



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 Household 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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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 interest in general outdoor activities

- Determine the distances residents are willing to travel to participate in general outdoor activities

- Measure interest in specific outdoor activities

- Identify the perceived quantity and quality of specific outdoor activities

- Solicit comments as to outdoor activities or facilities that should be offered or expanded

Sampling Frame & Sample Size

The population for this study consisted of North Dakotans who are 18 years of age or older. Residential and cell phone numbers were obtained from a list company that specializes in generating samples for survey research. Several qualifying questions were then used to obtain the desired gender/age distribution of respondent within each region.

An ideal, stratified random-systematic sampling technique was employed in this study to select phone numbers. In other words, approximately 100 interviews were completed within each of the eight NDPRD planning regions (see Page 1-4) rather than distributing the interviews proportionately based on the population. This gives us both (1) region samples that are approximately equal in statistical accuracy and (2) a statewide sample that is proportionately representative of the actual distribution on North Dakota adults after the data is weighted.

A total of 800 completed interviews was targeted. From the selected sample of residential and cell phone numbers, 805 interviews were actually completed. However, the data was weighted in a manner that the statewide "weighted" sample represents 800 total respondents.

Collection Technique & Timing

All data was collected through the use of telephone interviews. Data collection was conducted from March 26 to April 15, 2012. The data collection was completed in compliance with specifications established by Winkelman Consulting. Interviewing was supervised and performed by trained personnel from IMP Group Limited.

Margin of Error

The 805 completed questionnaires provide a 95% confidence level with an overall minimum and maximum margin of error of $\pm 2.1\%$ and $\pm 3.5\%$, 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 805 completed questionnaires) were drawn from this population, approximately 95 of the samples would have proportions within $\pm 2.1\%$ and $\pm 3.5\%$ 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	Completions	Adults	Margin of Error for results at or about...				
			10%/90%	20%/80%	30%/70%	40%/60%	50%/50%
Total Sample	805	522,720	2.1%	2.8%	3.2%	3.4%	3.5%
Region 1	102	23,619	5.8%	7.7%	8.9%	9.5%	9.7%
Region 2	100	65,934	5.9%	7.8%	9.0%	9.6%	9.8%
Region 3	100	32,961	5.9%	7.8%	9.0%	9.6%	9.8%
Region 4	101	70,471	5.8%	7.8%	8.9%	9.5%	9.7%
Region 5	101	144,775	5.8%	7.8%	8.9%	9.6%	9.7%
Region 6	101	44,780	5.8%	7.8%	8.9%	9.5%	9.7%
Region 7	100	109,525	5.9%	7.8%	9.0%	9.6%	9.8%
Region 8	100	30,655	5.9%	7.8%	9.0%	9.6%	9.8%
General	750	487,006	2.1%	2.9%	3.3%	3.5%	3.6%
Sub-segments	700	454,539	2.2%	3.0%	3.4%	3.6%	3.7%
	650	422,072	2.3%	3.1%	3.5%	3.8%	3.8%
	600	389,605	2.4%	3.2%	3.7%	3.9%	4.0%
	550	357,138	2.5%	3.3%	3.8%	4.1%	4.2%
	500	324,671	2.6%	3.5%	4.0%	4.3%	4.4%
	450	292,204	2.8%	3.7%	4.2%	4.5%	4.6%
	400	259,737	2.9%	3.9%	4.5%	4.8%	4.9%
	350	227,270	3.1%	4.2%	4.8%	5.1%	5.2%
	300	194,802	3.4%	4.5%	5.2%	5.5%	5.7%
	250	162,335	3.7%	5.0%	5.7%	6.1%	6.2%
	200	129,868	4.2%	5.5%	6.3%	6.8%	6.9%
	150	97,401	4.8%	6.4%	7.3%	7.8%	8.0%
	100	64,934	5.9%	7.8%	9.0%	9.6%	9.8%
	50	32,467	8.3%	11.1%	12.7%	13.6%	13.8%
25	16,234	11.8%	15.7%	17.9%	19.2%	19.6%	

* 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 on the previous page indicates 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 important is outdoor recreation to you and other members of your household?” showed that:

Either 10% or 90% of the respondents felt outdoor recreation is “very important”, then the margin of error for this question would be 2.1% -- the “minimum” margin of error.

Either 20% or 80% of the respondents felt outdoor recreation is “very important”, then the margin of error for this question would be 2.8%.

Either 30% or 70% of the respondents felt outdoor recreation is “very important”, then the margin of error for this question would be 3.2%.

Either 40% or 60% of the respondents felt outdoor recreation is “very important”, then the margin of error for this question would be 3.4%.

50% of the respondents felt outdoor recreation is “very important”, then the margin of error for this question would be 3.5% -- the “maximum” margin of error.