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Provide services to scientifically evaluate the effectiveness of RBFF’s Take Me Fishing™ national advertising campaign. Services include, but are not limited to, methodology development, sample design, screener and questionnaire development, questionnaire programming, recruitment, data collection, analysis planning, data analysis, reporting, and data storage.

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Attachments:

1. Proposal Cover Page
2. Sample Survey Instrument
I. REQUEST FOR PROPOSALS (RBFF-16-C-361)

This request for proposals (RFP) is designed to solicit responses for the purpose of scientifically evaluating the effectiveness of RBFF’s Take Me Fishing™ national advertising campaign. Services include, but are not limited to, methodology development, sample design, screener and questionnaire development, questionnaire programming, recruitment, data collection, analysis planning, data analysis, reporting, and data storage.

II. SOLICITATION

Name/Address of Issuing Agency:

Rachel Piacenza
Director of Marketing
Recreational Boating and Fishing Foundation
500 Montgomery Street Suite 300
Alexandria, VA  22314

Phone: 703.519.9542
Email: rpiacenza@rbff.org

All questions for the RFP should be delivered through email to Rachel Piacenza at rpiacenza@rbff.org.

Date of Issuance: Wednesday, September 7 2016

Closing Date and Time: Wednesday, September 21 at 5:00 pm EST

III. BACKGROUND

RBFF is an independent, not-for-profit 501(c)(3) organization whose mission is to increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation’s aquatic natural resources.

In recent years a shared concern has emerged in the boating, fishing and conservation communities. Participation in recreational boating and fishing is changing, and in some cases declining. Projections of demographic trends indicate that in the next 25 years significant population growth will only be occurring among groups who have not traditionally been as involved with boating and fishing. Furthermore, current fishing and boating participant demographics reflect a population most likely to age out of the sport within the next few years. This signifies obvious economic impacts in both private and public sectors, with additional considerations in the areas of aquatic resource stewardship. RBFF’s challenge is to maintain and increase participation among those groups where fishing and
boating have always played an important role, while diversifying to include a wider representation including: youth, Hispanic/Latino and outdoor enthusiasts not currently active in boating and fishing. RBFF strives to increase participation through the development of a national communications/marketing outreach effort under the brand, Take Me Fishing™.

RBFF’s funding is administered through the U.S. Fish and Wildlife Service (USFWS). The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

For more information about RBFF and its Take Me Fishing™ brand campaign, please visit www.takemefishing.org/corporate.

IV. OVERVIEW & PROJECT NEED

In 2001, the RBFF developed and launched the “Water Works Wonders” national advertising campaign targeted to men ages 25 to 54 that owned fishing tackle and/or a boat for the purpose of fishing. Each year the “Water Works Wonders” national advertising campaign was evaluated for its effectiveness (brand awareness and behavioral intention). In late 2004, a decision was made to change the “Water Works Wonders” brand to “Take Me Fishing” because brand recall was underperforming and was not well understood. In addition, a decision was made to include a greater number of females in the market segment.

From 2004 to 2007 the “Take Me Fishing” national advertising campaign continued unchanged, employing a sentimentally driven message and visual treatment. The media included television, print, movie theatres, and digital advertising. The campaign was evaluated for its effectiveness in 2006 and 2007. The 2007 evaluation results suggested that the campaign had reached maturity and was slowly declining. Furthermore, while the message resonated well with broad audiences it did not result in increased participation.

Therefore, in 2008 RBFF engaged a new agency to revamp the Take Me Fishing advertising campaign. This included a new identity and tone for the brand, a new message and a radically new look. The target audience also shifted from the previous 50% male/50% female composition to a 70% male/30% female ratio, which is more reflective of the occasional angler group. The 2008 campaign featured print, radio, direct mail and digital advertising.

In late 2010 RBFF identified new growth segments that were high value prospects to bring into the sport of fishing/boating. To ensure relevancy of the brand and message, RBFF evolved the Take Me Fishing national advertising creative platform. The 2010-current campaign evaluations have continued to analyze the core metrics of brand awareness, intent etc. but have also included a few additional factors such conservation message and an influence baseline.
Lastly, each year, starting in 2010, a media budget allocation model report has been produced which provides a data driven approach to assist RBFF in the allocation of media budget by channel derived from learnings in the TMF survey, campaign expenditure data and web traffic data.

V. PROJECT SCOPE

RBFF is currently searching for a market research partner to conduct two studies:

1. Campaign Effectiveness evaluation
2. Media Allocation Analysis

For years 2016, 2017 and 2018. Importantly, respond to this RFP based on project duration of one year; however, note that the RBFF will require a one-year contract with a two-renewal term dependent upon the contractor’s performance and unexpected changes that may occur related to RBFF and its partnerships.

