

VISITOR: AUTO, AIR and CRUISE SHIP SURVEY

- **On-site Survey**
 - Questionnaire
 - Recreation/Tourists Activities (Blue Card)
 - Respondent Card (Green Card)
 - Activities List (White Card)
 - Map (Five Regions)
 - Auto Survey Tally Sheet
 - Air Survey Tally Sheet
 - Cruise Ship Tally Sheet

- **Expenditure Mailback**
 - Questionnaire – Long Version
 - Questionnaire – Short Version (Cruise Ship and Day-trippers)

- **Satisfaction Mailback**
 - Questionnaire

Auto, Air and Cruise Ship Survey

On-site Survey Number: _____

Screening Criteria: 1) NOT a resident of Monroe County
(See Tally Sheet) 2) Visiting Keys and did some recreation/tourist activity _____

Auto: U.S. 1

Time of interview:

Air: Key West
Marathon

Month Day Time

Cruise Ship: Mallory Square
Truman Annex
Navy Mole

Number of People in Vehicle or Party:

People

1. How many people in your vehicle (party) are age 16 or older? _____ (# People)

(b) How many people in your vehicle (party) are under 16? _____ (# People)

2. Where is your primary residence?

City or Nearest City County State Zipcode

Country: _____

- U.S.A
- Australia/Oceania
- Other Europe
- Canada
- Japan
- Middle East
- Mexico
- Other Far East
- Africa
- Central Am./South Am.
- United Kingdom
- Other

3. On this trip to the Florida Keys, when did you first arrive? _____
Month Day Time

4. Including this trip, how many times have you visited the Florida Keys for all recreation/tourist activities in the last 12 months, that is since (date last year)?

Times

5. Including this trip, how many days have you spent in the Florida Keys where you did some recreation/tourist activity in the last 12 months?

Days

If overnight visitor, hand respondent map of Florida Keys. If not overnight visitor, skip to next section.

6. Looking at the map, could you tell me how many nights you spent **on this trip** to the Florida Keys in the

Upper Keys _____ Islamorada _____ Marathon _____ Lower Keys _____ Key West _____
nights # nights # nights # nights # nights

Interviewer: Make sure if answer to Q.4. is greater than one, that answer to Q.6. is not equal to Q.5.

Auto, Air and Cruise Ship Survey

10. Please refer to the yellow Events Card. The events are listed by date to help you skip down the list.

Did you attend any of these events on this trip to the Florida Keys?

Yes (continue) No (skip to Q. 12)

11a. Please refer to Section 1 on your green card and tell me how important was the event in planning your trip to the Florida Keys?

DK A B C D E
 NI SI I VI EI

11b. Did attending any of these events extend your length of stay in the Florida Keys?

Yes (continue) No (skip to Q. 12)

11c. How many days longer did you extend your stay? _____ (# days)

12. Please refer to Section 2 on your green card and tell me which reason best describes the primary purpose of your trip to the Florida Keys.

A Recreation or vacation C Business trip E Other (specify)
B Visit family or friends D Business/pleasure

Finally, for statistical purposes, we need to know a few things about yourself.

13. In what year were you born? (code last two digits) ____ ____

14. Sex male female

15a. Are you Spanish, Hispanic, or Latino? Yes No

15b. Please refer to Section 3 on your green card and tell me the one or more letter(s) that best describes you.

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




16. Please refer to Section 4 on your green card and tell me which of the income categories best describes your annual household income last year before taxes. Please give the letter on the card that is the closest.

a b c d e f g h i j k l m n o refused
 don't know

17. Do you own a second home or time share in the Florida Keys?

Yes No

18. On this trip, are you paying your own expenses, sharing expenses, or is someone else paying your expenses?

own expenses _____  Beside your own expenses, how many other people are you paying for on this trip? _____
 shared expenses _____  With how many people are you sharing expenses? _____
 someone else paying expenses _____  With how many people are you sharing expenses? _____

Auto, Air and Cruise Ship Survey

We would like to collect some additional information on your (expenditures or satisfaction) with the Florida Keys during your trip. Please take this (satisfaction or expenditure) questionnaire and return it to us in the mail. The questionnaire has a business reply page, and postage is pre-paid. It will cost you nothing to return it to us. The information gained from these questionnaires is very important to all those responsible for making your trip to the Florida Keys an enjoyable experience. As an incentive to return your questionnaires, a sweepstakes has been organized by the local business community. **Hand brochure describing sweepstakes** By returning your questionnaire with your name and address, we enter you in the sweepstakes.

Reminder: Your answers are voluntary and confidential. After the survey is completed and the sweepstakes prizes awarded, all name and address information will be destroyed. No one will be allowed to use this information for contacting you about any promotions.

19. Will you complete this questionnaire?

Yes

No → This concludes our interview. Thank you for your time. In appreciation for your participation we would like to offer you this gift.

Satisfaction

We suggest completing the satisfaction questionnaire on your way home while your thoughts about your trip to the Florida Keys are fresh.

Expenditure

The expenditure survey should be completed after your trip is over and you have returned home.

