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## **APPENDIX E**

### **SURVEY MATERIALS**

This appendix includes survey materials, including:

- ▶ Telephone survey instrument.
  - ▶ Mail survey instrument. Note: only Version 1 is included. All versions are the same except that the choice pairs vary across versions.
  - ▶ Table of choice pairs by survey version.
  - ▶ Mail survey first letter, postcard, and second letter.
  - ▶ Phone survey implementation instructions.
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My name is [fill in] and I am calling from Hagler Bailly in the University Research Park in Madison, WI. We are conducting a study of people's opinions about fishing. May I speak with \_\_\_\_\_?

[If R not available schedule a callback]

You are part of a small group of anglers who have been scientifically selected for this study. Your opinions will represent other anglers like you, but who were not selected for this study.

This is not a marketing or sales call. Also, I want to assure you that your name will never be associated with your answers in any way, and that all your responses will be kept confidential. This survey usually takes about 5 minutes. Have I reached a household at [address]?

1. Since January 1 of this year, on how many days did you spend part or all of the day ice fishing? *[Note to interviewers: in this question we are interested in all days of fishing regardless of location]*

\_\_\_\_\_ Days ice fishing *[IF ZERO, FILL Q3-4 WITH 0 AND GOTO Q5]*

2. Were any of these days ice fishing the waters of Green Bay? When I say the waters of Green Bay I am including the bay of Green Bay, Sturgeon Bay, and the rivers and streams that feed into Green Bay up to their first dam. For example, it would include the Fox River between Green Bay and the dam at DePere.

1 Yes

2 No

*[FILL Q3-4 WITH 0 AND GOTO Q5]*

3. On how many days did you spend part or all of the day ice fishing the waters of Green Bay?

\_\_\_\_\_ Days ice fishing waters of Green Bay

4. On how many days did you spend part or all of the day ice fishing the Fox River between Green Bay and the dam at DePere?

\_\_\_\_\_ Days ice fishing between Green Bay and dam at DePere

*[IF Q4 LE Q3, GOTO Q5; ELSE GOTO Q4\_CHK]*

&lt;Q4\_CHK&gt;

Our definition of the waters of Green Bay includes the Fox River between Green Bay and the dam at DePere. You said that you spent [fill Q4] days ice fishing the Fox River between Green Bay and the dam at DePere, but only [fill Q3] days ice fishing the waters of Green Bay which would include the Fox River between Green Bay and the dam at DePere.

Did you include the number of days ice fishing the Fox River between Green Bay and the dam at DePere as part of the days ice fishing Green Bay?

- 1     **Yes**  
 2     **No**                    *[GOTO Q3]*

&lt;Q4\_CHK\_YES&gt;

I am sorry, I am unclear about how many days you ice fished Green Bay as a whole, and how many of these days were spent ice fishing on the Fox River between Green Bay and the dam at DePere. *[GOTO Q3]*

5.     Since January 1 of this year on how many days did you spend all or part of the day fishing other than ice fishing. [Note to interviewers: in this question we are interested in all days of ice fishing regardless of location]

\_\_\_\_\_ **Days fishing**            *[IF ZERO, FILL Q7 & 8 WITH 0 AND*  
           **(not ice fishing)**        *GOTO CHECK1]*

6.     Were any of these non-ice fishing days fishing the waters of Green Bay? When I say the waters of Green Bay I am including the bay of Green Bay, Sturgeon Bay, and the rivers and streams that feed into Green Bay up to their first dam. For example, it would include the Fox River between Green Bay and the dam at DePere.

1     **Yes**  
 2     **No**                        *[FILL Q7 & 8 WITH 0 AND GOTO CHECK1]*

7.     On how many of these non-ice fishing days did you spend part or all of the day fishing the waters of Green Bay?

\_\_\_\_\_ **Days fishing (not ice fishing) waters of Green Bay**

8. On how many of these non-ice fishing days did you spend part or all of the day fishing the Fox River between Green Bay and the dam at DePere?

\_\_\_\_\_ Days fishing (not ice fishing) between Green Bay and dam at DePere

*[IF Q8 LE Q7 GOTO CHECK1; ELSE GOTO Q8\_CHK]*

<Q8\_CHK>

Our definition of the waters of Green Bay includes the Fox River between Green Bay and the dam at DePere. You said that you spent [fill Q8] days fishing the Fox River between Green Bay and the dam at DePere, but only [fill Q7] days fishing the waters of Green Bay which would include the Fox River between Green Bay and the dam at DePere.

Did you include the number of days fishing the Fox River between Green Bay and the dam at DePere as part of the days fishing Green Bay?

- 1 Yes  
2 No *[GOTO Q7]*

<Q8\_CHK\_YES>

I am sorry, I am unclear about how many days you fished Green Bay as a whole, and how many of these days were spent fishing on the Fox River between Green Bay and the dam at DePere. *[GOTO Q7]*

<CHECK1>

*[IF Q3 = 0 AND Q7 = 0 GOTO NOT RECENT; ELSE GOTO Q12]*

<NOT RECENT>

9. Have you ever fished on the waters of Green Bay?

- 1 Yes  
2 No *[GOTO Q11a]*

10. Why haven't you fished the waters of Green Bay since January 1? [ Do not read categories, listen to response and code using the following categories. If unsure of how to code, enter verbatim under "other". The program will accept up to 6 reasons. After each response, probe with "Any other reasons?"]

- 0 No more mentioned
- 1 Contaminants in the fish
- 2 PCBs in fish
- 3 Fish aren't safe to eat
- 4 Pollution
- 5 Fish don't taste good
- 6 Lost interest
- 7 No time for fishing anymore
- 8 There are better places to fish
- 9 Other ---> \_\_\_\_\_

- 11a. Would you consider fishing the waters of Green Bay if conditions were different?

- 1 Yes [GOTO Q11B]
- 2 No [GOTO Q12]

- 11b. What things would have to change before you would consider fishing the waters of Green Bay? [ Do not read categories, listen to response and code using the following categories. If unsure of how to code, enter verbatim under "other". The program will accept up to 6 reasons. After each response, probe with "Any other reasons?"]

- 0 No other mentioned
- 1 I would not fish Green Bay under any circumstances
- 2 I would fish Green Bay if I lived closer
- 3 The catch rates would have to improve on Green Bay
- 4 Have to clean up Green Bay
- 5 Have to have cleaner fish in Green Bay
- 6 Other \_\_\_\_\_
- 7 Have to get a boat
- 8 Need a bigger/different boat
- 9 Need more time to fish

12. Anglers have different feelings about how important it is to be able catch fish that are free of contaminants. Would you say it is "Not at all Important", "Somewhat Important" or "Very Important" to you that fish you catch are free of contaminants.

- 1 Not at all important
- 2 Somewhat important
- 3 Very important

13. I am going to read to you 10 actions that might be taken to improve the quality of fishing in Wisconsin. Six of these actions are for the waters of Green Bay and the other four are for other waters. For each statement please tell me if, compared to other things that could be done to improve fishing, you think taking this action is "Not at all Important", "Somewhat Important" or "Very Important".

[Read each action, divide into two blocks, Green Bay actions and non-Green Bay. Randomly select block to use first and systematically vary starting item within block.]

**Not at all    Somewhat    Very**  
**Important    Important    Important**

**Block 1**

Here are six actions that could be taken to improve the quality of fishing on the waters of Green Bay

Increase the average catch of sport fish like trout, salmon, bass and walleye on the waters of Green Bay.....	1	2	3
Increase the average catch of pan fish like yellow perch on the waters of Green Bay.....	1	2	3
Clean up contaminants so that none of fish caught in the waters of Green Bay are contaminated.....	1	2	3
Make existing boat ramps around Green Bay free...	1	2	3
Improve the clarity of the water in Green Bay.....	1	2	3
Provide additional public launch facilities on Green Bay.....	1	2	3

**Not at all    Somewhat    Very**  
**Important   Important   Important**

**Block 2**

Here are four actions that could be taken to improve the quality of fishing on the inland waters of Wisconsin

Clean up contaminants so that none of the fish caught in the inland waters of Wisconsin are contaminated.....	1	2	3
Provide additional public boat launch facilities on inland waters.....	1	2	3
Reduce the cost of launching a boat on inland lakes	1	2	3
Reduce the cost of fishing licenses.....	1	2	3

14. In what year did you first fish?

\_\_\_ Year first fished

*[IF Q9 = 2, GOTO Q16]*

15. In what year did you first fish the waters of Green Bay?

\_\_\_ Year first fished waters of Green Bay

16. Do you, or does someone in your household, own a boat?

- 1    Yes
- 2    No

17. Do you have a vacation home or cabin?

1    Yes ---->    About how many miles is it from your vacation home or cabin to the bay of Green Bay?

\_\_\_ Miles to bay of Green Bay  
0    Less than 1 mile

2    No

18. What is your age?

\_\_\_\_\_ Age

19. Do you work at a job for which you receive wages or a salary?

1 Yes ----> Which category best describes your employment status?  
(*READ LIST*)

1 Full time

2 Part time

2 No ----> Which category best describes you? (*READ LIST*)

1 Student

2 Retired

3 Homemaker

4 Unemployed

5 Other

6 Self employed

20. Which of the following 5 categories best describes your race? (*READ LIST*)

1 Native American

2 Asian

3 African American

4 Hispanic

5 Caucasian

6 Other (*Please specify* \_\_\_\_\_ )

21. Including yourself, how many people reside in your household?

\_\_\_\_\_ Number of people in household

22. Including yourself, how many of these are 16 or more years old?

\_\_\_\_\_ Number of people in household above the age of 16



## 23. INTERVIEWER: RECORD GENDER

- 1     **Male**  
 3     **Female**

*[if q1=0 and q5=0, gbfish=0 (not fished in 1998) goto terminate]*

*[if q1 gt 0 and q5=0 and q3=0, gbfish=1 (ice fished only, not GB) goto terminate]*

*[if q1 gt 0 and q5=0 and q3 gt 0, gbfish=2 (ice fished only, GB) goto terminate]*

*[if q1 ge 0 and q5 gt 0 and q7=0, gbfish=3 (non-ice fished, not GB) recruit]*

*[if q1 ge 0 and q5 gt 0 and q7 gt 0, gbfish=4 (non-ice fished, GB) recruit]*

One purpose of this study is to collect information to help make better decisions about managing fishing in Wisconsin. We would like to contact you by mail to learn more about your opinions about fishing in Wisconsin.

We selected you for this study using records of individuals who purchased fishing licenses in 1997. Can I confirm your name and address to make sure we have the correct address to send the materials? *[IF R IS HESITANT, GOTO HESITANT]*

NAME: @name

STREET ADDRESS: @address

CITY: @city

STATE: @state   ZIP: @zip

PHONE NUMBER: @phone

We will be sending you the survey within the next week or two. We can't afford to pay you for your time to complete the survey, but we will include a token of our appreciation along with the survey.

Because we will be combining the answers you gave us today with your answers from the survey, it is important that you, **and not someone else** in your household fill out the mail survey. Some of the questions in the survey will ask how many days you have been fishing since this call. It would be very helpful to us if you could keep track of the number of days you go fishing between now and the time you get our survey.

*[GOTO TERMINATE]*

<HESITANT>

You have been scientifically selected to participate in this study. By helping us out with this mail survey you will be representing the opinions of other anglers like yourself, but who were not chosen for this study. We can't afford to pay you for your time to complete the survey, but we will include a token of our appreciation along with the survey. Would you be willing to help us out?

*[If NO, GOTO TERMINATE]*

Can I confirm your name and address to make sure we have the correct address to send the materials?

NAME: @name  
STREET ADDRESS: @address  
CITY: @city  
STATE: @state ZIP: @zip  
PHONE NUMBER: @phone

We will be sending you the survey within the next week or two.

Because we will be combining the answers you gave us today with your answers from the survey, it is important that you, **and not someone else** in your household fill out the mail survey. Some of the questions in the survey will ask how many days you have been fishing. It would be very helpful to us if you could keep track of the number of days you go fishing between now and the time you get our survey.

>TERMINATE<

Thanks for your help. That is all the questions we have for you.

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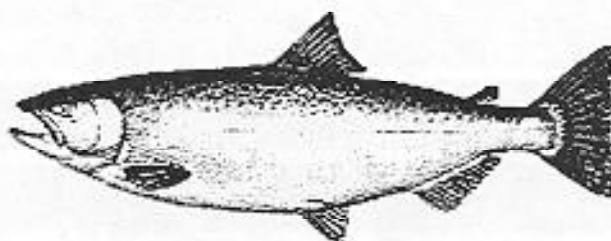
# What Do You Think About Fishing the Waters of Green Bay?

1998 Angler Survey

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**Walleye**



**Chinook Salmon**



**Yellow Perch**



**Smallmouth Bass**

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Research Conducted by Hagler Bailly  
Please return survey to:  
Green Bay Fishing Survey  
Hagler Bailly, University Research Park  
455 Science Drive  
Madison, WI 53711-1058

## The Waters of Green Bay

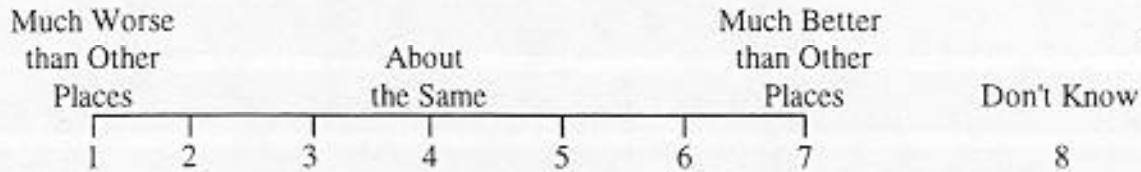
For this survey, the “waters of Green Bay” include the bay of Green Bay, Sturgeon Bay, and the rivers and streams that feed into Green Bay up to their first dam. If there are no dams along the tributary, the full length of the tributary is considered to be part of the waters of Green Bay. Tributary rivers are shown on this map, smaller tributary streams are not.



Waters of Green Bay

**1** Portions of this survey are about your fishing activities on the waters of Green Bay. For this survey, the "waters of Green Bay" include the bay of Green Bay, Sturgeon Bay, and the rivers and streams that feed into Green Bay up to their first dam (see map).

On a scale from 1 to 7 where 1 means "Much Worse" and 7 means "Much Better", how do you rate the quality of fishing on the waters of Green Bay compared to other places you fish? *Circle one number*



**2** Please provide a comment that will help us understand your rating in Question 1. *Fill in the blank*

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**3** Have you been fishing since the day we called you about this study? (            )  
*Circle one number*

1 No

2 Yes 

(If "Yes") Since the day we called you, on how many additional days did you spend all or part of the day fishing . . .

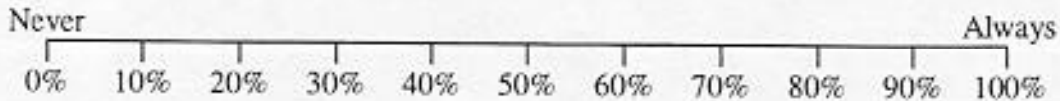
\_\_\_\_\_ the waters of Green Bay? *Fill in the number of days*

\_\_\_\_\_ elsewhere? *Fill in the number of days*

**4** On a scale from 1 to 5 where 1 means “Never” and 5 means “Almost Always”, when you fish the waters of Green Bay, how often do you fish for each of the following? *Circle one letter for each*

	Never	Seldom	Sometimes	Often	Almost Always
Yellow perch.....	1	2	3	4	5
Trout\salmon.....	1	2	3	4	5
Walleye.....	1	2	3	4	5
Smallmouth bass.....	1	2	3	4	5
Carp\catfish\white bass.....	1	2	3	4	5
Whatever is biting.....	1	2	3	4	5

**5** Excluding ice fishing, on what percent of your fishing days on the waters of Green Bay do you fish from a boat? *Circle one number*



If 0%

skip to **7**

**6** When you fish from a boat on the waters of Green Bay how many anglers, including yourself, are typically in the boat? *Fill in the blank*

\_\_\_\_\_ number of anglers

**7** On a scale from 1 to 5 where 1 means “Least Important” and 5 means “Most Important”, how would you rate the following actions in terms of how they would enhance your recreational fishing on the waters of Green Bay? *Circle one number for each action*

	Least Important				Most Important
	1	2	3	4	5
Adding more boat launch facilities.....	1	2	3	4	5
Adding more shoreline parks, nature centers, and trails.....	1	2	3	4	5
Increasing water clarity.....	1	2	3	4	5
Increasing catch rates.....	1	2	3	4	5
Cleaning up PCBs so fish consumption advisories can be reduced or eliminated.....	1	2	3	4	5
Other ---> Please specify _____.....	1	2	3	4	5

**8** For this survey we define an average catch rate as how often, on average, a typical angler would catch the type of fish he or she is targeting. For example, an average catch rate might be 2 hours per fish or 30 minutes per fish. Of course, the actual catch rate will vary from day to day and across anglers.

The average catch rate is *not the same* as the bag limit. The bag limit is the number of fish an angler can legally keep each day.

