

## Bigelow Preserve Intercept Interviews

### Interviewing instructions

#### East Peak of Little Bigelow

- Wait at the summit of east peak of Little Bigelow. Stay out of the way of where hikers might naturally go as they reach the summit.
  - Keep photos face down so hikers cannot see them. Be mindful of the wind so that photos and papers do not blow around the top.
- The objective is to interview every adult that reaches the summit. At a minimum, interview the leader of a group, should you have a large group and not enough time to interview everyone.
  - NOTE: Surveys need to be administered by interviewers – we cannot have people fill them out themselves.
- When a hiker approaches observe where they go for the first 3 to 5 minutes. You can certainly say “Hi” to them as you might normally. Balance between observing where they go on top and not losing the opportunity to interview them.
- After the hikers have settled down where they are going to be (or are about to leave) approach the hiker(s) and introduce yourself and state the purpose of the survey “This is a survey of how people are using the Bigelow Preserve.” Say that you work for Portland Research Group, but do not identify the sponsor of the research.
- Follow the questionnaire exactly as written. Do not forget to record direction from which the hikers arrived and your observations of where they go upon reaching the summit.
- When hikers are rating the actual views in Q14, they need to be on top of the outcrop of rocks just off the trail at the summit. Point to the directions of the views when a respondent is rating them.
- Photo simulations: DO NOT hand photos to respondents. Measure the distance at which respondents should rate the photos by holding them lengthwise away from the face of the respondent.

- Show the photos either back down on the trail or with the respondent facing away from the actual views.
- WHEN INTERVIEW COMPLETED: Please do not forget to record gender, date, time (am or pm) and the weather conditions.

### **Junction of Safford Brook Trail and A.T.**

- The instructions are essentially the same as those for the summit of east peak of Little Bigelow. The exceptions are you do not have to worry about rating the views and the photo simulations.
- Be sure to note where the hikers are coming from and where they are going.
- If a hiker is heading to the east peak of Little Bigelow, do not interview them so that they can be interviewed on the peak. Conversely, if someone has already been interviewed (hiker mentions it without being prompted) do not interview them again.