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**OMB Approved**  
0579-0377  
EXP.: 8/2015

## **APHIS Traveler Outreach Survey**

### **Lead-In**

Please keep in mind that there are no right or wrong answers to anything asked in this survey. Your answers will not be attributable to you, and you cannot get in trouble for anything you say. No one other than members of the research team will ever see your answers, and your answers will not be traceable back to you. Please be open and honest when answering these questions, and if at any point you become uncomfortable, you are welcome to stop.

### **Travel Reason**

**R1\_SanYsidro:** You indicated you traveled to or from Mexico via the San Ysidro border crossing in the last six months. Thinking about your most recent trip, what was the reason for your travel?

<b>Value</b>	<b>Value Label</b>
1	Business/Work
2	Tourist
3	Uniformed Crew
4	Family Visit
5	Visit Friends
6	Military
7	Other (Specify)
-99	Refused
-100	Valid Skip

**R1\_Hawaii:** What is the reason for your travel today?

<b>Value</b>	<b>Value Label</b>
1	Business/Work
2	Tourist
3	Uniformed Crew
4	Family Visit
5	Visit Friends
6	Military
7	Other (Specify)
-99	Refused
-100	Valid Skip



## **Behavior Motivations**

**BM1:** Have you ever packed or attempted to pack agricultural items (e.g., fruits, vegetables, or meats) to bring with you into the U.S. when travelling?

<b>Value</b>	<b>Value Label</b>
0	No
1	Yes
-99	Refused

[IF YES, ask BM1a-BM1e]

**BM1a\_SanYsidro:** How often do you typically pack agricultural items (e.g., fruits, vegetables, or meats) to bring with you into the U.S. from Mexico?

<b>Value</b>	<b>Value Label</b>
1	Weekly
2	2-3 times per month
3	Monthly
4	More than once per year
5	Yearly or less frequently
-99	Refused
-100	Valid Skip

**BM1a\_Hawaii:** Have you ever brought agricultural items (e.g., fruits, vegetables, or meats) back to the U.S. Mainland from Hawaii?

<b>Value</b>	<b>Value Label</b>
0	No
1	Yes
-99	Refused

**BM1b\_SanYsidro:** Think back to the last time that you packed agricultural items to bring with you into the U.S. What item(s) did you pack? **(SELECT ALL THAT APPLY)**

<b>Value</b>	<b>Value Label</b>
1	Pork
2	Eggs
3	Apples
4	Pears
5	Citrus Fruits
6	Other (please specify)
-99	Refused
-100	Valid Skip

**BM1b\_Hawaii:** Think back to the last time that you packed agricultural items to bring back with you to the U.S. Mainland. What item(s) did you pack? **(SELECT ALL THAT APPLY)**

Value	Value Label
1	Fruits (please specify)
2	Vegetables (please specify)
3	Meats (please specify)
4	Other (please specify)
-99	Refused
-100	Valid Skip

**BM1c:** When packing these items, do you typically declare them on customs forms?

Value	Value Label
0	No
1	Yes
-99	Refused

**BM1d:** Have you ever packed any agricultural items that you did not declare?

Value	Value Label
0	No
1	Yes
-99	Refused

**BM1e:** Have you ever packed any agricultural items that were seized by U.S. Customs and Border Patrol when you were coming back into the U.S.?

Value	Value Label
0	No
1	Yes
-99	Refused

## **Knowledge & Awareness**

**KA1:** Are you aware certain agriculture products (e.g., fruits, vegetables, and meats) are prohibited from entry into the U.S.?

Value	Value Label
0	No
1	Yes
-99	Refused

**KA2:** How important is it for people coming into the U.S. to follow restrictions on bringing in certain agricultural products?

Value	Value Label
1	Not important at all
2	Somewhat important
3	Neither important nor unimportant
4	Very important
5	Extremely important
-99	Refused
-100	Valid Skip

**KA3:** Are you aware that there are penalties for bringing restricted agricultural items (e.g., fruits, vegetables, or meats) into the U.S.?

Value	Value Label
0	No
1	Yes
-99	Refused

**KA4:** How likely do you think you would be to get caught for bringing restricted agricultural items into the U.S.?

Value	Value Label
1	Very unlikely
2	Unlikely
3	Neither likely nor unlikely
4	Likely
5	Very Likely
-99	Refused

**KA5:** To what extent do you agree or disagree that getting caught for bringing restricted agricultural items into the U.S. is worth the risk?

