

Public Perception of Shellfish Farming in the Pacific Northwest: A Regional Perspective

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December 8, 2014



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Take home facts

1. Citizen knowledge about shellfish farming is limited
2. Opinion is generally favorable
3. Local food and local jobs are key



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Research Purpose

1. Support marine spatial planning
2. Help decision-makers understand the social dimensions of shellfish aquaculture
 - Increase understanding and support for shellfish aquaculture
 - Enhance sustainable development of shellfish aquaculture
3. Support NOAA's National Shellfish Initiative, and state level Shellfish Initiatives



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Survey Method

- Random selection of 400 residential addresses from each of 10 counties in 3 states
- Goal of collecting 100-200 surveys from each county

- Analyze results at
 - county level
 - state study area
 - overall study area



- Post-stratification weights based on # of households in the state-area and overall study area results



Shellfish Farming & Your Community Survey

Study Area	Sample size	Completed Surveys	Response Rate	Sample Error*
Total Study Area	4,000	1,250	34%	±3%
Washington Area	2,400	770	35%	±4%
Skagit	400	129	34%	±9%
Kitsap	400	131	36%	±9%
Pacific	400	150	42%	±9%
Thurston	400	125	33%	±9%
Pierce	400	109	29%	±9%
Mason	400	126	35%	±9%
Oregon Area	800	282	38%	±6%
Tillamook	400	145	39%	±9%
Coos	400	137	37%	±9%
California Area	800	198	26%	±7%
Humboldt	400	103	27%	±9%
Marin	400	95	24%	±9%

***Sampling error** occurs when the statistical characteristics of a population are estimated from a subset of that population.



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The Pacific Shellfish Institute's

Shellfish Farming and Your Community Survey



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Thank you so much for responding to this important survey.

As our state economies continue to grow, the protection and wise management of our natural resources, like our saltwater tidelands and beaches, becomes increasingly more important. The Pacific Shellfish Institute, a private, non-profit organization in Olympia, Washington, has made it their mission to do just that. Since 1995 PSI has been providing research and information to local, statewide and national policy makers in order to encourage the growth of sustainable shellfish resources within a healthy marine environment.

PSI has teamed up with researchers at Washington State University in order to better understand the values of West Coast residents regarding shellfish farming and aquaculture. Your address was one of just a few in California, Oregon and Washington coastal counties randomly selected to participate in this study. Because your responses to this short survey represent so many others in your community, it is very important that you complete it. Your household cannot be replaced in the study.

Please have the adult, age 18 or older, living at this residence with the most recent birthday complete the survey. Any information you provide will remain confidential. Your answers will be combined with those of other survey participants so that individual answers cannot be identified in the results. Also, maintaining confidentiality is extremely important to the success of our research center, because we conduct many surveys. Thus, we are very careful to adhere to these policies and protect your privacy.

Bobbi Hudson
Executive Director
Pacific Shellfish Institute

Please enter the Access Code that was
on the message we sent to you.

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Survey Deployment & Response Rate

- 652 web completes
- 598 paper completes (29 refusals)
- 267 addresses were non-residents (removed from the sample)
- Resulting in 34% response rate



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How familiar are you with the practice of shellfish aquaculture?

- Not at all familiar
- Slightly familiar
- Moderately familiar
- Very familiar
- Extremely familiar



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Have you ever seen a shellfish aquaculture farm?

■ No

■ Yes

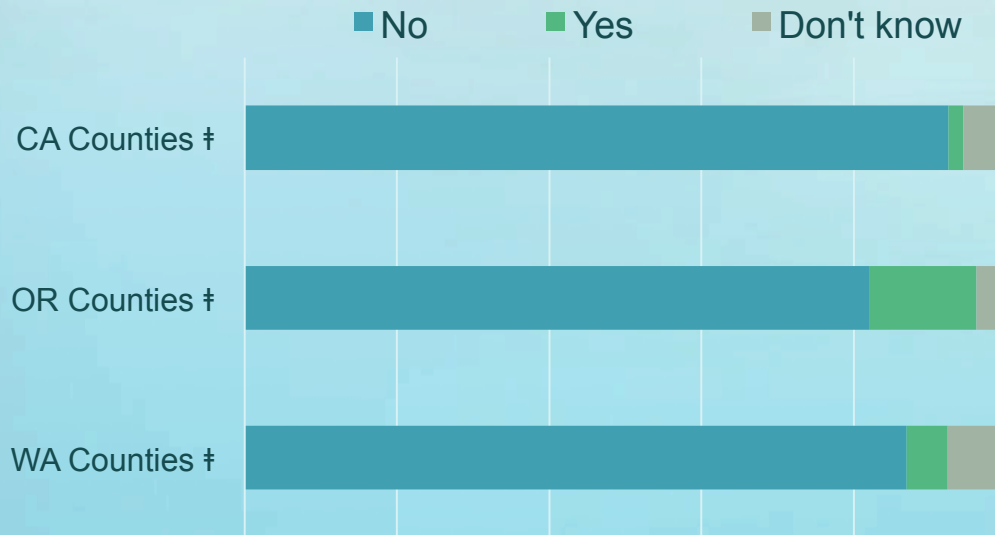
■ Don't know



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Is there commercial shellfish harvest within view of your home?



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How much do shellfish aquaculture farms enhance or detract from the scenery of coastal areas?

