

Note to the Reviewer: The text in the shaded boxes below will not be included in the survey (the visitors will not read this as a part of the survey process). This text is used to annotate the questions in response to Part A question 2 of the PRA Supporting Statement. The text boxes will be removed and will not be printed on the final version of the approved questionnaire.

NPS Study of Value of Natural Sounds: A Pilot Study

General Population Survey

Script for Initial Contact
and
Invitation to attend Focus Group Session

OMB Control Number 1024-0XXX
Expiration Date: XX/XX/XXXX

There will be 2 focus groups held in three cities for a total of six focus groups. The cities chosen will not be near the park that is chosen for the on-site survey, rather they will be large cities chosen to reflect a geographical mix. We will hold one focus group in the west, one in the south, and one in the northeast. Each focus group will be 90 minutes.

One focus group will be comprised of people who have visited a “natural” national park (as opposed to a cultural or historical park); and the other will be comprised of people who have never visited a “natural” national park.

Specifications: Two general public focus groups. Recruit for 9 to show. One focus group comprised of people who have visited a “natural” national park (no more than 2 have visited the park in question). The other focus group comprised of people who have never visited a “natural” national park (cultural or historic national parks are okay).

Each group should meet the following specifications:

Mix of gender (approx. 50/50), age (18+ years old), education, income, households with and without kids

At least 5 are employed; 3 can be a mix of retired/stay at home parent/unemployed etc.

Screen out:

People whose employment involves measurement of sound (e.g., sound engineers or scientists)

National Park Service employees (current or previous)

Anyone who has participated in the focus group in the last 12 months

INTRODUCTION

Hello, my name is _____. I'm calling on behalf of the National Park Service. May I please speak with the [MALE/FEMALE] head of this household? (REPEAT INTRODUCTION IF NECESSARY)
We are conducting a study that will involve a focus group session that will be used to gather feedback on survey questionnaires that will be used in a larger study. Your participation is voluntary and your responses will be completely anonymous. This is not a sales call; this study is being conducted for research purposes only. This call should take about five minutes. May I ask you a few questions?

_____ No (end contact)

_____ Yes (Continue with the questions below)

Thank you. We would really like your input. This study has been approved by the Office of Management and Budget and the control number and expiration date is available upon your request. Your participation is voluntary and your responses will be completely anonymous. May I start by asking you just a few questions?

Questions 1-4 will be used as the pre-screening questions to determine the respondents' eligibility to participate in the focus group

1. Are you under 18 years of age

YES → [Thank respondent and terminate the call]

NO → [Then ask] Could you please provide your age from one of the following categories:

18-24

25-44

45-64

65 or older

2. Have you ever visited a U.S. national park?

Yes [Go To Q. 2a]

No [Go to Q. 3. Continue to screen for non-visitors group]

Not sure [Give examples of National Parks, e.g., Grand Canyon, Yosemite, or Yellowstone, Statue of Liberty, the Washington Monument, or Civil War battlefields]

2a: Have you ever visited [insert park name]?

Yes [Go To Q.3. Continue to screen for 2 slots in visitor group for those who have visited park being studied]

No [GO TO Q. 2b]

2b: Have you ever visited any national parks known for their natural beauty like Grand Canyon, Yosemite, or Yellowstone? I'm not including cultural and historical national parks like the Statue of Liberty, the Washington Monument, or Civil War battlefields. [IF RESPONDENT SEEMS UNSURE, PROBE WHICH PARKS THEY HAVE VISITED]

Yes [Go to Q. 3. Continue to screen for visitor group]

No [Go to Q. 3. Continue to screen for non-visitor group]

3. Do you currently work, or have you ever worked in an industry related to the measurement of sound?

Yes [THANK RESPONDENT AND TERMINATE]

No

4. Do you currently work, or have you ever worked for the National Park Service?

Yes [THANK RESPONDENT AND TERMINATE]

No

Questions 5-7 will be used to manage the socio-demographic composition for each focus group.

I have just a few more questions

5. Which of the following describes your current employment status?

Employed full-time

Employed part-time

Retired

Not currently employed

Homemaker/Stay at home parent

Full-time student/Not employed

6. What is the highest level of school you have completed?

Some high school or less

High school diploma/GED

Some college/Associates degree

Bachelor's degree

Graduate degree

Other (Please specify: _____)

7. Do you have any children under the age of 16 living in your household?

Yes

No

8. Which of the following categories includes your annual household income:

Less than \$25,000

\$25,000-\$34,999

\$35,000-\$49,999

\$50,000-\$74,999

\$75,000-\$99,999

\$100,000-\$149,999

\$150,000 and over

REFUSED

FOCUS GROUP INVITATION

Question 9 will be used as a screening question to determine the respondents' eligibility to participate in the focus group.

9. Within the last year, have you participated in a small discussion group lasting about an hour or more in which you were first called by a market research firm, asked some questions, invited to attend, and then were paid for your time?

___ Yes [THANK AND TERMINATE]

___ No [GOTO TO FOCUS GROUP INVITATION]

Once eligibility is determined we will ask if they are willing to attend a focus group session. If the response is "Yes" Question 10 will be used to assign a date, time and location.

We would like to invite you to participate in a focus group discussion regarding a draft version of the survey about national parks. Your responses will be anonymous and will only be used to improve the survey. The group will be relaxed and informal, and you will be sharing your ideas and opinions with approximately 8 other people from this area.

The focus group discussion will be held on (INSERT DATE) at (INSERT LOCATION NAME AND ADDRESS). The discussion will start at [INSERT TIME] and will last approximately 90 minutes, and at the conclusion of the discussion, you will receive \$75 to compensate for travel. Will you participate in the focus group?

IF YES:

10. Great. We will send you a confirmation of this invitation, along with directions to the facility. Could I please have your name and email or mailing address so that I can send you this information?

Since we are only inviting nine people to participate in this focus group, each person's participation is very important. If for some reason, you find that you will not be able to participate, please contact us as soon as possible at [INSERT PHONE NUMBER].

The day before the meeting, we will call to remind you about the focus group.

Do you have any questions?

If you think of any questions, give us a call at [INSERT PHONE NUMBER].

Thank you and we really appreciate your participation and look forward to meeting you.

The Paperwork Reduction Act statement will be available upon request.

PAPERWORK REDUCTION ACT STATEMENT: *The National Park Service is authorized by 6 U.S.C. 1a-7 to collect this information. This information will be used by park managers to understand visitor perceptions of sound in [insert park name]. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. The permanent data connected with this collection will be anonymous. Please do not put your name or that of any member of your household on the questionnaire. An 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.*

OMB control Number: 1024-XXXX - Expiration Date: XX/XX/XXXX

BURDEN ESTIMATE: *The public reporting for this collection is estimated to be five minutes per respondent. This includes the time to complete the questionnaire and to participate in the follow-up interview process. Direct comments regarding the burden estimate or any other aspect of this form to: Catherine Taylor, Volpe National Transportation Systems Center, 55 Broadway, Cambridge, MA 02142, catherine.taylor@dot.gov (email).*