Missouri SCORP Residents Survey

2013-2017 Statewide Comprehensive Outdoor Recreation Plan

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A 2011 survey of Missouri residents, conducted as part of the 2013-2017 Statewide Comprehensive Outdoor Recreation Plan (SCORP)

Executive Summary

This study of outdoor recreation trends and issues in the state of Missouri was commissioned by the Missouri Department of Natural Resources - Division of State Parks to fulfill the federal requirements for the 2012-2017 Statewide Comprehensive Outdoor Recreation Plan (SCORP). The SCORP is a five-year plan, for the years of 2013 through 2017, for meeting the recreational needs of the citizens of the State of Missouri.

The objectives of this study, conducted through a statewide telephone survey of Missouri residents, were to identify and assess and quantify outdoor recreation activity and facility availability, demand and popularity; activity levels, facility usage, and whether they are set to increase or decrease in the next five years.

This quantitative research study aims to:

- Collect pertinent information pertaining to outdoor recreation in the State of Missouri
- Provide recommendations for further action based on research findings

The key findings and recommendations of this study are:

Familiarity with outdoor recreation:

- 35.4% of Missouri residents are very familiar with outdoor recreation in their area.

General activity levels and distance travelled to participate in outdoor recreation:

- During the past year, 37.5% of Missouri residents typically traveled zero to four miles to participate in outdoor recreation during the week.
- 18.5% of Missouri residents traveled 100 miles or more to participate in outdoor recreation during the weekend.
- Urban Missouri residents travel less distance to participate in outdoor recreation compared to rural Missouri residents
- 22.0% of Missouri residents participate in outdoor recreation between one and two hours during the week.
- 37.7% of Missouri residents participate in outdoor recreation at least five to eight hours during the week.
- 34.2% of Missouri residents live less than one mile from an outdoor recreation facility.
- 60.8% of Missouri residents live within two miles of an outdoor recreation facility.
- 49.4% of Missouri residents perceive their household's overall outdoor recreation usage increasing at least a little more than the next five years.
- 21.6% of Missouri residents perceive their household's overall outdoor recreation usage increasing or increasing a lot in the next five years.
- 36.3% of Missouri residents participated in some sort of outdoor recreation activity within the past week.
- 56.0% of Missouri residents participated in some sort of outdoor recreation activity within the past month.
- The main reasons why Missouri residents don't participate in outdoor recreation are health concerns, disabilities, lack of interest, cost/economic concerns, and age concerns.

Outdoor recreation facility usage:

- Urban Missouri residents use walkable streets or sidewalks and local parks more frequently than rural Missouri residents.
- Rural Missouri residents use fishing sites, lakes and rivers more frequently than urban Missouri residents.
- More than 70% of Missouri residents have used a local park or a walkable street or sidewalk in their neighborhood in the past year.
- More than 60% of Missouri residents have visited a historic/education site in the past year.
- More than 50% of Missouri residents have used a lake, garden, picnic area or state park in the past year.
    - More than 20% of garden users indicated there were too few or way too few gardens when asked about local supply.
- More than 40% of Missouri residents have used a fishing site, trail, nature area/park, rivers, wildlife areas, national or state forests, boating and water sport access sites or playgrounds in the past year.
    - More than 20% of trail users indicated there were too few or way too few when asked about supply.
- More than 30% of Missouri residents have used an outdoor swimming pool, a national park or monument or a camping site in the past year.
    - More than 20% of outdoor swimming pool users and more than 20% of camping site users indicated there were too few or way too few when asked about supply.
- Most requested facility types were trails (foot and bike) and walkable sidewalks and sidewalks.

Participation in outdoor recreation activities:

- Frequently used activities that are expected to increase in the next five years include fishing, camping in a campground, bicycling, baseball, golf, running/jogging, and soccer.
- Urban Missouri residents participate in more walking, bicycling, baseball and golf activities compared to rural Missouri residents.
- Rural Missouri residents participate in more fishing, boating, sailing, canoeing and kayaking, target shooting, hunting, and ATV/off road riding compared to urban Missouri residents.
- More than 80% of Missouri residents participated in walking or a family gathering in the past year.
- More than 70% of Missouri residents participated in driving for sightseeing or gardening in the past year.
- More than 60% of Missouri residents participated in picnicking, outdoor swimming or wildlife observation/birding in the past year.
- More than 50% of Missouri residents participated in fishing or boating, sailing, canoeing and kayaking in the past year.
    - More than 20% of fishing participants indicated their usage is either increasing or increasing a lot.
- More than 40% of Missouri residents participated in playgrounds, camping in a campground, bicycling or dog walking in the past year.
    - More than 20% of camping and bicycling participants indicated their usage is either increasing or increasing a lot.
- More than 30% of Missouri residents hiking, wildlife/outdoor photography, target shooting or baseball in the past year.
- Most requested activities were walking/hiking activities and youth related programs.

Attitudes:

- More than 75% of Missouri residents agree or strongly agree that outdoor recreation benefits Missouri residents and more than 25% of Missouri residents strongly agree with that statement.
- More than 75% of Missouri residents agree or strongly agree that outdoor recreation is important to them and more than 25% of Missouri residents strongly agree with that statement.
- More than 60% of Missouri residents agree that Missouri is well known for outdoor recreation.
- More than 50% of Missouri residents agree that funding outdoor recreation in Missouri is a high priority.
- More than 50% of Missouri residents agree that trails are important to their household.

Satisfaction - Facilities:

- 40.5% of Missouri residents are very satisfied overall with outdoor recreation facilities in Missouri.
- 38% of Missouri residents are very satisfied overall with the distance to local outdoor recreation facilities.
- 37.7% of Missouri residents are very satisfied with travel time and congestion to local outdoor recreation facilities.
- 35.7% of Missouri residents are very satisfied overall with the professionalism of local outdoor recreation employees.
- 36.3% of Missouri residents are very satisfied with outdoor recreation facilities in their local area.
- 35.2% of Missouri residents are very satisfied overall with the safety of local outdoor recreation facilities
- 35.1% of Missouri residents are very satisfied with the availability of local outdoor recreation facilities
- 35.0% of Missouri residents are very satisfied with the quality of local outdoor recreation facilities.
- 32.5% of Missouri residents are very satisfied with the cleanliness of local outdoor recreation facilities.
- 31.2% of Missouri residents are very satisfied with the number of local outdoor recreation facilities.
    - Performing below average and scored high on relative importance
- 28.1% of Missouri residents are very satisfied with the variety of local outdoor recreation facilities.
    - Performing below average and scored high on relative importance
- 16.0% of Missouri residents are very satisfied overall with pet/dog accommodations at facilities.

Satisfaction - Activities:

- 44.9% of Missouri residents are very satisfied overall with outdoor recreation activities in Missouri.
- 37.5% of Missouri residents are very satisfied with outdoor recreation activities in their local area.
- 37.0% of Missouri residents are very satisfied with the availability of local outdoor recreation activities.
- 36.0% of Missouri residents are very satisfied with the accessibility of outdoor recreation activity information.
- 33.3% of Missouri residents are very satisfied with the variety of local outdoor recreation activities.
    - Variety of local outdoor recreation activities is performing below average and scored high on relative importance.
- 32.6% of Missouri residents are very satisfied with the quality of local outdoor recreation activities.
- 23.2% of Missouri residents are very satisfied with community participation in local outdoor recreation activities.
- 21.9% of Missouri residents are very satisfied with quality of organized/supervised recreation programs.
- 21.4% of Missouri residents are very satisfied with the availability of organized/supervised outdoor recreation programs.
- 18.2% of Missouri residents are very satisfied with their interactions with other outdoor recreation users and groups.

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Background and Research Objectives

Background: This study was conducted for the Missouri Department of Natural Resources, Division of State Parks (hereinafter referred to as the state agency), the agency responsible for the management of Missouri's state parks, to fulfill the federal requirements of the 2013-2017 Missouri SCORP.

The SCORP is a five-year plan, for the years of 2013 through 2017, for meeting the recreational needs of the citizens of the State of Missouri. One requirement of the 2013-2017 Missouri SCORP was to develop a survey of Missouri residents in order to identity critical issues of statewide importance, and to identify trends and issues impacting the future of outdoor recreation in the State of Missouri.

The state agency contracted the joint venture team of Synergy Group/Pragmatic Research, Inc./James Pona Associates (hereinafter referred to as Synergy/PRI/JPA) to conduct a telephone study among Missouri residents.

Research Problem: Identify critical issues and trends of statewide importance impacting the future of outdoor recreation in Missouri.

Research Objectives: The objectives of this study were to identify and assess critical issues, priorities and obstacles related to outdoor recreation facilities and activities in the state of Missouri; and to quantify and assess activity and facility availability, usage patterns, demand and popularity; satisfaction with outdoor recreation activities and facilities; and perceptions of outdoor recreation among Missouri residents..

These objectives were addressed through 21 research questions (tested through 15 screening/demographic questions and 25 survey questions) as outlined below:

- **Management Problem:** How familiar are Missouri residents with outdoor recreation in Missouri?
    - **Research Question 1:** *How familiar are Missouri residents with outdoor recreation in Missouri?*
        - **Research Objectives**
            - RO1.1 Determine outdoor recreation familiarity among Missouri residents.
- **Management Problem:** How far do Missouri residents travel to participate in recreation activities and how long do they participate?
    - **Research Question 2:** *How far do Missouri residents travel to participate in outdoor recreation activities?*
        - **Research Objectives:**
            - RO2.1 Determine how far Missouri residents travel to participate in outdoor recreation during the week (i.e. Monday through Thursday).
            - RO2.2 Determine how far Missouri residents travel to participate in outdoor recreation during the weekend (i.e. Friday through Sunday).
    - **Research Question 3:** *How many hours per week do Missouri residents participate in outdoor recreation?*
        - **Research Objectives:**
            - RO3.1 Determine how many hours Missouri residents participate in outdoor recreation during the week (i.e. Monday through Thursday).
            - RO3.2 Determine how many hours Missouri residents participate in outdoor recreation during the weekend (i.e. Friday through Sunday).
- **Management Problem:** How available is outdoor recreation in Missouri?
    - **Research Question 4:** *How satisfied are Missouri residents with the availability of outdoor recreation activities?*

        - RO4.1 Determine satisfaction of Missouri residents with the availability of local outdoor recreation activities.
        - RO4.2 Determine satisfaction of Missouri residents with availability of organized/supervised outdoor recreation programs.
    - **Research Question 5:** *What types of outdoor recreation activities do Missouri residents want to see more of in their local area?*
        - RO5.1 Determine what types of outdoor recreation activities Missouri residents want to see more of in their local area.
    - **Research Question 6:** *How available are outdoor recreation facilities in Missouri?*
        - RO6.1 Determine proximity of Missouri residents to the closest local outdoor recreation facility.
        - RO6.2 Determine availability of outdoor recreation facilities among Missouri residents.
        - RO6.3 Determine supply of local outdoor recreation facilities among Missouri residents.
    - **Research Question 7:** *How likely are Missouri residents to use currently unavailable facilities if they were made available?*
        - RO7.1 Determine the likelihood of Missouri residents to use currently unavailable facilities if they were made available.
    - **Research Question 8:** *How satisfied are Missouri residents with the availability of outdoor recreation facilities?*
        - RO8.1 Determine satisfaction of Missouri residents with the number of outdoor recreation facilities.
        - RO8.2 Determine satisfaction of Missouri residents with the availability of outdoor recreation facilities.
    - **Research Question 9:** *What types of outdoor recreation facilities do Missouri residents want to see more of in their local area?*
        - RO9.1 Determine what types of outdoor recreation facilities Missouri residents want to see more of in their local area.
- **Management Problem:** How popular is outdoor recreation among Missouri residents?
    - **Research Question 10:** *How often do Missouri residents participate in outdoor recreation activities?*
        - RO10.1 Determine how often Missouri residents participate in outdoor recreation activities.
        - RO10.2 Determine other outdoor recreation activities among Missouri residents.
    - **Research Question 11:** *Are activity levels of various outdoor recreation activities in Missouri increasing, decreasing, or remaining the same among Missouri residents?*
        - RO11.1 Determine overall perceived outdoor recreation activity level change among Missouri residents.
        - RO11.2 Determine perceived outdoor recreation activity level changes among Missouri residents in the next five years.

Research Question 12: *How often do Missouri residents use outdoor recreation facilities in Missouri?*

- RO12.1 Determine how often Missouri residents use out outdoor recreation facilities in Missouri.
- RO12.2 Determine other outdoor recreation facilities being used by Missouri residents.

- **Management Problem:** Why aren't Missouri residents participating in outdoor recreation activities?
  - **Research Question 13:** Why aren't Missouri residents participating in outdoor recreation activities?
    - **Research Objectives**
      - RO13.1 Determine reasons Missouri residents aren't participating in outdoor recreation activities
- **Management Problem:** How satisfied are Missouri residents with outdoor recreation in Missouri?
  - **Research Question 14:** *How satisfied are Missouri residents with outdoor recreation activities in Missouri?*
    - **Research Objectives:**
      - RO14.1 Determine overall satisfaction of Missouri residents with outdoor recreation activities in Missouri as a whole.
      - RO14.2 Determine overall satisfaction of Missouri residents with local outdoor recreation activities.
  - **Research Question 15:** *How satisfied are Missouri residents with various aspects of outdoor recreation activities in Missouri?*
    - **Research Objectives:**
      - RO15.1 Determine satisfaction of Missouri residents with the *quality* of local outdoor recreation activities.
      - RO15.2 Determine satisfaction of Missouri residents with the *availability* of local outdoor activities (see RO4.1).
      - RO15.3 Determine satisfaction of Missouri residents with *accessibility* of outdoor recreation activity information.
      - RO15.4 Determine satisfaction of Missouri residents with *variety* of local outdoor recreation activities.
      - RO15.5 Determine satisfaction of Missouri residents with *community participation* in local outdoor recreation activities.
      - RO15.6 Determine satisfaction of Missouri residents with outdoor *user and group interactions*.
      - RO15.7 Determine satisfaction of Missouri residents with the *quality of organized/supervised recreation programs*.
      - RO15.8 Determine satisfaction of Missouri residents with the *availability of organized/supervised outdoor recreation programs* (see RO4.2)
  - **Research Question 16:** *How satisfied are Missouri residents with outdoor recreation facilities in Missouri?*
    - **Research Objectives:**
      - RO16.1 Determine overall satisfaction of Missouri residents with outdoor recreation facilities in Missouri as a whole.
      - RO16.2 Determine overall satisfaction of Missouri residents with local outdoor recreation facilities.
  - **Research Question 17:** *How satisfied are Missouri residents with various aspects of outdoor recreation facilities in Missouri?*
    - **Research Objectives:**

- RO17.1 Determine satisfaction of Missouri residents with the *number* of outdoor recreation facilities (see RO8.1).
- RO17.2 Determine satisfaction of Missouri residents with the *quality* of local outdoor recreation facilities.
- RO17.3 Determine satisfaction of Missouri residents with the *availability* of local outdoor recreation facilities (see RO8.2).
- RO17.4 Determine satisfaction of Missouri residents with the *variety* of local outdoor recreation facilities.
- RO17.5 Determine satisfaction of Missouri residents with the *safety* of local outdoor recreation facilities.
- RO17.6 Determine satisfaction of Missouri residents with the *cleanliness* of local outdoor recreation facilities.
- RO17.7 Determine satisfaction of Missouri residents with the *distance* to local outdoor recreation facilities.
- RO17.8 Determine satisfaction of Missouri residents with *travel time and congestion* to local outdoor recreation facilities.
- RO17.9 Determine satisfaction of Missouri residents with *pet/dog accommodations* of local outdoor recreation facilities.
- RO17.10 Determine satisfaction of Missouri residents with the *professionalism of local outdoor recreation employees*.

  - **Research Question 18:** *What is the relative importance of various aspects of outdoor recreation in Missouri compared to their performance?*
    - RO18.1 Determine relative importance of various aspects of outdoor recreation activities.
    - RO18.2 Determine relative importance of various aspects of outdoor recreation facilities.
    - RO18.3 Determine the relative performance of various aspects of outdoor recreation facilities and activities compared to their performance.

- **Management Problem:** What are some opinions and perceptions of Missouri residents regarding outdoor recreation in Missouri?
  - **Research Question 19:** *How do Missouri residents perceive outdoor recreation in Missouri?*
    - **Research Objectives:**
      - RO19.1 Determine perceptions of Missouri residents regarding outdoor recreation in Missouri.
      - RO19.2 Determine perceptions of Missouri parents with regard to their children's outdoor recreation activities.
- **Management Problem:** Are there any critical issues or improvements regarding outdoor recreation in Missouri among Missouri residents?
  - **Research Question 20:** *Are there any crucial issues regarding outdoor recreation in Missouri among Missouri residents?*
    - RO20.1 Determine perceived issues regarding outdoor recreation among Missouri residents.
  - **Research Question 21:** *Are there any suggestions from Missouri residents on how to improve outdoor recreation in Missouri?*

- RO21.1 Determine respondent suggestions for improving outdoor recreation in Missouri among Missouri residents.

Methodology

This study was a conclusive, descriptive, and cross-sectional study conducted using a Computer Assisted Telephone (CATI) Survey. Qualified respondents included Missouri residents that participated in outdoor recreation at least once within the past year.

Sampling was divided among two populations, rural and urban, and n=384 completes were collected in each region, providing a 95% +/- 5% confidence interval for both regions. Confidence intervals are obtained by multiplying the standard error of the mean by the z-value for desired confidence level, 1.96 for 95% and 1.645 for 90%, and then adding and subtracting it from the mean score (95% C.I. = $\bar{x}$ +/- 1.96*S.E and 90% C.I. = $\bar{x}$ +/- 1.645*S.E). Random sampling frames were provided by PRI. 16,006 records were included in the total sample (7,718 urban records and 8,288 rural records), which covered 782 cities in Missouri, 905 zip codes, and 111 counties (see Appendix C for breakdowns).

Results were combined and weighed based on the 70%/30% urban/rural population ratio in Missouri. Weighting is performed in order to avoid skewing the analysis towards the overrepresented/smaller population (rural in this case).

Weights are determined by the ratio (70% - i.e. 0.7 - for urban and 30% - i.e. 0.3 - for rural) divided by the proportion of the sample that belongs to each group (50% - i.e. 0.5 – for rural and 50% - i.e. 0.5 – for urban in this case, n=384 for both), leading to the following weighting factors:

- Urban Weight = 0.7/0.5 = 1.4
- Rural Weight = 0.3/0.5 = 0.6

All combined frequency counts and mean scores were weighted based on what sample they came from.

Data Collection Instrument and Procedure

SYNERGY/PRI/JPA assisted the state agency in developing the survey instrument. SYNERGY/PRI/JPA programmed the survey to allow for CATI using Ci3 software. The survey was pre-tested among PRI's interview staff to make sure it was clear, easy to understand, flowed and skipped properly.

Of the 16,006 unique records, a total of n=775 completes were collected, for an overall response rate of 4.8%.

Of the 7,718 urban records, 11,253 dials were made to collect n=391 completed questionnaires (3.47% of dials), for an overall response rate of 5%. Seven records were removed from the urban sample due to incomplete data. Six respondents were terminated for not being residents (0.05% of dials) and 102 potential respondents were terminated due to inadequate participation (s14, 0.91% of dials). Incidence was 21.28%.

Of the 8,288 rural records, 8,667 dials were made to collect n=384 completed questionnaires (4.44% of dials) for an overall response rate of 4.6%. Three respondents were terminated for not being a resident (s2, 0.03% of dials) and 140 potential respondents were terminated for inadequate participation in recreation (s14, 1.62% of dials). Incidence was 21.67%.

Assuming a population size of 5,988,927 (US Census Bureau 2010 population: http://quickfacts.census.gov/qfd/states/29000.html), and assuming a 70/30 urban/rural split, the urban population in Missouri is roughly 4,192,249 and the rural population of Missouri is roughly 1,796,678, n=384 completes will provide a 95% +/- 5% confidence interval for both urban and rural populations, as well as Missouri as a whole (when weighted).

Fieldwork started on July 8th, 2011, and was finished on August 11th, 2011. 19,920 total telephone dials were made over 689.10 total hours (374.88 hours for urban and 314.22 hours for rural). Interviews lasted approximately 25.18 minutes on average (26.12 minutes/cpl for urban and 24.25 minutes/cpl for rural), and interviewers made an average of 25.86 dials per every complete (29.15 dials/cpl for urban and 22.57 dials/cpl for rural). On average, one interview was completed every 1.12 logon hours (1.03 cpl/hour for urban and 1.21 cpl/hour for rural).

For activity and facility usage (q5 and q13), respondent participation/usage was restricted to the past year. Any respondents who had not participated in an activity or used a facility within the past year were coded as never for those activities and facilities. Respondents who participated at least once per year but not two to three times a month were coded as at least once per year, and respondents who used a facility at least once per year but not every four to six months were coded at least once per year.

Action Standards

Action Standards are benchmarks or threshold levels used to determine when action on a particular issue is recommended, based on the level of responses. Action Standards are applied to the entire sample or to subgroups of the sample that have a minimum of n=96 responses, a response large enough to produce a confidence level of 95% +/- 10%. That means a minimum of n=96 are needed from either the overall sample (combined rural vs. rural, n=758, N=~5,988,927), the urban sample (n=368, N=~4,192,249) or the rural sample (n=368, N=~1,796,678) in order to be considered in an Action Standard. The following Action Standards have been established for the research questions in this study:

RQ1: *How familiar are Missouri residents with outdoor recreation in Missouri?*

Action Standard 1.1 (AS1.1)

- IF familiarity with outdoor recreation mean score is less than 3.5 OR top box score is less than 30% THEN recommend taking action (s13).

RQ4: *How satisfied are Missouri residents with the availability of outdoor recreation activities?*

Action Standard 4.1 (AS4.1)

- IF satisfaction with availability of local outdoor recreation activities mean score is less than 3.0 OR top box score is less than 30% THEN recommend taking action (q10_2).

Action Standard 4.2 (AS4.2)

- IF satisfaction with availability of organized/supervised outdoor recreation programs mean score is less than 3.5 OR top box score is less than 30% THEN recommend taking action (q10_8).

RQ5: *What types of outdoor recreation activities do Missouri residents want to see more of in their local area?*

Action Standard 5.1 (AS5.1)

- IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples scored less than a 5/5 on satisfaction with availability of local outdoor recreation activities OR IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples scored less than a 5/5 on satisfaction with availability of organized/supervised outdoor recreation programs AND more than 5% mentioned an activity when asked what types of activities they would like to see more of in their area THEN recommend taking action (q10_2, q10_8 and q11).

RQ6: *How available are outdoor recreation facilities in Missouri?*

Action Standard 6.2 (AS6.2)

- IF more than 5% of respondents do not have a specific type of facility available THEN recommend taking action (q13_1 through q13_34).

Action Standard 6.3 (AS6.3)

- IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples use a facility type at least once a year AND more than 20% indicate supply of a facility type is either too few OR way too few THEN recommend taking action (q13_1 through q13_34 and q14_1 through q14_34).

RQ7: *How likely are Missouri residents to use currently unavailable facilities if they were made available?*

Action Standard 7.1 (AS7.1)

- IF more than 8.85% (n=96) of respondents in the total sample (n=768) OR more than 17.7% (n=96) of respondents from either the rural or urban samples do not have a facility type available AND likelihood to use the facility if it were available mean score is above 3.5 THEN recommend taking action (q13_1 through q13_34 and q15_1 through q15_34).

RQ8: *How satisfied are Missouri residents with the availability of outdoor recreation facilities in Missouri?*

Action Standard 8.1 (AS8.1)

- IF satisfaction with the number of local outdoor recreation facilities mean is less than 3.5 OR IF top box score is less than 30% THEN recommend taking action (q21_1).

Action Standard 8.2 (AS8.2)

- IF satisfaction with availability of outdoor recreation facilities mean is less than 3.5 OR top box score is less than 30% THEN recommend taking action (q21_3).

RQ9: *What types of outdoor recreation activities do Missouri residents want to see more of in their local area?*

Action Standard 9.1 (AS9.1)

- IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples scored less than a 5/5 on satisfaction with the number of local outdoor facilities OR IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples scored less than a 5/5 on satisfaction with availability outdoor recreation facilities AND more than 5% mentioned a facility type when asked what types of facilities they would like to see more of in their area THEN recommend taking action (q21_1 and q22).

RQ10: *How often do Missouri residents participate in outdoor recreation activities?*

Action Standard 10.1 (AS10.1)

- IF more than 20% of respondents use a facility at least once per year THEN recommend taking action (q5).

Action Standard 10.2 (AS10.2)

- IF more than 5% of respondents mention an unlisted activity type THEN recommend taking action (q7).

RQ11: *Are activity levels of various outdoor recreation activities in Missouri increasing, decreasing, or remaining the same among Missouri residents?*

Action Standard 11.2 (AS11.2)

- IF more than 8.85% (n=96) of respondents in the total sample (n=768) OR more than 17.7% (n=96) of respondents from either the rural or urban participate in a specific activity in their area at least once per year AND more than 20% indicate their activity is either increasing or increasing a lot THEN recommend taking action (q5_1 through q5_36 and q6_1 through q6_36).

RQ12: *How often do Missouri residents use outdoor recreation facilities in Missouri?*

Action Standard 12.1 (AS12.1)

- IF more than 20% of respondents use a facility type at least at least once per month THEN recommend taking action (q13_1 through q13_34).

Action Standard 12.2 (AS12.2)

- IF more than 5% of respondents mention an unlisted facility type THEN recommend taking action (q16).

RQ14: *How satisfied are Missouri residents with outdoor recreation activities in Missouri?*

Action Standard 14.1 (AS14.1)

- IF overall satisfaction with outdoor recreation activities in Missouri mean score is below a 4.0 OR top box score is below 30% THEN recommend taking action (q8).

Action Standard 14.2 (AS14.2)

- IF overall satisfaction with local outdoor activities mean score is below a 4.0 OR top box is below 30% THEN recommend taking action (q9).

RQ15: *How satisfied are Missouri residents with various aspects of outdoor recreation activities in Missouri?*

Action Standard 15.1 (AS15.1)

- IF satisfaction with quality of local outdoor recreation activities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_1).

Action Standard 15.2 (AS15.2)

- See Action Standard 4.1 (AS4.1, RQ4, RO4.1).

Action Standard 15.3 (AS15.3)

- IF satisfaction with accessibility of outdoor recreation information mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_3).

Action Standard 15.4 (AS15.4)

- IF satisfaction with variety of local outdoor recreation activities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_4).

Action Standard 15.5 (AS15.5)

- IF satisfaction with community participation in local outdoor recreation activities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_5).

Action Standard 15.6 (AS15.6)

- IF satisfaction with user and group interactions mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_6).

Action Standard 15.7 (AS15.7)

- IF satisfaction with quality of organized/supervised recreation programs mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_7).

Action Standard 15.8 (AS15.8)

- See Action Standard 4.1 (AS4.2, RO4.2, RO4.2).

RQ16: *How satisfied are Missouri residents with outdoor recreation facilities in Missouri?*

Action Standard 16.1 (AS16.1)

- IF overall satisfaction with outdoor recreation facilities in Missouri mean score is below a 4.0 OR top box score is below 30% THEN recommend taking action (q19).

Action Standard 16.2 (AS16.2)

- IF overall satisfaction with local outdoor facilities mean score is below a 4.0 OR top box is below 30% THEN recommend taking action (q20).

RQ17: *How satisfied are Missouri residents with aspects of outdoor recreation facilities in Missouri?*

Action Standard 17.1 (AS17.1)

- See Action Standard 8.1 (AS8.1, RQ8, RO8.1)

Action Standard 17.2 (AS17.2)

- IF satisfaction with quality of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_2).

Action Standard 17.3 (AS17.3)

- See Action Standard 8.3 (AS8.3, RQ8, RO8.3)

Action Standard 17.4 (AS17.4)

- IF satisfaction with variety of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_4).

Action Standard 17.5 (AS17.5)

- IF satisfaction with safety of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_5).

Action Standard 17.6 (AS17.6)

- IF satisfaction with cleanliness of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_6).

Action Standard 17.7 (AS17.7)

- IF satisfaction with distance to local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_7).

Action Standard 17.8 (AS17.8)

- IF satisfaction with travel time and congestion to local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_8).

Action Standard 17.9 (AS17.9)

- IF satisfaction with pet/dog accommodations of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_9).

Action Standard 17.10 (AS17.10)

- IF satisfaction with professionalism of local outdoor recreation employees mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_10).

RQ18: *What is the relative importance of various aspects of outdoor recreation in Missouri compared to their performance?*

Action Standard 18.3.1 (AS18.1)

- IF relative importance score is ABOVE the 50th percentile AND satisfaction mean score is ABOVE the 50th percentile THEN maintain performance and maintain emphasis (q8, q9, q10_1 through q10_8, q19, q19, and q21_1 through q21_10).

Action Standard 18.3.2 (AS18.2)

- IF relative importance score is ABOVE the 50th percentile AND satisfaction mean score is BELOW the 50th percentile THEN emphasize increasing performance (q8, q9, q10_1 through q10_8, q19, q19, and q21_1 through q21_10).

Action Standard 18.3.3 (AS18.3)

- IF relative importance score is BELOW the 50th percentile AND satisfaction mean score is ABOVE the 50th percentile THEN deemphasize and shift resources to elements determined by AS18.1 (q8, q9, q10_1 through q10_8, q19, q19, and q21_1 through q21_10).

Action Standard 18.3.4 (AS18.4)

- IF relative importance score is BELOW the 50th percentile AND satisfaction mean score is BELOW the 50th percentile THEN take action but deemphasize (q8, q9, q10_1 through q10_8, q19, q19, and q21_1 through q21_10).

RQ20: *Are there any crucial issues regarding outdoor recreation in Missouri among Missouri residents?*

Action Standard 20.1 (AS20.1)

- IF more than 5% of respondents mention a perceived issue THEN take action (q24).

RQ21: *Are there any suggestions or improvements from Missouri residents on how to improve outdoor recreation in Missouri?*

Action Standard 21.1 (AS21.1)

- IF more than 5% of respondents mention a suggestion THEN take action (q25).

Tabulation and Data Analysis Techniques

The following statistical techniques were used to compile this report.

- **Descriptive Statistics:** Includes frequency distributions, means, variances, and other statistical measures. Used to describe the composition of the survey sample and provide preliminary data examinations
- **T-Test**: Statistical test to assess whether the means of two groups are statistically different than one another, e.g. Males vs. Females
- **Crosstab**: Cross-tabulations in order to examine frequencies of observations that belong to specific categories on more than one variable
- **Bivariate Correlation:** Bivariate (two variable) analysis that measures the strength of association between two variables on a scale of -1.0 to 1.0, where 1.0 means the two variables are perfectly correlated. The square of the bivariate correlation is an always positive number between 0 and 1.0 that is used to determine the amount of shared variance among the two variables being correlated.

Detailed Results

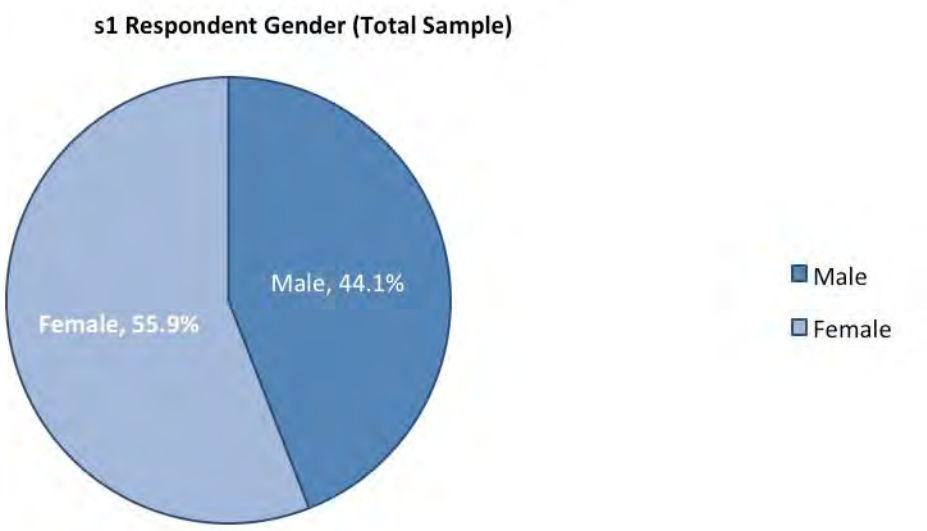
A. Composition of the Sample

Respondent data was collected among rural and urban populations within Missouri. 16,006 records were included in the random sample (7,718 urban records and 8,288 rural records). The sample covered 782 cities in Missouri, 905 zip codes, and 111 counties. 391 urban completes and 384 rural completes were collected. Seven completes were removed from the urban sample due to incomplete data, leaving a total of 768 completes to be used in the analysis. Screener data was collected from all respondents (n=1273), including those who disqualified due to lack of participation (s14, n=242).

Frequency tables for all questions can be found in Appendix B: s1 through s15.

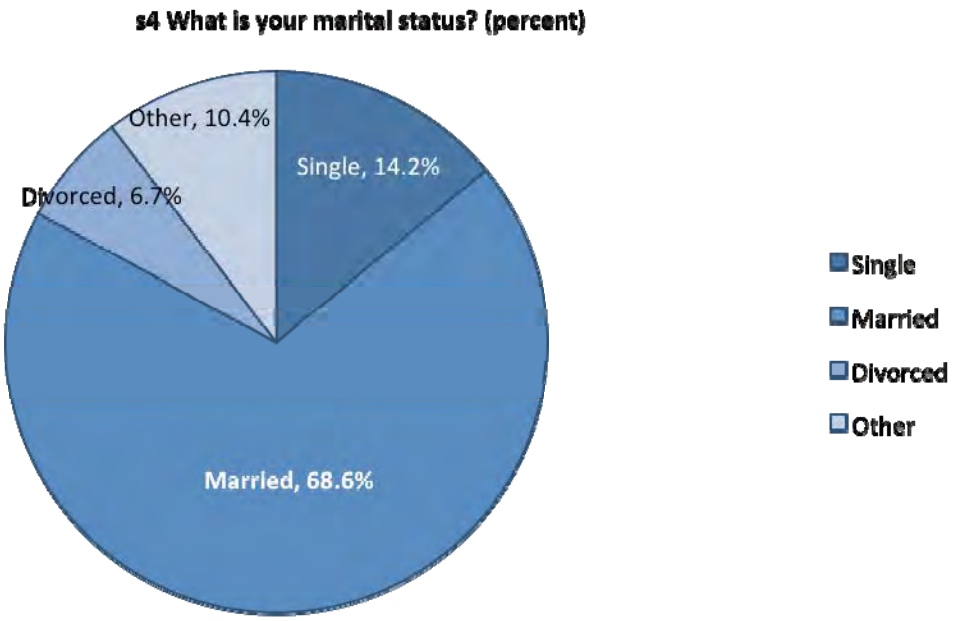
Respondent gender was recorded for all respondents (Chart S.1a and Appendix B: s1).

Chart S.1a. Respondent Gender Data



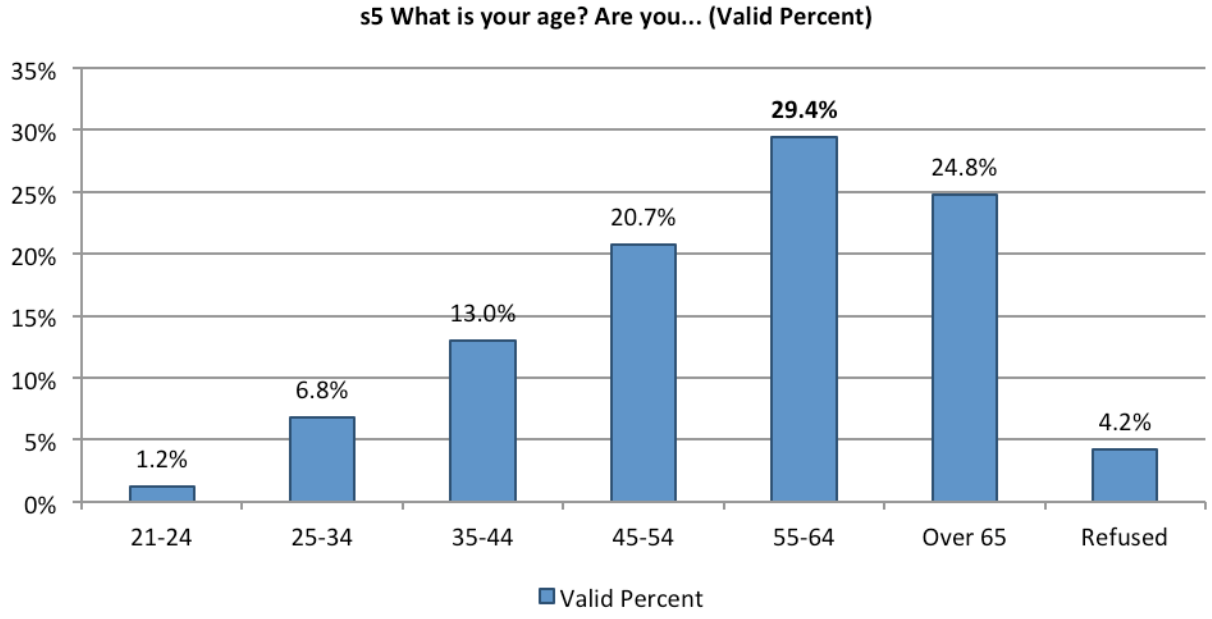
Respondents were asked their marital status (Chart S.1b and Appendix B: s4).

Chart S.1b. Respondent Marital Status



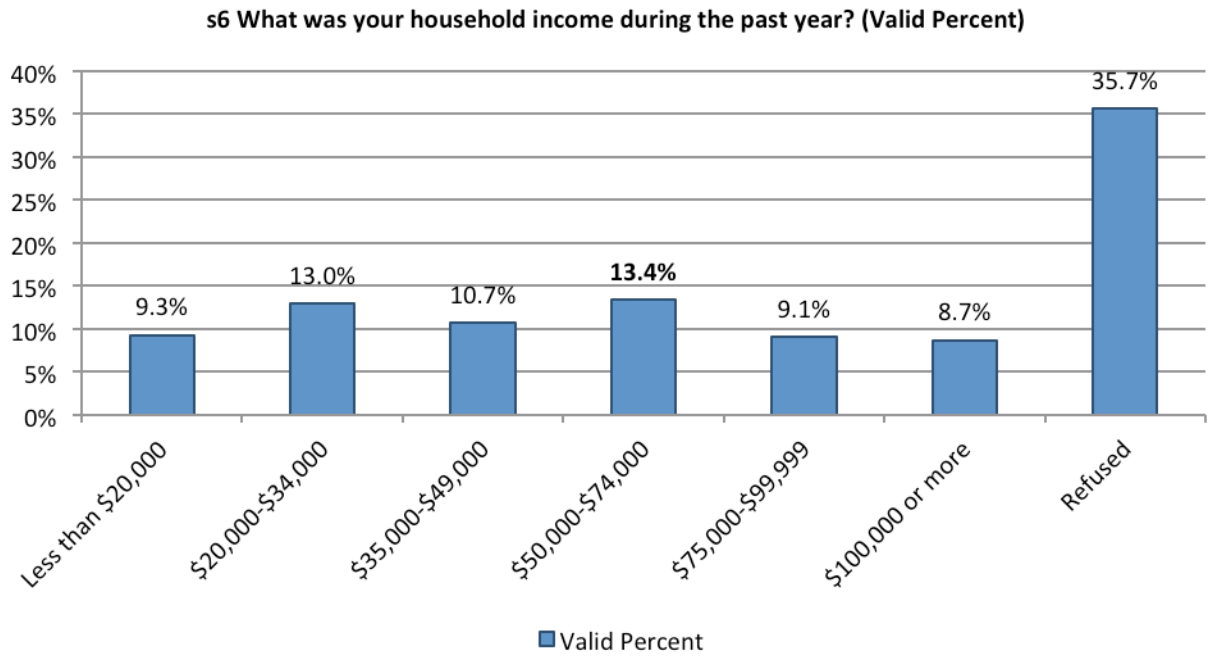
Respondents were asked their age category (Chart S.1c and Appendix B: s5).

Chart S.1c. Respondent Age Data



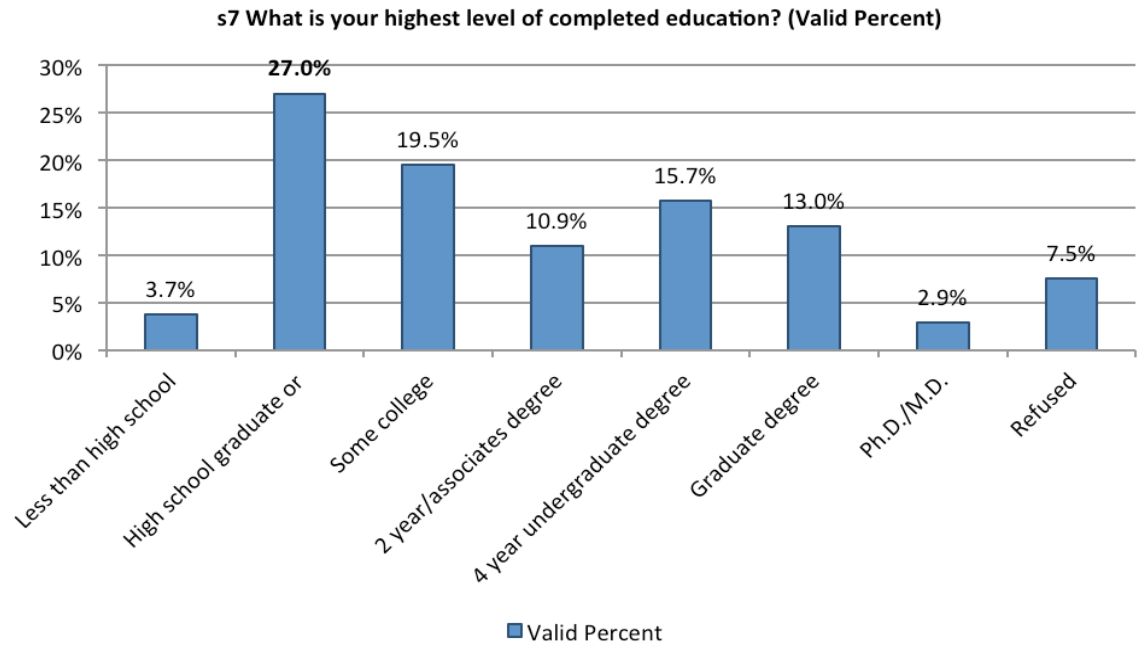
Respondents were asked their household income more than the past year (Chart S.1d and Appendix B: s6).

Chart S.1d. Respondent Income Data



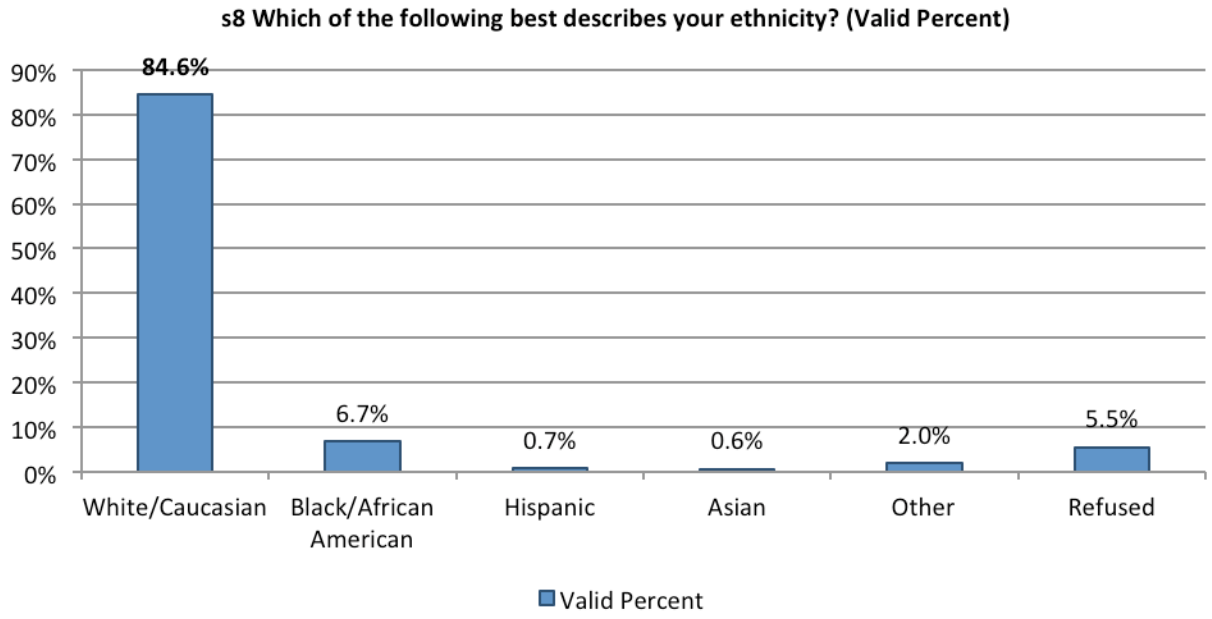
Respondents were asked the highest level of education they've completed (Chart S.1e and Appendix B: s7).

Chart S.1e. Respondent Education Data



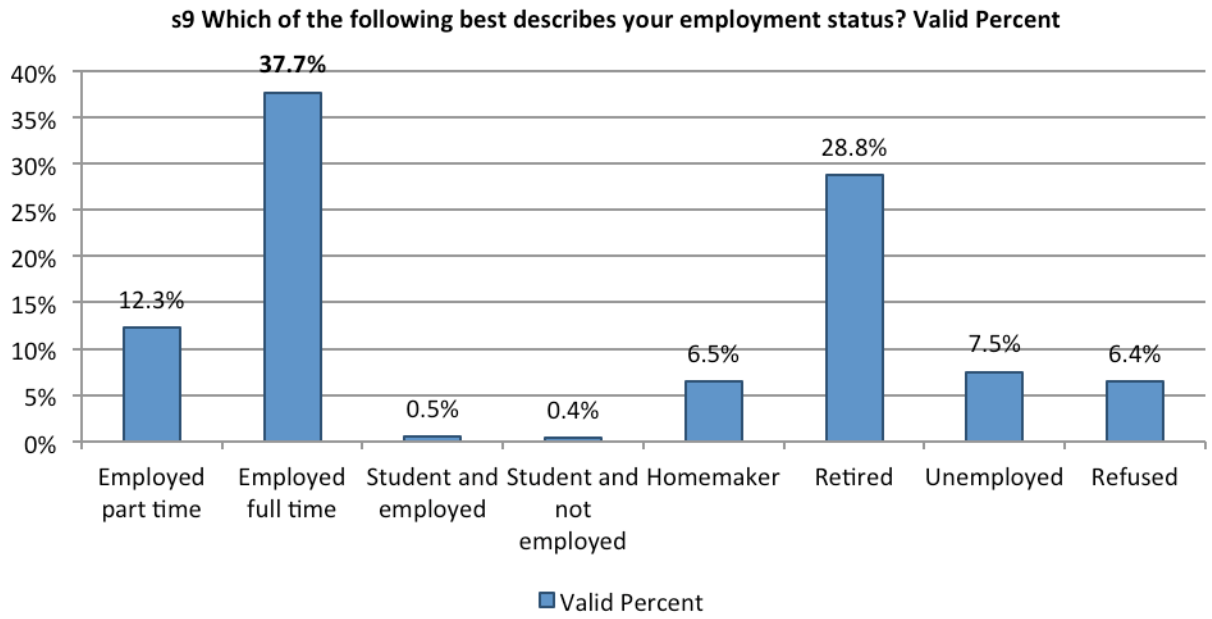
Respondents were asked their ethnicity (Chart S.1f and Appendix B: s8).

Chart S.1f. Respondent Ethnicity Data



Respondents were asked their employment status (s9, Chart S.1g).

Chart S.1g. Respondent Employment Status

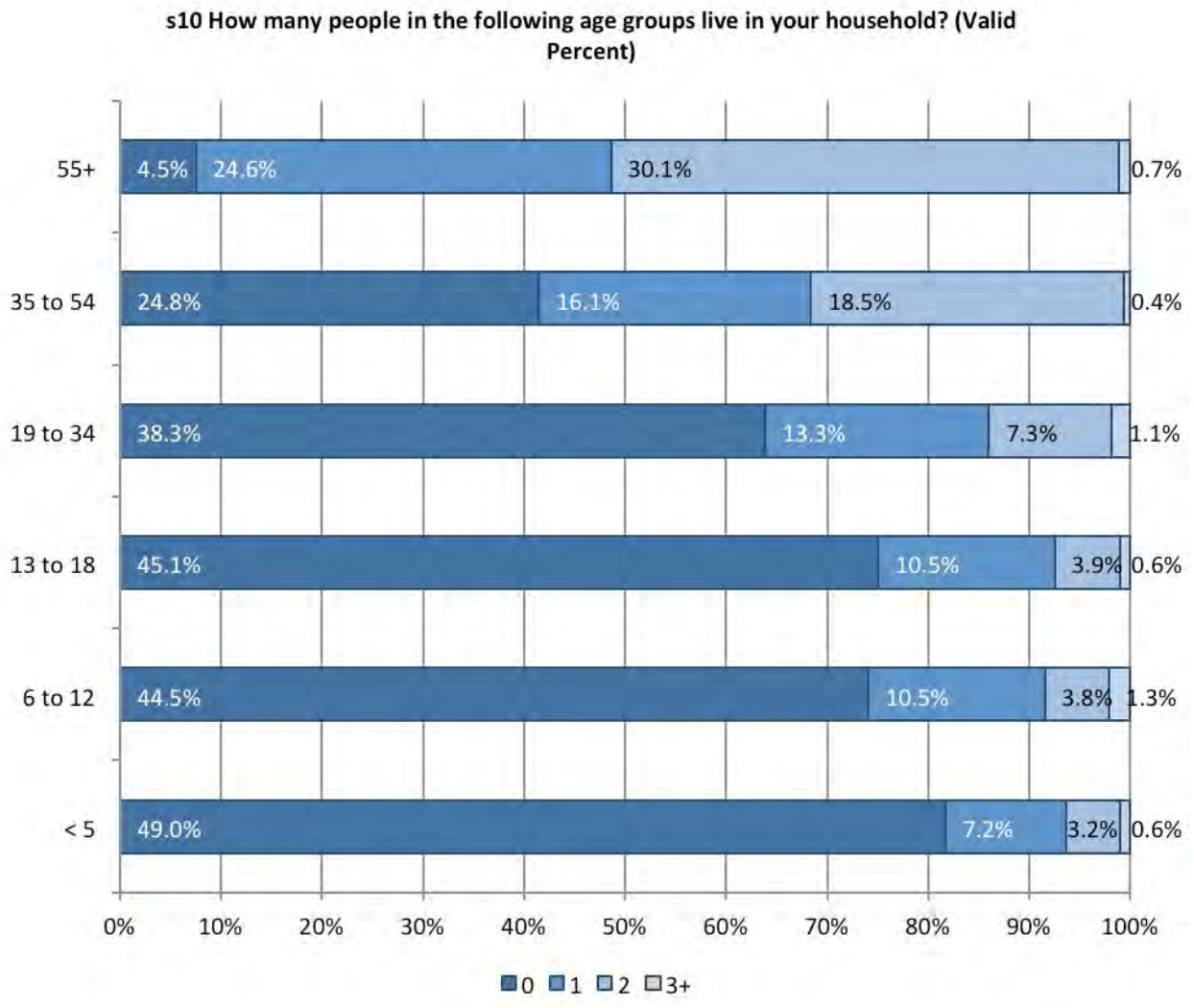


Respondents were asked how many people from different age categories live in their household (Table S.1h, Chart S.1h and Appendix B: s10).

Table S.1h. Descriptive Statistics (urban and rural combined and weighted) s10 How many people in the following age groups live in your household?			
	N_w	Mean	Std. Dev.
Number of children in household under 5	1126	0.16	0.516
Number of children in household between 6 and 12	1125	0.22	0.589
Number of children in household between 13 and 18	1124	0.21	0.571
Number of adults in household between 19 and 34	1124	0.31	0.652
Number of adults in household between 35 and 54	1124	0.57	1.076
Number of adults in household over 55	1123	0.91	1.521

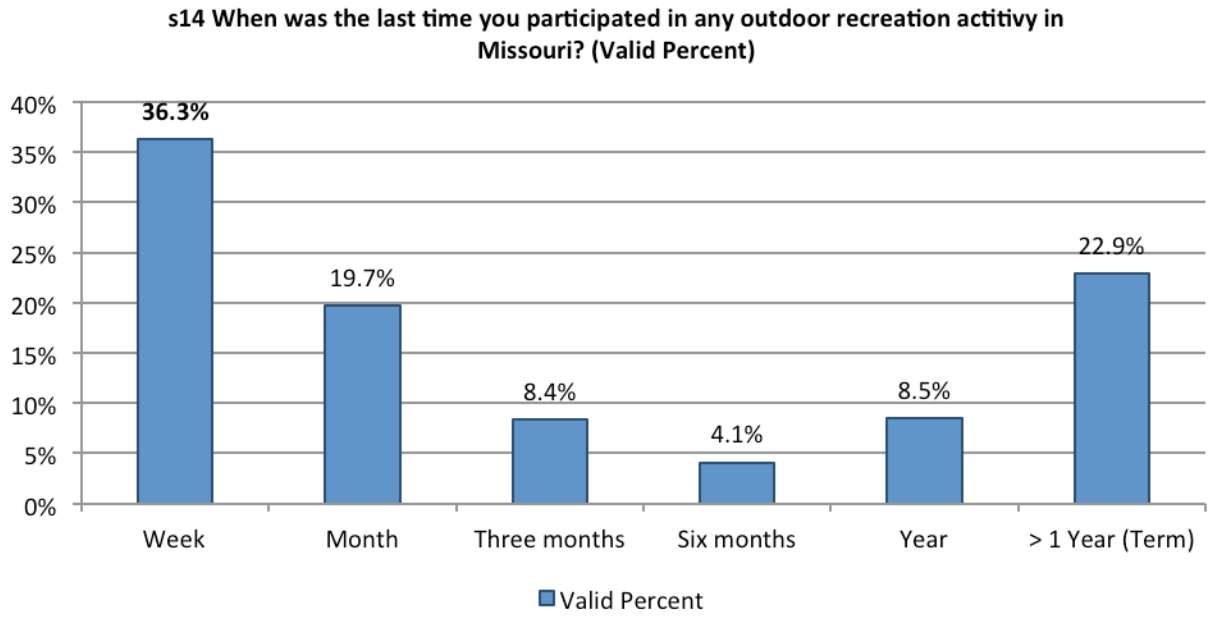
(w) Indicates weighted score

Chart S.1h. Respondent Household Age Data



Respondents were asked the last time they participated in any outdoor recreation activity in Missouri (Chart S.1i).

Chart S.1i. Respondent Outdoor Recreation Activity



B. RESEARCH QUESTIONS (RQ1 – RQ8)

Management Problem

- ***How familiar are Missouri residents with outdoor recreation in Missouri?***

Research Question 1 (RQ1)

- ***How familiar are Missouri residents with outdoor recreation in Missouri?***

Research Objective 1.1 (RO1.1)

- *Determine outdoor recreation familiarity among Missouri residents.*

Respondents were asked how familiar they are with outdoor recreation in their area using a 1 to 5 scale with 1 being "Not at all familiar" and 5 being "Very familiar" (Table RO1.1a, Chart RO1.1a and Appendix B: s13).

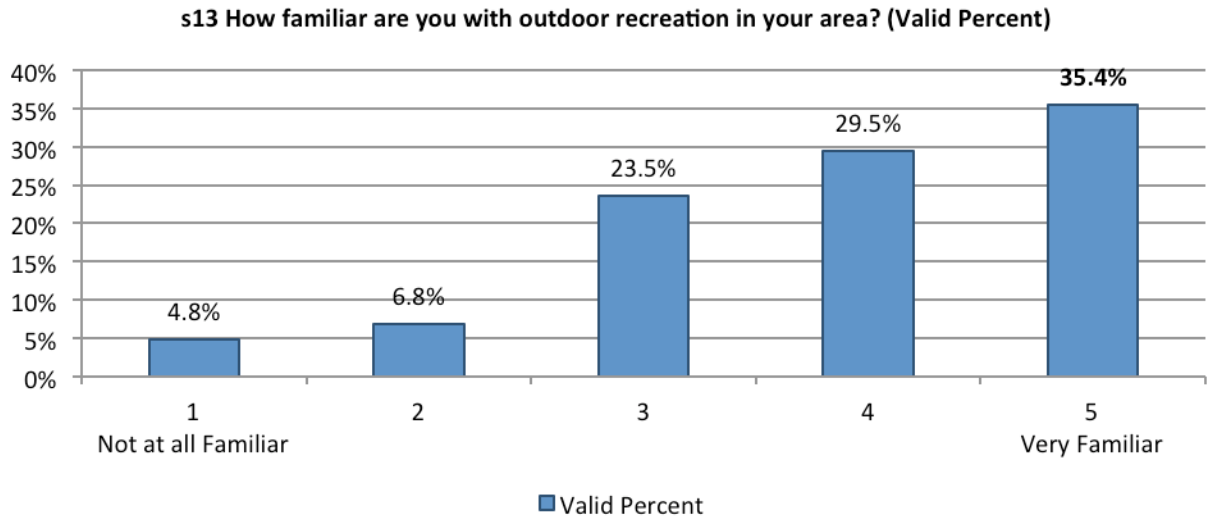
- 35.4% (n_w=272) of Missouri residents are very familiar with outdoor recreation in their area.
- 95% confident that familiarity among Missouri residents with local outdoor recreation is between 3.76 and 3.92 ($\bar{x}_w$ =3.84 +/- 0.080).

Table RO1.1a. Group Statistics (urban and rural combined and weighted, urban raw and rural raw)
s13 How familiar are you with outdoor recreation in your area?

	Frequency$_w$	Mean$_w$	Std. Error	Std. Dev.
s13 How familiar are you with outdoor recreation in your area?	768	3.84	0.041	1.128

$_{(w)}$ Indicates weighted score

Chart RO1.1a. Familiarity with Outdoor Recreation



Action Standard 1.1 (AS1.1)

- IF familiarity with outdoor recreation mean score is less than 3.5 OR top box score is less than 30% THEN recommend taking action (s13).

× *No action recommended.*

Management Problem

- ***How far do Missouri residents travel to participate in recreation activities and how long do they participate?***

Research Question 2 (RQ2)

- ***How far do Missouri residents travel to participate in outdoor recreation activities?***

Research Objective 2.1 (RO2.1)

- *Determine how far Missouri residents travel to participate in outdoor recreation during the week (i.e. Monday through Thursday).*

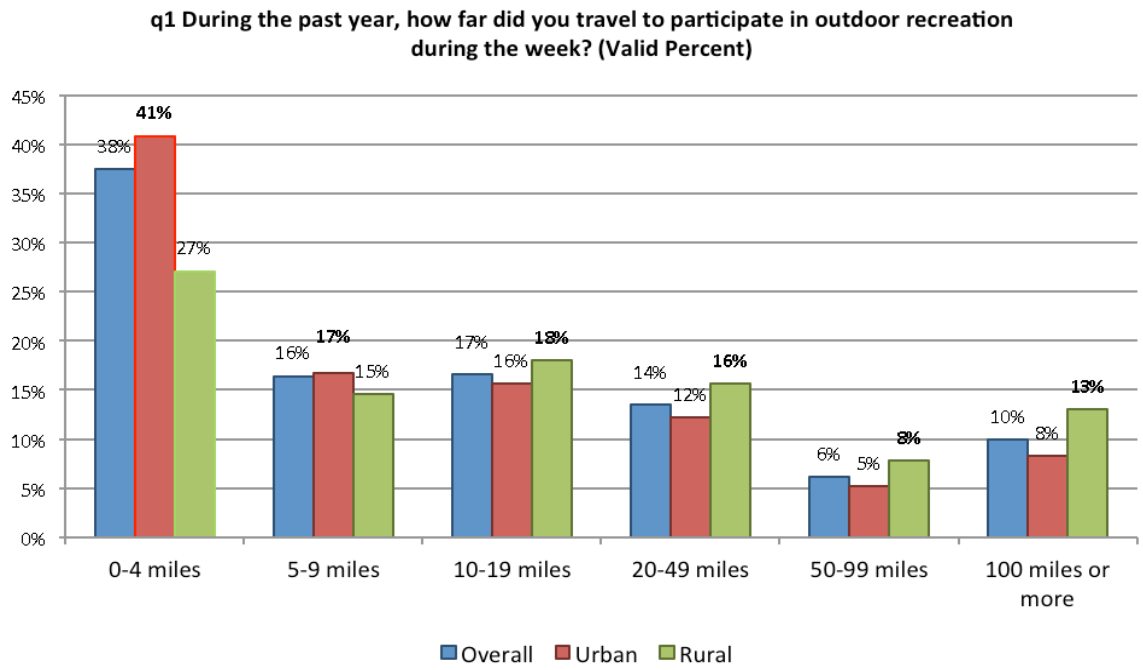
Respondents were asked how far they travel to participate in outdoor recreation during the week (Chart RO2.1a and Appendix B: q1).

- 37.5% (n_w=282) of Missouri residents traveled zero to four miles to participate in outdoor recreation during the week.

Distance traveled by urban Missouri residents during the week and distance traveled by rural Missouri residents during the week differ significantly.

- 41.3% (n=157) of urban Missouri residents traveled zero to four miles to participate in outdoor recreation compared to 28.2% (n=104) of rural Missouri residents (Chart RO2.2a).
-

Chart RO2.1a. Distance Traveled for Outdoor Recreation - Weekday



Research Objective 2.2 (RO2.2)

- *Determine how far Missouri residents travel to participate in outdoor recreation during the weekend (i.e. Friday through Sunday).*

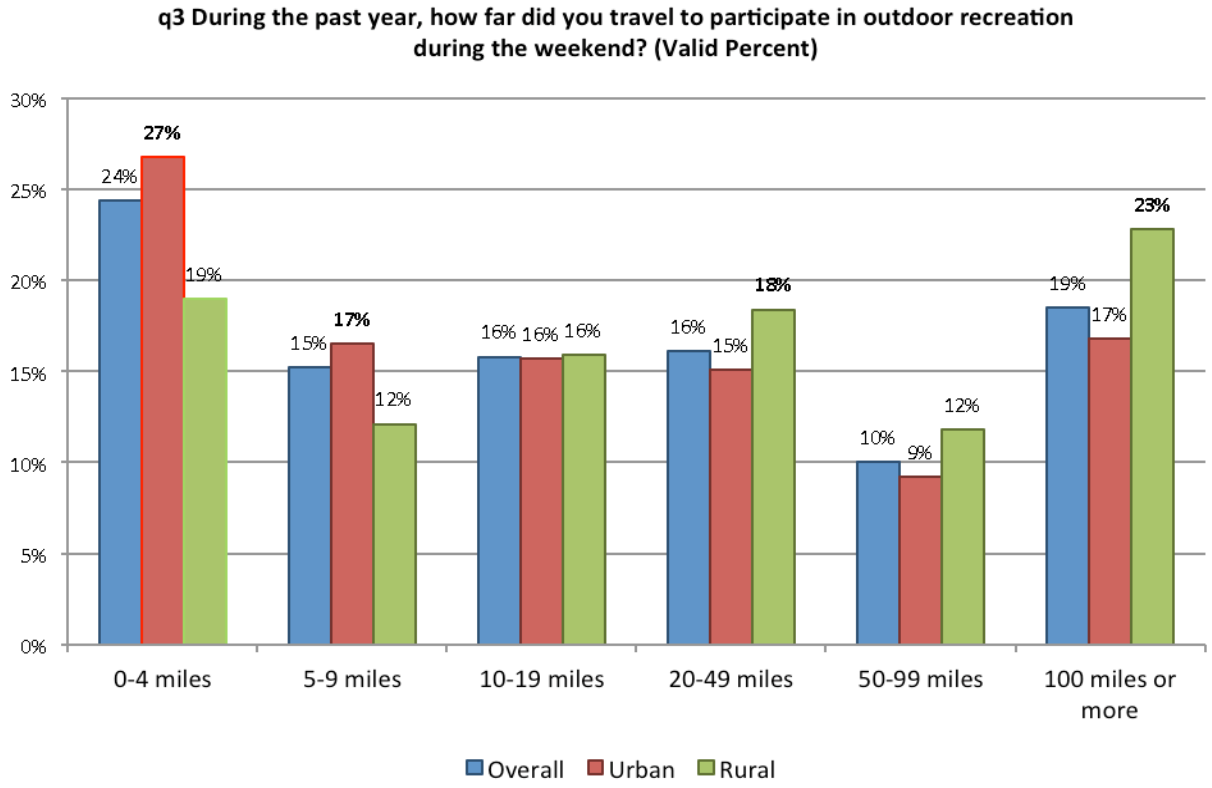
Respondents were asked how far they travel to participate in outdoor recreation during the weekend (Chart RO2.2a and Appendix B: q3).

- 24.4% (n_w=180) of Missouri residents traveled zero to four miles to participate in outdoor recreation during the weekend.
- 18.5% (n_w=137) of Missouri residents traveled 100 miles or more to participate in outdoor recreation during the weekend.

Distance traveled by urban Missouri residents during the weekend and distance traveled by rural Missouri residents during the weekend differ significantly (Chart RO2.2a).

- 26.8% (n=99) of urban Missouri residents travel zero to four miles to participate in outdoor recreation during the weekend.
    - 26.8% (n=99) of urban Missouri residents traveled zero to four miles to participate in outdoor recreation during the weekend compared to 19.0% (n=69) of rural Missouri residents.
- 22.8% (n=83) of rural Missouri residents traveled 100 miles or more to participate in outdoor recreation during the weekend.

Chart RO2.2a. Distance Traveled for Outdoor Recreation - Weekend



Research Question 3 (RQ3)

- ***How many hours per week do Missouri residents participate in outdoor recreation?***

Research Objective 3.1 (RO3.1)

- *Determine how many hours Missouri residents participate in outdoor recreation during the week (i.e. Monday through Thursday).*

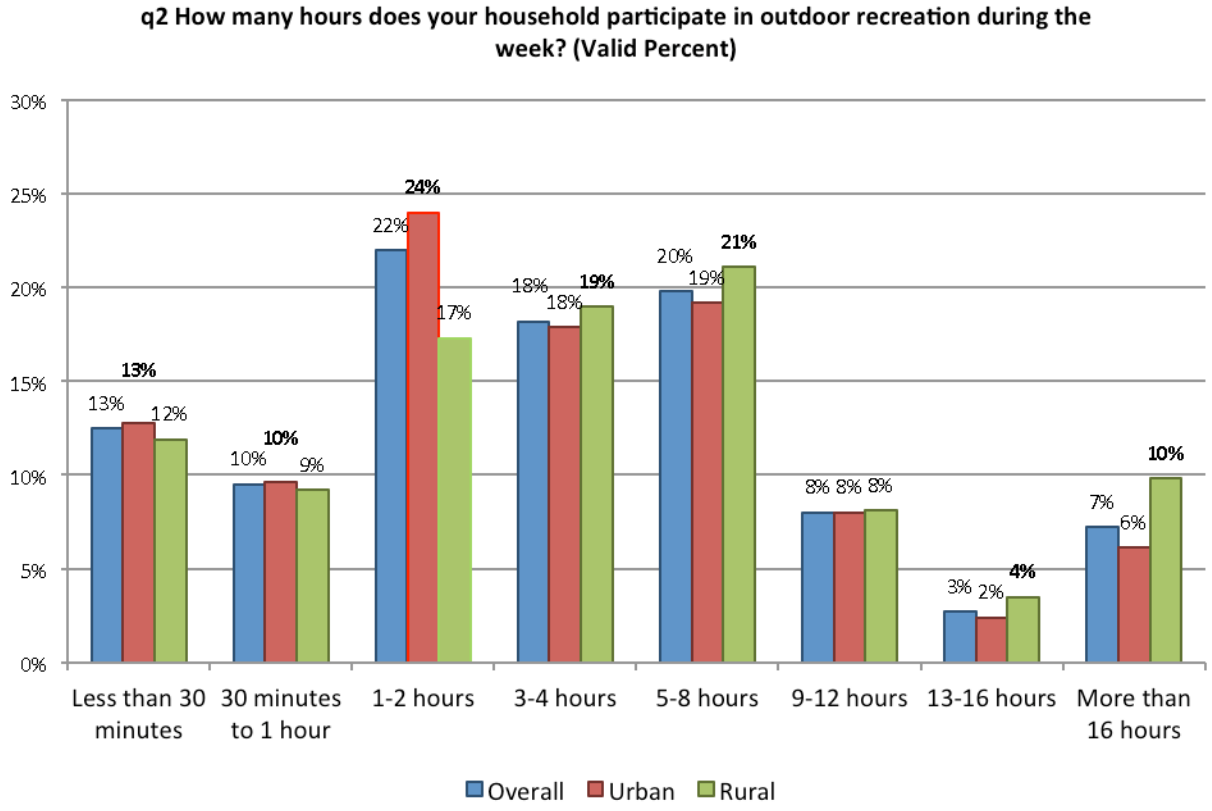
Respondents were asked how many hours their household participates in outdoor recreation during the week (Chart RO3.1a and Appendix B: q2).

- 22.0% (n_w=164) of Missouri residents participate in outdoor recreation between one and two hours during the week.
- 37.7% (n_w=282) of Missouri residents participate in outdoor recreation at least five to eight hours during the week.

Hours of participation per week among urban Missouri residents and hours of participation per week among rural Missouri residents differed significantly (Chart RO3.1a).

- 24.0% (n=90) of urban Missouri residents participate in outdoor recreation one to two hours during the week.
    - 35.7% (n=134) of urban Missouri residents participate in outdoor recreation at least five to eight hours during the week.
- 21.1% (n=78) of rural Missouri residents participate in outdoor recreation five to eight hours per week.
    - 17.3% (n=63) of urban Missouri residents participate in outdoor recreation one to two hours during the week compared to 24.0% (n=90) of urban Missouri residents.
    - 42.5% (n=157) of rural Missouri residents participate in outdoor recreation at least five to eight hours during the week.

Chart RO3.1a. Hours Spent on Outdoor Recreation – Weekday



Research Objective 3.2 (RO3.2)

- *Determine how many hours Missouri residents participate in outdoor recreation during the weekend (i.e. Friday through Sunday)*

Respondents were asked how many hours their household participates in outdoor recreation during the weekend (Chart RO3.2a and Appendix B: q4).

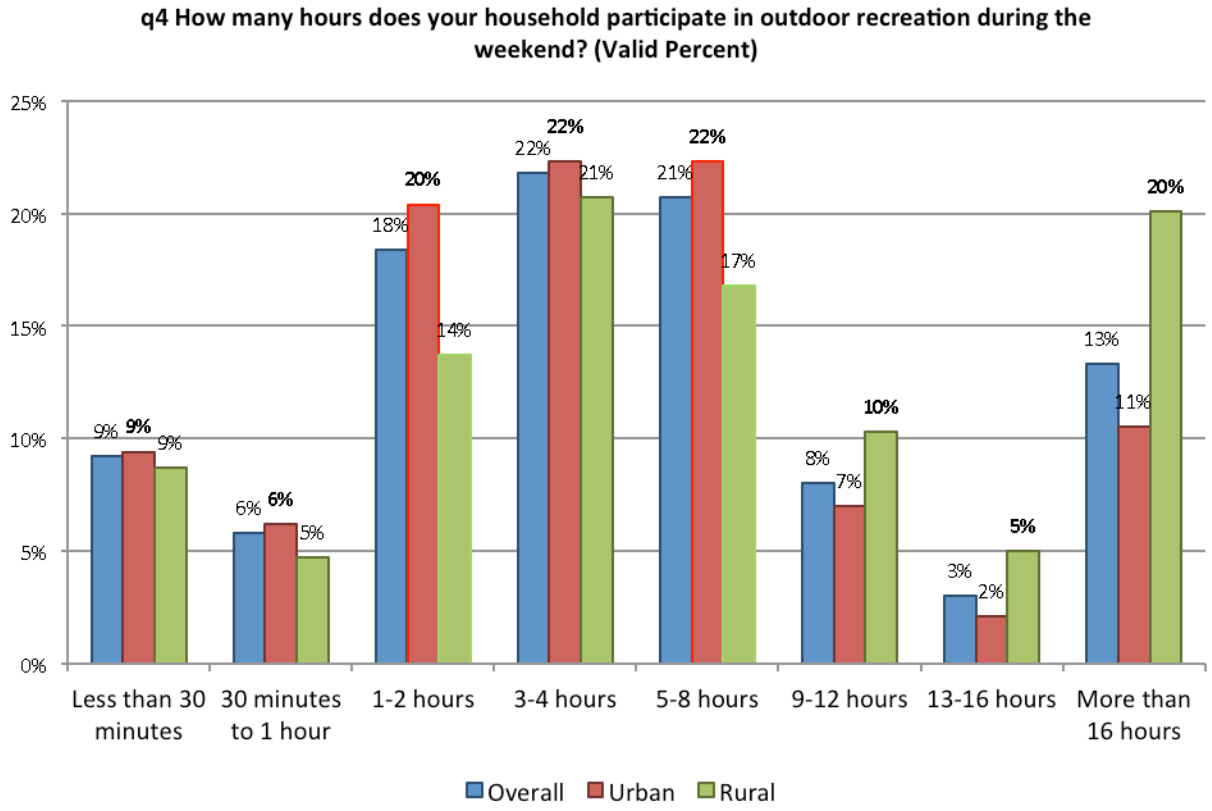
- 21.8% (n_w=161) of Missouri residents participate in outdoor recreation between three and four hours during the weekend.
- 45% (n_w=331) of Missouri residents participate in outdoor recreation at least five hours during the weekend.
- 66.8% (n_w=492) of Missouri residents participate in outdoor recreation at least three hours during the weekend.

Hours of participation per weekend among urban Missouri residents and hours of participation per weekend among rural Missouri residents differ significantly (Chart RO3.2a).

- 22.3% (n=83) of urban Missouri residents participate in outdoor recreation between three and four hours per weekend and 22.3% (n=83) of urban Missouri residents participate in outdoor recreation between five and eight hours on the weekend.

    - 20.4% (n=76) of urban Missouri residents participate in outdoor recreation between one and two hours per weekend compared to 13.7% (n=49) of rural Missouri residents.
    - 22.3% (n=83) of urban Missouri residents participate in outdoor recreation between five and eight hours per weekend compared to 16.8% (n=60) of rural Missouri residents.
- 41.9% (n=156) of urban Missouri residents participate in outdoor recreation at least five hours during the weekend.
- 64.2% (n=239) of urban Missouri residents participate in outdoor recreation at least three hours during the weekend.
- 20.7% (n=74) of rural Missouri residents participate in outdoor recreation three to four hours during the weekend.
    - 5.0% (n=18) of rural Missouri residents participate in outdoor recreation between 13 and 16 hours per weekend compared to 2.1% (n=8) of urban Missouri residents.
    - 20.1% (n=72) of rural Missouri residents participate in outdoor recreation for more than 16 hours per weekend compared to 10.5% (n=39) of urban Missouri residents.
- 52.2% (n=187) of urban Missouri residents participate in outdoor recreation at least five hours during the weekend.
- 71.5% (n=261) of urban Missouri residents participate in outdoor recreation at least three hours during the weekend.

Chart RO3.2a. Hours Spent on Outdoor Recreation – Weekend



Management Problem

- ***How available is outdoor recreation in Missouri?***

Research Question 4 (RQ4)

- ***How satisfied are Missouri residents with the availability of outdoor recreation <u>activities</u>?***

Research Objective 4.1 (RO4.1)

- *Determine satisfaction of Missouri residents with the availability of local outdoor recreation activities.*

Respondents were asked how satisfied they are with the availability of local outdoor recreation activities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO4.1a, Chart RO4.1a and Appendix B: q10_2).

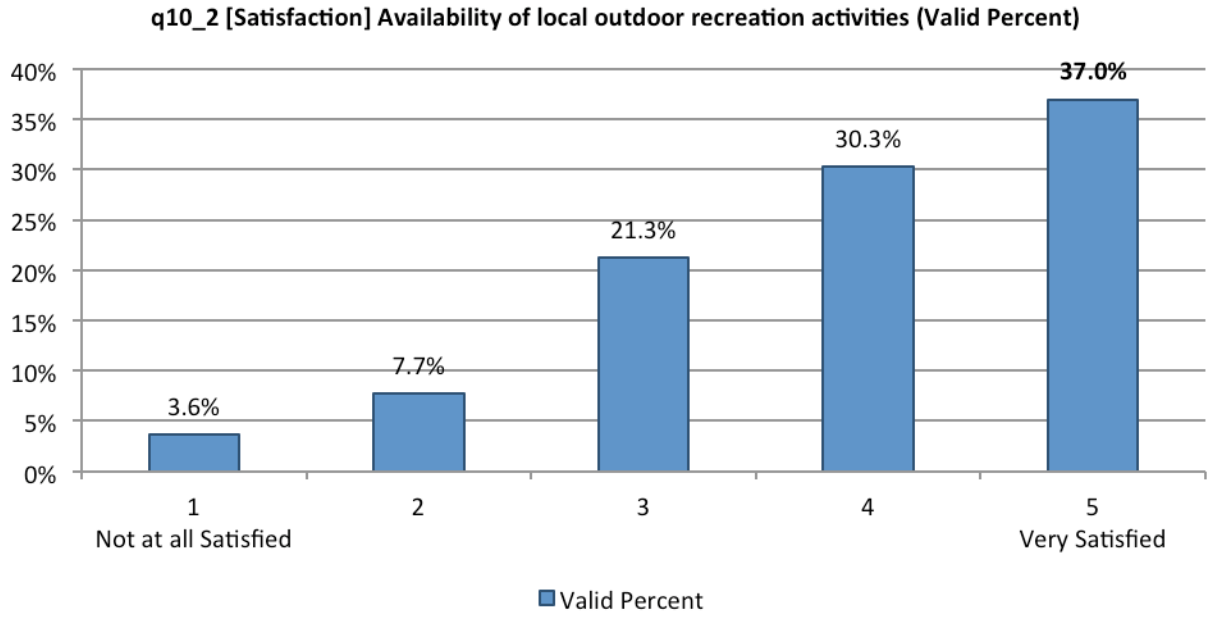
- 37.0% (n_w=284) of Missouri residents are very satisfied with the availability of local outdoor recreation activities.
- 95% confident that satisfaction among Missouri residents with the availability of local outdoor recreation activities is between 3.82 and 3.96 ($\bar{x}_w$ =3.89 +/- 0.072).

Table RO4.1a. Descriptive Statistics (urban and rural combined and weighted)
q10_2 [Satisfaction] Availability of local outdoor recreation activities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q10_2 [Satisfaction] Availability of local outdoor recreation activities	768	3.89	0.037	1.018

(w) Indicates weighted score

Chart RO4.1a. Satisfaction with Availability of Local Outdoor Recreation Activities



Action Standard 4.1 (AS4.1)

- IF satisfaction with availability of local outdoor recreation activities mean score is less than 3.0 OR top box score is less than 30% THEN recommend taking action (q10_2).

× *No action recommended.*

Research Objective 4.2 (RO4.2)

- *Determine satisfaction of Missouri residents with the availability of organized/supervised outdoor recreation programs.*

Respondents were asked how satisfied they are with organized/supervised outdoor recreation programs, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO4.2a, Chart RO4.2a and Appendix B: q10_8).

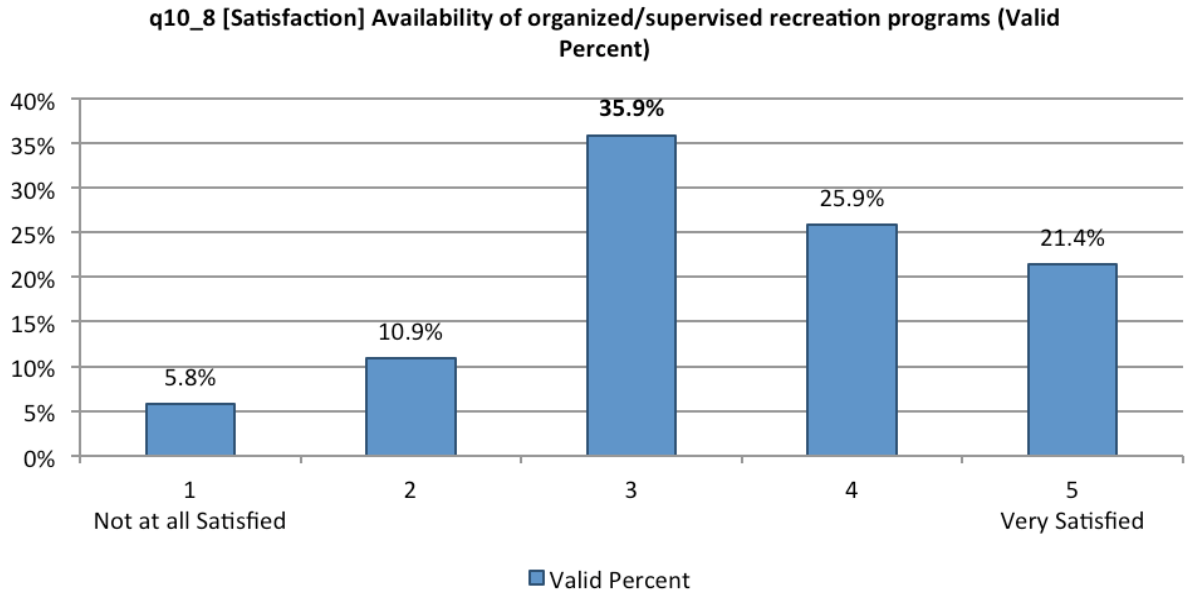
- 21.4% (n_w=164) of Missouri residents are very satisfied with the availability of organized/supervised outdoor recreation programs.
    - 35.9% (n_w=276) of respondents chose 3/5.
- 95% confident that satisfaction among Missouri residents with the availability of organized/supervised outdoor recreation activities is between 3.62 and 3.54 ($\bar{x}_w$ =3.46 +/- 0.078).

Table RO4.2a. Descriptive Statistics (urban and rural combined and weighted)
q10_8 [Satisfaction] Availability of organized/supervised recreation programs

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q10_8 [Satisfaction] Availability of organized/supervised recreation programs	768	3.46	0.04	1.116

$_{(w)}$ Indicates weighted score

Chart RO4.2a. Satisfaction with Availability of Organized Programs



Urban and rural populations were compared and there are no significant differences between the two populations.

Action Standard 4.2 (AS4.2)

- IF satisfaction with availability of organized/supervised outdoor recreation programs mean score is less than 3.5 OR top box score is less than 30% THEN recommend taking action (q10_8).

✓ *Recommend taking action on the following:*

- Satisfaction with availability of organized recreation programs mean score is less than 3.5 and top box is less than 30%.

Research Question 5 (RQ5)

- ***What types of outdoor recreation <u>activities</u> do Missouri residents want to see more of in their local area?***

Research Objective 5.1 (RO5.1)

- *Determine what types of outdoor recreation activities Missouri residents want to see more of in their local area.*

Respondents who did not indicate "Very satisfied" with either the availability or the variety of outdoor recreation activities in their local area were asked what outdoor recreation activities they would like to see more of in their local area (q11). Open ended responses were coded and tallied for all responses mentioned in at least 1% of cases (Table RO5.1a, Chart RO5.1a and Appendix B: $q11_c).

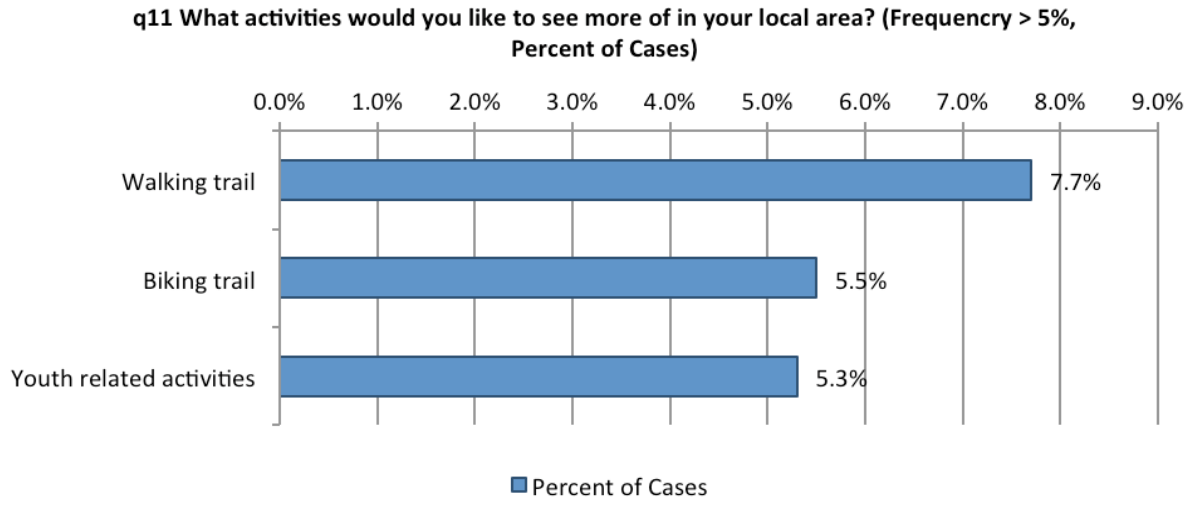
Table RO5.1a Frequencies (coded open end* – urban and rural combined)
$q11_c what outdoor recreation activities would you like to see more of in your local area?

		Responses		Percent of Cases
		N_w	Percent	
Activities you like to see more of?(a)	Walking trail	59	6.30%	7.70%
	Biking trail	42	4.50%	5.50%
	Youth related activities	41	4.40%	5.30%
	Water park/pool	35	3.70%	4.60%
	Camping	18	1.90%	2.30%
	Baseball/softball	16	1.70%	2.10%
	Walking/hiking	16	1.70%	2.10%
	Wildlife preserves/wildlife watching/nature	15	1.60%	2.00%
	Fishing	14	1.50%	1.80%
	Swimming	14	1.50%	1.80%
	Boating/canoeing/docks	13	1.40%	1.70%
	Concerts/festivals/fairs	13	1.40%	1.70%
	Parks	12	1.30%	1.60%
	Lakes/rivers	12	1.30%	1.60%
	Archery/bows	11	1.20%	1.40%
	Horseback riding/equestrian	11	1.20%	1.40%
	Tennis/tennis courts	11	1.20%	1.40%
	Biking/motor biking	10	1.10%	1.30%
	Dog parks	10	1.10%	1.30%
	Rec centers/community center	9	1.00%	1.20%
	Golf	8	0.80%	1.00%
	Soccer	8	0.80%	1.00%
	Hunting	8	0.80%	1.00%

a Group

(w) Indicates weighted score; *Raw open ends available in Appendix C: $q11

Chart RO5.1a. More Activities Desired



Action Standard 5.1 (AS5.1)

- IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples scored less than a 5/5 on satisfaction with availability of local outdoor recreation activities OR IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples scored less than a 5/5 on satisfaction with availability of organized/supervised outdoor recreation programs AND more than 5% mentioned an activity when asked what types of activities they would like to see more of in their area THEN recommend taking action (q10_2, q10_8 and q11).

✓ *Recommend taking action on the following:*

- Walking trails (7.7%, n=59)
- Biking trails (5.5%, n=42)
- Youth related activities (5.3%, n=41)

Research Question 6 (RQ6)

- ***How available are outdoor recreation <u>facilities</u> in Missouri?***

Research Objective 6.1 (RO6.1)

- *Determine proximity of Missouri residents to the closest local outdoor recreation facility.*

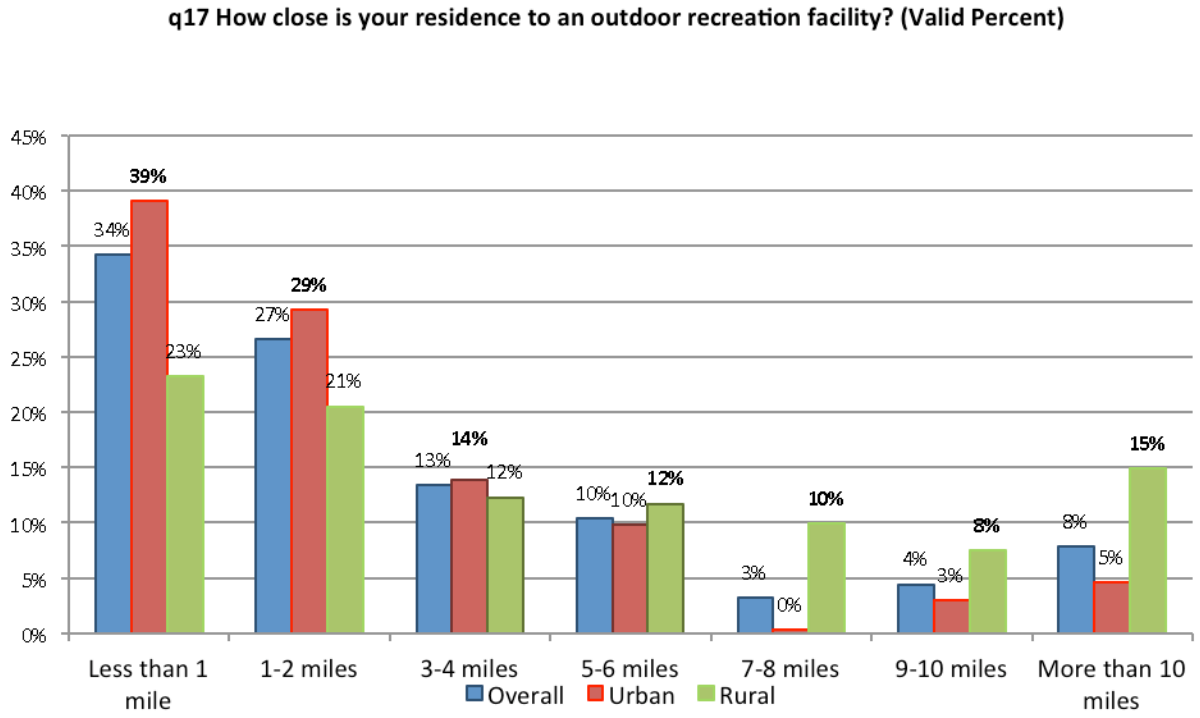
Respondents were asked how close their residence is to an outdoor recreation facility (Chart RO6.1a and Appendix B: q17).

- 34.2% (n_w=252) of Missouri residents live less than one mile from an outdoor recreation facility.
- 60.8% (n_w=448) of Missouri residents live within 2 miles of an outdoor recreation facility.

Distance to a recreation facility differs significantly between urban and rural residents (Chart RO6.1a).

- 39.1% (n=143) of urban Missouri residents live less than one mile from an outdoor recreation facility.
    - 39.1% (n=143) of urban Missouri residents live within one mile of an outdoor recreation facility compared to 23.2% (n=87) of rural Missouri residents.
    - 29.2% (n=107) of urban Missouri residents live one to two miles from an outdoor recreation facility compared to 20.5% (n=77) of rural Missouri residents.
- 68.3% (n=250) of urban Missouri residents live less than two miles from an outdoor recreation facility.
- 23.2% (n=87) of rural Missouri residents live less than one mile from an outdoor recreation facility.
    - 9.9% (n=37) of rural Missouri residents live seven to eight miles from an outdoor recreation facility compared to 0.3% (n=1) of urban Missouri residents.
    - 7.5% (n=28) of rural Missouri residents live nine to ten miles from an outdoor recreation facility compared to 3.0% (n=11) of urban Missouri residents.
    - 14.9% (n=56) of rural Missouri residents live more than ten miles from an outdoor recreation facility compared to 4.6% (n=17) of urban Missouri residents.
- 43.7% (n=164) of rural Missouri residents live within two miles of an outdoor recreation facility.

Chart RO6.1a. Distance to Nearest Facility



Research Objective 6.2 (RO6.2)

- *Determine availability of outdoor recreation facilities among Missouri residents.*

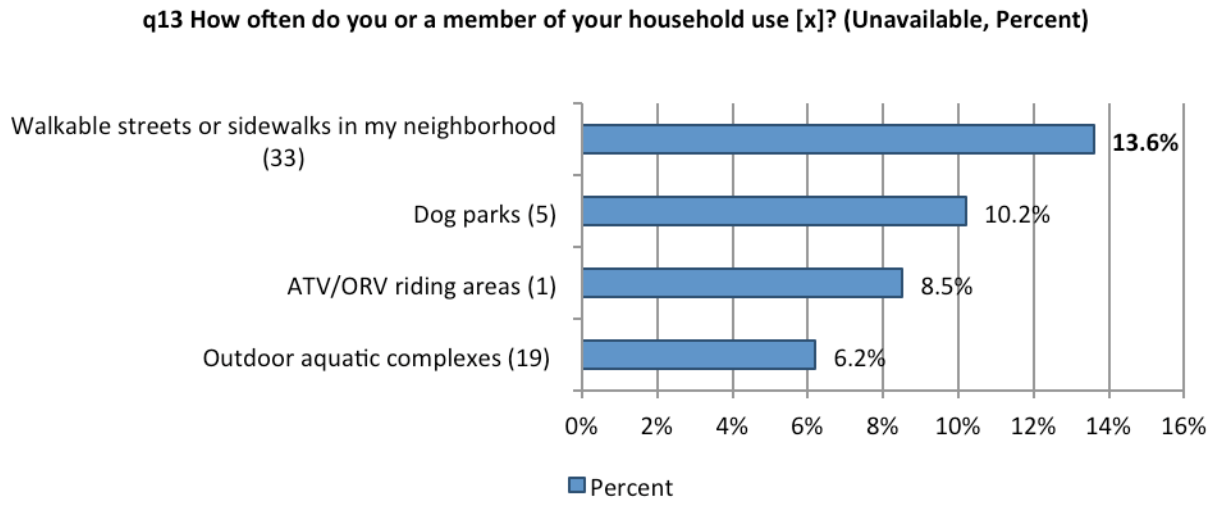
Respondents were asked how often their household uses different types of outdoor recreation facilities. Respondents were given the option of choosing unavailable if that type of facility is not available (Table RO6.2a, Chart RO6.2a and Appendix B: q13_1 through q13_34).

- 13.6% (n_w=105) of Missouri residents do not have walkable streets or sidewalks available to their household.
- 10.2% (n_w=78) of Missouri residents do not have dog parks available to their household.
- 8.5% (n_w=65) of Missouri residents do not have ATV/ORV riding areas available to their household.
- 6.2% (n_w=48) of Missouri residents do not have outdoor aquatic complexes available to their household.

Table RO6.2a. Frequencies (urban and rural combined and weighted) q13 How often do you or a member of your household use [X]? (facility is unavailable)			
	Facility Type	Frequency$_{w}$	Percent
Valid	Walkable streets or sidewalks in my neighborhood (33)	105	13.60%
	Dog parks (5)	78	10.20%
	ATV/ORV riding areas (1)	65	8.50%
	Outdoor aquatic complexes (19)	48	6.20%
	National or state forests (16)	35	4.60%
	Gardens (9)	34	4.50%
	Boating and water sport access sites (3)	32	4.20%
	Frisbee/disk golf courses (8)	32	4.20%
	National parks or monuments (17)	32	4.10%
	Sports complexes (27)	28	3.60%
	Nature parks/areas (18)	27	3.60%
	Target shooting sites (29)	27	3.50%
	Lakes (13)	25	3.30%
	Skate parks (25)	24	3.20%
	Camping sites (4)	23	3.00%
	Multi-use fields (15)	23	3.00%
	Outdoor swimming pools (21)	23	3.00%
	Volleyball courts (32)	22	2.90%
	Historic/education sites (11)	21	2.80%
	Hunting sites (12)	20	2.60%
	Trails (31)	20	2.60%
	Wildlife areas (34)	20	2.70%
	Football fields (7)	19	2.40%
	Tennis courts (30)	19	2.50%
	State parks (28)	18	2.40%
	Baseball/softball fields (2)	17	2.20%
	Golf courses (10)	16	2.10%
	Picnic areas (22)	14	1.80%
	Soccer fields (26)	13	1.70%
	Outdoor basketball courts (20)	12	1.60%
	Rivers (24)	12	1.50%
	Local parks (14)	10	1.30%
	Playgrounds (23)	10	1.30%
	Fishing sites (6)	9	1.10%

(w) Indicates weighted score

Chart RO6.2a. Frequency of Facility Use

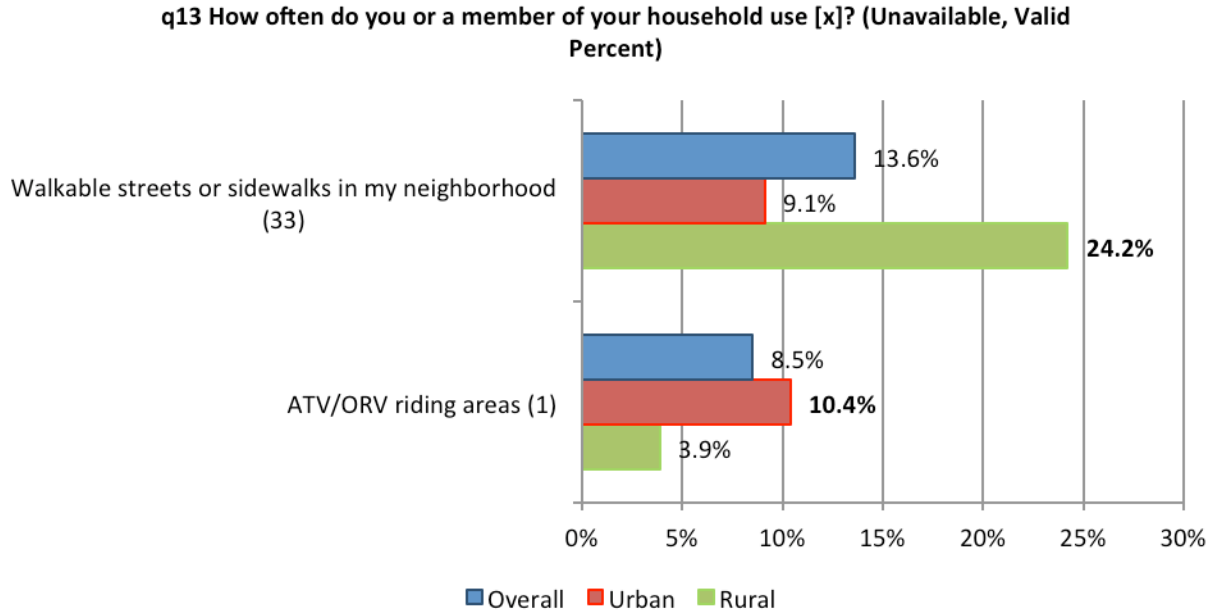


Facility availability differs significantly between urban and rural residents.

Responses were tallied by region (urban vs. rural) and sorted from high to low (Chart RO2.6b).

- Walkable streets or sidewalks are more available to urban Missouri residents (n=35, 9.1% unavailable) than rural Missouri residents (n=93, 19.5% unavailable).
- ATV/ORV riding areas are more available to rural Missouri residents (n=15, 3.9% unavailable) than rural Missouri residents (n=40, 10.4% unavailable).

Chart RO6.2b. Frequency of Facility Use – Urban vs. Rural



Action Standard 6.2 (AS6.2)

- IF more than 5% of respondents do not have a specific type of facility available THEN recommend taking action (q13_1 through q13_34).

✓ *Recommend taking action on the following:*

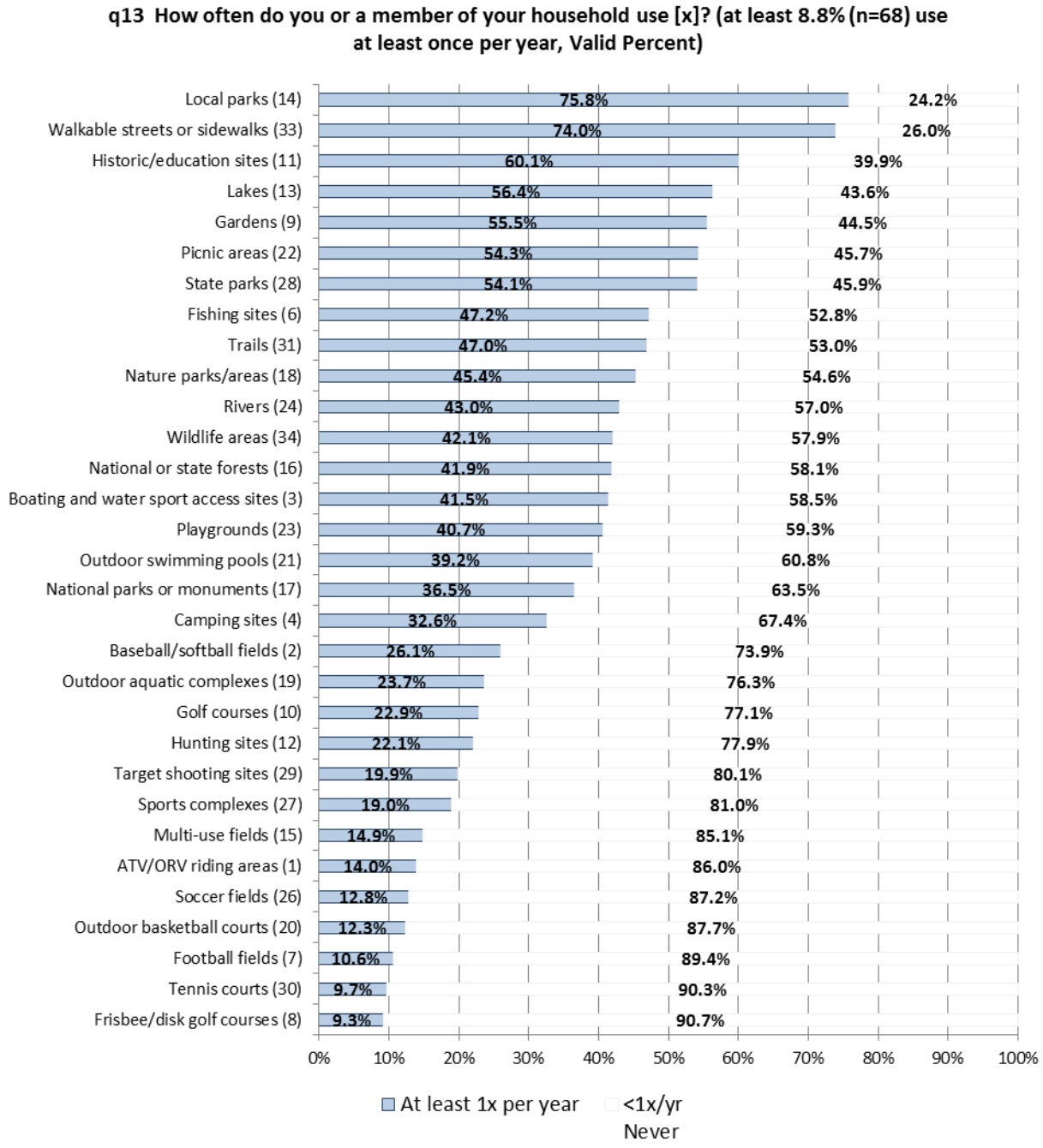
- Walkable streets and sidewalks in my neighborhood (13.6% unavailable, n_w=105).
    - Less available to rural residents (24.2% unavailable, n=93) compared to urban residents (9.1% unavailable, n=35).
- Dog Parks (10.2%, n_w=78).
- ATV/ORV riding areas (8.5%, n_w=65).
    - Less available to urban residents (10.4% unavailable, n=40) compared to rural residents (3.9% unavailable, n=15).
- Outdoor aquatic complexes (6.2%, n_w=48).

Research Objective 6.3 (RO6.3)

- *Determine supply of local outdoor recreation facilities among Missouri residents.*

Respondents who use a facility type at least once per year or more were asked to rate the local supply in their area. Facilities used at least once per year by more than 8.8% (n=68) of respondents were tallied (Chart RO6.3a and Appendix B: q13_1 through q13_34).

Chart RO6.3a. Missourians Who Use Facility At Least 1/x a Year



Respondents were sorted by about right percentages based on the total percent who indicated about right to q14 (Chart RO6.3b); and based on the percent who indicated about right to q14 among those who use the facility at least once per year (Chart RO6.3c). All responses to q14 can be found in Appendix B: q14_1 through q14_34.

Chart RO6.3b. Missourians Who Rate Facility Supply About Right

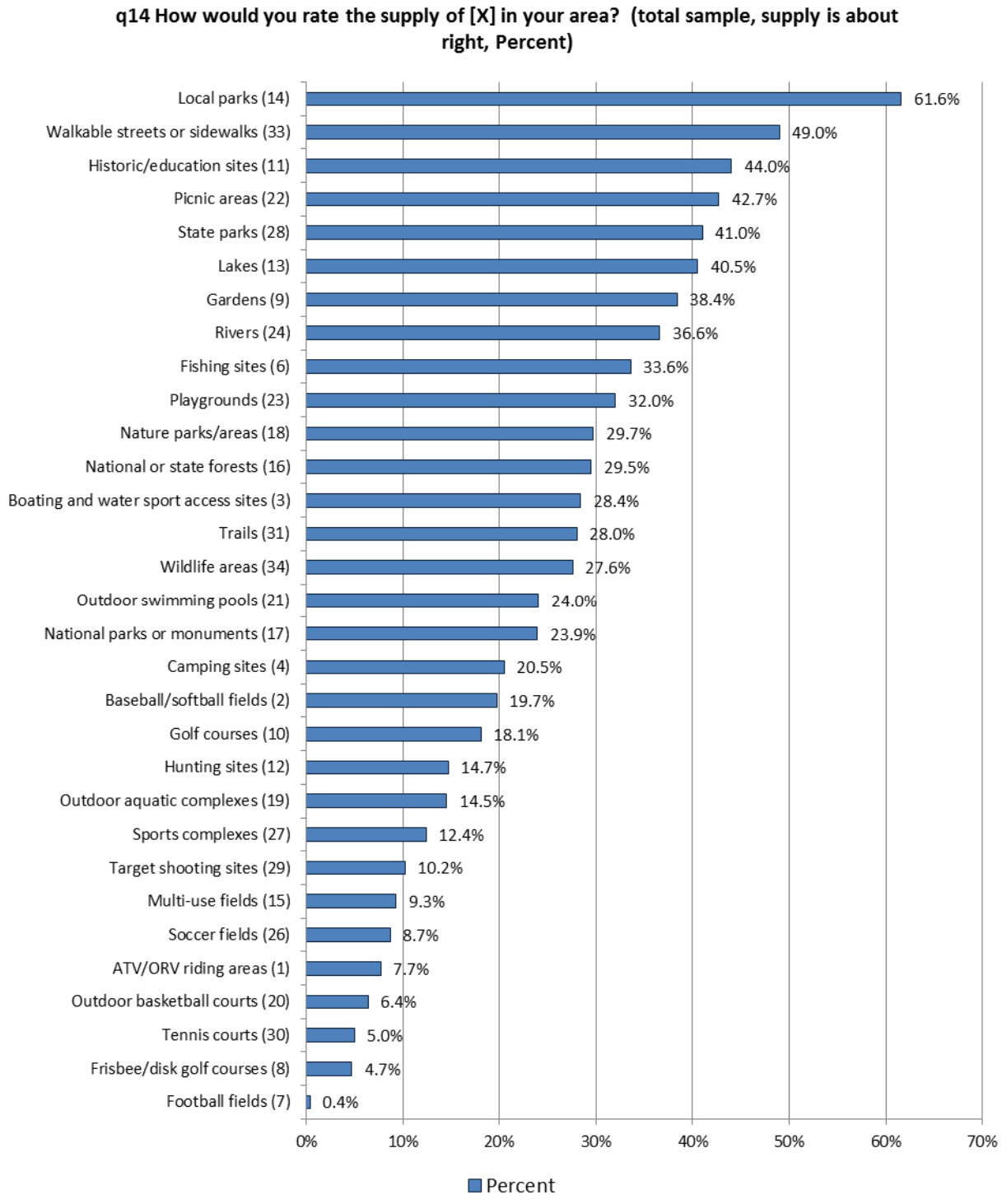
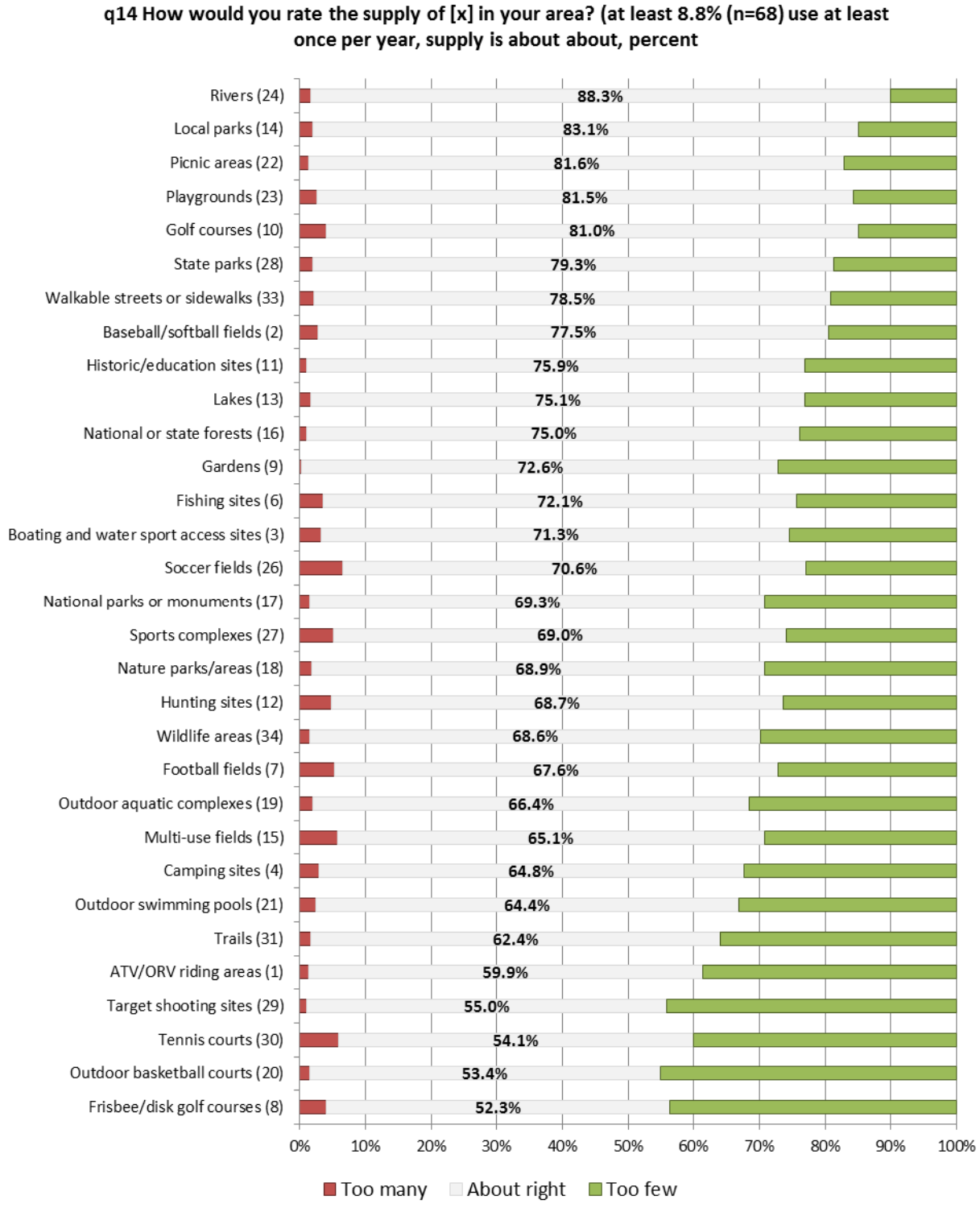


Chart RO6.3c. Missourians Using Facility At Least 1x/Year Rate Facility Supply



Way too few and too few percentages were combined and tallied, then sorted by percentage of total sample (Chart RO6.3d) and percentage of those who use at least once per year (Chart RO6.3e, about right percent is collapsed in order to emphasize too few and too many percentages).

Chart RO6.3d. Missourians Who Rate Facility Supply Inadequate

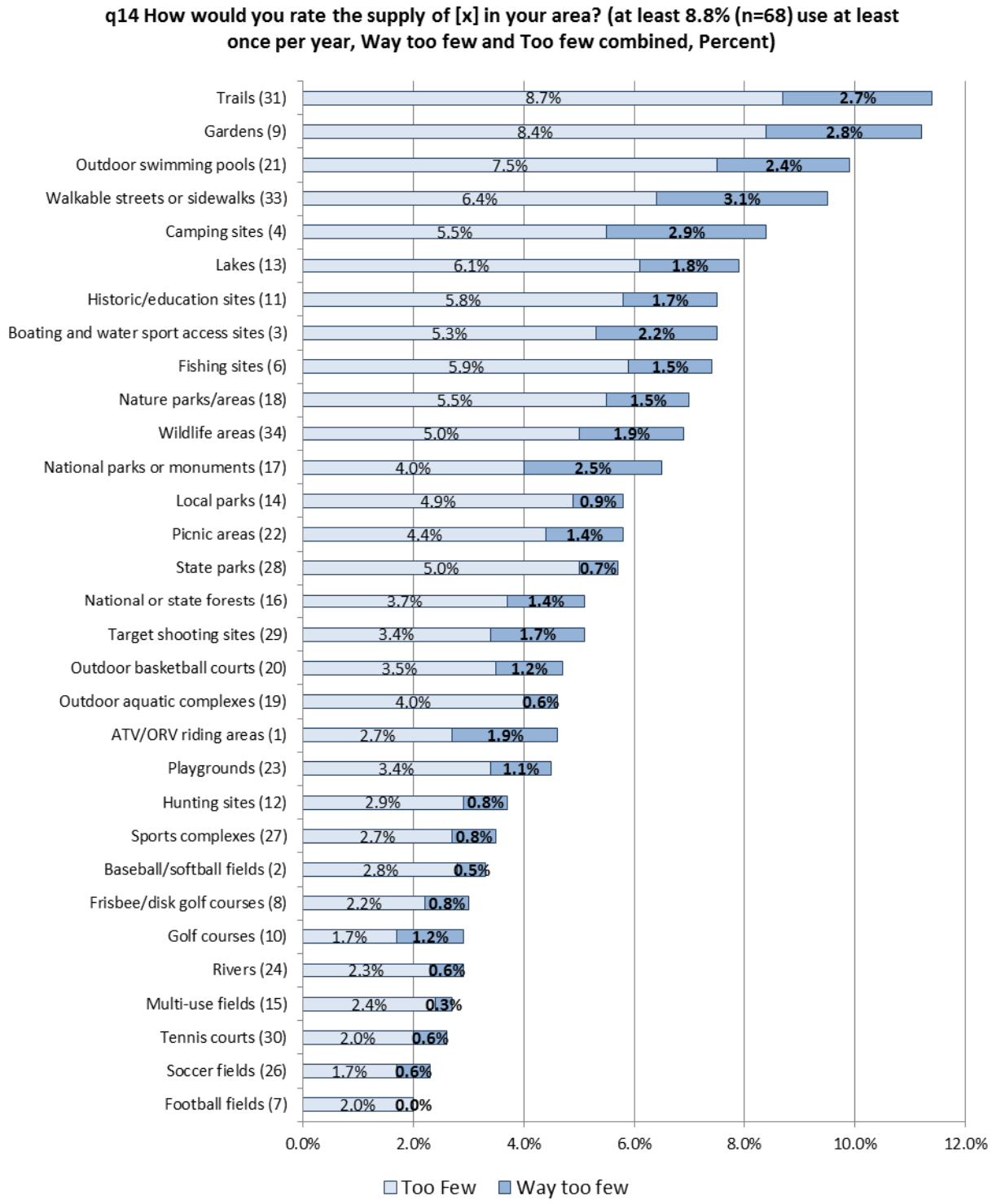
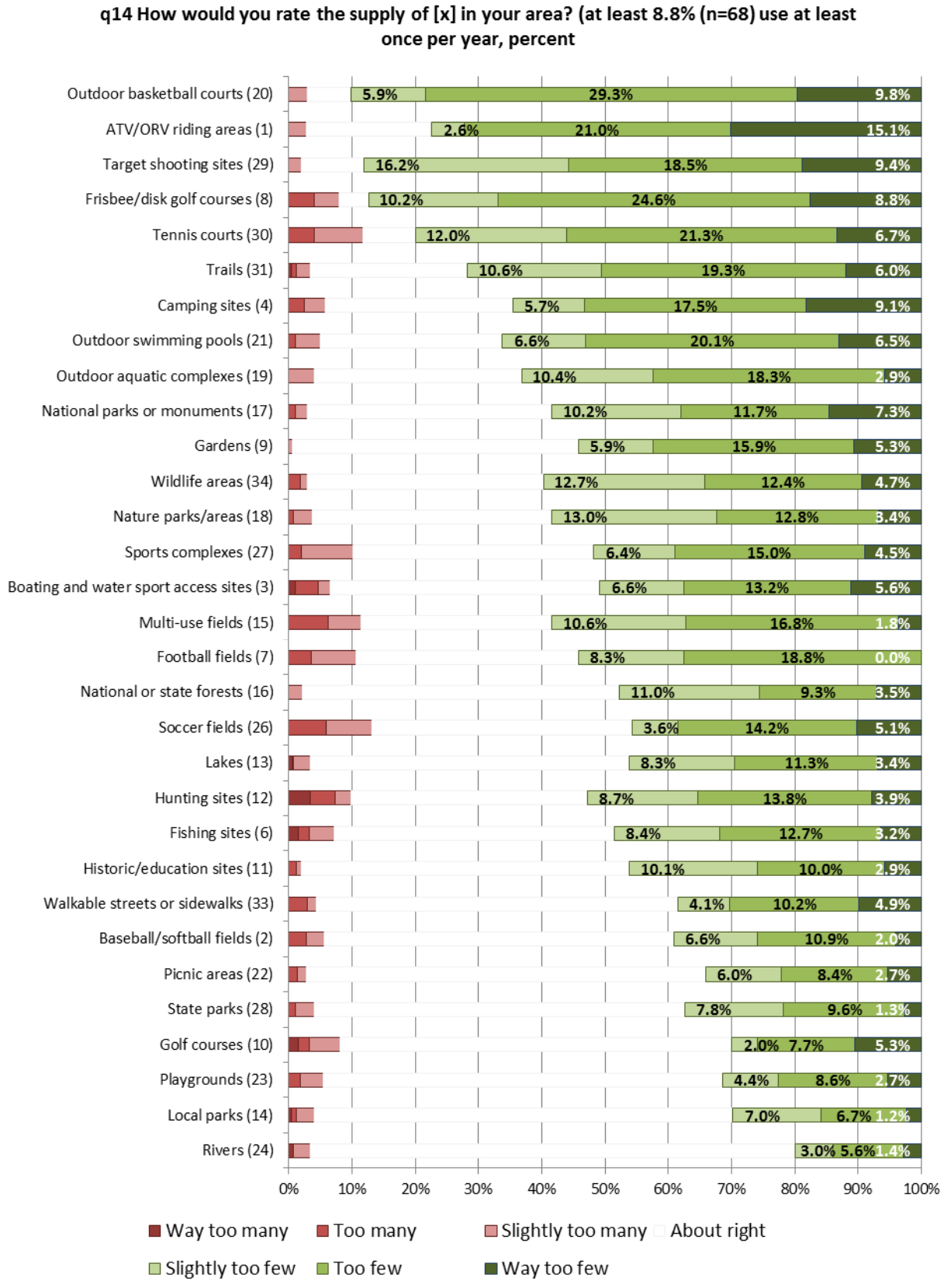
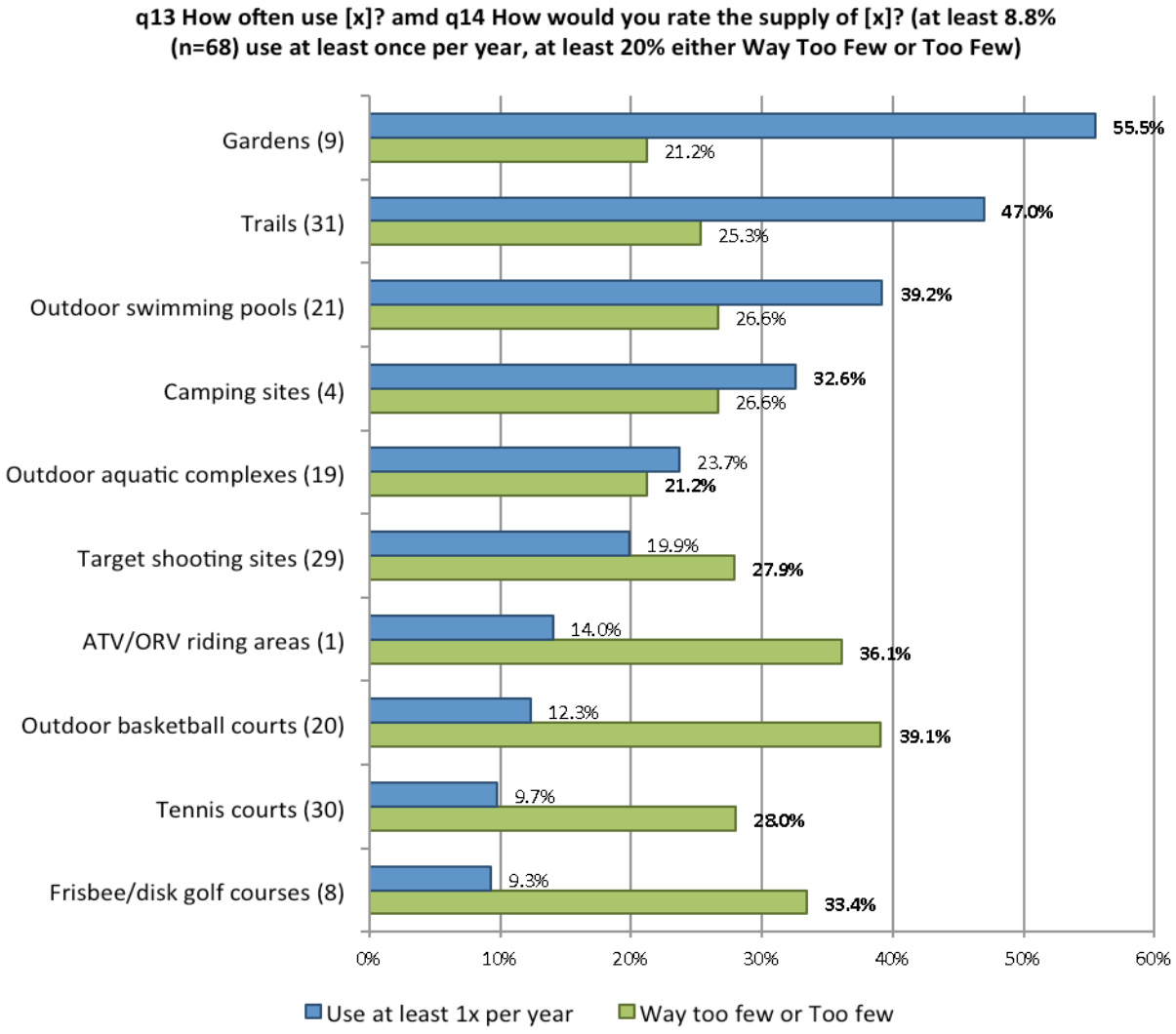


Chart RO6.3e. Missourians Using Facility At Least 1x/Year Rate Supply



Way too few and too few responses were combined for responsdents that use a facility at least once per year (Chart RO6.3f).

