

Clark County, NV - Hispanic Recreational Use Patterns Survey

CELL PHONE INTRODUCTION:

Q1a: Hello, my name is [] and I'm calling on behalf of the National Park Service and we are wondering if you have some time to answer a short survey. I'm not calling to sell you anything. Have I reached you on your cell phone?

- a. YES [Proceed to Q1b]
- b. NO/REFUSES TO SAY [Proceed to Q1c]
- c. NEEDS SPANISH INTERVIEW [Schedule Bilingual callback]

Q1b: I'm not allowed to interview you if you're driving or doing anything that could put your safety at risk. Is it safe to talk to you now or should I call back another time?

- a. SAFE [Proceed to Q1c]
- b. NOT SAFE [Thank and end call- code for Callback]

INTRODUCTION:

Q1c: Your phone number was randomly selected for a local survey. The purpose of the survey is to help the National Park Service better serve our local Hispanic and Latino residents. The University of Nevada, Las Vegas and the Southern Nevada Agency Partnership is helping by conducting this survey. We want to hear what people from this area think about the outdoor recreation areas and public lands in Clark County. This survey should take about 17 minutes to complete.

SUPPLEMENTAL INTRO, IF RESPONDENT HESITATES OR ASKS ABOUT WHO IS CONDUCTING THE SURVEY:

This survey has been approved by the Office of Management and Budget (OMB). All of your answers are completely voluntary. Your responses will help us to understand more about outdoor recreation in this area. The reports we prepare will summarize our findings and we will not provide information that identifies you to anyone outside the study team.

IF NEEDED:

It's really important that we get opinions from local Hispanic and Latino residents. The results of this survey will help improve outdoor recreation opportunities in our community. As I mentioned, we want to hear what people from this area think about the outdoor recreation areas and public lands in Clark County. No action may be taken against you for refusing to supply the information requested. No personal data will be recorded that will identify you. Your phone number will be separated from your answers, so the final data will be anonymous. Participation in this survey is expected to average about 15 minutes per household. U.S. Code 16-1a-7 authorizes collection of this information. The OMB approval number is [1024-0224] with an expiration date of [6/31/2011]. You may direct comments on any aspect of this survey toll-free to The University of Nevada, Las Vegas [phone number not yet assigned].

May I proceed?

- a. Yes [Go to Q5a]
- b. No – IRATE REFUSAL [Thank and terminate]
- c. No - SOFT REFUSAL [Go Q1d]
- d. Callback Request [Schedule callback]
- e. Self Report Non-Hispanic/Latino [Thank and terminate]

QId: May I call you back at a more convenient time, it's important that we get responses from a variety of households, whether you visit local public lands and parks or not.

- a. I'll take the survey [Go to **QSa**]
- b. No – IRATE REFUSAL [Thank and terminate]
- c. No - SOFT REFUSAL [Go to **NRB_SCREEN SUBSECTION**]
- d. Okay callback [Schedule callback]
- e. Self Report Non-Hispanic/Latino [Thank and terminate]

QSa: Thank you for agreeing to participate in the survey. Before we continue, may I ask if you are over 18 years old and the person in your household who has the next birthday?

- a. Yes [Go to **QSc**]
- b. No [Go to **Qsb**]
- c. Don't Know/Not sure [Go to **Qsb**]
- d. No Answer/Refused [Go to **Qsb**]

Qsb: I'm sorry, in order to make sure we conduct this survey appropriately, I need to speak with the person in your household who is 18 years of age or older and who has the next birthday. Is that person available?

- a. Yes –Repeat Intro/new contact [Go to **QSc**]
- b. No (unavailable)-Callback [Schedule callback]
- c. Don't Know/Not sure [Thank and Terminate/Disqualify (DQ)]
- d. No Answer/Refused [Thank and terminate/DQ]

QSc: Do you consider yourself to be Hispanic or Latino?

- a. Yes [Go to **Q_1**]
- b. No [Go to **Qsd**]
- c. Don't Know/Not sure [Go to **Qsd**]
- d. No Answer/Refused [Go to **Qsd**]

Qsd: I'm sorry, this survey has been designed specifically to gather input from local Hispanic and Latino residents, is there someone at this phone number who is Hispanic or Latino that I can speak to now, or could I call back some other time?

