

RECREATION CUSTOMER SATISFACTION

(Personal Interview)

OMB 0710-0001

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RECREATION CUSTOMER SATISFACTION SURVEY

Respondent:

Age: _____

Street Address

Size of Group: _____

City State Zip Code

Length of stay: _____ Days

If one-day visit: _____ Hours

Time and Place

Dates of current visit:

Interview area:

=====

1. Please list the main recreation activities that you came to enjoy, in order of importance to you.

2. a. Is this your first visit to this lake? ___ Yes ___ No

b. If no, how many previous visits have you made to this lake in the last 12 months?

_____ Visits

3. a. Do you visit other lakes? ___Yes ___No

b. If yes, please name the lakes that you visit most often.

4. How does this lake compare to those lakes?

5. What changes would you like to see at this lake?

6. What changes have you seen since your first visit (if applicable)?

7. Please rate use on the following customer service issues: (Circle one letter for each issue)

| | Excellent | Above Average | Average | Below Average | Poor |
|---|-----------|---------------|---------|---------------|------|
| Cleanliness/sanitation (Garbage/litter removal, general appearance and maintenance) | A | B | C | D | E |
| Resource/protection/condition of natural resources (Water quality, erosion, etc.) | A | B | C | D | E |
| Safety/security (Availability of help, protection from physical hazards, crime/vandalism, etc.) | A | B | C | D | E |
| General Management | A | B | C | D | E |

(Prompt attention to problems, friendly, courteous, helpful, etc.)

8. Please tell us how important each of the following items are in contributing to the types of outdoor recreation experience you expect at an area like this.
(Circle one number for each item)

| | Not Important 1 | Slightly Important 2 | Moderately Important 3 | Very Important 4 | Extremely Important 5 | N/A 6 |
|--|--------------------|-------------------------|---------------------------|---------------------|--------------------------|----------|
| Availability of basic information about the area (Operating hours, maps, facilities) | | | | | | |
| Availability of interpretive information about the area (Brochures and posters on plants, animals, fish, etc.) | 1 | 2 | 3 | 4 | 5 | 6 |
| Availability of places to enjoy my chosen activities away from other incompatible activities | 1 | 2 | 3 | 4 | 5 | 6 |
| Suitability of facilities for my main activities | 1 | 2 | 3 | 4 | 5 | 6 |

9. Please tell us how satisfied you are with the following items:

| | Very Dissatisfied 1 | Dissatisfied 2 | Neither Satisfied nor Dissatisfied 3 | Satisfied 4 | Very Satisfied 5 | N/A 6 |
|---|------------------------|-------------------|---|----------------|---------------------|----------|
| Availability of basic information about the area (Operating hours, maps, facilities) | | | | | | |
| Availability of interpretive information about the area (Brochures and posters on plants, animals, fish, etc) | 1 | 2 | 3 | 4 | 5 | 6 |
| Availability of places to enjoy my chosen activities away from other incompatible activities | 1 | 2 | 3 | 4 | 5 | 6 |
| Suitability of facilities for my main activities | 1 | 2 | 3 | 4 | 5 | 6 |

10. Please take the opportunity to comment on other issues regarding the lake, which may not have been discussed above.

THANK YOU FOR YOUR COOPERATION