

by the total.<sup>7</sup> This results in an estimate that 56 percent of the use of the area occurs during weekends and holidays and 44 percent during weekdays.

From data in Table 3, the number of interviews to be conducted at a particular site during the weekends and holidays and the number to be conducted during the weekdays was calculated. This was done by multiplying the previously calculated number of interviews for each site by the percentage for the type of day desired. Using the prior example of 48 interviews to be conducted at Camp Mack for time period one, the number of interviews for weekend days and holidays can be calculated by multiplying by 56 percent (i.e., 27). The number of weekday interviews can be similarly found by multiplying by 44 percent.

In order to determine when the interviews should be conducted, weeks were randomly selected from each month for each time period. For example, 21 weekday interviews [( .44) (48)] were needed for Camp Mack for the first time period. Since there are four months in this time period, dividing four into the 21 weekday interviews gives approximately 5 weekday interviews needed per month.

This sampling procedure was used to measure accurately the outdoor recreational activities on a proportional basis. In summary, the proportional sampling procedure was designed by determining the percentage of total use by time periods, lake groupings, interview sites, and finally by weekend days and holidays or weekdays. By determining the proportion of use for these various areas, it was hoped that a better cross section of all activities that occur, along with the intensities of the activities, will be accurately reflected by the sample.<sup>8</sup>

The data from the questionnaire were used to determine certain economic and sociological parameters that are necessary to estimate economic value. The next section describes these parameters and how they are derived.

### Explanation Of The Variables

The following variables were calculated using data obtained through the use of a questionnaire. The questionnaire (see Ap-

<sup>7</sup>Since there are 3 times as many people who use the park on any given weekend day or holiday than on weekdays, this gives a weight of 3 to be applied to the weekend days.

<sup>8</sup>Interviews were conducted by a private company, The Management Team, using questionnaires developed for this particular study. The interviewers were instructed to observe the activities at each site where they conducted interviews and to interview those people engaged in each activity. This gave a good cross section of the activities.