

**New Mexico Department
of Game and Fish
Angler Satisfaction Survey
May 2011**

Prepared by:



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INTRODUCTION

Methodology

Study: Each year, the New Mexico Game and Fish Department conducts an angler satisfaction study with residents and non-residents who purchased a fishing license during the previous year. Results are used in performance based budgeting measurements and to evaluate current agency policies. In 2011 the NM Game and Fish Department contracted with Davis Innovations, Inc. to assist with the study by conducting telephone surveys, analyzing data and tabulate the results.

Survey: The NM Game and Fish Department provided Davis Innovations with a questionnaire to conduct the 2011 angler satisfaction study. The survey included questions on the following topics: frequency of fishing, angler satisfaction, preferences and invasive species advisories.

Sample: The NM Game and Fish Department provided Davis Innovations with a sample of residents and non-residents who purchased a fishing license during the previous year. A random sample of 555 resident and non-resident anglers was interviewed. A total of 26 anglers (4.7%) in the sample reported that they did not fish in NM during the year. Because the survey questions are designed for anglers who have fished in NM during the past 12 months, these cases were eliminated from the sample. The sample which was used for data analysis included 529 anglers – 400 resident anglers and 129 non-resident anglers. Resident anglers comprised 74.7% of the sample and non-resident anglers made up 25.3% of the sample.

Data Collection: Telephone surveys were conducted between Tuesday, February 15, 2011 and Friday, April 15, 2011. Calling took place between the hours of 2:00 p.m. and 8:00 p.m. MST Monday thru Friday and 10:00 a.m. and 7:00 p.m. MST Saturday and Sunday. Trained interviewers conducted the telephone surveys.

Report: This report summarizes the results from angler satisfaction study. The report is divided into four sections: 1) Introduction, 2) Summary of Results; 3) Tabulated Results and 4) Demographics. The introduction consists of an overview of the methodology, as well as an executive summary. The summary of results section provides an overview of the key findings in the following areas: frequency of fishing in NM, angler satisfaction, angler preferences, and invasive species advisories. Charts and tables are used to summarize the data. The tabulated results section presents in-depth tables for each survey question. The demographics section presents background information about the anglers who participated in the telephone survey, as well as a map which identifies the residence of the anglers. The questionnaire is provided in Appendix A at the end of the report.

Executive Summary

Frequency of Fishing in NM: Anglers were asked to identify the number of days or parts of days they fished in NM during the past 12 months. The mean number of days anglers reported fishing in NM during the past 12 months was 17.9 days. The median was 6 to 10 days. The data suggests that resident anglers fished more days in NM than non-resident anglers during the past year. There was a significant association ($\chi^2 = 38.99$, $p < 001$) between the type of angler (resident or non-resident) and the number of days fished in NM (1 -2 days, 3-5 days, 6 -10 days, 11 to 20 days, and 21 days or more) during the past 12 months. Overall, a higher percentage of resident anglers fished 11 to 20 days and 21 days or more days during the past 12 months when compared to non-resident anglers. Consistent with this, a lower percentage of resident anglers fished 1 to 2 days and 3 to 5 days during the past 12 months when compared to non-resident anglers.

Angler Satisfaction: Since the 2005 study was conducted, anglers' satisfaction with fishing in NM has increased. In the 2011 study, a total of 65.3% of anglers who were surveyed indicated that they were *satisfied* with the fishing in NM. Of the *satisfied* anglers, 56.8% were *very satisfied*. In contrast, only 10.8% of the anglers stated that they were *not at all satisfied*. Overall, 23.8% of anglers reported having *mixed or neutral* feelings about fishing in NM. The top reason anglers gave to explain their level of satisfaction had to do with the number of fish they caught. Nearly half (47.8%) the *satisfied* anglers attributed their satisfaction to "catching a lot of fish". Approximately, 34.1% of anglers with *mixed or neutral feelings* stated that they felt this way because they did not catch many fish, whereas 47.4% of anglers who *were not satisfied* linked their dissatisfaction to the fact that they did not catch any fish.

Angler Preferences: To better understand the preferences of individuals fishing in NM, anglers were provided a series of paired statements. For each paired statement anglers were asked to identify the option that came closest to their personal view.

- **Species Preference:** Regarding their species preference, anglers were asked if they preferred to fish for cold water species like trout or salmon or warm water species like bass or walleye. The majority of anglers (61.8%) reported that they preferred to fish for cold water species. In contrast, only 21.9% of anglers indicated that they preferred to fish for warm water species. Approximately, 13.8% of anglers stated that they liked to fish for both cold water and warm water species.
 - **Cold Water Species:** The number one cold water species preferred by anglers was rainbow trout. More than two-third (69.0%) of anglers who indicated that they preferred fishing for cold water species or both cold and warm water species provided this response. A slightly higher percentage of anglers reported that they preferred to choose their fishing location based on where fish like rainbow trout have been recently stocked than where they would expect find wild fish like brown trout or cutthroat trout – 38.3% as compared to 33.8%, respectively. This is consistent with rainbow trout being the top preference amongst anglers who prefer to fish for cold water fish or both cold and warm water species.

- **Warm Water Species:** The warm water species preferred by anglers was largemouth bass. More than two-fifths (44.1%) of anglers, who indicated that they preferred fishing for warm water species or both warm and cold water species, provided this response.
- **Preference for Catching or Releasing:** Nearly half (48.4%) of the anglers indicated that they preferred to release most of the fish they caught. Slightly more than one third (37.1%) of the anglers stated that they preferred to keep most of the fish they caught.
- **Fishing Location Preference:** Nearly half (47.8%) the anglers indicated that they choose their fishing location based on where they will catch lots of fish. About the same percentage of anglers expressed a preference for fishing in streams as they did a preference for fishing in lakes and reservoirs – 40.3% as compared to 40.1%, respectively. Approximately, 18.0% of anglers indicated that they liked to fish in both streams and lakes and reservoirs.

Invasive Species Advisories: Almost half (45.6%) the anglers surveyed reported that they *always* thoroughly clean, drain and dry their fishing equipment. Nearly one-fifth (19.3%) of the anglers indicated that they *usually* do, 13.6% state that they *sometimes* do, and 9.3% admitted that they *never* thoroughly clean, drain and dry their fishing equipment. The majority (62.2%) of anglers stated that they have heard about or read advisories in NM about cleaning boat, trailer and fishing equipment before fishing in new waters to reduce the spread of invasive species. Overall, almost half (45.0%) the anglers surveyed indicated that they were *very concerned* about the spread of invasive species such as zebra and quagga mussels in NM. Slightly more than one quarter (26.1%) of anglers reported that they were *somewhat concerned*, 13.0% were *not concerned*, and 15.9% didn't know or chose not to respond to the question.

SUMMARY OF RESULTS

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

Figure 1: Frequency of Fishing in NM

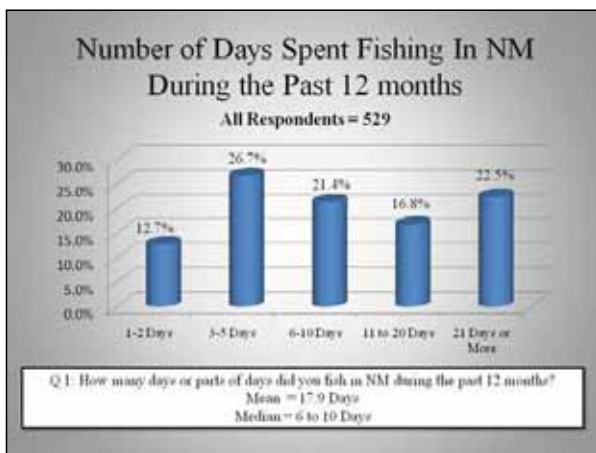
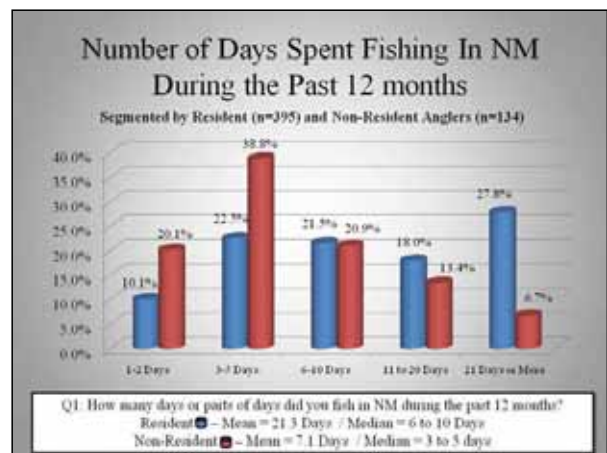


Figure 2: Frequency of Fishing in NM by Type of Angler



Anglers were asked to identify the number of days or parts of days they fished in NM during the past 12 months. For ease of visually presenting the data, Davis Innovations’ staff coded the interval variable “number of days fishing” into an ordinal variable which included five categories (1 -2 days, 3-5 days, 6 -10 days, 11 to 20 days, and 21 days or more). The mean number of days anglers reported fishing in NM during the past 12 months was 17.9 days. The median was 6 to 10 days.

The data suggests that resident anglers fished more days in NM than non-resident anglers during the past year. To determine whether there was an association between the type of angler (resident or non-resident) and the number of days fished during the past 12 months, we performed a Chi-Square test. The results of the Chi-Square ($\chi^2 = 38.99$, $p < .001$) demonstrate a significant association between the type of angler (resident or non-resident) and the number of days fished (1 -2 days, 3-5 days, 6 -10 days, 11 to 20 days, and 21 days or more) during the past 12 months. Overall, a higher percentage of resident anglers fished 11 to 20 days and 21 or more days during the past 12 months when compared to non-resident anglers. Consistent with this, a lower percentage of resident anglers fished 1 to 2 days and 3 to 5 days during the past 12 months when compared to non-resident anglers.

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

Figure 3: Satisfaction with Fishing in NM

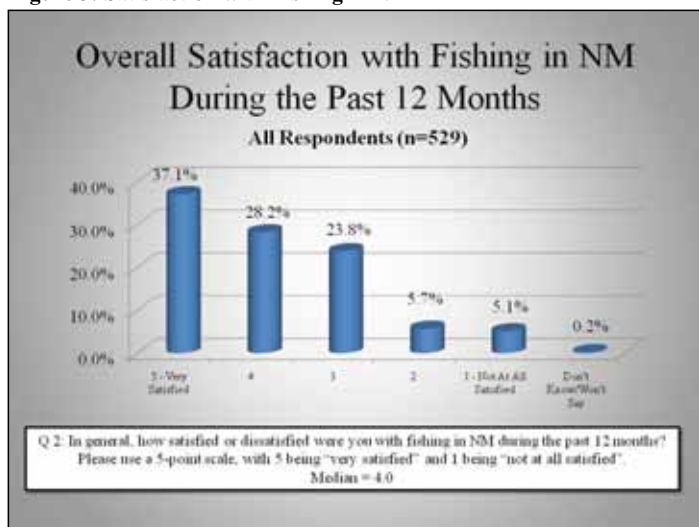
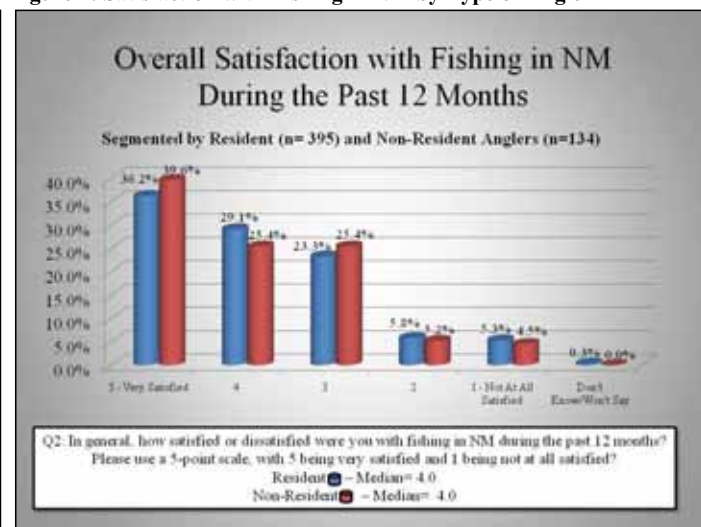


Figure 4: Satisfaction with Fishing in NM by Type of Angler

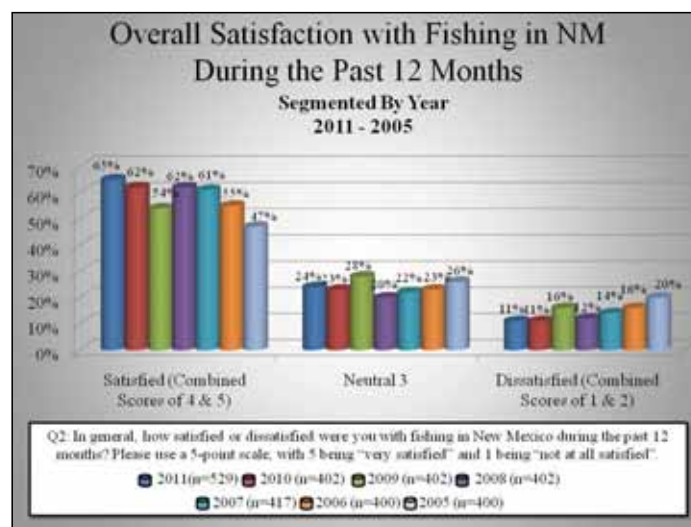


Anglers were asked to rate their overall satisfaction with their experience fishing in NM during the past 12 months on a scale where 5 is *very satisfied* and 1 is *not at all satisfied*. A total of 65.3% of anglers indicated that they were *satisfied* with fishing in NM by selecting a score of 4 or 5. Of the *satisfied* anglers, 56.8% were *very satisfied*. In contrast, only 10.8% of the anglers stated that they were *not satisfied* with fishing in NM by indicating a score of 1 or 2. Overall, 23.8% of anglers reported having *mixed or neutral* feelings about fishing in NM by indicating a score of 3.

Although, slightly more non-resident anglers than resident anglers expressed being *very satisfied* (39.6% compared to 36.2%) and slightly less non-resident anglers than resident anglers conveyed being *not at all satisfied* (4.5% compared to 5.3%), the results of the Chi-square test ($\chi^2 = 1.18$, $p = .881$) demonstrated that there was not a significant association between the type of angler (resident or non-resident) and level of satisfaction with fishing in NM during the past 12 months.

Overall Satisfaction with Fishing in NM During the Past 12 Months (Continued)

Figure 5¹: Satisfaction of Fishing in NM - Segmented by Year



In the 2011 study, 65.3% of anglers expressed being *satisfied* with fishing in NM by indicating a score of 4 or 5. This reflects a rise in *satisfied* anglers over last year's study. Although, the percentage of satisfied anglers increased between the 2010 study and the 2011 study, the percentage of anglers who were *not satisfied* remained constant at 10.8%.

Overall, Figure 5 demonstrates an increasing trend in the percentage of *satisfied* anglers between the 2005 study and the 2011 study. This is with the exception of the 2009 study which saw a drop in the percentage *satisfied* anglers from the previous year. In the 2011 study, 65.3% of anglers expressed being *satisfied* with fishing in NM compared to 47.0% during the 2005 study.

¹ The percentages presented in Figure 5 were rounded due to formatting issues.

Overall Satisfaction with Fishing in NM During the Past 12 Months (Continued)

Reasons Underlying Overall Satisfaction

To unpack the reasons underlying overall satisfaction with fishing in NM, anglers were asked why they felt this way. As to be expected, the top four unaided responses given by *satisfied* anglers were positive while the top four unaided answers given by anglers with *mixed or neutral* feelings and anglers who were *not satisfied* were negative. Table 1 illustrates that the top unaided reason underlying *satisfaction* was that the anglers **caught a lot of fish**. Nearly half (47.8%) of the *satisfied* anglers identified this as a reason for feeling *satisfied*. The other top four unaided responses provided by *satisfied* anglers included: enjoyable experience (16.8%), waters are well stocked (9.3%) and beautiful location (8.4%).

Table 1: Reasons Underlying Satisfaction

Among those who were satisfied (q1=4 or 5) with fishing in NM during the past 12 months (n=345)

Top 4 Unaided Answers	Agree
Caught a lot of fish	47.8%
Enjoyable experience	16.8%
Waters are stocked well	9.3%
Beautiful location	8.4%

Percentages do not sum to 100% because this is a multiple response question and only the top 4 unaided responses are provided.

In contrast, the top unaided response for anglers with *mixed or neutral feelings* was that they **did not catch many fish**. This answer was given by slightly more than one-third (34.1%) of anglers with *mixed or neutral* feelings. As identified in Table 2 the other top four unaided responses given by anglers with *mixed or neutral* feelings included: did not catch any fish (20.6%), waters not stocked well (19.0%), and water levels too low (12.7%).