Chart RO6.3f. Missourians Using Facility At Least 1x/Year Who Rate Supply Inadequate



Action Standard 6.3 (AS6.3)

- IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples use a facility type at least once a year AND more than 20% indicate supply of a facility type is either too few OR way too few THEN recommend taking action (q13_1 through q13_34 and q14_1 through q14_34).

✓ *Recommend taking action on the following:*

- Among the 55.5% (n_w=406) of Missouri residents that use gardens at least once per year, 21.2% (n_w=86) indicated supply was either way too few or too few.

- Among the 47.0% (n_w=345) of Missouri residents that use trails at least once per year, 25.3% (n_w=81) indicated supply was either way too few or too few.
- Among the 39.2% (n_w=286) of Missouri residents that use outdoor swimming pools at least once per year, 26.6% (n_w=77) indicated supply was either way too few or too few.
- Among the 32.6% (n_w=243) of Missouri residents that use camping sites at least once per year, 26.6% (n_w=65) indicated supply was either way too few or too few.
- Among the 23.7% (n_w=167) of Missouri residents that use outdoor aquatic complexes at least once per year, 21.2% (n_w=36) indicated supply was either way too few or too few.
- Among the 19.9% (n_w=145) of Missouri residents that use target shooting sites at least once per year, 27.9% (n_w=39) indicated supply was either way too few or too few.
- Among the 14.0% (n_w=99) of Missouri residents that use ATV/ORV riding areas at least once per year, 36.1% (n_w=36) indicated supply was either way too few or too few.
- Among the 12.3% (n_w=91) of Missouri residents that use outdoor basketball courts at least once per year, 39.1% (n_w=36) indicated supply was either way too few or too few.
- Among the 9.7% (n_w=72) of Missouri residents that use tennis courts at least once per year, 28.0% (n_w=20) indicated supply was either way too few or too few.
- Among the 9.3% (n_w=68) of Missouri residents that use Frisbee/disk golf courses at least once per year, 34.4% (n_w=23) indicated supply was either way too few or too few.

Research Question 7 (RQ7)

- ***How likely are Missouri residents to use currently unavailable facilities if they were made available?***

Research Objective (RO7.1)

- *Determine the likelihood of Missouri residents to use currently unavailable facilities if they were made available.*

Respondents who do have a facility type in their local area were asked how likely they would be to use one if it were available (Table RO7.1a, Chart RO7.1a, Table RO7.1b, Chart RO7.1b and Appendix B: q15).

- 90% confident that likelihood to use walkable streets and sidewalks among Missouri residents is between 3.25 and 3.79 ($\bar{x}_w$ =3.52 +/- 0.271).
- 90% confident that likelihood to use dog parks among Missouri residents is between 2.348 and 3.01 ($\bar{x}_w$ =2.68 +/- 0.332).

Table RO7.1a. Descriptive Statistics (urban and rural combined and weighted)
q15 Assuming [x] was available, how likely would you or a member of your household be to use [x]?

	Frequency$_w$	Percent	Mean $_w$	Std. Error	Std. Dev
q15_33 Walkable streets or sidewalks in my neighborhood (likelihood to use)	150	13.60%	3.52	0.165	1.691

$_{(w)}$ Indicates weighted score

Chart RO7.1a. Likely to Use if Available – Walkable Streets and Sidewalks

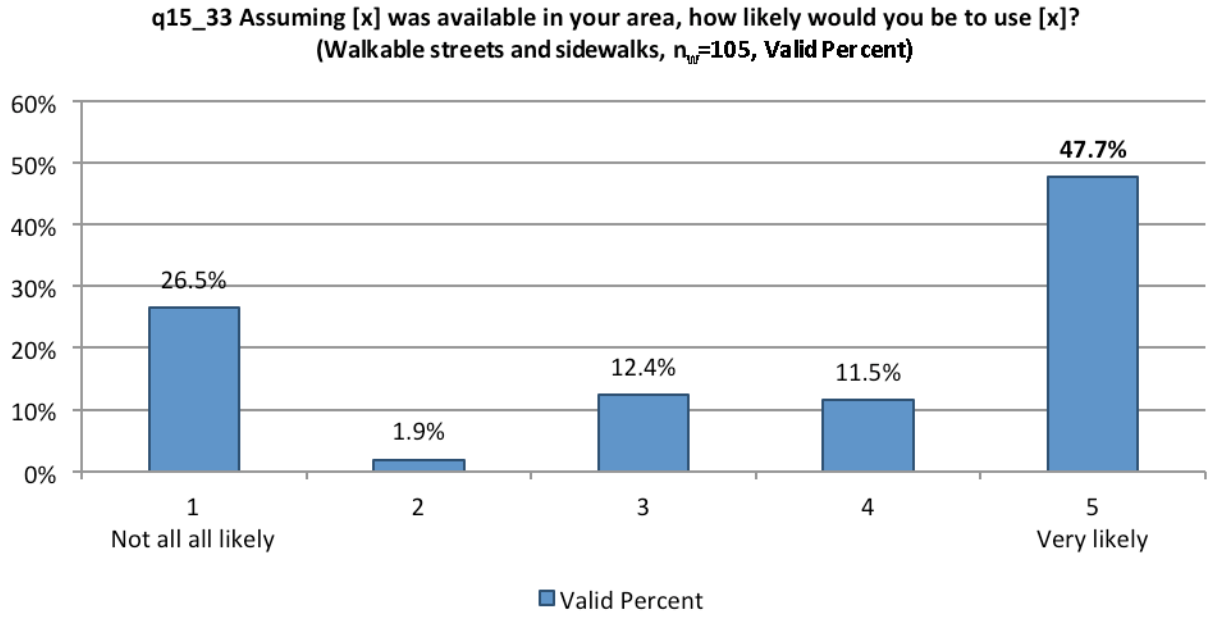
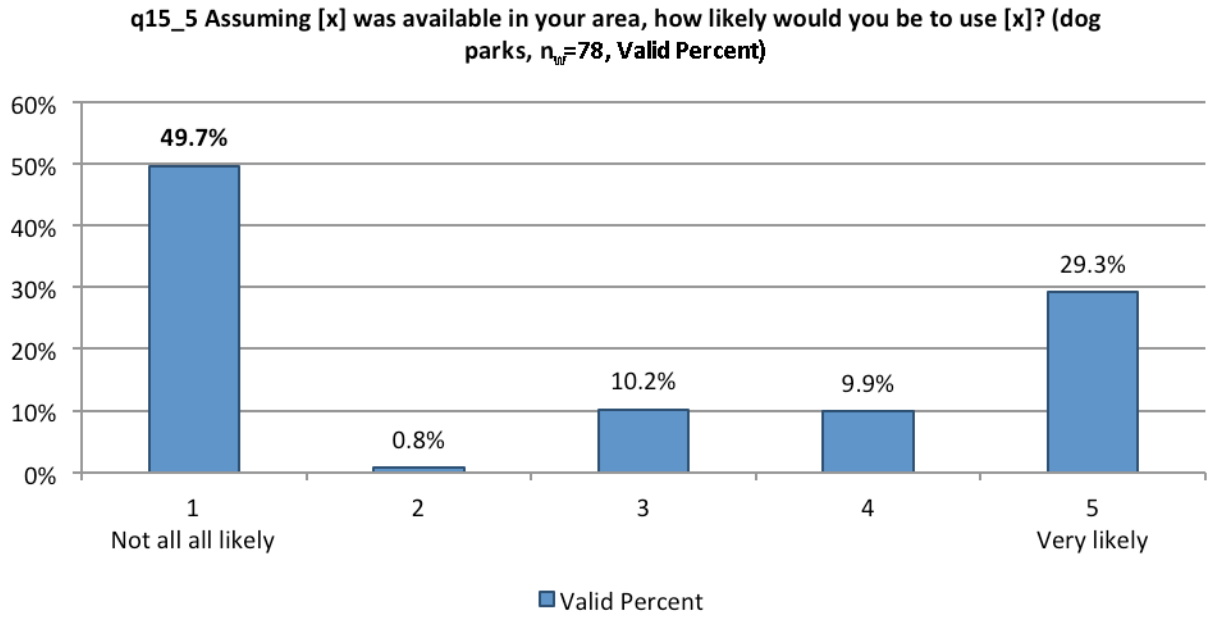


Table RO7.1b. Descriptive Statistics (urban and rural combined and weighted) q15 Assuming [x] was available, how likely would you or a member of your household be to use [x]?					
	Frequency$_w$	Percent	Mean $_w$	Std. Error	Std. Dev
q15_5 Dog parks (likelihood to use)	74	10.20%	2.68	0.202	1.792

$_{(w)}$ Indicates weighted score

Chart RO7.1b. Likely to Use if Available – Dog Parks



Action Standard 7.1 (AS7.1)

- IF more than 8.85% (n=96) of respondents in the total sample (n=768) OR more than 17.7% (n=96) of respondents from either the rural or urban samples do not have a facility type available AND likelihood to use the facility if it were available mean score is above 3.5 THEN recommend taking action (q13_1 through q13_34 and q15_1 through q15_34).

✓ *Recommend taking action on the following:*

- Walkable streets and sidewalks in my neighborhood are unavailable to 13.6% (n$_w$=105) of Missouri residents and likelihood to use if available mean score is greater than 3.50.

Research Question 8 (RQ8)

- ***How satisfied are Missouri residents with the availability of outdoor recreation facilities?***

Research Objective 8.1 (RO8.1)

- *Determine satisfaction of Missouri residents with the number of outdoor recreation facilities.*

Respondents were asked how satisfied they are with the number of outdoor recreation facilities in their local area, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO8.1a, Chart RO8.1a and Appendix B: q21).

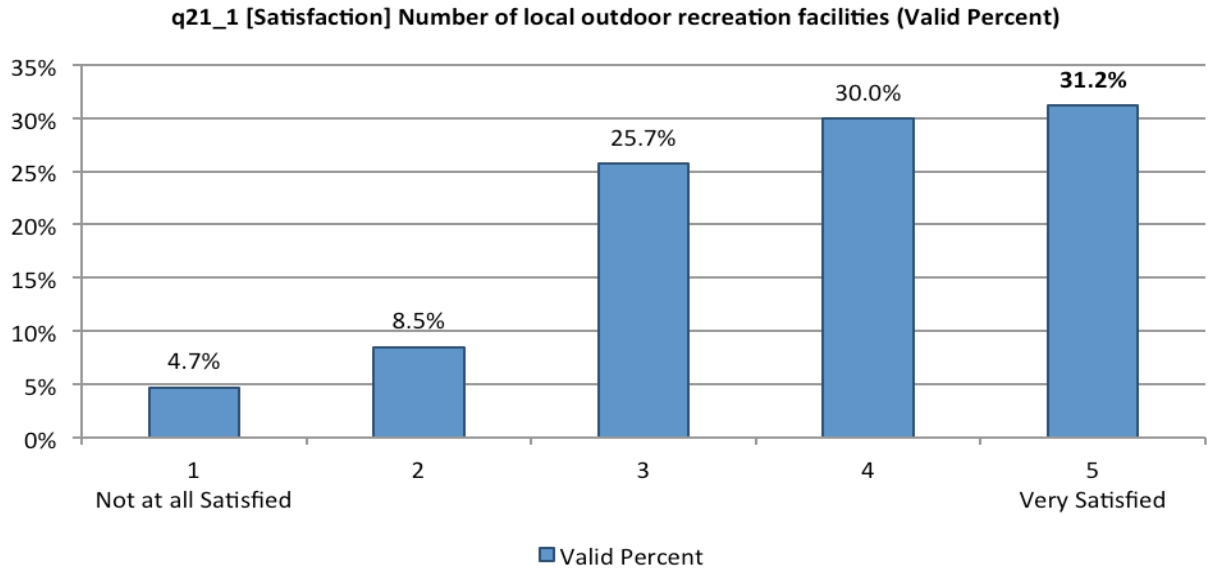
- 31.2% (n_w=234) of Missouri residents are very satisfied with the number of local outdoor recreation facilities.
- 95% confident that satisfaction among Missouri residents with the number of local outdoor recreation facilities is between 3.67 and 3.83 ($\bar{x}_w$ =3.75 +/- .080).

Table RO8.1a. Descriptive Statistics (urban and rural combined and weighted)
q21_1 [Satisfaction] Number of local outdoor recreation facilities.

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_1 [Satisfaction] Number of local outdoor recreation facilities	751	3.75	0.041	1.124

(w) Indicates weighted score

Chart RO8.1a. Satisfaction with Number of Facilities



Action Standard 8.1 (AS8.1)

- IF satisfaction with the number of local outdoor recreation facilities mean is less than 3.5 OR IF top box score is less than 30% THEN recommend taking action (q21_1).

× *No action recommended.*

Research Objective 8.2 (RO8.2)

- *Determine satisfaction of Missouri residents with the availability of outdoor recreation facilities.*

Respondents were asked how satisfied they are with the availability of outdoor recreation facilities in their local area, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied". (Table RO8.2a, Chart RO8.2a and Appendix B: q21).

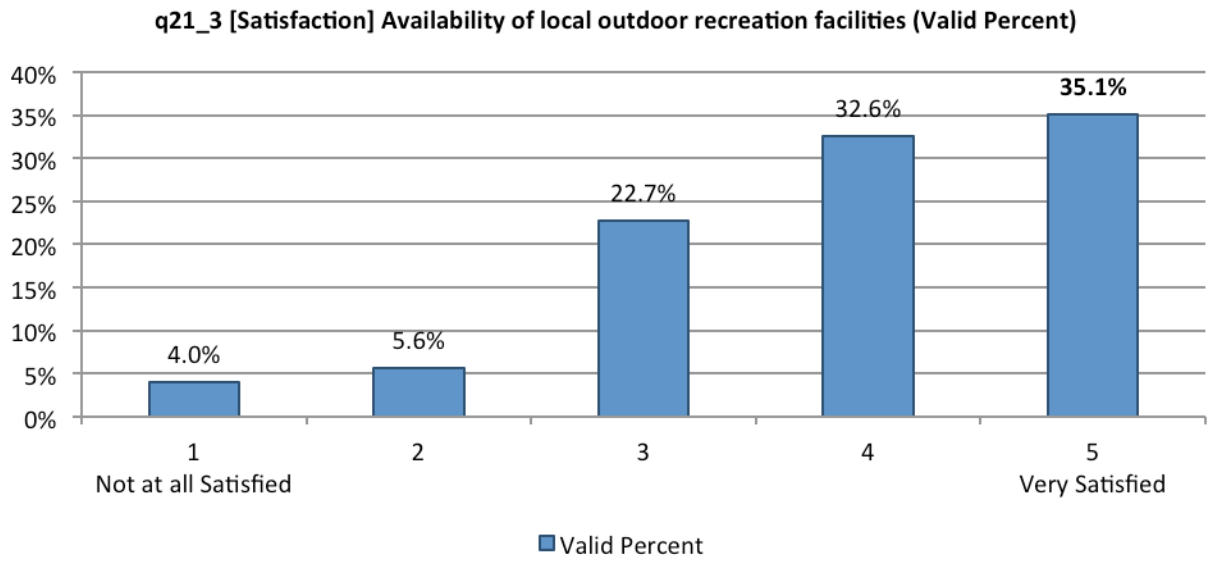
- 35.1% (n_w=264) of Missouri residents are very satisfied with the availability of local outdoor recreation facilities.
- 95% confident that satisfaction with the availability of local outdoor recreation facilities among Missouri residents is between 3.81 and 3.97 ($\bar{x}_w$ =3.89 +/- .076).

Table RO8.2a. Descriptive Statistics (urban and rural combined and weighted)
q21_3 [Satisfaction] Availability of local outdoor recreation facilities.

	Frequency	$Mean_w$	Std. Error	Std. Dev
q21_3 [Satisfaction] Availability of local outdoor recreation facilities.	761	3.89	0.039	1.074

(w) Indicates weighted score

Chart RO8.2a. Satisfaction with Availability of Facilities



Action Standard 8.2 (AS8.2)

- IF satisfaction with availability of outdoor recreation facilities mean is less than 3.5 OR top box score is less than 30% THEN recommend taking action (q21_3).

× *No action recommended.*

Research Question 9 (RQ9)

- ***What types of outdoor recreation facilities do Missouri residents want to see more of in their local area?***

Research Objective 9.1 (RO9.1)

- *Determine what types of outdoor recreation facilities Missouri residents want to see more of in their local area.*

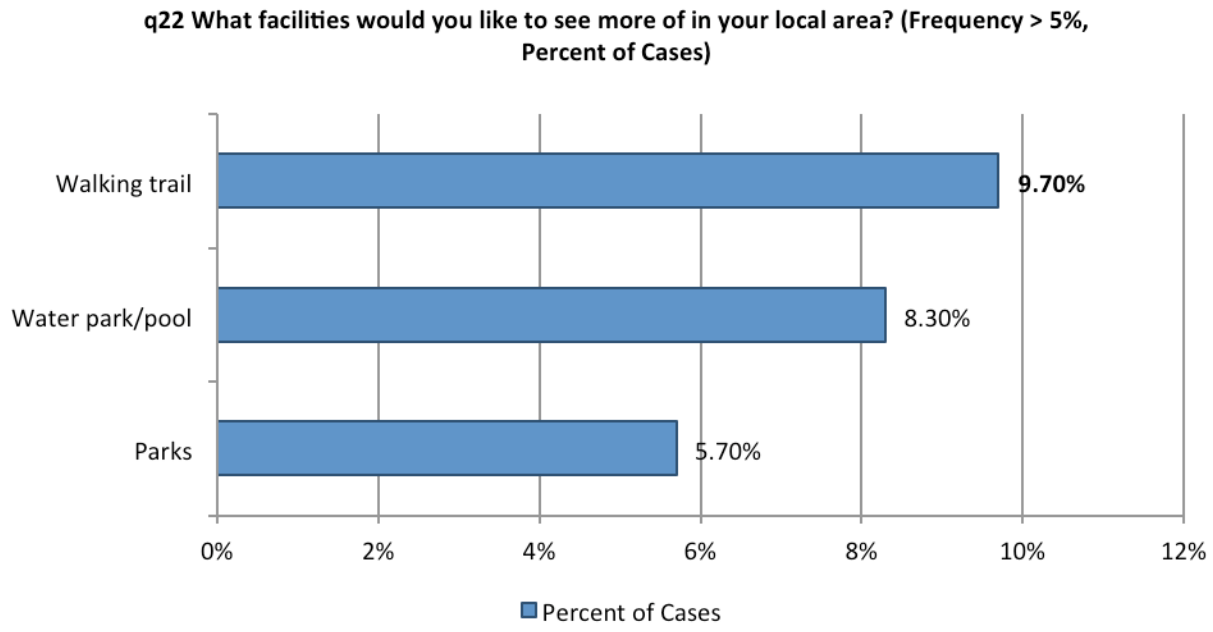
Respondents that did not indicate "Very satisfied" with either the number or the availability of outdoor recreation facilities in their local area were asked what outdoor recreation facilities they would like to see more of in their local area (q22). Open ended responses were coded and tallied for all responses mentioned in at least 1% of cases (Table RO9.1a, Chart RO9.1a, and Appendix B: $q22_c).

Table RO9.1a Frequencies (coded open end* – urban and rural combined)
$q22_c what outdoor recreation facilities would you like to see more of in your local area?

		Responses		Percent of Cases
		N_w	Percent	
Activities you like to see more of?(a)	Walking trail	75	7.70%	9.70%
	Water park/pool	64	6.60%	8.30%
	Parks	44	4.50%	5.70%
	Biking trail	36	3.70%	4.60%
	Wildlife preserves/wildlife watching/nature	25	2.60%	3.30%
	Archery/bows	24	2.50%	3.20%
	Campgrounds	20	2.10%	2.60%
	Dog parks	18	1.90%	2.40%
	Lakes/rivers	18	1.80%	2.30%
	Fishing areas	16	1.70%	2.10%
	Basketball/basketball courts	12	1.30%	1.60%
	Baseball/softball fields	11	1.10%	1.40%
	Boating/canoeing/docks	10	1.00%	1.30%
	Hunting areas	10	1.10%	1.30%
	Horseback riding/equestrian	10	1.00%	1.30%
	ATV areas	10	1.00%	1.30%
	Picnic areas	9	1.00%	1.20%
	Swimming areas	9	1.00%	1.20%
	Volleyball courts	9	0.90%	1.10%
	Tennis/tennis courts	9	1.00%	1.20%
	Skateboarding/skateparks	9	1.00%	1.20%
	Walking/hiking areas	8	0.90%	1.10%
	Rec centers/community center	8	0.80%	1.10%
	Gardens	8	0.80%	1.10%
a Group				

(w) Indicates weighted score; *Raw open ends available in Appendix C: $q22

Chart RO9.1a. More Facilities Desired in Local Area



Action Standard 9.1 (AS9.1)

- IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples scored less than a 5/5 on satisfaction with the number of local outdoor facilities OR IF more than 8.85% (n=68) of respondents in the total sample (n=768) OR more than 17.7% (n=68) of respondents from either the rural or urban samples scored less than a 5/5 on satisfaction with availability outdoor recreation facilities AND more than 5% mentioned a facility type when asked what types of facilities they would like to see more of in their area THEN recommend taking action (q21_1 and q22).

✓ *Recommend taking action on the following:*

- Walking trails (9.8%, n=75)
- Water park/pool (7.6%, n=58)
- Parks (5.7%, 44)

Management Problem

- ***How popular is outdoor recreation among Missouri residents?***

Research Question 10 (RQ10)

- ***How often do Missouri residents participate in outdoor recreation <u>activities</u>?***

Research Objective 10.1 (RO10.1)

- *Determine how often Missouri residents participate in outdoor recreation activities.*

Respondents were asked how often their household participates in various outdoor recreation activities (q5, Appendix B: q5). Activities for which more than 20% of Missouri residents participate at least once per year were tallied (Chart RO10.1a) and broken down by how frequently they participate. The highest frequency for each type of facility was noted. Darker bars correspond to more frequent use (Chart RO10.1b).

Chart RO10.1a. Missourians Who Participate in Activities At Least 1/x Per Year

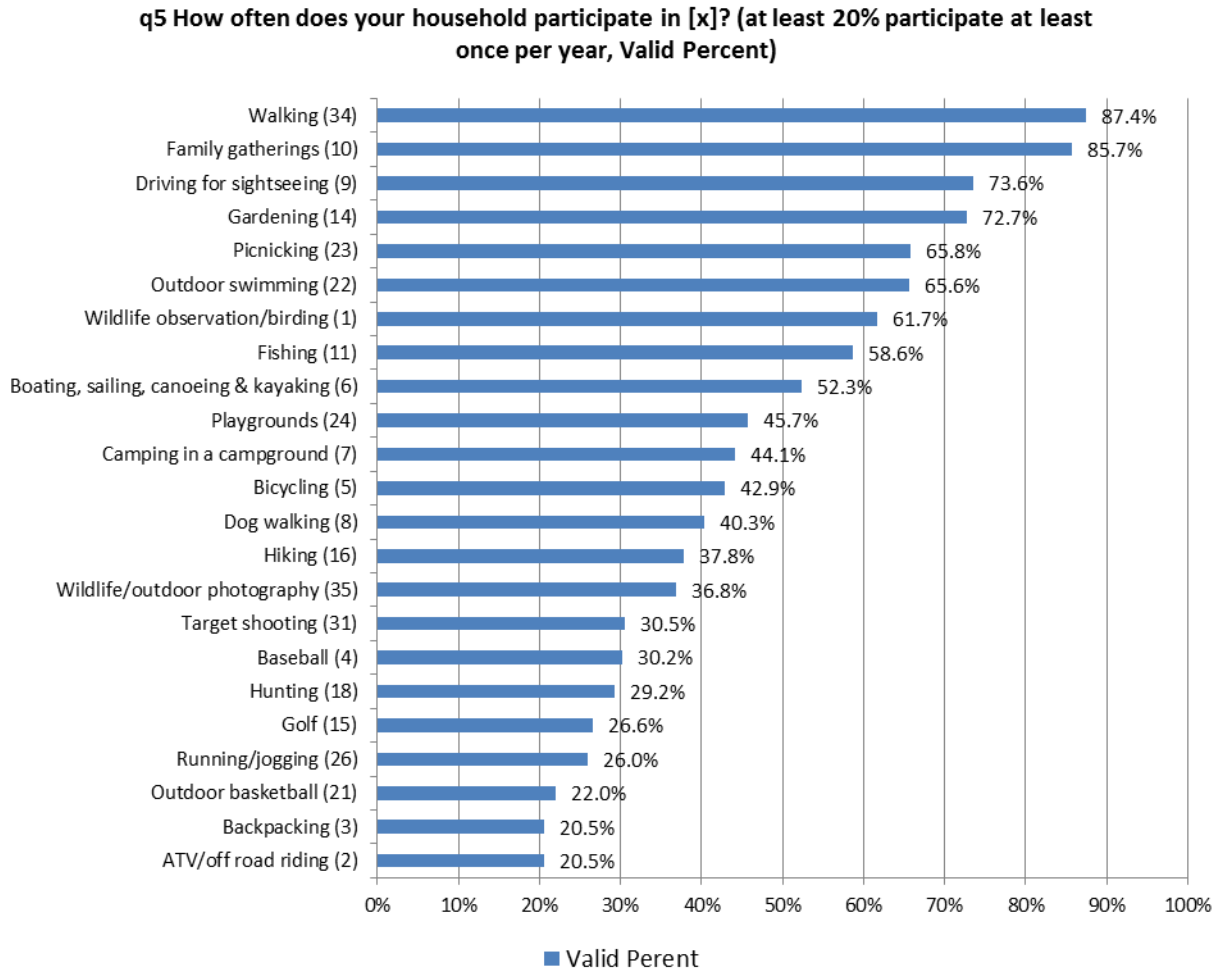
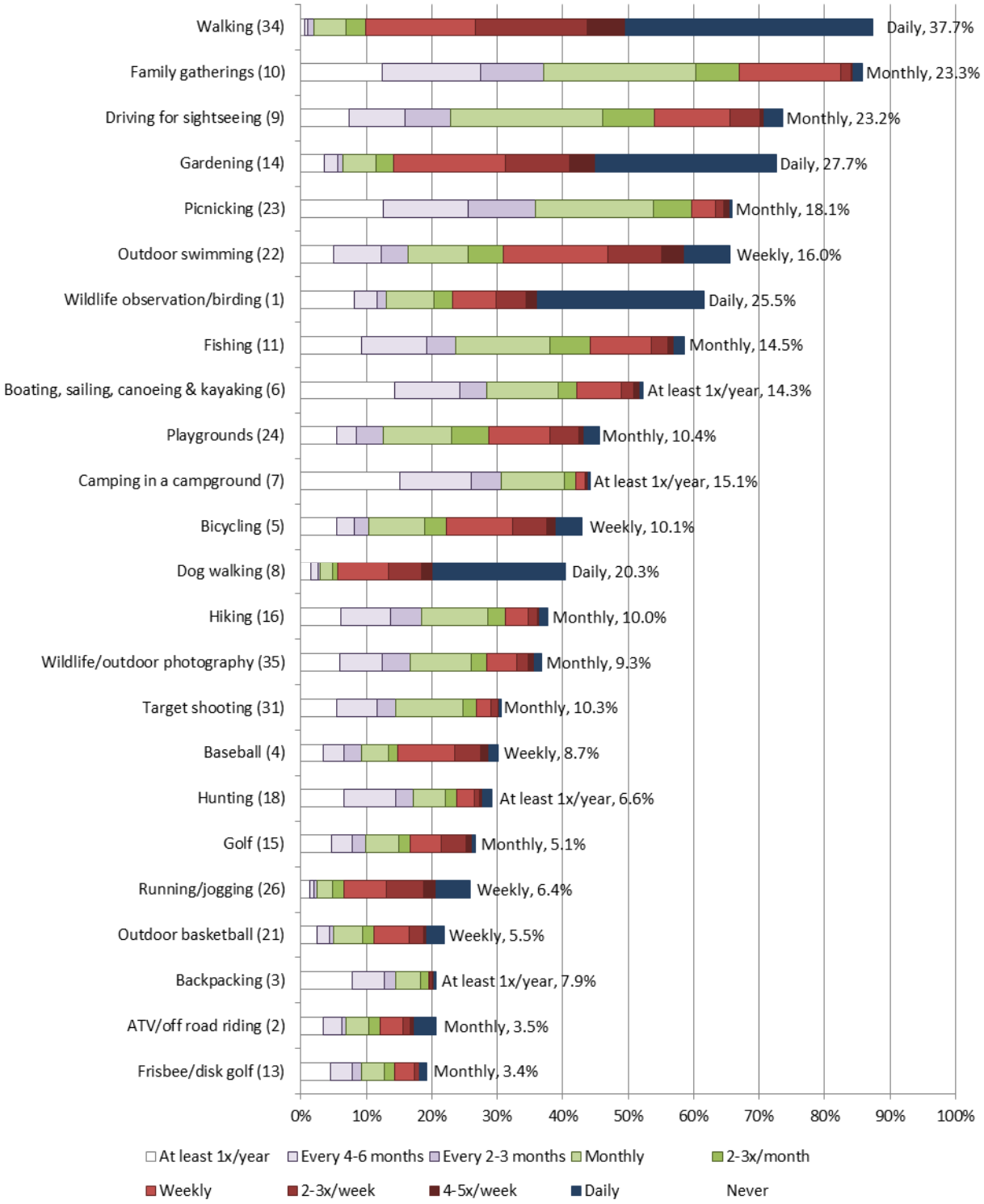


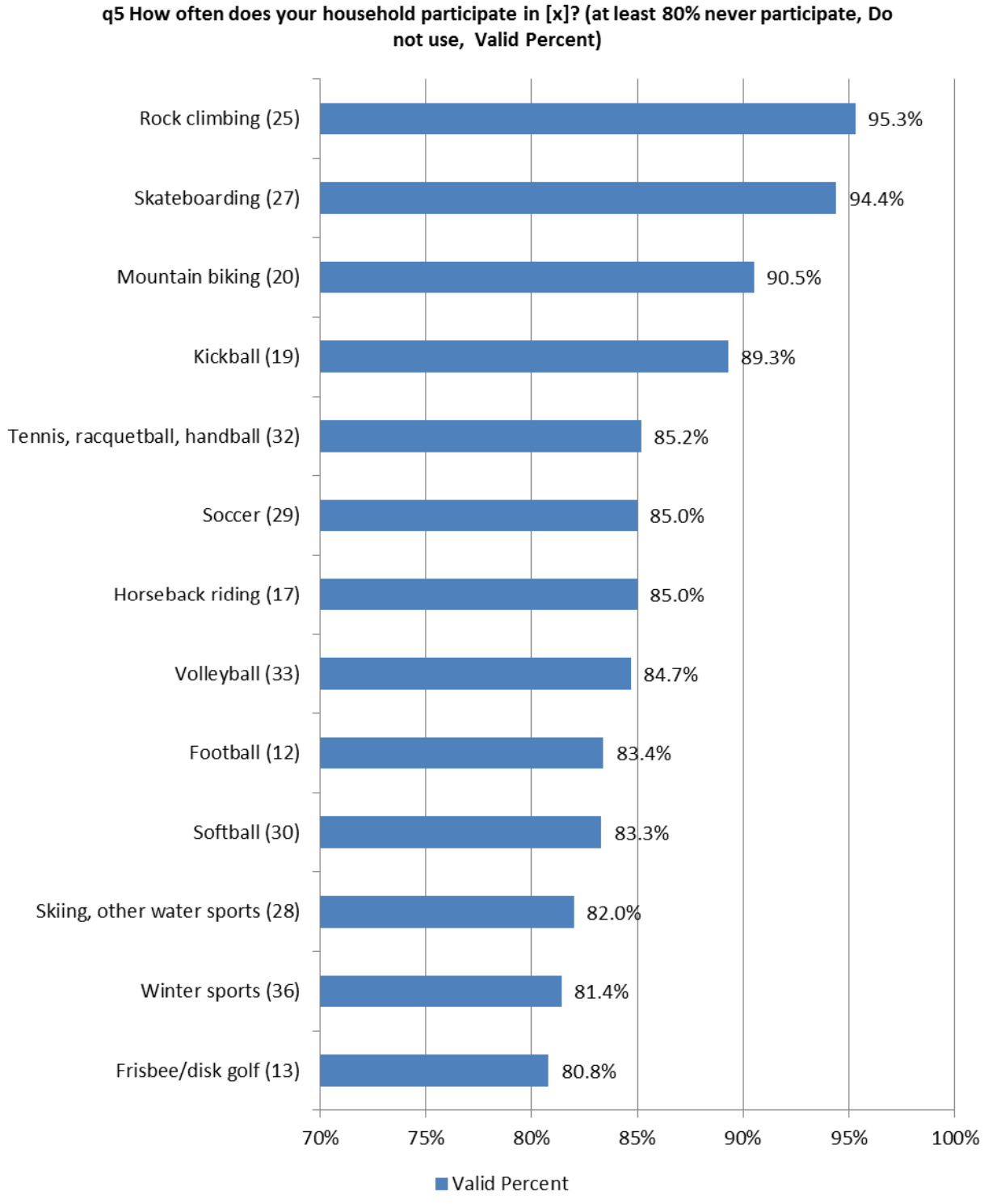
Chart RO10.1b. Frequency of Participation in Activities

q5 How often does your household participate in [x]? (at least 20% participate at least once per year, broken down by activity level. Valid Percent)



Responses were also tallied for facility types that are not used by at least 80% of Missouri residents (i.e. do not use percentage or use at least once per year percentage) (Chart RO10.1c).

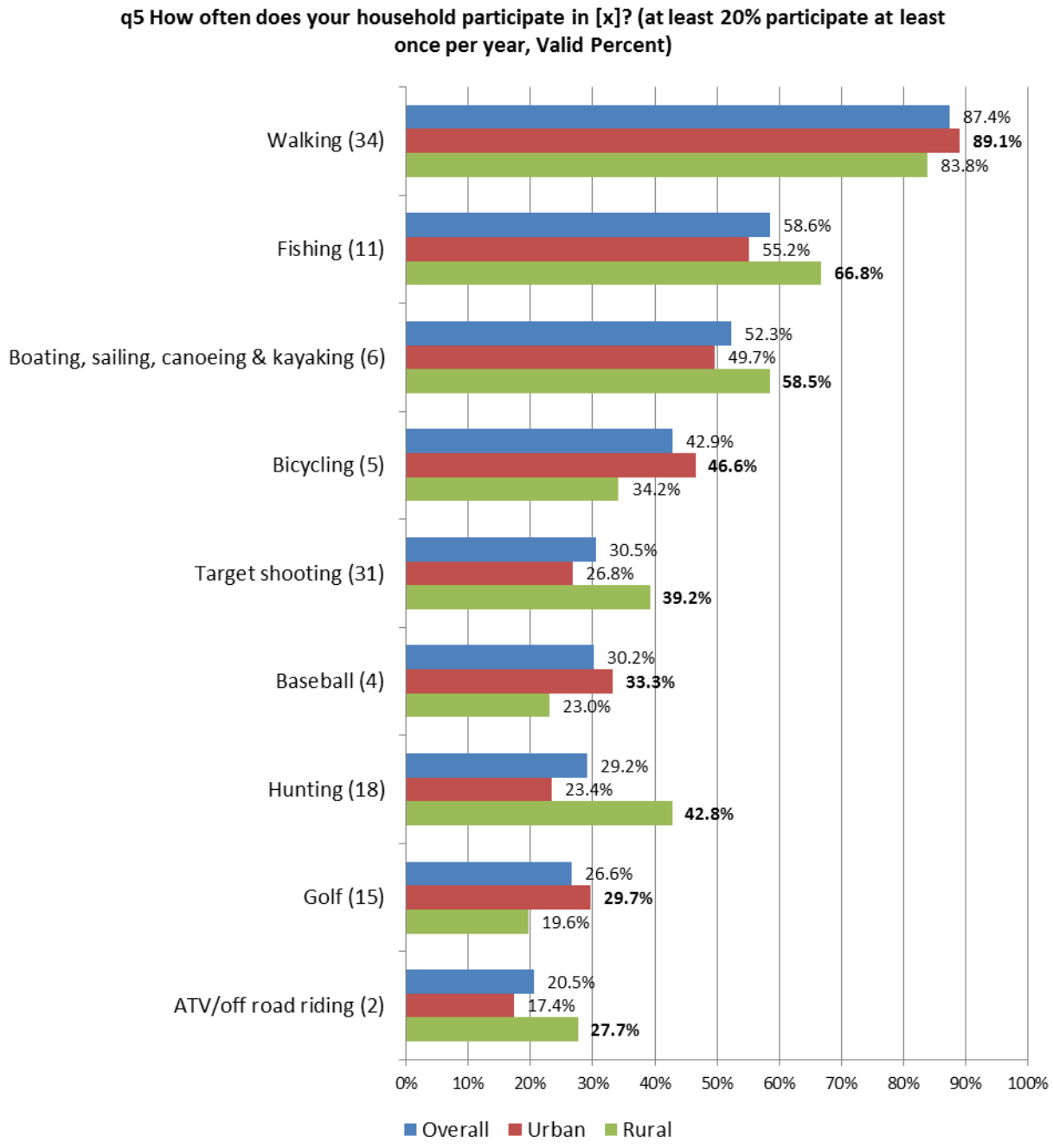
Chart RO10.1c. Missourians Who Never Participate in Activities



Activity participation differed significantly between urban and rural Missouri residents that participate in an activity at least once per year. Significantly different activity levels above 20% (i.e. at least 20% of respondents participate at least once per year) were tallied by region (urban vs. rural) and sorted from high to low (RO10.1d). Other significantly

different activity levels (at least once every 4-6 months, at least once every 2-3 months, etc.) are available in Appendix B: q5.

Chart RO10.1d. Frequency of Participation in Activities – Urban vs. Rural



Action Standard 10.1 (AS10.1)

- IF more than 20% of respondents use a facility at least once per year THEN recommend taking action (q5).

