



# HUMAN DIMENSIONS: INFORMATION, PERCEPTIONS AND COMMUNICATION



## WHAT DO PEOPLE WORRY ABOUT IN THE OCEAN?

Human dimensions survey research indicates that a majority of both coastal and noncoastal residents are concerned about threats to the health of the ocean in Oregon.



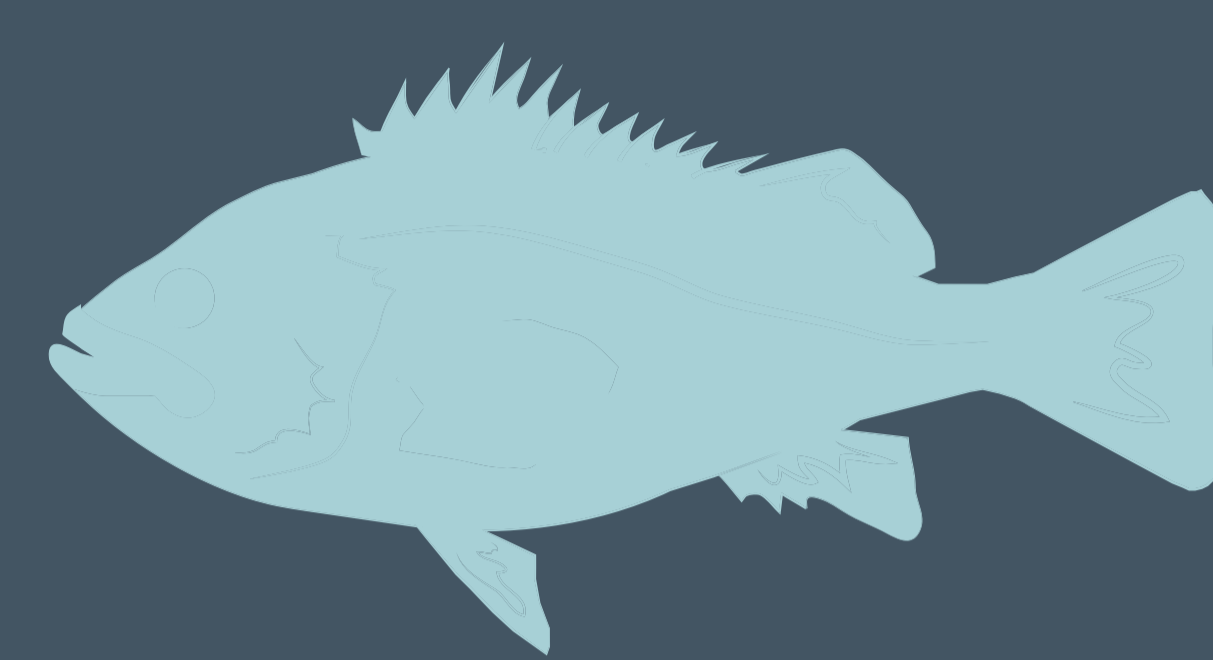
Loss of Biodiversity



Marine Debris



Ocean Acidification



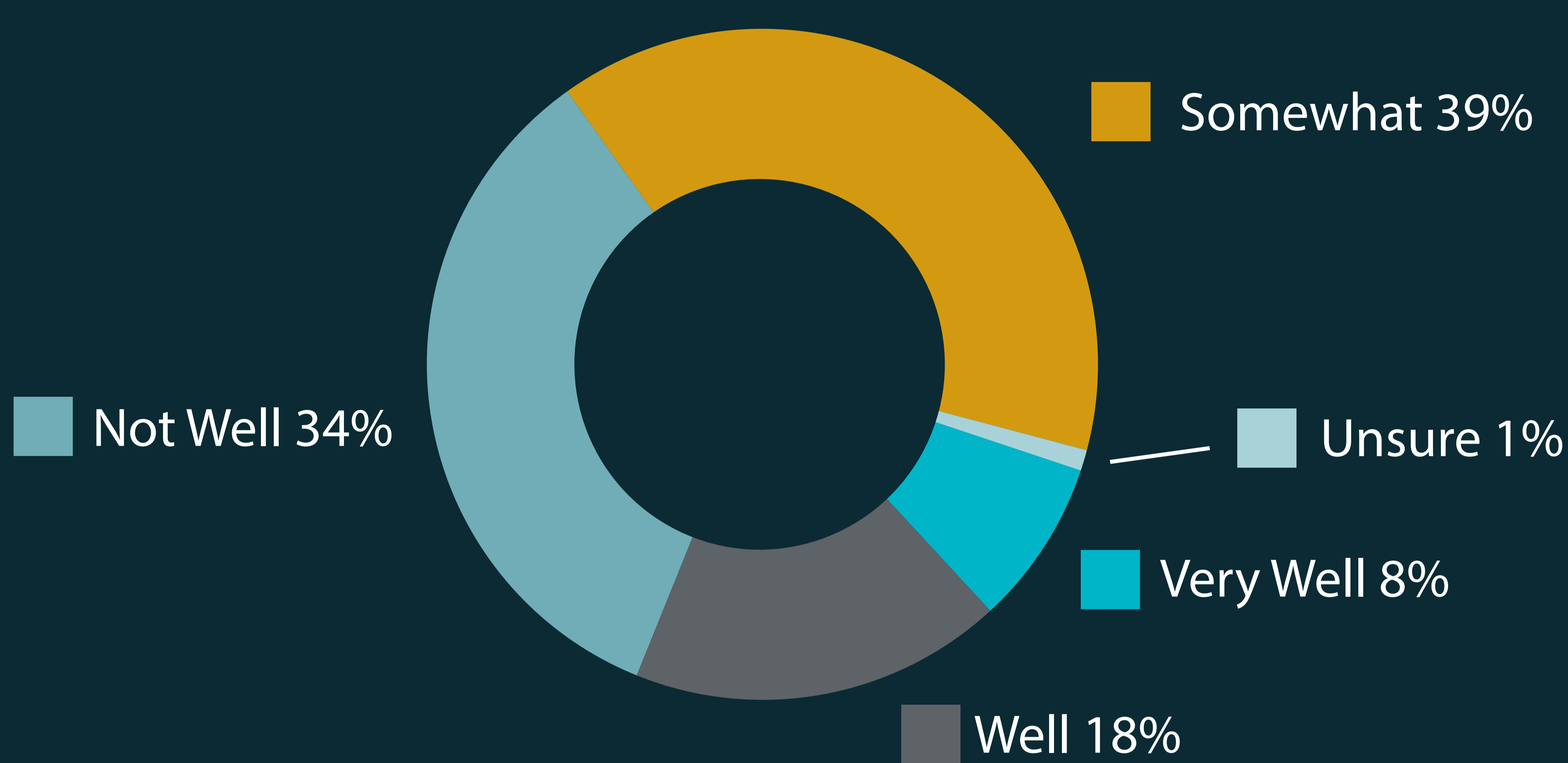
Overfishing



Oil and Gas Exploration

## WHAT DO PEOPLE KNOW?

How informed do you consider yourself to be concerning ocean issues in Oregon?



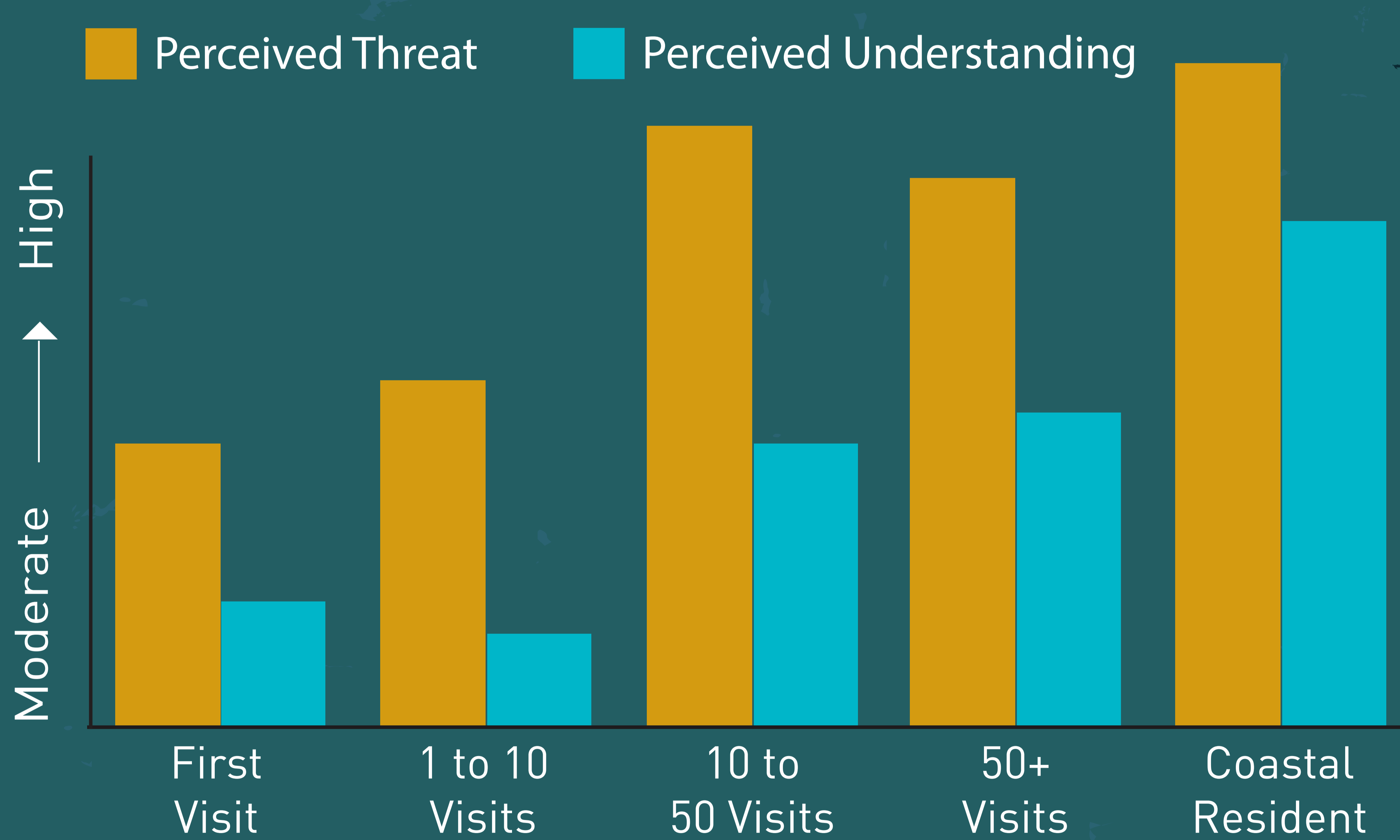
Although people felt the ocean was threatened, most people did not feel well-informed on ocean issues.

## COASTAL RESIDENTS UNDERSTAND WHAT'S HAPPENING IN THEIR BACKYARD

Coastal residents were much more likely to feel well or very well informed about ocean issues in Oregon (57%) compared to noncoastal respondents (22%). Coastal residents also perceived greater threats to the ocean than noncoastal residents.

These results indicate that people perceive the ocean in Oregon as being threatened by a variety of sources, but need more information to understand the nature of these threats.

Perceived ocean threats and understanding is higher among coastal residents and more frequent visitors



## PREFERRED INFORMATION SOURCES

Understanding the sources that people prefer for obtaining information about ocean issues can help ODFW improve communication and outreach. Surveys found that the majority of respondents prefer the internet (43%), television (17%), and newspapers (9%). Over 30% indicated they also used all other sources. These survey findings suggest that multiple communications methods should be used to reach a large audience.

Preferred Source for Information:

