

Appendix A. Beaches and Fishing Survey June, 2011

- Questionnaire -

Thank you for continuing to be part of the KnowledgePanel®. This survey asks about recreation in the Southeastern U.S., specifically saltwater-based recreation. The study will help researchers understand what affects travel plans.

As with all Knowledge Networks surveys, your response to any individual question on the survey is voluntary. You have the right to withdraw at any time by exiting the survey. You will not be individually identified and your responses will be used for statistical purposes only. This is a standard survey, requiring approximately 10-15 minutes of your time, and there are no expected risks to you from participating.

If you have questions about your rights as a participant in this survey, you may contact Knowledge Networks at 800-782-6899 and you will be provided with contact information for the study investigators.

If you agree to participate in this survey, click next to continue.

[PROMPT]
[SP]

A.1. In the past five years, have you participated in any saltwater related activities?

This includes going to a beach, saltwater fishing, marine-related activities (e.g., swimming, diving, snorkeling, or surfing in saltwater areas) or general boating on saltwater (e.g., canoeing, kayaking, sailing, motor boating without fishing).

Yes 1
No 2

[TERMINATE IF NO OR SKIP]

[ASK IF A.1=1] [SHOW MAP 1]
[PROMPT ONCE] [SP]

A.2. Did you take a trip to any coastal area along the Gulf of Mexico or South Atlantic in the past two years (24 months) that included saltwater related activities?

This includes coastal areas in the shaded states of Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, South Carolina and North Carolina.

To be clear, a 'trip' includes day trips where you returned to your primary residence on the same day you left (if you live nearby) and longer trips where you spent one or more nights away from your permanent home.

Yes 1
No 2

[ASK IF A.2=1] [SHOW MAP 2]
[SP]

A.2Y. Did you visit the Northwest Florida coast on any of these trips within the past two years (24 months)?

This area is shaded reddish-orange in the map that includes the Florida Panhandle.

Yes 1[SEND TO B.1AA]
No 2[SEND TO A.2N]

[ASK IF A.2=2/REFUSED OR A.2Y=2/REFUSED]
[PROMPT] [SP]

A.2N. Since June 1, 2010, did you start planning a trip with saltwater related activities anywhere along the Gulf of Mexico (in Texas, Louisiana, Mississippi, Alabama or Gulf coast of Florida) but eventually decided to cancel the trip or go somewhere else?

Note that we are interested in a trip that you started planning (e.g., considered where you would stay, investigated activities, made a deposit), not a trip that you just thought about.

Yes 1
No 2

[TERMINATE IF NO OR REFUSED]

[ASK IF A.2N =1]
[PROMPT ONCE] [SP]

A.3. Was your decision to cancel or change a trip to the Gulf of Mexico because of the oil spill (and its effects) that started in April 2010 and went through last summer?

Yes 1
No 2

[TERMINATE IF NO OR REFUSED]

[DOV: GROUP:
IF A2Y=1 GROUP=1 (PAST VISITORS)
IF A3=1 GROUP=2 (CANCELLERS)

[ASK IF A.3 =1]
[MP]

A.4. Which coastal state(s) in the Gulf of Mexico did you plan to visit and participate in saltwater related activities but decided not to because of the oil spill? Please check all states that you planned to visit.

- a. Texas
- b. Louisiana
- c. Mississippi
- d. Alabama
- e. Florida

IF A.4 ~=E SEND TO B.8.TYP.1

[SP]
[ASK IF A.4 =E] [SHOW MAP 2]

A.5. Were any of these planned trips to Florida in the Northwest region, that is, a coastal area in one of the counties shaded in the map?

Yes 1
No2[SEND TO B.8.TYP.1]

[IF A5=REFUSED, GO TO B.8.TYP.1]

[SP]

[ASK IF A.5 =1]

[SHOW MAP3]

A.6. What coastal area(s) would you have visited in Northwest Florida had you not changed your plans?

- a. Pensacola area
- b. Ft. Walton / Destin area
- c. Panama City area
- d. Port St. Joe area
- e. Central Gulf Coast (Apalachicola – Yankeetown)
- f. More than one of these areas

[MP]

[ASK IF A.6 =A TO E]

A.7.ONE. About how many of these trips did you start planning and then cancel or change your destination because of the oil spill last summer?

Notes:

Count both day trips and trips where you would have spent one or more nights away from your permanent home.

Only count trips where you would have participated in saltwater related activities.