Interviewer: Code on-site survey number and location on mailback

Show example of mailback questionnaire, where to start, the types of questions that are asked, and how to seal it to mail it back

20. Please give us your name and address. In the event that we do not receive the take home questionnaire we will send you another.

Satisfaction name and address

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

21. If someone other than yourself paid for all your expenses on this trip to the Florida Keys, we would like that person to answer the questionnaire. Will you please give us the name and address of that person?

Expenditure name and address

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

This concludes our interview. Thank you for your time. In appreciation for your participation, we would like to offer you this gift.

Recreation/Tourist Activities

Snorkeling

Scuba diving

Fishing

Swimming

Boating (including personal watercraft – jet skis, wave runners, etc.)

Nature Study or Viewing Wildlife

Windsurfing, Parasailing or Hang gliding

Beach Activities

Visiting Museums and Historic Areas

Sightseeing or Tourist Attractions

Attending Outdoor Festivals and Events

Camping, Picnicking, Hiking

Horseback Riding, Bicycling

Participation in Outdoor Sports (Tennis, Golf, or other sports)

Sunset Cruises

Spa, Fitness, Wellness activities

RESPONDENT CARD**PAPERWORK REDUCTION ACT AND CONFIDENTIALITY STATEMENT**

Your participation in this interview is voluntary. There are no penalties for not answering some or all of the questions, but since each interviewed person will represent many others not interviewed, your cooperation is extremely important. This study is being conducted by the University of Massachusetts-Amherst for the Monroe County Tourist Development Council and the National Oceanic and Atmospheric Administration. Uses of the information include the evaluation of present recreation uses and planning for future visitation. At the end of the study any 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 4 minutes 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.

SECTION 1: Importance of Special Events in Trip Planning

DK
specify)

SECTION 3: Race

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

SECTION 4: HOUSEHOLD INCOME CATEGORIES (Annual Income before taxes)

- | | |
|-------------------------------|---------------------------------|
| A Less than \$5,000 | I \$40,000 to \$44,999 |
| B \$5,000 to \$9,999 | J \$45,000 to \$49,999 |
| C \$10,000 to \$14,999 | K \$50,000 to \$59,999 |
| D \$15,000 to \$19,999 | L \$60,000 to \$74,999 |
| E \$20,000 to \$24,999 | M \$75,000 to \$99,999 |
| F \$25,000 to \$29,999 | N \$100,000 to \$149,999 |
| G \$30,000 to \$34,999 | O \$150,000 or More |
| H \$35,000 to \$39,999 | |

ACTIVITIES LIST

Number	Activities Using Boats and Personal Watercraft
	Snorkeling
100A	Snorkeling from charter/party boat (pay operation)
101A	Snorkeling from a rental boat
102A	Snorkeling from private boat (your boat or friend or relatives boat)
	Scuba Diving
200A	Scuba diving from charter/party boat (pay operation)
201A	Scuba diving from a rental boat
202A	Scuba diving from a private boat (your boat or friend or relatives boat)
	Special Activities while Snorkeling or Scuba Diving
300	Diving for lobsters
301	Underwater photography
302	Wreck diving
303	Spear fishing
	Fishing – Offshore
400A	Fishing from charter boat (pay operation, usually six persons or less) - offshore
401A	Fishing from party or head boat (pay operation, charge per person) - offshore
402A	Fishing from a rental boat – off shore
403A	Fishing from a private boat (your boat or friend or relatives boat) – offshore
	Fishing – Flats or Back Country
404A	Fishing from charter/party boat or guide (pay operation) – flats or back country
405A	Fishing from rental boat – flats or back country
406A	Fishing from a private boat (your boat or friend or relatives boat) – flats or back country
	Other Fishing
407A	Other fishing from charter boat (pay operation, usually six persons or less)
408A	Other fishing from party or head boat (pay operation, charge per person)
409A	Other fishing from a rental boat
410A	Other fishing from a private boat (your boat or friends or relatives boat)
	Viewing Nature and Wildlife
500A	Glass bottom boat rides (pay operation)
501A	Back country boat excursions (pay operation/guided service/NOT FISHING)
502A	Viewing nature and wildlife from private or rental boat
	Personal Watercraft (jet skis, wave runners, etc.)
600A	Personal watercraft – rental
601A	Personal watercraft – Private (your boat or friend or relatives boat)
	Sailing
700A	Sailing charter/party boat (pay operation)
701A	Sailing rental boat
702A	Sailing private boat (your boat or friend or relatives boat)
	Other Activities NOT MENTIONED ABOVE (parasailing, hang gliding, water-skiing, sunset cruises)
800A	Other activities from a charter/party boat (pay operation)
801A	Other activities from a rental boat
802A	Other activities from a private boat (your boat or friend or relatives boat)

----- OVER -----

ACTIVITIES LIST
Other Water-Based Activities – NO BOATS

Number

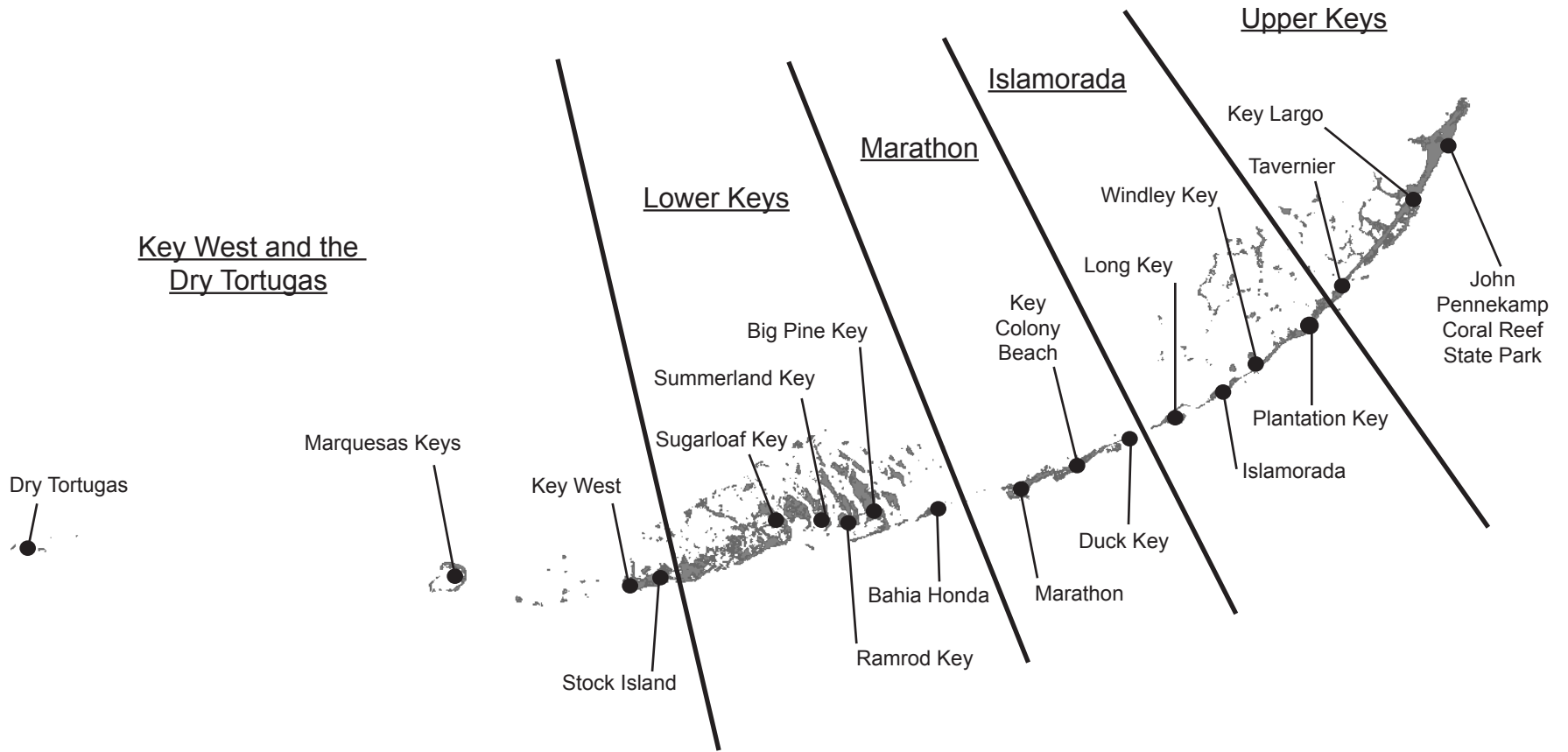
-
- Snorkeling and Scuba Diving**
- 10A Snorkeling from shore
 11A Scuba diving from shore
- Special Activities while Diving from Shore**
- 12 Diving for lobsters
 13 Underwater photography
- 14A Fishing from shore (beach, bank, pier, bridge, jetty, dock)
- 15A Swimming at Beaches (not in pool)
 16A Swimming in Outdoor Pool
 17 Swimming with Dolphins
 18A Windsurfing, sail boarding or kite surfing

Number

Land-Based Activities

-
- Nature Study – Wildlife Observation – Photography**
- 19A Wildlife observation or wildlife photography
 20A Other nature study and observation
 21 Photography – Natural landscapes/scenery (not including wildlife)
- Camping – Backpacking – Hiking – Picnicking**
- 22 Backpacking
 23 Camping in developed campgrounds
 24 Camping in primitive campgrounds
 25 Day Hiking
 26 Attending ranger guided walk
 27 Self-guided nature or historic trail
 28 Picnicking
- Cultural, Historic and Tourist Attractions**
- 29A Visiting historic areas, sites, buildings or memorials
 30 Attending special events (fairs, festivals, ceremonies, etc.)
 31 Attending outdoor concerts, plays, or other outdoor performances
 32 Attending indoor concerts, plays, performances, or events
 33 Sight-seeing tours and tourist attractions (paid)
 34 Sight-seeing (not paid tours)
 35 Reading roadside exhibits or markers
 36A Visiting a museum, education facility, or information center
 37 Attending outdoor sports events (sailing or boat races; spectator at fishing tournament)
- Outdoor Sports**
- 38 Golf
 39 Tennis
 40 Participation in other outdoor sports and games
- Bicycling – Horseback Riding – Driving for Pleasure**
- 41 Bicycling
 42 Horseback riding
 43 Driving for Pleasure (mopeds, motorcycles)
- Beach Activities – Sunbathing**
- 44A All Beach Activities (other than swimming)
 45 Sunbathing (not at beach)
- Spa, Health & Wellness**
- 46 Spa Treatments (massage, esthetician services, body treatment)
 47 Fitness activities (fitness classes, visited gym/health center, personal trainer)
 48 Healthy cuisine (specialty dining for health or diet)

