

Corresponding Survey Version _____ Today's Date _____

Your participation in this recreation expenditure survey is ***GREATLY APPRECIATED.***

Dear Valued Visitor,

During your recent trip to the Channel Islands region you participated in an on-site survey and indicated that you would be willing to complete this questionnaire. It is very important that the same person who participated in the on-site survey completes this questionnaire. Your cooperation in this effort is greatly appreciated.

The questionnaire will not take long to complete. Instructions and an example response are provided below for your convenience. Please print answers accurately and legibly. Your participation is voluntary and your responses will remain anonymous. **To mail back your completed questionnaire, reverse-fold it so that our return address is facing out, and seal with tape or a staple before placing in mailbox. No postage is needed.**

We thank you again for your participation as this information is valuable to further improve management in the Channel Islands region.

Sincerely,

TBD

Importance and Satisfaction:

Please read each statement and rate the importance of each item as it pertains to your whale watching experience in the Channel Islands region on the date listed on the first page. If an item does not apply, indicate by checking “N/A” (not applicable). Likewise, if you don’t know, check “Don’t Know.”

		N/A	Don't Know	Not Important	Somewhat Important	Important	Very Important	Extremely Important
	1 Clear water (high visibility)							
	2 Clean water (little to no pollution)							
	3 Clean air (little to no pollution)							
I	4 Number of whales							
M	5 Different types of whales							
P	6 Opportunity to see whales							
O	7 Current level of protection for endangered and/or threatened whales							
R	8 Number of other maine mammals (seals, sea lions, elephant seals, etc.)							
T	9 Different types of other maine mammals (seals, sea lions, elephant seals, etc.)							
A	10 Opportunity to see other marine mammals (seals, sea lions, elephant seals, etc.)							
N	11 Number of birds							
C	12 Different types of birds							
E	13 Educational posters, signs, & brochures							
	14 Marina facilities, boat ramps, & launching facilities							
	15 Availability of tour guides							
	16 Availability of public restrooms							
	17 Availability of parking							

Please read each statement and rate how satisfied you were with each item as it pertains to your whale watching experience in the Channel Islands region on the date listed on the first page. If an item does not apply, indicate by checking “N/A” (not applicable). Likewise, if you don’t know, check “Don’t Know.”

		N/A	Don't Know	Not Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Extremely Satisfied
S	1							
A	2							
T	3							
I	4							
S	5							
F	6							
A	7							
C	8							
T	9							
I	10							
O	11							
N	12							
	13							
	14							
	15							
	16							
	17							

Expenditures:

We would like to ask you about the expenses related to your recent trip as it pertains to your whale watching experience in the Channel Islands region. We are interested in expenses made *only* on the date listed on the first page of this questionnaire.

Example Expenditure Response

ITEMS	Total amount spent	Number of people covered
Scenic Tours		
Whale watching tour	250	4
Please list company: Example Whale Watching Company		
Other wildlife tour	0	
Please list company: Example Wildlife Watching Company		
Sailing charters	0	
Sunset cruises	300	2

Please estimate how much money, rounded to the nearest dollar, your party spent on the following items and the number of people it covered. If no money was spent for any item, please place a zero in the corresponding box.

ITEMS	Total amount spent	Number of people covered
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Scenic Tours		
Whale watching tour		
Please list company _____		
Other wildlife tour		
Please list company _____		
Sailing charters		
Sunset cruises		
Other, please specify: _____		
Sightseeing		
Sightseeing Tours		
Admission to amusement, festivals, and other attractions (e.g., zoos, aquariums, and museums)		
Other, please specify: _____		
Other Activities		
Rental fee for recreation equipment (e.g., bicycles, golf carts, kayaks, and paddle boats)		
Guided service tours (not listed above)		
Tickets for motion pictures, theaters, musical performances, concerts, etc.		
Other, please specify: _____		
Lodging		
Hotel		
Motel		
Bed & Breakfast		
Cabin		
Rental Home		
Cottage		
Condo		
Other, please specify: _____		
Food & Beverages		
Food purchased at a grocery store for carry out (e.g., farmers market)		
Drinks consumed at bars and clubs during non-meal times (nighttime recreation)		
Beverages purchased at a store for carry out		
Food and drinks consumed at restaurants and bars		
Other, please specify: _____		
Transportation		
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle		
Gas & oil for automobile or RV		
Automobile or RV parking fees & tolls		
Taxi fare		
Ferry		
Train		

Bus fare (e.g., day passes and package tours)		
Airline fare		
Other, please specify: _____		
Miscellaneous Expenditures		
Film and/or camera purchase		
Film developing		
Footwear		
Clothing		
Souvenirs and gifts (not including clothing)		
Other, please specify: _____		

Thank you for completing this questionnaire. Your responses will help improve management in the Channel Islands region. **Please see front page of booklet for instructions to send back your completed questionnaire.**

OMB Approval #: 0648-0000 Expiration Date

This is a cooperative research project of the Channel Islands National Marine Sanctuary and the National Oceanic and Atmospheric Administration. Public reporting burden for this collection of information is estimated to average 15 minutes including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, 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