

Monroe County Resident Survey

Your answers are voluntary and confidential.

Your name will never be released to anyone unless otherwise required by law. After the completion of the project all materials identifying you as an individual will be destroyed.

This is a cooperative research project of the Monroe County Tourist Development Council and the National Oceanic and Atmospheric Administration. Public reporting burden for this collection of information is estimated to average 1 hour including time for reviewing instructions, searching existing data sources, gathering and maintaining the data need, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to U.S. Department of Commerce, Clearance Officer, Office of Chief Information Officer, Rm. 6625, 14th and Constitution Avenue NW, Washington, DC 20230. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subject to penalty for failure to comply with, a collection of information subject to requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

Resident Survey

1. Overall, how would you rate Monroe County as a place to live?

- a. Excellent
- b. Good
- c. Fair
- d. Poor

Please circle letter corresponding to your answer

2. There are many reasons that people choose to live where they do in Florida. What are the two most important reasons you chose to live in Monroe County?

- a. No special reason
- b. Born here
- c. Job or business
- d. Climate
- e. Environment
- f. Access to natural resources, such as natural settings and wildlife
- g. Opportunities for water activities, such as fishing or diving
- h. Low crime rate
- i. Cultural activities
- j. Retirement
- k. Some other reason (specify) _____

Please circle letters corresponding to the two most important reasons

3. In the past 12 months, have you done any outdoor recreation activities in the Florida Keys?

- a. Yes (Go to Part A)
- b. No (Go to Part G)

Please use the enclosed White Card-Activities List to see what we mean by outdoor recreation

Please use the enclosed Activities List and map to help you answer the questions in this section

- Only answer for those activities you listed with an A on the end of the activity number

- [illegible]

A5. What would you say is the most important activity you did in the Florida Keys?

Most Important Activity _____ (Activity List Number)

No Activity Most Important (fill in box) ☐

A6. On how many different days did you participate in outdoor recreation activities outside the Florida Keys during the past 12 months? _____ (# of days)

Part B: Reef use in the Florida Keys during the past 12 months. Both artificial and natural reefs.

Please use Blue Card with Activities List for reef use and map of the Florida Keys in answering Part B

- B1. Which activities did you or someone in your household do on either artificial or natural reefs during the past 12 months in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West?**

If you did not do anything in a region, check the box indicating no reef use in the region

- B2. Please fill in the circle for each activity you, yourself, did during the past 12 months in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West.**
- B3. How many others in your household did each activity on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B4. On how many different days did you, yourself, participate in each activity on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B5. On how many different days did you, yourself, participate in each activity on the artificial reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B6. On how many different days did you, yourself, participate in each activity on the natural reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Note: If you did part of a day on an artificial reef and part of a day on a natural reef, count one whole day on each type of reef

- B7. How many different dives did you, yourself, make for each type of diving activity you did on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Diving activities include all snorkeling and scuba diving activities on the Blue Card-Activities List (Reef)

A dive is defined as an entry and exit from the water to snorkel or scuba dive

- B8. How many different dives did you, yourself, make for each type of diving activity you did on the artificial reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B9. How many different dives did you, yourself, make for each type of diving activity you did on the natural reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Please refer to Questions B1 - B9 when filling in the tables on the following two pages

There is one table for each of the five regions of the Florida Keys (Upper Keys, Islamorada, Marathon, Lower Keys and Key West)

☐ No Reef Use

Upper Keys

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Islamorada

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Marathon

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Lower Keys

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Key West

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

Part C: Specialization

In this section, we are interested in learning more about your primary activity. Please answer the following questions based on the response you gave to QUESTION A5.

For the four questions below, please read the four choices and circle the one answer that best fits you for that question.

C1. When I participate in my primary activity, I feel like:

- 1 a beginner. I don't really feel like I am part of the activity scene.
- 2 an occasional or irregular participant. Sometimes it is fun, entertaining or rewarding to do my activity.
- 3 a habitual and regular participant in the activity.
- 4 an insider to the sport. The activity is an important part of who I am.

C2. During my activity, I can best be described as:

- 1 having very little understanding of the activity. I am often unsure about how to do certain things when I go.
- 2 having some understanding of the activity, but still in the process of learning more about the sport. I am becoming more familiar and comfortable with the activity.
- 3 being comfortable with the sport. I have a good understanding of what I can do, and how to do it.
- 4 a knowledgeable expert in the sport. I encourage, teach and enhance opportunities for others who are interested in the activity.

C3. My relationships with others who do the activity are:

- 1 not established. I really don't know any other people who do the activity.
- 2 very limited. I know some others in the activity by sight and sometimes talk with them, but I don't know their names.
- 3 one of familiarity. I know the names of others who do the activity, and often speak with them.
- 4 close. I have personal and close relationships with others in the activity. These friendships often revolve around the activity.

C4. My commitment to the activity is:

- 1 very slight. I have very little connection to the activity. I may or may not continue to participate in the sport in the future.
- 2 moderate. I will continue to do it as it is entertaining and provides the benefits I want.
- 3 fairly strong. I have a sense of being a member of the activity, and it is likely that I will continue to do it for a long time.
- 4 very strong. I am totally committed to the activity. I encourage others to participate in the sport and seek to ensure the activity continues into the future.

C5. If you had to replace all of the equipment that you currently own for your primary activity with similar equipment, how much would it cost to replace?

\$_____AMOUNT TO REPLACE PRIMARY ACTIVITY EQUIPMENT

C6. To what extent do you make use of the following for current information about your primary activity? Please circle the number that indicates your extent of use for each source of information.

	No Use	Almost no use	A little use	Some use	A lot of use
a. Talking with others who participate in the activity.....	1	2	3	4	5
b. Magazines.....	1	2	3	4	5
c. Government agency publications.....	1	2	3	4	5
d. Conservation organization publications.....	1	2	3	4	5
e. Newspapers.....	1	2	3	4	5
f. Diving shops/companies.....	1	2	3	4	5
g. Club meetings.....	1	2	3	4	5
h. Television.....	1	2	3	4	5
i. Radio.....	1	2	3	4	5
j. Internet.....	1	2	3	4	5

C7. Below is a list of reasons why people engage in recreation activities. Please circle the number that indicates how important each item is to you as a reason for participating in your primary activity.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
a. To be outdoors.....	1	2	3	4	5
b. For family recreation.....	1	2	3	4	5
c. To experience new and different things.....	1	2	3	4	5
d. For relaxation.....	1	2	3	4	5
e. To be close to the water.....	1	2	3	4	5
f. To get away from the demands of other people.....	1	2	3	4	5
g. To be with friends.....	1	2	3	4	5
h. To develop my skills.....	1	2	3	4	5
i. To get away from the regular routine.....	1	2	3	4	5
j. To experience adventure and excitement.....	1	2	3	4	5
k. To experience natural surroundings.....	1	2	3	4	5

Part D: Substitution

There are many places to engage in snorkeling/SCUBA diving activities. In the next several questions, we are attempting to understand the reason you may choose to snorkel/SCUBA dive on one reef versus another, or if necessary, choose to engage in activities other than snorkeling/SCUBA diving in the Florida Keys.

When answering the following questions, please think about a favorite or most common reef that you dive on in the Florida Keys. If you do not have a favorite or most common reef that you dive on in the Keys, please think about the last reef that you dove on in the Florida Keys. Read the choices and circle the number that indicates your answer for that question.

D1. Please circle which reef you are thinking of when responding to the following questions. (Please circle only one answer)

- 1 Favorite reef to snorkel/dive on
- 2 Most common reef I snorkel/dive on
- 3 Most recent reef I snorkeled/dove on

D2. Is this reef a:

- 1 Natural coral reef
- 2 Artificial reef

D3. Are you able to recall the name of this reef? If so, please list in below.

_____ reef

D4. Imagine that you discovered that you could not snorkel/SCUBA dive at this reef (from question #D1 above) during your next planned snorkel/SCUBA dive trip. What would you do? (Please circle only one answer)

- 1 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 2 I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D5. Imagine that you discovered that you could not snorkel/SCUBA dive at this reef (from question #D1 above) for the next five years. What would you do?

- 1 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 2 I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- 3 I would permanently participate in a different activity in the Florida Keys
- 4 I would permanently participate in a different activity, but outside the Florida Keys

D6. Imagine that you discovered during your next snorkel/SCUBA dive trip that this reef (from question #D1 above) was more crowded than you normally find acceptable. What would you do?

- 1 I would make an exception and still snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D7. Imagine that you discovered during your next snorkel/SCUBA dive trip that this reef (from question #D1 above) was more ecologically damaged (e.g., there wasn't enough healthy coral or fish) than normally find acceptable. What would you do?

- 1 I would make an exception and snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D8. Imagine that you discovered during your next snorkel/SCUBA dive trip that user groups with whom you experience conflict are using this reef (from question #D1 above). What would you do?

- 1 I would still snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D9. If you could not snorkel/SCUBA dive at this reef (from question #D1 above), how many other Florida Keys reefs do you think can offer you just as good an experience as your favorite reefs?

_____ number of other Florida Keys reefs

☐ Don't Know

D10. If you could not snorkel/SCUBA dive at this reef (from question #D1 above), how many other Florida Keys reefs do you think can offer you a similar, but not quite as good, experience?

_____ number of other Florida Keys reefs

☐ Don't Know

D11. Please rate how similar you think the snorkeling/SCUBA diving experience is at your best similar reef compared to this reef (from question #D1 above).

1	2	3	4	5	6	7
Not as Good			Equivalent			Better

D12. There are many things that you might think about or consider when deciding to substitute one reef for another when snorkeling or SCUBA diving. Please indicate how important each of the following factors is in terms of deciding whether or not you would choose to snorkel/SCUBA dive at a substitute reef.

	Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a) The quality of other reefs.....	1	2	3	4	5
b) The difficulty of the diving conditions on other reefs.....	1	2	3	4	5
c) The distance to other reefs.....	1	2	3	4	5
d) My familiarity with various dive shops.....	1	2	3	4	5
e) The adequacy of my boat to get to other reefs.....	1	2	3	4	5
f) The number of fish at other reefs.....	1	2	3	4	5
g) The cost of fuel to get to other reefs.....	1	2	3	4	5
h) The level of crowding at other reefs.....	1	2	3	4	5
i) The amount of live coral at other reefs.....	1	2	3	4	5
j) Area closures at desirable reef locations.....	1	2	3	4	5
k) The presence of other groups that I don't like.....	1	2	3	4	5
l) Other.....	1	2	3	4	5

D13. If you could not go snorkeling/SCUBA diving, either in the Florida Keys or elsewhere, are there any other recreation activities in the Florida Keys that would provide you with the same satisfaction and enjoyment that you receive from going snorkeling/SCUBA diving?

☐ Yes --- If yes, please go to question # D14 below

☐ No --- If no, please go to question # D15 below

D14. If you answered "yes" to question D13, please list up to three specific activities that you consider to be substitutes for snorkeling/SCUBA diving.

_____ activity

_____ activity

_____ activity

D15. There are reasons why people cannot participate as often as they would like in an activity they enjoy doing. Please indicate the extent to which you agree or disagree with each of the following statements as they relate to your ability to snorkel/SCUBA dive in the Florida Keys as often as you would like.

		Completely disagree	Disagree	Neutral	Agree	Completely agree
a)	I don't have enough leisure time.....	1	2	3	4	5
b)	The equipment is too expensive.....	1	2	3	4	5
c)	The cost of travel is too high.....	1	2	3	4	5
d)	It is difficult to find snorkel/SCUBA diving partners.....	1	2	3	4	5
e)	Fuel prices for my boat are too high.....	1	2	3	4	5
f)	Snorkel/SCUBA diving areas are too crowded.....	1	2	3	4	5
g)	Too many snorkel/SCUBA diving areas are off-limits.....	1	2	3	4	5
h)	Dive boats are too expensive	1	2	3	4	5
i)	Other.....	1	2	3	4	5

D16. Below is a list of reasons why people snorkel/SCUBA dive in the Florida Keys. Please circle the number that indicates how important each item is to you as a reason for snorkel/SCUBA diving in the Florida Keys.

		Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a)	To develop my skills.....	1	2	3	4	5
b)	To experience excitement.....	1	2	3	4	5
c)	For family recreation.....	1	2	3	4	5
d)	To be with friends.....	1	2	3	4	5
e)	To be outdoors.....	1	2	3	4	5
f)	To experience new and different things.....	1	2	3	4	5
g)	For the experience of the dive.....	1	2	3	4	5
h)	To get away from the demands of other people.....	1	2	3	4	5
i)	To get away from the regular routine.....	1	2	3	4	5
j)	To see diverse underwater life.....	1	2	3	4	5
k)	To teach underwater skills to other people.....	1	2	3	4	5
l)	To obtain additional dive ratings.....	1	2	3	4	5
m)	To experience natural surroundings.....	1	2	3	4	5
n)	For solitude.....	1	2	3	4	5
o)	For relaxation.....	1	2	3	4	5
p)	For the challenge of the dive.....	1	2	3	4	5

There are many places to engage in fishing. In the next several questions, we are attempting to understand the reason you may choose to fish in one location versus another, or if necessary, engage in an activity other than fishing in the Florida Keys.

When answering the following questions, please think about a favorite or most common area that you fish in off the Florida Keys. If you do not have a favorite or most common area that you fish in off the Keys, please think about the last area that you fished in off the Florida Keys.

D17. Please indicate which reef you are thinking of when responding to the following questions. (Please circle only one answer)

- 1 My favorite reef to fish at
- 2 The most common area I fish at
- 3 The most recent area I fished in

D18. Is this area:

- 1 A flat
- 2 A natural coral reef
- 3 Hawk Channel
- 4 An artificial reef
- 5 Other (please list) _____

D19. Are you able to recall the name of this area? If so, please list it below.

_____ area

D20. Imagine that you discovered that you could not fish in this area (from question #D17 above) during your next planned fishing trip. What would you do? (Please circle only one answer)

- 1 I would still fish, but elsewhere in the Florida Keys
- 2 I would still fish, but at a location outside of the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D21. Imagine that you discovered that you could not fish in this area (from question #D17 above) for the next five years. What would you do?

- 1 I would still fish, but elsewhere in the Florida Keys
- 2 I would still fish, but at a location outside of the Florida Keys
- 3 I would permanently participate in a different activity in the Florida Keys
- 4 I would permanently participate in a different activity, but outside the Florida Keys

D22. Imagine that you discovered during your next fishing trip that this area (from question #D17 above) was more crowded than you normally find acceptable. What would you do?

- 1 I would make an exception and still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D23. Imagine that you discovered during your next fishing trip that this area (from question #D17 above) was more ecologically damaged (e.g., there was no longer enough good fish habitat) than you normally find acceptable. What would you do?

- 1 I would still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D24. Imagine that you discovered during your next fishing trip that other user groups with whom you experience conflict are using this area (from question #D17 above). What would you do?

- 1 I would still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D25. If you could not fish in this area (from question #D17 above), how many other areas in the Florida Keys do you think can offer you an overall experience that is just as good?

_____ number of other areas in the Florida Keys

☐ Don't Know

D26. If you could not fish in this area (from question #1 above), how many other areas in the Florida Keys do you think can offer you a similar, but not quite as good, overall experience?

_____ number of other areas Florida Keys

☐ Don't Know

D27. Please rate how similar you think the fishing experience is at your best similar fishing area compared to this area.

1	2	3	4	5	6	7
Not as Good			Equivalent			Better

D28. There are many things that you might think about or consider when deciding to substitute one fishing area for another. Please indicate how important each of the following factors is in terms of deciding whether or not you would choose to fish in a substitute area.

		Not at all important	Slightly important	Moderately important	Very important	Extremely important
a)	The number of fish at other areas.....	1	2	3	4	5
b)	The difficulty of boating conditions.....	1	2	3	4	5
c)	The distance to other areas.....	1	2	3	4	5
d)	The charter boats and captains at other areas.....	1	2	3	4	5
e)	The adequacy of my boat to get to other areas.....	1	2	3	4	5
f)	The cost of fuel to get to other areas.....	1	2	3	4	5
g)	The level of crowding at other areas.....	1	2	3	4	5
h)	Area closures at desirable locations.....	1	2	3	4	5
i)	The presence of other groups that I don't like.....	1	2	3	4	5
j)	Other.....	1	2	3	4	5

D29. If you could not go fishing, either in the Florida Keys or elsewhere, are there any other recreation activities in the Florida Keys that would provide you with the same satisfaction and enjoyment that you receive from going fishing?

☐ Yes --- If yes, please go to question # D30 below

☐ No --- If no, please go to question # D31 below

D30. If you answered "yes" to question D29, please list up to three specific activities that you consider to be substitutes for fishing in the Florida Keys.

_____ activity

_____ activity

_____ activity

D31. There are reasons why people cannot participate as often as they would like in an activity they enjoy doing. Please indicate the extent to which you agree or disagree with each of the following statements as they relate to your ability to fish in the Florida Keys as often as you would like.

		Completely disagree	Disagree	Neutral	Agree	Completely agree
a)	I don't have enough leisure time.....	1	2	3	4	5
b)	The equipment is too expensive.....	1	2	3	4	5
c)	The cost of travel is too high.....	1	2	3	4	5
d)	It is difficult to find fishing partners.....	1	2	3	4	5
e)	Fuel prices for my boat are too high.....	1	2	3	4	5
f)	Fishing areas are too crowded.....	1	2	3	4	5
g)	Too many fishing areas are off-limits.....	1	2	3	4	5
h)	Fishing charters are too expensive.....	1	2	3	4	5
i)	Other.....	1	2	3	4	5

D32. Below is a list of reasons why people saltwater fish in the Florida Keys. Please circle the number that indicates how important each item is to you as a reason for saltwater fishing in the Florida Keys.

		Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a)	To develop my skills.....	1	2	3	4	5
b)	To experience excitement.....	1	2	3	4	5
c)	For family recreation.....	1	2	3	4	5
d)	To be with friends.....	1	2	3	4	5
e)	To be outdoors.....	1	2	3	4	5
f)	To experience new and different things.....	1	2	3	4	5
g)	For the experience of the catch.....	1	2	3	4	5
h)	To get away from the demands of other people.....	1	2	3	4	5
i)	To get away from the regular routine.....	1	2	3	4	5
j)	To catch a trophy fish.....	1	2	3	4	5
k)	For the sport of fishing, not to obtain food to eat.....	1	2	3	4	5
l)	For the fun of catching fish.....	1	2	3	4	5
m)	To experience natural surroundings.....	1	2	3	4	5
n)	For solitude.....	1	2	3	4	5
o)	For relaxation.....	1	2	3	4	5
p)	For the challenge of the catch.....	1	2	3	4	5
q)	To obtain fish for eating, not for sport.....	1	2	3	4	5

Part E: Management Alternatives

Snorkeler / SCUBA diver

If not a snorkeler / SCUBA diver in the Florida Keys, but do recreational fishing, GO to page 22.

If not a snorkeler / SCUBA diver or recreational fisher in the Florida Keys, GO to page 27.

Please think about a recreational snorkeling / SCUBA diving experience on a reef in the Florida Keys when answering the questions on the following pages. You will be offered eight (8) choices of two diving trips. Each choice has different features for you to evaluate. Please read each choice carefully. Although they may look similar, trips in each question differ in at least one way. There is an example below to assist you. Please note the following definitions before reviewing the example.

- Number of Snorkelers / Divers - the number of snorkelers / divers on a reef at any one time
- Restrictions- percent area of reef open to use
- Enforcement- the number of law enforcement patrols you observe per trip
- Number of Fish Species- the amount of different kinds of fish species observed on the reef
- Site Settings- the amount of live coral and/or algae on the reef
- Number of Fish- the overall amount of fish observed on the reef
- Size of Fish- the size of fish observed on the reef
- Travel cost / day – Travel cost that a snorkeler / diver spends for a diving trip per day (including gas and other trip expenses)

Example

If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	15% fewer snorkelers / divers	30% fewer snorkelers /divers
Site Settings	Mix of coral and algae cover	High live coral cover
Restrictions	25% of area closed	75 % of area closed
Number of Fish	40% more fish	No increase in numbers of fish
Size of Fish	40% more larger fish	20 % more larger fish
Species	No change in species numbers	Fewer species
Enforcement	Two additional patrols	No additional patrols
Travel Cost / Day	Your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐

Trip A

☒

Trip B

☐

I would not take either trip

E1. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>The usual number of other snorkelers /divers at the site</i>	<i>30% fewer snorkelers / divers</i>
Site Settings	<i>Mix of coral and algae cover</i>	<i>High algae cover</i>
Restrictions	<i>25% of area closed</i>	<i>75 % of area closed</i>
Number of Fish	<i>40% more fish</i>	<i>No increase in numbers of fish</i>
Size of Fish	<i>40% more larger fish</i>	<i>20 % more larger fish</i>
Species	<i>No change in species numbers</i>	<i>Many species</i>
Enforcement	<i>No additional patrols</i>	<i>Two additional patrols</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E2. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>The usual number of other snorkelers /divers at the site</i>	<i>The usual number of other snorkelers /divers at the site</i>
Site Settings	<i>High live coral cover</i>	<i>High live coral cover</i>
Restrictions	<i>No area closed</i>	<i>75% of area closed</i>
Number of Fish	<i>60% more fish</i>	<i>No increase in numbers of fish</i>
Size of Fish	<i>60% more larger fish</i>	<i>40% more larger fish</i>
Species	<i>No change in species numbers</i>	<i>Fewer species</i>
Enforcement	<i>One additional patrol</i>	<i>One additional patrol</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E3. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	15% fewer snorkelers /divers	15% fewer snorkelers /divers
Site Settings	Mix of coral and algae cover	High live coral cover
Restrictions	75% of area closed	25% of area closed
Number of Fish	20% more fish	20% more fish
Size of Fish	60% more larger fish	No increase in larger fish
Species	Fewer species	Fewer species
Enforcement	Two additional patrols	No additional patrols
Travel Cost / Day	10% less than your current total cost per day	Your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E4. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	30% fewer snorkelers / divers	15% fewer snorkelers / divers
Site Settings	High algae cover	High algae cover
Restrictions	50% of area closed	No area closed
Number of Fish	20% more fish	60% more fish
Size of Fish	20% more larger fish	20% more larger fish
Species	No change in species numbers	Fewer species
Enforcement	No additional patrols	Two additional patrols
Travel Cost / Day	10% more than your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E5. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>15% fewer snorkelers /divers</i>	<i>The usual number of other snorkelers /divers</i>
Site Settings	<i>Mix of coral and algae cover</i>	<i>High algae cover</i>
Restrictions	<i>50% of area closed</i>	<i>75% of area closed</i>
Number of Fish	<i>No increase in numbers of fish</i>	<i>60% more fish</i>
Size of Fish	<i>20% more larger fish</i>	<i>40% more larger fish</i>
Species	<i>Many species</i>	<i>No change in species numbers</i>
Enforcement	<i>Two additional patrols</i>	<i>One additional patrol</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E6. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>The usual number of other snorkelers / divers at the site</i>	<i>15% fewer snorkelers / divers</i>
Site Settings	<i>High live coral cover</i>	<i>Mix of coral and algae cover</i>
Restrictions	<i>75% of area closed</i>	<i>50% of area closed</i>
Number of Fish	<i>No increase in numbers of fish</i>	<i>40% more fish</i>
Size of Fish	<i>20% more larger fish</i>	<i>60% more larger fish</i>
Species	<i>No change in species numbers</i>	<i>No change in species numbers</i>
Enforcement	<i>No additional patrols</i>	<i>No additional patrols</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E7. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>15% fewer snorkelers / divers</i>	<i>15% fewer snorkelers / divers</i>
Site Settings	<i>High live coral cover</i>	<i>High algae cover</i>
Restrictions	<i>25% of area closed</i>	<i>No area closed</i>
Number of Fish	<i>40% more fish</i>	<i>40% more fish</i>
Size of Fish	<i>60% more larger fish</i>	<i>60% more larger fish</i>
Species	<i>No change in species numbers</i>	<i>Many species</i>
Enforcement	<i>One additional patrol</i>	<i>One additional patrol</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E8. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>30% fewer snorkelers / divers</i>	<i>The usual number of other snorkelers / divers at the site</i>
Site Settings	<i>High algae cover</i>	<i>High live coral cover</i>
Restrictions	<i>50% of area closed</i>	<i>50% of area closed</i>
Number of Fish	<i>40% more fish</i>	<i>40% more fish</i>
Size of Fish	<i>No increase in larger fish</i>	<i>40% more larger fish</i>
Species	<i>Fewer species</i>	<i>Many species</i>
Enforcement	<i>No additional patrols</i>	<i>Two additional patrols</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

Recreational Fisher

If not a Recreational fisher in the Florida Keys, GO to page 27 Part F.

Please think about a recreational fishing experience in the Florida Keys when answering the questions on the following pages. You will be offered eight (8) choices of two fishing trips. Each choice has different features for you to evaluate. Please read each choice carefully. Although they may look similar, trips in each question differ in at least one way.

There is an example below to assist you. Please note the following definitions before reviewing the example.

- Number of Recreational Fishing Boats- the number of recreational fishing boats near you at any one time
- Number of Non-fishing boats- the number of non-fishing boats near you at any one time
- Restrictions- the number of reefs closed to fishing per zone (upper Keys, middle Keys, lower Keys)
- Number of Fish Species- the amount of different kinds of fish species caught in a trip
- Number of Fish- the overall amount of fish caught on a trip
- Size of Fish- the number of legal sized fish caught on a trip
- Travel cost / day – Travel cost that an angler spends for a fishing trip per day (including gas and other trip expenses)

Example

Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>30% fewer boats</i>	<i>The usual number of other boats near the location</i>
Number of Non-fishing Boats	<i>The usual number of other boats near the location</i>	<i>30% fewer boats</i>
Restrictions	<i>25% of area closed</i>	<i>25% of area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>Fewer species fish caught</i>
Number of fish	<i>10% more fish caught</i>	<i>30% more fish caught</i>
Size of Fish	<i>60% more keepers</i>	<i>20% more keepers</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐

Trip A

☒

Trip B

☐

I would not take either trip

E9. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	15% fewer boats	15% fewer boats
Number of Non-fishing Boats	30% fewer boats	30% fewer boats
Restrictions	25% of area closed	25% of area closed
Number of Species	No change in species numbers	Fewer species fish caught
Number of fish	30% more fish caught	30% more fish caught
Size of Fish	20% more keepers	40% more keepers
Travel Cost / Day	Your current total cost per day	Your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E10. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	30% fewer boats	The usual number of other boats near the location
Number of Non-fishing Boats	30% fewer boats	The usual number of other boats near the location
Restrictions	75% of area closed	50% of area closed
Number of Species	Fewer species fish caught	More species fish caught
Number of fish	10% more fish caught	10% more fish caught
Size of Fish	No increase in the number of caught kept	60% more keepers
Travel Cost / Day	Your current total cost per day	Your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E11. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	15% fewer boats	15% fewer boats
Number of Non-fishing Boats	30% fewer boats	The usual number of other boats near the location
Restrictions	25% of area closed	75% of area closed
Number of Species	Fewer species fish caught	More species fish caught
Number of fish	No increase in numbers of fish caught	20% more fish caught
Size of Fish	60% more keepers	20% more keepers
Travel Cost / Day	Your current total cost per day	10% less than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E12. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	15% fewer boats	15% fewer boats
Number of Non-fishing Boats	15% fewer boats	The usual number of other boats near the location
Restrictions	25% of area closed	50% of area closed
Number of Species	More species fish caught	No change in species numbers
Number of fish	20% more fish caught	30% more fish caught
Size of Fish	No increase in the number of caught kept	No increase in the number of caught kept
Travel Cost / Day	10% more than your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E13. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	30% fewer boats	30% fewer boats
Number of Non-fishing Boats	The usual number of other boats near the location	15% fewer boats
Restrictions	75% of area closed	75% of area closed
Number of Species	More species fish caught	More species fish caught
Number of fish	20% more fish caught	10% more fish caught
Size of Fish	20% more keepers	No increase in the number of caught kept
Travel Cost / Day	10% less than your current total cost per day	10% less than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E14. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	30% fewer boats	The usual number of other boats near the location
Number of Non-fishing Boats	The usual number of other boats near the location	15% fewer boats
Restrictions	25% of area closed	25% of area closed
Number of Species	Fewer species fish caught	No change in species numbers
Number of fish	30% more fish caught	No increase in numbers of fish caught
Size of Fish	40% more keepers	60% more keepers
Travel Cost / Day	10% more than your current total cost per day	Your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E15. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>The usual number of other boats near the location</i>	<i>30% fewer boats</i>
Number of Non-fishing Boats	<i>The usual number of other boats near the location</i>	<i>30% fewer boats</i>
Restrictions	<i>50% of area closed</i>	<i>No area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>Fewer species fish caught</i>
Number of fish	<i>10% more fish caught</i>	<i>30% more fish caught</i>
Size of Fish	<i>60% more keepers</i>	<i>20% more keepers</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E16. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>The usual number of other boats near the location</i>	<i>The usual number of other boats near the location</i>
Number of Non-fishing Boats	<i>15% fewer boats</i>	<i>30% fewer boats</i>
Restrictions	<i>75% of area closed</i>	<i>No area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>More species fish caught</i>
Number of fish	<i>30% more fish caught</i>	<i>No increase in numbers of fish caught</i>
Size of Fish	<i>60% more keepers</i>	<i>No increase in the number of caught kept</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

Part F: Demographic Profile

In this final section, we need to know information about you and your household to make sure we have a representative sample of Monroe County residents.

Again, your privacy will be protected and any information identifying you or your household will not be revealed to anyone.

F1. How many people in your household are permanent residents of Monroe County, Florida?

_____ number of people

F2. How many of these people are at least 16 years of age? _____ number of people

F3. What is the closest mile marker to your residence? _____ mile marker number

F4. Do you have access to the water from your residence? ☐ Yes ☐ No

F5. Do you own a boat? ☐ Yes ☐ No

F6. How many years have you lived in Monroe County? _____ number of years

F7. In what year were you born? _____ year

F8. Are you Hispanic, Latino, or of Spanish origin? ☐ Yes ☐ No

F9. What race do you consider yourself?

Please circle one or more of the letter(s) that best describes you

- A White
- B Black or African American
- C American Indian or Alaskan Native
- D Asian
- E Native Hawaiian or Other Pacific Islander

F10. What is the highest level of education that you have completed?

Please circle the letter of the category that best describes you

- A 8th Grade or Less
- B 9th to 11th Grade
- C 12th Grade, High School Grad, GED
- D 13 to 15 Years (some college or vocational training)
- E College Graduate
- F Graduate School, Law School, Medical School

F11. What is your employment status?

Please circle the letter or letters of all those that apply

A Unemployed
B Employed full-time
C Employed part-time
D Retired

E Student
F Homemaker
G None of the above
(specify) _____

F12. Do you work outside Monroe County? ☐ Yes ☐ No

F13. What is your zip code? _____

F14. What is your total household income, before taxes.

Please circle the letter corresponding to the category that best describes your household

A Under \$5,000
B \$5,000 to \$9,999
B \$10,000 to \$14,999
D \$15,000 to \$19,999
E \$20,000 to \$24,999
F \$25,000 to \$29,999
G \$30,000 to \$34,999
H \$35,000 to \$39,999

I \$40,000 to \$44,999
J \$45,000 to \$49,999
K \$50,000 to \$59,999
L \$60,000 to \$74,999
M \$75,000 to \$99,999
N \$100,000 to \$149,999
O \$150,000 or More

Monroe County Resident Survey

Your answers are voluntary and confidential.

Your name will never be released to anyone unless otherwise required by law. After the completion of the project all materials identifying you as an individual will be destroyed.

This is a cooperative research project of the Monroe County Tourist Development Council and the National Oceanic and Atmospheric Administration. Public reporting burden for this collection of information is estimated to average 1 hour including time for reviewing instructions, searching existing data sources, gathering and maintaining the data need, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to U.S. Department of Commerce, Clearance Officer, Office of Chief Information Officer, Rm. 6625, 14th and Constitution Avenue NW, Washington, DC 20230. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subject to penalty for failure to comply with, a collection of information subject to requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

Resident Survey

1. Overall, how would you rate Monroe County as a place to live?

- a. Excellent
- b. Good
- c. Fair
- d. Poor

Please circle letter corresponding to your answer

2. There are many reasons that people choose to live where they do in Florida. What are the two most important reasons you chose to live in Monroe County?

- a. No special reason
- b. Born here
- c. Job or business
- d. Climate
- e. Environment
- f. Access to natural resources, such as natural settings and wildlife
- g. Opportunities for water activities, such as fishing or diving
- h. Low crime rate
- i. Cultural activities
- j. Retirement
- k. Some other reason (specify) _____

Please circle letters corresponding to the two most important reasons

3. In the past 12 months, have you done any outdoor recreation activities in the Florida Keys?

- a. Yes (Go to Part A)
- b. No (Go to Part G)

Please use the enclosed White Card-Activities List to see what we mean by outdoor recreation

Please use the enclosed Activities List and map to help you answer the questions in this section

- Only answer for those activities you listed with an A on the end of the activity number

- | A1 | Upper Keys | | | Islamorada | | | Marathon | | | Lower Keys | | | Key West | | |
|----------|-----------------------|--------------|----------------|-----------------------|--------------|----------------|-----------------------|--------------|----------------|-----------------------|--------------|----------------|-----------------------|--------------|----------------|
| Activity | A2
Resp. | A3
days | A4
others | A2
Resp. | A3
days | A4
others | A2
Resp. | A3
days | A4
others | A2
Resp. | A3
days | A4
others | A2
Resp. | A3
days | A4
others |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
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| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
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A5. What would you say is the most important activity you did in the Florida Keys?

Most Important Activity _____ (Activity List Number)

No Activity Most Important (fill in box) ☐

A6. On how many different days did you participate in outdoor recreation activities outside the Florida Keys during the past 12 months? _____ (# of days)

Part B: Reef use in the Florida Keys during the past 12 months. Both artificial and natural reefs.

Please use Blue Card with Activities List for reef use and map of the Florida Keys in answering Part B

- B1. Which activities did you or someone in your household do on either artificial or natural reefs during the past 12 months in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West?**

If you did not do anything in a region, check the box indicating no reef use in the region

- B2. Please fill in the circle for each activity you, yourself, did during the past 12 months in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West.**
- B3. How many others in your household did each activity on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B4. On how many different days did you, yourself, participate in each activity on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B5. On how many different days did you, yourself, participate in each activity on the artificial reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B6. On how many different days did you, yourself, participate in each activity on the natural reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Note: If you did part of a day on an artificial reef and part of a day on a natural reef, count one whole day on each type of reef

- B7. How many different dives did you, yourself, make for each type of diving activity you did on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Diving activities include all snorkeling and scuba diving activities on the Blue Card-Activities List (Reef)

A dive is defined as an entry and exit from the water to snorkel or scuba dive

- B8. How many different dives did you, yourself, make for each type of diving activity you did on the artificial reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B9. How many different dives did you, yourself, make for each type of diving activity you did on the natural reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Please refer to Questions B1 - B9 when filling in the tables on the following two pages

There is one table for each of the five regions of the Florida Keys (Upper Keys, Islamorada, Marathon, Lower Keys and Key West)

☐ No Reef Use

Upper Keys

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Islamorada

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Marathon

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Lower Keys

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Key West

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

Part C: Specialization

In this section, we are interested in learning more about your primary activity. Please answer the following questions based on the response you gave to QUESTION A5.

For the four questions below, please read the four choices and circle the one answer that best fits you for that question.

C1. When I participate in my primary activity, I feel like:

- 1 a beginner. I don't really feel like I am part of the activity scene.
- 2 an occasional or irregular participant. Sometimes it is fun, entertaining or rewarding to do my activity.
- 3 a habitual and regular participant in the activity.
- 4 an insider to the sport. The activity is an important part of who I am.

C2. During my activity, I can best be described as:

- 1 having very little understanding of the activity. I am often unsure about how to do certain things when I go.
- 2 having some understanding of the activity, but still in the process of learning more about the sport. I am becoming more familiar and comfortable with the activity.
- 3 being comfortable with the sport. I have a good understanding of what I can do, and how to do it.
- 4 a knowledgeable expert in the sport. I encourage, teach and enhance opportunities for others who are interested in the activity.

C3. My relationships with others who do the activity are:

- 1 not established. I really don't know any other people who do the activity.
- 2 very limited. I know some others in the activity by sight and sometimes talk with them, but I don't know their names.
- 3 one of familiarity. I know the names of others who do the activity, and often speak with them.
- 4 close. I have personal and close relationships with others in the activity. These friendships often revolve around the activity.

