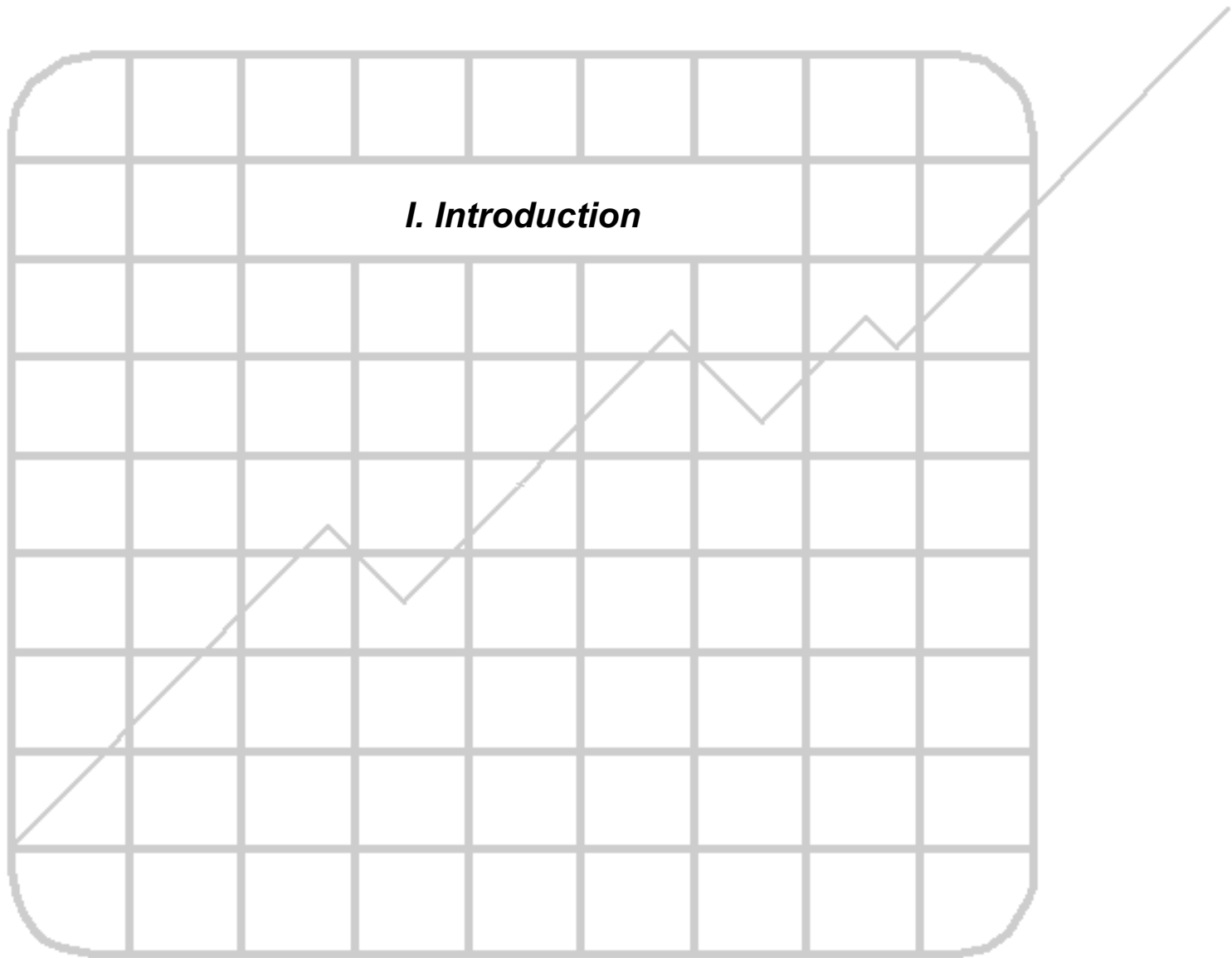


***New Mexico Department of Game & Fish
Angler Satisfaction Survey
May 2008***

Table of Contents

I. Introduction	3
Methodology	4
Executive Summary	5
II. Summary of Results	15
Number of Days Fishing in New Mexico 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.....	18
Prefer Fishing For Cold Water Species or Warm Water Species.....	19
Fishing Preferences:.....	20
Stocked Locations vs. Wild Fish	20
Fishing Preferences:.....	21
Catch and Release vs. Keeping	21
Fishing Preferences:.....	22
Lots of Fish vs. Big Fish.....	22
Attended a New Mexico Department of Game and Fish Sponsored Kids Fishing Clinic or Fishing Skills Event	23
Encouraged by the Event to Fish in New Mexico	24
Would Attend Another Fishing Clinic or Presentation If Offered In Their Area	25
Number of Time Fish Caught in New Mexico Were Eaten in the Past 12 Months.....	26
III. Demographics	27
Demographics of Sample	28
IV. Questionnaire.....	29



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 302 resident anglers and 100 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 2007. All interviews were conducted between April 18th and April 22nd, 2008.

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 2007.

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

Overall, the large majority of anglers express satisfaction with the fishing in New Mexico over the past 12 months. In fact, 62% of anglers say they are satisfied with their experience(s), which is nearly identical to the 61% observed last year. This also represents a significant increase over the 47% who expressed satisfaction in the 2005 survey and the 55% who expressed satisfaction in the 2006 survey.

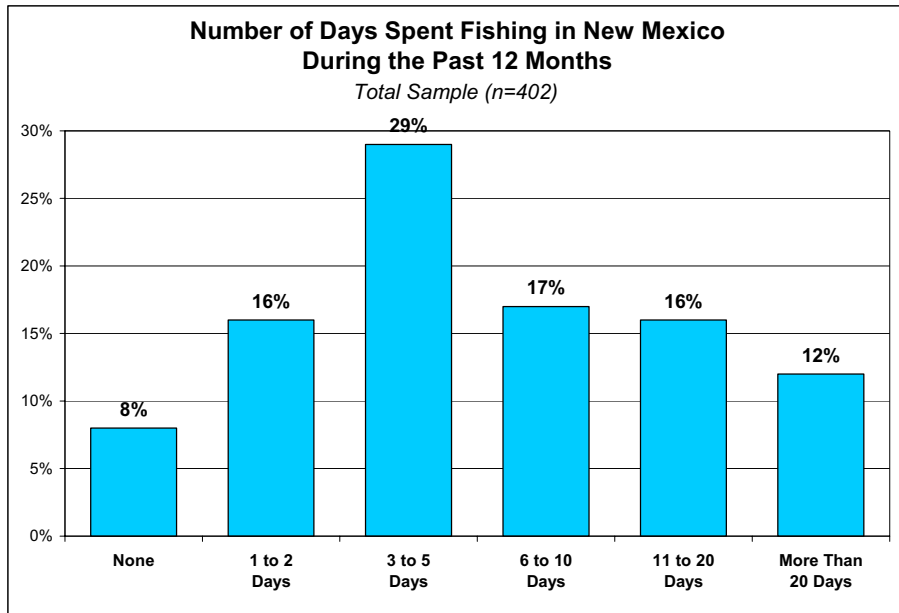
As has been observed in previous studies, angler satisfaction tends to be linked to overall fishing success. In fact, 49% of those who express satisfaction with their experiences when fishing in New Mexico over the past 12 months say they are satisfied because they caught lots of fish. However, many anglers simply enjoy being outside and the overall experience of fishing in some of the unique settings that New Mexico offers. Those who were dissatisfied with their experience are most apt to mention, not catching any fish, not catching many fish, or poorly stocked waters.

Overall, approximately two-thirds (63%) of anglers say they prefer fishing for cold water species, while 17% prefer warm water species and 19% say they enjoy fishing for both types of fish. Approximately half (46%) of those who

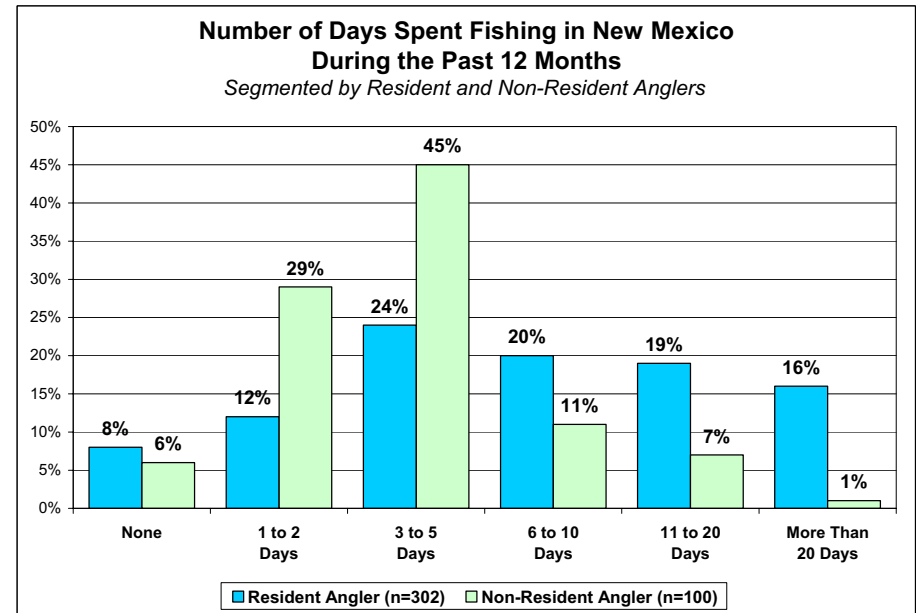
fish for cold water species say they choose their fishing locations based on where they expect to find wild fish such as Brown or Cutthroat trout. In comparison, 24% of the cold water anglers say they choose their locations based on where fish such as Rainbow trout have been recently stocked. Many anglers (19%) say they look for both qualities when choosing a location.