Business Objective: Increased participation in boating and fishing each year and increased public awareness of sound fishing, boating and conservation practices each year.

Research Purpose and Objective: The primary research objective is to measure changes in “brand” and campaign advertising awareness, recall, intention, influence and attitudes/perceptions across our core and growth target audiences by assessing differences within stated review period and year over year comparisons.

Secondary research objectives are to:
1) Monitor levels of awareness, trial and participation in recreational fishing and boating,
2) Monitor “brand” attitudes and perceptions of boating and fishing,
3) Monitor awareness, recall and effect of RBFF’s Take Me Fishing advertising and marketing communications,
4) Establish a baseline for measuring brand awareness, perceptions and lift for Take Me Fishing brand against ‘like’ competitor brands (to be defined with awarded vendor)
5) Develop an annual media budget allocation model for following fiscal year’s efforts
6) Establish baseline brand awareness with new strategic alliance partner (to be discussed with awarded vendor)
7) Establish baseline brand awareness levels within Hispanic/Latino audience

Sample of Information that has been collected/analyzed: Or, please refer to the appendix for sample questionnaire

- Is “Take Me Fishing” top of mind? What is the aided and unaided awareness of the “Take Me Fishing” brand (name, logo)?
Recreational Boating and Fishing Foundation
Request for Proposals #RBFF-16-C-361

- What is the aided and unaided awareness of the “Take Me Fishing” advertisements (RBFF to provide all campaign ads)?
- How was the advertising interpreted? Did the advertising generate interest in recreational boating and fishing? Did the advertisements generate interest in taking someone fishing?
- How did other marketing and public relations efforts by RBFF affect aided and unaided awareness? Including public service announcements?
- Are the advertisements memorable, well liked, unique and believable?
- Is the advertising message having an impact on attitudes and perceptions? In what way?
- Is the advertising message having an impact on behavior? In what way?
- What is the awareness / trial / participation / continuation of recreational boating and fishing?
- What is the awareness / trial / participation / continuation of competitive activities such as camping, hunting, etc.?
- What is the aided and unaided awareness of competitive advertisements? Compared to TMF brand (will provide 3 brands to analyze)
- What are the attitudes and perceptions of recreational boating and fishing? What are the attitudes and perceptions of competitive activities? What position does recreational boating and fishing have in the consumer’s mind and how does that compare with competitive activities?
- What drives the category of recreational boating and fishing?
- What is the projected activity in recreational boating and fishing? Does the consumer plan to go boating and / or fishing in the future? Did the advertising influence this decision?
- Does the consumer own a boat and what type? How frequently is it used and for what purpose?
- When did the consumer first go fishing? How many times has the consumer been fishing in the past year / two years? What is the estimated number of fishing trips in the next year?
- Does the consumer own a rod and reel? Does the consumer have a fishing license and if so will it be renewed? If not, will a license be purchased? Does the consumer understand the need for a fishing license?
- What are the demographics of the consumer?

Test Type: The study is quantitative and is performed post campaign. The study is to be fielded as an online survey. Other recommendations on the methodology required maintaining comparability to previous year’s studies is a must.

Sample: The market is adults’ ages 25 to 54 and the market segments are occasional anglers and lapsed anglers as well as family outdoors and outdoors enthusiasts. (See definitions below). Past samples were composed of people with interest in outdoor activities in general and those with a specific interest in fishing and boating. Data needs to be weighted to ensure a 70% male / 30% female representation. Respondents should be employed full-time, with an annual household income of $50,000 - $150,000. RBFF’s target market consists of 4 segments:
CORE:

Occasional Angler - A person having fished 1 to 2 times in the past 2 years but not more than 3 times in the 2 past years.

Lapsed Angler - A person having fished as an adult but not in the past 2 years and would consider fishing.

Family Outdoors: a person interested in one or more outdoor activities (selected list) with children in HH, married.

Outdoor Enthusiasts: a person interested in one or more outdoor activities (selected list), no children in HH, could be single/married.

Location: The national advertising campaign takes place in the United States.

Timeframe: The “Take Me Fishing” national advertising campaign runs throughout the year. However, the timing of this study is related to the national digital, radio, print and social influencer portion of the media plan. The campaign begins April and ends in September.

Deliverables: Deliverables include methodology development, sample design, screener and questionnaire, questionnaire programming, analysis plan, top line report and report of the final results in PowerPoint data files in SPSS, and a copy of tabs.

VI. CONTRACTOR QUALIFICATIONS

Contractor must demonstrate high levels of expertise in the following areas:

Prior Experience: The successful market research partner will have demonstrable expertise in both on line and off line quantitative market research. Please provide a brief summary that details your experience in brand and advertising evaluation methodologies or any other experience that is applicable.

In House Capability: Please describe any in house capabilities that would have a direct impact on either quality control or meeting the deadline. Indicate in your proposal if any portion of the project will be subcontracted and describe the subcontractor relationship.

Not For Profit and Outdoor Recreational Experience: Briefly describe any relevant experience in performing market research for not for profit organizations and outdoor recreational brands/organizations.
VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP: Wednesday, September 7, 2016
Proposal Due Date: Wednesday, September 21, 2016 at 5:00 pm EST
Final decision and vendor notifications: Monday, September 26, 2016
Contractor beings work: Wednesday, September 28, 2016

VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal should include the following elements:


2. A brief description on how your organization and team fulfills the “Contractors Qualifications” outlined in Section VI.

3. Include a list of clients for whom you have performed similar work within the last two years. Please provide three client references that RBFF may contact, 2 active clients and one past client.

4. Background on your organization and team including history, staff size and experience, and other relevant information.

Applicants must submit proposals electronically. Proposals should be prepared simply, providing a straightforward, concise description of the Contractor’s ability to meet the requirements of the RFP.

The electronic copy must be received by 5pm EST on Wednesday, September 21, 2016 for consideration. Late proposals will not be accepted.

IX. EVALUATION FACTORS FOR AWARD

Basis for Award: In considering proposals, RBFF shall make a best value determination conducted in accordance with the Federal Acquisition Regulations. Award will be made to the applicant that conforms to the RFP’s requirements and is judged to represent the best value to RBFF. Best value is defined as the proposal that presents the best overall value to RBFF, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.
Evaluation Criteria: Applicants are cautioned that this is best value procurement and that best value concepts apply to this solicitation. In making its best value determination, RBFF may award a contract resulting from this solicitation to the responsible applicant whose offer conforming to the solicitation will be the most advantageous to RBFF, price and other factors considered. RBFF shall give due consideration, as appropriate, to the overall merits of the proposal (including the relative advantages and disadvantages to RBFF), the experience of the Contractor, the cost of the proposal and the needs of RBFF.

Applicants will be graded based on the following criteria:
- Agency Contractor Qualifications and Experience
- Completion and Quality of Proposal Requirements
- Cost
- References

Applicants are cautioned that discussions may not be held and that RBFF may award the contract solely on the initial proposals. Accordingly, applicants should put forth their best efforts in their initial submission. However, RBFF reserves the right to conduct discussions if later determined by RBFF to be necessary. RBFF may reject any or all offers if such action is in the best interest of RBFF; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

X. SPECIAL CONTRACT REQUIREMENTS

Federally Imposed Obligations

RBFF has entered into a cooperative agreement with the U.S. Fish & Wildlife Service, the general provisions of which are the Administrative and Audit Requirements and Cost Principles for Assistance Programs cited in 43 CFR, part 12, which incorporate OMB Circulars A-110, A-122 and A-133 by reference. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through obligations imposed by the cooperative agreement, such as compliance with federal equal employment opportunity requirements and debarment and suspension certifications.

Accounting Records

All accounting records of the successful applicant relating to its performance under this award shall be kept in a manner that is consistent with generally accepted accounting principles as well as any applicable provisions of OMB Circular A-133, “Audits of States, Local Governments, and Non-Profit Organizations,” and OMB Circular A-122, “Cost Principles for Nonprofit Organizations,” and 48 CFR part 31, “Contract Cost Principles and Procedures.” Upon reasonable notice to Contractor, RBFF, the U.S. Fish & Wildlife Service, the Comptroller General of the United States, and any of their duly authorized representatives shall have access to any books, documents, papers and records of Contractor that are pertinent to this award and have the right to audit and copy such
materials during the term of this award and for a period of three (3) years after its termination or expiration.

**Applicant Reimbursement and Compensation Policy**

RBFF will not reimburse or compensate applicants for any time, fees and costs incurred while developing their proposals. Additionally, if an applicant is asked to present its proposal in person, RBFF will not reimburse or compensate the applicant for any fees related to the presentation, including but not limited to staff time, travel and out-of-pocket costs. RBFF will not compensate any applicant for time or fees incurred while negotiating a contract.

**Ownership of Work Product**

A) The successful applicant will be required to acknowledge that it has been ordered or commissioned to create or prepare a work consisting of the work effort and work product set forth herein and agree that this work is a “work made for hire,” and that the applicant shall have no rights to title or interest in and to the work, including the entire copyright in the work or all rights associated with the copyright. The applicant will further be required to agree that to the extent the work is not a “work made for hire,” the applicant will assign to RBFF ownership of all right, title and interest in and to work, including ownership of the entire copyright in the work and all rights associated with the copyright, and will execute all papers necessary for RBFF to perfect its ownership of the entire copyright in the work. The applicant will not have rights to or permission to use the work without the prior written permission of RBFF.

B) By responding to this RFP, the applicant acknowledges and agrees that all deliverable documentation under this RFP (and subsequent contract) will be transferred to the U.S. Government in accordance with RBFF’s government contract. If the applicant intends to submit a notice of limited rights in technical data regarding any delivered technical data to RBFF, the notice shall include sufficient information to enable RBFF to identify and evaluate the applicant’s assertions.

**Original Work**

The successful applicant will be required to represent and warrant that the work the applicant creates or prepares for RBFF will be original, will not infringe upon the rights of any third party, and will not have been previously assigned, licensed or otherwise encumbered.

**Public Releases**

Except as required by law or regulation, no news release, public announcement or advertising material concerning any subsequent contract awarded pursuant to this RFP shall be issued by
any applicant without the prior written consent of RBFF; such consent shall not be unreasonably withheld.

Applicants are also directed to OMB Circular No. A-133, Audits of Non-Profits, in particular the Government’s potential right to audit the Contractor’s records under §§ .200 and .210 (OMB Circular No. A-133 is hereby incorporated by reference). A copy of OMB Circular A-133 is available from RBFF upon request, or can be downloaded from https://www.whitehouse.gov/omb/circulars_default.

Results from the 2015 survey can be found here: https://www.takemefishing.org/corporate/resource-center/research/rbff-evaluations/
# PROPOSAL COVER PAGE

(All applicants must submit this completed form with their proposal.)

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Number</td>
<td></td>
</tr>
<tr>
<td>Company Name</td>
<td></td>
</tr>
<tr>
<td>Contact Name &amp; Title</td>
<td></td>
</tr>
<tr>
<td>Mailing Address</td>
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<td>Telephone</td>
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<tr>
<td>Facsimile</td>
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<tr>
<td>E-mail address</td>
<td></td>
</tr>
<tr>
<td>Website address</td>
<td></td>
</tr>
<tr>
<td>Proposed cost</td>
<td></td>
</tr>
</tbody>
</table>
SAMPLE SURVEY INSTRUMENT 2012

Q1a. When you think about outdoor leisure or recreational activities, which one first comes to mind?

_________________________  (ENTER ONE ANSWER)

Q1b-d Which other outdoor leisure or recreational activities come to mind? (Please list up to three more)

___________________________ (Q1b)
___________________________ (Q1c)
___________________________ (Q1d)

Q2. What outdoor leisure or recreational activities have you seen, heard, or read advertising for in the last three months?

__________________________  (ACCEPT UP TO SIX MENTIONS)

Q3. Do you recall seeing, hearing or reading any advertising for any of the following outdoor leisure or recreational activities within the last year? (Select all that apply)

Boating..............................................................  1
Camping.............................................................  2
Fishing...............................................................  3
Hiking .................................................................  4
Hunting...............................................................  5
Wildlife Viewing..................................................  6
Visiting natural resource parks or beaches..............  7
None of the above (Skip to Q9)...............................  8

*If no to both fishing and boating (3.1 or 3.3) skip to Q9*

Q4. You indicated that you remember seeing advertisement(s) for boating or fishing within the last year. As best you can remember, when did you see the advertisement(s)? If you remember seeing more than one advertisement, please tell us when you remember seeing the last one you saw.
Q5. Did the advertising you saw about fishing mention an Internet website where you could get more information?

Yes ..............................................................1
No (Skip to Q8) ........................................... 2
I can’t remember (Skip to Q8) ................. 3

Q6. Do you recall the name of the website that was mentioned in the ad?

Yes ..............................................................1
No (Skip to Q8) ...........................................2

Q7. Please write the name of the website or its web address (URL) in the space provided below:

Q8. Do you recall the phrase “Take Me Fishing” in any of the advertisement(s) you saw?

Yes ..............................................................1
No ..............................................................2

Q9. The following pipe-in will appear for those who saw fishing or boating advertisement (Yes to Q 3.1 or Q3.3): “Although you may have already mentioned it…” All others are asked: Can you recall ever seeing, hearing or reading the phrase "Take Me Fishing" in an advertisement, as a slogan or as the name of a website?

