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Wisconsin Recreation Survey – 1986



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ABSTRACT

The 1986 Wisconsin Recreation Survey was conducted to determine the characteristics, attitudes, and preferences of those Wisconsin residents who used our state parks in 1986 and those who did not. In August 1986 a survey was mailed to 1,373 randomly selected Wisconsin residents between the ages of 16 and 87. The response rate was 76%; 65% of the respondents were nonusers of state parks, while 35% were park users. Nonusers were generally older than users, had less time available for leisure or recreation, and were less interested in most recreational activities. Even so, nonusers shared many outdoor recreational interests with users, such as fishing, hunting, and camping, yet they were less likely to engage in these activities. Lack of time, lack of interest, and lack of information were the primary barriers to the use of state parks. Childhood experience was also a significant factor in influencing adult recreation choices. This study concludes that information dissemination is the most effective method for encouraging nonusers to regularly use state parks and for socializing children toward outdoor recreational experiences.

KEY WORDS: User, nonuser, outdoor recreation, socialization, respondents, nonrespondents, random sample, leisure pursuits, state parks, park utilization, camping, park fees, potential users, surveys.

WISCONSIN RECREATION SURVEY – 1986

by Linda J. Penaloza

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INTRODUCTION

Recreation has been defined as a "refreshment of people's minds and bodies through non-compulsory free-time activities, usually in contrast to or as a diversion from day-to-day routines. Recreational activities may be pursued for many purposes, including physical and mental fulfillment, personal recognition, stimulation, learning, and socializing" (U.S. Heritage Conserv. and Recreat. Serv. 1978:20). To date, most recreation research has been designed to describe differences between user types or to measure motivations for outdoor leisure pursuits.

Recreation research has been conducted in Wisconsin on state and private park use and user characteristics (Cohee 1972; Cooper and Cangelosi 1985; Wis. Dep. Nat. Resour. 1985, 1985a, 1985b, 1986, 1986a, 1986b, 1986c, 1987; Rose et al. 1986). These studies have shown the frequency of use within the park system and the types of use, such as picnicking, canoeing, camping, hiking, fishing, and snowmobiling. Studies outside Wisconsin have shown user preferences for management objectives; user density, characteristics, and attitudes; and motivations for leisure pursuits. Michigan's Department of Natural Resources conducted a study of campers and day users in their state parks and forests in 1985 (Fridgen et al. 1986). This study showed that state parks were largely used by families, that there was little diversity in ethnic or age groups using the parks, and that most people rated safe, clean, facilities with friendly management as the most important feature of a vacation spot.

Few studies have examined the attitudes, preferences, and characteristics of nonusers of parks (Mueller and Gurin 1962, Hendee et al. 1968, Cicchetti 1972). Still fewer studies have compared users to nonusers with regard to their motivations, values, and perceptions of wilderness recreation (King 1968, Romsa and Hoffman 1980). Not all Wisconsin residents regularly use our state parks, but without a good comparison of users to nonusers, it is difficult to define what influences some people to visit state parks and others not.

FACTORS IN RECREATION CHOICES

Several studies have shown that a family's stage in the family life cycle is an important influence on the leisure choices of individuals within that family (Mueller and Gurin 1962, Burch and Wenger 1967). Childhood experience with recreational activities also appears to be a major contributing factor to adult leisure choices (Burch and Wenger 1967, Cicchetti 1972). Urban or rural residence has variously been shown to be very important (Hauser 1962, Schnore 1966, Kennedy 1973) or insignificant (Hendee 1969, Kelly 1978) to leisure choices. Additional variables that appear to be important, either alone or in combination with each other, are social status, income, residence, age, and gender. Although these factors frequently are listed as influential, neither the intensity nor the direction of their influence is clear.

Findings of the Outdoor Recreation Resources Review Commission (ORRRC) (Mueller and Gurin 1962), indicated that activities involving the least amount of physical exertion had the greatest participation. Those activities with barriers to participation (such as high cost or limited facilities) had the least participation. Motivations for activities varied. The desire to be outdoors and to view scenery was the major motivation for visiting parks, while the need for a change of pace and the desire to be outdoors were the major motivations for camping. The most frequently cited reason for selecting a vacation place, however, was proximity to friends and relatives (U.S. Dep. Inter. 1979).

BARRIERS TO PARTICIPATION

Barriers to participation have rarely been studied. Romsa and Hoffman (1980) found that park users stressed lack of time, money, and access to facilities as the most important barriers to participation in wilderness recreation,

while nonusers identified lack of interest as their main barrier. Godbey (1985) discovered that lack of awareness of what resources were available was cited most frequently as a barrier to participation. He pointed out that by promoting the availability of resources, park managers can more easily and cost-effectively increase use of state parks than by alteration of park services. In *The Third Nationwide Outdoor Recreation Plan* (U.S. Dep. Inter. 1979), lack of transportation was identified as a major barrier to use of outdoor recreation areas. Moreover, since Americans prefer the use of personal cars over public transportation, the availability of public transportation to recreation areas does not appear to significantly reduce the transportation barrier. Other barriers to use are high costs, limited service and access, low comfort and quality, inadequate security, reduced service on weekends, and lack of facilities.

If these factors accurately reflect why people do not use an outdoor recreation setting, they have strong implications for management. More research should focus on perceptions and related use of recreational opportunities, especially among the less active members of the recreating population.

In this study I surveyed a sample of Wisconsin state park users and nonusers in order to differentiate the characteristics of these two groups. This study was designed to examine the attitudes, preferences, and motivations of state park users and nonusers to determine the factors that significantly influenced their recreational behavior. I also investigated the reasons for non-participation and addressed factors that park managers can use to make parks more appealing to nonusers.

METHODS

SURVEY QUESTIONNAIRE

Based on a review of park-use literature (Penaloza 1987), I designed a survey to measure attitudinal and behavioral differences between those who used state parks for outdoor recreation and those who did not. The survey was pretested in April 1986; results were used to modify the survey design. The final survey questionnaire consisted of four sections: recreational interests, summer vacation activities, use of Wisconsin state parks, and background information on the respondents (Append. A).

SAMPLE POPULATION AND MAILING PROCEDURE

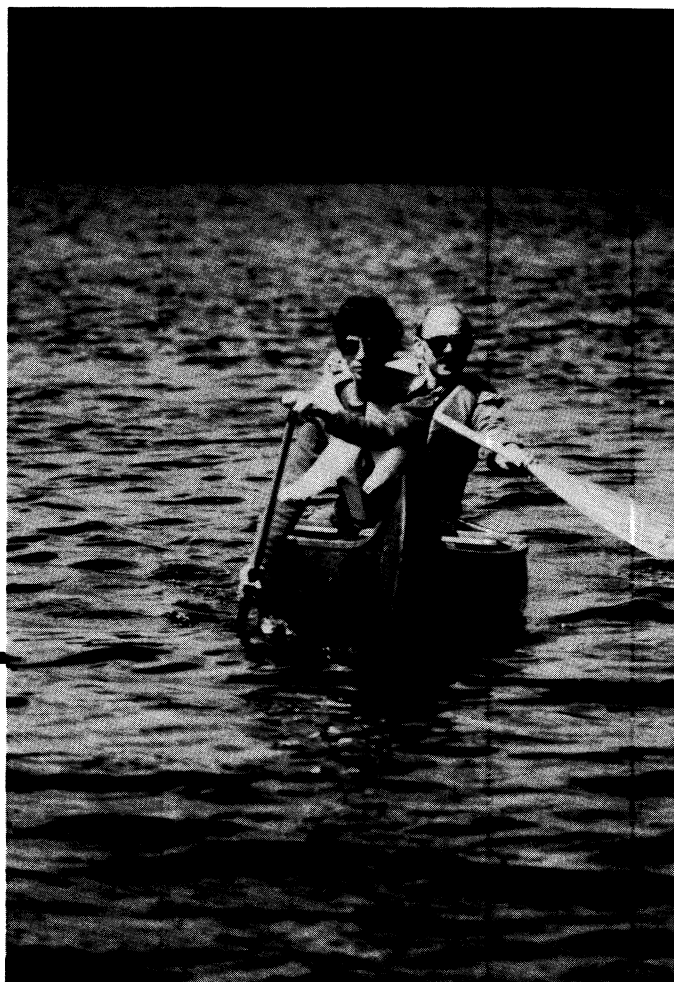
Names of Wisconsin residents were drawn from the 1986 Wisconsin drivers license record. In 1986, a total of 3,265,322 persons aged 16-101, or 68% of state residents, held valid Wisconsin driver's licenses. Of these, 51.9% were male. Forty-six percent of license holders were aged 40 and older, with the average age being 41. These license hold-

ers formed the pool from which a random sample of 1,373 Wisconsin state residents was drawn on 4 March 1986. These individuals ranged from 16-87 years of age.

The Total Design Method was followed for mailing the survey (Dillman 1978). This method produces high response rates in mailed studies. On 18 August 1986, 11 days before the mailing of the survey questionnaire, an advance letter was sent to everyone in the sample (Append. B). This letter explained the survey, the importance of responding, and the timetable for the survey (Append. C).

