

**Recruitment for Four Focus Groups with Recreationists Who Participate
in Coastal- and Marine-Related Recreation in Cook Inlet or Shelikof Strait**

Focus Group Schedule At-A-Glance

DATE	PARTICIPANTS	5:30- 7:00PM	7:30- 9:00PM
TBD Sept 2025 in Anchorage	Group 1: Coastal/shore-based recreation (beachgoing/hiking/ATVing along the coast, shore-based fishing, paddling (sea kayaking/canoeing)) Group 2: Marine/boat-based recreation (motorized boating, sailing, boat-based fishing, wildlife viewing, or glacier viewing)	Group 1	Group 2
TBD Sept 2025 in Homer	Group 3: Coastal recreation Group 4: Marine recreation	Group 3	Group 4

Overview of the recruit, instructions for recruitment managers, and quotas begin on p.6

Recruiter Script

Hello, may I speak with [contact name]? I'm [recruiter] and I am calling from Hays Research Group. We're a research organization and are not selling anything. I'm calling to invite you to participate in a focus group study we're doing about outdoor recreation in and around Cook Inlet and Shelikof Strait. Participants will be paid \$150 to thank them for their time. The study involves participating in a 90-minute discussion at a facility in Anchorage or Homer.

Does this sound like something you'd be interested in?

_____ Yes → **CONTINUE**

_____ No → **TERMINATE**

Great. We're inviting people with a wide variety of backgrounds and experiences, so I have to ask just a few questions about your outdoor activities, your household, and yourself. These will only take a few minutes. Any information you provide will be kept private. You can stop at any time or skip any question.

Screening Questions

1. **[Market research participation]** When is the last time you participated in an interview or focus group in which you were asked your opinions about a product, a service, or other topic? *[CHECK ONE]*

_____ Never → **CONTINUE**

_____ More than 12 months ago → **CONTINUE**

_____ Within the past 12 months → **TERMINATE**

2. **[Age]** In which of the following age groups are you? *[CHECK ONE]*
- _____ Under 18 → **REQUEST HH MEMBER OVER 18. RETURN TO INTRO. IF NONE, TERMINATE**
- _____ 19-29 → **CONTINUE**
- _____ 30-39 → **CONTINUE**
- _____ 40-49 → **CONTINUE**
- _____ 50-59 → **CONTINUE**
- _____ 60 or over → **CONTINUE**
3. **[Conversational English]** How comfortable do you feel having a conversation in English with a group of people? *[CHECK ONE]*
- _____ Completely comfortable
- _____ Very comfortable
- _____ Moderately comfortable
- _____ Slightly comfortable → **TERMINATE**
- _____ Not comfortable at all → **TERMINATE**
4. **[Type of Recreation or No Recreation]** As I mentioned, our study is about people's opinions on outdoor recreation in and around Cook Inlet and Shelikof Strait.
- Cook Inlet extends from Anchorage to the southern end of the Kenai Peninsula.
 - Shelikof Strait extends from the southern end of Cook Inlet to the southern end of Kodiak Island. It is the stretch of water between Kodiak Island and the Alaska Peninsula.

I'm going to read a list of coastal- and marine-related recreational activities people do in or around Cook Inlet and Shelikof Strait. By coastal-related recreation, I mean recreation that occurs along or near the shoreline. By marine-related recreation, I mean recreation that occurs in the open water on a motorboat or sailboat. Tell me which activities, if any, you have done in that area during the past year. If you haven't done any recreation in or around Cook Inlet or Shelikof Strait in the past year, you can just say "none." *[CHECK ALL THAT APPLY]*

COASTAL-RELATED RECREATION (OCCURS ALONG SHORELINE)	MARINE-RELATED RECREATION (OCCURS IN OPEN WATER FROM A MOTORBOAT/SAILBOAT)	"NONE"
_____ Beachgoing/hiking/ATVing along coast _____ Recreational saltwater fishing, meaning fishing people do for fun or to catch fish to eat at home, rather than fishing to earn a living _____ Crabbing, clamming, or catching mussels – again for fun or to eat at home _____ Sea kayaking or canoeing _____ Standup paddle boarding _____ Windsurfing	_____ Power boating for fun _____ Sailing _____ Recreational saltwater fishing _____ Wildlife viewing (whale watching, other marine wildlife) _____ Glacier viewing	_____ None of these → TERMINATE

4a. **[If One Activity, How Often]** How many times would you say you went [activity] in the last year in or around Cook Inlet or Shelikof Strait? *[CHECK ONE]*

_____ 0-1 times → **TERMINATE**

_____ 2+times → **SKIP TO Q4d**

4b. **[If Several Activities, Which One Most Common]** Which of these did you do most often? *[CHECK ONE]*

COASTAL-RELATED RECREATION (OCCURS ALONG SHORELINE)	MARINE-RELATED RECREATION (OCCURS IN OPEN WATER FROM A MOTORBOAT/SAILBOAT)
_____ Beachgoing/hiking/ATVing along coast	_____ Power boating for fun
_____ Recreational saltwater fishing, meaning fishing people do for fun or to catch fish to eat at home, rather than fishing to earn a living	_____ Sailing
_____ Crabbing, clamming, or catching mussels – again for fun or to eat at home	_____ Recreational saltwater fishing
_____ Sea kayaking or canoeing	_____ Wildlife viewing (whale watching, other marine wildlife)
_____ Standup paddle boarding	_____ Glacier viewing
_____ Windsurfing	
→ CONTINUE	

4c. **[For Most Common Activity, How Often]** How many times would you say you went [activity] in the last year? *[CHECK ONE]*

_____ 0-1 times → **TERMINATE**

_____ 2+times → **CONTINUE**

4d. **[RECORD WHICH ACTIVITY PARTICIPANT WILL BE RECRUITED FOR]**

[CHECK EITHER COASTAL OR MARINE FOR RECRUITMENT]

_____ Coastal-related recreation *[RECORD TYPE]* _____ RECRUIT TO GROUPS 1 or 3 → **CONTINUE**

4d-1. **[Geography]**

Which town or community is closest to the where you did most of your coastal recreation last year?

_____ **CONTINUE**

4d-2. **[Geography, Shelikof Strait]**

Did you do any of your coastal recreation last year along Shelikof Strait?

_____ Yes → **CONTINUE**

_____ No → **CONTINUE**

SKIP TO Q5

____ Marine-related recreation [RECORD TYPE] _____ RECRUIT TO GROUPS 2 or 4 →
CONTINUE

4d-3. **[Geography]**

Which town or community is closest to where most of your marine recreation originated last year?

_____ **CONTINUE**

4d-4. **[Geography, Shelikof Strait]**

Did you do any of your marine recreation last year in Shelikof Strait?

_____ Yes → **CONTINUE**

_____ No → **CONTINUE**

Demographics

5. **[Gender] [READ IF NECESSARY OR CONFIRM]** What is your gender? [CHECK ONE]

- _____ Male
- _____ Female
- _____ Nonbinary
- _____ Use another term/Prefer not to answer

6. **[Race/Ethnicity]** What is your race and/or ethnicity? [CHECK ALL THAT APPLY]

- _____ American Indian or Alaska Native
- _____ Asian
- _____ Black or African American
- _____ Hispanic or Latino
- _____ Middle Eastern or North African
- _____ Native Hawaiian or Pacific Islander
- _____ White
- _____ Prefer not to say
- _____ Something else _____

7. **[Income]** People can describe their financial situation in different ways, regardless of income. If you are comfortable answering, tell me which of these 4 descriptions best fits you. [CHECK ONE]

- _____ I'm living comfortably
- _____ I have enough to get by
- _____ Sometimes I struggle to make ends meet
- _____ I cannot make ends meet
- _____ Prefer not to answer

Articulation

8. **[Articulation]** My last question is a bit different, so feel free to take a moment to think it over. In a few sentences, can you tell me what you've enjoyed about your recreational trips to Cook Inlet or Shelikof Strait?

Do not recruit any respondents who have difficulty articulating their answer. Avoid recruiting anyone who is uncommunicative, uninterested, or whose communication difficulties will significantly impede their ability to fully participate in a focus group setting, unless the difficulty can be accommodated.

Termination Script

*[Use for participants who **don't** meet the criteria.]*

Thank you for speaking with me. We are recruiting people in several groups based on their activities and characteristics, and the group you would be part of is full. Unfortunately, we can't invite you to participate, but thank you very much for your time.

Continuation Script

*[Use for participants who **do** meet the criteria.]*

Thank you for answering my questions. It appears you are eligible for our study.