Yes ..............................................................1
No (Skip to Q11) ...........................................2

Q10. Do you recall the phrase "Take Me Fishing" from . . .
Recreational Boating and Fishing Foundation  
Request for Proposals #RBFF-16-C-361

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Advertising</td>
<td>1</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Magazine Advertising</td>
<td>1</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>The internet /online</td>
<td>1</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>A postcard you received through the mail</td>
<td>1</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Television Advertising</td>
<td>1</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Part of a campaign to promote fishing and boating activities</td>
<td>1</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Somewhere else?</td>
<td>1</td>
<td>2</td>
<td>8</td>
</tr>
</tbody>
</table>

Q11. Before today have you ever seen this logo? (Show TMF Logo)

  Yes, I am sure I have ..............................................................1
  Yes, I think I have seen it but am not entirely certain........ 2
  No, I have never seen it ..............................................3

Section 2: Fishing Intention Activities/Behaviors

Q12. Please indicate when you have most recently…

<table>
<thead>
<tr>
<th></th>
<th>At least once in the past 6 months</th>
<th>At least once in the past 12 months</th>
<th>At least once in the past 24 months</th>
<th>Not within the past 24 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussed or made plans to go <strong>fishing</strong> for recreational purposes with anyone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Discussed or made plans to go <strong>boating</strong> for the purpose of fishing with anyone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Searched the internet for information about <strong>fishing</strong> as a recreational activity</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Searched the internet for information about boating as a recreational activity</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Purchased or rented gear, equipment tackle or other products in preparation for going fishing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Searched for information about obtaining or renewing a fishing license 1  2  3  4
Been asked by a child to go fishing 1  2  3  4

Section 3: Advertising Recall
(NOTE: This information is outdated, but just here for an example)

Note:
• Respondents in only direct mail states (AZ, NH, NJ, and PA) will receive a configuration/rotation of 4 ads (1 of 4 print ads, direct mail ad, 1 of 2 radio ads, and either TV PSA ad, radio PSA ad, or mobile app ad).

• Respondents in only email states (AR, MN, NY, OK, VA, WA, and WI) will receive a configuration/rotation of 4 ads (1 of 4 print ads, email ad, 1 of 2 radio ads, and either TV PSA ad, radio PSA ad, or mobile app ad).

• Respondents in both direct mail and email states (AL, IA, IN, KS, KY, MI, MS, OR, SC, UT, and VT) will receive a configuration/rotation of 4 ads (1 of 4 print ads, direct mail or email ad, 1 of 2 radio ads, and either TV PSA ad, radio PSA ad, or mobile app ad).

• All others will receive 3 ads (1 of 4 print ads, either TV PSA ad or radio PSA ad, online banner or mobile app ad).

Q13. – Q28. Print and direct mail/email sequence
(Rotate the 4 print ads)

Q13. Before today, have you ever seen this advertisement or one just like it?

Yes .................................................................1
No .................................................................2
Q14. How much would you say you liked this advertisement?

- Liked it very much .........................................1
- Liked it somewhat ...........................................2
- Neither liked nor disliked it ..............................3
- Disliked it somewhat .......................................4
- Disliked it very much ......................................5

Q15. How much does this ad appeal to you personally?

- Very appealing ...............................................1
- Somewhat appealing .......................................2
- Neither appealing nor unappealing ....................3
- Somewhat unappealing ....................................4
- Very unappealing ..........................................5

Q16. How much does this ad make you feel that fishing is a good fit for you?

- A great deal ....................................................1
- Somewhat .......................................................2
- Not at all ........................................................3

Q17. In looking at this ad, how much would you agree or disagree that this ad communicates that fishing is a challenging and fun thing to do?

- Strongly agree ................................................1
- Somewhat agree .............................................2
- Neither agree nor disagree ..............................3
- Somewhat disagree ........................................4
- Strongly disagree ..........................................5
Q18. In looking at this ad, how much would you agree or disagree that this ad communicates that fishing is a good way to relax and get away from the demands of everyday life?

- Strongly agree ................................................1
- Somewhat agree .............................................2
- Neither agree nor disagree .............................3
- Somewhat disagree ........................................4
- Strongly disagree ...........................................5

Q19. In looking at this ad, how much would you agree or disagree that this ad communicates that fishing is a good way to meet friends or spend time with family?

- Strongly agree ................................................1
- Somewhat agree .............................................2
- Neither agree nor disagree .............................3
- Somewhat disagree ........................................4
- Strongly disagree ...........................................5

Q20. In looking at this ad, how much would you agree or disagree that this ad communicates that fishing is a way to enjoy nature and spend time outdoors?

- Strongly agree ................................................1
- Somewhat agree .............................................2
- Neither agree nor disagree .............................3
- Somewhat disagree ........................................4
- Strongly disagree ...........................................5

Q21. In looking at this ad, how much would you agree or disagree that this ad communicates that fishing is a way to experience something new and different?

