

PALOS VERDES SHELF

SEAFOOD CONSUMPTION STUDY

June 10, 2014





5 Key Findings for Improving Outreach



1. Angler Language Needs

Englis

Cantonese

23%

Mandarin

h

Vietnamese

Korean

Refused

Spanis

Tagalog Interview

Takeaways

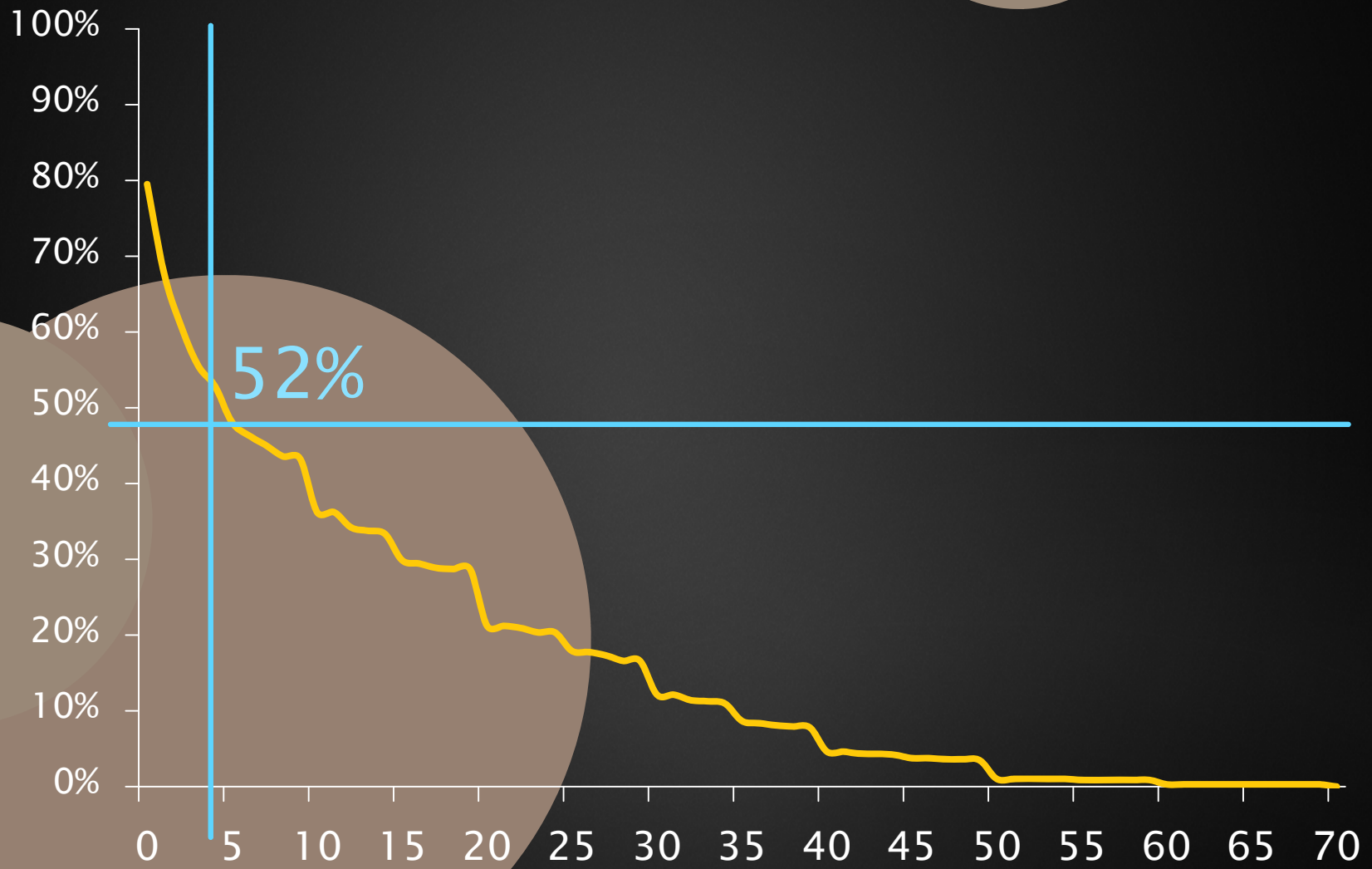
1. Angler Language Needs

- Language is the main barrier for in person outreach
- Ideally, all outreach team members speak Spanish



