



Pier Sign Evaluation

FCEC Partners' Meeting
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Pier Sign Evaluation Goals

- What are anglers' perceptions and interpretations of signs?
- Pilot test of "Angler ID" code



Methods

- Interviews conducted at four red zone piers in Oct & Nov 2011
 - Belmont
 - Hermosa
 - Santa Monica
 - Venice





Primary survey question types

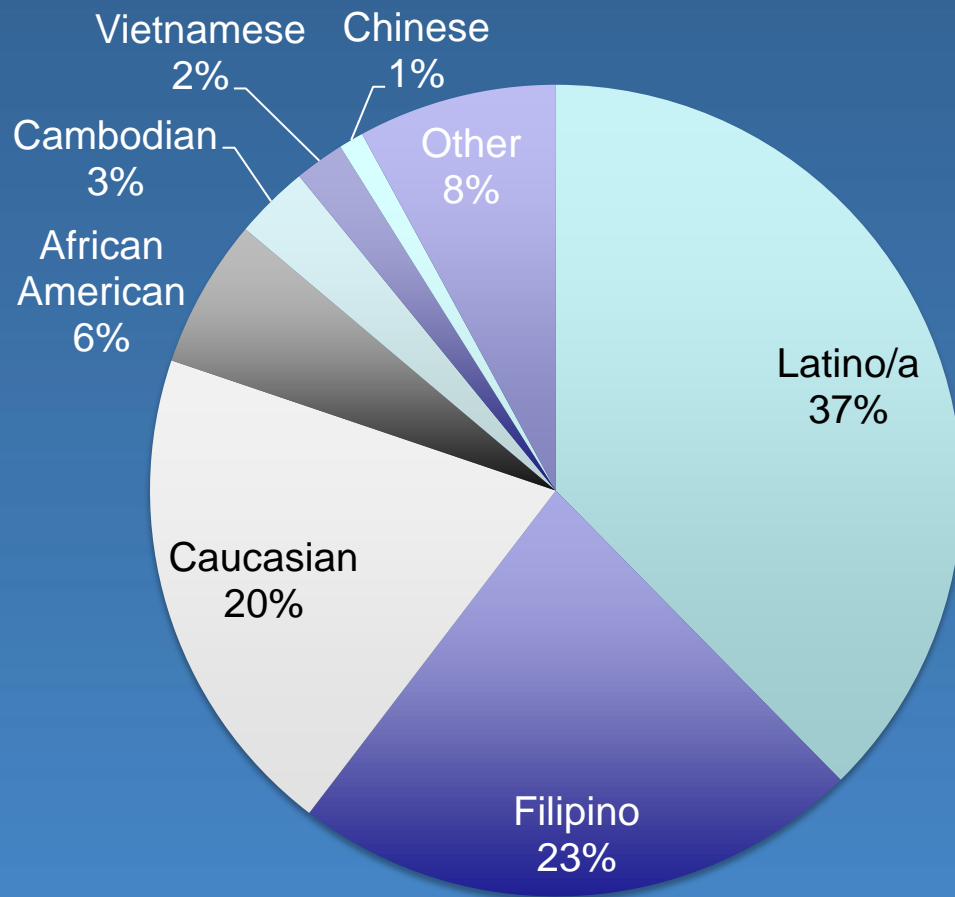
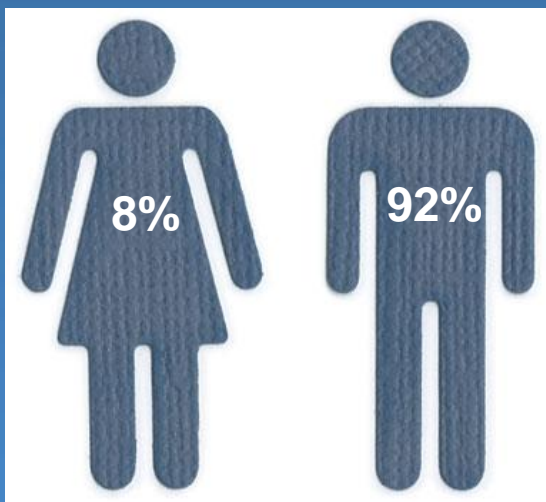
- Demographics & background information
- Did you see any signs about fishing?
- Interpretations & perceptions of sign
- Intentions with DNC fish
- Angler ID





