

# 2002 Recreation Use/NLCS Questionnaire Sampling and Administration Instructions

Distribution: State Recreation and NLCS Lead  
Specific Recreation Planners/Technicians who will be administering  
questionnaire in selected sites.

## Sampling Guidelines

1. Collect 125 completed questionnaires from a *random* sample of recreational users in the selected site that is as *representative* as possible.
  - a. “*Random*” means to collect data from every  $n^{\text{th}}$  user (e.g. every 10<sup>th</sup> user).
    - i. If this is a Long Term Visitor Area, then, for example, go to every 10<sup>th</sup> RV and ask one of the occupants to complete the questionnaire. Continue until you have collected 125 completed questionnaires.
    - ii. If this is a Special Recreation Management Area, then, for example, ask 5 people per day, 1 person each from 5 randomly selected campsites (e.g. every third camp site), to complete the survey. Keep going to enough campsites until you get 5 completed questionnaires that day. On the next day, randomly select 5 different camp sites, and so on. In these high-turnover, Special Recreation Management Areas, it is important to collect data over the course of the month, some questionnaires on each day of the week.
  - b. “*Representative*” means typical users. We are not trying to get a stratified sample. So, random sampling is more important than representative sampling.
    - i.i Try not to administer the questionnaire to special recreation permit holders such as outfitters and guides.
    - i.ii Try not to select only premium camp or RV sites—select evenly or randomly among the types of camp/RV sites the area has.
    - i.iii Try to get typical percentages of users. More specifically, do not over-sample any ethnic group or type of user. For example, if your site has approximately 10% Hispanic users, about 10% of the completed questionnaires should come from them. Or, if your site has about 25% fishing, 25% boating, and 50% both, try to reflect these percentages in sampling if it is obvious what a user is participating in.
2. If you have questions about the sample call:
  - a.a Shannon Schwartz (650) 327-8108, Lee Larson (202) 452-5168, Rob Roudabush (202) 452-5085 or Hal Hallett (202) 452-7794.

## **Questionnaire Administration Guidelines**

1. If you have any questions about administering and returning the questionnaires, please call Shannon Schwartz (650) 327-8108, Lee Larson (202) 452-5168, Rob Roudabush (202) 452-5085 or Hal Hallett (202) 452-7794.
2. Questionnaires should be administered by the same small group of recreational/NLCS planners, recreation technicians (not more than three to five) and/or volunteers to maintain a consistent approach and to limit the amount of training and questions that need to be handled.
3. It takes less than 10 minutes to take the questionnaire.
4. OMB does not allow us to administer the survey to people under the age of 18.
5. If possible, administer the survey to the person paying the fee (if any).
6. Don't allow people to mail surveys back--wait for them to complete the surveys or come back around and collect them. Mail back has never worked--less than 30% ever return the surveys, even if we pay the postage!
7. The optimum method for administering the questionnaire is to give the user a clip board, pencil/pen, and questionnaire and ask them to complete the questionnaire while you are going to other campsites. Tell them you will return within a few minutes to collect it.
  - a. Alternatives:
    - i. Ask people to fill the questionnaire out upon entering the site and return it upon their departure.
    - ii. Ask people to complete the questionnaire while you wait for it to be returned.
  - b. Inspect the questionnaires when you collect them to see that they are complete. Note, however, that the demographic questions are optional. If the questionnaire has more than 15% unanswered questions (about 6 questions, not counting the demographics), discard that questionnaire and collect a new one. Also note that "Not Applicable" is a legitimate response and should not be considered as unanswered.
8. Once you have collected 125 completed surveys for your site, package up the surveys and site profile and FedEx (or other traceable shipping method) them to:

Shannon Schwartz  
Pacific Consulting Group  
399 Sherman Avenue  
Suite 1  
Palo Alto, California 94306  
Phone: (650) 327-8108  
Email: [sschwartz@asq.com](mailto:sschwartz@asq.com)

Please put a duplicate copy of the Shipping Label (From & To) inside the package in case the label gets separated and FedEx has to open the package later. Be sure to keep the shippers copy of the FedEx air bill. It has the tracking number to trace the package in case of loss or delay. (This has happened before!) Also, please include a note about who the contractor should call should they have any questions about the surveys.