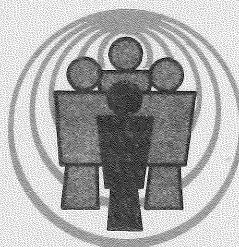


GV  
191.42  
.J8  
G6  
2000

# Center for Social and Behavioral Research



College of Social and Behavioral Sciences  
University of Northern Iowa  
Cedar Falls, Iowa 50614



## Table of Contents

	<u>Page</u>		<u>Page</u>
<i>List of Tables</i>	iv	<i>Vacation Information</i> .....	27
<i>List of Figures</i>	vi	<i>Favorite Vacation</i> .....	27
<i>Background &amp; Methodology</i>	1	<i>Destination Parks</i> .....	30
<i>Purpose</i> .....	1	<i>Visits to Destination Parks</i> .....	30
<i>Methodology</i> .....	1	<i>Likelihood of Visiting</i> .....	31
<i>Statistical Issues</i> .....	2	<i>Preferred Features</i> .....	32
<i>Explanation of Terminology</i> .....	2	<i>Possible Accommodations</i> .....	34
<i>Statistical Issues</i> .....	2	<i>Possible Services</i> .....	35
<i>Description of the Sample</i> .....	3	<i>Travel Time</i> .....	36
<i>Main Findings</i>	5	<i>Reasons Might Not Visit</i> .....	36
<i>State Park Users</i> .....	5	<i>Focused Analyses</i>	37
<i>Outdoor Recreational Activities</i> .....	6	<i>Fishing in Iowa</i> .....	37
<i>Level of Outdoor Recreational</i>		<i>Ratings of Present Fishing Quality</i> .....	37
<i>Activity</i> .....	6	<i>Change in Fishing Quality</i> .....	38
<i>Participation Rates</i> .....	7	<i>Analyses by Income</i> .....	39
<i>Activities Inhibited Due to Limited or</i>		<i>Recreational Activity Participation</i>	39
<i>Unsuitable Recreational Areas or</i>		<i>Support for Funding to Protect and</i>	
<i>Facilities</i> .....	10	<i>Manage Natural Resources</i> ....	39
<i>Inhibited Activities</i> .....	11	<i>Likelihood of Visiting a Destination</i>	
<i>Fishing</i> .....	12	<i>Park in Iowa</i> .....	39
<i>Fishing Quality</i> .....	12	<i>Destination Parks: Importance Ratings by</i>	
<i>Change in Fishing Quality</i> .....	13	<i>Likelihood of Visiting</i> .....	40
<i>Types of Waterways</i> .....	14	<i>Overview</i> .....	40
<i>Fishing in Iowa State Park and</i>		<i>“Definite” Destination Park</i>	
<i>Recreational Areas</i> .....	14	<i>Vacationers</i> .....	40
<i>Park Attendance and Fishing</i>		<i>Marginal Destination Park</i>	
<i>Quality</i> .....	15	<i>Vacationers</i> .....	41
<i>Youth Fishing</i> .....	16	<i>Unlikely Destination Park</i>	
<i>Background</i> .....	16	<i>Vacationers</i> .....	41
<i>Fishing Parties</i> .....	17	<i>Summary &amp; Conclusions</i>	43
<i>Types of Waterways</i> .....	17	<i>Endnotes</i>	47
<i>Fishing in Iowa’s State Parks and</i>		<i>Appendix A: Iowa Department of Natural</i>	
<i>Recreational Areas</i> .....	18	<i>Resources Household Questionnaire</i>	49
<i>Preferred Fish</i> .....	18	<i>Appendix B: Explanation of Disposition Codes</i>	67
<i>Open Spaces</i> .....	19	<i>Appendix C: Leisure and Recreational Activities by</i>	
<i>Visitation</i> .....	19	<i>Demographic Groups</i>	69
<i>Quality of Life</i> .....	20	<i>Appendix D: Limited or Unsuitable Iowa Recreational</i>	
<i>Ownership of Open Spaces</i> .....	20	<i>Area or Facilities</i>	73
<i>State Purchasing and Ownership</i> .	21	<i>Appendix E: Fishing Quality</i>	75
<i>Local Government Purchasing and</i>		<i>Appendix F: Protection and Management of Iowa’s</i>	
<i>Ownership</i> .....	21	<i>Natural Resources</i>	77
<i>Protection and Management of Iowa’s Natural</i>		<i>Appendix G: Destination Parks</i>	79
<i>Resources</i> .....	23		
<i>Importance of State Spending</i> ...	23		
<i>Funding Sources</i> .....	25		



## List of Tables

<u>Table</u>	<u>Page</u>	<u>Table</u>	<u>Page</u>
1 Final Telephone Call Dispositions . . . . .	2	11 Type of Fish Youth Anglers Prefer to Catch . . .	18
2 Visited an Iowa State Park or Recreation Area During the Past Year . . . . .	5	12 Visited an Open Space in Iowa During the Past 2 Years . . . . .	19
3 Level of Outdoor Activity Now vs. Five Years Ago (%) . . . . .	6	13 Importance of Spending More Money to Protect and Manage Iowa's Natural Resources . . .	24
4 Level of Participation in Outdoor Leisure and Recreational Activities (% within Activity) .	8	14 Funding Options (% within Age Group Supporting) . . . . .	26
5 Sub-Group Analysis: Participation in Leisure and Recreational Activities (%) . . . . .	9	15 Visited a Destination Park During the Past 2 Years . . . . .	30
6 Outdoor Recreational Activities Inhibited by Iowa's Recreational Areas or Facilities . . . . .	10	16 Level of Importance for 29 Possible Destination Park Features . . . . .	32
7 Quality of Fishing in Iowa's State Parks and Recreational Areas by Demographic Groups.	12	17 Importance Ratings of 29 Possible Destination Park Features . . . . .	33
8 Fishing Quality in Iowa's State Parks and Recreational Areas Now Compared to 5 Years Ago (% within Demographic Group) . . . . .	13	18 Importance Ratings for 5 Possible Destination Park Accommodations . . . . .	33
9 Proportion of Fishing Time Spent in Waterways Associated with Iowa State Parks and Recreational Areas (% of Current Iowa Anglers) . . . . .	15	19 Importance Ratings for 3 Possible Destination Park Services . . . . .	35
10 Effect of Improved Fishing Quality on Park Attendance . . . . .	16	20 Participation Rates by Income (%) . . . . .	39
		21 Likelihood of Vacationing at a Destination Park (% within Demographic Group) . . . . .	40



## List of Figures

<u>Figure</u>	<u>Page</u>	<u>Figure</u>	<u>Page</u>
1 Gender .....	3	20 Proportion of fishing time spent in Iowa's state parks and recreational areas .....	18
2 Age group .....	3	21 Visited an open space in Iowa during the past 2 years .....	19
3 Highest education completed .....	3	22 Importance of open spaces to Iowan's quality of life .....	20
4 Gross annual household income .....	4	23 Favor public versus private ownership of open spaces .....	20
5 Marital status .....	4	24 More funding for the State of Iowa to purchase privately owned open spaces .....	21
6 Children living in household .....	4	25 State should make more money available to local governments to buy privately owned open spaces .....	21
7 Community size .....	4	26 Favor making more state money available for local governments to purchase open spaces ....	22
8 Visited an Iowa State Park or Recreation Area during the past year .....	5	27 Local governments should provide more funding to buy open space .....	22
9 Change in level of outdoor recreational activity ..	6	28 Support for various sources of funding to manage and protect Iowa's natural resources ....	25
10 Proportion of all respondents who participated in the activity at least once during the past year	7	29 Vacation travel party .....	27
11 Outdoor activity inhibited by limited or unsuitable recreational areas or facilities. ....	10	30 Number of children on vacation .....	27
12 Limited or unsuitable Iowa recreational area or facilities .....	11	31 Percentage of respondents who reported that their favorite vacation in the past year included at least one child .....	27
13 Fishing quality in Iowa's state parks and recreational areas between May 1,1999 and April 30, 2000 .....	12	32 Vacation destination .....	28
14 Quality of fishing in Iowa's state parks and recreational areas (now vs. five years ago)..	13	33 Reasons for going to vacation destination ....	29
15 Percentage of current Iowa anglers that fished at least once in this type of waterway. ....	14	34 Location of state park or recreational area destination .....	29
16 Proportion of fishing time that was spent in Iowa's state parks or recreational areas .....	15	35 Likelihood of vacationing at a destination park in Iowa .....	31
17 Number of child anglers in the household ....	16	36 Mean likelihood rating of vacationing in a destination park in Iowa if one were built .	31
18 Select youth angler: Fishing party .....	17		
19 Percentages of selected youth anglers fishing at least once in this type of waterway .....	17		

## **List of Figures**

---

<u>Figure</u>	<u>Page</u>
37 Hours willing to travel to destination park . .	36
38 Ratings of fishing in Iowa's parks and recreational areas . . . . .	37
39 Comparison of fishing quality in Iowa's state parks and recreational areas now versus 5 years ago . . . . .	38



# Purpose & Methodology

## *Purpose*

This survey was commissioned by the Iowa Department of Natural Resources (DNR) to assess adult Iowan's participation in outdoor recreational activities and their opinions about the protection and management of Iowa's natural resources. Specifically, this survey concentrated on assessing the respondents' views of five major content areas:

- participation in outdoor recreational activities
- adult and youth fishing habits
- use of open spaces and attitudes about funding open spaces
- opinions concerning the management and protection of Iowa's natural resources
- characteristics of the respondents' favorite vacations
- opinions concerning a destination park in Iowa

This study was not intended to determine the feasibility of building a destination park in Iowa. It also did not ask respondents to make relative funding decisions, such as prioritizing how funding should be distributed to manage and protect Iowa's natural resources.

## *Methodology*

The survey population consisted of Iowa residents at least 18 years of age. The sampling frame for the survey was adult Iowans living in households with residential telephone lines. Respondents were contacted by telephone using a random-digit dialing (RDD) methodology. All data were collected via a Computer Assisted Telephone Interviewing (CATI) system at the Center for

Social and Behavioral Research at the University of Northern Iowa. Interviewers were trained and supervised by the Center for Social and Behavioral Research. Data collection began on May 30, 2000, and was concluded on July 20, 2000. Interviewing was concentrated in the hours of 5 p.m. until 9 p.m. Sunday through Thursday, weekdays from 9 a.m. until 5 p.m., and Saturdays from 10 a.m. until 2 p.m.

Using a sample of telephone numbers drawn by Genesys Sampling Systems, a total of 5,160 telephone numbers were attempted to yield 1,203 completed interviews (See Appendix A for questionnaire<sup>1</sup>). To assure random sampling within each household, during the initial contact, interviewers asked to speak with the adult with the most recent birthday. When the initial contact person was not the appropriate respondent, ten or more call-backs were made in an attempt to obtain a completed interview. The selected respondent was provided with a brief description of the interview purpose, identity of the study sponsor, and informed that their participation was voluntary and confidential. The average interview length was 19.7 minutes ( $SD = 4.54$ ).

Table 1 shows the distribution of final telephone call dispositions (see Appendix B for definition of dispositions). The response rate (RR4; American Association for Public Opinion Research, 1998)<sup>2</sup> was 44.0%, with a cooperation rate (COOP3; American Association for Public Opinion Research, 1998)<sup>2</sup> of 69.1%. Essentially, the response rate is the ratio of interviews to eligible numbers dialed, and the cooperation rate is the ratio of interviews to all eligible respondents contacted.

Table 1  
Final Telephone Call Dispositions

Disposition	N	%
Completed Interviews	1,203	23.3
Refusals & incomplete interviews	537	10.4
Non-eligible number	697	13.5
10+ Attempts, All No Answer	416	8.1
10+ Call Backs	292	5.7
10+ Attempts, All Answering Machine	315	6.1
Respondent Unable to Communicate	78	1.5
No eligible respondent during interview period	127	2.5
Non-working numbers	1,495	29.0
Total Numbers Dialed	5,160	100

### *Explanation of Terminology*

Throughout this report, the phrase “past year” refers to the time period of May 1, 1999, through April 30, 2000. The use of the phrase *past year* was used for ease of expression, but it should not be confused with a calendar year.

“Participation rate” refers to the proportion of individuals who engaged in the activity at least once during the time period of May 1, 1999, through April 30, 2000.

“Current Iowa Anglers” refers to respondents who reported fishing at least once in Iowa during the time period of May 1, 1999, through April 30, 2000.

Community type is determined by the size of the respondent’s community. “Rural” communities were defined as farms or towns with fewer than 5,000 residents. “Urban” communities were defined as towns or cities with at least 5,000 residents.

### *Statistical Issues*

For items involving the entire sample, the maximum approximate sampling error is +/- 2.9%. Throughout this report, references to sub-group differences reflect the results of appropriate statistical tests (e.g., chi square, t-test, ANOVA’s) at the 95% confidence level.

Unless otherwise noted, the values presented in this report exclude (on a per item basis) those persons who responded “don’t know” to the item and persons who refused to respond to the item. If there is no mention of “don’t know” or refusals, the reader can assume that fewer than 10% of the respondents responded in that fashion.

The figures in the demographic section contain numbers within parentheses. These numbers represent the number of survey respondents with that particular demographic characteristic. In some tables, the letter *n* appears as a column heading. The values in this column represent the number of survey respondents who provided that response.

## *Description of the Sample*

Of the 1,203 adult respondents, 43.9% were male, and 56.1% were female (see Figure 1).

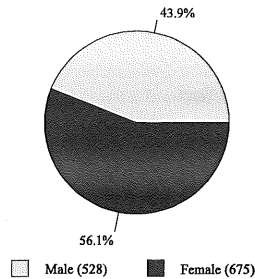


Figure 1. Gender.

The mean age of the respondents was 48 years. One-fourth (25.0%) of the respondents were under the age of 35, and 42.7% were aged 50 or older (see Figure 2).

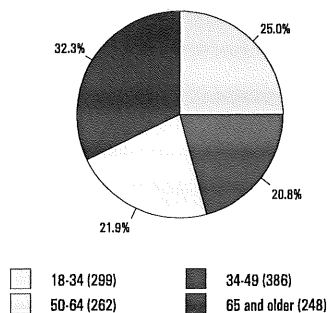


Figure 2. Age group.

The vast majority (95.6%) of the respondents were White. The remaining respondents were Black (1.5%) or of some other racial background (2.9%). Less than one percent (0.8%) of the respondents reported that they were of Hispanic, Latino, or Spanish origin.

The highest level of education completed by respondents is shown in Figure 3. Over one-third (37.5%) had a high school diploma or GED, but had not completed any college or technical school. Slightly more than one-fifth (29.5%) of those surveyed were college graduates.

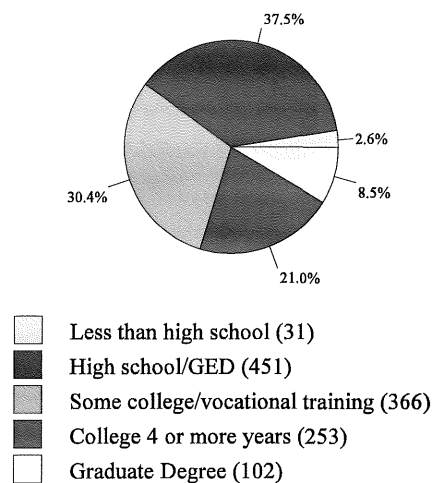


Figure 3. Highest education completed.

Over one-half of the respondents reported an annual gross household income of at least \$35,000 (see Figure 4). In total, 10.3% of all respondents did not provide income information; they either reported that they “did not know” or refused to respond to this item. Such individuals are excluded from Figure 4.

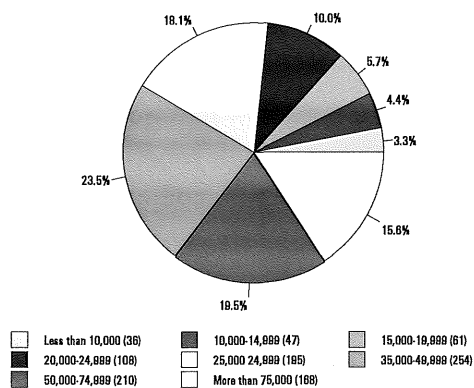


Figure 4. Gross annual household income.

With respect to marital status, over 60.0% of respondents were currently married and 17.3% had never been married (see Figure 5). Of those who were not currently married, 14.0% reported that they currently were living with a partner.

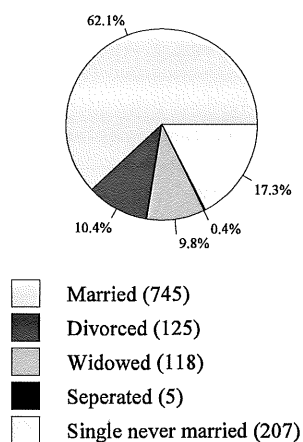


Figure 5. Marital status.

More than one-third (35.7%) of all respondents reported living in a household with at least one child (see Figure 6). The proportion of all respondents who had at least one child younger than 5 years old, 5 through 12 years old, or 13 through 17 years old living in their households are shown in Figure 6.

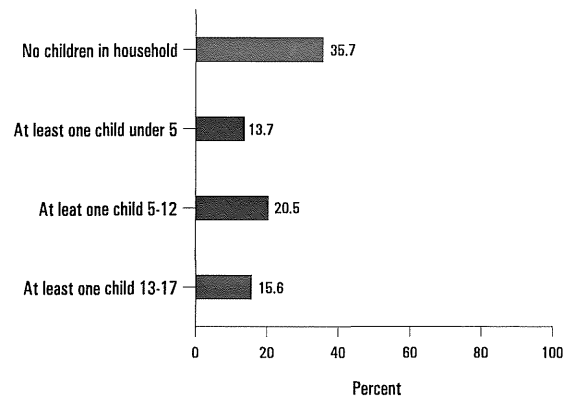


Figure 6. Children living in household.

Although slightly more than one-half of the respondents live in rural areas including towns of less than 5,000 people, more than one-fifth (21.2%) of the respondents reported living in metropolitan areas of 50,000 or more people (see Figure 7).

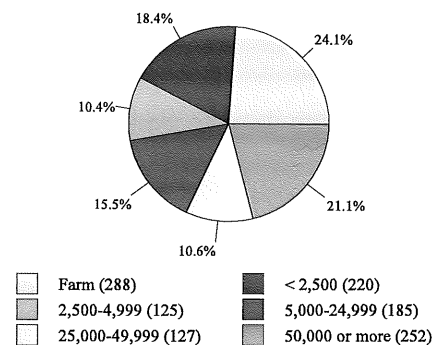


Figure 7. Community size

## Main Findings

### State Park Users

**Q:** Between May 1<sup>st</sup>, 1999 and April 30<sup>th</sup>, 2000, did you visit a state park or recreation area in Iowa?

**A:** Nearly three-fourths (73.6%) of those surveyed visited a state park or recreation area in Iowa between May 1, 1999, and April 30, 2000.

Men were more likely than women to report having visited an Iowa State park or recreation area during the past year (80.0% vs. 68.8%, respectively). Individuals aged 65 or older were the least likely to have visited a state park or recreation area in Iowa during the past year (see Table 2). Those living in rural and urban counties were equally likely to have visited a state park or recreation area (see Table 2).

Table 2  
Visited an Iowa State Park  
or Recreation Area During the Past Year

Characteristic	Number of Respondents	% Visited
Gender		
Male	526	80.0
Female	672	68.8
Age Group		
18-34	298	80.9
35-49	385	80.5
50-64	262	73.7
65 or older	245	53.5
Community Type		
Rural	631	73.1
Urban	562	74.6

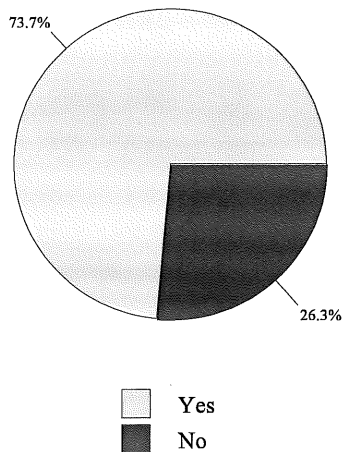


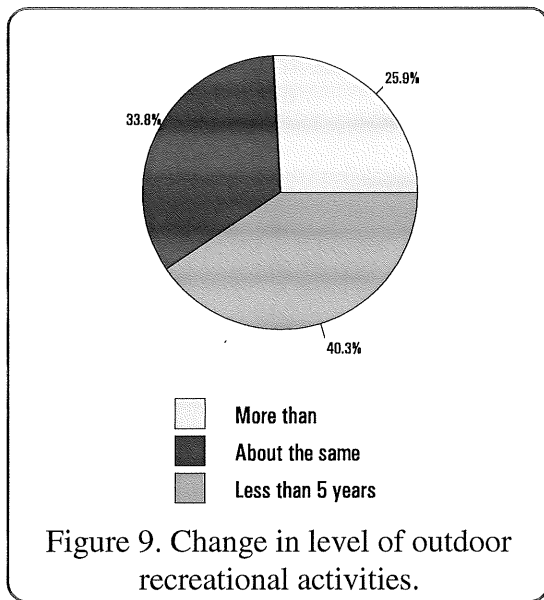
Figure 8. Visited an Iowa state park or recreation area during the past year.

## Outdoor Recreational Activities

### Level of Outdoor Recreational Activity

**Q:** Compared to five years ago, would you say that the amount of time you spend in outdoor recreational activity now is more than, about the same, or less than five years ago?

**A:** One-fourth (25.9%) of those surveyed reported that they spend more time on outdoor recreational activities now than they did five years ago. However, the majority of respondents reported that they were spending either about the same (40.3%) or less (33.8%) time on outdoor recreational activities now as compared to five years ago.



Women were more likely than men to report that they currently spend less time doing outdoor recreational activities than they did five years ago (see Table 3). Age was significantly related to change in activity level (see Table 3). For those aged 50 or older (especially those 65 or older), there was a trend towards decreased self-reported activity over the past five years. There were no differences between those living in rural versus urban communities.

Table 3  
Level of Outdoor Activity  
Now Versus Five Years Ago (%)

Characteristic	<i>n</i>	More	Same	Less
<b>Gender</b>				
Male	527	28.7	34.7	36.6
Female	674	23.7	33.1	43.2
<b>Age Group</b>				
18-34	298	40.9	26.5	32.6
35-49	385	33.0	36.1	30.9
50-64	262	16.4	37.8	45.8
65 or older	248	7.3	33.5	59.3
<b>Community Type</b>				
Rural	632	25.5	35.9	38.6
Urban	563	26.6	30.9	42.5

Note. "n" refers to the number of respondents.

## Participation Rates

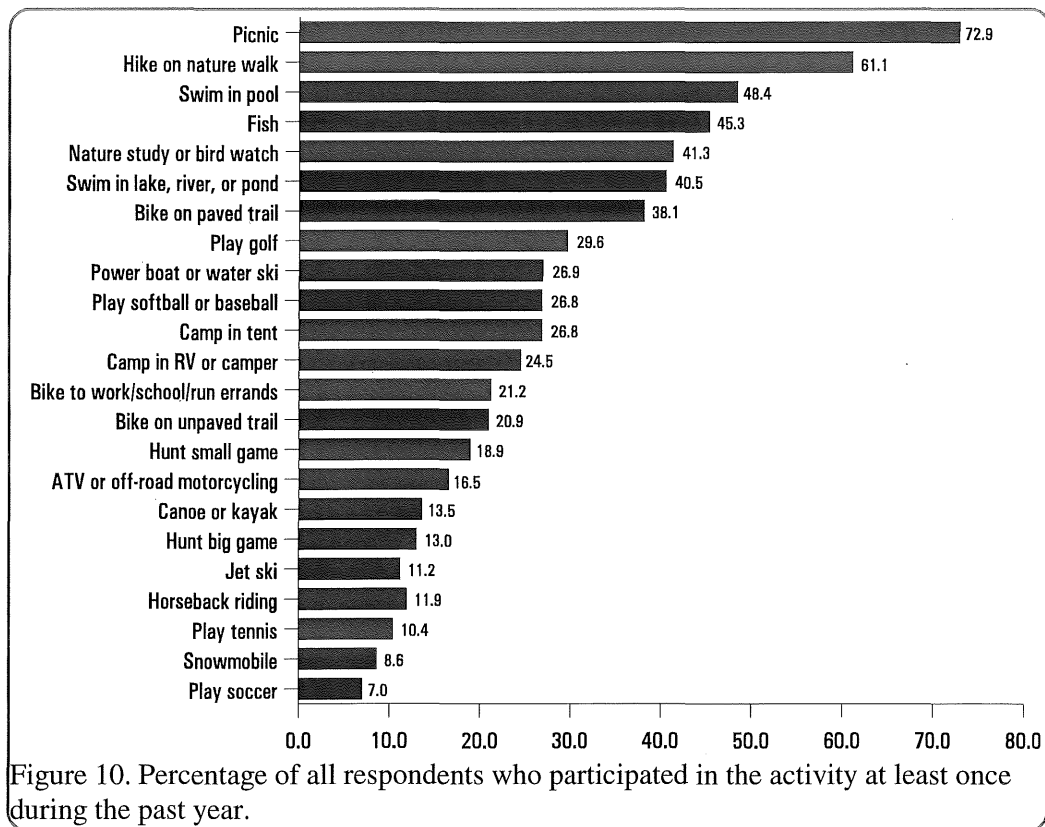
**Q:** Please tell me whether you did each activity **frequently**, which means 10 or more times, **occasionally**, which means 1 to 9 times, or **not at all** between May 1, 1999, and April 30, 2000.

**A:** Participation data for 21 activities are presented in Figure 10 and Table 4. Nearly three-fourths (72.9%) of the adults surveyed reported picnicking and 61.1% reported hiking or taking a nature walk at least once during the past year.

The five activities with the highest participation rates were:

- picnic (72.9%)
- hike or nature walk (61.1%)
- swim in a pool (48.4%)
- fish (45.3%)
- nature study such as bird watching (41.3%)

The concept of a nature study was loosely defined. For instance, casual bird watching and taking trips to admire the changing color of leaves during the fall were considered nature studies.



For each activity, Table 4 shows the percent of respondents who reported engaging in the outdoor recreational activity 10 or more times (i.e., frequently), 1 to 9 times (i.e., occasionally), or not at all between May 1, 1999, and April 30, 2000.

Only hiking or nature walks, nature studies such as bird watching, and fishing were reported as *frequent* outdoor recreational activities by more than one-fifth of those surveyed.

Table 4  
Level of Participation in Outdoor Leisure and Recreational Activities  
(% within Activity)

Activity	Frequently	Occasionally	Not at All
Hike on nature walk	21.5	39.5	38.9
Nature study or bird watch	20.9	20.4	58.7
Fish	20.1	25.2	54.7
Swim in pool	18.3	30.1	51.6
Picnic	18.2	54.7	27.1
Bike on paved trail	14.3	23.8	61.9
Play golf	13.8	15.8	70.4
Swim in lake, river, or pond	12.7	27.8	59.5
Hunt small game	10.2	8.7	81.1
Power boat or water ski	9.5	17.5	73.1
Play softball or baseball	8.3	18.5	73.2
Camp in RV or camper	7.9	16.6	75.5
Camp in tent	7.4	19.4	73.2
ATV or off-road motorcycling	7.1	9.4	83.5
Bike to work, school, or to run errands	6.9	14.3	78.8
Hunt big game	6.1	6.9	87.0
Bike on unpaved trail	5.9	15.0	79.1
Play soccer	3.0	4.0	93.0
Jet ski	2.8	8.4	88.8
Play tennis	2.7	7.6	89.6
Horseback riding	2.5	9.4	88.1
Snowmobile	2.0	6.7	91.4
Canoe or kayak	1.8	11.7	86.5



Participation rates for each of the activities assessed in this survey are shown in Table 5 for the sub-groups of park users, gender, and age group (see Appendix C for a more detailed table). The cells of the table have been shaded according to the level of participation. Specifically, green indicates that at least 50% of the respondents in that cate-

gory reported engaging in the activity at least once between May 1, 1999, and April 30, 2000. Yellow indicates that at least 10% but less than 50% of the respondents in that category engaged in the activity at least once. Blue indicates that fewer than 10% of the respondents in that category engaged in the activity at least once.

Table 5  
Sub-Group Analysis: Participation in Leisure and Recreational Activities (%)

Activity	<u>Park User</u>		<u>Gender</u>		<u>Age Group</u>			
	Yes	No	M	F	18-34	35-49	50-64	65 +
Picnic	81.4	48.7	72.7	73.0	73.2	79.2	73.3	62.5
Hike on nature walk	71.6	31.8	65.2	57.9	69.8	71.8	58.4	36.7
Swim in pool	56.2	26.7	47.5	49.0	73.6	60.1	32.4	16.5
Fish	52.1	26.3	60.6	33.3	55.5	53.1	40.1	26.2
Nature study or bird watch	44.4	33.0	38.1	43.9	25.4	40.2	50.0	53.2
Swim in lake, river, or pond	47.6	20.6	46.8	35.6	64.2	52.6	25.2	8.9
Bike on paved trail	45.0	19.1	40.6	36.1	57.7	46.9	26.0	12.9
Play golf	33.0	20.6	40.3	21.2	37.1	33.4	29.4	15.3
Power boat or water ski	31.4	14.6	34.3	21.2	41.8	30.6	20.2	10.1
Play softball or baseball	31.3	14.3	31.3	23.3	46.5	34.7	13.7	4.0
Camp in tent	32.7	10.2	33.0	21.9	48.5	36.8	11.8	1.2
Camp in RV or camper	29.4	11.1	31.3	19.3	30.4	30.1	19.8	14.1
Hunt small game	22.2	9.5	36.6	5.0	24.1	23.1	19.5	6.0
Bike to work, school, or to run errands	25.4	9.8	26.5	17.0	33.4	24.4	14.9	8.1
Bike on unpaved trail	24.8	10.2	24.2	18.4	41.1	22.3	11.8	4.0
ATV or off-road motorcycling	18.5	10.8	22.9	11.4	26.4	22.0	12.6	3.6
Hunt big game	14.6	8.3	25.8	3.0	17.7	15.3	13.0	4.0
Canoe or kayak	35.2	16.5	35.4	26.2	34.1	36.3	26.3	21.0
Jet ski	12.6	7.3	15.0	8.3	23.7	12.2	4.6	1.2
Horseback riding	13.3	7.9	12.7	11.3	17.4	16.1	8.4	2.8
Play tennis	12.1	5.7	11.7	9.3	19.4	11.7	4.6	3.6
Snowmobile	9.6	6.0	12.9	5.3	18.1	9.6	3.8	1.2
Play soccer	7.9	4.4	8.1	6.1	15.1	8.8	1.1	0.4

## Activities Inhibited Due to Limited or Unsuitable Recreational Areas or Facilities

**Q:** Are there any outdoor recreational activities that you would like to do more often, but cannot because Iowa's recreational areas or facilities are limited or unsuitable?

**A:** Slightly more than one-fifth (21.3%) of the respondents reported that Iowa's limited or unsuitable recreational areas restricted how often they participated in an outdoor recreational activity.

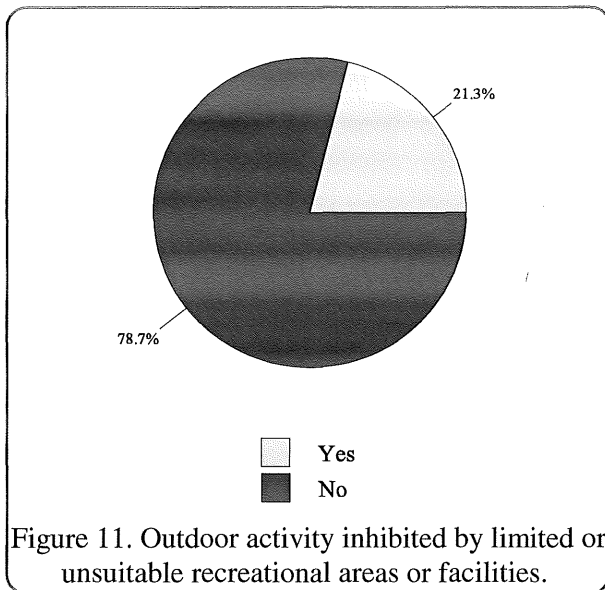


Figure 11. Outdoor activity inhibited by limited or unsuitable recreational areas or facilities.

As shown in Table 6, reporting that participation in at least one outdoor recreational activity was inhibited by limited or unsuitable recreational areas in Iowa was:

- more likely among men than women
- less likely among the those aged 50 or older, especially by those 65 or older
- more likely among those living in a community with at least 5,000 people than among those living in small towns or rural areas
- more likely among park users than non-users

Table 6  
Outdoor Recreational Activities Inhibited by Iowa's Recreational Areas or Facilities

	n	% Responding Yes
<b>Gender</b>		
Male	527	26.6
Female	668	17.1
<b>Age groups</b>		
18-34	294	28.6
35-49	385	27.3
50-64	262	18.7
65 or older	246	6.1
<b>Community Type</b>		
Rural	630	18.1
Urban	559	25.0
<b>Park user</b>		
Yes	878	23.2
No	312	16.0

## Inhibited Activities

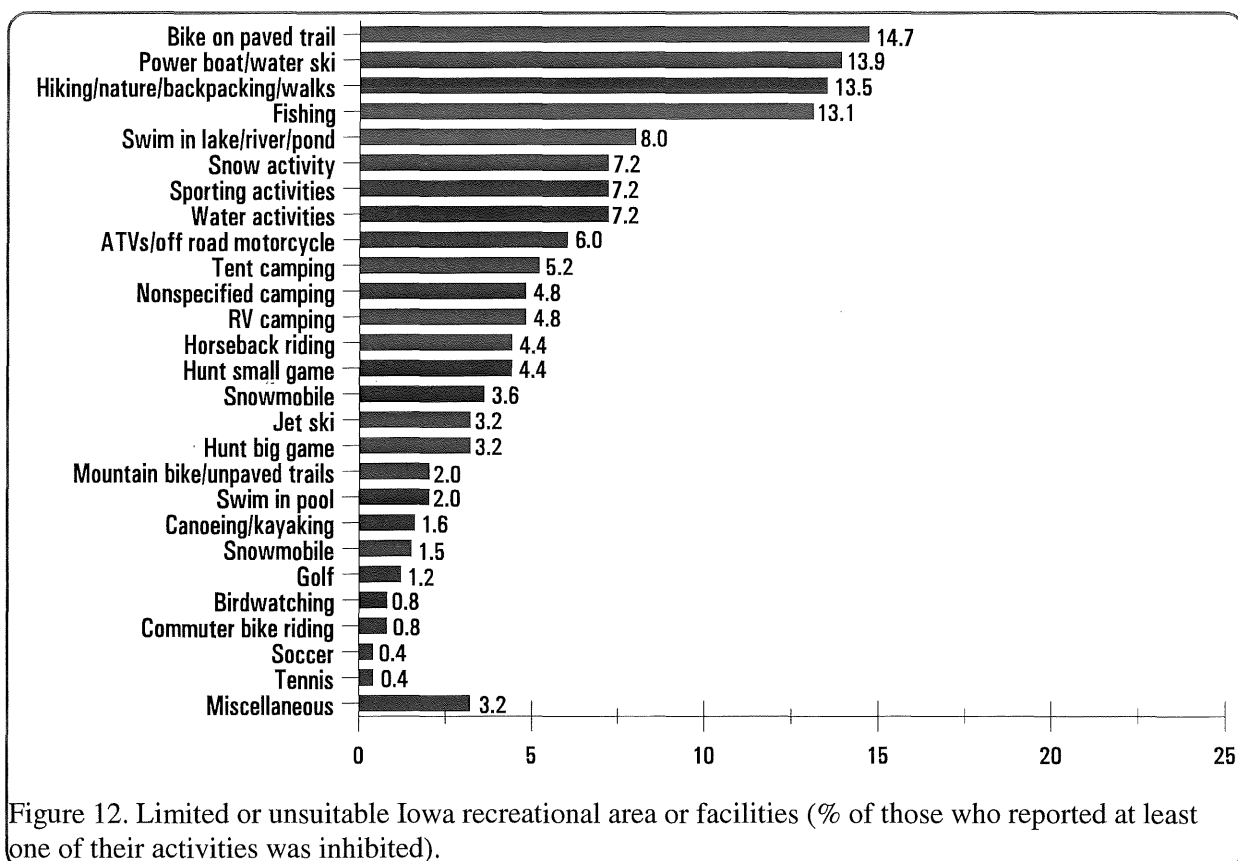
**Q:** What activities are inhibited by limited or unsuitable Iowa recreational areas or facilities?

**A:** The percentage of respondents mentioning each activity are shown in Figure 12. Biking on paved trails was the most frequently mentioned activity that was inhibited by Iowa's recreational areas or facilities. Specifically, biking on paved trails was mentioned by 14.7% of those who reported that at least one of their activities was limited.

The five activities most commonly mentioned as being inhibited by Iowa's limited or unsuitable recreation areas or facilities were:

- biking on paved trails (14.7%)
- power boating or water skiing (13.9%)
- hiking or nature walks (13.5%)
- fishing (13.1%)
- swimming in lakes, rivers, or ponds (8.0%)

A list of activities and the percentages of respondents within particular sub-groups who reported that the activity was inhibited by Iowa's recreational areas or facilities are provided in Appendix D (Table D1).



## Fishing

### Fishing Quality

**Q:** During the time period of May 1, 1999, through April 30, 2000, was the fishing in Iowa state parks or recreational areas good, fair, or poor?

**A:** Thirty percent (30.2%)<sup>3</sup> of those surveyed reported that fishing in Iowa state parks and recreation areas during the past year was *good* during the past year, whereas only 6.2% reported that fishing was *poor* (see Figure 13).

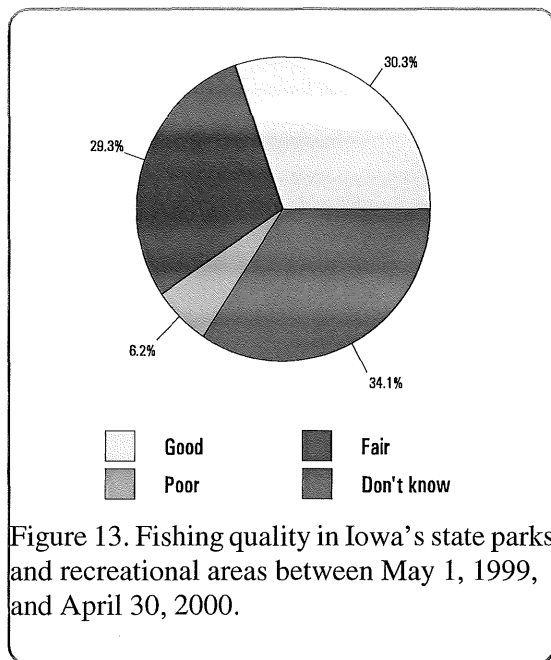


Figure 13. Fishing quality in Iowa's state parks and recreational areas between May 1, 1999, and April 30, 2000.

Of those with an opinion about the fishing quality in Iowa's state parks and recreational areas during the past year, 46.0% rated it as *good*, and 44.6% rated it as *fair*. Only 9.4% of those with an opinion rated the fishing quality as *poor*.

More than 40%— of females, persons aged 65 or older, and non-park visitors— reported that they *did not know* or were unsure of the fishing quality in Iowa's state parks and recreational areas (see Table 7).

Table 7  
Quality of Fishing In Iowa's State Parks and Recreational Areas by Demographic Groups

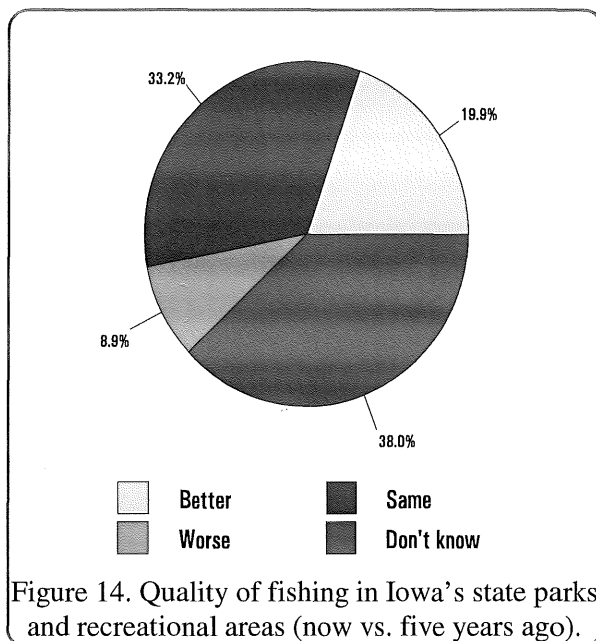
	<i>n</i>	Good	Fair	Poor	Don't Know
<b>Gender</b>					
Male	527	33.4	36.1	7.0	23.5
Female	674	27.9	24.2	5.5	42.4
<b>Age groups</b>					
18-34	299	30.4	37.5	4.7	27.4
35-49	385	33.0	30.9	7.0	29.1
50-64	262	27.9	29.0	7.3	35.9
65 or older	247	28.3	18.2	5.7	47.8
<b>Community Type</b>					
Rural	632	30.2	29.4	5.9	34.5
Urban	563	30.2	29.5	6.6	33.7
<b>Park user</b>					
Yes	881	33.6	32.8	6.5	27.1
No	315	21.5	20.0	5.4	53.3

When considering only those respondents with an opinion, there were no differences in fishing quality ratings by gender, age group, community type, or park visitation.

