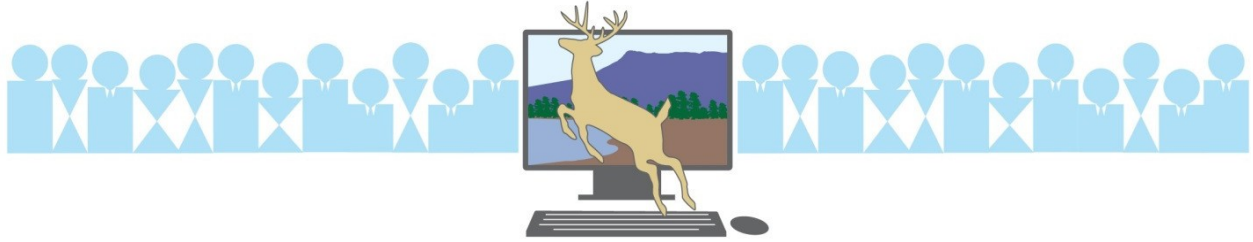


# Responsive Management™



## Appendix C

### IOWA RESIDENTS' PARTICIPATION IN AND OPINIONS ON OUTDOOR RECREATION

Conducted for the Iowa Department of Natural Resources

by Responsive Management

2018

# **IOWA RESIDENTS' PARTICIPATION IN AND OPINIONS ON OUTDOOR RECREATION**

**2018**

## **Responsive Management National Office**

Mark Damian Duda, Executive Director  
Martin Jones, Senior Research Associate  
Tom Beppler, Senior Research Associate  
Steven J. Bissell, Ph.D., Qualitative Research Associate  
Amanda Center, Research Associate  
Andrea Criscione, Senior Research Associate  
Patrick Doherty, Research Associate  
Gregory L. Hughes, P.E., Research Associate  
Alison Lanier, Business Manager

130 Franklin Street  
Harrisonburg, VA 22801  
540/432-1888  
E-mail: [mark@responsivemanagement.com](mailto:mark@responsivemanagement.com)  
[www.responsivemanagement.com](http://www.responsivemanagement.com)

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## **EXECUTIVE SUMMARY**

### **INTRODUCTION AND METHODOLOGY**

This study, conducted for the Iowa Department of Natural Resources (DNR), assessed Iowa residents' participation in and opinions on outdoor recreation in Iowa. This project was part of the data gathering effort in support of the State Comprehensive Outdoor Recreation Plan (SCORP). This study follows previous SCORP surveys completed by Responsive Management for Iowa in 2006 and 2012. The study entailed a scientific telephone survey of randomly selected Iowa residents.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among Iowa residents (both landlines and cell phones were called in their proper proportions). Additionally, telephone surveys have better representation of the sample than do surveys that are read by the respondent (i.e., mail and Internet surveys) because the latter systematically exclude those who are not literate enough to complete the survey or who would be intimidated by having to complete a written survey—by an estimate of the U.S. Department of Education's National Institute of Literacy (2016), up to 43% of the general population read no higher than a "basic level," suggesting that they might be reticent to complete a survey that they have to read to themselves.

Responsive Management cooperatively developed the telephone survey questionnaire with the DNR, based on the previous SCORP surveys as well as input on new questions from the DNR. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey. The sample of Iowa residents was obtained from Survey Sampling International, a firm that specializes in providing scientifically valid samples for survey research. The sample included both landlines and cell phones to be fully representative of all Iowans.

Telephone surveying times are Monday through Friday noon to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The software used for data collection was Questionnaire Programming Language. Responsive Management obtained a total of 1,011 completed interviews. The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management. The results were slightly

weighted to exactly match the demographic characteristics of residents in each region so that the sample was representative of Iowa residents within each region, and then the data were weighted by region to be fully representative of the state as a whole.

## **PARTICIPATION AND INTEREST IN OUTDOOR ACTIVITIES**

- The following pages contain the tabulation of participation (in the past 2 years) and interest in activities (in the next 2 years), the percent of latent demand (the difference between actual participation and interest), and the days of participation in each activity within the past 1 year. To summarize the major results:
- The highest rates of participation (in the past 2 years) are in walking (86%), picnicking, BBQing, or cooking out (83%), driving for pleasure (54%), boating (45%), family-oriented activities (43%), fishing (41%), camping (41%), swimming (41%), and hiking (40%)—all at 40% or higher.
  - The most interest (in the next 2 years) is expressed for family-oriented activities (72% are very interested in this in the following 2 years), walking (67%), driving for pleasure (50%), camping (45%), fishing (42%), and hiking (40%)—all at 40% or higher.
  - The activities with the highest mean days of participation (in the past 1 year) *among participants* are walking (115.0 days per participant), jogging/running (64.3 days), birding (59.7 days), driving for pleasure (58.7 days), ATVing (51.8 days), and adult basketball pickup games (51.2 days).
  - The activities that have the highest mean days of participation *among all residents* is also included in the table.

	Estimated Number of Participants in Iowa in the Past 2 Years	Current Participation Rate in Past 2 Years	Percent Very Interested in Next 2 Years	Latent Demand	Mean Number of Days Participated in Past 12 Months (Among Participants)	Mean Number of Days Participated in Past 12 Months (Among All Iowans)
ATVing	409,266	17	19	2	51.8	8.6
Baseball	361,117	15	na	na	na	na
Baseball as adult	48,149	2	4	2	na	na
Baseball, adult, pickup games	na	na	na	na	12.1	0.1
Baseball, adult league	na	na	na	na	7.4	0.1
Baseball, children	288,893	12	16	4	30.9	3.6
Basketball	385,191	16	na	na	na	na
Basketball as adult	144,447	6	8	2	na	na
Basketball, adult, pickup games	na	na	na	na	51.2	2.2
Basketball, adult league	na	na	na	na	41.3	0.6
Basketball, children	264,819	11	17	6	39.2	4.0
Bicycling: mountain biking	337,042	14	16	2	19.2	2.6
Bicycling: other bicycling activities	698,159	29	30	1	40.9	11.6
Birding	361,117	15	18	3	59.7	8.8
Boating	1,083,350	45	27	na	14.6	3.7
Boating: canoeing or kayaking	337,042	14	16	2	11.7	1.6
Boating: motorboating other than jet ski	529,638	22	21	na	11.6	2.5
Boating: personal watercraft or jet skis	240,744	10	12	2	10.5	1.0
Camping	987,052	41	45	4	14.6	4.9
Camping: camper cabin	96,298	4	6	2	4.4	0.2
Camping: modern cabin	120,372	5	10	5	7.8	0.4
Camping in a tent	505,563	21	26	5	7.5	1.6
Camping in an RV, etc.	481,489	20	21	1	15.7	3.1
Driving for pleasure	1,300,020	54	50	na	58.7	31.0
Family-oriented outdoor activities	1,035,201	43	72	29	28.5	11.9
Fishing	987,052	41	42	1	28.2	9.7
Fishing from a boat	457,414	19	18	na	15.6	2.8
Fishing from the shore of any lake, pond, river, or stream	625,935	26	26	na	21.0	5.5
Fishing: lake fishing (not including pond)	650,010	27	27	na	19.7	5.2
Fishing: pond fishing (not including lake)	529,638	22	22	na	13.9	3.0
Fishing: stream or river fishing other than trout	409,266	17	18	1	21.9	3.7
Fishing: trout stream fishing	144,447	6	8	2	26.3	1.5
Golf	577,787	24	21	na	20.7	4.9
Hiking	962,978	40	40	na	24.3	9.6
Horseback riding	264,819	11	19	8	14.6	1.5
Hunting	433,340	18	20	2	22.7	3.9
Jogging or running	914,829	38	31	na	64.3	23.3
Natural resource or environmental education program	312,968	13	21	8	4.6	0.6

	Estimated Number of Participants in Iowa in the Past 2 Years	Current Participation Rate in Past 2 Years	Percent Very Interested in Next 2 Years	Latent Demand	Mean Number of Days Participated in Past 12 Months (Among Participants)	Mean Number of Days Participated in Past 12 Months (Among All Iowans)
Outdoor or wildlife photography	529,638	22	23	1	28.7	6.0
Picnicking, BBQing, or cooking out	1,998,179	83	na	na	26.8	22.2
Point-to-point water trail recreation	505,563	21	29	8	14.1	2.9
Snowmobiling	120,372	5	9	4	8.1	0.4
Soccer	312,968	13	na	na	na	na
Soccer as adult	48,149	2	5	3	na	na
Soccer, adult, pickup games	na	na	na	na	20.4	0.2
Soccer, adult league	na	na	na	na	20.9	0.2
Soccer, children	264,819	11	15	4	24.3	2.5
Softball	312,968	13	na	na	na	na
Softball as adult	144,447	6	11	5	na	na
Softball, adult, pickup games	na	na	na	na	10.8	0.2
Softball, adult league	na	na	na	na	13.3	0.5
Softball, children	192,596	8	12	4	33.9	2.4
Swimming	842,605	41	35	na	29.4	10.0
Swimming in natural waters	674,084	28	27	na	16.8	4.6
Swimming in public outdoor pools	746,308	31	28	na	18.9	5.8
Taking a trip to view wildlife	529,638	22	26	4	23.2	5.0
Target shooting with a bow and arrow	312,968	13	16	3	21.3	2.9
Target shooting with a gun	674,084	27	28	1	21.4	4.6
Target shooting with a handgun	481,489	20	20	na	22.4	4.4
Target shooting with a rifle	481,489	20	21	1	22.9	4.6
Tennis	144,447	6	na	na	na	na
Tennis as adult	120,372	5	11	6	na	na
Tennis, adult, pickup matches	na	na	na	na	10.5	0.4
Tennis, adult league	na	na	na	na	13.8	0.1
Tennis, children	24,074	1	7	6	16.9	0.2
Using off-leash dog areas or dog parks	433,340	18	21	3	35.4	6.3
Using a skate park	192,596	8	na	na	na	na
Using skate park as adult	72,223	3	4	1	8.3	0.3
Using skate park, children	144,447	6	13	7	18.7	1.1
Using trails for physical fitness	842,605	35	35	na	46.3	15.6
Walking	2,070,402	86	67	na	115.0	98.5

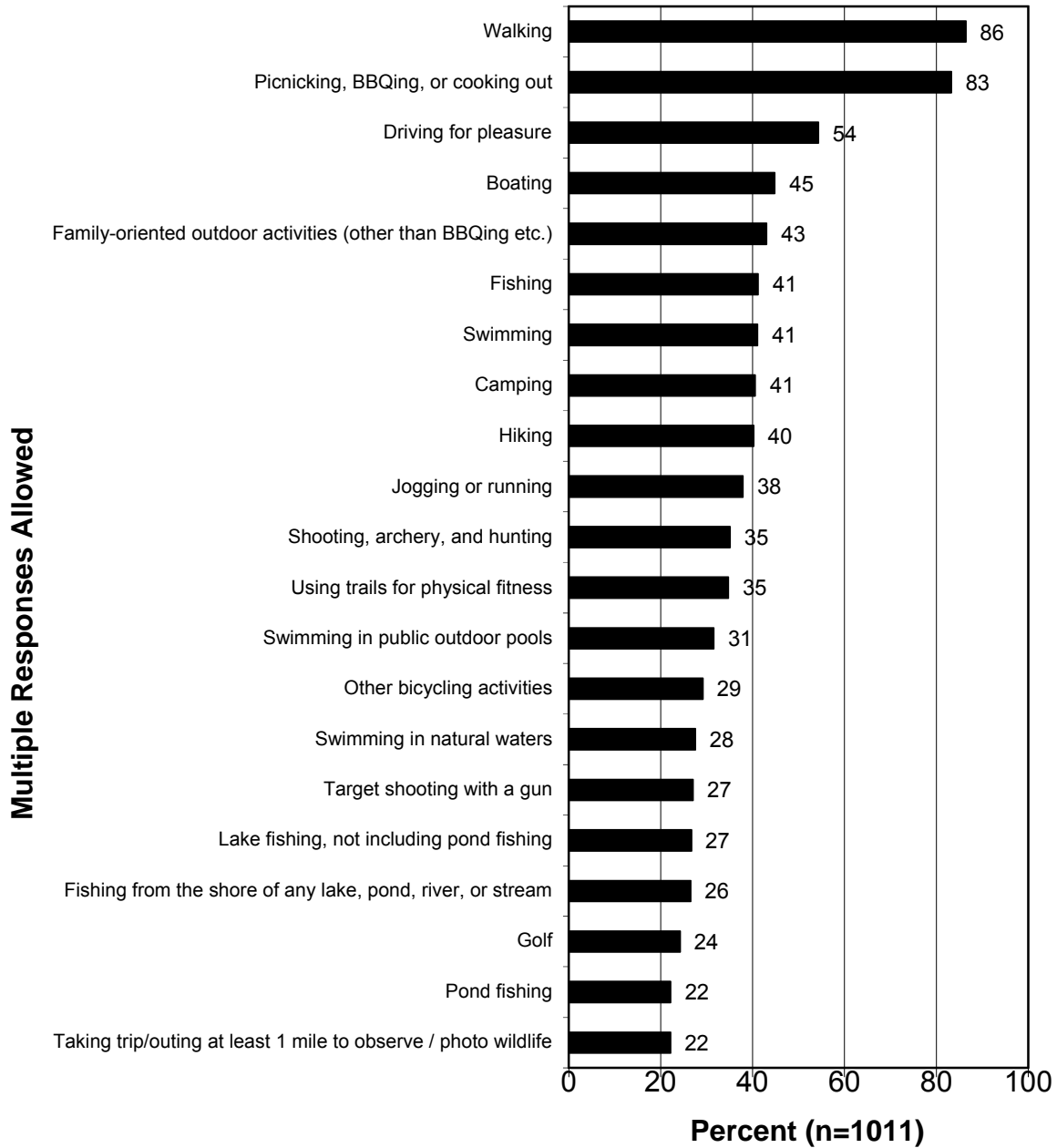
Overall participation for baseball, basketball, soccer, softball, and tennis is for either any adult participation or if youth played in a league. Follow-up questions then determined adult participation and youth participation in leagues separately. Participation for using a skate park is for either adult use or for accompanying or dropping off a youth; follow-up questions then separated adult use from youth use.

The very interested questions for adult baseball, basketball, soccer, softball, and tennis asked only about adult participation as a whole (not separated into pickup games/matches and adult leagues). The very interested questions in the survey inadvertently omitted “picnicking, BBQing, or cooking out.”

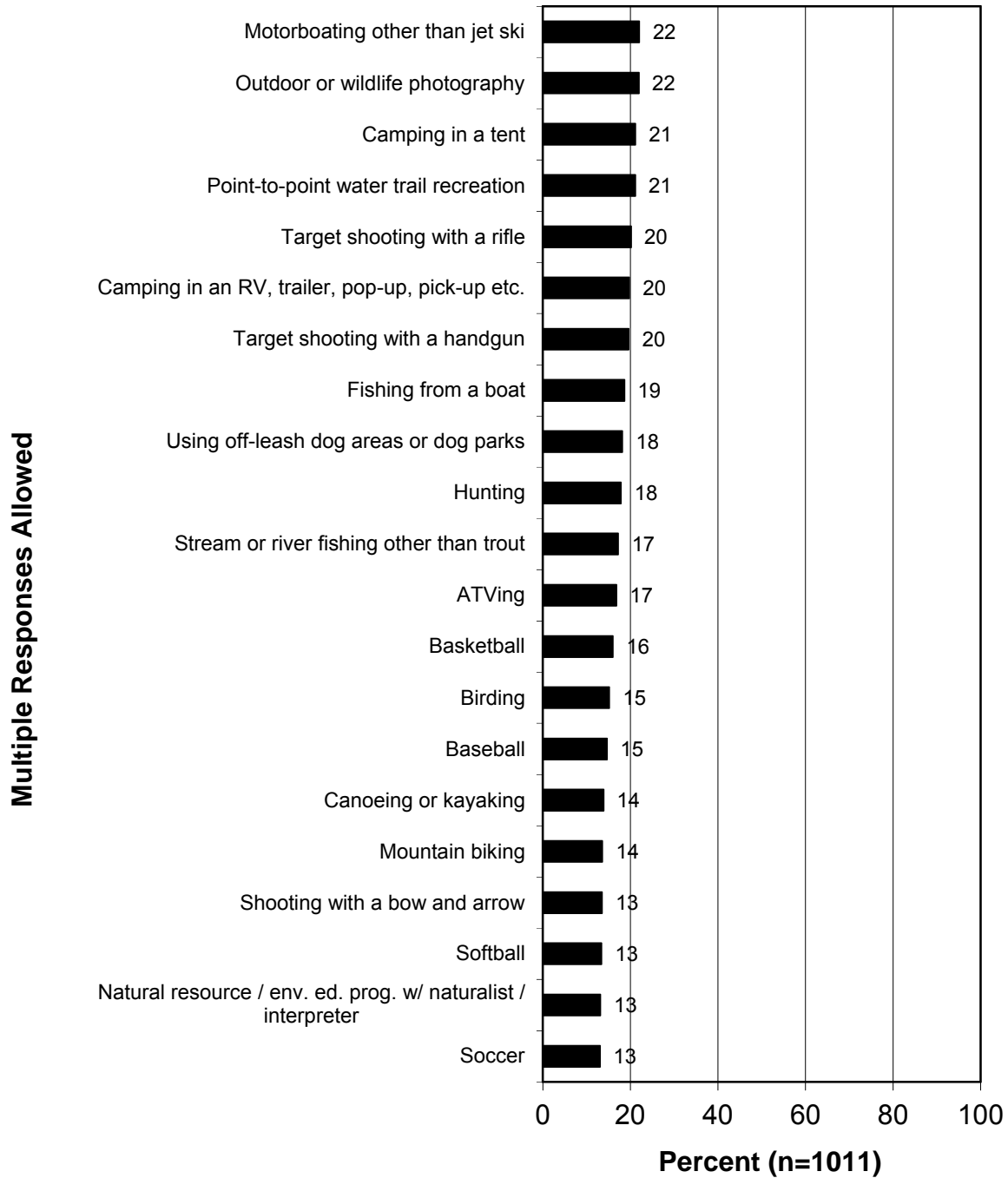


- The participation rates for all of the activities are shown graphically for the reader's convenience.

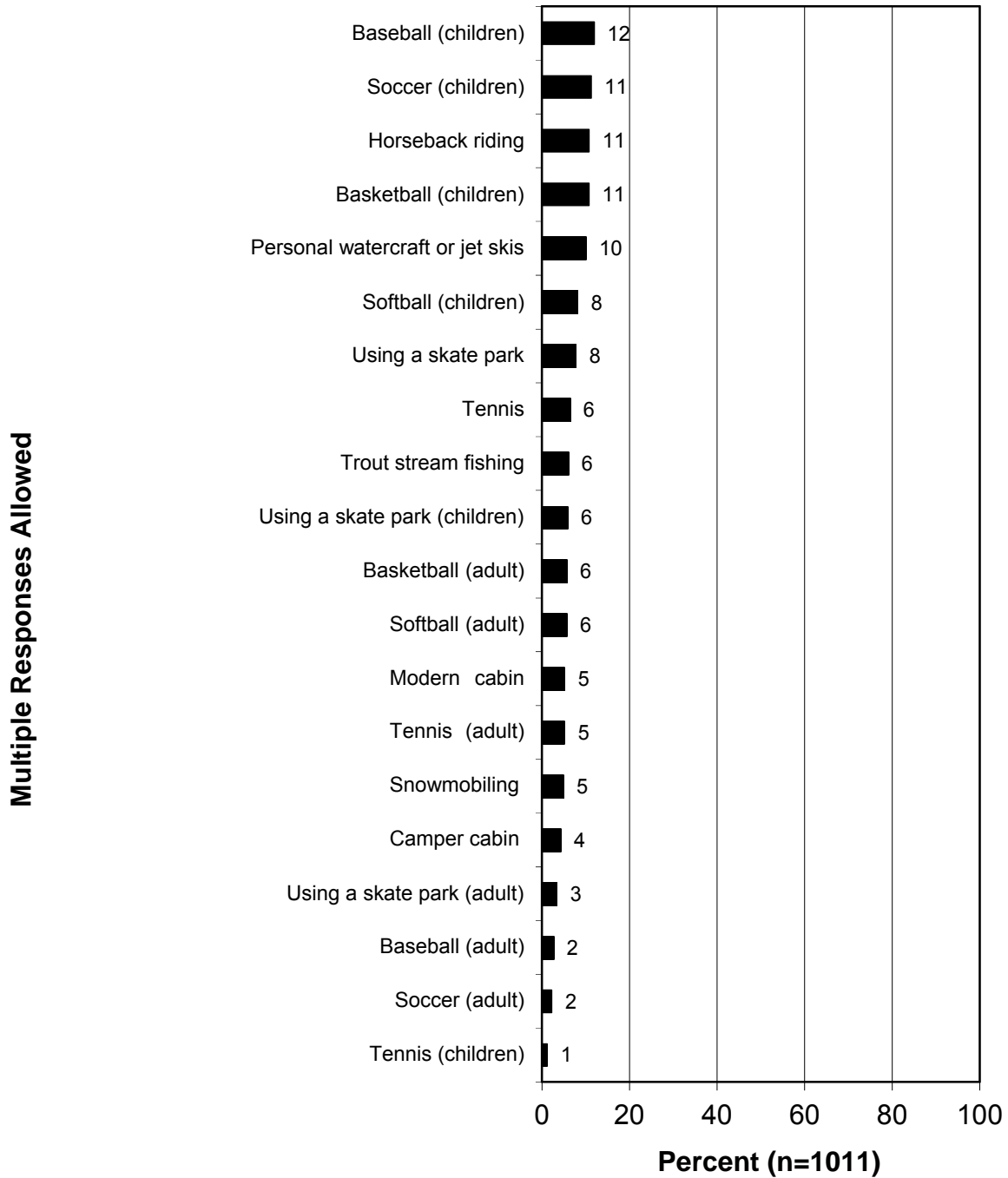
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 1)**



**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 2)**

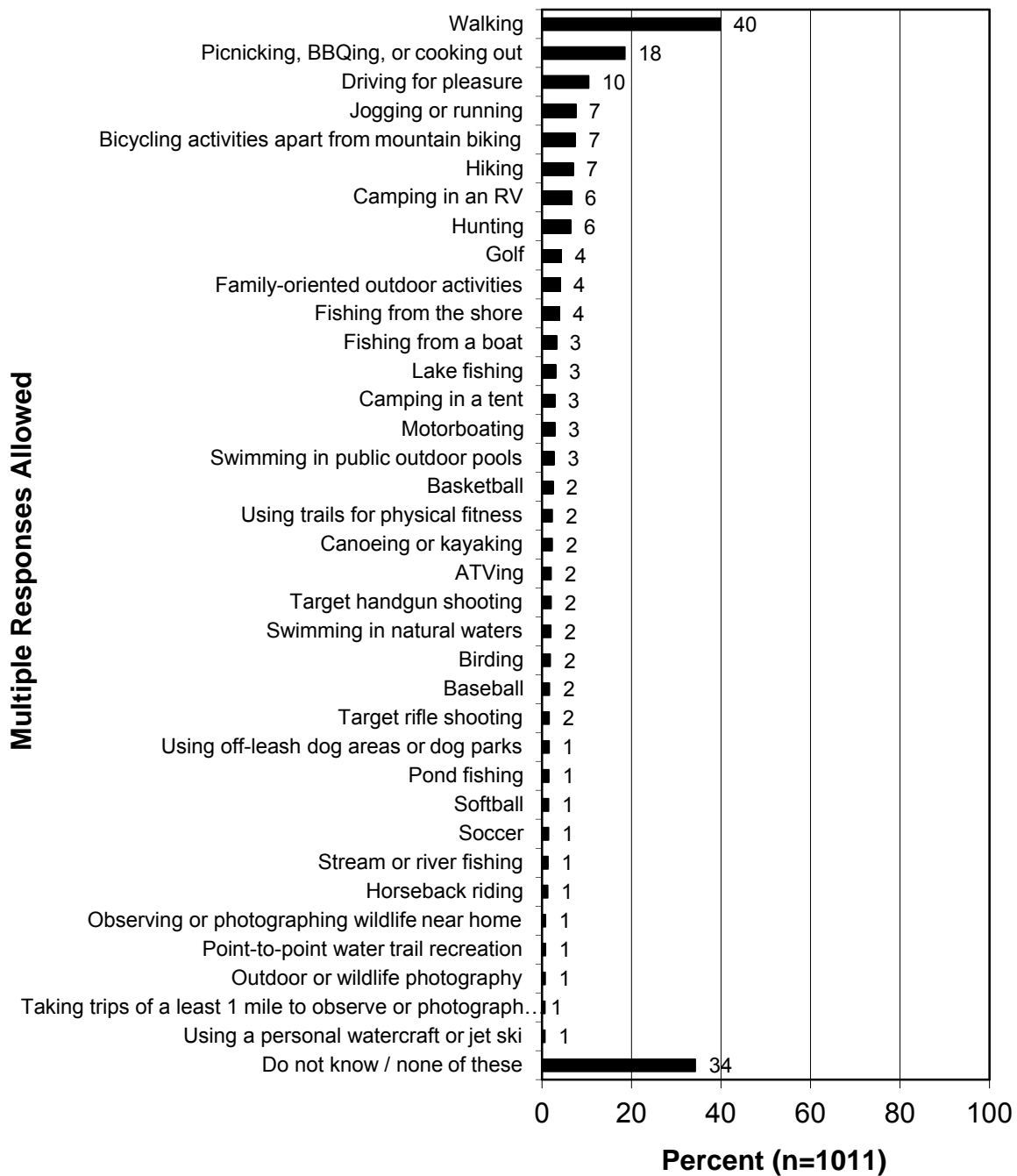


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 3)**

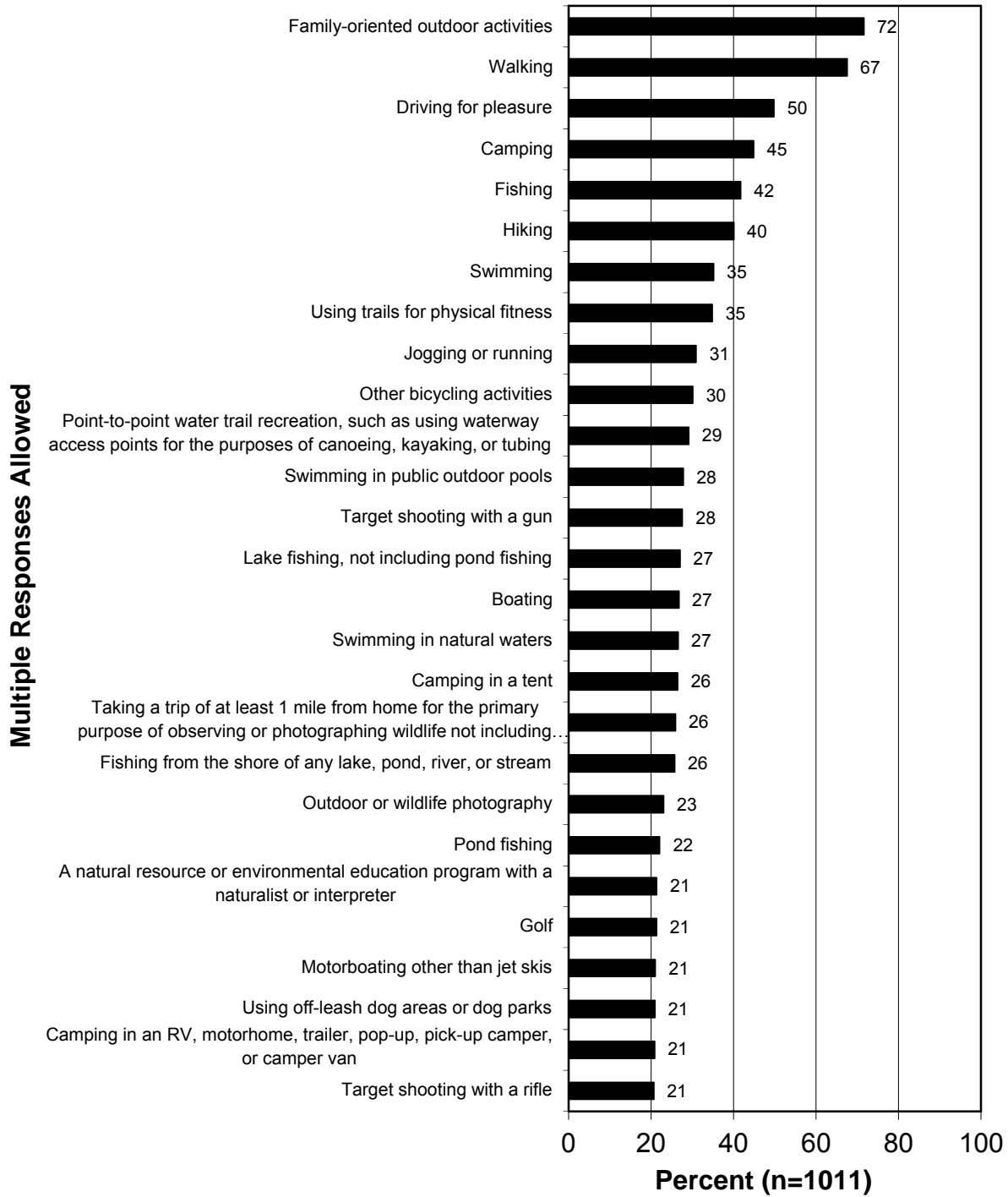


- The survey asked those with children living in their household if any of those children had participated in non-school outdoor education programs: 40% of those with children in their household statewide indicated that the children had participated in such programs. Additionally, 41% of those with children in their household overall indicated being *very* likely to sign their children up for such a program in the next 2 years, and another 29% indicated being *somewhat* likely, a sum of 70%.
  
- The survey asked residents to name their top two activities. A graph on the following page shows the activities in which respondents said that they participated *the most*. Walking, at 40%, is by far the most commonly named activity. It is followed by picnicking, BBQing, or cooking out (18%), driving for pleasure (10%), jogging/running (7%), bicycling other than mountain biking (7%), hiking (7%), camping in an RV (6%), and hunting (6%)—all at more than 5%.
  
- The survey asked residents to indicate the outdoor activities in which they are *very* interested; these graphs are on the following page after the top two activities graph.
  - The top activities in which interest is expressed are family-oriented activities (72% of residents being very interested) and walking (67%). (Note that it is likely that picnicking, BBQing, and cooking out would also have received interest commensurate with these levels; however, the survey inadvertently did not ask about interest in this activity.)
  - A second tier of activities are driving for pleasure (50%), camping (45%), fishing (42%), and hiking (40%).

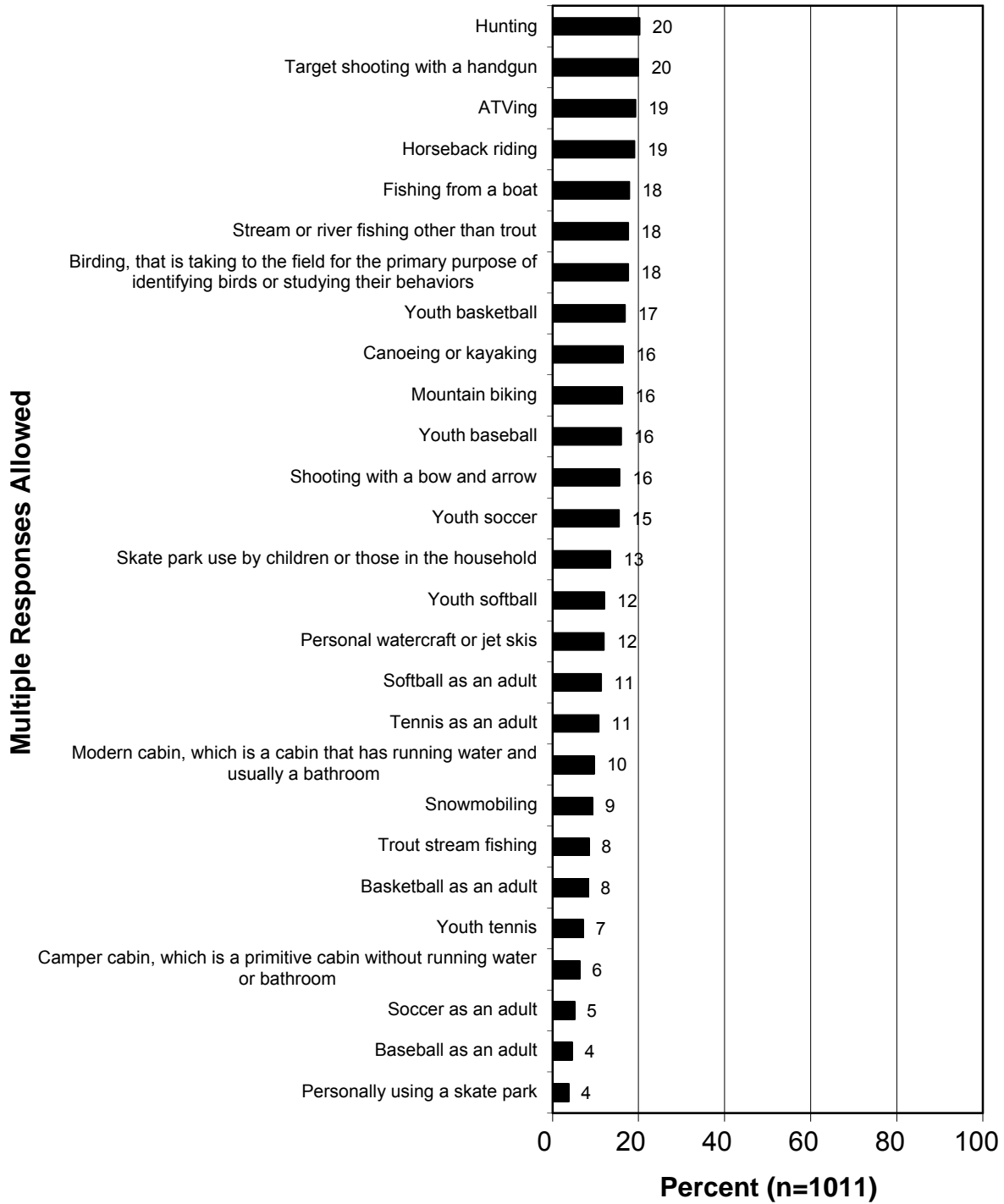
**Activities that residents had participated in the most within the past 2 years. (Each respondent could name up to two activities.)**



### Q60. Are you very interested in...? (Asked regarding the next 2 years.) (Part 1)



### Q60. Are you very interested in...? (Asked regarding the next 2 years.) (Part 2)



## SATISFACTION

- For each of their two top activities, respondents were asked to rate their satisfaction with their experiences participating in it in Iowa over the past 2 years. Overall, looking at all activities together, satisfaction is high: 91% of all ratings were in the very or somewhat satisfied responses.

### Satisfaction Ratings of Participants in Each Activity

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know	Sample size
ATVing	23	46	0	19	12	0	21
Baseball	58	42	0	0	0	0	14
Basketball	63	14	12	11	0	0	22
Bicycling: other than mountain biking	52	40	3	5	0	0	76
Birding	62	25	13	0	0	0	24
Boating: Canoeing or kayaking	58	36	0	6	0	0	19
Boating: motorboating	71	29	0	0	0	0	26
Camping in a tent	70	30	0	0	0	0	22
Camping in an RV	64	31	1	0	4	0	69
Driving for pleasure	60	35	2	3	1	0	103
Family-oriented outdoor activities	76	21	3	0	0	0	35
Fishing from a boat	62	33	0	0	2	2	40
Fishing from the shore	47	45	6	0	0	2	44
Fishing: lake fishing	53	45	0	2	0	0	39
Fishing: pond fishing	53	37	5	0	4	0	18
Fishing: Stream or river fishing	32	54	0	14	0	0	16
Golf	69	29	3	0	0	0	49
Hiking	61	33	2	4	0	0	64
Horseback riding	58	14	0	16	12	0	12
Hunting	47	40	3	6	3	1	72
Jogging or running	73	22	3	2	0	0	53
Observing or photographing wildlife near home	37	63	0	0	0	0	11
Picnicking, BBQing, or cooking out	74	23	2	1	0	0	180
Shooting: target handgun shooting	34	35	8	20	2	0	18
Shooting: target rifle shooting	45	23	0	25	0	8	16
Soccer	82	18	0	0	0	0	13
Softball	62	35	4	0	0	0	14
Swimming in natural waters	40	23	22	12	3	0	16
Swimming in public outdoor pools	70	27	3	0	0	0	19
Using off-leash dog areas or dog parks	48	38	4	10	0	0	12
Using trails for physical fitness	54	38	0	5	0	3	21
Walking	67	28	3	1	1	0	372



## AVAILABILITY OF RECREATION

- Residents rated the availability of opportunities for their top two activities in which they participated in Iowa, using an excellent-good-fair-poor scale. Overall, 80% of all ratings of the availability of activities were in the excellent or good responses.
- For each activity that had sufficient sample size, a tabulation shows ratings of the availability of opportunities for the activity. The most negative ratings are for ATVing, horseback riding, and shooting handguns.

### Ratings of the Availability of Opportunities for Each Activity

	Excellent	Good	Fair	Poor	Don't know	Sample size
ATVing	11	19	16	55	0	21
Baseball	42	58	0	0	0	14
Basketball	42	30	13	14	0	22
Bicycling: other than mountain biking	37	35	25	4	0	76
Birding	68	22	8	0	2	24
Boating: Canoeing or kayaking	26	40	34	0	0	19
Boating: motorboating	42	54	3	0	0	26
Camping in a tent	33	59	9	0	0	22
Camping in an RV	44	37	14	5	0	69
Driving for pleasure	48	42	7	3	0	103
Family-oriented outdoor activities	47	39	10	5	0	35
Fishing from a boat	51	33	11	3	1	40
Fishing from the shore	30	44	20	6	0	44
Fishing: lake fishing	33	52	15	0	0	39
Fishing: pond fishing	32	30	26	4	8	18
Fishing: Stream or river fishing	32	47	17	5	0	16
Golf	58	34	8	0	0	49
Hiking	31	45	22	2	0	64
Horseback riding	0	35	30	35	0	12
Hunting	33	31	26	6	5	72
Jogging or running	53	39	8	0	0	53
Observing or photographing wildlife near home	39	31	20	10	0	11
Picnicking, BBQing, or cooking out	52	41	6	1	0	180
Shooting: target handgun shooting	23	17	35	24	0	18
Shooting: target rifle shooting	26	36	27	11	0	16
Soccer	58	29	14	0	0	13
Softball	57	30	8	4	0	14
Swimming in natural waters	39	28	33	0	0	16
Swimming in public outdoor pools	48	46	6	0	0	19
Using off-leash dog areas or dog parks	52	12	32	4	0	12
Using trails for physical fitness	29	54	12	5	0	21
Walking	47	41	10	1	1	372

- Residents also rated the state’s efforts to provide opportunities for their top two activities in which they participated in Iowa, again using an excellent-good-fair-poor scale. Overall, for all activities together, ratings are positive: 73% of all ratings are excellent or good.
- For each activity that had sufficient sample size, a tabulation shows ratings of the state’s efforts at providing opportunities for the activity. The most negative ratings of the state’s efforts are for ATVing, horseback riding, swimming in natural waters, and shooting handguns.

### Ratings of the State’s Efforts to Provide Opportunities for Each Activity

	Excellent	Good	Fair	Poor	Don't know	Sample size
ATVing	0	27	11	59	2	21
Baseball	58	39	0	0	3	14
Basketball	36	25	11	23	6	22
Bicycling: other than mountain biking	27	48	18	2	5	76
Birding	24	45	2	3	26	24
Boating: canoeing or kayaking	10	55	29	6	0	19
Boating: motorboating	32	42	23	0	3	26
Camping in a tent	51	40	9	0	0	22
Camping in an RV	37	44	10	4	4	69
Driving for pleasure	31	41	21	7	1	103
Family-oriented outdoor activities	34	34	13	8	12	35
Fishing from a boat	48	32	14	2	4	40
Fishing from the shore	33	37	21	6	4	44
Fishing: lake fishing	47	45	9	0	0	39
Fishing: pond fishing	16	30	19	11	24	18
Fishing: stream or river fishing	19	49	14	14	4	16
Golf	43	35	10	4	8	49
Hiking	24	47	22	5	1	64
Horseback riding	18	15	47	19	0	12
Hunting	34	39	16	6	6	72
Jogging or running	46	33	18	4	0	53
Observing or photographing wildlife near home	24	22	27	8	19	11
Picnicking, BBQing, or cooking out	47	41	10	1	1	180
Shooting: target handgun shooting	0	26	33	23	18	18
Shooting: target rifle shooting	30	25	13	16	15	16
Soccer	40	20	16	0	24	13
Softball	56	27	4	4	8	14
Swimming in natural waters	15	23	49	10	3	16
Swimming in public outdoor pools	30	59	3	5	3	19
Using off-leash dog areas or dog parks	35	46	14	4	0	12
Using trails for physical fitness	29	49	19	3	0	21
Walking	38	42	12	2	6	372

- Residents were asked if Iowa has too many, about the right amount, or too few outdoor recreational opportunities available to residents. The large majority say that Iowa has about the right amount (64%). Nonetheless, more than a quarter (26%) say that Iowa has too few outdoor recreational opportunities available to residents.

### **QUALITY TREND IN PAST 5 YEARS**

- Regarding Iowans' top two activities in which they participated, the survey asked them to say whether they think the quality of the activity has improved, remained the same, or declined over the past 5 years.
  - Overall, for all activities together, the perception is that quality is positive. Although the most common response was “remained the same” at 43%, the percent of ratings in the “improved” response was close, at 42%.
  - For each activity that had sufficient sample size, a tabulation shows the perceived trend in quality of the activity. The tabulation is on the following page.
    - The most improvement is for bicycling other than mountain biking, basketball, soccer, using trails for physical fitness, walking, birding, and swimming in public outdoor pools—each with a majority of participants saying that the quality has improved.
    - The greatest perceived declines are for hunting, fishing in streams or rivers, observing or photographing wildlife near home, ATVing, canoeing or kayaking, and handgun shooting—each with 20% or more saying the quality has declined.

### Perceived Quality Trend of Each Activity

	Improved	Remained the same	Declined	Don't know	Sample size
ATVing	20	55	23	2	21
Baseball	33	59	2	6	14
Basketball	65	26	9	0	22
Bicycling: other than mountain biking	78	19	0	2	76
Birding	55	24	3	17	24
Boating: canoeing or kayaking	10	69	20	0	19
Boating: motorboating	18	72	6	3	26
Camping in a tent	23	62	15	0	22
Camping in an RV	36	57	5	1	69
Driving for pleasure	33	47	15	5	103
Family-oriented outdoor activities	44	37	3	16	35
Fishing from a boat	19	53	15	13	40
Fishing from the shore	28	62	9	1	44
Fishing: lake fishing	41	42	10	7	39
Fishing: pond fishing	10	56	18	16	18
Fishing: stream or river fishing	22	50	28	0	16
Golf	39	42	13	7	49
Hiking	43	43	6	7	64
Horseback riding	38	50	12	0	12
Hunting	20	38	36	6	72
Jogging or running	49	47	4	1	53
Observing or photographing wildlife near home	12	61	27	0	11
Picnicking, BBQing, or cooking out	42	50	4	4	180
Shooting: target handgun shooting	36	31	20	13	18
Shooting: target rifle shooting	15	48	5	33	16
Soccer	61	32	0	7	13
Softball	36	47	8	8	14
Swimming in natural waters	17	58	7	18	16
Swimming in public outdoor pools	54	34	9	3	19
Using off-leash dog areas or dog parks	27	61	10	3	12
Using trails for physical fitness	58	38	5	0	21
Walking	58	36	4	2	372

### CONSTRAINTS TO PARTICIPATION

➤ The survey asked residents, regarding the top two activities in which they had participated, if anything had taken away from the quality of their experiences or had caused them not to go as much as they had wanted. Overall, the weather was the most commonly given constraint (19%), followed by not enough opportunities for the activity (7%), not enough time (also 7%), health/age (6%), and crowding (4%). All other constraints were at less than 4%; the graph shows the full listing.

- A tabulation is included of the constraints for each activity that had sufficient sample size to be shown. The tabulation is limited to the top ten constraints overall.

