



TROUT UNLIMITED

Chapter and Council Surveys: Examples of Questions

The following are offered as model questions for chapters and councils to use in conducting membership surveys. The questions are derived from a number of sources.

- 167 - Maryland chapter (MDTU) membership survey;
- Colorado council (CTU) membership survey;
- 258 - Mianus chapter (MTU) survey; and
- TU 'national' survey of women members (TUWO.)

Throughout the document, questions sources are indicated by the acronyms above. The questions presented here reflect the unique local circumstances and concerns of the chapters/ councils initiating the survey. Other chapters who wish to use these as models need only omit the irrelevant questions and substitute the specifics of its own circumstances. You should feel free to borrow from existing surveys to construct your own. Comparing your results to other results is a very valuable learning tool.

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The Survey Opening and Invitation

The opening needs to establish who, what, and why and communicate the importance of completing the survey.

(MDTU) Maryland Trout Unlimited would like to obtain information from Trout Unlimited members and from the Fly Fishing Community on TU's activities. The information you provide will be of valuable assistance in TU's strategic planning efforts. We urge everyone to take a few minutes to complete this short survey. Results will be made available to members of TU; selections will appear in the TU newsletter and on TU's webpage. Thanks. We appreciate you taking the time to help us on this important endeavor.

Screening and Demographics

Screening questions can be used to eliminate some participants that don't meet selection criteria such as being a TU member, to create contingency questions – questions asked only if some criteria are met—or to create comparison categories such as differences between males and females on some questions. Demographic questions are essential to determining if non-response bias is a problem.

(MDTU) Are you currently a member of Trout Unlimited?

1. Yes, currently a member
2. Was a member, but let membership lapse
3. Have never been a member of TU

(MDTU) Asked if response to question was 2.

What were the primary reasons you let membership lapse? [OPEN ENDED QUESTION]

(MDTU). What is your gender?

1. Female
2. Male

(MDTU) How old were you on your last birthday? _____

(MDTU) What is your current Zip-code? _____

(MDTU) In past year, about how many days did you go fishing?

(MDTU) What proportion of those days was spent fishing for trout?

(MDTU) What proportion of those days was spent fly fishing?

(MDTU) What proportion were spent salt-water fly fishing?

Questions about Membership and Participation

(MDTU) How long have you been a member of Trout Unlimited?

1. One to two years
2. Three to five years
3. Six to ten years
4. Eleven to twenty years
5. Over 20 years
6. Life member
7. Not a member

(CTU) Which of the following best describes your current membership in Trout Unlimited?

Current – my most recent annual membership dues have been paid

Lapsed – I have been a member in the past, but have not renewed my most recent annual membership dues]

Non-Member – I have never been a TU member in the past.

(CTU) Which of the following best describes your membership status in TU over the past several years?

I am a life member

I have kept my membership current every year

I have allowed my membership to expire for a year or more, but recently renewed it

(CTU) How long have you been a member of Trout Unlimited?

Please type in the number of years. [_____] years

(CTU) [ASK ONLY IF LAPSED MEMBER; OTHERWISE SKIP]

(CTU) Which of the following best describes why you have not renewed your membership dues?

I am **no longer interested** in being involved in TU

I am **still interested** in being involved in TU, I have just not taken the time to renew my membership

I am **not sure** if I want to continue to be involved in TU

(CTU) What are the main reasons why you are no longer interested in/unsure about staying involved in Trout Unlimited?

[CHECK ALL THAT APPLY]

TU is too political, should just stick with fishing

I got my membership for free, was never really that interested in TU

Other conservation groups address my issues better

My local chapter didn't have activities that interested me

I don't agree with how TU is pursuing its mission

Other (please specify) _____

Reasons for Joining TU

(MDTU) What would you say was your primary reason for joining Trout Unlimited?

1. Be involved with an active local chapter
2. Meet and fish with other anglers
3. Participate in conservation project(s)
4. Learn and/or improve fly fishing skills
5. Introduce next generation to trout & coldwater conservation
6. Belong to a premier national conservation organization
7. Other (please specify)

(CTU) To what extent, if any, were each of the following a reason why you *initially* decided to join Trout Unlimited?
 Scale: 4 = Major Reason, 3 = Somewhat, 2 = Minor Reason, 1 = Not a reason at all.

