

Attachment A:
National Telephone Survey
Final Questionnaire

Hello, my name is _____ calling on behalf of a national, non-profit organization. We're conducting a nationwide survey about the ways in which people spend their free time. *(TECH NOTE: IF NECESSARY STATE: "Your views are very important to us. We are not trying to sell you anything, it is only your opinions that we are interested in*

Before we begin, I have a few brief background questions.

SAGE. In order to insure we speak to people in all age groups can you please tell me your age?

(TECH NOTE: If person on phone is under the age of 18 or over the age of 70, ask to speak to member of household between 18 and 70 years of age and reread intro.)

[RECORD NUMBER 18-70]

- 71 71 or older {TERMINATE}
 - 72 No one 18 or older in household ({TERMINATE}
 - DK {TERMINATE}
 - REF {TERMINATE}
-

PRG. NOTE: Code 5 should be mutually exclusive

S2. Are you or any members of your household currently employed in any of the following industries? *(READ CODES 1-4 AND WAIT FOR YES/NO RESPONSE AFTER EACH) (ACCEPT 4 MENTIONS) (TECH NOTE: If respondent states no for 1-4, enter code 5, None of the above)*

- 1 An advertising or public relations firm {TERMINATE}
 - 2 A marketing or market research firm {TERMINATE}
 - 3 An outdoor recreation company/organization, or {TERMINATE}
 - 4 A state or federal natural resource agency {TERMINATE}
 - 5 None of the above
 - DK {TERMINATE}
 - REF {TERMINATE}
-

S3. Have you ever gone fishing or boating?

- 1 Yes
 - 2 No {TERMINATE}
 - DK {TERMINATE}
 - REF {TERMINATE}
-

S4. Have you gone fishing as an adult?

- 1 Yes
 - 2 No
 - DK {TERMINATE}
 - REF {TERMINATE}
-

{IF S4 = 1 ASK S5; OTHERWISE GO TO S10}

S5. Have you gone fishing at least one time in the past 24 months?

- 1 Yes
 - 2 No
 - DK {TERMINATE}
 - REF {TERMINATE}
-

{IF S5 = 2 ASK S6; OTHERWISE GO TO S7}

S6. How likely would you be to consider going fishing in the next 12 months? Would you say you are... (*READ CODES 1-5*)

- 1 Not at all likely
 - 2 Not likely
 - 3 Somewhat likely
 - 4 Very likely, or
 - 5 Extremely likely
 - DK {TERMINATE}
 - REF {TERMINATE}
-

{IF S5 = 1 ASK S7; OTHERWISE GO TO THE FILTER BEFORE S10}

S7. How many times have you gone fishing in the past 24 months?

- [RECORD NUMBER 1-999]
 - DK {TERMINATE}
 - REF {TERMINATE}
-

S8. And of the (RESTORE S7) times you have gone fishing in the past 24 months, how many of those were in the past 12 months?

[RECORD NUMBER 0-999]

DK {TERMINATE}

REF {TERMINATE}

PROG. NOTE: Set S9 based on the following rules; do not ask S9, it is calculated only

S9 = 1 IF (S8 >= 10)

S9 = 2 IF (S8 >= 3 AND < 10) OR (S7 >= 3 AND S8 <= 2)

S9 = 3 IF ((S7 = 1 OR 2) AND S8 <= 2)

S9 = 4 IF (S4 = 1 AND S5 = 2 AND S6 = 3-5)

S9. AVIDITY TYPE

1 AVID

2 SEMI-AVID

3 OCCASIONAL

4 LAPSED

S10. Have you gone recreational boating at least one time in the past 24 months?

1 Yes

2 No

DK {TERMINATE}

REF {TERMINATE}

{IF S10 = 1 ASK S11 OTHERWISE GO TO THE PROGRAMMER NOTE BEFORE MARSEG)

S11. How many times have you gone boating in the past 24 months?