Sample characteristics

- 105 anglers
 - Mean age = 48.8 years
 - Average fishing experience = 17.2 years



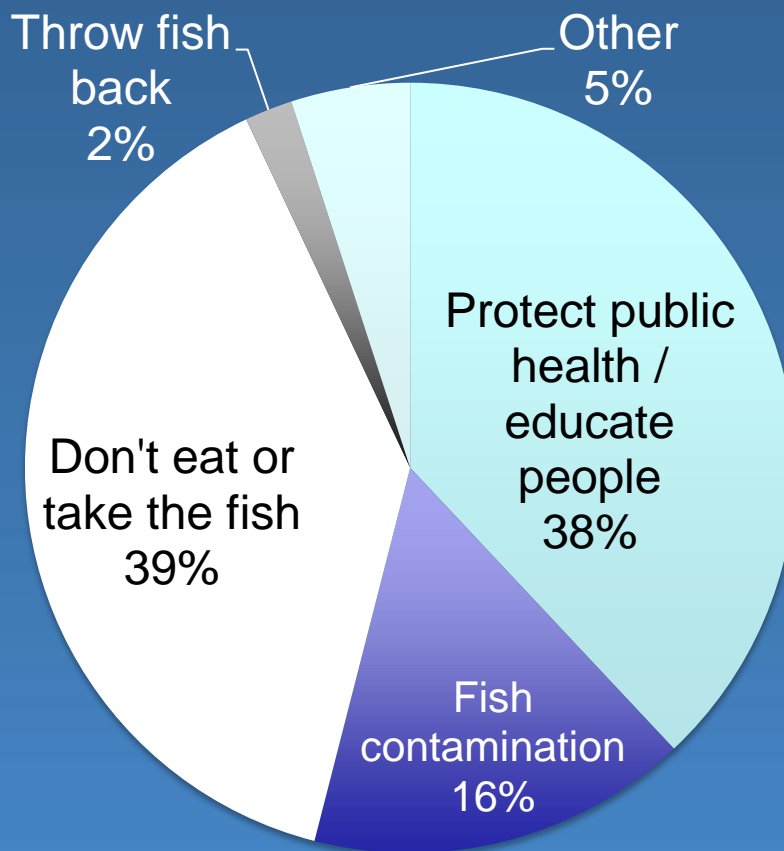


Results

- 80% of surveyed anglers saw sign
- Among these....



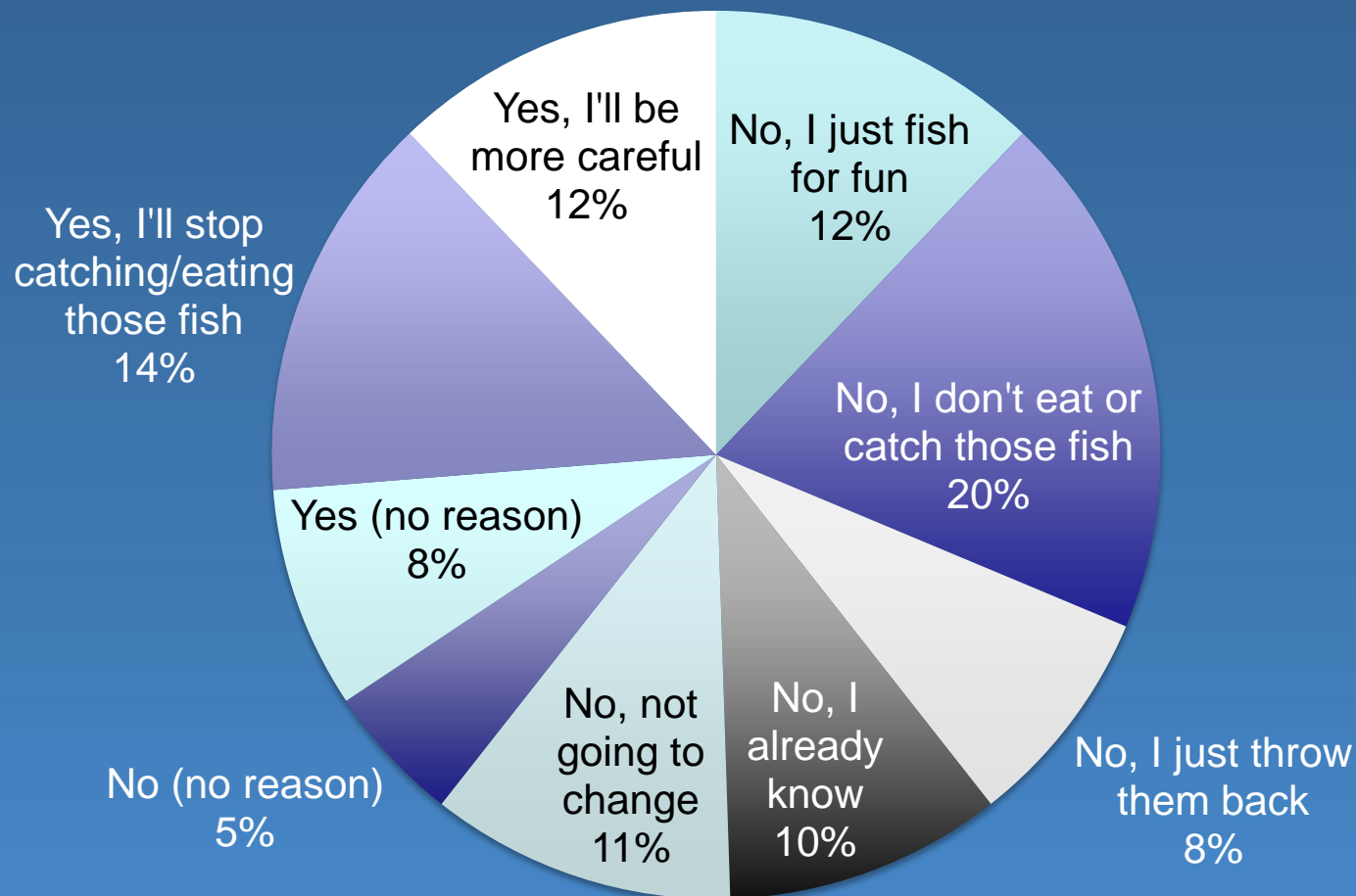
What was the main message of the sign?



n=84



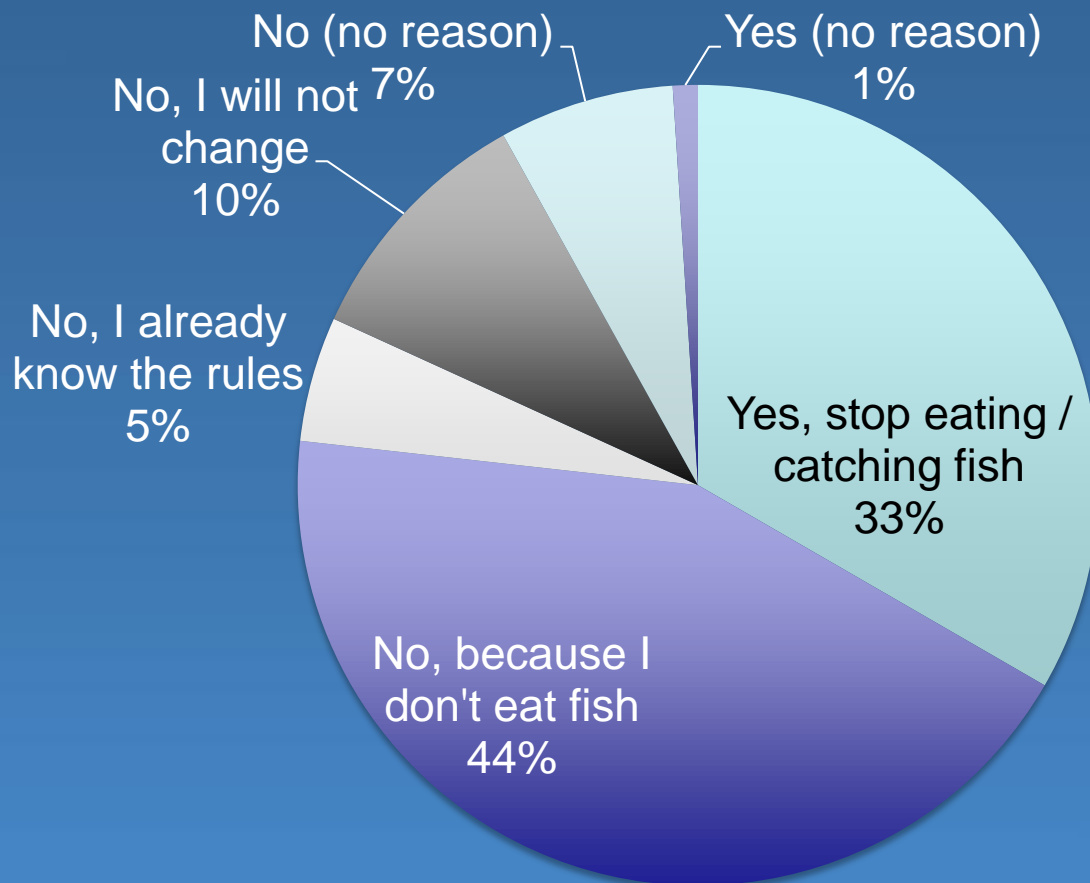
Do you plan to change your fishing practices after seeing the sign?



