

**BOATING AND FISHING ATTITUDE SEGMENTATION STUDY
QUESTIONNAIRE**

I. LEISURE ACTIVITIES AND BEHAVIOR

Questions 1-3 are for programming purposes and are hidden.

4. Listed below are some recreational and leisure activities in which some people participate. Please read through the list and check the box beside each activity in which you, yourself, have ever participated on at least an occasional basis.
5. Now, check the box beside each of the activities in which you've personally participated in the past 12 months.

NO QUESTION 6

7. And, finally, check the box beside the one activity you consider your personal favorite recreational or leisure activity. This activity may or may not be the one in which you participate most often.

	<u>Ever</u>	Past 12 Months	<u>Favorite</u>
--	-------------	---------------------------	-----------------

- | | | | |
|-----------------------------------|--|--|--|
| 1. Antiques | | | |
| 2. Bicycling | | | |
| 3. Bingo | | | |
| 4. Boating | | | |
| 5. Bowling | | | |
| 6. Camping | | | |
| 7. Cooking | | | |
| 8. Fishing | | | |
| 9. Flea markets | | | |
| 10. Gardening | | | |
| 11. Hiking / walking for pleasure | | | |
| 12. Hunting | | | |
| 13. Movies | | | |
| 14. Music | | | |
| 15. Playing cards | | | |
| 16. Reading | | | |
| 17. Sewing, knitting, needlework | | | |

- 18. Sports (for example, golf, basketball, baseball, tennis)
- 19. Travel
- 20. Water skiing, water sports
- 21. Wildlife viewing
- 22. Other. Specify _____

8. What is it you like **best** about your favorite recreational or leisure activity?

9. Now, please think for a moment about your ideal recreational or leisure activity. This activity – real or imagined – that provides all the values and rewards you seek in what you do in your spare time. First, what would be the most important characteristic that this activity would have?

10. Why is that important to you?

11. Listed below are some things that you might enjoy about your favorite recreational or leisure activity. Please indicate how important each of these things is for your enjoyment of your favorite recreational or leisure activity. Use a scale of 1 to 5 for your answers, where “1” means that the item listed is “not very important” and “5” means that it is “very important.”

Scale:	<u>Not very important</u>	2	3	4	<u>Very Important</u>
	1				5

- 11a. Lets me spend time with my family
- 11b. Lets me spend time with my friends
- 11c. Provides freedom from responsibility
- 11d. Provides me a release from stress
- 11e. Is exhilarating
- 11f. Is challenging
- 11g. Does not require a high level of skill

- 11h. The slow pace is relaxing
- 11i. Something humorous frequently happens
- 11j. Allows me to use my brain
- 11k. Is good for my relationship with child/children who are important in my life
- 11l. Allows me to laugh
- 11m. Let's me feel like I am in control
- 11n. Allows me to connect with nature
- 11o. Is restful
- 11p. Allows me to be competitive
- 11q. Is exciting
- 11r. Gives me a sense of accomplishment
- 11s. Is fast paced
- 11t. Allows me to spend time alone
- 11u. Allows me to develop and improve skills
- 11v. Gives me a sense of power
- 11w. Gives me a sense of independence
- 11x. Allows me to connect with water
- 11y. It's like a party
- 11z. Gives me a sense of winning
- 11aa. Is an activity that energizes me
- 11bb. Is scary, but fun
- 11cc. Allows me to be messy or dirty

(IF BOATING NOT MENTIONED AT ALL IN Q4-7, SKIP TO Q16. IF "YES" TO "EVER" BOATED BUT NOT IN LAST 12 MONTHS, ASK Q12. IF "YES" TO LAST 12 MONTHS, ASK Q13.)

- 12. Now, I'd like you to think about one particular activity: boating. Earlier, you indicated that you have not been boating in the past 12 months. What are the main reasons why you have not been boating in the past year?

(SKIP TO Q.14)

13. Now, I'd like you to think about one particular activity: boating. Earlier, you indicated that you have been boating in the last 12 months. As you know, there are many different types of boats. Please indicate below the number of times you have been boating in the past year for each type of boat.

	No. of Times In Last <u>12 Months</u>
1. Row boat, canoe or kayak	_____
2. *Fishing boat under 20 ft., with motor	_____
3. *Fishing boat 20 ft. or over, with motor	_____
4. *Cruising boat, between 21 and 50 feet	_____
5. *Luxury yacht, over 50 feet	_____
6. Sailboat	_____
7. *Pontoon boat	_____
8. Personal watercraft	_____
9. Other. Please describe: _____	_____

*Qualifying boat type.

(ASK Q14 FOR EACH "0" RESPONSE IN Q13.)

14. About how many times have you been boating on this type of boat in the last two years?

	No. of Times In Last <u>2 Years</u>
1. Row boat, canoe or kayak	_____
2. *Fishing boat under 20 ft., with motor	_____
3. *Fishing boat 20 ft. or over, with motor	_____
4. *Cruising boat, between 21 and 50 feet	_____
5. *Luxury yacht, over 50 feet	_____
6. Sailboat	_____
7. *Pontoon boat	_____
8. Personal watercraft	_____
9. Other. Please describe: _____	_____

* Qualifying boat type.

15. Please indicate whether you currently own any of the types of boats listed below. If you own more than one boat of any type, please indicate the number of boats you own. If you have no boats of the type listed, please indicate “0”.

	<u>No. of boats Currently own</u>
1. Row boat, canoe or kayak	_____
2. *Fishing boat under 20 ft., with motor	_____
3. *Fishing boat 20 ft. or over, with motor	_____
4. *Cruising boat, between 21 and 50 feet	_____
5. *Luxury yacht, over 50 feet	_____
6. Sailboat	_____
7. *Pontoon boat	_____
8. Personal watercraft	_____
9. Other. Please describe: _____	_____

* Qualifying boat type.

(IF HAVE NOT BOATED IN PAST TWO YEARS, ASK Q16.)

(IF BOATING NOT MENTIONED AT ALL IN Q4-7, INCLUDE THIS INTRODUCTION:) Now, I’d like you to think about one particular activity: boating.

16. How interested would you be in going boating in the future? Please use a scale of 1 to 5 for your answer where “1” means “not interested at all” and “5” means “very interested.”

	Not interested <u>at all</u>				Very <u>interested</u>
Scale:	1	2	3	4	5

(IF ANSWERED 4 OR 5 AT Q16, OR ALREADY GO BOATING, ASK Q17.
OTHERS SKIP TO Q19.)

17. This is a question that most people really enjoy. Close your eyes for a moment and imagine your ideal boating situation. Bring it to life in your mind. Imagine where you are, what you are doing, whom you are with. Imagine the sounds and the smells. Now,

think of yourself in this boating scenario. How do you **feel**? Please describe how you feel as completely as you can.

18a. When you go (WOULD GO) boating, how often do you (WOULD YOU) go boating with the purpose of fishing?

1. Always
2. Most of the time
3. Sometimes
4. Seldom
5. Never

18b. When you go (WOULD GO) boating, how often do you (WOULD YOU) go boating with the purpose of water skiing, tubing, knee-boarding, para-sailing or similar activities?

1. Always
2. Most of the time
3. Sometimes
4. Seldom
5. Never

18c. When you go (WOULD GO) boating, how often do you (WOULD YOU) go boating with the purpose of going cruising?

1. Always
2. Most of the time
3. Sometimes
4. Seldom
5. Never

(IF FISHING NOT MENTIONED AT ALL IN Q4-7, SKIP TO Q 12 IF “YES” TO “EVER” FISHED, BUT NOT IN LAST 12 MONTHS, ASK Q19. IF “YES” TO LAST 12 MONTHS, ASK Q20.)

19. Now, I'd like you to think about another activity: fishing. Earlier, you indicated that you have not been fishing in the past 12 months. What are the main reasons why you have not been fishing in the past year?

(SKIP TO Q.22)

20. Now, I'd like you to think about one particular activity: fishing. Earlier, you indicated that you have been fishing in the last 12 months. Please indicate below the number of times you have been saltwater and freshwater fishing in the last 12 months.

- | | No. of
Times in
Last 12
Months |
|---------------|---|
| 1. Saltwater | _____ |
| 2. Freshwater | _____ |

21. As you know, there are many different types of fishing. Please indicate below the number of times in the last 12 months you have participated in each type of fishing.

- | | No. of
Times in
Last 12
Months |
|-----------------------------------|---|
| 1. Fly fishing | _____ |
| 2. Spin fishing (not push button) | _____ |
| 3. Bait or plug casting | _____ |
| 4. Spin casting (push button) | _____ |
| 5. Cane pole | _____ |

(ASK Q22 FOR EACH "0" RESPONSE IN Q20 AND Q23 FOR EACH "0" RESPONSE IN Q21.)

22. Please indicate below the number of times you have been saltwater and freshwater fishing in the last two years.

	No. of Times in Last 2 <u>Years</u>
1. Saltwater	_____
2. Freshwater	_____

23. Please indicate below the number of times in the last two years you have participated in each type of fishing.

	No. of Times In Last 2 <u>Years</u>
1. Fly fishing	_____
2. Spin fishing (not push button)	_____
3. Bait or plug casting	_____
4. Spin casting (push button)	_____
5. Cane pole	_____

(IF HAVE NOT FISHED IN PAST TWO YEARS, ASK Q24. OTHERS SKIP TO INSTRUCTIONS BEFORE Q31.)

(IF FISHING NOT MENTIONED AT ALL IN Q4-7, INCLUDE THIS INTRODUCTION:) Now, I'd like you to think about one particular activity: fishing.

24. How interested would you be in going fishing in the future? Please use a scale of 1 to 5 for your answer where "1" means "not interested at all" and "5" means "very interested."

	Not interested <u>at all</u>				Very <u>interested</u>
Scale:	1	2	3	4	5

(IF ANSWERED 4 OR 5 AT Q24, OR ALREADY GO FISHING, ASK Q25. OTHERS SKIP TO Q31.)

25. This is a question that most people really enjoy. Close your eyes for a moment and imagine your ideal fishing situation. Bring it to life in your mind. Imagine where you are, what you are doing, whom you are with. Imagine the sounds and the smells. Now, think of yourself in this fishing scenario. How do you **feel**? Please describe how you feel as completely as you can.
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6. RESPONDENT SELF-DESCRIPTION

Question 26-30 are for programming purposes and are hidden.

31. Next is a list of words and phrases that you might use to describe yourself. To what extent do you think each of the following words or phrases describes you? For your answer, please use a scale of 1 to 5, where “1” means “does not describe me at all” and “5” means “describes me very well.” You may use any number between “1” and “5” for your answer.

	Does not describe me <u>at all</u>				Describes me <u>very well</u>
Scale:	1	2	3	4	5

(ROTATE)

- 31a. Competitive
- 31b. Family oriented
- 31c. Retired from work
- 31d. Social
- 31e. Goal oriented
- 31f. Patient
- 31g. Don't mind getting dirty
- 31h. Enjoy parties
- 31i. Smart
- 31j. Energetic
- 31k. Hip or cool
- 31l. Like the outdoors
- 31m. Outgoing
- 31n. Organized
- 31o. Introverted
- 31p. Relaxed
- 31q. Spiritual
- 31r. Adventurous
- 31s. Stressed
- 31t. Religious
- 31u. Educated

III. BOATING AND FISHING ATTITUDE BATTERY

32. (ASK ABOUT BOATING IF BOATER, ASK ABOUT FISHING IF ANGLER.)
 I am going to read you a list of things that you might enjoy about
 (BOATING/FISHING). Please tell me how important each of these is for your
 enjoyment of (BOATING/FISHING). For your answer, use a scale of 1 to 5,
 where “1” means “is not very important to my enjoyment of
 (BOATING/FISHING)” and “5” means “is very important to my enjoyment of
 (BOATING/FISHING).” (IF GOES BOATING ONLY WHEN GOES FISHING,
 ASK ONLY ABOUT FISHING.)

	<u>Not very</u>				<u>Very</u>
	<u>important</u>				<u>important</u>
Scale:	1	2	3	4	5

(ROTATE)

- 32a. Lets me spend time with my family
- 32b. Lets me spend time with my friends
- 32c. Provides freedom from responsibility
- 32d. Provides a release from stress
- 32e. Is exhilarating
- 32f. Is challenging
- 32g. Does not require a high level of skill
- 32h. The slow pace is relaxing
- 32i. Something humorous frequently happens
- 32j. I have to use my brain
- 32k. Is good for my relationship with child/children who are important in my life
- 32l. Allows me to laugh
- 32m. Let's me feel like I am in control
- 32n. Allows me to connect with nature
- 32o. Is restful
- 32p. Allows me to be competitive
- 32q. Is exciting
- 32r. Gives me a sense of accomplishment
- 32s. Is fast paced
- 32t. Allows me to spend time alone
- 32u. Allows me to develop and improve skills
- 32v. Gives me a sense of power
- 32w. Gives me a sense of independence
- 32x. Allows me to connect with water
- 32y. It's like a party
- 32z. Gives me a sense of winning
- 32aa. Is an activity that energizes me
- 32bb. Is scary, but fun

32cc. Allows me to be messy or dirty

33. Repeat Q32 for fishing.

IV. BOATER / ANGLER PROJECTIVE

34. Now, please think about people who like to go boating. To what extent do the characteristics listed below describe people who like to go boating? Again, please use a scale of 1 to 5, where “1” means “does not describe at all” and “5” means “describes very well.”

	Does not describe at all				Describes Very well
Scale:	1	2	3	4	5

(ROTATE)

- 34a. Competitive
- 34b. Family oriented
- 34c. Retired from work
- 34d. Social
- 34e. Goal oriented
- 34f. Patient
- 34g. Don't mind getting dirty
- 34h. Enjoy parties
- 34i. Smart
- 34j. Energetic
- 34k. Hip or cool
- 34l. Like the outdoors
- 34m. Outgoing
- 34n. Organized
- 34o. Introverted
- 34p. Relaxed
- 34q. Spiritual
- 34r. Adventurous
- 34s. Stressed
- 34t. Religious
- 34u. Educated

35. Now, think about people who like to go fishing. I would like to know the extent to which you think these characteristics describe people who like to go fishing. Again, please use a scale of 1 to 5, where “1” means “does not describe at all” and “5” means “describes very well.”

	Does not describe <u>at all</u>				Describes <u>very well</u>
Scale:	1	2	3	4	5

(ROTATE)

- 35a. Competitive
- 35b. Family oriented
- 35c. Retired from work
- 35d. Social
- 35e. Goal oriented
- 35f. Patient
- 35g. Don't mind getting dirty
- 35h. Enjoy parties
- 35i. Smart
- 35j. Energetic
- 35k. Hip or cool
- 35l. Like the outdoors
- 35m. Outgoing
- 35n. Organized
- 35o. Introverted
- 35p. Relaxed
- 35q. Spiritual
- 35r. Adventurous
- 35s. Stressed
- 35t. Religious
- 35u. Educated

V. NO SECTION V

Questions 36-39 are for programming and are hidden.

VI. PSYCHOGRAPHIC / LIFESTYLE BATTERY

40. For this next question, please think about your personal values – the things that are guiding principles in your life. For each statement, indicate how strongly you agree or disagree that the statement describes you and your personal values and goals. Please use a scale of 1 to 5 for your answer, where “1” means “do not agree at all” and “5” means “agree very much.”