[RECORD NUMBER 1-999]

DK {TERMINATE}

REF {TERMINATE}

S12. Have you gone boating for the purpose of fishing at least one time in the past 12 months? (*READ IF NECESSARY: "This means the reason you went out on a boat was to fish."*)

1 Yes

2 No

DK {TERMINATE}

REF {TERMINATE}

S13. Have you gone boating for recreational purposes at least one time in the past 12 months, but not to fish? This does not include using personal watercraft such as jet skis.

- 1 Yes
- 2 No
- DK {TERMINATE}
- REF {TERMINATE}

PROG. NOTE: Set MARSEG based on the following rules; do not ask MARSEG, it is calculated only

IF S8 > 0 AND (S13 = 1 OR S12 = 1) THEN MARSEG = 1
IF S8 > 0 AND (S13 = 2 OR S10 = 2) THEN MARSEG = 2
IF (S8 = 0 OR S5 = 2 OR S4 = 2) AND S13 = 1 THEN MARSEG = 3
OTHERWISE TERMAINTE

MARSEG. Market Segment

- 1 Angler and boater
- 2 Angler only
- 3 Boater only

{IF MARSEG = 1 OR 2 ASK Q1; OTHERWISE GO THE FILTER BEFORE Q15}

Q1. How old were you when you first became involved in fishing?

[RECORD NUMBER 1-99]

- DK
- REF

Q2. How did you FIRST become involved in fishing? Were you: (READ CODES 1-6, STOP WHEN GIVEN A RESPONSE)

- 1 Introduced by a family member
 - 2 Introduced by a friend
 - 3 Introduced by a neighbor
 - 4 Introduced by a co-worker
 - 5 Introduced through a community or school program (Please specify)
 - 6 Or did you first try fishing on your own?
 - DK
 - REF
-

Q3. Who do you currently fish with the most? (READ CODES 1-6)

- 1 Family (Please specify)
- 2 Friends
- 3 Neighbors
- 4 Co-Workers
- 5 Self only, or
- 6 Someone else (Please specify)

DK
REF

Q4. Generally, how would you describe your fishing experiences? Is it... (READ CODES 1-3)

- 1 Saltwater only
- 2 Freshwater only, or
- 3 Both saltwater and freshwater

DK
REF

Q5. In the past 24 months, have you taken a trip or vacation that involved fishing?

- 1 Yes
- 2 No

DK
REF

{IF Q5 = 1 ASK Q6; OTHERWISE GO TO Q7}

Q6. Was fishing planned to be part of the trip or vacation or was it an activity that you just ended up doing while on the trip or vacation?

- 1 Fishing planned as part of trip/vacation
- 2 Ended up fishing while on trip/vacation

DK
REF

Q7. Do you currently own a valid non-commercial fishing license?

- 1 Yes
- 2 No

DK
REF

{IF Q7 = 1 ASK Q8; OTHERWISE GO TO THE FILTER BEFORE Q10}

Q8. In how many states do you currently own a valid fishing license?

[RECORD NUMBER 1-50]

DK
REF

Q9. Are you planning to renew your fishing license next year?

1 Yes
2 No
DK
REF

{IF Q7 = 2 ASK Q10; OTHERWISE GO THE FILTER BEFORE Q11}

Q10. Are you planning on buying a fishing license next year?

1 Yes
2 No
DK
REF

{IF Q9 = 2 OR Q10 = 2 ASK Q11; OTHERWISE GO TO THE FILTER BEFORE Q12}

Q11. Why aren't you planning to renew or purchase a fishing license next year? (*ASK AS OPEN END*)

[OPEN END]

DK
REF

{IF Q9 = 1 OR Q10 = 1 ASK Q12; OTHERWISE GO TO Q13}

Q12. Which of the following best describes how you purchase a fishing license?
(*READ CODES 1-4*)

1 You purchase a fishing license on an annual basis
2 You purchase a fishing license for shorter time periods such as 1-day, 3-day, etc.
3 You only purchase a fishing license when you go on vacation or a special trip, or
4 You have never purchased a fishing license
DK
REF

Q13. Do you own any fishing equipment?