- a. Yes – Another Person [Go to **Q_1**]
- b. Yes - Callback [Schedule callback]
- c. Don't Know/Not sure [Thank and terminate]
- d. Refused/No answer [Thank and terminate]

The questions in this section were taken from Topic Area 3 - Trip Behaviors: Individual Activities and Uses of Parks Variations (Q 1-9)

Q_1: Generally speaking, have you visited any local parks, recreation, or natural areas during the past two years?

- a. Yes
- b. No

- c. Don't know/Not sure
- d. Refused/No answer

Q_2: To the best of your recollection, when was the last time you visited any local parks, recreation or natural areas?

- a. Within the past week
- b. Within the past week to two weeks
- c. Within the past two weeks to a month
- d. Within the past month to six months
- e. Within the past six months to a year
- f. Within the past year to two years
- g. Don't know/Not sure
- h. Refused/No answer

Q_3: Generally speaking, how often would you say you visit local parks, recreation, or natural areas?

- a. Two or more times a week
- b. Once a week
- c. Two to four times a month
- d. Once a month
- e. Less than once a month
- f. Don't know/Not Sure
- g. Refused/No answer

Q_4: Generally speaking, which local park, recreation, or natural area do you visit most often? [TYPE RESPONSE AND REPEAT TO RESPONDENT TO VERIFY ENTRY] [OPEN ENDED]

Q_5: Now I'd like to ask you specifically about federally managed public lands in Clark County. To the best of your recollection, have you EVER visited any national park, historic site, monument, or other unit managed by a federal agency in Clark County? You don't have to know the name; I'm just interested in whether you THINK you've visited any of these places?

- a. Yes
- b. No [Go to Q_39]
- c. Don't know/Not sure [Go to Q_39]
- d. Refused/No answer [Go to Q_39]

I'm going to read you a series of names and for each one of them I'd like you to tell me whether you have visited them in the past 2 years: *[Use this PROMPT if needed before each category: Have you visited {repeat area name(s)} during the past two years?]*

Q_6: Lake Mead:

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_7: Red Rock Canyon or Sloan Canyon:

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_8: Spring Mountains, which would include Mt. Charleston and Kyle or Lee Canyons:

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_9: How about the Sheep Mountains? This would include Corn Creek, Ash Meadows, or Pahrnaghat locations within the Desert National Wildlife Refuge.

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

[IF any of Q_6 through Q_9 = Yes, continue to Q 10. All others Skip to Q_39]

This next section of the survey (Questions 10-39) will be used to gather information from the respondents self-reporting themselves as public land users based on the response to Q_5a.

The questions in this section were taken from Topic Area 7 – Individual Opinions on Park Management (Q 10-12)

Q_10: In thinking about your visit(s) to public lands in Clark County, did you feel positive or negative about your experiences overall?

- a. Very Positive
- b. Somewhat positive
- c. Neutral (neither positive nor negative)
- d. Somewhat negative
- e. Very negative
- f. Refused/No answer

Q_10a. PROBE: What specifically caused you to have negative experience? [OPEN ENDED]

Q_11: In thinking about your visit(s) to public lands in Clark County, would you say that informational signs are easy or difficult to understand?

- a. Very easy
- b. Somewhat easy
- c. Neutral (neither easy nor difficult)
- d. Somewhat difficult
- e. Very difficult
- f. Refused/No answer

Q_12: In thinking about your visits(s) to public lands in Clark County, what, if anything, would you change about your experience? [OPEN ENDED]

The questions in this section were taken from Topic Area 3 – Individual Activities and Uses of Parks (Q 13-15)

Q_13: Which federally managed public land in Clark County have you visited most often?

- a. Lake Mead
- b. Red Rock Canyon or Sloan Canyon
- c. The Spring Mountains, which includes Mt. Charleston and Kyle or Lee Canyons
- d. The Sheep Mountains, which includes the Corn Creek Desert, Ash Meadows, or Pahrnaghat National Wildlife Refuge
- e. Other (specify)
- f. Don't know/Not sure
- g. Refused/No answer

Q_14: To the best of your recollection, when was the last time you visited [RESPONSE TO Q_13]?

