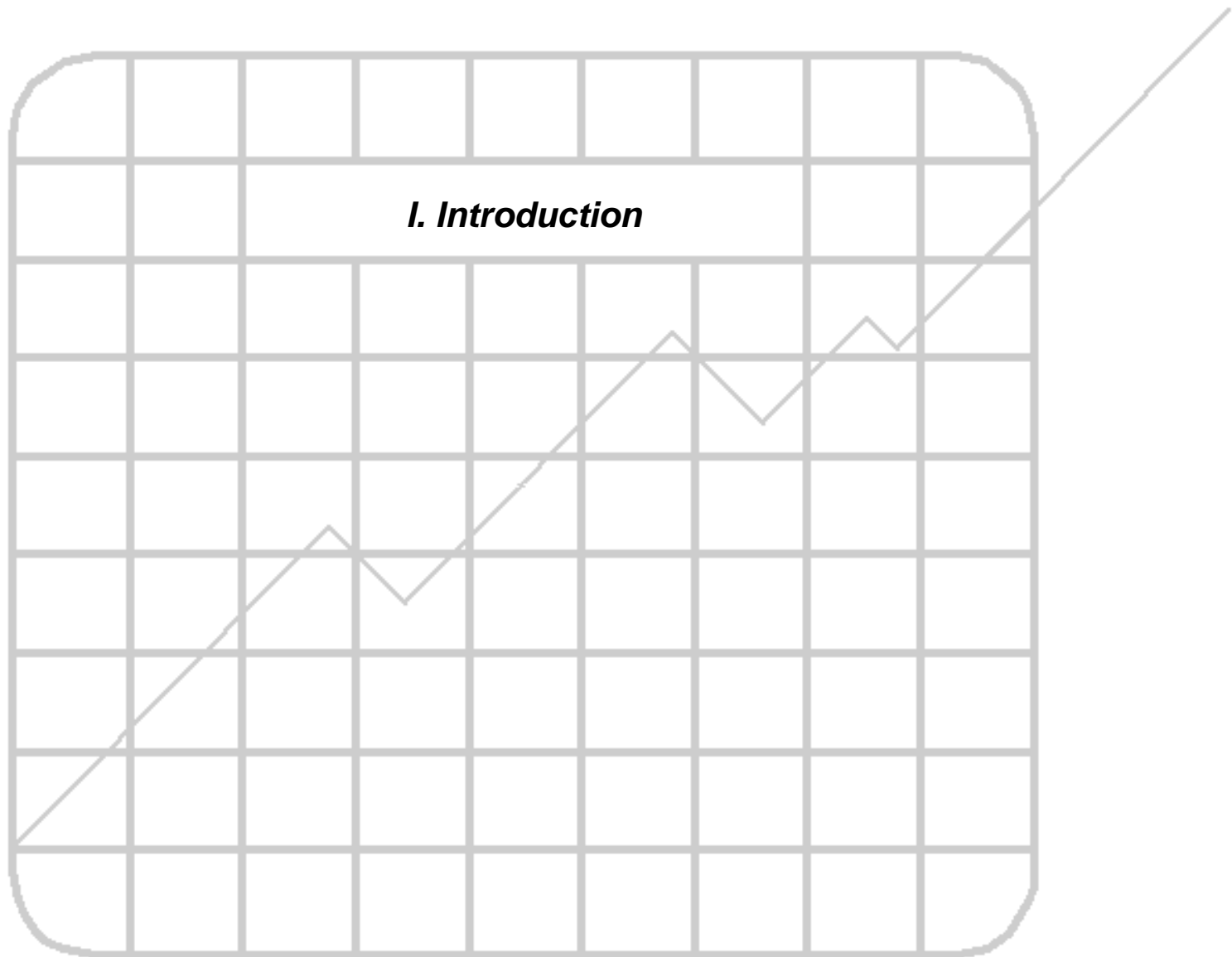




***New Mexico Department of Game & Fish  
Angler Satisfaction Survey  
May 2010***

## Table of Contents

<b>I. Introduction .....</b>	<b>3</b>
Methodology .....	4
Executive Summary .....	5
<b>II. Summary of Results .....</b>	<b>15</b>
Number of Days Fishing in New Mexico During the Past 12 Months.....	16
Overall Satisfaction with Fishing in New Mexico During the Past 12 Months .....	17
Reasons Underlying Overall Satisfaction with Fishing in New Mexico During the Past 12 Months.....	19
Prefer Fishing for Cold Water Species or Warm Water Species.....	20
Preference of Cold Water Species in New Mexico.....	21
Fishing Preferences: Stocked Locations vs. Wild Fish.....	22
Preference of Warm Water Species in New Mexico.....	23
Fishing Preferences: Catch and Release vs. Keeping .....	24
Fishing Preferences: Lots of Fish vs. Big Fish .....	25
Preference of Fishing Location .....	26
Frequency of Thoroughly Cleaning, Draining and Drying Fishing Equipment Before Fishing at a Different Lake, Stream or River .....	27
Heard About or Read Advisories in New Mexico About Cleaning Boat, Trailer and Fishing Equipment .....	29
Overall Concern About the Spread of Invasive Species in New Mexico .....	30
<b>III. Demographics .....</b>	<b>31</b>
<b>IV. Questionnaire.....</b>	<b>33</b>



---

## Methodology

This research study was commissioned by the New Mexico Department of Game and Fish to assess angler satisfaction with their fishing experiences in New Mexico.

### ***The Interview***

A random sample of 303 resident anglers and 99 non-resident anglers were interviewed by telephone. Telephone numbers were generated by Research & Polling from a database of residents and non-residents who purchased a New Mexico fishing license in 2009. All interviews were conducted between April 12<sup>th</sup> and April 18<sup>th</sup>, 2010.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument.

### ***Margin of Error***

A sample size of 402 at a 95% confidence level provides a maximum margin of error of approximately 4.9%. In theory, in 95 out of 100 cases, the results based on a sample of 402 will differ by no more than 4.9 percentage points in either direction from what would have been obtained by interviewing all New Mexico residents and non-residents who purchased a fishing license in 2009.

### ***The Report***

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include: age, number of days fished, education, and species preference.

## Executive Summary

### Angler Satisfaction

Overall, the majority of anglers express satisfaction with the fishing in New Mexico over the past 12 months. In total, 62% of the anglers surveyed say they are satisfied with their experiences (34% are *very satisfied*), while just 11% express dissatisfaction and 23% have mixed or neutral feelings.

It should be noted that satisfaction levels have improved from 54% in last year's study to 62% currently.

### Angler Preferences

As has been observed in past studies, the majority of anglers (60%) say they prefer fishing for cold water species, while 21% prefer warm water species and 19% say they enjoy fishing for both types of species.

Two-thirds of the cold water anglers say they prefer to fish for rainbow trout, while 36% say they prefer fishing for brown trout. In comparison, just 12% prefer fishing for cutthroat trout.

The warm water anglers do not have a clear species preference with largemouth bass (35%), walleye (34%), catfish (27%), and smallmouth bass (26%) being mentioned with similar frequency.

The plurality (37%) of those who fish for cold water species say they choose their locations based on where they expect to find wild fish such as brown or cutthroat trout, while 34% choose their fishing locations based on where fish such as rainbow trout have been recently stocked,. Sixteen percent of cold water anglers say they look for both qualities when choosing a location.

Anglers are equally divided in terms of their preferences for lakes/reservoirs or streams. Just over two-fifths (42%) of those surveyed say they prefer to fish in lakes and reservoirs, while 39% prefer stream fishing and 18% say they like both lake and stream fishing.

Looking at some of the other angler preferences, nearly half (49%) say they choose locations based on where they believe they will catch many fish, while 26% say they would rather catch one or two large fish and 14% say they look for both attributes.

Furthermore, the anglers are almost equally divided in that while 44% say they prefer to catch and release most of the fish they catch, 41% prefer to keep and presumptively consume most of the fish they catch.

### Invasive Species Advisories

The majority (55%) of anglers surveyed also say they have heard about or read the advisories pertaining to cleaning their boat, trailer and fishing equipment when fishing in new waters in order to reduce the spread of invasive species such as zebra and quagga mussels. However, many anglers are unaware of these advisories.

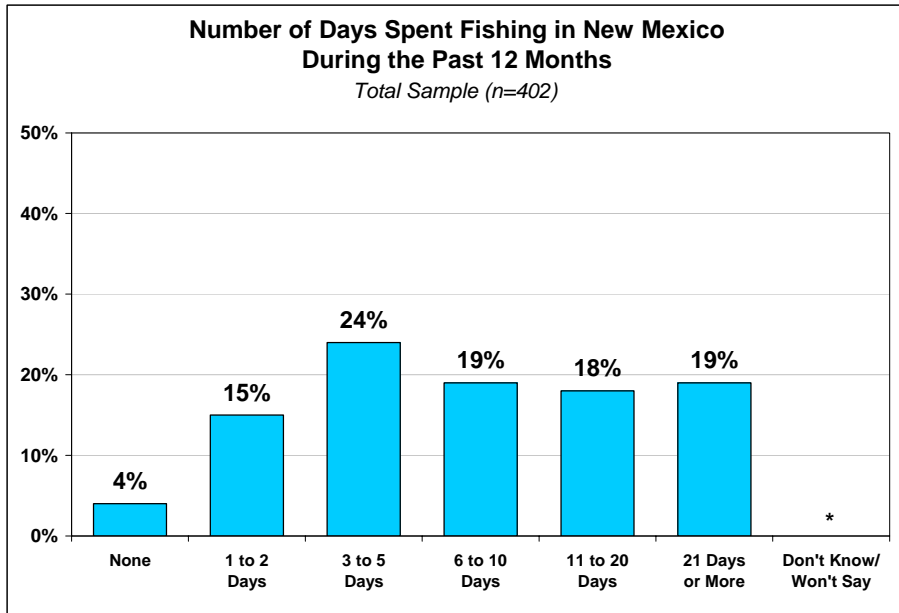
It is interesting to note that non-residents (66%) are far more inclined than residents (51%) to be aware of the invasive species advisories. Furthermore, boat owners are far more inclined than non-boat owners to be aware of the advisories (72% and 46% respectively).

Although many of the anglers surveyed were not aware of the above mentioned advisories, it is important to note that since the survey was conducted, there has been more advertising on the subject, particularly radio advertisements. As the NMDGF continues with its education campaign, awareness levels of zebra and quagga mussel advisories are sure to increase.