■ Greatly detracts ■ Somewhat detracts ■ Neither detracts nor enhances ■ Somewhat enhances ■ Greatly enhances



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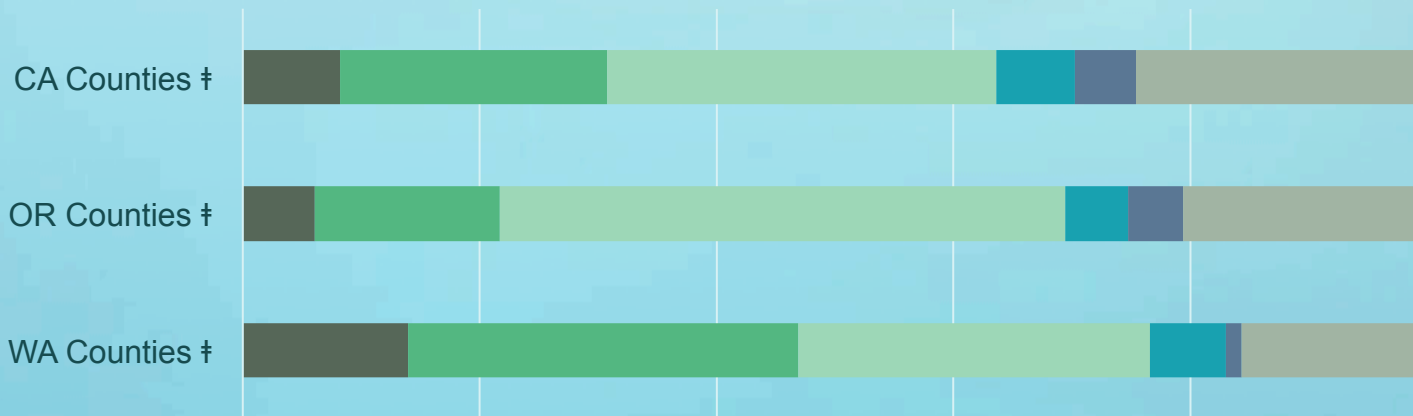
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If you were looking to purchase waterfront property, what effect would having commercial shellfish harvest within view of your home have on your decision?



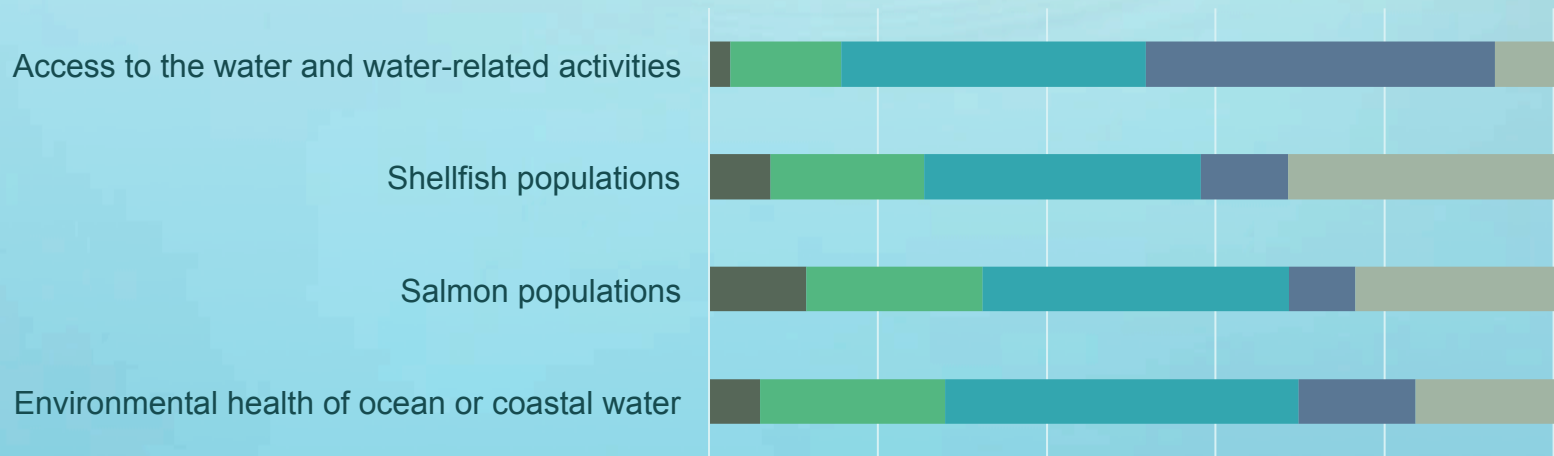
Very negative Somewhat negative No effect Somewhat positive Very positive Don't know



Thinking about the saltwater areas near this residence, how would you rate each of the following?



■ Poor ■ Fair ■ Good ■ Excellent ■ Don't know

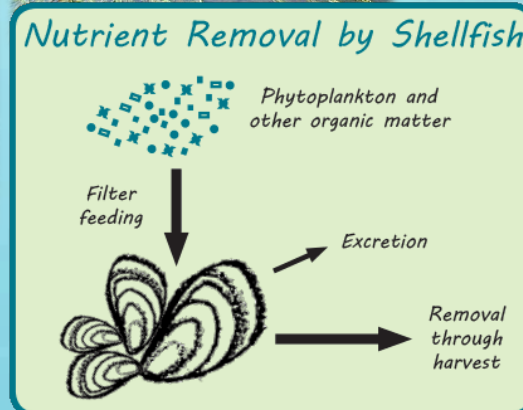
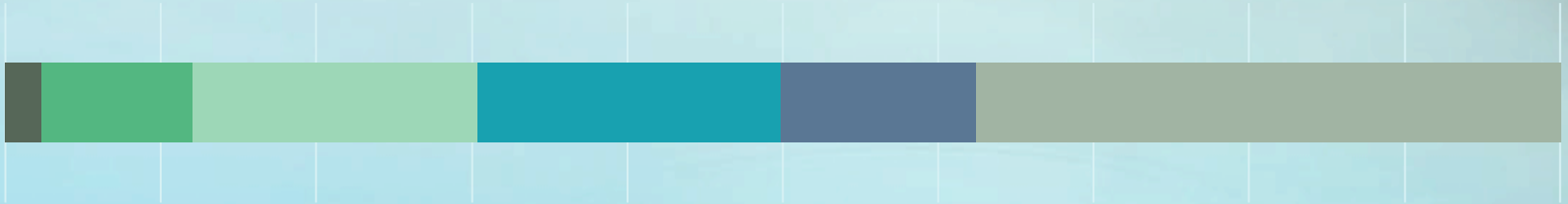


