Contact Procedures and script – Survey Interceptions

There are two requirements that every potential respondent must meet:
- They must not have participated in this survey before
- They must be 18 years of age or older

We will gather the sample from individual park visitors. When sampling a group, we will ask one person from the group to participate in the survey. This individual will be selected by determining the person within the group who has had the most recent birthday (over 18 years of age).

Flowchart:

Would you like to participate in our study?
- YES → Is this the first time you have been approached by someone from ECU while at BISC?
- NO → May I ask you a few questions?

May I ask you a few questions?
- YES → Is anyone in your group 18 or over?
- NO → Thank you. Have a great day!

Is this the first time you have been approached by someone from ECU while at BISC?
- YES → Are you 18 or over?
- NO → Is anyone in your group 18 or over?

Are you 18 or over?
- YES → Record – age, gender, race and ethnicity on visitor contact sheet
- NO → Is anyone in your group 18 or over?

Is anyone in your group 18 or over?
- YES → Record – age, gender, race and ethnicity on visitor contact sheet
- NO → Thank you. Have a great day!

Record – age, gender, race and ethnicity on visitor contact sheet →
Ask for and record Primary on-site Activity
- NO → Thank you. Have a great day!

Ask for and record Primary on-site Activity →
Obtain contact information Record on visitor contact sheet →
Explain Follow-up process →
Thank you. Have a great day!

Legend:
- → = YES response (green)
- → = NO response (red)

Sample Script

Hi my name is ___ and I am with East Carolina University. We are conducting a survey of visitors at [park name]. This study will help the park managers better understand visitor recreational uses. They need this information to understand visitor attitudes, and perceptions concerning marine resources. Would you be willing to participate in our study?

RESPONSE = YES

> Has anyone from ECU approached you while you were at BISC [or DRTO] today or during any other visit to <u>this</u> National Park this summer?
> - *Yes, thank them for their time and have a nice day;*
> - *No, proceed to next item*

Ask: Are you over 18 years of age?
- *Yes, proceed to next item;*
- *No, is anyone in your group 18 years of age or older;*
- *If still No, have a nice day*

Ask: What primary on-site activity did you participate in today?
- Allow visitor to respond. Use contact log sheet to record responses.

Record – *age, gender and race and ethnicity on contact sheet (ask respondent for clarification when necessary)*

Follow- up information: We will be sending out questionnaires via mail or Internet to visitors of [park name]. Since you have agreed to participate in the study, I will need your basic contact information so that we can send the survey to you in about two weeks. Would you prefer to complete the survey on the Internet or would you like to receive a copy in the mail?

Use contact log sheet to record:
- name,
- address, and/or email address.

To reassure you, your responses to the survey will be completely anonymous and your personal information with your details will never be sold or used for any other purpose than this mailing.

Thank you very much. We really appreciate your willingness to participate in this study. We will send you instructions for the survey in about two weeks.

RESPONSE = NO
"May I ask you a few questions today?"

YES,

- **Ask** - *is anyone in your group 18 years of age or older If still No, have a nice day*
- **Record** – *age, gender and race and ethnicity on contact sheet (ask respondent for clarification when necessary)*
- **Ask** - What primary on-site activity did you participate in today?
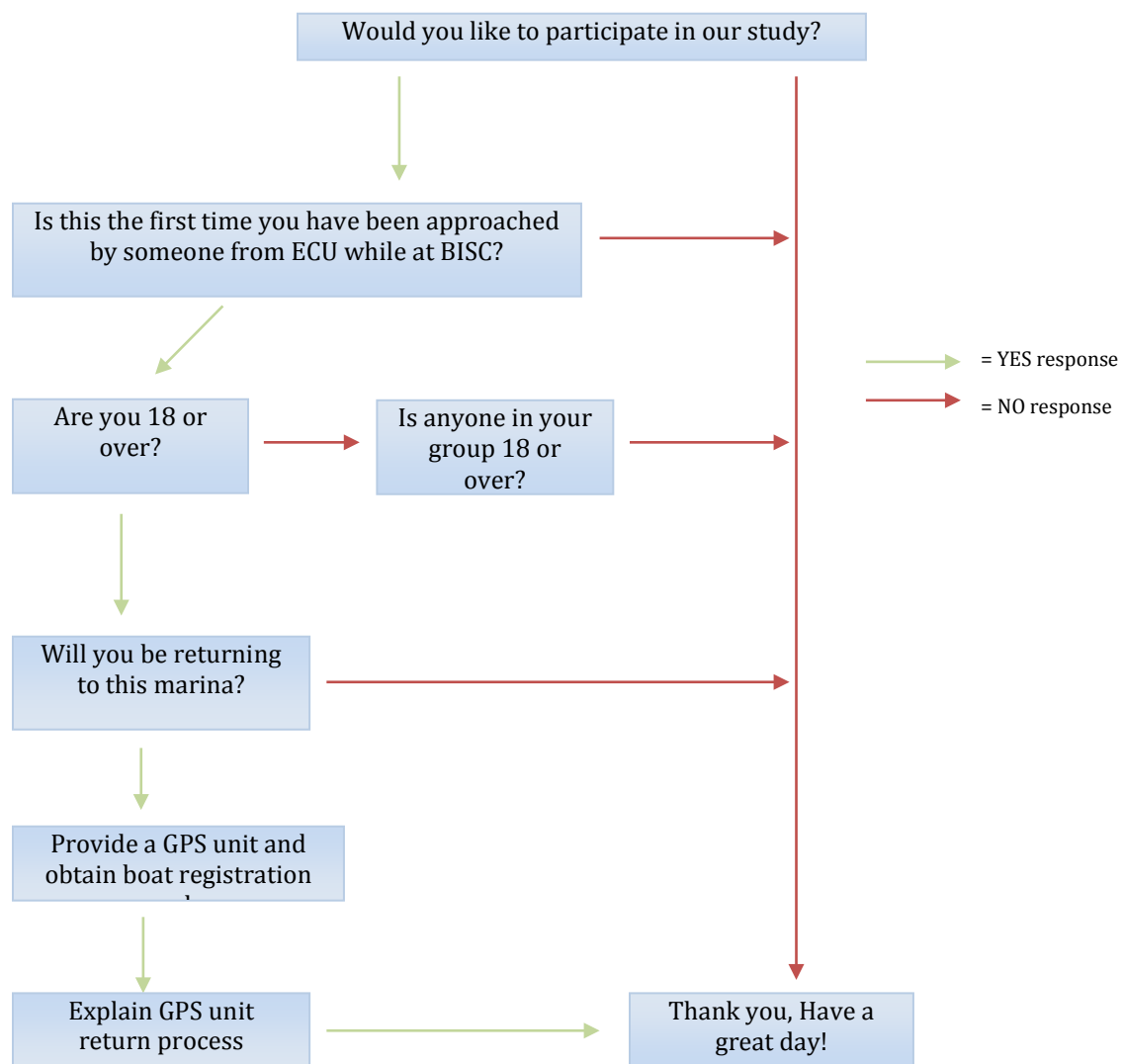[Allow visitor to respond -use contact sheet to record responses.]