On 29 August 1986 the surveys, with cover letters and assurance of confidentiality, were mailed to those in the

sample, to arrive at their homes immediately after Labor Day (1 September). On 8 September a follow-up postcard was mailed, reminding them to return the survey. Many of those contacted returned the questionnaire, but by 23 September the returns had slowed significantly. A second mailing of the survey was then sent to all nonrespondents, with a cover letter informing them that most individuals had returned the survey and asking them to complete it immediately. Examples of all letters can be found in Appendix B. Ninety surveys could not be delivered, and 10 were refused, resulting in a final sample size of 1,273. By 3 November, a total of 972 surveys had been returned, resulting in a response rate of 76%.



RESULTS



USERS AND NONUSERS

Analysis of the survey responses showed that 35% of the respondents (users) had used Wisconsin state parks in the summer of 1986, defined as the period between 26 May and 1 September 1986; 65% of the respondents (nonusers) had not used Wisconsin state parks during that time. If the nonrespondents are considered more likely to be nonusers than users, about 881,000 Wisconsin residents (27%) aged 16 or older and with valid driver's licenses used the state parks in 1986. About 2,384,000 Wisconsin residents (73%) did not use state parks in 1986, and some responses did not permit classification in either the user or nonuser category. Not all questions in the survey were answered by all respondents. Therefore, the number of responses for each question vary slightly throughout this report.

ANALYSIS OF SURVEY RESPONSES

Recreational Interests

Question 1. How important is leisure time to you?

Leisure time was very important to 67% of the respondents and somewhat or very important to 96% of them. Leisure time had the same degree of importance to both users and nonusers.

Question 2. About how many hours per week do you have available for leisure time?

Forty-five percent of all respondents had 10 or fewer hours per week available for leisure. Six percent had more than 40 hours, and 2% had no time at all. About half of the respondents had

6-20 hours available for leisure per week. Nonusers had significantly fewer hours for leisure than users.

Question 3. On your present job, are you entitled to a vacation with pay of a week or more?

Nearly one half (49%) of all respondents either had no paid vacation or were unemployed. Of the remaining 51% who had paid vacation, 9% had one week, 16% had two weeks, 14% had three weeks, and 13% had four or more weeks. Users had more paid vacation than nonusers. More nonusers than users, however, had four or more weeks of vacation.

Question 4. Do you feel that you have just about the right amount of time for leisure activities, or too little, or too much?

Just over one half (51%) of all respondents felt they had the right amount of leisure time, 45% felt they had too little, and 4% had too much. Users and nonusers felt the same about the amount of leisure time they had.

Question 5. How important is outdoor recreation to you?

Ninety-one percent of all respondents felt that recreation was somewhat or very important. More users than nonusers considered outdoor recreation to be very important, and twice as many nonusers as users rated outdoor recreation somewhat or very unimportant (11% compared with 5%).

Question 6. How convenient is it for you to engage in outdoor recreation you enjoy?

Seventy-five percent of all respondents felt that it was somewhat or very convenient to engage in outdoor recreation. However, more users than nonusers found outdoor recreation convenient (84% compared with 71%).

Question 7. Are there adequate areas for you to engage in the types of outdoor recreation activities you enjoy near where you live?

Seventy-nine percent of all respondents felt that the facilities near where they lived were somewhat or very adequate for engaging in outdoor recreation. Again, more users (83%) than nonusers (77%) felt this way. More nonusers reported that they did not engage in outdoor recreation.

Question 8. Do you have a hunting or fishing license?

Sixty-two percent of all users and 50% of all nonusers had fishing or hunting licenses (Table 1). Seventy percent of all respondents without licenses were nonusers. Forty-seven percent of all users and 34% of all nonusers had fishing licenses. Both nonusers and users had more fishing licenses than any other type of license, indicating that fishing is popular with both groups. Trapping was least popular with both groups, with only 1% of all respondents having trapping licenses.

Question 9. Do you read outdoor or travel magazines? If so, which one(s)?

Forty-two percent of all respondents reported that they read outdoor or travel magazines. More users (51%) than nonusers (39%) read these magazines, which I divided into five categories: outdoor and wildlife, tour and travel, hunting-fishing-sports, miscellaneous, and out-of-state (Table 2). The most popular magazines were *Outdoor Life*, *Field and Stream*, *Wisconsin Sportsman*, *Sports Afield*, *National Geographic* and *Wisconsin Natural Resources*.

TABLE 1. Types of licenses for outdoor recreation held by respondents in 1986.*

Type of License	Respondents					
	All		Users		Nonusers	
	No.	%	No.	%	No.	%
No licenses	440	46	127	38	303	50
Sports	120	12	46	14	73	12
Deer	171	18	67	20	100	16
Small game	112	12	42	13	69	11
Waterfowl stamp	46	5	21	6	25	4
Fishing	370	38	156	47	208	34
Trout	95	10	48	14	47	8
Trapping	13	1	4	1	9	1
Archery	83	9	42	13	41	7

*Answers to survey questionnaire, section I, question 8. Some respondents had several licenses; also, several respondents could not be classified as users or nonusers. Therefore, totals for users plus nonusers may not equal the totals for all respondents.

TABLE 2. Magazines about outdoor recreation read by respondents in 1986.*

Magazine	No. Reading	Magazine	No. Reading
Outdoor and wildlife		<i>Hunting</i>	6
<i>Outdoor Life</i>	127	<i>Snowmobile</i>	6
<i>Wisconsin Natural Resources</i>	33	<i>American Rifleman</i>	5
<i>National Wildlife</i>	10	<i>Badger Sportsman</i>	5
<i>Wisconsin Outdoors</i>	10	<i>Hunter</i>	5
<i>Audubon</i>	8	<i>Outdoor Sports</i>	5
<i>Outside</i>	6	<i>Ski</i>	5
<i>International Wildlife</i>	4	<i>Bass Master</i>	4
<i>Outdoor Magazine</i>	3	<i>Bicycling</i>	4
<i>Outdoors</i>	3	<i>Fishing</i>	4
<i>Outdoor News</i>	2	<i>Golf Digest</i>	4
<i>Wilderness Society</i>	2	<i>Archery</i>	3
<i>Wildlife</i>	2	<i>Archery World</i>	3
<i>Wisconsin Conservationist</i>	2	<i>Backpacker</i>	3
Tour and travel		<i>Cross County Skier</i>	3
<i>National Geographic</i>	35	<i>Golf</i>	3
<i>AAA Travel</i>	16	<i>North American Whitetail</i>	3
<i>Travel</i>	14	<i>Skiing</i>	3
<i>Travel-Holiday</i>	11	<i>Sport and Recreation</i>	3
<i>Travel and Leisure</i>	11	<i>Arms and Ammo</i>	2
<i>Trailer Life</i>	10	<i>Fish and Wildlife</i>	2
Travel section of the newspaper	10	<i>Fishing World</i>	2
<i>Wisconsin Trails</i>	10	<i>Fly Fisherman</i>	2
Any tour or travel	6	<i>Gun Dog</i>	2
<i>Home and Away</i>	6	<i>Hunting and Fishing</i>	2
<i>Adventure Road</i>	5	<i>NRA magazines</i>	2
<i>Tours and Resorts</i>	4	<i>Runner</i>	2
<i>Motor Home</i>	3	<i>Runner's World</i>	2
<i>Traveler</i>	3	<i>Snow Week</i>	2
<i>Amoco Travel Guide</i>	2	<i>Sport News</i>	2
<i>European Travel</i>	2	<i>Sportsman</i>	2
<i>Islands</i>	2	<i>Tennis Magazine</i>	2
<i>RV magazines</i>	2	<i>Voice of the Trapper</i>	2
<i>Travel Life</i>	2	Miscellaneous	
<i>Travel Trailer</i>	2	"Whatever I can get"	7
<i>Travel Weekly</i>	2	<i>Wisconsin Magazine</i>	4
Hunting-fishing-sports		<i>AARP</i>	2
<i>Field and Stream</i>	87	<i>Discovery Magazine</i>	2
<i>Wisconsin Sportsman</i>	50	<i>Farm and Ranch Living</i>	2
<i>Sports Afield</i>	41	<i>Good Sams</i>	2
<i>Fins and Feathers</i>	26	<i>Mature Outlook</i>	2
<i>American Hunter</i>	17	"Outdoor Wisconsin" on TV	2
<i>In Fisherman</i>	17	Out-of-state	
<i>Deer and Deer Hunting</i>	13	<i>Iowa Conservationist</i>	9
<i>Fishing Facts</i>	12	<i>Arizona Highways</i>	6
<i>Fur, Fish and Game</i>	9	<i>Minnesota Sportsman</i>	4
<i>Sports Illustrated</i>	9	<i>Alaska Magazine</i>	3
<i>Bowhunter</i>	7	<i>Minnesota DNR "Volunteer"</i>	2
<i>Ducks Unlimited</i>	7	<i>Minnesota Out of Doors</i>	2

*Answers to survey questionnaire, section I, question 9.

Question 10. Do you feel you have enough money to engage in the recreation activities you enjoy?

Fifty-three percent of all respondents felt they had enough money to engage in the activities they enjoyed; 40% felt they did not. The remaining 7% indicated that their activities cost nothing. More users (57%) than nonusers (51%) felt they had enough money for recreational activities.

Question 11. In the following list of recreation possibilities, put an 'x' by the ones which you engaged in as a child (12 years old or younger) and an 'x' next to the ones you engaged in in the last 12 months.

The activities that respondents had most frequently engaged in as children were visiting friends or relatives, playing outdoor games or sports, swimming, attending fairs/carnivals, and fishing (Table 3). The activities that respondents had most frequently participated in during the 12 months preceding the survey were visiting friends or relatives, dining out, watching television, reading, and driving for pleasure (Table 4).

As children, more users than nonusers participated in every listed activity; as adults, users participated in every listed activity, except watching television, in the 12 months preceding the survey. Respondents suggested other activities not listed in the questionnaire that they enjoyed during the 12 months preceding the survey. The two most popular of these activities were travel and golf (Table 5).

The activities that respondents had experienced more frequently during the 12 months preceding the survey than during childhood included driving; motorcycling; walking; canoeing; sailing; boating; playing indoor games or sports; taking nature walks; watching birds; sightseeing; attending outdoor sports events and concerts; gardening; reading; watching television; attending indoor concerts, dances, plays, and theater; dining out; dancing; visiting friends or relatives; enjoying crafts and hobbies; photography; and cross-country skiing.

The activities that respondents had enjoyed more frequently as children than as adults included playing outdoor games; swimming; picnicking; attending movies, fairs, and carnivals; fishing; sledding and tobogganing; visiting museums, zoos, and aquariums; ice skating; picking berries, fruits, and nuts; camping; horseback riding; hiking; hunting; bike touring; water skiing; downhill skiing; backpacking; and mountain or rock climbing.

For 24 of the 45 activities listed in the questionnaire, participation in that activity as a child was significantly correlated with participation in that activ-

ity as an adult during the 12 months preceding the survey. For 40 of the 45 listed activities, not having engaged in an activity as a child was significantly correlated with not having engaged in that activity as an adult during the 12 months preceding the survey. This correlation between childhood experience and adult activity choices was especially clear for the following activities: camping; hunting; horseback riding; boating; swimming; sightseeing; reading; attending carnivals; participating in hobbies and crafts; playing indoor games; hiking; taking nature walks; picnicking; walking for exercise or pleasure; attending sports events; watching television; going to museums or zoos; visiting friends or relatives; and picking berries, fruits, or nuts.

Question 12. Of the activities listed in question 11, put the letter of the one you like best.

The overall favorite activity among all the respondents was fishing, followed by hunting, then camping. Television and dining out were rated highly as well. Among users, fishing and camping were the definite favorites, followed by watching television. Among nonusers, fishing and hunting were the top two favorite activities, while watching television ranked third, followed closely by dining out.

While fishing was rated highly by both users and nonusers as a favorite activity, only 51% of all respondents had fished during the 12 months preceding the survey. During this time, only 29% of all respondents hunted, and only 30% camped (Table 4). Thus favorite activities were not always the most frequently practiced activities.

Question 13. Do you engage in the favorite recreation activities you listed in question 12 as often as you would like? If no, why not?

Thirty-six percent of all respondents indicated that they engaged in their favorite activities as often as they liked. The respondents that did not do this indicated that they did not have enough time, lacked money, were hampered by weather, had job or family responsibilities, were too far from the activities, had age or physical limitations, or lacked companionship (Table 6).

Question 14a. Of the activities listed in question 11, put the letter of the ones which you would do more often, but do not have enough time.

The activities that respondents would do more often if they had adequate time included fishing, camping, and hunting. Users would camp and fish more often, and nonusers would fish, camp, and hunt more often.

Question 14b. Put the letter of the ones which you would do more often but do not have enough money.

The activities that respondents would do more often if they had adequate money were dining out and sightseeing. Users would dine out and ski more often, and nonusers would dine out and sightsee more often, if they had more money.

Question 15. Do you or anyone in your family have any physical limitations or handicaps which restrict your recreational choices? If yes, are you aware of the special handicapped facilities at Wisconsin state parks?

Thirteen percent of the respondents indicated that they or someone in their family had a physical handicap. Of

these, only 60% knew of the special facilities for the handicapped at Wisconsin state parks. More nonusers (14%) than users (10%) were handicapped or had a handicapped family member; more users (68%) than nonusers (57%) were aware of the facilities for the handicapped at the parks.

Summer Vacation Activities

Question 1. Did you (and/or your family) take a vacation away from home during the summer of 1986? Did you vacation within Wisconsin or elsewhere?

Sixty-eight percent of all respondents vacationed away from

TABLE 3. Respondents (%) who as children had engaged in recreational activities listed in the survey questionnaire.*

Activity	Respondents (%)		
	All	Users	Nonusers
Visiting friends or relatives	79	88	75
Playing outdoor games, sports	72	79	69
Swimming	70	78	66
Attending fairs, carnivals	70	75	67
Fishing	69	73	68
Picnicking	67	77	62
Attending movies	67	73	64
Reading	62	71	58
Sledding, tobogganing	63	69	61
Watching TV	59	68	54
Visiting museums, zoos, aquariums	55	68	49
Playing indoor games	57	64	54
Ice skating	56	64	52
Attending outdoor sports	48	55	44
Picking berries, fruits, nuts	49	53	48
Sightseeing	44	53	40
Camping	43	47	41
Horseback riding	40	47	37
Walking for pleasure	38	46	34
Engaging in crafts, hobbies	37	45	34
Nature walks	35	45	31
Dining out	34	43	30
Hiking	31	41	26
Other boating	32	39	28
Gardening	36	38	25
Attending dances, plays, theater	27	34	22
Hunting	31	32	31
Driving for pleasure	30	31	30
Attending indoor concerts	19	28	15
Bike touring	20	27	17
Dancing	20	26	17
Water skiing	18	24	15
Attending outdoor concerts	18	24	15
Snowmobiling	18	23	16
Running, jogging	16	20	14
Canoeing, kayaking, river running	14	18	12
Downhill skiing	13	17	11
Bird watching	11	15	9
Backpacking	10	14	7
Photography	19	13	7
Mountain or rock climbing	8	12	7
Sailing	6	10	4
Motorcycling	8	9	8
Cross-country skiing	7	9	6
Snowshoeing	5	7	4
Other	3	4	3

*Answers to survey questionnaire, section I, question 11.

home (75% in Wisconsin, 50% outside Wisconsin). Because some respondents took more than one trip, these percentages total more than 100%. Thus, about 1,655,000 Wisconsin residents aged 16 and older with driver's licenses vacationed in Wisconsin in the summer of 1986. Users took more summer vacations than nonusers (79% compared with 62%).

Question 2a. If you vacationed in Wisconsin during the summer of 1986, how many separate trips did you take?

Of those respondents who vacationed in Wisconsin, most took 2 or more trips (56%), and the rest took one trip (31%).

Question 2b. About how much money did your party spend on your vacation in Wisconsin this summer?

Those who vacationed in Wisconsin spent an average of \$91 on transportation (responses ranged up to \$1,000), \$146 on lodging (up to \$5,000), \$139 on food (up to \$3,000), and \$125 on other expenses (up to \$1,500). The average expenditure for families was \$501. The total expenditure for all respondents was about \$250,000.

Question 2d. About how many miles from home did you travel?

Question 2e. How many days were you away from home?

Respondents who vacationed in Wisconsin covered an average of 179

miles per trip and stayed an average of 4.4 days per trip away from home.

Question 2f. What was your main means of travel?

Trips were largely taken by automobile (93%), followed by other modes of transportation (6%).

Question 2g. How many people traveled with you?

Question 2h. What were the relations of these people to you?

An average of 2.79 people (85% family and 13% friends) traveled with each respondent.

TABLE 4. Respondents (%) who had engaged in the recreational activities listed in the survey questionnaire during the 12 months preceding the survey.*

Activity	Respondents (%)		
	All	Users	Nonusers
Visiting friends or relatives	91	95	89
Dining out	89	92	89
Watching television	91	89	93
Reading	76	80	74
Picnicking	62	77	55
Walking for pleasure	65	76	59
Driving for pleasure	69	75	67
Playing indoor games	67	74	64
Sightseeing	64	74	59
Attending fairs, carnivals	64	74	59
Attending outdoor sports	60	72	54
Swimming	54	70	46
Visiting museums, zoos, aquariums	54	69	46
Playing outdoor games	52	65	45
Attending movies	49	64	41
Gardening	59	61	58
Engaging in crafts, hobbies	51	61	46
Fishing	51	59	47
Nature walks	41	58	33
Dancing	45	57	39
Camping	36	55	27
Attending dances, plays, theater	44	53	39
Other boating	40	48	36
Picking berries, fruits, nuts	41	47	38
Attending outdoor concerts	33	47	25
Attending indoor concerts	34	43	29
Photography	32	39	28
Hiking	23	36	17
Hunting	29	32	28
Canoeing, kayaking, river running	21	32	15
Cross-country skiing	18	28	13
Running, jogging	19	27	14
Bird watching	22	24	20
Sledding, tobogganing	15	24	10
Motorcycling	16	23	13
Water skiing	15	22	12
Snowmobiling	18	19	17
Bike touring	12	19	9
Ice skating	12	18	8
Downhill skiing	9	16	6
Horseback riding	8	13	6
Sailing	7	11	5
Mountain or rock climbing	5	10	3
Other	10	9	12
Backpacking	5	8	3
Snowshoeing	5	6	4

*Answers to survey questionnaire, section I, question 11.

TABLE 5. Other activities not listed in the questionnaire that respondents engaged in during the 12 months preceding the survey.*

Activity	No. Reporting
Traveling	18
Golf	15
Bike riding (not touring)	7
Car races	6
Flying aircraft	5
Target shooting, trap and skeet	5
Tennis	5
Rollerskating	4
Scuba diving	4
Shopping	4
Trapping	4
Sex	3
Shopping for antiques	3
Archery	2
ATV riding	2
Going to flea markets and auctions	2
Horseshoes	2
Ice fishing	2
Rock hunting	2
Sunbathing	2
Three-wheeling	2
Ultralight flying	2
Walking	2
Writing	2

*Answers to survey questionnaire, section I, question 11.

TABLE 6. Reasons given by respondents for not engaging in favorite recreational activities in 1986.*

Reason for Not Doing Favorite Activity	Respondents	
	No. Reporting	(%)
Busy/time	490	82
Money	171	28
Work/job responsibilities	102	17
Miscellaneous	52	9
Family responsibilities	42	7
Distance	38	6
Age and physical	36	6
Other responsibilities	30	5
Facilities	30	5
Weather	27	4
Alone	20	3
Seasonal	15	2
Access	11	2

*Answers to survey questionnaire, section I, question 13.

Question 3. Circle the number next to the places you stayed in or visited in Wisconsin.

Respondents most frequently stayed in hotels or inns (Table 7). More users than nonusers stayed in state parks; more nonusers than users stayed in hotels. Few respondents stayed in U.S. Forest Service campgrounds, National Park Service campgrounds, or wilderness areas.

Question 4. If you stayed at a private campground, instead of a state park or state forest, what were your reasons for choosing a private campground over a state park or forest?

Availability of showers and flush toilets were the most common reasons for staying at a private campground instead of a state park (Table 8). These facilities were more important to nonusers than users. More users than nonusers were concerned about crowding. Under the "other" category, swimming pools, vacancies, and family preference were mentioned frequently as reasons for choosing a private campground.

Question 5a. Did you go on any recreation outings in May? June? July? August?

In this survey, a recreation outing was defined as "an outdoor occasion AWAY FROM HOME occupying the better part of a day, such as a picnic, a day at a lake, etc." Overall, users averaged 4.5 recreation outings each month during the summer, while nonusers averaged only 3.2 (Table 9).

Question 5b. If you did not engage in any recreation outings this summer, what were your reasons?

For those who did not engage in outside recreation, the most common reasons were insufficient time, money, and interest. Illness was also mentioned as a reason, along with pregnancy or childbirth, work conflicts, and age (Table 10).

Three times more nonusers than users listed insufficient time as a reason for not engaging in recreational outings in summer 1986. Twice as many nonusers as users listed lack of interest; five times more nonusers than users listed lack of money; and four times more nonusers than users listed illness.

Use of Wisconsin State Parks

Question 1. How many times in the last 12 months did you visit a Wisconsin state park?

Fifty-five percent of all respondents did not visit a Wisconsin state park during the 12 months preceding the survey. Twenty-seven percent visited 1-2 times, 11% visited 3-4 times, 4%

TABLE 7. Vacation spots in Wisconsin used by respondents in 1986.*

Vacation Spot	Respondents (%)		
	All	Users	Nonusers
Hotel or inn	18	25	15
Resort or cottage	13	17	11
City or county park	10	16	7
Private campground	11	17	8
State forest	7	15	2
Own or friend's personal cabin	13	18	11
Friend or relative's home	16	21	14
State park	9	26	1
Wilderness area	4	7	2
U.S. Forest Service campground	2	3	1
National Park Service campground	2	5	0.5

*Answers to survey questionnaire, section II, question 3.

TABLE 8. Reasons given by respondents for preferring private campgrounds to state parks in 1986.*

Reason	No. Responding		
	All	Users	Nonusers
Closer to destination	44	25	19
Closer to home	22	11	11
Less expensive	26	13	13
Has flush toilets	50	22	28
Has showers	54	23	31
Has electrical hookups	44	17	27
Has recreation hall	19	10	9
Less crowded	35	20	15
State parks were full	23	15	8
Other	48	26	22

*Answers to survey questionnaire, section II, question 4.

TABLE 9. Number of recreational outings taken by survey respondents in 1986.*

Month	Average No. Outings		
	All	Users	Nonusers
May	3.2	3.8	2.6
June	3.8	4.5	3.2
July	4.2	5.1	3.6
August	3.8	4.6	3.2
Average per month	3.8	4.5	3.2

*Answers to survey questionnaire, section II, question 5a.

TABLE 10. Reasons given by respondents for not engaging in recreational outings in 1986.*

	Respondents (%)		
	All	Users	Nonusers
Not enough time	11	5	15
Not enough money	7	2	10
Other (i.e., pregnancy, childbirth, work conflict, age)	5	3	5
No interest	3	2	4
Illness	3	1	4

*Answers to survey questionnaire, section II, question 5b.

TABLE 11. Reasons given by respondents for not visiting state parks in 1986.*

Reason	Respondents	
	No.	(%)
Too far to travel	33	5
Too close to home	20	3
No transportation	15	2
Admission costs too much	73	12
Too crowded	59	9
Lack of time	318	51
Lack of information	79	13
Area poorly maintained	10	2
Too deserted	3	0.5
No interest	178	28
No swimming	11	2
No sightseeing in area	9	1
Too small	5	1
Personal health	47	8
Other	86	14

*Answers to survey questionnaire, section III, question 6.

TABLE 12. Respondents' suggestions for making state parks more appealing.*

Suggestion	Respondents (%)		
	All	User	Nonusers
More flush toilets	35	42	32
More wildlife	30	36	27
Cabins for overnight	25	27	25
Fewer people	24	24	25
More showers	24	30	21
More fishing	21	21	21
Guided nature walks	20	22	19
More swimming	17	22	15
More hiking trails	16	22	14
More camping spaces	15	19	13
Concession	14	17	13
More picnic spaces	14	18	13
Restrict pets	14	16	13
More boat launches	12	13	11
Gift/curio shops	10	11	10
Permit pets	10	11	10
More bike trails	10	16	7
More horse riding trails	10	14	9
More water sports	9	12	7
Other	6	8	6
Permit ATV's	5	6	5
Permit motorcycles	3	4	3
More people	2	3	1
Less wildlife	0.4	1	0.2

*Answers to survey questionnaire, section III, question 7.

visited 5-10 times, and 2.5% visited more than 10 times.

Question 2. How many times this summer (May 26-September 1) did you visit a Wisconsin state park?

In the summer of 1986, 65% of the respondents did not visit the parks at all, while 25% visited 1-2 times, 7% visited 3-4 times, 3% visited 5-10 times, 0.3% visited 11-15 times, and 0.4% visited more than 15 times.

Question 3. Did you visit the park on the way to another destination or

was the park your final or major destination?

Fifty-four percent of the users indicated that a state park was their final destination, while 46% indicated that the park was a stopover.

Question 4. How satisfied are you with the way the park system is run?

Sixty-three percent of the respondents (86% of users and 46% of nonusers) were somewhat or very satisfied with the way the park system is run. Almost one half of nonusers said that they were not familiar enough with the park system to have an opinion.

Question 5. If you are not satisfied, please explain your reasons.

The reasons for dissatisfaction with the park system ranged from entry fees and dirty restrooms to the reservation system. Overcrowding and noise were also frequently mentioned.

Question 6. If you did not visit a Wisconsin state park this summer, what were your reasons?

The two most frequently cited reasons for not visiting state parks were lack of time and lack of interest. Lack of information and high admission costs were reasons given that could be altered to attract more nonusers to parks (Table 11).

Question 7. If you did not visit a Wisconsin state park this summer, which of the following would encourage you to visit? If you did visit a Wisconsin state park this summer, mark those items which would make the parks more appealing to you.

When asked what items would draw them to state parks, nonusers most frequently cited flush toilets, more wildlife, fewer people, cabins for overnight lodging, showers, and more fishing. Users indicated that the following items would make state parks most appealing to them: flush toilets, more wildlife, showers, cabins, fewer people, guided nature walks, more hiking trails, swimming facilities, and more fishing (Table 12). Thus, users and nonusers shared some of the same desires for what they would like to find in state parks. Overall, the top three needs identified by both groups were flush toilets, more wildlife, and cabins for overnight lodging.

Question 8. How close is the nearest Wisconsin state park to your home?

Sixty percent of all respondents (71% of users and 54% of nonusers) indicated that they lived within 30 miles of a Wisconsin state park. More nonusers than users stated that the nearest such park was more than 60 miles away; more nonusers than users (12% vs. 1%) indicated that they did not know where the nearest park was.

Question 9. Were you aware that there is a fee to enter Wisconsin state parks?

Over 84% of all respondents (91% of users and 80% of nonusers) were aware of the state park entry fee.

Question 10. Do you have an annual Wisconsin state park vehicle admission sticker on your vehicle?

Fifteen percent of all respondents (30% of users and 7% of nonusers) indicated they had a park sticker on their vehicle.

Question 11. Do you plan to visit a Wisconsin state park in the summer of 1987?

Fifty-nine percent of all respondents (92% of users and 42% of nonusers) felt it was somewhat or very likely that they would visit a Wisconsin state park during summer 1987. Almost half of the nonusers thus could be considered potential users. This group includes those respondents who indicated that, while they did not visit the parks in 1986, they were interested in the outdoor recreational experiences available at state parks (Table 4).

Question 12. How often do you think you might visit a Wisconsin state park in the summer of 1987?

Seventy-four percent of all respondents (97% of users, 62% of nonusers) thought that they would visit a Wisconsin state park at least once in 1987. Sixty-one percent of users indicated they would visit 1-3 times, while 25% of users said they would visit 4-6 times. Fifty-nine percent of nonusers thought they might visit 1-3 times during summer 1987. Only 3% of users said they would never visit, while 38% of nonusers said they would never visit.

Question 13. Do you work at a Wisconsin state park?

Only 2 respondents worked at state parks. (This question was asked to sort out any state park employees who might have been included in the sample, so that their responses did not unduly inflate the average.)

Background Information

Question 1. How old are you?

The mean age for users was 40.4 years, and for nonusers 46.5 years. More nonusers than users (61% vs. 55%) were 40 years old or older. Most users were 30-39 years old, while most nonusers were 60 years old or older. Nonusers ranged in age from 15-87 years, while users ranged in age from 19-79 years.

Question 2. Are you male or female?

Fifty-five percent of the respondents were male (57% of users and 54% of nonusers). Fifty-two percent of the statewide population with driver's licenses were male.

Question 3. How many years of education have you completed?

Almost one half (43%) of all respondents were high school graduates. Forty-nine percent of users and 37% of nonusers had an education beyond high school.

Question 4. What is your primary occupation?

The most frequently listed occupations were professional/technical worker (22%), laborer (15%), office worker/sales person (14%), manager (11%), homemaker (10%), and skilled worker (10%). More users (28%) than nonusers (19%) were professionals; more nonusers than users were laborers (16% vs. 14%), office worker/sales persons (15% vs. 11%), or homemakers (12% vs. 7%).

Question 5. With reference to your primary occupation, are you currently working or retired?

Most respondents were either employed full-time (64%) or retired (17%). More users than nonusers (69% vs. 61%) were employed full-time, while more nonusers than users (19% vs. 11%) were retired.

Question 6. What is your marital status?

Seventy-two percent of all respondents (76% of nonusers and 64% of users) were married. Sixteen percent had never been married (24% of users and 13% of nonusers). More users (7%) than nonusers (5%) were divorced.

Question 7. Which of the following categories best describes your total family income (yourself and your spouse, if married) before taxes for the year 1985?

Users had higher incomes, but this result was not statistically significant.

Question 8. Do you have any children?

Seventy-seven percent of all respondents (81% of nonusers, 70% of users) had children. About one half (49%) of all respondents with children had 1 or 2 children, with the average being 2.9 children. The average ages of the children living with respondents were 13.1 years (first child), 11 years (second

child), 9.4 years (third child), 8.9 years (fourth child), and 7.0 years (fifth child).

Question 9. What is your race?

Ninety-eight percent of all respondents were white, 1.1% were Native American, 1% were black, and 0.1% were Hispanic.

Question 10. Where do you live now?

The largest number of respondents lived in small towns (24%), followed by rural homes (19%), large towns (15%), large cities (15%), suburbs (11%), farms (10%), and very large cities (6%).

Question 11. Where did you live when you were growing up?

Respondents lived in the following places as children: farms (31%), small towns (22%), large towns (15%), large cities (13%), rural homes (12%), very large cities (9%), and suburbs (7%). Because some respondents grew up in more than one setting, the total is more than 100%.

Question 12. In what county do you live?

I divided the respondents by the DNR districts in which they resided and compared the number of respondents in each district to the total population for that district. I further divided the respondents in each district into user and nonuser categories (Table 13). The random sampling of state residents in this study underrepresented the Southeast and Northwest districts, while it overrepresented the Southern, North Central, Lake Michigan, and West Central districts.

The final item on the questionnaire was an invitation to the respondent to add any comments or suggestions for improving the management of state parks. These comments, which are summarized in Appendix D, fell into four categories: informational needs, park activities, park fees, and miscellaneous.

TABLE 13. Number of respondents by DNR district compared to the distribution of the 1986 state population.*

DNR District	1986 Population	% State Population	Respondents (%)		
			Sample	Users	Nonusers
Northwest	247,353	5.2	4.7	3.1	5.6
North Central	392,481	8.2	9.8	9.2	10.1
West Central	525,962	11.0	12.7	11.8	13.3
Lake Michigan	804,797	16.8	17.5	7.8	17.4
Southeast	1,844,998	38.5	33.5	37.9	31.0
Southern	972,259	20.3	21.9	20.5	22.6
Total	4,787,850	100.0	100.1	100.3	100.0

*Answers to survey questionnaire, section IV, question 12.

DISCUSSION

BARRIERS TO PARTICIPATION

Research has indicated that lack of transportation is a major barrier to the use of state parks (Mueller and Gurin 1962, Romsa and Hoffman 1980). The effect of this barrier could not accurately be assessed in this study, due to the way the sample population was obtained. Since everyone in the sample had a valid Wisconsin driver's license, the sample was weighted significantly toward those who had access to an automobile.

The reason most frequently cited by both users and nonusers for not using state parks was lack of time. Leisure time was as important to nonusers as it was to users. However, outdoor recreation was less important to nonusers than users as a way of filling leisure time. The nonusers in the sample had less leisure time and less paid vacation time. Moreover, it was less convenient for nonusers to participate in recreational activities, and nonusers reported that there were fewer recreational facilities nearby.

Other barriers to the use of state parks were lack of interest and lack of information about state parks. The survey responses showed that, although nonusers frequently had the same interests and desire for outdoor recreation as users, they did not engage in these activities at state parks. If these nonusers were better informed about the parks, they might become users.

An additional barrier frequently cited by nonusers (and some users) was the admission cost. As the population ages, more state residents will be on fixed incomes, and the admission fee could become an even greater barrier. I did not ask how much of a decrease in fees would be necessary in order to bring nonusers to the parks, and I can-



not conclude that elimination of the entrance fee would encourage greater use. In fact, some respondents, while stating that they were aware of the park entrance fee, were unaware of the amount charged. This response also suggests that these respondents were probably unaware that those over 65 years of age can enter the parks for a minimal one-time fee. As long as older people are not aware of this, they may not try to visit the parks. Thus the barrier of the fee is also part of the barrier of inadequate information.

Other barriers listed by respondents included inadequate facilities and security, the reservation system, crowding, and noise. These barriers could be reduced by introducing a telephone reservation system and by providing information about other parks in the state park system that might better provide the facilities or recreational experiences desired.

EFFECTS OF RESIDENCE

One of the hypotheses to be tested in this study was that where we lived as children affects our outdoor recreational interests. The results indicated that the location of our current residence may influence our recreational choices, but that the location of our childhood residence does not. The results showed that rural residents were less likely to use the parks than city residents. Users were more likely to be residents of a large or very large city. About the same percentage of users and nonusers lived in small or large towns.

POTENTIAL USERS

This study showed that there were some nonusers who had engaged in every suggested recreational activity either as children or within the 12 months preceding the survey. Although users were more likely than nonusers to engage in every activity except watching television, there were also some nonusers involved in all activities. Nonusers listed fishing and hunting as their favorite activities, while the activities in which they would engage more frequently if they had more time were fishing, camping, and hunting. If they had more money, this group would dine out and sightsee more often. This response demonstrates a strong tendency among nonusers to engage in both consumptive and nonconsumptive outdoor recreational activities.

Nearly one half of all nonusers indicated enough interest in state parks and park activities to be a target group of potential state park users. Forty-two percent indicated a desire or intent to visit a Wisconsin state park in the summer of 1987. Over one half (55%) of nonusers engaged in some recreational activities at the parks.

I doubt that the remaining one half of nonusers could be encouraged to visit the state parks, regardless of incentives or elimination of barriers. It would not be an efficient use of limited funds to try to change their minds, since their recreational needs can be more fully met outside the state park system.

WHAT USERS AND NONUSERS WANT

Both users and nonusers desired flush toilets, more wildlife, fewer people, cabins for overnight lodging, showers, and more fishing in state parks. While park planners may be aware of these desires, they should realize that flush toilets are the most highly rated item for improving state parks. Sup-

plying wildlife is more difficult. One method for increasing wildlife experiences in state parks would be to locate state parks next to wildlife areas. Crowding can be reduced by creating visual barriers in and around heavily used areas. Natural obstructions such as hedges, trees, or boulders are less intrusive for the visitor than fences, roads, or open areas that expose the other visitors in the area. Also, distributing users throughout the park by

having several activity centers or smaller camping areas would diminish the impression of crowding and might increase user satisfaction.

The responses to this survey were biased toward summer use. The finding that respondents would like cabins for overnight lodging is important because the presence of cabins on state park lands might encourage more year-round use.

MANAGEMENT RECOMMENDATIONS

1. User density and overcrowding are major causes of dissatisfaction at state parks. Therefore, the use of visual barriers at picnic and camping areas should be increased. Campsites, trail heads, parking lots, and concessions should be distributed to several locations throughout the park.

2. To increase wildlife experiences in state parks, planners should locate state parks to take advantage of surrounding undeveloped land and areas providing wildlife habitat.

3. Older residents did not use the parks in 1986 as frequently as younger residents did. The needs of older residents

should be identified and accommodated within the park system.

4. Barriers to use of the state parks included the admission fee, the reservation system, overcrowding, noise, and lack of transportation, security, time, and interest. These barriers could be decreased by reducing admission costs, introducing a telephone reservation system, promoting the less popular parks, imposing stricter noise control regulations (including a ban on radios), and providing public transportation between cities and nearby parks.

5. Both users and nonusers rated toilet and shower facilities as the top 2 items for improvement in our state parks. Therefore, improving toilet and shower facilities should be a high priority when allocating park funds.

6. Childhood socialization into recreational activities is a major influence on adult behavior and recreational choices. Therefore programs that educate children and young adults about our state parks should be promoted.

7. Information appears to be the key component to ensure better use of state parks. Information that should be made available at the parks includes how to use the parks and how to develop new interests and skills.



SUMMARY

The 1986 Wisconsin Recreation Survey was conducted to discover the differences between those who used Wisconsin state parks in 1986 (users) and those who did not (nonusers), as well as to determine the reasons for nonparticipation. A random sample of 1,373 Wisconsin state residents was drawn using 1986 Department of Transportation records of those residents holding a valid Wisconsin driver's license. A four-part survey questionnaire was designed, pretested, and mailed to those in the sample population. The survey procedure included both advance and follow-up letters. The survey response rate was 76%.

About 65% of the survey respondents, or 2,122,500 persons, did not regularly use the state parks in 1986, while 35%, or 1,142,900 persons, did. If nonrespondents were included as nonusers, about 73%, or 2,384,000 persons, did not regularly use the state parks in 1986, while 27%, or 881,000 persons, did.

Nonusers of state parks in 1986 were, on the average, about 6 years older than users. The mean age for users in 1986 was 40.4 years, and for nonusers the mean age was 46.5 years. The mean age of the population of driver's license holders was 41 years. The population of the state as a whole is aging; consequently, the proportion of nonusers of state parks will continue to increase unless the needs of aging users can be identified and met. In many cases, these needs will not require drastic changes or overbuilding of the parks, but more attention to such measures as security, enforcement of noise restrictions, cleanliness, and accessibility, as well as senior citizen discounts for admission.

While the state parks cannot be all things to all people, there are many state residents who might become regular or more frequent state park users if a greater effort were made to meet their needs. In some cases, the needs of the nonusers were similar to those of the users, so greater attention to these needs would provide higher quality outdoor recreation experiences for many people.



Nonusers reported that they had fewer hours available weekly and fewer days available annually for leisure or vacation time. This result substantiates a trend noted in earlier research that may result in shorter visits to parks and loss of park users to other recreational activities (Romsa and Hoffman 1980). Additionally, with the increase in two-career families, it is more difficult to plan long vacations and to coordinate time off from work for long trips around the state or country. The number of people who are able to take a summer vacation trip of several weeks is decreasing. Such trips are being replaced by weekend trips throughout the year to nearby destinations and participation in different activities. This trend toward weekend trips could mean that people will possess fewer basic wilderness skills and will rely more on developed recreational facilities. The trend toward shorter vacations should also make trips to nearby state parks more appealing.

The study showed that childhood experiences significantly influenced adult activities. People who had engaged in activities such as fishing, camping, hunting, or hiking as children were more likely to have done these activities during the 12 months preceding the survey than those who had not participated in these activities as children. Those who had no childhood experience in a recreational activity were unlikely to do it as an adult. Thus childhood socialization to recreational activities is a major influence on adult behavior and to a great extent determines adult recreation choices. Conse-

quently, programs that expose children and young adults to the activities available in state parks are vital to the continued interest and involvement of these people in state parks and park programs.

Information appears to be the key component to insure better use of the state parks: where parks are located, how to get there, and the kinds of experiences offered. Important information that should be made available at the parks includes how to use the parks and how to develop new interests and skills.

This study showed that while nearly one half the respondents read outdoor or travel magazines, nonusers were less likely to do so than users. While magazines might reach some nonusers, they would not reach the majority. Nearly all respondents watched television, however, with many listing television as a favorite activity. Television, then, is the best medium for transmitting information about the parks.

I hope that the information in this study can be of use to park managers and planners in their strategic planning efforts. By knowing the needs, attitudes, and preferences of the users of our state parks, as well as those who are not yet users, the Wisconsin Department of Natural Resources Bureau of Parks and Recreation can continue to provide quality outdoor recreational experiences for a wide range of people from our state and from other states. By reaching out to the people who might wish to know more about the beautiful and unique features of our parks, we can encourage more people to become state park users.

APPENDIXES

APPENDIX A. Survey questionnaire.

WISCONSIN STATE PARKS USER SURVEY

SECTION I: RECREATION INTERESTS

This section is concerned with your recreation and leisure time interests.

For the purpose of this survey, RECREATION is defined as any activity undertaken to refresh the mind or body, to amuse or stimulate. This involves both indoor and outdoor pursuits, organized or not. OUTDOOR RECREATION means only those activities done outside of your home or other buildings.

LEISURE TIME means free time not otherwise used for responsibilities or duties. This is time you have to use as you wish.

1. How important is LEISURE TIME to you?

- (Circle one)
- Very important1
- Somewhat important2
- Somewhat unimportant3
- Very unimportant4

2. About how many hours per week do you have available for LEISURE TIME?

- (Circle one)
- no time at all.....1
- 1 to 5 hours.....2
- 6 to 10 hours.....3
- 11 to 20 hours.....4
- 21 to 30 hours.....5
- 31 to 40 hours.....6
- 41 to 60 hours.....7
- more than 60 hours.....8

3. On your present job, are you entitled to a vacation with pay of a week or more?

- (Circle one)
- Yes:
- One week.....1
- Two weeks.....2
- Three weeks.....3
- Four weeks.....4
- More than four weeks.....5
- No paid vacation.....6
- I am not employed.....7

4. Some people say that Americans today have too much LEISURE TIME; others say they have too little. Do you feel that you have just about the right amount of time for leisure activities, or too little, or too much?

- (Circle one)
- Too much.....1
- Too little.....2
- Just about right.....3

5. How important is OUTDOOR RECREATION to you?

- (Circle one)
- Very important1
- Somewhat important2
- Somewhat unimportant3
- Very unimportant4

6. How convenient is it for you to engage in OUTDOOR RECREATION you enjoy?

- (Circle one)
- Very convenient1
- Somewhat convenient2
- Somewhat inconvenient3
- Very inconvenient4
- I do not engage in outdoor recreation5

7. Are there adequate areas for you to engage in the types of OUTDOOR RECREATION activities you enjoy near where you live?

- (Circle one)
- Very adequate1
- Somewhat adequate2
- Somewhat inadequate3
- Very inadequate4
- Don't know5
- I do not engage in outdoor recreation6

8. Do you have a hunting or fishing license?

- (Circle all that apply)
- NO hunting or fishing licenses.....1
- YES:
- Sports license.....2
- Deer license.....3
- Small Game license.....4
- Waterfowl stamp.....5
- Fishing license.....6
- Inland and/or Great Lakes trout stamp.....7
- Trapping license.....8
- Archery license.....9

9. Do you read outdoor or travel magazines?

- Yes.....1
- No.....2
- If yes, which one(s)? _____
- _____
- _____
- _____

10. Do you feel you have enough money to engage in the RECREATION ACTIVITIES you enjoy?

- (Circle one)
- Yes.....1
- No.....2
- My activities do not cost anything.....3

11. In the following list of RECREATION possibilities, put an 'X' by the ones which you engaged in as a child (12 years old or younger) and an 'X' next to the ones you engaged in in the last 12 months.

Activity list	(Check all that apply)	
	As a Child	Last 12 months
A. Camping.....	_____	_____
B. Fishing.....	_____	_____
C. Hunting.....	_____	_____
D. Backpacking.....	_____	_____
E. Bike touring.....	_____	_____
F. Horseback riding.....	_____	_____
G. Driving for pleasure.....	_____	_____
H. Motorcycling.....	_____	_____
I. Running, jogging.....	_____	_____
J. Canoeing, kayaking, river running.....	_____	_____
K. Sailing.....	_____	_____
L. Other Boating.....	_____	_____
M. Swimming	_____	_____
N. Water Skiing	_____	_____
O. Playing outdoor games or sports	_____	_____
P. Playing indoor games or sports... (i.e. cards, bowling, etc.)	_____	_____
Q. Mountain or rock climbing	_____	_____
R. Hiking	_____	_____
S. Nature walks	_____	_____
T. Bird Watching	_____	_____
U. Picnicing	_____	_____
V. Walking for pleasure	_____	_____
W. Sightseeing	_____	_____
X. Attending outdoor sports events	_____	_____
Y. Attending outdoor concerts, etc....	_____	_____
Z. Gardening	_____	_____
AA. Reading	_____	_____
BB. Watching television	_____	_____
CC. Attending movies	_____	_____
DD. Attending indoor concerts, etc....	_____	_____
EE. Attending dances, plays, theater.....	_____	_____
FF. Dining out	_____	_____
GG. Dancing	_____	_____
HH. Visiting museums, zoos, aquariums.....	_____	_____
II. Attending fairs, carnivals.....	_____	_____
JJ. Visiting friends or relatives ...	_____	_____
KK. Crafts & hobbies	_____	_____
LL. Photography	_____	_____
MM. Downhill skiing.....	_____	_____
NN. Cross-country skiing.....	_____	_____
OO. Ice skating.....	_____	_____
PP. Snowshoeing.....	_____	_____
QQ. Snowmobiling.....	_____	_____
RR. Sledding, tobogganing.....	_____	_____
SS. Picking berries, fruits, nuts....	_____	_____
TT. Other.....	_____	_____

(Specify) _____

12. Of the activities listed in question 11, put the letter of the one you like BEST: _____

Second best: _____

Third best: _____

13. Do you engage in the favorite RECREATION ACTIVITIES you listed in question 12 as often as you would like?

Yes.....1

No2

If no, why not? _____

14. Of the activities listed in question 11, put the letter of the ones which you would do more often, but do not have enough time:

Put the letter of the ones which you would do more often but do not have enough money:

15. Do you or anyone in your family have any physical limitations or handicaps which restrict your recreation choices?

No.....1

Yes.....2

If YES, are you aware of the special handicapped facilities at Wisconsin state parks?

No.....1

Yes.....2

SECTION II: SUMMER VACATION

This section is concerned with your vacation activities during the summer of 1986 (May 26 through September 1). By VACATION we mean a period of time devoted to pleasure, rest or relaxation in which you spent one night or more away from home.

1. Did you (and/or your family) take a vacation away from home during the summer of 1986?

No (IF NO, GO TO QUESTION 5).....1

Yes.....2

Did you vacation within Wisconsin or elsewhere?

(Circle all that apply)

Within Wisconsin.....1

Outside Wisconsin.....2

2. This next set of questions concerns only those trips made within Wisconsin.

IF YOU VACATIONED IN WISCONSIN during the summer of 1986, how many separate trips did you take?

(Circle one)

One trip.....1

Two trips.....2

Three trips.....3

Four or more trips.....4

I did not vacation in Wisconsin this summer...5

About how much money did your party spend on your vacation IN WISCONSIN this summer?

Transportation..... \$ _____

Lodging..... \$ _____

Food..... \$ _____

Other..... \$ _____

Don't know..... _____

Trip 1 Trip 2 Trip 3 Trip 4

When did you go on your vacation(s)

Left on (date).....

Returned on (date).....

About how many miles from home
did you travel?.....

How many days were you away from
home?.....

What was your main means of travel?

By automobile.....	1	1	1	1
By airplane.....	2	2	2	2
By train.....	3	3	3	3
By motorcycle.....	4	4	4	4
By bicycle or foot.....	5	5	5	5
Other.....	6	6	6	6

How many people traveled with you?

What was the relation of these people to you?

Family.....	1	1	1	1
Friends	2	2	2	2
Business associates	3	3	3	3
Neighbors	4	4	4	4
Strangers	5	5	5	5
Others	6	6	6	6

3. Circle the number next to the places you stayed or visited IN WISCONSIN during your vacation(s) this summer.

(Circle all that apply)

Hotels or inn.....1
Resort or cottage.....2
City or County park.....3
Private campground.....4
State forest.....5
Own or friend's personal cabin.....6
Friend or relative's home.....7
State park.....8
Wilderness area.....9
U.S. Forest Service campground.....10
National Park Service campground.....11

4. If you stayed at a private campground, instead of a state park or state forest, what were the reasons you choose a private campground over a state park or forest?

(Circle all that apply)

Closer to where I was going1
Closer to home.....2
Less expensive3
Has flush toilets4
Has showers5
Has electrical hook-ups6
Has recreation hall7
Less crowded8
State parks were full9
Other (specify).....10

5. This question concerns any recreation outings you took this past summer. By a RECREATION OUTING, we mean an outdoor occasion AWAY FROM HOME occupying the better part of a day, such as a picnic, a day at a lake, etc.

Did you go on any RECREATION OUTINGS in:

Number of days out

May?
June?
July?
August?

If you did not engage in any RECREATION OUTINGS this summer, what were your reasons?

(Circle all that apply)

Not enough time1
Not enough interest2
Not enough money3
Illness4
Other (explain).....5

Section III: YOUR USE OF WISCONSIN STATE PARKS

This section concerns your use of Wisconsin state parks. EVEN IF YOU HAVE NOT VISITED STATE PARKS RECENTLY, please answer these questions.

1. How many times in the last 12 months did you visit a Wisconsin State Park?

(Circle one)

None.....1
1 to 2 times.....2
3 to 4 times.....3
5 to 10 times.....4
More than 10 times.....5

2. How many times this summer (May 26 to Sept 1) did you visit a Wisconsin State Park?

(Circle one)

None.....1
1 to 2 times.....2
3 to 4 times.....3
5 to 10 times.....4
11-15 times.....5
More than 15 times.....6

3. Did you visit the park on the way to another destination or was the park your final or major destination?

(Circle one)

The park was merely on the way to somewhere else...1
The park was my final destination.....2

4. How satisfied are you with the way the park system is run?

(Circle one)

Very satisfied.....1
Somewhat satisfied.....2
Somewhat dissatisfied.....3
Very dissatisfied.....4
Don't know.....5

5. If you are not satisfied, please explain your reasons.

6. If you did not visit a Wisconsin State Park this summer, what were your reasons?

- (Circle all that apply)
- Too far to travel1
 - Too close to home.....2
 - No transportation3
 - Admission costs too much4
 - Too crowded5
 - Lack of time6
 - Lack of information7
 - Areas poorly maintained8
 - Too deserted.....9
 - No interest10
 - No swimming.....11
 - No sightseeing in area.....12
 - Too large.....13
 - Too small.....14
 - Personal health15
 - Other (specify).....16

7. If you did not visit a Wisconsin state park this summer, which of the following would encourage you to visit?

If you did visit a Wisconsin state park this summer, mark those items which would make the parks more appealing to you.

- (Circle all that apply)
- Concession stands.....1
 - More flush toilets2
 - More showers in campground3
 - More camping spaces4
 - More picnic spaces.....5
 - Gift/curio shops6
 - Fewer people7
 - More people8
 - More guided nature walks,
slide shows, tourist information.....9
 - More wildlife10
 - Less wildlife.....11
 - More swimming.....12
 - ~~More~~ water sports.....13
 - More fishing.....14
 - Cabins for overnight lodging.....15
 - More boat launches.....16
 - More hiking trails.....17
 - More bike trails.....18
 - Permit use of all-terrain vehicles19
 - Permit use of motorcycles20
 - More horse riding trails21
 - Permit pets in picnic areas22
 - Do not allow pets in parks system23
 - Other (specify).....24

8. How close is the nearest Wisconsin State Park to your home? (Give your best guess)

- (Circle one)
- less than 10 miles.....1
 - 10 to 30 miles.....2
 - 31 to 60 miles.....3
 - 61 to 100 miles.....4
 - more than 100 miles.....5
 - don't know.....6

9. Were you aware that there is a fee to enter Wisconsin State Parks?

- Yes.....1
- No2

10. Do you have an annual Wisconsin state park vehicle admission sticker on your vehicle?

- Yes.....1
- No2

11. Do you plan to visit a Wisconsin state park in the summer of 1987?

- (Circle one)
- Very likely.....1
 - Somewhat likely.....2
 - Somewhat unlikely.....3
 - Very unlikely.....4

12. How often do you think you might visit a Wisconsin state park in the summer of 1987?

- (Circle one)
- Never.....1
 - 1-3 times.....2
 - 4-6 times.....3
 - 7-10 times.....4
 - 11-15 times.....5
 - More than 15 times.....6

13. Do you work at a Wisconsin State Park?

- Yes.....1
- No.....2

SECTION IV: BACKGROUND INFORMATION

1. How old are you?

I am _____ years old.

2. Are you: _____ male _____ female

3. How many years of education have you completed?

- (Circle one)
- Eighth grade or less.....1
 - Some high school2
 - High school graduate3
 - Vocational school graduate.....4
 - Some college5
 - Two year associate degree.....6
 - Bachelor's degree.....7
 - Master's degree.....8
 - Advanced degree (M.D., Ph.D. etc.).....9

4. What is your primary occupation. If you are retired or unemployed, give your former occupation.

(Circle one)

Clerical/sales.....0
Craftsperson.....1
Farmer.....2
Manager/administrator.....3
Laborer.....4
Service Worker.....5
Professional/technical.....6
Student.....7
Skilled industrial worker.....8
Homemaker.....9

5. With reference to your primary occupation, are you currently:

(Circle one)

Fully retired.....1
Semi-retired, working part-time.....2
Unemployed, laid off.....3
Working full time.....4
Working part-time.....5

6. What is your marital status?

(Circle one)

Never married1
Married2
Divorced3
Separated.....4
Widowed5

7. Which of the following categories best describes your total family income (yourself and your spouse, if married) before taxes for the year 1985?

(Circle one)

Less than \$6,0001
\$6,000 to 9,9992
\$10,000 to 14,9993
\$15,000 to 19,9994
\$20,000 to 24,9995
\$25,000 to 29,9996
\$30,000 to 39,9997
\$40,000 to 49,9998
\$50,000 or more9

8. Do you have any children?

Yes.....1
No2

If yes, how many? _____

Ages of children living with you:

Child #1 _____ years old.
Child #2 _____ years old.
Child #3 _____ years old.
Child #4 _____ years old.
Child #5 _____ years old.

9. What is your race?

(Circle one)

White1
Native American2
Black3
Hispanic4
Other5

10. Where do you live now?

(Circle one)

Farm.....1
Rural non-farm.....2
Small town or village under 10,000 population.....3
Large town of 10,000 to 49,000 population
(but not a suburb of a larger city).....4
Suburban area of a large city.....5
Large city of 50,000 to 500,000 population.....6
Very large city of over 500,000 population.....7

11. Where did you live when you were growing up?

(Circle all that apply)

Farm.....1
Rural non-farm.....2
Small town or village under 10,000 population.....3
Large town of 10,000 to 49,999 population
(but not a suburb of a larger city).....4
Suburban area of a large city.....5
Large city of 50,000 to 500,000 population.....6
Very large city of over 500,000 population.....7

12. In what county do you live? _____ county.

Thank you for the time and effort you have taken to answer these questions. We hope the experience was a pleasant one for you. Your answers will help us to better understand the opinions of Wisconsin State Park visitors and other recreational users in Wisconsin. Please return the questionnaire at your earliest convenience in the enclosed postage paid envelope.

If you have any comments you would like to add please write them on the back of this questionnaire or on a separate sheet of paper. All comments or suggestions are welcome.

APPENDIX B. Letters regarding the survey.



State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES

Carroll D. Besadny
Secretary

Dear Friend;

We are interested in the recreation and leisure behavior of Wisconsin residents. You can make an important contribution to the future management of Wisconsin's state parks and forest systems by helping us in our survey.

In order to get a better understanding of participants, their activities and their concerns, we are interested in hearing from you. You are part of a small group of persons who have been scientifically selected from the list of Wisconsin state drivers licenses. In the next two weeks you will be getting a questionnaire in the mail asking about your experiences with outdoor recreation this year.

Because this group has been scientifically selected to represent all Wisconsin state residents, every person's response is very important to the study. The information requested from you and other persons is essential in managing Wisconsin's valuable state parks and forests. These facts are necessary for a better understanding of how Wisconsin state residents use their free time and their state parks.

Thank you for helping in this study.

Sincerely,

A handwritten signature in cursive script, appearing to read "Rod Nelson", followed by a horizontal line.

Rodney Nelson
Bureau of Parks and Recreation



State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES

Carroll D. Besadny
Secretary

Dear Friend:

Here is the questionnaire we told you about in our previous letter. It should take about 30 minutes to complete (sometimes more, sometimes less). We hope you can sit down and fill it out as soon as possible.

Your response to this questionnaire is very important. You are one of a group of people scientifically selected to represent all Wisconsin state residents. Your answers are important. If the results of the survey are to be accurate it is important that everyone who gets a questionnaire returns it.

We have tried to make the questionnaire interesting and fun for you to complete. Your responses will be very helpful in learning more about Wisconsin state residents, their attitudes, experiences, preferences and opinions.

Your responses are completely confidential, and will be used for research only. We have enclosed a stamped, self-addressed envelope. We hope you will complete the questionnaire and return it to us at your earliest convenience.

Thanks for your help.

Sincerely,

A handwritten signature in cursive script that reads "Rod Nelson".

Rodney Nelson
Bureau of Parks and Recreation

QUESTIONS PEOPLE HAVE ABOUT THE
WISCONSIN RECREATION
SURVEY

How was my name selected?

Names were scientifically selected from a list of all those who have a valid Wisconsin state drivers license

Do I have to answer every question?

Yes, please try to. What is important here is that you express your feelings and opinions--so there are not really any right or wrong answers. But we do need to know your feelings on every item. Rather than leaving any items blank, just check the answer that comes closest to what you feel or believe. Although some of the questions may appear similar, actually all of the items are different and important. Please don't leave any blanks.

Will my name be used?

ABSOLUTELY NOT! Our records are confidential. The only reasons we keep any record of your name is to mail you reminders in case you forget to fill out the questionnaire. Your name is kept in a special file available only to authorized personnel. Your opinions recorded numerically in a form that only a special machine can read. Finally, our data are reported only for a large group like this: "Of the participants in our survey, 80% were male and 20% were female." We never say "John Doe believes such and such." You may be assured that your personal views will not be revealed.

What happens if I don't fill it out?

The scientific validity of this study will be seriously hurt and its value decreased.

Your views will not be included. Important decisions may be made by people who are uninformed about how you feel, because you didn't bother to tell them.

We will have to get in touch with you again either by mail or by phone to urge you to fill out the questionnaire.



State of Wisconsin

DEPARTMENT OF NATURAL RESOURCES

Carroll D. Besadny
Secretary

Dear Friend:

About two weeks ago we sent you a questionnaire concerning your experiences and opinions on recreation, leisure, and Wisconsin state parks. We are pleased that most of the people we contacted have returned the questionnaire. We are still hoping to hear from you.

In order for the results of this survey to accurately represent participants, it is important that we hear from everyone. Your answers are important to our research.

You are part of a scientifically selected group of state residents. Even if you feel that you may not be "typical," your views are important. We need to hear from many different types of participants for our findings to show a true picture of the types of activities Wisconsin residents engage in and the uses people are making of our state parks.

Only your cooperation in returning the questionnaire will make our research valid.

Thanks for your help!

Sincerely,

A handwritten signature in cursive script, reading "Rodney Nelson".

Rodney Nelson
Bureau of Parks and Recreation

APPENDIX C. *Timetable for the survey.*

Advance letter out (to entire sample)	18 August 1986
Survey out (to entire sample)	2 September 1986
Postcard reminders (to entire sample)	8 September 1986
Second mailing of survey (to all nonrespondents)	23 September 1986
Last of surveys returned (76%)	5 November 1986
Analysis and report writing	October-November 1986

APPENDIX D. *Respondents' suggestions for improving state parks.*

1. Informational Needs

- a. Clarify the definition of a state park.
- b. Provide more information about access to parks, drives, picnic areas, etc.
- c. Provide detailed brochures about activities at each campground or about mini-vacations in nearby parks or recreation areas.
- d. Distribute these brochures not only at the campgrounds, but also at rest stops, senior centers, libraries, and schools.
- e. Stress more off-season uses of the parks for activities such as hunting, fishing, skating, skiing, studying nature, hiking, or driving.
- f. Provide more information about facilities for the handicapped.
- g. Send news releases to local newspapers about nearby parks and their facilities.

2. Park Activities

- a. Emphasize the potential for school day-trips with hikes, talks, outdoor cooking, fishing demonstrations, and nature study.
- b. Stress senior citizen excursions with lectures, exhibits, short walks, and drives.
- c. Encourage activities appropriate for families with children aged 7-13, since these families are frequent park users.
- d. Mention other activities at the parks, such as biking, shuffleboard, basketball, skiing, ice fishing, skating, fishing, and tournaments.

- e. Plan special activities for the handicapped.
- f. Designate special areas for families with small children or for people over 50 years old.
- g. Restrict items that annoy some users, such as radios, ATV's, off-road motorcycles, and motorboats.
- h. Stress the economy of short- or day-visits to the state parks.

3. Park Fees

- a. Lower fees for day visits or provide 1- or 2-hour passes to permit a rest stop or brief picnic while traveling through the area.
- b. Charge extra for special activities such as boating, camping, or skiing.
- c. Provide more heated small lodges and shelters for socializing.
- d. Issue visitors a card in addition to a sticker for use with more than one vehicle.
- e. Charge higher fees for weekends, holidays, or other high-use periods, especially in the popular parks.
- f. Charge (or increase charges) for firewood, electrical outlets, refuse disposal, hot water, showers, shelters, and other special facilities and services.

4. Miscellaneous

- a. Encourage visitors to stay in nearby lodges and use the parks during the day.
- b. Provide concession stands for supplies such as food, snacks, or gasoline.
- c. Offer cabins or group shelters for rent.

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Linda J. Penaloza is a sociologist who is working for the Bureau of Research of the Wisconsin Department of Natural Resources, specializing in the study of recreation and leisure time. She recently conducted a study of Wisconsin campers in both state parks and private campgrounds. She is currently conducting a study of recreational boating in Wisconsin.

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