

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 New England region you participated in an on-site survey during a wildlife viewing tour 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 take about 20 minutes 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 confidential. After the completion of the project all materials identifying you as an individual will be destroyed. **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 Stellwagen Bank National Marine Sanctuary.

Sincerely,

Interview Number: \_\_\_\_\_

Public reporting burden for this collection of information is estimated to average 20 minutes including time for reviewing instructions, gathering the information needed and to complete the survey. 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, 14<sup>th</sup> and Constitution Avenue NW, Washington DC 20230.

## Privacy Act Statement

**Authority:** The collection of this information is authorized under 5 U.S.C. § 301, Departmental regulations and 15 U.S.C. 1512, Powers and duties of Department.

**Purpose:** Your e-mail address may be collected for those requesting data. The purpose of this information collection is to obtain the information necessary to calculate estimates and build tools that can be used by natural resource managers at the SBNMS to evaluate the value of whales, pinnipeds, sea otters, and seabirds within the sanctuary, as well as estimating potential impacts of alternative management options on the local tourism industry. Socioeconomic data will be gathered from commercial whale and marine wildlife observation passengers and will be used to develop social and demographic profiles of passengers. Importance/satisfaction information and expenditure data to understand how passengers rate their experiences and how their activity contributes to the local economy.

**Routine Uses:** Disclosure of this information is permitted under the Privacy Act of 1974 (5 U.S.C. Section 552a) to be shared among Department staff for work-related purposes. Disclosure of this information is also subject to all of the published routine uses as identified in the Privacy Act System of Records Notice [COMMERCE/NOAA-11](#), Contact Information for Members of the Public Requesting or Providing Information Related to NOAA's Mission

1. On your most recent trip to New England (defined as Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island), how many days did you spend there? Count partial days as whole days. \_\_\_\_\_ days
2. On your most recent trip to New England, how many days did you spend wildlife viewing? Count partial days as whole days. \_\_\_\_\_ days
3. On your most recent trip to New England, how many times did you go out on a for-hire charter operations, such as a whale watching boat tour? \_\_\_\_\_ days
4. Including your most recent trip, in the past 12 months how many trips have you taken to New England to go wildlife viewing? \_\_\_\_\_ trips
5. On your most recent trip, what month did you go wildlife viewing?
 

<input type="radio"/> January	<input type="radio"/> May	<input type="radio"/> September
<input type="radio"/> February	<input type="radio"/> June	<input type="radio"/> October
<input type="radio"/> March	<input type="radio"/> July	<input type="radio"/> November
<input type="radio"/> April	<input type="radio"/> August	<input type="radio"/> December

6. While visiting New England what was the primary purpose of your visit or trip?

---

7. The next set of questions refer to the wildlife viewing boat tour you took while in New England. Please also indicate the primary type of animals or animal group, you were trying to view on the tour. Please check only one primary animal or animal group.

- |                                       |          |         |                     |
|---------------------------------------|----------|---------|---------------------|
| a. Did you see whales?                | _____Yes | _____No | _____Primary Animal |
| b. Did you see seals?                 | _____Yes | _____No | _____Primary Animal |
| c. Did you see dolphins or porpoises? | _____Yes | _____No | _____Primary Animal |
| d. Did you see birds?                 | _____Yes | _____No | _____Primary Animal |
| e. Did you see sharks?                | _____Yes | _____No | _____Primary Animal |
| f. Did you see other wildlife?        | _____Yes | _____No | _____Primary Animal |

8. Now we'd like to ask some questions about Stellwagen Bank National Marine Sanctuary (SBNMS). SBNMS is a marine protected area located off the coast of Massachusetts in the Atlantic Ocean.
  - a. While on your wildlife viewing tour (from when you were asked to participate in this survey) did you visit the sanctuary? \_\_\_\_\_Yes \_\_\_\_\_No \_\_\_\_\_Unsure
  - b. While on your wildlife viewing tour (from when you were asked to participate in this survey), did staff on the boat talk about the sanctuary?

\_\_\_Yes \_\_\_No \_\_\_Unsure

- c. While on land during your visit to New England, did you see signage, exhibits, literature or information about the sanctuary? \_\_\_Yes \_\_\_No \_\_\_Unsure
- d. Did you choose your wildlife viewing tour (from when you were asked to participate in this survey) because it visits the sanctuary? \_\_\_Y \_\_\_N \_\_\_Un

9. If you were to visit the region again and go wildlife viewing, how likely are you to use the same wildlife viewing company (from when you were asked to participate in this survey)?
- Very Likely    Somewhat Likely    Unsure    Somewhat Unlikely    Very Unlikely

9a. Please explain \_\_\_\_\_

10. For each marine animal listed below, please indicate how much you like or dislike it, or indicate that you are not familiar with the animal.