On a scale of 1 to 5, where 1 means “Strongly Disagree” and 5 means “Strongly Agree”, how do you feel about each of the following statements? *Circle one number for each statement*

	Strongly Disagree		Neither Agree nor Disagree		Strongly Agree
	1	2	3	4	5
We should increase catch rates by increasing Green Bay fish populations.....	1	2	3	4	5
We should not let Green Bay fish populations decline because that would cause catch rates to decline.....	1	2	3	4	5

**9** Fish consumption advisories (FCAs) for the waters of Green Bay are issued when concentrations of PCBs in the fish may cause health problems in humans. Green Bay FCAs tell how often one can safely eat meals of Green Bay fish.

PCBs are substances that were used by industry until the mid 1970's. PCBs released into the environment accumulate in sediments at the bottom of lakes and streams. PCBs get into fish through the food chain.

Before you received this survey, had you heard or read about fish consumption advisories for the waters of Green Bay? *Circle one number*

- 1 No
- 2 Yes
- 3 Not sure

**10** FCAs vary by fish species and fish size. FCAs for PCBs can take these levels:

- Unlimited consumption
- Eat no more than one meal a week
- Eat no more than one meal a month
- Eat no more than one meal every two months
- Do not eat

Eating more fish than is recommended in the FCA for PCBs:

- for women, increases the risk of bearing children who have learning disabilities or develop more slowly.
- for everyone, may increase your risk of cancer.

PCBs *do not* affect the taste or smell of fish, or the appearance, number, or size of fish.

On a scale from 1 to 5 where 1 means "Not at All Bothersome" and 5 means "Very Bothersome" answer the following question. For the fish you would like to fish for in the waters of Green Bay, how much would it bother you, if at all, if PCBs resulted in the following fish consumption advisories? *Circle one number for each advisory*

	Not at All Bothersome			Very Bothersome	
	1	2	3	4	5
Eat no more than one meal a week.....	1	2	3	4	5
Eat no more than one meal a month.....	1	2	3	4	5
Do not eat.....	1	2	3	4	5



**11** In response to the existing fish consumption advisories for the waters of Green Bay, do you do any of the following? *Circle one number for each statement*

	No ▼	Yes ▼
spend fewer days fishing the waters of Green Bay.....	1	2
change the <i>places I fish</i> on the waters of Green Bay.....	1	2
change the <i>species I fish for</i> on the waters of Green Bay.....	1	2
change the <i>species of fish I keep to eat</i> from the waters of Green Bay.....	1	2
change the <i>size of fish I keep to eat</i> from the waters of Green Bay.....	1	2
change the way Green Bay fish are <i>cleaned or prepared</i> .....	1	2
change the way Green Bay fish are <i>cooked</i> at my house.....	1	2

**12** On average, how much do you *personally* spend for a typical day of fishing on the waters of Green Bay?

If you don't typically spend money on an item please put \$0.

If you split expenses tell us what *you personally* spend.

If you usually take trips of longer than one day, tell us your average cost per day.

*Fill in the blank for each item*

Gas for vehicle and/or boat..... \$ \_\_\_\_\_

Boat launching fee..... \$ \_\_\_\_\_

Motel/hotel..... \$ \_\_\_\_\_

Fishing gear (lines, lures, hooks, sinkers, etc.)..... \$ \_\_\_\_\_

Bait..... \$ \_\_\_\_\_

Food and beverages..... \$ \_\_\_\_\_

Guide or charter fees..... \$ \_\_\_\_\_

Other --->Please specify  
 \_\_\_\_\_ \$ \_\_\_\_\_

Add up the total ..... \$ \_\_\_\_\_

- 13** On a scale of 1 to 5, where 1 means “Strongly Disagree” and 5 means “Strongly Agree”, how do you feel about each of the following statements about boat launch fees? If you don’t fish from a boat, please think of the daily boat launch fee as a fee you would have to pay to fish the waters of Green Bay. *Circle one number for each statement*

	Strongly Disagree		Neither Agree nor Disagree		Strongly Agree
I would be willing to pay higher boat launch fees if catch rates were higher on the waters of Green Bay.....	1	2	3	4	5
I would be willing to pay higher boat launch fees if the fish had no PCB contamination.....	1	2	3	4	5

- 14** The next questions ask you to evaluate a wide range of alternative fishing conditions for the waters of Green Bay. In each question, there are two alternatives, A and B (see **15**). For each question, tell us if you would prefer to fish the waters of Green Bay under Alternative A or Alternative B.

When choosing an alternative keep in mind that the fish consumption advisory is for an average size fish of that species. The boat launch fee is for your share of a daily boat launch fee. If you don’t fish from a boat, think of the daily boat launch fee as a daily fee you personally would have to pay to fish the waters of Green Bay.

Please review **15**. You will notice Alternative B has:

- Better catch rates for yellow perch and walleye than Alternative A
- Less restrictive consumption advisories for trout/salmon, walleye and smallmouth bass than Alternative A
- A higher cost to launch a boat (or a higher daily fee if not fishing from a boat) than in Alternative A

Some anglers might prefer Alternative B while others might prefer Alternative A. Even if you wouldn’t fish the waters of Green Bay under either alternative, tell us which alternative you would prefer. Later you can tell us how often, if at all, you would fish the waters of Green Bay under the alternative you prefer.

**15** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

Alternative A ▼	Alternative B ▼
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**Yellow Perch**

Average catch rate for a typical angler.....	40 minutes per perch	30 minutes per perch
Fish consumption advisory....	No more than one meal per week	No more than one meal per week

**Trout and Salmon**

Average catch rate for a typical angler.....	2 hours per trout/salmon	2 hours per trout/salmon
Fish consumption advisory....	Do not eat	No more than one meal per month

**Walleye**

Average catch rate for a typical angler.....	8 hours per walleye	4 hours per walleye
Fish consumption advisory....	Do not eat	No more than one meal per month

**Smallmouth bass**

Average catch rate for a typical angler.....	2 hours per bass	2 hours per bass
Fish consumption advisory....	No more than one meal per month	Unlimited consumption

**Your share of the**

daily launch fee.....	Free	\$3
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Check the box for the alternative you prefer.....



**16** Please comment on how you chose between Alternative A and Alternative B in **15**?  
*Fill in the blanks*

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**17** How often would you fish the waters of Green Bay if it had the conditions described by the alternative you just chose (A or B)? Your answer could depend on a number of factors:

- How many days you typically fish in a year and how many of those days are spent fishing the waters of Green Bay.
- How much you enjoy fishing the waters of Green Bay compared to other places you might fish
- How far you live from Green Bay compared to other places you might fish
- The cost of fishing the waters of Green Bay compared to other places you might fish
- Whether you think the conditions for the waters of Green Bay in the alternative you just chose are better, worse, or about the same as current conditions.
- The more you fish the waters of Green Bay the less time you will have for fishing elsewhere.

Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **15** ? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay in a typical year

**18** Please comment on how you answered **17** . *Fill in the blank*

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**19** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

	Alternative A ▼	Alternative B ▼
Yellow Perch	30 minutes per perch Unlimited consumption	20 minutes per perch Eat no more than 1 meal a week
Trout and Salmon	12 hours per trout/salmon Eat no more than 1 meal a week	6 hours per trout/salmon Eat no more than 1 meal a month
Walleye	2 hours per walleye Eat no more than 1 meal a week	4 hours per walleye Eat no more than 1 meal a month
Smallmouth bass	4 hours per bass Unlimited consumption	12 hours per bass Eat no more than 1 meal a month
Your share of the daily launch fee	\$7	\$10
Check the box for the alternative you prefer	<input type="checkbox"/>	<input type="checkbox"/>

**20** Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **19**? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay

**21** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

	Alternative A ▼	Alternative B ▼
Yellow Perch	10 minutes per perch Eat no more than 1 meal a month	1 hour per perch Eat no more than 1 meal a week
Trout and Salmon	2 hours per trout/salmon Do not eat	4 hours per trout/salmon Do not eat
Walleye	6 hours per walleye Do not eat	1 hour per walleye Do not eat
Smallmouth bass	1 hour per bass Do not eat	2 hours per bass Eat no more than 1 meal a month
Your share of the daily launch fee	\$12	\$3
Check the box for the alternative you prefer	<input type="checkbox"/>	<input type="checkbox"/>

**22** Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **21**? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay

**23** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

	Alternative A ▼	Alternative B ▼
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Yellow Perch	40 minutes per perch Unlimited consumption	10 minutes per perch Unlimited consumption
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Trout and Salmon	1 hour per trout/salmon Do not eat	8 hours per trout/salmon Eat no more than 1 meal a month
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Walleye	12 hours per walleye Eat no more than 1 meal a month	8 hours per walleye Eat no more than 1 meal a month
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Smallmouth bass	8 hours per bass Eat no more than 1 meal a month	6 hours per bass Eat no more than 1 meal a week
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Your share of the daily launch fee	\$15	\$9
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Check the box for the alternative you prefer	<input type="checkbox"/>	<input type="checkbox"/>
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**24** Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **23**? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay

**25** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

	Alternative A ▼	Alternative B ▼
Yellow Perch	1 hour per perch Unlimited consumption	30 minutes per perch Unlimited consumption
Trout and Salmon	2 hours per trout/salmon Unlimited consumption	6 hours per trout/salmon Do not eat
Walleye	4 hours per walleye Unlimited consumption	1 hour per walleye Do not eat
Smallmouth bass	8 hours per bass Unlimited consumption	1 hour per bass Eat no more than 1 meal a month
Your share of the daily launch fee	Free	\$5
Check the box for the alternative you prefer	<input type="checkbox"/>	<input type="checkbox"/>

**26** Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **25**? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay



**27** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

	Alternative A ▼	Alternative B ▼
Yellow Perch	20 minutes per perch Unlimited consumption	40 minutes per perch Unlimited consumption
Trout and Salmon	4 hours per trout/salmon Do not eat	8 hours per trout/salmon Eat no more than 1 meal a month
Walleye	12 hours per walleye Do not eat	6 hours per walleye Do not eat
Smallmouth bass	4 hours per bass Eat no more than 1 meal a month	2 hours per bass Eat no more than 1 meal a month
Your share of the daily launch fee	Free	\$2
Check the box for the alternative you prefer	<input type="checkbox"/>	<input type="checkbox"/>

**28** Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **27**? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay

**29** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

	Alternative A ▼	Alternative B ▼
Yellow Perch	20 minutes per perch Unlimited consumption	40 minutes per perch Eat no more than 1 meal a month
Trout and Salmon	1 hour per trout/salmon Eat no more than 1 meal a month	12 hours per trout/salmon Do not eat
Walleye	2 hours per walleye Do not eat	8 hours per walleye Do not eat
Smallmouth bass	6 hours per bass Eat no more than 1 meal a month	12 hours per bass Do not eat
Your share of the daily launch fee	\$5	\$3
Check the box for the alternative you prefer	<input type="checkbox"/>	<input type="checkbox"/>

**30** Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **29**? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay

**31** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

	Alternative A ▼	Alternative B ▼
Yellow Perch	1 hour per perch Unlimited consumption	10 minutes per perch Unlimited consumption
Trout and Salmon	8 hours per trout/salmon Eat no more than 1 meal a week	6 hours per trout/salmon Unlimited consumption
Walleye	12 hours per walleye Eat no more than 1 meal a week	2 hours per walleye Unlimited consumption
Smallmouth bass	1 hour per bass Unlimited consumption	2 hours per bass Unlimited consumption
Your share of the daily launch fee	\$10	\$15
Check the box for the alternative you prefer	<input type="checkbox"/>	<input type="checkbox"/>

**32** Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **31**? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay

**33** If you were going to fish the waters of Green Bay, would you prefer to fish the waters of Green Bay under Alternative A or Alternative B? *Check one box in the last row*

	Alternative A ▼	Alternative B ▼
Yellow Perch	10 minutes per perch Eat no more than 1 meal a week	30 minutes per perch Eat no more than 1 meal a week
Trout and Salmon	1 hour per trout/salmon Do not eat	4 hours per trout/salmon Eat no more than 1 meal a month
Walleye	4 hours per walleye Do not eat	6 hours per walleye Eat no more than 1 meal a month
Smallmouth bass	4 hours per bass Eat no more than 1 meal a month	8 hours per bass Eat no more than 1 meal a month
Your share of the daily launch fee	\$2	\$9
Check the box for the alternative you prefer	<input type="checkbox"/>	<input type="checkbox"/>

**34** Excluding ice fishing, how many days, on average, would you fish the waters of Green Bay in a typical year if the conditions on the waters of Green Bay were those described in the alternative you chose in **33**? *Fill in the blank*

\_\_\_\_\_ days fishing the waters of Green Bay

- 35** On a scale from 1 to 5 where 1 is "Not at All Important" and 5 is "Very Important", when you were making your choices in **15** through **34**, how important were each of the following? *Circle one number for each*

	Not at All Important					Very Important				
	1	2	3	4	5	1	2	3	4	5
The average catch rate for <i>yellow perch</i> .....	1	2	3	4	5					
The fish consumption advisory for <i>yellow perch</i> .....	1	2	3	4	5					
The average catch rate for <i>trout/salmon</i> .....	1	2	3	4	5					
The fish consumption advisory for <i>trout/salmon</i> .....	1	2	3	4	5					
The average catch rate for <i>walleye</i> .....	1	2	3	4	5					
The fish consumption advisory for <i>walleye</i> .....	1	2	3	4	5					
The average catch rate for <i>smallmouth bass</i> .....	1	2	3	4	5					
The fish consumption advisory for <i>smallmouth bass</i> .....	1	2	3	4	5					
Your share of the <i>boat launch fee (or daily access fee if not fishing from a boat)</i> .....	1	2	3	4	5					

- 36** For each of the following kinds of fish, what do you think are the current average catch rates (for all anglers, not just for yourself) on the waters of Green Bay? *Circle letter corresponding to average catch rate closest to current conditions*

	A fish every .....									
	10 minutes	20 minutes	30 minutes	40 minutes	1 hour	2 hours	4 hours	6 hours	8 hours	12 hours
Yellow perch....	A	B	C	D	E	F	G	H	I	J
Trout /salmon ..	A	B	C	D	E	F	G	H	I	J
Walleye.....	A	B	C	D	E	F	G	H	I	J
Smallmouth bass.....	A	B	C	D	E	F	G	H	I	J

- 37** For each of the following kinds of fish, which advisory level do you think is closest to the current fish consumption advisory for an average size fish of that species on the waters of Green Bay? *Circle one letter for each type of fish*



	Unlimited consumption	Eat no more than 1 meal per week	Eat no more than 1 meal per month	Eat no more than 1 meal every 2 months	Do not eat
	A	B	C	D	E
Yellow perch.....	A	B	C	D	E
Trout/salmon.....	A	B	C	D	E
Walleye.....	A	B	C	D	E
Smallmouth bass.....	A	B	C	D	E

**OVER** 

- 38** Approximately, what do you think is the average daily boat launch fee for the waters of Green Bay? *Fill in the blank*

\$ \_\_\_\_\_ average daily launching fee on Green Bay



- 39** Not including ice fishing, how likely are you to go fishing (on the waters of Green Bay and elsewhere) between now and December 31, 1998? *Circle one number*

- 1 I definitely won't fish
- 2 I probably won't fish
- 3 I probably will fish 
- 4 I definitely will fish 

Not including ice fishing, on how many days do you think you will go fishing between now and December 31, 1998?  
*Fill in the blank*

\_\_\_\_\_ additional days of fishing

- 40** If the ice comes in at the usual time this winter, how likely are you to go ice fishing (on the waters of Green Bay and elsewhere) between now and December 31, 1998? *Circle one number*

- 1 I definitely won't go ice fishing
- 2 I probably won't go ice fishing
- 3 I probably will go ice fishing 
- 4 I definitely will go ice fishing 

On how many days do you think you will go ice fishing between now and December 31, 1998? *Fill in the blank*

\_\_\_\_\_ additional days of ice fishing

- 41** What is the highest grade or level of school you have completed? *Circle one number*

- 1 Did not complete high school
- 2 High school diploma or equivalent
- 3 Some college, two year college degree (AS) or technical school
- 4 Four year college graduate (BA, BS)
- 5 Some graduate work but did not receive a graduate degree
- 6 Graduate degree (MA, MS, MBA, PhD, JD, MD, etc.)