Looking at the more general motivations of all anglers, the plurality (40%) say they choose locations based on where they believe they will catch many fish, while 34% would rather catch one or two large fish and 14% say they look for both attributes.

Also relating to fishing preferences, the majority of anglers surveyed (52%) say they prefer to catch and release, while 30% say they prefer to keep most of the fish they catch and 17% prefer both keeping the fish they catch and releasing.



Mean	11
Median	5



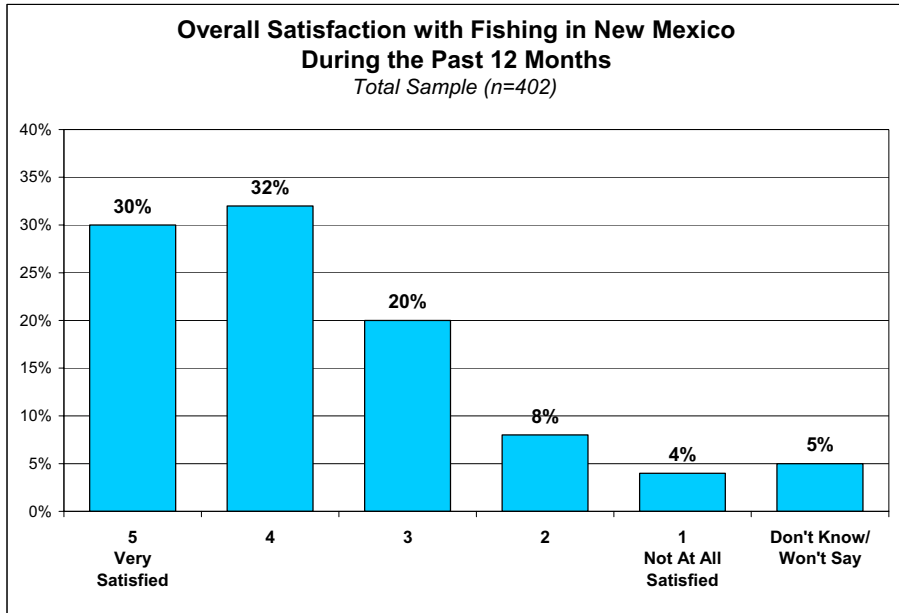
	Resident	Non-Resident
Mean	13	5
Median	7	3

As shown above, 28% of the anglers surveyed say they fished 11 days or more in New Mexico over the past 12 months, with 12% saying they fished on more than 20 occasions. Seventeen percent fished six to 10 ten days, while 29% fished three to five days. Sixteen percent of those surveyed say they only fished in New Mexico for one or two days in the past 12 months.

Consistent with results observed in previous studies, 8% of those surveyed say they have not fished in New Mexico in the past 12 months, even though they had purchased a license.

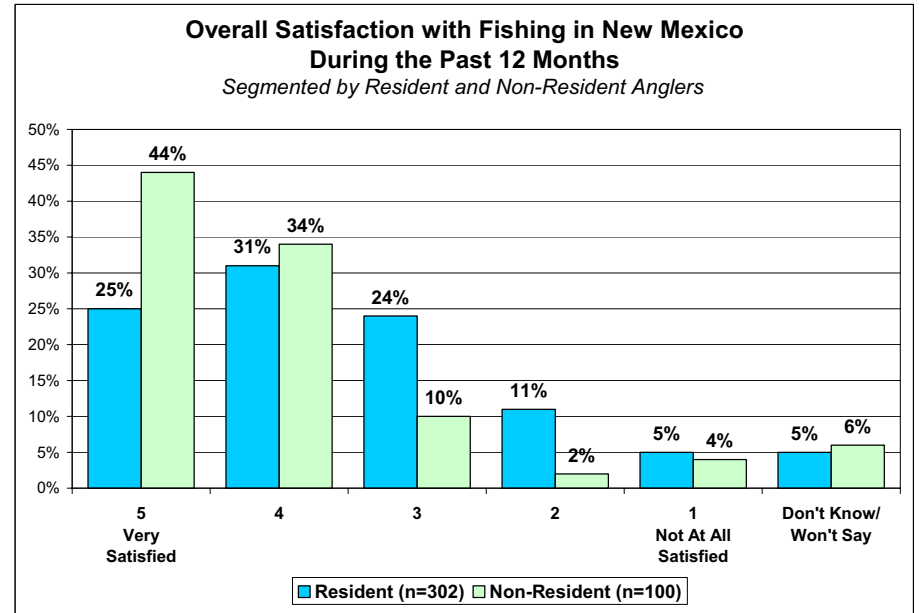
Not surprisingly, resident anglers fished on many more days than non-residents. Thirty-five percent of resident anglers fished in New Mexico 11 days or more in the past year compared to 8% of non-residents.

On average, resident anglers fished for 13 days compared to an average of 5 days for non-residents. The median number of days fished among resident anglers is 7, meaning that half fished 7 days or more, while the other half fished 7 days or less.



Mean †	3.8
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† 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.



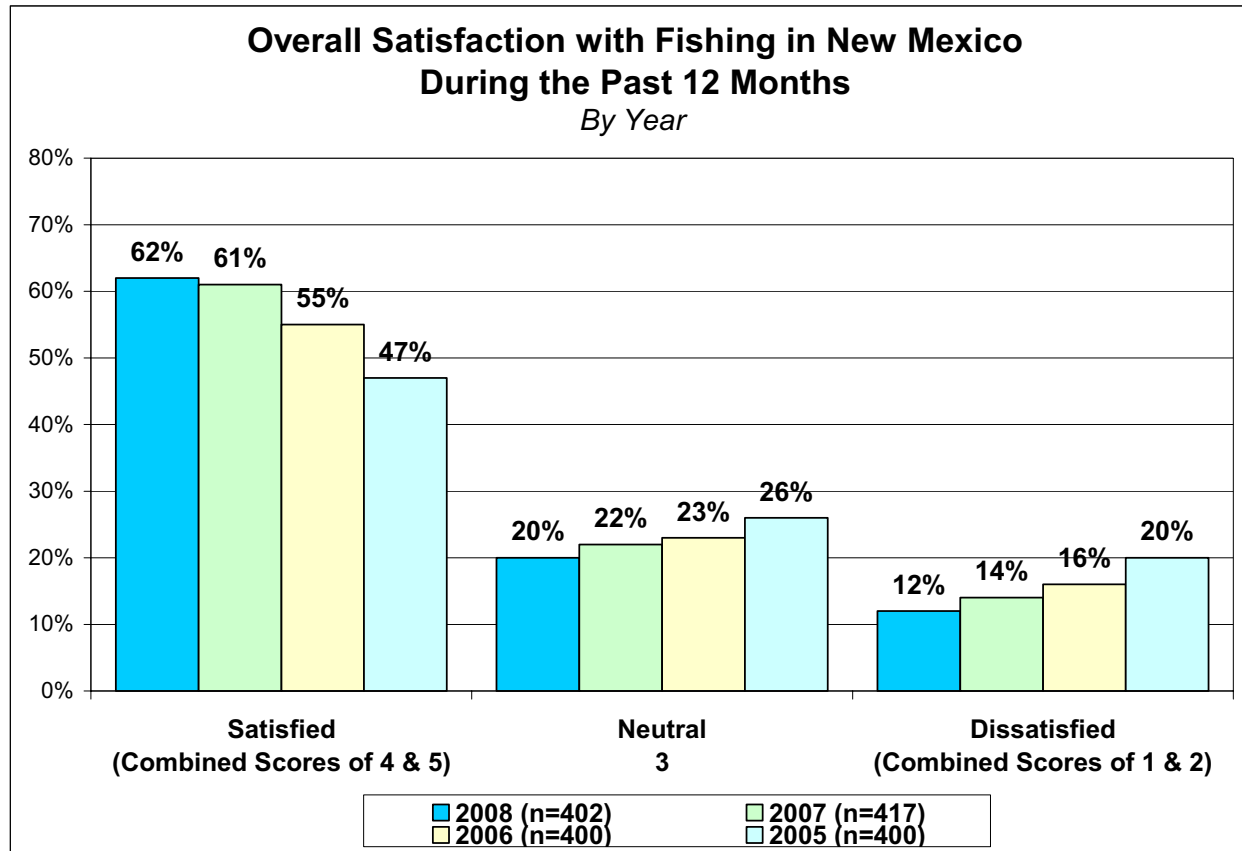
	Resident	Non-Resident
Mean†	3.6	4.2

† 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.