NO, *Have a nice day*

Contact Procedures and script – GPS Tracking Study

There are three requirements that every potential respondent must meet:
- They must not have participated in this survey before
- They must be 18 years of age or older
- They must be traveling on a privately owned boat leaving and returning to one of the three marinas where interceptions are occurring.

We will gather the sample from individual park visitors. When sampling a group, we will ask one person from the group to participate in the survey. This individual will be selected by determining the person within the group who has had the most recent birthday (over 18 years of age).

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                    ┌──────────────────────────────────────────┐
                    │ Would you like to participate in our study?│
                    └──────────────────────────────────────────┘

  ┌──────────────────────────────────────┐
  │ Is this the first time you have been  │
  │ approached by someone from ECU        │
  │ while at BISC?                        │
  └──────────────────────────────────────┘

  ┌─────────────┐     ┌──────────────┐                    ──────▶  = YES response
  │ Are you 18  │     │ Is anyone in │
  │ or over?    │     │ your group   │                    ──────▶  = NO response
  │             │     │ 18 or over?  │
  └─────────────┘     └──────────────┘

  ┌──────────────────┐
  │ Will you be      │
  │ returning to     │
  │ this marina?     │
  └──────────────────┘

  ┌──────────────────────┐
  │ Provide a GPS unit   │
  │ and obtain boat      │
  │ registration         │
  └──────────────────────┘

  ┌──────────────────┐              ┌──────────────────┐
  │ Explain GPS unit │              │ Thank you, Have a│
  │ return process   │              │ great day!       │
  └──────────────────┘              └──────────────────┘
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Sample Script

Hi my name is ___ and I am with East Carolina University. We are conducting a survey of visitors here at Biscayne National Park. This study will help the park managers better understand how visitors are using the park for recreational trips and the diverse range of activities that are happening within the park. Managers need this information to understand visitor attitudes, and perceptions concerning marine resources around the park. Would you be willing to participate in our study?

   RESPONSE = *Yes: proceed to next item;*
                   ***No**: Thank you for your time and have a nice day*

   Ask: First, has anyone from ECU approached you while you were at here today or during any other visit to Biscayne National Park this summer?

- ***Yes,** thank them for their time and have a nice day;*
- ***No,** proceed to next item*

   Ask: Are you over 18 years of age?
- ***Yes,** proceed to next item;*
- ***No,** is anyone in your group 18 years of age or older;*
- ***If still No,** have a nice day*

   In order to help managers understand marine use patterns, we are asking visitors to help us understand where in the park people go to recreate. Would you mind putting this small GPS unit on your boat today and returning it to us here at [marina] at the end of your day? All we ask is that you keep the GPS unit on the boat during your time in BISC. It will record your route over the course of the day.
- ***Yes,** Will you be returning to this marina?*
  - ***Yes,** ask for the FL registration number of their boat; provide them with a GPS unit;*
  - ***No,** thank them for their time and have a nice day*

   There will be an ECU representative here all day but if you can't see us please drop the GPS unit in the locked box marked ECU on the dock so we can retrieve it. As you see our phone number is stamped on the GPS unit. If you need to contact us please do not hesitate to call. Any information that is gathered from this effort will be completely anonymous and your details will never be sold or used for any other purpose than this study.
- ***Yes,** thank them for their time;*
- ***No,** have a nice day*

   Thank you very much. We really appreciate your help. Thank you for taking the time to participate in this study.