

# EXPERIENCES ON WEB-BASED SURVEY ON MONITORING OUTDOOR RECREATION PARTICIPATION

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Metsäntutkimuslaitos Skogsforskningsinstitutet Finnish Forest Research Institute [www.metla.fi](http://www.metla.fi)

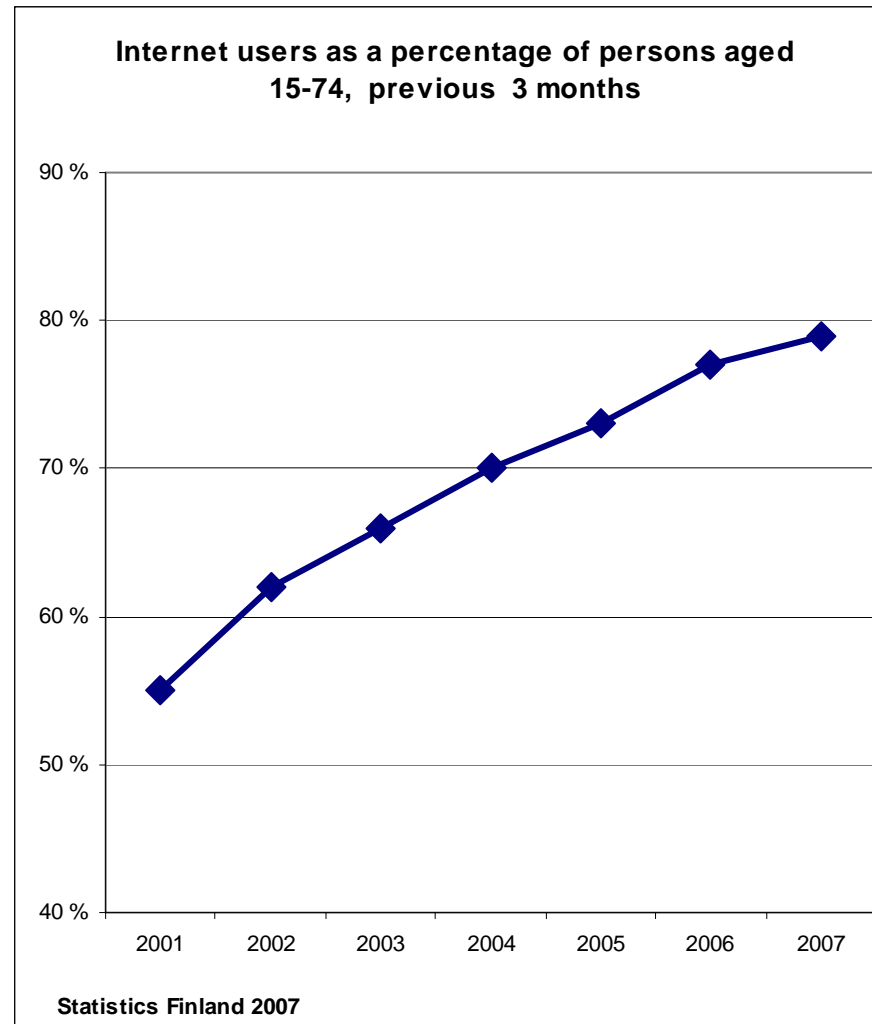
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# Internet Use

~70% of households (age group 16-74) has connection to internet

~80% of 15-74 year old population uses internet



# Methodologies used in national recreation surveys

(Sievänen et al. 2008, Forest Recreation Monitoring –a European Perspective)

Countries	Techniques
Austria	Face to face interview
Denmark	Postal
<b>Finland</b>	<b>Telephone and postal</b>
France 1	Face to face interview
France 2,	Telephone
Germany 1	Telephone
Germany 2	Telephone
Hungary	Face to face interview
Ireland	Postal
The Netherlands	Telephone and postal
Norway	Postal
Slovakia	Postal
Switzerland	Telephone
UK	Face to face interview