✓ *Recommend taking action on the following:*

- Walking (87.4%, n_w=671).
    - Higher participation among urban residents (89.1%, n=342) compared to rural residents (83.8%, n321).
- Family gatherings (85.7%, n_w=658).
- Driving for sightseeing (73.6%, n_w=566).
- Gardening (72.7%, n_w=558).
- Picnicking (65.8%, n_w=505).
- Outdoor swimming (65.6%, n_w=504).
- Wildlife observation/birding (61.7%, n_w=474).
- Fishing (58.6%, n_w=450).
    - Higher participation among rural residents (66.8%, n=256) compared to urban residents (58.2%, n=212).
- Boating, sailing, canoeing and kayaking (52.3%, n_w=402).
    - Higher participation among rural residents (58.5%, n=224) compared to urban residents (49.7%, n=191).
- Playgrounds (45.7%, n_w=351).
- Camping in a campground (44.1%, n_w=339).
- Bicycling (42.9%, n_w=329).
    - Higher participation among urban residents (46.6%, n=179) compared to rural residents (58.5%, n=224).
- Dog Walking (40.3%, n_w=310).
- Hiking (37.8%, n_w=290).
- Wildlife/outdoor photography (36.8%, n_w=283).
- Target shooting (30.5%, n_w=234).
    - Higher participation among rural residents (39.5%, n=150) compared to urban residents (26.8%, n=103).
- Baseball (30.2%, n_w=232).
    - Higher participation among urban residents (33.3%, n=128) compared to rural residents (23.0%, n=88).
- Hunting (29.8%, n_w=224).
    - Higher participation among rural residents (42.8%, n=164) compared to urban residents (24.4%, n=90).
- Golf (26.6%, n_w=205).
    - Higher participation among urban residents (29.7%, n=114) compared to rural residents (19.6%, n=75).
- Running/jogging (26%, n_w=200).
- Outdoor basketball (22%, n_w=169).
- Backpacking (20.5%, n_w=157).
- ATV/off road riding (20.5%, n_w=157).
    - Higher participation among rural residents (27.7%, n=106) compared to urban residents (17.4%, n=67).

Research Objective 10.2 (RO10.2)

- *Determine other outdoor recreation activities among Missouri residents.*

Respondents were asked if there were any other outdoor recreation activities that they participate in. Open ended responses were coded and tallied for all responses mentioned in at least 1% of cases (Table RO10.2a and Appendix B: $q7_c).

Table RO10.2a Frequencies (coded open end* – urban and rural combined)
$q7_c Have you or any member of your household participated in any other outdoor recreation activities in your local area in the past year?

		Responses		Percent of Cases
		N	Percent	
Activities you like to see more of?(a)	Zoo	17	2.00%	2.20%
	Concerts/festivals/fairs	16	2.00%	2.10%
	Museums/The Muny	13	1.50%	1.60%
	Walking/hiking	12	1.50%	1.60%
	Biking/motor biking	11	1.30%	1.40%
	Parks	11	1.30%	1.40%
	Running/jogging	10	1.20%	1.30%
	Boating/canoeing/docks	9	1.00%	1.10%
	Baseball/softball	7	0.90%	1.00%
	Fishing	8	0.90%	1.00%
a Group				

(w) Indicates weighted score; *Raw open ends available in Appendix C: $q7

Action Standard 10.2 (AS10.2)

- IF more than 5% of respondents mention an unlisted activity type THEN recommend taking action (q7).

× *No action recommended.*

Research Question 11 (RQ11)

- ***Are activity levels of various outdoor recreation activities in Missouri increasing, decreasing, or remaining the same among Missouri residents?***

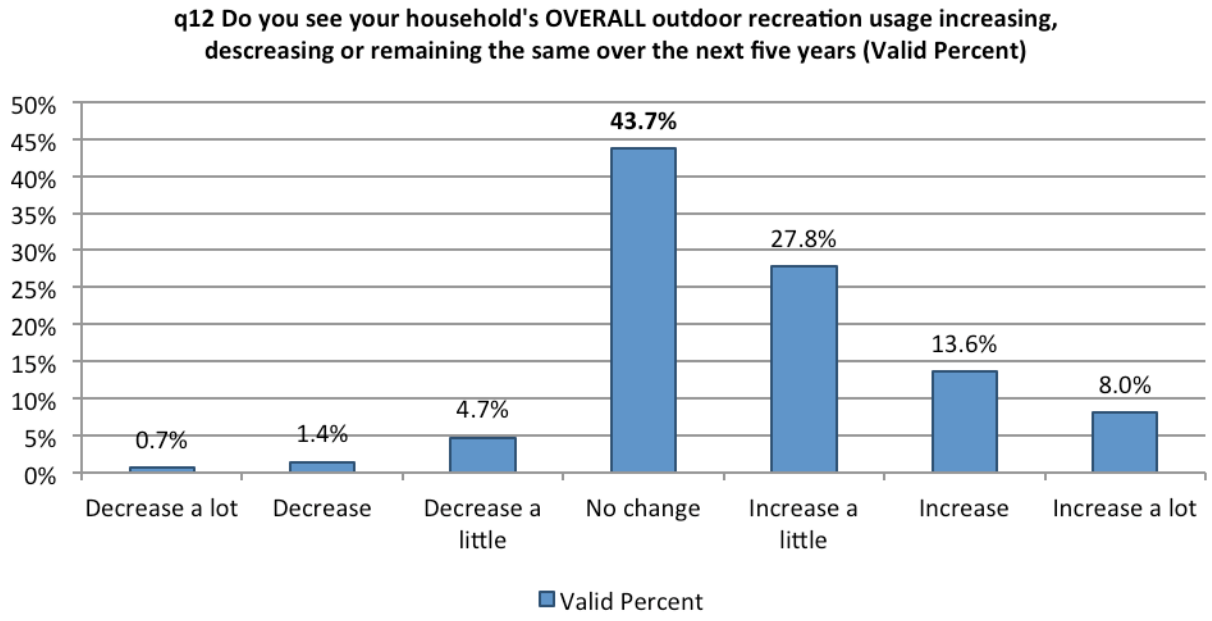
Research Objective 11.1 (RO11.1)

- *Determine overall perceived outdoor recreation activity level change among Missouri residents.*

Respondents were asked if they see their household's overall outdoor recreation usage increasing a lot, increasing, increasing a little, not changing, decreasing a little, decreasing, or decreasing a lot more than the next five years (Chart RO11.1a, and Appendix B: q12).

- 49.4% (n_w=381) of Missouri residents perceive their household's overall outdoor recreation usage increasing at least a little more than the next five years.
- 21.6% (n_w=167) of Missouri residents perceive their household's overall outdoor recreation usage increasing or increasing a lot in the next five years.

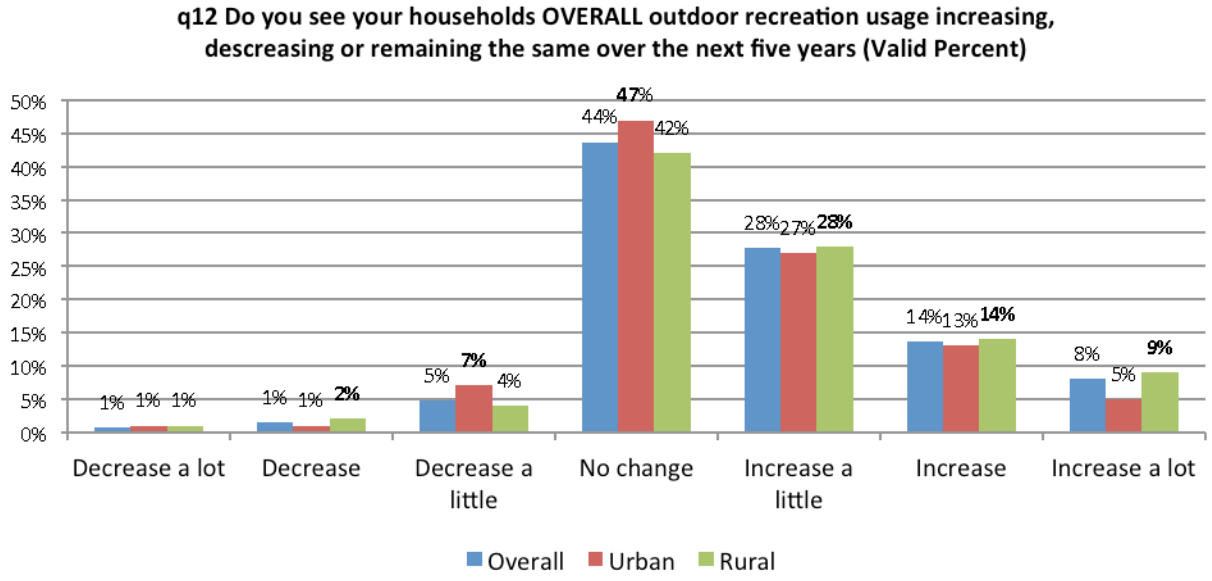
Chart RO11.1a. Change in Participation Next Five Years



Expected usage in the next five years differs significantly among urban and rural residents (Chart RO11.1b).

- 9.4% (n=36) of urban Missouri residents expect their usage to increase a lot compared to 4.9% (n=19) of rural Missouri residents.
- 3.6% (n=14) of urban Missouri residents expect their usage to decrease a little compared to 7.0% (n=27%) of rural Missouri residents.

Chart RO11.1b. Change in Participation Next Five Years – Urban vs. Rural



Research Objective 11.2 (RO11.2)

- *Determine perceived outdoor recreation activity level changes among Missouri residents in the next five years.*

Respondents were asked whether their participation in various outdoor recreation activities is going to increase, decrease or remain the same over the next five years (Appendix B: q6).

Respondents were sorted by about right percentages based on the total percent who indicated no change to q6 (Chart RO11.2a); and based on the percent who indicated about right to q14, among those who participate in the activity at least once per year (Chart RO11.2b).

Chart RO11.2a. No Change in Activity Next Five Years – Missourians Overall

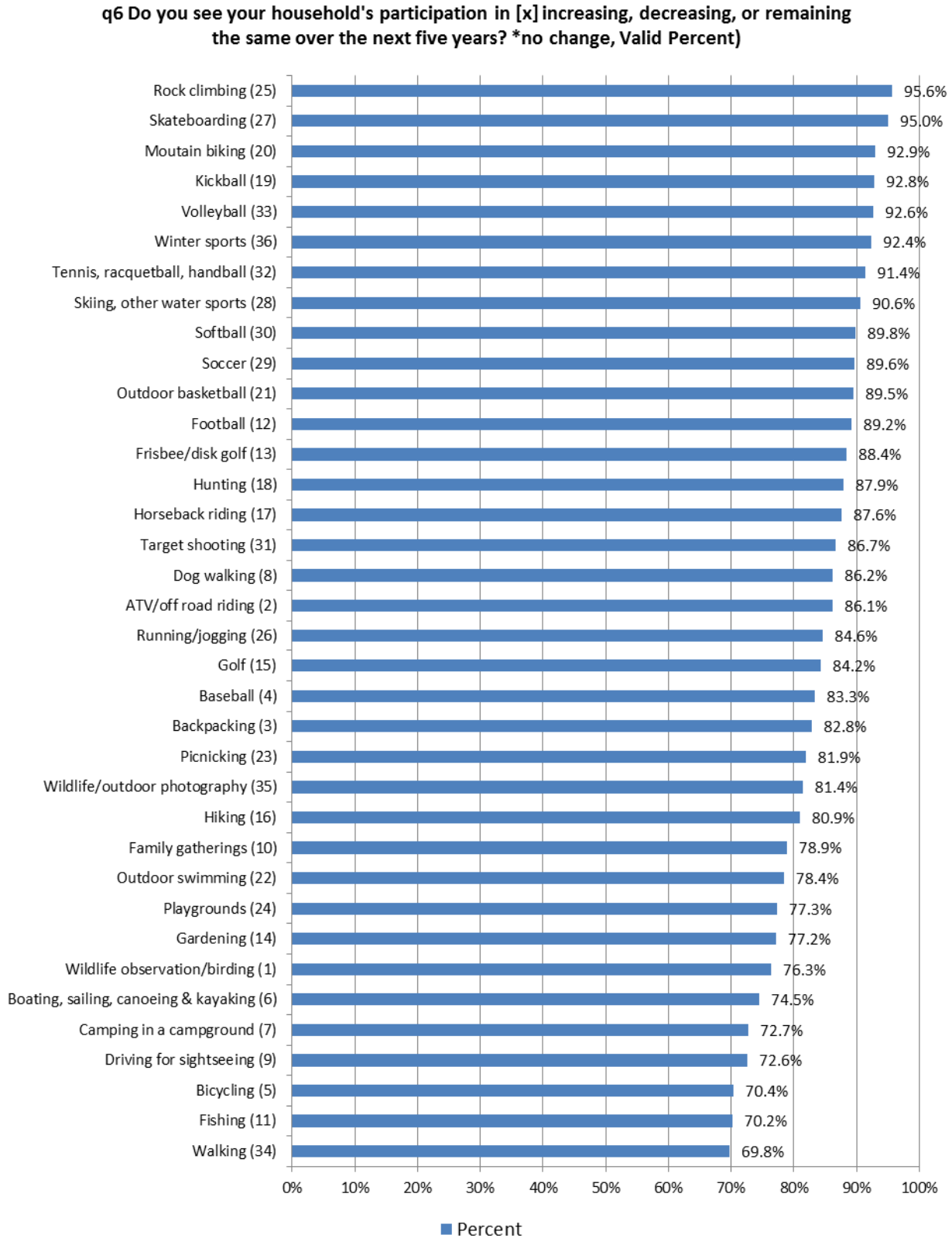
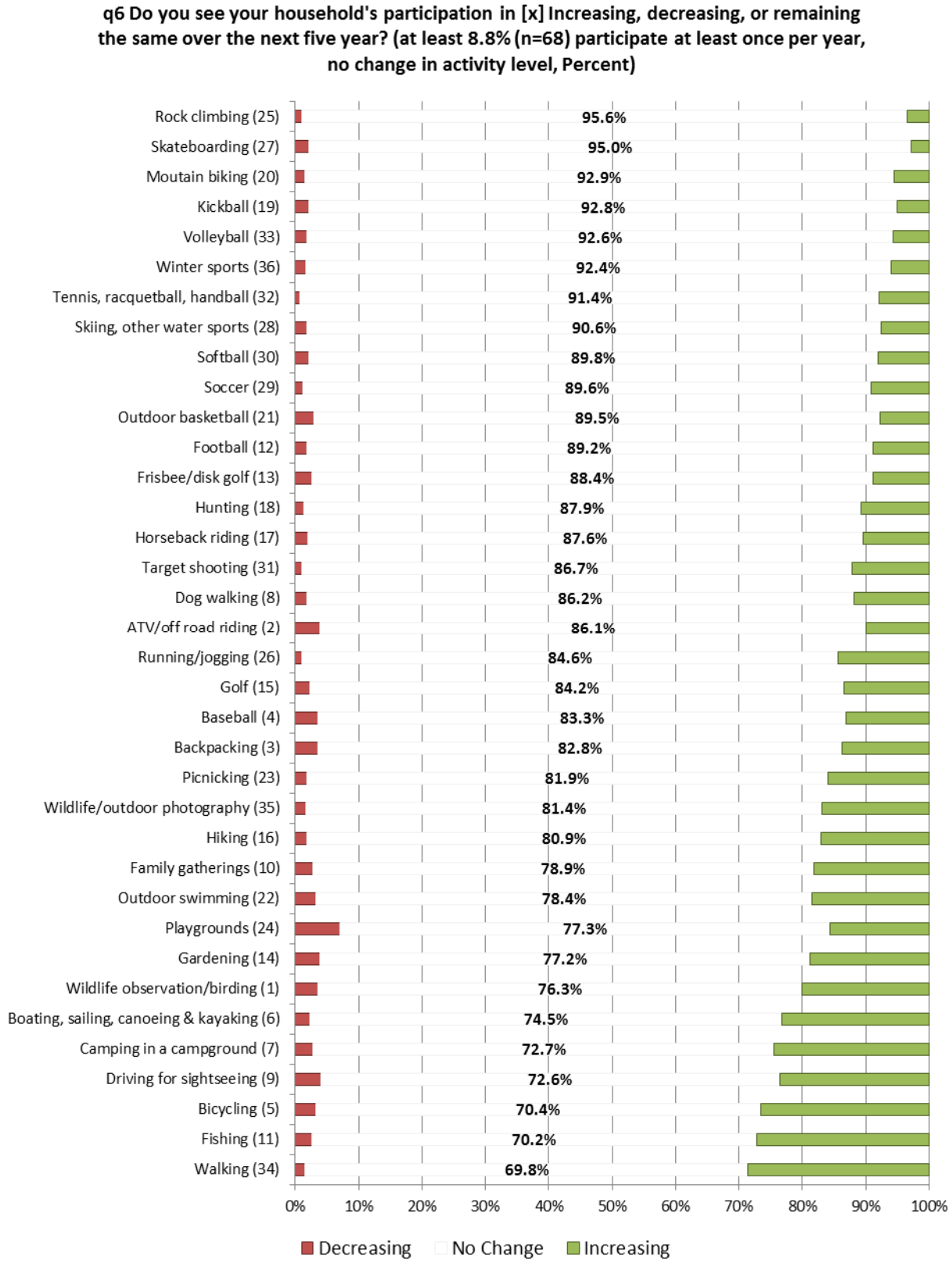


Chart RO11.2b. Change in Activity Next Five Years – Participate At Least 1/x Per Year



Increasing a lot and increasing percentages were combined and tallied then sorted by percentage of total sample (Chart RO11.2c). Percentage of those who use at least once per year was broken down (Chart RO11.2d, about right percent is collapsed in order to emphasize increasing and increasing a lot percentages).

Chart RO11.2c. Increase In Activity Next Five Years – Missourians Overall

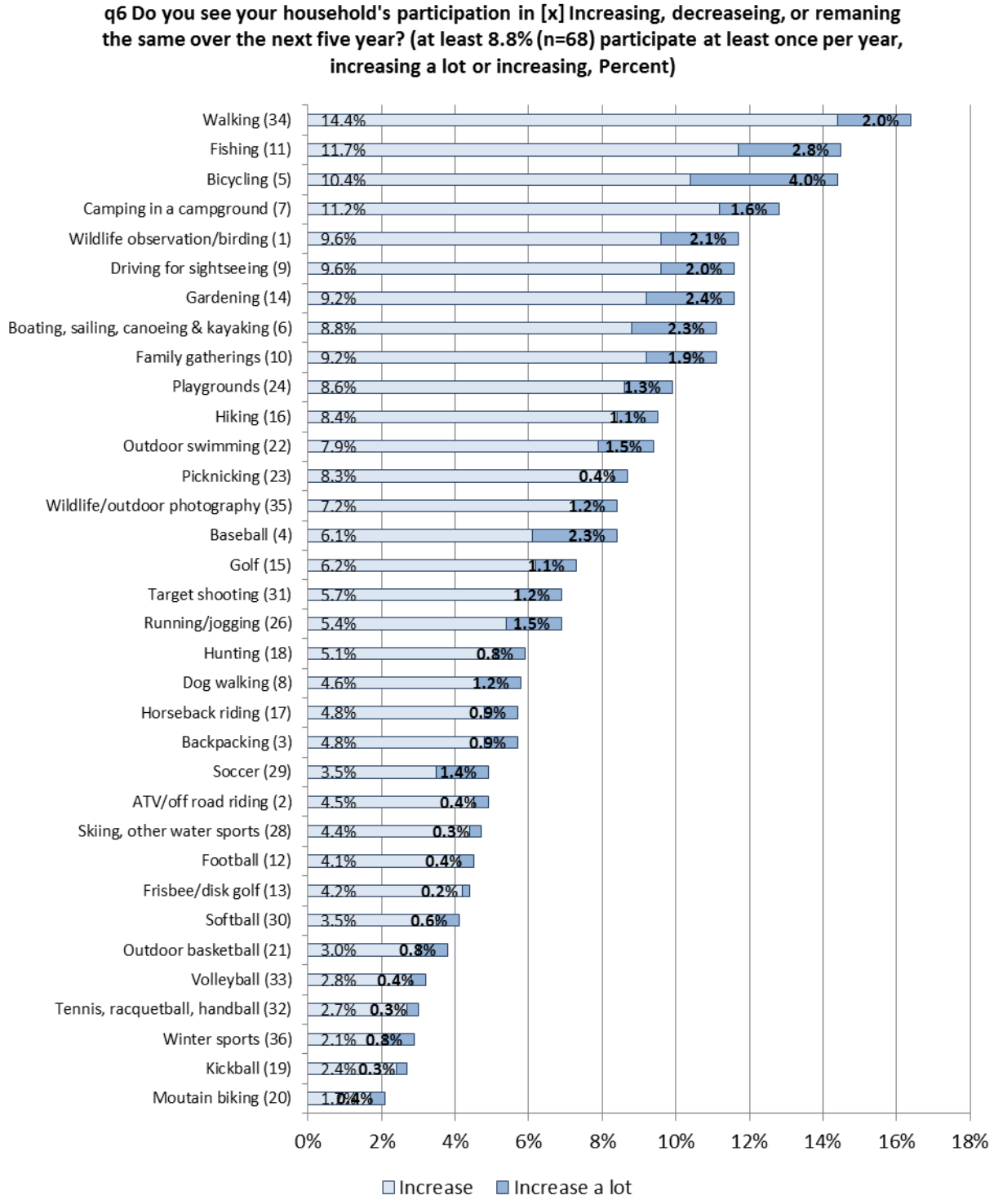
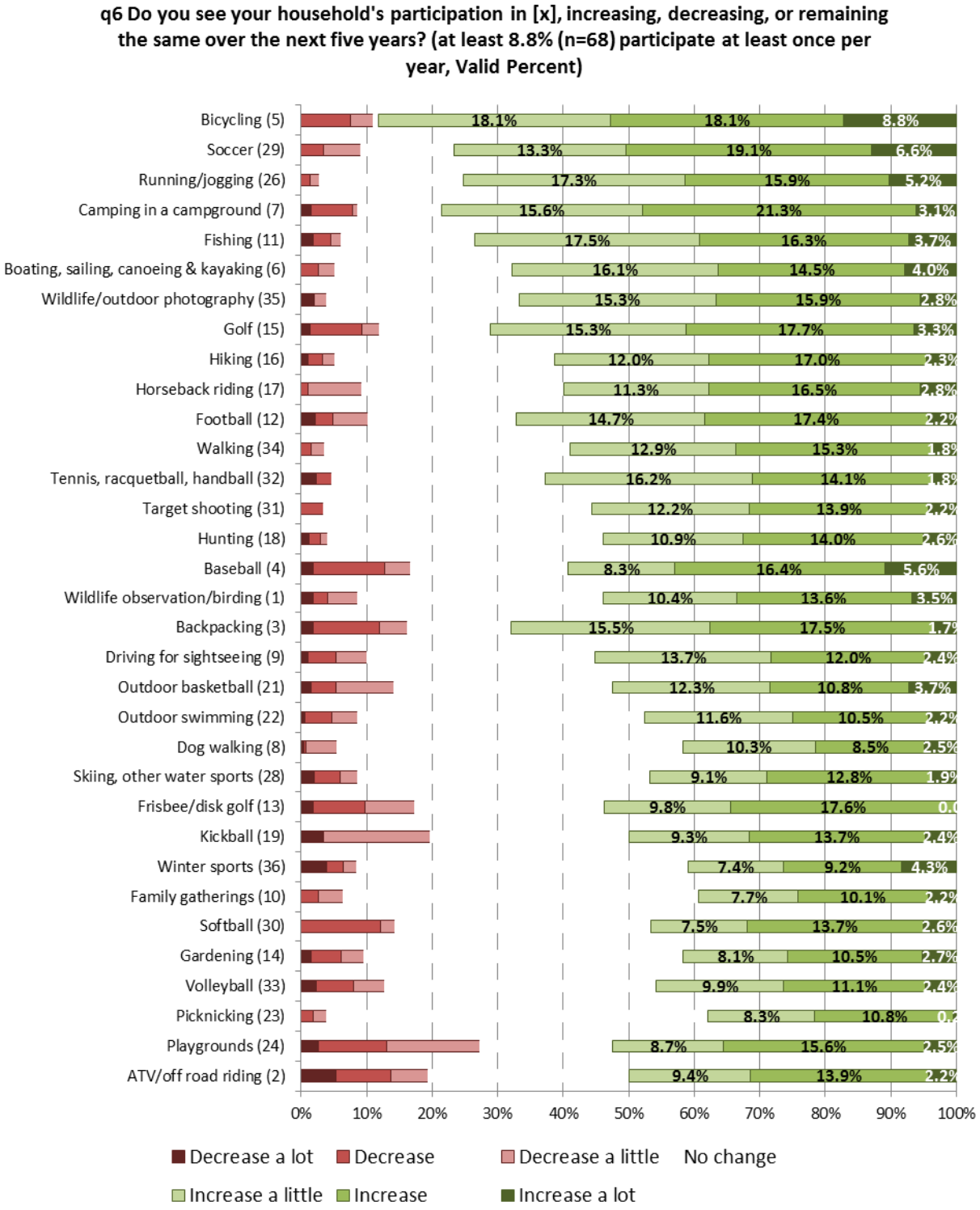
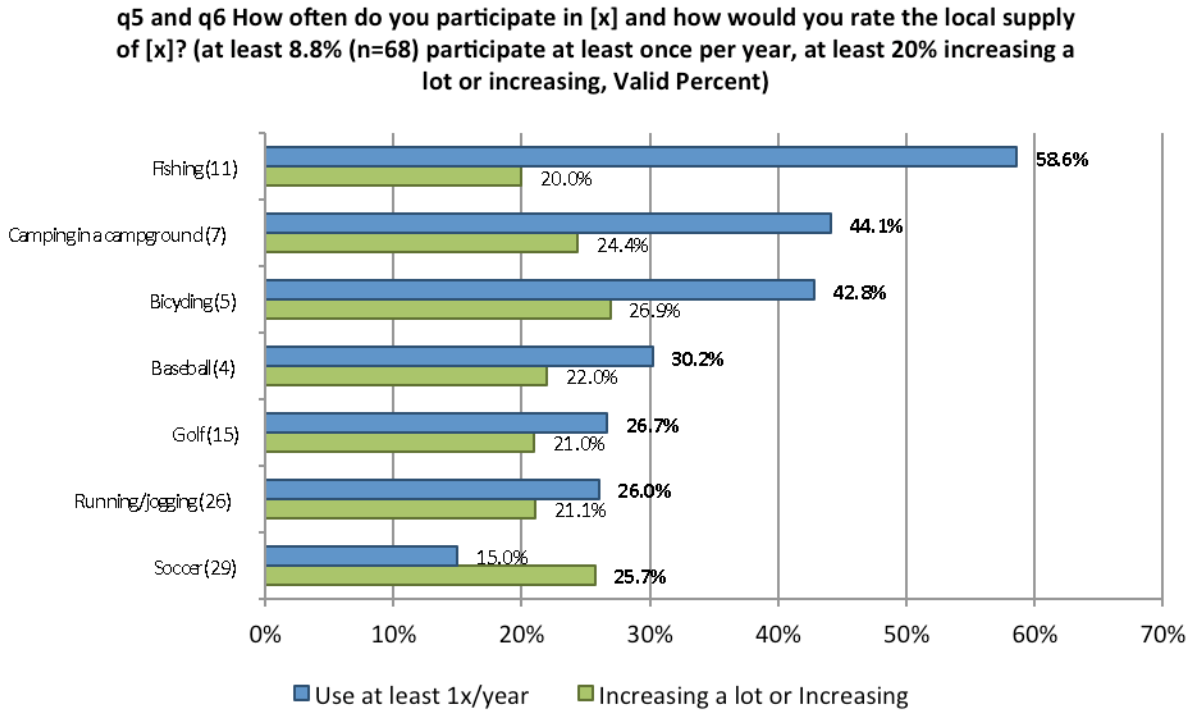


Chart RO11.2d. Change in Activity Next Five Years – Participate At Least 1/x Per Year



Increasing a lot and increasing percentages were combined for respondents who participate in an activity at least once per year (Chart RO11.2e).

Chart RO11.2e. Increase in Activity Next Five Years – Participate At Least 1/x Per Year



Action Standard 11.2 (AS11.2)

- IF more than 8.85% (n=96) of respondents in the total sample (n=768) OR more than 17.7% (n=96) of respondents from either the rural or urban participate in a specific activity in their area AND more than 20% indicate their activity is either increasing or increasing a lot THEN recommend taking action (q5_1 through q5_36 and q6_1 through q6_36).

✓ *Recommend taking action on the following:*

- Fishing (58.6%, n_w=450).
  - 20.0% of Missouri residents will either increase or increase activity a lot in the next five years.
- Camping in a campground (44.1%, n_w=339).
  - 24.4% of Missouri residents with either increase or increase activity a lot in the next five years.
- Bicycling (42.8%, n_w=329).
  - 26.9% of Missouri residents will either increase or increase activity a lot in the next five years.
- Baseball (30.2%, n_w=232).
  - 22.0% of Missouri residents will either increase or increase a lot in the next five years.
- Golf (26.7%, n_w=205).
  - 21.0% of Missouri residents will either increase or increase activity a lot in the next five years.
- Running/jogging (26.0%, n_w=200).
  - 21.1% of Missouri residents will either increase or increase a lot in the next five years.
- Soccer (15.0%, n_w=115).
  - 25.7% of Missouri residents will either increase or increase a lot in the next five years.

Research Question 12 (RQ12)

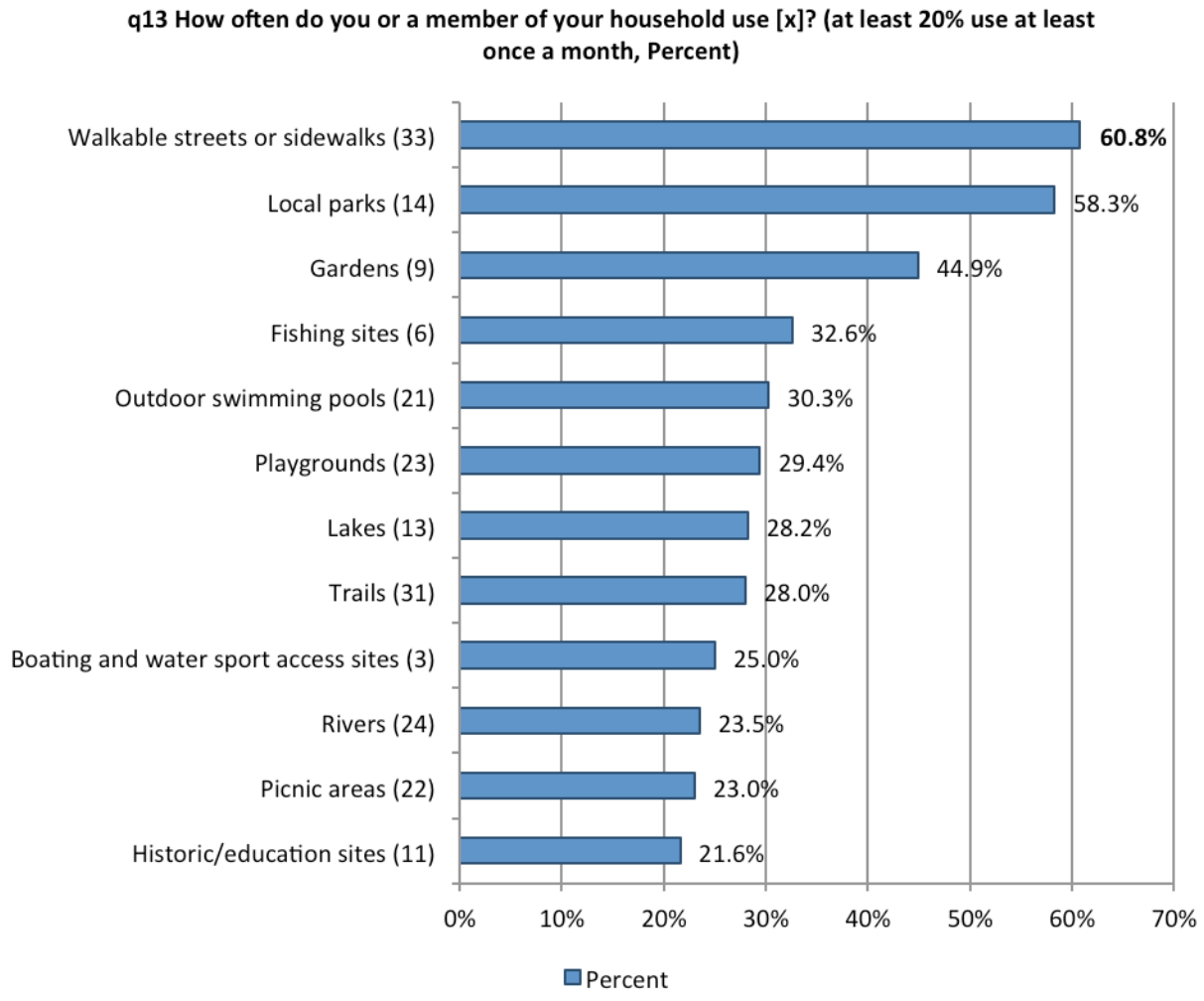
- ***How often do Missouri residents use outdoor recreation facilities in Missouri?***

Research Objective 12.1 (RO12.1)

- *Determine how often Missouri residents use outdoor recreation facilities in Missouri.*

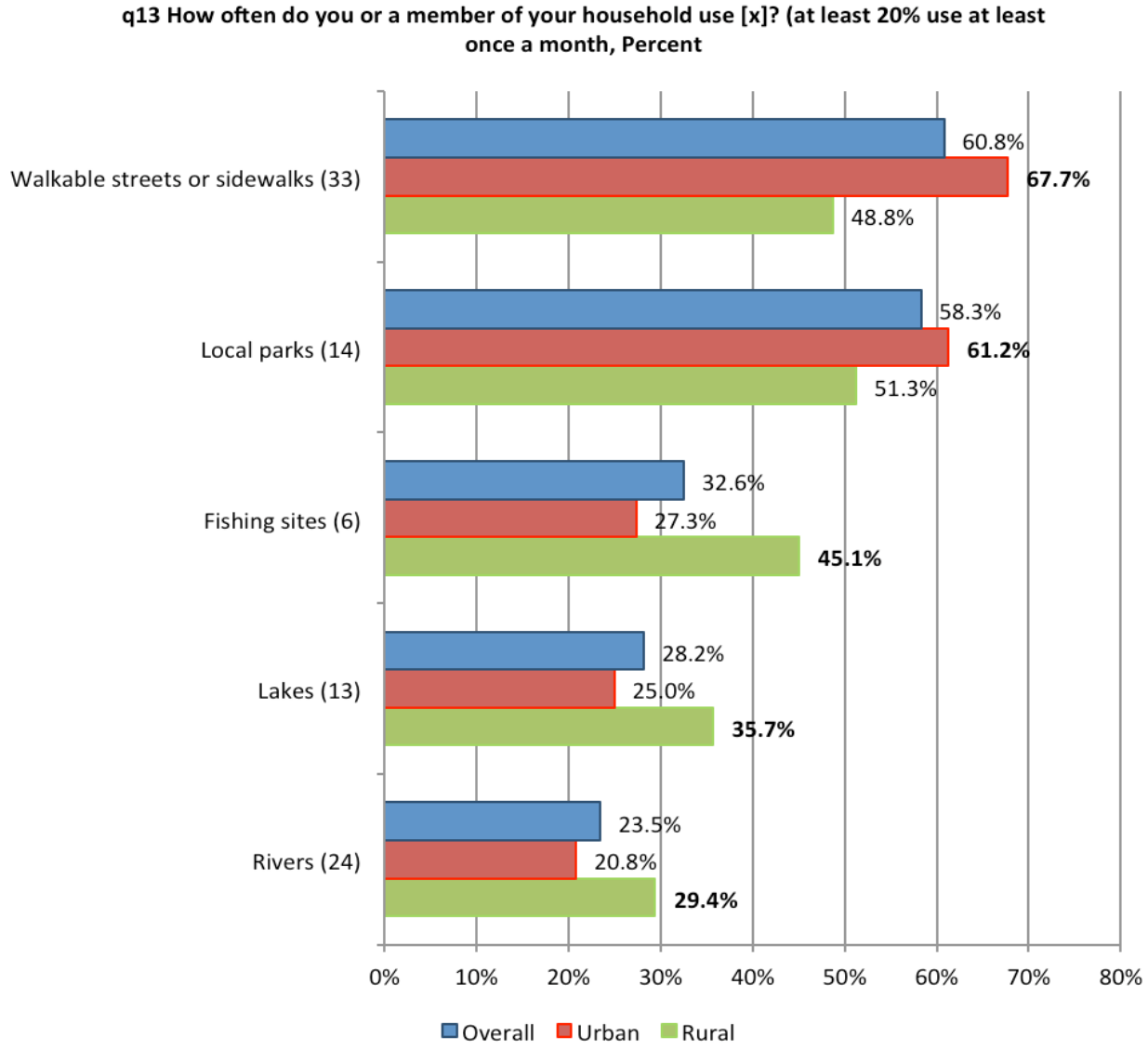
Respondents were asked how often they use outdoor recreation facilities in Missouri (q13). Facilities used by at least 20% of the population were tallied and charted (Chart RO12.1a and Appendix B: q13).

Chart RO12.1a. Use Facility At Least Monthly



Monthly usage among urban Missouri residents and monthly usage among rural Missouri residents differed significantly (Chart RO12.1b).

Chart RO12.1b. Use Facility At Least Monthly – Urban vs. Rural



Action Standard 12.1 (AS12.1)

- IF more than 20% of respondents use a facility type at least at least once per month THEN recommend taking action (q13_1 through q13_34).

✓ *Recommend taking action on the following:*

- Walkable streets or sidewalks (60.8%, n_w=467).
  - Higher usage among urban residents (67.7%, n=260) compared to rural residents (48.8%, n=172).
- Local parks (58.3%, n_w=447).
  - Higher usage among urban residents (61.2%, n=235) compared to rural residents (51.3%, n=197).
- Gardens (44.9%, n_w=344).

- Fishing sites (32.6%, n_w=250).
    - Higher usage among rural residents (45.1%, n=173) compared to urban residents (27.3%, n=105).
- Outdoor swimming pools (30.3%, n_w=233).
- Playgrounds (29.4%, n_w=226).
- Lakes (28.2%, n_w=217).
    - Higher usage among rural residents (35.7%, n=137) compared to urban residents (25.0%, n=96).
- Trails (28.0%, n_w=215).
- Boating and water sport access sites (25.0%, n_w=192).
- Rivers (23.5%, n_w=180).
    - Higher usage among rural residents (29.4%, n=113) compared to urban residents (23.5%, n=180).
- Picnic areas (23.0%, n_w=177).
- Historical/education sites (21.6%, n_w=166).

Research Objective 12.2 (RO12.2)

- *Determine other outdoor recreation facilities being used by Missouri residents.*

Respondents were asked if they have used any other outdoor recreation facilities in their local area in the past year. Open ended responses were coded and tallied for all responses mentioned in at least 1% of cases ((Table RO12.2 and Appendix B: $q16_c).

Table RO12.2 Frequencies (coded open end* – urban and rural combined)
$q16_c Have you or any member of your household used any other outdoor recreation facilities in your local area in the past year?

		Responses		Percent of Cases
		N_w	Percent	
Activities you like to see more of?(a)	**Parks**	52	6.30%	6.80%
	Wildlife preserves/wildlife watching/nature	27	3.30%	3.60%
	Lakes/Rivers	21	2.60%	2.80%
	Zoo	18	2.20%	2.40%
	Ozarks	13	1.60%	1.70%
	Gardens	8	1.00%	1.00%
	Branson	7	0.90%	1.00%
a Group				

(w) Indicates weighted score; *Raw open ends available in Appendix C: $q16

Action Standard 12.2 (AS12.2)

- IF more than 5% of respondents mention an unlisted facility type THEN recommend taking action (q16).

✓ *Recommend taking action on the following:*

- Parks (6.8%, n=52).