When asked to rate their overall satisfaction with their experience based on a 5-point scale where 5 is *very satisfied* and 1 is *not at all satisfied*, 62% express satisfaction as indicated by a score of four or five. Thirty percent say they are *very satisfied* with their experience(s). Twelve percent of the anglers surveyed express dissatisfaction as indicated by a score of 1 or 2, while 20% have neutral or mixed feelings (a score of 3).

Non-resident anglers (78%) are more inclined than resident anglers (56%) to express satisfaction with fishing in New Mexico. More specifically, 44% of non-residents say they are *very satisfied*, compared to 25% of residents. Sixteen percent of New Mexico anglers say they are dissatisfied with their fishing experiences in the past 12 months.

It should also be noted that 68% of those who prefer to fish exclusively for cold water species express satisfaction compared to 49% of those who prefer to fish for warm water species and 52% who prefer fishing for both.



† 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.

	2008	2007	2006	2005
Mean †	3.8	3.7	3.6	3.5

Looking at anglers' perceptions of fishing in New Mexico over the past four years, we note an increase in overall satisfaction, with a steady decline in the number of anglers who say they are dissatisfied. Currently, 62% express satisfaction with their experience over the past 12 months, almost identical to the 61% observed last year and higher than the results observed in the two previous years.

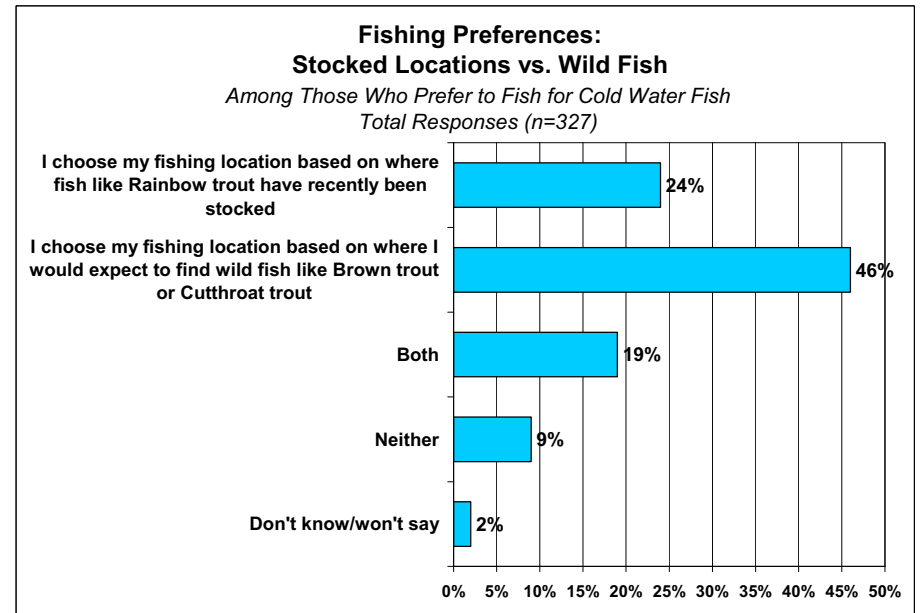
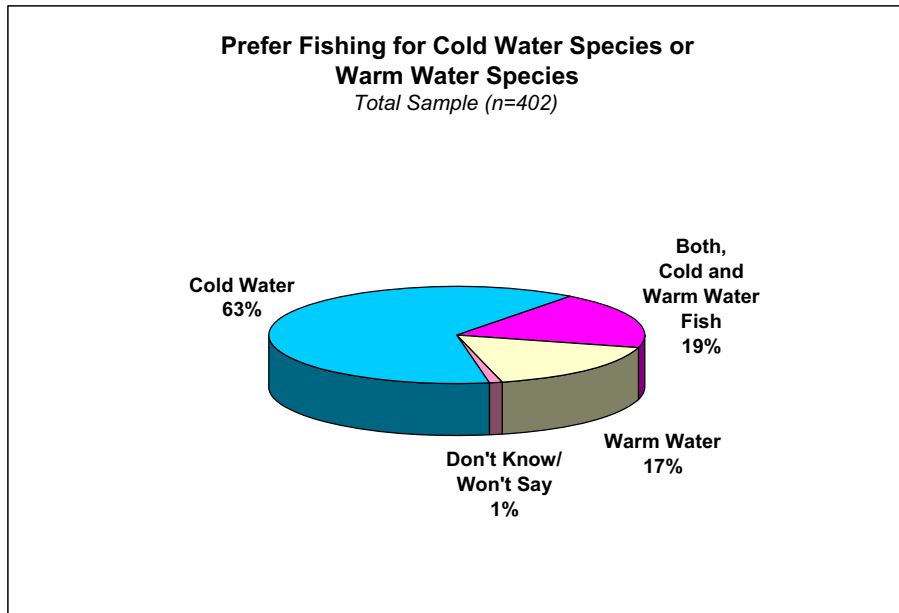
Reasons Underlying Overall Satisfaction with Fishing In New Mexico During the Past 12 Months

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

(Top 11 Unaided Answers)

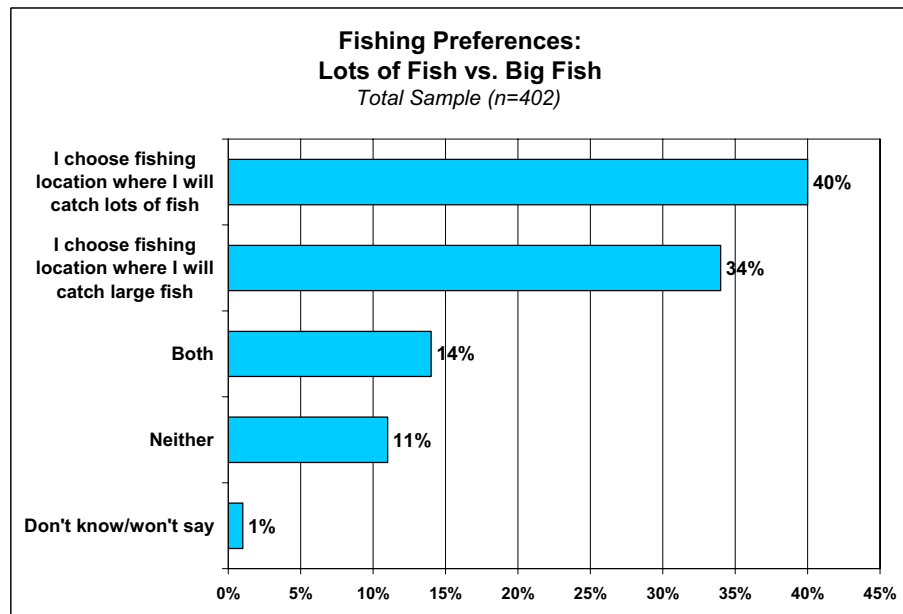
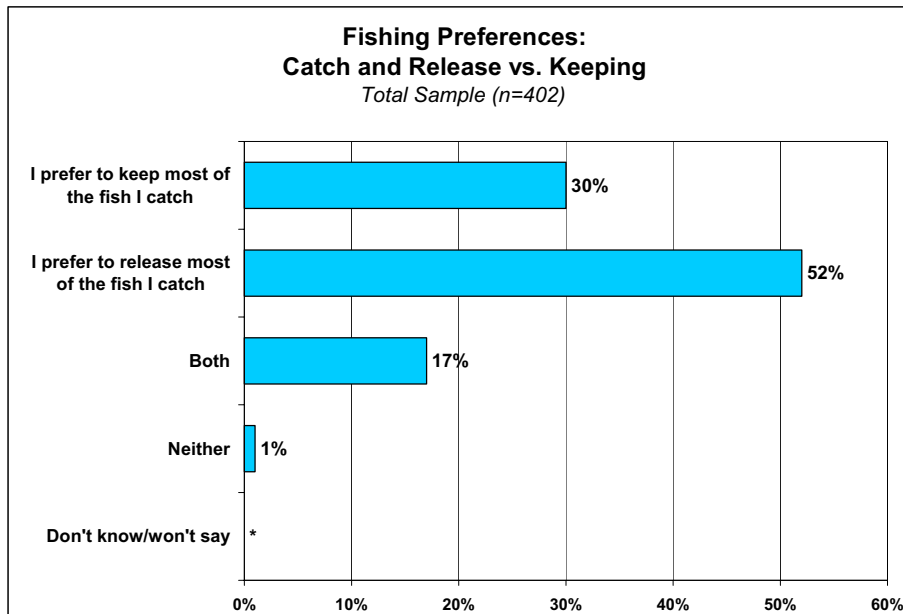
	Total Responses (n=380)
Caught a lot of fish	23%
Did not catch many fish	19%
Did not catch any fish	12%
Water not stocked well	9%
Really like the area	7%
Had fun/good time	7%
Like to be outside	6%
Waters are stocked well	6%
Too many people	5%
Water levels too low	4%
Don't know/won't say	2%

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, 23% of the respondents say they caught a lot of fish, 7% say they really liked the area, and another 7% say they had a good time. However, 19% said they did not catch many fish, 12% say they did not catch any fish, and 9% say the area was not well stocked.



Approximately two-thirds (63%) of those surveyed say they prefer to fish for cold water species such as trout and salmon, compared to 17% who prefer to fish for warm water species. Nineteen percent of the anglers do not have a species preference.

Nearly half (46%) of the anglers who prefer cold water fish, or do not have a preference, indicate that they choose their fishing locations based on where they expect to find wild fish like Brown Trout and Cutthroat Trout. In comparison, 24% indicate that they choose their fishing locations based on where they expect to find fish that have recently been stocked such as Rainbow Trout. Approximately one-fifth (19%) say they enjoy fishing in both types of locations. It should be noted that non-residents (58%) are more apt than residents (41%) to say they choose their locations based on where they expect to find wild fish.



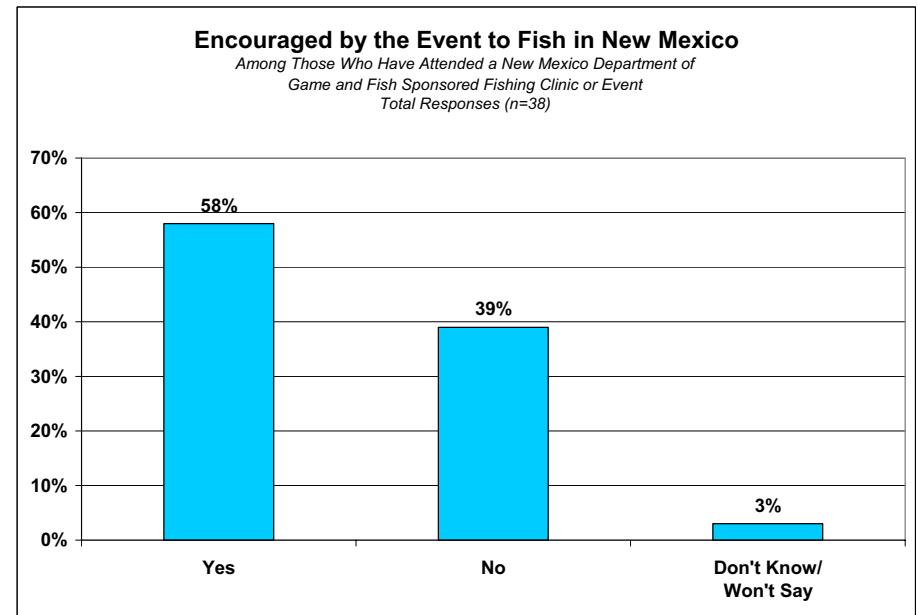
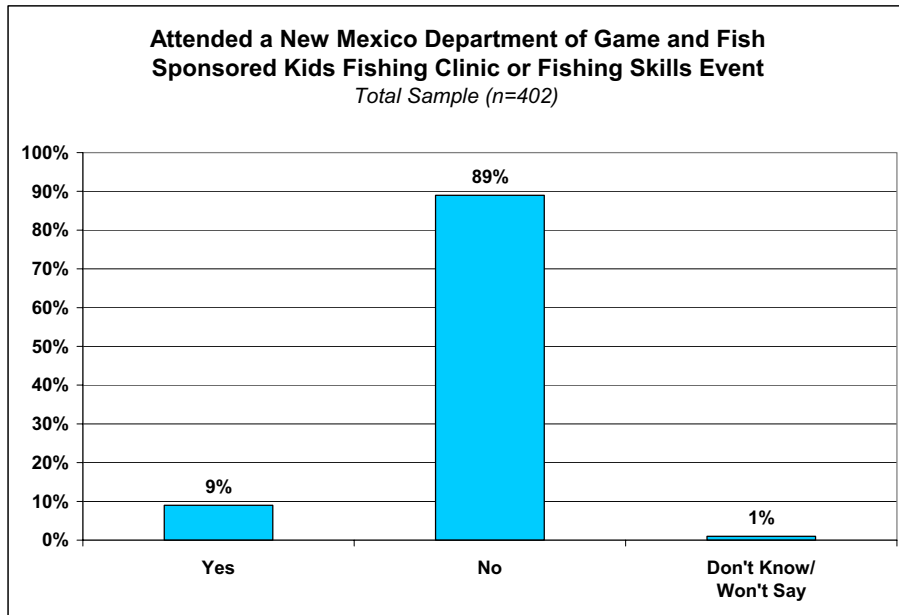
* Less than 1% reported.

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, when given two options, the majority of anglers (52%) say they prefer to release most of the fish that they catch, while 30% say they prefer to keep most of their fish. Seventeen 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.

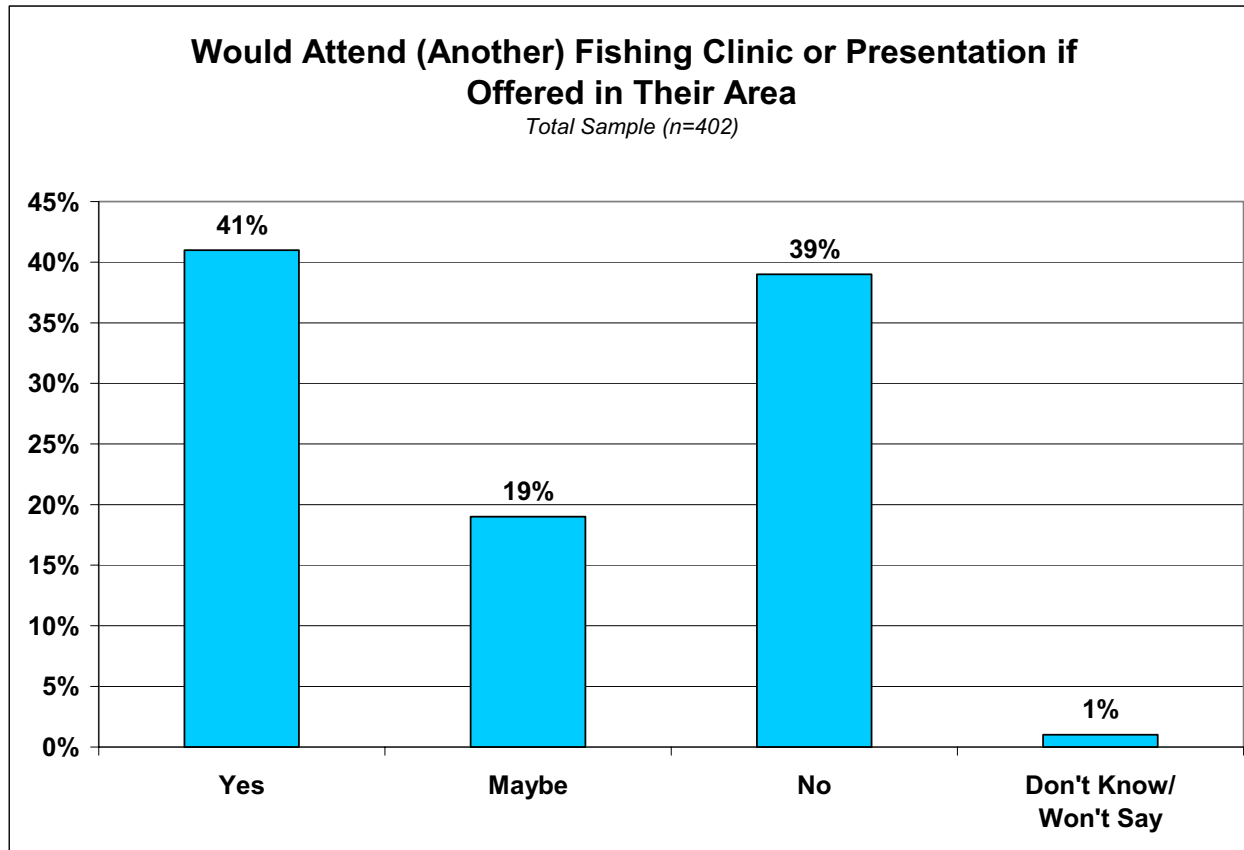
It is interesting to note that non-resident anglers (71%) are much more apt than resident anglers (46%) to say they prefer to catch and release. Thirty-six percent of resident anglers say they prefer to keep most of the fish they catch.