- a. _____ canceled or changed trips [PULL DOWN MENU: 1, 2, ... 48 AND 'MORE THAN 48']
- b. _____ total nights away from home affected [PULL DOWN MENU: 0, 1, 2, ... 48 AND 'MORE THAN 48']

[SKIP TO A.8A]

[MP]

[ASK IF A.6 =F] [SHOW MAP 3]

A.7.MLT. Which coastal areas would you have visited in Northwest Florida had you not changed your plans? Please check all areas you would have visited.

- a. Pensacola area
- b. Ft. Walton / Destin area
- c. Panama City area
- d. Port St. Joe area
- e. Central Gulf Coast (Apalachicola – Yankeetown)

[SHOW RESPONSES FROM A.7.MLT]

[PULL DOWN MENU: 1, 2, ... 48 AND 'MORE THAN 48' FOR TRIPS]

[PULL DOWN MENU: 0, 1, 2, ... 48 AND 'MORE THAN 48' FOR NIGHTS]

[SHOW MAP3]

A.7.MLT.A. About how many of these trips did you start planning and then change or cancel to each area because of the oil spill last summer?

Notes: Count both day trips and trips where you spent one or more nights away from home and would have participated in saltwater related activities in the first column. Select how many total nights away from home would you have spent in each of these regions in the second column.

Coastal area	Number of changed or cancelled trips	Total nights away from home
Pensacola area		
Ft. Walton / Destin area		
Panama City area		
Port St. Joe area		
Central Gulf Coast (Apalachicola – Yankeetown)		

[MP]

[ASK IF A.5 =1]

A.8a. During your planned visit(s), which of the following saltwater related activities did you plan to participate in? Please check all that apply.

- a. Going to a beach and related activities (swimming, surfing, etc.)
- b. Saltwater fishing from a boat near shore
- c. Deepwater saltwater fishing
- d. Saltwater fishing from a pier or shore
- e. Diving or snorkeling
- f. Non-motorized boating on saltwater (e.g., canoeing, kayaking)
- g. Motorized boating or sailing without fishing
- h. Other saltwater activities **[TEXT BOX]**

[SP]

[SHOW ANSWERS SELECTED IN A8A]

A.8b. Which of the following saltwater related activities was the primary or most important reason for planning to take your trip or trips? Choose one.

If participating in multiple activities was equally important, select "multiple saltwater activities".

- a. Going to a beach and related activities (swimming, surfing, etc.)
- b. Saltwater fishing from a boat near shore
- c. Deepwater saltwater fishing
- d. Saltwater fishing from a pier or shore
- e. Diving or snorkeling
- f. Non-motorized boating on saltwater (e.g., canoeing, kayaking)

- g. Motorized boating or sailing without fishing
- h. Other saltwater activities
- i. Multiple saltwater activities
- j. None (the primary purpose was NOT for saltwater related activities)

[IF GROUP=2, GO TO B.8.TYP.1]

[MP]
[SHOW MAP 3]

You indicated that you visited the Northwest region of Florida's Gulf coast at least once during the past two years (24 months) and participated in saltwater related activities.

B.1aa. In the past two years (24 months), how many total trips did you take to the Northwest Florida region that included saltwater related activities? [Show Map 2]

[PULL DOWN MENU; 1-48 TRIPS, MORE THAN 48 TRIPS]

B.1a. In the past two years (24 months), how many of these trips included visits to each of the five areas? These areas are shown in the map.

- a. Pensacola area **[PULL DOWN MENU; 0-48 TRIPS, MORE THAN 48 TRIPS]**
- b. Ft. Walton/Destin area **[PULL DOWN MENU; 0-48 TRIPS, MORE THAN 48 TRIPS]**
- c. Panama City area **[PULL DOWN MENU; 0-48 TRIPS, MORE THAN 48 TRIPS]**
- d. Port St. Joe area **[PULL DOWN MENU; 0-48 TRIPS, MORE THAN 48 TRIPS]**
- e. Central Gulf Coast area **[PULL DOWN MENU; 0-48 TRIPS, MORE THAN 48 TRIPS]**

[SHOW B1D AND B1E ON THE SAME SCREEN]

B.1d. How many total trips did you take to the Northwest Florida region that included saltwater related activities since June 1, 2010? [Show Map 2]

[PULL DOWN MENU; 0-48 TRIPS, MORE THAN 48 TRIPS]

[SHOW OPTION NO GREATER THAN ANSWER TO B1AA]

B.1e. How many total nights did you spend in the Northwest Florida region since June 1, 2010? **[PULL DOWN MENU; 0-48, MORE THAN 48]**

[MP]
[FOR EACH AREA >0 IN B1A, SHOW UP TO NUMBERS SELECTED IN B1A]

B.1b. How many of these trips included visits to each of these areas since June 1, 2010?

