

Introductory Script and Letters Used in Contacting On-site Visitors

Hello! The National Park Service is conducting a visitor survey at Yosemite Happy Isles and Half Dome Trail Corridors to get your opinions about this park's programs and services. If you take a questionnaire, we would like to receive a completed before the end of your visit today. It should take about 10 minutes to complete once you get started. Which person in your group has the next birthday (at least 18 years old)? Are you willing to participate?

➔ If YES – ask non response bias questions. Record responses in spaces provided on the tracking sheet.

➔ If NO– (soft refusal) - ask if they would be willing to answer non response bias questions. Record responses in spaces provided on the tracking sheet

Non Response Bias Questions.

1. *Where did you start your hike today?*
2. *Did you encounter a park ranger on your hike today?*
3. *Approximately how many previous hikes have you taken in Yosemite National Park in the past 12 months*

➔ If NO– (hard refusal) - end the contact and thank them for their time.

Sample Survey Log

Day: M T W Th F Sa Su Date: ____ / ____ , 2011

Surveyor: _____

“Hello! The NPS is conducting a visitor survey at Yosemite’s Half Dome and Happy Isles Trails to get your opinions about the park’s programs and services. If you take a mail-back questionnaire, we want the completed one back. It will take about 10 minutes to complete after your visit. I need to speak to the person that has the next birthday (**at least 18 years old**). Are you willing to participate?”

Non-response Questions

1. Where did you start your hike today?
2. Did you encounter a park ranger on your hike today?
3. Approximately how many previous hikes have you taken in Yosemite National Park in the past 12 months

Inter-viewer initials	Time	Already rec'd Q. (Y or N)	Refused v	Gender and Age of participant			Where did you start your Hike?	Did you encounter a park ranger today?	How many hikes in the past 12 months?	Reason for refusal
				Male	Female	Age				