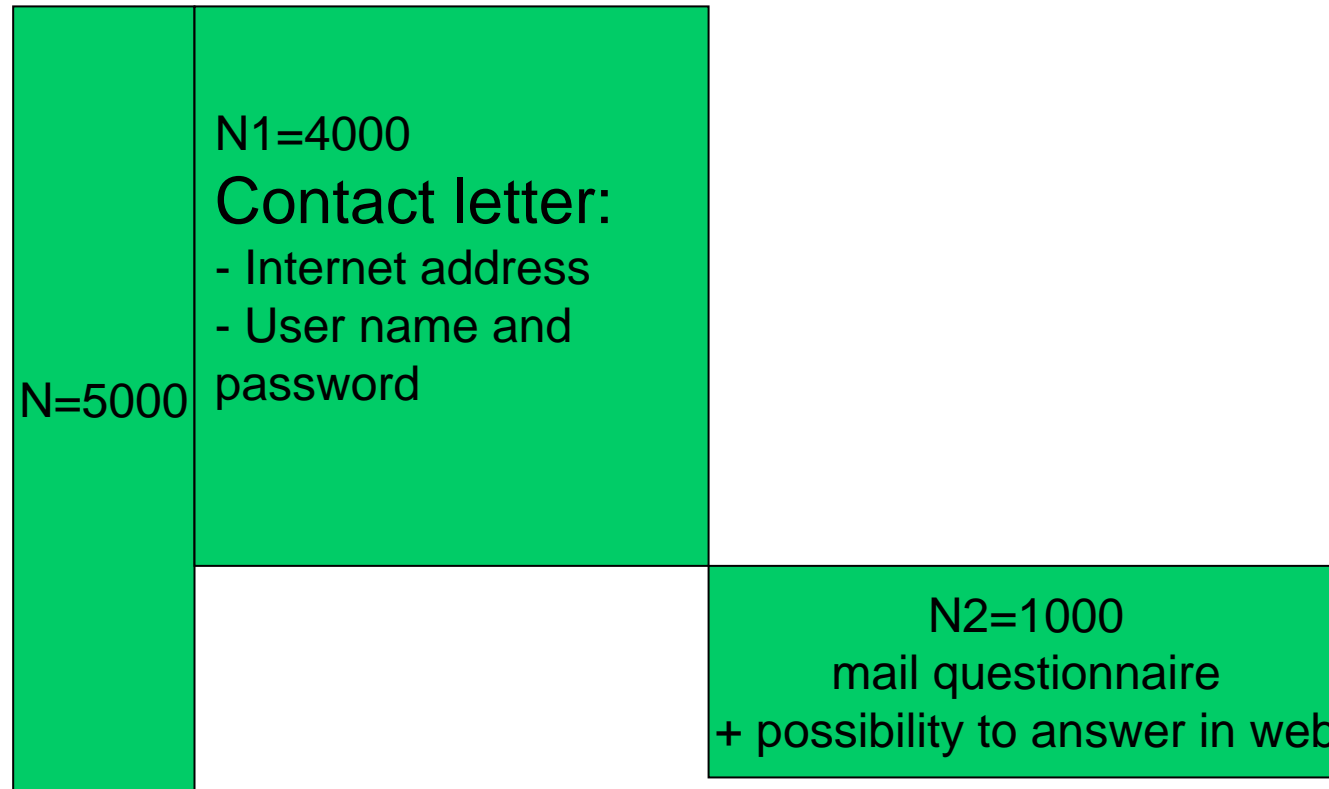
## Research questions

- 1) Comparison of respondents preferences between web and mail survey
- 2) How representative sample we can get by using web-survey?
  - non-respondents among the older age group
- 3) Does web-mode bias the participation figures?
  - are active internet users either less or more active in recreation than general population.