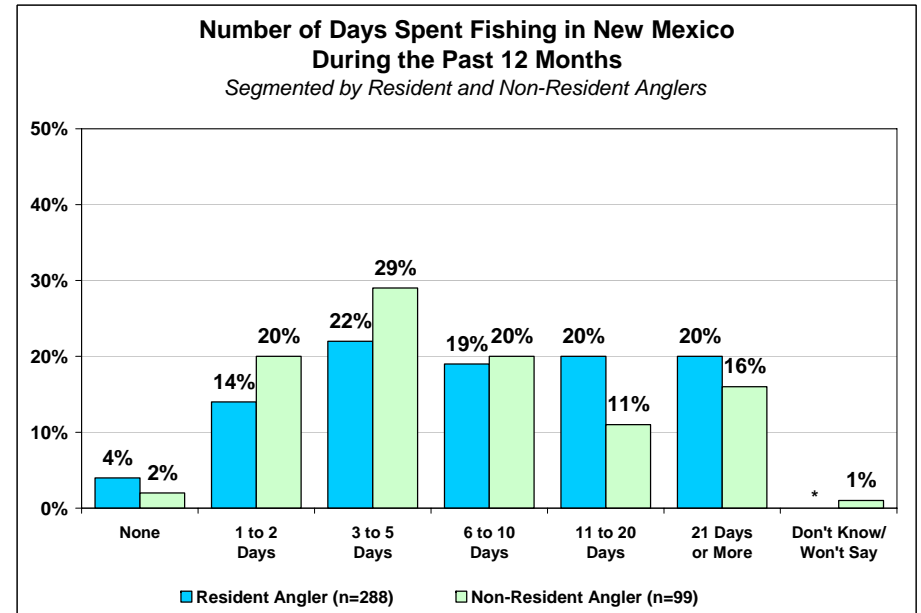
Overall, nearly half (47%) of the anglers surveyed say they are *very concerned* about the spread of invasive species such as zebra and quagga mussels in New Mexico, while 32% say they are *somewhat concerned*. Just 13% say they are unconcerned about these invasive species. Concern levels should rise as anglers become more aware of the potential devastating effects these invasive species could have on the state's waterways.

Prior to being asked about the mussel advisories, the majority (55%) of anglers reported that they *always* thoroughly clean, drain and dry their fishing equipment including boat trailer, waders and bait wells before fishing at a different lake, stream or river, while 12% say they *usually* do so. However, approximately one-fifth of the anglers say they either *sometimes* or *never* thoroughly clean, drain, and dry their fishing equipment before fishing at new locations.

It is important to note that 70% of boat owners say they *always* thoroughly clean, drain, and dry their equipment compared to 48% of those who do not own a boat.



<i>Mean</i>	<i>15 days</i>
<i>Median</i>	<i>7 days</i>

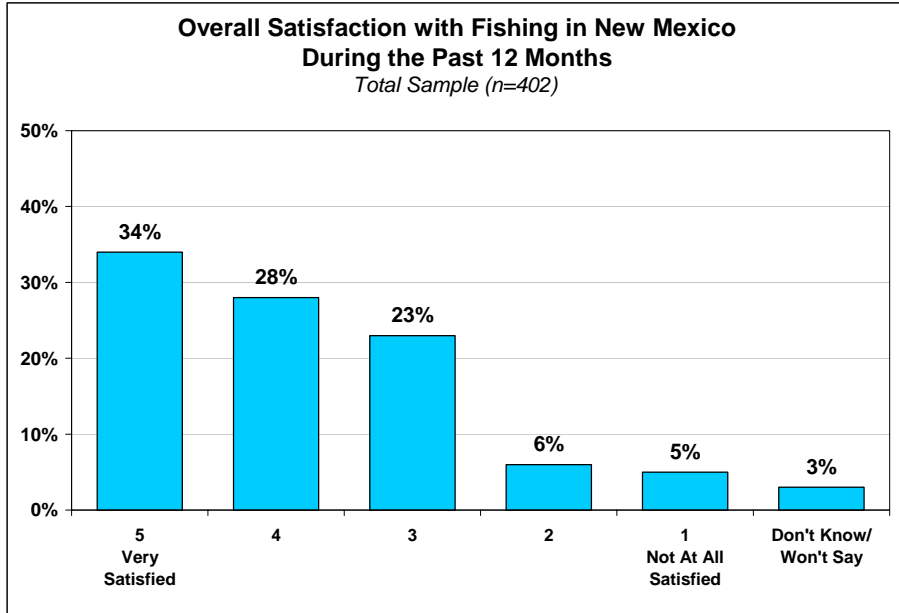


	<b>Resident</b>	<b>Non-Resident</b>
<i>Mean</i>	<i>17</i>	<i>12</i>
<i>Median</i>	<i>8</i>	<i>5</i>

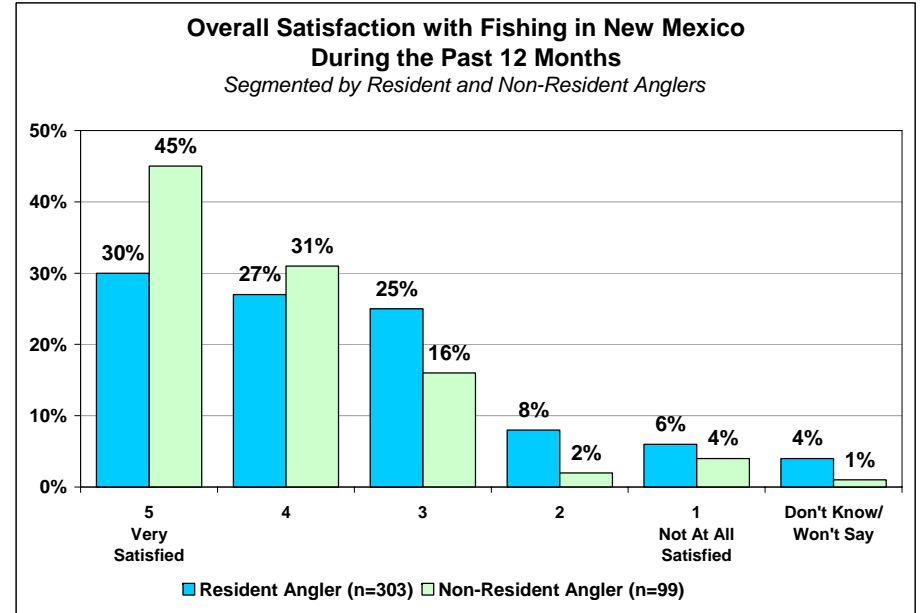
As shown above, approximately two-fifths (37%) of the anglers surveyed say they fished 11 days or more in New Mexico over the past 12 months, with 19% having fished on 21 or more occasions. Nineteen percent fished in New Mexico between six and ten times, while 24% went fishing three to five times and 15% only went fishing once or twice in the past 12 months. Consistent with results observed in previous studies, 4% of those surveyed say they had not fished in New Mexico in the past 12 months, even though they had purchased a license.

On average, the resident anglers fished for 17 days, while non-residents fished for an average of 12 days in New Mexico. It should be noted that among the non-residents those with an annual license fished for an average of 18 days, while temporary license holders fished for an average of four days.

The median number of days fished among resident anglers is 8, meaning that half fished 8 days or more, while the other half fished eight days or less.



Mean †	3.8
--------	-----

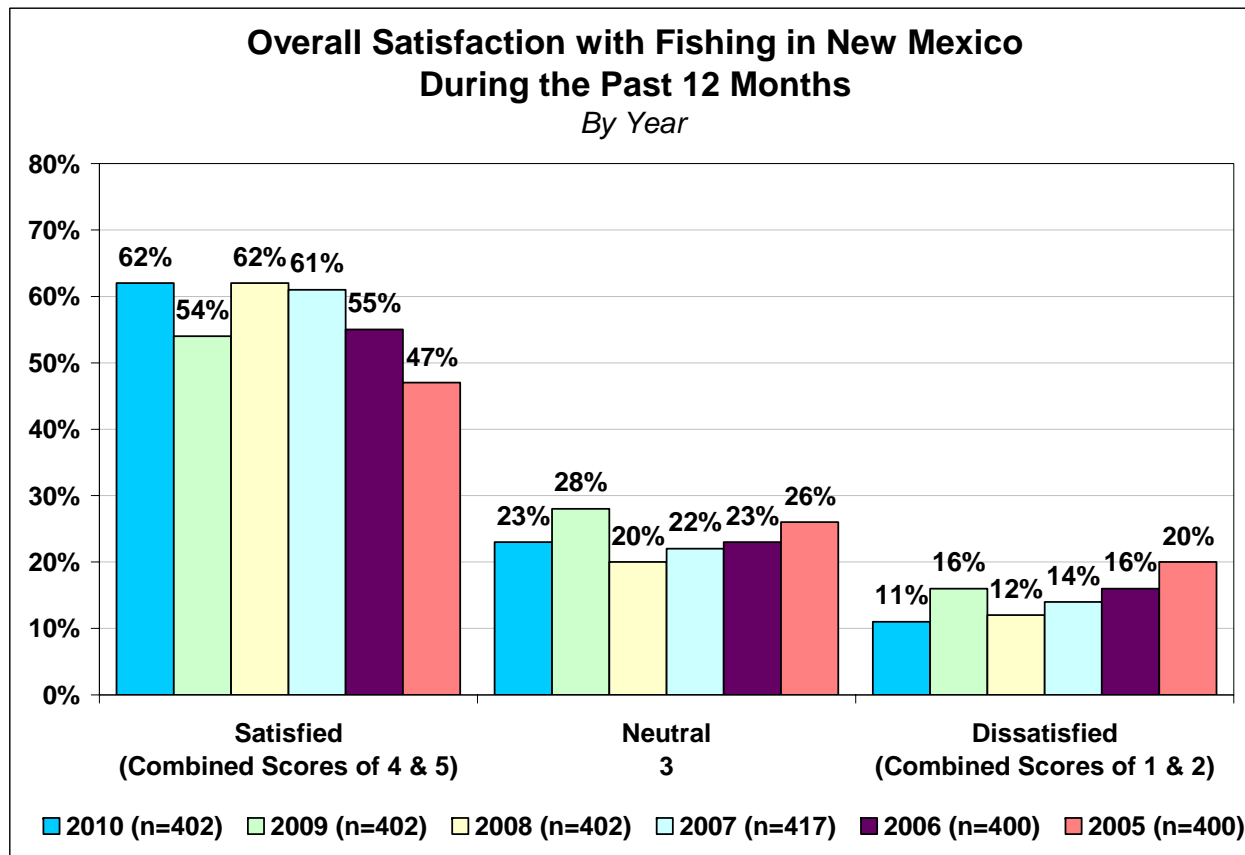


	Resident	Non-Resident
Mean†	3.7	4.1

Anglers were asked to rate their overall satisfaction with their experience fishing in New Mexico last year using a 5-point scale where 5 is *very satisfied* and 1 is *not at all satisfied*. Approximately three-fifths (62%) of the anglers surveyed express satisfaction as indicated by a score of four or five. Thirty-four percent say they are *very satisfied* with their fishing experience(s). Just 11% of the anglers surveyed express dissatisfaction with their New Mexico fishing experiences in the past 12 months as indicated by a score of 1 or 2, while 23% have neutral or mixed feelings (a score of 3).

Non-resident anglers (76%) are more inclined than resident anglers (57%) to express satisfaction with fishing in New Mexico. More specifically, 45% of non-residents say they are *very satisfied*, compared to 30% of residents.

† The mean score is derived by taking the average score based on the 5-point scale. The *Very Satisfied* response is assigned a value of 5; the *Not At All Satisfied* response is assigned a value of 1. The *Don't Know/Won't Say* responses are excluded from the calculation of the mean.



