

Appendix E. Web Survey Correspondence, with Screenshots

This appendix includes:

- E.1 - a screenshot of the electronic invitation to participate that was sent by Knowledge Networks (using text written by WYSAC) to the web sample;
- E.2 - the text of the generic reminder email;
- E.3 - the text of the customized reminder email, also sent from Knowledge Networks;
- E.4 - the text of the automated phone reminder call;
- E.5 - a sound file of the automated phone call (as a separate electronic document only);
- E.6 - the text of the first postcard that was mailed by Knowledge Networks to the addresses obtained by reverse look-up of the telephone numbers of web survey respondents;
- E.7 - the text of the second postcard; and
- E.8 - screenshots of all pages of the web questionnaire.

E.1 - The electronic invitation to participate



KnowledgePanelSM the opportunity to be heard

A SURVEY FOR YOU

Dear **firstname**,

You have been randomly chosen for an important nationwide survey about recreation and national parks. The results will be very useful for improving national parks. Answers are needed from all types of people, whether or not they know much about recreation or national parks.

This study is a project of the University of Wyoming. The National Park Service has been informed of the study and is interested in its results. The research will help policy makers understand what people think about some issues facing the national parks, such as air quality. It will also help researchers do better surveys.

The survey is short, and should take less than 10 minutes to complete. You may skip any question you don't want to answer, or if you don't know the answer. All the returns to this Internet survey will be compiled by Knowledge Networks and kept confidential, so that no individual's responses can be identified in the data that Knowledge Networks provides to the University of Wyoming.

Your latest survey can be accessed by clicking the following link:

[Click Here to Start Survey](#)

(If it does not work automatically from email, please copy the below link to your internet browser)

<http://id.kninc.net/id.aspx>

If you would like more information about the survey, you can contact Knowledge Networks or telephone the Wyoming Survey & Analysis Center at the University of Wyoming, using their toll-free number: (1-866-966-2715). Or you may contact their research team through Dr. Burke Grandjean, Professor of Statistics, by phone (307-760-5913) or by email (wysac@uwyo.edu).

Your answers will make a big difference for this study.

Thanks for your help!

KnowledgePanel Support Team

E.2 - The first reminder email

Dear %%firstname%%,

We recently sent you a survey. We'd appreciate you taking the survey at your earliest convenience by using the web address, below. Depending on your email reader, you may need to copy and paste the link into your web browser. If you have already completed the survey, thank you and please discard this email.

<http://sd.kninc.net/%%surveyurl%%>

This email was intended for %%firstname%%.

E.3 - The second reminder email

Dear firstname:

I'm writing you from the University of Wyoming (by way of Knowledge Networks) about a national survey on recreation and air quality in national parks. A few weeks ago, Knowledge Networks emailed you an invitation to participate in this important survey.

More than 1,000 households nationwide have participated in this study so far, but it is my understanding that your completed survey has not yet been received at Knowledge Networks. If you have completed the questionnaire very recently, please accept my thanks. If not, I hope that you will take about 10 minutes to complete the questionnaire.

To answer the questionnaire, please **[Click Here to Start the Survey.](#)**

If it does not start automatically when you click the link, please copy the following web address to your Internet browser: <http://sd.kninc.net/surveyurl>

The National Park Service is interested in the results and will receive a report of our findings. If you would like more information about the survey, you can call our toll-free number (1-866-966-2715). Or you may contact me using the phone number shown at the bottom of this email.

This is the last email that you will receive about the survey, although Knowledge Networks will also be contacting some households by phone. It is critical that we get responses from as many of the households in our sample as possible, so that we can make solid conclusions from the results. We need all types of households to participate, whether or not they know much about recreation or national parks.

We will keep all of the answers confidential, and no individual responses will be identified. No name, address, or other identifying information will be included in the data that we receive from Knowledge Networks. You may skip any question if you do not know the answer or if you prefer not to answer.

I hope you will fill out and return the questionnaire within the next week. But if you cannot complete the survey for any reason, it will help us a lot if you will take a minute to tell us why, by sending an email to Knowledge Networks for them to forward to me.

I thank you very much for your help!

Sincerely,

Burke Grandjean, Ph.D.
Professor of Statistics
Wyoming Survey & Analysis Center
University of Wyoming
307-760-5913

E.4 - The text of the automated phone call

Hi, this is Knowledge Networks calling. We recently assigned someone in your household a survey called “National Parks” but we haven’t heard from them yet. Please complete National Parks as soon as possible. If you have any questions please give us a call at 1-800-782-6899.

E.5 – Sound file of the reminder phone call

[Please see accompanying electronic file.]

E.6 - The first postcard mailing

Knowledge Networks
Recreation Survey
1350 Willow Road, Suite 102
Menlo Park, CA 94025

A few weeks ago someone in your household may have taken part in an important nationwide survey about recreation and national parks. The researchers at the University of Wyoming for whom we conducted the survey have asked us to send you this postcard, to say thanks for answering their survey!

To ensure your privacy, the researchers do not know the names or addresses of anyone who participated in that Internet survey. The address for sending you this card was obtained using directory listings and other public sources. We know that there are many errors in those sources. Please accept our apology if this postcard has reached you in error.

There is no need for you to contact us or take any other action if this postcard does not apply to you. Thank you!

E.7 - The second postcard mailing

Knowledge Networks
Recreation Survey
1350 Willow Road, Suite 102
Menlo Park, CA 94025

This summer someone in your household may have taken part in an important nationwide survey about recreation and national parks. We recently sent out postcards to the respondents, saying thanks for answering the survey.

We have just learned that, because of a mailing error, some of those postcards did not go through. Please accept our apologies for that error, along with our thanks for your help with the survey.

There is no need for you to contact us or take any other action if this postcard does not apply to you. Please be assured that this is the last mailing we will send you about this. Thank you!

E.8 – Screenshots of the web questionnaire

RECREATION AND NATIONAL PARKS SURVEY

All of your answers will be kept confidential. You may skip any question that you don't want to answer, or if you don't know the answer. You may also go back to a previous item at any time. Thanks for your help!

The National Park System consists of all units managed by the National Park Service, including national parks, national historic and cultural sites, and national monuments. It does NOT include any national forests or state parks.

Have you ever, in your lifetime, visited a national park, national historic or cultural site, national monument, or other unit managed by the National Park Service?

Yes

No



Next

How many times in the past two years have you visited a unit of the National Park System?

None

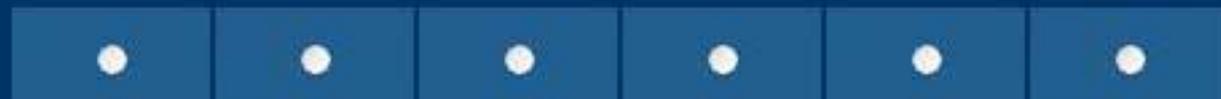
One

Two

3 to 5

6 to 10

11 or
more
visits



Previous

Next

Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement: **"I plan to visit a unit of the National Park System within the next 12 months."**

Strongly
agree

Somewhat
agree

Neither
agree
nor
disagree

Somewhat
disagree

Strongly
disagree



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Next

In your opinion, what is the ONE most important thing the National Park Service can do to encourage you to visit units of the National Park System?

Type in the answer

Most important thing:

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We would like to know how satisfied you are with the way the National Park Service manages the national parks, national historic and cultural sites, and national monuments. In general, are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?

Very
satisfied

Somewhat
satisfied

Neither
satisfied
nor
dissatisfied

Somewhat
dissatisfied

Very
dissatisfied



Previous

Next

In the past two years, have you participated in any of the following outdoor activities?

	Yes	No
Viewing or photographing animals or plants outdoors	<input type="radio"/>	<input type="radio"/>
Hiking or jogging outdoors for at least 30 continuous minutes	<input type="radio"/>	<input type="radio"/>
Snow sports, such as skiing, snowmobiling, or sledding	<input type="radio"/>	<input type="radio"/>
Outdoor water activities, such as swimming or boating	<input type="radio"/>	<input type="radio"/>
Hunting or fishing	<input type="radio"/>	<input type="radio"/>

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The large national parks like Yellowstone, Grand Canyon, and Great Smoky Mountains are known for their natural resources. For example, they have interesting plants and animals, remote areas and wilderness, lakes or rivers, and starry night skies.

Here are some statements about large national parks. For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Remember, you may skip any question you don't wish to answer, or if you don't know.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Animals that used to occur naturally in these parks should be brought back.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animals that do not occur naturally in these parks should be removed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fountains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of private vehicles in these parks should be limited during the busiest periods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jet-skiing and snowmobiling should be allowed in these parks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollution in some of these parks is getting bad enough to cause breathing trouble.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We are especially interested in your opinion about air pollution in national parks. Many people don't know a lot about the kind of air pollution we mean, so first we need to tell you about that.

There is some air pollution that can't be seen, but that can still be harmful to health. This invisible air pollution causes health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath. Buses, trucks, and cars that run on gasoline or diesel are major sources of invisible air pollution.

Pollution is a complicated problem, but for this survey we just want you to think about a small part of the issue. Suppose a new program is being considered that will convert vehicles used by the National Park Service to run on electric and solar power. Park buses, maintenance trucks, and ranger vehicles would all be included. For purposes of this survey, please assume that the new program will substantially reduce the invisible air pollution in national parks. Also assume that the new program will not affect other kinds of air pollution in national parks, and that it will not affect pollution anywhere else.

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This new program would be paid for by the people who visit national parks. Each adult visitor who enters a park will pay an extra fee for the program, in addition to the regular entry charge. There will NOT be a fee for children under age 17. All of the money from the extra fee will be used to make park vehicles non-polluting. Please assume that there will be no other costs, and that the program will not limit private vehicles or any other activities in the parks.

Please do NOT consider what other people could or could not afford. Even if you don't usually visit national parks, we are interested in how much you think YOU can afford.

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Please consider invisible air pollution at three levels: LOW, MEDIUM, or HIGH. Depending on the level, it can cause health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath.

When invisible air pollution is LOW, it will not cause these health concerns. There will be no reason for anyone to limit outdoor activities.

When invisible air pollution is MEDIUM, it will cause health concerns for some people. Active children and adults, and also inactive people with breathing problems like asthma, should limit their outdoor activities.

When invisible air pollution is HIGH, it will cause health concerns for everyone. All children and adults should limit or even avoid outdoor activities.

For the next few questions, please think carefully about how much you could really afford to pay to reduce invisible air pollution at a national park, considering your income and the other costs of visiting a park.

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Imagine that you will be visiting a national park for one day next summer. Without the new program, invisible air pollution in the park will be **MEDIUM** when you visit. But if the new program is funded, it would reduce invisible air pollution to **LOW** for your visit.

Would you be willing to pay an extra fee of \$15 per adult visitor for a program that reduces invisible air pollution, in a park you visit next summer, from **MEDIUM to **LOW**?**

Yes

No



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Please provide any information that helps explain your answer to the previous question:

Type in the answer



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Suppose instead that, without the new program, invisible air pollution in the park would be HIGH during this one-day visit next summer. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.

What is the MAXIMUM extra fee you would be willing to pay per adult visitor for a program to reduce invisible air pollution, in a park you visit next summer, from HIGH to LOW?

Type in the number for the answer

\$ extra per adult visitor

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Next

Now we have a few questions about you and your household. While some of these questions may be similar to questions you've seen on other surveys from Knowledge Networks, we need to ask them here, too.

What is the highest level of school you have completed?

Some
high
school

High
school
graduate
or GED

Some
college or
technical
school

Undergraduate
degree

Some
graduate
school

Graduate
degree



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Do you belong to any local, state, or national organization whose main purpose is to protect the environment?

Yes

No



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Not counting cell phones, business lines, or numbers that are only used for a computer or a fax, how many different residential phone numbers ring into your household that can be answered by a person?

None

One

Two

Three

Four

Five

Six or
more
phones



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Does anyone in your household have a breathing problem like asthma, or a lung disease like emphysema or bronchitis?

Yes

No



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Are you Hispanic or Latino?

Yes

No



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Next

Here is a list of racial categories. Please select one or more to describe your race.

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or other Pacific Islander

White

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Next we'd like to ask about your household income. Your answer will be kept strictly confidential, and only used for comparing groups of people. Which one of the following income groups best describes your household's total income in 2007, before taxes?

- Less than \$10,000
- \$10,000 up to \$15,000
- \$15,000 up to \$25,000
- \$25,000 up to \$35,000
- \$35,000 up to \$50,000
- \$50,000 up to \$75,000
- \$75,000 up to \$100,000
- \$100,000 up to \$150,000
- \$150,000 or more

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These last four questions will help us learn more about how people take surveys.

Including this one, about how many surveys have you completed on the INTERNET in the past 12 months?

Type in the number for the answer

Internet surveys

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Next

About how many surveys have you completed by TELEPHONE in the past 12 months?

None

One

Two

3 to 5

6 to 10

11 or
more
phone
surveys



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About how many surveys have you completed by MAIL in the past 12 months?

None

One

Two

3 to 5

6 to 10

11 or
more
phone
surveys



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Sometimes a survey will say that it should be answered by the adult in the household (age 18 or older) with the "most recent birthday." So that we can compare our results with surveys like that, we want to know which adult in your household had the most recent birthday. Would that be you, or someone else? Or if you're not sure, you can indicate that.

Yes,
that's me

No, it's
someone
else

Not sure



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Next

Thank you for participating in this survey! If you have questions or comments, please call toll-free (1-866-966-2715) or write to:

University of Wyoming, Dept. 3925, 1000 E. University Avenue, Laramie, WY 82071

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Thinking about this topic, do you have any comments you would like to share?

Any comments welcome!



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Thank you for completing this survey. We have successfully received your responses.

Appendix F. Web Survey Field Report from Knowledge Networks

This appendix presents the complete report provided to WYSAC by Knowledge Networks.



Field Report

Research on the Use of Panel-Based Internet Surveys

**Conducted for the
University of Wyoming**

**Submitted to Burke Grandjean, Ph.D.
Revised April 21, 2009**

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Knowledge Networks Deliverable Authorization

Printed Name	Signature	Date	Title
J. Michael Dennis		April 21, 2009	SVP, Government and Academic Research



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Research on the Use of Panel-Based Internet Surveys

Introduction

As part of a multi-mode comparison, Knowledge Networks conducted an online study on behalf of the University of Wyoming. Specifically, the online study was designed to match mail and telephone surveys (conducted by other parties), examining people's behavior and attitudes regarding the U.S. National Park system, including:

- Past and future visits to national parks
- General attitudes about national parks
- Willingness to pay to prevent air pollution in national parks

The study consisted of two stages: a Pilot test followed by a Main survey. The Pilot test work was conducted in March 2008, while the Main survey was fielded for approximately one month in late-April and May 2008. Upon completion of the Pilot test, the survey instrument was slightly revised, simplifying some text and updating some question formats.

The sample for the Main survey consisted of nationally representative adult members of KnowledgePanel[®]. The selected sample was a disproportionately stratified sample of panel households from the web-enabled panel. The disproportionate stratification reduced by a factor of one-half the probability of selection for households that cannot be address-matched (i.e., the sample consisted of approximately 8% non-address matched panelists, while the KnowledgePanel consists of approximately 17% non-address matched panelists). One randomly selected adult per household was sampled, using the last birthday method to select the individual.

Participants completed both the Pilot and Main surveys in approximately 13 minutes. Knowledge Networks implemented a customized reminder campaign for survey non-responders. For both surveys, Knowledge Networks sent a default email reminder after the survey was in the field for three days to all non-responders who had not completed the survey at that point. For the Main survey, a second customized email reminder was sent to all non-responders on May 5 (approximately two weeks into the field period). Finally, for the Main survey, a final reminder in the form of an IVR call was conducted on May 14 to all non-responders.

The completion rates for the Pilot and Main surveys are presented below.

Overall Completion Rates

	Field Start	Field End	N Fielded	N Completed (Delivered)	Completion Rate	AAPOR RR3
Pilot	3/8/2008	3/12/2008	167	121 (106)	72.5% (63.5%)	
Main	4/22/2008	5/27/2008	1507	1184 (1162)	78.6 (77.1%)	9.3%

For the Pilot survey, while data for 106 panelists was delivered, 121 panelists in total completed the survey (with the additional 15 panelists completing after the data had been delivered but before the survey closed on 3/20).

For the Main survey, while data for 1162 panelists was delivered, 1184 panelists in total completed the survey (with the additional 22 panelists being deleted due to a programming error in which breakoff cases were considered as completed interviews).

Profile data were included in the Pilot deliverable for the 106 panelists and in the Main deliverable for the 1162 panelists.

A technical explanation of AAPOR Response Rate 3 as calculated for the Knowledge Networks Panel is provided in Appendix C, while the steps at each stage are summarized in Appendix D.

Data File Deliverables and Descriptions

Knowledge Networks prepared two fully-formatted SPSS datasets, one each for the Pilot and Main surveys. The following table shows the deliverables provided to the University of Wyoming.

Delivery Date	File Type	File Name	File Size	N Records Delivered	Inclusion of Standard Background Demographics
3/12/2008	SPSS SAV	uwyo_research_panel_based_internet_PRETEST_031208.sav	113kb	106	Yes
5/30/2008	SPSS SAV	uwyo_research_panel_based_internet_MAIN_053008.sav	764kb	1184	Yes
3/18/2009	SPSS SAV	uwyo_research_panel_based_internet_MAIN_031809.sav	1612kb	1162	Yes

Several supplemental variables are provided to assist the principal investigators in identifying cases that could potentially be of interest. For instance, a DURATION variable shows the number of seconds of self-administration.