2. Angler Experience and Age

Percent of anglers with at least X years of experience



Years of experience fishing in the study region

Fishing Experience and Age

Fishing 0–5
years

Age 21–40

**1994
Study**

46%

54%

**2014
Study**

52%

40%

Takeaways

2. Angler Experience and Age

- Inexperienced anglers less likely to be able to identify fish and know the right thing to do
- Voice of messaging should fit the audience's age (slightly older than

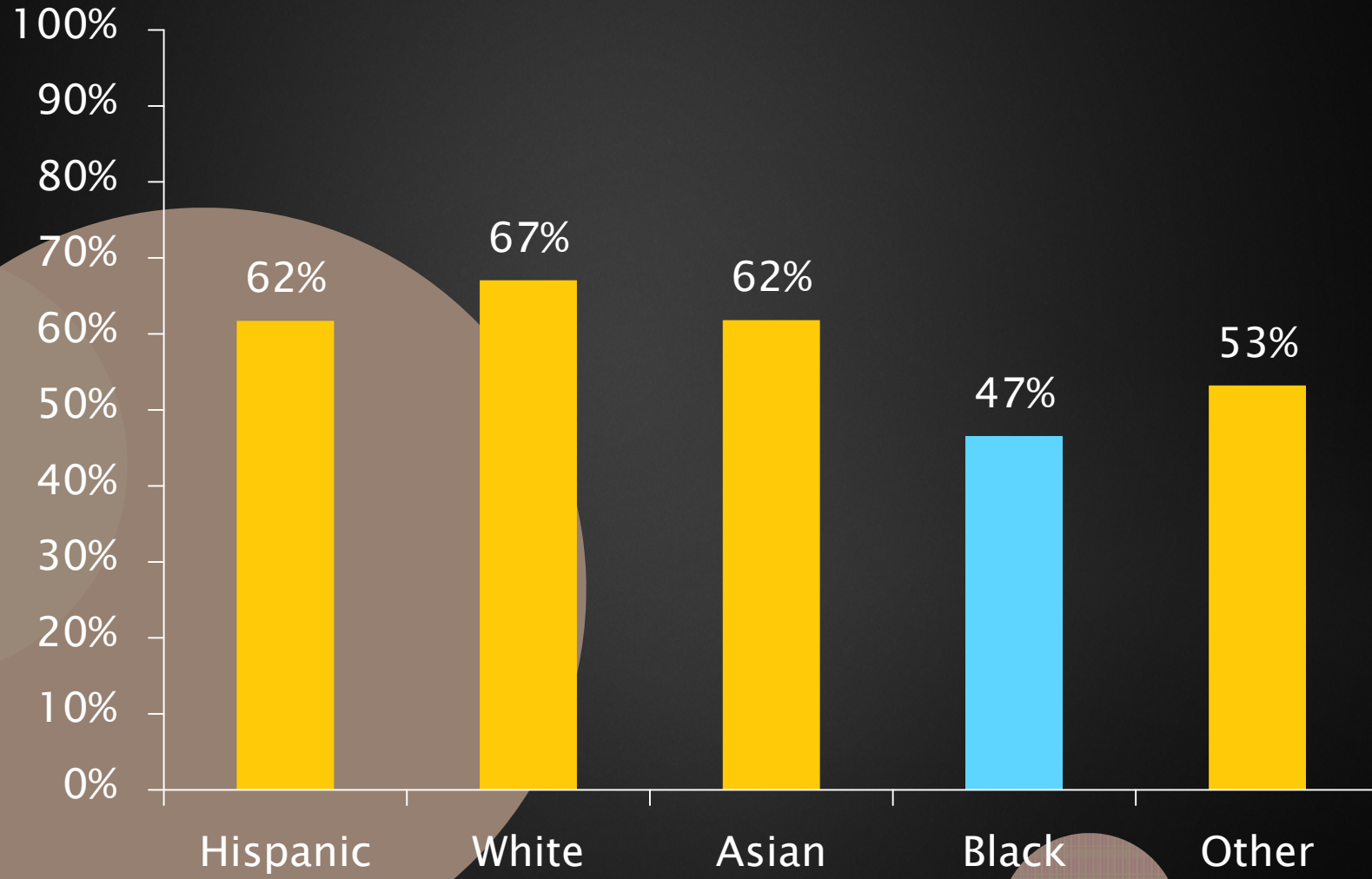


3. Black Anglers

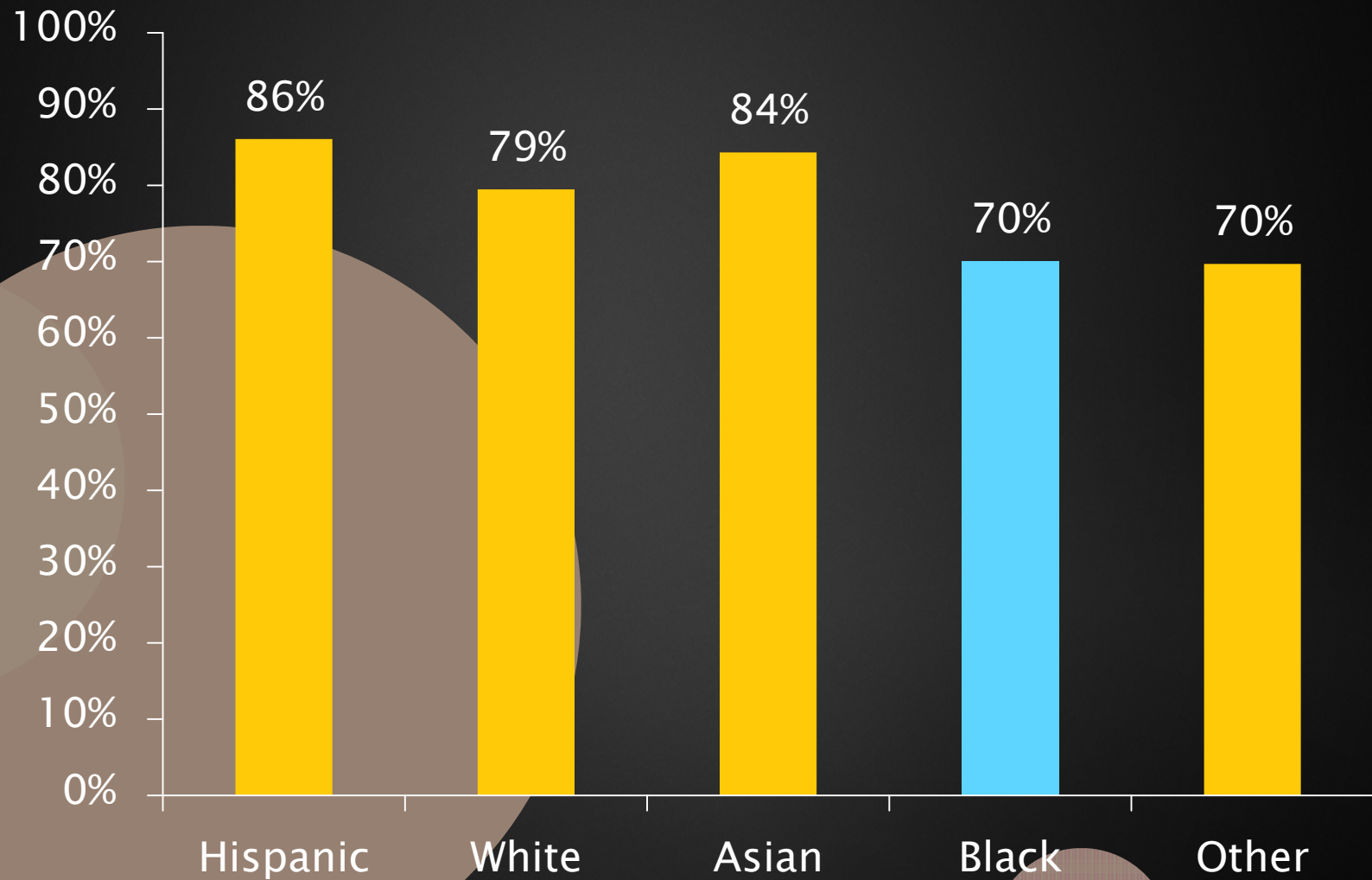
Fish Consumption Rate (g/ind./day)