- 42** What was your household income (before taxes) in 1997? *Circle one number*

- |                        |                          |
|------------------------|--------------------------|
| 1 Less than \$10,000   | 6 \$50,000 to \$59,999   |
| 2 \$10,000 to \$19,999 | 7 \$60,000 to \$79,999   |
| 3 \$20,000 to \$29,999 | 8 \$80,000 to \$99,999   |
| 4 \$30,000 to \$39,999 | 9 \$100,000 to \$149,999 |
| 5 \$40,000 to \$49,999 | 10 \$150,000 or more     |

Table E-1  
Version 1 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	30 minutes	20 minutes	20 minutes	40 minutes
Trout / Salmon catch rate	12 hours	6 hours	4 hours	8 hours
Walleye catch rate	2 hours	4 hours	12 hours	6 hours
Smallmouth bass catch rate	4 hours	12 hours	4 hours	2 hours
FCA level	FCA 2	FCA 4	FCA 7	FCA 5
Your share of daily launch fee	\$7	\$10	Free	\$2
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	1 hour	20 minutes	40 minutes
Trout / Salmon catch rate	2 hours	4 hours	1 hour	12 hours
Walleye catch rate	6 hours	1 hour	2 hours	8 hours
Smallmouth bass catch rate	1 hour	2 hours	6 hours	12 hours
FCA level	FCA 9	FCA 8	FCA 5	FCA 9
Your share of daily launch fee	\$12	\$3	\$5	\$3
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	40 minutes	10 minutes	1 hour	10 minutes
Trout / Salmon catch rate	1 hour	8 hours	8 hours	6 hours
Walleye catch rate	12 hours	8 hours	12 hours	2 hours
Smallmouth bass catch rate	8 hours	6 hours	1 hour	2 hours
FCA level	FCA 6	FCA 3	FCA 2	FCA 1
Your share of daily launch fee	\$15	\$9	\$10	\$15
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	30 minutes	10 minutes	30 minutes
Trout / Salmon catch rate	2 hours	6 hours	1 hour	4 hours
Walleye catch rate	4 hours	1 hour	4 hours	6 hours
Smallmouth bass catch rate	8 hours	1 hour	4 hours	8 hours
FCA level	FCA 1	FCA 7	FCA 8	FCA 4
Your share of daily launch fee	Free	\$5	\$2	\$9

Table E-2  
Version 2 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	40 minutes	1 hour	1 hour	10 minutes
Trout / Salmon catch rate	2 hours	12 hours	1 hour	12 hours
Walleye catch rate	1 hour	8 hours	12 hours	1 hour
Smallmouth bass catch rate	12 hours	6 hours	12 hours	8 hours
FCA level	FCA 3	FCA 6	FCA 9	FCA 7
Your share of daily launch fee	\$7	\$12	\$9	\$10
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	20 minutes	30 minutes	20 minutes	40 minutes
Trout / Salmon catch rate	12 hours	2 hours	2 hours	4 hours
Walleye catch rate	1 hour	12 hours	6 hours	2 hours
Smallmouth bass catch rate	1 hour	6 hours	4 hours	6 hours
FCA level	FCA 1	FCA 5	FCA 6	FCA 1
Your share of daily launch fee	\$2	\$3	\$15	\$10
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	30 minutes	10 minutes	30 minutes
Trout / Salmon catch rate	6 hours	8 hours	6 hours	8 hours
Walleye catch rate	6 hours	2 hours	8 hours	4 hours
Smallmouth bass catch rate	4 hours	12 hours	1 hour	2 hours
FCA level	FCA 3	FCA 8	FCA 5	FCA 9
Your share of daily launch fee	\$5	Free	Free	\$15
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	20 minutes	40 minutes	10 minutes	40 minutes
Trout / Salmon catch rate	1 hour	4 hours	4 hours	8 hours
Walleye catch rate	8 hours	4 hours	12 hours	1 hour
Smallmouth bass catch rate	2 hours	8 hours	12 hours	4 hours
FCA level	FCA 4	FCA 2	FCA 6	FCA 4
Your share of daily launch fee	\$7	\$12	\$5	\$12



Table E-3  
Version 3 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	30 minutes	30 minutes	20 minutes
Trout / Salmon catch rate	2 hours	1 hour	4 hours	2 hours
Walleye catch rate	2 hours	4 hours	6 hours	12 hours
Smallmouth bass catch rate	8 hours	1 hour	4 hours	2 hours
FCA level	FCA 7	FCA 3	FCA 1	FCA 3
Your share of daily launch fee	\$2	\$3	\$10	\$12
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	30 minutes	20 minutes	1 hour	10 minutes
Trout / Salmon catch rate	12 hours	6 hours	6 hours	8 hours
Walleye catch rate	8 hours	6 hours	12 hours	6 hours
Smallmouth bass catch rate	2 hours	6 hours	6 hours	12 hours
FCA level	FCA 2	FCA 8	FCA 4	FCA 7
Your share of daily launch fee	\$9	\$7	\$2	\$3
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	40 minutes	20 minutes	40 minutes	10 minutes
Trout / Salmon catch rate	6 hours	8 hours	4 hours	12 hours
Walleye catch rate	2 hours	8 hours	8 hours	4 hours
Smallmouth bass catch rate	1 hour	8 hours	1 hour	2 hours
FCA level	FCA 6	FCA 8	FCA 9	FCA 4
Your share of daily launch fee	\$9	\$5	\$7	\$5
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	1 hour	30 minutes	20 minutes
Trout / Salmon catch rate	1 hour	12 hours	1 hour	2 hours
Walleye catch rate	1 hour	4 hours	2 hours	1 hour
Smallmouth bass catch rate	6 hours	12 hours	8 hours	4 hours
FCA level	FCA 2	FCA 5	FCA 5	FCA 9
Your share of daily launch fee	Free	\$15	\$12	\$9

Table E-4  
Version 4 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	40 minutes	1 hour	10 minutes	30 minutes
Trout / Salmon catch rate	1 hour	8 hours	8 hours	4 hours
Walleye catch rate	6 hours	1 hour	12 hours	1 hour
Smallmouth bass catch rate	2 hours	8 hours	4 hours	6 hours
FCA level	FCA 7	FCA 6	FCA 1	FCA 7
Your share of daily launch fee	Free	\$7	\$7	\$15
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	30 minutes	40 minutes	40 minutes	1 hour
Trout / Salmon catch rate	2 hours	12 hours	6 hours	1 hour
Walleye catch rate	8 hours	12 hours	4 hours	8 hours
Smallmouth bass catch rate	12 hours	1 hour	12 hours	2 hours
FCA level	FCA 1	FCA 8	FCA 8	FCA 6
Your share of daily launch fee	\$2	\$15	\$12	\$10
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	20 minutes	40 minutes	30 minutes
Trout / Salmon catch rate	4 hours	6 hours	2 hours	6 hours
Walleye catch rate	2 hours	4 hours	8 hours	12 hours
Smallmouth bass catch rate	4 hours	6 hours	4 hours	8 hours
FCA level	FCA 3	FCA 2	FCA 2	FCA 9
Your share of daily launch fee	\$10	\$3	\$5	\$2
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	20 minutes	1 hour	20 minutes
Trout / Salmon catch rate	2 hours	12 hours	1 hour	4 hours
Walleye catch rate	2 hours	6 hours	6 hours	4 hours
Smallmouth bass catch rate	1 hour	8 hours	12 hours	1 hour
FCA level	FCA 4	FCA 3	FCA 2	FCA 5
Your share of daily launch fee	\$3	Free	\$15	\$9

Table E-5  
Version 5 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	20 minutes	10 minutes	10 minutes	20 minutes
Trout / Salmon catch rate	8 hours	12 hours	2 hours	4 hours
Walleye catch rate	1 hour	2 hours	12 hours	2 hours
Smallmouth bass catch rate	2 hours	6 hours	2 hours	12 hours
FCA level	FCA 1	FCA 9	FCA 8	FCA 2
Your share of daily launch fee	\$12	Free	\$10	\$2
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	40 minutes	10 minutes	1 hour	10 minutes
Trout / Salmon catch rate	2 hours	4 hours	8 hours	12 hours
Walleye catch rate	4 hours	8 hours	8 hours	4 hours
Smallmouth bass catch rate	6 hours	12 hours	1 hour	4 hours
FCA level	FCA 7	FCA 3	FCA 4	FCA 6
Your share of daily launch fee	\$7	\$2	Free	\$9
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	30 minutes	30 minutes	1 hour
Trout / Salmon catch rate	6 hours	12 hours	6 hours	1 hour
Walleye catch rate	1 hour	6 hours	1 hour	6 hours
Smallmouth bass catch rate	4 hours	1 hour	8 hours	6 hours
FCA level	FCA 5	FCA 8	FCA 3	FCA 1
Your share of daily launch fee	\$3	\$10	\$15	\$5
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	30 minutes	40 minutes	20 minutes	40 minutes
Trout / Salmon catch rate	8 hours	1 hour	1 hour	12 hours
Walleye catch rate	2 hours	12 hours	8 hours	6 hours
Smallmouth bass catch rate	2 hours	8 hours	4 hours	2 hours
FCA level	FCA 6	FCA 4	FCA 7	FCA 5
Your share of daily launch fee	\$5	\$9	\$3	\$7

Table E-6  
Version 6 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	30 minutes	30 minutes	40 minutes
Trout / Salmon catch rate	4 hours	2 hours	1 hour	6 hours
Walleye catch rate	4 hours	1 hour	1 hour	6 hours
Smallmouth bass catch rate	1 hour	12 hours	1 hour	4 hours
FCA level	FCA 9	FCA 6	FCA 2	FCA 4
Your share of daily launch fee	\$12	Free	\$7	\$3
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	20 minutes	10 minutes	40 minutes
Trout / Salmon catch rate	6 hours	8 hours	8 hours	4 hours
Walleye catch rate	12 hours	2 hours	6 hours	1 hour
Smallmouth bass catch rate	6 hours	8 hours	8 hours	2 hours
FCA level	FCA 7	FCA 9	FCA 2	FCA 9
Your share of daily launch fee	\$12	\$10	\$3	\$5
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	40 minutes	10 minutes	30 minutes	1 hour
Trout / Salmon catch rate	8 hours	4 hours	1 hour	12 hours
Walleye catch rate	4 hours	8 hours	8 hours	2 hours
Smallmouth bass catch rate	6 hours	8 hours	4 hours	12 hours
FCA level	FCA 3	FCA 5	FCA 8	FCA 7
Your share of daily launch fee	\$2	\$15	\$12	\$7
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	20 minutes	1 hour	30 minutes	20 minutes
Trout / Salmon catch rate	12 hours	2 hours	6 hours	2 hours
Walleye catch rate	12 hours	2 hours	4 hours	12 hours
Smallmouth bass catch rate	12 hours	2 hours	6 hours	1 hour
FCA level	FCA 1	FCA 8	FCA 6	FCA 3
Your share of daily launch fee	\$5	\$9	\$10	\$15

Table E-7  
Version 7 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	40 minutes	1 hour	40 minutes
Trout / Salmon catch rate	12 hours	6 hours	2 hours	6 hours
Walleye catch rate	1 hour	8 hours	4 hours	2 hours
Smallmouth bass catch rate	6 hours	8 hours	8 hours	1 hour
FCA level	FCA 4	FCA 1	FCA 2	FCA 1
Your share of daily launch fee	\$2	\$9	\$5	Free
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	20 minutes	30 minutes	1 hour
Trout / Salmon catch rate	1 hour	4 hours	4 hours	8 hours
Walleye catch rate	6 hours	12 hours	6 hours	8 hours
Smallmouth bass catch rate	1 hour	2 hours	6 hours	4 hours
FCA level	FCA 6	FCA 5	FCA 8	FCA 9
Your share of daily launch fee	\$2	Free	\$7	\$12
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	20 minutes	10 minutes	20 minutes	10 minutes
Trout / Salmon catch rate	8 hours	2 hours	12 hours	1 hour
Walleye catch rate	4 hours	2 hours	2 hours	4 hours
Smallmouth bass catch rate	12 hours	4 hours	8 hours	2 hours
FCA level	FCA 7	FCA 4	FCA 6	FCA 1
Your share of daily launch fee	\$9	\$15	\$3	\$7
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	30 minutes	40 minutes	40 minutes	30 minutes
Trout / Salmon catch rate	12 hours	1 hour	8 hours	2 hours
Walleye catch rate	12 hours	1 hour	12 hours	6 hours
Smallmouth bass catch rate	2 hours	12 hours	6 hours	12 hours
FCA level	FCA 3	FCA 5	FCA 2	FCA 4
Your share of daily launch fee	\$3	\$10	\$15	\$12

Table E-8  
Version 8 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	10 minutes	20 minutes	30 minutes
Trout / Salmon catch rate	4 hours	6 hours	6 hours	8 hours
Walleye catch rate	8 hours	1 hour	8 hours	12 hours
Smallmouth bass catch rate	1 hour	4 hours	2 hours	4 hours
FCA level	FCA 7	FCA 8	FCA 2	FCA 5
Your share of daily launch fee	\$5	\$9	\$15	\$5
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	20 minutes	30 minutes	1 hour	40 minutes
Trout / Salmon catch rate	2 hours	1 hour	4 hours	2 hours
Walleye catch rate	8 hours	4 hours	1 hour	6 hours
Smallmouth bass catch rate	6 hours	4 hours	12 hours	6 hours
FCA level	FCA 5	FCA 9	FCA 1	FCA 9
Your share of daily launch fee	\$10	Free	\$3	\$9
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	1 hour	20 minutes	10 minutes
Trout / Salmon catch rate	4 hours	6 hours	1 hour	12 hours
Walleye catch rate	12 hours	6 hours	2 hours	4 hours
Smallmouth bass catch rate	8 hours	2 hours	1 hour	8 hours
FCA level	FCA 4	FCA 3	FCA 8	FCA 7
Your share of daily launch fee	\$7	\$2	Free	\$10
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	40 minutes	20 minutes	40 minutes	10 minutes
Trout / Salmon catch rate	12 hours	8 hours	12 hours	6 hours
Walleye catch rate	2 hours	1 hour	12 hours	8 hours
Smallmouth bass catch rate	12 hours	1 hour	4 hours	12 hours
FCA level	FCA 3	FCA 6	FCA 2	FCA 9
Your share of daily launch fee	\$12	\$2	\$2	\$7

Table E-9  
Version 9 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	1 hour	30 minutes	30 minutes	10 minutes
Trout / Salmon catch rate	1 hour	8 hours	6 hours	12 hours
Walleye catch rate	2 hours	4 hours	12 hours	2 hours
Smallmouth bass catch rate	6 hours	1 hour	12 hours	6 hours
FCA level	FCA 3	FCA 4	FCA 2	FCA 9
Your share of daily launch fee	\$9	\$15	\$9	\$5
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	20 minutes	40 minutes	20 minutes	1 hour
Trout / Salmon catch rate	4 hours	2 hours	12 hours	2 hours
Walleye catch rate	6 hours	1 hour	1 hour	4 hours
Smallmouth bass catch rate	2 hours	8 hours	6 hours	1 hour
FCA level	FCA 6	FCA 8	FCA 4	FCA 5
Your share of daily launch fee	\$12	\$5	\$12	\$7
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	30 minutes	1 hour	40 minutes	30 minutes
Trout / Salmon catch rate	2 hours	8 hours	8 hours	4 hours
Walleye catch rate	8 hours	6 hours	2 hours	8 hours
Smallmouth bass catch rate	2 hours	8 hours	2 hours	8 hours
FCA level	FCA 7	FCA 5	FCA 7	FCA 8
Your share of daily launch fee	\$3	Free	\$10	\$2
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	40 minutes	1 hour	20 minutes
Trout / Salmon catch rate	1 hour	4 hours	6 hours	1 hour
Walleye catch rate	1 hour	4 hours	12 hours	6 hours
Smallmouth bass catch rate	1 hour	4 hours	4 hours	12 hours
FCA level	FCA 1	FCA 6	FCA 3	FCA 1
Your share of daily launch fee	\$10	Free	\$3	\$15

Table E-10  
Version 10 Choice Pairs

	Pair 1		Pair 5	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	20 minutes	10 minutes	30 minutes	1 hour
Trout / Salmon catch rate	6 hours	2 hours	2 hours	12 hours
Walleye catch rate	2 hours	1 hour	12 hours	1 hour
Smallmouth bass catch rate	8 hours	2 hours	6 hours	2 hours
FCA level	FCA 9	FCA 2	FCA 6	FCA 9
Your share of daily launch fee	\$7	Free	\$12	\$15
	Pair 2		Pair 6	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	30 minutes	40 minutes	20 minutes	1 hour
Trout / Salmon catch rate	12 hours	8 hours	4 hours	6 hours
Walleye catch rate	6 hours	8 hours	6 hours	4 hours
Smallmouth bass catch rate	1 hour	6 hours	1 hour	8 hours
FCA level	FCA 7	FCA 1	FCA 2	FCA 1
Your share of daily launch fee	\$9	\$3	\$3	\$12
	Pair 3		Pair 7	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	1 hour	30 minutes	20 minutes
Trout / Salmon catch rate	4 hours	1 hour	4 hours	12 hours
Walleye catch rate	4 hours	12 hours	2 hours	8 hours
Smallmouth bass catch rate	12 hours	4 hours	2 hours	4 hours
FCA level	FCA 3	FCA 8	FCA 4	FCA 3
Your share of daily launch fee	\$5	\$15	\$2	\$10
	Pair 4		Pair 8	
	Alternative A	Alternative B	Alternative A	Alternative B
Yellow perch catch rate	10 minutes	40 minutes	40 minutes	10 minutes
Trout / Salmon catch rate	8 hours	1 hour	6 hours	8 hours
Walleye catch rate	2 hours	8 hours	12 hours	1 hour
Smallmouth bass catch rate	4 hours	12 hours	1 hour	12 hours
FCA level	FCA 5	FCA 4	FCA 7	FCA 5
Your share of daily launch fee	\$2	\$10	\$5	\$9





## Hagler Bailly

Hagler Bailly Consulting, Inc.  
University Research Park  
455 Science Drive  
Madison, Wisconsin 53711-1058

Tel: (608) 232-2800  
Fax: (608) 232-2858

«CASEID»-«VERSION»  
«Recruit\_date»

Dear «Fname» «Lname»,

Thank you for talking to us a few days ago about your fishing experiences. Your comments were very helpful. Enclosed are the additional questions we mentioned on the phone. There are many important management decisions to be made concerning fishing in and around Green Bay. This study is being conducted to obtain information from anglers like you to help make these decisions.