Please also note the following for the SPSS datasets: The missing values have been recoded as the following: "Not asked" responses are recoded as system-missing and "Refused" cases are coded as -1 (set to missing).

In addition to the survey variables from the main interview, Knowledge Networks' standard profile and a series of data processing variables created by Knowledge Networks are provided in the data file for all cases (n=1507). The following table shows the name and description of each of the supplemental variables.¹

Name	Label
caseid	Serial number
dt_start	Interview start time
dt_end	Interview finish time
duration	Completion time in seconds
weight	Post-stratification weight
PPAGE	Age
ppagecat	Age - 7 Categories
ppagect4	Age - 4 Categories
PPEDUC	Education (Highest Degree Received)
PPEDUCAT	Education (Categorical)
PPETHM	Race / Ethnicity
PPGENDER	Gender
PPHHHEAD	Household Head
PPHHSIZE	Household Size
PPHOUSE	Housing Type
PPINCIMP	Household Income
PPMARIT	Marital Status
PPMSACAT	MSA Status
PPNET	HH Internet Access
PPREG4	Region 4 - Based on State of Residence
ppreg9	Region 9 - Based on State of Residence
PPRENT	Ownership Status of Living Quarters
PPSTATEN	State
PPT01	Presence of Household Members - Children 0-2
PPT1317	Presence of Household Members - Children 13-17
PPT18OV	Presence of Household Members - Adults 18+
PPT25	Presence of Household Members - Children 2-5
PPT612	Presence of Household Members - Children 6-12
PPWORK	Current Employment Status

¹ Supplemental Variables are selected as part of each project's design.

Key Personnel

Key personnel on the Research on the Use of Panel-Based Internet Surveys study include:

Mike Dennis – Senior Vice President, Government & Academic Research. M. Dennis is based in the Menlo Park office of Knowledge Networks.

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Knowledge Networks Methodology

Introduction

Knowledge Networks has recruited the first online research panel – KnowledgePanel - that is representative of the entire U.S. population. Panel members are randomly recruited by telephone and households are provided with access to the Internet and hardware if needed. Unlike other Internet research which covers only individuals with Internet access who volunteer for research, Knowledge Networks surveys are based on a sampling frame which includes both listed and unlisted numbers, and is not limited to current Web users or computer owners.

Knowledge Networks selects households using random digit dialing (RDD). Once a person is recruited to the panel, they can be contacted by e-mail (instead of by phone or mail). This permits surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less obtrusive than telephone calls, and most respondents find answering Web questionnaires to be more interesting and engaging than being questioned by a telephone interviewer.

KnowledgePanel® Recruitment Methodology

Beginning recruitment in 1999, Knowledge Networks (KN) has established the first online research panel based on probability sampling that covers both the online and offline populations in the U.S. The panel members are randomly recruited by telephone and households are provided with access to the Internet and hardware if needed. Unlike other Internet research that covers only individuals with Internet access who volunteer for research, Knowledge Networks surveys are based on a sampling frame that includes both listed and unlisted phone numbers, and is not limited to current Web users or computer owners. Panelists are selected by chance to join the panel; unselected volunteers are not able to join the KN panel.

Knowledge Networks initially selects households using random digit dialing (RDD) sampling methodology. Once a household is contacted by phone and household members recruited to the panel by obtaining their e-mail address or setting up e-mail addresses, panel members are sent surveys over the Internet using e-mail (instead of by phone or mail). This permits surveys to be fielded quickly and economically, and also facilitates longitudinal research. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less obtrusive than telephone calls, and allows research subjects to participate in research when it is convenient for them.

Knowledge Networks' panel recruitment methodology uses the quality standards established by selected RDD surveys conducted for the Federal Government (such as the CDC-sponsored National Immunization Survey).

Knowledge Networks utilizes list-assisted RDD sampling techniques on the sample frame consisting of the entire United States residential telephone population. Knowledge Networks excludes only those banks of telephone numbers (consisting of 100 telephone numbers) that have

less than two directory-listed phone numbers. Two strata are defined using 2000 Census Decennial Census data that has been appended to all telephone exchanges. The first stratum has a higher concentration of Black and Hispanic households and the second stratum has a lower concentration relative to the national estimates. Knowledge Networks' telephone numbers are selected from the 2+ banks with equal probability of selection for each number within each of the 2 strata, with the Black and Hispanic stratum being sampled at a higher rate than the other stratum. Note that the sampling is done without replacement to ensure that numbers already fielded by Knowledge Networks do not get fielded again.

Telephone numbers for which Knowledge Networks is able to recover a valid postal address is about 60%-70%. The telephone numbers for which an address is recovered are selected with certainty; between one-half and one-third of the remainder were subsampled randomly depending on the recruitment period up until July 2005. In May 2007 subsampling was resumed at a rate of 0.75 of non-address households. The address-matched telephone numbers are sent an advance mailing informing them that they have been selected to participate in KnowledgePanel.

Following the mailing, the telephone recruitment process begins for all sampled phone numbers. Cases sent to telephone interviewers are dialed up to 90 days, with at least 10 dial attempts on cases where no one answers the phone, and on phone numbers known to be associated with households. Extensive refusal conversion is also performed. Experienced interviewers conduct all recruitment interviews. The recruitment interview, which typically requires about 10 minutes, begins with the interviewer informing the household member that they have been selected to join KnowledgePanel. If the household does not have a PC and access to the Internet, they are told that in return for completing a short survey weekly, the household will be given a MSN-TV set-top box and free monthly Internet access. All members in the household are then enumerated, and some initial demographic variables and background information of prior computer and Internet usage are collected.

As of August 2002, those RDD households that inform interviewers that they have a home computer and Internet access have been recruited to the panel and asked to take their surveys using their own equipment and Internet connections. Points, which can be redeemed for cash at regular intervals, are given to respondents for completing their surveys and take the place of a free MSN-TV and monthly Internet access provided to other panel households. Additional incentive points may be added to specific surveys to improve response rates or to compensate for longer surveys.

Prior to shipment, each MSN-TV unit is custom configured with individual email accounts, so that it is ready for immediate use by the household. Most households are able to install the hardware without additional assistance, though Knowledge Networks maintains a telephone technical support line and will, when needed, provide on-site installation. The Knowledge Networks Call Center also contacts household members who do not respond to e-mail and attempts to restore contact and cooperation. PC panel members provide KN with their email account and their weekly surveys are sent to that email account.

All new MSN-TV panel members are sent an initial survey to confirm equipment installation and familiarize them with the MSN-TV unit. For all new panel members, demographics such as

gender, age, race, income, and education are collected in a follow-up survey for each panel member to create a member profile. This information can be used to determine eligibility for specific studies and need not be gathered with each survey. Once this survey is completed, the panel member is regarded as active and ready to be sampled for other surveys. Parental or legal guardian consent is also collected for conducting surveys with teenagers age 13-17 as part of the first survey.

Survey Administration

For client-based surveys, a sample is drawn at random from active panel members who meet the screening criteria (if any) for the client's study. The typical sample size is between 200 and 2000 persons, depending on the purpose of the study. Once selected, members can be sent an advance letter by email several days prior to receiving the questionnaire through their MSN-TV appliance or personal computer to notify them of an important, upcoming survey.

Once assigned to a survey, members receive a notification email on their MSN-TV or personal computer letting them know there is a new survey available for them to take. The email notification contains a button to start the survey. No login name or password is required. The field period depends on the client's needs, and can range anywhere from a few minutes to two weeks.

Email reminders are sent to uncooperative panel members. If email does not generate a response, a phone reminder is initiated. The usual protocol is to wait at least three days and to permit a weekend to pass before calling. Knowledge Networks also operates an ongoing incentive program to encourage participation and create member loyalty. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

Survey Sampling from KnowledgePanel®

Once Panel Members are recruited and profiled, they become eligible for selection for specific surveys. In most cases, the specific survey sample represents a simple random sample from the panel. The sample is drawn from eligible members using an implicitly stratified systematic sample design. Customized stratified random sampling based on profile data is also conducted, as required by specific studies.

The primary sampling rule is not to assign more than six surveys per month to members with the expectation that on average four surveys a month will be completed by a panel member. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a sub-sample of the panel (e.g., females, Republicans). In such cases, care is taken to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that is representative of the panel distributions.

A total of 1674 Knowledge Networks adult panel members were sampled for surveys (167 for the Pilot and 1507 for the Main).

Statistical Weighting

The design for a KnowledgePanel sample begins as an equal probability sample that is self-weighting with several enhancements incorporated to improve efficiency. Since any alteration in the selection process is a deviation from a pure equal probability sample design, statistical weighting adjustments are made to the data to offset known selection deviations. These adjustments are incorporated in the sample's **base weight**.

There are also several sources of survey error that are an inherent part of any survey process, such as non-coverage and non-response due to panel recruitment methods and to inevitable panel attrition. We address these sources of sampling and non-sampling error using a **panel demographic post-stratification weight** as an additional adjustment.

Lastly, a set of **study-specific post-stratification weights** are constructed for each study's completed data to adjust for sample design and survey non-response.

A description of these types of weights follows.

The Base Weight

In a KnowledgePanel sample, there are six known sources of deviation from an equal probability of selection design. These are corrected in the Base Weight and are described below.

1. Under-sampling of telephone numbers unmatched to a valid mailing address

An address match is attempted on all the random-digit dial (RDD) generated telephone numbers in the sample after the sample has been purged of business and institutional numbers and screened for non-working numbers. The success rate for address matching is in the 60-70% range. The telephone numbers with valid addresses are sent an advance letter, notifying the household that they will be contacted by phone to join KnowledgePanel. The remaining, unmatched numbers are under-sampled as a recruitment efficiency strategy. Advance letters improve recruitment success rates. This under-sampling stopped between July 2005 and April 2007. It was resumed in May 2007 with a sampling rate of 0.75.

2. RDD selection proportional to the number of telephone landlines reaching the household

As part of the field data collection operation, information is collected on the number of separate telephone landlines in each selected household. A multiple line household's selection probability is down weighted by the inverse of its number of landlines.

3. Some minor oversampling of Chicago and Los Angeles due to early pilot surveys

Two pilot surveys carried out in Chicago and Los Angeles when the panel was first being built increased the relative size of the sample from these two cities. With natural attrition and growth in size, the impact is disappearing over time. It remains part of our base

adjustment weighting because of a small number of extant panel members from that nascent panel cohort.

4. Early oversampling of the four largest states and central region states

At the time when the panel was first being built, survey demand in the four largest states (California, New York, Florida, and Texas) required over-sampling during January-October 2000. Similarly, the central region states were over-sampled for a brief period. These now diminishing effects still remain in the panel membership and thus require weighting adjustments for these geographic areas.

5. Under-sampling of households not covered by the MSN[®] TV service network

Certain small areas of the U.S. are not serviced by MSN[®], thus our MSN[®]TV units cannot be used for recruited non-Internet households. In some of these cases, we use other Internet Service Providers for Internet access via the member's personal computer. Overall, the result is a small under-sample of these geographic areas thus requiring a minor weighting adjustment.

6. Oversampling of African- American and Hispanic telephone exchanges

As of October 2001, we began over-sampling telephone exchanges with a higher density of minority households (specifically African American and Hispanic) to increase panel membership for those groups. These exchanges are oversampled at approximately twice the rate of other exchanges. This over-sampling is corrected in the base weight.

The Panel Demographic Post-Stratification Weight

To reduce the effects of any non-response and non-coverage bias in panel estimates, a post-stratification raking adjustment is applied using demographic distributions from the most recent data from the Current Population Survey (CPS). The post-stratification variables include age, race, gender, Hispanic ethnicity and education. This weighting adjustment is applied prior to the selection of any client sample from KnowledgePanel. These weights constitute the starting weights for any client survey selected from the panel.

Study-Specific Post-Stratification Weights

Knowledge Networks Web Survey

Once the study data are returned from the field, the final qualified respondent data are subjected to an additional post-stratification process to adjust for any non-response and non-coverage as a result of the study-specific sample design. Demographic and geographic distributions representing the study population within CPS and KnowledgePanel are used as benchmarks for this adjustment.

The primary purpose of this post-stratification adjustment is to reduce the sampling variance for any characteristics highly correlated with the representative study population's demographic and geographic totals (these are referred to as the population benchmarks). This adjustment also helps reduce bias due to survey non-response.

The following benchmark distributions are generally utilized for this type of post-stratification adjustment:

- Gender: Male, Female
- Age: 18-29, 30-44, 45-59, 60+
- Race/ethnicity: white (non-Hispanic), black (non-Hispanic), other (non-Hispanic), Hispanic, 2+ races (non-Hispanic)
- Education: Less than high school, high school graduates, some college, college graduates
- Region: Northeast, Midwest, South, West
- Metropolitan status: Metro, Non-metro
- Household Internet access: Yes, No
- Address match status: Matched, Non-Matched

Comparable distributions were calculated using all completed cases from the field data. Since study sample sizes are typically too small to accommodate a complete cross-tabulation of all the survey variables with the benchmark variables, an iterative proportional fitting is used for the post-stratification weighting adjustment. This procedure adjusts the sample data back to the selected benchmark proportions. Through an iterative convergence process, the weighted sample data are optimally fitted to the marginal distributions.

After this final post-stratification adjustment, the distribution of the calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. Knowledge Networks' standard is to trim the weights at approximately 1% on both the lower and upper ends to reduce the variability in the weights. The weights for the outlying cases are set to the values at the 1st percentile and 99th percentile of the weights. For this study, we trimmed the weights at (1.03%, 98.88%); the range of weights is 0.1808942 to 4.9157866. 12 out of 1162 respondents had weights less than 0.17 and had their final weights set to 0.18 while 14 out of 1162 respondents had weights greater than 4.9 and had their final weights set to 4.92. The post-stratified and trimmed weights are scaled to the sum of the total sample size.

Knowledge Networks Web Survey

Trimming: (1.03%, 98.88%)

Design Effect: 1.72

Telephone and Mail Surveys

Knowledge Networks also calculated post-stratification weights for the telephone and mail surveys. Demographic and geographic distributions stipulated by the investigators representing the study population are used as benchmarks for this adjustment.

A total of four sets of weights for the telephone and mail surveys were calculated by Knowledge Networks (one set for phone and one for mail, both post-stratified to population distributions, and another set for phone and another for mail, post-stratified against the web survey distributions).

In the phone survey, 105 cases had missing data on zip code, whereas in the exchange-level data obtained from MSG, there were no missing cases on metro status. Because the metro status variable provided by MSG was nearly identical to what Knowledge Networks derives from zip code (98.5% consistency), the MSG metro status variable was used in the weighting.

Because the telephone and mail surveys did not include an internet status variable (whether or not the household has access to the internet), internet status was not used in the weighting.

The phone and mail datasets contained a variable called BASEWT. This weight took into account the known unequal probabilities of selection due to design decisions. (Households with no address match were undersampled by one half; households with multiple landline phones were over-represented in proportion to the number of unique phone lines; and adults in households with multiple adults were under-represented in proportion to the number of adults.)

The values of BASEWT were used as the starting point for the first set of post-stratification weights in each data set, adjusting the sample distributions to match known population distributions on the demographic variables. The population distributions used were the same ones that were used to generate the weights for the web survey – the Current Population Survey as of the same date used for weighting the web survey.

The weights obtained by post-stratifying to population distributions were saved in both the phone and mail datasets as a variable called WEIGHT.

The other set of weights, for both phone and mail data, were obtained by selecting MATCH=1 in the phone, mail, and web datasets. Adjustments were made to the weights in the selected subset of the phone and mail data, as needed to align the weighted distributions in each of these data subsets to the weighted distributions in the selected subset of the web data. The new weights obtained by post-stratifying to the web subset distributions were saved in both the phone and mail datasets as a variable called MATCHWEIGHT. For non-selected cases (MATCH=0), this additional MATCHWEIGHT was set equal to missing.

Telephone Survey

Trimming:

- **Weight: (1.02%, 99.45%)**
- **Matchweight: (1.06%, 98.94%)**

Design Effect:

- **Weight: 2.6143**
- **Matchweight: 2.3217**

Mail Survey

Trimming:

- **Weight: (1.00%, 99.00%)**
- **Matchweight: (1.08%, 99.04%)**

Design Effect:

- **Weight: 2.8598**
- **Matchweight: 2.4530**

Appendix A1: Questionnaire – Pilot Survey

Research on Panel-Based Internet Surveys
March 2008
- Questionnaire -

PROGRAMMING NOTE: ALL SURVEY SCREENS SHOULD CONTAIN BOTH A “PREVIOUS” BUTTON IN ADDITION TO OUR REGULAR “NEXT” BUTTON.

PROGRAMMING NOTE: PLEASE OMIT ALL INSTRUCTION TEXTS FOR SP AND MP ITEMS. THE ONLY QUESTIONS THAT SHOULD HAVE INSTRUCTION TEXT ARE THE NUMBER BOXES AND OPEN-ENDS.

[DISPLAY]

Q1.

RECREATION AND NATIONAL PARKS SURVEY

All of your answers will be kept confidential. You may skip any question that you don't want to answer, or if you don't know the answer. You may also go back to a previous item at any time. Thanks for your help!

The National Park System consists of all units managed by the National Park Service, including national parks, national historic and cultural sites, and national monuments. It does NOT include any national forests or state parks.

Have you ever, in your lifetime, visited a national park, national historic or cultural site, national monument, or other unit managed by the National Park Service?

- Yes No

SHOW Q2 IF Q1 = “YES”.

[SP]

Q2. How many times in the past two years have you visited a unit of the National Park System?

- None One Two 3 to 5 6 to 10 11 or more visits

[SP]

Q3. Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement: “I plan to visit a unit of the National Park System within the next 12 months.”

- Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

[MEDIUM TEXTBOX]

Q4. In your opinion, what is the ONE most important thing the National Park Service can do to

encourage you to visit units of the National Park System?

Most important thing: _____

[SP]

Q5. We would like to know how satisfied you are with the way the National Park Service manages the national parks, national historic and cultural sites, and national monuments. **In general, are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?**

- Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

[GRID – SP]

Q6. In the past two years, have you participated in any of the following outdoor activities?

- | | | |
|--|---------------------------|--------------------------|
| a. Viewing or photographing animals, birds, or plants outdoors | <input type="radio"/> Yes | <input type="radio"/> No |
| b. Hiking or jogging outdoors for at least 30 continuous minutes | <input type="radio"/> Yes | <input type="radio"/> No |
| c. Snow sports, such as skiing, snowmobiling, or sledding | <input type="radio"/> Yes | <input type="radio"/> No |
| d. Outdoor water activities, such as swimming or boating | <input type="radio"/> Yes | <input type="radio"/> No |
| e. Hunting or fishing | <input type="radio"/> Yes | <input type="radio"/> No |

[GRID – SP]

Q7.

The large national parks like Yellowstone, Grand Canyon, and Great Smoky Mountains are known for their natural resources. For example, they have interesting plants and animals, remote areas and wilderness, lakes or rivers, and starry night skies.

Here are some statements about large national parks. **For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.**

Remember, you may skip any question you don't wish to answer, or if you don't know.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a. Non-native animals that do not occur naturally in these parks should be removed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Wild animals that used to occur naturally in these parks should be brought back.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fountains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. The number of private vehicles in these parks should be limited during the busiest periods.	<input type="radio"/>				
f. Jet-skiing and snowmobiling should be allowed in these parks.	<input type="radio"/>				
g. Air pollution in some of these parks is getting bad enough to cause breathing trouble.	<input type="radio"/>				

[DISPLAY]

We are especially interested in your opinion about air pollution in national parks. Many people don't know a lot about the kind of air pollution we mean, so first we need to tell you about that.

There is some air pollution that can't be seen, but that can still be harmful to health. This invisible air pollution causes health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath.

Buses, trucks, and cars that run on gasoline or diesel are major sources of invisible air pollution.

Pollution is a complicated problem, but for this survey we just want you to think about a small part of the issue. Suppose a new program is being considered that will convert vehicles used by the National Park Service to run on electric and solar power. For purposes of this survey, please assume that the new program will substantially reduce the invisible air pollution in national parks. Also assume that the new program will not affect other kinds of air pollution in national parks, and that it will not affect pollution anywhere else.

[Display]

This new program would be paid for by the people who visit national parks. Each adult visitor who enters a park will pay an extra fee for the program, in addition to the regular entry charge. There will not be a fee for children. All of the money from the extra fee will be used to make park vehicles non-polluting. Please assume that there will be no other costs, and that the program will not limit private vehicles or any other activities in the parks.

Please think carefully about how much you could really afford to pay to reduce invisible air pollution at national parks. Do not consider what others could or could not afford. Even if you don't usually visit national parks, we are interested in YOUR answers.

PROGRAMMING NOTE: FOR Q8, INSERT \$5, \$10, \$15 \$30 OR \$40 INTO THE QUESTION TEXT WITH EQUAL PROBABILITY. PLEASE CREATE A DATA-ONLY VARIABLE INDICATING THE VALUE INSERTED.

[DISPLAY]

Q8DISP.

Please think about invisible air pollution at three levels: LOW, MEDIUM, or HIGH. Depending on the level, it can cause health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath.

When invisible air pollution is LOW, it will not cause these health concerns. There will be no reason for anyone to limit outdoor activities.

When invisible air pollution is MEDIUM, it will cause health concerns for some people. Active children and adults, and also inactive people with breathing problems like asthma, should limit their outdoor activities.

When invisible air pollution is HIGH, it will cause health concerns for everyone. All children and adults should limit or even avoid outdoor activities.

[SP]

Q8. Imagine that you will be visiting a national park for one day next summer. Without the new program, invisible air pollution in the park will be MEDIUM when you visit. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.

Would you be willing to pay an extra fee of \$____ per adult visitor for a program that reduces invisible air pollution, in a park you visit next summer, from MEDIUM to LOW?

Yes

No

[LARGE TEXTBOX]

Q9. Please provide any information that helps explain your answer to the previous question:

[NUMBER BOX WITH RANGE 0 TO 99999999 INCLUDING DECIMALS; DO NOT SHOW RANGE IN INSTRUCTION TEXT]

Q10. Now imagine that you will be visiting a different national park for one day next summer. Without the new program, invisible air pollution in that park will be HIGH when you visit. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.

What is the MAXIMUM extra fee you would be willing to pay per adult visitor for a program to reduce invisible air pollution, in a park you visit next summer, from HIGH to LOW?

\$ _____ extra per adult visitor

[SP]

Q11.

Now we have a few questions about you and your household. While some of these questions may be similar to questions you've seen on other surveys from Knowledge Networks, we need to ask them here, too.

What is the highest level of school you have completed?

- | | | |
|---|--|---------------------------------------|
| <input type="radio"/> Some high school school | <input type="radio"/> Some college or technical school | <input type="radio"/> Some graduate |
| <input type="radio"/> High school graduate or GED | <input type="radio"/> Undergraduate degree | <input type="radio"/> Graduate degree |

[SP]

Q12. Do you belong to any local, state, or national organization whose main purpose is to protect the environment?

- Yes
- No

[SP]

Q13. Not counting cell phones, business lines, or numbers that are only used for a computer or a fax, how many different residential phone numbers ring into your household that can be answered by a person?

- None
- One
- Two
- Three
- Four
- Five
- Six or more phones

[SP]

Q14. Does anyone in your household have a breathing problem like asthma, or a lung disease like emphysema or bronchitis?

- Yes
- No

[SP]

Q15. Are you Hispanic or Latino?

- Yes
- No

[MP]

Q16. Here is a list of racial categories. Please select one or more to describe your race.

- American Indian or Alaska Native
- Black or African American
- Asian
- White
- Native Hawaiian or other Pacific Islander

[SP]

Q17. Next we'd like to ask about your household income. Your answer will be kept strictly confidential, and only used for comparing groups of people. Which one of the following income groups best describes your household's total income in 2007, before taxes?

- Less than \$10,000
- \$10,000 up to \$15,000
- \$15,000 up to \$25,000
- \$25,000 up to \$35,000
- \$35,000 up to \$50,000
- \$50,000 up to \$75,000
- \$75,000 up to \$100,000
- \$100,000 up to \$150,000
- \$150,000 or more

[NUMBER BOX WITH RANGE 0-9999; DO NOT SHOW RANGE IN INSTRUCTION TEXT]

Q18.

These last four questions will help us learn more about how people take surveys.

About how many surveys have you completed by TELEPHONE in the past 12 months?

_____ phone surveys

[NUMBER BOX WITH RANGE 0-9999; DO NOT SHOW RANGE IN INSTRUCTION TEXT]

Q19. Including this one, about how many surveys have you completed on the INTERNET in the past 12 months?

_____ Internet surveys

[NUMBER BOX WITH RANGE 0-9999; DO NOT SHOW RANGE IN INSTRUCTION TEXT]

Q20. About how many surveys have you completed by MAIL in the past 12 months?

_____ mail surveys

[SP]

Q21. Sometimes a survey will say that it should be answered by the adult in the household with the “most recent birthday.” So that we can compare our results with surveys that do that, **please give us your best estimate for how much of this questionnaire was answered by the person in your household who is 18 or older and who had the most recent birthday.** Or if you’re not sure, you can indicate that.

- None Some Most All Not sure

[DISPLAY]

Thank you for participating in this survey! If you have questions or comments, please call toll-free (1-866-966-2715) or write to:

University of Wyoming, Dept. 3925, 1000 E. University Avenue, Laramie, WY 82071

INSERT STANDARD CLOSE.

Appendix A2: Questionnaire – Main Survey

Research on Panel-Based Internet Surveys
March 2008
- Questionnaire -

PROGRAMMING NOTE: ALL SURVEY SCREENS SHOULD CONTAIN BOTH A “PREVIOUS” BUTTON IN ADDITION TO OUR REGULAR “NEXT” BUTTON.

PROGRAMMING NOTE: PLEASE OMIT ALL INSTRUCTION TEXTS FOR SP AND MP ITEMS. THE ONLY QUESTIONS THAT SHOULD HAVE INSTRUCTION TEXT ARE THE NUMBER BOXES AND OPEN-ENDS.

[DISPLAY]

Q1.

RECREATION AND NATIONAL PARKS SURVEY

All of your answers will be kept confidential. You may skip any question that you don’t want to answer, or if you don’t know the answer. You may also go back to a previous item at any time. Thanks for your help!

The National Park System consists of all units managed by the National Park Service, including national parks, national historic and cultural sites, and national monuments. It does NOT include any national forests or state parks.

Have you ever, in your lifetime, visited a national park, national historic or cultural site, national monument, or other unit managed by the National Park Service?

- Yes No

SHOW Q2 IF Q1 = “YES”.

[SP]

Q2. How many times in the past two years have you visited a unit of the National Park System?

- None One Two 3 to 5 6 to 10 11 or more visits

[SP]

Q3. Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement: “I plan to visit a unit of the National Park System within the next 12 months.”

- Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

[MEDIUM TEXTBOX]

Q4. In your opinion, what is the ONE most important thing the National Park Service can do to

encourage you to visit units of the National Park System?

Most important thing: _____

[SP]

Q5. We would like to know how satisfied you are with the way the National Park Service manages the national parks, national historic and cultural sites, and national monuments. In general, are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?

- Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

[GRID – SP]

Q6. In the past two years, have you participated in any of the following outdoor activities?

- | | | |
|--|---------------------------|--------------------------|
| a. Viewing or photographing animals or plants outdoors | <input type="radio"/> Yes | <input type="radio"/> No |
| b. Hiking or jogging outdoors for at least 30 continuous minutes | <input type="radio"/> Yes | <input type="radio"/> No |
| c. Snow sports, such as skiing, snowmobiling, or sledding | <input type="radio"/> Yes | <input type="radio"/> No |
| d. Outdoor water activities, such as swimming or boating | <input type="radio"/> Yes | <input type="radio"/> No |
| e. Hunting or fishing | <input type="radio"/> Yes | <input type="radio"/> No |

[GRID – SP]

Q7.

The large national parks like Yellowstone, Grand Canyon, and Great Smoky Mountains are known for their natural resources. For example, they have interesting plants and animals, remote areas and wilderness, lakes or rivers, and starry night skies.

Here are some statements about large national parks. **For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.** Remember, you may skip any question you don't wish to answer, or if you don't know.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a. Animals that used to occur naturally in these parks should be brought back.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Animals that do not occur naturally in these parks should be removed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fountains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. The number of private vehicles in these parks should be limited during the busiest periods.	<input type="radio"/>				
f. Jet-skiing and snowmobiling should be allowed in these parks.	<input type="radio"/>				
g. Air pollution in some of these parks is getting bad enough to cause breathing trouble.	<input type="radio"/>				

[DISPLAY]

We are especially interested in your opinion about air pollution in national parks. Many people don't know a lot about the kind of air pollution we mean, so first we need to tell you about that.

There is some air pollution that can't be seen, but that can still be harmful to health. This invisible air pollution causes health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath.

Buses, trucks, and cars that run on gasoline or diesel are major sources of invisible air pollution.

Pollution is a complicated problem, but for this survey we just want you to think about a small part of the issue. Suppose a new program is being considered that will convert vehicles used by the National Park Service to run on electric and solar power. Park buses, maintenance trucks, and ranger vehicles would all be included. For purposes of this survey, please assume that the new program will substantially reduce the invisible air pollution in national parks. Also assume that the new program will not affect other kinds of air pollution in national parks, and that it will not affect pollution anywhere else.

[Display]

This new program would be paid for by the people who visit national parks. Each adult visitor who enters a park will pay an extra fee for the program, in addition to the regular entry charge. There will NOT be a fee for children under age 17. All of the money from the extra fee will be used to make park vehicles non-polluting. Please assume that there will be no other costs, and that the program will not limit private vehicles or any other activities in the parks.

Please do NOT consider what other people could or could not afford. Even if you don't usually visit national parks, we are interested in how much you think YOU can afford.

[DISPLAY]

Q8DISP.

Please consider invisible air pollution at three levels: LOW, MEDIUM, or HIGH. Depending on the level, it can cause health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath.

When invisible air pollution is LOW, it will not cause these health concerns. There will be no reason for anyone to limit outdoor activities.

When invisible air pollution is MEDIUM, it will cause health concerns for some people. Active children and adults, and also inactive people with breathing problems like asthma, should limit their outdoor activities.

When invisible air pollution is HIGH, it will cause health concerns for everyone. All children and adults should limit or even avoid outdoor activities.

For the next few questions, please think carefully about how much you could really afford to pay to reduce invisible air pollution at a national park, considering your income and the other costs of visiting a park.

FOR Q8, WITH UNEQUAL PROBABILITIES, RANDOMLY INSERT ONE OF 5 BID VALUES: 2, 5, 10, 15, 25; WITH THE FOLLOWING PROBABILITIES: 15%, 20%, 30%, 20%, 15%.

[SP]

Q8. Imagine that you will be visiting a national park for one day next summer. Without the new program, invisible air pollution in the park will be MEDIUM when you visit. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.

Would you be willing to pay an extra fee of \$ ____ per adult visitor for a program that reduces invisible air pollution, in a park you visit next summer, from MEDIUM to LOW?

Yes

No

[LARGE TEXTBOX]

Q9. Please provide any information that helps explain your answer to the previous question:

[NUMBER BOX WITH RANGE 0 TO 99999999 INCLUDING DECIMALS; DO NOT SHOW RANGE IN INSTRUCTION TEXT]

Q10. Suppose instead that, without the new program, invisible air pollution in the park would be HIGH during this one-day visit next summer. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.

What is the MAXIMUM extra fee you would be willing to pay per adult visitor for a program to reduce invisible air pollution, in a park you visit next summer, from HIGH to LOW?

\$ _____ extra per adult visitor

IS IT POSSIBLE TO ARRAY ALL 6 RESPONSE CHOICES HORIZONTALLY ACROSS THE SCREEN, APPROXIMATELY AS SHOWN HERE, INSTEAD OF IN 2 ROWS AND 3 COLUMNS, AS ABOVE? IF SO, THAT WOULD BE OUR PREFERENCE. BUT IF THAT'S A PROBLEM, THE ABOVE 2X3 ARRAY IS OK.

[SP]

Q11.

Now we have a few questions about you and your household. While some of these questions may be similar to questions you've seen on other surveys from Knowledge Networks, we need to ask them here, too.

What is the highest level of school you have completed?

- | | | | | | |
|---------------------------------|-----------------------------------|------------------------------------|-------------------------------------|--------------------------------|-----------------------|
| | High school | Some college | | Some | |
| <input type="radio"/> Some high | <input type="radio"/> graduate or | <input type="radio"/> or technical | <input type="radio"/> Undergraduate | <input type="radio"/> graduate | <input type="radio"/> |
| Graduate | school | GED | school | degree | |
| school | degree | | | | |

[SP]

Q12. Do you belong to any local, state, or national organization whose main purpose is to protect the environment?

- Yes No

[SP]

Q13. Not counting cell phones, business lines, or numbers that are only used for a computer or a fax, how many different residential phone numbers ring into your household that can be answered by a person?

- None One Two Three Four Five Six or more
phones

[SP]

Q14. Does anyone in your household have a breathing problem like asthma, or a lung disease like emphysema or bronchitis?

- Yes No

[SP]

Q15. Are you Hispanic or Latino? Yes No

[MP]

Q16. Here is a list of racial categories. Please select one or more to describe your race.

- | | |
|---|--|
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> Asian | <input type="checkbox"/> White |
| <input type="checkbox"/> Black or African American | |

[SP]

Q17. Next we'd like to ask about your household income. Your answer will be kept strictly confidential, and only used for comparing groups of people. Which one of the following income groups best describes your household's total income in 2007, before taxes?

- | | | |
|---|---|---|
| <input type="radio"/> Less than \$10,000 | <input type="radio"/> \$25,000 up to \$35,000 | <input type="radio"/> \$75,000 up to \$100,000 |
| <input type="radio"/> \$10,000 up to \$15,000 | <input type="radio"/> \$35,000 up to \$50,000 | <input type="radio"/> \$100,000 up to \$150,000 |
| <input type="radio"/> \$15,000 up to \$25,000 | <input type="radio"/> \$50,000 up to \$75,000 | <input type="radio"/> \$150,000 or more |

[NUMBER BOX WITH RANGE 0-9999; DO NOT SHOW RANGE IN INSTRUCTION TEXT]

Q19.

These last four questions will help us learn more about how people take surveys.

Including this one, about how many surveys have you completed on the INTERNET in the past 12 months?

_____ Internet surveys

[NUMBER BOX WITH RANGE 0-9999; DO NOT SHOW RANGE IN INSTRUCTION TEXT]

Q18. About how many surveys have you completed by TELEPHONE in the past 12 months?

None One Two 3 to 5 6 to 10 11 or more phone surveys

[NUMBER BOX WITH RANGE 0-9999; DO NOT SHOW RANGE IN INSTRUCTION TEXT]

Q20. About how many surveys have you completed by MAIL in the past 12 months?

None One Two 3 to 5 6 to 10 11 or more mail surveys

[SP]

Q21. Sometimes a survey will say that it should be answered by the adult in the household (age 18 or older) with the "most recent birthday." So that we can compare our results with surveys like that, we want to know which adult in your household had the most recent birthday. Would that be you, or someone else? Or if you're not sure, you can indicate that.