- 1 Yes
- 2 No
- DK
- REF

{IF Q13 = 1 ASK Q14; OTHERWISE GO TO THE FILTER BEFORE Q15}

Q14. How much do you estimate that you spend annually on fishing equipment such as rods, reels, tackle, etc.? (*ASK AS OPEN END, CODE INTO LIST*)

- 1 Less than \$20
- 2 \$20 - \$49
- 3 \$50 - \$99
- 4 \$100 - \$249
- 5 \$250 - \$499
- 6 \$500 - \$999
- 7 \$1000 or more
- DK
- REF

{IF MARSEG = 3 ASK Q15 OTHERWISE GO TO THE FILTER BEFORE Q18a}

Q15. Did you ever go fishing as a child?

- 1 Yes
- 2 No
- DK
- REF

{IF Q15 =1 ASK Q16; OTHERWISE GO TO THE FILTER BEFORE Q18a}

Q16. How old were you when you first became involved in fishing?

- [RECORD NUMBER 1-99]
- DK
 - REF

Q17. How did you **FIRST** become involved in fishing? Were you: (*READ CODES 1-6, STOP WHEN GIVEN A RESPONSE*)

- 1 Introduced by a family member
- 2 Introduced by a friend
- 3 Introduced by a neighbor
- 4 Introduced by a co-worker
- 5 Introduced through a community or school program (Please specify)

- 6 Or did you first try fishing on your own?
DK
REF
-

{IF MARSEG = 2 ASK Q18a; OTHERWISE GO TO THE FILTER BEFORE Q18}

Q18a. Did you ever go boating as a child?

- 1 Yes
2 No
DK
REF
-

{IF MARSEG = 1 OR 3 OR (MARSEG = AND Q18a = 1) ASK Q18; OTHERWISE GO TO S14}

Q18. How old were you when you first became involved in boating?

[RECORD NUMBER 1-99]

- DK
REF
-

Q19. How did you FIRST become involved in boating? Were you: (*READ CODES 1-6, STOP WHEN GIVEN A RESPONSE*)

- 1 Introduced by a family member
2 Introduced by a friend
3 Introduced by a neighbor
4 Introduced by a co-worker
5 Introduced through a community or school program (Please specify)
6 Or did you first try boating on your own?
DK
REF
-

{IF MARSEG = 1 OR 3 ASK Q20; OTHERWISE GO TO S14}

Q20. Who do you currently boat with the most? (*READ CODES 1-6*)

- 1 Family (Please specify)
2 Friends
3 Neighbors
4 Co-Workers
5 Self only, or
6 Someone else (Please specify)
DK
REF

Q21. Generally, how would you describe your boating experiences? Is it... (*READ CODES 1-3*)

- 1 Saltwater only
- 2 Freshwater only, or
- 3 Both saltwater and freshwater
- DK
- REF

Q22. As you know, there are many different activities that can be done on a boat. What types of activities do you do on a boat? (*READ CODES 1-6, WAIT FOR YES/NO RESPONSE TO EACH*) (*ACCEPT 6 MENTIONS*)

- 1 Cruising or sightseeing
- 2 Fishing
- 3 Sailing
- 4 Water skiing or water sports
- 5 Paddle sports (such as kayaking, canoeing)
- 6 Any other activities (Please specify)
- DK
- REF

Q23. In the past 24 months, have you taken a trip or vacation that involved boating?

- 1 Yes
- 2 No
- DK
- REF

{IF Q23 = 1 ASK Q24; OTHERWISE GO TO S14}

Q24. Was boating planned to be part of the trip or vacation or was it an activity that you just ended up doing while on the trip or vacation?

- 1 Boating planned as part of trip/vacation
- 2 Ended up boating while on trip/vacation
- DK
- REF

S14. Do you currently own a boat?