C4. My commitment to the activity is:

- 1 very slight. I have very little connection to the activity. I may or may not continue to participate in the sport in the future.
- 2 moderate. I will continue to do it as it is entertaining and provides the benefits I want.
- 3 fairly strong. I have a sense of being a member of the activity, and it is likely that I will continue to do it for a long time.
- 4 very strong. I am totally committed to the activity. I encourage others to participate in the sport and seek to ensure the activity continues into the future.

C5. If you had to replace all of the equipment that you currently own for your primary activity with similar equipment, how much would it cost to replace?

\$_____AMOUNT TO REPLACE PRIMARY ACTIVITY EQUIPMENT

C6. To what extent do you make use of the following for current information about your primary activity? Please circle the number that indicates your extent of use for each source of information.

	No Use	Almost no use	A little use	Some use	A lot of use
a. Talking with others who participate in the activity.....	1	2	3	4	5
b. Magazines.....	1	2	3	4	5
c. Government agency publications.....	1	2	3	4	5
d. Conservation organization publications.....	1	2	3	4	5
e. Newspapers.....	1	2	3	4	5
f. Diving shops/companies.....	1	2	3	4	5
g. Club meetings.....	1	2	3	4	5
h. Television.....	1	2	3	4	5
i. Radio.....	1	2	3	4	5
j. Internet.....	1	2	3	4	5

C7. Below is a list of reasons why people engage in recreation activities. Please circle the number that indicates how important each item is to you as a reason for participating in your primary activity.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
a. To be outdoors.....	1	2	3	4	5
b. For family recreation.....	1	2	3	4	5
c. To experience new and different things.....	1	2	3	4	5
d. For relaxation.....	1	2	3	4	5
e. To be close to the water.....	1	2	3	4	5
f. To get away from the demands of other people.....	1	2	3	4	5
g. To be with friends.....	1	2	3	4	5
h. To develop my skills.....	1	2	3	4	5
i. To get away from the regular routine.....	1	2	3	4	5
j. To experience adventure and excitement.....	1	2	3	4	5
k. To experience natural surroundings.....	1	2	3	4	5

Part D: Substitution

There are many places to engage in snorkeling/SCUBA diving activities. In the next several questions, we are attempting to understand the reason you may choose to snorkel/SCUBA dive on one reef versus another, or if necessary, choose to engage in activities other than snorkeling/SCUBA diving in the Florida Keys.

When answering the following questions, please think about a favorite or most common reef that you dive on in the Florida Keys. If you do not have a favorite or most common reef that you dive on in the Keys, please think about the last reef that you dove on in the Florida Keys. Read the choices and circle the number that indicates your answer for that question.

D1. Please circle which reef you are thinking of when responding to the following questions. (Please circle only one answer)

- 1 Favorite reef to snorkel/dive on
- 2 Most common reef I snorkel/dive on
- 3 Most recent reef I snorkeled/dove on

D2. Is this reef a:

- 1 Natural coral reef
- 2 Artificial reef

D3. Are you able to recall the name of this reef? If so, please list in below.

_____ reef

D4. Imagine that you discovered that you could not snorkel/SCUBA dive at this reef (from question #D1 above) during your next planned snorkel/SCUBA dive trip. What would you do? (Please circle only one answer)

- 1 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 2 I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D5. Imagine that you discovered that you could not snorkel/SCUBA dive at this reef (from question #D1 above) for the next five years. What would you do?

- 1 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 2 I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- 3 I would permanently participate in a different activity in the Florida Keys
- 4 I would permanently participate in a different activity, but outside the Florida Keys

D6. Imagine that you discovered during your next snorkel/SCUBA dive trip that this reef (from question #D1 above) was more crowded than you normally find acceptable. What would you do?

- 1 I would make an exception and still snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D7. Imagine that you discovered during your next snorkel/SCUBA dive trip that this reef (from question #D1 above) was more ecologically damaged (e.g., there wasn't enough healthy coral or fish) than normally find acceptable. What would you do?

- 1 I would make an exception and snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D8. Imagine that you discovered during your next snorkel/SCUBA dive trip that user groups with whom you experience conflict are using this reef (from question #D1 above). What would you do?

- 1 I would still snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D9. If you could not snorkel/SCUBA dive at this reef (from question #D1 above), how many other Florida Keys reefs do you think can offer you just as good an experience as your favorite reefs?

_____ number of other Florida Keys reefs

☐ Don't Know

D10. If you could not snorkel/SCUBA dive at this reef (from question #D1 above), how many other Florida Keys reefs do you think can offer you a similar, but not quite as good, experience?

_____ number of other Florida Keys reefs

☐ Don't Know

D11. Please rate how similar you think the snorkeling/SCUBA diving experience is at your best similar reef compared to this reef (from question #D1 above).

1	2	3	4	5	6	7
Not as Good			Equivalent			Better

D12. There are many things that you might think about or consider when deciding to substitute one reef for another when snorkeling or SCUBA diving. Please indicate how important each of the following factors is in terms of deciding whether or not you would choose to snorkel/SCUBA dive at a substitute reef.

	Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a) The quality of other reefs.....	1	2	3	4	5
b) The difficulty of the diving conditions on other reefs.....	1	2	3	4	5
c) The distance to other reefs.....	1	2	3	4	5
d) My familiarity with various dive shops.....	1	2	3	4	5
e) The adequacy of my boat to get to other reefs.....	1	2	3	4	5
f) The number of fish at other reefs.....	1	2	3	4	5
g) The cost of fuel to get to other reefs.....	1	2	3	4	5
h) The level of crowding at other reefs.....	1	2	3	4	5
i) The amount of live coral at other reefs.....	1	2	3	4	5
j) Area closures at desirable reef locations.....	1	2	3	4	5
k) The presence of other groups that I don't like.....	1	2	3	4	5
l) Other.....	1	2	3	4	5

D13. If you could not go snorkeling/SCUBA diving, either in the Florida Keys or elsewhere, are there any other recreation activities in the Florida Keys that would provide you with the same satisfaction and enjoyment that you receive from going snorkeling/SCUBA diving?

☐ Yes --- If yes, please go to question # D14 below

☐ No --- If no, please go to question # D15 below

D14. If you answered "yes" to question D13, please list up to three specific activities that you consider to be substitutes for snorkeling/SCUBA diving.

_____ activity

_____ activity

_____ activity

D15. There are reasons why people cannot participate as often as they would like in an activity they enjoy doing. Please indicate the extent to which you agree or disagree with each of the following statements as they relate to your ability to snorkel/SCUBA dive in the Florida Keys as often as you would like.

		Completely disagree	Disagree	Neutral	Agree	Completely agree
a)	I don't have enough leisure time.....	1	2	3	4	5
b)	The equipment is too expensive.....	1	2	3	4	5
c)	The cost of travel is too high.....	1	2	3	4	5
d)	It is difficult to find snorkel/SCUBA diving partners.....	1	2	3	4	5
e)	Fuel prices for my boat are too high.....	1	2	3	4	5
f)	Snorkel/SCUBA diving areas are too crowded.....	1	2	3	4	5
g)	Too many snorkel/SCUBA diving areas are off-limits.....	1	2	3	4	5
h)	Dive boats are too expensive	1	2	3	4	5
i)	Other.....	1	2	3	4	5

D16. Below is a list of reasons why people snorkel/SCUBA dive in the Florida Keys. Please circle the number that indicates how important each item is to you as a reason for snorkel/SCUBA diving in the Florida Keys.

		Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a)	To develop my skills.....	1	2	3	4	5
b)	To experience excitement.....	1	2	3	4	5
c)	For family recreation.....	1	2	3	4	5
d)	To be with friends.....	1	2	3	4	5
e)	To be outdoors.....	1	2	3	4	5
f)	To experience new and different things.....	1	2	3	4	5
g)	For the experience of the dive.....	1	2	3	4	5
h)	To get away from the demands of other people.....	1	2	3	4	5
i)	To get away from the regular routine.....	1	2	3	4	5
j)	To see diverse underwater life.....	1	2	3	4	5
k)	To teach underwater skills to other people.....	1	2	3	4	5
l)	To obtain additional dive ratings.....	1	2	3	4	5
m)	To experience natural surroundings.....	1	2	3	4	5
n)	For solitude.....	1	2	3	4	5
o)	For relaxation.....	1	2	3	4	5
p)	For the challenge of the dive.....	1	2	3	4	5

There are many places to engage in fishing. In the next several questions, we are attempting to understand the reason you may choose to fish in one location versus another, or if necessary, engage in an activity other than fishing in the Florida Keys.

When answering the following questions, please think about a favorite or most common area that you fish in off the Florida Keys. If you do not have a favorite or most common area that you fish in off the Keys, please think about the last area that you fished in off the Florida Keys.

D17. Please indicate which reef you are thinking of when responding to the following questions. (Please circle only one answer)

- 1 My favorite reef to fish at
- 2 The most common area I fish at
- 3 The most recent area I fished in

D18. Is this area:

- 1 A flat
- 2 A natural coral reef
- 3 Hawk Channel
- 4 An artificial reef
- 5 Other (please list) _____

D19. Are you able to recall the name of this area? If so, please list it below.

_____ area

D20. Imagine that you discovered that you could not fish in this area (from question #D17 above) during your next planned fishing trip. What would you do? (Please circle only one answer)

- 1 I would still fish, but elsewhere in the Florida Keys
- 2 I would still fish, but at a location outside of the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D21. Imagine that you discovered that you could not fish in this area (from question #D17 above) for the next five years. What would you do?

- 1 I would still fish, but elsewhere in the Florida Keys
- 2 I would still fish, but at a location outside of the Florida Keys
- 3 I would permanently participate in a different activity in the Florida Keys
- 4 I would permanently participate in a different activity, but outside the Florida Keys

D22. Imagine that you discovered during your next fishing trip that this area (from question #D17 above) was more crowded than you normally find acceptable. What would you do?

- 1 I would make an exception and still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D23. Imagine that you discovered during your next fishing trip that this area (from question #D17 above) was more ecologically damaged (e.g., there was no longer enough good fish habitat) than you normally find acceptable. What would you do?

- 1 I would still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D24. Imagine that you discovered during your next fishing trip that other user groups with whom you experience conflict are using this area (from question #D17 above). What would you do?

- 1 I would still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D25. If you could not fish in this area (from question #D17 above), how many other areas in the Florida Keys do you think can offer you an overall experience that is just as good?

_____ number of other areas in the Florida Keys

☐ Don't Know

D26. If you could not fish in this area (from question #1 above), how many other areas in the Florida Keys do you think can offer you a similar, but not quite as good, overall experience?

_____ number of other areas Florida Keys

☐ Don't Know

D27. Please rate how similar you think the fishing experience is at your best similar fishing area compared to this area.

1	2	3	4	5	6	7
Not as Good			Equivalent			Better

D28. There are many things that you might think about or consider when deciding to substitute one fishing area for another. Please indicate how important each of the following factors is in terms of deciding whether or not you would choose to fish in a substitute area.

		Not at all important	Slightly important	Moderately important	Very important	Extremely important
a)	The number of fish at other areas.....	1	2	3	4	5
b)	The difficulty of boating conditions.....	1	2	3	4	5
c)	The distance to other areas.....	1	2	3	4	5
d)	The charter boats and captains at other areas.....	1	2	3	4	5
e)	The adequacy of my boat to get to other areas.....	1	2	3	4	5
f)	The cost of fuel to get to other areas.....	1	2	3	4	5
g)	The level of crowding at other areas.....	1	2	3	4	5
h)	Area closures at desirable locations.....	1	2	3	4	5
i)	The presence of other groups that I don't like.....	1	2	3	4	5
j)	Other.....	1	2	3	4	5

D29. If you could not go fishing, either in the Florida Keys or elsewhere, are there any other recreation activities in the Florida Keys that would provide you with the same satisfaction and enjoyment that you receive from going fishing?

☐ Yes --- If yes, please go to question # D30 below

☐ No --- If no, please go to question # D31 below

D30. If you answered "yes" to question D29, please list up to three specific activities that you consider to be substitutes for fishing in the Florida Keys.

_____ activity

_____ activity

_____ activity

D31. There are reasons why people cannot participate as often as they would like in an activity they enjoy doing. Please indicate the extent to which you agree or disagree with each of the following statements as they relate to your ability to fish in the Florida Keys as often as you would like.