Yes, that's me No, it's someone else Not sure

[DISPLAY]

Thank you for participating in this survey! If you have questions or comments, please call toll-free (1-866-966-2715) or write to:

University of Wyoming, Dept. 3925, 1000 E. University Avenue, Laramie, WY 82071

INSERT STANDARD CLOSE.

Appendix B1: Codebook for Pilot Survey with Unweighted Values

DT_START: Interview start time

DT_END: Interview finish time

DURATION: Completion time in seconds

PPAGE: Age

ppagecat Age - 7 Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18-24	2	1.9	1.9	1.9
	2 25-34	12	11.3	11.3	13.2
	3 35-44	12	11.3	11.3	24.5
	4 45-54	32	30.2	30.2	54.7
	5 55-64	22	20.8	20.8	75.5
	6 65-74	23	21.7	21.7	97.2
	7 75+	3	2.8	2.8	100.0
	Total	106	100.0	100.0	

ppagect4 Age - 4 Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18-29	6	5.7	5.7	5.7
	2 30-44	20	18.9	18.9	24.5
	3 45-59	43	40.6	40.6	65.1
	4 60+	37	34.9	34.9	100.0
	Total	106	100.0	100.0	

PPEDUC Education (Highest Degree Received)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4 7th or 8th grade	1	.9	.9	.9
	6 10th grade	2	1.9	1.9	2.8
	7 11th grade	1	.9	.9	3.8
	9 HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	25	23.6	23.6	27.4
	10 Some college, no degree	31	29.2	29.2	56.6
	11 Associate degree	8	7.5	7.5	64.2
	12 Bachelors degree	22	20.8	20.8	84.9
	13 Masters degree	13	12.3	12.3	97.2
	14 Professional or Doctorate degree	3	2.8	2.8	100.0
	Total	106	100.0	100.0	

PPEDUCAT Education (Categorical)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than high school	4	3.8	3.8	3.8
	2 High school	25	23.6	23.6	27.4
	3 Some college	39	36.8	36.8	64.2
	4 Bachelor's degree or higher	38	35.8	35.8	100.0
	Total	106	100.0	100.0	

PPETHM Race / Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 White, Non-Hispanic	99	93.4	93.4	93.4
	2 Black, Non-Hispanic	2	1.9	1.9	95.3
	3 Other, Non-Hispanic	1	.9	.9	96.2
	4 Hispanic	2	1.9	1.9	98.1
	5 2+ Races, Non-Hispanic	2	1.9	1.9	100.0
	Total	106	100.0	100.0	

PPGENDER Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	41	38.7	38.7	38.7
	2 Female	65	61.3	61.3	100.0
	Total	106	100.0	100.0	

PPHHHEAD Household Head

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	9	8.5	8.5	8.5
	1 Yes	97	91.5	91.5	100.0
	Total	106	100.0	100.0	

PPHHSIZE Household Size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	21.7	21.7	21.7
	2	38	35.8	35.8	57.5
	3	14	13.2	13.2	70.8
	4	19	17.9	17.9	88.7
	5	7	6.6	6.6	95.3
	6	3	2.8	2.8	98.1
	8	2	1.9	1.9	100.0
	Total	106	100.0	100.0	

PPHOUSE Housing Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 A one-family house detached from any other house	92	86.8	86.8	86.8
	2 A one-family house attached to one or more houses	2	1.9	1.9	88.7
	3 A building with 2 or more apartments	6	5.7	5.7	94.3
	4 A mobile home	6	5.7	5.7	100.0
	Total	106	100.0	100.0	

PPINCIMP Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	Less than \$5,000	1	.9	.9
	3	\$7,500 to \$9,999	2	1.9	2.8
	4	\$10,000 to \$12,499	1	.9	3.8
	6	\$15,000 to \$19,999	4	3.8	7.5
	7	\$20,000 to \$24,999	5	4.7	12.3
	8	\$25,000 to \$29,999	4	3.8	16.0
	9	\$30,000 to \$34,999	4	3.8	19.8
	10	\$35,000 to \$39,999	8	7.5	27.4
	11	\$40,000 to \$49,999	10	9.4	36.8
	12	\$50,000 to \$59,999	13	12.3	49.1
	13	\$60,000 to \$74,999	14	13.2	62.3
	14	\$75,000 to \$84,999	10	9.4	71.7
	15	\$85,000 to \$99,999	12	11.3	83.0
	16	\$100,000 to \$124,999	8	7.5	90.6
	17	\$125,000 to \$149,999	3	2.8	93.4
	18	\$150,000 to \$174,999	4	3.8	97.2
	19	\$175,000 or more	3	2.8	100.0
	Total		106	100.0	100.0

PPMARIT Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	Married	70	66.0	66.0
	2	Widowed	5	4.7	70.8
	3	Divorced	9	8.5	79.2
	4	Separated	2	1.9	81.1
	5	Never married	15	14.2	95.3
	6	Living with partner	5	4.7	100.0
	Total		106	100.0	100.0

PPMSACAT MSA Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	Non-Metro	22	20.8	20.8
	1	Metro	84	79.2	100.0
	Total		106	100.0	100.0

PPNET HH Internet Access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	20	18.9	18.9	18.9
	1 Yes	86	81.1	81.1	100.0
	Total	106	100.0	100.0	

PPREG4 Region 4 - Based on State of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Northeast	15	14.2	14.2	14.2
	2 Midwest	38	35.8	35.8	50.0
	3 South	34	32.1	32.1	82.1
	4 West	19	17.9	17.9	100.0
	Total	106	100.0	100.0	

ppreg9 Region 9 - Based on State of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 New England	4	3.8	3.8	3.8
	2 Mid-Atlantic	11	10.4	10.4	14.2
	3 East-North Central	29	27.4	27.4	41.5
	4 West-North Central	9	8.5	8.5	50.0
	5 South Atlantic	18	17.0	17.0	67.0
	6 East-South Central	9	8.5	8.5	75.5
	7 West-South Central	7	6.6	6.6	82.1
	8 Mountain	8	7.5	7.5	89.6
	9 Pacific	11	10.4	10.4	100.0
	Total	106	100.0	100.0	

PPRENT Ownership Status of Living Quarters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Owned or being bought by you or someone in your household	98	92.5	92.5	92.5
	2 Rented for cash	8	7.5	7.5	100.0
	Total	106	100.0	100.0	

PPSTATEN State

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 11 ME	2	1.9	1.9	1.9
14 MA	1	.9	.9	2.8
16 CT	1	.9	.9	3.8
21 NY	6	5.7	5.7	9.4
22 NJ	1	.9	.9	10.4
23 PA	4	3.8	3.8	14.2
31 OH	8	7.5	7.5	21.7
32 IN	4	3.8	3.8	25.5
33 IL	5	4.7	4.7	30.2
34 MI	7	6.6	6.6	36.8
35 WI	5	4.7	4.7	41.5
41 MN	3	2.8	2.8	44.3
42 IA	2	1.9	1.9	46.2
43 MO	2	1.9	1.9	48.1
45 SD	1	.9	.9	49.1
46 NE	1	.9	.9	50.0
52 MD	3	2.8	2.8	52.8
54 VA	5	4.7	4.7	57.5
56 NC	2	1.9	1.9	59.4
57 SC	4	3.8	3.8	63.2
58 GA	1	.9	.9	64.2
59 FL	3	2.8	2.8	67.0
61 KY	3	2.8	2.8	69.8
62 TN	4	3.8	3.8	73.6
64 MS	2	1.9	1.9	75.5
71 AR	1	.9	.9	76.4
72 LA	1	.9	.9	77.4
74 TX	5	4.7	4.7	82.1
81 MT	1	.9	.9	83.0
84 CO	3	2.8	2.8	85.8
86 AZ	2	1.9	1.9	87.7
87 UT	1	.9	.9	88.7
88 NV	1	.9	.9	89.6
91 WA	1	.9	.9	90.6
92 OR	3	2.8	2.8	93.4
93 CA	7	6.6	6.6	100.0
Total	106	100.0	100.0	

PPT01 Presence of Household Members - Children 0-2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	106	100.0	100.0	100.0

PPT1317 Presence of Household Members - Children 13-17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	92	86.8	86.8	86.8
	1	9	8.5	8.5	95.3
	2	3	2.8	2.8	98.1
	3	2	1.9	1.9	100.0
	Total	106	100.0	100.0	

PPT180V Presence of Household Members - Adults 18+

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	23.6	23.6	23.6
	2	48	45.3	45.3	68.9
	3	13	12.3	12.3	81.1
	4	17	16.0	16.0	97.2
	5	3	2.8	2.8	100.0
	Total	106	100.0	100.0	

PPT25 Presence of Household Members - Children 2-5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	99	93.4	93.4	93.4
	1	6	5.7	5.7	99.1
	2	1	.9	.9	100.0
	Total	106	100.0	100.0	

PPT612 Presence of Household Members - Children 6-12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	95	89.6	89.6	89.6
	1	8	7.5	7.5	97.2
	2	3	2.8	2.8	100.0
	Total	106	100.0	100.0	

PPWORK Current Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Working - as a paid employee	44	41.5	41.5	41.5
	2 Working - self-employed	12	11.3	11.3	52.8
	3 Not working - on temporary layoff from a job	1	.9	.9	53.8
	4 Not working - looking for work	4	3.8	3.8	57.5
	5 Not working - retired	27	25.5	25.5	83.0
	6 Not working - disabled	8	7.5	7.5	90.6
	7 Not working - other	10	9.4	9.4	100.0
	Total	106	100.0	100.0	

Q1 Q1: Have you ever, in your lifetime, visited a national park, national historic or cultural site, national monument, or other unit managed by the National Park Service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	88	83.0	83.8	83.8
	2 No	17	16.0	16.2	100.0
	Total	105	99.1	100.0	
Missing	-1 Refused	1	.9		
	Total	106	100.0		

Q2 Q2: How many times in the past two years have you visited a unit of the National Park System?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	41	38.7	46.6	46.6
	2 One	20	18.9	22.7	69.3
	3 Two	14	13.2	15.9	85.2
	4 3 to 5	10	9.4	11.4	96.6
	5 6 to 10	1	.9	1.1	97.7
	6 11 or more visits	2	1.9	2.3	100.0
	Total	88	83.0	100.0	
Missing	System	18	17.0		
	Total	106	100.0		

Q3 Q3: Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement: I plan to visit a unit of the National Park System within the next 12 months.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	26	24.5	24.5	24.5
	2 Somewhat agree	27	25.5	25.5	50.0
	3 Neither agree nor disagree	35	33.0	33.0	83.0
	4 Somewhat disagree	9	8.5	8.5	91.5
	5 Strongly disagree	9	8.5	8.5	100.0
	Total	106	100.0	100.0	

Q4: In your opinion, what is the ONE most important thing the National Park Service can do to encourage you to visit units of the National Park System?

Q4_ref Q4 Refused

		Frequency	Percent
Missing	-1 Refused	17	16.0
	System	89	84.0
	Total	106	100.0

Q5 Q5: In general, are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very satisfied	26	24.5	24.8	24.8
	2 Somewhat satisfied	46	43.4	43.8	68.6
	3 Neither satisfied nor dissatisfied	28	26.4	26.7	95.2
	4 Somewhat dissatisfied	4	3.8	3.8	99.0
	5 Very dissatisfied	1	.9	1.0	100.0
	Total	105	99.1	100.0	
Missing	-1 Refused	1	.9		
	Total	106	100.0		

Q6a Q6: In the past two years, have you participated in any of the following outdoor activities? Viewing or photographing animals, birds, or plants outdoors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	59	55.7	57.3	57.3
	2 No	44	41.5	42.7	100.0
	Total	103	97.2	100.0	
Missing	-1 Refused	3	2.8		
Total		106	100.0		

Q6b Q6: In the past two years, have you participated in any of the following outdoor activities? Hiking or jogging outdoors for at least 30 continuous minutes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	59	55.7	57.8	57.8
	2 No	43	40.6	42.2	100.0
	Total	102	96.2	100.0	
Missing	-1 Refused	4	3.8		
Total		106	100.0		

Q6c Q6: In the past two years, have you participated in any of the following outdoor activities? Snow sports, such as skiing, snowmobiling, or sledding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	20	18.9	19.8	19.8
	2 No	81	76.4	80.2	100.0
	Total	101	95.3	100.0	
Missing	-1 Refused	5	4.7		
Total		106	100.0		

Q6d Q6: In the past two years, have you participated in any of the following outdoor activities? Outdoor water activities, such as swimming or boating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	57	53.8	55.9	55.9
	2 No	45	42.5	44.1	100.0
	Total	102	96.2	100.0	
Missing	-1 Refused	4	3.8		
Total		106	100.0		

Q6e Q6: In the past two years, have you participated in any of the following outdoor activities? Hunting or fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	42	39.6	42.0	42.0
	2 No	58	54.7	58.0	100.0
	Total	100	94.3	100.0	
Missing	-1 Refused	6	5.7		
Total		106	100.0		

Q7a Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Non-native animals that do not occur naturally in these parks should be removed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	9	8.5	8.9	8.9
	2 Somewhat agree	39	36.8	38.6	47.5
	3 Neither agree nor disagree	31	29.2	30.7	78.2
	4 Somewhat disagree	11	10.4	10.9	89.1
	5 Strongly disagree	11	10.4	10.9	100.0
	Total	101	95.3	100.0	
Missing	-1 Refused	5	4.7		
Total		106	100.0		

Q7b Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Wild animals that used to occur naturally in these parks should be brought back.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	32	30.2	31.4	31.4
	2 Somewhat agree	47	44.3	46.1	77.5
	3 Neither agree nor disagree	16	15.1	15.7	93.1
	4 Somewhat disagree	4	3.8	3.9	97.1
	5 Strongly disagree	3	2.8	2.9	100.0
	Total	102	96.2	100.0	
Missing	-1 Refused	4	3.8		
Total		106	100.0		

Q7c Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	62	58.5	59.6	59.6
	2 Somewhat agree	32	30.2	30.8	90.4
	3 Neither agree nor disagree	7	6.6	6.7	97.1
	4 Somewhat disagree	1	.9	1.0	98.1
	5 Strongly disagree	2	1.9	1.9	100.0
Total		104	98.1	100.0	
Missing	-1 Refused	2	1.9		
Total		106	100.0		

Q7d Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	14	13.2	13.6	13.6
	2 Somewhat agree	25	23.6	24.3	37.9
	3 Neither agree nor disagree	33	31.1	32.0	69.9
	4 Somewhat disagree	22	20.8	21.4	91.3
	5 Strongly disagree	9	8.5	8.7	100.0
Total		103	97.2	100.0	
Missing	-1 Refused	3	2.8		
Total		106	100.0		

Q7e Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. The number of private vehicles in these parks should be limited during the busiest periods.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	22	20.8	21.6	21.6
	2 Somewhat agree	37	34.9	36.3	57.8
	3 Neither agree nor disagree	28	26.4	27.5	85.3
	4 Somewhat disagree	12	11.3	11.8	97.1
	5 Strongly disagree	3	2.8	2.9	100.0
Total		102	96.2	100.0	
Missing	-1 Refused	4	3.8		
Total		106	100.0		

Q7f Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Jet-skiing and snowmobiling should be allowed in these parks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	4	3.8	3.9	3.9
	2 Somewhat agree	10	9.4	9.7	13.6
	3 Neither agree nor disagree	34	32.1	33.0	46.6
	4 Somewhat disagree	29	27.4	28.2	74.8
	5 Strongly disagree	26	24.5	25.2	100.0
	Total	103	97.2	100.0	
Missing	-1 Refused	3	2.8		
Total		106	100.0		

Q7g Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Air pollution in some of these parks is getting bad enough to cause breathing trouble.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	6	5.7	6.0	6.0
	2 Somewhat agree	14	13.2	14.0	20.0
	3 Neither agree nor disagree	63	59.4	63.0	83.0
	4 Somewhat disagree	12	11.3	12.0	95.0
	5 Strongly disagree	5	4.7	5.0	100.0
	Total	100	94.3	100.0	
Missing	-1 Refused	6	5.7		
Total		106	100.0		

Q8_val DATA-ONLY: Q8 dollar amount shown

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 \$5	23	21.7	21.7	21.7
	2 \$10	19	17.9	17.9	39.6
	3 \$15	19	17.9	17.9	57.5
	4 \$30	24	22.6	22.6	80.2
	5 \$40	21	19.8	19.8	100.0
Total		106	100.0	100.0	

Q8 Q8: Would you be willing to pay an extra fee of \$____ per adult visitor for a program that reduces invisible air pollution, in a park you visit next summer, from MEDIUM to LOW?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	40	37.7	38.1	38.1
	2 No	65	61.3	61.9	100.0
	Total	105	99.1	100.0	
Missing	-1 Refused	1	.9		
Total		106	100.0		

Q9: Please provide any information that helps explain your answer to the previous question:

Q9_ref Q9 Refused

		Frequency	Percent
Missing	-1 Refused	19	17.9
System		87	82.1
Total		106	100.0

Q10 Q10: What is the MAXIMUM extra fee you would be willing to pay per adult visitor for a program to reduce invisible air pollution, in a park you visit next summer, from HIGH to LOW?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	10	9.4	9.7	9.7
	.05	1	.9	1.0	10.7
	1.00	5	4.7	4.9	15.5
	2.00	8	7.5	7.8	23.3
	3.00	1	.9	1.0	24.3
	5.00	39	36.8	37.9	62.1
	7.00	2	1.9	1.9	64.1
	8.00	2	1.9	1.9	66.0
	10.00	12	11.3	11.7	77.7
	15.00	9	8.5	8.7	86.4
	20.00	7	6.6	6.8	93.2
	25.00	4	3.8	3.9	97.1
	40.00	1	.9	1.0	98.1
	50.00	2	1.9	1.9	100.0
Total		103	97.2	100.0	
Missing	System	3	2.8		
Total		106	100.0		

