

A COMPARISON OF TRIP CARD AND END-OF-SEASON METHODS
FOR ANGLER DATA COLLECTION

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ABSTRACT

Vachal, Shawn Ray, M.S., Department of Agricultural Economics, College of Agriculture, North Dakota State University, May 1993. A Comparison of Trip Card and End-of- Season Methods for Angler Data Collection. Major Professor: Jay A. Leitch.

Two angler data collection methods, a trip card design and an end-of-season questionnaire, were tested to identify the more cost effective method. In addition, the effects of reminder mailings and telephone follow-up were assessed for the trip card method. The objectives were to identify sample sizes necessary to statistically estimate angler effort and success and to compute costs of each collection method. The end-of-season survey method is more cost effective at \$1.79, compared to the \$3.17 per response cost of the trip card method. The telephone follow-up increased the response rate for a subsample. The effect of mailed reminders on response rates was positive, but was inconclusive due to coincidence with holiday fishing.