



Updates to Fish Consumption Survey

DEQ and Northwest Research Group

April 2, 2014 Negotiated Rulemaking,
Docket 58-0102-1201

Current Status

- Focus groups
 - Held Feb 25-27 at 3 locations (Coeur d'Alene, Boise, Pocatello)
 - Targeted both angler and non-angler respondents
 - Used to improve survey questions and interviewing methods

Current Status

- Quantitative pretest
 - Through end of April
 - Training of interviewers begins this week
- Angler sample
 - Data provided by IDF&G
 - Separate from general population but will be combined at the end
- Interviews by phone only
 - Combination of landline and cell phone interviews
 - Sampling element is individual not household

Sample Distribution

Name	Pop. (18+)	% of Pop.	Angler Pop.	% of Angler Pop.	Total Sample	Angler	Non-Angler
Panhandle	162,622	14.2%	44,313	15.0%	995	299	696
North Central	84,198	7.4%	24,717	8.3%	516	167	349
Southwest	177,979	15.6%	48,657	16.4%	1091	329	762
Central	324,103	28.4%	74,052	25.0%	1987	500	1486
South Central	132,299	11.6%	35,672	12.0%	811	241	570
Southeastern	118,654	10.4%	31,802	10.7%	727	215	512
Eastern	142,429	12.5%	36,829	12.4%	873	249	624
Idaho	1,141,984		296,042		7,000	2,000	5,000

Schedule

Task	Start Date	End Date
Programming – Main Study	3/24/2014	3/31/2014
NWRG / IDEQ Review of Programming – Main Study	4/1/2014	4/2/2014
Pretest – Main Study	4/3/2014	4/8/2014
Update Questionnaire – Main Study	4/9/2014	4/15/2014
Final Programming / Testing	4/26/2014	4/22/2014
Data Collection – April	4/23/2014	4/30/2014
Make Final Choices for Verbal Visual Aids and Incorporate into Main Study Questionnaire / Programming	4/21/2014	4/22/2014

Pilot Project

- To test application of verbal “visual aids” in estimating portion sizes
 - Scenarios to be tested
 - Fish and shellfish tested separately
 - Conducted via web survey
 - Sample drawn from 1) anglers and 2) representative web panel

5 Scenarios

- Full information – Respondent sees a picture of average serving along with a visual PSEA
- Visual PSEA – Respondent sees a picture of average serving. On the next page the picture of the serving is replaced with a visual PSEA
- Verbal PSEA – Respondent sees picture of average serving. Asked to estimate size based on verbal (non-visual) PSEA

Pilot Project

Task	Start Date	End Date
Questionnaire to IDEQ – Experiment	3/24/2014	
IDEQ Approve Questionnaire – Experiment	3/25/2014	
Programming – Experiment	3/26/2014	4/1/2014
NWRG / IDEQ Testing – Experiment	4/1/2014	4/2/2014
Pretest – Experiment	4/3/2014	4/4/2014
Revise – Experiment	4/7/2014	4/8/2014
Data Collection – Experiment	4/9/2014	4/15/2014
Preliminary Analysis – Experiment	4/16/2014	4/18/2014