

## VISITOR: CUSTOMER SURVEY

- **On-site Survey**
  - Questionnaire
  - Respondent Card (Yellow Card)
  - Activities List (White Card)
  - Activities List – Reefs (Blue Card)
  - Specialization Question Responses - Main or Primary Activity (Orange Card)
  
- **Knowledge, Attitudes & Perceptions of Sanctuary Management Strategies and Regulations/Reef Valuation Mailback**
  - Questionnaire
  
- **Global Climate Change/Coral Bleaching Mailback**
  - Questionnaire
  - Version 1
  - Version 2
  - Version 3
  - Version 4

The Global Climate Change/Coral Bleaching Mailback has four versions. The difference in the versions is the choice questions. Each version has six (6) choice questions. Across the four versions there are 24 different choice questions. All four versions include the Satisfaction Module, choice questions and contingent behavior questions.

- **Substitution/Management Alternatives Mailback**
  - Questionnaire
  - Version 1
  - Version 2
  - Version 3
  - Version 4
  - Version 5
  - Version 6

The Substitution/Management Alternatives Mailback has six versions. The difference in versions is the Management Alternatives choice questions. Each version includes eight (8) choice questions for each of two activities (fishing and diving). Across the six versions, there are 48 different choice questions.

# **CUSTOMER SURVEY**

*Florida Keys*

**SURVEY # \_\_\_\_\_**

OMB Approval #: 0648-xxxx  
Expiration Date:

To be read to interviewee:

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, 14<sup>th</sup> 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.

## CUSTOMER SURVEY

Interviewer Name: \_\_\_\_\_

LOCATION CODE	INTERVIEW SITE	AGENCY	DATE								
_____	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">                     1 Resort                      2 Campground                      3 Marina                      4 Museum                      5 Historic Area                      6 Natural Area                      7 Dive Shop                      8 Beach                      9 Park                      10 Other (specify)                      _____                 </td> <td style="width: 20%; text-align: center;">                     SPECIFIC                      _____                 </td> </tr> </table>	1 Resort 2 Campground 3 Marina 4 Museum 5 Historic Area 6 Natural Area 7 Dive Shop 8 Beach 9 Park 10 Other (specify) _____	SPECIFIC _____	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">                     1 FS                      2 BLM                      3 COE                      4 TVA                      5 NOAA                      6 Other                 </td> <td style="width: 20%; text-align: center;">                     STATE                      _____                 </td> </tr> </table>	1 FS 2 BLM 3 COE 4 TVA 5 NOAA 6 Other	STATE _____	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">                     1 Jan                      2 Feb                      3 Mar                      4 Apr                      5 May                      6 Jun                      7 Jul                      8 Aug                      9 Sep                      10 Oct                      11 Nov                      12 Dec                 </td> <td style="width: 10%; text-align: center;">                     Day                      _____                 </td> <td style="width: 10%; text-align: center;">                     Year                      200__                 </td> </tr> </table>	1 Jan 2 Feb 3 Mar 4 Apr 5 May 6 Jun 7 Jul 8 Aug 9 Sep 10 Oct 11 Nov 12 Dec	Day _____	Year 200__	Number of intervening vehicles or groups since last interview <b>VEHICLES</b> _____
1 Resort 2 Campground 3 Marina 4 Museum 5 Historic Area 6 Natural Area 7 Dive Shop 8 Beach 9 Park 10 Other (specify) _____	SPECIFIC _____										
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				<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;"><b>TYPE OF DAY</b></td> </tr> <tr> <td>1 Weekday</td> </tr> <tr> <td>2 Weekend</td> </tr> <tr> <td>3 Holiday</td> </tr> </table>	<b>TYPE OF DAY</b>	1 Weekday	2 Weekend	3 Holiday			
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1 Weekday											
2 Weekend											
3 Holiday											

### INTRODUCTION AND QUALIFYING QUESTIONS

Interviewer: Refer to Introduction and Qualifying Questions on your clipboard

### TRIP PROFILE

We would first like to ask you some questions about the trip you are on and your visit to <Location> . To answer these questions, please consider your "visit" to have started when you entered <Location> and your "trip" to have begun when you left your primary residence, or where you live most of the time throughout the year.