The Florida Keys



**Tally Sheet
Auto Survey
U.S. 1**

1. Are you a permanent resident of Monroe County?

Yes Thank you. We are only interviewing nonresidents of Monroe County.
(Place tic mark in column 4)

No Are you ending your trip to the Florida Keys today?

Yes No Thank you. We are only interviewing people at the
end of their trip to the Florida Keys.
(Place tic mark in column 5)

→ Did you do any recreation/tourist
activities on this visit to
the Florida Keys?
(show recreation/tourist
activity Blue Card)

No Thank you. We are only interviewing visitors that did
recreation/tourist activities. (Place tic mark in column 6)

Will you participate in a ← Yes
short 5-10 minute
interview about your visit
to the Florida Keys? No

Thank you. (Place tic mark in column 7)

Yes Please pull over to the parking lot where our
interviewers are set up. (Place tic mark in column 8)

**Tally Sheet
Cruise Ship**

Sites

- Mallory Square (MS) Navy Mole (NM)
 Truman Annex (TA)

1. Are you a permanent resident of Monroe County
 Yes Thank you. We are only interviewing nonresidents of Monroe County. (Place tic mark in column 3)
 No →
 2. Will you participate in a short 5-10 minute survey about your visit to the Florida Keys?
 No Thank you. (Place tic mark in column 4)
 Yes (Place tic mark in column 5)
 Begin interview

1	2	3	4	5
Site	Date	Permanent Resident	Visitor Refusal or Language Barrier	Visitor Interviewed

Your participation in this
recreation expenditure survey is

GREATLY APPRECIATED

Dear Visitor,

During your recent trip to the Florida Keys you indicated that you would be willing to complete this questionnaire. It is self-explanatory and should not take long to complete. Please record your answers accurately and legibly. Your answers represent many other people not included in this survey effort so it is very important that you return your questionnaire.

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.

Before you mail back the questionnaire, please reverse-fold it so that our return address is on the outside. Please staple or tape to seal the questionnaire and mail it back to us. No postage is needed. Your cooperation in this effort is greatly appreciated.

Sincerely,

Please note: It is very important that the same person who participated in the on-site interview also complete this questionnaire.

PART A: YOUR EXPENDITURES FOR THIS TRIP

We would like to ask you about the expenses related to your recent trip to the Florida Keys. Please complete one of the questions below, indicating for how many people you paid expenses.

1) If you paid your own expenses or if you shared expenses with someone else, please check this box
 On the following pages, report only those trip expenses you personally paid for.

2) If you were paying all the expenses for yourself and for one or more others, please check this box
 and record in the box below the number of persons you paid expenses for, including yourself.
 Report the total amount of expenses you paid for on the following pages.

Number of people you were paying expenses for, including yourself

Please report your expenditures for each of the items listed to the nearest whole dollar. In Column A, put the total amount of money you spent on that item, regardless of where you were when you spent it. In Column B, put the amount you spent just while you were in Southern Florida, in Broward, Dade or Monroe counties. Basically, this area covers the Florida Keys, Everglades National Park, and all the area south of Boca Raton, including the area around Ft. Lauderdale, Hollywood, Hialeah, and Miami. Finally, in Column C, report only the amount you spent while you were in the Florida Keys.

EXAMPLE: Joe and Jane Smith drove to Key Largo from Jacksonville. On their way south, they stayed in a hotel in Miami which cost \$80. They spent 3 nights in Key Largo at \$75 per night, or a total of \$225. On their way home, they stayed in West Palm Beach which cost \$60. Their total lodging for the trip (Column A) was \$365. Lodging in South Florida (Column B) was \$305 (\$225 + \$80). The amount for Column C was \$225.

Item	Column A: Total amount spent for this trip	Column B: Of the amount in column A, how much did you spend in South Florida?	Column C: Of the amount in column B, how much did you spend in the Florida Keys?
LODGING, <u>PRIVATELY OWNED</u> (non-government) Hotel/motel/bed & breakfast/cabin, etc.	<u>365</u>	<u>305</u>	<u>225</u>
Camping site (RV/tent/camper)	<u>0</u>	<u>0</u>	<u>0</u>

