

# TELEPHONE RESERVATION SERVICE SURVEY

(Personal Interview)

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## TELEPHONE RESERVATION SERVICE SURVEY

**You recently made reservations for a Corps of Engineers or Forest Service recreation site (campground, cabin, group shelter, etc.) for xxxx date using a centralized Reservation System. As a customer of this system, your opinions are valuable in helping us give you the best possible service.**

**This survey will take about 10 minutes, so as our way of saying thanks for your time, we will be randomly selecting one respondent to win a xxxx (grand prize), plus 10 additional prizes of xxxx.**

1. a) Did you personally make the reservation for this trip?

- Yes
- No, stop survey

b) If you made the reservation, did you make more than one reservation during your Internet session?

- Yes
- No (go to question #2)

c) If you made more than one reservation, please respond to the following survey using your reservation date outlined above.

2. What type of facility did you make your reservations for?

- Campground
- Cabin
- Group Shelter
- Other

3. What system did you use to make your reservation?

- ReserveAmerica
- ReserveUSA
- The NRRS
- Don't know

4. a) Would you consider using the Internet for your next reservation to a Corps of Engineers or Forest Service recreation site?

- a) Yes
- b) No
- c) Not sure

b) If yes, do you have an email address or access to email?

- a) Yes (go to question #5)
- b) No (go to question #7)
- c) Not sure (go to question #7)

5. Other than email, how often are you on the Internet?

- More than once a day
- Once a day
- 1-6 times a week
- Once every 2 – 4 weeks
- Once every 1-3 months
- Less than once every 3 months

6. What type of connection do you primarily use to access the Internet?

- 33.6K/28.8K/14.4K modem
- 56.6K modem
- Cable modem
- DSL/ADSL Line
- ISDN Line
- T1 or T3 Line (typical at-work connection)
- Other
- Don't know

7. Was this the first time you made an advance reservation for a Corps of Engineers or Forest Service recreation site?

- a) Yes (go to question #9)
- b) No (go to question #8)
- c) Don't know (go to question #9)

8. Including this time, how many times have you made advance reservations for Corps of Engineers or Forest Service recreation sites during the past 12 months?

- a) 1
- b) 2
- c) 3
- d) 4
- d) 5 or more

9. How did you learn about the telephone reservation system?

- a) Newspaper or other media report
- b) Friends or family
- c) Phone book
- d) Camping Show
- e) Internet
- f) Park/Field staff
- g) Brochure at Information Center
- h) At the park or campground
- i) Other

10. How desirable is having the opportunity to make a reservation in advance? Please answer using a scale from 1 through 5, where 1 means not at all desirable and 5 means extremely desirable (check "don't know" if you can't answer the question).

Not at all Desirable 1	Slightly Desirable 2	Moderately Desirable 3	Very Desirable 4	Extremely Desirable 5	Don't Know/ Not Applicable 0
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11. Which, if any, of the following methods have you used in the past 12 months to make a reservation for Corps of Engineers or Forest Service recreation sites? Check all that apply

- Internet only
- Telephone only
- At the park
- Researched on Internet, Reserved by Telephone

12. Did you need help from the reservation agent in selecting a park or recreation area to visit, or a site to reserve?

- Yes
- No
- Don't recall

13. Did you ask the reservation agent for information about local recreation or conditions, regarding the site you reserved?

- Yes
- No
- Don't recall

14. Please rate your satisfaction with the following service items in connection with this reservation. Using a scale from 1 through 5, where 1 means not at all satisfied, 3 is moderately satisfied and 5 is extremely satisfied (check "don't know" if you can't answer the question).

Not at all Satisfied	Slightly Satisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Don't Know/ Not Applicable
1	2	3	4	5	0

- a) Ability to reach the call center
- b) Convenience of Call Center operating hours
- c) Information provided to complete your reservation
- d) Reservation agent's responsiveness to your needs
- e) Reservation agent's courteousness
- f) Reservation agent's knowledge of park reservation policies
- g) Reservation agent's explanation of fees
- h) Reservation agent's explanation of policies
- i) Time needed to complete the reservation

15. a) Did you use a credit card to pay for your reservation on this visit?

- Yes
- No (go to question #16)
- Not sure

b) If yes, was the correct amount charged to your card?

- Yes
- No
- Not sure

16. a) Did you receive a written confirmation of your reservation?

- Yes
- No (go to question #17)
- Not sure

b) Was the information shown on the confirmation letter accurate when compared to the reservation you booked?

- Yes
- No
- Not sure

c) Did the confirmation letter clearly tell you everything you needed to know for this reservation?

- Yes
- No
- Not sure

17. For this reservation, did you: (check all that apply)

- make changes to your reservation (go to question #18)
- cancel your reservation (go to question #19)
- take the trip (go to question #20)

18. For those who made changes, what was your degree of satisfaction with the process? Using a scale from 1 through 5, where 1 means not at all satisfied, 3 is moderately satisfied and 5 is extremely satisfied (check "don't know" if you can't answer the question).

Not at all Satisfied	Slightly Satisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Don't Know/ Not Applicable
1	2	3	4	5	0

19. a) If you cancelled your reservation, was the cancellation process convenient?

- a) Yes
- b) No

b) Did you receive your cancellation refund within 30 days?

- a) Yes (go to question #21)
- b) No (go to question #21)
- c) Not Sure (go to question #21)

20. When you arrived at the park or recreation area to claim your reservation, did you encounter any of the following problems? (check all that apply)

- I did not get the site I reserved
- There was no record of my reservation
- The site amenities were different than described
- No one was available to check me in
- My Site wasn't ready
- My reservation had been canceled
- Other

21. Please indicate your level of satisfaction with each of the following items Using a scale from 1 through 5, where 1 means not at all satisfied, 3 is moderately satisfied and 5 is extremely satisfied (check "don't know" if you can't answer the question).

- a) Overall SATISFACTION with the Reservation Agent
- b) Overall SATISFACTION with the Reservation Service
- c) Overall SATISFACTION with the characteristics of the site you occupied
- d) Overall SATISFACTION with your stay in this recreation area

Not at all Satisfied	Slightly Satisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Don't Know/ Not Applicable
1	2	3	4	5	0

The last few questions are for classification only. These questions will help us better understand who is using the reservation system

22. What is the highest level of education you have completed?

- Some high school or less
- Graduated high school
- Some college
- Trade/Technical/Vocational training
- Graduated from college
- Post-graduate work

23. How old are you?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

24. Is English your primary language?

- a) Yes
- b) No

25. What is your primary ethnic identity?

a) Race:

- American Indian or Alaskan Native
- Asian
- Black or African America
- White
- Native Hawaiian or Other Pacific Islander

b) Ethnicity:

- Hispanic or Latino
- Not Hispanic or Latino

26. Please indicate which group represents your total pre-tax household income for last year? Please circle one box.

Less than \$10,000	\$50,000-\$74,999
\$10,000-\$14,999	\$75,000-\$99,999
\$15,000-\$24,999	\$100,000-\$149,999
\$25,000-\$34,999	\$150,000-\$199,999
\$35,000-\$49,999	\$200,000 or more

27. What is your gender?

- a)  Female
- b)  Male

28. Would you like someone to contact you regarding any of the issues in this survey?

- a) Yes
- b) No