It is important that this survey be filled out by you. We could not send this survey to every person who fishes the waters of Green Bay. You are part of a small group of anglers who have been scientifically selected to participate in this survey. Regardless of whether you have fished the waters of Green Bay often or only once, it is important that we hear your opinions. Your answers will represent the views of many other anglers similar to yourself and will allow consideration of your opinions in deciding which Green Bay management options to pursue.

The survey takes most people about 30 minutes to complete, sometimes more, sometimes less. Answers to this survey are confidential; your name will never be revealed. Information from the survey will only be reported in statistical terms. There is an identification number on the back of the survey so that Hagler Bailly, Inc., the firm hired to conduct the survey, can combine the information from your mail survey with the information you provided over the telephone.

A summary of the results of this study will be made available to government and industry representatives. If you would like a summary of the results, simply put your name, address, and "copy of results requested" on the back of the return envelope. We expect to have results in the spring of 1999.

If you have any questions about the study, we would like to hear from you. You can call me collect at 0-608-232-2800. Thank you.

Sincerely,

Pam Rathbun  
Hagler Bailly Survey Manager

P.S. We appreciate your help and have enclosed a small gift as a token of our appreciation.

Hello,

A few days ago you should have received a survey asking your opinions about fishing on the waters of Green Bay. If you have already completed and returned the survey, please consider this a "thank you."

It is very important that we hear your opinions. By completing the survey you can make sure that government officials hear your opinion. We cannot survey all Green Bay anglers, so your responses will represent other anglers who are like you, but were not selected to participate in this study.

Thank you for your help.

Pam Rathbun, Hagler Bailly Survey Manager

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c/o Hagler Bailly                      455 Science Drive                      Madison, WI 53706



## Hagler Bailly

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University Research Park  
455 Science Drive  
Madison, Wisconsin 53711-1058

Tel: (608) 232-2800  
Fax: (608) 232-2858  
«caseid»-«Version»  
«Recruit\_date»

Dear «fname» «lname»,

Thank you for talking to us late last year about your fishing experiences. Your comments helped us understand the amount of fishing that occurs on the waters of Green Bay. As part of this study, we are sending out a short mail survey that will help us understand how anglers feel about different management options that could affect fishing on the waters of Green Bay.

We are hoping that you can take the time to fill out this survey. You are part of a small group of anglers who have been scientifically selected to participate in this survey. Regardless of whether you fished the waters of Green Bay often or only once in 1998, it is important that we hear your opinions. Your answers will represent the views of many other anglers similar to yourself and will allow consideration of your opinions in deciding which Green Bay management options to pursue.

It is important that this survey be filled out by you. The survey takes most people about 30 minutes to complete, sometimes more, sometimes less. Answers to this survey are confidential; your name will never be revealed. Information from the survey will only be reported in statistical terms. There is an identification number on the back of the survey so that Hagler Bailly, the firm hired to conduct the survey, can combine the information from your mail survey with the information you provided over the telephone.

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Madison, Wisconsin 53711-1058

Tel: (608) 232-2800  
Fax: (608) 232-2858  
«caseid»-«Version»  
«Recruit\_date»

Dear «fname» «lname»,

A few weeks ago, we sent you a survey asking about your fishing experiences. We are pleased that many anglers have returned their survey, but we still would like to hear from you. If you recently mailed our survey back to us, please accept our thanks and disregard this letter.

We realize this is a busy time of the year for many people, and we greatly appreciate your taking the time to help us out. Since we were only able to survey a small number of anglers, your response is very important. Regardless of whether you have fished the waters of Green Bay often or only once, it is important that we hear your opinions. Your answers will represent the views of many other anglers similar to yourself and will allow consideration of your opinions in deciding which Green Bay management options to pursue.

In the event that your survey has been misplaced, a replacement survey and a postage paid, self-addressed envelope are enclosed for your convenience.

A summary of the results of this study will be made available to government and industry representatives. If you would like a summary of the results, simply put your name, address, and "copy of results requested" on the back of the return envelope. We expect to have results in the spring of 1999.

If there is anything we can do to help you complete this survey, please feel free to call me collect at 0-608-232-2800.

**Your cooperation in this study is greatly appreciated!**

Sincerely,

Pam Rathbun  
Hagler Bailly Survey Manager



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University Research Park  
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Madison, Wisconsin 53711-1058

Tel: (608) 232-2800  
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«caseid»-«Version»  
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We greatly appreciate your taking the time to help us out. Since we were only able to survey a small number of anglers, your response is very important. Regardless of whether you have fished the waters of Green Bay often or only once, it is important that we hear your opinions. Your answers will represent the views of many other anglers similar to yourself and will allow consideration of your opinions in deciding which Green Bay management options to pursue.

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Madison, Wisconsin 53711-1058

Tel: (608) 232-2800  
Fax: (608) 232-2858

«caseid»--v«Version»  
«Recruit\_date»

Dear «fname» «lname»,

I am sorry to bother you again, but it is important to hear from you. Good decisions about managing Green Bay can only be made if we know how people like you will be affected. I was able to survey only a small number of anglers. This means that your responses will represent not only you but also the views of other anglers like you. It also means that to get a good understanding of the range of opinions about the issues, I must hear from as many people as possible.

Regardless of whether you have fished the waters of Green Bay often or only once, it is important that we hear your opinions. You can be assured that your responses to this survey will be kept confidential; your name will never be revealed to anyone. Information from the survey will be reported only in statistical terms. The identification number on the back of the survey is used only for tracking purposes so we can avoid re-contacting those people who have already completed the survey.

Because your response is so important, I am enclosing another copy of the survey and a postage-paid, self-addressed envelope for your convenience. If for some reason you can't complete the survey, please write me a note on your survey booklet and return it. When you have completed the survey, simply return it in the postage-paid envelope.

If you have any questions about this study, we would like to hear from you. Please feel free to call me collect at 0-608-232-2800.

**Thank you for your help !**

Sincerely,

Pam Rathbun  
Hagler Bailly Survey Manager



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Tel: (608) 232-2800  
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«caseid»-«v»Version»  
«Recruit\_date»

Dear «fname» «lname»,

In December we sent you a survey booklet asking about your opinions on fishing the waters of Green Bay. We realize that the holiday season was a busy time of year and your spare time might have been limited. Now that the holidays are over, we are hoping that you can still help us out.

As I mentioned before, I was able to survey only a small number of anglers so it is very important that I hear from all the anglers that I mailed a survey to. Good decisions about managing Green Bay can only be made if we know how people like you will be affected.

Regardless of whether you have fished the waters of Green Bay often or only once, it is important that we hear your opinions. Your responses will be used to represent the responses of other anglers who are similar to you. You can be assured that your responses to this survey will be kept confidential; your name will never be revealed to anyone. Information from the survey will be reported only in statistical terms.

Because your response is so important, I am enclosing another copy of the survey and a postage-paid, self-addressed envelope for your convenience. If for some reason you can't complete the survey, please write me a note on your survey booklet and return it. When you have completed the survey, simply return it in the postage-paid envelope.

If you have any questions about this study, we would like to hear from you. Please feel free to call me collect at 0-608-232-2800.

**Thank you for your help !**

Sincerely,

Pam Rathbun  
Hagler Bailly Survey Manager

**THE GREEN BAY FISHING SURVEY**  
**PROJECT MANAGER: PAM RATHBUN**  
**PROJECT NUMBER: T580-889**

## **BACKGROUND/OBJECTIVES**

The ultimate goal of this project is to collect data on how anglers feel about fishing conditions on Green Bay. The project consists of two survey efforts: A telephone screening interview and a follow-up mail survey. We will use the telephone screener to identify individuals who have fished the waters of Green Bay since January 1, 1998 and those who have fished since January 1, 1998 but not on the waters of Green Bay. We will then use a mail survey to follow-up with Green Bay anglers and non Green Bay anglers identified in the telephone screening interview.

