

Initial Telephone Contact Survey, Draft

This study is subject to strict research protocols. Please follow the script as closely as possible.

INTRO:

Hello, my name is _____. I work for Gilmore Research and I'm calling on behalf of NOAA Fisheries. We are calling people about recreational shellfish harvesting in Puget Sound. This survey is being conducted to gather information about your shellfishing activities. Your answers will provide fishery managers with information that can be used to help make important decisions.

Hello, may I speak with [Respondent]?

- 01 (SKIP TO Intro 2:) YES, RESPONDENT AVAILABLE
- 02 (SKIP TO EXIT1) NO, RESPONDENT UNAVAILABLE
- 03 DON'T KNOW/REFUSED [Schedule callback]

EXIT1: Thank you, I will call back later. When would be a good time to reach [Respondent]?

[Q: What is NOAA Fisheries? A: NOAA Fisheries is the federal agency responsible for the stewardship of the nation's living marine resources and their habitat.]

[Q: How did you get my name/phone number? A: Your name/telephone number was drawn in a random sample of people who purchased a license in Washington]

[Q: Is this interview confidential? A: This interview is completely confidential. Your name will never be linked to your responses in any way.]

[Q: Why is NOAA doing a survey on Puget Sound shellfish? / Doesn't WDFW manage shellfish in Puget Sound? A: WDFW and NOAA are partners in the management of the Puget Sound.]

Intro 2:

Before we begin, I want to assure you that your answers will be kept completely confidential and this call may be monitored for quality assurance. This is a voluntary state-wide study, and we appreciate your assistance.

Intro 3:

I'm going to read you a few short questions about your recreational shellfish activities in Washington.

1. Have you taken any trips where you harvested *razor clams* in Washington in the last 12 months?
 - 01 Yes
 - 02 No
 - 03 DON'T KNOW/NOT SURE
 - 04 REFUSED

2. Have you taken any trips where you harvested *oysters or clams* in *Puget Sound* in the last 12 months?
 - 01 Yes
 - 02 No
 - 03 DON'T KNOW/NOT SURE
 - 04 REFUSED

/IF Q2 in {02, 03, 04} THEN SKIP TO ENDING1/

3. On your harvesting trips in Puget Sound, do you typically harvest oysters or clams from a *public beach* or a *private beach*?
 - 01 Public
 - 02 Private
 - 03 DON'T KNOW/NOT SURE
 - 04 REFUSED

4. Approximately how many one-way miles do you travel to get to the beach you most often use to harvest oysters or clams in Puget Sound?
 - 01 [Record mileage]
 - 02 DON'T KNOW/NOT SURE
 - 03 REFUSED

5. During the next 12 months, how likely is it that you will take a trip where you harvest shellfish in Puget Sound?

- 01 Definitely will harvest shellfish
- 02 Very likely
- 03 Somewhat likely
- 04 Very unlikely
- 05 Definitely will not harvest shellfish

Intro 4:

So we can see how your shellfishing activities compare with those of other people, I'd like a few demographic questions. Again, please remember that all your answers are kept *completely* confidential. .

6. In what year were you born?

- 01 [Record year]
- 02 DON'T KNOW/NOT SURE
- 03 REFUSED

7. I'm going to read you some income categories. For classification purposes only, please tell me which income category best describes your household's total annual income before taxes in 2012. When I read your household income category, please stop me.

- 01 Less than \$20,000
- 02 More than \$20,000 but less than \$40,000
- 03 More than \$40,000 but less than \$60,000
- 04 More than \$60,000 but less than \$80,000
- 05 More than \$80,000 but less than \$100,000
- 06 More than \$100,000 but less than \$125,000
- 07 More than \$125,000 but less than \$150,000
- 08 More than \$150,000
- 09 Refused

[If R Refuses: Your answers are completely confidential and will only be used for classification purposes. You will never be identified with your response.]

► GO TO ENDING 2

ENDING1:

Thank you very much for your help today.

ENDING2: Thank you very much for your help today. This call is part of a larger research project to help managers learn more about the likes and dislikes of shellfish harvesters like you. I'd like to send you a short survey in the mail if I could just verify the address I have from your license. I have

Name_____

Street Address_____

City_____ State_____ Zip_____

Phone_____

[If R Refuses: Very few people were selected for this survey, so your help is critical to its success. Your participation will help provide important information to managers to improve your shellfish harvesting opportunities. The survey should not take more than 20 minutes to complete. We really appreciate your help.]

Thank you, you will be receiving a short survey in the mail in the next few weeks.

Puget Sound Recreational Shellfishing Survey

<Month Day, Year>

<First Last>

<Street Address>

<City, State Zip>

Dear <First Last>:

A few days from now you will receive a short questionnaire for an important study being conducted by NOAA Fisheries (*National Marine Fisheries Service*).

