

Project Summary

Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: 2007 COMPREHENSIVE SURVEY OF THE AMERICAN PUBLIC

Discipline: Social

Type of Project: Research

Funding Agency: National Park Service

Other Partners/Cooperators: University of Wyoming

Effective Dates: 8/1/2006 - 6/30/2009

Funding Amount: \$189,312

Investigators and Agency Representative:

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Project Abstract: Cooperators at University of Wyoming will work with the National Park Service to perform a nationwide survey of the American public to determine their attitudes about the NPS. The first NPS-sponsored national survey was conducted in 2000. It provided valuable data to the NPS on visitation patterns, demographic characteristics of recent park visitors and non-visitors, and attitudes towards park fees and the management of non-native plants and animals in parks. A national report and 7 regional reports were published, as well as reports in specific thematic areas. These reports are available online at http://www1.nature.nps.gov/socialscience/products.cfm#Comprehensive_Survey.

The 2000 survey created a baseline of information on important topics. The second comprehensive survey will build upon this baseline from a longitudinal perspective. Core questions from the first survey will be repeated to establish trend data on issues of ongoing importance to the NPS. New, custom modules of questions reflecting information needs on issues currently confronting NPS will also be incorporated. Potential modules include attitudes toward management of natural soundscapes, leisure travel patterns of the American public and the place of national parks in these, and attitudes and preferences related to educational and interpretive materials. This new survey will be conducted on a Random Digital Dialing sample disproportionately stratified by the 7 NPS administrative regions (including the states of Alaska and Hawaii). In each of the 7 regions the project will obtain at least 500 completed interviews of about 15 minutes length, for at least 3500 completions in total.

Phase 1 Activities

- Survey planning and draft design of telephone interview script
- 60-day Federal Register notice
- Draft OMB supporting statement describing complete survey methodology, response mode test and analysis plan (draft roadmap)

Phase 2 Activities

- 30-day Federal Register notice
- Final OMB supporting statement describing complete survey methodology, response mode test, and analysis plan (final roadmap)
- Data collection
- Data analyses and response mode assessment(s)

There were changes made in the Scope of Work following Phase 1. To improve the final questionnaire and to provide input from minority groups, the project will conduct up to three focus groups (one with African Americans, one with Hispanics, and possibly a third with ethnicity unspecified) and a national pre-test of the survey instrument by telephone, with 50 completed interviews. In the pre-test calling, 25 interviews will include a subset of the full questionnaire, augmented with cognitive interviewing to probe in-depth on the new questions, to examine comprehension and respondent fatigue, and to identify perceptions that could bias responses. The remaining 25 respondents will receive the current full draft, without augmentation, to evaluate branching and comprehension and to estimate hour burden. The participants in the cognitive interviews/focus groups will generally reflect the types of populations to be surveyed, including both visitors and non-visitors. Results may suggest a simple re-wording of question(s) or indicate a need for better specification of question(s) objective(s).

Outcomes with Completion Dates:

Report of nationwide survey of the American public will be available by June 30, 2009

- Report of nationwide survey of the American public (brief introduction plus tabulations)
- Seven regional technical reports (brief introduction plus tabulations)
- Electronic data files
- Computer-assisted telephone interview program

Keywords: telephone survey, American public, demographics, visitation patterns, NPS-Social Science Program, University of Wyoming

For Administrative Use Only:

Date Annual Report Received:

Date Final Report Received:

Publications, etc. on file: