



# Visitor Surveys

U.S. ARMY CORPS OF ENGINEERS

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## Spring and Summer 2013 Visitor Surveys

The U.S. Army Corps of Engineers (USACE) is conducting a national, scientific research effort.

- Members of the Student Conservation Association will conduct thousands of face-to-face visitor surveys.
- Surveys will be conducted at 9 lakes in three USACE Regions around the country from March through May
- Surveys will be expanded to include an additional 20+ lakes in seven USACE regions around the country from May through September.
- USACE Engineering Research and Development Center and Institute for Water Resources are working together to organize this national effort.
- Some parks will be surveyed, during random times of the weekday and weekend.
- It's vital to the results of the survey that **every** vehicle exiting the area is stopped and the occupants interviewed, to ensure that information is accurate. However, participation is voluntary.
- Purpose of the survey:
  - Learn more about the activities of visitors for planning purposes;
  - Improve visitation estimates for USACE reporting and budget systems;
  - Better define economic impact estimates from visitor spending.



## What to do if you are stopped

- When you arrive at a survey site, wait in line and answer a brief survey about your visit. Surveyors will ask you how long you spent at the park, what kinds of activities you engaged in (swimming, picnicking, boating or fishing) and other similar questions.
- Each survey takes less than three minutes, so you will be on your way quickly.

## Interviewers

- Student Conservation Association members work to protect and restore parks, landmarks and green spaces across the country. Four days of the week they will be conducting visitor surveys. They will spend one day per week working with USACE rangers on conservation projects, giving them valuable, real-world conservation experience.
- Ranger staff will not be used to conduct interviews, so they can continue providing service to our visitors.
- Data collection processes will be uniform across country, ensuring a statistically valid, scientific survey, important for budgeting processes.

## Questions

If you have additional questions about the survey visit [www.CorpsLakes.us/VisitorSurvey](http://www.CorpsLakes.us/VisitorSurvey)

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