- a. Within the past week
- b. Within the past week to two weeks
- c. Within the past two weeks to a month
- d. Within the past month to six months
- e. Within the past six months to a year
- f. Within the past year to two years
- g. Don't know/Not sure
- h. Refused/No answer

Q_15: And how often do you typically visit [RESPONSE TO Q_13]?

- a. Two or more times a week
- b. Once a week
- c. Two to four times a month
- d. Once a month
- e. Less than once a month
- f. Don't know/Not Sure
- g. Refused/No answer

T The questions in this section were taken from opic Area 2 – Trip/Visit Characteristics

Q_16. What would you say were the two or three main reasons for visiting [RESPONSE TO Q_13]?

- a. It was an opportunity to interact with nature
- b. It's a healthy way to spend leisure time
- c. To feel relaxed and peaceful
- d. It's an opportunity to spend time with family/friends
- e. It was an opportunity to take part in physical activities outdoors
- f. The location is close to my home
- g. I did not have to pay to visit the site
- h. Other (specify)
- i. Don't know/Not sure
- j. Refused/No answer

The questions in this section were taken from Topic Area 3 – Individual Activities and Uses of Parks Resources (Q 17-35)

Q_17. When you last visited [Response to Q_13], did you...

- a. Visit alone
- b. Visit with friends/family
- c. Visit with a social group (church, sports team, etc.)
- d. Don't know/Not sure
- e. Refused/No answer

When thinking about the time you've spent at federally managed public lands in Clark County during the past two years, have you ever engaged in the following activities?

Q_18: Driving for pleasure (scenic driving)

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_19: Viewing/photographing wildlife

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_20: Viewing/photographing scenery, plants, flowers, etc.

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_21: Visiting a nature center, natural trail, or visitor center

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_22: Picnicking or outdoor celebrations

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_23: Riding a dirt bike or All Terrain Vehicle (ATV)

- a. Yes
- b. No

- c. Don't know/Not sure
- d. Refused/No answer

Q_24: Hiking, walking, or running

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_25: Skiing, snowboarding, sledding or other snow play

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_26: Swimming, boating, water skiing, jet skiing, canoeing, kayaking or other water play

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_27: Bicycling (road or mountain)

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_28: Fishing

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_29: Rock Climbing

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_30: Bird watching

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_31: Backpacking

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_32: Horseback riding

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_33: Camping

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_34: Hunting

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_35: Field trip or other educational activity

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

T The questions in this section were taken from opic Area 2 – Trip/Visit Characteristics

Q_36: If you had to pick one, on which day of the week would you most likely consider visiting federally managed public lands in Clark County?

- a. Monday
- b. Tuesday
- c. Wednesday
- d. Thursday
- e. Friday
- f. Saturday
- g. Sunday
- h. Don't know/Not sure
- i. Refused/No answer

The questions in this section were taken from Topic Area 7 – Individual Opinions on Park Management (Q 37-38)

Q_37. Which of the following best describes who you think should be responsible for keeping federally managed public lands in Clark County clean and in good condition?

- a. Nobody
- b. Only employees of federally managed public lands
- c. Only visitors to federally managed public lands
- d. Employees and visitors of federally managed public lands
- e. Don't know/Not sure
- f. Refused/No answer

Q_38. What do you think is the most important environmental issue facing our federally managed public lands in Clark County?

- a. Littering on the sites
- b. Vandalism of property on sites
- c. Availability of water
- d. Protection of plant and animals
- e. Pollution
- f. Other (specify)
- g. Don't know/Not sure
- h. Refused/No answer

[ALL ANSWERS SKIP TO Q_67]

This next section of the survey (Questions 39-68) will be used to gather information from the respondents self-reporting themselves as non-public land users based on the response to Q_5b.