	2010	2009	2008	2007	2006	2005
Mean †	3.8	3.6	3.8	3.7	3.6	3.5

Angler satisfaction has improved when compared to last year's study. Currently, 62% of anglers express satisfaction compared to 54% observed last year.

## Reasons Underlying Overall Satisfaction with Fishing in New Mexico During the Past 12 Months

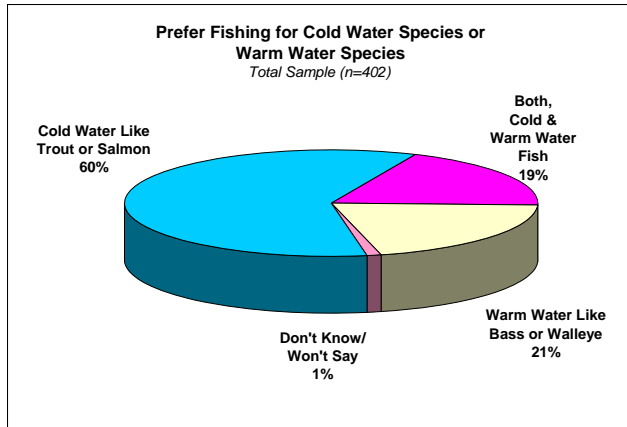
AMONG THOSE WHO HAVE AN OPINION ABOUT THE FISHING IN  
NEW MEXICO DURING THE PAST 12 MONTHS

---

(Top 8 Unaided Answers)

	Total Responses ( <i>n</i> =389)
Caught a lot of fish	24%
Did not catch many fish	17%
Did not catch any fish	14%
Waters are stocked well	10%
Waters not stocked well	10%
Had a good time/enjoyable	8%
Water levels were good	6%
Enjoys the outdoors	6%

When asked in an unaided, open-ended manner to give the reasons underlying their level of satisfaction with the fishing in New Mexico over the past 12 months, 24% said they caught lots of fish, while 17% say they did not catch many fish and 14% say they did not catch any fish.



### Cold Water Fish Preference

Among Those Who Prefer Cold Water Fish  
 Top 7 Unaided Responses

	Total Responses (n=315)
Rainbow trout	68%
Brown trout	36%
Cutthroat trout	12%
Kokanee salmon	10%
Brook trout	8%
Lake trout	8%
None in particular	11%

### Warm Water Fish Preference

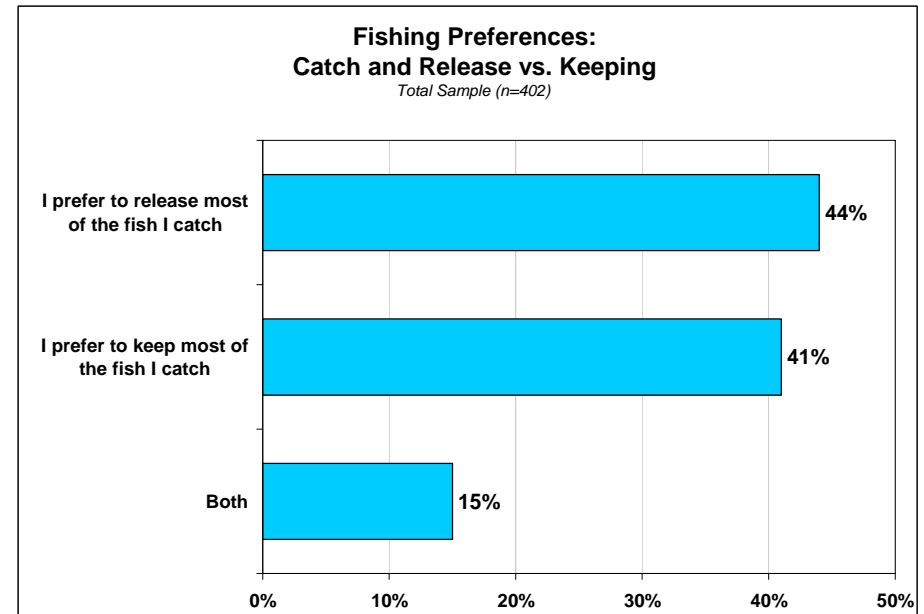
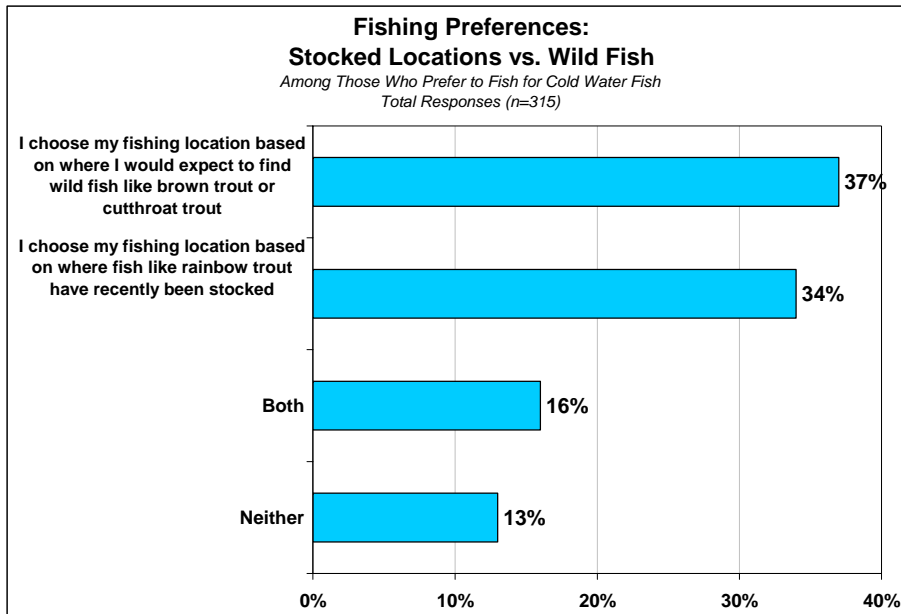
Among Those Who Prefer Warm Water Fish  
 Top 9 Unaided Responses

	Total Responses (n=159)
Largemouth bass	35%
Walleye	34%
Catfish	27%
Smallmouth bass	26%
Crappie	10%
Striped bass	9%
White bass	9%
Northern pike	6%
Trout	6%

Three-fifths of the anglers surveyed say they prefer to fish for cold water species such as trout and salmon, compared to 21% who prefer to fish for warm water species. Nineteen percent of the anglers do not have a species preference.

When asked in an unaided, open-ended manner what types of cold water species they prefer to fish for in New Mexico, approximately two-thirds (68%) of the respondents say rainbow trout, while 36% say they prefer to fish for brown trout, 12% prefer cutthroats, and 10% say they prefer to fish for kokanee salmon.

When asked unaided, the anglers who prefer to fish for warm water species are most apt to say they prefer largemouth bass (35%), walleye (34%), catfish (27%), and smallmouth bass (26%).

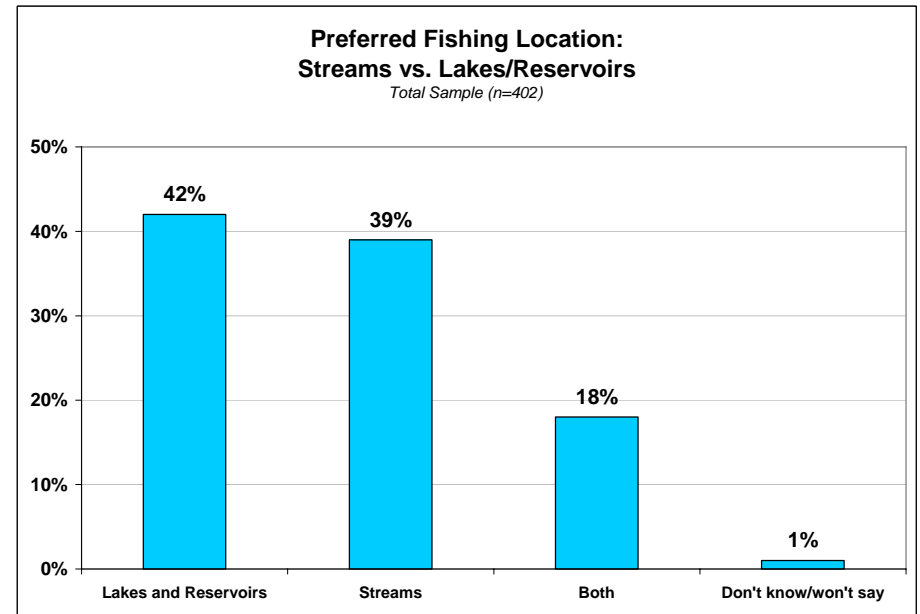
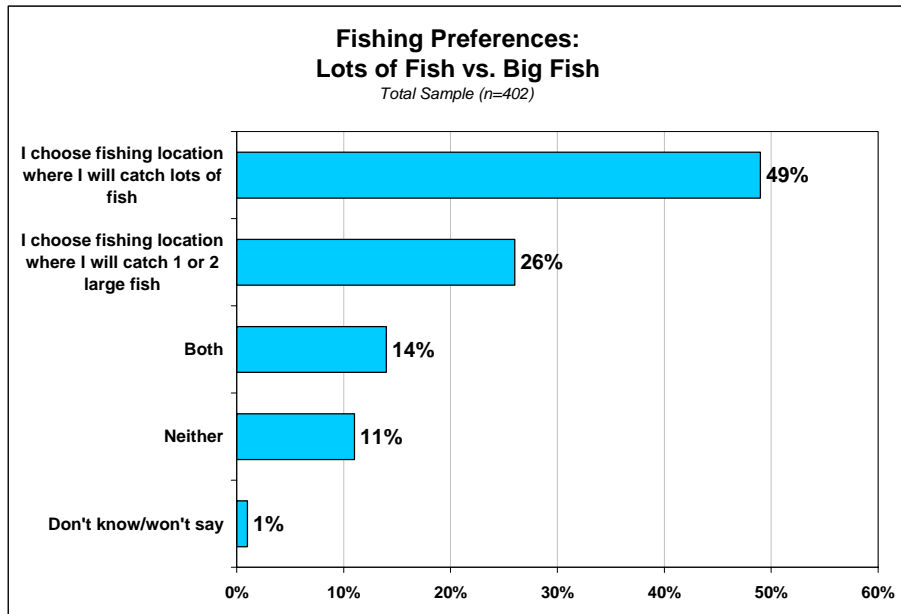


Anglers were read various paired statements and for each one asked which statement is closest to their overall opinion when it comes to fishing.

As shown above, cold water anglers are divided in their opinion of where they prefer to fish. Thirty-seven percent say they prefer to fish at locations where they would expect to find wild trout, while 34% say they prefer to fish at locations where trout have been recently stocked and 16% say they prefer both types of locations (this question was only asked among those who prefer to fish for cold water species).

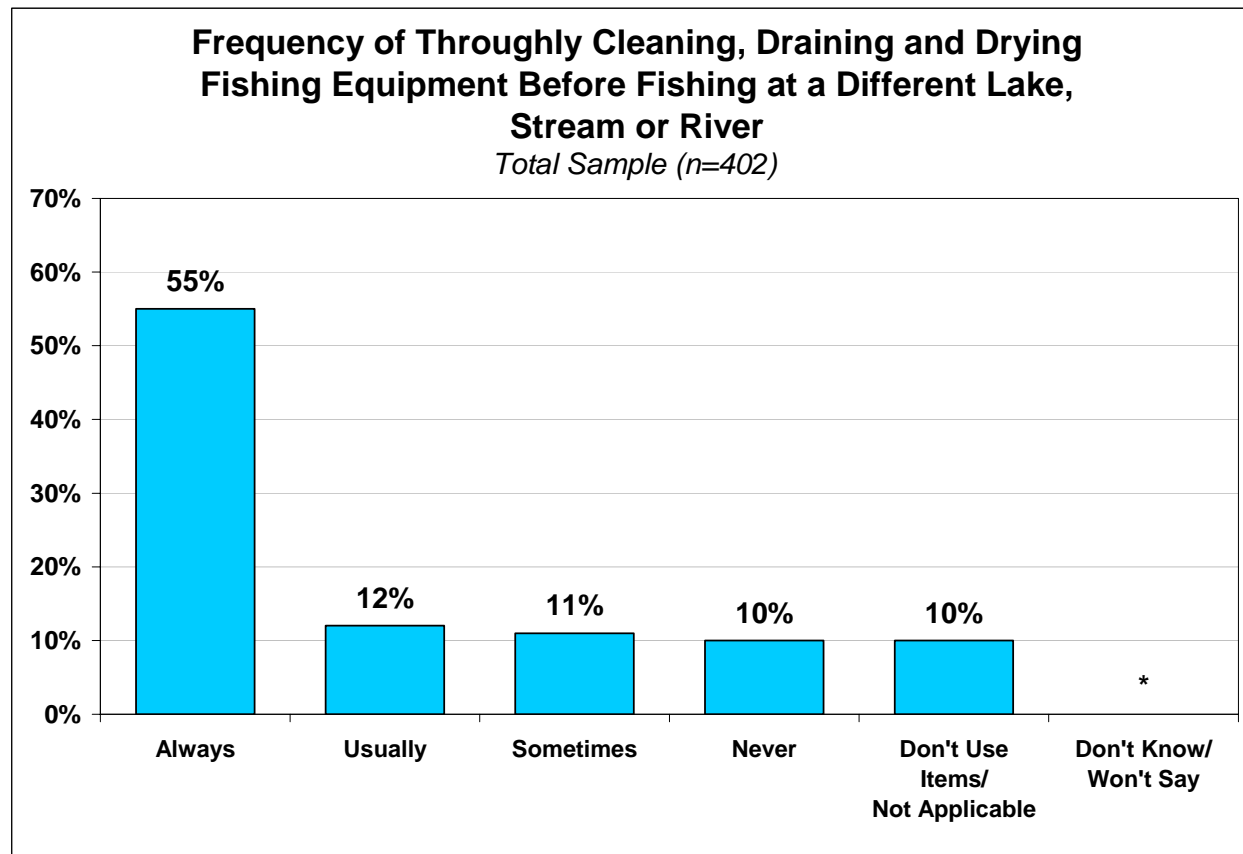
When given two options, the anglers surveyed are slightly more inclined to say they prefer to release most of the fish that they catch (44%) as compared to keeping most of their fish (41%). Fifteen percent said both statements apply to them, indicating there are times when they keep their fish and other times when they prefer to catch and release.

- As has been observed in previous studies, resident anglers (45%) are more likely than non-residents (28%) to prefer to keep most of the fish they catch.
- As was observed last year, 48% of those who prefer to fish in lakes and reservoirs like to keep most of the fish they catch compared to 33% of those who prefer to fish in streams. The majority of those who prefer streams (54%) say they like to release most of the fish they catch.



Approximately half (49%) of the anglers surveyed say they choose fishing locations based on where they will catch lots of fish, while 26% choose locations where they will catch one or two large fish and 14% prefer both types of places to fish. Eleven percent of anglers indicated that they do not base their decision where to fish on either criterion.

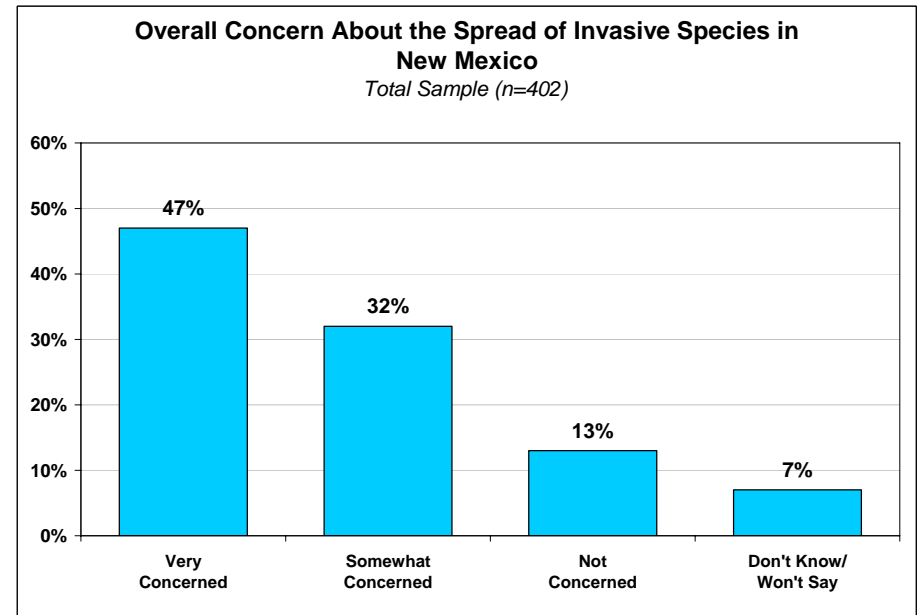
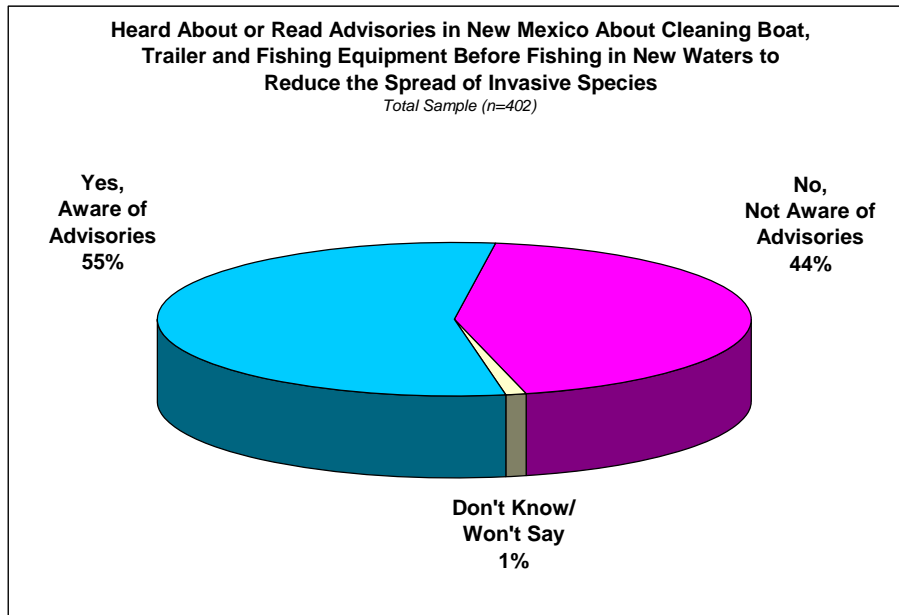
The anglers surveyed are almost equally divided in terms of their preference for fishing in lakes and reservoirs (42%) or streams (39%). Eighteen percent of anglers prefer to fish in both streams and lakes/reservoirs.



\* Less than 1% reported.

The majority of anglers (55%) say they *always* thoroughly clean, drain and dry their fishing equipment including boat trailer, waders and bait wells before fishing at a different lake, stream or river, while 12% say they *usually* do so. However, 21% say they either *sometimes* or *never* thoroughly clean, drain and dry their fishing equipment.

It is important to note that 70% of boat owners say they *always* thoroughly clean, drain, and dry their equipment compared to 48% of those who do not own a boat.

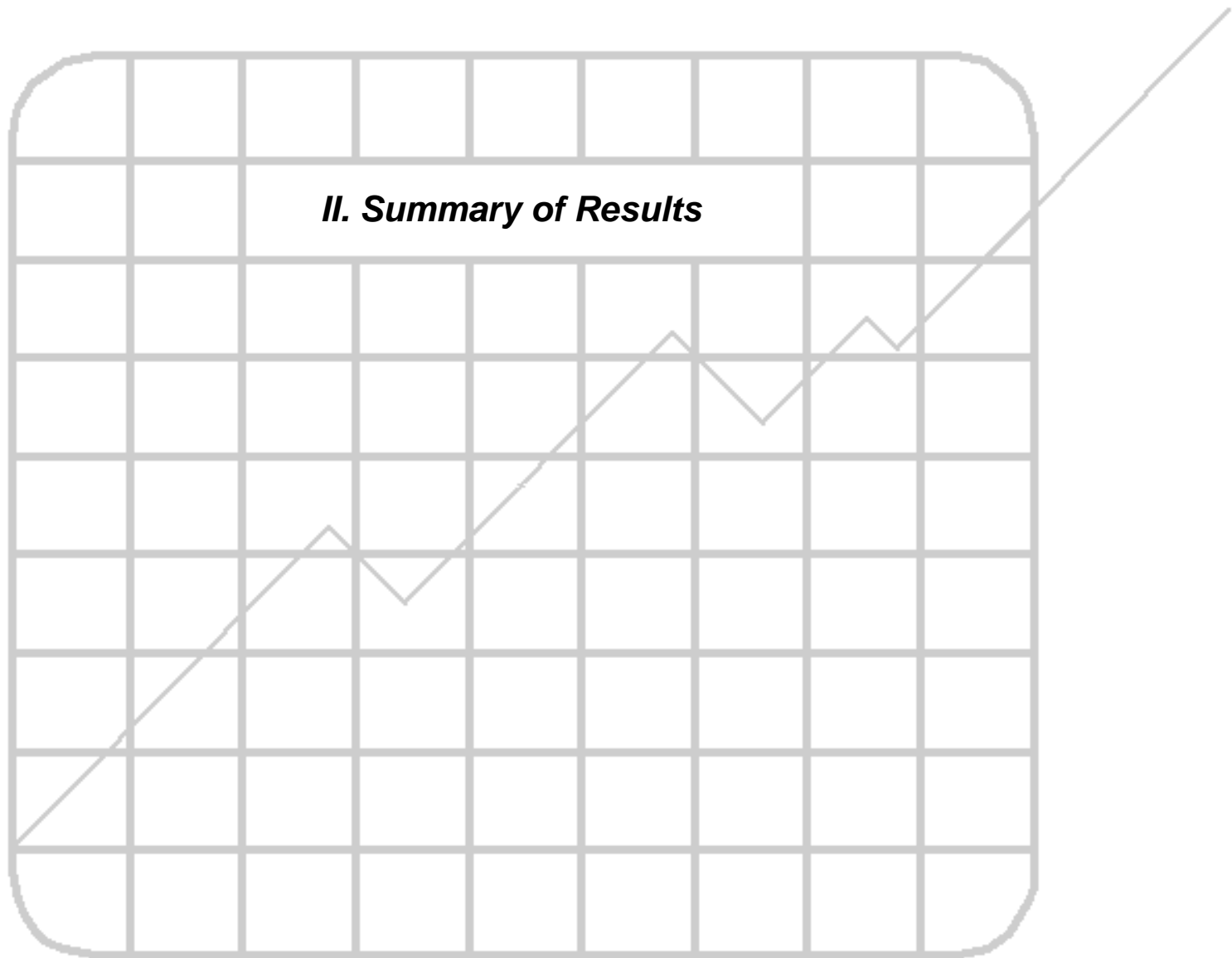


The majority (55%) of anglers surveyed say they have heard about or read the advisories pertaining to cleaning their boat, trailer and fishing equipment when fishing in new water to reduce the spread of invasive species such as zebra and quagga mussels. However, many anglers (44%) are unaware of these advisories.

It is interesting to note that non-residents (66%) are far more inclined than residents (51%) to be aware of the invasive species advisories. Furthermore, boat owners (72%) are far more inclined than non-boat owners to be aware of the advisories (46%).

It is also observed that those who fish with greater regularity are more inclined to be aware of the advisories than are those who fish less frequently. Two-thirds of those who fished for 21 days or more are aware compared to just 27% of those who fished for one or two days.

Overall, nearly half (47%) of the anglers surveyed say they are *very concerned* about the spread of invasive species such as zebra and quagga mussels in New Mexico, while 32% say they are *somewhat concerned*. Just 13% say they are unconcerned about these invasive species.



## Number of Days Fishing in New Mexico During the Past 12 Months

Question 1: How many days or parts of days did you fish in New Mexico during the past 12 months?

	Component				Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?			Education			
	Total Sample (n=402)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both	Some H.S/ H.S Grad	Some College	College Graduate	Graduate Degree
0 days	4%	5%	2%	2%	3%	5%	4%	5%	4%	-	3%	4%	2%	5%
1 to 2 days	15%	13%	4%	42%	16%	9%	18%	21%	11%	11%	19%	13%	15%	10%
3 to 5 days	24%	22%	23%	37%	24%	19%	29%	25%	19%	31%	24%	23%	28%	19%
6 to 10 days	19%	19%	23%	16%	21%	23%	13%	16%	22%	20%	15%	19%	20%	19%
11 to 20 days	18%	21%	18%	2%	19%	16%	18%	15%	22%	15%	17%	20%	15%	20%
21 or more days	19%	21%	29%	-	18%	28%	17%	17%	21%	23%	22%	19%	22%	14%
Don't know/won't say	*	*	2%	-	-	-	2%	-	1%	-	-	1%	-	-
Mean	15	17	18	4	14	22	14	13	17	17	16	17	13	14
Median	7	10	10	3	8	10	5	5	10	7	7	8	7	8

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Sample (n=402)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
0 days	4%	3%	8%	2%	2%	4%	4%	1%	3%	3%	4%	6%	4%	4%
1 to 2 days	15%	17%	11%	14%	18%	18%	15%	11%	16%	16%	15%	13%	17%	12%
3 to 5 days	24%	23%	19%	25%	31%	22%	24%	24%	19%	26%	21%	33%	21%	26%
6 to 10 days	19%	19%	23%	13%	22%	19%	18%	22%	19%	22%	19%	17%	17%	22%
11 to 20 days	18%	15%	14%	34%	20%	21%	15%	18%	19%	18%	18%	14%	18%	18%
21 or more days	19%	22%	25%	13%	7%	15%	21%	24%	23%	13%	23%	16%	22%	18%
Don't know/won't say	*	1%	-	-	-	-	1%	-	1%	1%	-	-	1%	*
Mean	15	15	20	14	9	13	15	22	19	12	16	13	19	14
Median	7	7	8	8	5	8	7	10	10	6	8	5	8	8

\* Less than 1% reported.

## Overall Satisfaction with Fishing in New Mexico During the Past 12 Months

Question 2: In general, how satisfied or dissatisfied were you with fishing in New Mexico during the past 12 months? Please use a 5-point scale, with 5 being very satisfied and 1 being not at all satisfied.

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Total Sample (n=402)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both
5 - Very satisfied	34%	30%	39%	53%	7%	44%	35%	29%	26%	39%	32%	23%	34%	33%	39%
4	28%	26%	38%	23%	13%	15%	27%	36%	36%	27%	32%	30%	23%	31%	36%
3	23%	26%	18%	14%	-	27%	16%	24%	28%	20%	23%	29%	23%	23%	21%
2	6%	8%	4%	-	-	5%	11%	8%	8%	6%	5%	10%	8%	7%	2%
1 - Not at all satisfied	5%	6%	-	9%	-	8%	12%	3%	1%	5%	4%	6%	7%	4%	2%
Don't know/won't say	3%	4%	2%	-	80%	2%	-	-	-	3%	4%	4%	5%	2%	-
Mean †	3.8	3.7	4.1	4.1	4.3	3.8	3.6	3.8	3.8	3.9	3.9	3.6	3.7	3.8	4.1

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Sample (n=402)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
5 - Very satisfied	34%	33%	33%	38%	36%	39%	29%	34%	30%	26%	39%	43%	37%	31%
4	28%	28%	29%	29%	27%	28%	28%	32%	36%	26%	25%	23%	22%	30%
3	23%	23%	23%	23%	18%	20%	27%	20%	22%	26%	23%	19%	25%	24%
2	6%	6%	6%	4%	13%	6%	6%	8%	6%	11%	4%	4%	8%	6%
1 - Not at all satisfied	5%	7%	2%	5%	7%	4%	7%	5%	4%	6%	5%	6%	4%	6%
Don't know/won't say	3%	3%	7%	2%	-	4%	4%	-	2%	4%	3%	4%	5%	3%
Mean †	3.8	3.8	3.9	3.9	3.7	4.0	3.7	3.8	3.8	3.6	3.9	4.0	3.8	3.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very satisfied response is assigned a value of 5; the Not at all satisfied response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

**Overall Satisfaction with Fishing in New Mexico During the Past 12 Months** *(continued)*

Question 2 (continued): In general, how satisfied or dissatisfied were you with fishing in New Mexico during the past 12 months? Please use a 5-point scale, with 5 being very satisfied and 1 being not at all satisfied.

	Education				
	Total Sample (n=402)	Some H.S./ H.S Grad	Some College	College Graduate	Graduate Degree
5 - Very satisfied	34%	30%	31%	44%	37%
4	28%	24%	28%	33%	29%
3	23%	30%	19%	18%	22%
2	6%	7%	11%	1%	2%
1 - Not at all satisfied	5%	6%	6%	4%	5%
Don't know/won't say	3%	3%	4%	-	5%
Mean †	3.8	3.7	3.7	4.1	4.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very satisfied response is assigned a value of 5; the Not at all satisfied response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

## Reasons Underlying Overall Satisfaction with Fishing in New Mexico During the Past 12 Months

AMONG THOSE WHO HAVE AN OPINION ABOUT FISHING IN NEW MEXICO DURING THE PAST 12 MONTHS

Question 3: Why do you feel this way?

	Total Responses (n=389)		Total Responses (n=389)		Total Responses (n=389)
Caught a lot of fish	24%	Like the area people	1%	Very opposed to the intro of river otters	*
Did not catch many fish	17%	Not enough time to fish	1%	Not enough game wardens	*
Did not catch any fish	14%	Fish were not of good quality	1%	Harmful contamination in fish	*
Waters not stocked well	10%	Not many places to fish	1%	Not much of a fisherman	*
Waters are stocked well	10%	Not crowded	1%	Like the lakes	*
Had a good time/enjoyable	8%	Fish are small	1%	Got a ticket for barbed hooks	*
Water levels were good	6%	Fish are good quality	1%	Lack of posted signs	*
Enjoys the outdoors	6%	Should be one license per family not individual	1%	Roads are bad	*
Water levels too low	5%	Comfortable and safe	1%	Bass or catfish in Ruidoso would be nice	*
Too many people	5%	Bad condition of controlled state lands	1%	Okay fishing	*
Great fishing	4%	Incident with park ranger	1%	Campground is nice	*
Water too dirty	3%	New to fishing	1%	Can only fish at certain times of the year	*
Family time	3%	Remote places to fish	1%	Facilities are not adequate	*
Like the challenge of fishing	3%	Caught the limit	1%	Tingley Beach is lame	*
Clean	2%	Bad quality of lakes	1%	Should have more accessibility	
Relaxing/peaceful	2%	I didn't like that I had to pay at Isleta Lakes	1%	to the Rio Grande	*
Liked mountain scenery	2%	High runoff	1%	Better directions on where good fishing is	*
Trash all over/not clean	2%	Facilities are dirty	1%	Blue Water is closed	*
Good locations	2%	Facilities are well maintained	1%	Parks are dirty	*
Weather is poor	1%	Pike eat everything in the lake - too many	1%	Lack of fishing pressure	*
Sometimes it's good, sometimes it's not	1%	No nearby lakes/access not good	1%	Conchas is not a good area to fish in	*
Caught more fish in other areas	1%	Used a guide	1%	Some lakes are better than others	*
There is easy access to water	1%	Public is not held accountable	*	Bottom of the river is silt	*
Beautiful lakes	1%	Not enough catfish and rainbow	*		
Vacation time	1%	Fish and Wildlife department are doing well	*	Don't know/won't say	3%

\* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

### Prefer Fishing for Cold Water Species or Warm Water Species

Question 4: Regarding your species preference, do you prefer to fish for cold water species like trout or salmon, or do you prefer to fish for warm species like bass or walleye?

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Total Sample (n=402)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both
Cold water like trout or salmon	60%	62%	41%	58%	47%	61%	60%	64%	63%	100%	-	-	59%	61%	59%
Both	19%	17%	29%	19%	27%	11%	15%	22%	17%	-	100%	-	21%	15%	25%
Warm water like bass or walleye	21%	19%	30%	23%	20%	24%	25%	14%	21%	-	-	100%	20%	23%	16%
Don't know/won't say	1%	1%	-	-	7%	3%	-	-	-	-	-	-	1%	1%	-

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Sample (n=402)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Cold water like trout or salmon	60%	58%	63%	50%	71%	87%	40%	46%	58%	64%	54%	68%	66%	55%
Both	19%	18%	18%	23%	18%	9%	19%	39%	21%	15%	22%	13%	16%	20%
Warm water like bass or walleye	21%	23%	18%	27%	9%	3%	40%	14%	20%	19%	23%	19%	16%	24%
Don't know/won't say	1%	1%	-	-	2%	1%	1%	1%	1%	2%	-	-	1%	*

	Education				
	Total Sample (n=402)	Some H.S./H.S Grad	Some College	College Graduate	Graduate Degree
Cold water like trout or salmon	60%	59%	51%	66%	76%
Both	19%	18%	23%	17%	12%
Warm water like bass or walleye	21%	21%	26%	17%	12%
Don't know/won't say	1%	2%	-	-	-

\* Less than 1% reported.

