

SBNMS Whale Watching Passenger Survey

Sampling Plan

June - August 2018

We need to get 500 completes per season. To achieve this, the students/volunteers must recruit 17 people per day or 9 per student per day (assuming 2 go out daily). They survey 20 days per month or 60 days over the 3 months. This yields 1,000 recruits per season and assuming a 50% response rate, will get us to 500 completes. Due to rounding, all numbers are rounded up, to provide a buffer in the number of recruits to responses.

Number Respondents Recruited	Month	Season
360	June	Summer
360	July	Summer
360	August	Summer
500	September	Winter
500	October	Winter

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The sampling has been done on weekdays and weekends. Most of the use is on weekends so we over sample weekend days. Since we sample 20 days per month, the students are asked to work approximately five days per week.

June Sampling Dates

Date	Day of Week	Type of Day	Location*
1	Friday	Weekday	
2	Saturday	Weekend	
3	Sunday	Weekend	
6	Wednesday	Weekday	
7	Thursday	Weekday	
9	Saturday	Weekend	
11	Monday	Weekday	
12	Tuesday	Weekday	
13	Wednesday	Weekday	
14	Thursday	Weekday	
16	Saturday	Weekend	
17	Sunday	Weekend	
19	Tuesday	Weekday	
22	Friday	Weekday	
23	Saturday	Weekend	
24	Sunday	Weekend	
27	Wednesday	Weekday	
28	Thursday	Weekday	
29	Friday	Weekday	
30	Saturday	Weekend	

12 Weekdays and 8 Weekend days in June for a total of 20 days.

* Locations to be determined

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July Sampling Dates

Date	Day of Week	Type of Day	Location*
4	Wednesday	Holiday	
5	Thursday	Weekday	
6	Friday	Weekday	
7	Saturday	Weekend	
8	Sunday	Weekend	
9	Monday	Weekday	
11	Wednesday	Weekday	
13	Friday	Weekday	
14	Saturday	Weekend	
15	Sunday	Weekend	
17	Tuesday	Weekday	
19	Thursday	Weekday	
20	Friday	Weekday	
21	Saturday	Weekend	
22	Sunday	Weekend	
23	Monday	Weekday	
24	Tuesday	Weekday	
26	Thursday	Weekday	
27	Friday	Weekday	
28	Saturday	Weekend	
29	Sunday	Weekend	

13 Weekdays and 8 weekend days for 21 days total in July.

* Locations to be determined

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August Sampling Dates

Date	Day of Week	Type of Day	Location*
3	Friday	Weekday	
4	Saturday	Weekend	
5	Sunday	Weekend	
6	Monday	Weekday	
7	Tuesday	Weekday	
10	Friday	Weekday	
11	Saturday	Weekend	
12	Sunday	Weekend	
15	Wednesday	Weekday	
16	Thursday	Weekday	
17	Friday	Weekday	
18	Saturday	Weekend	
19	Sunday	Weekend	
22	Wednesday	Weekday	
23	Thursday	Weekday	
24	Friday	Weekday	
25	Saturday	Weekend	
26	Sunday	Weekend	
29	Wednesday	Weekday	
30	Thursday	Weekday	

12 weekdays and 8 weekend days for a total of 20 days in August.

* Locations to be determined

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Sampling Plan

September - October 2018

We need to get 500 completes per season. To achieve this, the students/volunteers must recruit 34 people per day or 17 per student per day (assuming 2 go out daily). They survey 20 days per month in September and 10 days in October or 30 days over the 2-months. This yields 1,000 recruits per season and assuming a 50% response rate, will get us to 500 completes. Due to rounding, all numbers are rounded up, to provide a buffer in the number of recruits to responses.

Number Respondents Recruited	Month	Season
360	June	Summer
360	July	Summer
360	August	Summer
680	<i>September</i>	<i>Winter</i>
340	<i>October</i>	<i>Winter</i>

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Sampling Plan

September - October 2018

The sampling has been done on weekdays and weekends. Most of the use is on weekends so we over sample weekend days. Since we sample 20 days per month, the students are asked to work approximately five days per week.

September Sampling Dates

Date	Day of Week	Type of Day	Location*
1	Saturday	Weekend	
2	Sunday	Weekend	
3	Monday	Weekday	
5	Wednesday	Weekday	
6	Thursday	Weekday	
8	Saturday	Weekend	
10	Monday	Weekday	
11	Tuesday	Weekday	
12	Wednesday	Weekday	
13	Thursday	Weekday	
15	Saturday	Weekend	
16	Sunday	Weekend	
18	Tuesday	Weekday	
21	Friday	Weekday	
22	Saturday	Weekend	
23	Sunday	Weekend	
26	Wednesday	Weekday	
27	Thursday	Weekday	
28	Friday	Weekday	
29	Saturday	Weekend	

12 Weekdays and 8 Weekend days in June for a total of 20 days.

* Locations to be determined

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Sampling Plan

September - October 2018

The sampling has been done on weekdays and weekends. Most of the use is on weekends so we over sample weekend days. Since we sample 10 days per month, the students are asked to work approximately five days per week.

October Sampling Dates

Date	Day of Week	Type of Day	Location*
1	Monday	Weekday	
3	Wednesday	Weekday	
5	Friday	Weekday	
6	Saturday	Weekend	
7	Sunday	Weekend	
8	Monday	Weekday	
10	Wednesday	Weekday	
11	Thursday	Weekday	
13	Saturday	Weekend	
14	Sunday	Weekend	

If the season is extended by a week or so, it would be good to get volunteers out for the following week.

6 Weekdays and 4 Weekend days in June for a total of 20 days.

* Locations to be determined