		Completely disagree	Disagree	Neutral	Agree	Completely agree
a)	I don't have enough leisure time.....	1	2	3	4	5
b)	The equipment is too expensive.....	1	2	3	4	5
c)	The cost of travel is too high.....	1	2	3	4	5
d)	It is difficult to find fishing partners.....	1	2	3	4	5
e)	Fuel prices for my boat are too high.....	1	2	3	4	5
f)	Fishing areas are too crowded.....	1	2	3	4	5
g)	Too many fishing areas are off-limits.....	1	2	3	4	5
h)	Fishing charters are too expensive.....	1	2	3	4	5
i)	Other.....	1	2	3	4	5

D32. Below is a list of reasons why people saltwater fish in the Florida Keys. Please circle the number that indicates how important each item is to you as a reason for saltwater fishing in the Florida Keys.

		Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a)	To develop my skills.....	1	2	3	4	5
b)	To experience excitement.....	1	2	3	4	5
c)	For family recreation.....	1	2	3	4	5
d)	To be with friends.....	1	2	3	4	5
e)	To be outdoors.....	1	2	3	4	5
f)	To experience new and different things.....	1	2	3	4	5
g)	For the experience of the catch.....	1	2	3	4	5
h)	To get away from the demands of other people.....	1	2	3	4	5
i)	To get away from the regular routine.....	1	2	3	4	5
j)	To catch a trophy fish.....	1	2	3	4	5
k)	For the sport of fishing, not to obtain food to eat.....	1	2	3	4	5
l)	For the fun of catching fish.....	1	2	3	4	5
m)	To experience natural surroundings.....	1	2	3	4	5
n)	For solitude.....	1	2	3	4	5
o)	For relaxation.....	1	2	3	4	5
p)	For the challenge of the catch.....	1	2	3	4	5
q)	To obtain fish for eating, not for sport.....	1	2	3	4	5

Part E: Management Alternatives

Snorkeler / SCUBA diver

If not a snorkeler / SCUBA diver in the Florida Keys, but do recreational fishing, GO to page 22.

If not a snorkeler / SCUBA diver or recreational fisher in the Florida Keys, GO to page 27.

Please think about a recreational snorkeling / SCUBA diving experience on a reef in the Florida Keys when answering the questions on the following pages. You will be offered eight (8) choices of two diving trips. Each choice has different features for you to evaluate. Please read each choice carefully. Although they may look similar, trips in each question differ in at least one way.

There is an example below to assist you. Please note the following definitions before reviewing the example.

- Number of Snorkelers / Divers - the number of snorkelers / divers on a reef at any one time
- Restrictions- percent area of reef open to use
- Enforcement- the number of law enforcement patrols you observe per trip
- Number of Fish Species- the amount of different kinds of fish species observed on the reef
- Site Settings- the amount of live coral and/or algae on the reef
- Number of Fish- the overall amount of fish observed on the reef
- Size of Fish- the size of fish observed on the reef
- Travel cost / day – Travel cost that a snorkeler / diver spends for a diving trip per day (including gas and other trip expenses)

Example

If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	15% fewer snorkelers / divers	30% fewer snorkelers / divers
Site Settings	Mix of coral and algae cover	High live coral cover
Restrictions	25% of area closed	75 % of area closed
Number of Fish	40% more fish	No increase in numbers of fish
Size of Fish	40% more larger fish	20 % more larger fish
Species	No change in species numbers	Fewer species
Enforcement	Two additional patrols	No additional patrols
Travel Cost / Day	Your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐

Trip A

☒

Trip B

☐

I would not take either trip

E1. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>15% fewer snorkelers / divers</i>	<i>30% fewer snorkelers / divers</i>
Site Settings	<i>High live coral cover</i>	<i>Mix of coral and algae cover</i>
Restrictions	<i>75% of area closed</i>	<i>75% of area closed</i>
Number of Fish	<i>No increase in numbers of fish</i>	<i>60% more fish</i>
Size of Fish	<i>20% more larger fish</i>	<i>20% more larger fish</i>
Species	<i>Fewer species</i>	<i>Many species</i>
Enforcement	<i>One additional patrol</i>	<i>Two additional patrols</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E2. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>30% fewer snorkelers / divers</i>	<i>15% fewer snorkelers / divers</i>
Site Settings	<i>High algae cover</i>	<i>Mix of coral and algae cover</i>
Restrictions	<i>50% of area closed</i>	<i>25% of area closed</i>
Number of Fish	<i>40% more fish</i>	<i>20% more fish</i>
Size of Fish	<i>40% more larger fish</i>	<i>No increase in larger fish</i>
Species	<i>No change in species numbers</i>	<i>No change in species numbers</i>
Enforcement	<i>One additional patrol</i>	<i>One additional patrol</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E3. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	15% fewer snorkelers / divers	15% fewer snorkelers / divers
Site Settings	High algae cover	Mix of coral and algae cover
Restrictions	25% of area closed	No area closed
Number of Fish	40% more fish	No increase in numbers of fish
Size of Fish	20% more larger fish	40% more larger fish
Species	Fewer species	Fewer species
Enforcement	Two additional patrols	No additional patrols
Travel Cost / Day	10% more than your current total cost per day	10% less than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E4. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	15% fewer snorkelers / divers	The usual number of other snorkelers / divers at the site
Site Settings	Mix of coral and algae cover	High algae cover
Restrictions	50% of area closed	25% of area closed
Number of Fish	No increase in numbers of fish	No increase in numbers of fish
Size of Fish	60% more larger fish	60% more larger fish
Species	No change in species numbers	Fewer species
Enforcement	No additional patrols	Two additional patrols
Travel Cost / Day	10% more than your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E5. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	15% fewer snorkelers / divers	30% fewer snorkelers / divers
Site Settings	High live coral cover	High algae cover
Restrictions	No area closed	50% of area closed
Number of Fish	20% more fish	40% more fish
Size of Fish	40% more larger fish	40% more larger fish
Species	No change in species numbers	Fewer species
Enforcement	No additional patrols	No additional patrols
Travel Cost / Day	Your current total cost per day	Your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E6. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	The usual number of other snorkelers / divers at the site	The usual number of other snorkelers / divers at the site
Site Settings	High algae cover	High live coral cover
Restrictions	50% of area closed	75% of area closed
Number of Fish	20% more fish	40% more fish
Size of Fish	60% more larger fish	20% more larger fish
Species	Fewer species	No change in species numbers
Enforcement	One additional patrol	No additional patrols
Travel Cost / Day	10% less than your current total cost per day	10% less than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E7. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>30% fewer snorkelers / divers</i>	<i>The usual number of other snorkelers / divers at the site</i>
Site Settings	<i>High live coral cover</i>	<i>High live coral cover</i>
Restrictions	<i>25% of area closed</i>	<i>25% of area closed</i>
Number of Fish	<i>60% more fish</i>	<i>60% more fish</i>
Size of Fish	<i>20% more larger fish</i>	<i>No increase in larger fish</i>
Species	<i>Many species</i>	<i>Fewer species</i>
Enforcement	<i>No additional patrols</i>	<i>One additional patrol</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E8. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>The usual number of other snorkelers / divers at the site</i>	<i>30% fewer snorkelers / divers</i>
Site Settings	<i>Mix of coral and algae cover</i>	<i>Mix of coral and algae cover</i>
Restrictions	<i>75% of area closed</i>	<i>No area closed</i>
Number of Fish	<i>60% more fish</i>	<i>40% more fish</i>
Size of Fish	<i>No increase in larger fish</i>	<i>No increase in larger fish</i>
Species	<i>Many species</i>	<i>No change in species numbers</i>
Enforcement	<i>One additional patrol</i>	<i>Two additional patrols</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

Recreational Fisher

If not a Recreational fisher in the Florida Keys, GO to page 27 Part F.

Please think about a recreational fishing experience in the Florida Keys when answering the questions on the following pages. You will be offered eight (8) choices of two fishing trips. Each choice has different features for you to evaluate. Please read each choice carefully. Although they may look similar, trips in each question differ in at least one way.

There is an example below to assist you. Please note the following definitions before reviewing the example.

- Number of Recreational Fishing Boats- the number of recreational fishing boats near you at any one time
- Number of Non-fishing Boats- the number of non-fishing boats near you at any one time
- Restrictions- the number of reefs closed to fishing per zone (upper Keys, middle Keys, lower Keys)
- Number of Fish Species- the amount of different kinds of fish species caught in a trip
- Number of Fish- the overall amount of fish caught on a trip
- Size of Fish- the number of legal sized fish caught on a trip
- Travel cost / day – Travel cost that an angler spends for a fishing trip per day (including gas and other trip expenses)

Example

Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>30% fewer boats</i>	<i>The usual number of other boats near the location</i>
Number of Non-fishing Boats	<i>The usual number of other boats near the location</i>	<i>30% fewer boats</i>
Restrictions	<i>25% of area closed</i>	<i>25% of area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>Fewer species fish caught</i>
Number of fish	<i>10% more fish caught</i>	<i>30% more fish caught</i>
Size of Fish	<i>60% more keepers</i>	<i>20% more keepers</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐

Trip A

☒

Trip B

☐

I would not take either trip

E9. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>The usual number of other boats near the location</i>	<i>The usual number of other boats near the location</i>
Number of Non-fishing Boats	<i>30% fewer boats</i>	<i>The usual number of other boats near the location</i>
Restrictions	<i>75% of area closed</i>	<i>25% of area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>No change in species numbers</i>
Number of fish	<i>No increase in numbers of fish caught</i>	<i>20% more fish caught</i>
Size of Fish	<i>40% more keepers</i>	<i>No increase in the number of caught kept</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E10. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>The usual number of other boats near the location</i>	<i>15% fewer boats</i>
Number of Non-fishing Boats	<i>15% fewer boats</i>	<i>The usual number of other boats near the location</i>
Restrictions	<i>No area closed</i>	<i>50% of area closed</i>
Number of Species	<i>More species fish caught</i>	<i>More species fish caught</i>
Number of fish	<i>30% more fish caught</i>	<i>10% more fish caught</i>
Size of Fish	<i>20% more keepers</i>	<i>60% more keepers</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E11. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>15% fewer boats</i>	<i>30% fewer boats</i>
Number of Non-fishing Boats	<i>30% fewer boats</i>	<i>15% fewer boats</i>
Restrictions	<i>25% of area closed</i>	<i>No area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>More species fish caught</i>
Number of fish	<i>20% more fish caught</i>	<i>20% more fish caught</i>
Size of Fish	<i>No increase in the number of caught kept</i>	<i>60% more keepers</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>Your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E12. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>30% fewer boats</i>	<i>15% fewer boats</i>
Number of Non-fishing Boats	<i>15% fewer boats</i>	<i>30% fewer boats</i>
Restrictions	<i>No area closed</i>	<i>No area closed</i>
Number of Species	<i>Fewer species fish caught fish caught</i>	<i>No change in species numbers</i>
Number of fish	<i>10% more fish caught</i>	<i>20% more fish caught</i>
Size of Fish	<i>40% more keepers</i>	<i>60% more keepers</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E13. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>30% fewer boats</i>	<i>30% fewer boats</i>
Number of Non-fishing Boats	<i>30% fewer boats</i>	<i>The usual number of other boats near the location</i>
Restrictions	<i>50% of area closed</i>	<i>50% of area closed</i>
Number of Species	<i>More species fish caught</i>	<i>Fewer species fish caught fish caught</i>
Number of fish	<i>30% more fish caught</i>	<i>No increase in numbers of fish caught</i>
Size of Fish	<i>No increase in the number of caught kept</i>	<i>20% more keepers</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E14. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>The usual number of other boats near the location</i>	<i>The usual number of other boats near the location</i>
Number of Non-fishing Boats	<i>15% fewer boats</i>	<i>30% fewer boats</i>
Restrictions	<i>25% of area closed</i>	<i>75% of area closed</i>
Number of Species	<i>Fewer species fish caught</i>	<i>Fewer species fish caught</i>
Number of fish	<i>20% more fish caught</i>	<i>No increase in numbers of fish caught</i>
Size of Fish	<i>No increase in the number of caught kept</i>	<i>40% more keepers</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E15. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>15% fewer boats</i>	<i>The usual number of other boats near the location</i>
Number of Non-fishing Boats	<i>The usual number of other boats near the location</i>	<i>15% fewer boats</i>
Restrictions	<i>50% of area closed</i>	<i>75% of area closed</i>
Number of Species	<i>Fewer species fish caught</i>	<i>No change in species numbers</i>
Number of fish	<i>10% more fish caught</i>	<i>10% more fish caught</i>
Size of Fish	<i>60% more keepers</i>	<i>No increase in the number of caught kept</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>Your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E16. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>30% fewer boats</i>	<i>30% fewer boats</i>
Number of Non-fishing Boats	<i>15% fewer boats</i>	<i>15% fewer boats</i>
Restrictions	<i>25% of area closed</i>	<i>25% of area closed</i>
Number of Species	<i>More species fish caught</i>	<i>Fewer species fish caught</i>
Number of fish	<i>No increase in numbers of fish caught</i>	<i>30% more fish caught</i>
Size of Fish	<i>60% more keepers</i>	<i>40% more keepers</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

Part F: Demographic Profile

In this final section, we need to know information about you and your household to make sure we have a representative sample of Monroe County residents.

