
The Economic Importance of Alaska's Wildlife in 2011

May 2014

Appendix D: Survey Instruments

Prepared for:

The Alaska Department of Fish and Game



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Appendix D – Survey Instruments

Resident Population Survey

1. RESIDENT POPULATION SURVEY

1. Are you an Alaska resident?
[Yes/No] *If "No," politely terminate.*

2. In which region of Alaska do you reside? *[Alaska Regions map displayed]*
 - a. North
 - b. Interior
 - c. Southwest
 - d. Southcentral
 - e. Southeast

3. How long have you resided in Alaska?
Enter duration in each box, including 0 if less than one year or one month.
Years: _____ # Months: _____

4. How many times did you or members of your household leave your residence to view wildlife in Alaska in 2011? Wildlife viewing includes any activities other than hunting or trapping in which seeing wildlife was important, such as photographing, counting and tracking, hiking, recreational boating, or camping. Please provide answers for each region and enter 0 if you did not leave your home to view wildlife in that region.

	<u># of Times</u>
a. North	_____
b. Interior	_____
c. Southwest	_____
d. Southcentral	_____
e. Southeast	_____

5. On average, how many members of your household, including yourself, participated in each wildlife viewing trip?
#of individuals: _____

6. **How many times did you or members of your household hunt in each of the five regions in 2011?** Please provide answers for each region and enter 0 for all regions where you did not hunt.

	<u># of Times</u>
a. North	_____
b. Interior	_____
c. Southwest	_____
d. Southcentral	_____
e. Southeast	_____

7. On average, how many members of your household, including yourself, participated in each hunt?

of individuals: _____

8. Did you purchase an Alaska hunting license in 2011?

Please be assured that we keep all your answers anonymous and confidential.

- a. Yes
- b. No

9. People derive multiple benefits from Alaska's wildlife, including hunting, viewing, and knowing wildlife exist. Imagine that, at some point in the future, current sources of funding become insufficient to maintain wildlife populations, their habitat, and their ability to provide these multiple benefits at the levels we see today. Also assume there were a fund available to raise money for the conservation of wildlife populations and habitat so that people would be able to continue to enjoy these multiple benefits at the levels we see today.

9a. **Would you contribute any amount of money to that fund?**

[Yes/No]

9b. If Yes: Would you contribute [\$X (*randomly ask select one of the following amounts: \$10, \$70, \$130, \$190, \$250*)] per year over the next five years to this fund?

[Yes/No]

9c. If Yes: Would you be willing to contribute [\$X*2] per year over the next five years to this fund? [Yes/No]

9d. If No: Would you be willing to contribute [\$X/2] per year over the next five years to this fund? [Yes/No]

9e. What is the maximum amount that you would contribute, per year over the next five years, to such a fund set up to conserve wildlife populations and habitat in Alaska?

\$ _____

10. Now, please consider a different scenario. Imagine that, at some point in the future, current sources of funding are unable to sustain the population, habitat, and multiple benefits associated with [*randomly select brown bears, also known as grizzly bears, seabirds such as puffins, caribou, moose*]. Also assume there were a fund available to raise money for the conservation of [*species from above*] populations and habitat so that people would be able to continue to enjoy the multiple benefits associated with [*species from above*] at sustainable levels.

10a. **Would you contribute any amount of money to that fund?**

[Yes/No]

10b. If Yes: Would you contribute [\$X (*randomly ask select one of the following amounts: \$10, \$70, \$130, \$190, \$250*)] per year over the next five years? [Yes/No]

10c. If Yes: Would you be willing to contribute [$\$X*2$] per year over the next five years to this fund? [Yes/No]

10d. If No: Would you be willing to contribute [$\$X/2$] per year over the next five years to this fund? [Yes/No]

10e. What is the maximum amount that you would contribute, per year over the next five years, to this fund set up to conserve the populations of the [*randomly selected species from above*]?

\$ _____

11. How important is Alaska's wildlife to the quality of life for you and your household?
[Extremely important/
Very important/
Moderately important/
Not very important/
Not important at All]

12. How important are wildlife and wildlife-related activities to your reason for living in Alaska?
[Extremely important/
Very important/
Moderately important/
Not very important/
Not important at All]

Note: The following questions are optional.

13. Are you male or female?
[Male/Female]

14. In what year were you born?
[19XX]

15. What do you consider yourself to be?
a. Asian
b. Black or African American
c. Hispanic
d. Native Alaskan
e. Native American
f. White
g. Other - please specify:
[Self-Identify]

16. Is your household income...
Less than \$25,000
\$25,000-\$49,999
\$50,000-\$74,999

\$75,000–\$99,999
\$100,000–\$124,999
\$125,000–\$149,999
\$150,000–\$200,000
More than \$200,000

17. What is the highest level of education you had the opportunity to complete?
1. Less than high school
 2. High school
 3. Some college
 4. Associates or trade degree
 5. Bachelors degree
 6. Masters degree
 7. Doctorate
18. Is anyone in your household a member of a local, national, or international conservation or outdoor organization, wildlife association, or hunting club?
[Yes/No]
19. May we follow up with you for additional surveys about wildlife in Alaska?
[Yes/No]
If yes, continue to question 19. If no, thank them for their time and end the call.
20. What is the best address to contact you by mail? What is your email address?
[Collect mailing and email addresses]

Visitor Population Survey
Visitor Wildlife-Viewing Survey
Visitor Hunting Survey (Online)
Visitor Hunting Survey (Mail)

S2: NON-RESIDENT SURVEY

In this survey you will be asked to provide details of the trip or trips you and your household members took to view wildlife or hunt in Alaska in 2011.

For the purposes of this survey, a **trip** is an outing involving **wildlife viewing** or hunting, which begins from your home or from another place of temporary lodging, such as a vacation home, hotel, or a relative's home. A trip may last an hour, a day, or multiple days. For example:

- If you **took a trip to Alaska and the main purpose for the trip** was to view wildlife or hunt, please answer the questions in this survey considering your **whole trip** (from the time you left for Alaska until you returned).
- If you took a trip **to Alaska and the main purpose** was **other than** wildlife viewing or hunting (seeing scenery/landscape/glaciers, visiting relatives, business, shopping, etc.), please consider these two options:
 - a. If wildlife viewing or hunting wasn't the main purpose for the trip BUT it **played a major role in your decision to take the trip to Alaska rather than elsewhere**, please answer the questions in this survey considering your **whole trip** (from the time you left for Alaska until you returned). This option would apply, for example, if you visited Alaska on a cruise, and decided to take the cruise trip to Alaska rather than to Mexico so you could see Alaska's wildlife.
 - b. If wildlife was not a major factor in your decision to come to Alaska BUT you took one or more **side trips** to view wildlife or hunt during your stay, please answer the questions in this survey considering **only the side trip or trips** (from the time you left your place of temporary lodging in Alaska).

1. **How many times did you or members of your household visit Alaska to view wildlife in 2011?** Wildlife viewing includes any activities other than hunting or trapping in which seeing wildlife is important. They may include birding, tracking, wildlife photography, or going hiking, boating, or camping in order to see wildlife.
of Times: _____

If the respondent or household viewed wildlife, continue to Question 2. If not, skip to Question 4.

2. **How many times did you travel to each of the five regions of Alaska in 2011?** Please provide answers for each region and enter 0 if you did not travel to that region to view wildlife.

[Alaska Regions map displayed]

- | | <u># of Times</u> |
|-----------------|-------------------|
| a. North | _____ |
| b. Interior | _____ |
| c. Southwest | _____ |
| d. Southcentral | _____ |
| e. Southeast | _____ |

3. **On average, how many members of your household, including yourself, participated in each wildlife viewing trip?**

of Individuals: _____

4. **How many times did you or members of your household visit Alaska to hunt in 2011?**

of Times: _____

If the respondent or household hunted, continue to Question 5. If not, skip to Question 7.

5. **How many times did you travel to each of the five regions of Alaska to hunt in 2011?** Please provide answers for each region and enter 0 for all regions where you did not hunt.

[Alaska Regions map displayed]

- | | <u># of Times</u> |
|-----------------|-------------------|
| a. North | _____ |
| b. Interior | _____ |
| c. Southwest | _____ |
| d. Southcentral | _____ |
| e. Southeast | _____ |

6. **On average, how many members of your household, including yourself, participated in each hunt?**

of individuals: _____

7. **How important were wildlife and wildlife-related activities to your reason for visiting Alaska?**

- a. Extremely important
- b. Very important
- c. Moderately important

- d. Not very important
- e. Not important at all

Wildlife Viewing Activity/Expenditure Questions

Survey respondents who indicate they viewed wildlife in Alaska in 2011 answer these questions.

The following questions concern the **most recent wildlife viewing** trip you and members of your household took in Alaska **in 2011**. If you took only one wildlife viewing trip to Alaska in 2011, answer these questions for **that trip**, when the survey asks about your most recent trip.

- 1. Among all reasons for deciding to take this trip, what share would you say that wildlife viewing played?**
 - a. 0-25%
 - b. 25-50%
 - c. 50-75%
 - d. 75-100%

- 2. Where did you and members of your household view wildlife during your most recent trip in 2011?** Select one or more regions shown on the map.
 - a. Southeast
 - b. Southcentral
 - c. Southwest
 - d. Interior
 - e. North

- 3. Approximately when in 2011 was your most recent wildlife viewing trip to Alaska?**
 - a. Spring (March, April, May)
 - b. Summer (June, July, August)
 - c. Fall (September and October)
 - d. Winter (January-February 2011 and November-December 2011)

- 4. A. For the most recent 2011 trip you and your household members took in Alaska, what type of wildlife did you hope to view? Please identify all species you hoped to see, even if you weren't successful.**
 - a. Brown (Grizzly) Bear
 - b. Black Bear
 - c. Moose
 - d. Caribou
 - e. Mountain Goat
 - f. Muskox
 - g. Wolf
 - h. Seabirds and Waterfowl
 - i. Birds of Prey
 - j. Other Birds
 - k. Marine Mammals
 - l. Other 1 (Please Specify):
 - m. Other 2 (Please Specify):
 - n. Other 3 (Please Specify):

4B. For that trip in Alaska, what species did you actually view? Please also include species you didn't expect to see on your trip but you ended up viewing.

- a. Brown (Grizzly) Bear
- b. Black Bear
- c. Moose
- d. Caribou
- e. Mountain Goat
- f. Muskox
- g. Wolf
- h. Seabirds and Waterfowl
- i. Birds of Prey
- j. Other Birds
- k. Marine Mammals
- l. Other 1 (Please Specify):
- m. Other 2 (Please Specify):
- n. Other 3 (Please Specify):
- o. Other 4 (Please Specify):
- p. Other 5 (Please Specify):
- q. Other 6 (Please Specify):

For the most recent trip you or members of your household took to Alaska in 2011, please answer the following questions.