Management Problem

- ***Why aren't Missouri residents participating in outdoor recreation activities?***

Research Question 13 (RQ13)

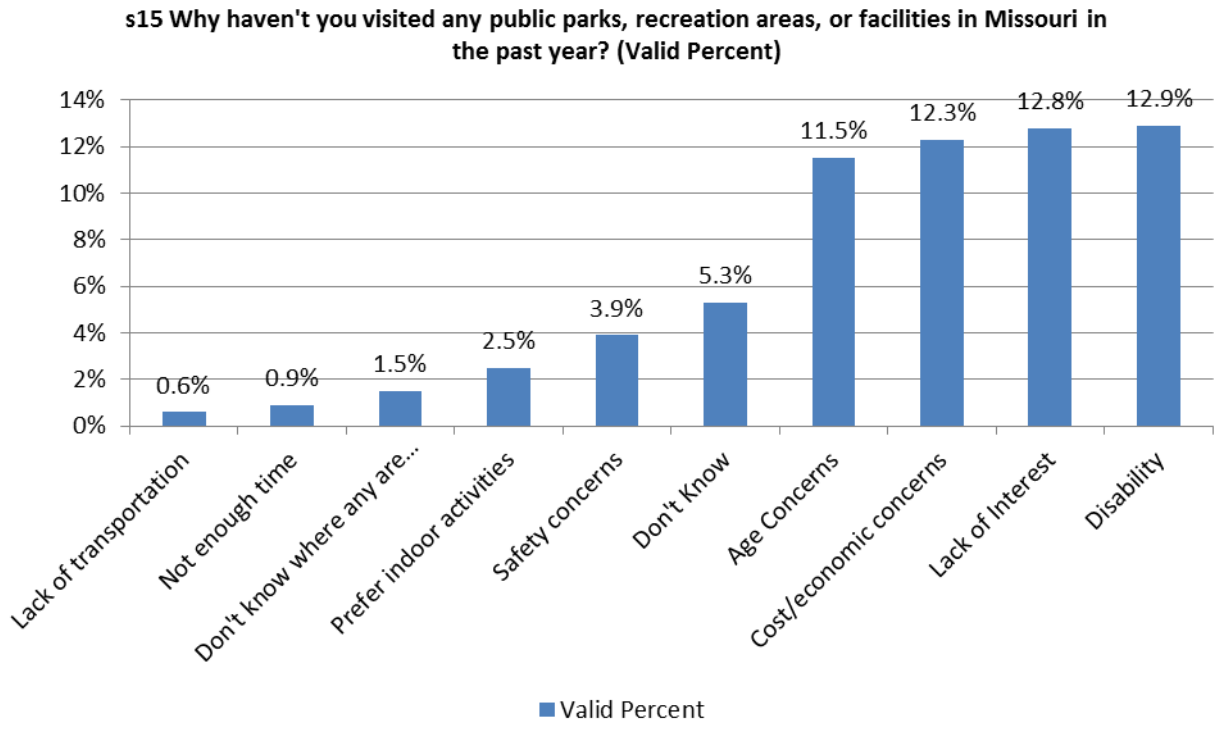
- ***Why aren't Missouri residents participating in outdoor recreation activities?***

Research Objective 13.1 (RO13.1)

- *Determine reasons Missouri residents aren't participating in outdoor recreation activities.*

Respondents who did not participate in outdoor recreation at least once in the past year (s14) were asked why they have not participated before being terminated for the survey (s15). A total of n=227 respondents provided answers (Chart RO13.1a, Appendix B: s15).

Chart RO13.1a. Why Missourians Don't Participate in Outdoor Recreation



Among those that answered other, 22.9% (n=11, 4.8% of those answering s15) indicated they have a farm or other property they use for recreation. 10.4% of those that answered other indicated the weather being too hot (n=5, 2.2% of those that answered s15) and 10.4% of those that answered other indicated being too busy/not having time (n=5, 2.2%).

Management Problem

- ***How satisfied are Missouri residents with outdoor recreation in Missouri?***

Research Question 14 (RQ14)

- ***How satisfied are Missouri residents with outdoor recreation <u>activities</u> in Missouri?***

Research Objective 14.1 (RO14.1)

- *Determine overall satisfaction of Missouri residents with outdoor recreation activities in Missouri.*

Respondents were asked how satisfied they are with outdoor recreation activities in Missouri overall, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO14.1a, Chart RO14.1a and Appendix B: q8).

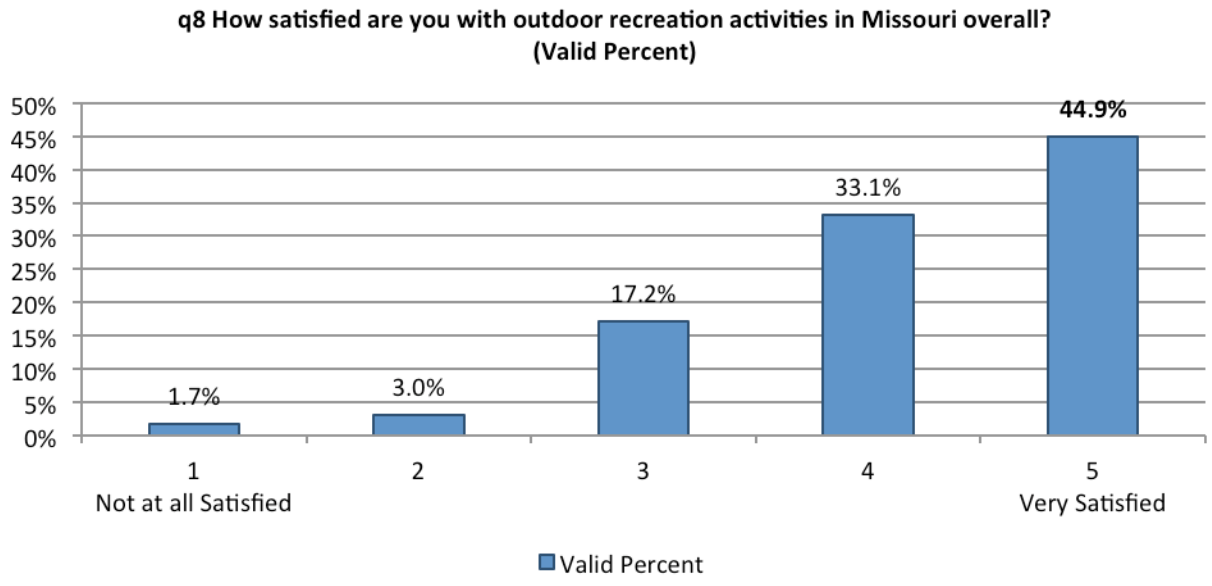
- 44.9% (n_w=345) of Missouri residents are very satisfied overall with outdoor recreation activities in Missouri.
- 95% confident that overall satisfaction among Missouri residents with the outdoor recreation activities in Missouri is between 4.10 and 4.24 ($\bar{x}_w$ =4.17 +/- 0.067).

Table RO14.1a. Descriptive Statistics (urban and rural combined and weighted)
q8 How satisfied are you with outdoor recreation activities in Missouri overall?

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q8 How satisfied are you with outdoor recreation activities in Missouri overall?	768	4.17	0.034	0.931

$_{(w)}$ Indicates weighted score

Chart RO14.1a. Satisfaction with Activities in Missouri Overall



Action Standard 14.1 (AS14.1)

- IF overall satisfaction with outdoor recreation activities in Missouri mean score is below a 4.0 OR top box score is below 30% THEN recommend taking action (q8).

× *No action recommended.*

Research Objective 14.2 (RO14.2)

- *Determine overall satisfaction of Missouri residents with local outdoor recreation activities.*

Respondents were asked how satisfied they are with local outdoor recreation activities in their area, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (q8). Urban and rural data were combined and weighted (see methodology) to reflect the 70% urban/30% rural proportions in the general population of Missouri residents (Table RO14.2a, Chart RO14.2a and Appendix B: q9).

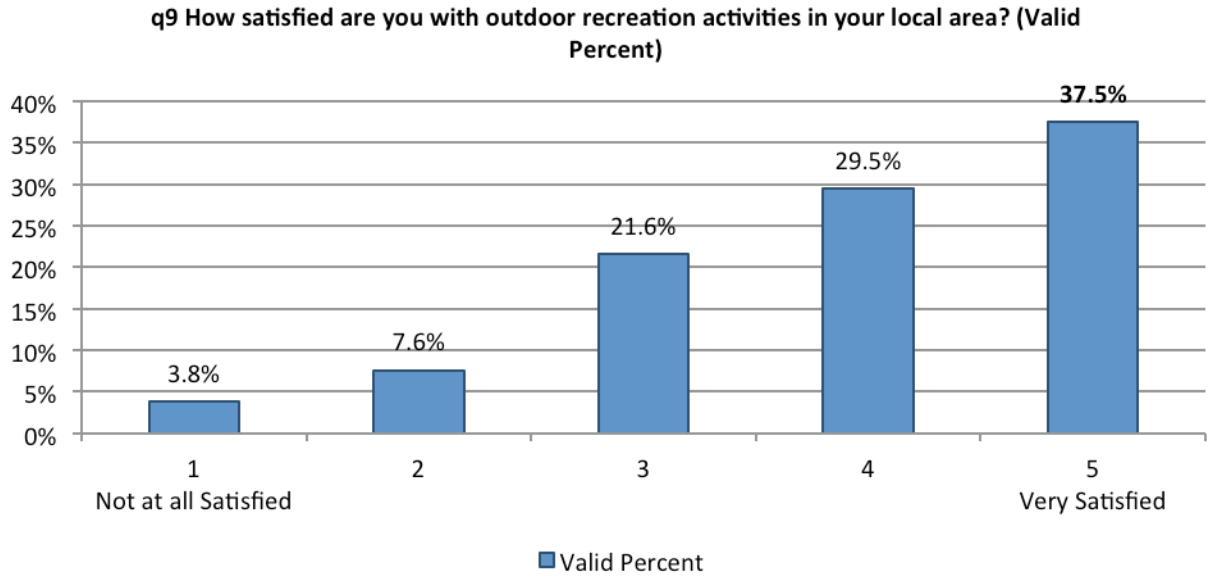
- 37.5% (n_w=288) of Missouri residents are very satisfied with outdoor recreation activities in their local area, as compared to 44.9% who are very satisfied with outdoor recreation activities in Missouri overall.
- 95% confident that satisfaction among Missouri residents with local outdoor recreation activities is between 3.81 and 3.97 ($\bar{x}_w$ =3.89 +/- 0.078).

Table RO14.2a. Descriptive Statistics (urban and rural combined and weighted)
q9 How satisfied are you with outdoor recreation activities in your local area?

	Frequency	$Mean_w$	Std. Error	Std. Deviation
q9 How satisfied are you with outdoor recreation activities in your local area?	768	3.89	0.04	1.107

(w) Indicates weighted score

Chart RO14.2a. Satisfaction with Local Activities



Action Standard 14.2 (AS14.2)

- IF overall satisfaction with local outdoor activities mean score is below a 4.0 OR top box is below 30% THEN recommend taking action (q9).

× *No action recommended.*

Research Question 15 (RQ15)

- ***How satisfied are Missouri residents with various aspects of outdoor recreation activities in Missouri?***

Research Objective 15.1 (RO15.1)

- *Determine satisfaction of Missouri residents with the quality of local outdoor recreation activities.*

Respondents were asked how satisfied they are with the quality of local outdoor recreation activities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO15.1a, Chart RO15.1a and Appendix B: q10_1).

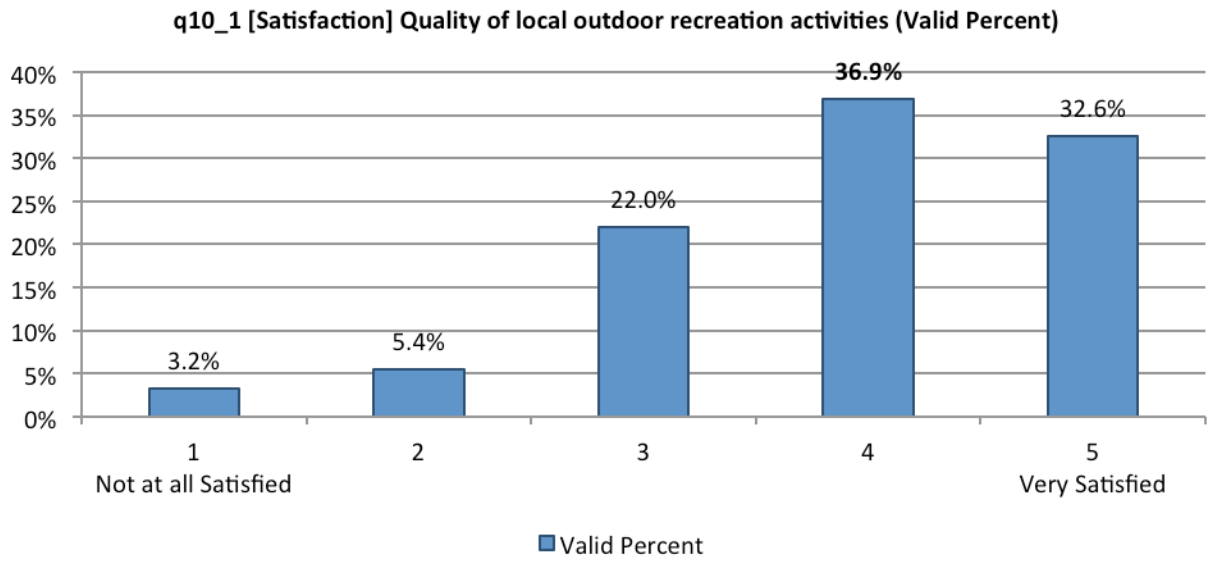
- 32.6% (n_w=252) of Missouri residents are very satisfied with the quality of local outdoor recreation activities.
- 95% confident that overall satisfaction among Missouri residents with the quality of local outdoor recreation activities is between 3.83 and 3.97 ($\bar{x}_w$ =3.90 +/- 0.072).

Table RO15.1a. Descriptive Statistics (urban and rural combined and weighted)
q10_1 [Satisfaction] Quality of local outdoor recreation activities

	Frequency	$Mean_w$	Std. Error	Std. Dev
q10_1 [Satisfaction] Quality of local outdoor recreation activities	768	3.9	0.037	1.018

$_{(w)}$ Indicates weighted score

Chart RO15.1a. Satisfaction with Local Outdoor Recreation Activities



Action Standard 15.1 (AS15.1)

- IF satisfaction with quality of local outdoor recreation activities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_1).

× *No action recommended.*

Research Objective 15.2 (RO15.2)

- *Determine satisfaction of Missouri residents with the availability of local outdoor activities (See RO4.1).*

See research Objective 4.1 (RO4.1).

Research Objective 15.3 (RO15.3)

- *Determine satisfaction of Missouri residents with accessibility of information about outdoor recreation activities.*

Respondents were asked how satisfied they are with the accessibility of outdoor recreation activity information, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO15.3a, Chart RO15.3a and Appendix B: q10_3).

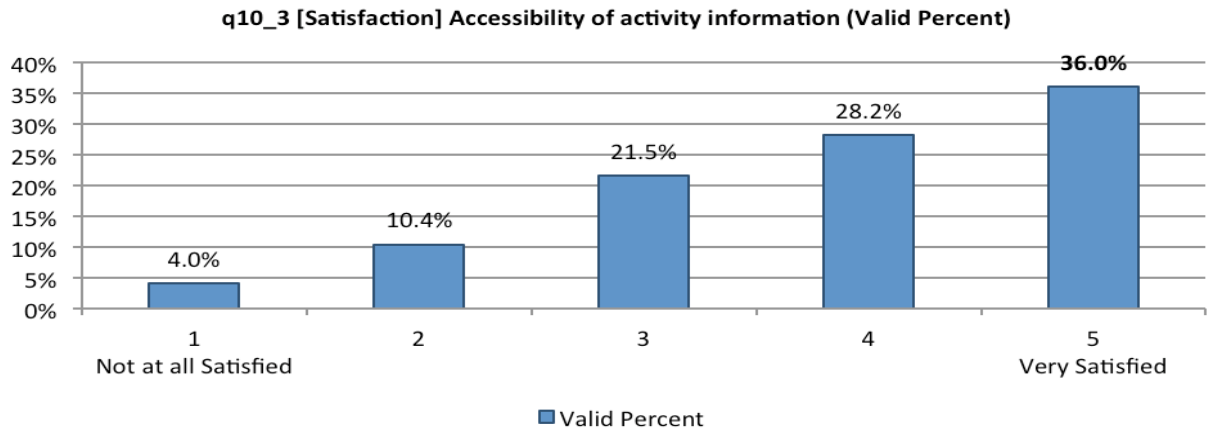
- 36.0% (n_w=276) of Missouri residents are very satisfied with the accessibility of information about outdoor recreation activity.
- 95% confident that satisfaction among Missouri residents with the accessibility of information about outdoor recreation activity is between 3.74 and 3.90 ($\bar{x}_w$ =3.82 +/- 0.080).

Table RO15.3a. Descriptive Statistics (urban and rural combined and weighted)
q10_3 [Satisfaction] Accessibility of activity information

	Frequency	Mean$_w$	Std. Error	Std. Deviation
q10_3 [Satisfaction] Accessibility of activity information	768	3.82	0.041	1.149

$_{(w)}$ Indicates weighted score

Chart RO15.3a. Satisfaction with Accessibility of Information About Outdoor Recreation Activities



Action Standard 15.3 (AS15.3)

- IF satisfaction with accessibility of activity information mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_3).

× *No action recommended.*

Research Objective 15.4 (RO15.4)

- *Determine satisfaction of Missouri residents with variety of local outdoor recreation activities.*

Respondents were asked how satisfied they are with the variety of local outdoor recreation activities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO15.4a, Chart RO15.4a and Appendix B: q10_4).

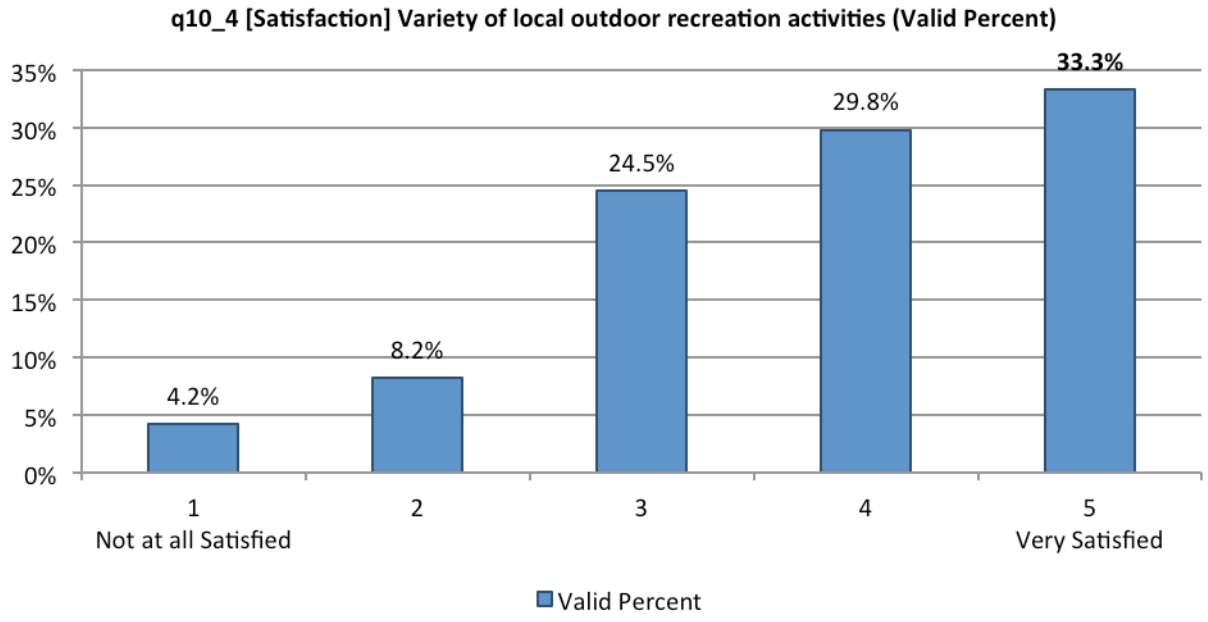
- 33.3% (n_w=256) of Missouri residents are very satisfied with the variety of local outdoor recreation activities.
- 95% confident that satisfaction among Missouri residents with the variety of local outdoor recreation activities is between 3.72 and 3.89 ($\bar{x}_w$ =3.80 +/- 0.078).

Table RO15.4a. Descriptive Statistics (urban and rural combined and weighted)
q10_4 [Satisfaction] Variety of local outdoor recreation activities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q10_4 [Satisfaction] Variety of local outdoor recreation activities	768	3.8	0.04	1.115

(w) Indicates weighted score

Chart RO15.4a. Satisfaction with Variety of Local Outdoor Recreation Activities



Action Standard 15.4 (AS15.4)

- IF satisfaction with variety of local outdoor recreation activities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_4).

× *No action recommended.*

Research Objective 15.5 (RO15.5)

- *Determine satisfaction of Missouri residents with community participation in local outdoor recreation activities.*

Respondents were asked how satisfied they are with community participation in local outdoor recreation activities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO15.5a, Chart RO15.5a and Appendix B: q10_5).

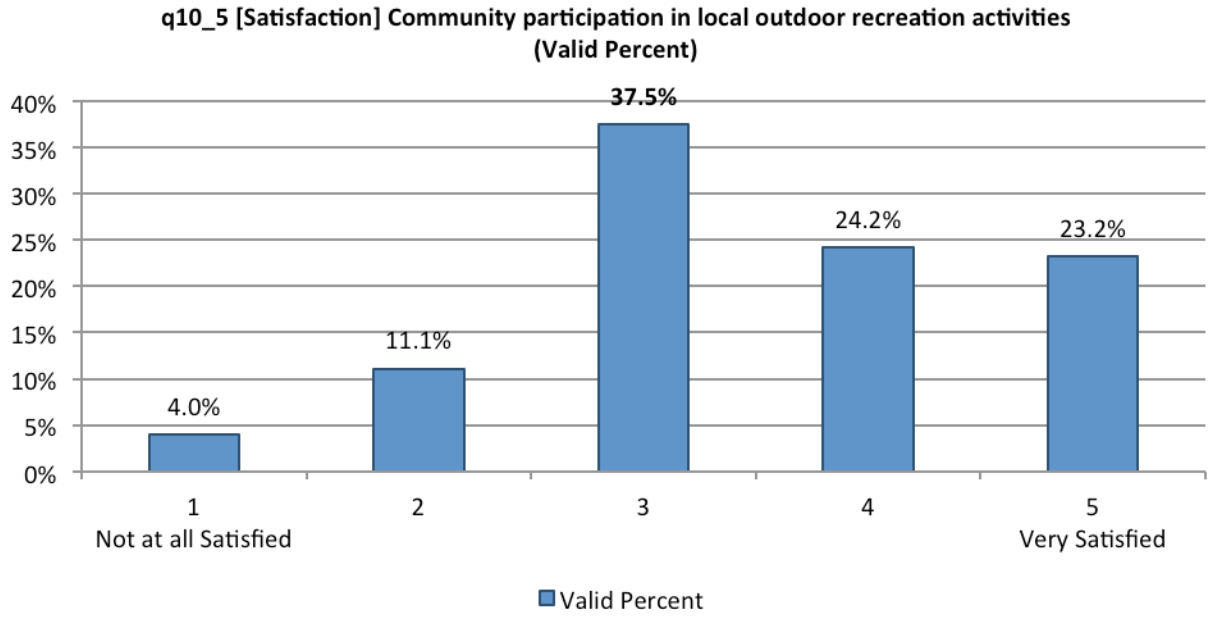
- 23.2% (n_w=178) of Missouri residents are very satisfied with community participation in local outdoor recreation activities.
- 95% confident that satisfaction among Missouri residents with community participation in local outdoor recreation activities is between 3.43 and 3.59 ($\bar{x}_w$ =3.51 +/- 0.076).

Table RO15.5a. Descriptive Statistics (urban and rural combined and weighted)
q10_5 [Satisfaction] Community participation in local outdoor recreation activities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q10_5 [Satisfaction] Community participation in local outdoor recreation activities	768	3.51	0.039	1.086

(w) Indicates weighted score

Chart RO15.5a. Satisfaction with Community Participation



Urban and rural populations were compared and there are no significant differences between the two populations.

Action Standard 15.5 (AS15.5)

- IF satisfaction with community participation in local outdoor recreation activities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_5).

✓ *Recommend taking action on the following:*

- Satisfaction with community participation in outdoor recreation top box is less than 30%.

Research Objective 15.6 (RO15.6)

- *Determine satisfaction of Missouri residents with outdoor user and group interactions.*

Respondents were asked how satisfied they are with interactions with other outdoor recreation users and groups, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO15.6a, Chart RO15.6a and Appendix B: q10_6).

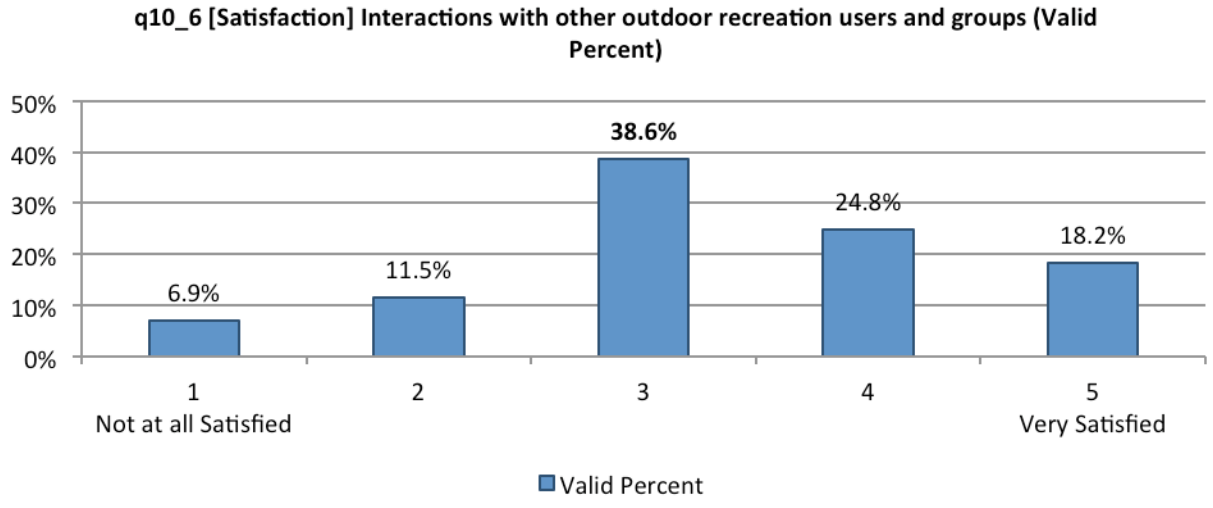
- 18.2% (n_w=140) of Missouri residents are very satisfied with their interactions with other outdoor recreation users and groups.
- 95% confident that satisfaction among Missouri residents with their interactions with other outdoor recreation users and groups is between 3.28 and 3.44 ($\bar{x}_w$ =3.36 +/- 0.078).

Table RO15.6a. Descriptive Statistics (urban and rural combined and weighted)
q10_6 [Satisfaction] Interactions with other outdoor recreation users and groups

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q10_6 [Satisfaction] Interactions with other outdoor recreation users and groups	768	3.36	0.04	1.113

(w) Indicates weighted score

Chart RO15.6a. Satisfaction with Interactions with Other Users and Groups



Urban and rural populations were compared and there are no significant differences between the two populations.

Action Standard 15.6 (AS15.6)

- IF satisfaction with user and group interactions mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_6).

✓ *Recommend taking action on the following:*

- Satisfaction with user and group interactions mean is below 3.5 and top box is less than 30%.

Research Objective 15.7 (RO15.7)

- *Determine satisfaction of Missouri residents with the quality of organized/supervised recreation programs.*

Respondents were asked how satisfied they are with the quality of organized/supervised recreation programs, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (q10_7). Urban and rural data were combined and weighted (see methodology) to reflect the 70% urban/30% rural proportions in the general population of Missouri residents (Table RO15.7a, Chart RO15.7a and Appendix B: q10_7).

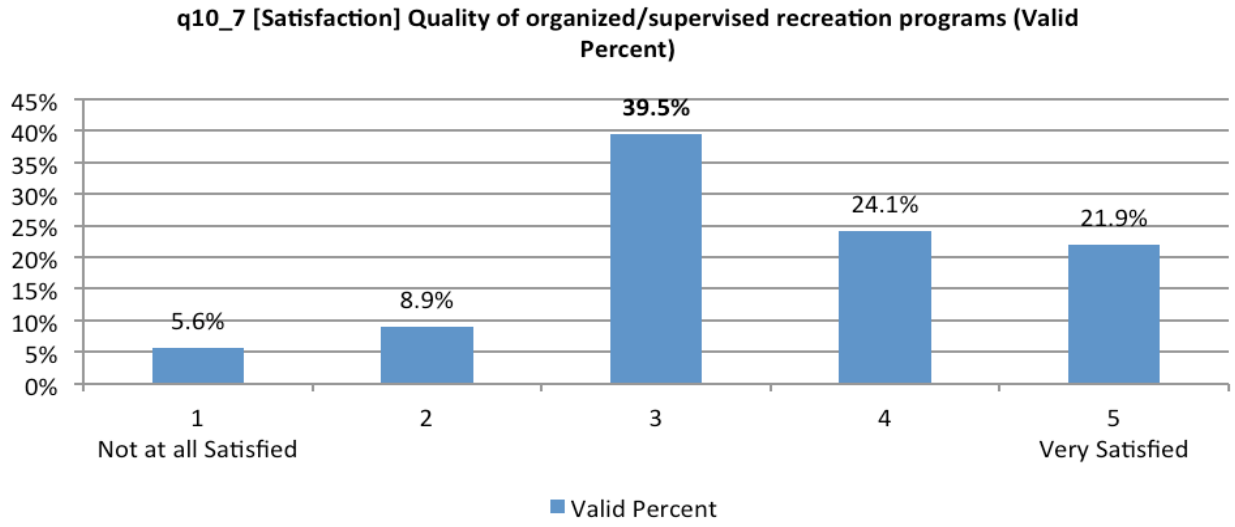
- 21.9% (n_w=168) of Missouri residents are very satisfied with the quality of organized/supervised recreation programs.
- 95% confident that overall satisfaction among Missouri residents with the quality of organized/supervised recreation programs is between 3.40 and 3.56 ($\bar{x}_w$ =3.48 +/- 0.078).

Table RO15.7a. Descriptive Statistics (urban and rural combined and weighted)
q10_7 [Satisfaction] Quality of organized/supervised recreation programs

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q10_7 Quality of organized/supervised recreation programs	768	3.48	0.04	1.097

$_{(w)}$ Indicates weighted score

Chart RO15.7a. Satisfaction with Quality of Organized Programs



Urban and rural populations were compared and there are no significant differences between the two populations.

Action Standard 15.7 (AS15.7)

- IF satisfaction with quality of organized/supervised recreation programs mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q10_7).

✓ *Recommend taking action on the following:*

- Satisfaction with quality of organized/supervised recreation programs mean is less than 3.5 and top box is less than 30%.

Research Objective 15.8 (RO15.8)

- *Determine satisfaction of Missouri residents with the availability of organized/supervised outdoor recreation programs (see RO4.2).*

See Research Objective 4.2 (RO4.2).

Research Question 16 (RQ16)

- ***How satisfied are Missouri residents with outdoor recreation facilities in Missouri?***

Research Objective 16.1 (RO16.1)

- *Determine overall satisfaction of Missouri residents with outdoor recreation facilities in Missouri as a whole.*

Respondents were asked how satisfied they are with outdoor recreation facilities in Missouri overall, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO16.1a, Chart RO16.1a and Appendix B: q19).

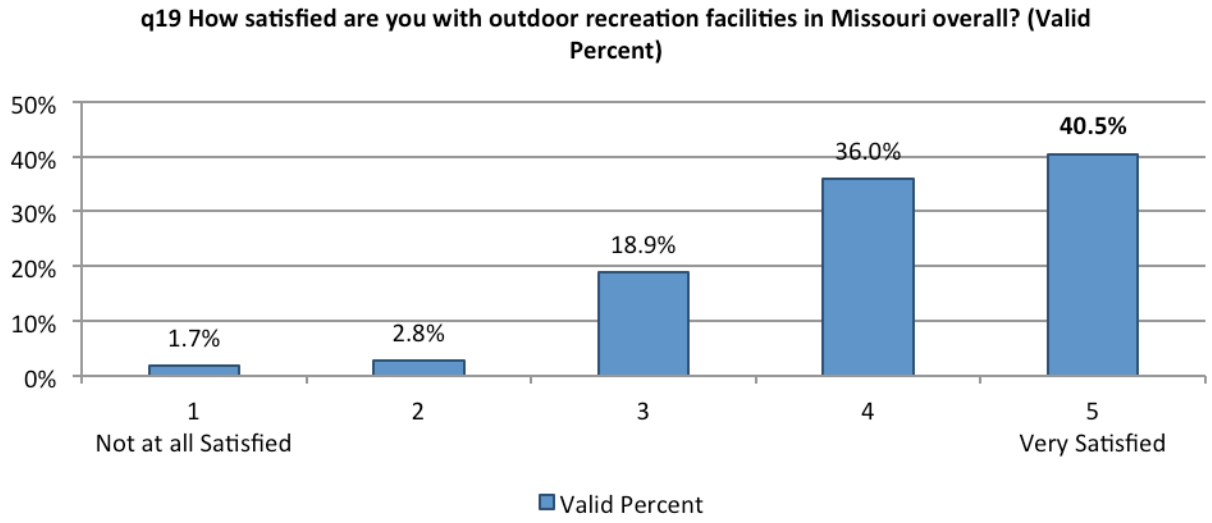
- 40.5% (n_w=305) of Missouri residents are very satisfied overall with outdoor recreation facilities in Missouri.
- 95% confident that overall satisfaction among Missouri residents with outdoor recreation facilities in Missouri is between 4.04 and 4.18 ($\bar{x}_w$ =4.11 +/- 0.067).

Table RO16.1a. Descriptive Statistics (urban and rural combined and weighted)
How satisfied are you with outdoor recreation facilities in Missouri overall?

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q19 How satisfied are you with outdoor recreation facilities in Missouri overall?	761	4.11	0.034	0.92

(w) Indicates weighted score

Chart RO16.1a. Satisfaction with Facilities in Missouri Overall



Action Standard 16.1 (AS16.1)

- IF overall satisfaction with outdoor recreation facilities in Missouri mean score is below a 4.0 OR top box score is below 30% THEN recommend taking action (q19).

× *No action recommended.*

Research Objective 16.2 (RO16.2)

- *Determine overall satisfaction of Missouri residents with local outdoor recreation facilities.*

Respondents were asked how satisfied they are with outdoor recreation facilities in their local area, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO16.2a, Chart RO16.2a and Appendix B: q20).

- 36.3% (n_w=272) of Missouri residents are very satisfied with outdoor recreation facilities in their local area.
- 95% confident that satisfaction among Missouri residents with local outdoor recreation facilities is between 3.81 and 3.97 ($\bar{x}_w$ =3.89 +/- 0.078).

Table RO16.2a. Descriptive Statistics (urban and rural combined and weighted)
q20 How satisfied are you with outdoor recreation facilities in your local area?

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q20 How satisfied are you with outdoor recreation facilities in your local area?	761	3.89	0.04	1.096

$_{(w)}$ Indicates weighted score

Chart RO16.2a. Satisfaction with Local Facilities

Action Standard 16.2 (AS16.2)

- IF overall satisfaction with local outdoor facilities mean score is below a 4.0 OR top box is below 30% THEN recommend taking action (q20).

× *No action recommended.*

Research Question 17 (RQ17)

- ***How satisfied are Missouri residents with aspects of outdoor recreation facilities in Missouri?***

Research Objectives 17.1 (RO17.1)

- *Determine satisfaction of Missouri residents with the number of outdoor recreation facilities (see RO8.1).*

Research Objectives 17.2 (RO17.2)

- *Determine satisfaction of Missouri residents with the quality of local outdoor recreation facilities.*

Respondents were asked how satisfied they are with the quality of facilities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO17.2a, Chart RO17.2a and Appendix B: q21_2).

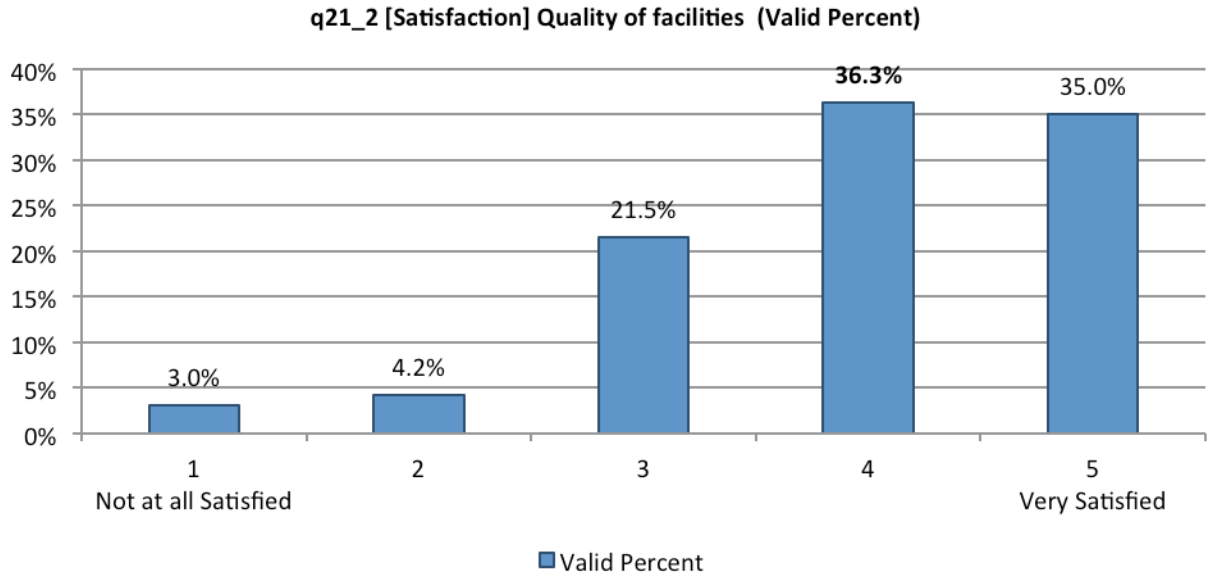
- 35.0% (n_w=263) of Missouri residents are very satisfied with the quality of local outdoor recreation facilities.
- 95% confident that overall satisfaction among Missouri residents with the quality of local outdoor recreation facilities is between 3.89 and 4.03 ($\bar{x}_w$ =3.96 +/- 0.072).

Table RO17.2a. Descriptive Statistics (urban and rural combined and weighted)
q21_2 [Satisfaction] Quality of facilities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_2 [Satisfaction] Quality of facilities	761	3.96	0.037	1.002

$_{(w)}$ Indicates weighted score

Chart RO17.2a. Satisfaction with Quality of Local Facilities



Action Standard 17.2 (AS17.2)

- IF satisfaction with quality of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_2).

× *No action recommend.*

Research Objectives 17.3 (RO17.3)

- *Determine satisfaction of Missouri residents with the availability of local outdoor recreation facilities (see RO8.2).*

Research Objectives 17.4 (RO17.4)

- *Determine satisfaction of Missouri residents with the variety of local outdoor recreation facilities.*

Respondents were asked how satisfied they are with the variety of facilities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO17.4a, Chart RO17.4a and Appendix B: q21_4).

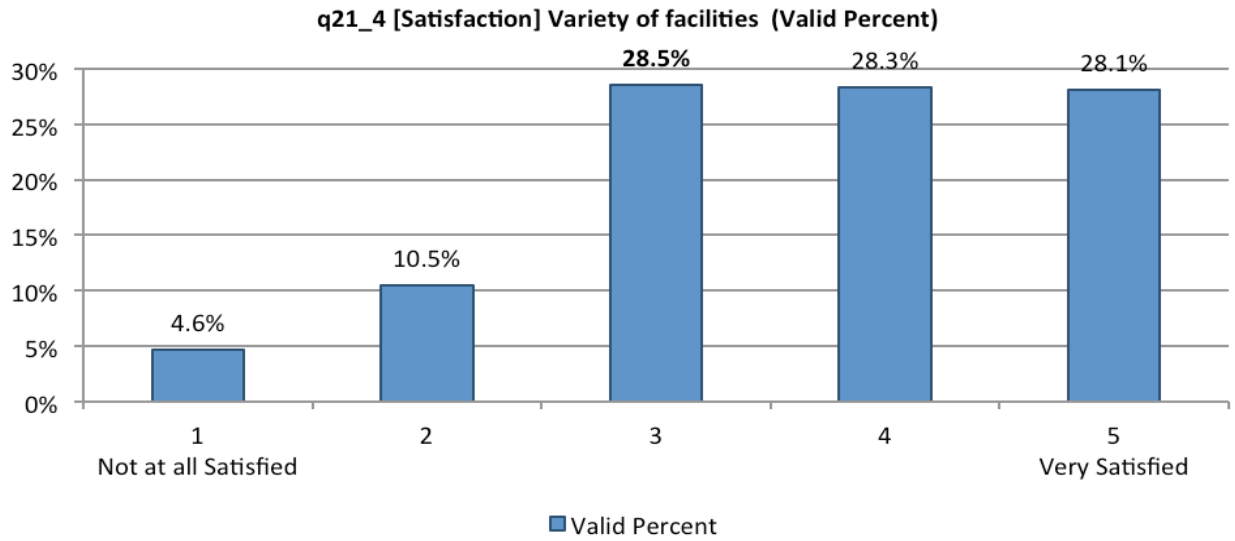
- 28.1% (n_w=211) of Missouri residents are very satisfied with the variety of local outdoor recreation facilities.
- 95% confident that satisfaction among Missouri residents with the variety of local outdoor recreation facilities is between 3.57 and 3.73 ($\bar{x}_w$ =3.65 +/- 0.080).

Table RO17.4a. Descriptive Statistics (urban and rural combined and weighted)
q21_4 [Satisfaction] Variety of facilities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_4 [Satisfaction] Variety of facilities	761	3.65	0.041	1.13

$_{(w)}$ Indicates weighted score

Chart RO17.4a. Satisfaction with Variety of Local Facilities



Urban and rural populations were compared and there are no significant differences between the two populations.

Action Standard 17.4 (AS17.4)

- IF satisfaction with variety of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_4).

✓ *Recommend taking action on the following:*

- Satisfaction with variety of facilities top box is less than 30%.

Research Objectives 17.5 (RO17.5)

- *Determine satisfaction of Missouri residents with the safety of local outdoor recreation facilities.*

Respondents were asked how satisfied they are with the safety of facilities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO17.5a, Chart RO17.5a and Appendix B: q21_5).

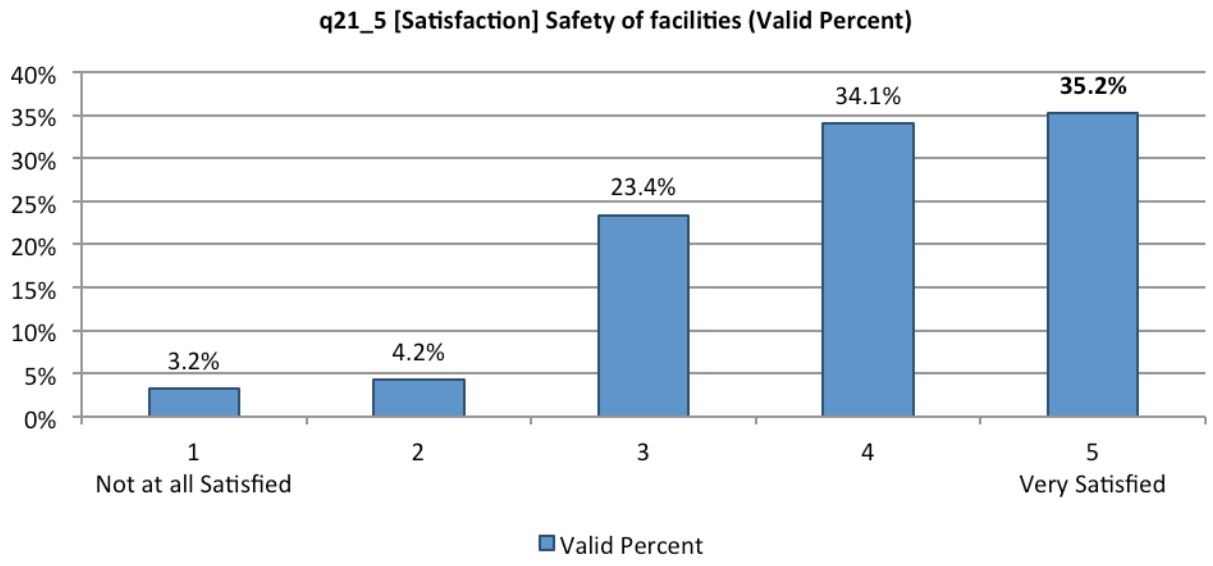
- 35.2% (n_w=264) of Missouri residents are very satisfied overall with the safety of local outdoor recreation facilities.
- 95% confident that satisfaction among Missouri residents with the safety of local outdoor recreation facilities is between 3.96 and 4.10 ($\bar{x}_w$ =4.03 +/- 0.072).

Table RO17.5a. Descriptive Statistics (urban and rural combined and weighted) q21_5 [Satisfaction] Safety of facilities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_5 [Satisfaction] Safety of facilities	761	3.94	0.037	1.019

(w) Indicates weighted score

Chart RO17.5a. Satisfaction with Safety of Local Facilities



Action Standard 17.5 (AS17.5)

- IF satisfaction with safety of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_5).

× *No action recommended.*

Research Objectives 17.6 (RO17.6)

- *Determine satisfaction of Missouri residents with the cleanliness of local outdoor recreation facilities.*

Respondents were asked how satisfied they are the cleanliness of facilities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO17.6a, Chart RO17.6a, and Appendix B: q21_6).

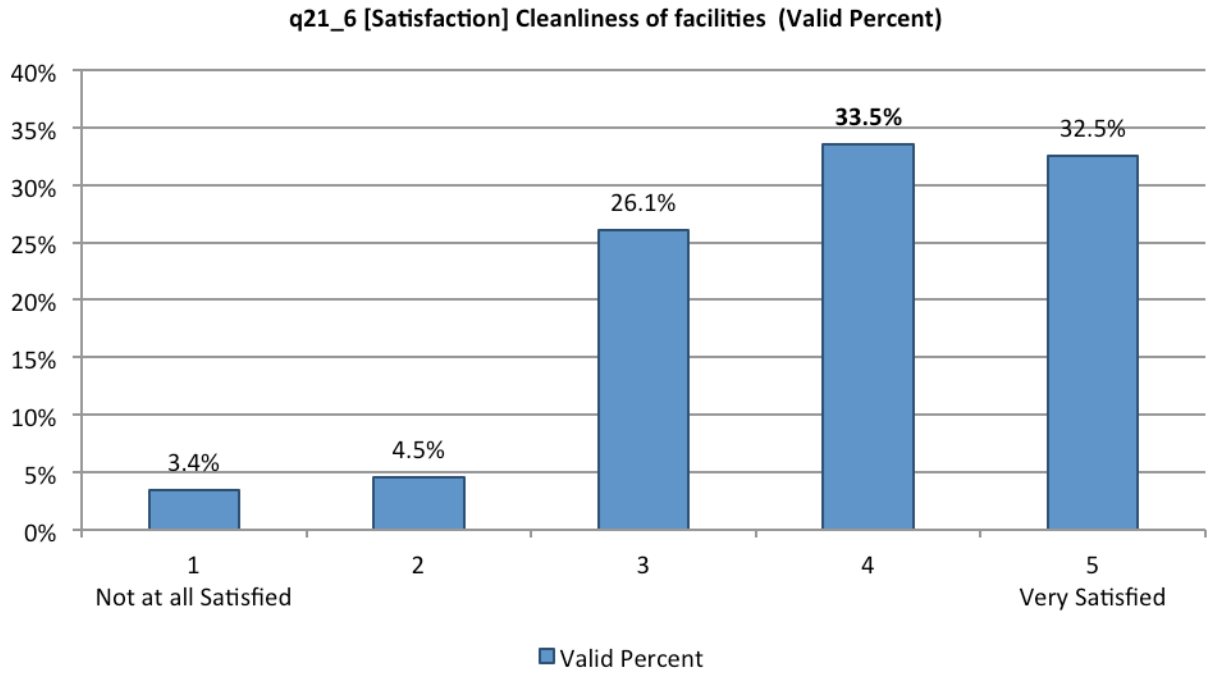
- 32.5% (n_w=244) of Missouri residents are very satisfied with the cleanliness of local outdoor recreation facilities.
- 95% confident that satisfaction among Missouri residents with the cleanliness of local outdoor recreation facilities is between 3.79 and 3.94 ($\bar{x}_w$ =3.87 +/- 0.074).

Table RO17.6a. Descriptive Statistics (urban and rural combined and weighted)
q21_6 [Satisfaction] Cleanliness of facilities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_6 [Satisfaction] Cleanliness of facilities	761	3.87	0.038	1.028

(w) Indicates weighted score

Chart RO17.6a. Satisfaction with Cleanliness of Local Facilities



Action Standard 17.6 (AS17.6)

- IF satisfaction with cleanliness of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_6).

× *No action recommended.*

Research Objective 17.7 (RO17.7)

- *Determine satisfaction of Missouri residents with the distance to local outdoor recreation facilities.*

Respondents were asked how satisfied they are with the distance to facilities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO17.7a, Chart RO17.7a and Appendix q21_7).

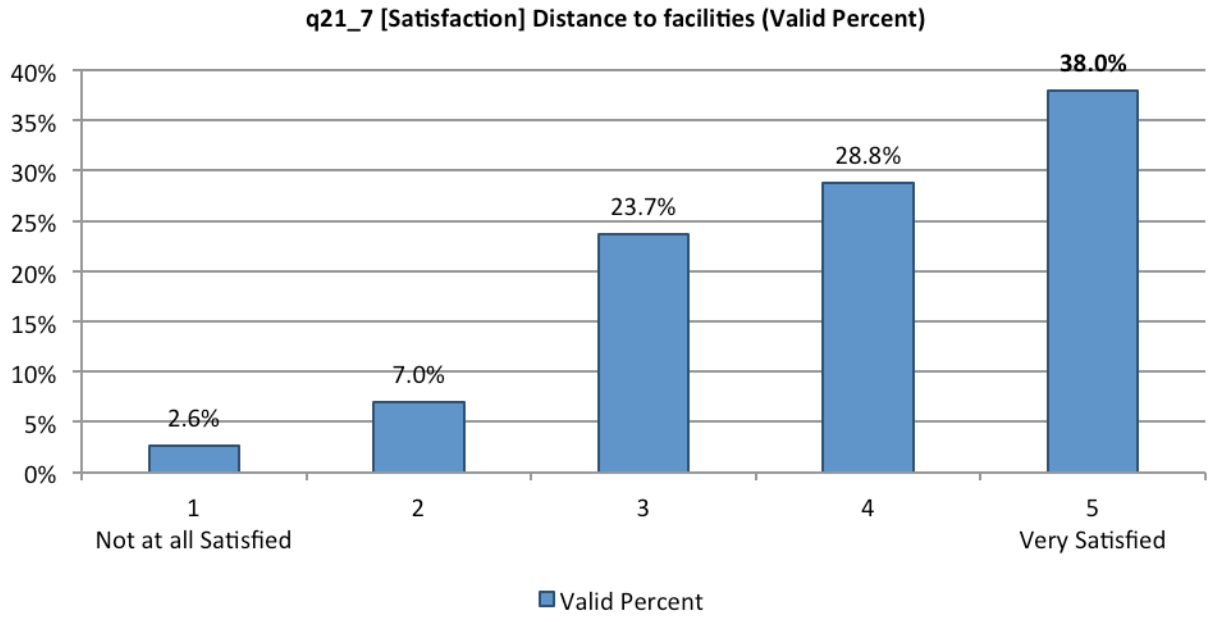
- 38% (n_w=286) of Missouri residents are very satisfied overall with the distance to local outdoor recreation facilities.
- 95% confident that overall satisfaction with the outdoor recreation activities in Missouri among Missouri residents is between 3.85 and 4.01 ($\bar{x}_w$ =3.93 +/- 0.076).

Table RO17.7a. Descriptive Statistics (urban and rural combined and weighted)
q21_7 [Satisfaction] Distance to facilities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_7 [Satisfaction] Distance to facilities	761	3.93	0.039	1.059

(w) Indicates weighted score

Chart RO17.7a. Satisfaction with Distance to Local Facilities



Action Standard 17.7 (AS17.7)

- IF satisfaction with distance to local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_7).

× *No action recommended.*

Research Objective 17.8 (RO17.8)

- *Determine satisfaction of Missouri residents with travel time and congestion to local outdoor recreation facilities.*

Respondents were asked how satisfied they are travel and congestion to facilities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO17.8a, Chart RO17.8a and Appendix B: q21_8).

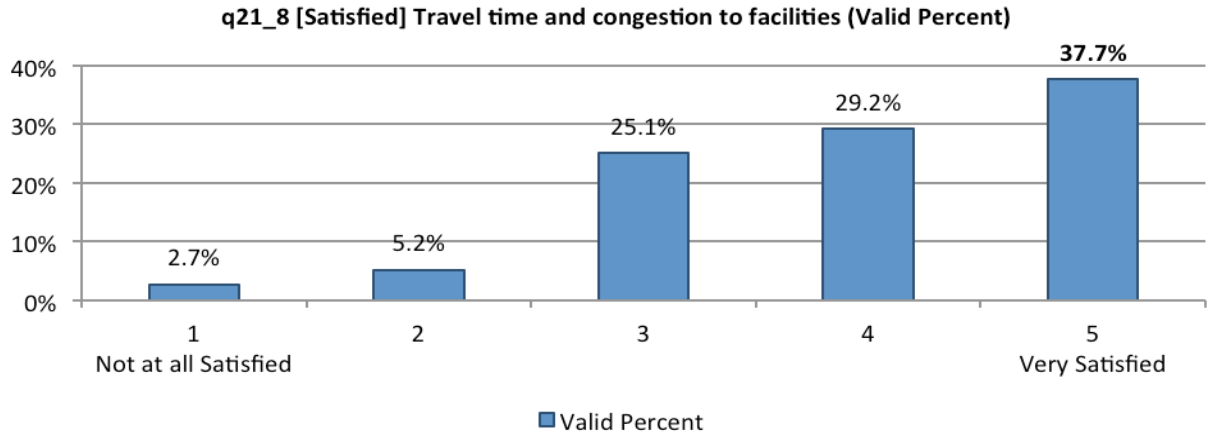
- 37.7% (n_w=283) of Missouri residents are very satisfied with travel time and congestion to local outdoor recreation facilities.
- 95% confident that satisfaction among Missouri residents with travel time and congestion to local outdoor recreation facilities is between 3.87 and 4.01 ($\bar{x}_w$ =3.94 +/- 0.074).

Table RO17.8a. Descriptive Statistics (urban and rural combined and weighted)
q21_8 [Satisfaction] Travel time and congestion to facilities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_8 [Satisfied] Travel time and congestion to facilities	761	3.94	0.038	1.04

$_{(w)}$ Indicates weighted score

Chart RO17.8a. Satisfaction with Travel Time and Congestion to Local Facilities



Action Standard 17.8 (AS17.8)

- IF satisfaction with travel time and congestion to local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_8).

× *No action recommended.*

Research Objective 17.9 (RO17.9)

- *Determine satisfaction of Missouri residents with pet/dog accommodations of local outdoor recreation facilities.*

Respondents were asked how satisfied they are with pet/dog accommodations at facilities, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO17.9a, Chart RO17.9a and Appendix B: q21_9).

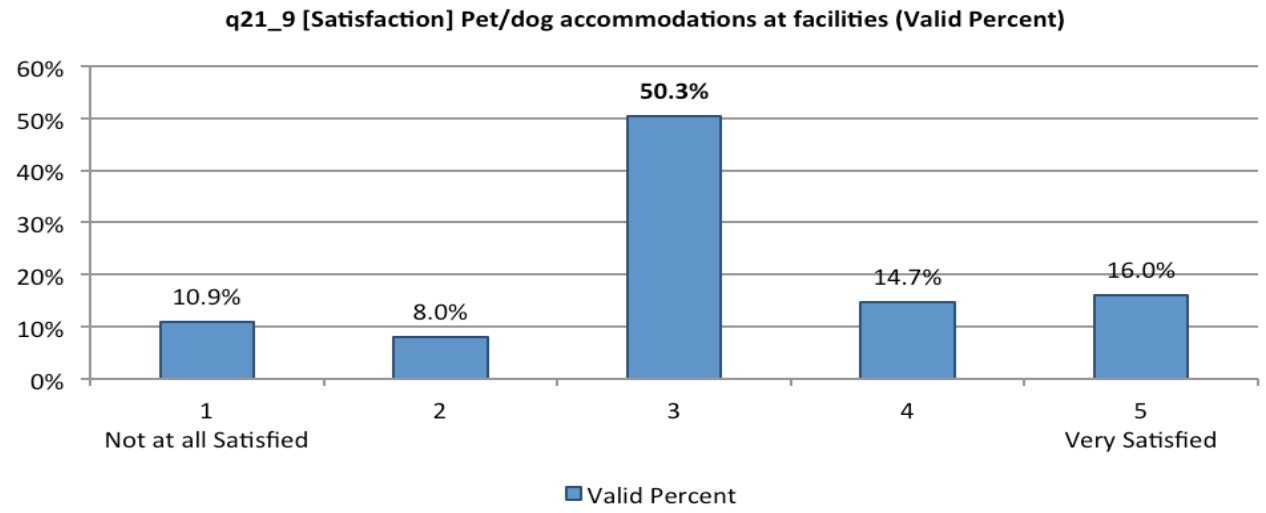
- 16.0% (n_w=120) of Missouri residents are very satisfied overall with pet/dog accommodations at facilities.
- 95% confident that satisfaction among Missouri residents with pet/dog accommodations at local outdoor recreation facilities is between 3.09 and 3.25 ($\bar{x}_w$ =3.17 +/- 0.080).

Table RO17.9a. Descriptive Statistics (urban and rural combined and weighted)
q21_9 [Satisfaction] Pet/dog accommodations at facilities

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_9 [Satisfaction] Pet/dog accommodations at facilities	761	3.17	0.041	1.131

$_{(w)}$ Indicates weighted score

Chart RO17.9a. Satisfaction with Pet/Dog Accommodations at Local Facilities



Action Standard 17.9 (AS17.9)

- IF satisfaction with pet/dog accommodations of local outdoor recreation facilities mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_9).

✓ *Recommend taking action on the following:*

- Satisfaction with pet/dog accommodations at facilities mean score is less than 3.5 and top box is less than 30%.

Research Objective 17.10 (RO17.10)

- *Determine satisfaction of Missouri residents with the professionalism of local outdoor recreation employees.*

Respondents were asked how satisfied they are the professionalism of outdoor recreation employees, using a 1 to 5 scale with 1 being "Not at all satisfied" and 5 being "Very Satisfied" (Table RO17.10a, Chart RO17.10a and Appendix B: q21_10).

- 35.7% (n_w=268) of Missouri residents are very satisfied overall with the professionalism of local outdoor recreation employees.
- 95% confident that satisfaction among Missouri residents with the professionalism of local outdoor recreation employees is between 3.87 and 4.01 ($\bar{x}_w$ =3.94 +/- 0.070).

Table RO17.10a. Descriptive Statistics (urban and rural combined and weighted)
q21_10 [Satisfaction] Professionalism of outdoor recreation employees

	Frequency	$Mean_w$	Std. Error	Std. Dev.
q21_10 [Satisfaction] Professionalism of outdoor recreation employees	761	3.94	0.036	0.997

(w) Indicates weighted score

Chart RO17.10a. Satisfaction with Professionalism of Staff at Local Facilities

Action Standard 17.10 (AS17.10)

- IF satisfaction with professionalism of local outdoor recreation employees mean score is below a 3.5 OR top box score is below 30% THEN recommend taking action (q21_10).

× *No action recommended.*

Research Question 18 (RQ18)

- ***What is the relative importance of various aspects of outdoor recreation in Missouri compared to their performance?***

Research Objective 18.1 (RO18.1)

- *Determine relative importance of various aspects of outdoor recreation activities.*

Overall satisfaction with outdoor recreation activities in Missouri (q8) and satisfaction with outdoor recreation in the local area (q9) were both correlated with satisfaction with various aspects of outdoor recreation activities in Missouri (q10_1 through q10_8) and the correlations were squared in order to determine the relative importance of each measure (Chart RO18.1a, Table RO18.1a, Table RO18.1b, and Appendix B: Relative Importance).

Chart RO18.1a. Satisfaction with Various Aspects of Outdoor Recreation Activities

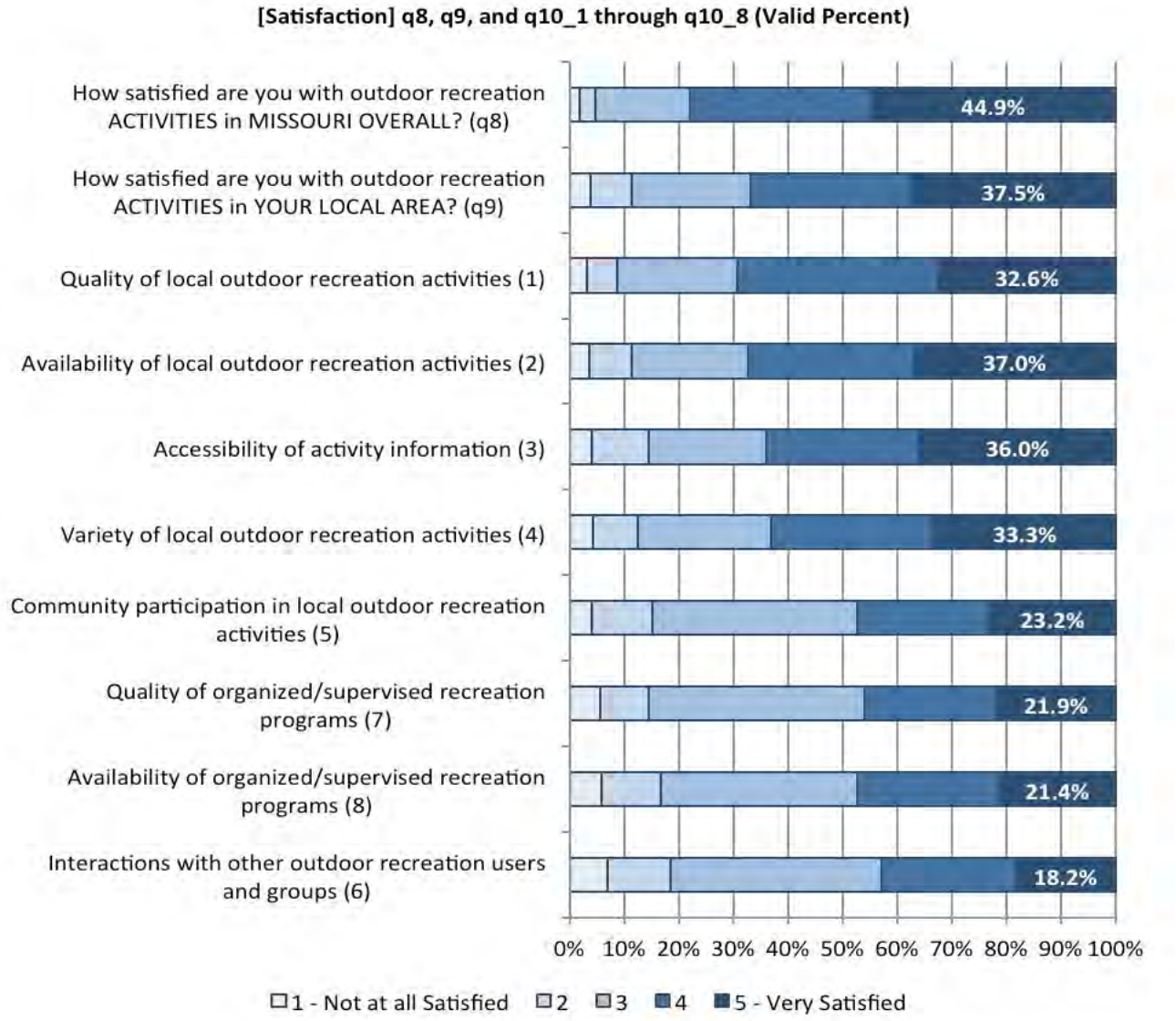


Table RO18.1a. Descriptive Statistics (urban and rural combined and weighted) Relative Importance (Correlated against q8 [Satisfaction] Activities in Missouri overall)		
	Relative Importance	Mean $Score_w$
How satisfied are you with outdoor recreation ACTIVITIES in MISSOURI OVERALL? (q8)	1	4.17
How satisfied are you with outdoor recreation ACTIVITIES in YOUR LOCAL AREA? (q9)	0.332	3.89
Variety of local outdoor recreation activities (q10_4)	0.278	3.8
Availability of local outdoor recreation activities (q10_2)	0.267	3.89
Quality of local outdoor recreation activities (q10_1)	0.264	3.9
Accessibility of activity information (q10_3)	0.249	3.82
Quality of organized/supervised recreation programs (q10_7)	0.201	3.48
Availability of organized/supervised recreation programs (q10_8)	0.191	3.46
Interactions with other outdoor recreation users and groups (q10_6)	0.147	3.36
Community participation in local outdoor recreation activities (q10_5)	0.123	3.51

$_{(w)}$ Indicates weighted score

Table RO18.1b. Descriptive Statistics (urban and rural combined and weighted) Relative Importance (Correlated against q9 [Satisfaction] Activities in local area)		
	Relative Importance	Mean $Score_w$
How satisfied are you with outdoor recreation ACTIVITIES in YOUR LOCAL AREA? (q9)	1	3.89
Quality of local outdoor recreation activities (q10_1)	0.479	3.9
Availability of local outdoor recreation activities (q10_2)	0.468	3.89
Variety of local outdoor recreation activities (q10_4)	0.438	3.8
How satisfied are you with outdoor recreation ACTIVITIES in MISSOURI OVERALL? (q8)	0.332	4.17
Accessibility of activity information (q10_3)	0.303	3.82
Availability of organized/supervised recreation programs (q10_8)	0.294	3.46
Quality of organized/supervised recreation programs (q10_7)	0.27	3.48
Community participation in local outdoor recreation activities (q10_5)	0.241	3.51
Interactions with other outdoor recreation users and groups (q10_6)	0.195	3.36

$_{(w)}$ Indicates weighted score

Research Objective 18.2 (RO18.2)

- *Determine relative importance of various aspects of outdoor recreation facilities.*

Overall satisfaction with outdoor recreation facilities in Missouri (q19) and satisfaction with outdoor recreation facilities in the local area (q20) were both correlated with satisfaction with various aspects of outdoor recreation facilities in Missouri (q21_1 through q21_10) and the correlations were squared in order to determine the relative importance of each measure (Chart RO18.2a, Table RO18.2a, Table RO18.2b and Appendix B: Relative Importance).

Chart RO18.2a. Satisfaction with Various Aspects of Outdoor Recreation Facilities

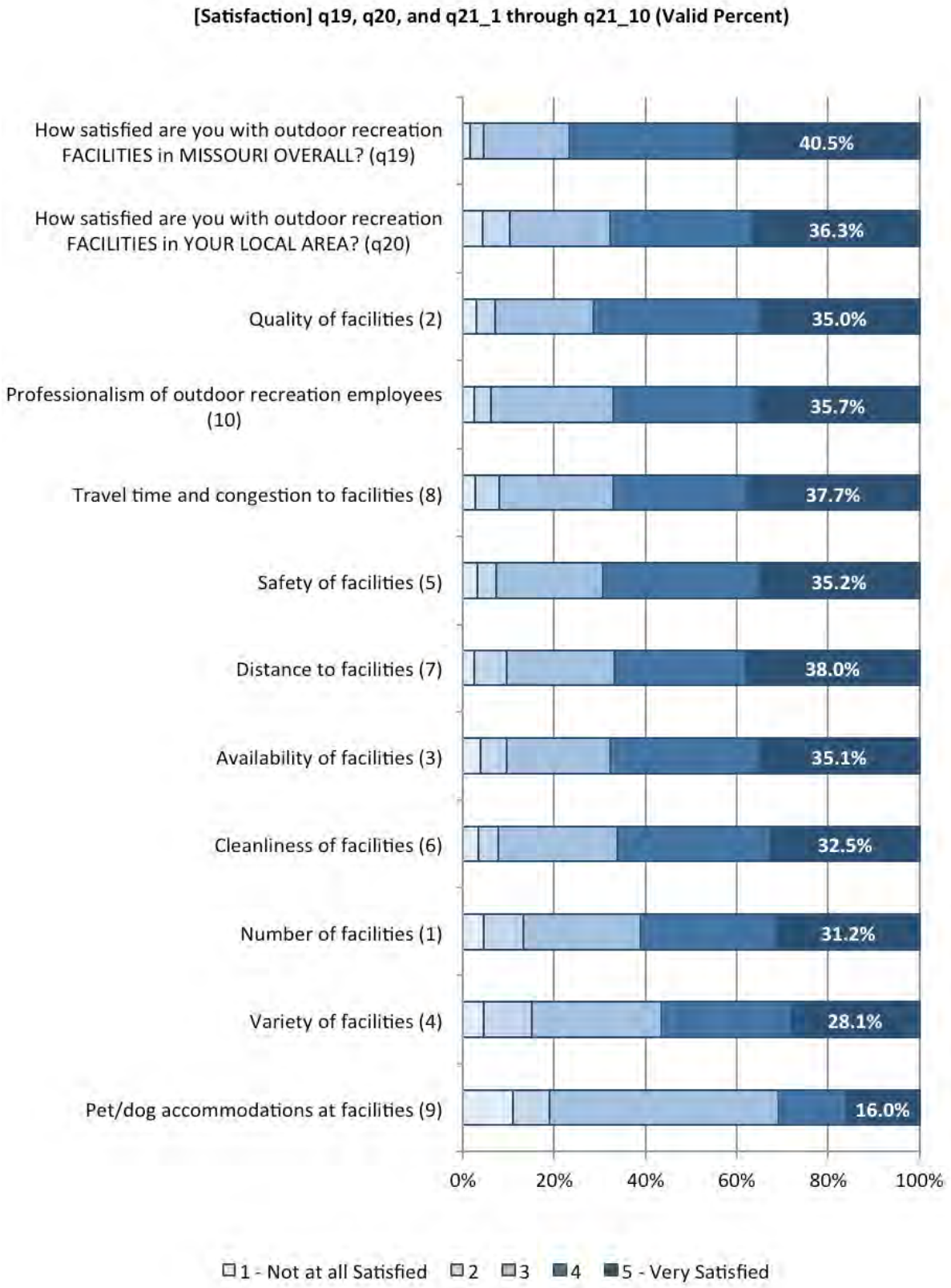


Table RO18.2a. Descriptive Statistics (urban and rural combined and weighted) Relative Importance (Correlated against q19 [Satisfaction] Facilities in Missouri overall)		
	Relative Importance	Mean $Score_w$
How satisfied are you with outdoor recreation FACILITIES in MISSOURI OVERALL? (q19)	1	4.11
How satisfied are you with outdoor recreation FACILITIES in YOUR LOCAL AREA? (q20)	0.429	3.89
Quality of facilities (q21_2)	0.375	3.96
Availability of facilities (q21_3)	0.362	3.89
Variety of facilities (q21_4)	0.36	3.65
Number of facilities (q21_1)	0.298	3.75
Distance to facilities (q21_7)	0.264	3.93
Safety of facilities (q21_5)	0.262	3.94
Cleanliness of facilities (q21_6)	0.252	3.87
Travel time and congestion to facilities (q21_8)	0.241	3.94
Professionalism of outdoor recreation employees (q21_10)	0.207	3.94
Pet/dog accommodations at facilities (q21_9)	0.089	3.17

$_{(w)}$ Indicates weighted score

Table RO18.2b. Descriptive Statistics (urban and rural combined and weighted) Relative Importance (Correlated against q19 [Satisfaction] Facilities in Missouri overall)		
	Relative Importance	Mean $Score_w$
How satisfied are you with outdoor recreation FACILITIES in YOUR LOCAL AREA?	1	3.89
Availability of facilities (q21_3)	0.442	3.89
How satisfied are you with outdoor recreation FACILITIES in MISSOURI OVERALL? (q19)	0.429	3.96
Variety of facilities (q21_4)	0.416	3.65
Number of facilities (q21_1)	0.415	3.75
Quality of facilities (q21_2)	0.386	3.96
Distance to facilities (q21_7)	0.379	3.93
Travel time and congestion to facilities (q21_8)	0.28	3.94
Safety of facilities (q21_5)	0.238	3.94
Cleanliness of facilities (q21_6)	0.221	3.87
Professionalism of outdoor recreation employees (q21_10)	0.189	3.94
Pet/dog accommodations at facilities (q21_9)	0.086	3.17

$_{(w)}$ Indicates weighted score

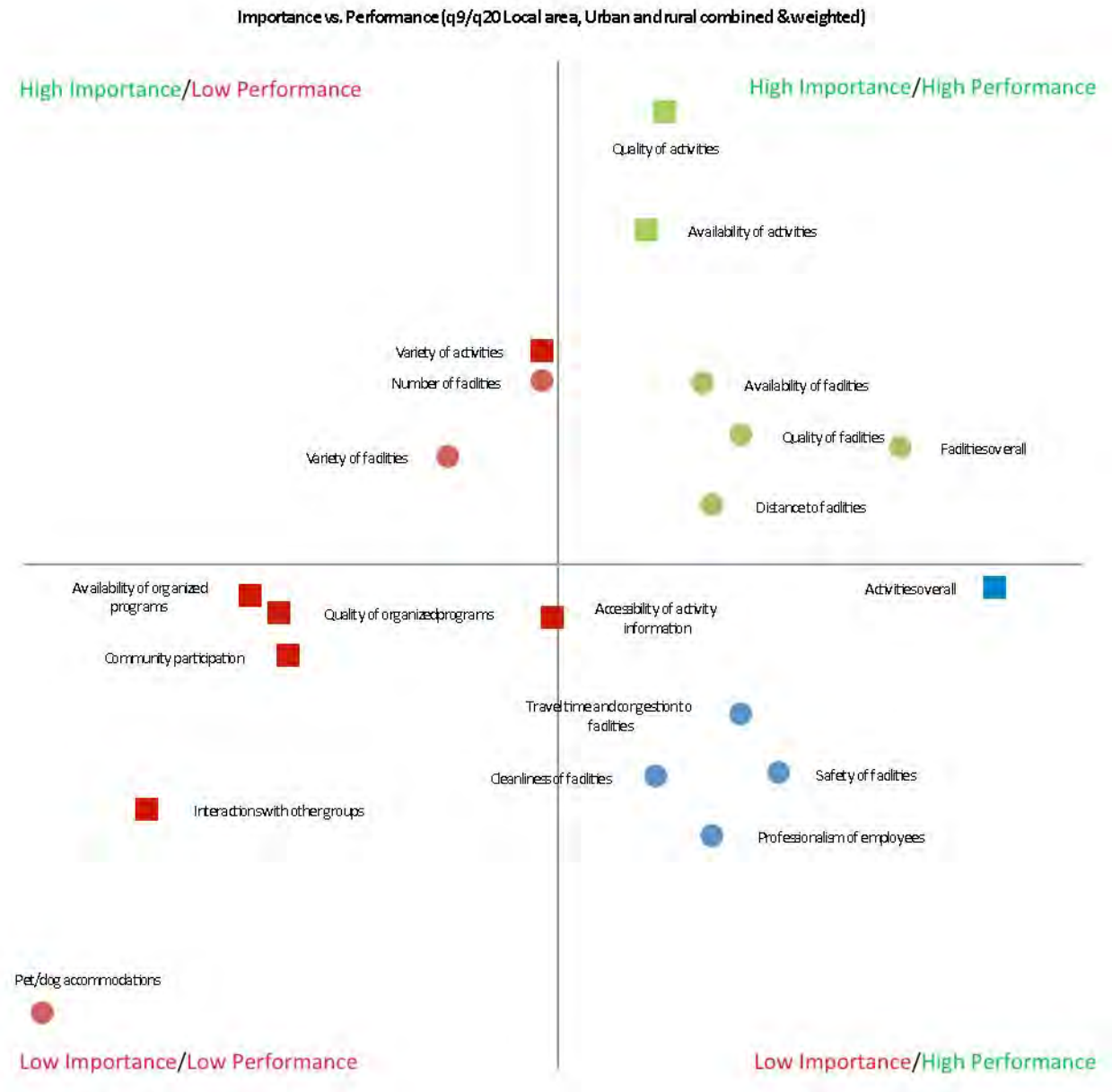
Research Objective 18.3 (RO18.3)

- Determine the relative performance of various aspects of outdoor recreation facilities and activities compared to their performance.

Relative importance was charted vs. performance (satisfaction) was charted for both Missouri overall (Chart RO18.3a) and the local area (Chart RO18.3b) across all activity and facility aspects.

Chart RO18.3a. Importance/Performance – Missouri Overall

Chart RO18.3b. Importance/Performance – Local Area



Action Standard 18.3.1 (AS18.1)

- IF relative importance score is ABOVE the 50th percentile AND satisfaction mean score is ABOVE the 50th percentile THEN maintain performance and maintain emphasis (q8, q9, q10_1 through q10_8, q19, q19, and q21_1 through q21_10).

✓ *Recommend maintaining performance of the following:*

- Both on the local level and in Missouri overall:
    - Quality of activities
    - Availability of activities
    - Quality of facilities
    - Availability of facilities
    - Distance to facilities
- In Missouri overall:
    - Variety of activities
    - Quality of activities
    - Safety of facilities

Action Standard 18.3.2 (AS18.2)

- IF relative importance score is ABOVE the 50th percentile AND satisfaction mean score is BELOW the 50th percentile THEN emphasize increasing performance (q8, q9, q10_1 through q10_8, q19, q19, and q21_1 through q21_10).

✓ *Recommend increasing performance on the following:*

- Both on the local level and in Missouri overall:
    - Number of facilities
    - Variety of facilities
- In local areas:
    - Variety of activities

Action Standard 18.3.3 (AS18.3)

- IF relative importance score is BELOW the 50th percentile AND satisfaction mean score is ABOVE the 50th percentile THEN deemphasize and shift resources to elements determined by AS18.1 (q8, q9, q10_1 through q10_8, q19, q19, and q21_1 through q21_10).

✓ *Recommend deemphasizing the following:*

- Both on the local level and in Missouri overall:
    - Professionalism of outdoor recreation employees
    - Cleanliness of facilities
    - Travel time and congestion to facilities
- In Missouri overall:
    - Accessibility of activity information

- In local areas:
    - Safety of facilities

Action Standard 18.3.4 (AS18.4)

- IF relative importance score is BELOW the 50th percentile AND satisfaction mean score is BELOW the 50th percentile THEN take action but deemphasize (q8, q9, q10_1 through q10_8, q19, q19, and q21_1 through q21_10).

✓ *Recommend taking action as well as deemphasizing the following:*

- Both on the local level and in Missouri overall:
    - Interactions with outdoor recreation activity users and groups
    - Pet/dog accommodations at facilities
    - Community participation in local outdoor recreation activities
    - Availability of organized/supervised outdoor recreation programs
    - Quality of organizes/supervised outdoor recreation programs
- In local areas:
    - Accessibility of activity information

Management Problem

- ***What are some opinions and perceptions of Missouri residents regarding outdoor recreation in Missouri?***

Research Question 19 (RQ19)

- ***How do Missouri residents perceive outdoor recreation in Missouri?***

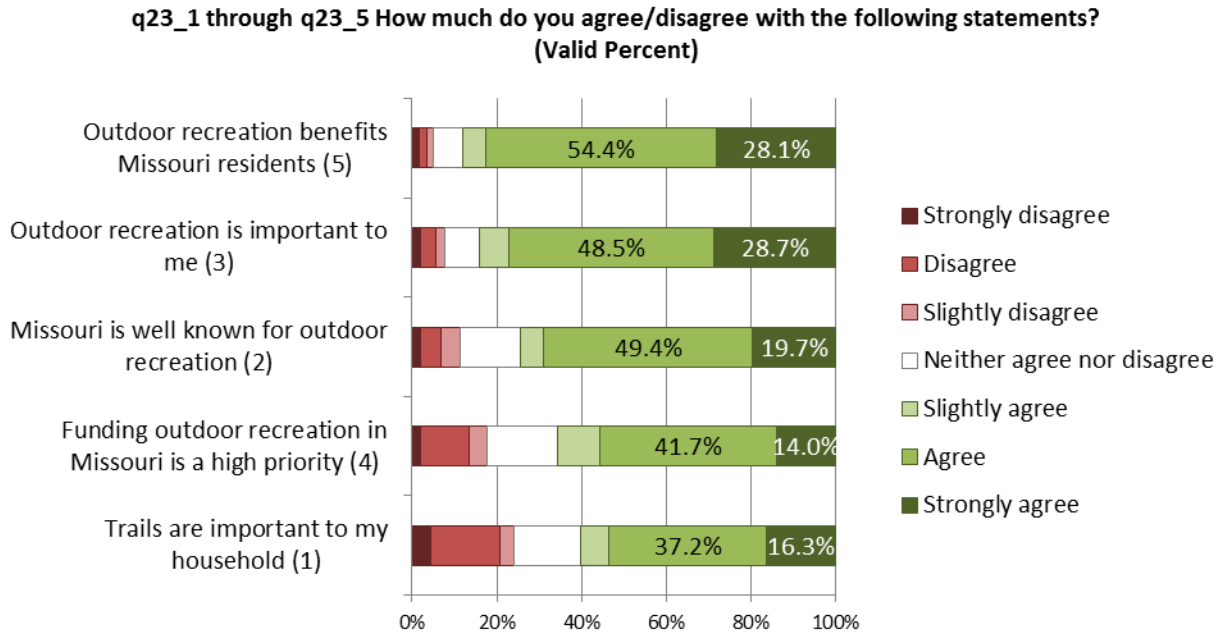
Research Objective 19.1 (RO19.1)

- *Determine perceptions of Missouri residents regarding outdoor recreation in Missouri.*

Respondents were asked how much they agree or disagree with a number of statements regarding outdoor recreation, using a seven-point Likert scale with the following categories: Strongly agree, agree, slightly agree, neither agree nor disagree, slightly disagree, disagree and strongly disagree (Chart RO19.1a and Appendix B: q23).