## **SAMPLING**

The initial sample consists of scientifically selected individuals who purchased fishing licenses in 8 counties in northeast Wisconsin in 1997. To provide a sufficient number of completed mail surveys for statistical analyses, our initial sample we will consist of more than 10,000 licensed anglers. The vast majority of the anglers will reside in Wisconsin.

## **INTRODUCTION**

The Introduction section of the survey introduces the interviewer and the survey. All respondents should be informed of the interviewer's name.

While much of this effort focuses on the issues of fish contamination in the waters of Green Bay, it is important to minimize the emphasis on this issue. We have attempted to minimize this focus in the instrument, however we still have to ask some direct questions about Green Bay and fish contamination. Because of this you might get individuals who ask you questions about the purpose of this study. If asked about the purpose of this study, **do not** mention the Green Bay/ fish contamination issue. Rather, simply restate the purpose of the project as contained in the introduction to the survey "This is a study of peoples' opinions about fishing".

## **GENERAL INSTRUCTIONS**

1. Wording-The questions *must be* read verbatim. Methodological studies have shown that even slight changes in wording, for example, 'should' versus 'could', drastically influence item response. It is very important that you read the questions verbatim which means you cannot delete or add any words to a question. It is incorrect to change a word to clarify a question. Remember the quality of the data depends upon interviewers reading the exact same words, and allowing the respondent to decipher the meaning of the question. If the respondent does not understand the question, re-read it once.
2. Probing Questions Properly-If a respondent does not answer a question properly, you are responsible for probing to get an appropriate answer. You should probe in a neutral or non-leading manner. Effective probing requires knowing the question objective and listening actively to the respondent to decide whether the objectives have been met. If they have not been met you need to probe to get an appropriate response.



3. Codes for Refused Questions-Items in the survey that are refused are coded with an 'r'. Please probe these questions at least once by telling the respondent how important the question is and reminding them that their responses will be kept strictly confidential. All information they provide will be combined with the responses of other households, and their name will not be associated with the final data.
4. Codes for Don't Know-Items in the survey that the respondent does not know need to be coded as a 'd'. Please probe these questions at least once to find out if the respondent really does not know or just needs to think about the answer.
5. 'Other-SPECIFY'- At question 10, 11, 19, and 20 the response codes are not exhaustive. At these questions there are codes designated as 'Other-SPECIFY'. If a respondent gives a response not covered by the pre-coded responses, the interviewer should enter the 'other' code and type out the respondents' verbatim response.

## PROCEDURES

We are calling households in this study so the calling hours for this project will be Monday through Friday, 4:00 p.m. until 9:00 p.m, Saturday and Sunday, 12 Noon until 5:00 p.m. Each interviewer should work at least one weekend shift. Each interviewer should complete at least 2 screening surveys per hour. Answering machine messages will be read verbatim as they appear on the computer screen.

## CONTACT

If the respondent has any questions about the survey they may speak with Pam Rathbun. Since Pam generally will not be at the office during calling hours, you should try to schedule a time with the respondents for Pam to call them back (fill out a sheet with the nature of the question and the best time to call back in the notebook provided).

## RESULTS

The primary use of the data from this study will be to estimate statistical models explaining how anglers respond to a wide range of possible fishing conditions.

## QUESTION-BY-QUESTION INSTRUCTIONS

- 1- 4 In this section we find out if the respondent has been **ice fishing** since the beginning of the year (January 1, 1998). If the respondent has been ice fishing we find out on how many days the respondents ice fished and where the respondent ice fished. For this survey we are particularly interested in fishing activity on the "waters of Green Bay". When we say the waters of Green Bay we include the bay of Green Bay, Sturgeon Bay, and the rivers and streams that feed into Green Bay up to their first dam. We have included a map for you to see what we mean by the waters of Green Bay. This is a critical definition and you must make sure that you read the definition verbatim in Q2. Note that the Fox River between Green Bay and the dam at DePere is a sub-set of the waters of Green Bay. We expect only a small proportion of the target anglers will report going ice fishing.

5 - 8 In this section we find out if the respondent has been **fishing in the open waters** (not ice fishing) since the beginning of the year (January 1, 1998). If the respondent has been fishing (not ice fishing) we find out on how many days the respondents fished and where the respondent fished. For this survey we are particularly interested in fishing activity on the "waters of Green Bay". When we say the waters of Green Bay we include the bay of Green Bay, Sturgeon Bay, and the rivers and streams that feed into Green Bay up to their first dam. We have included a map for you to see what we mean by the waters of Green Bay. This is a critical definition and you must make sure that you read the definition verbatim in Q6. Note that the Fox River between Green Bay and the dam at DePere is a sub-set of the waters of Green Bay

If the respondent has fished the waters of Green Bay since January 1, 1998, the program will take you to Q12. If the respondent has **not** fished the waters of Green Bay since January 1, 1998, the program will take you to the <NOT RECENT> Section, Q9, Q10 and Q11.

9 In this question we find out if the respondent **ever** fished the waters of Green Bay. If not the program will take you to Q11.

10 Here we find why the respondent hasn't fished the waters of Green Bay since the first of the year. This question is designed to be open-ended. Listen to responses and code them if they fall into one of the categories pre-specified categories, if you are not sure enter the response verbatim under the "other" category. Be sure to prompt the respondent with "Any other reasons?" The program will allow up to 6 reasons.

11 Here we find if the respondent would fish the waters of Green Bay if conditions were different. This question is designed to be open-ended. Listen to responses and code them if they fall into one of the categories pre-specified categories, if you are not sure enter the response verbatim under the "other" category. Be sure to prompt the respondent with "Anything else?" The program will allow up to 6 reasons.

12 Determine how respondent feels about contaminants in fish.

13 Determine how respondent feels about various management actions that could affect fishing in Wisconsin. The order in which these items are presented will change between respondents.

14 - 23 These questions simply collect background characteristics of the respondents. Race (Q20) is sometimes a sensitive question. Please remind the respondent about confidentiality and tell them that it is important for us to get a representative sample of different types of households.

Recruit Two versions of the mail survey are being prepared. The first is for those who have fished the open waters of Green Bay since 1/1/98. The second is for those who have fished in open waters since 1/1/98 but did not fish Green Bay. Thus, the sample for the mail follow-up survey of Green Bay anglers will consist of every angler who has fished the open waters of Green Bay since January 1, 1998 who agrees to receive the mailing. The sample for the mail follow-up survey of non Green Bay anglers will consist of 2 out of every 3 persons who fished in open waters but not in Green Bay (NOTE: the computer will automatically tell you if you are to recruit people or not.)

**THE GREEN BAY FISHING SURVEY**  
**PROJECT NUMBER: T580-889**  
**ANSWERS TO COMMON QUESTIONS**

**Q: Who is Hagler Bailly?**

A: Hagler Bailly is a professional survey research firm hired to assist with this study.

**Q: How did you get my name?**

A: Your name was scientifically selected from a list of people who purchased fishing licenses in 1997.

**Q: What do you mean “scientifically” selected?**

A: Your name was selected according to a sampling plan. This sampling plan was designed to produce a representative sample of individuals purchasing fishing licenses in North East Wisconsin.

**Q: Who is sponsoring this study?**

A: This study is being done to provide results to government and industry representatives. To avoid any biases, the sponsors are not named.

**Q: Why is this study being done?**

A: There are many important management decisions concerning fishing in and around Green Bay. This survey is being conducted to understand anglers preferences to be better able to manage fishing.

**Q: Does this have anything to do with the EPA/Superfund business on the Fox River?**

A: The results will be useful to the state and federal government, and to industry, for many resource management activities. I was not informed of any more specific purpose for the study.

**Q: Do you really want to hear from me? I don't fish very often.**

A: Many anglers only fish once or just a few times a year. To obtain input representing all anglers, it is important to have a sample that includes opinions of anglers like you.

**Q: Is this confidential?**

A: Yes, most definitely! All the information we release is in terms of the percent of respondents that provided certain answers to certain questions. In this form, no individual respondent can be identified. Confidentiality is terribly important to the success of our work, as we do many surveys. Thus, we are very careful to protect an individual's anonymity.

**If respondent is not satisfied with these answers or wants more information, please say** “That is all the information I have about this study. If you need more information I can arrange to have you speak with one of my supervisors.”

**If respondent offers comments that are not directly related to any of the questions in the screener, please say** “I will make a note of that on the survey form. All results will be made available to all interested parties.”