

Telephone Follow-Up

[IF OBVIOUS YOUTH – Ask to speak with an adult]

Hello, my name is _____ and I am calling from [survey firm] in [City, State] on behalf of the National Oceanic and Atmospheric Administration. I am trying to reach [name on address].

[IF RESPONDENT IS NOT AVAILABLE] → Is there another adult of the household that I could speak to?

[IF NOT AVAILABLE] → Thank you, I will call back later. When would be a good time to reach [name, or another adult head of household]?

[IF QUALIFIED RESPONDENT IS ON THE PHONE]

QA Recently, we mailed your household a questionnaire asking your opinions about the future of Cook Inlet beluga whales in Alaska. It included \$5 as a token of our appreciation for completing it. The questionnaire had a picture of a Cook Inlet beluga whale on the cover. Do you remember receiving that questionnaire?

- 1 YES
- 2 NO [*SKIP TO QA2*]

QA1 As of today, we have not received a completed questionnaire from your household. Your household is part of a small group of people we are asking for opinions, so your response is very important. If we send you another questionnaire, could you find the time to complete it and return it to us within a week of receiving it?

- 1 YES – SEND NEW SURVEY [*SKIP TO VERIFY*]
- 2 YES – DO NOT NEED ANOTHER SURVEY [*THANK YOU. SKIP TO CONTINUE*]
- 3 SURVEY HAS ALREADY BEEN RETURNED [*THANK YOU, SKIP TO CONTINUE*]
- 4 NO [*SKIP TO QB*]

QA2 We are collecting public opinions for the federal government to consider when developing action plans for threatened and endangered species in Alaska. Your household is part of a small group of people we are asking for opinions, so your response is very important. If we send you another questionnaire, could you return it to us within a week after you receive it?

- 1 YES – SEND NEW SURVEY [*SKIP TO VERIFY*]
- 2 YES – DO NOT NEED ANOTHER SURVEY [*SKIP TO CONTINUE*]
- 3 NO [*SKIP TO QA3*]

QA3 Since we are only contacting a small number of households, it is very important that we hear from your household. Your opinions will represent those of other households similar to you. The survey does not require any special knowledge. Is there another adult head of household who would be interested in completing the survey?

- 1 YES, GETTING THEM TO THE PHONE *[REPEAT QA2]*
- 2 YES, BUT NOT AVAILABLE AT THIS TIME *[SET CALLBACK]*
- 3 NO *[SKIP TO QB]*

QB It is very important for our analysis that we understand how those who haven't returned the questionnaire compare to those who did. This way we will not misinterpret the results. Could I take about 4 minutes to ask you a few questions that will help us with our work? I'd like to remind you that all of your answers are confidential and your name will not be revealed to anyone.

- 1 YES *[SKIP TO Q1]*
- 2 NO *[ASK FOR A MORE CONVENIENT TIME, OTHERWISE, THANK AND TERMINATE]*

VERIFY (If new survey needs to be sent)

I would like to verify the mailing information that I have. I have your name as... (Read and verify all items)

NAME _____
STREET ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____

Thank you, I will send another questionnaire out today.

CONTINUE (If they indicate survey has been or will be returned)

Receiving your completed questionnaire will be very helpful. Could I take a couple minutes to ask you 4 questions to help us with our preliminary results until we receive your completed questionnaire?