- 1 Yes
- 2 No
- DK
- REF

{IF S14 = 2 AND MARSEG = 1 OR 3 ASK S15; OTHERWISE GO TO FILTER BEFORE Q25}

S15. Who provides you with access to a boat? (*READ CODES 1-6 AND WAIT FOR A RESPONSE AFTER EACH*) (*ACCEPT 6 MENTIONS*)

- 1 Family
 - 2 Friend
 - 3 Neighbor
 - 4 Business associate or colleague
 - 5 Rental boat, or
 - 6 Some other source (Please specify)
- DK
REF

{IF S14=2 ASK Q25; OTHERWISE GO TO THE FILTER BEFORE Q26a}

Q25. Have you ever owned any kind of boat?

- 1 Yes
 - 2 No
- DK
REF

{IF S14 = 1 ASK Q26a; OTHERWISE GO THE FILTER BEFORE Q31a}

Q26a. How many boats do you currently own?

[RECORD NUMBER 1-10]

SCREEN DESIGN: LOOP=Q26b_[X] – Q28_[X]

PROG. NOTE: Loop through Q26b_[X] – Q28_[X] as many times as the response to Q26a.

(IF Q26a = 1 RESTORE “Thinking about your boat” OTHERWISE IF FIRST TIME THROUGH THE LOOP RESTORE “Thinking about one of the boats you currently own” OTHERWISE RESTORE “Thinking about another one of your boats you currently own”)

Q26b_[X]. What type of boat do you own? Is it a... (READ CODES 1-6)

- 1 Outboard
- 2 Inboard
- 3 Sterndrive, also know n as Inboard/Outboard
- 4 Sailboat
- 5 Human powered boat such as a kayak, canoe or row boat, or

- 6 Some other type of boat (specify)
 - DK
 - REF
-

Q26c_[X]. How long is this boat in feet?

[RECORD NUMBER 1-999]

- DK
 - REF
-

Q26d_[X]. What material is this boat made of? Is it... (READ CODE 1-5)

- 1 Fiberglass or Plastic
 - 2 Aluminum or Metal
 - 3 Inflatable
 - 4 Wood, or
 - 5 Some other material (Please specify)
 - DK
 - REF
-

Q26e_[X]. When did you purchase this boat? Was it... (READ CODES 1-5)

- 1 Within the past 6 months
 - 2 Within the past year
 - 3 1 – 5 years ago
 - 4 6 – 10 years ago
 - 5 More than 10 years ago
 - DK
 - REF
-

{ IF Q26b_[x]=5 ASK Q27_[x]; OTHERWISE GO TO THE END OF Q28 }

Q27_[x]. What kind of human powered boat do you currently own? (READ CODES 1-4)

- 1 Kayak
 - 2 Canoe
 - 3 Row Boat
 - 4 Any other human powered boat (Please specify)
 - DK
 - REF
-

Q28_[x]. Do you use a portable trolling motor on your human powered boat(s)?

1 Yes

2 No

DK

REF

Q30. Other than your current boat(s), have you ever owned any other boats?

1 Yes

2 No

DK

REF

{IF Q30 = 1 OR Q25 = 1 ASK Q31a; OTHERWISE GO TO Q34}

Thinking about your first boat

Q31a. What type of boat was your first boat? Was it a... (READ CODES 1-6)

1 Outboard

2 Inboard

3 Sterndrive, also known as Inboard/Outboard

4 Sailboat

5 Human powered boat such as a kayak, canoe or row boat, or

6 Some other type of boat (specify)

DK

REF

Q31b. How long was this boat in feet?

[RECORD NUMBER 1-999]

DK

REF

Q31c. What material was this boat made of? Is it... (READ CODE 1-5)

1 Fiberglass or Plastic

2 Aluminum or Metal

3 Inflatable

4 Wood, or

5 Some other material (Please specify)

DK

REF

{IF Q31a = 5 ASK Q32; OTHERWISE GO TO THE FILTER BEFORE Q34}

Q32. What kind of human powered boat did you first own? (*READ CODES 1-4*)

- 1 Kayak
 - 2 Canoe
 - 3 Row Boat
 - 4 Any other human powered boat (Please specify)
- DK
REF
-

Q33. Did you use a portable trolling motor on your human powered boat?