**Preference of Cold Water Species in New Mexico**  
*AMONG THOSE WHO PREFER TO FISH FOR COLD WATER FISH*

Question 5: Which cold water species do you prefer to fish for in New Mexico?

	<i>Total Responses (n=315)</i>
Rainbow trout	68%
Brown trout	36%
Cutthroat trout	12%
Kokanee salmon	10%
Brook trout	8%
Lake trout	8%
German Brown	1%
Catfish	*
Halibut	*
Northern Rio Grande Trout	*
Perch	*
Northern Pike	*
Bass	*
Crappie	*
Speckled trout	*
None in particular	11%
Don't know/won't say	1%

\* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

**Fishing Preferences:  
Stocked Locations vs. Wild Fish**  
*AMONG THOSE WHO PREFER TO FISH FOR COLD WATER SPECIES*

Question 6: Of these statements which comes closest to your personal view?

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Total Responses (n=315)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both
Choose location based on where trout recently been stocked	34%	38%	26%	12%	55%	29%	32%	31%	35%	35%	29%	-	43%	26%	33%
Choose location based on where I expect to find wild fish	37%	31%	54%	55%	27%	42%	27%	42%	39%	38%	33%	-	26%	50%	27%
Both	16%	16%	13%	15%	9%	11%	18%	15%	18%	13%	23%	-	15%	14%	24%
Neither	13%	13%	5%	18%	9%	18%	18%	10%	9%	13%	13%	-	15%	9%	16%
Don't know/won't say	1%	1%	3%	-	-	-	4%	1%	-	1%	1%	-	2%	2%	-

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Responses (n=315)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Choose location based on where trout recently been stocked	34%	39%	33%	20%	32%	26%	51%	27%	25%	35%	35%	45%	38%	31%
Choose location based on where I expect to find wild fish	37%	32%	48%	37%	30%	49%	15%	41%	38%	37%	42%	25%	36%	40%
Both	16%	14%	14%	29%	10%	13%	15%	22%	15%	17%	15%	16%	14%	16%
Neither	13%	14%	4%	15%	25%	11%	17%	10%	20%	12%	7%	13%	10%	12%
Don't know/won't say	1%	1%	1%	-	3%	1%	2%	-	1%	-	2%	2%	2%	1%

	Education				
	Total Responses (n=315)	Some H.S./H.S Grad	Some College	College Graduate	Graduate Degree
Choose location based on where trout recently been stocked	34%	39%	37%	25%	31%
Choose location based on where I expect to find wild fish	37%	33%	31%	40%	48%
Both	16%	17%	14%	16%	15%
Neither	13%	11%	14%	19%	6%
Don't know/won't say	1%	1%	3%	-	-

**Preference of Warm Water Species in New Mexico**  
*AMONG THOSE WHO PREFER TO FISH FOR WARM WATER FISH*

Question 7: Which warm water species do you prefer to fish for in New Mexico?

	<i>Total Responses (n=159)</i>
Largemouth bass	35%
Walleye	34%
Catfish	27%
Smallmouth bass	26%
Crappie	10%
Striped bass	9%
White bass	9%
Northern pike	6%
Trout	6%
Any bass	4%
Spotted bass	2%
Black bass	2%
Catfish	1%
Crappie	1%
Pike	1%
Perch	1%
None in particular	2%

\* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

## Fishing Preferences: Catch and Release vs. Keeping

Question 8: Of the following statements which comes closest to your personal view?

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both	
	Total Sample (n=402)														
I prefer to keep most of the fish I catch	41%	45%	20%	40%	53%	56%	44%	35%	35%	40%	45%	39%	100%	-	-
I prefer to release most of the fish I catch	44%	40%	66%	44%	47%	32%	35%	50%	53%	45%	35%	48%	-	100%	-
Both	15%	15%	14%	16%	-	11%	20%	15%	13%	15%	20%	12%	-	-	100%
Don't know/won't say	*	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?				Age				Ethnicity	
	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither		Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo	
	Total Sample (n=402)														
I prefer to keep most of the fish I catch	41%	46%	36%	32%	42%	33%	48%	39%	41%	37%	43%	42%	47%	36%	
I prefer to release most of the fish I catch	44%	38%	55%	45%	38%	54%	38%	38%	46%	43%	47%	36%	35%	51%	
Both	15%	15%	9%	23%	20%	14%	13%	23%	13%	19%	10%	20%	18%	12%	
Don't know/won't say	*	1%	-	-	-	-	1%	-	-	-	-	1%	-	*	

	Education				
	Some H.S./H.S Grad	Some College	College Graduate	Graduate Degree	
	Total Sample (n=402)				
I prefer to keep most of the fish I catch	41%	42%	47%	32%	37%
I prefer to release most of the fish I catch	44%	41%	38%	49%	56%
Both	15%	17%	14%	20%	7%
Don't know/won't say	*	-	1%	-	-

\* Less than 1% reported.

### Fishing Preferences: Lots of Fish vs. Big Fish

Question 9: Of these statements which comes closes to your personal view?

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Total Sample (n=402)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both
Choose location based on where I will catch lots of fish	49%	48%	54%	44%	33%	55%	47%	47%	42%	47%	47%	54%	54%	43%	49%
Choose location based on where I catch 1 or 2 large fish	26%	25%	25%	28%	53%	18%	21%	31%	19%	27%	25%	23%	23%	32%	15%
Both	14%	12%	16%	23%	7%	13%	15%	9%	26%	12%	17%	18%	11%	14%	21%
Neither	11%	14%	5%	5%	7%	13%	15%	13%	13%	13%	11%	5%	12%	10%	15%
Don't know/won't say	1%	1%	-	-	-	2%	2%	-	-	1%	-	1%	1%	1%	-

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Sample (n=402)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Choose location based on where I will catch lots of fish	49%	100%	-	-	-	47%	55%	36%	55%	57%	36%	48%	44%	49%
Choose location based on where I catch 1 or 2 large fish	26%	-	100%	-	-	27%	20%	35%	24%	19%	37%	19%	28%	26%
Both	14%	-	-	100%	-	12%	15%	16%	16%	13%	15%	12%	14%	14%
Neither	11%	-	-	-	100%	13%	8%	12%	5%	10%	11%	20%	12%	11%
Don't know/won't say	1%	-	-	-	-	-	2%	-	-	1%	1%	1%	2%	-

	Education				
	Total Sample (n=402)	Some H.S/ H.S Grad	Some College	College Graduate	Graduate Degree
Choose location based on where I will catch lots of fish	49%	44%	48%	59%	47%
Choose location based on where I catch 1 or 2 large fish	26%	29%	25%	21%	29%
Both	14%	15%	19%	7%	10%
Neither	11%	10%	9%	13%	14%
Don't know/won't say	1%	2%	-	-	-

## Preference of Fishing Location

Question 10: Do you prefer to fish in streams or lakes and reservoirs?

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Total Sample (n=402)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both
Streams	39%	37%	41%	51%	40%	45%	37%	38%	46%	57%	19%	6%	31%	47%	34%
Lakes and reservoirs	42%	42%	41%	40%	47%	40%	43%	40%	36%	28%	43%	81%	49%	37%	36%
Both	18%	20%	18%	9%	7%	13%	19%	21%	18%	14%	39%	12%	18%	16%	28%
Don't know/won't say	1%	1%	-	-	7%	2%	1%	1%	-	1%	-	1%	2%	-	2%

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Sample (n=402)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Streams	39%	38%	41%	34%	47%	100%	-	-	43%	34%	35%	46%	38%	41%
Lakes and reservoirs	42%	47%	33%	45%	31%	-	100%	-	37%	48%	41%	42%	39%	43%
Both	18%	14%	25%	21%	20%	-	-	100%	18%	17%	23%	10%	22%	16%
Don't know/won't say	1%	1%	1%	-	2%	-	-	-	2%	-	1%	1%	1%	1%

	Education				
	Total Sample (n=402)	Some H.S/ H.S Grad	Some College	College Graduate	Graduate Degree
Streams	39%	31%	31%	52%	56%
Lakes and reservoirs	42%	46%	46%	33%	36%
Both	18%	23%	22%	15%	7%
Don't know/won't say	1%	1%	1%	-	2%

## Frequency of Thoroughly Cleaning, Draining and Drying Fishing Equipment Before Fishing at a Different Lake, Stream or River

Question 11: Before fishing at a different lake, stream or river, how often do you thoroughly clean, drain, and dry your fishing equipment including your boat, trailer, waders, and bait wells?

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Total Sample (n=402)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both
Always	55%	55%	59%	44%	53%	47%	53%	50%	60%	52%	64%	60%	55%	57%	49%
Usually	12%	13%	14%	9%	-	8%	21%	14%	7%	14%	5%	13%	12%	13%	13%
Sometimes	11%	10%	18%	9%	7%	15%	11%	15%	8%	10%	12%	13%	9%	13%	15%
Never	10%	12%	9%	5%	20%	11%	6%	10%	17%	12%	11%	6%	12%	9%	11%
Don't use items/not applicable	10%	9%	-	30%	13%	18%	9%	10%	8%	12%	8%	8%	12%	8%	11%
Don't know/won't say	*	*	-	2%	7%	2%	-	-	-	*	-	-	1%	1%	-

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Sample (n=402)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Always	55%	52%	64%	61%	47%	48%	59%	64%	49%	51%	67%	54%	58%	55%
Usually	12%	14%	12%	7%	11%	13%	14%	9%	12%	19%	9%	10%	16%	10%
Sometimes	11%	13%	7%	14%	9%	13%	10%	11%	16%	11%	6%	13%	7%	13%
Never	10%	9%	11%	7%	18%	12%	10%	8%	14%	8%	9%	10%	12%	11%
Don't use items/not applicable	10%	11%	7%	11%	16%	13%	8%	8%	10%	10%	9%	12%	8%	11%
Don't know/won't say	*	1%	-	-	-	1%	1%	-	-	1%	-	1%	1%	*

\* Less than 1% reported.

**Frequency of Thoroughly Cleaning, Draining and Drying Fishing Equipment Before Fishing at a Different Lake, Stream or River (continued)**

Question 11 (continued): Before fishing at a different lake, stream or river, how often do you thoroughly clean, drain, and dry your fishing equipment including your boat, trailer, waders, and bait wells?

	Education				
	Total Sample (n=402)	Some H.S./ H.S Grad	Some College	College Graduate	Graduate Degree
Always	55%	51%	59%	50%	63%
Usually	12%	10%	15%	16%	7%
Sometimes	11%	11%	11%	11%	12%
Never	10%	17%	9%	7%	5%
Don't use items/not applicable	10%	10%	6%	15%	14%
Don't know/won't say	*	1%	-	1%	-

\* Less than 1% reported.