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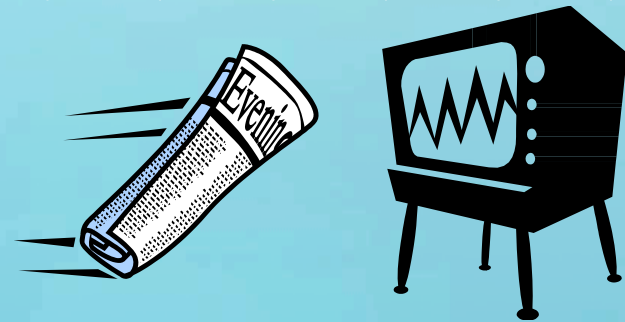
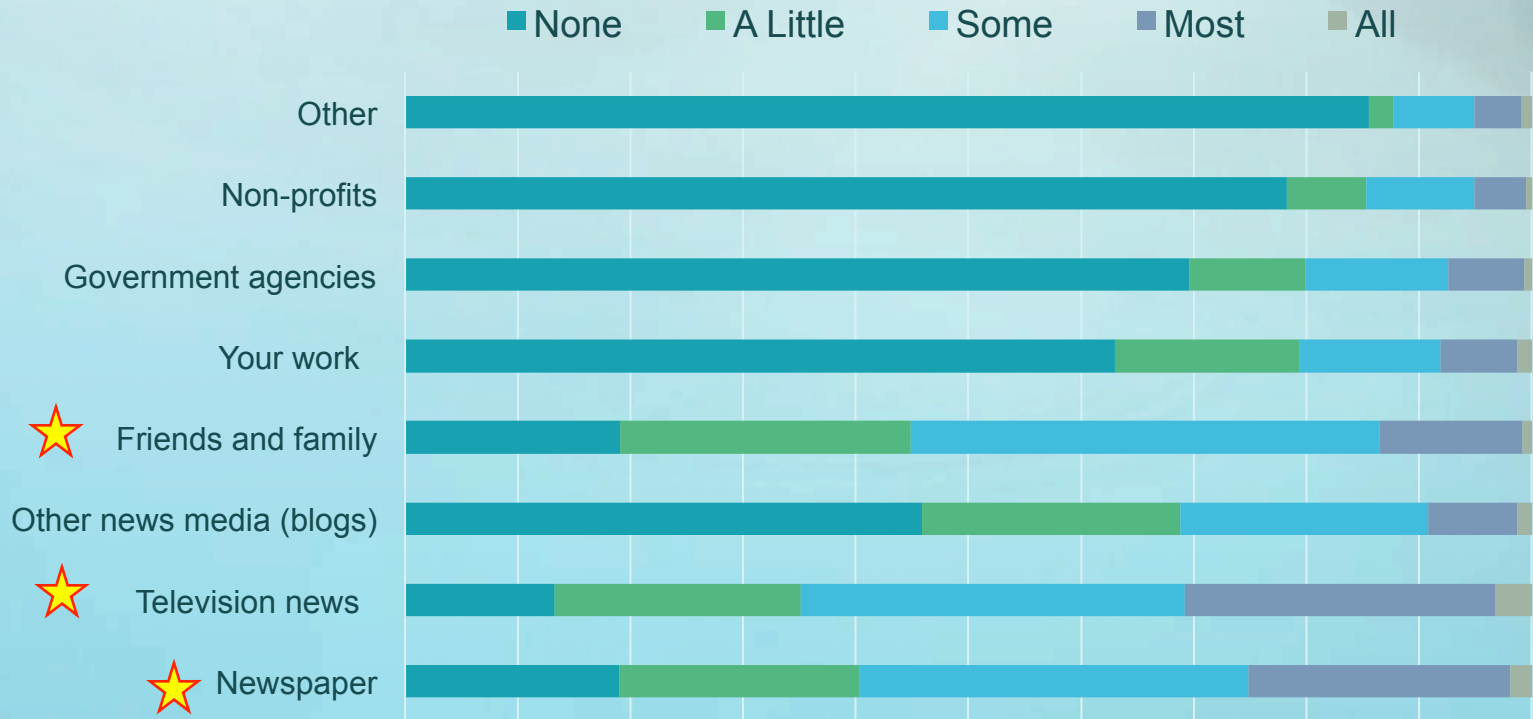
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What type of impact do you think shellfish aquaculture farms have on the environment?

Very negative Somewhat negative Neither positive nor negative Somewhat positive Very positive Don't know