**1. Where is your primary residence?**

	City or nearest city		Country		State
Zip code:	_____	_____	_____	_____	_____

Country	1 USA 2 Canada 3 Mexico 4 Central Am./South Am.	5 Australia/Oceania 6 Japan 7 Other Far East 8 United Kingdom	9 Other Europe 10 Middle East 11 Africa 12 Other
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**2. Please look at Section 1 on the yellow card and tell me which reason listed there best describes the primary purpose for the trip you are on?**

- |   |   |
|---|---|
| <b>A Recreation or Vacation</b><br><b>B Visit Family or Friends</b><br><b>C Business Trip</b> | <b>D Business/Pleasure Combined</b><br><b>E Other (specify):</b><br>_____ |
|---|---|

**3. When did you first arrive at <Location> ?**

1 Jan 2 Feb 3 Mar 4 Apr	5 May 6 Jun 7 Jul 8 Aug	9 Sep 10 Oct 11 Nov 12 Dec	[?] DATE _____ [?] TIME (military) _____
----------------------------------	----------------------------------	-------------------------------------	---

4. When will you be leaving at the end of your visit to <Location> ?  1 Jan  5 May  9 Sep  DATE \_\_\_\_\_  
 2 Feb  6 Jun  10 Oct \_\_\_\_\_  
 3 Mar  7 Jul  11 Nov \_\_\_\_\_  
 4 Apr  8 Aug  12 Dec  TIME (military) \_\_\_\_\_

**Must be before noon next day from time of interview**

5. How many miles and hours did you travel, from your primary residence to <Location> , including travel to other places you have visited?  Miles: \_\_\_\_\_  Hours: \_\_\_\_\_

6. How much time did you spend or do you plan to spend visiting areas other than the <Location> , during this trip, not including travel time?  Hours: \_\_\_\_\_  Days: \_\_\_\_\_ —————> if answer is zero, leave blank and go to Q. 12

7. Is <Location> , your primary destination?  Yes —————> GO TO Q. 9  
 No

8. How far away from <Location> is your primary destination in miles and hours?  Miles: \_\_\_\_\_  Hours: \_\_\_\_\_

9. Did you travel to <Location> from a temporary residence (such as a hotel, campground or friends house) located outside <Location> ?  Yes —————> GO TO Q. 10  
 No —————> GO TO Q. 12  
 ? —————> GO TO Q. 12

10. After your visit to <Location> , will you be returning to the temporary residence  Yes  No  ?

11. How far away in miles and hours is this temporary residence from <Location> ?  Miles: \_\_\_\_\_  Hours: \_\_\_\_\_

Next we would like to ask you some questions about your visit, the people you are travelling with, and your recreational activities.

12. Have you ever been to <Location> before?  Yes —————> GO TO Q. 13  
 No —————> GO TO Q. 15  
 ? —————> GO TO Q. 15

13. What year did you first come here?  Year: \_\_\_\_\_

14. Including this visit, how many times have you been to <Location> where you participated in at least one recreation activity in the last twelve (12) months, that is, since (date last year)?  Times: \_\_\_\_\_

15. Including this trip, how many days have you spent in <Location> during the past 12 months, that is, since (date last year)?  Days: \_\_\_\_\_



**This next set of questions focuses on use of both the artificial reefs and natural reefs in the Florida Keys.**

Interviewer: Hand respondent map of Florida Keys and blue card with activities list for reefs

**Again, I want you to focus on the use of the reefs on this trip.**

**20. In which of the regions of the Florida Keys did you or someone in your group do any activities on artificial or natural reefs?**

Interviewer: Mark boxes on each page for each region in which they did activities

Interviewer: Start with first region in which they did activities

Interviewer: If no reef activities, GO TO Q. 29

**21. Please look at the blue card with the activities list for reefs and tell me in which activities you or someone in your group participated in <Region> on either artificial or natural reefs. Please read me the number for each activity.**

**22. As I read each activity, please tell me how many others in your group, who are not permanent residents of Monroe County, participated in the activity in <Region> ?**

