

Comprehensive Survey Contact Script

1. CELLINTRO:

(ask only if sample = cell phone supplement, following manual dial;
if sample = RDD, skip this item and go directly from autodial to 1A, Intro)

**Hello, I'm doing a survey for the National Park Service, and I am not selling anything.
Have I reached you on a cell phone? (new)**

- | | |
|-----------------------------------|---|
| (Yes) | → Skip to Cell |
| (No) | → Skip to SorryLL |
| (Hangs up without speaking) | → End interview; autocode as cell soft refusal |
| (Needs Spanish interview) | → End interview; autocode for cell bilingual callback |
| (Other - assign disposition code) | → End interview; go to disposition coding screen |

1A. INTRO:

Hello, I'm calling on behalf of the National Park Service, and I am not selling anything. Your phone number was randomly chosen for a nation-wide survey. The purpose of the survey is to help the National Park Service improve its services to you and people like you. My name is _____ [first name] and I only need about 15 minutes to ask you some important questions about our national parks, historic sites, and recreation areas. Would you be able to help me out with this? (similar to 2000 intro)

(SUPPLEMENTAL INTRO, if respondent hesitates: The U.S. Office of Management and Budget has approved this research under the Paperwork Reduction Act. All of your answers are completely voluntary. Responses to this study will be used only for statistical purposes. The reports prepared will summarize findings across the sample and will not associate responses with a specific individual. We will not provide information that identifies you to anyone outside the study team, except as required by law. The University of Wyoming is conducting this study for the National Park Service, which will use the results to better serve the public.)

(If needed: It's really important that we hear from all kinds of households, whether you think you know much about national parks or not. The National Park Service wants input from the American people about managing parks. 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 _____, with an expiration date of _____. You may direct comments on any aspect of this survey toll-free to the University of Wyoming at 1-866-966-2715.)

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|-----------------------------|--|
| (Yes or maybe) | → Skip to Private |
| (No – PERSUADE) | → Skip to Callback |
| (Hangs up without speaking) | → End interview; autocode as RDD soft refusal |
| (Needs Spanish interview) | → End interview; autocode for RDD bilingual callback |
| (Reached on a CELL PHONE) | → (proceed to Cell) |