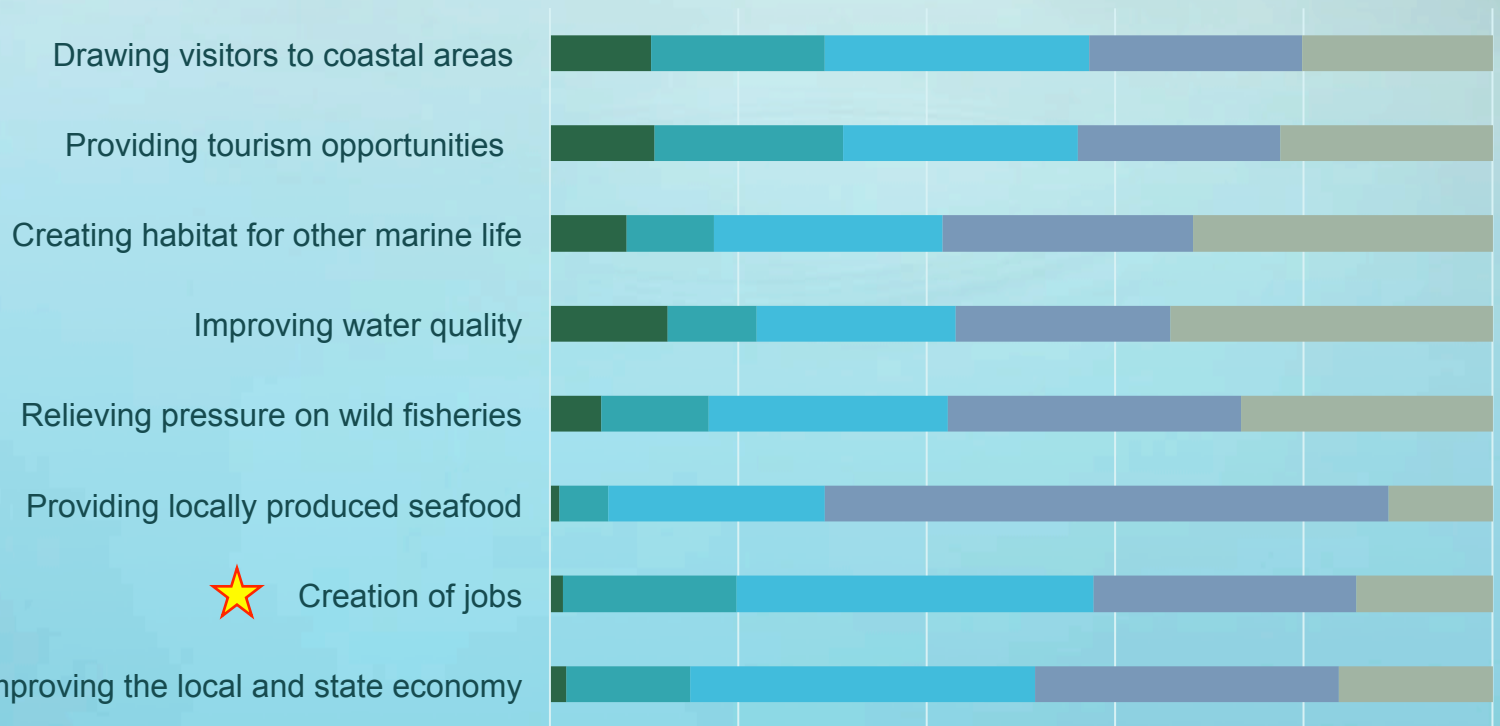


How much of your info on health of local marine waters comes from these sources?



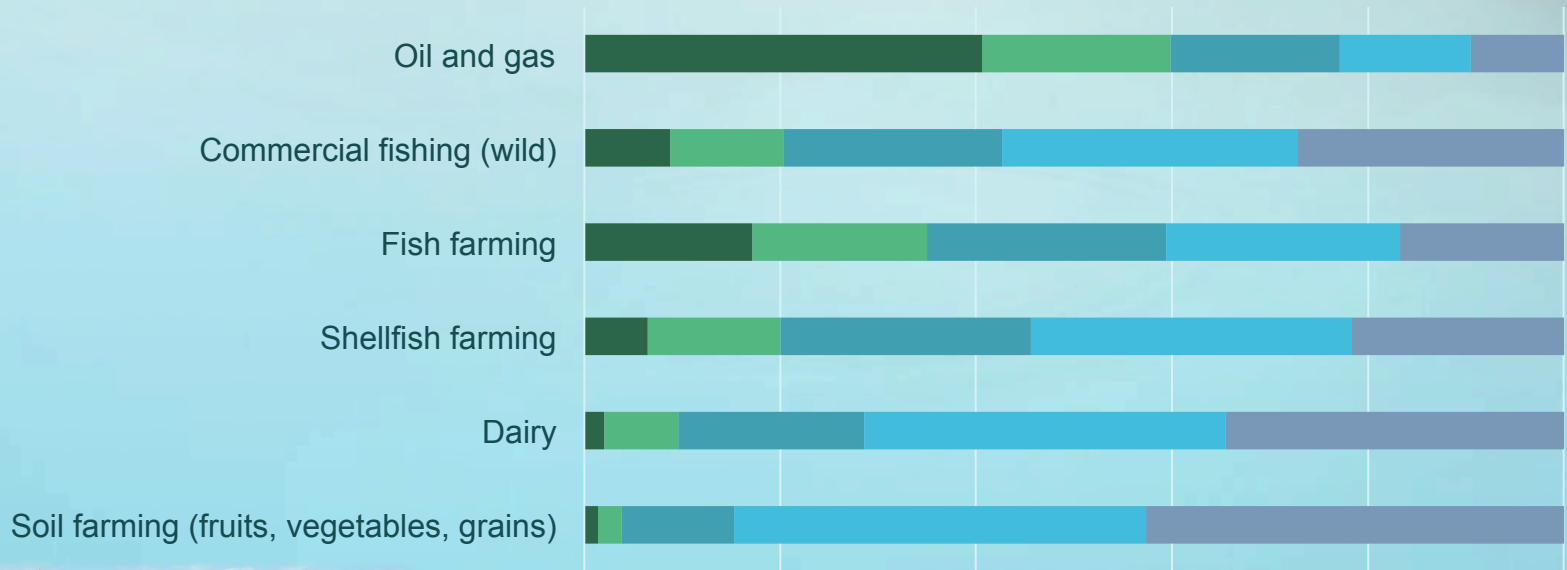
How much of a benefit do you believe shellfish aquaculture brings to each of the following?

No Benefit
 Slight Benefit
 Moderate Benefit
 Great Benefit
 Not sure



Thinking about those industries in your state, how favorable or unfavorable are you toward each?

- Not at all favorable
- Slightly favorable
- Moderately favorable
- Very favorable
- Extremely favorable



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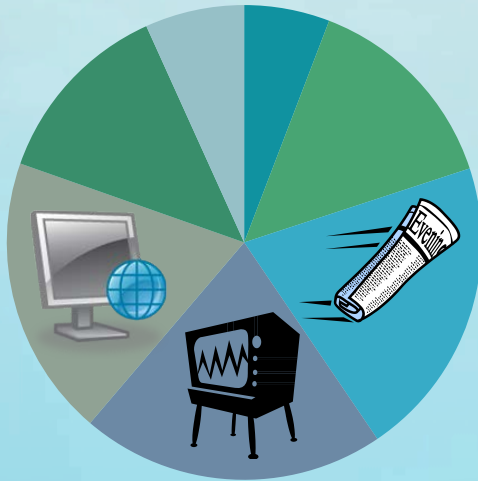
Is the information you receive about shellfish aquaculture mostly negative, neutral, or mostly positive?