Again, your privacy will be protected and any information identifying you or your household will not be revealed to anyone.

F1. How many people in your household are permanent residents of Monroe County, Florida?

_____ number of people

F2. How many of these people are at least 16 years of age? _____ number of people

F3. What is the closest mile marker to your residence? _____ mile marker number

F4. Do you have access to the water from your residence? ☐ Yes ☐ No

F5. Do you own a boat? ☐ Yes ☐ No

F6. How many years have you lived in Monroe County? _____ number of years

F7. In what year were you born? _____ year

F8. Are you Hispanic, Latino, or of Spanish origin? ☐ Yes ☐ No

F9. What race do you consider yourself?

Please circle one or more of the letter(s) that best describes you

- A White
- B Black or African American
- C American Indian or Alaskan Native
- D Asian
- E Native Hawaiian or Other Pacific Islander

F10. What is the highest level of education that you have completed?

Please circle the letter of the category that best describes you

- A 8th Grade or Less
- B 9th to 11th Grade
- C 12th Grade, High School Grad, GED
- D 13 to 15 Years (some college or vocational training)
- E College Graduate
- F Graduate School, Law School, Medical School

F11. What is your employment status?

Please circle the letter or letters of all those that apply

A Unemployed
B Employed full-time
C Employed part-time
D Retired

E Student
F Homemaker
G None of the above
(specify) _____

F12. Do you work outside Monroe County? ☐ Yes ☐ No

F13. What is your zip code? _____

F14. What is your total household income, before taxes.

Please circle the letter corresponding to the category that best describes your household

A Under \$5,000
B \$5,000 to \$9,999
B \$10,000 to \$14,999
D \$15,000 to \$19,999
E \$20,000 to \$24,999
F \$25,000 to \$29,999
G \$30,000 to \$34,999
H \$35,000 to \$39,999

I \$40,000 to \$44,999
J \$45,000 to \$49,999
K \$50,000 to \$59,999
L \$60,000 to \$74,999
M \$75,000 to \$99,999
N \$100,000 to \$149,999
O \$150,000 or More

Monroe County Resident Survey

Your answers are voluntary and confidential.

Your name will never be released to anyone unless otherwise required by law. After the completion of the project all materials identifying you as an individual will be destroyed.

This is a cooperative research project of the Monroe County Tourist Development Council and the National Oceanic and Atmospheric Administration. Public reporting burden for this collection of information is estimated to average 1 hour including time for reviewing instructions, searching existing data sources, gathering and maintaining the data need, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to U.S. Department of Commerce, Clearance Officer, Office of Chief Information Officer, Rm. 6625, 14th and Constitution Avenue NW, Washington, DC 20230. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subject to penalty for failure to comply with, a collection of information subject to requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

Resident Survey

1. Overall, how would you rate Monroe County as a place to live?

- a. Excellent
- b. Good
- c. Fair
- d. Poor

Please circle letter corresponding to your answer

2. There are many reasons that people choose to live where they do in Florida. What are the two most important reasons you chose to live in Monroe County?

- a. No special reason
- b. Born here
- c. Job or business
- d. Climate
- e. Environment
- f. Access to natural resources, such as natural settings and wildlife
- g. Opportunities for water activities, such as fishing or diving
- h. Low crime rate
- i. Cultural activities
- j. Retirement
- k. Some other reason (specify) _____

Please circle letters corresponding to the two most important reasons

3. In the past 12 months, have you done any outdoor recreation activities in the Florida Keys?

- a. Yes (Go to Part A)
- b. No (Go to Part G)

Please use the enclosed White Card-Activities List to see what we mean by outdoor recreation

Please use the enclosed Activities List and map to help you answer the questions in this section

- Only answer for those activities you listed with an A on the end of the activity number

- | A1 | Upper Keys | | | Islamorada | | | Marathon | | | Lower Keys | | | Key West | | |
|----------|-----------------------|--------------|----------------|-----------------------|--------------|----------------|-----------------------|--------------|----------------|-----------------------|--------------|----------------|-----------------------|--------------|----------------|
| Activity | A2
Resp. | A3
days | A4
others | A2
Resp. | A3
days | A4
others | A2
Resp. | A3
days | A4
others | A2
Resp. | A3
days | A4
others | A2
Resp. | A3
days | A4
others |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
| | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | | <input type="radio"/> | | |
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A5. What would you say is the most important activity you did in the Florida Keys?

Most Important Activity _____ (Activity List Number)

No Activity Most Important (fill in box) ☐

A6. On how many different days did you participate in outdoor recreation activities outside the Florida Keys during the past 12 months? _____ (# of days)

Part B: Reef use in the Florida Keys during the past 12 months. Both artificial and natural reefs.

Please use Blue Card with Activities List for reef use and map of the Florida Keys in answering Part B

- B1. Which activities did you or someone in your household do on either artificial or natural reefs during the past 12 months in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West?**

If you did not do anything in a region, check the box indicating no reef use in the region

- B2. Please fill in the circle for each activity you, yourself, did during the past 12 months in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West.**
- B3. How many others in your household did each activity on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B4. On how many different days did you, yourself, participate in each activity on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B5. On how many different days did you, yourself, participate in each activity on the artificial reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B6. On how many different days did you, yourself, participate in each activity on the natural reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Note: If you did part of a day on an artificial reef and part of a day on a natural reef, count one whole day on each type of reef

- B7. How many different dives did you, yourself, make for each type of diving activity you did on the reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Diving activities include all snorkeling and scuba diving activities on the Blue Card-Activities List (Reef)

A dive is defined as an entry and exit from the water to snorkel or scuba dive

- B8. How many different dives did you, yourself, make for each type of diving activity you did on the artificial reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**
- B9. How many different dives did you, yourself, make for each type of diving activity you did on the natural reefs in the Upper Keys, Islamorada, Marathon, Lower Keys and Key West during the past 12 months?**

Please refer to Questions B1 - B9 when filling in the tables on the following two pages

There is one table for each of the five regions of the Florida Keys (Upper Keys, Islamorada, Marathon, Lower Keys and Key West)

☐ No Reef Use

Upper Keys

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Islamorada

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
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_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Marathon

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Lower Keys

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

☐ No Reef Use

Key West

B1	B2	B3	B4	B5	B6	B7	B8	B9
Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
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_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

Part C: Specialization

In this section, we are interested in learning more about your primary activity. Please answer the following questions based on the response you gave to QUESTION A5.

For the four questions below, please read the four choices and circle the one answer that best fits you for that question.

C1. When I participate in my primary activity, I feel like:

- 1 a beginner. I don't really feel like I am part of the activity scene.
- 2 an occasional or irregular participant. Sometimes it is fun, entertaining or rewarding to do my activity.
- 3 a habitual and regular participant in the activity.
- 4 an insider to the sport. The activity is an important part of who I am.

C2. During my activity, I can best be described as:

- 1 having very little understanding of the activity. I am often unsure about how to do certain things when I go.
- 2 having some understanding of the activity, but still in the process of learning more about the sport. I am becoming more familiar and comfortable with the activity.
- 3 being comfortable with the sport. I have a good understanding of what I can do, and how to do it.
- 4 a knowledgeable expert in the sport. I encourage, teach and enhance opportunities for others who are interested in the activity.

C3. My relationships with others who do the activity are:

- 1 not established. I really don't know any other people who do the activity.
- 2 very limited. I know some others in the activity by sight and sometimes talk with them, but I don't know their names.
- 3 one of familiarity. I know the names of others who do the activity, and often speak with them.
- 4 close. I have personal and close relationships with others in the activity. These friendships often revolve around the activity.

C4. My commitment to the activity is:

- 1 very slight. I have very little connection to the activity. I may or may not continue to participate in the sport in the future.
- 2 moderate. I will continue to do it as it is entertaining and provides the benefits I want.
- 3 fairly strong. I have a sense of being a member of the activity, and it is likely that I will continue to do it for a long time.
- 4 very strong. I am totally committed to the activity. I encourage others to participate in the sport and seek to ensure the activity continues into the future.

C5. If you had to replace all of the equipment that you currently own for your primary activity with similar equipment, how much would it cost to replace?

\$_____AMOUNT TO REPLACE PRIMARY ACTIVITY EQUIPMENT

C6. To what extent do you make use of the following for current information about your primary activity? Please circle the number that indicates your extent of use for each source of information.

	No Use	Almost no use	A little use	Some use	A lot of use
a. Talking with others who participate in the activity.....	1	2	3	4	5
b. Magazines.....	1	2	3	4	5
c. Government agency publications.....	1	2	3	4	5
d. Conservation organization publications.....	1	2	3	4	5
e. Newspapers.....	1	2	3	4	5
f. Diving shops/companies.....	1	2	3	4	5
g. Club meetings.....	1	2	3	4	5
h. Television.....	1	2	3	4	5
i. Radio.....	1	2	3	4	5
j. Internet.....	1	2	3	4	5

C7. Below is a list of reasons why people engage in recreation activities. Please circle the number that indicates how important each item is to you as a reason for participating in your primary activity.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
a. To be outdoors.....	1	2	3	4	5
b. For family recreation.....	1	2	3	4	5
c. To experience new and different things.....	1	2	3	4	5
d. For relaxation.....	1	2	3	4	5
e. To be close to the water.....	1	2	3	4	5
f. To get away from the demands of other people.....	1	2	3	4	5
g. To be with friends.....	1	2	3	4	5
h. To develop my skills.....	1	2	3	4	5
i. To get away from the regular routine.....	1	2	3	4	5
j. To experience adventure and excitement.....	1	2	3	4	5
k. To experience natural surroundings.....	1	2	3	4	5

Part D: Substitution

There are many places to engage in snorkeling/SCUBA diving activities. In the next several questions, we are attempting to understand the reason you may choose to snorkel/SCUBA dive on one reef versus another, or if necessary, choose to engage in activities other than snorkeling/SCUBA diving in the Florida Keys.

When answering the following questions, please think about a favorite or most common reef that you dive on in the Florida Keys. If you do not have a favorite or most common reef that you dive on in the Keys, please think about the last reef that you dove on in the Florida Keys. Read the choices and circle the number that indicates your answer for that question.

D1. Please circle which reef you are thinking of when responding to the following questions. (Please circle only one answer)

- 1 Favorite reef to snorkel/dive on
- 2 Most common reef I snorkel/dive on
- 3 Most recent reef I snorkeled/dove on

D2. Is this reef a:

- 1 Natural coral reef
- 2 Artificial reef

D3. Are you able to recall the name of this reef? If so, please list in below.

_____ reef

D4. Imagine that you discovered that you could not snorkel/SCUBA dive at this reef (from question #D1 above) during your next planned snorkel/SCUBA dive trip. What would you do? (Please circle only one answer)

- 1 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 2 I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D5. Imagine that you discovered that you could not snorkel/SCUBA dive at this reef (from question #D1 above) for the next five years. What would you do?

- 1 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 2 I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- 3 I would permanently participate in a different activity in the Florida Keys
- 4 I would permanently participate in a different activity, but outside the Florida Keys

D6. Imagine that you discovered during your next snorkel/SCUBA dive trip that this reef (from question #D1 above) was more crowded than you normally find acceptable. What would you do?

