

Initial Contact and Non-Response Survey Script

Initial visitor contact will be made by NPS employees or uniformed park volunteers in each of the chosen NPS units. The initial contact will take approximately one minute. The responses to the Non-response questions will take an additional minute.

Hello, my name is _____. The National Park Service is conducting a brief survey of our visitors. We would like to understand how satisfied you were with the services and facilities here at [insert Park name]. Your participation is voluntary and this will take about three minutes of your time. You can complete the survey now or you can return it later by mailing it to us. Would you be willing to help us by filling out this short survey?"

If the visitor's response is **"Yes,"** the surveyor will hand the survey card and a pencil to the visitor.

Thank you for agreeing to take a survey. If you complete the card before you leave the park today you can put it in this drop box, or if you would like, you can mail it back to us using any US mailbox when you are done. Thank you and have a great day.

If the visitor's response is **"No,"** the surveyor will continue by asking the visitor to complete the non-response survey

I understand that you may not have time to complete and return the full version of the survey. Would you be willing to answer three brief questions that will only take about 1 minute?

If the visitor's response is **"Yes,"** the surveyor will ask the following three questions

- 1. In your opinion, what was the overall quality of facilities, services, and recreational opportunities you experienced here today at (full park name): Very Good, Good, Average, Poor, or Very Poor?*
- 2. What is your zip code?*
- 3. In what year were you born?*

The surveyor will record the gender of the respondent on the log sheet.

Thank you and have a great day.

If the visitor's response is **"No,"** to the survey and the non-response survey prompt, the surveyor will record the gender of the visitor on the log sheet and attempt to determine the reason for the refusal.

Would you mind if I ask you why are not able to participate today? [the surveyor will record response]. Thank you and have a great day.