5. **How many people from your household (including yourself) participated in the trip?**
[# individuals]
6. **How many people total (including members of your household, yourself, and others) participated in the trip?**
[# individuals]
7. **How long was your trip?** (Count partial days as one day.)
[# days]
8. **How many days did you and your household members actively view wildlife?** (Count each partial day as one.)
[# days]
9. **Did you or other members of your group participate in any other activities, in addition to viewing wildlife, during your trip?** Select all that apply
 - a. Backpacking or hiking
 - b. Biking (mountain or road)
 - c. Recreational boating
 - d. Camping
 - e. Climbing
 - f. Driving
 - g. Fishing
 - h. Flightseeing
 - i. Habitat maintenance

- j. Hunting (for Wildlife Viewing ONLY)
- k. Photographing
- l. Skiing
- m. Visiting friends or relatives
- n. Wildlife feeding
- o. Other (please specify): _____
- p. None, just viewed wildlife

10. Would you or members of your household still have taken this trip if you had not planned on seeing wildlife?

[Yes/No]

11. Please rate your overall level of satisfaction or dissatisfaction with your most recent wildlife viewing trip in 2011 in Alaska.

[Very satisfied/Moderately satisfied/Neither satisfied nor dissatisfied/Moderately dissatisfied/Very dissatisfied]

12. Please indicate the extent to which each of these factors affected your overall level of satisfaction with the same trip to Alaska.

[Increased a lot/ Increased a little/ Neither increased nor decreased/ Decreased a little/ Decreased a lot]

- a. Ability to get close to wildlife
- b. The remote location of the site (away from a major road or development)
- c. The availability of information about wildlife at the site
- d. Being outdoors with family and friends
- e. Number of other people present at the viewing site
- f. Safety of the viewing site
- g. Cost and ease of access to the site
- h. Travel time to the site
- i. Presence of specific target wildlife at the site
- j. Variety of wildlife to see at the site
- k. Number of animals to see at the site
- l. Non-wildlife scenery (river views, mountain views, etc.)
- m. The level of certainty that I would see the targeted wildlife at the site

13. How do you rank the following characteristics of a wildlife viewing trip in terms of their importance for an enjoyable experience?

Select a unique rank for each item below. For example, only one item is ranked "most important," another is ranked "second," another "third," another "fourth," and one is ranked "least important."

[Drop down list: 1=most important, 2=second, 3=third, 4=fourth, 5=least important]

- a. Number of other people present at the viewing site
- b. Ability to get close to wildlife at the site
- c. Cost and ease of access to the site
- d. The remoteness of the site (away from a major road or development)
- e. The level of certainty that I will see targeted wildlife at the site

14. **A. For that same 2011 wildlife viewing trip in Alaska, did you purchase a trip package, such as a cruise, a guided recreation, hunting or fishing trip, that covered all or part of your expenses?**

- a. Yes
- b. No

14B. (If Q14A=yes) **Please complete the table below regarding your trip package expenses.**

Total Trip Package Cost for the Household	[\$]
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Note: Do not use commas. Round to the nearest dollar.

14C. Indicate which items were included in the trip package	
Air travel to and from Alaska	[Checkbox]
Air travel within Alaska	[Checkbox]
Ground transportation within Alaska (e.g., train, ferry, bus, van)	[Checkbox]
Lodging within Alaska	[Checkbox]
Guide, outfitter, charter, and/or transporter fees	[Checkbox]
Groceries and/or meals	[Checkbox]
Equipment rental	[Checkbox]
Fees and licenses	[Checkbox]
Other expenses - please list: _____	[Checkbox]

14D. **What category best describes this trip package?**

- a. Cruise
- b. Guided hunting
- c. Guided fishing
- d. Guided recreation
- e. Other (please specify): _____

The next sets of questions ask you to recall details about expenditures you incurred for the most recent wildlife-viewing trip in 2011 in Alaska.

15. **A. For that same wildlife viewing trip in 2011 in Alaska, select all categories that describe your trip-related expenses in Alaska.** Only include purchases you (or members of your household) made for your household. Do not include purchases others made for your household. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet. Check all that apply.

- a. Licenses, tags, and fees
- b. Fuel for vehicles (car, boat, RV, airplane)
- c. Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV within Alaska)
- d. Guide, outfitter, charter, and transporter fees
- e. Groceries, food, liquor purchased at stores
- f. Meals purchased at restaurants and bars (including fast food)
- g. Lodging (hotels, campgrounds, cabins)
- h. Equipment rental
- i. Souvenirs and gifts
- j. None of the above

15B&C. For each trip expense that you selected in the previous question, enter the total amount you paid and select the region or regions where your household made the purchase(s). Click to view the Alaska State Map for reference.

Type of Expense	15B: Total Amount You & Your Household Spent in Alaska	15C: (1)North, (2)Interior, (3)Southwest, (4)Southcentral, (5)Southeast
Licenses, tags, and fees	[\$]	[Check box for each region]
Fuel for vehicles (car, boat, RV, airplane)	[\$]	[Check box for each region]
Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV <i>within</i> Alaska)	[\$]	[Check box for each region]
Guide, outfitter, charter, and transporter fees	[\$]	[Check box for each region]
Groceries, food, liquor purchased at stores	[\$]	[Check box for each region]
Meals purchased at restaurants and bars (including fast food)	[\$]	[Check box for each region]
Lodging (hotels, campgrounds, cabins)	[\$]	[Check box for each region]
Equipment rental	[\$]	[Check box for each region]
Souvenirs and gifts	[\$]	[Check box for each region]
No expenses. They were included in the trip package.		

16. In total, how much do you think the overall cost of your trip was, for you and your household? Include what you spent before, during, and after your trip, and purchases you made in Alaska, online, and outside of Alaska.

Amount: \$ _____

Note: Do not use commas; round to the nearest dollar.

17. A. As you know, some of the costs of travel, such as gasoline, have been increasing recently. If the cost of this most recent trip in 2011 had increased by [randomly select \$10, \$130, \$250, \$370, or \$490] would you or your household still have made the trip?

- a. Yes
- b. No

17B. If Q17A=Yes: If the cost of your trip had increased by twice the amount from Q 17A would you or your household still have made the trip?

- a. Yes
- b. No

17C. If Q17A=No: If the cost of your trip had increased by half the amount from Q 17A would you or your household still have made the trip?

- a. Yes
- b. No

17D. What is the maximum amount you would have been willing to pay for this particular trip in addition to your actual cost?

18. A. Would you have been willing to pay [randomly select \$10, \$130, \$250, \$370, or \$490] more than you actually paid for your trip, if you had been able to visit an area specifically managed that ensures you could have viewed one or more species particularly important to you?

- a. Yes
- b. No

18B. If Yes: Would you have been willing to pay twice the amount from Q 18A to visit such a wildlife area?

- a. Yes
- b. No

18C. If No: Would you have been willing to pay half the amount from Q 18A to visit such a wildlife area?

- a. Yes
- b. No

18D. What is the maximum amount you would have been willing to pay to visit such a wildlife area?

Amount: \$ _____

19. People derive multiple benefits from Alaska's wildlife, including hunting, viewing, and knowing wildlife exist. Imagine that, at some point in the future, current sources of funding become insufficient to maintain wildlife populations, their habitat, and their ability to provide these multiple benefits at the levels we see today. Also assume there were a fund available to raise money for the conservation of wildlife populations and habitat so that people would be able to continue to enjoy these multiple benefits at the levels we see today.

19A. Would you contribute any amount of money to that fund?

- a. Yes
- b. No

19B. If Yes: **Would you contribute** [*randomly select \$10, \$70, \$130, \$190, or \$250*] **per year over the next five years to this fund?**

- a. Yes
- b. No

19C. (If Q19B=Yes) **Would you be willing to contribute twice the amount from Q 19B per year over the next five years to this fund?**

- a. Yes
- b. No

19D. (If Q19B=No) **Would you be willing to contribute half the amount from Q 19B per year over the next five years to this fund?**

- a. Yes
- b. No

19E. What is the maximum amount you would contribute, per year over the next five years, to such a fund set up to conserve wildlife populations and habitat in Alaska?

20. Now, please consider a different scenario. Imagine that, at some point in the future, current sources of funding are unable to sustain the population, habitat, and multiple benefits associated with [*randomly select: brown bears, also known as grizzly bears; seabirds such as puffins; caribou; moose*]. Also assume there were a fund available to raise money for the conservation of these populations and habitat so that people would be able to continue to enjoy the multiple benefits associated with this species at sustainable levels.

20A. Would you contribute any amount of money to that fund?

- a. Yes
- b. No

20B. If Yes: Would you contribute [*randomly select \$10, \$70, \$130, \$190, or \$250*] per year over the next five years?

- a. Yes
- b. No

20C. (If 20B=Yes) Would you be willing to contribute twice the amount from Q 20B per year over the next five years to this fund?

- a. Yes
- b. No

20D. (If 20B=No) Would you be willing to contribute half the amount from Q 20B per year over the next five years to this fund?

- a. Yes
- b. No

20E. What is the maximum amount you would contribute, per year over the next five years, to this fund set up to conserve these populations?

\$ _____

Now think back to all the purchases related to **wildlife viewing equipment and gear** you and your household made in 2011 while you were in Alaska on this particular trip.

21A. **Which of the following types of purchases did you and your household members make?** Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet. Check all that apply.

- a. Personal gear (clothing, shoes, sun glasses, sun screen, bug spray, etc.)
- b. Camping gear (cooler, tent, sleeping bag, lanterns, etc.)
- c. Photographic equipment (cameras, lenses, tripods, etc.)
- d. Binoculars and spotting equipment
- e. Defensive gear (bear spray, electric fence, etc.)
- f. Other gear (identification books, guidebooks, etc.)
- g. Purchased terrestrial and aquatic vehicles (boats, canoes, kayaks, rafts, ATVs, trailers, hitches, etc.)
- h. Purchased airplane and accessories
- i. Other vehicle expenditures (storage fees, license, training, etc.)
- j. Maintenance and repairs for vehicles (including land, water, and air)
- k. Registration and license fees (vehicle, boat, airplane, etc.)

21B. **For each purchase that you identified in the last question, enter the total amount you and members of your household paid for it and indicate the region or regions where you bought it.**

Type of Expense	21B. Total Amount You & Your Household Spent in Alaska	21B. (1)North, (2)Interior, (3)Southwest, (4)Southcentral, (5)Southeast
	[\$]	[Check box for each region]
	[\$]	[Check box for each region]

21C. **Some of the items you listed in the previous question may be used for activities other than wildlife viewing. For each item, please consider all the times you use it and estimate what percentage of these times involve wildlife viewing in Alaska.** For example, if you bought a pair of binoculars for a trip in 2011 and you think you will use it 10 times total, of which 5 times will be for wildlife viewing in Alaska, you would answer 50%.

Type of Expense	21C. Percentage used for wildlife viewing in Alaska
	[%]
	[%]

Some visitors who enjoy **viewing wildlife** in Alaska purchase land, cabins, sheds, or other structures to use during wildlife-viewing trips.

22A. Did your household purchase real estate or spend money maintaining existing real estate assets to use primarily for the purpose of wildlife viewing in Alaska during 2011?

- a. Yes
- b. No

22B. [If yes] Please describe the real-estate related expenses from 2011 for real estate your household primarily uses in Alaska for viewing wildlife.

Type of Expense	22B. Total Amount You & Your Household Spent in Alaska	22B. (1)North, (2)Interior, (3)Southwest, (4)Southcentral, (5)Southeast
Real estate construction (e.g., cabins, sheds, other buildings or structures)	[\$]	[Check box for each region]
Real estate maintenance and repairs	[\$]	[Check box for each region]

Note: The following questions are optional. Please be assured that we keep all your answers anonymous and confidential. These questions are included ONLY to determine the overall demographic characteristics of those who complete the questionnaire, considered as a group. Nobody will know the information for any individual. Instead, a computer will tally the totals for all respondents.

23. Are you male or female?

- a. Male
- b. Female

24. In what year were you born?

[19XX]

25. What do you consider yourself to be?

- a. Asian
- b. Black or African American
- c. Hispanic

- d. Native Alaskan
- e. Native American
- f. White
- g. Other - please specify:

26. Is your household income...

- a. Less than \$25,000
- b. \$25,000-\$49,999
- c. \$50,000-\$74,999
- d. \$75,000-\$99,999
- e. \$100,000-\$124,999
- f. \$125,000-\$149,999
- g. \$150,000-\$200,000
- h. More than \$200,000

27. What is the highest level of education you had the opportunity to complete?

- a. Less than high school
- b. High school
- c. Some college
- d. Associates or trade degree
- e. Bachelors degree
- f. Masters degree
- g. Doctorate

28. Is anyone in your household a member of a conservation or outdoor organization, a wildlife association, or a hunting club? This could be local, national, or international.

- a. Yes
- b. No

29. We'd love to hear about your wildlife-related experiences in Alaska. Please share in the space provided below.

30. Please enter your contact information below so we may contact you if you win one of the five \$250 cash cards in the drawing.

- a. Name:
- b. Address 1:
- c. Address 2:
- d. City:
- e. State:
- f. Zip:
- g. Email Address:

Note: Please be assured that we use the contact information you provide only for the purpose of this research study. No names will be associated with specific answers ensuring your complete anonymity.

**Thanks for completing this survey.
We appreciate your time and interest in this study.**

Hunting Activity/Expenditure Questions

Survey respondents who indicate they hunted in Alaska in 2011 answer these questions. Nonresidents who purchased an Alaska hunting license in 2011 also answer these questions.

These questions concern the hunting **trip** you or members of your household took in Alaska in 2011. If you took more than one hunting trip to Alaska in 2011, please answer these questions for **the most recent trip**.

1. Where did you and members of your household hunt during your most recent trip in 2011? Select one or more regions shown on the map.
[North/Interior/Southwest/Southcentral/Southeast]
Accompanying this question will be a map of the five regions in Alaska we've defined for this study. Respondents will mark regions in a list that correspond to those shown on the map.
2. In which month was your most recent hunting **trip** to Alaska in 2011? [months: January thru December]
- 3a. **For your most recent 2011 hunting trip in Alaska, what species did you hunt?** Check all species you or members of your household targeted, even if you weren't successful.

a. Black Bear	k. Wolf	r. Other (Please Specify):
b. Brown (Grizzly) Bear	l. Lynx	s. Other (Please Specify):
c. Deer	m. Wolverine	t. Other (Please Specify):
d. Moose	n. Coyote	
e. Caribou	o. Hare	
f. Elk	p. Waterfowl	
g. Bison	q. Upland Birds	
h. Sheep		
i. Mountain Goat		
j. Muskox		
- 3b. For the same **trip**, please indicate how many animals of each species you and members of your household harvested.

Species	# Animals Harvested
Species selected in Q 3A.	

For your most recent hunting trip in 2011 in Alaska, please answer the following questions.

4. How many people from your household (including yourself) participated in the trip?
[# individuals]
5. How many people total (including members of your household, yourself, and others) participated in the trip?
[# individuals]
6. How long was your trip? (Count each partial day as one.)
[# days]

7. How many days did you and other household members actively hunt? (Count each partial day as one.)
[# days]
8. Did you or other members of your group participate in any other activities, in addition to hunting, during your trip? Select all that apply.
 - a. Backpacking or hiking
 - b. Biking (mountain or road)
 - c. Recreational boating
 - d. Camping
 - e. Climbing
 - f. Driving
 - g. Fishing
 - h. Flightseeing
 - i. Habitat maintenance
 - j. Photographing
 - k. Skiing
 - l. Visiting friends or relatives
 - m. Wildlife feeding
 - n. Wildlife viewing
 - o. Other (Please specify):
 - p. None, just hunted

9. Would you or members of your household still have taken this **trip** if you had not hunted?
[Yes/No]
10. **Please rate your overall level of satisfaction or dissatisfaction with your most recent hunting trip in 2011 in Alaska.**
[Very satisfied/Moderately satisfied/Neither satisfied nor dissatisfied/Moderately dissatisfied/Very dissatisfied]
11. **Please indicate the extent to which each of these factors affected your overall level of satisfaction with the same hunting trip in Alaska.**
[Increased a lot/ Increased a little/ Neither increased nor decreased/ Decreased a little/ Decreased a lot]
- a. Hunting with friends and family
 - b. Number of people other than my hunting party at the hunting site
 - c. Cost and ease of access to the site
 - d. Travel time to the site
 - e. The remoteness of the hunting site (away from a major road or development)
 - f. Abundance of game animals present at the site
 - g. Quality of game animals present at the site
 - h. Abundance of other species present at the site
 - i. Non-wildlife scenery (river views, mountain views, etc.)
 - j. Number of game animals harvested
 - k. Acquisition of meat from harvested animals
 - l. Seeing but not necessarily harvesting animals at the site
 - m. Harvest regulations were too restrictive
 - n. Harvest regulations were too liberal
 - o. Being outside and seeing wildlife
12. **How do you rank the following characteristics of a hunting trip in terms of their importance for an enjoyable experience?** Select a unique rank for each item below. For example, only one item is ranked "most important," another is ranked "second," another "third," another "fourth," and one is ranked "least important."
[Drop down list: 1=most important, 2=second, 3=third, 4=fourth, 5=least important]
- a. The remoteness of the hunting site (away from a major road or development)
 - b. Number of people other than my hunting party at the hunting site
 - c. Cost and ease of access to the site
 - d. Abundance of game animals present at the site
 - e. Quality of game animals present at the site

13. For that same 2011 hunting **trip** in Alaska, did you purchase a trip package, such as a guided hunting or fishing trip, that covered all or part of your expenses?
 [Yes/No]

13A. [If yes] Please complete the table below regarding your trip package expenses.

Total Trip Package Cost for Your Household	[\$]
<i>Indicate which items were included in the trip package</i>	
Air travel to and from Alaska	[Checkbox]
Air travel within Alaska	[Checkbox]
Ground transportation within Alaska (e.g., train, ferry, bus, van)	[Checkbox]
Lodging within Alaska	[Checkbox]
Guide, outfitter, charter, and/or transporter fees	[Checkbox]
Groceries and/or meals	[Checkbox]
Equipment rental	[Checkbox]
Fees and licenses	[Checkbox]
Other expenses: _____	[Checkbox]

The next sets of questions ask you to recall details about expenditures you incurred for the 2011 **trip** in Alaska.

14. **A. For that same 2011 hunting trip in Alaska, select all categories that describe your trip-related expenses in Alaska.** Check all that apply. Only include purchases you (or members of your household) made for your household. Do not include purchases others made for your household. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.

- a. Licenses, tags, and fees
- b. Fuel for vehicles (car, boat, RV, airplane)
- c. Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV within Alaska)
- d. Guide, outfitter, charter, and transporter fees
- e. Groceries, food, liquor purchased at stores
- f. Meals purchased at restaurants and bars (including fast food)
- g. Lodging (hotels, campgrounds, cabins)
- h. Equipment rental
- i. Souvenirs and gifts
- j. None of the above

14B. For each **trip** expense that you selected in the previous question, enter the total amount and select the region or regions where your household made the purchase(s).

Type of Expense	Q14B. Total Amount You & Your Household Spent in Alaska	Q14B. (1)North, (2)Interior, (3)Southwest, (4)Southcentral, (5)Southeast
	[\$]	[Checkbox for each region]
	[\$]	[Checkbox for each region]

15. In total, how much do you think the overall cost of your **trip** was for you and your household? Include what you spent before, during, and after your trip, and purchases you made in Alaska, online, and outside of Alaska, if relevant.
[\$]

16. As you know, some of the costs of travel, such as gasoline, have been increasing recently. If the cost of this **trip** had increased by [*a randomly selected amount from \$10, \$130, \$250, \$370 or \$490*], would you and your household still have made the trip?
[Yes/No]

16A. *If Q16=Yes*: If the cost of your **trip** had increased by twice the amount shown in Q16 would you or your household still have made the trip?
[Yes/No]

16B. *If Q16=No*: If the cost of your **trip** had increased by half the amount shown in Q16 would you or your household still have made the trip?
[Yes/No]

16C. What is the **maximum** amount you would have been willing to pay for this particular **trip in addition** to your actual cost?

17A. **Now think back to all the purchases related to hunting equipment and gear you and your household made in 2011 while you were in Alaska. Which of the following types of purchases did you and members of your household make?** Check all that apply. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.

- a. Hunting equipment (guns, bows, arrows, ammunition, holsters, calls, decoys, etc.)
- b. Personal gear (clothing, shoes, sun glasses, sun screen, bug spray, etc.)
- c. Camping gear (cooler, tent, sleeping bag, lanterns, etc.)
- d. Photographic equipment (cameras, lenses, tripods, etc.)
- e. Defensive gear (bear spray, electric fence, etc.)
- f. Other gear (life jackets, binoculars, guidebooks, etc.)
- g. Taxidermy and butchery (both professional and equipment to do it yourself)
- h. Purchased terrestrial and aquatic vehicles (boats, canoes, kayaks, rafts, ATVs, trailers, hitches, etc.)

- i. Purchased airplane and accessories
- j. Other vehicle expenditures (storage fees, license, training, etc.)
- k. Maintenance and repairs for vehicles (including land, water, and air)
- l. Registration and license fees (vehicle, boat, airplane, etc.)
- m. Other (please specify):

17B. For each purchase that you identified in the last question, enter the total amount you and members of your household paid for it and indicate the region or regions where you bought it. Click on the map to view the five regions in Alaska.

Type of Expense	17B. Total Amount You & Your Household Spent in Alaska	17B. (1)North, (2)Interior, (3)Southwest, (4)Southcentral, (5)Southeast
	[\$]	[Check box for each region]
	[\$]	[Check box for each region]

17C. Some of the items you listed in the previous question may be used for activities other than hunting in Alaska. For each item, please consider all the times you use it and estimate what percentage of these times involve hunting in Alaska. For example, if you bought a vest for a trip in 2011 and you think you will use it 10 times total, of which 5 times will be for hunting in Alaska, you would answer 50%.

Type of Expense	17C. Percentage Used for Hunting in Alaska
	[%]
	[%]

18A. Some hunters purchase land, cabins, sheds, or other structures to use during hunting trips in Alaska. Did your household purchase real estate or spend money maintaining existing real estate assets to use primarily for the purpose of hunting during 2011?
[Yes/No]

18B. [If yes] Please describe the real-estate related expenses from 2011 for real estate your household primarily uses in Alaska for hunting.