- Friends/business associates already members
- To have other people to go fly fishing with
- To attend events other than fly fishing (e.g. movie nights, golf outings, social get-togethers, etc.) with other people
- Interest in preservation and conservation of rivers and streams
- To learn more about fly fishing (e.g. techniques, equipment, locations, etc.)
- To get involved in/volunteer for projects related to rivers and streams (e.g. restoration, clean-up, fish populations, etc.)
- Interest in networking, either personally or professionally, with others
- To participate in fly fishing events/competitions (e.g. Carp Slam, Superfly, etc.)
- To get involved in youth education/events related to fly fishing
- To get involved in youth education/events related to river and stream conservation and ecosystems
- I work in a related industry and am interested in growing my business

(MTU) Why did you join Trout Unlimited? (Pick answers that represent prevailing reasons for joining.)

- To learn where to go fishing locally
- To improve fishing skills
- To volunteer at river cleanup and restoration projects
- To meet other anglers
- To financially support coldwater conservation
- To join TU sponsored fishing trips and outings
- To learn how to flyfish

Expectations of Membership

(CTU) To what extent have your expectations been met regarding the reasons why you initially joined Trout Unlimited?
 Would you say your expectations have been...?

Scale: 5 = exceeded. 4 = met completely, 3 = Met somewhat, 2 = Not met very well, 1 = Not met at all.

- Engaging with friends/business associates who were already members
- Having other people to go fly fishing with
- Attending events other than fly fishing (e.g. movie nights, golf outings, social get-togethers, etc.) with other people
- Involvement in preservation and conservation of rivers and streams
- Learning more about fly fishing (e.g. techniques, equipment, locations, etc.)
- Involvement /volunteer opportunities for projects related to rivers and streams (e.g. restoration, clean-up, fish populations, etc.)
- Networking, either personally or professionally, with others
- Opportunities to participate in fly fishing events/competitions (e.g. Carp Slam, Superfly, etc.)
- Opportunities for involvement in youth education/events related to fly fishing
- Opportunities for involvement in youth education/events related to river and stream conservation and ecosystems
- Growing my business in a related industry (e.g. fly fishing guide, rafting, fly shop, outdoor recreation, etc.)

(CTU) The list above was used again with this question. To what extent, if any, have any of the following become more or less important to you as a reason for staying involved in Trout Unlimited since you first joined the organization?

Scale: 5 = Much more important, 4 = Somewhat more important, 3 = No Change, 2 = Somewhat less important, 1 = Much less important

Questions about Attending and Meeting Programs

(MDTU) The Following question refers only to the general monthly meeting. In the past year about how many general meetings have you been able to attend?

1. Almost every month (9-10 times a year)
2. Fairly Frequently (6-8 per year)
3. Periodically (3-5 per year)
4. Rarely (1 or 2 per year)
5. Never

(MTU) How would you describe your attendance at monthly meetings?

- I attend meetings once in awhile
- I attend when the topic is of interest to me
- I attend every meeting I can
- I can not/do not wish to attend meetings

(MDTU) How large an impact does each of the following have on your choice not to attend meetings?

Scale: 1 = not an issue at all in decision 2 = Somewhat of an impact; 3 = Strong impact

- Too far to drive
- Mid week is not a good night for me
- Don't know when meetings are
- Too hard to find parking
- Don't find meetings interesting or helpful
- Traveling at night is difficult for me
- I don't feel welcome at the meetings.
- Other (please specify)

(CTU) How often, if ever, do you attend local Trout Unlimited chapter meetings?

- I attend nearly all of them
- I attend most of them
- I attend a few of them
- I attend infrequently

(CTU) What are the main reasons why you attend local Trout Unlimited chapter meetings? Select all that apply.

- Hear the guest speaker(s)
- Get updates from local chapter leaders
- Socialize with other members
- Get updates on state/national Trout Unlimited topics
- Get information on fishing destinations
- Get information about conservation issues
- Find other people to go fishing with
- Share/provide information about fishing destinations
- Share/provide information about conservation issues
- Share/provide updates on Trout Unlimited activities
- Other (please specify) _____

(CTU) asked only if low attender. What prevents you from attending local Trout Unlimited chapter meetings on a more frequent basis? [Select all that apply]

- Not interested in the guest speaker(s)
- Not interested in the local chapter issues/activities
- Meetings are too long
- Meetings are too far away
- Meetings are boring
- I'm not available at the dates/times meetings are held
- Not enough information on fly fishing/destinations/tying techniques
- Not enough information about conservation initiatives/projects
- I prefer and attend meetings at other local TU chapters
- My local chapter does not hold regular meetings
- I don't receive information about meetings/events to be able to attend
- Other (please specify) _____

(MDTU) What kind of speakers or programs might increase the chance of you attending meetings?

Scale: 1. No impact on attending, 2: Maybe, depends on specific content, 3 = Definite impact.

Destinations – International
Destinations – Rocky Mountains and West
Destinations – Local, East Coast
Local stream conditions
Fly tying Demonstrations
Professional Guides
Fly Casting
Well known fly fishers
Public Policy for Fisheries
Department of Natural Resources Spokespersons
Scientists /Biologists/Ecologists
New Gear Demonstrations

(CTU) Please indicate how interested you are in each of the following as a possible topic for local Trout Unlimited chapter meetings.

Scale: 5 = Extremely interested, 4 = Very interested, 3 = Somewhat interested, 2 = Not very interested, 1 = Not at all interested.

Local (within the state) fishing destinations
Nationwide fishing destinations
International fishing destinations
Your chapter's fund raising efforts/activities
Reviews/recommendations about area fly fishing guides
Fly fishing techniques
Fly tying techniques
Conservation of Front Range streams/rivers
Conservation of statewide waters
Conservation of statewide lands/open space
State/national political environmental issues (roadless areas, endangered species, etc.)
River restoration projects/initiatives
Updates on statewide TU activities
Updates on national TU activities
Legislative actions at the state level
Legislative actions at the national level
Pollution issues (e.g. abandoned mines, runoff from development, logging/sedimentation)
Water development (dams/diversion)

(MTU) What meeting topics would be of most interest to you? (Pick up to 5)

Local Freshwater Fishing
Fishing locations within 2 to 3 hours
Fishing elsewhere in Connecticut
Local saltwater fishing
Fishing locations in New England
Fishing Techniques and Skills
Insect identification and matching the hatch
Conservation issues
Specialty fishing trips (steelhead, salmon etc...)
Destination trips in the U.S.
Destination Trips Abroad
Trout in the Classroom

(MDTU) Please tell us how familiar you are with each of the following.

Scale: 1 = Haven't heard of it; 2 = Heard of it, but not well informed 3 = Know quite a bit about it.

Annual Banquet
Jones Falls Walk
City Catch
Trout in the classroom
Tree Planting in White Hall
Fishing Outing
Annual Picnic

(MDTU) Please check each event in which you were able to participate?

- _____ Annual Banquet
- _____ Jones Falls Walk
- _____ City Catch
- _____ Trout in the Classroom
- _____ Tree Planting in White Hall
- _____ Fishing Outing
- _____ Annual Picnic

(MDTU) If you did not participate in any event, what would you say was the biggest reason you did not? [Check all that apply]

- Too busy
- Physically Unable
- Did not know about it
- Too far away
- Just not interested

(MTU) What Mianus Chapter events have you attended in the past 24 months?

- Monthly Meetings
- None
- Annual Banquet
- Special Olympics Fishing Derby
- Fly Tying Clinic
- Casting Clinic
- River Restoration Days
- River Cleanup Days

(MTU) How would you rate the activities you attended?

- Very Good
- Did not attend any
- Excellent
- Good

(MTU) Would you attend more meetings if the location was more convenient?

- Maybe
- Probably Not
- Yes

(MTU) Would you be more likely / able to attend monthly meetings on the following days?