Table 2: Reasons Underlying Mixed / Neutral Feelings

Among those who were neutral (q1=3) with fishing in NM during the past 12 months (n=126)

Top 4 Unaided Answers	Agree
Did not catch many fish	34.1%
Did not catch any fish	20.6%
Waters not stocked well	19.0%
Water levels too low	12.7%

Percentages do not sum to 100% because this is a multiple response question and only the top 4 unaided responses are provided.

Overall Satisfaction with Fishing in NM During the Past 12 Months (Continued)

Reasons Underlying Overall Satisfaction

Finally, the top unaided answer underlying a lack of satisfaction given by anglers who were *not satisfied* was that they **did not catch any fish**. Nearly half (47.4%) of the anglers who were *not satisfied* reported that they felt this way. As demonstrated in Table 3 the other top four unaided responses given by anglers who were *not satisfied* included: waters not stocked well (35.1%), did not catch many fish (24.6%) and water levels too low (14.0%).

Table 3: Reasons Underlying Dissatisfaction

Among those who were dissatisfied (q1=1 or 2) with fishing in NM during the past 12 months (n=57)

Top 4 Unaided Answers	Agree
Did not catch any fish	47.4%
Waters not stocked well	35.1%
Did not catch many fish	24.6%
Water levels too low	14.0%

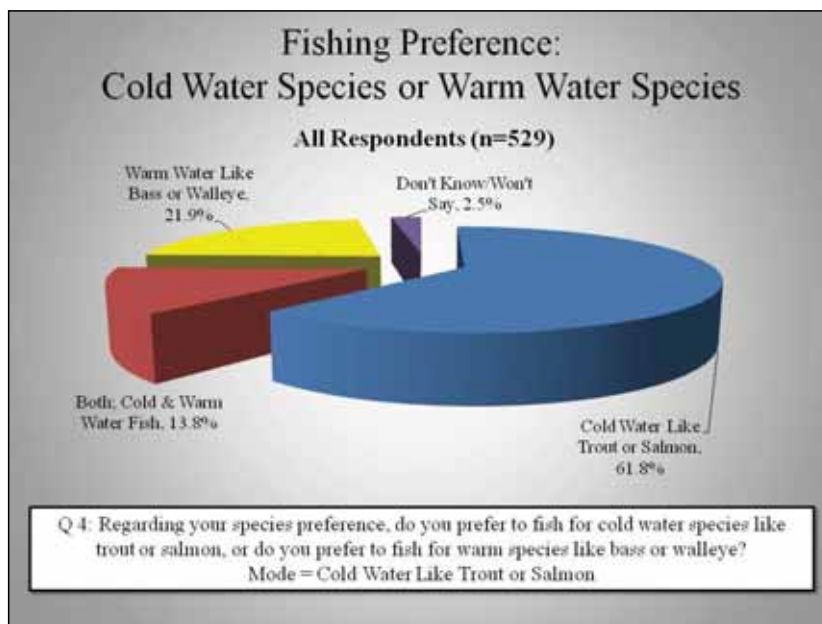
Percentages do not sum to 100% because this is a multiple response question and only the top 4 unaided responses are provided.

In summary, the top unaided reason anglers gave for why they felt a certain way had to do with the number of fish they caught. Nearly half (47.8%) the *satisfied* anglers attributed their satisfaction with fishing in NM to **catching a lot of fish**. Similarly, 34.1% of anglers with *mixed or neutral feelings* stated that they felt this way because they **did not catch many fish**, whereas 47.4% of anglers who were *not satisfied* linked their dissatisfaction to the fact that they **did not catch any fish**.

Fishing Preferences

Type of Species

Figure 6: Fishing Preference: Cold Water Species or Warm Water Species



To better understand the preferences of individuals fishing in NM, anglers were presented a series of paired statements and for each one were asked to identify the one that came closest to their personal view. Regarding their species preference, anglers were asked if they preferred to fish for cold water species like trout or salmon or warm water species like bass or walleye. The majority of anglers (61.8%) reported that they preferred to fish for **cold water species**. In contrast, only 21.9% of anglers indicated that they preferred to fish for warm water species. Approximately, 13.8% of anglers stated that they liked to fish for both.

Fishing Preferences (Continued)

Cold Water Species

The number one cold water species preferred by anglers who were surveyed was **rainbow trout**. More than two-third (69.0%) of anglers who indicated that they preferred fishing for cold water species or both cold and warm water species provided this response. As illustrated in Table 4 this was followed by brown trout (43.5%) and cutthroat trout (19.8%) to round out the top three cold water fish preferences.

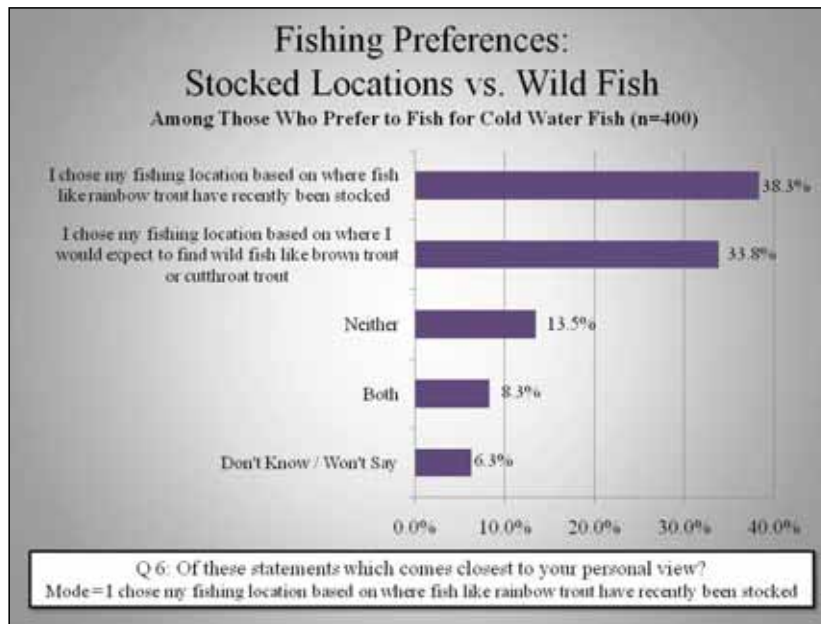
Table 4: Cold Water Fish Preference
Among Those Who Prefer Cold Water Fish or Both (n=400)

Which cold water species do you prefer to fish for in NM?	Agree
Rainbow Trout	69.0%
Brown Trout	43.5%
Cutthroat Trout	19.8%
Brook Trout	17.3%
Lake Trout	10.8%
Gila Trout	8.5%
Kokanee Salmon	6.8%
None in Particular	16.8%
Other	1.3%
Don't Know / Won't Say	1.0%

Percentages total more than 100% because this is a multiple response question.

Fishing Preferences (continued)
Cold Water Species

Figure 7: Stocked Locations vs. Wild Fish



A slightly higher percentage of anglers reported that they **prefer to choose their fishing location based on where fish like rainbow trout have been recently stocked** than where they would expect find wild fish like brown trout or cutthroat trout – 38.3% compared to 33.8% respectively. This is consistent with rainbow trout being the top preference amongst anglers who prefer to fish for cold water fish or both cold and warm water species.

Fishing Preferences (Continued)

Warm Water Species

The top warm water species preferred by anglers who were surveyed was **largemouth bass**. More than two-fifths (44.1%) of anglers, who indicated that they preferred fishing for warm water species or both warm and cold water species, provided this response. As demonstrated in Table 5 the other top warm water fish preferences were Smallmouth Bass (30.6%) and Catfish (27.4%).

Table 5: Warm Water Fish Preference

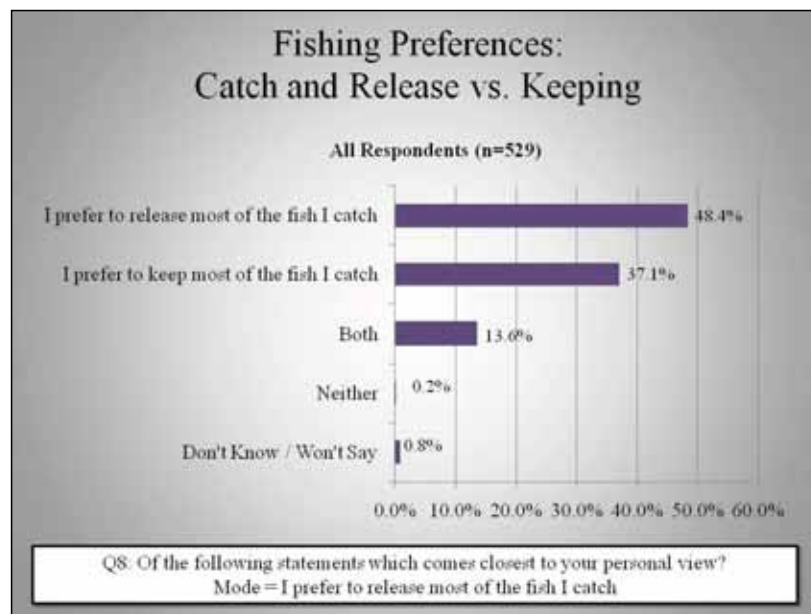
Among Those Who Prefer Warm Water Fish or Both (n=129)

Which warm water species do you prefer to fish for in NM?	Agree
Largemouth Bass	44.1%
Smallmouth Bass	30.6%
Catfish	27.4%
White Bass	23.7%
Walleye	23.7%
Striped Bass	11.3%
Spotted Bass	8.1%
Crappie	6.5%
Northern Pike	2.7%
None In Particular	10.8%
Don't Know / Won't Say	0.5%

Percentages total more than 100% because this is a multiple response question.

Fishing Preferences (Continued)

Figure 8: Catch and Release vs. Keeping



Nearly half (48.4%) of the anglers indicated that they preferred to **release most of the fish they caught**. Slightly more than one third (37.1%) of the anglers stated that they preferred to keep most of the fish they caught. Approximately, 13.6% of the anglers reported that they preferred to do both, whereas 0.2% indicated that they preferred neither method.

Fishing Preferences (Continued)

Figure 9: Lots of Fish vs. Big Fish

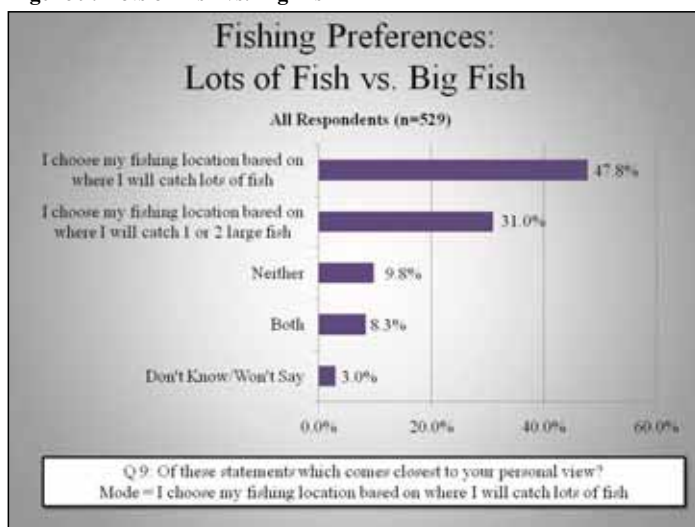
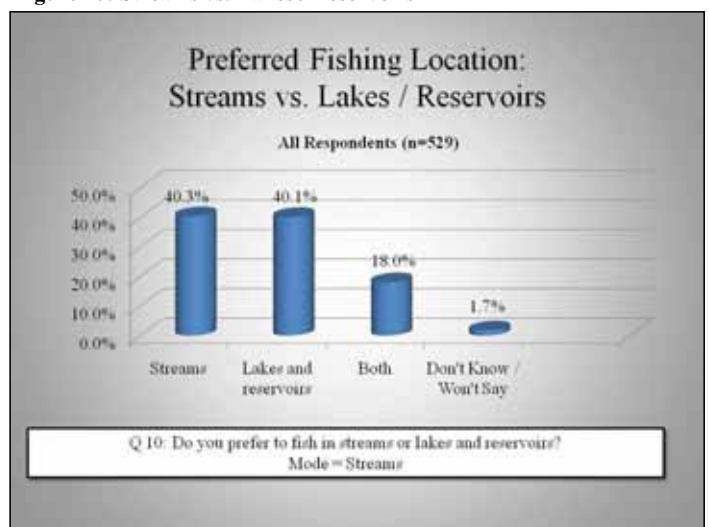


Figure 10: Streams vs. Lakes / Reservoirs

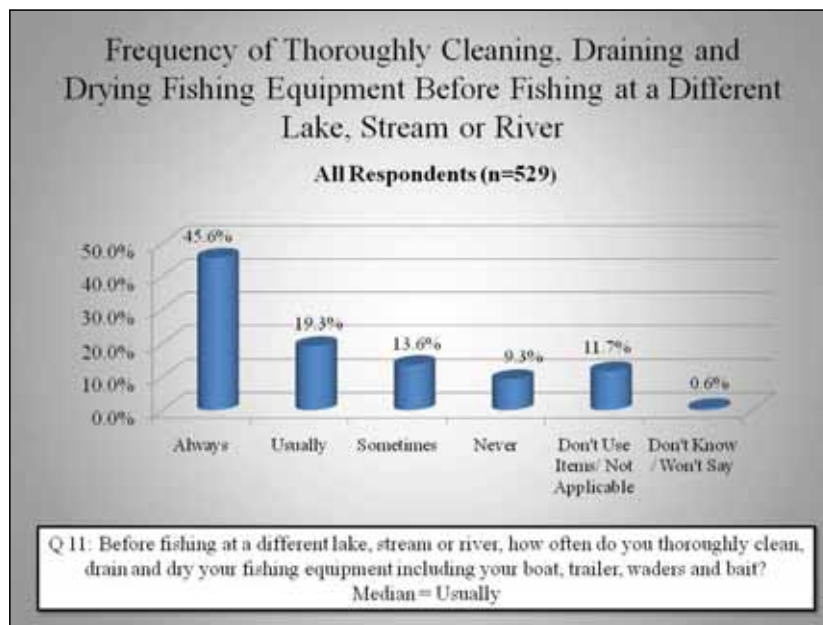


Nearly half (47.8%) the anglers indicated that they choose their fishing location based on where they will **catch lots of fish**. This is consistent with the finding that the top reason underlying overall satisfaction is related to the number of fish anglers catch. Slightly less than one third (31.0%) of anglers reported that they choose their fishing location based on where they will catch 1 or 2 large fish.

About the same percentage of anglers expressed a preference for fishing in **streams** as they did for fishing in **lakes and reservoirs** – 40.3% as compared to 40.1%, respectively. Approximately, 18.0% of anglers indicated that they liked to fish in both streams and lakes and reservoirs.

Invasive Species Advisories

Figure 11: Frequency of Thoroughly Cleaning, Draining and Drying Equipment



Almost half (45.6%) the anglers surveyed reported that they *always* thoroughly clean, drain and dry their fishing equipment. Nearly one-fifth (19.3%) of the anglers indicated that they *usually* do, 13.6% state that they *sometimes* do, and 9.3% admitted that they *never* thoroughly clean, drain and dry their fishing equipment.

Invasive Species Advisories

Figure 12: Heard About or Read Advisories

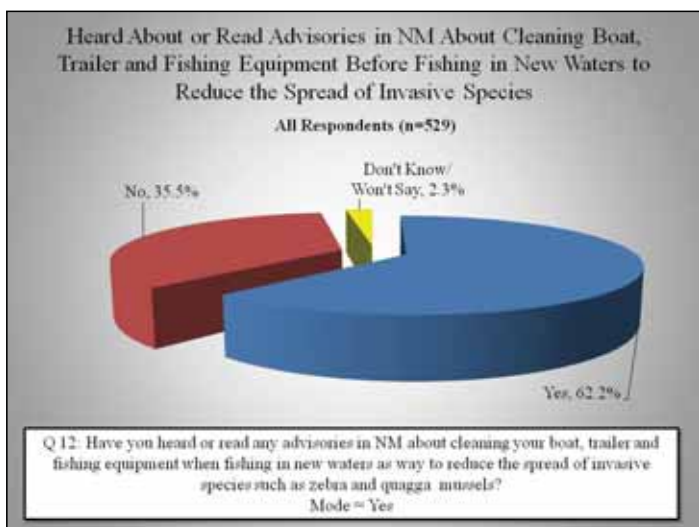
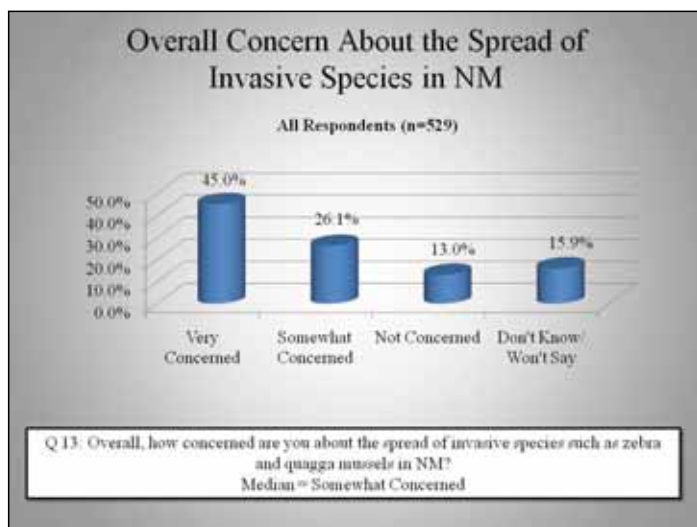


Figure 13: Overall Concern About Invasive Species



The majority (62.2%) of anglers stated that they have heard about or read advisories in NM about cleaning boat, trailer and fishing equipment before fishing in new waters to reduce the spread of invasive species.

Overall, almost half (45.0%) the anglers survey indicated that they were *very concerned* about the spread of invasive species such as zebra and quagga mussels in NM. Slightly more than one quarter (26.1%) of anglers reported that they were *somewhat concerned*, 13.0% were *not concerned*, and 15.9% didn't know or chose not to respond to the question.

TABULATED RESULTS²

² Due to rounding, tabulated results may sum to slightly more or less than 100.0%

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?

	Total Sample (n=529)	Component			Do you prefer to fish for cold water species or warm?			Do you prefer to keep or release the fish?			Education			
		Resident Angler (Annual & Temp)	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
1 to 2 days	12.7%	10.1%	2.9%	26.3%	11.9%	11.0%	14.7%	14.8%	12.1%	9.7%	0%	12.4%	15.6%	16.0%
3 to 5 days	26.7%	22.5%	17.1%	46.5%	31.8%	19.2%	17.2%	28.1%	28.1%	18.1%	30.0%	24.1%	27.5%	38.7%
6 to 10 days	21.4%	21.5%	40.0%	14.1%	21.4%	21.9%	19.8%	21.4%	20.7%	22.2%	20.0%	21.5%	22.0%	14.7%
11 to 20 days	16.8%	18.0%	20.0%	11.1%	16.8%	11.0%	19.8%	14.8%	16.8%	22.2%	30.0%	16.8%	12.8%	12.0%
21 or more days	22.5%	27.8%	20.0%	2.0%	18.0%	37.0%	28.4%	20.9%	22.3%	27.8%	20.0%	25.2%	22.0%	18.7%
Don't know/ won't say	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Median	6 to 10 days	6 to 10 days	6 to 10 days	3 to 5 days	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days	11 to 20 days	11 to 20 days	6 to 10 days	6 to 10 days	3 to 5 days

Number of Days Fishing in New Mexico During the Past 12 Months (Continued)

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

	Total Sample (n=529)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
1 to 2 days	12.7%	16.6%	7.9%	11.4%	7.7%	12.2%	13.2%	12.6%	18.7%	10.3%	12.7%	11.5%	12.6%	13.3%
3 to 5 days	26.7%	26.5%	25.6%	25.0%	34.6%	31.5%	24.5%	20.0%	27.6%	18.8%	31.3%	35.9%	24.5%	28.2%
6 to 10 days	21.4%	21.3%	22.0%	18.2%	23.1%	23.9%	17.9%	23.2%	19.5%	18.2%	22.4%	24.4%	21.9%	20.6%
11 to 20 days	16.8%	17.0%	15.9%	20.5%	15.4%	13.6%	20.3%	14.7%	16.3%	21.8%	14.2%	7.7%	15.2%	16.1%
21 or more days	22.5%	18.6%	28.7%	25.0%	19.2%	18.8%	24.1%	29.5%	17.9%	30.9%	19.4%	20.5%	25.8%	21.8%
Don't know/ won't say	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Median	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days	11 to 20 days	6 to 10 days	6 to 10 days	6 to 10 days	6 to 10 days

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.

	Total Sample (n=529)	Component			How many days or parts of days did you fish in 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?		
		Resident Angler (Annual & Temp)	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	37.1%	36.2%	45.7%	37.4%	29.9%	33.3%	38.9%	36.0%	44.5%	37.0%	41.1%	33.6%	40.8%	35.5%	33.3%
4	28.2%	29.1%	20.0%	24.2%	26.9%	31.2%	26.5%	21.3%	31.9%	27.8%	28.8%	29.3%	24.5%	31.3%	27.8%
3	23.8%	23.3%	28.6%	24.8%	25.4%	24.8%	23.0%	33.7%	15.1%	25.7%	20.5%	21.6%	20.9%	24.2%	29.2%
2	5.7%	5.8%	0.0%	7.1%	10.4%	5.7%	7.1%	4.5%	2.5%	5.5%	6.8%	5.2%	5.6%	5.9%	4.2%
1 – Not at all Satisfied	5.1%	5.3%	5.7%	4.0%	7.5%	4.3%	4.4%	4.5%	5.9%	4.0%	2.7%	9.5%	7.7%	3.1%	5.6%
Don't know/ won't say	0.2%	0.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.5%	0.0%	0.0%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

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

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.

	Total Sample (n=529)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
5 – Very Satisfied	37.1%	36.4%	36.0%	31.8%	44.2%	40.4%	36.8%	30.5%	24.4%	33.9%	47.8%	41.0%	35.8%	38.3%
4	28.2%	30.4%	33.5%	22.7%	11.5%	28.6%	26.9%	30.5%	41.5%	28.5%	21.6%	16.7%	30.5%	25.6%
3	23.8%	24.9%	18.9%	29.5%	28.8%	23.5%	24.1%	23.2%	26.8%	25.5%	18.7%	28.2%	21.9%	25.6%
2	5.7%	4.7%	5.5%	11.4%	5.8%	4.2%	5.2%	9.5%	4.9%	6.7%	8.2%	1.3%	7.3%	5.4%
1 – Not at all Satisfied	5.1%	3.6%	5.5%	4.5%	9.6%	3.3%	6.6%	6.3%	2.4%	5.5%	3.0%	12.8%	4.6%	4.7%
Don't know/ won't say	0.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.3%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4

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

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.

	Total Sample (n=529)	Education			
		Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
5 – Very Satisfied	37.1%	60.0%	35.8%	42.2%	30.7%
4	28.2%	20.0%	27.7%	24.8%	34.7%
3	23.8%	10.0%	24.5%	26.6%	22.7%
2	5.7%	10.0%	6.6%	3.7%	5.3%
1 – Not at all Satisfied	5.1%	0%	5.5%	2.8%	6.7%
Don't know/ won't say	0.2%	0.0%	0.0%	0.0%	0.0%
Median	4	5	4	4	4

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 Sample (n=529)
Positive	
Caught a lot of fish	33.0%
Enjoyable experience	12.1%
Waters are stocked well	6.3%
Beautiful location	6.1%
Water levels were good	4.2%
Negative	
Did not catch many fish	15.9%
Did not catch any fish	13.3%
Waters not stocked well	10.8%
Too many people	7.8%
Water too dirty	6.4%
Water levels too low	5.7%
Too expensive	3.2%
Other	
Other	14.4%
Don't Know / Won't Say	8.3%

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 in 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=529)	Resident Angler (Annual & Temp)	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	61.8%	59.5%	62.9%	70.3%	58.2%	73.8%	61.8%	61.8%	49.6%	100.0%	-	-	62.8%	64.1%	50.0%
Warm water like bass or walleye	21.9%	23.3%	17.1	18.8%	25.4%	14.2%	20.4%	25.8%	27.7%	-	-	100.0%	20.4%	21.1%	29.2%
Both	13.8%	14.9%	17.6%	17.1%	11.9%	9.9%	14.2%	9.0%	22.7%	-	100.0%	-	15.3%	11.3%	19.4%
Don't know/won't say	2.5%	2.3%	2.9%	2.9%	4.5%	2.1%	3.5%	3.4%	0.0%	-	-	-	1.5%	3.5%	1.4%

Prefer Fishing for Cold Water Species or Warm Water Species (Continued)

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?

	Total Sample (n=529)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Cold water like trout or salmon	61.8%	60.9%	66.5%	54.5%	55.8%	87.3%	40.6%	54.7%	60.2%	61.2%	64.9%	62.8%	68.2%	58.9%
Warm water like bass or walleye	21.9%	19.0%	25.0%	25.0%	30.8%	6.6%	40.6%	14.7%	22.8%	21.2%	17.9%	25.6%	14.6%	24.4%
Both	13.8%	16.2%	8.5%	20.5%	11.5%	5.2%	16.0%	29.5%	13.8%	14.5%	15.7%	10.3%	16.6%	13.6%
Don't know/won't say	2.5%	4.0%	0.0%	0.0%	1.9%	0.9%	2.8%	1.1%	3.3%	3.0%	1.5%	1.3%	0.7%	3.2%

Prefer Fishing for Cold Water Species or Warm Water Species (Continued)

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?

	Total Sample (n=529)	Education			
		Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
Cold water like trout or salmon	61.8%	80.0%	59.9%	64.2%	68.0%
Warm water like bass or walleye	21.9%	20.0%	21.9%	18.3%	17.3%
Both	13.8%	0.0%	16.1%	13.8%	12.0%
Don't know/ won't say	2.5%	0.0%	2.2%	3.7%	2.7%

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?

	Total Responses (n=400)
Rainbow Trout	69.0%
Brown Trout	43.5%
Cutthroat Trout	19.8%
Brook Trout	17.3%
Lake Trout	10.8%
Gila Trout	8.5%
Kokanee Salmon	6.8%
None in Particular	16.8%
Other	1.3%
Don't Know / Won't Say	1.0%

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 in 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=400)	Resident Angler (Annual & Temp)	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	38.3%	38.1%	39.3%	38.5%	51.1%	34.7%	39.5%	30.2%	40.7%	38.8%	35.6%	-	42.5%	35.8%	36.0%
Choose location based on where I expect to find wild fish	33.8%	33.0%	39.3%	34.6%	21.3%	41.5%	27.9%	41.3%	30.2%	34.9%	28.8%	-	29.4%	38.9%	30.0%
Both	8.3%	7.1%	10.7%	11.5%	8.5%	5.9%	11.6%	9.5%	7.0%	8.9%	5.5%	-	9.8%	6.2%	10.0%
Neither	13.5%	15.3%	3.6%	10.3%	8.5%	13.6%	15.1%	14.3%	14.0%	11.9%	20.5%	-	13.7%	13.0%	14.0%
Don't know/ won't say	6.3%	6.5%	7.1%	5.1%	10.6%	4.2%	5.8%	4.8%	8.1%	5.5%	9.6%	-	4.6%	6.2%	10.0%

Fishing Preferences: Stocked Locations vs. Wild Fish (Continued)

Among Those Who Prefer To Fish For Cold Water Species

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

	Total Sample (n=400)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Choose location based on where trout recently been stocked	38.3%	45.6%	35.0%	33.3%	20.0%	28.4%	54.2%	37.5%	42.9%	38.4%	38.0%	26.3%	43.8%	36.7%
Choose location based on where I expect to find wild fish	33.8%	25.6%	41.5%	39.4%	48.6%	45.7%	19.2%	26.3%	36.3%	33.6%	35.2%	33.3%	32.0%	34.1%
Both	8.3%	9.2%	5.7%	9.1%	5.7%	10.2%	5.8%	7.5%	4.4%	8.8%	9.3%	8.8%	6.3%	8.7%
Neither	13.5%	12.3%	13.0%	15.2%	22.9%	9.6%	16.7%	18.8%	7.7%	12.8%	13.9%	22.8%	12.5%	13.5%
Don't know/won't say	6.3%	7.2%	4.9%	3.0%	2.9%	6.1%	4.2%	10.0%	8.8%	6.4%	3.7%	8.8%	5.5%	7.0%

Fishing Preferences: Stocked Locations vs. Wild Fish (Continued)

Among Those Who Prefer To Fish For Cold Water Species

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

	Total Sample (n=400)	Education			
		Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
Choose location based on where trout recently been stocked	38.3%	50.0%	45.2%	29.4%	23.3%
Choose location based on where I expect to find wild fish	33.8%	0.0%	29.8%	40.0%	46.7%
Both	8.3%	12.5%	8.2%	10.6%	5.0%
Neither	13.5%	25.0%	11.5%	11.8%	18.3%
Don't know/ won't say	6.3%	12.5%	5.3%	8.2%	6.7%

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?

	Total Responses (n=189)
Largemouth Bass	44.1%
Smallmouth Bass	30.6%
Catfish	27.4
White Bass	23.7%
Walleye	23.7%
Striped Bass	11.3%
Spotted Bass	8.1%
Crappie	6.5%
Northern Pike	2.7%
None In Particular	10.8%
Don't Know / Won't Say	0.5%

Fishing Preferences: Catch and Release vs. Keeping

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

	Total Sample (n=529)	Component			How many days or parts of days did you fish in 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?		
		Resident Angler (Annual & Temp)	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
I prefer to keep most of the fish I catch	37.1%	42.0%	22.9%	22.2%	43.3%	39.0%	37.2%	32.6%	34.5%	37.6%	41.1%	34.5%	100.0%	-	-
I prefer to release most of the fish I catch	48.4%	44.1%	54.3%	63.6%	46.3%	51.1%	46.9%	48.3%	47.9%	50.2%	39.7%	46.6%	-	100.0%	-
Both	13.6%	12.9%	22.9%	13.1%	10.4%	9.2%	14.2%	18.0%	16.8%	11.0%	19.2%	18.1%	-	-	100.0%
Neither	0.2%	0.8%	0.0%	1.0%	0%	0%	0%	0%	0.8%	0%	0%	0.9%	-	-	-
Don't Know / Won't Say	0.8%	0.8%	0.0%	1.0%	0.0%	0.7%	1.8%	1.1%	0.0%	1.2%	0.0%	0.0%	-	-	-

Fishing Preferences: Catch and Release vs. Keeping (Continued)

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

	Total Sample (n=529)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
I prefer to keep most of the fish I catch	37.1%	38.3%	37.8%	27.3%	38.5%	28.6%	42.5%	46.3%	39.8%	37.6%	41.8%	34.6%	48.3%	32.6%
I prefer to release most of the fish I catch	48.4%	48.6%	47.6%	50.0%	50.0%	61.5%	40.1%	34.7%	47.2%	49.1%	44.0%	48.7%	33.1%	54.1%
Both	13.6%	12.6%	14.0%	18.2%	11.5%	8.9%	16.5%	17.9%	12.2%	13.3%	14.2%	14.1%	17.9%	12.3%
Neither	0.2%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Don't Know / Won't Say	0.8%	0.4%	0.6%	2.3%	0%	0.9%	0.9%	0.0%	0.8%	0.0%	0.0%	2.6%	0.7%	0.6%

Fishing Preferences: Catch and Release vs. Keeping (Continued)

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

	Total Sample (n=529)	Education			
		Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
I prefer to keep most of the fish I catch	37.1%	60.0%	42.3%	26.6%	40.0%
I prefer to release most of the fish I catch	48.4%	20.0%	39.8%	63.3%	52.0%
Both	13.6%	10.0%	17.2%	10.1%	8.0%
Neither	0.2%	0.0%	0.0%	0.0%	0.0%
Don't Know / Won't Say	0.8%	10.0%	0.7%	0.0%	0.0%

Fishing Preferences: Lots of Fish vs. Big Fish

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

	Total Sample (n=529)	Component			How many days or parts of days did you fish in 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?		
		Resident Angler (Annual & Temp)	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
I choose my fishing location based on where I feel I will catch lots of fish.	47.8%	45.3%	42.9%	59.6%	62.7%	47.5%	47.8%	48.3%	39.5%	47.1%	56.2%	41.4%	49.5%	48.0%	44.4%
I choose my fishing location based on where I feel I will catch one or two large fish.	31.0%	31.6%	31.4%	28.3%	19.4%	29.8%	31.9%	29.2%	39.5%	33.3%	19.2%	35.3%	31.6%	30.5%	31.9%
Both	8.3%	7.8%	17.1%	7.1%	7.5%	7.8%	7.1%	10.1%	9.2%	7.3%	12.3%	9.5%	6.1%	8.6%	11.1%
Neither	9.8%	11.6%	5.7%	4.0%	6.0%	12.8%	10.6%	9.0%	8.4%	8.9%	8.2%	13.8%	10.2%	10.2%	8.3%
Don't Know /Won't Say	3.0%	3.5%	2.9%	1.0%	4.5%	2.1%	2.7%	3.4%	3.4%	3.4%	4.1%	0.0%	2.6%	2.7%	4.2%

Fishing Preferences: Lots of Fish vs. Big Fish (Continued)

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

	Total Sample (n=529)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
I choose my fishing location based on where I feel I will catch lots of fish	47.8%	100.0%	-	-	-	43.2%	51.4%	48.4%	56.1%	49.7%	44.8%	32.1%	46.4%	47.5%
I choose my fishing location based on where I feel I will catch 1 or 2 large fish	31.0%	-	100%	-	-	37.1%	25.9%	29.5%	26.8%	31.5%	32.1%	37.2%	35.1%	29.1%
Both	8.3%	-	-	100.0%	-	9.9%	8.5%	5.3%	5.7%	6.7%	10.4%	11.5%	6.0%	9.8%
Neither	9.8%	-	-	-	100.0%	6.6%	12.7%	11.6%	8.9%	9.1%	10.4%	15.4%	9.9%	10.8%
Don't Know / Won't Say	3.0%	-	-	-	-	3.3%	1.4%	5.3%	2.4%	3.0%	2.2%	3.8%	2.6%	2.8%

Fishing Preferences: Lots of Fish vs. Big Fish (Continued)

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

	Education				
	Total Sample (n=529)	Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
I choose my fishing location based on where I feel I will catch lots of fish.	47.8%	20.0%	47.4%	47.7%	46.7%
I choose my fishing location based on where I feel I will catch one or two large fish.	31.0%	70.0%	31.0%	29.4%	30.7%
Both	8.3%	0.0%	7.7%	9.2%	9.3%
Neither	9.8%	10.0%	11.3%	8.3%	12.0%
Don't Know / Won't Say	3.0%	0.0%	2.6%	5.5%	1.3%

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 in 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=529)	Resident Angler (Annual & Temp)	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	40.3%	36.5%	48.6%	52.5%	38.8%	47.5%	45.1%	32.6%	33.6%	56.9%	15.1%	12.1%	31.1%	51.2%	26.4%
Lakes and reservoirs	40.1%	42.8%	37.1%	30.3%	41.8%	36.9%	33.6%	48.3%	42.9%	26.3%	46.6%	74.1%	45.9%	33.2%	48.6%
Both	18.0%	19.0%	14.3%	15.2%	17.9%	13.5%	19.5%	15.7%	23.5%	15.9%	38.4%	12.1%	22.4%	12.9%	23.6%
Don't Know / Won't Say	1.7%	1.8%	0.0%	2.0%	1.5%	2.1%	1.8%	3.4%	0.0%	0.9%	0.0%	1.7%	0.5%	2.7%	1.4%

Preference of Fishing Location (Continued)

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

	Total Sample (n=529)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Streams	40.3%	36.4%	48.2%	47.7%	26.9%	100.0%	-	-	40.7%	38.2%	40.3%	51.3%	35.8%	44.3%
Lakes and reservoirs	40.1%	43.1%	33.5%	40.9%	51.9%	-	100.0%	-	40.7%	40.0%	40.3%	35.9%	40.4%	38.3%
Both	18.0%	18.2%	17.1%	11.4%	21.2%	-	-	100.0%	17.1%	19.4%	17.9%	12.8%	21.9%	15.5%
Don't Know / Won't Say	1.7%	2.4%	1.2%	0.0%	0.0%	-	-	-	1.6%	2.4%	1.5%	0.0%	2.0%	1.9%

Preference of Fishing Location (Continued)

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

	Total Sample (n=529)	Education			
		Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
Streams	40.3%	40.0%	35.8%	54.1%	50.7%
Lakes and reservoirs	40.1%	50.0%	44.5%	25.7%	32.0%
Both	18.0%	10.0%	19.3%	15.6%	16.0%
Don't know / Won't Say	1.7%	0.0%	0.4%	4.6%	1.3%

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 in 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=529)	Resident Angler (Annual & Temp)	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	45.6%	45.2%	51.4%	43.4%	43.3%	42.6%	37.2%	55.1%	51.3%	44.3%	38.4%	52.6%	40.8%	48.4%	48.6%
Usually	19.3%	17.0%	20.0%	28.3%	20.9%	15.6%	19.5%	24.7%	18.5%	18.7%	19.2%	22.4%	17.9%	18.8%	23.6%
Sometimes	13.6%	15.9%	8.6%	6.1%	11.9%	13.5%	20.4%	9.0%	11.8%	13.5%	20.5%	9.5%	14.8%	14.1%	8.3%
Never	9.3%	9.1%	8.6%	10.1%	10.4%	11.3%	11.5%	3.4%	8.4%	11.9%	6.8%	3.4%	13.8%	6.6%	6.9%
Don't use items / NA	11.7%	11.6%	11.4%	12.1%	13.4%	14.9%	11.5%	7.9%	10.1%	10.7%	15.1%	12.1%	11.2%	12.1%	12.5%
Don't know / Won't say	0.6%	0.8%	0%	0%	0%	2.1%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.5%	0.0%	0.0%
Median	Usually	Usually	Always	Usually	Usually	Usually	Usually	Always	Always	Usually	Usually	Always	Usually	Usually	Usually

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

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?

	Total Sample (n=529)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Always	45.6%	39.9%	53.0%	43.2%	51.9%	51.6%	24.1%	22.1%	42.3%	44.2%	48.5%	43.6%	44.4%	45.9%
Usually	19.3%	20.9%	17.1%	18.2%	19.2%	12.7%	24.1%	22.1%	23.6%	15.8%	20.1%	16.7%	17.9%	19.6%
Sometimes	13.6%	15.0%	14.0%	13.6%	7.7%	12.7%	11.8%	21.1%	12.2%	19.4%	9.0%	12.8%	17.9%	10.1%
Never	9.3%	11.5%	7.3%	2.3%	7.7%	9.9%	7.5%	11.6%	9.8%	10.3%	10.4%	7.7%	11.3%	9.2%
Don't use items / NA	11.7%	12.3%	7.9%	22.7%	11.5%	13.1%	12.3%	6.3%	10.6%	9.7%	11.9%	19.2%	7.9%	14.6%
Don't know / Won't say	0.6%	0.4%	0.6%	0.0%	1.9%	0.0%	1.4%	0.0%	1.6%	0.6%	0.0%	0.0%	0.7%	0.6%
Median	Usually	Usually	Always	Usually	Always	Always	Sometimes	Sometimes	Usually	Usually	Usually	Usually	Usually	Usually

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

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?

	Total Sample (n=529)	Education			
		Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
Always	45.6%	50.0%	45.3%	48.6%	40.0%
Usually	19.3%	20.0%	16.1%	22.0%	17.3%
Sometimes	13.6%	20.0%	13.5%	11.9%	14.7%
Never	9.3%	10.0%	10.6%	5.5%	14.7%
Don't use items / NA	11.7%	0.0%	13.9%	11.9%	12.0%
Don't know / Won't say	0.6%	0.0%	0.7%	0.0%	1.3%
Median	Usually	Usually	Usually	Usually	Usually

**Heard 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 mussels?

	Total Sample (n=529)	Component			How many days or parts of days did you fish in 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?		
		Resident Angler (Annual & Temp)	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	62.2%	60.3%	80.0%	63.6%	59.7%	49.6%	62.8%	70.8%	71.4%	58.4%	71.2%	69.0%	55.6%	66.8%	65.3%
No	35.5%	37.0%	20.0%	35.4%	38.8%	48.9%	32.7%	27.0%	26.9%	38.2%	27.4%	31.0%	40.8%	32.0%	33.3%
Don't Know / Won't Say	2.3%	2.8%	0.0%	1.0%	1.5%	1.4%	4.4%	2.2%	1.7%	3.4%	1.4%	0.0%	3.6%	1.2%	1.4%

**Heard 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 (Continued)**

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 mussels?

	Total Sample (n=529)	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 lots of fish	Where I can catch 1-2 large fish	Both	Neither	Streams	Lakes/Reservoirs	Both	16-34 Years	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Yes	62.2%	62.1%	61.6%	70.5%	53.8%	68.5%	62.3%	48.4%	52.0%	67.9%	64.9%	60.3%	54.3%	67.7%
No	35.5%	36.4%	34.8%	27.3%	44.2%	30.0%	35.4%	47.4%	44.7%	30.9%	33.6%	34.6%	41.1%	31.0%
Don't Know / Won't Say	2.3%	1.6%	3.7%	2.3%	1.9%	1.4%	2.4%	4.2%	3.3%	1.2%	1.5%	5.1%	4.6%	1.3%

**Heard 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 (Continued)**

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 mussels?

	Total Sample (n=529)	Education			
		Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
Yes	62.2%	40.0%	59.9%	67.0%	66.7%
No	35.5%	50.0%	37.2%	32.1%	32.0%
Don't Know / Won't Say	2.3%	10.0%	2.9%	0.9%	1.3%

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 mussels in New Mexico?

	Total Sample (n=529)	Component			How many days or parts of days did you fish in 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?		
		Resident Angler (Annual & Temp)	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	45.0%	44.6%	62.9%	40.4%	32.8%	51.1%	42.5%	50.6%	42.9%	47.4%	37.0%	43.1%	37.8%	48.0%	54.2%
Somewhat Concerned	26.1%	26.1%	11.4%	31.3%	29.9%	22.7%	24.8%	27.0%	28.6%	24.2%	31.5%	30.2%	30.1%	23.4%	26.4%
Not Concerned	13.0%	12.9%	17.1%	12.1%	16.4%	7.1%	16.8%	11.2%	16.0%	11.9%	12.3%	16.4%	14.8%	11.3%	13.9%
Don't Know / Won't Say	15.9%	16.5%	8.6%	16.2%	20.9%	19.1%	15.9%	11.2%	12.6%	16.5%	19.2%	10.3%	17.3%	17.2%	5.6%
Median	Very Concerned	Very Concerned	Very Concerned	Somewhat Concerned	Somewhat Concerned	Very Concerned	Very Concerned	Very Concerned	Somewhat Concerned	Very Concerned	Somewhat Concerned	Somewhat Concerned	Somewhat Concerned	Very Concerned	Very Concerned

Overall Concern about the Spread of Invasive Species in New Mexico (Continued)

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

	Total Sample (n=529)	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	35-40 Years	50-64 Years	65 Years and over	Hispanic	Anglo
Very Concerned	45.0%	39.9%	51.8%	56.8%	36.5%	51.2%	40.1%	43.2%	31.7%	45.5%	49.3%	56.4%	37.1%	49.1%
Somewhat Concerned	26.1%	30.4%	22.6%	15.9%	28.8%	27.2%	26.4%	23.2%	31.7%	25.5%	26.1%	17.9%	31.1%	23.4%
Not Concerned	13.0%	11.5%	13.4%	11.4%	19.2%	10.3%	17.9%	9.5%	18.7%	17.6%	7.5%	9.0%	13.9%	13.6%
Don't Know / Won't Say	15.9%	18.2%	12.2%	15.9%	15.4%	11.3%	15.6%	24.2%	17.9%	11.5%	17.2%	16.7%	17.9%	13.9%
Median	Very Concerned	Somewhat Concerned	Very Concerned	Very Concerned	Somewhat Concerned	Very Concerned	Somewhat Concerned	Very Concerned	Somewhat Concerned	Very Concerned	Very Concerned	Very Concerned	Somewhat Concerned	Very Concerned

Overall Concern about the Spread of Invasive Species in New Mexico (Continued)

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

		Education			
	Total Sample (n=529)	Some H.S./ H.S. Grad	Some College	College Graduate	Graduate Degree
Very Concerned	45.0%	60.0%	44.2%	45.0%	45.3%
Somewhat Concerned	26.1%	10.0%	27.4%	27.5%	22.7%
Not Concerned	13.0%	10.0%	15.0%	14.7%	13.3%
Don't Know / Won't Say	15.9%	20.0%	13.5%	12.8%	18.7%
Median	Very Concerned	Very Concerned	Very Concerned	Very Concerned	Very Concerned

Demographics

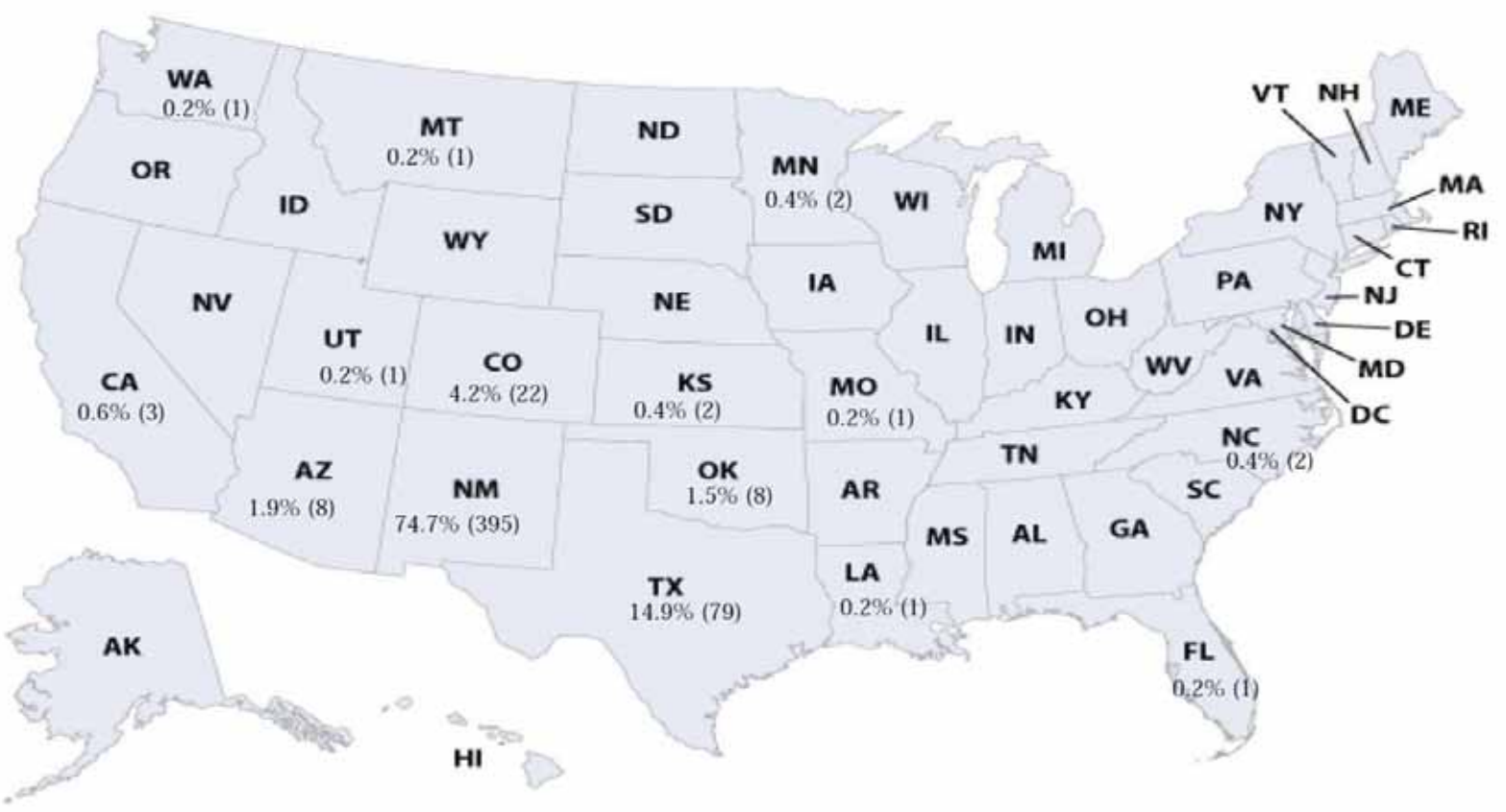
Demographics

Anglers were asked a series of background questions regarding their age, education, ethnicity, and status of owning a boat. Interviewing staff was asked to record the anglers' gender and to confirm their state of residence. The anglers' background information is presented in the tables below. A map identifying the percentage of anglers from each state is provided on the subsequent page.

	Total Sample (n=529)
Gender	
Male	81.9%
Female	18.1%
Age	
16-34 years	23.3%
35-49 years	31.2%
50 – 64 years	25.3%
65 years and over	14.7%
Won't Say	5.5%
Education	
Some high school	1.9%
High school graduate	21.9%
Some college / associate degree / vocational certificate	29.9%
College graduate (4 years)	20.6%
Graduate work or degree	14.2%
Won't Say	11.5%
Region	
In-State	74.7%
Out of State	25.3%

	Total Sample (n=529)
Ethnicity	
Anglo / Caucasian	59.7%
Hispanic	28.5%
Native American Indian	3.6%
Other Descent	3.6%
Black / African-American	0.4%
Won't Say	5.7%
Owns Boat or Personal Watercraft for Fishing	
Yes	31.4%
No	62.9%
Won't Say	5.7%
State	
New Mexico	74.7%
Texas	14.9%
Colorado	4.2%
Arizona	1.9%
Oklahoma	1.5%
California	0.6%
Kansas	0.4%
North Carolina	0.4%
Minnesota	0.4%
Montana	0.2%
Florida	0.2%
Louisiana	0.2%
Missouri	0.2%
Washington	0.2%
Utah	0.2%

Map Illustrating the Residence of Anglers
Percentage and Frequency is Identified



Appendix A: Questionnaire

**New Mexico Angler Satisfaction Survey
April 2011**

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
- 02. Did not catch any fish
- 03. Did not catch many fish
- 04. Water levels were good
- 05. Water levels too low
- 06. Waters are stocked well
- 07. Waters not stocked well
- 08. Too many people
- 09. Water too dirty

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
2. 35 to 49 years
3. 50 to 64 years
4. 65 years and over
5. Won't say (*DO NOT READ*)

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
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 _____

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