The **Puget Sound Recreational Shellfishing Study** will help us learn more about your interest and success in harvesting clams and oysters in Puget Sound. This study will be used to improve the management of Washington's recreational shellfishing through a better understanding of the activities and preferences of harvesters like you. Even if you have not harvested clams or oysters in Puget Sound, it is important that we hear from you.

We need your help. Your response will provide important information to shellfish managers. This information can be used to:

- Improve your shellfishing experience and opportunities, and
- Enhance sound management practices.

Your name was selected at random from anglers who purchased a Washington sport license. Very few people were chosen for the study, so your help is critical to its success. We will send you a questionnaire through Gilmore Research, a nationally recognized survey research firm who is our partner in conducting the survey. Simply complete the questionnaire, and return it in the postage paid envelope provided.

If you would like to learn more about this important survey, or have any questions, please call me at 1-206-860-3492.

Thank you very much for your help!

Sincerely,

Mark Plummer
Project Director
NOAA Fisheries - Northwest Fisheries Science Center

Puget Sound Recreational Shellfishing Survey

<Month Day, Year>

<First, Last>

<Street Address>

<City, State Zip>

Dear <First Last>:

Enclosed is the survey we mentioned in our previous letter to you. The **Puget Sound Recreational Shellfishing Survey** is being conducted by NOAA Fisheries (*National Marine Fisheries Service*). This is your chance to help improve recreational shellfishing in Puget Sound.

Your answers can be used to:

- Help shellfish managers understand what harvesters like and dislike
- Enhance your shellfish harvesting experience, and
- Improve the management of recreational shellfishing in the region.

Your answers are completely confidential and will be released only as summaries in which no individual's answers can be identified. There are no right or wrong answers and even if you've never harvested shellfish in Puget Sound, it is important that we hear your opinions.

If you have any questions please call me at 1-206-860-3492.

Thank you very much for your help!

Sincerely,

Mark Plummer
Project Director
NOAA Fisheries - Northwest Fisheries Science Center

Puget Sound Recreational Shellfishing Survey

<Month Day, Year>

<First, Last>

<Street Address>

<City, State Zip>

Dear <First Last>:

About three weeks ago we sent you a questionnaire that asked you about recreational shellfish harvesting in Puget Sound. To the best of our knowledge, it has not yet been returned.

The comments of other people who have already responded include a wide variety of harvesting experiences and preferences. Many have told us about the shellfish they like to harvest and about trips they have taken. We think the results are going to be very useful to managers.

We are writing you again because of the importance that your questionnaire has for helping to get accurate results. Your name was drawn through a scientific sampling process in which every individual who purchased a 2012 or 2013 Washington license had an equal chance of being selected. Because only a small number of people were chosen for the study, your participation is essential if the results are to be truly representative of the opinions, preferences, and activities of all shellfish harvesters.

- **It doesn't matter how often you harvest shellfish, your answers are valuable.**
- **Even if you've never harvested shellfish in Puget Sound, please return the survey so we can more accurately measure participation.**

We hope you will fill out and return the questionnaire soon, but if for any reason you prefer not to answer it, please let us know by returning a note or blank questionnaire in the enclosed stamped envelope.

Thank you very much for your help.

Mark Plummer

Project Director

NOAA Fisheries - Northwest Fisheries Science Center

P.S. If you have any questions, please call me toll free at 1-206-860-3492.

Puget Sound Recreational Shellfishing Survey

<Month Day, Year>

<First, Last>

<Street Address>

<City, State Zip>

Dear <First Last>:

During the last two months we have sent you several mailings about an important research study we are conducting on recreational harvesting of shellfish in Puget Sound. As of today, we have not received your questionnaire. If you have already mailed it to us, we thank you for your assistance.

The purpose of this study is to improve management by providing a more complete picture of participation rates and preferences.

The study is drawing to a close, and this is the last contact that will be made with the random sample of people who purchased a license in 2012 or 2013. We are sending this final contact because of our concern that people who have not responded may have different experiences and preferences than those who have responded. In order for our results to be accurate, we need to hear from you, regardless of whether you harvested shellfish in Puget Sound or the number of trips you made.

We also want to assure you that your response to this study is voluntary and any responses you give us are confidential.

Finally, we appreciate your willingness to consider our request as we conclude this effort to better understand the recreational harvesting of shellfish in Puget Sound. Thank you very much.

Sincerely,

Mark Plummer

Project Director

NOAA Fisheries - Northwest Fisheries Science Center

P.S. If you have any questions, please call me at 1-206-860-3492.



Sponsored by NOAA Fisheries

Puget Sound Recreational Shellfishing Survey

REMINDER

Last week a questionnaire about your recreational shellfish harvesting in Puget Sound was mailed to you. Your name was selected at random from everyone who purchased a Washington license.

If you have already completed and returned it to us please accept our sincere thanks. If not, please do so today. The questionnaire has been sent to only a small, but representative, sample of residents who harvest shellfish. It is extremely important that yours also be included in the study if the results are to be representative.

If by some chance you did not receive the questionnaire, or it got misplaced, please call
1-206-860-3492



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