- Monday Evening
- Wednesday Evening
- Tuesday Evening
- Saturday Daytime
- Sunday Daytime
- Thursday Evening
- Friday Evening
- Sunday Evening
- Saturday Evening

Questions for Women Members

(TUWO) Which options would make you most likely to attend a local chapter event, project or meeting?

- A partner, spouse, mentor or buddy with whom to attend the event
- A "women-only" format

(TUWO) If TU offered the chance to learn to fly fish with other women, would that be of interest to you?

- Yes
- No

(TUWO) Are you interested in TU's youth- and family-oriented programs?

- No

Yes

(TUWO) Which of the following youth and family programs are of most interest?

- Occasional weekend activities
- Scouts
- Running TIC
- Youth camp
- Mentoring a TIC student
- Buying a youth membership

(TUWO) Are you currently a member of any women's only conservation or fishing groups?

- No
- Yes

(TUWO) Which of the following activities might appeal to your women's angling group?

- Partnering with TU on conservation projects
- Sending representatives to TU chapter meetings
- Partnering with TU on youth education projects
- Affiliating formally with TU

Assessing Issues: Agree Disagree Questions

(MDTU) While Maryland Trout Unlimited did not ask any of these questions on its surveys, the general form of the following are very good at assessing perceptions and feelings about TU. Questions are statements with which the respondent is asked to agree or disagree. The general form of responses is a scale with the following categories

1. Strongly Disagree
2. Disagree
3. Neutral, no opinion one way or the other
4. Agree
5. Strongly Agree

Examples of Statements

- Chapter leadership is very good at keeping me informed about programs and events.
- New members are always made to feel welcome at TU events or meetings.
- Chapter leadership thinks of itself as a private club.
- There is ample opportunity for my voice to be heard in influencing what the chapter does.
- Leadership doesn't often listen to members
- Chapter leadership is very effective.

Information and Communication

(MDTU) Currently, how do you get most of your information about TU activities?

1. Printed newsletter by mail
2. E-mails
3. TU websites

(MDTU) Have you ever visited MDTU's chapter website?

1. Yes
2. No

(MDTU) Have you ever visited Maryland Trout Unlimited's Facebook Page?

1. Yes
2. No

(CTU) Within the past 12 months, how often, if ever, would you say you go to each of the following web sites?

Scale 1 = Frequently, 2 = Occasionally, 3 = Never, 4 = Not available to me/Not aware of it

- Your **local** TU chapter web site
- The **Colorado** TU web site (state organization ColoradoTU.org)
- The **national** TU website (TU.org)
- Social Media (Facebook, Twitter, Foursquare, etc.)

(CTU) Thinking about the electronic communications you receive from Trout Unlimited (including emails, action alerts, electronic newsletters, etc.), would say the frequency with which you receive those is...?

- Too Frequent
- About Right
- Not frequent enough

(CTU) Which of the following best describes what you typically do with the magazine *High Country Angler* when you receive it in the mail or pick up a copy at a local shop?

- Read most or all of the articles
- Read some/a few of the articles
- Flip through and mostly look at the pictures/ads, but don't read the articles
- Do not look at it at all
- I do not receive/pick up High Country Angler

(CTU) Which of the following types of articles do you typically read in *High Country Angler*? Please select all that apply.

- Fishing destination articles
- Fishing equipment/technique articles
- Conservation articles
- News articles about Colorado TU activities
- Science articles

(CTU) What is your overall opinion of the magazine *High Country Angler*?

- Love it – I look forward to each edition
- I enjoy it, and I like receiving it in the mail/picking up a copy
- It's okay, but I wouldn't miss it if I no longer received it
- Don't like it at all, wish there was a better option

(MTU) How can we improve the chapter newsletter? [OPEN ENDED QUESTION]

(MTU) How can we improve the chapter website? [OPEN ENDED QUESTION]

Questions about Establishing Priorities

(MDTU) For each location, below, indicate how often you fish there and how much conservation effort TU should put into that location. Asked twice; once for fishing, and once for focus.

