

## ATTACHMENT 4

### Draft Telephone Follow-Up

[IF OBVIOUS YOUTH – Ask to speak with an adult]

Hello, my name is \_\_\_\_\_ and I am calling from PA Consulting in [City, State] on behalf of the National Oceanic and Atmospheric Administration. I am trying to reach [name on address].

[IF RESPONDENT IS NOT AVAILABLE] → Is there another adult of the household that I could speak to?

[IF NOT AVAILABLE] → Thank you, I will call back later. When would be a good time to reach [name, or another adult head of household]?

[IF QUALIFIED RESPONDENT IS ON THE PHONE]

**QA** Recently, we mailed you a questionnaire asking your opinions about the future of Steller sea lions in Alaska and \$X as a token of our appreciation for completing the survey. The survey had a picture of Steller sea lions on the cover and some color graphics inside. Do you remember receiving that questionnaire?

- 1 YES
- 2 NO [*SKIP TO QA2*]

**QA1** As of today, we have not received your completed questionnaire. Your household is part of a small group of people we are asking for opinions, so your response is very important. If we send you another survey, could you find the time to complete the survey and return it to us within a week of receiving it?

- 1 YES – SEND NEW SURVEY [*SKIP TO VERIFY*]
- 2 YES – DO NOT NEED ANOTHER SURVEY [*THANK YOU. SKIP TO CONTINUE*]
- 3 SURVEY HAS ALREADY BEEN RETURNED [*THANK YOU, SKIP TO CONTINUE*]
- 4 NO [*SKIP TO QB*]

**QA2** We are collecting public opinions for the federal government to consider when developing action plans for threatened and endangered species in Alaska. Your household is part of a small group of people we are asking for opinions, so your response is very important. If we send you another survey, could you return the survey to us within a week after you receive it?

- 1 YES – SEND NEW SURVEY [*SKIP TO VERIFY*]
- 2 YES – DO NOT NEED ANOTHER SURVEY [*SKIP TO CONTINUE*]
- 3 NO [*SKIP TO QA3*]

**QA3** Since we are only contacting a small number of households, it is very important that we hear from your household. Your opinions will represent those of other households similar to you. The survey does not require any special knowledge. Is there another adult head of household that would be interested in completing the survey?

- 1 YES, GETTING THEM TO THE PHONE *[REPEAT QA2]*
- 2 YES, BUT NOT AVAILABLE AT THIS TIME *[SET CALLBACK]*
- 3 NO *[SKIP TO QB]*

**QB** It is very important for our analysis that we understand how those who haven't returned the survey compare to those who did. This way we will not misinterpret the results. Could I take about 4 minutes to ask you a few questions that will help us with our work? I'd like to remind you that all of your answers are kept separate from information about you, like your name. Moreover, only your responses will be provided to the researchers for analysis.

- 1 YES *[SKIP TO Q1]*
- 2 NO *[ASK FOR A MORE CONVENIENT TIME, OTHERWISE, THANK AND TERMINATE]*

VERIFY (If new survey needs to be sent)

I would like to verify some information that I have. I have your name as...

NAME \_\_\_\_\_  
STREET ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_

Thank you, I will send another questionnaire out today.

CONTINUE (If they indicate survey has been or will be returned)

Receiving your completed questionnaire will be very helpful. Could I take 3 minutes to ask you 4 questions to help us with our preliminary results until we receive your completed questionnaire?

- 1 NO, or NOT NOW → OK. We look forward to receiving your completed questionnaire. *[SKIP TO TERMINATE].*
- 2 YES → *[CONTINUE WITH EVALUATE]*

EVALUATE

**Q1** This next question is about your overall opinion of the Endangered Species Act. Currently there are 74 mammals, 92 birds, 115 fish, 236 other species such as reptiles and insects, and 746 plants protected under the Endangered Species Act. When you think of the Endangered Species Act, how positive or negative is your general reaction? Is it... (Read answer options)

- 1 Mostly positive
- 2 Somewhat positive
- 3 Neutral
- 4 Somewhat negative
- 5 Mostly negative
- 9 [DON'T READ – BUT CODE IF STATED] Don't know

**Q2** We are faced with many problems in this country, none of which can be solved easily or inexpensively. I am going to read you a list of 8 of these problems. For each one, please indicate if you think we are spending too much money on it, about the right amount, or too little money on it.

	We are spending:		
	too much	about the right amount	too little
	▼	▼	▼
<b>Space exploration.</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
<b>The environment</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
<b>Health</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
<b>Assistance to big cities</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
<b>Law enforcement</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
<b>Drug rehabilitation</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
<b>Education</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
<b>Endangered species</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>

[RETURNING SURVEY] → I have just 2 quick questions about you and your household to help us group your responses with others.

[NOT RETURNING SURVEY] → I have just 3 quick questions about you and your household to help us group your responses with others.

**Q3** In what year were you born? 19\_\_\_\_\_
Refused

**Q4** [SKIP Q4 IF THEY INDICATE THEY ARE RETURNING THE SURVEY] Which of the following best describes the highest level of education you have completed?

- 1 8 years or less of school
2 9 to 12 years of school (high school)
3 Some college or technical school
4 Completed technical school or an associates degree program
5 Completed four year college degree
6 Some or completed graduate school work
9 REFUSED

**Q5** Into which of the following groups does your total annual household income fall before taxes?

- 1 Under \$30,000
2 \$30,000 - \$49,999
3 \$50,000 - \$79,999
4 \$80,000 and over

[IF RETURNING SURVEY] -> Thank you, this will help with our preliminary analysis. Receiving your completed questionnaire will greatly help to have an accurate understanding of public opinion about government actions to protect Steller sea lions.

[IF NOT RETURNING QUESTIONNAIRE] -> That's all the questions I have for you. Do you have any comments that you would like to add? Thank you for your time. We really appreciate your participation in this brief survey. Thanks again, and have a good evening.

TERMINATE

[TO BE COMPLETED BY INTERVIEWER]

Respondent gender: MALE
FEMALE

LANG Language or other barrier:

- 1 YES, POSSIBLE LANGUAGE BARRIER
2 YES, DEFINITE LANGUAGE BARRIER
3 NO LANGUAGE, BUT OTHER TYPE OF BARRIER [SPECIFY]
4 NO BARRIERS

DID THE RESPONDENT INDICATE ANY OF THE FOLLOWING?

- A I don't care about Steller sea lions or T&E species NO YES
B I don't know about Steller sea lions, T&E species, etc. NO YES

## OTHER RESPONDENT COMMENTS

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### QUESTIONS/COMMENTS AND ANSWERS

**[If concerned about purpose of the call]** This is not a marketing or sales call. We are collecting public input for government, industry, and citizen groups to consider when developing action plans for threatened and endangered species in Alaska. I want to assure you that your answers will be kept separate from information about you, like your name. Only your responses will be provided to researcher for analysis.

**[If asking about the study sponsor]** This survey is sponsored by the National Oceanic and Atmospheric Administration, a U.S. government agency charged with making decisions about threatened and endangered marine mammals.

**[Response to: “Why did you send money with the survey?”]** The survey is very important and we find we can get more citizen input for less money by including a small token of our appreciation with the survey. More people return the survey faster, so we don’t have to contact as many households, or contact you as often, to get an accurate sample of the public’s input.

**[I don’t know anything about Steller Sea Lions].** The survey does not require to you have any special knowledge, we just ask that you consider each question and respond with your own opinion.

**[I don’t care about Steller sea lions].** It is important that we hear that on the survey. If we only receive surveys from people who care a lot, that would result in biased results about what public opinion really is.