Marine Animals	Strongly Dislike	Dislike	Slightly Dislike	Neither like or dislike	Slightly Like	Like	Strongly Like	Don't know this animal
Humpback Whales								
North Atlantic Right Whales								
Minke Whales								
Fin Whales								
Sei Whales								
Dolphins and Porpoises								
Seals								
Basking Sharks								
Other Sharks								
Ocean Sunfish								
Sea Turtles								
Shearwaters								
Seagulls								
Northern Gannets								
Other Seabirds								

11. Below is a list of items that may have influence on how you choose your wildlife viewing tour (from when you were asked to participate in this survey). For the following items please indicate how strongly you agree or disagree with their influence on your choice.

Item	Strongly Disagree	Disagree	Slightly Disagree	No Impact	Slightly Agree	Agree	Strongly Agree	Don't know
Ticket Price								
You had a coupon or other discount								
The operation was near my hotel								
The operation was near my house								
The operation was targeting animals I wanted to see								
I saw an advertisement online								
I saw an advertisement in a travel publication								
I saw an advertisement at the hotel								
I saw an advertisement on social media								
I saw an advertisement at a restaurant								
I used a travel agent								
I recognized or researched Whale SENSE								
I relied on consumer reviews on Yelp, Trip Advisor, or other review service								
The amount of time for the trip met my requirements								
Size and speed of the vessel								
There was parking nearby								
They had tours at the time of day I wanted to go								
The boat permitted smoking onboard								
The boat prohibited smoking								
I relied on recommendations of family/friends								
I relied on recommendations made by my hotel								
The company is recognized for sustainable operations and/or conservation efforts								
I preferred/liked the company's website								

**Importance and Satisfaction:**

12. Please read each statement and rate the **importance** of each item as it pertains to your wildlife viewing experience (from when you were asked to participate in this survey) in the New England region on the dates 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
<b>Items During your Wildlife Viewing Experience</b>							
Clean water (little to no pollution)							
Clean air (little to no pollution)							
A large number of whales							
Different types of whales							
Opportunity to see whales							
Opportunity to see sharks							
A large number of seals							
A large number of birds							
Many types of birds							
Whale breaching the surface							
Whale bubble net feeding							
A knowledgeable naturalist on board							
The naturalist available to answer questions							
Educational exhibits or activities available onboard the vessel when wildlife is not present							
Clean restrooms on the boat							
The staff was friendly and helpful							
Operator offered a discount							
Operator offered a group rate							
The boat offered recycling							
The boat offered locally sourced food							
Availability of food and non-alcoholic beverages on the wildlife viewing vessel							
Availability of alcoholic beverages on the wildlife viewing vessel							
<b>Items Experienced on Land During your Trip</b>							
Educational posters, signs, exhibits & brochures							
Marina facilities, boat ramps & launching facilities							
Availability of parking							
Availability of a gift shop							
Availability of public restrooms							

13. Please read each statement and rate how **satisfied** you were with each item as it pertains to your wildlife viewing experience (from when you were asked to participate in this survey) in the New England 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
Items During your Wildlife Viewing Experience							
Clean water (little to no pollution)							
Clean air (little to no pollution)							
A large number of whales							
Different types of whales							
Opportunity to see whales							
Opportunity to see sharks							
A large number of seals							
A large number of birds							
Many types of birds							
Whale breaching the surface							
Whale bubble net feeding							
A knowledgeable naturalist on board							
The naturalist available to answer questions							
Educational exhibits or activities available onboard the vessel when wildlife is not present							
Clean restrooms on the boat							
The staff was friendly and helpful							
Operator offered a discount							
Operator offered a group rate							
The boat offered recycling							
The boat offered locally sourced food							
Availability of food and non-alcoholic beverages on the wildlife viewing vessel							
Items Experienced on Land During your Trip							
Educational posters, signs, exhibits & brochures							
Marina facilities, boat ramps & launching facilities							
Availability of parking							

Availability of a gift shop							
Availability of public restrooms							
Educational posters, signs, exhibits & brochures							

14. Some people may have expectations about an activity or event before it happens. Please read the list of items below and rate your **expectations** (prior to the wildlife viewing tour) for each of the following. If an item does not apply select n/a. Likewise, if you don't know, select Don't Know.

	n/a	Don't Know	Did not Expect	Small Expectations	Moderate Expectation	Large Expectation	Big Expectation
Clean water (little to no pollution)							
Clean air (little to no pollution)							
A large number of whales							
Different types of whales							
A large number of seals							
A large number of birds							
Many types of birds							
Whale breaching the surface							
Whale bubble net feeding							
A knowledgeable naturalist on board							
Clean restrooms on the boat							
Operator offered a discount							
Operator offered a group rate							
The boat offered recycling							