## Heard About or Read Advisories in New Mexico About Cleaning Boat, Trailer and Fishing Equipment Before Fishing in New Waters to Reduce the Spread of Invasive Species

Question 12: Have you heard or read any advisories in New Mexico about cleaning your boat, trailer and fishing equipment when fishing in new waters as way to reduce the spread of invasive species such as zebra and quagga (kwa-ga) mussels?

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Total Sample (n=402)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both
Yes	55%	52%	73%	56%	27%	44%	47%	55%	67%	52%	57%	63%	50%	60%	54%
No	44%	47%	25%	44%	67%	55%	51%	45%	33%	47%	41%	37%	49%	39%	44%
Don't know/won't say	1%	1%	2%	-	7%	2%	2%	-	-	1%	1%	-	1%	1%	2%

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Sample (n=402)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Yes	55%	56%	53%	64%	44%	53%	58%	53%	57%	53%	59%	52%	51%	61%
No	44%	43%	47%	34%	51%	46%	40%	46%	43%	47%	41%	43%	49%	37%
Don't know/won't say	1%	1%	-	2%	4%	1%	1%	1%	1%	-	-	4%	-	1%

	Education				
	Total Sample (n=402)	Some H.S./H.S Grad	Some College	College Graduate	Graduate Degree
Yes	55%	47%	54%	67%	59%
No	44%	52%	45%	30%	41%
Don't know/won't say	1%	1%	1%	2%	-

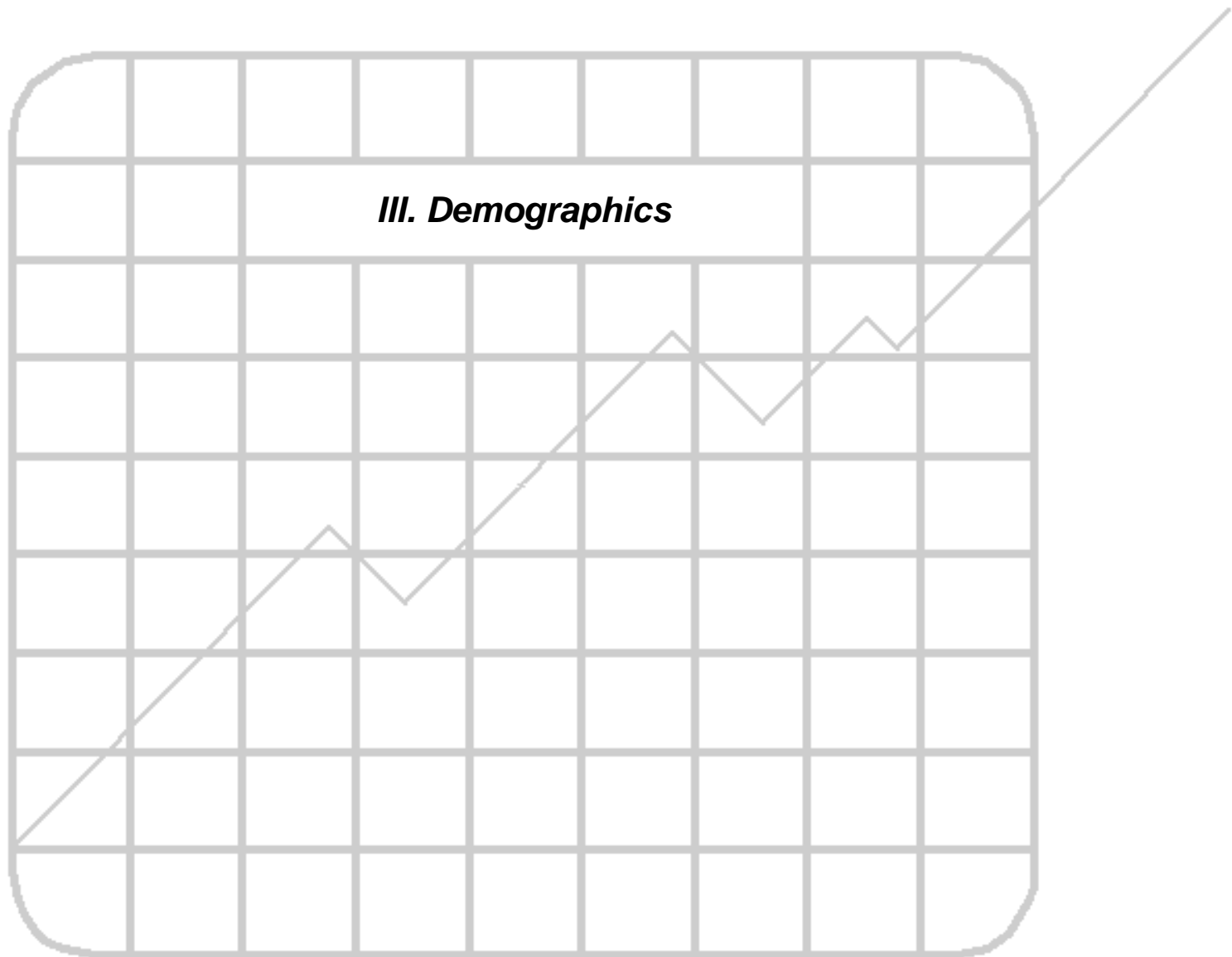
## Overall Concern About the Spread of Invasive Species in New Mexico

Question 13: Overall, how concerned are you about the spread of invasive species such as zebra and quagga (kwa-ga) mussels in New Mexico?

	Component				How many days or parts of days did you fish New Mexico during the past 12 months?					Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release fish?		
	Total Sample (n=402)	Res Angler Annual	Non-Res Angler Annual	Non-Res Angler Temp	1 to 2 Days	3-5 Days	6-10 Days	11-20 Days	21 or more Days	Cold Water	Both	Warm Water	Prefer to keep fish	Prefer to release fish	Both
Very concerned	47%	45%	48%	60%	47%	48%	46%	46%	46%	46%	51%	48%	48%	46%	49%
Somewhat concerned	32%	32%	41%	19%	33%	26%	37%	29%	33%	31%	37%	29%	30%	35%	33%
Not concerned	13%	15%	5%	9%	13%	10%	9%	15%	19%	15%	8%	15%	15%	14%	8%
Don't know/won't say	7%	7%	5%	12%	7%	16%	7%	9%	1%	8%	4%	8%	8%	6%	10%

	Of these which comes closest to your personal view of where to fish?					Do you prefer to fish in streams or lakes/reservoirs?			Age				Ethnicity	
	Total Sample (n=402)	Where I can catch many fish	Where I can catch 1-2 fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-49 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Very concerned	47%	46%	45%	48%	60%	42%	52%	45%	32%	43%	61%	54%	44%	48%
Somewhat concerned	32%	34%	36%	32%	18%	38%	29%	31%	41%	32%	26%	30%	33%	34%
Not concerned	13%	15%	12%	13%	11%	15%	11%	14%	19%	17%	8%	7%	16%	12%
Don't know/won't say	7%	5%	8%	7%	11%	4%	8%	11%	8%	7%	5%	9%	8%	6%

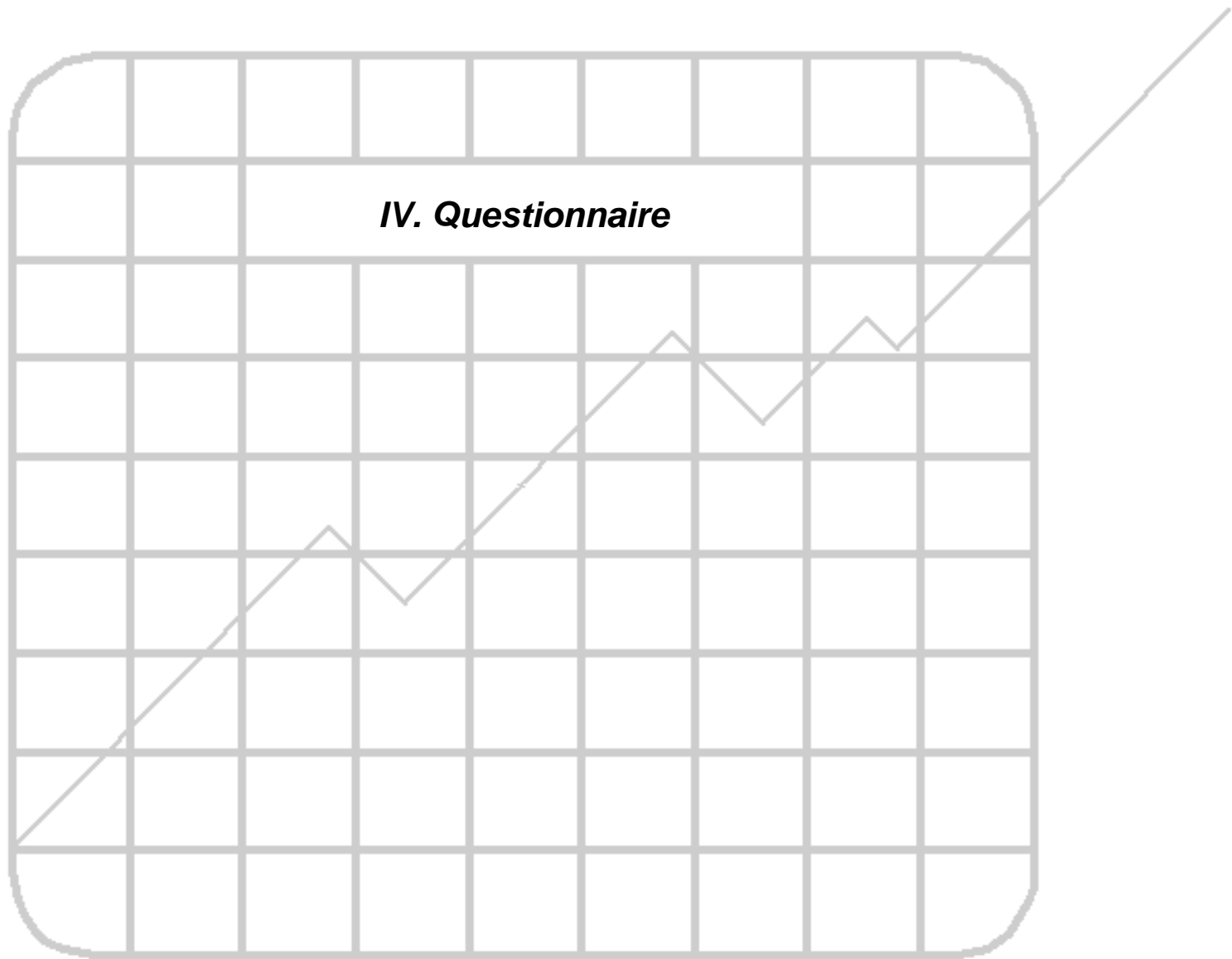
	Education				
	Total Sample (n=402)	Some H.S./H.S Grad	Some College	College Graduate	Graduate Degree
Very concerned	47%	45%	43%	48%	59%
Somewhat concerned	32%	30%	37%	35%	24%
Not concerned	13%	15%	13%	11%	15%
Don't know/won't say	7%	10%	7%	6%	2%



## Demographics of Sample

	<i>Total Sample (n=402)</i>		<i>Total Sample (n=402)</i>
<b><u>Gender</u></b>		<b><u>Ethnicity</u></b>	
Male	80%	Anglo/Caucasian	52%
Female	20%	Hispanic	36%
		Black/African American	1%
		Native American Indian	3%
		Other descent	5%
		Won't say	2%
<b><u>Age</u></b>		<b><u>Owns Boat or Personal Watercraft for Fishing</u></b>	
16 to 34 years	29%	Yes	34%
35 to 49 years	25%	No	64%
50 to 64 years	29%	Won't say	1%
65 years and over	17%		
Won't Say	1%		
<b><u>Education</u></b>		<b><u>State</u></b>	
Some high school	4%	NM	75%
High school graduate	27%	TX	12%
Some college/Associate degree	33%	CO	6%
College graduate	20%	OK	2%
Graduate work or degree	15%	AZ	1%
Won't say	1%	CA	1%
		KS	1%
		MI	*
		MN	*
		NE	*
		NY	*
		TN	*
		VA	*
<b><u>Region</u></b>			
ABQ Metro	30%		
Eastside	11%		
North Central	12%		
Northwest	7%		
South/southwest	14%		
Out-of-state	27%		

\* Less than 1% reported.