# Experiment design

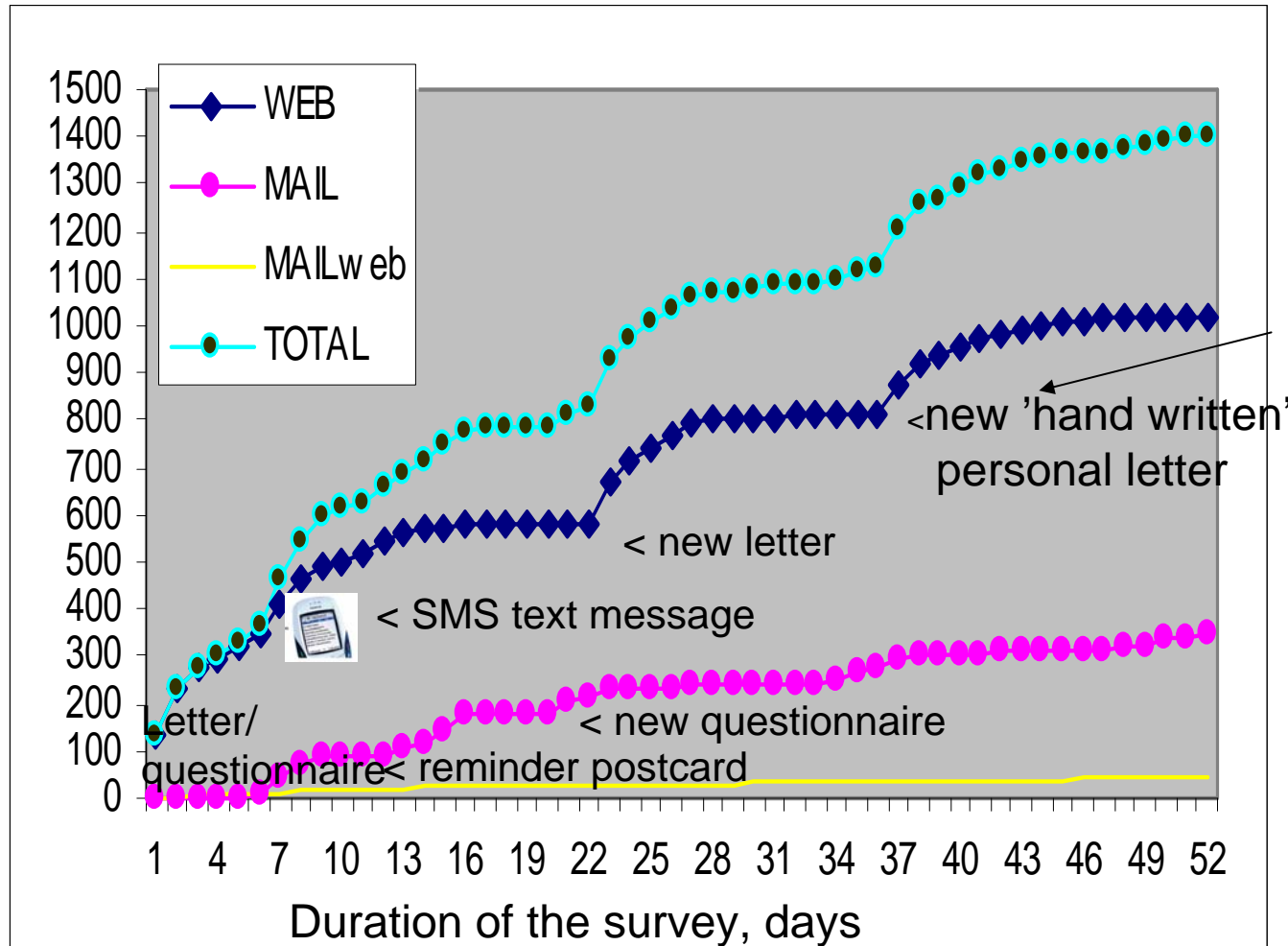
## WEB-SURVEY

## POST-WEB -SURVEY



# Survey process: CONTACTS

Respondents



Tilastokeskus

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*Hyvää rantikokemusta asukas*

*Lähestyn Teitä vielä Ulkoilatuokkimus 2008 -kyselyllä.*

*Emme ole saaneet kyselyynne niin paljon vastauksia kuin oltiin odottaneet, näille tutkijamiesmiehinä ei heikureita on monille mielestä. Kysymykset on toki paljon, mutta osa kysymyksistä ei koske kaikkia vastaajia.*

*Vastauksien internetissä käy helposti, mutta jos...*

**web** = internetsurvey   **mail** = mailsurvey   **mailweb** = mailsurvey, possibility to answer by web

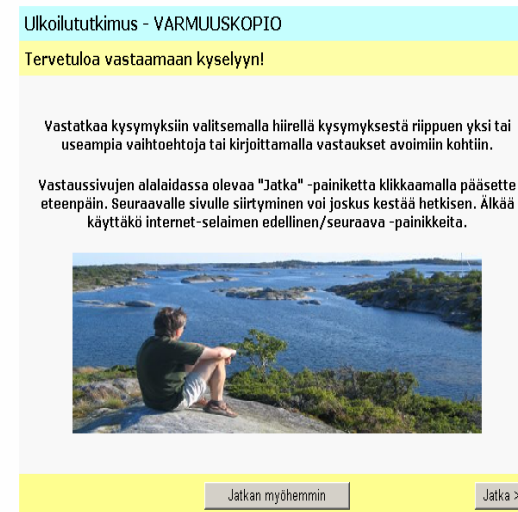
Source: Statistics Finland

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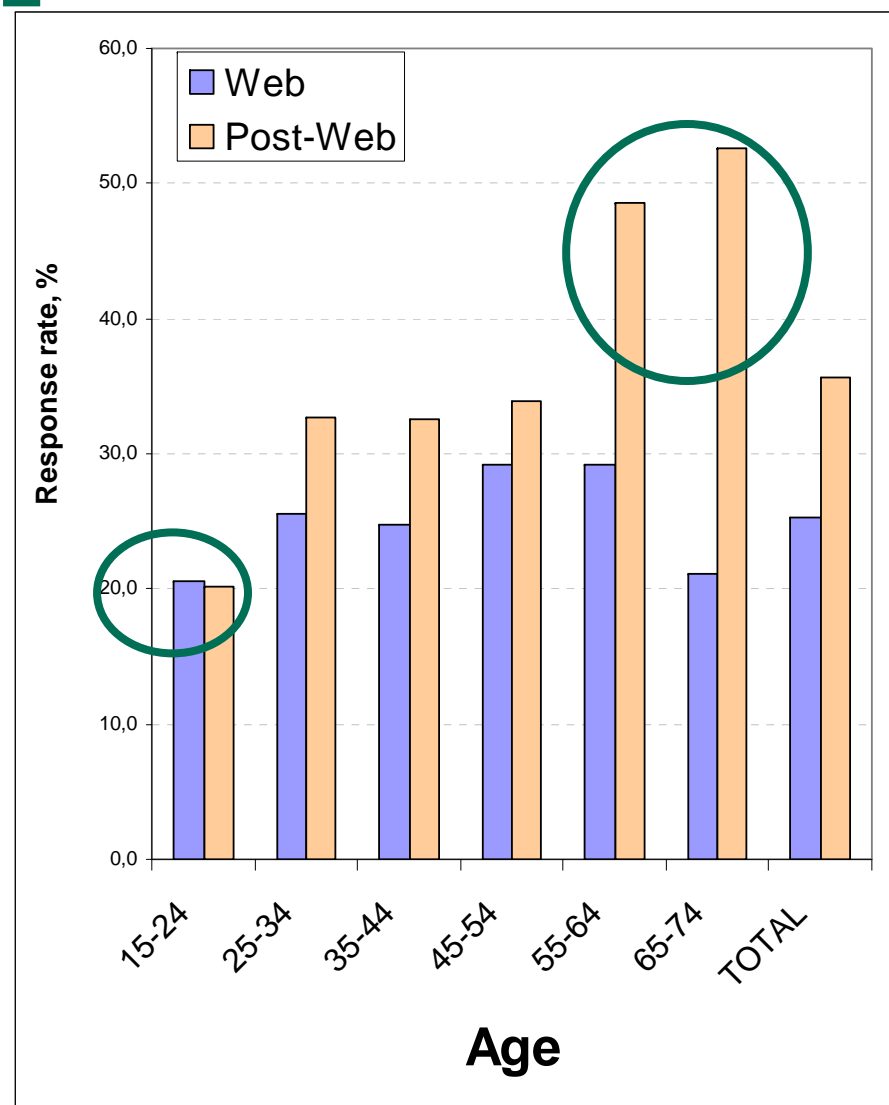
# Answering