- a. Pensacola area

- b. Ft. Walton/Destin area
- c. Panama City area
- d. Port St. Joe area
- e. Central Gulf Coast area

Thinking about your most recent trip to the Northwest region of Florida that involved saltwater related activities...

B.2. When did that trip begin?

- a. [PULL DOWN MENUS] Month
- b. [PULL DOWN MENUS][YEAR = 2009, 10 OR 11] Year

[DISPLAY ON THE SAME SCREEN AS B.2]

B.3. How many total nights did you spend away from home? Include nights spent traveling even if they were in other states or regions in Florida.

_____ total nights [PULL DOWN MENU: "0 (DAY TRIP), 1, 2,... 48, MORE THAN 48"]

[IF SELECT '0 (DAY TRIP)' SEND TO B.4.DAY, OTHERWISE SEND TO B.4.MULTI.]

[SP]

[SHOW MAP 3]

[IF B3=0]

B.4.DAY. In which of the five regions in Northwest Florida did you spend your day? These regions are shown in the map. Select one.

- a. Pensacola area
- b. Ft. Walton / Destin area
- c. Panama City area
- d. Port St. Joe area
- e. Central Gulf Coast (Apalachicola – Yankeetown)

[SKIP TO B.5]

[MP]

[SHOW MAP 3]

[IF B3>0]

B.4.MULTI. You indicated you spent [answer in B3] nights away from home on your most recent trip. How many nights did you spend in each of the five areas of Northwest Florida and outside the region?

These areas are shown on the map. If you did not spend any nights in an area, please select "0" so we know the answer wasn't skipped. Thanks.

- a. Pensacola area
- b. Ft. Walton/Destin area
- c. Panama City area
- d. Port St. Joe area
- e. Central Gulf Coast area
- f. Outside Northwest Florida

[MP]

B.5. During your most recent trip that included a visit to Northwest Florida, which of the following saltwater related activities did you participate in? Please check all that apply.

- a. Going to a beach and related activities (swimming, surfing, etc.)
- b. Saltwater fishing from a boat near shore
- c. Deepwater saltwater fishing
- d. Saltwater fishing from a pier or shore
- e. Diving or snorkeling
- f. Non-motorized boating on saltwater (e.g., canoeing, kayaking)
- g. Motorized boating or sailing without fishing
- h. Other saltwater activities [MEDIUM TEXT BOX]

[SC]

[IF SELECTED A-H, SAVE TO LIST FOR B.6; IF SELECTED ONLY 1 ITEM, SEND TO B7]

[SP] [SELECT AMONG THE ANSWERS PROVIDED IN B.5.A-H, ADD I AND J]

B.6. Which of the following activities was your most important reason for taking your most recent trip to the Northwest region of Florida? Choose one.

If participating in multiple activities was equally important, select "multiple saltwater activities".

- a. Going to a beach and related activities (swimming, surfing, etc.)
- b. Saltwater fishing from a boat near shore
- c. Deepwater saltwater fishing
- d. Saltwater fishing from a pier or shore
- e. Diving or snorkeling
- f. Non-motorized boating on saltwater (e.g., canoeing, kayaking)
- g. Motorized boating or sailing without fishing
- h. Other saltwater activities
- i. Multiple saltwater activities
- j. None (the primary purpose was NOT for saltwater related activities)

[SP]

B.7. How would you rate the overall quality of the area you visited most recently in Northwest Florida for your primary activity?

- a. Poor
- b. Fair
- c. Good
- d. Very good
- e. Excellent

[SP]

B.8. Would you consider your most recent trip to be a typical trip when you visit a coastal area in the Southeast U.S. for saltwater related activities?

Yes..... 1[SEND TO B.9]
No.....2[SEND TO B.8.TYP.1]

[SP]

[ASK IF B.8=2 OR REFUSED OR A.4 ~E OR A5=NO OR REFUSED OR GROUP=2][SHOW MAP 4]

B.8.TYP.1. Where do you go on a typical trip when you want to visit a coastal area in the Southeast U.S. for saltwater related activities? Please select one. .