- 1 I would make an exception and still snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D7. Imagine that you discovered during your next snorkel/SCUBA dive trip that this reef (from question #D1 above) was more ecologically damaged (e.g., there wasn't enough healthy coral or fish) than normally find acceptable. What would you do?

- 1 I would make an exception and snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D8. Imagine that you discovered during your next snorkel/SCUBA dive trip that user groups with whom you experience conflict are using this reef (from question #D1 above). What would you do?

- 1 I would still snorkel/ SCUBA dive on this reef
- 2 I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D9. If you could not snorkel/SCUBA dive at this reef (from question #D1 above), how many other Florida Keys reefs do you think can offer you just as good an experience as your favorite reefs?

_____ number of other Florida Keys reefs

☐ Don't Know

D10. If you could not snorkel/SCUBA dive at this reef (from question #D1 above), how many other Florida Keys reefs do you think can offer you a similar, but not quite as good, experience?

_____ number of other Florida Keys reefs

☐ Don't Know

D11. Please rate how similar you think the snorkeling/SCUBA diving experience is at your best similar reef compared to this reef (from question #D1 above).

1	2	3	4	5	6	7
Not as Good			Equivalent			Better

D12. There are many things that you might think about or consider when deciding to substitute one reef for another when snorkeling or SCUBA diving. Please indicate how important each of the following factors is in terms of deciding whether or not you would choose to snorkel/SCUBA dive at a substitute reef.

	Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a) The quality of other reefs.....	1	2	3	4	5
b) The difficulty of the diving conditions on other reefs.....	1	2	3	4	5
c) The distance to other reefs.....	1	2	3	4	5
d) My familiarity with various dive shops.....	1	2	3	4	5
e) The adequacy of my boat to get to other reefs.....	1	2	3	4	5
f) The number of fish at other reefs.....	1	2	3	4	5
g) The cost of fuel to get to other reefs.....	1	2	3	4	5
h) The level of crowding at other reefs.....	1	2	3	4	5
i) The amount of live coral at other reefs.....	1	2	3	4	5
j) Area closures at desirable reef locations.....	1	2	3	4	5
k) The presence of other groups that I don't like.....	1	2	3	4	5
l) Other.....	1	2	3	4	5

D13. If you could not go snorkeling/SCUBA diving, either in the Florida Keys or elsewhere, are there any other recreation activities in the Florida Keys that would provide you with the same satisfaction and enjoyment that you receive from going snorkeling/SCUBA diving?

☐ Yes --- If yes, please go to question # D14 below

☐ No --- If no, please go to question # D15 below

D14. If you answered "yes" to question D13, please list up to three specific activities that you consider to be substitutes for snorkeling/SCUBA diving.

_____ activity

_____ activity

_____ activity

D15. There are reasons why people cannot participate as often as they would like in an activity they enjoy doing. Please indicate the extent to which you agree or disagree with each of the following statements as they relate to your ability to snorkel/SCUBA dive in the Florida Keys as often as you would like.

		Completely disagree	Disagree	Neutral	Agree	Completely agree
a)	I don't have enough leisure time.....	1	2	3	4	5
b)	The equipment is too expensive.....	1	2	3	4	5
c)	The cost of travel is too high.....	1	2	3	4	5
d)	It is difficult to find snorkel/SCUBA diving partners.....	1	2	3	4	5
e)	Fuel prices for my boat are too high.....	1	2	3	4	5
f)	Snorkel/SCUBA diving areas are too crowded.....	1	2	3	4	5
g)	Too many snorkel/SCUBA diving areas are off-limits.....	1	2	3	4	5
h)	Dive boats are too expensive	1	2	3	4	5
i)	Other.....	1	2	3	4	5

D16. Below is a list of reasons why people snorkel/SCUBA dive in the Florida Keys. Please circle the number that indicates how important each item is to you as a reason for snorkel/SCUBA diving in the Florida Keys.

		Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a)	To develop my skills.....	1	2	3	4	5
b)	To experience excitement.....	1	2	3	4	5
c)	For family recreation.....	1	2	3	4	5
d)	To be with friends.....	1	2	3	4	5
e)	To be outdoors.....	1	2	3	4	5
f)	To experience new and different things.....	1	2	3	4	5
g)	For the experience of the dive.....	1	2	3	4	5
h)	To get away from the demands of other people.....	1	2	3	4	5
i)	To get away from the regular routine.....	1	2	3	4	5
j)	To see diverse underwater life.....	1	2	3	4	5
k)	To teach underwater skills to other people.....	1	2	3	4	5
l)	To obtain additional dive ratings.....	1	2	3	4	5
m)	To experience natural surroundings.....	1	2	3	4	5
n)	For solitude.....	1	2	3	4	5
o)	For relaxation.....	1	2	3	4	5
p)	For the challenge of the dive.....	1	2	3	4	5

There are many places to engage in fishing. In the next several questions, we are attempting to understand the reason you may choose to fish in one location versus another, or if necessary, engage in an activity other than fishing in the Florida Keys.

When answering the following questions, please think about a favorite or most common area that you fish in off the Florida Keys. If you do not have a favorite or most common area that you fish in off the Keys, please think about the last area that you fished in off the Florida Keys.

D17. Please indicate which reef you are thinking of when responding to the following questions. (Please circle only one answer)

- 1 My favorite reef to fish at
- 2 The most common area I fish at
- 3 The most recent area I fished in

D18. Is this area:

- 1 A flat
- 2 A natural coral reef
- 3 Hawk Channel
- 4 An artificial reef
- 5 Other (please list) _____

D19. Are you able to recall the name of this area? If so, please list it below.

_____ area

D20. Imagine that you discovered that you could not fish in this area (from question #D17 above) during your next planned fishing trip. What would you do? (Please circle only one answer)

- 1 I would still fish, but elsewhere in the Florida Keys
- 2 I would still fish, but at a location outside of the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D21. Imagine that you discovered that you could not fish in this area (from question #D17 above) for the next five years. What would you do?

- 1 I would still fish, but elsewhere in the Florida Keys
- 2 I would still fish, but at a location outside of the Florida Keys
- 3 I would permanently participate in a different activity in the Florida Keys
- 4 I would permanently participate in a different activity, but outside the Florida Keys

D22. Imagine that you discovered during your next fishing trip that this area (from question #D17 above) was more crowded than you normally find acceptable. What would you do?

- 1 I would make an exception and still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D23. Imagine that you discovered during your next fishing trip that this area (from question #D17 above) was more ecologically damaged (e.g., there was no longer enough good fish habitat) than you normally find acceptable. What would you do?

- 1 I would still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D24. Imagine that you discovered during your next fishing trip that other user groups with whom you experience conflict are using this area (from question #D17 above). What would you do?

- 1 I would still fish in this area
- 2 I would still fish, but elsewhere in the Florida Keys
- 3 I would temporarily participate in a different activity in the Florida Keys
- 4 I would temporarily participate in a different activity, but outside the Florida Keys

D25. If you could not fish in this area (from question #D17 above), how many other areas in the Florida Keys do you think can offer you an overall experience that is just as good?

_____ number of other areas in the Florida Keys

☐ Don't Know

D26. If you could not fish in this area (from question #1 above), how many other areas in the Florida Keys do you think can offer you a similar, but not quite as good, overall experience?

_____ number of other areas Florida Keys

☐ Don't Know

D27. Please rate how similar you think the fishing experience is at your best similar fishing area compared to this area.

1	2	3	4	5	6	7
Not as Good			Equivalent			Better

D28. There are many things that you might think about or consider when deciding to substitute one fishing area for another. Please indicate how important each of the following factors is in terms of deciding whether or not you would choose to fish in a substitute area.

		Not at all important	Slightly important	Moderately important	Very important	Extremely important
a)	The number of fish at other areas.....	1	2	3	4	5
b)	The difficulty of boating conditions.....	1	2	3	4	5
c)	The distance to other areas.....	1	2	3	4	5
d)	The charter boats and captains at other areas.....	1	2	3	4	5
e)	The adequacy of my boat to get to other areas.....	1	2	3	4	5
f)	The cost of fuel to get to other areas.....	1	2	3	4	5
g)	The level of crowding at other areas.....	1	2	3	4	5
h)	Area closures at desirable locations.....	1	2	3	4	5
i)	The presence of other groups that I don't like.....	1	2	3	4	5
j)	Other.....	1	2	3	4	5

D29. If you could not go fishing, either in the Florida Keys or elsewhere, are there any other recreation activities in the Florida Keys that would provide you with the same satisfaction and enjoyment that you receive from going fishing?

☐ Yes --- If yes, please go to question # D30 below

☐ No --- If no, please go to question # D31 below

D30. If you answered "yes" to question D29, please list up to three specific activities that you consider to be substitutes for fishing in the Florida Keys.

_____ activity

_____ activity

_____ activity

D31. There are reasons why people cannot participate as often as they would like in an activity they enjoy doing. Please indicate the extent to which you agree or disagree with each of the following statements as they relate to your ability to fish in the Florida Keys as often as you would like.

		Completely disagree	Disagree	Neutral	Agree	Completely agree
a)	I don't have enough leisure time.....	1	2	3	4	5
b)	The equipment is too expensive.....	1	2	3	4	5
c)	The cost of travel is too high.....	1	2	3	4	5
d)	It is difficult to find fishing partners.....	1	2	3	4	5
e)	Fuel prices for my boat are too high.....	1	2	3	4	5
f)	Fishing areas are too crowded.....	1	2	3	4	5
g)	Too many fishing areas are off-limits.....	1	2	3	4	5
h)	Fishing charters are too expensive.....	1	2	3	4	5
i)	Other.....	1	2	3	4	5

D32. Below is a list of reasons why people saltwater fish in the Florida Keys. Please circle the number that indicates how important each item is to you as a reason for saltwater fishing in the Florida Keys.

		Not at all important	Somewhat important	Moderately important	Very important	Extremely important
a)	To develop my skills.....	1	2	3	4	5
b)	To experience excitement.....	1	2	3	4	5
c)	For family recreation.....	1	2	3	4	5
d)	To be with friends.....	1	2	3	4	5
e)	To be outdoors.....	1	2	3	4	5
f)	To experience new and different things.....	1	2	3	4	5
g)	For the experience of the catch.....	1	2	3	4	5
h)	To get away from the demands of other people.....	1	2	3	4	5
i)	To get away from the regular routine.....	1	2	3	4	5
j)	To catch a trophy fish.....	1	2	3	4	5
k)	For the sport of fishing, not to obtain food to eat.....	1	2	3	4	5
l)	For the fun of catching fish.....	1	2	3	4	5
m)	To experience natural surroundings.....	1	2	3	4	5
n)	For solitude.....	1	2	3	4	5
o)	For relaxation.....	1	2	3	4	5
p)	For the challenge of the catch.....	1	2	3	4	5
q)	To obtain fish for eating, not for sport.....	1	2	3	4	5

Part E: Management Alternatives

Snorkeler / SCUBA diver

If not a snorkeler / SCUBA diver in the Florida Keys, but do recreational fishing, GO to page 22.

If not a snorkeler / SCUBA diver or recreational fisher in the Florida Keys, GO to page 27.

Please think about a recreational snorkeling / SCUBA diving experience on a reef in the Florida Keys when answering the questions on the following pages. You will be offered eight (8) choices of two diving trips. Each choice has different features for you to evaluate. Please read each choice carefully. Although they may look similar, trips in each question differ in at least one way.

There is an example below to assist you. Please note the following definitions before reviewing the example.