The questions in this section were taken from Topic Area 3 – Individual Activities and Uses of Park Resources (Q 39-43)

Q_39. Can you tell me why haven't you visited any federally managed public lands in Clark County during the past two years? Public lands refer to governmental owned land, often used for recreational activities. [SELECT ALL THAT APPLY]

[INTERVIEWER WILL RANDOMIZE OPTIONS]

- a. I'm not interested
- b. I'd rather spend time in other ways
- c. I don't have time
- d. I don't know anything about the sites
- e. I don't have transportation
- f. I don't have the necessary equipment
- g. It's too far from where I live
- h. The rangers/employees don't speak my language
- i. It's too expensive
- j. I'd rather visit community parks
- k. I don't feel comfortable
- l. I don't like to spend time outdoors
- m. I don't feel safe
- n. I don't have anyone to go with
- o. I don't know where to go
- p. There's no place to play sports
- q. I don't know the rules
- r. Other (specify)
- s. Don't know/Not sure
- t. Refused/No Answer

Generally speaking, please tell me how familiar you are with each of the following sites. By that I mean, how familiar or unfamiliar are you with their location, operating hours, and amenities for each of the following:

Q_40: Lake Mead, would you say you are...?

- a. Very familiar
- b. familiar
- c. unfamiliar
- d. Very unfamiliar
- e. Don't know/Not sure
- f. Refused/No answer

Q_41: And what about Red Rock Canyon or Sloan Canyon, would you say you are...?

- a. Very familiar
- b. familiar
- c. unfamiliar
- d. Very unfamiliar
- e. Don't know/Not sure
- f. Refused/No answer

Q_42: And what about the Spring Mountains, which includes Mt. Charleston and Kyle and Lee Canyons would you say you are...?

- a. Very familiar
- b. familiar
- c. unfamiliar
- d. Very unfamiliar
- e. Don't know/Not sure
- f. Refused/No answer

Q_43: What about the Sheep Mountains? This would include Corn Creek, Ash Meadows, or Pahrnaghat locations within the Desert National Wildlife Refuge. Would you say you are...?

- a. Very familiar
- b. familiar
- c. unfamiliar
- d. Very unfamiliar
- e. Don't know/Not sure
- f. Refused/No answer

The questions in this section were taken from Topic Area 3 – Individual Activities and Uses of Park Resources (Q_44-63)

On a scale of one to seven, with one meaning “not at all interested” and seven meaning “very interested”, please tell me how interested you are in participating in each of the following activities:

Q_44: Driving for pleasure (scenic driving)

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_45: Viewing/photographing wildlife

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_46: Viewing/photographing scenery, plants, flowers, etc.

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_47: Visiting a nature center, natural trail, or visitor center

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_48: Picnicking or outdoor celebrations

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_49: Riding a dirt bike or All Terrain Vehicle (ATV)

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_50: Hiking, walking, or running

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_51: Skiing, snowboarding, sledding or other snow play

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_52: Swimming, boating, water skiing, jet skiing, canoeing, kayaking or other water play:

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_53: Bicycling (road or mountain)

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_54: Fishing

- | | | | |
|---------|--------|----------|----------------------|
| a. One | b. Two | c. Three | d. Four |
| e. Five | f. Six | g. Seven | h. Refused/No answer |

Q_55: Rock Climbing

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

Q_56: Bird watching

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

Q_57: Backpacking

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

Q_58: Horseback riding

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

Q_59: Camping

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

Q_60: Hunting

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

Q_61: Field trip or other educational activity

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

Q_62: Recreate in a local park

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

Q_63: Play Sports in local parks/fields

- a. One
- b. Two
- c. Three
- d. Four
- e. Five
- f. Six
- g. Seven
- h. Refused/No answer

The questions in this section were taken from Topic Area 2 – Trip/Visit Characteristics (Q64-65)

Q_64: If you knew that you could participate in certain types of activities on federally managed public lands in Clark County without paying fees, would you be more likely to consider visiting them or would it make no difference to you?

- a. More likely to consider visiting
- b. Makes no difference
- c. Don't know/Not sure
- d. Refused/No answer

Q_65: What, if anything, would encourage you to visit public lands in Clark County?