	Do not agree at all				Agree very much
Scale:	1	2	3	4	5

(ROTATE)

- 40a. I am generally happy with my standard of living
- 40b. Sometimes I treat myself to something I don't need
- 40 c. I want to get to the very top of my career
- 40d. I try to keep up with developments in technology
- 40e. I look for the lowest possible prices when I go shopping
- 40f. I prefer alternative medicines (e.g., acupuncture)
- 40g. I like my car to express my personality
- 40h. I look for profitable ways to invest my money
- 40i. When I'm sick, I prefer to recover without taking any medications
- 40j. I would rather make something than buy it
- 40k. Relationships with friends are more important to me than are romantic relationships
- 40l. I dress casually
- 40m. I make my clothes last a long time
- 40n. I like my car to stand out
- 40o. I like to eat fast food or take-away prepared meals
- 40p. It's worth paying more for quality products
- 40q. I tend to make decisions quickly, based on “gut feel”
- 40r. I consider myself to be an optimist
- 40s. If there is something I want, I save up for it
- 40t. I like trying new things
- 40u. People have to take me for what I am
- 40v. I tend to spend my free time doing things that allow me to just relax and escape from my daily life
- 40w. It seems like I have less time to myself than I used to
- 40x. I only work for the money
- 40y. I really enjoy entertaining people in my home
- 40z. With a credit card, I can buy things I normally could not afford
- 40aa. I find that I am easily swayed by other peoples' views
- 40bb. I often do things on the spur of the moment

- 40cc. I love travelling abroad
- 40dd. I am happy with my job
- 40ee. I have a very good sense of style
- 40ff. I am very concerned about the direction that society is heading
- 40gg. I like spending a lot of my free time at home
- 40hh. I buy clothes for comfort, not style
- 40ii. Relationships are more important to me than are possessions
- 40jj. I tend to find my focus shifting more to my leisure time than to my work nowadays
- 40kk. I should do a lot more about my health than I do
- 40ll. I appreciate the finer things in life
- 40mm. I prefer being by myself to being with a group of people

VII. FISHING / BOATING BEHAVIOR

(FOR CURRENT BOATERS OR THOSE INTERESTED IN BOATING, ASK Q'S 41-53. OTHERS SKIP TO INSTRUCTIONS BEFORE Q54.)

41. When you go boating, whom do you go with most often? (CHECK ALL THAT APPLY.) (Alternate: If you were to go boating, who would you be most likely to go with?)
- 1. Spouse or significant other
 - 2. My child(children) and / or the children of my spouse / significant other
 - 3. Siblings
 - 4. Parents
 - 5. Grandparents
 - 6. Grandchildren
 - 7. Extended family (for example, cousin, aunt / uncle, niece / nephew)
 - 8. Friends
 - 9. Other
42. Which of the following best describes (would describe) your boating trips?
- 1. I (would) usually initiate the trip
 - 2. Someone else (would) usually initiates the trip
 - 3. I (would) initiate the trip some of the time. Someone else(would) initiates the trip at other times.

Q43-44. Ask questions 41 and 42 for prospective boaters.

(ASK Q45 IF SOMEONE ELSE USUALLY INITIATES THE TRIP (CODE 2 AT Q42.)

49. What organization or organizations?

(IF NEWSLETTER:)

50. Which newsletter or newsletters?

(IF INTERNET:)

51. What site or sites on the internet?

(IF MAIL:)

52. What, specifically, have you received in the mail?

(IF SALES ASSOCIATE AT STORE:)

53. What store or stores?

(FOR CURRENT ANGLER OR THOSE INTERESTED IN FISHING, ASK Q'S 54-66.
OMIT Q54 FOR THOSE WHO HAVE NOT BEEN FISHING IN THE LAST YEAR.
OMIT Qs 54 AND 55 FOR PROSPECTIVE ANGLERS.)

54. Which of the following types of fishing tackle do you currently own? Please check all that apply.

1. Fly fishing
42. Spin fishing
43. Bait or plug casting
44. Spin casting – push button
45. Cane pole

55. How much do you estimate that you spend annually on fishing equipment?

1. Less than \$20
2. \$20 - \$49
3. \$50 – \$99
4. \$100 - \$249
5. \$250 - \$499
6. \$500 or more

56. When you go fishing, whom do you go with most often? (CHECK ALL THAT APPLY.) (Alternate: If you were to go fishing, who would you be most likely to go with?)