- Mostly negative
- Neutral
- Mostly positive
- An equal mix of positive and negative
- Have never received information about shellfish aquaculture

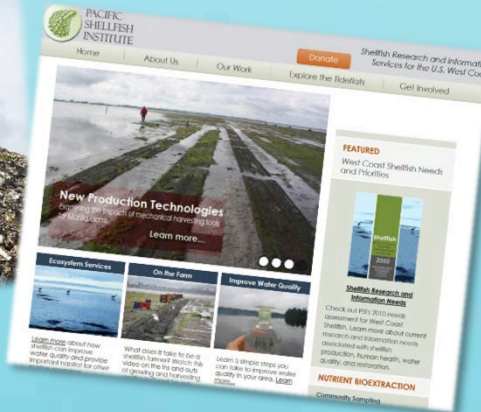


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Which method would you prefer If you were to receive more information concerning local shellfish aquaculture?



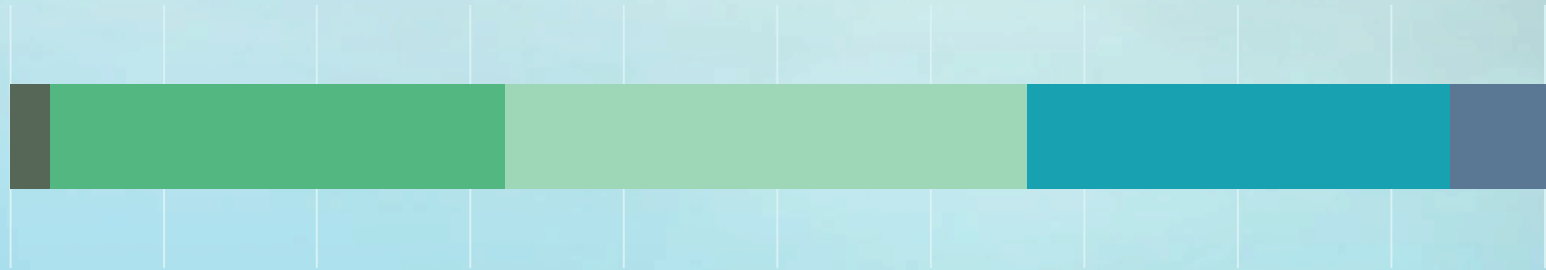
- Local Meetings/Workshops
- Presentations or Booths
- Newspaper
- Television
- Websites
- Mailings/Newsletters
- Email/Listservs



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How much of the oysters, clams, and mussels sold commercially in your state do you think comes from aquaculture as opposed to what is harvested in the wild?

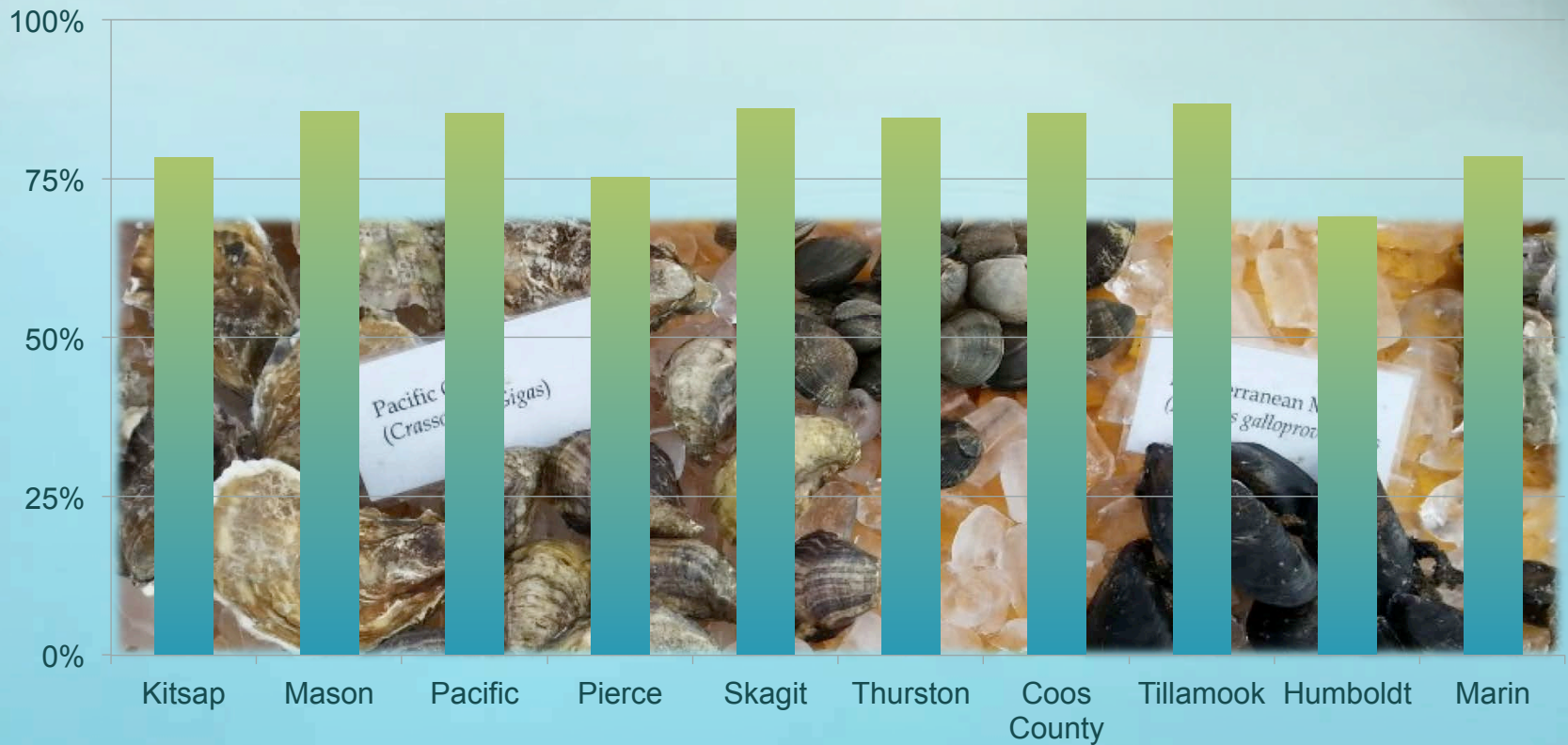
■ None of it ■ About 25% ■ About 50% ■ About 75% ■ All of it



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Do you or any member of your household eat shellfish such as oysters, clams, or mussels?

