



COLORADO STATE PARKS MARKETING ASSESSMENT

PUBLIC SURVEY

Prepared by:

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COLORADO STATE PARKS MARKETING ASSESSMENT - PUBLIC SURVEY REPORT

INTRODUCTION

Corona Research is pleased to present this report of public survey findings to the State of Colorado Department of Natural Resources. The following report includes a description of the project background, survey methodology and implementation, along with a summary of key survey findings and detailed findings.

BACKGROUND AND OBJECTIVES

The State of Colorado Department of Natural Resources retained Corona Research in 2007 to undertake a comprehensive study of marketing issues related to Colorado's state park system, as an assessment of the needs, preferences, and priorities of its constituents. This research, undertaken in the 2008/2009 time period, includes public surveys, surveys of park visitors, focus groups with visitors and non-visitors to state parks, and an economic impact analysis.

THIS REPORT

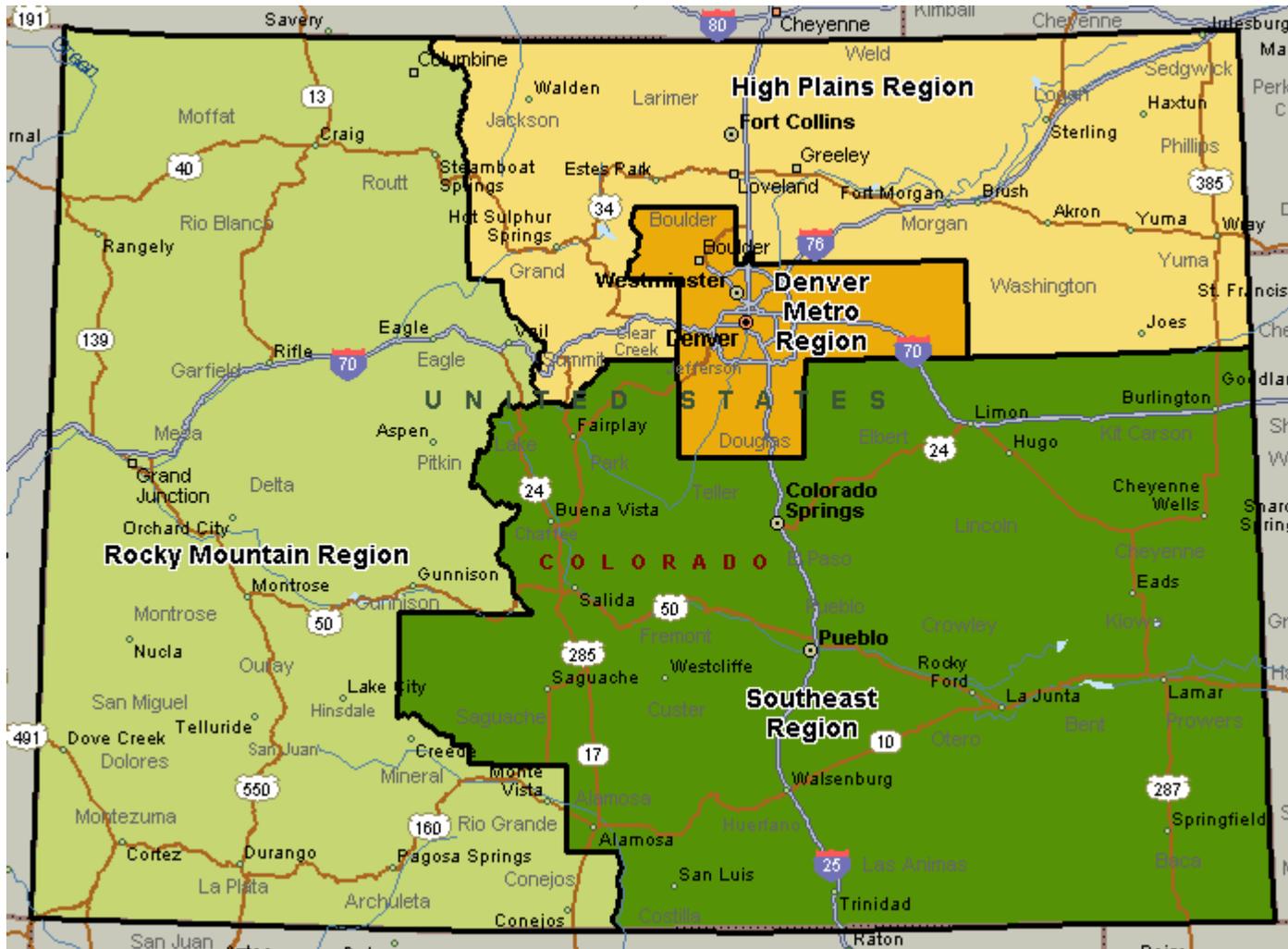
This report contains findings specific to the public survey aspect of the project. The goal of this phase of the research was to learn more about perceptions and attitudes about Colorado State Parks from both State Park visitors and non-visitors. Specifically, Corona Research was obtained to conduct a comprehensive and systematic research project that identifies Colorado State Parks' position in the outdoor recreation marketplace, and to provide information for the future direction of Colorado State Parks by identifying the facilities, services, and programs valued by citizens of Colorado and visitors to Colorado State Parks.

SURVEY METHODOLOGY

The State of Colorado Department of Natural Resources and Corona Research worked together to design a survey instrument which best captured residents' attitudes regarding Colorado State Parks. All surveys were conducted via telephone, using a randomly generated sample of telephone numbers for State of Colorado residents. The survey instrument is provided for the reader in Appendix A. Execution of the survey took place in late September through early November 2008.

Survey samples were drawn from four geographic regions in Colorado, to ensure representative results were obtained from all areas of the state. These four regions include the Rocky Mountain Region, High Plains Region, Southeast Region and the Denver Metro Region. These regions comprise Colorado State Parks' administrative regions, with the exception that the High Plains Region normally includes the Denver Metro area. Given the large population of the Denver Metro area, the research team opted to segment that area from the rest of the region. The table and map provided below details the Colorado counties which made up the four geographic regions sampled during the survey.

Denver Metro Region	High Plains Region	Rocky Mountain Region	Southeast Region
Adams County	Clear Creek County	Archuleta County	Alamosa County
Arapahoe County	Gilpin County	Conejos County	Baca County
Boulder County	Grand County	Delta County	Bent County
Broomfield County	Jackson County	Dolores County	Chaffee County
Denver County	Larimer County	Eagle County	Cheyenne County
Douglas County	Logan County	Garfield County	Costilla County
Jefferson County	Morgan County	Gunnison County	Crowley County
	Phillips County	Hinsdale County	Custer County
	Sedgwick County	La Plata County	Elbert County
	Summit County	Mesa County	El Paso County
	Washington County	Mineral County	Fremont County
	Weld County	Moffat County	Huerfano County
	Yuma County	Montezuma County	Kiowa County
		Montrose County	Kit Carson County
		Ouray County	Lake County
		Pitkin County	Las Animas County
		Rio Blanco County	Lincoln County
		Routt County	Otero County
		Rio Grande County	Park County
		San Juan County	Prowers County
		San Miguel County	Pueblo County
			Saguache County
			Teller County



A total of 1,925 public surveys of Colorado residents were completed, with approximately 400 surveys completed by residents in each of the High Plains, Rocky Mountain and Southeast regions. A total of 696 public surveys were conducted in the Denver Metro Region. All surveys were conducted by telephone, using a Random Digital Dial (RDD) sample. Each survey took approximately 17 minutes to complete.

Telephone surveys, like any other type of survey, do not precisely reflect the entire population when merely summed and totaled. Women, for example, are more likely to respond to telephone surveys than are men, and older people are more likely to respond than are younger people. Other biases could occur as well, including intentional oversamplings as discussed above. To account for this factor, the study team developed a unique weighting factor for every single response that adjusted that person's representation in the survey to account for age, gender, and geographic region. The responses of some respondents who have traits that were underrepresented in the group of survey participants were therefore weighted more heavily than the responses of people whose traits were overrepresented among the survey participants. For this reason, the survey findings represent a much more complex, but also more accurate, analysis than would a mere tabulation of the raw data.

MARGIN OF ERROR

A total of 1,925 surveys were completed, resulting in a margin of error (for the total target market population of Colorado residents ages 18 and up) of ± 2.2 percent with a 95 percent confidence level in the results. This represents a very strong survey. A breakdown of the margin of error (with a 95 percent confidence level in the results) found for each subpopulation detailed in this report is provided below. As with the overall survey sample margin of error, the lower the margin of error for each subpopulation, the more statistically robust and reliable the findings. Margins of error below ± 5.0 percent with a 95 percent confidence level are generally considered to represent strong findings, while margins of error up to approximately ± 10.0 percent are deemed of moderate strength. All of the subpopulation analyses, therefore, are statistically reliable.

Margin of Error by Region

Denver Metro Region	3.7%
High Plains Region	4.8%
Rocky Mountain Region	4.9%
Southeast Region	4.8%

Margin of Error by Age

18 to 34	6.1%
35 to 44	5.4%
45 to 54	4.7%
55 to 64	4.7%
65 to 74	6.0%
75 and older	7.2%

Margin of Error by Education

High School Education or Less	5.1%
Some College Education	4.7%
Associate Degree	7.8%
Bachelor's Degree	4.2%
Graduate or Professional Degree	4.8%

It should be noted that Education Margin of Error was calculated using Census 2000 education information for Colorado residents 25 and older, as this is how education census information is provided.

REPORTING NOTES

In reviewing the following report of findings, these notes are important to keep in mind:

- Figures in all graphs and tables have been rounded for reporting purposes. Due to this rounding, a bar graph occasionally may not add exactly to 100 percent. Also, this may cause some bars labeled with common values to have slightly different lengths.
- Labels on graphs for values of two percent or less have been removed for clarity in reading.

REPORT LAYOUT

The Colorado State Parks Public Survey report detailed below is divided up and presented in two major parts. These two parts are described below:

- **Part One** – General public survey report findings are presented. Key findings for the public survey report are presented at the beginning of Part 1. Detailed findings are presented for each survey question, and when possible, survey responses are detailed for the following subpopulation groups:
 - **State Parks Regions** – Regional differences between the different regional groups described in the methodology section (above) are detailed. Statewide figures are also shown.
 - **Age Groups** – Differences in survey responses by age group are detailed.
 - **Education levels** – Differences in survey responses by education levels are detailed.
- **Part Two** – Public survey findings are analyzed and reported on based on how respondents' are categorized based on their recreation participation frequency, whether they have visited Colorado state parks in the last 2 years, and awareness levels of Colorado state parks. Key findings and descriptions for each of the market segmentations are detailed at the beginning of Part 2. After the key findings are detailed, charts are presented for each question (and question segment, when there are multiple segments to a question).

PART ONE: SURVEY FINDINGS

KEY FINDINGS

While many conclusions and implications can be drawn from the survey, several stand out as being of particular interest. These findings are discussed below. The corresponding exhibit number follows each finding.

- 1. Respondents participated in a number of different recreation activities during the past two years.** In total, 94 percent of all survey respondents indicated they had participated in walking, jogging or hiking activities within the past two years. Other physical activities frequently undertaken within the past two years included swimming, fishing and biking (road or mountain biking). When asked about a number of relaxation or learning activities, respondents most frequently had participated in the following activities within the past two years: gone to a park to be with friends or family (86 percent), gone sightseeing (84 percent), gone picnicking (80 percent) and came to a park just to relax (79 percent). Interestingly, a majority of all respondents had participated at least once within the past year in each of the eight relaxation and learning activities (except RV camping). These relaxation/learning opportunities appear to make up an important portion of possible activities that visitors to Colorado State Parks can participate in, and are promising viable recreation options within the Colorado State Park system. *Exhibits 1-1 through 1-3.*
- 2. Respondents most frequently participated in a mixture of classic and relaxation/learning activities.** In order to assess how frequently respondents participated in a number of recreation activities, respondents were asked how many days (within the past 12 months) they had participated in specific activities they had indicated they recently participated in. Respondents most frequently participated (by a large margin) in “Walking, Jogging, or Hiking” activities within the past year. Other activities frequently participated in by respondents included sightseeing, photography, and swimming. It’s interesting to note that that the activities most frequently participated in were a fairly diverse mixture of both “physical” and “relaxation/learning” activities, and helps illustrate the importance of both active and passive recreation activities to Colorado residents. *Exhibits 1-5.*
- 3. Overall, education and age were correlated to respondents’ frequency of visitation to outdoor areas.** In general, when respondents were asked the number of separate occasions they had visited a number of different outdoor areas (National Parks, Colorado State Parks, etc) within the past 24 months, they were less likely to have visited outdoor areas as respondents’ age increased and as respondents’ education levels decreased. This pattern was true for Colorado State Parks and for other venues such as National Parks, State Parks outside of Colorado, local municipal parks and private lands. For Colorado State Park visitation, as respondents’ age increased, they were less likely to have visited a state park, and visitation frequencies decreased with age as well (older respondents went less frequently). Decreases in visitation were particularly

pronounced in respondents of the oldest two age categories. Respondents ages “65 to 74” and “75 and older” were significantly less likely than respondents in other age groups to have visited a Colorado State Park at least once.

As education levels increased, so did respondents’ frequency of visitation to outdoor areas. Specifically to Colorado State Parks, respondents in the lowest education group, “High School Education or Less”, were significantly less likely to indicate that they had visited a state park within the past 24 months. Respondents in the “High School Education or Less” group were least likely of all education groups to have visited each outdoor area asked in the survey. Contrarily, respondents in the highest education group, “Graduate or Professional Degree”, were most likely to have visited each outdoor area at least once within the past 24 months. *Exhibits 1-6 through 1-20.*

4. **Overall recollection and awareness of Colorado State Parks was low.** A total of 83 percent of all survey respondents indicated they had visited a Colorado State Park at least once within the last 24 months. However, it is important to note that 43 percent (of those 83 percent) either could not name the Colorado State Park they had visited or named an outdoor area that is not a Colorado State Park (such as Rocky Mountain National Park, Estes Park, etc). Respondents who fell into this category were labeled as “Probable Non-visitors”, and revised visitor numbers reported that approximately 46 percent of all survey respondents had visited a Colorado State Park within the past two years. These respondents either thought they were recreating in a Colorado State Park, and were not, or did visit a Colorado State Park but could not remember the name of that park.

This lack of recollection of Colorado State Parks alludes to larger branding issues within the state park system. Awareness of Colorado State Parks from respondents who indicated that they had not visited a Colorado State Park within the last 24 months was also low. Of those respondents who had not visited a state park, almost 80 percent either could not name a Colorado State Park or named an outdoor area that was not a Colorado State Park. *Exhibits 1-9, 1-9a, 1-21 and 1-22.*

5. **Overall impressions of Colorado State Parks were very favorable.** When asked to indicate their overall impression of state parks in Colorado, 61 percent of all survey respondents had a very favorable impression, and an additional 28 percent had a somewhat favorable impression of Colorado State Parks. Only two percent of all respondents had either a somewhat or very unfavorable view of Colorado State Parks. Interestingly, respondents in the Denver Metro region were most likely to have a “Very Favorable” impression, while respondents in the Rocky Mountain Region were the least likely to have a “Very Favorable” impression (though, Rocky Mountain region respondents had the second highest combined very and somewhat favorable impressions). Respondents with a high school education or less were notably less likely to have a “Very Favorable” impression of Colorado State Parks (though it should be noted that this group was also least likely to have visited a Colorado State Park, and they nonetheless had a very positive opinion of state parks in Colorado). *Exhibits 1-23 through 1-25.*
6. **Lack of time was most frequently cited reason for not visiting Colorado State Parks.** Respondents were asked to name the primary reasons they had not visited a Colorado State Park within the past 24 months. Nearly one out of every four respondents cited a lack of time or availability as a primary reason for why they had not visited a Colorado State Park. Other reasons frequently cited by respondents included cost, age/health concerns, and a lack of knowledge regarding Colorado State Parks. Respondents who cited a lack of knowledge regarding Colorado

State Parks are of particular interest, because it is possible with increased awareness of state parks and their locations, these respondents could readily be turned into visitors. Other marketing opportunities exist as well. *Exhibits 1-26.*

7. **Respondents most frequently indicated that the addition of new trails and opportunities for trail activities would increase visitation levels.** Respondents were asked to assess how the addition of a number of parks-related features would affect their visitation of Colorado State Parks. Respondents most frequently indicated that the addition of more trails and more opportunities for trail activities would increase their visitation of Colorado State Parks. Overall, 70 percent of all respondents indicated the addition of trails and trail activities would at least slightly increase their visitation. Other features frequently mentioned by respondents included more picnic grounds/campgrounds and better upkeep and maintenance of park facilities and equipment. Younger respondents and respondents in the Denver Metro region were most likely to indicate that more trails and more opportunities for trail activities would increase their visitation of Colorado State Parks. *Exhibits 1-27 through 1-31.*
8. **A majority of all respondents felt Colorado State Parks should receive more state funding.** When survey respondents were asked to indicate their feelings regarding funding of state parks, 54 percent of all survey respondents felt Colorado State Parks should receive more state funding and an additional 39 percent felt Colorado State Parks should receive about the same amount of their current state funding. Only one percent of all survey respondents felt Colorado State Parks should receive less state funding. Interestingly, younger respondents, and respondents in the Denver Metro and Southeast regions were most likely to feel Colorado State Parks should receive more state funding. *Exhibits 2-1 through 2-3.*
9. **Internet searches were most frequently used to find recreation-specific information.** Survey respondents most frequently cited (by far) using internet searches in order to find information about recreation activities they might be interested in pursuing. In total, 71 percent of all respondents cited using the internet to search when searching for recreation activities. Other information sources cited by respondents included word of mouth, books and newspaper sources. Interestingly, respondents in the Rocky Mountain region were significantly less likely (than respondents in other regions) to cite internet searches as a recreation-specific information source. Not surprisingly, utilization of internet searches for recreation-specific information decreased with age and increased with education among survey respondents. Internet was the largest source for populations under 75 years old. *Exhibits 2-4 through 2-7.*
10. **A majority of all survey respondents had participated in activities on trails within the past year.** When asked how many days in the past year they had participated in any activities that involved the use of trails, 87 percent of all survey respondents indicated they had participated in trail activities at least once within the past year. Interestingly, roughly 48 percent indicated they had participated in trail activities more than once a month in the past year. Also noteworthy, reported frequency of participation in trail activities decreased with age past the age of 55 and increased with respondents' education level (respondents with more education reported participating more frequently in trail activities). Roughly 80 percent of all survey respondents also felt it was at least somewhat convenient to get to trails from their home. Not surprisingly, respondents in the Rocky Mountain Region were most likely to feel trails were convenient to their home. *Exhibits 3-1 through 3-3, and 3-7.*

11. **Respondents preferred to receive information regarding trails through brochures or a website.** When asked how they would prefer to receive information about trails, respondents most frequently indicated they would prefer to receive this trail information via a brochure mailed to their home (30 percent) or by visiting a website (28 percent). It is interesting that brochures were mentioned more frequently than visiting a website, as respondents previously indicated they preferred to find information via internet searches. However, it should be noted that three of the four top preferences mentioned for receiving trail information were via electronic modes (websites, electronic newsletters and email). When those three electronic modes are combined, roughly 56 percent of the preferred trails information sources were electronic (though respondents could list more than one option, and averaged 1.1 each). Older respondents were most likely to prefer brochures and newspaper information sources, while respondents in the youngest two age groups (18 to 44) were most likely to prefer receiving trail information via email. Also of interest, as education increased, respondents were more likely to prefer receiving trail information by visiting a website and less likely to prefer receiving information via brochures (or other printed materials). *Exhibits 3-10 through 3-13.*
12. **Maintenance of existing trails was the top rated trail priority among respondents.** When respondents were asked to rank trail priorities, respondents most frequently felt maintenance of existing trails should be the highest priority. In total, 48 percent of respondents felt trail maintenance was the top priority. An additional 33 percent of respondents felt building and maintenance of trailheads/facilities should be the top priority. Respondents were least likely to rank construction of new trails as their top priority (19 percent). *Exhibit 3-14.*
13. **A majority of all survey respondents feel Colorado State Parks are doing a good job protecting natural resources in the parks.** Overall, 80 percent of respondents felt Colorado State Parks were doing either a very good or good job protecting the natural resources in the parks. No significant variations in perceptions of natural resource protection in the parks were found by education, region, or age. *Exhibits 4-1 through 4-3.*
14. **Wildfire and Pine Beetle's were considered the most important issues facing State Park Managers.** Overall, nearly 80 percent of all survey respondents felt both wildfire risk and the pine beetle were very important natural resource issues facing Colorado State Park managers. A majority of all respondents also felt air quality, drought and energy issues were very important natural resource issues. Interestingly, only 41 percent of all respondents felt Zebra Mussels and other aquatic nuisances were a very important issue in Colorado. *Exhibits 4-4 through 4-7.*
15. **A majority of respondents supported purchasing additional land for open space, parks and protected areas.** When respondents were asked if Colorado should or should not continue purchasing land for open space, parks and protected areas, a majority of all respondents felt more publicly owned/managed land was needed in the Colorado. In total, 70 percent of respondents felt the government should continue buying land with tax and lottery dollars. However, it should be noted that respondents ages 65 and older were significantly less likely than younger respondents to support additional purchasing of land for parks, open space and protected areas (it should be noted, however, that a majority of older respondents still supported continued purchasing of this land). It should be noted that respondents in with a "Graduate or Professional Degree" were most likely to support additional purchasing of land, while respondents with a "High School Education or Less" were least likely to support additional purchases of land for open space, parks, and protected areas. *Exhibits 4-11 through 4-13.*

16. **A majority of respondents feel creating parks and open areas with easy public access and well developed facilities should be a priority.** When respondents were asked to choose between two different statements regarding public access within the State of Colorado, respondents most frequently felt creating more parks and open areas with EASY public access was a priority (63 percent), as opposed to creating open areas with LITTLE public access. Respondents in the Denver Metro region were most likely to support creating parks and open areas with easy access (65 percent). Contrarily, respondents with a “Graduate or Professional Degree” were most likely to support creating natural open areas with little public access or development (51 percent). *Exhibits 4-14 through 4-16.*
17. **Respondents felt park visitors should help with the maintenance of natural resources in state parks.** Almost all survey respondents agreed that park visitors should play a role maintaining natural resources in state parks (by picking up trash, being knowledgeable, etc.). A majority of respondents also agreed that they would support slightly higher fees (\$1 a visit) so the State could hire more staff to deal with natural resource issues, they would willing to volunteer one day a year to help protect natural resources and would like to learn more about natural resource issues in Colorado. *Exhibit 4-17.*

DRAFT

KEY FINDINGS BY USAGE, ACTIVITY AND AWARENESS SEGMENTATION (PART TWO)

As previously described, Corona Research also conducted analyses of the public survey based on how respondents were categorized from their recreation participation frequency (frequent vs. infrequent), whether they have visited a Colorado State Park in the last two years (users vs. non-users), and overall awareness levels of Colorado State Parks (high awareness vs. low awareness). Respondents to the public survey were categorized into seven market segments based on these categories. Below, detailed descriptions of these seven market segments are provided:

- **AA Non-Users (2 percent of Market).** This group includes respondents who were active (participated in over 100 recreation activities per year), aware of Colorado State Parks (could correctly name at least one state park), and did not use Colorado State Parks (had not visited a Colorado State Park within the last two years). This group made up only 2 percent of the total market.
- **AA Users (33 percent of Market).** This segment includes respondents who were active (participated in over 100 recreation activities per year), aware of Colorado State Parks (could correctly name at least one state park), and who were users of Colorado State Parks (had visited a Colorado State Park within the last two years). This group made up 33 percent of the total market.
- **AL Non-users (26 percent of Market).** This segment includes respondents who were active (participated in over 100 recreation activities per year), had low awareness of Colorado State Parks (could not correctly name at least one state park), and who did not use Colorado State Parks (had not visited a Colorado State Park within the last two years). This group made up 26 percent of the total market.
- **IA Non-users (2 percent of Market).** This segment includes respondents who were categorized as infrequent recreation participants (participated in less than 100 recreation activities per year), were aware of Colorado State Parks (could correctly name at least one state park), and who did not use Colorado State Parks (had not visited a Colorado State Park within the last two years). This group made up only 2 percent of the total market.
- **IA Users (13 percent of Market).** This segment includes respondents who were categorized as infrequent recreation participants (participated in less than 100 recreation activities per year), were aware of Colorado State Parks (could correctly name at least one state park), and who were users of Colorado State Parks (had visited a Colorado State Park within the last two years). This group made up 13 percent of the total market.
- **IL Non-Users (23 percent of Market).** This segment includes respondents who were categorized as infrequent recreation participants (participated in less than 100 recreation activities per year), had low awareness of Colorado State Parks (could not correctly name at least one state park), and who did not use Colorado State Parks (had not visited a Colorado State Park within the last two years). This group made up 23 percent of the total market.
- **Other (1 percent of market).** These were respondents who indicated that they did not participate in any recreation activities over the past two years. Only 18 participants in this category.

KEY FINDINGS BY USAGE, ACTIVITY AND AWARENESS SEGMENTATION ARE DETAILED BELOW:

- 1. Top activities participated in by respondents in all segments were similar.** Interestingly, the recreation activities most commonly participated in by respondents in all of the categorized market segments were similar. The activities most commonly participated in for all market segments were “walking, jogging and hiking” and “swimming” activities. Bicycling and fishing were other recreation activities that had been engaged in for all of the top market segments. By definition, a lower proportion of respondents in the “inactive” segments indicated that they had participated in these activities. *Questions 2a through 4c.*
- 2. Frequency of recreational activity differed drastically between the different market segments.** Due to the way respondents were categorized into the different market segments, frequencies of participation in recreational activities were drastically different between “active” and “inactive” segments. However, it is noteworthy to recognize the magnitude of the frequency disparities often exhibited between different segments. For example, close to half of all respondents in an active segment (AA Users and AL Non-Users) indicated they had participated in sightseeing activities more than 12 days in the past year. Contrarily, only between 10 and 13 percent of respondents in an inactive segment (IA Users and IL Non-Users) had participated in sightseeing activities more than 12 days in the past year. These large frequency disparities between active and inactive segments were observed throughout the recreation activities examined in the survey. Also of interest, respondents in the AA Users and AL Non-User segments frequently participated in roughly the same proportions for most activities (it’s just that respondents in the AL Non-User segment do not participate in those activities in Colorado State Parks). AL Non-Users therefore make up a large market segment that frequently participate in numerous recreation activities, but aren’t currently visiting Colorado State Parks to recreate in these activities. *Question 5.*
- 3. Awareness of Colorado State Parks was low among Non-Users.** When respondents were asked how many times they had visited Colorado State Parks within the past year, a majority of respondents categorized as Non-Users indicated they had visited a Colorado State Park. In total, roughly 80 percent of respondents in the AL Non-User segment and over two-thirds of respondents in the IL Non-User segment indicated that they had visited a Colorado State Park. These respondents were ultimately categorized as non-users because they were unable to correctly name the Colorado State Park they had visited (or they named an outdoor area that was not a Colorado State Park, such as Rocky Mountain Park). Essentially, these respondents do not have a solid understanding of what is and what isn’t a Colorado State Park. Particularly among respondents in the AL Non-User segment, an effort to increase residents’ awareness of the recreation activities available (both active and passive activities) in Colorado State Parks could help increase the proportion of respondents who visit state parks in Colorado. *Questions 6a through 6e.*
- 4. Overall impression of Colorado State Parks differed significantly between Users and Non-Users.** When respondents were asked to give their overall impression of Colorado State Parks, significant differences were observed between Users and Non-Users market segments (though both were favorable). In total, 70 percent of respondents in both the AA User and IA User segments indicated they had a “very favorable” impression of Colorado State Parks. Contrarily, only between 51 and 58 percent of respondents in both the AL Non-User and IL Non-User segments had “very favorable” impressions of Colorado State Parks. This is important because known users of Colorado State Parks had more

favorable opinions of state parks. It could very well be the case that respondents in both of the main Non-User groups had lower impressions of outdoor areas other than Colorado State Parks, but thought of those areas as a Colorado State Parks. Hence, their lack of a favorable impression of extraneous outdoor areas could have negatively affected their impression of Colorado State Parks (even though they have not visited state parks). A more robust knowledge of what is and what isn't a Colorado State Park could help increase overall impressions of Colorado State Parks. *Question 9.*

5. **A majority of Non-Users felt additional road signage would increase their visitation of Colorado State Parks.** Overall, Non-User segments were more likely than User segments to feel additional directional signs on roads leading to parks would increase their visitation to Colorado State Parks. In total, 61 percent of respondents in both the AL Non-Users and IL Non-User segments felt additional road signage would at least slightly increase their visitation of state parks. *Question 10a.*
6. **A majority of respondents in all Market Segments felt additional trails/trail activities would increase visitation to Colorado State Parks.** Similar to the findings detailed in the overall survey findings, respondents in all market segments felt additional trails/trail activities would increase their visitation to Colorado State Parks. Between 62 and 76 percent of respondents in each of the main four market segments felt additional trails would increase visitation. *Question 10e.*
7. **IA Users most frequently felt additional picnic grounds and campgrounds would increase their visitation.** Interestingly, respondents in the IA User group were most likely to feel additional picnic grounds and campgrounds would increase their visitation of Colorado State Parks (74 percent felt this would at least somewhat increase their visitation). Respondents in this market segment were significantly more likely than respondents in other market segments to feel these features would increase their visitation (however, a majority of all major market segments felt additional campgrounds/picnic grounds would increase their visitation). *Question 10f.*
8. **IL Non-Users were least likely to feel other trail users were at least somewhat courteous.** Overall, respondents in the IL Non-User market segment were significantly less likely than respondents in the other three main market segments to feel other trail users were at least somewhat courteous. However, it should be noted that four out of every five respondent in the IL Non-Users segment still felt other trail users were at least somewhat courteous. Contrarily, respondents in the AA User group were most likely to feel other trail users were at least somewhat courteous (92 percent). *Question 16.*
9. **User segments were more likely than Non-User segments to feel trails were convenient to get to from their homes.** Interestingly, respondents in both of the User market segments (AA Users and IA Users) were more likely than respondents in the Non-User market segments (AL Non-Users and IL Non-Users) to feel trails were at least somewhat convenient to get to from their home. In total, 82 to 86 percent of respondents in the user market segments felt trails were somewhat convenient to their home, whereas 69 to 76 percent of respondents in the Non-User market segments felt trails were convenient to get to. This perception of trail convenience could be caused by a number of factors, but it is important to note that Non-User segments felt trails were less convenient. It should be noted, however, that a majority of Non-User market segment respondents still felt trails were convenient to their home. *Question 17.*

10. **AA Users were most likely to feel maintenance of existing trails should be the top priority for trails investment.** Overall, 55 percent of respondents in the AA User market segment felt maintenance of existing trails should be the top priority. This was significantly higher than respondents in the other three major market segments. However, it should be noted that trail maintenance was the top priority for respondents of the other three market segments as well (just to a lesser degree). Also of interest, respondents in the Inactive segments were more likely than respondents in Active segments to feel construction of new trails should be the top priority for trails investment. *Question 19.*
11. **IL Non-Users were least likely to support purchasing additional land for open space, parks and protected areas.** Not surprisingly, respondents in the IL Non-User group were most likely to feel that the state should not buy more land for open space, parks, and protected areas with tax and lottery dollars. This is somewhat not surprising because these respondents would get the least value from money being spent in an area where they have low awareness and use levels. *Question 27.*
12. **Over half of respondents in the AL Non-Users and IL Non-Users segments were female.** Interestingly, a majority of respondents in both of the two major Non-Users segments were female. In total, 54 percent of respondents in the IL Non-Users segment and 52 percent of respondents in the AL Non-Users segment were female. Contrarily, males made up a majority of the respondents in the AA Users segment (gender was almost evenly split for respondents in the IA Users segment. *Question 31.*
13. **Marital status differed between the major Users and Non-Users market segments.** Of the four major market segments, respondents in the User groups (both AA and IA Users segments) were significantly more likely to be married than respondents in the two major Non-User segments (both AL and IL Non-Users segments). Similarly, Non-Users were significantly more likely to be categorized in the “Single, Divorced, or Separated” marital status group. In total, 70 percent of AA Users and 77 percent of IA Users were married, while just 53 percent of both AL Non-Users and IL Non-Users indicated they were married. Contrarily, 43 percent of AL Non-Users and 39 percent of IL Non-Users categorized themselves as “Single, Divorced, or Separated”, while just 28 percent of AA Users and 20 percent of IA Users were “Single, Divorced, or Separated”. *Question 32.*
14. **Respondents in the two major Non-Users segments were more likely than respondents in the two major Users segments to have a High School Education or Less.** Overall, at least one quarter of all respondents in both the AL Non-Users and IL Non-Users segments indicated they had a High School Education or Less. Contrarily, only 11 percent of respondents in the two major Users segments (AA Users and IA Users) had a High School Education or Less. *Question 35.*
15. **Differences between the four major market segments were observed by age.** Respondents in the two major Non-Users segments were most likely to be in “18 to 34” age group. Overall, 43 percent of AL Non-Users and 31 percent of IL Non-Users were ages 18 to 34. Also of note, over one-third of respondents in the AA Users segment were between the ages of 35 to 44. IL Non-Users were also most likely (of the four major market segments) to be over 64 years of age (20 percent of all IL Non-Users were older than 64). *Question Age.*

SECTION 1: GENERAL ACTIVITIES

In section 1, survey respondents were asked to indicate whether or not they had participated in a number of outdoor activities over the previous two years. Respondents were also asked to assess how many days (within the past 12 months) they had participated in any of the activities which they'd indicated they participated in.

Respondents were also asked to indicate how many separate occasions they'd visited a number of different types of outdoor areas within the past two years (including Colorado State Parks). Overall impressions of Colorado State Parks were also assessed amongst survey respondents in Section 1.

**WALKING, SWIMMING,
FISHING AND BIKING WERE
THE MOST TYPICAL CLASSIC
OUTDOOR ACTIVITIES**

This graph is continued on the next several pages.

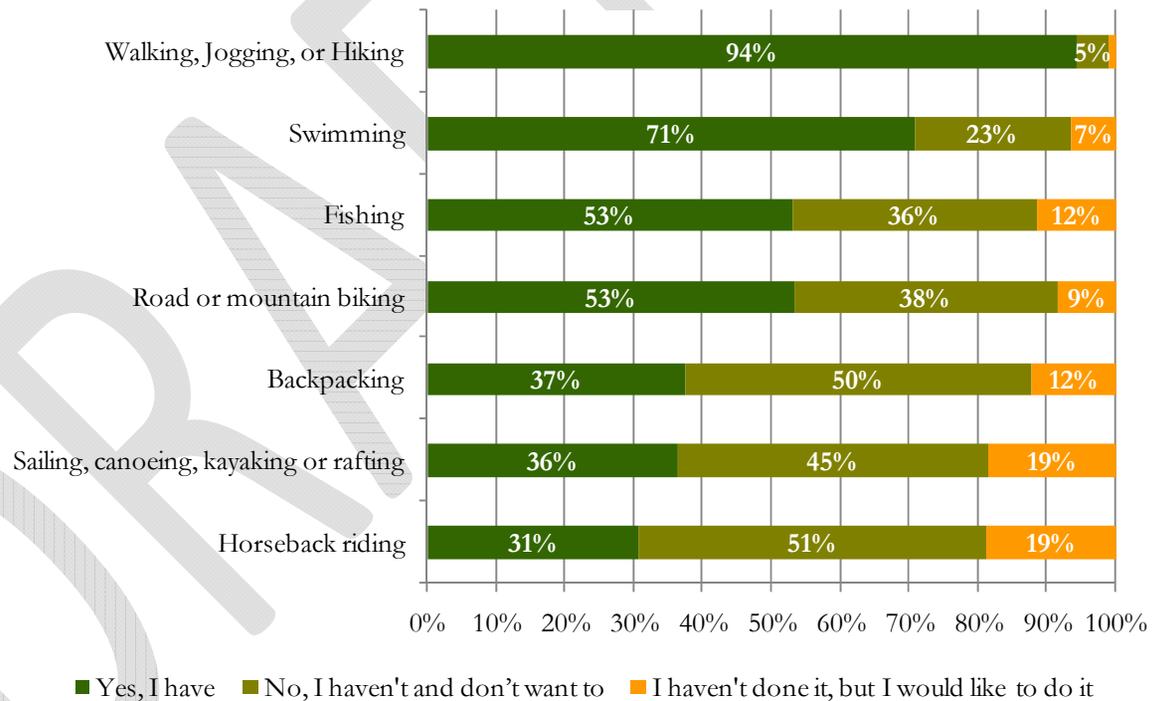
An overwhelming majority of survey respondents indicated they had participated in walking, jogging or hiking outdoor activities in the last 2 years (94 percent). A majority of respondents also indicated they had participated in swimming (71 percent), fishing (53 percent) and road or mountain biking (53 percent) activities in the past year.

Over one-third of respondents indicated they had participated in backpacking and sailing/canoeing/kayaking/rafting activities.

Overall, water and trail-based activities dominated the activities most often participated in by respondents.

**Exhibit 1-1
General Activities - Physical**

(Question 2) First I'm going to read a list of classic outdoor activities. As I read the following outdoor activities, please tell me if you have taken part in the activity during the last 2 years. You can give me one of three answers: Yes, I have; No, I haven't and don't want to; No, I haven't done it, but would like to do it.



Note: This graph is continued on the next page.

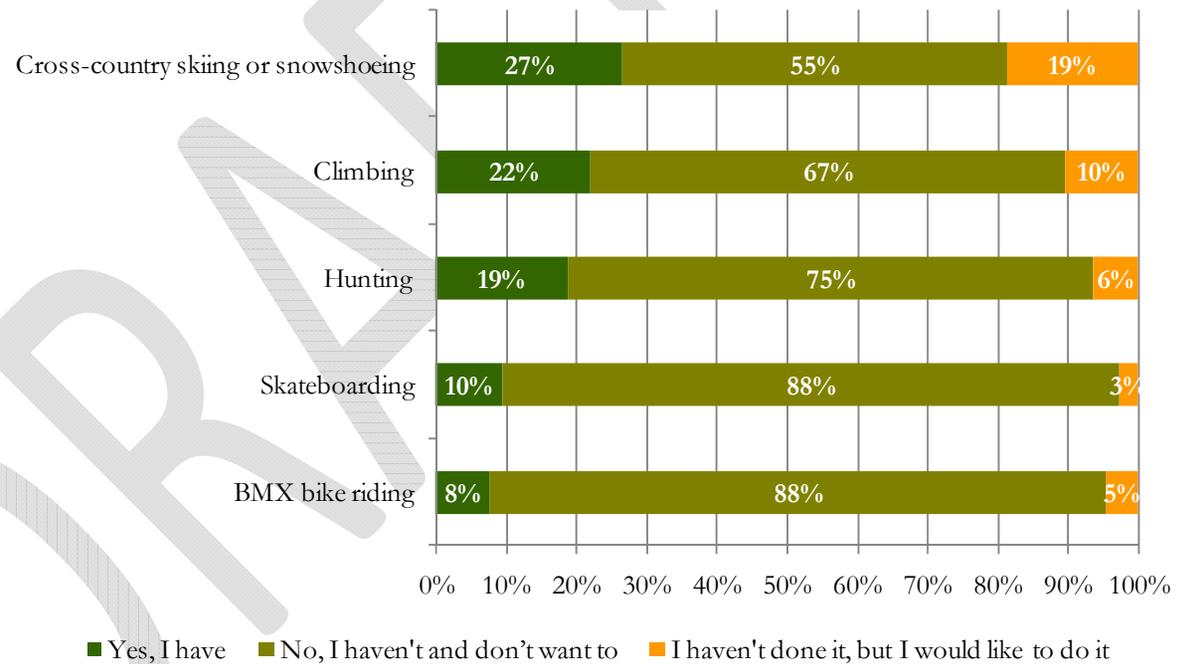
SMALL BUT SIGNIFICANT PROPORTIONS PARTICIPATE IN BMX BIKE RIDING AND SKATEBOARDING

While less common than the activities reported in Exhibit 1-1, notable proportions of survey respondents have participated in BMX bike riding (8 percent), skateboarding (10 percent), and other less common activities within the past 2 years.

However, nearly 90 percent of respondents indicated they had not participated in skateboarding and BMX riding and did not want to do so in the future. A majority of respondents indicated they had not participated and did not want to participate in cross-country skiing/snowshoeing, climbing and hunting.

**Exhibit 1-2
General Activities - Physical**

(Question 2...Continued) First I'm going to read a list of classic outdoor activities. As I read the following outdoor activities, please tell me if you have taken part in the activity during the last 2 years. You can give me one of three answers: Yes, I have; No, I haven't and don't want to; No, I haven't done it, but would like to do it.



BEING WITH FRIENDS AND FAMILY WAS THE MOST COMMON RELAXATION ACTIVITY UNDERTAKEN

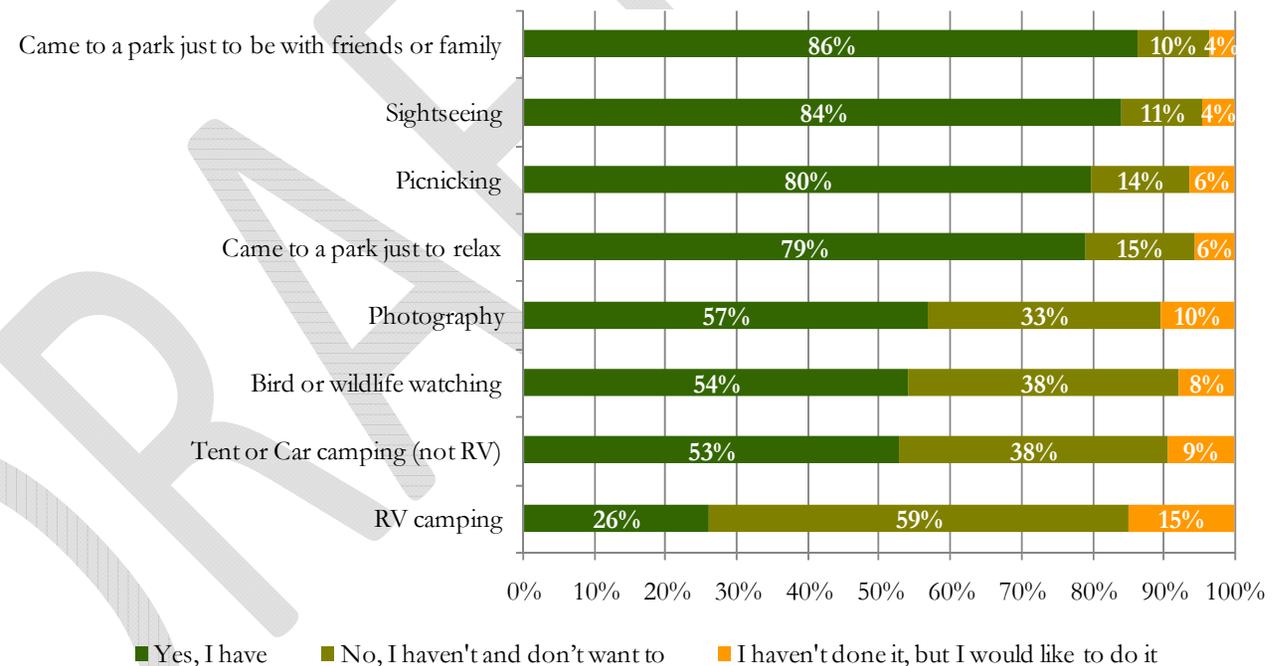
Overall, respondents were most likely to have gone to a park to be with friends or family as a relaxation/learning activity in the past two years (86 percent). Over three-fourths of respondents had also participated in sightseeing, picnicking, and relaxation park visit activities within the past two years.

A majority of all respondents indicated they had participated in each of the relaxation and learning activities, except for RV camping (26 percent).

The large proportion of respondents who have participated in these types of activities is notable, and this indicates that relaxation or learning opportunities at CO State Parks make up an important component of possible recreation activities available through the park system.

**Exhibit 1-3
General Activities - Relaxation**

(Question 3) Now I'm going to read a list of relaxation or learning activities. As I read the following outdoor activities, please tell me if you have taken part in the activity during the last 2 years. You can give me one of three answers: Yes, I have; No, I haven't and don't want to; No, I haven't done it, but would like to do it.



**“IN THE DIRT” ACTIVITIES
WERE THE MOST COMMON
MOTORIZED ACTIVITY**

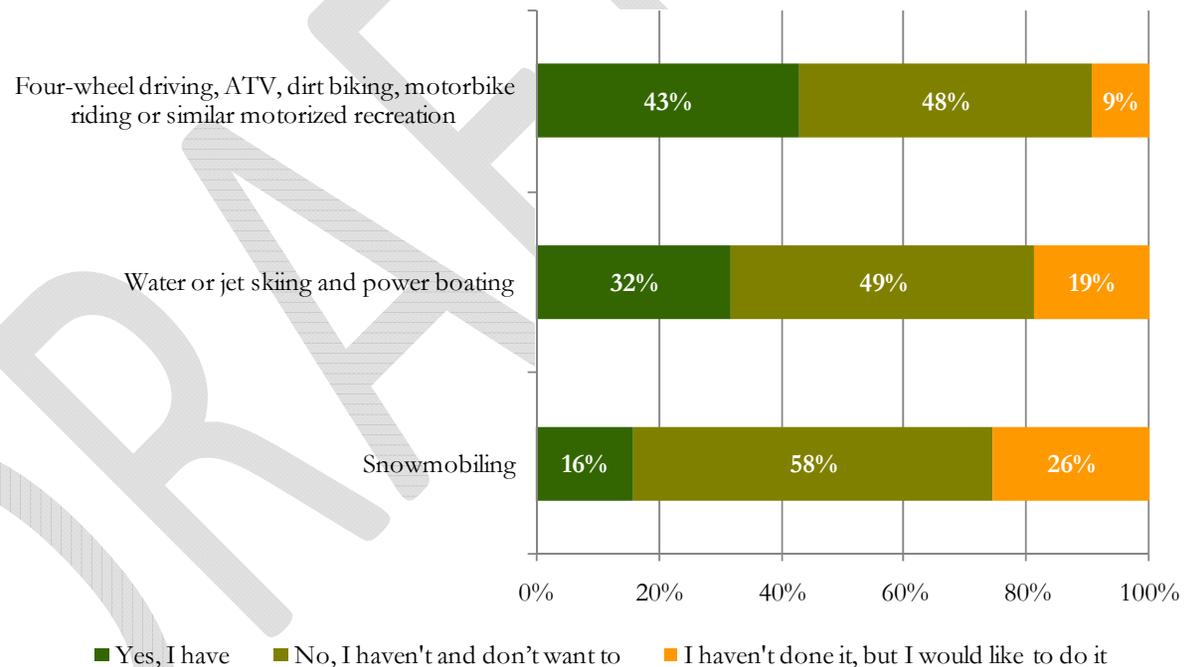
In total, 43 percent of survey respondents indicated that they had participated in four-wheel driving activities within the past two years. Only nine percent indicated they had not participated in these activities but would like to.

Nearly one-third of survey respondents had participated in water skiing and power boating, and an additional 19 percent indicated they would like to participate in motorized water activities.

A total of 16 percent of respondents had been snowmobiling in the past two years, yet over a quarter of respondents were interested in snowmobiling. This may represent a growth market given the high level of interest among non-snowmobilers.

**Exhibit 1-4
General Activities – Motor Sports**

(Question 4) Next, I'm going to read a list of activities that involve motorized vehicles. As I read the following motorized activities, please tell me if you have taken part in the activity during the last 2 years. You can give me one of three answers: Yes, I have; No, I haven't and don't want to; No, I haven't done it, but would like to do it.



RESPONDENTS MOST FREQUENTLY PARTICIPATED IN WALKING, JOGGING, OR HIKING ACTIVITIES

In total, 73 percent of respondents who indicated that they had participated in “Walking, Jogging, or Hiking” activities did so more than 12 days in the last 12 months. Sightseeing (35 percent), photography (30 percent) and swimming (30 percent) were other activities also frequently participated in by survey respondents.

Respondents ages 45 – 74 indicated they participated in sightseeing more often than younger or older respondents. Respondents in the “35-44” age group were most likely to have participated in photography activities more than 12 days per year (38 percent).

Swimming frequency (of more than 12 days per year) generally decreased with age, as did going to a park “just to relax” and bicycling activities. Contrarily, bird and wildlife watching increased generally with age.

**Exhibit 1-5
General Activities**

(Question 5) According to your best guess, how many days in the past 12 months did you participate in any of the activities we’ve talked about so far? [Asked only of people who had participated at least once in the past 2 years.]

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
Walking, Jogging, or Hiking	76%	75%	71%	71%	73%	68%	73%
Sightseeing	32%	34%	39%	38%	40%	30%	35%
Photography	24%	38%	31%	32%	31%	17%	30%
Swimming	41%	37%	22%	15%	19%	11%	30%
Came to a park just to relax	34%	26%	26%	21%	18%	19%	27%
Road bicycling or mountain biking	33%	31%	28%	19%	12%	7%	27%
Came to a park just to be with friends or family	32%	30%	21%	14%	12%	17%	25%
Bird or Wildlife Watching	14%	23%	29%	31%	32%	27%	23%
Fishing	23%	20%	17%	10%	13%	8%	18%
Picnicking	15%	24%	14%	12%	8%	11%	16%
Four-wheel driving, ATV, Dirt Biking, Motorbike Riding or Similar Motorized Recreation	14%	20%	16%	13%	11%	5%	15%
Tent or Car Camping (not RV)	14%	10%	10%	6%	4%	2%	10%
Backpacking	11%	9%	6%	5%	3%	1%	7%
Hunting	8%	8%	7%	5%	4%	1%	7%
RV Camping	3%	6%	9%	6%	10%	9%	6%
Water or Jet Skiing and Power Boating	8%	8%	6%	1%	4%	2%	6%
Cross-country Skiing or Snowshoeing	10%	4%	5%	6%	4%	4%	6%
Horseback Riding	6%	6%	6%	5%	4%	1%	5%
Sailing, Canoeing, Kayaking or Rafting	5%	3%	6%	6%	1%	0%	4%
Climbing	6%	3%	3%	2%	1%	1%	4%
Skateboarding	9%	2%	1%	0%	0%	1%	3%
Snowmobiling	3%	5%	2%	3%	0%	0%	3%
BMX bike riding	7%	1%	0%	1%	0%	0%	2%

Note: The above data shows the percent each age group indicated they participated in each activity **more than 12 days per year.**

Note: The above data includes only people who have participated in the activity at least once in the past 24 months.

Note Regarding Exhibits 1-6 through 1-22

Exhibits 1-6 through 1-22 ask respondents about their visits to various venues: Colorado State Parks, National Parks, and others. Responses in most exhibits are reported at face value, and are noted in the Exhibit titles as “Self-Reported”.

For questions specific to Colorado State Parks, a follow-up question was asked, where the respondents were asked to name the place that they visited (e.g., “Chatfield State Park”). When asked to do so, a significant number of respondents provided names of places that are not state parks in Colorado, such as “Rocky Mountain [National] Park, Dinosaur National Monument, Estes Park, and many others. A significant number also could not name the park they visited, even though some reported many visits.

As a conservative adjustment, and also to maximize comparability to the 2002 Marketing Assessment, respondents who could not name the park they visited, and visitors who mistook other types of venues for state parks were reclassified as non-visitors. This data is reported in Exhibits 1-9a, 1-9b, 1-10a, and 1-11a, with the term “Adjusted” in the Exhibit titles.

Presumably, the same types of inadvertent overrepresentations are present with the other types of venues, but for logistical reasons it was not possible to do the same confirmation for local parks, National Parks, and other venues. The reader should consider this possibility when reading those exhibits, though. Otherwise, these figures are also useful for direct comparisons between various venues.

A SIGNIFICANT MAJORITY OF RESPONDENTS HAVE VISITED A NATIONAL PARK/FEDERAL LAND IN THE PAST 2 YEARS

In self-reported data, 82 percent of all survey respondents indicated that they had visited a National Park or other federal land within the past 24 months, and 60 percent indicated they had visited these outdoor areas on three or more occasions.

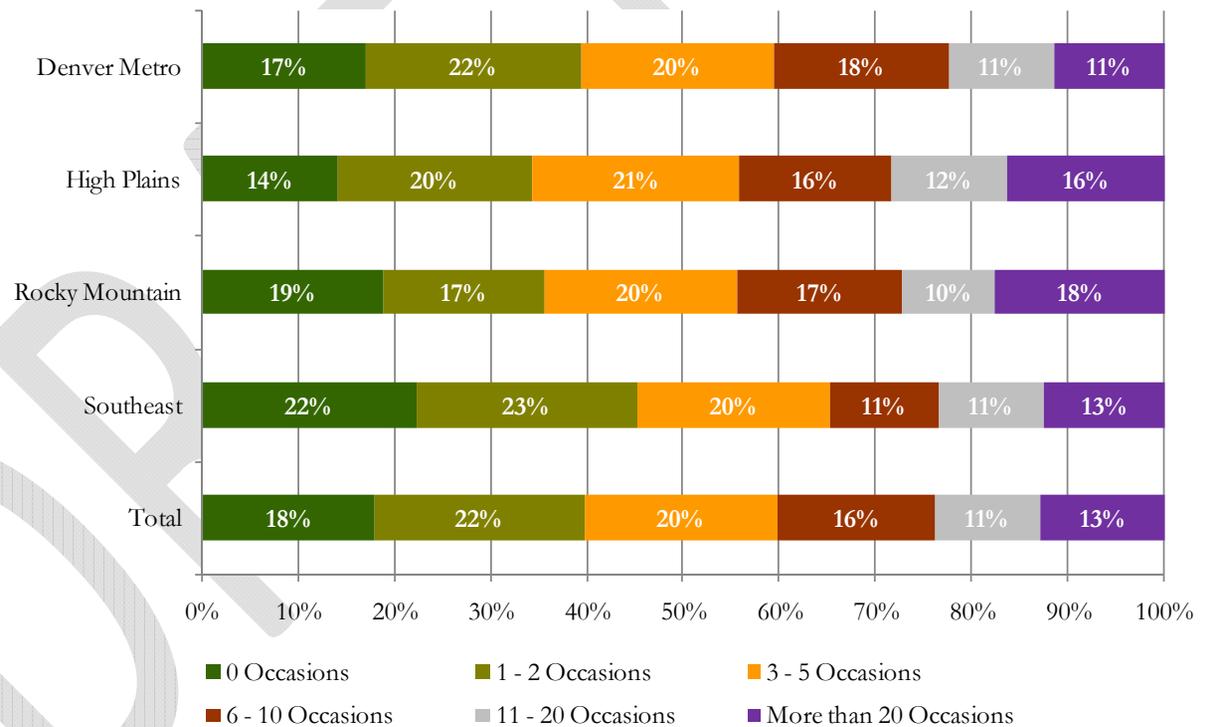
Respondents in the Southeast region were least likely to have visited a national park at least once (78 percent), while respondents in the High Plains region were most likely to have visited a national park at least once in the last 24 months (86 percent).

Respondents in both the High Plains and Rocky Mountain regions were most likely to indicate that they had visited a national park or other federal land 11 or more times within the past two years (28 percent, for both regions).

**Exhibit 1-6
Areas Visited – Self-Reported**

(Question 6a) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A national park or other federal land inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

FREQUENCY OF NATIONAL PARK VISITATION GENERALLY DECREASED WITH AGE

Overall, a general decrease in the frequency of national park visitation is observed with an increase in age.

The highest frequency of national park visitation was observed in the “35 – 44” age group, as 89 percent of respondents in that age group had visited a national park at least once and 29 percent indicated they had visited these areas on at least 11 separate occasions.

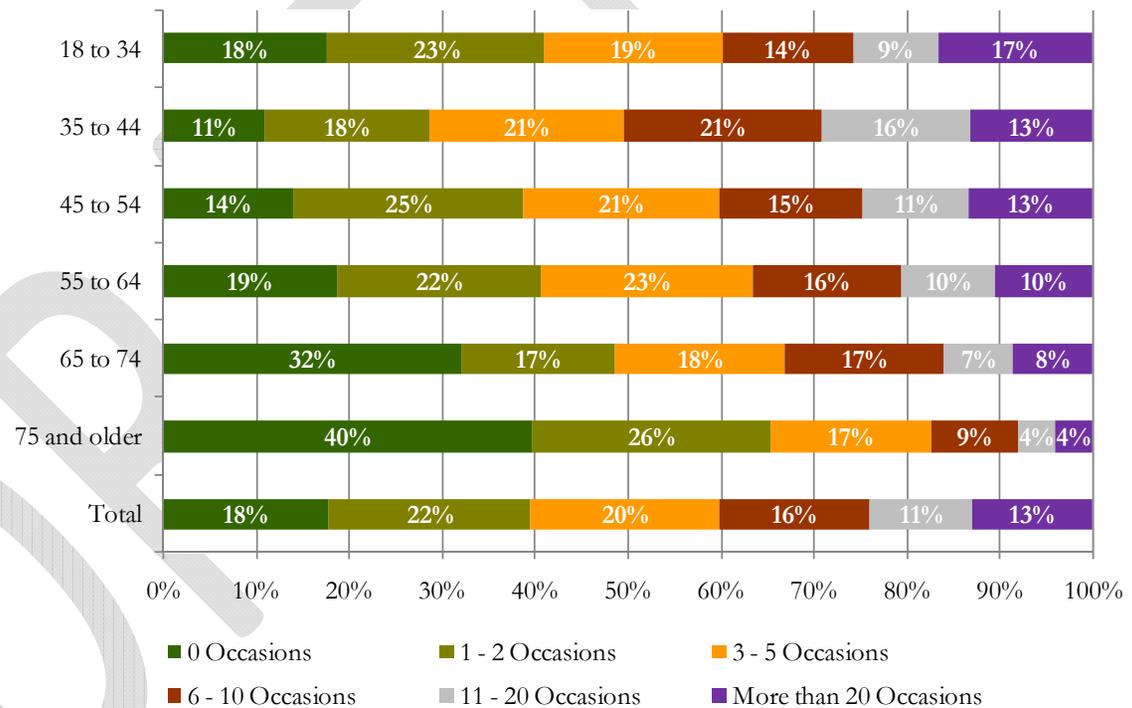
Contrarily, only 60 percent of respondents in the “75 and older” age group had visited a national park/federal land within the past two years, and only 8 percent in this age group had visited such areas on 11 or more occasions.

Respondents in the youngest age group (18 – 34) mirrored the total findings for all respondents.

**Exhibit 1-7
Areas Visited – Self-Reported**

(Question 6a) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A national park or other federal land inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

FREQUENCY OF NATIONAL PARK VISITATION WAS CORRELATED TO EDUCATION LEVELS

Overall, as education levels increased, so did respondents' frequency of visitation to national parks/federal lands.

Respondents in the "Graduate or Professional Degree" education group were most likely to have visited a national park/federal land in the past two years (93 percent), and 30 percent of those respondents indicated they had visited these areas on at least 11 separate occasions.

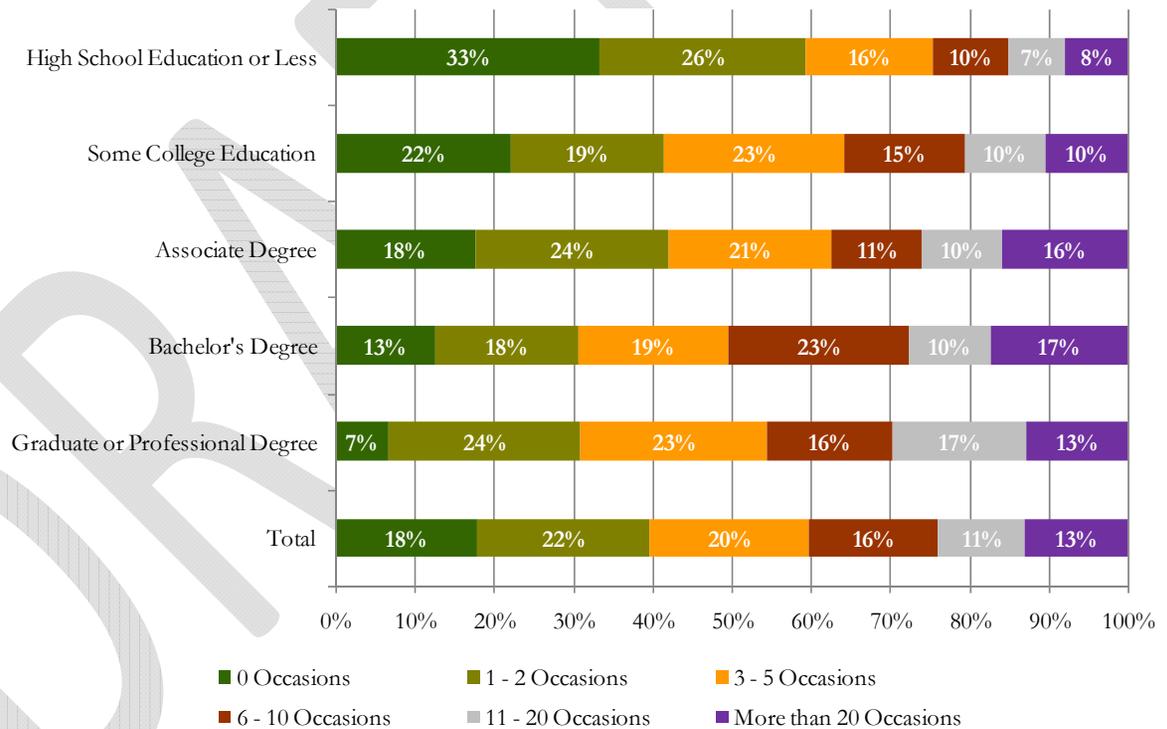
Contrarily, respondents in the "High School Education or Less" education group were least likely to have visited a national park/federal land in the past two years (67 percent).

An increase in frequency of visitation was observed in each increased education group.

**Exhibit 1-8
Areas Visited – Self-Reported**

(Question 6a) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A national park or other federal land inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

A SIGNIFICANT MAJORITY OF RESPONDENTS INDICATED THEY HAD VISITED A COLORADO STATE PARK IN THE PAST TWO YEARS

Overall, 83 percent of respondents indicated they had visited at least 1 Colorado State Park within the past two years.

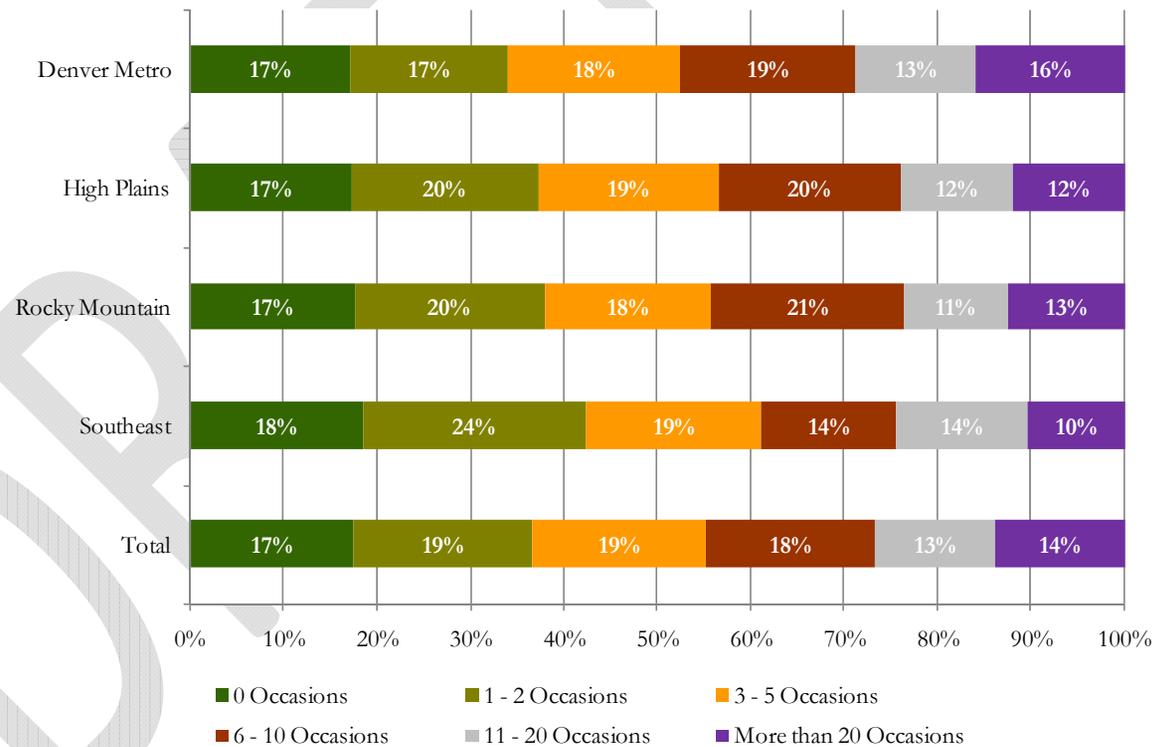
However, it should be noted that when asked to name a Colorado State Park, they had visited only 46 percent of respondents could accurately name a Colorado State Park they had visited. A number of respondents thought they had visited a state park in Colorado, when in fact it was a different type of outdoor area. Revised Colorado State Park visitation estimates are detailed in Exhibit 1-9a.

Residents in the “Denver Metro” group were most likely to say they have visited a state park in Colorado on 11 or more occasions (29 percent). However, no major differences were observed between regions with respect to Colorado State Park frequency of visitation.

**Exhibit 1-9
Areas Visited – Self-Reported**

(Question 6b) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park in Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. The following page contains an analysis that adjusts for this phenomenon.

REVISED STATE PARK VISITATION SHOWS CLOSE TO HALF OF ALL RESPONDENTS VISITED A STATE PARK IN THE PAST 2 YEARS

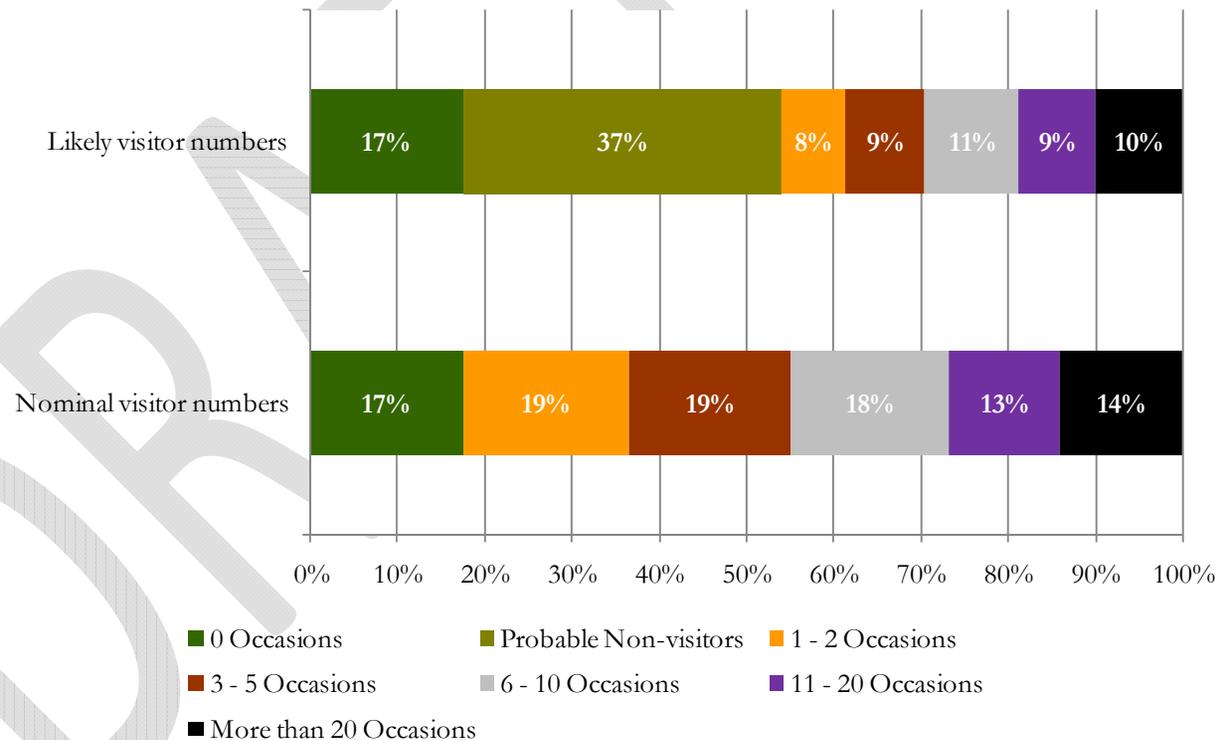
“Likely” visitor numbers are presented in Exhibit 1-9a (right). These revised numbers from Exhibit 1-9 take into account all survey respondents who said they had been to a Colorado State Park within the last two years, but then could either not name the state park they had visited or named an outdoor area that was not a Colorado State Park (i.e., Rocky Mountain National Park or Estes Park).

After these revisions were made, 46 percent of all survey respondents had visited a Colorado State Park (within the past two years) and were able to at least name one state park they had visited. An additional 37 percent of respondents (labeled “Probable Non-Visitors”) initially indicated they had visited a Colorado State Park, but could not name the park they had visited or named an outdoor area which was not a Colorado State Park.

**Exhibit 1-9a
Areas Visited - Adjusted**

(Question 6b) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park in Colorado]

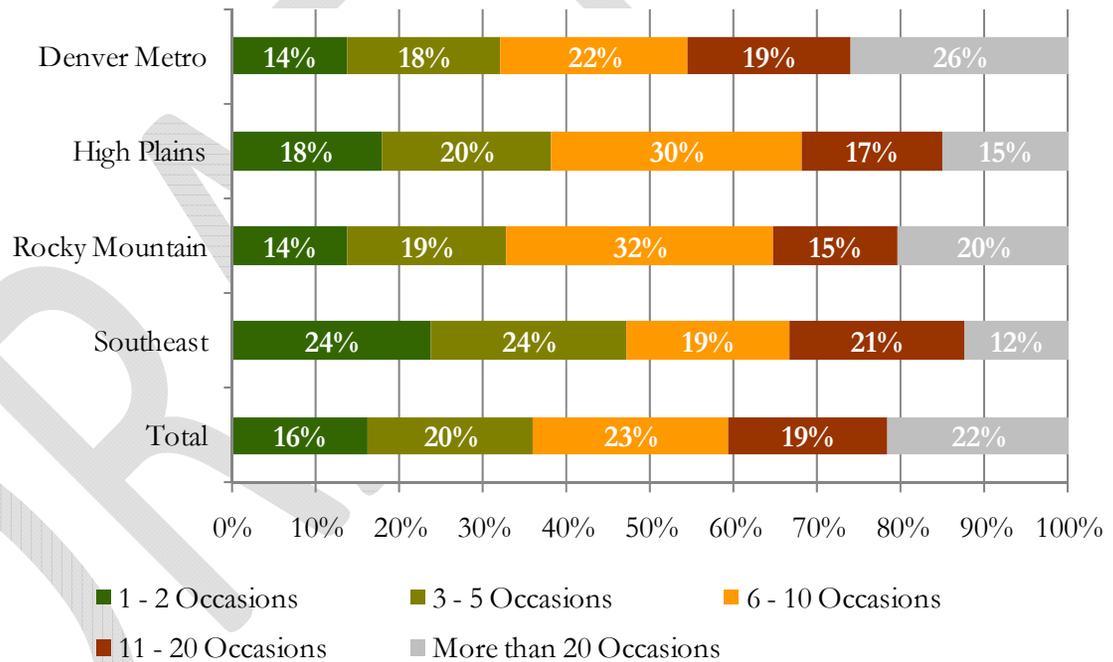


DENVER STATE PARK USERS VISITED COLORADO STATE PARKS MOST FREQUENTLY

Overall, survey respondents identified in Exhibit 1-9a as Colorado State Park visitors in the Denver Metro region reported visiting Colorado State Parks most frequently. In total, 45 percent of Colorado State Parks visitors in the Denver Metro area reported visiting parks on more than 10 occasions within the past 24 months.

Contrarily, survey respondents identified as Colorado State Park visitors in the High Plains region were least likely to report visiting Colorado State Parks on more than 10 occasions within the past 2 years (32 percent).

Exhibit 1-9b
Areas Visited - Adjusted
(Question 6b) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?
[A state park in Colorado]



NOTE: Figure above is for all respondents classified as Colorado State Park visitors (46 percent of the survey sample).

SELF-REPORTED FREQUENCY OF COLORADO STATE PARK VISITATION GENERALLY DECREASED WITH AGE

In general, self-reported visitation frequency decreased as respondent's age increased, however, respondents ages 18 – 54 had roughly similar overall visitation frequencies.

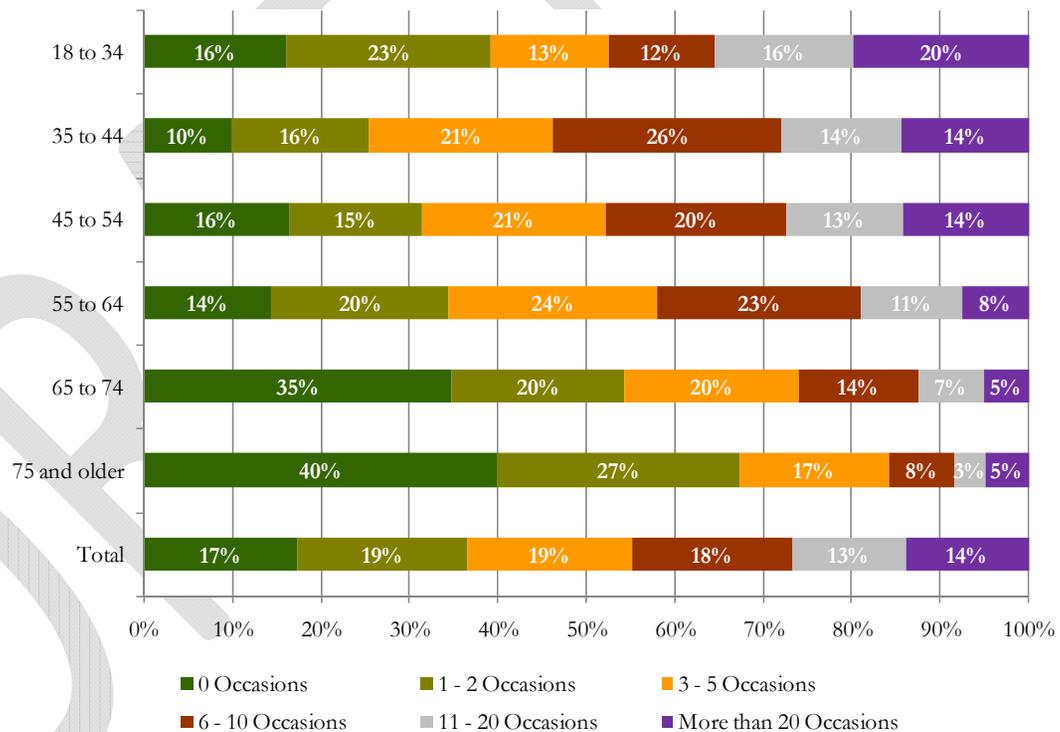
Respondents in the oldest age groups were least likely to have visited a state park in Colorado within the past two years.

Interestingly, over one-third of respondents in the youngest age group indicated they have visited Colorado State Parks on at least 11 different occasions within the past two years.

**Exhibit 1-10
Areas Visited – Self-Reported**

(Question 6b) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park in Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. The following page contains an analysis that adjusts for this phenomenon.

COLORADO STATE PARK VISITORS AGES 18 TO 34 VISITED COLORADO STATE PARKS MOST FREQUENTLY

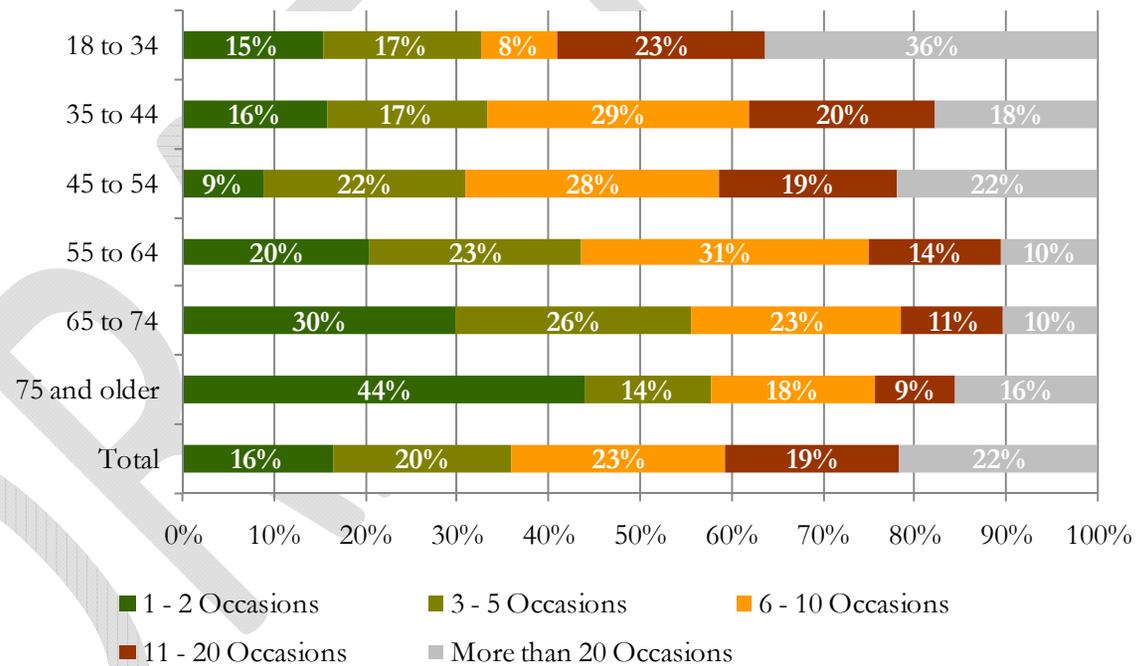
Overall, survey respondents identified as Colorado State Park visitors in the “18 to 34” age group reported visited Colorado State Parks most frequently. In total, 59 percent of Colorado State Parks visitors in the youngest age group reported visiting parks on more than 10 occasions within the past 24 months.

As observed with all survey respondents, visitation frequency decreased with age in respondents identified as Colorado State Park visitors. Overall, respondents ages 55 and above visited state parks least frequently.

**Exhibit 1-10a
Areas Visited - Adjusted**

(Question 6b) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park in Colorado]



NOTE: Figure above is for all respondents classified as Colorado State Park visitors (46 percent of the survey sample).

SELF-REPORTED FREQUENCY OF CO STATE PARK VISITATION INCREASED WITH EDUCATION

Similar to national park frequency of visitation, frequency of Colorado state park visitation increased with education.

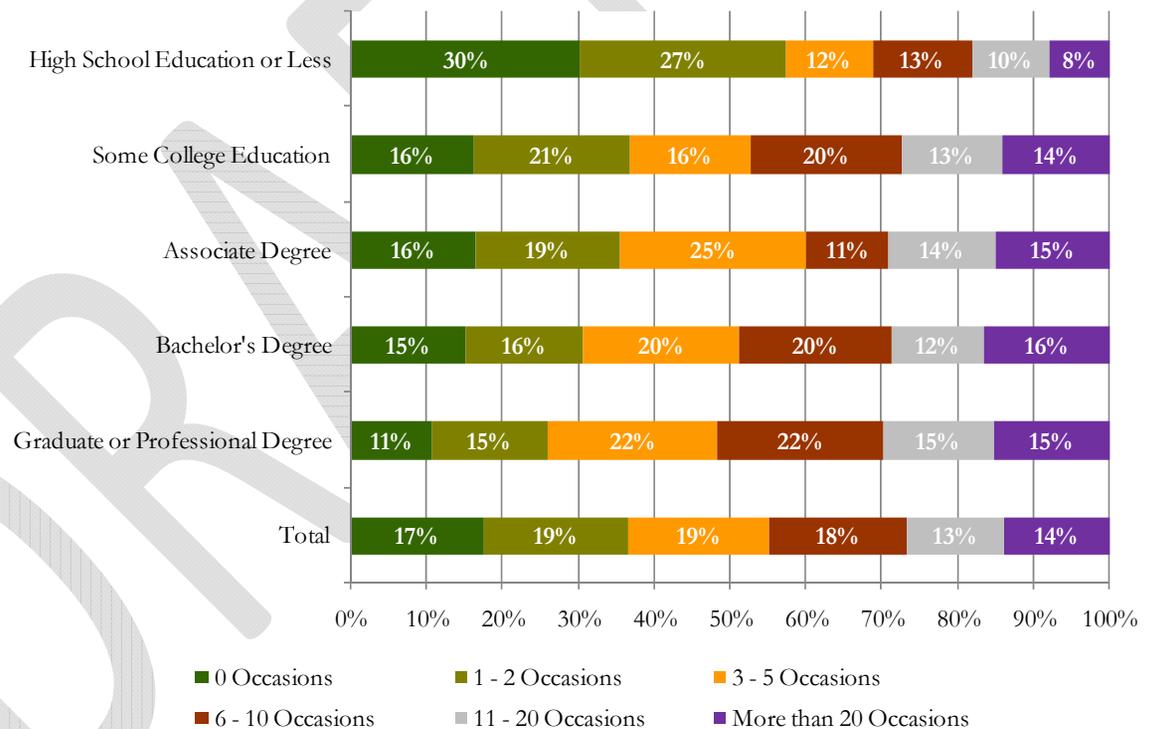
Overall, respondents in the “Graduate or Professional Degree” group were most likely to have visited a state park in Colorado at least once in the past two years (89 percent) and 30 percent of these respondents indicated they had visited a state park in Colorado on at least 11 different occasions within the past two years.

Contrarily, those respondents with a high school education or less were least likely to have visited a state park in Colorado at least once within the past two years and had the lowest proportion of respondents who had visited on more than 11 separate occasions.

**Exhibit 1-11
Areas Visited – Self-Reported**

(Question 6b) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park in Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. The following page contains an analysis that adjusts for this phenomenon.

COLORADO STATE PARK VISITORS WITH A HIGH SCHOOL EDUCATION OR LESS VISIT LEAST FREQUENTLY

Overall, survey respondents identified as Colorado State Park visitors with a high school education or less reported visited Colorado State Parks least frequently (compared to visitors with other education levels).

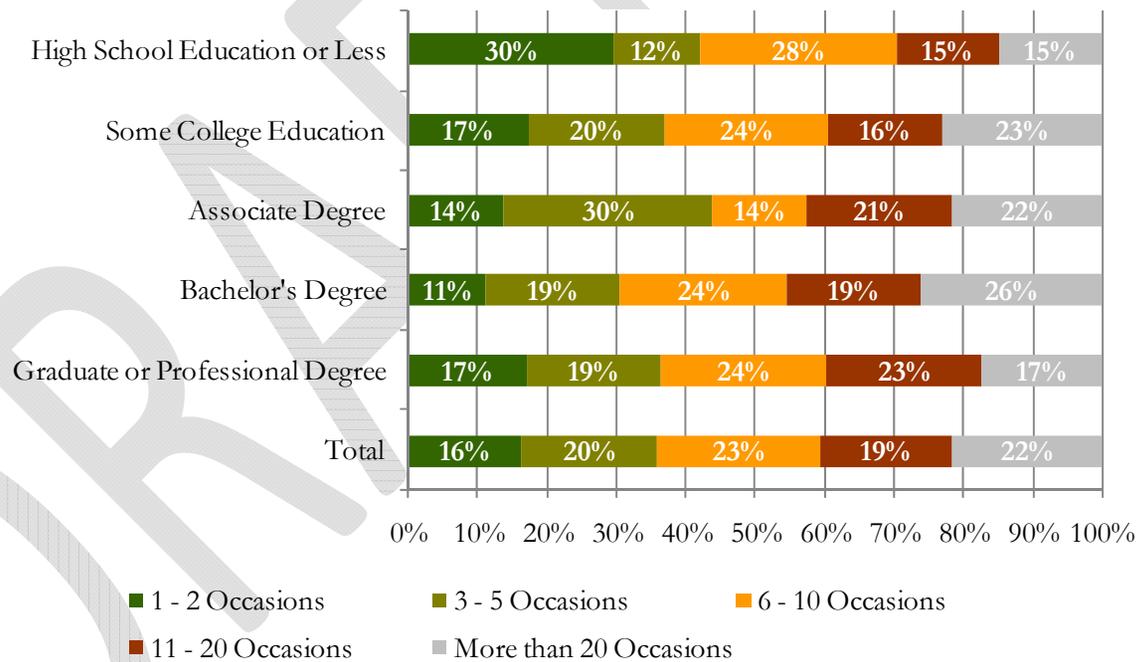
In total, only 30 percent of Colorado State Parks visitors with a high school education or less reported visiting parks on more than 10 occasions within the past 24 months. This was significantly less than respondents identified as Colorado State Parks visitors in all other education groups.

On the whole, little difference was observed in respondents in all other education groups.

**Exhibit 1-11a
Areas Visited - Adjusted**

(Question 6b) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park in Colorado]



NOTE: Figure above is for all respondents classified as Colorado State Park visitors (46 percent of the survey sample).

A MAJORITY OF ALL RESPONDENTS HAD VISITED A STATE PARK OUTSIDE OF COLORADO IN THE LAST TWO YEARS

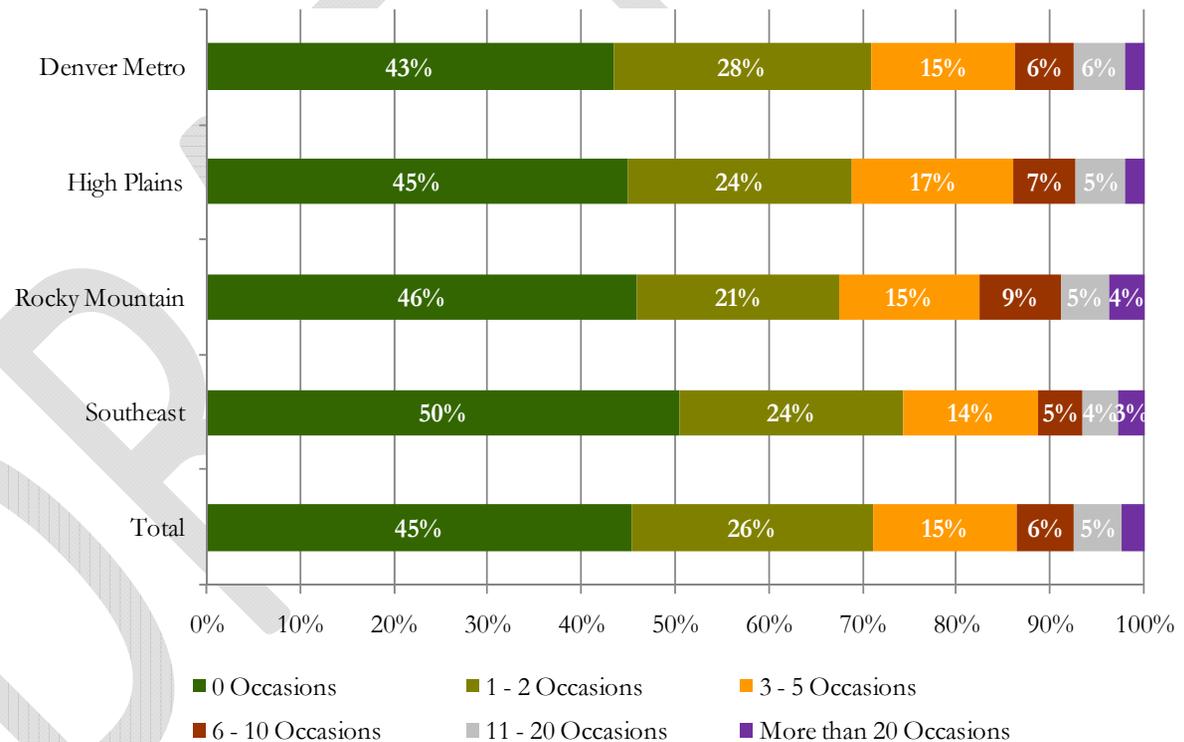
Interestingly, over half of all respondents indicated they had visited a state park outside of Colorado within the past two years.

No major differences were observed between regions with respect to visitation frequency to state parks outside of Colorado.

**Exhibit 1-12
Areas Visited – Self-Reported**

(Question 6c) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

VISITATION FREQUENCIES TO STATE PARKS OUTSIDE OF COLORADO DECREASED WITH AGE

In general, the frequency with which respondents indicated they had visited state parks outside of Colorado decreased with respondents' age.

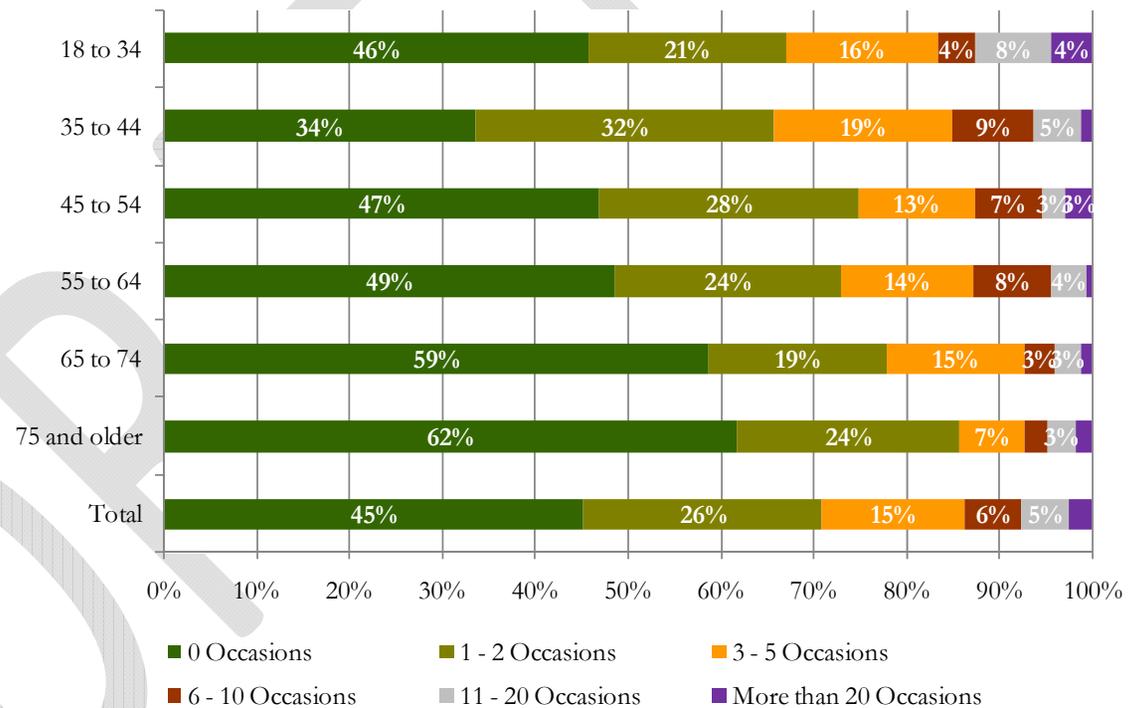
Respondents in the "35 – 44" age group were most likely to indicate they had visited at least one state park outside of Colorado within the past two years, while respondents in the oldest age groups were least likely to have visited a state park outside of Colorado in the past two years.

Respondents in the youngest age group mirrored the overall responses of visitation to state parks outside of Colorado.

**Exhibit 1-13
Areas Visited – Self-Reported**

(Question 6c) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

FREQUENCY OF VISITATION OF STATE PARKS OUTSIDE OF COLORADO INCREASED WITH EDUCATION

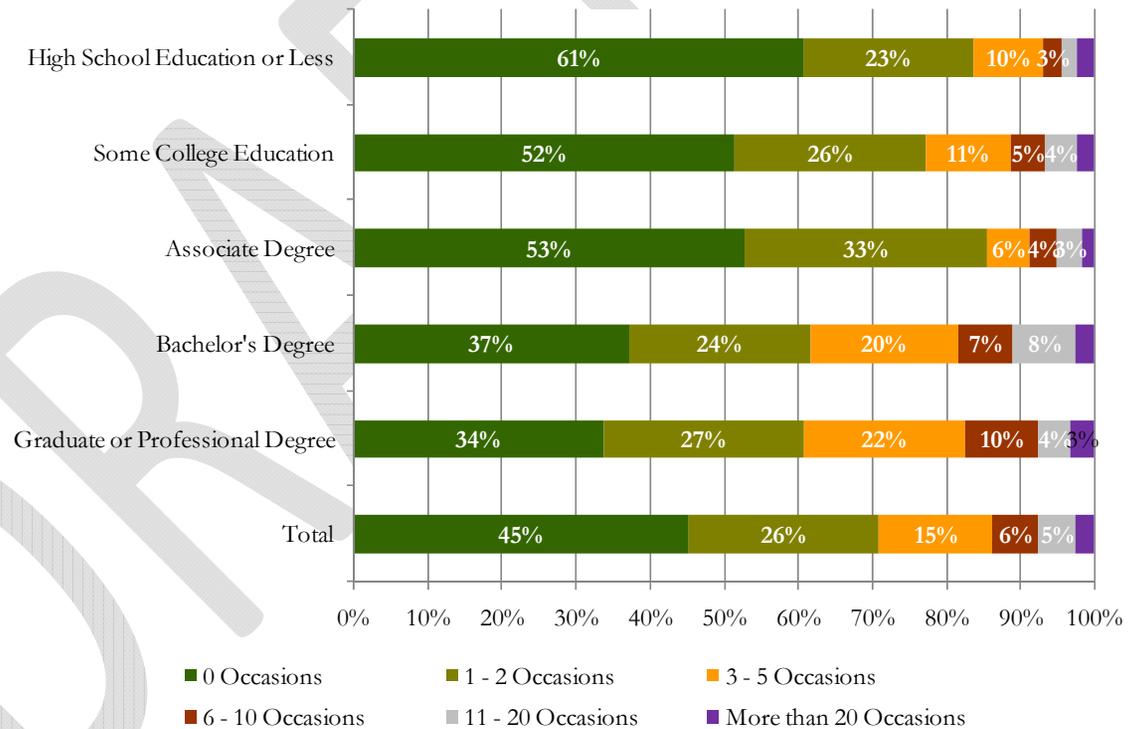
Similar to the results observed for frequency of visitation to national parks and Colorado state parks, frequency of visitation to state parks outside of Colorado increased as respondents' education increased.

Respondents with a Graduate or Professional degree were most likely to indicate that they had visited a state park outside of Colorado at least one time within the past two years (66 percent), while respondents with a High School education or less were least likely to have visited these outdoor areas at least once in the past two years (39 percent).

**Exhibit 1-14
Areas Visited – Self-Reported**

(Question 6c) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A state park outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

A MAJORITY OF SURVEY RESPONDENTS VISIT LOCAL PARKS AND OPEN SPACE AREAS

Overall, 92 percent of all respondents said they had visited a local park, open space or natural area within the past two years. Also, over half of all respondents indicated they had visited these areas on at least 11 different occasions within the past two years.

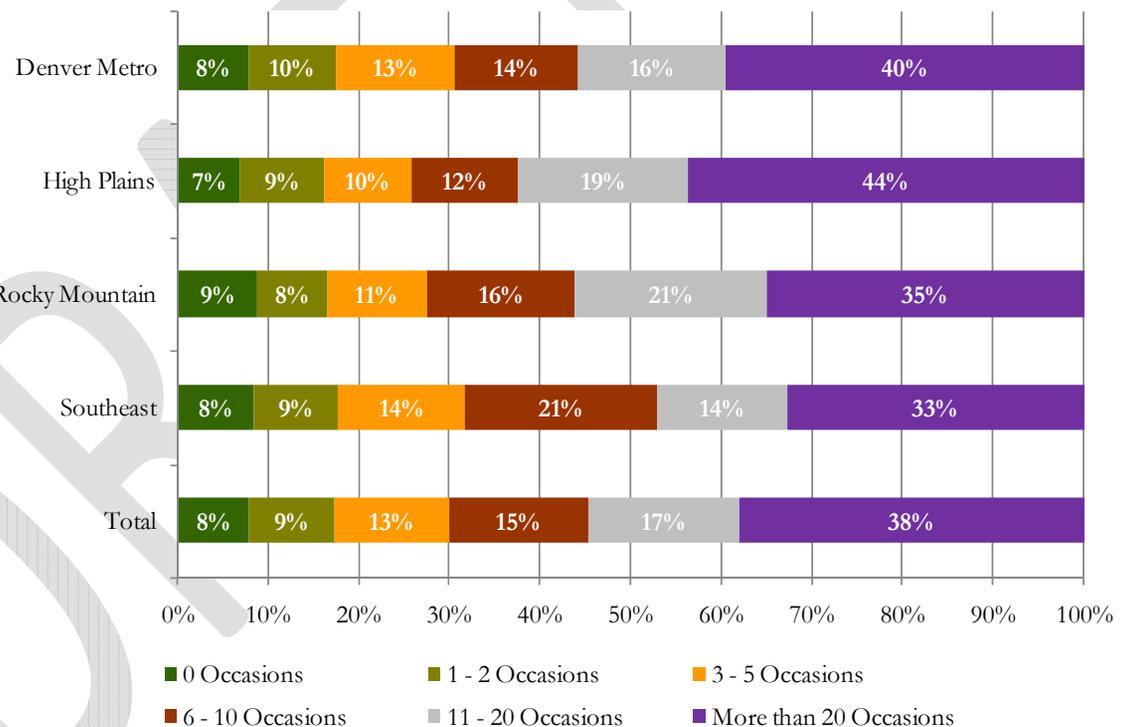
Respondents in the High Plains region were most likely to indicate having visited a local park, open space or natural area on at least 11 separate occasions (63 percent).

Contrarily, respondents in the Southeast region were least likely to have visited these areas on at least 11 separate occasions (47 percent). Overall visitation frequencies of these areas were high among all of the regions.

**Exhibit 1-15
Areas Visited – Self-Reported**

(Question 6d) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A local municipal park, open space, or natural area inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

LOCAL PARK AND OPEN SPACE VISITATION FREQUENCIES DECREASED WITH AGE

Similar to other outdoor areas, visitation to local parks, open space and natural areas generally decreased with age.

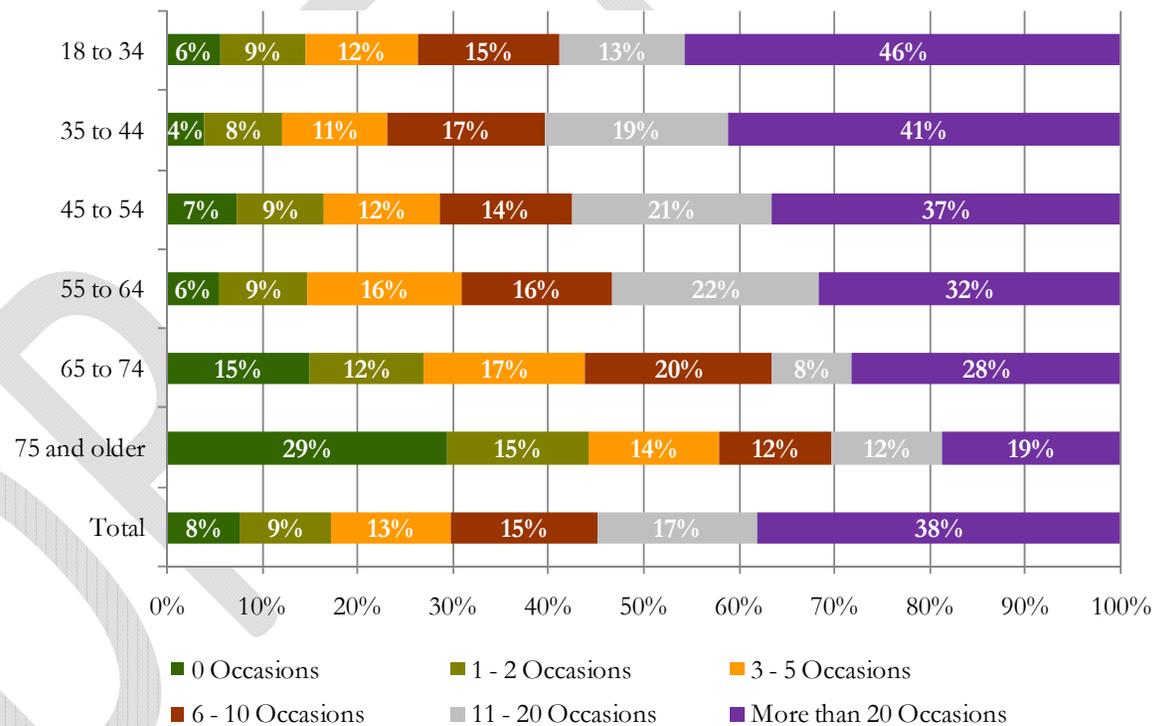
Respondents in the youngest age groups had fairly similar visitation frequencies, though it should be noted that respondents in the “18 – 34” age group were most likely to have visited these areas on more than 20 separate occasions (46 percent).

Respondents in the oldest two age groups were significantly less likely than younger respondents to visit these areas as frequently.

**Exhibit 1-16
Areas Visited – Self-Reported**

(Question 6d) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A local municipal park, open space, or natural area inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

FREQUENCY OF VISITATION TO LOCAL PARKS AND OPEN SPACES INCREASED WITH EDUCATION

Similar to other outdoor areas, the frequency of visitation to local parks, open space and natural areas increased with education levels.

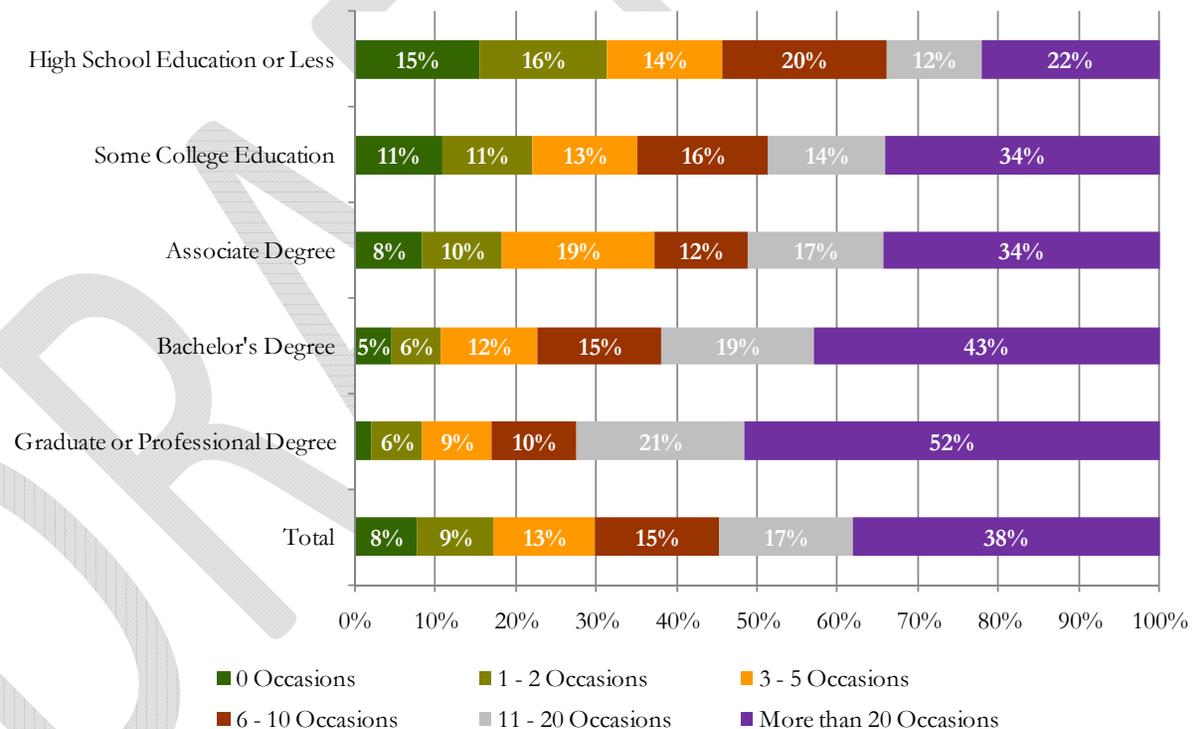
Over half of all respondents with Graduate or Professional degrees indicated they had visited local parks, open spaces or natural areas on more than 20 separate occasions within the past two years. Contrarily, only 22 percent of respondents with a high school education or less had visited these areas on more than 20 separate occasions within the past two years.

Also noteworthy, 95 percent of respondents with at least a Bachelor’s degree indicated they had visited one of these areas within the past two years.

**Exhibit 1-17
Areas Visited – Self-Reported**

(Question 6d) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[A local municipal park, open space, or natural area inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

**ROCKY MOUNTAIN
RESPONDENTS WERE MOST
LIKELY TO VISIT PRIVATE
LAND IN THE PAST TWO
YEARS**

Overall, two-thirds of all respondents indicated they had visited private land where they could be outdoors at least once within the past two years.

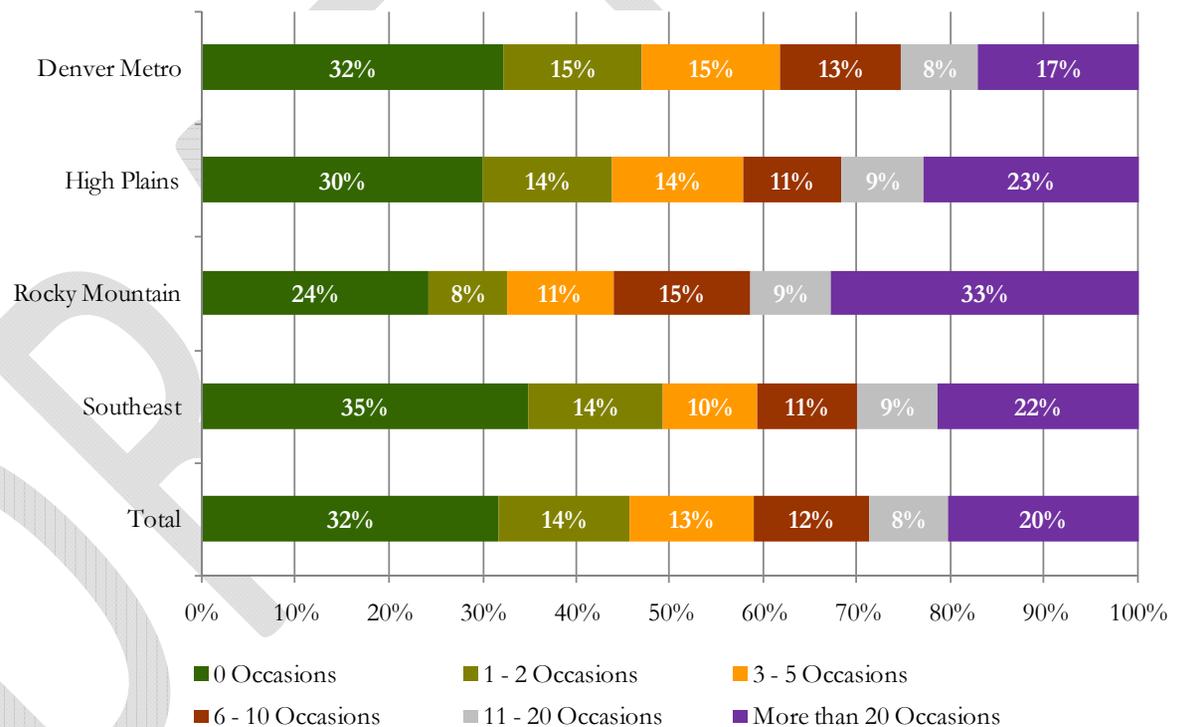
Interestingly, respondents in the Rocky Mountain region were significantly more likely to have visited outdoor private land at least once within the past two years (76 percent, compared to 68 percent for all respondents).

Also, Rocky Mountain region residents were significantly more likely than respondents in other regions to indicate they visited private land within the past two years on more than 20 separate occasions.

**Exhibit 1-18
Areas Visited – Self-Reported**

(Question 6e) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[Private land where you could be outdoors, inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

RESPONDENTS OVER THE AGE OF 64 WERE LESS LIKELY TO VISIT PRIVATE LAND AREAS

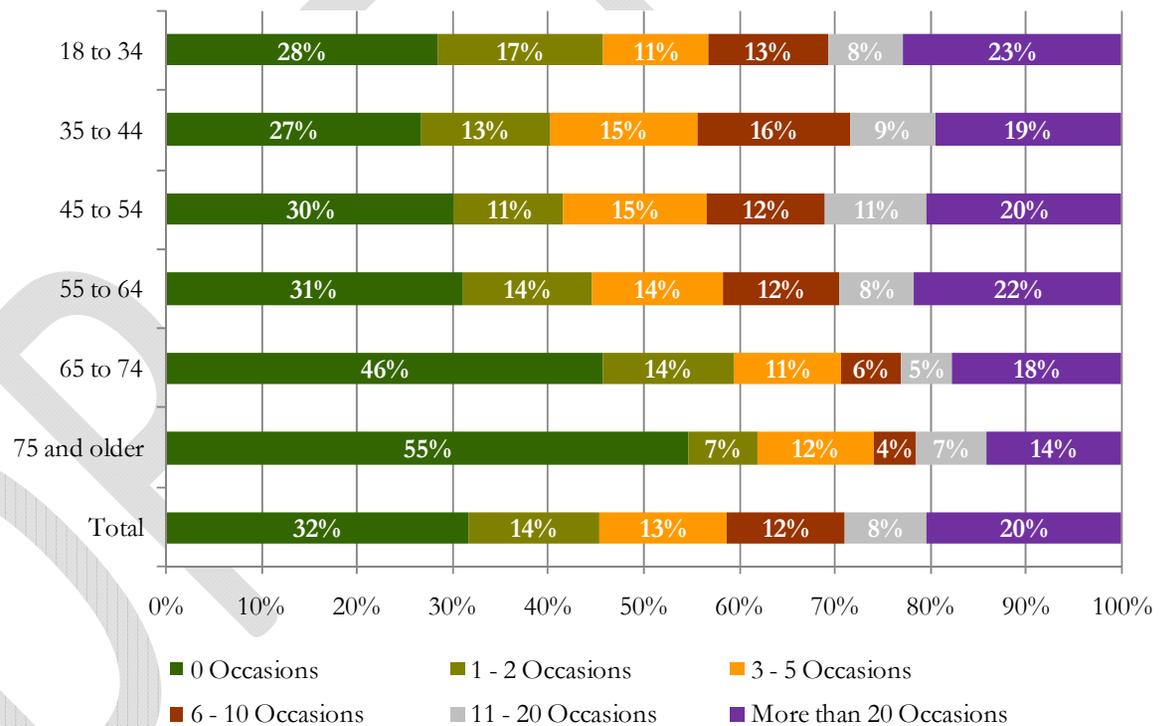
Overall, respondents in the oldest two age groups were significantly less likely than other age groups to indicate they had visited outdoor private land areas at least once within the past two years.

Respondents from ages 18 – 64 visited private land areas with similar frequencies.

**Exhibit 1-19
Areas Visited – Self-Reported**

(Question 6e) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[Private land where you could be outdoors, inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

**FREQUENCY OF VISITATION
TO PRIVATE LAND AREAS
INCREASED WITH
EDUCATION**

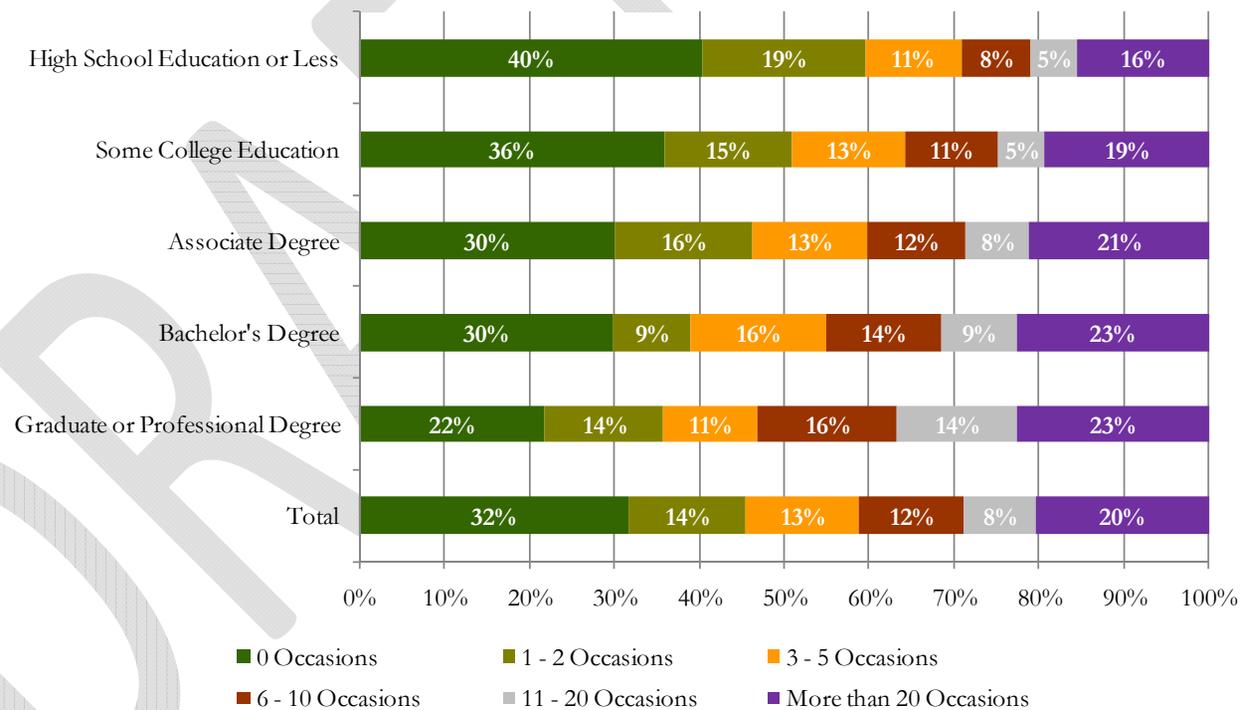
Similar to all other findings for venues, visitation frequencies to private land increased with education.

Overall, respondents in the “Graduate or Professional Degree” group were most likely to have visited outdoor private land areas on at least 11 or more occasions within the past two years (37 percent).

**Exhibit 1-20
Areas Visited – Self-Reported**

(Question 6e) Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months?

[Private land where you could be outdoors, inside or outside Colorado]



Note: Self-reported data may differ from actual visits due to confusion over the identity of various venues. See Exhibits 1-9 through 1-11 (and their variants) for an analysis of this phenomenon for state parks.

**RESPONDENTS HAD A
DIFFICULT TIME NAMING
THE PARKS THEY HAD
VISITED**

All respondents who indicated they had visited a state park in Colorado were subsequently asked which Colorado State Park they had visited. Of these respondents, 43 percent either could not name the park they went to, or named an area that was not a Colorado State Park (i.e. Rocky Mountain Park).

As noted earlier (Exhibit 1-9b), due to this lack of awareness of Colorado State Parks, only approximately 46 percent of all survey respondents “likely” visited Colorado State Parks within the past two years. This is noteworthy because it means respondents do not have a firm grasp of what is a state park in Colorado.

The most frequently named Colorado State Parks were Chatfield (13 percent), Cherry Creek (12 percent) and Golden Gate (6 percent).

Note: Only parks cited by over two percent of respondents are shown in Exhibit 1-21.

**Exhibit 1-21
Areas Visited**

(Question 7) You mentioned earlier that you have visited a state park in Colorado during the past 24 months. Which Colorado State Parks have you visited? [Any others?]

Park	Percent
First Other Mention	22%
Don't Know	21%
Chatfield	13%
Cherry Creek	12%
Golden Gate	6%
Mueller	4%
Barr Lake	3%
Roxborough	3%
Castlewood Canyon	3%
Lake Pueblo	3%

“First Other Mention” refers to an area that is not a Colorado State Park.

OVER TWO-THIRDS OF RESPONDENTS WHO HAD NOT VISITED A STATE PARK COULD NOT NAME ANY COLORADO STATE PARKS

When those respondents who initially indicated they had not visited a state park in Colorado were asked if they could name any Colorado state parks, 68 percent were unable to name any state parks in Colorado.

“First Other Mentions” included Rocky Mountain, Estes Park and Garden of the Gods (none of which are actually state parks in Colorado).

The most frequently named state parks in Colorado by respondents who indicated they had not been to a state park in the past two years were Cherry Creek (9 percent), Chatfield (6 percent) and Golden Gate (4 percent), which mirrored the state parks most often mentioned by respondents who indicated they had visited a state park in Colorado within the past two years.

**Exhibit 1-22
Areas Visited**

(Question 8) You mentioned earlier that you have not visited a state park in Colorado during the past 24 months. Can you name any state parks? List as many as you can.

Park	Percent
Don't Know	68%
First Other Mention	11%
Cherry Creek	9%
Chatfield	6%
Golden Gate	4%
Barr Lake	3%
Mueller	2%
Roxborough	2%

“First Other Mention” refers to an area that is not a Colorado State Park.

A MAJORITY OF RESPONDENTS HAD A VERY FAVORABLE IMPRESSION OF COLORADO STATE PARKS

Overall, 89 percent of respondents indicated that they had either a very or somewhat favorable impression of state parks in Colorado.

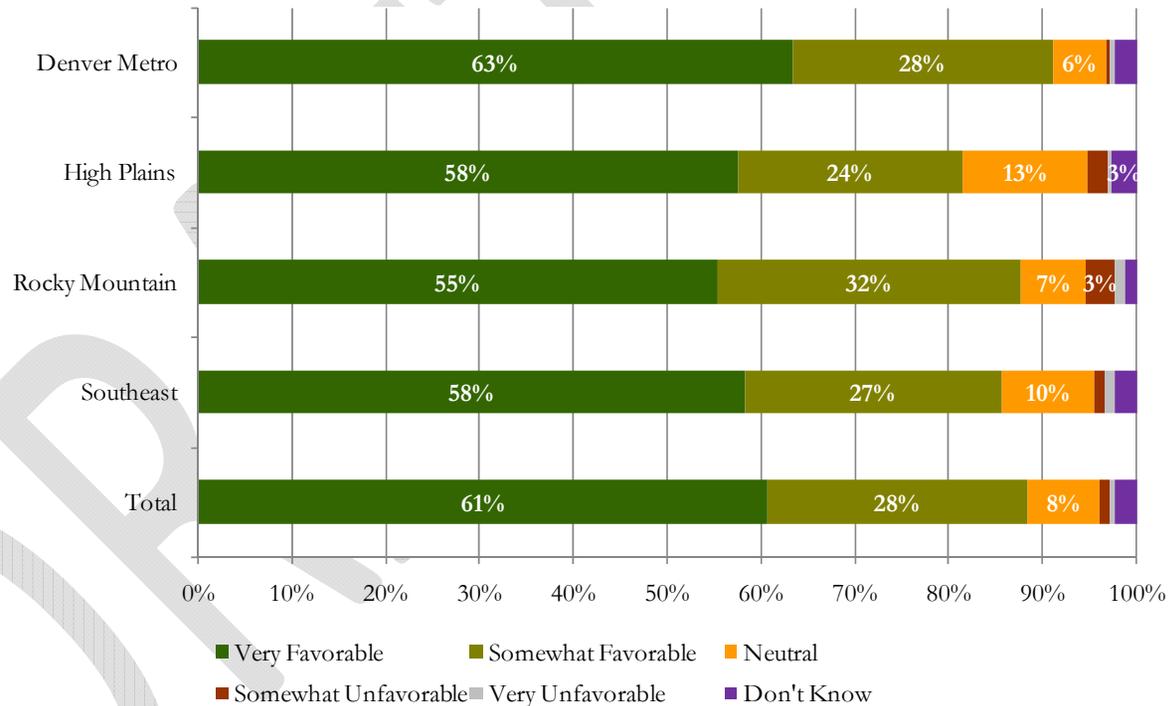
High Plains respondents were least likely to have a very or somewhat favorable impression of Colorado State Parks (82 percent), but this was still a large majority of respondents.

Rocky Mountain region respondents were least likely to have a “very favorable” impression of state parks in Colorado, but still had over half of respondents with this impression.

Overall impressions of state parks in Colorado were overwhelmingly positive.

**Exhibit 1-23
Impressions of Colorado State parks**

(Question 9) Overall, would you say that your impression of the state parks in Colorado is very favorable, somewhat favorable, neutral, somewhat unfavorable or very unfavorable?



OLDER RESPONDENTS HAD SLIGHTLY LESS FAVORABLE IMPRESSIONS OF COLORADO STATE PARKS

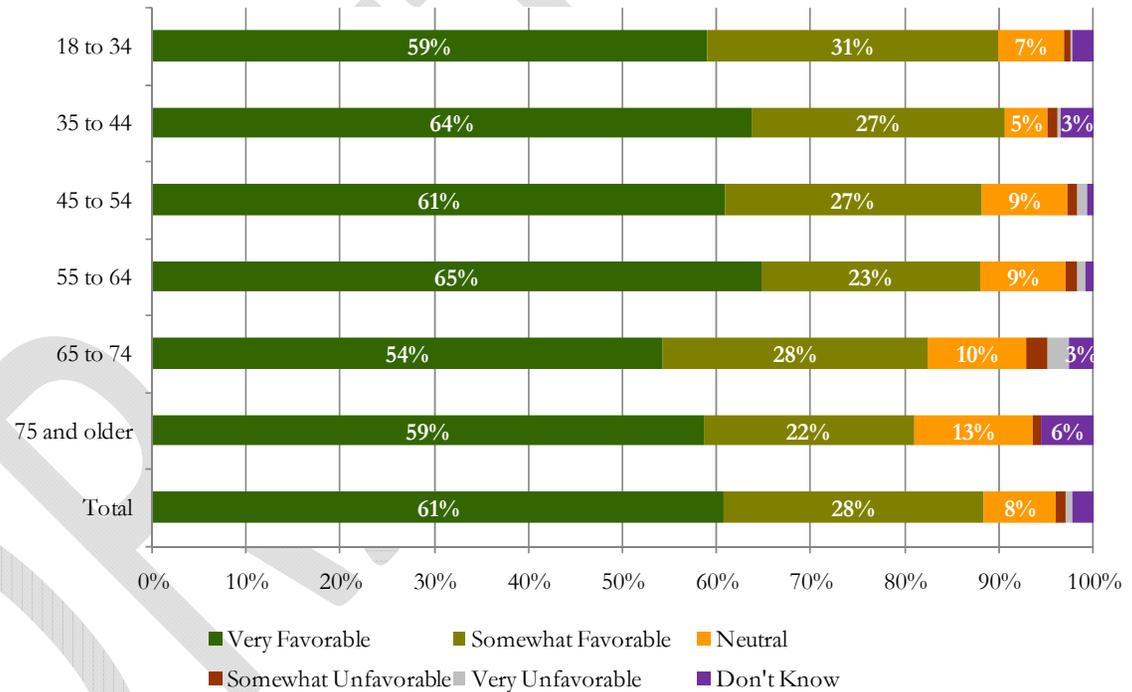
Overall, respondents in the “65 to 74” age group were notably less likely to have either a very or somewhat favorable impression of state parks in Colorado (82 percent, compared to 89 percent for all survey respondents)

Similarly, respondents in the “75 and older” age group were slightly less likely to have either a very or somewhat favorable impression of state parks in Colorado (81 percent, compared to 89 percent for all survey respondents). However, part of this difference could be because the oldest age group was more likely to answer “don’t know” to the question.

Regardless of age, all groups had favorable impressions of Colorado State Parks.

**Exhibit 1-24
Impressions of Colorado State parks**

(Question 9) Overall, would you say that your impression of the state parks in Colorado is very favorable, somewhat favorable, neutral, somewhat unfavorable or very unfavorable?



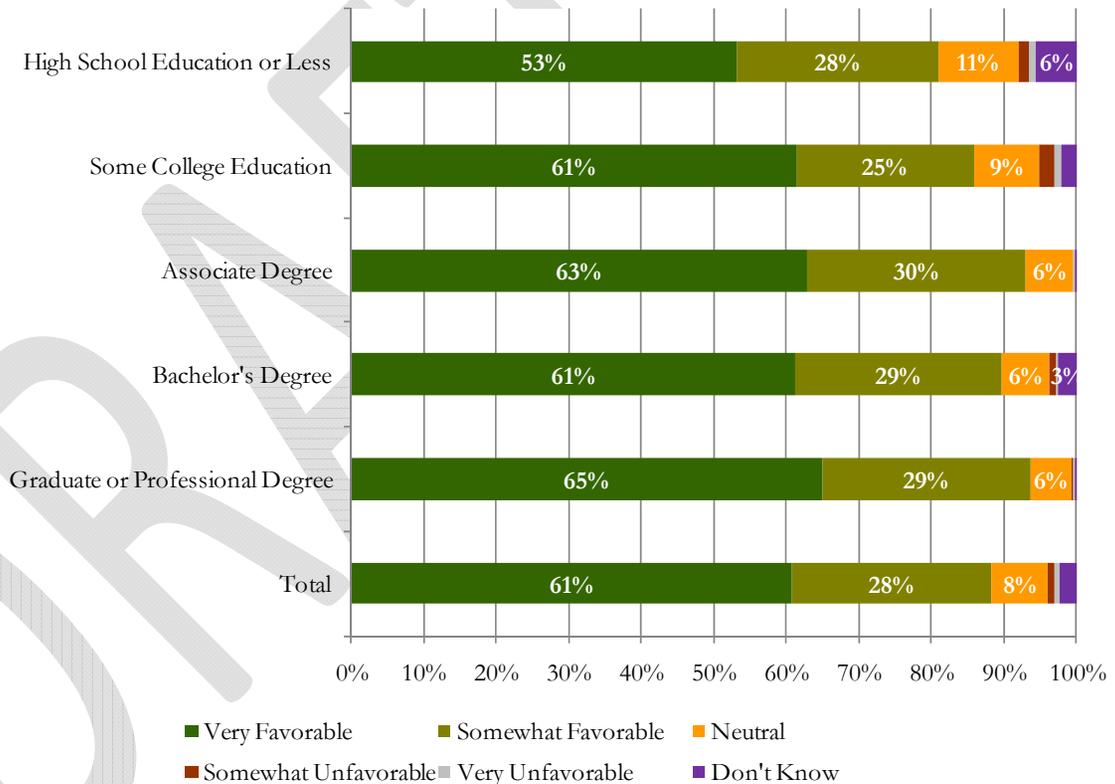
NO MAJOR DIFFERENCES IN IMPRESSIONS OF COLORADO STATE PARKS WERE OBSERVED BY EDUCATION

Respondents with a high school education or less were significantly less likely to have a very favorable impression of Colorado State Parks than other education groups (53 percent, compared to 61 percent for all survey respondents).

Other than that difference, no other major differences in impressions of Colorado State Parks were observed between the different education groups.

**Exhibit 1-25
Impressions of Colorado State parks**

(Question 9) Overall, would you say that your impression of the state parks in Colorado is very favorable, somewhat favorable, neutral, somewhat unfavorable or very unfavorable?



LACK OF TIME WAS THE MOST FREQUENT REASON WHY PEOPLE HAD NOT VISITED COLORADO STATE PARKS

When respondents (who had indicated they had not visited a Colorado State Park) were asked why they had not visited a Colorado State Park in the past two years, the reason most frequently cited was a lack of overall time or availability of time to visit the state parks (cited by 24 percent of respondents asked the question).

Other reasons frequently cited included “Fees / Financial Concerns / Cost” (14 percent); “Age and/or Health Concerns” (13 percent); “Lack of Knowledge Regarding State Parks and Locations” (12 percent).

“Other” responses were open ended responses to the question that didn’t fall easily into any of the other categories.

A full list of respondents’ reasons can be viewed in Appendix B.

**Exhibit 1-26
Reasons for not visiting a Colorado State Park**

(Question 9b) There are several reasons why people do not visit state parks. Please tell me the primary reasons why you have not visited a Colorado State Park in the past 24 months. [Any other reasons?]

Primary Reasons	Percent
Time / Availability	24%
Fees / Financial Concerns / Cost	14%
Age and / or Health Concerns	13%
Lack of Knowledge Regarding State Parks and Locations	12%
Other	11%
No desire / No need / No Reason to Visit	8%
Distance / Location	7%
Other preferences	6%
Transportation concerns	6%
Total	100%

[This question was only asked if respondents’ indicated they had not visited at least Colorado State Park during the previous 24 months]

INCREASED TRAILS AND TRAIL OPPORTUNITIES WOULD INCREASE RESPONDENTS VISITATION

This exhibit is continued on the next page.

When asked what features would most likely increase (or decrease) respondents visitation of Colorado State Parks, respondents most frequently felt an addition of trails and more opportunities for trail activities would increase their visitation. In total, 70 percent of all respondents indicated the addition of trails would either greatly or slightly increase their visitation.

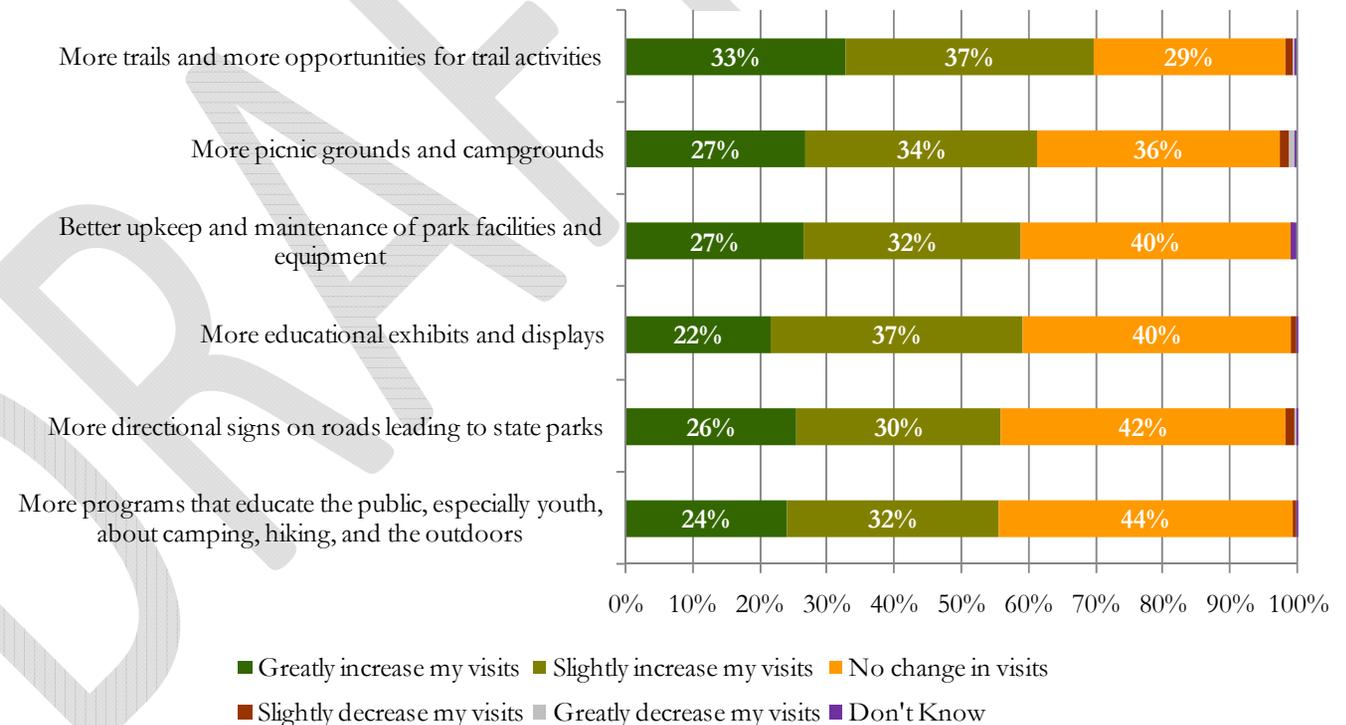
Other features frequently cited by respondents to at least slightly increase visitation included the addition of picnic grounds and campgrounds; better upkeep and maintenance of facilities and equipment; and an increase in educational exhibits/displays.

Over half of all respondents also felt additional road signage and additional programs regarding the outdoors would increase their visitation.

**Exhibit 1-27
Potential Future Features**

(Question 10) I am now going to read you a list of features that could be introduced at Colorado State Parks in the future. For each feature mentioned, please tell me if it were introduced in the future, whether your number of visits to state parks would greatly increase, slightly increase, not change, slightly decrease, or greatly decrease.

[Question 10 Totals]



**INCREASED TRAINING,
ASSISTANCE AND LAW
ENFORCEMENT WERE LESS
LIKELY TO INCREASE
RESPONDENTS' VISITATION
THAN OTHER CHANGES**

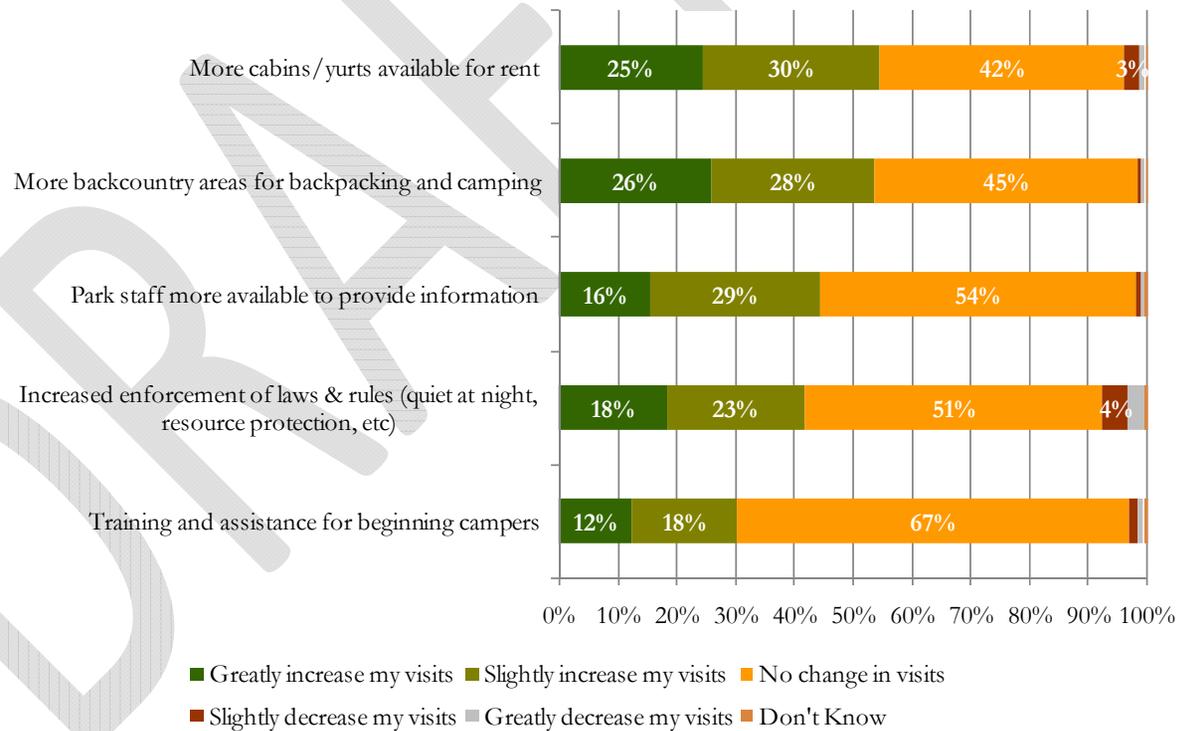
Compared to other potential changes, respondents were less likely to feel that training and assistance for beginning campers would either greatly or slightly increase their visitation (30 percent). Increased enforcement of laws and rules (41 percent) and park staff being more available to provide information (45 percent) were also less likely to increase visitation.

It should be noted that over half of all respondents felt additional cabins/yurts and increased backcountry areas for backpacking and camping would at least slightly increase their visitation of state parks in Colorado.

**Exhibit 1-28
Potential Future Features**

(Question 10) I am now going to read you a list of features that could be introduced at Colorado State Parks in the future. For each feature mentioned, please tell me if it were introduced in the future, whether your number of visits to state parks would greatly increase, slightly increase, not change, slightly decrease, or greatly decrease.

[Question 10 Totals...Continued]



**ADDITIONAL TRAILS, PICNIC
GROUNDS, CAMPGROUNDS
AND EDUCATIONAL EXHIBITS
WERE SOUGHT BY DENVER
METRO RESPONDENTS**

Overall, respondents in the Denver Metro region most frequently indicated that the addition of new trails, picnic grounds/campgrounds and educational exhibits would at least slightly increase their visitation of state parks in Colorado.

Interestingly, respondents in the Rocky Mountain Region were less likely than other regions to indicate that the addition of almost all new features presented would positively affect their visitation.

High Plains respondents were similarly less likely to feel that most new features mentioned would increase their visitation of state parks in Colorado, though to a lesser extent than Rocky Mountain respondents.

**Exhibit 1-29
Potential Future Features**

(Question 10) I am now going to read you a list of features that could be introduced at Colorado State Parks in the future. For each feature mentioned, please tell me if it were introduced in the future, whether your number of visits to state parks would greatly increase, slightly increase, not change, slightly decrease, or greatly decrease.

[Question 10 by Region]

	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
More trails and more opportunities for trail activities	72%	65%	62%	69%	70%
More picnic grounds and campgrounds	62%	59%	53%	65%	61%
More educational exhibits and displays	64%	50%	49%	58%	59%
Better upkeep and maintenance of park facilities and equipment	60%	54%	53%	62%	59%
More directional signs on roads leading to state parks	58%	51%	44%	58%	56%
More programs that educate the public, especially youth, about camping, hiking, and the outdoors	58%	48%	47%	58%	56%
More cabins/yrurts available for rent	58%	46%	45%	56%	55%
More backcountry areas for backpacking and camping	54%	48%	53%	57%	54%
Park staff more available to provide information	46%	38%	34%	48%	44%
Increased enforcement of laws & rules (quiet at night, resource protection, etc)	41%	36%	38%	48%	42%
Training and assistance for beginning campers	34%	24%	21%	29%	30%

NOTE: The numbers shown above represent proportion of respondents who felt the described feature would either greatly or slightly increase their visitation to Colorado State parks.

**YOUNGER RESPONDENTS
WERE MORE LIKELY TO FEEL
THE FEATURES WOULD
INCREASE THEIR VISITATION**

Age was an important predictor of respondents' perceptions that a feature would (or would not) increase visitation.

Overall, as respondents' age increased, they were significantly less likely to indicate that a feature would either greatly or slightly increase their visitation to a state park in Colorado.

This general trend was basically universal on all of the features asked to respondents (except increased enforcement of laws and rules, which was steady for nearly all age groups).

It is possible that this trend was observed because older respondents were less likely to feel these features would change their set habits (of either visiting or not visiting state parks).

**Exhibit 1-30
Potential Future Features**

(Question 10) I am now going to read you a list of features that could be introduced at Colorado State Parks in the future. For each feature mentioned, please tell me if it were introduced in the future, whether your number of visits to state parks would greatly increase, slightly increase, not change, slightly decrease, or greatly decrease.

[Question 10 by Age]

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
More trails and more opportunities for trail activities	81%	79%	63%	65%	49%	32%	70%
More picnic grounds and campgrounds	69%	65%	60%	60%	46%	33%	61%
More educational exhibits and displays	69%	64%	52%	54%	48%	41%	59%
Better upkeep and maintenance of park facilities and equipment	71%	61%	54%	56%	40%	35%	59%
More directional signs on roads leading to state parks	69%	54%	48%	53%	43%	43%	56%
More programs that educate the public, especially youth, about camping, hiking, and the outdoors	65%	67%	46%	43%	38%	36%	56%
More cabins/yurts available for rent	58%	61%	59%	49%	38%	31%	55%
More backcountry areas for backpacking and camping	67%	65%	53%	39%	23%	14%	54%
Park staff more available to provide information	51%	47%	38%	42%	35%	37%	44%
Increased enforcement of laws & rules (quiet at night, resource protection, etc)	40%	43%	44%	44%	43%	32%	42%
Training and assistance for beginning campers	42%	29%	28%	23%	19%	12%	30%

NOTE: The numbers shown above represent proportion of respondents who felt the described feature would either greatly or slightly increase their visitation to Colorado State parks.

NO CONSISTENT THEMES FOR INCREASED VISITATION WERE OBSERVED BY EDUCATION LEVELS

Additional trails and opportunities for trail activities were perceived to increase respondents with either Bachelor's or Graduate/Professional degrees.

Respondents with a Bachelor's degree were most likely to feel that better upkeep and maintenance of facilities/equipment would increase their visitation.

Respondents with a Graduate or Professional degree were also more likely than other education groups to feel additional cabins and yurts available for rent would increase their visitation.

For the most part, though, observed differences by education level were small.

**Exhibit 1-31
Potential Future Features**

(Question 10) I am now going to read you a list of features that could be introduced at Colorado State Parks in the future. For each feature mentioned, please tell me if it were introduced in the future, whether your number of visits to state parks would greatly increase, slightly increase, not change, slightly decrease, or greatly decrease.

[Question 10 by Education]

	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Total
More trails and more opportunities for trail activities	65%	63%	65%	74%	76%	70%
More picnic grounds and campgrounds	65%	64%	53%	60%	61%	61%
More educational exhibits and displays	64%	54%	64%	59%	58%	59%
Better upkeep and maintenance of park facilities and equipment	60%	59%	59%	62%	55%	59%
More directional signs on roads leading to state parks	59%	61%	59%	51%	54%	56%
More programs that educate the public, especially youth, about camping, hiking, and the outdoors	63%	55%	57%	54%	52%	56%
More cabins/yurts available for rent	56%	53%	38%	55%	62%	55%
More backcountry areas for backpacking and camping	53%	55%	53%	52%	56%	54%
Park staff more available to provide information	46%	41%	42%	47%	44%	44%
Increased enforcement of laws & rules (quiet at night, resource protection, etc)	47%	38%	41%	39%	45%	42%
Training and assistance for beginning campers	42%	33%	27%	28%	21%	30%

NOTE: The numbers shown above represent proportion of respondents who felt the described feature would either greatly or slightly increase their visitation to Colorado State parks.

SECTION 2: PARK FUNDING AND INFORMATION SOURCES

In Section 2, survey respondents were asked a number of questions aimed at better understanding what information sources respondents use to find out information about recreation activities. Respondents were also asked if (and where) they had seen or heard advertising for Colorado State Parks.

Respondents were also asked one question about their perceptions of state park funding.

OVER HALF OF ALL RESPONDENTS FELT COLORADO STATE PARKS SHOULD RECEIVE MORE STATE FUNDING

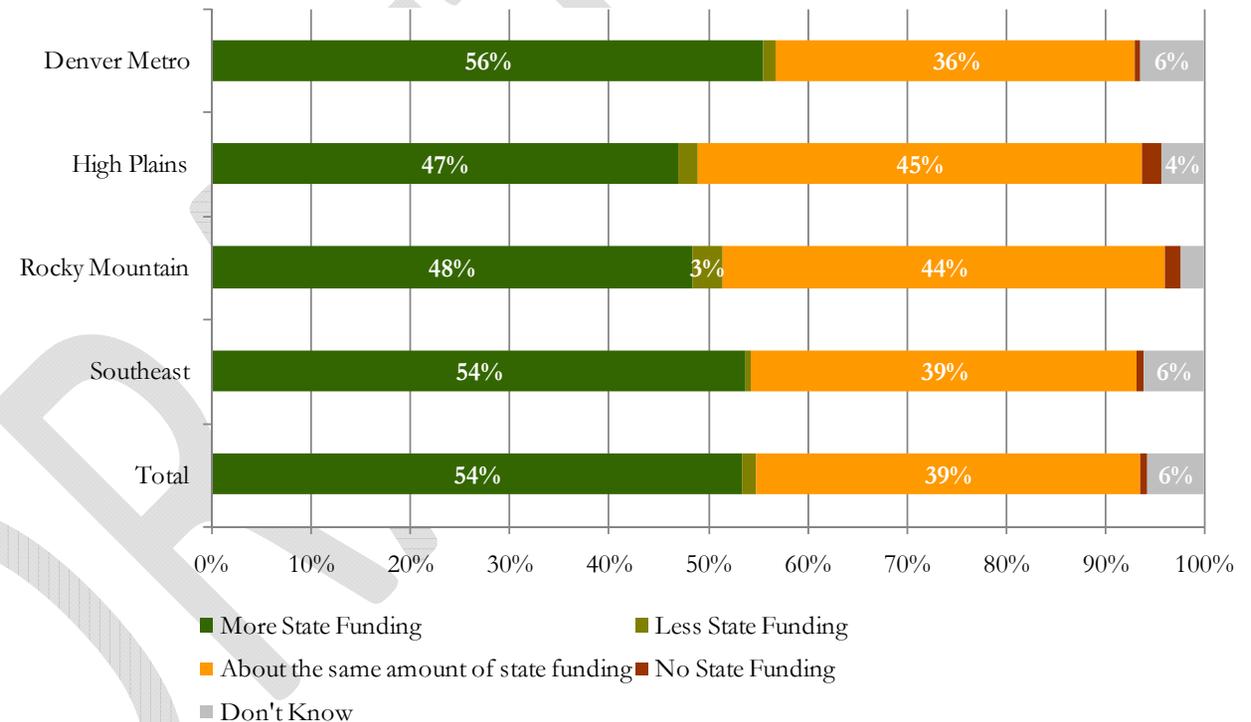
Overall, 54 percent of all respondents felt Colorado State Parks should receive more state funding. An additional 39 percent felt Colorado State Parks should receive about the same amount of state funding. Only one percent felt less state funding was deserved.

Denver Metro respondents were most likely to feel more state funding was needed (56 percent) while High Plains and Rocky Mountain region respondents were least likely to support additional state funding (47 and 48 percent, respectively).

It should be noted that this question did not ask about how increased funding or decreased funding would be implemented, and so reflects only the pure value associated with Colorado State Parks.

**Exhibit 2-1
Park Funding and Information Sources**

(Question 11) Do you feel that Colorado State Parks should receive more state funding, less state funding, about the same amount of state funding as they already receive or no state funding?



**YOUNGER RESPONDENTS
WERE GENERALLY MORE
LIKELY TO SUPPORT
INCREASED STATE FUNDING**

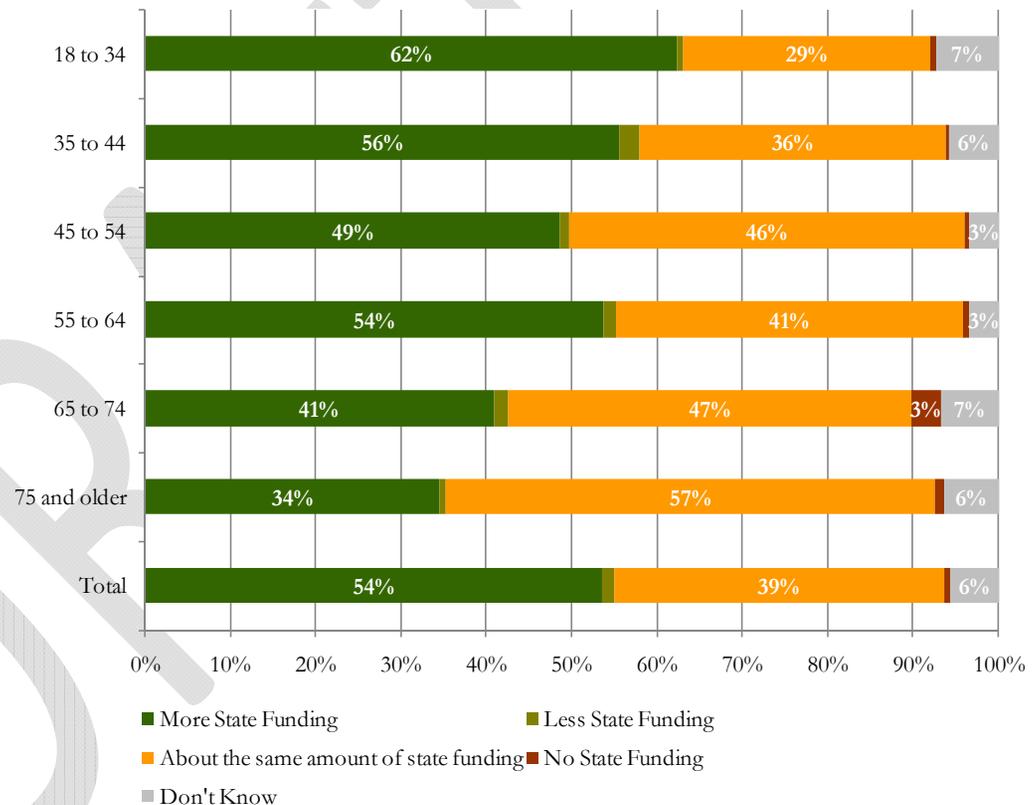
On the whole, respondents in the youngest two age groups were significantly more likely than respondents in the oldest two age groups to support additional state funding for Colorado State Parks.

Overall, respondents in the “18 – 34” age group were most likely to feel more state funding was needed (62 percent) while respondents in the “75 and older” age group were the least likely group to feel more state funding was warranted for Colorado State Parks (34 percent).

It should be noted that over half of respondents in the “55 to 64” age group felt more state funding was warranted.

**Exhibit 2-2
Park Funding and Information Sources**

(Question 11) Do you feel that Colorado State Parks should receive more state funding, less state funding, about the same amount of state funding as they already receive or no state funding?



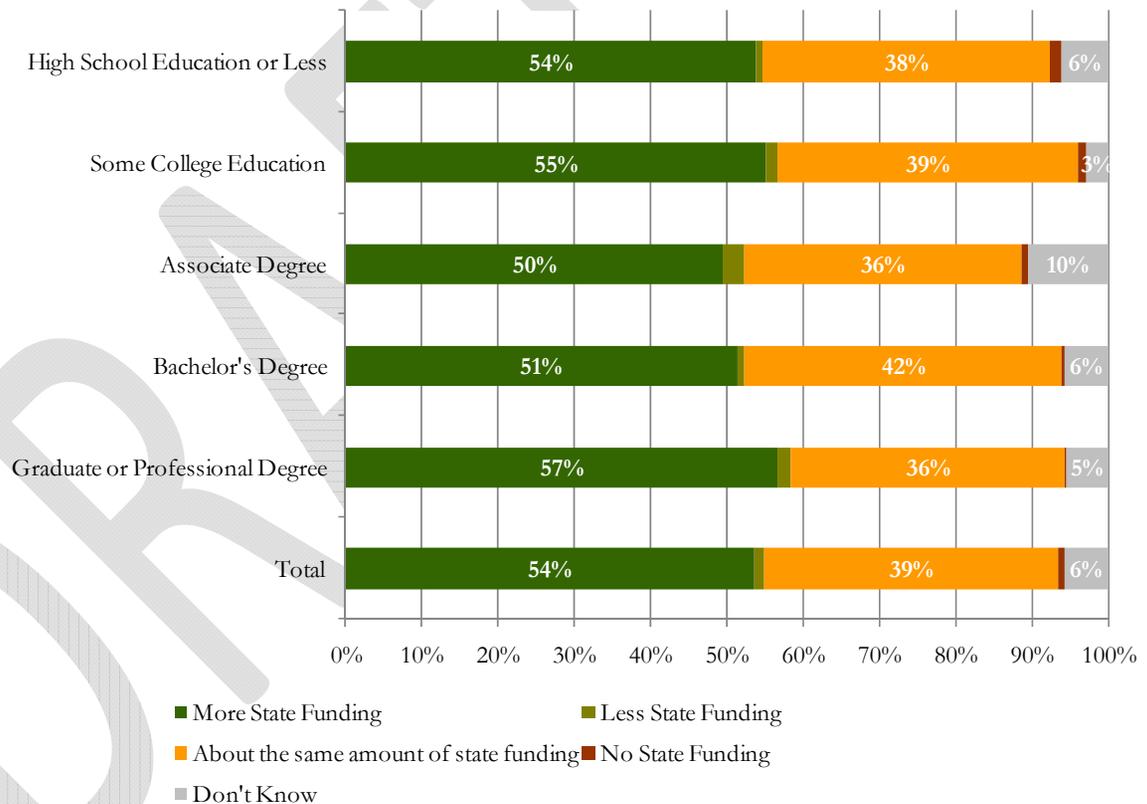
NO NOTABLE PATTERN FOR STATE PARK FUNDING WAS OBSERVED BY EDUCATION

In total, respondents with a Graduate or Professional degree were most likely to feel more state funding is needed for Colorado State Parks.

Contrarily, respondents with Associate degrees were the least likely to feel more state funding is needed, however, it's notable that 50 percent of this education group still feel increased state funding is needed.

**Exhibit 2-3
Park Funding and Information Sources**

(Question 11) Do you feel that Colorado State Parks should receive more state funding, less state funding, about the same amount of state funding as they already receive or no state funding?



INTERNET SEARCHES ARE MOST OFTEN USED TO FIND RECREATION INFORMATION

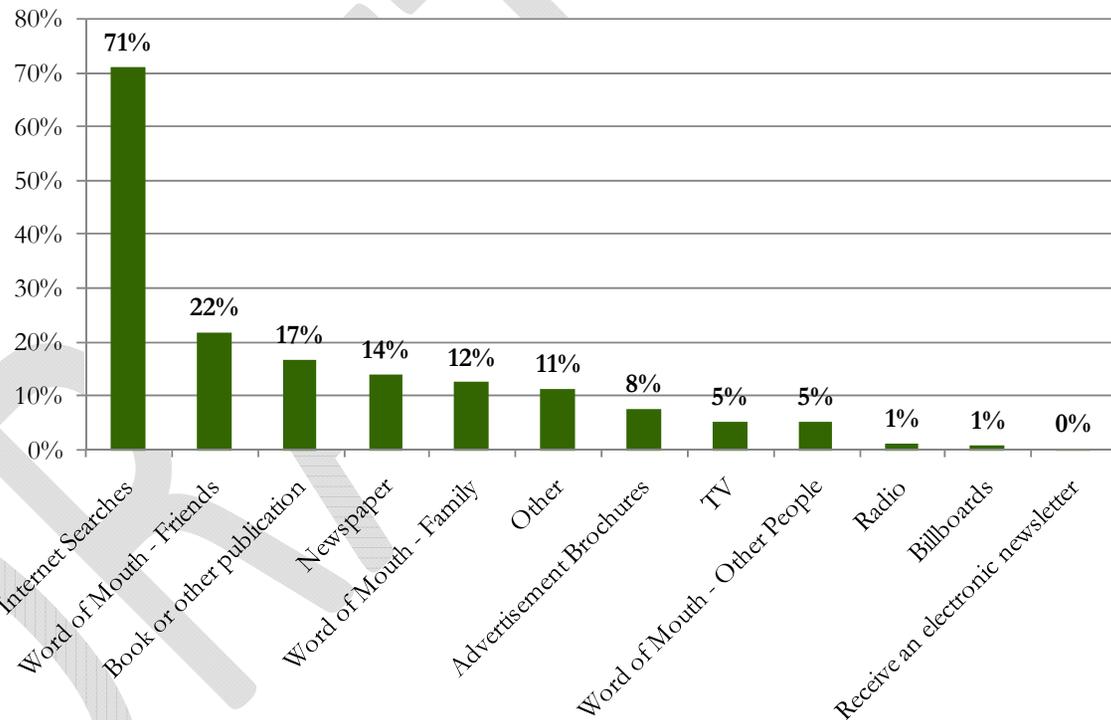
Overall, respondents were most likely (by far) to indicate that they use internet searches in order to find out information regarding recreation activities they might be interested in pursuing. In total, 71 percent of respondents indicated they used internet searches.

Other information sources frequently cited included word of mouth (from friends); a book or other publication; newspaper and word of mouth (family).

Television, radio, billboards and electronic newsletter were cited by respondents least often.

**Exhibit 2-4
Park Funding and Information Sources**

(Question 12) What information sources do you use to find out information about recreation activities you might be interested in pursuing, whether or not it's related to State Parks?



**ROCKY MOUNTAIN
RESPONDENTS WERE
SIGNIFICANTLY LESS LIKELY
TO USE INTERNET SEARCHES**

Compared to respondents in all other regions, Rocky Mountain respondents were significantly less likely to cite internet searches as an information source they use to find out information regarding recreation activities (56 percent, compared to 71 percent for all survey respondents).

Rocky Mountain region respondents were more likely than other regions to cite Word of Mouth (Friends and Family) than respondents in other regions.

**Exhibit 2-5
Park Funding and Information Sources**

(Question 12) What information sources do you use to find out information about recreation activities you might be interested in pursuing, whether or not it's related to State Parks?

[Information sources by Region]

	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
Internet Searches	73%	70%	56%	72%	71%
Word of Mouth - Friends	22%	22%	27%	18%	22%
Book or other publication	19%	14%	16%	14%	17%
Newspaper	14%	16%	11%	14%	14%
Word of Mouth - Family	12%	12%	19%	11%	12%
Other	10%	14%	15%	11%	11%
Advertisement Brochures	7%	8%	10%	7%	8%
TV	6%	6%	5%	4%	5%
Word of Mouth - Other People	6%	6%	7%	3%	5%
Radio	1%	2%	1%	1%	1%
Billboards	1%	3%	0%	0%	1%
Receive an electronic newsletter	0%	1%	0%	0%	0%

INTERNET SEARCHES WERE UTILIZED LESS OFTEN WITH OLDER RESPONDENTS

Respondents in the oldest two age groups were significantly less likely than all other age groups to cite using internet searches to find out information regarding recreation activities. Even so, the Internet was the largest single source for all populations under the age of 75.

Not surprisingly, internet searches were most often utilized by the youngest two age groups.

Respondents in the “18 to 34” age group were also significantly more likely than other age groups to cite word of mouth (from friends) as an information source.

Older respondents were also more likely to cite the newspaper as a source of information.

**Exhibit 2-6
Park Funding and Information Sources**

(Question 12) What information sources do you use to find out information about recreation activities you might be interested in pursuing, whether or not it's related to State Parks?

[Information sources by Age]

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
Internet Searches	78%	85%	71%	67%	43%	19%	71%
Word of Mouth - Friends	30%	17%	19%	22%	20%	14%	22%
Book or other publication	12%	16%	20%	19%	19%	23%	17%
Newspaper	9%	8%	14%	23%	29%	25%	14%
Word of Mouth - Family	15%	9%	13%	11%	14%	13%	12%
Other	10%	10%	11%	12%	15%	22%	11%
Advertisement Brochures	3%	8%	11%	12%	9%	8%	8%
TV	5%	3%	5%	4%	9%	10%	5%
Word of Mouth - Other People	5%	3%	6%	5%	5%	8%	5%
Radio	1%	2%	2%	1%	0%	1%	1%
Billboards	1%	0%	1%	0%	1%	2%	1%
Receive an electronic newsletter	0%	0%	0%	0%	0%	1%	0%

RESPONDENTS WITH THE LOWER EDUCATION LEVELS WERE LESS LIKELY TO USE INTERNET SEARCHES

Respondents with a high school education or less were significantly less likely than all other education groups to cite using internet searches as an information source regarding recreation activities.

Respondents with a Graduate or Professional degree were also notably more likely than other education groups to cite using word of mouth (from friends) and a book/other publication as information sources.

**Exhibit 2-7
Park Funding and Information Sources**

(Question 12) What information sources do you use to find out information about recreation activities you might be interested in pursuing, whether or not it's related to State Parks?

[Information sources by Education]

	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Total
Internet Searches	55%	68%	75%	79%	75%	71%
Word of Mouth - Friends	20%	17%	21%	22%	28%	22%
Book or other publication	17%	13%	16%	16%	22%	17%
Newspaper	15%	13%	13%	13%	16%	14%
Word of Mouth - Family	15%	10%	14%	13%	10%	12%
Other	14%	15%	17%	9%	5%	11%
Advertisement Brochures	5%	11%	9%	7%	7%	8%
TV	6%	3%	10%	4%	6%	5%
Word of Mouth - Other People	7%	5%	7%	5%	4%	5%
Radio	1%	1%	0%	1%	2%	1%
Billboards	1%	1%	0%	1%	1%	1%
Receive an electronic newsletter	0%	0%	0%	0%	0%	0%

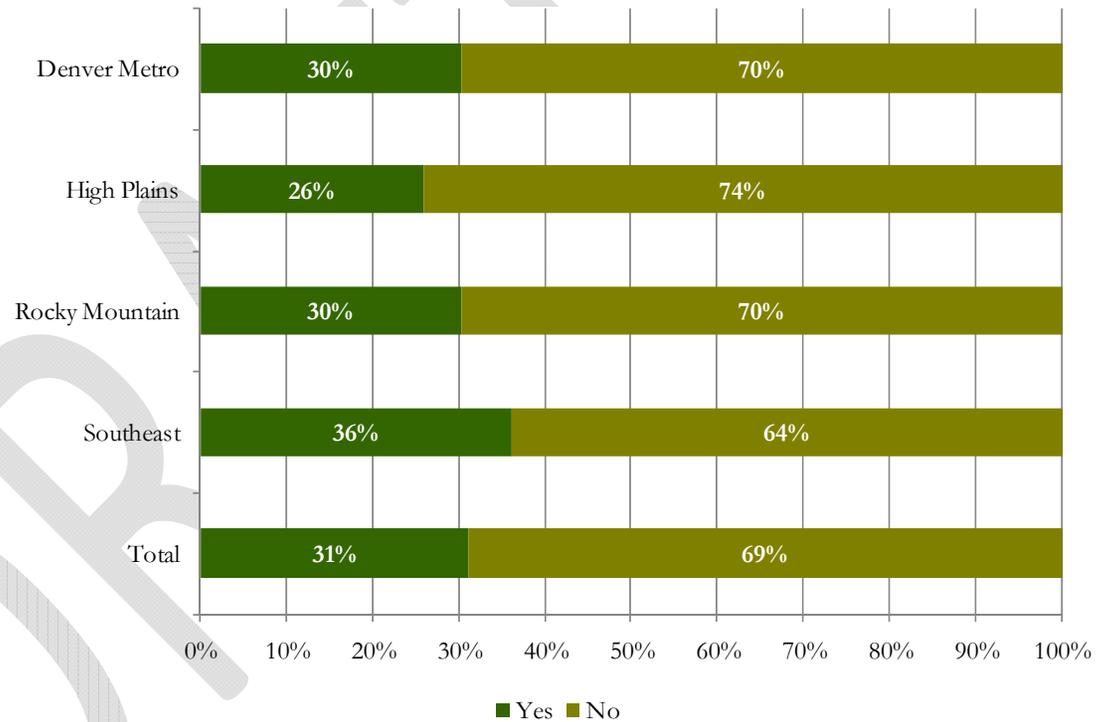
A MAJORITY OF RESPONDENTS HAD NOT SEEN/HEARD ADVERTISING FOR COLORADO STATE PARKS

When asked if they remembered hearing or seeing any advertising for Colorado State Parks in the last three months, 69 percent of respondents could not recall hearing or seeing any advertisements.

Regional variations were small for the most part. Southeast region respondents were most likely to have remembered hearing/seeing advertisements in the past three months (36 percent), while respondents in the High Plains region were least likely to recall advertisements (26 percent).

**Exhibit 2-8
Park Funding and Information Sources**

(Question 13) In the last 3 months can you remember seeing or hearing any advertising for Colorado State Parks?



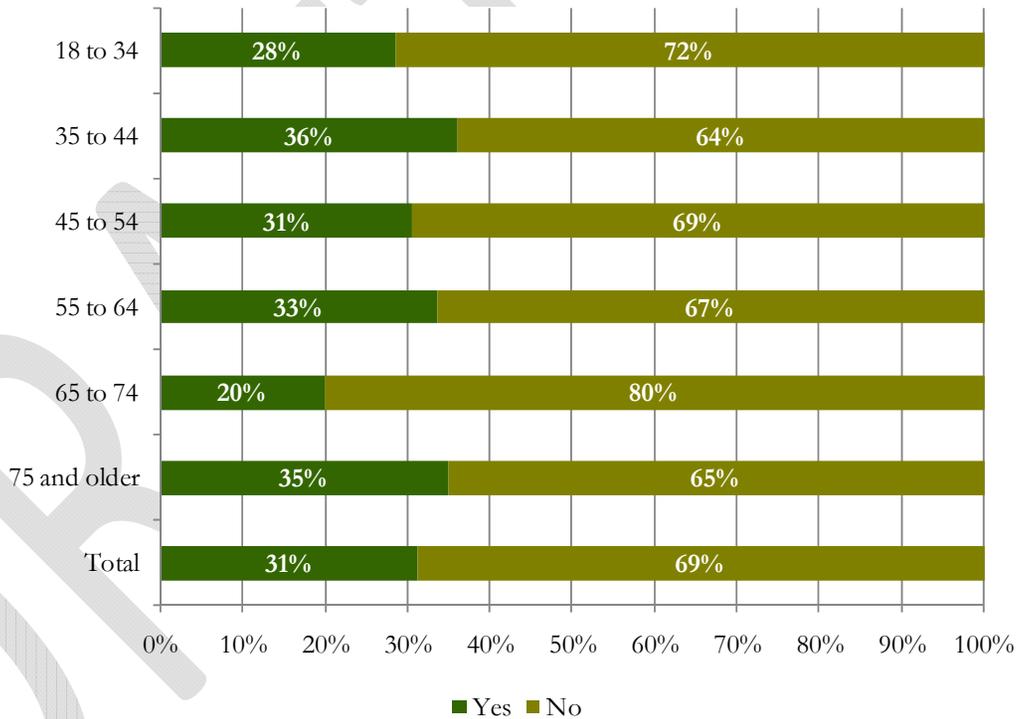
NO NOTABLE TRENDS WERE OBSERVED FOR ADVERTISING BY AGE

Overall, respondents in the “35 to 44” age group were most likely to have remembered seeing or hearing advertising for Colorado State Parks (36 percent), while respondents in the “65 to 74” age group were least likely to recall seeing or hearing advertisements (20 percent).

No discernable trends were observed between the different age groups.

**Exhibit 2-9
Park Funding and Information Sources**

(Question 13) In the last 3 months can you remember seeing or hearing any advertising for Colorado State Parks?

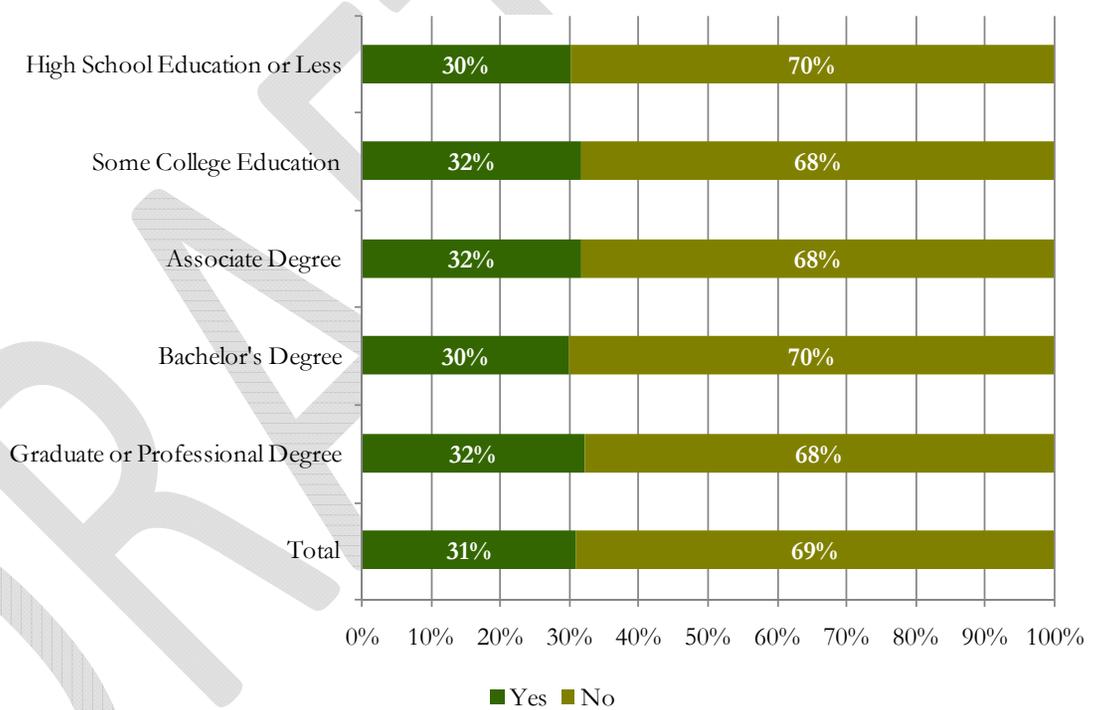


NO NOTABLE TRENDS OR DIFFERENCES WERE OBSERVED BETWEEN EDUCATION GROUPS REGARDING ADVERTISING

Overall, all age groups fell very close together regarding their recollection of hearing or seeing advertisements for Colorado State Parks.

**Exhibit 2-10
Park Funding and Information Sources**

(Question 13) In the last 3 months can you remember seeing or hearing any advertising for Colorado State Parks?



TV ADVERTISING WAS MOST OFTEN RECALLED BY RESPONDENTS

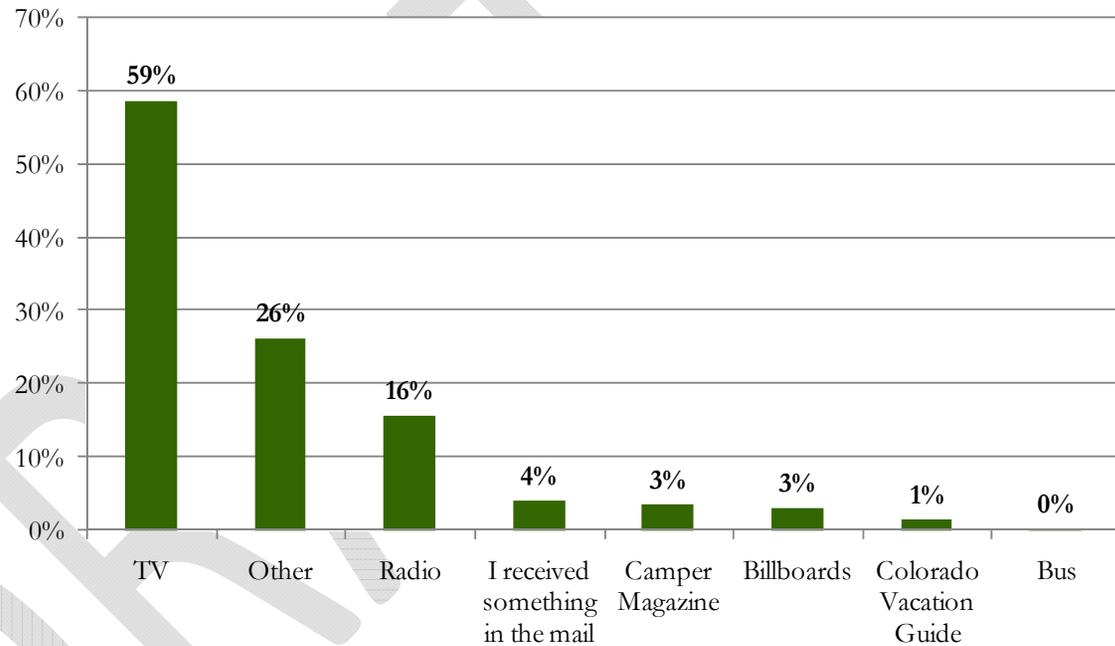
All respondents who indicated they had seen or heard advertising regarding Colorado State Parks were asked where they recalled seeing or hearing this advertising. A total of 563 respondents were asked this question.