Q10_ref Q10 Refused

	Frequency	Percent
Missing -1 Refused	3	2.8
System	103	97.2
Total	106	100.0

Q11 Q11: What is the highest level of school you have completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Some high school	3	2.8	2.8	2.8
2 High school graduate or GED	24	22.6	22.6	25.5
3 Some college or technical school	38	35.8	35.8	61.3
4 Undergraduate degree	16	15.1	15.1	76.4
5 Some graduate school	3	2.8	2.8	79.2
6 Graduate degree	22	20.8	20.8	100.0
Total	106	100.0	100.0	

Q12 Q12: Do you belong to any local, state, or national organization whose main purpose is to protect the environment?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	15	14.2	14.2	14.2
2 No	91	85.8	85.8	100.0
Total	106	100.0	100.0	

Q13 Q13: Not counting cell phones, business lines, or numbers that are only used for a computer or a fax, how many different residential phone numbers ring into your household that can be answered by a person?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 None	6	5.7	5.7	5.7
2 One	90	84.9	84.9	90.6
3 Two	8	7.5	7.5	98.1
4 Three	1	.9	.9	99.1
5 Four	1	.9	.9	100.0
Total	106	100.0	100.0	

Q14 Q14: Does anyone in your household have a breathing problem like asthma, or a lung disease like emphysema or bronchitis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	38	35.8	36.2	36.2
	2 No	67	63.2	63.8	100.0
	Total	105	99.1	100.0	
Missing	-1 Refused	1	.9		
Total		106	100.0		

Q15 Q15: Are you Hispanic or Latino?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	1	.9	1.0	1.0
	2 No	102	96.2	99.0	100.0
	Total	103	97.2	100.0	
Missing	-1 Refused	3	2.8		
Total		106	100.0		

Q16a Q16: Here is a list of racial categories. Please select one or more to describe your race. American Indian or Alaska Native

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	106	100.0	100.0	100.0

Q16b Q16: Here is a list of racial categories. Please select one or more to describe your race. Asian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	105	99.1	99.1	99.1
	1 Yes	1	.9	.9	100.0
	Total	106	100.0	100.0	

Q16c Q16: Here is a list of racial categories. Please select one or more to describe your race. Native Hawaiian or other Pacific Islander

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	106	100.0	100.0	100.0

Q16d Q16: Here is a list of racial categories. Please select one or more to describe your race. Black or African American

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	104	98.1	98.1	98.1
	1 Yes	2	1.9	1.9	100.0
	Total	106	100.0	100.0	

Q16e Q16: Here is a list of racial categories. Please select one or more to describe your race. White

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	3	2.8	2.8	2.8
	1 Yes	103	97.2	97.2	100.0
	Total	106	100.0	100.0	

Q16f Q16: Here is a list of racial categories. Please select one or more to describe your race. Refused

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	105	99.1	99.1	99.1
	1 Yes	1	.9	.9	100.0
	Total	106	100.0	100.0	

Q17 Q17: Which one of the following income groups best describes your household's total income in 2007, before taxes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than \$10,000	6	5.7	6.3	6.3
	3 \$15,000 up to \$25,000	9	8.5	9.5	15.8
	4 \$25,000 up to \$35,000	14	13.2	14.7	30.5
	5 \$35,000 up to \$50,000	14	13.2	14.7	45.3
	6 \$50,000 up to \$75,000	21	19.8	22.1	67.4
	7 \$75,000 up to \$100,000	17	16.0	17.9	85.3
	8 \$100,000 up to \$150,000	8	7.5	8.4	93.7
	9 \$150,000 or more	6	5.7	6.3	100.0
	Total	95	89.6	100.0	
Missing	-1 Refused	11	10.4		
	Total	106	100.0		

Q18 Q18: About how many surveys have you completed by TELEPHONE in the past 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	55	51.9	51.9	51.9
	1	17	16.0	16.0	67.9
	2	18	17.0	17.0	84.9
	3	3	2.8	2.8	87.7
	4	4	3.8	3.8	91.5
	5	1	.9	.9	92.5
	6	1	.9	.9	93.4
	8	2	1.9	1.9	95.3
	10	2	1.9	1.9	97.2
	12	1	.9	.9	98.1
	52	1	.9	.9	99.1
	9807	1	.9	.9	100.0
	Total	106	100.0	100.0	

Q18_ref Q18 Refused

		Frequency	Percent
Missing	System	106	100.0

Q19 Q19: Including this one, about how many surveys have you completed on the INTERNET in the past 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.9	1.0	1.0
	2	1	.9	1.0	2.0
	3	1	.9	1.0	2.9
	5	1	.9	1.0	3.9
	6	10	9.4	9.8	13.7
	7	6	5.7	5.9	19.6
	8	3	2.8	2.9	22.5
	9	2	1.9	2.0	24.5
	10	11	10.4	10.8	35.3
	12	9	8.5	8.8	44.1
	14	2	1.9	2.0	46.1
	15	10	9.4	9.8	55.9
	19	1	.9	1.0	56.9
	20	7	6.6	6.9	63.7
	24	1	.9	1.0	64.7
	25	7	6.6	6.9	71.6
	30	6	5.7	5.9	77.5
	33	1	.9	1.0	78.4
	36	1	.9	1.0	79.4
	40	2	1.9	2.0	81.4
	50	9	8.5	8.8	90.2
	52	2	1.9	2.0	92.2
	60	1	.9	1.0	93.1
	68	1	.9	1.0	94.1
	75	3	2.8	2.9	97.1
	100	3	2.8	2.9	100.0
	Total	102	96.2	100.0	
Missing	System	4	3.8		
Total		106	100.0		

Q19_ref Q19 Refused

		Frequency	Percent
Missing	-1 Refused	4	3.8
	System	102	96.2
Total		106	100.0

Q20 Q20: About how many surveys have you completed by MAIL in the past 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	57	53.8	54.3	54.3
	1	19	17.9	18.1	72.4
	2	11	10.4	10.5	82.9
	3	7	6.6	6.7	89.5
	4	2	1.9	1.9	91.4
	5	2	1.9	1.9	93.3
	6	3	2.8	2.9	96.2
	10	1	.9	1.0	97.1
	12	2	1.9	1.9	99.0
	16	1	.9	1.0	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		

Q20_ref Q20 Refused

		Frequency	Percent
Missing	-1 Refused	1	.9
	System	105	99.1
Total		106	100.0

Q21 Q21: Please give us your best estimate for how much of this questionnaire was answered by the person in your household who is 18 or older and who had the most recent birthday.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	14	13.2	13.3	13.3
	2 Some	1	.9	1.0	14.3
	3 Most	5	4.7	4.8	19.0
	4 All	67	63.2	63.8	82.9
	5 Not sure	18	17.0	17.1	100.0
	Total	105	99.1	100.0	
Missing	-1 Refused	1	.9		
Total		106	100.0		

Timing_Q1_total: Q1 Completion Time
Timing_Q2_total: Q2 Completion Time
Timing_Q3_total: Q3 Completion Time
Timing_Q4_total: Q4 Completion Time

Timing_Q5_total: Q5 Completion Time
Timing_Q6_total: Q6 Completion Time
Timing_Q7_total: Q7 Completion Time
Timing_IntroQ8A_total: IntroQ8A Completion Time
Timing_IntroQ8B_total: IntroQ8B Completion Time
Timing_introQ8_1_total: introQ8 Completion Time
Timing_insQ8_total: insQ8 Completion Time
Timing_Q8_1_total: Q8 Completion Time
Timing_Q9_total: Q9 Completion Time
Timing_Q10_1_total: Q10 Completion Time
Timing_Q11_total: Q11 Completion Time
Timing_Q12_total: Q12 Completion Time
Timing_Q13_total: Q13 Completion Time
Timing_Q14_total: Q14 Completion Time
Timing_Q15_total: Q15 Completion Time
Timing_Q16_total: Q16 Completion Time
Timing_Q17_total: Q17 Completion Time
Timing_Q18_total: Q18 Completion Time
Timing_Q19_total: Q19 Completion Time
Timing_Q20_total: Q20 Completion Time
Timing_Q21_total: Q21 Completion Time
Timing_Thanks_total: Thanks Completion Time
Timing_QF1_total: QF1 Completion Time
QF1: Thinking about this topic, do you have any comments you would like to share?

Appendix B2: Codebook for Main Survey with Unweighted Values

DT_START: Interview start time

DT_END: Interview finish time

DURATION: Completion time in seconds

PPAGE: Age

ppagecat Age - 7 Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18-24	115	7.6	7.6	7.6
	2 25-34	276	18.3	18.3	25.9
	3 35-44	300	19.9	19.9	45.9
	4 45-54	322	21.4	21.4	67.2
	5 55-64	279	18.5	18.5	85.7
	6 65-74	149	9.9	9.9	95.6
	7 75+	66	4.4	4.4	100.0
	Total	1507	100.0	100.0	

ppagect4 Age - 4 Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18-29	276	18.3	18.3	18.3
	2 30-44	415	27.5	27.5	45.9
	3 45-59	475	31.5	31.5	77.4
	4 60+	341	22.6	22.6	100.0
	Total	1507	100.0	100.0	

PPEDUC Education (Highest Degree Received)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No formal education	3	.2	.2	.2
	2 1st, 2nd, 3rd, or 4th grade	2	.1	.1	.3
	3 5th or 6th grade	6	.4	.4	.7
	4 7th or 8th grade	18	1.2	1.2	1.9
	5 9th grade	13	.9	.9	2.8
	6 10th grade	39	2.6	2.6	5.4
	7 11th grade	41	2.7	2.7	8.1
	8 12th grade NO DIPLOMA	58	3.8	3.8	11.9
	9 HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	519	34.4	34.4	46.4
	10 Some college, no degree	327	21.7	21.7	68.1
	11 Associate degree	110	7.3	7.3	75.4
	12 Bachelors degree	222	14.7	14.7	90.1
	13 Masters degree	117	7.8	7.8	97.9
	14 Professional or Doctorate degree	32	2.1	2.1	100.0
	Total	1507	100.0	100.0	

PPEDUCAT Education (Categorical)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than high school	180	11.9	11.9	11.9
	2 High school	519	34.4	34.4	46.4
	3 Some college	437	29.0	29.0	75.4
	4 Bachelor's degree or higher	371	24.6	24.6	100.0
	Total	1507	100.0	100.0	

PPETHM Race / Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 White, Non-Hispanic	1083	71.9	71.9	71.9
	2 Black, Non-Hispanic	176	11.7	11.7	83.5
	3 Other, Non-Hispanic	44	2.9	2.9	86.5
	4 Hispanic	172	11.4	11.4	97.9
	5 2+ Races, Non-Hispanic	32	2.1	2.1	100.0
	Total	1507	100.0	100.0	

PPGENDER Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	674	44.7	44.7	44.7
	2 Female	833	55.3	55.3	100.0
	Total	1507	100.0	100.0	

PPHHHEAD Household Head

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	299	19.8	19.8	19.8
	1 Yes	1208	80.2	80.2	100.0
	Total	1507	100.0	100.0	

PPHHSIZE Household Size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	325	21.6	21.6	21.6
	2	519	34.4	34.4	56.0
	3	268	17.8	17.8	73.8
	4	237	15.7	15.7	89.5
	5	104	6.9	6.9	96.4
	6	36	2.4	2.4	98.8
	7	11	.7	.7	99.5
	8	1	.1	.1	99.6
	9	6	.4	.4	100.0
	Total	1507	100.0	100.0	

PPHOUSE Housing Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 A one-family house detached from any other house	1043	69.2	69.2	69.2
	2 A one-family house attached to one or more houses	97	6.4	6.4	75.6
	3 A building with 2 or more apartments	263	17.5	17.5	93.1
	4 A mobile home	98	6.5	6.5	99.6
	5 Boat, RV, van, etc.	6	.4	.4	100.0
	Total	1507	100.0	100.0	

PPINCIMP Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	Less than \$5,000	26	1.7	1.7	1.7
	2	\$5,000 to \$7,499	36	2.4	2.4	4.1
	3	\$7,500 to \$9,999	35	2.3	2.3	6.4
	4	\$10,000 to \$12,499	43	2.9	2.9	9.3
	5	\$12,500 to \$14,999	39	2.6	2.6	11.9
	6	\$15,000 to \$19,999	67	4.4	4.4	16.3
	7	\$20,000 to \$24,999	103	6.8	6.8	23.2
	8	\$25,000 to \$29,999	87	5.8	5.8	28.9
	9	\$30,000 to \$34,999	88	5.8	5.8	34.8
	10	\$35,000 to \$39,999	110	7.3	7.3	42.1
	11	\$40,000 to \$49,999	145	9.6	9.6	51.7
	12	\$50,000 to \$59,999	154	10.2	10.2	61.9
	13	\$60,000 to \$74,999	156	10.4	10.4	72.3
	14	\$75,000 to \$84,999	100	6.6	6.6	78.9
	15	\$85,000 to \$99,999	94	6.2	6.2	85.1
	16	\$100,000 to \$124,999	112	7.4	7.4	92.6
	17	\$125,000 to \$149,999	45	3.0	3.0	95.6
	18	\$150,000 to \$174,999	31	2.1	2.1	97.6
	19	\$175,000 or more	36	2.4	2.4	100.0
	Total		1507	100.0	100.0	

PPMARIT Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	Married	802	53.2	53.2	53.2
	2	Widowed	95	6.3	6.3	59.5
	3	Divorced	159	10.6	10.6	70.1
	4	Separated	43	2.9	2.9	72.9
	5	Never married	292	19.4	19.4	92.3
	6	Living with partner	116	7.7	7.7	100.0
	Total		1507	100.0	100.0	

PPMSACAT MSA Status

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	Non-Metro	271	18.0	18.0	18.0
	1	Metro	1236	82.0	82.0	100.0
	Total		1507	100.0	100.0	

PPNET HH Internet Access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	599	39.7	39.7	39.7
	1 Yes	908	60.3	60.3	100.0
	Total	1507	100.0	100.0	

PPREG4 Region 4 - Based on State of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Northeast	285	18.9	18.9	18.9
	2 Midwest	306	20.3	20.3	39.2
	3 South	586	38.9	38.9	78.1
	4 West	330	21.9	21.9	100.0
	Total	1507	100.0	100.0	

ppreg9 Region 9 - Based on State of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 New England	71	4.7	4.7	4.7
	2 Mid-Atlantic	214	14.2	14.2	18.9
	3 East-North Central	204	13.5	13.5	32.4
	4 West-North Central	102	6.8	6.8	39.2
	5 South Atlantic	286	19.0	19.0	58.2
	6 East-South Central	119	7.9	7.9	66.1
	7 West-South Central	181	12.0	12.0	78.1
	8 Mountain	123	8.2	8.2	86.3
	9 Pacific	207	13.7	13.7	100.0
	Total	1507	100.0	100.0	

PPRENT Ownership Status of Living Quarters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Owned or being bought by you or someone in your household	1119	74.3	74.3	74.3
	2 Rented for cash	359	23.8	23.8	98.1
	3 Occupied without payment of cash rent	29	1.9	1.9	100.0
	Total	1507	100.0	100.0	

PPSTATEN State					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11 ME	3	.2	.2	.2
	12 NH	7	.5	.5	.7
	13 VT	6	.4	.4	1.1
	14 MA	33	2.2	2.2	3.3
	15 RI	3	.2	.2	3.5
	16 CT	19	1.3	1.3	4.7
	21 NY	100	6.6	6.6	11.3
	22 NJ	34	2.3	2.3	13.6
	23 PA	80	5.3	5.3	18.9
	31 OH	50	3.3	3.3	22.2
	32 IN	36	2.4	2.4	24.6
	33 IL	52	3.5	3.5	28.1
	34 MI	37	2.5	2.5	30.5
	35 WI	29	1.9	1.9	32.4
	41 MN	21	1.4	1.4	33.8
	42 IA	17	1.1	1.1	35.0
	43 MO	35	2.3	2.3	37.3
	44 ND	6	.4	.4	37.7
	45 SD	7	.5	.5	38.2
	46 NE	6	.4	.4	38.6
	47 KS	10	.7	.7	39.2
	51 DE	5	.3	.3	39.5
	52 MD	33	2.2	2.2	41.7
	53 DC	1	.1	.1	41.8
	54 VA	38	2.5	2.5	44.3
	55 WV	14	.9	.9	45.3
	56 NC	45	3.0	3.0	48.2
	57 SC	20	1.3	1.3	49.6
	58 GA	38	2.5	2.5	52.1
	59 FL	92	6.1	6.1	58.2
	61 KY	28	1.9	1.9	60.1
	62 TN	47	3.1	3.1	63.2
	63 AL	28	1.9	1.9	65.0
	64 MS	16	1.1	1.1	66.1
	71 AR	23	1.5	1.5	67.6
	72 LA	23	1.5	1.5	69.1
	73 OK	23	1.5	1.5	70.7
	74 TX	112	7.4	7.4	78.1
	81 MT	7	.5	.5	78.6
	82 ID	9	.6	.6	79.2
	83 WY	1	.1	.1	79.2
	84 CO	32	2.1	2.1	81.4
	85 NM	18	1.2	1.2	82.5
	86 AZ	30	2.0	2.0	84.5
	87 UT	12	.8	.8	85.3
	88 NV	14	.9	.9	86.3
	91 WA	31	2.1	2.1	88.3
	92 OR	20	1.3	1.3	89.6
	93 CA	152	10.1	10.1	99.7
	94 AK	1	.1	.1	99.8
	95 HI	3	.2	.2	100.0
	Total	1507	100.0	100.0	

