

### Airport Survey

Screening Criteria:  
(See Tally Sheet)

- 1) NOT a resident of Puerto Rico
- 2) Visiting PR and did reef recreation/tourist activity

On-site Survey Number: \_\_\_\_\_

Airport: \_\_\_\_\_  
Month Day Time

Number of People in Party: \_\_\_\_\_ (# of people)

1. (a) How many people in your party are ages 16 or older? \_\_\_\_\_ (# of People)

(b) How many people in your party are under 16?) \_\_\_\_\_ (# of People)

2. Where is your primary residence?

_____	_____	_____	_____
City or Nearest City	County	State	Zip Code

Country: \_\_\_\_\_

- |   |   |                                    |
|---|---|------------------------------------|
| <input type="radio"/> U.S.A                 | <input type="radio"/> Australia/Oceania | <input type="radio"/> Other Europe |
| <input type="radio"/> Canada                | <input type="radio"/> Japan             | <input type="radio"/> Middle East  |
| <input type="radio"/> Mexico                | <input type="radio"/> Other Far East    | <input type="radio"/> Africa       |
| <input type="radio"/> Central Am./South Am. | <input type="radio"/> United Kingdom    | <input type="radio"/> Other        |

3. On this trip to the Puerto Rico, when did you first arrive? \_\_\_\_\_  
Month Day Time

4. Including this trip, how many times have you visited Puerto Rico for all recreation/tourist reef activities in the last 12 months, that is since (date last year)?  
\_\_\_\_\_ Times

5. Including this trip, how many days have you spent in Puerto Rico where you did some recreation/ tourist reef activities in the last 12 months?  
\_\_\_\_\_ Days

If overnight visitor, hand respondent maps of Puerto Rico. If not overnight visitor, skip to next section.

6. Looking at the map, could you tell me how many nights you spent **on this trip** to Puerto Rico in  
Region 1 \_\_\_\_\_ Region 2 \_\_\_\_\_ Region 3 \_\_\_\_\_ Region 4 \_\_\_\_\_ Region 5 \_\_\_\_\_  
# nights # nights # nights # nights # nights

Interviewer: Make sure if answer to Q.4. is greater than one, that answer to Q.6. is not equal to Q.5.



## Airport Survey

### Hand respondent Green Card

10. Please refer to Section 2 on your green card and tell me which reason best describes the primary purpose of your trip to the Puerto Rico.

- A Recreation or vacation      C Business trip      E Other (specify)  
B Visit family or friends      D Business/pleasure

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Finally, for statistical purposes, we need to know a few things about yourself.

11. In what year were you born? (Code last two digits) \_\_\_\_ \_\_\_\_

12. Sex    male       female

13. Are you Spanish, Hispanic, or Latino?       Yes       No

13b. Please refer to Section 3 on your green card and tell me the letters corresponding to all the descriptors that describe your race.

- A White  
B Black or African American  
C American Indian or Alaska  
Native D Asian  
E Native Hawaiian or Pacific Islander




14. Please refer to Section 4 on your green card and tell me which of the income categories best describes your annual household income last year before taxes. Please give the letter on the card that is the closest.

- a  b  c  d  e  f  g  h  i  j  k  l  m  n  o       refused  
 don't know

15. Do you own a second home or time share in the Puerto Rico?

- Yes       No

16. On this trip, are you paying your own expenses, sharing expenses, or is someone else paying your expenses?

- own expenses \_\_\_\_\_  Beside your own expenses, how many other people are you paying for on this trip? \_\_\_\_\_
- shared expenses \_\_\_\_\_  With how many people are you sharing expenses? \_\_\_\_\_
- someone else paying expenses \_\_\_\_\_  With how many people are you sharing expenses? \_\_\_\_\_

## Airport Survey

We would like to collect some additional information on your visit to Puerto Rico during your trip. Would you join an Internet Panel to answer some more questions about your trip? The information gained from these questionnaires is very important to both managers of the coral reefs and business and governments providing services on your trip enjoyment. As an incentive for completing panel questions, a sweepstakes has been organized by the local business community. **Hand brochure describing sweepstakes** By completing the Internet Panel, we enter you in the sweepstakes each time you complete a module. No \_\_\_ Yes \_\_\_ Please provide your e-mail address and telephone number so the company doing the Internet Panel (Gfk Custom Research, LLC.) can contact you.

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Reminder: After the survey is completed and the sweepstakes prizes awarded, all name and address information will be destroyed. No one will be allowed to use this information for contacting you about any promotions. This concludes our interview. Thank you for your time. In Appreciation for your participation, we would like to offer you this gift.

**If no to the Internet Panel,** Would you complete some mailback questionnaires on your trip expenditures and your satisfaction ratings about your trip? If you return the completed questionnaires, you will be entered into the sweepstakes each time your complete a module.

19. Will you complete these questionnaires?
- Yes (Go to Satisfaction and Expenditure suggestions and questions 20 and 21)
  - No \_\_\_\_\_ → This concludes our interview. Thank you for your time. In appreciation for your participation we would like to offer you this gift.

### Satisfaction

We suggest completing the satisfaction questionnaire on your way home while your thoughts about your trip to the Puerto Rico are fresh.

### Expenditure

The expenditure survey should be completed after your trip is over and you have returned home.

Interviewer: Code on-site survey number and location on mailback

Show example of mailback questionnaire, where to start, the types of questions that are asked, and how to seal it to mail it back

20. Please give us your name and address. In the event that we do not receive the take home questionnaire we will send you another.

Satisfaction name and address

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

21. If someone other than yourself paid for all your expenses on this trip to Puerto Rico, we would like that person to answer the questionnaire. Will you please give us the name and address of that person?

## Airport Survey

Expenditure name and address

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

This concludes our interview. Thank you for your time. In appreciation for your participation, we would like to offer you this gift.

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