

The nonuse valuation survey will apply a stated preference conjoint analysis approach. In this approach, respondents are first presented with a choice context – in this case, the opportunity to vote on alternative plans for the future of the Klamath River Basin. The description of the choice context requires an explanation of current (i.e., baseline) conditions including ecological, water quality, and water availability conditions as they currently exist and of possible actions for improving habitat for fish and providing a more natural flow of the river, including dam removal and ecosystem restoration activities. Second, the survey describes the main dimensions (i.e., attributes) over which the different possible actions will vary, including the extent and timing of fish recovery and cost per household. Third, respondents are presented with a series of choice tasks where they are asked to compare and state their preferences for alternative actions, which vary in the previously described dimensions.

The focus groups will provide valuable information to address several key questions relating to the survey and, in particular, the conjoint design. First, can respondents fully understand and accept the choice context? If not, how could the information be expanded, revised, reformatted, or reorganized to facilitate understanding of the context or to make the choice context more plausible for respondents. Second, what attributes (i.e., outcomes) of alternative KBRA actions matter most to respondents, and how well do these align with the attributes presented and varied in the conjoint task questions? Third, are the attributes of the alternative actions and the different levels of these attributes described and communicated to respondents in the most meaningful and understandable way? Fourth, which types and combinations of visuals – i.e., maps, graphs, and pictures – are most helpful to respondents for understanding the context and choice tasks? Fifth, to what extent do the answers to the previous questions depend on how far respondents live from the Klamath Basin? How can the survey

materials be presented in a way that is meaningful for individuals from across the country who are likely to have very different levels of familiarity with and interest in the Klamath region and its river restoration issues?

Two of the focus groups will be conducted in or near the Klamath Basin – one in Southern Oregon (e.g., Medford or Klamath Falls) and one in Northern California (e.g., Yreka or Redding). The other two focus groups will be conducted in other parts of the country – one in Raleigh, NC, and the other in Minneapolis/St. Paul, MN. Because the survey is intended for the general population of adults in the U.S., the only screening criteria for the focus groups will be to exclude individuals younger than 21 years of age. Otherwise, individuals will be recruited to ensure that a broad mix of sociodemographic characteristics are represented, including sex, age, education, income, race, and rural/urban residence.

Each focus group will have an experienced moderator who will use a moderator guide to conduct the focus group. Each focus group participant will complete a focus group participant worksheet collecting basic demographic information and a consent form.

The focus groups will discuss the following general issues:

- What individuals perceive to be the most serious natural resource or environmental problems facing their regions and U.S. in general.
- Respondents' familiarity with and perceptions of the Klamath Basin and its water and fishery resources, including their uses of and perceived benefits from these resources.
- Respondents' perceptions of and reactions to the most serious water resource or environmental problems facing the Klamath River Basin.

- Individuals perceptions regarding the importance of restoring populations of anadromous fish and protecting threatened and endangered fish species.
- How individuals think about and consider plans that may provide increases in fish populations or habitat improvement, as well as impact other factors that individuals perceive as being important to the Basin.