PPT01 Presence of Household Members - Children 0-2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1479	98.1	98.1	98.1
	1	27	1.8	1.8	99.9
	2	1	.1	.1	100.0
	Total	1507	100.0	100.0	

PPT1317 Presence of Household Members - Children 13-17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1319	87.5	87.5	87.5
	1	151	10.0	10.0	97.5
	2	29	1.9	1.9	99.5
	3	7	.5	.5	99.9
	7	1	.1	.1	100.0
	Total	1507	100.0	100.0	

PPT180V Presence of Household Members - Adults 18+

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	359	23.8	23.8	23.8
	2	780	51.8	51.8	75.6
	3	226	15.0	15.0	90.6
	4	106	7.0	7.0	97.6
	5	26	1.7	1.7	99.3
	6	7	.5	.5	99.8
	7	1	.1	.1	99.9
	8	1	.1	.1	99.9
	9	1	.1	.1	100.0
	Total	1507	100.0	100.0	

PPT25 Presence of Household Members - Children 2-5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1373	91.1	91.1	91.1
	1	96	6.4	6.4	97.5
	2	34	2.3	2.3	99.7
	3	4	.3	.3	100.0
	Total	1507	100.0	100.0	

PPT612 Presence of Household Members - Children 6-12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1265	83.9	83.9	83.9
	1	165	10.9	10.9	94.9
	2	66	4.4	4.4	99.3
	3	10	.7	.7	99.9
	4	1	.1	.1	100.0
	Total	1507	100.0	100.0	

PPWORK Current Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Working - as a paid employee	775	51.4	51.4	51.4
	2 Working - self-employed	126	8.4	8.4	59.8
	3 Not working - on temporary layoff from a job	15	1.0	1.0	60.8
	4 Not working - looking for work	79	5.2	5.2	66.0
	5 Not working - retired	235	15.6	15.6	81.6
	6 Not working - disabled	140	9.3	9.3	90.9
	7 Not working - other	137	9.1	9.1	100.0
	Total	1507	100.0	100.0	

profiled_adults_hh Number of active, profiled adults in household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	831	55.1	55.1	55.1
	2	544	36.1	36.1	91.2
	3	100	6.6	6.6	97.9
	4	21	1.4	1.4	99.3
	5	8	.5	.5	99.8
	6	2	.1	.1	99.9
	7	1	.1	.1	100.0
	Total	1507	100.0	100.0	

XLETTER Address Match

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Address match	1378	91.4	91.4	91.4
	2 Not address match	129	8.6	8.6	100.0
	Total	1507	100.0	100.0	

Q1 Q1: Have you ever, in your lifetime, visited a national park, national historic or cultural site, national monument, or other unit managed by the National Park Service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	924	61.3	79.7	79.7
	2 No	235	15.6	20.3	100.0
	Total	1159	76.9	100.0	
Missing	-1 Refused	25	1.7		
	System	323	21.4		
	Total	348	23.1		
Total		1507	100.0		

Q2 Q2: How many times in the past two years have you visited a unit of the National Park System?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	449	29.8	48.8	48.8
	2 One	171	11.3	18.6	67.3
	3 Two	155	10.3	16.8	84.1
	4 3 to 5	109	7.2	11.8	96.0
	5 6 to 10	20	1.3	2.2	98.2
	6 11 or more visits	17	1.1	1.8	100.0
	Total	921	61.1	100.0	
Missing	-1 Refused	3	.2		
	System	583	38.7		
	Total	586	38.9		
Total		1507	100.0		

Q3 Q3: Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement: I plan to visit a unit of the National Park System within the next 12 months.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	182	12.1	15.7	15.7
	2 Somewhat agree	271	18.0	23.4	39.2
	3 Neither agree nor disagree	380	25.2	32.9	72.1
	4 Somewhat disagree	134	8.9	11.6	83.7
	5 Strongly disagree	189	12.5	16.3	100.0
	Total	1156	76.7	100.0	
Missing	-1 Refused	28	1.9		
	System	323	21.4		
	Total	351	23.3		
Total		1507	100.0		

Q4: In your opinion, what is the ONE most important thing the National Park Service can do to encourage you to visit units of the National Park System?

Q4_ref Q4 Refused

		Frequency	Percent
Missing	-1 Refused	246	16.3
	System	1261	83.7
	Total	1507	100.0

Q5 Q5: In general, are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very satisfied	323	21.4	28.2	28.2
	2 Somewhat satisfied	404	26.8	35.3	63.4
	3 Neither satisfied nor dissatisfied	369	24.5	32.2	95.6
	4 Somewhat dissatisfied	43	2.9	3.8	99.4
	5 Very dissatisfied	7	.5	.6	100.0
	Total	1146	76.0	100.0	
Missing	-1 Refused	38	2.5		
	System	323	21.4		
	Total	361	24.0		
Total		1507	100.0		

Q6a Q6: In the past two years, have you participated in any of the following outdoor activities? Viewing or photographing animals, birds, or plants outdoors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	637	42.3	55.8	55.8
	2 No	504	33.4	44.2	100.0
	Total	1141	75.7	100.0	
Missing	-1 Refused	43	2.9		
	System	323	21.4		
	Total	366	24.3		
Total		1507	100.0		

Q6b Q6: In the past two years, have you participated in any of the following outdoor activities? Hiking or jogging outdoors for at least 30 continuous minutes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	531	35.2	46.6	46.6
	2 No	608	40.3	53.4	100.0
	Total	1139	75.6	100.0	
Missing	-1 Refused	45	3.0		
	System	323	21.4		
	Total	368	24.4		
Total		1507	100.0		

Q6c Q6: In the past two years, have you participated in any of the following outdoor activities? Snow sports, such as skiing, snowmobiling, or sledding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	134	8.9	12.0	12.0
	2 No	983	65.2	88.0	100.0
	Total	1117	74.1	100.0	
Missing	-1 Refused	67	4.4		
	System	323	21.4		
	Total	390	25.9		
Total		1507	100.0		

Q6d Q6: In the past two years, have you participated in any of the following outdoor activities? Outdoor water activities, such as swimming or boating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	582	38.6	51.1	51.1
	2 No	556	36.9	48.9	100.0
	Total	1138	75.5	100.0	
Missing	-1 Refused	46	3.1		
	System	323	21.4		
	Total	369	24.5		
Total		1507	100.0		

Q6e Q6: In the past two years, have you participated in any of the following outdoor activities? Hunting or fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	345	22.9	30.7	30.7
	2 No	780	51.8	69.3	100.0
	Total	1125	74.7	100.0	
Missing	-1 Refused	59	3.9		
	System	323	21.4		
	Total	382	25.3		
Total		1507	100.0		

Q7a Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Wild animals that used to occur naturally in these parks should be brought back.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	430	28.5	38.0	38.0
	2 Somewhat agree	401	26.6	35.4	73.3
	3 Neither agree nor disagree	249	16.5	22.0	95.3
	4 Somewhat disagree	47	3.1	4.1	99.5
	5 Strongly disagree	6	.4	.5	100.0
	Total	1133	75.2	100.0	
Missing	-1 Refused	51	3.4		
	System	323	21.4		
	Total	374	24.8		
Total		1507	100.0		

Q7b Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Non-native animals that do not occur naturally in these parks should be removed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	103	6.8	9.1	9.1
	2 Somewhat agree	269	17.9	23.9	33.0
	3 Neither agree nor disagree	488	32.4	43.3	76.3
	4 Somewhat disagree	208	13.8	18.5	94.8
	5 Strongly disagree	59	3.9	5.2	100.0
	Total	1127	74.8	100.0	
Missing	-1 Refused	57	3.8		
	System	323	21.4		
	Total	380	25.2		
Total		1507	100.0		

Q7c Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	510	33.8	44.8	44.8
	2 Somewhat agree	394	26.1	34.6	79.4
	3 Neither agree nor disagree	173	11.5	15.2	94.6
	4 Somewhat disagree	53	3.5	4.7	99.3
	5 Strongly disagree	8	.5	.7	100.0
	Total	1138	75.5	100.0	
Missing	-1 Refused	46	3.1		
	System	323	21.4		
	Total	369	24.5		
Total		1507	100.0		

Q7d Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	188	12.5	16.6	16.6
	2 Somewhat agree	279	18.5	24.6	41.1
	3 Neither agree nor disagree	300	19.9	26.4	67.6
	4 Somewhat disagree	242	16.1	21.3	88.9
	5 Strongly disagree	126	8.4	11.1	100.0
	Total	1135	75.3	100.0	
Missing	-1 Refused	49	3.3		
	System	323	21.4		
	Total	372	24.7		
Total		1507	100.0		

Q7e Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. The number of private vehicles in these parks should be limited during the busiest periods.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	278	18.4	24.5	24.5
	2 Somewhat agree	428	28.4	37.8	62.3
	3 Neither agree nor disagree	318	21.1	28.1	90.4
	4 Somewhat disagree	77	5.1	6.8	97.2
	5 Strongly disagree	32	2.1	2.8	100.0
	Total	1133	75.2	100.0	
Missing	-1 Refused	51	3.4		
	System	323	21.4		
	Total	374	24.8		
Total		1507	100.0		

Q7f Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Jet-skiing and snowmobiling should be allowed in these parks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	49	3.3	4.3	4.3
	2 Somewhat agree	126	8.4	11.1	15.5
	3 Neither agree nor disagree	374	24.8	33.0	48.5
	4 Somewhat disagree	300	19.9	26.5	75.0
	5 Strongly disagree	283	18.8	25.0	100.0
	Total	1132	75.1	100.0	
Missing	-1 Refused	52	3.5		
	System	323	21.4		
	Total	375	24.9		
Total		1507	100.0		

Q7g Q7: For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Air pollution in some of these parks is getting bad enough to cause breathing trouble.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly agree	96	6.4	8.8	8.8
	2 Somewhat agree	176	11.7	16.2	25.0
	3 Neither agree nor disagree	648	43.0	59.5	84.5
	4 Somewhat disagree	119	7.9	10.9	95.4
	5 Strongly disagree	50	3.3	4.6	100.0
	Total	1089	72.3	100.0	
Missing	-1 Refused	95	6.3		
	System	323	21.4		
	Total	418	27.7		
Total		1507	100.0		

Q8_val DATA-ONLY: Q8 dollar amount shown

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 \$2	175	11.6	14.8	14.8
	2 \$5	236	15.7	19.9	34.7
	3 \$10	355	23.6	30.0	64.7
	4 \$15	238	15.8	20.1	84.8
	5 \$25	180	11.9	15.2	100.0
	Total	1184	78.6	100.0	
Missing	System	323	21.4		
Total		1507	100.0		

Q8 Q8: Would you be willing to pay an extra fee of \$____ per adult visitor for a program that reduces invisible air pollution, in a park you visit next summer, from MEDIUM to LOW?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	615	40.8	53.2	53.2
	2 No	541	35.9	46.8	100.0
	Total	1156	76.7	100.0	
Missing	-1 Refused	28	1.9		
	System	323	21.4		
	Total	351	23.3		
Total		1507	100.0		

Q9: Please provide any information that helps explain your answer to the previous question:

Q9_ref Q9 Refused

		Frequency	Percent
Missing	-1 Refused	373	24.8
	System	1134	75.2
	Total	1507	100.0

Q10 Q10: What is the MAXIMUM extra fee you would be willing to pay per adult visitor for a program to reduce invisible air pollution, in a park you visit next summer, from HIGH to LOW?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	127	8.4	11.6	11.6
	.00	1	.1	.1	11.7
	.41	1	.1	.1	11.7
	.50	3	.2	.3	12.0
	1.00	46	3.1	4.2	16.2
	2.00	87	5.8	7.9	24.1
	2.50	6	.4	.5	24.7
	2.75	1	.1	.1	24.8
	3.00	51	3.4	4.6	29.4
	4.00	17	1.1	1.5	31.0
	5.00	285	18.9	26.0	56.9
	6.00	4	.3	.4	57.3
	6.99	1	.1	.1	57.4
	7.00	24	1.6	2.2	59.6
	7.50	5	.3	.5	60.0
	8.00	14	.9	1.3	61.3
	10.00	205	13.6	18.7	80.0
	12.00	4	.3	.4	80.3
	12.50	1	.1	.1	80.4
	13.00	1	.1	.1	80.5
	15.00	70	4.6	6.4	86.9
	17.31	1	.1	.1	87.0
	18.00	1	.1	.1	87.1
	20.00	70	4.6	6.4	93.4
	25.00	37	2.5	3.4	96.8
	30.00	15	1.0	1.4	98.2
	35.00	5	.3	.5	98.6
	40.00	2	.1	.2	98.8
	50.00	6	.4	.5	99.4
	70.00	1	.1	.1	99.5
	75.00	1	.1	.1	99.5
	100.00	2	.1	.2	99.7
	500.00	1	.1	.1	99.8
	600.00	1	.1	.1	99.9
	1000.00	1	.1	.1	100.0
	Total	1098	72.9	100.0	
Missing	System	409	27.1		
Total		1507	100.0		

Q10_ref Q10 Refused

		Frequency	Percent
Missing	-1 Refused	86	5.7
	System	1421	94.3
	Total	1507	100.0

Q11 Q11: What is the highest level of school you have completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Some high school	87	5.8	7.6	7.6
	2 High school graduate or GED	349	23.2	30.3	37.9
	3 Some college or technical school	338	22.4	29.4	67.2
	4 Undergraduate degree	178	11.8	15.5	82.7
	5 Some graduate school	51	3.4	4.4	87.1
	6 Graduate degree	148	9.8	12.9	100.0
	Total	1151	76.4	100.0	
Missing	-1 Refused	33	2.2		
	System	323	21.4		
	Total	356	23.6		
Total		1507	100.0		

Q12 Q12: Do you belong to any local, state, or national organization whose main purpose is to protect the environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	86	5.7	7.4	7.4
	2 No	1073	71.2	92.6	100.0
	Total	1159	76.9	100.0	
Missing	-1 Refused	25	1.7		
	System	323	21.4		
	Total	348	23.1		
Total		1507	100.0		

Q13 Q13: Not counting cell phones, business lines, or numbers that are only used for a computer or a fax, how many different residential phone numbers ring into your household that can be answered by a person?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	88	5.8	7.6	7.6
	2 One	934	62.0	80.7	88.3
	3 Two	93	6.2	8.0	96.3
	4 Three	27	1.8	2.3	98.6
	5 Four	9	.6	.8	99.4
	6 Five	1	.1	.1	99.5
	7 Six or more phones	6	.4	.5	100.0
	Total	1158	76.8	100.0	
Missing	-1 Refused	26	1.7		
	System	323	21.4		
	Total	349	23.2		
Total		1507	100.0		

Q14 Q14: Does anyone in your household have a breathing problem like asthma, or a lung disease like emphysema or bronchitis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	338	22.4	29.1	29.1
	2 No	822	54.5	70.9	100.0
	Total	1160	77.0	100.0	
Missing	-1 Refused	24	1.6		
	System	323	21.4		
	Total	347	23.0		
Total		1507	100.0		

Q15 Q15: Are you Hispanic or Latino?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	86	5.7	7.5	7.5
	2 No	1067	70.8	92.5	100.0
	Total	1153	76.5	100.0	
Missing	-1 Refused	31	2.1		
	System	323	21.4		
	Total	354	23.5		
Total		1507	100.0		

Q16a Q16: Here is a list of racial categories. Please select one or more to describe your race. American Indian or Alaska Native

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	1152	76.4	97.3	97.3
	1 Yes	32	2.1	2.7	100.0
	Total	1184	78.6	100.0	
Missing	System	323	21.4		
Total		1507	100.0		

Q16b Q16: Here is a list of racial categories. Please select one or more to describe your race. Asian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	1166	77.4	98.5	98.5
	1 Yes	18	1.2	1.5	100.0
	Total	1184	78.6	100.0	
Missing	System	323	21.4		
Total		1507	100.0		

Q16c Q16: Here is a list of racial categories. Please select one or more to describe your race. Black or African-American

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	1067	70.8	90.1	90.1
	1 Yes	117	7.8	9.9	100.0
	Total	1184	78.6	100.0	
Missing	System	323	21.4		
Total		1507	100.0		

Q16d Q16: Here is a list of racial categories. Please select one or more to describe your race. Native Hawaiian or other Pacific Islander

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	1178	78.2	99.5	99.5
	1 Yes	6	.4	.5	100.0
	Total	1184	78.6	100.0	
Missing	System	323	21.4		
Total		1507	100.0		

Q16e Q16: Here is a list of racial categories. Please select one or more to describe your race. White

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	218	14.5	18.4	18.4
	1 Yes	966	64.1	81.6	100.0
	Total	1184	78.6	100.0	
Missing	System	323	21.4		
Total		1507	100.0		

Q16f Q16: Here is a list of racial categories. Please select one or more to describe your race. Refused

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	1116	74.1	94.3	94.3
	1 Yes	68	4.5	5.7	100.0
	Total	1184	78.6	100.0	
Missing	System	323	21.4		
Total		1507	100.0		