- Length of the questionnaire
  - WEB ~140 questions
  - POST-WEB ~90 questions
- WEB
  - Average time used for answering 43 minutes
  - Percentage of dropped out 11%
- Reasons for non-response
  - Lack of time, Not interested, Do not have internet connection, Difficulties in “login”, Do not usually answer the surveys, etc.



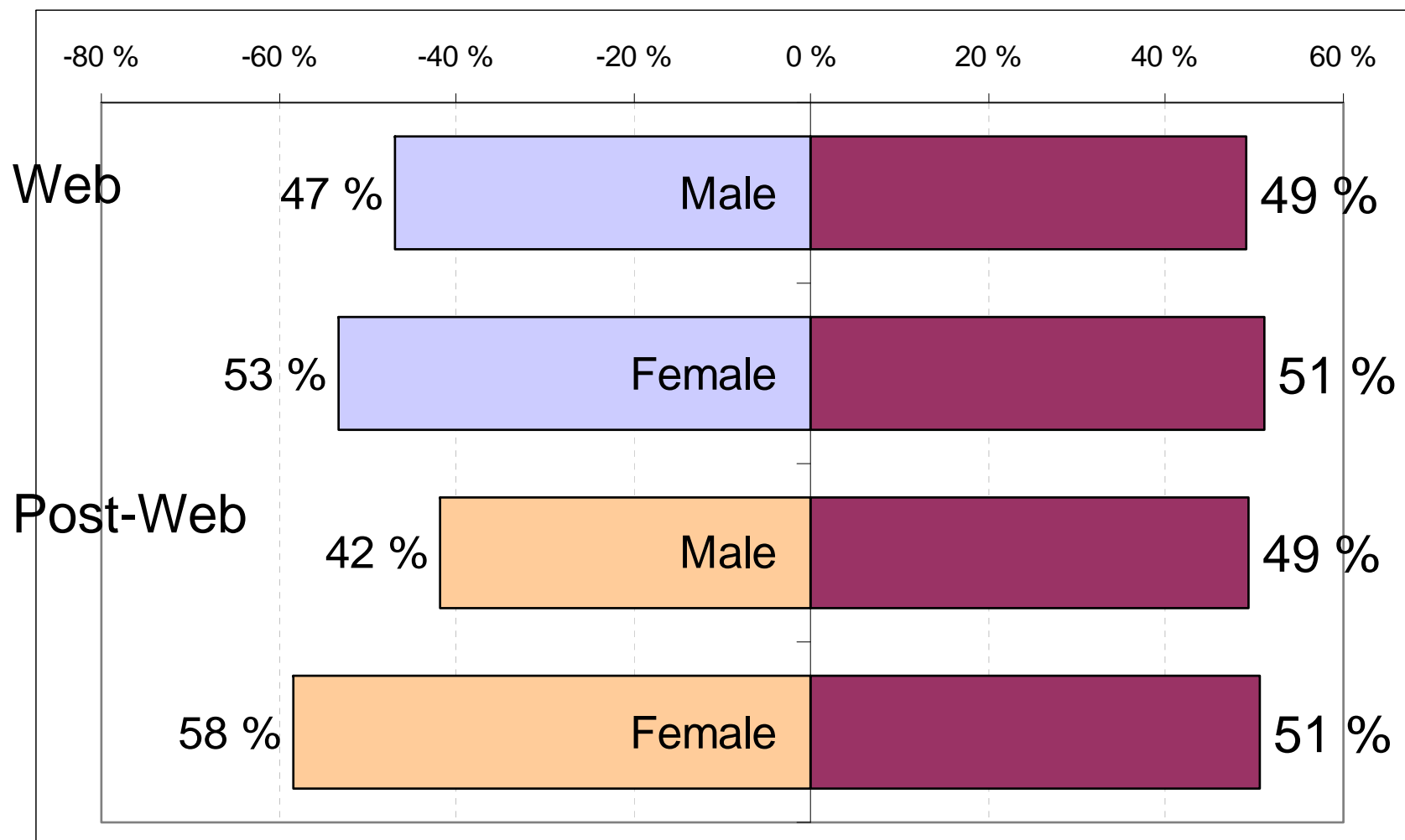
## Response rate by AGE

- TOTAL N=1415
  - Web **25,5%**
  - P+PW **39,6%**
    - Post 35.4%
    - Web 4.2%
  - Altogether **28,3%**

