

Outdoor Recreation in America 1995

Prepared For
The Recreation Roundtable
by Roper Starch Worldwide Inc.

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**R O P E R
S T A R C H**

TURNING DATA INTO INTELLIGENCE WORLDWIDE

Executive Summary

The 1995 survey for The Recreation Roundtable is based on 2,000 in-person interviews with Americans 18 and older in their homes the week of March 18-25, 1995. A key objective of this survey was to develop a Recreation Quality Index (RQI) that will serve as an ongoing barometer for the outdoor recreation community. The need for this RQI index was first demonstrated in the 1994 benchmark survey which provided evidence that Americans who participate in outdoor recreation during childhood and adulthood have an overall higher quality of life than others. People who participate in outdoor recreation, particularly in childhood, are more satisfied with their careers, their friends, their hobbies and activities, and their perceived success in life. Given the importance of outdoor recreation in creating a happy and contented society, the RQI was developed to track the quality of outdoor recreation life in America from year to year.

The RQI Model

The RQI index consists of three main components. The first is *opportunity* for outdoor recreation. Specifically, do Americans have enough leisure time and money to engage in outdoor recreation? Are they concerned about crime at recreation sites? And are there enough local and national recreation areas that are convenient for the public to visit. The second component is *participation*. Participation is measured by whether the people were engaged in outdoor recreation at least once per month (e.g., jogging, bicycling, golfing), took a vacation in the past year involving recreation, and whether they intended to participate in more or less recreation in the future. The third component is *satisfaction* with recent outdoor local and vacation recreation experiences. Americans were asked how satisfied they are

with the value they receive for admission and travel costs, the amount of activities and instruction available at recreation sites, and the quality of services from recreation site employees.

Based on 15 questions in these three topic areas, an overall RQI index was calculated by a method which is described in the appendix of this report. The most important findings are the following:

- The overall RQI of 107 is up from the base of 100 in the 1994 benchmark survey. This means that the quality of our recreation life in America has improved modestly in the past year.
- The improvement in overall RQI is due mainly to an increase in the satisfaction component of RQI from 100 to 119. Compared to the prior year, more people are satisfied with the quality of their outdoor recreation experience.
- The participation component of RQI rose slightly from 100 in 1994 to 103 this year, mainly because more people report participating several times per week than in 1994.
- There was virtually no change in opportunity for outdoor recreation in 1995 (99) from last year (100).
- There is a positive correlation between RQI and both education and income level. That is, the greater a person's education or household income, the higher their RQI score.

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- Overall RQI changes by region: RQI is highest in the West (125), followed by the Midwest (120), South (101) and the Northeast (87) far behind other regions.
 - Participants in all specific outdoor activities have higher RQI scores than other people. In particular, participants of mountain biking (162), downhill skiing (160), and R.V. camping (153) have the top RQI scores.

Opportunity for Outdoor Recreation: Time Remains the Major Obstacle

The 1995 survey asked several questions to gauge the amount of opportunity for outdoor recreation that is perceived by the public. In results that mirrored the 1994 survey, 67% of the public reported that there is an excellent or good supply of local outdoor recreation areas, while 87% of people taking outdoor recreation vacations said the same of opportunities nationwide. The most important obstacle to outdoor recreation is the lack of personal time: 28% call this a major obstacle and 25% call it a minor one—similar to 1994.

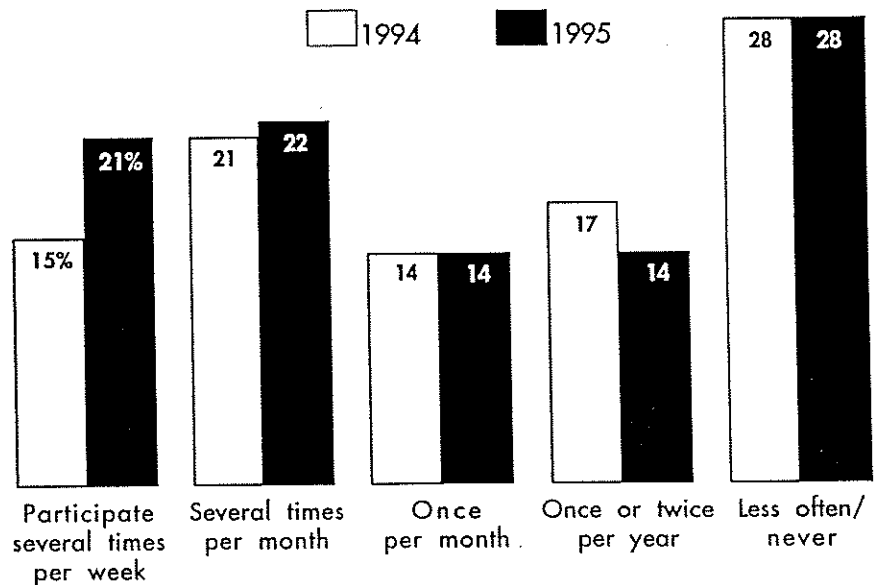
Due to the lack of change in these and other questions about recreation opportunity, there was no improvement in the overall recreation opportunity score in 1995. The 1995 level of 99 is not significantly changed compared to 1994's benchmark of 100. The top three obstacles to increased outdoor recreation also remained the same this year. As in 1994, most Americans (53%) say that not having enough *time* is either a major obstacle to increased outdoor recreation (28%, down 5 points) or a minor reason (25%, up 2 points). Less than half of the people cite the expense of recreation equipment, travel, and fees as either a major (18%) or minor obstacle (27%). The third obstacle cited is a simple lack of interest in outdoor recreation (21% = major factor, 18% = minor one).

Two-thirds of Americans say the availability of parks and recreation areas is not a problem in opportunity for more outdoor recreation (68%); and 63% (down 3 points) say crime is not a reason why they don't engage in more outdoor recreation.

More than Half of Americans Participate in Recreation at Least Monthly

Though there is no more perceived opportunity for outdoor recreation, some Americans are participating in it more often than in the past. The recreation participation sub-score for 1995 increased slightly to 103, up 3 points from 1994. Of the various aspects of the participation component, the greatest increase was seen in the number of Americans who participate in outdoor recreation at least once a month (56%, up 6 points from 1994). This increase was due mainly to a higher percentage of people who say they participate several times per week (21%, up 6 points). Seven in ten Americans participate in outdoor recreation every year (up 3 points from 67% in 1994), while the percentage who participate less often or never remained the same in 1995 (28%).

Changes in Participation



Men, the Affluent, and College Graduates Are Most Active Recreationists

The profile of the most active recreationists remains the same in 1995 as it was last year: more men than women (48% to 39%) say they participate in outdoor recreation several times a month or more. However the percentage of active recreationists for both men and women increased 7 points from 1994 (41% of men, 32% of women in 1994).

Last year's survey found that Americans reject the notion that outdoor recreation is a luxury only the wealthy can afford; however, for the second year, participation increases with income level. Fifty-four percent of those earning \$50,000 or more a year say they participate several times a month or more compared to 31% of those in the lowest income level (under \$15,000 a year). College graduates continue to dramatically out-participate non-high school graduates in frequent outdoor recreation 57% to 25%. The recreation participation gap between college graduates and non-high school graduates increased substantially from a 20 point difference in 1994 (46% to 26%) to a 32 point difference in 1995, demonstrating the growing importance of education in predicting regular participation in recreation.

Regional differences also exist between those most likely to participate several times a month or more. The Midwest has the most active recreationists (55%), followed by the West (47%), and both the South and Northeast (37%) have the least.

Top Activities Are Walking, Driving, Swimming, Picnicking, Fishing, Camping

Americans were again asked in 1995 which of 30 different activities they participated in within the last 12 months. The most popular activity in 1995 was recreational walking--done by 45% of the public in the past year. Pleasure driving was the second most frequently engaged activity (36%), while other leading activities include swimming (31%), picnicking (29%), fishing (24%), camping (24%), bicycling (21%), wildlife viewing (21%), hiking (18%), and running or jogging (16%).

The largest declines in participation were found in pleasure driving (down 4 points from 40% in 1994), swimming (down 4 points), picnicking (down 4 points), and running or jogging (down 3 points). There was a gain in the percentage of Americans participating in wildlife viewing (up 3 points from 18%).

The most frequent recreationists—those who participate several times a week—are more likely than the total public to participate in a sports- or exercise-driven form of recreation such as: recreational walking (76% vs. 45%), swimming (46% vs. 31%), running or jogging (28% vs. 16%), bicycling (38% vs. 20%), golf (19% vs. 12%), and tennis (18% vs. 9%).

1 in 3 Took an Outdoor Recreation Vacation Last Year

The number of Americans who say they took a vacation in the last year involving outdoor recreation has remained the same since last year—about one-third (31%) have taken a recreation vacation in the past year, including 14% who have taken a vacation in the past six months involving outdoor recreation. Significantly above the national average, 49% of Americans earning \$50,000 or more took an outdoor recreation vacation in the past year, while a mere 19% of those earning under \$15,000 had a vacation with recreation. Similarly, 47% of college graduates took a recreation vacation, compared to only 16% of non-high school graduates. Also, Westerners (46%) are almost twice as likely to have taken an outdoor recreation vacation in the past year compared to those in the Northeast (25%).

Future Recreation Plans

When asked about future outdoor recreation plans, 60% (down 3 points from 1994) of Americans say they will do about the same amount of recreation in the next year as they did last year, while 24% (up 2 points) expect to participate more and only 6% (same as 1994) expect they'll do less. Similarly, 62% (down 1 point) say the chances they will take an outdoor recreation vacation in the next year will be the same as the past year, 20% (same as 1994) say the chances are higher and 11% (up 4 points from 1994) say the chances are lower.

The most active recreationists (31% weekly, 25% monthly) report higher chances of taking a recreation vacation in the coming year compared to those who recreate less often than or never.

The 18 to 29 and the 30 to 44 age groups (30% each) are more likely than people aged 45 to 59 (26%) or 60 and older (9%) to plan increased outdoor recreation in the next year.

Americans living in the West are the most likely to predict higher participation in outdoor recreation in the coming year (34%, up 9 points), followed by the Midwest (27%, up 5 points), the South (22%, down 1 point), and the Northeast (16%, down 3 points), which is one of the two least active regions. About one-third of Westerners (31%, up 5 points) also say there is a higher chance they will take an outdoor recreation vacation in the next year, while 21% (up 3 points) in the Midwest, 16% (down 4 points) in the South, and only 14% (down 2 points) in the Northeast predict a higher chance.

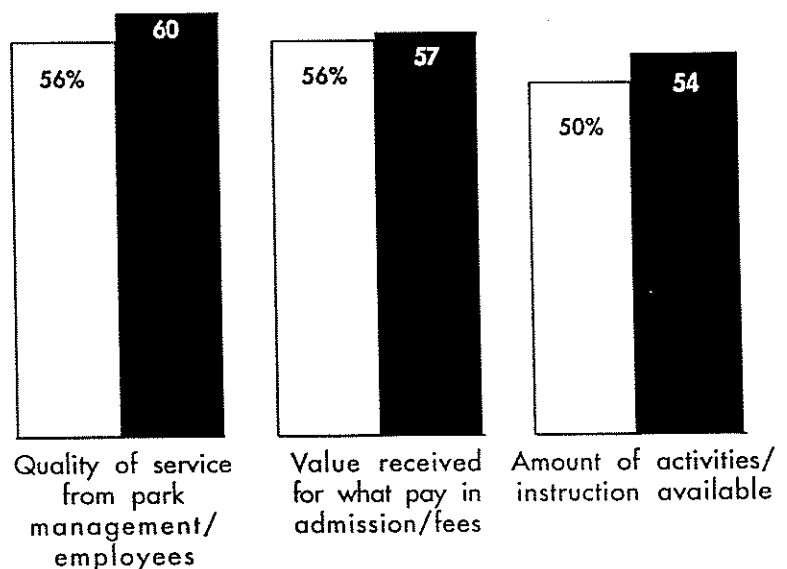
Overall Satisfaction with Outdoor Recreation Experiences

Despite only small changes in opportunity and participation, Americans in 1995 express much more satisfaction with their recent outdoor recreation experience than they did in 1994. Specifically, satisfaction is most improved regarding the amount of activities and instruction available in outdoor recreation areas and the quality of service from park management and employees. In 1995, 78% of Americans describe their most recent recreation vacation as “excellent” or “good” in terms of the amount of activities and instruction available (up a combined 9 points from 1994); 54% say the same about their local recreation areas (up 4 points).

Local Satisfaction Improves

(% describing local recreation as excellent or good)

□ 1994 ■ 1995



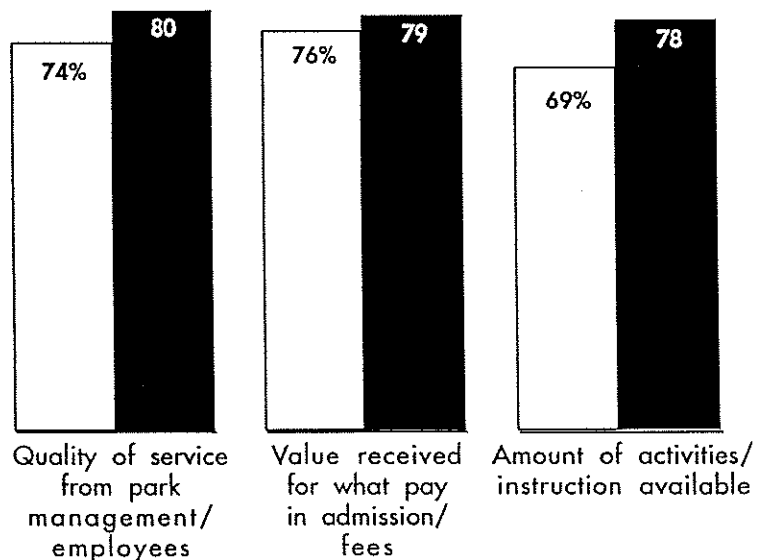
The other notable change in satisfaction in 1995 includes an increase from 74% to 80% in the percentage who praise the *quality of service from park management and employees* for vacation recreation areas; 56% commend the quality of service at local recreation areas as well (up 4 points). Also rated highly: the *value received for what the public pays in admission or fees* in local recreation areas (57%, up 1) and for vacation areas' fees and travel costs (79%, up 3).

All of these improvements are responsible for driving the satisfaction index from 100 in 1994 to 119 in 1995, which in turn propelled the overall RQI upward this year.

Satisfaction With Vacation Recreation

(% describing vacation recreation as excellent or good)

□ 1994 ■ 1995



While most Americans express a considerable degree of satisfaction, few give the highest ratings to recreation facilities, especially at local recreation areas. The highest “excellent” rating was given for the *availability of enough parks and recreation areas* at local recreation sites (20%) and recreation vacation areas (31%), while the lowest ratings were given for the *amount of activities and instruction available* at local recreation areas (12%) and the *quality of service form park management and employees* at vacation recreation areas (21%). Thus there still remains room for improvement in the areas of instruction and service.

In addition to updating satisfaction with specific aspects of outdoor recreation, the survey also asked a new question to gauge overall satisfaction.

Nearly 6 in 10 (58%) Americans say they are “extremely” or “somewhat” satisfied with the quality of their outdoor recreation experiences, while only 9% say they are not satisfied.

The most affluent Americans, earning \$50,000 or more, are more satisfied than the general public or any of the other income levels. Seven in ten of those in the upper income range are satisfied with the quality of their outdoor recreation experiences—a sharp contrast to the 45% who are satisfied in the lower income level.

Also, the most frequent recreationists are the most satisfied. Eight in ten of those who participate several times a week are satisfied with the quality of their outdoor recreation experiences. Half of those who participate less than once per month are satisfied, while a dismal 18% of those who never participate are satisfied with outdoor recreation experiences.

How Well Outdoor Recreation is Meeting Expectations

Satisfaction with recreation encompasses not only evaluation of concrete aspects of recreation—the quantity and quality of experience—but also how well outdoor recreation meets less tangible, personal objectives. For example, does it provide the desired relaxation, fitness, and family benefits people seek? The top reasons that Americans give for participating in outdoor recreation are “fun” (called important by 70%, down 6 points), “health and exercise” (70%), “relaxation” (68%, down 3 points), “stress reduction” (64%, down 2 points), family togetherness (61%, down 7 points), experience of nature (59%, down 5 points), for a feeling of closeness with family member (56%), to be with friends (52%, down 8 points), and to teach good values to children (52%, down 12 points). Competition is a main motivation for only 24% of the public.

In most areas of recreation measurements, satisfaction levels lag behind expectations. For example, 64% of the public is satisfied with the most recent recreation experience in terms of having fun, compared to 70% who call “fun” an important expectation, resulting in a 6-point gap. Seven in ten Americans say health and exercise is an important recreational need, but only 59% (11- point gap) of the public is satisfied with their last recreational activity for getting exercise and improving health.

One in six are satisfied with their ability to find relaxation during their most recent outdoor recreational experience, while 68% say relaxation is an important expectation (8 point gap). Smaller 6 point gaps between the level of satisfaction and the level of expectation exist on aspects such as stress reduction (58% satisfied, compared to 64% saying stress relief is an important expectation) and family togetherness (61% satisfied, compared to 55% saying family togetherness is an important expectation).

The only areas where outdoor recreation satisfaction exceeds expectation are the aspects of having time to self (48% satisfied vs. 40% say important) and excitement (51% vs. 48%).

RQI Correlates with Education and Income

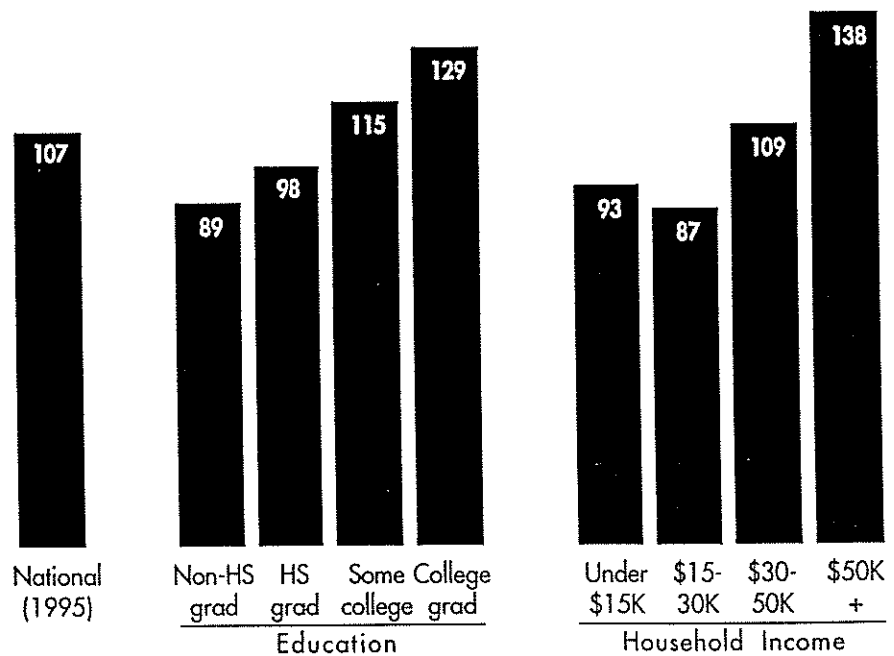
Together, opportunity, participation, and satisfaction comprise the Recreation Quality Index. Differences among people in any of the three components will lead to varying RQI scores, which can be used to pinpoint recreation problem areas. This study found that there are certain subgroups in the American population who scored much higher RQI's than average, while others scored much lower.

There is a distinct positive relationship between educational attainment and the RQI: as the education level of survey respondents increases, so does RQI. College graduates have a much higher RQI score (129) than the national score (107); their score is even substantially higher than those who attended but did not graduate from college (115). Those who graduated from high-school but did not attend college have an RQI of 98, while non-high school graduates scored even lower--89, which is 18 points below the national score and 40 points below the score held by college graduates.

College graduates have a higher score than non-high school graduates in all three components of the index, including recreation opportunity (109 vs. 96) and satisfaction (137 vs. 109). However, the wide gap between college graduates and non-high school graduates is most profound for participation—an 80 point difference with college graduates scoring 14, compared to 61 for non-high school graduates.

The findings of the Roundtable's 1994 study showed the same pattern, with the more educated scoring higher on the index than the less educated. College graduates (116) and those with some college (106) scored above the national score of 100 while high-school graduates (96) and non-high school graduates (83) scored below. An interesting trend emerges when last year's RQI scores are compared to this year. The two upper education subgroups rose on the index from one year to the next, while the two lower education levels with no college experience stayed about the same. Hence, virtually all of the past years improvements were caused by rising RQI among college attendees and graduates.

RQI: Related to Education, Income



Related to education is the issue of income because the more educated typically earn more money and are more aware of recreation opportunities available to them. Generally, as income rises so does the RQI—the most affluent Americans (earning \$50,000 or more) have a high score of 138 compared to 107 nationally and low score of 87. Interestingly, the lowest score is held by those people earning \$15-30,000, not the lowest income group earning under \$15,000.

In 1994, RQI consistently increased with income level: those earning under \$15,000 had the lowest score at 88 compared to 100 nationally, 95 for the \$15-30,000 people, 107 for the \$30-50,000, and 115 for the \$50,000 and over people. However, from 1994 to 1995 the RQI score for the Americans earning \$15-30K dropped while the lowest income level's score stayed the same.

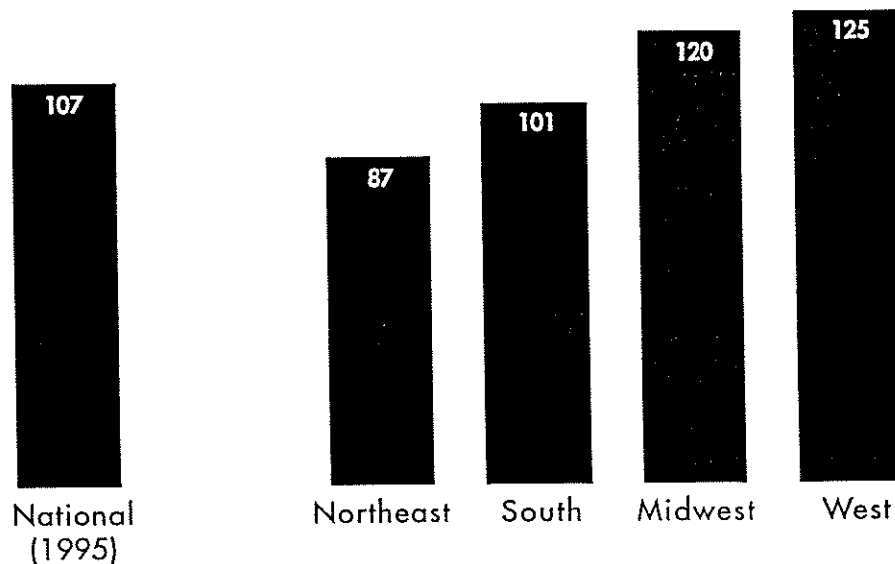
African-Americans are another group in the study who represent a recreation challenge: they scored an 87 on the index (20 points below the RQI national average). African-Americans' 68 participation score is a sharp 35 points below 103 nationally, while their satisfaction score is 103 compared to 119 nationally (a 16 point gap). African-Americans' opportunity score (90) is not far below the national opportunity score of 99; the difference was driven by fear of crime which 17% called a major obstacle to outdoor recreation, compared to 11% nationally.

RQI And Regional Differences

This study found that where people live in the country also makes a difference in RQI. The Northeast region has the lowest index score of 87, compared to national score of 107 and a high score of 125 in the West. The Midwest—highest in participation and satisfaction—has the second highest RQI score of 120, followed by a score of 101 in the South.

RQI Lags In The Northeast

(RQI, by region)



The Western Region outscored the Northeast in all components of the index, especially the recreation participation score (140 to 82, a 58-point gap) and the recreation satisfaction score (130 to 89, a 41-point gap). The reason people living in the Northeast, states such as New York, New Jersey, Pennsylvania, and Massachusetts report lower opportunity, participation, and satisfaction may be that these states comprise the most urban region of the country. On the contrary, Westerners living in California, Montana, Wyoming, Colorado, and Washington have a greater abundance of parks and recreation areas available.

In a comparison to the earlier 1994 survey, it appears that the Northeast may actually be on an upswing, even though the results remain low. The Northeast had the lowest index score both years, but it increased from 67 in 1994 to 87 in 1995, indicating an improvement in opportunity, participation, and satisfaction in this region. The RQI score for the West also increased from 112 in 1994 to 125 in 1995, while the score for the Midwest and South stayed about the same.

RQI: Varies by Activity

RQI scores vary dramatically depending on the type of recreational activity Americans participate in, reflecting varying levels of opportunity, participation and satisfaction by activity. Biking, especially off-road/mountain biking, has the highest score of 162 due mainly to an elevated participation score (213 vs. 103 nationally). Interestingly, all the types of camping ranked near the top of the list: R.V. camping has a high score of 153, followed by campground camping with 148, and wilderness camping with 146. The generally higher scores for all types of camping are attributed to greater participation scores.—194 for both R.V. and campground campers and 201 for wilderness campers.

Water-based activities—such as motorboating, swimming, canoeing and kayaking, and fishing—had generally lower scores compared to the other forms of recreation due mainly to lower satisfaction scores. Therefore, there may be a need for improvement at water recreation sites in the quality of service, the value received for fees, and the amount of activities and instruction available.

RQI Varies By Type Of Activity

	Recreation Quality <u>Index</u>	<u>Opportunity</u>	<u>Participation</u>	<u>Satisfaction</u>
National Average (1994)	100	100	100	100
National Average (1995)	107	99	103	119
Bicycling (Off-Road/ Mtn. Biking)	162	112	213	162
Downhill skiers	160	121	195	165
R.V. Campers	153	105	194	159
Campground Campers	148	105	194	144
Hikers	147	105	186	151
Wilderness Campers	146	101	201	136
Wildlife Viewers	139	103	180	136
Birdwatching	138	107	152	155
Motorboating	137	101	194	115

(Continued)

RQI Varies By Type Of Activity

	Recreation Quality <u>Index</u>	<u>Opportunity</u>	<u>Participation</u>	<u>Satisfaction</u>
Off-road vehicles	135	98	188	119
Golf	133	100	158	141
Bicycling (on road)	133	102	175	121
Hunting	128	97	172	116
Swimming	128	96	163	124
Canoeing/kayaking	127	93	198	90
Horseback riding	126	85	193	102
Pleasure driving	126	100	145	131
Fishing	124	99	157	116
Recreational walking	123	102	137	131

Note: The overall "RQI" represents an average of scores for opportunity, participation, and satisfaction with outdoor recreation in general. These sub-scores are derived by indexing key questions against the benchmark year of 1994, which is set at 100. For example, the overall score of 162 for off-road bicyclers is an average of the respective opportunity, participation, and satisfaction scores, all of which should be compared to the 1995 national average directly above.

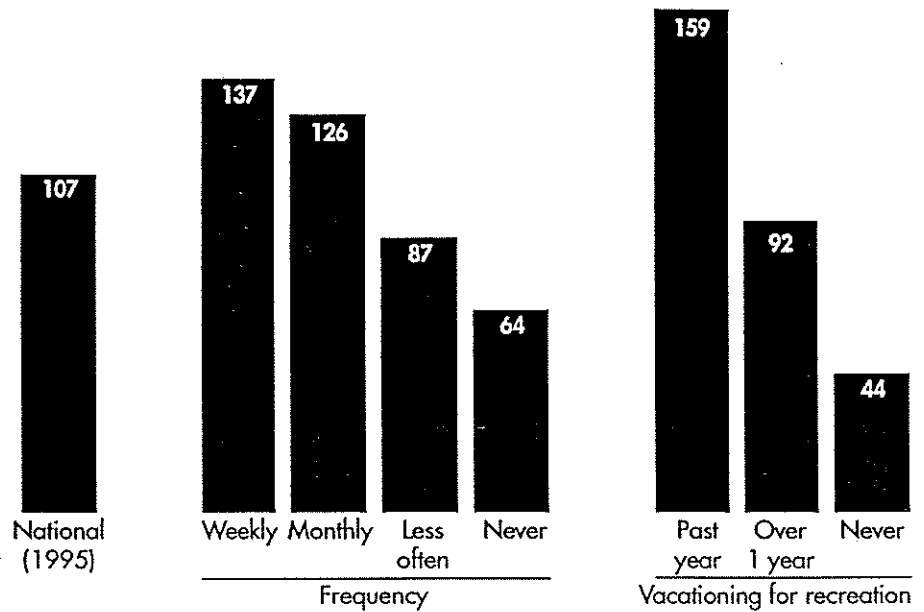
Other RQI scores by activity are: downhill skiing (160), hiking (147), wildlife viewing (139), birdwatching (138), motorboating (137), off-road vehicles (135), golf (133), bicycling (133), hunting (128), swimming (128), canoeing and kayaking (127), horseback riding (126), pleasure driving (126), fishing (124), and recreational walking (123).

RQI: Related to Participation

Findings show that there is a strong positive relationship between the frequency of participation in recreation and the RQI index—as frequency of participation increases RQI also increases. For example, the most active recreationists, engaging in recreation several times a weeks, have the highest RQI score of 137. Those who participate monthly have a slightly lower score of 126, still well above 107 nationally. The greatest gap (39 points) between recreationists occurs between those who participate at least monthly and those who participate less often (87), while those who never participate fell even lower on the index with a dismal score of 64. The link between participation and RQI can be explained by the fact that participation is a component of the RQI score, but also because participation in recreation usually implies higher satisfaction with recreation, further elevating RQI.

Compared to last year, the RQI score for the most active recreationists improved while it stayed the same for the others. "Weekly" recreationist's index score rose from 119 in 1994 to 137 in 1995. However, RQI scores did not change significantly for "monthly" recreationists (127 in 1994 vs. 126 in 1995), those who recreate less often (81 vs. 87), or those who never recreate (70 vs. 64). Hence, we conclude that the past year has been good for the outdoor recreation's "core market", but not so good for broadening the base of participation.

RQI: Related To Participation



Findings for 1995 show that the last time Americans took a recreation vacation results in even more drastic differences in index scores. People who took a recreation vacation in the past year have an overall high RQI score of 159, while those who took a vacation over one year ago scored 92, and those who never took a vacation for recreation have a disturbingly low score of 44 (63 points below the national RQI score).

Compared to 1994, the index scores for those who took a recreation vacation in the past year increased from 143 to 159 in 1995, and those who took a vacation over one year ago increased from 79 in 1994 to a score of 92. Meanwhile, Americans who have never vacationed for recreation decreased slightly on the index from their already low score of 54 in 1994 to 44 this year.

Findings from the 1995 survey show that there is an initial upward trend in overall RQI due mainly to an increase in the recreation satisfaction component of the index. There also is a notable upward trend in the RQI for those who most often engage in recreational activities and vacations. Americans who least engage in outdoor recreation and never took a recreation vacation report the lowest level of opportunity, participation, and satisfaction among all the subgroups. Although the improvements in the RQI among the most active recreationists is a positive reflection on our nation's parks and the recreation industry, the continued lack of participation by many segments of society is worrisome. This is a problem especially given the fact that outdoor recreation has been shown to be important in maintaining a happy, contented society.

Technical Appendix

Methodology

The Outdoor Recreation in America survey was conducted among a nationwide cross-section of 2,000 men and women, 18 years of age and over. Roper Starch Worldwide interviewers conducted all interviews in person, in the homes of respondents.

Interviewing for the study was conducted from March 18 to 25, 1995.

Detailed Sampling Method

The persons interviewed in this study comprise a representative sample of the population of the Continental United States, age 18 and up—exclusive of institutionalized segments of the population (military bases, nursing homes, prisons, etc.).

A multi-stage, probability sample of interviewing locations is employed in this research. The probabilities of selection at each stage are based on the latest U.S. Census population data, and detailed Census maps are used to identify and locate the selected areas.

At the first stage, 100 counties are selected with probabilities proportionate to population, after all the counties in the 48 contiguous states and the District of Columbia are ordered by population size within 18 strata. The strata are constructed by classifying counties as metropolitan and non-metropolitan with each of the 9 Census Geographic Divisions.

At the second stage, within each primary sampling unit, two Census block groups (or Census Enumeration Districts, when Census block statistics data are unavailable) are selected with probabilities proportionate to population from a computer listing in which the block groups (EDs) are stratified by size of place in which located.

At the third stage, within each sample block group (ED) two sample locations (blocks or rural equivalents of blocks) are selected. When Census block data are available the sample blocks are selected with probability proportionate to size (population) from a cumulative computer listing. When no such block data are available, sample Enumeration Districts are broken into identifiable segments (small areas defined by roads, streams, railroad tracks, or other unambiguous boundaries), and the sample segments are selected with equal probability.

At the block (segment) level, the interviewer is assigned a starting point and a path to proceed around the sample area. To ensure proper representation of each group in the sample, quotas were imposed for sex and age levels of respondents, as well as for employed people. While the assigned quotas generally produce the proper demographic distribution, there may be small imbalances when the sample is examined in finer age terms, e.g., too few 18-to-29 year olds, too many 30-to-44 year-olds. Accordingly, the sample is weighted to achieve the correct proportions of men and women 18 to 29, 30 to 44, 45 to 59, and 60 and over.

A validation is made by telephone of all interviewers' work from the Roper Starch Worldwide centralized telephone facility.

The questionnaire used and major demographic characteristics of the sample follow.

How the “Recreation Quality Index” was Calculated

The 1995 study is the first to include a “Recreation Quality Index” which has been designed to summarize the overall trend for America’s outdoor recreation life. In 1995, the overall RQI index stands at 107, up from the benchmark score of 100 in 1994.

The index is useful not only for comparing the total public result in 1995 to 1994, but also for comparing the quality of the outdoor experiences of various subgroups. For example, Americans living in the West have an overall RQI of 125 in the 1995 survey, compared to the national average of 107.

The overall RQI score actually is an average of three sub-indices:

1. Opportunity for outdoor recreation
2. Participation in outdoor recreation
3. Satisfaction with recent outdoor recreation experiences

In turn, these three sub-indices were derived from the responses to 15 specific question items contained in this survey. Which question items were used—and how the initial responses were calculated—is presented below.

OPPORTUNITY ITEMS

<u>Question item:</u>	<u>Calculation of response:</u>
1. Have enough local parks (Q7a)	(% excellent + % good) - (% fair + poor)
2. Have enough vacation parks (Q9a)	(% excellent + % good) - (% fair + poor)
3. No convenient places to go (Q12a)	% not a problem
4. Recreation is too expensive (Q12c)	% not a problem
5. Concern about crime (Q12d)	% not a problem
6. Don't have enough time (Q12e)	% not a problem

PARTICIPATION ITEMS

<u>Question item:</u>	<u>Calculation of response:</u>
7. How often recreate outdoors (Q2)	Participate once a month or more
8. Next year's recreation plans (Q6)	(% more often) - (% less often)
9. Chance of recreation vacation (Q.10)	(% higher chance) - (% lower chance)

SATISFACTION ITEMS

	<u>Question item:</u>	<u>Calculation of response:</u>
10.	Value from local recreation (Q7b)	(% excellent + % good) - (% fair + poor)
11.	Local recreation activities (Q7c)	(% excellent + % good) - (% fair + poor)
12.	Local rec. service quality (Q7d)	(% excellent + % good) - (% fair + poor)
13.	Value from vacation rec. (Q9b)	(% excellent + % good) - (% fair + poor)
14.	Vacation recreation activities (Q9c)	(% excellent + % good) - (% fair + poor)
15.	Vacation rec. service quality (Q9d)	(% excellent + % good) - (% fair + poor)

The responses to the 15 questions were derived as described above for both the 1994 and the 1995 surveys. Then, all of the 1994 responses were normalized to a benchmark score of 100. Finally, each 1995 score was calculated using the following formula:

$$\frac{(1995 \text{ item response}) \times 100}{(1994 \text{ item response})} = 1995 \text{ item score}$$

This formula insured that each of the 1995 scores would have the proper relationship to the corresponding 1994 score of 100. For example, if the response for a particular question item was 25% in 1994 and 50% in 1995, then the 1994 score would be 100 and the 1995 score would be 200—or twice the score of 1994, reflecting the doubling 25% to 50% in one year's time.

After all of the 1995 scores were calculated, the six opportunity items were averaged together, as were the three participation items and the six satisfaction items. The three resulting averages were then reported as the official “sub-index” scores.

Finally, the last calculation was a simple average of the three sub-indices to create an overall Recreation Quality Index score.

1. On another subject. Which of these activities (HAND RESPONDENT CARD), if any, have you, yourself, participated in within the last 12 months? (PROBE:) Any others?

PAST 12
MONTHS

a. Backpacking/wilderness camping.....	1	67/
b. Bird watching.....	2	
c. Bicycling (paved routes).....	3	
d. Campground camping--tent.....	4	
e. Camping--RV.....	5	
f. Canoeing/kayaking.....	6	
g. Driving for pleasure.....	7	
h. Fishing.....	8	
i. Golf.....	9	
j. Hiking.....	0	
k. Horseback riding.....	X	
l. Hunting.....	Y	
m. In-line skating.....	1	68/
n. Motorboating.....	2	
o. Motorcycling.....	3	
p. Mountain biking (off road).....	4	
q. Off-road vehicle driving.....	5	
r. Photography (outdoor).....	6	
s. Picnicking.....	7	
t. Rock-climbing.....	8	
u. Rowing.....	9	
v. Running/jogging.....	0	
w. Sailing.....	X	
x. Snorkeling/scuba diving.....	Y	
y. Skiing (cross-country).....	1	69/
z. Skiing (downhill).....	2	
aa. Snowmobiling.....	3	
bb. Swimming.....	4	
cc. Target shooting.....	5	
dd. Tennis.....	6	
ee. Walking for fitness/recreation.....	7	
ff. Waterskiing.....	8	
gg. Wildlife viewing.....	9	
None.....	X	
Don't know.....	Y	

79-0
80-4
79-0
80-5

(ASK EVERYONE)

2. Now I am going to ask some more questions about outdoor recreation--by that I mean physical outdoor activities like the ones we've just been talking about that involve the enjoyment and use of natural resources. About how often do you engage in these kinds of outdoor recreation--several times per week, several times per month, once a month, once or twice per year, or less often?

Several times per week	1	6/
Several times per month	2	
Once a month	3	
Once or twice per year	4	
Less often	5	
Never (vol.)	6	
Don't know	Y	

3. Please tell me how important the following reasons for participating in outdoor recreation are to you on a one to five scale, where 1 means it is not at all important and 5 means it is very important. You can use any number in between. How important is it....(REMIND THE RESPONDENT THAT THESE ARE REASONS FOR PARTICIPATING IN OUTDOOR RECREATION)

	NOT AT ALL IMPOR- TANT 1	2	3	4	VERY IMPOR- TANT 5	DON'T KNOW	
a. For the family to be together	1	2	3	4	5	Y	7/
b. For excitement	1	2	3	4	5	Y	8/
c. For relaxation	1	2	3	4	5	Y	9/
d. To experience nature	1	2	3	4	5	Y	10/
e. To be with friends	1	2	3	4	5	Y	11/
f. To teach good values to children	1	2	3	4	5	Y	12/
g. To be alone	1	2	3	4	5	Y	13/
h. For competition	1	2	3	4	5	Y	14/
i. To reduce stress	1	2	3	4	5	Y	15/
j. For health and exercise	1	2	3	4	5	Y	16/
k. To have fun	1	2	3	4	5	Y	17/
l. To learn new skills	1	2	3	4	5	Y	18/
m. To feel a spiritual connection with nature	1	2	3	4	5	Y	19/
n. For a feeling of closeness with a family member	1	2	3	4	5	Y	20/

4. Overall, how satisfied are you with the quality of your outdoor recreation experiences? Are you: (READ LIST)

Extremely satisfied	1	21/
Quite satisfied	2	
Somewhat satisfied	3	
Not too satisfied	4	
or Not at all satisfied	5	
Don't know (vol.)	Y	

5. In general, would you say that outdoor recreation opportunities in your area are getting better, getting worse, or staying about the same?

Getting better	1	23/
Getting worse	2	
Staying about the same	3	
Don't know	Y	

6. In the next year, do you personally think you will be engaging in more outdoor recreation, less, or about the same as in the past year?

More	1	24/
Less	2	
About the same	3	
Don't know	Y	

7. (HAND RESPONDENT CARD) Thinking about the parks, public waters, and other outdoor recreation sites in your community, how would you rate the quality of them in terms of the things on this card. Would you say the quality of local recreation sites are excellent, good, only fair, or poor in terms of (read item). (ASK ABOUT EACH)

	EXCEL- LENT	GOOD	ONLY FAIR	POOR	DON'T KNOW	
a. Having enough local parks & recreation areas available to you	1	2	3	4	Y	25/
b. The value you get for what you pay in admission or parking fees	1	2	3	4	Y	26/
c. The amount of activities and instruction available	1	2	3	4	Y	27/
d. The quality of service from park management and employees	1	2	3	4	Y	28/

8. Now, I'd like to ask you about outdoor recreation vacations. By that we mean vacations where you go away for at least several days and outdoor recreation is an important part of the activities. For example, visits to national or state parks, outdoor resorts and campgrounds, going to lakes, the ocean, or other waters for boating and fishing.

When is the last time you took a vacation trip where outdoor recreation was a major part of your activities?

Last 6 months	1	} (ASK 80)	} (SKIP TO 81)	}	29/
7 to 12 months ago	2				
1 to 2 years ago	3				
2 to 3 years ago	4				
More than 3 years ago	5				
Never took outdoor vacation (vol.)	. 6				
Don't know	Y				

9. (HAND RESPONDENT CARD) Thinking about your last outdoor recreation vacation trip, how would you rate its quality in terms of the things on this card. Would you say the quality of your vacation was excellent, good, only fair, or poor in terms of (read item). (ASK ABOUT EACH)

	EXCEL- LENT	GOOD	ONLY FAIR	POOR	DON'T KNOW	
a. Having enough choices of parks and recreation areas available to you and your family.....	1	2	3	4	Y	30/
b. The amount of activities and instruction available.....	1	2	3	4	Y	31/
c. The quality of service from - park management and employees	1	2	3	4	Y	32/
d. The value you get for the cost of traveling to your destination.....	1	2	3	4	Y	33/

(ASK EVERYONE)

10. In the next year, do you think the chances of you personally taking an outdoor recreation vacation will be higher, lower, or the same as in the past year?

Higher	1	} (ASK 80)	} (SKIP TO 81)	}	34/
Lower	2				
About the same	3				
Don't know	Y				

11. (HAND RESPONDENT CARD) I would like to know for each of these reasons for participating in recreation how satisfied you are with your recent outdoor recreation experiences. Please use a scale from 1 to 5 where 1 means you are not at all satisfied with that aspect of your outdoor recreation and 5 means you are completely satisfied. You can use any number in between. First, (read item) (ASK ABOUT EACH)

	NOT AT ALL IMPOR- TANT 1	2	3	4	5	VERY DOESN'T IMPOR- APPLY DON'T TANT (VOL.) KNOW	6	Y	
a. Having family togetherness	1	2	3	4	5	6	Y	35/	
b. Having excitement	1	2	3	4	5	6	Y	36/	
c. Finding relaxation	1	2	3	4	5	6	Y	37/	
d. Experiencing nature	1	2	3	4	5	6	Y	38/	
e. Being with friends	1	2	3	4	5	6	Y	39/	
f. Children learning good values	1	2	3	4	5	6	Y	40/	
g. Having time to yourself	1	2	3	4	5	6	Y	41/	
h. Having competition	1	2	3	4	5	6	Y	42/	
i. Being relieved of stress	1	2	3	4	5	6	Y	43/	
j. Getting exercise and improving health	1	2	3	4	5	6	Y	44/	
k. Having fun	1	2	3	4	5	6	Y	45/	
l. Learning new skills	1	2	3	4	5	6	Y	46/	

12. Here is a list of reasons some people have told us why they do not participate in more outdoor recreational activities. (HAND RESPONDENT CARD) Would you please read down that list and for each one tell me if it is a major reason, a minor reason or not a reason why you don't do more outdoor recreational activities?

	MAJOR REASON	MINOR REASON	NOT A REASON	DON'T KNOW	Y	
a. There is no place convenient to go.....	1	2	3	Y	47/	
b. I'm not interested.....	1	2	3	Y	48/	
c. It is too expensive.....	1	2	3	Y	49/	
d. I'm concerned about crime.....	1	2	3	Y	50/	
e. I don't have enough time	1	2	3	Y	51/	
f. I or a recreation copanion have a physical disability.....	1	2	3	Y	52/	