

## Initial Telephone Contact Survey, Draft

**This study is subject to strict research protocols. Please follow the script as closely as possible.**

### **INTRO:**

Hello, my name is \_\_\_\_\_. I work for [Contractor Name] and I'm calling on behalf of NOAA Fisheries. We are calling people about recreational fishing in Washington State. This survey is being conducted to gather information about your fishing activities and preferences. Your answers will provide fishery managers with information that can be used to help make important decisions.

Hello, may I speak with [Respondent]?

- 01 (SKIP TO Intro 2:) YES, RESPONDENT AVAILABLE
- 02 (SKIP TO EXIT1) NO, RESPONDENT UNAVAILABLE
- 03 DON'T KNOW/REFUSED [Schedule callback]

**EXIT1:** Thank you, I will call back later. When would be a good time to reach [Respondent]?

[Q: What is NOAA Fisheries? A: NOAA Fisheries is the federal agency responsible for the stewardship of the nation's living marine resources and their habitat.]

[Q: How did you get my name/phone number? A: Your name/telephone number was drawn in a random sample of people who purchased a license in Washington]

[Q: Is this interview confidential / anonymous? A: This interview is completely anonymous. Your name will never be linked to your responses in any way.]

**Intro 2:**

Before we begin, I want to assure you that your answers will be kept completely anonymous and this call may be monitored for quality assurance. This is a voluntary state-wide study, and we appreciate your assistance.

**Intro 3:**

I'm going to read you a few short questions about your fishing activities in Washington.

1. How many saltwater fishing trips have you taken in Washington in the last twelve months?

TRIPS \_\_\_\_\_  
-8 DON'T KNOW/NOT SURE  
-9 REFUSED

[Q: What do you mean by saltwater? A: Saltwater is defined as all waters seaward of river or stream mouths, including estuaries]

2. How many saltwater fishing trips have you taken in Washington in the last twelve months?

TRIPS \_\_\_\_\_  
-8 DON'T KNOW/NOT SURE  
-9 REFUSED  
/IF Q2 in {0,DON'T KNOW/NOT SURE, REFUSED} THEN SKIP TO ENDING1/

3. How many of your Washington saltwater fishing trips within the last 12 months targeted *salmon*?

TRIPS \_\_\_\_\_  
-8 DON'T KNOW/NOT SURE  
-9 REFUSED

4. How many of your Washington saltwater fishing trips within the last 12 months targeted *bottomfish* (like halibut, rockfish, or lingcod)?

TRIPS \_\_\_\_\_  
-8 DON'T KNOW/NOT SURE  
-9 REFUSED

5. How many of your Washington saltwater fishing trips within the last 12 months targeted *tuna*?

TRIPS \_\_\_\_\_  
-8 DON'T KNOW/NOT SURE  
-9 REFUSED

6. When you saltwater fish in Washington, do you usually fish from ... ?
- 01 a private boat
  - 02 a charter boat
  - 03 a pier or the shore
  - 8 DON'T KNOW/NOT SURE
  - 9 REFUSED
7. During the next 12 months, how likely is it that you will take a trip where you will saltwater sport fish in Washington?
- 01 Certain to fish
  - 02 Very likely
  - 03 Somewhat likely
  - 04 Very unlikely
  - 05 Definitely will not fish

**Intro 4:**

So we can see how your fishing activities compare with those of other people, I'd like to ask a few demographic questions. Again, please remember that all your answers are kept *completely* anonymous. .

8. In what year were you born?
- Year \_\_\_\_\_
- 8 DON'T KNOW/NOT SURE
  - 9 REFUSED
9. I'm going to read you some income categories. For classification purposes only, please tell me which income category best describes your household's total annual income before taxes in 2012. When I read your household income category, please stop me.
- 01 Less than \$20,000
  - 02 More than \$20,000 but less than \$40,000
  - 03 More than \$40,000 but less than \$60,000
  - 04 More than \$60,000 but less than \$80,000
  - 05 More than \$80,000 but less than \$100,000
  - 06 More than \$100,000 but less than \$125,000
  - 07 More than \$125,000 but less than \$150,000
  - 08 More than \$150,000
  - 9 REFUSED

[If R Refuses: Your answers will only be used for classification purposes. You will never be identified with your response.]

▶ GO TO ENDING 2

**ENDING1:**

Thank you very much for your help today.

**ENDING2:** Thank you very much for your help today. This call is part of a larger research project to help managers learn more about the likes and dislikes of saltwater anglers like you. I'd like to send you a short survey that you can complete online or in the mail. Which would you prefer?

If email:

Could I get your email address to send you the invitation to take the survey?

Email\_\_\_\_\_

If mail:

If I could just verify the address I have from your license. I have

Name\_\_\_\_\_

Street Address\_\_\_\_\_

City\_\_\_\_\_State\_\_\_\_\_Zip\_\_\_\_\_

Phone\_\_\_\_\_

[If R Refuses: Very few people were selected for this survey, so your help is critical to its success. Your participation will help provide important information to managers to improve your fishing opportunities. The survey should not take more than 25 minutes to complete. We really appreciate your help.]

Thank you, you will be receiving a short survey very soon.