- More than 75% of Missouri residents agree or strongly agree that outdoor recreation benefits Missouri residents (75.5%, n_w=619).
    - More than 25% of Missouri residents strongly agree that outdoor recreation benefits Missouri residents (28.1%, n_w=211).
- More than 75% of Missouri residents agree or strongly agree that outdoor recreation is important to them (77.7%, n_w=591).
    - More than 25% of Missouri residents strongly agree that outdoor recreation is important to them (28.7%, n_w=215).
- More than 60% of Missouri residents agree that Missouri is well known for outdoor recreation (69.1%, n_w=579).
- More than 50% of Missouri residents agree that funding outdoor recreation in Missouri is a high priority (55.7%, n_w=418).
- More than 50% of Missouri residents agree that trails are important to their household (53.5%, n_w=401).

Chart RO19.1a. Perceptions of Missourians Regarding Outdoor Recreation



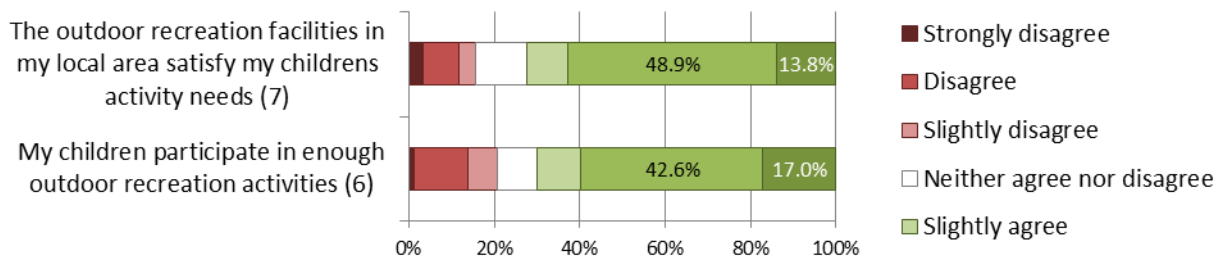
Research Objective 19.2 (RO19.2)

- *Determine perceptions of Missouri parents with regard to their children's outdoor recreation activities.*

Respondents with children under 18 in the household were asked how much they agree or disagree with a number of statements regarding outdoor recreation, using a seven-point Likert scale with the following categories: Strongly agree, agree, slightly agree, neither agree nor disagree, slightly disagree, disagree and strongly disagree (Chart RO19.2a and Appendix B: q23).

- More than 60% of Missouri residents agree or strongly agree that the outdoor recreation facilities in their local area satisfy their children's activity needs (62.7%, n_w=172).
- More than 50% of Missouri residents agree or strongly agree that their children participate in enough outdoor recreation activities (59.6%, n_w=164).
-

Chart RO19.2a. Satisfaction of Missouri Parents Regarding Facilities and Children's Activity



Management Problem

- **Are there any critical issues or improvements regarding outdoor recreation in Missouri among Missouri residents?**

Research Question 20 (RQ20)

- ***Are there any crucial issues regarding outdoor recreation in Missouri among Missouri residents?***

Research Objective 20.1 (RO20.1)

- Determine perceived issues regarding outdoor recreation among Missouri residents.

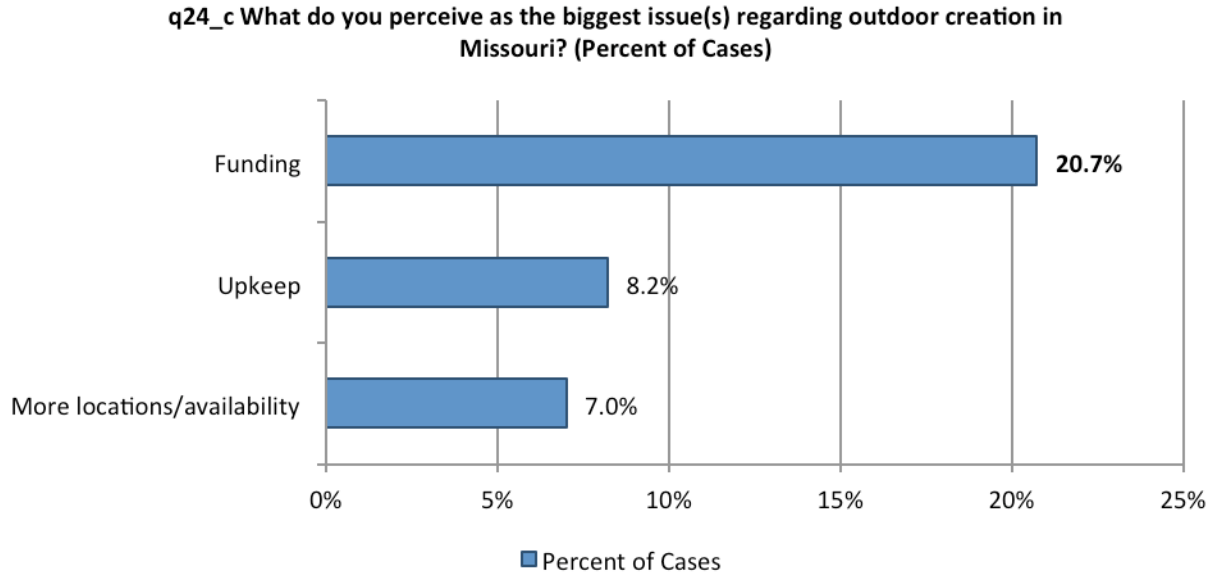
Respondents were asked what they perceive as the biggest issue(s) regarding outdoor recreation in Missouri. Open ended responses were coded and tallied for all responses mentioned in at least 1% of cases (Table RO20.1a, Chart RO20.1a and Appendix $q24_c).

Table RO20.1a Frequencies (coded open end* – urban and rural combined)
$q24_c What do you perceive as the biggest issue(s) regarding outdoor creation in Missouri?

		Responses		Percent of Cases
		N_w	Percent	
Biggest issues in Missouri?(a)	Funding	159	19.20%	20.70%
	Upkeep	63	7.60%	8.20%
	More locations/availability	54	6.50%	7.00%
	Better communication about facilities/activities	36	4.40%	4.70%
	Safety/security	35	4.20%	4.50%
	Better variety of activities	31	3.80%	4.10%
	Getting people to use it	20	2.40%	2.60%
	Getting people to clean up after themselves	13	1.60%	1.70%
	Regulate the amount of people in the parks	11	1.30%	1.40%
	Better/more access	10	1.20%	1.30%
	Weather/heat	9	1.10%	1.10%
	Wildlife preserves/wildlife watching/nature	8	1.00%	1.00%
	More affordable/free	8	0.90%	1.00%
a Group				

(w) Indicates weighted score; *Raw open ends available in Appendix C: $q24

Chart RO20.1a. Perceptions of Missourians Regarding Issues Affecting Outdoor Recreation



Action Standard 20.1 (AS20.1)

- IF more than 5% of respondents mention a perceived issue THEN take action (q24).

✓ *Recommend taking action on the following:*

- Funding (20.7%, n_w=159).
- Upkeep (8.20%, n_w=63).
- More locations/availability (7.0%, n_w=54).

Research Question 21 (RQ21)

- ***Are there any suggestions from Missouri residents on how to improve outdoor recreation in Missouri?***

Research Objective 21.1 (RO21.1)

- *Determine respondent suggestions for improving outdoor recreation in Missouri among Missouri residents.*

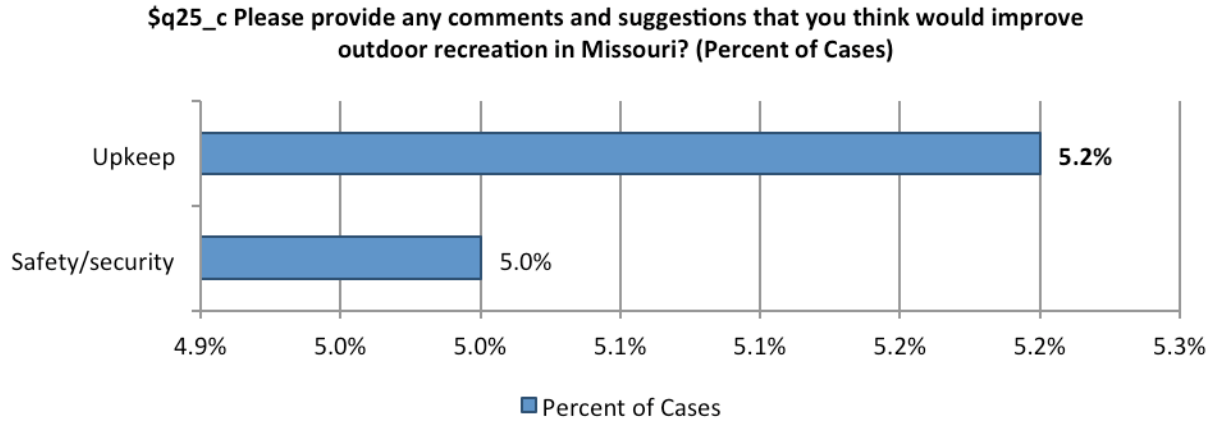
Respondents were asked to please provide any comments and suggestions that they think would improve outdoor recreation in Missouri. Open ended responses were coded and tallied for all responses mentioned in at least 1% of cases (Table RO21.1a, Chart RO21.1a and Appendix B: $q25_c).

Table RO21.1a Frequencies (coded open end* – urban and rural combined)
$q25_c Please provide any comments and suggestions that you think would improve outdoor recreation in Missouri?

		Responses		Percent of Cases
		N	Percent	
Comments of suggestions?(a)	Upkeep	40	4.80%	5.20%
	Safety/security	38	4.60%	5.00%
	Funding	35	4.20%	4.60%
	Better communication about facilities/activities	26	3.10%	3.40%
	Camping	13	1.50%	1.70%
	Better/more access	12	1.40%	1.50%
	Youth related activities	11	1.30%	1.40%
	More affordable/free	11	1.30%	1.40%
	Water park/pool	10	1.20%	1.40%
	Educational classes	10	1.10%	1.30%
	Walking trail	9	1.10%	1.20%
	more locations/availability	8	1.00%	1.00%
	Better variety of activities	8	0.90%	1.00%
a Group				

(w) Indicates weighted score; *Raw open ends available in Appendix C: $q25

Chart RO21.1a. Suggestions to Improve Outdoor Recreation



Action Standard 21.1 (AS21.1)

- IF more than 5% of respondents mention a suggestion THEN take action (q25).

✓ *Recommend taking action on the following:*

- Upkeep (5.2%, n_w=40).
- Safety/Security (5.0%, n_w=38).

Recommendations

SYNERGY/PRI/JPA recommends taking action on the following:

Research Question 4: *How satisfied are Missouri residents with the availability of outdoor recreation activities?*

✓ *Recommend taking action on the following:*

- **Action Standard 4.2** (AS4.2)
  - Improve satisfaction with organized recreation programs.

Research Question 5: *What types of outdoor recreation activities do Missouri residents want to see more of in their local area?*

✓ *Recommend taking action on the following:*

- **Action Standard 5.1.1** (AS5.1.1)
  - Walking trails
  - Biking trails
  - Youth related activities

Research Question 6: *How available are outdoor recreation facilities in Missouri?*

✓ *Recommend taking action on the following:*

- **Action Standard 6.2** (AS6.2)
  - Walkable streets and sidewalks
    - Less available to rural residents compared to urban residents
  - Dog Parks.
  - ATV/ORV riding areas
    - Less available to urban residents compared to rural residents
  - Outdoor aquatic complexes
- **Action Standard 6.3** (AS6.3)
  - Among the 55.5% (n_w=406) of Missouri residents that use gardens at least once per year, 21.2% (n_w=86) indicated supply was either way too few or too few.
  - Among the 47.0% (n_w=345) of Missouri residents that use trails at least once per year, 25.3% (n_w=81) indicated supply was either way too few or too few.
  - Among the 39.2% (n_w=286) of Missouri residents that use outdoor swimming pools at least once per year, 26.6% (n_w=77) indicated supply was either way too few or too few.
  - Among the 32.6% (n_w=243) of Missouri residents that use camping sites at least once per year, 26.6% (n_w=65) indicated supply was either way too few or too few.
  - Among the 23.7% (n_w=167) of Missouri residents that use outdoor aquatic complexes at least once per year, 21.2% (n_w=36) indicated supply was either way too few or too few.
  - Among the 19.9% (n_w=145) of Missouri residents that use target shooting sites at least once per year, 27.9% (n_w=39) indicated supply was either way too few or too few.
  - Among the 14.0% (n_w=99) of Missouri residents that use ATV/ORV riding areas at least once per year, 36.1% (n_w=36) indicated supply was either way too few or too few.
  - Among the 12.3% (n_w=91) of Missouri residents that use outdoor basketball courts at least once per year, 39.1% (n_w=36) indicated supply was either way too few or too few.

- Among the 9.7% (n_w=72) of Missouri residents that use tennis courts at least once per year, 28.0% (n_w=20) indicated supply was either way too few or too few.
- Among the 9.3% (n_w=68) of Missouri residents that use Frisbee/disk golf courses at least once per year, 34.4% (n_w=23) indicated supply was either way too few or too few. **Research Question 7:** *How likely are Missouri residents to use currently unavailable facilities if they were made available?*

✓ *Recommend taking action on the following:*

- **Action Standard 7.1** (AS7.1)
  - Walkable streets and sidewalks

Research Question 9: *What types of outdoor recreation facilities do Missouri residents want to see more of in their local area?*

✓ *Recommend taking action on the following:*

- **Action Standard 9.1** (AS9.1)
  - Walking trails
  - Water park/pool
  - Parks

Research Question 10: *How often do Missouri residents participate in outdoor recreation activities?*

✓ *Recommend taking action on the following:*

- **Action Standard 10.1** (AS10.1)
  - Walking
    - Higher participation among urban residents compared to rural residents.
  - Family gatherings
  - Driving for sightseeing
  - Gardening
  - Picnicking
  - Outdoor swimming
  - Wildlife observation/birding
  - Fishing
    - Higher participation among rural residents compared to urban residents
  - Boating, sailing, canoeing and kayaking
    - Higher participation among rural residents compared to urban residents
  - Playgrounds
  - Camping in a campground
  - Bicycling.
    - Higher participation among urban residents compared to rural residents
  - Dog Walking
  - Hiking
  - Wildlife/outdoor photography
  - Target shooting
    - Higher participation among rural residents compared to urban residents.
  - Baseball
    - Higher participation among urban residents compared to rural residents.

- Hunting
  - Higher participation among rural residents compared to urban residents
- Golf
  - Higher participation among urban residents compared to rural residents
- Running/jogging
- Outdoor basketball
- Backpacking
- ATV/off road riding
  - Higher participation among rural residents compared to urban residents

Research Question 11: *Are activity levels of various outdoor recreation activities in Missouri increasing, decreasing, or remaining the same among Missouri residents?*

✓ *Recommend taking action on the following:*

- **Action Standard 11.2** (AS11.2)
  - Fishing.
  - Camping in a campground.
  - Bicycling.
  - Baseball.
  - Golf.
  - Running/jogging.
  - Soccer.

Research Question 15: *How satisfied are Missouri residents with various aspects of outdoor recreation activities in Missouri?*

✓ *Recommend taking action on the following:*

- **Action Standard 15.5** (AS15.5)
  - Improve satisfaction with community participation in outdoor recreation.
- **Action Standard 15.6** (AS15.6)
  - Improve satisfaction with outdoor recreation user and group interactions.
- **Action Standard 15.7** (AS15.7)
  - Improve satisfaction with the quality of organized/supervised recreation programs.

Research Question 17: *How satisfied are Missouri residents with aspects of outdoor recreation facilities in Missouri?*

✓ *Recommend taking action on the following:*

- **Action Standard 17.4** (AS17.4)
  - Improve satisfaction with variety of facilities.
- **Action Standard 17.9** (AS17.9)
  - Improve satisfaction with pet/dog accommodations at facilities.

Research Question 18: *What is the relative importance of aspects of outdoor recreation in Missouri compared to their performance?*

- ✓ *Recommend taking action on the following:*
  - **Action Standard 18.3.1** (AS18.1)
    - *Recommend maintaining performance of the following:*
      - Both on the local level and in Missouri overall:
        - Quality of activities
        - Availability of activities
        - Quality of facilities
        - Availability of facilities
        - Distance to facilities
      - In Missouri overall:
        - Variety of activities
        - Quality of activities
        - Safety of facilities
  - **Action Standard 18.3.2** (AS18.2)
    - *Recommend increasing performance on the following:*
      - Both on the local level and in Missouri overall:
        - Number of facilities
        - Variety of facilities
      - In local areas:
        - Variety of activities
  - **Action Standard 18.3.3** (AS18.3)
    - *Recommend deemphasizing the following:*
      - Both on the local level and in Missouri overall:
        - Professionalism of outdoor recreation employees
        - Cleanliness of facilities
        - Travel time and congestion to facilities
      - In Missouri overall:
        - Accessibility of activity information
      - In local areas:
        - Safety of facilities
  - **Action Standard 18.3.4** (AS18.4)
    - *Recommend taking action as well as deemphasizing the following:*
      - Both on the local level and in Missouri overall:
        - Interactions with outdoor recreation activity users and groups
        - Pet/dog accommodations at facilities
        - Community participation in local outdoor recreation activities
        - Availability of organized/supervised outdoor recreation programs
        - Quality of organizes/supervised outdoor recreation programs
      - In local areas:
        - Accessibility of activity information

Research Question 20: *Are there any crucial issues regarding outdoor recreation in Missouri among Missouri residents?*

✓ *Recommend taking action on the following:*

- **Action Standard 20.1** (AS20.1)
    - Funding
    - Upkeep
    - More locations/availability

Research Question 21: *Are there any suggestions from Missouri residents on how to improve outdoor recreation in Missouri?*

✓ *Recommend taking action on the following:*

- **Action Standard 21.1** (AS21.1)
    - Upkeep
    - Safety/security

Appendix A – Questionnaires

On-Site Screener

Introduction

Hello, my name is (INTERVIEWER NAME) and I'm with Pragmatic Research/Synergy Group, Inc. calling on behalf of Missouri State Parks. In order to plan and improve outdoor recreation in Missouri, we're conducting a brief, 10 - 15 min telephone survey among Missouri residents. All participation is appreciated, your answers will be combined and submitted as a whole and therefore your individual identity and any answers you give will remain anonymous. May I please speak with the male or female head of the household over the age of 21?

- ❍ Yes (CONTINUE IF ON THE LINE, OTHERWISE REPEAT INTRO)
- ❍ No (THANK AND TERMINATE)
- ❍ Unavailable (SCHEDULE CALLBACK)

Do you have 10-15 minutes to go through the questionnaire?

- ❍ Yes
- ❍ No (SCHEDULE CALLBACK
- ❍ REFUSED (THANK AND TERMINATE)

Screener

S1. Respondent Gender (DO NOT READ LIST UNLESS NECESSARY TO DETERMINE GENDER)

- ❍ Male
- ❍ Female

S2. Are you currently a Missouri resident?

- ❍ Yes
- ❍ No (Terminate)

S4. What is your marital status? Are you…. (READ LIST. SELECT ONE)

- ❍ Single
- ❍ Married
- ❍ Divorced
- ❍ Other

S5. What is your age? Are you… (READ LIST. SELECT ONE)

- ❍ 21 – 24
- ❍ 25 – 34
- ❍ 35 – 44
- ❍ 45 – 54
- ❍ 55 – 64
- ❍ Over 65
- ❍ Refused (DO NOT READ)

S6. What was your household income during the past year? (READ LIST. SELECT ONE)

- ❍ Less than $20,000
- ❍ $20,000 - $34,999
- ❍ $35,000 - $49,999
- ❍ $50,000 - $74,000
- ❍ $75,000 - $99,999
- ❍ $100,000 or more
- ❍ Refused (DO NOT READ)

S7. What is your highest completed level of education? (READ LIST. SELECT ONE)

- ❍ Less than High School
- ❍ High School Graduate or equivalent
- ❍ Some College
- ❍ 2 year/associates Degree
- ❍ 4 year undergraduate degree
- ❍ Graduate degree
- ❍ Ph.D./M.D.
- ❍ Refused (DO NOT READ)

S8. Which of the following best describes your ethnicity? (READ LIST. SELECT ONE)

- ❍ White/Caucasian
- ❍ Black/African American
- ❍ Hispanic
- ❍ Asian
- ❍ Other (DO NOT READ)
- ❍ Refused (DO NOT READ)

S9. Which of the following best describes your employment status?

- ❍ Employed part time
- ❍ Employed full time
- ❍ Student and employed
- ❍ Student and not employed
- ❍ Homemaker
- ❍ Retired
- ❍ Unemployed
- ❍ Refused (DO NOT READ)

S10. How many people in the following age groups live in your household?

Category	Number
Children < 5:	_____
Children 6 – 12:	_____
Children 13 – 18:	_____
Adults 19 – 34:	_____
Adults 35 – 54:	_____
Adults 55 and older:	_____

S11. Do you own any of the following types of pets? (SELECT ALL THAT APPLY)

- ❑ Horses
- ❑ Dogs

S12. What is your Zip code?

Zip Code: _____

S13. Using a scale from 1 to 5, where 1 is **not at all familiar** and 5 is **very familiar**, how familiar are you with outdoor recreation in your area? **Outdoor recreation includes Public parks, recreation areas, trails, playgrounds, lakes, outdoor sports facilities, etc.**

Not at all Familiar				**Very Familiar**
1	2	3	4	5

S14. When was the last time you participated in any outdoor recreation activity in Missouri? Have you participated in any outdoor recreation activities within the past… (READ LIST. SELECT ONE)

- ❍ Week
- ❍ Month
- ❍ 3 months
- ❍ 6 months
- ❍ Year
- ❍ More than a year/Don't Know/Refused

S15. (IF **S14 = 6** ASK **S15** THEN TERMINATE) Why haven't you visited any public parks, recreation areas, or facilities in Missouri in the past year? (SELECT ALL THAT APPLY)

- ❑ Age concerns
- ❑ Health concerns
- ❑ Disability
- ❑ Lack of interest
- ❑ Not enough time
- ❑ Cost / economic concerns
- ❑ Prefer indoor activities, e.g. TV, movies, and video games
- ❑ Lack of transportation
- ❑ Safety concerns
- ❑ Other
- ❑ Don't Know
- ❑ Don't know where any are located

Mail-Back Questionnaire

Thinking about your household's outdoor recreation activities **during the week** (i.e. Monday through Thursday)…

Q1. During the past year, how far did you usually travel to participate in recreation activities **during the week** (i.e. Monday through Thursday)? (READ LIST. SELECT ONE)

- ❍ 0 – 4 miles
- ❍ 5 – 9 miles
- ❍ 10 – 19 miles
- ❍ 20 – 49 miles
- ❍ 50 – 99 miles
- ❍ 100 miles or more
- ❍ Don't Know / Refused (DO NOT READ)

Q2. How many hours does your household participate in outdoor recreation **during the week** (i.e. Monday through Thursday)? (READ LIST. SELECT ONE)

- ❍ Less than 30 minutes
- ❍ 30 minutes to 1 hour
- ❍ 1 – 2 hours
- ❍ 3 – 4 hours
- ❍ 5 – 8 hours
- ❍ 9 – 12 hours
- ❍ 13 - 16 hours
- ❍ More than 16 hours
- ❍ Don't Know / Refused

Now, thinking about your household's outdoor recreation activities **during the weekend** (i.e. Friday through Sunday)…

Q3. During the past year, how far did you usually travel to participate in recreation activities **during the weekend** (Friday through Sunday)? (READ LIST. SELECT ONE)

- ❍ 0 – 4 miles
- ❍ 5 – 9 miles
- ❍ 10 – 19 miles
- ❍ 20 – 49 miles
- ❍ 50 – 99 miles
- ❍ 100 miles or more
- ❍ Don't Know / Refused (DO NOT READ)

Q4. How many hours does your household participate in outdoor recreation **during the weekend** (i.e. Friday through Sunday)? (READ LIST. SELECT ONE)

- ❍ Less than 30 minutes
- ❍ 30 minutes to 1 hour
- ❍ 1 – 2 hours
- ❍ 3 – 4 hours
- ❍ 5 – 8 hours
- ❍ 9 – 12 hours
- ❍ 13 - 16 hours
- ❍ More than 16 hours
- ❍ Don't Know / Refused

ASK Q5 AND Q6 FOR ALL ACTIVITIES

Q5. How often does your household participate in [INSERT ACTIVITY]? Daily, at least 4- 5 times per week, 2 – 3 times per week, weekly, 2 – 3 times per month, monthly, every 2 - 3 months, every 4 – 6 months, or less than once every 6 months?

Activity	Daily	4-5x per Week	2-3x per Week	Weekly	2-3x per Month	Monthly	Every 2-3 Month	Every 4-6 Months	< 1x per 6 Months	Never
Wildlife observation/ birding	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Atv/off road riding	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Backpacking	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Baseball	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Bicycling (road)	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Boating, sailing, canoeing & kayaking	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Camping in a campground	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Dog walking										
Driving for sightseeing	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Family Gatherings	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Fishing	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Football	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Frisbee/Disk golf	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Gardening	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Golf	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Hiking	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Horseback riding	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Hunting	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Kickball	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Mountain Biking	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Outdoor Basketball	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Outdoor swimming	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Picnicking	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Playgrounds	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Rock climbing	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Running / jogging	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍

Skateboarding	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Skiing, other water sports	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Soccer	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Softball	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Target shooting	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Tennis, racquetball, handball	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Volleyball	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Walking	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Wildlife / outdoor photography	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Winter sports	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍

Q6. And based on your household's activity level do see your household's participation in [INSERT ACTIVITY] increasing, decreasing, or staying the same over the next five years? For each of the following **activities**, would you say you expect usage to decrease a lot, decrease, decrease a little, not change, increase a little, increase, or increase a lot?

Activity	Decrease a Lot	Decrease	Decrease a Little	No Change	Increase a Little	Increase	Increase a Lot
Wildlife observation/ birding	❍	❍	❍	❍	❍	❍	❍
Atv/off road riding	❍	❍	❍	❍	❍	❍	❍
Backpacking	❍	❍	❍	❍	❍	❍	❍
Baseball	❍	❍	❍	❍	❍	❍	❍
Bicycling (road)	❍	❍	❍	❍	❍	❍	❍
Boating, sailing, canoeing & kayaking	❍	❍	❍	❍	❍	❍	❍
Camping in a campground	❍	❍	❍	❍	❍	❍	❍
Dog walking							
Driving for sightseeing	❍	❍	❍	❍	❍	❍	❍
Family Gatherings	❍	❍	❍	❍	❍	❍	❍
Fishing	❍	❍	❍	❍	❍	❍	❍
Football	❍	❍	❍	❍	❍	❍	❍
Frisbee/Disk golf	❍	❍	❍	❍	❍	❍	❍
Gardening	❍	❍	❍	❍	❍	❍	❍
Golf	❍	❍	❍	❍	❍	❍	❍
Hiking	❍	❍	❍	❍	❍	❍	❍
Horseback riding	❍	❍	❍	❍	❍	❍	❍
Hunting	❍	❍	❍	❍	❍	❍	❍
Kickball	❍	❍	❍	❍	❍	❍	❍

Mountain Biking	❍	❍	❍	❍	❍	❍	❍
Outdoor Basketball	❍	❍	❍	❍	❍	❍	❍
Outdoor swimming	❍	❍	❍	❍	❍	❍	❍
Picnicking	❍	❍	❍	❍	❍	❍	❍
Playgrounds	❍	❍	❍	❍	❍	❍	❍
Rock climbing	❍	❍	❍	❍	❍	❍	❍
Running / jogging	❍	❍	❍	❍	❍	❍	❍
Skateboarding	❍	❍	❍	❍	❍	❍	❍
Skiing, other water sports	❍	❍	❍	❍	❍	❍	❍
Soccer	❍	❍	❍	❍	❍	❍	❍
Softball	❍	❍	❍	❍	❍	❍	❍
Target shooting	❍	❍	❍	❍	❍	❍	❍
Tennis, racquetball, handball	❍	❍	❍	❍	❍	❍	❍
Volleyball	❍	❍	❍	❍	❍	❍	❍
Walking (no dog)	❍	❍	❍	❍	❍	❍	❍
Wildlife / outdoor photography	❍	❍	❍	❍	❍	❍	❍
Winter sports	❍	❍	❍	❍	❍	❍	❍

Q7. Have you or any member of your household participated in any other **outdoor** recreation **activities** in your local area in the past year? (RECORD VERBATIM.)

Q8. Using a scale from 1 to 5, where 1 is **not at all satisfied** and 5 is **very satisfied**, how satisfied are you with outdoor recreation **activities** in Missouri **overall**?

Not at all Satisfied				**Very Satisfied**
1	2	3	4	5

Q9. Using a scale from 1 to 5, where 1 is **not at all satisfied** and 5 is **very satisfied**, how satisfied are you with outdoor recreation **activities** in **your local area**?

Not at all Satisfied				**Very Satisfied**
1	2	3	4	5

10. Using a scale from 1 to 5, where 1 is **not at all satisfied** and 5 is **very satisfied**, how satisfied are you with the following aspects of outdoor recreation **activities** in Missouri?

Attribute	**Not at all Satisfied**				**Very Satisfied**
Quality of local outdoor recreation activities	1	2	3	4	5
Availability of local outdoor recreation activities	1	2	3	4	5
Accessibility of activity information	1	2	3	4	5

Variety of local outdoor recreation activities	1	2	3	4	5
Community participation in local outdoor recreation activities	1	2	3	4	5
Interactions with other outdoor recreation users and groups	1	2	3	4	5
Quality of organized / supervised recreation programs	1	2	3	4	5
Availability of organized / supervised recreation programs	1	2	3	4	5

Q11. (IF **Q10.2** < 5 OR **Q10.4** < 5) What **outdoor** recreation **activities** would you like to see more of in your local area? (RECORD VERBATIM. PROBE)

Q12. Based on your household's lifestyle, do you see your household's **overall** outdoor recreation usage increasing, decreasing, or staying the same over the next five years?

Decrease a lot	Decrease	Decrease a little	No change	Increase a little	Increase	Increase a lot
❍	❍	❍	❍	❍	❍	❍

ASK Q13 –Q15 FOR ALL FACILITIES (WHEN APPLICABLE)

Have you or any member of your household used any of the following types of outdoor recreation **facilities** at least once in the past year, assuming they are available?

Q13. How often do you or a member of your household use [INSERT FACILITY]? Would you say daily, 2 – 5x per week, weekly, 2 – 3x per month, monthly, every 2 – 3 months, 1x per 6 months, < 1x per year/Never, or is [INSERT FACILITY] not available in your local area?

Facility	Daily	2-5x per Week	Weekly	2-3x per Month	Monthly	Every 2-3 Months	1x per 6 Months	< 1x per Year/ Never	Not Available	Don't Know
Atv/orv riding areas	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Baseball / softball fields	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Boating and water sports access sites	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Camping sites	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Dog Parks	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Fishing sites	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Football fields	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Frisbee golf courses	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Gardens	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Golf courses	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Historic / education	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍

sites										
Hunting sites	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Lakes	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Local parks	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Multi-use fields	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
National or state forests	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
National parks or monuments	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Nature parks/areas	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Outdoor aquatic complexes	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Outdoor basketball courts	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Outdoor swimming pools	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Picnic areas	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Playgrounds	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Rivers	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Skate parks	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Soccer fields	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Sports complexes	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
State parks	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Target shooting sites	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Tennis courts	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Trails	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Volleyball courts	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Walkable streets or sidewalks in my neighborhood	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍
Wildlife areas	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍

Q14. (IF **Q13** > 1x per year/Never) And how would you rate the supply of [INSERT FACILITY] in your area? Would you say there are way too many, too many, slightly too many, slightly too few, too few, way too few, or just about the right number of [INSERT FACILITY]?

Facility	Way too Few	Too Few	Slightly too Few	About Right	Slightly too Many	Too many	Way too many

Atv/orv riding areas	❍	❍	❍	❍	❍	❍	❍
Baseball / softball fields	❍	❍	❍	❍	❍	❍	❍
Boating and water sports access sites	❍	❍	❍	❍	❍	❍	❍
Camping sites	❍	❍	❍	❍	❍	❍	❍
Dog Parks	❍	❍	❍	❍	❍	❍	❍
Fishing sites	❍	❍	❍	❍	❍	❍	❍
Football fields	❍	❍	❍	❍	❍	❍	❍
Frisbee golf courses	❍	❍	❍	❍	❍	❍	❍
Gardens	❍	❍	❍	❍	❍	❍	❍
Golf courses	❍	❍	❍	❍	❍	❍	❍
Historic / education sites	❍	❍	❍	❍	❍	❍	❍
Hunting sites	❍	❍	❍	❍	❍	❍	❍
Lakes	❍	❍	❍	❍	❍	❍	❍
Local parks	❍	❍	❍	❍	❍	❍	❍
Multi-use fields	❍	❍	❍	❍	❍	❍	❍
National or state forests	❍	❍	❍	❍	❍	❍	❍
National parks or monuments	❍	❍	❍	❍	❍	❍	❍
Nature parks/areas	❍	❍	❍	❍	❍	❍	❍
Outdoor aquatic complexes	❍	❍	❍	❍	❍	❍	❍
Outdoor basketball courts	❍	❍	❍	❍	❍	❍	❍
Outdoor swimming pools	❍	❍	❍	❍	❍	❍	❍
Picnic areas	❍	❍	❍	❍	❍	❍	❍
Playgrounds	❍	❍	❍	❍	❍	❍	❍
Rivers	❍	❍	❍	❍	❍	❍	❍
Skate parks	❍	❍	❍	❍	❍	❍	❍
Soccer fields	❍	❍	❍	❍	❍	❍	❍
Sports complexes	❍	❍	❍	❍	❍	❍	❍
State parks	❍	❍	❍	❍	❍	❍	❍
Target shooting sites	❍	❍	❍	❍	❍	❍	❍
Tennis courts	❍	❍	❍	❍	❍	❍	❍
Trails	❍	❍	❍	❍	❍	❍	❍
Volleyball courts	❍	❍	❍	❍	❍	❍	❍
Walkable streets or sidewalks in my neighborhood	❍	❍	❍	❍	❍	❍	❍
Wildlife areas	❍	❍	❍	❍	❍	❍	❍

Q15. (IF **Q13** = Not available) And now using a 1 to 5 scale, where 1 is **not at all likely** and 5 is **very likely**, and assuming [INSERT FACILITY] were available in your area, how likely would you or a member or your household be to use [INSERT FACILITY]?

Facility	Not at all Likely				Very Likely
Atv/orv riding areas	1	2	3	4	5
Baseball / softball fields	1	2	3	4	5
Boating and water sports access sites	1	2	3	4	5
Camping sites	1	2	3	4	5
Dog Parks	1	2	3	4	5
Fishing sites	1	2	3	4	5
Football fields	1	2	3	4	5
Frisbee golf courses	1	2	3	4	5
Gardens	1	2	3	4	5
Golf courses	1	2	3	4	5
Historic / education sites	1	2	3	4	5
Hunting sites	1	2	3	4	5
Lakes	1	2	3	4	5
Local parks	1	2	3	4	5
Multi-use fields	1	2	3	4	5
National or state forests	1	2	3	4	5
National parks or monuments	1	2	3	4	5
Nature parks/areas	1	2	3	4	5
Outdoor aquatic complexes	1	2	3	4	5
Outdoor basketball courts	1	2	3	4	5
Outdoor swimming pools	1	2	3	4	5
Picnic areas	1	2	3	4	5
Playgrounds	1	2	3	4	5
Rivers	1	2	3	4	5
Skate parks	1	2	3	4	5
Soccer fields	1	2	3	4	5
Sports complexes	1	2	3	4	5
State parks	1	2	3	4	5
Target shooting sites	1	2	3	4	5
Tennis courts	1	2	3	4	5
Trails	1	2	3	4	5
Volleyball courts	1	2	3	4	5
Walkable streets or sidewalks in my neighborhood	1	2	3	4	5
Wildlife areas	1	2	3	4	5

Q16. Have you or any member of your household visited any other **outdoor** recreation **facilities** in your local area in the past year? (RECORD VERBATIM.)

Q17. How close is your residence to an outdoor recreation **facility such as a park, playground or trail**? (READ LIST. SELECT ONE)

- ❍ Less than 1 mile
- ❍ 1 – 2 miles
- ❍ 3 – 4 miles
- ❍ 5 – 6 miles
- ❍ 7 – 8 miles
- ❍ 9 – 10 miles
- ❍ More than 10 miles
- ❍ Don't know (DO NOT READ)

Q18. What type of **facility** is it? (DO NOT READ LIST UNLESS YOU NEED TO CLARIFY. SELECT ONE)

❑	**Atv/orv riding area**	❑	**Nature park/area**
❑	**Baseball / softball fields**	❑	**Outdoor aquatic complex**
❑	**Boating and water sports access sites**	❑	**Outdoor basketball court**
❑	**Camping sites**	❑	**Outdoor swimming pool**
❑	**Dog Park**	❑	**Picnic area**
❑	**Fishing site**	❑	**Playgrounds**
❑	**Football field**	❑	**River**
❑	**Frisbee golf course**	❑	**Skate parks**
❑	**Garden**	❑	**Soccer fields**
❑	**Golf course**	❑	**Sports complex**
❑	**Historic / education site**	❑	**State park**
❑	**Hunting site**	❑	**Target shooting site**
❑	**Lake**	❑	**Tennis court**
❑	**Local park**	❑	**Trail**
❑	**Multi-use field**	❑	**Volleyball court**
❑	**National or state forest**	❑	**Walkable street or sidewalk in my neighborhood**
❑	**National parks or monument**	❑	**Wildlife area**

Q19. Using a scale from 1 to 5, where 1 is **not at all satisfied** and 5 is **very satisfied**, how satisfied are you with outdoor recreation **facilities** in Missouri **overall**?

Not at all Satisfied				**Very Satisfied**
1	2	3	4	5

Q20. Using a scale from 1 to 5, where 1 is **not at all satisfied** and 5 is **very satisfied**, how satisfied are you with outdoor recreation **facilities** in **your local area**?

Not at all Satisfied				**Very Satisfied**
1	2	3	4	5

Q21. Using a scale from 1 to 5, where 1 is **not at all satisfied** and 5 is **very satisfied**, how satisfied are you with the following aspects of local outdoor recreation **facilities** in Missouri?

Attribute	Not at all Satisfied				Very Satisfied
Number of facilities	1	2	3	4	5
Quality of facilities	1	2	3	4	5
Availability of facilities	1	2	3	4	5
Variety of facilities	1	2	3	4	5
Safety of facilities	1	2	3	4	5
Cleanliness of facilities	1	2	3	4	5
Distance to facilities	1	2	3	4	5
Travel time and congestion to facilities	1	2	3	4	5
Pet / dog accommodations at facilities	1	2	3	4	5
Professionalism of outdoor recreation employees	1	2	3	4	5

Q22. (IF **Q21.1** < 5 OR **Q21.3** < 5 OR **Q21.4** < 5) What **outdoor** recreation **facilities** would you like to see more of in your local area? (RECORD VERBATIM. PROBE)

Q23a. Please tell me how strongly you agree or disagree with the following statements regarding outdoor recreation in Missouri. For each of the following statements, would you say you strongly agree, agree, slightly agree, neither agree nor disagree, slightly disagree, disagree, or strongly disagree?

Statement	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
Missouri is [not] known as the trail state [R]	❍	❍	❍	❍	❍	❍	❍
Missouri is [not] well known for its outdoor recreation activities [R]	❍	❍	❍	❍	❍	❍	❍
Outdoor recreation is [not] important to me [R]	❍	❍	❍	❍	❍	❍	❍
Funding outdoor recreation in Missouri is a high priority	❍	❍	❍	❍	❍	❍	❍
Outdoor recreation benefits Missouri residents	❍	❍	❍	❍	❍	❍	❍

Q23b. (IF S10.1 > 0 OR S10.2 > 0 OR S10.3 > 0 ASK Q23b.1 AND Q23b.2)

Statement	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
My children [do not] participate in enough outdoor recreation activities [R]	❍	❍	❍	❍	❍	❍	❍
The outdoor recreation facilities in my local area [do not] satisfy my children's activity needs [R]	❍	❍	❍	❍	❍	❍	❍

Q24. What do you perceive as the biggest issue(s) regarding outdoor recreation in Missouri? (RECORD VERBATIM. PROBE.)

Q25. Please provide any comments or suggestions that you think would improve outdoor recreation in Missouri. (RECORD VERBATIM. PROBE.)

That was the last question. Thank you for your time.
(THANK AND TERMINATE)