**SBNMS Whale Watching Passenger Survey**

**Sampling Plan**

**June – August 2018**

We need to get 500 completes per season. To achieve this, the students/volunteers must recruit 17 people per day or 9 per student per day (assuming 2 go out daily). They survey 20 days per month or 60 days over the 3 months. This yields 1,000 recruits per season and assuming a 50% response rate, will get us to 500 completes. Due to rounding, all numbers are rounded up, to provide a buffer in the number of recruits to responses.

|  |  |  |
| --- | --- | --- |
| Number Respondents Recruited | Month | Season |
| *360* | *June* | *Summer* |
| *360* | *July* | *Summer* |
| *360* | *August* | *Summer* |
| 500 | September | Winter |
| 500 | October | Winter |

**SBNMS Whale Watching Passenger Survey**

**Sampling Plan**

**June – August 2018**

The sampling has be done on weekdays and weekends. Most of the use is on weekends so we over sample weekend days. Since we sample 20 days per month, the students are asked to work approximately five days per week.

**June Sampling Dates**

**Date Day of Week Type of Day Location\***

1 Friday Weekday

2 Saturday Weekend

3 Sunday Weekend

6 Wednesday Weekday

7 Thursday Weekday

9 Saturday Weekend

11 Monday Weekday

12 Tuesday Weekday

13 Wednesday Weekday

14 Thursday Weekday

16 Saturday Weekend

17 Sunday Weekend

19 Tuesday Weekday

22 Friday Weekday

23 Saturday Weekend

24 Sunday Weekend

27 Wednesday Weekday

28 Thursday Weekday

29 Friday Weekday

30 Saturday Weekend

12 Weekdays and 8 Weekend days in June for a total of 20 days.

\* Locations to be determined

**SBNMS Whale Watching Passenger Survey**

**Sampling Plan**

**June – August 2018**

**July Sampling Dates**

**Date Day of Week Type of Day Location\***

4 Wednesday Holiday

5 Thursday Weekday

6 Friday Weekday

7 Saturday Weekend

8 Sunday Weekend

9 Monday Weekday

11 Wednesday Weekday

13 Friday Weekday

14 Saturday Weekend

15 Sunday Weekend

17 Tuesday Weekday

19 Thursday Weekday

20 Friday Weekday

21 Saturday Weekend

22 Sunday Weekend

23 Monday Weekday

24 Tuesday Weekday

26 Thursday Weekday

27 Friday Weekday

28 Saturday Weekend

29 Sunday Weekend

13 Weekdays and 8 weekend days for 21 days total in July.

\* Locations to be determined

**SBNMS Whale Watching Passenger Survey**

**Sampling Plan**

**June – August 2018**

**August Sampling Dates**

**Date Day of Week Type of Day Location\***

3 Friday Weekday

4 Saturday Weekend

5 Sunday Weekend

6 Monday Weekday

7 Tuesday Weekday

10 Friday Weekday

11 Saturday Weekend

12 Sunday Weekend

15 Wednesday Weekday

16 Thursday Weekday

17 Friday Weekday

18 Saturday Weekend

19 Sunday Weekend

22 Wednesday Weekday

23 Thursday Weekday

24 Friday Weekday

25 Saturday Weekend

26 Sunday Weekend

29 Wednesday Weekday

30 Thursday Weekday

12 weekdays and 8 weekend days for a total of 20 days in August.

\* Locations to be determined

**SBNMS Whale Watching Passenger Survey**

**Sampling Plan**

**September – October 2018**

We need to get 500 completes per season. To achieve this, the students/volunteers must recruit 34 people per day or 17 per student per day (assuming 2 go out daily). They survey 20 days per month in September and 10 days in October or 30 days over the 2-months. This yields 1,000 recruits per season and assuming a 50% response rate, will get us to 500 completes. Due to rounding, all numbers are rounded up, to provide a buffer in the number of recruits to responses.

|  |  |  |
| --- | --- | --- |
| Number Respondents Recruited | Month | Season |
| 360 | June | Summer |
| 360 | July | Summer |
| 360 | August | Summer |
| *680* | *September* | *Winter* |
| *340* | *October* | *Winter* |

**SBNMS Whale Watching Passenger Survey**

**Sampling Plan**

**September - October 2018**

The sampling has be done on weekdays and weekends. Most of the use is on weekends so we over sample weekend days. Since we sample 20 days per month, the students are asked to work approximately five days per week.

**September Sampling Dates**

**Date Day of Week Type of Day Location\***

1 Saturday Weekend

2 Sunday Weekend

3 Monday Weekday

5 Wednesday Weekday

6 Thursday Weekday

8 Saturday Weekend

10 Monday Weekday

11 Tuesday Weekday

12 Wednesday Weekday

13 Thursday Weekday

15 Saturday Weekend

16 Sunday Weekend

18 Tuesday Weekday

21 Friday Weekday

22 Saturday Weekend

23 Sunday Weekend

26 Wednesday Weekday

27 Thursday Weekday

28 Friday Weekday

29 Saturday Weekend

12 Weekdays and 8 Weekend days in June for a total of 20 days.

\* Locations to be determined**SBNMS Whale Watching Passenger Survey**

**Sampling Plan**

**September - October 2018**

The sampling has be done on weekdays and weekends. Most of the use is on weekends so we over sample weekend days. Since we sample 10 days per month, the students are asked to work approximately five days per week.

**October Sampling Dates**

**Date Day of Week Type of Day Location\***

1 Monday Weekday

3 Wednesday Weekday

5 Friday Weekday

6 Saturday Weekend

7 Sunday Weekend

8 Monday Weekday

10 Wednesday Weekday

11 Thursday Weekday

13 Saturday Weekend

14 Sunday Weekend

If the season is extended by a week or so, it would be good to get volunteers out for the following week.

6 Weekdays and 4 Weekend days in June for a total of 20 days.

\* Locations to be determined