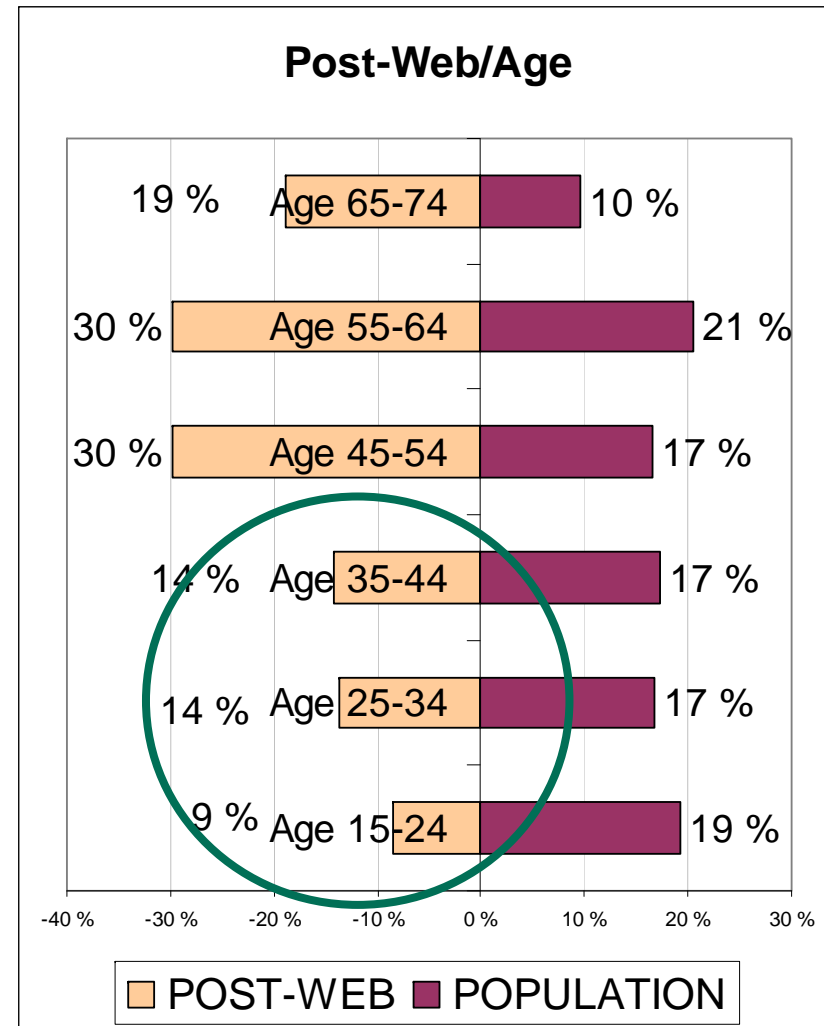
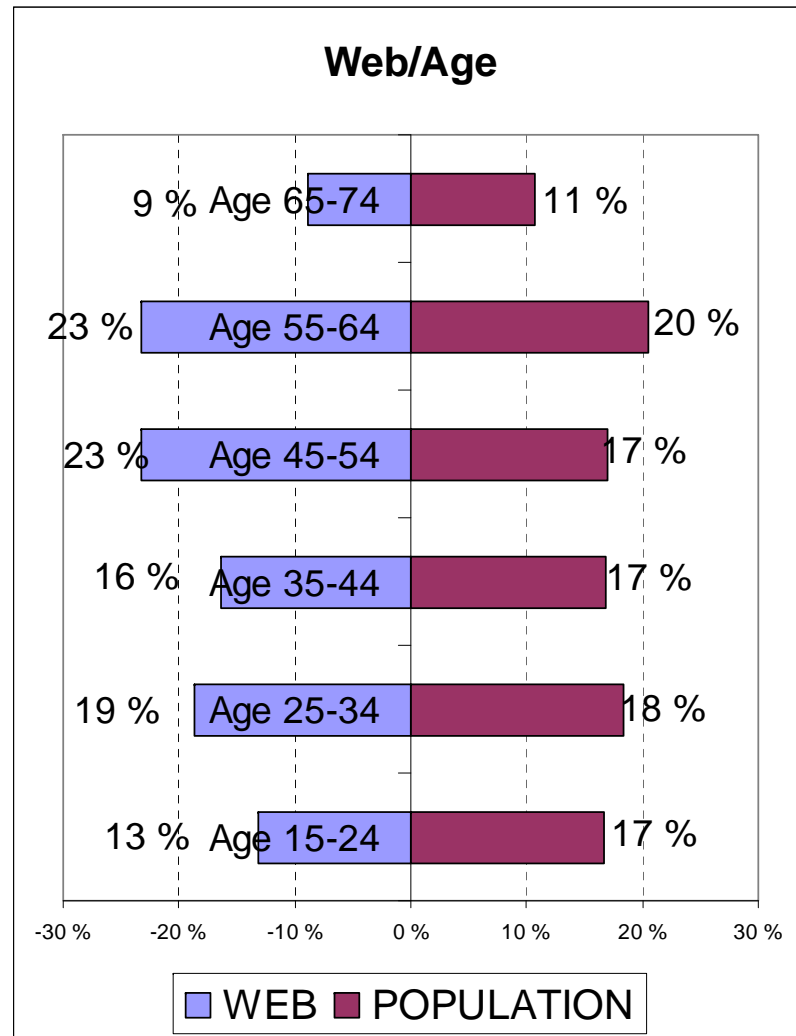