- 1 Yes
 - 2 No
- DK
REF
-

{IF Q30 = 1 OR Q25 = 1 OR IF (S14 = 1 AND Q30 = 2) ASK Q34; OTHERWISE GO TO THE FILTER BEFORE Q41 }

Q34. How old were you when you purchased your first boat?

[RECORD NUMBER 1-99]
DK
REF

Q35. Did you purchase your first boat new or used?

- 1 New
 - 2 Used
- DK
REF
-

Q36. Why did you purchase your first boat? (*READ CODES 1-6 AND WAIT FOR RESPONSE AFTER EACH*) (*ACCEPT 6 MENTIONS*)

- 1 To cruise or sightsee
 - 2 To fish
 - 3 To sail
 - 4 To water ski or participate in other water sports
 - 5 To participate in paddle sports such as kayaking or canoeing, or
 - 6 Some other reason (Please specify)
- DK
REF
-

{IF Q25 = 1 OR Q30 = 1 ASK Q37; OTHERWISE GO TO THE FILTER BEFORE Q41}

Q37. Have you owned any other boats excluding your first boat (IF S14 = 1 RESTORE “and the boats you currently own”)?

- 1 Yes
- 2 No
- DK
- REF

{IF Q37 = 1 ASK Q38a; OTHERWISE GO THE FILTER BEFORE Q41}

Q38a. How many boats have you owned in the past excluding your first boat (IF S14 = 1 RESTORE “and the boats you currently own”)?

[RECORD NUMBER 1-10]

SCREEN DESIGN: LOOP=Q38b_[X] – Q40_[X]

PROG. NOTE: Loop through Q38b_[X] – Q40_[X] as many times as the response to Q38a.

(IF Q38a = 1 RESTORE “Thinking about the boat you owned in the past” OTHERWISE IF FIRST TIME THROUGH THE LOOP RESTORE “Thinking about one of the boats you owned in the past.” OTHERWISE RESTORE “Thinking about another one of the boats you owned in the past.”)

Q38b_[X]. What type of boat did you previously own? Was it a... (READ CODES 1-6)

- 1 Outboard
- 2 Inboard
- 3 Sterndrive, also known as Inboard/Outboard
- 4 Sailboat
- 5 Human powered boat such as a kayak, canoe or row boat, or
- 6 Some other type of boat (specify)
- DK
- REF

Q38c_[X]. How long was this boat in feet?

[RECORD NUMBER 1-999]

- DK
- REF

Q38d_[X]. What material was this boat made of? Was it... (READ CODE 1-5)

- 1 Fiberglass or Plastic
- 2 Aluminum or Metal

- 3 Inflatable
 - 4 Wood, or
 - 5 Some other material (Please specify)
 - DK
 - REF
-

{IF Q38b_[x]=5 ASK Q39_[x]; OTHERWISE GO TO THE END OF Q40}

Q39_[x]. What kind of human powered boat did you previously own? (*READ CODES 1-4*)

- 1 Kayak
 - 2 Canoe
 - 3 Row Boat
 - 4 Any other human powered boat (Please specify)
 - DK
 - REF
-

Q40_[x]. Did you use a portable trolling motor on your human powered boat(~~s~~)?

- 1 Yes
 - 2 No
 - DK
 - REF
-

{IF S14 =1 OR Q25=1 OR Q30=1 ASK Q41; OTHERWISE GO TO THE FILTER BEFORE Q42}

Q41. About how long was it between the time you first started researching buying a boat and the time you bought your first boat? Was it... (*READ CODES 1-6*)

- 1 Less than 6 months
 - 2 Between 6 months and a year
 - 3 1 to 3 years
 - 4 4 to 5 years
 - 5 6 to 10 years
 - 6 More than 10 years
 - DK
 - REF
-

{IF S14=2 ASK Q42; OTHERWISE GO TO Q45}.

Q42. Which of the following best describes your interest in purchasing a boat in the future? Would you say...(READ CODES 1-4)

- 1 You are actively shopping/researching boats and plan to purchase one within the next 12 months

- 2 You are seriously considering purchasing a boat within the next 3 years, but are not actively shopping for one now
 - 3 You plan to purchase a boat someday, but not within the next 3 years
 - 4 At this time you are not planning to ever purchase a boat
- DK
REF
-

{IF Q42 = 1-3 ASK Q43; OTHERWISE GO TO Q44}

Q43. Do you plan to purchase a new or used boat?

- 1 New
 - 2 Used
- DK
REF
-

Q44. What is the main reason you have not bought a boat? (*ASK AS OPEN END*)
(*TECH NOTE: Code answer into response list*)

- 1 Cost of the boat
 - 2 Cost of fuel
 - 3 Time
 - 4 Not sure what kind of boat you want to buy
 - 5 Have access to a boat through a friend or family member
 - 6 Don't want to buy a boat
 - 7 Other (Please specify)
- DK
REF
-

Q45. How much do you estimate that you spend annually on boating accessories?
Would you say... (READ CODES 1-6) (TECH NOTE: Do not include rental costs)

- 1 Less than \$50
 - 2 \$50 - \$99
 - 3 \$100 - \$249
 - 4 \$250 - \$499
 - 5 \$500 - \$999
 - 6 \$1000 or more
- DK
REF
-

{IF S14=1 OR (Q25=1 AND Q42 = 1-3) OR Q30=1 ASK Q46; OTHERWISE GO TO THE FILTER BEFORE Q48}

Q46. Which of the following best describes your plans for buying another boat in the future? (READ CODES 1-6)

- 1 You plan to buy a larger boat
- 2 You plan to buy a smaller boat
- 3 You plan to buy a more expensive boat
- 4 You plan to buy a less expensive boat
- 5 You plan to buy a different type of boat
- 6 You do not plan to buy another boat

DK
REF

{IF Q46 = 6 ASK Q47; OTHERWISE GO TO THE FILTER BEFORE Q48}

Q47. Why don't you plan to buy another boat in the future? (READ CODES 1-4 AND WAIT FOR RESPONSE AFTER EACH) (ACCEPT 4 MENTIONS)

- 1 Your current boat meets all your needs
- 2 You can't afford to buy another boat
- 3 You're not interested in buying another boat, or
- 4 Something else (Please specify)

DK
REF

{IF MARSEG = 1 OR 2 ASK Q48; OTHERWISE GO TO THE FILTER BEFORE Q49}

Q48. How did you FIRST go fishing? Was it...(READ CODES 1-4)

- 1 From a pier or dock
- 2 From the shore or bank
- 3 From a boat, or
- 4 Some other place (Please specify)

DK
REF

{IF MARSEG = 1 OR 3 ASK Q49; OTHERWISE GO TO THE FILTER BEFORE Q50}

Q49. When you FIRST went boating, what was your primary activity? Was it... (READ CODES 1-5)

- 1 To do water sports
- 2 To cruise or sightsee
- 3 To sail
- 4 To fish, or
- 5 Some other reason (Please specify)

DK

REF

{IF MARSEG = 1 ASK Q50; OTHERWISE GO TO THE FILTER BEFORE Q58}

Q50. Again thinking about when you FIRST participated in fishing and boating, which of these activities did you first participate in? Was it... (READ CODES 1-3)

- 1 Fishing first
 - 2 Boating first, or
 - 3 Both at the same time
- DK
REF
-

{IF Q50 = 3 ASK Q51; OTHERWISE GO Q52}

Q51. Did you primarily.... (READ CODES 1-2)

- 1 Go boating to fish or
 - 2 Was fishing one of several activities you did on a boat?
- DK
REF
-

Q52. Do you currently spend more time fishing, more time boating, or the same amount of time fishing and boating?

- 1 More time fishing
 - 2 More time boating
 - 3 The same amount of time fishing and boating
- DK
REF
-

{IF Q1 <= 18 AND Q18 <= 18 ASK Q53; OTHERWISE GO TO Q54}

Q53. As a child did you spend more time fishing, more time boating, or the same amount of time fishing and boating?