Type of Expense	18B. Total Amount You & Your Household Spent in Alaska	18B. (1)North, (2)Interior, (3)Southwest, (4)Southcentral, (5)Southeast
Real estate purchase or construction (e.g., cabins, sheds, other buildings or structures)	[\$]	[Checkbox for each region]
Real estate maintenance and repairs	[\$]	[Checkbox for each region]

19. People derive multiple benefits from Alaska’s wildlife, including hunting, viewing, and knowing wildlife exist. Imagine that, at some point in the future, current sources of funding become insufficient to maintain wildlife populations, their habitat, and their ability to provide these multiple benefits at the levels we see today. Also assume there were a fund available to raise money for the conservation of wildlife populations and habitat so that people would be able to continue to enjoy these multiple benefits at the levels we see today.

19A. **Would you contribute any amount of money to that fund?**

- a. Yes
- b. No

19B. If Q19A=Yes: **Would you contribute** *[a randomly selected amount from \$10, \$70, \$130, \$190, \$250]* **per year over the next five years to this fund?**

- a. Yes
- b. No

19C. If Q19A=Yes: **Would you be willing to contribute twice the amount shown in Q 19B per year over the next five years to this fund?**

- a. Yes
- b. No

19D. If Q19A=No: **Would you be willing to contribute half the amount shown in Q 19B per year over the next five years to this fund?**

- a. Yes
- b. No

19E. What is the maximum amount you would contribute, per year over the next five years, to such a fund set up to conserve wildlife populations and habitat in Alaska?

20. Now, please consider a different scenario. Imagine that, at some point in the future, current sources of funding are unable to sustain the population, habitat, and multiple benefits associated with *[a randomly selected species: brown bears, also known as grizzly bears; seabirds such as puffins; caribou; moose]*. Also assume there were a fund available to raise money for the conservation of these populations and habitat so that people would be able to continue to enjoy the multiple benefits associated with these populations at sustainable levels.

20A. Would you contribute any amount of money to that fund?

- a. Yes
- b. No

20B. If Q20A=Yes: Would you contribute [*a randomly selected amount from \$10, \$70, \$130, \$190, \$250*] per year over the next five years?

- a. Yes
- b. No

20C. If Q20B=Yes: Would you be willing to contribute twice the amount shown in Q 20B per year over the next five years to this fund?

- a. Yes
- b. No

20D. If Q20B=No: Would you be willing to contribute half the amount shown in Q 20B per year over the next five years to this fund?

- a. Yes
- b. No

20E. What is the maximum amount you would contribute, per year over the next five years, to this fund set up to conserve these populations?

\$ _____

Note: The following questions are optional. Please be assured that we keep all your answers anonymous and confidential. These questions are included ONLY to determine the overall demographic characteristics of those who complete the questionnaire, considered as a group. Nobody will know the information for any individual. Instead, a computer will tally the totals for all respondents.

21. Are you male or female?

- a. Male
- b. Female

22. In what year were you born?

[19XX]

23. What do you consider yourself to be?

- a. Asian
- b. Black or African American
- c. Hispanic
- d. Native Alaskan
- e. Native American
- f. White
- g. Other - please specify:

24. Is your household income...

- a. Less than \$25,000

SURVEY #: XXXXXX

ALASKA WILDLIFE SURVEY

Dear Hunter,

Alaska is famous for its hunting. It's one reason why people live in Alaska and a big reason why visitors come to Alaska. The State of Alaska is sponsoring a study about the economic importance of wildlife in Alaska. This study will survey both residents and visitors to help us understand more about how hunting, trapping, wildlife viewing, and other wildlife-related activities affect Alaska's economy.

We ask that you help us by completing this questionnaire and providing information about your hunting experience in Alaska. We obtained your name because you purchased a license to hunt in Alaska in 2011. Your answers will further assist us in understanding our visitors' experience. The answers you supply to a third-party, independent research firm will be used for research purposes only and will be kept strictly confidential.

Your thoughtful responses to the survey questions are important. All respondents will be entered into a drawing for one of five \$250 cash gift cards.

Thank you in advance for taking the time to carefully complete this survey and returning it in the postage-paid envelope.

Sincerely,



Cora Campbell, Commissioner
Alaska Department of Fish & Game



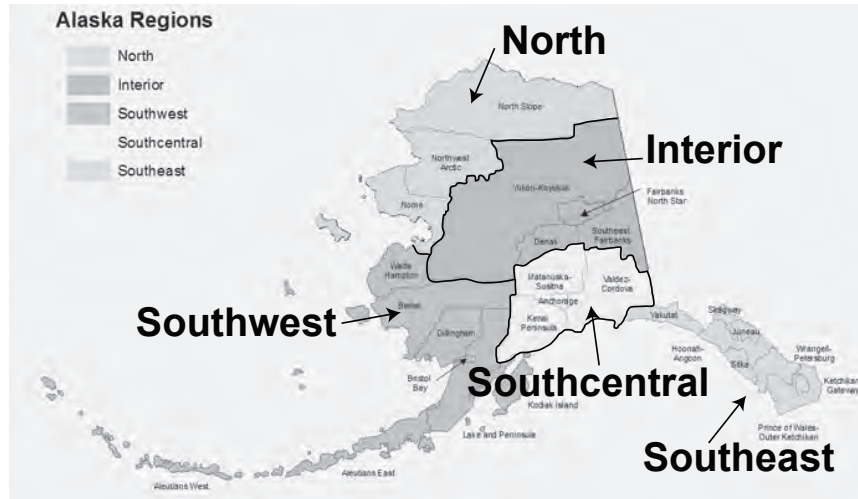
P.S. If you have any questions regarding this survey or the larger study that it is part of, please contact ECONorthwest at AlaskaWildlifeStudy@econw.com, or visit the website of the Alaska Department of Fish and Game at www.adfg.alaska.gov.

If you prefer to take this survey online, you can go to
www.AlaskaWildlifeSurvey.org

In this survey you will be asked to provide details of trips you or your household members took to hunt in Alaska in 2011.

For the purposes of these questions, a trip is an outing involving hunting, which begins from your home or another place of temporary lodging, such as a vacation home, hotel, or relative's home. A trip may last an hour, a day, or multiple days.

- If you took a trip to Alaska and the main purpose of the trip was to hunt, you would answer the questions in this survey for your whole trip (from the time you left for Alaska until you returned).
- If you took a trip and the main purpose was other than hunting (seeing scenery/landscape/glaciers, visiting relatives, business, shopping, etc.), but during your stay you took a side trip to hunt, you would answer the questions in this survey considering only your side trip, from the time you left your place of temporary lodging.
- If you and your household members did not take a trip to hunt in 2011, please do not fill out this survey.
- If members of your household received more than one copy of this survey and if these household members hunted together and shared hunting expenditures in 2011, please fill out and return only one copy.



These questions concern the hunting trip you or members of your household took in Alaska in 2011. If you took more than one hunting trip to Alaska in 2011, please answer these questions for your most recent trip.

1. Where did you and members of your household hunt during 2011? Select one or more regions shown on the map.

- North Southwest Southeast Interior Southcentral

2. In which month was your most recent hunting trip to Alaska in 2011?

- January February March April
 May June July August
 September October November December

3a. For the same trip you've selected to tell us about, what species did you hunt? In the list below, check (✓) the boxes next to each species you or members of your household targeted, even if you weren't successful.

3b. On the line in front of each species (___) in the list below, please indicate how many animals you and members of your household harvested.

- | | | |
|--|--|---|
| ___ <input type="checkbox"/> Black Bear | ___ <input type="checkbox"/> Bison | ___ <input type="checkbox"/> Wolverine |
| ___ <input type="checkbox"/> Brown (Grizzly) Bear | ___ <input type="checkbox"/> Sheep | ___ <input type="checkbox"/> Coyote |
| ___ <input type="checkbox"/> Deer | ___ <input type="checkbox"/> Mountain Goat | ___ <input type="checkbox"/> Hare |
| ___ <input type="checkbox"/> Moose | ___ <input type="checkbox"/> Muskox | ___ <input type="checkbox"/> Waterfowl |
| ___ <input type="checkbox"/> Caribou | ___ <input type="checkbox"/> Wolf | ___ <input type="checkbox"/> Upland Birds |
| ___ <input type="checkbox"/> Elk | ___ <input type="checkbox"/> Lynx | ___ <input type="checkbox"/> Marine Mammals |
| ___ <input type="checkbox"/> Other (Please Specify): | | |

4. How many people from your household (including yourself) participated in the trip? _____ People

5. How many people total (including members of your household, yourself, and others) participated in the trip?

_____ People

6. How long was your trip? (Count each partial day as one.) _____ Days

7. How many days did you and other household members actively hunt? (Count each partial day as one.) _____ Days

8. Did you or other members of your group participate in any other activities, in addition to hunting, during your trip? *Check all that apply.*

- Backpacking or hiking
- Biking (mountain or road)
- Recreational boating
- Camping
- Climbing
- Other (Please Specify)
- Driving
- Fishing
- Flightseeing
- Habitat maintenance
- Photographing
- Skiing
- Visiting friends or relatives
- Wildlife feeding
- Wildlife viewing
- None, just hunted

9. Would you or members of your household still have taken the trip if you had not hunted?

- Yes No

10. Please rate your overall level of satisfaction or dissatisfaction with your most recent hunting trip in 2011 in Alaska. _____

- 1 = Very satisfied 2 = Moderately satisfied 3 = Neither satisfied nor dissatisfied
- 4 = Moderately dissatisfied 5 = Very dissatisfied

11. Please indicate the extent to which each of the following factors affected your overall level of satisfaction with the same trip.

- 1 = Increased a lot 2 = Increased a little 3 = Neither increased or decreased
- 4 = Decreased a little 5 = Decreased a lot

- _____ Hunting with friends and family
- _____ Number of people other than my hunting party at the hunting site
- _____ Cost and ease of access to the site
- _____ Travel time to the site
- _____ The remoteness of the hunting site (away from a major road or development)
- _____ Abundance of game animals present at the site
- _____ Quality of game animals present at the site
- _____ Abundance of other species present at the site
- _____ Non-wildlife scenery (river views, mountain views, etc.)
- _____ Number of game animals harvested
- _____ Acquisition of meat from harvested animals
- _____ Seeing but not necessarily harvesting animals at the site
- _____ Harvest regulations were too restrictive
- _____ Harvest regulations were too liberal
- _____ Being outside and seeing wildlife

12. How do you rank the following characteristics of a hunting trip in terms of their importance for an enjoyable experience?

Select a unique rank for each item below.

1=most important, 2=second, 3=third, 4=fourth, 5=least important

_____ The remoteness of the hunting site (away from a major road or development)

_____ Number of people other than my hunting party at the hunting site

_____ Cost and ease of access to the site

_____ Abundance of game animals present at the site

_____ Quality of game animals present at the site

13. For that same 2011 trip did you purchase a trip package, such as a guided hunting or fishing trip, that covered all or part of your expenses?

- Yes, please continue to Question 14 No, please skip to Question 15

14. If you answered Yes to purchasing a trip package, please complete the questions below regarding your trip package expenses.

Total Trip Package Cost for Your Household \$ _____

Check all items included in the trip package

- Air travel to and from Alaska
- Air travel within Alaska
- Ground transportation within Alaska (e.g., train, ferry, bus, van)
- Lodging within Alaska
- Guide, outfitter, charter, and/or transporter fees
- Groceries and/or meals
- Equipment rental
- Fees and licenses
- Other (please specify): _____

(PLEASE CONTINUE WITH THE SURVEY ON THE NEXT PAGE)

The next set of questions asks you to recall details about expenditures that were not included in any trip package but that you incurred for the trip.

15. For each trip expense, enter the total amount and check (✓) the region or regions where your household made the purchase(s). If you did not have that type of expense, enter 0.

Only include purchases you (or members of your household) made for your household. Do not include purchases others made for your household. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.

Type of Expense	Total amount you & your household spent in Alaska	NORTH	INTERIOR	SOUTHWEST	SOUTHCENTRAL	SOUTHEAST
Licenses, tags, and fees						
Fuel for vehicles (car, boat, RV, airplane)						
Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV within Alaska)						
Guide, outfitter, charter, and transporter fees						
Groceries, food, liquor purchased at stores						
Meals purchased at restaurants and bars (including fast food)						
Lodging (hotels, campgrounds, cabins)						
Equipment rental						
Souvenirs and gifts						

16. In total, how much do you think the overall cost of your trip was, for you and your household? Include what you spent before, during, and after your trip, and purchases you made in Alaska, online, and outside of Alaska, if relevant.

\$ _____

17. As you know, some of the costs of travel, such as gasoline, have been increasing recently. If the cost of this trip had increased by \$250, would you and your household still have made the trip?

- Yes, skip to Question 19 No, continue to Question 18

18. If the cost of your trip had increased by half the amount shown in Question 17, would you or your household still have made the trip?

- Yes No - Please continue to Question 20

19. If the cost of your trip had increased by double the amount shown in Question 17, would you or your household still have made the trip?

Yes No

20. What is the maximum additional amount (on top of your actual cost) you would have been willing to pay for this particular trip?

\$ _____

21. Now think back to all the purchases related to hunting equipment and gear you and your household made in 2011. Include only purchases you made in Alaska and exclude those made via catalogues and on the internet. Next to each group of items, enter the total amount you and your household paid for them. If you did not have that type of purchase, enter 0. Next, please refer to the map on the second page of this survey and check the region or regions where you bought them.

Some of the items may be used for activities other than hunting. For each item, please consider all the times you use it and estimate what percentage of these times involve hunting in Alaska. For example, if you bought a vest for a trip in 2011 and you think you will use it 10 times total, of which 5 times will be for hunting in Alaska, you would enter 50%.

Type of Expense	Total amount you & your household spent in Alaska	NORTH	INTERIOR	SOUTHWEST	SOUTHCENTRAL	SOUTHEAST	% used for hunting in Alaska
Hunting equipment (guns, bows, arrows, ammunition, holsters, calls, decoys, etc.)							
Personal gear (clothing, shoes, sun glasses, sun screen, bug spray, etc.)							
Camping gear (cooler, tent, sleeping bag, lanterns, etc.)							
Photographic equipment (cameras, lenses, tripods, etc.)							
Defensive gear (bear spray, electric fence, etc.)							
Other gear (life jackets, binoculars, guidebooks, etc.)							
Taxidermy and butchery (both professional and equipment to do it yourself)							
Purchased terrestrial and aquatic vehicles (boats, canoes, kayaks, rafts, ATVs, trailers, hitches, etc.)							
Purchased airplane and accessories							
Other vehicle expenditures (storage fees, license, training, etc.)							
Maintenance and repairs for vehicles (including land, water, and air)							
Registration and license fees (vehicle, boat, airplane, etc.)							
Other - specify:							

Some hunters purchase land, cabins, sheds, or other structures to use during hunting trips in Alaska.

22. Did your household purchase real estate or spend money maintaining existing real estate assets in Alaska to use primarily for the purpose of hunting during 2011?

- Yes, proceed to Question 23 No, skip to Question 24

23. In the following table, please describe the real-estate related expenses from 2011 for real estate your household primarily uses in Alaska for hunting. If you did not have that type of expense, enter 0.

Type of Expense	Total amount you & your household spent in Alaska	NORTH	INTERIOR	SOUTHWEST	SOUTHCENTRAL	SOUTHEAST
Real estate purchase or construction (e.g., cabins, sheds, other buildings or structures)						
Real estate maintenance and repairs						

Demographic Questions

Please be assured that we keep all your answers anonymous and confidential. These questions are included ONLY to determine the overall demographic characteristics of those who complete the questionnaire, considered as a group. This information will be used to improve the accuracy of the survey by allowing a comparison of the characteristics of the respondents with those of the full population. Nobody will know the information for any individual. Instead, a computer will tally the totals for all respondents.

24. Are you male or female?

- Male Female

25. In what year were you born? 19 ____

26. What do you consider yourself to be?

- Asian Hispanic Native American White
 Black or African American Native Alaskan Refuse to answer Other - please specify: _____

27. Is your household income...

- Less than \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999
 \$100,000-\$124,999 \$125,000-\$149,999 \$150,000-\$200,000 More than \$200,000

28. What is the highest level of education you had the opportunity to complete?

- Less than high school High school Some college Associates or trade degree
 Bachelor's degree Master's degree Doctorate

29. Is anyone in your household a member of a conservation or outdoor organization, a wildlife association, or a hunting club?

- Yes No

Alaska Department of Fish & Game
1255 W. 8th Street, Juneau, AK 99811-5526

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You could win
\$250

Complete and return this printed survey or go online at www.AlaskaWildlifeSurvey.org to enter the drawing to win one of five \$250 cash cards.

We'd love to hear about your wildlife-related experiences in Alaska. Please share in the space provided below.

Please enter your contact information below so we may contact you if you win one of the five \$250 cash cards in the drawing.

Name: _____

Address 1: _____

Address 2: _____

City: _____

State: _____

Zip: _____

Email Address: _____

Note: Contact information is used only for the purpose of entering the drawing; no names are associated with answers ensuring your complete anonymity.

Thanks for completing this survey.

DHM Research | Alaska Wildlife Hunter Expenditure Survey

Resident Wildlife-Viewing Survey

3. RESIDENT WILDLIFE VIEWING SURVEY

In this survey you will be asked to provide details of trips you and your household members took to view wildlife in Alaska in 2011.

Wildlife viewing includes any activities other than hunting or trapping in which seeing wildlife was important, such as photographing, counting and tracking, hiking, recreational boating, or camping.

For the purposes of this survey, a **trip** is an outing involving wildlife viewing, which begins from your home or another place, such as a vacation home, hotel, or a relative's home. A trip may last an hour, a day, or multiple days.

- If you and your household members took a trip to view wildlife and the trip was only for the purpose of viewing wildlife, you would answer the questions in this survey for your whole trip.
- If you and your household members took a trip to visit relatives, but during your stay you took a side trip to view wildlife, you would answer the questions in this survey considering only those wildlife-related portions of your trip (e.g., from the time you left your place of temporary lodging).

In which region of Alaska do you reside? [North, Interior, Southwest, Southcentral, Southeast]

[Alaska Regions map displayed]

Think back to all of the **trips** you and members of your household took in Alaska in 2011 that involved **wildlife viewing**.

1. Where did you and members of your household view **wildlife**? Select one or more regions shown on the map.
[North/Interior/Southwest/Southcentral/Southeast]

2. When in 2011, approximately, was your most recent **wildlife viewing trip** in the [region X] region?
 - a. Spring (March, April, May)
 - b. Summer (June, July, August)
 - c. Fall (September and October)
 - d. Winter (January-February 2011 and November-December 2011)

- 3a. For your [Q2 season] 2011 **trip** you and your household members took to the [region X] region, what type of wildlife did you hope to view? Please identify all species you hoped to see, even if you weren't successful.
 1. Brown (Grizzly) Bear
 2. Black Bear
 3. Moose
 4. Caribou
 5. Mountain Goat
 6. Muskox
 7. Wolf
 8. Seabirds and Waterfowl
 9. Birds of Prey
 10. Other Birds
 11. Marine Mammals
 12. Other 1(Please Specify):
 13. Other 2(Please Specify):
 14. Other 3(Please Specify):

- 3b. For your [Q2 season] 2011 **trip** to the [region X] region, what species did you actually view? Please also include species you didn't expect to see on your trip but you ended up viewing.
 1. Brown (Grizzly) Bear
 2. Black Bear
 3. Moose
 4. Caribou
 5. Mountain Goat
 6. Muskox
 7. Wolf
 8. Seabirds and Waterfowl
 9. Birds of Prey
 10. Other Birds
 11. Marine Mammals
 12. Other 1(Please Specify):
 13. Other 2(Please Specify):
 14. Other 3(Please Specify):
 15. Other 4(Please Specify):
 16. Other 5(Please Specify):
 17. Other 6(Please Specify):

For the trip you or members of your household took to the [region X] region during [Q2 season] 2011, please answer the following questions.

4. How many people from your household (including yourself) participated in the trip?
[# individuals]

5. How many people total (including members of your household, yourself, and others) participated in the trip?
[# individuals]
6. How far from your starting location (e.g., your home or temporary lodging) did you travel to view wildlife?
[miles]
7. How long was your trip? (Count each partial day as one.)
[# days]
8. How many days did you and other members of your household actively view wildlife? (Count each partial day as one.)
[# days]
9. Did you or other members of your group participate in any other activities, in addition to **viewing wildlife**, during your **trip**? Select all that apply.

Backpacking or hiking
 Biking (mountain or road)
 Recreational boating
 Camping
 Climbing
 Driving
 Fishing
 Flightseeing
 Habitat maintenance

Hunting
 Photographing
 Skiing
 Visiting friends or relatives
 Wildlife feeding
 Other (Please specify):

 None, just viewed wildlife

10. Would you or members of your household still have taken this **trip** if you had not planned on seeing wildlife?
[Yes/No]

11. Please rate your overall level of satisfaction or dissatisfaction with your [season] 2011 trip to the [X] region.

[Very satisfied/Moderately satisfied/Neither satisfied nor dissatisfied/Moderately dissatisfied/Very dissatisfied]

11a. Please indicate the extent to which each of these factors affected your overall level of satisfaction with your [season] 2011 trip to the [X] region.

[Increased a lot/ Increased a little/ Neither increased or decreased/ Decreased a little/ Decreased a lot]

1. Ability to get close to wildlife
2. The remote location of the site (away from a major road or development)
3. The availability of information about wildlife at the site
4. Being outdoors with family and friends
5. Number of other people present at the viewing site
6. Safety of the viewing site
7. Cost and ease of access to the site
8. Travel time to the site
9. Presence of specific target wildlife at the site
10. Variety of wildlife to see at the site
11. Number of animals to see at the site
12. Non-wildlife scenery (river views, mountain views, etc.)
13. The level of certainty that I will see the targeted wildlife at the site

11b. How do you rank the following characteristics of a wildlife viewing trip in terms of their importance for an enjoyable experience?

Select a unique rank for each item below.

[Drop down list: 1=most important, 2=second, 3=third, 4=fourth, 5=least important]

1. Number of other people present at the viewing site
2. Ability to get close to wildlife at the site
3. Cost and ease of access to the site
4. The remoteness of the site (away from a major road or development)
5. The level of certainty that I will see targeted wildlife at the site

12a. For that same [Q2 season] 2011 wildlife-viewing trip to the [region X] region, did you purchase a trip package, such as a cruise, a guided recreation, hunting or fishing trip, that covered all or part of your expenses?