	n	Mean	Median
Hispanic	80	16.41	10.71
Asian	76	20.76	10.71
White	54	19.25	9.38
Black	17	23.00	16.07
Other	22	12.78	6.70
Total	270 ^a	18.55	10.71

% of Anglers Aware of Health advisory



% of Anglers Believing Warnings to be Important or Very Important



Takeaways

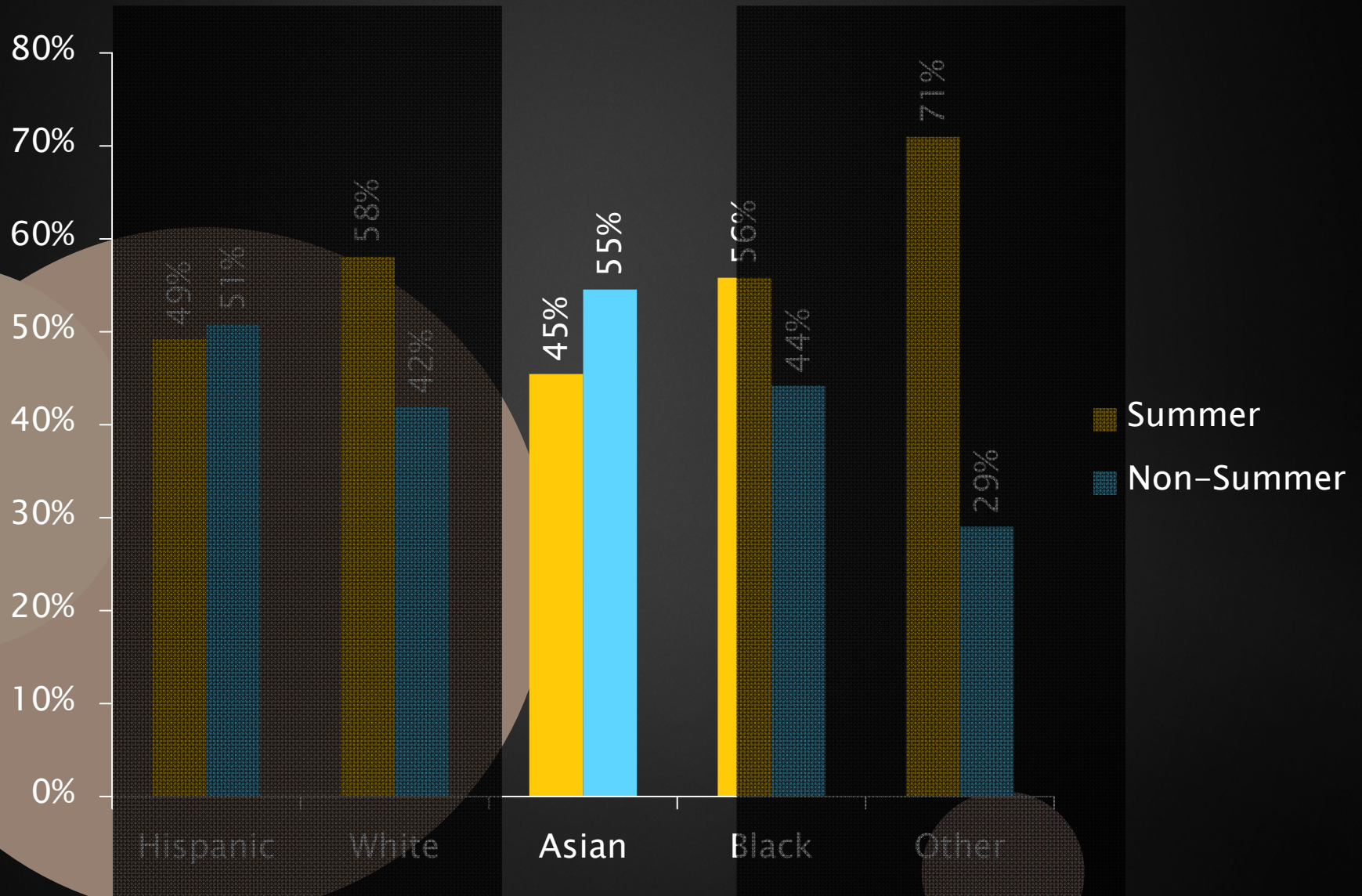
3. Black Anglers

- Smallest ethnic group; possibly at higher risk
- Should target for outreach and investigate further



