

Project Summary

Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: Comprehensive Survey of the American Public - Phase 3

Discipline: Social Science
Type of Project: Research
Funding Agency: National Park Service
Other Partners/Cooperators: University of Wyoming
Effective Dates: 8/1/2009 - 8/1/2011
Funding Amount: \$55,225

Investigators and Agency Representative:

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Investigator: Patricia A. Taylor, Ph.D. (Professor, Department of Sociology, and WYSAC Faculty Affiliate) - University of Wyoming, Department of Sociology/Dept. 3293, 1000 E. University Ave., Laramie, Wyoming 82071; gaia@uwyo.edu

Project Abstract: The original Statement of Work for the 2007 Comprehensive Survey of the American Public describes the proposed research design for administering a basic telephone survey of US households using a Random Digit Dialing (RDD) sample. It also includes a detailed budget to conduct this part of the work, funded in two phases. It then discusses the possibility of additional thematic reporting, if separately funded, and offers an add-on to the basic project that would address NPS concerns about methodological effects in telephone surveys and seasonality effects. NPS is funding additional analytical work regarding methodological effects in this modification, along with three additional thematic reports, as described here.

This year's (FY 2009) money (\$55,225) fully funds the budget to complete the additional analytical work for the nationwide survey report and three thematic reports described below. The timeline is also being extended from June 30, 2009 to allow completion of the reporting on the nationwide and regional survey results and the additional methodological analyses. The additional time is needed because survey interviewing extended into March, 2009, rather than being concluded by December, 2008, as previously anticipated.

The nationwide survey report will be prepared that provides: 1) a comparison of the cell vs. landline sample results; and 2) an analysis of time trends and seasonality effects, comparing the spring 2008 data to the 2000 results and to the summer, fall, and winter 2008 data. As previously agreed, the full report will also include national level tabulations of all variables in the survey, with a brief introductory narrative; seven regional reports, following the same format as the national level tabulation; and a write-up of the methods, results, and conclusions from the focus groups, pre-testing, and cognitive interviewing.

Additional thematic reports will be prepared under this modification to provide additional analyses of the data collected by the nationwide survey. One thematic report will be prepared that assesses non-response bias by analyzing responses to questions added at the request of OMB along with additional zip code demographics of those who refused or did not answer questions. This report may be a scholarly paper prepared by UWYO researchers. A second thematic report will be prepared by Patricia Taylor and James Gramann examining the effects of race and ethnicity on park attitudes and park visitation, breaking down survey results by group membership and combining those analyses with substantive findings from the Hispanic and African American focus groups. A third thematic report will be prepared on park soundscapes by Patricia Taylor and James Gramann.

Outcomes with Completion Dates:

Due Date for report of nationwide survey and seven technical reports: September 30, 2009; Due Date for related phase 3 thematic reports:

- Non-response bias analysis (December 31, 2009)
- Effects of race and ethnicity on park attitudes and park visitation (July 31, 2010)
- Soundscape (July 31, 2010)

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