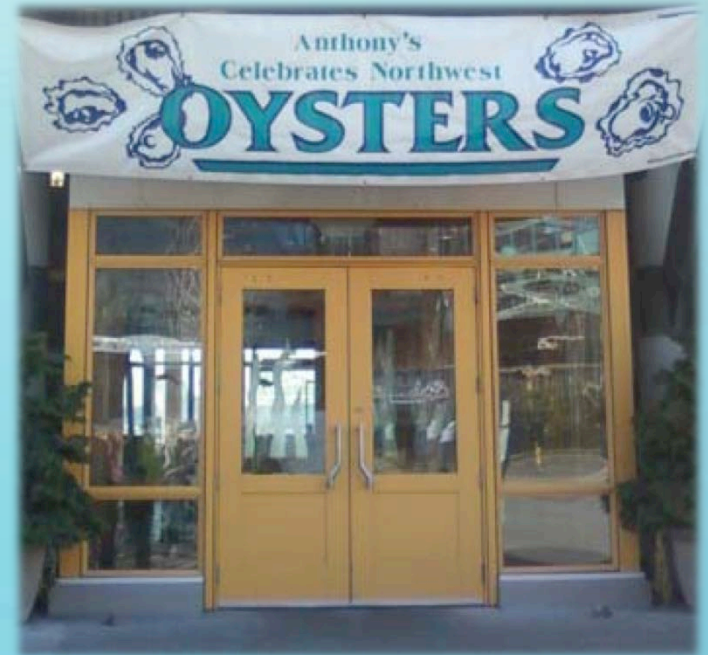
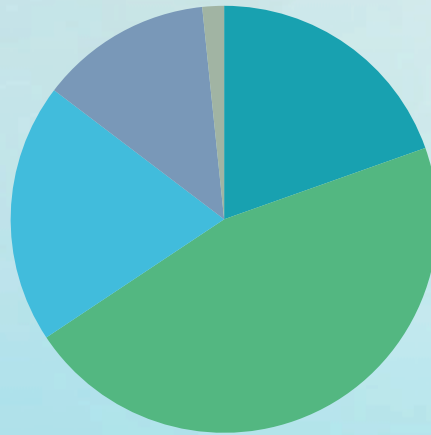


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How often do members of your household eat oysters, clams or mussels, either at your home or in restaurants?

- Less than two times a year
- Every few months
- Once a month
- Several times a month
- Several times a week

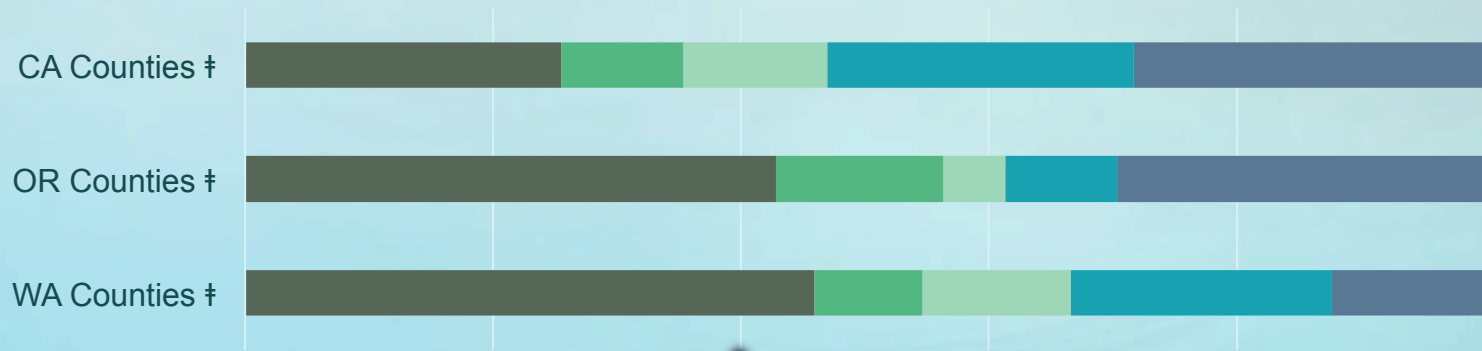


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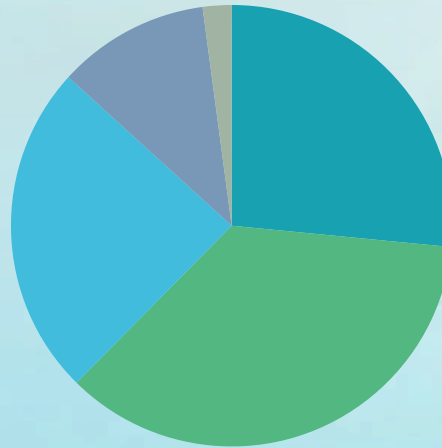
Why don't you or your household eat shellfish?

■ Taste
 ■ Allergies
 ■ Expense
 ■ Knowledge About Cooking Them
 ■ Other Reason



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How interested are you in buying oysters, clams or mussels directly from shellfish growers in your area?



- Not at all interested
- Slightly interested
- Moderately interested
- Very interested
- Extremely interested



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thank you!

Bobbi Hudson

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Survey Development Team

- ❖ **Danna Moore**, WSU Social & Economic Research Center
- ❖ **Thom Allen**, WSU Social & Economic Research Center
- ❖ **Teri King**, WA Sea Grant/University of Washington
- ❖ **David Landkamer**, OR Sea Grant/Oregon State University
- ❖ **Paul Olin**, CA Sea Grant/Scripps Institution of Oceanography
- ❖ **David Fyfe**, Northwest Indian Fisheries Commission (NWIFC)
- ❖ **Bill Dewey**, Taylor Shellfish

Funding: WA Sea Grant, via NOAA award #NA14OAR4170078



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Survey Management - WSU

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World Class. Face to Face.

Pacific Shellfish Institute's
Aquaculture Survey

Print

Reports available once study has been fielded

Residential
Sample Summary
Completed Surveys
Partially Completed
Nonrespondents
Status by Case
Report by Day
Downloads

Stakeholder
Sample Summary
Completed Surveys
Partially Completed
Nonrespondents
Status by Case
Report by Day
Datasets

PACS13 Project Management
SESRC Home
SESRC Projects

A residential and stakeholder survey regarding oyster, clam and mussel farming in Washington, Oregon and California.

Background

This is a mixed-mode, web-mail survey project conducted in specific coastal counties of Washington, Oregon and California. The social science study will involve two separate surveys, one to residents and another to stakeholders in the shellfish industry. The surveys will attempt to measure levels of support for continued or expanded shellfish aquaculture and what the implications may be for aquaculture planning and development.

The surveys are funded under two separate grants retained by the Pacific Shellfish Institute from the NOAA. The grants are:

1. Planning for sustainable shellfish aquaculture in complex multiple use environments ([click here](#))
2. Planning for Sustainable Shellfish Aquaculture: Identifying Current Activities, Public Perceptions, Conflicts, and Compatibilities ([click here](#))

The survey work represents just a portion of the total investigatory activities funded under these grants.

Study Population and Sample

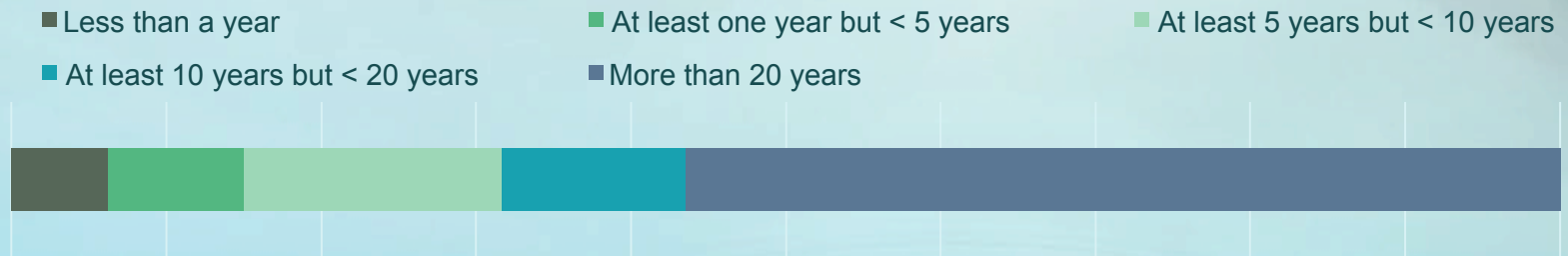




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How long have you owned your waterfront property?

