



2013-2017 North Dakota State Comprehensive Outdoor Recreation Plan

RESEARCH

This is an excerpt from the
Final Report for the
North Dakota Parks and Recreation Department (NDPRD)

“SCORP Provider Survey”

conducted in spring 2012.

This survey was completed by
Mark Winkelman of Winkelman Consulting
as part of the development of the
*2013-2017 North Dakota
State Comprehensive Outdoor Recreation Plan (SCORP)*.

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Section

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METHODOLOGY

Purpose

The purpose of this research study was to obtain information that will be used to assist the North Dakota Parks & Recreation Department (NDPRD) in the development of the 2013-2017 State Comprehensive Outdoor Recreation Plan (SCORP). To do this, the study focused on the following objectives:

- Assess perceived demand for various outdoor recreation facilities
- Inventory the quantity and condition of various outdoor recreation facilities
- Solicit input related to future demand and needs
- Identify various provider characteristics

Sampling Frame & Sample Size

The population for this study consisted of the 315 North Dakotan outdoor recreation providers identified by NDPRD. Contact names, mailing addresses, telephone numbers and some email addresses were obtained NDPRD and Clearwater Communications¹.

No sampling technique was employed in this study to select respondents, since all providers identified by NDPRD were asked to participate in the study. A response rate of 50% was targeted.

From the sample of 315 providers, twelve were deemed ineligible since their surveys were returned as undeliverable or their organization simply disseminates funds to other providers in their area. From the 303 eligible respondents, 200 at least "returned" a survey and 192 provided "responses" to the survey, resulting in a "return rate" of 66.0% and **a "response rate" of 63.4%.**

Collection Technique & Timing

All data was collected through the use of mail surveys. However, respondents were given options to reply by mail, email, and fax. Data collection was conducted from March 9 to April 27, 2012. The data collection was administered by Winkelman Consulting.

¹ Due to the number of adjustments needed to the list during the collection process, it is strongly recommended that NDPRD clean the provider list more thoroughly prior to the next SCORP.

Margin of Error

The 192 completed questionnaires provide a 95% confidence level with an overall minimum and maximum margin of error of $\pm 2.6\%$ and $\pm 4.3\%$, respectively, in estimating the proportion of the population who possess a certain characteristic or opinion. In other words, if 100 samples (all having a total of 192 completed questionnaires) were drawn from this population, approximately 95 of the samples would have proportions within $\pm 2.6\%$ and $\pm 4.3\%$ of the proportions of the entire population for the characteristic or opinion being measured.

The margin of error explained previously only applies to responses of the *entire* sample. As shown in the next chart, the margin of error will be larger when looking at the responses of smaller segments.

Populations	Responses	Eligible Providers	Margin of Error for results at or about...				
			10%/90%	20%/80%	30%/70%	40%/60%	50%/50%
Total Sample	192	303	2.6%	3.4%	3.9%	4.2%	4.3%
General	175	276	2.7%	3.6%	4.1%	4.4%	4.5%
Sub-segments	150	237	2.9%	3.9%	4.4%	4.7%	4.8%
	125	197	3.2%	4.2%	4.9%	5.2%	5.3%
	100	158	3.6%	4.7%	5.4%	5.8%	5.9%
	75	118	4.1%	5.5%	6.3%	6.7%	6.8%
	50	79	5.0%	6.7%	7.7%	8.2%	8.4%
	25	39	7.1%	9.5%	10.9%	11.6%	11.9%

* The maximum margin of error is shown in the "50%/50%" column and the minimum margin of error is shown in the "10%/90%" column.

For clarification, the margin of error refers to the accuracy of each individual question – not the study as a whole. In short, the higher the proportion of respondents who express the same opinion, the more accurate the results (the lower the margin of error) will be. For example, if the overall results for the question "How would you describe the overall demand for facilities and/or activities compared to the overall supply?" showed that:

Either 10% or 90% of the respondents felt demand exceeds supply, then the margin of error for this question would be 2.6% -- the "minimum" margin of error.

Either 20% or 80% of the respondents felt demand exceeds supply, then the margin of error for this question would be 3.4%.

Either 30% or 70% of the respondents felt demand exceeds supply, then the margin of error for this question would be 3.9%.

Either 40% or 60% of the respondents felt demand exceeds supply, then the margin of error for this question would be 4.2%.

50% of the respondents felt demand exceeds supply, then the margin of error for this question would be 4.3% -- the "maximum" margin of error.