- Strongly agree ................................................1
- Somewhat agree .............................................2
- Neither agree nor disagree .............................3
- Somewhat disagree ........................................4
- Strongly disagree ...........................................5

Q22. Based on this advertisement how likely will you be to go fishing in the next 12 months?

- Much more likely ...........................................1
- Somewhat more likely .....................................2
Q23. Based on this advertisement how likely will you be to take someone fishing in the next 12 months?

- Much more likely ...........................................1
- Somewhat more likely ...................................2
- Neither more nor less likely ...........................3
- Somewhat less likely ......................................4
- Much less likely .............................................5

Q24. Based on this advertisement how likely will you be to go boating for the purpose of fishing in the next 12 months?

- Much more likely ...........................................1
- Somewhat more likely ...................................2
- Neither more nor less likely ...........................3
- Somewhat less likely ......................................4
- Much less likely .............................................5

Q25. Based on this advertisement, how likely are you to visit the website that was mentioned?

- Much more likely ...........................................1
- Somewhat more likely ...................................2
- Neither more nor less likely ...........................3
- Somewhat less likely ......................................4
- Much less likely .............................................5

Q26. How unique would you say this advertising is? Please use a scale from 1 to 10, where a 1 means it is not at all unique and a 10 means it is extremely unique.

Q27. How memorable was this advertising? Please use a scale from 1 to 10, where a 1 means it is not at all memorable and a 10 means it is extremely memorable.

Q28. How interested were you in this advertising? Please use a scale from 1 to 10, where a 1 means it is not at all interested and a 10 means it is extremely interested.
Q29. – Q35. PSA TV ad and PSA radio ad sequence

These next set of questions concern either a PSA television ad or radio ad.

Q29. Are you currently taking this survey in Internet Explorer?

Yes .................................................................1
No (Skip to Q40) ............................................2
Don't know / Not sure (Skip to Q40) .............3

Q30. The following question contains an audio file and requires speakers/headphones. If your computer is equipped with speakers or headphones, please turn the volume to an audible level and select "Yes" below. If you are unable to listen to audio on your computer, please select "No".

Yes .................................................................1
No (Skip to Q37) ............................................2

Q31. Before today, have you ever heard this advertisement or one just like it?

Yes .................................................................1
No .................................................................2

Q32. How much would you say you like this advertisement?

Like it very much ...........................................1
Like it somewhat ............................................2
Neither like nor dislike it ...............................3
Dislike it somewhat .......................................4
Dislike it very much .......................................5

Q33. Based on this advertisement, how likely will you be to go fishing in the next 12 months?

Much more likely ...........................................1
Somewhat more likely .................................2
Neither more nor less likely .........................3
Somewhat less likely .................................4
Much less likely ...........................................5
Q34. Based on this advertisement, how likely will you be to take someone fishing in the next 12 months?

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely</td>
<td>1</td>
</tr>
<tr>
<td>Somewhat more likely</td>
<td>2</td>
</tr>
<tr>
<td>Neither more nor less likely</td>
<td>3</td>
</tr>
<tr>
<td>Somewhat less likely</td>
<td>4</td>
</tr>
<tr>
<td>Much less likely</td>
<td>5</td>
</tr>
</tbody>
</table>

Q35. Based on this advertisement, how likely will you be to go boating for the purpose of fishing in the next 12 months?

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely</td>
<td>1</td>
</tr>
<tr>
<td>Somewhat more likely</td>
<td>2</td>
</tr>
<tr>
<td>Neither more nor less likely</td>
<td>3</td>
</tr>
<tr>
<td>Somewhat less likely</td>
<td>4</td>
</tr>
<tr>
<td>Much less likely</td>
<td>5</td>
</tr>
</tbody>
</table>

Q36. Based on this advertisement, how likely will you be to purchase or renew a fishing license in the next 12 months?

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely</td>
<td>1</td>
</tr>
<tr>
<td>Somewhat more likely</td>
<td>2</td>
</tr>
<tr>
<td>Neither more nor less likely</td>
<td>3</td>
</tr>
<tr>
<td>Somewhat less likely</td>
<td>4</td>
</tr>
<tr>
<td>Much less likely</td>
<td>5</td>
</tr>
</tbody>
</table>

Q37. To what extent would you say the ad conveys the message that recreational fishing and boating helps natural resource conservation efforts?

<table>
<thead>
<tr>
<th>Extent</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>To a large extent</td>
<td>1</td>
</tr>
<tr>
<td>To a moderate extent</td>
<td>2</td>
</tr>
<tr>
<td>To a small extent</td>
<td>3</td>
</tr>
<tr>
<td>Not at all</td>
<td>4</td>
</tr>
</tbody>
</table>

Q38. Based on this advertisement, how likely are you to visit the website that was mentioned?

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely</td>
<td>1</td>
</tr>
<tr>
<td>Somewhat more likely</td>
<td>2</td>
</tr>
<tr>
<td>Neither more nor less likely</td>
<td>3</td>
</tr>
<tr>
<td>Somewhat less likely</td>
<td>4</td>
</tr>
<tr>
<td>Much less likely</td>
<td>5</td>
</tr>
</tbody>
</table>
Q39. Before taking this survey today, were you aware that a portion of your purchases of fishing equipment and/or boat fuel is used to fund state and federal programs to support sportfish restoration, preservation and conservation?

Very aware ................................................... 1
Somewhat aware ........................................ 2
Vaguely aware .......................................... 3
Not at all aware ............................................ 4

Half the sample will be asked Q40. - Q45. Banner ad sequence

Q40. Before today, have you ever seen this advertisement or one just like it?

Yes .................................................................1
No ...................................................................2

Q41. How much would you say you liked this advertisement?

Liked it very much .........................................1
Liked it somewhat ..........................................2
Neither liked nor disliked it ...........................3
Disliked it somewhat ......................................4
Disliked it very much .....................................5

Q42. Based on this advertisement how likely will you be to go fishing in the next 12 months?

Much more likely ...........................................1
Somewhat more likely .....................................2
Neither more nor less likely ..........................3
Somewhat less likely ....................................4
Much less likely .............................................5

Q43. Based on this advertisement how likely will you be to take someone fishing in the next 12 months?

Much more likely ...........................................1
Q44. Based on this advertisement how likely will you be to go boating for the purpose of fishing in the next 12 months?

Much more likely ...........................................1
Somewhat more likely ...................................2
Neither more nor less likely .........................3
Somewhat less likely ....................................4
Much less likely ..........................................5

Q45. Based on this advertisement, how likely are you to visit the web site that was mentioned?

Much more likely ...........................................1
Somewhat more likely ...................................2
Neither more nor less likely .........................3
Somewhat less likely ....................................4
Much less likely ..........................................5

Q46. – Q 52. Mobile app ad sequence

Note: Ask this section for only those respondents who did not answer Q40. – Q45.

Q46. Do you use a smartphone or other mobile device capable of accessing the Internet? (Examples are an iPhone, iPad)

Yes .................................................................1
No .................................................................2

Q47. Before today, have you ever seen this advertisement or one just like it?

Yes ....................................................................1
No ....................................................................2
Q48. How much would you say you like this advertisement?

Like it very much ........................................... 1
Like it somewhat ............................................ 2
Neither like nor dislike it ............................... 3
Dislike it somewhat ........................................ 4
Dislike it very much ....................................... 5

Q49. Based on this advertisement how likely will you be to go fishing in the next 12 months?

Much more likely ........................................... 1
Somewhat more likely .................................... 2
Neither more nor less likely ............................ 3
Somewhat less likely ...................................... 4
Much less likely ............................................. 5

Q50. Based on this advertisement how likely will you be to take someone fishing in the next 12 months?

Much more likely ........................................... 1
Somewhat more likely .................................... 2
Neither more nor less likely ............................ 3
Somewhat less likely ...................................... 4
Much less likely ............................................. 5

Q51. Based on this advertisement how likely will you be to go boating for the purpose of fishing in the next 12 months?

Much more likely ........................................... 1
Somewhat more likely .................................... 2
Neither more nor less likely ............................ 3
Somewhat less likely ...................................... 4
Much less likely ............................................. 5

Q52. Based on this advertisement, how likely are you to download the app to your mobile device?

Much more likely ........................................... 1
Somewhat more likely .................................... 2
Neither more nor less likely ............................ 3
Somewhat less likely ...................................... 4
Much less likely ............................................. 5
Section 4: Social Media Behavior

Q53. Have you accessed any of the following social media sites in the past 30 days?

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Twitter</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Instagram</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>YouTube</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>MySpace</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Tumblr</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Google+</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

Q54. Have you shared any pictures or comments about fishing or boating using any social media site in the past 6 months? (If any NO in Q53 Series, Skip to Q56.)

Yes .................................................................1
No ...................................................................2

Q55. How likely are you to “like” or comment about the “Take Me Fishing” ads or apps using social media?

Very likely .....................................................1
Likely .............................................................2
Somewhat likely .............................................3
Not at all likely ..............................................4

Section 5: Fishing and Boating Behaviors

Q56. Have you ever gone fishing as an adult?

