

# **CUSTOMER SATISFACTION - LAKE VISITATION**

(Personal Interview)

OMB 0710-0001

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# CUSTOMER SATISFACTION -- LAKE VISITATION (For Boaters)

## CATEGORY 1

1. a. Is this your first visit to this lake? \_\_\_YES \_\_\_NO  
b. (IF NO) **How many visits** have you made to this lake in the last 12 months?  
\_\_\_\_\_VISITS
2. How many years have you been boating on \_\_\_\_\_ Lake? \_\_\_\_\_  
YEARS
3. a. About how many days did you boat on \_\_\_\_\_ Lake in (year)?  
\_\_\_\_\_ DAYS  
b. How many of those days were weekend days and how many were weekdays?  
WEEKEND DAYS IN (year) \_\_\_\_\_  
WEEKDAYS IN (year) \_\_\_\_\_
4. Where is your primary residence?  
\_\_\_\_\_
5. How far is the dock or launching area that you use from your home?  
\_\_\_\_\_ MILES

CATEGORY 2

1. What date did you arrive at \_\_\_ lake? \_\_\_\_\_

2. What date do you plan on leaving? \_\_\_\_\_

3. If this is a one-day visit...

How many hours will you be here today? \_\_\_\_\_ hours

4. a. What was the most recent day you boated on \_\_\_\_\_ Lake? If you are unsure of the day, just indicate the month and year.

\_\_\_\_\_  
MONTH DAY YEAR

b. Was that a week day or a weekend day? (circle one)

WEEKDAY WEEKEND DAY

5. What time did you **leave** and what time did you **return** to your dock or boathouse the **last day** you boated? (If you made more than one trip, indicate when you first went out and when you finished boating that day.)

TIME LEFT DOCK \_\_\_\_\_:\_\_\_\_\_ AM/PM (circle AM or PM)

TIME RETURNED TO DOCK \_\_\_\_\_:\_\_\_\_\_ AM/PM (circle AM or PM)

6. a. What type of boat did you use on the river **that day**?

\_\_\_\_\_ Runabout/Speedboat \_\_\_\_\_ House boat \_\_\_\_\_ Personal  
watercraft

\_\_\_\_\_ Ski boat \_\_\_\_\_ Cabin cruiser \_\_\_\_\_ Rowboat/  
Canoe

\_\_\_\_\_ Fishing boat/Bass boat \_\_\_\_\_ Pontoon boat \_\_\_\_\_ Sailboat

\_\_\_\_\_ Other (please describe) \_\_\_\_\_

b. If that boat is motorized, what is the total horsepower of the motor(s)?

\_\_\_\_\_ Horsepower

c. What is the length of that boat?

\_\_\_\_\_ Feet

7. What percent of your time did you spend on the following activities while recreating on \_\_\_\_\_ Lake **the last time out**? (Consider time spent getting to or moving between fishing locations as "Fishing.")

Fishing \_\_\_\_\_ %

Cruising \_\_\_\_\_ %

Swimming \_\_\_\_\_ %

Water Skiing \_\_\_\_\_ %

Relaxing/Sunning)  
in boat (stationary) \_\_\_\_\_ %

Other activities \_\_\_\_\_ % ...please describe

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**(BE SURE THE TOTAL = 100%)**

8. Please list the **MAIN** recreation activities that you came to enjoy (in order of importance to you):

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

CATEGORY 3

1. a. Do you have a **favorite** place to go on \_\_\_\_\_ Lake? If you do, please name it or, if you can't name it, describe that location below.

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b. Why is that your favorite place? (PLEASE BE AS SPECIFIC AS POSSIBLE WITH YOUR EXPLANATION)

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2. a. Are there any parts of \_\_\_\_\_ Lake you deliberately **avoid**? If there are, please name them or, if you can't name them, describe the locations below.

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b. **Why** do you avoid that/those parts of the lake? (PLEASE BE AS SPECIFIC AS POSSIBLE WITH YOUR EXPLANATION.)

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3. What do you **like best** about \_\_\_\_\_ Lake?

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CATEGORY 4

1. a. Are there **other lakes** where you do the same type of boating that you do on \_\_\_\_\_ Lake? If there are, please list them below.

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- b. About how many days do you boat at these **other places** in a typical year?  
\_\_\_\_\_ DAYS

- c. How does this lake **compare** to those lakes?

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- d. Why did you come here today instead of those other places?

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CATEGORY 5

1. a. Have you noticed any **positive or negative changes** on \_\_\_\_\_ Lake in the last **five** years? If you have, please describe the changes below.

Positive: \_\_\_\_\_

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Negative: \_\_\_\_\_

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b. If you noticed changes, have these changes affected your **enjoyment or use** of \_\_\_\_\_ Lake? Please describe any effects below.

Positive:

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Negative:

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CATEGORY 6

1. Are there changes you would **like to see** on \_\_\_\_\_ Lake? If there are, please describe them below.

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CATEGORY 7

1. Which of these statements best describes your **expectation** for the number of boats on the lake?  
(Please Check One)

- I saw ABOUT AS MANY boats as I expected to see today.
- I saw MORE boats than I expected to see today.
- I saw FEWER boats than I expected to see today.

2. Which of these statements best describes your **preference** for the number of boats on the lake?  
(PLEASE ONE)

- I saw ABOUT AS MANY boats as I wanted to see today.
- I saw MORE boats than I wanted to see today.
- I saw FEWER boats than I wanted to see today.

CATEGORY 8

1. Did you have any problems or conflicts with other visitors while on \_\_\_\_\_ Lake?

If yes, please describe the problems below. (PLEASE BE SPECIFIC.)

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CATEGORY 9

Are there any additional comments you would like to make concerning Lake \_\_\_\_\_?