

PALOS VERDES SHELF

SEAFOOD CONSUMPTION STUDY

November 7, 2013



5 Key Questions

1. What did we set out to do, and Why?
2. How was the study carried out?
3. Who are our anglers?
4. Where, When, and What are they catching?
5. What is being consumed? And by Whom?

1. What did we set out to do,
and Why?

Since the last Seafood Consumption Study...

International Space
Stations launched

Rise of the Internet

20 years

Dolly the Sheep cloned

DVDs came and went

Human Genome
Project completed

Goal

To provide an up-to-date and representative sample of anglers who fish in and around the PV Shelf Superfund Site

What will come of this study?



2. How was the study carried out?

Stratified Sample



Geographic Regions

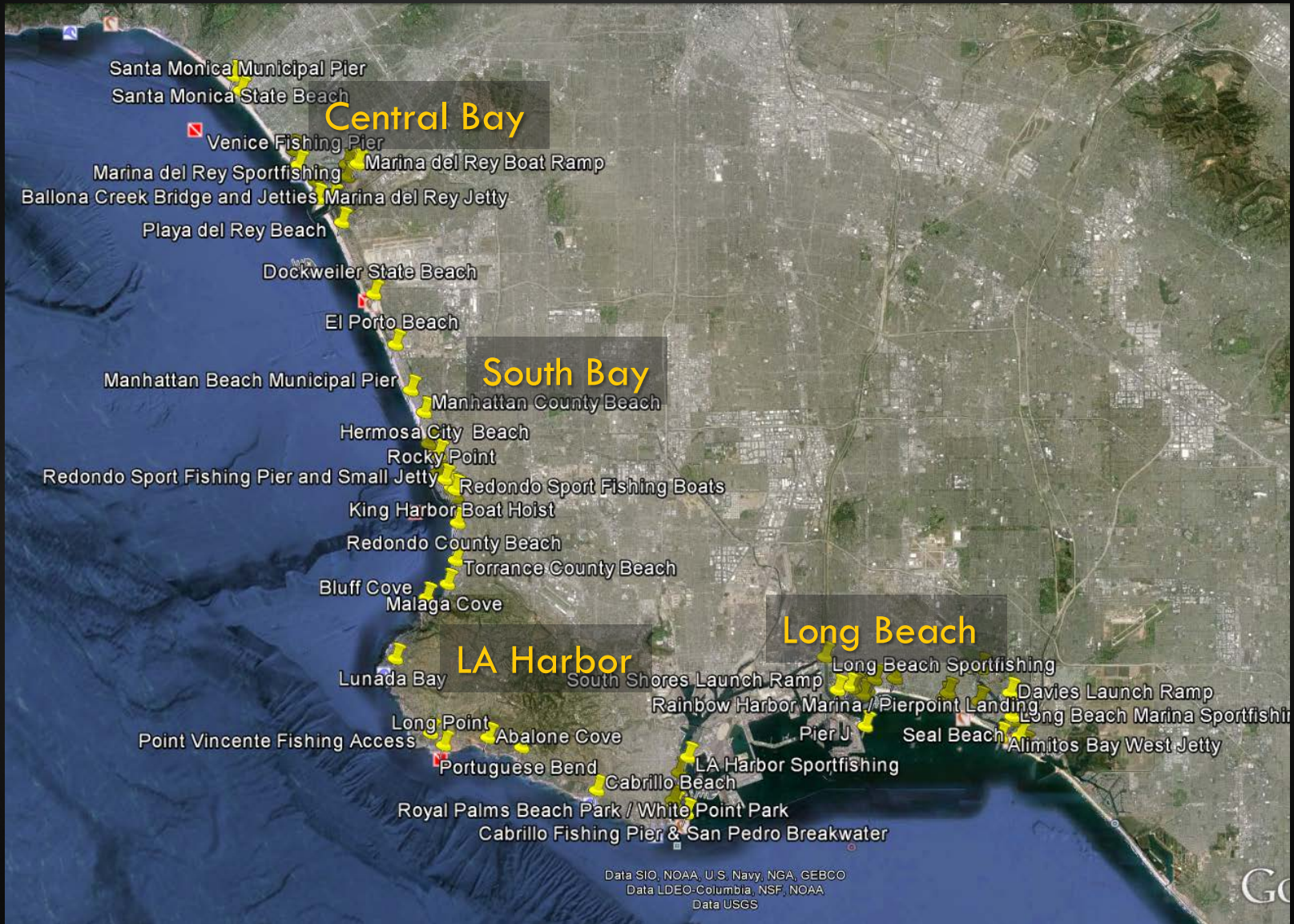
Fishing Mode

Season

Day of Week

Time of Day

Geographic Regions



