

EXPERIENCES ON WEB-BASED SURVEY ON MONITORING OUTDOOR RECREATION PARTICIPATION

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Abstract

In Finland over half of the households have wide-band connection to internet and over 75% of the people in working age use internet regularly. As majority of population has computer skills the web-surveys are a feasible alternative to other survey modes. At their best web-surveys benefit respondents with tools and shortcuts to help answering and survey administrators due to automatical coding. In the case of population wide outdoor recreation survey there are two issues interesting in web-survey: does the survey mode produce representative sample in general, and is the recreation behaviour itself in connection to the use of internet, which would mean biased inventory results.

The first purpose of this study is to analyze how representative sample we can get by using web-survey. Particularly our interest is the share of non-respondents among the older age group that uses less internet. The second aim of the study is to analyze if the internet mode biases the participation figures, i.e. are active internet users, independent of their socio-demographic profile, either less or more active in recreation than general population. Our third objective is to compare the respondents' survey mode preferences between web and mail survey.

The data of the study comes from the pilot study of the second National Outdoor Recreation Demand Assessment (LVVI 2, 2008-2010). The sampling frame for the pilot was 15-74 years old Finns living in coastal municipalities in three regions. The data were collected by the Statistics Finland between March and April 2008. From the total sample size of 5000 people, 4000 were sampled only for web-survey and 1000 got the possibility to choose either mail inquiry or web-survey. The results of response patterns and the effects of the survey mode are discussed in the light of comparability of the data with the first national survey (LVVII 1998-2000).

Key Words

internet survey, nonresponse, outdoor recreation, participation

Key References

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