### Constraints That Prevented Participation or That Took Away From the Quality of Experiences

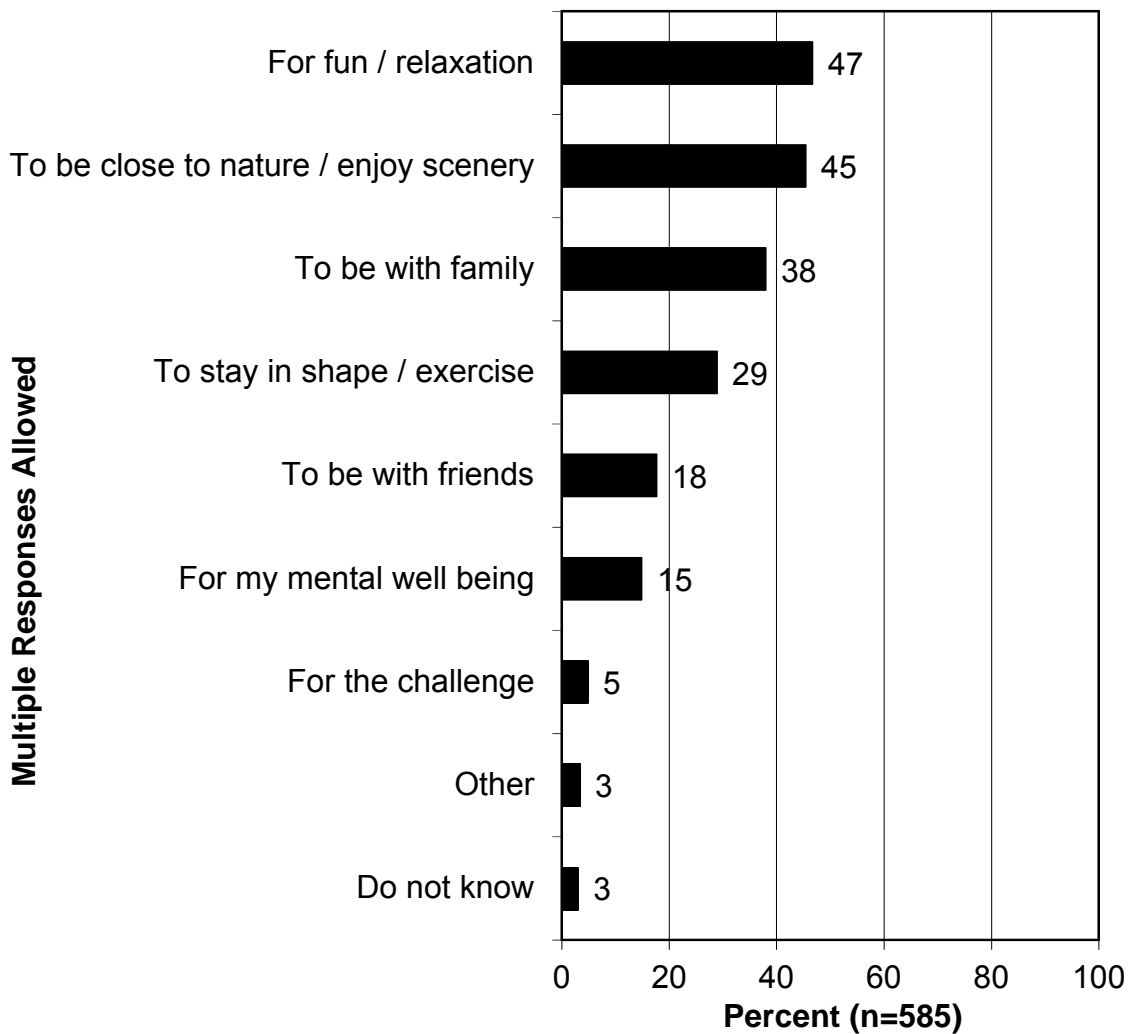
	Weather	Not enough opportunities for the activity	Not enough time	Health / age	Too crowded	Disrepair / bad quality of facilities	Poor behavior of others	Bad water or air quality / pollution / litter	Insects	Distance / travel time	No, nothing	Sample Size
ATVing	7	20	10	0	0	0	0	0	0	5	52	21
Basketball	0	11	2	0	7	0	7	0	0	0	76	22
Bicycling: other than mountain biking	20	5	8	7	5	3	0	1	1	4	42	76
Birding	0	3	0	21	0	0	0	0	0	0	69	24
Boating: Canoeing or kayaking	16	14	6	2	0	0	0	6	0	0	55	19
Boating: motorboating	27	0	0	0	0	0	0	3	0	0	63	26
Camping in a tent	15	0	19	0	7	0	0	0	0	0	46	22
Camping in an RV	3	7	12	1	11	3	0	0	0	0	66	69
Driving for pleasure	12	5	3	7	0	12	4	0	0	1	54	103
Family-oriented outdoor activities	9	9	16	0	8	0	3	0	0	0	55	35
Fishing from a boat	5	1	7	4	3	0	2	4	0	0	59	40
Fishing from the shore	4	5	15	6	0	0	0	4	0	0	51	44
Fishing: lake fishing	18	6	21	2	8	0	0	1	0	0	53	39
Fishing: pond fishing	4	0	0	13	0	0	0	0	21	0	62	18
Fishing: Stream or river fishing other than trout fishing	0	0	3	5	0	0	0	39	0	0	44	16
Golf	15	1	11	4	3	3	3	0	0	0	57	49
Hiking	19	3	5	4	0	2	2	8	1	0	52	64
Hunting	11	11	9	6	1	0	6	0	0	3	33	72
Jogging or running	24	9	1	2	0	3	0	0	1	0	48	53
Picnicking, BBQing, or cooking out	13	2	2	3	4	1	3	3	7	1	64	180
Shooting: target handgun shooting	10	24	6	0	12	0	0	3	7	7	19	18
Shooting: target rifle shooting	19	12	0	0	0	0	0	0	0	0	53	16
Swimming in natural waters	9	7	0	8	12	0	0	6	0	4	56	16
Swimming in public outdoor pools	0	8	20	2	6	0	0	0	0	0	63	19
Using trails for physical fitness	6	12	0	6	0	11	0	0	2	12	56	21
Walking	22	3	4	7	1	2	1	2	1	1	52	372

May sum to more than 100% because multiple reasons may be given. Conversely, may not sum to at least 100% because not all reasons shown, nor is "don't know" shown.

**MOTIVATIONS FOR PARTICIPATING IN RECREATION**

➤ An open-ended question asked Iowa residents to name the most important reasons that they participate in outdoor recreation activities in Iowa. The most commonly named reasons related to having fun/relaxation (47% gave a reason categorized as this), to be close to nature/enjoy scenery (45%), and to be with family (38%)—all at more than a third of residents.

**Q347. Please tell me the most important reasons you participate in outdoor recreation activities in Iowa.**

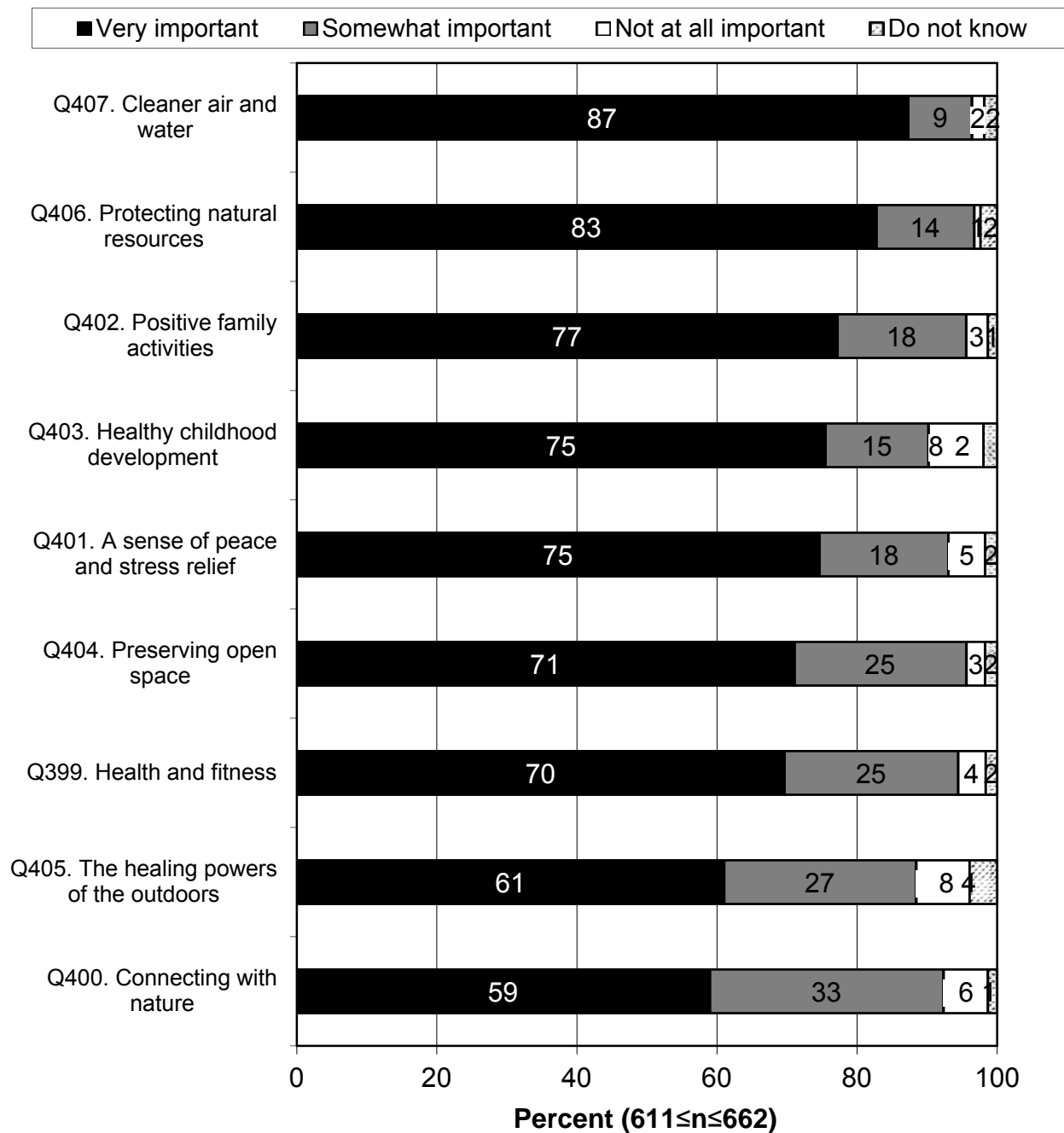


- One motivation for participating in outdoor recreation is to encourage children to be active. For this reason, the survey asked residents who have children in their household to rate the importance to them personally that their children participate in outdoor activities, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important. The majority of those with children (56%) rated its importance at 10, and virtually all of them (except those who did not know what rating to give and less than 1% who gave a rating of 0) gave a rating of the midpoint or higher.
  - In a similar vein, the survey asked Iowa residents if they agree that their children are participating in outdoor recreation often enough. The majority agree (71%) that their children are doing so; however, more than a fifth (21%) disagree that their children are participating in outdoor recreation often enough.

### **BENEFITS OF PARTICIPATING IN RECREATION**

- Nine questions asked Iowa residents to rate the importance of various potential benefits associated with park and recreation areas and activities to them personally. The most important perceived benefits statewide are ecological: cleaner air and water (87% rate this as a *very* important benefit) and the protection of natural resources (83%). Right below this are positive family values (77%), healthy childhood development (75%), and a sense of peace and stress relief (also 75% rating it *very* important).

**Q399-Q407. Percent of respondents who indicated that each of the following is a benefit associated with park or recreation areas and activities for them personally.  
(Residents overall.)**





**KNOWLEDGE OF RECREATION LOCATIONS AND INFORMATION SOURCES ABOUT OUTDOOR RECREATION**

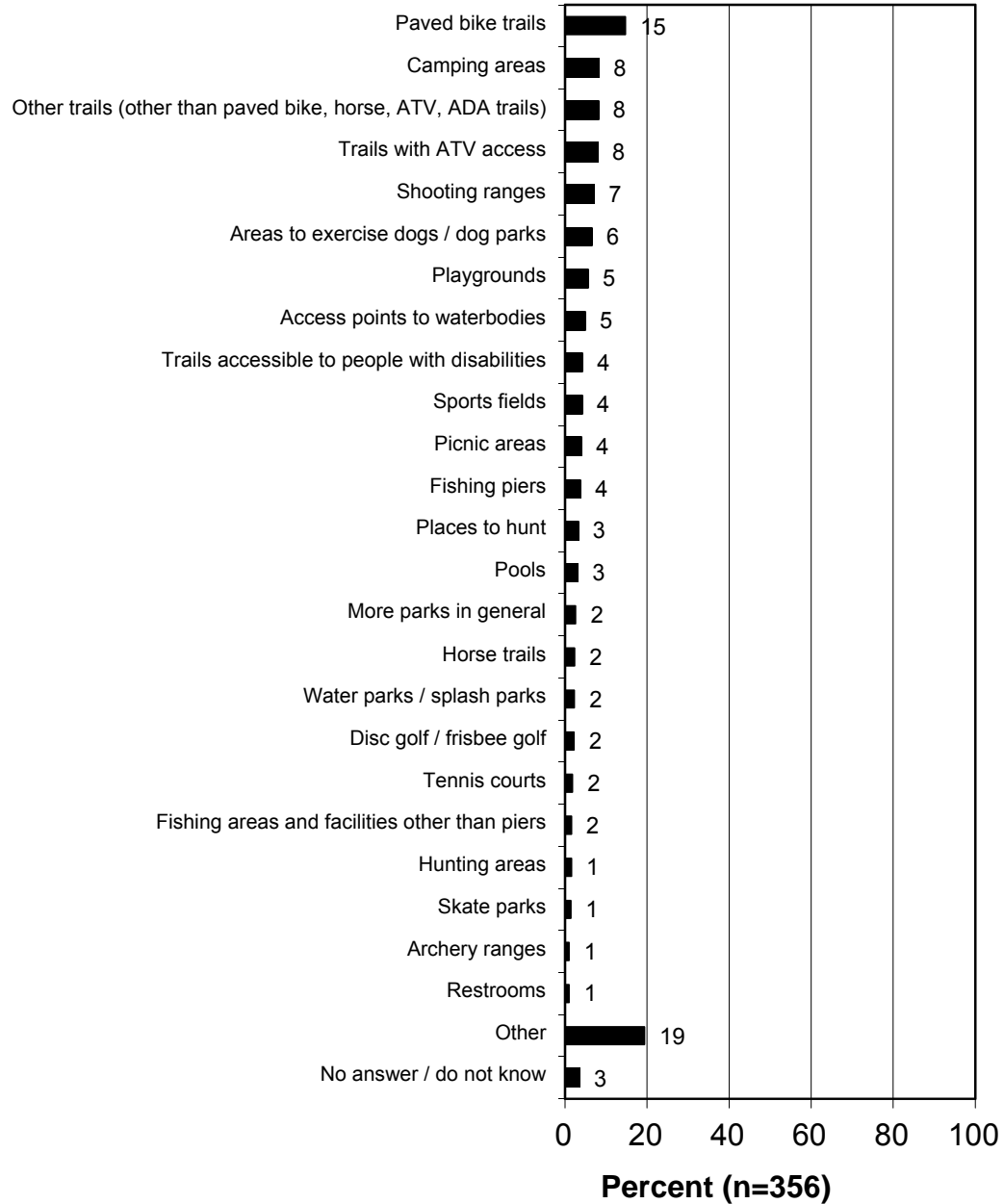
- The overwhelming majority of Iowa residents (90%) say that, in general, they know where recreational facilities in Iowa are located.
  
- When asked for the best ways to provide them with information about outdoor recreation in Iowa, residents most commonly prefer the Internet (30% say this is the best way), e-mail (29%), and direct mail (25%).

**FACILITIES RESIDENTS WOULD LIKE TO ADD**

- When asked if there are any recreational facilities or areas that they would like to see added to their area, 36% of Iowa residents respond that there are. Central Region residents have a lower percentage, compared to the other regions, saying that there are facilities/areas that they want to see added, but only slightly.
  - In follow-up, the most commonly named of these facilities or areas are paved bike paths, camping areas, other trails (other than paved bike, horse, ATV, or ADA-accessible trails), ATV trails, shooting ranges, and dog parks—all at more than 5% of those who received the question. This graph is shown on the following page.

**Q390. What types of outdoor recreational facilities or areas you would like to see added in your area? (Asked of those who indicated that there are outdoor recreational facilities or areas that they would like to see added in their area.)**

**Multiple Responses Allowed**



## **AGENCY PRIORITIES**

- The survey asked about the priority that should be given to five agency actions. For four of them, the results are similar, with just under half (45% to 48%) saying each should be a *high* priority, and between 84% and 87% saying each should be a *high* or *medium* priority: increased access for natural water-based recreation, acquiring open space, building park and recreation facilities, and acquiring natural areas for outdoor recreation. The last of the five, acquiring wetland areas, is markedly lower but still with a majority saying it is a *high* or *medium* priority. This graph is shown on the following page.

## **DESIRED FISHING AMENITIES**

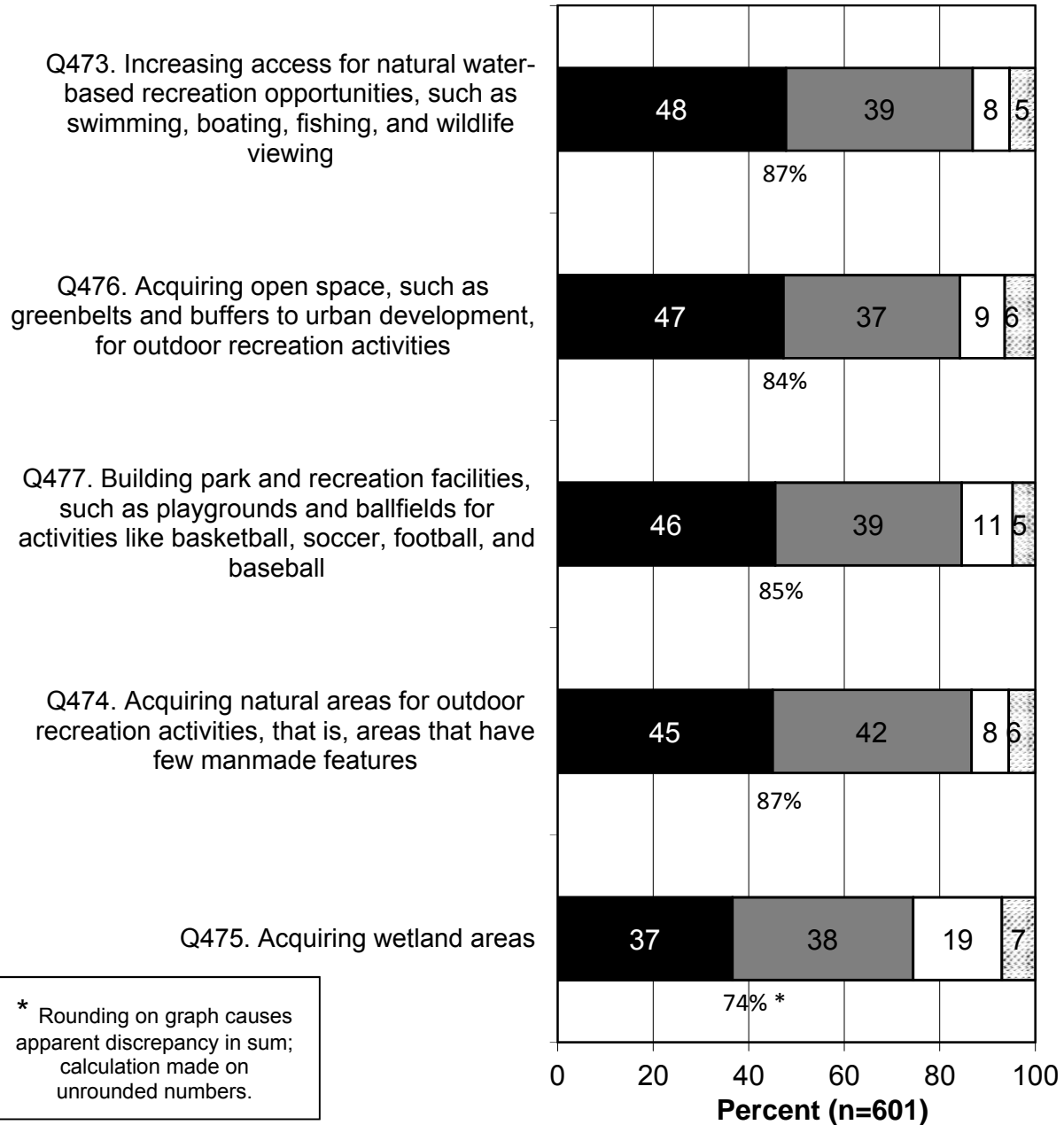
- The survey asked anglers about a dozen potential amenities at fishing locations. For each, anglers rated its importance on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important.
- In the top tier are three amenities: a location that is safe (8.8 mean rating), parking (7.8), and pedestrian access (7.7).
  - Five amenities form a second tier, all with mean ratings from 6.4 to 6.8: picnic areas, bathrooms, ADA-accessible facilities, shade trees near the fishing access, and river access.

## **TRAVEL DISTANCE TO FISH**

- For day trips to fish, the majority of anglers in Iowa go no farther than an hour away: the median amount of travel time anglers are willing to go is 60 minutes. In looking at the data another way, at 31 minutes, 29% would not go, while 69% would be willing to go; at 61 minutes, 62% would not go, while 35% would be willing to go.
- Just under half of anglers in the survey (44%) indicated that they go on overnight trips.

Note: sum of high and medium priority indicated below each bar.

**Q473-Q477. Percent of respondents who think each of the following should be at the given priority level for recreation in Iowa. (Residents overall.)**



## **FISH CONSUMPTION**

- One question asked anglers to say the percentage of fish that they catch that they keep (speaking only of fish that are legal to keep). One third of anglers (33%) release all of the fish that they catch; 18% keep all or nearly all of the fish that they catch that are legal to keep. The median amount of legal fish kept is 15 percent.
  
- The survey delved into the safety of consuming fish caught in Iowa. Asked where they fall on a continuum regarding perceived safety of consuming fish, the majority of Iowa anglers fall in the middle: 52% chose “Most of the fish in Iowa’s waters are safe to eat.” Otherwise, they are about evenly split between choosing “Nearly all of the fish in Iowa’s waters are safe to eat” (18%) and “Only some of the fish in Iowa’s waters are safe to eat” (20%).

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## **INTRODUCTION AND METHODOLOGY**

This study, conducted for the Iowa Department of Natural Resources (DNR), assessed Iowa residents' participation in and opinions on outdoor recreation in Iowa. This project was part of the data gathering effort in support of the State Comprehensive Outdoor Recreation Plan (SCORP). This study follows previous SCORP surveys completed by Responsive Management for Iowa in 2006 and 2012. The study entailed a scientific telephone survey of randomly selected Iowa residents. Specific aspects of the research methodology are discussed below.

### **USE OF TELEPHONES FOR THE SURVEY**

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among Iowa residents (both landlines and cell phones were called in their proper proportions). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have better representation of the sample than do surveys that are read by the respondent (i.e., mail and Internet surveys) because the latter systematically exclude those who are not literate enough to complete the survey or who would be intimidated by having to complete a written survey—by an estimate of the U.S. Department of Education's National Institute of Literacy (2016), up to 43% of the general population read no higher than a "basic level," suggesting that they might be reticent to complete a survey that they have to read to themselves. Finally, telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

### **QUESTIONNAIRE DESIGN**

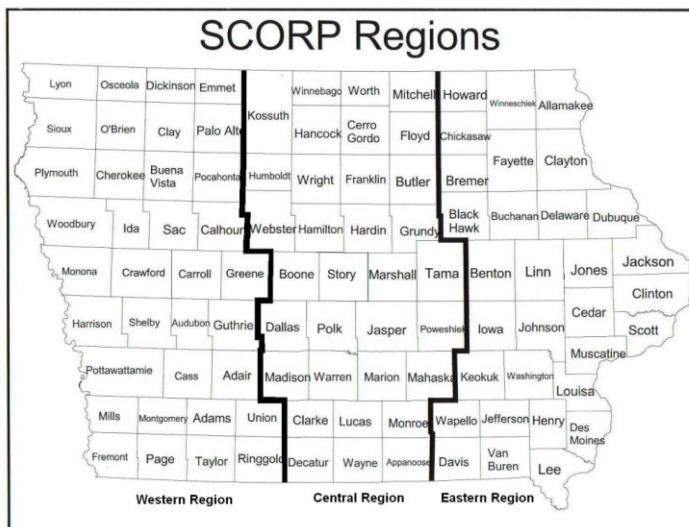
Responsive Management cooperatively developed the telephone survey questionnaire with the DNR, based on the previous SCORP surveys as well as input on new questions from the DNR. Because the DNR had many more questions it wanted to ask than could be asked of a single respondent, the sample was randomly split in some places in the survey so that no single respondent would get every question, thereby shortening the survey for respondents. For this reason, the sample size on some questions that were intended to be asked of everybody is less

than the total sample of 1,011. Note that, because these questions were asked on a *randomly selected* sub-sample, the results of this half-sample still validly represent all Iowans. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

## SURVEY SAMPLE

The sample of Iowa residents was obtained from Survey Sampling International, a firm that specializes in providing scientifically valid samples for survey research. The sample included both landlines and cell phones to be fully representative of all Iowans. The sample used a probability-based selection process that ensured that each eligible resident had an approximately equal chance of being selected for the survey.

The sample was stratified into three regions (Western, Central, and Eastern Regions, as shown in the map below). Weighting was applied to ensure that the regions exactly matched U.S. Census data for Iowa residents 18 years old and older, and then the regions were properly weighted so that they would be in proper proportions for the statewide results. The final statewide sample was representative of all Iowa residents 18 years old and older.





## **TELEPHONE INTERVIEWING FACILITIES**

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of outdoor recreation and natural resources.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted a project briefing with the interviewers prior to the administration of this SCORP survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire.

## **INTERVIEWING DATES AND TIMES**

Telephone surveying times are Monday through Friday from noon to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in May 2018.

## **TELEPHONE SURVEY DATA COLLECTION AND QUALITY CONTROL**

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey questionnaire was programmed so that QPL

branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge to evaluate the performance of each interviewer and ensure the integrity of the data. The survey questionnaire itself contained error checkers and computation statements to ensure quality and consistent data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness. Responsive Management obtained a total of 1,011 completed interviews (344 in the Eastern Region, 335 in the Central Region, and 332 in the Western Region).

## **DATA ANALYSIS**

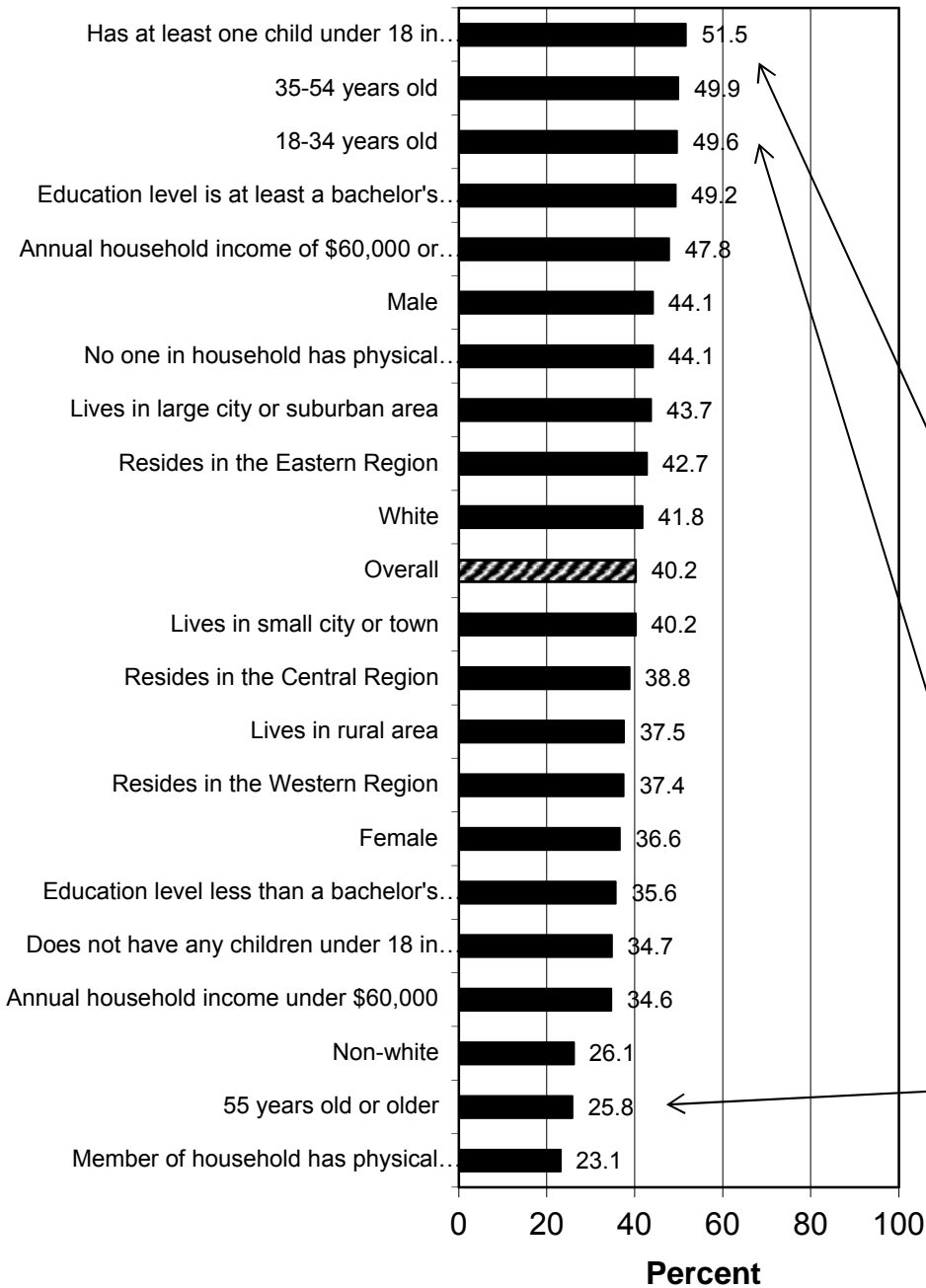
The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management. The results were slightly weighted to exactly match the demographic characteristics of residents in each region so that the sample was representative of Iowa residents within each region, and then the data were weighted by region to be fully representative of the state as a whole.

The data analysis includes a breakdown of results by region of residence. The three regions, Eastern, Central, and Western, were previously shown. Although the sample was obtained stratified by region, weighting was applied to ensure that the regions were properly proportioned within the final statewide results, exactly matching U.S. Census data. Additionally, trends analyses were conducted as part of the study, comparing this survey to similar surveys conducted in 2006 and 2012, on those questions that were asked in the same way.

One aspect of the analysis looked at the demographic characteristics of specific groups, such as joggers/runners, hikers, or those who think that acquiring wetland areas should be a high priority of the state. The demographic variables used in this analysis are gender, age, ethnicity, presence of a child in the household, presence of a household member with a disability, education, income, rural-urban residence, and region of residence. These graphs show the characteristics

that are associated with the various groups. An explanation of how to interpret these graphs appears below, using hikers as an example.

**Percent of the following groups who participated in hiking in Iowa over the past 2 years:**



This graph shows the demographic characteristics of hikers.

Overall in the state, 40.2% of residents went hiking, as shown by the striped bar.

Those demographic characteristics above the striped bar are positively associated with having gone hiking in the previous 2 years.

For instance, 51.5% of those with children in their household went hiking, which is well above the overall rate.

Additionally, hiking is a younger person's pursuit: both the 35-54 year old age group (49.9%) and the 18-34 year old age group (49.6%) went hiking at a greater rate than did residents overall.

Conversely, demographic characteristics below the striped bar are less likely to produce hikers. They are *negatively* associated with hikers as a group.

For instance, those who are 55 years old or older are less likely to go hiking (25.8%) than are residents overall.

## **SAMPLING ERROR**

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Iowa residents, the sampling error is at most plus or minus 3.08 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.08 percentage points of each other on questions asked of the whole sample. Sampling error was calculated based on a sample size of 1,011 survey respondents and a population size of 2,407,444 adult Iowa residents (based on U.S. Census population data).

## **ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT**

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, "Multiple Responses Allowed."
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as excellent-good-fair-poor.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Some graphs and tabulations show an average, either the mean or median (or both). The mean is simply the sum of all numbers divided by the number of respondents. Because outliers (extremely high or low numbers relative to most of the other responses) may skew the mean, the median may be shown. The median is the number at which half the sample is above and the other

half is below. In other words, a median of 3 hours means that half the sample gave an answer of more than 3 hours and the other half gave an answer of less than 3 hours.

Most graphs and tables show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly agree” and “moderately agree” are summed to determine the total percentage who agree).

Some graphs that show 0 as the percentage giving a response are rounded from some number above 0 but less than 0.5. In these instances, the overall statewide graphs show that the number is “Less than 0.5”; however, this was not done to the regional graphs because they become too cluttered if it is done. Therefore, on those regional graphs, some of the values shown as 0 are actually some positive number less than 0.5 rather than a true 0.

## PARTICIPATION AND INTEREST IN OUTDOOR ACTIVITIES

### OVERALL PARTICIPATION

- The following pages contain the tabulation of participation and interest in activities, the percent of latent demand (the difference between actual participation and interest), and the days of participation in each activity. To summarize the major results:
- The highest rates of participation (in the past 2 years) are in walking (86%), picnicking, BBQing, or cooking out (83%), driving for pleasure (54%), boating (45%), family-oriented activities (43%), fishing (41%), camping (41%), swimming (41%), and hiking (40%)—all at 40% or higher.
  - The most interest (in the next 2 years) is expressed for family-oriented activities (72% are very interested in this in the following 2 years), walking (67%), driving for pleasure (50%), camping (45%), fishing (42%), and hiking (40%)—all at 40% or higher.
  - Latent demand in this analysis is the expressed interest minus the participation rate—it gives a rough measure of the percentage who are very interested but not participating. The activity with the highest percentage in the latent demand column is family-oriented activities; perhaps this is a deficiency in families more than in the state's ability to provide for these activities. Otherwise, the highest latent demand appears to be for horseback riding, nature programs, and point-to-point water trail recreation (all with 8% in the latent demand column).
  - The activities with the highest mean days of participation (in the past 1 year) *among participants* are walking (115.0 days per participant), jogging/running (64.3 days), birding (59.7 days), driving for pleasure (58.7 days), ATVing (51.8 days), and adult basketball pickup games (51.2 days).
  - The activities that have the highest mean days (in the past 1 year) of participation *among all residents* (i.e., those who did not participate are coded as having 0 days of participation in the calculation of the mean) are walking (98.5 days), driving for pleasure (31.0 days), jogging/running (23.3 days), and picnicking, BBQing, or cooking out (22.2 days).

	Estimated Number of Participants in Iowa in the Past 2 Years	Current Participation Rate in Past 2 Years	Percent Very Interested in Next 2 Years	Latent Demand	Mean Number of Days Participated in Past 12 Months (Among Participants)	Mean Number of Days Participated in Past 12 Months (Among All Iowans)
ATVing	409,266	17	19	2	51.8	8.6
Baseball	361,117	15	na	na	na	na
Baseball as adult	48,149	2	4	2	na	na
Baseball, adult, pickup games	na	na	na	na	12.1	0.1
Baseball, adult league	na	na	na	na	7.4	0.1
Baseball, children	288,893	12	16	4	30.9	3.6
Basketball	385,191	16	na	na	na	na
Basketball as adult	144,447	6	8	2	na	na
Basketball, adult, pickup games	na	na	na	na	51.2	2.2
Basketball, adult league	na	na	na	na	41.3	0.6
Basketball, children	264,819	11	17	6	39.2	4.0
Bicycling: mountain biking	337,042	14	16	2	19.2	2.6
Bicycling: other bicycling activities	698,159	29	30	1	40.9	11.6
Birding	361,117	15	18	3	59.7	8.8
Boating	1,083,350	45	27	na	14.6	3.7
Boating: canoeing or kayaking	337,042	14	16	2	11.7	1.6
Boating: motorboating other than jet ski	529,638	22	21	na	11.6	2.5
Boating: personal watercraft or jet skis	240,744	10	12	2	10.5	1.0
Camping	987,052	41	45	4	14.6	4.9
Camping: camper cabin	96,298	4	6	2	4.4	0.2
Camping: modern cabin	120,372	5	10	5	7.8	0.4
Camping in a tent	505,563	21	26	5	7.5	1.6
Camping in an RV, etc.	481,489	20	21	1	15.7	3.1
Driving for pleasure	1,300,020	54	50	na	58.7	31.0
Family-oriented outdoor activities	1,035,201	43	72	29	28.5	11.9
Fishing	987,052	41	42	1	28.2	9.7
Fishing from a boat	457,414	19	18	na	15.6	2.8
Fishing from the shore of any lake, pond, river, or stream	625,935	26	26	na	21.0	5.5
Fishing: lake fishing (not including pond)	650,010	27	27	na	19.7	5.2
Fishing: pond fishing (not including lake)	529,638	22	22	na	13.9	3.0
Fishing: stream or river fishing other than trout	409,266	17	18	1	21.9	3.7
Fishing: trout stream fishing	144,447	6	8	2	26.3	1.5
Golf	577,787	24	21	na	20.7	4.9
Hiking	962,978	40	40	na	24.3	9.6
Horseback riding	264,819	11	19	8	14.6	1.5
Hunting	433,340	18	20	2	22.7	3.9
Jogging or running	914,829	38	31	na	64.3	23.3
Natural resource or environmental education program	312,968	13	21	8	4.6	0.6

	Estimated Number of Participants in Iowa in the Past 2 Years	Current Participation Rate in Past 2 Years	Percent Very Interested in Next 2 Years	Latent Demand	Mean Number of Days Participated in Past 12 Months (Among Participants)	Mean Number of Days Participated in Past 12 Months (Among All Iowans)
Outdoor or wildlife photography	529,638	22	23	1	28.7	6.0
Picnicking, BBQing, or cooking out	1,998,179	83	na	na	26.8	22.2
Point-to-point water trail recreation	505,563	21	29	8	14.1	2.9
Snowmobiling	120,372	5	9	4	8.1	0.4
Soccer	312,968	13	na	na	na	na
Soccer as adult	48,149	2	5	3	na	na
Soccer, adult, pickup games	na	na	na	na	20.4	0.2
Soccer, adult league	na	na	na	na	20.9	0.2
Soccer, children	264,819	11	15	4	24.3	2.5
Softball	312,968	13	na	na	na	na
Softball as adult	144,447	6	11	5	na	na
Softball, adult, pickup games	na	na	na	na	10.8	0.2
Softball, adult league	na	na	na	na	13.3	0.5
Softball, children	192,596	8	12	4	33.9	2.4
Swimming	842,605	41	35	na	29.4	10.0
Swimming in natural waters	674,084	28	27	na	16.8	4.6
Swimming in public outdoor pools	746,308	31	28	na	18.9	5.8
Taking a trip to view wildlife	529,638	22	26	4	23.2	5.0
Target shooting with a bow and arrow	312,968	13	16	3	21.3	2.9
Target shooting with a gun	674,084	27	28	1	21.4	4.6
Target shooting with a handgun	481,489	20	20	na	22.4	4.4
Target shooting with a rifle	481,489	20	21	1	22.9	4.6
Tennis	144,447	6	na	na	na	na
Tennis as adult	120,372	5	11	6	na	na
Tennis, adult, pickup matches	na	na	na	na	10.5	0.4
Tennis, adult league	na	na	na	na	13.8	0.1
Tennis, children	24,074	1	7	6	16.9	0.2
Using off-leash dog areas or dog parks	433,340	18	21	3	35.4	6.3
Using a skate park	192,596	8	na	na	na	na
Using skate park as adult	72,223	3	4	1	8.3	0.3
Using skate park, children	144,447	6	13	7	18.7	1.1
Using trails for physical fitness	842,605	35	35	na	46.3	15.6
Walking	2,070,402	86	67	na	115.0	98.5

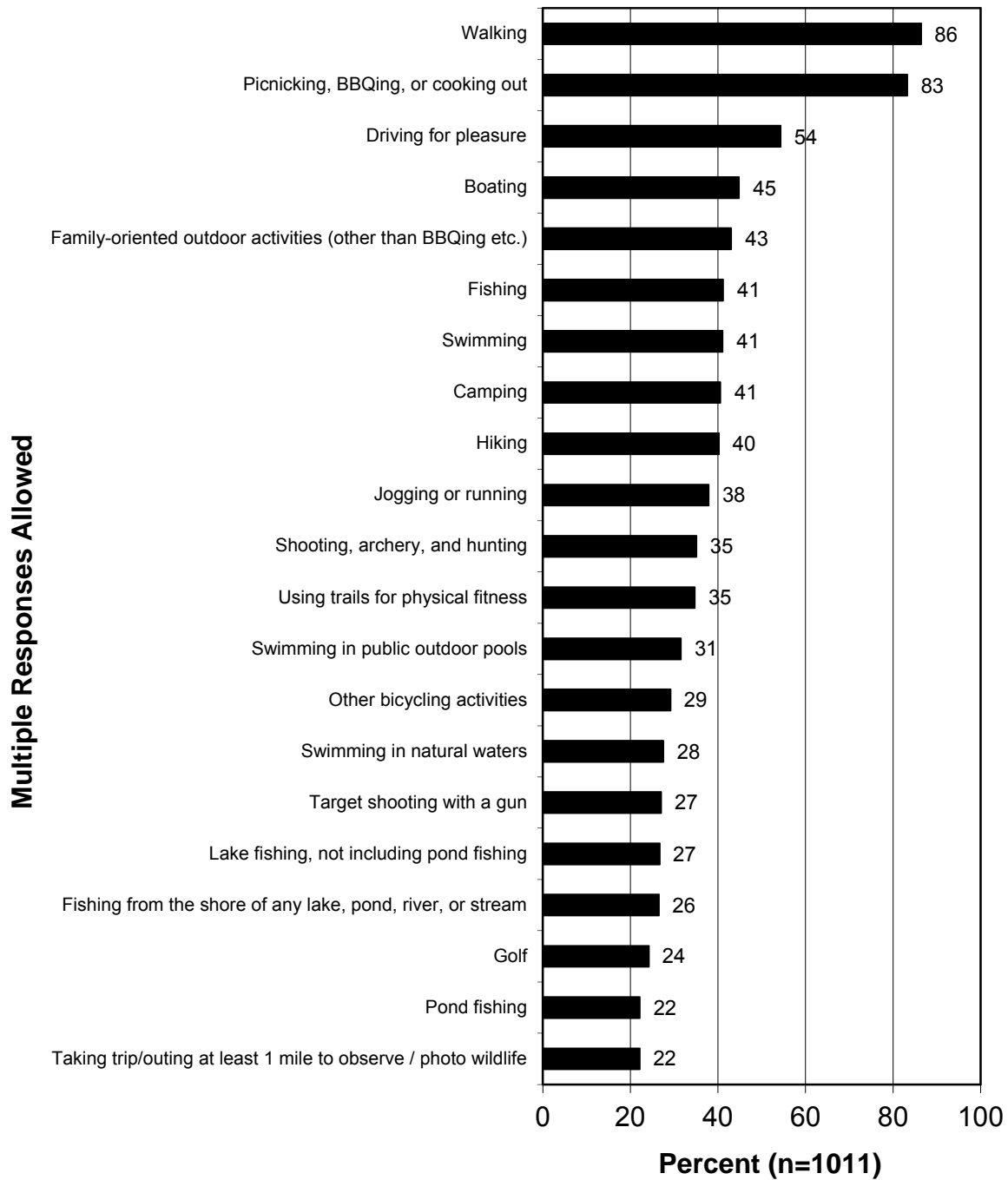
Overall participation for baseball, basketball, soccer, softball, and tennis is for either any adult participation or if youth played in a league. Follow-up questions then determined adult participation and youth participation in leagues separately. Participation for using a skate park is for either adult use or for accompanying or dropping off a youth; follow-up questions then separated adult use from youth use.

The very interested questions for adult baseball, basketball, soccer, softball, and tennis asked only about adult participation as a whole (not separated into pickup games/matches and adult leagues). The very interested questions in the survey inadvertently omitted “picnicking, BBQing, or cooking out.”

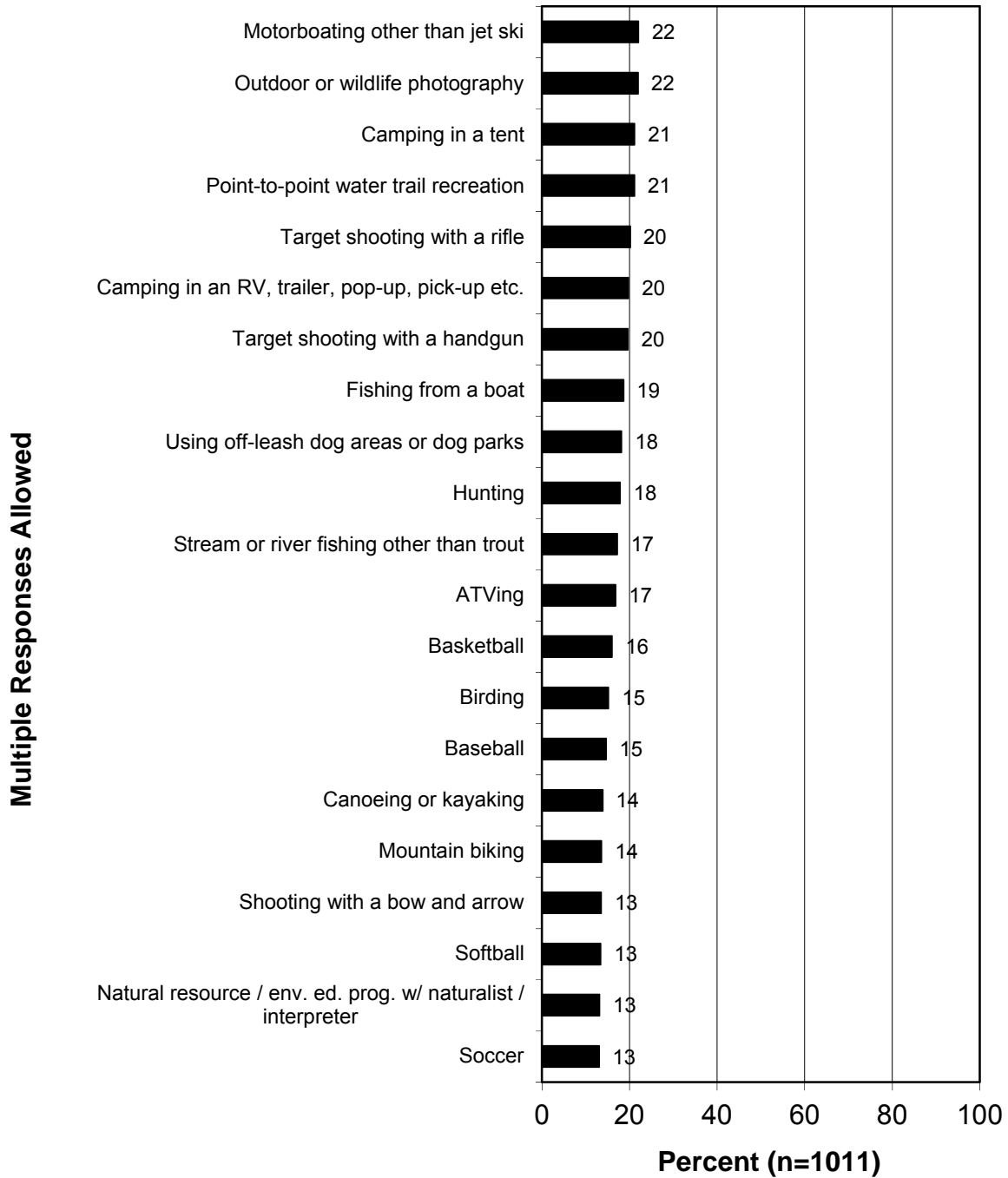


- The participation rates for all of the activities are shown graphically for the reader's convenience. Additionally for the reader's convenience, graphs are included that look only at adult participation, and then graphs are presented with the activities categorized (e.g., wildlife-related activities, motorized activities). The time frame is 2 years; because some participants do not engage in the activity in every year, the rate of participation in a 2-year time frame will be slightly higher than the participation rate that looks at only a single year.
- Trends graphs are also shown of participation, as well as days of participation.
  - A regional breakdown of participation is shown.
  - For those who participated in family-oriented activities, a follow-up question asked them to name the activities. The most popular of these were reunions (27% of those who participated in family-oriented activities), walking in the neighborhood (21%), sports practice in the yard (16%), hiking (14%), and attending a sporting event (12%)—all at more than 10%.
  - The survey asked those with children living in their household if any of those children had participated in non-school outdoor education programs: 40% of those with children in their household statewide indicated that the children had participated in such programs (the Central Region being particularly active, with 49% of them having children who participated in a non-school outdoor education program). Additionally, 41% of those with children in their household overall indicated being *very* likely to sign their children up for such a program in the next 2 years, and another 29% indicated being *somewhat* likely, a sum of 70% (again, with the Central Region higher in stated likelihood than the other regions).

**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 1)**

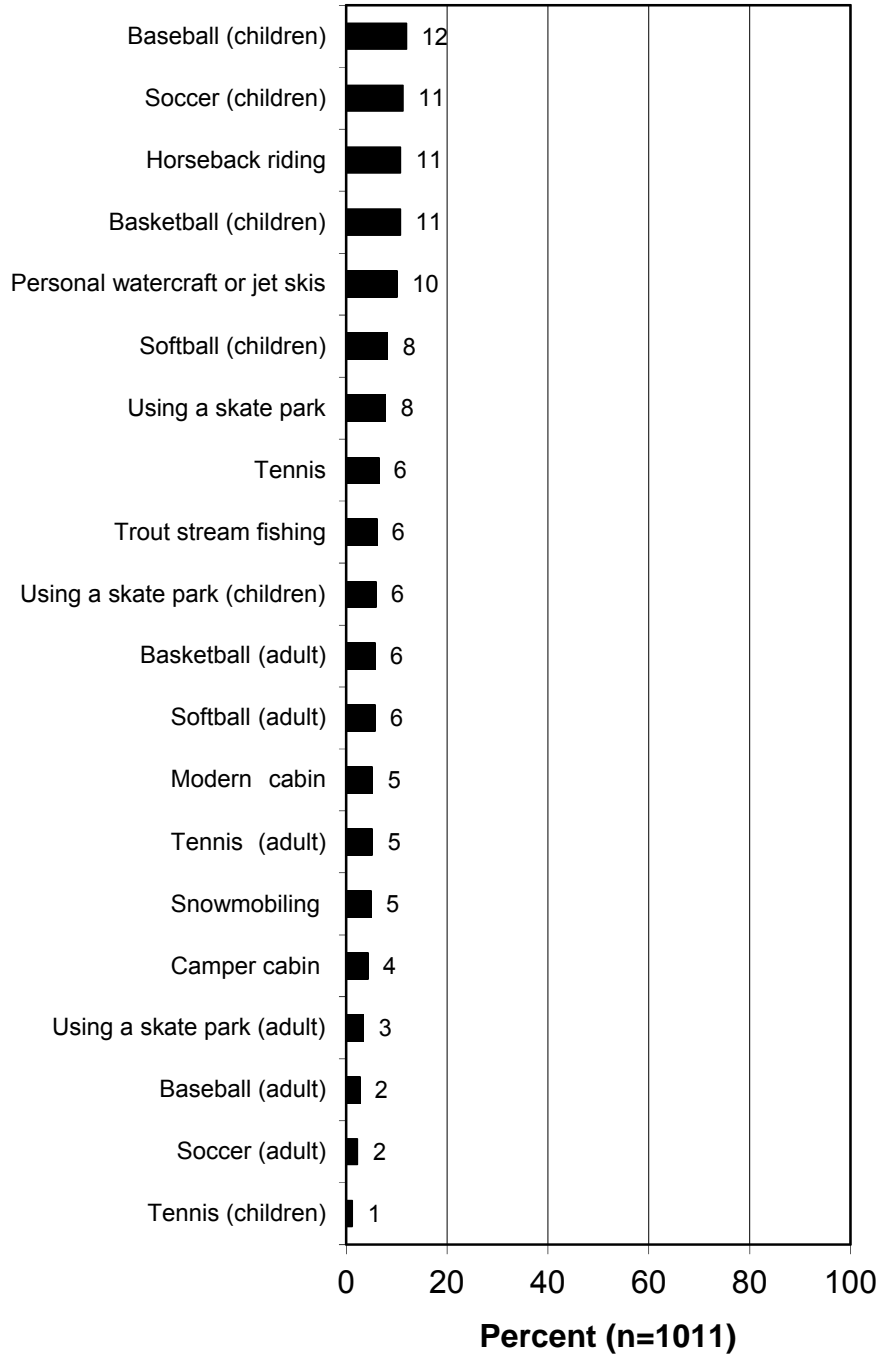


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 2)**

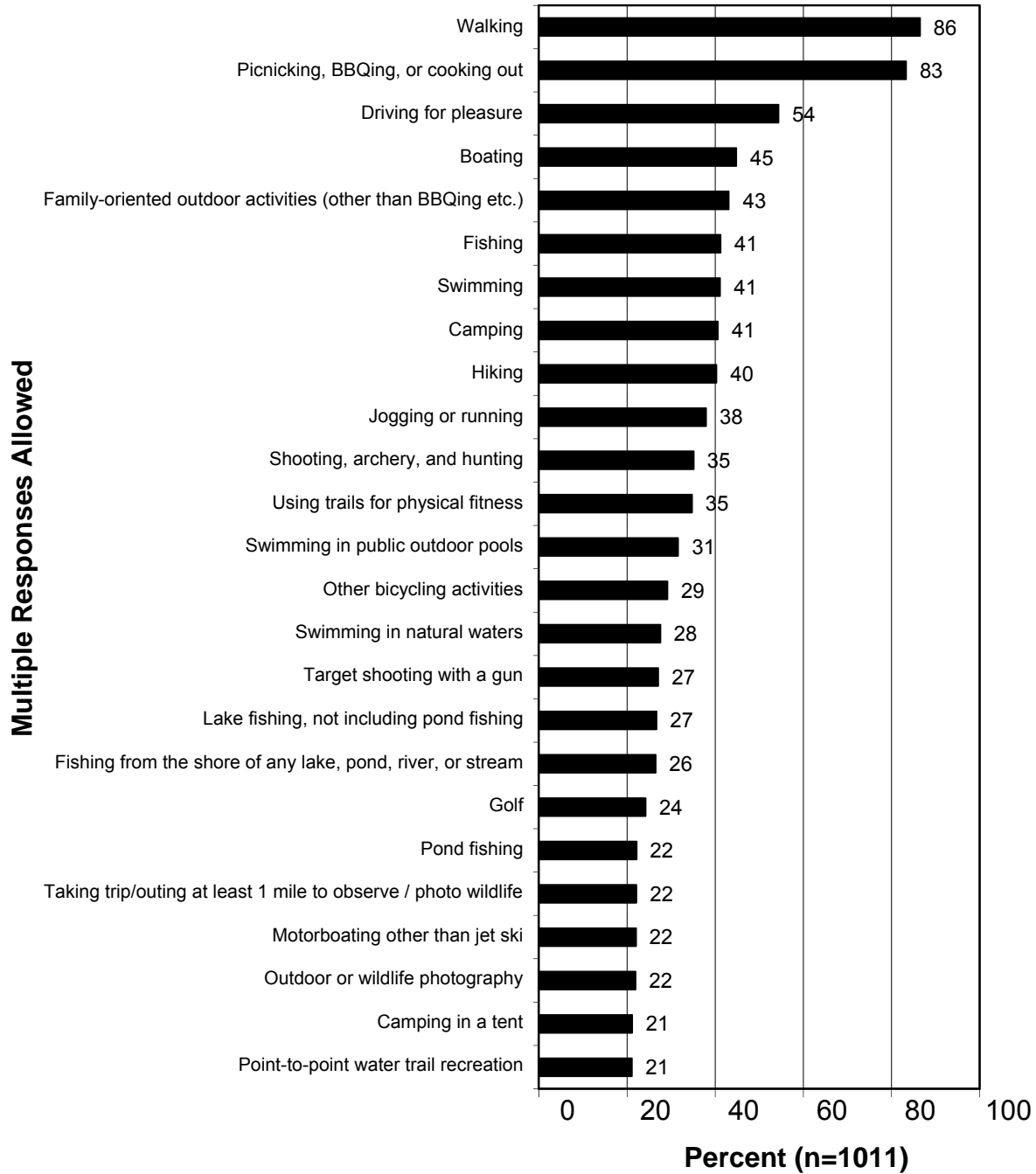


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 3)**

Multiple Responses Allowed

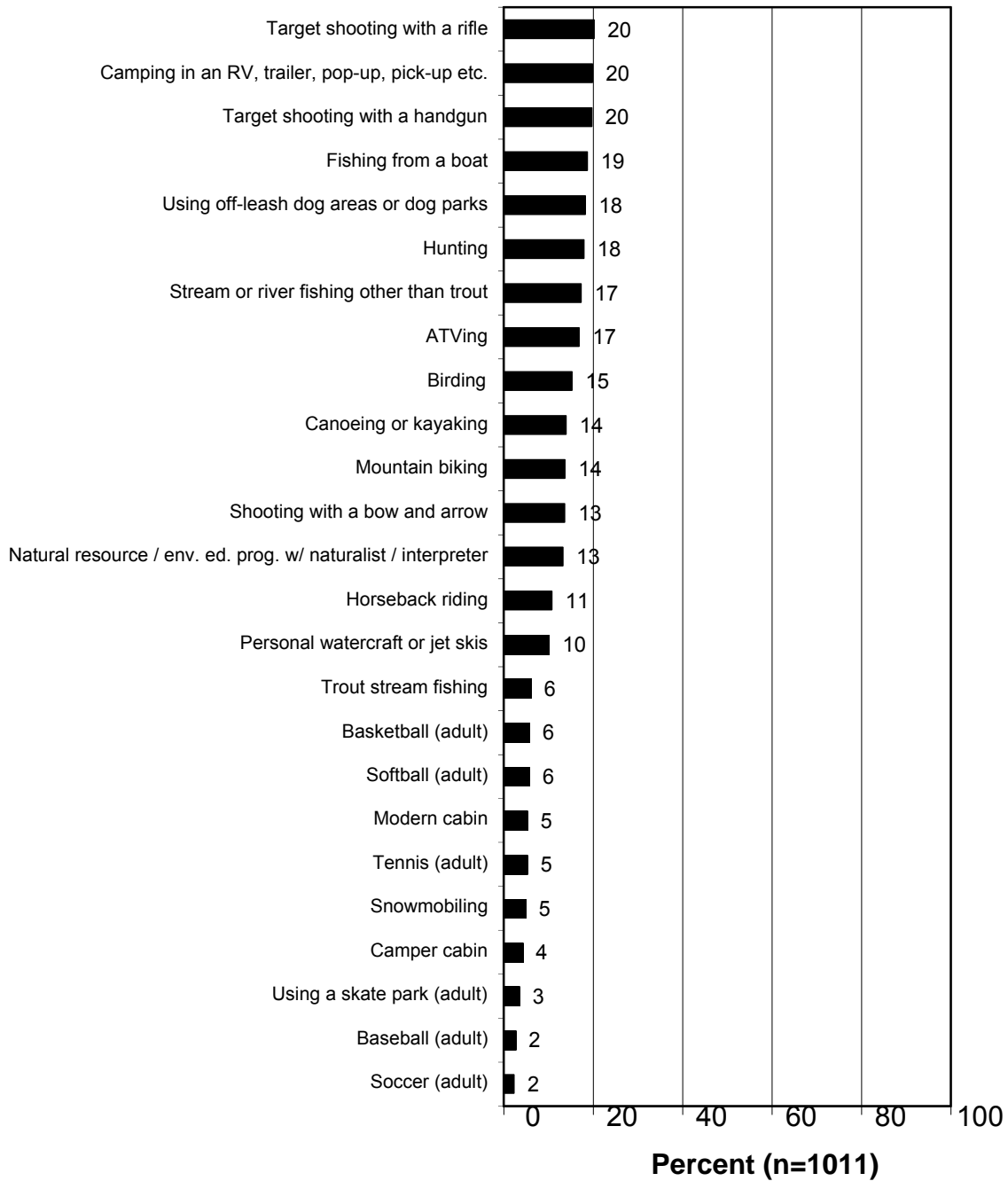


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Adult participation) (Part 1)**

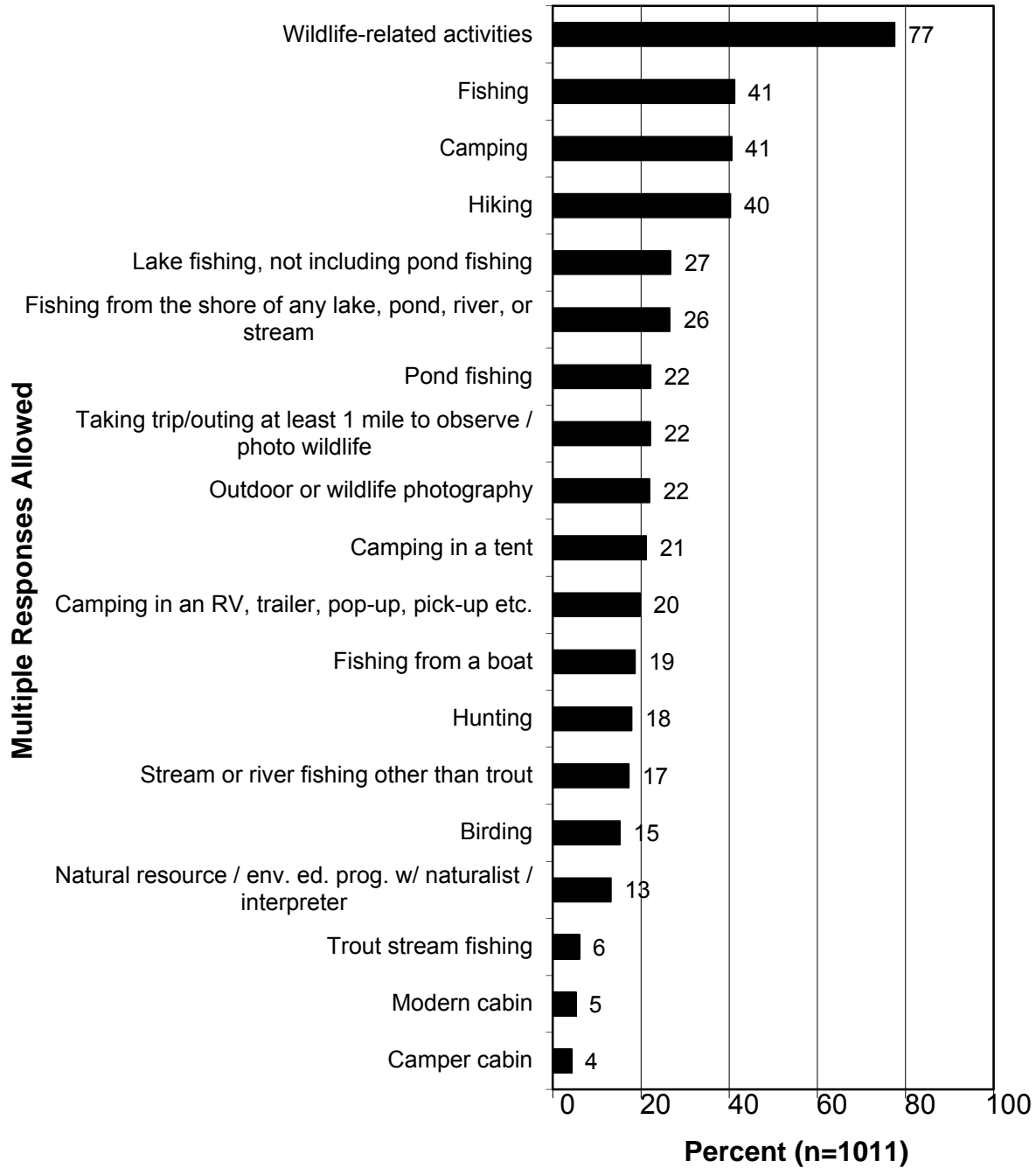


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Adult participation) (Part 2)**

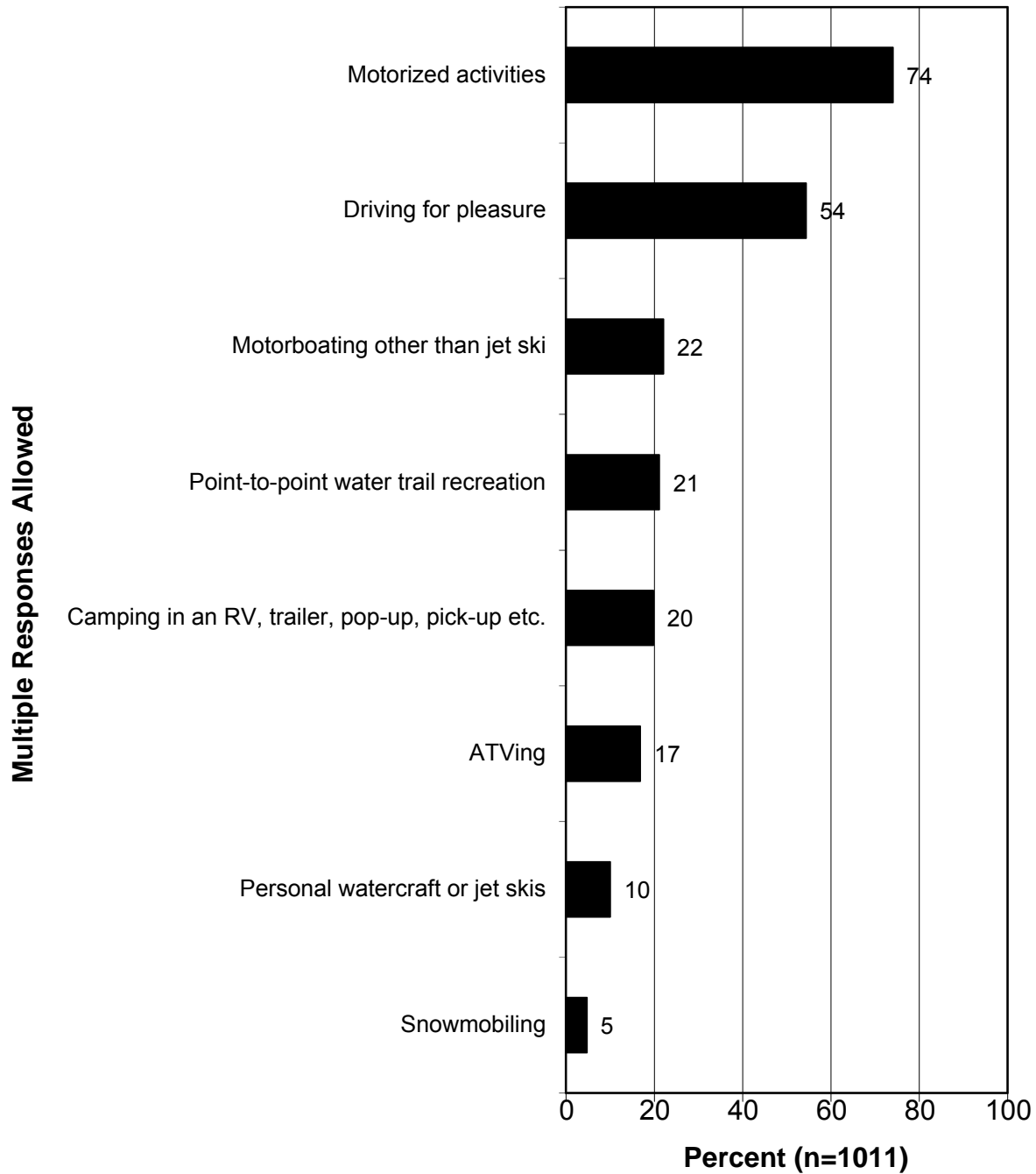
**Multiple Responses Allowed**



**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Wildlife-related activities)**

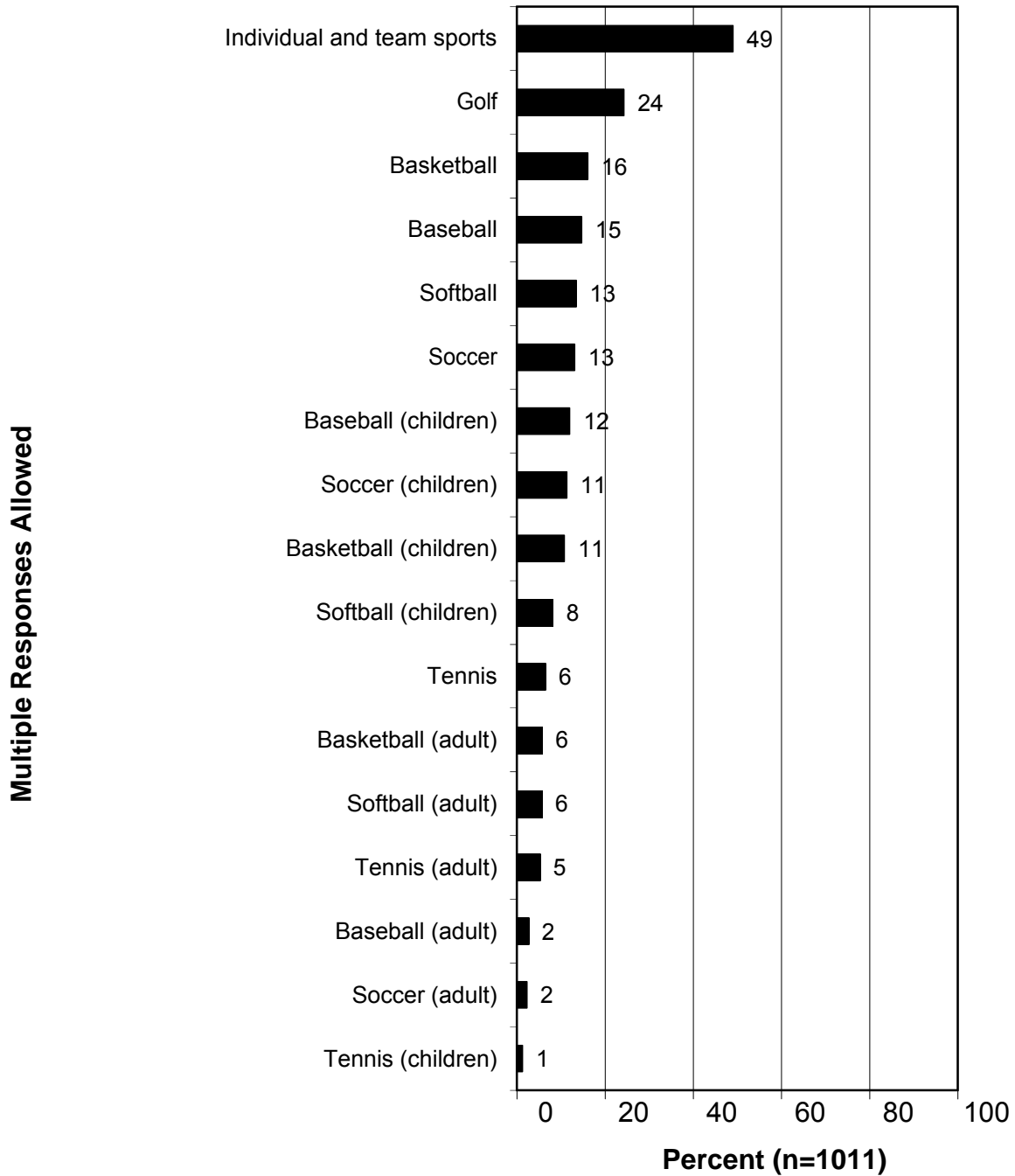


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Motorized activities)**

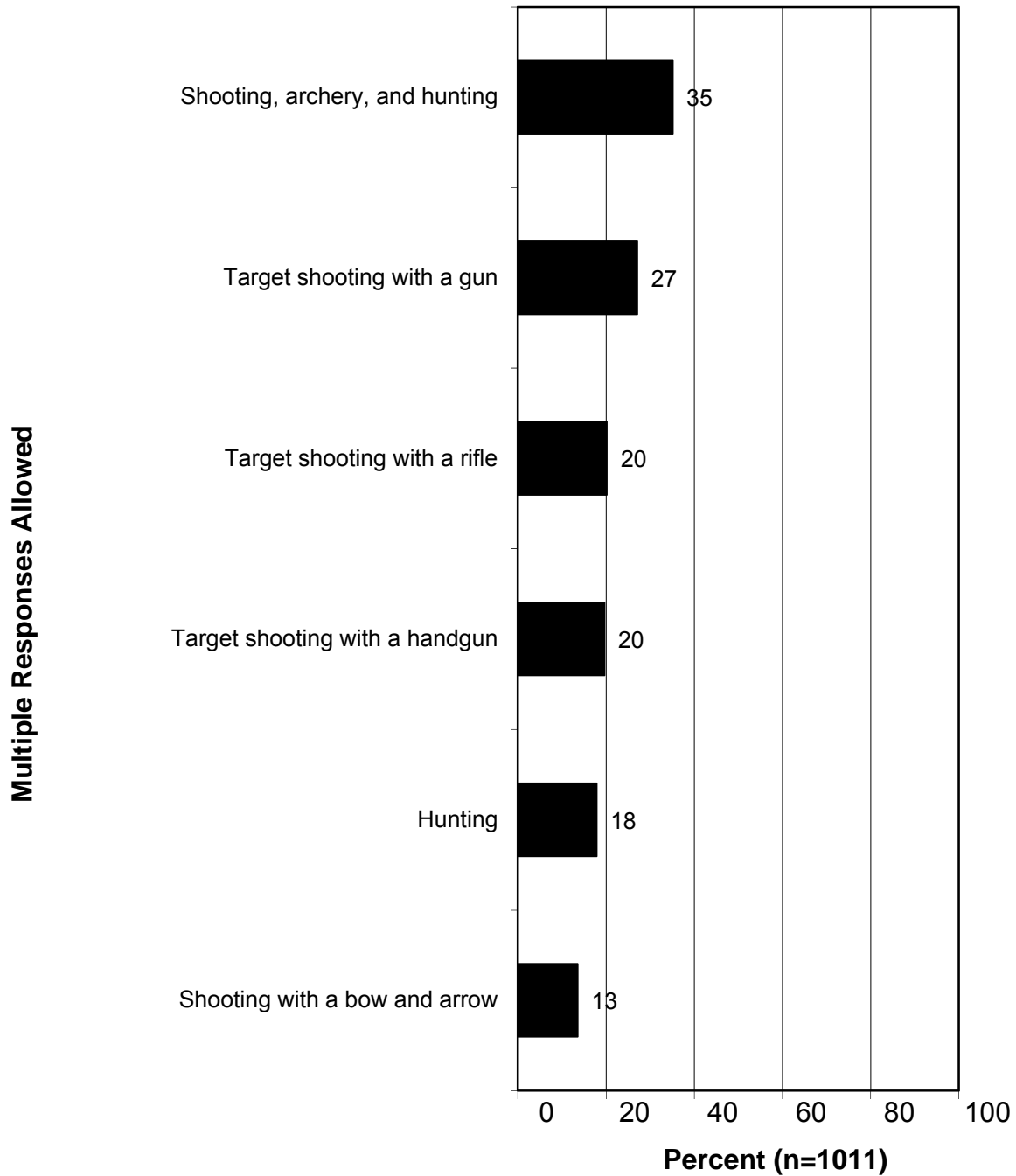




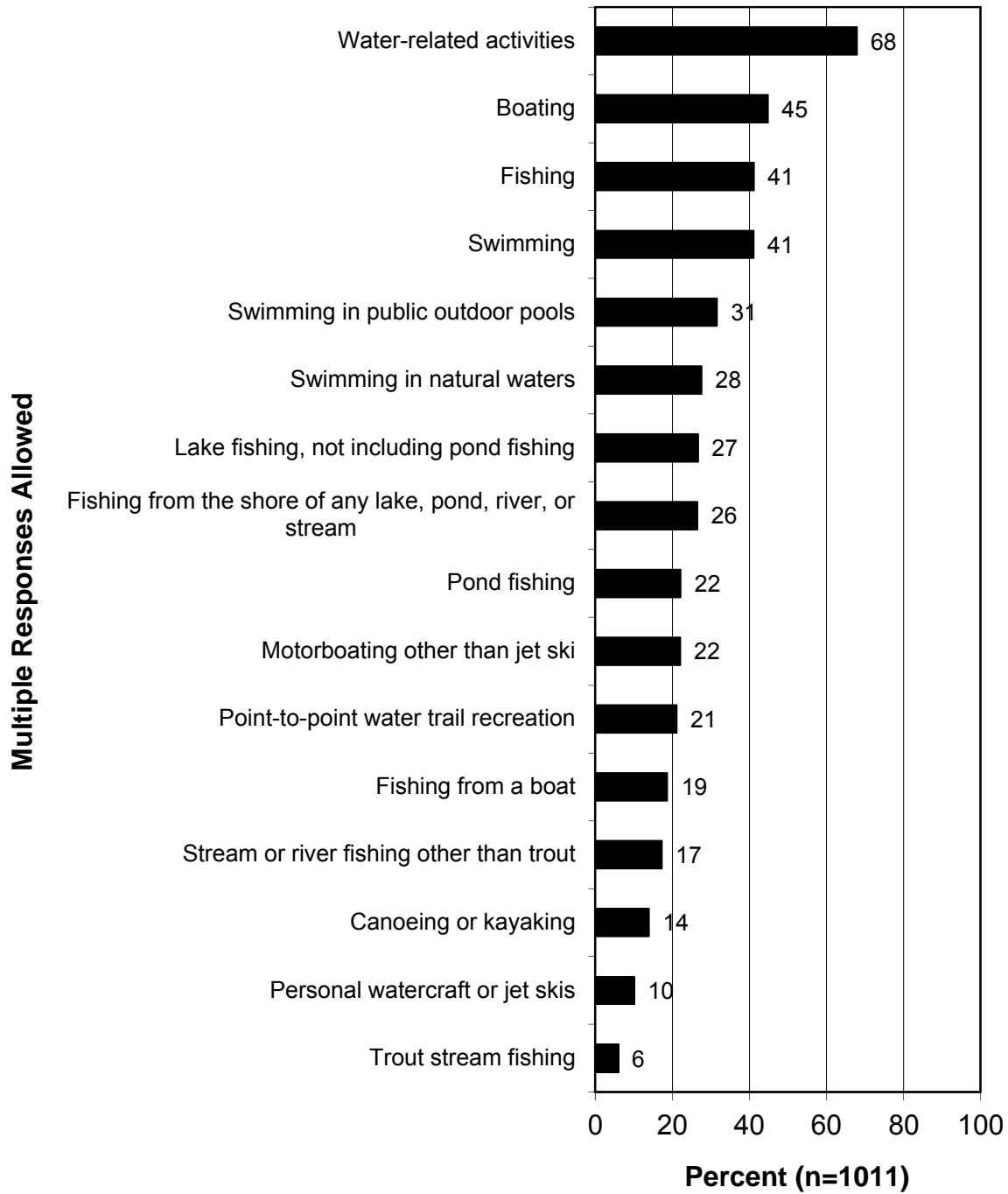
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Individual and team sports)**



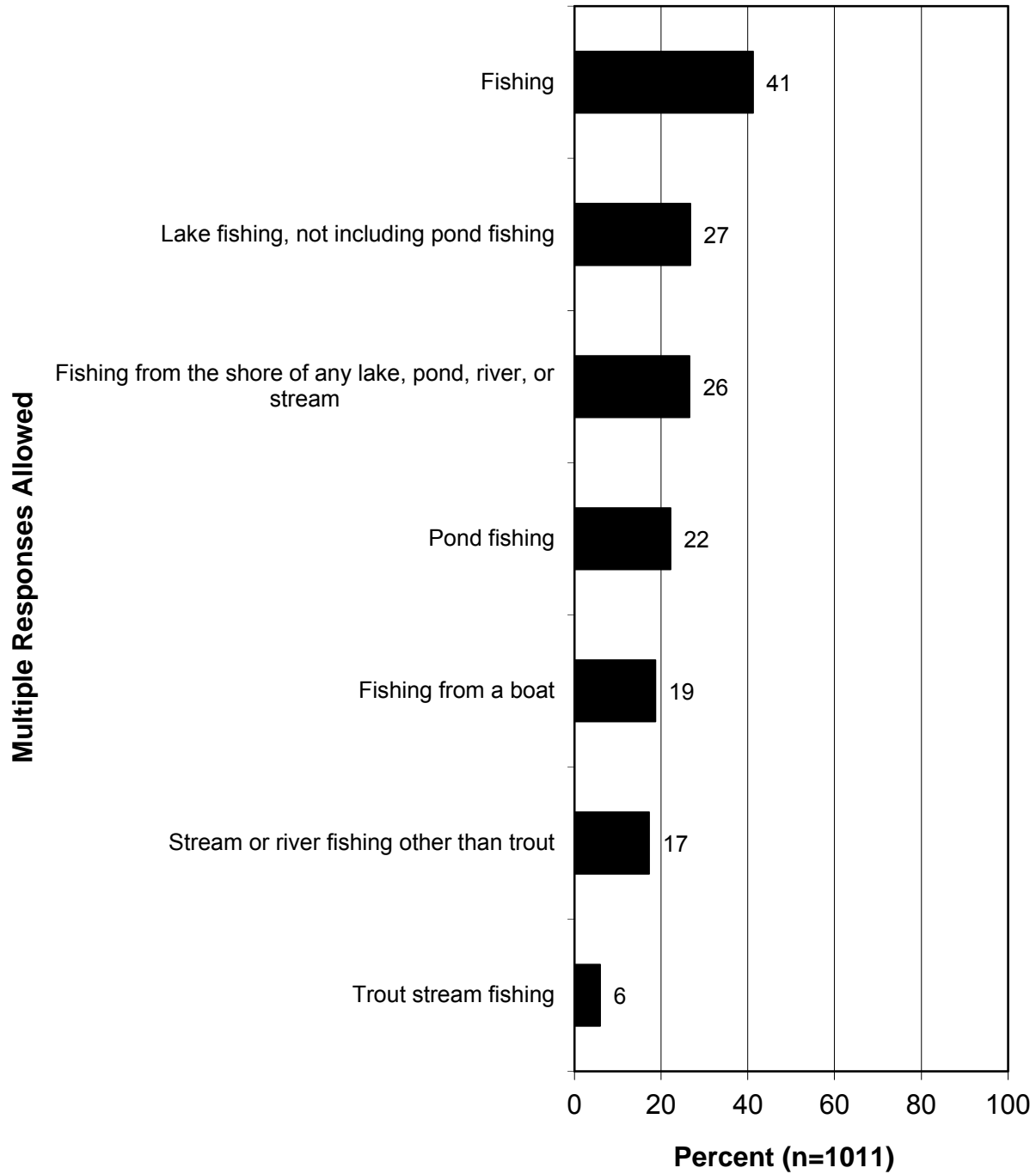
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Shooting, archery, and hunting)**



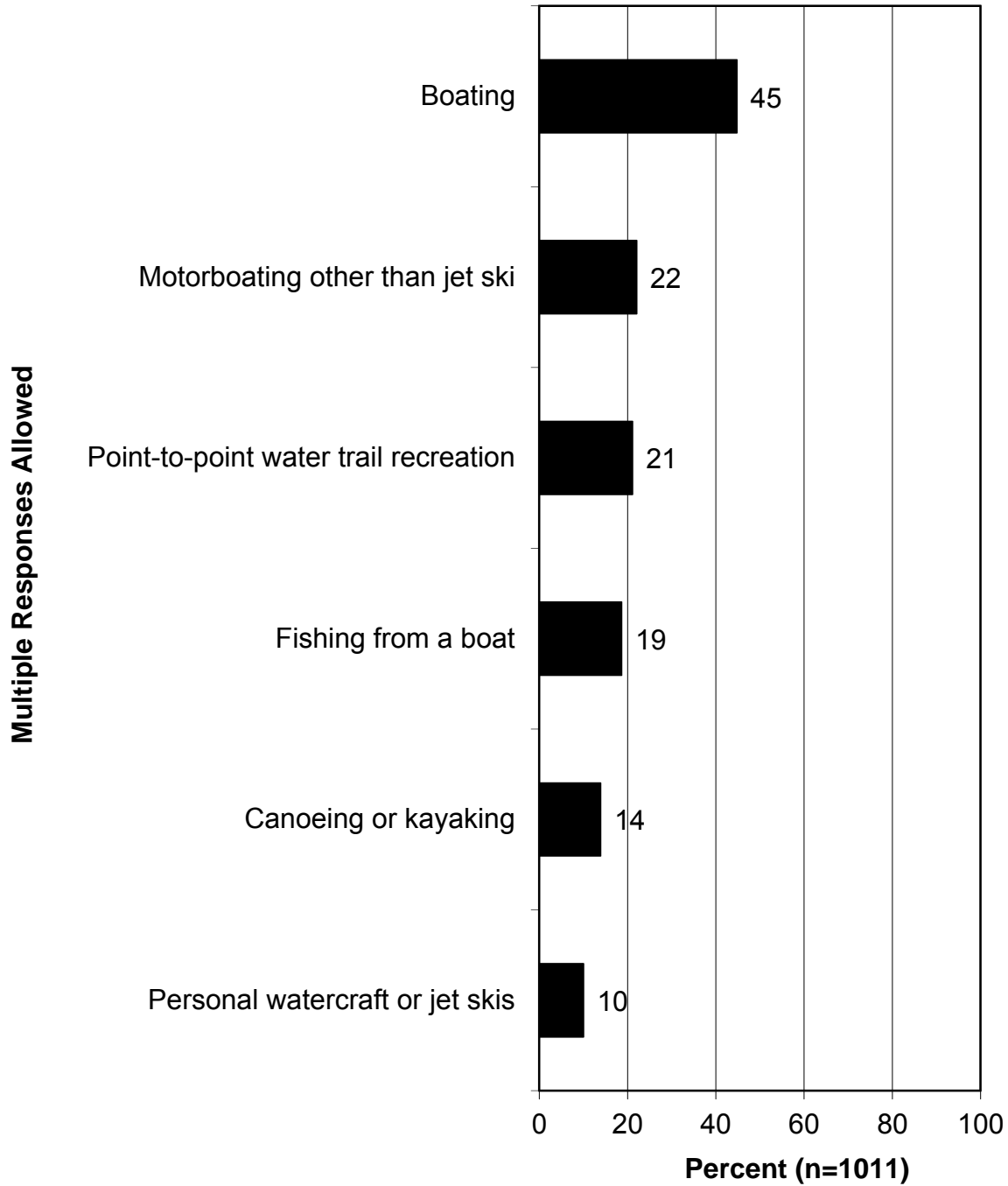
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Water-related activities)**



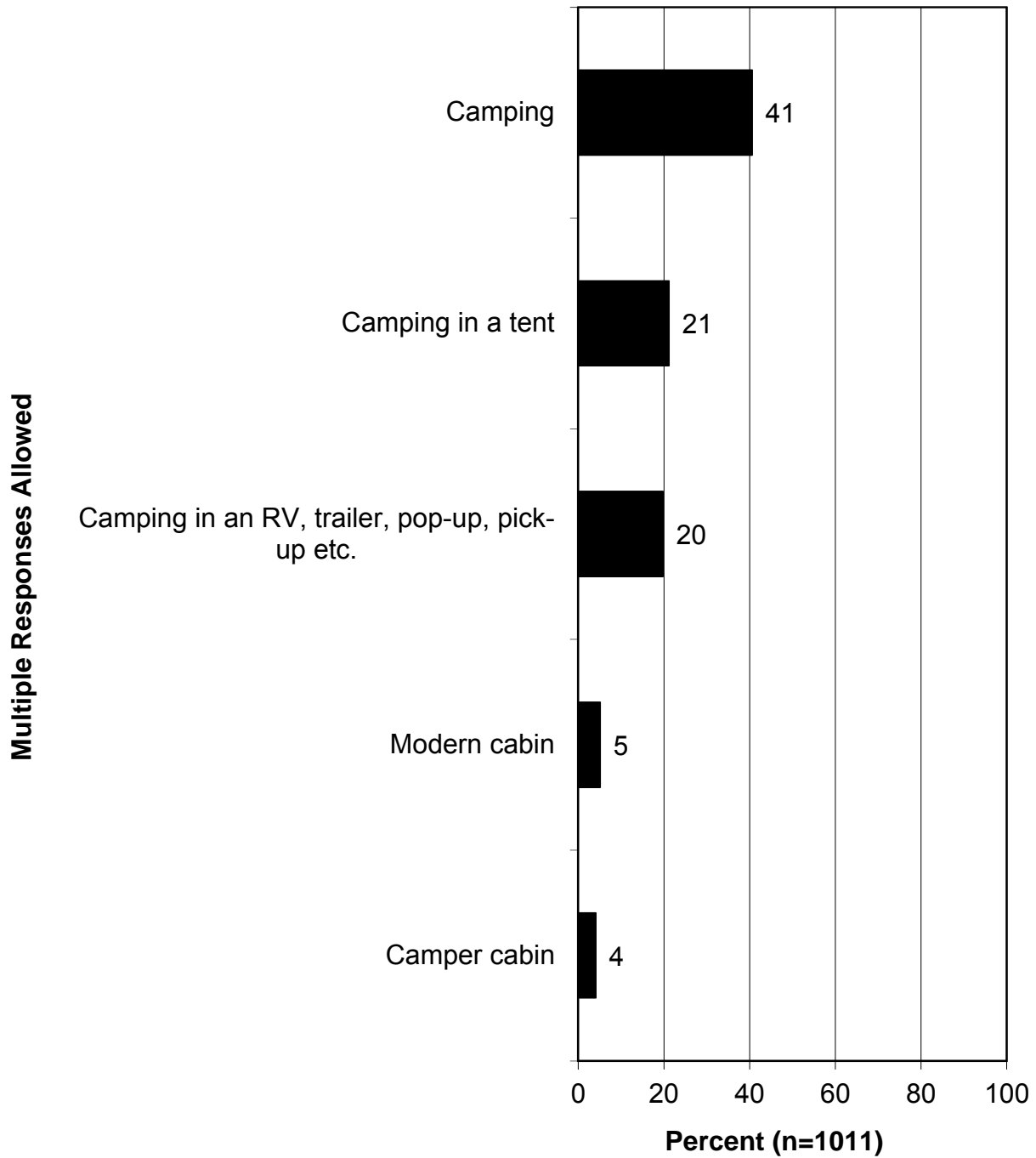
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Fishing activities)**



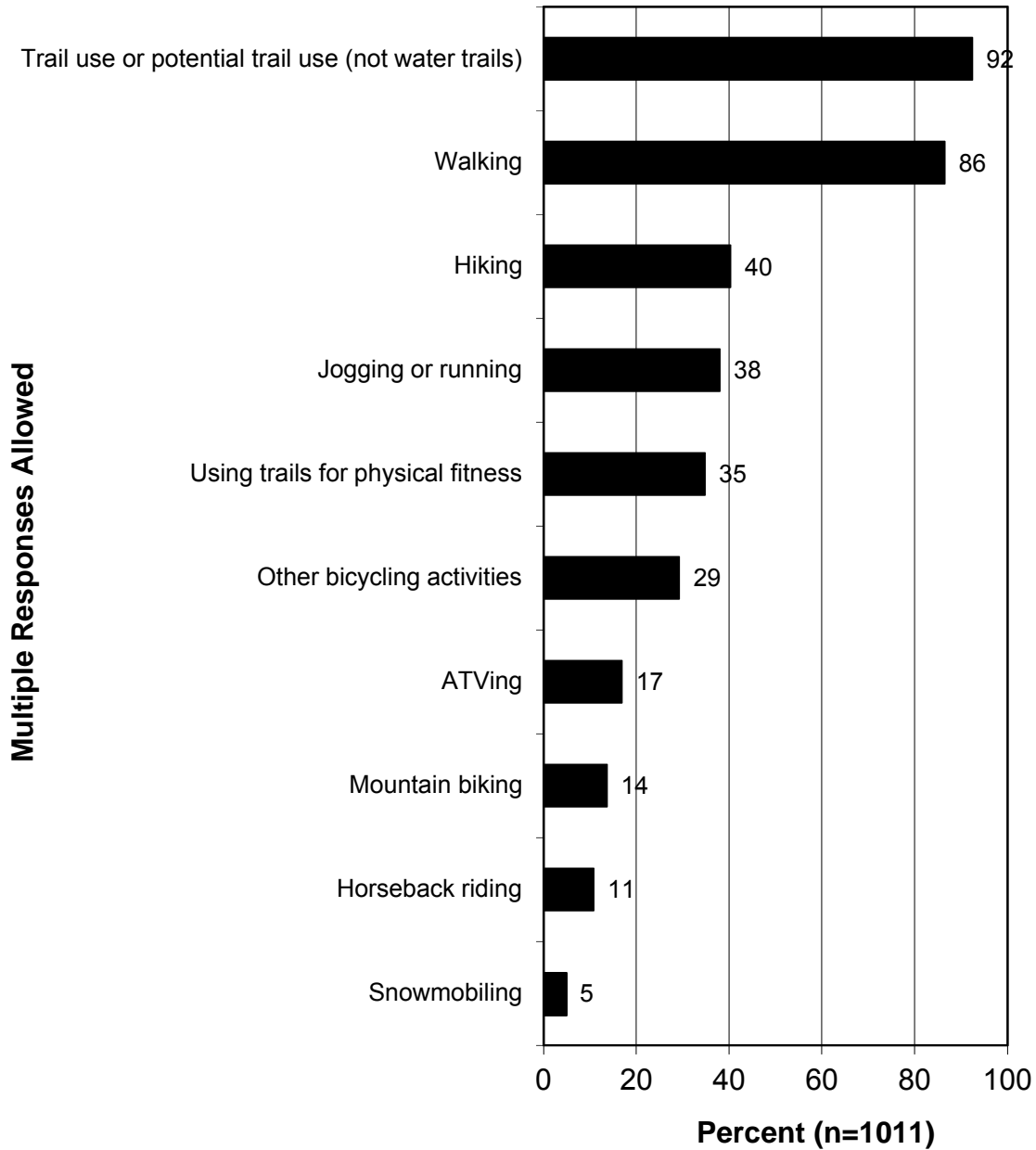
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Boating activities)**



**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Camping activities)**

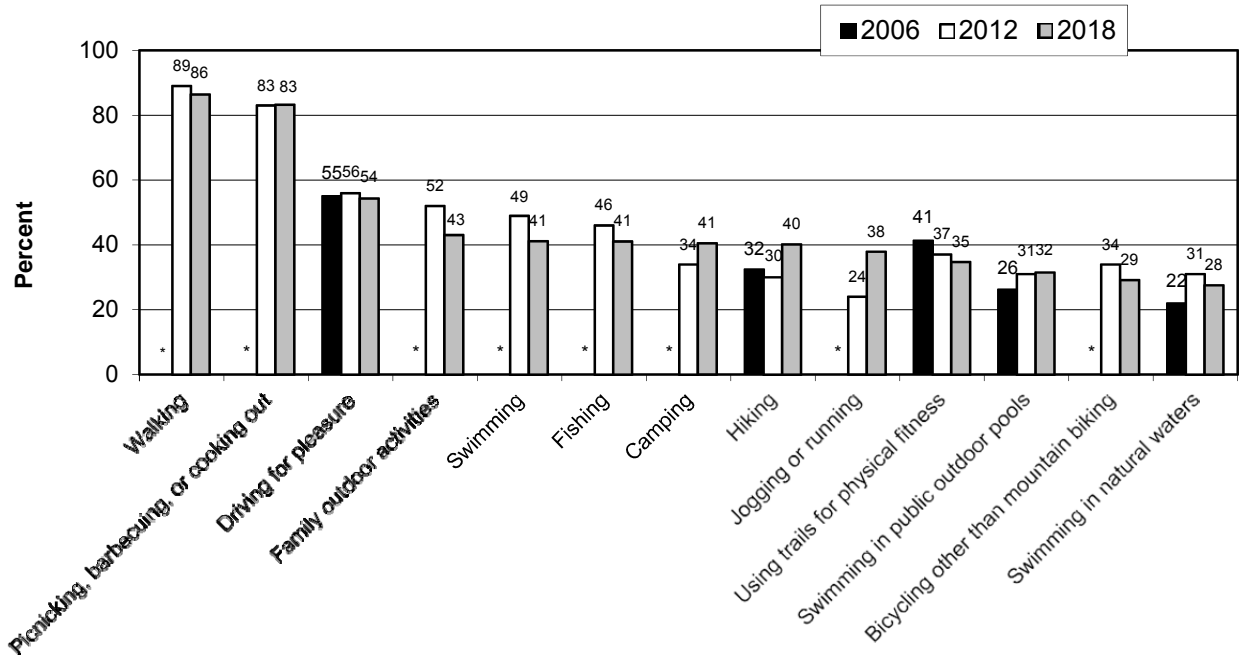


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Trail use or potential trail use, except water trails)**



This is said to be “potential” because some activities are not necessarily on trails but *could* be on trails, such as walking or jogging/running.

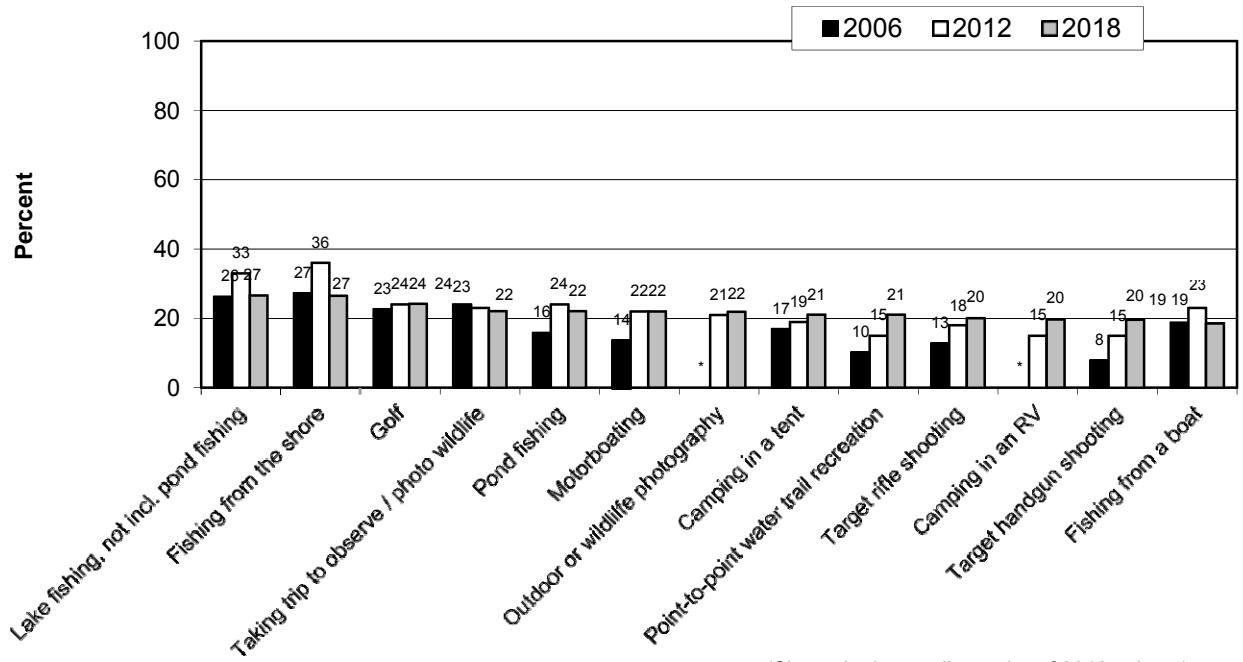
**Percent who participated in each of the following activities in Iowa in the past 2 years. (Part 1)**



(Shown in descending order of 2018 values.)  
 \* Information not available for 2006.



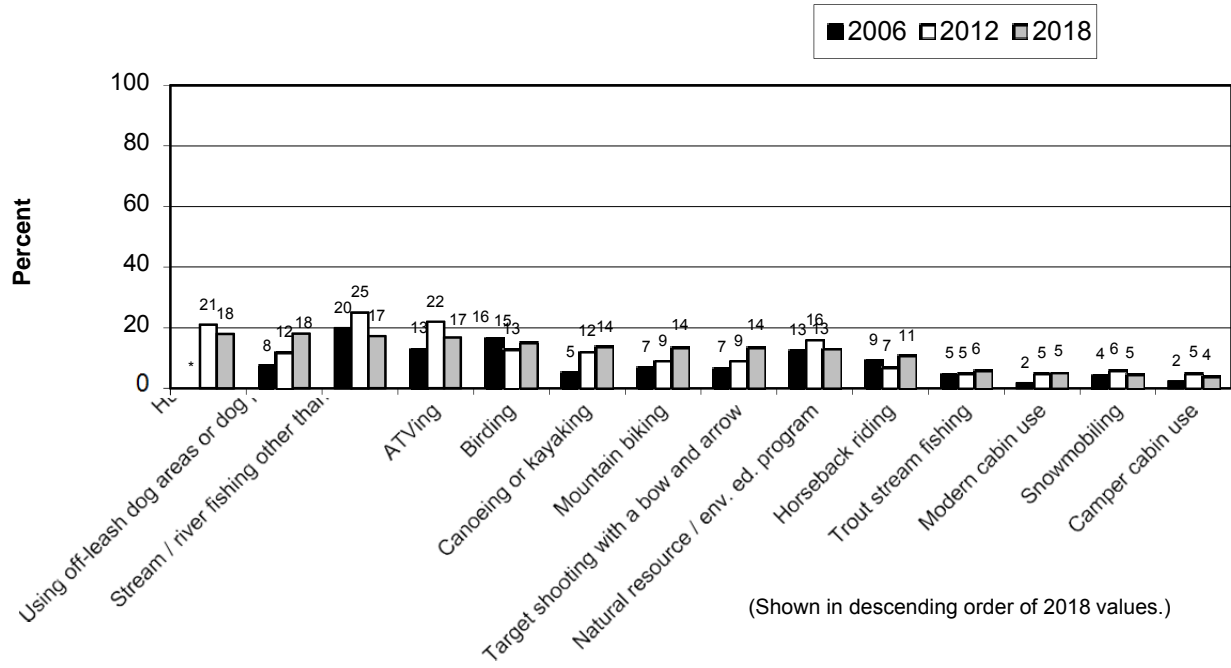
**Percent who participated in each of the following activities in Iowa in the past 2 years. (Part 2)**



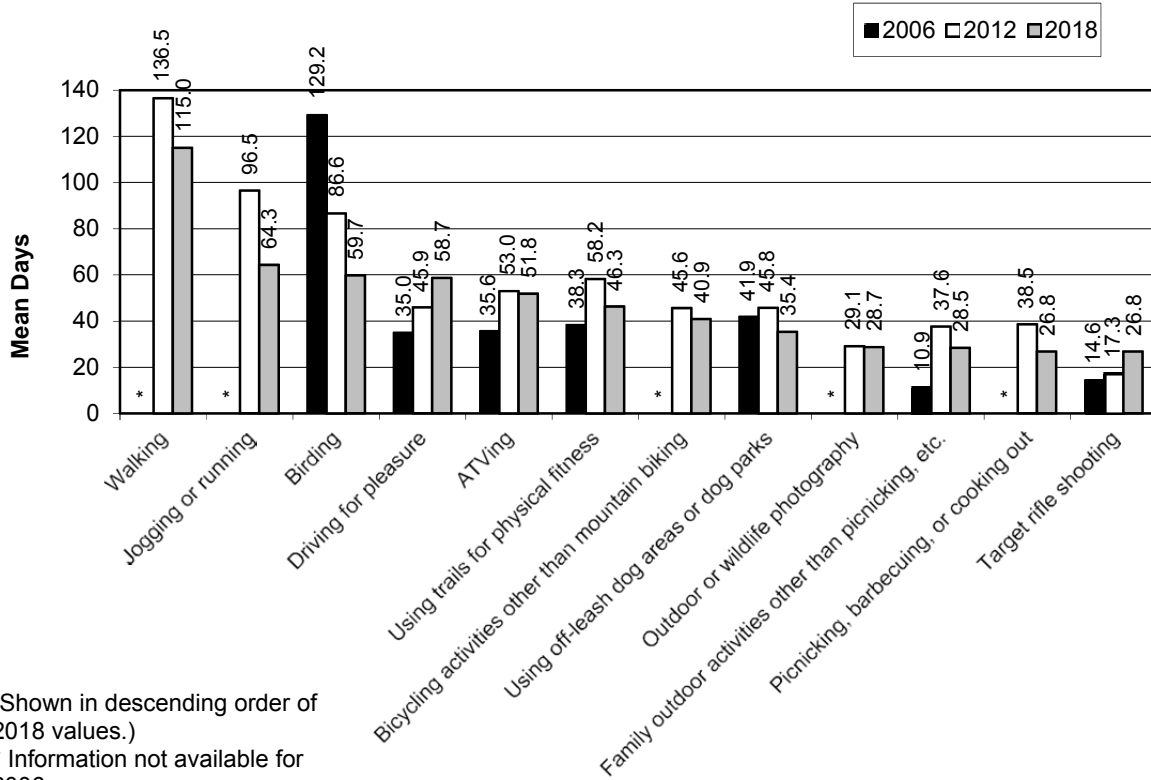
(Shown in descending order of 2018 values.)

\* Information not available for 2006.

**Percent who participated in each of the following activities in Iowa in the past 2 years. (Part 3)**

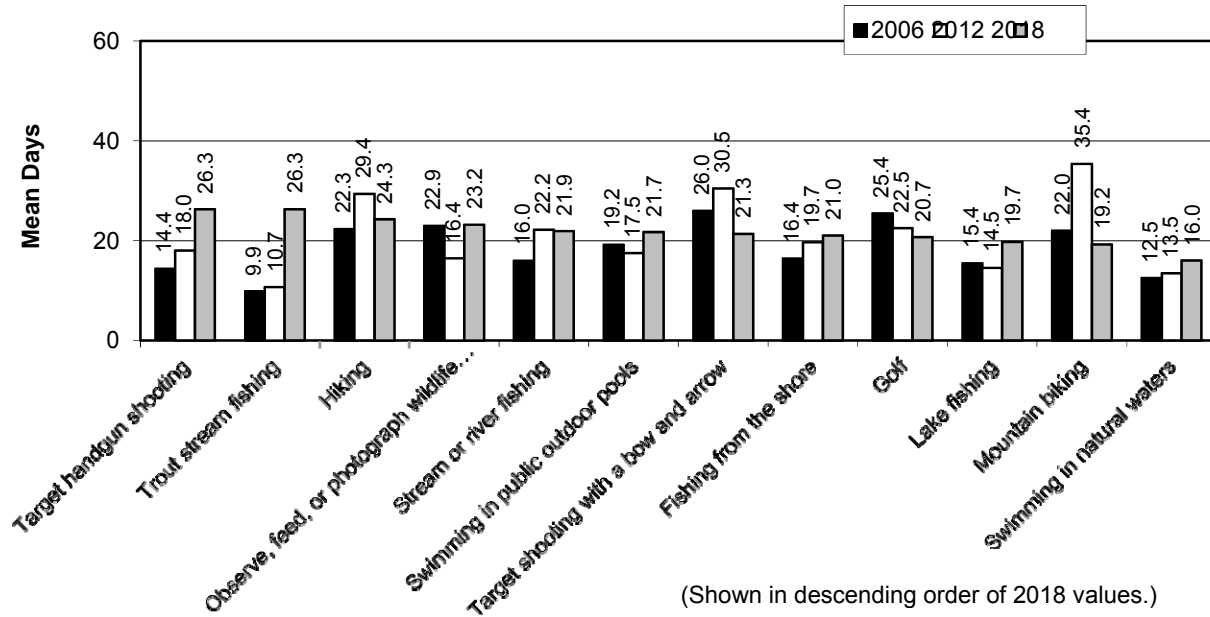


**Mean number of days respondents participated in each of the following activities in Iowa in the past 12 months. (Among participants.) (Part 1)**

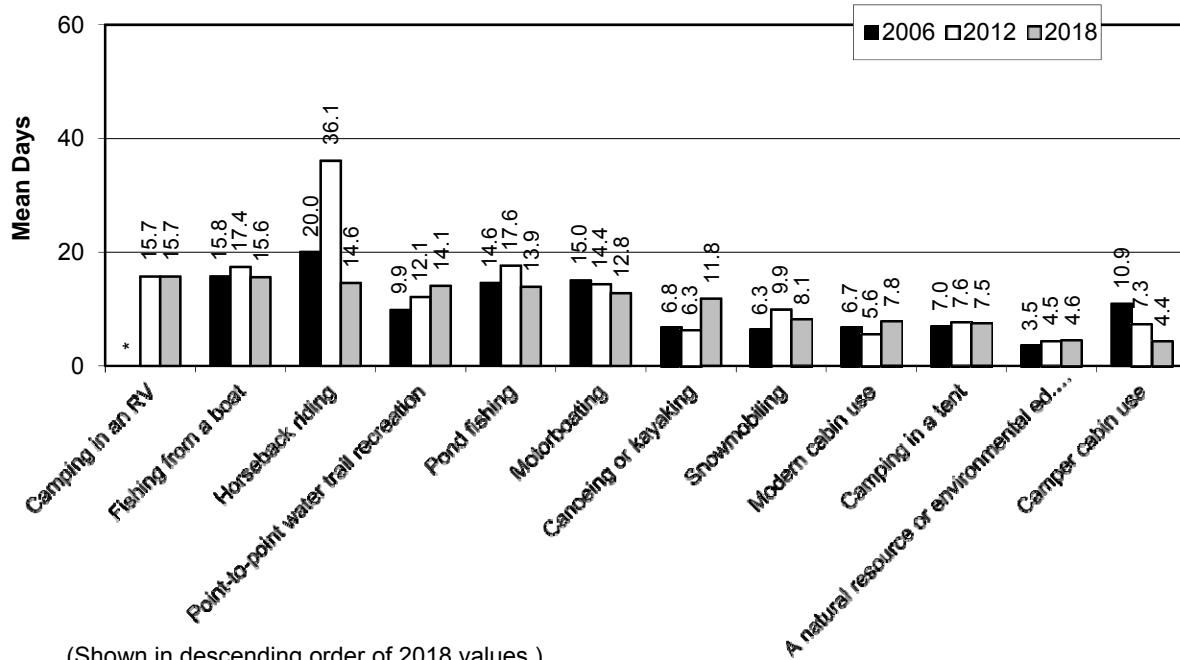


(Shown in descending order of 2018 values.)  
 \* Information not available for 2006.

**Mean number of days respondents participated in each of the following activities in Iowa in the past 12 months. (Among participants.) (Part 2)**



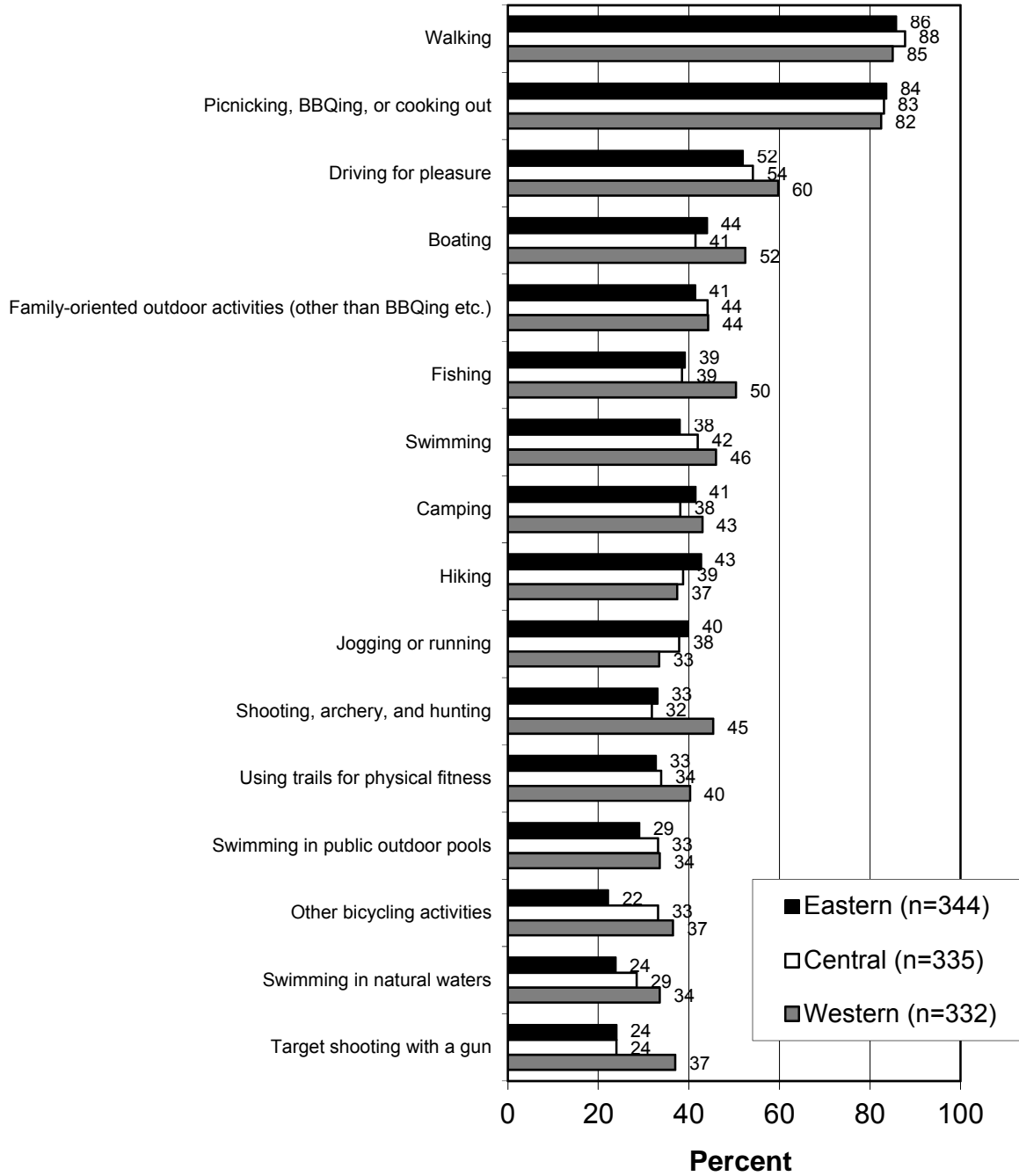
**Mean number of days respondents participated in each of the following activities in Iowa in the past 12 months. (Among participants.) (Part 3)**



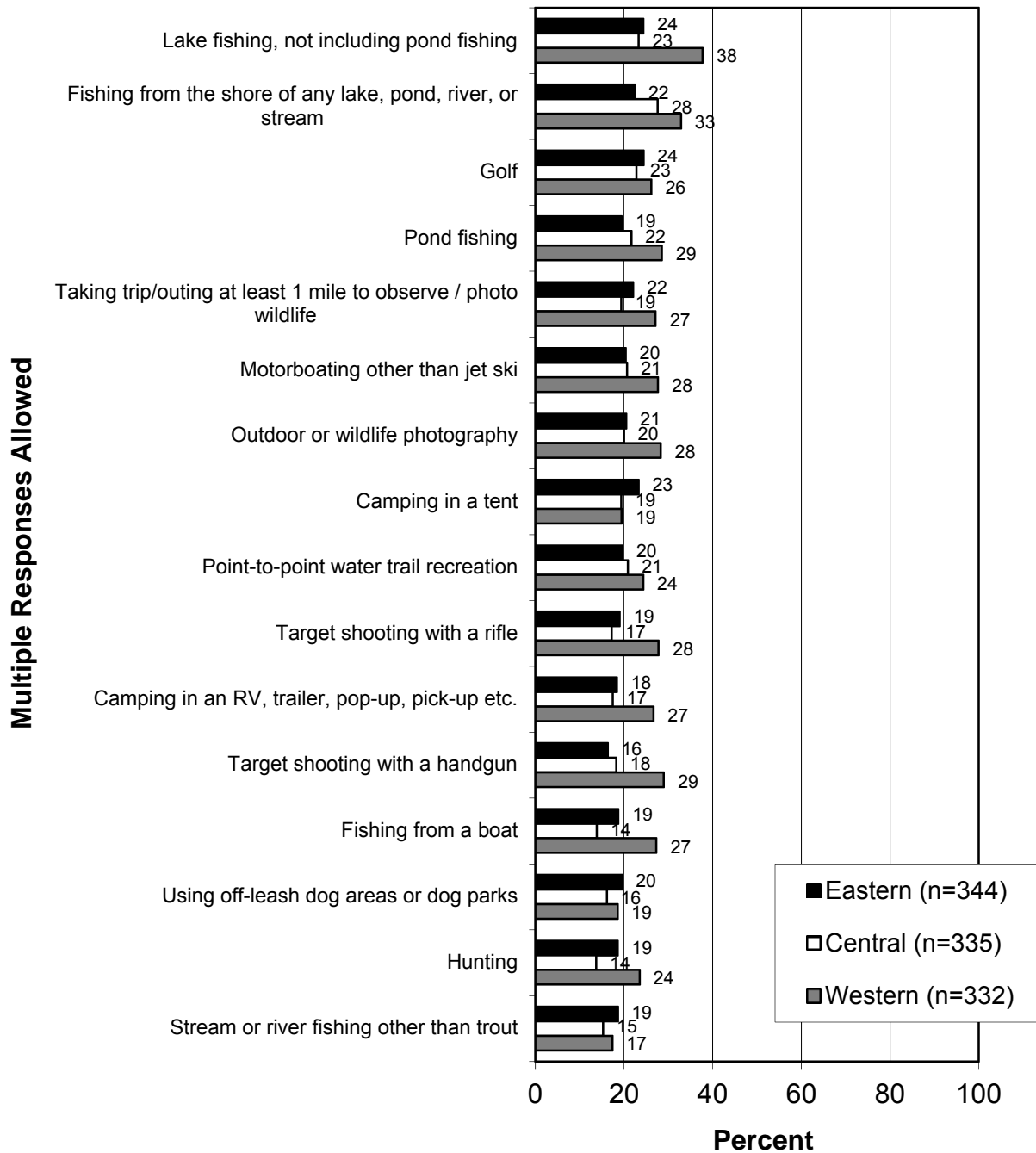
(Shown in descending order of 2018 values.)  
 \* Information not available for 2006.

**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 1)**

**Multiple Responses Allowed**

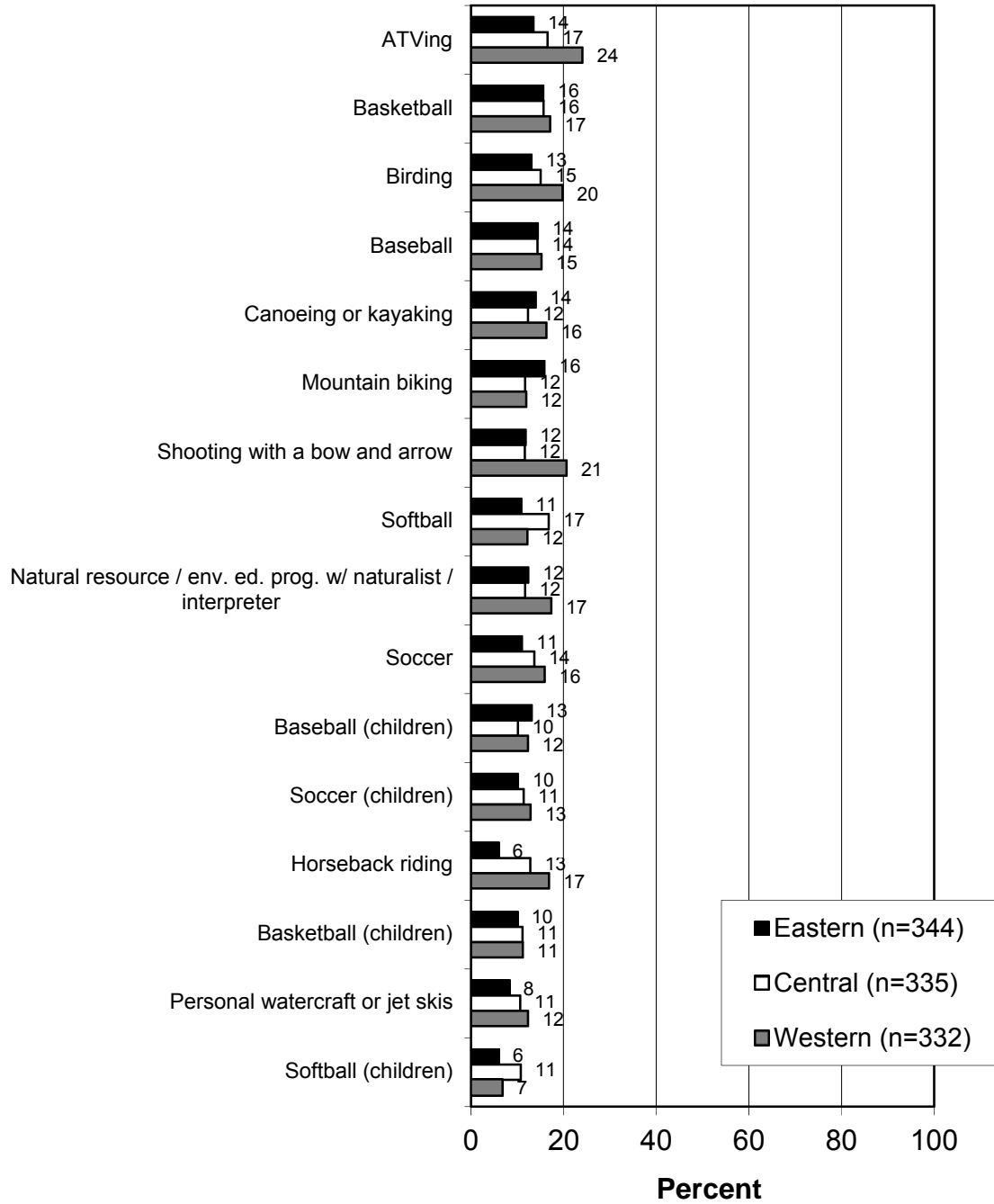


## I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 2)



**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 3)**

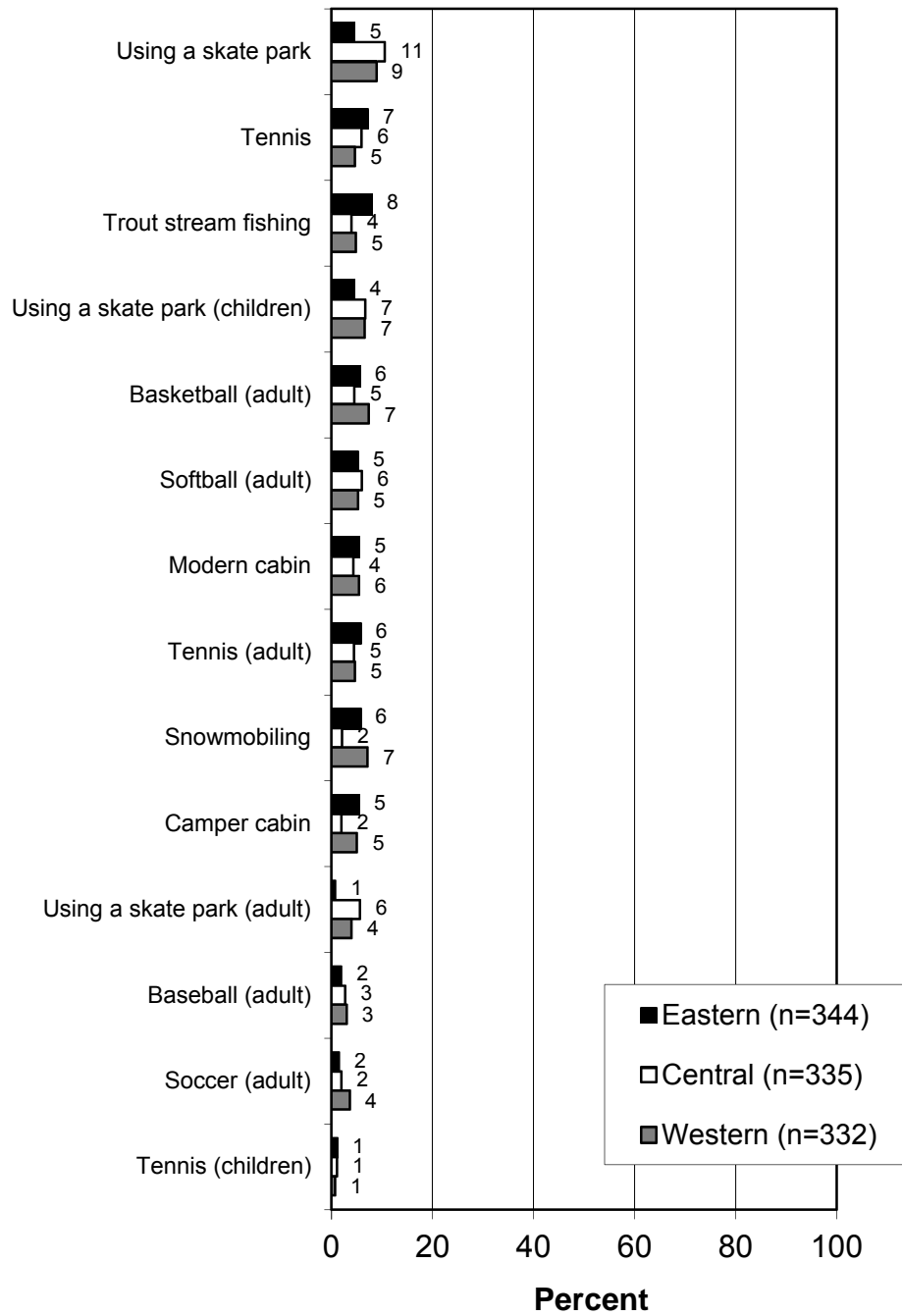
**Multiple Responses Allowed**





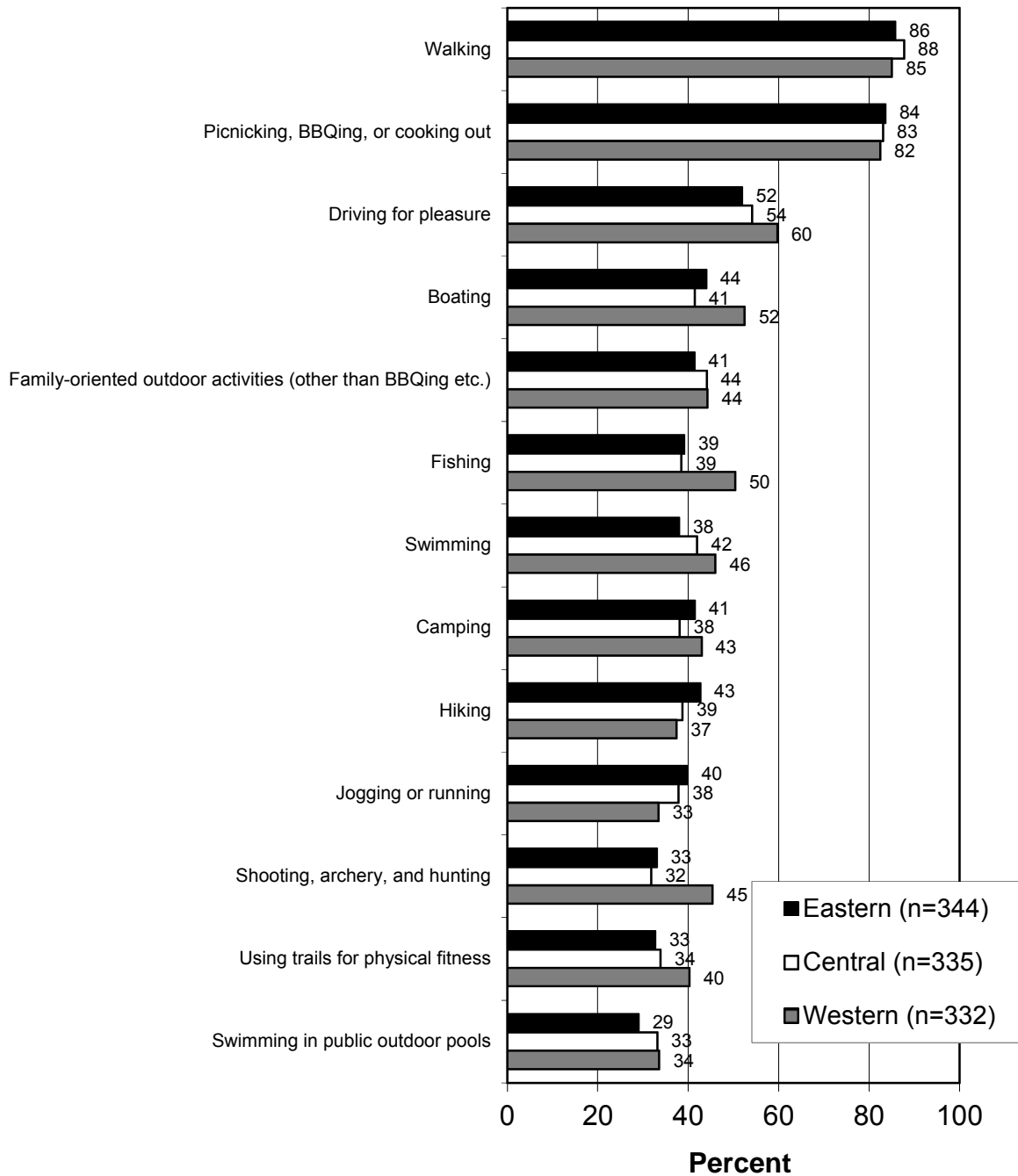
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 4)**

Multiple Responses Allowed

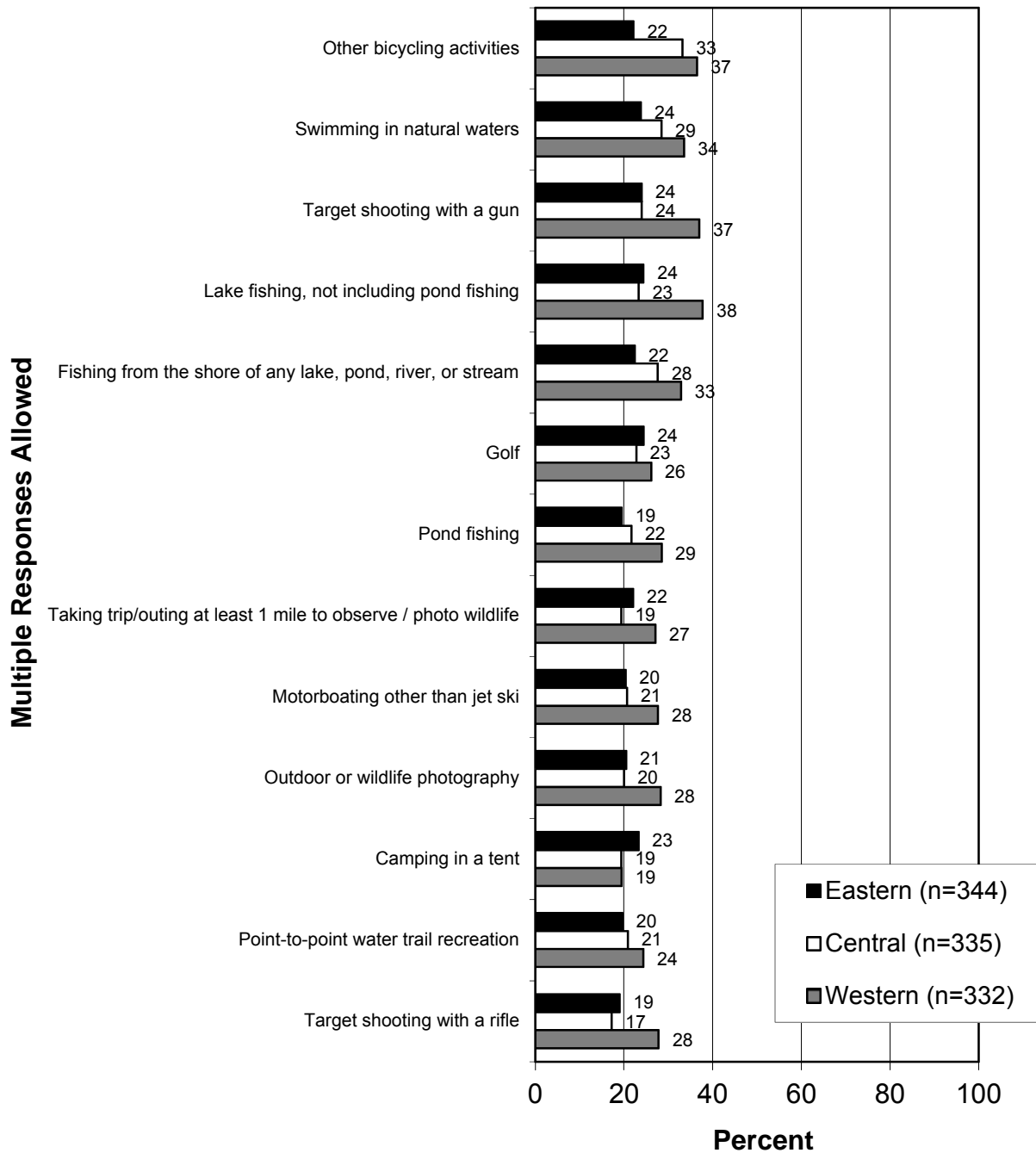


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Adult participation)  
(Part 1)**

**Multiple Responses Allowed**

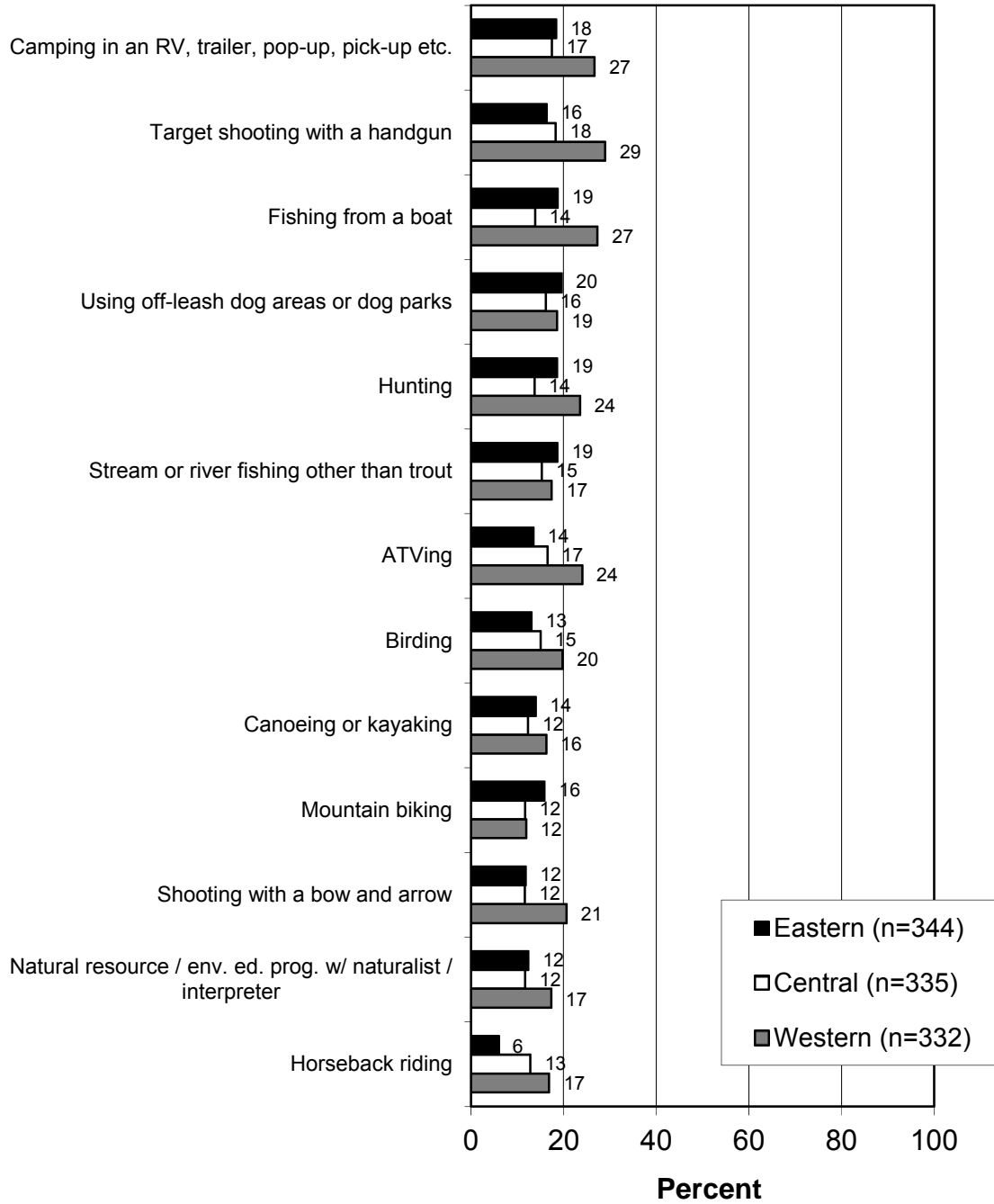


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Adult participation)  
(Part 2)**



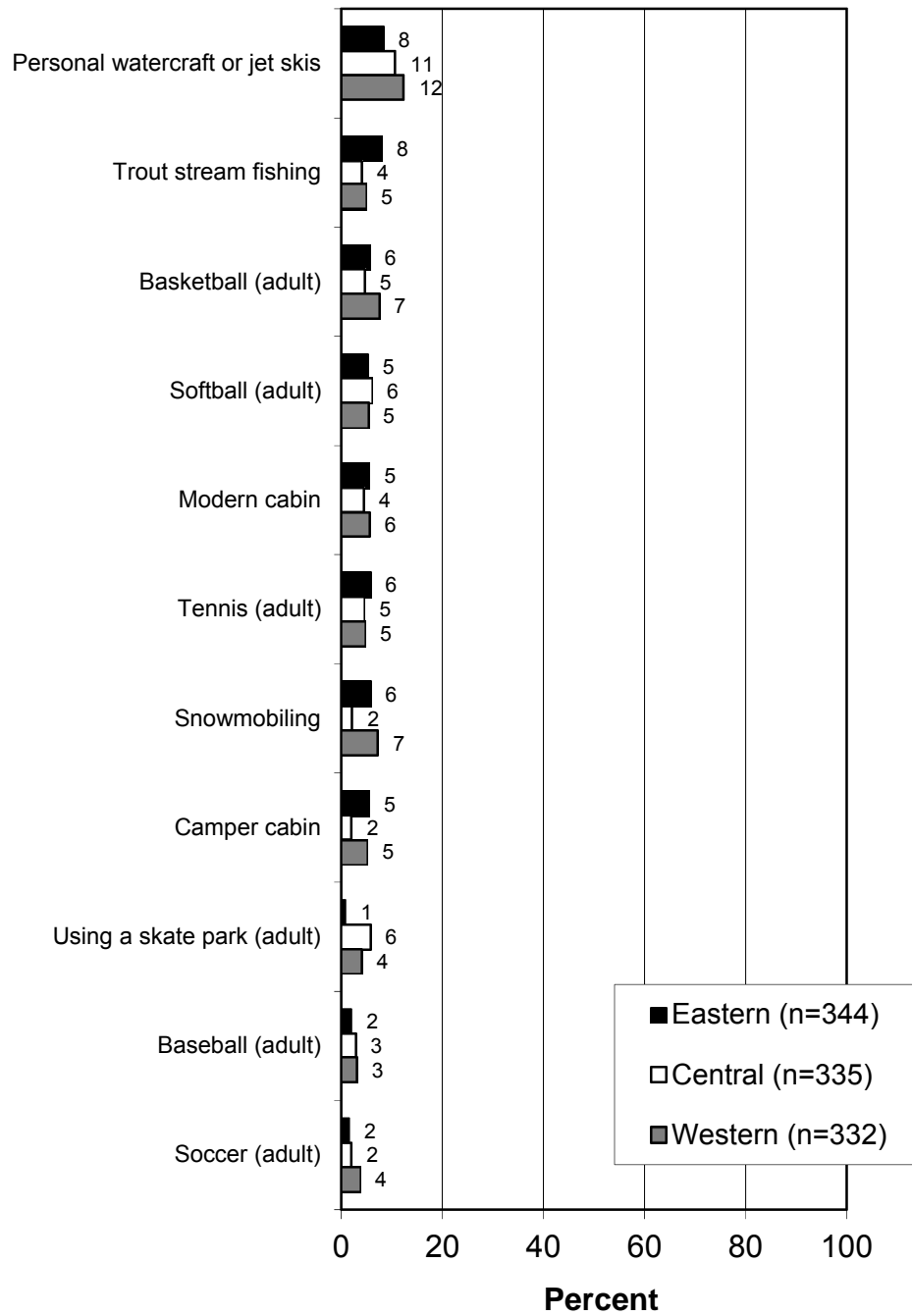
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Adult participation)  
(Part 3)**

**Multiple Responses Allowed**

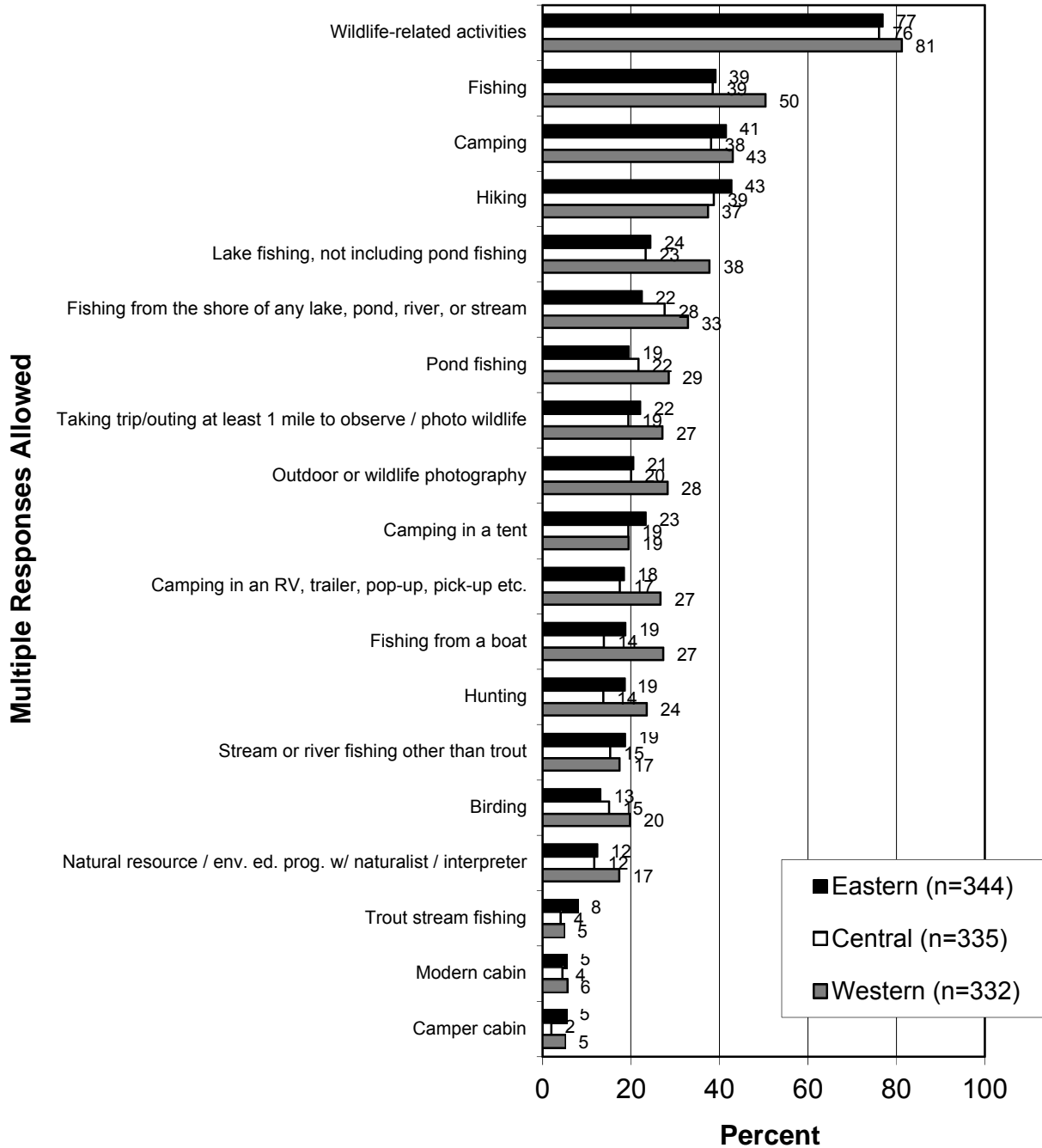


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Adult participation)  
(Part 4)**

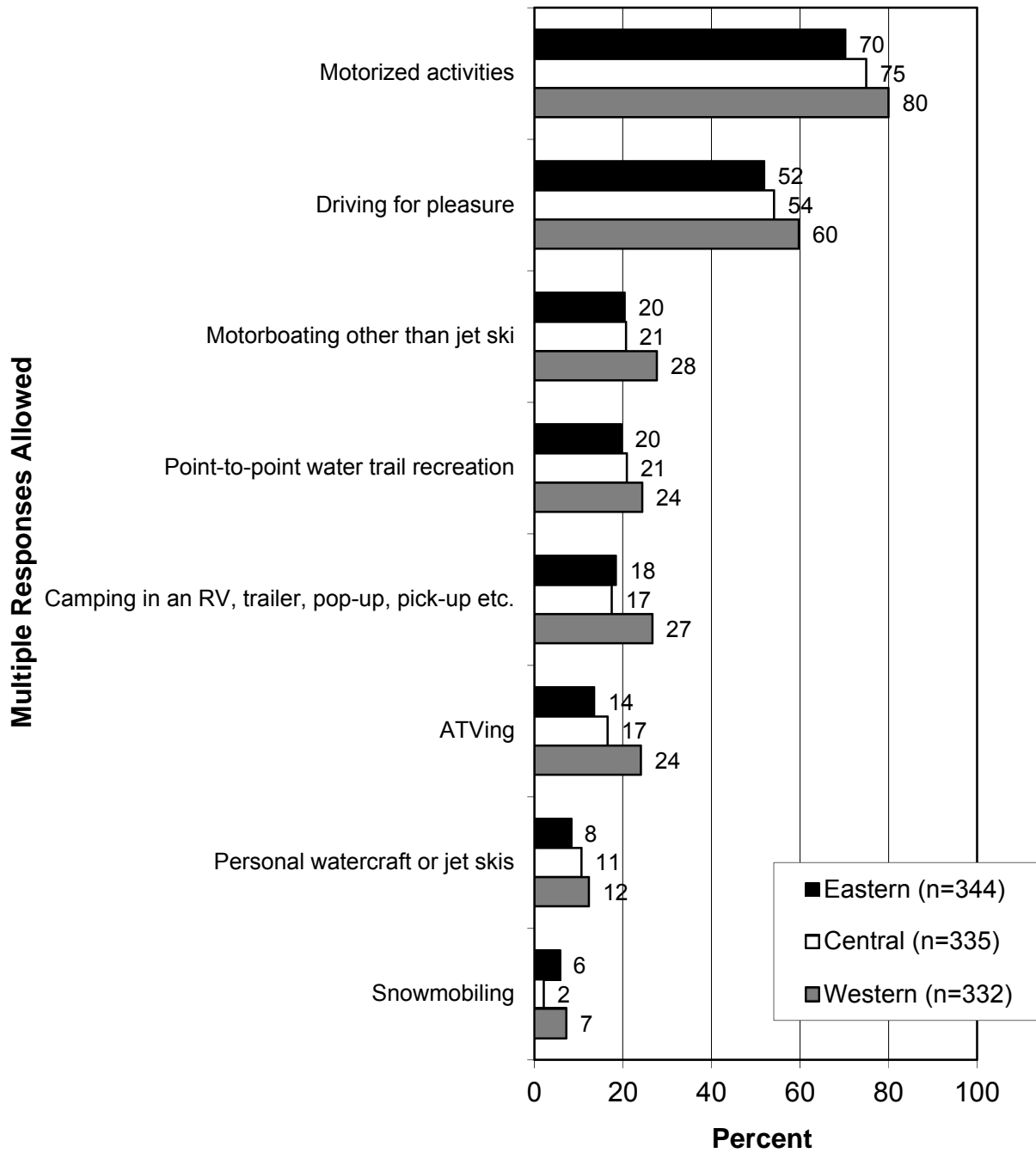
Multiple Responses Allowed



**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Wildlife-related activities)**

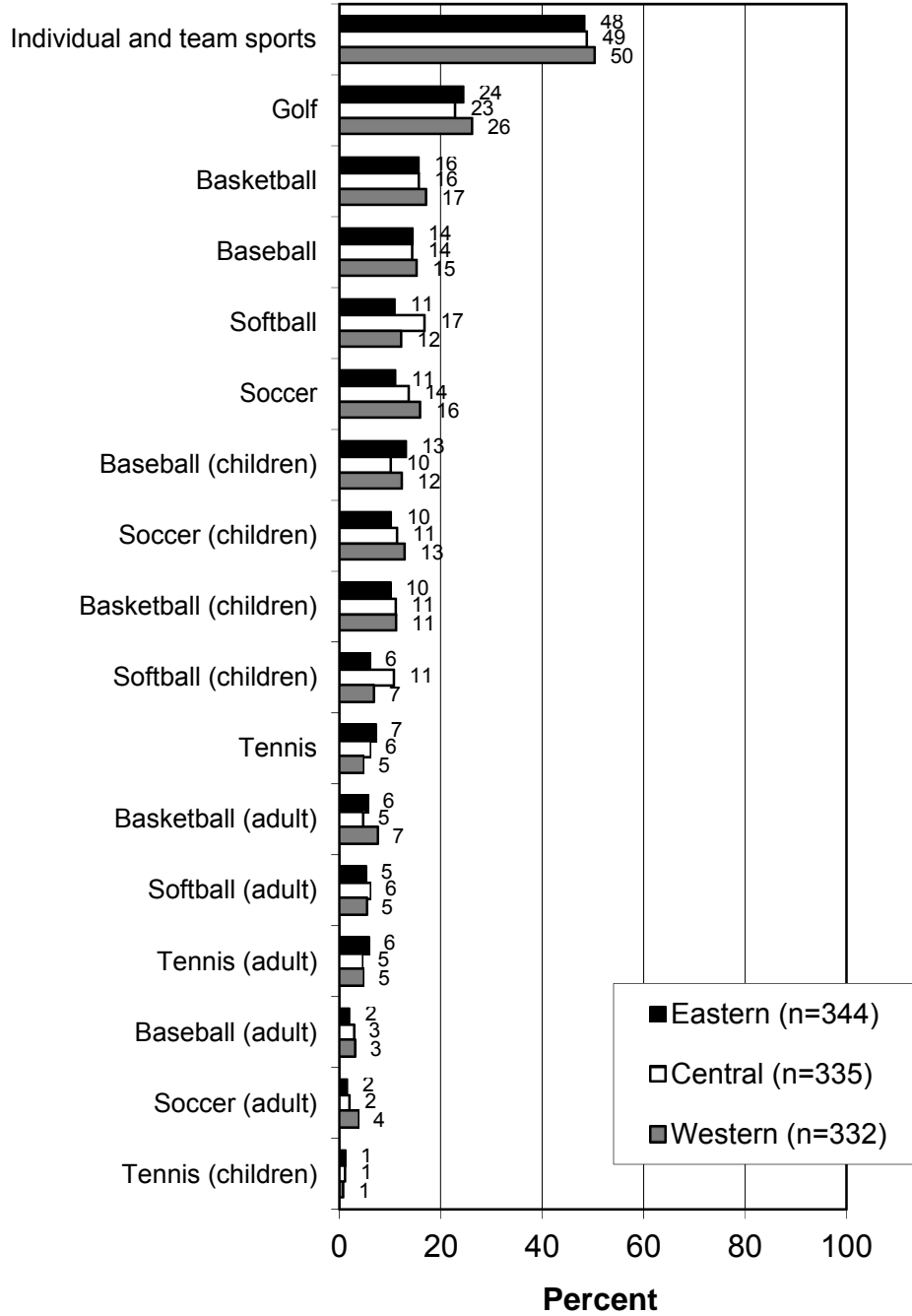


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Motorized activities)**



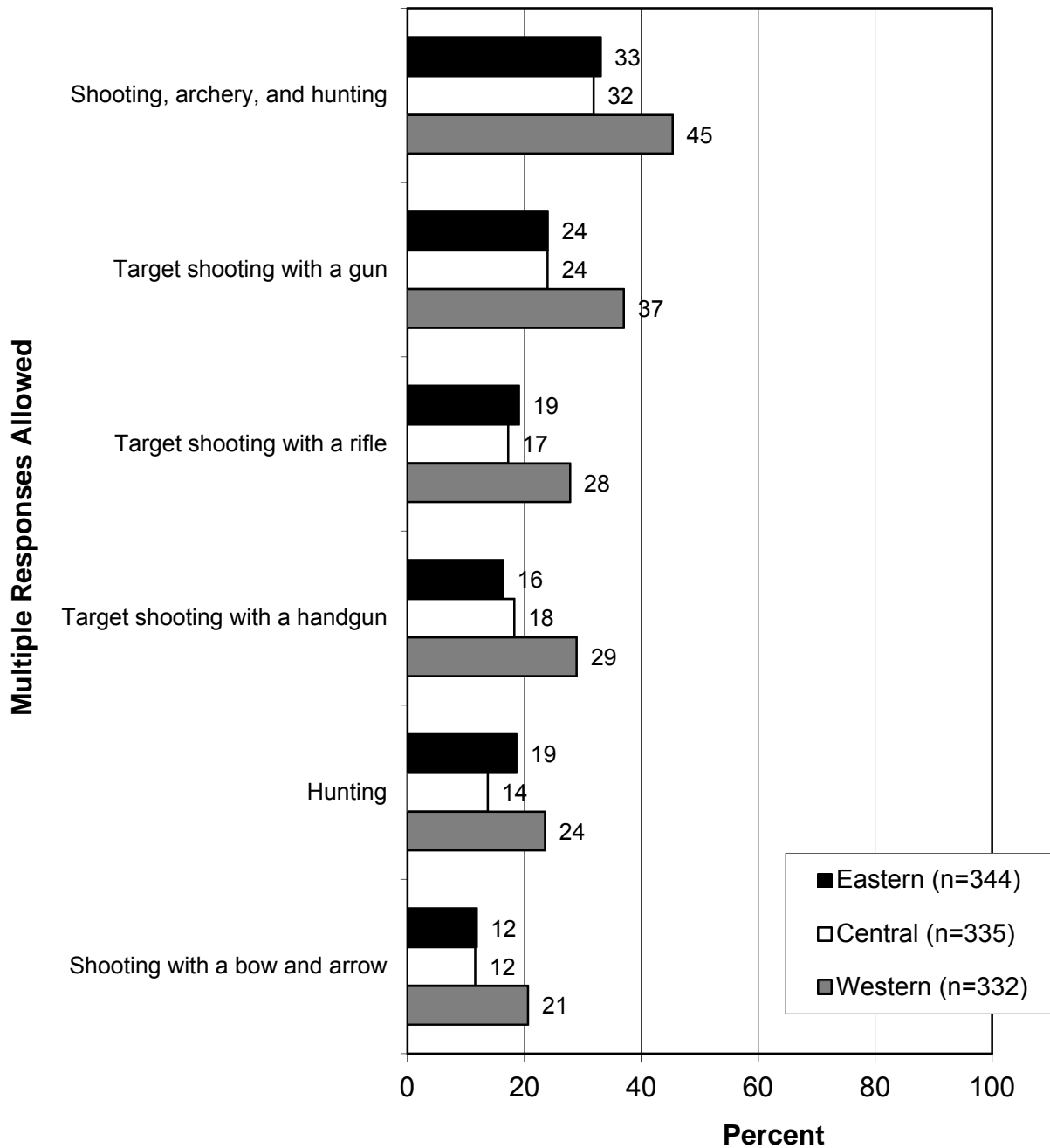
**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Individual and team sports)**

**Multiple Responses Allowed**

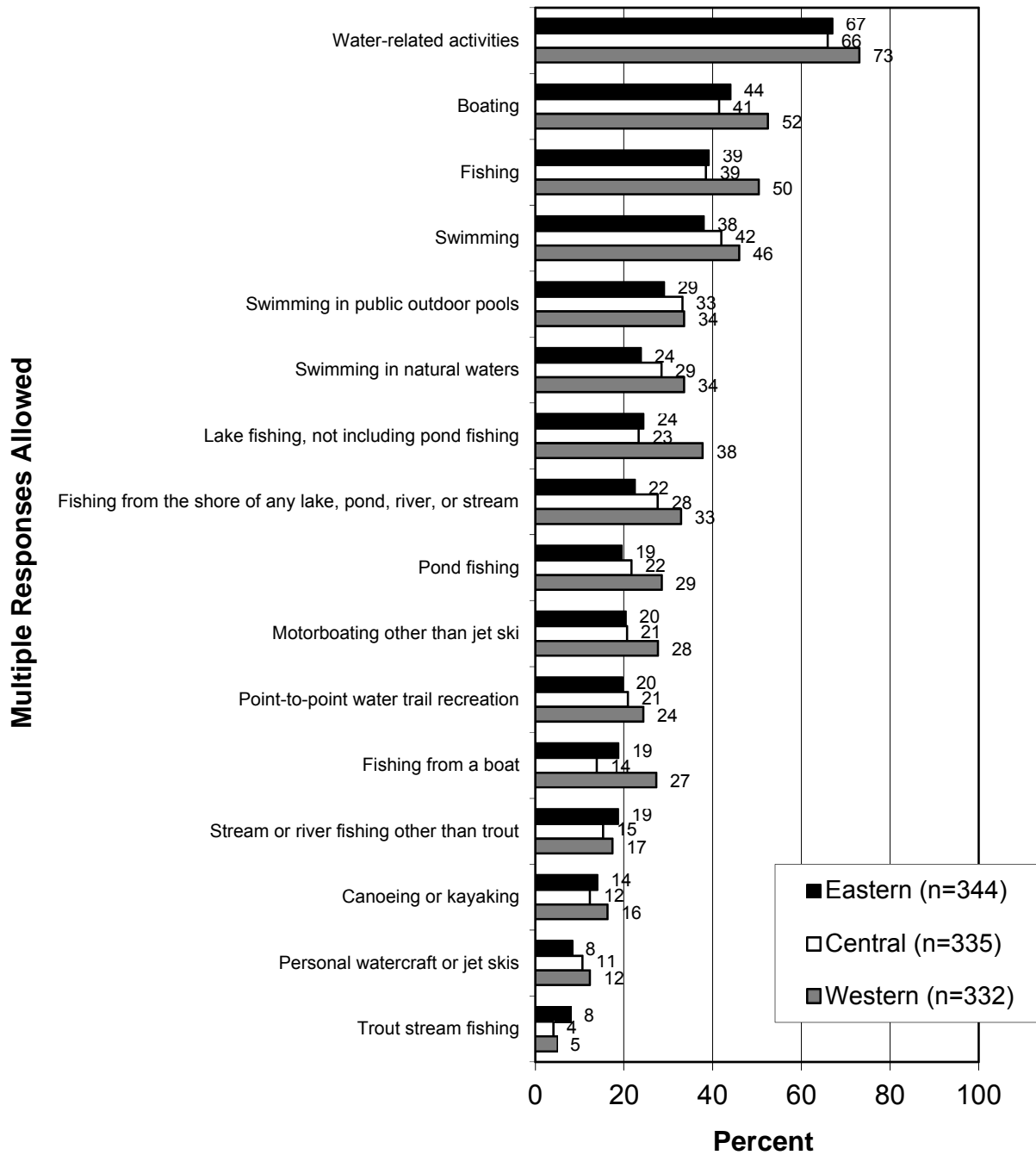




**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Shooting, archery, and hunting)**



**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.  
(Water-related activities)**

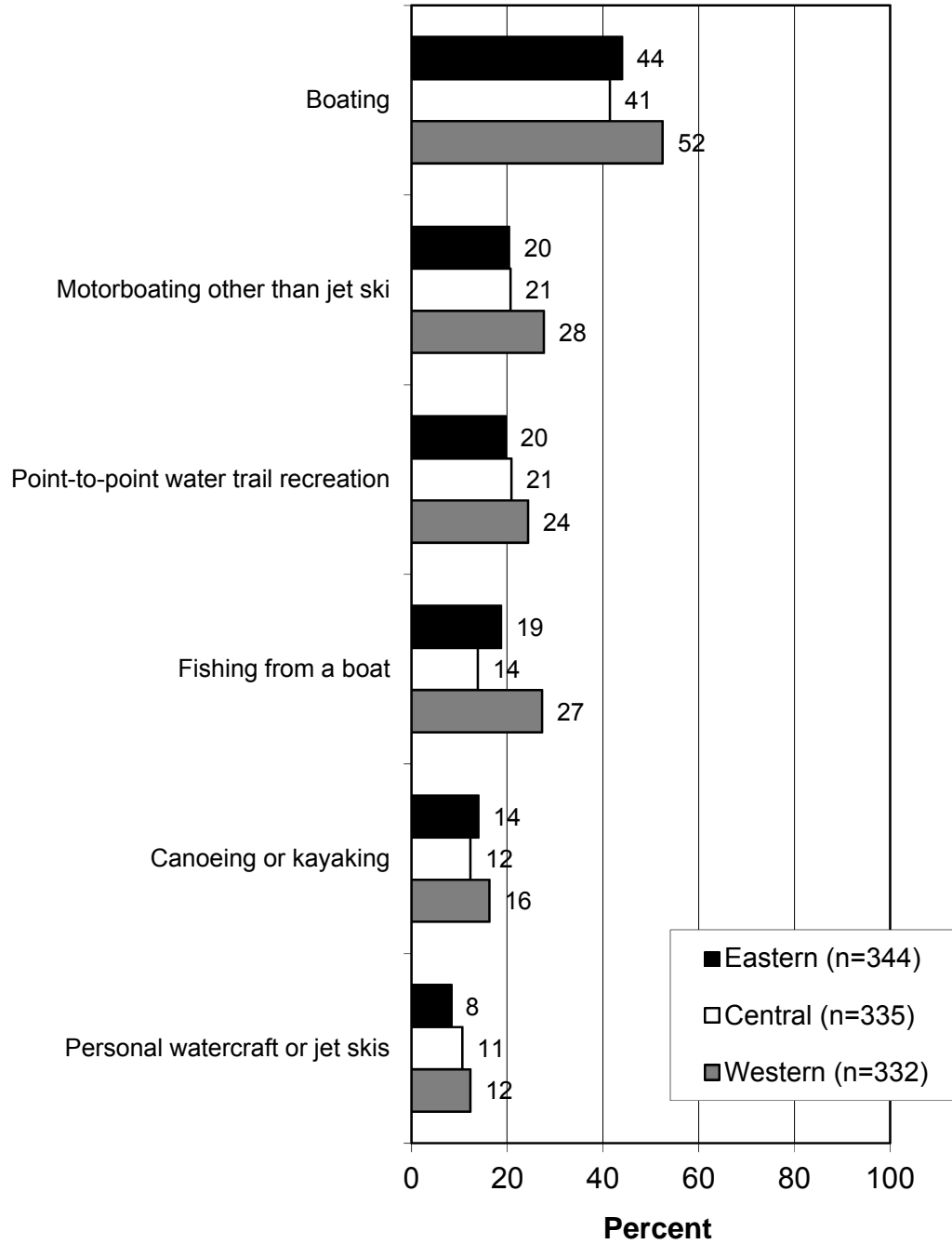


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Fishing activities)**

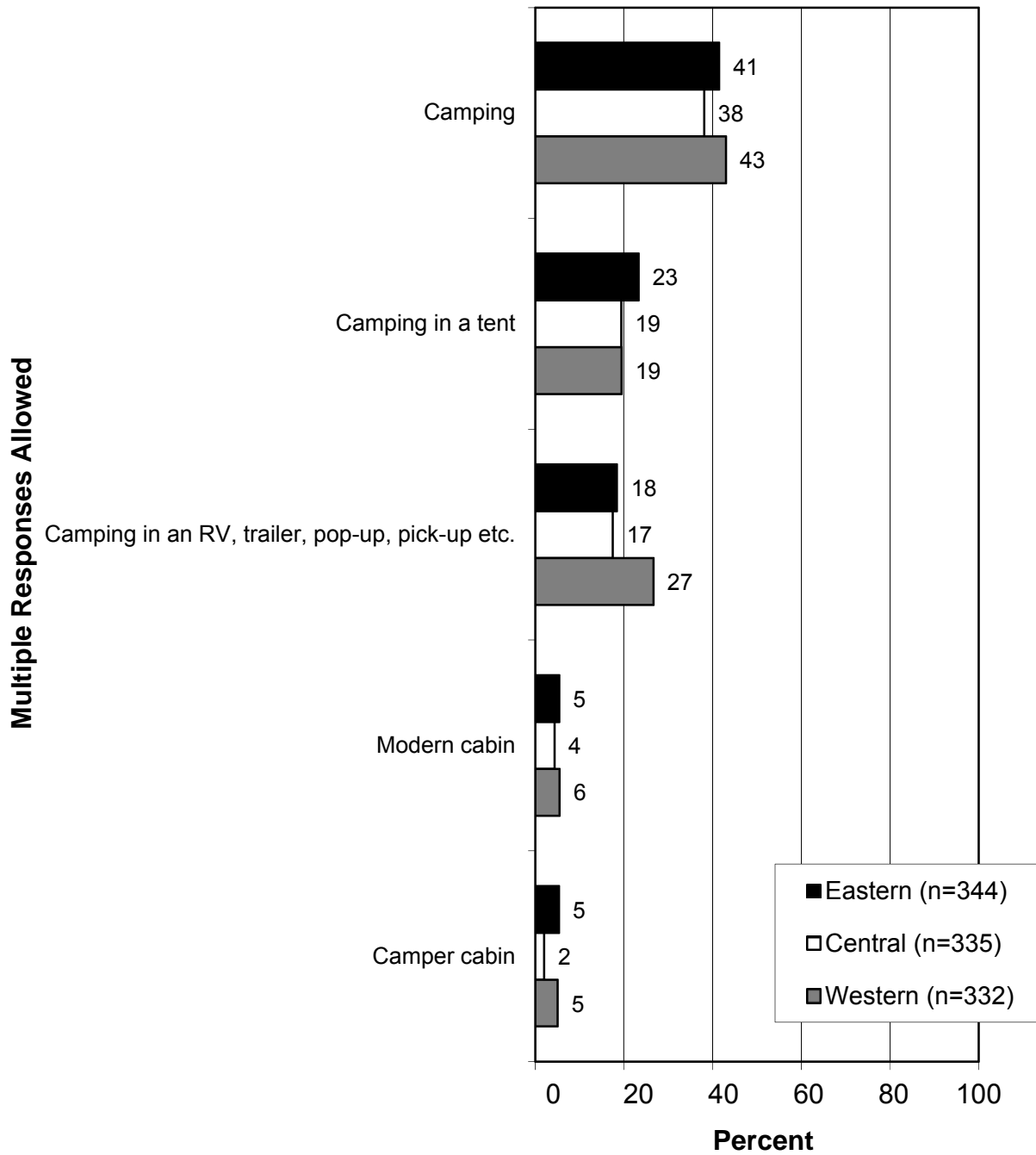


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Boating activities)**

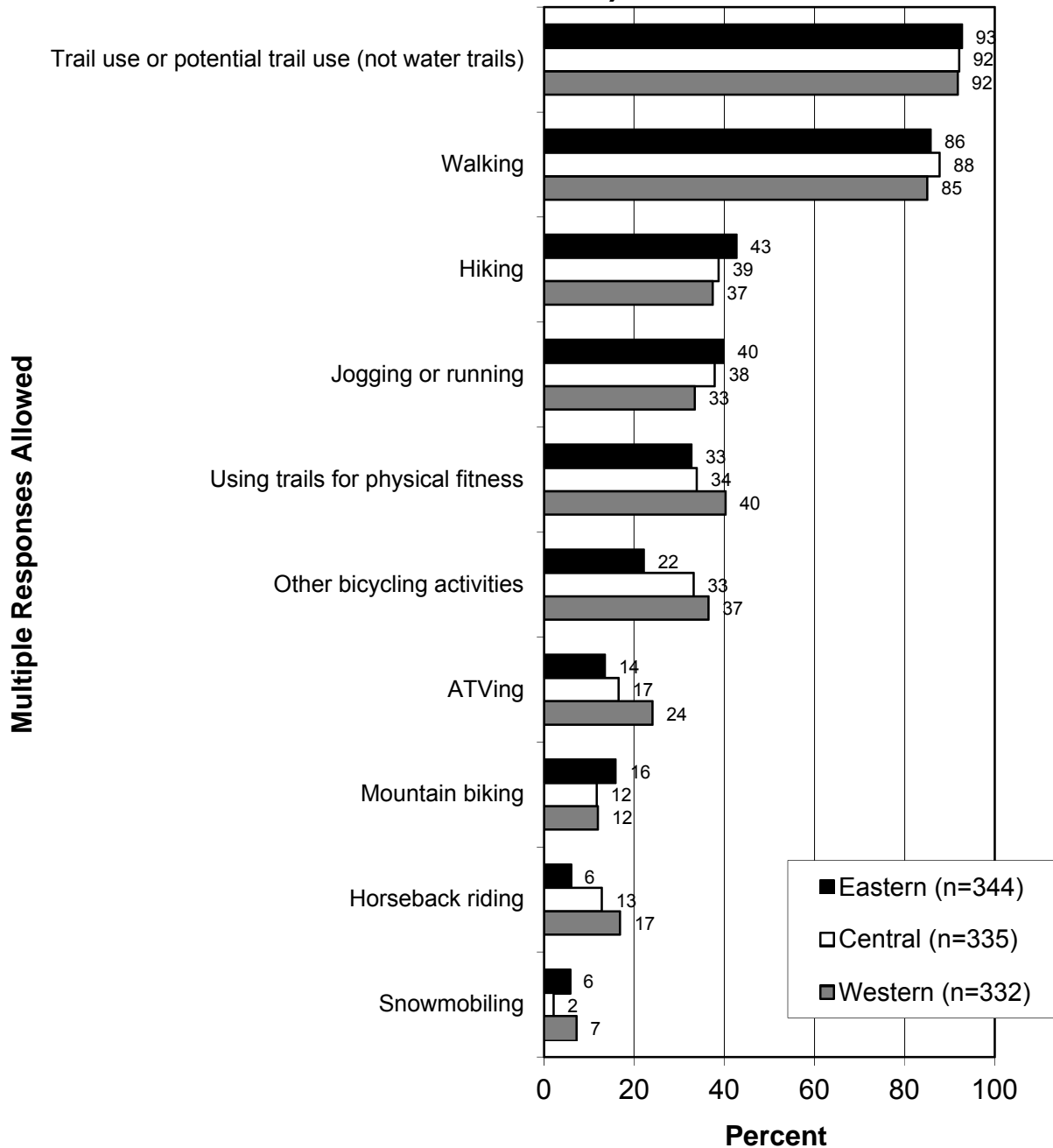
Multiple Responses Allowed



**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Camping activities)**

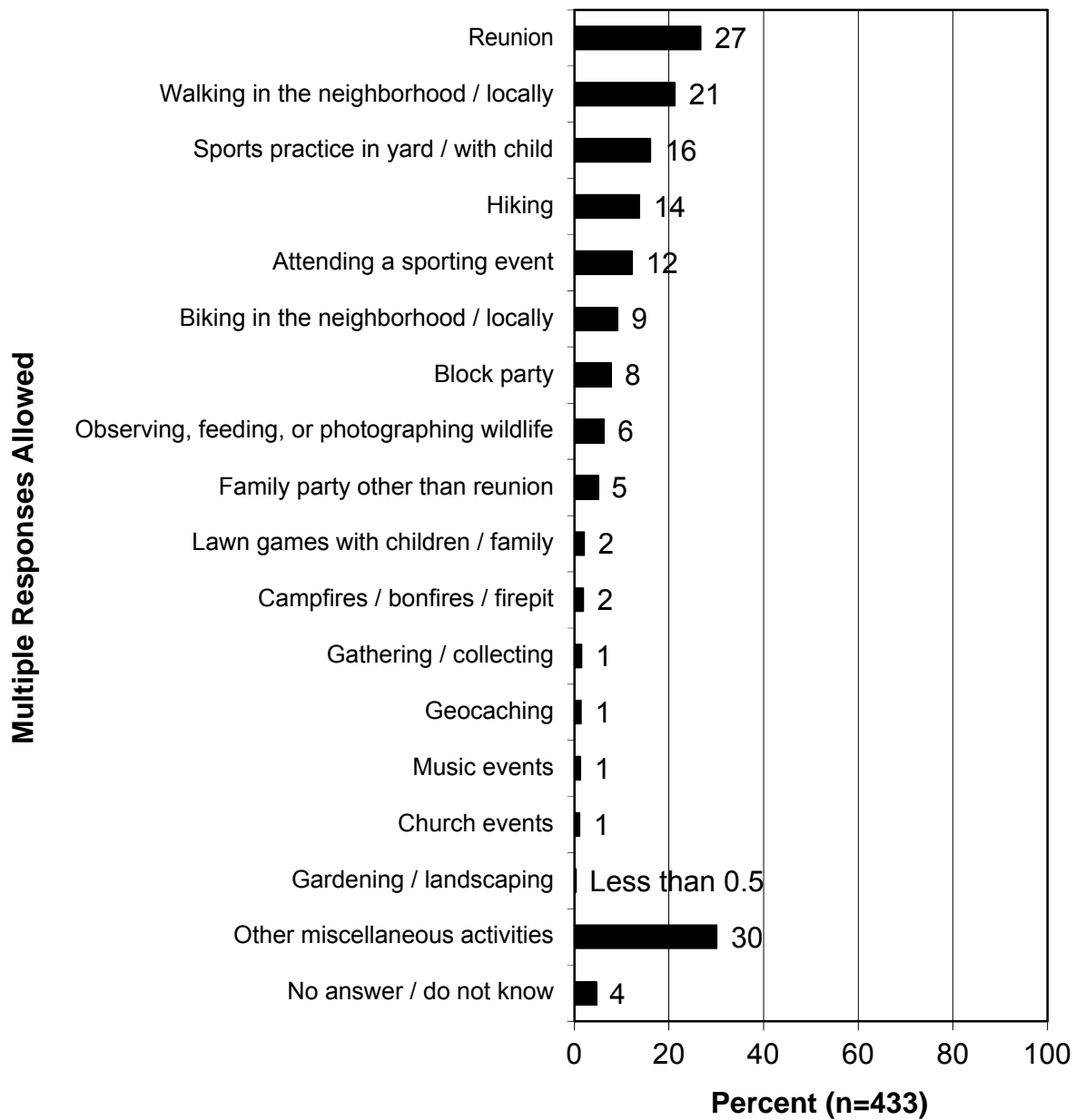


**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Trail use or potential trail use)**

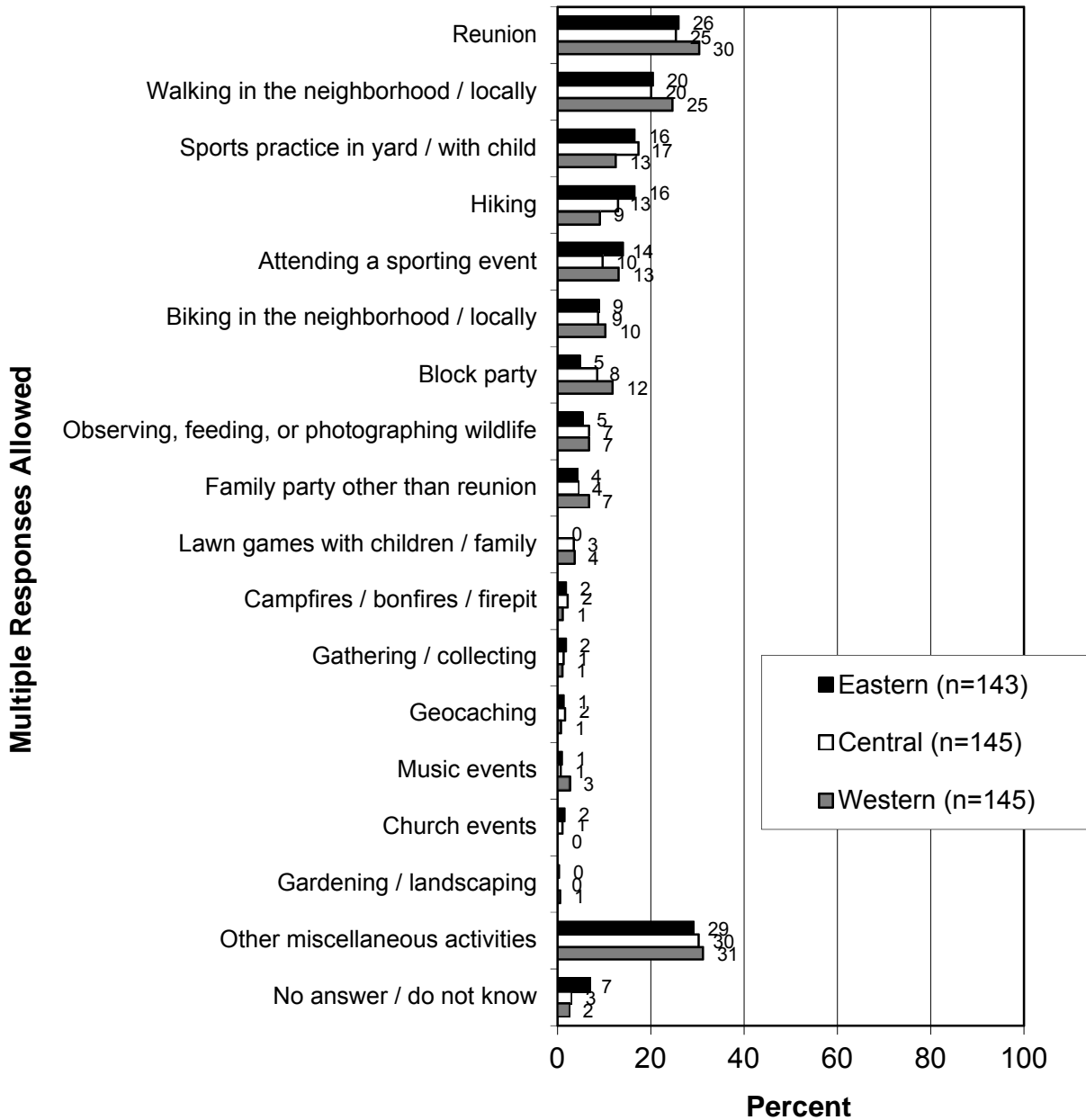


This is said to be “potential” because some activities are not necessarily on trails but *could* be on trails, such as walking or jogging/running.

**Q52. What types of outdoor family-oriented activities did you participate in? (Asked of those who participated in family oriented outdoor activities other than picnicking, BBQing, or cooking out in the past 2 years.)**

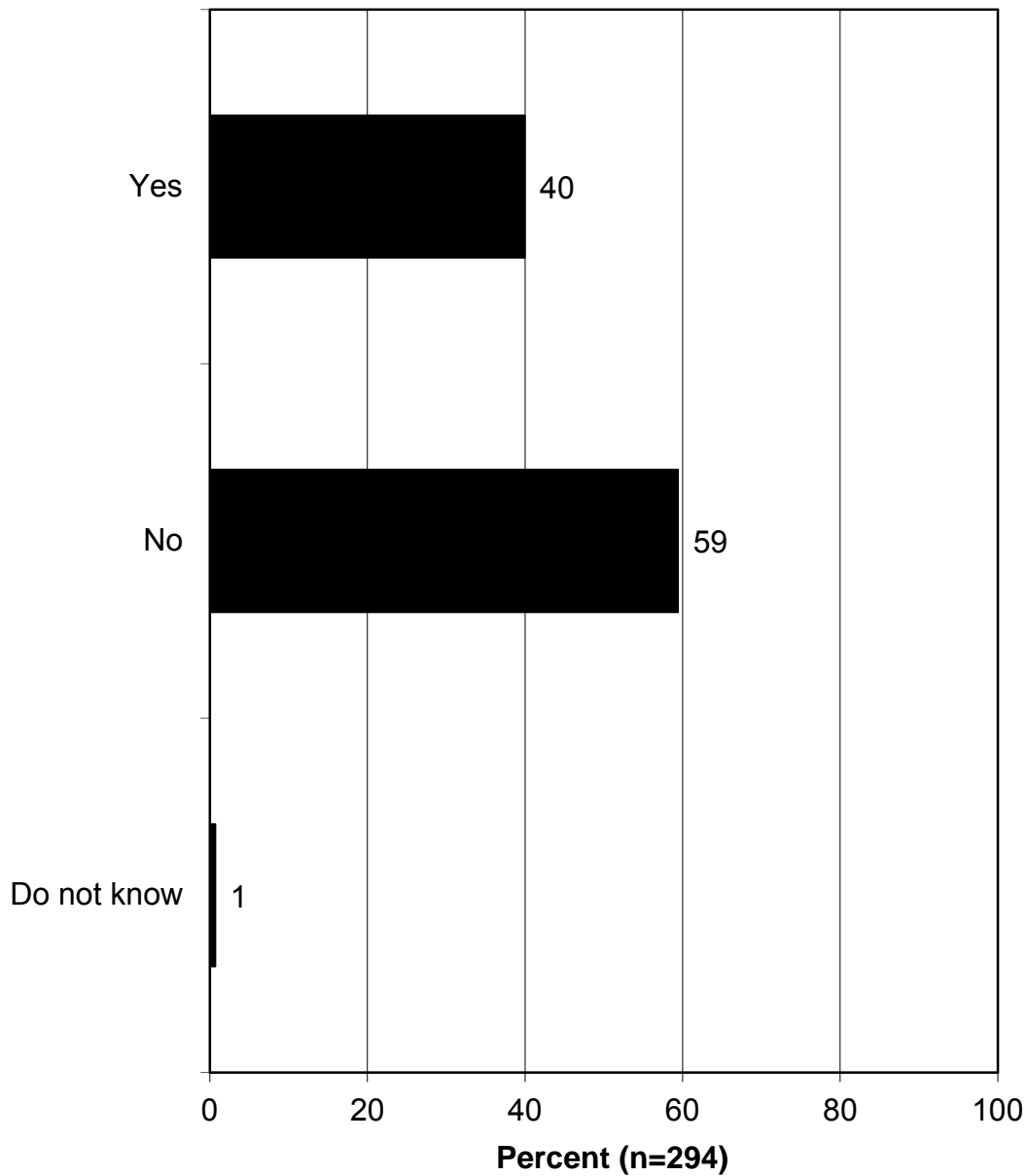


**Q52. What types of outdoor family-oriented activities did you participate in? (Asked of those who participated in family-oriented outdoor activities other than picnicking, BBQing, or cooking out in the past 2 years.)**

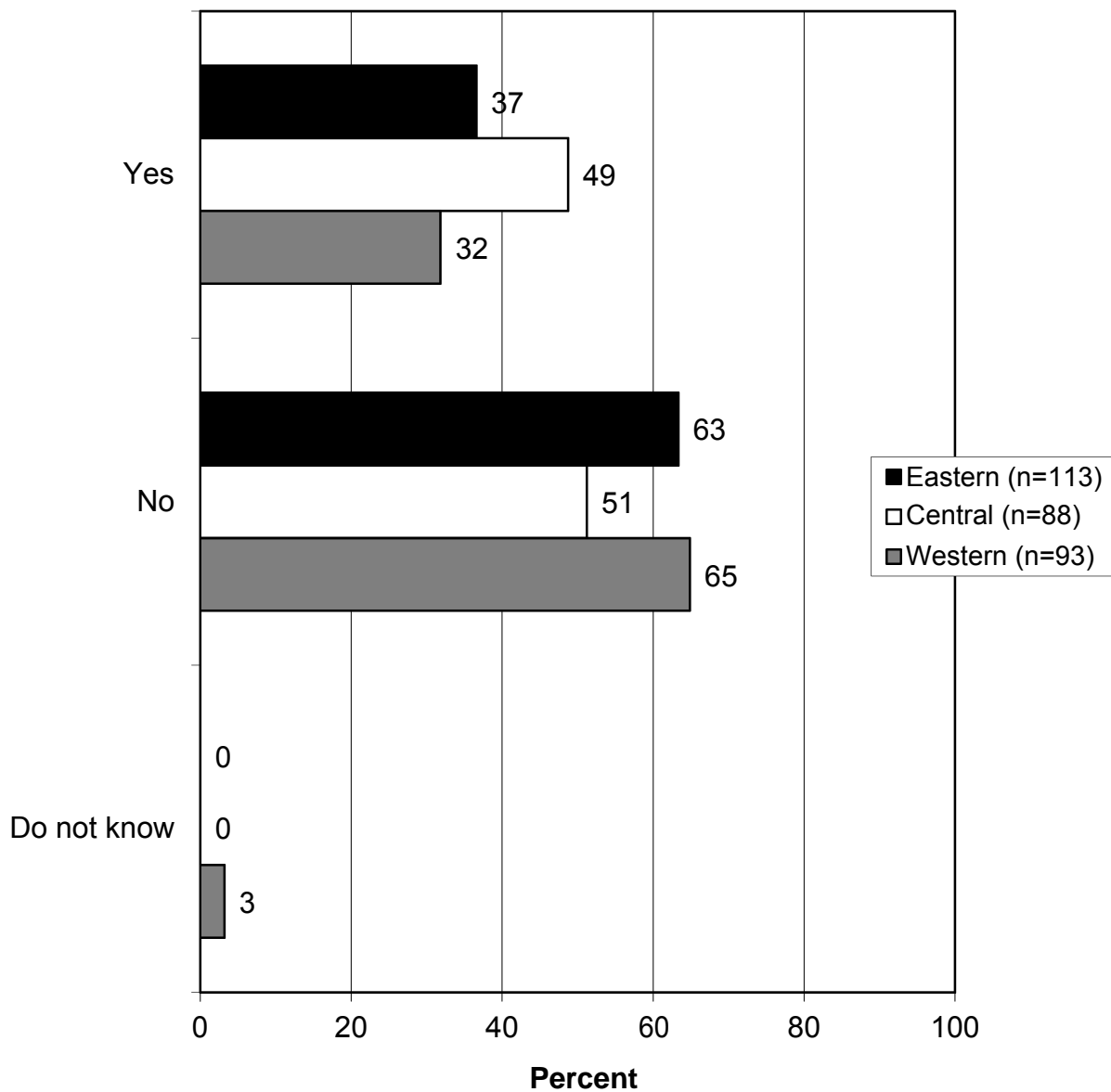




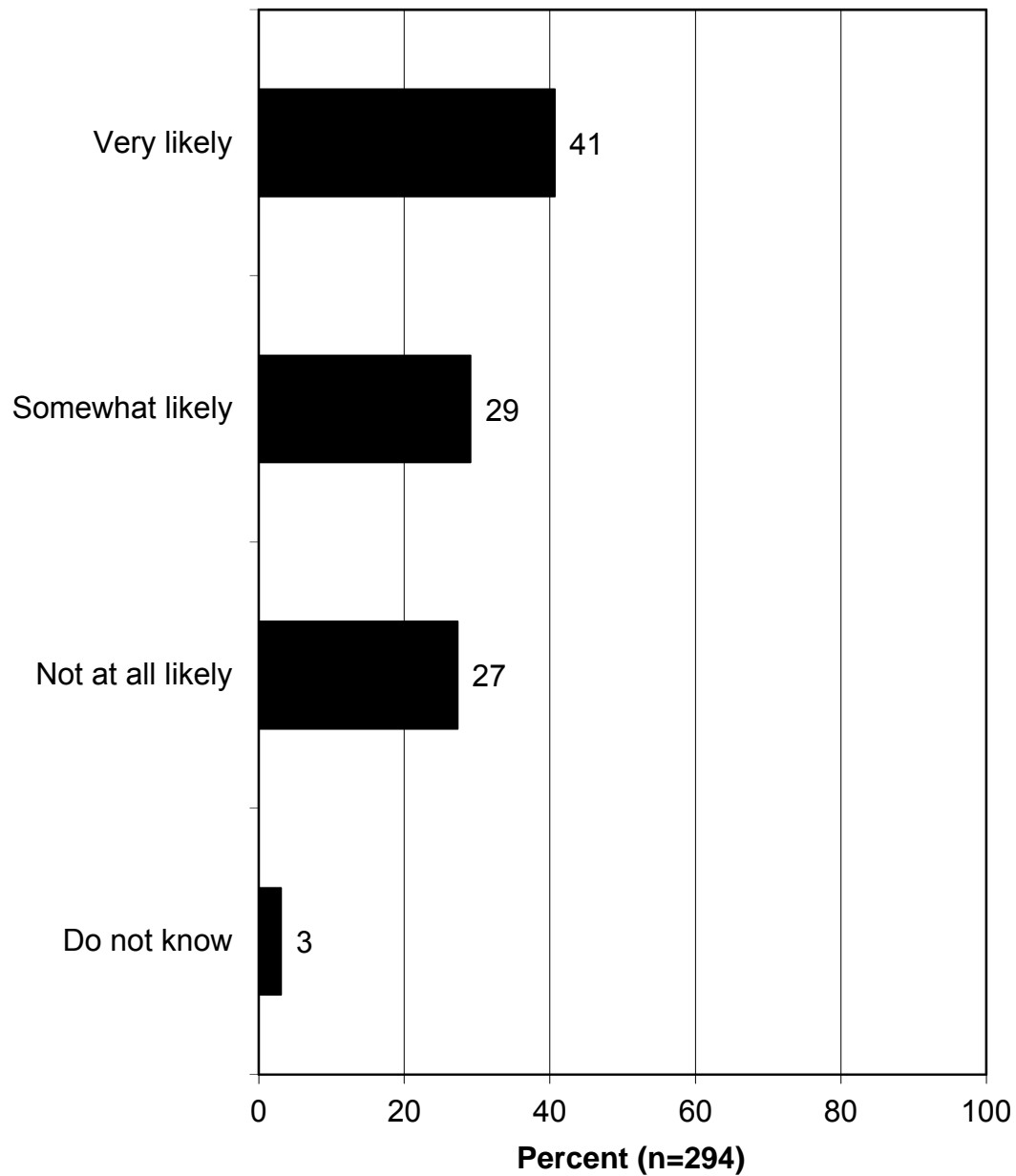
**Q55. Have any of the children in your household participated in non-school outdoor education programs, such as programs that teach children about nature, conservation, insects, camping, or fishing in the past 2 years in Iowa? (Asked of those with children in their household.)**



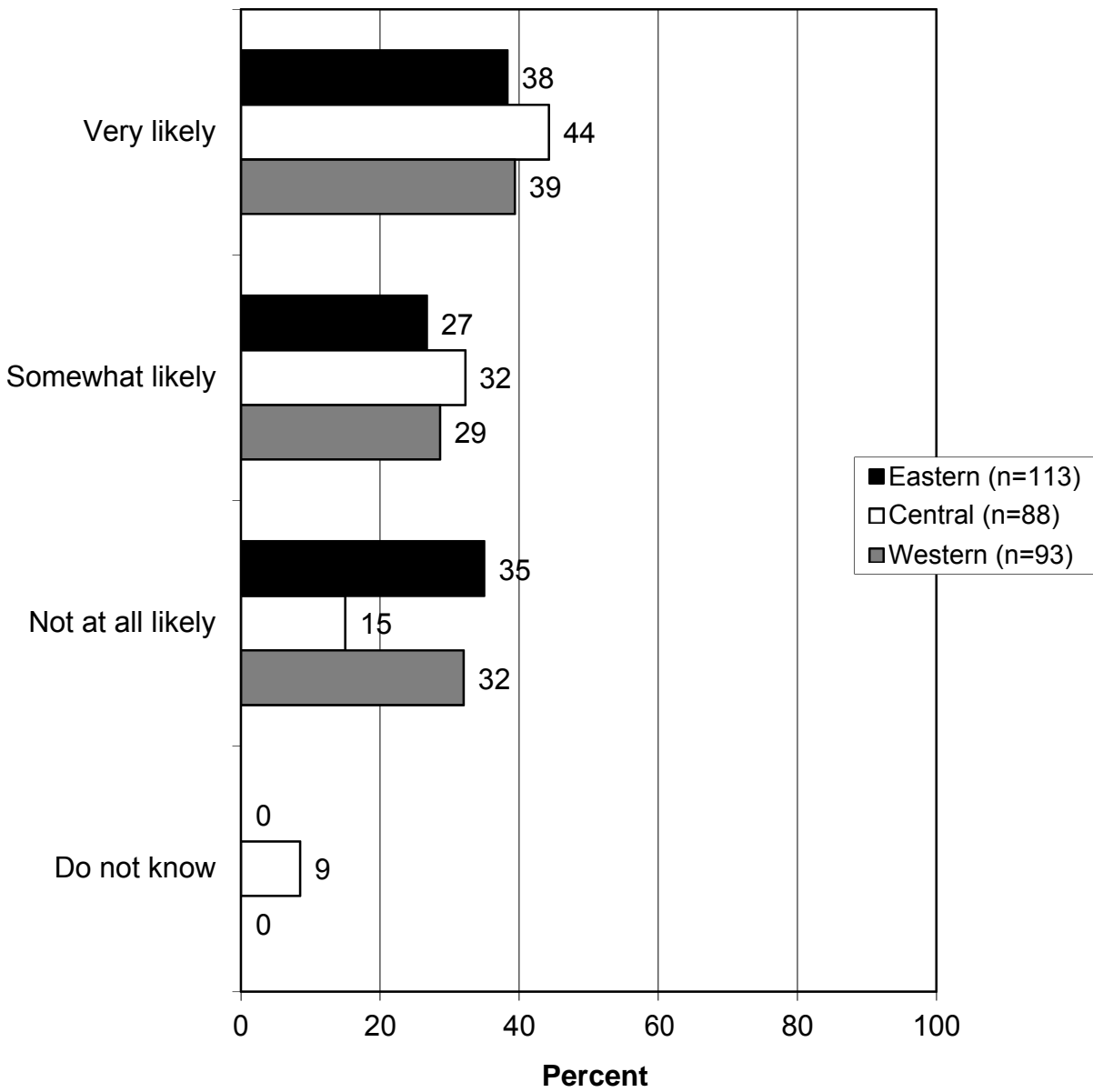
**Q55. Have any of the children in your household participated in non-school outdoor education programs, such as programs that teach children about nature, conservation, insects, camping, or fishing in the past 2 years in Iowa? (Asked of those with children in their household.)**



**Q56. How likely are you to sign up any of the children in your household for an outdoor education program in the next 2 years? (Asked of those with children living in the household.)**

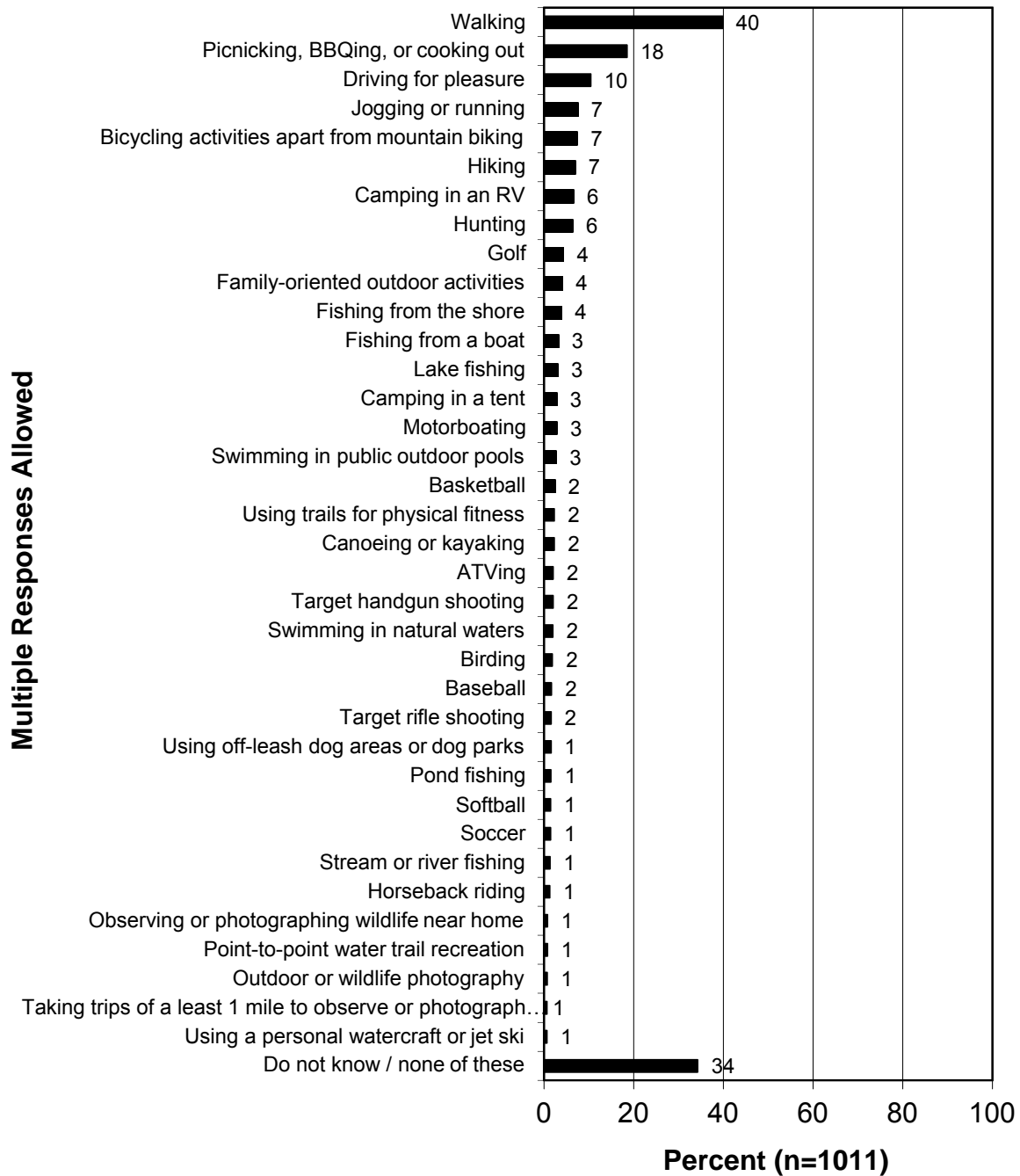


**Q56. How likely are you to sign up any of the children in your household for an outdoor education program in the next 2 years? (Asked of those with children living in the household.)**

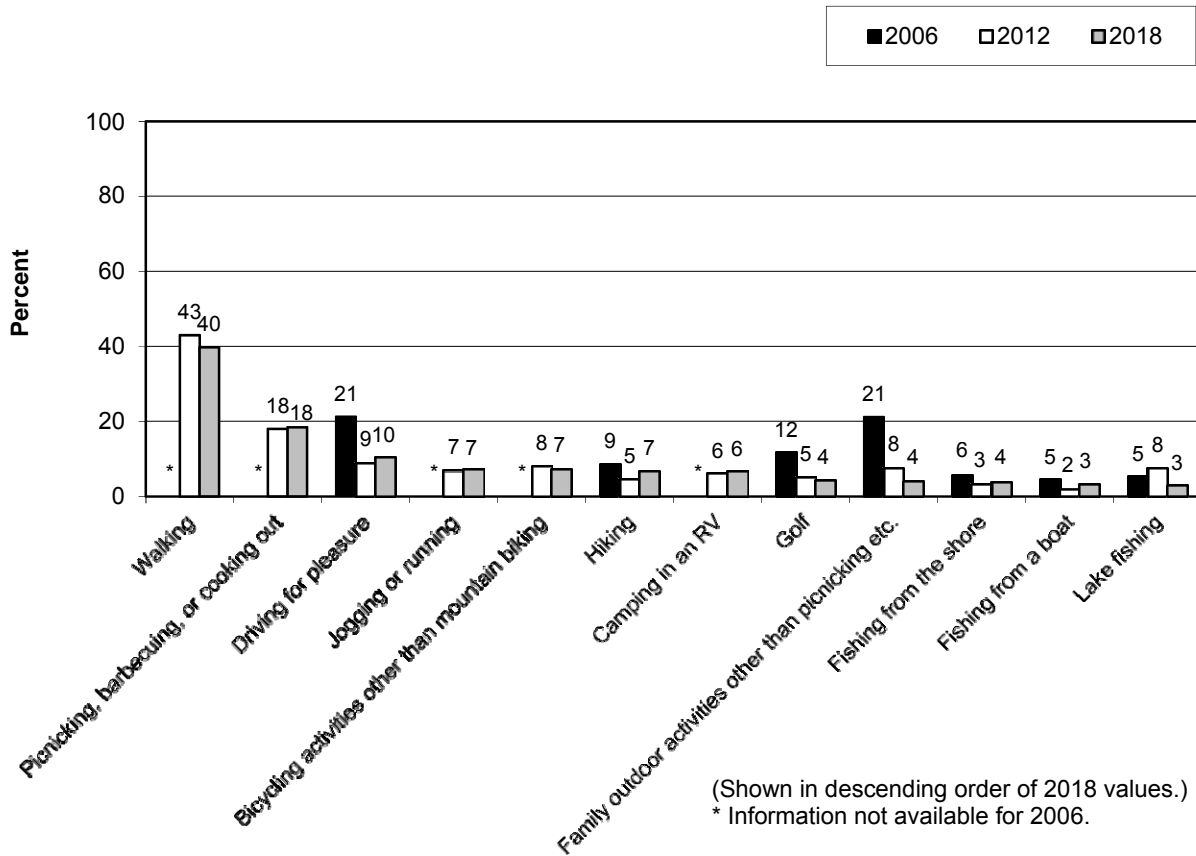


- The survey asked residents to name their top two activities. A graph shows the activities in which respondents said that they participated *the most*. Walking, at 40%, is by far the most commonly named activity. It is followed by picnicking, BBQing, or cooking out (18%), driving for pleasure (10%), jogging/running (7%), bicycling other than mountain biking (7%), hiking (7%), camping in an RV (6%), and hunting (6%)—all at more than 5%.
- Trends are shown for these questions, as well.
  - Regional graphs are included. Western Region residents have a slightly lower percentage in walking as a top activity, compared to the other regions.

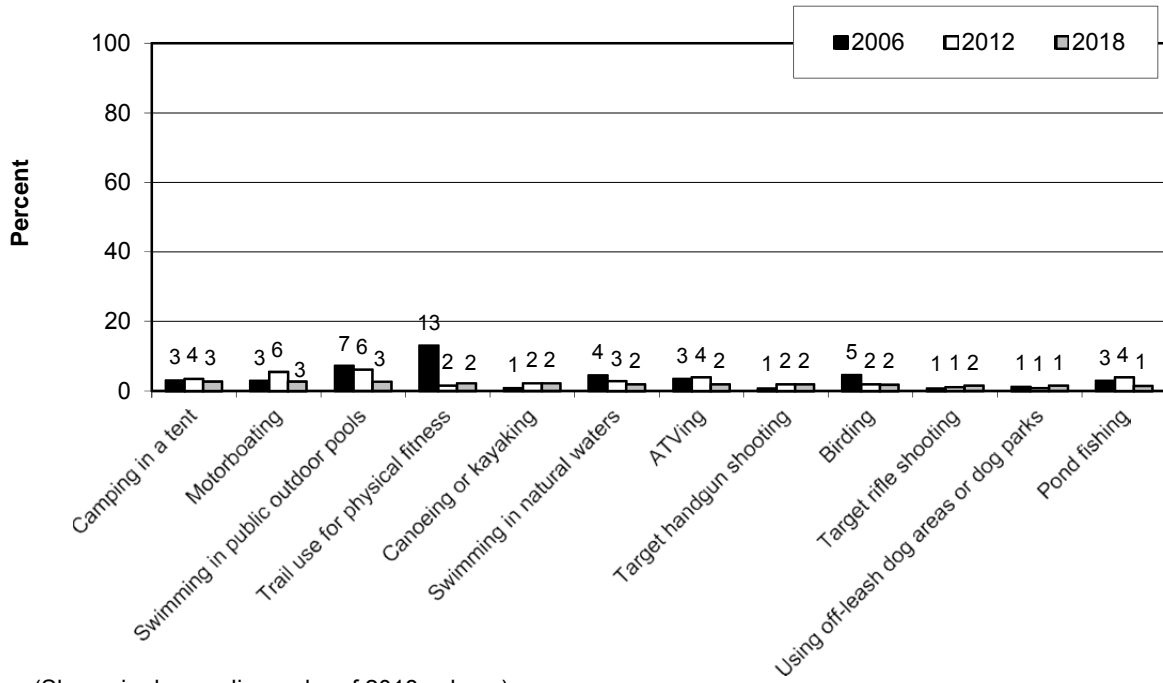
**Activities that residents had participated in the most within the past 2 years. (Each respondent could name up to two activities.)**



**Activities participated in most often in Iowa in the past 2 years.  
(Part 1)**



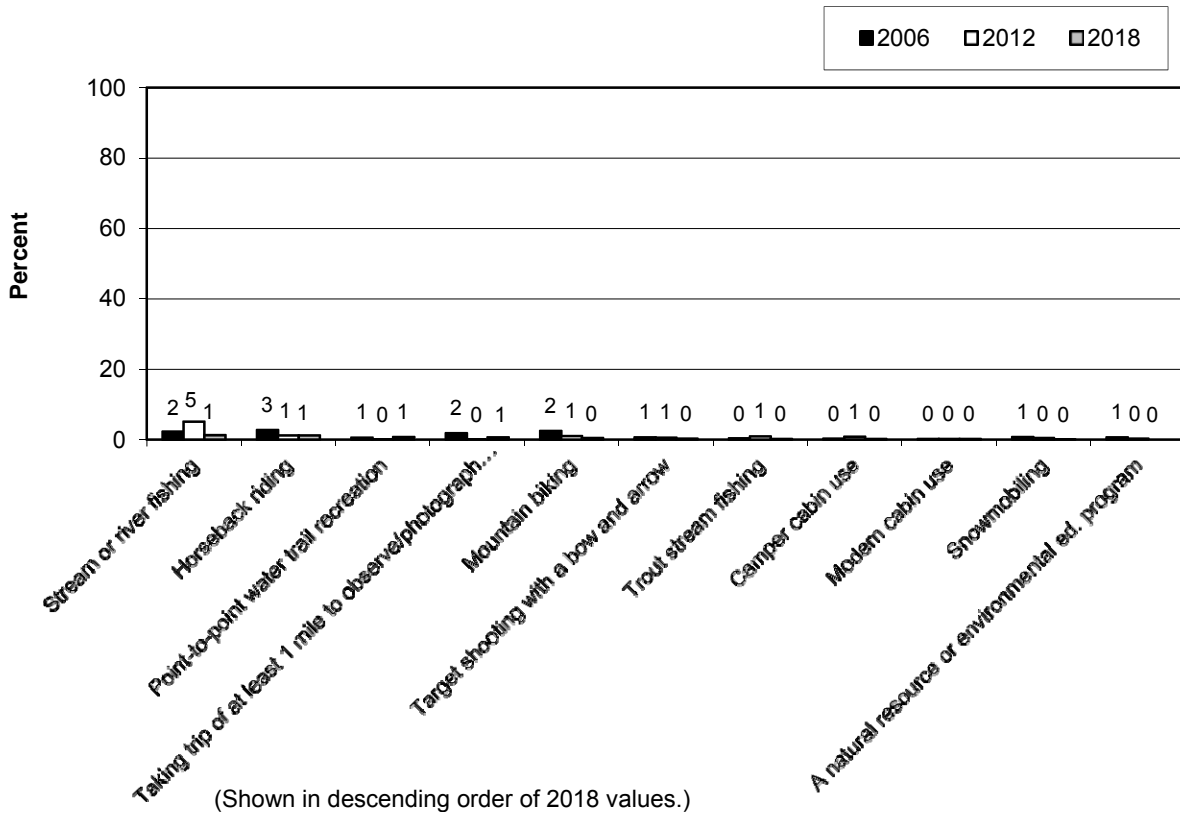
**Activities participated in most often in Iowa in the past 2 years.  
(Part 2)**



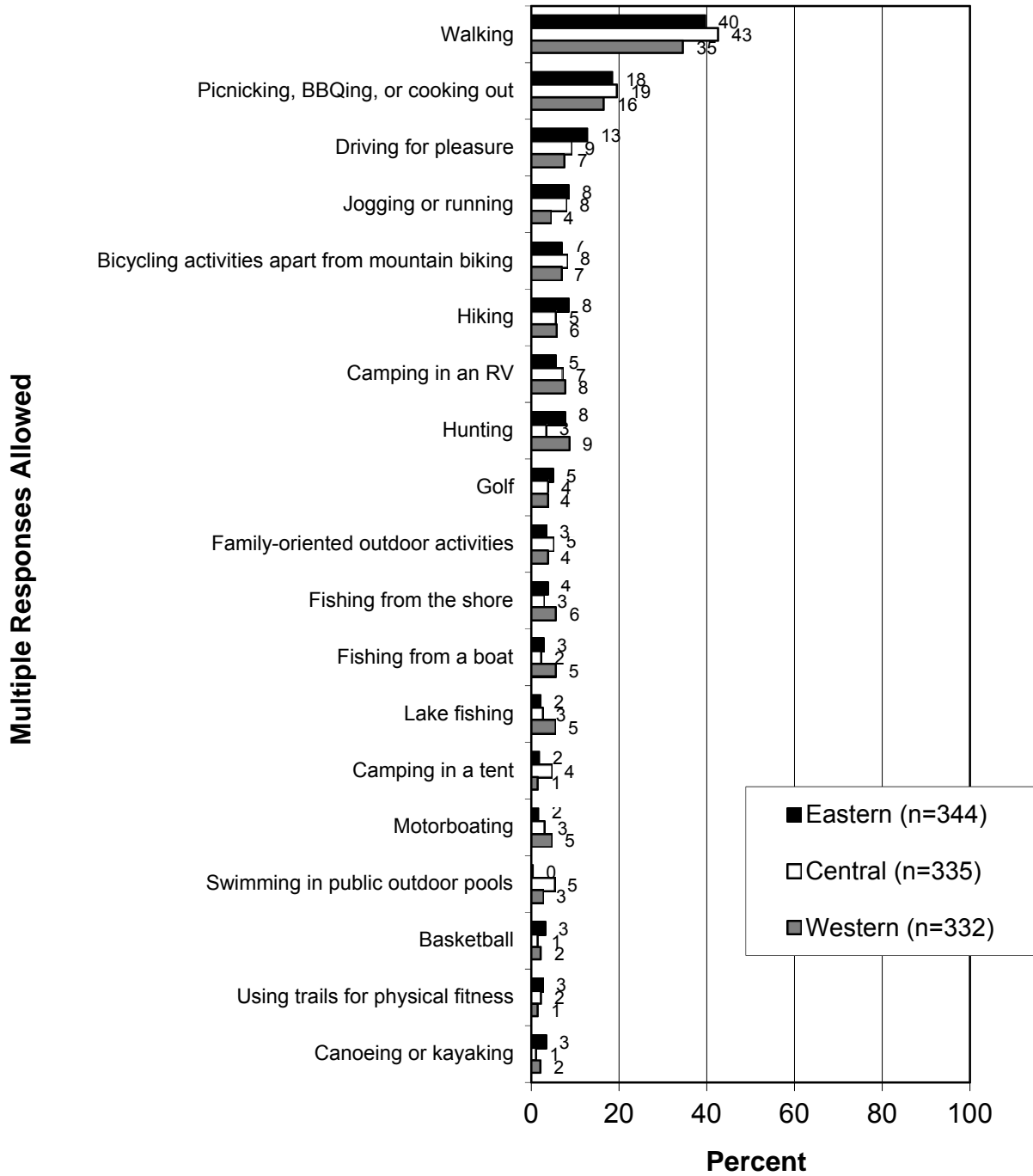
(Shown in descending order of 2018 values.)



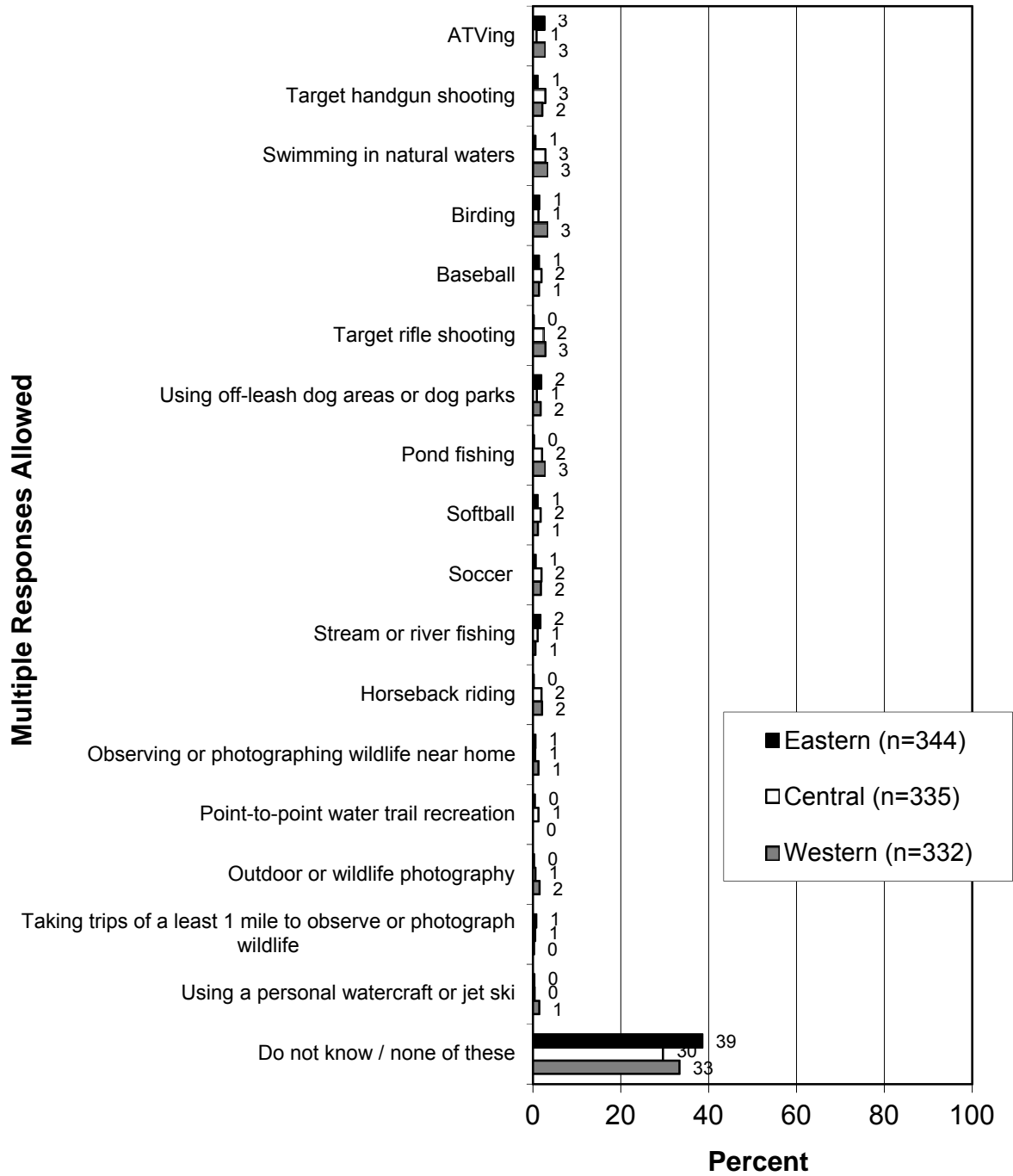
**Activities participated in most often in Iowa in the past 2 years.  
(Part 3)**



### Activities that residents had participated in the most within the past 2 years. (Each respondent could name up to two activities.) (Part 1)



**Activities that residents had participated in the most within the past 2 years. (Each respondent could name up to two activities.) (Part 2)**

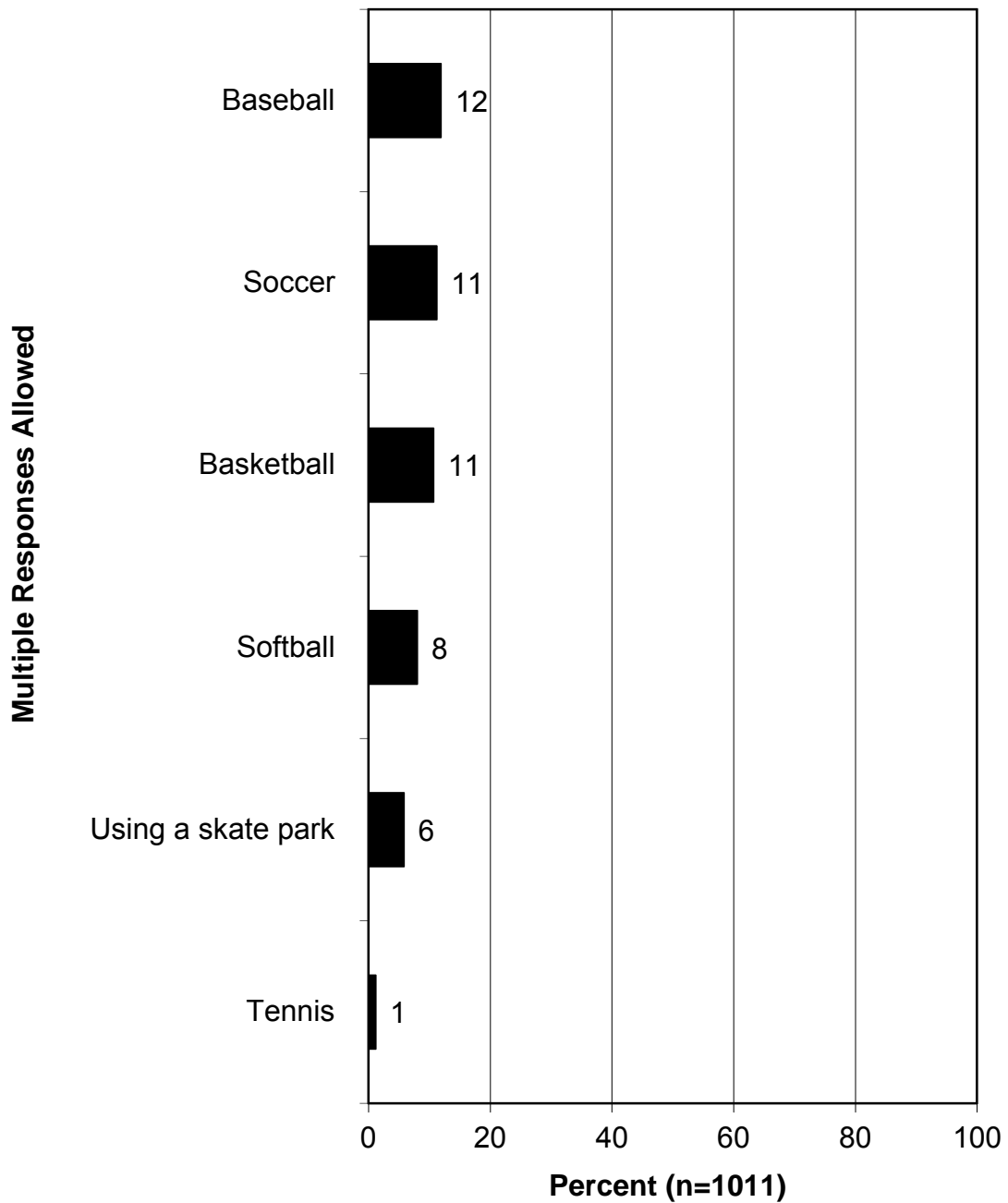


**YOUTH PARTICIPATION**

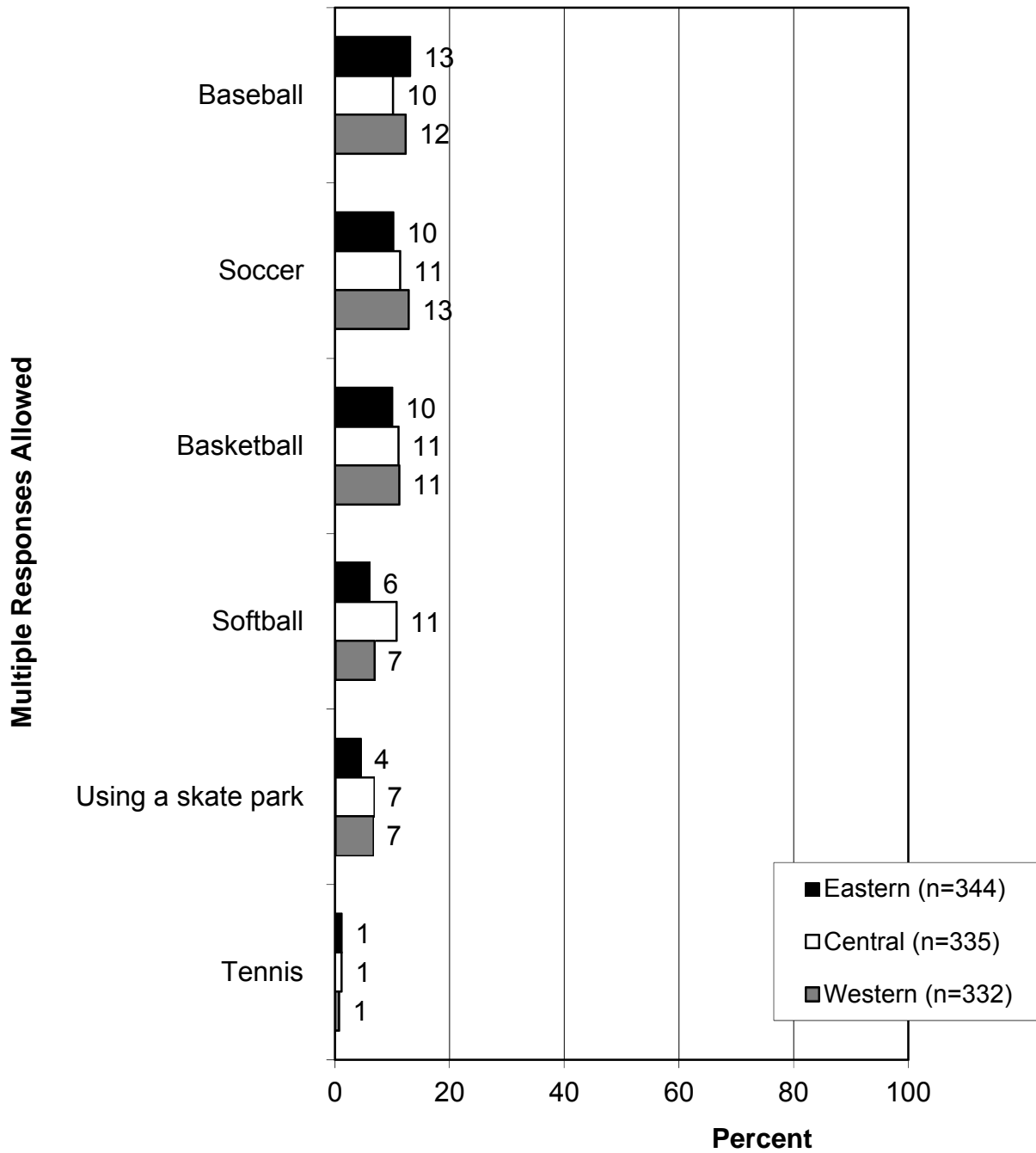
➤ The survey asked about five activities that youth might have participated in as part of a youth league (i.e., excluding pickup games and excluding school sports), as well as youth use of skate parks. At the top, baseball, soccer, and basketball all have fairly close rates of youth league participation, from 12% for baseball to 11% for both soccer and basketball.

- The regional results are shown.

**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Children's activities)**



**I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Children's activities)**



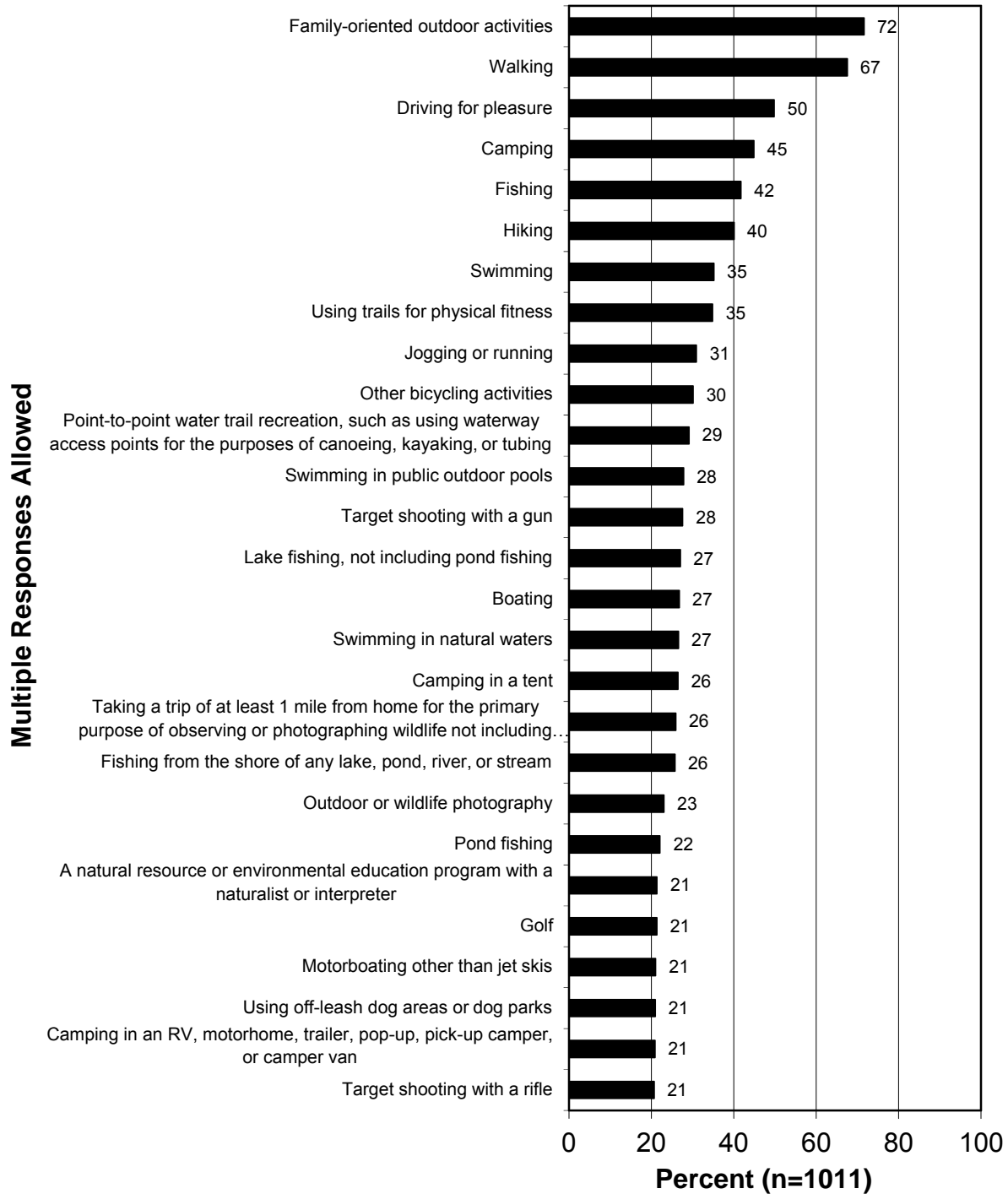
## **INTEREST IN ACTIVITIES**

➤ The survey asked residents to indicate the outdoor activities in which they are *very* interested.

The data were previously shown in the table in the section titled, “Overall Participation,” but are also shown here in graphs for the reader’s convenience. Also for the reader’s convenience, graphs are presented of activity categories.

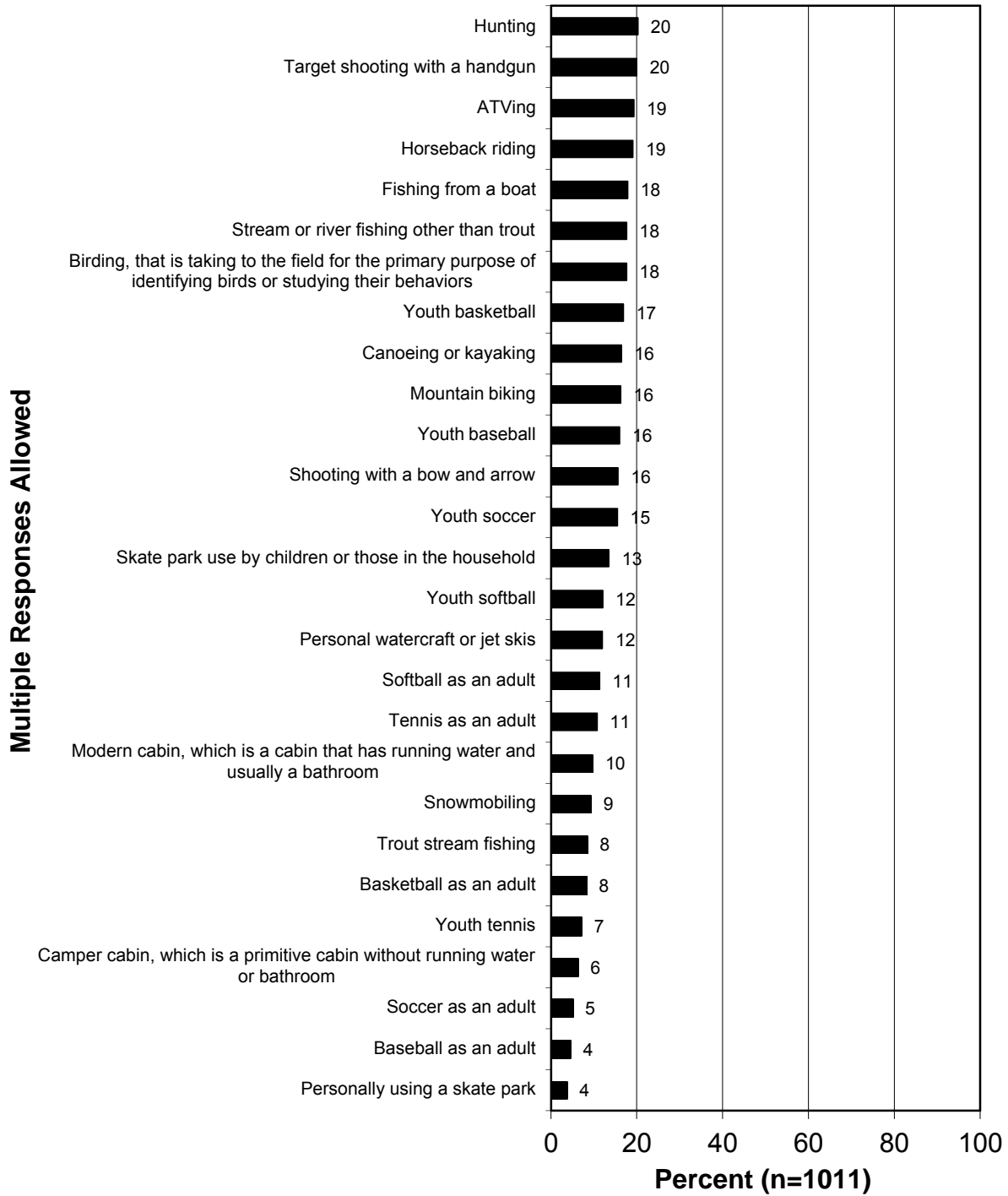
- The top activities in which interest is expressed are family-oriented activities (72% of residents being very interested) and walking (67%). (Note that it is likely that picnicking, BBQing, and cooking out would also have received interest commensurate with these levels; however, the survey inadvertently did not ask about interest in this activity.)
- A second tier of activities are driving for pleasure (50%), camping (45%), fishing (42%), and hiking (40%).
  - Trends graphs are shown, followed by regional graphs.