Fishing Modes

Piers / Jetties



Private Boats



Charter Boats



Beaches / Intertidal Zones



Time

Season



Day of Week



Time of Day



1994

99

29

2376

1751

71%

1243

Current Study

128 days

61 fishing sites

1449 anglers counted in census

888 anglers approached

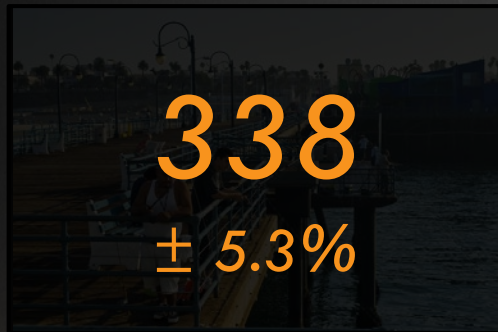
78% response rate

693 completed responses

±4% margin of error

Fishing Modes

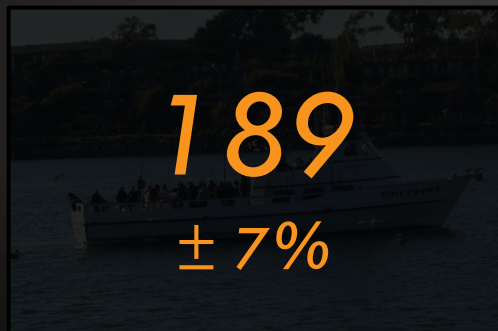
Piers / Jetties



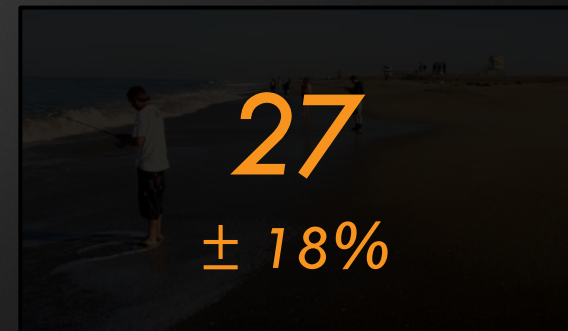
Private Boats



Charter Boats



Beaches / Intertidal Zones

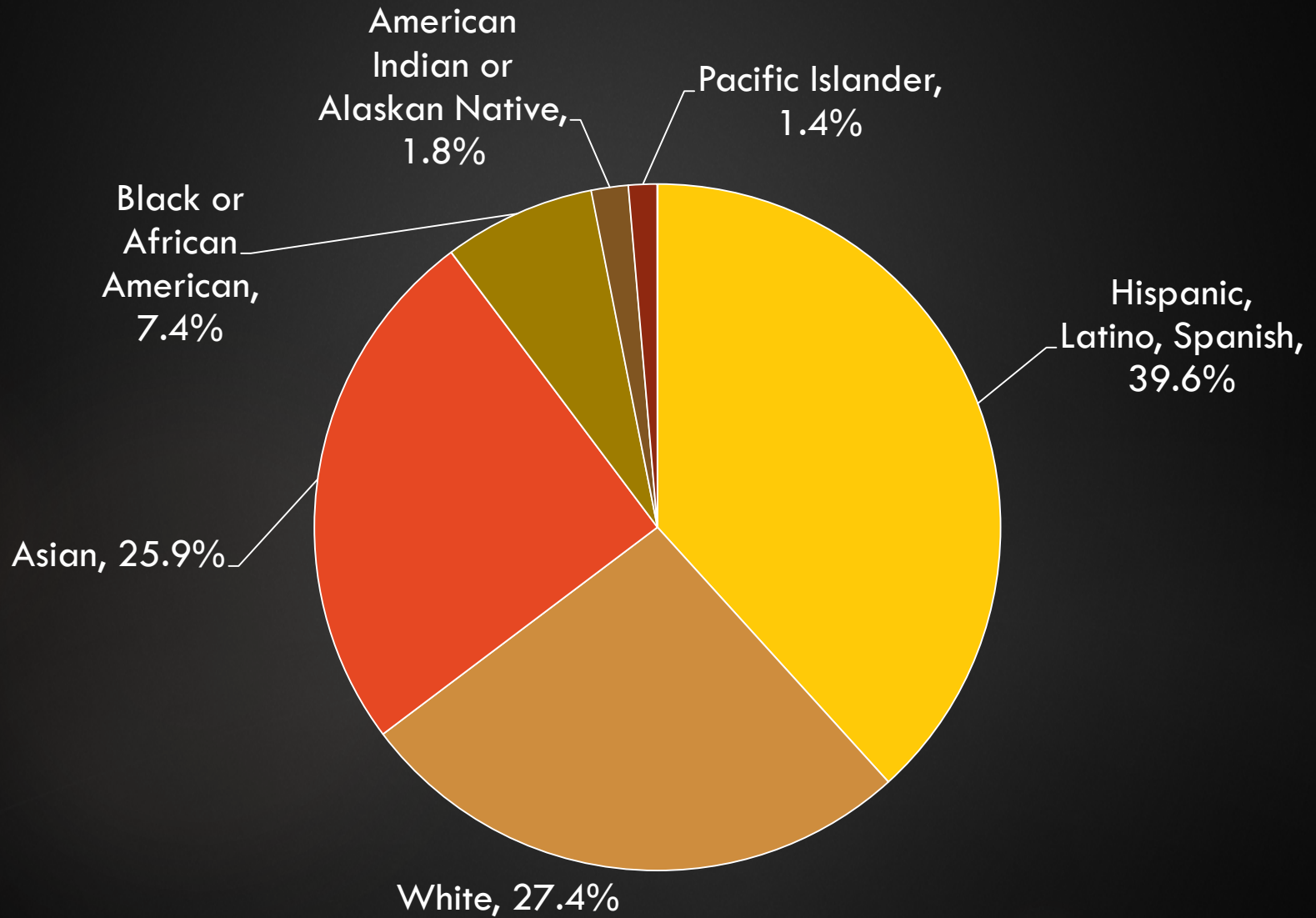


3. Findings: Who are our anglers?

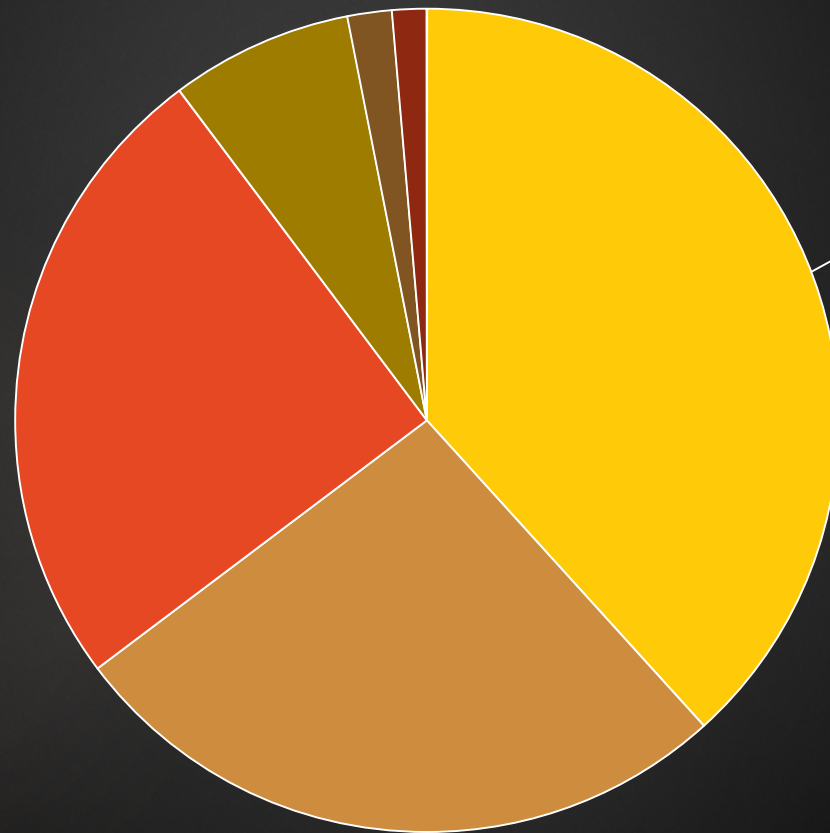
Gender, Age, and Fishing Experience

	Current Study Angler Pop.	1994 Study Angler Pop.
% Male	94%	93%
Age 21-40	40%	54%
Fishing 0-5 years	52%	46%