- Number of Snorkelers / Divers - the number of snorkelers / divers on a reef at any one time
- Restrictions- percent area of reef open to use
- Enforcement- the number of law enforcement patrols you observe per trip
- Number of Fish Species- the amount of different kinds of fish species observed on the reef
- Site Settings- the amount of live coral and/or algae on the reef
- Number of Fish- the overall amount of fish observed on the reef
- Size of Fish- the size of fish observed on the reef
- Travel cost / day – Travel cost that a snorkeler / diver spends for a diving trip per day (including gas and other trip expenses)

Example

If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	15% fewer snorkelers / divers	30% fewer snorkelers / divers
Site Settings	Mix of coral and algae cover	High live coral cover
Restrictions	25% of area closed	75 % of area closed
Number of Fish	40% more fish	No increase in numbers of fish
Size of Fish	40% more larger fish	20 % more larger fish
Species	No change in species numbers	Fewer species
Enforcement	Two additional patrols	No additional patrols
Travel Cost / Day	Your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐

Trip A

☒

Trip B

☐

I would not take either trip

E1. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>The usual number of other snorkelers / divers at the site</i>	<i>The usual number of other snorkelers / divers at the site</i>
Site Settings	<i>High live coral cover</i>	<i>High algae cover</i>
Restrictions	<i>75% of area closed</i>	<i>No area closed</i>
Number of Fish	<i>40% more fish</i>	<i>40% more fish</i>
Size of Fish	<i>60% more larger fish</i>	<i>20% more larger fish</i>
Species	<i>Many species</i>	<i>Fewer species</i>
Enforcement	<i>Two additional patrols</i>	<i>Two additional patrols</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>Your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E2. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>30% fewer snorkelers / divers</i>	<i>30% fewer snorkelers / divers</i>
Site Settings	<i>High live coral cover</i>	<i>High algae cover</i>
Restrictions	<i>75% of area closed</i>	<i>50% of area closed</i>
Number of Fish	<i>20% more fish</i>	<i>No increase in numbers of fish</i>
Size of Fish	<i>40% more larger fish</i>	<i>No increase in larger fish</i>
Species	<i>Fewer species</i>	<i>No change in species numbers</i>
Enforcement	<i>Two additional patrols</i>	<i>One additional patrol</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E3. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	30% fewer snorkelers / divers	30% fewer snorkelers / divers
Site Settings	Mix of coral and algae cover	High algae cover
Restrictions	50% of area closed	75% of area closed
Number of Fish	No increase in numbers of fish	40% more fish
Size of Fish	No increase in larger fish	No increase in larger fish
Species	No change in species numbers	Fewer species
Enforcement	One additional patrol	No additional patrols
Travel Cost / Day	10% more than your current total cost per day	Your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E4. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	15% fewer snorkelers / divers	The usual number of other snorkelers / divers at the site
Site Settings	Mix of coral and algae cover	Mix of coral and algae cover
Restrictions	25% of area closed	50% of area closed
Number of Fish	60% more fish	20% more fish
Size of Fish	No increase in larger fish	20% more larger fish
Species	No change in species numbers	Many species
Enforcement	Two additional patrols	No additional patrols
Travel Cost / Day	10% more than your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E5. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	30% fewer snorkelers / divers	30% fewer snorkelers / divers
Site Settings	Mix of coral and algae cover	Mix of coral and algae cover
Restrictions	25% of area closed	No area closed
Number of Fish	20% more fish	40% more fish
Size of Fish	60% more larger fish	40% more larger fish
Species	Many species	Many species
Enforcement	No additional patrols	One additional patrol
Travel Cost / Day	10% less than your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E6. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	The usual number of other snorkelers / divers at the site	30% fewer snorkelers / divers
Site Settings	Mix of coral and algae cover	High live coral cover
Restrictions	50% of area closed	No area closed
Number of Fish	No increase in numbers of fish	No increase in numbers of fish
Size of Fish	20% more larger fish	No increase in larger fish
Species	Fewer species	Many species
Enforcement	One additional patrol	No additional patrols
Travel Cost / Day	Your current total cost per day	10% less than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E7. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>The usual number of other snorkelers / divers at the site</i>	<i>15% fewer snorkelers / divers</i>
Site Settings	<i>High algae cover</i>	<i>High algae cover</i>
Restrictions	<i>No area closed</i>	<i>75% of area closed</i>
Number of Fish	<i>60% more fish</i>	<i>20% more fish</i>
Size of Fish	<i>20% more larger fish</i>	<i>60% more larger fish</i>
Species	<i>Fewer species</i>	<i>No change in species numbers</i>
Enforcement	<i>No additional patrols</i>	<i>Two additional patrols</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>Your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E8. If you were planning a snorkel / SCUBA dive trip to the Florida Keys, which trip would you prefer: Trip A, Trip B, or neither?

ATTRIBUTE	Trip A	Trip B
Number of Snorkelers / Divers	<i>15% fewer snorkelers / divers</i>	<i>30% fewer snorkelers / divers</i>
Site Settings	<i>High algae cover</i>	<i>Mix of coral and algae cover</i>
Restrictions	<i>No area closed</i>	<i>25% of area closed</i>
Number of Fish	<i>40% more fish</i>	<i>No increase in numbers of fish</i>
Size of Fish	<i>No increase in larger fish</i>	<i>60% more larger fish</i>
Species	<i>Many species</i>	<i>Fewer species</i>
Enforcement	<i>One additional patrol</i>	<i>Two additional patrols</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

Recreational Fisher

If not a Recreational fisher in the Florida Keys, GO to page 27 Part F.

Please think about a recreational fishing experience in the Florida Keys when answering the questions on the following pages. You will be offered eight (8) choices of two fishing trips. Each choice has different features for you to evaluate. Please read each choice carefully. Although they may look similar, trips in each question differ in at least one way.

There is an example below to assist you. Please note the following definitions before reviewing the example.

- Number of Recreational Fishing Boats- the number of recreational fishing boats near you at any one time
- Number of Non-fishing boats- the number of non-fishing boats near you at any one time
- Restrictions- the number of reefs closed to fishing per zone (upper Keys, middle Keys, lower Keys)
- Number of Fish Species- the amount of different kinds of fish species caught in a trip
- Number of Fish- the overall amount of fish caught on a trip
- Size of Fish- the number of legal sized fish caught on a trip
- Travel cost / day – Travel cost that an angler spends for a fishing trip per day (including gas and other trip expenses)

Example

Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>30% fewer boats</i>	<i>The usual number of other boats near the location</i>
Number of Non-fishing Boats	<i>The usual number of other boats near the location</i>	<i>30% fewer boats</i>
Restrictions	<i>25% of area closed</i>	<i>25% of area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>Fewer species fish caught</i>
Number of fish	<i>10% more fish caught</i>	<i>30% more fish caught</i>
Size of Fish	<i>60% more keepers</i>	<i>20% more keepers</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% less than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐

Trip A

☒

Trip B

☐

I would not take either trip

E9. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>The usual number of other boats near the location</i>	<i>The usual number of other boats near the location</i>
Number of Non-fishing Boats	<i>The usual number of other boats near the location</i>	<i>30% fewer boats</i>
Restrictions	<i>50% of area closed</i>	<i>50% of area closed</i>
Number of Species	<i>More species fish caught</i>	<i>No change in species numbers</i>
Number of fish	<i>20% more fish caught</i>	<i>20% more fish caught</i>
Size of Fish	<i>40% more keepers</i>	<i>40% more keepers</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>Your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E10. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>15% fewer boats</i>	<i>30% fewer boats</i>
Number of Non-fishing Boats	<i>30% fewer boats</i>	<i>30% fewer boats</i>
Restrictions	<i>No area closed</i>	<i>75% of area closed</i>
Number of Species	<i>More species fish caught</i>	<i>More species fish caught</i>
Number of fish	<i>10% more fish caught</i>	<i>No increase in numbers of fish caught</i>
Size of Fish	<i>40% more keepers</i>	<i>40% more keepers</i>
Travel Cost / Day	<i>10% more than your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E11. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	30% fewer boats	The usual number of other boats near the location
Number of Non-fishing Boats	15% fewer boats	15% fewer boats
Restrictions	50% of area closed	No area closed
Number of Species	More species fish caught	Fewer species fish caught
Number of fish	No increase in numbers of fish caught	20% more fish caught
Size of Fish	20% more keepers	60% more keepers
Travel Cost / Day	Your current total cost per day	10% less than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E12. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	The usual number of other boats near the location	15% fewer boats
Number of Non-fishing Boats	15% fewer boats	15% fewer boats
Restrictions	75% of area closed	75% of area closed
Number of Species	Fewer species fish caught	Fewer species fish caught
Number of fish	30% more fish caught	30% more fish caught
Size of Fish	60% more keepers	60% more keepers
Travel Cost / Day	10% less than your current total cost per day	10% more than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E13. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	30% fewer boats	15% fewer boats
Number of Non-fishing Boats	The usual number of other boats near the location	The usual number of other boats near the location
Restrictions	75% of area closed	25% of area closed
Number of Species	Fewer species fish caught	More species fish caught
Number of fish	10% more fish caught	30% more fish caught
Size of Fish	No increase in the number of caught kept	40% more keepers
Travel Cost / Day	10% more than your current total cost per day	10% less than your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E14. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	15% fewer boats	15% fewer boats
Number of Non-fishing Boats	The usual number of other boats near the location	30% fewer boats
Restrictions	25% of area closed	50% of area closed
Number of Species	No change in species numbers	Fewer species fish caught
Number of fish	No increase in numbers of fish caught	10% more fish caught
Size of Fish	60% more keepers	60% more keepers
Travel Cost / Day	10% more than your current total cost per day	Your current total cost per day

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E15. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>The usual number of other boats near the location</i>	<i>30% fewer boats</i>
Number of Non-fishing Boats	<i>15% fewer boats</i>	<i>The usual number of other boats near the location</i>
Restrictions	<i>25% of area closed</i>	<i>25% of area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>No change in species numbers</i>
Number of fish	<i>10% more fish caught</i>	<i>10% more fish caught</i>
Size of Fish	<i>20% more keepers</i>	<i>20% more keepers</i>
Travel Cost / Day	<i>Your current total cost per day</i>	<i>10% more than your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

E16. Suppose that you could choose from the recreational fishing opportunities described below. Which of these fishing trips would you prefer?

ATTRIBUTE	Trip A	Trip B
Number of Recreational Fishing Boats	<i>The usual number of other boats near the location</i>	<i>30% fewer boats</i>
Number of Non-fishing Boats	<i>The usual number of other boats near the location</i>	<i>The usual number of other boats near the location</i>
Restrictions	<i>No area closed</i>	<i>No area closed</i>
Number of Species	<i>Fewer species fish caught</i>	<i>Fewer species fish caught</i>
Number of fish	<i>No increase in numbers of fish caught</i>	<i>No increase in numbers of fish caught</i>
Size of Fish	<i>No increase in the number of caught kept</i>	<i>No increase in the number of caught kept</i>
Travel Cost / Day	<i>10% less than your current total cost per day</i>	<i>Your current total cost per day</i>

Which trip do you prefer? (check only one box below)

☐ Trip A ☐ Trip B ☐ I would not take either trip

Part F: Demographic Profile

In this final section, we need to know information about you and your household to make sure we have a representative sample of Monroe County residents.

Again, your privacy will be protected and any information identifying you or your household will not be revealed to anyone.

F1. How many people in your household are permanent residents of Monroe County, Florida?

_____ number of people

F2. How many of these people are at least 16 years of age? _____ number of people

F3. What is the closest mile marker to your residence? _____ mile marker number

F4. Do you have access to the water from your residence? ☐ Yes ☐ No

F5. Do you own a boat? ☐ Yes ☐ No

F6. How many years have you lived in Monroe County? _____ number of years

F7. In what year were you born? _____ year

F8. Are you Hispanic, Latino, or of Spanish origin? ☐ Yes ☐ No

F9. What race do you consider yourself?

Please circle one or more of the letter(s) that best describes you

- A White**
- B Black or African American**
- C American Indian or Alaskan Native**
- D Asian**
- E Native Hawaiian or Other Pacific Islander**

F10. What is the highest level of education that you have completed?

Please circle the letter of the category that best describes you

- A 8th Grade or Less**
- B 9th to 11th Grade**
- C 12th Grade, High School Grad, GED**
- D 13 to 15 Years (some college or vocational training)**
- E College Graduate**
- F Graduate School, Law School, Medical School**

F11. What is your employment status?

Please circle the letter or letters of all those that apply

A Unemployed
B Employed full-time
C Employed part-time
D Retired

E Student
F Homemaker
G None of the above
(specify) _____

F12. Do you work outside Monroe County? ☐ Yes ☐ No

F13. What is your zip code? _____

F14. What is your total household income, before taxes.

Please circle the letter corresponding to the category that best describes your household

A Under \$5,000
B \$5,000 to \$9,999
B \$10,000 to \$14,999
D \$15,000 to \$19,999
E \$20,000 to \$24,999
F \$25,000 to \$29,999
G \$30,000 to \$34,999
H \$35,000 to \$39,999

I \$40,000 to \$44,999
J \$45,000 to \$49,999
K \$50,000 to \$59,999
L \$60,000 to \$74,999
M \$75,000 to \$99,999
N \$100,000 to \$149,999
O \$150,000 or More