

BLM WILD HORSE AND BURRO ADOPTERS SURVEY

(Final (Version 9) – 4/11/03)

OMB No. 1040-0001

Pre-Phone Interview Data Entry:

SAMPLE FILE NO. _____ CATI NO. _____

Interviewer: _____ Date: _____

Telephone Number: _____

Sample Read in: Respondent Name, Respondent Title (if any), Respondent Telephone Number, Respondent organization. Also note if the respondent is a Resource Advisory Council (RAC) member.

A0. [ENTER STATE that interviewee's phone number is associated with from call list.]

A1. [ENTER BLM Adoption Date from the interviewee's call list.]

A2. [ENTER BLM Organization Code from the interviewee's call list (last column of data)]

INTRODUCTION

"Hello, I'm _____ calling on behalf of the United States Bureau of Land Management. I am with Coray Gurnitz Consulting, BLM's contractor conducting its 2003 Wild Horse and Burro Survey."

"May I speak to [RESPONDENT NAME]?"

[If the person you first talk with is the RESPONDENT, Go To "After the Initial Introduction" below.]

[If respondent is NOT AVAILABLE, ask if there is someone else available who was involved in the adoption of a wild horse or burro or otherwise knows about the BLM Wild Horse and Burro program who you can interview for the survey. If so, ask to talk with that person and write down their name. If not, schedule a call back time. Terminate call.]

[Once you are connected with another qualified person then:]

"Hello, I'm _____ calling on behalf of the United States Bureau of Land Management. I am with Coray Gurnitz Consulting, BLM's contractor conducting its 2003 Wild Horse and Burro Survey."

[Change Respondent Name]

*[After the Initial Introduction:]

"BLM is working to assess its level of service to adopters and potential adopters of wild horses and burros. In particular, we're interested in the effectiveness of our marketing efforts. The survey will take about 10 minutes to complete. BLM has asked Coray Gurnitz Consulting, to administer the survey in order to keep your answers completely confidential. We will not reveal the names of the survey respondents to BLM."

"If you would like to make a comment about this survey or confirm that this is a valid collection, I can give you the name and telephone number of the BLM employee who authorized the survey. Would you like that name and telephone number?"

[IF "YES" THEN READ:] His name is Max Lockwood at (202) 452-5075.

[IF "NO" THEN CONTINUE]

A2. Could we begin now?

Yes.....1

No2 [SCHEDULE CALL BACK TIME]

Refused.....3 [TERMINATE CALL]

"You should know that the Office of Management and Budget (OMB) has approved the collection of this information. The OMB control number is 1040-0001 and the approval expires Jan. 31, 2005. Your involvement is voluntary and you do not have to respond to any of these questions."

[If using the ADOPTER Data Base:]

Our records show that you adopted a wild horse or burro on or about [date from A1]. Am I correct that you have adopted a wild horse or burro?

Yes=1; [If YES, ask if it was a: Wild Horse 1=yes, 0=no; or Burro 1=yes; 0=no. If both, ask questions below about most recent adoption]

No=0; [If NO, go back to the RESPONDENT NOT AVAILABLE SECTION ABOVE]

Q.1 Which of the following reasons best describes why you adopted a wild horse or burro?

- 1=Want to own a piece of the Old West
- 2=Save the mustang (wild horse) or burro
- 3=Horse/burro as companion animal
- 4=Horse for recreational riding, trail rides
- 5=Horse for exhibition events
- 6=Farm/Ranch work
- 7=Inexpensive or affordable
- 8=Challenge of training
- 9=Qualities and characteristics of a wild horse or burro
- 10=Other. Please specify: _____

Q2 Did you receive encouragement to adopt a wild horse or burro? No=0, If Yes, from whom?

- 1=Friend/Neighbor
- 2=Relative
- 3=Professionals, i.e. veterinarian, farrier
- 4=Humane Organization
- 5=Other. Please specify: _____

Q3 Did any of the following people discourage you from adopting a wild horse or burro?

- 0=No
- 1=Friend/Neighbor
- 2=Relative
- 3=Professionals, i.e. veterinarian, farrier
- 4=Humane Organization
- 5=Other. Please specify: _____

Q4. How did you learn about BLM's Wild Horse and Burro Adoption Program?

[RECORD Letter from list below]

[NOTE: If they say "word of mouth" probe with "Past Adopter," "Friend\Family," or "Veterinarian."

If they say "Don't know or I can't remember", then response is "S" for "Word of Mouth (unspecified)."]

Q5. Are you aware of advertisements for adopting Wild Horses and Burros in any of the following media?