- a. Texas
- b. Louisiana
- c. Mississippi
- d. Alabama
- e. Northwest Florida
- f. Southwest Florida
- g. Florida Keys
- h. Florida's Atlantic Coast
- i. Georgia
- j. South Carolina
- k. North Carolina
- l. Not applicable (I don't have a typical trip to this region)

[IF SELECTED A-K, SEND TO B.2A, IF SELECTED L OR REFUSED, SEND TO B.9]

B.2A.

Thinking about your typical trip to the Southeast U.S. that involves saltwater related activities, how many total nights do you spend away from home?

Include nights spent traveling even if they were in other states or regions in the U.S.

_____ total nights **[PULL DOWN MENU: "0 (DAY TRIP), 1, 2,... 48, MORE THAN 48"]**

[IF SELECT '0 (DAY TRIP)' SEND TO B.4A.DAY, OTHERWISE SEND TO B.4.MULTI.A]

[SP]

[SHOW MAP 4]

[IF B2A=0]

B.4A.DAY. In which of the following regions of Southeast U.S. do you spend your day? These regions are shown in the map. Select one.

- a. Texas
- b. Louisiana
- c. Mississippi
- d. Alabama
- e. Northwest Florida
- f. Southwest Florida
- g. Florida Keys
- h. Florida's Atlantic Coast
- i. Georgia

- j. South Carolina
- k. North Carolina

[SKIP TO B.5A]

[MP]

[SHOW MAP 4]

[IF B2A>0]

B.4A.MULTI. Of your [answer to B.2A] nights away from home, how many nights do you spend in each of the following regions of Southeast U.S. during a typical trip that includes saltwater related recreation? These areas are shown on the map.

Note: You may leave the default At 0 Nights but please enter the nights to match your total above.

- a. Texas **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- b. Louisiana **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- c. Mississippi **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- d. Alabama **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- e. Northwest Florida **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- f. Southwest Florida **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- g. Florida Keys **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- h. Florida's Atlantic Coast **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- i. Georgia **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- j. South Carolina **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**
- k. North Carolina **[PULL DOWN MENU; 0-48 NIGHTS, MORE THAN 48 NIGHTS]**

[MP]

B.5A. During your typical trip to the Southeast U.S., which of the following saltwater related activities do you participate in? Please check all that apply.

- a. Going to a beach and related activities (swimming, surfing, etc.)
- b. Saltwater fishing from a boat near shore
- c. Deepwater saltwater fishing
- d. Saltwater fishing from a pier or shore
- e. Diving or snorkeling
- f. Non-motorized boating on saltwater (e.g., canoeing, kayaking)
- g. Motorized boating or sailing without fishing
- h. Other **[TEXT BOX]**

[IF SELECTED A-H, SAVE TO LIST FOR B.6A; IF SKIPPED, SEND TO B.7A]

[SP] [SELECT AMONG THE ANSWERS PROVIDED IN B.5A.A-H]

B.6A. Which of the following activities is your most important reason for taking your typical trip to the Southeast U.S.? Choose one.

If participating in multiple activities is equally important, select "multi-activity trip".

- a. Going to a beach and related activities (swimming, surfing, etc.)
- b. Saltwater fishing from a boat near shore
- c. Deepwater saltwater fishing
- d. Saltwater fishing from a pier or shore
- e. Diving or snorkeling
- f. Non-motorized boating on saltwater (e.g., canoeing, kayaking)
- g. Motorized boating or sailing without fishing
- h. Other
- i. Multi-activity trip

[SP]

B.7A. How would you rate the overall quality of the area you typically visit for your primary saltwater based activities in the Southeast U.S.?

- a. Poor
- b. Fair
- c. Good
- d. Very good
- e. Excellent

[SEND TO B.9]

[SHOW MAP 4]

B.9. Excluding any past trip(s) to Northwest Florida, how many trips with saltwater related activities did you take to other areas in the Southeast since June 1, 2010?

_____ trips **[PULL DOWN MENU; '0 (NO OTHER TRIPS)', 1-48 NIGHTS, MORE THAN 48 NIGHTS]**

IF '0 (NO OTHER TRIPS)' SEND TO B.11, OTHERWISE SEND TO B.10.A

B.10.a. You reported [answer to B.9] trip(s) with saltwater related activities to the Southeast region (excluding Northwest Florida) since June 1, 2010. How many trip(s) did you take to each state or area?