Among all anglers, it is observed that the plurality (40%) say they prefer to choose a place where they can catch a lot of fish, while 34% say they choose locations where they can catch one or two large fish. Fourteen percent say they prefer to choose locations where they can *both* catch lots of fish and large fish, while 11% say they do not base their decision on either of these factors.

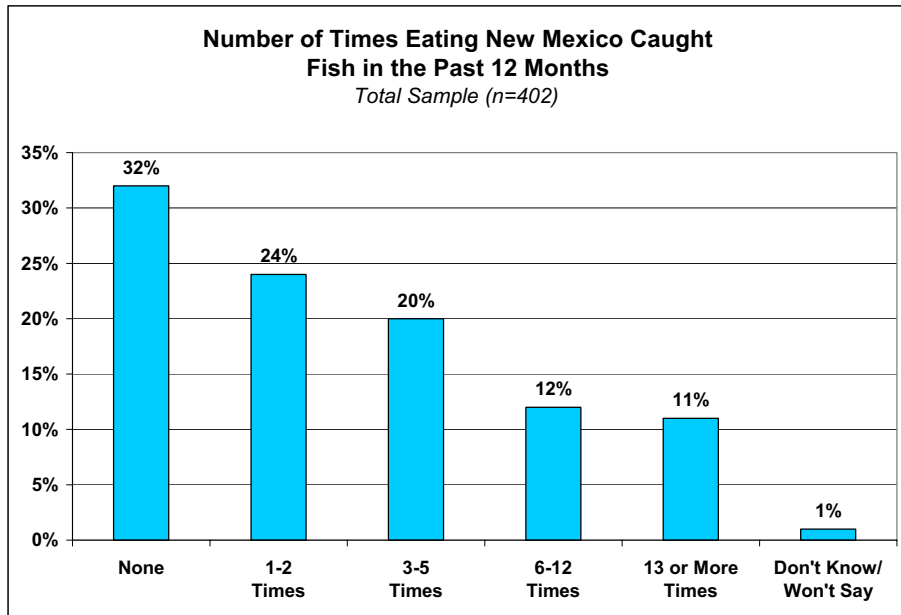


As shown above, 9% of anglers say they, or a member of their family has attended a New Mexico Department of Game and Fish sponsored kids fishing clinic or fishing skills event.

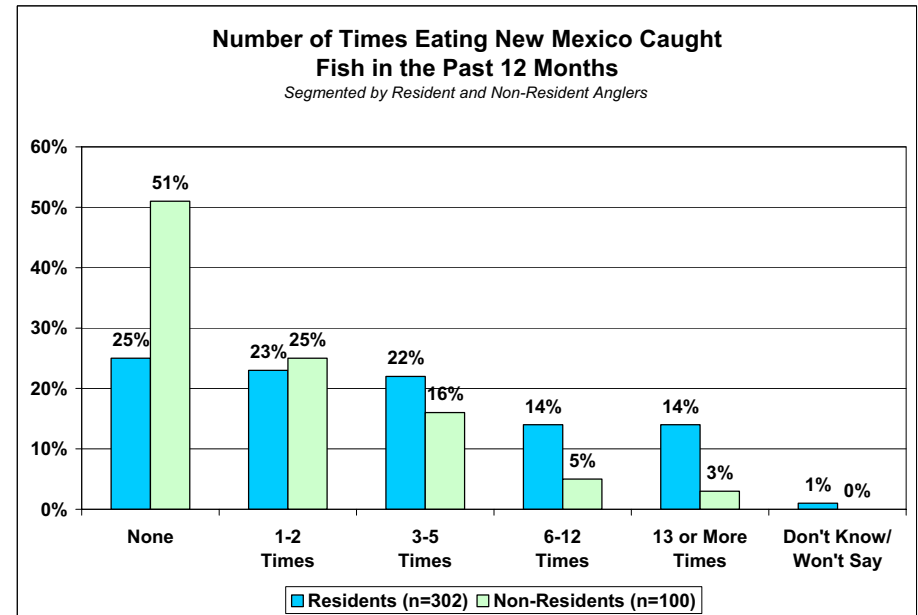
The majority (58%) of those who have attended one of these events say it encouraged them (or their family members) to fish in New Mexico.



Approximately two-fifths (41%) of all anglers say they and/or their family would attend if another fishing clinic or presentation was offered in their area, and another 19% say they might attend. It should be noted that 42% of residents and 37% of non-residents say they would attend.



Mean \bar{x}	6.0
Median	2.0

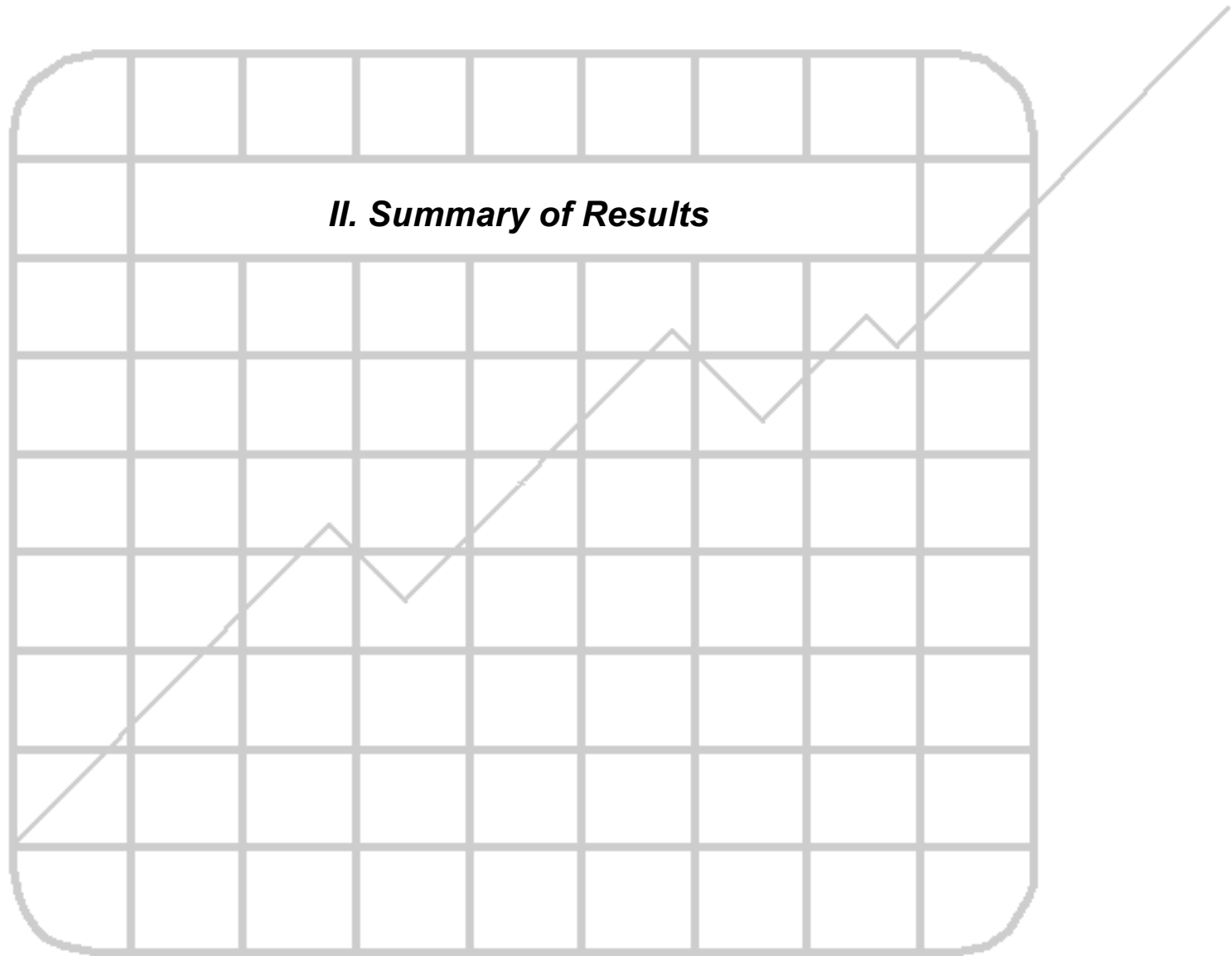


	Resident	Non-Resident
Mean \bar{x}	7.0	2.0
Median	3.0	.0

Anglers were asked how often they have eaten fish that they or someone they know caught in New Mexico. In total, two-thirds of the anglers have eaten fish that were caught in New Mexico. As shown above, approximately one-quarter (24%) of the anglers say they have eaten New Mexico caught fish one or two times in the past year, while 20% had three-to-five meals and 12% ate New Mexico caught fish six to 12 times. Approximately one-in-ten anglers say they have eaten fish they or someone they know caught in New Mexico 13 times or more in the past 12 months.