[Read each item on the list and record 0=NO or 1=YES.] [Refused=99]

[Then follow the navigation aids to the right and ask all relevant questions for each type of advertisement for which the answer was YES.]

a. Newspaper article or advertisement	SKIP TO Q.6A	k. Brochure (unspecified)
b. Magazine article or advertisement	SKIPTO Q.6C	l. Tack or Feed Store Bulletin Board
c. Horse Publication/Magazine	SKIP TO Q.6C	m. Poster/Flyer
d. Radio	SKIP to Q.6F	n. Bumper sticker
e. TV	SKIP to Q.6F	o. Internet
f. Mailing	SKIP to Q.6H	p. Past Adopter
g. Billboard	SKIP to Q.6I	q. Friend/family
h. Veterinarian		r. County Fair
i. Farrier		s. Other (SPECIFY)
j. BLM Brochure		t. Word of mouth (unspecified)

[CONDITIONAL: IF Q.5=5 THROUGH 21 THEN SKIP TO Q.3]

- Q.6a Was that **Newspaper** a local, a regional, or a national paper? [Record answer and go to 6b]
Local.....1 Please supply name
Regional.....2 Please supply exact name
National.....3 Please provide exact name
Don't know.....0 [don't read, only coded if respondent says this alternative]
Refused.....99 [don't read, only coded if respondent says this alternative]
- Q.6b Was that **Newspaper** a daily or a weekly publication, or something else? [Record answer and go to 6e]
Daily.....1
Weekly.....2
Something else. Please specify:3
Don't know.....0 [don't read, only coded if respondent says this alternative]
Refused.....99 [don't read, only coded if respondent says this alternative]
- Q.6c Was that publication or magazine a local, a regional, or a national publication?
Local.....1
Regional.....2
National.....3
Don't know.....0 [don't read, only coded if respondent says this alternative]
Refused.....99 [don't read, only coded if respondent says this alternative]
- Q.6d What was the name of the magazine? [Record answer & go to 6e]
1. Western Horseman
2. Horse Illustrated
3. Endurance News
4. Trail Blazer
5. Young Rider
6. Rocky Mountain Rider
5. Other. Please Specify _____.
- Q.6e What caught your eye about the advertisement? Was it: [Record answer & go to Q7]
The picture (0=No, 1=Yes)
The words (0=No, 1=Yes)
Both (0=No, 1=Yes)
Don't know = 99
- Q.6f Do you remember the name of the program? 0=No, 1=Yes
[If Yes, record a 1=Yes for the appropriate program below and 0's for the rest. If No, then read each program in the list below: 0=No, 1=Yes. If they still can't remember, make Q6f8=1]
Q.6f1 Was it RFD programming?
Q.6f2 Was it the Outdoor Channel and Tony Nafe?
Q.6f3 Was the piece a documentary? Please provide exact name _____
Q.6f4 Was the piece a public service announcement? Please provide exact name _____
Q.6f5 Was it local or regional news? Please provide exact name _____
Q.6f6 Was it national news? Please provide exact name _____
Q.6f7 Other. Please Specify _____
Q.6f8 None of the above
- Q.7 Do you intend to adopt in the future?
0=No
1=Yes

- Q.8 What don't you like about adopting a wild horse or burro?
1. Animal is not gentled
 2. Unknown potential
 3. One-year foster period
 4. Adoption Requirements
 5. Professional Training Costs
 6. Other. **Please Specify:** _____

Q.9 Which of the following adoption processes would you prefer, would you prefer a . . .? **[READ & PICK ONE]**

- Competitive Bid-Silent.....1
 Competitive Bid-Oral.....2
 Competitive Bid-Internet.....3
 Satellite Broadcast or Downlink.....4
 Lottery Draw.....5
 First Come, First Served.....6
 Facility Adoption.....7
 Any other process.....8 **Please Specify:** _____

Comment: What if they don't know what these are? Need an explanation of each.

- Q.10 **What effect did the adoption fee have on your adoption experience?**
 1=the fee made my adoption experience somewhat more negative
 2=the fee had little or no impact on my adoption experience
 3=the fee made me feel more positive about my adoption experience

- Q.11 If you adopted a wild burro, Is the minimum adoption fee of \$125 for a wild burro
 0=N/A
 1=Too Little
 2=Just Right
 3=Too High

- Q.12 If you adopted a mare and foal, Is the minimum adoption fee of \$250 for a mare and foal
 0=N/A
 1=Too Little
 2=Just Right
 3=Too High

Q.13 In what state do you live? _____

Q.14 Have you used the National 1-800 # which is: **1-866 4mustangs**. 0=No, 1=Yes **(IF NO, GO TO Question 18)**

Q.15a. Did your call get answered promptly? 0=No, 1=Yes, **99=N/A**
 Q.15b. If No, Have you ever hung up because the response was too slow? 0=No, 1=Yes, **99=N/A**

- Q.16 **How satisfied were you with the answers to your questions?**
 0= I've never called the 1-800 number
 1= I was very dissatisfied with the answers I received
 2= I was dissatisfied with the answers I received
 3= I was satisfied with the answers I received
 4= I was very satisfied with the answers I received

- Q.17 **How effective is the 1-800 # overall?**
 0= I've never called the 1-800 number
 1= very ineffective
 2= somewhat ineffective
 3= it's just okay
 4= quite effective
 5= very effective

Q.18 What other comments do you have about the Wild Horse and Burro program?