4. Asian Anglers

Percent of Anglers by Season



Takeaways

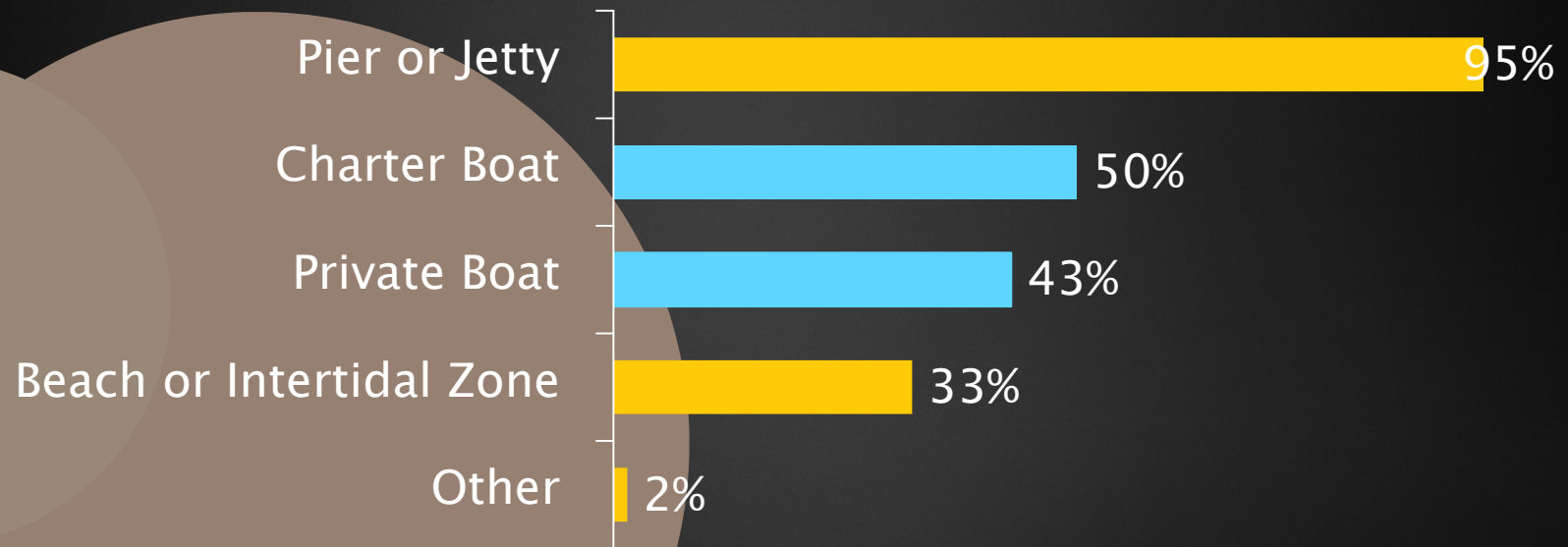
4. Asian Anglers

- Should not assume fishing activity decreases in the non-Summer months (Sept-Apr) for this ethnic group