On average, anglers have eaten New Mexico caught fish six times in the past 12 months, though the median is only two times. This indicates that a small group of anglers are eating fish with high regularity.

Not surprisingly, New Mexico residents have higher consumption levels than do non-residents. Twenty-eight percent of New Mexico anglers have eaten fish caught in the state six times or more in the past 12 months compared to 8% of non-residents.



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=402)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
1 - 2	16%	12%	29%	20%	17%	15%	11%	13%	12%	20%	22%	16%	17%
3 - 5	29%	24%	45%	28%	26%	34%	30%	26%	27%	30%	40%	31%	19%
6 - 10	17%	20%	11%	14%	21%	19%	13%	19%	16%	18%	19%	17%	21%
11 - 20	16%	19%	7%	21%	16%	15%	14%	20%	16%	17%	9%	15%	21%
21 or more	12%	16%	1%	11%	13%	9%	19%	14%	20%	10%	1%	13%	9%
None	8%	8%	6%	5%	5%	8%	13%	9%	7%	5%	9%	7%	11%
Don't know/won't say	1%	1%	1%	1%	2%	1%	-	-	3%	-	-	1%	2%

	Total Sample (n=402)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
1 - 2	16%	-	100%	-	-	-	-	15%	21%	10%
3 - 5	29%	-	-	100%	-	-	-	34%	23%	23%
6 - 10	17%	-	-	-	100%	-	-	17%	15%	21%
11 - 20	16%	-	-	-	-	100%	-	15%	19%	17%
21 or more	12%	-	-	-	-	-	100%	12%	13%	14%
None	8%	100%	-	-	-	-	-	6%	9%	13%
Don't know/won't say	1%	-	-	-	-	-	-	1%	-	1%

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=402)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
5 - Very satisfied	30%	25%	44%	22%	27%	33%	40%	33%	29%	30%	29%	30%	30%
4	32%	31%	34%	35%	32%	34%	23%	31%	25%	36%	38%	32%	32%
3	20%	24%	10%	25%	27%	15%	13%	17%	21%	25%	16%	21%	15%
2	8%	11%	2%	13%	6%	10%	6%	11%	14%	2%	3%	8%	13%
1 - Not at all satisfied	4%	5%	4%	4%	5%	2%	9%	4%	7%	3%	3%	5%	2%
Don't know/won't say	5%	5%	6%	1%	4%	7%	10%	4%	4%	3%	10%	5%	8%
Mean †	3.8	3.6	4.2	3.6	3.7	3.9	3.9	3.8	3.6	3.9	4.0	3.8	3.8

	Total Sample (n=402)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
5 - Very satisfied	30%	13%	28%	37%	31%	25%	30%	34%	27%	19%
4	32%	3%	36%	30%	30%	46%	34%	34%	25%	30%
3	20%	6%	14%	22%	27%	18%	20%	18%	21%	24%
2	8%	10%	9%	8%	9%	8%	10%	7%	13%	10%
1 - Not at all satisfied	4%	-	13%	3%	3%	3%	6%	3%	8%	6%
Don't know/won't say	5%	68%	-	1%	-	-	-	4%	5%	11%
Mean †	3.8	3.6	3.6	3.9	3.8	3.8	3.7	3.9	3.5	3.5

† 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?

	<i>Total Responses (n=380)</i>		<i>Total Responses (n=380)</i>		<i>Total Responses (n=380)</i>
Caught a lot of fish	23%	Facilities were dirty	1%	Easy to get license	*
Did not catch many fish	19%	Far drive	1%	Warm water	*
Did not catch any fish	12%	Limits should be higher	1%	Not a frequent fisherman	*
Waters not stocked well	9%	Okay	1%	Variety of fish	*
Really like the area	7%	Hired guide was very good	1%	Learning to fly fish	*
Had fun/good time	7%	Good stream/river/lake	1%	Lots of trout	*
Like to be outside	6%	Poor fishing year	1%	Water contamination	*
Waters are stocked well	6%	Caught enough fish	1%	Need more locations	*
Too many people	5%	Some days were better than others	1%	Good facilities	*
Water levels too low	4%	Hard to get to the lakes	1%	Purchased the wrong permit and got a citation	*
Good fishing	4%	Big fish	1%	Need 20 lbs test line when fishing in Idaho	*
Like to fish	3%	Facilities inadequate	1%	Small stream/river	*
Small fish	3%	No handicap accommodations	1%	Cold weather	*
Clean area	3%	Lots of places to go	1%	Always fish there	*
Water levels were good	2%	Algae causing problems	1%	Heard good things about fishing in New Mexico	*
Lots of trash	2%	Easy access	1%	Managed better than in previous years	*
Limited access for people	2%	Security of parks	*	Not that big on fishing	*
Water too dirty	2%	Facilities were gone	*	Like the privacy	*
Good weather	2%	Water was moving too fast	*	Good limit	*
Don't know/won't say	2%	Went mostly for the kids	*	Tough trout fishing	*
Relaxing	1%	Have to pay for parking	*	Some spots need monitoring	*
Some areas are better than others	1%	Life jacket required to ice fish	*	Pregnant and can't eat fish right now	*
I'm not a very good fisherman	1%	Water level is too high	*		
Expensive	1%	Graffiti	*		
Close by	1%	Proud to catch even one fish	*		
Camaraderie	1%	Low quality fish	*		
Too many junk fish	1%				

* 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 water species like bass or walleye?

	Total Sample (n=402)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
Cold water like trout or salmon	63%	62%	66%	56%	59%	70%	63%	60%	58%	74%	65%	64%	57%
Both	19%	20%	15%	15%	25%	14%	20%	18%	22%	13%	22%	19%	15%
Warm water like bass or walleye	17%	18%	17%	29%	14%	15%	16%	21%	20%	13%	12%	17%	23%
Don't know/won't say	1%	1%	2%	-	2%	2%	1%	1%	1%	1%	1%	1%	6%

	Total Sample (n=402)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
Cold water like trout or salmon	63%	48%	58%	72%	63%	60%	58%	100%	-	-
Both	19%	23%	25%	14%	16%	22%	20%	-	100%	-
Warm water like bass or walleye	17%	29%	11%	14%	21%	18%	20%	-	-	100%
Don't know/won't say	1%	-	6%	-	-	-	2%	-	-	-

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

Question 5: Of these statements which comes closest to your personal view? I choose my fishing location based on...

	Total Responses (n=327)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
Where fish like Rainbow trout have recently been stocked	24%	26%	21%	26%	24%	22%	28%	30%	27%	22%	12%	23%	34%
Where I would expect to find wild fish like Brown trout	46%	41%	58%	46%	45%	49%	41%	30%	40%	61%	61%	48%	29%
Both	19%	20%	15%	16%	24%	17%	14%	26%	23%	9%	14%	19%	18%
Neither	9%	11%	5%	9%	6%	11%	14%	9%	9%	8%	14%	9%	16%
Don't know/won't say	2%	2%	1%	4%	-	1%	3%	4%	1%	-	-	1%	3%

	Total Responses (n=327)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
Where fish like Rainbow trout have recently been stocked	24%	14%	17%	25%	27%	25%	36%	24%	25%	-
Where I would expect to find wild fish like Brown trout	46%	45%	51%	43%	53%	43%	38%	49%	33%	-
Both	19%	32%	23%	15%	16%	21%	21%	17%	25%	-
Neither	9%	9%	9%	16%	4%	9%	3%	8%	15%	-
Don't know/won't say	2%	-	-	2%	-	2%	3%	2%	1%	-

Fishing Preferences: Catch and Release vs. Keeping

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

	Total Sample (n=402)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
I prefer to keep most of the fish I catch	30%	36%	11%	31%	29%	27%	34%	36%	35%	20%	19%	26%	55%
I prefer to release most of the fish I catch	52%	46%	71%	52%	50%	58%	47%	46%	45%	63%	63%	56%	32%
Both	17%	17%	17%	14%	20%	15%	17%	17%	19%	16%	15%	18%	9%
Neither	1%	1%	-	1%	1%	-	1%	-	1%	1%	1%	1%	2%
Don't know/won't say	*	*	1%	1%	1%	-	-	1%	-	-	1%	*	2%

	Total Sample (n=402)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
I prefer to keep most of the fish I catch	30%	32%	30%	30%	24%	25%	42%	31%	33%	21%
I prefer to release most of the fish I catch	52%	55%	48%	53%	64%	52%	38%	53%	43%	61%
Both	17%	13%	20%	17%	10%	20%	20%	15%	23%	13%
Neither	1%	-	-	1%	1%	2%	-	-	1%	3%
Don't know/won't say	*	-	2%	-	-	2%	-	-	-	1%

* Less than 1% reported.