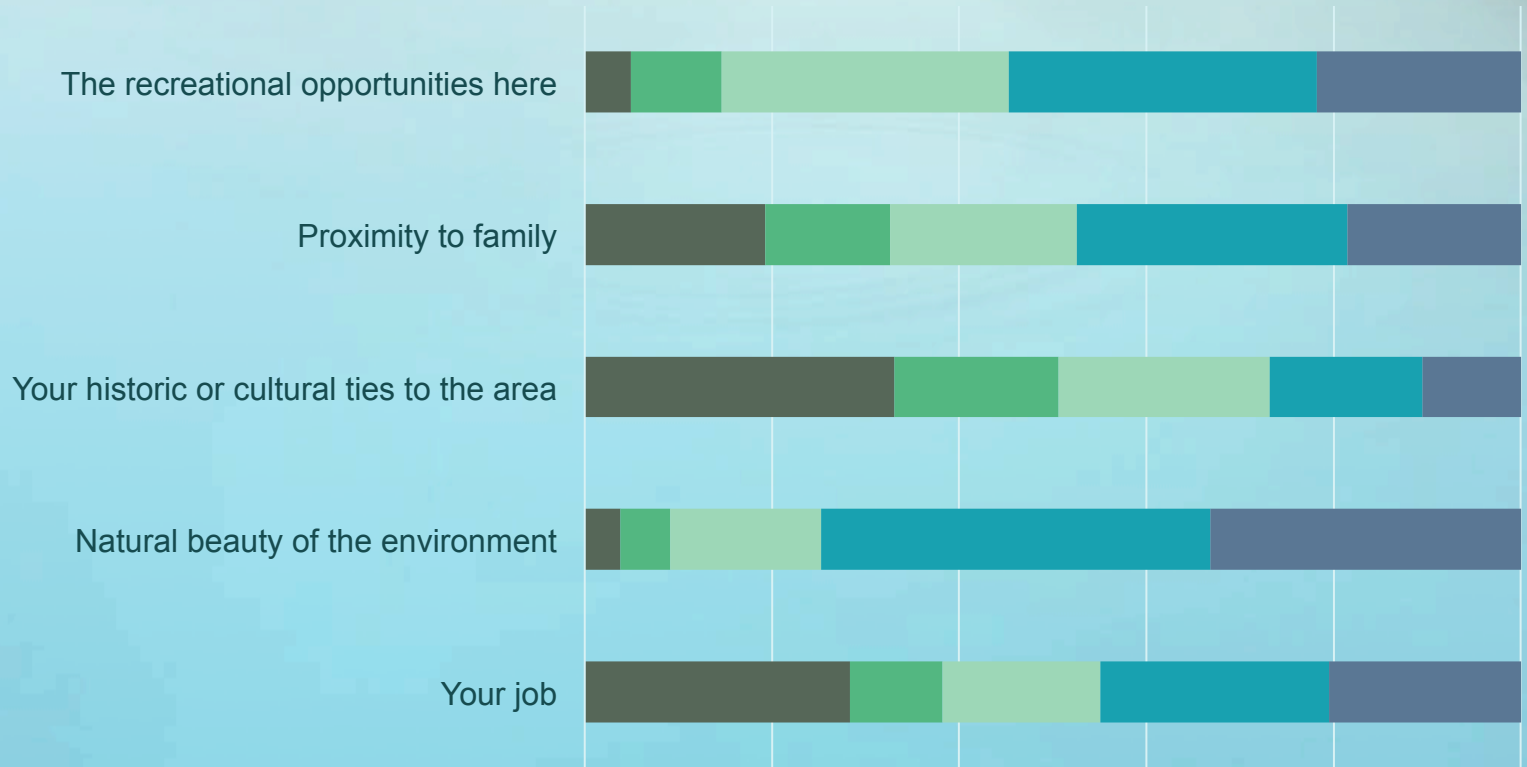


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How important is each of the following in your decision to live or stay at this residence?

■ Not at all important ■ Slightly important ■ Moderately important ■ Very important ■ Extremely important



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Quantitative Design

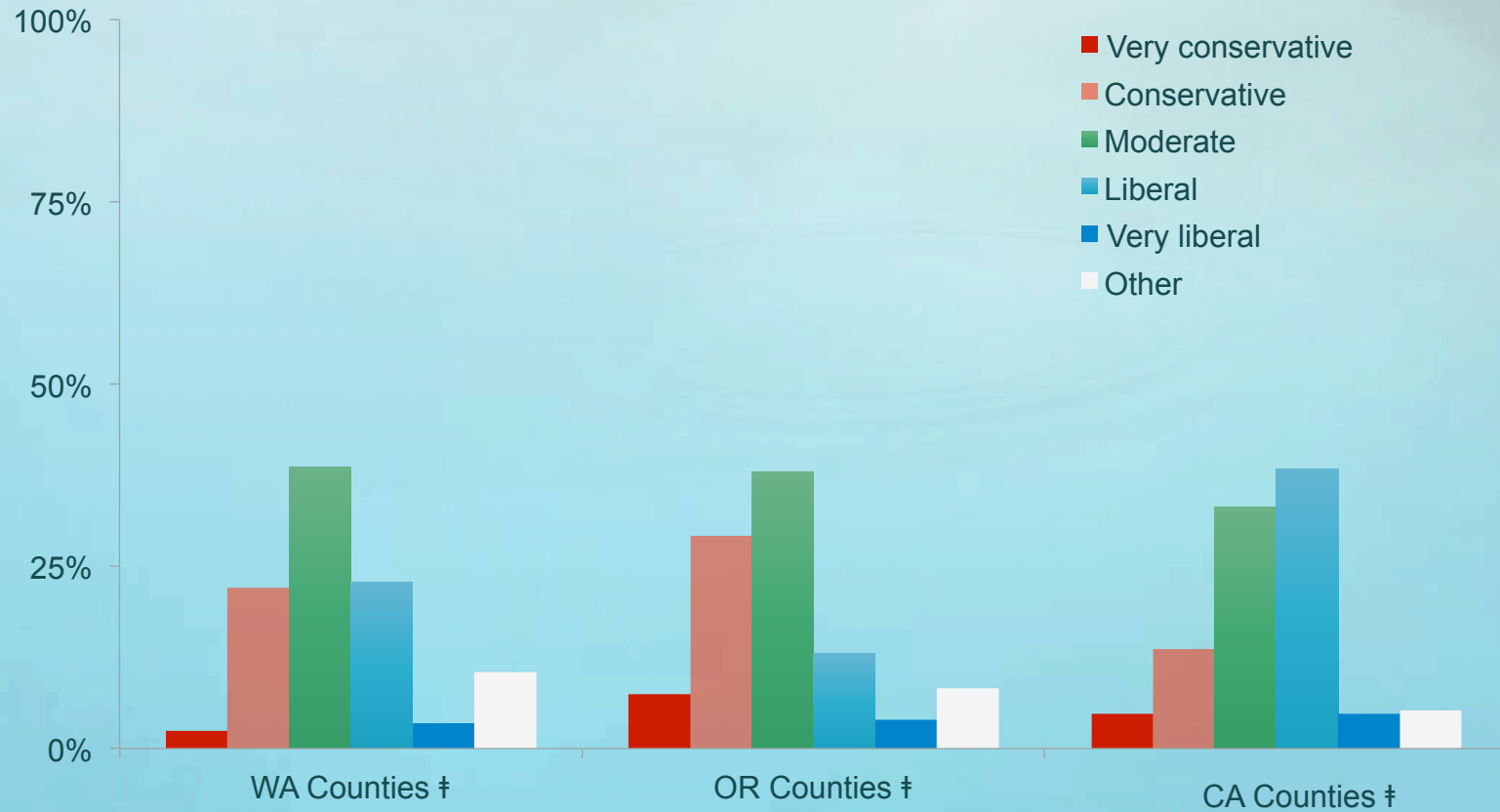
Study Area	Population	Adults	Households	Sample size
Total Study Area	1,973,675	1,519,653	862,187	4,000
Washington Area	1,498,350	1,140,538	640,462	2400
Skagit	118,109	89,164	51,473	400
Kitsap	251,133	194,637	107,367	400
Pacific	20,920	17,172	15,547	400
Thurston	252,264	194,142	108,182	400
Pierce	795,225	597,098	325,375	400
Mason	60,699	48,325	32,518	400
Oregon Area	88,293	71,358	48,952	800
Tillamook	25,250	20,245	18,359	400
Coos	63,043	51,113	30,593	400
California Area	387,032	307,757	172,773	800
Humboldt	134,623	107,562	61,559	400
Marin	252,409	200,195	111,214	400



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Which of the following best describes your political beliefs or values?



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