

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.

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 letter that indicates your answer for that question.

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

- A Favorite reef to snorkel/dive on
- B Most common reef I snorkel/dive on
- C Most recent reef I snorkeled/dove on

2. Is this reef a:

- A Natural coral reef
- B Artificial reef

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

_____ reef

4. Imagine that you discovered that you could not snorkel/ SCUBA dive at this reef (from question #1 above) during your next planned snorkel/SCUBA dive trip. What would you do? (Please circle only one answer)

- A I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- B I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

5. Imagine that you discovered that you could not snorkel/ SCUBA dive at this reef (from question #1 above) for the next five years. What would you do?

- A I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- B I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- C I would permanently participate in a different activity in the Florida Keys
- D I would permanently participate in a different activity, but outside the Florida Keys

6. Imagine that you discovered during your next snorkel/ SCUBA dive trip that this reef (from question #1 above) was more crowded than you normally find acceptable. What would you do?

- A I would make an exception and still snorkel/ SCUBA dive on this reef
- B I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

7. Imagine that you discovered during your next snorkel/ SCUBA dive trip that this reef (from question #1 above) was more ecologically damaged (e.g., there wasn't enough healthy coral or fish) than normally find acceptable. What would you do?

- A I would make an exception and still snorkel/ SCUBA dive on this reef
- B I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

8. 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 #1 above). What would you do?

- A I would make an exception and still snorkel/ SCUBA dive on this reef
- B I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

9. If you could not snorkel/SCUBA dive at this reef (from question #1 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

10. If you could not snorkel/SCUBA dive at this reef (from question #1 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

11. Please rate how similar you think the snorkeling/SCUBA diving experience is at your best similar reef compared to this reef (from question #1 above).

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

12. 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

13. 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 # 14 below

No --- If no, please go to question # 15 below

14. If you answered “yes” to question 13, please list up to three specific activities that you consider to be substitutes for snorkeling/SCUBA diving.

_____ activity

_____ activity

_____ activity

15. 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

16. 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.

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

- A My favorite reef to fish at
- B The most common area I fish at
- C The most recent area I fished in

18. Is this area:

- A A flat
- B A natural coral reef
- C Hawk Channel
- D An artificial reef
- E Other (please list) _____

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

_____ area

20. Imagine that you discovered that you could not fish in this area (from question #17 above) during your next planned fishing trip. What would you do? (Please circle only one answer)

- A I would still fish, but elsewhere in the Florida Keys
- B I would still fish, but at a location outside of the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

21. Imagine that you discovered that you could not fish in this area (from question #17 above) for the next five years. What would you do?

- A I would still fish, but elsewhere in the Florida Keys
- B I would still fish, but at a location outside of the Florida Keys
- C I would permanently participate in a different activity in the Florida Keys
- D I would permanently participate in a different activity, but outside the Florida Keys

22. Imagine that you discovered during your next fishing trip that this area (from question #17 above) was more crowded than you normally find acceptable. What would you do?

- A I would make an exception and still fish in this area
- B I would still fish, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

23. Imagine that you discovered during your next fishing trip that this area (from question #17 above) was more ecologically damaged (e.g., there was no longer enough good fish habitat) than you normally find acceptable. What would you do?

- A I would still fish in this area
- B I would still fish, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

24. Imagine that you discovered during your next fishing trip that other user groups with whom you experience conflict are using this area (from question #17 above). What would you do?

- A I would still fish in this area
- B I would still fish, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

25. If you could not fish in this area (from question #17 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

26. If you could not fish in this area (from question #17 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

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



28. 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	Somewhat 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

29. 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 # 30 below

No --- If no, please go to question # 31 below

30. 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

31. 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

32. 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

Management Alternatives

Snorkeler / SCUBA diver
 If not a snorkeler / SCUBA diver in the Florida Keys, but do recreational fishing, GO to page 16.
 If not a snorkeler / SCUBA diver or recreational fisher in the Florida Keys, GO to last page.

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 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	<i>15% fewer snorkelers / divers</i>	<i>30% fewer snorkelers / divers</i>
Site Settings	<i>Mix of coral and algae cover</i>	<i>High live coral 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>Fewer species</i>
Enforcement	<i>Two additional patrols</i>	<i>No 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

33. 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 divers at the diver 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

34. 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

35. 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>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>40% more fish</i>
Size of Fish	<i>No increase in larger fish</i>	<i>No increase in larger fish</i>
Species	<i>No change in species numbers</i>	<i>Fewer species</i>
Enforcement	<i>One additional patrol</i>	<i>No 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

36. 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 at the site</i>
Site Settings	<i>Mix of coral and algae cover</i>	<i>Mix of coral and algae cover</i>
Restrictions	<i>25% of area closed</i>	<i>50% of area closed</i>
Number of Fish	<i>60% more fish</i>	<i>20% more fish</i>
Size of Fish	<i>No increase in larger fish</i>	<i>20% more larger fish</i>
Species	<i>No change in species numbers</i>	<i>Many species</i>
Enforcement	<i>Two additional patrols</i>	<i>No additional patrols</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

37. 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>Mix of coral and algae cover</i>	<i>Mix of coral and algae cover</i>
Restrictions	<i>25% of area closed</i>	<i>No area closed</i>
Number of Fish	<i>20% more fish</i>	<i>40% more fish</i>
Size of Fish	<i>60% more larger fish</i>	<i>40% more larger fish</i>
Species	<i>Many species</i>	<i>Many 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% 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

38. 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 live coral cover</i>
Restrictions	<i>50% of area closed</i>	<i>No area closed</i>
Number of Fish	<i>No increase in numbers of fish</i>	<i>No increase in numbers of fish</i>
Size of Fish	<i>20% more larger fish</i>	<i>No increase in larger fish</i>
Species	<i>Fewer species</i>	<i>Many species</i>
Enforcement	<i>One additional patrol</i>	<i>No additional patrols</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

39. 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

40. 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 last page.

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 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

41. 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

42. 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

43. 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>15% fewer boats</i>	<i>15% fewer boats</i>
Restrictions	<i>50% of area closed</i>	<i>No 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>20% more fish caught</i>
Size of Fish	<i>20% more keepers</i>	<i>60% 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

44. 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>15% fewer boats</i>
Restrictions	<i>75% 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>30% more fish caught</i>	<i>30% more fish caught</i>
Size of Fish	<i>60% 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

45. 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>The usual number of other boats near the location</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>Fewer species fish caught</i>	<i>More species fish caught</i>
Number of fish	<i>10% more fish caught</i>	<i>30% more 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>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

46. 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>15% 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>25% of area closed</i>	<i>50% of area closed</i>
Number of Species	<i>No change in species numbers</i>	<i>Fewer species fish caught</i>
Number of fish	<i>No increase in numbers of fish caught</i>	<i>10% more fish caught</i>
Size of Fish	<i>60% more keepers</i>	<i>60% more keepers</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

47. 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

48. 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

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 20 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.

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.

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 letter that indicates your answer for that question.

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

- A Favorite reef to snorkel/dive on
- B Most common reef I snorkel/dive on
- C Most recent reef I snorkeled/dove on

2. Is this reef a:

- A Natural coral reef
- B Artificial reef

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

_____ reef

4. Imagine that you discovered that you could not snorkel/ SCUBA dive at this reef (from question #1 above) during your next planned snorkel/SCUBA dive trip. What would you do? (Please circle only one answer)

- A I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- B I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

5. Imagine that you discovered that you could not snorkel/ SCUBA dive at this reef (from question #1 above) for the next five years. What would you do?

- A I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- B I would still snorkel/ SCUBA dive, but at a location outside of the Florida Keys
- C I would permanently participate in a different activity in the Florida Keys
- D I would permanently participate in a different activity, but outside the Florida Keys

6. Imagine that you discovered during your next snorkel/ SCUBA dive trip that this reef (from question #1 above) was more crowded than you normally find acceptable. What would you do?

- A I would make an exception and still snorkel/ SCUBA dive on this reef
- B I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

7. Imagine that you discovered during your next snorkel/ SCUBA dive trip that this reef (from question #1 above) was more ecologically damaged (e.g., there wasn't enough healthy coral or fish) than normally find acceptable. What would you do?

