

BLM Recreation User Satisfaction Survey Daily Surveyor Log

Sample interview script

"Hello! My name is _____. The Bureau of Land Management is conducting an important survey. We are asking visitors about their experiences to understand how satisfied they are with the services and facilities here at (*site name*). Your participation is voluntary and you can complete survey questionnaire in about 3 minutes. Your opinions are important, and your responses to the survey will help improve services and facilities here at (*site name*). When you are through, just place your questionnaire in the drop box. Would you like to participate?"

If yes: "Thank you!" *If no:* "Thank you, enjoy your visit!"

Instructions

The Daily Surveyor Log helps keep track of what happens during each Survey Day. The Surveyor records the BLM site name, the specific survey location, date, and times, and the number of survey questionnaires at the beginning of the Survey Day.

If a visitor declines to participate in the survey, place a tick mark on the Daily Surveyor Report on the line labeled "# of visitors who declined to participate." At the end of the shift, enter the number of tick marks in the space labeled "Total."

At the end of each Survey Day, the Surveyor:

1. completes the log;
2. submits the log to the Survey Coordinator;
3. returns any remaining survey cards and the drop box to the Survey Coordinator.

The Survey Day is finished a) when all survey questionnaires assigned for the day have been distributed, or b) at the end of the Survey Day time—regardless of how many questionnaires have been distributed. If fewer questionnaires have been distributed during the time block, the remaining questionnaires should be returned to the Survey Coordinator for use during the next Survey Day.

- **For locations likely to have fewer than 100 visitors on a survey day:**
Every adult crossing an imaginary line is a potential respondent.
- **For locations likely to have more than 100 visitors on a survey day:**
Use an interval to select potential respondents. For example, select every third (3rd) adult crossing an imaginary line. Adjust the interval so that you are likely to distribute all survey questionnaires during the Survey Day.
- Potential respondents must be at least 18 years of age.
- Select only one visitor per visitor group as a potential respondent. A group might be a family, a couple, group of friends, or an organized tour group. In a group the potential respondent is the person with the next birthday.
- In a private vehicle, the potential respondent is the person with the next birthday.
- When identifying a potential respondent in a commercial vehicle such as a tour bus, or in a tour group on foot select the person with the next birthday.
- If the person selected declines to participate in the survey, simply thank them and identify the very next potential respondent.
- Visitors that pass by while the Surveyor is working with a respondent are not counted as part of the sample. When finished with a respondent, begin anew the process of selecting the next respondent.
- BLM employees, volunteers, commercial vendors, concessioners, tour guides, tour bus drivers, visitors on official BLM business, and so on, cannot participate in the survey.

**BLM Recreation User Satisfaction Survey
Daily Surveyor Log**

Please make additional copies of this form, one for each survey day.

*Note: It is important to be accurate in your report. A 100% compliant rate (no refusals) is possible but unlikely. The quality of the results depends largely on the quality of the data collection process. In order to ensure the quality of survey distribution, **field data need to be recorded accurately.***

BLM Site name: _____

Your name: _____

Location where the survey was conducted: _____

Today's date: _____

Time of survey period: start _____ **finish** _____

of survey questionnaires at beginning of shift: _____

visitors who declined to participate: (place tick marks here) _____ **Total:** _____

survey questionnaires distributed today at this location: _____

Were you able to follow the survey instructions? (circle one) **Yes** **No**

If no, please explain: _____

General comments:

Remember:

- Only 1 questionnaire per visitor group
- Use an objective method to select potential respondents for the survey, **for example:**
 - Every 3rd visitor to enter or exit a specific area
 - A visitor at every 3rd campsite
 - Every 3rd visitor to pass an imaginary line across a trail
- Visitor must be at least 18 years old to participate
- Respondents should use black or blue ink pens (no pencils)
- Keep accurate records
- Do not leave drop box or questionnaires unattended

At the end of each survey day, please:

1. complete this log
2. submit the log to the Survey Coordinator
3. return the drop box and any remaining survey cards to the Survey Coordinator.