b0d&n=2>

Einnig er hægt að fara inn á heimasíðu Félagsvísindastofnunar [www.fel.hi.is](http://www.fel.hi.is) og smella þar á Könnun um stangaveiði á Íslandi.

Við vekjum athygli á því að ef þú gerir hlé á að svara könnuninni getur þú EKKI haldið áfram síðar þar sem frá var horfið.

**Könnunin stendur til 9. júní** en eftir þann tíma verður ekki hægt að taka þátt í henni. Það er þó engin ástæða til að draga fram á síðasta dag að taka þátt, heldur vinda sér beint í að svara spurningum könnunarinnar!

Í lok könnunarinnar er hægt að koma með athugasemdir eða spurningar en einnig er hægt að senda spurningar beint til dr. Sveins Agnarssonar, dósents við Viðskiptafræðideild Háskóla Íslands, á netfangið sveinnag@hi.is. Sveinn vinnur rannsóknina í samráði við dr. Gunnar Þór Jóhannesson dósent í land- og ferðamálafræði við HÍ og dr. Friðrik Larsen lektor í viðskiptafræði við HÍ.

Með fyrirfram þökk fyrir þitt framlag til þessarar rannsóknar,



Sveinn Agnarsson,

Ármaður # 647 og félagi nr. 822 í SVFR.

Nánari upplýsingar

Könnunin er hluti af umfangsmikilli samanburðarrannsókn á samhengi stangaveiða, ferðamennsku og sjálfbærni í Noregi, Alaska og Íslandi sem stýrt er af fræðimönnum við Norska háskólann í lífvísindum NMBU (háskólinn í Ási) og er að meginhluta styrkt af Rannsóknaráði Noregs. Á Íslandi eru samstarfsaðilar Viðskiptafræðideild Háskóla Íslands og Líf- og umhverfsvísindastofnun Háskóla Íslands. Spurningarnar sem á eftir fara eru ólíkar og sumar eiga ef til vill ekki fullkomlega við íslenskar aðstæður, en þar sem um alþjóðlegan samanburð er að ræða verða þær spurningar sem bornar eru fyrir íslenska veiðimenn að vera í takt við þær sem lagðar eru fyrir veiðimenn í Alaska og Noregi. Við viljum þó benda þér á að ef þér finnst einhverjar spurningar ekki eiga við þig eða veiðimennsku þína er þér frjálst að sleppa einstökum liðum eða spurningum í heild sinni.