Angler Ethnicity



Angler Ethnicity

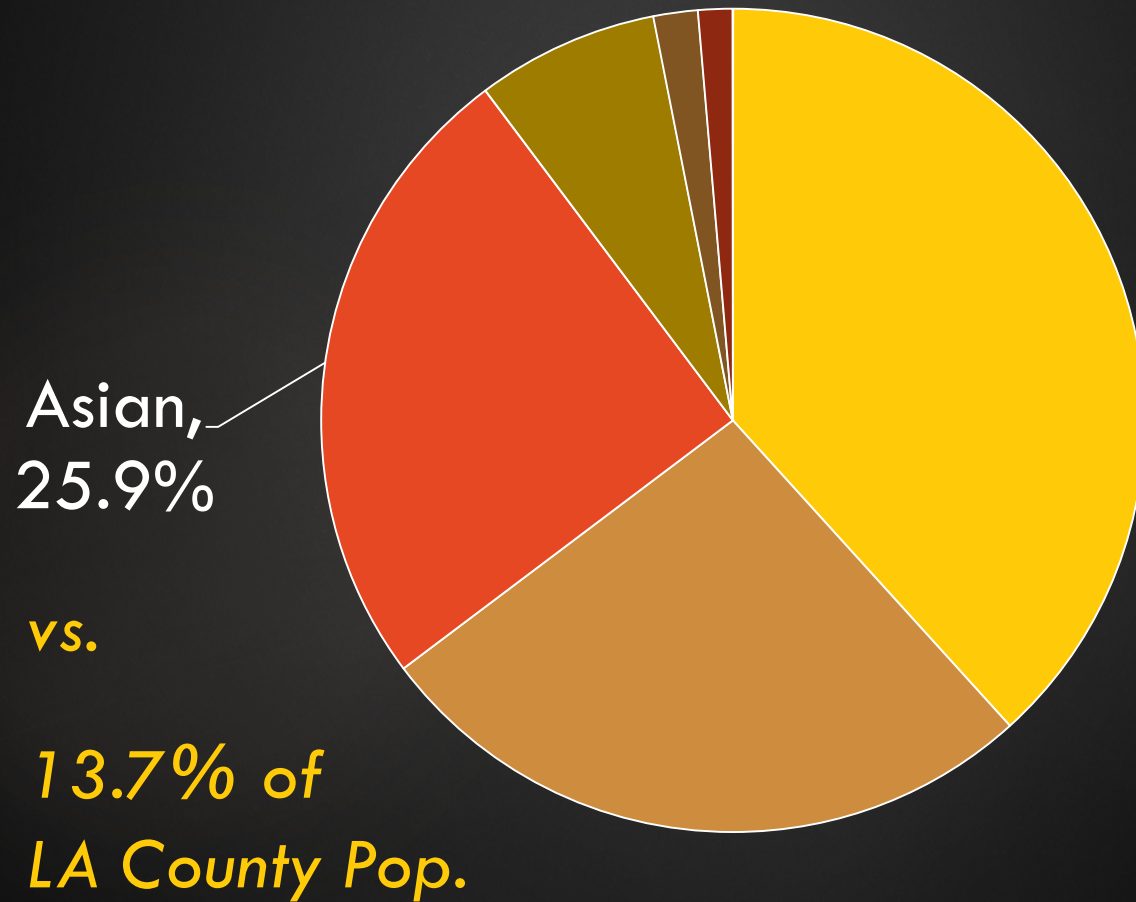


Hispanic,
Latino,
Spanish,
39.6%

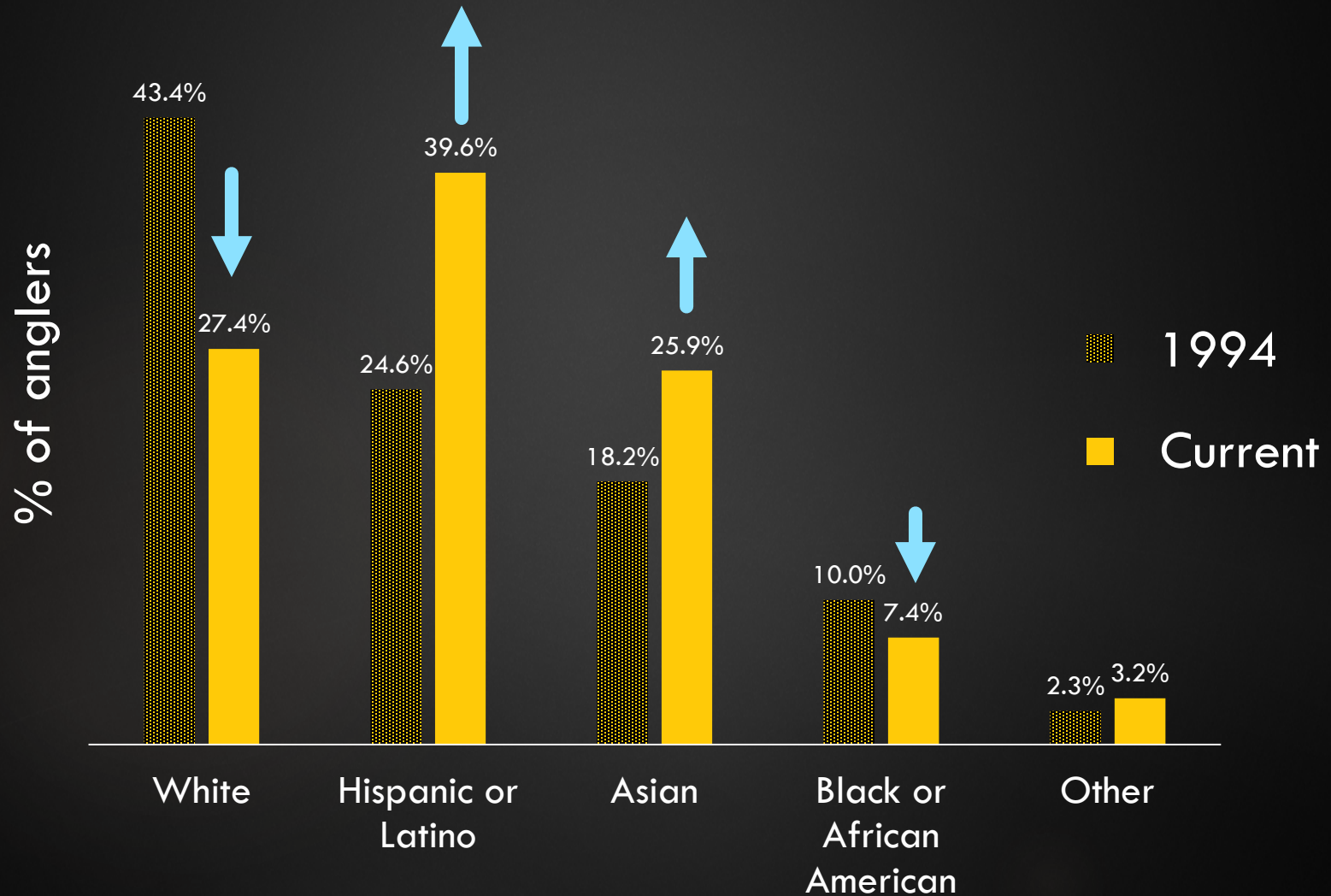
vs.