15. Now, please read the list of items below and rate how they **met your expectations** (after the wildlife viewing tour (from when you were asked to participate in this survey)) for each of the following. If an item does not apply select n/a. Likewise, if you don't know, select Don't Know.

	n/a	Don't Know	Completely Did not meet my Expectations	Slightly Met my Expectations	Met my Expectations	Slightly Exceeded my Expectations	Completely Exceed my Expectations
Clean water (little to no pollution)							
Clean air (little to no pollution)							
A large number of whales							
Different types of whales							
A large number of seals							
A large number of birds							
Many types of birds							
Whale breaching the surface							
Whale bubble net feeding							



A knowledgeable naturalist on board							
Clean restrooms on the boat							
Operator offered a discount							
Operator offered a group rate							
The boat offered recycling							

**Expenditures:**

We would like to ask you about the expenses related to your recent trip as it pertains to your whale watching or wildlife viewing experience in the New England region. We are interested in expenses made *only* for the trip associated with the trip from when you were asked to participate in this survey.

**Example Expenditure Response**

ITEMS	Total amount spent	Total amount spent in the study area	Number of people covered
<b>Scenic Tours</b>			
Whale watching tour	250	250	4
Please list company: Example Whale Watching Company			
Other wildlife tour			
Please list company: Example Wildlife Watching Company			
Sailing charters	300	100	2
Sunset cruises			

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. Please use the map to identify the total amount spent within the study area.

ITEMS	Total amount spent	Total amount spent in the study area	Number of people covered
<b>Scenic Tours</b>			
Whale watching tour			
Please list company _____			
Other wildlife tour			
Please list company _____			
Sailing charters			
Sunset cruises			
Other, please specify: _____			
<b>Sightseeing</b>			
Land-based Sightseeing Tours			
Admission to amusement, festivals, and other attractions (e.g., zoos, aquariums, and museums)			
Other, please specify: _____			

ITEMS	Total amount spent	Total amount spent in the study area	Number of people covered
<b>Other Activities</b>			
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.			
Wine Tour			
Other, please specify: _____			
<b>Lodging</b>			
Hotel/motel			
Bed & Breakfast			
Cabin			
Cottage/Condo/Rental Home			
Other, please specify: _____			
<b>Food &amp; Beverages</b>			
Food purchased at a grocery store (e.g., farmers market)			
Food and drinks bought at restaurants and bars			

Food and drinks consumed on a wildlife viewing vessel			
Other, please specify: _____			
<b>Transportation</b>			
Rental automobile, motor home, trailer, motorcycle, etc			
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: _____			
<b>Miscellaneous Expenditures</b>			
Camera and supplies – film, batteries, memory stick, film development			
Footwear			
Binoculars			
Clothing (including foul weather gear, hats, sweatshirts, etc.)			
Sunblock and other sundries			
Souvenirs and gifts (not including clothing)			
Other, please specify: _____			

Demographics:

1. What is your country of residence? \_\_\_\_\_
2. If you live in the United States, what is your zip code? \_\_\_\_\_
3. What is your age?
 

<input type="radio"/> 18-30	<input type="radio"/> 41-50	<input type="radio"/> Over 60
<input type="radio"/> 31-40	<input type="radio"/> 51-60	
4. What is your sex?
 

<input type="radio"/> Female	<input type="radio"/> Male	<input type="radio"/> Other_____
------------------------------	----------------------------	----------------------------------
5. Are you Hispanic or Latino? \_\_\_\_\_Yes \_\_\_\_\_No
6. What is your race? Please check all that apply?
 

<input type="radio"/> White or Caucasian	<input type="radio"/> American Indian or Alaskan
<input type="radio"/> Black or African American	Native
<input type="radio"/> Asian	

Native Hawaiian or Other Pacific Islander

Other \_\_\_\_\_

7. What is your employment status? Please select the best one.

- Unemployed
- Employed full-time
- Employed part-time
- Self-employed

- Retired
- Student
- Homemaker
- None of the above

8. How many adults, age 18 and over, live in your household? \_\_\_\_\_

9. How many children, under the age of 18, live in your household? \_\_\_\_\_

10. What is your household income?

- Less than \$5,000
- \$5,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999

- \$40,000 to \$44,999
- \$45,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to More

Thank you for completing this questionnaire. Your responses will help improve management in Stellwagen Bank National Marine Sanctuary. **Please see front page of booklet for instructions to send back your completed questionnaire.**