In total, 59 percent of respondents (who had seen/heard advertising) recalled seeing or hearing this advertising on TV. An additional 26 percent cited “Other” places. These “Other” answers most often included the newspaper, other magazines, and the internet.

An additional 16 percent recalled hearing advertising for Colorado State Parks on the radio.

**Exhibit 2-11
Park Funding and Information Sources**

(Question 14) Where do you recall seeing or hearing this advertising?



N = 563

MINIMAL REGIONAL DIFFERENCES FOR ADVERTISING WERE OBSERVED

Only small regional differences were observed for recollection of Colorado State Parks advertising.

The most notable differences were observed in respondents of the Rocky Mountain region. Rocky Mountain region respondents were less likely to cite TV than respondents in the Denver Metro Region (54 to 62 percent, respectively)

Rocky Mountain region respondents were also significantly more likely to recall advertising on the radio than respondents in all other regions.

**Exhibit 2-12
Park Funding and Information Sources**

(Question 14) Where do you recall seeing or hearing this advertising?

[Question 14 by Region]

	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
TV	62%	55%	54%	57%	59%
Other	26%	20%	24%	30%	26%
Radio	13%	18%	25%	18%	16%
I received something in the mail	6%	2%	2%	2%	4%
Camper Magazine	3%	5%	6%	3%	3%
Billboards	2%	8%	4%	3%	3%
Colorado Vacation Guide	1%	1%	3%	2%	1%
Bus	0%	0%	0%	0%	0%

**NO PATTERNS WERE
OBSERVED FOR ADVERTISING
BY AGE**

Overall, differences were observed between different age groups, but no general themes were observed.

Respondents in the “45 to 54” age group were most likely to recall seeing advertising on TV. Contrarily, respondents in the “35 to 44” age group was least likely to recall seeing advertising on TV and was most likely to recall hearing advertising on the radio and via mail.

**Exhibit 2-13
Park Funding and Information Sources**

(Question 14) Where do you recall seeing or hearing this advertising?

[Question 14 by Age]

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
TV	60%	53%	67%	56%	55%	63%	59%
Other	18%	32%	24%	31%	33%	30%	26%
Radio	16%	20%	14%	14%	5%	11%	16%
I received something in the mail	4%	7%	2%	2%	4%	2%	4%
Camper Magazine	4%	1%	4%	6%	6%	4%	3%
Billboards	4%	2%	5%	2%	1%	1%	3%
Colorado Vacation Guide	2%	0%	1%	2%	4%	4%	1%
Bus	0%	0%	0%	0%	0%	0%	0%

**RESPONDENTS IN LOWER
EDUCATION GROUPS
RECALLED TV MOST OFTEN**

Overall, respondents in the lowest two education groups were significantly more likely to recall seeing advertising on TV than respondents in the other education groups.

Also noteworthy, respondents with an Associate degree were significantly more likely than all other education groups to have heard advertising on the radio.

**Exhibit 2-14
Park Funding and Information Sources**

(Question 14) Where do you recall seeing or hearing this advertising?

[Question 14 by Education]

	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Total
TV	66%	64%	54%	56%	53%	59%
Other	21%	24%	32%	27%	30%	26%
Radio	14%	13%	30%	17%	12%	16%
I received something in the mail	1%	1%	9%	9%	0%	4%
Camper Magazine	1%	3%	1%	3%	8%	3%
Billboards	4%	4%	0%	2%	4%	3%
Colorado Vacation Guide	1%	1%	0%	2%	2%	1%
Bus	0%	0%	0%	0%	1%	0%

SECTION 3: TRAILS

Approximately half of all survey respondents were asked the questions found in Section 3. (The other half was asked about Resource Stewardship, as described in Section 4.) These questions were focused on trails and trail activities. Specifically, respondents were asked how many days in the past year they'd participated in trail activities, how convenient trails were to their house, how they preferred to receive trail-specific information and how likely they would be to volunteer to help with a number of trail projects.

A MAJORITY OF ALL RESPONDENTS HAD USED TRAILS AT LEAST ONCE IN THE PAST YEAR

Overall, 87 percent of all respondents indicated that they had participated in activities that involved the use of trails at least one day in the past year.

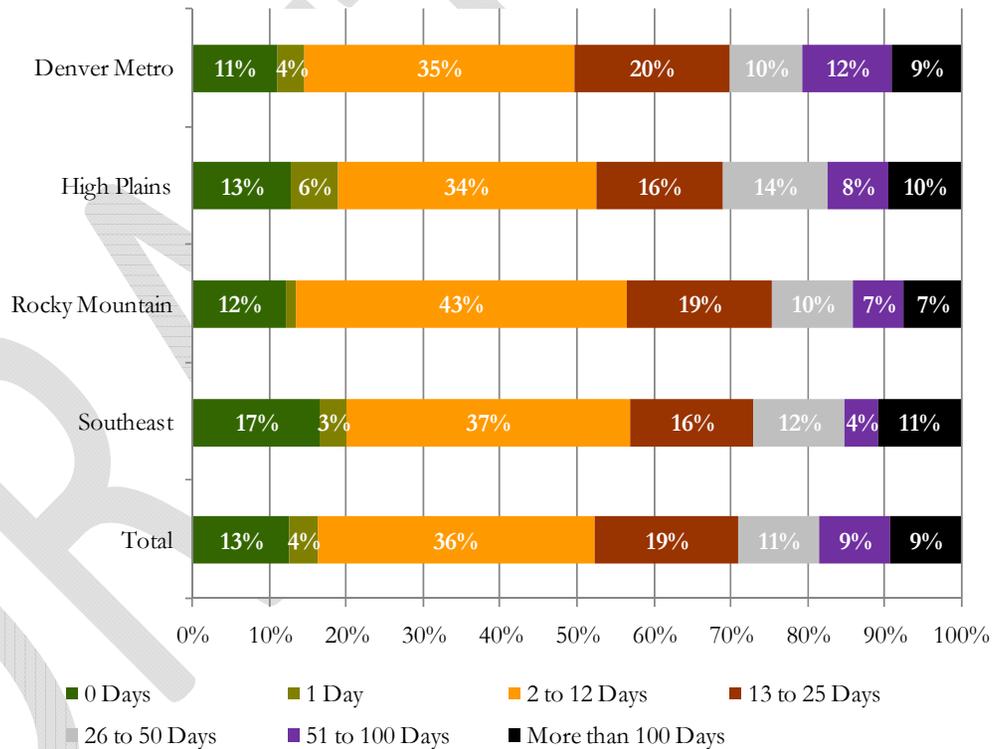
Over one-third of respondents indicated they had participated in trail activities between 2 and 12 days in the past year (36 percent).

Interestingly, 48 percent of all respondents indicated they had participated in trail activities over 12 days a year.

No major regional differences were observed.

**Exhibit 3-1
Trails**

(Question 15) According to your best guess, how many days in the past year did you participate in any activities that involved the use of trails, both unpaved and paved?



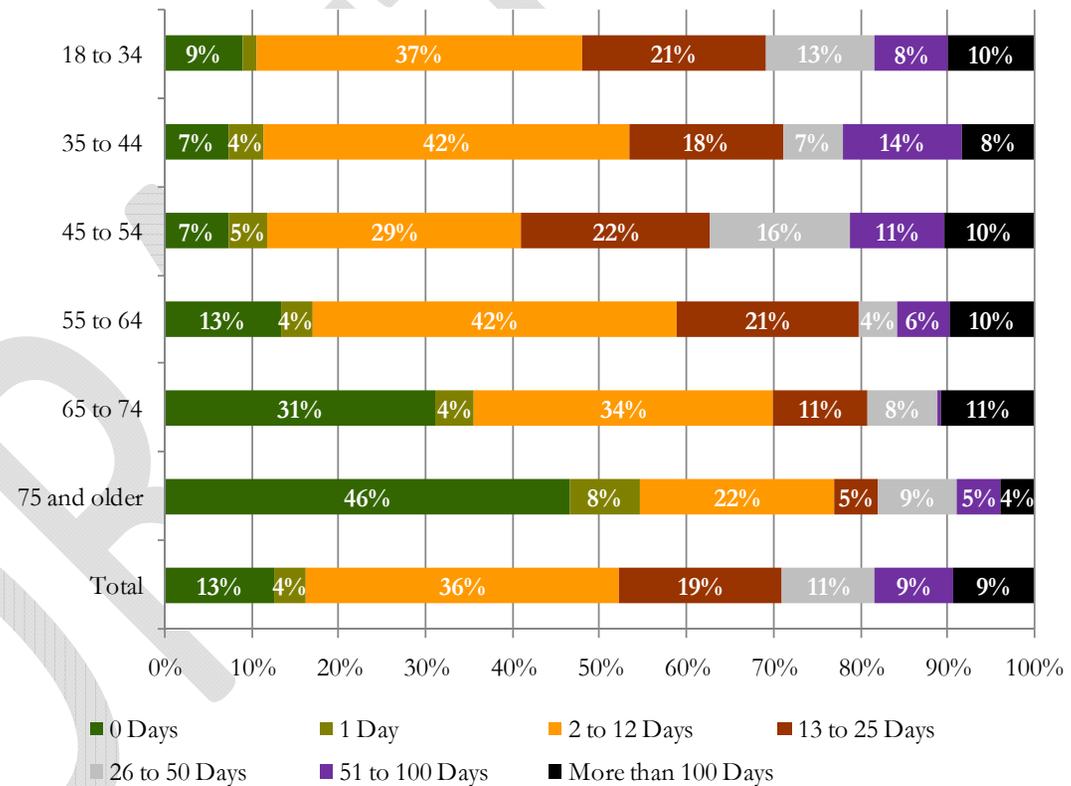
OLDER RESPONDENTS WERE LESS LIKELY TO USE TRAILS

Respondents in the oldest two age groups were significantly less likely than other age groups to have participated in trail activities at least once in the last year. Overall, only 54 percent of respondents in the “75 and older” age group had participated in activities at least once in the past year.

Respondents ages 18 to 44 were all active on trails with similar frequencies, while usage peaks in the 45 to 54 range.

**Exhibit 3-2
Trails**

(Question 15) According to your best guess, how many days in the past year did you participate in any activities that involved the use of trails, both unpaved and paved?



PARTICIPATION IN TRAIL ACTIVITIES INCREASED WITH EDUCATION

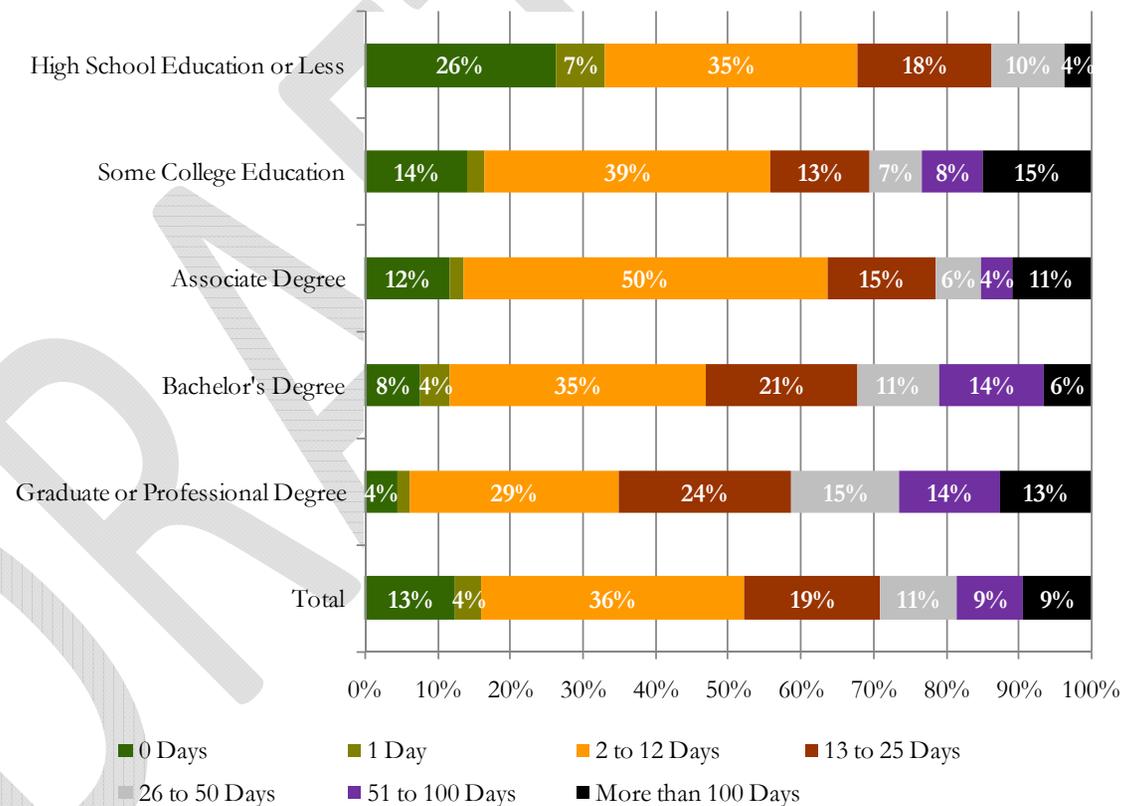
Overall, respondents were more likely to participate in trail activities as their education levels increased, though usage was strong at all levels.

Respondents with a Graduate or Professional degree were most likely to have participated in at least one trail activity in the past year (96 percent), while respondents with a high school education or less were least likely, with only 74 percent of respondents in that education group having participated at least one day in trail activities.

Roughly two-thirds of respondents with a Graduate or Professional degree indicated they had participated in activities that involved the use of trails in at least 13 days during the past year.

**Exhibit 3-3
Trails**

(Question 15) According to your best guess, how many days in the past year did you participate in any activities that involved the use of trails, both unpaved and paved?



A MAJORITY OF RESPONDENTS FELT TRAIL USERS WERE COURTEOUS

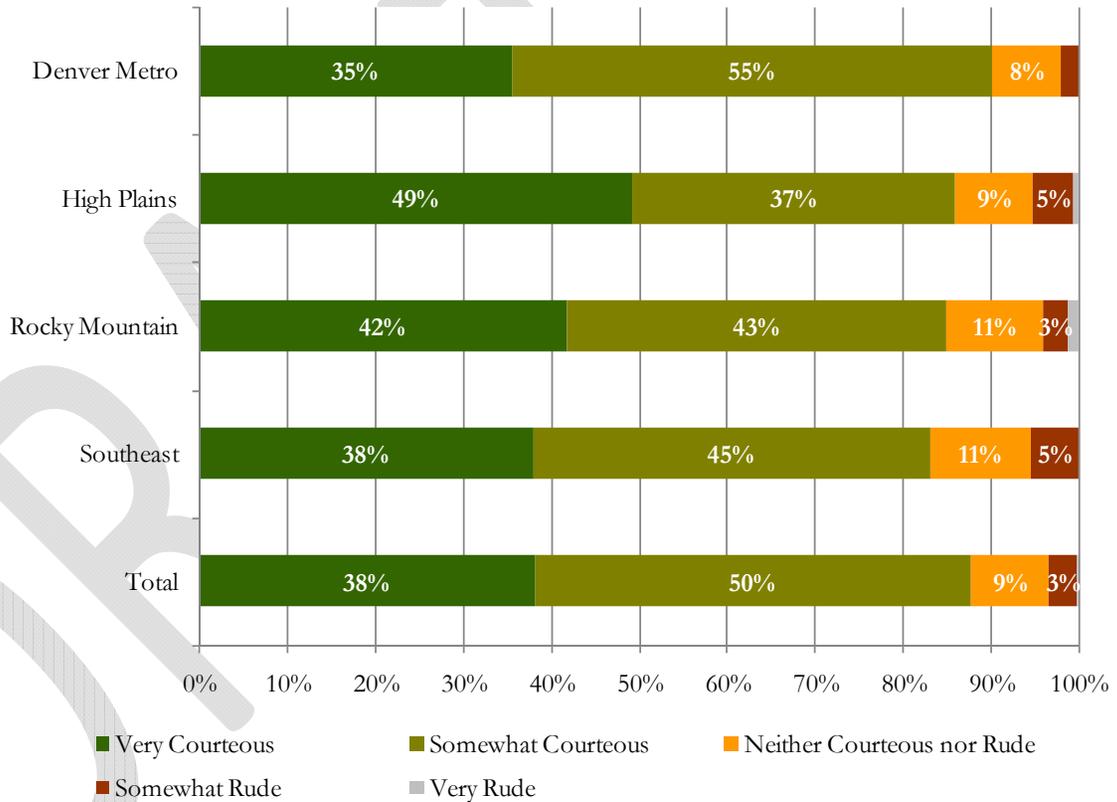
Overall, 88 percent of all respondents considered other trail users to be either very or somewhat courteous when encountered on the trail, and only three percent felt other trail users were generally somewhat rude.

High Plains respondents were most likely to feel respondents were very courteous, while Denver Metro respondents were least likely to feel respondents were very courteous (35 percent).

On the whole, other trail users were considered courteous by survey respondents.

**Exhibit 3-4
Trails**

(Question 16) How would you generally consider other trail users when you encounter them?



**18 TO 34 YEAR OLD
RESPONDENTS WERE LEAST
LIKELY TO CONSIDER OTHER
TRAIL USERS VERY
COURTEOUS**

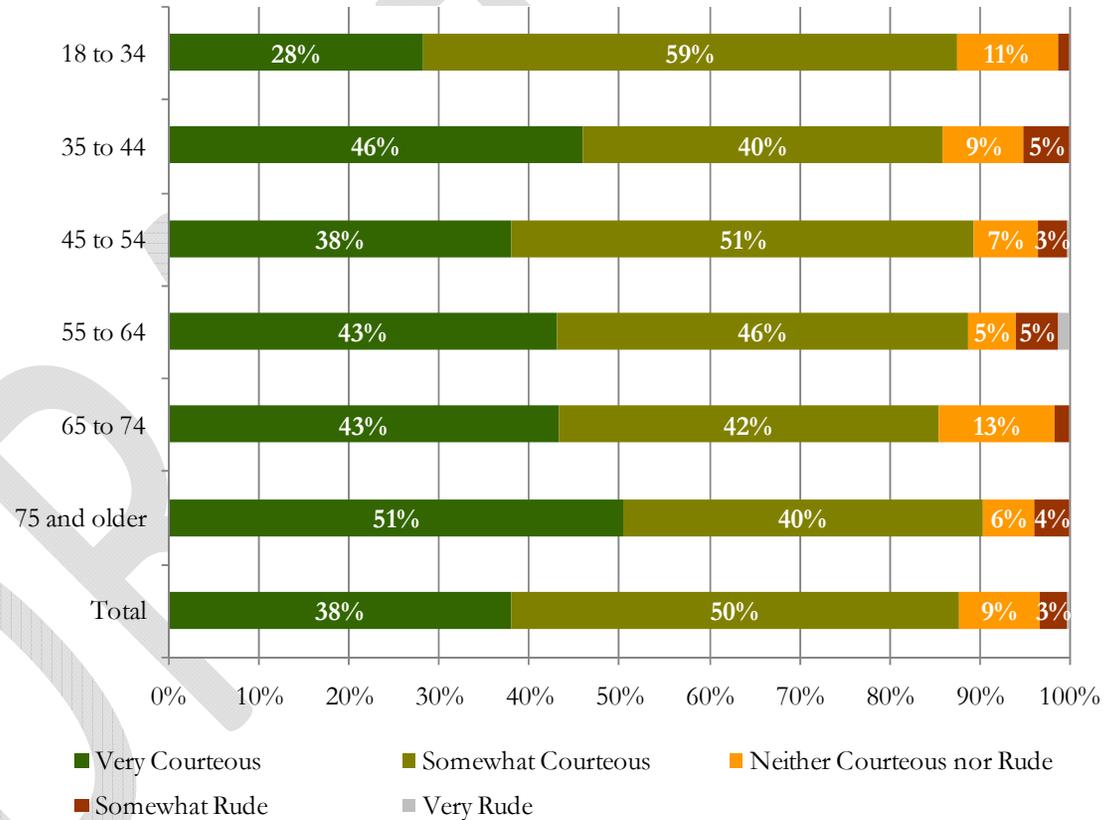
On the whole, there were very few differences between respondents regarding the courteousness of other trail users based on age.

Most notably, respondents in the “18 to 34” age group were significantly less likely than other age groups to consider other trail users to be very courteous. However, it should be noted they were just as likely to consider other trail users either very or somewhat courteous as other age groups.

No other notable similarities or differences were observed between the different age groups.

**Exhibit 3-5
Trails**

(Question 16) How would you generally consider other trail users when you encounter them?



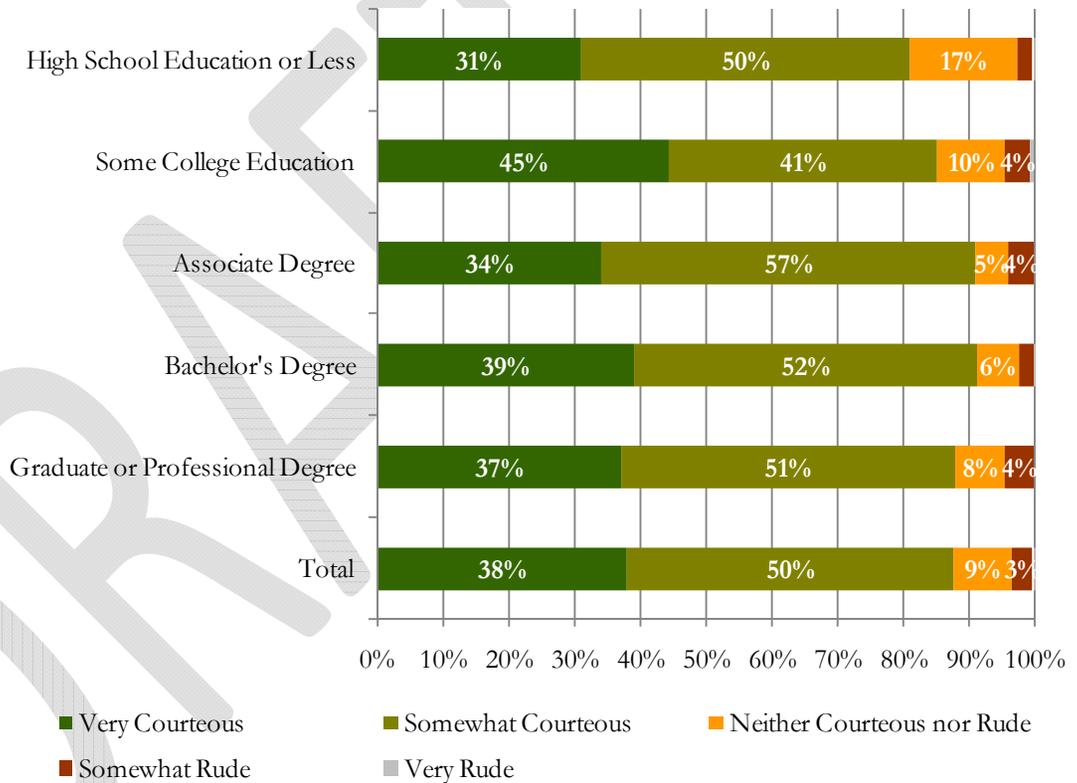
HIGH SCHOOL EDUCATION OR LESS RESPONDENTS WERE SLIGHTLY LESS LIKELY TO CONSIDER OTHER TRAIL USERS COURTEOUS

Respondents' perceptions of other trail users were fairly consistent across the different education levels.

However, it should be noted that respondents with a high school education or less were notably less likely to consider other trail users to be either very or somewhat courteous, compared to all other respondents.

**Exhibit 3-6
Trails**

(Question 16) How would you generally consider other trail users when you encounter them?



TRAILS WERE CONSIDERED TO BE CONVENIENT TO GET TO BY A MAJORITY OF RESPONDENTS

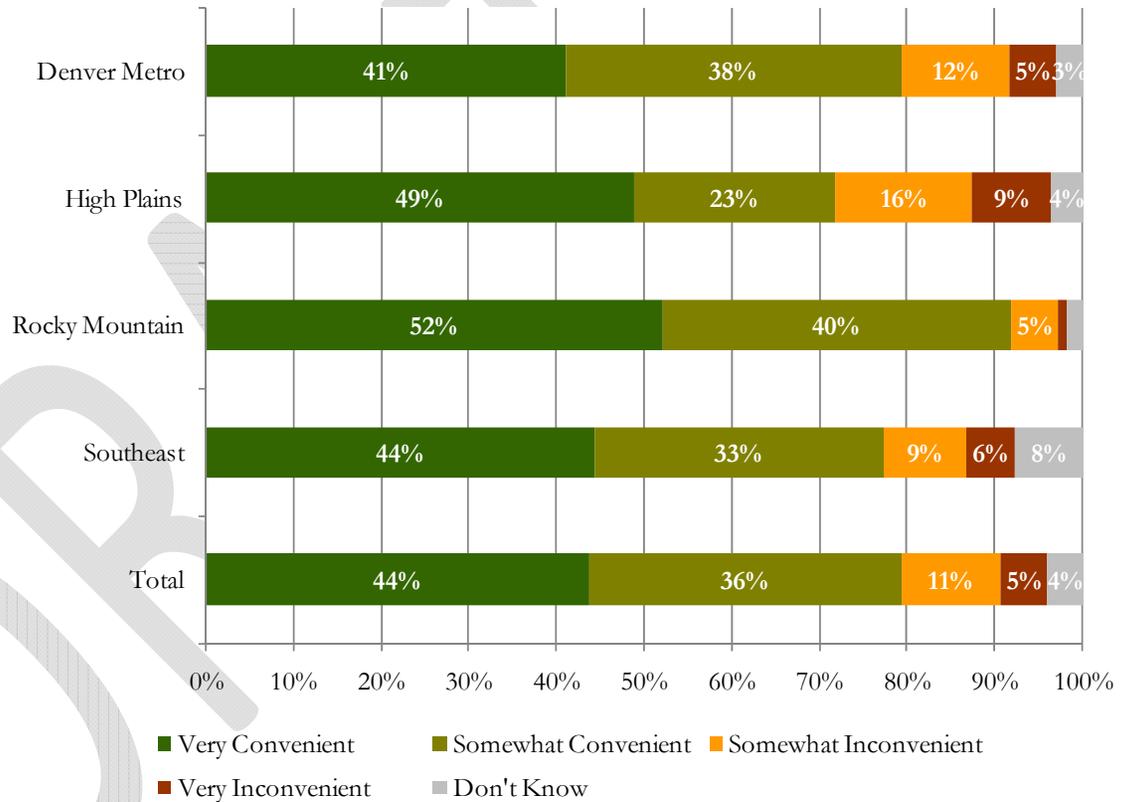
Overall, roughly 80 percent of all respondents felt it was either very or somewhat convenient to get to trails from their home, while just 16 percent found it to be either very or somewhat inconvenient.

Not surprisingly, respondents in the Rocky Mountain region were most likely to feel it is both very convenient (52 percent) and at least somewhat convenient (92 percent) to get to trails from their home.

Contrarily, respondents in the High Plains region were least likely to feel trails were at least somewhat convenient to get to from their home (72 percent). High Plains respondents were most likely to feel it was at least somewhat inconvenient to get to trails from their home (25 percent).

**Exhibit 3-7
Trails**

(Question 17) How convenient is it to get to trails from your home?



DIFFERENCES IN TRAIL CONVENIENCE WERE OBSERVED BY AGE

Overall, a majority of all age groups felt it was at least somewhat convenient to get to trails from their home. However, minor differences were observed between the different groups.

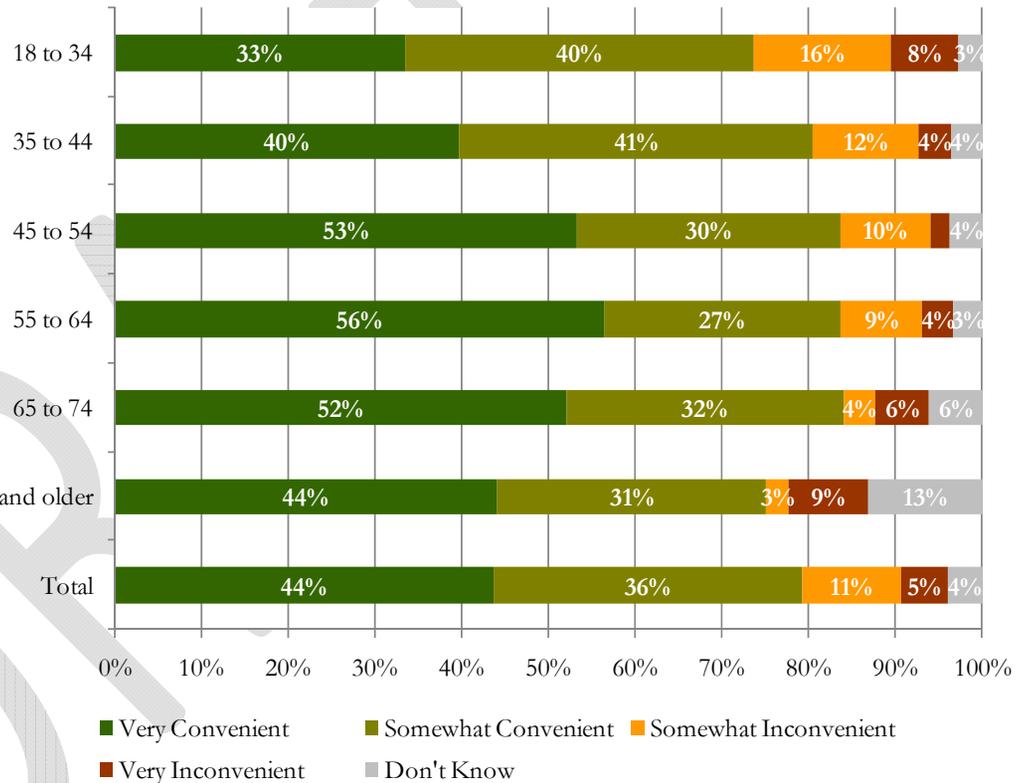
Interestingly, respondents in the “18 to 34” age group were least likely to feel it is very convenient to get to trails from their homes, and respondents in this group were also most likely to feel it either somewhat or very inconvenient to get to trails from their home.

Respondents in the 75 and older age group were most likely to answer that they “Don’t Know” how convenient it is to get to trails from their home.

Over half of all respondents from age 45 to 74 felt it was very convenient to get to trails from their home.

**Exhibit 3-8
Trails**

(Question 17) How convenient is it to get to trails from your home?



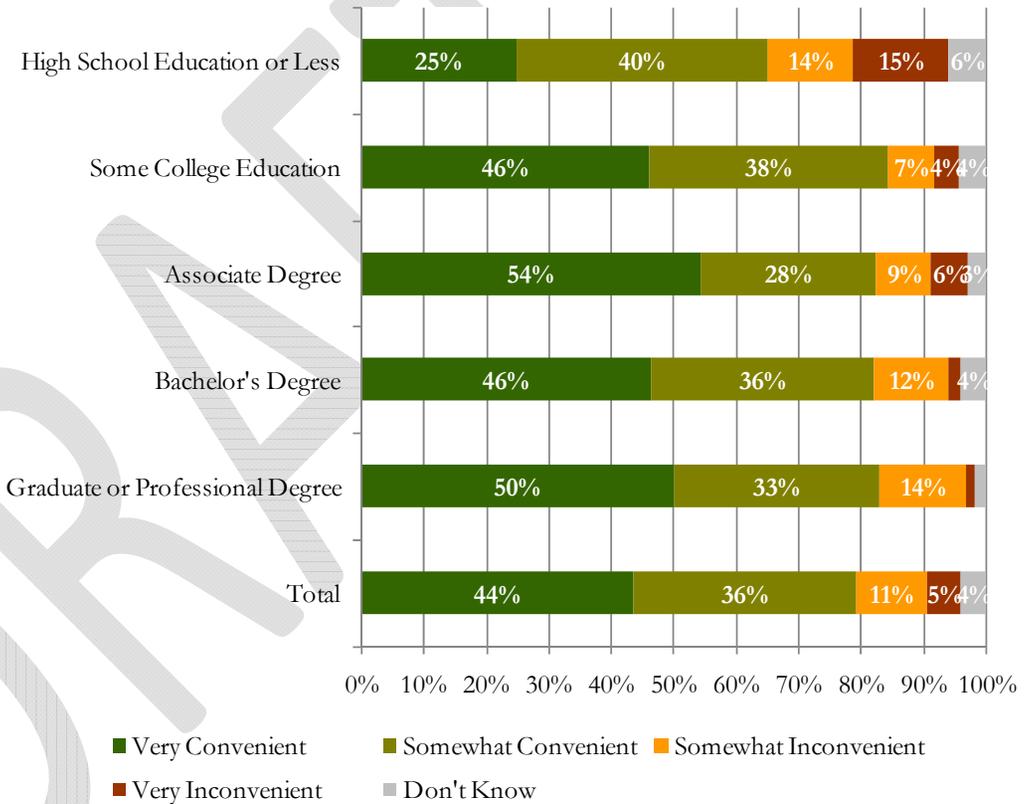
**HIGH SCHOOL OR LESS
EDUCATED RESPONDENTS
FELT TRAILS WERE LESS
CONVENIENT**

Respondents with a high school education or less were significantly less likely to feel trails were convenient to their homes. Overall, 29 percent of respondents with a high school education or less felt it was either somewhat or very inconvenient to get to trails from their home (compared to an average of 16 percent of all respondents who felt trails were either somewhat or very inconvenient).

No other major differences were observed between the different education groups.

**Exhibit 3-9
Trails**

(Question 17) How convenient is it to get to trails from your home?



MAILED BROCHURES AND ELECTRONIC INFORMATION SOURCES WERE PREFERRED

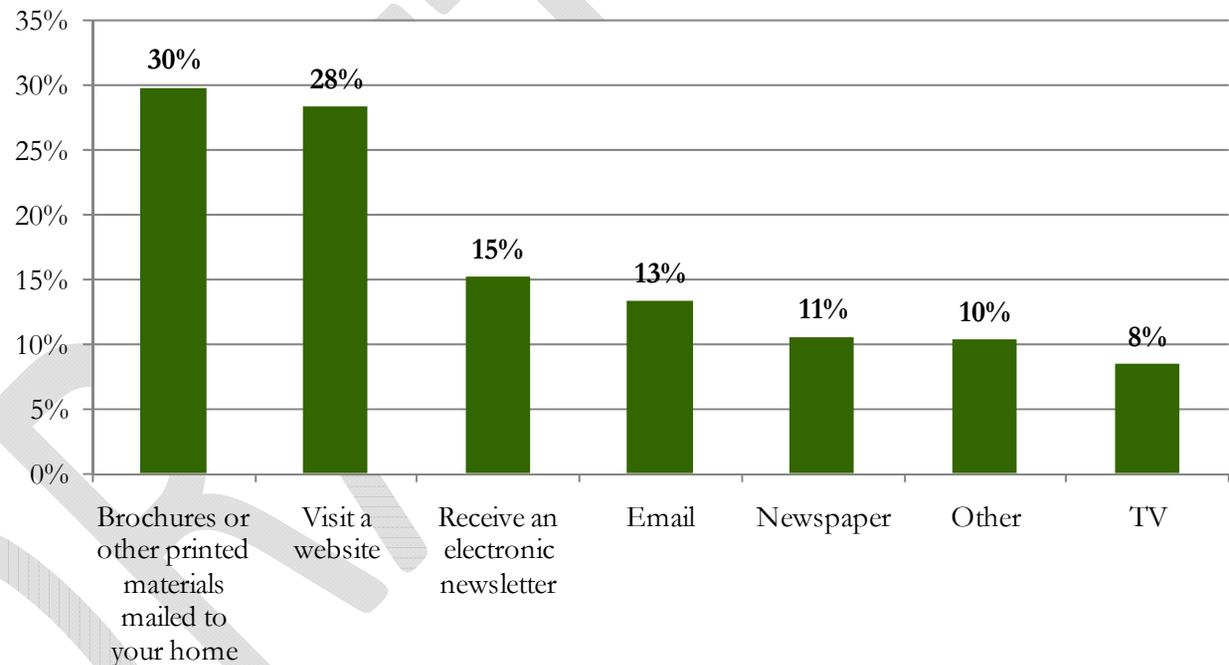
A number of preferences to receive information about trails were mentioned by respondents. Most frequently, respondents preferred to receive information about trails in areas they participate in via receiving brochures or other printed materials mailed to their home (30 percent) and visiting a website (28 percent).

Other information methods respondents would prefer included receiving an electronic newsletter (15 percent), receiving emails (13 percent), via the newspaper (11 percent) or “other” methods.

“Other” methods most often included not knowing how they would prefer to receive this information, postings of information in the parks in their areas, and word of mouth.

**Exhibit 3-10
Trails**

(Question 18) How would you prefer to receive information about trails in areas in which you participate (or would possibly participate) in outdoor recreation activities?



Note: Responses under 8 percent are not included in the graph above.

MINOR DIFFERENCES WERE OBSERVED IN INFORMATION RECEPTION PREFERENCES BY REGION

Rocky Mountain and Southeast respondents were slightly less likely to prefer to receive trail information by visiting a website or to receive information via an email.

Interestingly, High Plains respondents were less likely to prefer receiving trail information from an electronic newsletter, but were significantly more likely to prefer to receive an email about trail information.

Denver Metro respondents were more likely than respondents in other regions to prefer to receive trail information via TV.

**Exhibit 3-11
Trails**

(Question 18) How would you prefer to receive information about trails in areas in which you participate (or would possibly participate) in outdoor recreation activities?

[Question 18 by Region]

	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
Brochures or other printed materials mailed to your home	31%	28%	27%	30%	30%
Visit a website	32%	28%	22%	22%	28%
Receive an electronic newsletter	14%	9%	16%	21%	15%
Email	15%	23%	8%	8%	13%
Newspaper	9%	12%	14%	13%	11%
Other	7%	15%	18%	14%	10%
TV	12%	4%	4%	4%	8%
Postings in retail stores	2%	2%	2%	3%	2%
Use a book or trail guide	1%	4%	5%	3%	2%
Radio	1%	2%	3%	2%	2%
Updates from trail user clubs	0%	0%	2%	0%	0%

**THE OLDEST RESPONDENTS
PREFERRED WRITTEN
METHODS TO RECEIVE TRAIL
INFORMATION**

Distinct differences in preferred media were seen by age. Not surprisingly, respondents in the “75 and older” age group were most likely to prefer written methods such as mailed brochures and newspaper to receive trail information. Younger people under 35 also preferred brochures more than other groups, but interest in newspaper coverage was low.

Respondents in the youngest two age groups were much more likely than other groups to prefer receiving trail information via email. On the other hand, newspaper was most preferred by respondents in the “65 to 74” age group (28 percent).

**Exhibit 3-12
Trails**

(Question 18) How would you prefer to receive information about trails in areas in which you participate (or would possibly participate) in outdoor recreation activities?

[Question 18 by Age]

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
Brochures or other printed materials mailed to your home	34%	29%	25%	31%	20%	36%	30%
Visit a website	25%	31%	36%	32%	26%	8%	28%
Receive an electronic newsletter	14%	19%	20%	11%	10%	4%	15%
Email	16%	21%	9%	8%	9%	1%	13%
Newspaper	6%	4%	10%	16%	28%	26%	11%
Other	11%	4%	10%	12%	15%	22%	10%
TV	8%	9%	6%	10%	11%	12%	8%
Postings in retail stores	4%	1%	2%	2%	1%	1%	2%
Use a book or trail guide	2%	1%	2%	2%	3%	7%	2%
Radio	0%	4%	1%	3%	1%	1%	2%
Updates from trail user clubs	0%	0%	0%	0%	0%	0%	0%

**DIFFERENCES IN RECEPTION
OF TRAIL INFORMATION
WERE OBSERVED BY
EDUCATION**

In general, respondents with lower education levels were more likely to prefer brochures or other printed materials being mailed to their homes, while respondents with higher education levels were more likely to prefer visiting a website in order to receive information regarding trails.

**Exhibit 3-13
Trails**

(Question 18) How would you prefer to receive information about trails in areas in which you participate (or would possibly participate) in outdoor recreation activities?

[Question 18 by Education]

	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Total
Brochures or other printed materials mailed to your home	39%	41%	32%	27%	14%	30%
Visit a website	18%	20%	31%	37%	33%	28%
Receive an electronic newsletter	10%	14%	5%	19%	21%	15%
Email	8%	15%	17%	14%	15%	13%
Newspaper	13%	10%	10%	10%	10%	11%
Other	12%	8%	10%	9%	12%	10%
TV	8%	7%	14%	10%	5%	8%
Postings in retail stores	0%	4%	1%	1%	7%	2%
Use a book or trail guide	4%	2%	2%	2%	1%	2%
Radio	1%	4%	0%	1%	1%	2%
Updates from trail user clubs	0%	1%	0%	0%	0%	0%

RESPONDENTS MOST FREQUENTLY FELT THAT MAINTENANCE OF TRAILS WAS THE HIGHEST TRAILS PRIORITY

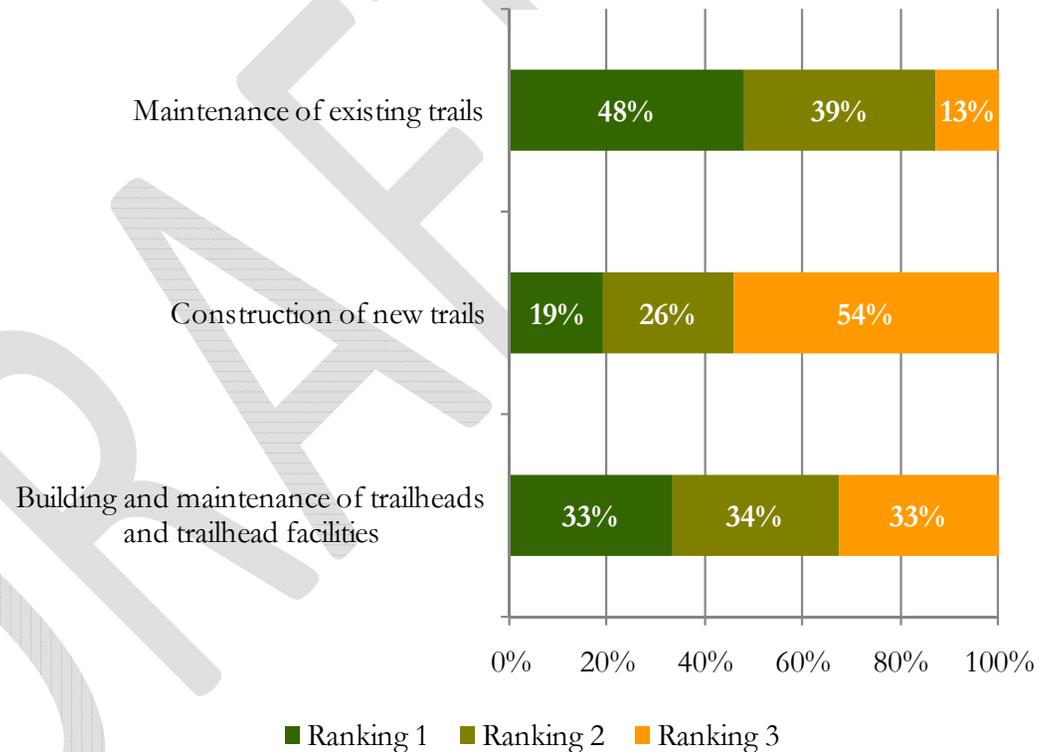
When asked their order of priority for three types of trails investments, 48 percent of all respondents felt maintenance of existing trails should be the highest priority regarding trails. An additional 33 percent felt building and maintenance of trailheads and trailhead facilities should be the highest priority.

Construction of new trails was ranked as the top priority least often (19 percent).

Also of note, 87 percent of all respondents rated maintenance of existing trails in one of their top two rankings of importance.

**Exhibit 3-14
Trails**

(Question 19) Grants are typically used to fund trail work in Colorado. Please tell me which of the following trail actions you consider your highest priorities regarding trails.



RESPONDENTS PREFERRED PERSONAL RESPONSIBILITY OVER PAYING A USER FEE FOR MAINTENANCE

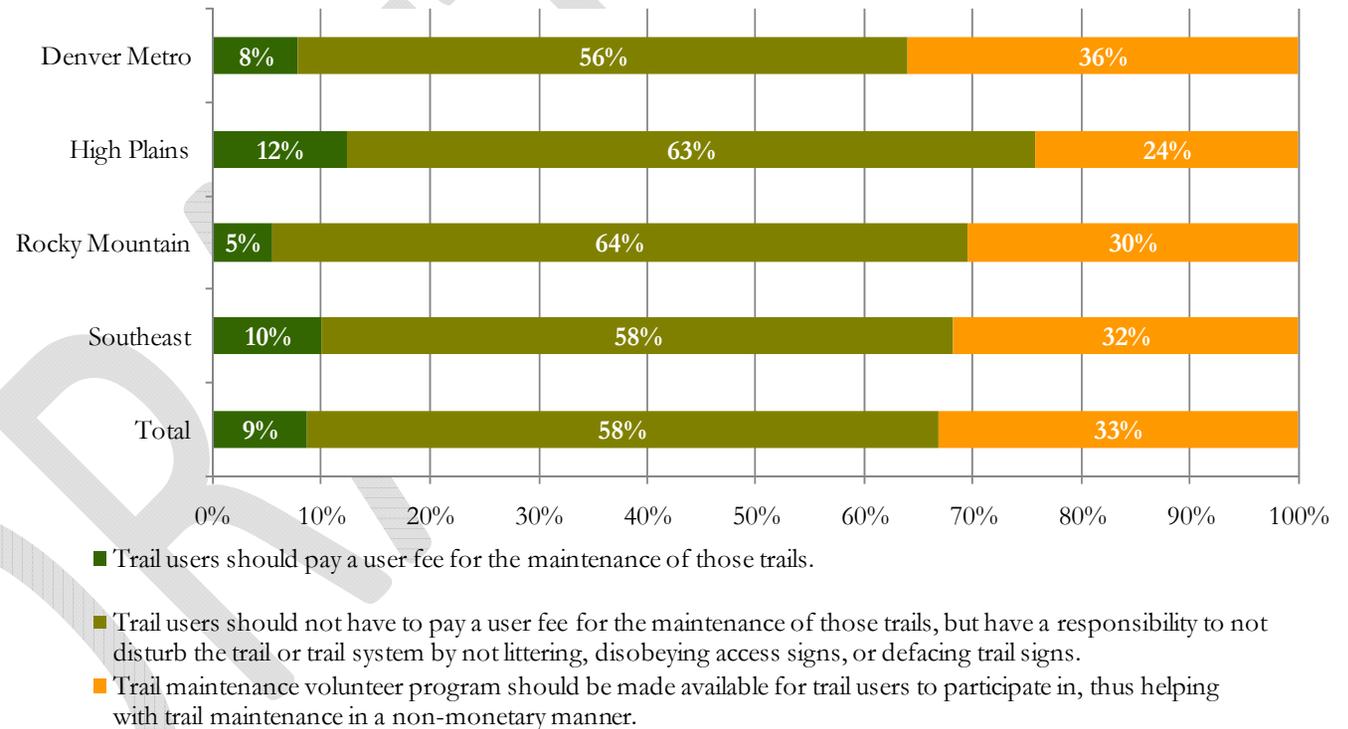
A majority of respondents felt trail users should not have to pay a user fee for maintenance of trails, but should have a responsibility to not disturb the trail system (58 percent).

Another 33 percent of respondents felt a trail maintenance volunteer program should be made available for trail users to participate in, as the primary means of keeping trails in good condition.

Respondents in the High Plains region were most likely to feel trail users should pay a user fee for trail maintenance (12 percent), while Rocky Mountain region respondents were least likely to support a trail maintenance user fee (5 percent).

**Exhibit 3-15
Trails**

(Question 20) I'm going to read three statements, please tell me which one best describes trail users' responsibility to help keep trails in good condition?



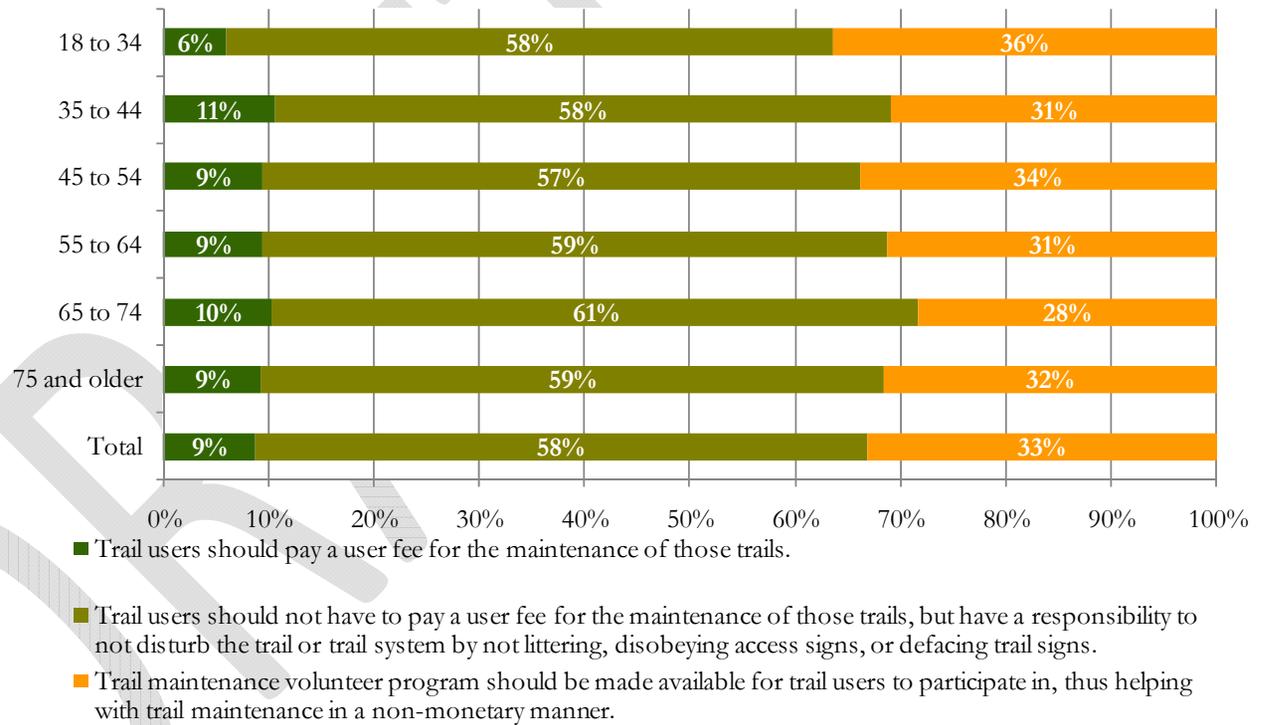
NO MAJOR DIFFERENCES FOR TRAIL USERS' RESPONSIBILITY WAS OBSERVED BY AGE

Overall, no major differences were observed between respondents on trail users' responsibilities by age.

Over half of all age groups preferred to have trail users not have to pay a user fee for trail maintenance, and over 30 percent of all age groups felt a trail maintenance volunteer program was best describes trail users' responsibility to help keep trails in good condition.

**Exhibit 3-16
Trails**

(Question 20) I'm going to read three statements, please tell me which one best describes trail users' responsibility to help keep trails in good condition?



ATTITUDES REGARDING TRAIL USERS' RESPONSIBILITIES WERE SIMILAR FOR RESPONDENTS WITH DIFFERENT EDUCATIONS

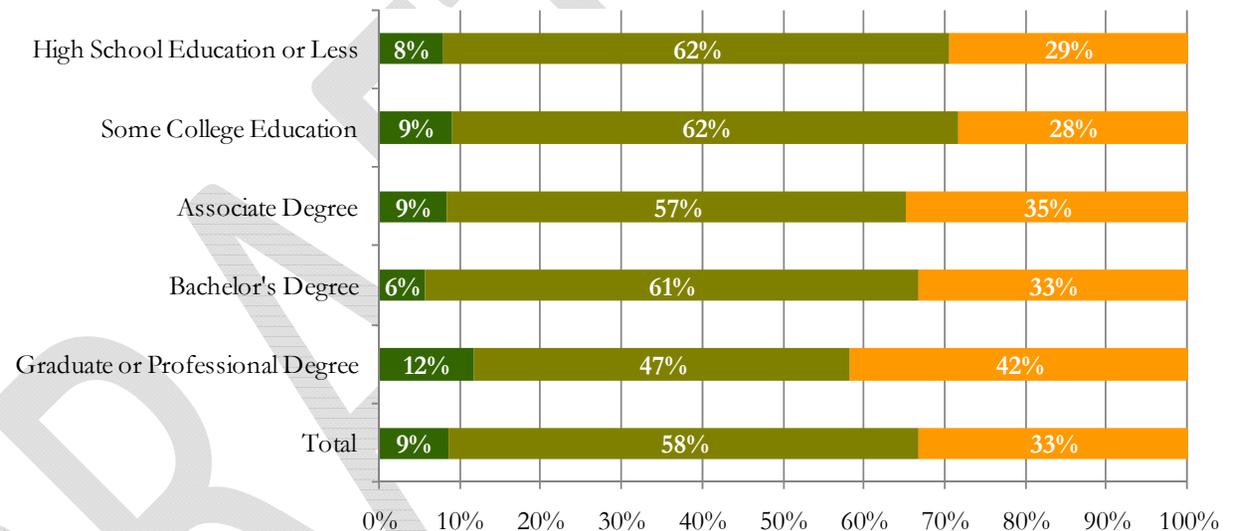
No major themes regarding trail users' responsibilities were observed by education, for most education levels.

However, it should be noted that respondents with a Graduate or Professional degree were more likely to support a trail maintenance volunteer program than were respondents at other education levels.

Respondents with a Graduate or Professional degree were also most likely to support a trail user fee (12 percent).

**Exhibit 3-17
Trails**

(Question 20) I'm going to read three statements, please tell me which one best describes trail users' responsibility to help keep trails in good condition?



- Trail users should pay a user fee for the maintenance of those trails.
- Trail users should not have to pay a user fee for the maintenance of those trails, but have a responsibility to not disturb the trail or trail system by not littering, disobeying access signs, or defacing trail signs.
- Trail maintenance volunteer program should be made available for trail users to participate in, thus helping with trail maintenance in a non-monetary manner.

**TRAIL MAINTENANCE,
EDUCATION AND ANNUAL
TRAIL CONTRIBUTIONS WERE
THE MOST LIKELY
VOLUNTEER CONTRIBUTIONS**

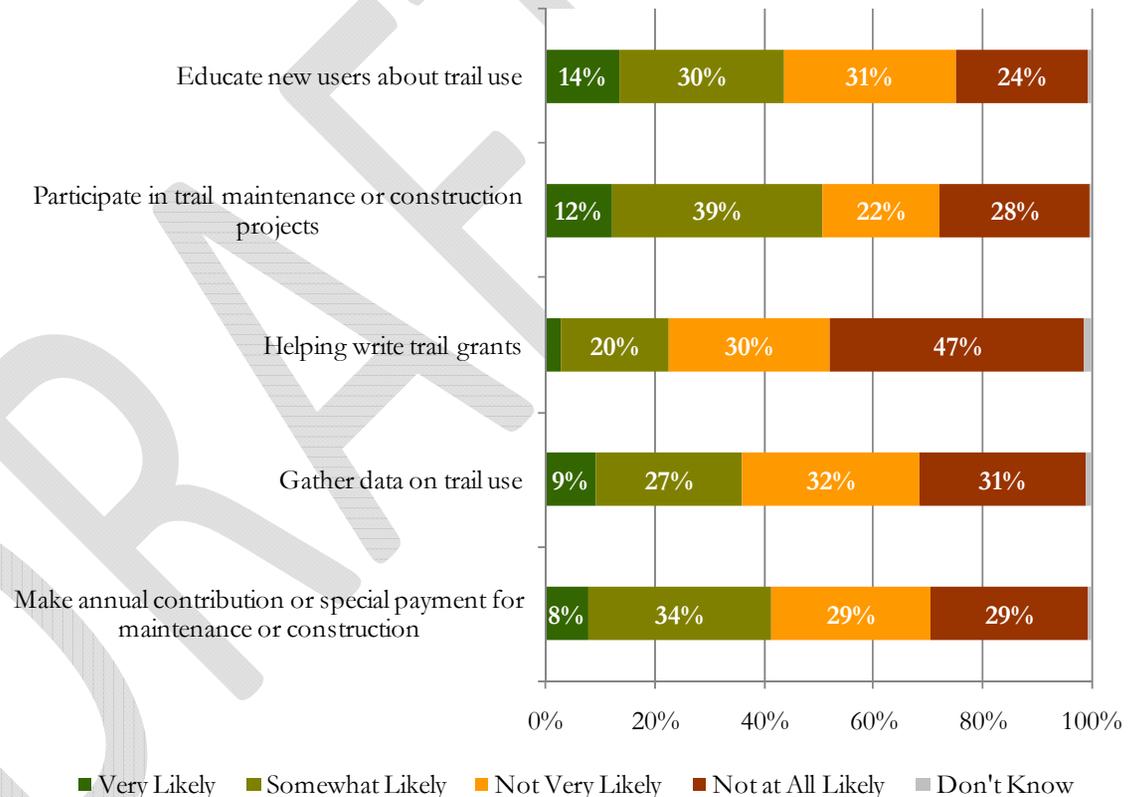
Overall, 51 percent of all respondents indicated they would be at least somewhat likely to participate in trail maintenance or construction projects as a volunteer project. Other volunteer activities that respondents frequently said they would be at least somewhat likely to volunteer for included educating new users about trail use (44 percent) and making an annual contribution for maintenance or construction of trail projects (42 percent).

Contrarily, respondents were least likely to indicate that they were willing to help write trail grants (over 75 percent said they were not very likely to help write trail grants).

It should be noted that actual volunteering would be much lower than that shown on a non-binding survey. Typically, only those who respond as “very likely” are realistic candidates for volunteering.

**Exhibit 3-18
Trails**

(Question 21) How likely would you be to volunteer to help with the following trail projects or contributions?



**LIKELIHOOD OF
VOLUNTEERING WAS SIMILAR
ACROSS THE DIFFERENT
REGIONS**

Respondents' perceived likelihood of participating in the described volunteer trail activities were similar across the different regions for most options.

It should be noted, however, that respondents in the Denver Metro region were significantly less likely than respondents in the other three regions to be either very or somewhat likely to volunteer to educate new users about trail use.

Respondents in the High Plains region were also significantly more likely than respondents in the other regions to be at least somewhat likely to volunteer with helping write trail grants.

**Exhibit 3-19
Trails**

(Question 21) How likely would you be to volunteer to help with the following trail projects or contributions?

[Question 21 “Very Likely and Somewhat Likely” Responses by Region]

	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
Participate in trail maintenance or construction projects	49%	52%	52%	53%	51%
Educate new users about trail use	40%	47%	47%	49%	44%
Make an annual contribution or special payment to be used for either trail maintenance or trail construction	42%	40%	42%	39%	41%
Gather data on trail use	34%	37%	38%	40%	36%
Helping write trail grants	22%	30%	19%	21%	22%

PERCEIVED LIKELIHOOD OF VOLUNTEERING DIFFERED BY AGE

For four of the five volunteer activities, younger respondents were more likely than older respondents to indicate that they would be either very or somewhat likely to volunteer to help.

Contrarily, a different trend was observed in making an annual contribution to be used for trail maintenance or construction. Respondents in the youngest and oldest age groups were significantly less likely than respondents ages 35 to 64 to indicate that they would make an annual contribution.

Respondents over the age of 64 were generally least likely to indicate that they would be at least somewhat likely to volunteer for the activities.

**Exhibit 3-20
Trails**

(Question 21) How likely would you be to volunteer to help with the following trail projects or contributions?

[Question 21 “Very Likely and Somewhat Likely” Responses by Age]

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
Participate in trail maintenance or construction projects	60%	58%	53%	46%	23%	10%	51%
Educate new users about trail use	50%	49%	39%	41%	30%	26%	44%
Make an annual contribution or special payment to be used for either trail maintenance or trail construction	34%	50%	50%	41%	35%	22%	41%
Gather data on trail use	43%	38%	38%	33%	16%	14%	36%
Helping write trail grants	29%	20%	23%	22%	12%	5%	22%

**VARIATIONS IN
VOLUNTEERING WERE
OBSERVED BY EDUCATION**

Respondents with a high school education or less were significantly less likely than respondents with other educational backgrounds to be at least somewhat likely to participate in trail maintenance or construction projects.

Interestingly, respondents with a high school education or less were most likely to volunteer to gather data on trail use and to volunteer to write trail grants.

Respondents with a Bachelor's degree or a Graduate/Professional degree most frequently indicated they would be either very or somewhat likely to make an annual contribution to be used for trail maintenance or construction.

**Exhibit 3-21
Trails**

(Question 21) How likely would you be to volunteer to help with the following trail projects or contributions?

[Question 21 "Very Likely and Somewhat Likely" Responses by Education]

	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Total
Participate in trail maintenance or construction projects	39%	49%	62%	49%	60%	51%
Educate new users about trail use	48%	44%	43%	38%	47%	44%
Make an annual contribution or special payment to be used for either trail maintenance or trail construction	40%	34%	40%	45%	46%	41%
Gather data on trail use	47%	40%	37%	31%	29%	36%
Helping write trail grants	31%	18%	24%	17%	25%	22%

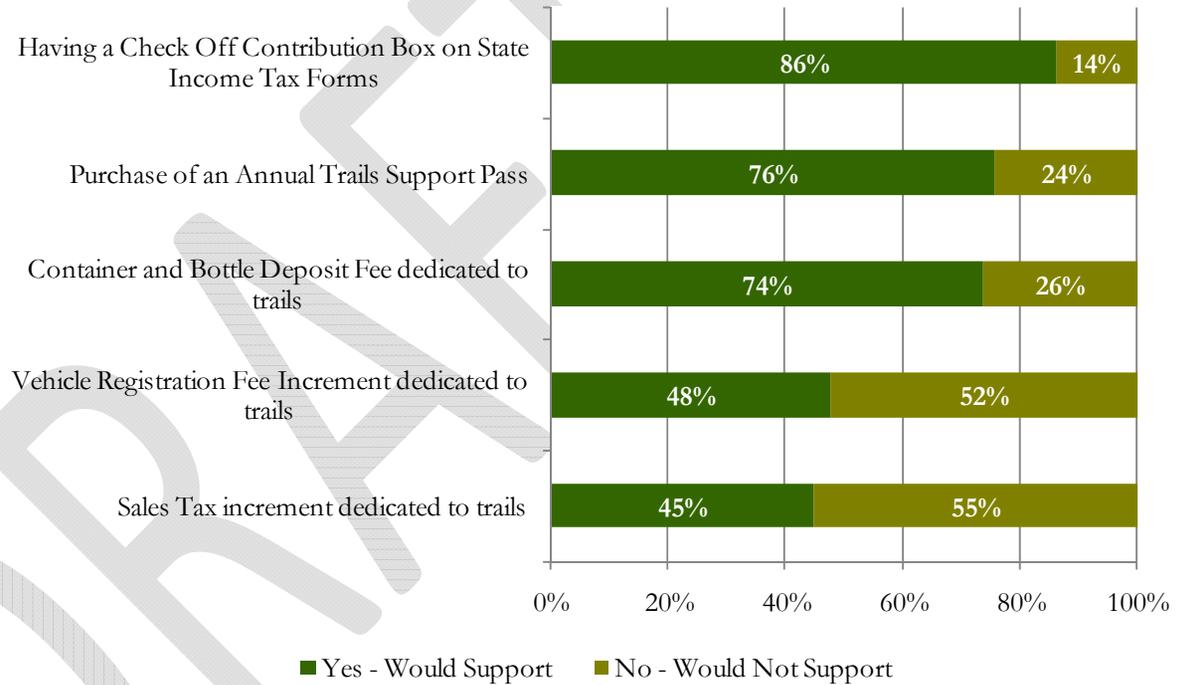
A CHECK-OFF CONTRIBUTION BOX ON TAX FORMS WAS THE MOST FREQUENTLY PREFERRED ANNUAL CONTRIBUTION METHOD

Overall, 86 percent of respondents indicated they would support having a check off contributions box on state income tax forms. Roughly three-fourths of respondents who were asked this question also supported the purchase of an Annual Trails Support Pass (76 percent) and a container/bottle deposit fee dedicated to trails (74 percent) and a container/bottle deposit fee dedicated to trails (74 percent).

The annual contribution plans supported least frequently included a Vehicle Registration Fee increment and a Sales Tax increment dedicated to trails.

**Exhibit 3-22
Trails**

(Question 22) How would you prefer to make such an annual contribution or payment?



Note: Only respondents who indicated they would be either very or somewhat interested in making an annual contribution for the maintenance or construction of a non-motorized trail in question 21 were asked this question.

**DENVER METRO RESIDENTS
WERE MOST LIKELY TO
SUPPORT A CHECK OFF
TRAILS CONTRIBUTION BOX**

A notable 93 percent of Denver Metro residents said they would support having a check-off contribution box on state income forms as a method for making an annual trails contribution. Over four-fifths of Denver Metro respondents were likely to support the purchase of an Annual Trails support pass as a contribution alternative, similar to the support in the High Plains region.

Respondents in the Rocky Mountain and Southeast regions were less likely to support the purchase of an Annual Trails Support Pass as a trails contribution alternative (66 and 59 percent, respectively).

**Exhibit 3-23
Trails**

(Question 22) How would you prefer to make such an annual contribution or payment?

[Contribution preferences by Region]

	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
Having a check-off contribution box on state income tax forms	93%	76%	87%	72%	86%
Purchase of an Annual Trails Support Pass	82%	82%	66%	59%	76%
Container and bottle deposit fee dedicated to trails	72%	74%	82%	74%	74%
Vehicle registration fee increment dedicated to trails	46%	49%	52%	49%	48%
Sales Tax increment dedicated to trails	44%	48%	57%	40%	45%

Note: Percentages above detail survey respondents who said they would support the contribution alternative.

**RESPONDENTS AGES 35 TO 44
WERE MOST SUPPORTIVE OF
CHECK-OFF BOXES AND
ANNUAL TRAILS PASSES**

On the whole, respondents in the “35 to 44” age group were most likely to be supportive of having a check-off contribution box on state income tax forms (95 percent) and of an Annual Trails Support Pass (85 percent) as options to make annual trails contributions.

Respondents older than 74 were the least likely to support check-off boxes, Annual Trails Support Passes, and Container/bottle deposit fees. However, respondents in the oldest age group were significantly more likely than other age groups to support a Vehicle Registration fee increment dedicated to trails (68 percent).

**Exhibit 3-24
Trails**

(Question 22) How would you prefer to make such an annual contribution or payment?

[Contribution preferences by Age]

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
Having a check-off contribution box on state income tax forms	76%	95%	88%	87%	89%	73%	86%
Purchase of an Annual Trails Support Pass	67%	85%	77%	80%	67%	56%	76%
Container and bottle deposit fee dedicated to trails	71%	74%	76%	74%	80%	57%	74%
Vehicle registration fee increment dedicated to trails	51%	49%	45%	41%	42%	68%	48%
Sales Tax increment dedicated to trails	56%	49%	34%	38%	41%	34%	45%

Note: Percentages above detail survey respondents who said they would support the contribution alternative.

**HIGH SCHOOL OR LESS
EDUCATED RESPONDENTS
SUPPORTED ALTERNATIVES
LESS FREQUENTLY**

Respondents with a high school education or less were significantly less likely than all other education levels to support check-off contribution boxes, Annual Trails Support passes and Vehicle registration fee increment dedicated to trails.

Respondents with an Associate Degree were most likely to support contribution check-off boxes.

**Exhibit 3-25
Trails**

(Question 22) How would you prefer to make such an annual contribution or payment?

[Contribution preferences by Education]

	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Total
Having a check-off contribution box on state income tax forms	77%	90%	95%	88%	86%	86%
Purchase of an Annual Trails Support Pass	60%	68%	84%	83%	80%	76%
Container and bottle deposit fee dedicated to trails	69%	68%	82%	75%	75%	74%
Vehicle registration fee increment dedicated to trails	38%	53%	55%	49%	47%	48%
Sales Tax increment dedicated to trails	54%	37%	43%	37%	54%	45%

Note: Percentages above detail survey respondents who said they would support the contribution alternative.

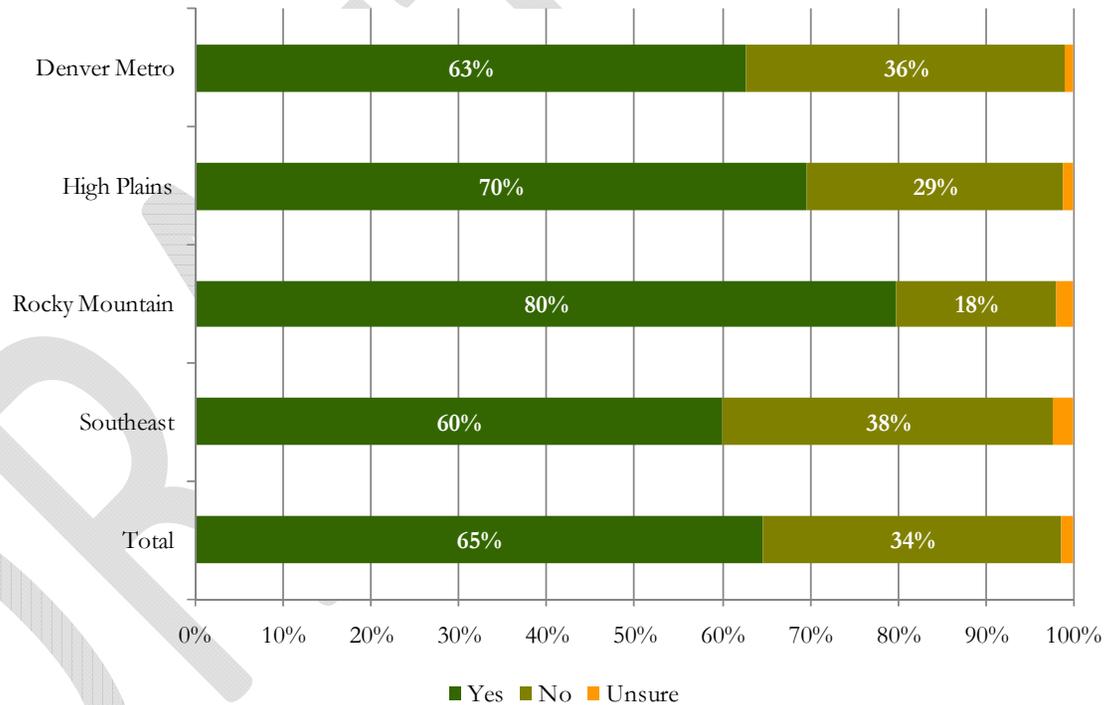
NEARLY TWO-THIRDS OF RESPONDENTS WERE AWARE THAT ATV'S MUST BE REGISTERED IN COLORADO

Overall, 65 percent of all survey respondents were aware that ATV's, dirt bikes and snowmobiles must be registered for use in Colorado.

Respondents in the Rocky Mountain region were significantly more likely than respondents in other regions to be aware of ATV registration laws (80 percent), while respondents in the Southeast region were least likely to be aware of ATV registration laws.

**Exhibit 3-25
Trails**

(Question 23) Are you aware that ATV's, dirt bikes and snowmobiles must be registered for use in Colorado?



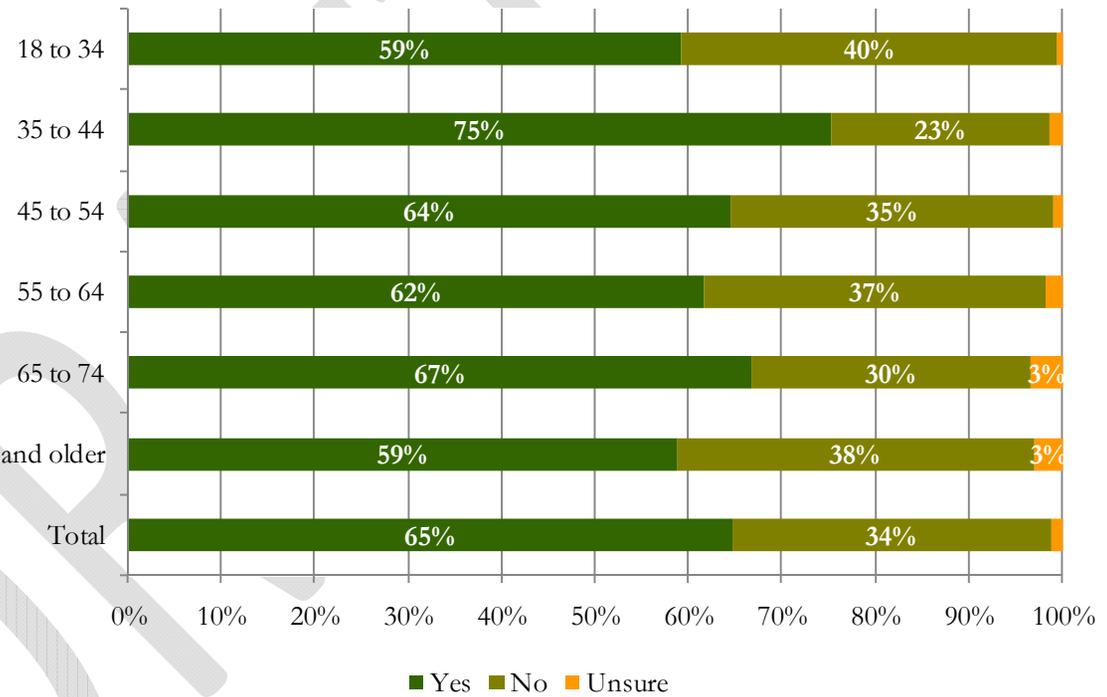
THE OLDEST AND YOUNGEST RESPONDENTS WERE LEAST LIKELY TO BE AWARE OF ATV REGISTRATION LAWS

Overall, respondents in both the “18 to 34” and “75 and older” age groups were least likely to be aware that ATV’s, dirt bikes and snowmobiles must be registered for use in Colorado (59 percent, for each group).

Respondents in the “35 to 44” age group were most likely to be aware of the registration laws.

**Exhibit 3-25
Trails**

(Question 23) Are you aware that ATV’s, dirt bikes and snowmobiles must be registered for use in Colorado?



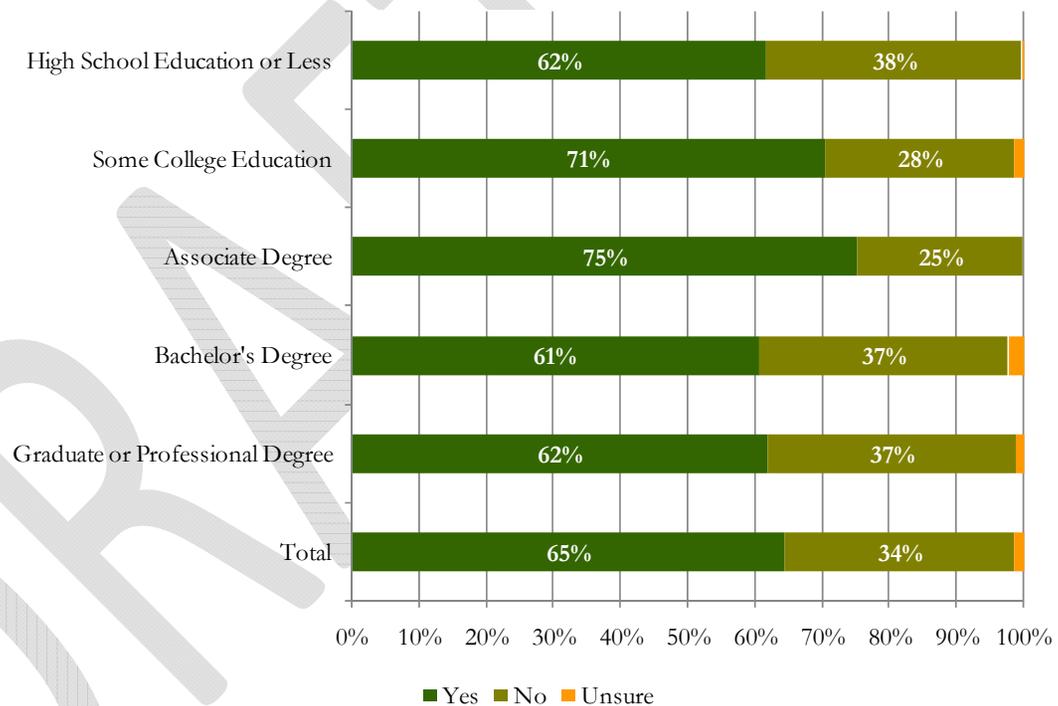
RESPONDENTS WITH AN ASSOCIATE DEGREE WERE MOST FREQUENTLY AWARE OF ATV REGISTRATION LAWS

Overall, respondents with an Associate Degree were most likely to indicate they were aware that ATV's, dirt bikes and snowmobiles must be registered for use in Colorado (75 percent).

Contrarily, respondents with a high school education or less, a Bachelor's Degree and a Graduate/Professional degree were least likely to be aware of ATV registration laws.

**Exhibit 3-25
Trails**

(Question 23) Are you aware that ATV's, dirt bikes and snowmobiles must be registered for use in Colorado?



SECTION 4: RESOURCE STEWARDSHIP

Approximately half of all survey respondents were asked the questions found in Section 4. (The other half of survey respondents was asked questions from Section 3). Questions in Section 4 were focused on natural resource stewardship. Specifically, respondents were asked how well they felt Colorado State Parks do with protecting the parks' natural resources. Respondents were also asked how important they felt a number of natural resources issues were in Colorado and what resource priorities the State of Colorado should have, as related to state parks.

RESPONDENTS GENERALLY FELT THAT COLORADO STATE PARKS ARE PROTECTING NATURAL RESOURCES WELL

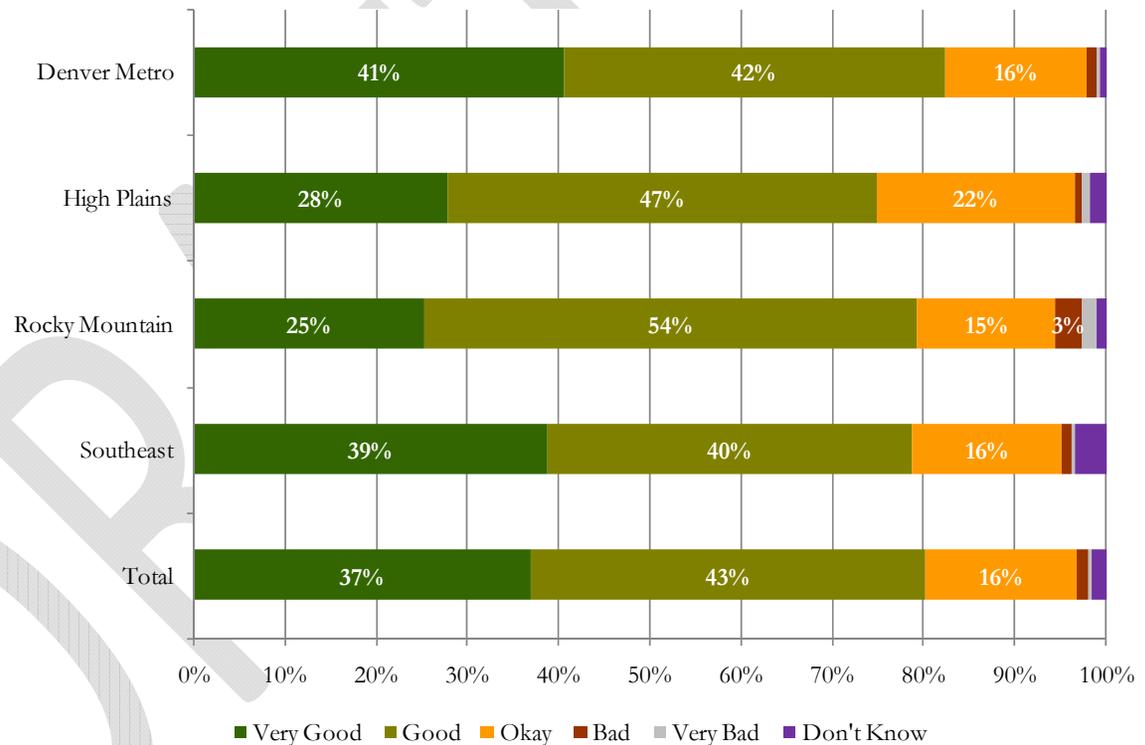
Four out of five respondents (80 percent) felt that Colorado State Parks was doing a “good” or “very good” job of protecting the natural resources in the parks, and nearly no respondents (1 percent) felt that Colorado State Parks was doing a “bad” or “very bad” job.

Although respondents from all of the study regions had generally good perceptions of Colorado State Parks’ performance, there were much fewer “very good” responses from those in the High Plains and Rocky Mountain regions (25-28 percent) than there were from the Denver Metro and Southeast regions (39-41 percent).

In particular, respondents from the High Plains region gave relatively low ratings; 22 percent gave “okay” ratings, compared to no more than 16 percent from the other three regions.

**Exhibit 4-1
Resource Stewardship**

(Question 24) In your experience at Colorado State Parks, how well do you feel Colorado State Parks are doing with protecting the natural resources in the parks?



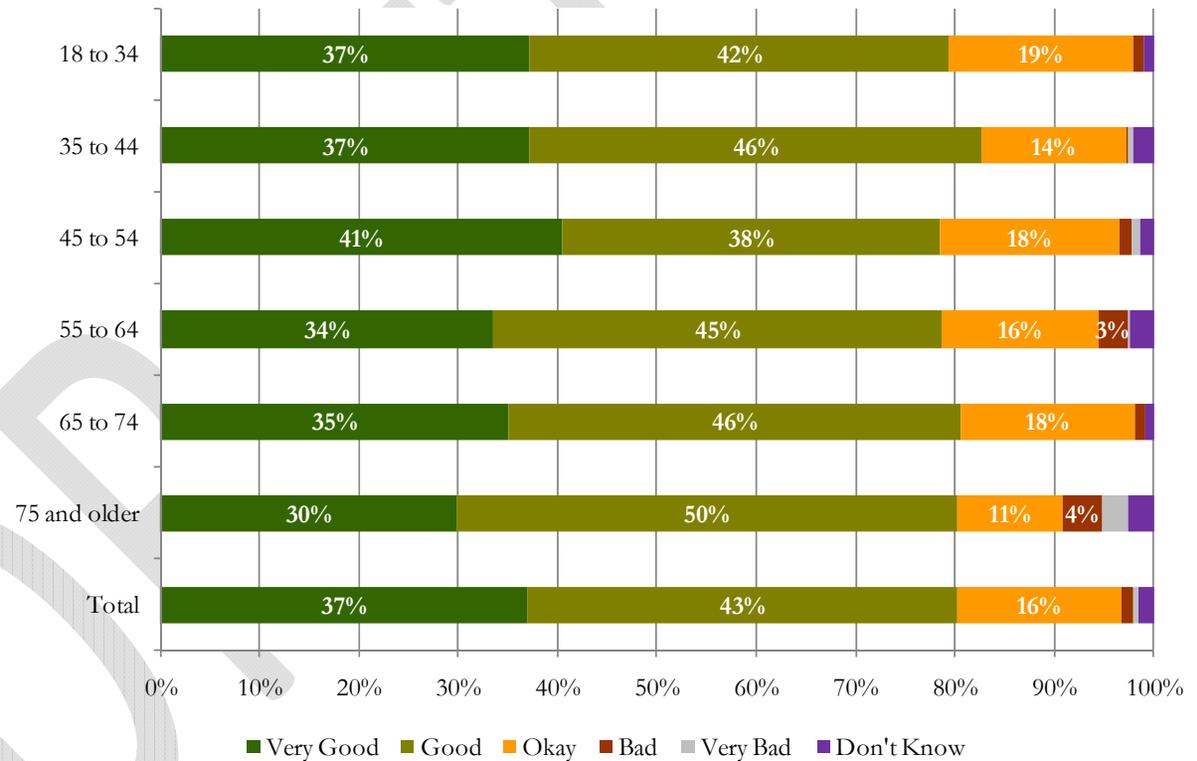
IMPRESSIONS OF COLORADO STATE PARKS' PERFORMANCE DID NOT VARY DRAMATICALLY BY AGE

While some minor variations can be observed between respondents in the various age groups, age does not to be a strong determining factor in impressions of Colorado State Parks' performance.

The only age group that was somewhat different was the 75 and older age group. In this group, a total of 7 percent of respondents said that Colorado State Parks was doing a "bad" or "very bad" job of protecting natural resources, compared to only 1 percent of the total who gave either of those ratings.

**Exhibit 4-2
Resource Stewardship**

(Question 24) In your experience at Colorado State Parks, how well do you feel Colorado State Parks are doing with protecting the natural resources in the parks?



**ASSOCIATE-DEGREE
HOLDERS HAVE SLIGHTLY
LESS POSITIVE IMPRESSIONS
OF COLORADO STATE PARKS**

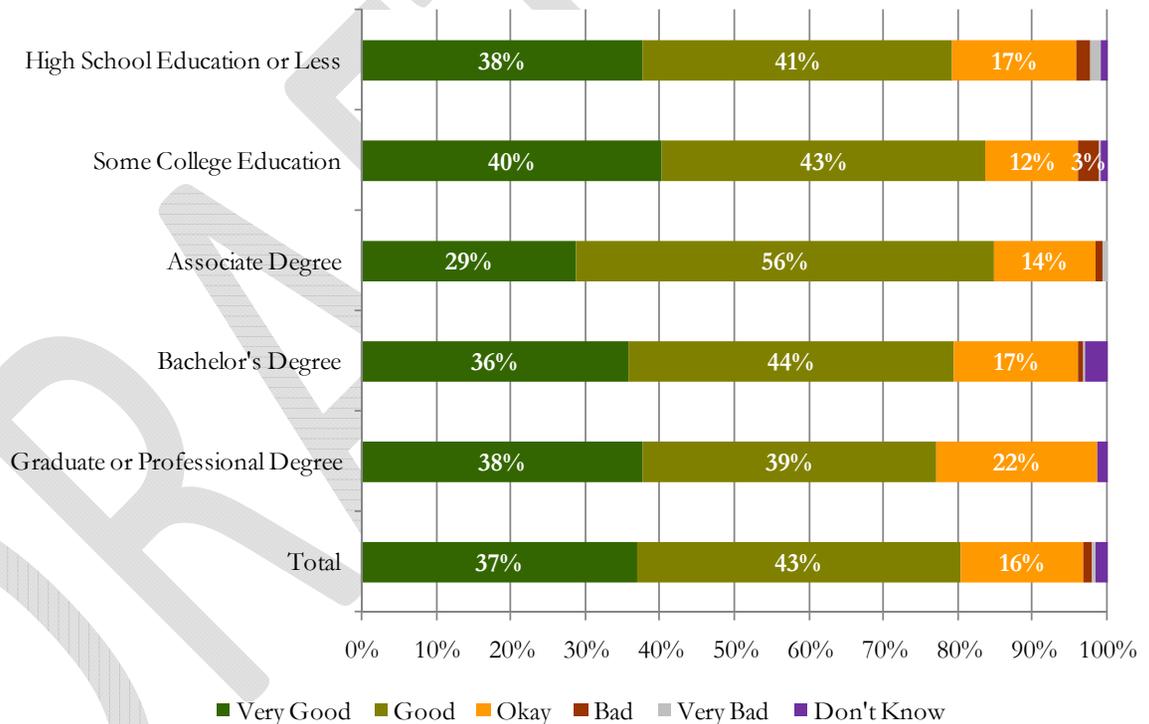
Only minor differences can be observed in responses to this question when examined by educational attainment.

Of these differences, the most striking difference is that respondents holding associate's degrees were somewhat less likely to give Colorado State Parks a "very good" rating than other respondents (29 percent vs. 37 percent).

Even so, readers should note that the percentage of associate's degree holders giving *at least* a "good" rating was not significantly different from that given by other respondents.

**Exhibit 4-3
Resource Stewardship**

(Question 24) In your experience at Colorado State Parks, how well do you feel Colorado State Parks are doing with protecting the natural resources in the parks?



WILDFIRE RISKS AND PINE BEETLES ARE SEEN AS VERY IMPORTANT ISSUES BY THE MAJORITY OF RESPONDENTS

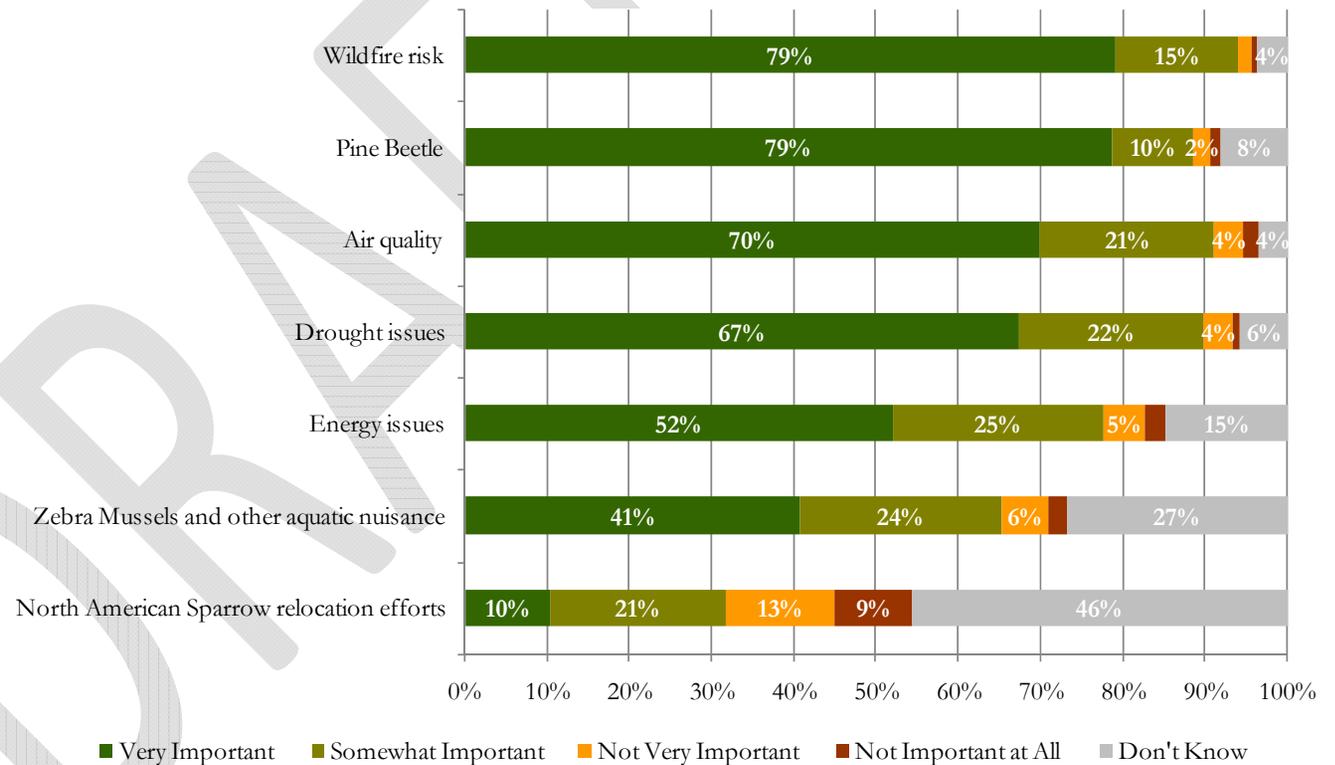
Nearly four in five respondents (79 percent) felt that wildfire risks and the pine beetle are “very important” issues facing State Park Managers. In addition, approximately two-thirds of respondents felt that air quality issues and drought issues were “very important” as well (70 percent and 67 percent, respectively).

Overall, very few respondents felt that any of the issues were “not very important” or “not important at all,” indicating that respondents do feel that natural issues in general are important for Park Managers to address.

It should be noted, however, that “North American Sparrow relocation efforts” was a red herring, which reveals that over half (54 percent) of respondents may have answered the question without a great deal of knowledge about the issues. However, nearly half of those recognized that the red herring has not an important issue.

**Exhibit 4-4
Resource Stewardship**

(Question 25) I'm now going to read you a list of Natural Resource issues facing State Park Managers across the state. For each issue, please indicate if you feel the issue is “Very Important”, “Somewhat Important”, “Not Very Important” or “Not Important at All”.



PERCEPTIONS THE IMPORTANCE OF NATURAL RESOURCE ISSUES DO NOT VARY GREATLY BY REGION

While some minor variations can be observed between responses given from participants in each region, none of these variations are especially large.

However, it is clear that the pine beetle is a slightly more important issue in the High Plains region than it is in the Southeast region, as 93 percent felt it was an important issue in the former compared to only 84 percent in the latter.

**Exhibit 4-5
Resource Stewardship**

(Question 25) I'm now going to read you a list of Natural Resource issues facing State Park Managers across the state. For each issue, please indicate if you feel the issue is "Very Important", "Somewhat Important", "Not Very Important" or "Not Important at All".

[Question 25 by Region]

	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
Wildfire risk	93%	97%	91%	97%	94%
Air Quality	93%	90%	89%	88%	91%
Drought issues	88%	92%	90%	93%	90%
Pine Beetle	89%	93%	89%	84%	88%
Energy Issues	78%	77%	80%	75%	78%
Zebra Mussels and other aquatic nuisance species	65%	65%	64%	67%	65%
North American Sparrow relocation efforts	32%	24%	31%	36%	32%

Note: This exhibit shows the total percentage from each group that felt the issue was "somewhat important" or "very important". The North American Sparrow relocation effort is a red herring to test whether respondents were responding with knowledge or awareness.

RESPONDENTS AGE 75 OR OLDER ARE LESS LIKELY TO FEEL THAT NATURAL RESOURCE ISSUES ARE IMPORTANT

For each of the seven natural resource issues addressed, respondents age 75 or older were less likely to feel the issue was important than those in the younger age ranges. The most striking example of this trend is in regard to energy issues, which only 63 percent of respondents age 75 and older felt were important, compared to 81 percent of respondents' ages 35 to 44.

Young respondents (age 18 to 34) were also somewhat less likely to feel that some issues were important. Only 80 percent of young respondents felt that the pine beetle was an important issue, compared to 96 percent of those ages 35 to 44. Similarly, only 55 percent of young respondents felt that zebra mussels were an important issue, compared to 73 percent of those ages 45 to 54.

**Exhibit 4-6
Resource Stewardship**

(Question 25) I'm now going to read you a list of Natural Resource issues facing State Park Managers across the state. For each issue, please indicate if you feel the issue is "Very Important", "Somewhat Important", "Not Very Important" or "Not Important at All".

[Question 25 by Age]

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
Wildfire risk	94%	95%	96%	94%	89%	89%	94%
Air Quality	95%	89%	91%	93%	88%	85%	91%
Drought issues	92%	89%	93%	90%	88%	75%	90%
Pine Beetle	80%	96%	89%	94%	89%	84%	88%
Energy Issues	79%	81%	79%	76%	72%	63%	78%
Zebra Mussels and other aquatic nuisance species	55%	70%	73%	71%	65%	58%	65%
North American Sparrow relocation efforts	39%	32%	32%	25%	21%	22%	32%

Note: This exhibit shows the total percentage from each group that felt the issue was "somewhat important" or "very important". The North American Sparrow relocation effort is a red herring to test whether respondents were responding with knowledge or awareness.

**EDUCATIONAL ATTAINMENT
DOES NOT HAVE A
SIGNIFICANT IMPACT ON
PERCEPTIONS OF NATURAL
RESOURCE ISSUES**

Overall, responses regarding the importance of various natural resource issues did not vary based on educational attainment. While some variance can be observed between the groups, these variances are minor and may not be significant.

**Exhibit 4-7
Resource Stewardship**

(Question 25) I'm now going to read you a list of Natural Resource issues facing State Park Managers across the state. For each issue, please indicate if you feel the issue is "Very Important", "Somewhat Important", "Not Very Important" or "Not Important at All".

[Question 25 by Education]

	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Refused	Total
Wildfire risk	96%	94%	92%	92%	95%	84%	94%
Air Quality	93%	93%	91%	91%	88%	68%	91%
Drought issues	92%	92%	93%	88%	87%	69%	90%
Pine Beetle	86%	91%	88%	87%	91%	45%	88%
Energy Issues	75%	80%	71%	79%	77%	76%	78%
Zebra Mussels and other aquatic nuisance species	62%	59%	59%	72%	68%	28%	65%
North American Sparrow relocation efforts	42%	27%	20%	30%	33%	21%	32%

Note: *This exhibit shows the total percentage from each group that felt the issue was "somewhat important" or "very important".*

NEARLY TWO-THIRDS OF RESPONDENTS WOULD PREFER AREAS BE TEMPORARILY CLOSED

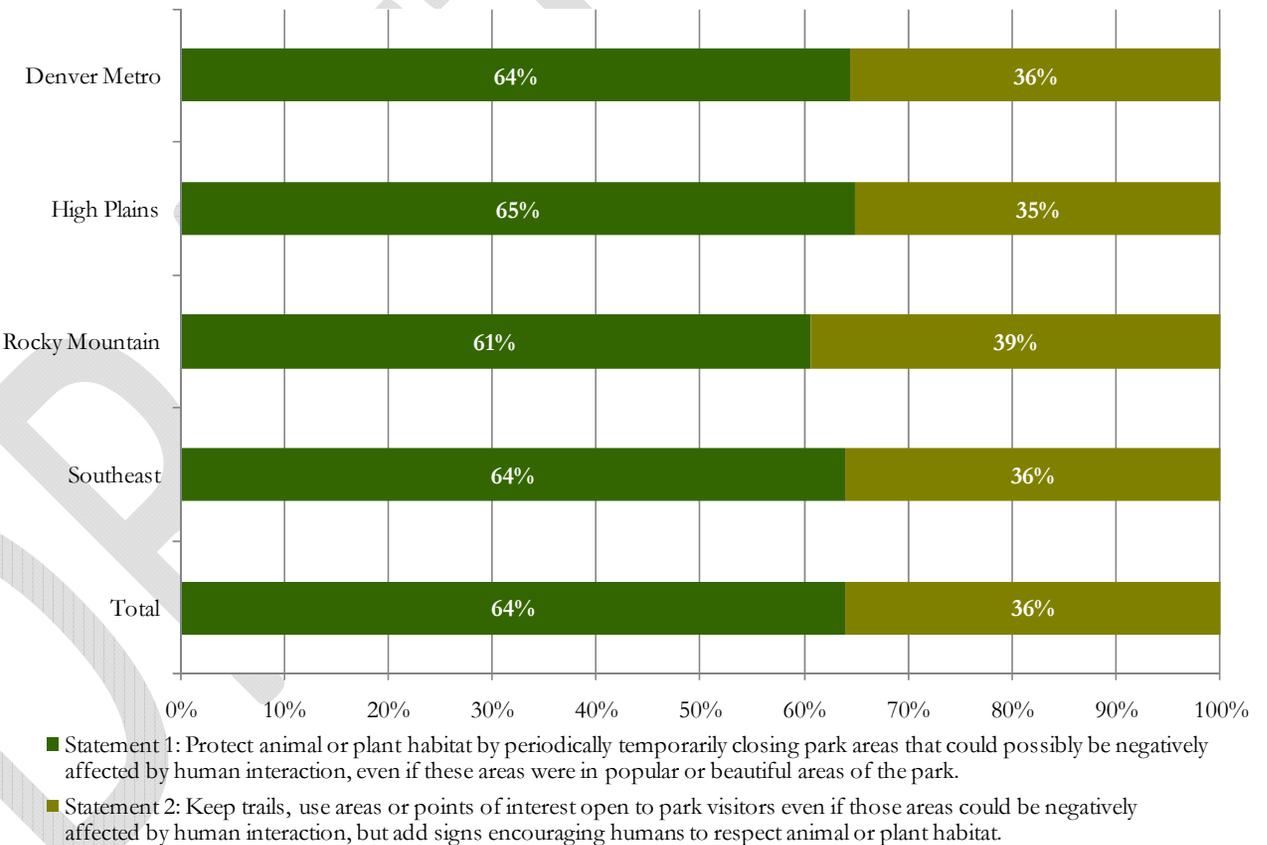
When asked whether they would prefer areas be temporarily closed to protect them from being negatively affected by human interaction or kept open with warning signs, the majority (64 percent) felt that the first option (closing areas temporarily) would be preferred.

However, there was still a significant number of respondents (36 percent) that would prefer areas be kept open, but with warning signs to encourage humans to respect animal or plant habitat.

These opinions did not seem to vary between the regions, though respondents from the Rocky Mountain region were slightly more likely to prefer areas be kept open than respondents from the other three regions. Even so, these differences were slight and may not be significant.

**Exhibit 4-8
Resource Stewardship**

(Question 26) I'm going to read two options to you. If you were managing a State Park, which would you do?

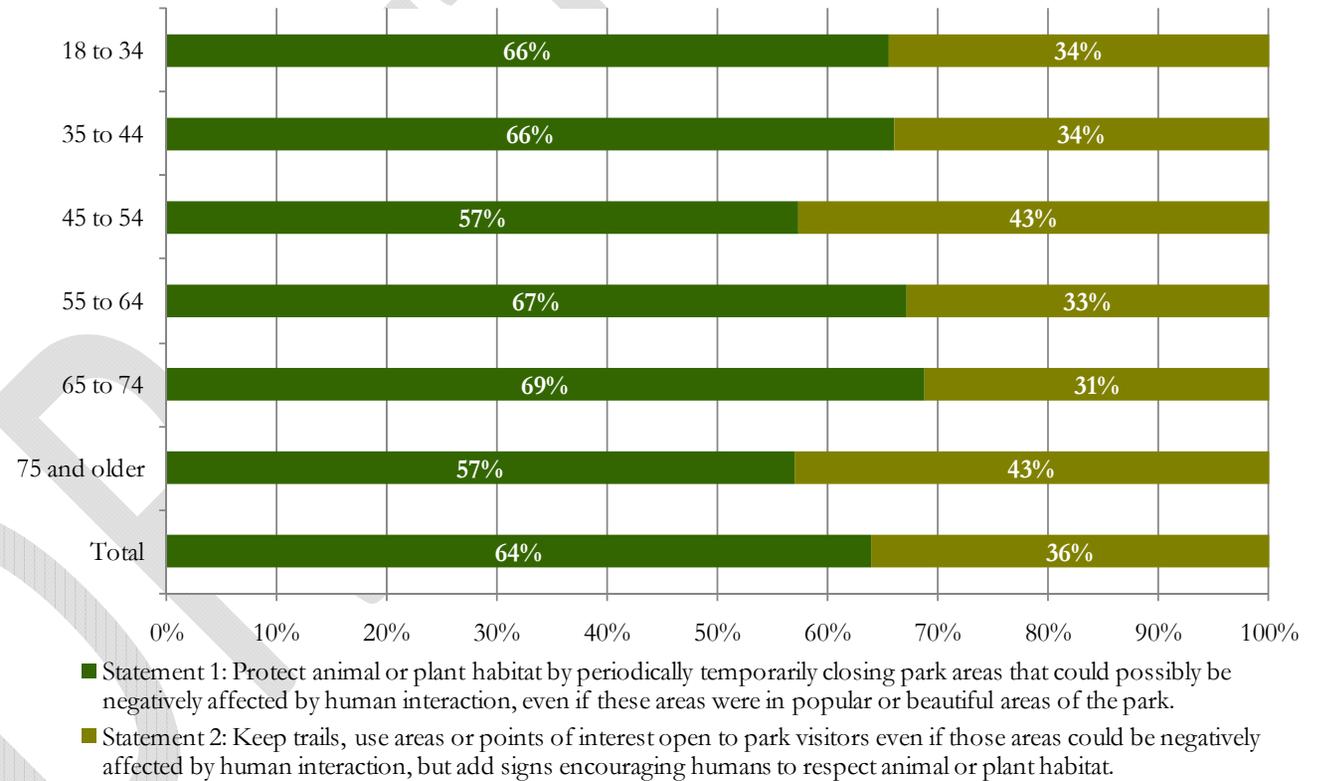


**AGE DOES NOT SEEM TO
IMPACT PERCEPTIONS
TOWARD PROTECTION OF
HABITATS**

Though some variances exist between respondents from the various age ranges, no clear pattern is apparent. Respondents in the 45 to 54 age range and the 75 and older age range both were slightly more likely to prefer areas be left open with warning signs than closed to protect plant and animal habitats.

**Exhibit 4-9
Resource Stewardship**

(Question 26) I'm going to read two options to you. If you were managing a State Park, which would you do?



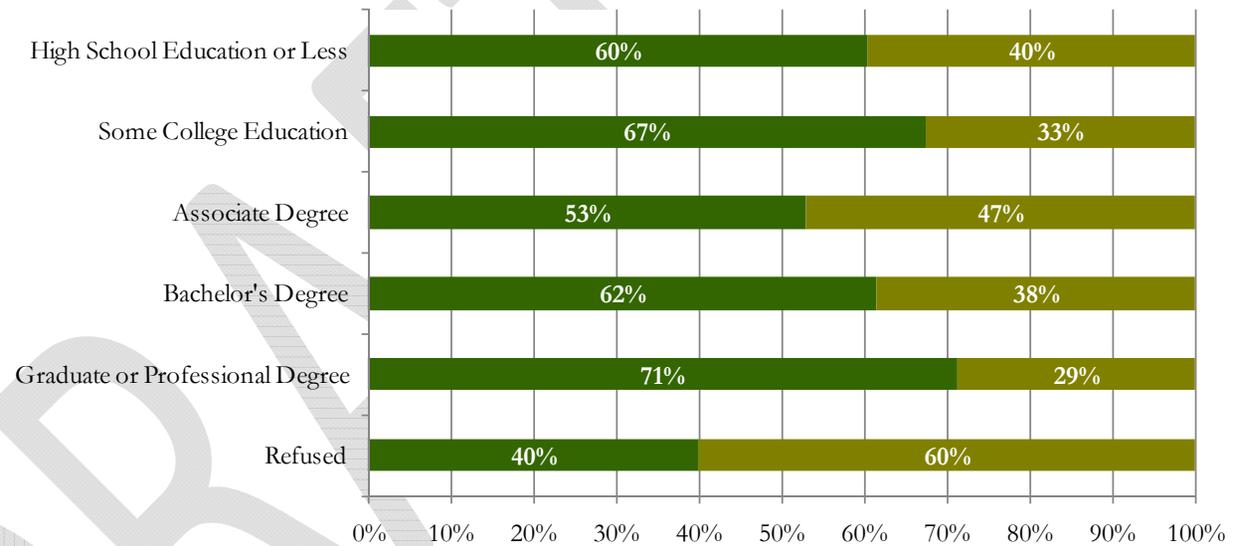
**RESPONDENTS WITH
ADVANCED DEGREES WERE
MORE LIKELY TO PREFER
CLOSING AREAS WHEN
NECESSARY**

Respondents holding graduate or professional degrees were more likely than respondents at any other education level to prefer that park areas be temporarily closed to protect plant and animal habitats (71 percent).

It is interesting to note, however, that there is no clear linear relationship between education and preference; respondents with only “some college education” were nearly as likely as those with advanced degrees to prefer areas be closed temporarily, while those with associate’s degrees were the least likely to express that choice.

**Exhibit 4-10
Resource Stewardship**

(Question 26) I’m going to read two options to you. If you were managing a State Park, which would you do?



- Statement 1: Protect animal or plant habitat by periodically temporarily closing park areas that could possibly be negatively affected by human interaction, even if these areas were in popular or beautiful areas of the park.
- Statement 2: Keep trails, use areas or points of interest open to park visitors even if those areas could be negatively affected by human interaction, but add signs encouraging humans to respect animal or plant habitat.

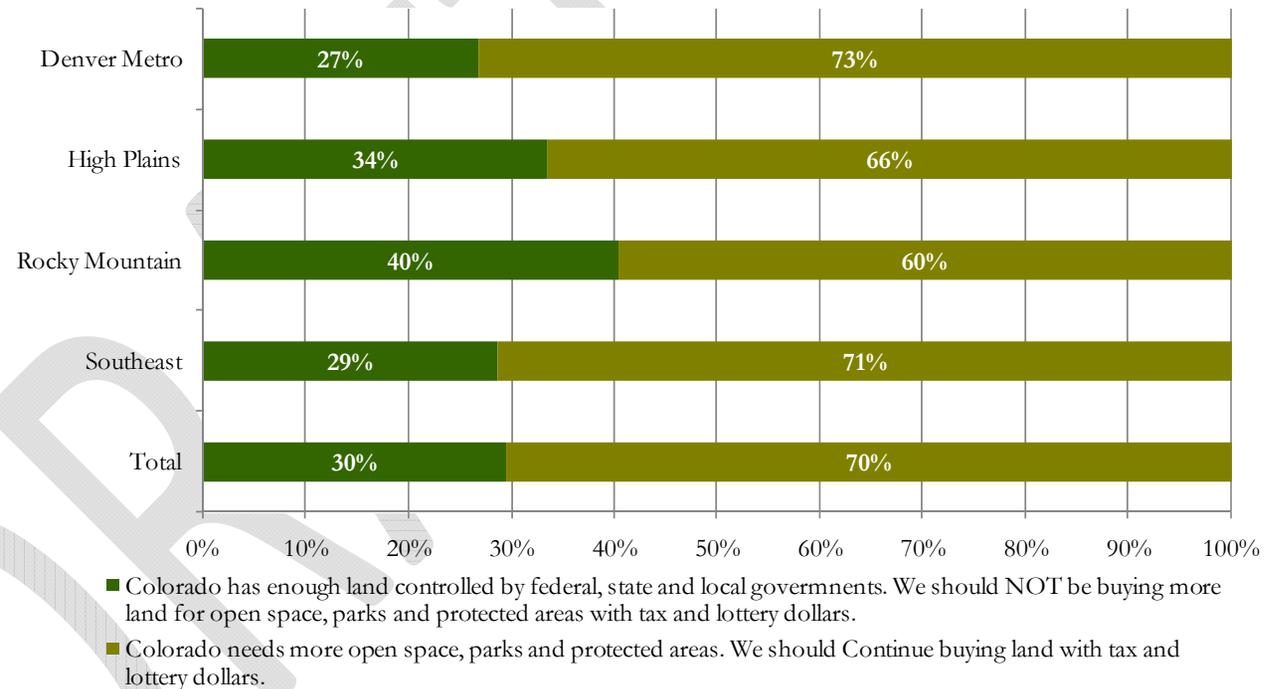
A MAJORITY OF RESPONDENTS FELT THAT COLORADO NEEDS MORE OPEN SPACE, PARKS, AND PROTECTED AREAS

Seven in ten respondents (70 percent) felt that Colorado needs more open space, parks, and protected areas, while 30 percent felt that Colorado has enough.

However, respondents in the Rocky Mountain region were the least likely to feel that Colorado needs more open space; only 60 percent from this region felt that more space was needed, compared to 66-73 percent in the other three regions of the state.

**Exhibit 4-11
Resource Stewardship**

(Question 27) Which of the following statements best describes your opinion regarding land purchasing within the State of Colorado?

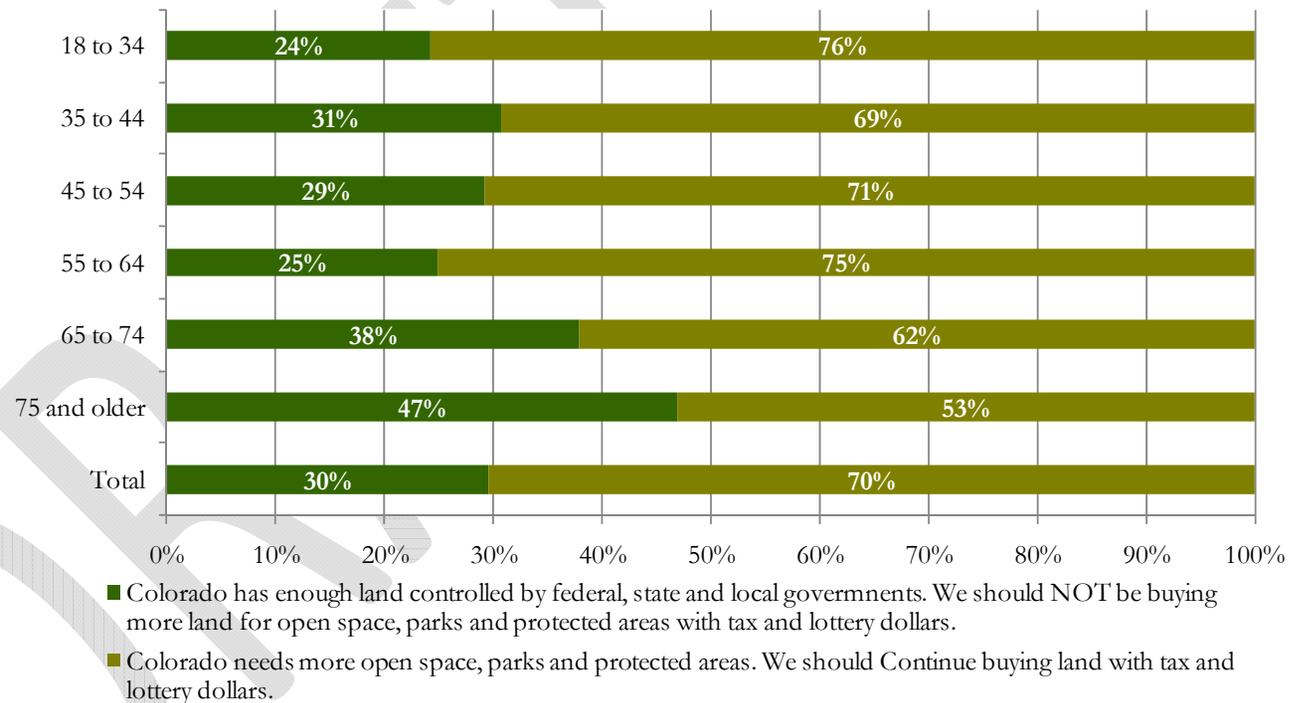


OLDER RESPONDENTS ARE LESS LIKELY TO FEEL THAT COLORADO NEEDS MORE OPEN SPACE, PARKS, AND PROTECTED AREAS

Over half of respondents in all age categories felt that Colorado needs more open space. However, respondents age 65 and older were much less likely to feel that way than respondents in the younger age categories. Only 53 percent of respondents age 75 and older felt more open space was needed compared to 69-76 percent of those ages 18 to 64.

**Exhibit 4-12
Resource Stewardship**

(Question 27) Which of the following statements best describes your opinion regarding land purchasing within the State of Colorado?



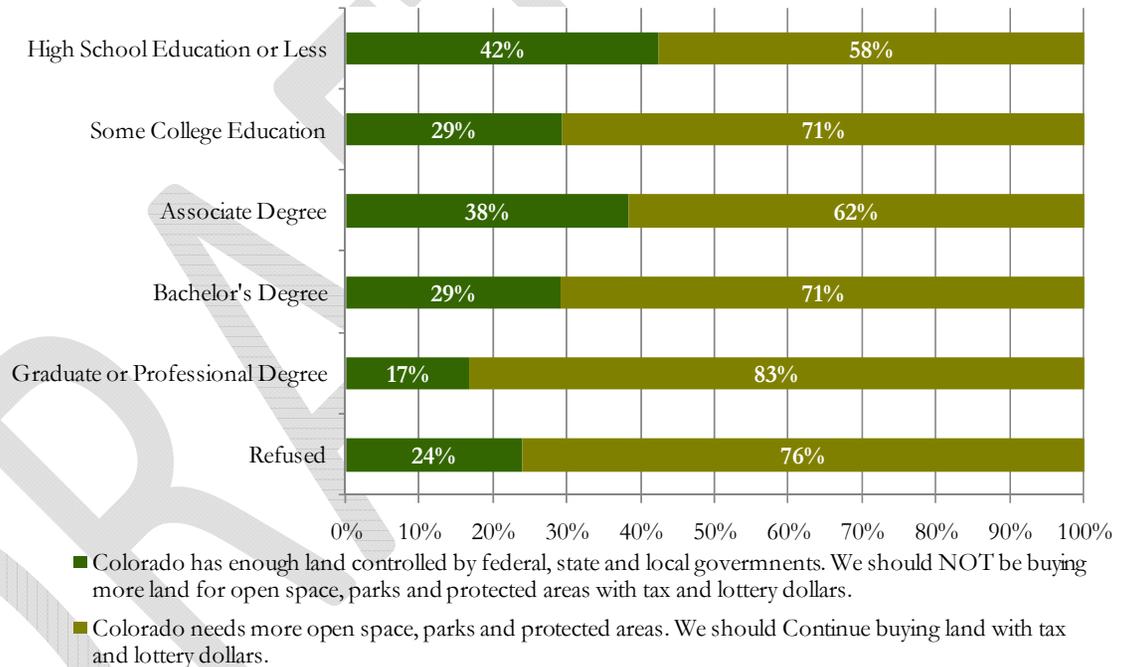
**RESPONDENTS HOLDING
ADVANCED DEGREES WERE
MOST LIKELY TO FEEL
COLORADO NEEDS MORE
OPEN SPACE**

The vast majority of respondents with graduate or professional degrees (83 percent) felt that Colorado needs more open space, parks, and protected areas.

Similar to the results presented in *Exhibit 4-10*, however, there is no clear linear relationship between education and preference. Even so, those with only a high school education or less were the least likely to feel more open space was needed (58 percent).

**Exhibit 4-13
Resource Stewardship**

(Question 27) Which of the following statements best describes your opinion regarding land purchasing within the State of Colorado?



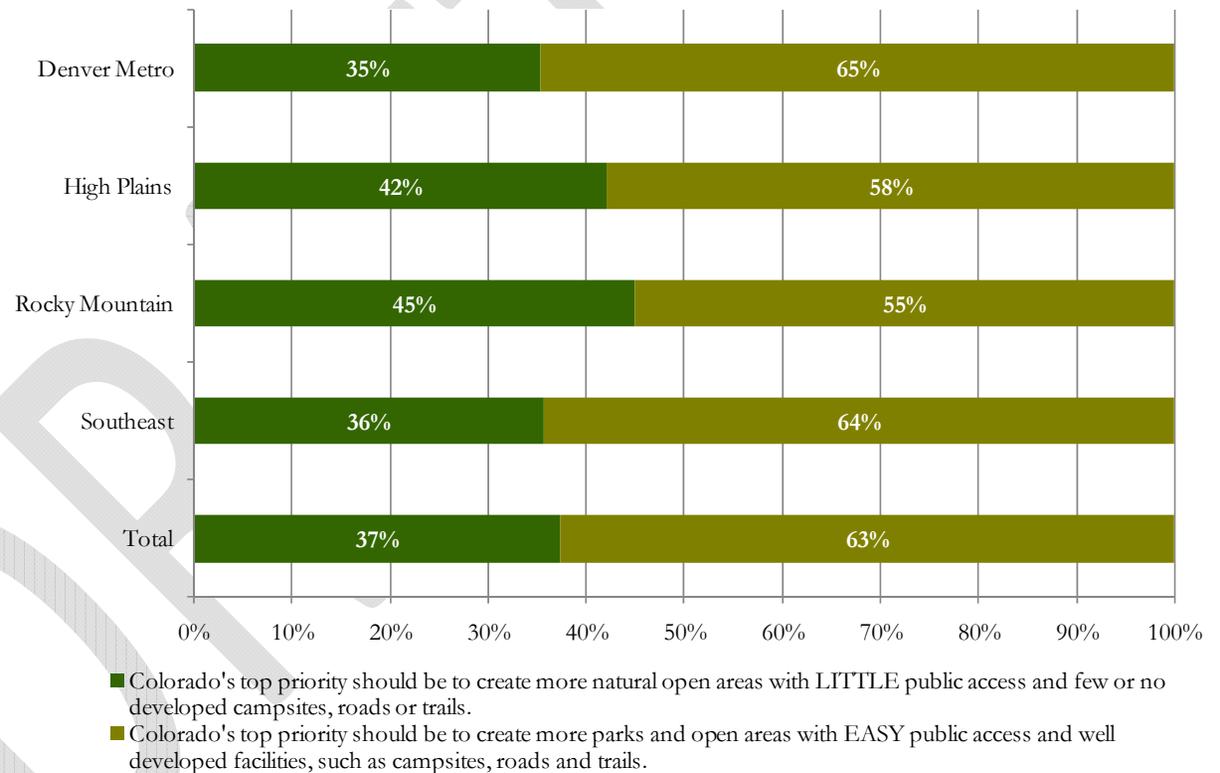
MOST RESPONDENTS FEEL THAT DEVELOPING MORE PARKS WITH PUBLIC ACCESS SHOULD BE THE PRIORITY

Nearly two-thirds of respondents (63 percent) felt that Colorado’s top priority should be developing parks with public access rather than natural open areas with little public access.

However, respondents from the High Plains and Rocky Mountain regions were somewhat less likely to have this preference than respondents from the Denver Metro and Southeast regions. Only 55-58 percent felt that parks with public access should be the priority in the former two regions, compared to 64-65 percent in the latter two.

**Exhibit 4-14
Resource Stewardship**

(Question 28) Which of the following statements best describes your opinion regarding public access within the State of Colorado?



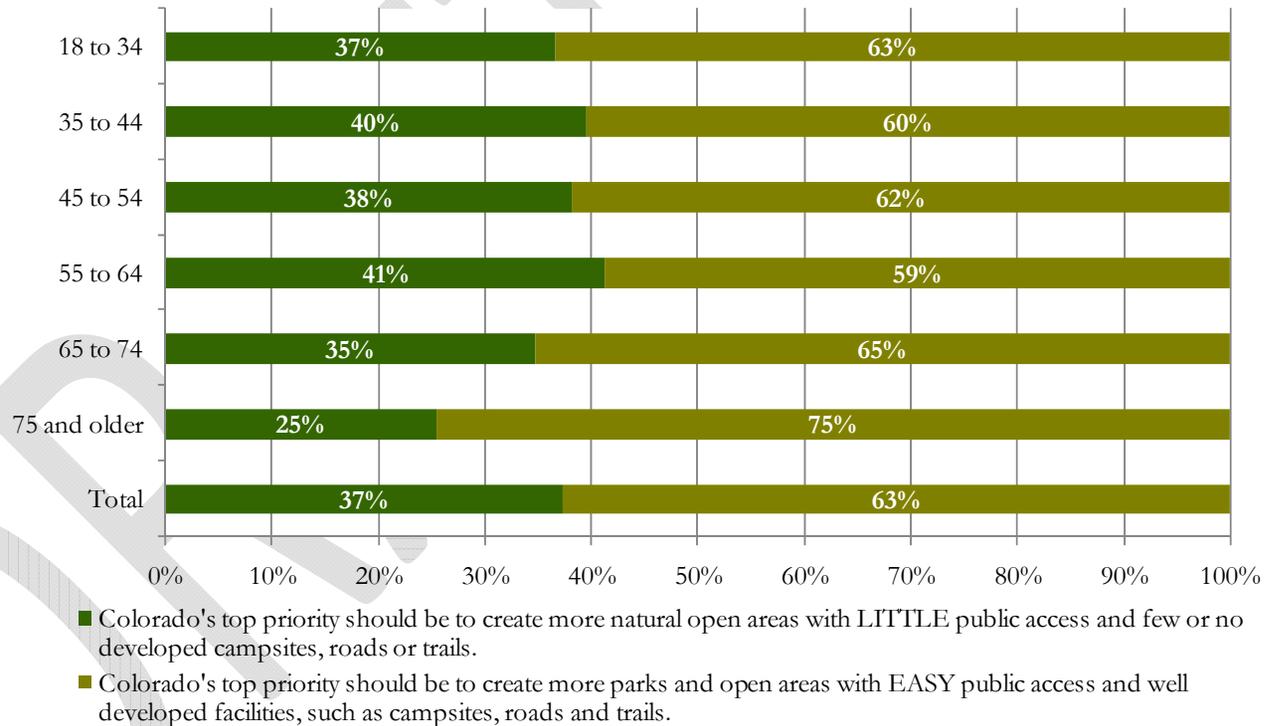
OLDER RESPONDENTS ARE MORE LIKELY TO PREFER PARKS WITH PUBLIC ACCESS

As has been seen in previous exhibits, age does not seem to be a significant driver of opinions regarding natural issues except for among respondents age 65 and older.

In this case, older respondents, especially those age 75 or older, were much more likely to feel Colorado's top priority should be developing more open areas with easy public access compared to those in the younger age ranges.

**Exhibit 4-15
Resource Stewardship**

(Question 28) Which of the following statements best describes your opinion regarding public access within the State of Colorado?



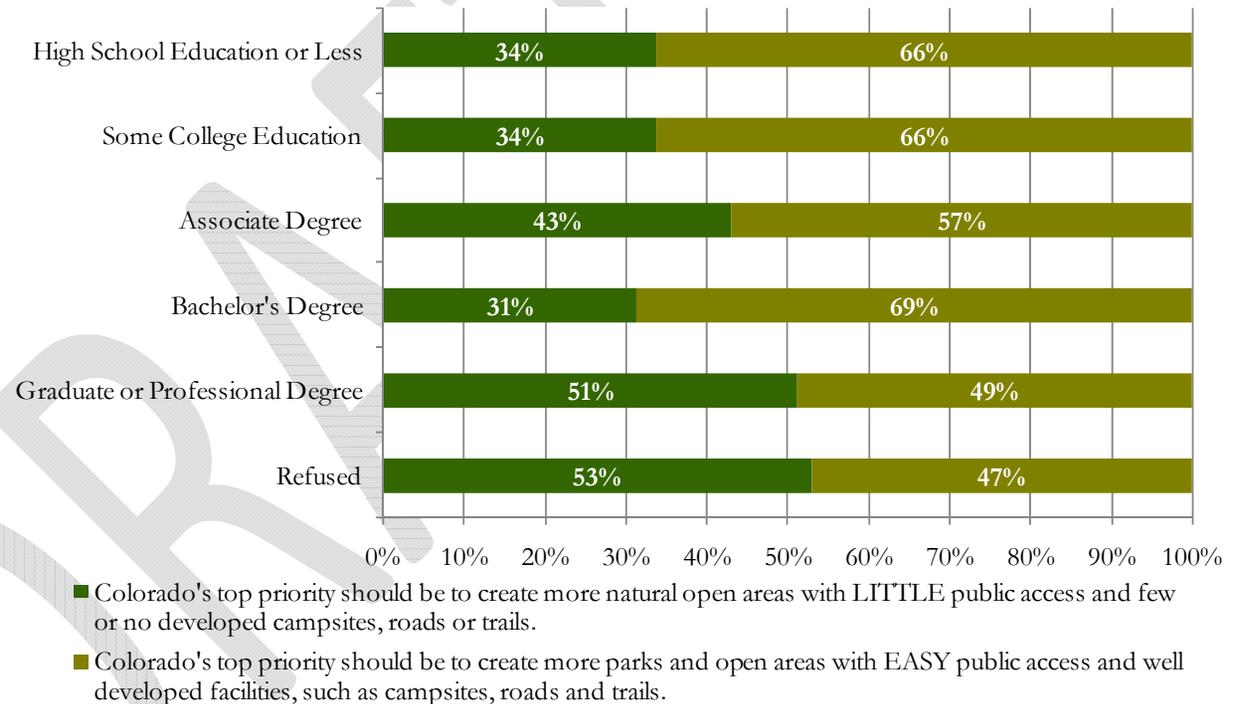
**RESPONDENTS WITH
ADVANCED DEGREES ARE
MORE LIKELY THAN OTHERS
TO PREFER NATURAL OPEN
AREAS**

Slightly more than half of respondents with a graduate or professional degree (51 percent) felt that the top priority should be the development of natural open areas as opposed to open areas with public access. This is the only group of respondents based on education in which the majority held this view.

By contrast, two-thirds of respondents with a bachelor's degree, some college education but no degree, or a high school education or less felt that the top priority should be the development of open areas with public access (66-69 percent).

**Exhibit 4-16
Resource Stewardship**

(Question 28) Which of the following statements best describes your opinion regarding public access within the State of Colorado?



NEARLY ALL RESPONDENTS FEEL THAT VISITORS SHOULD HELP TO MAINTAIN NATURAL RESOURCES

The vast majority of respondents (98 percent) agreed that park visitors should play a role in maintaining natural resources to protect natural resources in parks. Three in four (76 percent) also agreed that they would support slightly higher fees to help deal with natural resource issues. Finally, about two-thirds (68 percent) agreed that they would be willing to volunteer to help protect natural resources.

Interest in receiving information about natural resource issues was strong. Seven in ten (70 percent) were interested in learning more about natural resource issues, 48 percent were interested in receiving communications about those issues, and 45 percent would be interested in taking classes to learn about those issues.

Readers should be cautioned, however, that respondents commonly overstate their true intentions in questions of this type on telephone surveys.

**Exhibit 4-17
Resource Stewardship**

(Question 29) I'm going to read a few descriptions regarding your attitude toward natural resource stewardship in the State Parks. For each description, please indicate whether you agree or disagree that the description represents your attitude towards natural resource stewardship in the State Parks.

Park visitors should play a role in helping to maintain natural resources in the state parks by picking up trash, knowing how to help protect the resources, etc.

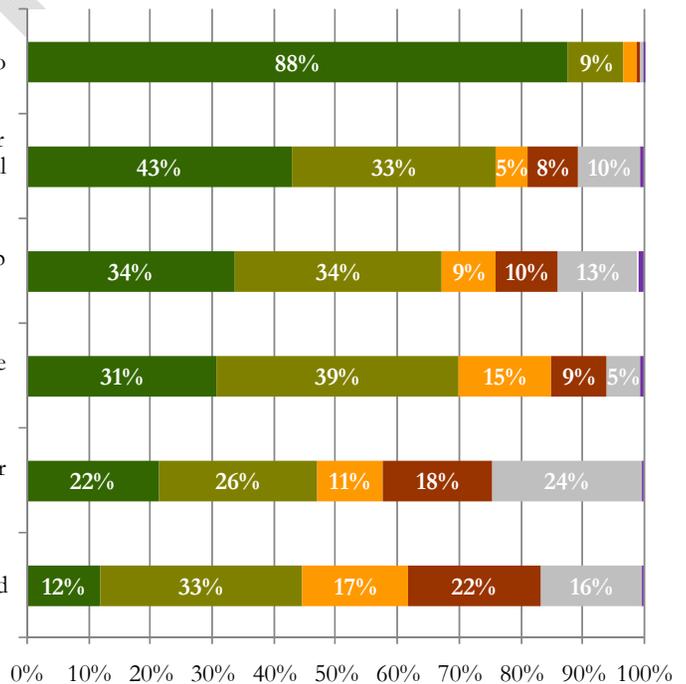
I would support slightly higher fees (perhaps a \$1 per vist) for state park entrance so that the State can hire more staff to deal with natural resource issues in the parks.

I would be willing to plan to volunteer one day a year to help protect and preserve natural resources.

I would like to learn more about what natural resource issues are important on public lands in Colorado.

I would be interested in receiving emails, brochures or other materials explaining important natural resource issues.

I would like to participate in classes to learn more about protecting and preserving natural resources, and solutions and actions people can take.



■ Strongly Agree
 ■ Somewhat Agree
 ■ Neither Agree nor Disagree
■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know

RESIDENTS IN THE DENVER METRO AND THE SOUTHEAST ARE MORE WILLING TO SUPPORT EFFORTS THROUGH INCREASED FEES

A strong majority of residents in each of the regions were willing to support natural resource issues through higher fees for park entrance. However, residents in the Denver Metro and Southeast regions were much more likely to support such fees (77-88 percent) than residents in the High Plains or Rocky Mountain regions (67-68 percent).

Support for volunteering to help preserve natural resources was also higher in the Southeast region (74 percent) than it was in the other regions, especially the High Plains region, where only 58 percent agreed with the statement.

**Exhibit 4-18
Resource Stewardship**

(Question 29) I'm going to read a few descriptions regarding your attitude toward natural resource stewardship in the State Parks. For each description, please indicate whether you agree or disagree that the description represents your attitude towards natural resource stewardship in the State Parks.

	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
Park visitors should play a role in helping to maintain natural resources in the state parks by picking up trash, knowing how to help protect the resources, etc.	96%	98%	98%	97%	97%
I would support slightly higher fees (perhaps a \$1 per visit) for state park entrance so that the State can hire more staff to deal with natural resource issues in the parks.	80%	67%	68%	77%	76%
I would like to learn more about what natural resource issues are important on public lands in Colorado.	71%	68%	68%	70%	70%
I would be willing to plan to volunteer one day a year to help protect and preserve natural resources.	67%	58%	68%	74%	67%
I would be interested in receiving emails, brochures or other materials explaining important natural resource issues.	50%	46%	40%	43%	47%
I would like to participate in classes to learn more about protecting and preserving natural resources, and solutions and actions people can take.	44%	44%	41%	48%	45%

This exhibit shows the total percentage from each group that either “strongly agreed” or “somewhat agreed” to each statement.

**RESPONDENTS AGE 35 TO 44
ARE GENERALLY THE MOST
WILLING TO MAKE A
PERSONAL EFFORT TO HELP
WITH NATURAL RESOURCE
ISSUES**

With the exception of supporting higher fees, respondents in the 35 to 44 age range were the most likely to agree to each statement, including willingness to volunteer (79 percent), eagerness to learn more about issues (77 percent), interest in receiving information (51 percent), and interest in participating in classes (50 percent).

On the other hand, older respondents (75 and older) were once again the least likely to be interested in these issues of all of the age ranges studied.

**Exhibit 4-19
Resource Stewardship**

(Question 29) I'm going to read a few descriptions regarding your attitude toward natural resource stewardship in the State Parks. For each description, please indicate whether you agree or disagree that the description represents your attitude towards natural resource stewardship in the State Parks.

	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	Total
Park visitors should play a role in helping to maintain natural resources in the state parks by picking up trash, knowing how to help protect the resources, etc.	94%	99%	97%	100%	96%	95%	97%
I would support slightly higher fees (perhaps a \$1 per visit) for state park entrance so that the State can hire more staff to deal with natural resource issues in the parks.	81%	72%	79%	78%	64%	74%	76%
I would like to learn more about what natural resource issues are important on public lands in Colorado.	66%	77%	73%	74%	57%	59%	70%
I would be willing to plan to volunteer one day a year to help protect and preserve natural resources.	66%	79%	67%	70%	45%	46%	67%
I would be interested in receiving emails, brochures or other materials explaining important natural resource issues.	49%	51%	50%	48%	30%	31%	47%
I would like to participate in classes to learn more about protecting and preserving natural resources, and solutions and actions people can take.	49%	50%	48%	37%	25%	32%	45%

This exhibit shows the total percentage from each group that either “strongly agreed” or “somewhat agreed” to each statement.

**ADVANCED DEGREE
HOLDERS ARE THE MOST
LIKELY TO BE INTERESTED
IN NATURAL RESOURCE
ISSUES**

There are only minor differences in opinions between respondents from the various education categories. However, as has been seen previously, those with advanced degrees were more likely than others to be interested in taking personal steps to address natural resource issues in nearly every statement.

On the other hand, those holding associate's degrees were less likely than other groups support efforts through higher fees, volunteering, or learning about natural resource issues.

In the big picture, though, it should be noted that differences by education level are relatively small and inconsequential.

**Exhibit 4-20
Resource Stewardship**

(Question 29) I'm going to read a few descriptions regarding your attitude toward natural resource stewardship in the State Parks. Please indicate whether you agree or disagree that the description represents your attitude towards natural resource stewardship in the State Parks.

	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Refused	Total
Park visitors should play a role in helping to maintain natural resources in the state parks by picking up trash, knowing how to help protect the resources, etc.	93%	97%	95%	98%	99%	84%	97%
I would support slightly higher fees (perhaps a \$1 per visit) for state park entrance so that the State can hire more staff to deal with natural resource issues in the parks.	79%	68%	67%	82%	77%	69%	76%
I would like to learn more about what natural resource issues are important on public lands in Colorado.	72%	71%	65%	64%	79%	53%	70%
I would be willing to plan to volunteer one day a year to help protect and preserve natural resources.	64%	64%	59%	67%	78%	37%	67%
I would be interested in receiving emails, brochures or other materials explaining important natural resource issues.	47%	46%	44%	47%	50%	21%	47%
I would like to participate in classes to learn more about protecting and preserving natural resources, and solutions and actions people can take.	50%	42%	40%	44%	46%	21%	45%

This exhibit shows the total percentage from each group that either "strongly agreed" or "somewhat agreed" to each statement.

SECTION 5: DEMOGRAPHICS

In Section 5, respondents were asked a number of demographic questions. These questions included gender, marital status, and the number of children living in respondents' households, education level, ethnicity and total household income.

NOTE: All of the following demographic analyses are shown without statistical weightings. This is to show the true values for each of the demographic categories as the data was collected. Statistical weightings, as previously detailed, were applied to all other responses in order to most accurately depict the survey population.

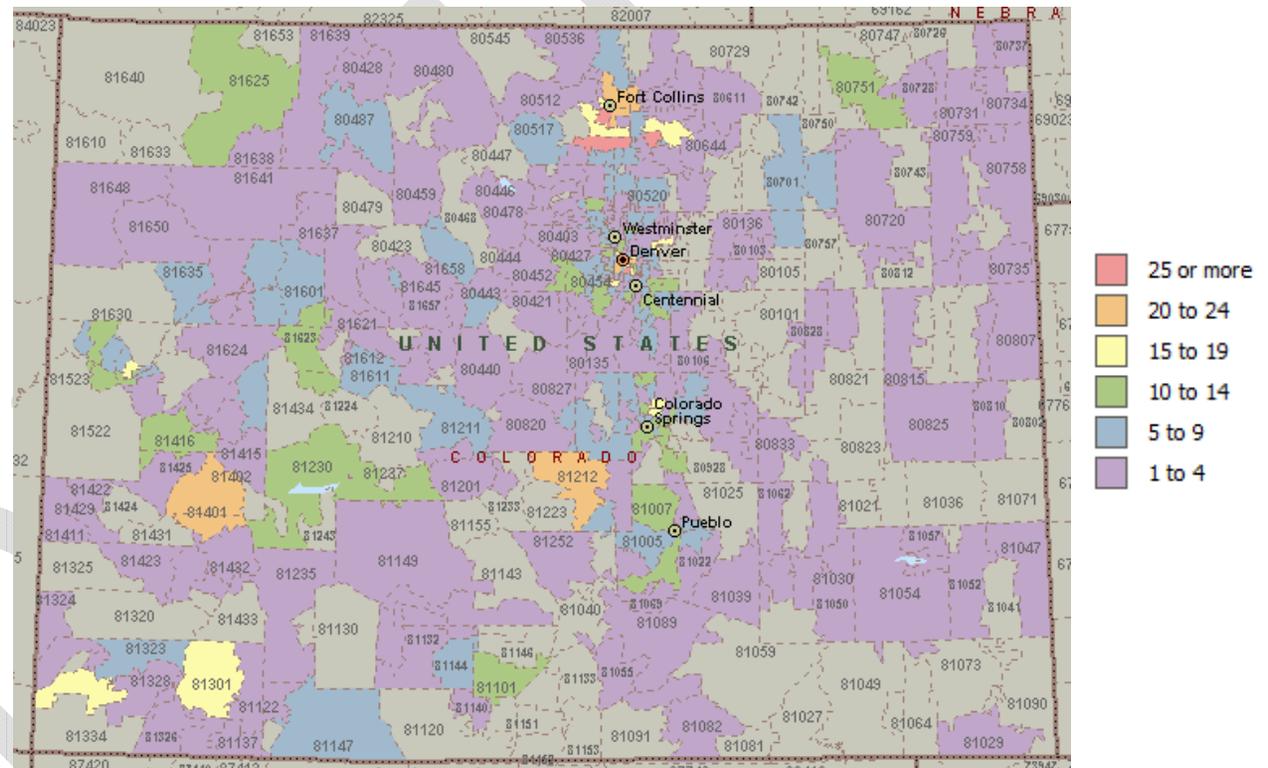
RESPONDENTS CAME FROM A VARIETY OF LOCATIONS AROUND THE STATE

One goal of this research was to ensure that opinions were heard from individuals from a wide variety of locations across the state. As shown in the map, at least one respondent was surveyed from over half of the zip codes in the state, indicating that a reasonable level of geographic coverage was achieved.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-1
Demographics**

(Question 30) What is your home zip code?



**SLIGHTLY MORE
RESPONDENTS WERE FEMALE
THAN MALE**

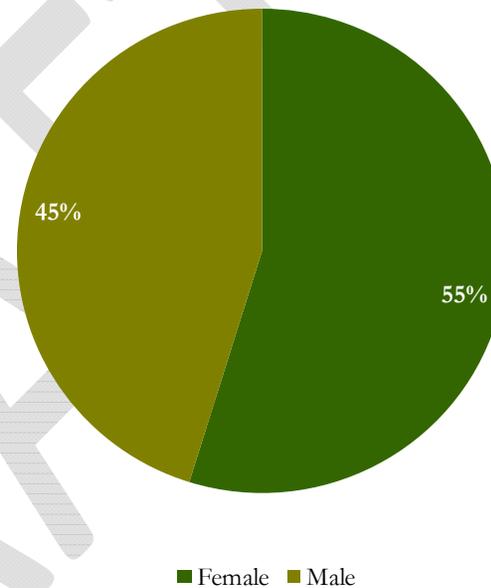
Women are often more likely to participate in surveys than men, so it is fairly typical to have an uneven distribution in surveys of this type. For that reason, a quota of no more than 55 percent female respondents was enforced during the fielding of the survey, resulting in the distribution shown here.

As described in the introduction to this report, responses to questions were statistically weighted in order to ensure that men and women were represented equally in the results presented previously in this report.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-2
Demographics**

(Question 31) Gender (of the person answering the survey):



MOST RESPONDENTS WERE MARRIED

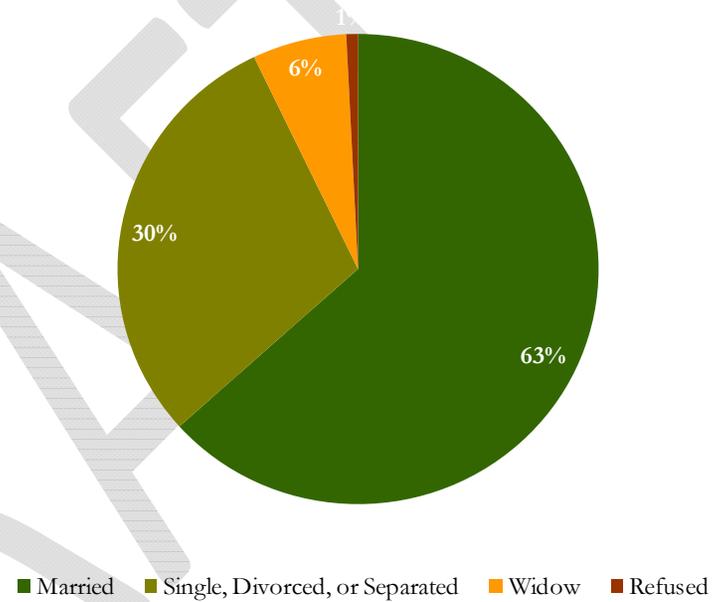
Nearly two-thirds of survey respondents (63 percent) were married, while 30 percent were single, divorced, or separated and 6 percent were widowed.

This marriage rate is slightly higher than that expected of the total population, where approximately 50 percent of households are married-couple families.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-3
Demographics**

(Question 32) What is your marital status?



A SMALL PORTION OF UNMARRIED RESPONDENTS LIVED WITH A PARTNER OR SIGNIFICANT OTHER

Among respondents who were not married, 14 percent were living with a partner or significant other, compared to 83 percent who were not.

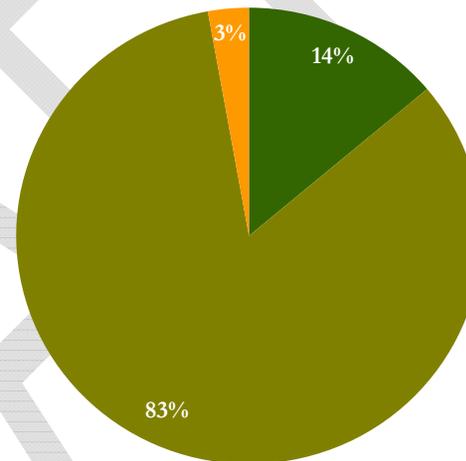
Combining this with the previous exhibit, a total of 67 percent of respondents were living with a spouse, partner, or significant other.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-4
Demographics**

(Question 33) Do you live with a partner or significant other?

[This question was only asked to respondents who indicated they were not married]



■ Yes ■ No ■ Refused

N = 706

ONE-THIRD OF RESPONDENTS HAD AT LEAST ONE CHILD IN THEIR HOUSEHOLD

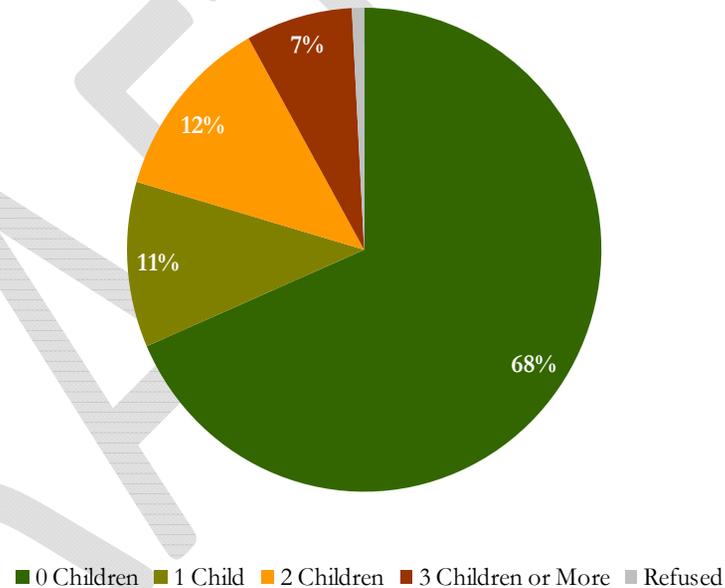
A total of 31 percent of respondents had at least one child under the age of 18 living in their household, while 68 percent had no children living in their household.

This is very close to the percentage of households in the total population with children – 31 percent.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-5
Demographics**

(Question 34) How many children under the age of 18 are living in your household?



**OVER HALF OF SURVEY
RESPONDENTS HAD SOME
TYPE OF COLLEGE DEGREE**

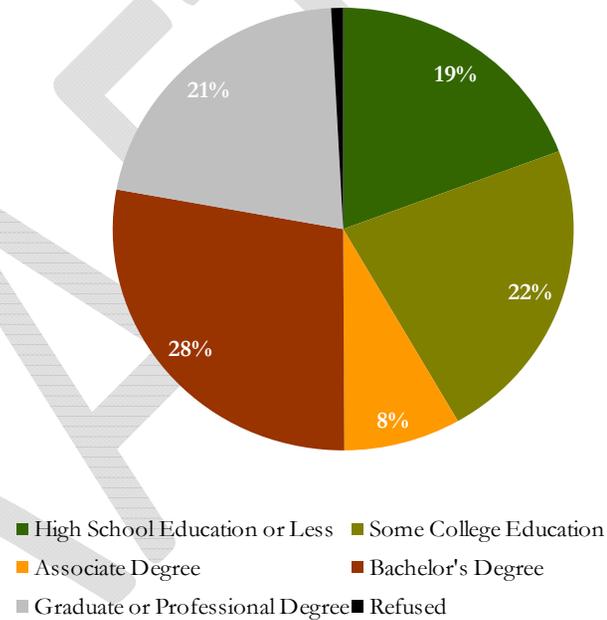
A total of 57 percent of respondents had an associate's degree or higher, and the majority of those (49 percent) had a bachelor's degree or higher.

Only one in five respondents (19 percent) had only a high school education or less.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-6
Demographics**

(Question 35) What is the highest level of education you have attained?



WHITES WERE SOMEWHAT OVERREPRESENTED AMONG SURVEY RESPONDENTS

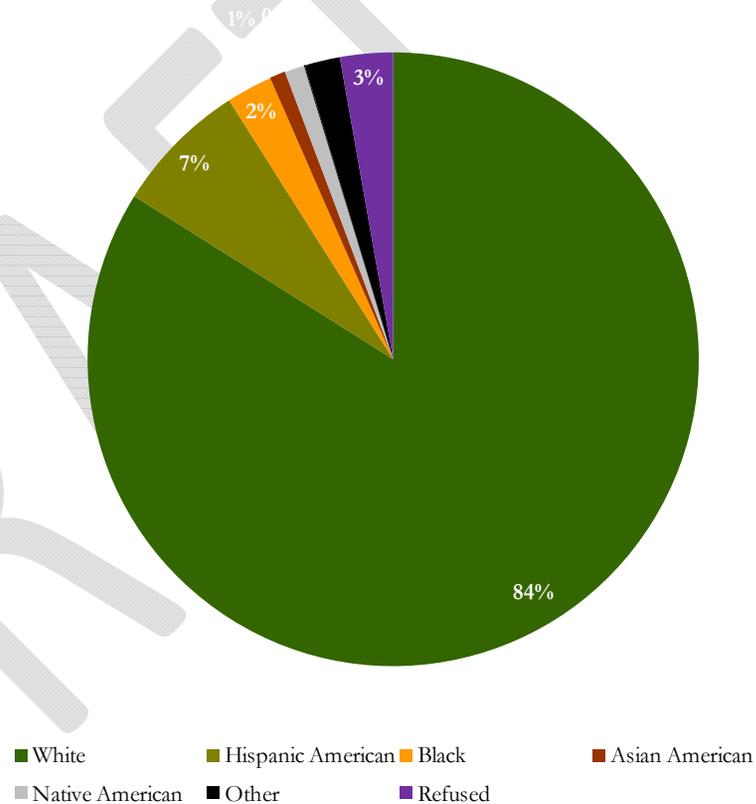
Eighty-four (84) percent of survey respondents were white, while the remaining respondents were divided among Hispanic Americans (7 percent), Blacks (2 percent), Asian Americans (1 percent), and Native Americans (1 percent).

According to U.S. Census estimates, approximately 20 percent of Colorado residents are Hispanic, though readers should note that some Hispanic respondents may have considered themselves to be “white” for the purposes of this question.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-7
Demographics**

(Question 36) What is your ethnic or racial heritage?



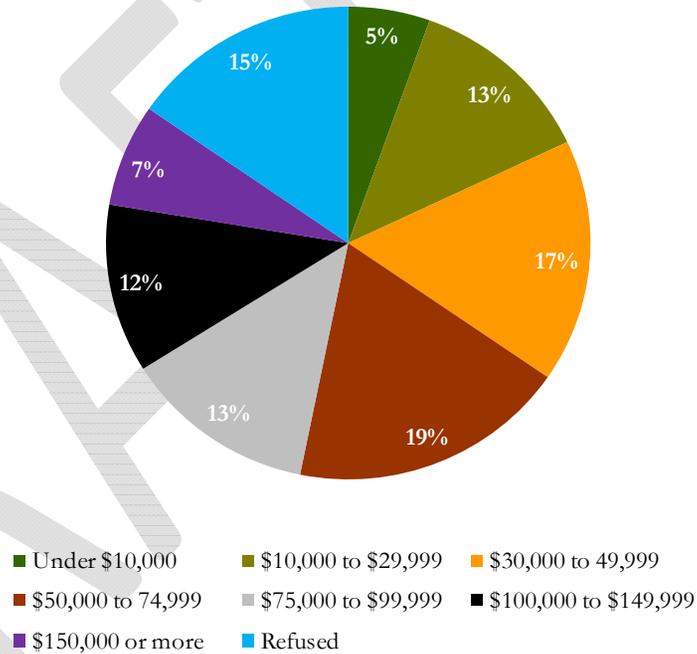
RESPONDENTS HAD A WIDE RANGE OF HOUSEHOLD INCOMES

Respondents represented a wide variety of household income levels. Approximately one-third (35 percent) of respondents had household incomes of less than \$50,000, while another 50 percent had income levels of \$50,000 or higher.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-8
Demographics**

(Question 37) What is your total household income before taxes last year?



RESPONDENTS CAME FROM ALL AGE GROUPS

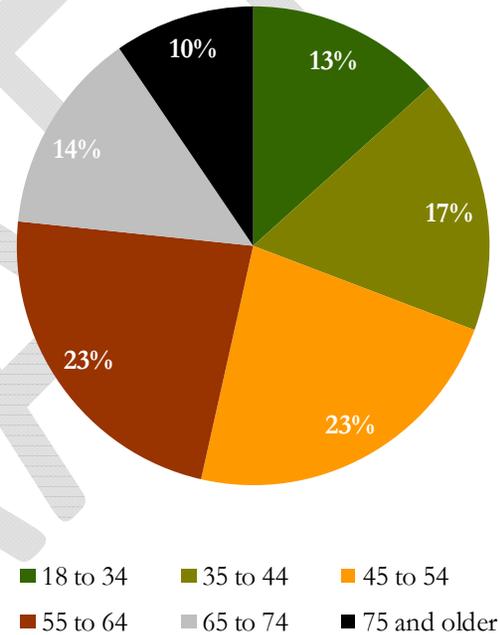
Approximately one-third of respondents (30 percent) were under age 45, while nearly half (46 percent) were between ages 45 and 64. Finally, slightly less than one-fourth (24 percent) were age 65 or older.

As described in the introduction to this report, responses to questions in the previous sections were weighted in order to ensure that respondents from the various ages are represented according to their true presence in the total population.

Each survey was weighted by age, gender, and geographic region to ensure that those variables match state totals, thereby correcting certain response and/or sampling biases in the survey execution. Correcting for these three factors also tends to partially correct other biases that might occur.

**Exhibit 5-9
Demographics**

(Eligibility / Age Question) First, I need to verify that you're eligible for the survey. In what year were you born?



PART TWO: DETAILED MARKET SEGMENTS

PART TWO INTRODUCTION

In this section of the report, public survey data was analyzed based on how respondents were categorized from their recreation participation frequency (frequent vs. infrequent), whether they have visited a Colorado State Park in the last two years (users vs. non-users), and overall awareness levels of Colorado State Parks (high awareness vs. low awareness). **NOTE:** Key findings for the detailed market segments are provided at the beginning of this report.

Prior to the collection of the public survey data, Corona Research designed a hypothetical behaviors and awareness model for possible market segments of Colorado State Parks. This model had four essential elements, which included: participation in recreation activities; interest in recreation activities; Awareness of Colorado State Parks; and Use of Colorado State Parks. Below, the model is detailed to show all hypothetical market segments created in the model.

		Awareness of Parks		
		Low	High	
			Use of Parks	
			Low	High
Participate in Activities	Interest in Activities			
No	No	Segment 1	Segment 5	Segment 9
	Yes	Segment 2	Segment 6	Segment 10
Infrequent		Segment 3	Segment 7	Segment 11
Frequent		Segment 4	Segment 8	Segment 12

During the development of the hypothetical segmentation model, differences and possible strategies for increasing visitation to Colorado State Parks were brainstormed for each market segment. These different potential strategies for each of the 12 hypothetical market segments are detailed below:

		Awareness of Parks		
		Low	High	
		Use of Parks		
Participate in Activities (Passive, Active)	Interest in Activities		Low	High
No	No	General awareness, passive benefits, general activities	Promote activities, passive benefits, training	Variety of parks (Probably not a legitimate segment.)
	Yes	General awareness, training, logistics?	Training, Logistics	Training (May not be a legitimate segment.)
Infrequent		Parks as activity venue, passive benefits, variety of parks	Promote increasing activities, logistics, passive benefits, competitive issues	Promote increasing activities. (May not be a legitimate segment.)
Frequent		Promote parks as activity venue, passive benefits, variety of parks	Logistics, passive benefits, competitive issues	Promote variety of parks

During the development of the hypothetical market segmentation model, it was predicted that a number of “potential” segments were only hypothetical in nature, and would not be supported by survey data. After the collection and analysis of the public survey data, basically half of the hypothetical market segments were not supported by data. In total, 6 market segments were found to exist for Colorado residents regarding Colorado State Parks markets (of the six, four main markets were discovered that comprise 95 percent of the population). After the survey data was analyzed, the market segmentation model and the correlating size of each market segments took shape. The revised model is presented below, along with the proportion of the population that fit within each segment.

		Awareness of Parks		
		Low	High	
		Use of Parks		
Participate in Activities	Interest in Activities		Low	High
No	No	1%		
	Yes			
Infrequent		23%	2%	13%
Frequent		26%	2%	33%

Below, we present a detailed set of definitions of the different market segments analyzed in Part Two. After these descriptions of the different market segments, the reader is presented with charts detailing each question (and question segments, when there are multiple segments to a question), broken out according to the main market segments.

CATEGORIZATION DEFINITIONS

The following definitions were used to categorize respondents into each of the six final market segments used in this section.

Participant

- Respondents were either categorized as a participant or “other” respondents.
- Almost all survey respondents were categorized as participants, because they said they had participated in at least one activity (all activities except for the walking category were used for categorization purposes).
- Only 18 respondents were not labeled as participants, and were grouped together into one “All Other” segment.

Activity Frequency

- If respondents indicated that they participated in “Less than 100 activities per year”, they were categorized as infrequent participants.
- If respondents participated in more than 100 activities per year, they were categorized as frequent participants.

State Park User

- If respondents indicated they’d been to a CO state park in the past 2 years, and were able to name the state park they had visited, they were categorized as State Parks Users. Non-users were respondents who indicated that they had not been to a Colorado State Park in the past two years, or who did indicate they had been to a Colorado State Park, but could not name the park (or named an outdoor area that is not a Colorado State Park (i.e., Rocky Mountain Park).

State Park Awareness

- If a respondent could name 1 state park, they were categorized as having “high” awareness.
- If a respondent could not name 1 state park, they were categorized as having “low” awareness.

COLORADO STATE PARKS MARKET SEGMENT GROUPS

The following market segment groups are detailed throughout the remainder of this section. Descriptions of each group are provided below:

1. **AA Non-Users (2 percent of Market).** This group includes respondents who were active (participated in over 100 recreation activities per year), aware of Colorado State Parks (could correctly name at least one state park), and did not use Colorado State Parks (had not visited a Colorado State Park within the last two years). This group made up only 2 percent of the total market.
2. **AA Users (33 percent of Market).** This segment includes respondents who were active (participated in over 100 recreation activities per year), aware of Colorado State Parks (could correctly name at least one state park), and who were users of Colorado State Parks (had visited a Colorado State Park within the last two years). This group made up 33 percent of the total market.
3. **AL Non-users (26 percent of Market).** This segment includes respondents who were active (participated in over 100 recreation activities per year), had low awareness of Colorado State Parks (could not correctly name at least one state park), and who did not use Colorado State Parks (had not visited a Colorado State Park within the last two years). This group made up 26 percent of the total market.
4. **IA Non-users (2 percent of Market).** This segment includes respondents who were categorized as infrequent recreation participants (participated in less than 100 recreation activities per year), were aware of Colorado State Parks (could correctly name at least one state park), and who did not use Colorado State Parks (had not visited a Colorado State Park within the last two years). This group made up only 2 percent of the total market.
5. **IA Users (13 percent of Market).** This segment includes respondents who were categorized as infrequent recreation participants (participated in less than 100 recreation activities per year), were aware of Colorado State Parks (could correctly name at least one state park), and who were users of Colorado State Parks (had visited a Colorado State Park within the last two years). This group made up 13 percent of the total market.
6. **IL Non-Users (23 percent of Market).** This segment includes respondents who were categorized as infrequent recreation participants (participated in less than 100 recreation activities per year), had low awareness of Colorado State Parks (could not correctly name at least one state park), and who did not use Colorado State Parks (had not visited a Colorado State Park within the last two years). This group made up 23 percent of the total market.
7. **Other (1 percent of market).** These were respondents who indicated that they did not participate in any recreation activities over the past two years. Only 18 participants in this category.

SECTION 6: DETAILED MARKET SEGMENTS FINDINGS

In Section 6, detailed charts for each question (and questions segments when applicable) are provided. Each chart details the proportion of responses for the question for each of the previously defined market segments.

No descriptions are presented with the following market segment charts. Particularly interesting and pertinent findings for Part 2 are highlighted in the key findings section (at the beginning of the report).

DRAFT

QUESTION 2: FIRST I'M GOING TO READ A LIST OF CLASSIC OUTDOOR ACTIVITIES. AS I READ THE FOLLOWING OUTDOOR ACTIVITIES, PLEASE TELL ME IF YOU HAVE TAKEN PART IN THE ACTIVITY DURING THE PAST TWO YEARS.

Question 2A: BMX bike riding				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	3%	97%	0%	100%
AA Users (33% of Market)	7%	88%	5%	100%
AL Non-Users (26% of Market)	15%	81%	4%	100%
IA Non-Users (2% of Market)	0%	99%	1%	100%
IA Users (13% of Market)	2%	97%	1%	100%
IL Non-Users (23% of Market)	6%	87%	7%	100%
Other (1% of Market)	0%	100%	0%	100%
Total	8%	88%	5%	100%

Question 2B: Road bicycling or mountain biking				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	46%	50%	4%	100%
AA Users (33% of Market)	69%	26%	5%	100%
AL Non-Users (26% of Market)	59%	31%	9%	100%
IA Non-Users (2% of Market)	24%	74%	2%	100%
IA Users (13% of Market)	43%	44%	13%	100%
IL Non-Users (23% of Market)	34%	54%	12%	100%
Other (1% of Market)	0%	91%	9%	100%
Total	53%	38%	9%	100%

Question 2C: Hunting

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	16%	78%	6%	100%
AA Users (33% of Market)	28%	67%	5%	100%
AL Non-Users (26% of Market)	20%	76%	4%	100%
IA Non-Users (2% of Market)	10%	84%	6%	100%
IA Users (13% of Market)	16%	76%	9%	100%
IL Non-Users (23% of Market)	8%	83%	9%	100%
Other (1% of Market)	0%	94%	6%	100%
Total	19%	75%	6%	100%

Question 2D: Swimming

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	59%	36%	5%	100%
AA Users (33% of Market)	83%	15%	3%	100%
AL Non-Users (26% of Market)	78%	15%	7%	100%
IA Non-Users (2% of Market)	28%	53%	19%	100%
IA Users (13% of Market)	72%	24%	4%	100%
IL Non-Users (23% of Market)	52%	36%	12%	100%
Other (1% of Market)	0%	90%	10%	100%
Total	71%	23%	7%	100%

Question 2E: Fishing

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	36%	42%	22%	100%
AA Users (33% of Market)	69%	24%	7%	100%
AL Non-Users (26% of Market)	56%	34%	10%	100%
IA Non-Users (2% of Market)	18%	56%	26%	100%
IA Users (13% of Market)	48%	37%	15%	100%
IL Non-Users (23% of Market)	35%	49%	16%	100%
Other (1% of Market)	0%	91%	9%	100%
Total	53%	36%	12%	100%

Question 2F: Backpacking

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	28%	67%	5%	100%
AA Users (33% of Market)	54%	34%	11%	100%
AL Non-Users (26% of Market)	44%	45%	11%	100%
IA Non-Users (2% of Market)	5%	80%	15%	100%
IA Users (13% of Market)	27%	63%	11%	100%
IL Non-Users (23% of Market)	16%	67%	16%	100%
Other (1% of Market)	0%	96%	4%	100%
Total	37%	50%	12%	100%

Question 2G: Walking, Jogging or Hiking

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	92%	4%	4%	100%
AA Users (33% of Market)	99%	1%	0%	100%
AL Non-Users (26% of Market)	95%	4%	1%	100%
IA Non-Users (2% of Market)	83%	7%	11%	100%
IA Users (13% of Market)	96%	3%	1%	100%
IL Non-Users (23% of Market)	89%	9%	1%	100%
Other (1% of Market)	41%	50%	9%	100%
Total	94%	5%	1%	100%

Question 2H: Climbing

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	18%	79%	2%	100%
AA Users (33% of Market)	33%	57%	10%	100%
AL Non-Users (26% of Market)	28%	58%	14%	100%
IA Non-Users (2% of Market)	2%	90%	7%	100%
IA Users (13% of Market)	11%	80%	10%	100%
IL Non-Users (23% of Market)	8%	82%	9%	100%
Other (1% of Market)	0%	100%	0%	100%
Total	22%	67%	10%	100%

Question 2I: Horseback riding				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	21%	57%	23%	100%
AA Users (33% of Market)	34%	45%	21%	100%
AL Non-Users (26% of Market)	43%	40%	17%	100%
IA Non-Users (2% of Market)	17%	69%	14%	100%
IA Users (13% of Market)	26%	59%	15%	100%
IL Non-Users (23% of Market)	17%	62%	21%	100%
Other (1% of Market)	0%	91%	9%	100%
Total	31%	51%	19%	100%

Question 2J: Sailing, Canoeing, Kayaking or Rafting				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	23%	65%	12%	100%
AA Users (33% of Market)	49%	35%	16%	100%
AL Non-Users (26% of Market)	43%	38%	18%	100%
IA Non-Users (2% of Market)	15%	65%	20%	100%
IA Users (13% of Market)	31%	48%	21%	100%
IL Non-Users (23% of Market)	18%	60%	22%	100%
Other (1% of Market)	0%	100%	0%	100%
Total	36%	45%	19%	100%

Question 2K: Skateboarding				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	6%	93%	1%	100%
AA Users (33% of Market)	13%	86%	2%	100%
AL Non-Users (26% of Market)	14%	82%	4%	100%
IA Non-Users (2% of Market)	1%	99%	0%	100%
IA Users (13% of Market)	3%	96%	1%	100%
IL Non-Users (23% of Market)	5%	92%	3%	100%
Other (1% of Market)	0%	100%	0%	100%
Total	10%	88%	3%	100%

Question 2L: Cross-country skiing or snowshoeing				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	33%	47%	20%	100%
AA Users (33% of Market)	36%	45%	19%	100%
AL Non-Users (26% of Market)	36%	47%	17%	100%
IA Non-Users (2% of Market)	5%	80%	15%	100%
IA Users (13% of Market)	18%	62%	21%	100%
IL Non-Users (23% of Market)	9%	71%	20%	100%
Other (1% of Market)	0%	96%	4%	100%
Total	27%	55%	19%	100%

QUESTION 3: NOW I'M GOING TO READ A LIST OF RELAXATION OR LEARNING ACTIVITIES. AS I READ THE FOLLOWING OUTDOOR ACTIVITIES, PLEASE TELL ME IF YOU HAVE TAKEN PART IN THE ACTIVITY DURING THE PAST TWO YEARS.

Question 3A: Tent or car camping (not RV)				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	30%	42%	28%	100%
AA Users (33% of Market)	72%	26%	3%	100%
AL Non-Users (26% of Market)	54%	32%	14%	100%
IA Non-Users (2% of Market)	31%	60%	9%	100%
IA Users (13% of Market)	54%	40%	6%	100%
IL Non-Users (23% of Market)	29%	57%	14%	100%
Other (1% of Market)	0%	96%	4%	100%
Total	53%	38%	9%	100%

Question 3B: RV camping				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	23%	48%	29%	100%
AA Users (33% of Market)	39%	50%	11%	100%
AL Non-Users (26% of Market)	25%	59%	16%	100%
IA Non-Users (2% of Market)	15%	68%	17%	100%
IA Users (13% of Market)	24%	60%	16%	100%
IL Non-Users (23% of Market)	13%	70%	17%	100%
Other (1% of Market)	0%	100%	0%	100%
Total	26%	59%	15%	100%

Question 3C: Picnicking				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	64%	33%	3%	100%
AA Users (33% of Market)	90%	6%	4%	100%
AL Non-Users (26% of Market)	85%	9%	6%	100%
IA Non-Users (2% of Market)	54%	38%	8%	100%
IA Users (13% of Market)	80%	14%	7%	100%
IL Non-Users (23% of Market)	66%	24%	10%	100%
Other (1% of Market)	0%	77%	23%	100%
Total	80%	14%	6%	100%

Question 3D: Came to a park just to relax				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	69%	24%	7%	100%
AA Users (33% of Market)	86%	11%	3%	100%
AL Non-Users (26% of Market)	82%	14%	5%	100%
IA Non-Users (2% of Market)	64%	22%	14%	100%
IA Users (13% of Market)	71%	20%	9%	100%
IL Non-Users (23% of Market)	74%	19%	8%	100%
Other (1% of Market)	0%	75%	25%	100%
Total	79%	15%	6%	100%

Question 3E: Came to a park just to be with friends or family

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	76%	22%	2%	100%
AA Users (33% of Market)	91%	7%	2%	100%
AL Non-Users (26% of Market)	89%	7%	5%	100%
IA Non-Users (2% of Market)	82%	9%	8%	100%
IA Users (13% of Market)	86%	11%	3%	100%
IL Non-Users (23% of Market)	81%	14%	5%	100%
Other (1% of Market)	0%	84%	16%	100%
Total	86%	10%	4%	100%

Question 3F: Bird or wildlife watching

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	59%	41%	0%	100%
AA Users (33% of Market)	73%	21%	5%	100%
AL Non-Users (26% of Market)	59%	33%	8%	100%
IA Non-Users (2% of Market)	26%	57%	16%	100%
IA Users (13% of Market)	45%	46%	9%	100%
IL Non-Users (23% of Market)	29%	61%	10%	100%
Other (1% of Market)	0%	88%	12%	100%
Total	54%	38%	8%	100%

Question 3G: Photography				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	81%	17%	2%	100%
AA Users (33% of Market)	69%	23%	9%	100%
AL Non-Users (26% of Market)	64%	26%	10%	100%
IA Non-Users (2% of Market)	50%	43%	7%	100%
IA Users (13% of Market)	51%	39%	10%	100%
IL Non-Users (23% of Market)	35%	50%	15%	100%
Other (1% of Market)	0%	86%	14%	100%
Total	57%	33%	10%	100%

Question 3H: Sightseeing				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	86%	14%	0%	100%
AA Users (33% of Market)	95%	5%	1%	100%
AL Non-Users (26% of Market)	85%	9%	6%	100%
IA Non-Users (2% of Market)	73%	17%	10%	100%
IA Users (13% of Market)	84%	11%	6%	100%
IL Non-Users (23% of Market)	72%	21%	7%	100%
Other (1% of Market)	0%	68%	32%	100%
Total	84%	11%	4%	100%

QUESTION 4: NEXT, I'M GOING TO READ A LIST OF ACTIVITIES THAT INVOLVE MOTORIZED VEHICLES. AS I READ THE FOLLOWING OUTDOOR ACTIVITIES, PLEASE TELL ME IF YOU HAVE TAKEN PART IN THE ACTIVITY DURING THE PAST TWO YEARS.

Question 4A: Snowmobiling				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	31%	48%	21%	100%
AA Users (33% of Market)	18%	55%	27%	100%
AL Non-Users (26% of Market)	20%	52%	28%	100%
IA Non-Users (2% of Market)	2%	80%	19%	100%
IA Users (13% of Market)	14%	62%	24%	100%
IL Non-Users (23% of Market)	8%	67%	24%	100%
Other (1% of Market)	0%	94%	6%	100%
Total	16%	58%	26%	100%

Question 4B: Four-wheel driving, ATV, dirt biking, motorbike riding or similar motorized recreation				
Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	39%	58%	3%	100%
AA Users (33% of Market)	55%	39%	6%	100%
AL Non-Users (26% of Market)	45%	44%	10%	100%
IA Non-Users (2% of Market)	38%	57%	6%	100%
IA Users (13% of Market)	36%	53%	11%	100%
IL Non-Users (23% of Market)	28%	58%	14%	100%
Other (1% of Market)	0%	95%	5%	100%
Total	43%	48%	9%	100%

Question 4C: Water or jet skiing and power boating

Market Segments	Yes, I have	No, I haven't and don't want to	I haven't done it, but would like to	Total
AA Non-Users (2% of Market)	20%	52%	28%	100%
AA Users (33% of Market)	41%	43%	16%	100%
AL Non-Users (26% of Market)	40%	45%	16%	100%
IA Non-Users (2% of Market)	11%	84%	5%	100%
IA Users (13% of Market)	32%	58%	10%	100%
IL Non-Users (23% of Market)	14%	55%	31%	100%
Other (1% of Market)	0%	100%	0%	100%
Total	32%	49%	19%	100%

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QUESTION 5: ACCORDING TO YOUR BEST GUESS, HOW MANY DAYS IN THE PAST 12 MONTHS DID YOU PARTICIPATE IN ANY OF THE ACTIVITIES WE'VE TALKED ABOUT SO FAR?

	AA Non-Users (2% of Market)	AA Users (33% of Market)	AL Non-Users (26% of Market)	IA Non-Users (2% of Market)	IA Users (13% of Market)	IL Non-Users (23% of Market)	Other (1% of Market)	Total
BMX bike riding	0%	2%	8%	0%	0%	0%	0%	2%
Road bicycling or mountain biking	36%	40%	35%	7%	4%	11%	0%	27%
Hunting	6%	12%	9%	0%	2%	0%	0%	7%
Swimming	14%	43%	40%	6%	15%	12%	0%	30%
Fishing	12%	28%	22%	0%	9%	7%	0%	18%
Backpacking	12%	11%	12%	0%	0%	1%	0%	7%
Walking, Jogging, or Hiking	73%	84%	79%	48%	61%	62%	36%	73%
Climbing	0%	5%	7%	0%	0%	0%	0%	4%
Horseback Riding	9%	7%	9%	0%	3%	0%	0%	5%
Sailing, Canoeing, Kayaking or Rafting	4%	7%	7%	0%	0%	0%	0%	4%
Skateboarding	0%	5%	6%	0%	0%	0%	0%	3%
Cross-country Skiing or Snowshoeing	18%	8%	10%	0%	0%	1%	0%	6%
Tent or Car Camping (not RV)	11%	15%	15%	0%	2%	2%	0%	10%
RV Camping	8%	11%	7%	1%	3%	1%	0%	6%
Picnicking	24%	27%	21%	0%	2%	3%	0%	16%
Came to a park just to relax	38%	40%	36%	3%	10%	8%	0%	27%
Came to a park just to be with friends or family	27%	35%	37%	2%	15%	5%	0%	25%
Bird or Wildlife Watching	36%	37%	34%	4%	5%	3%	0%	23%
Photography	50%	44%	43%	4%	7%	8%	0%	30%
Sightseeing	29%	52%	48%	18%	10%	13%	0%	35%
Snowmobiling	5%	4%	6%	0%	0%	0%	0%	3%
Four-wheel driving, ATV, Dirt Biking, Motorbike Riding or Similar Motorized Recreation	25%	23%	21%	4%	3%	4%	0%	15%
Water or Jet Skiing and Power Boating	1%	11%	7%	0%	5%	0%	0%	6%

NOTE: The above data shows the percentage of respondents (by market segment) that indicated they participated in the recreational activity more than 12 days per year.

Question 5A: BMX bike riding

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	1%	0%	2%	0%	0%	0%	0%	97%	100%
AA Users (33% of Market)	1%	1%	4%	1%	0%	0%	0%	93%	100%
AL Non-Users (26% of Market)	1%	1%	5%	3%	2%	0%	2%	85%	100%
IA Non-Users (2% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
IA Users (13% of Market)	2%	0%	0%	0%	0%	0%	0%	98%	100%
IL Non-Users (23% of Market)	1%	3%	1%	0%	0%	0%	0%	94%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	1%	1%	3%	1%	0%	0%	1%	92%	100%

Question 5B: Road bicycling or mountain biking

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	5%	0%	6%	18%	3%	6%	9%	54%	100%
AA Users (33% of Market)	3%	2%	24%	12%	13%	9%	6%	31%	100%
AL Non-Users (26% of Market)	4%	2%	18%	10%	12%	6%	7%	41%	100%
IA Non-Users (2% of Market)	6%	1%	10%	5%	0%	2%	0%	76%	100%
IA Users (13% of Market)	3%	4%	32%	4%	0%	0%	0%	57%	100%
IL Non-Users (23% of Market)	3%	3%	17%	8%	3%	0%	0%	66%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	3%	2%	21%	9%	8%	5%	4%	47%	100%

Question 5C: Hunting									
Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	3%	3%	4%	2%	0%	2%	1%	84%	100%
AA Users (33% of Market)	0%	2%	13%	8%	4%	1%	0%	72%	100%
AL Non-Users (26% of Market)	3%	1%	7%	4%	3%	1%	1%	80%	100%
IA Non-Users (2% of Market)	3%	0%	6%	0%	0%	0%	0%	90%	100%
IA Users (13% of Market)	1%	3%	10%	2%	0%	0%	0%	84%	100%
IL Non-Users (23% of Market)	1%	1%	6%	0%	0%	0%	0%	92%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	1%	1%	9%	4%	2%	1%	0%	81%	100%

Question 5D: Swimming									
Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	4%	4%	36%	7%	2%	0%	4%	41%	100%
AA Users (33% of Market)	1%	2%	38%	19%	14%	7%	3%	17%	100%
AL Non-Users (26% of Market)	4%	3%	31%	16%	11%	4%	8%	22%	100%
IA Non-Users (2% of Market)	7%	4%	12%	3%	2%	0%	0%	72%	100%
IA Users (13% of Market)	3%	7%	47%	14%	1%	0%	0%	28%	100%
IL Non-Users (23% of Market)	3%	3%	34%	5%	6%	1%	0%	48%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	3%	3%	36%	14%	9%	4%	3%	29%	100%

Question 5E: Fishing									
Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	2%	0%	22%	8%	1%	0%	2%	64%	100%
AA Users (33% of Market)	3%	8%	31%	13%	8%	3%	3%	31%	100%
AL Non-Users (26% of Market)	2%	6%	27%	9%	7%	4%	2%	44%	100%
IA Non-Users (2% of Market)	1%	7%	10%	0%	0%	0%	0%	82%	100%
IA Users (13% of Market)	1%	6%	31%	8%	1%	0%	0%	52%	100%
IL Non-Users (23% of Market)	5%	8%	15%	5%	2%	0%	0%	65%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	3%	7%	25%	9%	5%	2%	2%	47%	100%

Question 5F: Backpacking									
Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	1%	0%	15%	4%	0%	1%	7%	72%	100%
AA Users (33% of Market)	2%	4%	36%	9%	2%	0%	0%	46%	100%
AL Non-Users (26% of Market)	5%	2%	25%	7%	3%	2%	1%	56%	100%
IA Non-Users (2% of Market)	0%	4%	1%	0%	0%	0%	0%	95%	100%
IA Users (13% of Market)	2%	7%	17%	0%	0%	0%	0%	73%	100%
IL Non-Users (23% of Market)	1%	5%	9%	1%	0%	0%	0%	84%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	3%	4%	23%	5%	1%	1%	0%	63%	100%

Question 5G: Walking, Jogging, or Hiking

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	1%	0%	18%	6%	18%	5%	43%	8%	100%
AA Users (33% of Market)	0%	0%	14%	17%	15%	15%	38%	1%	100%
AL Non-Users (26% of Market)	2%	1%	13%	9%	14%	14%	42%	5%	100%
IA Non-Users (2% of Market)	1%	2%	32%	20%	11%	1%	16%	17%	100%
IA Users (13% of Market)	1%	3%	31%	22%	13%	5%	20%	4%	100%
IL Non-Users (23% of Market)	2%	2%	22%	18%	13%	10%	21%	11%	100%
Other (1% of Market)	0%	4%	0%	2%	2%	7%	25%	59%	100%
Total	1%	1%	18%	15%	14%	12%	32%	6%	100%

Question 5H: Climbing

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	1%	1%	16%	0%	0%	0%	0%	82%	100%
AA Users (33% of Market)	2%	3%	23%	3%	1%	2%	0%	67%	100%
AL Non-Users (26% of Market)	1%	3%	17%	5%	1%	1%	0%	72%	100%
IA Non-Users (2% of Market)	0%	0%	2%	0%	0%	0%	0%	98%	100%
IA Users (13% of Market)	0%	2%	9%	0%	0%	0%	0%	89%	100%
IL Non-Users (23% of Market)	1%	2%	5%	0%	0%	0%	0%	92%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	1%	3%	15%	2%	1%	1%	0%	78%	100%

Question 5I: Horseback riding

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	6%	5%	1%	8%	0%	0%	1%	79%	100%
AA Users (33% of Market)	2%	8%	17%	2%	1%	1%	4%	66%	100%
AL Non-Users (26% of Market)	2%	13%	18%	3%	1%	2%	3%	57%	100%
IA Non-Users (2% of Market)	8%	6%	2%	0%	0%	0%	0%	83%	100%
IA Users (13% of Market)	5%	9%	10%	2%	0%	0%	0%	74%	100%
IL Non-Users (23% of Market)	5%	6%	6%	0%	0%	0%	0%	83%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	3%	9%	13%	2%	1%	1%	2%	69%	100%

Question 5J: Sailing, Canoeing, Kayaking or Rafting

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	2%	9%	8%	3%	0%	1%	0%	77%	100%
AA Users (33% of Market)	1%	12%	29%	5%	1%	1%	0%	51%	100%
AL Non-Users (26% of Market)	5%	7%	24%	5%	2%	0%	0%	57%	100%
IA Non-Users (2% of Market)	3%	3%	9%	0%	0%	0%	0%	85%	100%
IA Users (13% of Market)	4%	11%	15%	0%	0%	0%	0%	69%	100%
IL Non-Users (23% of Market)	4%	8%	6%	0%	0%	0%	0%	82%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	3%	9%	20%	3%	1%	0%	0%	64%	100%

Question 5K: Skateboarding

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	3%	1%	2%	0%	0%	0%	0%	94%	100%
AA Users (33% of Market)	0%	1%	6%	1%	2%	2%	1%	87%	100%
AL Non-Users (26% of Market)	0%	2%	5%	1%	1%	1%	3%	86%	100%
IA Non-Users (2% of Market)	0%	1%	0%	0%	0%	0%	0%	99%	100%
IA Users (13% of Market)	0%	3%	0%	0%	0%	0%	0%	97%	100%
IL Non-Users (23% of Market)	0%	0%	5%	0%	0%	0%	0%	95%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	0%	1%	5%	1%	1%	1%	1%	90%	100%

Question 5L: Cross-country skiing or snowshoeing

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	2%	3%	11%	16%	2%	0%	0%	67%	100%
AA Users (33% of Market)	1%	5%	22%	6%	1%	0%	0%	64%	100%
AL Non-Users (26% of Market)	4%	4%	18%	4%	3%	3%	0%	64%	100%
IA Non-Users (2% of Market)	0%	1%	4%	0%	0%	0%	0%	95%	100%
IA Users (13% of Market)	0%	6%	10%	0%	0%	0%	0%	82%	100%
IL Non-Users (23% of Market)	1%	4%	3%	1%	0%	0%	0%	91%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	2%	5%	14%	4%	1%	1%	0%	73%	100%

Question 5M: Tent or car camping (not RV)

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	0%	2%	17%	9%	0%	1%	0%	70%	100%
AA Users (33% of Market)	2%	2%	53%	9%	4%	1%	1%	28%	100%
AL Non-Users (26% of Market)	1%	4%	34%	12%	2%	0%	2%	46%	100%
IA Non-Users (2% of Market)	4%	0%	27%	0%	0%	0%	0%	69%	100%
IA Users (13% of Market)	4%	7%	41%	2%	0%	0%	0%	46%	100%
IL Non-Users (23% of Market)	2%	9%	16%	2%	0%	0%	0%	71%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	2%	5%	36%	7%	2%	0%	1%	47%	100%

Question 5N: RV camping

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	0%	0%	14%	3%	1%	1%	3%	77%	100%
AA Users (33% of Market)	1%	4%	22%	6%	4%	1%	1%	61%	100%
AL Non-Users (26% of Market)	2%	3%	12%	2%	3%	2%	1%	75%	100%
IA Non-Users (2% of Market)	5%	1%	7%	0%	0%	1%	0%	85%	100%
IA Users (13% of Market)	1%	3%	18%	2%	1%	0%	0%	76%	100%
IL Non-Users (23% of Market)	3%	3%	5%	1%	0%	0%	0%	87%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	2%	3%	15%	3%	2%	1%	0%	74%	100%

Question 50: Picnicking

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	3%	0%	38%	5%	19%	0%	0%	36%	100%
AA Users (33% of Market)	0%	1%	62%	14%	5%	5%	2%	10%	100%
AL Non-Users (26% of Market)	2%	6%	56%	12%	5%	3%	1%	15%	100%
IA Non-Users (2% of Market)	12%	3%	40%	0%	0%	0%	0%	46%	100%
IA Users (13% of Market)	0%	13%	64%	2%	0%	0%	0%	20%	100%
IL Non-Users (23% of Market)	4%	11%	48%	3%	0%	0%	0%	34%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	2%	6%	56%	9%	4%	2%	1%	20%	100%

Question 5P: Came to a park just to relax

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	2%	7%	21%	12%	17%	0%	9%	31%	100%
AA Users (33% of Market)	0%	2%	44%	19%	10%	8%	4%	14%	100%
AL Non-Users (26% of Market)	2%	4%	39%	11%	11%	7%	7%	18%	100%
IA Non-Users (2% of Market)	1%	8%	53%	3%	0%	0%	0%	36%	100%
IA Users (13% of Market)	2%	3%	57%	9%	1%	0%	0%	29%	100%
IL Non-Users (23% of Market)	5%	4%	56%	7%	1%	0%	0%	26%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	2%	3%	47%	12%	7%	4%	3%	21%	100%

Question 5Q: Came to a park just to be with friends or family

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	1%	16%	31%	6%	15%	1%	5%	24%	100%
AA Users (33% of Market)	0%	2%	54%	16%	9%	5%	5%	9%	100%
AL Non-Users (26% of Market)	1%	3%	48%	18%	8%	4%	7%	11%	100%
IA Non-Users (2% of Market)	1%	19%	60%	2%	0%	0%	0%	18%	100%
IA Users (13% of Market)	1%	9%	61%	15%	0%	0%	0%	14%	100%
IL Non-Users (23% of Market)	4%	10%	62%	4%	1%	0%	0%	19%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	1%	6%	55%	13%	5%	3%	4%	14%	100%

Question 5R: Bird or wildlife watching

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	3%	0%	20%	5%	3%	1%	27%	41%	100%
AA Users (33% of Market)	1%	2%	34%	15%	5%	4%	12%	27%	100%
AL Non-Users (26% of Market)	0%	2%	23%	6%	7%	4%	17%	41%	100%
IA Non-Users (2% of Market)	1%	2%	18%	2%	2%	0%	0%	74%	100%
IA Users (13% of Market)	1%	6%	33%	5%	0%	0%	0%	55%	100%
IL Non-Users (23% of Market)	2%	3%	22%	1%	1%	0%	0%	71%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	1%	3%	27%	8%	4%	2%	9%	46%	100%

Question 5S: Photography

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	2%	3%	25%	14%	21%	2%	14%	19%	100%
AA Users (33% of Market)	0%	1%	24%	12%	12%	9%	11%	31%	100%
AL Non-Users (26% of Market)	0%	2%	18%	14%	13%	6%	9%	36%	100%
IA Non-Users (2% of Market)	0%	2%	44%	3%	1%	0%	0%	50%	100%
IA Users (13% of Market)	0%	2%	41%	6%	1%	0%	0%	49%	100%
IL Non-Users (23% of Market)	2%	3%	22%	6%	2%	0%	0%	65%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	1%	2%	24%	10%	8%	5%	6%	43%	100%

Question 5T: Sightseeing

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	2%	0%	55%	14%	6%	0%	9%	14%	100%
AA Users (33% of Market)	0%	1%	42%	25%	16%	4%	6%	5%	100%
AL Non-Users (26% of Market)	3%	1%	33%	18%	14%	4%	11%	15%	100%
IA Non-Users (2% of Market)	2%	2%	52%	15%	3%	0%	0%	27%	100%
IA Users (13% of Market)	2%	3%	69%	10%	0%	0%	0%	16%	100%
IL Non-Users (23% of Market)	3%	6%	49%	9%	4%	0%	0%	28%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	2%	2%	45%	17%	10%	3%	5%	16%	100%

Question 5U: Snowmobiling

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	0%	0%	26%	4%	1%	0%	0%	69%	100%
AA Users (33% of Market)	1%	6%	8%	2%	0%	0%	2%	82%	100%
AL Non-Users (26% of Market)	1%	3%	11%	3%	1%	1%	0%	80%	100%
IA Non-Users (2% of Market)	0%	1%	1%	0%	0%	0%	0%	98%	100%
IA Users (13% of Market)	1%	9%	4%	0%	0%	0%	0%	86%	100%
IL Non-Users (23% of Market)	1%	2%	5%	0%	0%	0%	0%	92%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	1%	4%	8%	1%	0%	0%	1%	84%	100%

Question 5V: Four-wheel driving, ATV, dirt biking, motorbike riding or similar motorized recreation

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	0%	2%	12%	6%	14%	1%	4%	61%	100%
AA Users (33% of Market)	2%	4%	26%	9%	7%	4%	4%	45%	100%
AL Non-Users (26% of Market)	2%	5%	17%	8%	7%	2%	4%	55%	100%
IA Non-Users (2% of Market)	5%	0%	28%	4%	0%	0%	0%	62%	100%
IA Users (13% of Market)	1%	8%	24%	3%	0%	0%	0%	64%	100%
IL Non-Users (23% of Market)	2%	10%	13%	3%	0%	0%	0%	72%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	2%	6%	20%	6%	5%	2%	2%	57%	100%

Question 5W: Water or jet skiing and power boating

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Blank	Total
AA Non-Users (2% of Market)	0%	11%	8%	0%	0%	1%	0%	80%	100%
AA Users (33% of Market)	2%	6%	22%	6%	3%	1%	1%	59%	100%
AL Non-Users (26% of Market)	3%	7%	22%	5%	1%	1%	0%	60%	100%
IA Non-Users (2% of Market)	2%	6%	2%	0%	0%	0%	0%	89%	100%
IA Users (13% of Market)	1%	4%	22%	5%	0%	0%	0%	68%	100%
IL Non-Users (23% of Market)	1%	3%	9%	0%	0%	0%	0%	86%	100%
Other (1% of Market)	0%	0%	0%	0%	0%	0%	0%	100%	100%
Total	2%	5%	18%	4%	1%	0%	0%	68%	100%

QUESTION 6: APPROXIMATELY, ON HOW MANY SEPARATE OCCASIONS HAVE YOU VISITED THE FOLLOWING TYPES OF OUTDOOR AREAS IN THE LAST 24 MONTHS?

Question 6A - A national park or other federal land inside or outside of Colorado

Market Segments	0 Occasions	1 - 2 Occasions	3 - 5 Occasions	6 - 10 Occasions	11 - 20 Occasions	More than 20 Occasions	Total
AA Non-Users (2% of Market)	46%	18%	8%	9%	11%	7%	100%
AA Users (33% of Market)	6%	12%	25%	19%	16%	22%	100%
AL Non-Users (26% of Market)	18%	21%	17%	18%	9%	17%	100%
IA Non-Users (2% of Market)	35%	32%	19%	11%	1%	1%	100%
IA Users (13% of Market)	12%	23%	25%	21%	16%	3%	100%
IL Non-Users (23% of Market)	31%	36%	16%	10%	4%	3%	100%
Other (1% of Market)	100%	0%	0%	0%	0%	0%	100%
Total	18%	22%	20%	16%	11%	13%	100%

Question 6B - A State park in Colorado

Market Segments	0 Occasions	1 - 2 Occasions	3 - 5 Occasions	6 - 10 Occasions	11 - 20 Occasions	More than 20 Occasions	Total
AA Non-Users (2% of Market)	100%	0%	0%	0%	0%	0%	100%
AA Users (33% of Market)	0%	13%	16%	25%	21%	24%	100%
AL Non-Users (26% of Market)	19%	17%	19%	19%	11%	14%	100%
IA Non-Users (2% of Market)	100%	0%	0%	0%	0%	0%	100%
IA Users (13% of Market)	0%	26%	28%	19%	14%	14%	100%
IL Non-Users (23% of Market)	32%	31%	20%	11%	5%	2%	100%
Other (1% of Market)	100%	0%	0%	0%	0%	0%	100%
Total	17%	19%	19%	18%	13%	14%	100%

Question 6C - A state park outside Colorado

Market Segments	0 Occasions	1 - 2 Occasions	3 - 5 Occasions	6 - 10 Occasions	11 - 20 Occasions	More than 20 Occasions	Total
AA Non-Users (2% of Market)	72%	17%	2%	1%	3%	4%	100%
AA Users (33% of Market)	35%	25%	19%	10%	8%	4%	100%
AL Non-Users (26% of Market)	39%	24%	19%	6%	7%	4%	100%
IA Non-Users (2% of Market)	81%	14%	5%	0%	0%	0%	100%
IA Users (13% of Market)	42%	32%	15%	8%	2%	0%	100%
IL Non-Users (23% of Market)	62%	27%	8%	1%	1%	0%	100%
Other (1% of Market)	94%	0%	6%	0%	0%	0%	100%
Total	45%	26%	15%	6%	5%	2%	100%

Question 6D - A local municipal park, open space, or natural area inside or outside Colorado

Market Segments	0 Occasions	1 - 2 Occasions	3 - 5 Occasions	6 - 10 Occasions	11 - 20 Occasions	More than 20 Occasions	Total
AA Non-Users (2% of Market)	5%	14%	13%	3%	10%	54%	100%
AA Users (33% of Market)	2%	4%	10%	14%	16%	54%	100%
AL Non-Users (26% of Market)	9%	9%	7%	14%	17%	44%	100%
IA Non-Users (2% of Market)	13%	18%	27%	22%	10%	10%	100%
IA Users (13% of Market)	4%	7%	21%	18%	24%	27%	100%
IL Non-Users (23% of Market)	15%	17%	18%	18%	15%	17%	100%
Other (1% of Market)	88%	6%	0%	6%	0%	0%	100%
Total	8%	9%	13%	15%	17%	38%	100%

Question 6E - Private land where you could be outdoors, inside or outside Colorado

Market Segments	0 Occasions	1 - 2 Occasions	3 - 5 Occasions	6 - 10 Occasions	11 - 20 Occasions	More than 20 Occasions	Total
AA Non-Users (2% of Market)	39%	1%	9%	5%	4%	42%	100%
AA Users (33% of Market)	20%	9%	13%	16%	12%	29%	100%
AL Non-Users (26% of Market)	29%	12%	11%	16%	9%	23%	100%
IA Non-Users (2% of Market)	48%	30%	12%	2%	2%	6%	100%
IA Users (13% of Market)	34%	15%	23%	11%	9%	8%	100%
IL Non-Users (23% of Market)	45%	21%	12%	6%	4%	12%	100%
Other (1% of Market)	94%	0%	6%	0%	0%	0%	100%
Total	32%	14%	13%	12%	8%	20%	100%

**QUESTION 7: YOU MENTIONED EARLIER THAT YOU HAVE VISITED A STATE PARK IN COLORADO DURING THE PAST 24 MONTHS.
WHICH COLORADO STATE PARKS HAVE YOU VISITED?**

Market Segments	AA Non-Users (2% of Market)	AA Users (33% of Market)	AL Non-Users (26% of Market)	IA Non-Users (2% of Market)	IA Users (13% of Market)	IL Non-Users (23% of Market)	Other (1% of Market)
Arkansas Headwaters	0%	1%	0%	0%	0%	0%	0%
Barr Lake	0%	8%	0%	0%	4%	0%	0%
Bonny Lake	0%	2%	0%	0%	1%	0%	0%
Boyd Lake	0%	6%	0%	0%	3%	0%	0%
Castlewood Canyon	0%	7%	0%	0%	3%	0%	0%
Chatfield	0%	27%	0%	0%	31%	0%	0%
Cherry Creek	0%	28%	0%	0%	26%	0%	0%
Cheyenne Mountain	0%	3%	0%	0%	6%	0%	0%
Crawford	0%	2%	0%	0%	1%	0%	0%
Eldorado Canyon	0%	7%	0%	0%	1%	0%	0%
Eleven Mile	0%	5%	0%	0%	3%	0%	0%
Golden Gate	0%	14%	0%	0%	8%	0%	0%
Harvey Gap	0%	1%	0%	0%	1%	0%	0%
Highline Lake	0%	3%	0%	0%	4%	0%	0%
Jackson Lake	0%	6%	0%	0%	2%	0%	0%
James M Robb-Colorado River	0%	1%	0%	0%	0%	0%	0%
John Martin	0%	4%	0%	0%	2%	0%	0%
Lake Pueblo	0%	6%	0%	0%	5%	0%	0%
Lathrop	0%	2%	0%	0%	2%	0%	0%
Lone Mesa	0%	1%	0%	0%	0%	0%	0%
Lory	0%	5%	0%	0%	3%	0%	0%
Mancos	0%	0%	0%	0%	0%	0%	0%
Mueller	0%	7%	0%	0%	9%	0%	0%
Navajo	0%	1%	0%	0%	1%	0%	0%
North Sterling	0%	1%	0%	0%	1%	0%	0%
Paonia	0%	1%	0%	0%	1%	0%	0%

Pearl Lake	0%	1%	0%	0%	0%	0%	0%
Ridgway	0%	4%	0%	0%	2%	0%	0%
Rifle Falls	0%	2%	0%	0%	1%	0%	0%
Rifle Gap	0%	2%	0%	0%	2%	0%	0%
Roxborough	0%	6%	0%	0%	7%	0%	0%
St. Vrain	0%	0%	0%	0%	1%	0%	0%
San Luis	0%	2%	0%	0%	1%	0%	0%
Spinney Mountain	0%	1%	0%	0%	0%	0%	0%
Stagecoach	0%	2%	0%	0%	1%	0%	0%
State Forest	0%	2%	0%	0%	2%	0%	0%
Staunton	0%	0%	0%	0%	0%	0%	0%
Steamboat Lake	0%	4%	0%	0%	4%	0%	0%
Sweitzer Lake	0%	0%	0%	0%	0%	0%	0%
Sylvan Lake	0%	2%	0%	0%	0%	0%	0%
Trinidad Lake	0%	1%	0%	0%	2%	0%	0%
Vega	0%	3%	0%	0%	1%	0%	0%
Yampa River	0%	1%	0%	0%	0%	0%	0%

DRAFT

QUESTION 9: OVERALL, WOULD YOU SAY THAT YOUR IMPRESSION OF THE STATE PARKS IN COLORADO IS VERY FAVORABLE, SOMEWHAT FAVORABLE, NEUTRAL, SOMEWHAT UNFAVORABLE OR VERY UNFAVORABLE?

Question 9							
Market Segments	Very Favorable	Somewhat Favorable	Neutral	Somewhat Unfavorable	Very Unfavorable	Don't Know	Total
AA Non-Users (2% of Market)	25%	56%	12%	2%	3%	3%	100%
AA Users (33% of Market)	70%	25%	4%	1%	1%	0%	100%
AL Non-Users (26% of Market)	58%	29%	6%	1%	1%	5%	100%
IA Non-Users (2% of Market)	54%	26%	14%	1%	3%	2%	100%
IA Users (13% of Market)	70%	23%	5%	1%	0%	0%	100%
IL Non-Users (23% of Market)	51%	30%	14%	1%	0%	4%	100%
Other (1% of Market)	12%	23%	39%	0%	0%	26%	100%
Total	61%	28%	8%	1%	1%	2%	100%

QUESTION 10: I AM NOW GOING TO READ YOU A LIST OF FEATURES THAT COULD BE INTRODUCED AT COLORADO STATE PARKS IN THE FUTURE. FOR EACH FEATURE MENTIONED, PLEASE TELL ME IF IT WERE INTRODUCED IN THE FUTURE WHETHER YOUR NUMBER OF VISITS WOULD INCREASE OR DECREASE?

Question 10 A: More directional signs on roads leading to state parks							
Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	27%	18%	55%	0%	0%	0%	100%
AA Users (33% of Market)	25%	28%	45%	2%	0%	0%	100%
AL Non-Users (26% of Market)	32%	29%	36%	2%	1%	0%	100%
IA Non-Users (2% of Market)	7%	45%	48%	0%	0%	0%	100%
IA Users (13% of Market)	14%	34%	51%	1%	0%	0%	100%
IL Non-Users (23% of Market)	27%	34%	38%	1%	0%	0%	100%
Other (1% of Market)	0%	10%	90%	0%	0%	0%	100%
Total	26%	30%	42%	1%	0%	0%	100%

Question 10 B: Park staff more available to provide information

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	7%	23%	69%	0%	0%	1%	100%
AA Users (33% of Market)	16%	31%	52%	0%	0%	0%	100%
AL Non-Users (26% of Market)	20%	30%	46%	1%	1%	1%	100%
IA Non-Users (2% of Market)	4%	9%	84%	0%	0%	4%	100%
IA Users (13% of Market)	8%	30%	61%	0%	0%	0%	100%
IL Non-Users (23% of Market)	16%	26%	57%	1%	0%	0%	100%
Other (1% of Market)	21%	6%	67%	0%	0%	7%	100%
Total	16%	29%	54%	1%	1%	0%	100%

Question 10 C: Increased enforcement of laws & rules (quiet at night, resource protection, etc)

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	9%	29%	50%	9%	2%	1%	100%
AA Users (33% of Market)	17%	24%	50%	6%	3%	0%	100%
AL Non-Users (26% of Market)	26%	24%	43%	2%	3%	0%	100%
IA Non-Users (2% of Market)	4%	18%	77%	0%	0%	1%	100%
IA Users (13% of Market)	15%	25%	52%	5%	3%	0%	100%
IL Non-Users (23% of Market)	16%	22%	56%	4%	1%	1%	100%
Other (1% of Market)	8%	21%	71%	0%	0%	0%	100%
Total	18%	23%	51%	4%	3%	0%	100%

Question 10 D: Training and assistance for beginning campers

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	4%	20%	76%	0%	0%	1%	100%
AA Users (33% of Market)	11%	17%	69%	2%	0%	1%	100%
AL Non-Users (26% of Market)	15%	18%	62%	3%	2%	0%	100%
IA Non-Users (2% of Market)	1%	21%	73%	1%	0%	3%	100%
IA Users (13% of Market)	2%	22%	74%	0%	0%	1%	100%
IL Non-Users (23% of Market)	19%	16%	63%	1%	0%	1%	100%
Other (1% of Market)	0%	4%	96%	0%	0%	0%	100%
Total	12%	18%	67%	1%	1%	1%	100%

Question 10 E: More trails and more opportunities for trail activities

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	24%	19%	49%	9%	0%	0%	100%
AA Users (33% of Market)	40%	36%	23%	1%	1%	0%	100%
AL Non-Users (26% of Market)	40%	34%	24%	1%	0%	0%	100%
IA Non-Users (2% of Market)	11%	42%	45%	0%	0%	2%	100%
IA Users (13% of Market)	18%	52%	30%	0%	0%	0%	100%
IL Non-Users (23% of Market)	26%	36%	36%	1%	0%	0%	100%
Other (1% of Market)	0%	0%	96%	0%	4%	0%	100%
Total	33%	37%	29%	1%	1%	0%	100%

Question 10 F: More picnic grounds and campgrounds

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	25%	13%	61%	0%	0%	0%	100%
AA Users (33% of Market)	25%	37%	35%	2%	1%	0%	100%
AL Non-Users (26% of Market)	33%	30%	33%	2%	2%	0%	100%
IA Non-Users (2% of Market)	23%	28%	43%	0%	0%	6%	100%
IA Users (13% of Market)	20%	54%	25%	1%	0%	0%	100%
IL Non-Users (23% of Market)	28%	28%	43%	0%	1%	0%	100%
Other (1% of Market)	5%	8%	80%	0%	0%	7%	100%
Total	27%	34%	36%	1%	1%	0%	100%

Question 10 G: More educational exhibits and displays

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	26%	20%	54%	0%	0%	0%	100%
AA Users (33% of Market)	21%	40%	37%	1%	0%	0%	100%
AL Non-Users (26% of Market)	28%	36%	35%	0%	0%	0%	100%
IA Non-Users (2% of Market)	3%	46%	50%	0%	0%	1%	100%
IA Users (13% of Market)	13%	47%	40%	0%	0%	0%	100%
IL Non-Users (23% of Market)	22%	32%	46%	1%	0%	0%	100%
Other (1% of Market)	4%	23%	73%	0%	0%	0%	100%
Total	22%	37%	40%	1%	0%	0%	100%

Question 10 H: Better upkeep and maintenance of park facilities and equipment

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	5%	34%	61%	0%	0%	0%	100%
AA Users (33% of Market)	29%	35%	36%	0%	0%	0%	100%
AL Non-Users (26% of Market)	29%	34%	37%	0%	0%	1%	100%
IA Non-Users (2% of Market)	7%	40%	50%	0%	0%	4%	100%
IA Users (13% of Market)	21%	36%	43%	0%	0%	0%	100%
IL Non-Users (23% of Market)	28%	25%	44%	1%	0%	2%	100%
Other (1% of Market)	5%	2%	90%	0%	0%	3%	100%
Total	27%	32%	40%	0%	0%	1%	100%

Question 10 I: More backcountry areas for backpacking and camping

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	9%	28%	60%	0%	3%	0%	100%
AA Users (33% of Market)	32%	32%	35%	1%	0%	0%	100%
AL Non-Users (26% of Market)	34%	24%	40%	1%	1%	0%	100%
IA Non-Users (2% of Market)	6%	27%	66%	0%	0%	0%	100%
IA Users (13% of Market)	8%	38%	53%	0%	0%	0%	100%
IL Non-Users (23% of Market)	23%	19%	56%	1%	0%	1%	100%
Other (1% of Market)	0%	0%	89%	0%	4%	7%	100%
Total	26%	28%	45%	1%	0%	0%	100%

Question 10 J: More cabins/yrts available for rent

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	1%	47%	52%	0%	0%	0%	100%
AA Users (33% of Market)	25%	35%	37%	2%	1%	0%	100%
AL Non-Users (26% of Market)	30%	24%	39%	6%	1%	0%	100%
IA Non-Users (2% of Market)	9%	22%	67%	0%	0%	1%	100%
IA Users (13% of Market)	17%	33%	48%	1%	0%	0%	100%
IL Non-Users (23% of Market)	26%	29%	43%	1%	1%	0%	100%
Other (1% of Market)	0%	15%	81%	0%	4%	0%	100%
Total	25%	30%	42%	3%	1%	0%	100%

Question 10 K: More programs that educate the public, especially youth, about camping, hiking and the outdoors

Market Segments	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know	Total
AA Non-Users (2% of Market)	24%	21%	55%	1%	0%	0%	100%
AA Users (33% of Market)	24%	31%	45%	1%	0%	0%	100%
AL Non-Users (26% of Market)	29%	30%	40%	1%	0%	0%	100%
IA Non-Users (2% of Market)	3%	38%	58%	0%	1%	0%	100%
IA Users (13% of Market)	17%	36%	46%	0%	0%	0%	100%
IL Non-Users (23% of Market)	25%	33%	41%	0%	0%	0%	100%
Other (1% of Market)	5%	11%	85%	0%	0%	0%	100%
Total	24%	32%	44%	1%	0%	0%	100%

QUESTION 11: DO YOU FEEL THAT COLORADO STATE PARKS SHOULD RECEIVE MORE STATE FUNDING, LESS STATE FUNDING, ABOUT THE SAME AMOUNT OF FUNDING AS THEY ALREADY RECEIVE OR NO STATE FUNDING?

Question 11						
Market Segments	More State Funding	Less State Funding	The same amount of state funding	No State Funding	Don't Know	Total
AA Non-Users (2% of Market)	27%	3%	66%	1%	3%	100%
AA Users (33% of Market)	61%	2%	31%	0%	6%	100%
AL Non-Users (26% of Market)	54%	1%	36%	1%	8%	100%
IA Non-Users (2% of Market)	45%	1%	49%	2%	4%	100%
IA Users (13% of Market)	53%	1%	43%	0%	3%	100%
IL Non-Users (23% of Market)	47%	1%	45%	1%	5%	100%
Other (1% of Market)	23%	2%	46%	8%	21%	100%
Total	54%	1%	39%	1%	6%	100%

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QUESTION 12: WHAT INFORMATION SOURCES DO YOU USE TO FIND OUT INFORMATION ABOUT RECREATION ACTIVITIES YOU MIGHT BE INTERESTED IN PURSUING, WHETHER OR NOT IT'S RELATED TO COLORADO STATE PARKS?

Question 12

Market Segments	AA Non-Users (2% of Market)	AA Users (33% of Market)	AL Non-Users (26% of Market)	IA Non-Users (2% of Market)	IA Users (13% of Market)	IL Non-Users (23% of Market)	Other (1% of Market)
TV	1%	7%	4%	4%	3%	6%	0%
Radio	0%	2%	1%	0%	0%	1%	0%
Newspaper	14%	14%	12%	14%	16%	15%	12%
Billboards	0%	1%	1%	0%	0%	0%	0%
Receive an electronic newsletter	0%	0%	0%	0%	0%	0%	0%
Book or other publication	31%	20%	18%	5%	15%	11%	16%
Internet Searches	58%	71%	74%	72%	75%	67%	8%
Advertisement Brochures	11%	11%	6%	1%	6%	5%	6%
Word of Mouth - Friends	31%	26%	26%	16%	14%	16%	6%
Word of Mouth - Family	7%	17%	11%	10%	9%	10%	24%
Word of Mouth - Other People	1%	5%	7%	11%	2%	5%	8%
Other	14%	11%	10%	26%	11%	11%	41%

QUESTION 13: IN THE LAST THREE MONTHS, CAN YOU REMEMBER SEEING OR HEARING ANY ADVERTISING FOR COLORADO STATE PARKS?

Question 13

Market Segments	Yes	No	Total
AA Non-Users (2% of Market)	12%	88%	100%
AA Users (33% of Market)	37%	63%	100%
AL Non-Users (26% of Market)	32%	68%	100%
IA Non-Users (2% of Market)	12%	88%	100%
IA Users (13% of Market)	28%	72%	100%
IL Non-Users (23% of Market)	27%	73%	100%
Other (1% of Market)	17%	83%	100%
Total	31%	69%	100%

QUESTION 14: WHERE DO YOU RECALL SEEING OR HEARING THIS ADVERTISING?

Question 14

Market Segments	AA Non-Users (2% of Market)	AA Users (33% of Market)	AL Non-Users (26% of Market)	IA Non-Users (2% of Market)	IA Users (13% of Market)	IL Non-Users (23% of Market)	Other (1% of Market)
Colorado Vacation Guide	5%	0%	1%	0%	6%	1%	0%
Camper Magazine	0%	3%	3%	0%	5%	5%	0%
Radio	38%	18%	13%	18%	17%	13%	23%
TV	29%	53%	66%	82%	49%	66%	67%
Bus	0%	0%	0%	0%	0%	0%	0%
Billboards	9%	4%	2%	0%	3%	2%	0%
I received something in the mail	0%	7%	3%	0%	0%	1%	0%
Other	28%	29%	25%	0%	28%	22%	54%

QUESTION 15: ACCORDING TO YOUR BEST GUESS, HOW MANY DAYS IN THE PAST YEAR DID YOU PARTICIPATE IN ANY ACTIVITIES THAT INVOLVED THE USE OF TRAILS, BOTH UNPAVED OR PAVED?

Question 15

Market Segments	0 Days	1 Day	2 to 12 Days	13 to 25 Days	26 to 50 Days	51 to 100 Days	More than 100 Days	Total
AA Non-Users (2% of Market)	13%	2%	9%	5%	23%	18%	29%	100%
AA Users (33% of Market)	2%	1%	37%	22%	13%	14%	11%	100%
AL Non-Users (26% of Market)	15%	2%	29%	20%	12%	12%	10%	100%
IA Non-Users (2% of Market)	36%	3%	41%	19%	0%	0%	2%	100%
IA Users (13% of Market)	9%	2%	43%	20%	10%	3%	13%	100%
IL Non-Users (23% of Market)	23%	11%	43%	13%	5%	2%	3%	100%
Other (1% of Market)	94%	0%	6%	0%	0%	0%	0%	100%
Total	13%	4%	36%	19%	11%	9%	9%	100%

QUESTION 16: HOW WOULD YOU GENERALLY CONSIDER OTHER TRAIL USERS WHEN YOU ENCOUNTER THEM?

Question 16						
Market Segments	Very Courteous	Somewhat Courteous	Neither Courteous nor Rude	Somewhat Rude	Very Rude	Total
AA Non-Users (2% of Market)	43%	54%	2%	0%	0%	100%
AA Users (33% of Market)	42%	50%	5%	2%	0%	100%
AL Non-Users (26% of Market)	40%	47%	7%	6%	0%	100%
IA Non-Users (2% of Market)	13%	71%	16%	0%	0%	100%
IA Users (13% of Market)	41%	46%	11%	2%	0%	100%
IL Non-Users (23% of Market)	27%	53%	17%	2%	0%	100%
Other (1% of Market)	0%	100%	0%	0%	0%	100%
Total	38%	50%	9%	3%	0%	100%

QUESTION 17: HOW CONVENIENT IS IT TO GET TO TRAILS FROM YOUR HOME?

Question 17						
Market Segments	Very Convenient	Somewhat Convenient	Somewhat Inconvenient	Very Inconvenient	Don't Know	Total
AA Non-Users (2% of Market)	86%	6%	4%	1%	3%	100%
AA Users (33% of Market)	52%	34%	13%	1%	1%	100%
AL Non-Users (26% of Market)	42%	34%	11%	8%	5%	100%
IA Non-Users (2% of Market)	69%	24%	2%	5%	0%	100%
IA Users (13% of Market)	43%	39%	6%	11%	2%	100%
IL Non-Users (23% of Market)	27%	42%	14%	6%	10%	100%
Other (1% of Market)	37%	25%	18%	10%	9%	100%
Total	44%	36%	11%	5%	4%	100%

QUESTION 18: HOW WOULD YOU PREFER TO RECEIVE INFORMATION ABOUT TRAILS IN AREAS IN WHICH YOU PARTICIPATE (OR WOULD POSSIBLY PARTICIPATE) IN OUTDOOR RECREATION ACTIVITIES?

Question 18

Market Segments	AA Non-Users (2% of Market)	AA Users (33% of Market)	AL Non-Users (26% of Market)	IA Non-Users (2% of Market)	IA Users (13% of Market)	IL Non-Users (23% of Market)	Other (1% of Market)
Visit a website	5%	31%	25%	47%	38%	24%	9%
Receive an electronic newsletter	10%	19%	15%	15%	17%	9%	0%
Use a book or trail guide	2%	1%	2%	1%	1%	4%	12%
Postings in retail stores	3%	1%	6%	0%	1%	1%	0%
Updates from trail user clubs	5%	0%	0%	1%	0%	0%	0%
Brochures or other printed material	5%	30%	32%	4%	24%	35%	36%
Newspaper	6%	11%	12%	8%	8%	10%	25%
TV	20%	11%	6%	2%	5%	9%	0%
Radio	0%	3%	1%	0%	0%	1%	0%
Email	9%	13%	12%	33%	16%	13%	0%
Other	44%	9%	12%	18%	5%	9%	23%

QUESTION 19: GRANTS ARE TYPICALLY USED TO FUND TRAIL WORK IN COLORADO. PLEASE TELL ME WHICH OF THE FOLLOWING TRAIL ACTIONS YOU CONSIDER YOUR HIGHEST PRIORITIES REGARDING TRAILS.

Question 19A: Please tell me which of the following trail actions you consider your highest priorities regarding trails (Ranking 1)

Market Segments	Maintenance of existing trails	Construction of new trails	Building and maintenance of trailheads and trailhead facilities	Total
AA Non-Users (2% of Market)	48%	37%	15%	100%
AA Users (33% of Market)	55%	15%	30%	100%
AL Non-Users (26% of Market)	46%	17%	37%	100%
IA Non-Users (2% of Market)	63%	5%	31%	100%
IA Users (13% of Market)	36%	28%	36%	100%
IL Non-Users (23% of Market)	44%	23%	33%	100%
Other (1% of Market)	46%	12%	42%	100%
Total	48%	19%	33%	100%

Question 19B: Please tell me which of the following trail actions you consider your highest priorities regarding trails (Ranking 2)

Market Segments	Maintenance of existing trails	Construction of new trails	Building and maintenance of trailheads and trailhead facilities	Total
AA Non-Users (2% of Market)	25%	34%	41%	100%
AA Users (33% of Market)	35%	30%	35%	100%
AL Non-Users (26% of Market)	42%	26%	32%	100%
IA Non-Users (2% of Market)	37%	10%	53%	100%
IA Users (13% of Market)	56%	11%	33%	100%
IL Non-Users (23% of Market)	37%	30%	33%	100%
Other (1% of Market)	48%	33%	19%	100%
Total	39%	26%	34%	100%

Question 19c: Please tell me which of the following trail actions you consider your highest priorities regarding trails (Ranking 3)

Market Segments	Maintenance of existing trails	Construction of new trails	Building and maintenance of trailheads and trailhead facilities	Total
AA Non-Users (2% of Market)	27%	29%	44%	100%
AA Users (33% of Market)	10%	55%	35%	100%
AL Non-Users (26% of Market)	13%	57%	30%	100%
IA Non-Users (2% of Market)	0%	85%	15%	100%
IA Users (13% of Market)	8%	61%	31%	100%
IL Non-Users (23% of Market)	19%	47%	34%	100%
Other (1% of Market)	6%	55%	39%	100%
Total	13%	54%	33%	100%

QUESTION 20: I'M GOING TO READ THREE STATEMENTS, AND PLEASE TELL ME WHICH ONE BEST DESCRIBES TRAIL USERS' RESPONSIBILITY TO HELP KEEP TRAILS IN GOOD CONDITION.

Question 20

Market Segments	Trail users should pay a user fee for the maintenance of those trails	Trail users should not have to pay a user fee for the maintenance of those trails, but have a responsibility to not disturb the trail or trail system by not littering, disobeying access signs, or defacing trail signs.	Trail maintenance volunteer program should be made available for trail users to participate in, thus helping with trail maintenance in a non-monetary manner.	Total
AA Non-Users (2% of Market)	9%	73%	18%	100%
AA Users (33% of Market)	7%	58%	34%	100%
AL Non-Users (26% of Market)	12%	58%	30%	100%
IA Non-Users (2% of Market)	0%	91%	9%	100%
IA Users (13% of Market)	12%	50%	38%	100%
IL Non-Users (23% of Market)	6%	60%	35%	100%
Other (1% of Market)	11%	31%	58%	100%
Total	9%	58%	33%	100%

QUESTION 21: HOW LIKELY WOULD YOU BE TO VOLUNTEER TO HELP WITH THE FOLLOWING TRAIL PROJECTS OR CONTRIBUTIONS?

Question 21 A: Educate new users about trail use						
Market Segments	Very Likely	Somewhat Likely	Not Very Likely	Not Likely at All	Don't Know	Total
AA Non-Users (2% of Market)	20%	18%	42%	20%	0%	100%
AA Users (33% of Market)	13%	34%	28%	25%	0%	100%
AL Non-Users (26% of Market)	18%	35%	27%	19%	0%	100%
IA Non-Users (2% of Market)	0%	10%	53%	21%	15%	100%
IA Users (13% of Market)	7%	26%	51%	16%	0%	100%
IL Non-Users (23% of Market)	14%	24%	29%	32%	0%	100%
Other (1% of Market)	7%	3%	0%	84%	6%	100%
Total	14%	30%	31%	24%	1%	100%

Question 21 B: Participate in trail maintenance or construction projects						
Market Segments	Very Likely	Somewhat Likely	Not Very Likely	Not Likely at All	Don't Know	Total
AA Non-Users (2% of Market)	6%	36%	8%	48%	1%	100%
AA Users (33% of Market)	15%	44%	21%	20%	0%	100%
AL Non-Users (26% of Market)	15%	37%	21%	26%	0%	100%
IA Non-Users (2% of Market)	2%	38%	8%	52%	0%	100%
IA Users (13% of Market)	4%	50%	22%	23%	0%	100%
IL Non-Users (23% of Market)	9%	28%	25%	38%	0%	100%
Other (1% of Market)	0%	0%	24%	70%	6%	100%
Total	12%	39%	22%	28%	0%	100%

Question 21 C: Helping write trail grants

Market Segments	Very Likely	Somewhat Likely	Not Very Likely	Not Likely at All	Don't Know	Total
AA Non-Users (2% of Market)	0%	9%	19%	70%	2%	100%
AA Users (33% of Market)	3%	22%	29%	45%	0%	100%
AL Non-Users (26% of Market)	5%	21%	28%	42%	4%	100%
IA Non-Users (2% of Market)	0%	37%	12%	51%	0%	100%
IA Users (13% of Market)	1%	10%	43%	47%	0%	100%
IL Non-Users (23% of Market)	2%	19%	27%	51%	0%	100%
Other (1% of Market)	0%	0%	10%	84%	6%	100%
Total	3%	20%	30%	47%	1%	100%

Question 21 D: Gather data on trail use

Market Segments	Very Likely	Somewhat Likely	Not Very Likely	Not Likely at All	Don't Know	Total
AA Non-Users (2% of Market)	18%	4%	34%	44%	0%	100%
AA Users (33% of Market)	13%	23%	34%	30%	0%	100%
AL Non-Users (26% of Market)	14%	29%	27%	28%	2%	100%
IA Non-Users (2% of Market)	0%	43%	17%	25%	15%	100%
IA Users (13% of Market)	2%	34%	39%	25%	0%	100%
IL Non-Users (23% of Market)	1%	29%	34%	35%	1%	100%
Other (1% of Market)	0%	7%	12%	73%	9%	100%
Total	9%	27%	32%	31%	1%	100%

Question 21 E: Make an annual contribution or special payment that would be used for either the maintenance or construction of a non-motorized or construction of a non-motorized trail?

Market Segments	Very Likely	Somewhat Likely	Not Very Likely	Not Likely at All	Don't Know	Total
AA Non-Users (2% of Market)	5%	37%	22%	36%	0%	100%
AA Users (33% of Market)	8%	39%	31%	21%	1%	100%
AL Non-Users (26% of Market)	9%	33%	26%	31%	1%	100%
IA Non-Users (2% of Market)	0%	43%	20%	37%	0%	100%
IA Users (13% of Market)	10%	31%	41%	17%	1%	100%
IL Non-Users (23% of Market)	4%	27%	26%	42%	1%	100%
Other (1% of Market)	0%	7%	17%	67%	9%	100%
Total	8%	34%	29%	29%	1%	100%

QUESTION 22: HOW WOULD YOU PREFER TO MAKE SUCH AN ANNUAL CONTRIBUTION OR PAYMENT?

Question 22 A: Sales Tax increment dedicated to trails

Market Segments	Yes	No	Total
AA Non-Users (2% of Market)	78%	22%	100%
AA Users (33% of Market)	38%	62%	100%
AL Non-Users (26% of Market)	56%	44%	100%
IA Non-Users (2% of Market)	0%	100%	100%
IA Users (13% of Market)	54%	46%	100%
IL Non-Users (23% of Market)	39%	61%	100%
Other (1% of Market)	0%	100%	100%
Total	45%	55%	100%

Question 22 B: Purchase of an Annual Trails Support Pass

Market Segments	Yes	No	Total
AA Non-Users (2% of Market)	93%	7%	100%
AA Users (33% of Market)	81%	19%	100%
AL Non-Users (26% of Market)	71%	29%	100%
IA Non-Users (2% of Market)	95%	5%	100%
IA Users (13% of Market)	77%	23%	100%
IL Non-Users (23% of Market)	66%	34%	100%
Other (1% of Market)	100%	0%	100%
Total	76%	24%	100%

Question 22 C: Having a Check Off Contribution Box on State Income Tax Forms

Market Segments	Yes	No	Total
AA Non-Users (2% of Market)	97%	3%	100%
AA Users (33% of Market)	89%	11%	100%
AL Non-Users (26% of Market)	78%	22%	100%
IA Non-Users (2% of Market)	100%	0%	100%
IA Users (13% of Market)	94%	6%	100%
IL Non-Users (23% of Market)	85%	15%	100%
Other (1% of Market)	0%	100%	100%
Total	86%	14%	100%

Question 22 D: Vehicle Registration Fee Increment dedicated to trails

Market Segments	Yes	No	Total
AA Non-Users (2% of Market)	33%	67%	100%
AA Users (33% of Market)	39%	61%	100%
AL Non-Users (26% of Market)	60%	40%	100%
IA Non-Users (2% of Market)	72%	28%	100%
IA Users (13% of Market)	51%	49%	100%
IL Non-Users (23% of Market)	46%	54%	100%
Other (1% of Market)	100%	0%	100%
Total	48%	52%	100%

Question 22 E: Contrainer and Bottle Deposit Fee dedicated to trails

Market Segments	Yes	No	Total
AA Non-Users (2% of Market)	94%	6%	100%
AA Users (33% of Market)	72%	28%	100%
AL Non-Users (26% of Market)	77%	23%	100%
IA Non-Users (2% of Market)	100%	0%	100%
IA Users (13% of Market)	82%	18%	100%
IL Non-Users (23% of Market)	61%	39%	100%
Other (1% of Market)	100%	0%	100%
Total	74%	26%	100%

QUESTION 23: ARE YOU AWARE THAT ATV'S, DIRT BIKES AND SNOWMOBILES MUST BE REGISTERED FOR USE IN COLORADO?

Question 23: Are you aware that ATV's, dirt bikes and snowmobiles must be registered for use in Colorado?				
Market Segments	Yes	No	Unsure	Total
AA Non-Users (2% of Market)	70%	30%	0%	100%
AA Users (33% of Market)	72%	27%	2%	100%
AL Non-Users (26% of Market)	59%	39%	1%	100%
IA Non-Users (2% of Market)	59%	41%	0%	100%
IA Users (13% of Market)	75%	23%	2%	100%
IL Non-Users (23% of Market)	56%	43%	1%	100%
Other (1% of Market)	14%	86%	0%	100%
Total	65%	34%	1%	100%

QUESTION 24: IN YOUR EXPERIENCES AT STATE PARKS, HOW WELL DO YOU FEEL COLORADO STATE PARKS ARE DOING WITH PROTECTING THE NATURAL RESOURCES IN THE PARKS?

Question 24: In your experience at State Parks, how well do you feel State Parks are doing with protecting the natural resources in the parks?							
Market Segments	Very Good	Good	Okay	Bad	Very Bad	Don't Know	Total
AA Users (33% of Market)	34%	44%	19%	1%	0%	1%	100%
AL Non-Users (26% of Market)	50%	34%	11%	2%	1%	2%	100%
IA Users (13% of Market)	32%	45%	20%	1%	0%	2%	100%
IL Non-Users (23% of Market)	30%	50%	15%	1%	1%	3%	100%
Total	37%	43%	16%	1%	1%	2%	100%

QUESTION 25: I'M NOW GOING TO READ YOU A LIST OF NATURAL RESOURCE ISSUES FACING STATE PARK MANAGERS ACROSS THE STATE. FOR EACH ISSUE, PLEASE INDICATE THE LEVEL OF IMPORTANCE YOU FEEL THERE IS FOR THAT ISSUE.

Question 25 A: Pine Beetle

Market Segments	Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know	Total
AA Non-Users (2% of Market)	40%	19%	0%	4%	37%	100%
AA Users (33% of Market)	85%	10%	1%	1%	3%	100%
AL Non-Users (26% of Market)	83%	4%	5%	1%	8%	100%
IA Non-Users (2% of Market)	65%	31%	0%	2%	2%	100%
IA Users (13% of Market)	84%	13%	0%	0%	3%	100%
IL Non-Users (23% of Market)	69%	11%	2%	2%	15%	100%
Other (1% of Market)	39%	23%	0%	0%	39%	100%
Total	79%	10%	2%	1%	8%	100%

Question 25 B: Zebra Mussels

Market Segments	Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know	Total
AA Non-Users (2% of Market)	24%	20%	3%	0%	53%	100%
AA Users (33% of Market)	52%	26%	5%	2%	15%	100%
AL Non-Users (26% of Market)	41%	24%	4%	2%	28%	100%
IA Non-Users (2% of Market)	32%	21%	18%	0%	30%	100%
IA Users (13% of Market)	38%	31%	3%	1%	27%	100%
IL Non-Users (23% of Market)	29%	21%	9%	4%	38%	100%
Other (1% of Market)	7%	23%	0%	0%	70%	100%
Total	41%	24%	6%	2%	27%	100%

Question 25 C: Wildfire Risk

Market Segments	Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know	Total
AA Non-Users (2% of Market)	73%	17%	2%	7%	2%	100%
AA Users (33% of Market)	77%	17%	2%	1%	3%	100%
AL Non-Users (26% of Market)	83%	12%	0%	0%	5%	100%
IA Non-Users (2% of Market)	81%	7%	0%	0%	12%	100%
IA Users (13% of Market)	68%	27%	1%	0%	3%	100%
IL Non-Users (23% of Market)	84%	9%	3%	1%	3%	100%
Other (1% of Market)	61%	0%	0%	0%	39%	100%
Total	79%	15%	2%	1%	4%	100%

Question 25 D: Drought Issues

Market Segments	Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know	Total
AA Non-Users (2% of Market)	63%	24%	3%	7%	2%	100%
AA Users (33% of Market)	65%	23%	7%	1%	4%	100%
AL Non-Users (26% of Market)	72%	20%	2%	1%	5%	100%
IA Non-Users (2% of Market)	58%	24%	0%	0%	18%	100%
IA Users (13% of Market)	59%	32%	2%	0%	7%	100%
IL Non-Users (23% of Market)	72%	18%	2%	0%	7%	100%
Other (1% of Market)	20%	19%	0%	0%	61%	100%
Total	67%	22%	4%	1%	6%	100%

Question 25 E: Energy Issues

Market Segments	Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know	Total
AA Non-Users (2% of Market)	35%	41%	3%	2%	18%	100%
AA Users (33% of Market)	52%	29%	5%	2%	12%	100%
AL Non-Users (26% of Market)	60%	22%	3%	1%	13%	100%
IA Non-Users (2% of Market)	51%	6%	0%	14%	28%	100%
IA Users (13% of Market)	43%	33%	9%	3%	12%	100%
IL Non-Users (23% of Market)	50%	20%	6%	2%	21%	100%
Other (1% of Market)	59%	0%	0%	19%	23%	100%
Total	52%	25%	5%	2%	15%	100%

Question 25 F: North American Sparrow Relocation Efforts

Market Segments	Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know	Total
AA Non-Users (2% of Market)	3%	13%	11%	16%	56%	100%
AA Users (33% of Market)	8%	22%	16%	7%	46%	100%
AL Non-Users (26% of Market)	16%	31%	7%	6%	40%	100%
IA Non-Users (2% of Market)	2%	12%	18%	15%	53%	100%
IA Users (13% of Market)	5%	20%	17%	11%	47%	100%
IL Non-Users (23% of Market)	12%	12%	14%	13%	50%	100%
Other (1% of Market)	7%	0%	0%	41%	52%	100%
Total	10%	21%	13%	9%	46%	100%

Question 25 G: Air Quality

Market Segments	Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know	Total
AA Non-Users (2% of Market)	57%	27%	6%	8%	3%	100%
AA Users (33% of Market)	70%	21%	2%	3%	5%	100%
AL Non-Users (26% of Market)	78%	17%	3%	0%	1%	100%
IA Non-Users (2% of Market)	74%	11%	0%	0%	15%	100%
IA Users (13% of Market)	63%	25%	7%	1%	4%	100%
IL Non-Users (23% of Market)	67%	23%	4%	2%	3%	100%
Other (1% of Market)	43%	19%	0%	0%	39%	100%
Total	70%	21%	4%	2%	4%	100%

DRAFT

QUESTION 26: I'M GOING TO READ TWO OPTIONS TO YOU. IF YOU WERE MANAGING A STATE PARK, WHICH WOULD YOU DO?

Question 26			
Market Segments	Statement 1: Protect animal or plant habitat by periodically temporarily closing park areas that could possibly be negatively affected by human interaction, even if these areas were in popular or beautiful areas of the park.	Statement 2: Keep trails, use areas or points of interest open to park visitors even if those areas could be negatively affected by human interaction, but add signs encouraging humans to respect animal or plant habitat.	Total
AA Non-Users (2% of Market)	24%	76%	100%
AA Users (33% of Market)	64%	36%	100%
AL Non-Users (26% of Market)	65%	35%	100%
IA Non-Users (2% of Market)	69%	31%	100%
IA Users (13% of Market)	68%	32%	100%
IL Non-Users (23% of Market)	65%	35%	100%
Other (1% of Market)	46%	54%	100%
Total	64%	36%	100%

QUESTION 27: WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR OPINION REGARDING LAND PURCHASING WITHIN THE STATE OF COLORADO?

Question 27			
Market Segments	Colorado has enough land controlled by federal, state and local governments. We should NOT be buying more land for open space, parks and protected areas with tax and lottery dollars.	Colorado needs more open space, parks and protected areas. We should Continue buying land with tax and lottery dollars.	Total
AA Non-Users (2% of Market)	35%	65%	100%
AA Users (33% of Market)	23%	77%	100%
AL Non-Users (26% of Market)	29%	71%	100%
IA Non-Users (2% of Market)	24%	76%	100%
IA Users (13% of Market)	26%	74%	100%
IL Non-Users (23% of Market)	41%	59%	100%
Other (1% of Market)	46%	54%	100%
Total	30%	70%	100%

QUESTION 28: WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR OPINION REGARDING PUBLIC ACCESS WITHIN THE STATE OF COLORADO?

Question 28

Market Segments	Colorado's top priority should be to create more natural open areas with LITTLE public access and few or no developed campsites, roads or trails.	Colorado's top priority should be to create more parks and open areas with EASY public access and well developed facilities, such as campsites, roads and trails.	Total
AA Non-Users (2% of Market)	42%	58%	100%
AA Users (33% of Market)	39%	61%	100%
AL Non-Users (26% of Market)	36%	64%	100%
IA Non-Users (2% of Market)	40%	60%	100%
IA Users (13% of Market)	41%	59%	100%
IL Non-Users (23% of Market)	35%	65%	100%
Other (1% of Market)	0%	100%	100%
Total	37%	63%	100%

QUESTION 29: IN THE NEXT QUESTION I'M GOING TO READ A FEW DESCRIPTIONS REGARDING YOUR ATTITUDE TOWARD NATURAL RESOURCE STEWARDSHIP IN THE STATE PARKS. PLEASE INDICATE WHETHER YOU AGREE OR DISAGREE IF THAT DESCRIPTION REPRESENTS YOUR ATTITUDE TOWARDS NATURAL RESOURCE STEWARDSHIP IN THE STATE PARKS.

Question 29 A: Park visitors should play a role in helping to maintain natural resources in the state parks by picking up trash, knowing how to help protect the resources, etc.

Market Segments	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
AA Non-Users (2% of Market)	56%	39%	5%	0%	0%	0%	100%
AA Users (33% of Market)	95%	4%	0%	1%	0%	0%	100%
AL Non-Users (26% of Market)	82%	13%	4%	1%	1%	0%	100%
IA Non-Users (2% of Market)	93%	7%	0%	0%	0%	0%	100%
IA Users (13% of Market)	89%	7%	4%	0%	0%	0%	100%
IL Non-Users (23% of Market)	87%	9%	2%	1%	1%	0%	100%
Other (1% of Market)	100%	0%	0%	0%	0%	0%	100%
Total	88%	9%	2%	1%	0%	0%	100%

Question 29 B: I would like to participate in classes to learn more about protecting and preserving natural resources, and solutions and actions people can take

Market Segments	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
AA Non-Users (2% of Market)	9%	18%	6%	21%	47%	0%	100%
AA Users (33% of Market)	12%	39%	17%	21%	12%	0%	100%
AL Non-Users (26% of Market)	16%	34%	17%	17%	15%	1%	100%
IA Non-Users (2% of Market)	9%	19%	21%	16%	36%	0%	100%
IA Users (13% of Market)	13%	34%	22%	25%	5%	1%	100%
IL Non-Users (23% of Market)	8%	26%	15%	26%	24%	0%	100%
Other (1% of Market)	0%	0%	23%	31%	46%	0%	100%
Total	12%	33%	17%	22%	16%	0%	100%

Question 29 C: I would like to learn more about what natural resource issues are important on public lands in Colorado.

Market Segments	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
AA Non-Users (2% of Market)	29%	20%	11%	4%	36%	0%	100%
AA Users (33% of Market)	36%	41%	14%	5%	3%	1%	100%
AL Non-Users (26% of Market)	30%	39%	15%	13%	3%	0%	100%
IA Non-Users (2% of Market)	10%	53%	17%	6%	5%	9%	100%
IA Users (13% of Market)	29%	43%	15%	10%	3%	0%	100%
IL Non-Users (23% of Market)	28%	35%	16%	11%	9%	1%	100%
Other (1% of Market)	36%	19%	0%	7%	39%	0%	100%
Total	31%	39%	15%	9%	5%	1%	100%

Question 29 D: I would be willing to plan to volunteer one day a year to help protect and preserve natural resources.

Market Segments	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
AA Non-Users (2% of Market)	20%	20%	1%	9%	51%	0%	100%
AA Users (33% of Market)	46%	34%	6%	6%	8%	0%	100%
AL Non-Users (26% of Market)	32%	39%	9%	7%	10%	3%	100%
IA Non-Users (2% of Market)	30%	34%	4%	7%	25%	0%	100%
IA Users (13% of Market)	28%	42%	10%	12%	7%	1%	100%
IL Non-Users (23% of Market)	24%	25%	12%	19%	19%	1%	100%
Other (1% of Market)	0%	23%	0%	13%	64%	0%	100%
Total	34%	34%	9%	10%	13%	1%	100%

Question 29 E: I would support slightly higher fees (perhaps a \$1 per visit) for state park entrance so that the State can hire more staff to deal with natural resource issues in the parks.

Market Segments	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
AA Non-Users (2% of Market)	42%	25%	2%	11%	17%	3%	100%
AA Users (33% of Market)	37%	32%	7%	9%	13%	1%	100%
AL Non-Users (26% of Market)	46%	36%	5%	5%	8%	0%	100%
IA Non-Users (2% of Market)	44%	34%	3%	11%	8%	0%	100%
IA Users (13% of Market)	51%	25%	2%	17%	4%	0%	100%
IL Non-Users (23% of Market)	43%	36%	4%	5%	10%	1%	100%
Other (1% of Market)	74%	26%	0%	0%	0%	0%	100%
Total	43%	33%	5%	8%	10%	1%	100%

Question 29 F: I would be interested in receiving emails, brochures or other materials explaining important natural resource issues.

Market Segments	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Total
AA Non-Users (2% of Market)	15%	4%	9%	12%	59%	0%	100%
AA Users (33% of Market)	28%	26%	12%	15%	19%	0%	100%
AL Non-Users (26% of Market)	26%	26%	9%	21%	19%	0%	100%
IA Non-Users (2% of Market)	18%	16%	12%	19%	35%	0%	100%
IA Users (13% of Market)	23%	27%	10%	18%	22%	0%	100%
IL Non-Users (23% of Market)	9%	27%	11%	18%	34%	0%	100%
Other (1% of Market)	0%	19%	23%	39%	20%	0%	100%
Total	22%	26%	11%	18%	24%	0%	100%

QUESTION 30: WHAT IS YOUR HOME ZIP CODE? NOTE: ANSWERS SHOWN BY REGION.

Question 30 by Region					
Market Segments	Denver Metro	High Plains	Rocky Mountain	Southeast	Total
AA Non-Users (2% of Market)	58%	13%	20%	9%	100%
AA Users (33% of Market)	58%	11%	11%	21%	100%
AL Non-Users (26% of Market)	45%	15%	13%	27%	100%
IA Non-Users (2% of Market)	67%	11%	5%	17%	100%
IA Users (13% of Market)	65%	9%	8%	19%	100%
IL Non-Users (23% of Market)	59%	12%	7%	22%	100%
Other (1% of Market)	43%	4%	9%	43%	100%
Total	56%	12%	10%	22%	100%

QUESTION 31: GENDER (OF THE PERSON ANSWERING THE SURVEY).

Question 31			
Market Segments	Female	Male	Total
AA Non-Users (2% of Market)	44%	56%	100%
AA Users (33% of Market)	46%	54%	100%
AL Non-Users (26% of Market)	52%	48%	100%
IA Non-Users (2% of Market)	55%	45%	100%
IA Users (13% of Market)	49%	51%	100%
IL Non-Users (23% of Market)	54%	46%	100%
Other (1% of Market)	63%	37%	100%
Total	50%	50%	100%

QUESTION 32: WHAT IS YOUR MARITAL STATUS?

Question 32					
Market Segments	Married	Single, Divorced, or Separated	Widow	Refused	Total
AA Non-Users (2% of Market)	66%	33%	1%	0%	100%
AA Users (33% of Market)	70%	28%	1%	0%	100%
AL Non-Users (26% of Market)	53%	43%	3%	1%	100%
IA Non-Users (2% of Market)	56%	37%	7%	0%	100%
IA Users (13% of Market)	77%	20%	3%	0%	100%
IL Non-Users (23% of Market)	53%	39%	8%	0%	100%
Other (1% of Market)	32%	46%	22%	0%	100%
Total	62%	34%	4%	0%	100%

QUESTION 33: IF NOT MARRIED, DO YOU LIVE WITH A PARTNER OR SIGNIFICANT OTHER?

Question 33				
Market Segments	Yes	No	Refused	Total
AA Non-Users (2% of Market)	33%	67%	0%	100%
AA Users (33% of Market)	40%	59%	1%	100%
AL Non-Users (26% of Market)	15%	82%	4%	100%
IA Non-Users (2% of Market)	0%	100%	0%	100%
IA Users (13% of Market)	27%	71%	2%	100%
IL Non-Users (23% of Market)	16%	83%	1%	100%
Other (1% of Market)	3%	97%	0%	100%
Total	23%	76%	2%	100%

QUESTION 34: HOW MANY CHILDREN UNDER THE AGE OF 18 ARE LIVING IN YOUR HOUSEHOLD?

Question 34						
Market Segments	0 Children	1 Child	2 Children	3 Children or More	Refused	Total
AA Non-Users (2% of Market)	55%	18%	11%	16%	0%	100%
AA Users (33% of Market)	47%	15%	24%	14%	1%	100%
AL Non-Users (26% of Market)	53%	20%	14%	11%	1%	100%
IA Non-Users (2% of Market)	97%	1%	2%	0%	0%	100%
IA Users (13% of Market)	58%	10%	21%	12%	0%	100%
IL Non-Users (23% of Market)	61%	17%	12%	9%	0%	100%
Other (1% of Market)	93%	7%	0%	0%	0%	100%
Total	55%	16%	17%	11%	1%	100%

QUESTION 35: WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE ATTAINED?

Question 35							
Market Segments	High School Education or Less	Some College Education	Associate Degree	Bachelor's Degree	Graduate or Professional Degree	Refused	Total
AA Non-Users (2% of Market)	7%	17%	11%	45%	20%	0%	100%
AA Users (33% of Market)	11%	20%	9%	33%	27%	0%	100%
AL Non-Users (26% of Market)	29%	19%	8%	23%	20%	1%	100%
IA Non-Users (2% of Market)	7%	18%	25%	25%	23%	2%	100%
IA Users (13% of Market)	11%	25%	10%	34%	20%	0%	100%
IL Non-Users (23% of Market)	25%	24%	6%	31%	13%	0%	100%
Other (1% of Market)	41%	11%	16%	32%	0%	0%	100%
Total	19%	21%	9%	30%	21%	1%	100%

QUESTION 36: WHAT IS YOUR ETHNIC OR RACIAL HERITAGE?

Question 36									
Market Segments	White	Hispanic American	Black	Asian American	Native American	Native Hawaiian or other Pacific Islander	Other	Refused	Total
AA Non-Users (2% of Market)	86%	4%	0%	0%	0%	0%	5%	4%	100%
AA Users (33% of Market)	85%	6%	2%	0%	2%	0%	1%	3%	100%
AL Non-Users (26% of Market)	82%	10%	3%	0%	1%	0%	1%	3%	100%
IA Non-Users (2% of Market)	80%	17%	1%	0%	0%	0%	0%	2%	100%
IA Users (13% of Market)	91%	3%	1%	0%	1%	1%	1%	1%	100%
IL Non-Users (23% of Market)	67%	17%	8%	3%	1%	0%	3%	2%	100%
Other (1% of Market)	83%	5%	8%	4%	0%	0%	0%	0%	100%
Total	81%	10%	4%	1%	1%	0%	2%	2%	100%

QUESTION 37: WHAT IS YOUR TOTAL HOUSEHOLD INCOME BEFORE TAXES LAST YEAR?

Question 37									
Market Segments	Under \$10,000	\$10,000 to \$29,999	\$30,000 to 49,999	\$50,000 to 74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Refused	Total
AA Non-Users (2% of Market)	0%	15%	11%	28%	8%	4%	19%	15%	100%
AA Users (33% of Market)	5%	7%	11%	19%	21%	18%	7%	12%	100%
AL Non-Users (26% of Market)	14%	12%	15%	16%	11%	9%	11%	12%	100%
IA Non-Users (2% of Market)	10%	6%	6%	38%	8%	8%	0%	24%	100%
IA Users (13% of Market)	2%	7%	14%	18%	21%	19%	6%	12%	100%
IL Non-Users (23% of Market)	5%	18%	21%	15%	8%	10%	4%	20%	100%
Other (1% of Market)	45%	18%	16%	2%	0%	0%	0%	18%	100%
Total	7%	11%	14%	18%	15%	13%	7%	14%	100%

QUESTION AGE: WHAT IS YOUR AGE?

Market Segments	Question Age						Total
	18 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and older	
AA Non-Users (2% of Market)	25%	10%	38%	8%	17%	2%	100%
AA Users (33% of Market)	25%	35%	22%	10%	5%	3%	100%
AL Non-Users (26% of Market)	43%	22%	13%	8%	6%	7%	100%
IA Non-Users (2% of Market)	23%	7%	22%	15%	23%	9%	100%
IA Users (13% of Market)	18%	24%	27%	18%	7%	5%	100%
IL Non-Users (23% of Market)	31%	17%	20%	12%	10%	10%	100%
Other (1% of Market)	0%	0%	8%	14%	15%	63%	100%
Total	30%	25%	20%	11%	8%	6%	100%

DRAFT

**APPENDIX A: COLORADO STATE PARKS STATEWIDE RANDOM PUBLIC SURVEY
INSTRUMENT**

Black text indicates new questions created in 2008, or other changes in wording.

Red text reflects identical wording with respect to the 2002 survey, for use in trend analyses.

Filter Question

Good evening. My name is _____ and I'm calling to conduct a survey about outdoor fun and recreation on behalf of a state government agency. I can tell you the name of that agency partway through the survey. The survey will take about 17 minutes. May I begin? [IF ASKED, YOU CAN NAME THE SPONSOR LATER IN THE SURVEY, BUT IT MIGHT AFFECT THEIR ANSWERS IF THEY KNOW THE SPONSOR RIGHT NOW.]

- a. First, I need to verify that you're eligible for the survey. In what year were you born? _____

[IF BORN IN 1991 OR LATER, ASK IF SOMEONE 18 OR OLDER IS AVAILABLE. IF NO, THANK AND TERMINATE.

[IF BORN IN 1990, VERIFY IF 18 OR OLDER; IF NOT ASK FOR PERSON AGE 18 OR OLDER.]

[IF 18 OR OLDER, PERSON IS ELIGIBLE FOR THE SURVEY]

General Fun Activities

2. First I'm going to read a list of *classic* outdoor activities. **As I read the following outdoor activities, please tell me if you have taken part in the activity during the last 2 years.** You can give me one of three answers: yes if you have, no if you haven't AND don't want to, and "want to" if you haven't done it, but you would like to do it. **(READ LIST, ROTATE)**
- a. BMX bike riding
 - b. Road bicycling or mountain biking
 - c. **Hunting**
 - d. **Swimming**
 - e. **Fishing**
 - f. Backpacking
 - g. Walking, Jogging, or Hiking
 - h. Climbing
 - i. Horseback riding
 - j. **Sailing, canoeing, kayaking or rafting**
 - k. Skateboarding
 - l. Cross-country skiing or snowshoeing

3. Now I'm going to read a list of relaxation or learning activities. *As I read the following outdoor activities, please tell me if you have taken part in the activity during the last 2 years.* It's the same as before: You can give me one of three answers: yes if you have, no if you haven't AND don't want to, and "want to" if you haven't done it, but you would like to do it. (READ LIST, ROTATE)
- Tent or car camping (not RV)
 - RV camping
 - Picnicking
 - Came to a park just to relax.
 - Came to a park just to be with friends or family
 - Bird or wildlife watching
 - Photography
 - Sightseeing
4. Next, I'm going to read a list of activities that involve motorized vehicles. *As I read the following motorized activities, please tell me if you have taken part in the activity during the last 2 years.* You can give me one of three answers: yes if you have, no if you haven't AND don't want to, and "want to" if you haven't done it, but you would like to do it. (READ LIST, ROTATE)
- Snowmobiling
 - Four-wheel driving, ATV, dirt biking, motorbike riding or similar motorized recreation
 - Water or jet skiing and power boating
5. [IF ANY ACTIVITIES WERE NAMED AS BEING UNDERTAKEN IN ANY OF THE PREVIOUS THREE QUESTIONS] According to your best guess, how many days in the past 12 months did you participate in any of the activities we've talked about so far? I'll read some categories, and you can stop me when I reach the right one. Was it ...? [CHECK ONE]
- | | |
|--|--|
| <input type="checkbox"/> 0 days | <input type="checkbox"/> 26 to 50 days (up to once a week) |
| <input type="checkbox"/> 1 day | <input type="checkbox"/> 51 to 100 days (up to twice a week) |
| <input type="checkbox"/> 2 to 12 days (less than once a month) | <input type="checkbox"/> More than 100 days (more than twice a week) |
| <input type="checkbox"/> 13 to 25 days (up to every two weeks) | |

Park Usage

6. *Approximately, on how many separate occasions have you visited the following types of outdoor areas in the last 24 months? [RANDOMIZE ORDER, RECORD NUMBER]*
- A national park or other federal land inside or outside Colorado
 - A state park in Colorado [CLASSIFY AS A USER]
 - A state park outside Colorado
 - A local municipal park, open space, or natural area inside or outside Colorado
 - Private land where you could be outdoors, inside or outside Colorado

I can now tell you that the sponsor of this survey is Colorado State Parks. I would now like to ask you a few questions about Colorado's state park system.

7. [IF VISITED AT LEAST ONE STATE PARK IN COLORADO DURING PAST 24 MONTHS] You mentioned earlier that you have visited a state park in Colorado during the past 24 months. Which Colorado State Parks have you visited? Any others? [INTERVIEWER: PROBE FOR ANY OTHERS, RECORD ALL PARKS MENTIONED - CHECK AGAINST LIST TO BE PROVIDED]

8. [IF VISITED NO STATE PARKS IN COLORADO DURING PAST 24 MONTHS] You mentioned earlier that you have not visited a state park in Colorado during the past 24 months. Can you name any state parks? List as many as you can. [INTERVIEWER: PROBE FOR ANY OTHERS, RECORD ALL PARKS MENTIONED, UP TO TEN.] _____

9. Overall, would you say that your impression of the state parks in Colorado is very favorable, somewhat favorable, neutral, somewhat unfavorable or very unfavorable?

- a. Very favorable
- b. Somewhat favorable
- c. Neutral
- d. Somewhat unfavorable
- e. Very unfavorable
- f. Don't Know/NA

9b. [IF NOT VISITED AT LEAST ONE STATE PARK IN COLORADO DURING PAST 24 MONTHS] There are several reasons why people do not visit state parks. Please tell me the primary reasons why you have not visited a Colorado State Park in the past 24 months. Any other reasons? (PROBE IF NECESSARY, RECORD UP TO TWO MENTIONS):

10. I am now going to read you a list features that could be introduced at Colorado State Parks in the future. For each feature mentioned please tell me, if it were introduced in the future, whether your number of visits to state parks would greatly increase, slightly increase, not change, slightly decrease, or greatly decrease. (READ LIST, RANDOMIZE).

	Greatly increase my visits	Slightly increase my visits	No change in visits	Slightly decrease my visits	Greatly decrease my visits	Don't Know
More directional signs on roads leading to state parks						
Park staff more available to provide information						
Increased enforcement of laws & rules (quiet at night, resource protection, etc.)						
Training and assistance for beginning campers						
More trails and more opportunities for trail activities						
More picnic grounds and campgrounds						
More educational exhibits and displays						
Better upkeep and maintenance of park facilities and equipment						
More backcountry areas for backpacking and camping.						
More cabins/yurts available for rent						
More programs that educate the public, especially youth, about camping, hiking, and the outdoors						

Park Funding

STATEMENT TO INTERVIEWEE (for next question): State Parks presently gets between 15-20 percent of its funding to operate the parks from tax dollars, the rest mainly comes from park entrance fees, camping fees, and other charges.

11. Do you feel that Colorado State Parks should receive more state funding, less state funding, about the same amount of funding as they already receive or no state funding?
- More state funding
 - Less state funding
 - The same amount of state funding
 - No state funding
 - Don't know/NA

Information Sources

12. What information sources do you use to find out information about recreation activities you might be interested in pursuing, whether or not it's related to State Parks? DO NOT READ RESPONSES, PROBE ONCE IF RESPONDENT DOES NOT INITIALLY GIVE AN ANSWER.

- TV
- Radio
- Newspaper
- Billboards
- Receive an electronic newsletter
- Book or other publication
- Internet Searches
- Advertisement Brochures
- Word of Mouth - Friends
- Word of Mouth - Family
- Word of Mouth – Other people
- Other: _____

13. In the last 3 months can you remember seeing or hearing any advertising for Colorado State Parks?

- Yes
- No (SKIP TO question _____)

14. Where do you recall seeing or hearing this advertising? [DO NOT READ] [CHECK ALL THAT APPLY]

- Colorado Vacation Guide
- Camper Magazine
- Radio
- TV
- Bus
- Billboards
- I received something in the mail
- Other: _____

Trails Questions

NOTE: Half (800) of all respondents will be asked this set of questions, while the other half of respondents will be asked questions from the Resource Stewardship. Participants for each section will be selected randomly.

I'd like to ask you a few questions about trails now. This would include walking or bike paths, trails that allow horse riders, motorized trails, or any other type of public trail, whether it is in a state park or any other type of recreational area.

15. [IF ANY ACTIVITIES WERE NAMED AS BEING UNDERTAKEN] According to your best guess, how many days in the past year did you participate in any activities that involved the use of trails, both unpaved and paved? I'll read some categories, and you can stop me when I reach the right one. Was it ...? [CHECK ONE]

0 days
 1 day
 2 to 12 days (less than once a month)
 13 to 25 days (up to every two weeks)
 26 to 50 days (up to once a week)
 51 to 100 days (up to twice a week)
 More than 100 days (more than twice a week)

16. [IF RESPONDENT PARTICIPATES IN ANY TRAILS PROGRAMS] How would you generally consider other trail users when you encounter them? Would you consider them to be "very courteous", "somewhat courteous", "neither courteous or rude", "somewhat rude" or "very rude".

Very courteous
 Somewhat courteous
 Neither courteous nor rude
 Somewhat rude
 Very rude

17. How convenient is it to get to trails from your home? Do you feel it is "very convenient", "somewhat convenient", "somewhat inconvenient", or "very inconvenient"? If you are unsure, you may answer "don't know".

Very convenient
 Somewhat convenient
 Somewhat inconvenient
 Very inconvenient
 Don't know

18. [IF RESPONDENT PARTICIPATES OR WANTS TO PARTICIPATE IN ANY TRAILS PROGRAMS] How would you prefer to receive information about trails in areas in which you participate (or would possibly participate) in outdoor recreation activities? This information would inform visitors of trail openings, closures, seasonal availability, etc. [DO NOT READ. CHECK ALL THAT APPLY.] Any more?

- Visit a website
- Receive an electronic newsletter
- Use a book or trail guide
- Postings in retail stores
- Updates from trail user clubs
- Brochures or other printed materials mailed to your home
- Newspaper
- TV
- Radio
- Other: _____

19. Grants are typically used to fund trail work (construction or maintenance) in Colorado. Please tell me which of the following trail actions you consider your highest priorities regarding trails. Please rank the following trail actions from 1 to 3, where 1 is considered your highest priority, two is your second highest priority, and three is your lowest priority. [RANDOMIZE]

- Maintenance of existing trails
- Construction of new trails
- Building and maintenance of trailheads and trailhead facilities (such as parking lots, restrooms, signs, etc.)

20. I'm going to read three statements, and please tell me which one best describes trail users' responsibility to help keep trails in good condition?

- Statement 1. Trail users should pay a user fee for the maintenance of those trails.
- Statement 2. Trail users should not have to pay a user fee for the maintenance of those trails, but have a responsibility to not disturb the trail or trail system by not littering, disobeying access signs, or defacing trail signs.
- Statement 3. Trail maintenance volunteer program should be made available for trail users to participate in, thus helping with trail maintenance in a non-monetary manner.

21. How likely would you be to volunteer to help with the following trail projects or contributions?
[RANDOMIZE ORDER]

	Very Likely	Somewhat Likely	Not Very Likely	Not Likely at All	Don't Know
Educate new users about trail use					
Participate in trail maintenance or construction projects					
Helping write trail grants					
Gather data on trail use					
Make an annual contribution or special payment that would be used for either the maintenance or construction of a non-motorized trail?					

22. [IF AT LEAST 'SOMEWHAT LIKELY' TO MAKE AN ANNUAL PAYMENT OR CONTRIBUTION] How would you prefer to make such an annual contribution or payment? I'm going to read off a few possible alternatives. Please indicate if you would or would not support the following possible plans. [RANDOMIZE ORDER]

- Sales Tax increment dedicated to trails
- Purchase of an Annual Trails Support Pass
- Having a Check Off Contribution Box on State Income Tax Forms
- Vehicle Registration Fee Increment dedicated to trails
- Container and Bottle Deposit Fee dedicated to trails

23. Are you aware that ATV's, dirt bikes and snowmobiles must be registered for use in Colorado?

- Yes
- No
- Unsure

Resource Stewardship Questions

NOTE: Half (800) of all respondents will be asked this set of questions, while the other half of respondents will be asked questions from the Trails Section.

READ TO RESPONDENTS: Natural Resources in State Parks include plants and forests, wildlife, water, geological formations, and other features. “Natural resource stewardship” is the management of natural resources in the State Parks including the protection of wildlife, controlling weeds, healthy forest management, and protection of unique or rare habitats.

24. In your experiences at State Parks, how well do you feel State Parks are doing with protecting the natural resources in the parks? [READ LIST]

- Very Good
- Good
- Okay
- Bad
- Very Bad
- Don't Know

25. I'm now going to read you a list of Natural Resource issues facing State Park Managers across the state. For each issue, please indicate you feel that issue is “Very Important”, “Somewhat Important”, “Not Very Important” or “Not Important at All”. If you are unsure, you may answer “don't know”. [READ THE LIST OF NATURAL RESOURCE ISSUES] [RANDOMIZE LIST].

	Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know
Pine Beetle					
Zebra Mussels and other aquatic nuisance species					
Wildfire risk					
Drought issues					
Energy issues					
North American Sparrow relocation efforts [NOTE: This is a Red Herring]					
Air quality					

26. I'm going to read two options to you. If you were managing a State Park, which would you do?

Prefer			Prefer
	Statement 1. Protect animal or plant habitat by periodically temporarily closing park areas that could possibly be negatively affected by human interaction, even if these areas were in popular or beautiful areas of the park.	Or	Statement 2. Keep trails, use areas or points of interest open to park visitors even if those areas could be negatively affected by human interaction, but add signs encouraging humans to respect animal or plant habitat.

NOTE: The following two questions are taken from the 2008 GOCO study. These provide a link to that study.

27. Which of the following statements best describes your opinion regarding land purchasing within the State of Colorado? Please select the ONE option that best describes your opinion:

[RANDOMIZE ORDER READ]

A. Colorado has enough land controlled by federal, state and local governments. We should **NOT be buying more land** for open space, parks and protected areas with tax and lottery dollars.

OR

B. Colorado needs more open space, parks and protected areas. We should **Continue buying land** with tax and lottery dollars.

28. Which of the following statements best describes your opinion regarding public access within the State of Colorado? Please select the ONE option that best describes your opinion:

[RANDOMIZE ORDER READ]

A. Colorado's top priority should be to create more natural open areas with **LITTLE** public access and few or no developed campsites, roads or trails

OR

B. Colorado's top priority should be to create more parks and open areas with **EASY** public access and well developed facilities, such as campsites, roads and trails.

29. In the next question I'm going to read a few descriptions regarding your attitude toward natural resource stewardship in the State Parks. For each description, please indicate if you "strongly agree", "somewhat agree", "neither agree nor disagree", "somewhat disagree", or "strongly disagree" that the description represents your attitude towards natural resource stewardship in the State Parks. [RANDOMIZE LIST]

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't know / NA
a. Park visitors should play a role in helping to maintain natural resources in the state parks by picking up trash, knowing how to help protect the resources, etc.						
b. I would like to participate in classes to learn more about protecting and preserving <u>natural resources</u> , and solutions and actions people can take.						
c. I would like to learn more about what <u>natural resource</u> issues are important on public lands in Colorado.						
d. I would be willing to plan to volunteer one day a year to help protect and preserve <u>natural resources</u> .						
e. I would support slightly higher fees (perhaps a \$1 per visit) for state park entrance so that the State can hire more staff to deal with natural resource issues in the parks.						
f. I would be interested in receiving emails, brochures or other materials explaining important <u>natural resource</u> issues.						

Demographics

Finally, I'd like to ask you a few questions about yourself, for analysis purposes only.

30. What is your home zip code _____?

31. Gender (of the person answering this survey): Male Female

32. What is your marital status? [READ LIST]
 Married Single, Divorced, or Separated Widow

33. [IF NOT MARRIED] Do you live with a partner or significant other? [READ LIST]
 Yes No

34. How many children under the age of 18 are living in your household? _____

35. What is the highest level of education you have attained? (READ LIST)

- a. Less than high school
- b. High School diploma
- c. Some college, but no degree
- d. Associate degree
- e. Bachelor's degree
- f. Graduate or professional degree

36. What is your ethnic or racial heritage? (Don't read list, check all that are offered.)

- a. White (Caucasian)
- b. Hispanic American
- c. Black (African/American)
- d. Asian American
- e. Native American
- f. Native Hawaiian or other Pacific Islander
- g. Other (please specify) _____

37. What is your total household income before taxes last year? (READ LIST)

- a. Under \$10,000
- b. \$10,000 - \$29,999
- c. \$30,000 - \$49,999
- d. \$50,000 - \$74,999
- e. \$75,000 - \$99,999
- f. \$100,000 - \$149,999
- g. \$150,000 or more

Thank you very much for participating in this survey.

APPENDIX B: VERBATIM ANSWERS TO QUESTION 9B

Below we provide respondents' verbatim answers to question 9b. Answers are not grammatically revised, and are provided exactly how the respondent answered the question.

- Actually I may have visited but I'm not really sure which parks are state parks and which ones are national parks. When I do go to parks, it is because I am taking out of town guests, and we generally go to places that they have heard of.
- Age, and I live on a forty acre farm. I do not need the outdoor activities.
- Because all I do is work.
- Because I can't drive and I can't see to drive. My husband passed away 5 years ago and my age keeps me from being able to go.
- Because I do not have a habitat stamp and I do not know where they are located.
- Because I don't have the time to do that stuff anymore. I play golf everyday and do not have time to see sights at a park.
- Because I don't have transportation and am elderly.
- Because I don't have transportation and I live in the city.
- Because I don't know exactly where to go or the easiest route.
- Because I have a special needs child who makes it problematic to do anything that is far away from home. Also, I was in Iraq during that time.
- Because I have to pay to get in.
- Because I live in a Recreation area.
- Because I live in the mountains so I really don't need to visit a state park to get the experience of being outdoors.
- Because I think they are a joke. I have private land to go out on every day so I don't have to go there.
- Because I was out of the country for 2 years and we just returned 4 months ago. We don't have enough resources to take the family out to the state parks because we save our money for travel.
- Because I was undergoing cancer treatments. I didn't get to do much.
- Because I will have to go alone and I don't want to be by myself in a place like a park. I don't think it's safe.
- Because I'm going blind and sunlight really bugs me.
- Because I'm not interested.
- Because I'm too busy with work and don't have time.
- Because it costs money and I can't afford it. And, I'm alone.
- Because my husband hasn't taken me yet. I am waiting for him to take me.
- Because my life has changed. Now I read the bible and work on my autobiography and I am learning how to do the commandments.
- Because of health reasons.
- Because of our age and lack of time.
- Because of the fee.
- Because there are none close to me. I live in Summit County.
- Because there is no golf courses. My wife works on the weekend so it hard for us to find time to go.
- Because we are too busy and only have a small car.

- Because we don't have one close by and I haven't been very far from home in the last 2 years due to illness.
- Because we spend more time in the county parks and it's more convenient for us.
- Because where I live is absolutely gorgeous. I have a river and a bike path. I live right on Snake River and I have a golf course right across the street.
- Because work is more important than going to the park. Time constraints and family.
- Both of my boys during the summer play sports, and I'm too busy to visit state parks.
- Cost, money. Also, they are a good distance from where I am.
- Cost. There aren't very many close to where we live.
- Disabled
- Due to the prices of the State Parks, so I go where I can enjoy the outdoors for free.
- Expensive.
- Gas prices. Well, I really don't have camping gear. It takes a lot to get up there for one day.
- Haven't had the desire to go lately.
- I am 82 years old, and I can only go when my children go. So I have to rely on them for transportation and can only go where they want to go.
- I am a senior citizen with mobility problems.
- I am a widow and I do not drive.
- I am alone and would rather go on a tour with others.
- I am disabled.
- I am disabled.
- I am from a rural area. We have access to national forests. I don't know why I would go somewhere where there are a lot of people and I have to pay to go. I like it where there isn't a lot of people. I think that is the main reason. They are too crowded. It is like going to the city for me.
- I am not a hunter or hiker and haven't got the time.
- I am not able to because I am elderly and no one wants to take me.
- I am not able to because of my health. I can't do much walking.
- I am not an outdoor person.
- I am not aware of the locations of state parks and what recreational activities are there.
- I am not for sure if I have been to one or not. I'm not sure what the difference is between state parks and regular parks.
- I am not sure if I have or not. I don't know if some of the parks that I have been to are state, federal or local parks. We go out a lot, and I'm sure I probably have been to one, but I can't pinpoint a particular time when I have been to one.
- I am old and have no way to get to the parks unless I am with family.
- I am on oxygen 24 hours a day so my recreational activities are limited due to my health.
- I am quite new to Colorado. I just haven't had a chance yet.
- I am relatively new here and we are building a house. So we have not not had much time to visit anywhere.
- I am self employed and I just don't take vacations much, so it's mostly because I just haven't had the time.
- I am senior citizen and disabled.
- I am surrounded by San Juan National forest and lots of BLM land.
- I am too lazy.
- I am too old and I cannot get there.
- I am too old and sick.
- I am too old.

- I am usually going to a destination that is further away. There are activities I would have liked to go to but just didn't work out.
- I am working all the time.
- I arrived in the US two months ago from Trinidad and have not had time to visit a State Park yet.
- I can't get around. I am pretty much homebound.
- I can't travel very well due to brain seizures.
- I can't walk very well.
- I did go to Rocky Mountain National Park by Estes Park. I am too old, 82 years old.
- I did not want to pay the entrance fees.
- I didn't have anybody to go with.
- I do a lot of traveling outside the state, not within Colorado.
- I do more contemplative, quieter types of physical activities. I do things like yoga every other day. Also, I don't do well with driving, so if I can't walk there, I don't go.
- I do not go anywhere without my dog, and therefore there are restrictions.
- I do not have any state parks within 100 miles of where I reside.
- I do not have enough time to visit a State Park.
- I do not have enough time.
- I do not have the gas to travel to state parks.
- I do not have the money to pay to get in.
- I do not have the time.
- I do not have the transportation money. It costs too much.
- I do not have time.
- I do not know of any local state parks.
- I do not like crowds.
- I do not like the fees. I just don't like to pay. There is plenty of public land to go on without having to pay.
- I do not like too many people when I am outdoors with nature. Also, I have to pay a fee.
- I do other things. I get together with my family and friends.
- I do water sports, and there's not a lot of water in Colorado.
- I don't drive and my relatives have not taken me to one.
- I don't drive so I am unable to visit any parks. There is no one around during the day to drive me.
- I don't go alone and no one ever invites me.
- I don't have a car.
- I don't have a driver's license to visit state parks.
- I don't have a vehicle.
- I don't have a very good car and don't like to travel very far at all.
- I don't have any transportation to get there.
- I don't have anybody to take me and I don't drive.
- I don't have enough time.
- I don't have the time to visit them.
- I don't have the time.
- I don't have time.
- I don't have time. There is too much criminal activity.
- I don't have transportation. I just moved here eight months ago. I have only been here a short time.
- I don't know and don't have knowledge of any.
- I don't know the names of them.

- I don't know where they are located.
- I don't know where they are.
- I don't know where they are. Also, I do not know the state parks from the federal parks.
- I don't know, it's just not a priority for me.
- I don't know. I just haven't thought of it.
- I don't like the fee system, because it is too expensive for seniors to enjoy.
- I don't like to go by myself. Recently I broke my ankle so I don't go anymore.
- I don't like to pay a fee to enter the park.
- I don't really have any reasons, so I can't respond.
- I don't travel much, we are just homebodies.
- I feel the state park is too controlling. If I want to go camping, there are so many regulations and laws.
- I forget about the fact that they are there.
- I get lost.
- I get sick when I ride in a car.
- I go to a national park. I like going up into the mountains where there are more national areas. I am a tent camper.
- I go to Estes National Park all the time because we own land there. But I have not been to a state park because I go to Estes Park.
- I go to parks near my home, mainly city parks.
- I guess because of my age and I can't get around very good.
- I guess I just didn't want to go driving, I don't know. I also have some health reasons also.
- I had to have major surgery so I was not able to go anywhere for a long while but I will look into going soon.
- I have a hard time walking.
- I have a hearing problem and have difficulty walking. These two prohibit me from going.
- I have a lot of outdoor opportunities where I live so it is not necessary to travel extra to visit a state park.
- I have an old car that I don't trust to go far. I have no one to go with. The price of gas also affects my decision. Finally, I am busy with grandchildren.
- I have arthritis and I don't drive.
- I have arthritis, and I can't get out like I would like. Also gas.
- I have been caring for elderly parents. I don't know where they are.
- I have been disabled and unable to travel.
- I have been disabled for a few months.
- I have been out of the country.
- I have been really busy this year.
- I have been too busy with my children.
- I have been to state parks before, in California. I just not chosen to go to one in Colorado.
- I have been too busy.
- I have been very busy and have not had a lot of time to visit the parks.
- I have been very busy with work.
- I have been working 6 to 7 days a week.
- I have been working and do not have the time.
- I have diabetes and asthma. I need oxygen so I do not get out much.
- I have had a broken arm and wrist. We usually go where our horses can go.
- I have had poor health, including blindness in the last five years. I also have arthritis.
- I have health problems. The health problems restrict my activity. I am on oxygen.
- I have health reasons that prohibit me from participating in certain activities.

- I have just had knee surgery and moved here to be close to family since the surgery. I am waiting for my knee to heal.
- I have local options I use instead of visiting state parks. Also, I work in a park 9 months a year.
- I have no need too.
- I have no one to take me. Everybody promises to take me but no one has done it yet.
- I have no real need to because I live on the top of the mountain and I have everything I need in the forest area. Due to our age we just don't get out that much.
- I have no reason. I just haven't done it.
- I have not had enough time to visit a park.
- I have not had the money to travel anywhere. I am also disabled.
- I have not had the time or desire to visit one.
- I have not had the time.
- I have not had time.
- I have not lived here very long, less than 2 months.
- I have not traveled.
- I have not visited a state park in the past 24 months due to the distance between a park and my home.
- I have not visited the parks because it is too expensive.
- I have not visited the state parks because of illness.
- I have only been in Colorado for four months and there is a lot of federal land close by and there is no reason to visit a state park.
- I have problems going because of my age, I don't travel.
- I have problems with my back.
- I have small kids and State Parks are not kid friendly.
- I have taken several trips to exotic areas out of country, which pretty much ate up our time.
- I have to go out of Colorado to visit family back East, so I don't have time to visit a state park.
- I have to make reservations to go camping. Also, the price of gas is too high.
- I have very little time for recreation.
- I haven't done so because of my poor health.
- I haven't gone anywhere. Going to the park is not one of my priorities.
- I haven't had a desire to go to any parks because I have other interests.
- I haven't had any need or reason to. I don't fish, I don't boat. I do a little hiking but I do that in National parks.
- I haven't had any transportation to do so.
- I haven't had any vacation. I have to watch my grandchildren seven days a week. I don't have any spare time.
- I haven't had time to visit a Colorado state park.
- I haven't had time.
- I haven't really had the time.
- I haven't taken the time to go out there. I have other places that I like to go.
- I haven't taken time to.
- I haven't visited a state park in Colorado because it is not near me. I live in a national forest. When I want to go outdoors, I just walk out my door.
- I haven't visited any state park because of my advanced age.
- I haven't visited any State Parks because I don't know where they are. Also I spend a lot of time in National Parks, because I'm allowed to do dirt biking there.

- I haven't visited because I'm busy with work and haven't been very healthy recently. So, I haven't had much ability to participate.
- I haven't visited because we like to go to the more remote areas, with fewer people.
- I just did not take the time to do it.
- I just don't get out and go like I used to. I don't do that anymore.
- I just don't go to state parks.
- I just don't go to the parks. I just don't go camping. I just don't have the time. It does not interest me that much.
- I just don't go.
- I just don't have any reason to go.
- I just don't have any reason to.
- I just don't have the money.
- I just don't have the time right now.
- I just don't have time. No other reason.
- I just don't know exactly how to get to the state parks. I guess you could say it is just a lack of information.
- I just don't know if I am in a state park, I may or may not have visited a state park.
- I just don't know where one is.
- I just have been busy doing other things. If you have seen the state park already, there is no reason to go every year.
- I just have enough recreational area around where I live so I don't really need to go to a state park.
- I just haven't done it.
- I just haven't had the time to.
- I just haven't had time.
- I just haven't had time. Also, I guess I'm not sure which ones are state parks.
- I just moved here and haven't been able to afford to do anything yet because of a motorcycle accident I just got in.
- I just moved here from Canada. I have to research more. There is a small local park near us.
- I just moved here from Washington.
- I just moved here in April. I have two small children so it's not convenient to visit the state parks.
- I just moved here in July. I'm not sure where the state parks are yet. I used the local parks, though.
- I just moved out here in March, from California.
- I just moved to Colorado about a year ago, and I don't know where they are located.
- I just moved to the state this March. As soon as I get settled I intend to start visiting State parks.
- I just never thought about it.
- I like a little more freedom. We are not limited in where we can park, picnic or bring a dog and I would like that when I visit.
- I like going to Jefferson County Open Space because it is closer than the state parks.
- I like to go where there's not a lot of people, so I prefer private land or the wilderness.
- I live in Gunnison.
- I live in the mountains and all the things you go to see at a park are outside my window
- I live on a ranch in the wilderness. I do not have the need to visit any other natural area.
- I might have gone to a state park but I didn't realize it was a state facility. I don't know the names of the parks or where they're located.

- I moved here only 12 months ago.
- I not aware of any state parks in my area.
- I own several properties where I ride my horse, so I don't need to go off my properties.
- I prefer to be in wilderness more than a park. The wilderness is in my backyard and very convenient for me. There are designated wilderness spots in Colorado that don't allow RV's or other motorized vehicles and that's what I enjoy.
- I prefer to visit other places of interest.
- I really do not have the time to spare.
- I really don't know anything about where they are located, and I haven't seen any advertising about them.
- I really don't know other than we just haven't done it.
- I really don't know. I really don't have a reason I should say. Years ago we enjoyed Gunnison and Black Canyon in my younger days.
- I really don't need someone keeping tabs on me and I don't want to pay the money.
- I really haven't had time. I was in a car accident, in a coma and couldn't walk.
- I really haven't thought about it and I really don't have the time to.
- I resent having to have the wildlife stamp to enter a State Park whether you will use the stamp or not.
- I tend not spend my recreational time at state parks.
- I think it is just because there' so much other available open space that's not in the State Parks that I prefer to go to.
- I think I've just been too busy working and haven't had time to get up to any of them.
- I visited Yellow Stone National Park but it rained. I went to a park in Montana.
- I volunteer for seniors so I have very little time for visiting any parks.
- I was in Alaska and just moved to Colorado.
- I was in the military and I really do not care for the outdoors.
- I was living in Germany until September 11, 2008.
- I went to a city park, it was closer.
- I went to Highline State Park
- I work too much and on my vacations I usually stay home and relax.
- I work two jobs and I don't have the time.
- I'd say I probably had other opportunities to go elsewhere as well as the cost. I had other places to go and I didn't have to pay.
- If you are going to get away, why would you want to be around other people.
- I'm allergic to lots of things. If I partake in outdoor activities, I could get killed real quick.
- I'm allergic to pine trees and I don't like being outdoors.
- I'm alone right now, my husband is in a nursing home, and I don't have the opportunity
- I'm an an older person and have many health problems.
- I'm assuming it costs money or I'd have to get a permit. I'm a senior citizen and I can get into Federal Parks by paying for a ten dollar lifetime pass.
- I'm either working or not working and don't have the money. I've been unemployed since February.
- I'm getting too old to travel to parks these days.
- I'm just too busy. I have plenty of BLM (Bureau of Land Management) and Forest Service ground to play on around here. I just don't have the time to a state park.
- I'm just too old to go anymore.
- I'm not a resident.
- I'm not familiar with their RV capabilities. When we visit parks, it's with our RV.
- I'm obese and I don't go outside.

- I'm on a farm and don't have time to go. I'm outside all day in the middle of nowhere most of my life
- I'm on oxygen and it's hard for me to breathe when I get up high.
- I'm retired. The kids are all grown up. We used to go all the time when the kids were here.
- I'm stuck at home, I'm a caregiver. I can only go out a half hour at a time.
- I'm too busy with work.
- I'm too old.
- In the last few years I haven't felt like it. Well, just my health. Well, that's about it.
- In the most recent months, it's been because of the gas prices. I went to a lot of places when I first moved here 14 years ago, including parks, and I don't feel it's necessary to visit the same sites. I don't care to pay to see the same things either.
- In the past 24 months I have had surgeries. Therefore I could not travel. I used to go every summer and loved it.
- It costs too much for a sticker. They need more handicapped facilities and ramps. It's too much for the fishing fee.
- It is an issue of time commitment.
- It's a time issue and we're finally starting to make some time.
- It's because of the location. There aren't any around me. We live surrounded by national forest so that's where we go for recreation activities.
- It's just convenience. When we go on vacation, we tend to go to the national parks. The state parks are not that close to us.
- It's too difficult to go to the state parks with two younger children. I need to go to parks that are closer to home.
- It's usually not free.
- I've been building a house in Colorado, and I haven't had time to visit any state parks.
- I've been trying not to drive as much because of the price of gas.
- I've not been there because I really haven't thought about going.
- I've not had the time.
- I've really had no opportunity and no one to go with. I wouldn't want to go alone.
- Just because I don't drive myself to them. I just haven't had the opportunity to do so and I am probably out of the age category that goes to them.
- Just busy, and don't have a lot of time.
- Just haven't had time.
- Just too wrapped up in work. I am a home body. I went to parks when I was younger. Curiosity has been satisfied.
- Lack of knowledge.
- Lack of time in my life right now.
- Location. I think the places closest to me are federal land forest parks, not state. The only thing that would keep me from visiting it is how far away it is from where I live.
- Mainly because of illness and age lately.
- Mainly because we have a State Park that is pretty close to us and they don't allow us on it, that made me upset about all of them. They only allow 23 hunters a year and don't allow walkers or vehicles.
- Mainly because we have been doing most of our travel outside the state.
- Mainly it's because the state parks are full of young people who are rowdy. They're interested in speed boats. Places that used to be serene are now geared to water sports, etc. It seems like the places where you used to go fishing and be quiet are now full of loud people. I avoid these loud places and water sports.

- Mainly, I am not able to get outside as much as I did when I was younger. I don't like observing from our car.
- Money. I'm on Social Security but I would like to. When I travel for pleasure I like to go through state parks but I haven't travelled by car in the last 4 years. Years ago I deliberately went through state parks.
- Mostly because of the gas prices. When it's over \$4.00 a gallon it's hard to get that extra money to go. I have a nice home and good outdoor areas locally so I don't need to go to a state park.
- Mostly because we're more geared toward wilderness areas. Also, we have a dog that we like to take hiking with us, and sometimes, state parks don't allow dogs.
- My age.
- My car is not so good. If I had better transportation, perhaps I would get out more. Also the price of gasoline is a factor.
- My disabilities, it is very inconvenient to move around much.
- My husband and I have been very ill and we've just slowed down.
- My husband passed away and I don't venture out much anymore.
- My husband was very ill and we didn't go anywhere.
- My job has stopped me from getting out to the parks.
- No money for gas, lodging, or to go period. Not that we haven't thought of it.
- No real reason. I have a card for the national parks that lets me in to any of the parks, but not for the state parks. My wife is handicap which makes it difficult.
- No time and no money.
- No time off from work.
- Not having the money to travel.
- Other things to do. Mostly having to work. With the little bit of leisure time I have I like to play golf. And when its winter time it' too cold to be outside.
- Primary reason would be I am not going to pay money to go to a state park. The other reason is too many restrictions with camping.
- Probably because I don't have a vehicle and I just recently moved here. I am from Louisiana. If there was one closer, I probably would go to one.
- Probably because the national parks are more well known and there are other parks that are more convenient. The Pike National Park is closer than Mueller to Colorado Springs.
- Probably my age.
- Since we don't camp we don't need state camping grounds.
- State Parks don't have big areas for backpacking. I don't like to go to places I have to pay to get in.
- The annual pass, the park passes, and the certificates all cost money. Altogether, it all costs a lot. We can get a national park pass for \$80 and get into any national park and any national recreational area. That pass includes everything except for camping fees.
- The area where we live is in the outdoors. We are outside all the time in the area close to our house and don't have a need to go to the parks.
- The cost is too much, and it is too far for me.
- The cost of going places is too high.
- The daily park fee makes it too expensive to visit, and we no longer go fishing in the state parks.
- The fees to get in, and that's all.
- The kids and I have been going out of state for vacation. Also, we have a local park where we go all the time that is closer.
- The price of gas right now.
- The state parks are too crowded.

- The state parks are too far from our home.
- There are no state parks in my area of Four Corners.
- There are none close that I know of.
- There are too many people there. You really don't get away from other people when you go to a State Park in Colorado and that's what I go for.
- There aren't many near here. Where we live we're just completely surrounded by forests anyway, so we don't need to travel to see that.
- There has been a long, progressive illness in the family.
- There has not been a reason to.
- There is a lack of time in my life and I don't know about many of the State Parks or where they are.
- There is no reason, I have visited the state parks but do not recall how many times I have visited them.
- There's an admission fee, so it's expensive to go.
- They are dominated by Hispanics.
- They are too commercialized. They have to kill bears because they come too close to the campground. People want to see nature and you take that chance when you go in their backyard or home. I don't want to put bears in danger because people leave trash around and they attract animals. That's why I quit going. Now I can't go because I am disabled. My family, when I was young, we went every summer and we used to stay for days and come back to town every once in a while. It was called getting back to nature. If you take RV's and stuff why leave your house, might as well stay at home.
- They are too expensive.
- They are too far and too expensive.
- They are too far away and in the wrong direction. I am only about 22 miles away from Four Corners, and all four of my children live in Arizona so those are the parks I usually visit.
- They cost to get in, and money is tight for me right now.
- They used to be free to get into.
- Time and planning.
- Time and schedule
- Time and transportation.
- Time constraint.
- Time probably. It is just not a priority with the lack of time.
- Too busy.
- We are busy on the farm.
- We are just old and don't do it anymore.
- We don't go out a lot. We're homebodies who don't like to make trips.
- We don't venture far from home and I don't know where they are. Also we're not outdoor people.
- We had a death in the family and we haven't been anywhere since.
- We have a lot of natural area around our house which we take advantage of.
- We have a lot of pine beetles where we go and I don't like that. That's the only reason. We live in the mountain and there are national parks here.
- We have been too busy with our children and stuff around the house.
- We have not had the money to travel.
- We have not really had time. We are also older and our kids have moved out. When they were here we went all the time but lately I just haven't had the time.
- We have only been here 12 months and because of the health of the family. My husband had a major operation that changed our plans.

- We have our own 48 acres where we vacation and do very little state park activity.
- We have our own outdoor property in Arizona. Also, when I spend time outdoors, I prefer to play golf.
- We have too many responsibilities around my own house. So, I don't get a chance to get away very much.
- We haven't been able to go. We haven't had a chance.
- We just don't go out to parks very often. Also, I don't know where the state parks are located.
- We just moved here from Michigan. I don't know anything about the state parks yet. I don't even know where they are. That will change because I am an outdoor freak.
- We just moved here in March and my husband is in Iraq.
- We just moved to Colorado, but we plan to visit the state parks, and have already gotten a hiking book. The parks and outdoor activities is what prompted us to move here two months ago. I requested a military move to Colorado.
- We live in a corner of the state, in the Four Corner area. It's hard for us to get out to the state parks. They are not nearby.
- We live in the mountains and any hiking or visiting we do is right here where we are. We are happy where we are.
- We live in the mountains and don't really need to visit state parks to see the outdoors when it's in our backyard.
- We live near the mountains and have our own cabin where we go.
- We only spend our summers in Glenwood Springs.
- Well, economics. And I just don't have the interest anymore. I lived in Utah and I loved it. They had fabulous caverns. You could just zip right in. Here, you need to plan to go, from where I live. So gas prices play a factor.
- Well, it is a money issue, for gasoline. It is 200 miles or better to a state park from where I live. It is too far for a one day trip.
- Working too much.
- You have to make a reservation at least 2 to 3 days in advance and then you have to pay with a Visa or charge card. That's the biggest reason I don't go. I don't have charge cards. I would go but I don't believe in credit cards. They only take reservations over the phone and won't even take cash in advance.
- You have to pay and have a vehicle permit. In national forest you don't have to pay, or the BLM.
- You have to pay to get into some of the parks. Also there are too many people, and then they don't become relaxing.