**47.7% of
LA County Pop.**

Angler Ethnicity

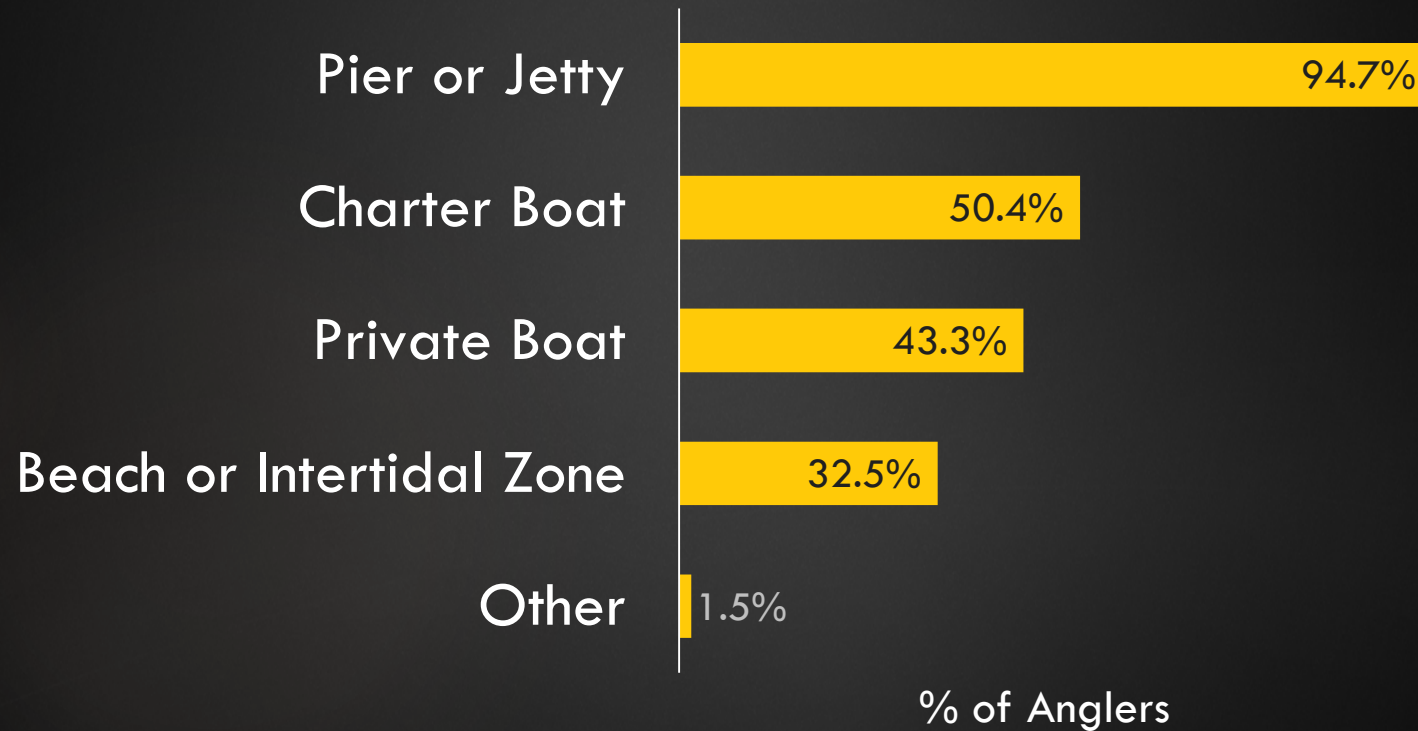


Population Change by Ethnicity

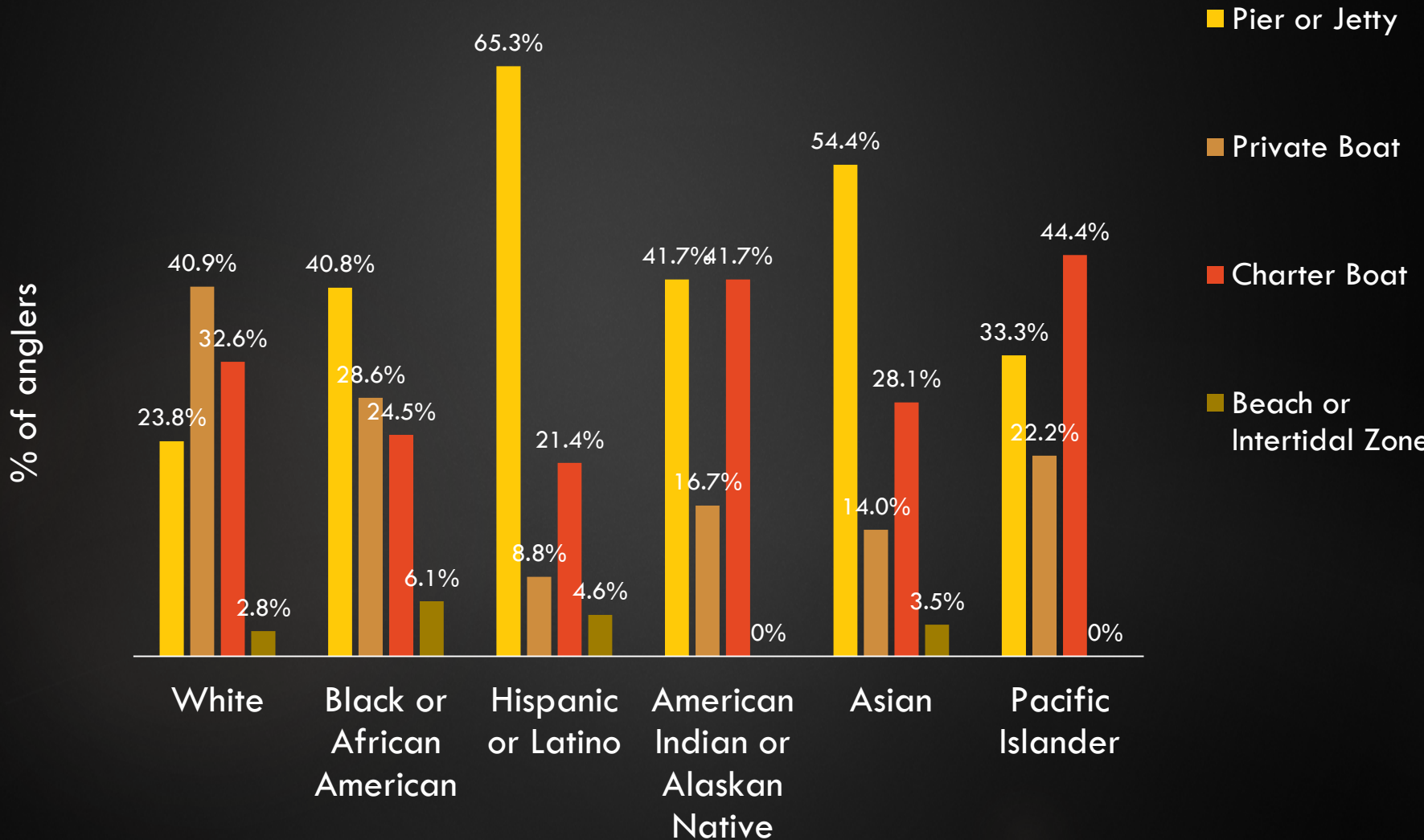


4. Where, When, and What
are they catching?

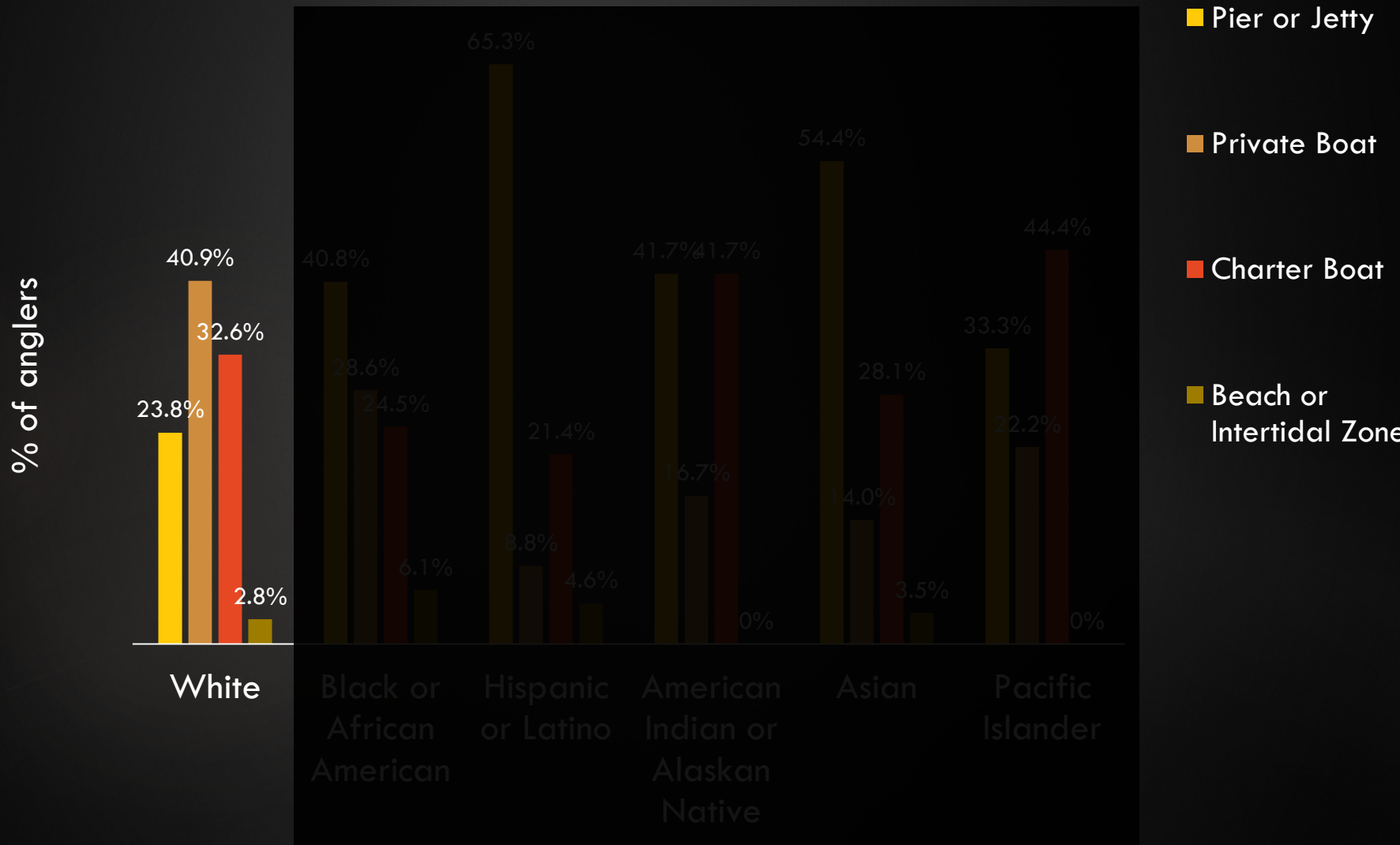
Where: Modes fished in the past year



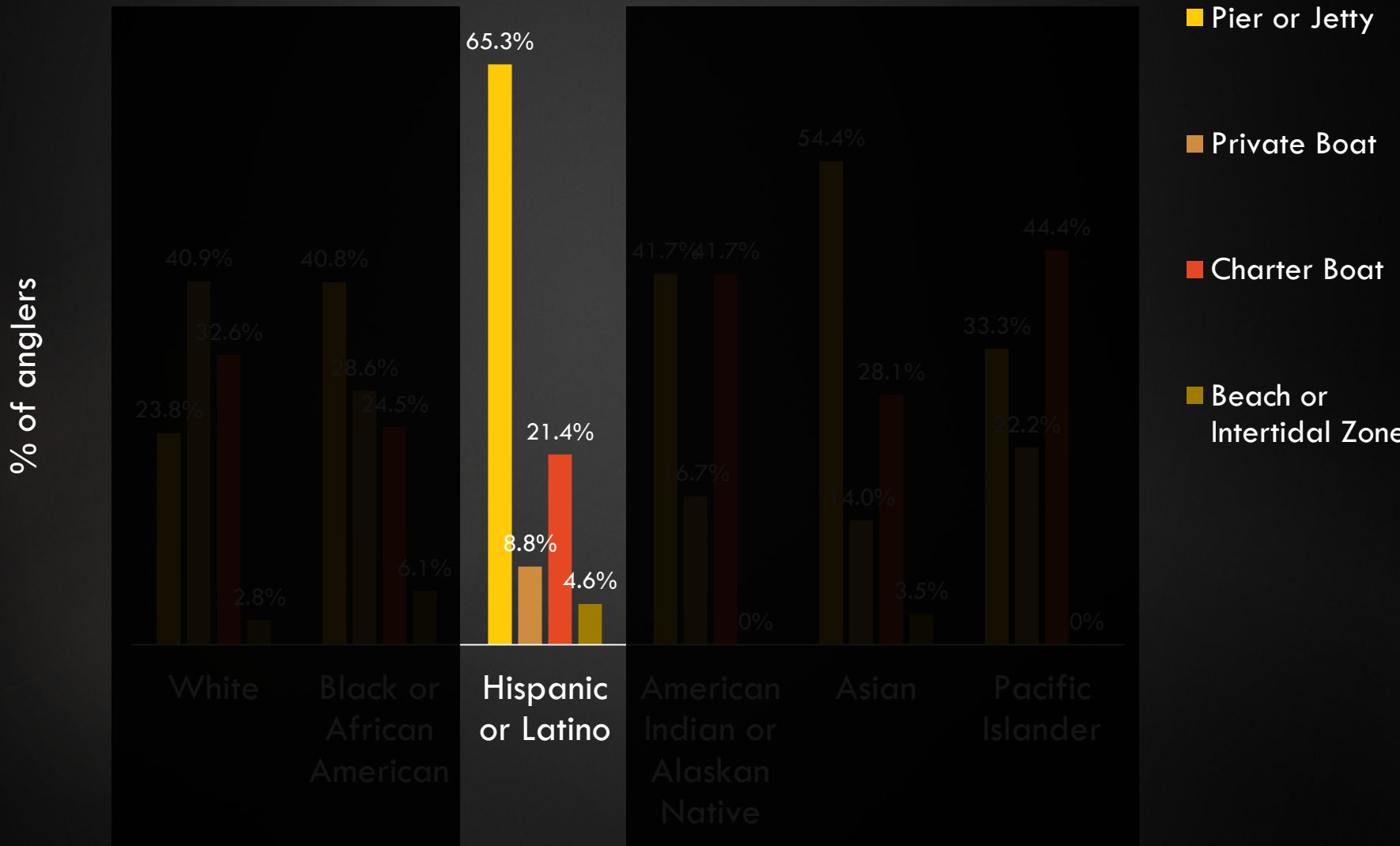
Where: Ethnicity by Mode



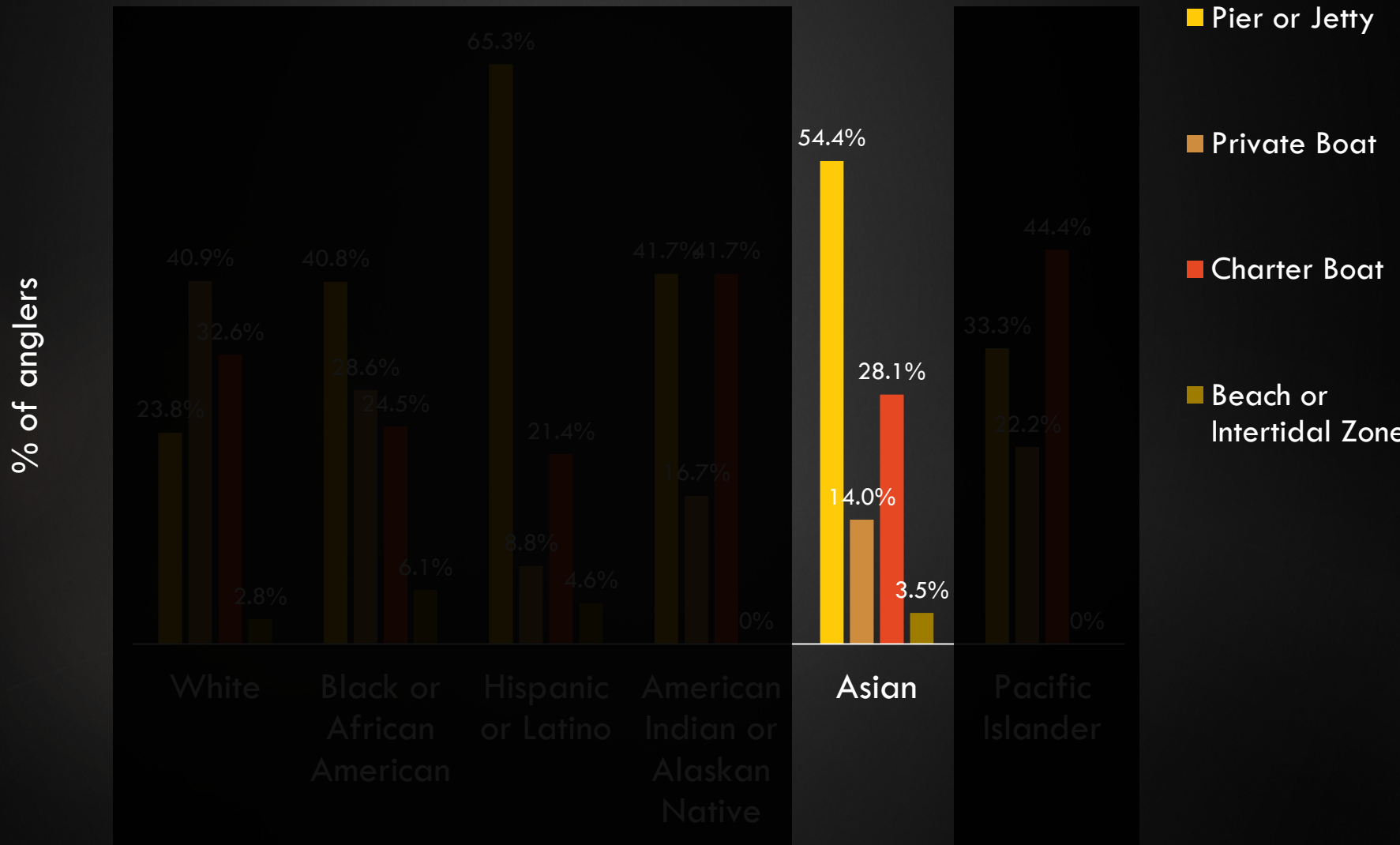
Where: Ethnicity by Mode



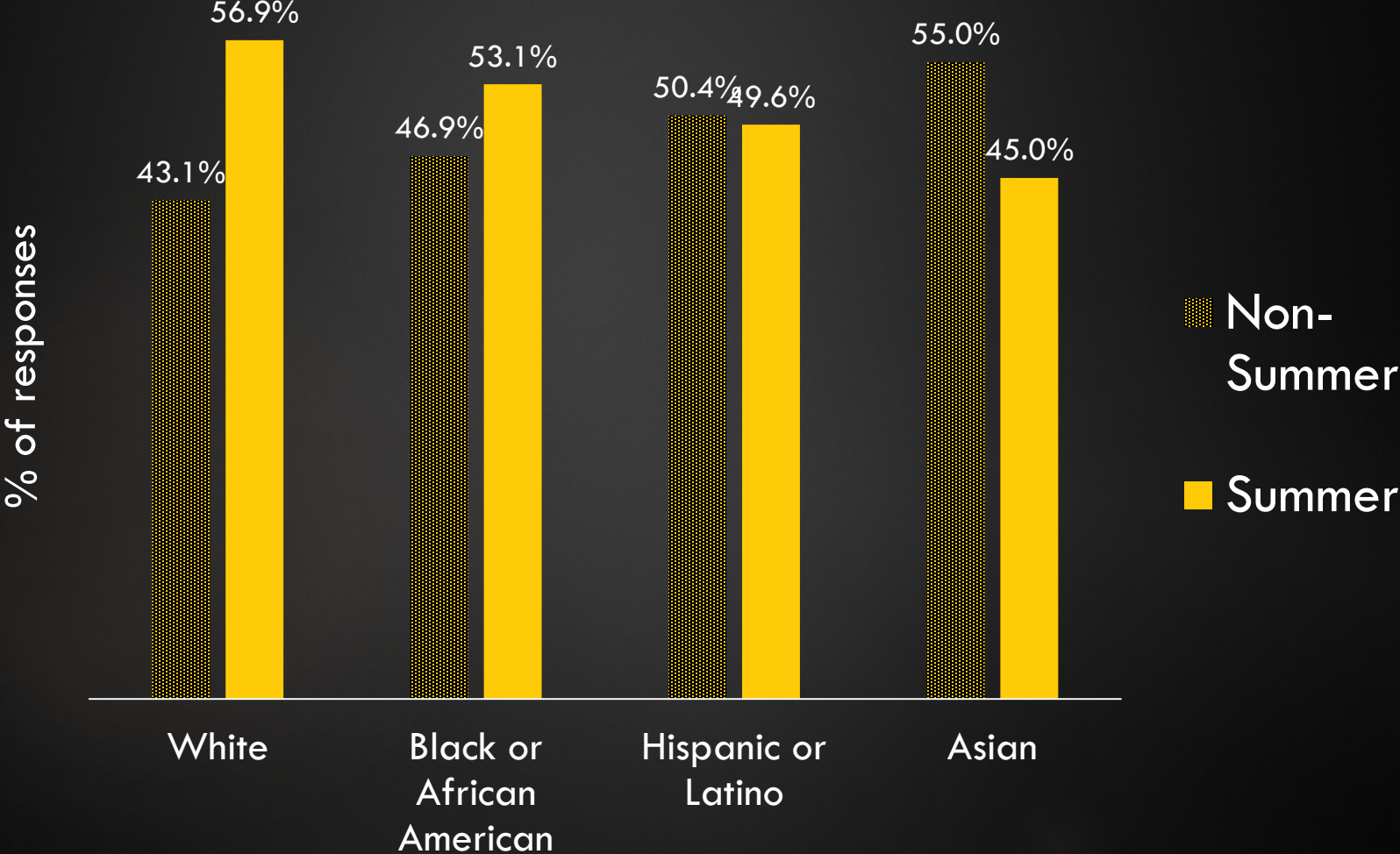