- a. If public lands were closer to where I live
- b. If I had more time to visit public lands

- c. If I had someone to come with me
- d. If I understood the rules or policies for visiting public lands
- e. If I knew where public lands in Clark County were located
- f. If I had more information on the types of things I can do at public lands/what they have to offer at public lands
- g. Other (specify)
- h. Nothing
- i. Refused/No answer

The questions in this section were taken from Topic Area 7 – Individual Opinions on Park Management

Q_66. Which of the following best describes who you think should be responsible for keeping federally managed public lands in Clark County clean and in good condition?

- a. Nobody
- b. Only employees of federally managed public lands
- c. Only visitors to federally managed public lands
- d. Employees and visitors of federally managed public lands
- e. Don't know/Not sure
- f. Refused/No answer

The questions in this section will provide responses from -ALL SURVEY RESPONDENTS---

The questions in this section were taken from Topic Area 1 - Individual Characteristics (Q67 – 79)

Q_67. Please tell me, what is your FIRST, most often used source for news and information about local community events and recreation activities?

- a. Pamphlets
- b. Posters
- c. Informational fairs
- d. Radio news
- e. Radio ads
- f. Television news
- g. Television ads
- h. Computer/Internet
- i. Mobile Phone/Personal Data Assistant (PDA)
- j. Social networking sites like Facebook, MySpace, or Twitter
- k. Word of mouth (family, friends, co-workers)
- l. Other (specify)
- m. Don't Know/Not sure
- n. Refused/No Answer

Q_68. Please tell me, what is your SECOND most often used source for news and information about local community events and recreation activities?

- a. Pamphlets
- b. Posters
- c. Informational fairs
- d. Radio news
- e. Radio ads
- f. Television news
- g. Television ads
- h. Computer/Internet

- i. Mobile Phone/Personal Data Assistant (PDA)
- j. Social networking sites like Facebook, MySpace, or Twitter
- k. Word of mouth (family, friends, co-workers)
- l. Other (specify)
- m. Don't Know/Not sure
- n. Refused/No Answer

Q_69. Do you have regular access to internet service?

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused/No answer

Q_70. In what language do you prefer to get your information about national parks?

- a. English
- b. Spanish
- c. Either English or Spanish
- d. Don't know/Not sure
- e. Refused/No answer

Q_71. How long have you lived in Clark County?

- a. Less than one year
- b. One to three years
- c. Four to six years
- d. Seven to ten years
- e. Eleven to twenty years
- f. More than twenty years
- g. Don't know/Not sure
- h. Refused/No answer

Q_72. How long have you lived in Nevada?

- a. Less than one year
- b. One to three years
- c. Four to six years
- d. Seven to ten years
- e. Eleven to twenty years
- f. More than twenty years but not my whole life
- g. My whole life
- h. Don't know/Not sure
- i. Refused/No answer

Q_73. What is the highest level of education that you've completed?

- a. Up to 8th grade
- b. 9th to 11th grade
- c. High school graduate or GED certificate
- d. Some college, no degree
- e. Degree from technical school or community college
- f. University degree – 4 year
- g. Some graduate school, no advanced degree
- h. Graduate degree or higher
- i. Don't know/Not sure
- j. Refused/No answer

Q_74. How many children under the age of 18 currently live in your home? (Record entry and repeat response for confirmation?)

- a. OPEN-ENDED
- b. Refused/No answer

Q_75. In what year were you born (record last two digits and repeat response for confirmation?)

- a. OPEN-ENDED
- b. Refused/No answer

Q_76. What is your zip code? Enter and repeat response for confirmation.

- a. OPEN-ENDED
- b. Refused/No answer

Q_77: Which one of the following income groups best describes your total income in 2009, before taxes?

- a. Less than 10,000 dollars
- b. 10,000 to 25,000 dollars
- c. 25,000 to 50,000 dollars
- d. 50,000 to 75,000 dollars
- e. 75,000 to 100,000 dollars
- f. 100,000 to 150,000 dollars
- g. Over 150,000 dollars
- h. Don't know/ Not sure
- i. Refused/No answer

Q_78. Gender observation:

If needed: I'm required to ask, are you male or female?

- a. Male
- b. Female

CLOSING: THANK YOU SO MUCH FOR YOUR TIME; I REALLY APPRECIATE YOUR PARTICIPATION.