

SEM VISITOR INTERCEPT SURVEY

INTERCEPT OPENING SCRIPT

"Hello, I am working with Isle Royale conducting a 5-minute survey to improve visitor experiences in the park. Are you a park employee, or have you or anyone in your personal travel group taken a Visitor Survey at Isle Royale recently?"

- ☐ No - visitor is eligible for survey
- ☐ Yes - previously participated in survey
- ☐ Yes - park employee
- ☐ Language barrier / unable to communicate
- ☐ Ineligible for another reason (please specify): _____

→ If the visitor **is eligible**, continue below. If the visitor is ineligible, record the reason, and thank them for their time.

May I ask you some questions about your Isle Royale experience?

→ If the visitor says **NO**, read the following script:

Ok, may I ask three quick questions?

- If the visitor says **NO**, thank them for their time.
- If the visitor says **YES**, ask the non-response bias questions:

1. "Are you a permanent or seasonal/second home resident of the local area around Isle Royale?"
2. "Do you currently live in the United States?"
3. "On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Isle Royale and/or within the local area? (Please refer to map of local area)"

→ If the visitor says **YES**, read the following script:

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224 and this number is valid through 5/31/2023. Secondly, your participation is voluntary, and your name will never be connected with your individual responses. This survey will only take about five minutes of your time today.

PAPERWORK REDUCTION and PRIVACY ACT STATEMENT: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. We are authorized by the National Park Service Protection Interpretation and research in System (54 USC §100702) to collect this information. The routine uses of this information will be for the benefit of NPS Managers and Planning staff in Isle Royale in future initiatives related to the visitor use and resource management within the site. The data collected will be summarized to evaluate visitor uses and expectations during their visit at Isle Royale. Your responses to this collection are completely voluntary and will remain anonymous. You can end the process at any time and will not be penalized in any way for choosing to do so. All contact information collected for the purpose of the follow-up survey will be destroyed at the end of the collection period and no personal identifiable records will be maintained or stored for any purposes. Data collected will only be reported in aggregates and no individually identifiable responses will be reported. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number (1024-0224). We estimate that it will take about 5 minutes to complete this on-site questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Dr. Jake Jorgenson, RRC Associates, at jake@rrcassociates.com (email); or Bret Meldrum, NPS Chief of Social Science Program, at bret_meldrum@nps.gov (email).

1. Are you a permanent or seasonal/second home resident of the local area around Isle Royale?
(Please refer to map of local area)

Please mark (●) one

☐ Yes, I am a permanent resident

➤ _____ What is your ZIP code in the local area?

☐ Yes, I am a seasonal/second home resident

➤ _____ What is your ZIP code in the local area?

☐ No, I am not a permanent or seasonal resident of the local area around Isle Royale

2. (If not permanent or seasonal resident) Do you currently live in the United States?

☐ No

➤ What is your country of origin? _____ (tablet survey includes drop-down list)

☐ Yes

➤ What is the ZIP code of your permanent residence? _____ zip code

3. (If Permanent or Seasonal Residence = NO) Was your visit to Isle Royale the primary purpose for your overall trip away from home?

☐ Yes

☐ No

➤ Was your visit to Isle Royale...? _____

☐ The primary reason you came to the local area

☐ One of two or more equally important reasons you came to the local area

☐ An incidental or spontaneous stop

4. (If Permanent or Seasonal Residence = NO) How many days are you planning to spend in the local area (including the days you spend in Isle Royale) on this trip away from home? (Please refer to map of local area)

_____ days

5. On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Isle Royale and/or within the local area? (Please refer to map of local area).

Please mark (●) one

☐ Yes

☐ No

6. (If Overnight = YES) On this trip, what type of accommodations do you expect to use while in the local area, including any nights spent in Isle Royale? Please mark (●) all that apply

- ☐ Backcountry Camping in Isle Royale, including canoe and kayak sites

➤ _____ # of nights

- ☐ Camping in a developed campsite in Isle Royale

➤ _____ # of nights

➤ **In which campground(s) did you or will you stay?**

- ☐ Beaver Island Campground
- ☐ Belle Isle Campground
- ☐ Birch Island Campground
- ☐ Caribou Island Campground
- ☐ East Chickenbone Campground
- ☐ West Chickenbone Campground
- ☐ Chippewa Harbor Campground
- ☐ Daisy Farm Campground
- ☐ South Lake Desor Campground
- ☐ Duncan Bay Campground
- ☐ Duncan Narrows Campground
- ☐ Feldtmann Lake Campground
- ☐ Grace Island Campground
- ☐ Hatchet Lake Campground
- ☐ Hay Bay Campground
- ☐ Huginnin Cove Campground
- ☐ Intermediate Lake Campground
- ☐ Island Mine Campground
- ☐ Lake Richie Campground
- ☐ Lake Richie Canoe Campground
- ☐ Lake Whittlesey Campground
- ☐ Lane Cove Campground
- ☐ Little Todd Campground
- ☐ Malone Bay Campground
- ☐ McCargoe Cove Campground
- ☐ Merritt Lane Campground
- ☐ Moskey Basin Campground
- ☐ North Desor Campground
- ☐ Pickerel Cover Campground
- ☐ Rock Harbor Campground
- ☐ Siskiwit Bay Campground
- ☐ Three Mile Campground
- ☐ Todd Harbor Campground
- ☐ Tookers Island Campground
- ☐ Washington Creek Campground
- ☐ Wood Lake Campground
- ☐ Unsure

- Camping outside Isle Royale in the local area
 - _____ # of nights
- Lodging inside Isle Royale (e.g., Rock Harbor Lodge or Windigo Camper Cabins)
 - _____ # of nights
 - Which lodging option did you stay in?
 - Rock Harbor Lodge
 - Windigo Camper Cabins
- Lodging outside Isle Royale in the local area (e.g., hotels, cabins, vacation rentals)
 - _____ # of nights
- Unpaid accommodations (e.g., family and friends)
 - _____ # of nights
- Overnight in a boat in an NPS dock or at anchor
 - _____ # of nights
 - Where did you dock?
 - Beaver Island Campground
 - Belle Island Campground
 - Birch Island Campground
 - Caribou Island Campground
 - Chippewa Harbor Campground
 - Daisy Farm Campground
 - Duncan Bay Campground
 - Duncan Narrows Campground
 - Grace Island Campground
 - Hay Bay Campground
 - Malone Bay Campground
 - McCargoe Cove Campground
 - Merritt Lane Campground
 - Moskey Basin Campground
 - Rock Harbor Marina or Campground
 - Siskiwit Bay Campground
 - Three Mile Campground
 - Tobin Harbor
 - Todd Harbor Campground
 - Tookers Island Campground
 - Windigo Dock

7. (IF ACCOMMODATION = IN Isle Royale) What time did you arrive in Isle Royale on the first day of your stay?

_____ Hour (1-12)

○ AM

○ PM

8. (IF ACCOMMODATION = IN Isle Royale) What time of day do you plan to leave Isle Royale on the last day of your stay?

_____ Hour (1-12)

○ AM

○ PM

9. Including yourself, how many people are in your personal group as you visit Isle Royale?

Note: Your personal group is you and companions with whom you visited Isle Royale on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

_____ Adults (18 years or older)

_____ Children (under 18 years)

10. What are the ages of each of the adults in your group? *Note: ages will be collected for a max of 6 adults per group*

	Your Age	Adult 2	Adult 3	Adult 4	Adult 5	Adult 6
Age (years)						

11. (If at least 1 child in the group) What are the ages of each of the children in your group? *Note: ages will be collected for a max of 6 children per group*

	Child 1	Child 2	Child 3	Child 4	Child 5	Child 6
Age (years)						

12. Including yourself, how many people in your personal group split the trip expenses?

_____ number of people

13. On this trip, do you plan to visit Isle Royale for more than one day?

☐ Yes

➤ **How many days do you plan to spend within Isle Royale on this trip?**

_____ Days

➤ **On how many different days do you expect to enter the park?**

_____ Different Days Entered Isle Royale (*tablet includes custom validation – number of different days must be less than or equal to total number of days spent within site, entered above*)