Q17 Q17: Which one of the following income groups best describes your household's total income in 2007, before taxes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than \$10,000	76	5.0	7.2	7.2
	2 \$10,000 up to \$15,000	73	4.8	6.9	14.0
	3 \$15,000 up to \$25,000	128	8.5	12.1	26.1
	4 \$25,000 up to \$35,000	148	9.8	13.9	40.0
	5 \$35,000 up to \$50,000	191	12.7	18.0	58.0
	6 \$50,000 up to \$75,000	194	12.9	18.3	76.3
	7 \$75,000 up to \$100,000	118	7.8	11.1	87.4
	8 \$100,000 up to \$150,000	85	5.6	8.0	95.4
	9 \$150,000 or more	49	3.3	4.6	100.0
	Total	1062	70.5	100.0	
Missing	-1 Refused	122	8.1		
	System	323	21.4		
	Total	445	29.5		
Total		1507	100.0		

Q18 Q18: About how many surveys have you completed by TELEPHONE in the past 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	601	39.9	52.3	52.3
	2 One	199	13.2	17.3	69.6
	3 Two	172	11.4	15.0	84.6
	4 3 to 5	136	9.0	11.8	96.4
	5 6 to 10	30	2.0	2.6	99.0
	6 11 or more mail surveys	11	.7	1.0	100.0
	Total	1149	76.2	100.0	
Missing	-1 Refused	35	2.3		
	System	323	21.4		
	Total	358	23.8		
	Total	1507	100.0		

Q19 Q19: Including this one, about how many surveys have you completed on the INTERNET in the past 12 months?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	21	1.4	1.9	1.9
1	8	.5	.7	2.6
2	6	.4	.5	3.2
3	12	.8	1.1	4.3
4	13	.9	1.2	5.5
5	20	1.3	1.8	7.3
6	29	1.9	2.6	9.9
7	11	.7	1.0	10.9
8	36	2.4	3.3	14.2
9	4	.3	.4	14.6
10	83	5.5	7.6	22.1
11	5	.3	.5	22.6
12	79	5.2	7.2	29.8
14	12	.8	1.1	30.8
15	81	5.4	7.4	38.2
16	6	.4	.5	38.8
17	1	.1	.1	38.9
18	6	.4	.5	39.4
19	1	.1	.1	39.5
20	138	9.2	12.6	52.0
21	2	.1	.2	52.2
22	2	.1	.2	52.4
23	1	.1	.1	52.5
24	17	1.1	1.5	54.0
25	80	5.3	7.3	61.3
26	3	.2	.3	61.6
27	2	.1	.2	61.8
28	3	.2	.3	62.1
29	1	.1	.1	62.1
30	87	5.8	7.9	70.1
33	1	.1	.1	70.2
35	19	1.3	1.7	71.9
36	14	.9	1.3	73.2
38	2	.1	.2	73.3
39	1	.1	.1	73.4
40	40	2.7	3.6	77.1
45	11	.7	1.0	78.1
48	7	.5	.6	78.7
50	100	6.6	9.1	87.8
52	8	.5	.7	88.5
53	1	.1	.1	88.6
55	2	.1	.2	88.8
56	1	.1	.1	88.9
60	19	1.3	1.7	90.6
65	2	.1	.2	90.8
68	1	.1	.1	90.9
70	2	.1	.2	91.1
75	10	.7	.9	92.0
80	10	.7	.9	92.9
85	2	.1	.2	93.1
88	1	.1	.1	93.2
90	1	.1	.1	93.3
95	1	.1	.1	93.4
96	1	.1	.1	93.4
100	37	2.5	3.4	96.8
104	1	.1	.1	96.9
105	1	.1	.1	97.0
110	1	.1	.1	97.1
115	1	.1	.1	97.2
120	3	.2	.3	97.5
150	8	.5	.7	98.2
200	6	.4	.5	98.7
250	1	.1	.1	98.8
300	4	.3	.4	99.2
400	1	.1	.1	99.3
500	4	.3	.4	99.6
927	1	.1	.1	99.7
1500	1	.1	.1	99.8
2500	1	.1	.1	99.9
4005	1	.1	.1	100.0
Total	1099	72.9	100.0	
Missing System	408	27.1		
Total	1507	100.0		

Q19_ref Q19 Refused

		Frequency	Percent
Missing	-1 Refused	85	5.6
	System	1422	94.4
	Total	1507	100.0

Q20 Q20: About how many surveys have you completed by MAIL in the past 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	726	48.2	63.1	63.1
	2 One	167	11.1	14.5	77.7
	3 Two	154	10.2	13.4	91.0
	4 3 to 5	75	5.0	6.5	97.6
	5 6 to 10	23	1.5	2.0	99.6
	6 11 or more phone surveys	5	.3	.4	100.0
	Total	1150	76.3	100.0	
Missing	-1 Refused	34	2.3		
	System	323	21.4		
	Total	357	23.7		
Total		1507	100.0		

Q21 Q21: We want to know which adult in your household had the most recent birthday. Would that be you, or someone else? Or if you're not sure, you can indicate that.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes, thats me	790	52.4	68.4	68.4
	2 No, its someone else	323	21.4	28.0	96.4
	3 Not sure	42	2.8	3.6	100.0
	Total	1155	76.6	100.0	
Missing	-1 Refused	29	1.9		
	System	323	21.4		
	Total	352	23.4		
Total		1507	100.0		

Timing_Q1_total: Q1 Completion Time
Timing_Q2_total: Q2 Completion Time
Timing_Q3_total: Q3 Completion Time
Timing_Q4_total: Q4 Completion Time
Timing_Q5_total: Q5 Completion Time
Timing_Q6_total: Q6 Completion Time

Timing_Q7_total: Q7 Completion Time
Timing_IntroQ8A_total: IntroQ8A Completion Time
Timing_IntroQ8B_total: IntroQ8B Completion Time
Timing_introQ8_1_total: introQ8 Completion Time
Timing_Q8_1_total: Q8 Completion Time
Timing_Q9_total: Q9 Completion Time
Timing_Q10_1_total: Q10 Completion Time
Timing_Q11_total: Q11 Completion Time
Timing_Q12_total: Q12 Completion Time
Timing_Q13_total: Q13 Completion Time
Timing_Q14_total: Q14 Completion Time
Timing_Q15_total: Q15 Completion Time
Timing_Q16_total: Q16 Completion Time
Timing_Q17_total: Q17 Completion Time
Timing_Q19_total: Q19 Completion Time
Timing_Q18_total: Q18 Completion Time
Timing_Q20_total: Q20 Completion Time
Timing_Q21_total: Q21 Completion Time
Timing_Thanks_total: Thanks Completion Time
Timing_QF1_total: QF1 Completion Time

Appendix C: Technical Description of AAPOR RR3 and the Knowledge Networks Panel

Four components are used in calculating a cumulative study response rate. The first component is the panel recruitment response rate from Knowledge Networks' random-digit dial (RDD) recruitment stage. The panel recruitment response rate formula used is based on the AAPOR standard response rate #3² (RR3):

$$RR3 = \frac{I}{(I + P) + (R + NC + O) + e(UH + UO)}$$

where *I* = completed interviews; *P* = partial interviews; *R* = refusals; *NC* = no contact; *O* = other; *UH* = unknown household status; *UO* = unknown other; and *e* is the estimated proportion of eligible households among unknown cases.

The KN panel recruitment response rate (RR_{rec}) formula uses an *e* proportion derived from the number of interviews (recruited households) divided by the sum of the interviews and “screen-out” cases (completed telephone screens where the household is identified as ineligible). For two of the no-contact sub-categories, “answering machine” (AM) and “no answer” (NA), the KN formula incorporates an estimated residential household proportion of 0.9 and 0.1, respectively. These proportions are based on research conducted by KN through periodic telephone follow-up studies on all refusal, no-contact, and “all other” cases from the RDD stage. The updated KN formula is:

$$RR_{rec} = \frac{I}{I + [(I / (I + \text{screen outs})) (R + O + 0.9AM + 0.1NA)]}$$

The second component is the household profile rate. The household profile rate is the percentage of recruited households where an adult completed the KN demographic profile survey.

The third component is the household retention rate. This is the percentage of profiled households where an adult was an active panel member and available for sampling for a given survey.

The fourth component is the survey completion rate. This is the percentage of sampled cases that completed a given survey (as defined for that specific study).

Components 1 (recruitment response rate), 2 (profile rate), and 3 (retention rate) are calculated for each member based on their specific RDD sample replicate for their telephone number in the panel recruitment stage at a given point in time. The rates for components 1, 2, and 3, therefore, will be the same for all panel members whose telephone numbers are in a given sample replicate fielded during a specific period. Component 4 (completion rate) is independent of the originating recruitment sample. To arrive at the overall cumulative response rate, the average of each of the four components is calculated across all panelists sampled for a given survey and then multiplied together.

² For descriptions, see the AAPOR Standard Definitions published at www.aapor.org/pdfs/standarddefs_4.pdf.

Appendix D: Response Rate Report for University of Wyoming Research on Panel Based Internet Surveys

Description of KnowledgePanel®

The Knowledge Networks (KN) Web panel is a probability-based panel. By definition, all members of the KN Web panel have a known probability of selection. As a result, it is mathematically possible to calculate a proper response rate that takes into account all sources of nonresponse. In contrast, opt-in Web panels do not permit the calculation of a response rate since the probabilities of selection are unknown. Consequently, opt-in panels are mathematically capable of computing only the survey completion rate representing the final stage of gaining cooperation of survey research subjects, excluding the nonresponse resulting from panel recruitment, connection, and panel retention.

The sample for the Main survey consisted of nationally representative adult members of KnowledgePanel®. The selected sample was a disproportionately stratified sample of panel households from the web-enabled panel. The disproportionate stratification reduced by a factor of one-half the probability of selection for households that cannot be address-matched (i.e., the sample consisted of approximately 8% non-address matched panelists, while the KnowledgePanel consists of approximately 17% non-address matched panelists). One randomly selected adult per household was sampled, using the last birthday method to select the individual.

Participants completed both the Pilot and Main surveys in approximately 13 minutes. Knowledge Networks implemented a customized reminder campaign for survey non-responders. For both surveys, Knowledge Networks sent a default email reminder after the survey was in the field for three days to all non-responders who had not completed the survey at that point. For the Main survey, a second customized email reminder was sent to all non-responders on May 5 (approximately two weeks into the field period). Finally, for the Main survey, a final reminder in the form of an IVR call was conducted on May 14 to all non-responders.

The panel sample selection methodology used for this study was developed by KN in recognition of the practical issue that different surveys target different subpopulations. The methodology was also developed to attempt to correct for nonresponse and noncoverage error in the panel sample that could be introduced at the panel recruitment, connection, and panel retention stages of building and maintaining the panel.³ The panel sample selection methodology, which has been used by KN since 2000, provides statistical control on the representativeness of KN panel survey samples as measured by their proximity to population benchmarks.

³ In our patented solution (U.S. Patent No. 7,269,570), a survey assignment method uses a weighting factor to compensate for members which are temporarily removed from a panel because of an earlier draw of sample. This weighting factor adjusts the selection probabilities of the remaining panel members. The sample is drawn using systematic PPS sampling where the panel poststratification weights will be the Measures of Size (MOS). If the user requirements call for independent selection by stratum, the panel weights (MOS) will be adjusted in the following procedure: Sum the MOS for each stratum, call this sum S_h for stratum h . Consider the user-specified or system-derived target sample size for stratum h to be n_h . Then multiply each MOS for Members in stratum h by n_h/S_h . Then use an interval of $k=1$ and apply systematic PPS sampling to achieve the desired yield per stratum.

Response rate calculations

Field Period: 4/22/2008 - 5/27/2008

Initial members assigned: 1,507

Final number of interviews completed: 1,162

Below are the components of the response rate calculation and the calculations themselves. An extended description of how to compute response metrics for online panels is found in Callegaro & DiSogra (2009).

Household Recruitment Rate (RECR) = 22.0%

Panel recruitment is done using RDD telephone methods. The recruitment rate is computed using the AAPOR Response Rate 3 (RR3) for telephone surveys. If at least one member of the household is recruited, the household as a unit is counted in the household recruitment rate. Of the 1,507 assigned members in this study, their mean household recruitment rate is 20.6%. It is important to note that when there is continuous recruitment throughout the year for KnowledgePanel[®], the recruitment rate for any study sample is calculated using the recruitment numbers from the panel recruitment sample's replicate for each study sample member. (For each RDD recruitment sample replicate fielded that donates a case to a given panel study sample, an AAPOR RR3 is calculated.) To compute the RECR rate for this study, 443 distinct replicates are involved. The relevant replicate's recruitment numerator and denominator is then assigned to each case in the study sample and averaged across all the cases.

Household Profile Rate (PROR) = 54.9%

The study profile rate is computed as an average of the cohort profile rates for all households in the study sample. Although the average number of profiled panel members per household is usually greater than one, a household is considered "profiled" when at least one member completes a profile survey. In this study, an overall mean of 55.4% of recruited households successfully completed a profile survey.

Study Completion Rate (COMR) = 77.1%

For this particular study only one panel member per household was selected at random to be part of the study sample. At the end of the field period, 78.6% of assigned cases completed the study survey. [Note: Substitution, i.e., another member of the same household taking the survey instead of the sampled respondent, was not allowed in this study. This is also the general policy for KnowledgePanel samples.]

Break-off rate (BOR) = 4.6%

Among all people who started the survey, 2.6% did break off before the interview was completed. It is the researcher's call to classify break off as break offs or partials depending on the study design and the key variables to be measured.

Household Retention Rate (RETR) = 41.9%

The retention rate is computed as an average of the cohort retention rates for all members in the study sample.

Cumulative response rate 1 (CUMRR1) = 9.3%

Because for this study one member per household was selected in computing the cumulative response rate, we use the household recruitment rate multiplied by the household profile rate and the survey completion rate, or $RECR * PROR * COMR$

Cumulative response rate 2 (CUMRR2) = 3.9%

In the cumulative response rate 2, retention is taken into account: $CUMRR2$ is $RECR * PROR * RETR * COMR$

Practical advice for reporting response rates in publications

In our experience many journals ask for the final stage completion rate that can be easily reported. Break of rates are also another indicator of quality.

An example of reporting response metrics is the following

“1,507 panelists were randomly drawn from the KN panel; 1,162 panelists responded to the invitation, yielding a final stage completion rate of 77.1%. The recruitment rate for this study, reported by Knowledge Networks, was 22.0% and the profile rate was 54.9%, for a cumulative response rate of 9.3%.”

Appendix G. Mail Survey Correspondence, with Questionnaire

This appendix includes copies of:

- G.1 - the pre-survey notification letter sent to all addresses in the mail sample;
- G.2 - the cover letter sent with the first mailing of the questionnaire;
- G.3- the text of the reminder postcard;
- G.4- the cover letter sent with the second mailing of the questionnaire.
- G.5- the cover letter sent with the Priority Mailing of the questionnaire, after follow-up contact by telephone;
- G.6- the script of the telephone follow-up contact; and
- G.7- the mail questionnaire.

G.1 - The pre-survey notification letter

UNIVERSITY OF WYOMING

Wyoming Survey & Analysis Center (WYSAC)
Dept. 3925 • 1000 E. University Avenue • Laramie WY 82071

Phone: (307) 760-5913 • Fax: (307) 766-2759 • E-mail: wysac@uwyo.edu

April xx, 2008

John Doe or Household Members
123 Any Street
Anytown, ST 99999

Dear Doe Household:

Your household has been randomly chosen for an important nationwide survey about recreation and national parks. The results will help to improve national parks, and also to improve the way researchers do surveys.

In a few days you will receive a short questionnaire in the mail, along with a postage-paid return envelope. We will ask that the survey be answered by the adult in your household (age 18 or older) who has **most recently had a birthday**. If that is not you, please pass this letter along to the adult with the most recent birthday, so that he or she will know to look for the survey in the mail. This helps us to be sure the survey covers a good sampling of all adults across the entire U.S.

We are expecting more than 3,000 responses to this national survey. It is important that all types of households participate, whether or not they know much about recreation or national parks. We hope that your household will be included in the results. The questionnaire is short, and should only take about 10 minutes to complete.

The answers from your household will be combined with all the other returns to help policy makers understand what people think about recreation and national parks. If you would like more information about this survey, you can call our toll-free number (1-866-966-2715). Or you may contact me using the phone number or email address shown at the top of this letter.

Thank you in advance for helping us with this important study!

Sincerely,

[electronic signature, printed in blue]

Burke Grandjean, Ph.D.
Professor of Statistics

G.2 - The cover letter for the first mailing of the questionnaire



Wyoming Survey & Analysis Center (WYSAC)
Dept. 3925 • 1000 E. University Avenue • Laramie WY 82071
Phone: (307) 760-5913 • Fax: (307) 766-2759 • E-mail: wysac@uwyo.edu

April xx, 2008

John Doe or Household Members
123 Any Street
Hometown, ST 99999

Dear Doe Household:

As I wrote you a few days ago, your household has been randomly chosen for an important nationwide survey. The results will be very useful for improving national parks. We need answers from all types of households, whether or not they know much about recreation or national parks.

We ask that the enclosed survey be answered by the adult in your household (age 18 or older) who has most recently had a birthday. This will help us be sure the survey covers a good sampling of all U.S. adults. We have provided a postage-paid envelope for mailing the completed survey back to us.

The survey is short, and should only take about 10 minutes to complete. You may skip any question you don't want to answer, or if you don't know the answer. All the returns nationwide will be combined and kept confidential, so that no individual's answers can be identified. We use a code number on the survey form instead of names and addresses, to keep track of who has not yet responded.

The National Park Service has been informed of the study and is interested in its results. The research will help policy makers understand what people think about some issues facing the national parks, such as air quality. We also hope it will help researchers do better surveys.

If you would like more information about the survey, you can call our toll-free number (1-866-966-2715). Or you may contact me using the phone number or email address shown at the top of this letter.

