



Audience Segmentation Strategies for Communicating with Boaters at High Risk of Spreading AIS

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Purpose



- Some boaters pose more risk to spreading AIS than others
- If high-risk boaters differ on factors that could inform communication strategies, may want to target outreach

Background - Segmentation



- Divide population into groups more like each other than other segments
- Segment by gender, behavior, geography, etc.
- “Differential responsiveness” most crucial criterion
- Prioritize segments with highest response to marketing effort

Background - Segmentation



- Pick categories that are actionable

Transience level:

- Can be identified (with boater registration this could generate a targeted mailing list)
- Proxy for risk
- Proxy for stakeholder groups

Research Question



Will highly transient boaters differ from boaters who are low or no transience when it comes to variables that inform outreach, such as behavior, attitudes, social norms, perceived behavioral control, knowledge, information exposure, and demographics?

2013 Survey of WI Boaters




- Registered boaters
- 1500 mail surveys
- 869 returned
- Admin. by WI DNR

Aquatic Invasive Species Survey 2013
An opportunity to provide input on Wisconsin's Aquatic Invasive Species management program

The purpose of this survey is to better understand what Wisconsin boaters and anglers think about aquatic invasive species (AIS) and related prevention behaviors. You have been contacted because you purchased a 2013 boat registration. Results of the survey will be used to inform the Aquatic Invasive Species program and possibly lead to new prevention strategies and regulations. In other words, your participation is extremely important!

If possible, please have this survey taken by the primary boat user in your household. However, anyone who uses your household boats may take this survey. Note: your answers will be linked to your name.

Thank you for taking the time to fill out this survey. Please indicate the best response in the appropriate box.



Section 1: Your boating and fishing experiences

1. Did you do any recreational boating or fishing in the state of Wisconsin in 2012?
Recreational boating includes all motorized boating, sail boating, canoeing, kayaking, duck skiff, and use of personal watercraft such as jet skis.

Yes, I both boated and fished

Yes, I fished but did not boat

Yes, I boated but did not fish.....Please skip to Question 2 on page 2

No.....Please skip to Section 4 on page 3

I don't remember.....Please skip to Section 4 on page 3

[1]

Filters



- If people don't fish, filtered out, leaving 556 cases
- Missing data – 337 cases remain (61%)
- Most survey items missing less than 6%
- More data missing where a behavioral question wouldn't be applicable to some (e.g., bait disposal)

Transience Level



- No transience: Did not use boat on 1+ body of water in 2013 (116 respondents)
- Low transience: Used boat on 1+ body of water in 2013, but not within a 5-day period (108 respondents)
- High Transience. Used boat on 1+ body of water in 2013 and within a 5-day period (n = 111)

Demographics



- 97% male
- 99% white
- Mean age 56
- Income closest to "\$60,001 - \$80,000"
- Education closest to "Some college, technical or trade school"

Self-Reported Behavior



	No Trans (n = 116) Mean	Low Trans (n = 108) Mean	High Trans (n = 113) Mean	Kruskal- Wallis test statistic
Do not use leftover bait on another water body	4.8a	4.6a	4.0b	38.4***
Do remove plants	4.4a	4.7ab	4.9b	14.3*
Do not transport catch in water	4.2a	3.9ab	3.7b	8.3*
Do transport catch on ice	2.7	3.0	3.1	4.8
Do not add water to minnow container	3.7ab	4.0a	3.6b	6.5*

Attitude, Norms, PBC



No differences between the 3 groups in attitude, norms, or perceived behavioral control (PBC)

- Attitude: 3.8
- Norms: 3.6
- PBC:
 - Prefer to do the steps at home 2.6
 - Launch is dangerous 2.3
 - Launch is crowded 2.3
 - No time for the steps 2.2
 - Physically difficult 1.8

Knowledge



- No differences in self-reported knowledge (3.5 on average)
- Objective knowledge questions – the highly transient group scored better than the no trans group
- Some items scored low overall

Knowledge



Low High
 No Trans Trans Trans
 (n = 116) (n =108) (n =113)

% correct

	No Trans (n = 116)	Low Trans (n =108)	High Trans (n =113)
Launch boat with plants/animals attached	96.6	97.2	96.5
Use same boat on 1+ water w/o power wash or other disinfect	25.0	34.3	46.9
Leave landing with water onboard (except bait buckets & drinking water)	66.4	69.4	73.5
Use leftover minnows on the same water body	77.6	74.1	79.6
Keep fish from waters contain VHS	35.3	38.9	47.8
Leave landing with plants/animals attached to boat	94.0	96.3	98.2
Release minnows	82.8	93.5	94.7
Leave landing with catch in water	51.7	61.1	56.6
Use leftover minnows on another water body after contact	74.1	78.7	74.3

Information & Communication



	No Trans (n = 116) Mean	Low Trans (n = 108) Mean	High Trans (n = 113) Mean	Kruskal -Wallis test statistic
Discussion family & friends	2.5a	2.4a	2.8b	10.1**
Boat launch volunteer	2.2a	2.4ab	2.6b	7.4*
Other anglers	2.2	2.1	2.4	5.7
Other boaters	2.2	2.0	2.2	2.5
Bait shop staff	1.8	1.7	1.8	.32
Signs	4.2a	4.5b	4.6b	15.1**
Media	2.1	2.2	2.1	0.2
Fishing clubs	2.1	2.0	2.3	3.3
Lake associations	2.7ab	2.3a	2.8b	7.2*

Discussion - Highly Trans Group



- It's encouraging that high trans boaters not perceive more barriers and scored better on objective knowledge items
- Areas to watch: Highly trans group more often reuses bait on different water bodies, and adds water to minnow containers

Discussion - Knowledge



- The no trans group scored worse on knowledge – potential issue, not so much because of AIS spread but policy implications in terms of including them in management decisions
- Few get question about disinfection correct – a positive sign people think of this recommendation as law?

Discussion - Communication



- Finding ways for such conversation to diffuse information about AIS rules (e.g., encouraging people to talk with highly transient boaters in their support networks) may be beneficial
- Partner with lake associations
- Targeted mailing

Thank you!



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