## Change in Fishing Quality

**Q:** Compared to 5 years ago, would you say fishing in Iowa state parks and recreational areas is now better, the same, or worse than 5 years ago?

**A:** The quality of fishing in Iowa's state park and recreational areas had not changed in the past 5 years according to one-third (33.2%) of those surveyed (see Figure 14). Many (37.9%) respondents were unsure of present fishing quality compared with the quality 5 years ago.



When considering only those respondents with an opinion on the comparative fishing quality, 32.1% reported it has improved and 53.6% reported it has not changed. Only 14.4% reported that fishing quality has declined over the past five years.

At least 40%—of females, persons aged 65 or older, those living in urban communities, and non-park visitors—reported that they *did not know* or were unsure of how the current fishing quality in Iowa's state parks and recreational areas compares with that of five years ago (see Table 8).

Table 8  
Fishing Quality in Iowa's State Parks and Recreational Areas Now Compared to 5 Years Ago (% within Demographic Group)

	<i>n</i>	Better	Same	Worse	Don't Know
<b>Gender</b>					
Male	527	26.2	36.4	10.2	27.1
Female	674	15.0	30.7	7.9	46.4
<b>Age group</b>					
18-34	299	16.4	35.5	11.4	36.8
35-49	385	20.8	41.0	6.0	32.2
50-64	262	20.6	30.2	11.8	37.4
65 or older	247	22.3	21.5	7.7	48.6
<b>Community Type</b>					
Rural	632	20.6	34.8	8.7	35.9
Urban	563	19.0	31.8	9.2	40.0
<b>Park user</b>					
Yes	881	21.1	35.5	10.4	32.9
No	315	16.5	26.7	4.8	52.1

Of those with an opinion, there were no differences by gender, community type, and park visitation; however, ratings varied significantly with age group. Those aged 65 and older were the most likely (43.3%) to report that fishing quality has improved. In contrast, improvement was reported by only 25.9% of those aged 18 to 34, and 30.7% of those aged 35 to 49, and 32.9% of those aged 50 to 64 (see Appendix E).

## Types of Waterways

**Q:** Between May 1, 1999, and April 30, 2000, did you fish at least once:

- in a lake in Iowa?
- in a pond in Iowa?
- in a trout stream in Iowa?
- in some other river or stream in Iowa?

**A:** The majority of current Iowa anglers reported that they fished at least once in a lake (81.6%), in a pond (61.4%), or in a non-trout river or stream (58.8%). Only 13.1% of current Iowa anglers reported fishing in one of Iowa's trout streams (see Figure 15).

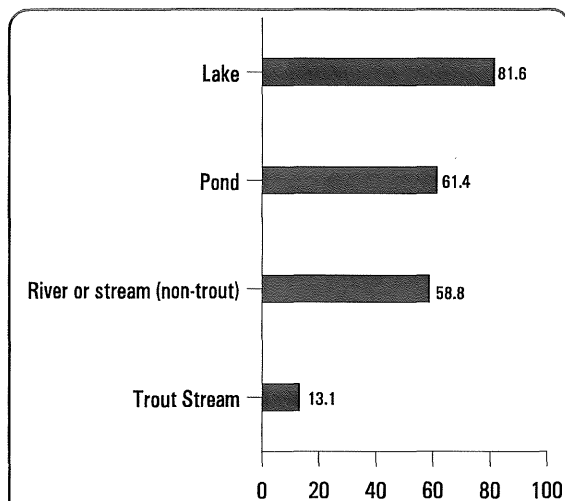


Figure 15. Percentage of current Iowa anglers that fished at least once in this type of waterway.

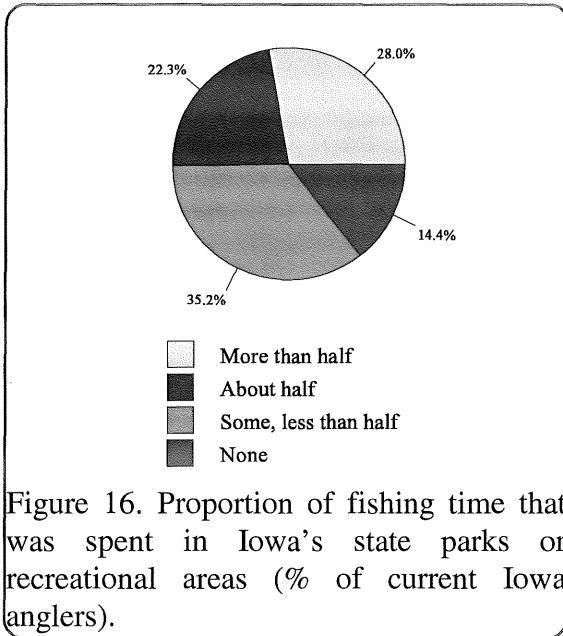
## Fishing in Iowa State Parks and Recreational Areas

**Q:** Thinking back to all the times you have fished between May 1, 1999, and April 30, 2000, how much of the time did you fish in a stream, river, pond, lake, or other waterway at a state park or recreation area in Iowa?

**A:** One-half (50.3%) of current Iowa anglers reported spending at least one-half of their fishing time in waterways at state parks or recreation areas in Iowa (see Figure 16).

The majority (85.6%) of current Iowa anglers reported that they fished at least once in a waterway at a state park or recreation area in Iowa during the past year. In other words, only 14.4% of current Iowa anglers did not fish in one of Iowa's state parks or recreational areas.

Many anglers spent much of their fishing time in state parks and recreational areas (see Figure 16). Specifically, 28.0% reported that most of the fishing time and an additional 22.3% reported that *about half* of their fishing time was spent fishing at waterways in state parks or recreation areas. An additional 35.2% of current Iowa anglers *some but less than half* of their fishing time in state parks or recreational areas.



Men spent more of their fishing time in waterways associated with Iowa's state parks and recreational areas than did women (see Table 9). Those aged 65 and older spent less of their fishing time at state parks and recreational areas in Iowa than did younger anglers (see Table 9). No differences were observed for those living in rural versus urban communities.

Table 9  
Proportion of Fishing Time Spent in Waterways Associated with Iowa State Parks and Recreational Areas (% of Current Iowa Anglers)

	<i>n</i>	More than half	About half	Less than half	None
<b>Gender</b>					
Male	280	31.4	24.6	34.3	9.6
Female	177	22.6	18.6	36.7	22.0
<b>Age group</b>					
18-34	134	33.6	17.2	37.3	11.9
35-49	182	23.1	23.6	37.9	15.4
50-64	94	33.0	22.3	33.0	11.7
65 or older	43	20.9	34.9	18.6	25.6
<b>Community Type</b>					
Rural	248	26.6	23.4	23.1	14.9
Urban	207	29.5	21.3	35.3	14.0
<b>Park user</b>					
Yes	457	28.0	22.3	35.2	14.4

Note. Less than half refers to "some but less than half" of the time.

### Park Attendance and Fishing Quality

Fishing quality is an important consideration when selecting which park to visit. Specifically, 23.4% and 31.9% of those respondents who had visited one of Iowa's state parks or recreational areas during the past year reported that the quality of fishing was a *very important* or *somewhat important* factor, respectively. Similarly, 45.2% of those who had visited an Iowa state park or recreational area during the past year reported that they would visit these parks and recreational areas more often if the fishing improved. One-third (33.7%) of those who had not visited an Iowa state park or recreational area in the past year reported that they would visit if the fishing were better.

No differences between those living in rural versus urban communities were observed; however, there were significant differences based on gender and age group. Men were more likely than women to report that their park attendance would increase if fishing quality improved (see Table 10). Respondents aged 65 and older were the least likely to report that their park or recreational area attendance would increase if the fishing improved (see Table 10).

Table 10  
Effect of Improved Fishing Quality  
on Park Attendance

	% Visit More	% Would Visit
Gender		
Male	57.9	45.7
Female	33.3	27.6
Age groups		
18-34	47.8	66.0
35-49	52.5	35.7
50-64	43.9	29.3
65 or older	25.6	17.3

Note. "% visit more" refers is based on the respondents who visited an Iowa state park or recreational area during the past year and reported that they would visit more if the fishing were better. "% would visit" refers the respondents who did not visit an Iowa state park or recreational area during the past year, but they reported that they would visit if the fishing were better.

The effect of improved fishing on respondents' behavioral intentions regarding increased visitation at Iowa's state parks and recreational areas were also calculated separately for current Iowa anglers. Among current Iowa anglers who had visited state parks or recreational areas during the past year, 63.0% reported that they would visit more often if the fishing were better. Among current Iowa anglers who were not park users, 57.5% reported they would visit if the fishing quality improved.

## Youth Fishing

### Background

**Q:** Were there any children age 15 or younger that lived in your household between May 1, 1999, and April 30, 2000?

**A:** Approximately one-third (34.2%) of those surveyed reported that there was a child aged 15 or younger living in the residence during the past year.

Two-thirds (66.3%) of the respondents from households that included at least one child aged 15 or younger reported that one or more of the children fished in Iowa between May 1, 1999, and April 30, 2000 (see Figure 17).

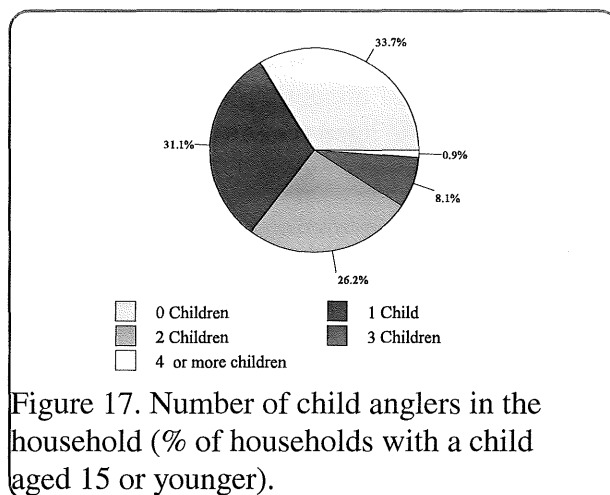


Figure 17. Number of child anglers in the household (% of households with a child aged 15 or younger).

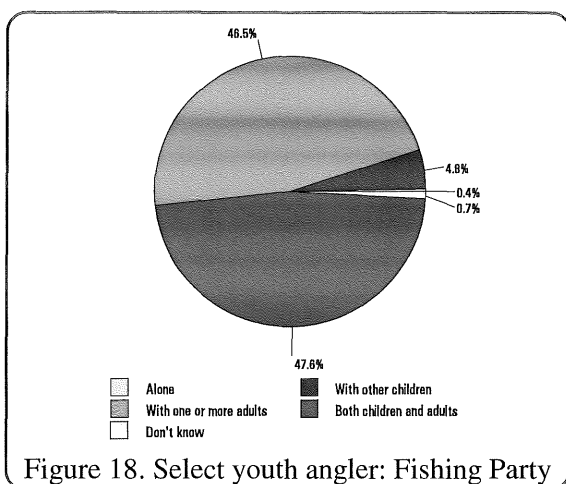
Respondents who lived in households with a child who fished in Iowa were asked a series of questions regarding the fishing habits of the youth. Respondents from households with two or more youth anglers were instructed to use the youth angler with these most recent birthday as the referent for the questions.



## Fishing Parties

**Q:** To your knowledge, did this child usually go fishing alone, with other children, with one or more adults, or in a group containing both children and adults?

**A:** Most (94.8%) of the youth anglers usually went fishing with an adult (see Figure 18). Only 5.2% of the youth anglers usually went fishing without adult supervision.

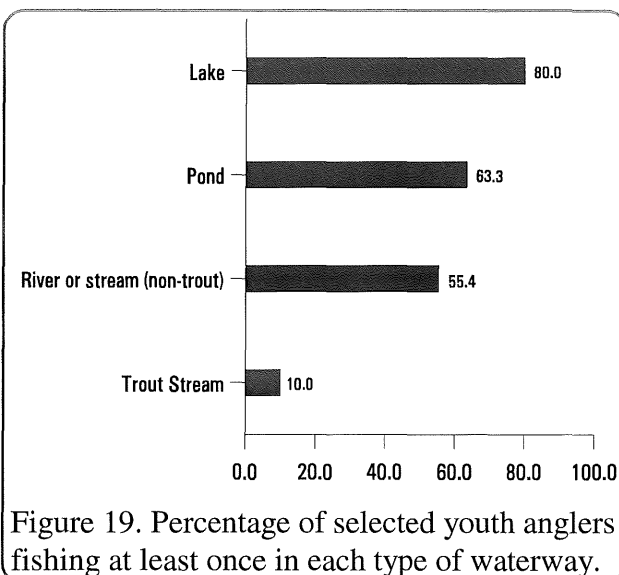


## Types of Waterways

**Q:** To your knowledge, between May 1, 1999, and April 30, 2000, did this child fish at least once:

- in a lake in Iowa?
- in a pond in Iowa?
- in a trout stream in Iowa?
- in some other stream or river in Iowa?

**A:** During the past year, most of the selected youth anglers reportedly had fished at least once in an Iowa lake (80.0%), pond (63.3%), or a river or stream (55.4%, non-trout waterway). Only 10.0% of the selected youth anglers reportedly had fished in one of Iowa's trout streams.



## Fishing in Iowa's State Parks and Recreational Areas

**Q:** Thinking back to all the times this child fished between May 1, 1999, and April 30, 2000, how much of the time did this child fish in a stream, river, pond, lake, or other waterway at a state park or recreational area in Iowa?

**A:** Over three-fourths (77.5%) of the selected youth anglers reportedly fished at least once in a waterway associated with a state park or recreational area in Iowa. For 48.7% of the selected youth anglers, at least one-half of the time they spent fishing during the past year was at a state park or recreational area in Iowa (see Figure 20).

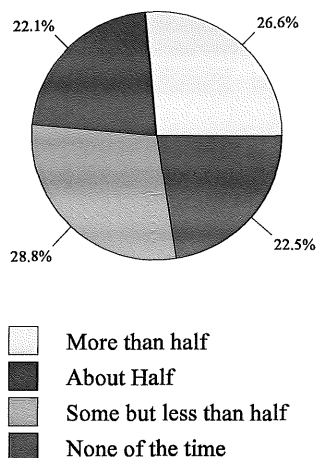


Figure 20. Proportion of fishing time spent in Iowa's state parks and recreational areas (% of selected youth anglers).

## Preferred Fish

**Q:** What kind of fish does this child most prefer to catch?

**A:** Although 41.7% of the select youth anglers reportedly had "no preference" for which type of fish they want to catch, nearly one-fifth (19.3%) preferred to catch bluegills (see Table 11).

The three types of fish youth anglers most preferred to catch were:

- bluegill (19.3%)
- crappie (11.2%)
- catfish (10.0%)

Table 11  
Type of Fish Youth Anglers Prefer To Catch

Preferred Fish	Frequency	%
Bluegill	50	19.3
Small Mouth Bass	11	4.2
Large Mouth Bass	11	4.2
Bullhead	7	2.7
Catfish	26	10.0
Crappie	29	11.2
Yellow Perch	3	1.2
Northern Pike	1	0.4
Walleye	8	3.1
Trout	5	1.9
No Preference	108	41.7

Note. Twelve respondents reported that they were unsure which type of fish the selected youth angler preferred to catch. These responses were excluded from the denominator used to determine the percentages displayed in this table.

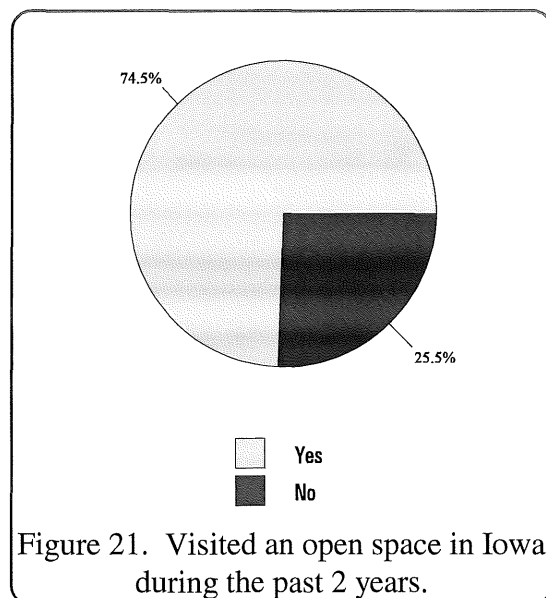
## Open Spaces

In this study, the term “open space” was used to refer to natural, relatively undeveloped areas. These areas often contain natural vegetation, fish or wildlife, and may also have historical, scenic, recreational, or educational value. In cities and towns, this might include parks, river fronts and town squares. In rural areas, this might include woodlands, prairies, marshlands, river corridors, lake shores, parks, or wildlife areas.

### Visitation

**Q:** Have you visited such an open space area in Iowa during the past 2 years?

**A:** Three-fourths (74.5%) of those surveyed reported that they had visited an open space area in Iowa during the past 2 years.



Men were more likely than women to report having visited an open space in Iowa during the past 2 years (81.0% vs. 69.4%, respectively). Individuals 65 or older were the least likely to have visited one of Iowa’s open spaces during the past 2 years (see Table 12). Those living in urban and rural communities were equally as likely to have visited open spaces in the past two years. The majority (54.8%) of those who had not visited an Iowa state park or recreational area between May 1, 1999, and April 30, 2000 reported that they had not visited an “open space” in the past 2 years. Interestingly, 15% of those who visited an Iowa state park or recreational area did not consider it an “open space.”

Table 12  
Visited an Open Space in Iowa  
During the Past 2 Years

	<i>n</i>	% Visiting
<b>Gender</b>		
Male	526	81.0
Female	670	69.4
<b>Age group</b>		
18-34	296	82.8
35-49	386	78.8
50-64	261	77.0
65 or older	245	55.1
<b>Community Type</b>		
Rural	630	72.5
Urban	560	76.8
<b>Park user</b>		
Yes	881	85.0
No	310	45.2

## Quality of Life

**Q:** How important are open spaces to the quality of life in Iowa?

**A:** Slightly more than two-thirds (67.3%) of the respondents reported that open spaces were very important to quality of life (see Figure 22). An additional 30.2% of the respondents reported that open spaces were somewhat important to quality of life.

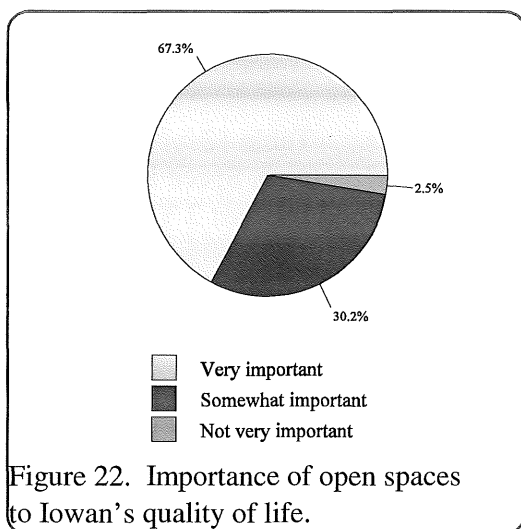


Figure 22. Importance of open spaces to Iowa's quality of life.

There were no significant differences based on gender, age group, or community size.

## Ownership of Open Spaces

**Q:** Open spaces in Iowa are either publicly owned by the local, state, or federal government or privately owned by individuals or businesses. Do you generally favor public or private ownership of open spaces?

**A:** The majority (62.9%) of respondents reported favoring public ownership of open spaces, whereas only 17.0% favored private ownership (see Figure 23). One-fifth (20.1%) of those surveyed were unsure whether they favored public or private ownership of open spaces.

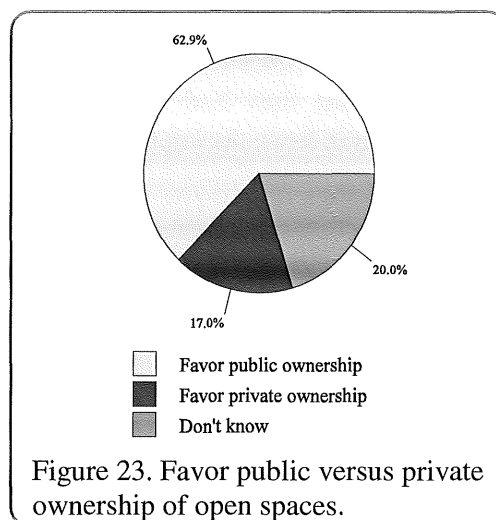


Figure 23. Favor public versus private ownership of open spaces.

When including only respondents with an opinion, 78.8% favored public ownership, with only 21.2% favoring private ownership. Furthermore, favoring public ownership was more likely among:

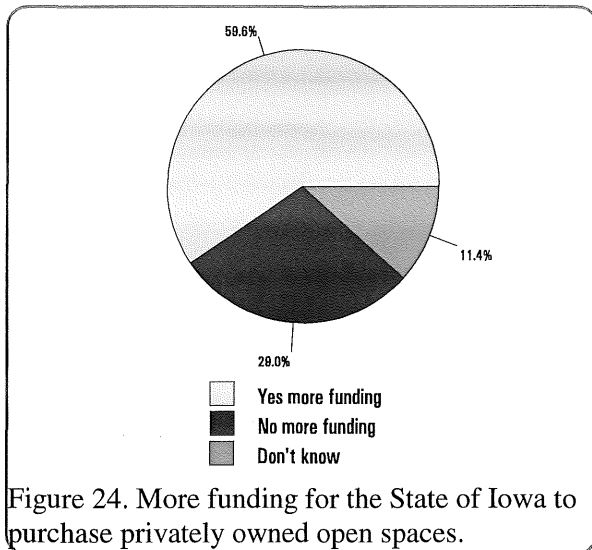
- women (82.7%) than men (74.1%)
- those living in urban (83.0%) than rural (75.2%) communities.

Age group was unrelated to attitudes of public versus private ownership of open spaces.

## State Purchasing and Ownership

**Q:** Do you feel the State of Iowa should provide more funding for buying privately held open spaces which would then belong to the state?

**A:** A majority (59.6%) of those surveyed reported that the state should provide more funding to buy privately held open spaces, whereas only 29.0% reported that the state should not provide more funding (see Figure 24).

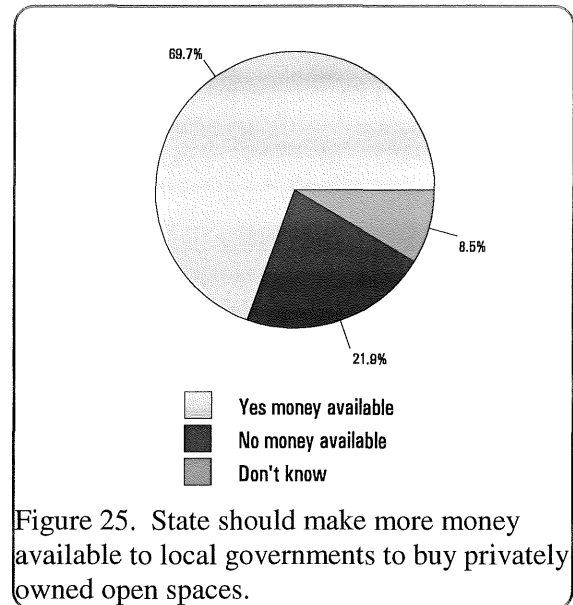


When considering only those respondents with an opinion, 67.3% supported and 32.7% opposed more state funding to buy privately held open spaces. Supporting additional state funding was more common among those living in urban (70.5%) than those in rural (64.6%) communities. There were no significant differences based on gender or age group.

## Local Government Purchasing and Ownership

**Q:** Do you feel the state government should make money available to help county and city governments buy open spaces?

**A:** A majority (69.7%) of those surveyed reported that the state should make money available for local governments to buy open spaces, whereas only 21.9% reported that the state should not make more money available (see Figure 25).



When considering only those respondents with an opinion, 76.1% supported and 23.9% opposed the state government making more money available to help county and city governments buy open spaces. This support was equal among men and women.

Support for making more state money available to local governments was greatest among:

- respondents under the age of 35 (85.2%) as compared to all other respondents (see Figure 26)
- those living in urban (79.3%) than in rural (73.3%) communities.

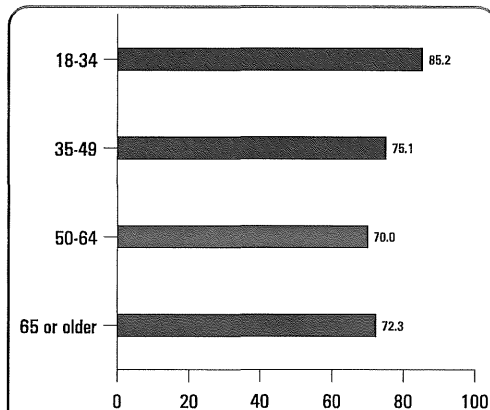


Figure 26. Favor making more state money available for local governments to purchase open spaces.

**Q:** Do you feel county and city governments should provide more funding for buying privately held open spaces which would then belong to the county or city government?

**A:** The majority (61.5%) of the respondents reported that county and city governments should provide more funding to buy privately held open spaces, whereas 27.3% reported that these local governments should not provide more funding (see Figure 27).

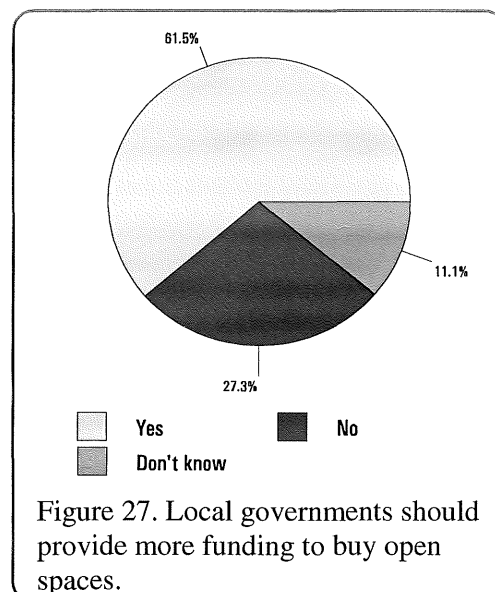


Figure 27. Local governments should provide more funding to buy open spaces.

When considering only those respondents with an opinion, 69.2% supported and 30.8% opposed more funding by county and city governments to purchase privately held open spaces which would then be owned by the local governments. There were no significant differences in reported attitudes based on the gender, age group, or the community type of the respondents.

## ***Protection and Management of Iowa's Natural Resources***

### **Importance of State Spending**

**Q:** Is it very important, somewhat important, or not very important for the State of Iowa to spend more money to protect and manage:

- rivers and streams?
- lakes and lake shores?
- rural forests & woodlands?
- wildlife habitats?
- historical and cultural landmarks or archaeological sites?
- marshlands?
- urban woodlands?
- natural prairies and grasslands?
- areas with rare & endangered plants and animals?

**A:** The majority of those surveyed reported that it was *very important* for the State of Iowa to spend more money to protect and manage each of these natural resources (see Table 13).

Over three-fourths of the respondents reported that it was *very important* for the State of Iowa to spend more money to protect and manage:

- rivers and streams (82.2%)
- lakes and lake shores (80.4%)
- wildlife habitats (76.3%)

There were gender differences in importance ratings for three natural resources. Mean importance ratings were:

- higher for men (2.49) than women (2.31) for marshlands
- higher for women (2.62) than men (2.51) for historical and cultural landmarks and archaeological sites
- higher for women (2.50) than men (2.42) for urban woodlands

Importance ratings for two of the natural resources varied with community size. Respondents from urban communities had higher mean importance ratings than did those from rural communities for:

- historical and cultural landmarks and archaeological sites (2.61 vs. 2.53)
- urban woodlands (2.51 vs. 2.43)

The general finding was that importance ratings for spending money to manage and protect natural resources were lowest among those respondents aged 65 or older (see Appendix F for details). However, importance ratings for spending money to protect and manage natural prairies and grasslands did not vary with age group

Table 13  
Importance of Spending More Money to  
Protect and Manage Iowa's Natural Resources

Natural Resource	Mean Rating	Importance (%)		
		Not Very	Somewhat	Very
Rivers and streams	2.80	2.4	15.4	82.2
Lakes and lake shores	2.78	2.4	17.2	80.4
Wildlife habitats	2.72	3.9	19.8	76.3
Rural forests and woodlands	2.65	3.4	28.2	68.4
Historical and cultural landmarks or archaeological sites	2.60	6.4	30.3	63.3
Areas with rare and endangered plants and animals	2.58	8.8	24.1	67.1
Natural prairies and grasslands	2.52	6.5	34.9	58.6
Urban woodlands	2.47	8.3	36.8	54.9
Marshlands	2.39	12.4	36.3	51.3

*Note.* Higher ratings indicate greater importance based on a 3-point scale.



## Funding Sources

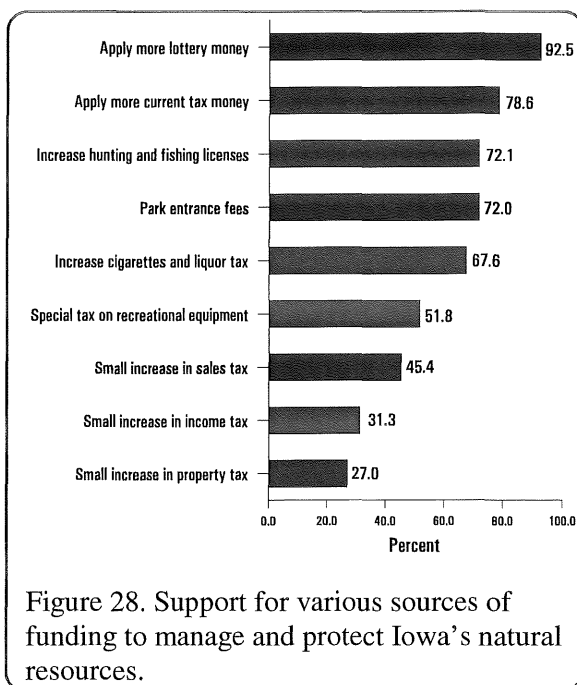
**Q:** To protect and manage Iowa's natural resources would you be in favor of:

- a small increase in sales tax?
- a small increase in income tax?
- a small increase in property tax?
- park entrance fees?
- increased fees for hunting and fishing licenses?
- applying more current tax money to this purpose?
- applying more lottery money to this purpose?
- increasing taxes on cigarettes and liquor?
- adding a special tax on recreational equipment?

**A:** Each of these funding options was supported by the majority of the respondents, with the exception of increases in sales tax (45.4%), income tax (31.3%), and property tax (27.0%) (see Figure 28).

The five funding options with the greatest support were:

- applying more lottery money (92.5%)
- applying more current tax money (78.6%)
- increasing fees for hunting and fishing licenses (72.1%)
- park entrance fees (72.0%)
- increasing cigarette and liquor tax (67.6%)



Support for two of the funding options differed by gender. There was greater support for a small increase in income tax among men (34.9%) than women (28.3%), but this funding option was not popular among men or women. In contrast, there was greater support for an increase in cigarette and liquor taxes among women (73.2%) than men (60.4%).

There was greater support for increasing fees for hunting and fishing licenses among those living in urban (75.9%) than those living in rural (68.7%) communities.

With respect to differences among the age groups, older respondents were generally less supportive of the funding option than were younger respondents (see Table 14). This pattern of age differences by age group was evident for:

- increase in sales tax
- increase in income taxes
- increased fees for hunting and fishing licenses
- creating a special tax on recreational equipment
- applying more current tax monies
- applying more current lottery monies

Support for increased property taxes was twice as high among those aged 18 to 34 as compared to those aged 50 or older (40.6% versus 19.5% for those aged 50 to 64 and 19.4% for those aged 65 or older).

Table 14  
Funding Options (% within Age Group Supporting)

Funding Options	Age groups			
	18-34	35-49	50-64	65 or older
Increase in sales tax	54.1	48.0	43.0	34.3
Increase in income taxes	34.9	32.8	29.1	27.2
Increase in property tax	40.6	26.9	19.5	19.4
Increase fees for hunting and fishing licenses	77.8	75.1	70.3	60.9
Creating a special tax on recreational equipment	52.4	54.4	55.3	44.0
Applying more current tax monies	86.6	80.7	75.7	68.6
Applying more current lottery monies	95.6	93.2	91.8	88.6

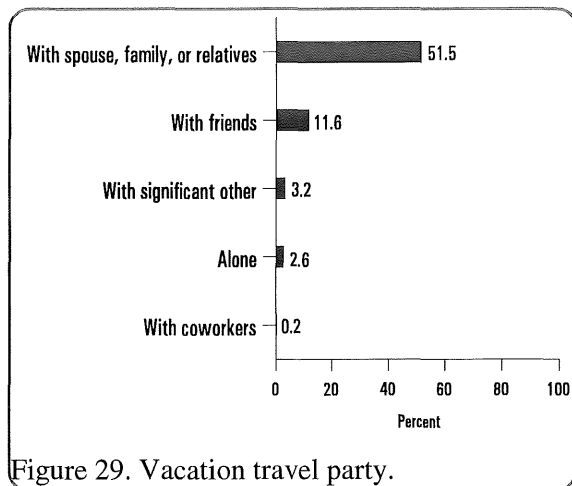
## Vacation Information

The majority (63.8%) of the respondents reported taking a vacation between May 1, 1999, and April 30, 2000. A vacation was defined as a three or more day experience away from home. Long weekends associated with official holidays such as Memorial Day or Labor Day were not considered vacations. The frame of reference for respondents during this section of the survey was their favorite vacation during this time period.

### Favorite Vacation

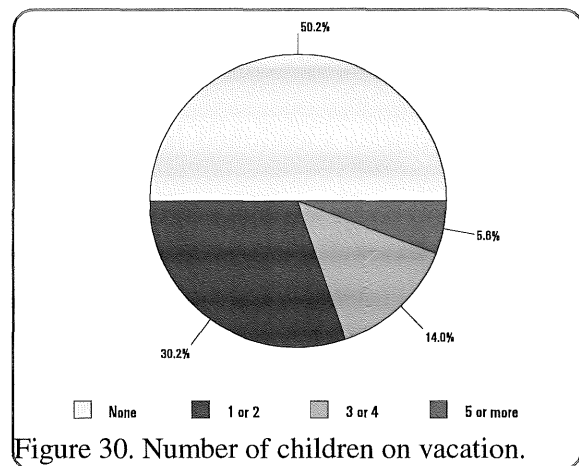
**Q:** Who, if anyone, did you vacation with?

**A:** Of those who vacationed last year, 80.3% reported vacationing with their spouse, family, or relatives (see Figure 29).

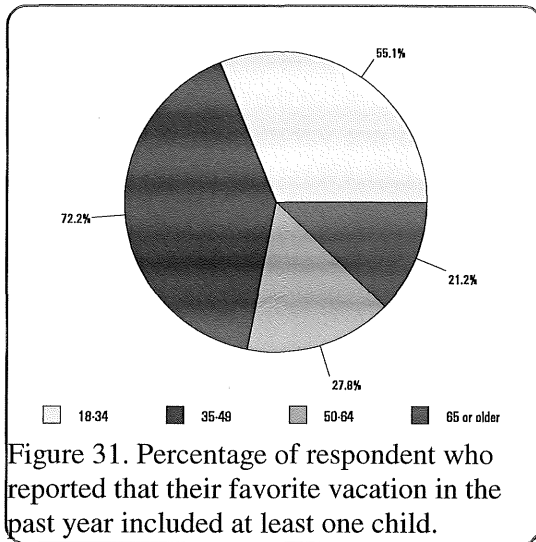


Six percent (6.1%) of the respondents reported that they did not vacation with other adults. One-half (50.4%) reported that they vacationed with only one other adult. One-fourth (25.8%) reported vacationing with two or three other adults. Only 13.2% reported vacationing with four or more adults.

The number of children who vacationed with the respondents is shown in Figure 30. One-half (50.2%) of the respondents reported that they did not vacation with children.

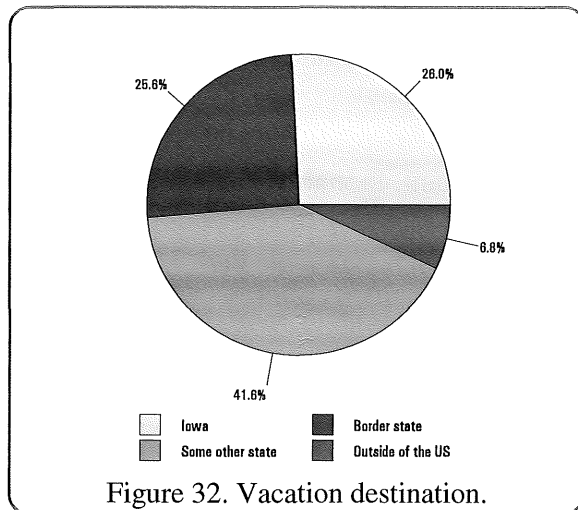


An important, though not surprising, finding is that the majority of respondents under 50 years of age reported that their favorite vacations included children (see Figure 31).



**Q:** Where did you go?

**A:** Of those who vacationed last year, one-fourth (26.0%) vacationed in Iowa, 25.6% in a state bordering Iowa, 41.6% in some other state, and 6.8% outside of the U.S. (see Figure 32).



The youngest respondents were the most likely to report that their favorite vacation in the past year was taken in Iowa. A summary of travel destinations by age group is shown below.

Among those aged 18 to 34, the vacation destinations were:

- in Iowa (31.9%)
- in a state bordering Iowa (23.7%)
- in some other state (37.2%)
- in some other country (7.2%)

Among those aged 35 to 49, the vacation destinations were:

- in Iowa (22.6%)
- in a state bordering Iowa (32.2%)
- in some other state (39.5%)
- in some other country (5.7%)

Among those aged 50 to 64, the vacation destinations were:

- in Iowa (27.3%)
- in a state bordering Iowa (23.8%)
- in some other state (40.7%)
- in some other country (8.1%)

Among those aged 65 or older, the vacation destinations were:

- in Iowa (20.3%)
- in a state bordering Iowa (16.9%)
- in some other state (56.8%)
- in some other country (5.9%)

**Q:** What was the main reason you went there?

**A:** The most commonly reported reason for selecting a vacation destination was to visit relatives (see Figure 33).

The three most commonly cited reasons for going on vacation were:

- visit relatives (27.7%)
- sightseeing (13.1%)
- state park or recreational area (12.3%)

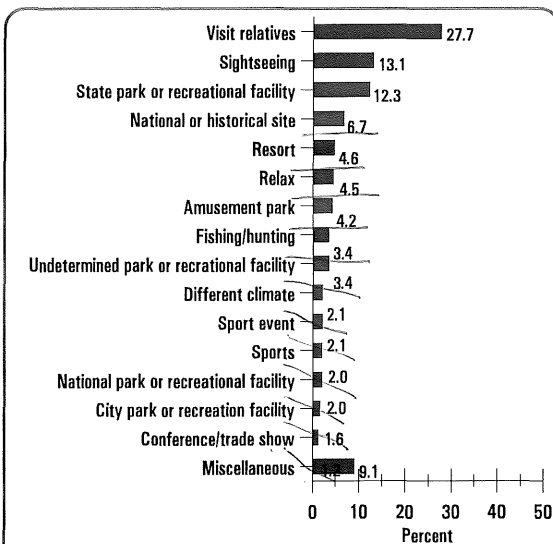


Figure 33. Reasons for going to vacation destination.

The miscellaneous reasons for selecting a particular vacation destination included such reasons as enjoy metropolitan areas, attend concert or musical event, visit particular museum, travel to second home, and so forth.

Of those respondents who reported that their favorite vacation during the past year was at a state park or recreational area, 69.9% reported that the parks or recreational areas were in Iowa (see Figure 34).

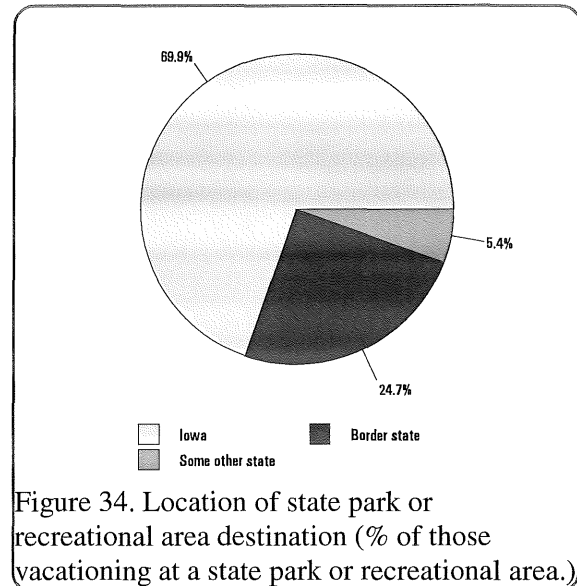


Figure 34. Location of state park or recreational area destination (% of those vacationing at a state park or recreational area.)

## ***Destination Parks***

The focus of this section was on (1) assessing the likelihood of respondents vacationing in a destination park in Iowa if one were built, and (2) determining which features, accommodations, and services which could be included in a destination park were most important to Iowans

To give respondents a frame of reference regarding the term “destination park”, they were given the following description, “The Department of Natural Resources is considering developing what are known as destination parks, or state park resorts, which will differ from existing parks in several ways. For instance, destination parks could provide a wider range of overnight accommodations such as hotels, lodges, and cabins, in addition to traditional campgrounds. They could also include a wider range of recreational activities.” This introduction was included immediately prior to the series of questions reported in this section.

### **Visits to Destination Parks**

**Q:** Have you visited a such a park outside of Iowa during the past 2 years?

**A:** Slightly more than one-fifth (21.7%) of those surveyed reported visiting a destination park outside of Iowa during the past 2 years (see Appendix G: Table G1 for a list of park locations).

The criteria respondents use in deciding whether or not a park is a “destination park” may not correspond perfectly with the criteria established by those who direct, manage or fund state parks.

When asked about the location of the destination park they had visited in the past 5 years, the most frequently mentioned states were:

- Minnesota
- Missouri
- Nebraska
- Colorado
- South Dakota

Respondents aged 65 or older were the least likely to report having visited a destination park outside of Iowa during the past 2 years (see Table 15). One-fourth of the respondents living in urban communities reported visiting a destination park as compared to one-fifth of the respondents from rural communities. There were no differences based on gender.

Table 15  
Visited a Destination Park  
During the Past 2 Years

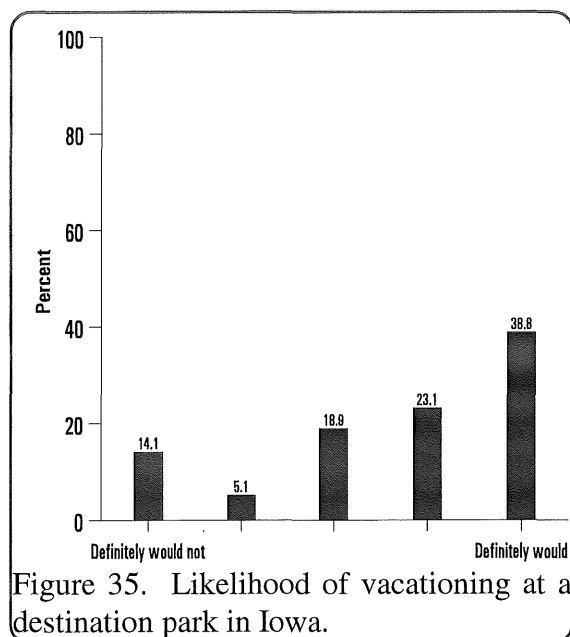
	<i>n</i>	% Visiting
Gender		
Male	526	23.6
Female	673	20.2
Age group		
18-34	298	23.8
35-49	384	27.3
50-64	261	19.5
65 or older	248	12.5
Community Type		
Rural	631	19.0
Urban	562	24.7

## Likelihood of Visiting

**Q:** How likely would you be to vacation in a destination park if one were built in Iowa?

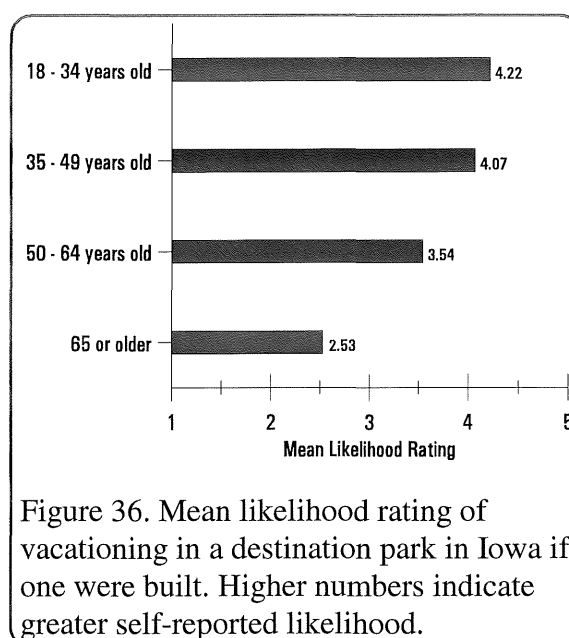
**A:** The majority (61.9%) of the respondents reported that they would likely vacation in a destination park if one were built in Iowa (see Figure 35).

Respondents rated their likelihood of visiting a destination park in Iowa, if one were built, by using a 5-point scale with anchors of *definitely would not* and *definitely would* (see Figure 35).



There were no differences between men and women in their ratings of their likelihood to vacation in an Iowa destination park, if one were built.

Respondents under the age of 50 reported the greatest likelihood of vacationing at a destination park in Iowa (see Figure 36). There were no statistically significant differences in likelihood ratings between the 18 to 34 and 35-49 age groups. Furthermore, both of these two younger age groups reported a higher likelihood of vacationing at a destination park when compared with the 50 to 64-year-old age group. Those aged 65 or older were the least likely to anticipate vacationing at a destination park in Iowa.



Respondents living in communities of at least 5,000 people ( $M = 3.84$ ) expressed greater intentions of vacationing in an Iowa destination park than did those living in rural communities ( $M = 3.52$ ).

Not surprisingly, greater intentions to vacation at a destination park in Iowa were reported by respondents who had visited a state park in the past year ( $M = 3.86$ ) than by those who had not ( $M = 3.15$ ).

## Preferred Features

**Q:** Which features are most important in a destination park?

**A:** The five features with the highest mean importance ratings were:

- picnic areas
- hiking or nature trails
- playgrounds
- fishing
- beaches with open water swimming

Twenty-nine features that could be provided at a destination park in Iowa were assessed by respondents using a 5-point scale with anchors of *not at all important* and *very important*.

As an overview, the features are organized into four levels of importance in Table 16. A more detailed table showing the means and distributions for each feature is found on the next page (see Table 17). Tables showing importance ratings for demographic subgroups are contained in Appendix G (Table G2).

Table 16  
Levels of Importance for 29 Possible Destination Park Features

<u>Very High</u>	<u>High</u>	<u>Moderate</u>	<u>Low</u>
<ul style="list-style-type: none"> <li>• Picnic areas</li> <li>• Hiking or nature trails</li> <li>• Playgrounds</li> <li>• Fishing</li> <li>• Beaches with open water swimming</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities to launch and dock personal boats, canoes, or kayaks</li> <li>• Canoes, kayaks, or rowboats to rent</li> <li>• Paved bicycle trails</li> <li>• Swimming pool</li> </ul>	<ul style="list-style-type: none"> <li>• Trails for horseback riding</li> <li>• Unpaved bicycle trails</li> <li>• Cross-country skiing</li> <li>• Place to jet ski or use some other personal water craft</li> <li>• Facilities for renting horses or mules</li> <li>• Power boating</li> <li>• Baseball or softball fields</li> <li>• Miniature golf course</li> <li>• Snowmobiling trails</li> </ul>	<ul style="list-style-type: none"> <li>• Downhill skiing</li> <li>• Tennis courts</li> <li>• Facilities to accommodate personal horses or mules</li> <li>• Golf course</li> <li>• Driving range for golfers</li> <li>• Indoor sports center</li> <li>• Snow boarding</li> <li>• Trails for ATVs</li> <li>• Skateboarding facilities</li> <li>• Soccer fields</li> </ul>



Table 17  
Importance Ratings of 29 Possible Destination Park Features

Possible Features	Mean	% Responding				
		Not at all Important 1	2	3	4	Very Important 5
Picnic areas	4.64	1.4	0.9	4.8	18.1	74.8
Hiking or nature trails	4.34	2.0	2.2	12.8	25.4	57.7
Playground with swings, slides, etc.	4.33	3.1	2.7	12.0	22.4	59.8
Fishing	4.28	3.9	3.7	12.3	20.7	59.4
Beach with open water swimming	4.23	3.5	3.1	13.5	26.5	53.6
Facilities to launch and dock your own boat, canoe, or kayak	3.99	6.7	4.6	18.2	24.4	46.1
Canoes, kayaks, or rowboats to rent	3.78	6.4	6.3	23.9	29.7	33.6
Paved bicycle trails	3.53	11.1	9.1	24.5	26.4	28.9
Swimming pool	3.45	15.3	9.0	22.2	23.0	30.2
Trails for horseback riding	3.27	12.0	13.8	30.5	22.1	21.5
Unpaved bicycle trails	3.16	14.4	15.0	30.4	20.2	20.0
Cross-country skiing	3.09	16.5	13.7	32.3	19.0	18.5
Place to jet ski or use some other personal water craft	3.05	22.8	12.4	23.4	19.7	21.6
Water slides	3.01	20.4	13.8	28.3	19.4	18.0
Facilities for renting horses or mules	2.98	18.3	17.6	28.8	18.8	16.6
Power boating	2.95	22.9	15.9	23.4	18.6	19.1
Baseball or softball fields	2.86	20.2	17.9	31.3	17.1	13.5
Miniature golf course	2.84	25.7	13.5	27.3	18.2	15.4
Snowmobiling trails	2.81	23.5	16.1	29.2	17.8	13.4
Downhill skiing	2.67	36.4	17.3	30.5	14.4	11.4
Tennis courts	2.54	27.0	21.4	30.3	13.6	7.7
Facilities to accommodate your horses or mules	2.52	30.7	21.0	25.4	12.0	11.0
Golf course	2.49	37.6	15.9	20.1	12.4	14.0
Driving range for golfers	2.46	35.2	18.0	23.6	11.7	11.5
Indoor sports center	2.43	34.8	20.0	21.7	14.3	9.1
Snow boarding	2.39	32.3	20.0	31.1	9.7	6.9
Trails for ATVs	2.36	38.1	18.9	22.0	11.1	9.8
Skateboarding facilities	2.20	39.8	21.3	23.9	8.8	6.2
Soccer field	2.14	40.0	23.0	24.3	7.9	4.8

Note. Higher mean scores indicate higher importance ratings on a 5-point scale.

## Possible Accommodations

**Q:** Which accommodations are most important to have at a destination park?

**A:** The three types of accommodations receiving the highest mean importance ratings were:

- RV camping
- modern cabins with plumbing and electricity
- tent camping

Respondents assessed five different types of accommodations using a 5-point scale with anchors of *not at all important* and *very important* (see Table 18).

More than 40% of the respondents reported that RV camping, modern cabins, and tent camping were *very important*. Overnight lodging similar to hotels or motels was rated as *very important* by 27.7% of those surveyed. There was considerable less importance given to camping cabins without plumbing, only 12.4% rating these cabins as *very important*.

Tables showing the importance ratings for demographic sub-groups are contained in Appendix G: Table G3.

Table 18  
Importance Ratings for 5 Possible Destination Park Accommodations

Possible Accommodation	Mean	% Responding				
		Not at all Important				Very Important
		1	2	3	4	5
RV camping	3.88	7.9	6.7	19.5	20.9	45.0
Modern cabins with plumbing and electricity	3.86	7.6	7.0	20.3	21.8	43.3
Tent camping	3.79	10.6	7.3	19.4	18.1	44.6
Overnight lodging	3.23	18.9	12.0	23.3	18.0	27.7
Camping cabins without plumbing	2.56	30.3	18.4	28.6	10.3	12.4

## Possible Services

**Q:** Which services are most important to have at a destination park?

**A:** Of those services assessed, the greatest support was for restaurants (see Table 19).

Respondents assessed five different types of accommodations using a 5-point scale with anchors of *not at all important* and *very important* (see Table 19).

Less than 20% of the respondents reported that restaurants (19.2%), stores for shopping (13.4%), or on-site day care (7.6%) were *very important* for a destination park to offer.

Tables showing the importance ratings for the demographic sub-groups are contained in Appendix G: Table G4.

Table 19  
Importance Ratings for 3 Possible Destination Parks Services

Possible Services	Mean	% Responding				
		Not at all Important				Very Important
		1	2	3	4	5
Restaurants	2.93	24.0	15.3	23.7	17.7	19.2
Stores for shopping	2.60	32.1	16.8	23.8	13.9	13.4
On-site day care	2.04	48.9	20.0	16.4	7.0	7.6

## Travel Time

**Q:** How many hours would you be willing to drive to visit a destination park in Iowa for a vacation?

**A:** If a destination park were built in Iowa, 52.0% of *all* persons surveyed reported that they would be willing to travel 3 to 5 hours to reach the park. When considering only those who reported that they would consider vacationing at a destination park in Iowa, 61.5% of these respondents were willing to travel 3 to 5 hours.

Figure 37 excludes those respondents who reported that if a destination park were built in Iowa they *definitely would not* vacation there.

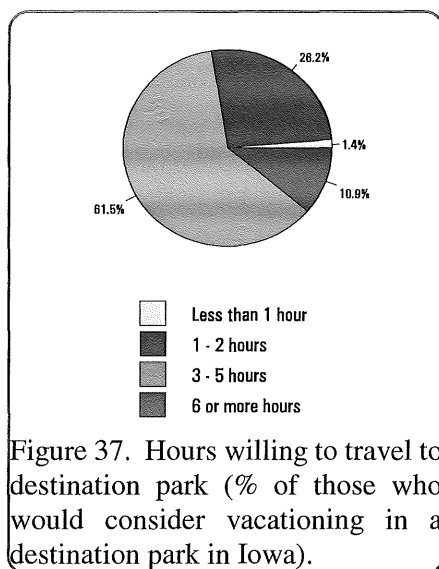


Figure 37. Hours willing to travel to destination park (% of those who would consider vacationing in a destination park in Iowa).

With respect to travel time, there were no statistically significant differences by gender, age group, or community size.

## Reasons Might Not Visit

**Q:** Are there any particular reasons that you might not vacation at a destination park in Iowa?

**A:** Although 48.1% of those asked could not provide a particular reason, the most commonly mention reason was that they did not enjoy the types of activities which would be available on a destination park vacation.

This question was asked of all respondents except those who reported that if it were built they *definitely would* vacation at a destination park in Iowa. Nearly one-half (48.1%) of those who were asked reported that there was no reason in particular why they might not vacation in an Iowa destination park.

The five most frequently mentioned reasons were:

- not enjoying those types of activities (11.0%)
- enjoy leaving the state for vacations (8.3%)
- age (i.e., too old for that type of vacation)(8.1%)
- park would be too crowded or noisy (7.5%)
- too busy to vacation anywhere (6.2%)

Other reasons that were mentioned included: prefer less developed parks (4.3%), health reasons (4.1%), decision would depend on quality and type of facilities offered (4.1%), expense (3.5%), no travel companion (2.7%), Iowa's weather and climate (2.3%), distance to travel (2.2%), and other miscellaneous reasons (5.5%).

## Focused Analyses

The purpose of this section is to present additional findings for selected topics. Often, this takes the form of presenting data for subgroups of special interest for particular topics.

### *Fishing in Iowa*

#### **Ratings of Present Fishing Quality**

The focus of this portion of the report is to present data on the ratings by anglers of fishing quality in Iowa's state parks and recreational areas. Specifically, descriptive statistics are presented separately for current Iowa anglers and all other respondents. Recall that current Iowa anglers were defined as those respondents who reported fishing at least once somewhere in Iowa during the time period of May 1, 1999, through April 30, 2000.

Although one-third (34.1%) of all respondents reported that they *did not know* or were unsure of the quality of fishing in Iowa's state parks and recreational areas, most (83.4%) of these respondents were not current Iowa anglers.

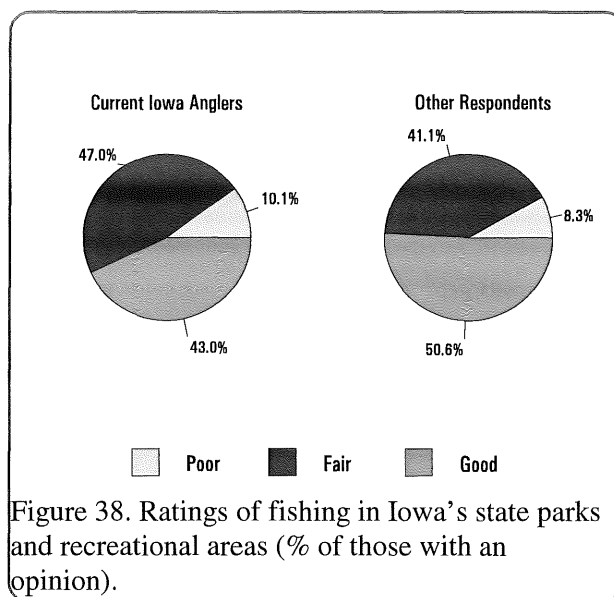
More than one-half (52.1%) of respondents who had not fished at least once in Iowa during the past year reported that they *did not know* or were unsure of fishing quality. The ratings of the quality of fishing in Iowa's state parks and recreational areas by these respondents were:

- *good* (24.2%)
- *fair* (19.7%)
- *poor* (4.0%)

In comparison, only 12.5% of current Iowa anglers were unsure of fishing quality in Iowa state parks and recreation areas. Specifically, the ratings of the quality of fishing quality in Iowa's state parks and recreation areas by current Iowa anglers were:

- *good* (37.6%)
- *fair* (41.1%)
- *poor* (8.8%)

When excluding respondents who were unsure of the fishing quality, the ratings by current Iowa anglers were not statistically different from those of other respondents.



## Change in Fishing Quality

More than one-half of all other respondents reported that they were unsure of how the current quality of fishing in Iowa's state parks and recreational areas compared to that of 5 years ago. In contrast, only one-fifth of current Iowa anglers reported that they did not know how the fishing quality compared.

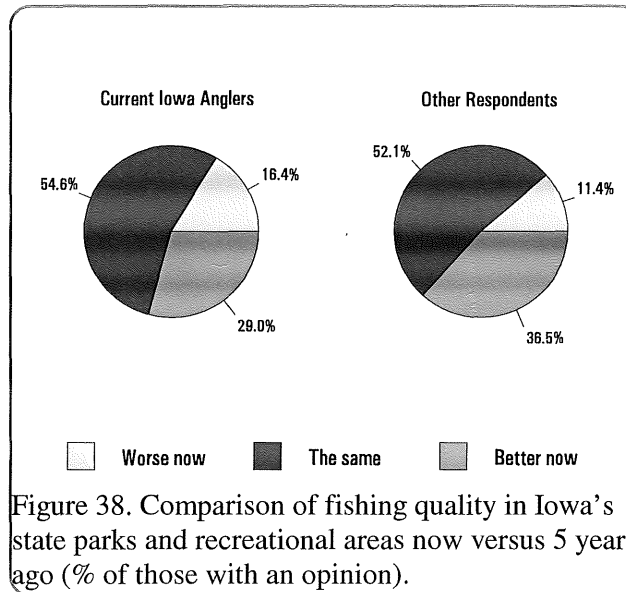
When comparing the quality of fishing currently in Iowa's state park and recreational areas to the fishing quality of 5 years ago, respondents who had not fished in Iowa during the past year reported:

- *better now* (17.1%)
- *the same* (24.4%)
- *worse than 5 years ago* (5.3%)
- *not sure* (53.2%)

Current Iowa anglers reported:

- *better now* (23.3%),
- *the same* (43.9%)
- *worse than 5 years ago* (13.2%)
- *not sure* (19.6%)

When those without opinions were excluded, the perceptions of relative fishing quality reported by current Iowa anglers differed from those of other respondents (see Figure 38).



## Analyses by Income

### Recreational Activity Participation

There were 23 outdoor recreational activities assessed in this survey. For 11 of these activities, participation rates were significantly higher among respondents with gross annual household incomes of at least \$35,000 than those with less than \$35,000. These activities and participation rates are shown in Table 20.

Table 20  
Participation Rates by Income (%)

Outdoor Recreational Activity	Gross annual household income	
	Under \$35K	\$35K +
Bike on paved trail	29.1	46.1
Bike on unpaved trail	17.4	25.3
Tennis	8.1	13.1
Softball or baseball	20.4	32.0
Golf	18.3	39.9
Swim in pool	40.3	55.5
Swim in river, lake, or pond	31.5	48.3
Power boat or water ski	19.2	33.3
Fish	39.8	50.8
Hunt big game	10.5	15.0
Hike or nature walk	54.5	67.9

### Support for Funding to Protect and Manage Natural Resources

Nine sources of funding that could be used to manage and protect Iowa's natural resources were assessed in this survey. With the exception of increased fees on hunting and fishing licenses, the percentage of respondents who reported supporting each of the funding options were not statistically different when comparing those living in households with incomes of at least \$35,000 versus less than \$35,000. There was greater support for increased fees on hunting and fishing licenses by those with higher than lower household incomes (76.7% vs. 67.3%, respectively).

### Likelihood of Visiting a Destination Park in Iowa

The reported likelihood of vacationing at a destination park in Iowa, if one were built, varied by income. Respondents living in households with annual gross incomes of at least \$35,000 reported a greater likelihood of vacationing at a destination park in Iowa ( $M = 3.90$  vs.  $M = 3.49$ , respectively) than did those living in households with annual gross incomes of less than \$35,000. Specifically, 43.6% of those in the higher income bracket (i.e., \$35,000 or more) versus 35.5% of those in the lower income bracket (i.e., less than \$35,000) reported that they *definitely would* vacation at an Iowa destination park.

## ***Destination Parks: Importance Ratings by Likelihood of Visiting***

Respondents were classified into categories based on their self-reported likelihood of vacationing at a destination park in Iowa, if one were built. Recall that respondents rated their likelihood of vacationing at a destination park in Iowa by using a 5-point scale with anchors of *definitely would not* and *definitely would*. Higher values represented higher levels of importance.

Using the responses to this scale, three categories were created. The “definite” category included those respondents who reported that they *definitely would* vacation at an Iowa destination park if one were built. The “marginal” category included those who rated their likelihood of vacationing at a destination park either as a “3” or “4” on the 5-point scale. The “unlikely” category included those who rated their likelihood of vacationing at a destination park either as a “1” or “2”. Demographic characteristics for these three groups are shown in Table 21.

### **Overview**

Rank ordered lists of features, accommodations, and services for each of these types of individuals are provided hereafter. There is remarkable consistency across these three “types” of destination park vacationers with respect to the rank ordering (by mean importance ratings) of the different features, accommodation, and services that could be offered at a destination park if one were built in Iowa. Not surprisingly, the pattern of mean scores reveals the importance for features, accommodations, and services decreases as people’s likelihood of vacationing in the park decreases.

Table 21  
Likelihood of Vacationing at a Destination Park (% within Demographic Group)

	Definite	Marginal	Unlikely
<b>Gender</b>			
Male	16.4	47.8	40.6
Female	21.4	37.4	41.2
<b>Age group</b>			
18-34	5.7	43.9	50.3
35-49	8.3	46.2	45.5
50-64	23.0	39.5	37.5
65 or older	49.2	34.9	16.0
<b>Community Type</b>			
Rural	23.8	39.4	36.8
Urban	14.0	44.8	41.2
<b>Gross annual household income</b>			
Under \$35K	23.8	40.7	35.5
\$35K +	13.7	42.8	43.6
<b>Children in household</b>			
Less than 17	5.4	43.0	51.6

### **“Definite” Destination Park Vacationers**

The ten features with the highest mean importance ratings were:

- picnic areas (4.83)
- playground (4.61)
- hiking or nature trails (4.60)
- fishing (4.58)
- beach for open swimming (4.58)
- facilities to launch and dock personal boats, canoes, and kayaks (4.30)
- canoes, kayaks, or rowboats to rent (4.20)
- paved bicycle trails (3.86)
- swimming pool (3.79)
- trails for horseback riding (3.66)



The mean importance ratings for the various accommodation were:

- modern cabins with plumbing and electricity (4.20)
- RV camping (4.07)
- tent camping (4.06)
- overnight lodging similar to hotels or motels (3.51)
- camping cabins without plumbing (2.77)

The mean importance ratings for the services were:

- restaurants (3.17)
- shopping (2.88)
- on-site day care (2.21)

### **Marginal Destination Park Vacationers**

The ten features with the highest mean importance ratings were:

- picnic areas (4.58)
- hiking or nature trails (4.26)
- playground (4.23)
- fishing (4.18)
- beach for open swimming (4.18)
- facilities to launch and dock personal boats, canoes, and kayaks (3.92)
- canoes, kayaks, or rowboats to rent (3.68)
- paved bicycle trails (3.47)
- swimming pool (3.40)
- trails for horseback riding (3.12)

The mean importance ratings for the various accommodation were:

- RV camping (3.79)
- modern cabins with plumbing and electricity (3.79)
- tent camping (3.69)
- overnight lodging similar to hotels or motels (3.19)
- camping cabins without plumbing (2.50)

The mean importance ratings for the services were:

- restaurants (2.88)
- shopping (2.58)
- on-site day care (1.99)

### **Unlikely Destination Park Vacationers**

The ten features with the highest mean importance ratings were:

- picnic areas (4.38)
- hiking or nature trails (4.03)
- playground (3.99)
- fishing (3.87)
- beach for open swimming (3.68)
- facilities to launch and dock personal boats, canoes, and kayaks (3.52)
- canoes, kayaks, or rowboats to rent (3.17)
- paved bicycle trails (3.00)
- trails for horseback riding (2.88)
- swimming pool (2.86)

The mean importance ratings for the various accommodation were:

- RV camping (3.65)
- tent camping (3.46)
- modern cabins with plumbing and electricity (3.34)
- overnight lodging similar to hotels or motels (2.79)
- camping cabins without plumbing (2.26)

The mean importance ratings for the services were:

- restaurants (2.55)
- shopping (2.06)
- on-site day care (1.82)



## Summary & Conclusions

### *Park Visitation*

- Nearly three-fourths of those surveyed had visited one of Iowa's state parks or recreational areas between May 1, 1999, and April 30, 2000.

### *Outdoor Recreational Activities*

- The amount of time respondents reported spending on outdoor recreational activities compared to 5 years ago was:
  - more now (25.9%)
  - the same (40.3%)
  - less now (33.8%)
- The outdoor recreational activities with the highest participation rates were:
  - picnicking (72.9%)
  - hiking or nature walks (61.1%)
  - swimming in a pool (48.4%)
  - fishing (45.3%)
  - nature studies such as bird watching (41.3%)
- With the exception of picnicking, participation rates varied across age groups. Generally, participation was lower among those aged 65 or older, but nature studies such as bird watching were more common among older respondents.
- One-fifth (21.3%) of those surveyed reported that their outdoor recreational activities were inhibited by limited or unsuitable recreational areas or facilities in Iowa. Commonly mentioned inhibited activities were: biking on paved trails, power boating or water skiing, hiking or nature walks, and fishing.

### *Fishing*

- Approximately one-third of those surveyed were unsure of the fishing quality in Iowa's state parks and recreational areas. A similar percentage were unsure of how present fishing quality compares with that of 5 years ago.
- Of those with an opinion —
  - 46.0% rated the quality of fishing in Iowa's state parks and recreational areas as good, whereas less than one-tenth (9.4%) rated it poor.
  - 53.6% reported that the fishing quality had not changed during the past 5 years, but 32.1% reported it has improved.
- Most (85.6%) of current Iowa anglers reported that they fished at least once in waterways associated with one of Iowa's state parks or recreational areas during the past year.
- The majority of current Iowa anglers reported that they would visit Iowa's state parks and recreational areas more often if the fishing quality improved. Specifically, if the fishing quality were improved:
  - 63.0% of the anglers who had visited a park or recreational area said they would visit more often
  - 57.5% of the anglers who had not visited a state park or recreational area said they would visit
- Two-thirds (66.3%) of the households with children aged 15 or younger reported that at least one of these children fished in Iowa during the past year.

### ***Open Spaces & Iowa's Natural Resources***

- Three-fourths (74.5%) of those surveyed reported that they had visited open space areas during the past 2 years.
- Open spaces were *very important* to quality of life according to 67.3% of the respondents.
- Both increased state and local government funding for the purpose of buying privately held open spaces were supported by a majority of the respondents.
- It is *very important* according to at least three-fourths of the respondents to spend more money to protect and manage Iowa's:
  - rivers and streams (82.2%)
  - lakes and lake shores (80.4%)
  - wildlife habitats (76.3%)
- There was overwhelming support (92.5%) for applying more lottery money to manage and protect Iowa's natural resources.

### ***Destination Parks***

- If a destination park were built in Iowa, 61.9% of those surveyed reported that they likely or definitely would vacation there.

- The most frequently mentioned reasons why they might not vacation at a destination park were:
  - do not enjoy the types of activities associated with destination park vacations
  - enjoy vacationing outside of Iowa
  - old age
  - the park would be crowded or noisy
  - too busy to vacation anywhere
- The five features respondents gave the highest mean importance ratings to were:
  - picnic areas
  - hiking or nature trails
  - playgrounds
  - fishing
  - beaches with open water swimming
- RV camping, modern cabins with electricity and plumbing, and tent camping were the highest rated accommodations.
- Neither restaurants, stores for shopping, nor on-site day care were rated as very high in importance as services which should be offered at destination parks.
- Regardless of the respondents' reported likelihood of vacationing at a destination park in Iowa, there was consistent agreement about which features, accommodations, and services were important to be offered at such a park.

## *Conclusions*

Adult Iowans report that open spaces are important to the quality of life of Iowans, and they support public ownership of these spaces. Generally, the public's opinion is that spending more money to manage and protect Iowa's natural resources is important. Several of the possible funding options that were assessed in this survey received support by a majority of the respondents. There was a high level of support for applying more of the current lottery monies for the purpose of managing and protecting Iowa's natural resources. The management of Iowa's natural resources has been part of the recent discussion regarding developing destination parks in Iowa. Although this survey was not designed to determine the feasibility of such a project, it does appear that a great many most Iowans consider these parks as attractive potential vacation destinations.



## Endnotes

<sup>1</sup> This questionnaire contains some questions adapted from previous reports commissioned by the DNR. The citations for these reports are:

Crowley Market Research Co. (1988). *Survey of public opinion attitudes on open spaces in Iowa*. Des Moines, IA.

Grapentine Company, Inc. (1985). *1985 Recreation/Tourism Survey*. Ankeny, IA.

<sup>2</sup> American Association for Public Opinion Research (1998). *Standard definitions: Final dispositions of case codes and outcome rates for RDD telephone surveys and in-person household surveys*. Ann Arbor, Michigan: AAPOR.

<sup>3</sup> In some instances, there appear to be slight discrepancies between the values reported in the text and the values presented in figures. This apparent discrepancy occurs because the word processing program requires that pie charts sum to exactly 100%. The difference usually is limited to one-tenth of one percent.





***Appendix A***

***Iowa Department of Natural Resources***

***Household Questionnaire***

**Iowa Department of Natural Resources  
Household Questionnaire**

**INTRO1**

HELLO, this is [YOUR NAME] calling for the Department of Natural Resources. I would appreciate just a few minutes of your time to explain a research project. We are conducting a scientific study on Iowans' leisure, recreational, and vacation activities. Your household was chosen randomly to represent your area of the state.

Have I reached XXX-XXX-XXXX

1 = Yes

2 = No **[EXIT: I am sorry I must have misdialed. I am sorry to have bothered you. Thank you for your time.]**

Is this a residential phone number?

1 = Yes

2 = No **[EXIT: We are only trying to call people at their homes. I'm sorry to have bothered you. Good-bye.]**

**ADULTS**

In order to determine who we need to interview from your household, I need to know how many adults, 18 years of age or older, live in your household?

[ ] Adults **[IF ONE ADULT --> Is that you?**

1 = Yes

2 = No **[SKIP TO INTRO 2, ask for age and sex, schedule callback]**

Then you are the person I need to speak with. **[GO TO CONFIDENTIAL]**

**RESPONDENT**

Of those adults, could you please tell me the age and gender of the adult who had the most recent birthday?

[\_\_\_\_\_] **[IMPORT TO CONTACT NAME FIELD]**

Is that you?

1 = Yes **[GO TO CONFIDENTIALITY]**

2 = No

May I speak to that person?

1 = Yes, coming to phone **[GO TO INTRO2]**

2 = Not available **[GO TO INTRO2 AND SCHEDULE BEST TIME TO CALLBACK]**

## INTRO2

HELLO, this is [YOUR NAME] calling for the Department of Natural Resources. I would appreciate just a few minutes of your time to explain a research project. We are conducting a scientific study on Iowans' leisure, recreational, and vacation activities. You have been chosen randomly to represent your area of the state.

## CONFIDENTIAL

Your opinions are very important to us. Because this is a scientific study, we can only talk to people whose telephone numbers have been randomly selected. Your opinions will help represent many other people in the state. The interview will only take about 15 minutes. Your participation is voluntary and confidential. Your responses remain anonymous and if we come to any question you do not wish to answer, just let me know and we can move on to the next question. If you have a few minutes, I'd like to begin.

## ACTIVITIES

I'm going to read a list of leisure and recreational activities you may have done in roughly the past year. We are only interested in how often you did each activity within Iowa, so please do not include activities while traveling in other states or countries. For those items concerning water activities remember to include the portions of the Missouri and Mississippi Rivers bordering Iowa.

A1a-w. Please tell me whether you did each activity **frequently**, which means 10 or more times, **occasionally**, which means 1 to 9 times, or **not at all** between May 1<sup>st</sup> 1999 and April 30<sup>th</sup> 2000.

Between May 1, 1999 and April 30, 2000, how often in Iowa did you [insert activity]

1 = Frequently (10 or more times)

2 = Occasionally (1 to 9 times)

3 = Not at all

**7 = DON'T KNOW/ NOT SURE**

**9 = REFUSED**

## [RANDOMIZE ACTIVITY LIST]

- a. bicycle on a paved trail
- b. mountain bike or bicycle on an unpaved trail
- c. ride a bike to work, school, or to run errands
- d. play tennis
- e. play softball or baseball
- f. play golf
- g. play soccer
- h. go swimming in a pool
- i. go swimming in a lake, river, or pond
- j. go power boating or water skiing
- k. use personal water craft such as a jet ski

- l. go canoeing or kayaking
- m. go fishing
- n. ride an ATV or do any off road motorcycling
- o. camp in a tent
- p. camp in a RV or camper
- q. go hunting for small game such as waterfowl, rabbit, or upland game birds
- r. go hunting for big game such as deer or turkey
- s. go horseback riding
- t. go hiking or on a nature walk
- u. go picnicking
- v. go snowmobiling
- w. do a nature study such as birdwatching

A2. Now I would like you to think about all outdoor recreational activities. Compared to five years ago, would you say that the amount of time you spend in outdoor recreational activity now is....

- 1 = more than
- 2 = about the same, or
- 3 = less than five years ago?
- 7 = DON'T KNOW/ NOT SURE**
- 9 = REFUSED**

A3. Are there any outdoor recreational activities that you would like to do more often, but can't because Iowa's recreational areas or facilities are limited or unsuitable?

- 1 = Yes
- 2 = No [**SKIP TO A4**]
- 7 = DON'T KNOW/ NOT SURE**
- 9 = REFUSED**

A3a. What activities are these? [**SELECT UP TO THREE RESPONSES**]

- 1 = bicycle on a paved trail
- 2 = nature study such as birdwatching
- 3 = camp using a **tent**
- 4 = camp using an **RV** or **camper**
- 5 = canoeing or kayaking
- 6 = riding a bike to work, school, or to run errands
- 7 = fishing
- 8 = golf
- 9 = hiking or nature walking
- 10 = horseback riding
- 11 = hunting for **big** game such as deer, turkey
- 12 = hunting for **small** game such as waterfowl, rabbit, upland game birds
- 13 = mountain bike or bicycle on an unpaved trail

- 14 = personal water craft such as a jet ski
- 15 = picnicking
- 16 = power boating or water skiing
- 17 = ride an ATV or off road motorcycle
- 18 = snowmobiling
- 19 = soccer
- 20 = softball or baseball
- 21 = swimming in a **pool**
- 22 = swimming in a **lake, river, or pond**
- 23 = tennis
- 24 = other **[SPECIFY]**
- 25 = other **[SPECIFY]**
- 26 = other **[SPECIFY]**
- 77 = DON'T KNOW/ NOT SURE**
- 99 = REFUSED**

- A4. Between May 1, 1999 and April 30, 2000, did you visit a state park or recreation area in Iowa?
- 1 = Yes
  - 2 = No
  - 77 = DON'T KNOW/ NOT SURE**
  - 99 = REFUSED**

### **FISHING**

The next set of questions concern fishing in state parks or recreation areas. To provide the state with accurate information, it is important that we hear the opinions of people who fish as well as people who don't fish. So even if you have never been fishing, your opinions are important and provide us with valuable information. Remember, we are concerned with fishing activities between May 1<sup>st</sup>, 1999 and April 30<sup>th</sup>, 2000.

- F1. In your opinion, was fishing in Iowa state parks or recreation areas during this time....
- 1 = good,
  - 2 = fair, or
  - 3 = poor?
  - 7 = DON'T KNOW/NOT SURE**
  - 9 = REFUSED**

F2. Compared to 5 years ago, would you say fishing in Iowa state parks or recreation areas is now...

1 = better

2 = the same, or

3 = worse than 5 years ago?

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

F3. **[IF A4 > 1 SKIP TO F4a]**

How important was the **quality of fishing** in your decision about **which** state park or recreation area to visit? Would you say...

1 = very important,

2 = somewhat important or

3 = not very important?

**7 = DON'T KNOW/NOT SURE**

**9 = REFUSED**

F4a. **[IF A4 = 1 and Am1 > 2, SKIP TO F5a] [IF A4 > 1 and A1m > 2 SKIP TO F5b]**

Between May 1, 1999 and April 30, 2000 did you fish **at least once** in...

1. in a lake in Iowa?

2. in a pond in Iowa?

3. in a trout stream in Iowa?

4. in some other river or stream in Iowa?

1 = Yes

2 = No

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

F4b.**[IF A4 > 1, SKIP TO F5b]** Thinking back to all the times you have fished between May 1, 1999 and April 30, 2000, how much of the time did you fish in a stream, river, pond, lake, or other waterway **at a state park or recreation area?** Would you say...

1 = more than half,

2 = about half,

3 = some but less than half, or

4 = none of the time?

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

**F5a. [IF A4 > 1, SKIP TO F5b]**

Would you visit Iowa's state parks or recreation areas more often if the fishing were better?

1 = Yes

2 = No

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

**F5b. [IF F5a > 0, SKIP TO F6]**

Would you visit Iowa's state parks or recreation areas if the fishing were better?

1 = Yes

2 = No

**7 = DON'T KNOW/NOT SURE**

**9 = REFUSED**

The next series of questions ask about the fishing experiences of young people.

**F6. Were there any children age 15 or younger that lived in your household between May 1, 1999 and April 30, 2000?**

1 = Yes

2 = No **[SKIP TO OS1a]**

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

**F7. To your knowledge, how many of these children age 15 or younger fished at least once in Iowa between May 1, 1999 and April 30, 2000?**

[ ] children

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

**[IF F7 = 0, SKIP TO OS1a]**

**[IF F7 = 1, SKIP TO ABILITY]**

**F8. Of these children who were age 15 or younger in your household who fished at least once in Iowa between May 1, 1999 and April 30, 2000, please tell me the current age and gender of the child who had the most recent birthday.**

**[AGE AND GENDER]**

**MRB (MOST RECENT BIRTHDAY)**

Please answer the following questions based on the fishing experiences of the **[CHILD]**.

## **ABILITY**

I realize that you may not know the answers to some of these questions, but it is important that you answer them to the best of your ability. Remember we are still talking about the time between May 1, 1999 and April 30, 2000.

F9. To your knowledge, did this child **usually** go fishing.....

- 1 = alone,
- 2 = with other children,
- 3 = with one or more adults, or
- 4 = in a group containing both children and adults?
- 7 = DON'T KNOW/NOT SURE**
- 9 = REFUSED**

F10. What kind of fish does this child **most** prefer to catch?

**[SELECT ONLY ONE]**

- a. Bluegill
- b. Small mouth bass
- c. Large mouth bass
- d. Bullhead
- e. Catfish
- f. Crappie
- g. Yellow Perch
- h. Northern Pike
- i. Walleye
- j. Trout
- k. No preference
- l. Other **[SPECIFY]**

**77. DON'T KNOW/NOT SURE**

**99. REFUSED**

F11a. To your knowledge, between May 1, 1999 and April 30, 2000 did this child fish **at least once** in...

- 1. in a lake in Iowa?
- 2. in a pond in Iowa?
- 3. in a trout stream in Iowa?
- 4. in some other river or stream in Iowa?

1 = Yes

2 = No

**7 = DON'T KNOW/NOT SURE**

**9 = REFUSED**



F11b. Thinking back to all the times this child fished between May 1, 1999 and April 30, 2000, how much of the time did this child fish in a stream, river, pond, lake, or other waterway **at a state park or recreation area in Iowa**? Would you say...

1 = more than half,

2 = about half,

3 = some but less than half, or

4 = none of the time?

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

## **OPEN SPACES/NATURAL RESOURCES**

OS1a-i. Next, I'm going to read a list of Iowa's natural resources. Please tell me whether it is very important, somewhat important or not very important for the State of Iowa to spend more money to protect and manage each resource. How important is it that the State of Iowa spend more money to protect and manage.....

### **[RANDOMIZE ORDER OF LIST]**

a. rivers & streams?

b. lakes & lake shores?

c. rural forests & woodlands ?

d. wildlife habitats?

e. historical and cultural landmarks, or archaeological sites?

f. marshlands?

g. urban woodlands?

h. natural prairies & grasslands?

i. areas with rare & endangered plants and animals?

Would you say...

1 = very important

2 = somewhat important

3 = not very important

**7 = DON'T KNOW/NOT SURE**

**9 = REFUSED**

OS2. Next, we would like your opinion about different ways that money could be raised to protect and manage those natural resources we just talked about. To help protect and manage Iowa's natural resources would you be in favor of...

a. a small increase in sales tax? [**SMALL = LESS THAN 1 PERCENT**]

b. a small increase in income tax? [**SMALL = LESS THAN 1 PERCENT**]

c. a small increase in property tax? [**SMALL = LESS THAN 1 PERCENT**]

d. park entrance fees?

e. increased fees for hunting and fishing licenses?

f. applying more current tax money to this purpose?

- g. applying more lottery money to this purpose?
- h. increasing taxes on cigarettes and liquor?
- i. adding a special tax on recreational equipment?

1 = Yes

2 = No

**7 = DON'T KNOW / NOT SURE**

**9 = REFUSED**

- OS3. The next few questions are about open spaces. The term open spaces refers to natural, relatively undeveloped areas. These areas often contain natural vegetation, fish or wildlife, and may also have historical, scenic, recreational, or educational value. In cities and towns, this might include parks, river fronts and town squares. In rural areas, this might include woodlands, prairies, marshlands, river corridors, lake shores, parks, or wildlife areas.

Have you visited such an open space area in Iowa during the past 2 years?

1 = Yes

2 = No

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

- OS4. How important are open spaces to the quality of life in Iowa? Would you say....

1 = very important

2 = somewhat important

3 = not very important

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

- OS5. Open spaces in Iowa are either publicly owned by the local, state, or federal government **OR** privately owned by individuals or businesses. Do you generally favor public or private ownership of open spaces?

1 = Favor public ownership

2 = Favor private ownership

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

- OS6. Do you feel the State of Iowa should provide more funding for buying privately held open spaces which would then belong to the state?

1 = Yes, should provide more funding to buy

2 = No, should NOT provide more funding to buy

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

OS7. Do you feel the state government should make money available to help county and city governments buy open spaces?

1 = Yes, should make money available

2 = No, should NOT make money available

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

OS8. Do you feel county and city governments should provide more funding for buying privately held open spaces which would then belong to the county or city government?

1 = Yes, they should provide more funding to buy

2 = No, they should not provide more funding to buy

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

### **DESTINATION PARKS**

DP1. A goal of the Department of Natural Resources is to make state parks competitive vacation destinations. To do that we need information about people's vacation habits. We are interested only in vacations and not in week-end type outings. A vacation is a three or more day experience away from home. Do not include long weekends associated with official holidays such as Memorial or Labor Day. We are interested in vacations you may have taken alone, with family or friends or significant others. Please think back to any vacations that you might have taken between May 1<sup>st</sup> of 1999 and April 30<sup>th</sup> of 2000.

Did you take at least one vacation during this time?

1 = Yes

2 = No

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

**[IF DP1 > 1, SKIP TO DPDEF]**

DP2. Please answer the next few questions based only on the **favorite** vacation that you took during that time. The first few questions ask about who you vacationed with. Who, if anyone, did you vacation with?

**[SELECT ALL THAT APPLY]**

1 = Alone [**SKIP TO DP5**]

2 = With a spouse, family, or relatives

3 = With a significant other

4 = With friends

5 = With coworkers

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

DP3. Including yourself, how many people age 18 or older vacationed with you?

[   ] adults

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

DP4. How many children age 17 or under vacationed with you?

[   ] children

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

DP5a. Where did you go? **[INTERVIEWER NOTE: YOU MAY HAVE TO PROBE TO FIND OUT IF IT WAS IN IOWA OR OUT OF STATE]**

1 = in the state of Iowa

2 = a state bordering Iowa [Illinois, Wisconsin, Minnesota, South Dakota, Nebraska, Missouri]

3 = some other state

4 = out of the country

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

DP5b. What was the main reason you went there?

**[SELECT ONLY ONE]**

1 = Amusement park

2 = Major metropolitan area

3 = Visit relatives

4 = Casinos

5 = Natural or historical site other than a park or in a metropolitan area (e.g., ocean, famous persons home)

6 = Resort

7 = Major sporting event

8 = Conference, trade show, etc.

9 = Concert or musical performance

10 = Museum

11 = Sightseeing

12 = State park or recreational area

13 = National park or recreational area

14 = County or city park or recreational area

15 = Undetermined park or recreational area – respondent doesn't know what type

16 = Other **[SPECIFY]**

**77 = DON'T KNOW/NOT SURE**

**99 = REFUSED**

DP6a. The Department of Natural Resources is considering developing what are known as destination parks, or state park resorts which will differ from existing parks in several ways. For instance, destination parks could provide a wider range of overnight accommodations such as hotels, lodges, and cabins, in addition to traditional campgrounds. They could also include a wider range of recreational activities.

Have you visited such a park outside of Iowa during the past 2 years?

1 = Yes

2 = No

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

DP6b. **[IF DP6a > 1, SKIP TO DP7a]**

Where was this? **[SPECIFY]**

DP7a. Now, I'm going to read a list of possible ACCOMMODATIONS that could be provided at a destination state park in Iowa. For the DNR to make the best decisions possible, it is important to get your opinion on each accommodation.

On a scale of 1 to 5 with 1 being "not at all important" and 5 being "very important", how important is it for the park to have:

**[SCALE]**

**[RANDOMIZE LIST]**

1. overnight lodging similar to a hotel or motel?
2. modern cabins that have electricity and plumbing?
3. camping cabins without plumbing?
4. tent camping?
5. RV camping?

DP7b. I'm going to read a list of possible SERVICES that could be provided at a destination state park in Iowa. For the DNR to make the best decisions possible it is important to get your opinion on each service.

On a scale of 1 to 5 with 1 being "not at all important" and 5 being "very important", how important is it for the park to have:

**[SCALE]**

**[RANDOMIZE LIST]**

1. restaurants?
2. on-site day care?
3. stores for shopping?

DP7c. I'm going to read a list of possible FEATURES that could be provided at a destination state park in Iowa. For the DNR to make the best decisions possible it is important to get your opinion on each feature.

On a scale of 1 to 5 with 1 being "not at all important" and 5 being "very important", how important is it for the park to have:

**[SCALE]**

**[RANDOMIZE LIST]**

1. fishing?
2. a swimming pool?
3. water slides?
4. trails for horseback riding?
5. canoes, kayaks or rowboats to rent?
6. power boating?
7. a place to jet ski or use some other personal water craft?
8. a beach with open water swimming?
9. hiking or nature trails?
10. tennis courts?
11. a golf course?
12. a driving range for golfers?
13. a miniature golf course?
14. trails for ATVs?
15. picnic areas?
16. baseball or softball fields?
17. paved bicycle trails?
18. unpaved bicycle trails?
19. a soccer field?
20. an indoor sports center?
21. skateboarding facilities?
22. a playground with swings, slides, etc. ?
23. snowmobiling trails?
24. cross-country skiing?
25. downhill skiing?
26. snow boarding?
27. facilities for renting horses or mules?
28. facilities to accommodate your horses or mules?
29. facilities to launch and dock your own boat, canoe or kayak?

DP8. On a scale of 1 to 5 with 1 being “definitely would not” and 5 being “definitely would”, how likely would you be to vacation in a destination park if one were built in Iowa?

**[SCALE]**

**7 =DON’T KNOW/NOT SURE**

**9 = REFUSED**

**[IF DP8 = 1, SKIP TO DP10]**

DP9. How many hours would you travel to visit a destination park in Iowa for a **vacation**?

1 = Less than one hour

2 = 1 to 2 hours

3 = 3 to 5 hours

4 = 6 or more hours

**7 =DON’T KNOW/NOT SURE**

**9 = REFUSED**

DP10. **[IF DP8 = 5, SKIP TO DM1]**

Are there any particular reasons that you might not vacation at a destination park in Iowa?

**[SELECT UP TO 3 REASONS]**

1 = Like to leave the state when traveling

2 = Iowa’s weather or climate

3 = People I likely would travel with would not enjoy it

4 = Don’t like the type of activities likely available at the park

5 = It would probably be too expensive

6 = Too crowded

7 = Enjoy visiting large cities

8 = Too busy so likely won’t vacation anywhere

9 = Prefer natural or less developed parks

10 = Other **[SPECIFY]**

11 = None

**77 =DON’T KNOW/NOT SURE**

**99 = REFUSED**

## **DEMOGRAPHICS**

DM1. We have just a few more questions and we will be finished. These questions are for analysis purposes only and will only be used to group your responses.

What county do you live in? **[OPEN FIELD – ENTER FIPS CODE AT END]**

**7 =DON’T KNOW/NOT SURE**

**9 = REFUSED**

DM2. Which best describes your current place of residence? Is it....

- 1 = on a farm or in an open rural area,
- 2 = in a small town with less than 2,500 people,
- 3 = in a town with 2,500 to less than 5,000 people,
- 4 = in a large town with 5,000 to less than 25,000 people,
- 5 = in a small city with 25,000 to less than 50,000 people, or
- 6 = a metropolitan area with 50,000 or more people?

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

DM3a. What is your marital status? Are you...

- 1 = married
- 2 = divorced
- 3 = widowed
- 4 = separated, or
- 5 = single and never been married

**9 = REFUSED**

**[IF DM3a =1, SKIP TO DM4]**

DM3b. Are you currently living with a partner?

- 1 = Yes
- 2 = No

**9 = REFUSED**

DM4. What is your age? [ACTUAL NUMBER]

[ ] years

**777 =DON'T KNOW/NOT SURE**

**999 = REFUSED**

DM5. Are you of Hispanic, Latino or Spanish origin?

- 1 = Yes
- 2 = No

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

DM6. What race do you consider yourself to be?

- 1 = American Indian or Alaska Native
- 2 = Asian
- 3 = Black or African American
- 4 = Native Hawaiian or Other Pacific Islander
- 5 = White (Caucasian)
- 6 = Some other race or mix of races [SPECIFY]

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**



**[DISPLAY ANSWER FROM F6]**

DM7a. Are there any children, 17 years old or younger, who live in your household 6 months or more of the year?

1 = Yes

2 = No **[SKIP TO DM 8]**

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

**[DISPLAY ANSWER FROM F6]**

DM7b. How many of the children who live in your household 6 months or more of the year are... **[ACTUAL NUMBER]**

1. under 5

2. age 5-12

3. age 13-17?

**7 =DON'T KNOW/NOT SURE**

**9 = REFUSED**

DM8. What is the highest level of education you have completed?

11 = Never attended school or only attended kindergarten

12 = Grades 1 to 8 (Elementary)

13 = Grade 9 through 11 or (Some high school)

14 = Grade 12 or GED (High School graduate)

15 =College 1 year to 3 years (Some 4-year college, technical school, AA, etc.)

16 = College 4 years or more (College graduate, BA, BS, etc.)

17 = Graduate degree completed (MA, MS, MFA, MBA, MD, PhD, etc)

**77 =DON'T KNOW/NOT SURE**

**99 = REFUSED**

DM9a. Is your annual gross household income from all sources...

11 = Less than \$25,000 (IF NO, ASK 15; IF YES, ASK 12)

12 = Less than \$20,000 (IF NO, CODE 11; IF YES, ASK 13)

13 = Less than \$15,000 (IF NO, CODE 12; IF YES, ASK 14)

14 = Less than \$10,000 (IF NO, CODE 13)

15 = Less than \$35,000 (IF NO, ASK 16)

16 = Less than \$50,000 (IF NO, ASK 17)

17 = Less than \$75,000 (IF NO, ASK 18)

18 = \$75,000 or more

**77 =DON'T KNOW/NOT SURE**

**99 = REFUSED**

DM9b. So your annual gross household income is between \_\_\_\_\_ and \_\_\_\_\_?

1 = Yes

2 = No [REASK DM9]

**7 = DON'T KNOW/NOT SURE**

**9 = REFUSED**

DM10. And you are...

1 = Male

2 = Female

**9 = Refused**

CLOSE: Those are all the questions I have for you. Thank you very much for your time and cooperation. Good-bye.

[ENTER FIPS CODE]      \_\_\_\_\_

INTERVIEWER COMMENTS:

***Appendix B***  
***Explanation of Disposition Codes***

Disposition	Definitions
Refusal	Household Refusal: Refused twice by someone other than the respondent. Respondent Refusal: Respondent refuses to do the interview.
Incompletes	Interview was started but could not be completed.
No Eligible Respondent During Interviewing Period	Respondent is not available during the interviewing period because of a temporary situation such as death in the family, vacation, business trip, etc. This must be a long-term absence, but one that would allow them to participate at a different time.
Non-eligible Number	Not a residential phone number (e.g., teen-lines, businesses, government offices, institutions, dormitories, nursing homes, prisons, group homes, shelter, fraternities, sororities, half-way houses, pagers, beepers, fax machines, and computers).
Respondent Unable to Communicate	Permanent disability (e.g., such as mentally incompetent to understand questions, hard of hearing, terminal illness, speech impairment) that does not allow the respondent to participate at any time. Also, include language barriers.
10+ Attempts, All Answering Machine	All 10 attempts result in an answering machine.
10+ Attempts, All No Answer	All 10 attempts result in a no answer.
10+ Call Backs	The respondent has been tried a minimum of 10 times.
Non Working Number	The number dialed cannot be reached, has been disconnected, is no longer in service, has been changed to a different number, second attempt on a fast busy and is still fast busy, three or four rings and dead air.

***Appendix C***  
***Leisure and Recreational Activities***  
***by Demographic Groups***

Table C1  
Participation in Leisure and Recreational Activities  
by Demographics (%)

Recreational Activities	Gender		Age Groups				Residence		Park User	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Yes	No
Picnic										
Frequently	19.9	16.9	19.4	23.6	16.8	10.1	20.4	15.8	22.2	6.7
Occasionally	52.8	56.1	53.8	55.6	56.5	52.4	50.2	59.8	59.2	42.0
Not at all	27.3	27.0	26.8	20.8	26.7	37.5	29.4	24.5	18.6	51.3
Hike on nature walk										
Frequently	22.2	21.1	22.5	24.6	22.5	14.5	22.1	20.8	25.6	10.5
Occasionally	43.0	36.8	47.3	47.2	35.9	22.2	37.3	41.9	46.0	21.3
Not at all	34.8	42.1	30.2	28.2	41.6	63.3	40.6	37.3	28.4	68.2
Swim in pool										
Frequently	17.6	18.8	30.4	22.8	8.8	6.9	15.3	21.8	20.8	11.1
Occasionally	29.9	30.2	43.1	37.3	23.7	9.7	28.3	31.7	35.3	15.6
Not at all	52.5	51.0	26.4	39.9	67.6	83.5	56.4	46.5	43.8	73.3
Fish										
Frequently	33.7	9.5	26.1	25.9	14.9	8.9	21.5	18.4	23.9	9.2
Occasionally	26.9	23.9	29.4	27.2	25.2	17.3	25.6	24.6	28.2	17.1
Not at all	39.4	66.7	44.5	46.9	59.9	73.8	52.9	56.9	47.9	73.7
Nature study or birdwatch										
Frequently	17.4	23.6	8.7	15.8	29.4	34.3	26.5	14.5	21.3	19.7
Occasionally	20.6	20.3	16.7	24.4	20.6	19.0	20.1	21.1	23.1	13.3
Not at all	61.9	56.1	74.6	59.8	50.0	46.8	53.4	64.4	55.6	67.0
Swim in lake, river, or pond										
Frequently	17.8	8.7	21.7	17.9	5.7	1.2	11.8	13.5	15.2	5.4
Occasionally	29.0	26.8	42.5	34.7	19.5	7.7	26.2	29.8	32.4	15.2
Not at all	53.2	64.4	35.8	47.4	74.8	91.1	61.9	56.7	52.4	79.4
Bike on paved trail										
Frequently	17.6	11.7	24.8	17.4	6.9	4.8	10.4	18.7	16.8	7.3
Occasionally	23.0	24.4	32.9	29.5	19.1	8.1	20.7	27.4	28.2	11.8
Not at all	59.4	63.9	42.3	27.7	74.0	87.1	68.9	54.0	55.0	80.9
Play golf										
Frequently	21.6	7.7	16.7	14.0	13.7	10.1	12.6	15.1	15.4	9.5
Occasionally	18.8	13.5	20.4	19.4	15.6	5.2	13.7	18.1	17.6	11.1
Not at all	59.7	78.8	62.9	66.6	70.6	84.7	73.6	66.8	67.0	79.4

Table C1  
Participation in Leisure and Recreational Activities  
by Demographics (%) (Continued)

Possible Activities (continued)	Gender		Age Groups				Residence		Park User	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Yes	No
Power boat or water ski										
Frequently	14.8	5.3	13.0	11.7	6.9	4.4	8.8	10.1	10.6	6.0
Occasionally	19.5	15.9	28.8	18.9	13.4	5.6	15.0	20.2	20.7	8.6
Not at all	65.7	78.8	58.2	69.4	79.8	89.9	76.1	69.7	68.6	85.4
Play softball or baseball										
Frequently	10.2	6.8	13.0	13.7	2.3	0.8	7.7	8.9	9.7	4.1
Occasionally	21.0	16.4	33.4	21.0	11.5	3.2	17.1	20.2	21.5	10.2
Not at all	68.8	76.7	53.5	65.3	86.3	96.0	75.2	70.9	68.7	85.7
Camp in tent										
Frequently	10.0	5.3	15.4	9.6	1.5	0.8	6.3	8.3	9.3	1.9
Occasionally	22.9	16.6	33.1	27.2	10.3	0.4	17.1	22.2	23.4	8.3
Not at all	67.0	78.1	51.5	63.2	88.2	98.8	76.6	69.5	67.3	89.8
Camp in RV or camper										
Frequently	9.7	6.5	8.4	8.3	9.5	4.8	8.4	7.3	10.2	1.6
Occasionally	21.6	12.7	22.1	21.8	10.3	9.3	18.3	14.9	19.3	9.5
Not at all	68.8	80.7	69.6	69.9	80.2	85.9	73.3	77.8	70.6	88.9
Hunt small game										
Frequently	21.6	1.3	15.1	13.5	7.3	2.8	12.8	7.4	12.1	5.1
Occasionally	15.0	3.7	9.0	9.6	12.2	3.2	10.4	6.6	10.1	4.4
Not at all	63.4	95.0	75.9	76.9	80.5	94.0	76.7	86.0	77.8	90.5
Bike to work, school, or errands										
Frequently	9.3	5.0	10.7	8.3	3.4	3.6	6.6	7.3	8.4	2.9
Occasionally	17.2	12.0	22.7	16.1	11.5	4.4	10.7	18.4	17.0	7.0
Not at all	73.5	83.0	66.6	75.6	85.1	91.9	82.6	74.3	74.6	90.2
Bike on unpaved trail										
Frequently	8.5	3.9	9.7	6.0	5.3	1.6	5.5	6.4	7.1	2.5
Occasionally	15.7	14.5	31.4	16.3	6.5	2.4	14.1	16.3	17.7	7.6
Not at all	75.8	81.6	58.9	77.7	88.2	96.0	80.4	77.3	75.2	89.8
ATV or off-road motorcycling										
Frequently	10.6	4.3	10.7	9.6	4.6	1.6	10.3	3.5	7.8	4.8
Occasionally	12.3	7.1	15.7	12.4	5.0	2.0	10.9	7.8	10.6	6.0
Not at all	77.1	88.6	73.6	78.0	90.5	96.4	78.8	88.7	81.5	89.2

Table C1  
Participation in Leisure and Recreational Activities  
by Demographics (Continued)

Possible Activities (continued)	Gender		Age Groups				Residence		Park User	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Yes	No
Hunt big game										
Frequently	13.1	0.6	10.0	7.0	5.0	1.2	8.2	3.7	7.1	3.2
Occasionally	12.7	2.4	7.7	8.3	8.0	2.8	8.7	4.6	7.5	5.1
Not at all	74.2	97.0	82.3	84.7	87.0	96.0	83.1	91.7	85.4	91.7
Canoe or kayak										
Frequently	3.0	0.9	2.7	2.1	1.1	1.2	1.7	2.0	2.3	0.6
Occasionally	16.5	8.0	20.7	13.7	8.8	1.2	11.2	12.2	14.7	3.2
Not at all	80.5	91.1	76.6	84.2	90.1	97.6	87.0	85.8	83.0	96.2
Used jet ski										
Frequently	4.4	1.6	7.0	2.3	0.8	0.4	1.9	3.9	2.9	2.5
Occasionally	10.6	6.7	16.7	9.8	3.8	0.8	6.8	10.1	9.6	4.8
Not at all	85.0	91.7	76.3	87.8	95.4	98.8	91.3	86.0	87.4	92.7
Horseback riding										
Frequently	1.7	3.1	3.0	3.6	0.8	2.0	3.2	1.8	2.9	1.3
Occasionally	11.0	8.1	14.4	12.4	7.6	0.8	10.3	8.2	10.3	6.7
Not at all	87.3	88.7	82.6	83.9	91.6	97.2	86.6	90.1	86.7	92.1
Play tennis										
Frequently	3.8	1.9	6.0	3.1	0.0	1.2	1.7	3.9	3.5	0.6
Occasionally	8.0	7.4	13.4	8.5	4.6	2.4	5.4	10.3	8.6	5.1
Not at all	88.3	90.7	80.6	88.3	95.4	96.4	92.9	85.8	87.9	94.3
Snowmobile										
Frequently	3.2	1.0	4.0	2.3	1.1	0.0	3.0	0.9	2.4	1.0
Occasionally	9.7	4.3	14.0	7.3	2.7	1.2	8.2	5.0	7.2	5.1
Not at all	87.1	94.7	81.9	90.4	96.2	98.8	88.8	94.1	90.4	94.0



***Appendix D***  
***Limited or Unsuitable Iowa***  
***Recreational Area or Facilities***

Table D1  
Activities Limited in Iowa  
by Demographic Groups

Activities Limited by Iowa	Gender		Age Groups				Residence		Park User	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Yes	No
Bike on paved trail	9.4	21.2	10.8	15.4	18.8	13.3	13.3	15.9	13.4	20.4
Birdwatching	0.0	1.8	0.0	1.0	2.1	0.0	1.8	0.0	1.0	0.0
Tent camping	4.3	6.2	4.8	5.8	4.2	6.7	5.3	5.1	5.9	2.0
RV camping	7.2	1.8	1.2	5.8	4.2	20.0	4.4	5.1	5.0	4.1
Canoeing or kayaking	1.4	1.8	2.4	1.0	2.1	0.0	0.9	2.2	2.0	0.0
Commuter bike riding	1.4	0.0	1.2	0.0	2.1	0.0	0.9	0.7	1.0	0.0
Fishing	18.1	7.1	8.4	10.6	22.9	26.7	7.1	18.1	12.4	16.3
Golf	2.2	0.0	0.0	1.0	2.1	6.7	0.9	1.4	1.5	0.0
Hiking/backpacking	11.6	15.9	13.3	14.4	12.5	13.3	10.6	15.9	13.4	14.3
Horseback riding	2.2	7.1	3.6	6.7	2.1	0.0	7.1	2.2	5.4	0.0
Hunt big game	5.8	0.0	4.8	1.9	4.2	0.0	1.8	4.3	3.0	4.1
Hunt small game	8.0	0.0	2.4	4.8	8.3	0.0	5.3	3.6	4.5	4.1
Mountain and trail biking	2.2	1.8	1.2	3.8	0.0	0.0	1.8	2.2	2.5	0.0
Jet ski	2.9	3.5	3.6	3.8	2.1	0.0	3.5	2.9	3.5	2.0
Power boat or water ski	8.7	20.4	14.5	14.4	12.5	13.3	14.2	13.8	13.9	14.3
ATV or motorcycling	10.1	0.9	9.6	6.7	0.0	0.0	7.1	5.1	5.9	6.1
Snowmobile	5.1	1.8	4.8	2.9	4.2	0.0	5.3	2.2	3.5	4.1
Soccer	0.7	0.0	1.2	0.0	0.0	0.0	0.9	0.0	0.5	0.0
Swim in pool	1.4	2.7	1.2	2.9	2.1	0.0	1.8	2.2	2.0	2.0
Swim in lake/river/pond	5.8	10.6	7.2	10.6	4.2	6.7	4.4	10.9	8.4	6.1
Tennis	0.0	0.9	0.0	1.0	0.0	0.0	0.9	0.0	0.5	0.0
Snow activity	6.5	8.0	8.4	5.8	10.4	0.0	3.5	10.1	7.4	6.1
Unspecified camping	7.2	1.8	3.6	7.7	2.1	0.0	6.2	3.6	4.0	8.2
Water activities	5.8	8.8	6.0	6.7	12.5	0.0	8.8	5.8	7.4	6.1
Sporting activities	6.5	8.0	13.3	6.7	0.0	0.0	8.8	5.8	6.9	8.2
Miscellaneous	2.2	4.4	2.4	1.9	4.2	13.3	5.3	1.4	3.0	4.1

Note. Percentages are based on a denominator of those who reported an activity was inhibited.

***Appendix E***  
***Fishing Quality***

Table E1  
Fishing Quality in Iowa's State Parks and  
Recreational Areas Now Compared to 5  
Years Ago by Demographic Groups  
(% of Those with Opinions)

	<i>n</i>	Better	Same	Worse
<b>Gender</b>				
Male	384	35.9	50.0	14.1
Female	361	28.0	57.3	14.7
<b>Age groups</b>				
18-34	189	25.9	56.1	18.0
35-49	261	30.7	60.5	8.8
50-64	164	32.9	48.2	18.9
65 or older	127	43.3	41.7	15.0
<b>Residence</b>				
Rural	405	32.1	54.3	13.6
Urban	338	31.7	53.0	15.4
<b>Park user</b>				
Yes	591	31.5	53.0	15.6
No	151	34.4	55.6	9.9

***Appendix F***  
***Protection and Management***  
***of Iowa's Natural Resources***

Table F1  
Mean Scores Stating the Importance for State of Iowa  
to Spend Money to Protect and Manage

Natural Resources	Age Groups			
	18-34	35-49	50-64	65+
Rivers and streams	2.81	2.84	2.81	2.70
Lakes and lake shores	2.82	2.83	2.80	2.65
Rural forests and woodlands	2.67	2.71	2.66	2.52
Wildlife habitats	2.84	2.77	2.70	2.54
Historical/cultural landmarks	2.65	2.61	2.53	2.45
Marshlands	2.40	2.46	2.42	2.24
Urban woodlands	2.48	2.50	2.50	2.35
Rare endangered plants and animals	2.78	2.66	2.52	2.29

- The mean ratings for rivers and streams by those aged 65 or older were not different from those by persons aged 18-34 or 50-64.
- The mean ratings for rural forests and woodlands by those aged 65 or older were not different from those by persons aged 50-64.
- The mean ratings for historical and cultural landmarks by those aged 65 or older were not different from those by persons aged 50-64.
- The mean ratings for marshlands by those aged 65 or older were not different from those by persons aged 18-34.
- The mean ratings for urban woodlands by those aged 65 or older were not different from those by persons aged 18-34.

***Appendix G***  
***Destination Parks***

Table G1  
States and The Associated Parks/Areas Cited by Respondents as “Destination Parks”

State/Country(n)	Specific places or details concerning park location that were mentioned by respondents
Minnesota (31)	Near Richmond, Deep River or River Deep, Itasca State Park, Northern Minnesota, Lake of the Woods, Walker, around Brainerd, near Sleepy Eye Minnesota, Attaska, North of the Twin Cities, Minneapolis suburbs
Missouri (29)	Branson, Branson, Carthage, Lake of the Ozarks, Northern Missouri, Lake of the Ozarks, Shell Osage Park in Shell City, Southern Missouri, Bennet Springs State Park, Mark Twain Lake, Hannibal, Robertsville State Park, Lanesborough, St. Louis
Colorado (25)	Near Breckenridge, beyond Kremly; Rocky Mountain National Park; Grandbe; Southern; Estes Park, Denver; Estes Park, Greeley; Loveland; Near Fort Collins
Nebraska (25)	Omaha, Eugene T. Mahoney State Park, & Valentine
South Dakota (22)	Yankton, on Missouri River, Ft. Thompson on Missouri River, Black Hills, Newton Hills, outside of Rapid City, Custard State Park, Badlands, Crazy Horse Monument, Pick Stone
Florida (14)	Disney World, Daytona, Tampa, Cypress Gardens, Everglades
California (13)	California National Park, Yosemite National Park, Disneyland, Six Flags Magic Mountain-Anaheim, Middle-Southern, between Monterey and San Francisco, Fillmore, Knott's Berry Farm
Wisconsin (13)	Jellystone Park, Door County, Northern Wisconsin, Wisconsin Dells, south of Wisconsin Dells, near Shatek
Illinois (13)	Starved Rock Park, Galesburg, Galena, Yogi Bear Park in Illinois, Western Illinois, Chicago, Great America
Canada (10)	Manitoba, Ontario, Baniff Park, Sturgin Lake, Buena Vista, near Canora, Quatro Island in Vancouver, & somewhere in southern Canada
Arizona (10)	Grand Canyon, in the desert
Wyoming (8)	Yellowstone Park, Elosto
Kansas (6)	Garnet, Worlds of Fun, outside Kansas City, Kansas City
Texas (5)	Near San Antonio, Corpus Christi, Irving/Dallas
Tennessee (5)	Smokey Mountains, southern Tennessee, Wirsong Mariana
New York (4)	Green Wood Park in Bingimton, near New York
Alaska (4)	Alaska State Land
Kentucky (3)	Near Montocello at Lake Cumberland
Arkansas (3)	Northeast Arkansas, Northeast Fairfield of Little Rock, Hot Springs
Montana (3)	Glacier Park & along Yellowstone River
Michigan (3)	Western Michigan, near Copper Mountain
Indiana (3)	Indiana
Other states and countries reported by 2 or fewer respondents	Georgia (1)-Appalachians; Hawaii (1); Idaho (1); Louisiana (1)- Lincoln Parrish Park; Malaysia (1); Massachusetts (1) – North Shore; Mississippi (1) – Gulf Shores; New Hampshire (1); New Jersey (1)-Cape May Campground; North Carolina (1); Ohio (1); Oklahoma (2) – Lake Texoma; Oregon (1)- Mt. Hood; Pennsylvania (2) – by Gettysburg; Niagara Falls (1); Utah (1); Virginia (2)- Willinamsburg; Washington (1)

Note. The sites and parks listed in this table were locations that the respondents perceived to be “destination parks” rather than based on criteria for a “destination park” as developed by the DNR.



Table G2  
Mean Importance Ratings of Possible Features  
at a Destination State Park in Iowa by Demographics

	Gender		Age Groups				Residence		Park User	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Yes	No
Fishing	4.36	4.22	4.34	4.35	4.27	4.10	4.35	4.20	4.35	4.07
Swimming pool	3.21	3.63	3.64	3.52	3.26	3.27	3.37	3.52	3.42	3.52
Waterslides	2.86	3.12	3.25	3.19	2.77	2.65	2.94	3.09	3.02	2.98
Trails for horses	3.17	3.36	3.48	3.35	3.17	3.01	3.24	3.32	3.29	3.25
Canoes/kayaks/rowboats	3.78	3.78	4.03	3.95	3.70	3.28	3.69	3.87	3.89	3.45
Power boating	3.01	2.91	3.40	3.06	2.70	2.48	2.87	3.04	3.03	2.74
Place to jet ski	2.92	3.15	3.66	3.03	2.85	2.53	2.99	3.12	3.09	2.94
Beach for swimming	4.22	4.24	4.45	4.39	4.13	3.86	4.18	4.29	4.33	3.95
Hiking or nature trails	4.29	4.39	4.46	4.43	4.33	4.08	4.31	4.38	4.44	4.08
Tennis courts	2.34	2.69	2.58	2.34	2.57	2.76	2.45	2.64	2.51	2.61
Golf courses	2.38	2.58	2.66	2.44	2.47	2.38	2.42	2.58	2.51	2.45
Driving range for golfers	2.32	2.58	2.64	2.42	2.44	2.33	2.45	2.48	2.46	2.47
Miniature golf	2.63	3.01	2.92	2.93	2.74	2.70	2.85	2.84	2.84	2.84
Trails for ATVs	2.30	2.40	2.90	2.30	2.14	1.99	2.32	2.40	2.37	2.33
Picnic areas	4.56	4.70	4.66	4.71	4.62	4.55	4.63	4.65	4.69	4.50
Baseball/softball fields	2.81	2.90	3.08	2.77	2.70	2.91	2.83	2.88	2.87	2.82
Paved bike trail	3.33	3.68	3.73	3.69	3.42	3.12	3.40	3.67	3.61	3.31
Unpaved bike trail	3.15	3.17	3.45	3.16	3.02	3.00	3.13	3.21	3.21	3.03
Soccer fields	2.08	2.19	2.34	2.06	2.02	2.16	2.12	2.18	2.18	2.05
Indoor sports center	2.26	2.56	2.63	2.38	2.34	2.35	2.41	2.45	2.39	2.54
Skateboard facilities	2.04	2.33	2.23	2.23	2.16	2.17	2.20	2.22	2.21	2.18
Playground	4.22	4.42	4.43	4.42	4.24	4.16	4.35	4.31	4.38	4.19
Snowmobile trails	2.81	2.82	3.08	2.83	2.75	2.52	2.86	2.77	2.84	2.73
Cross country ski	3.07	3.11	3.09	3.17	3.13	2.92	3.02	3.18	3.20	2.80
Downhill ski	2.61	2.72	2.87	2.65	2.60	2.53	2.64	2.72	2.71	2.55
Snowboarding	2.39	2.39	2.52	2.50	2.36	2.08	2.35	2.44	2.47	2.14
Rent horses or mules	2.87	3.06	3.30	3.19	2.85	2.39	2.92	3.05	3.06	2.77
Facilities for own horses	2.44	2.58	2.85	2.51	2.38	2.25	2.54	2.50	2.56	2.40
Facilities to dock boat	4.03	3.95	4.21	4.10	3.84	3.71	3.96	4.01	4.05	3.80

Note. Ratings on 5-point scale with higher numbers indicating greater importance.

Table G3  
Possible Accommodations that Could be Provided  
at a Destination State Park in Iowa by Demographics (%)

Possible Accommodations	Gender		Age Groups				Residence		Park User	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Yes	No
RV camping										
Not at all Important	8.4	7.5	6.0	8.5	11.2	5.8	7.1	8.8	7.8	8.1
Not Important	7.6	6.0	7.7	8.3	6.2	3.8	6.0	7.5	6.5	7.2
Neutral	20.2	19.1	21.1	17.9	17.3	22.5	20.2	18.7	17.8	24.4
Important	21.9	20.1	25.2	19.2	17.7	20.4	20.0	22.1	21.4	19.5
Very Important	42.0	47.3	39.9	46.1	47.7	47.5	46.7	42.9	46.5	40.7
Cabins with plumbing										
Not at all Important	10.3	5.4	4.4	6.7	9.3	11.2	8.0	7.2	7.3	8.4
Not Important	9.4	5.1	7.4	5.7	6.6	8.7	7.5	6.5	7.5	5.5
Neutral	21.5	19.4	25.9	20.7	18.5	14.9	22.1	18.3	20.1	21.4
Important	47.3	20.5	22.2	23.1	18.9	21.2	21.8	22.1	23.0	17.8
Very Important	35.7	49.6	40.1	43.8	46.7	44.0	40.6	46.0	42.1	46.9
Tent camping										
Not at all Important	9.9	11.1	7.0	7.8	12.4	17.3	10.8	10.0	8.5	16.5
Not Important	6.7	7.8	5.7	6.0	9.7	9.1	7.0	7.7	6.9	8.4
Neutral	18.7	20.0	14.4	18.1	17.0	29.6	18.9	20.2	17.8	23.9
Important	17.0	19.0	19.5	20.7	15.8	14.0	18.1	18.0	18.0	18.1
Very Important	47.8	42.2	53.4	47.4	45.2	30.0	45.2	44.1	48.8	33.0
Overnight Lodging										
Not at all Important	23.8	15.3	15.4	18.7	20.5	22.9	20.8	17.0	19.8	16.9
Not Important	14.8	9.8	15.4	11.9	8.9	10.8	13.4	10.6	13.2	8.5
Neutral	21.9	24.4	21.7	25.1	23.3	22.9	23.6	22.7	22.5	25.4
Important	17.3	18.5	20.1	20.7	16.3	12.5	15.3	20.9	18.8	15.6
Very Important	22.2	32.0	27.4	23.6	31.0	30.8	26.8	28.8	25.8	33.6
Cabins without plumbing										
Not at all Important	25.1	34.3	24.5	27.2	34.0	38.0	30.9	29.2	27.2	38.9
Not Important	19.4	17.7	19.8	19.2	18.1	15.3	18.3	18.4	19.6	15.1
Neutral	30.7	26.9	32.9	29.3	24.3	26.9	27.1	30.6	29.4	26.4
Important	10.7	10.0	12.1	11.9	8.9	7.4	11.8	8.8	11.3	7.4
Very Important	14.1	11.1	10.7	12.4	14.7	12.4	11.9	13.1	12.5	12.2

Table G4  
Possible Services that Could be Provided  
at a Destination State Park in Iowa by Demographics (%)

Possible Services	Gender		Age Groups				Residence		Park User	
	Male	Female	18-34	35-49	50-64	65+	Rural	Urban	Yes	No
Restaurants										
Not at all Important	27.6	21.2	18.8	23.8	24.6	29.9	25.7	21.8	24.7	22.2
Not Important	18.1	13.1	15.4	16.1	13.8	15.6	15.7	14.8	16.5	12.2
Neutral	22.3	24.9	23.5	26.7	21.2	21.7	21.9	25.9	22.8	26.0
Important	15.8	19.2	20.8	18.7	18.5	11.9	18.7	16.6	18.4	16.1
Very Important	16.2	21.6	21.5	14.8	21.9	20.9	18.1	20.8	17.6	23.5
Stores for shopping										
Not at all Important	37.0	28.2	21.1	33.9	33.8	40.3	34.1	29.8	31.0	34.7
Not Important	17.7	16.1	21.5	16.6	15.8	12.8	16.8	16.6	18.5	11.9
Neutral	22.9	24.6	23.5	24.9	23.8	23.5	22.1	25.7	24.8	21.5
Important	11.4	15.8	19.5	13.2	12.3	9.1	13.7	14.3	13.6	14.8
Very Important	11.0	15.2	14.4	11.4	14.2	14.4	13.3	13.6	12.0	17.0
On-site day care										
Not at all Important	50.2	47.9	37.7	52.7	51.6	53.6	49.4	48.1	49.0	48.3
Not Important	18.5	21.2	24.9	22.5	19.1	11.5	19.6	20.5	22.3	13.9
Neutral	15.8	16.8	17.2	14.4	14.8	20.0	16.9	15.9	14.7	21.2
Important	8.9	5.6	11.1	5.5	6.3	5.1	6.6	7.6	7.5	6.0
Very Important	6.6	8.5	9.1	5.0	8.2	9.8	7.5	7.9	6.5	10.6