Fishing Preferences: Lots of Fish vs. Big Fish

Question 7: Of these statements which comes closest to your personal view? I choose my fishing location based on...

	Total Sample (n=402)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
Where I feel I will catch lots of fish	40%	40%	38%	35%	48%	40%	29%	41%	47%	40%	28%	40%	42%
Where I feel I will catch one or two large fish	34%	34%	33%	46%	23%	31%	46%	37%	30%	28%	41%	35%	26%
Both	14%	14%	15%	11%	13%	18%	13%	14%	13%	14%	18%	14%	17%
Neither	11%	12%	11%	8%	15%	10%	13%	7%	9%	17%	13%	11%	15%
Don't know/won't say	1%	-	3%	-	1%	2%	-	2%	-	1%	-	1%	-

	Total Sample (n=402)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
Where I feel I will catch lots of fish	40%	45%	31%	39%	41%	43%	44%	38%	41%	43%
Where I feel I will catch one or two large fish	34%	32%	34%	40%	31%	26%	34%	35%	27%	37%
Both	14%	19%	19%	9%	11%	20%	10%	13%	20%	13%
Neither	11%	3%	14%	11%	16%	9%	12%	12%	12%	6%
Don't know/won't say	1%	-	2%	1%	-	2%	-	1%	-	1%

Attended a New Mexico Department of Game and Fish Sponsored Kids Fishing Clinic or Fishing Skills Event

Question 8: Have you or any of your family ever attended a New Mexico Department of Game and Fish sponsored kids fishing clinic or fishing skills event?

	Component		Age				Education			Gender			
	Total Sample (n=402)	Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
Yes	9%	12%	2%	13%	9%	7%	13%	4%	14%	10%	12%	9%	15%
No	89%	86%	98%	85%	91%	93%	86%	93%	85%	90%	88%	90%	85%
Don't know/won't say	1%	2%	-	3%	1%	1%	1%	3%	1%	-	-	1%	-

	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months							Species Preference		
	Total Sample (n=402)	None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
Yes	9%	3%	6%	8%	9%	14%	16%	8%	8%	14%
No	89%	97%	92%	91%	91%	85%	80%	91%	92%	81%
Don't know/won't say	1%	-	2%	1%	-	2%	4%	1%	-	4%

Encouraged by the Event to Fish in New Mexico

AMONG THOSE WHO HAVE ATTENDED A NEW MEXICO DEPARTMENT OF GAME AND FISH SPONSORED FISHING CLINIC OR EVENT

Question 9: Did attending this event encourage you or your family to fish in New Mexico? (Among those who have attended a New Mexico Department of Game and Fish sponsored fishing clinic or event)

	Total Responses (n=38)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
Yes	58%	61%	-	60%	82%	50%	33%	60%	75%	56%	25%	57%	63%
No	39%	36%	100%	40%	18%	38%	67%	40%	25%	44%	63%	40%	38%
Don't know/won't say	3%	3%	-	-	-	13%	-	-	-	-	13%	3%	-

	Total Responses (n=38)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
Yes	58%	-	25%	40%	50%	78%	88%	81%	50%	20%
No	39%	100%	50%	60%	50%	22%	13%	19%	33%	80%
Don't know/won't say	3%	-	25%	-	-	-	-	-	17%	-

Would Attend (Another) Fishing Clinic or Presentation if Offered in Their Area

Question 10: If a (another) fishing clinic or presentation were offered in your area, would you or your family participate?

	Total Sample (n=402)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
Yes	41%	42%	37%	49%	46%	37%	30%	39%	49%	39%	35%	41%	43%
Maybe/depends	19%	20%	14%	15%	21%	23%	11%	22%	24%	8%	18%	19%	13%
No	39%	35%	49%	32%	32%	40%	57%	37%	26%	52%	47%	38%	42%
Don't know/won't say	1%	2%	-	4%	1%	1%	1%	2%	1%	1%	-	1%	2%

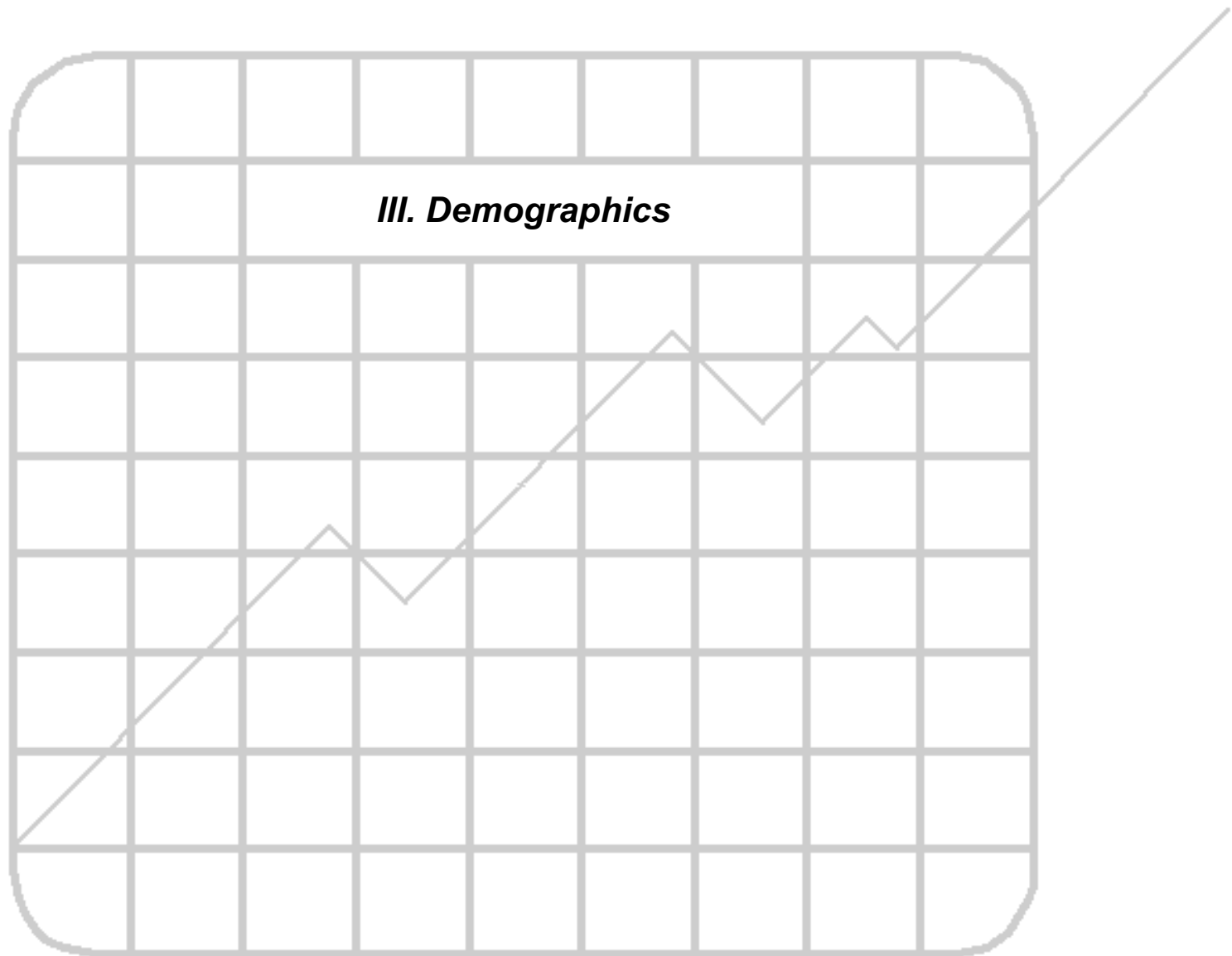
	Total Sample (n=402)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
Yes	41%	35%	33%	37%	50%	43%	52%	44%	35%	39%
Maybe/depends	19%	13%	25%	20%	16%	14%	18%	17%	21%	23%
No	39%	52%	39%	41%	34%	43%	26%	37%	44%	37%
Don't know/won't say	1%	-	3%	2%	-	-	4%	2%	-	1%

Number of Times Eating New Mexico Fish Caught in the Past 12 Months

Question 11: In the past 12 months how many times did you eat fish that you, or someone you knew, caught in New Mexico?

	Total Responses (n=397)	Component		Age				Education			Gender		
		Resident	Non-Resident	16 to 34 Years	35 to 49 Years	50 to 64 Years	65 Years and Over	H.S. Graduate or Less	Some College/ Assoc.	College Graduate	Graduate Work or Degree	Male	Female
None	32%	25%	51%	30%	25%	34%	41%	18%	30%	32%	57%	32%	30%
1 - 2	24%	23%	25%	25%	27%	21%	20%	32%	17%	27%	16%	26%	11%
3 - 5	20%	22%	16%	20%	20%	24%	14%	16%	26%	22%	16%	19%	25%
6 - 12	12%	14%	5%	10%	15%	12%	9%	15%	11%	10%	9%	11%	21%
13 or more	11%	14%	3%	14%	13%	7%	14%	17%	14%	9%	1%	11%	13%
Don't know/won't say	1%	1%	-	1%	-	2%	1%	2%	2%	-	-	1%	-
Mean †	5.52	6.71	1.97	5.95	6.58	4.11	5.61	7.26	6.28	5.25	1.87	5.41	6.23
Median	2.00	3.00	.00	2.00	2.00	1.00	1.00	2.00	3.00	1.50	.00	2.00	4.00

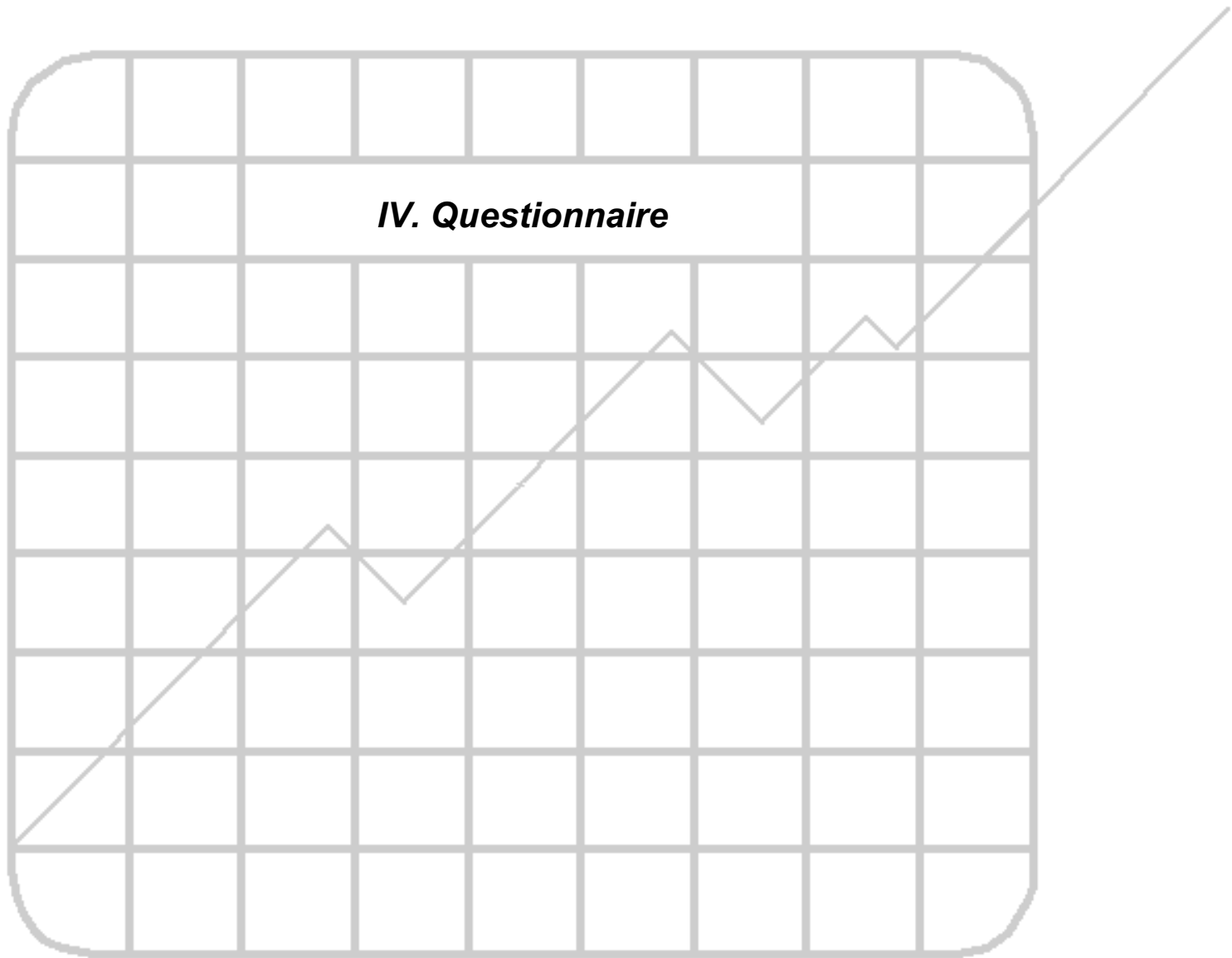
	Total Responses (n=397)	Number of Days/Parts of Days Spent Fishing in New Mexico in the Past 12 Months						Species Preference		
		None	1 to 2 Days	3 to 5 Days	6 to 10 Days	11 to 20 Days	21 or More Days	Cold Water	Both	Warm Water
None	32%	52%	55%	36%	24%	17%	12%	30%	36%	36%
1 - 2	24%	16%	31%	31%	20%	22%	10%	25%	19%	21%
3 - 5	20%	16%	9%	21%	36%	14%	18%	20%	21%	20%
6 - 12	12%	13%	5%	9%	16%	23%	8%	12%	9%	16%
13 or more	11%	3%	-	2%	4%	25%	48%	12%	15%	7%
Don't know/won't say	1%	-	-	1%	-	-	4%	2%	-	-
Mean †	5.52	2.74	1.20	2.58	3.94	8.80	18.55	5.82	5.47	4.13
Median	2.00	.00	.00	1.00	3.00	5.00	12.00	2.00	2.00	2.00



Demographics of Sample

	<i>Total Sample (n=402)</i>	<u>State</u>	<i>Total Sample (n=402)</i>
<u>Gender</u>			
Male	87%	NM	74%
Female	13%	TX	9%
<u>Age</u>			
13 to 34 years	20%	CO	3%
35 to 49 years	32%	AZ	2%
50 to 64 years	31%	CA	2%
65 years and over	17%	FL	1%
Won't Say	*	IL	1%
<u>Education</u>			
Some high school	6%	OK	1%
High school graduate	25%	UT	1%
Some college/Associate degree	29%	AL	*
College graduate	22%	CT	*
Graduate work or degree	17%	DC	*
Won't say	2%	GA	*
<u>Region</u>			
Eastside	55%	IN	*
ABQ Metro	29%	KS	*
Out-of-state	25%	MI	*
Northwest	20%	MN	*
North Central	11%	MO	*
South/southwest	1%	MT	*
		NE	*
		NV	*
		NY	*
		NC	*
		TN	*
		VT	*
		VA	*
		WA	*

* Less than 1% reported.



New Mexico Angler Satisfaction Survey
April 2008
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 = 285)
2. Resident Anglers Temp (N = 15)
3. Non-resident Anglers Annual (N = 20)
4. Non-resident Anglers Temp (N = 80)

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)

500. 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.6*)
- 4. Don't know/won't say (*SKIP TO Q.6*)

5. 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*)

6. 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*)

7. 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*)

The New Mexico Department of Game and Fish presents several educational opportunities, especially for school age children. Among these programs is the Aquatic Resources Education Program, which sponsors fishing clinics and fishing skills presentations around the state. This program's focus is to promote an understanding of New Mexico's aquatic environment and to develop an appreciation of sport fishing as a form of outdoor recreation.

8. Have you or any of your family ever attended a New Mexico Department of Game and Fish sponsored kids fishing clinic or fishing skills event?

1. Yes
2. No (*SKIP TO Q.10*)
3. Don't know/won't say (*SKIP TO Q.10*)

9. Did attending this event encourage you or your family to fish in New Mexico?

1. Yes
2. No
3. Don't know/won't say

10. If a (another) fishing clinic or presentation were offered in your area, would you or your family participate?

1. Yes
2. Maybe/depends (*volunteered*)
3. No
4. Don't know/won't say

11. In the past 12 months how many times did you eat fish that you, or someone you knew, caught in New Mexico?

000. None

____ ____ ____ (*EXACT NUMBER OF FISH, PLEASE USE 3 DIGITS*)

500. Don't know/won't say

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

12. 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

13. 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*)

14. INTERVIEWER: VERIFY STATE ON LIST AND ENTER HERE:

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

15. **INTERVIEWER: VERIFY ZIP CODE ON LIST AND ENTER HERE** _____

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 _____