

YELLOW CARD

ABOUT THIS STUDY

Your participation in this interview is voluntary. There are no penalties for not answering some or all of the questions, but since each interviewed person will represent many others not interviewed, your cooperation is extremely important. This study is being conducted by the University of California – Santa Barbara Bren School and the National Oceanic and Atmospheric Administration. Uses of the information include the evaluation of present recreation uses and planning for future visitation. At the end of the study any materials identifying you as an individual will be destroyed.

Public reporting burden for this collection of information is estimated to average 20 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. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

SECTION 1: DESCRIPTION OF RESIDENCE (Please choose one letter)

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

SECTION 2: INFORMATION ON WHALES (Please give letter of ALL that apply)

- | | |
|----------------|-----------------------|
| A Newspapers | E Documentaries/Films |
| B Radio | F Aquariums |
| C Blogs | G Classroom |
| D Social Media | H Other (explain) |

SECTION 3: How long have you been whale watching or observing wildlife in the area?

- | | |
|---------------------------|-----------------------|
| A Just the last year | D More than ten years |
| B One to three years | E All my life |
| C About four to ten years | |

SECTION 4: Which seasons have you been whale watching or observing wildlife in the area?

- A “Winter” Season (December – April) B “Summer” Season (May – November)

SECTION 5: CONFIDENCE LEVEL

- | | |
|-------------------|------------------|
| A Not sure at all | D Very sure |
| B Slightly sure | E Extremely sure |
| C Moderately sure | |

SECTION 6: Level of Agreement

1=Strongly agree; 2=Agree; 3=Neutral; 4=Disagree; 5=Strongly Disagree

SECTION 7: GROUP DESCRIPTION (Please choose one letter)

- | | | | |
|----------|--------------------------------------|----------|--------------------------------------|
| A | A group of family members | E | Tour Group |
| B | A group of 2 or more families | F | Unrelated friends (2 or more) |
| C | A group of family and friends | G | One person traveling alone |
| D | An organized group or club | H | Other (explain) |

SECTION 8: HOUSEHOLD

- | | | | |
|----------|--|----------|--|
| A | Single adult with no children 18 or under | D | Two adults with children 18 or under |
| B | Single adult with children 18 or under | E | More than two adults with no children 18 or under |
| C | Two adults with no children 18 or under | F | More than two adults with children 18 or under |

SECTION 9: HOUSEHOLD INCOME CATEGORIES (Please choose one letter)

- | | | | |
|----------|-----------------------------|----------|-------------------------------|
| A | Less than \$5,000 | I | \$40,000 to \$44,999 |
| B | \$5,000 to \$9,999 | J | \$45,000 to \$49,999 |
| C | \$10,000 to \$14,999 | K | \$50,000 to \$59,999 |
| D | \$15,000 to \$19,999 | L | \$60,000 to \$74,999 |
| E | \$20,000 to \$24,999 | M | \$75,000 to \$99,999 |
| F | \$25,000 to \$29,999 | N | \$100,000 to \$149,999 |
| G | \$30,000 to \$34,999 | O | \$150,000 or More |
| H | \$35,000 to \$39,999 | | |

SECTION 10: TRANSPORTATION (Please give letter of ALL that apply)

- | | | | |
|----------|-----------------------------|----------|---|
| A | Automobile – Private | I | Air – Oakland |
| B | Automobile – Rental | J | Air – Other California (Specify) |
| C | Air – Los Angeles | K | Cruise Ship |
| D | Air – Orange County | L | Own boat |
| E | Air – Santa Barbara | M | Ferry |
| F | Air – San Francisco | N | Bus/Shuttle |
| G | Air – San Diego | O | Train |
| H | Air – Sacramento | P | Other (Explain) |

SECTION 11: AGE (Please choose one letter)

- | | | | |
|----------|----------------|----------|----------------|
| A | 18 – 30 | D | 51 – 60 |
| B | 31 – 40 | E | Over 60 |
| C | 41 – 50 | | |

SECTION 12: SEX (Please choose one letter)

- A** Female **B** Male

SECTION 13: ETHNICITY (Please choose one letter)

- A** Hispanic or Latino **B** Not Hispanic or Latino

SECTION 14: RACE (Please give letter of ALL that apply)

- | | | | |
|----------|----------------------------------|----------|--|
| A | White or Caucasian | D | Multi-racial |
| B | Black or African American | E | American Indian or Alaskan Native |
| C | Asian | F | Native Hawaiian or Other Pacific Islander |

SECTION 15: EMPLOYMENT STATUS (Please choose one letter)

- | | | | |
|----------|---------------------------|----------|------------------|
| A | Unemployed | E | Retired |
| B | Employed full-time | F | Student |
| C | Employed part-time | G | Homemaker |

D Self-employed

H None of the above