[SHOW MAP 4; PULL DOWN MENU: '0 (NONE)', 1, 2,...-48, AND MORE THAN 48. SHOW "0" AS THE DEFAULT]

SELECT ONE ANSWER FOR EACH STATE OR AREA IF NOT "0".

NOTE: THESE NUMBERS MAY BE HIGHER THAN YOUR TOTAL IF YOU VISITED MULTIPLE STATES OR AREAS ON A SINGLE TRIP.

- a. Texas
- b. Louisiana
- c. Mississippi
- d. Alabama
- e. Southwest Florida
- f. Florida Keys
- g. Florida's Atlantic Coast
- h. Georgia
- i. South Carolina
- j. North Carolina

[SHOW STATES SELECTED IN B10A]

B.10.b. How many total nights did you spend in each state or area since June 1, 2010? **[PULL DOWN MENU FOR EACH SELECTION IN B.10.A:0-48 AND 'MORE THAN 48']**

If you did not spend any nights in an area, please select "0" so we know it wasn't skipped. Thanks.

- a. Texas
- b. Louisiana
- c. Mississippi
- d. Alabama
- e. Southwest Florida
- f. Florida Keys
- g. Florida's Atlantic Coast
- h. Georgia
- i. South Carolina
- j. North Carolina

[SP]

B.11. Were any of your trips to the Southeast U.S. since June 1, 2010, including your trip(s) to Northwest Florida you previously reported, affected by the oil that was spilled into the Gulf of Mexico last summer?

By 'affected' we mean trips that were either cut short, trips that were a replacement for one that was canceled, trips that were added (likely to other areas), or trips where you changed your activities (e.g., going hiking, staying at the pool, or boating/fishing in freshwater).

Yes 1 **[SEND TO B.12]**
No..... 2 **[SEND TO B.13]**

[IF REFUSED, SEND TO B.13]

[IF B9>=1SHOW ITEMS SELECTED IN B10A]

[NUMBER OF TRIPS AFFECTED (B.12.I.A: PULL DOWN MENU WITH 1-48, MORE THAN 48). MUST BE NO GREATER THAN TOTAL NUMBER OF TRIPS FOR THE GIVEN REGION]

[HOW THESE TRIPS WERE AFFECTED (B.12.I.B: PULL DOWN MENU: CUT SHORT, REPLACEMENT, ADDED, DIFFERENT ACTIVITIES, MULTIPLE)]

B.12. The table below lists your number of reported trips for each area. Please indicate how many of these trips were affected by the oil spill and how they were affected.

If multiple trips to the same area were affected differently, please select 'multiple'.

Region	Total Number of Trips	Number of Trips Affected	How Trips Were Affected
Texas	Answer in B10A		
Louisiana	Answer in B10A		
Mississippi	Answer in B10A		
Alabama	Answer in B10A		
Northwest Florida	Answer in B.1d		
Southwest Florida	Answer in B10A		
Florida Keys	Answer in B10A		
Florida's Atlantic Coast	Answer in B10A		
Georgia	Answer in B10A		
South Carolina	Answer in B10A		
North Carolina	Answer in B10A		

[SP]

B.13. Did you cancel any coastal trips to the U.S. Gulf of Mexico due to the oil spill that started in April 2010 and continued through last summer?

Yes 1[SEND TO B.14.A]
 No 2[SEND TO C.1]

[IF REFUSED, SEND TO C.1]

[MP]

B.14.a. Where did you intend to visit for the trips you cancelled? Check all that apply.

- a. Texas
- b. Louisiana
- c. Mississippi
- d. Alabama
- e. Northwest Florida
- f. Southwest Florida
- g. Florida Keys

[RESPONSES FROM B.14.A]

[PULL DOWN MENU:1, 2, 3... 48, MORE THAN 48 FOR EACH STATE/REGION SELECTED IN B.14.A]

B.14.BTOTAL. HOW MANY TRIPS IN TOTAL THAT WOULD HAVE INCLUDED SALTWATER BASED RECREATION HAVE YOU CANCELED TO THE GULF STATES BECAUSE OF THE OIL SPILL THAT STARTED IN APRIL 2010?

B.14.b. How many trips did you cancel to each area?

NOTE: THESE NUMBERS MAY BE HIGHER THAN YOUR TOTAL IF YOU VISITED MULTIPLE STATES OR AREAS ON A SINGLE TRIP.

