

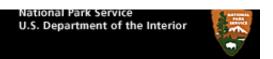
#### **Conservation + Recreation Newsletter Satisfaction Survey**

#### Welcome and Thank you!

The following is a brief, completely voluntary and anonymous survey that is intended to help the National Park Service (NPS) reach its goals in providing a high quality publication to all interested stakeholders. In an effort to improve the Conservation + Recreation newsletter, we ask questions about the accessibility and utilization of the information provided by NPS. We hope to gain substantial knowledge about our newsletter. Please answer the questions as completely and thoughtfully as possible. No personal information will be attached to your survey response. Because of this, the publishers of this newsletter will have no way of getting in touch with you to follow-up with your responses, so please be as thorough as possible. Again, your participation in this survey is completely voluntary and your responses will be anonymous.

PAPERWORK REDUCTION ACT STATEMENT: A Federal agency may not conduct or sponsor and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. This information collection is approved under OMB Control Number 1090-0011, with an expiration date of 06/30/2015. Public burden for the collection of this information is estimated to average 10 minutes per response. Comments concerning clarity, utility of information or burden reduction may be sent to the Information Collection Clearance Officer, National Park Service, 1201 I Street, NW., MS 1242, Washington, D.C. 20005.

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#### **Conservation + Recreation Newsletter Satisfaction Survey**

### Experience

First, we'd lik	ce to hear	about your	experience so	o far with	the newsletter:

1. Hov	w long	have	you	been	receivin	g the	newsl	etter?
Le	ess than	3 mont	hs					

3-6 months

7-12 months

More than 12 months

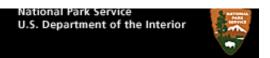
# 2. Of the Conservation + Recreation newsletters that you have received, how many have you actually read?

None
Less than half
Roughly half
More than half

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#### 3. How did you find out about the newsletter?

Through a colleague
Through a friend
Found it on Facebook
Found it on the National Park Service Website
Other (please specify)



#### **Conservation + Recreation Newsletter Satisfaction Survey**

#### Perception

Next, we are interested in your perception of the newsletter:

#### 4. To what extent do you find that the newsletter:

1 (Not at all) 2 (To a very 3 (To some 4 (To a great 5 (To a very N/A (Not little extent) extent) extent) great extent) Applicable)

Content is presented in an understandable

way

Provides a reputable source of information

Provides up to date

information

Provides information that is relevant to your interests

Provides information that is relevant to your work

Has encouraged you to become more active in outdoor recreation and conservation activities

Has encouraged you to become a leader in your community

5. Please rate each of the sections of the newsletter (listed below) according to the section's usefulness to you (using a scale of 1-5 with 1 being not at all useful and 5 being extremely useful):

1 (Not at all 2 (Somewhat 3 (Moderately useful) 2 (Somewhat 3 (Moderately useful) 4 (Very useful) 5 (Extremely N/A (Not useful) Applicable)

In the News

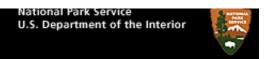
Findings (Featured studies)
Tools (Featured helpful tools, includinoุ applications)
Grants and Job Opportunities (Featured grants of the month)
Trail of the Month (Featured trails of the month)
A Tip of the Hat (NPS salute to outstanding partners)

### 6. How often would you like to receive the newsletter?

Once a week			
Once a month			
Every other month			
Twice a year			
Once a year			
Other (please specify)			

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**Conservation + Recreation Newsletter Satisfaction Survey** 

#### Conservation and Recreation Activities

Next, we are interested in your participation in conservation and recreation activities:

7. Currently, how active are you typically in outdoor recreation by the number of days per month that you engage in any form of outdoor recreation (such as bicycling, camping, hiking, or any other activity you enjoy)? You are said to have engaged in a day of recreation if you participated in some outdoor recreation activity in a given day, regardless of the duration of the recreation activity in that day.

0 days per month

1-3 days per month

4-6 days per month

7-9 days per month

10-12 days per month

13 or more days per month

8. Currently, how active are you in conservation by the number of days per week that you engage in any one of the following activities (e.g., trail and river preservation, park development and preservation, or any other activity that you enjoy)? You are said to have engaged in a day of conservation if you participated in a conservation activity on a given day, regardless of the duration of the conservation activity in that day.

0 days per month

1-3 days per month

4-6 days per month

7-9 days per month

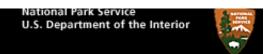
10-12 days per month

13 or more days per month

9. Have you phoned, emailed, or met with someone from the National Park Service to talk about conservation or recreation issues in your community? If so, how many times in the past 12 months have you had those kinds of personal communications?

3 time	es es
4 time	es ·
5 or m	nore times
I have	not had any of these types of communications
10. Whic	h of the following best describes you? (Select all that apply)
I am e	employed by an organization that is concerned with conservation and recreation
I am a	a member of a conservation or recreation concerned organization
I am g belong to)	generally interested in conservation and recreation matters (outside of work and the organizations that I
I am a	a Federal employee
I am a	an employee of the Department of the Interior or any of its bureaus
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2 times



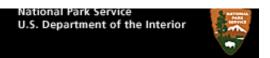
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### Final Thoughts

Finally, please answer the following questions to help the National Park Service improve the newsletter:
11. Briefly explain why you choose to receive the newsletter. (Please limit yourself to one sentence.)
12. What is the likelihood that you would recommend this newsletter to your friends and/or colleagues?
Very Likely to recommend
Likely to recommend
Not Likely to recommend
Would not recommend
Briefly explain why
13. In an effort to deliver the best possible product to our stakeholders, please tell us what changes you would make to the newsletter: (e.g., current sections that you could do without, additional information that would be helpful to you, etc.)

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#### **Conservation + Recreation Newsletter Satisfaction Survey**

#### Thank You!

You have successfully completed the recipient satisfaction survey for the Conservation + Recreation newsletter. We appreciate your input and hope to incorporate your responses in the development of future iterations of the newsletter. Keep an eye open for next month's newsletter!

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