Scale: Fishing 1 = often, 2 = occasionally, 3 = rarely, 4 = Never

Effort 1 = Primary Effort, 2 = Secondary effort; 3 = A little effort, 4 = None.

- Gunpowder Falls
- Little Gunpowder Falls
- Little Falls
- Deer Creek
- Brook Trout Tributaries
- Jones Falls
- Western Run
- Morgan Run
- Other stream (please specify)

(MDTU) How much effort should TU put into the following conservation activities?

Scale = a lot, a little, not much, none.

1. In-stream projects
2. Youth education
3. Adult education
4. Community outreach
5. Information booths at state and county fairs
6. Publicizing TU activities
7. Legislative activities
8. Other _____

(MDTU) Trout Unlimited tries to get the right balance between conservation efforts and social events. Would you say there is/are:

1. Too many social events, not enough conservation
2. Too much conservation, not enough social events

3. Current balance is about right

(CTU) How relevant are each of the following to you personally as a reason that Trout Unlimited should engage in efforts to protect and restore rivers, streams, and watersheds?

Scale: 5 = Extremely Relevant, 4 = Very Relevant, 3 = Somewhat relevant, 2 = Not very relevant, 1 = Not at all relevant.

To provide opportunity for **hunting** (elk, deer, fowl, etc.)

To provide opportunity for **fishing**

To provide opportunity for **hiking, camping and other outdoor activities** (other than hunting & fishing)

To provide opportunity for **rafting and kayaking**

For the sake of preserving the **environment/ecology/wildlife** without any specific activity associated with it

(MTU) What should the chapter activity priorities be?

Restoration projects

Area fishing trips

Clinics and skill building sessions

Volunteer opportunities

Education programs

Outreach and advocacy work

Events for families

Events for kids / teens

Events for women

Soliciting Help/ Increasing Participation

(MDTU) How interested would you be in participating in each of the following programs or activities?

Scale 1 = not interested 2 = interested 3= very interested

1. Gear swap and sale meet
2. Fly Casting Club (meet periodically for practice/ education)
3. Fly Casting Instructor Certification Workshops
4. Spey Casting Workshop
5. Tenkara Fishing workshop
6. Training on Stream Restoration Techniques
7. Entomology /Matching the Hatch
8. Working with Project Healing Waters
9. Working with Casting for Recovery
10. Teaching fly casting
11. Nymphing Workshop
12. Fly Casting Competition
13. Fly Fishing Competition (such as One Fly)
14. Mentoring new fly fishers (one on one)
15. Other _____ (specify)

(MDTU) For each TU volunteer opportunity listed below, please indicate how willing you would to volunteer. There is a space at the end of this survey where you can share additional talents that are not mentioned. I'm interested in learning how I can help the chapter with the following:

Scale 1 = not interested 2 = maybe 3= very willing

Serve on Board

Assist with Fly Fishing education

Assist with Fly Tying classes

Help to organize stream clean-ups

Help with stream monitoring

Help with stream assessments & stream projects

Help conduct annual fundraising activities (Banquet, raffles & other fund raisers)

Help with new ideas for fund raising

Monitor Legislative/Policy Activities

Coordinate with other TU chapters

Help in staffing TCTU booth at designated Conservation shows

Assist in increasing attendance at meetings and activities

Write articles for monthly newsletter

Research and report on issues affecting MDTU

Monitor Environmental Issues

Notify members through e-mail of activities and projects

Help in maintaining current email addresses of members

Others _____

(MDTU) Occasionally, MDTU has need for volunteers with special skills. If you have skills or experience in any of the following and would be willing to donate some time and expertise to TU, please check the appropriate box below. Your email is necessary so that we may contact you in the future.

1. Graphic Design/Art

2. Writing/ Editing

3. Geographic Information Systems

4. Event Planning / Management

5. Public Relations

6. Photography

7. Film Making

8. Online Research

9. Reading/Reporting Scientific Papers

10. Other skill you have to offer _____

If you indicated that you would like to volunteer or participate in specific activities, please enter your name and email address below so we may contact you.

Name _____

e-mail _____