[ASK SECTION C IF GROUP=1]
[IF GROUP=2, SKIP TO SECTION D]

[SHOW C1 AND C2 ON THE SAME SCREEN]

C.1. We would like to ask you some more details about the most recent trip you took to Northwest Florida that involved saltwater related activities. This could be a day trip or a longer trip that lasted one or more nights.

How many adults (at least 18 years of age at the time of the trip) including yourself and children (aged 17 or younger), went on this trip?

- a. total adults in group [PULL DOWN MENU: 1, 2, ... 12, MORE THAN 12]
- b. total children in group [PULL DOWN MENU: 0, 1, ... 12, MORE THAN 12]

[SP]

C.2. What was your primary method of transportation between your permanent home and Northwest Florida (that is, how did you travel the majority of the distance)?

- a. Owned passenger car/truck/SUV
- b. Rental passenger car/truck/SUV
- c. Owned RV
- d. Rented RV
- e. Commercial or private aircraft
- f. Other [TEXT-BOX]

[DISPLAY C.3A, C.3B & C.3C ON THE SAME SCREEN]
[NUMBER BOX 0-999,999]

C.3a. Next we are going to ask a few questions about how much you spent on this trip, including what you might have paid for other people in your group. If you did not pay or the category does not apply to your trip, please enter a "0".

About how much did you spend for round-trip transportation costs on this trip? This includes plane tickets, car rental, fuel, parking and tolls.

\$ _____

[NUMBER BOX 0-999,999]

C.3b. About how much did you spend on lodging during this trip?

\$ _____

[SP]

C.3c. What type of lodging did you primarily use?

- a. Hotel or motel
- b. Timeshare
- c. Rented condo, apartment, or house
- d. Bed & breakfast
- e. Campground
- f. Stayed with family or friends
- g. Stayed at home (day trip)_
- h. Other

[MP]

[NUMBER BOXES 0-999,999]

[RADIO BUTTON]

[DYNAMICALLY UPDATE TOTAL]

C.3d. About how much did you spend for the following items during this trip and how much of that was spent in the Northwest Florida region(s) that you visited?

		How much did you spend?	How much did you spend in the Northwest Florida region(s)?			
			None (0%)	Some (1-49%)	Most (50-75%)	Nearly all (76-100%)
a.	Boat rental, fuel and oil	\$ _____				
b.	Ramp, mooring, and / or parking fees	\$ _____				
c.	Charter/party/diving fees	\$ _____				
d.	Sport equipment rental (chairs, tanks, etc.)	\$ _____				
e.	Sport equipment purchases (tackle, fins, kites, etc.)	\$ _____				
f.	Miscellaneous (sunscreen, towels, hats, souvenirs, etc.)	\$ _____				
g.	Food and beverage from stores	\$ _____				
h.	Food and beverage from restaurants	\$ _____				
i.	Clothing and accessories	\$ _____				
j.	Other entertainment (movies, museums, etc.)	\$ _____				

k.	Other [text box]	\$ _____				
	TOTAL	\$ _____				

[DOV: TC=SUM OF ANSWERS IN C3A AND C3B]
[IF C3A=MISSING AND C3B~=MISSING, TC=C3B]
[IF C3B=MISSING AND C3A~=MISSING, TC=C3A]
[IF C3A=MISSING/0 AND C3B=MISSING/0, TC=175]
[IF TC>1250, TC=1250]

[DOV: Y1 = RANDOM SELECTION OF 25%, 50%, 75%, 100%, 125%]

[SP]
[PROMPT IF KSKIP]
[LIMIT X1 TO TWO DECIMALS]

C.7. Trip costs such as travel and lodging expenses change over time. For example, gas prices fell during the 1990s and rose during 2004 and 2008. They have also been rising during 2011. Would you have visited Northwest Florida for your most recent trip if your *travel and lodging expenses* were \$ **[X1]** higher? **[WHERE X1 = TC*Y1]**

Yes..... 1**[SEND TO C.9Y]**
 No..... 2**[SEND TO C.9N]**

[IF REFUSED, SEND TO C.9N]

[SP]

C.9Y. How sure are you that you would actually be willing to pay that much more?