12b. (If yes to Q12a) Please complete the table below regarding your trip package expenses.

Total Trip Package Cost for the Household	[\$]
<i>Indicate which items were included in the trip package</i>	
Air travel within Alaska	[Checkbox]
Ground transportation within Alaska (e.g., train, ferry, bus, van)	[Checkbox]
Lodging within Alaska	[Checkbox]
Guide, outfitter, charter, and/or transporter fees	[Checkbox]
Groceries and/or meals	[Checkbox]
Equipment rental	[Checkbox]
Fees and licenses	[Checkbox]
Other expenses [Please List]	[Checkbox]

Note: Do not use commas. Round to the nearest dollar.

The next sets of questions ask you to recall details about expenditures [that were not included in your trip package but that] you incurred for the [Q2 season] 2011 **wildlife-viewing trip** to the [region X] region.

Note: green text only appears for respondents that purchased a trip package

13a. **For that same wildlife-viewing trip in [season] 2011 to the [X] region, select all categories that describe your trip-related expenses in Alaska.** Check all that apply. Only include purchases you (or members of your household) made for your household. Do not include purchases others made for your household. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.

1. Licenses, tags, and fees
2. Fuel for vehicles (car, boat, RV, airplane)
3. Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV within Alaska)
4. Guide, outfitter, charter, and transporter fees
5. Groceries, food, liquor purchased at stores
6. Meals purchased at restaurants and bars (including fast food)
7. Lodging (hotels, campgrounds, cabins)
8. Equipment rental
9. Souvenirs and gifts
10. None of the above

13b&c. For each **trip** expense that you selected in the previous question, enter the total amount you paid and select the region or regions where your household made the purchase(s). [Click to view the Alaska State Map for reference.](#)

Type of Expense	13b. Total Amount You & Your Household Spent in Alaska	13c. (1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
Licenses, tags, and fees	[\$]	[Check box for each region]
Fuel for vehicles (car, boat, RV, airplane)	[\$]	[Check box for each region]
Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV <i>within</i> Alaska)	[\$]	[Check box for each region]
Guide, outfitter, charter, and transporter fees	[\$]	[Check box for each region]
Groceries, food, liquor purchased at stores	[\$]	[Check box for each region]
Meals purchased at restaurants and bars (including fast food)	[\$]	[Check box for each region]
Lodging (hotels, campgrounds, cabins)	[\$]	[Check box for each region]
Equipment rental	[\$]	[Check box for each region]
Souvenirs and gifts	[\$]	[Check box for each region]
No expenses. They were included in the trip package.		

14. In total, how much do you think the overall cost of your **trip** was, for you and your household? Include what you spent before, during, and after your trip, and purchases you made in Alaska, online, and outside of Alaska, if relevant.
[\$]

15a. As you know, some of the costs of travel, such as gasoline, have been increasing recently. If the cost of this [Q2 season] 2011 **trip** had increased by [\$X (*randomly select from amounts: \$10, \$130, \$250, \$370, \$490*)] would you or your household still have made the trip?
[Yes/No]

15b. *If Yes:* If the cost of your trip had increased by [\$X*2] would you or your household still have made the trip?
[Yes/No]

15c. *If No:* If the cost of your trip had increased by [\$X/2] would you or your household still have made the trip?
[Yes/No]

- 15d. What is the **maximum** amount that you would have been willing to pay for this particular **trip in addition** to your actual cost?
- 16a. Would you have been willing to pay [$\$Y$ (*randomly select from amounts: \$10, \$130, \$250, \$370, \$490*)] more than you actually paid for your trip, if you had been able to visit an area specifically managed that ensures you could have viewed one or more species particularly important to you?
[Yes/No]
- 16b. *If Yes:* Would you have been willing to pay [$\$Y*2$] to visit such a wildlife area?
- 16c. *If No:* Would you have been willing to pay [$\$Y/2$] to visit such a wildlife area?
- 16d. What is the **maximum** amount that you would have been willing to pay to visit such a wildlife area?
- 17a. Now think back to all the purchases related to **wildlife viewing equipment and gear** you and your household made in 2011. **Which of the following types of purchases did you and your household members make?** Check all that apply. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.
1. Personal gear (clothing, shoes, sun glasses, sun screen, bug spray, etc.)
 2. Camping gear (cooler, tent, sleeping bag, lanterns, etc.)
 3. Photographic equipment (cameras, lenses, tripods, etc.)
 4. Binoculars and spotting equipment
 5. Defensive gear (bear spray, electric fence, etc.)
 6. Other gear (identification books, guidebooks, etc.)
 7. Purchased terrestrial and aquatic vehicles (boats, canoes, kayaks, rafts, ATVs, trailers, hitches, etc.)
 8. Purchased airplane and accessories
 9. Other vehicle expenditures (storage fees, license, training, etc.)
 10. Maintenance and repairs for vehicles (including land, water, and air)
 11. Registration and license fees (vehicle, boat, airplane, etc.)
- 17b. **For each purchase that you identified in the last question, enter the total amount you and members of your household paid for it and indicate the region or regions where you bought it.** Click on the map to view the five regions of Alaska.

Type of Expense	17b. Total Amount You & Your Household Spent in Alaska	17b. (1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
	[\$]	[Check box for each region]
	[\$]	[Check box for each region]

- 17c. Some of the items you listed in the previous question may be used for activities other than wildlife viewing. **For each item, please consider all the times you use it and estimate what percentage of these times involve wildlife viewing in Alaska.** For

example, if you bought a pair of binoculars for a trip in 2011 and you think you will use it 10 times total, of which 5 times will be for wildlife viewing in Alaska, you would answer 50%.

Type of Expense	17c. Percentage used for wildlife viewing in Alaska
	[%]
	[%]

Some Alaskans who enjoy **viewing wildlife** purchase land, cabins, sheds, or other structures to use during wildlife-viewing trips.

18a. Did your household purchase real estate or spend money maintaining existing real estate assets to use primarily for the purpose of wildlife viewing during 2011?
[Yes/No]

18b. [If yes] Please describe the real-estate related expenses **from 2011** for real estate your household **primarily** uses in Alaska for **viewing wildlife**. [Click to view the Alaska State Map for reference.](#)

Type of Expense	Total Amount You & Your Household Spent in Alaska	(1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
Real estate construction (e.g., cabins, sheds, other buildings or structures)	[\$]	[Check box for each region]
Real estate maintenance and repairs	[\$]	[Check box for each region]

19a. In 2011, did you enjoy seeing wildlife near your home or in your daily life?
[Yes/No]

19b. [If yes] During 2011, which species did you enjoy seeing near your home or in your daily life? Please choose all that apply.
[terrestrial mammals/birds/marine mammals]

20. In 2011, did you make any expenditures to enhance your interactions with wildlife around your home or in your daily life?
[Yes/No]

21. Below please list up to five items of purchases you made that were most important for your interactions with wildlife around your home and in your daily life. Please also tell us how much you spent for each item in 2011. Example: Bird food, \$400

Type of Expense	21. Total Amount You and Your Household Spent in Alaska
Item #1:	\$ _____
Item #2:	\$ _____
Item #3:	\$ _____
Item #4:	\$ _____
Item #5:	\$ _____

22. As you know, some items, such as bird food, that might be part of your interactions with wildlife around your home and in your daily life, are becoming more expensive. If the most recent purchase of these items had cost more than your actual expenditures, would you still have bought them?
[Yes/No]

Note: The following questions are optional.

23. Are you male or female?
[Male/Female]

24. In what year were you born?
[19XX]

25. What do you consider yourself to be?
- a. Asian
 - b. Black or African American
 - c. Hispanic
 - d. Native Alaskan
 - e. Native American
 - f. White
 - g. Other - please specify:

26. Is your household income...
- Less than \$25,000
 - \$25,000-\$49,999
 - \$50,000-\$74,999
 - \$75,000-\$99,999
 - \$100,000-\$124,999
 - \$125,000-\$149,999
 - \$150,000-\$200,000
 - More than \$200,000

27. What is the highest level of education you had the opportunity to complete?
[Less than high school/ High school/ Some college/ Associates or trade degree/ Bachelors degree/ Masters degree/ Doctorate]

28. Is anyone in your household a member of a conservation or outdoor organization, a wildlife association, or a hunting club? This could be local, national, or international. [Yes/No]

29. We'd love to hear about your wildlife-related experiences in Alaska. Please share in **the** space provided below.

Follow-Up. Please enter your contact information below so we may contact you if you win one of the five \$250 cash cards in the drawing.

a. Name:

b. Address 1:

c. Address 2:

d. City:

e. State:

f. Zip:

g. Email Address:

Note: Contact information is used only for the purpose of this research study; no names are associated with answers ensuring your complete anonymity.

Thanks for completing this survey.

For more information about wildlife in Alaska, please visit [ADFG website].

Resident Hunting Survey (Online)
Resident Hunting Survey (Mail)

4. RESIDENT HUNTING SURVEY

The online and mail versions of the Resident Hunting Survey asked the same questions but with slight adjustments in format. The following text comes from the online questionnaire.

In this survey you will be asked to provide details of trips you or your household members took to hunt in Alaska in 2011.

For the purposes of these questions, a trip is an outing involving hunting, which begins from your home or another place, such as a vacation home, hotel, or relative's home. A trip may last an hour, a day, or multiple days.

- If you and your household members took a trip to hunt and the trip was only for the purpose of hunting, you would answer the questions in this survey for your whole trip.
- If you and your household members took a trip to visit relatives, but during your stay you took a side trip to hunt, you would answer the questions in this survey considering only those hunting-related portions of your trip, from the time you left your place of temporary lodging.

In which region of Alaska do you reside? [North, Interior, Southwest, Southcentral, Southeast]

[Alaska Regions map displayed]

Think back to all of the **trips** you and members of your household took in Alaska **in 2011** that involved hunting.

1. Where did you and members of your household hunt in 2011?
Select one or more regions shown on the map.
[North/Interior/Southwest/Southcentral/Southeast]

2. In which month was your most recent hunting **trip** in 2011 in the [region X] region?
[months: January thru December]

- 3a. For your 2011 [month from Q2] **trip** to the [region X] region, what species did you hunt?
Check all species you or members of your household targeted, even if you weren't successful.

- | | | |
|-------------------------|------------------|-----------------------------|
| 1. Black Bear | 8. Sheep | 16. Waterfowl |
| 2. Brown (Grizzly) Bear | 9. Mountain Goat | 17. Upland Birds |
| 3. Deer | 10. Muskox | 18. Marine Mammals |
| 4. Moose | 11. Wolf | 19. Other (Please Specify): |
| 5. Caribou | 12. Lynx | 20. Other (Please Specify): |
| 6. Elk | 13. Wolverine | 21. Other (Please Specify): |
| 7. Bison | 14. Coyote | |
| | 15. Hare | |

- 3b. For your 2011 [month from Q2] **trip** to the [region X] region, please indicate how many animals of each species you and members of your household harvested.

Species	# Animals Harvested

For your [month from Q2] 2011 **trip** to the [region X] region, please answer the following questions.