**23. As I read each activity, please tell me how many days you participated in the activity in <Region> ?**

**24. How many of the days of <Activity> were on artificial reefs in <Region> ?**

**25. How many of the days of <Activity> were on natural reefs in <Region> ?**

Interviewer: If no Scuba Diving or Snorkelling in any region, GO TO Q. 29

**26. How many dives did you make <Activity> (a dive is a water entry and exit) in <Region> ?**

**27. How many dives did you make <Activity> on artificial reefs in <Region> ?**

**28. How many dives did you make <Activity> on natural reefs in <Region> ?**

**Upper Keys - Reef Use**

Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

Interviewer: Repeat Q. 22 - 28 for each region.

22. As I read each activity, please tell me how many others in your group, who are not permanent residents of Monroe County, participated in the activity in <Region> ?

23. As I read each activity, please tell me how many days you participated in the activity in <Region> ?

24. How many of the days of <Activity> were on artificial reefs in <Region> ?

25. How many of the days of <Activity> were on natural reefs in <Region> ?

Interviewer: If no Scuba Diving or Snorkelling in any region, GO TO Q. 29

26. How many dives did you make <Activity> (a dive is a water entry and exit) in <Region> ?

27. How many dives did you make <Activity> on artificial reefs in <Region> ?

28. How many dives did you make <Activity> on natural reefs in <Region> ?

Islamorada - Reef Use

Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

Marathon - Reef Use

Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

Interviewer: Repeat Q. 22 - 28 for each region.

22. As I read each activity, please tell me how many others in your group, who are not permanent residents of Monroe County, participated in the activity in <Region> ?

---

23. As I read each activity, please tell me how many days you participated in the activity in <Region> ?

---

24. How many of the days of <Activity> were on artificial reefs in <Region> ?

---

25. How many of the days of <Activity> were on natural reefs in <Region> ?

---

Interviewer: If no Scuba Diving or Snorkelling in any region, GO TO Q. 29

26. How many dives did you make <Activity> (a dive is a water entry and exit) in <Region> ?

---

27. How many dives did you make <Activity> on artificial reefs in <Region> ?

---

28. How many dives did you make <Activity> on natural reefs in <Region> ?

---

Lower Keys - Reef Use

Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

Key West - Reef Use

Activity	Resp.	# Others	Respondent # of days	# days artificial	# days natural	Respondent # dives	# dives artificial	# dives natural
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____
_____	○	_____	_____	_____	_____	_____	_____	_____

29. Please look at the activity list on the white card and tell me which (if any) activity was the main reason for your visit to <Location> .

Main Activity: \_\_\_\_\_  
 No main activity

30. Consider for a moment, the total number of visits you have made to <Location> in which you did at least one of the activities on the list during the past twelve (12) months. Including this visit, how many of these visits were particularly for (main activity)?

Visits: \_\_\_\_\_

31. How many visits over the past twelve (12) months have you made to any site for (main activity)?

Visits: \_\_\_\_\_

Interviewer: If answer to Question 29 (main activity) is "no main activity" or Main activity is not fishing or diving (activities 100 to 410) then skip to Question 39.

In this section, we are interested in learning more about your main or primary activity. You told me your main or primary activity was <main activity>. (from Q29) Hand respondent the orange card.

For the next four questions, please read the four choices and give me the number of the one answer that best fits you for that question.

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

1      2      3      4

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

1      2      3      4

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

1      2      3      4

35. My commitment to the activity is:

1      2      3      4

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

\$\_\_\_\_\_AMOUNT TO REPLACE PRIMARY ACTIVITY EQUIPMENT

For the next two questions, I will first read the question. For each lettered item, please respond with the letter and the number for the one answer that best fits you for that question.