We'd like to invite you to participate in one of our focus groups. The discussion will be held in [Anchorage or Homer depending on which respondent prefers]. The focus group will last for about 90 minutes [TBD]. At the end of the focus group you will receive \$150 for your participation. Are you available in the evening on [DAY, DATE] at __:__pm? *[CHOOSE APPROPRIATE DATE/TIME]*

Coastal Recreation	TBD Sept 2025 5:30-7:00pm [Anchorage or Homer]
Marine Recreation	TBD Sept 2025 7:30-9:00pm [Anchorage or Homer]

_____ *[RECORD DATE AND TIME]*

Thank you so much for agreeing to participate in the study. Here is a little more about what to expect:

- The discussion will be led by a professional moderator.
- It's a small group discussion, about 8-10 people. The moderator will ask questions about your thoughts and experiences with recreation in and around Cook Inlet and Shelikof Strait. Most people find the discussion enjoyable.
- The researchers are not selling anything. The research is part of a project to understand coastal- and marine related recreation in and around Cook Inlet and Shelikof Strait.

Let me tell you about the logistics. I'll also email or text a copy of these details to you.

- We're looking forward to seeing you on [DATE]. The discussion begins promptly at [TIME].
- We will have water available for you [also mention any complimentary snacks].
- We're located at: [721 Depot Drive, Anchorage, AK 99501 or TBD for Homer]
- Please arrive *at least* 15 minutes early. You'll need a few minutes to check in. You cannot join the discussion once it has begun. We cannot pay anyone who arrives too late to participate.
- As I mentioned, the discussions are a small, select group. So, it is very important that you attend. If something comes up and you will not be able to attend, please contact us right away so we can try to fill your spot.
- We depend on your open and honest answers. So, if you don't feel like you can talk about [RECRUITED TYPE OF RECREATION] in or around Cook Inlet or Shelikof Strait, please let me know.
- You'll need to bring/have a photo ID and please remember your reading glasses if you have them.
- We do not have childcare, so please don't bring children with you. If a spouse or friend accompanies you, that person is welcome but will need to wait in the waiting room.
- [INSERT PARKING OR OTHER ONSITE INSTRUCTIONS.]

We will email or call shortly before your session date to remind you about it. We will ask that you respond in order to confirm with us that you're still able to attend this research discussion.

Again, thank you so much. We look forward to meeting you and hearing your thoughts.

Instructions for Recruitment Managers

Study parameters for recruitment are summarized below.

Hard Quotas

- **8 to 10 people per group** (recruit 12 for 10 to show).
- All participants have **2+ trips for their recreation activity in or around Cook Inlet or Shelikof Strait** in the past year (Q4a, Q4c). If recruiting is proving to be too challenging based on this criteria, we can accept 1+ trips within past two years.
- **At least 2 participants do their activity in or around Shelikof Strait** (Q4d-2 and Q4d-4), if possible. **The remainder of participants in each group do their activity in or around Cook Inlet, with a range of locations represented (i.e., Anchorage, Nikiski, Kenai, Kasilof/Clam Gulch, Ninilchik, Anchor Point, Homer, or West Cook inlet)** (Q4d-1 and Q4d-3). Fine if the northern towns are more represented in the Anchorage groups and the southern towns more represented in the Homer groups.
- **Each group should represent at least 2 different recreation activities (Q4 and Q4b).** That is, no group should have only a single activity such as sea kayaking represented).

- Track the number of attempts, no contacts, refusals, terminations, and acceptances. Report at the end of recruitment.

Soft Quotas and Preferences

- Prefer respondents who have participated in multiple types of recreation in or around Cook Inlet and Shelikof Strait, as they may be able to speak to multiple topics during the group.
- Prefer a mix of:
 - o Age (Q2)
 - o Gender (Q5)
 - o Race/Ethnicity (Q6)
 - o Income (Q7)

Exclusion Criteria

Individuals who:

- Have participated in a market research study in the past year (Q1)
- Under 18 (Q2)
- Have difficulties that would impede full participation in an English-language spoken word discussion, unless these can be accommodated (Q3, Q8)
- Have not participated in recreation in or around Cook Inlet or Shelikof Strait in the past year (Q4)
- Have only participated in their recreational activity 1 time or fewer in the past year (Q4a, Q4c)