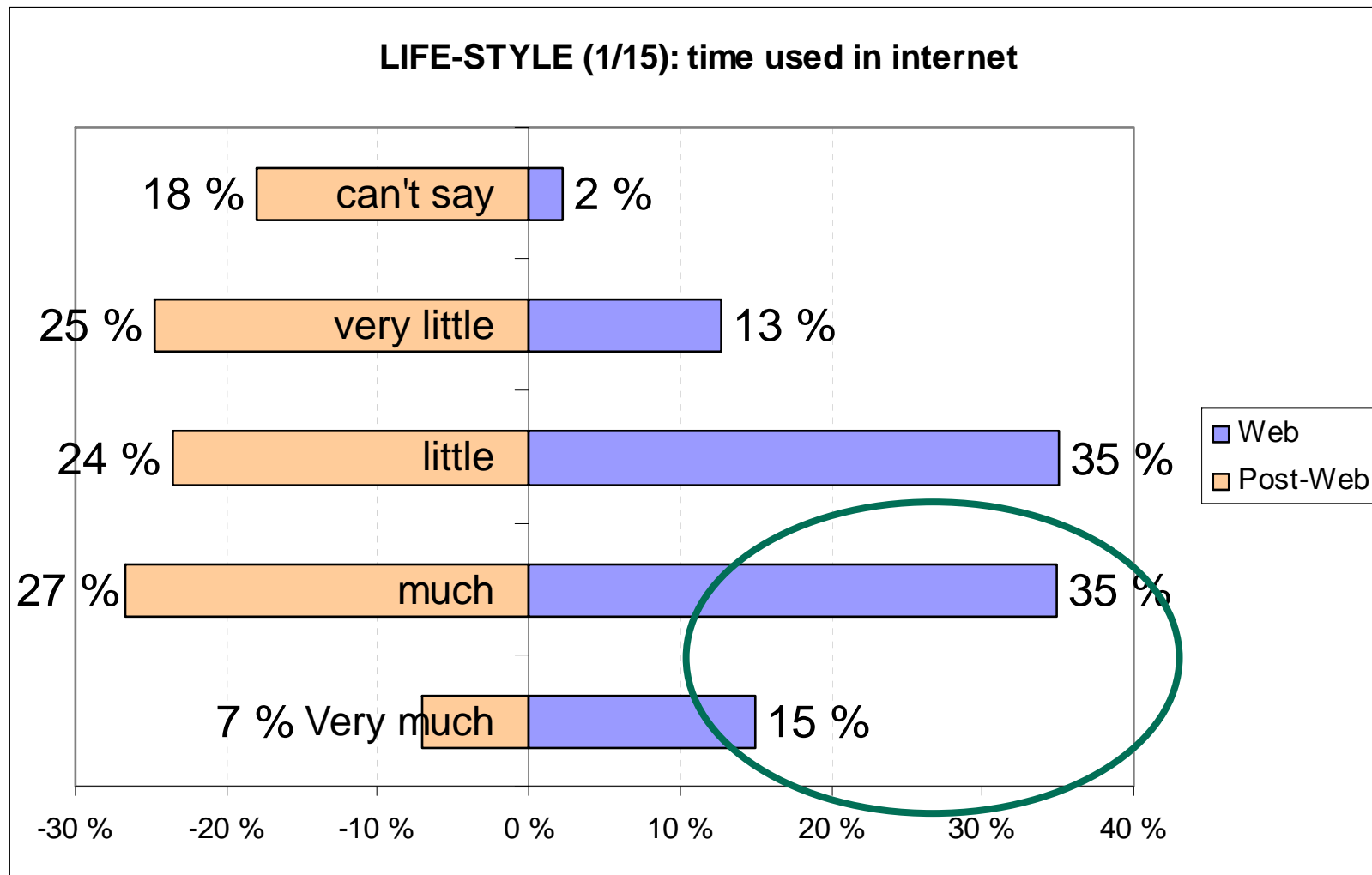
## Respondents – population: GENDER



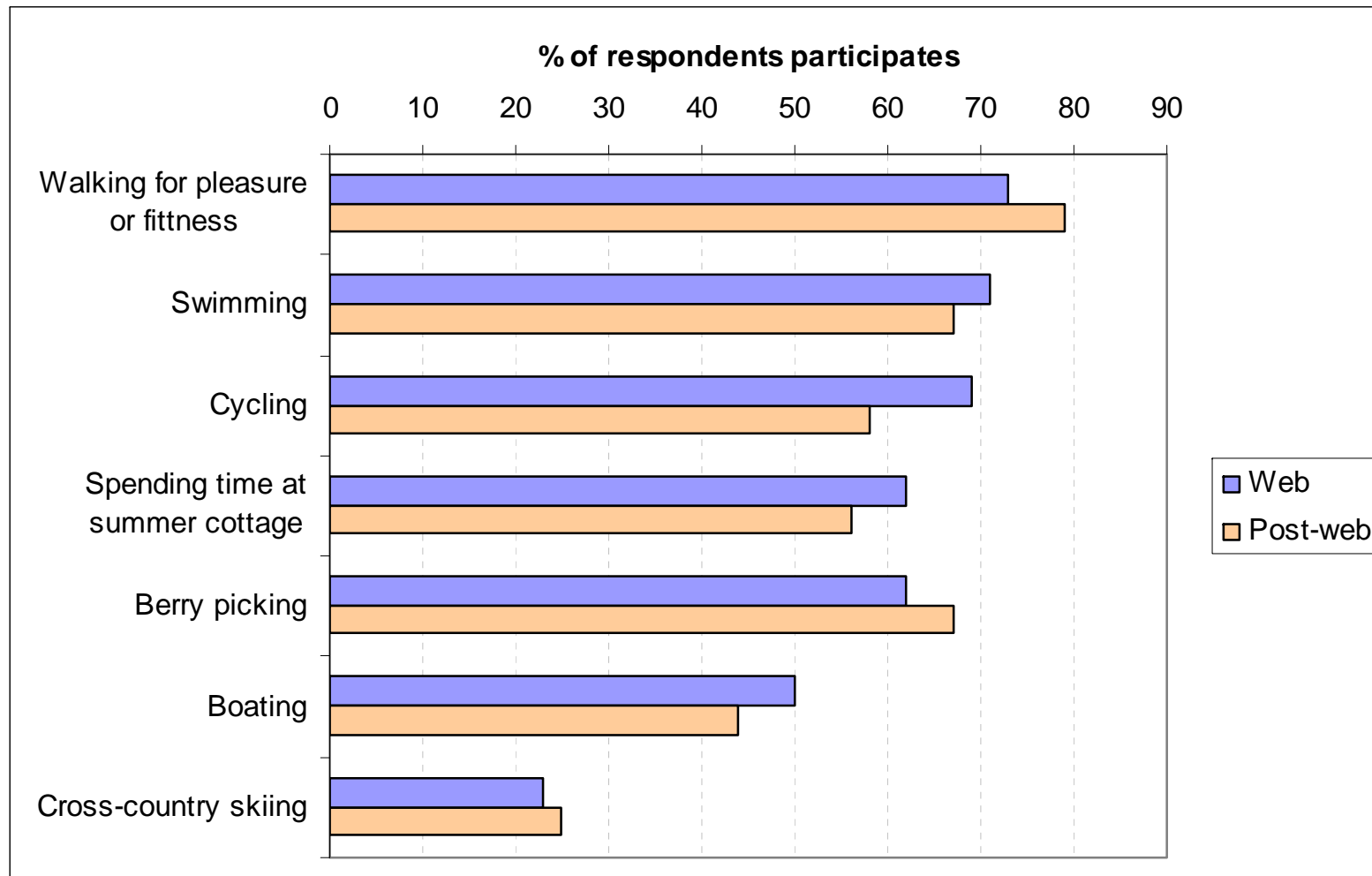
# Respondents – population: AGE



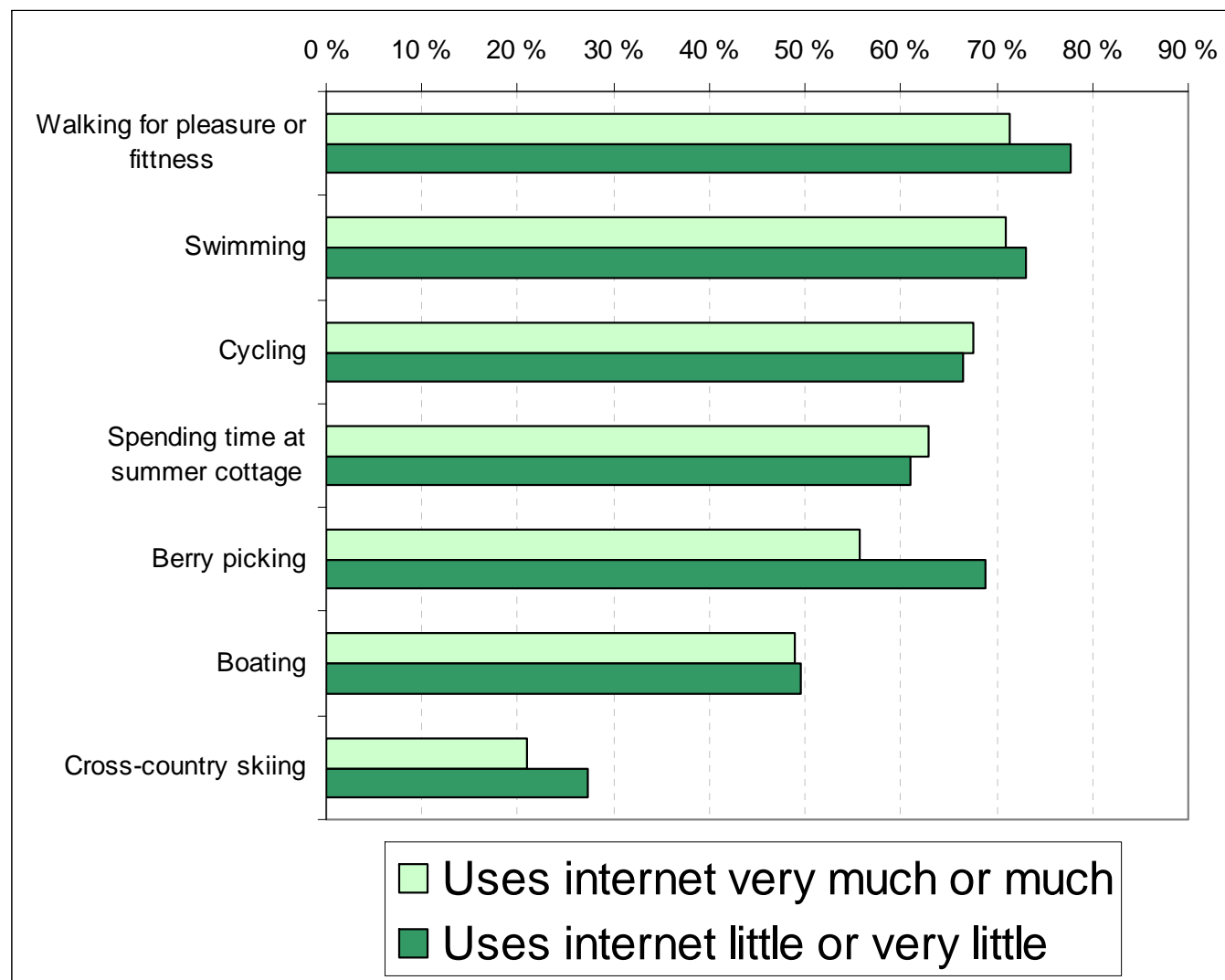
# Web – Post-Web: USE OF INTERNET



# Web – Post-web: Participation in outdoor recreation activities



# Participation in activities – use of internet



# Benefits and weaknesses of two data collection modes

## WEB +

- User-friendly (skipping etc.)
- Data available immediately
- Cost effective after initial costs