- 1 More time fishing
 - 2 More time boating
 - 3 The same amount of time fishing and boating
- DK
REF
-

Q54. How much did your past involvement in fishing influence your getting involved in BOATING? Would you say... (READ CODES 1-5)

- 1 Not at all
- 2 Not very much

- 3 Somewhat
 - 4 Very much
 - 5 Extremely
 - DK
 - REF
-

Q55. How much did your past involvement in boating influence your getting involved in FISHING? Would you say... (READ CODES 1-5)

- 1 Not at all
 - 2 Not very much
 - 3 Somewhat
 - 4 Very much
 - 5 Extremely
 - DK
 - REF
-

{IF S14 =1 ASK Q56; OTHERWISE GO TO THE FILTER BEFORE Q58}

Q56. Do you think you would fish if you didn't own a boat?

- 1 Yes
 - 2 No
 - DK
 - REF
-

Q57. Do you think you would own a boat or go boating if you didn't fish?

- 1 Yes
 - 2 No
 - DK
 - REF
-

{IF MARSEG = 3 ASK Q58; OTHERWISE GO TO THE FILTER BEFORE Q59}

Q58. How interested are you in learning how to fish? Are you... (READ CODES 1-5)

- 1 Not at all interested
 - 2 Not very interested
 - 3 Somewhat interested
 - 4 Very interested
 - 5 Extremely interested
 - DK
 - REF
-

{IF MARSEG = 2-3 ASK Q59; OTHERWISE GO TO THE FILTER BEFORE Q60}

Q59. How interested are you in going fishing from a boat? Are you... (READ CODES 1-5)

- 1 Not at all interested
- 2 Not very interested
- 3 Somewhat interested
- 4 Very interested
- 5 Extremely interested
- DK
- REF

{IF MARSEG = 2-3 AND Q59 = 3-5 ASK Q60; OTHERWISE GO TO THE FILTER BEFORE Q61}

Q60. How likely would you be to go fishing from a boat in the next 12 months? Would you say... (READ CODES 1-5)

- 1 Not at all likely
- 2 Not likely
- 3 Somewhat likely
- 4 Very likely
- 5 Extremely likely
- DK
- REF

{IF MARSEG = 3 AND Q59 = 1-2 ASK Q61; OTHERWISE GO TO THE FILTER BEFORE Q62}

Q61. Why aren't you interested in going fishing from a boat? (*ASK AS OPEN END PROBE FOR MULTIPLE MENTIONS*)

- 1 You think fishing FROM A BOAT is boring
- 2 You don't have enough time
- 3 You're scared of the water
- 4 You don't have easy access to places to fish FROM A BOAT
- 5 It costs too much
- 6 You don't have anyone to fish FROM A BOAT with or no one has ever asked you to go
- 7 Your spouse/significant other doesn't want you to go
- 8 You have too many work or family obligations
- 9 You have other hobbies/interests you enjoy more
- 10 No one ever taught you or showed you how to fish
- 11 You don't have equipment or the right equipment
- 12 You don't like to touch or bait the fish
- 13 You don't like to fillet fish
- 14 You don't like to get the boat dirty

16 Other (Please specify)
DK
REF

{IF MARSEG = 2 AND Q59 = 1-2 ASK Q62; OTHERWISE GO TO THE FILTER BEFORE Q63}

Q62. Why aren't you interested in going fishing from a boat? (*ASK AS OPEN END PROBE FOR MULTIPLE MENTIONS*)

- 1 You think FISHING FROM A BOAT is boring
 - 2 You don't have enough time
 - 3 You're scared of the water
 - 4 You don't have easy access to places to FISH FROM A boat
 - 5 IT costs too much
 - 6 You don't have anyone to FISH FROM A boat with or no one has ever asked you to go
 - 7 Your spouse/significant other doesn't want you to go
 - 8 You have too many work or family obligations
 - 9 You have other interests/hobbies that you enjoy more
 - 10 You don't own a boat or know anyone who owns a boat
 - 11 Other (Please specify)
- DK
REF
-

{IF S14 = 1 ASK Q63; OTHERWISE GO TO Q64}

Q63. Which of the following best describes your interest in purchasing a boat in the future? (*READ CODES 1-4*)

- 1 You are actively shopping/researching boats and plan to purchase one within the next 12 months
- 2 You are seriously considering purchasing a boat within the next 3 years, but are not actively shopping for one now
- 3 You plan to purchase a boat someday, but not within the next 3 years
- 4 You are not planning to ever purchase a boat

DK
REF

Q64. Do you identify most with being an angler, a boater, or neither? An angler is a person who fishes.

