

## Questions for JetBlue Campaign Pilot Research

*Please note, after giving a brief introduction to people who agree to be interviewed, we plan to only ask 3 - 5 of these questions at a time.*

### **Goals on Trip**

Is enjoying beaches, nature, or wildlife one of the goals of your trip or stay in the Dominican Republic?

### **General Wildlife Questions**

When you purchase souvenirs, goods, and other items abroad, do you ask vendors where those items came from?

Would knowing that an item like jewelry, clothing, food, artwork, or a souvenir is made from an animal or plant increase, decrease, or have no impact on your chances of buying it?

How likely or unlikely are you to pay attention to international regulations relating to the kinds of souvenirs and goods you can bring home from your trip?

If you knew it would protect endangered animals and plants, how likely or unlikely would it be for you to ask questions about souvenirs and goods before buying them in the Dominican Republic?

Do you feel like your personal actions can help protect wildlife?

If you ask someone who is selling an item about the type of materials that were used to make a souvenir or good and they say "that they are not sure or do not know," would it increase, decrease, or have no impact on your chances of buying it?

**Paperwork Reduction Act Statement:** We are collecting this information subject to the Paperwork Reduction Act (44 U.S.C. 3501) to help the U.S. Fish and Wildlife Service combat wildlife trafficking in the Caribbean. Your response is voluntary. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. OMB has reviewed and approved this survey and assigned OMB Control Number 1090-0001.

**Estimated Burden Statement:** We estimate it will take you 1 minute to respond to the survey, including time to read instructions, gather information, and complete and submit the documents. You may submit comments on any aspect of this information collection to the Information Collection Clearance Officer, U.S. Fish and Wildlife Service, 5275 Leesburg Pike, MS: BPHC, Falls Church, VA 22041-3803. Please do not send your survey to this address.

If you knew that an item could be potentially confiscated in customs, would it increase, decrease, or have no impact on your decision of buying it during your trip?

How likely or unlikely is it for you to buy items during your trip that include depictions or actual parts of animals, local wildlife, and nature?

### **Sea Turtle Specific Questions**

Did you know that sea turtles are endangered?

Would knowing that an item is made from a sea turtle increase, decrease, or have no impact on your chances of buying it?

### **Communication Tool Specific Questions**

Would having a resource like this Be Informed, Buy Informed Guide be something you would be likely or unlikely to use before or during a trip?

Would you prefer to get information on your destination via a billboard on the jetway when boarding a plane or a video during your flight, or both?