4. How many people from your household (including yourself) participated in the trip?
[# individuals]

5. How many people total (including members of your household, yourself, and others) participated in the trip?
[# individuals]

6. How far from your starting location (e.g., your home or temporary lodging) did you travel to hunt?
[miles]
7. How long was your trip? (Count each partial day as one.)
[# days]
8. How many days did you and other household members actively hunt? (Count each partial day as one.)
[# days]
9. How many hours total did you and members of your household prepare for the hunting trip?
[# hours]
10. Did you or other members of your group participate in any other activities, in addition to hunting, during your **trip**? Select all that apply.

a. Backpacking or hiking	i. Habitat maintenance
b. Biking (mountain or road)	j. Photographing
c. Recreational boating	k. Skiing
d. Camping	l. Visiting friends or relatives
e. Climbing	m. Wildlife feeding
f. Driving	n. Wildlife viewing
g. Fishing	o. Other (Please specify):
h. Flightseeing	p. None, just hunted
11. Would you or members of your household still have taken this **trip** if you had not hunted?
[Yes/No]
12. Please rate your overall level of satisfaction or dissatisfaction with your [Q2Month] 2011 trip to the [X] region.
[Very satisfied/Moderately satisfied/Neither satisfied nor dissatisfied/Moderately dissatisfied/Very dissatisfied]
- 12a. Please indicate the extent to which each of these factors affected your overall level of satisfaction with your [Q2month] 2011 trip to the [X] region.
[Increased a lot/ Increased a little/ Neither increased or decreased/ Decreased a little/ Decreased a lot]
 1. Hunting with friends and family
 2. Number of people other than my hunting party at the hunting site
 3. Cost and ease of access to the site
 4. Travel time to the site
 5. The remoteness of the hunting site (away from a major road or development)
 6. Abundance of game animals present at the site
 7. Quality of game animals present at the site

8. Abundance of other species present at the site
9. Non-wildlife scenery (river views, mountain views, etc.)
10. Number of game animals harvested
11. Acquisition of meat from harvested animals
12. Seeing but not necessarily harvesting animals at the site
13. Harvest regulations were too restrictive
14. Harvest regulations were too liberal
15. Being outside and seeing wildlife

12b. How do you rank the following characteristics of a hunting trip in terms of their importance for an enjoyable experience?

Select a unique rank for each item below.

[Drop down list: 1=most important, 2=second, 3=third, 4=fourth, 5=least important]

1. The remoteness of the hunting site (away from a major road or development)
2. Number of people other than my hunting party at the hunting site
3. Cost and ease of access to the site
4. Abundance of game animals present at the site
5. Quality of game animals present at the site

13a. For that same 2011 [month from Q2] **trip** to the [region X] region, did you purchase a trip package, such as a guided hunting or fishing trip, that covered all or part of your expenses?

[Yes/No]

13b. [If yes] Please complete the table below regarding your trip package expenses.

Total Trip Package Cost for Your Household	[\$]
<i>Indicate which items were included in the trip package</i>	
Air travel within Alaska	[Checkbox]
Ground transportation within Alaska (e.g., train, ferry, bus, van)	[Checkbox]
Lodging within Alaska	[Checkbox]
Guide, outfitter, charter, and/or transporter fees	[Checkbox]
Groceries and/or meals	[Checkbox]
Equipment rental	[Checkbox]
Fees and licenses	[Checkbox]
Other expenses: _____	[Checkbox]

14a. The next sets of questions ask you to recall details about expenditures [that were not included in your trip package but that] you incurred for the 2011 [month from Q2] **trip** to the [region X] region.

For that same [month from Q2] trip to the [region X] region, select all categories that describe your trip-related expenses in Alaska. Check all that apply. Only include purchases you (or members of your household) made for your household. Do not include purchases others made for your household. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.

- a. Licenses, tags, and fees
- b. Fuel for vehicles (car, boat, RV, airplane)
- c. Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV within Alaska)
- d. Guide, outfitter, charter, and transporter fees
- e. Groceries, food, liquor purchased at stores
- f. Meals purchased at restaurants and bars (including fast food)
- g. Lodging (hotels, campgrounds, cabins)
- h. Equipment rental
- i. Souvenirs and gifts
- j. None of the above

14b. For each **trip** expense, that you selected in the previous question, enter the total amount and select the region or regions where your household made the purchase(s). Click to view the Alaska State Map for reference.

Type of Expense	Q14b. Total Amount You & Your Household Spent in Alaska	Q14b. (1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
	[\$]	[Checkbox for each region]
	[\$]	[Checkbox for each region]

15. In total, how much do you think the overall cost of your **trip** was for you and your household? Include what you spent before, during, and after your trip, and purchases you made in Alaska, online, and outside of Alaska, if relevant.

[\$]

16a. As you know, some of the costs of travel, such as gasoline, have been increasing recently. If the cost of this **trip** had increased by [\$X (randomly select from amounts: \$10, \$130, \$250, \$370, \$490)], would you and your household still have made the trip?
[Yes/No]

16b. *If Yes:* If the cost of your **trip** had increased by [\$X*2] would you or your household still have made the trip?
[Yes/No]

16c. *If No:* If the cost of your **trip** had increased by [\$X/2] would you or your household still have made the trip?
[Yes/No]

16d. What is the **maximum** amount that you would have been willing to pay for this particular **trip in addition** to your actual cost?

17a. **Now think back to all the purchases related to hunting equipment and gear you and your household made in 2011. Which of the following types of purchases did you and members of your household make?** Check all that apply. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.

- a. Hunting equipment (guns, bows, arrows, ammunition, holsters, calls, decoys, etc.)
- b. Personal gear (clothing, shoes, sun glasses, sun screen, bug spray, etc.)
- c. Camping gear (cooler, tent, sleeping bag, lanterns, etc.)
- d. Photographic equipment (cameras, lenses, tripods, etc.)
- e. Defensive gear (bear spray, electric fence, etc.)
- f. Other gear (life jackets, binoculars, guidebooks, etc.)
- g. Taxidermy and butchery (both professional and equipment to do it yourself)
- h. Purchased terrestrial and aquatic vehicles (boats, canoes, kayaks, rafts, ATVs, trailers, hitches, etc.)
- i. Purchased airplane and accessories
- j. Other vehicle expenditures (storage fees, license, training, etc.)
- k. Maintenance and repairs for vehicles (including land, water, and air)
- l. Registration and license fees (vehicle, boat, airplane, etc.)
- m. Other (please specify):

17b. For each purchase that you identified in the last question, enter the total amount you and members of your household paid for it and indicate the region or regions where you bought it. Click on the map to view the five regions in Alaska.

Type of Expense	17b. Total Amount You & Your Household Spent in Alaska	17b. (1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
	[\$]	[Check box for each region]
	[\$]	[Check box for each region]

17c. Some of the items you listed in the previous question may be used for activities other than hunting. For each item, please consider all the times you use it and estimate what percentage of these times involve hunting in Alaska. For example, if you bought a vest

for a trip in 2011 and you think you will use it 10 times total, of which 5 times will be for hunting in Alaska, you would answer 50%.

Type of Expense	17c. Percentage Used for Hunting in Alaska
	[%]
	[%]

18a. Some Alaskan hunters purchase land, cabins, sheds, or other structures to use during hunting trips. Did your household purchase real estate or spend money maintaining existing real estate assets to use primarily for the purpose of hunting during 2011? [Yes/No]

18b. [If yes] Please describe the real-estate related expenses from 2011 for real estate your household primarily uses in Alaska for hunting.

Type of Expense	18b. Total Amount You & Your Household Spent in Alaska	18b. (1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
Real estate purchase or construction (e.g., cabins, sheds, other buildings or structures)	[\$]	[Checkbox for each region]
Real estate maintenance and repairs	[\$]	[Checkbox for each region]

Note: The following questions are optional.

19. Are you male or female?
[Male/Female]

20. In what year were you born?
[19XX]

21. What do you consider yourself to be?

- a. Asian
- b. Black or African American
- c. Hispanic
- d. Native Alaskan
- e. Native American
- f. White
- g. Other - please specify:

SURVEY #: XXXXXX

ALASKA WILDLIFE SURVEY

Alaska is famous for its wildlife. It's one reason why people live in Alaska and a big reason why visitors come to Alaska. The State of Alaska is sponsoring a study about the economic importance of wildlife in Alaska. This study will survey both residents and visitors to help us understand more about how hunting, trapping, and other wildlife-related activities affect Alaska's economy.

We ask that you help us by providing information about activities related to wildlife in Alaska. The answers you supply to a third-party, independent research firm will be used for research purposes only and will be kept strictly confidential.

Your thoughtful responses to the survey questions are important. All respondents will be entered into a drawing for one of five \$250 cash gift cards.

Thank you in advance for taking the time to carefully complete this survey and returning it in the postage-paid envelope.

Sincerely,



Cora Campbell, Commissioner

Alaska Department of Fish & Game



P.S. If you have any questions regarding this survey or the larger study that it is part of, please contact ECONorthwest at AlakaWildlifeStudy@econw.com, or visit the website of the Alaska Department of Fish and Game at www.adfg.alaska.gov.

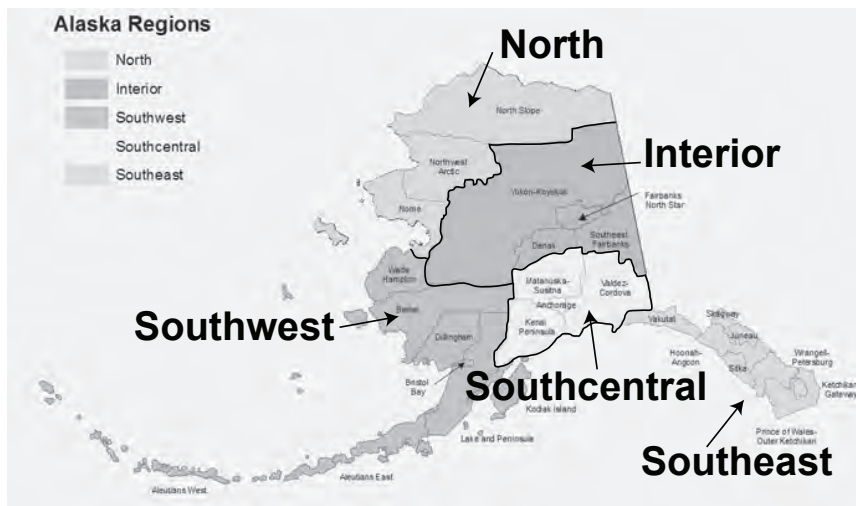
If you prefer to take this survey online, you can go to

www.AlaskaWildlifeSurvey.org

In this survey you will be asked to provide details of trips you or your household members took to hunt in Alaska in 2011.

For the purposes of these questions, a trip is an outing involving hunting, which begins from your home or another place, such as a vacation home, hotel, or relative's home. A trip may last an hour, a day, or multiple days.

- If you and your household members took a trip to hunt and the trip was only for the purpose of hunting, you would answer the questions in this survey for your whole trip.
- If you and your household members took a trip to visit relatives, but during your stay you took a side trip to hunt, you would answer the questions in this survey considering only those hunting-related portions of your trip, from the time you left your place of temporary lodging.
- If you and your household members did not take a trip to hunt in 2011, please do not fill out this survey.
- If members of your household received more than one copy of this survey and if these household members hunted together and shared hunting expenditures in 2011, please fill out and return only one copy.