- 1 Primarily angler
- 2 Primarily boater
- 3 Neither angler nor boater

DK
REF

Q65. If you could only participate in fishing or boating but not both activities, which would you pick?

- 1 Fishing
- 2 Boating
- DK
- REF

Q66. How important do you believe your fishing and/or boating experiences have been in influencing how you look at the environment? Would you say... (READ CODES 1-5)

- 1 Not at all important
- 2 Not important
- 3 Somewhat important
- 4 Very important
- 5 Extremely important
- DK
- REF

I am going to read you two statements. For each statement, please tell me how strongly you agree or disagree with the statement.

Q67. I am willing to volunteer my time to help the environment. Would you say you...(READ CODES 1-5)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- DK
- REF

Q68. I am willing to pay more for the fishing and boating products I buy or the services I use when boating or fishing if it improves the environment. Would you say you...(READ CODES 1-5)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- DK
- REF

Q69. Do you belong to a conservation or environmental organization?

- 1 Yes
- 2 No
- DK
- REF

Finally, I'd like to ask some more background questions about you.

Q70. Gender (*RECORD BY OBSERVATION*) (*TECH NOTE: If unable to determine gender ask: What is your Gender?*)

- 1 Male
- 2 Female
- DK
- REF

Q71. What is your marital status? (READ CODES 1-5)

- 1 Now married
- 2 Widowed
- 3 Divorced
- 4 Separated
- 5 Never married
- DK
- REF

Q72. Altogether, including you and any others, how many people regularly live in your household?

[RECORD NUMBER 1-20]

- DK
- REF

{IF Q72 > 1 ASK Q73; OTHERWISE GO TO Q74}

Q73. How many children under the age of 18 live in your household?

[RECORD NUMBER 0-20]

- DK
 - REF
-

Q74. Which category best describes your current employment status? (READ CODES 1-6)

- 1 Employed full-time
- 2 Employed part-time
- 3 Homemaker
- 4 Retired
- 5 Student
- 6 Unemployed

DK
REF

Q75. What is the highest level of education you have completed? (READ CODES 1-7)

- 1 Grade school or less [Grade 1 – 8]
- 2 Some high school [Grade 9 – 11]
- 3 Graduated high school [Grade 12]
- 4 Vocational school/Technical school
- 5 Some college
- 6 Graduated college [BA, BS]
- 7 Post-graduate degree [MA, MBA, LLD, Ph.D., etc.]

DK
REF

Q76. Which of the following income groups includes your total household income in 2005 before taxes? (READ CODES 1-7)

- 1 Less than \$25,000 (\$24,999)
- 2 \$25,000 - \$50,000 (\$49,999)
- 3 \$50,000 - \$75,000 (\$74,999)
- 4 \$75,000 - \$100,00 (\$99,999)
- 5 \$100,000 - \$150,000 (\$149,999)
- 6 \$150,000 - \$200,00 (\$199,999)
- 7 \$200,000 or more

DK
REF

Q77. What is your racial or ethnic background? Is it... (READ CODES 1-7) (ACCEPT ACCEPT 7 MENTIONS)

- 1 Caucasian or White
- 2 African American or Black
- 3 American Indian or Alaska Native
- 4 Asian
- 5 Native Hawaiian or Other Pacific Islander
- 6 Hispanic or Latino

7 Other (Please specify)
DK
REF

Q78. In which state do you currently live? (TECH NOTE: Record full state name)

[OPEN END]

DK
REF

Q79. What is your zip code?

[RECORD NUMBER 0-99999]

DK
REF

Those are all the questions I have. Thank you for your time and participation. Good-bye.