Item	Column A: Total amount spent for this trip	Column B: Of the amount in column A, how much did you spend in South Florida?	Column C: Of the amount in column B, how much did you spend in the Florida Keys?
BOATING Boat, jet ski, and wave runner rental Boat fuel and oil Boat repairs Boat launch fees Boat slip fees or marina fees (this trip only) Sailing charters or sunset cruises	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
FISHING Cut bait Live bait Daily or special fishing permits Fishing lines, fly lines, fish nets, and minnow traps Charter/party boat, guide service	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
SCUBA DIVING/SNORKELING Rental fee for equipment Charter/party boat, guide service	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
SIGHTSEEING Sightseeing tours Glass bottom boat rides Back country excursions, kayak tours Park entrance fees Admission to tourist, amusement, festivals and other commercial attractions	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

PART B: ANNUAL VACATION AND EQUIPMENT PURCHASES

This section asks about money people spent on recreational equipment, boat storage, time share and condo fees and related purchases over the past 12 months. For each of the items listed, indicate in Column A the total amount of money you spent on that equipment in the past 12 months. In Column B, report the total amount of purchases you made just in the county where you live. In Column C, report the total amount of purchases you made in the Florida Keys.

First, please answer these questions regarding your boating recreation.

- During the past 12 months, how many times did you take a trip away from home for a boating-related activity (sailing, waterskiing, canoeing, fishing from a boat, motorboating, SCUBA diving, jet skiing, etc.)? _____
- Of these trips, how many were to some place in the Florida Keys? _____

Example: Joe and Jane Smith purchased a boat for \$17,000 from a dealer at their home in Jacksonville last summer. They also purchased a jet ski for \$12,000 from a dealer in Key Largo. Here is how they would report these expenditures.

Item	Column A: Total Purchases in Past 12 Months	Column B: Purchases in Your Home County	Column C: Purchases in Florida Keys
BOATING EQUIPMENT			
New motorized boats or jet skis	_____29,000_____	_____17,000_____	_____12,000_____

Item	Column A: Total Purchases in Past 12 Months	Column B: Purchases in Your Home County	Column C: Purchases in Florida Keys
MAJOR RECREATIONAL EQUIPMENT Diving or snorkeling equipment _____ Fishing rods and reels _____ Cameras and other photo gear _____ Binocular and other viewing equipment _____ Miscellaneous (boats, guns, skis, vehicles, any other major equipment), specify _____ _____	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____
BOATING EQUIPMENT New motorized boats or jet skis _____ New nonmotorized boats (sailboats, row boats, canoes, etc.) _____ New boat engines _____ New boat accessories _____ New sails or rigging _____ New boat trailer _____ Boat storage and marina fees _____ Other boating expenses _____ Describe: _____ _____	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____
ANNUAL LODGING-RELATED FEES Condo and time share fees _____ RV or trailer park fees _____	_____ _____	_____ _____	_____ _____

number: _____

That's All!! If you would like to be entered into a sweepstakes to win a free Vacation to the Florida Keys, fill out your name, address and phone number below. All prizes will be awarded in October of 2007.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: _____

Prizes to be awarded are:

GRAND PRIZE

- * Airfare for two from anywhere in the continental United States to the Florida Keys
- * Rental car with unlimited miles for one week (seven days)
- * Accommodations for two for one week (six nights)
- * Two complimentary "activities" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

FIRST PRIZE

- * Accommodations for two for five days (four nights)
- * Two complimentary "activities" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

SECOND PRIZE

- * Accommodations for two for four days (three nights)
- * One complimentary "activity" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

THIRD PRIZE

- * Accommodations for two for three days (two nights)
- * One complimentary "activity" for two (i.e., diving trip, fishing charter, sunset sail, etc.)

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 15 minutes 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.

Your participation in this
recreation expenditure survey is

GREATLY APPRECIATED

Dear Visitor,

During your recent trip to the Florida Keys you indicated that you would be willing to complete this questionnaire. It is self-explanatory and should not take long to complete. Please record your answers accurately and legibly. Your answers represent many other people not included in this survey effort so it is very important that you return your questionnaire.

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.

Before you mail back the questionnaire, please reverse-fold it so that our return address is on the outside. Please staple or tape to seal the questionnaire and mail it back to us. No postage is needed. Your cooperation in this effort is greatly appreciated.

Sincerely,

Please note: It is very important that the same person who participated in the on-site interview also complete this questionnaire.

YOUR EXPENDITURES FOR THIS TRIP

We would like to ask you about the expenses related to your recent trip to the Florida Keys. Please complete one of the questions below, indicating for how many people you paid expenses.

1) If you paid your own expenses or if you shared expenses with someone else, please check this box
 On the following pages, report only those trip expenses you personally paid for.

2) If you were paying all the expenses for yourself and for one or more others, please check this box
 and record in the box below the number of persons you paid expenses for, including yourself.
 Report the total amount of expenses you paid for on the following pages.

Number of people you were paying expenses for, including yourself

Please report your expenditures for each of the items listed to the nearest whole dollar. We are interested in only expenses made while you were on shore in the Florida Keys.