Where: Ethnicity by Mode



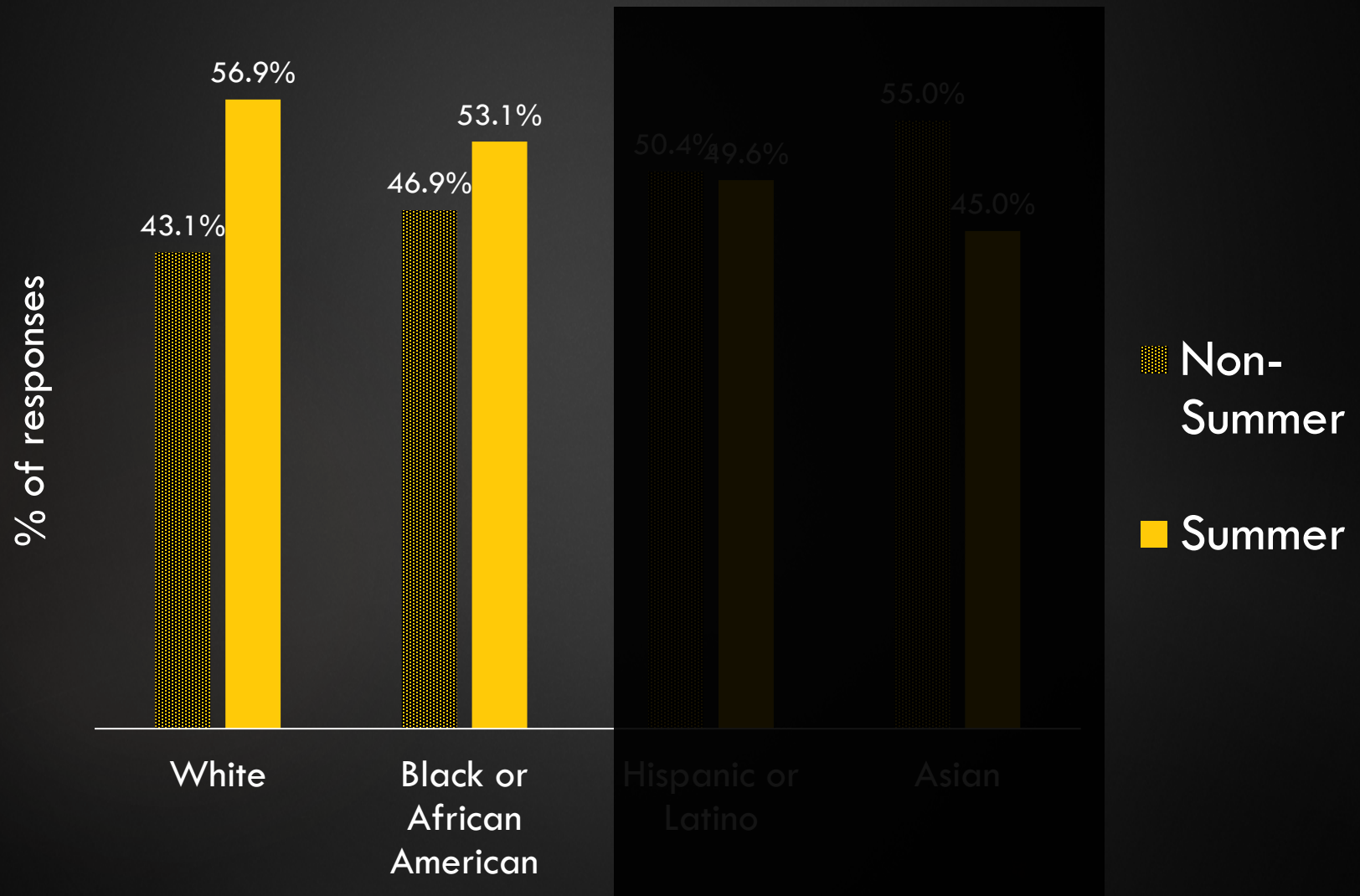
Where: Ethnicity by Mode



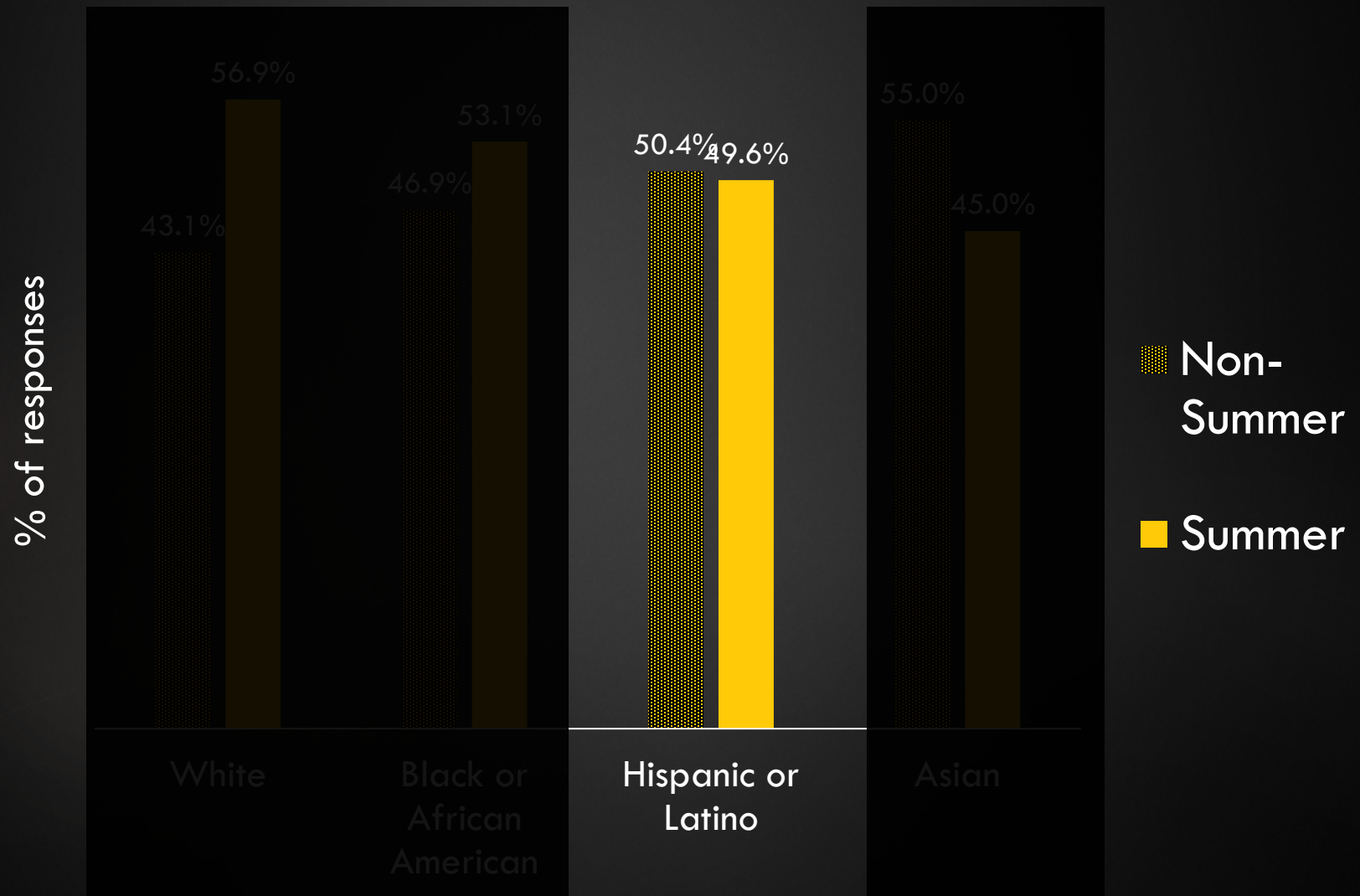
When: Non-Summer vs. Summer Months



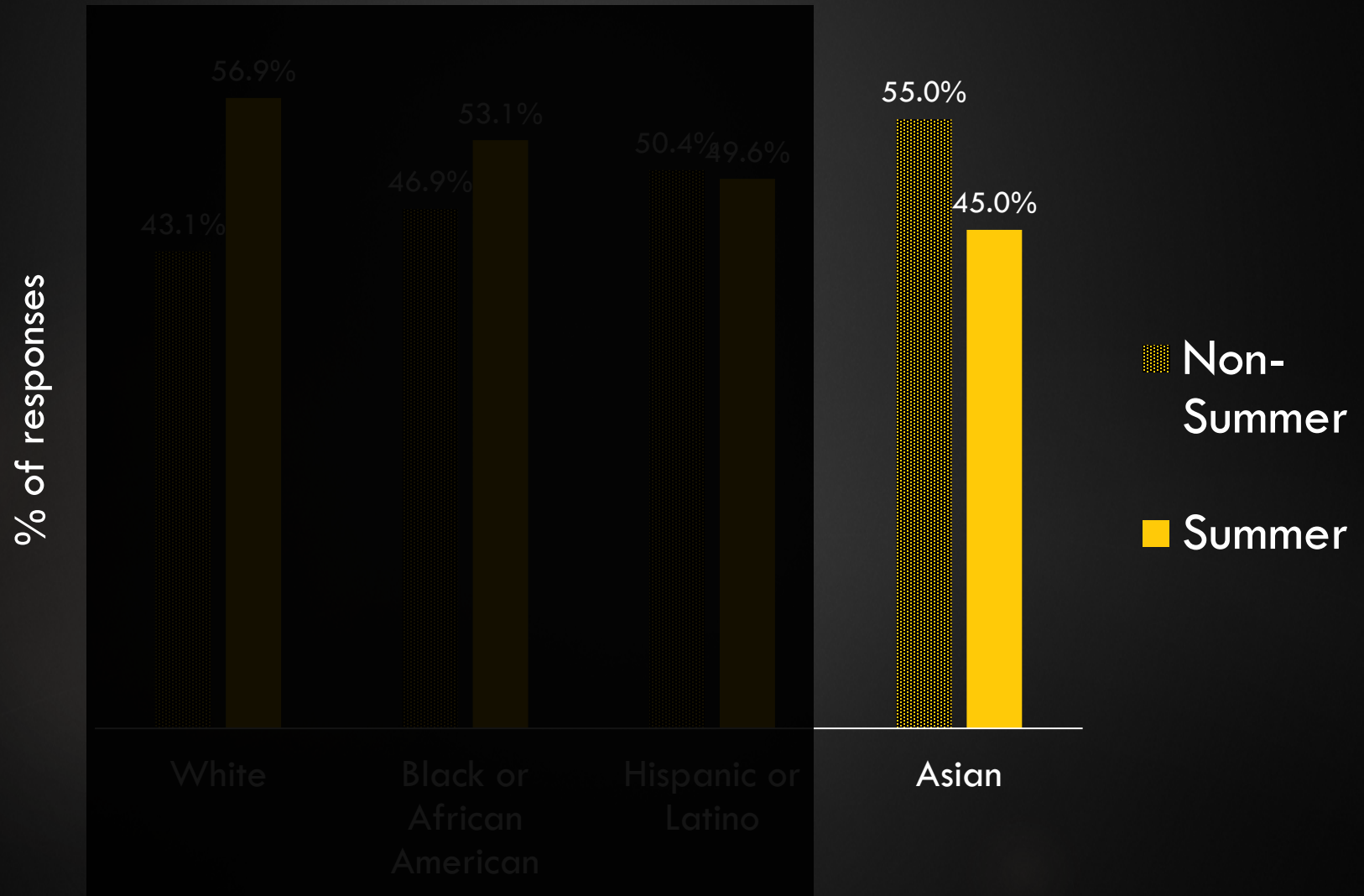
When: Non-Summer vs. Summer Months



When: Non-Summer vs. Summer Months



When: Non-Summer vs. Summer Months



What: Fish caught by anglers

1,118 fish

35 different species

125 buckets



Most Commonly Caught

1. Chub mackerel

Pacific Bonito