- a. Very sure
- b. Somewhat sure
- c. Neither sure or unsure
- d. Somewhat unsure
- e. Very unsure

[SP]

C.9N. If cost was a factor in your decision, which of the following statements best describes what you would have done instead of taking your past trip to Northwest Florida? Select one:

- a. I would have stayed home

- b. I would have taken a similar trip closer to my home
- c. I would have taken a shorter trip to the same location
- d. I would have taken a trip, but a different type of trip
- e. I would have done some other activity
- f. Unsure

[SP][SHOW MAP1]

D.1 Do you plan to take any trips during the next 12 months to any coastal area in the U.S. Gulf of Mexico or South Atlantic (i.e., Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, South Carolina or North Carolina) that would include saltwater related activities?

Note: Only count the trips that you really think you will take, not the trips that you hope you will take.

Yes1[SEND TO 2Y]
 No2[SEND TO 2N]

[MP]

[IF D1=2 OR REFUSED]

D.2N. Why are you not planning to take any such trips? Please check all that apply.

- a. High price of gasoline
- b. Effects of the Gulf oil spill
- c. Reduced income due to economy
- d. Change in employment status
- e. Change in family situation
- f. Other [TEXT BOX]

IF SELECT 'B' SEND TO D.3, OTHERWISE SEND TO D.4

D.2Y.a. About how many trips involving saltwater related activities do you plan to take during the next 12 months to the U.S. Gulf of Mexico or South Atlantic (i.e., Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, South Carolina or North Carolina)?

We realize that this may be difficult to know, please use your best estimate.

NOTE: YOU MAY LEAVE THE DEFAULT IF YOU DO NOT PLAN TO TAKE A TRIP, WE WILL ASSUME IT IS "0".

_____ trips **[PULL DOWN MENUS: 0 (NONE), 1-48 TRIPS, MORE THAN 48 TRIPS]**

[IF REFUSED, SEND TO D.4]

[SP]

D.2Y.b. Have any of your planned trips to the Southeast U.S. during the next 12 months been affected by the oil that was spilled into the Gulf of Mexico last summer?

By 'affected' we mean trips that you have decided to cut short, trips that will be a replacement for one that was canceled, trips to different areas, or trips where you are planning different activities (e.g., going hiking, staying at the pool, or boating/fishing in freshwater) because of the spill.

Yes 1[SEND TO D.3]

No..... 2[SEND TO D.4]

[GRID]

D.3. For each area, please indicate just the number of trips you canceled to each region that would have included saltwater related activities because of the April 2010 oil spill that lasted through the summer.

[SHOW MAP 4; PULL DOWN MENU: '0 (NONE)', 1, 2,...-48, AND MORE THAN 48, SHOW "0" AS THE DEFAULT]

NOTE: YOU MAY LEAVE THE DEFAULT IF YOU DID NOT CANCEL A TRIP, WE WILL ASSUME IT IS "0".

- a. Texas
- b. Louisiana
- c. Mississippi
- d. Alabama
- e. Northwest Florida
- f. Southwest Florida
- g. Florida Keys
- h. Florida's Atlantic Coast
- i. Georgia
- j. South Carolina
- k. North Carolina

[DISPLAY D.4 AND D.5 ON THE SAME SCREEN]

D.4. How do you think the information collected in this survey might be used? [MEDIUM TEXT BOX]

[SP]

D.5. Did your expectation of how the information might be used influence the way you answered any questions?

Yes 1

No..... 2

[SP]

D.6. How did the April 2010 oil spill in the Gulf of Mexico change your impression of the Northwest Florida Coast?

- a. My impression of the Northwest Florida Coast is much worse after the oil spill
- b. My impression of the Northwest Florida Coast is worse after the oil spill
- c. The oil spill has not changed my impression of the Northwest Florida Coast
- d. My impression of the Northwest Florida Coast is better after the oil spill
- e. My impression of the Northwest Florida Coast is much better after the oil spill

IF "C" SEND TO E.1, OTHERWISE SEND TO D.6B

[MP]

[ALLOW UP TO THREE]

D.6b. If your impression of the Northwest Florida Coast was changed by the oil spill, which aspects changed the most? We realize that many aspects may have changed, please try to identify the top three.

- | | | |
|------------------------------------|-------------------------|-------------------------------------|
| a. Beach Quality | g. Climate | m. Environment pollution |
| b. Fishing Quality | h. Natural attractions | n. Variety of recreation activities |
| c. Atmosphere | i. Festivals and events | o. Fame/reputation |
| d. Local food/drink | j. Personal safety | p. Tourist information availability |
| e. Cultural/historical attractions | k. Water sports | q. Quality of the infrastructure |
| f. Seafood Quality/Safety | l. Hygiene and cleaning | |

[SP]

E.1. Lastly, we have some questions to help us determine how representative our sample is with the general population.