**New Mexico Angler Satisfaction Survey**  
**April 2010**  
**FINAL**  
**N = 300 (Resident Anglers)**  
**N = 100 (Non-Resident Anglers)**

Hello. My name is **YOUR NAME** . I am conducting a survey on behalf of the New Mexico Department of Game and Fish to find out the opinions of people who fish in New Mexico. I assure you we are not selling anything, and we would greatly appreciate your opinions.

May I please speak to (name on list) if they are at least 16 years of age? (If unavailable, ask for a good time to call back) \_\_\_\_\_

**A. NOTE TO INTERVIEWER: WHICH COMPONENT IS THIS?**

- 1. Resident Anglers Annual (N = 287)
- 2. Resident Anglers Temp (N = 13)
- 3. Non-resident Anglers Annual (N = 58)
- 4. Non-resident Anglers Temp (N = 42)

**1. How many days or parts of days did you fish in New Mexico during the past 12 months?**

000. None

\_\_\_\_ \_ (EXACT NUMBER OF DAYS/PARTS OF DAYS, PLEASE USE 3 DIGITS)

999. Don't know/won't say

**2. In general, how satisfied or dissatisfied were you with fishing in New Mexico during the past 12 months? Please use a 5-point scale, with 5 being very satisfied and 1 being not at all satisfied.**

VERY  
SATISFIED

NOT AT ALL  
SATISFIED

DON'T KNOW/  
WON'T SAY

5.....4.....3.....2.....1.....6

**SKIP TO Q.4**

**3. Why do you feel this way? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)**

- |                             |                             |
|-----------------------------|-----------------------------|
| 01. Caught a lot of fish    | 06. Waters are stocked well |
| 02. Did not catch any fish  | 07. Waters not stocked well |
| 03. Did not catch many fish | 08. Too many people         |
| 04. Water levels were good  | 09. Water too dirty         |
| 05. Water levels too low    |                             |
| 99. Don't know/won't say    |                             |

Other (SPECIFY) \_\_\_\_\_

**4. Regarding your species preference, do you prefer to fish for cold water species like trout or salmon, or do you prefer to fish for warm water species like bass or walleye?**

1. Cold water like trout or salmon
2. Both (*volunteered*)
3. Warm water like bass or walleye (*SKIP TO Q.7*)
4. Don't know/won't say (*SKIP TO Q.8*)

**5. Which cold water species do you prefer to fish for in New Mexico?**

(Clarify if necessary: rainbow trout, brown trout, cutthroat, kokanee, etc.)

(DO NOT READ. TAKE UP TO 3 RESPONSES)

(NOTE TO POLLER IF RESPONDENTS SAYS "TROUT" PROBE FOR SPECIFIC TYPES OF TROUT)

- |                          |                     |
|--------------------------|---------------------|
| 01. Rainbow trout        | 05. Cutthroat trout |
| 02. Brown trout          | 06. Gila trout      |
| 03. Brook trout          | 07. Kokanee salmon  |
| 04. Lake trout           |                     |
| 98. None in particular   |                     |
| 99. Don't know/won't say |                     |

Other (SPECIFY) \_\_\_\_\_

**6. Of these statements which comes closest to your personal view? (READ AND ROTATE CODES 1 AND 2)**

1. I choose my fishing location based on where fish like Rainbow trout have recently been stocked.  
or
2. I choose my fishing location based on where I would expect to find wild fish like Brown trout or Cutthroat trout.
3. Both (*volunteered*)
4. Neither (*volunteered*)
5. Don't know/Won't say (*DO NOT READ*)

**NOTE TO POLLER: DID RESPONDENT ANSWER "BOTH" IN Q.4**

1. Yes (*Continue*)
2. No (*SKIP TO Q.8*)

**7. Which warm water species do you prefer to fish for in New Mexico?**  
(Clarify if necessary: Smallmouth Bass, Largemouth Bass, Crappie, Walleye, etc.)  
(*DO NOT READ. TAKE UP TO 3 RESPONSES*)

(NOTE TO POLLER IF RESPONDENTS SAYS "BASS" PROBE FOR SPECIFIC TYPES OF BASS)

- |                          |                   |
|--------------------------|-------------------|
| 01. Smallmouth Bass      | 06. Catfish       |
| 02. Largemouth Bass      | 07. Walleye       |
| 03. Spotted Bass         | 08. Northern Pike |
| 04. Striped Bass         | 09. Crappie       |
| 05. White Bass           |                   |
| 10. None in particular   |                   |
| 11. Don't know/won't say |                   |

Other (*SPECIFY*) \_\_\_\_\_

**8. Of the following statements which comes closest to your personal view? (READ AND ROTATE CODES 1 AND 2)**

1. I prefer to keep most of the fish I catch.  
or
2. I prefer to release most of the fish I catch.
3. Both (*volunteered*)
4. Neither (*volunteered*)
5. Don't know/Won't say (*DO NOT READ*)

**9. Of these statements which comes closest to your personal view? (READ AND ROTATE CODES 1 AND 2)**

1. I choose my fishing location based on where I feel I will catch lots of fish.  
or
2. I choose my fishing location based on where I feel I will catch one or two large fish.
3. Both (*volunteered*)
4. Neither (*volunteered*)
5. Don't know/Won't say (*DO NOT READ*)

**10. Do you prefer to fish in streams or lakes and reservoirs?**

1. Streams
2. Lakes and reservoirs
3. Both (*volunteered*)
4. Don't know/won't say

11. **Before fishing at a different lake, stream or river, how often do you thoroughly clean, drain, and dry your fishing equipment including your boat, trailer, waders, and bait wells? (READ CATEGORIES)**
1. Always
  2. Usually
  3. Sometimes
  4. Never
  5. Don't use items/not applicable (DO NOT READ)
  6. Don't know/won't say (DO NOT READ)
12. **Have you heard or read any advisories in New Mexico about cleaning your boat, trailer and other fishing equipment when fishing in new waters as way to reduce the spread of invasive species such as zebra and quagga (kwa-ga) mussels?**
1. Yes
  2. No
  3. Don't know/won't say
13. **Overall, how concerned are you about the spread of invasive species such as zebra and quagga (kwa-ga) mussels in New Mexico? Would you say you are..... (READ CATEGORIES)**
1. Very concerned
  2. Somewhat concerned; or
  3. Not concerned
  4. Don't know/won't say (DO NOT READ)

**THANKS FOR YOUR PATIENCE. NOW, I WOULD LIKE TO ASK A FEW QUESTIONS FOR STATISTICAL PURPOSES ONLY.**

14. **Please stop me when I read your age category. (READ CATEGORIES)**
- |                   |                            |
|-------------------|----------------------------|
| 1. 16 to 34 years | 4. 65 years and over       |
| 2. 35 to 49 years | 5. Won't say (DO NOT READ) |
| 3. 50 to 64 years |                            |

**15. Do you consider yourself to be:**

1. Hispanic
2. Anglo/Caucasian
3. Black/African-American
4. Native American Indian
5. Or of other descent?
6. Won't say (*DO NOT READ*)

**16. What is the highest level of education you have had the opportunity to complete? (*READ CATEGORIES*)**

1. Some high school
2. High school graduate
3. Some college/associate degree/vocational certificate
4. College graduate (4 years)
5. Graduate work or degree
6. Won't say (*DO NOT READ*)

**17. Do you own a boat or other personal watercraft that you use for fishing?**

1. Yes
2. No
3. Won't say

**18. INTERVIEWER: VERIFY STATE ON LIST AND ENTER HERE:**

- |                                  |                        |                         |                         |
|----------------------------------|------------------------|-------------------------|-------------------------|
| 01. Alabama (AL)                 | 15. Indiana (IN)       | 28. Nebraska (NE)       | 40. Rhode Island (RI)   |
| 02. Alaska (AK)                  | 16. Iowa (IA)          | 29. Nevada (NV)         | 41. South Carolina (SC) |
| 03. Arizona (AZ)                 | 17. Kansas (KS)        | 30. New Hampshire (NH)  | 42. South Dakota (SD)   |
| 04. Arkansas (AR)                | 18. Kentucky (KY)      | 31. New Jersey (NJ)     | 43. Tennessee (TN)      |
| 05. California (CA)              | 19. Louisiana (LA)     | 32. New Mexico (NM)     | 44. Texas (TX)          |
| 06. Colorado (CO)                | 20. Maine (ME)         | 33. New York (NY)       | 45. Utah (UT)           |
| 07. Connecticut (CT)             | 21. Maryland (MD)      | 34. North Carolina (NC) | 46. Vermont (VT)        |
| 08. Delaware (DE)                | 22. Massachusetts (MA) | 35. North Dakota (ND)   | 47. Virginia (VA)       |
| 09. District of<br>Columbia (DC) | 23. Michigan (MI)      | 36. Ohio (OH)           | 48. Washington (WA)     |
| 10. Florida (FL)                 | 24. Minnesota (MN)     | 37. Oklahoma (OK)       | 49. West Virginia (WV)  |
| 11. Georgia (GA)                 | 25. Mississippi (MS)   | 38. Oregon (OR)         | 50. Wisconsin (WI)      |
| 12. Hawaii (HI)                  | 26. Missouri (MO)      | 39. Pennsylvania (PA)   | 51. Wyoming (WY)        |
| 13. Idaho (ID)                   | 27. Montana (MT)       |                         |                         |
| 14. Illinois (IL)                |                        |                         |                         |

**19. What is the zip code at your residence?**    \_\_\_\_\_

**THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.**

**NOTE TO INTERVIEWER, WAS RESPONDENT:**

1. Male
2. Female

Respondent's Phone Number \_\_\_\_\_

Interviewer Name \_\_\_\_\_

Interviewer Code \_\_\_\_\_