Item	Total amount spent in Florida Keys
FOOD & BEVERAGES	
Food purchased at a store (food store/fruit market, etc.) for carry-out	_____
Drinks consumed at bars and clubs during non-meal times (nighttime recreation)	_____
Beverages purchased at a store for carry-out	_____
Food and drinks consumed at restaurants and bars	_____
TRANSPORTATION	
Rental automobile, motorcycle or moped	_____
Gas & oil - auto/moped	_____
Parking fees & tolls	_____
Taxi fare	_____
Bus fare	_____
BOATING	
Boat, jet ski, and wave runner rental	_____
Sailing charters or sunset cruises	_____

Item	Total amount spent in Florida Keys
FISHING Cut Bait Live Bait Daily or special fishing permits Fishing lines, fly lines, fish nets, minnow traps and seines Charter/party boat, guide service	 <hr/> <hr/> <hr/> <hr/> <hr/>
SCUBA DIVING/SNORKELING Rental fee for equipment Charter/party boat, guide service	 <hr/> <hr/>
SIGHTSEEING Sightseeing tours Glass bottom boat rides Admission to tourist, amusement, festivals, and other attraction	 <hr/> <hr/> <hr/>
OTHER ACTIVITY EXPENDITURES Rental fee for recreation equipment (bicycles, golf carts not listed above) Guide service, tour, or outfitters (not listed above, like parasailing) Park entrance fees Admission to motion pictures, theaters, museums, musical performances, concerts, etc. Admission to musical performances, concerts Spa treatments Fitness activities (gym fees, fitness classes/instruction)	 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
MISCELLANEOUS EXPENDITURES Film Purchases Film Developing Footware Clothing Souvenirs, gifts (not clothing) Other, specify _____	 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

number: _____

That's All!! If you would like to be entered into a sweepstakes to win a free Vacation to the Florida Keys, fill out your name, address and phone number below. All prizes will be awarded in October of 2007.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: _____

Prizes to be awarded are:

GRAND PRIZE

- * Airfare for two from anywhere in the continental United States to the Florida Keys
- * Rental car with unlimited miles for one week (seven days)
- * Accommodations for two for one week (six nights)
- * Two complimentary "activities" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

FIRST PRIZE

- * Accommodations for two for five days (four nights)
- * Two complimentary "activities" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

SECOND PRIZE

- * Accommodations for two for four days (three nights)
- * One complimentary "activity" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

SECOND PRIZE

- * Accommodations for two for three days (two nights)
- * One complimentary "activity" for two (i.e., diving trip, fishing charter, sunset sail, etc.)

OMB Approval #: 0648-xxxx

Expiration Date:

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THANK YOU!

for
participating in this
Recreation Survey

Dear Visitor,

During your recent trip to the Florida Keys you indicated that you would be willing to complete this questionnaire. It is self-explanatory and should not take long to complete. **Please** record your answers accurately and legibly. Your answers represent many other people not included in this survey effort so it is **very important** that you return your questionnaire.

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.

When you complete the questionnaire, please reverse-fold it so that our return address on the GREEN PAGE in the inside is folded to the outside. Please staple or tape to seal the questionnaire and mail it back to us. No postage is needed. Your cooperation in this effort is greatly appreciated.

Sincerely,

Please note: It is very important that the same person who participated in the on-site interview also complete this questionnaire.

In this section we are interested in identifying the recreation site information which is important to you, the visitor.

IMPORTANCE
(in the ideal recreational setting for activities)

1a Please read each statement and rate the importance of each item as it contributes to an ideal recreation/tourism setting for the activities you did in the Florida Keys. If an item does not apply, indicate by circling n/a (not applicable). Likewise, if you don't know, circle (dk).

			Not Applicable	Don't Know	Not Important	Somewhat Important	Important	Very Important	Extremely Important
1)	Clear water (high visibility)	n/a	dk	1	2	3	4	5	
2)	Amount of living coral on reefs	n/a	dk	1	2	3	4	5	
3)	Public transportation	n/a	dk	1	2	3	4	5	
4)	Parking	n/a	dk	1	2	3	4	5	
5)	Many different kind of fish and sea life to view	n/a	dk	1	2	3	4	5	
6)	Many different kind of fish and sea life to catch	n/a	dk	1	2	3	4	5	
7)	Large numbers of fish	n/a	dk	1	2	3	4	5	
8)	Opportunity to view large wildlife: (manatees, whales, dolphins, sea turtles)	n/a	dk	1	2	3	4	5	
9)	Uncrowded conditions	n/a	dk	1	2	3	4	5	
10)	Maps, brochures, and other tourist information	n/a	dk	1	2	3	4	5	
11)	Boat ramps/launching facilities	n/a	dk	1	2	3	4	5	
12)	Marina facilities	n/a	dk	1	2	3	4	5	
13)	Directional signs, street signs, mile markers	n/a	dk	1	2	3	4	5	
14)	Condition of roads and streets	n/a	dk	1	2	3	4	5	
15)	Cleanliness of streets and sidewalks	n/a	dk	1	2	3	4	5	
16)	Condition of bike paths and sidewalks/walking paths	n/a	dk	1	2	3	4	5	
17)	Shoreline access	n/a	dk	1	2	3	4	5	
18)	Designated swimming/beach areas	n/a	dk	1	2	3	4	5	
19)	Quality of beaches	n/a	dk	1	2	3	4	5	
20)	Customer service and friendliness of people	n/a	dk	1	2	3	4	5	
21)	Historic preservation (historic landmarks, houses, etc.)	n/a	dk	1	2	3	4	5	
22)	Availability of public restrooms	n/a	dk	1	2	3	4	5	
23)	Value for the price	n/a	dk	1	2	3	4	5	
24)	Parks and specially protected areas	n/a	dk	1	2	3	4	5	
25)	Mooring buoys near coral reefs	n/a	dk	1	2	3	4	5	