☐ No

➤ **Do you plan to spend one hour or more within Isle Royale today?**

☐ Yes

➤ **How many hours do you plan to spend within Isle Royale today?**

_____ hours (*validation requires a number between 1 and 24, whole numbers only*)

☐ No

➤ **How many minutes do you plan to spend within Isle Royale today?**

_____ minutes (*validation requires a number between 1 and 59, whole numbers only*)

14. Did you, or do you plan to, leave and re-enter the park today?

Please mark (●) one

☐ Yes

➤ **How many times?**

_____ # of Times

☐ No

15. Which was the most recent entrance you used to enter the park? (Please refer to map of local area)

Please mark (●) one

- ☐ Houghton Visitor Center
- ☐ Rock Harbor
 - ☐ from Grand Marais, MN
 - ☐ from Grand Portage, MN
 - ☐ from Copper Harbor, MI
 - ☐ from Houghton, MI
 - ☐ from Canada
 - ☐ from other, please list _____
- ☐ McCargoe Cove
 - ☐ from Grand Marais, MN
 - ☐ from Grand Portage, MN
 - ☐ from Copper Harbor, MI
 - ☐ from Houghton, MI
 - ☐ from Canada
 - ☐ from other, please list _____
- ☐ Belle Isle
 - ☐ from Grand Marais, MN
 - ☐ from Grand Portage, MN
 - ☐ from Copper Harbor, MI
 - ☐ from Houghton, MI
 - ☐ from Canada
 - ☐ from other, please list _____
- ☐ Daisy Farm
 - ☐ from Grand Marais, MN
 - ☐ from Grand Portage, MN
 - ☐ from Copper Harbor, MI
 - ☐ from Houghton, MI
 - ☐ from Canada
 - ☐ from other, please list _____
- ☐ Chippewa Harbor
 - ☐ from Grand Marais, MN
 - ☐ from Grand Portage, MN
 - ☐ from Copper Harbor, MI
 - ☐ from Houghton, MI
 - ☐ from Canada
 - ☐ from other, please list _____
- ☐ Malone Bay
 - ☐ from Grand Marais, MN
 - ☐ from Grand Portage, MN
 - ☐ from Copper Harbor, MI
 - ☐ from Houghton, MI
 - ☐ from Canada

- from other, please list _____
- Windigo
 - from Grand Marais, MN
 - from Grand Portage, MN
 - from Copper Harbor, MI
 - from Houghton, MI
 - from Canada
 - from other, please list _____
- Other entry point, please list _____

16. Considering your visit *today*, have you been to or do you plan to visit any of the following locations within Isle Royale? Please mark (●) all that apply

- ☐ Houghton Visitor Center
- ☐ Rock Harbor
- ☐ Windigo
- ☐ Rock Harbor Lighthouse
- ☐ Edisen Fishery
- ☐ Passage Island Lighthouse

17. Which of the following forms of transportation did you personally use to enter Isle Royale today? Please mark (●) one

- | | |
|---|---|
| ☐ Car, truck, or SUV (e.g., standard private vehicle) | ☐ Electric Bicycle |
| ➤ Number of people _____ | ☐ Water-based transportation |
| ☐ Recreational vehicle or motorhome | ○ Cruise Ship |
| ➤ Number of people _____ | ○ Ferry |
| ☐ Airplane | ○ Tour boat |
| ☐ Seaplane | ○ Personal boat |
| ☐ Commercial tour bus | ○ Sailboat |
| ☐ Commercial tour van | ○ Canoe/kayak |
| ☐ Shuttle | ○ Other: _____ |
| ☐ School bus or church bus/van | ☐ Motorcycle |
| ☐ Train or long-distance passenger bus | ➤ Number of people _____ |
| ☐ Bicycle | ☐ Walk/hike |
| | ☐ Other (Please specify: _____) |

18. (If COMMERCIAL TOUR BUS OR VAN = SELECTED) Was your commercial tour bus or tour van booked as a package vacation? Please mark (●) one

Note: Package tours commonly include transportation, meals, lodging, and activities sold as a pre-set itinerary from a single company. You may have purchased a package tour directly from the company providing the service, or you may have worked with a travel agent who booked you on a package tour.

- ☐ Yes
 - What is the total cost of the package vacation for your personal group? \$ _____
 - What is the total length of your package vacation? _____ days
 - Did your package vacation include lodging (e.g., hotels, lodges, house)? Yes, No, Unsure
 - How many people in your personal group were on the package vacation? _____ people
- ☐ No

19. Are you a first-time visitor to Isle Royale? Please mark (●) one

☐ Yes

☐ No

➤ Including this visit, how many visits have you made to Isle Royale over the past 12 months? _____visits

➤ Including this visit, how many visits have you made to Isle Royale over the past five years? _____visits

20. How many visits have you made to other NPS sites over the past 12 months?

_____visits

Interviewer script:

Thank you for your time. To record a more complete picture of your Isle Royale visit, we ask you to please take this mail-back survey and complete it after your trip. You can participate either by completing the paper form and mailing it in the postage-paid envelope, or online through a password-protected website. The website information is provided on a slip of paper inside the survey packet.

Because your opinion is important to us, we send replacement surveys if you lost your survey and reminders if you forgot to complete it when you returned home. Would you be willing to share your home address or email to send a reminder or replacement survey in the following weeks? Your information is confidential, and your results will be only reported in the aggregate.

First name: _____

Address: _____

Email: _____