1. Spouse or significant other
2. My child(children) and / or the children of my spouse / significant other
3. Siblings
4. Parents
5. Grandparents
6. Grandchildren
7. Extended family (for example, cousin, aunt / uncle, niece / nephew)
8. Friends
9. Other

57. Which of the following (would) best describes your fishing trips?

1. I (would) usually initiate the trip
2. Someone else (would) usually initiates the trip
3. I (would) initiate the trip some of the time. Someone else (would) initiates the trip at other times.

(ASK Q58 IF SOMEONE ELSE USUALLY INITIATES THE TRIP (CODE 2 AT Q57):)

58. How likely would you be to go fishing if you had to initiate the trip? Please use a scale of 1 to 5 for your answer, where “1” means “not at all likely” and “5” means “very likely.”

	Not at all				Very likely
	<u>likely</u>				<u>likely</u>
Scale:	1	2	3	4	5

59. Please rank your top three choices of fishing information from the sources listed below. Place a “1” beside your most important source, a “2” beside the second most important choice and a “3” beside the third. You do not need to go any further than your third choice.

01. Television
02. Radio
03. Newspapers
04. Magazines

05. Boat show
06. Organizations I belong to
07. Newsletters
08. Internet
09. Mail
10. Sales associate at store
11. Through participation
12. Friends
13. Other. Please specify:
14. I currently have no need for information about fishing

(ASK Qs 60-66 REGARDLESS OF WHETHER SOURCE RANKED 1, 2, OR 3)

(IF NEWSPAPER:)

60. Which newspaper or newspapers?

(IF MAGAZINE:)

61. What magazine or magazines?

(IF ORGANIZATION:)

62. What organization or organizations?

(IF NEWSLETTER:)

63. Which newsletter or newsletters?

(IF INTERNET:)

64. What site or sites on the internet?

(IF MAIL:)

65. What, specifically, have you received in the mail?

(IF SALES ASSOCIATE AT STORE:)

66. What store or stores?

VIII. DEMOGRAPHICS

67. What is your marital status?

1. Single, never married
2. Single, previously married
3. Married
4. Living with someone

68. Including yourself, how many people live in your household?

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

70. (IF CHILDREN UNDER 18) How many children do you have in each of the following age ranges?

_____ Under 6 years
_____ 6 – 12 years
_____ 13 – 17 years

71. Are you a grandparent?

1. Yes
2. No

72. (IF HAVE GRANDCHILDREN:) How many of your grandchildren are under 18?

73. What was the last grade you completed in school?

1. Some high school (1-11)
2. Completed high school
3. Trade/technical school
4. Some college
5. Completed college
6. Graduate studies

74. Which of the following best describes your work status?

1. Employed full-time
2. Employed part-time
3. Not currently employed
4. Retired
5. Working at home full time
6. Working at home part-time
7. Stay at home parent

75. What is your occupation?

01. Professional—Doctor/Lawyer
02. Executive, Administrative, Managerial
03. Administrative and technical support
04. Retail—Store owner/Clerk
05. Service—Restaurant/hotel/bank/office
06. Building/Devel./Constr./Arch.
07. Farmer, agriculture
08. Real Estate
09. Retired
10. Unemployed
11. At home
12. Other _____

76. Which of the following categories best represents your total household income—that is, the total of everyone living in your household?

1. Under \$10,000
2. \$10,000 but less than \$35,000
3. \$35,000 but less than \$50,000
4. \$50,000 but less than \$75,000
5. \$75,000 but less than \$100,000
6. \$100,000 but less than \$150,000
7. \$150,000 but less than \$200,000
8. \$200,000 and higher

77. Do you currently own your own home?

1. Yes
2. No

78. How long have you lived at your current home?

1. 0-1 years
2. 1-4 years
3. 5-9 years
4. 10+ years

79. What is your ZIP code at home?

80. Which of the following best describes your race or ethnicity?

1. White, non-Hispanic
2. African-American
3. Hispanic
3. Asian/Oriental
4. Native American
5. Other

81. What is your age?

82. Are you

1. Female
2. Male