

Sampling and Administration Instructions

Distribution: State Recreation 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 which is as *representative* as possible.
 - a) “*Random*” means to collect data from every n^{th} user (e.g. every 10th user).
 - i) If this is a Long Term Visitor Area, then, for example, go to every 10th 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 camp-sites (e.g. every third camp site), to complete the survey. Keep going to enough camp sites 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) Try not to administer the questionnaire to special recreation permit holders such as outfitters and guides.
 - 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.
 - iii) Try to get typical percentages of users. More specifically, do not over-sample any ethnic group or type of recreational use. 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) Kevin Coray at (703) 685-7001 or Lee Larson (202) 452-5168 or Hal Hallett (202) 452-7794.

Questionnaire Administration Guidelines

- 1) If you have any questions about administering and returning the questionnaires, please call Kevin Coray (703) 685-7001 or Lee Larson (202) 452-5168 or Hal Hallett (202) 452-7794.
- 2) Questionnaires should be administered by the same small group of recreational 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, fill out the *Site Profile* (see attached) and fax it to Kevin Coray at (703) 685-7003, to let the contractor know that your package is on the way. Also include a copy of it in the package with the surveys.
- 9) Then package up the surveys and site profile and FedEx (or other traceable shipping method) them to:

Kevin E. Coray
HMS, Inc.
2300 9th St., S., Ste 300B
Arlington, VA 22204-2300

Phone: (703) 685-7001
Fax: (703) 685-7003
Email: kcoray@aol.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. (This has happened before!) Also, please include a note about who the contractor should call should they have any questions about the surveys.

- 7) 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.