Your answers will make a big difference for this study. Thanks for your help!

Sincerely,
[electronic signature, printed in blue]
Burke Grandjean, Ph.D.
Professor of Statistics

P.S. If for any reason your household cannot complete the survey, please tell us why below. Then return only this letter in the pre-paid envelope. That way we need not bother you with follow-up mailings.

- checkbox This address is not a private residence. (It is a business, government office, dormitory, hospital, etc.)
checkbox This household does not wish to participate in the survey.
checkbox Other reason: _____.

G.3 - The reminder postcard

Survey Research Center
University of Wyoming, Dept. 3925
1000 E. University Avenue
Laramie, WY 82071

John Doe or Current Household Members
123 Any Street
Anytown, ST 99999

About 10 days ago, you may have received a short questionnaire in the mail for a survey we are doing about recreation and national parks. Hundreds of households across the country have responded, but your completed questionnaire has not yet arrived at our offices.

If you recently returned the survey, please accept our thanks. If not, we very much hope that someone in your household will take a few minutes to answer the questionnaire and return it in the envelope that was provided. To help ensure a good sampling of all U.S. adults, we are asking that the survey be completed by the adult in your household who has most recently had a birthday. Thank you!

G.4- The cover letter for the second mailing of the questionnaire

UNIVERSITY OF WYOMING

Wyoming Survey & Analysis Center (WYSAC)
Dept. 3925 • 1000 E. University Avenue • Laramie WY 82071
Phone: (307) 760-5913 • Fax: (307) 766-2759 • E-mail: wysac@uwyo.edu

May xx, 2008

John Doe or Household Members
123 Any Street
Anytown, ST 99999

Dear Doe Household:

A few weeks ago, we sent a questionnaire in the mail to your household for an important survey about recreation and air quality in national parks.

More than 2,000 households nationwide have participated in this study so far, but your completed survey has not yet arrived at our offices. If you have recently mailed it back, please accept my thanks, and my apology for this additional mailing. If not, I hope that the adult in your household who has most recently had a birthday will take about 10 minutes to answer the enclosed copy of the questionnaire. Also enclosed is a postage-paid envelope for mailing it back to us.

This study is a project of the University of Wyoming. The National Park Service is interested in the results and will receive a report of our findings. If you would like more information about the survey, you can call our toll-free number (1-866-966-2715). Or you may contact me using the phone number or email address shown at the top of this letter.

This is the last mailing that you will receive about the survey, although we will also be contacting some households by phone. It is critical that we get responses from as many of the households in our sample as possible, so that we can make solid conclusions from the results. We need all types of households to participate, whether or not they know much about recreation or national parks.

We will keep all of the answers confidential, and no individual's responses will be identified. There is a code number on the questionnaire so that we can keep track of responses, but no name, address, or other identifying information will be linked to your answers. You may skip any question if you do not know the answer or you prefer not to answer.

I hope you will fill out and return the questionnaire within the next week. But if your household cannot complete the survey for any reason, it will help us a lot if you tell us why in the space below, or on the back, and then return only this letter in the pre-paid envelope.

Either way, I thank you very much for your help!

Sincerely,

[electronic signature, printed in blue]

Burke Grandjean, Ph.D.
Professor of Statistics

G.5- The cover letter sent for the Priority Mailing of the questionnaire, after contact by telephone

UNIVERSITY OF WYOMING

Wyoming Survey & Analysis Center (WYSAC)
Dept. 3925 • 1000 E. University Avenue • Laramie WY 82071
Phone: (307) 760-5913 • Fax: (307) 766-2759 • E-mail: wysac@uwyo.edu

August xx, 2008

John Doe or Household Members
123 Any Street
Anytown, ST 99999

Dear Household Members:

A few days ago, we phoned your household about an important survey on recreation and air quality in national parks. Earlier, we had tried to contact you by mail. The person we reached on the phone asked us to mail another copy of the questionnaire to this address. We really appreciate the help with our research!

We are asking the adult in your household who has most recently had a birthday to take about 10 minutes to answer the survey. That will help us to be sure our survey includes a good sampling of all adults nationwide. A postage-paid envelope for mailing it back to us is also enclosed.

This study is a project of the University of Wyoming. The National Park Service is interested in the results and will receive a report of our findings. If you would like more information about the survey, you can call our toll-free number (1-866-966-2715). Or you may contact me using the phone number or email address shown at the top of this letter.

It is critical that we get responses from as many of the households in our sample as possible, so that we can make solid conclusions from the results. We need all types of households to participate, whether or not they know much about recreation or national parks.

More than 3,000 households nationwide have already responded to our survey, and we will soon be ending the data collection part of our research to begin examining the results. Therefore, I hope you will fill out and return the questionnaire within the next week. If your household cannot complete the survey for any reason, it will help us a lot if you tell us why in the space below, or on the back, and then return only this letter in the pre-paid envelope.

We will keep all of the answers confidential, and no individual's responses will be identified. There is a code number on the questionnaire so that we can keep track of responses, but no name, address, phone number, or any other identifying information will be linked to your answers. You may skip any question if you do not know the answer or if you prefer not to answer.

Thank you very much for your help!

Sincerely,

[electronic signature, printed in blue]

Burke Grandjean, Ph.D.
Professor of Statistics

G.6 - The script of the telephone follow-up contact

[Upon reaching an answering machine for the first time at this number]

(Leave the following message; speak slowly and clearly):

Hello, I'm calling from the University of Wyoming. A few weeks ago we mailed a survey to your household about recreation and national parks. We have not heard from you yet, so I'm calling to make sure you received the survey. If you did, we hope you will take 10 minutes to answer it and mail it back to us in the prepaid envelope we sent. If you did not receive it, or have misplaced it, we would be glad to send another copy. Just phone us toll-free at 1-866-966-2715. Thanks very much for your help! This is [First Name] from the Survey Research Center at the University of Wyoming, 1-866-966-2715.

[If second or subsequent time to reach an answering machine at this number]

(Do not leave a message; please hang up. We have already left a message at this number.)

i1. [If a person answers] ***Hello, I'm calling from the University of Wyoming about a national opinion poll that we mailed you a few weeks ago. This call will only take a few minutes and I'm not selling anything. Would you be willing to help me out with this?*** [If No, seek a callback appointment and politely end call.]

i1a. [If refuses, not sure, hesitates - but not irate on item i1] ***It's really important that we hear from all types of households, whether or not you know much about recreation or national parks. The National Park Service has been informed of the study and is interested in its results. The study will be very useful for improving national parks. Would it be OK if I continue?*** [If No, seek a callback appointment and politely end call.]

i1b. [If Yes on item i1 or i1a] ***First, I'm required to ask if I have reached you on a cell phone.***

i1c. [If Yes (cell phone contact) on item i1b] ***I'm not allowed to talk to you if you're driving or doing anything that could be dangerous. Is it safe to talk, or should I call back some other time?*** [If No (not safe), politely end call.]

i1d. [If No on item i1b or Yes on item i1c] ***Your household was randomly chosen for a nation-wide survey about recreation and national parks. A few weeks ago we mailed out a short survey. We haven't gotten a reply from your household yet, so I'm just calling to make sure you received it. It was printed on light tan paper, with some of the questions in green or yellow boxes. The prepaid return envelope was addressed to the Survey Research Center at the University of Wyoming. Do you happen to recall if our survey arrived in the mail?***

(As needed: *It's really important that we hear from all types of households, whether or not you know much about recreation or national parks. The National Park Service has been informed of the study and is interested in its results. The study will be very useful for improving national parks. All of your answers are completely voluntary. All the responses nationwide will be combined and kept confidential, so that no individual's answers can be identified. Your phone number and address will be separated from your answers, so the final data will be anonymous. The research will help policy makers understand what people think about some issues facing the national parks, such as air quality. It will also help researchers do better surveys. This study*

is being sponsored by the University of Wyoming and the U.S. Environmental Protection Agency. If you would like more information about this survey, you may call our toll-free number: 1-866-966-2715. Or you may contact Dr. Burke Grandjean, Professor of Statistics at the University of Wyoming, by email: burke@uwyo.edu.)

i2a. [If Yes (thinks it was probably received) on item i1d] ***If we send you another copy with a stamped return envelope, do you think you could take 10 minutes to answer it and send it back to us?*** [If still has it, skip to item i4a; if refuses, politely end call.]

i2b. [If Yes (will accept another copy) on item i2a] ***The address we used before was:***
 <<Address>> ***Is that the right mailing address for you?***

i3a. [If Yes (correct address) on item i2b] ***Is there an apartment number or anything else we've left out that ought to be included?*** [Enter apartment number, if any; then skip to item i4.]

i3b. [If No (incorrect address), hesitates, or won't say on item i2b] ***We don't need your name, just your mailing address, so we can send you the survey. Your address will not be used for any other purpose. After the survey is over, our list of addresses will be destroyed. Can you give me your mailing address?*** [If No, politely end call.]

(If needed: *I'm not allowed to do the survey over the phone.*)

i3c. [If Yes (will give new mailing address) to item i3b] ***What is your street address or P.O. Box number? Is there an apartment number with that?***

[Important! Enter street number and street name carefully. Repeat the number and spelling back to respondent to double check. Probe for apartment number.]

i3d. ***And what's the city or town?***

[Important! Repeat the spelling back to respondent to double check.]

i3e. ***And what's the state?***

[Important! Enter the entire state name.]

i3f. ***What is your ZIP code?***

i4. ***That's great! You will receive the questionnaire in the mail in a few days. Since we won't be using names, it will be sent to "Current Household Members" at your address. I really hope you will fill it out and mail it back as soon as you can. We're asking that the survey be answered by the adult in your household who most recently had a birthday. That helps us get a good sampling of the U.S. population. If that's not you, please tell that person about my phone call. If there are any questions, you can call us toll-free at 1-866-966-2715. Thanks very much for speaking to me. Good bye.***

i4a. [If still has original survey on item i2a] ***That's great! I really hope you will fill it out and send it back to us as soon as you can. If you can't find it, you can call us toll-free at 1-866-966-2715, and we'll be happy to send you another copy. We're asking that the survey be answered by the adult in your household who most recently had a birthday. That helps us get a good sampling of the U.S.***

population. If that's not you, please tell that person about my phone call. Would you like me to repeat our toll-free phone number? Thanks very much for speaking to me. Good bye.

G.7- The mail questionnaire

RECREATION AND NATIONAL PARKS SURVEY

This survey should be answered by the adult in your household who had the MOST RECENT BIRTHDAY. Use either pencil or pen (blue or black ink), but please do NOT use a felt-tip marker.

Mark Answers Like This → ● ■
 NOT Like This → ✗ ✎

All of your answers will be kept confidential. You may skip any question that you don't want to answer, or if you don't know the answer. You may also go back to a previous item at any time. Thanks for your help!

The National Park System consists of all units managed by the National Park Service, including national parks, national historic and cultural sites, and national monuments. It does NOT include any national forests or state parks.

1. Have you ever, in your lifetime, visited a national park, national historic or cultural site, national monument, or other unit managed by the National Park Service?

Yes No → (If you have never visited, please mark No and then SKIP to question 3.)

2. How many times in the past two years have you visited a unit of the National Park System?

None One Two 3 to 5 6 to 10 11 or more visits

3. Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement: "I plan to visit a unit of the National Park System within the next 12 months."

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

4. In your opinion, what is the ONE most important thing the National Park Service can do to encourage you to visit units of the National Park System?

Most important thing: _____

5. We would like to know how satisfied you are with the way the National Park Service manages the national parks, national historic and cultural sites, and national monuments. In general, are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?

Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied

6. In the past two years, have you participated in any of the following outdoor activities?

	Yes	No
a. Viewing or photographing animals or plants outdoors	<input type="radio"/>	<input type="radio"/>
b. Hiking or jogging outdoors for at least 30 continuous minutes	<input type="radio"/>	<input type="radio"/>
c. Snow sports, such as skiing, snowmobiling, or sledding	<input type="radio"/>	<input type="radio"/>
d. Outdoor water activities, such as swimming or boating	<input type="radio"/>	<input type="radio"/>
e. Hunting or fishing	<input type="radio"/>	<input type="radio"/>



The large national parks like Yellowstone, Grand Canyon, and Great Smoky Mountains are known for their natural resources. For example, they have interesting plants and animals, remote areas and wilderness, lakes or rivers, and starry night skies.

7. Here are some statements about large national parks. For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Remember, you may skip any question you don't wish to answer, or if you don't know.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a. Animals that used to occur naturally in these parks should be brought back.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Animals that do not occur naturally in these parks should be removed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fountains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. The number of private vehicles in these parks should be limited during the busiest periods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Jet-skiing and snowmobiling should be allowed in these parks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Air pollution in some of these parks is getting bad enough to cause breathing trouble.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We are especially interested in your opinion about air pollution in national parks. Many people don't know a lot about the kind of air pollution we mean, so first we need to tell you about that.

There is some air pollution that can't be seen, but that can still be harmful to health. This invisible air pollution causes health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath. Buses, trucks, and cars that run on gasoline or diesel are major sources of invisible air pollution.

Pollution is a complicated problem, but for this survey we just want you to think about a small part of the issue. Suppose a new program is being considered that will convert vehicles used by the National Park Service to run on electric and solar power. Park buses, maintenance trucks, and ranger vehicles would all be included. For purposes of this survey, please assume that the new program will substantially reduce the invisible air pollution in national parks. Also assume that the new program will not affect other kinds of air pollution in national parks, and that it will not affect pollution anywhere else.

This new program would be paid for by the people who visit national parks. Each adult visitor who enters a park will pay an extra fee for the program, in addition to the regular entry charge. There will NOT be a fee for children under age 17. All of the money from the extra fee will be used to make park vehicles non-polluting. Please assume that there will be no other costs, and that the program will not limit private vehicles or any other activities in the parks. Please do NOT consider what other people could or could not afford. Even if you don't usually visit national parks, we are interested in how much you think YOU can afford.



Please consider invisible air pollution at three levels: LOW, MEDIUM, or HIGH. Depending on the level, it can cause health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath.

When invisible air pollution is LOW, it will not cause these health concerns. There will be no reason for anyone to limit outdoor activities.

When invisible air pollution is MEDIUM, it will cause health concerns for some people. Active children and adults, and also inactive people with breathing problems like asthma, should limit their outdoor activities.

When invisible air pollution is HIGH, it will cause health concerns for everyone. All children and adults should limit or even avoid outdoor activities.

For the next few questions, please think carefully about how much you could really afford to pay to reduce invisible air pollution at a national park, considering your income and the other costs of visiting a park.

8. Imagine that you will be visiting a national park for one day next summer. Without the new program, invisible air pollution in the park will be MEDIUM when you visit. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.

Would you be willing to pay an extra fee of \$2 per adult visitor for a program that reduces invisible air pollution, in a park you visit next summer, from MEDIUM to LOW?

Yes No

9. Please provide any information that helps explain your answer to the previous question:

10. Suppose instead that, without the new program, invisible air pollution in the park would be HIGH during this one-day visit next summer. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.

What is the MAXIMUM extra fee you would be willing to pay per adult visitor for a program to reduce invisible air pollution, in a park you visit next summer, from HIGH to LOW?

\$_____ extra per adult visitor

Now we have a few questions about you and your household.

11. What is the highest level of school you have completed?

Some high school High school graduate or GED Some college or technical school Undergraduate degree Some graduate school Graduate degree

12. In what year were you born? 19

13. Do you belong to any local, state, or national organization whose main purpose is to protect the environment?

Yes No

14. Are you male, or female? Male Female

15. Including yourself, how many adults, age 18 or older, currently live in your household?

One Two Three Four Five Six or more adults



16. How many children or infants, age 17 or younger, currently live in your household?

One Two Three Four Five Six or more children

17. Not counting cell phones, business lines, or numbers that are only used for a computer or a fax, how many different residential phone numbers ring into your household that can be answered by a person?

One Two Three Four Five Six or more phones

18. Does anyone in your household have a breathing problem like asthma, or a lung disease like emphysema or bronchitis?

Yes No

19. Are you Hispanic or Latino? Yes No

20. Here is a list of racial categories. Please select one or more to describe your race.

- American Indian or Alaska Native Native Hawaiian or other Pacific Islander
 Asian White
 Black or African American

21. Next we'd like to ask about your household income. Your answer will be kept strictly confidential, and only used for comparing groups of people. Which one of the following income groups best describes your household's total income in 2007, before taxes?

- Less than \$10,000 \$25,000 up to \$35,000 \$75,000 up to \$100,000
 \$10,000 up to \$15,000 \$35,000 up to \$50,000 \$100,000 up to \$150,000
 \$15,000 up to \$25,000 \$50,000 up to \$75,000 \$150,000 or more

These last four questions will help us learn more about how people take surveys.

22. Including this one, about how many surveys have you completed by MAIL in the past 12 months?

- None One Two 3 to 5 6 to 10 11 or more mail surveys

23. About how many surveys have you completed by TELEPHONE in the past 12 months?

- None One Two 3 to 5 6 to 10 11 or more phone surveys

24. About how many surveys have you completed on the INTERNET in the past 12 months?

- None One Two 3 to 5 6 to 10 11 or more Internet surveys

25. At the beginning of this survey, we said that it should be answered by the adult (age 18 or older) with the most recent birthday. However, we understand that might not always be possible. Please give us your best estimate for how much of this questionnaire was actually answered by the adult in your household who had the most recent birthday. Or if you're not sure, you can indicate that.

- None Some Most All Not sure

Thank you for participating in our survey! Please mail your completed questionnaire in the envelope provided to:
 University of Wyoming, Dept. 3925, 1000 E. University Avenue, Laramie, WY 82071