Yes .................................................................1
No .................................................................2

Q57. Have you ever visited the website www.takemefishing.org?

Yes .................................................................1
No .................................................................2

Q58. How many times have you gone fishing in the last 24 months? (If 0, Skip to Q46)
Q59. And of the {Number of times in last 24 months} times you have gone fishing in the past 24 months, how many of those were in the past 12 months?

Q60. Have you fished from a boat at any time in the last 24 months?

Yes .................................................................1

No .................................................................2

Q61. Do you own a fishing rod and reel?

Yes .................................................................1

No .................................................................2

Q62. Do you currently have a valid fishing license?

Yes, I obtained it online .........................1

Yes, I obtained it elsewhere (not online) 2

No .................................................................3

Q63. And are you planning to purchase or renew a fishing license?

Yes .................................................................1

No .................................................................2

Q64. Do you own a boat?

Yes .................................................................1

No (Skip to Q68)............................................2

Q65. What type(s) of boat(s) do you own? (Select all that apply)

Rowboat, canoe or kayak .........................1

Fishing boat under 20 ft. .........................2

Fishing boat 20 ft. or over ....................3

Cruising boat ............................................4

Sailboat ....................................................5
Pontoon boat ..................................................6
Personal watercraft .........................................7
Don't know .....................................................8
Please specify other types below ...................9

Q66. What activities do you use your boat for? (Select all that apply)

Cruising ..........................................................1
Fishing ...........................................................2
Sailing ............................................................3
Water skiing or water sports .........................4
Please specify other activities below .............5

Q67. What activity do you use your boat for most often?

Cruising ..........................................................1
Fishing ...........................................................6
Sailing ............................................................3
Water skiing or water sports .........................4
Please specify other activities below .............26

Q68. Overall, how likely would you say you are to go fishing anytime in the next months?

Very likely .....................................................1
Somewhat likely .............................................2
Not too likely .................................................3
Not at all likely ...............................................4

Q69. Overall, how likely would you say you are to go fishing from a boat anytime in the next 24 months?

Very likely .....................................................1
Somewhat likely .............................................2
Not too likely .................................................3
Not at all likely ...............................................4
Section 6: Media Usage

Q70. Please indicate whether you have read any of the following magazines in the past three months by selecting them below. (Select all that apply)

- Outdoor Life ...................................................1
- Outside ...........................................................2
- Popular Mechanics ...........................................3
- Sports Illustrated .............................................4
- TIME ...............................................................5

Q71. Please indicate whether you accessed any of the following websites in the past three months by selecting them below. (Select all that apply)

- ESPN.com ......................................................1
- Outdoor Channel .............................................2
- Outside Hub ....................................................3
- AccuWeather ...................................................4
- Weather.com ..................................................5
- Yahoo! .............................................................6
- Google ...........................................................7

Section 7: Demographics

Q72. What is your current marital status?

- Single (never married) .................................1
- Married ..........................................................2
- Divorced ........................................................3
- Separated ......................................................4
- Widowed .......................................................5
- Rather not answer .........................................6

Q73. Including yourself, how many people live within your household?
Q74. Do you have children under the age of 18 living in your household?

Yes ................................................................. 1
No .................................................................. 2

Q75. What is the highest level of education you have completed?

Elementary school (8th or less) ......................... 1
Some high school (9-11) .............................. 2
High school degree or GED ......................... 3
Some college .................................................. 4
Technical / Vocational Degree ..................... 5
College degree .............................................. 6
Post graduate degree .................................. 7
Rather not answer ..................................... 8
Other (Please specify) ............................... 9

Q76. Which of the following best describes your current employment status?

Work full-time .............................................. 1
Work part-time ............................................. 2
Temporarily unemployed .......................... 3
Do not work, but not retired ...................... 4
Retired ......................................................... 5
Rather not answer ................................... 6

Q77. For classification purposes only, which of the following best describes your total annual household income before taxes?

Under $30,000 ........................................... 1
$30,000 - $49,999 ..................................... 2
$50,000 - $74,999 ..................................... 3
$75,000 - $99,999 ..................................... 4
$100,000 - $149,999 ................................. 5
Over $150,000 ........................................... 6
Rather not answer ................................... 7

Q78. Do you consider yourself to be of Hispanic or Latino origin?

Yes ................................................................. 1
No (Skip to Q80) .............................................. 2
Q79. What do you consider to be your primary racial or ethnic background?

- White/Caucasian ..........................................................1
- Black/African-American .............................................2
- Asian/Asian-American ................................................3
- American Indian ..........................................................4
- Pacific Islander .............................................................5
- Rather not answer ........................................................6
- Other (Please specify) .................................................7

Q80. What is your 5 digit ZIP code?