## WEB –

- Small response rate, %
- High number of drop outs

## POST-WEB +

- Highest response rate
- Equity
  - Available for all
  - Possibility to choose the survey mode

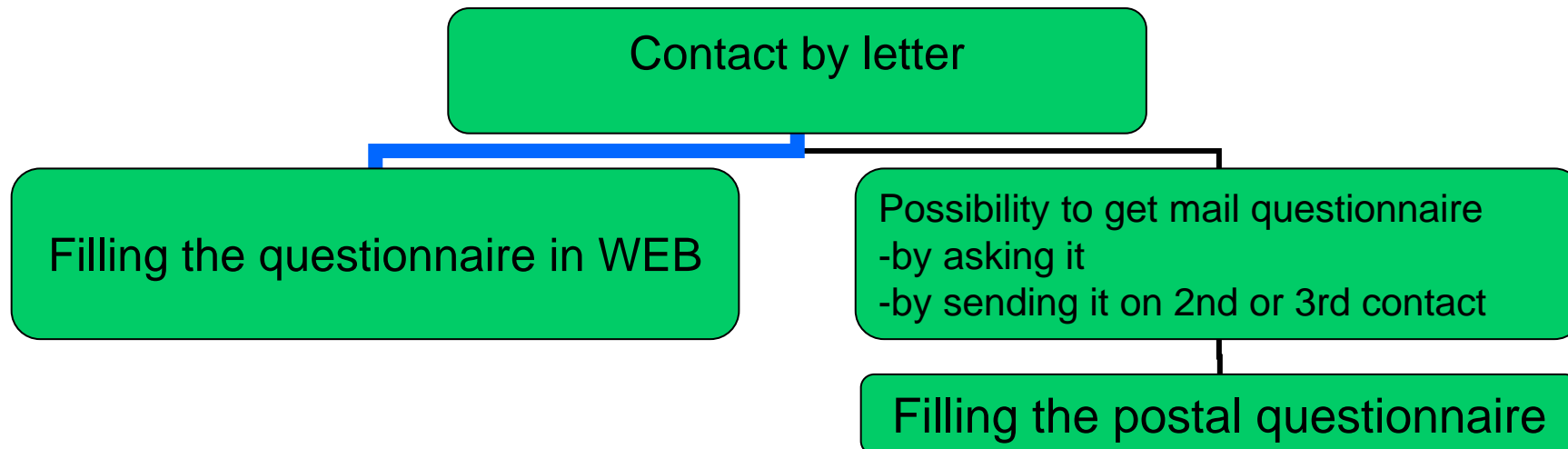
## POST-WEB –

- Double work – double costs
- Small number of web-answers
- Limited length
- Data recording errors

## Conclusions:

- Web data represents fairly well all age groups
  - Sample weights: gender, age, area, language etc.
- Proportion of younger respondents is small in both data-sets, but especially low in post-web –data
- Small differences in participation in activities
  - between different survey modes
  - among different internet user groups

# Modified data collection





A photograph of a lush, dense field of wildflowers. The field is filled with tall green grasses and numerous small flowers in shades of purple, white, and yellow. The flowers are scattered throughout the field, creating a vibrant and colorful scene. The text "THANK YOU !" is overlaid in the center of the image.

THANK YOU !