Last week did you do any work for either pay or profit? *[radio buttons]*

Yes..... 1[SEND TO E.2]
 No..... 2[SEND TO E.8]

[IF REFUSED, SEND TO E.8]

[DISPLAY E.2 AND E.3 ON THE SAME SCREEN]

E.2. How many hours did you get paid for last week? **[PULL DOWN: 1, 2, ...80]**

_____ hours

[SP]

E.3. Is this a typical number of paid work hours for you? *[radio buttons]*

Yes..... 1[SEND TO E.4B]
 No..... 2[SEND TO E.4]

[SP]

[IF E3=NO OR REFUSED]

E.4. How many hours do you typically get paid for each week? **[PULL DOWN: 1, 2, ...80]**

_____ hours

[SP]

E.4B. Do you typically take time off from work without pay in order to take your saltwater recreation trips?

Yes
No

[SP]

E.5. Do you usually receive overtime pay, tips, or commissions at your main job?

Yes..... 1
No..... 2

[SP]

E.6. What is the easiest way for you to report your total earnings before taxes and other deductions?

- a. hourly [SEND TO E.7A]
- b. weekly [SEND TO E.7B]
- B2. MONTHLY [SEND TO E.7B2]**
- c. annually [SEND TO E.7C]
- d. other (please specify) [OPEN-ENDED BOX] [SEND TO E.7D]

E.7a-d. What are your usual ____ [A-D FROM E.6] ____ earnings before taxes or other deductions?

Notes: Include any overtime pay, tips or commissions if you have any. Include only your own personal income, NOT your household income.

This information will be used to help us explain how higher trip costs might affect the number of trips taken.

a. [PULL DOWN MENU: LESS THAN \$2.50/HOUR, ABOUT \$2.50/HOUR... \$0.50 INCREMENTS TO \$20.00 THEN \$5.00 INCREMENTS TO \$50.00, 'MORE THAN \$50.00]

b. [PULL DOWN MENU: LESS THAN \$500/WEEK, \$500-\$749, \$750-\$999,..... UP TO \$3,000/WEEK?, 'MORE THAN \$3,000/WEEK]

b2. [Pull down menu:

1=Less than \$500

- 2=\$500 to \$999
- 3=\$1,000 to \$1,499
- 4=\$1,500 to \$1,999
- 5=\$2,000 to \$2,499
- 6=\$2,500 to \$2,999
- 7=\$3,000 to \$3,499
- 8=\$3,500 to \$3,999
- 9=\$4,000 to \$4,499
- 10=\$4,500 to \$4,999
- 11=\$5,000 to \$5,999
- 12=\$6,000 to \$6,999
- 13=\$7,000 to \$7,999
- 14=\$8,000 to \$8,999
- 15=\$9,000 to \$9,999
- 16=\$10,000 to \$12,499
- 17=\$12,500 to \$14,499
- 18=\$15,500 to \$19,999
- 19=\$20,000 or more

c. [PULL DOWN MENU: 1 = LESS THAN \$5,000; 2 = \$5,000 TO \$7,499

3 = \$7,500 TO \$9,999; 4 = "\$10,000 TO \$12,499

5 = \$12,500 TO \$14,999; 6 = "\$15,000 TO \$19,999

7 = \$20,000 TO \$24,999; 8 = \$25,000 TO \$29,999

9 = \$30,000 TO \$34,999; 10 = \$35,000 TO \$39,999

11 = \$40,000 TO \$49,999; 12 = \$50,000 TO \$59,999

13 = \$60,000 TO \$74,999; 14 = \$75,000 TO \$84,999

15 = \$85,000 TO \$99,999; 16 = \$100,000 TO \$124,999

17 = \$125,000 TO \$149,999; 18 = \$150,000 TO \$174,999

19 = \$175,000 OR MORE]

d. \$ [TEXT BOX]

E.8. Including yourself, how many people contribute to the total annual *household* income?

_____ PEOPLE [PULL DOWN: 1 (JUST ME), 2, 3, ... 10 OR MORE]

[CHANGE LANGUAGE OF QF1 TO READ "THIS SURVEY" INSTEAD OF "THIS TOPIC"]

[CLOSE]