**37. To what extent do you make use of the following for current information about your primary activity?**

	<b>No Use</b>	<b>Almost no use</b>	<b>A little use</b>	<b>Some use</b>	<b>A lot of use</b>
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

**38. Below is a list of reasons why people engage in recreation activities.**

	<b>Not at all important</b>	<b>Slightly important</b>	<b>Moderately important</b>	<b>Very important</b>	<b>Extremely important</b>
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

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

- Own expenses \_\_\_\_\_
  - Shared expenses \_\_\_\_\_
  - Someone else paying expenses \_\_\_\_\_
- > Beside your own expenses, how many other people are you paying for on this trip? \_\_\_\_\_
- > With how many people are you sharing expenses? \_\_\_\_\_

40. During this trip to the Florida Keys, were you giving up any income earning activities?

- Yes       No

How much income, before taxes, do you estimate you lost during this trip to the Florida Keys?

\$ \_\_\_\_\_

41. Looking at Section 5 of the yellow card, how did you get to the Florida Keys?  
Please give the letters of all that apply. (Circle all that apply)

- |                                  |                                       |
|----------------------------------|---------------------------------------|
| A Automobile - Private           | I Air - Orlando                       |
| B Automobile - Rental            | J Air - Other Florida (specify) _____ |
| C Air - Key West                 | K Cruise Ship                         |
| D Air - Marathon                 | L Own Boat                            |
| E Air - Miami                    | M Ferry                               |
| F Air - Ft. Lauderdale/Hollywood | N Bus / Shuttle                       |
| G Air - West Palm Beach          | O Train - Miami                       |
| H Air - Tampa                    | P Other (specify) _____               |

**GROUP DEMOGRAPHIC INFORMATION**

The next group of questions refers to the people who are recreating with you on this visit.

42. How many people are recreating with you on this visit, including yourself?  People: \_\_\_\_\_

43. Looking at Section 2 of the yellow card, which best describes the group recreating with you, on this visit?

A Group of family members	E Tour group
B Group of 2 or more families	F Unrelated friends (2 or more)
C Group of family and friends	G One person travelling alone
D Organized group or club	H Other (specify) _____

44. How would you best describe your household? Looking at Section 3 of the yellow card, please give the letter on the yellow card that is closest to the description of your household.

A Single adult with no children 18 or under
B Single adult with children 18 or under
C Two adults with no children 18 or under
D Two adults with children 18 or under
E More than two adults with no children 18 or under
F More than two adults with children 18 or under

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

A B C D E F G H I J K L M N O

Refuse to answer  
 Don't know

We would now like to ask you some questions about yourself and the group who are recreating with you on this visit.		RESPONDENT							
<b>AGE</b>	Years								
<b>SEX</b>	Male	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Female	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ETHNICITY</b>	Spanish, Hispanic, or Latino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>RACE</b>	White	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Black or African American	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	American Indian or Alaska Native	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Asian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Native Hawaiian or Other Pacific Islander	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>EDUCATION COMPLETED</b>	8th grade or less	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	9th - 11th grade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	12th grade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	13 - 15 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	16 years (college grad)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	17 or more years (grad. school)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>DISABILITY</b>	Hearing impaired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Visually impaired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Mobility impaired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Mentally or learning impaired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	None of the above	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>EMPLOYMENT</b>	Unemployed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Employed full-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Employed part-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Retired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Student	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Homemaker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	None of the above	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Interviewer: Mailback Information

We would like to collect some additional information on your opinions about the management of the natural resources in the Florida Keys. Please take these two questionnaires and return them to us in the mail. The questionnaires will have a business reply page, and postage is pre-paid. It will cost you nothing to return them to us. The information gained from these questions 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 both questionnaires with your name and address, we will enter you with two chances 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.

46. Will you complete the 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.

47. Please give us your name and address, so that we may send you the questionnaire.

Name and address

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

---

**COMMENTS:**

**THIS CONCLUDES OUR INTERVIEW. THANK YOU FOR YOUR TIME.**

**RESPONDENT CARD****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.

**SECTION 1: Primary Purpose of Trip to Florida Keys**

- |          |                                |          |                              |          |                        |
|----------|--------------------------------|----------|------------------------------|----------|------------------------|
| <b>A</b> | <b>Recreation or vacation</b>  | <b>C</b> | <b>Business trip</b>         | <b>E</b> | <b>Other (specify)</b> |
| <b>B</b> | <b>Visit family or friends</b> | <b>D</b> | <b>Business and Pleasure</b> |          |                        |

