

			Q15b. Bike trail		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count		60	60
		% within Q1. Primary Purpose		100.0%	100.0%
	Fishing	Count	3	168	171
		% within Q1. Primary Purpose	1.8%	98.2%	100.0%
	Wildlife/nature observation	Count	14	915	929
		% within Q1. Primary Purpose	1.5%	98.5%	100.0%
	Environmental education	Count	7	215	222
		% within Q1. Primary Purpose	3.2%	96.8%	100.0%
	Drive through/incidental	Count	3	126	129
	% within Q1. Primary Purpose	2.3%	97.7%	100.0%	
	Vacation/relaxation	Count	46	616	662
		% within Q1. Primary Purpose	6.9%	93.1%	100.0%
	Hiking	Count	16	144	160
		% within Q1. Primary Purpose	10.0%	90.0%	100.0%
	Other	Count	56	207	263
		% within Q1. Primary Purpose	21.3%	78.7%	100.0%
Total		Count	145	2451	2596
		% within Q1. Primary Purpose	5.6%	94.4%	100.0%

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			Q15c. Boat launch		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	7	53	60
		% within Q1. Primary Purpose	11.7%	88.3%	100.0%
	Fishing	Count	75	96	171
		% within Q1. Primary Purpose	43.9%	56.1%	100.0%
	Wildlife/nature observation	Count	16	913	929
		% within Q1. Primary Purpose	1.7%	98.3%	100.0%
	Environmental education	Count	18	204	222
		% within Q1. Primary Purpose	8.1%	91.9%	100.0%
	Drive through/incidental	Count	1	128	129
		% within Q1. Primary Purpose	.8%	99.2%	100.0%
Vacation/relaxation	Count	20	642	662	
	% within Q1. Primary Purpose	3.0%	97.0%	100.0%	
Hiking	Count		160	160	
	% within Q1. Primary Purpose		100.0%	100.0%	
Other	Count	9	254	263	
	% within Q1. Primary Purpose	3.4%	96.6%	100.0%	
Total	Count	146	2450	2596	
	% within Q1. Primary Purpose	5.6%	94.4%	100.0%	

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			Q15d. Canoe/kayak		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count % within Q1. Primary Purpose		60 100.0%	60 100.0%
	Fishing	Count % within Q1. Primary Purpose	1 .6%	170 99.4%	171 100.0%
	Wildlife/nature observation	Count % within Q1. Primary Purpose	7 .8%	922 99.2%	929 100.0%
	Environmental education	Count % within Q1. Primary Purpose	2 .9%	220 99.1%	222 100.0%
	Drive through/incidental	Count % within Q1. Primary Purpose	2 1.6%	127 98.4%	129 100.0%
	Vacation/relaxation	Count % within Q1. Primary Purpose	9 1.4%	653 98.6%	662 100.0%
	Hiking	Count % within Q1. Primary Purpose		160 100.0%	160 100.0%
	Other	Count % within Q1. Primary Purpose	11 4.2%	252 95.8%	263 100.0%
	Total	Count % within Q1. Primary Purpose	32 1.2%	2564 98.8%	2596 100.0%

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			Q15e. Environmental education		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	6	54	60
		% within Q1. Primary Purpose	10.0%	90.0%	100.0%
	Fishing	Count	3	168	171
		% within Q1. Primary Purpose	1.8%	98.2%	100.0%
	Wildlife/nature observation	Count	159	770	929
		% within Q1. Primary Purpose	17.1%	82.9%	100.0%
	Environmental education	Count	119	103	222
		% within Q1. Primary Purpose	53.6%	46.4%	100.0%
	Drive through/incidental	Count	19	110	129
		% within Q1. Primary Purpose	14.7%	85.3%	100.0%
Vacation/relaxation	Count	136	526	662	
	% within Q1. Primary Purpose	20.5%	79.5%	100.0%	
Hiking	Count	16	144	160	
	% within Q1. Primary Purpose	10.0%	90.0%	100.0%	
Other	Count	25	238	263	
	% within Q1. Primary Purpose	9.5%	90.5%	100.0%	
Total	Count	483	2113	2596	
	% within Q1. Primary Purpose	18.6%	81.4%	100.0%	

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			Q15f. Fishing area		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	7	53	60
		% within Q1. Primary Purpose	11.7%	88.3%	100.0%
	Fishing	Count	111	60	171
		% within Q1. Primary Purpose	64.9%	35.1%	100.0%
	Wildlife/nature observation	Count	14	915	929
		% within Q1. Primary Purpose	1.5%	98.5%	100.0%
	Environmental education	Count	8	214	222
		% within Q1. Primary Purpose	3.6%	96.4%	100.0%
	Drive through/incidental	Count	2	127	129
		% within Q1. Primary Purpose	1.6%	98.4%	100.0%
Vacation/relaxation	Count	37	625	662	
	% within Q1. Primary Purpose	5.6%	94.4%	100.0%	
Hiking	Count		160	160	
	% within Q1. Primary Purpose		100.0%	100.0%	
Other	Count	14	249	263	
	% within Q1. Primary Purpose	5.3%	94.7%	100.0%	
Total	Count	193	2403	2596	
	% within Q1. Primary Purpose	7.4%	92.6%	100.0%	

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			Q15g. Guided tour/interpretive trail		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count		60	60
		% within Q1. Primary Purpose		100.0%	100.0%
	Fishing	Count		171	171
		% within Q1. Primary Purpose		100.0%	100.0%
	Wildlife/nature observation	Count	100	829	929
		% within Q1. Primary Purpose	10.8%	89.2%	100.0%
	Environmental education	Count	49	173	222
		% within Q1. Primary Purpose	22.1%	77.9%	100.0%
	Drive through/incidental	Count	6	123	129
	% within Q1. Primary Purpose	4.7%	95.3%	100.0%	
Vacation/relaxation	Count	73	589	662	
	% within Q1. Primary Purpose	11.0%	89.0%	100.0%	
Hiking	Count	5	155	160	
	% within Q1. Primary Purpose	3.1%	96.9%	100.0%	
Other	Count	13	250	263	
	% within Q1. Primary Purpose	4.9%	95.1%	100.0%	
Total	Count	246	2350	2596	
	% within Q1. Primary Purpose	9.5%	90.5%	100.0%	

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			Q15h. Hiking trail		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	4	56	60
		% within Q1. Primary Purpose	6.7%	93.3%	100.0%
	Fishing	Count	10	161	171
		% within Q1. Primary Purpose	5.8%	94.2%	100.0%
	Wildlife/nature observation	Count	363	566	929
		% within Q1. Primary Purpose	39.1%	60.9%	100.0%
	Environmental education	Count	70	152	222
		% within Q1. Primary Purpose	31.5%	68.5%	100.0%
	Drive through/incidental	Count	23	106	129
	% within Q1. Primary Purpose	17.8%	82.2%	100.0%	
Vacation/relaxation	Count	193	469	662	
	% within Q1. Primary Purpose	29.2%	70.8%	100.0%	
Hiking	Count	132	28	160	
	% within Q1. Primary Purpose	82.5%	17.5%	100.0%	
Other	Count	72	191	263	
	% within Q1. Primary Purpose	27.4%	72.6%	100.0%	
Total	Count	867	1729	2596	
	% within Q1. Primary Purpose	33.4%	66.6%	100.0%	

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			Q15i. Hunting area		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	17	43	60
		% within Q1. Primary Purpose	28.3%	71.7%	100.0%
	Fishing	Count	3	168	171
		% within Q1. Primary Purpose	1.8%	98.2%	100.0%
	Wildlife/nature observation	Count	5	924	929
		% within Q1. Primary Purpose	.5%	99.5%	100.0%
	Environmental education	Count	2	220	222
		% within Q1. Primary Purpose	.9%	99.1%	100.0%
	Drive through/incidental	Count	1	128	129
		% within Q1. Primary Purpose	.8%	99.2%	100.0%
Vacation/relaxation	Count	3	659	662	
	% within Q1. Primary Purpose	.5%	99.5%	100.0%	
Hiking	Count		160	160	
	% within Q1. Primary Purpose		100.0%	100.0%	
Other	Count	4	259	263	
	% within Q1. Primary Purpose	1.5%	98.5%	100.0%	
Total	Count	35	2561	2596	
	% within Q1. Primary Purpose	1.3%	98.7%	100.0%	

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			Q15j. Photography		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	5	55	60
		% within Q1. Primary Purpose	8.3%	91.7%	100.0%
	Fishing	Count	6	165	171
		% within Q1. Primary Purpose	3.5%	96.5%	100.0%
	Wildlife/nature observation	Count	288	641	929
		% within Q1. Primary Purpose	31.0%	69.0%	100.0%
	Environmental education	Count	28	194	222
		% within Q1. Primary Purpose	12.6%	87.4%	100.0%
	Drive through/incidental	Count	21	108	129
		% within Q1. Primary Purpose	16.3%	83.7%	100.0%
Vacation/relaxation	Count	161	501	662	
	% within Q1. Primary Purpose	24.3%	75.7%	100.0%	
Hiking	Count	8	152	160	
	% within Q1. Primary Purpose	5.0%	95.0%	100.0%	
Other	Count	20	243	263	
	% within Q1. Primary Purpose	7.6%	92.4%	100.0%	
Total	Count	537	2059	2596	
	% within Q1. Primary Purpose	20.7%	79.3%	100.0%	

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			Q15k. Picnic area		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	1	59	60
		% within Q1. Primary Purpose	1.7%	98.3%	100.0%
	Fishing	Count	7	164	171
		% within Q1. Primary Purpose	4.1%	95.9%	100.0%
	Wildlife/nature observation	Count	55	874	929
		% within Q1. Primary Purpose	5.9%	94.1%	100.0%
	Environmental education	Count	23	199	222
		% within Q1. Primary Purpose	10.4%	89.6%	100.0%
	Drive through/incidental	Count	12	117	129
		% within Q1. Primary Purpose	9.3%	90.7%	100.0%
Vacation/relaxation	Count	78	584	662	
	% within Q1. Primary Purpose	11.8%	88.2%	100.0%	
Hiking	Count	8	152	160	
	% within Q1. Primary Purpose	5.0%	95.0%	100.0%	
Other	Count	25	238	263	
	% within Q1. Primary Purpose	9.5%	90.5%	100.0%	
Total	Count	209	2387	2596	
	% within Q1. Primary Purpose	8.1%	91.9%	100.0%	

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			Q151. Restroom facilities		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	7	53	60
		% within Q1. Primary Purpose	11.7%	88.3%	100.0%
	Fishing	Count	22	149	171
		% within Q1. Primary Purpose	12.9%	87.1%	100.0%
	Wildlife/nature observation	Count	489	440	929
		% within Q1. Primary Purpose	52.6%	47.4%	100.0%
	Environmental education	Count	113	109	222
		% within Q1. Primary Purpose	50.9%	49.1%	100.0%
	Drive through/incidental	Count	50	79	129
	% within Q1. Primary Purpose	38.8%	61.2%	100.0%	
Vacation/relaxation	Count	331	331	662	
	% within Q1. Primary Purpose	50.0%	50.0%	100.0%	
Hiking	Count	54	106	160	
	% within Q1. Primary Purpose	33.8%	66.3%	100.0%	
Other	Count	89	174	263	
	% within Q1. Primary Purpose	33.8%	66.2%	100.0%	
Total	Count	1155	1441	2596	
	% within Q1. Primary Purpose	44.5%	55.5%	100.0%	

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			Q15m. Visitor center		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	33	27	60
		% within Q1. Primary Purpose	55.0%	45.0%	100.0%
	Fishing	Count	28	143	171
		% within Q1. Primary Purpose	16.4%	83.6%	100.0%
	Wildlife/nature observation	Count	604	325	929
		% within Q1. Primary Purpose	65.0%	35.0%	100.0%
	Environmental education	Count	167	55	222
		% within Q1. Primary Purpose	75.2%	24.8%	100.0%
	Drive through/incidental	Count	78	51	129
% within Q1. Primary Purpose		60.5%	39.5%	100.0%	
Vacation/relaxation	Count	462	200	662	
	% within Q1. Primary Purpose	69.8%	30.2%	100.0%	
Hiking	Count	48	112	160	
	% within Q1. Primary Purpose	30.0%	70.0%	100.0%	
Other	Count	124	139	263	
	% within Q1. Primary Purpose	47.1%	52.9%	100.0%	
Total	Count	1544	1052	2596	
	% within Q1. Primary Purpose	59.5%	40.5%	100.0%	

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			Q15n. Wildlife observation		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	11	49	60
		% within Q1. Primary Purpose	18.3%	81.7%	100.0%
	Fishing	Count	14	157	171
		% within Q1. Primary Purpose	8.2%	91.8%	100.0%
	Wildlife/nature observation	Count	593	336	929
		% within Q1. Primary Purpose	63.8%	36.2%	100.0%
	Environmental education	Count	102	120	222
		% within Q1. Primary Purpose	45.9%	54.1%	100.0%
	Drive through/incidental	Count	56	73	129
		% within Q1. Primary Purpose	43.4%	56.6%	100.0%
Vacation/relaxation	Count	288	374	662	
	% within Q1. Primary Purpose	43.5%	56.5%	100.0%	
Hiking	Count	41	119	160	
	% within Q1. Primary Purpose	25.6%	74.4%	100.0%	
Other	Count	62	201	263	
	% within Q1. Primary Purpose	23.6%	76.4%	100.0%	
Total	Count	1167	1429	2596	
	% within Q1. Primary Purpose	45.0%	55.0%	100.0%	

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			Q15o. Other		Total
			Yes	No	
Q1. Primary Purpose	Hunting	Count	2	58	60
		% within Q1. Primary Purpose	3.3%	96.7%	100.0%
	Fishing	Count	3	168	171
		% within Q1. Primary Purpose	1.8%	98.2%	100.0%
	Wildlife/nature observation	Count	40	889	929
		% within Q1. Primary Purpose	4.3%	95.7%	100.0%
	Environmental education	Count	7	215	222
		% within Q1. Primary Purpose	3.2%	96.8%	100.0%
	Drive through/incidental	Count	5	124	129
		% within Q1. Primary Purpose	3.9%	96.1%	100.0%
Vacation/relaxation	Count	59	603	662	
	% within Q1. Primary Purpose	8.9%	91.1%	100.0%	
Hiking	Count	7	153	160	
	% within Q1. Primary Purpose	4.4%	95.6%	100.0%	
Other	Count	55	208	263	
	% within Q1. Primary Purpose	20.9%	79.1%	100.0%	
Total	Count	178	2418	2596	
	% within Q1. Primary Purpose	6.9%	93.1%	100.0%	

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## **Appendix C**

### **Analysis of Refuges with Low Response Rates and Low Numbers of Completed Surveys**

# Analysis of Refuges with Low Response Rates and Low Numbers of Completed Surveys

## Low Response Rates

The response rate threshold defined for the 2002 FWS National Wildlife Refuge Visitor Satisfaction Survey, consistent with OMB standards, is 70%. This threshold was not achieved by seven of the 45 refuges that returned completed surveys,<sup>23</sup> though five of the seven refuges were within six percentage points of the 70% threshold. Log sheets and narratives from the seven “low response” refuges were reviewed in order to identify any possible systematic bias resulting from the low response rates. The review revealed no specific patterns of refusal. Most of the people contacted who refused to complete the survey cited either a lack of time or lack of interest/willingness as their primary reason for declining to participate in the survey. Language does not appear to have played an important role and neither did the “status” of the potential respondent, i.e., whether the respondent was part of a group or was visiting the refuge by him/herself. The slightly lower response rates in these refuges may simply reflect the lower end of a “normal curve” distribution of survey response rates.

Details from the review of the six low response refuges follow below:

### Hobe Sound NWR: Response Rate of 51.7%

Narrative: a narrative was not provided, but after inconsistencies between the log sheets and returned surveys were observed, refuge staff were interviewed by one of the FWS principal investigators. It appears that irregularities in the administration of the survey were the cause for the low response rates at Hobe Sound. In summary, the questionnaires were distributed as visitors entered the refuge, but were not necessarily collected at that same point in time. Some visitors who accepted surveys apparently did not return them. Even more problematic, it appears that some visitors who had completed the survey, and who were departing the refuge, found no place or person to return the survey to (the volunteer survey administrator apparently left early, i.e., before the four hour survey window was complete).

Log sheets: the log sheets were not completed correctly and thus it is not possible to derive any useful data/information from them.

### J.N. Ding Darling NWR: Response Rate of 43.3%

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<sup>23</sup> Surveys from 43 of the 45 refuges that submitted surveys are included in the aggregate analysis. The two refuges that are not included in the aggregate analysis are the Upper Mississippi River National Wildlife and Fish Refuge (excluded because a survey log sheet was not returned by the refuge) and the Laguna Atascosa National Wildlife Refuge (excluded because the completed surveys were received after the datafile had been completed and the analyses were being run). Due to the low number of returned surveys -six and five, respectively - the omission of survey data from these refuges should not impact findings from the aggregate analysis.

Narrative: the narrative cites the hot and uncomfortable weather as the most important factor explaining the high number of visitors who refused to complete a survey. It also notes that some visitors wanted to get on with their activities and were not willing to take the time to complete the survey. The narrative also provides an explanation for the low number of contacts made, though only about 20 refuges actually contacted more visitors than J.N. Ding Darling. Refuge staff state in the narrative that they believe they would get more and better data if the survey was conducted during the refuge's winter season.

Log sheets: there are no apparent patterns in the refusals received. Most people turning down the survey cited the following as reasons: "no time," "leaving," or "not interested/don't like surveys." Language does not appear to have been an issue - there were no Spanish speakers approached (though two French speakers and two German speakers did cite their language as the reason they could/would not participate in the survey).

Kilauea Point NWR: Response Rate of 64.2%

Narrative: not provided

Log sheets: there are no apparent patterns in the refusals received. The vast majority of refusals simply cited a lack of available time to complete the survey.

Monomoy NWR: Response Rate of 68.5%

Narrative: the only comment provided was that "a lot of visitors did not complete the survey after they had started it because they thought it was too long."

Log sheets: there are no apparent patterns in the refusals received. Most people refusing to complete the survey either cited a lack of time or said "no thanks/not interested." A number of the refusals on the log sheet provided no explanation.

Montezuma NWR: Response Rate of 64.1%

Narrative: not provided

Log sheets: there are no apparent patterns in the refusals received. Most people refusing to complete the survey either cited a lack of time or said "no thanks/not interested."

Okefenokee NWR: Response Rate of 66.7%

Narrative: not provided

Log sheets: there are no apparent patterns in the refusals received. Most people refusing to complete the survey cited a lack of time. Nine of the refusals were due to language. Unfortunately, the log sheets only note the spoken language for four of these nine refusals (German).

Wichita Mountains NWR: Response Rate of 65.7%

Narrative: not provided

Log Sheets: there are no apparent patterns in the refusals received. As has been the case with all of the “low response” refuges, most people refusing to complete the surveys cite either a lack of time, willingness or interest.

## **Low Numbers of Completed Surveys**

FWS was hoping to receive 100 completed surveys from each of the refuges identified as a survey site. In actual fact, 15 refuges returned 100 or more completed surveys, 14 refuges returned between 50 and 99 completed surveys, 8 refuges returned between 30 and 49 completed surveys, and 8 refuges returned 29 or fewer surveys. For the refuges that returned fewer than 29 completed surveys, it is not possible to generalize findings and conclusions drawn from the survey data to the specific refuge in question. The data can be presented and discussed, but cannot be interpreted to *represent* visitors to each of the respective refuges<sup>24</sup>.

Log sheets and narratives from the eight refuges with fewer than 29 completed surveys were reviewed with an eye towards better understanding the reason(s) for the low number of surveys. The narratives contained no surprises. Basically, the low number of completed surveys from these refuges was due to the fact that the refuges had very few visitors, and thus very few opportunities to make contact with potential survey respondents. The low number of visitors to these refuges was in large part due to either expected/historical seasonal visitation patterns, or extreme weather conditions. Interestingly, all of the refuges with low numbers of completed surveys had response rates of at least 80%.

Details from the review of the eight “low return” refuges follows below:

Cross Creeks NWR: 8 completed surveys

Narrative: cites three principle reasons for the very low number of visitors contacted about the survey (only ten visitors were approached): (1) late summer is generally the period with the lowest level of visitation during the year, a situation exacerbated by extreme heat this year; (2) road construction created hazards and blocked refuge roads and (3) the location for administering the survey was the visitor center and according to a 2001 report referenced by the refuge, only 6% of the visitors to the refuge actually visit the visitor center.

Log sheets: both refusals cited “no time” as their reason for not completing a survey.

Imperial NWR: 13 completed surveys

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<sup>24</sup> A sample size of at least 30 is required to draw statistically valid generalizations from the survey sample to the target population.

Narrative: the principle reason for the small number of contacts noted in the narrative was the overall low level of “land visitation” during the survey period (e.g., from 7/30 to 8/19 only 46 visitors were counted at the visitors center during open hours). Efforts were made by refuge staff to contact visitors participating in water-based activities, but competing duties of the staff hampered these efforts.

Log sheets: one refusal (not relevant to the question of low numbers of contacts)

Laguna Atascosa NWR: 5 completed surveys

Narrative: though this refuge receives 75,000 visitors per year, the narrative observed that, due to the extreme heat of the summer months, the Visitor Center closes in June and does not reopen until September. In spite of the closed Visitor Center, refuge staff did attempt to administer the survey by monitoring the refuge’s auto tour loop. However, only five contacts were made during the two day survey period (all contacts did agree to complete the survey).

Log sheets: no refusals (not relevant to the question of low numbers of contacts).

Mattamuskeet NWR: 24 completed surveys

Narrative: several reasons were cited for low number of survey contacts (similar to other refuges, refuge staff did not feel they would be able to come close to making 143 contacts). The reasons cited included: (a) August is generally a period of low visitation; (b) extremely poor fishing conditions have resulted in a low number of fishing visits (which are the types of visits commonly made during August); and (c) the Mattamuskeet Lodge, normally an important attraction, has been closed for over a year due to public safety concerns. Also of importance, in an effort to make additional contacts, the instructions for administering the survey were not followed.

Log sheets: no refusals (not relevant to the question of low numbers of contacts).

Minnesota Valley NWR: 15 completed surveys

Narrative: refuge staff point to two principle reasons for the low number of contacts and completed surveys: lack of staff and bad weather. Regarding the first of these factors, the visitor services team of the refuge was shorthanded due to the fact that one of the rangers was sent to help with the fires in the western U.S. This meant that remaining refuge staff needed to cover additional responsibilities, resulting in fewer opportunities for administering the survey. Unfortunately, during each of the survey periods scheduled, it rained, making for very few visitors to the refuge. The handful of surveys that were completed were apparently provided to visitors who stopped by the information desk at the visitors center.

Log sheets: no refusals (and not relevant to low number of survey contacts)

Reelfoot NWR: 26 completed surveys

Narrative: similar to many refuges in the south, the summer is a low visitation period. Refuge staff recognized this problem and attempted to address it by scheduling the survey period during a special event at the refuge (a festival). This did not improve the number of contacts substantially. Refuge staff also noted in the narrative that a number of visitors refused the survey because it was too long (according to the log sheets, however, only four people refused to take the survey, so this does not appear to have been too significant a problem).

Log sheets: only 4 refusals (regardless, log sheets provided no insights into small number survey contacts)

Tensas River NWR: 29 completed surveys

Narrative: notes that refuge staff did not think they would obtain 144 contacts or 100 completed surveys. Two reasons were given: (a) “August is not the busiest time of year... for visitation” and (b) many of the refuge visitors do not come to the visitor center, the location used for administering the survey. Also of interest, the narrative indicates that the majority of the respondents who did complete surveys were likely “males who were dropping off their applications for the refuge’s upcoming lottery gun hunt.”

Log sheets: only three refusals – no patterns.

Upper Mississippi River NWR: 6 completed surveys

Narrative: the very brief note (3 or 4 sentences) provides no explanation for the low number of completed surveys.

Log sheets: not provided

# **Appendix D**

## **Analysis of Narrative Data**

## Question 30 – Summary Analysis

The data file for the 2002 FWS National Wildlife Refuge Visitor Satisfaction Survey contains 3,280 records (i.e., 3,280 completed surveys). Of the nearly 3,300 surveys that were completed by respondents, 1,194 (36.4%) included responses to Question 30 (Q30), the only open-ended question of the survey. The vast majority of the responses were very positive in nature and generally offered gratitude or encouragement. Some of these positive responses also provided details regarding the specific services or features of the respective refuges that respondents felt most valuable. There were also responses which requested that a specific service be maintained (e.g., “keep the refuge open to dogs”), though these likely accounted for no more than 5% of the total number of responses.

In addition, approximately 270 of the 1194 responses (22.6%) were either critical or offered very specific suggestions for improving the refuge in question. The portion of “critical” responses<sup>25</sup>, when considering the total number of completed surveys, is 8.2%. This figure is consistent with the visitor satisfaction data drawn from the survey, i.e., 90.2% of respondents indicated that they were satisfied (or very satisfied) with their visit to the refuge.

As was intended by the survey designers, the responses to Question 30 provide depth and context to the data derived from the closed-ended questions of the survey. Though a fair number of Q30 responses are very brief (and these brief responses are usually positive - e.g., “wonderful,” “always enjoyable,” “great job,” “thanks,” etc.), many of them are quite detailed and informative. Though a comprehensive analysis of Q30 data will be of interest to FWS managers and supervisors at HQ, this information will likely be of greatest value to the managers and staff of the individual refuges. In the discussion below, several examples of this “small picture” value will be included<sup>26</sup>.

### Critical Responses – General Areas of Emphasis

Approximately 80%-90% of the “critical” responses provided by respondents can be grouped into one of four general categories, which are enumerated below. When reviewing the following discussion, it is important to remember that over 90% of survey respondents offered *no critical feedback* through Q30, or, in fact provided positive comments.

Infrastructure/Facilities: This was the most common complaint offered (and within the context of this category of critical responses, “complaint” is an apt description of respondents’ Q30 feedback). The most frequent facilities issues cited concerned roads/parking areas, bathroom facilities, trails, water fountains (or some means to make drinking water available), trash cans, and to a lesser extent, boat ramps/beaches and showers. Comments either cited the poor condition of existing facilities or the complete lack of facilities. As mentioned above, responses to Q30 would seem to be of particular utility to refuge managers. For example, in this category, fully ten respondents from

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<sup>25</sup> “Critical” is not quite the correct term to use in this case. A good number of these 270 responses offered very detailed views about improving a specific refuge, without being explicitly critical of that refuge.

<sup>26</sup> Comprehensive content analysis of Question 30 data was not included in the scope of the contract supporting this survey.

Hobe Sound NWR stated that the refuge needed to make bathroom facilities, showers and/or drinking water available to refuge visitors.

Establishment/Enforcement of Rules and Laws: Though very refuge-specific, a fair number of respondents to Q30 did express a concern about refuge rules and/or law enforcement on refuges. Most of the visitors citing concerns in this area were focused on refuge rules related to allowable activities on the respective refuge (e.g., boats/water skis, dogs, etc). A number of respondents stated their opinion that there should be greater access - both foot and car access – than is currently allowed. *Though far less prevalent* than responses focused on refuge rules and procedures, some respondents were clearly concerned about law enforcement and safety. This seemed to be an issue at no more than two or three refuges. For example, two respondents from Santee NWR indicated very strongly that more law enforcement was necessary at the refuge (importantly, the other 26 respondents from Santee who provided answers to Q30 did not mention law enforcement as an issue).

Access: A small portion of respondents had difficulty accessing the refuges. This was due, in large part to the apparent lack of signs and/or directions from main highways and thoroughfares (e.g., Kenai NWR). Beyond this, the visitors to one refuge felt that the turn from the main road to the refuge access road was dangerous (Muscatatuck NWR).

Services: This constitutes the broadest category of critical responses. There does not appear to be one or two particular areas of service that are the focus of respondent concerns. The basket of services which Q30 responses highlight include: hours of operation for visitor centers and, more generally, for specific refuges; provision of more, or more complete, interpretive information on trails and elsewhere; more active and extensive outreach to local communities; different or “better” management of the natural resources of the refuge; number of staff or hours of staff availability; and maintenance and cleanliness of restrooms. There were no immediately evident patterns of concern in the Q30 responses that focused on refuge services.

Beyond the responses discussed above, it is also interesting to note what was missing from respondents’ answers to Q30. For example, there were only one or two responses out of the 1,194 which included any criticism of refuge staff or volunteers. By contrast there were probably between 150 and 200 responses which explicitly cited the knowledge, professionalism and courtesy of refuge staff. A second issue which was not prevalent in the responses to Q30, was access/lack of access by handicapped visitors. Only two respondents noted problems related to wheelchair access (one each for Wichita Mountains NWR and San Francisco Bay NWR). It is important to note, however, that according to survey data, only 106 individuals “requiring special assistance” completed the survey, and thus we would likely not expect to see a large number of Q30 responses on this topic.

# **Appendix E**

## **OMB Clearance Document**

DOI Programmatic Clearance for Customer Satisfaction Surveys  
(OMB Control Number 1040-0001)  
(Expiration Date: January 31, 2005)

**Bureau:**

*Insert name of Bureau conducting the survey.*

U.S. Fish & Wildlife Service (FWS or the Service)

**Survey Title:**

*Insert title for the proposed survey. Include the date of submission of the approval request to PPP.*

FWS National Wildlife Refuges Visitor Satisfaction Survey  
Date of submission to PPP: May 29, 2002

Date of submission to OMB: *(DOI will submit.)*

**Abstract:**

*Summarize the proposed survey with an abstract not to exceed 150 words.*

We are proposing to sample adult visitors to National Wildlife Refuges this summer with a standardized, self-administered, written survey form. The survey will be distributed, completed, and collected systematically on site at 50 National Wildlife Refuges with visitor centers and environmental education programs nationwide. The survey will help fulfill many needs for the Service and the Department of the Interior (DOI or Department), as described under item 4, below. Notably, it will enable us to help demonstrate how we are meeting our Government Performance and Results Act (GPRA) visitor satisfaction goals, and provide useful feedback to improve our performance.

Terms of Clearance. Prior to the use of each instrument (survey), DOI must submit the survey to OMB for review and approval and provide to OMB written answers to the following questions:

**1. Explain who will be conducting this survey.**

*Principal Investigator Contact Information—Name, Title, Affiliation, Street Address, City, State, Zip Code; Telephone; Fax; Email address. What program office will be conducting the survey? What services does this program provide? Who are the customers? How are these services provided to the customer?*

Principal Program Investigator: Rebecca Halbe, Program Analyst, Division of Visitor Services and Communications, DOI/FWS; 4401 N. Fairfax Drive, #670, Arlington, VA 22203. Phone: 703/358-2365; Fax: 703/358-2248; E-mail: rebecca\_halbe@fws.gov  
The Division of Visitor Services and Communications, National Wildlife Refuge System, is the FWS program office charged with visitor services at our National Wildlife Refuges. These services include environmental education, interpretation, accessibility, recreation fees, concessions, uniforms, signs, historic and cultural resources, law enforcement, volunteer coordination, among others. We provide visitor services to customers through Refuge staff and volunteers, through interpretive displays and signs, through special events, programs and workshops, through public meetings, and such.

Principal GPRA Investigator: Karen Malkin, Program Analyst/Customer Service Information Collection Coordinator, Planning & Evaluation Staff, DOI/FWS; 1849 C St., NW; MS 3012; Washington, DC 20240.

Phone: 202/208-4564; Fax: 202/208-4584; E-mail:

karen\_malkin@fws.gov

The Planning and Evaluation Staff coordinates and manages GPRA planning, reporting, and evaluation activities for the Service. This particular survey is extremely important as it is our first customer satisfaction survey to be used to demonstrate progress in meeting GPRA goals. We anticipate working with programs to develop additional surveys to help us demonstrate our progress in meeting other FWS and Department-wide GPRA goals and to further the President's Management Agenda and citizen centered government.

**2. Explain how this survey was developed.**

*With whom did you consult during the development of this survey on content? On Statistics? What suggestions did you get about improving the survey?*

First, we reviewed survey questions, results, and analyses from our earlier visitor survey efforts - our 2001 American Consumer Satisfaction Index (ACSI) report, our fee demonstration program survey results, and a 1996 report from a pilot survey we contracted with the National Park Service (NPS) Visitor Services Project on. For example, we noted particularly in connection with the ACSI, our visitors expressed interest in environmental education and related information, so we decided to have some questions focusing on various types of oral and written information/education as well as recreational opportunities.

Second, to further our internal review, we consulted with Refuge managers (both at the field and regional levels), visitors services staff, and a migratory birds survey statistician, to gain their insights on what sort of information would be most useful to gather and how best to accomplish this data gathering. We engaged these individuals in reviewing and commenting on draft surveys. For example, even though the ACSI results indicated that 7% of our visitors come to Refuges for off road vehicle use, our field managers persuaded us to remove off road vehicle use as an explicit category as such usage is not allowed on most Refuges. As with the ACSI survey, we will allow respondents to specify off road vehicle use as an option. If this appears to be a significant usage, then we will address the law enforcement and law awareness implications, as appropriate. Another reviewer suggested adding zip codes to the demographic information to get a better idea of the states are visitors come from.

We met with and continuously consult with DOI, Bureau of Land Management (BLM), and National Park Service (NPS) representatives and their contractors to discuss the survey methodologies and survey instruments they use for their GPRA visitor satisfaction surveys and obtained their advice. We strived to develop a survey instrument that would meet our needs and be consistent with methodologies, surveys, and goals used by BLM and NPS.

For example, although we valued our 2001 ACSI work and would have continued that survey work to gain trend data, since that work involved telephone surveys and a model generating an index, instead of a percentage, we decided to discontinue that work in favor of approaches more compatible with those used by BLM and NPS (e.g., on site survey, percentage satisfied visitors). We consulted with a U.S. Forest Service representative as well, to

learn about that agency's approaches, GPRA goals, and results. Reviewers offered many helpful suggestions to clarify question wording and shorten the survey, such as, by combining two questions into one.

We also review emerging documents from the ongoing Department planning effort to develop common goals across bureaus (see item 4, below) to anticipate DOI future requirements and to ensure that our survey will form a solid baseline for survey work in years ahead. For example, the DOI emphasis on fees and increasing accessible visits for disabled and minority persons led us to include such questions and develop a Spanish language version of our survey.

We reviewed OMB guidance on information collections and GAO guidance "Developing and Using Questionnaires." We also reviewed the textbook, Mail and Internet Surveys: The Tailored Design Method, 2<sup>nd</sup> edition, by Don Dillman. In addition, course work at the University of Maryland/University of Michigan Joint Program in Survey Methodology helped guide our process.

We consulted with survey experts from DOI, Minerals Management Service, Census Bureau, Bureau of Labor Statistics (psychology of survey design expert), GAO, Environmental Protection Agency (EPA), Federal Access Board, University of Michigan (our contractor for the ACSI work completed in 2001), and nongovernmental organizations, such as Access Outdoors. For example, the Federal Access Board, Access Outdoors, and EPA helped us craft sensitive questions to help determine if our facilities and programs are accessible for disabled persons. We also consulted with a college professor whom we had previously contracted with on a project to help us count and identify visitors to our National Wildlife Refuges.

In addition to the extensive consultations and research we performed to assist us with survey design (content and method), as summarized above, the Division of Visitor Services and Communications contracted with expert survey methodologists - Management Systems International and Federal Management Partners. We selected these contractors because of their survey and balanced scorecard experience, and because of their knowledge of FWS as shown by performing our organizational assessment and workforce planning studies.

Our contractors have advised us on survey format, content, statistics, administration, and methodology. For example, the contractors suggested a 5 point Likert scale, standardizing the survey with only one open-ended question, and ensuring the survey is distributed and collected in a consistent manner. They also guided our development of criteria for selecting Refuges and customers to survey.

On advice of our contractors, we conducted a limited Paperwork Reduction Act compliant pretest of the survey at a Refuge and obtained positive feedback on the survey. The respondents found the questions to be clearly worded and to cover the subjects that mattered to them. They thought the length of the survey was appropriate. Several praised us for developing the visitor satisfaction survey.

### **3. Explain how the survey will be conducted.**

*List the time period in which the survey will be conducted, including specific starting and ending dates.*

We plan on conducting a standardized written, on-site FWS visitor satisfaction survey at selected National Wildlife Refuges between July 16 and September 2, 2002, assuming we receive OMB approval. The survey period for each individual Refuge would be limited to selected days and time periods during a predetermined 3 week period within the overall survey time period (July 16 - September 2). Weather, staff availability, and other practical considerations will determine the exact survey days and times, using the guidance described below.

We chose the summer season as our survey time to correspond to the maximum visitation period for most Refuges across the system, when most recreational opportunities are available and Refuges generally have more staff and volunteers on hand to administer the survey. We recognize that some Refuges have significant numbers of visitors outside the survey time period (particularly the fall hunting season and early spring fishing season). Resource constraints and GPRA reporting deadlines require limiting the time period of the study at this juncture. Depending on survey results and analyses, we may seek to lengthen the survey time period to include other seasons in the future.

*Identify what type of information collection instrument will be used—mail-back questionnaire, on-site questionnaire, face-to-face interview, telephone survey, focus groups, other (explain).*

The information will be collected with a self-administered, on-site questionnaire. The questionnaires will be collected in a locked, sealed box and sent to the FWS contractors for data entry and analysis at the end of each collection period for each Refuge. The survey will have standardized, closed response questions with space for comments at the end. The comments are for internal review only, and will not be part of the statistical analysis. The proposed survey instrument is attached to this submission. Attachment 1

*Provide a description of the survey methodology including (a) How will the customers be sampled (if fewer than all customers will be surveyed)?, (b) What percentage of customers asked to take the survey will respond?, and (c) What actions are planned to increase the response rate?*

*If statistics are generated, this description must be specific and include each of the following: (a) the respondent universe, (b) the sampling plan and all sampling procedures, including how individual respondents will be selected, (c) how the instrument will be administered, (d) expected response rate and confidence levels; and (e) strategies for dealing with potential non-response bias. A description of any pre-testing and peer review of the methods and/or instrument is highly recommended. (Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by Web.)*

After inputting survey responses, our contractors will generate statistics based on the following factors:

*Response universe:* The population of interest for the survey is adults 18 years of age or older who visit a Refuge being surveyed over the time period of the study. This population excludes (by necessity) those who visit any Refuge in a clandestine manner, those who enter and exit through non-monitored or uncounted access points, and those who visit any Refuge outside of the time period of the study. The Refuges selected for the survey all have high visitation, visitor centers, and environmental education programs. These are all

areas of primary interest for assessing our performance under GPRA as well as for the fee demonstration program.

*Sampling Plan and Procedures:* The survey will employ a systematic sample that targets the 50 most visited Refuges that have a visitor center and environmental education.

For FY 2001, we estimate that nearly 39 million people visited the 535 National Wildlife Refuges in the National Wildlife Refuge System based on our Refuge Management Information System (RMIS) database. We will contact 143 visitors at each of these 50 National Wildlife Refuges, for a total of 7,143 contacts.<sup>27</sup> We anticipate a response rate of 70%, and are taking several measures, as described below under "Response Rate, Confidence Levels, Strategies for Dealing with Nonresponse," to help ensure our response rate is at least this high. Based on the sample size, results will be accurate at plus or minus 2% to attain a confidence level of 99% for system-wide analysis.<sup>28</sup> For rough comparisons across these 50 Refuges, a sampling statistical accuracy of +/- 10% with a 90% confidence level is sufficient, and we will achieve this under our plan.

This will allow our contractor the ability to obtain sound data to draw rough comparisons among the Refuges participating in the survey. Once we know which specific Refuges appear to be leaders in certain areas, we can determine best practices and help other Refuges model these. These efforts should improve our overall GPRA visitor satisfaction goal performance, and improve customer service. With a smaller sample size with fewer surveys at each Refuge, we would be precluded from analyzing the data to compare performance at the specific Refuges. Our objective is to obtain statistics on the 50 Refuges selected during a time period that is the primary visitation period for most of them.

We selected the specific Refuges to be sampled from the list of Refuges with visitor centers, environmental education programs, and visitation of over 75,000 visitors annually, based on RMIS FY 2001 data. 61 out of 535 National Wildlife Refuges in the system meet these criteria.

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<sup>27</sup> **We will provide Spanish language versions** of the survey to each Refuge, to be used in the event a person approached to take the survey indicates he or she would more readily comprehend the Spanish version.

<sup>28</sup> Sample size calculated using Ibid.

Again, focusing on our survey objectives, we chose the 50 highest visitation sites from that list of 61 sites as the Refuges to survey this summer. Visitation at these Refuges represents 63% of total visitation to all Refuges and 51% of total Refuge acreage, based on the FY 2001 data.<sup>29</sup> 26 of the Refuges chosen are fee demonstration sites. Our contractors evaluated this list to ensure regional variability.

## **Attachment 2**

Some Refuges were precluded from the sampling universe, because they either do not have full-time staff or volunteers or they do not have a visitor center and environmental education. These are vital preconditions, because while the survey will be self-administered the sampling technique requires a staff person or volunteer to provide instructions and distribute the survey. Also, our previous survey work, as described under Section 2, indicated that environmental education and information services of the sort provided at a visitor center are very important to our visitors.

### *Administration:*

As described above, in the first sampling stage, specific Refuges are notified that they are selected for the survey. At the second sampling stage, we will rely on a common methodology to be carried out by trained staff and volunteers at the selected Refuges. The modalities of the second sampling stage are as follows:

- A sufficient number of English language questionnaires and Spanish language versions as well as other appropriate material will be mailed to each Refuge.
- Each Refuge in the survey sample will be asked to assign two volunteers or staff members to administer the survey (Refuge Surveyors). These individuals will receive training instructions, to ensure that the survey is administered consistently and contact records are kept, using the form shown in Attachment 5. They will wear the FWS uniform or other official insignia, to help further the perception that this is an official government survey. Only one

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<sup>29</sup> We excluded the Arctic National Wildlife Refuge (ANWR) from the total Refuge System acreage calculation, because ANWR by itself represents over 20% of total acreage, yet its visitation is low.

volunteer or staff member will distribute the survey at a given time and location.

- Each Refuge in the survey sample is assigned (at random) a 3-week date range with instructions for selecting a minimum of 4 particular survey days and times, for which a particular number of contacts should be made during each survey day over the course of a predetermined 4-hour period of time. This systematic approach will ensure a broad range of experiences. For example, NPS has found that visitor experiences can vary significantly between weekends and weekdays.
- During the scheduled survey time, the trained staff member or volunteer will select individual respondents and administer the survey as follows:

For Refuges likely to have less than 50 visitors in the four-hour period preselected for surveying, the trained volunteer/staff member will greet every group or individual who returns from Refuge usage either on their way to their vehicle or on their way out of the Refuge visitor center area, briefly describe the survey and its purpose, and ask an adult member of the group (18 years of age or older) in English if he or she will fill out the visitor satisfaction survey.

For Refuges likely to have more than 50 visitors in the 4-hour period preselected for surveying, the trained volunteer/staff member will greet every third individual or group who returns from Refuge usage either on their way to their vehicle or on their way out of the Refuge visitor center area, briefly describe the survey and its purpose, and ask an adult member of the group (18 years of age or older) in English if he or she will fill out the visitor satisfaction survey. This approach is comparable to the approach NPS uses, and helps ensure that contacts are spread out throughout the course of the 4-hour survey day.

Attachment 3

If the adult approached does not appear to comprehend English, the staff/volunteer member will ask if she or he speaks Spanish, and hand out the Spanish language version of the survey, as appropriate. If the adult does not appear to comprehend Spanish or English, that person will not receive a survey. Another adult in the group who does

appear to comprehend either Spanish or English may be surveyed. Attachment 4

The volunteer/staff member conducting the survey will keep a record of contacts, using the form shown in the attachment to this submission. Attachment 5

The volunteer/staff member will ask the respondent to spend 5 to 10 minutes filling out the survey in a comfortable setting (e.g., either inside the visitor center at a table set up for the purpose, or in their vehicle with a clipboard and pen) and then deposit it in specially marked locked/sealed collection box when finished. The volunteer/staff member will either carry the locked/sealed box or post it prominently and point out its convenient location, as appropriate for the circumstances. Each respondent will be given the survey with a pen and a "Visitor's Guide" on the Refuge System, as incentives to complete the survey.

- Following the predetermined scheduled, each Refuge will stop administering the survey at the conclusion of that Refuge's survey period. All surveys in the locked/sealed boxes will be mailed to the contractors for data entry and analysis.

*Response Rate, Confidence Levels, Strategies for Dealing with Nonresponse:* The presence of a staff person or volunteer wearing official insignia to answer questions about the survey process and the conveniently located locked/sealed collection box will have the effect of increasing survey response rates over a mail-in survey return model where 15-20% response rates are considered high. Based on our contractors' and BLM's and NPS's experiences with similar techniques, literature on this methodology and incentives, and the on-site pilot survey experience we had using the NPS contractor, we estimate a response rate in the range of 70 % for year one.

The locked/sealed collection box for the completed surveys helps ensure a perception of confidentiality and reinforces the importance of the survey. NPS has found that this approach has improved response rates at national parks. In addition, we are handing out a "Visitor's Guide" on our Refuge system and allowing the respondents to keep the pens they use to complete the survey, as incentives. Literature such as Dillman's Mail and

Internet Surveys (p. 250-252) suggests that material incentives should improve response rates.

To meet or exceed our anticipated response rate, we are providing consistent instructions for all staff members and volunteers administering the survey, encouraging them to be friendly and answer questions. We are providing a comfortable location for respondents to complete the survey, and distributing it to them when they have already experienced the Refuge.

We are also providing a Spanish language version of the survey. Our greeting as shown in Attachment 4 provides a means for our surveyors to approach a second adult member of a group, if the original adult approached does not comprehend English or Spanish. These instructions were developed with assistance from DOI's Information Collection Coordinator, to help increase our response rate.

*Provide an estimated total number of initial contacts and the total number of expected respondents.*

As mentioned above, we plan on 7,143 initial contacts. We anticipate approximately 5,000 responses, based on a 70% response rate.

*Estimate the time to complete the initial contact and the survey instrument (in minutes); and fill in the total number of burden hours.*

Our preliminary pretest of this survey indicated it took between 5 and 10 minutes for completion, including the brief questions about the clarity, appropriateness of content, and length of the survey. Conservatively, based on the pretest and our contractor's expertise, we estimate that the survey would take 7 minutes to complete, with an additional 3 minutes for instructions and placing the survey in the locked/sealed box (10 minutes total). With 7,143 initial contacts and a 70% response rate, the total estimated burden would be 869 hours, based on 1 minute of contact time each for the 30% nonrespondents and 10 minutes each for 70% respondents in the total burden.

*Provide a brief description of the reporting plan for the data being collected. A copy of all survey reports must be archived with PPP. Please note this in the reporting plan.*

Our contractors will analyze survey results using data quality control standards and statistical techniques consistent with academic quality research. Modalities for survey results analysis include:

- Surveys will be anonymous.
- Contractors will conduct a standard data quality assessment, to ensure that industry standards are met.
- Survey responses will be entered manually by trained data processors.
- Data will be checked using a double punch system on 10 % of randomly selected surveys.
- Raw entered data will be cleaned manually after initial evaluation of miscoding or other obvious errors.
- A final data reentry quality control step will be performed on a randomly selected set of surveys to assure accurate data entry.

The cleaned data will then undergo standard statistical summary, descriptive statistics, cross-tabs on variables of interest and visitor satisfaction level, etc. using the Statistics Package for Social Sciences (SPSS) program (or other standard statistical software).

Our contractors will then prepare a written report that will include an executive summary, a discussion of the survey instrument, a review of the sampling methodology, and the principal data analyses. The report will inform us what percentage of our visitors are satisfied with the quality of their recreational/educational experience, with appropriate bounds and caveats. It will also present recommendations for areas we might focus on for further exploration and to implement measures for greater customer satisfaction. The contractors will brief our senior management on the report. We will prepare action plans based on the contractor report, as appropriate. We will maintain copies of the report in the Division of Visitor Services and Communication and the Planning & Evaluation Staff, and provide a copy to DOI's PPP.

#### **4. Describe how the results of this survey will be analyzed and used.**

*Provide a brief justification for the survey, its purpose, goals, and utility to managers.*

*If the customer population is sampled, what statistical techniques will be used to generalize the results to the entire*

*customer population? Is this survey intended to measure a GPRA performance measure? If so, please include an excerpt from the appropriate document.*

Following OMB and DOI guidance, the Service has developed a GPRA goal for measuring visitor satisfaction with the quality of their recreational/educational experience at our National Wildlife Refuges. Our long-term goal 3.3 states: "By 2005, 90% of National Wildlife Refuge visitors are satisfied with the quality of their recreational/educational experience." Under our GPRA Strategic Plan and Annual Performance Plans, we need to survey our visitors this summer, so that we may establish a baseline with appropriate bounds for evaluating our performance and benchmarking with other Federal land management agencies. As described in section 3 above, we believe this survey should give us representative results to help guide our performance particularly in the areas of recreation and information/education services. With OMB's approval, we plan on conducting a similar survey at additional Refuges in following years, to support our GPRA goal and obtain useful customer feedback to improve our performance.

In addition, we have been following the Department's process to develop common goals and measures to support the Department's emerging Strategic Plan and Annual Performance Plan. Visitor satisfaction with recreation sites such as National Wildlife Refuges is a key component of the Department's planning process. This survey will help us demonstrate our progress in satisfying our current GPRA requirements, and should tier well with the Department's plans in this area. For example, DOI is interested in increasing visitation of minority visitors. This survey will help us establish some important baseline demographic data on our visitors.

The General Accounting Office has recommended that FWS develop a system for processing customer complaints. We remain ready to work with DOI to develop a customer relationship management (CRM) system that will comprehensively track and help address customer complaints and inquiries. This survey will provide some important initial information to help establish a baseline and help design an effective CRM system.

Congress has requested that the Service obtain and track trends on visitor satisfaction with fees paid to enter Refuges that are fee demonstration sites. This survey will address that need.

Furthermore, Congress requested that the Secretaries of Agriculture and Interior study ways to improve access to outdoor recreation on Federal lands for persons with disabilities. DOI is also interested in this issue. We do not have any data on the number of visitor to our National Wildlife Refuges who are disabled, nor do we have data on the accessibility of our facilities.

The survey we are proposing will help us get a handle on these important inquiries. We have described our statistical techniques above, in response to question 3. Please contact the principal investigators identified in question 1, should you have questions or comments on this project. We appreciate your prompt review for expedited clearance.

# **Appendix F**

## **Instructions for Refuge Surveyors**

## **Instructions for Refuge Surveyors**

Based on certain selection criteria, your Refuge will be participating in an important visitor satisfaction survey this summer. With your assistance, we will get results that will help us manage more effectively and satisfy our Government Performance & Results Act Requirements. Your Refuge Manager has selected you to act as the Refuge Surveyors for your site.

Supplies: Before you get started, please make sure you have the following items, which should have been included with these instructions:

- 1) 100 survey forms in English (check print quality), individually numbered and coded
- 2) 25 survey forms in Spanish, individually numbered and coded
- 3) 110 "Visitor's Guides"
- 4) 110 Refuge pens
- 5) 1 locked/sealed box
- 6) Record of Survey Contacts
- 7) 3 large Federal Express envelopes addressed to contractors MSI/FMP.

If you are missing any item, please contact either Rebecca Halbe, Division of Visitor Services and Communication, 703-358-2365, email: [rebecca\\_halbe@fws.gov](mailto:rebecca_halbe@fws.gov) or to Karen Malkin, Planning & Evaluation Staff, 202-208-4564, email: [karen\\_malkin@fws.gov](mailto:karen_malkin@fws.gov). If you find you are running out of items 1 and 2, please let Rebecca or Karen know immediately. We will need to assign you additional survey numbers and provide you with the forms. If you are running out of item 6, feel free to photocopy the record of survey contacts at your Refuge.

**Greeting the Visitors:** You play a critical role in initiating contact with the public and distributing the survey. Please wear your uniform or a shirt or jacket clearly displaying your name and the official logo of the U.S. Fish & Wildlife Service. You will need to pick locations in your Refuge with high visitor traffic, such as the visitor center and parking lot, and set up relatively comfortable conditions for distributing and completing the survey. This will help ensure that visitors will accept and complete the survey. For example, you could set up a table and a couple chairs in the visitor center, near the exit, where you would have the survey forms and the locked/sealed collection box. If you approach visitors in the parking lot, put the survey on a clipboard and hand it to them. When they agree to do the survey, hand them a pen and a Visitor's Guide - both theirs to keep. (Pens are specifically for those who agree to take the survey - one per group, please.)

When they are done, you can collect the clipboards and the folded surveys. Place the survey in the locked/sealed collection box for the visitor, if they want you to do that or point the location of the box out. If possible, to avoid any misconceptions, it would be best to carry the box in the parking lot, and have the visitor put the survey in the box him or herself.

Please attempt to approach an adult member of every group or individual adult (18 years old or over) you see returning from a type of Refuge usage and smile as you greet them. Approach them either on their way to their vehicle or their way out of the Refuge visitor center. An ideal time to approach a visitor would be after he or she has attended an interpretive or environmental education program, viewed exhibits, or completed a walking or boat tour of the Refuge. If the

Refuge averages less than 50 visitors in the 4-hour period you are conducting the survey during (e.g., morning), approach an adult in every group or an individual (person visiting on his/her own who does not appear to be part of a group). If the Refuge averages more than 50 visitors in the 4-hour period, approach an adult in every third group or every third individual (person visiting on his/her own who does not appear to be part of a group). Note: A bus or organized tour group does not represent one group. It is best to approach those visitors after they have participated in a program or activity. They will likely split into “personal groups” (family, friends). So, one bus or organized tour may contain many personal groups for survey purposes.

If an adult you approach to take the survey does not appear to comprehend English, ask him or her: “Habla Espanol?” If he or she responds “Si” or nods affirmatively, then hand out the Spanish language version. If the adult does not appear to comprehend English or Spanish, you can approach another adult member of that group or move on to the next group or individual.

If someone you have not approached to take the survey, asks for permission to take it, you must decline the request and explain that we are conducting a systematic survey and following a set protocol. You should smile, and tell him/her that the opinions and comments of all of our visitors matter, and offer a blank index card. Tell the person he or she should feel free to express an opinion on the index card, return it to you, and that you will make sure appropriate personnel see the card. If the person seems uncomfortable with this option, please provide the mailing address of the Refuge on the index card and the web address, and let him/her know he may mail in comments anonymously or email comments and request a response. You can also offer the person a “Visitor’s Guide.”

You can alternate days and times when each surveyor will conduct the survey. Please remember to identify yourself and keep records, using the Record of Survey Contacts. Instructions for using the Record of Survey Contacts appear on that form. (Attachment 5) You play an essential role in data quality control and establishing a response rate for our surveys, as required by OMB. It is critical that you keep contemporaneous records of the visitors you approach.

Be friendly and helpful, and let the visitors know how you value their input and hope they will complete the survey. Your demeanor will reflect directly on the Refuge and the U.S. Fish & Wildlife Service. A sample greeting for contacting visitors is attached. You do not need to memorize the exact words, but keep the gist of the greeting in mind when you make initial contact with visitors. (Attachment 4)

Answer any questions or provide a clear point of contact for questions you are unable to answer. If the visitors you give the survey to (survey respondents) ask you to clarify any parts of the survey, please tell them: “Answer the question by whatever it means to you - define things the way you think they should be defined..” If they are still uncomfortable, tell them to note this at the end of the survey (question 30). If you or the visitors have any questions about why the survey is being conducted and how the information will be used, please refer to either Rebecca Halbe, Division of Visitor Services and Communication, 703-358-2365, email:

[rebecca\\_halbe@fws.gov](mailto:rebecca_halbe@fws.gov) or to Karen Malkin, Planning & Evaluation Staff, 202-208-4564, email: [karen\\_malkin@fws.gov](mailto:karen_malkin@fws.gov).

To help ensure statistically valid results, you will need to conduct the survey during the time period assigned to your Refuge. During that time period, you should schedule a minimum of 4 survey days, each with a 4-hour period of time. As you know, visitor experiences and Refuge staffing levels can vary significantly between weekends and weekdays and mornings and afternoons. Weather and other external factors or unusual events also influence the visitor experience. To help us get a truer picture, schedule the 4 survey days evenly between weekdays and weekends (2 of each). Similarly, include an equal numbers of mornings and afternoons.

Example Survey Days are:

- Thursday, 8:00 am to noon
- Sunday, 1:00 pm to 5:00 pm
- Wednesday, 11:00 am to 3:00 pm
- Saturday, 9:00 am to 1:00 pm

If an unusual event or weather conditions are such that surveying on your scheduled day is problematic, you can pick another survey day to substitute. Please keep in mind having an even number of weekdays/weekends and mornings/afternoons. With the understanding that not everyone will complete the survey, plan to make 36 contact during 3 of the survey days and 35 contacts on one survey day. Try to pace your contacts so that you are approaching visitors and distributing surveys throughout the 4-hour period, each survey day. Ideally, you will make 143 visitor contacts that will be evenly distributed over the four survey days. Contact Rebecca or Karen for further guidance, as needed.

When your collection box fills up or at the end of your survey period, please mail all the surveys and your completed Record of Survey Contacts to our contractors, MSI/FMP, at 600 Water Street, SW; Washington, DC 20024. Again, for data quality control purposes, it is critical that only the Refuge Surveyors handle the surveys and that they are not reviewed at the Refuge, prior to MSI/FMP's review. MSI/FMP will analyze the data from all the Refuges surveyed and you will receive a copy of their report. At the end of the survey period, please mail the collection box and any unused survey materials to Rebecca Halbe at FWS, Division of Visitor Service and Communications; 4401 N. Fairfax Drive, #670; Arlington, VA 22203.

Thank you for your participation in this important new effort. Following GPRA, OMB, and DOI guidance, we anticipate continuing this survey every year, at different sites. It is likely your Refuge will be surveyed again over the next few years, so we will get valuable trend data. We will make our reports readily available to you.

## Greeting for FWS National Wildlife Refuges Visitor Satisfaction Survey

Hello! \_\_\_\_ (Full refuge name)\_\_\_\_\_ is conducting an important survey as part of a nation-wide study of National Wildlife Refuges. We are asking a few visitors for their opinions about the Refuge's services to help us do a better job serving you. Would you or a member of your group who is 18 years old or over please fill the survey out?

**NOTE:** *Stop here, if the visitor you approach does not appear to comprehend English, ask "Habla Espanol?" and if the person nods affirmatively or answers "Si," then distribute the Spanish version of the survey. If the Spanish speaking visitor has questions and you do not speak Spanish, tell him or her, "No habla Espanol," and either point them in the direction of a nearby FWS colleague who does speak Spanish or smile and point to the phone number on the Privacy Act/Paperwork Reduction Action Statement on the back of the form. In the event the visitor does not appear to comprehend either English or Spanish, address the group and ask if another adult speaks English or Spanish. Distribute the survey to that visitor, as appropriate, continuing with the instructions.*

Participation in this survey is voluntary and confidential. You can fill it out in less than 10 minutes. After completing the survey, please fold it and place it in the collection box located \_\_\_\_\_. *(Point to it.)*

Here's a Refuge pen for you to fill out the survey. The pen and this "Visitor's Guide" are yours to keep as a small token of our appreciation.

**NOTE:** *Hand out survey, pen, guide, and clipboard if visitor is in parking lot. Ask visitor to return clipboard to you, when he or she has completed the survey. If in visitor center, point to table/chair where visitor may sit down and fill out survey, and hand out survey, pen, and guide. Your opinion is important to us; we appreciate your time and input. We hope you enjoy your stay. If you have any questions, please don't hesitate to ask me. Thank you.*

# **Appendix G**

## **Survey Instrument**



*“Our mission is working with others to conserve, protect, and enhance fish, wildlife, and plants and their habitats for the continuing benefit of the American people.”*

Thank you for visiting this National Wildlife Refuge. We hope you enjoyed your time here. Before you leave, please take 5-10 minutes to complete this survey. Your participation will help us do a better job serving you. Once finished, please drop it off in the marked box. Your individual responses are voluntary and confidential; they will be processed by our contractor who will give us aggregate results and analyses. We appreciate your time and attention.

**FWS National Wildlife Refuges Visitor Satisfaction Survey**

1. Why did you visit this National Wildlife Refuge? Please check only your primary purpose.
 

<input type="checkbox"/> Hunting	<input type="checkbox"/> Environmental education/Interpretation (e.g., nature talks, outdoor lab, exhibits)	<input type="checkbox"/> Vacation/Relaxation
<input type="checkbox"/> Fishing	<input type="checkbox"/> Drive through/Incidental (e.g., in order to get to another destination, rest stop)	<input type="checkbox"/> Hiking
<input type="checkbox"/> Wildlife/Nature observation and photography (including birds)		<input type="checkbox"/> Other (please specify - e.g., biking, boating, picnicking, official business) _____
  
2. Maps and/or signs made it easy for me to find the National Wildlife Refuge. Please circle one. Circle “N/A” (not applicable) if you have no basis for judging.
 

strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	N/A
1	2	3	4	5	
  
3. Approximately how far did you travel from your home to get to the National Wildlife Refuge on this trip? \_\_\_\_\_ miles
4. Before you saw this survey, did you know that this area is a National Wildlife Refuge managed by the U.S. Fish and Wildlife Service?  Yes  No
5. How many times (including today) have you visited this National Wildlife Refuge over the past 12 months? \_\_\_\_\_
6. How many people are in your personal group?
 

<input type="checkbox"/> adults (18 and over)	<input type="checkbox"/> children (under 12)	<input type="checkbox"/> teenagers (13-17)
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7. How did you learn about this National Wildlife Refuge? Please check all that apply.
 

<input type="checkbox"/> U.S. Fish & Wildlife Service (FWS) web site	<input type="checkbox"/> FWS printed information (e.g., brochure)
<input type="checkbox"/> Other web site (e.g., www.recreation.gov) _____	<input type="checkbox"/> Highway sign
<input type="checkbox"/> Word of mouth	<input type="checkbox"/> Map (other than FWS map)
<input type="checkbox"/> Media communication (e.g., newspaper, television, radio)	<input type="checkbox"/> Other (please specify) _____
8. Over the past 12 months, how many **other** National Wildlife Refuges have you visited?
 

<input type="checkbox"/> None	<input type="checkbox"/> 1-3	<input type="checkbox"/> 4-6	<input type="checkbox"/> 7-9	<input type="checkbox"/> 10-12	<input type="checkbox"/> more than 12	<input type="checkbox"/> Don't know
-------------------------------	------------------------------	------------------------------	------------------------------	--------------------------------	---------------------------------------	-------------------------------------
9. **Excluding** the National Wildlife Refuge employee or volunteer who handed you this survey, did you see or talk with National Wildlife Refuge employees or volunteers during this visit?
 

<input type="checkbox"/> no	<input type="checkbox"/> very briefly (e.g., pay fee)	<input type="checkbox"/> spent several minutes or more
-----------------------------	---	--
10. **Including** the National Wildlife Refuge employee or volunteer who handed you the survey, please circle one based on your experiences this visit. Circle “N/A” (not applicable) if you have no basis for judging.

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	
a. Employees or volunteers answered my questions about this National Wildlife Refuge.	1	2	3	4	5	N/A
b. Employees or volunteers answered my questions about the National Wildlife Refuge System (e.g., location of other refuges, purpose of the National Wildlife Refuge System).	1	2	3	4	5	N/A
c. Employees or volunteers answered my questions about fish, wildlife, plants, and/or their habitats.	1	2	3	4	5	N/A
d. Employees or volunteers answered my questions about recreational opportunities on this National Wildlife Refuge.	1	2	3	4	5	N/A
e. Employees or volunteers were courteous.	1	2	3	4	5	N/A

11. The statements that follow apply to information at this National Wildlife Refuge from today's visit. Please circle one. Circle "N/A" (not applicable) if you have no basis for judging.

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	
a. Printed information about this National Wildlife Refuge (e.g., maps, brochures) was easy to find.	1	2	3	4	5	N/A
b. Printed information about the National Wildlife Refuge System was easy to find.	1	2	3	4	5	N/A
c. Printed information about fish, wildlife, plant, and/or habitat issues was easy to find.	1	2	3	4	5	N/A
d. Signs were easy to understand.	1	2	3	4	5	N/A

12. Are you aware of the rules and regulations that apply to this National Wildlife Refuge?  Yes  No

13. If you answered "Yes" to number 12, how did you learn about the rules and regulations? Please check all that apply.

signs  web site  
 employee or volunteer told me  printed material

14. The statements below relate to your **general** perceptions of this National Wildlife Refuge. Please circle one. Circle "N/A" (not applicable) if you have no basis for judging.

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	
a. Overall, this National Wildlife Refuge does a good job of conserving fish, wildlife, plants, and their habitats.	1	2	3	4	5	N/A
b. This National Wildlife Refuge provides a sufficient law enforcement presence to minimize crime.	1	2	3	4	5	N/A
c. Roads/parking lots within this National Wildlife Refuge are well maintained.	1	2	3	4	5	N/A
d. It is easy for me to make an inquiry or complaint about this National Wildlife Refuge.	1	2	3	4	5	N/A

15. During **today's** visit at this National Wildlife Refuge, which of the following did you use? Please check all that apply.

Auto Tour  Environmental education  Hunting area  Visitor Center  
 Biking trail  Fishing area  Photography  Wildlife observation  
 Boat launch  Guided tour/Interpretive trail  Picnic area  Other (please specify)  
 Canoe/Kayak  Hiking trail  Restroom facilities

16. For each statement, rank how adequate this National Wildlife Refuge is in providing you the opportunity to do what you wanted to do. "Adequacy" includes accessibility for persons with disabilities or special considerations. Please circle one. Circle "N/A" (not applicable) if you have no basis for judging.

This Refuge provides adequate opportunity to:	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	
a. Observe and/or photograph fish, wildlife, plants, and their habitats.	1	2	3	4	5	N/A
b. Obtain useful information about fish, wildlife, plants, and their habitats (e.g., brochures, nature talks, exhibits).	1	2	3	4	5	N/A
c. Use the trails.	1	2	3	4	5	N/A
d. Hunt or fish.	1	2	3	4	5	N/A

17. Did you require special assistance or mobility aids (e.g., wheelchair, ramps, sign language interpreter) to access any part of the National Wildlife Refuge?  Yes  No

18. If you or a member of your group paid a fee or used a pass to enter this National Wildlife Refuge, in your opinion, how appropriate was the fee? Please check one.

far too low  too low  about right  too high  far too high  N/A

19. The value of the recreation opportunities and services I experienced was at least equal to the fee I paid. Please circle one. Circle "N/A" (not applicable) if you have no basis for judging.

strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	N/A
1	2	3	4	5	

20. Do you plan to visit this National Wildlife Refuge or another unit of the National Wildlife Refuge System within the next 2 years? Please check one.

Yes, likely       No, unlikely       Don't know

21. Considering my overall experiences with this National Wildlife Refuge, I am satisfied with the quality of the recreational/educational experience. Please circle one. Circle "N/A" (not applicable) if you have no basis for judging.

strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	N/A
1	2	3	4	5	

22. What is your Zip Code? \_\_\_\_\_

23. What is your age? Please check one.

18-21       22-30       31-40       41-50       51-60       61-70       71 or over

24. What is the highest level of formal education you have completed? Please check one.

Less than high school       Some college or associate degree       Post-graduate degree  
 High school graduate       College graduate

25. Are you Hispanic or Latino/Latina?  Yes       No

26. What do you consider your race? Please check all that apply.

American Indian/Alaska Native       Black/African American       White  
 Asian       Native Hawaiian/Pacific Islander

27. What is your gender?  Male       Female

28. Are you a United States citizen?  Yes       No

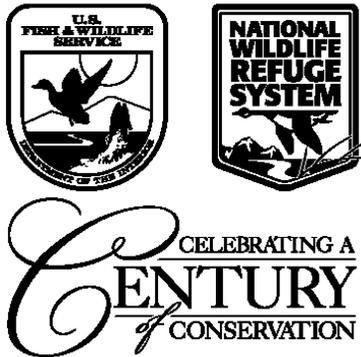
29. What is the primary language you speak at home? Please check one.

English       Spanish       Chinese       Japanese       French       German       Other (please specify) \_\_\_\_\_

30. Is there anything else you would like to tell us about your experience(s) at this National Wildlife Refuge?

31. Approximately what time of day did you complete this survey? Please check one.

9 am       10 am       11 am       noon       1 pm       2 pm       3 pm       4 pm       5 pm



**PRIVACY ACT and PAPERWORK REDUCTION ACT Statement:**

16 U.S.C. 1a-7 authorizes collection of this information. The U.S. Fish & Wildlife Service will use this information to better serve the public. Response is voluntary. No action may be taken against you for refusing to supply information requested. Permanent data will be anonymous. Please do not put your name or that of any member of your group 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. This survey's OMB control number is: 1040-0001.

Public reporting burden for this form is estimated to average 10 minutes, including the time for instructions and returning the survey. Direct comments regarding burden estimate or any aspect of this form to the Department of the Interior, U.S. Fish & Wildlife Service, Planning & Evaluation, Customer Service Information Collection Coordinator, 1849 C St., NW, MS 3012, Washington, DC 20240, Telephone No. (202) 208-4564.

**Thank you for completing this survey.**





Formulario aprobado, OMB No. 1040-0001;  
Expiración, 31 de enero, 2005  
Encuesta No.

**"Nuestra misión es trabajar con otros para conservar, proteger y mejorar a los peces, la vida silvestre y a las plantas y sus hábitats para el beneficio continuo de los Americanos."**

Gracias por visitar este Refugio Nacional de Vida Silvestre (National Wildlife Refuge) Esperamos que haya disfrutado su tiempo aquí. Antes de que se vaya, sírvase tomar de 5 a 10 minutos para llenar esta encuesta. Su participación nos ayudará a hacer un mejor trabajo sirviéndole. Una vez que termine, por favor deposítela en la caja marcada para ello. Sus respuestas individuales que son voluntarias y confidenciales serán procesadas por nuestro contratista quien nos dará resultados y análisis colectivos. Apreciamos su tiempo y atención.

**Encuesta sobre la satisfacción de los visitantes a los Refugios Nacionales de Vida Silvestre  
Servicio a la Pesca y Vida Silvestre de los EU (U.S. Fish & Wildlife Service-FWS)**

1. ¿Por qué visitó este Refugio Nacional de Vida Silvestre? Sírvase marcar solamente su propósito principal.
- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Cacería   | <input type="checkbox"/> Educación / interpretación sobre el medio ambiente                                    | <input type="checkbox"/> Vacación / relajamiento   |
| <input type="checkbox"/> Pesca   | <input type="checkbox"/> (v.gr. conferencias sobre la naturaleza, laboratorios al aire libre, exposiciones)    | <input type="checkbox"/> Excursionar   |
| <input type="checkbox"/> Observación y fotografía de la vida silvestre / la naturaleza (incluyendo las aves) | <input type="checkbox"/> De paso / incidental (v.gr., con el fin de llegar a otro destino, parada de descanso) | <input type="checkbox"/> Otro (sírvase especificar - v.gr. ciclismo, paseo en bote, comida campestre, negocio oficial) |

2. Los mapas y / o señalamientos me facilitaron encontrar el Refugio Nacional de Vida Silvestre. Sírvase marcar una alternativa con un círculo. Marque un círculo en "N/A" (no aplicable) si no tiene bases para juzgar.

		ni de acuerdo ni en				
muy en desacuerdo	en desacuerdo	desacuerdo	de acuerdo	muy de acuerdo	N/A	
1	2	3	4	5		

3. Aproximadamente ¿qué tan lejos viajó desde su casa para llegar al Refugio de Vida Silvestre en este viaje? \_\_\_\_\_ millas
4. Antes de que viera esta encuesta, ¿sabía usted que esta área es un Refugio de Vida Silvestre operado por el Servicio a la Pesca y Vida Silvestre de los EU?  Sí  No
5. ¿Cuántas veces, (incluyendo hoy) ha visitado este Refugio Nacional de Vida Silvestre en los últimos 12 meses? \_\_\_\_\_
6. ¿Cuántas personas hay en su grupo personal?  
 adultos (18 años o mayores)  niños (menores de 12 años)  adolescentes (13 - 17 años)
7. ¿Cómo supo de este Refugio Nacional de Vida Silvestre? Sírvase marcar todas las alternativas que corresponda.
- |  |  |
|--|--|
| <input type="checkbox"/> Página web del Servicio a la Pesca y Vida Silvestre de los EU (FWS)       | <input type="checkbox"/> Medios de comunicación (v.gr. periódico, televisión, radio) |
| <input type="checkbox"/> Otras páginas web (v.gr. www.recreation.gov), por favor especifique _____ | <input type="checkbox"/> Información impresa del FWS (v.gr. folletos)                |
| <input type="checkbox"/> Comunicación verbal   | <input type="checkbox"/> Señalamientos en la carretera                               |
|  | <input type="checkbox"/> Mapa (que no sea un mapa del FWS)                           |
|  | <input type="checkbox"/> Otro (por favor especifique) _____                          |
8. ¿Cuántos otros Refugios de Vida Silvestre ha visitado en los últimos 12 meses?  
 Ninguno  1-3  4-6  7-9  10-12  más de 12  No sé
9. **Excluyendo** a los empleados o voluntarios del Refugio Nacional de Vida Silvestre que le dieron esta encuesta, ¿vio o habló con empleados o voluntarios del Refugio Nacional de Vida Silvestre durante esta visita?  
 no  muy brevemente (v.gr. pagar la cuota)  durante varios minutos o más
10. **Incluyendo** a los empleados o voluntarios del Refugio Nacional de Vida Silvestre que le entregaron esta encuesta, basado en sus experiencias de esta visita sírvase marcar con un círculo una de las alternativas siguientes. Marque un círculo en "N/A" (no aplicable) si no tiene bases para juzgar.

	muy en desacuerdo	en desacuerdo	ni de acuerdo ni en desacuerdo	de acuerdo	muy de acuerdo	
a. Los empleados o voluntarios contestaron mis preguntas respecto a este Refugio Nacional de Vida Silvestre.	1	2	3	4	5	N/A
b. Los empleados o voluntarios contestaron mis preguntas sobre el Sistema de Refugios Nacionales de Vida Silvestre (v.gr. ubicación de otros refugios, propósitos del Sistema de Refugios Nacionales de Vida Silvestre)	1	2	3	4	5	N/A
c. Los empleados o voluntarios contestaron mis preguntas sobre los peces, vida silvestre, plantas y / o sus hábitats.	1	2	3	4	5	N/A
d. Los empleados o voluntarios contestaron mis preguntas respecto a oportunidades recreativas en este Refugio Nacional de Vida Silvestre.	1	2	3	4	5	N/A
e. Los empleados o voluntarios fueron corteses.	1	2	3	4	5	N/A

11. Las siguientes preguntas corresponden a la información en este Refugio de Vida Silvestre en la visita de hoy. Sírvase marcar una alternativa con un círculo. Marque un círculo en "N/A" (no aplicable) si no tiene bases para juzgar.

	muy en desacuerdo	en desacuerdo	ni de acuerdo ni en desacuerdo	de acuerdo	muy de acuerdo	
a. La información impresa sobre este Refugio Nacional de Vida Silvestre (v.gr. mapas, folletos) fue fácil de encontrar.	1	2	3	4	5	N/A
b. La información impresa sobre el Sistema de Refugios Nacionales de Vida Silvestre fue fácil de encontrar.	1	2	3	4	5	N/A
c. La información sobre peces, vida silvestre, plantas y / o aspectos de hábitat fue fácil de encontrar.	1	2	3	4	5	N/A
d. Los señalamientos fueron fáciles de entender.	1	2	3	4	5	N/A

12. ¿Conoce el reglamento que aplica a este Refugio Nacional de Vida Silvestre?  Sí  No

13. Si contestó "Sí" a la pregunta número 12, ¿cómo aprendió sobre el reglamento? Sírvase marcar todas las alternativas que corresponda.

señalamientos  página web  
 los empleados o voluntarios me dijeron  material impreso

14. Las siguientes preguntas están relacionadas con sus percepciones **generales** sobre este Refugio Nacional de Vida Silvestre. Sírvase marcar una alternativa con un círculo. Marque un círculo en "N/A" (no aplicable) si no tiene bases para juzgar.

	muy en desacuerdo	en desacuerdo	ni de acuerdo ni en desacuerdo	de acuerdo	muy de acuerdo	
a. En general, el Refugio Nacional de Vida Silvestre (National Wildlife Refuge) hace una buena labor de conservación de peces, vida silvestre, plantas y sus hábitats.	1	2	3	4	5	N/A
b. El Refugio Nacional de Vida Silvestre proporciona suficiente presencia para hacer valer la ley y minimizar el crimen.	1	2	3	4	5	N/A
c. Los caminos / estacionamientos dentro de este Refugio Nacional de Vida Silvestre están bien mantenidos.	1	2	3	4	5	N/A
d. Es fácil para mí presentar una solicitud o queja sobre este Refugio Nacional de Vida Silvestre.	1	2	3	4	5	N/A

15. Durante la visita de hoy a este Refugio Nacional de Vida Silvestre, ¿cuáles de los siguientes servicios utilizó? Sírvase marcar todas las alternativas que corresponda.

Recorrido en coche  Educación del medio ambiente  Área de caza  Centro para visitantes  
 Ruta ciclista  Área de pesca  Fotografía  Observación de la vida silvestre  
 Botadero de lanchas  Recorrido con guía / ruta  Área para comidas  Otro (por favor especifique)  
 Canoa / kayak  Ruta para excursiones interpretativa  campestres  
 Ruta para excursiones  Instalaciones sanitarias

16. Para cada afirmación, califique qué tan adecuado es el Refugio Nacional de Vida Silvestre en proporcionarle la oportunidad de hacer lo que desea. La "adecuación" incluye la accesibilidad para las personas con discapacidad o consideraciones especiales. Sírvase marcar una alternativa con un círculo. Marque un círculo en "N/A" (no aplicable) si no tiene bases para juzgar.

Este refugio proporciona la oportunidad adecuada para:	muy en desacuerdo	en desacuerdo	ni de acuerdo ni en desacuerdo	de acuerdo	muy de acuerdo	
a. Observar y / o fotografiar peces, vida silvestre, plantas y sus hábitats.	1	2	3	4	5	N/A
b. Obtener información útil sobre peces, vida silvestre, plantas y sus hábitats (v.gr. folletos, pláticas sobre la naturaleza, exhibiciones)	1	2	3	4	5	N/A
c. Utilizar los senderos.	1	2	3	4	5	N/A
d. Cazar o pescar.	1	2	3	4	5	N/A

17. ¿Necesitó asistencia especial o ayuda para movilidad (v.gr. silla de ruedas, rampas, interprete de idioma a señas) para tener acceso a cualquier parte del Refugio Nacional de Vida Silvestre?  Sí  No

18. Si usted o algún miembro de su grupo pagó una cuota o utilizó un pase para entrar a este Refugio Nacional de Vida Silvestre, ¿qué tan apropiada fue la tarifa en su opinión? Sírvase marcar una alternativa.  
 demasiado baja  muy baja  más o menos correcta  muy alta  demasiado alta  N/A

19. El valor de las oportunidades y servicios recreativos con los que tuvo experiencia fueron cuando menos iguales a la cuota que pagué. Sírvase marcar una alternativa con un círculo. Marque un círculo en "N/A" (no aplicable) si no tiene bases para juzgar.

muy en desacuerdo		ni de acuerdo ni en desacuerdo		de acuerdo		muy de acuerdo		N/A	
1	2	3	4	5					

20. ¿Tiene planes de visitar este Refugio Nacional de Vida Silvestre o alguna otra unidad del Sistema de Refugios Nacionales de Vida Silvestre dentro de los próximos 2 años? Sírvase marcar una alternativa.

Sí, es probable     No, es poco probable     No sé

21. Considerando mis experiencias en general con este Refugio Nacional de Vida Silvestre, estoy satisfecho con la calidad de la experiencia recreativa / educativa. Sírvase marcar una alternativa con un círculo. Marque un círculo en "N/A" (no aplicable) si no tiene bases para juzgar.

muy en desacuerdo		ni de acuerdo ni en desacuerdo		de acuerdo		muy de acuerdo		N/A	
1	2	3	4	5					

22. ¿Cuál es su código postal? \_\_\_\_\_

23. ¿Cuál es su edad? Sírvase marca una alternativa.

18-21     22-30     31-40     41-50     51-60     61-70     71 o mayor

24. ¿Cuál es el nivel más alto de estudios formales que terminó? Sírvase marca una alternativa.

Menos que bachillerato     Algún grado universitario o asociado     Postgrado  
 Bachiller     Graduado universitario

25. ¿Es hispano(a) o latino(a)?  Sí  No

26. ¿Cuál considera que es su raza? Sírvase marcar todas las alternativas que corresponda.

Indio Americano / Nativo de Alaska     Negra / Afro Americana     Blanca  
 Asiática     Nativo de Hawai / Isleño del Pacífico

27. ¿Cuál es su género?  Masculino     Femenino

28. ¿Es ciudadano de los Estados Unidos?  Si  No

29. ¿Cuál es el idioma principal que habla en su casa? Sírvase marca una alternativa.

Inglés     Español     Chino     Japonés     Francés     Alemán     Otro (por favor especifique) \_\_\_\_\_

30. ¿Hay algo más que le gustaría decirnos sobre su(s) experiencia(s) en este Refugio Nacional de Vida Silvestre?

31. Aproximadamente, ¿a qué hora del día terminó esta encuesta? Sírvase marca una alternativa.

9 AM     10 AM     11 AM     Mediodía     1 PM     2 PM     3 PM     4 PM     5 PM

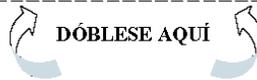


**Declaración de la LEY DE PRIVACIDAD y la LEY DE REDUCCIÓN DE PAPELEO:**

La ley 16 U.S.C. 1<sup>a</sup>-7 autoriza la recolección de esta información. El Servicio de Pesca y Vida Silvestre de los EU (U.S. Fish and Wildlife Service) utilizará esta información para servir mejor al público. La respuesta es voluntaria. No se tomará ninguna acción en su contra por rehusarse a proporcionar la información solicitada. Los datos permanentes serán anónimos. Por favor no ponga su nombre o el de cualquier miembro de su grupo en el cuestionario. Una agencia no conducirá o patrocinará una recolección de información, ni a ninguna persona se le requiere que responda, a menos que muestre un número de control OMB actualmente válido.

Se estima que la carga al público por reportar este formulario es de 10 minutos en promedio, incluyendo el tiempo para las instrucciones y devolver la encuesta. Envíe los comentarios relacionados con el estimado de la carga o con cualquier aspecto de este formulario al Department of the Interior, U.S. Fish & Wildlife Service, Planning & Evaluation, Customer Service Information Collection Coordinator, 1849 C St. NW, MS 3012, Washington, DC 20240, Teléfono No. (202) 208-4564.

**Gracias por llenar esta encuesta.**



# **Appendix H**

## **Refuge Log Sheet**





# **Appendix I**

## **List of Refuges**

**61 FWS Refuges w/Visitor Centers, Environmental Education and Visitation < 75,000**

<b>Reg</b>	<b>Refuge/State/Visitation</b>	<b>Reg</b>	<b>Refuge/State/Visitation</b>
3	Upper Mississippi River NWFR/IL,IA,MN,WI 3,563,274	2	Laguna Atascosa NWR / TX / 221,990
4	Pea Island NWR/ NC / 2,460,022	5	Monomoy NWR / MA / 200,954
2	Wichita Mountains NWR/ OK / 1,408,994	6	Quivera NWR / KS / 189,855
5	Chincoteague NWR/ VA,MD / 1,289,025	3	Muscatatuck NWR / IN / 185,873
3	Crab Orchard NWR / IL / 954,019	6	National Bison Range/ MT / 185,000
4	Merritt Island NWR / FL / 888,454	5	Eastern Shore of Virginia NWR/VA/ 184,662
6	National Elk Refuge/ WY / 881,361	5	Patuxent Research Refuge / MD / 179,611
4	J.N. Ding Darling NWR/ FL / 678,598	1	Tule Lake NWR / CA / 174,040
4	Wheeler NWR/ AL / 662,719	2	Santa Ana NWR / TX / 173,798
3	DeSoto NWR/ IA, NE / 649,602	4	Mattamuskeet NWR / NC / 164,000
5	Great Meadows NWR / MA / 511,481	5	Montezuma NWR / NY / 159,030
5	Chesapeake Marshlands NWRC/ MD/ 488,329	5	Bombay NWR / DE / 148,558
7	Kenai NWR / AK / 406,840	4	Cape Romain NWR / SC / 145,500
1	Don Edwards San Francisco Bay NWR/ CA / 403,208	2	Imperial NWR / AZ, CA / 144,278
1	Kilauea Point NWR/ HI / 385,000	4	Santee NWR / SC / 142,000
5	Rhode Island NWRC/ RI / 384,000	2	Bosque del Apache NWR / NM / 136,938
3	Horicon NWR / WI / 373,421	3	Squaw Creek NWR / MO / 134,245
4	Okefenokee NWR / FL, GA / 327,071	6	Fort Niobrara NWR / 131,000
4	Reelfoot NWR/ KY, TN / 314,189	3	Whittlesey Creek NWR / WI / 125,300
4	Arthur R. Marshall Loxahatchee NWR / FL 300,480	2	Hagerman NWR / TX / 122,778
4	South Arkansas Refuges Complex/AR/299,075	4	Tensas River NWR / LA / 108,950
4	St. Marks NWR / FL / 250,061	4	Hobe Sound NWR / FL / 108,493
5	Edwin B. Forsythe NWR / NJ / 250,000	4	Cross Creeks NWR / TN / 105,369
5	Parker River NWR / MA / 246,337	2	Cibola NWR/ AZ, CA/ 179,000
3	Neal Smith NWR / IA / 245,000	1	McNary NWR/ WA / 104,500
3	Minnesota Valley NWR / MN / 226,733	1	Nisqually NWR / WA / 103,855
6	Charles M. Russell NWR / MT / 225,000	7	Alaska Maritime NWR/ AK / 103,600
6	Kirwin NWR / KS / 99,300	1	Deer Flat NWR / ID / 89,225
5	John Heinz @ Tinicum NWR / PA / 98,235	3	Sherburne NWR / MN / 88,205
4	National Key Deer WR / FL / 93,440	3	Mingo NWR / MO / 81,720
1	Sacramento NWR / CA / 91,491		