2. Pacific sardine

Barracuda



3. Ocean Perch

Halibut



4. Topsmelt



5. White Croaker



5. Barred Sand Bass



Misidentification of DNC Fish

Common Name vs. Incorrect Names Used by Anglers

White Croaker

Queen Fish, Corbina

Barred Sand Bass

Calico Bass

Black Croaker

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Topsmelt

Jacksmelt

Pacific Barracuda

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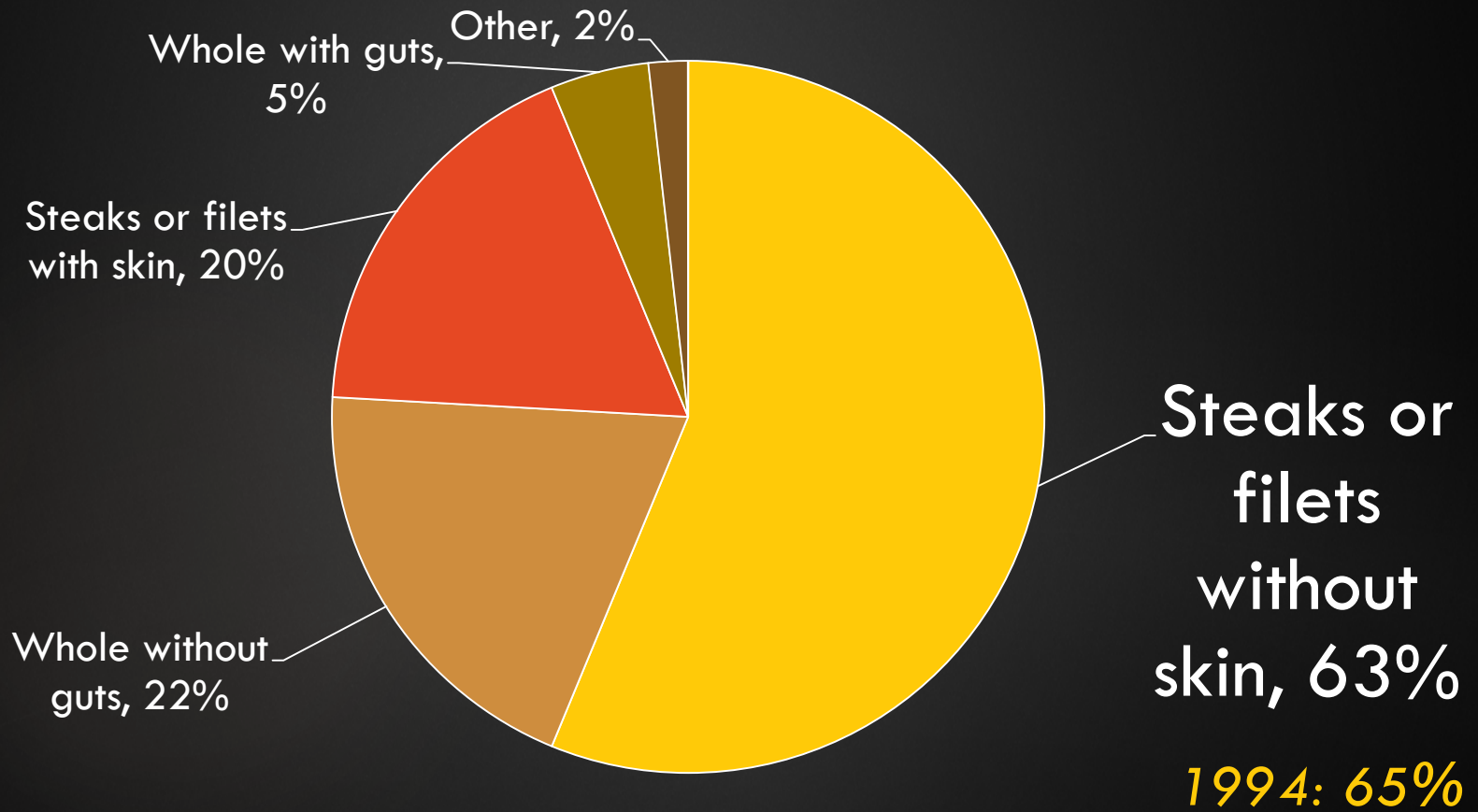


5. What is being consumed?
And by Whom?

DNC fish kept for consumption

		<i>Intentions</i>	
		<i>Eat</i>	<i>Give Away</i>
<i>More often</i>	Barred Sand Bass	41%	15%
	Pacific Barracuda	40%	21%
<i>Less often</i>	Black Croaker	24%	9%
	White Croaker	15%	10%
<i>Least often</i>	Topsmelt	7%	8%

Parts of Fish Consumed – All Species



Consumption Amount

	1994	Current Study
<i>U.C.L. 95%</i>	30.7	21.7 g/ind/day
<i>Median</i>	21.4	10.7 g/ind/day

Greater than 50% Reduction Probable



39%

of anglers reported eating fish caught in the region



Next steps...

Clarifying Questions?

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Strategic Discussion Questions

1. How does the Consumption Study information affect the PV Shelf work partners engage in?
2. How can we use the new Consumption Study information to be more effective in the work that's done?

LUNCH...munch...munch...

Resume at 1:00

Exciting things to come....