

PASSENGER SURVEY

Interviewer Name: \_\_\_\_\_

Survey Version: \_\_\_\_\_

Date of Interview: \_\_\_\_\_  
Month Day Year

Time of Interview: \_\_\_\_\_ (Military time)

How fluent are you in English? \_\_\_very \_\_\_somewhat \_\_\_ not very

Hand respondent Yellow Card.

**Part A. Please read the paragraph at the top of the Yellow Card and let me know when you are done.**

While participant is reading record the survey location code: \_\_\_\_\_

1. Looking at Section 1 of the Yellow Card, please tell me the letter that best describes your country of residence? (circle letter)

Country	A	USA	E	Australia	I	India
	B	China	F	Germany	J	Scandinavia
	C	United Kingdom	G	South Korea	K	Italy
	D	Japan	H	France	L	Other

If the USA, what is your zip code? \_\_\_\_\_

**I would like to ask you some questions about your whale watching and other wildlife viewing activities in the coastal and ocean areas of the Channel Islands region.**

2. Looking at Section 2 of the Yellow Card, tell me the letters that best describe the sources where you get information about whales \_\_\_\_\_ (Letters). If H, \_\_\_\_\_
3. Are there any species of whales in particular that you were interested in viewing today?  
\_\_\_\_ Yes \_\_\_\_ No

If yes, which species? \_\_\_\_\_

**This next set of questions asks about your amount of whale watching and other wildlife viewing in the Channel Islands region.**

Hand respondent map of the Channel Islands region.

4. Is this your first time whale watching or observing wildlife in the coastal and ocean areas of the Channel Islands region? \_\_\_\_ Yes (Go to Q5) \_\_\_\_ No (Go to Q4a)
- 4a. Referring to Section 3 of the Yellow Card, how long have you been whale watching or observing wildlife in the area? Please give me letter corresponding to your answer. \_\_\_\_ (Letter)
- 4b. Referring to Section 4 of the Yellow Card, which seasons have you been whale watching or observing wildlife in the area? Please give me the letter corresponding to your answer. \_\_\_\_ (Letter)
5. How many days have you spent whale watching or observing wildlife in the Channel Islands region in the last 12 months? \_\_\_\_ (Number of days)
- 5a. How many of these days did you spend on for hire operations/guide operations? \_\_\_\_
6. Are you aware of the Channel Islands National Marine Sanctuary? \_\_\_\_ Yes \_\_\_\_ No  
If yes, how did you hear about CINMS? \_\_\_\_\_

Respondent returns map and Yellow Card.

**Part B. In this section, you will be asked to choose among alternative sets (bundles) of whale and other marine animal conditions in the Channel Islands region. Much like purchasing a car, you will be presented with different bundles of attribute conditions and each bundle has a price. You will be asked to choose your preferred bundle.**

Hand Respondent White Card.  
Ask respondent to spend a few minutes reading the front and back of the card.

Hand Respondent Choice Card 1

7. C1. Which option do you prefer? \_\_\_\_A \_\_\_\_B \_\_\_\_C

8. C1. How many days would you have gone whale watching or other wildlife trips in the Channel Islands region in the last year under the conditions for the option you preferred? \_\_\_\_ (number of days per year)
9. C1. How many of these days would you have gone whale watching or other wildlife trips in the Channel Islands region in the last year on for hire operations/guide operations? \_\_\_\_ (number of days per year)
10. C1. Please provide a brief comment that helps us understand why you chose the option you most preferred. \_\_\_\_\_
11. When you think about the number of whales killed per year among the three options, would your preferred choice change if the whales killed were from an abundant or endangered species? \_\_Yes \_\_ NO
12. Did you remember that when making your choices on how much you are willing to pay that you only have so much income and if you pay to improve conditions you will have less to spend on other goods, services, and social issues that are important to you? \_\_Yes \_\_No

Hand respondent the Yellow Card.

13. C1. Referring to Section 5 of the Yellow Card, how sure are you of the choice you just made? Please read me the letter corresponding to your answer. \_\_\_\_ (Letter )

Respondent returns Choice Card 1.  
Hand Respondent Choice Card 2.  
Respondent keeps Yellow Card and White Card.

14. Which option do you prefer? \_\_A \_\_B \_\_C
15. C2. How many days would you have gone whale watching or other wildlife trips in the Channel Islands region in the last year under the conditions for the option you preferred? \_\_\_\_ (number of days per year)
16. C2. How many of these days would you have gone whale watching or other wildlife trips in the Channel Islands region in the last year on for hire operations/guide operations? \_\_\_\_ (number of days per year)
17. C2. Please provide a brief comment that helps us understand why you chose the option you most preferred. \_\_\_\_\_

18. C2. Referring to Section 5 of the Yellow Card, how sure are you of the choice you just made? Please read me the letter that corresponds to your answer. \_\_\_\_\_ (Letter)

Respondent returns Choice Card 2.  
Hand respondent Choice Card 3.  
Respondent keeps Yellow Card and White Card.

