

CUSTOMER SATISFACTION - LAKE VISITATION

(Personal Interview)

OMB 0710-0001

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CUSTOMER SATISFACTION -- LAKE VISITATION (For Boaters)

CATEGORY 1

1. a. Is this your first visit to this lake? ___YES ___NO
b. (IF NO) **How many visits** have you made to this lake in the last 12 months?
_____VISITS
2. How many years have you been boating on _____ Lake? _____
YEARS
3. a. About how many days did you boat on _____ Lake in (year)?
_____ DAYS
b. How many of those days were weekend days and how many were weekdays?
WEEKEND DAYS IN (year) _____
WEEKDAYS IN (year) _____
4. Where is your primary residence?

5. How far is the dock or launching area that you use from your home?
_____ MILES

CATEGORY 2

1. What date did you arrive at ___ lake? _____

2. What date do you plan on leaving? _____

3. If this is a one-day visit...

How many hours will you be here today? _____ hours

4. a. What was the most recent day you boated on _____ Lake? If you are unsure of the day, just indicate the month and year.

MONTH DAY YEAR

b. Was that a week day or a weekend day? (circle one)

WEEKDAY WEEKEND DAY

5. What time did you **leave** and what time did you **return** to your dock or boathouse the **last day** you boated? (If you made more than one trip, indicate when you first went out and when you finished boating that day.)

TIME LEFT DOCK ____:____ AM/PM (circle AM or PM)

TIME RETURNED TO DOCK ____:____ AM/PM (circle AM or PM)

6. a. What type of boat did you use on the river **that day**?

____ Runabout/Speedboat ____ House boat ____ Personal watercraft

____ Ski boat ____ Cabin cruiser ____ Rowboat/

____ Fishing boat/Bass boat ____ Pontoon boat ____ Canoe
____ Sailboat

____ Other (please describe) _____

b. If that boat is motorized, what is the total horsepower of the motor(s)?

_____ Horsepower

c. What is the length of that boat? _____ Feet

7. What percent of your time did you spend on the following activities while recreating on _____ Lake **the last time out**? (Consider time spent getting to or moving between fishing locations as "Fishing.")

Fishing _____ %

Cruising _____ %

Swimming _____ %

Water Skiing _____ %

Relaxing/Sunning)
in boat (stationary) _____ %

Other activities _____ % ...please describe

(BE SURE THE TOTAL = 100%)

8. Please list the **MAIN** recreation activities that you came to enjoy (in order of importance to you):

#1 _____

#2 _____

#3 _____

CATEGORY 3

1. a. Do you have a **favorite** place to go on _____ Lake? If you do, please name it or, if you can't name it, describe that location below.

- b. Why is that your favorite place? (PLEASE BE AS SPECIFIC AS POSSIBLE WITH YOUR EXPLANATION)

2. a. Are there any parts of _____ Lake you deliberately **avoid**? If there are, please name them or, if you can't name them, describe the locations below.

- b. **Why** do you avoid that/those parts of the lake? (PLEASE BE AS SPECIFIC AS POSSIBLE WITH YOUR EXPLANATION.)

3. What do you **like best** about _____ Lake?

CATEGORY 4

1. a. Are there **other lakes** where you do the same type of boating that you do on _____ Lake? If there are, please list them below.

- b. About how many days do you boat at these **other places** in a typical year?

_____ DAYS

- c. How does this lake **compare** to those lakes?

- d. Why did you come here today instead of those other places?

CATEGORY 5

1. a. Have you noticed any **positive or negative changes** on _____ Lake in the last **five** years? If you have, please describe the changes below.

Positive: _____

Negative: _____

b. If you noticed changes, have these changes affected your **enjoyment or use** of _____ Lake? Please describe any effects below.

Positive:

Negative:

CATEGORY 6

1. Are there changes you would **like to see** on _____ Lake? If there are, please describe them below.

CATEGORY 7

1. Which of these statements best describes your **expectation** for the number of boats on the lake?
(Please Check One)

- I saw ABOUT AS MANY boats as I expected to see today.
- I saw MORE boats than I expected to see today.
- I saw FEWER boats than I expected to see today.

2. Which of these statements best describes your **preference** for the number of boats on the lake?
(PLEASE ONE)

- I saw ABOUT AS MANY boats as I wanted to see today.
- I saw MORE boats than I wanted to see today.
- I saw FEWER boats than I wanted to see today.

CATEGORY 8

1. Did you have any problems or conflicts with other visitors while on _____ Lake?

If yes, please describe the problems below. (PLEASE BE SPECIFIC.)

CATEGORY 9

Are there any additional comments you would like to make concerning Lake _____?