

Survey of Iowa State Park and Recreation Area Users

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Purpose & Methodology

Purpose

The 2000 survey of visitors to Iowa state parks and recreation areas was commissioned by the Iowa Department of Natural Resources (DNR) to assess adult Iowans' participation in out-

door recreational activities at state parks, their opinions about their state park visits, and their attitudes regarding the state park system.

Methodology

Overview

Randomly selected park visitors at 49 Iowa state parks and recreation areas were given questionnaires at preselected times on three days during July 2000. The questionnaires were distributed by park personnel to visitors as they entered or exited the parks. The questionnaires could be completed and returned to park staff that day, or they could be mailed to the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). A total of 1,525 questionnaires were returned and processed for data analysis.

Training and Materials

CSBR developed the research protocol including the questionnaire, training materials, and all materials necessary to conduct the study. The script and general principles of the research protocol were adapted from a previous study of National Parks which had a high response rate (Dillman, Dolsen, & Machilis, 1995).¹ DNR personnel were responsible for following the research protocol and distributing the questionnaires. See Appendixes A.1 through A.13 for a description of the training process and examples of the study materials.

Questionnaire Distribution Dates and Times

On Tuesday, July 11th, questionnaires were distributed from 7 a.m. to 8 p.m. at all 49 parks. At one-half of the parks, questionnaires were distributed from 7 a.m. to 1 p.m. on Saturday, July 15th and from 1 p.m. to 8 p.m. on Sunday, July 23rd. At the remaining parks, questionnaires were distributed from 1 p.m. to 8 p.m. on Saturday, July 15th and from 7 a.m. to 1 p.m. on Sunday, July 23rd. These dates and times were selected to increase the likelihood that the sample would be representative of Iowa's state park and recreation area users.

Procedure

The research protocol specified that two park staff members were to be prominently stationed at the entrances or exits of each of the 49 Iowa state parks and recreation areas used in this study.² These two individuals shared four main responsibilities: sampling vehicles, selecting respondents, obtaining address information, and distributing questionnaires. One member of each team counted and sampled vehicles. The second member of each team assumed the remainder of the responsibilities.

Sampling of Vehicles. One member of each team was responsible for counting and stopping vehicles according to a systematic sampling plan based on the ratio of park entrances to the number of teams distributing questionnaires at each park.³ At parks with one team per entrance, every 20th vehicle was to be stopped. In cases where the number of teams was less than the number of park entrances, the teams were instructed (a) to spend at least some time at each park entrance but to spend the greatest amount of their time at the park entrance with the greatest traffic flow, and (b) to sample vehicles more frequently. For instance, if a park had two entrances and only one team, the team should sample at a rate of 1:10. As another example, if a park had three entrances with two teams, the rate was 1:15. Because fewer questionnaires than expected were distributed during the first two days of this study, the sampling rate for July 23rd was increased to 1:5 at all parks.

Selected vehicles were stopped as they entered or exited the parks. As part of the sampling plan developed by CSBR, the staff at one-half of the parks sampled vehicles entering the parks, and the staff at the other parks sampled vehicles exiting the parks.

After stopping the vehicle, the first staff member asked the driver to pull over to where the second staff member was positioned to be told about a park visitor survey. The second staff member explained the study to those in the vehicle, selected the eligible respondent, obtained address information for the purpose of mailing a reminder/thank you postcard, and distributed the mail-back questionnaire.

Selecting Respondents. Within each of the randomly selected vehicles, only the adult (i.e., person 18 years of age or older) with the most recent birthday was invited to complete the survey. This procedure was used to increase the likelihood that the sample would be representative of adult park visitors.

The research protocol specified that all potential respondents were to be given a *Respondent Information for the Iowa Park Visitor Survey* sheet (see Appendix A.7) prior to receiving their questionnaire. This sheet contained information describing the study, participation requirements (i.e., at least 18 years old), and the nature of their participation (e.g., voluntary). The materials provided by CSBR to the parks conveyed the importance of providing potential respondents with the *Respondent Information for the Iowa Park Visitor Survey* sheet, but the percentage of potential respondents who received and read the information on this sheet cannot be determined. To help ensure informed participation by the park visitors in this study, the questionnaire also contained a description of the respondent's participation (e.g., voluntary) in the survey process.

Obtaining Address Information. To test the relative effectiveness of two different methods for obtaining address information, respondents at one-half of the parks were asked to write their name and address on mailing labels given to them by park staff, and respondents at the other parks were asked to verbally give their name and address to the staff members who wrote this information on the labels. The procedure used at each park was determined systematically (see Appendix A.1).

In the first of the two procedures used to obtain address information, a single address label was affixed to the *Respondent Information for the Iowa Park Visitor Survey* sheet. Selected respondents were asked to write their name and address on the label affixed to the sheet so that a thank you/reminder postcard could be mailed to them.

With the second procedure, selected respondents were given the *Respondent Information for the Iowa Park Visitor Survey* sheet without the label affixed. Instead, these respondents were asked to verbally provide their name and address to DNR personnel who recorded it on sheets of address labels.

Distributing and Returning Questionnaires. Questionnaires were distributed only to the selected respondent in each vehicle. If the selected respondent did not want to participate in the study, no other individual in the vehicle was allowed to participate. A postage-paid return address envelope was provided with each questionnaire.

Respondents were told that completed questionnaires could be returned on-site or via mail. Questionnaires completed on-site could be returned directly to park personnel. Ninety-seven respondents returned completed questionnaires in this manner. However, most of the questionnaires ($n = 1,428$) were received in the mail. The findings presented in this report include data from questionnaires received on or before October 2, 2000.⁴

Postcard Follow-Up. At CSBR, each address label was affixed to a color postcard containing a thank you and reminder message (see Appendix A.13). Postcards were mailed approximately 7 days after the respondent's park visit. In some instances, there was a

longer delay in mailing because of delays in receiving materials from some of the parks. The postcard contained a toll-free number at the DNR office that respondents could call to receive a replacement questionnaire if their original was missing or damaged. Only 2 replacement questionnaires were requested.

A total of 2,320 postcards were mailed. About 12.8% ($n = 297$) of the postcards were mailed to non-Iowa addresses. Thirty-two postcards were returned to CSBR because of incorrect or incomplete address information.

Cooperation and Return Rates

The drivers of 90.0% of the vehicles that were selected, according to the systematic sampling procedure, stopped at the request of the park personnel (see Table 1). Nearly all (95.0%) eligible respondents accepted the questionnaire from park personnel. About one-half (49.2%) of the questionnaires distributed were returned. Return rates for each park are shown in Appendix B.

Table 1
Disposition Information

DISPOSITION	<i>n</i>
Total number of vehicles selected	3,772
Vehicles pulled over	3,392
Eligible respondent in vehicle	3,263
Refusal before respondent was selected	57
No one 18 or older in vehicle	55
Unable to communicate with occupants	17
Number of respondents selected	3,263
Agreed to Participate	3,099
Refused to Participate	215
Questionnaires returned	1,525

Statistical Issues

Assuming the sample was completely random, the approximate maximum sampling error for analyses involving the total sample is +/- 2.6% at the 95% confidence level. Statements concerning subgroup differences based on the 2000 data reflect the results of appropriate inferential statistical tests (e.g., chi square, t-tests) at the 95% confidence level. For some subgroup analyses, there were fewer than 30 respondents in a subgroup. These instances have been denoted with “*” in relevant tables; estimates based on a small number of observations may be unreliable.

Unless otherwise noted, the data presented in this report’s figures and tables are based only on those respondents who answered the question. That is, respondents for which there were “no data” were excluded. See Appendix C for details on the percentage of respondents per question for which data were not provided.

The random sampling procedures used in this study were designed to optimize the likelihood that a representative sample of adult park visitors were surveyed. The sample of park users is an adequate representation of individuals who visit Iowa’s state parks to the extent that (1) there were no systematic differences in the characteristics of persons who completed and returned the questionnaire versus selected visitors who did not do so, and (2) persons visiting the parks during July are similar to those who visit the parks during other months.

Comparisons with 1995 Survey

In the present report, data from a survey of park users in 1995 are provided as benchmarks for selected items.⁵ There are several methodological differences between

the 1995 and 2000 surveys. First, the 1995 survey was conducted during a 5-month period from May through September. Second, the 1995 survey used a less rigorous random selection protocol. Third, the sample size for the present study was nearly twice as large as the 1995 survey, thus yielding smaller standard errors in point estimates for the 2000 data. Fourth, the present study included data for most items from the perspectives of both the individual respondents and his or her visitor group, whereas the 1995 survey focused on data which the respondents provided on behalf of the visitor group. As a result, only data from the group perspective can be usefully compared between the surveys. Because of the dual response (i.e., individual and visitor group as a whole) structure of the 2000 survey, the responses for those individuals who visited the park alone have been added to the “group as a whole response.” These respondents were considered a group of one for analysis purposes.

Measurement reliability usually decreases when respondents are asked to answer on behalf of other people. In part, this may be because individuals are being asked to provide a single response for a group whose members may hold different opinions. In these cases, the person completing the questionnaire could use one of several aggregation principles or decision rules (e.g., majority rule, averaging) as a basis for determining the group’s answer. The relatively higher percentages of “missing data” on items requiring group-level rather than individual level responses is consistent with the notion that individuals may have experienced difficulties responding for their entire group (see Appendix C). A substantial number of non-responses decreases the precision of point estimates and may decrease the accuracy of these estimates.

Organization of the Findings Sections

Section Topics

The main findings of this survey are presented in six sections. The first section reports results regarding the characteristics of park visitors. This section includes: demographic characteristics of the respondent, information about the respondent's household, descriptions of the group visiting the park with the respondent, frequency of the respondent's park visitations, and factors affecting park visitation.

The second section concerns the evaluation of the park, its facilities, and the park staff. This section includes: the overall evaluation of the park, ratings of the cleanliness and structural condition of park facilities, opinions about the lake and fishing quality, and impressions about park staff and their duties.

The third section pertains to how park visitors select parks to visit and how they learn about Iowa's state parks. This section includes: factors in selecting a park, means by which the park users learned about the park they visited, and methods of receiving information about state parks.

The fourth section focuses on the park visitation experience. Specifically, it focuses on users' main activities or reasons for visiting the park, activities they participated in while at the park including structured park programs, and their expenses.

The fifth section concerns the park visitor's attitudes about Iowa's state parks. This section includes: recreational opportunities and facilities that should be increased at Iowa's state parks, campground reservation system and additional camping options, and park development (including destination parks).

The final section addresses the level of outdoor recreational activity. These results include self-reported comparisons of present activity level with that of 3 years ago, and anticipated activity levels in the next 5 years.

This report also contains an appendix (i.e., Appendix D) with additional tables and figures showing details of some of the findings. Verbatim responses to the destination park questions, responses to other open ended items, and spontaneously provided commentary are contained in a separate supplemental document.⁶

Features

For most of the topics, there is a *highlight box* with a blue border and yellow shading. This box highlights a particularly relevant finding associated with a topic area. This report contains a second feature which is the *flashback box*. In this box, data from the 1995 park users survey are reported to allow the reader to make comparisons of the 1995 and 2000 results. This flashback box has a green border, and it is usually found on the bottom, right-hand column of the page.

Explanation of Terminology

The phrase “park user” and “park visitor” are used interchangeably in this report. References to the “respondent” or the “individual park user” describe the person who completed the questionnaire. Presumably, each respondent was the adult with the most recent birthday in a randomly selected vehicle.

In this report, the responses of respondents from rural areas and communities were compared with those from urban communities. “Rural communities” were defined as farms or communities with fewer than 5,000 residents. “Urban communities” were defined as communities with at least 5,000 residents.

Park visitors were classified as either “frequent” or “occasional” park users based on their self-reported frequency of Iowa state park and recreation area attendance. “Frequent use” was defined as visiting Iowa state parks 15 or more days during a typical year. “Occasional use” was defined as visiting Iowa state parks on fewer than 15 days during a typical year.

Section I: Characteristics of Park Visitors

Who Are the Park Visitors?

Gender & Age

Of the 1,525 adult park visitors who returned completed questionnaires, 53.9% were male and 46.1% were female. The mean age of the respondents was 48 years. As shown in Figure 1, nearly one-fifth of the respondents were under the age of 35, and approximately 42.6% were age 50 or older.

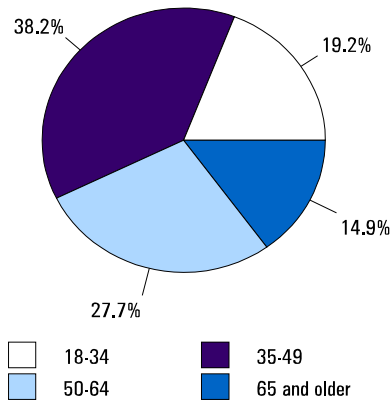


Figure 1. Age.

The Household

Size and Composition. The median number of household members (including the respondent) was three. Most respondents reported living in households with only one other adult (65.5%). An additional 12.8% of the respondents reported that they were the only adult in their household. There were children under the age of 18 living in 41.9% of the respondents' households.

Income and Recreation Expenses. The annual gross household income was at least \$40,000 for the majority (60.2%) of those surveyed (see Figure 2). In total, 13.9% of all respondents did not provide income information; data from these individuals are excluded from Figure 2.

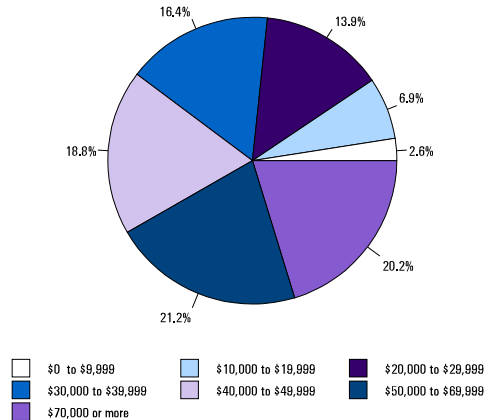


Figure 2. Gross annual household income.

More than one-third (36.7%) of the park visitors reported that in 1999 their household spent at least \$500 on outdoor recreation in Iowa (see Figure 3). An additional 36.9% spent \$100-\$499 on outdoor recreation in Iowa during 1999. Although 40.0% of the respondents reported household spending of at least \$500 on outdoor recreation outside of Iowa, one-fifth (20.4%) reportedly spent no money on recreation outside of Iowa.

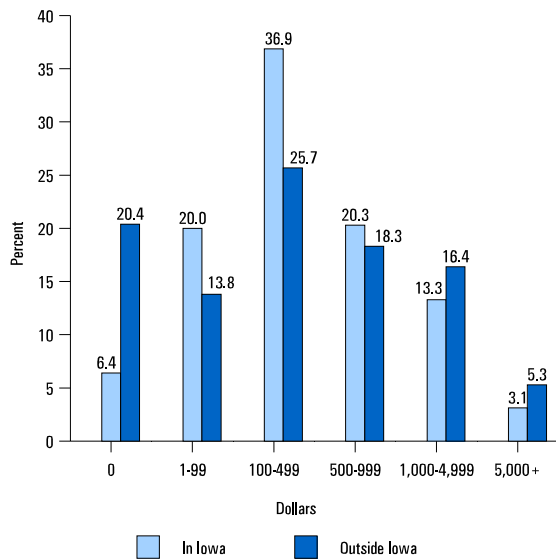


Figure 3. Dollars spent by household on outdoor recreation during 1999.

Community Size & Location. One-half (49.9%) of the respondents resided on farms or in towns with fewer than 5,000 people. One-fourth (25.4%) of the respondents resided in metropolitan areas with 50,000 or more people (see Figure 4).

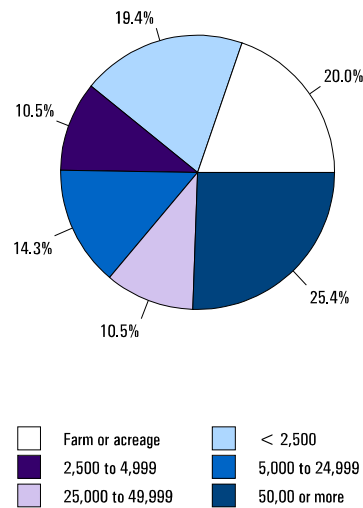


Figure 4. Community size.

Eighty percent (79.9%) of the respondents were residents of their communities for at least 5 years (see Figure 5). An estimated one in ten park visitors (10.9%) were not Iowa residents.

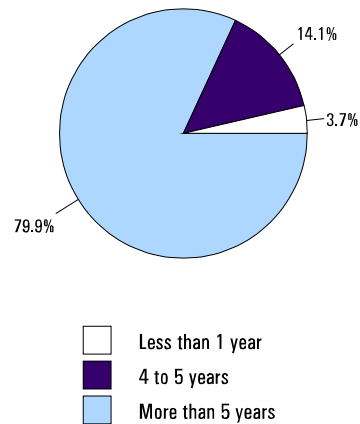


Figure 5. Years lived in community.

The Group

The median group size of park visitors was four. Most of the groups included immediate family members.

Slightly less than one in ten (9.3%) of the respondents reported that they were visiting the park alone. However, the majority of park users visited the park in small groups. Typically these groups included immediate family members. The median group size was four persons.

Number of people in the group:

- 1 or 2 (37.8%)
- 3 or 4 (25.4%)
- 5 to 9 (20.7%)
- 10 or more (13.2%)

The group included:

- immediate family (71.3%)
- other relatives (17.0%)
- friends (30.3%)
- people in an organized group (2.8%)

Frequency of Park Visits

Nearly one-half (45.0%) of park users typically visit Iowa state parks more than 15 days per year.

One-fourth (25.0%) of the park visitors reported that they visit state parks in Iowa more than 30 days during a typical year (see Figure 6). An additional 21.0% reported visiting the parks 15 to 30 days per year. Less than three percent of the park users reported that during a typical year they usually do not visit a state park in Iowa.

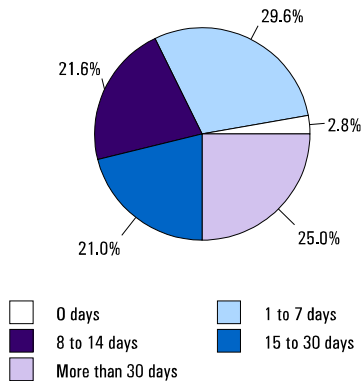


Figure 6. Days per year visit Iowa state parks.

Men were more likely than women to be frequent park users (see Table 2). There were no statistically significant differences in park visitation by age group or community type.

Table 2
Days per Year Visited
an Iowa State Park (%)

	0 Days	1-7 Days	8-14 Days	15-30 Days	30+ Days
Gender					
Male	1.6	25.6	23.1	22.4	27.3
Female	4.1	33.0	20.5	19.4	23.0
Age Group					
18-34	1.8	29.8	18.4	23.8	26.2
35-49	2.3	29.1	24.4	21.4	22.8
50-64	2.7	28.4	21.8	19.9	27.2
65 or older	5.1	31.3	19.8	18.4	25.3
Community Type					
Rural	3.1	27.4	21.3	21.4	26.8
Urban	2.3	31.4	22.2	20.5	23.7

Note. Table reflects days visited in a "typical" year.

Factors Affecting Park Visitation

The two major factors that affect how often people visit state parks were the amount of leisure time they have and the nearness of the park to their homes.

Respondents were asked which three factors most affect the frequency of their park visits. The amount of leisure time available and the proximity of the park to their homes were the two major reasons for both the individual park visitor and the group as a whole (see Figure 7).

Specifically, the major factors for the respondent were:

- amount of leisure time (60.7%)
- nearness to home (42.9%)
- condition of the park (31.3%)
- condition of the facilities (28.5%)
- condition of the lake and fishing (27.2%)
- weather (27.2%)

The major factors for the group as a whole were:

- amount of leisure time (57.6%)
- nearness to home (40.9%)
- condition of the facilities (30.2%)
- condition of the park (29.4%)
- weather (26.9%)
- conditions of the lake and fishing (23.7%)

Generally, the same factors impacted the group's frequency of park visitation in 1995 as in 2000. In 1995, the most important factors were:

- amount of leisure time (55.1%)
- weather (35.5%)
- nearness to home (29.3%)
- condition of the park (28.0%)
- condition of the lake and fishing (27.7%)

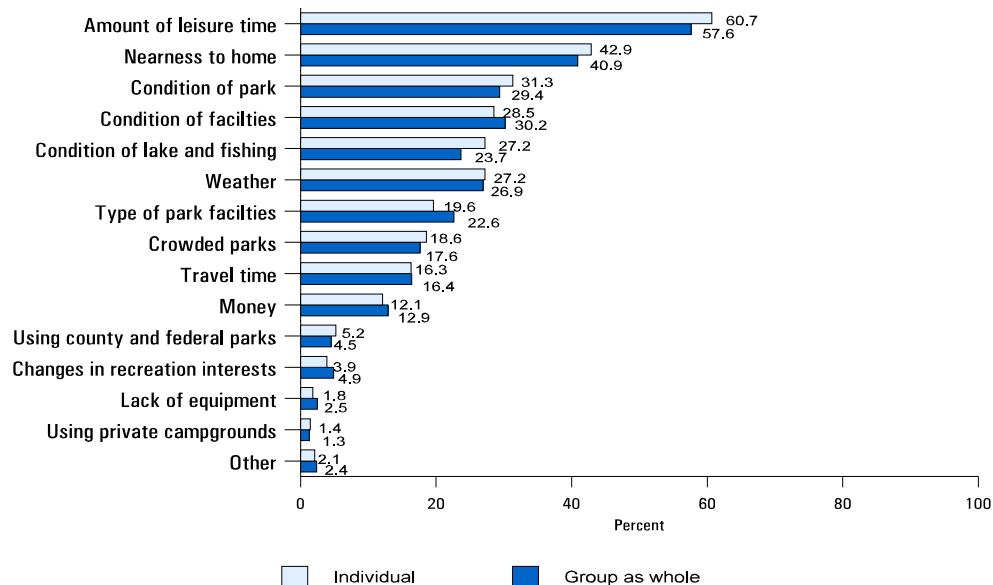


Figure 7. Factors affecting Iowa state park visitation.

Gender differences in which factors affect park visitation were evident only with respect to the condition of the lake and fishing (see Table 3). Specifically, the condition of the lake and fishing at the park was reported as an important determinant of the amount of park visitation nearly twice as frequently by men as by women.

With respect to age group, statistically significant differences in the factors influencing park visitation included:

- amount of leisure time (less of a factor among the oldest park visitors)
- condition of the park (less of a factor among the youngest adult park visitors)
- nearness to home (more of a factor among the oldest adult park visitors)

In terms of community type, differences in the factors influencing park visitation included:

- nearness to home (more of a factor for those in rural communities)
- weather (more of a factor for those in urban communities)

Comparing frequent versus occasional park users, the differences included:

- conditions of the lake and fishing (more of a factor to frequent park users)
- nearness to home (more of a factor to frequent park users)
- time to travel (more of a factor among occasional park users)

Table 3
Factors Affecting Park Visitation by Demographic Group (%)

Factors that Affect Park Visitation	Gender		Age Group				Community Type		Park Use	
	M	F	18-34	35-49	50-64	65+	Rural	Urban	Occasional	Frequent
Amount of leisure time	60.8	60.6	64.7	68.0	58.4	36.8	61.1	60.2	61.8	59.6
Changes in recreation interests	3.7	4.2	3.2	3.8	3.8	5.8	2.5	5.2	4.5	3.2
Condition of facilities	27.8	29.4	23.4	28.2	32.2	29.2	26.1	30.9	28.3	28.8
Condition of lake and fishing	35.2	18.1	29.8	28.2	27.1	21.6	26.8	27.6	22.8	32.3
Condition of the park	31.0	31.3	23.0	31.0	36.0	35.7	31.2	31.2	30.3	32.3
Crowded parks	17.7	19.8	21.0	19.7	18.9	12.3	18.6	18.7	17.6	19.6
Lack of equipment	1.6	1.9	2.4	2.0	0.9	1.2	1.9	1.7	1.6	2.0
Money	10.5	13.5	20.2	11.1	9.1	9.4	12.7	11.6	12.6	11.1
Nearness to home	41.8	44.3	34.1	42.5	43.7	55.0	48.7	37.8	39.4	47.3
Travel time	16.1	16.4	15.5	16.1	15.9	18.7	16.9	15.6	18.3	14.0
Type of park facilities	19.4	20.4	15.9	21.5	21.8	16.4	19.7	19.7	20.2	19.0
Using county and federal parks	5.6	4.7	3.2	2.8	7.4	11.1	5.6	4.7	6.1	4.0
Using private campgrounds	1.5	1.4	0.8	1.8	1.2	1.2	1.3	1.5	1.2	1.7
Weather	25.0	29.7	33.3	26.0	27.4	22.2	24.7	29.7	25.1	29.6

Section II: Evaluation of the Park, Facilities, and Staff

Overall Condition of the Parks

Iowa state parks were rated as either in *good* or *excellent* overall condition by 95% of the park visitors.

The vast majority of the park visitors gave high ratings of the overall condition of the state park they visited (see Figure 8). Only 5.1% of respondents indicated the overall park condition was *fair* or *poor*. These data suggest that most park users were satisfied with the condition of the park they were visiting.

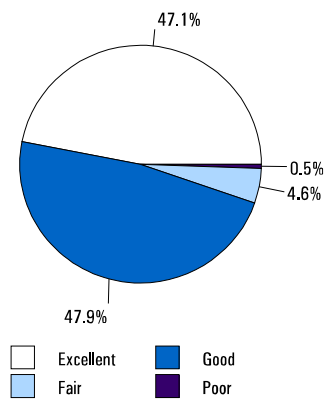


Figure 8. Overall condition of the park.

There were no statistically significant differences in ratings of the overall condition of the parks by gender, age group, community type, or type of park user (see Table 4).

Table 4

Overall Condition of the Park (%)

	Excellent	Good	Fair	Poor
Gender				
Male	45.9	49.4	4.1	0.5
Female	48.9	45.7	5.2	0.3
Age Group				
18-34	42.3	50.9	5.7	1.1
35-49	50.6	45.1	3.9	0.4
50-64	45.3	48.8	5.4	0.5
65 or older	49.3	47.0	3.7	0.0
Community Type				
Rural	47.0	48.4	4.2	0.4
Urban	46.5	48.4	4.5	0.5
Park Use				
Occasional	46.1	49.8	3.9	0.2
Frequent	48.2	45.8	5.3	0.7

The ratings of the overall conditions of Iowa's state parks in 2000 were largely unchanged from 1995.

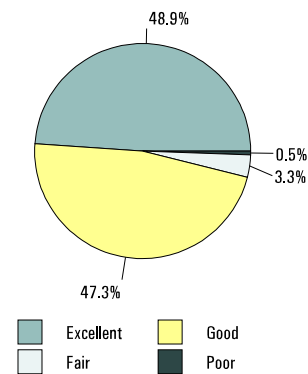


Figure 9. Overall condition of the park (1995).

Use, Cleanliness, and Structural Condition of Park Facilities

The majority of park visitors reported that the park facilities they used were clean. Likewise, the majority of the visitors reported that the park facilities that they used were in good structural condition.

More than three out of four park visitors reported using park roads, parking lots, restrooms, and picnic tables (see Table 5).

Although park visitors generally reported that the facilities they used were *clean*, more than 10% reported that the showers, beach, grills/

fire rings, and restrooms were *littered or dirty* (see Table 5). The picnic tables were rated as *littered or dirty* by 8.6% of those using them.

Similarly, the facilities were generally rated as having *good* structural quality (see Table 5); however, the showers, restrooms, and grills/fire rings were rated as having *poor* structural quality by about 13% of those using them. The picnic tables were also rated as being in *poor* structural condition by 8.5% of the park visitors who used them.

Table 5
Use, Cleanliness, and Structural Condition of Park Facilities (%)

Facility	% Used	Cleanliness			Structural condition of facility		
		Clean	Littered or dirty	No opinion	Good	Poor	No opinion
Beach	49.9	77.8	12.6	9.6	79.4	8.1	12.6
Boat ramps	41.6	88.1	4.3	7.6	86.6	6.1	7.3
Cabins	13.4	54.3	0.0	45.7	52.9	2.9	44.2
Campground	59.0	92.9	3.5	3.5	91.1	4.4	4.5
Group camps	19.5	67.1	3.9	29.0	63.4	3.5	33.1
Grills/fire rings	60.7	79.2	15.5	5.2	81.6	13.7	4.7
Lodge area	25.4	80.6	1.2	18.2	78.7	1.7	19.6
Parking lots	86.9	93.8	2.9	3.3	93.4	3.5	3.2
Picnic shelters	51.9	90.3	5.4	4.3	93.1	2.8	4.1
Picnic tables	77.0	87.8	8.6	3.5	88.8	8.5	2.7
Playgrounds	47.3	90.4	3.4	6.2	89.5	5.0	5.5
Restrooms	79.1	78.5	18.3	3.2	83.3	13.6	3.1
Roads	94.6	96.1	1.3	2.6	95.1	3.3	1.6
Showers	42.3	83.8	11.1	5.1	82.9	12.8	4.2
Trails	53.6	92.5	3.0	4.5	91.5	5.3	3.2

Note. Percentages shown are based on those reporting that they used the facility. “Use” was inferred based on ratings provided for cleanliness or structural condition. If respondents provided a rating either for cleanliness or for structural condition of a facility, they were considered to have “used” the facility. Thus, “use” likely includes both passive use (e.g., looked at the beach) and active use (e.g., walked on the beach).

Lake and Fishing

The lakes at the state parks were rated as being in *good* or *excellent* condition by 74.1% of the park visitors who used the lake.

Only 13.4% of those surveyed at parks with lakes reported that they did not use the park lake. Therefore, it appears likely that to many park visitors “using the lake” includes enjoying the sights, sounds, and smells of the lake, as well as the more traditional uses of fishing, boating, swimming. The majority of park users who rated the lakes gave them ratings of *good* or *excellent*; only 5.9% gave *poor* ratings (see Figure 10).

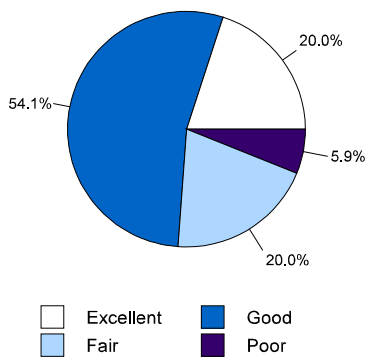


Figure 10. Overall condition of the lake.

There were no statistical differences in the evaluation of the condition of the park lake by subgroups when examining the responses of those who used and rated the lake. That is, ratings of the lake were unrelated to gender, age group, community type, or level of park use (see Table 6).

Table 6
Condition of the Lake (%)

	Excellent	Good	Fair	Poor
Gender				
Male	20.5	55.3	19.1	5.1
Female	19.6	53.0	20.4	7.0
Age Group				
18-34	18.9	50.0	23.4	7.7
35-49	18.5	55.1	19.5	6.8
50-64	23.3	53.8	18.6	4.3
65 or older	19.3	59.3	16.3	5.2
Community Type				
Rural	21.4	54.4	18.1	6.0
Urban	18.3	54.4	21.5	5.8
Park Use				
Occasional	20.7	54.6	19.4	5.3
Frequent	19.3	53.4	20.8	6.6

There was a slight decrease from 1995 to 2000 in the percentage of park visitors who rated the condition of the lake as only *fair* or *poor*. This effect is somewhat difficult to interpret, however, because the 2000 survey instrument included an additional response option of *excellent* to provide more precise data. Also, the 1995 survey data were based on the group’s opinion rather than that of individual respondent.

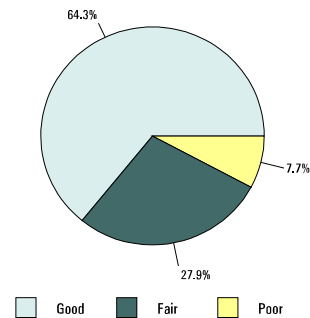


Figure 11. Condition of lake (1995).

One in two park users were unsure about the quality of fishing at the park's lake.

One-half of the park visitors (51.0%) reported that they did not know what the quality of fishing was in the parks' lakes (see Figure 12). Women were more likely than men to be unsure of the fishing quality (see Table 7). Persons who frequently visit Iowa's state parks were considerably more likely than occasional park visitors to have an opinion about the fishing quality at the park's lake (see Table 7). There were no statically significant differences by age group or community type.

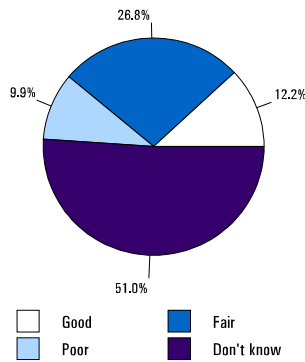


Figure 12. Quality of fishing.

Of those with an opinion, the quality of fishing at the lake at which the respondent was visiting was rated as:

- *good* (25.0%)
- *fair* (54.8%)
- *poor* (20.3%)

Table 7
Fishing Quality in the Lake

	Good	Fair	Poor	Don't know
Gender				
Male	11.4	32.5	12.7	43.5
Female	13.0	20.0	6.8	60.2
Age Group				
18-34	14.1	25.8	12.9	47.2
35-49	12.2	27.9	9.7	50.2
50-64	10.6	28.4	9.8	51.1
65 or older	11.9	20.5	8.6	58.9
Community Type				
Rural	13.3	26.0	10.3	50.4
Urban	11.0	28.0	8.8	52.2
Park Use				
Occasional	10.5	21.5	6.8	61.2
Frequent	14.0	32.7	13.4	39.8

Since 1995, there was a substantial increase in the percentage of park visitors who reported that they were uncertain about the quality of fishing in lakes at the parks. *Of those with an opinion*, there was a decrease in the percent of *poor* ratings from 1995 (27.5%) to 2000 (20.3%). Recall that the 1995 data were based on group responses and in the 2000 they were based on individual park user responses.

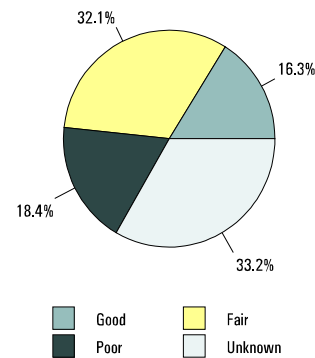


Figure 13. Quality of fishing (1995).

More than two-thirds of the park visitors reported that they *did not know* how fishing at the park's lake compared to the quality of fishing at the lake 5 years ago.

Although 67.1% of the park visitors reported that they *did not know* how fishing at the park's lake compared to the quality of fishing at the lake 5 years ago, 23.1% reported that fishing was as *good as or better now* than it was 5 years ago (see Figure 14). About ten percent (9.8%) rated it as *worse now*.

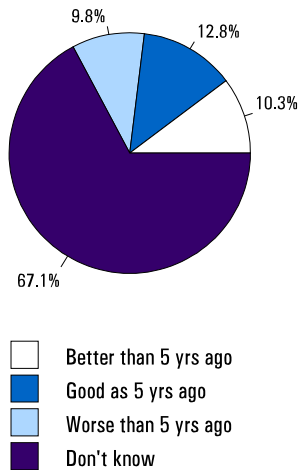


Figure 14. Comparison of fishing now to 5 years ago.

If considering only those visitors with an opinion, compared to 5 years ago fishing quality was rated as:

- better now (31.4%)
- as good that of 5 years ago (38.8%)
- worse now (29.8%)

Women were more likely than men to be unsure of the current fishing quality compared with that of 5 years ago (see Table 8). Persons who frequently visit Iowa's state parks were considerably more likely than occasional park visitors to have an opinion about the relative fishing quality (see Table 8). There were no statistically significant differences by age group or community type.

Table 8
Fishing Quality Compared Now to 5 Years Ago (%)

	Good	Fair	Worse	Don't know
Gender				
Male	11.8	16.4	11.7	60.2
Female	8.6	8.4	7.2	75.7
Age Group				
18-34	10.5	9.7	9.3	70.4
35-49	10.1	12.1	9.1	68.7
50-64	11.9	16.2	10.4	61.4
65 or older	8.3	12.2	11.0	68.5
Community Type				
Rural	11.9	12.5	10.4	65.2
Urban	8.6	13.2	8.7	69.5
Park Use				
Occasional	8.1	10.5	4.5	76.8
Frequent	12.8	15.2	15.4	56.6

Forty percent (39.5%) of the park visitors reported that they would visit the parks more often if the fishing were better (see Figure 15).

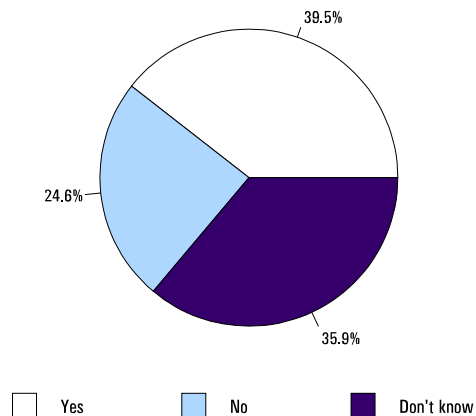


Figure 15. Visit park more often if fishing were better.

Park Staff and Their Duties

The park staff were rated as being available, helpful, courteous, and/or neatly dressed by more than three-fourths of the park visitors.

The park staff were *available* according to 76.2% of the park visitors, with only 6.7% reporting that the staff were *unavailable* (see Figure 16). Three-fourths (76.5%) of the visitors reported that the park staff were *helpful*. Nearly 85% reported that the staff were *courteous*, and an equal percentage reported that the staff were *neatly dressed*.

The park staff were rated favorably by the majority of visitors within all of the subgroup examined. However, adult park visitors under the age of 35 were less likely than other visitors to report both that the staff were *available* and *helpful* (see Table 9). Frequent park visitors were more likely than occasional visitors to report both that the park staff were *helpful* and *neatly dressed* (see Table 9). Visitors from rural communities were more likely than those from urban communities to

report that the park staff were *helpful* and *neatly dressed*.

Table 9
Evaluations of Park Staff
(% Responding in the Affirmative)

	Available	Helpful	Courteous	Neatly Dressed
Gender				
Male	76.4	76.1	84.3	86.1
Female	75.8	76.5	84.3	86.5
Age Group				
18-34	71.8	68.8	80.5	83.3
35-49	77.7	74.4	83.6	86.3
50-64	75.5	81.1	86.1	87.1
65 or older	78.6	82.8	86.8	87.2
Community Type				
Rural	78.4	79.7	86.1	89.4
Urban	74.0	73.5	82.7	83.6
Park Use				
Occasional	75.9	74.3	83.1	84.3
Frequent	76.3	79.0	85.8	88.6

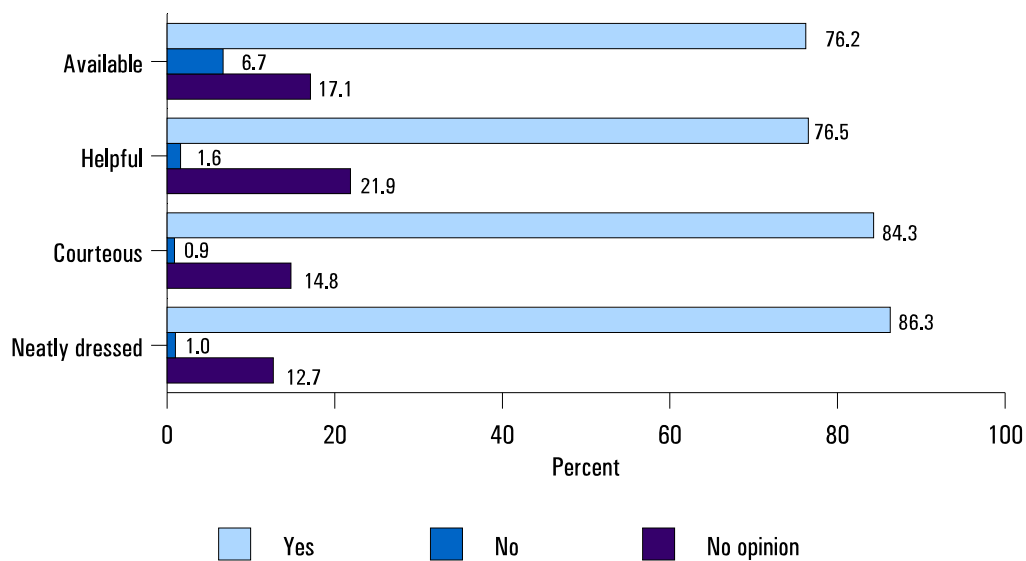


Figure 16. Evaluations of park staff.

From the perspective of park visitors, the most important function of the park staff was to keep the park's facilities in good condition.

Of the five duties of park employees, the order of importance to park users were:

- maintain the facilities in good condition
- ensure visitor safety
- enforce the park rules
- protect the park's natural features from overuse
- provide information

Maintaining the facilities in good condition was ranked as either the first or second most important duty of park employees by more than 60% of the park visitors (see Figure 17). Ensuring the safety of visitors was also a high priority with nearly 50% of the park visitors ranking this as either the first or second most important duty.

Providing information was clearly the least important duty according to the majority of the park visitors. Note that the importance of these duties are relative to each other. Respondents who ranked *providing information* as the fifth most important duty may still believe this is an important duty for park employees to perform, but they are reporting that it is relatively less important than the other four duties.

The attitudes of park users about the duties of park employees shows a high level of stability over time. In fact, the rank ordering of the importance to park visitors of the five duties of park employees was the same in 2000 as it was in 1995.

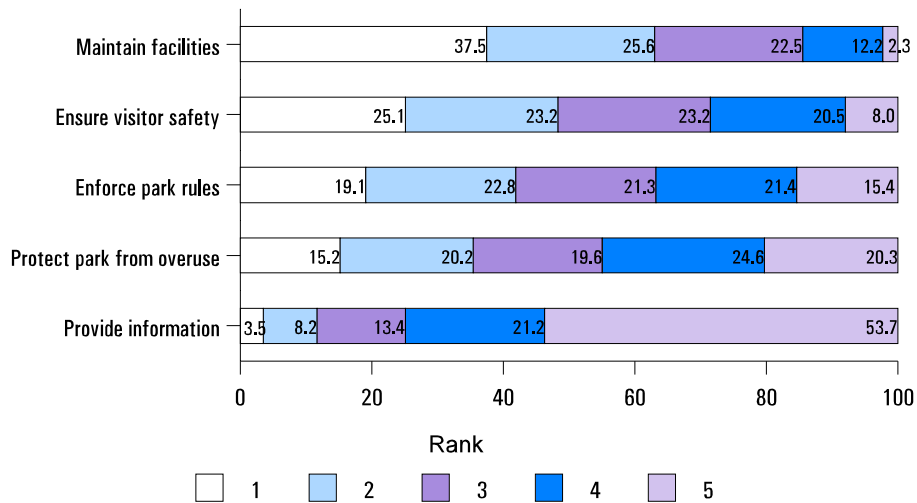


Figure 17. Rank orders assigned to park employees' duties.

Section III: Selecting and Learning About the Park

Factors in Selecting a Park

Past experience, scenery, and available park facilities were the major factors in selecting which park to visit.

More than one-half (54.7%) of park visitors reported that their past experience with the park was one of the reasons they or their group selected the park (see Figure 18). Other factors that influenced park selection for at least one-third of the respondents were:

- scenery (47.1%)
- available park facilities (46.4%)
- lake and associated recreational facilities (40.1%)
- natural features (39.9%)
- close to the home of someone in the group (37.3%)

The five major reasons why people select parks have not changed in the past 5 years, but there have been changes in the relative ordering of these factors. For instance, the primary reasons for selecting parks in 1995 were:

- close to home (50.2%)
- past experience (32.3%)
- lakes and associated recreational facilities (25.2%)
- scenery (24.8%)
- available park facilities (17.6%)

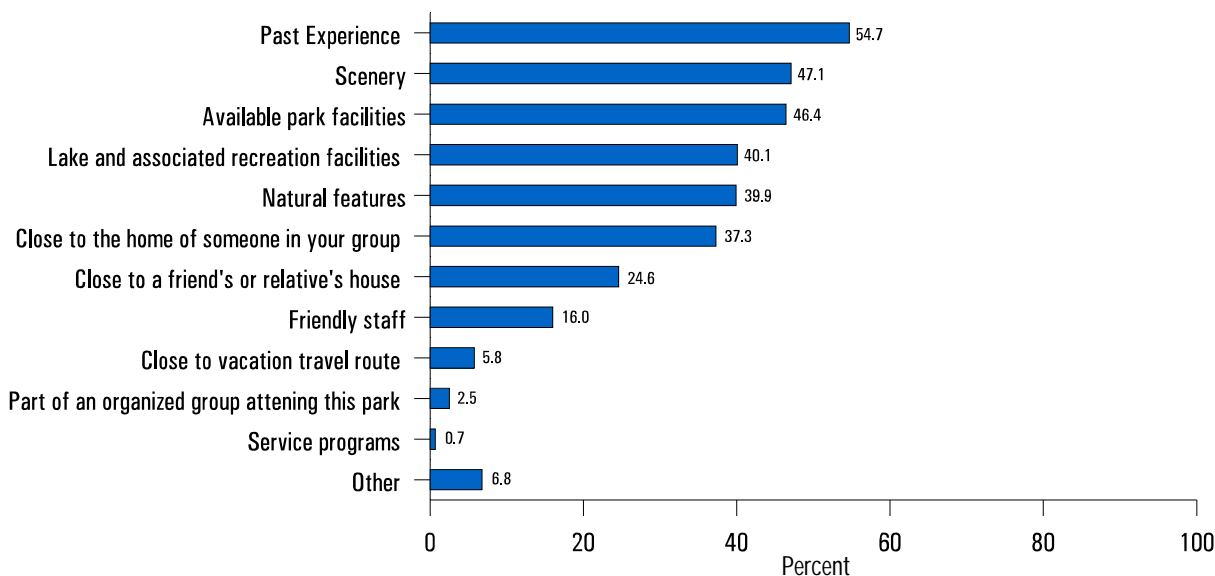


Figure 18. Factors in selecting a park. The sum of percentages exceeds 100 because respondents selected all the factors that influenced whether they or their group selected the park.

There were statistically significant subgroup differences among the park users with respect to which factors influenced park selection.

Women were more likely than men to report that the scenery and closeness to the home of a friend or relative were factors in selecting the park (see Table 10).

Proximity to the home of someone in the group and closeness to the home of a friend or relative were more likely to be reported as factors affecting park visitation by visitors from rural than from urban communities. Park users from rural communities were also more likely than those from urban communities to report that the friendly staff influenced their decision to visit the park (see Table 10).

Scenery, available park facilities, lake and associated recreation facilities, closeness to

the home of someone in the group, and friendly staff were all factors that were more likely to be reported by frequent visitors than by occasional park visitors. Occasional park visitors were more likely than frequent visitors to report visiting the park because it was close to a vacation travel route or because they were part of an organized group attending the park.

Park selection varied with the age of the park users based on available park facilities, lakes and associated recreational facilities, closeness to home of someone in the group, friendly staff, and being part of an organized group. Friendly staff and organized groups were more likely to be factors among older than among younger park visitors, whereas lakes and associated recreational facilities were more likely to be factors among younger than older park users (see Table 10).

Table 10
Factors in Park Selection (%)

Reason	Gender		Age Group				Community Type		Park Use	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Occasional	Frequent
Past experience	55.8	53.8	52.1	57.1	56.9	49.1	54.3	55.3	53.0	56.8
Scenery	44.8	50.2	46.8	47.3	49.7	41.8	48.2	46.4	43.0	51.8
Available park facilities	47.3	46.0	38.9	49.1	48.3	47.3	48.1	44.9	43.9	49.5
Lake and associated recreation facilities	42.8	38.2	43.8	47.7	37.1	19.4	38.3	42.0	34.5	46.7
Natural features	39.9	40.4	38.5	40.2	43.4	35.8	40.3	39.9	37.7	42.5
Close to the home of someone in your group	36.4	37.9	39.6	41.5	30.9	31.5	40.0	34.4	32.1	43.5
Close to a friend's or relative's house	22.2	27.6	24.5	25.0	26.3	23.0	27.8	21.5	24.8	24.4
Friendly staff	14.5	17.5	16.2	12.5	18.0	20.6	19.5	12.0	10.8	21.8
Close to a vacation travel route*	6.5	5.0	6.4	3.7	7.4	7.3	6.6	5.0	7.6	3.6
Part of an organized group attending this park*	2.7	2.4	1.5	1.9	2.9	6.1	2.3	2.4	3.3	1.6
Service programs*	0.6	0.8	1.5	0.6	0.6	0.0	0.8	0.6	0.1	1.3
Other*	6.7	7.0	7.9	7.3	6.0	5.5	6.1	7.5	7.5	6.0

Note. * indicates these responses are based on fewer than 30 affirmative observations within the subgroup. These estimates may be unreliable.

Knowledge of the Park

The two major ways that people learned about parks were by living nearby or by “word of mouth” from friends and relatives.

The majority (61.8%) of park users reported that they learned about the park they visited by living nearby. More than one in three (36.6%) park users reported that they learned about the park from a friend or relative. At least 5% of the park visitors reported learning about the park through highway signs, road maps, brochures, or tourist information packets (see Figure 19).

Learning about the park by living nearby was reported more often by:

- frequent (70.5%) than occasional (54.5%) park users
- those living in rural (64.9%) than urban (59.1%) communities

Learning about the park through friends or relatives was reported more often by occasional (40.8%) than frequent (31.8%) park users. Word of mouth from friends or relatives was also more likely a source of information among the youngest park users than among park users aged 35 or older (see Appendix D, Table D1). The reader is reminded that these subgroup differences are inferred based on data about the ways that respondent *or* other people in the respondent’s group learned about the park.

As with the 2000 survey, the two major ways that park users in 1995 reported learning about the parks they visited were by living nearby (56.7%) or through friends or relatives (32.8%). Road maps (6.6%) and past experience (6.0%) were the only other two ways reported by at least 5% of the park users in 1995. In the 2000 data, there is a slightly greater, but still small, impact of the media when considering the combined effects of newspaper, magazines, radio, and television.

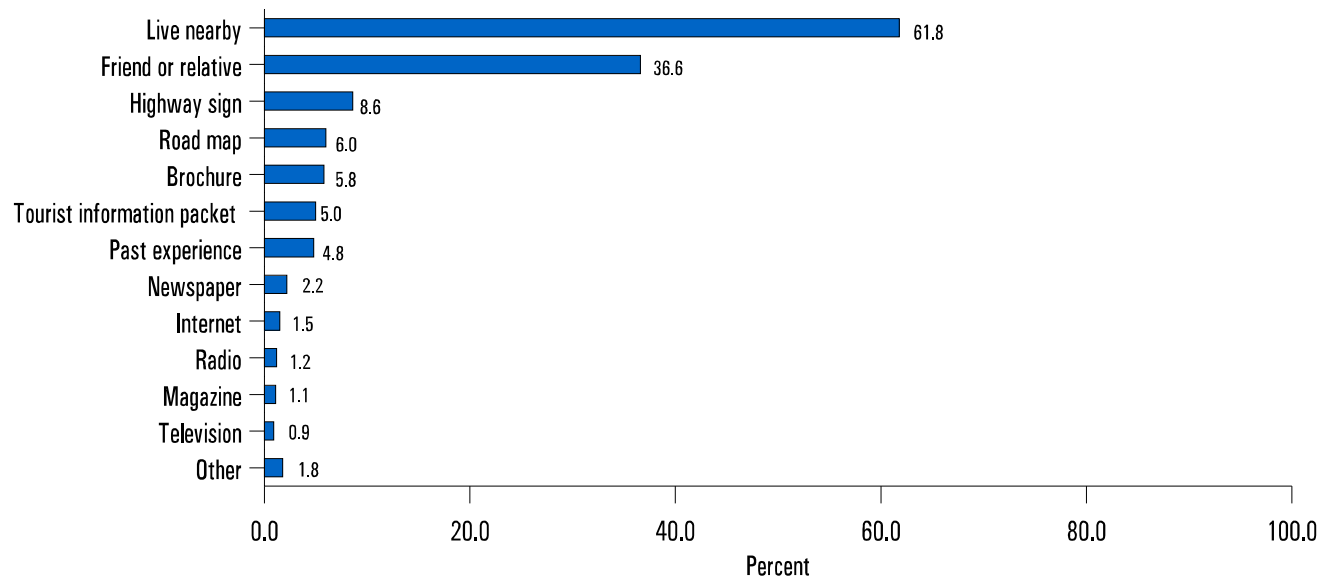


Figure 19. Ways that park users learn about the parks they visit. Respondents selected all the methods that applied to them, so the sum of the percentages exceeds 100.

Best Ways to Get Information about Parks

According to park users, the best ways to get information about state parks to them was by using highway signs and road maps.

Respondents were asked to select up to three potential methods that would be the best in getting information to them and their group as a whole.

Although fewer than one in ten park users reported learning of the park they visited by highway signs (see Figure 19), more than one in two reported that highway signs were the best way to get information to them (see Figure 20).

The five best ways to get information about state parks to the park users who completed the survey (i.e., the respondents) were:

- highway signs (53.4%)
- road maps (45.6%)
- newspapers (35.2%)
- Internet (28.6%)
- television (24.1%)

The five best ways to get information about state parks to the group as a whole were:

- highway signs (50.4%)
- road maps (39.3%)
- Internet (35.8%)
- newspapers (35.9%)
- television (26.6%)

The best methods of getting information about Iowa's state parks varied according to the characteristics of the park users (see Table 11). According to the park visitors —

- highway signs are better sources of information for frequent than occasional park users,
- road maps are preferred more by older than younger park users,
- the Internet was better for those under 50, who live in urban communities, or who are occasional park users,
- television was least effective for those aged 65 and older and those who live in rural communities, and
- the park office was reported to be one of the three best ways to get information by fewer than 20% of park users. However, it was more likely to be reported as a good source of information by men than by women *and* by frequent park users than by occasional park users.

In 1995, the five most frequently reported methods which were the best to get information to the group of park users were:

- highway signs (21.1%)
- road maps (20.3%)
- newspapers (18.6%)
- television (12.4%)
- magazines (11.1%)

In the 2000 survey, the Internet replaced magazines as one of the five best ways to get information to park visitors.

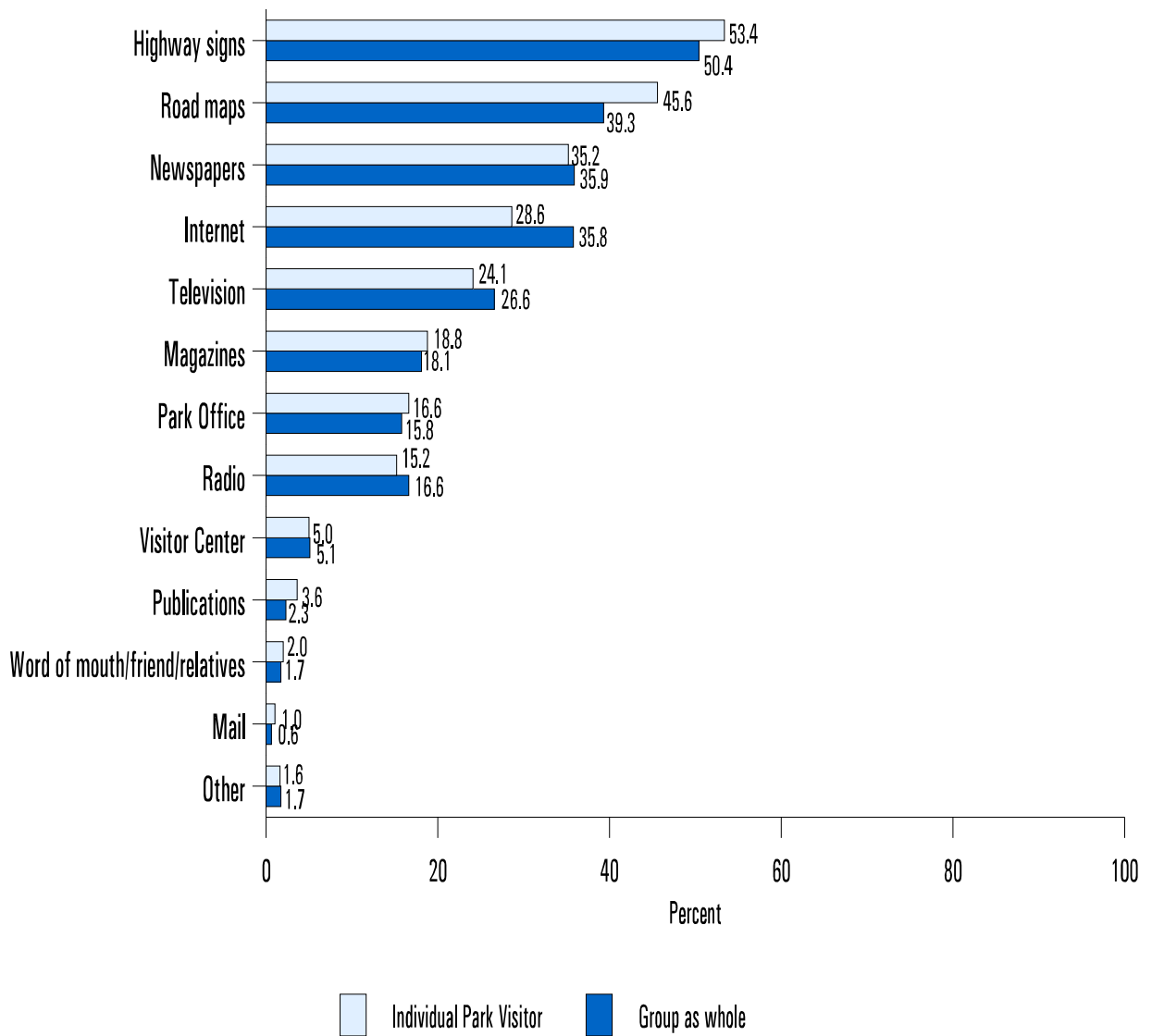


Figure 20. Best ways to get information about state parks. Respondents selected up to three sources of information, thus the sum of the percentages exceed 100.

Table 11
Best Ways to Get Information about State Parks
(% of Respondents)

Information Source	Gender		Age Group				Community Type		Park Use	
	M	F	18-34	35-49	50-64	65+	Rural	Urban	Occ	Freq
Highway signs	51.6	55.6	53.0	51.8	54.0	54.8	53.5	53.2	50.8	56.6
Road maps	44.5	46.7	42.1	43.2	47.0	54.8	47.2	43.7	46.8	43.9
Newspapers	33.0	37.9	31.2	37.8	37.2	29.9	34.1	36.8	35.2	35.2
Internet	28.3	29.0	37.2	35.1	23.2	7.6	24.3	32.5	32.4	24.5
Television	24.7	23.4	27.1	24.3	25.9	14.0	21.6	26.5	24.4	23.8
Magazines	20.4	17.3	15.0	19.3	21.3	20.4	20.4	17.1	17.8	19.9
Park office	18.9	14.4	15.4	17.0	17.7	16.6	17.3	16.0	14.1	19.5
Radio	16.8	13.6	17.4	16.0	14.9	10.8	15.1	15.5	14.5	16.1
Visitor center	3.9	6.3	3.6	4.4	7.3	5.1	5.5	4.6	5.5	4.3
Publications	2.7	4.5	3.5	3.9	3.4	3.2	3.2	4.2	4.5	2.6
Word of mouth/friends/relatives*	1.7	2.3	3.5	2.3	1.0	1.4	1.8	2.2	1.8	2.1
Mail*	1.2	0.7	1.4	1.4	0.2	0.5	1.2	0.8	0.9	1.1
Other*	55.0	45.0	1.6	2.3	0.6	0.0	1.3	1.9	1.2	2.1

Note. Respondents were asked to select up to three of the best means of getting information to them. “*” denotes *n* was less than 30; these estimates may be unreliable. “Occ” denotes *occasional park visitors*, and “Freq” denotes *frequent park visitors*.

Section IV: The Park Visit

Main Activity or Reason For Coming to the Park

The most commonly reported reason for visiting the park was to relax.

Respondents were asked what was the main reason that they and their group as a whole came to the park. Although respondents were asked to report only the *one* main reason, some respondents were unable to select only one reason. Thus, the sum of the percentages reported in this section exceeds 100%.

The twelve most frequently reported reasons for visiting the park according to the respondent and the group as a whole are shown in Tables 12 and 13. Figure D1 in Appendix D shows the percentages reporting each of the main reasons assessed in this survey.

Table 12
Top 12 Reasons for Visiting the Park
(Respondent)

Main Reason or Activity of the Individual Respondent	%
Relax	24.5
Drive through the park	22.9
Trailer or vehicle camping	19.3
Fish	17.9
Picnic	12.5
Visit with friends	11.2
Hike	11.1
Motorboat or pontoon	10.3
Swim	8.4
Tent camping	8.1
Family reunion	6.5
Bicycle	6.1

Table 13
Top 12 Reasons for Visiting the Park
(Group as a Whole)

Main Reason or Activity of the Group as a Whole	%
Relax	24.6
Trailer or vehicle camping	18.3
Drive through the park	17.8
Fish	16.6
Picnic	13.5
Swim	12.9
Visit with friends	12.1
Hike	11.9
Tent camping	10.7
Motorboat or pontoon	10.6
Family reunion	7.1
Sunbathe	6.4

A comparison of the 1995 and 2000 survey data suggest that there have been only a few changes in the main reasons why people visit the parks. Driving through the park has increased as a primary reason for park visitation. Tent camping has decreased relative to other reasons for visiting the park, but the percentage of the groups for which tent camping was a major reason has not decreased.

In 1995, the five major reasons for the groups visiting the park were:

- trailer or vehicle camping (23.2%)
- fishing (20.5%)
- general relaxation (19.4%)
- picnicking (9.4%)
- tent camping (9.3%)

The five most common reasons/primary activities for park visitation were:

- relaxation (24.5%)
- driving through the park (22.9%)
- RV or trailer camping (19.3%)
- fishing (17.9%)
- picnicking (12.5%)

The main reason for being at the park varied with the type of park visitor (see Appendix D, Table D2). Statistically significant differences associated with these five main reasons or primary activities are discussed below.

- General relaxation was more likely to be the main reason for visiting the park among younger than among older park visitors.
- Driving through the park was the most common reason for visiting the park among park users aged 65 or older.
- RV or trailer camping was more likely a main reason for visiting the park among park visitors from rural than from urban communities.
- Park visitors aged 50 or older were more likely than younger park visitors to report that the main reason for visiting the park was to camp using an RV or trailer.
- *Frequent park visitors* were more likely than *occasional park visitors* to report that RV or trailer camping was the main reason for their park visit.
- Men were three times more likely than women to report that fishing was the main reason for their park visit.
- *Frequent park visitors* were twice as likely than were *occasional park visitors* to report that fishing was the main reason for their park visit.
- Park users aged 65 or older were more than twice as likely than were those aged 18 through 34 to report that picnicking was the main reason for their park visit.
- Picnicking was more likely to be the main reason for visiting the park among *occasional park users* than among *frequent park users*.

Activities While at the Park

Over 70% of the park users reported driving through the park and general relaxation as part of their park visit.

The majority (72.2%) of park users reported driving through the park was one of the activities they participated in during their visit; an equal percentage reported engaging in general relaxation during their park visit. Picnicking and visiting with friends were the two other most common park activities.

The twelve activities park visitors most frequently reported participating in while at the park are shown in Table 14. In addition, Figure D2 in Appendix D shows the individual-level and group-level participation data for all the activities assessed in this survey.

Table 14
Top 12 Park Activities During the Visit
(% of Those Participating in Activity)

<u>Individual Respondent</u>		<u>Someone in the Group</u>	
Top 12 Activities	%	Top 12 Activities	%
Drive through the park	72.2	Drive through the park	73.3
General relaxation	72.2	General relaxation	73.1
Picnic	42.5	Picnic	43.0
Visit with friends	41.4	Visit with friends	42.7
Hike	32.0	Hike	35.9
Fish	31.6	Fish	38.8
Trailer/vehicle camping	27.6	Trailer/vehicle camping	31.2
Swim	26.6	Swim	34.0
Sunbathe	20.6	Sunbathe	25.3
Birdwatch	19.8	Birdwatch	23.0
Motorboat or pontoon	19.8	Playground	24.3
Bicycle	15.3	Bicycle	23.6

Note. “Someone in the group” might have been the respondent, someone else in the group, or both.

There were statistically significant differences in participation by demographic subgroup (see Table 15). Gender differences were evident with fishing, motorboating, and attending family reunions. Participation in relaxation, hiking, fishing, trailer or vehicle camping, swimming, sunbathing, birdwatching, motorboating, tent camping, using the playground, open area activities, canoeing and other non-motorboat activities, nature studying, attending family reunions, and

attending structured park programs varied with the age of the park user. Relaxation, trailer or vehicle camping, and horseback riding were more frequently engaged in by those from rural than urban communities. Frequent park users were more likely than occasional park users to fish, RV camp, sunbathe, birdwatch, motorboat, use the playground, take part in a nature study, or attend a structured program.

Table 15
Percentage of Respondents Participating in Activity While at the Park by Demographic Group

Activity	Gender		Age Group				Community		Park Use	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Occ	Freq
Drive through the park	72.1	72.3	78.1	70.5	73.4	67.1	73.4	71.2	67.9	77.2
Relax	70.3	75.2	74.2	78.1	71.3	52.8	75.5	69.9	69.9	74.7
Picnic	39.2	46.9	48.4	43.9	39.1	39.1	44.9	39.6	43.8	40.9
Visit with friends	41.0	41.8	44.5	42.8	40.8	36.0	44.1	39.0	40.4	42.6
Hike	32.1	32.4	38.3	34.4	29.0	21.1	32.4	31.2	30.0	34.1
Fish	41.0	21.2	34.8	32.6	32.8	24.2	31.6	31.5	22.7	42.1
Trailer or vehicle camping	27.9	27.8	16.8	27.3	34.0	33.5	33.1	22.5	23.9	31.7
Swim	26.5	27.5	43.8	30.7	17.5	8.1	26.1	27.3	23.0	30.7
Sunbathe	19.1	22.8	34.4	24.8	13.3	2.5	19.3	22.0	17.9	23.4
Birdwatch	20.6	19.1	12.5	16.8	28.4	23.0	20.4	19.7	14.5	25.8
Motorboat or pontoon	24.8	14.8	21.9	22.1	19.5	11.2	20.3	19.2	14.6	26.0
Bicycle	17.2	13.8	18.4	16.6	15.1	9.3	16.0	14.6	11.1	20.0
Tent camping	14.0	15.0	29.7	14.5	8.6	1.9	15.0	14.1	13.9	15.1
Playground	12.7	16.4	21.5	15.4	11.8	5.0	15.0	13.5	12.2	16.8
Open area activities	11.7	11.8	18.4	11.5	8.3	9.9	10.6	13.0	11.6	12.1
Canoe, paddleboat, sailboat, or rowboat	13.3	9.8	18.0	12.3	8.3	6.2	10.4	12.2	8.7	14.6
Nature study	11.0	11.3	7.4	10.0	14.5	13.7	12.0	10.0	9.3	13.4
Family reunion	8.6	12.3	8.2	9.2	10.9	17.4	11.2	9.8	10.6	10.5
Horseback ride	2.6	3.9	1.6	3.3	5.0	1.9	5.7	0.8	2.5	4.1
Attend a program*	2.6	3.4	2.7	1.8	3.0	6.8	3.0	2.7	2.0	3.9
In-line skate*	1.8	1.3	2.3	2.3	0.9	0.0	1.3	1.9	1.0	2.2
Softball or baseball*	1.5	1.3	2.3	2.0	0.6	0.0	1.7	1.1	1.3	1.5
Other	4.8	6.7	8.2	5.1	6.2	3.1	5.1	6.2	5.9	5.3

Note. "*" denotes that due to the small number of respondents reporting they engaged in this activity, subgroup comparisons may be unreliable.

Participation in Structured Programs

Only 3.0% of the park visitors reported that they, or someone in their group, participated in a structured park program; however, over 90% of these visitors reported that the program increased their enjoyment of the park.

Three percent of the park visitors reported that they, or someone in their group, participated in a structured park program ($n = 40$; see Figure 21). The park visitors most commonly participated in organized talks and guided tours (see Figure 22).⁷

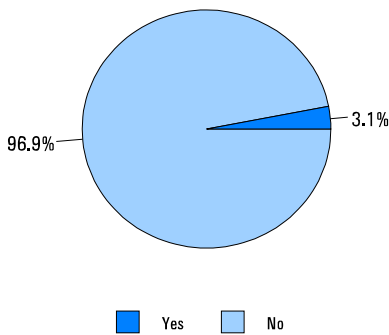


Figure 21. Respondent or someone in the group participated in a structured program.

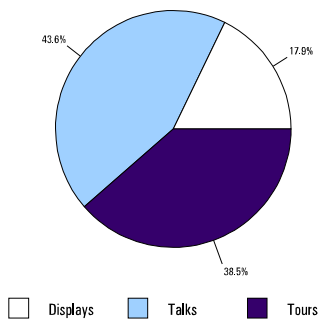


Figure 22. Type of program (% of those who participated).

Although only a small percentage of park visitors participated in structured park programs, the vast majority of those who participated in these programs reported that it increased their enjoyment of the park (see Figure 23).

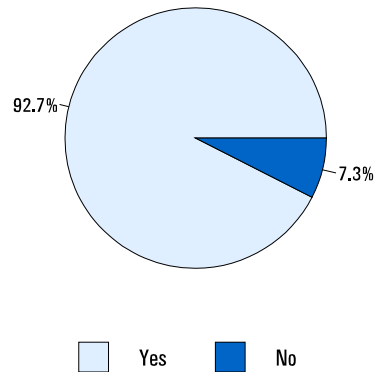


Figure 23. Participation in structured program increased enjoyment of the park.

In 1995, it was reported that 12.6% of the groups who visited the parks participated in structured park programs. This is substantially higher than the 3.1% of the groups who did so in the 2000 survey. There are several possible explanations for this apparent decrease.

The disparity may reflect an actual decrease in interest among park users in these types of programs. Alternatively, there may have been more opportunities for structured programs during the 1995 versus the 2000 survey data collection periods. It is beyond the scope of the present survey to determine the level of interest park users have in structured park programs; the intent of this survey was to provide an estimate of the percentage of park visitors who did participate.

It is important to note that both in 1995 and in 2000, the vast majority of park users who participated in a structured park program reported that it increased their enjoyment of the park (97.0% and 92.7%, respectively).

Expenditures

Visiting the park was an inexpensive experience for most park users.

Since many park users visited the park because of its close proximity to home, it is not surprising that the majority of the park users reported that their group did not spend any money on campgrounds or other fees (51.8%) *or* on motel or hotel accommodations (97.7%) (see Table 16). More than three-fourths of the groups reported that they did not spend any money on fishing equipment (75.4%), other miscellaneous supplies (79.5%), or other miscellaneous expenses (82.4%).

Food and gasoline were the two major expenses reported by park visitors. Yet, even in these categories, 51.8% and 65.1% of the groups reported spending \$15 or less on food and gasoline, respectively. More than one-fourth of the groups did, however, report spending more than \$45 on food during the park visit. The food category included both food purchased at grocery stores and eating establishments (e.g., fast food).

The median was used to describe the average cost of park visits. The median number of dollars spent in each of the categories is shown in Table 16. The median cost of a park visit was \$51.50 for the entire group; this includes food, transportation, supplies, overnight accommodations, and other miscellaneous expenses.

Table 16
Money Spent on Park Visit
(Expenses for the Entire Group)

Amount Spent	Campground or other fees	Fishing equipment	Food	Gasoline	Motel or hotel	Other equipment or supplies	Other expenses	Total
	%	%	%	%	%	%	%	%
\$0	51.8	75.4	34.3	30.7	97.7	79.5	82.4	8.4
\$1 - 15	10.1	12.4	17.5	34.4	0.0	7.1	6.8	19.8
\$16 - 30	15.0	5.8	16.3	15.8	0.0	6.0	3.9	11.6
\$31 - 45	7.3	0.9	4.6	3.9	0.0	0.8	0.7	7.8
\$46 - 60	4.4	2.6	9.3	7.7	0.7	2.9	2.7	7.1
\$61 or more	11.3	2.9	17.9	7.4	1.6	3.7	3.5	45.3
Median	0	0	\$15	\$10	0	0	0	\$51.50

Section V: Attitudes about Iowa's State Parks

Recreational Opportunities and Facilities

Park visitors would like to see more lakes for fishing, overnight cabins, and swimming areas at Iowa's state parks.

Respondents were asked to select up to three opportunities or facilities that *they* would like to see increased or added at state parks in Iowa. Information was also provided about the three opportunities or facilities that *their group as a whole* would like to see increased or added. See Appendix D, Figure D3 for a graph showing all 21 possible opportunities or facilities assessed in this survey.

The 10 recreational opportunities or facilities most frequently mentioned by the respondents as things they would like increased or added to Iowa's state parks were:

- lakes for fishing (33.2%)
- overnight cabins (30.8%)
- swimming areas (25.4%)
- lakes for boating activities (20.6%)
- self-guided nature hikes (19.2%)
- RV hookups (18.5%)
- nature centers & museums (18.5%)
- picnic shelters (14.5%)
- guided nature walks (12.7%)
- separate tent campgrounds (12.3%)

The 10 recreational opportunities or facilities that the group as a whole would most like to see increased or added at Iowa's state parks were:

- lakes for fishing (32.5%)
- swimming areas (29.5%)
- overnight cabins (27.4%)
- lakes for boating activities (21.0%)
- RV hookups (19.2%)
- playground equipment (17.1%)
- nature centers & museums (16.9%)
- self-guided nature hikes (15.3%)
- guided nature walks (13.3%)
- picnic shelters (12.9%)

The recreational opportunities and facilities that park users in 2000 reported they would most like to see increased or added at Iowa's state parks were mostly the same as those of park users 5 years prior. In 1995, the 10 most frequently mentioned recreational opportunities or facilities that the group would like to see increased or added were:

- lakes for fishing (24.8%)
- RV hookups (23.8%)
- swimming areas (22.5%)
- playground equipment (22.4%)
- hiking trails (20.4%)
- overnight cabins (19.4%)
- nature centers & museums (17.4%)
- evening nature programs (13.7%)
- self-guided nature hikes (12.8%)
- separate tent campgrounds (11.1%)

In 1995, picnic shelters and lakes for boating activities were the eleventh and thirteenth most frequent responses, respectively. Evening nature programs was not assessed as a separate opportunity in the 2000 survey.

Camping

A reservation system for campgrounds is needed according to more than one-fourth of the park visitors.

As shown in Figure 24, a reservation system for campgrounds is needed according to 27.7% of those visiting Iowa's state parks. A reservation system was not needed at Iowa's state parks, according to 41.2% of the park visitors. Nearly one-third (31.1%) had no opinion on the issue.

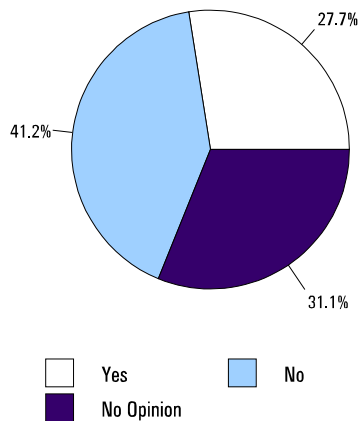


Figure 24. Need for a reservation system at state park campgrounds.

Women were more likely than men to report that a reservation system was needed (see Table 17). Occasional park users and park users from urban communities were more likely than were frequent park users and those from rural communities, respectively, to report that a reservation system was *not* needed (see Table 17).

Table 17
Need for Campground
Reservation System (%)

	Yes	No	No Opinion
Gender			
Male	25.0	43.9	31.2
Female	31.2	37.6	31.2
Age Group			
18-34	27.7	44.2	28.1
35-49	30.7	40.0	29.3
50-64	26.4	41.1	32.5
65 or older	23.4	38.8	37.8
Community Type			
Rural	26.4	45.5	28.2
Urban	29.3	37.3	33.4
Park Use			
Occasional	29.5	35.6	34.9
Frequent	25.5	47.7	26.7

The Iowa DNR suggests that providing a reservation system at Iowa's state park campgrounds could cost \$3 or \$4 per reservation. The majority (85.5%) of those who reported that the system was needed also reported that they would be willing to pay the additional cost. Over one-half (57.3%) of those who had no opinion about the need for a reservation system expressed a willingness to pay the additional fee. Finally, one in six park users (17.7%) who reported that a reservation system was not needed expressed a willingness to pay the additional expense associated with a reservation system.

The percentage of park users, *with an opinion*, who reported that a campground reservation system was needed did not change from the 1995 to the 2000 survey. Unlike the 1995 survey which did not include a *no opinion* option, the 2000 survey illustrates that nearly one in three park users do not have an opinion on this issue.

The majority of park users reported that they would be interested in using cabins with modern facilities, canoe or shoreline campgrounds, and guest lodges.

The 2000 survey assessed self-reported interest in using seven different camping options (see Table 18). The most interest was expressed in using cabins with modern facilities (71.2%). A high degree of interest was also reported for canoe-in or shoreline campgrounds (64.6%) and guest lodges (51.0%).

Approximately 40% of the respondents reported that they would be interested in hike-in campgrounds, primitive cabins, or ride-in campgrounds. Slightly more than one in four park users were interested in using tepees to camp.

Table 18
Interest in Alternative Camping
Options (% Interested)

Camping Option	Respondent	Group as a whole
Cabins with modern facilities	71.2	74.9
Canoe-in or shoreline campground	64.6	66.3
Guest lodge	51.0	55.2
Hike-in campground	40.1	43.7
Primitive cabins	40.7	41.7
Ride-in (horses or bikes) campground	39.2	44.6
Tepees	27.1	31.3

There were systematic statistically significant subgroup differences in the interest in these various camping options (see Appendix D, Table D3). Older park users, especially those aged 65 or older, were less interested in using these alternative camping options than were

younger park users. Also, there was less interest among park users from rural communities than among those from urban communities for all the camping options except ride-in campgrounds, for which there were no differences between the subgroups.

Women were more likely than men to express interest in guest lodges and ride-in campgrounds. Frequent park users were more likely than occasional park users to report interest in canoe or shoreline campgrounds, ride-in campgrounds, and tepees.

There was missing data (i.e., respondents did not check either *yes* or *no*) for the items assessing the respondent's and the group's interest in camping options on about one-third and about one-half of the questionnaires, respectively. If one assumes that the majority of the non-responses reflect a lack of interest in the alternative camping options, the values reported in Table 18 overestimate the level of park user interest in these camping options. The percentage of the total sample responding *yes* to the option are shown in Appendix D (Table D4).

Based on a comparison with the 1995 survey results, there was an overall increase in expressed interest for using alternative camping options. Interest in guest lodges was not assessed in 1995. The percentage of *groups* who were interested in each camping option in the 1995 survey were:

- canoe-in or shoreline campgrounds (59.8%)
- cabins with modern facilities (55.7%)
- hike-in campgrounds (49.5%)
- ride-in campgrounds (46.7%)
- primitive campgrounds (40.5%)
- tepees (25.7%)

In both the 1995 and the 2000 surveys, cabins with modern facilities and canoe or shoreline campgrounds were the two camping options with the greatest level of reported interest.

Level of Development

About three-fourths of the park visitors reported that Iowa's state parks are appropriately developed.

Iowa's state parks are appropriately developed according to 76.4% of park users (see Figure 25). One-fifth (20.9%) of the park users reported that Iowa's state parks are underdeveloped, whereas only 2.6% expressed the belief that the parks are overdeveloped.

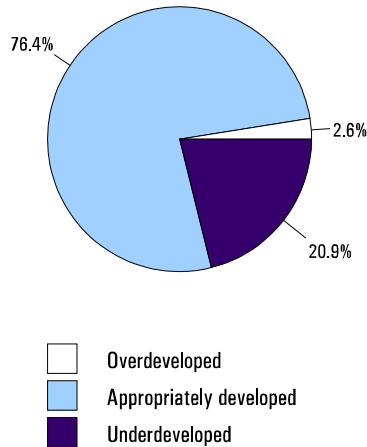


Figure 25. Development of Iowa's state parks.

Opinions regarding the development of Iowa's state parks were consistent across the subgroups of gender and community type (see Table 19). Statistically significant differences were observed for age group and frequency of park use. One-fourth of park users aged 50 through 64 frequent park users reported that the parks were underdeveloped, whereas less than one-fifth of other park users expressed this opinion. Likewise, frequent park users were more likely than occasional users to report that Iowa's state

parks are underdeveloped.

Table 19
Development of Iowa's State Parks (%)

	Over	Appropriately developed	Under
Gender			
Male	3.6	75.9	20.5
Female	1.7	77.0	21.4
Age Group			
18-34	4.4	78.9	16.7
35-49	2.9	77.4	19.7
50-64	2.0	72.2	25.8
65 or older	1.0	80.4	18.7
Community Type			
Rural	1.9	77.7	20.3
Urban	3.5	74.9	21.6
Park Use			
Occasional	2.0	80.4	17.6
Frequent	3.4	71.8	24.8

The opinions of park users regarding how appropriately Iowa's state parks are being developed are the same as 5 years ago. The results of the 1995 survey are shown in Figure 26.

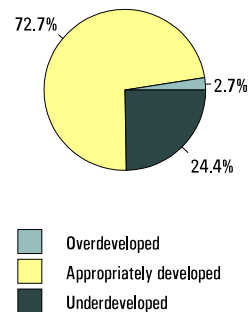


Figure 26. Development of Iowa's state parks (1995).

Destination Parks

About one-half (51.9%) of the park users reported they would likely vacation at a destination park in Iowa if one were built.

Park users were twice as likely to report that they would (i.e., definitely or likely would) than that they would not (i.e., definitely or likely would not) vacation at a destination park if such a park was built in Iowa (see Figure 27). A vacation was described as a three or more day experience, away from home, that was not associated with a major holiday such as Memorial Day.

On average, the self-reported likelihood of vacationing at an Iowa destination park was higher among park users from urban than from rural communities (see Table 20).

The likelihood of vacationing at an Iowa destination park was inversely related to age group. Specifically, the youngest adult park users were the most likely to express a desire to vacation at the park, and vacation likelihood decreased with each of the three older age groups (see Table 20).

There were no statistically significant differences in the reported likelihood of vacationing at a destination park between men and women or frequent versus occasional park users

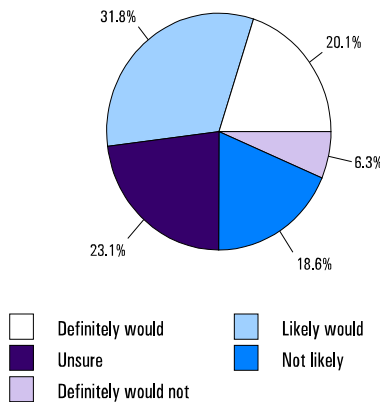


Figure 27. Likelihood of vacationing at a destination park in Iowa.

Table 20
Likelihood of Vacation at an Iowa Destination Park

	Mean	Definitely would %	Likely would %	Unsure %	Not likely %	Definitely would not %
Gender						
Male	3.4	19.7	29.9	24.0	19.7	6.7
Female	3.5	20.6	34.8	21.1	17.4	6.0
Age Group						
18-34	3.8	32.3	37.6	15.6	8.9	5.7
35-49	3.6	23.6	34.5	23.9	13.2	4.8
50-64	3.2	14.7	30.4	23.9	24.2	6.7
65 or older	2.8	6.5	22.0	27.1	34.6	9.8
Community Type						
Rural	3.3	17.9	30.0	23.9	20.8	7.4
Urban	3.5	22.1	33.0	22.6	16.8	5.4
Park Use						
Occasional	3.4	18.3	31.5	25.4	20.7	4.1
Frequent	3.4	22.5	32.1	20.6	16.0	8.9

Note. Mean scores were calculated using a 5-point scale with endpoints of *definitely would* (5) and *definitely would not* (1). Thus, higher mean scores indicate a greater average likelihood of vacationing at an Iowa destination park.

All respondents, regardless of their likelihood of vacationing at an Iowa destination park, were asked to list (1) the kinds of facilities they would most like to see at a destination park and (2) the activities that they would most like to be able to do at a destination park or in the area surrounding the park. Complete lists of the responses are found in the supplement to this report.⁶

The facilities park users most wanted to see at an Iowa destination park were cabins, facilities for expanded water activities, and restaurants.

The most frequently mentioned facilities are shown below with the percentage of respondents reporting each in parentheses.

- Cabins (17.2%)
- Expanded water activities (17.0%)
- Eating establishments (13.3%)
- Expanded recreational activities (11.2%)
- Improved showers & restrooms (9.2%)
- Biking/Hiking/Nature Trails (7.6%)
- Improved or more camping (7.4%)
- Fishing and associated facilities (6.2%)
- Lodges (6.0%)
- Convenience stores (5.0%)
- Horse rental (3.3%)
- Playgrounds (3.2%)
- Daycare facilities (2.5%)
- Shelter houses or picnic/grilling areas (2.4%)
- RV Hookups, water, & electricity (2.3%)
- Nature centers and associated recreational opportunities (2.1%)
- Additional overnight accommodations such as motels, hotels, or resort (1.8%)
- Laundry Facilities (0.9%)
- Trash Receptacles (0.5%)
- Improved Parking (0.5%)
- Boat Ramps (0.4%)

Expanded water activities included such things as facilities and open water areas for swimming and boating, as well as swimming pools and other water park style of attractions. Some park users expressed interest in having the option of renting paddleboats, canoes, and other types of boats.

Another frequently mentioned type of facility that would be desirable at a destination park was eating establishments such as family restaurants or bar & grills.

Expanded recreational activities included providing facilities such as volleyball courts, golf courses, tennis courts, miniature golf courses, baseball fields, horseshoes, and so forth.

Fishing and associated facilities were mentioned by nearly 100 park users. These associated facilities included such things as docks or piers, fish cleaning stations, and bait shops.

The convenience store category also included such things as concession stands, places selling ice, and souvenir stores.

In addition to the types of facilities previously listed, slightly more than 50 park users mentioned one or more other miscellaneous types of facilities (e.g., dog parks, chapel).

Slightly more than 50 park users (3.3%) responded to this item about desired facilities by writing that they were *not in favor of destination parks*.

Park users most wanted to see nature trails, fishing, and water-based recreational activities available at an Iowa destination park.

The most frequently mentioned activities park users would most like to be able to do in a destination park or in the area surrounding the park are shown below with the percentage of respondents mentioning each in parentheses.

- nature trails (20.1%)
- fishing (15.1%)
- swimming or water park (14.6%)
- water sports/recreational activities and beach (14.0%)
- horses and horseback riding (5.9%)
- recreational sports (5.5%)
- educational activities (5.4%)
- camping and campfire (5.0%)
- activities at game facilities (4.6%)
- eat (cook-out/restaurant/picnic)(3.7%)
- playground (2.4%)
- relaxation (1.6%)
- hunting (1.3%)
- entertainment (1.2%)
- ATV riding (1.0%)
- cabins/lodges (1.0%)
- shopping (0.8%)
- winter activities (0.7%)
- activities for children (0.7%)
- amusement park (0.5%)

The types of activities that park users most wanted to be able to participate in on the nature trails varied. These activities included such things as hiking, bicycling, walking, running, rollerblading, and birdwatching. These trails could also be used during the winter for cross-country skiing.

The types of water sports or water recreation activities park users mentioned that they would like to be able to do at a destination park included such things as motorboating, canoeing, paddleboating, sailing, and using beaches. Some respondents mentioned that they do not have personal boating equipment and would need to rent the equipment on-site in order to participate in these water recreation activities.

Recreational sports included such things as areas where park users could play volleyball, baseball, tennis, football, basketball, and other individual and team sports.

Educational activities included such things as presentations, museums, guided tours, naturalist programs, historical function, and scenic lookouts.

With respect to activities at gaming facilities, park users expressed interest in such things as go-carts, horse shoes, shuffle board, miniature golf, pool tables, and arcades.

Section VI: Level of Outdoor Recreational Activity

Compared to 3 Years Ago

The recreational activities with the largest net reported increases among persons participating in the activity during the past 3 years included visiting public parks and campgrounds, trailer or vehicle camping, and nature studies such as birdwatching.

Self-reported changes in recreational activities during the past 3 years were assessed for the respondents and their groups. Figures 28 and 29 show the percentages of those who engage in the activity *more*, the *same amount*, or *less now* than they did 3 years ago. Those who reported that they were *unsure* or had not taken part in the activity within the past 3 years were excluded from these figures.

Approximately one-fifth of the respondents did not answer this series of questions. There may be several reasons for this. First, respondents may have decided to skip this series of questions because they were insufficiently motivated to complete the large response matrix. Second, respondents may have scanned the matrix and decided that they do not participate in these activities and so they skipped over it; this would result in an underestimation of the percentages in the *none* column in Table 21 and an overestimation of the percentages in the first three columns. It is important to note that the second explanation would not bias the mean scores which were based only on those reporting participating in the activity. It should be noted that the percentages of non-responsive individuals were similar for this series of questions and the series of questions assessing participation in activities while visiting the park (see Appendix C items Q17 and Q24).

Among park users who reported participation in the activity during the past 3 years, the greatest self-reported net increases were found for public park and campground visits, trailer and vehicle camping, nature studies such as birdwatching, pleasure drives, and power boating (see Figure 28). The largest net decreases in participation were for cross-country skiing and visiting theme parks.

More activities evidenced net participation increases and larger shifts for the groups than for the individual respondents (see Figure 29). However, the interpretative value of the group data are limited because the respondents' aggregation rules are unknown. This would be problematic when group members' participation patterns were inconsistent (e.g., some increased, some decreased, some did not participate at all). Another difficulty with the group-level data stem from the high level of non-responses. These non-responses may reflect the inherent difficulty in asking an individual to make a single evaluation that reflects the attitudes and behaviors of all the members in a group.

Table 21 shows detailed information on changes in recreational activity, including the percentage of park users and groups who were unsure of the net change and who had not participated in the activity during the past three years.

It was reported by 39.9% of park users that they visit public parks and campgrounds more now than they did 3 years ago, whereas park use had declined for less than 10% of the park users (see Table 21). In the past 3 years, trailer or vehicle camping and participation in nature studies such as birdwatching has reportedly increased for 23.7% and 15.5% of the park users, respectively.

The percentage of park users or their groups who have participated in each activity during the past 3 years can be calculated by subtracting the percentage in the “none” column from 100%. For instance, trailer or vehicle camping was reported among 50.8% and 54.2% of the park users and groups, respectively. Although all respondents were at state parks when selected to be in the sample, inexplicably 5.7% reported that they do not visit public parks or campgrounds.

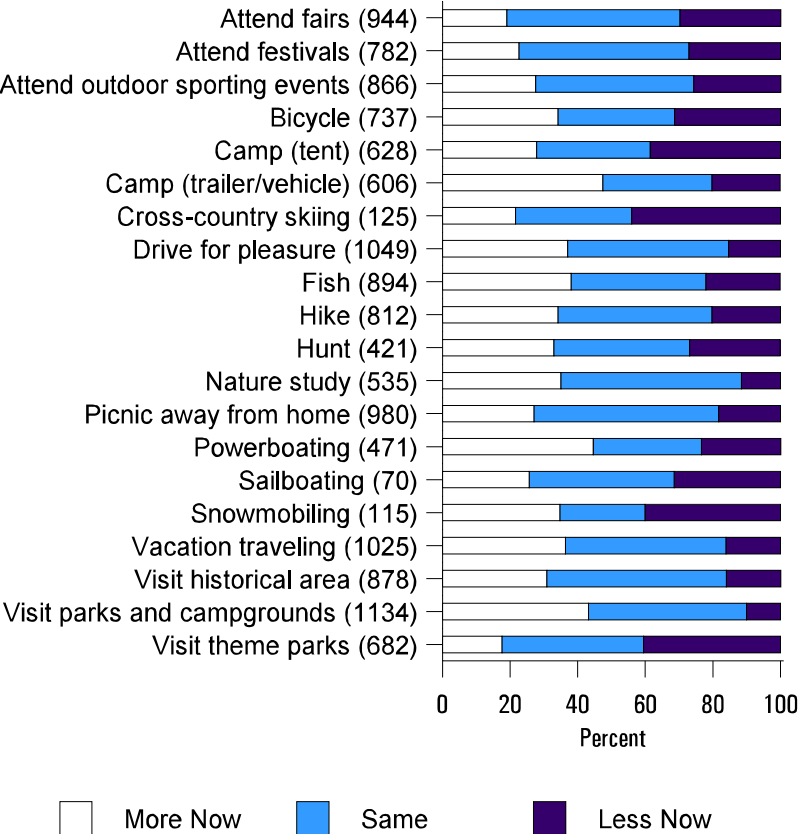


Figure 28. Self-reported change in recreational activity during the past 3 years (% of those **respondents** who have participated in the activity; number of **respondents** represented in each bar is in parentheses).

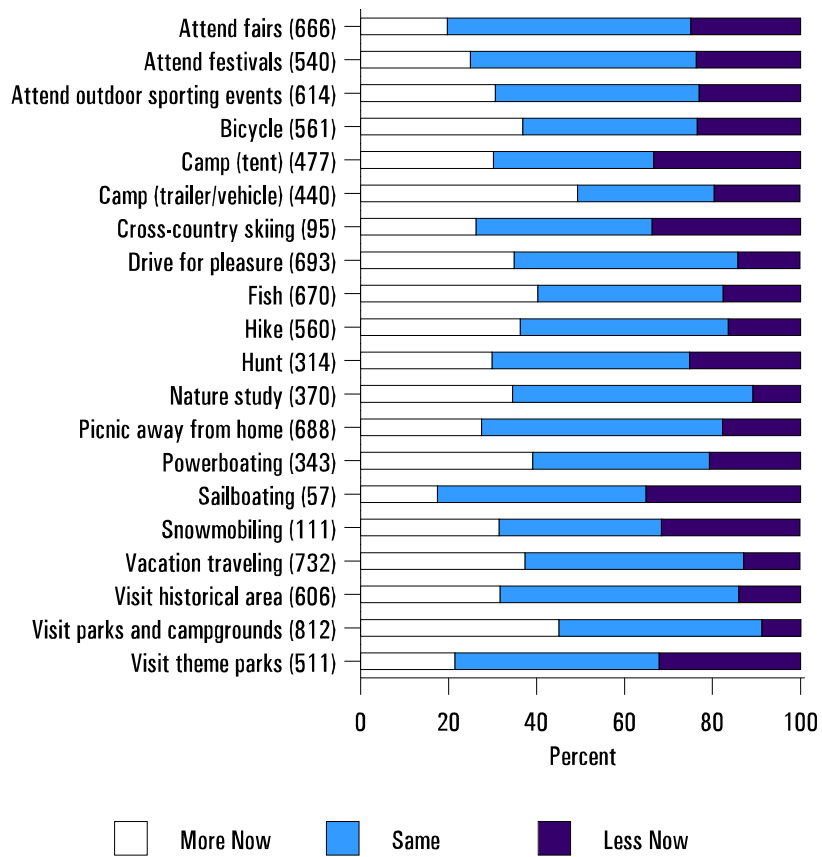


Figure 29. Self-reported change in recreational activity during the past 3 years (% of **groups as a whole** who have participated in the activity; number of **groups** represented by each bar is in parentheses).

Table 21
Comparison of Recreational Activity in Past 3 Years

Activity Now Versus Past 3 Years	Respondent							Group as a whole						
	n	Mean	More now %	Same %	Less now %	Unsure %	None %	n	Mean	More now %	Same %	Less now %	Unsure %	None %
Visit public parks and campground	1229	+0.33	39.9	43.2	9.2	2.0	5.7	907	+0.36	40.4	41.2	7.9	5.6	4.9
Camp (trailer/vehicle)	1216	+0.27	23.7	16.1	10.0	1.0	49.2	887	+0.30	24.5	15.4	9.7	4.6	45.8
Nature study such as birdwatching	1216	+0.24	15.5	23.4	5.1	3.9	52.1	881	+0.24	14.5	22.9	4.5	7.7	50.3
Drive for pleasure	1250	+0.22	31.1	39.9	12.9	2.5	13.6	902	+0.21	26.8	39.1	10.9	7.6	15.5
Powerboating	1205	+0.21	17.4	12.5	9.1	1.4	59.5	883	+0.18	15.2	15.6	8.0	5.5	55.6
Vacation traveling	1215	+0.20	30.7	40.1	13.6	1.5	14.2	887	+0.25	30.9	41.0	10.6	5.3	12.2
Fish	1248	+0.16	27.3	28.5	15.8	1.6	26.8	911	+0.23	29.6	31.0	13.0	5.2	21.3
Visit historical areas	1210	+0.15	22.4	38.5	11.7	4.6	22.8	884	+0.18	21.7	37.2	9.6	10.3	21.2
Hike	1217	+0.14	22.8	30.4	13.5	2.5	30.7	887	+0.20	22.9	29.9	10.4	7.2	29.7
Picnic	1234	+0.09	21.6	43.4	14.4	2.7	17.9	896	+0.10	21.1	42.1	13.6	7.5	15.7
Hunting	1203	+0.06	11.6	14.0	9.4	0.8	64.2	874	+0.05	10.8	16.1	9.0	5.1	58.9
Bicycle	1216	+0.03	20.7	20.9	19.0	1.5	37.9	889	+0.13	23.3	25.0	14.8	5.8	31.0
Attend outdoor sporting events	1210	+0.02	19.8	33.4	18.4	3.1	25.3	882	+0.08	21.3	32.3	16.0	8.2	22.2
Attend festivals	1206	-0.04	14.7	32.7	17.5	4.9	30.3	876	+0.01	15.4	31.6	14.6	11.2	27.2
Snowmobiling	1192	-0.05	3.4	2.4	3.9	0.7	89.7	870	-0.00	4.0	4.7	4.0	4.6	82.6
Sailboating	1190	-0.06	1.5	2.5	1.8	0.5	93.6	871	-0.18	1.1	3.1	2.3	3.7	89.8
Attend fairs	1249	-0.11	14.4	38.7	22.5	2.1	22.3	905	-0.05	14.5	40.8	18.3	7.4	19.0
Camp (tent)	1190	-0.11	14.7	17.7	20.3	1.3	46.0	867	-0.03	16.6	20.1	18.3	6.0	39.0
Cross-country skiing	1183	-0.22	2.3	3.6	4.6	0.8	88.7	863	-0.07	2.9	4.4	3.7	5.3	83.7
Visit theme parks	1189	-0.23	10.2	24.0	23.2	3.4	39.2	875	-0.11	12.6	27.1	18.7	9.7	31.9

Note. The *n* refers to the number of respondents answering each item. The means are based on a 3-point scale with values of -1 (less now), 0 (same), and +1 (more now), and thus represent change among those reporting participation in the activity. In other words, the mean does not represent a percentage of increase or decrease.

Outlook for the Next 5 Years

Most park users anticipated that over the next 5 years they will experience increases in general relaxation, visiting with friends, fishing, and driving through parks.

The outlook for recreational activities in the next 5 years is displayed in Figure 30. Most of the park users anticipate increasing the amount of time that they spend on recreational activities. They also report that, on average, the level of recreational activities of the household will increase during that time period.

The 12 recreational activities that the park users most commonly reported anticipating increased participation in were:

- general relaxation (67.8%)
- visiting with friends (57.6%)
- fishing (55.0%)
- driving through parks (53.2%)
- picnicking (48.8%)
- trailer or vehicle camping (40.7%)
- bicycling (38.9%)
- hiking (37.2%)
- swimming (35.7%)
- tent camping (27.6%)
- motorboating (26.6%)
- canoeing (23.5%)

The 12 recreational activities that the park users most commonly reported anticipating increased participation on average for their household were:

- general relaxation (62.6%)
- visiting with friends (58.0%)
- fishing (55.0%)
- picnicking (50.0%)
- driving through parks (49.9%)
- swimming (45.2%)
- bicycling (43.1%)
- trailer or vehicle camping (41.3%)
- hiking (37.0%)
- tent camping (32.0%)
- motorboating (29.9%)
- sunbathing (24.5%)

Compared to the 1995 survey, there was some change in the rank order positioning of the top five recreational activities that park users anticipate will increase for their household in the next 5 years. Note that the 1995 survey used the term “family” instead of “household” which was used in the 2000 survey. In 1995, the five recreational activities most frequently anticipated to increase for the family were:

- fishing (55.4%)
- general relaxation (53.8%)
- trailer/vehicle camping (44.7%)
- visiting with friends (42.3%)
- picnicking (38.5%)

The percentage of households expecting to drive through parks more often in the next five years doubled from 1995 to 2000.

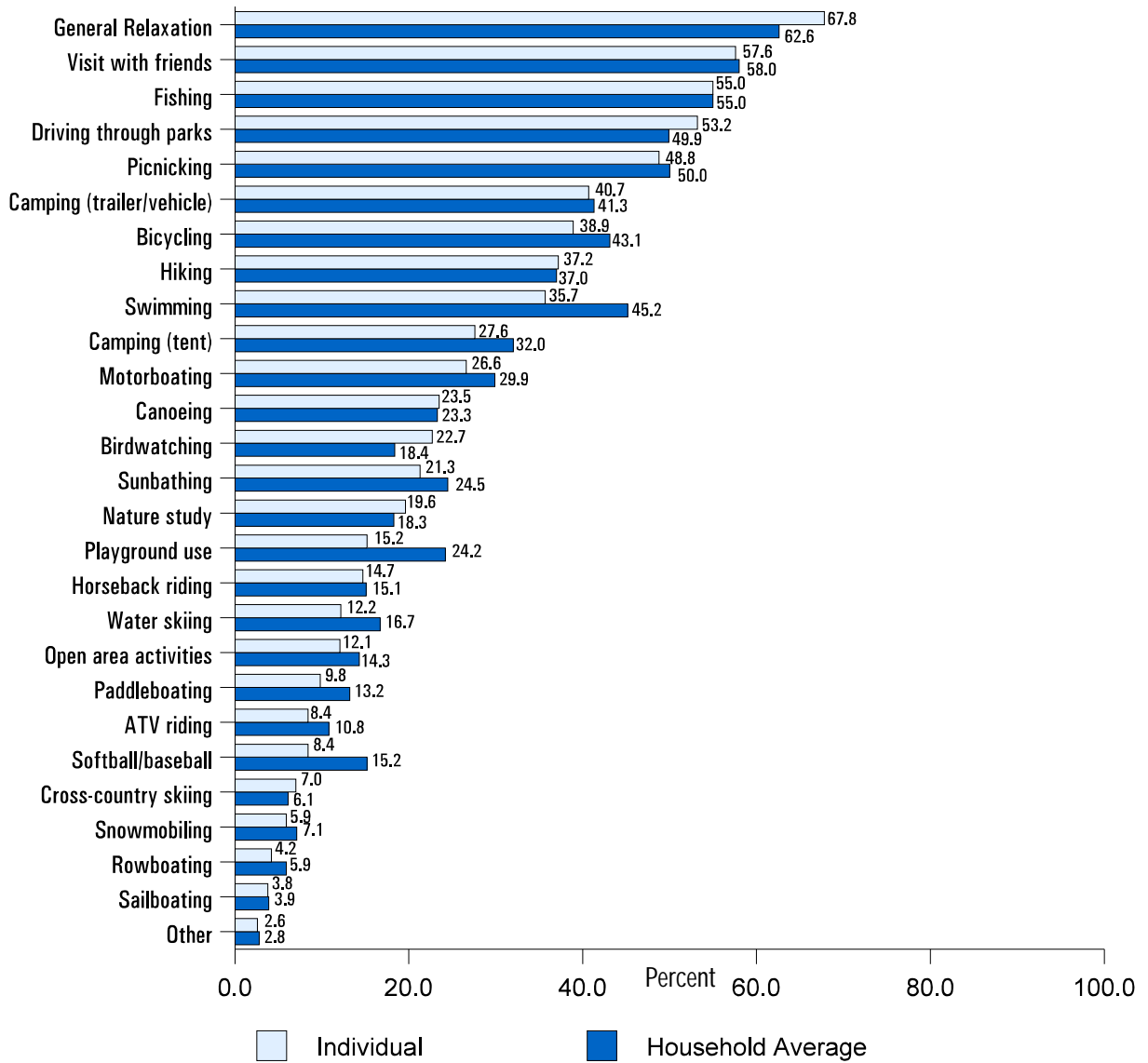


Figure 30. Anticipate increased participation in the outdoor recreational activity in the next 5 years.

Summary

The Park Visitors

- Most park users visited the park with another person or as part of a small group. In most cases, the people in the group were immediate family members (71.3%) or friends (30.3%). The median group size, including children, was four.
- One-fourth (25.0%) of the park users reported that they visit Iowa state parks at least 30 times per year.
- The major factors that park users reported influenced how often they visit Iowa's state parks were the amount of leisure time they have available and the proximity of the park to their homes.

Evaluations of the Park

- Park users had favorable impressions of the overall condition of the parks, with 95% of the park visitors giving ratings of *good* or *excellent*.
- The majority of the park users reported the facilities they used were *clean*, and a similar percentage reported the facilities were in *good structural condition*.
- Three-fourths (74.1%) of those who used the lakes either actively (e.g., boating) or passively (e.g., looking at it) rated the condition of the lakes as *good* or *excellent*.

- Approximately one-half of the park users reported that they *did not know* or were *uncertain* about the fishing quality at the park's lake. Of those with an opinion, 54.8% rated the fishing as *fair* and 25.0% rated the fishing as *good*.
- More than two-thirds of the park users reported that they *did not know* or were *uncertain* as to how the fishing quality of the lake compared with that of 5 years ago. Of those with an opinion, 31.4% reported that it was *better now* and 38.8% reported that it was the *same as 5 years ago*.
- Most park visitors reported that the park staff were *available, helpful, courteous, and neatly dressed*.
- Maintaining the facilities in good working condition and ensuring visitor safety were the two most important duties of park staff according to the park visitors.

Selecting and Learning about Parks

- Past experience, scenery at the park, and the park's facilities were the major factors that influenced park users when they selected a park to visit.
- The main way that park users reported learning about the park they were visiting was because they lived close to it. The second major source of information about the parks was through friends or relatives.
- The park users reported that highway signs, road maps, newspapers, the Internet, and television were the five best methods for getting information about Iowa's state parks to them.

Park Activities

- General relaxation and driving through the park were the two most frequently reported reasons for visiting the park.
- Driving through the park and general relaxation were the two most commonly engaged in activities while at the park. Picnicking, visiting with friends, hiking, and fishing were other popular activities.
- Only a small percentage (3.1%) of park users participated in structured park programs, but nearly all (92.7%) of those who did so reported that it increased their enjoyment of the park.
- The median amount spent during park visits was \$51.50 for the entire group. This included food, gasoline, supplies, camping fees, and all other expenses. More than one-fourth of the park visitor groups reported that they spent less than \$15.
- About one-half of the park users reported that they would *likely* vacation at a destination park if one were built in Iowa. The reported likelihood of vacation at a destination park was greatest among park users ages 18 through 34 and lowest among park users aged 65 or older.
- Park users reported that they would most like to see cabins, facilities for expanded water activities, and eating establishments included in a destination park. With respect to activities that could be available at destination parks, park users reported that they would most like to be able to use nature trails, go fishing, swim or water park style activities, and participate in recreational activities on the open water or beaches.

Participation in Recreational Activities: Past, Present, and Future

Attitudes about Iowa State Parks

- Three-fourths (76.4%) of the park users reported that Iowa's state parks were appropriately developed.
- One-third (33.2%) of park users would like to see more lakes for fishing. About 30% would like to see more overnight cabins. One-fourth (25.4%) would like to see additional swimming areas.
- The greatest interest in alternative camping options was reported for cabins with modern facilities and shoreline campgrounds.
- Among the park users, the recreational activity with the greatest level of self-reported increase over the past 3 years was visiting public parks and campgrounds. The five activities with the largest net increase over the past 3 years (among those who participate in the activity) were visiting parks and campgrounds, trailer or vehicle camping, nature studies such as birdwatching, driving for pleasure, and powerboating.
- The five recreational activities for which park users anticipate they will increase their level of participation during the next 5 years were general relaxation, visiting with friends, fishing, driving through parks, and picnicking.

Endnotes

1 Dillman, D. A., Dolsen, D. E., & Machlis, G. E. (1995). Increasing response to personally-delivered mail-back questionnaires. *Journal of Official Statistics*, *11*, 129-139.

2 In most cases, the park staff were uniformed park employees. Park staff were asked to indicate on the questionnaires they distributed whether they were uniformed park staff, an uninformed park volunteer, or non-uniformed park volunteer. Unfortunately, 42.8% of the questionnaires were returned without this information. Of those questionnaires with this information provided — most (97.9%) were distributed by uniformed park employees; 1.7% were distributed by uniformed park volunteers; 0.1% ($n = 1$) by a non-uniformed park volunteer. Finally, 0.2% were replacement questionnaires that had been mailed directly to the respondent's home after they called the DNR requesting a new questionnaire. It is unclear the extent to which DNR personnel followed the research protocol with respect to having two-person teams. The first author visited five parks during the data collection period. At two of the parks he visited, a single individual was performing the roles of both team members due to staffing limitations and the configuration of the park's entrance/exit.

3 A "vehicle" was defined to include all modes of transportation such as bicycles, horses, buses, motorcycles, automobiles, and so forth.

4 The respondents generally completed the questionnaire during or shortly after their park visits. Specifically, 42.2% of the respondents reported completing the questionnaire the same day they received it, with 20.5% of the respondents reporting that they completed the questionnaire while they were at the park. An additional 26.6% reported completing it one or two days after receiving it. Although the last questionnaire included in this data set was not received until October, the information on the questionnaire indicated that it was completed considerably earlier than the date it was received by CSBR.

5 Kramer, R. E., Lutz, G. M., Johnson, B. A., Lantz, G. L., Buffington, J. K., Moriarty, M. D., Yu, X., & Stembridge, W. C. (1996). *1995 Iowa State Park User Survey*. Cedar Falls, IA: University of Northern Iowa, Center for Social and Behavioral Research.

6 Gonnerman, M. E., Jr., Lutz, G. M., Ingram, S., & Stoeber, S. (2000). *Supplement to the Iowa State Park and Recreation Area Users*. Cedar Falls, IA: University of Northern Iowa, Center for Social and Behavioral Research.

7 An additional respondent who is not represented in the Figure 21 made a notation that she listened to bluegrass music at the park.

Appendix A.1

Elaboration of the Research Protocol

Parks Selected for Study

With a few exceptions the parks used in the 2000 survey were the same parks that were used in the 1995 survey. These exceptions included the addition of Mines of Spain to the 2000 survey, and the exclusion of Stephens Forest, Shimek Forest, and Yellow River. The latter three parks were excluded because (1) visitation data was not available for them, (2) only one or two questionnaires were returned for each of these parks in the 1995 study, and (3) the very few number of potential respondents that would be selected at these parks did not justify the costs of staff resources.

Matching Procedure

Parks were matched based on July visitation data for 1997 and 1999. Visitation numbers from these 2 years were averaged, except when visitation data were available for only one of the years. After being matched based on the number of park visitors, the parks were systematically divided into *entry* and *exit* parks. For the first matched set, the park with higher attendance was assigned to the *entry condition*, and the park with lower attendance was assigned to the *exit condition*. For the second matched set, the park with lower attendance was assigned to the *entry condition*, and the park with higher attendance was assigned to the *exit condition*. This procedure was intended to yield an approximately equal number of potential park visitors being sampled as they entered or exited the parks.

Nested within the entry versus exit condition was a manipulation of procedures for obtaining address information from respondents. The parks were then listed in order of the number of park visitors according to the visitation data. The parks were systematically divided into 6 four-park block, with the groupings starting with the highest attendance parks and ending with the lowest attendance parks. Within these blocks, the parks with the highest and the lowest attendance figures were assigned to the *verbal condition* (i.e., respondents told the park staff who wrote the information on the mailing label). The other two parks, within each block, were assigned to the *written condition* (i.e., respondents write their information on the mailing labels themselves). This systematic assignment procedure was intended to yield an approximately equal number of questionnaires distributed using each methods.

Training

On June 14, 2000, each of the 17 park superintendents was mailed a letter from the DNR central office informing them about the survey and requesting staffing information (see Appendix A.2). This letter contained the dates and times of the survey activities at each park, and it also included a brief outline of the survey procedure.

On June 26, 2000, CSBR sent each of the 17 park superintendents a letter (see Appendix A.3) using an express mail provider and an information packet for each of their parks. These information packet included: a summary of the survey procedure (see Appendix A.4), a sample tracking sheets for Person #1 and Person #2 (see Appendix A.5), a draft of the script for Person #2 (see Appendix A.6 for the final script), *Respondent Information for the Park Visitor Survey* sheet (see Appendix A.7), a reminder sheet for Person #2 (see Appendix A.8), answers to frequently asked questions (see Appendix A.9), and a draft of the questionnaire (see Appendix A.10 for the final questionnaire).

During the time period from June 26th through July 10th, the authors of this report spoke with each of the superintendents via telephone. The purpose of the conversation was to confirm the receipt of the information packets, answer any questions, and discuss issues surrounding the survey procedures (see Appendix A.12 for checklist). At one unit, the superintendent was on vacation, so a park staff member in each park was contacted.

Distribution of Materials

Survey materials were assembled at CSBR. Each park received a cover letter (see Appendix A.11) containing key points about the survey procedure, binders for Person #1 and Person #2, either address labels affixed to the respondent's information sheets or several sheets of labels (depending on condition), pens and pencils, *Respondent Information for the Park Visitor Survey* sheets, envelopes to store completed address labels, a reminder sheet for Person #2, a FAQ sheet, and questionnaires which contained postage-paid pre-addressed envelopes for the respondent's convenience. After the materials were boxed at CSBR, they were transported to the DNR central office on July 5th. On July 6th, the boxes were sent via UPS to each individual park (with two exception, Gull Point Complex was sent to the superintendent's office and Fairport and Wildcat Den together).

Within each box, the questionnaires were separated into three bundles — one bundle for each of the three survey dates. Approximately, half of the total number of questionnaires were designated to be *first used* on Tuesday. The remaining questionnaires were divided, approximately equally between Saturday and Sunday. Any unused questionnaires from a previous day were then to be used on the next scheduled survey date. The total number of questionnaires sent to each park was proportional to the visitation data from the previous years. Some of the parks with lower attendance figures, however, were sent additional questionnaires to allow for a possible increase in park attendance during the 2000 year and to increase their possible representation in the survey. A total of 6,500 questionnaires were printed and distributed to the parks.

Postcard Distribution

After each day of data collection, park personnel were to mail used tracking sheets, address labels, and completed questionnaires to CSBR. At CSBR, the address labels were affixed to color postcards containing a thank you and reminder message (see Appendix A.13) and mailed approximately 7 days after the respondent's park visit. The postcard also contained a toll-free number at the DNR office that respondents could call to receive a replacement questionnaire if their original was missing or damaged.

Appendix A.2

Initial Letter to Superintendents

Superintendents,

This is a letter to inform you that a park users survey will be conducted on three different days in July and DNR parks staff will be conducting the survey. The University of Northern Iowa, Center of Social and Behavioral Research, is assisting us with the survey. UNI will be supplying training materials and complete instructions prior to the survey. At one-half of the parks questionnaires will be distributed as vehicles enter the park and at the remaining parks questionnaires will be distributed as vehicles leave the park.

The dates will be Tuesday, July 11, 2000; Saturday, July 15, 2000; and Sunday, July 23, 2000. The following schedule will apply:

All parks will distribute surveys from 7 a.m. to 8 p.m. on Tuesday, July 11th.

The following parks will distribute on Saturday, July 15 from 7 a.m. to 1 p.m. AND Sunday, July 23 from 1 p.m. to 8 p.m.

Entry Parks: Big Creek, Geode, Ledges, Clear Lake, Prairie Rose, Wildcat Den, Springbrook, Wapsipinicon, Stone, Pilot Knob, Nine Eagles, Wilson Island.

Exit Parks: Lake Manawa, Rock Creek, Black Hawk, Viking Lake, Honey Creek, Lake Ahquabi, Green Valley, Lewis and Clark, Fairport, Brushy Creek, Bellevue, Walnut Woods.

The following parks will distribute on Saturday, July 15 from 1 p.m. to 8 p.m. AND Sunday, July 23 from 7 a.m. to 1 p.m.

Entry Parks: Gull Point Complex (Gull, Marble, Emerson), George Wyth, Lake Macbride, Lake Darling, Red Haw, Lacey Kesosauqua, Wapello, Maquoketa Caves, Dolliver, Beeds, Bobwhite, Union Grove.

Exit Parks: Backbone, Pleasant Creek, McIntosh, Volga River, Lake Anita, Pikes Peak, Lake of Three Fires, Palisades Kepler, Pine Lake, Lake Keomah, Elk Rock, and Waubonsie.

Two persons are needed at each entrance/exit location, one person will count the number of cars and stop the proper vehicle. Which vehicle you stop will be determined by what park you're at. It could be every 10th, 15th, 20th, etc...vehicle, for example. This information will be supplied at a later date. The second person will visit with the occupants to determine an eligible participant and then distribute the survey. A script is being developed by UNI to assist with this process and will be included with the training materials. It will be very important to follow the script and research protocol as closely as possible.

Every effort needs to be made to have a two person crew at each entrance/exit, in some cases this will not be possible. We need to know how many persons will be available at each park on the collection dates. At a minimum, each park must have at least one two-person team during all the hours listed above. Please count your staff and get these figures to me by Tuesday, June 20. This is very important to the process. If all entrances/exits will not be covered, this will affect how often a vehicle will be stopped and asked to complete the survey. The research center at UNI needs this information before they can mail you the training materials. Also, if all entrances/exits will not be covered, decisions need to be made about which entrances/exits should be staffed and if a rotation of the entrances/exits should be used.

This is a very complicated process and your and your staff's cooperation is needed. As mentioned earlier, UNI will be sending training materials and complete instructions prior to the first collection date. UNI has asked for each units Superintendent phone number and email address in order to have additional means of communication. I will provide this information to them. You will also be able to call UNI if additional questions arise.

For now, please send to me the total number of persons that will be able to be at each of the parks listed above. This information is needed by Tuesday, June 20, 2000. My email address is mark.warren@dnr.state.ia.us

Thank you for your cooperation,

Mark Warren
Recreation and Open Spaces Planner
515/281/5876

Appendix A.3

Second Letter to the Superintendents (Letter on UNI Letterhead)

June 26, 2000

Dear [insert superintendents name],

Earlier this month Mark Warren sent you a letter regarding the Iowa State Park Visitor Survey. The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa is assisting the Iowa Department of Natural Resources to conduct this survey. I'm writing you this letter to provide you with additional information about the survey procedure. Also, I've enclosed information packets that your personnel should read before distributing the questionnaires.

We appreciate your cooperation in coordinating staff to distribute the questionnaires on July 11th, 15th, and 23rd. To follow the research protocol, we need 2-person teams at the park entrance(s). One person will count and stop vehicles. The second person will explain the study, determine eligible respondents, distribute questionnaires, and obtain address information so that a thank you/reminder postcard can be mailed to the respondents. It is crucial to the success of the study that everyone involved follows the research procedures outlined in the enclosed packet.

It is imperative that each park have at least one 2-person team at the entrance during the scheduled survey times. If you have only one team and there are multiple entrances, this team will need to rotate between the possible entrances. All DNR personnel at the entrances should be in uniform. *If you have not already done so, please contact Mark Warren of the DNR (515-281-5876) today with the number of personnel you are able to assign to the survey process.* This information must be conveyed to us at the Center for Social and Behavioral Research (319-273-2105) on or before June 30th to process the materials for your part on time.

On or about July 8th, you will receive a box of materials for each of your parks. This box will contain the questionnaires, clip boards, address labels, and instructions for those assisting with the study. A set number of questionnaires will be designated for distribution on specific days. The exact times designated for questionnaire distribution are listed at the end of this letter.

The instructions for people helping with the survey are park specific so the information packets are only appropriate for the parks listed on the cover page. One reason the materials are park specific is that there are two procedures for stopping vehicles. Depending on the park, vehicles will be stopped either when entering or when exiting the park. The second reason is that each park will use one of two procedures for obtaining the name and address information necessary to send respondents thank you/reminder postcards. In some parks, respondents will write their name and address information on an address label. In other parks, park staff will write the name and address information on a sheet of labels for them. The effectiveness of the different combination of procedures will be analyzed so it can be used in designing DNR's next park visitor survey.

Respondents can either complete the questionnaire while at the park or they can take the questionnaire home with them. If they complete it at the park, the instructions in the questionnaire explain that they can return it to the park staff at the entrance or to the park office. Thus, even if you distribute the questionnaires allotted for a specific day, we ask that at least one uniformed DNR staff member be available at the entrance. On the day after questionnaire distribution, mail us all completed questionnaires that were returned to your staff, completed address labels, and completed tracking sheets. Mail materials for each park separately. It is extremely important that the *tracking sheets* (described in the packet provided) are completed fully and accurately.

In the case of poor weather conditions, you may elect to distribute questionnaires exactly one week later. That is, if weather is poor on July 11th, you would distribute questionnaires the following Tuesday (i.e., July 18th). The decision to switch to an alternate day is made at your discretion; however, the decision must be made prior to distributing any questionnaires on the originally scheduled date. Once you have started distributing questionnaires, you are committed to the specified time for the remainder of that day, even if attendance is unusually low. If you reschedule due to weather, please contact me (Mel Gonnerman) at 319-273-2105 or send me an e-mail to mel.gonnerman@uni.edu.

Please call me at the number above to confirm that you have received this letter and the information packets for your parks. When you call, I will also want to spend a few minutes explaining the research protocol and answering any questions.

Sincerely,

Mel Gonnerman
Research Coordinator, Center for Social and Behavioral Research

Appendix A.4

Information Packet: Example Cover Page and Summary of Survey Procedures



IOWA PARK VISITOR SURVEY: INFORMATION FOR DNR PERSONNEL

THIS PACKET CONTAINS INFORMATION
TO BE READ BY PERSONNEL INVOLVED WITH
DISTRIBUTING QUESTIONNAIRES AT THESE PARKS:

Backbone
Brushy Creek
Elk Rock
Lake Ahquabi
Lake Anita
Lake of Three Fires
Lewis and Clark
McIntosh
Mines of Spain
Pine Lake
Rock Creek
Viking Lake
Walnut Woods

Prepared by
Center for Social and Behavioral Research
University of Northern Iowa

6/26/2000

Introduction

The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa is assisting the Iowa Department of Natural Resources to conduct a survey of park visitors. We have designed a scientific research protocol and a questionnaire to help the DNR gather high quality information about Iowa State Park visitors.

Purpose of this Packet

The purpose of this packet is to familiarize DNR personnel with the procedure for the park visitor survey. To provide the DNR with the best and most accurate information possible, it is important that everyone involved with this project understand the forms and procedures being used.

Procedure & Responsibilities

Conducting the survey will require 2-person teams. One person will count and stop selected vehicles. The second person will explain the study and distribute the questionnaires to one adult visitor per selected vehicle.

Person #1 is responsible for

- counting the number of vehicles entering or leaving the park.
- stopping the appropriate vehicle (see *Tracking Sheet for Person #1*). Whether vehicles will be counted and stopped as they enter or leave the park has been determined in advance for each park. At most parks, every 20th vehicle will be stopped, but some parks it might be every 15th or 10th vehicle. The specific number of the vehicle to stop will be clearly indicated on the materials sent to the park at the time of data collection on July 11th, 15th, and 23rd.
- reading the provided script and directing the vehicle to pull over to Person #2.
- recording whether or not each selected vehicle cooperated with your request to stop and pull over to see Person #2.

Person #2 is responsible for

- following the script provided.
- selecting an adult (18 or older) in the vehicle to complete the questionnaire. When there are two or more adults, only the adult with the most recent birthday is eligible to complete the questionnaire. If that person does not want to complete the questionnaire, no one else in the vehicle can. The person selected to complete the questionnaire is known as the “selected respondent”.
- giving the selected respondent the sheet labeled Respondent Information for the Iowa Park Survey.

- obtaining name and address information so a thank you/reminder postcard can be sent to the respondent. One of two procedures for obtaining the address information has been determined for each park in advance. At some parks, the respondents will provide this information orally to be written by Person #2 on a sheet of labels (under no circumstances should the respondent be allowed to see the names and addresses of others who have agreed to complete the study). At other parks, the respondents will write their own information on the label attached to the *Respondent Information for the Iowa Park Survey* sheet. To determine which procedure will be most effective for the DNR's next visitor survey, it is extremely important that the procedure for obtaining address information provided in the script for this park be followed.
- distributing the questionnaire and mailing envelope.
- recording the respondent's participation and willingness to provide address information.
- answering the respondent's questions.

Contents of this Packet

This packet contains a sample of —

- the script and tracking sheet for the individual responsible for counting and stopping vehicles (Person #1).
- the script for the individual responsible for explaining the survey to park visitors, distributing questionnaires, and obtaining name and address information (Person #2).
- the *Respondent Information for Park Visitor Survey* sheet to be shown to every selected respondent before receiving questionnaire. The sheet contains key information that respondents must know before completing the questionnaire.
- the tracking sheet for Person #2 to record the respondent's participation and willingness to provide address information.
- a sheet (*Things to Remember*) with points for Person #2 to keep in mind while conducting the survey.
- answers to questions that likely will be frequently asked of DNR personnel involved with this study (*Frequently Asked Questions*).
- the questionnaire. The questionnaire in this packet has the same content as the one that will be distributed to park visitors, but the questionnaires distributed to park visitors have a color cover, are on heavier paper, and are in booklet form.

Questions?

If you have any questions about the materials in this packet, please call Mel Gonnerman at the Center for Social and Behavioral Research (319-273-2105) or send your questions via e-mail to mel.gonnerman@uni.edu.

Appendix A.5

Examples of Person #1 (Using a 1:20 Sampling Rate) and Person #2 Tracking Sheets

Tracking Sheet for Person #1 (Entry Selection)

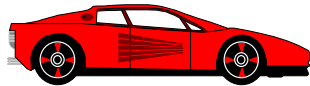
Date: _____

State Park:

You are: Uniformed Park Staff Uniformed Park Volunteer Nonuniformed Park Volunteer

Instructions: Check a box for every vehicle that enters the park. Each automobile, motorcycle, bus, and bicycle counts as one vehicle. Stop every 20th vehicle. Under the heading cooperated, circle yes if the vehicle goes to Person #2 for an explanation of the study. Circle no if the person driving refuses to stop for you or refuses to go to Person #2.

“Thank you for visiting the park today. Before you go in, I’d like to ask you to pull over to where that person is standing (motion toward Person 2) to talk with him (or her) about a study we are doing of visitors’ opinions about our state park. It’ll just take a minute. Thank you so much and enjoy the park”



Cross out vehicles as they ENTER the park



Did driver cooperate?

Stop this vehicle

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No

Tracking Sheet for Person #1 (Exit Selection)

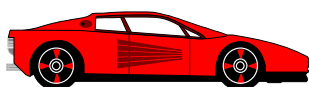
Date: _____

State Park:

You are: Uniformed Park Staff Uniformed Park Volunteer Nonuniformed Park Volunteer

Instructions: Check a box for every vehicle that leaves the park. Each automobile, motorcycle, bus, and bicycle counts as one vehicle. Stop every 20th vehicle. Under the heading *cooperated*, circle *yes* if the vehicle goes to Person #2 for an explanation of the study. Circle *no* if the person driving refuses to stop for you or refuses to go to Person #2.

“Thank you for visiting the park today. Before you leave, I’d like to ask you to pull over to where the person is standing (motion toward Person 2) to talk with him (or her) about a study we are doing of visitors’ opinions about our state park. It’ll just take a minute. Thank you so much and I hope you enjoyed the park”



Did driver cooperate?

Cross out vehicles as they LEAVE the park

Stop this vehicle

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Yes	No

Tracking Sheet for Person #2

Date: _____

State Park:

You are: Uniformed Park Staff Uniformed Park Volunteer Nonuniformed Park Volunteer

Instructions: For each of the selected vehicles whose driver pulls over to talk with you, put an “X” or ✓ in the appropriate column under the label *participation*. Also, circle whether or not the selected respondent provided their name and address. It is very important that both pieces of information are recorded for every selected vehicle that pulls over. They can complete the questionnaire even if they don’t give the address information, but we want to have addresses for as many people as possible.

Vehicle (Only those who pulled over)	Participation (Check only 1 box per vehicle)					Provided Address	
	Selected respondent agreed	Selected respondent refused	Refused before respondent was selected	No one 18 or older in vehicle	Couldn't communicate	Yes	No
1						Yes	No
2						Yes	No
3						Yes	No
4						Yes	No
5						Yes	No
6						Yes	No
7						Yes	No
8						Yes	No
9						Yes	No
10						Yes	No
11						Yes	No
12						Yes	No
13						Yes	No
14						Yes	No
15						Yes	No
16						Yes	No
17						Yes	No
18						Yes	No
19						Yes	No
20						Yes	No

Appendix A.6

Scripts for Person #2

Instructions for Person #2 (Entry: Write address information for the respondent)

Before distributing the questionnaire, be sure that you have circled the appropriate letters in the box on the back of the questionnaire. Circle **PS** if you are a uniformed park staff member, **UPV** if you are a uniformed park volunteer, and **NPV** if you are a non-uniformed park volunteer. This information is important to the success of the study.

Step 1: “Hello, my name is _____. The Department of Natural Resources is conducting an important visitor survey. We are only surveying a few select visitors so your **voluntary** cooperation would be greatly appreciated. I have a few initial questions to ask you right now that will take about two minutes of your time. If you agree to help us, it will take about 15 minutes during or after your visit to complete an **anonymous** questionnaire, which you can mail back to us. Would you be willing to do this?”

Step 2: “This is a scientific study of adult park visitors so only people **18 years old or older** can complete the questionnaire.” [DETERMINE WHO (IF ANYONE) IS 18 OR OLDER].

Step 3: IF ONLY 1 PERSON IN VEHICLE

- “Are you visiting the park alone today or are you meeting people here?”
- [IF ALONE] “A few of the items on the questionnaire ask about *group information*. Even though you are by yourself, there are still questions for you to answer in that section.
- [IF MEETING PEOPLE] – “There are a few items on the questionnaire about your group, so keep the people you are meeting in mind when answering the group questions.”

Step 3: IF ONLY 1 ADULT AND 1 OR MORE CHILDREN IN VEHICLE

- [ASK THE ADULT] “Who are you visiting the park with?”
- “There are a few items on the questionnaire about your group so keep everyone in mind when answering the group questions.”

Step 3: IF 2 OR MORE ADULTS (WITH OR WITHOUT CHILDREN) IN VEHICLE

- “To ensure a representative sample, only the **adult with the most recent birthday** can complete the questionnaire. Who is that person?”
- [TO THAT PERSON] “Who are you visiting the park with?”
- “There are a few items on the questionnaire about your group so keep everyone in mind when answering the group questions.”

Step 4: “Before I hand you the questionnaire, I need you to read a sheet explaining the study.” [HAND RESPONDENT the *Respondent Information for Iowa Park Visitor Survey SHEET*.]

Step 5: [GET SHEET BACK] “Thank you. We would like to send you a postcard thanking you for helping with the study. To do that I’d like to ask you your name and address so I can write it on a mailing label for the postcard. Because your answers are very important, the postcard may also help remind you to mail the questionnaire. What is your first name? Last name? Street address? City? State? Zip code?” [GIVE RESPONDENT QUESTIONNAIRE]

Step 6: “Please enjoy the park, and thank you very much for your help. We greatly appreciate it!”

IF THEY REFUSE TO TAKE THE QUESTIONNAIRE: “I’m sorry to hear that you don’t want to be part of this important study, but I do want to thank you for coming to our state park. I hope you enjoy your visit.”

Instructions for Person #2 (Exit: Write address information for the respondent)

Before distributing the questionnaire, be sure that you have circled the appropriate letters in the box on the back of the questionnaire. Circle **PS** if you are a uniformed park staff member, **UPV** if you are a uniformed park volunteer, and **NPV** if you are a non-uniformed park volunteer. This information is important to the success of the study.

Step 1: “Hello, my name is _____. The Department of Natural Resources is conducting an important visitor survey. We are only surveying a few select visitors so your **voluntary** cooperation would be greatly appreciated. I have a few initial questions to ask you right now that will take about two minutes of your time. If you agree to help us, it will take about 15 minutes now or after you leave the park to complete an **anonymous** questionnaire, which you can mail back to us. Would you be willing to do this?”

Step 2: “This is a scientific study of adult park visitors so only people **18 years old or older** can complete the questionnaire.” [DETERMINE WHO (IF ANYONE) IS 18 OR OLDER].

Step 3: IF ONLY 1 PERSON IN VEHICLE

- “Did you visit the park alone today or did you meet people here?”
- [IF ALONE] “A few of the items on the questionnaire ask about *group information*. Even though you were by yourself, there are still questions for you to answer in that section.
- [IF MEETING PEOPLE] – “There are a few items on the questionnaire about your group, so keep the people you were meeting in mind when answering the group questions.”

Step 3: IF ONLY 1 ADULT AND 1 OR MORE CHILDREN IN VEHICLE

- [ASK THE ADULT] “Who did you visit the park with?”
- “There are a few items on the questionnaire about your group so keep everyone in mind when answering the group questions.”

Step 3: IF 2 OR MORE ADULTS (WITH OR WITHOUT CHILDREN) IN VEHICLE

- “To ensure a representative sample, only the **adult with the most recent birthday** can complete the questionnaire. Who is that person?”
- [TO THAT PERSON] “Who did you visit the park with?”
- “There are a few items on the questionnaire about your group so keep everyone in mind when answering the group questions.”

Step 4: “Before I hand you the questionnaire, I need you to read a sheet explaining the study.” [HAND RESPONDENT the *Respondent Information for Iowa Park Visitor Survey SHEET*.]

Step 5: [GET SHEET BACK] “Thank you. We would like to send you a postcard thanking you for helping with the study. To do that I’d like to ask you your name and address so I can write it on a mailing label for the postcard. Because your answers are very important, the postcard may also help remind you to mail the questionnaire. What is your first name? Last name? Street address? City? State? Zip code?” [GIVE RESPONDENT QUESTIONNAIRE]

Step 6: “I hope you enjoyed the park, and thank you very much for your help. We greatly appreciate it!”

IF THEY REFUSE TO TAKE THE QUESTIONNAIRE: “I’m sorry to hear that you don’t want to be part of this important study, but I do want to thank you for coming to our state park. I hope you enjoyed your visit.”

Instructions for Person #2 (Exit: Write own address on label)

Before distributing the questionnaire, be sure that you have circled the appropriate letters in the box on the back of the questionnaire. Circle **PS** if you are a uniformed park staff member, **UPV** if you are a uniformed park volunteer, and **NPV** if you are a non-uniformed park volunteer. This information is important to the success of the study.

Step 1: “Hello, my name is _____. The Department of Natural Resources is conducting an important visitor survey. We are only surveying a few select visitors so your **voluntary** cooperation would be greatly appreciated. I have a few initial questions to ask you right now that will take about two minutes of your time. If you agree to help us, it will take about 15 minutes now or after you leave the park to complete an **anonymous** questionnaire, which you can mail back to us. Would you be willing to do this?”

Step 2: “This is a scientific study of adult park visitors so only people **18 years old or older** can complete the questionnaire.” [DETERMINE WHO (IF ANYONE) IS 18 OR OLDER].

Step 3: IF ONLY 1 PERSON IN VEHICLE

- “Did you visit the park alone today or did you meet people here?”
- [IF ALONE] “A few of the items on the questionnaire ask about *group information*. Even though you were by yourself, there are still questions for you to answer in that section.
- [IF MEETING PEOPLE] – “There are a few items on the questionnaire about your group, so keep the people you were meeting in mind when answering the group questions.”

Step 3: IF ONLY 1 ADULT AND 1 OR MORE CHILDREN IN VEHICLE

- [ASK THE ADULT] “Who did you visit the park with?”
- “There are a few items on the questionnaire about your group so keep everyone in mind when answering the group questions.”

Step 3: IF 2 OR MORE ADULTS (WITH OR WITHOUT CHILDREN) IN VEHICLE

- “To ensure a representative sample, only the **adult with the most recent birthday** can complete the questionnaire. Who is that person?”
- [TO THAT PERSON] “Who did you visit the park with?”
- “There are a few items on the questionnaire about your group so keep everyone in mind when answering the group questions.”

Step 4: “Before I hand you the questionnaire, I need you to read a sheet explaining the study. You’ll also see that this sheet will have an address label attached to it. This is because we want to send you a postcard thanking you for helping with the study. So if you’d just write your name and address on the mailing label, we’ll have it for the postcard. Because your answers are very important, the postcard may also help remind you to mail the questionnaire. Thank you.” [HAND RESPONDENT the *Respondent Information for Iowa Park Visitor Survey SHEET*.]

Step 5: [GET SHEET WITH COMPLETED ADDRESS LABEL BACK & GIVE RESPONDENT QUESTIONNAIRE]

Step 6: “I hope you enjoyed the park, and thank you very much for your help. We greatly appreciate it!”

IF THEY REFUSE TO TAKE THE QUESTIONNAIRE: “I’m sorry to hear that you don’t want to be part of this important study, but I do want to thank you for coming to our state park. I hope you enjoyed your visit.”

Instructions for Person #2 (Entry: Write own address on label)

Before distributing the questionnaire, be sure that you have circled the appropriate letters in the box on the back of the questionnaire. Circle **PS** if you are a uniformed park staff member, **UPV** if you are a uniformed park volunteer, and **NPV** if you are a non-uniformed park volunteer. This information is important to the success of the study.

Step 1: “Hello, my name is _____. The Department of Natural Resources is conducting an important visitor survey. We are only surveying a few select visitors so your **voluntary** cooperation would be greatly appreciated. I have a few initial questions to ask you right now that will take about two minutes of your time. If you agree to help us, it will take about 15 minutes during or after your visit to complete an **anonymous** questionnaire, which you can mail back to us. Would you be willing to do this?”

Step 2: “This is a scientific study of adult park visitors so only people **18 years old or older** can complete the questionnaire.” [DETERMINE WHO (IF ANYONE) IS 18 OR OLDER].

Step 3: IF ONLY 1 PERSON IN VEHICLE

- “Are you visiting the park alone today or are you meeting people here?”
- [IF ALONE] “A few of the items on the questionnaire ask about *group information*. Even though you are by yourself, there are still questions for you to answer in that section.
- [IF MEETING PEOPLE] – “There are a few items on the questionnaire about your group, so keep the people you are meeting in mind when answering the group questions.”

Step 3: IF ONLY 1 ADULT AND 1 OR MORE CHILDREN IN VEHICLE

- [ASK THE ADULT] “Who are you visiting the park with?”
- “There are a few items on the questionnaire about your group so keep everyone in mind when answering the group questions.”

Step 3: IF 2 OR MORE ADULTS (WITH OR WITHOUT CHILDREN) IN VEHICLE

- “To ensure a representative sample, only the **adult with the most recent birthday** can complete the questionnaire. Who is that person?”
- [TO THAT PERSON] “Who are you visiting the park with?”
- “There are a few items on the questionnaire about your group so keep everyone in mind when answering the group questions.”

Step 4: “Before I hand you the questionnaire, I need you to read a sheet explaining the study. You’ll also see that this sheet will have an address label attached to it. This is because we want to send you a postcard thanking you for helping with the study. So if you’d just write your name and address on the mailing label, we’ll have it for the postcard. Because your answers are very important, the postcard may also help remind you to mail the questionnaire. Thank you.” [HAND RESPONDENT the *Respondent Information for Iowa Park Visitor Survey SHEET*.]

Step 5: [GET SHEET WITH COMPLETED ADDRESS LABEL BACK & GIVE RESPONDENT QUESTIONNAIRE]

Step 6: “I hope you enjoy the park, and thank you very much for your help. We greatly appreciate it!”

IF THEY REFUSE TO TAKE THE QUESTIONNAIRE: “I’m sorry to hear that you don’t want to be part of this important study, but I do want to thank you for coming to our state park. I hope you enjoy your visit.”

Appendix A.7

Respondent Information for the Park Visitor Survey

Respondent Information for Iowa Park Visitor Survey

- You are invited to complete a questionnaire for the Iowa Department of Natural Resources.
- The results of this survey will help the Department of Natural Resources meet the needs of park visitors and create enjoyable park experiences.
- You must be at least 18 years old or older to complete the questionnaire. However, for questions about *your group*, you should include the activities and opinions of those under 18 whenever it is appropriate.
- Your participation is voluntary.
- There is no identifying information on the questionnaire and you do not have to answer any questions you do not want to.
- Your responses are anonymous.

Appendix A.8

Reminder Sheet for Person #2

Things to Remember (Person #2)

- Smile and be friendly. People will be more likely to complete the questionnaire if they have a positive interaction with you.
- Follow the provided script.
- You can distribute questionnaires ONLY to persons in vehicles sent to you by your partner AND only to the adult with the most recent birthday (i.e., the “selected respondent”).
- Only people 18 or older can complete questionnaires.
- The selected respondent must be given the information in the bulleted sheet entitled *Respondent Information for the Iowa Park Survey* that describes the study and their participation.
- People need to know they are completing the questionnaire **voluntarily** and their responses are **anonymous**.
- Circle the appropriate letters in the box on the back of the questionnaire. Circle **PS** if you are a uniformed park staff member, **UPV** if you are uniformed park volunteer, and **NPV** if you are a non-uniformed park volunteer. This information is important to the success of the study.
- Completing the information about participation and willingness to provide address information accurately is crucial to the study.

Terms	Explanation
<i>Selected respondent</i>	Person 18 years or older with the most recent birthday
<i>Selected respondent refuses</i>	<ul style="list-style-type: none"> • Adult with the most recent birthday has been determined and does not want to complete the questionnaire • OR the only adult in the vehicle refuses to cooperate
<i>Refusal before the respondent is selected</i>	Appear to be 2 or more adults in the vehicle, but they refuse to participate even before you have determined who had the most recent birthday.
<i>No adults</i>	No one 18 or older in the vehicle. Even if they are willing to participate, no one under 18 should be given a questionnaire.
<i>Can't communicate</i>	You are unable to communicate with the people in the vehicles. For example, if the person(s) does not speak English.

Appendix A.9

Frequently Asked Questions (FAQ)

Frequently Asked Questions (FAQ)

**Q: Why can only the person with the most recent birthday complete the questionnaire?
Why can't we decide who in our group is going to answer?**

A: This is a scientific study so we need a random sample of park visitors. This random sampling procedure ensures that the results of the survey represent the views of all park visitors.

Q: Why do you need my address information?

A: We need your name and address so we can send you a postcard thanking you for completing the questionnaire or reminding you to mail it. Your answers are very important, and we want to make sure as many questionnaires as possible are returned.

Q: What are you going to do with my address information?

A: We will use it only to send you the thank you/reminder postcard. Your name and address will not be sold or used for any other mailings.

Q: Can I still complete the survey even if I don't give you my name and address?

A: Yes, but we'd like as many names and addresses as possible to send postcards to remind you about the questionnaire and to thank you for your help.

Q: Will anyone know which questionnaire is mine?

A: There is no identifying information on the questionnaire. Your responses are completely anonymous. There is no way to match your name or address with your questionnaire.

Q: How long will this take?

A: About 15 to 20 minutes.

Q: Why can't I have a questionnaire? (17 or younger)

A: In this study, we are concerned with the opinions of adult park visitors. Also, persons under 18 would need to have permission from a parent or guardian to be in this type of study.

Q: What is the point of the questionnaire? What will you do with this information?

A: Your responses will be combined with the responses of others who completed the questionnaire. This group-level information will be used by DNR to assess people's opinions of the parks and help make decisions about improving the park experience.

Q: When do I have to turn this in?

A: If you answer the questionnaire while at the park today, you can return it to me. Otherwise, mail the questionnaire in the envelope provided within the next 7 days or by July 31st.

Appendix A.10

Questionnaire



Dear park visitor,

Thank you for visiting the park today. The Iowa Department of Natural Resources is committed to meeting the needs of park visitors and to making your visit to a state park as enjoyable as possible. For these reasons, we are conducting a study of state park visitors and their park experiences.

To ensure that we hear from a representative group of park visitors, we invite the person in your group who had the *most recent birthday* and is *at least 18 years old* to complete this questionnaire. If you are visiting the park *alone* and are at least 18 years old, you are invited to complete this questionnaire.

Thank you in advance for your cooperation.

Sincerely,

Lyle Asell
Interim Director, Iowa Department of Natural Resources

To the adult with the most recent birthday: Because your opinions are very important, we encourage you to take a few minutes today or shortly after your park visit to complete this questionnaire. Your participation is voluntary, and your responses will be completely anonymous. No identifying information will be connected with your questionnaire. This is a scientific study; to ensure a representative sample, only you should complete the questionnaire.

If you complete the questionnaire **today** while at the park, you can return it to any park staff member at the entrance or the park office. Otherwise, please mail the questionnaire in the pre-addressed, postage paid envelope enclosed. The envelope is addressed to the Center for Social and Behavioral Research at the University of Northern Iowa. They are assisting us with this study.

1. The overall condition of the park is:

- Excellent
- Good
- Fair
- Poor

2. How many days per year do you typically visit Iowa state parks?

- 0 days
- 1 to 7 days
- 8 to 14 days
- 15 to 30 days
- more than 30 days

3. Do you feel Iowa's state parks are:

- Overdeveloped
- Appropriately developed
- Underdeveloped

4. Do you feel a reservation system for campgrounds is needed? Yes No No opinion

5. To provide a system for reserving campsites, it would cost \$3 to \$4 per reservation. Would you be willing to pay this extra cost for a reservation system? Yes No

6. During your visit, the park staff was:

- Available Yes No No opinion
- Courteous Yes No No opinion
- Helpful Yes No No opinion
- Neatly dressed Yes No No opinion

7. Rank the job duties of park employees in order of importance to you (1 most important to 5 least important). Write the number on the line. **Use each number only once.**

- _____ Enforcement of park rules
- _____ Maintain facilities in good condition
- _____ Provide information
- _____ Ensure visitor safety
- _____ Protect park's natural features from overuse

8. Please mark the box that reflects **your** opinion of the condition of the facilities in the park. For each facility, check one box on the left and one box on the right.

<u>Cleanliness</u>				<u>Facility</u>	<u>Structural condition of facility</u>			
Clean	Littered or dirty	No opinion	Didn't use		Good	Poor	No opinion	Didn't use
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Boat ramps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cabins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Campground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Group camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Grills/fire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lodge area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parking lots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Picnic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Picnic tables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Showers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How would you rate the overall condition of the lake?

- Excellent
- Good
- Fair
- Poor
- Didn't use the lake
- No lake at park [If no lake, skip Questions 10a-c.]

10a. At this state park lake, fishing now is:

- Good
- Fair
- Poor
- Don't know

10b. At this state park lake, fishing now is:

- Better than 5 years ago
- As good as 5 years ago
- Worse than 5 years ago
- Don't know

10c. Would you visit this park more often if the fishing were better? Yes No Don't know

Destination Parks

The state is considering developing special parks known as destination parks. Destination parks could offer a wider range of (a) overnight accommodations such as cabins or lodges, (b) facilities such as restaurants and on-site daycare, and (c) expanded recreational activities. These parks would be designed as vacation destinations. For this study, a vacation is defined as a three or more day experience, away from home, that is not associated with a major holiday such as Memorial Day.

11. How likely would you be to take a vacation at a destination park if one were built in Iowa?

- Definitely would
- Likely would
- Unsure
- Not likely
- Definitely would not

12. List the kind of **facilities** you would most like to see in a destination park?

13. List the kinds of **activities** you would most like to be able to do at a destination park or in the area surrounding the park?

Group Information

If you came to the park alone, you are a group of one and can ignore the **group** column for Questions 17, 18, and 22 to 26.

If you came as part of a large group or tour, your group would be only those persons with whom you made joint arrangements or plans, or engaged in activities together while at the park. Questions 16 - 26 ask for your **group's** answer. Feel free to discuss these questions with the other members of your group. For Questions 17, 18, and 22 to 26, be sure to check boxes in the column labeled **you** and in the **group** column.

14. Who was in your group?

(Check all that apply)

- Immediate family member(s)
- Other relative(s)
- Friends
- Organized group (e.g., scouts, tour group)
- Visited the park alone
- Other _____

15. How many people (including yourself) were in your group? _____

16. Why did **you/your group** select this park?

(Check all that apply)

- Available park facilities
- Close to a friend's or relative's home
- Close to the home of someone in your group
- Close to vacation travel route
- Friendly staff
- Lake and associated recreation facilities
- Past experience
- Part of an organized group attending this park
- Natural features
- Scenery
- Service programs (e.g., tours)
- Other _____

17. Who, if anyone, participated in each listed activity while visiting the park? **Check all the boxes that apply.** If you and someone else in your group did an activity, you should check both boxes.

Activity	You did	Someone else in the group did
Attend a program	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>
Birdwatch	<input type="checkbox"/>	<input type="checkbox"/>
Camp (tent)	<input type="checkbox"/>	<input type="checkbox"/>
Camp (trailer/vehicle)	<input type="checkbox"/>	<input type="checkbox"/>
Canoe, paddleboat, sailboat, or rowboat	<input type="checkbox"/>	<input type="checkbox"/>
Drive through the park	<input type="checkbox"/>	<input type="checkbox"/>
Family reunion	<input type="checkbox"/>	<input type="checkbox"/>
Fish	<input type="checkbox"/>	<input type="checkbox"/>
General relaxation	<input type="checkbox"/>	<input type="checkbox"/>
Hike	<input type="checkbox"/>	<input type="checkbox"/>
Horseback ride	<input type="checkbox"/>	<input type="checkbox"/>
In-line skating	<input type="checkbox"/>	<input type="checkbox"/>
Motorboat or pontoon	<input type="checkbox"/>	<input type="checkbox"/>
Nature study	<input type="checkbox"/>	<input type="checkbox"/>
Open area activities	<input type="checkbox"/>	<input type="checkbox"/>
Picnic	<input type="checkbox"/>	<input type="checkbox"/>
Playground	<input type="checkbox"/>	<input type="checkbox"/>
Softball or baseball	<input type="checkbox"/>	<input type="checkbox"/>
Sunbathe	<input type="checkbox"/>	<input type="checkbox"/>
Swim	<input type="checkbox"/>	<input type="checkbox"/>
Visit with friends	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

18. What was the **one** main activity/reason **you** and **your group** came to the park? **Check only one box in each column.** If you visited the park with others, you should have two boxes checked in this table.

One Main Activity	You (Check 1)	Group as a whole (Check 1)
Attend a program	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>
Birdwatch	<input type="checkbox"/>	<input type="checkbox"/>
Camp (tent)	<input type="checkbox"/>	<input type="checkbox"/>
Camp (trailer/vehicle)	<input type="checkbox"/>	<input type="checkbox"/>
Canoe, paddleboat, sailboat, or rowboat	<input type="checkbox"/>	<input type="checkbox"/>
Drive through the park	<input type="checkbox"/>	<input type="checkbox"/>
Family reunion	<input type="checkbox"/>	<input type="checkbox"/>
Fish	<input type="checkbox"/>	<input type="checkbox"/>
General relaxation	<input type="checkbox"/>	<input type="checkbox"/>
Hike	<input type="checkbox"/>	<input type="checkbox"/>
Horseback ride	<input type="checkbox"/>	<input type="checkbox"/>
In-line skating	<input type="checkbox"/>	<input type="checkbox"/>
Motorboat or pontoon	<input type="checkbox"/>	<input type="checkbox"/>
Nature study	<input type="checkbox"/>	<input type="checkbox"/>
Open area activities	<input type="checkbox"/>	<input type="checkbox"/>
Picnic	<input type="checkbox"/>	<input type="checkbox"/>
Playground	<input type="checkbox"/>	<input type="checkbox"/>
Softball or baseball	<input type="checkbox"/>	<input type="checkbox"/>
Sunbathe	<input type="checkbox"/>	<input type="checkbox"/>
Swim	<input type="checkbox"/>	<input type="checkbox"/>
Visit with friends	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

19a. Did you or any member of your group participate in any structured park programs (e.g., guided tours)?

- Yes
 No [If no, go to Question 20.]

19b. What type(s)? Displays Talks Tours

19c. Did you feel the program(s) increased your or the group's enjoyment of the park?

- Yes
 No

20. Approximately how much money did **your group (or you, if alone)** spend on the following items during this trip to the park and while at the park? **Round to the nearest \$1 (do not include cents).**

Expense

- Campground or other fees.....\$
 Fishing equipment.....\$
 Food.....\$
 Gasoline.....\$
 Motel or hotel\$
 Other equipment or supplies\$
 Other expenses\$

21. How did **you/your group** learn about this park? (Check all that apply)

- Brochure(s)
 Friend or relative
 Highway sign
 Internet
 Live nearby
 Magazine
 Newspaper
 Radio
 Road map
 Television
 Tourist information packet
 Other _____

22. What are the best ways to get information about state parks to **you** and to **your group as a whole**? **Check no more than 3 boxes per column.**

You (Check 3 or fewer)	Best Ways To Get Information	Group as a whole (Check 3 or fewer)
<input type="checkbox"/>	Highway signs	<input type="checkbox"/>
<input type="checkbox"/>	Internet	<input type="checkbox"/>
<input type="checkbox"/>	Magazines	<input type="checkbox"/>
<input type="checkbox"/>	Newspapers	<input type="checkbox"/>
<input type="checkbox"/>	Park office	<input type="checkbox"/>
<input type="checkbox"/>	Radio	<input type="checkbox"/>
<input type="checkbox"/>	Road maps	<input type="checkbox"/>
<input type="checkbox"/>	Television	<input type="checkbox"/>
<input type="checkbox"/>	Video or computer programs in a visitor center	<input type="checkbox"/>
<input type="checkbox"/>	Other _____	<input type="checkbox"/>

23. What are the factors that **most** affect how often **you** and your **group as a whole** visit state parks? **Check only 3 boxes per column.**

You (Check 3)	Factor Affecting Park Use	Group as a whole (Check 3)
<input type="checkbox"/>	Amount of leisure time	<input type="checkbox"/>
<input type="checkbox"/>	Changes in recreation interests	<input type="checkbox"/>
<input type="checkbox"/>	Condition of facilities	<input type="checkbox"/>
<input type="checkbox"/>	Condition of lake and fishing	<input type="checkbox"/>
<input type="checkbox"/>	Condition of the park	<input type="checkbox"/>
<input type="checkbox"/>	Crowded parks	<input type="checkbox"/>
<input type="checkbox"/>	Lack of equipment	<input type="checkbox"/>
<input type="checkbox"/>	Money	<input type="checkbox"/>
<input type="checkbox"/>	Nearness to home	<input type="checkbox"/>
<input type="checkbox"/>	Travel time	<input type="checkbox"/>
<input type="checkbox"/>	Type of park facilities	<input type="checkbox"/>
<input type="checkbox"/>	Using county and federal parks	<input type="checkbox"/>
<input type="checkbox"/>	Using private campgrounds	<input type="checkbox"/>
<input type="checkbox"/>	Weather	<input type="checkbox"/>
<input type="checkbox"/>	Other _____	<input type="checkbox"/>

24. For each activity, check whether **you** and **your group as a whole** spend more, about the same, or less time doing it now as compared to 3 years ago. These activities could have occurred anywhere, not only in state parks. If the activity did not occur within the past 3 years, check the box for None.

<u>You</u>					Activity Now Versus Past 3 Years	<u>Group as a whole</u>				
More now	Same	Less now	Unsure	None		More now	Same	Less now	Unsure	None
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attend fairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attend festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Attend outdoor sporting events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Camp (tent)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Camp (trailer/vehicle)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cross-country skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Drive for pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hunt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Nature study such as birdwatching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Picnic away from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Powerboating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sailboating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Snowmobiling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vacation traveling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Visit historical areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Visit public parks & campground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Visit theme parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. In Iowa's state parks, what recreational opportunities and facilities would **you** and the **members of your group** as a whole most like to see increased or added? **Check no more than 3 boxes per column.**

You (Check 3 or fewer)	Opportunity or Facility Should Add To Parks	Group as a whole (Check 3 or fewer) <input type="checkbox"/>
<input type="checkbox"/>	ATV riding	<input type="checkbox"/>
<input type="checkbox"/>	Backpack camping	<input type="checkbox"/>
<input type="checkbox"/>	Cross-country skiing	<input type="checkbox"/>
<input type="checkbox"/>	Equestrian trails	<input type="checkbox"/>
<input type="checkbox"/>	Guided nature walks	<input type="checkbox"/>
<input type="checkbox"/>	Handicapped accessible facilities	<input type="checkbox"/>
<input type="checkbox"/>	Handicapped accessible fishing	<input type="checkbox"/>
<input type="checkbox"/>	Lakes for boating activities	<input type="checkbox"/>
<input type="checkbox"/>	Lakes for fishing	<input type="checkbox"/>
<input type="checkbox"/>	Lakes for wind-surfing	<input type="checkbox"/>
<input type="checkbox"/>	Mountain bike trails	<input type="checkbox"/>
<input type="checkbox"/>	Nature centers or museums	<input type="checkbox"/>
<input type="checkbox"/>	Overnight cabins	<input type="checkbox"/>
<input type="checkbox"/>	Picnic shelters	<input type="checkbox"/>
<input type="checkbox"/>	Playground equipment	<input type="checkbox"/>
<input type="checkbox"/>	RV hookups	<input type="checkbox"/>
<input type="checkbox"/>	Self-guided nature hikes	<input type="checkbox"/>
<input type="checkbox"/>	Separate tent campgrounds	<input type="checkbox"/>
<input type="checkbox"/>	Snowmobile trails	<input type="checkbox"/>
<input type="checkbox"/>	Swimming areas	<input type="checkbox"/>
<input type="checkbox"/>	Other _____	<input type="checkbox"/>

26. Would **you** and **your group** as a whole be interested in using each of the camping options listed below?

You		Camping Option	Group as a whole	
Yes	No		Yes	No
<input type="checkbox"/>	<input type="checkbox"/>	Cabins with modern facilities	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Canoe or shoreline campground	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Guest lodge	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Hike-in campground	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Primitive cabins	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Ride-in (horses or bikes) campground	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	Tepees	<input type="checkbox"/>	<input type="checkbox"/>

The next set of questions is about you and the other members of your **household**.

27. Which best describes where you live?
- Farm or acreage not in city limits
 - Small town (less than 2,500 people)
 - Medium town (2,500 to 4,999 people)
 - Large town (5,000 to 24,999 people)
 - Small city (25,000 to 49,999 people)
 - Metropolitan area (50,000 or more people)
28. How many years have you lived there?
- Less than 1 1 to 5 More than 5
29. What is your zip code? _____
30. How many people in your household are:
- less than 13 years old? Number _____
- 13 to 17? Number _____
- 18 to 24? Number _____
- 25 to 44? Number _____
- 45 to 64? Number _____
- 65 or older? Number _____

31. What types of recreational activities do you think will increase for **you** and on average for your **household** in the next 5 years? Check all that apply.

You	Activity Will Increase In Next 5 Years	Household Average
<input type="checkbox"/>	ATV riding	<input type="checkbox"/>
<input type="checkbox"/>	Bicycling	<input type="checkbox"/>
<input type="checkbox"/>	Birdwatching	<input type="checkbox"/>
<input type="checkbox"/>	Camping (tent)	<input type="checkbox"/>
<input type="checkbox"/>	Camping (trailer/vehicle)	<input type="checkbox"/>
<input type="checkbox"/>	Canoeing	<input type="checkbox"/>
<input type="checkbox"/>	Cross-country skiing	<input type="checkbox"/>
<input type="checkbox"/>	Driving through parks	<input type="checkbox"/>
<input type="checkbox"/>	Fishing	<input type="checkbox"/>
<input type="checkbox"/>	General relaxation	<input type="checkbox"/>
<input type="checkbox"/>	Hiking	<input type="checkbox"/>
<input type="checkbox"/>	Horseback riding	<input type="checkbox"/>
<input type="checkbox"/>	Motorboating	<input type="checkbox"/>
<input type="checkbox"/>	Nature study	<input type="checkbox"/>
<input type="checkbox"/>	Open area activities	<input type="checkbox"/>
<input type="checkbox"/>	Paddleboating	<input type="checkbox"/>
<input type="checkbox"/>	Picnicking	<input type="checkbox"/>
<input type="checkbox"/>	Playground use	<input type="checkbox"/>
<input type="checkbox"/>	Rowboating	<input type="checkbox"/>
<input type="checkbox"/>	Sailboating	<input type="checkbox"/>
<input type="checkbox"/>	Snowmobiling	<input type="checkbox"/>
<input type="checkbox"/>	Softball or baseball	<input type="checkbox"/>
<input type="checkbox"/>	Sunbathing	<input type="checkbox"/>
<input type="checkbox"/>	Swimming	<input type="checkbox"/>
<input type="checkbox"/>	Visit with friends	<input type="checkbox"/>
<input type="checkbox"/>	Water skiing	<input type="checkbox"/>
<input type="checkbox"/>	Other_____	<input type="checkbox"/>

32. Approximately how much did your household spend on outdoor recreation during 1999?

<u>In Iowa</u>	<u>Outside of Iowa</u>
<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
<input type="checkbox"/> \$1 to \$99	<input type="checkbox"/> \$1 to \$99
<input type="checkbox"/> \$100 to \$499	<input type="checkbox"/> \$100 to \$499
<input type="checkbox"/> \$500 to \$999	<input type="checkbox"/> \$500 to \$999
<input type="checkbox"/> \$1,000 to \$4,999	<input type="checkbox"/> \$1,000 to \$4,999
<input type="checkbox"/> \$5,000 or more	<input type="checkbox"/> \$5,000 or more

33. What was your gross household income for 1999?

- \$0 to \$9,999
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$69,999
- \$70,000 and over

34. You are : Male Female

35. What is your age? _____ years

36. Date **received** questionnaire? ____/____(mo/day)

37. Date **answered** questionnaire? ____/____ (mo/day)

38. Did you answer the questionnaire while you were at the park? Yes No

Thank you for providing this important information that will allow us to achieve the highest quality state parks possible. Return the questionnaire in the enclosed pre-addressed, postage paid envelope by July 31st or 7 days after your park visit. If the envelope is misplaced, please return the completed questionnaire to the address below.

Center for Social and Behavioral Research
 Attn: DNR Park Visitor Study
 University of Northern Iowa
 Cedar Falls, IA 50613-0402

UNI: 319-273-2105
 DNR: 515-281-5876

DO NOT WRITE IN THIS BOX:
 Distributed by: PS UPV NPV RQ
 State Park Number: _____

Appendix A.11

Cover Letters for Actual Materials (Example of Two of Four Templates)

Survey Materials for Lacey-Keosauqua

You should have received:

- Person #1 binder(s). The number of binders was based on the information we received regarding the number of teams that would be at each park.
- Person #2 binder(s). This binder contains the script for your park. The script in the binder is not identical to the one in the information materials sent to the superintendent in June. The script has been improved to be easier to read. The binder also contains tracking sheets to record participation, and sheets of address labels. **UNDER NO CIRCUMSTANCES SHOULD RESPONDENTS BE HANDED THE BINDER AND ALLOWED TO WRITE THEIR OWN NAME AND ADDRESS ON THE SHEET OF LABELS.** The names and addresses of other people completing questionnaires is confidential information to be viewed only by DNR and CSBR personnel.
- Envelope(s) containing sheets of *Respondent Information for Iowa Park Visitor Survey*. Before being given a questionnaire, respondents need to read this sheet and then return it to you.
- Pens for your use. A limited number of pencils are also provided for those respondents who want to complete the questionnaire at the park.
- A sheet with answers to frequently asked questions and reminders for Person #2.

Dates and times:

- Start and stop distributing questionnaires at the times indicated below.
- Tuesday, July 11th — 7 a.m. to 8 p.m.
- Saturday, July 15th — 1 p.m. to 8 p.m.
- Sunday, July 23rd — 7 a.m. to 1 p.m.

About the questionnaires:

- Distribute questionnaires only on the scheduled dates and only during the scheduled times.
- The number of questionnaires each park receives is based on previous years park visitation data.
- To ensure that at least some questionnaires are distributed on all 3 days, questionnaires are divided into Tuesday, Saturday, and Sunday groups. This indicates the first day that they should be used.
- Any questionnaires not used from one day should be used on the next scheduled survey day.
- If you distribute all the questionnaires for that day, we ask that at least one person in the team stay at the entrance in case people want to return their questionnaire on-site instead of mailing it.
- You will not receive additional questionnaires.

Multiple entrances:

- If there are more entrances to the park than there are teams, spend most of your time at the entrance with the highest traffic flow. However, make sure to spend at least an hour at each entrance. The goal is a representative sample of park visitors, not just those who use the main entrance.
- Do not split up your teams!

Call Mel Gonnerman at the Center for Social and Behavioral Research at 319-273-2105 or send e-mail to mel.gonnerman@uni.edu if:

- you need additional supplies (e.g., address labels, tracking sheets).
- the number of teams you have working on the survey changes from the information supplied to Mark Warren.
- you have any questions about the survey procedure.
- you need to reschedule to the alternate data collection day because of bad weather. This decision is to be made by the superintendent and must be made before any questionnaires are distributed.

Survey Materials for Wapello

You should have received:

- Person #1 binder(s). The number of binders was based on the information we received regarding the number of teams that would be at each park.
- Person #2 binder(s). This binder contains the script for your park. The script in the binder is not identical to the one in the information materials sent to the superintendent in June. The script has been changed to be easier to read. The binder also contains tracking sheets to record participation.
- Envelope(s) containing sheets of *Respondent Information for Iowa Park Visitor Survey*. Before being given a questionnaire, respondents need to read this sheet, write their name and address on the attached label, and then return it to you.
- Envelope(s) for completed address labels.
- Pens for your use. A limited number of pencils are also provided for those respondents who want to complete the questionnaire at the park.
- A sheet with answers to frequently asked questions and reminders for Person #2.

Dates and times:

- Start and stop distributing questionnaires at the times indicated below.
- Tuesday, July 11th — 7 a.m. to 8 p.m.
- Saturday, July 15th — 1 p.m. to 8 p.m.
- Sunday, July 23rd — 7 a.m. to 1 p.m.

About the questionnaires:

- Distribute questionnaires only on the scheduled dates and only during the scheduled times.
- The number of questionnaires each park receives is based on previous years park visitation data.
- To ensure that at least some questionnaires are distributed on all 3 days, questionnaires are divided into Tuesday, Saturday, and Sunday groups. This indicates the **first** day that they should be used.
- Any questionnaires not used from one day should be used on the next **scheduled** survey day.
- If you distribute all the questionnaires for that day, we ask that at least one person in the team stay at the entrance in case people want to return their questionnaire on-site instead of mailing it.
- You will not receive additional questionnaires.

Multiple entrances:

- If there are more entrances to the park than there are teams, spend most of your time at the entrance with the highest traffic flow. However, make sure to spend at least an hour at each entrance. The goal is a representative sample of park visitors, not just those who use the main entrance.
- Do not split up your teams!

Call Mel Gonnerman at the Center for Social and Behavioral Research at 319-273-2105 or send e-mail to mel.gonnerman@uni.edu if:

- you need additional forms or supplies (e.g., address labels, tracking sheets).
- the number of teams you have working on the survey changes from the information supplied to Mark Warren.
- you have any questions about the survey procedure.
- you need to reschedule to the alternate data collection day because of bad weather. This decision is to be made by the superintendent and must be made before any questionnaires are distributed.

Appendix A.12

Superintendent Telephone Checklist

Superintendent Telephone Training Checklist

Supert. Name: _____ Date and Time of Call: _____

Park: [Insert name, Times, Number Entrances/Number Staff] Entry/Exit Own label / Write for them

Park: _____ Entry/Exit Own label / Write for them

Park: _____ Entry/Exit Own label / Write for the

Park: _____ Entry/Exit Own label / Write for them

G Received materials OK

G Have you had a chance to read the materials? Yes Some No

G If read, any questions about materials?

G How many staff? (Make sure adequate)

 G Stress 2-person teams

 G If not enough teams for every entrance, make sure rotate

G Go through Person #1 and Person #2 responsibilities.

G Important to have personnel date forms and check staff or volunteer. Also, circle correct letters at bottom of every questionnaire

G Try to have them follow the script as much as possible. FOR sure need to make sure every selected respondent is shown the Respondent Information Sheet (return it to staff).

G No one under 18 can complete the questionnaire. Only selected cars can be given the opportunity to complete the questionnaire. Only the adult with the most recent birthday is eligible.

G You'll get a box with questionnaires and materials needed to conduct survey. The questionnaires will be labeled for which day they should be first used. Any left-overs from the previous day can be used next scheduled collection date(s). You will not get any additional questionnaires.

G [If appropriate] Address labels — respondents should never be shown the sheet with other peoples names and addresses. This information is given in a confidential manner.

G Mail us the address labels, tracking sheets, and returned questionnaires the day after collection. Mail them for each park separately.

G Traffic issues (Divide up Person #1 responsibilities)

G Rain day information clear from letter?

Notes: _____

Appendix A.13

Postcard



Side One

Center for Social & Behavioral Research,
University of Northern Iowa, Cedar Falls, IA 50613-0402

The Iowa Department of Natural Resources (DNR) hopes you enjoyed your recent visit to one of Iowa's state parks. This postcard is our way of thanking you for completing the park visitor questionnaire. Your responses are important to us.

If you have not returned your questionnaire, please mail it within the next 5 days. If your questionnaire is missing or damaged, call toll-free 1-877-428-0636 or send an e-mail to Mark.Warren@dnr.state.ia.us, and a new questionnaire will be mailed to you.

Side Two

Address labels were affixed to lower right hand corner. A permit 62 postage insignia was printed on the upper right hand corner of the postcard, but postcards were actually metered and sent first class. Actual size 4 x 6.

Appendix B

Questionnaire Distribution Numbers and Return Rates

Table B
Number of Questionnaires Distributed and Returned Per Park

Park/Recreation Area (Location)	Distributed	Returned		Percent Returned by Location
	<i>n</i>	<i>n</i>	Percent	
Backbone	101	54	3.5	53.5
Beeds Lake	14	8	0.5	57.1
Bellevue	20	9	0.6	45.0
Big Creek	239	97	6.4	40.6
Black Hawk	28	16	1.1	57.1
Bobwhite	9	7	0.5	77.8
Brushy Creek	58	50	3.3	86.2
Clear Lake	102	50	3.3	49.0
Dolliver	31	12	0.8	38.7
Elk Rock	25	14	0.9	56.0
Fairport	47	34	2.2	72.3
Geode	68	28	1.8	41.2
George Wyth	154	64	4.2	41.6
Green Valley	42	26	1.7	61.9
Gull Point Complex	89	41	2.7	46.1
Honey Creek	63	42	2.8	66.7
Lacey-Keosquaqua	93	50	3.3	53.8
Lake Macbride	126	37	2.4	29.4
Lake Manawa	344	119	7.8	34.6
Lake Ahquabi	45	17	1.1	37.8
Lake Anita	41	24	1.6	58.5
Lake of Three Fires	27	12	0.8	44.4
Lake Keomah	34	18	1.2	52.9
Lake Wapello	54	29	1.9	53.7
Lake Darling	55	39	2.6	70.9
Ledges	111	54	3.5	48.6
Lewis & Clark	69	48	3.2	69.6
Maquoketa Caves	72	24	1.6	33.3
McIntosh Woods	28	25	1.6	89.3
Mines of Spain	17	10	0.7	58.8
Nine Eagles	13	5	0.3	38.5
Palisades-Kepler	42	17	1.1	40.5
Pikes Peak	90	64	4.2	71.1
Pilot Knob	29	16	1.1	55.2

Table B (continued)

Park/Recreation Area (Location)	Distributed	Returned		Percent Returned by Location
	<i>n</i>	<i>n</i>	Percent	
Pine Lake	38	25	1.6	65.8
Pleasant Creek	139	69	4.4	49.6
Prairie Rose	31	13	0.9	41.9
Red Haw	50	18	1.2	36.0
Rock Creek	92	50	3.3	54.3
Springbrook	36	22	1.4	61.1
Stone Park	49	23	1.5	46.9
Union Grove	4	0	0.0	00.0
Viking Lake	63	41	2.7	65.1
Volga River	75	39	2.6	52.0
Walnut Woods	18	10	0.7	55.6
Wapsipinicon	69	22	1.4	31.9
Waubonsie	9	5	0.3	55.6
Wildcat Den	21	12	0.8	57.1
Wilson Island	25	15	1.0	60.0
Totals	3,099	1,525†	100.0	N/A

† One questionnaire was returned without legible park identification code.

Appendix C

Item Analysis of Non-Responses

Table C
 “No Data” by Item

Item	Number Missing	% of Sample
Q1	13	0.9
Q2	9	0.6
Q3	48	3.1
Q4	36	2.4
Q5	155	10.2
Q6A	98	6.4
Q6B	90	5.9
Q6C	122	8.0
Q6D	102	6.7
Q7A	203	13.3
Q7B	200	13.1
Q7C	204	13.4
Q7D	204	13.4
Q7E	206	13.5
Q8A1	109	7.1
Q8A2	122	8.0
Q8A3	197	12.7
Q8A4	112	7.3
Q8A5	167	11.0
Q8A6	110	7.2
Q8A7	181	11.9
Q8A8	98	6.4
Q8A9	122	8.0
Q8A10	100	6.6
Q8A11	127	8.3
Q8A12	88	5.8
Q8A13	101	6.6
Q8A14	119	7.8
Q8A15	113	7.4
Q8B1	184	12.1
Q8B2	169	11.1
Q8B3	243	15.9
Q8B4	157	10.3
Q8B5	235	15.4
Q8B6	150	9.8
Q8B7	241	15.8
Q8B8	123	8.1
Q8B9	163	10.7
Q8B10	127	8.3
Q8B11	164	10.8
Q8B12	115	7.5
Q8B13	101	6.6

Item	Number Missing	% of Sample
Q8B14	162	10.6
Q8B15	146	9.6
Q9	61	4.0
Q10A*	45	2.9
Q10B*	59	3.9
Q10C*	62	4.1
Q11	21	1.4
Q14	185	12.1
Q15	230	15.1
Q16	186	12.2
Q17A (series)	239	15.7
Q17B (series)	238	15.6
Q18A(series)	341	22.4
Q18B(series)	495	32.5
Q19A	173	11.3
Q19B*	3	0.1
Q19C*	2	0.1
Q20	435	28.5
Q21	149	9.8
Q22A(series)	275	18.0
Q22B(series)	689	45.2
Q23A(series)	227	14.9
Q23B(series)	623	40.9
Q24A1	276	18.1
Q24A2	319	20.9
Q24A3	315	20.7
Q24A4	309	20.3
Q24A5	335	22.0
Q24A6	309	20.3
Q24A7	342	22.4
Q24A8	275	18.0
Q24A9	277	18.2
Q24A10	308	20.2
Q24A11	322	21.1
Q24A12	309	20.3
Q24A13	291	19.1
Q24A14	320	21.0
Q24A15	335	22.0
Q24A16	333	21.8
Q24A17	310	20.3
Q24A18	315	20.7

Table C (continued)

Item	Number Missing	% of Sample
Q24A19	296	19.4
Q24A20	336	22.0
Q24A21	1444	94.7
Q24B1	620	40.7
Q24B2	649	42.6
Q24B3	643	42.2
Q24B4	636	41.7
Q24B5	658	43.1
Q24B6	638	41.8
Q24B7	662	43.4
Q24B8	623	40.9
Q24B9	614	40.3
Q24B10	638	41.8
Q24B11	651	42.7
Q24B12	644	42.2
Q24B13	629	41.2
Q24B14	642	42.1
Q24B15	654	42.9
Q24B16	655	43.0
Q24B17	638	41.8
Q24B18	641	42.0
Q24B19	618	40.5
Q24B20	650	42.6
Q25A(series)	231	15.1
Q25B(series)	597	39.1
Q26A1	334	21.9

Item	Number Missing	% of Sample
Q26A2	454	29.8
Q26A3	509	33.4
Q26A4	544	35.7
Q26A5	518	34.0
Q26A6	528	34.6
Q26A7	551	36.1
Q26B1	639	41.9
Q26B2	719	47.1
Q26B3	735	48.2
Q26B4	776	50.9
Q26B5	758	49.7
Q26B6	756	49.6
Q26B7	777	51.0
Q27	42	2.8
Q28	35	2.3
Q29	60	3.9
Q30	38	2.5
Q31A(series)	161	10.6
Q31B(series)	386	25.3
Q32A	168	11.0
Q32B	549	36.0
Q33	212	13.9
Q34	38	2.5
Q35	53	3.5
Q36	111	7.3
Q37	62	4.1
Q38	23	1.5

Note. The item label corresponds to the question number on the questionnaire. An “A” following the number represents responses in the individual respondent’s column, and a “B” represents responses at the group-level. The exception to this notation is for the Q8 series where “A” represents ratings of cleanliness and “B” ratings of structural condition. The number after the letter denotes the items position within the series or table. For example, Q24A1 corresponds to the respondent’s level of participation in attending fairs, and Q24B4 corresponds to the level of participation in bicycling for the group as a whole. An “*” after an item denotes that these percentages include only those who *should* have answered the item; that is, those who should have skipped the item as per the questionnaire’s instructions are excluded.

Appendix D

Tables and Figures

Table D1
Ways Learned About Park by Demographic Group (%)

How learned about park	<u>Gender</u>		<u>Age Group</u>				<u>Community Type</u>		<u>Park Use</u>	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Occasional	Frequent
Live nearby	60.5	63.8	61.8	65.3	57.1	62.5	64.9	59.1	54.5	70.5
Friend or relative	35.7	36.9	44.1	33.0	35.2	35.2	36.1	36.5	40.8	31.8
Highway sign	7.1	10.3	13.2	6.7	8.2	6.8	7.3	9.5	9.5	7.7
Road map	6.5	5.1	7.4	5.8	4.6	5.7	5.0	6.4	6.5	5.4
Brochure	6.6	4.8	7.0	5.4	5.7	4.0	6.3	5.4	5.4	6.2
Tourist information packet	5.5	4.5	3.3	5.0	6.0	4.5	5.0	5.1	6.2	3.5
Past experience	5.0	4.5	3.2	4.6	6.9	4.1	4.2	5.5	5.3	4.3
Newspaper	2.8	1.4	1.1	2.3	2.7	1.1	2.5	1.8	2.3	2.1
Internet	1.7	1.1	1.8	1.5	1.4	0.0	1.5	1.5	2.0	0.8
Radio	1.7	0.3	0.7	0.8	1.1	1.1	1.3	0.9	1.4	0.9
Magazine	1.4	0.6	0.7	0.8	1.6	1.1	1.5	0.7	0.9	1.1
Television	1.0	0.8	0.7	0.4	1.6	0.6	1.0	0.9	1.1	0.8
Other	2.4	1.1	2.6	1.0	1.9	2.8	1.5	2.2	2.0	1.6

Note. In addition to the statistically significant differences reported in the report proper, there was a statistically significant difference by age group for learning by highway signs.

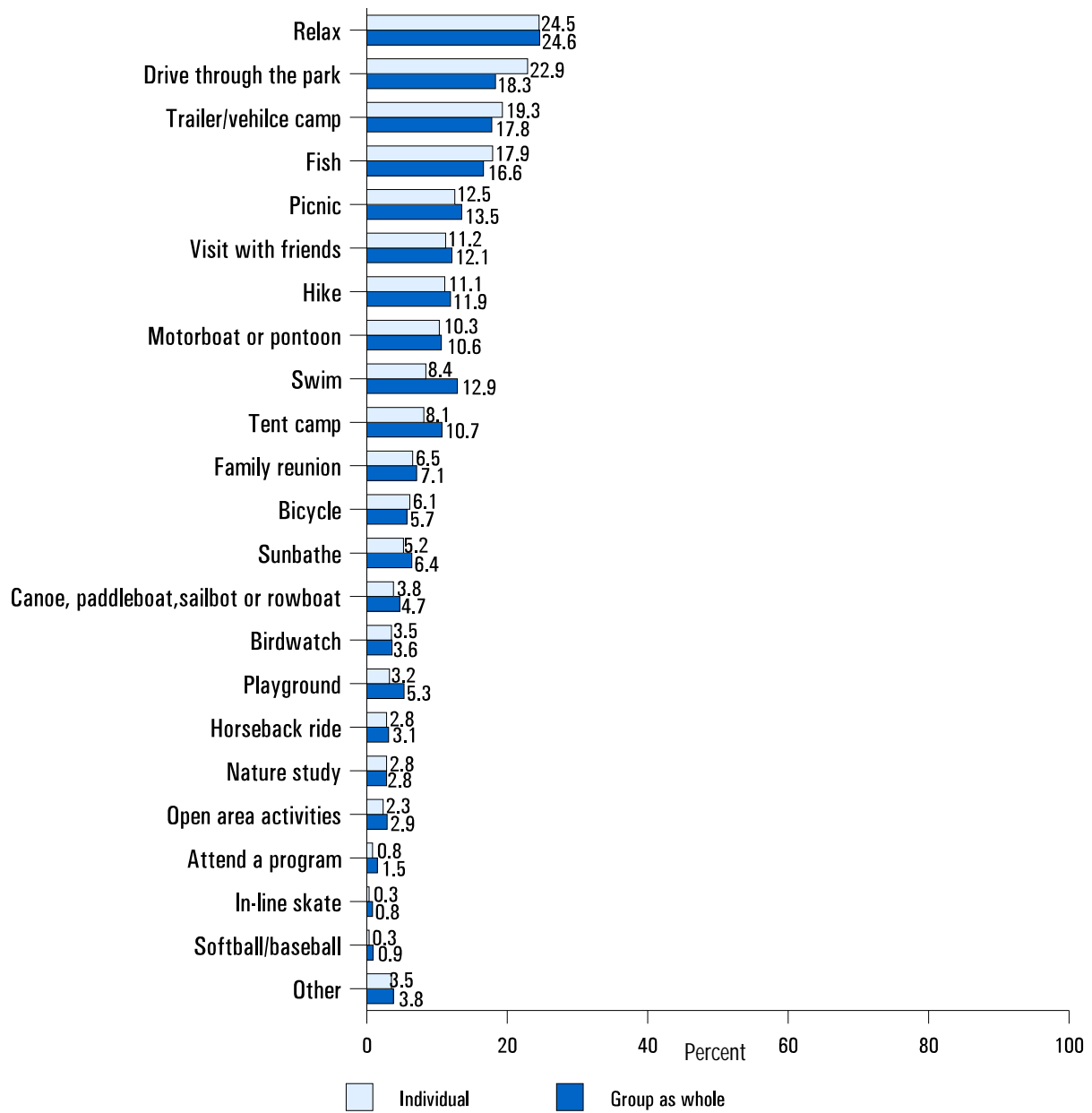


Figure D1. Main reason/activity for the park visit.

Table D2
Main Activity or Reason for Visit by Demographic Group

Main Activities	Gender		Age Group				Community Type		Park Use	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Occ	Freq
Relax	24.2	24.5	18.4	22.3	26.4	31.6	23.6	25.1	23.4	25.5
Drive through the park	23.7	21.4	14.0	17.3	27.0	44.1	23.6	22.6	20.9	25.2
Trailer/vehicle camping	19.4	19.6	11.8	17.5	24.1	27.6	21.7	16.9	16.7	21.9
Fish	26.5	8.5	15.8	17.3	19.9	20.4	17.8	18.1	12.9	23.7
Picnic	10.9	13.8	8.3	11.5	12.5	21.1	13.2	11.8	15.3	9.2
Visit with friends	11.4	10.8	8.3	9.3	13.2	18.4	11.5	10.8	11.2	11.4
Hike	11.3	11.0	11.0	10.8	11.9	11.2	8.9	12.6	10.0	12.3
Motorboat or pontoon	13.8	6.8	8.8	12.2	11.6	6.6	9.8	10.6	8.3	12.7
Swim	8.8	8.1	14.9	9.7	5.5	1.3	6.0	10.8	7.0	10.0
Tent camping	7.1	9.2	14.9	9.5	4.2	1.3	8.2	8.0	9.3	6.9
Family reunion	5.8	6.8	2.2	4.6	7.4	16.4	6.8	6.0	8.1	4.7
Bicycle	7.0	5.2	5.3	7.1	6.1	4.6	4.5	7.5	4.5	8.0
Sunbathe	4.5	5.9	8.8	6.2	3.2	0.7	2.9	7.5	4.9	5.4
Canoe, paddleboat, sailboat, rowboat*	5.0	2.7	3.9	4.2	3.2	3.3	2.6	5.0	3.0	4.7
Birdwatch*	4.1	2.9	0.9	2.9	4.2	7.2	3.1	3.9	2.4	4.9
Playground*	3.0	3.6	5.3	2.7	3.2	2.0	1.5	4.6	3.0	3.4
Horseback ride*	2.2	3.4	0.4	3.1	4.8	1.3	5.3	0.3	2.1	3.6
Nature study*	3.2	2.3	1.8	1.5	3.2	6.6	2.9	2.4	1.9	3.8
Open area activities*	2.7	1.8	3.9	2.0	1.3	2.6	1.5	3.1	2.1	2.5
Attend a program*	1.0	0.7	0.9	0.9	0.3	2.0	0.9	0.9	0.3	1.4
In-line skate*	0.0	0.5	0.0	0.7	0.0	0.0	0.2	0.3	0.2	0.4
Softball or baseball*	0.5	0.2	0.4	0.2	0.0	0.7	0.0	0.7	0.2	0.5
Other	3.2	3.8	3.1	3.1	4.8	2.6	3.1	3.8	4.1	2.7

Note. ** denotes that due to the small number of respondents reporting that the activity was a main reason for attending the park findings regarding subgroup differences may be unreliable.

In addition to the differences reported in the main body of the report, statistically significant subgroup differences were observed for:

- **attend a program** by park use
- **bicycling** by community type by park use
- **birdwatching** by age group and by park use
- **camping (tent)** by age group
- **canoe, paddleboat, sailboat, or rowboat** by community type and by gender
- **family reunion** by age group and by park use

- **hike** by community type
- **horseback ride** by age group and by community type
- **motorboat/pontoon** by gender and by park use
- **nature study** by age group and by park use
- **playground** by community type
- **sunbathe** by age group and by community type
- **swim** by age group and by community type
- **visit with friend** by age group

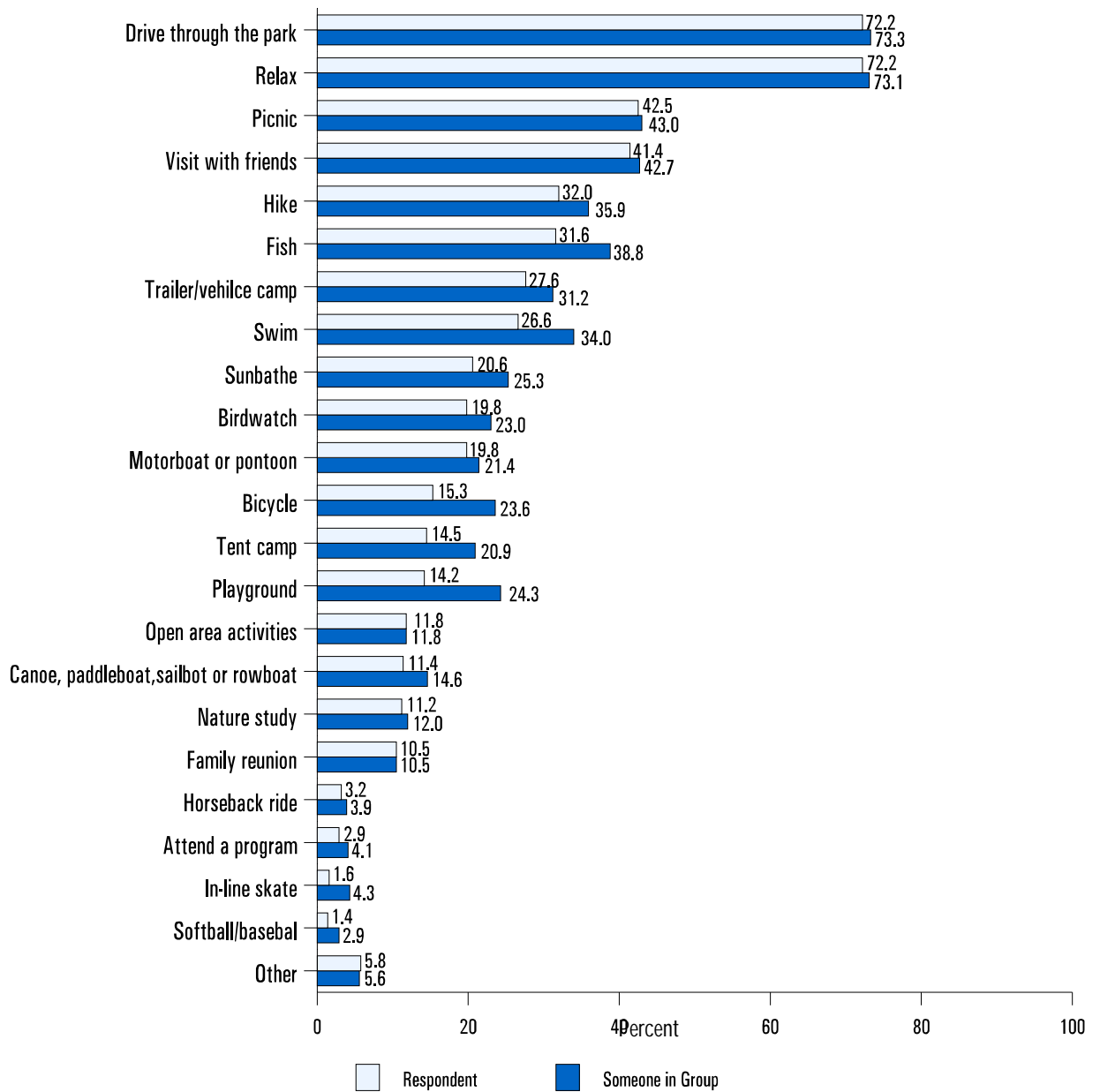


Figure D2. Activities participated in while at the park.

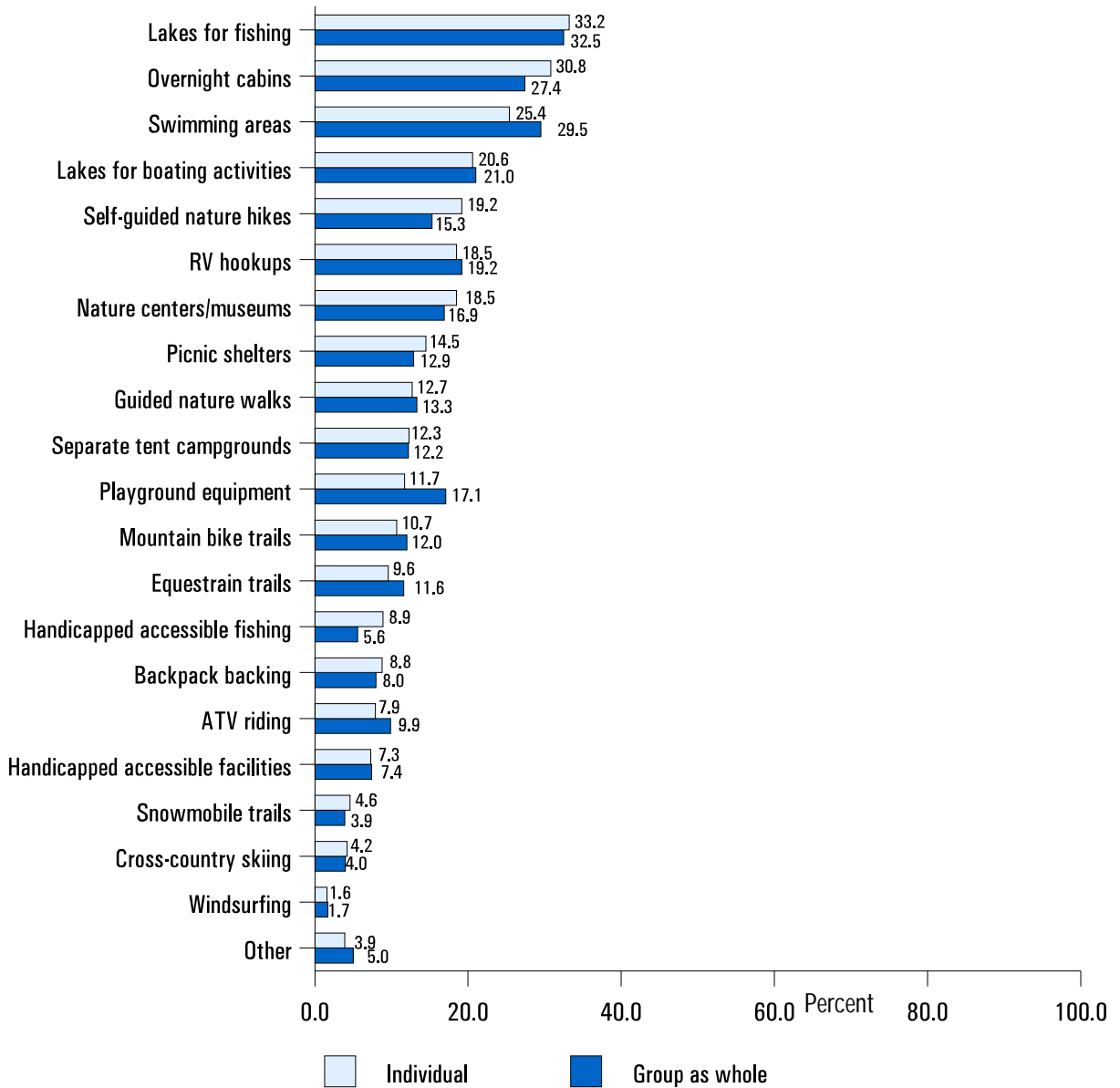


Figure D3. Recreational opportunities or facilities would most like to see added or increased in Iowa's state parks. Respondents could select up to 3 opportunities or facilities, thus the sum of the percentages exceeds 100.

Table D3
Interest in Alternative Camping Options

	Cabins with modern facilities	Canoe or shoreline campground	Guest lodge	Hike-in campground	Primitive cabins	Ride-in campground	Tepees
Gender							
Male	69.6	65.8	48.2	41.5	40.8	34.7	24.8
Female	73.4	63.5	54.5	38.4	40.7	44.4	29.6
Age Group							
18-34	75.5	75.1	54.5	59.9	55.2	54.8	41.9
35-49	78.9	75.2	58.7	41.0	45.7	45.3	31.0
50-64	64.2	53.2	43.8	28.7	30.1	26.8	14.9
65 or older	55.2	28.3	33.3	21.9	15.6	12.2	6.8
Community Type							
Rural	67.7	60.7	46.7	35.8	36.0	38.7	22.9
Urban	74.6	68.5	55.1	44.0	45.1	39.5	31.1
Park Use							
Occasionally	71.8	61.9	50.7	38.7	38.5	36.4	24.1
Frequently	70.9	67.7	51.6	41.6	43.5	42.5	30.8

Note. This table shows the percentages of respondents within the subgroup that expressed interest in the camping option. These percentages are based on a numerator of the number of respondents who checked *yes* and a denominator of the number of respondents who checked *yes* plus the number of respondents who checked *no* (i.e., % = *yes* / [*yes* + *no*]).

Table D4
Interest in Alternative Camping Options
(% of **Total Sample** Interested)

Camping Option	Respondent	Group as Whole
Cabins with modern facilities	55.6	43.5
Canoe or shoreline campground	45.4	35.0
Guest lodge	34.0	28.6
Hike-in campground	25.8	21.4
Primitive cabins	26.9	21.0
Ride-in (horses or bikes) campground	25.6	22.5
Tepees	17.3	15.3

Note. The percentages in the column "Respondent" are based on a numerator of the number of respondents who checked *yes* and a denominator 1,525). The percentages in the column "Group as a Whole" are based on a numerator of the number of respondents who checked *yes* the group as a whole was interested in the camping option and a denominator of 1,525). These percentages differ from those presented in Table 18 because Table 18 is based on a denominator of only those who checked *yes* plus those who checked *no*.