## Q60. Are you very interested in...? (Part 1)

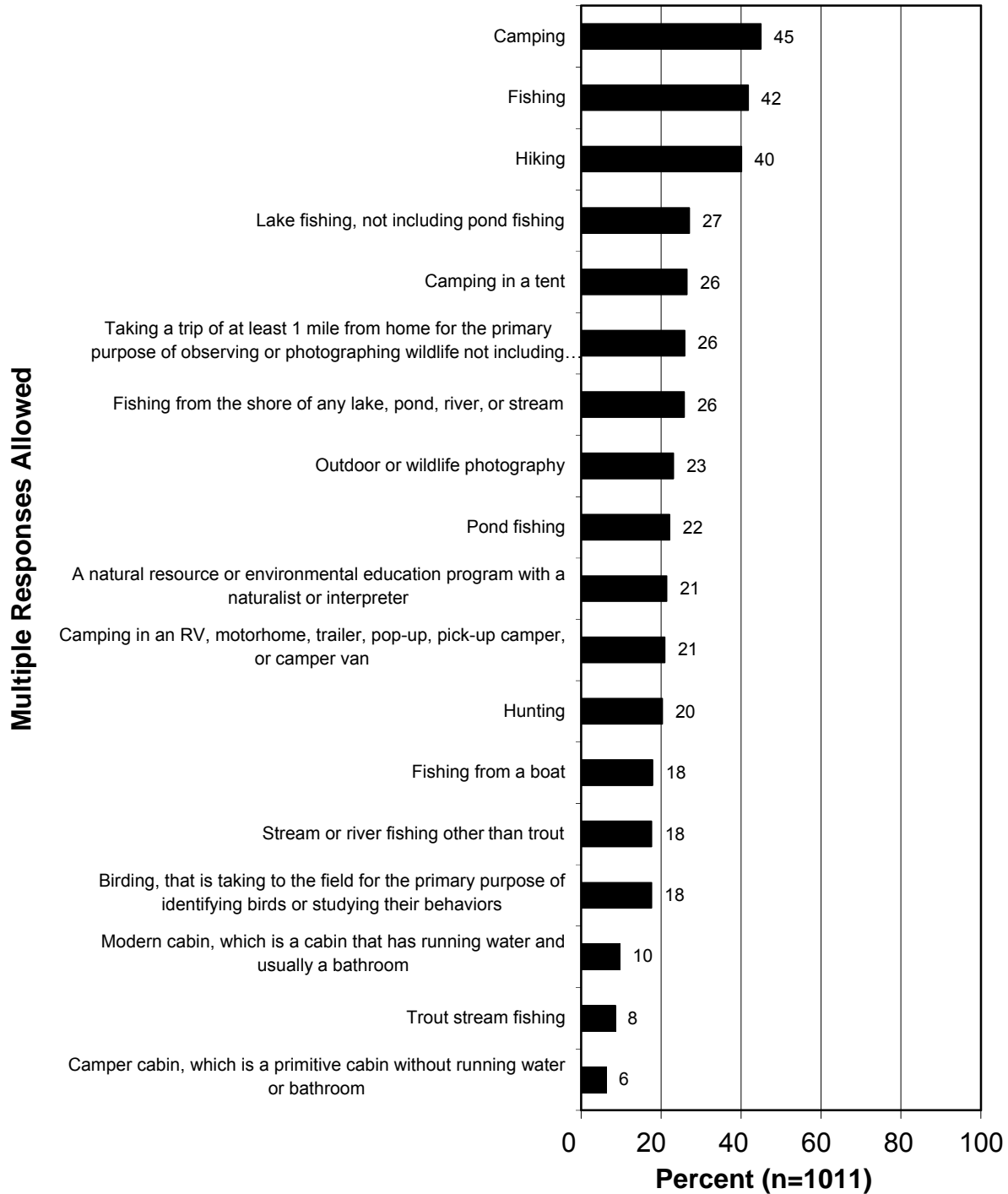




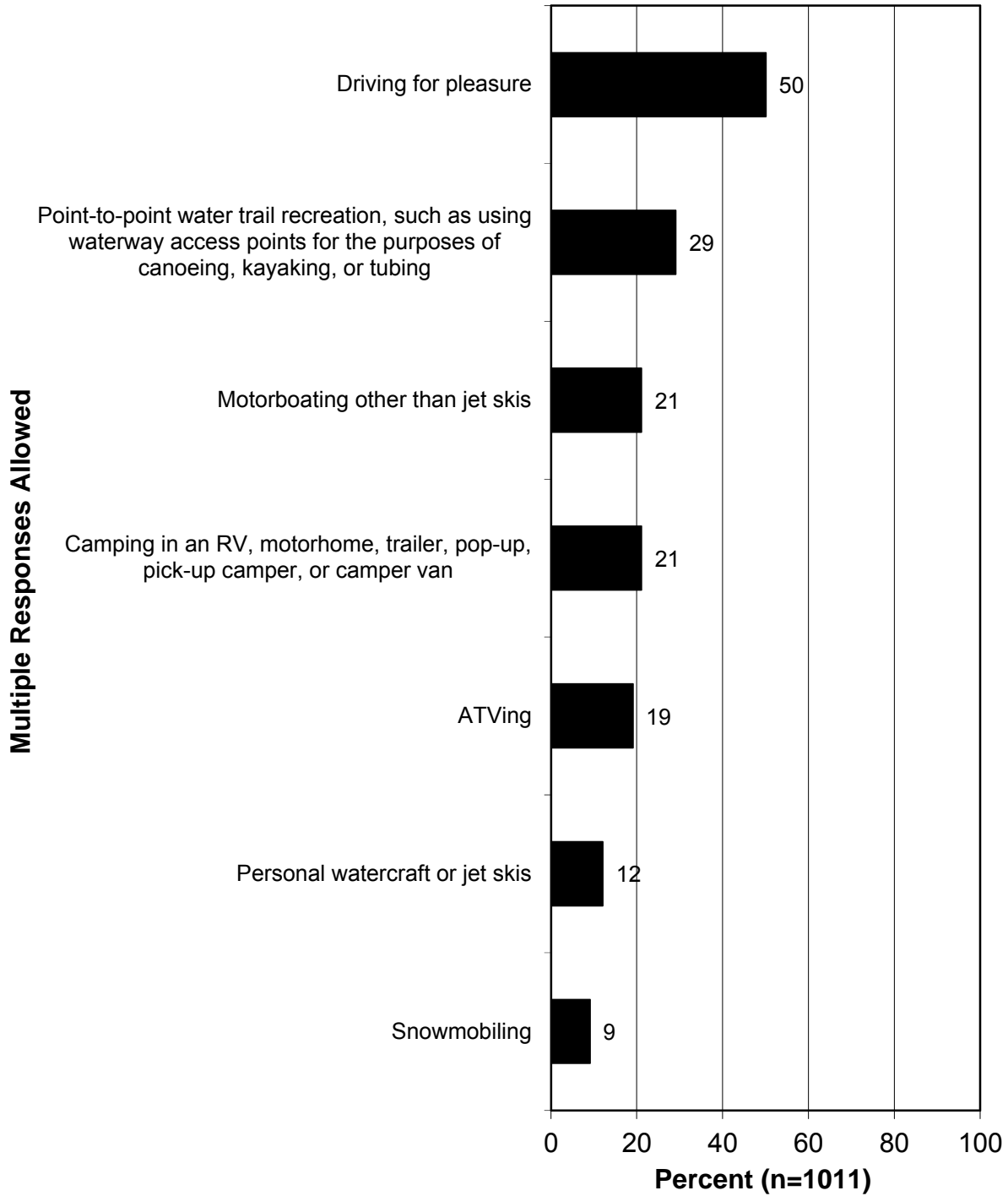
### Q60. Are you very interested in...? (Part 2)



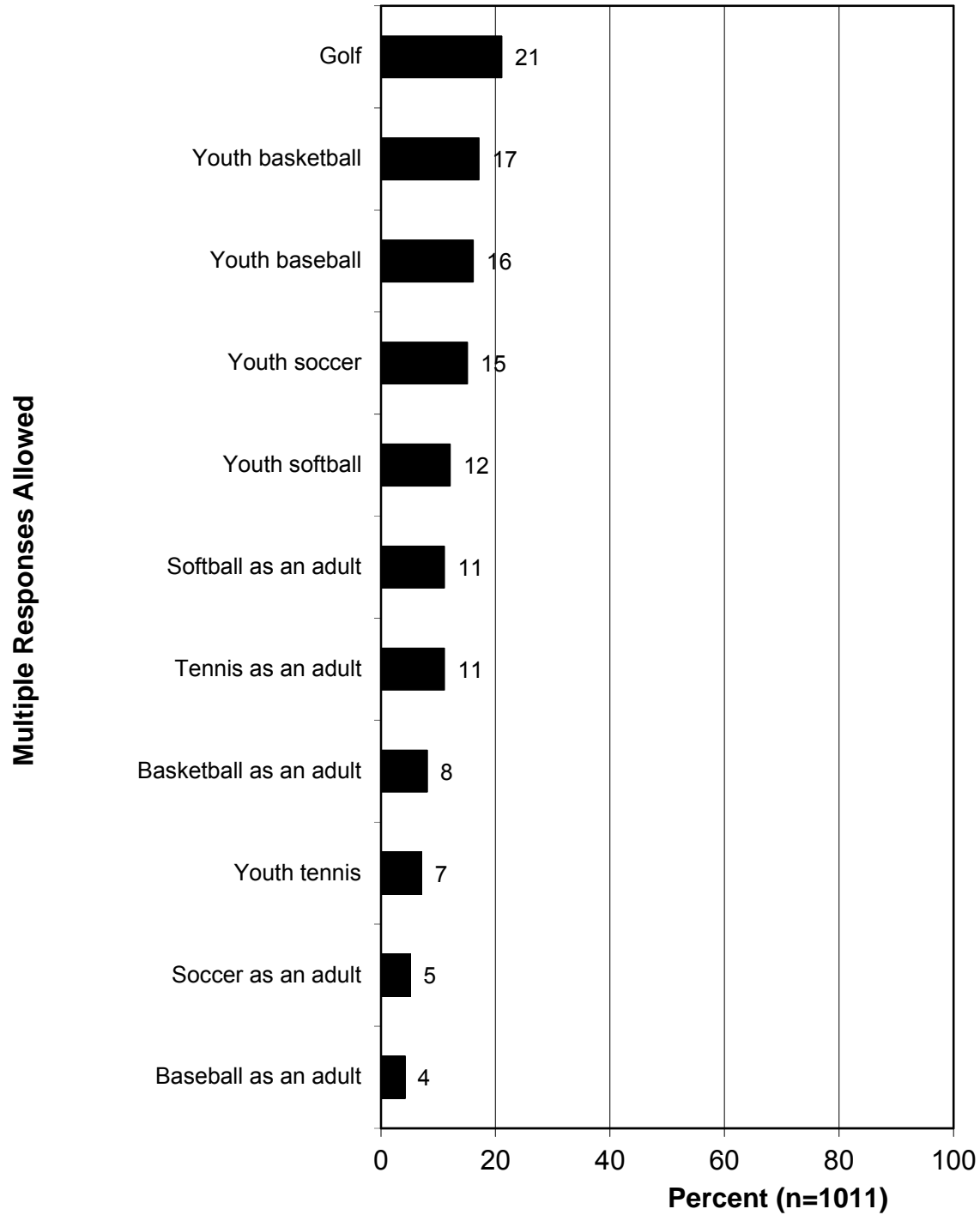
## Q60. Are you very interested in...? (Wildlife-related activities)



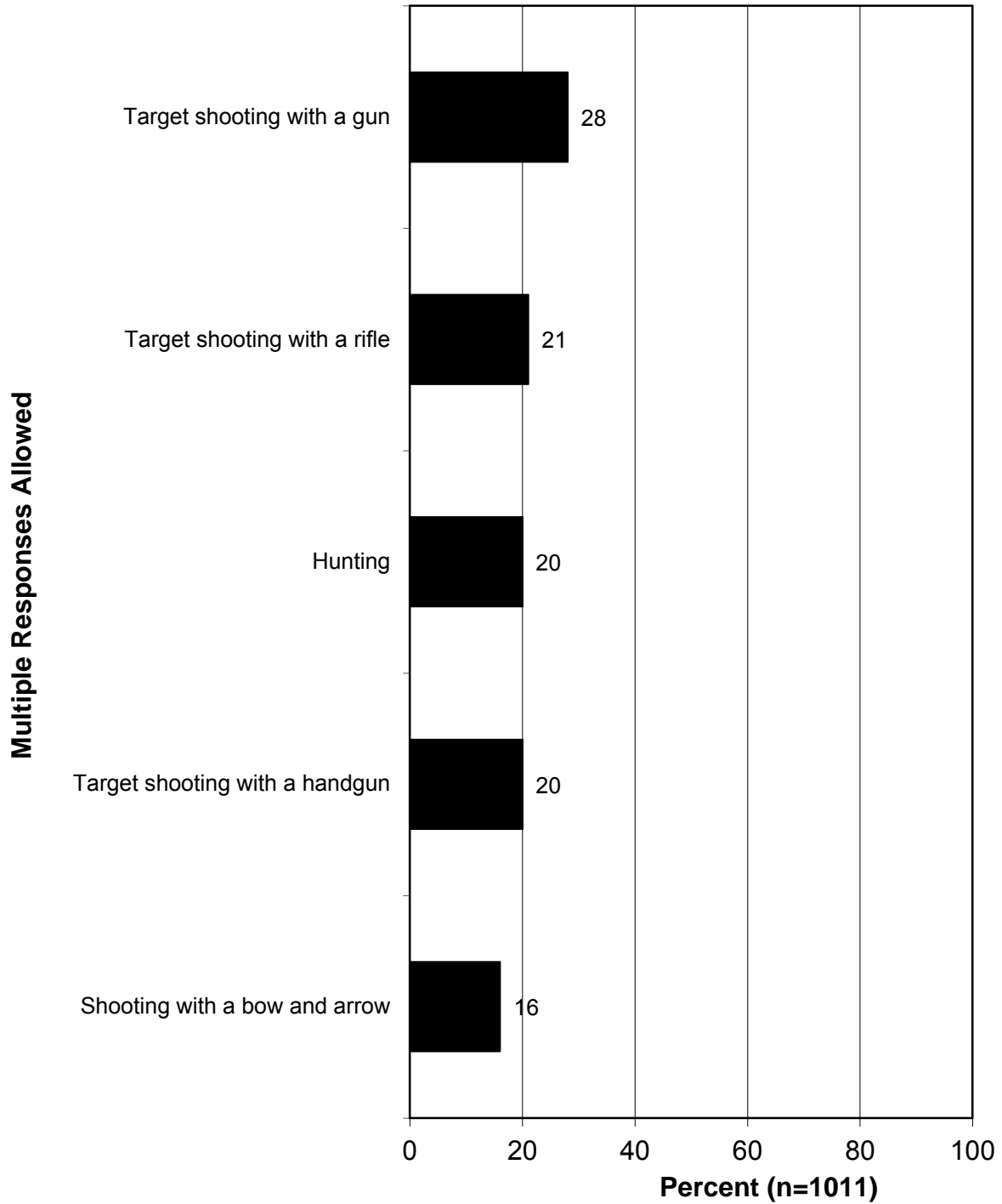
### Q60. Are you very interested in...? (Motorized activities)



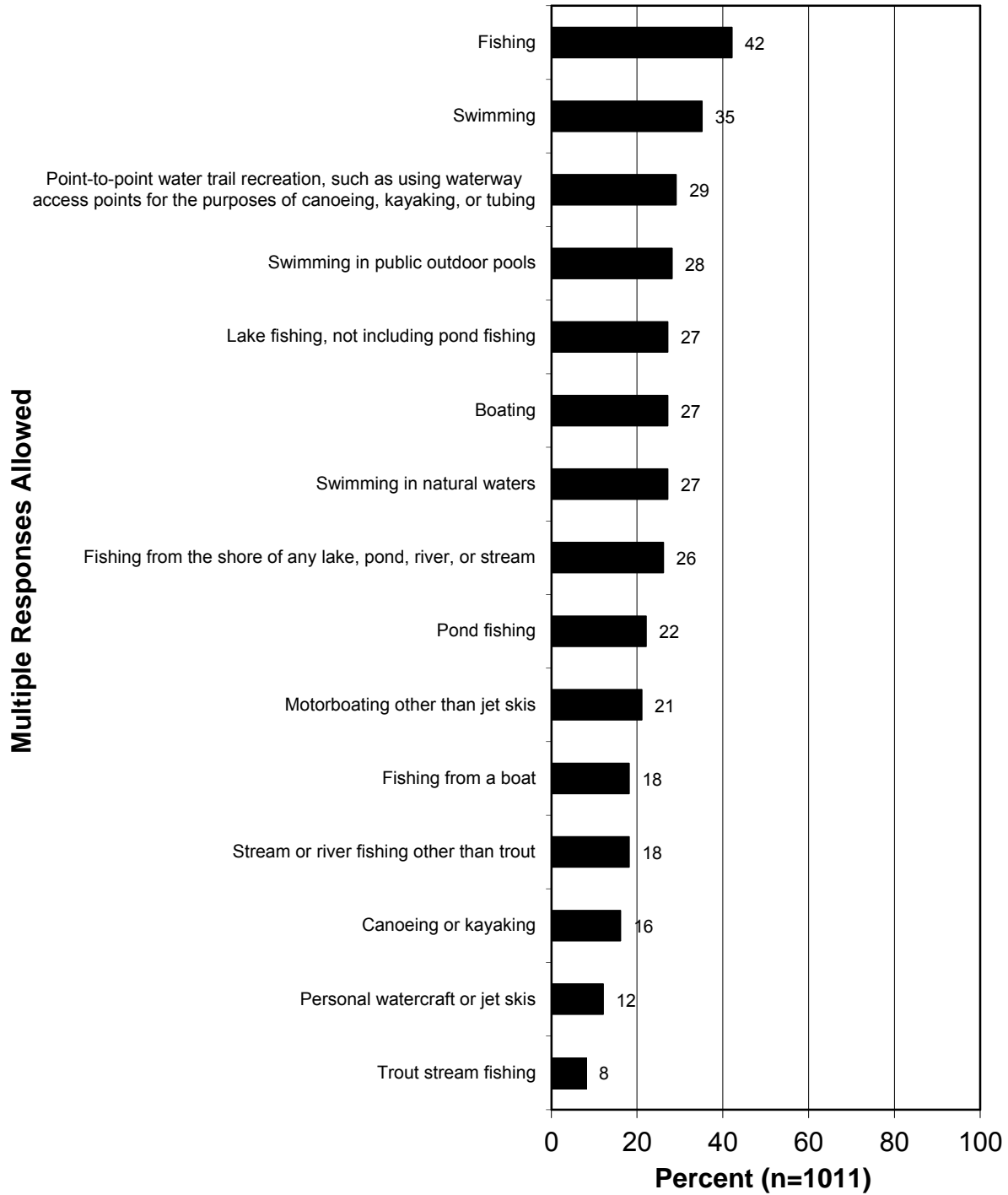
**Q60. Are you very interested in...?  
(Individual and team sports)**



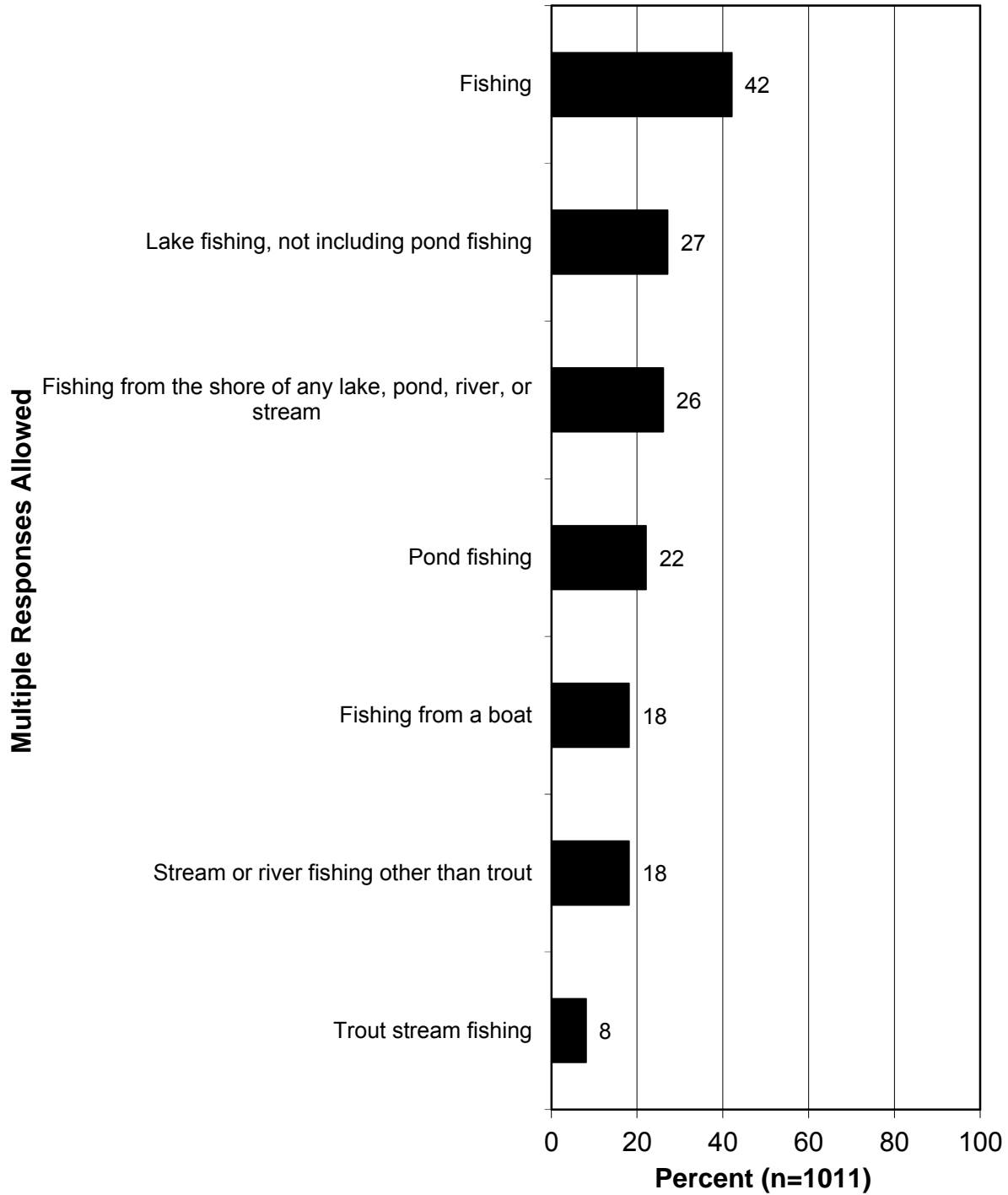
**Q60. Are you very interested in...?  
(Shooting, archery, and hunting)**



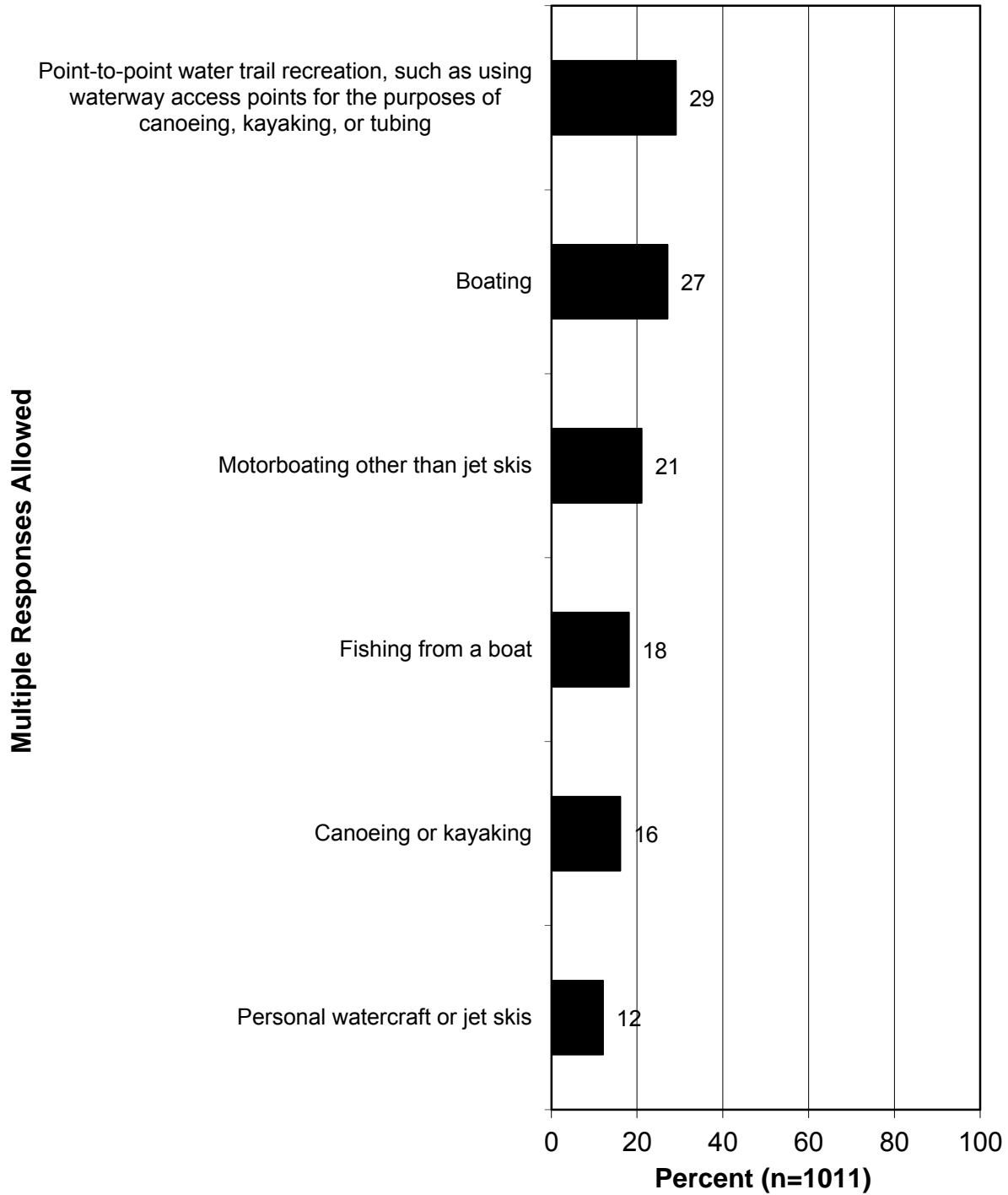
### Q60. Are you very interested in...? (Water-related activities)



### Q60. Are you very interested in...? (Fishing activities)

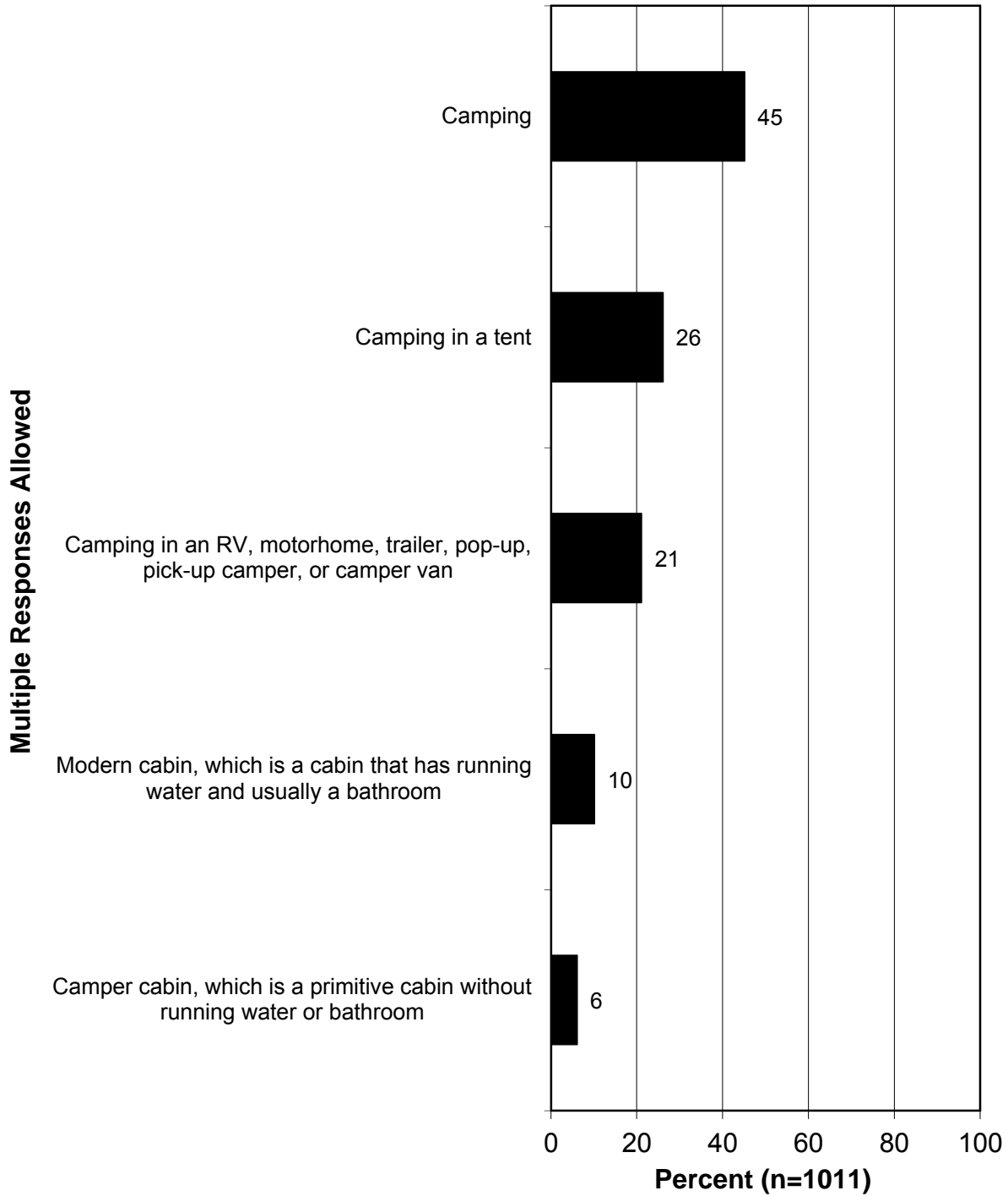


**Q60. Are you very interested in...?  
(Boating activities)**

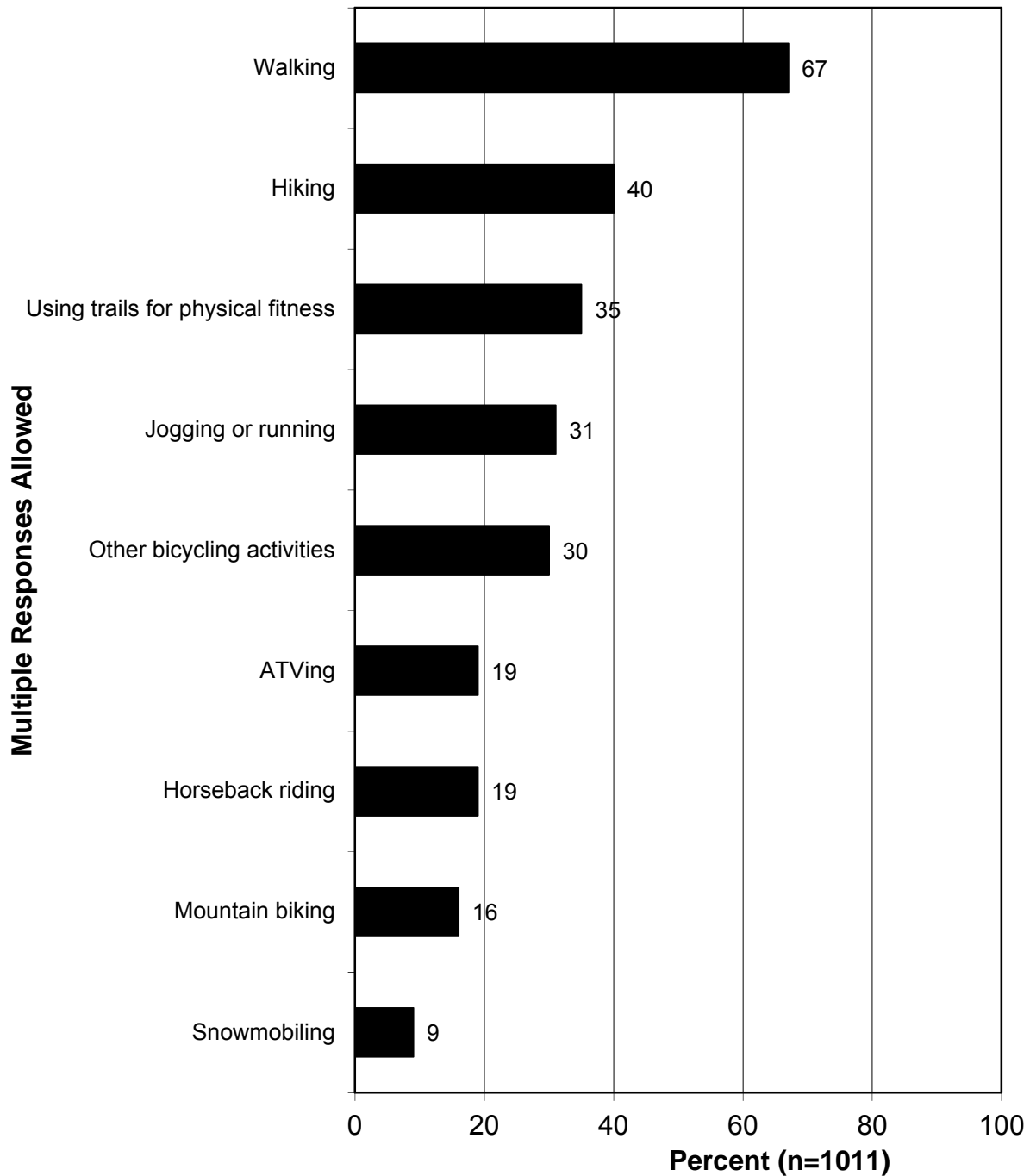




### Q60. Are you very interested in...? (Camping activities)

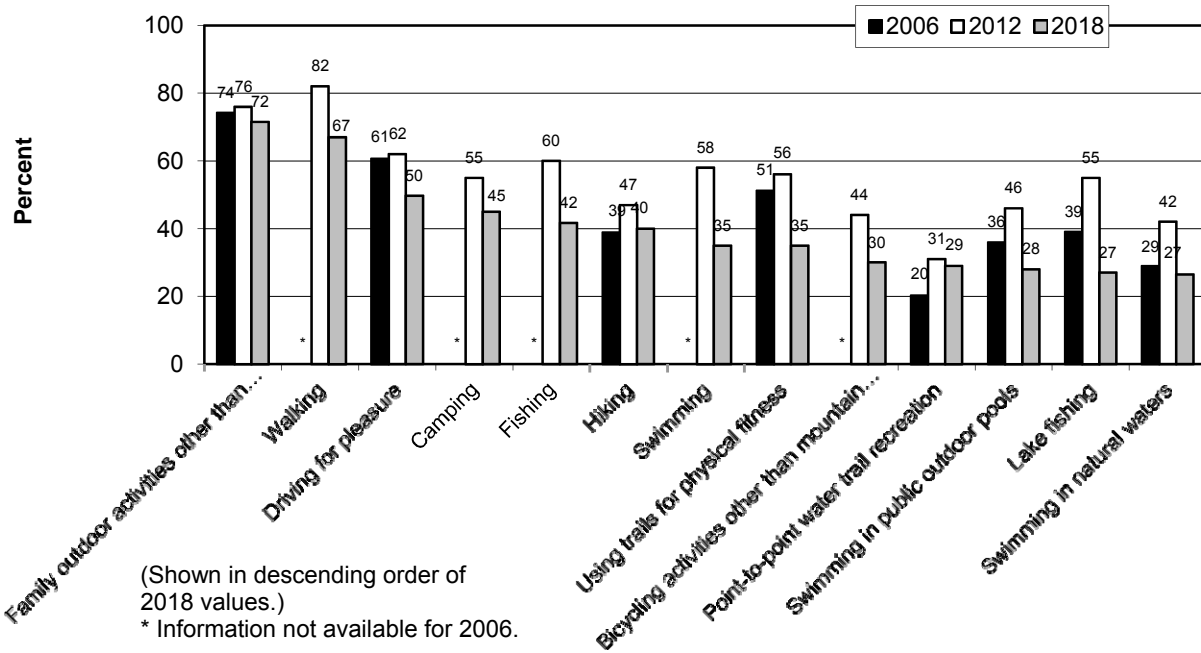


**Q60. Are you very interested in...?  
(Trail use or potential trail use)**

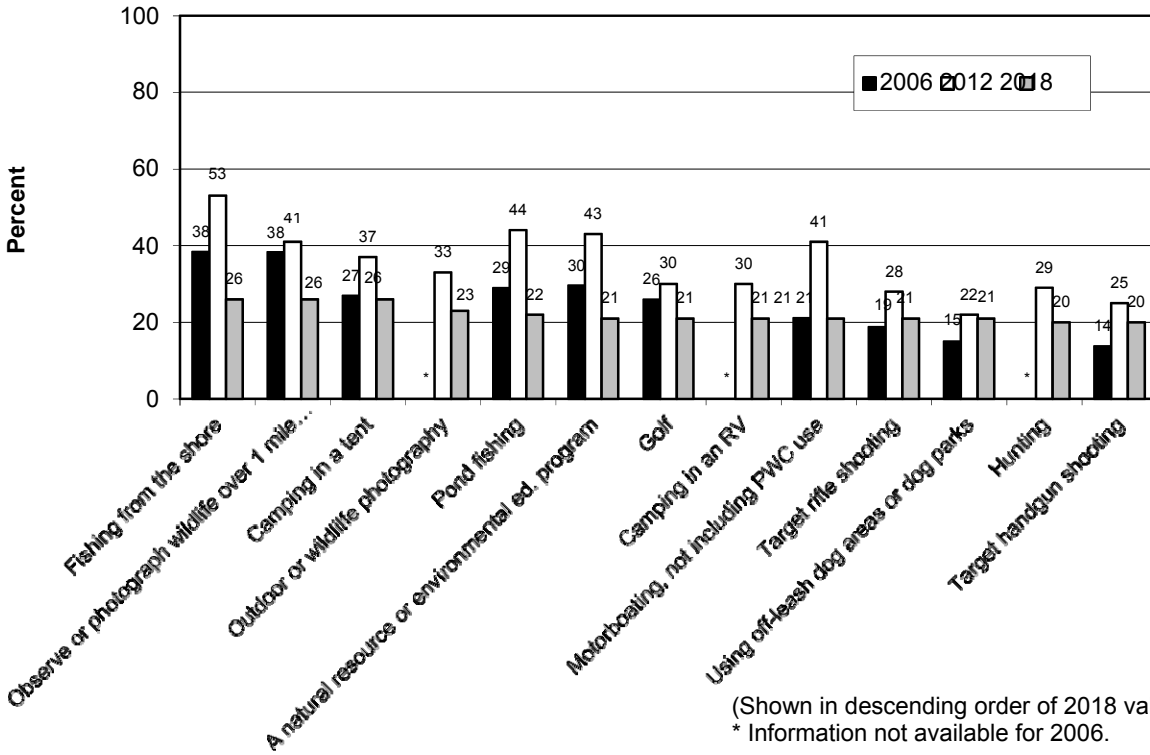


This is said to be “potential” because some activities are not necessarily on trails but *could* be on trails, such as walking or jogging/running.