1. In which region of Alaska do you reside? Select a region shown on the map.

- North Southwest Southeast Interior Southcentral

Think back to all of the trips you and members of your household took in Alaska in 2011 that involved hunting.

2. Where did you and members of your household hunt in 2011? Select one or more regions shown on the map.

- North Southwest Southeast Interior Southcentral

For the following questions select the region that is the farthest to the left in the listing for Question 2. Please answer the following questions for that region only. If you checked North, you would respond for the northern region because that is the farthest region to the left that you checked. If you did not check North and Southwest, but you checked Southeast, you'd respond for that region. Again, respond for the region that you selected that is the farthest to the left.

3. In which month was your most recent hunting trip in 2011 to the region you've selected?

- | | | | |
|------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> February | <input type="checkbox"/> March | <input type="checkbox"/> April |
| <input type="checkbox"/> May | <input type="checkbox"/> June | <input type="checkbox"/> July | <input type="checkbox"/> August |
| <input type="checkbox"/> September | <input type="checkbox"/> October | <input type="checkbox"/> November | <input type="checkbox"/> December |

4a. For the trip you've selected to tell us about, what species did you hunt? In the list below, check (✓) the boxes next to each species you or members of your household targeted, even if you weren't successful.

4b. On the line in front of each species (___) in the list below, please indicate how many animals you and members of your household harvested.

- | | | |
|--|--|---|
| ___ <input type="checkbox"/> Black Bear | ___ <input type="checkbox"/> Bison | ___ <input type="checkbox"/> Wolverine |
| ___ <input type="checkbox"/> Brown (Grizzly) Bear | ___ <input type="checkbox"/> Sheep | ___ <input type="checkbox"/> Coyote |
| ___ <input type="checkbox"/> Deer | ___ <input type="checkbox"/> Mountain Goat | ___ <input type="checkbox"/> Hare |
| ___ <input type="checkbox"/> Moose | ___ <input type="checkbox"/> Muskox | ___ <input type="checkbox"/> Waterfowl |
| ___ <input type="checkbox"/> Caribou | ___ <input type="checkbox"/> Wolf | ___ <input type="checkbox"/> Upland Birds |
| ___ <input type="checkbox"/> Elk | ___ <input type="checkbox"/> Lynx | ___ <input type="checkbox"/> Marine Mammals |
| ___ <input type="checkbox"/> Other (Please Specify): | | |

5. How many people from your household (including yourself) participated in the trip? _____ People

6. How many people total (including members of your household, yourself, and others) participated in the trip?

_____ People

7. How far from your starting location (e.g., your home or temporary lodging) did you travel to hunt? _____ Miles

8. How long was your trip? (Count each partial day as one.) _____ Days

9. How many days did you and other household members actively hunt? (Count each partial day as one.) _____ Days

10. How many hours total did you and members of your household prepare for the hunting trip? _____ Hours

11. Did you or other members of your group participate in any other activities, in addition to hunting, during your trip? *Check all that apply.*

- Backpacking or hiking
- Biking (mountain or road)
- Recreational boating
- Camping
- Climbing
- Other (Please Specify)
- Driving
- Fishing
- Flightseeing
- Habitat maintenance
- Photographing
- Skiing
- Visiting friends or relatives
- Wildlife feeding
- Wildlife viewing
- None, just hunted

12. Would you or members of your household still have taken the trip if you had not hunted?

- Yes No

13a. Please rate your overall level of satisfaction or dissatisfaction with the trip. _____

- 1 = Very satisfied 2 = Moderately satisfied 3 = Neither satisfied nor dissatisfied
- 4 = Moderately dissatisfied 5 = Very dissatisfied

13b. Please indicate the extent to which each of the following factors affected your overall level of satisfaction with the trip.

- 1 = Increased a lot 2 = Increased a little 3 = Neither increased or decreased
- 4 = Decreased a little 5 = Decreased a lot

- _____ Hunting with friends and family
- _____ Number of people other than my hunting party at the hunting site
- _____ Cost and ease of access to the site
- _____ Travel time to the site
- _____ The remoteness of the hunting site (away from a major road or development)
- _____ Abundance of game animals present at the site
- _____ Quality of game animals present at the site
- _____ Abundance of other species present at the site
- _____ Non-wildlife scenery (river views, mountain views, etc.)
- _____ Number of game animals harvested
- _____ Acquisition of meat from harvested animals
- _____ Seeing but not necessarily harvesting animals at the site
- _____ Harvest regulations were too restrictive
- _____ Harvest regulations were too liberal
- _____ Being outside and seeing wildlife

14. How do you rank the following characteristics of a hunting trip in terms of their importance for an enjoyable experience?

Select a unique rank for each item below.

1=most important, 2=second, 3=third, 4=fourth, 5=least important

_____ The remoteness of the hunting site (away from a major road or development)

_____ Number of people other than my hunting party at the hunting site

_____ Cost and ease of access to the site

_____ Abundance of game animals present at the site

_____ Quality of game animals present at the site

15. For that same 2011 trip did you purchase a trip package, such as a guided hunting or fishing trip, that covered all or part of your expenses?

- Yes, please continue to Question 16 No, please skip to Question 17

16. If you answered Yes to purchasing a trip package, please complete the questions below regarding your trip package expenses.

Total Trip Package Cost for Your Household \$ _____

Check all items included in the trip package

- Air travel within Alaska
- Ground transportation within Alaska (e.g., train, ferry, bus, van)
- Lodging within Alaska
- Guide, outfitter, charter, and/or transporter fees
- Groceries and/or meals
- Equipment rental
- Fees and licenses
- Other (please specify): _____

(PLEASE CONTINUE WITH THE SURVEY ON THE NEXT PAGE)

The next set of questions asks you to recall details about expenditures that were not included in any trip package but that you incurred for the trip.

17. For each trip expense, enter the total amount and check (✓) the region or regions where your household made the purchase(s). If you did not have that type of expense, enter 0.

Only include purchases you (or members of your household) made for your household. Do not include purchases others made for your household. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.

Type of Expense	Total amount you & your household spent in Alaska	NORTH	INTERIOR	SOUTHWEST	SOUTHCENTRAL	SOUTHEAST
Licenses, tags, and fees						
Fuel for vehicles (car, boat, RV, airplane)						
Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV within Alaska)						
Guide, outfitter, charter, and transporter fees						
Groceries, food, liquor purchased at stores						
Meals purchased at restaurants and bars (including fast food)						
Lodging (hotels, campgrounds, cabins)						
Equipment rental						
Souvenirs and gifts						

18. In total, how much do you think the overall cost of your trip was, for you and your household? Include what you spent before, during, and after your trip, and purchases you made in Alaska, online, and outside of Alaska, if relevant.

\$ _____

19a. As you know, some of the costs of travel, such as gasoline, have been increasing recently. If the cost of this trip had increased by \$490, would you and your household still have made the trip?

- Yes, skip to Question 19c No, continue to Question 19b

19b. If the cost of your trip had increased by half the amount shown in Question 19a, would you or your household still have made the trip?

- Yes No - Please continue to 19d

19c. If the cost of your trip had increased by double the amount shown in Question 19a, would you or your household still have made the trip?

Yes No

19d. What is the maximum additional amount (on top of your actual cost) you would have been willing to pay for this particular trip?

\$ _____

20. Now think back to all the purchases related to hunting equipment and gear you and your household made in 2011. Include only purchases you made in Alaska and exclude those made via catalogues and on the internet. Next to each group of items, enter the total amount you and your household paid for them. If you did not have that type of purchase, enter 0. Next, please refer to the map on the second page of this survey and check the region or regions where you bought them.

Some of the items may be used for activities other than hunting. For each item, please consider all the times you use it and estimate what percentage of these times involve hunting in Alaska. For example, if you bought a vest for a trip in 2011 and you think you will use it 10 times total, of which 5 times will be for hunting in Alaska, you would enter 50%.

Type of Expense	Total amount you & your household spent in Alaska	NORTH	INTERIOR	SOUTHWEST	SOUTHCENTRAL	SOUTHEAST	% used for hunting in Alaska
Hunting equipment (guns, bows, arrows, ammunition, holsters, calls, decoys, etc.)							
Personal gear (clothing, shoes, sun glasses, sun screen, bug spray, etc.)							
Camping gear (cooler, tent, sleeping bag, lanterns, etc.)							
Photographic equipment (cameras, lenses, tripods, etc.)							
Defensive gear (bear spray, electric fence, etc.)							
Other gear (life jackets, binoculars, guidebooks, etc.)							
Taxidermy and butchery (both professional and equipment to do it yourself)							
<u>Purchased</u> terrestrial and aquatic vehicles (boats, canoes, kayaks, rafts, ATVs, trailers, hitches, etc.)							
<u>Purchased</u> airplane and accessories							
Other vehicle expenditures (storage fees, license, training, etc.)							
Maintenance and repairs for vehicles (including land, water, and air)							
Registration and license fees (vehicle, boat, airplane, etc.)							
Other - specify:							

Some Alaskan hunters purchase land, cabins, sheds, or other structures to use during hunting trips.

21. Did your household purchase real estate or spend money maintaining existing real estate assets to use primarily for the purpose of hunting during 2011?

- Yes, proceed to Question 22 No, skip to Question 23

22. In the following table, please describe the real-estate related expenses from 2011 for real estate your household primarily uses in Alaska for hunting. If you did not have that type of expense, enter 0.

Type of Expense	Total amount you & your household spent in Alaska	N O R T H	I N T E R I O R	S O U T H W E S T	S O U T H C E N T R A L	S O U T H E A S T
Real estate purchase or construction (e.g., cabins, sheds, other buildings or structures)						
Real estate maintenance and repairs						

Demographic Questions

Please be assured that we keep all your answers anonymous and confidential. We ask these demographic questions for statistical purposes only, to ensure that our study is representative of the hunter population in Alaska.

23. Are you male or female?

- Male Female

24. In what year were you born? 19 ____

25. What do you consider yourself to be?

- Asian Hispanic Native American White
 Black or African American Native Alaskan Refuse to answer Other - please specify: _____

26. Is your household income...

- Less than \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999
 \$100,000-\$124,999 \$125,000-\$149,999 \$150,000-\$200,000 More than \$200,000

27. What is the highest level of education you had the opportunity to complete?

- Less than high school High school Some college Associates or trade degree
 Bachelor's degree Master's degree Doctorate

28. Is anyone in your household a member of a conservation or outdoor organization, a wildlife association, or a hunting club?

- Yes No

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Complete and return this printed survey or go online at www.AlaskaWildlifeSurvey.org to enter the drawing to win one of five \$250 cash cards.

We'd love to hear about your wildlife-related experiences in Alaska. Please share in the space provided below.

Please enter your contact information below so we may contact you if you win one of the five \$250 cash cards in the drawing.

Name: _____

Address 1: _____

Address 2: _____

City: _____

State: _____

Zip: _____

Email Address: _____

Note: Contact information is used only for the purpose of entering the drawing; no names are associated with answers ensuring your complete anonymity.

Thanks for completing this survey.

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