- A I would make an exception and still snorkel/ SCUBA dive on this reef
- B I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

8. 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 #1 above). What would you do?

- A I would make an exception and still snorkel/ SCUBA dive on this reef
- B I would still snorkel/ SCUBA dive, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

9. If you could not snorkel/SCUBA dive at this reef (from question #1 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

10. If you could not snorkel/SCUBA dive at this reef (from question #1 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

11. Please rate how similar you think the snorkeling/SCUBA diving experience is at your **best similar reef** compared to this reef (from question #1 above).

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

12. 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

13. 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 # 14 below

No --- If no, please go to question # 15 below

14. If you answered “yes” to question 13, please list up to three specific activities that you consider to be substitutes for snorkeling/SCUBA diving.

_____ activity

_____ activity

_____ activity

15. 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

16. 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.

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

- A My favorite reef to fish at
- B The most common area I fish at
- C The most recent area I fished in

18. Is this area:

- A A flat
- B A natural coral reef
- C Hawk Channel
- D An artificial reef
- E Other (please list) _____

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

_____ area

20. Imagine that you discovered that you could not fish in this area (from question #17 above) during your next planned fishing trip. What would you do? (Please circle only one answer)

- A I would still fish, but elsewhere in the Florida Keys
- B I would still fish, but at a location outside of the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

21. Imagine that you discovered that you could not fish in this area (from question #17 above) for the next five years. What would you do?

- A I would still fish, but elsewhere in the Florida Keys
- B I would still fish, but at a location outside of the Florida Keys
- C I would permanently participate in a different activity in the Florida Keys
- D I would permanently participate in a different activity, but outside the Florida Keys

22. Imagine that you discovered during your next fishing trip that this area (from question #17 above) was more crowded than you normally find acceptable. What would you do?

- A I would make an exception and still fish in this area
- B I would still fish, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

23. Imagine that you discovered during your next fishing trip that this area (from question #17 above) was more ecologically damaged (e.g., there was no longer enough good fish habitat) than you normally find acceptable. What would you do?

- A I would still fish in this area
- B I would still fish, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

24. Imagine that you discovered during your next fishing trip that other user groups with whom you experience conflict are using this area (from question #17 above). What would you do?

- A I would still fish in this area
- B I would still fish, but elsewhere in the Florida Keys
- C I would temporarily participate in a different activity in the Florida Keys
- D I would temporarily participate in a different activity, but outside the Florida Keys

25. If you could not fish in this area (from question #17 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

26. If you could not fish in this area (from question #17 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

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



28. 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	Somewhat 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

29. 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 # 30 below

No --- If no, please go to question # 31 below

30. 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

31. 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

32. 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

Management Alternatives

Snorkeler / SCUBA diver
 If not a snorkeler / SCUBA diver in the Florida Keys, but do recreational fishing, GO to page 16.
 If not a snorkeler / SCUBA diver or recreational fisher in the Florida Keys, GO to last page.

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 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	<i>15% fewer snorkelers / divers</i>	<i>30% fewer snorkelers/ divers</i>
Site Settings	<i>Mix of coral and algae cover</i>	<i>High live coral 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>Fewer species</i>
Enforcement	<i>Two additional patrols</i>	<i>No 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

33. 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 algae cover</i>
Restrictions	<i>75% of area closed</i>	<i>25% of area closed</i>
Number of Fish	<i>60% more fish</i>	<i>No increase in numbers of fish</i>
Size of Fish	<i>20% more larger fish</i>	<i>40% more larger fish</i>
Species	<i>No change in species numbers</i>	<i>Many species</i>
Enforcement	<i>One additional patrol</i>	<i>No additional patrols</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

34. 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>High algae cover</i>	<i>High live coral cover</i>
Restrictions	<i>75% of area closed</i>	<i>No area closed</i>
Number of Fish	<i>60% more fish</i>	<i>60% more fish</i>
Size of Fish	<i>40% more larger fish</i>	<i>60% more larger fish</i>
Species	<i>Many species</i>	<i>Fewer species</i>
Enforcement	<i>No additional patrols</i>	<i>No 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