n=84



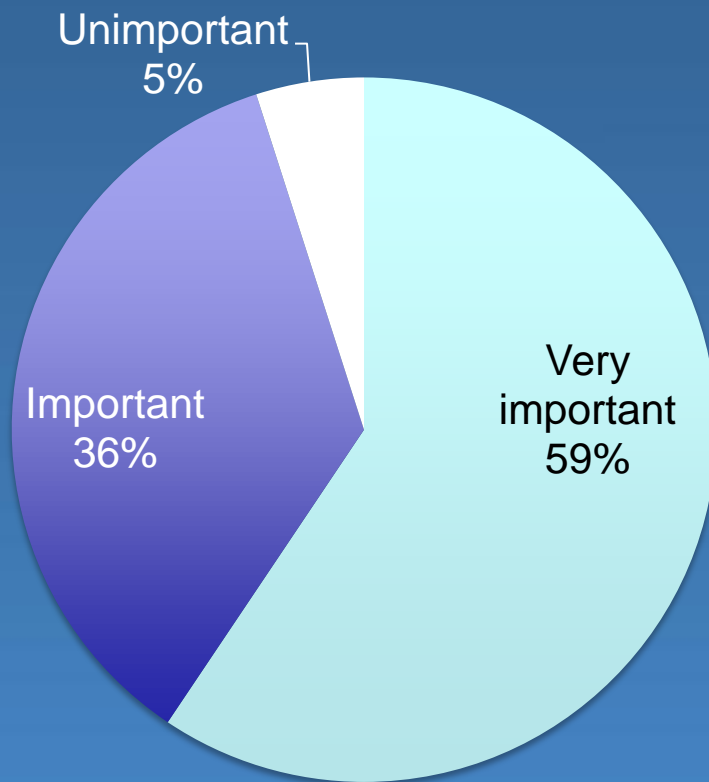
Do you plan to change your fish eating behavior after seeing the sign?



n=84



How important is it to post a sign like this?



n=84



Intentions with DNC fish

%	Barracuda	Barred Sand Bass	Black Croaker	Topsmelt	White Croaker
Eat	22	20	8	10	9
Give away	14	11	16	10	13
Throw back	56	63	70	58	70
Use as bait	5	3	2	20	4
Other	3	3	5	2	5

- Whether or not anglers saw sign not related to intentions
 - Caution is advised in considering this finding due to small sample size (& low statistical power to detect smaller effects)

N=105



“Angler ID”

- 1st and last initials & birthdate
 - Unique code without providing enough information to enable identification of individuals
- High-level objectives
 - Prevent double-counting participants
 - Enable longitudinal analyses
- 90% of surveyed fishermen provided it (95/105)
 - Reasons for gathering this information explained by interviewers
 - Prevented double-counting 2 anglers





Conclusions

- Majority of anglers saw sign
 - Vast majority walked away with key piece of advisory message
- Angler ID code – successful
- Most anglers did not recall entire message
 - 8 pieces of information: 5 types of fish, contamination, don't eat, protect health
 - Complexity!
 - Capacity of short-term memory ~7 elements
 - Most did not name particular species
 - More difficult to encode



Questions/discussion

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