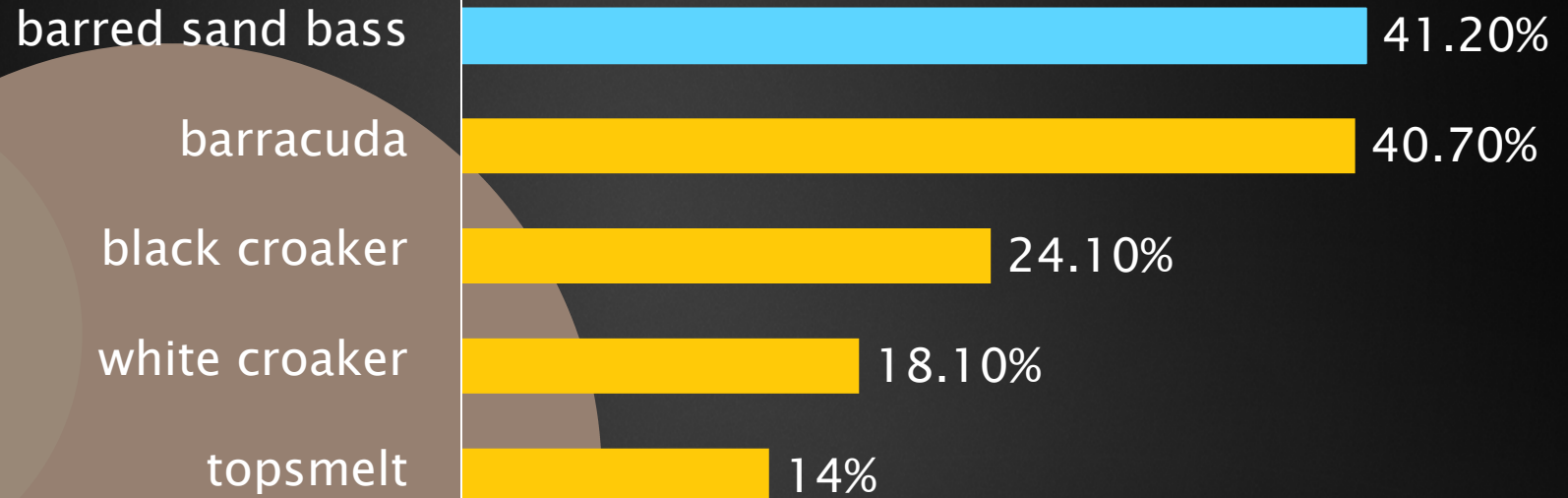


5. Barred Sand Bass

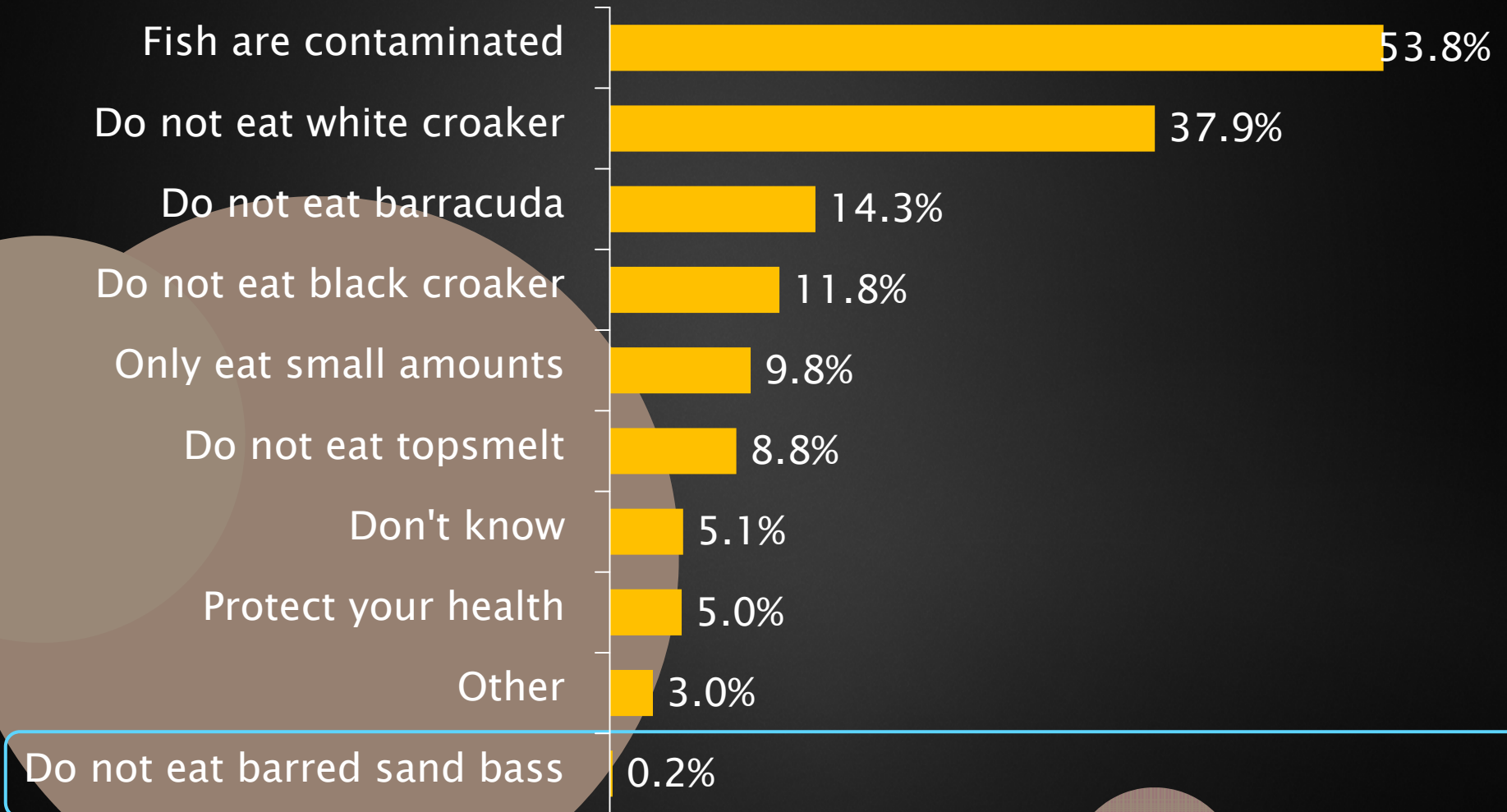
Modes Fished by Anglers



Intention to Consume DNC Fish



Outreach Messages Identified by Angler



Takeaways

5. Barred Sand Bass

- The DNC message regarding this fish species has not sunk in with anglers

5 Key Findings for Improving Outreach

1. Angler Language Needs
2. Angler Experience and Age
3. Black Anglers
4. Asian Anglers
5. Barred Sand Bass



Discussion