19. C3. Which option do you prefer? \_\_\_A \_\_\_B \_\_\_C

20. C3. How many days would you have gone whale watching or other wildlife trips in the Channel Islands region in the last year under the conditions for the option you preferred? \_\_\_(number of days per year)

21. C3. How many of these days would you have gone whale watching or other wildlife trips in the Channel Islands region in the last year on for hire operations/guide operations? \_\_\_ (number of days per year)

22. C3. Please provide a brief comment that helps us understand why you chose the option you most preferred. \_\_\_\_\_

23. C3. Referring to Section 5 of the Yellow Card, how sure are you of the choice you just made? Please read me the letter that corresponds to your answer. \_\_\_\_\_ (Letter)

24. Referring to Section 6 of the Yellow Card, for each Statement, please state your level of agreement or disagreement:

a. Costs should not be a factor when protecting the environment. \_\_\_ (number)

b. I found it difficult to select my most preferred choice. \_\_\_ (number)

c. There was not enough information for me to make informed decisions about doing more to protect and restore natural resources or expand and improve facilities and services. \_\_\_ (number)

d. I was concerned the federal, state and local governments cannot effectively manage the natural resources and facilities or provide the services. \_\_\_ (number)

e. I should not have to pay more for maintaining or improving conditions. \_\_\_ (number)

f. The public views as expressed in this survey should be important to government when it chooses how to manage these resources and facilities and the services they provide. \_\_\_ (number)

g. I do not believe the scenarios accurately represent the current or potential states of the environment. \_\_\_\_ (number)

Respondent returns Choice Card 3 and White Card.  
Respondent keeps Yellow Card.

**Part C. For this next set of questions, I am going to ask you for some demographic information.**

**In this section of the survey, we will collect some information about you and your party for statistical purposes.**

- 25. Looking at Section 7 of the Yellow Card, please tell me the letter that best describes the group recreating with you on the boat today? \_\_\_\_ (Letter)
  
- 26. Looking at Section 8 of the Yellow Card, please tell me the letter that best describes your household. \_\_\_\_ (Letter)
  
- 27. Looking at Section 9 of the Yellow Card, please tell me the letter that best describes your annual household income before taxes. \_\_\_\_ (Letter)
  
- 28. Looking at Section 10 of the Yellow Card, please tell me the letters that best describe the modes of transportation you used to get to (insert current city) today. \_\_\_\_\_ (Letters)  
If P, \_\_\_\_\_
  
- 29. Looking at Section 11 of the Yellow Card, please tell me the letter that best describes your age. \_\_\_\_ (Letter)
  
- 30. Looking at Section 12 of the Yellow Card, please tell me the letter that best describes your sex. \_\_\_\_ (Letter)
  
- 31. Looking at Section 13 of the Yellow Card, please tell me the letter that best describes your ethnicity. \_\_\_\_ (Letter)
  
- 32. Looking at Section 14 of the Yellow Card, please tell me the letters that best describe your race. \_\_\_\_ (Letters)
  
- 33. Looking at Section 15 of the Yellow Card, please tell me the letter that best describes your current employment status. \_\_\_\_ (Letter)

Respondent returns Yellow Card.

Hand respondent Green Card.  
Instruct them to read informational paragraph at top.

**Part D. Animal Likability Questions**

34. For this final set of questions, I will present you with a list of marine animals found in the Channel Islands region. For each animal please indicate the number that best represents your opinion.

\*\*Note: Responses to questions should be recorded starting from the left and DOWN each COLUMN.

- |                                 |   |
|---------------------------------|---|
| Humpback whales_____            | Dolphins and porpoises_____               |
| Blue whales_____                | Seals, sea lions, and elephant seals_____ |
| Fin whales_____                 | Sharks_____                               |
| Gray whales_____                | Seagulls_____                             |
| Minke whales_____               | Pelicans_____                             |
| Sei whales_____                 | Murrelets_____                            |
| North Pacific Right whales_____ | Cormorants_____                           |
| Sperm whales_____               | Plovers_____                              |
| Killer whales/Orcas_____        | Terns_____                                |

Respondent returns Green Card.

**Part E. Interviewer Mail back Information**

The final section of our survey aims to collect additional information important to the Channel Islands Region. This additional questionnaire will ask information about your expenditures made on (say today's date), and should be completed at the end of today. It will take approximately 15 minutes to complete. Once completed, you will mail your responses back to us in a pre-addressed and stamped envelope. The information gained from these questions is very important to all those responsible for making your recreation experience in the Channel Islands Region enjoyable.

35. Will you complete the mail back questionnaire?

\_\_\_\_ Yes → Record today's date and survey version on a mail back form, hand to respondent.

Do you have any questions regarding the mail back?

Would you be willing to provide your email address so that we may be in touch regarding completion of the mail back? Your address will not be added to any mailing lists and will strictly be used for communication regarding completion of this mailback.

\_\_\_\_ Yes, thank you. \_\_\_\_\_

\_\_\_\_ No. Okay, no problem. Thank you for your time. In appreciation for your participation, we would like to offer you this gift.

\_\_\_\_ No → This concludes our interview. Thank you for your time. In appreciation for your participation, we would like to offer you this gift.

INTERVIEWER COMMENTS: