

INSTRUCTIONS TO PHONE INTERVIEWER: If it appears that the respondent has difficulty with understanding English, ask the respondent if he or she would feel more comfortable continuing in a different language. Record the language they would prefer, and either (a) continue the interview in their preferred language if you are bilingual, or (b) thank them and file for call-back.

Inform respondent of the following: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0596-NEW. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

### Survey on Extending Forest Service Message

Introduction: Hello, I'm calling from Claremont Graduate University and we are working in collaboration with the Forest Service. You were randomly selected from people living in [fill in name of selected county or counties] County, and I'd just like you to answer a few questions for a study we're conducting on [fill in name of selected county or counties] County communities regarding outdoor recreation and use of sources of information. This information collection has Office of Management and Budget approval.

Would you like to participate?

- 1) We are interested in surveying individuals of voting age. Are you 18 years of age or over?
  - a. If younger than 18, request an adult from the household.
- 2) We are interested in studying possible ethnic differences that exist in [fill in] County regarding outdoor recreation and use of sources of information.
  - a. [If refuse to give ethnic group, thank them and stop]

What is your ethnicity?

Ethnic Group	check
Hispanic or Latino	
Not Hispanic or Latino	

Which of the following racial categories best describes you?

Racial Categories	Check one or more
American Indian or Alaska Native	
Asian	
Black or African American	
Native Hawaiian or Other Pacific Islander	
White	

- b. [If multiple ethnic groups, if at least partially from a target group including African American, Latino, Asian, or White, continue. If not at least partially from a target group, thank them and stop]
  - c. [If multiple ethnic groups]: Is there one ethnic group with which you feel you identify the most?
- 3) Imagine that you want to go to a national resource recreation setting such as a forest or park that you have never been to, for example the [fill in name of nearby National Forest]. Where would you go to find the information you would want?
- 4) Now I'm going to name some common sources of information. I'd like you to tell me how frequently you use these sources to get information about outdoor recreational opportunities, for example if you wanted to go hiking, picnicking, or out for a drive in the forest.

For example, how frequently do you get information about outdoor recreational opportunities from Television? [read foils]

0	1	2	3
Never	Sometimes	Frequently	Very Frequently

- a. Television
- b. Radio
- c. Newspapers
- d. Magazines
- e. Health Care Providers
- f. Pamphlets
- g. Books
- h. Internet
- i. Relatives
- j. Church
- k. Neighbors
- l. Work
- m. Other friends
- n. Community Organization

- 5) Are there other places you get information about outdoor recreational opportunities?
- 6) If you wanted to find out more information about outdoor recreational opportunities, what source would you trust the most?
- 7) Do you participate in outdoor recreational activities? If yes, continue to item 8, if no skip to item 13.
- 8) What are the three types of outdoor activities you participate in most often?
- 9) In the past 12 months, about how many times did you travel more than 30 miles for outdoor activities?
- 10) Have you ever visited the National Forests?
  - a. [If no] What's the main reason you haven't? – Open ended question After reasons provided skip to question 12
  - b. [If yes] When was the last time you visited a National Forest?
    - i. Where did you visit?
  - c. In the last 12 months, approximately how many times did you visit the National Forest?
  - d. What are the three most common activities you do while at the National Forest?
- 11) Is there anything that keeps you from visiting the National Forests more often?
- 12) Here are some activities you might do some place other than the National Forests. In the last few years, have you ever gone:
  - a. Camping
  - b. Hiking
  - c. Fishing
  - d. Picnicking
  - e. Biking
  - f. Water Sports
  - g. Snow Sports
  - h. Horseback riding
  - i. Wildlife viewing
- 13) About how many hours a week do you watch television?
- 14) And when you watch television, what is the primary language the programs are in?
- 15) About how many hours a week do you listen to the radio?
- 16) What radio station or stations do you listen to most often? (get call letters of station or names of programs if mentioned)
- 17) And when you listen to radio, what is the primary language the programs are in?
- 18) About how many hours a week do you spend reading magazines?
- 19) What are the three magazines you read most often?

- 20) About how many hours a week do you spend reading newspapers?
- 21) What are the three newspapers you read most often?
- 22) How many hours a week do you spend on the Internet?
- 23) During these hours, what percentage of time is devoted to the following:
- a. Games
  - b. E-mail
  - c. Shopping
  - d. Gathering news
  - e. Blogs and chat rooms
  - f. Tourism and travel sites
  - g. Other (please specify)
- 24) Approximately how many hours a week do you participate in community activities or with community organizations?
- 25) What are the three community activities or community organizations you participate in most?
- 26) Some people consider religious services a type of community activity. Do you regularly attend religious services?
- a. [If yes] About how many hours a week do you participate in activities with a faith-based organization?
- 27) In what year were you born?
- a. How long have you lived in the United States?
  - b. [If only part of their life] What country were you born in?
  - c. [If only part of their life] What country have you lived in for a majority of your life?
- 28) What is the primary language spoken in your home?
- 29) What is the primary language of the reading materials in your home?
- 30) What is your gender?
- a. Male
  - b. Female
- 31) What is the highest level of education you have completed?
- a. Grade school
  - b. High school (or GED)
  - c. Community college/vocational school diploma
  - d. Bachelor's degree
  - e. Masters
  - f. Doctorate

Thank you. That's all of our questions. Once again, if any questions or concerns have come up over the course of this survey, you can feel free to contact Dr. William Crano at [REDACTED] or Claremont Graduate University's Office of Sponsored Research at [REDACTED]. Thank you.