1b. On the previous page you indicated the importance of a list of items to your recreational/tourist experiences. Now please read each of the items on this list and rate how satisfied you were with each at the places you did your activities in the Florida Keys. If an item does not apply, indicate by circling n/a (not applicable). Likewise, if you don't know, circle (dk).

SATISFACTION
(with each of these items where
you did activities in the Florida Keys)

			Not Applicable	Don't Know	Terrible	Unhappy/Dissatisfied	Mixed	Happy/Satisfied	Delighted
1)	Clear water (high visibility)	n/a	dk	1	2	3	4	5	
2)	Amount of living coral on reefs	n/a	dk	1	2	3	4	5	
3)	Public transportation	n/a	dk	1	2	3	4	5	
4)	Parking	n/a	dk	1	2	3	4	5	
5)	Many different kind of fish and sea life to view	n/a	dk	1	2	3	4	5	
6)	Many different kind of fish and sea life to catch	n/a	dk	1	2	3	4	5	
7)	Large numbers of fish	n/a	dk	1	2	3	4	5	
8)	Opportunity to view large wildlife: (manatees, whales, dolphins, sea turtles)	n/a	dk	1	2	3	4	5	
9)	Uncrowded conditions	n/a	dk	1	2	3	4	5	
10)	Maps, brochures, and other tourist information	n/a	dk	1	2	3	4	5	
11)	Boat ramps/launching facilities	n/a	dk	1	2	3	4	5	
12)	Marina facilities	n/a	dk	1	2	3	4	5	
13)	Directional signs, street signs, mile markers	n/a	dk	1	2	3	4	5	
14)	Condition of roads and streets	n/a	dk	1	2	3	4	5	
15)	Cleanliness of streets and sidewalks	n/a	dk	1	2	3	4	5	
16)	Condition of bike paths and sidewalks/walking paths	n/a	dk	1	2	3	4	5	
17)	Shoreline access	n/a	dk	1	2	3	4	5	
18)	Designated swimming/beach areas	n/a	dk	1	2	3	4	5	
19)	Quality of beaches	n/a	dk	1	2	3	4	5	
20)	Customer service and friendliness of people	n/a	dk	1	2	3	4	5	
21)	Historic preservation (historic landmarks, houses, etc.)	n/a	dk	1	2	3	4	5	
22)	Availability of public restrooms	n/a	dk	1	2	3	4	5	
23)	Value for the price	n/a	dk	1	2	3	4	5	
24)	Parks and specially protected areas	n/a	dk	1	2	3	4	5	
25)	Mooring buoys near coral reefs	n/a	dk	1	2	3	4	5	

1c. Had you visited the Florida Keys more than five years ago?

- If "yes" answer question 1d.
- If "no" skip to question 11 on page 4.

SATISFACTION
(with each of these items five
years ago in the Florida Keys)

1d. Now please read each of the items on this list and rate how satisfied you were with each five years ago or more in the Florida Keys. If an item does not apply, indicate by circling n/a (not applicable). Likewise, if you don't know, circle (dk).

		Not Applicable Don't Know Terrible Unhappy/Dissatisfied Mixed Happy/Satisfied Delighted								
1)	Clear water (high visibility)	n/a	dk	1	2	3	4	5		
2)	Amount of living coral on reefs	n/a	dk	1	2	3	4	5		
3)	Opportunity to view large wildlife	n/a	dk	1	2	3	4	5		
4)	Uncrowded conditions	n/a	dk	1	2	3	4	5		
5)	Condition of roads and streets	n/a	dk	1	2	3	4	5		
6)	Cleanliness of streets and sidewalks.	n/a	dk	1	2	3	4	5		
7)	Shoreline access	n/a	dk	1	2	3	4	5		
8)	Quality of beaches	n/a	dk	1	2	3	4	5		
9)	Customer service and friendliness of people	n/a	dk	1	2	3	4	5		
10)	Historic preservation (historic landmarks, houses, etc.)	n/a	dk	1	2	3	4	5		
11)	Parks and specially protected areas	n/a	dk	1	2	3	4	5		
12)	Value for the price	n/a	dk	1	2	3	4	5		

In this section we have a few special issues questions we would like to ask you.

IIa. Did you use your own boat or personal watercraft while on your recent visit to the Florida Keys?

- Yes (Continue) No (Go to Question III)

IIb. Is your boat or personal watercraft in the Florida Keys or did you trailer it?

- I store my boat/personal watercraft in the Florida Keys
 I trailer my boat/personal watercraft to the Florida Keys

IIIa. How likely is it that you will recommend the Florida Keys/Key West to a friend or family member for their next vacation?

- | | | | | | | |
|----|------------|--------------------|-----------------|--------|-------------|----------------|
| | Don't Know | Will Not Recommend | Somewhat Likely | Likely | Very Likely | Will Recommend |
| dk | 1 | 2 | 3 | 4 | 5 | |

IIIb. How likely is it that you will return to the Florida Keys/Key West for a visit? Circle the appropriate answer.

- | | | | | | | |
|----|------------|-----------------|-----------------|--------|-------------|-------------|
| | Don't Know | Will Not Return | Somewhat Likely | Likely | Very Likely | Will Return |
| dk | 1 | 2 | 3 | 4 | 5 | |

<If you circle "Don't Know" or "Will Not Return" above, go to Question IV>

IIIc. How soon might you return to the Florida Keys?

- Don't Know
 In less than 3 months
 3 to 6 months
 6 to 12 months
 Greater than one year

IVa. On your first visit ever to the Florida Keys/Key West, was your visit on a cruise ship stopover in Key West?

- Yes No (Skip to Section V)

IVb. Did your experience in Key West result in you choosing the Florida Keys/Key West as a destination for a non cruise ship visit?

- Yes No

IVc. If this cruise ship visit was your first visit, did your experience lead you to think about planning a future non cruise ship visit to the Florida Keys/Key West?

- Yes No

Va. Did you go into any of the Chamber of Commerce Visitor Centers on your most recent visit (the one we interviewed you on) to the Florida Keys?

Yes (Continue) No (Skip to Section VI)

Vb. Which Visitor Centers did you go into? (Please check all that apply)

- Key Largo Visitor Center
- Islamorada Visitor Center
- Marathon Visitor Center
- Lower Keys Visitor Center
- Key West Visitor Center

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Vc. Did going into any of the Visitor Centers result in you obtaining information that extended your length of stay in the Florida Keys? (Please answer this for the most recent trip for which we interviewed you)

Yes (Continue) No (Skip to Section VI)

Vd. How many days longer did you extend your stay?

_____ (# of days)

VI. In this section, we are interested in learning about your feelings regarding various environmental issues. Below is a list of statements. For each statement please circle the response that best reflects your opinion about the statement.

		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1)	The federal government will have to introduce harsh measures to halt pollution since few people will regulate themselves	SA	A	N	D	SD
2)	We should not worry about killing too many game animals because in the long run things will balance out	SA	A	N	D	SD
3)	I'd be willing to make personal sacrifices for the sake of slowing down pollution even though the immediate results may not seem significant	SA	A	N	D	SD
4)	Pollution is not personally affecting my life	SA	A	N	D	SD
5)	The benefits of modern consumer products are more important than the pollution that results from their production and use	SA	A	N	D	SD
6)	We must prevent any type of animal from becoming extinct, even if it means sacrificing some things for ourselves	SA	A	N	D	SD
7)	Courses focusing on the conservation of natural resources should be taught in the public schools	SA	A	N	D	SD
8)	Although there is continual contamination of our lakes, streams, and air, nature's purifying processes soon return them to normal	SA	A	N	D	SD

VI. (continued)

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
9)	Because the government has such good inspection and control agencies, it's very unlikely that pollution due to energy production will become excessive	SA	A	N	D	SD
10)	The government should provide each citizen with a list of agencies and organizations to which the citizen could report grievances concerning pollution	SA	A	N	D	SD
11)	Predators such as hawks, crows, skunks, and coyotes which prey on farmers' grain crops and poultry should be eliminated	SA	A	N	D	SD
12)	The currently active anti-pollution organizations are really more interested in disrupting society than they are in fighting pollution	SA	A	N	D	SD
13)	Even if public transportation was more efficient than it is, I would prefer to drive my car to work	SA	A	N	D	SD
14)	Industry is trying its best to develop effective anit-pollution technology	SA	A	N	D	SD
15)	If asked, I would contribute time, money, or both to an organization like the Sierra Club that works to improve the quality of the environment	SA	A	N	D	SD
16)	I would be willing to accept an increase in my family's expenses of \$100 a year to promote the wise use of natural resources	SA	A	N	D	SD

That's All!! If you would like to be entered into a sweepstakes to win a free Vacation to the Florida Keys, fill out your name, address and phone number below. All prizes will be awarded in October of 2007.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: _____

Prizes to be awarded are:

GRAND PRIZE

- * Airfare for two from anywhere in the continental United States to the Florida Keys
- * Rental car with unlimited miles for one week (seven days)
- * Accommodations for two for one week (six nights)
- * Two complimentary "activities" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

FIRST PRIZE

- * Accommodations for two for five days (four nights)
- * Two complimentary "activities" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

SECOND PRIZE

- * Accommodations for two for four days (three nights)
- * One complimentary "activity" for two (i.e., diving trip, fishing charter, sunset sail, etc.)
- * Complimentary dinner for two at local restaurant

SECOND PRIZE

- * Accommodations for two for three days (two nights)
- * One complimentary "activity" for two (i.e., diving trip, fishing charter, sunset sail, etc.)

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 15 minutes 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.