Value	Value Label
1	Strongly disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
-99	Refused

**KA6:** To what extent do you agree or disagree that bringing restricted items into the U.S. can harm agricultural and natural resources?

Value	Value Label
1	Strongly disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
-99	Refused

**KA7:** Do you know where to find information about agricultural products that are prohibited and/or allowed into the U.S.?

Value	Value Label
0	No
1	Yes
-99	Refused

[IF YES, ask KA7a]

**KA7a:** Where would you first look to find this information?

Value	Value Label
1	A Customs and Border Protection Agent at an airport or border crossing
2	On a website (please specify)
3	An information hotline (please specify)
4	In a magazine or newspaper
5	From a friend or family member
6	Other (please specify)
-99	Refused
-100	Valid Skip

**KA8:** Have you heard of the USDA Animal and Plant Health Inspection Service (APHIS) before?

Value	Value Label
0	No
1	Yes
-99	Refused

## **Ad Recall**

**AR1:** In the past year, do you recall seeing or hearing any messages from USDA Animal and Plant Inspection Service (APHIS), the [INSERT TAGLINE HERE] campaign, or any other message regarding bringing agricultural products (e.g., fruits, vegetables, and meats) into the US from other countries?

Value	Value Label
0	No

1	Yes
-99	Refused

**[IF YES, ask AR2-AR6]**

**AR2:** Describe the message(s) you recall seeing or hearing. Please be as specific as possible when describing the ad's main characters and what happened in the message. **[OPEN-ENDED]**

**AR3:** Where do you recall seeing or hearing the message(s)? **[SELECT ALL THAT APPLY]**

- A. Television
- B. Radio
- C. Internet website
- D. Newspaper
- E. Airport banner, poster, or video
- F. In-flight brochure, pamphlet, or video
- G. Magazines
- H. Other (specify)

Value	Value Label
0	No
1	Yes
-99	Refused
-100	Valid Skip

**AR4:** Thinking of the message (or messages) you saw about agricultural regulations (e.g., regulations about bringing fruits, vegetables and meats into the US), please indicate whether you agree or disagree with each of the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Refused	Valid Skip
a. The message(s) made me aware of regulations about bringing agricultural products into the U.S.	01	02	03	04	05	-99	-100
b. The message(s) grabbed my attention.	01	02	03	04	05	-99	-100
c. The message(s) told me something about bringing agricultural products into the U.S. that I did not know about before.	01	02	03	04	05	-99	-100
d. The message(s) made me want to find out more about what agricultural products are and are not allowed to be brought into the U.S.	01	02	03	04	05	-99	-100
e. The message(s) were appealing to someone like me.	01	02	03	04	05	-99	-100
f. The message(s) convinced me that it is important to follow regulations about bringing agricultural products into the U.S.	01	02	03	04	05	-99	-100
g. The message(s) told me where to find more information about what agricultural products are and are not allowed to be brought into the U.S.	01	02	03	04	05	-99	-100

**AR5:** Has the information from this message helped you to understand why it is important to declare agricultural products when entering the U.S.?

Value	Value Label
0	No
1	Yes
-99	Refused
-100	Valid skip

**AR6:** Will the information from this message influence your behavior related to declaring agriculture products in the future?

Value	Value Label
0	No
1	Yes
-99	Refused
-100	Valid skip

## **General Demographics**

**D1:** What is your gender?

Value	Value Label
1	Male
2	Female
-99	Refused

**D2:** What is your age? [**OPEN-ENDED**]

**D3:** Are you Spanish/Hispanic/Latino?

Value	Value Label
0	No
1	Yes
-99	Refused

**D4:** What is your race? (**MARK ONE OR MORE RACES** to indicate what you consider yourself to be)

- A. White
- B. Black or African American
- C. American Indian or Alaska Native
- D. Asian
- E. Native Hawaiian or Other Pacific Islander

Value	Value Label
0	No
1	Yes
-99	Refused
-100	Valid Skip

**D5:** What is your marital status?

Value	Value Label
1	Single
2	Widowed
3	Separated
4	Divorced
5	Married
6	Living with partner
-99	Refused