35. 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>Mix of coral and algae cover</i>
Restrictions	<i>No area closed</i>	<i>75% of area closed</i>
Number of Fish	<i>40% more fish</i>	<i>60% more fish</i>
Size of Fish	<i>60% more larger fish</i>	<i>No increase in larger fish</i>
Species	<i>Fewer species</i>	<i>Many species</i>
Enforcement	<i>No additional patrols</i>	<i>No 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

36. 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>Mix of coral and algae cover</i>	<i>Mix of coral and algae cover</i>
Restrictions	<i>No area closed</i>	<i>50% of area closed</i>
Number of Fish	<i>20% more fish</i>	<i>20% more fish</i>
Size of Fish	<i>20% more larger fish</i>	<i>No increase in larger fish</i>
Species	<i>No change in species numbers</i>	<i>Fewer 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% 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

37. 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>Mix of coral and algae cover</i>
Restrictions	<i>50% of area closed</i>	<i>75% of area closed</i>
Number of Fish	<i>60% more fish</i>	<i>40% more fish</i>
Size of Fish	<i>40% more larger fish</i>	<i>No increase in 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>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

38. 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 algae cover</i>	<i>High algae cover</i>
Restrictions	<i>No area closed</i>	<i>50% of area closed</i>
Number of Fish	<i>No increase in numbers of fish</i>	<i>60% more fish</i>
Size of Fish	<i>60% more larger fish</i>	<i>20% more larger fish</i>
Species	<i>Many species</i>	<i>Many 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% 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

39. 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 live coral cover</i>	<i>High live coral cover</i>
Restrictions	<i>No area closed</i>	<i>No area closed</i>
Number of Fish	<i>No increase in numbers of fish</i>	<i>No increase in numbers of fish</i>
Size of Fish	<i>No increase in larger fish</i>	<i>20% more larger fish</i>
Species	<i>No change in species numbers</i>	<i>No change in species numbers</i>
Enforcement	<i>Two additional patrols</i>	<i>One additional patrol</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

40. 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>High live coral cover</i>	<i>High algae cover</i>
Restrictions	<i>25% of area closed</i>	<i>25% of area closed</i>
Number of Fish	<i>No increase in numbers of fish</i>	<i>20% more fish</i>
Size of Fish	<i>60% more larger fish</i>	<i>40% 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>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 last page.

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 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

41. 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>15% fewer boats</i>	<i>15% fewer boats</i>
Restrictions	<i>75% of area closed</i>	<i>50% of area closed</i>
Number of Species	<i>Fewer species fish caught</i>	<i>More 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>40% more keepers</i>	<i>20% more keepers</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

42. 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>15% fewer boats</i>
Restrictions	<i>25% of area closed</i>	<i>50% of area closed</i>
Number of Species	<i>Fewer species fish caught</i>	<i>More species fish caught</i>
Number of fish	<i>10% more fish caught</i>	<i>20% more fish caught</i>
Size of Fish	<i>20% 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

43. 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>The usual number of other boats near the location</i>
Restrictions	<i>No area closed</i>	<i>25% 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>20% 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>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

44. 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>15% 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>75% of area closed</i>	<i>Your current total cost per day</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>10% more fish caught</i>
Size of Fish	<i>40% more keepers</i>	<i>40% 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

45. 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>15% 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>No change in species numbers</i>
Number of fish	<i>No increase in numbers of fish caught</i>	<i>30% 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% 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

46. 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>30% fewer boats</i>
Restrictions	<i>25% of area closed</i>	<i>75% 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>30% more fish caught</i>	<i>10% 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% 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

47. 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>15% fewer boats</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>25% of 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>20% more 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>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

48. 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>30% fewer boats</i>	<i>30% fewer boats</i>
Restrictions	<i>75% of area closed</i>	<i>No area closed</i>
Number of Species	<i>Fewer species fish caught</i>	<i>No change in species numbers</i>
Number of fish	<i>20% more fish caught</i>	<i>30% more fish caught</i>
Size of Fish	<i>20% more keepers</i>	<i>20% 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

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 20 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.