- 1 NO, or NOT NOW → Say: OK. We look forward to receiving your completed questionnaire. *[Thank and TERMINATE].*
- 2 YES → *[CONTINUE WITH EVALUATE]*

EVALUATE

Q1 This question is about your overall opinion of the Endangered Species Act. Currently there are 86 mammals, 90 birds, 138 fish, 294 other species such as reptiles and insects, and 718 plants protected under the Endangered Species Act. When you think of the Endangered Species Act, how positive or negative is your general reaction? Is it... (Read answer options)

- 1 Mostly positive
- 2 Somewhat positive
- 3 Neutral
- 4 Somewhat negative
- 5 Mostly negative
- 9 [DON'T READ – BUT CODE IF STATED] Don't know

Q2 I will now read two statements. For each, tell me if you strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree.

| | Strongly disagree ▼ | Somewhat disagree ▼ | Neither agree nor disagree ▼ | Somewhat agree ▼ | Strongly agree ▼ |
|--|----------------------------|----------------------------|---------------------------------|----------------------------|----------------------------|
| Protecting threatened and endangered species is important to me..... | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> |
| Protecting jobs is more important than protecting threatened and endangered species..... | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> |

[RETURNING SURVEY] → I have just 2 quick questions about you and your household to help us group your responses with others.

[NOT RETURNING SURVEY] → I have just 3 quick questions about you and your household to help us group your responses with others.

Q3 In what year were you born? 19_____
Refused

Q4 [SKIP Q4 IF THEY INDICATE THEY ARE RETURNING THE SURVEY] Which of the following best describes the highest level of education you have completed?

- 1 Some high school or less
- 2 High school diploma or equivalent
- 3 Some college
- 4 Two year college degree (AA, AS) or technical school
- 5 Four year college graduate (BA, BS)
- 6 Some graduate work but did not receive a graduate degree
- 7 Graduate degree (MA, MS, MBA, PhD, JD, MD, etc.)
- 9 REFUSED

Q5 Into which of the following groups does your total annual household income fall before taxes?

- 1 Under \$30,000
- 2 \$30,000 - \$59,999
- 3 \$60,000 - \$99,999
- 4 \$100,000 and over

[IF RETURNING SURVEY] → Thank you, this will help with our preliminary analysis. Receiving your completed questionnaire will greatly help to have an accurate understanding of public opinion about government actions to protect Cook Inlet beluga whales.

[IF NOT RETURNING QUESTIONNAIRE] → That's all the questions I have for you. Do you have any comments that you would like to add? Thank you for your time. We really appreciate your participation. Thanks again, and have a good evening.

TERMINATE

[TO BE COMPLETED BY INTERVIEWER]

Respondent gender: MALE
 FEMALE

LANG Language or other barrier:

- 1 YES, POSSIBLE LANGUAGE BARRIER
- 2 YES, DEFINITE LANGUAGE BARRIER
- 3 NO LANGUAGE, BUT OTHER TYPE OF BARRIER *[SPECIFY]*
- 4 NO BARRIERS

DID THE RESPONDENT INDICATE ANY OF THE FOLLOWING?

| | | |
|--|----|-----|
| A I don't care about Cook Inlet beluga whales or T&E species | NO | YES |
| B I don't know about Cook Inlet beluga whales, T&E species, etc. | | NO |
| YES | | |

OTHER RESPONDENT COMMENTS

QUESTIONS/COMMENTS AND ANSWERS

[If concerned about purpose of the call] This is not a marketing or sales call. We are collecting public input for government, industry, and citizen groups to consider when developing action plans for threatened and endangered species in Alaska. I want to assure you that your answers will be kept confidential and your name will not be revealed to anyone.

[If asking about the study sponsor] This survey is sponsored by the National Oceanic and Atmospheric Administration, a U.S. government agency charged with making decisions about threatened and endangered marine mammals.

[Response to: “Why did you send money with the survey?”] The survey is very important and we find we can get more citizen input for less money by including a small token of our appreciation with the survey. More people return the survey faster, so we don’t have to contact as many households, or contact you as often, to get an accurate sample of the public’s input.

[I don’t know anything about Cook Inlet beluga whales or beluga whales]. The survey does not require to you have any special knowledge, we just ask that you consider each question and respond with your own opinion.

[I don’t care about Cook Inlet beluga whales]. It is important that we hear that on the survey. If we only receive surveys from people who care a lot, that would result in biased results about what public opinion really is.