**SECTION 2: Group Description**

- |          |                                      |          |                                      |
|----------|--------------------------------------|----------|--------------------------------------|
| <b>A</b> | <b>A group of family members</b>     | <b>E</b> | <b>Tour Group</b>                    |
| <b>B</b> | <b>A group of 2 or more families</b> | <b>F</b> | <b>Unrelated friends (2 or more)</b> |
| <b>C</b> | <b>A group of family and friends</b> | <b>G</b> | <b>One person traveling alone</b>    |
| <b>D</b> | <b>An organized group or club</b>    | <b>H</b> | <b>Other</b>                         |

**SECTION 3: HOUSEHOLD**

- A** Single adult with no children 18 or under
- B** Single adult with children 18 or under
- C** Two adults with no children 18 or under
- D** Two adults with children 18 or under
- E** More than two adults with no children 18 or under
- F** More than two adults with children 18 or under

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

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

**SECTION 5: TRANSPORTATION (Please give letter of ALL that apply)**

- |          |                                       |          |   |
|----------|---------------------------------------|----------|---|
| <b>A</b> | <b>Automobile – Private</b>           | <b>I</b> | <b>Air – Orlando</b>                                  |
| <b>B</b> | <b>Automobile – Rental</b>            | <b>J</b> | <b>Air – Other Florida (Specify)</b>                  |
| <b>C</b> | <b>Air – Key West</b>                 | <b>K</b> | <b>Cruise Ship</b>                                    |
| <b>D</b> | <b>Air – Marathon</b>                 | <b>L</b> | <b>Own boat</b>                                       |
| <b>E</b> | <b>Air – Miami</b>                    | <b>M</b> | <b>Ferry – Fort Myers (may have Miami ferry soon)</b> |
| <b>F</b> | <b>Air – Ft. Lauderdale/Hollywood</b> | <b>N</b> | <b>Bus/Shuttle</b>                                    |
| <b>G</b> | <b>Air – West Palm Beach</b>          | <b>O</b> | <b>Train - Miami</b>                                  |
| <b>H</b> | <b>Air – Tampa</b>                    | <b>P</b> | <b>Other (Specify)</b>                                |

**ACTIVITIES LIST**

Number	<b>Activities Using Boats and Personal Watercraft</b>
	<b>Snorkeling</b>
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)
	<b>Scuba Diving</b>
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)
	<b>Special Activities while Snorkeling or Scuba Diving</b>
300	Diving for lobsters
301	Underwater photography
302	Wreck diving
303	Spear fishing
	<b>Fishing – Offshore</b>
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
	<b>Fishing – Flats or Back Country</b>
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
	<b>Other Fishing</b>
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)
	<b>Viewing Nature and Wildlife</b>
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
	<b>Personal Watercraft (jet skis, wave runners, etc.)</b>
600A	Personal watercraft – rental
601A	Personal watercraft – Private (your boat or friend or relatives boat)
	<b>Sailing</b>
700A	Sailing charter/party boat (pay operation)
701A	Sailing rental boat
702A	Sailing private boat (your boat or friend or relatives boat)
	<b>Other Activities NOT MENTIONED ABOVE (parasailing, hang gliding, water-skiing, sunset cruises)</b>
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)

**ACTIVITIES LIST (REEFS)****Number                      Activities Using Boats on Artificial and Natural Reefs****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 on Artificial or Natural Reefs**

- 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)  
 502A Viewing nature and wildlife from private or rental boat

**Number                      Other Water-Based Activities – NO BOATS – On Artificial or Natural Reefs****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

In this section, we are interested in learning more about your main or primary activity.

For the next four questions below, the Interviewer will read the questions to you.  
Please respond with the number of the one answer that best fits you for that question.

**32. 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.

**33. 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.

**34. 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.

**35. 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.

**36. 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

For the next two questions below, the Interviewer will read the questions to you. For each lettered item, please respond with the letter and the number for the one answer that best fits you for that question.

37. To what extent do you make use of the following for current information about your primary activity?

	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

38. Below is a list of reasons why people engage in recreation activities.

	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