



## South-Eastern Mexico Protected Site Visitor Survey

Dear Participant,

Thank you for agreeing to participate in this important survey of visitors to one of the Mexico's protected areas! My name is Brian Witt, and I am part of an international research project of the Vienna University of Technology (TU Wien). The survey you will be completing will be one of the primary components of the research and will help to lead to a better understanding of visitor preferences at some of Mexico's most important natural and cultural sites. All data collected will be treated with confidentiality and will be used solely for scientific purposes.

If you have any questions on these topics, please do not hesitate to ask! Thank you again for your participation in this survey – research depends on the help of participants like you!

Sincerely,

A handwritten signature in black ink, appearing to be 'Brian Witt'.

Brian Witt

Date: \_\_\_\_\_

Location: \_\_\_\_\_

### **Protected Site Visitor Questionnaire**

Before you answer any of the survey questions below, it is important that you, as a participant in this survey, are informed of your rights and the manner in which the information you provide will be treated.

During and subsequent to the conduct of this survey:

- **There is no 'right' or 'wrong' answer to any of the questions below; your honest opinion is what is needed.**
- **No personal information or personally-identifiable data will be stored or disseminated to any third party.**
- **At no point in the finished research report will you be identified in any manner.**
- **You may feel free to ask questions at any point in the survey on any aspect of the survey or underlying research.**
- **If at any time you no longer wish to continue your participation in this survey, you may withdraw.**

If you have any questions about this informed consent policy, please do not hesitate to ask.

**When completing the survey, please check the circle or fill in the space provided with the response that best fits your circumstances or opinion.**

## Section I – Demographic Information

What is your country of citizenship? \_\_\_\_\_

What is your country of residence? \_\_\_\_\_

What is your gender?

☐ Male    ☐ Female    ☐ \_\_\_\_\_

What is your age?

☐ Under 30    ☐ 30-40    ☐ 40-50    ☐ 50-60    ☐ 60-70    ☐ Over 70

Which of these categories best represents your annual household income, before taxes?

☐ Under US\$40,000    ☐ US\$40,000 – US\$65,000    ☐ US\$65,000 - US\$90,000    ☐ Over US\$90,000

Which of these categories best represents the highest level of education you have completed?

☐ No Post-Secondary Education    ☐ Bachelor's Degree/Associate's Degree/Some College

☐ Doctorate/Master's Degree/Professional Degree

## Section II – Attitudes Towards Conservation

Thinking about the follow statement, “**The conservation of areas of special natural or cultural significance should be a priority, regardless of the costs involved,**” do you:

☐ Disagree Strongly   ☐ Disagree   ☐ Neither Agree nor Disagree   ☐ Agree   ☐ Agree Strongly

Thinking about the follow statement, “**The conservation of areas of special natural or cultural significance should sometimes take priority over economic growth or job creation,**” do you:

☐ Disagree Strongly   ☐ Disagree   ☐ Neither Agree nor Disagree   ☐ Agree   ☐ Agree Strongly

Thinking about the actions that your government and others around the world are taking to protect areas of special natural or cultural significance **within your own country,** do you believe they are doing:

☐ Far Too Much   ☐ Too Much   ☐ About Right   ☐ Not Enough   ☐ Not Nearly Enough

Thinking about the actions that your government and others around the world are taking to protect areas of special natural or cultural significance **within countries of the developing and emerging world,** do you believe they are doing:

☐ Far Too Much   ☐ Too Much   ☐ About Right   ☐ Not Enough   ☐ Not Nearly Enough

### Section III – Travel to Mexico and *[Insert Protected Area]*

What is the primary motivation for visiting Mexico?

*Please pick one of the following:*

- ☐ Amenities of a resort; e.g., all you can eat/drink, pools, room service
- ☐ Beach and water activities; e.g., swimming, fishing, sailing
- ☐ Mexican culture and history; e.g., cuisine, history, archaeological sites
- ☐ Natural amenities; e.g., wildlife, tropical forests, cenotes

Did you come to *[Insert Protected Area]* as part of a package tour? ☐ YES ☐ NO

Approximately how much did you spend to visit the protected area, including transportation costs and the costs of any pre-booked tours? € \_\_\_\_\_

Did you decide to visit *[Insert Protected Area]* before travelling to Mexico? ☐ YES ☐ NO

#### Section IV – Willingness to Pay Proposed Entrance Fee

*Please carefully consider the following statement before answering the questions below:*

Mexico's protected areas, including national parks, biosphere reserves and archaeological zone, like *[Insert Protected Area]*, are designed to conserve natural resources, biodiversity, and cultural heritage. At present, the expenses involved in preserving these sites and managing them for visitation are not being met by revenues. One proposal would involve raising entrance fees to provide each protected area with more secure funding in the future.

*When answering the following questions, please be sure to consider your overall budget and any other spending obligations you might have.*

Given this, would you be willing to pay [US\$6, 8, 10, 12, 16] for entry to *[Insert Protected Area]*?

☐ YES   ☐ NO

If YES, would you be willing to pay [US\$12, 16, 20, 24, 32] for entry to *[Insert Protected Area]*?

☐ YES   ☐ NO

If NO, would you be willing to pay [US\$3, 4, 5, 6, 8] for entry to *[Insert Protected Area]*?

☐ YES   ☐ NO

If NO again, what is the primary reason you would not be willing to pay [US\$3, 4, 5, 6, 8] for entry to *[Insert Protected Area]*? \_\_\_\_\_

**Thank you very much for completing this survey and taking part in this important research!**