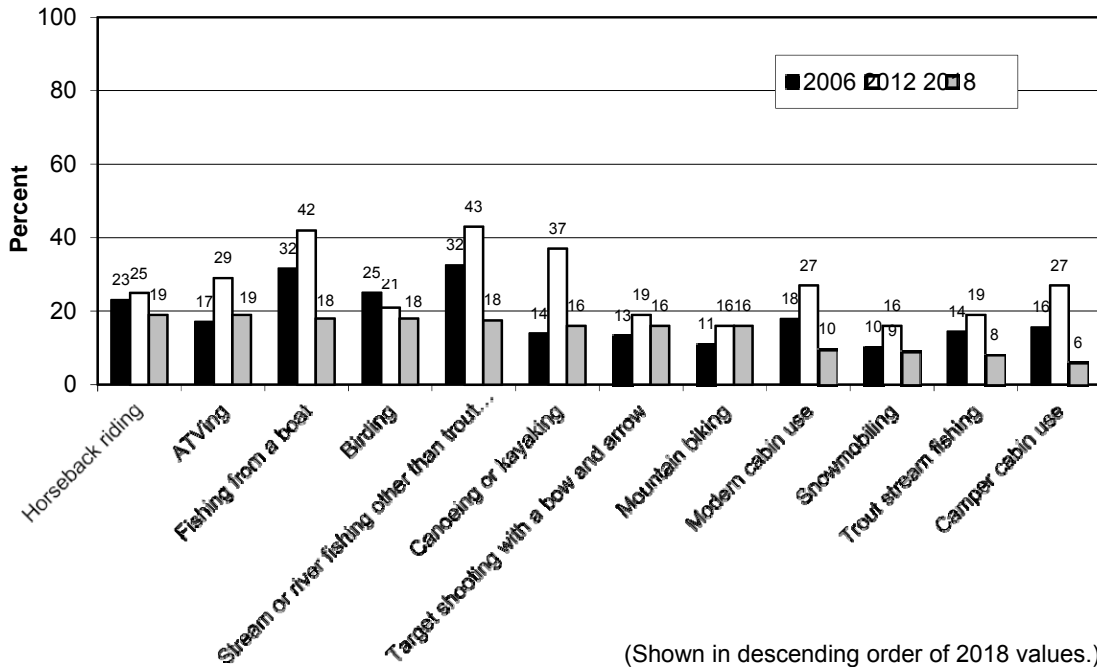
**Percent who are very interested in participating in each of the following activities in the next 2 years in Iowa. (Part 1)**



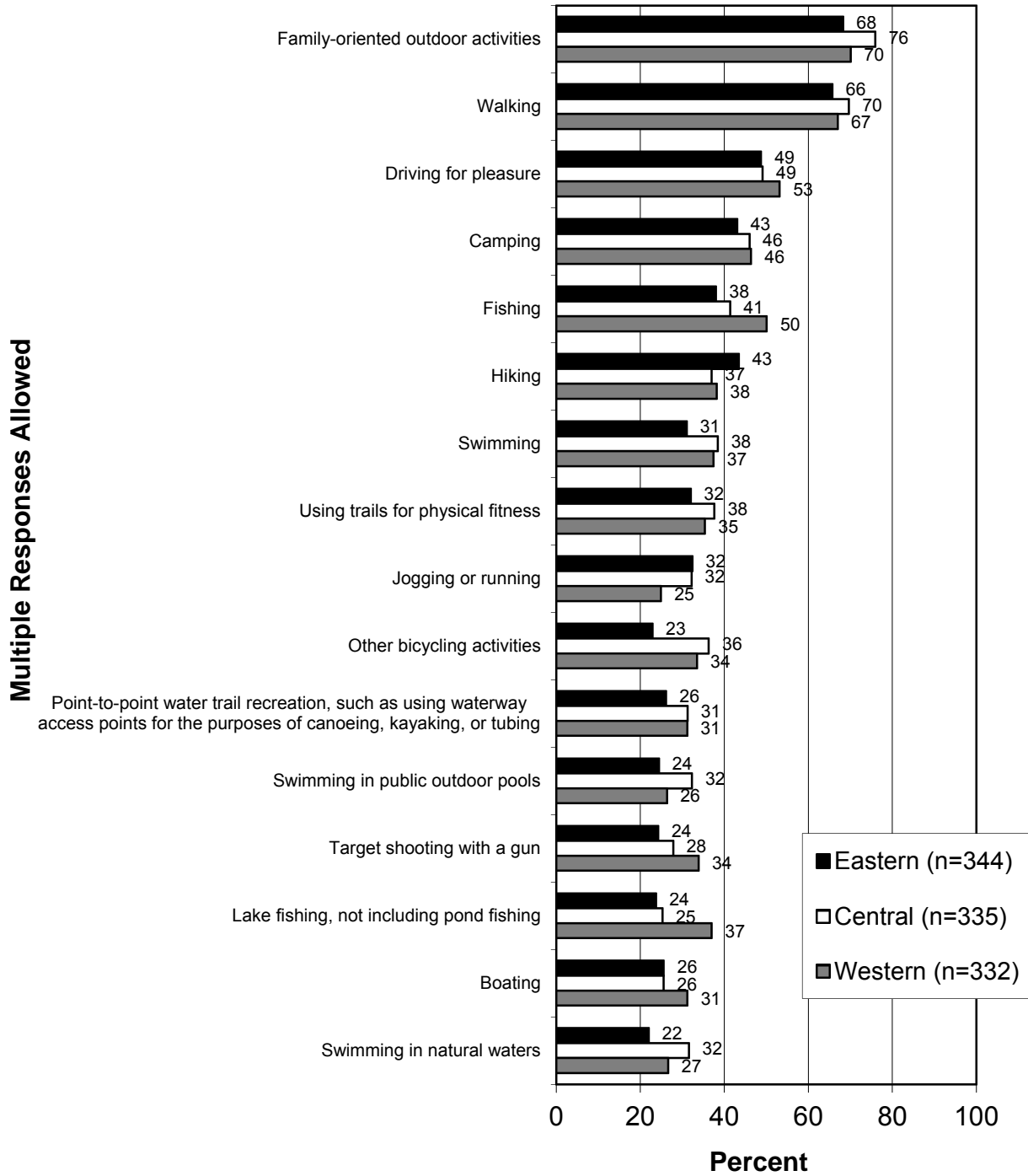
**Percent who are very interested in participating in each of the following activities in the next 2 years in Iowa. (Part 2)**



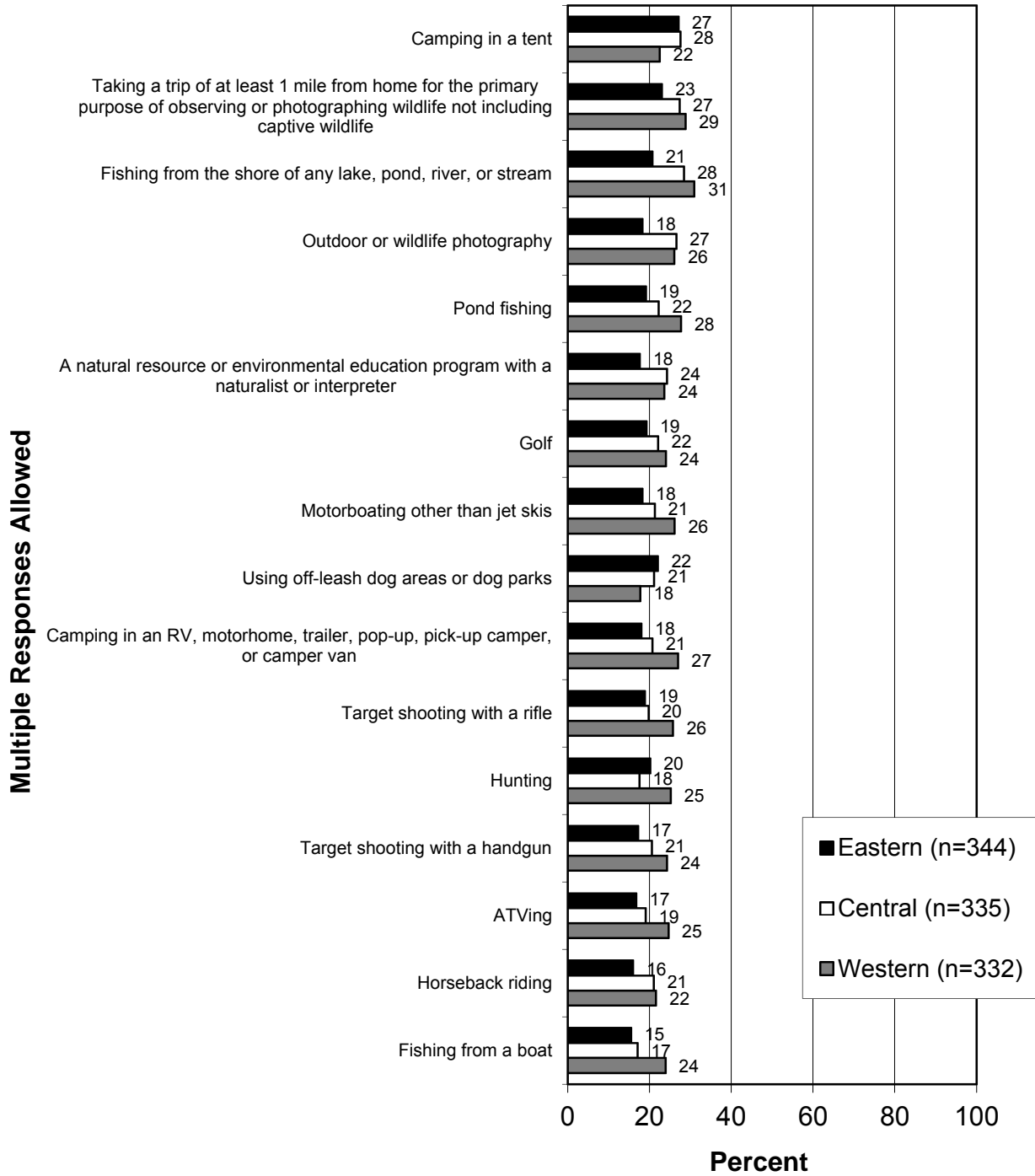
**Percent who are very interested in participating in each of the following activities in the next 2 years in Iowa. (Part 3)**



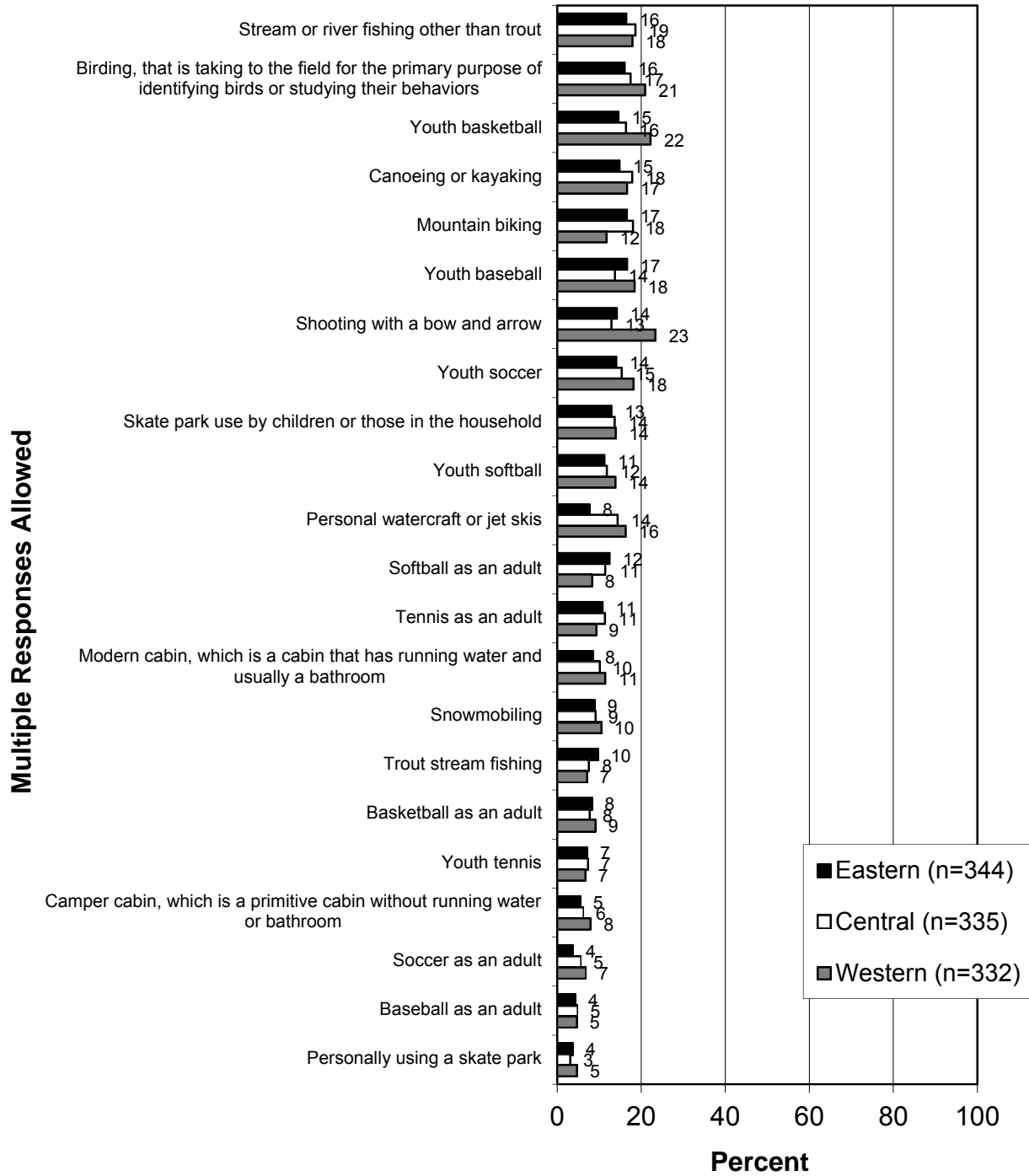
### Q60. Are you very interested in...? (Part 1)



### Q60. Are you very interested in...? (Part 2)

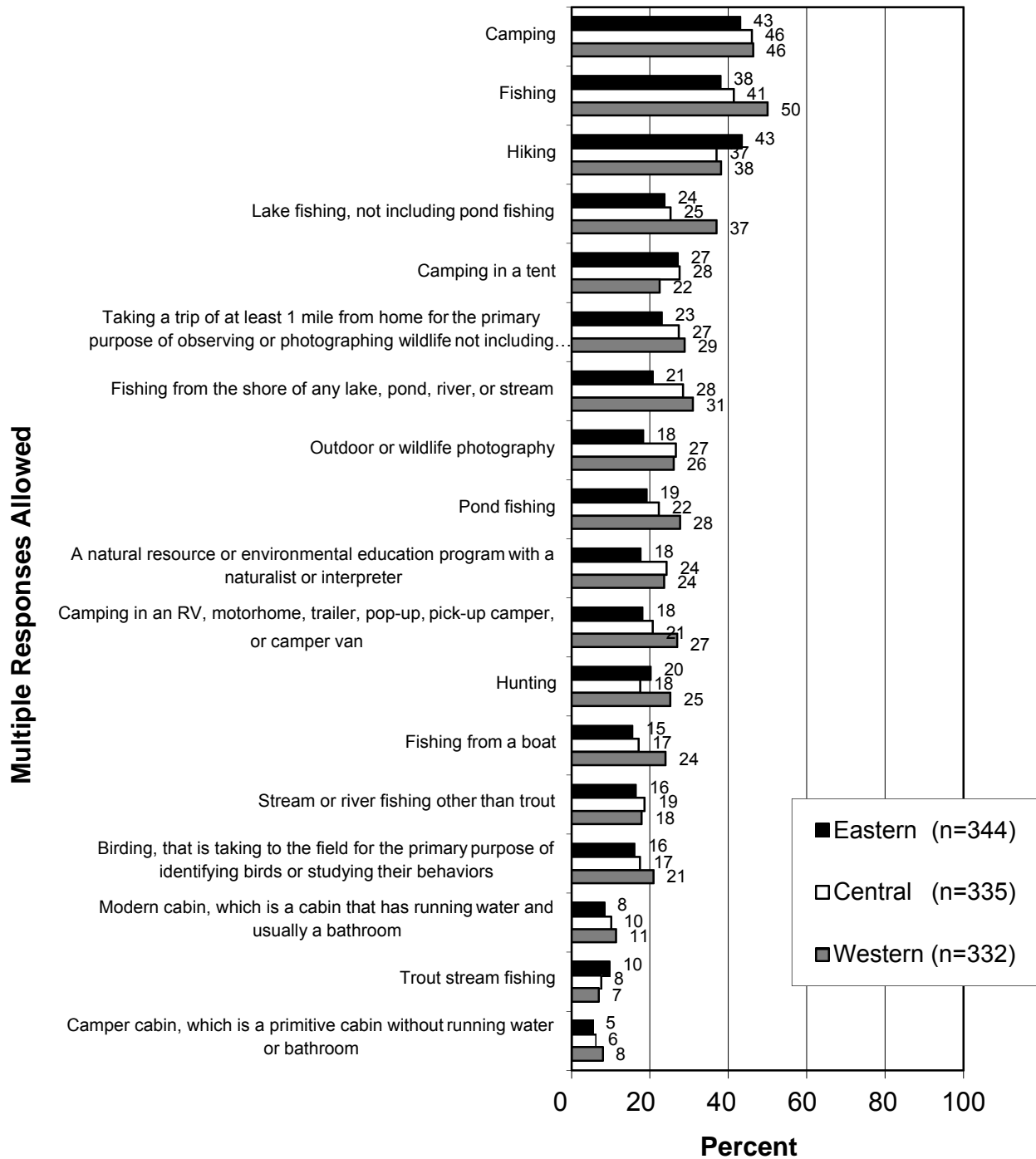


### Q60. Are you very interested in...? (Part 3)

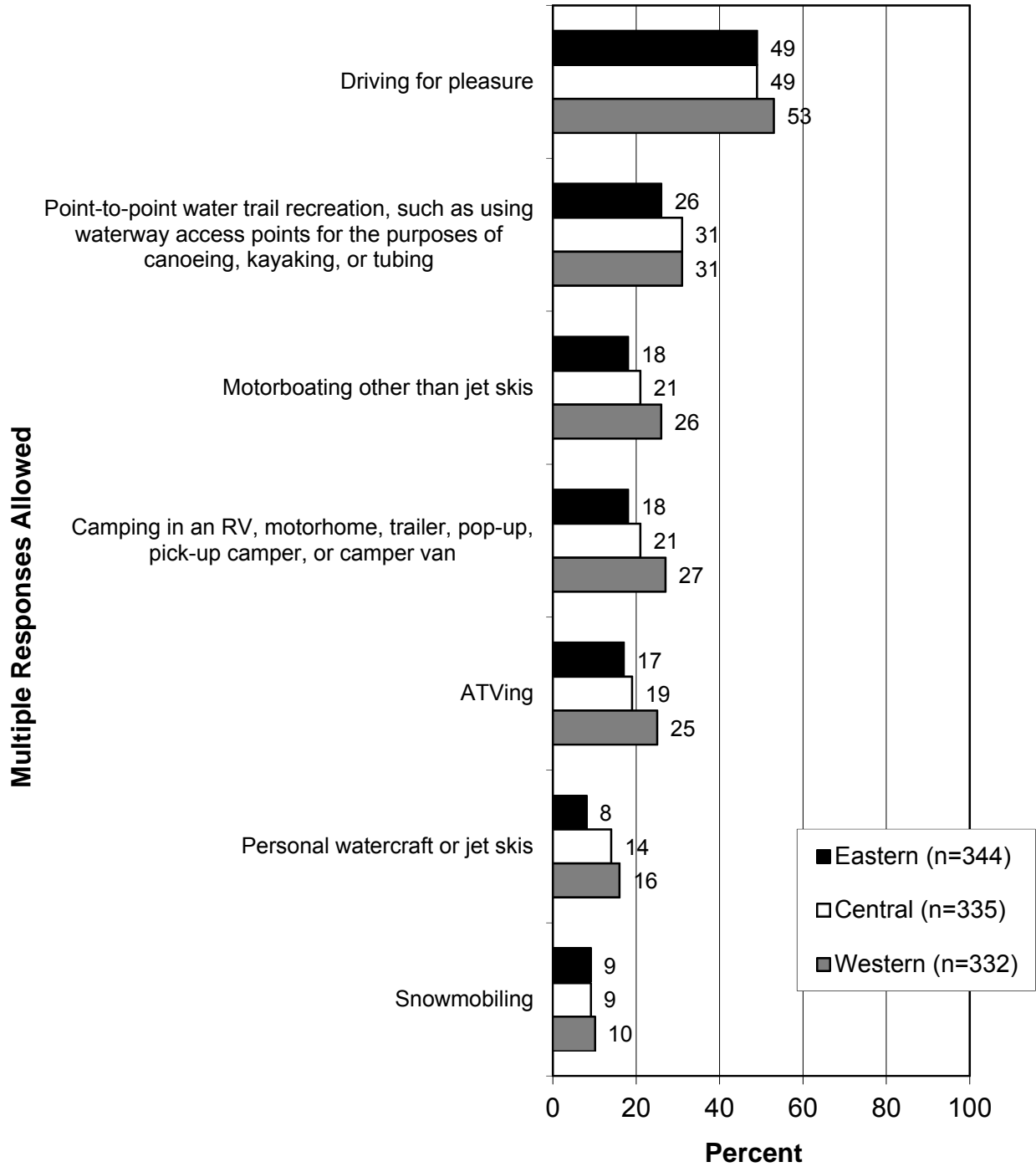




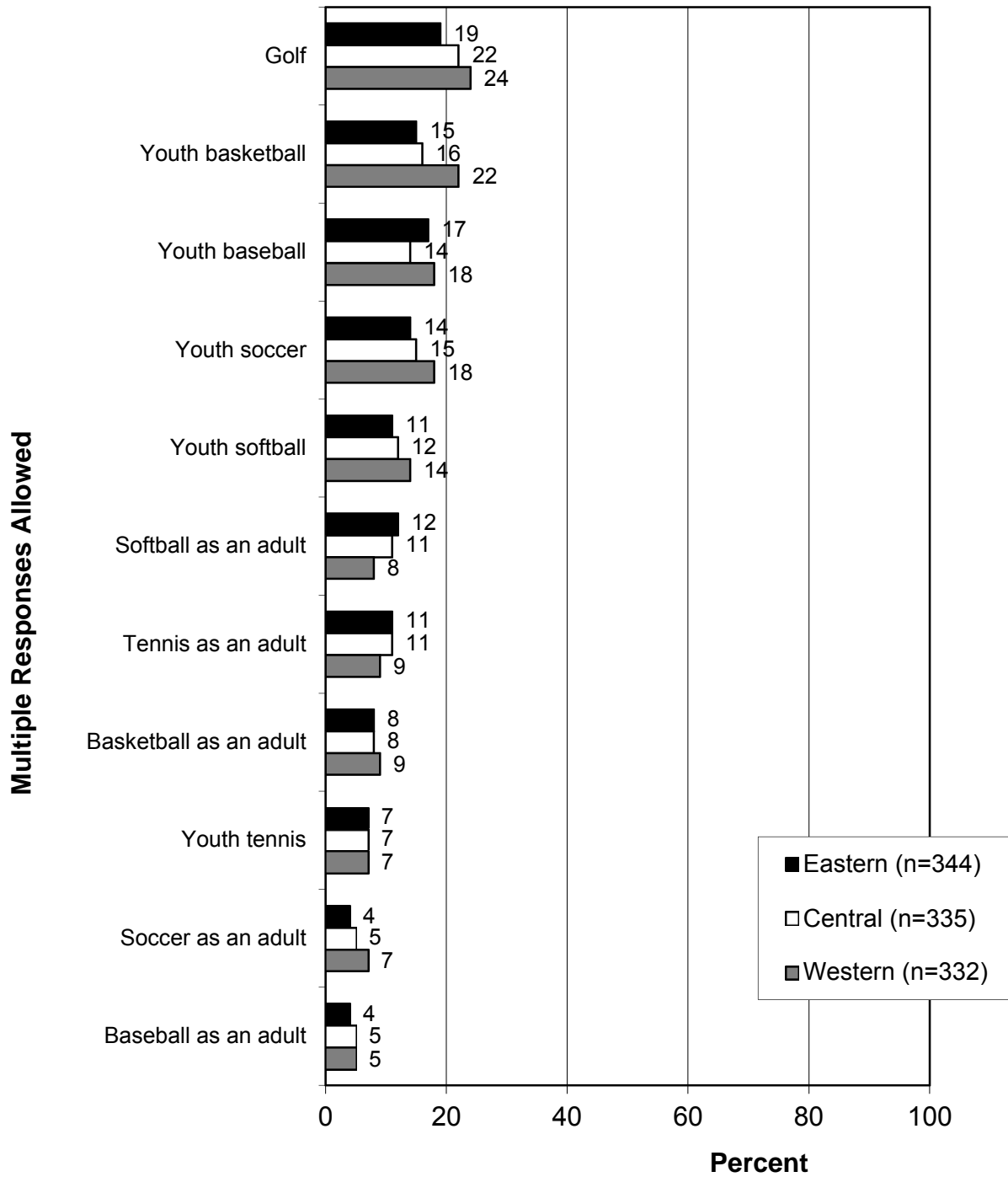
### Q60. Are you very interested in...? (Wildlife-related activities)



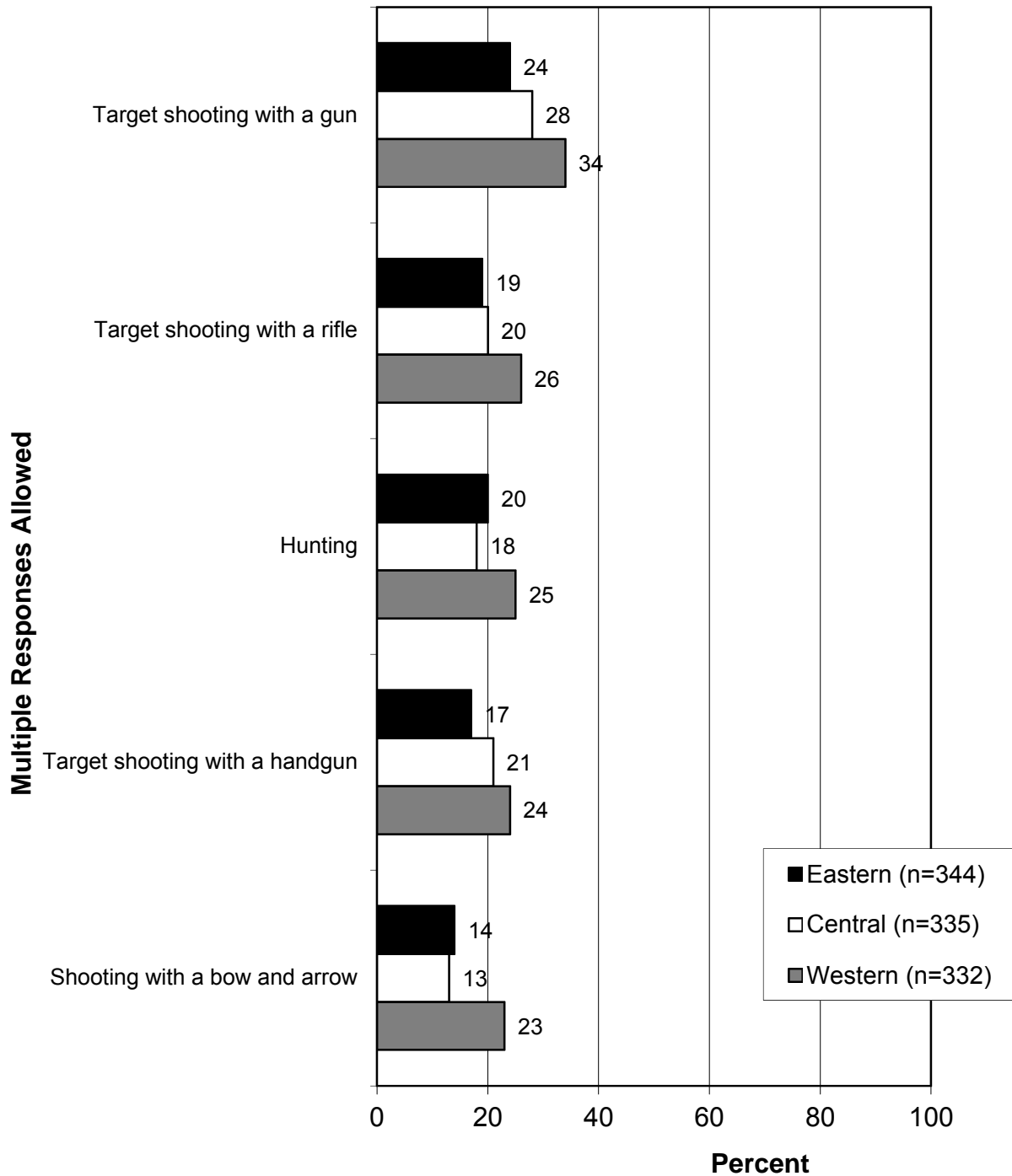
### Q60. Are you very interested in...? (Motorized activities)



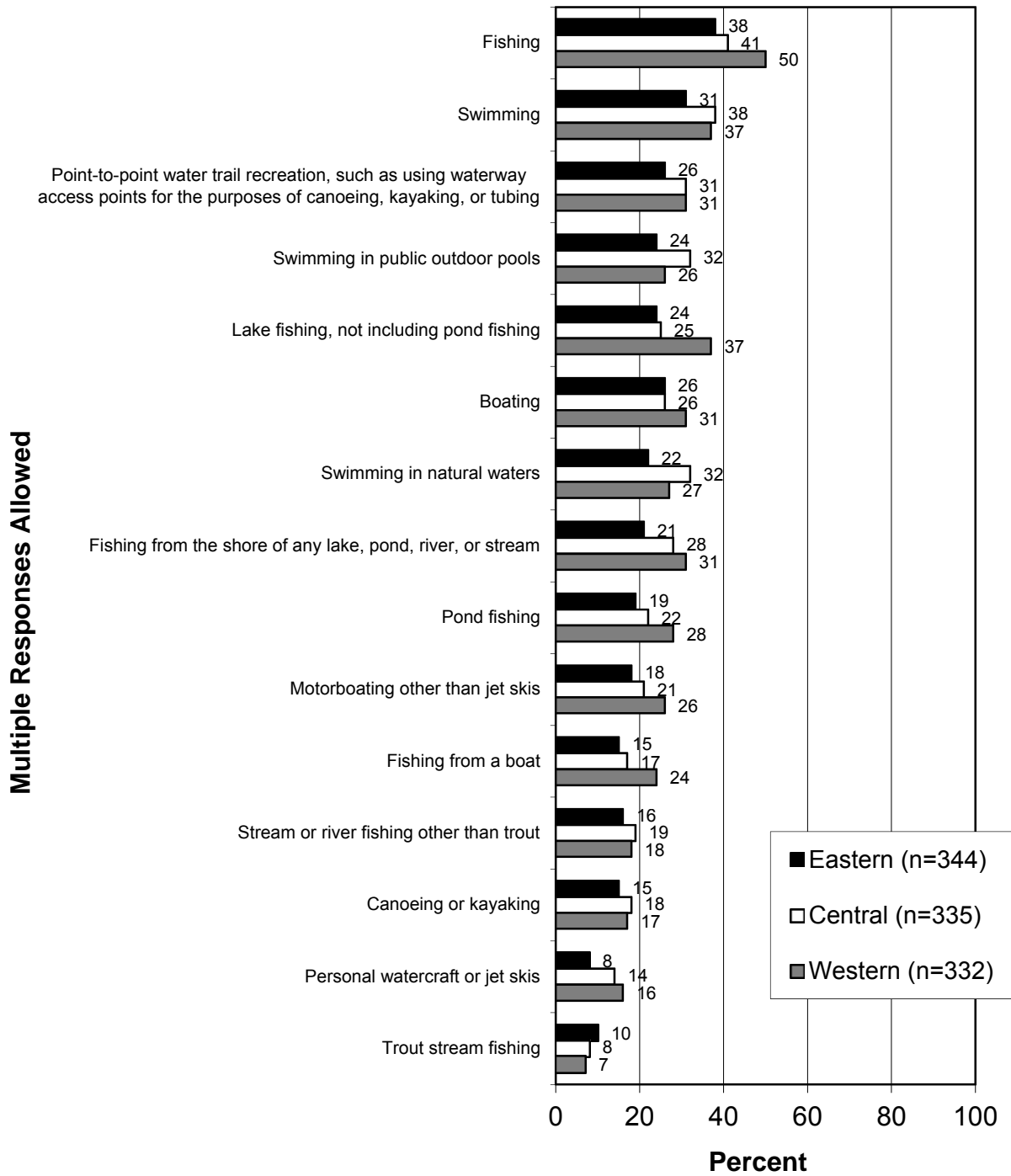
### Q60. Are you very interested in...? (Individual and team sports)



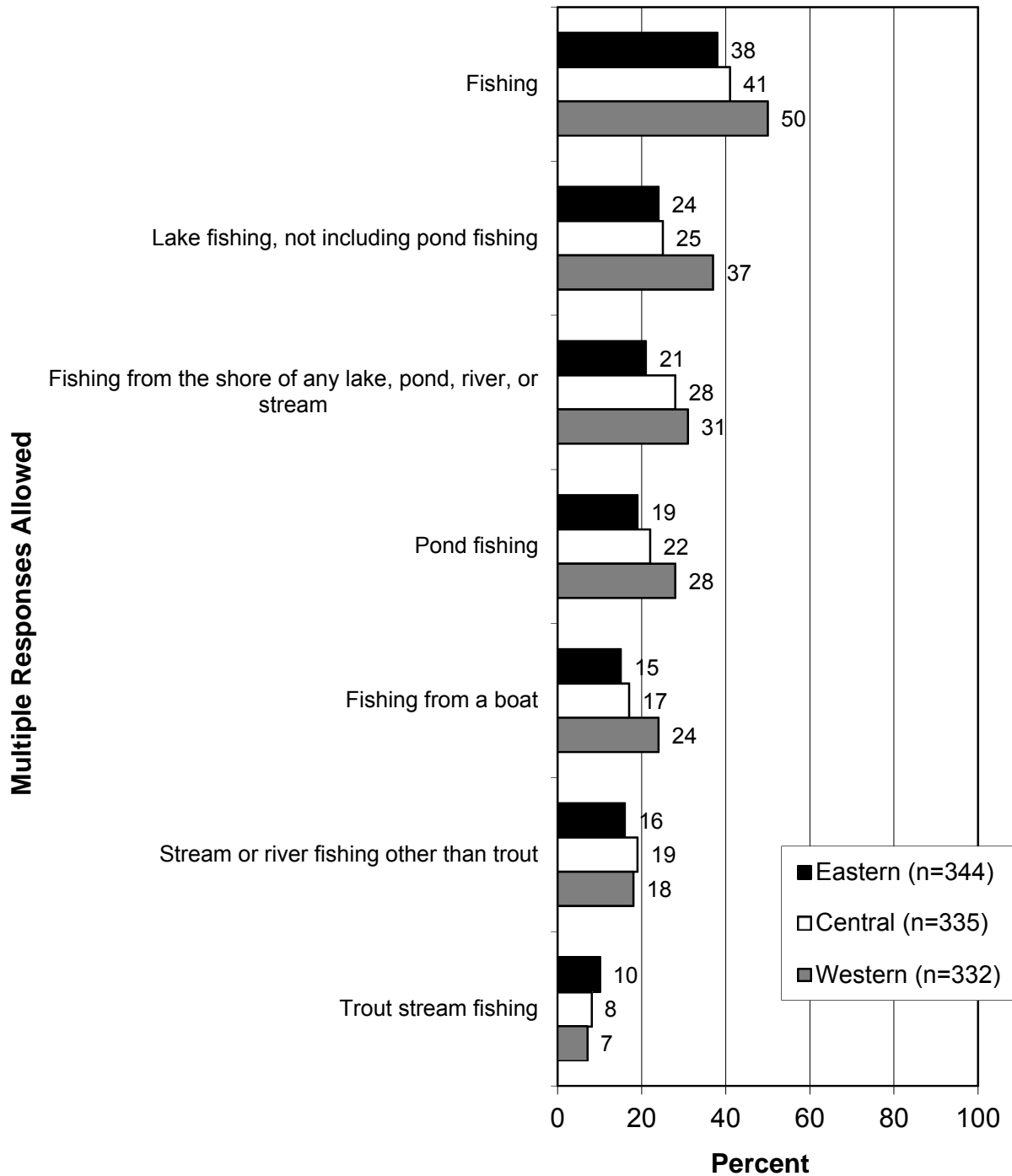
### Q60. Are you very interested in...? (Shooting, archery, and hunting)



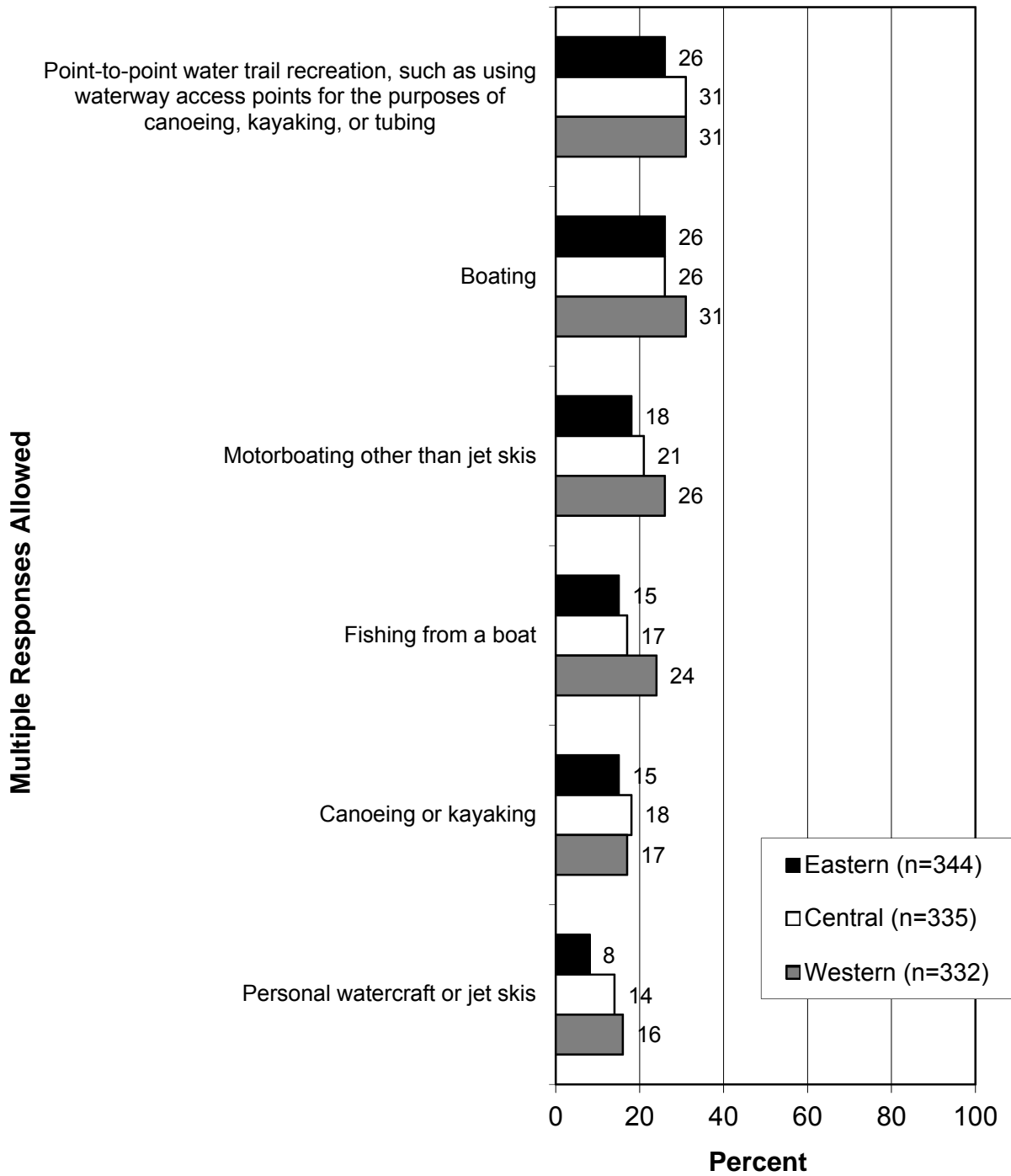
### Q60. Are you very interested in...? (Water-related activities)



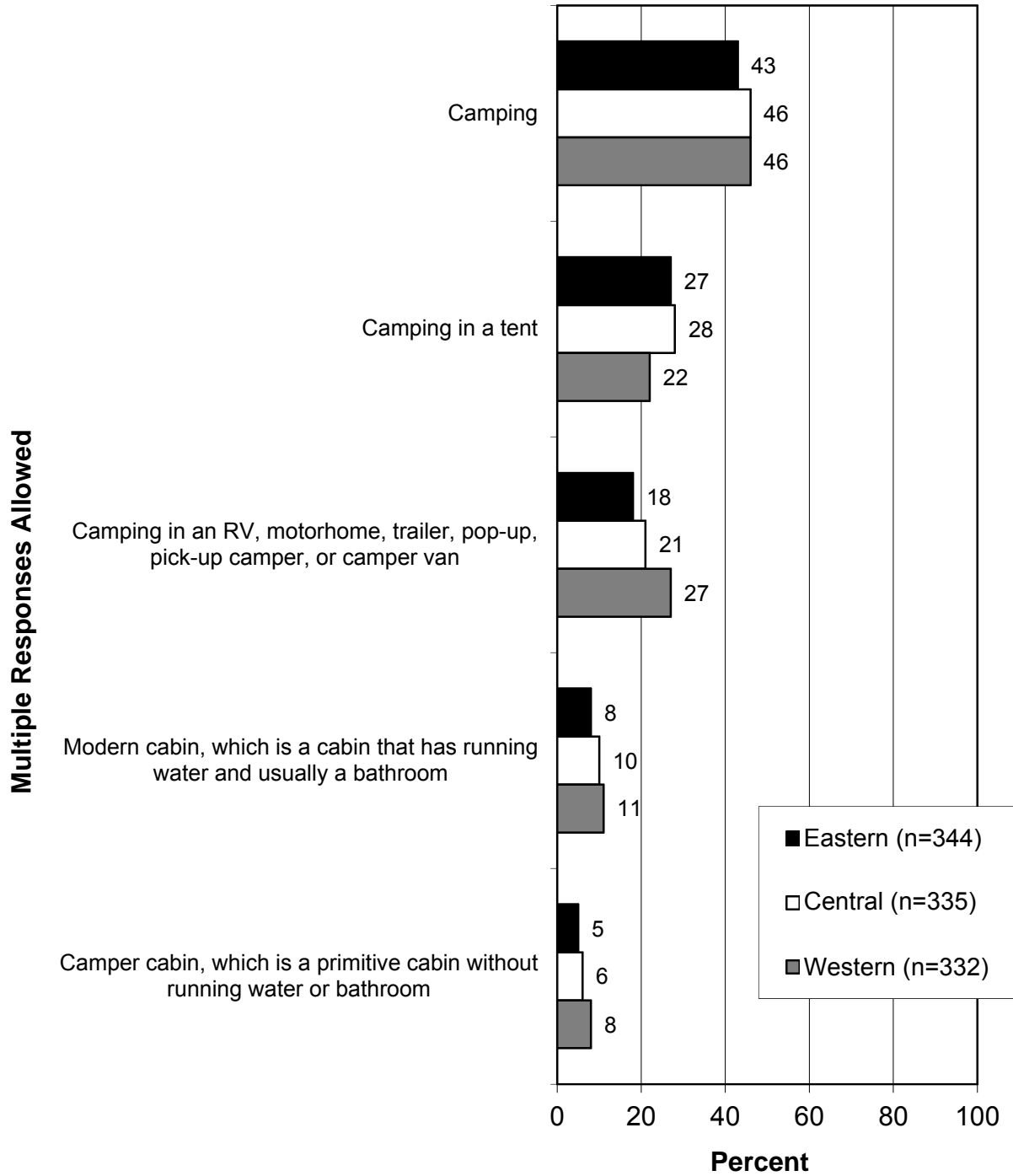
### Q60. Are you very interested in...? (Fishing activities)



### Q60. Are you very interested in...? (Boating activities)

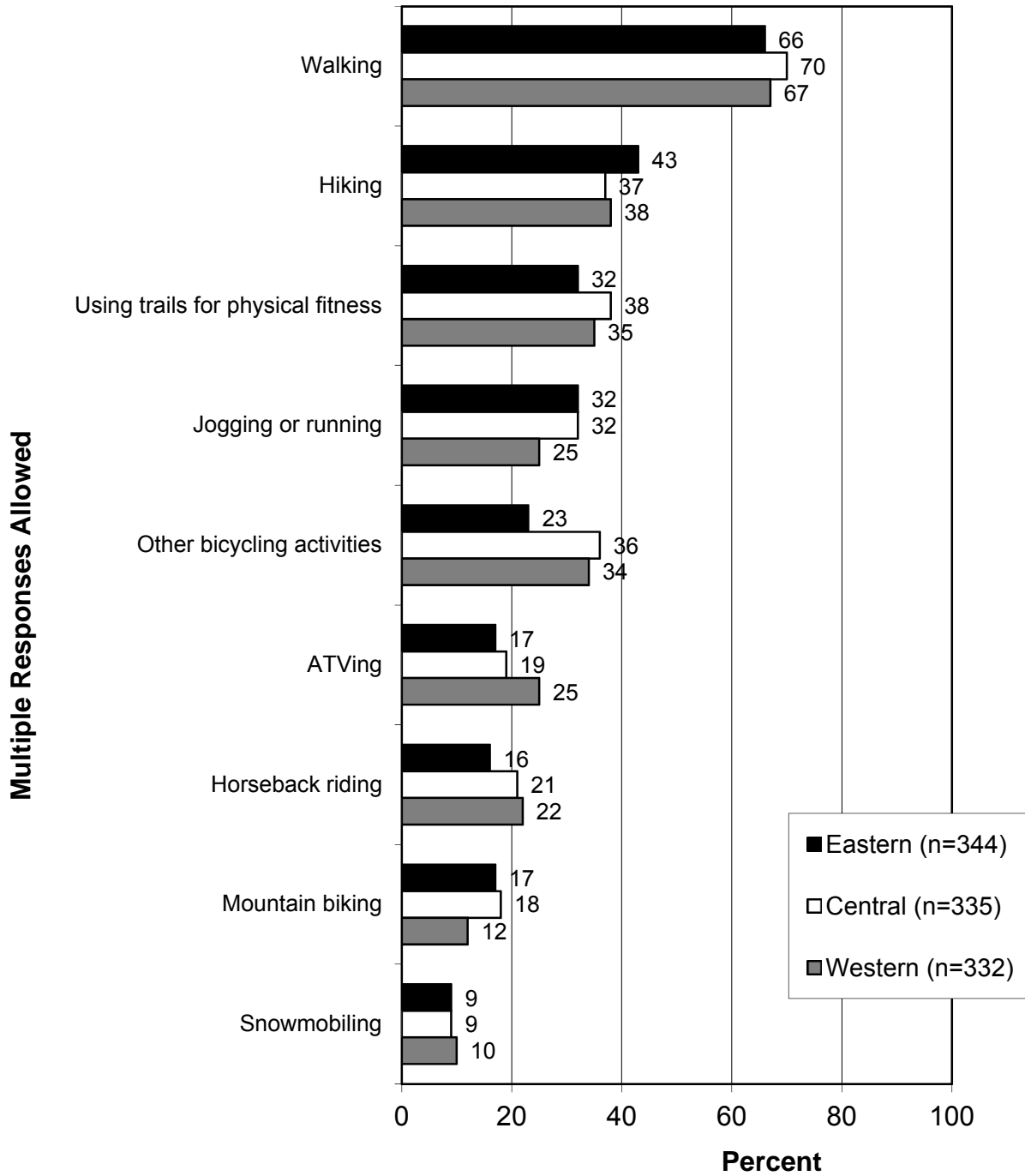


### Q60. Are you very interested in...? (Camping activities)





### Q60. Are you very interested in...? (Trail use or potential trail use)

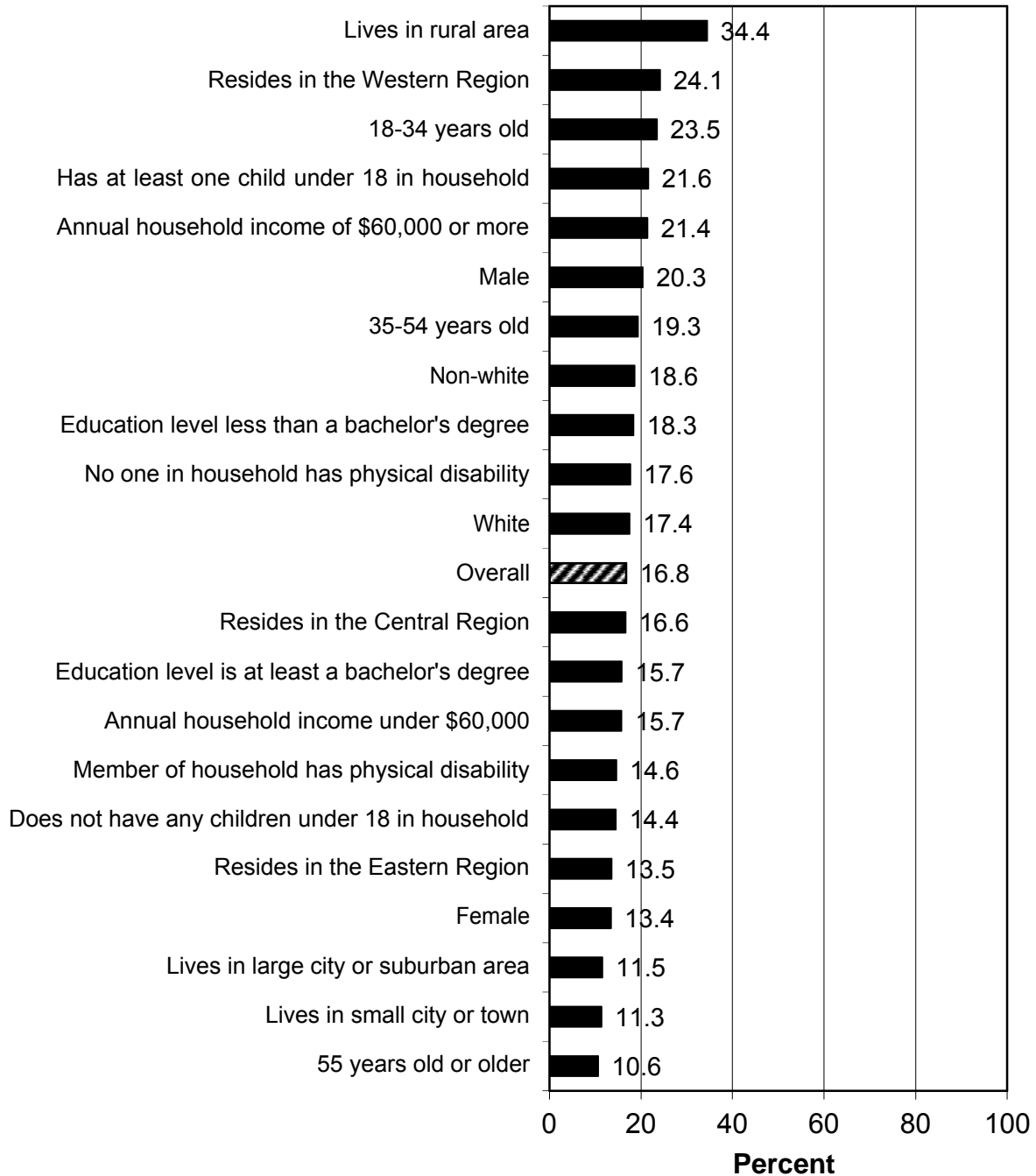


This is said to be “potential” because some activities are not necessarily on trails but *could* be on trails, such as walking or jogging/running.

**DEMOGRAPHIC CHARACTERISTICS OF PARTICIPANTS**

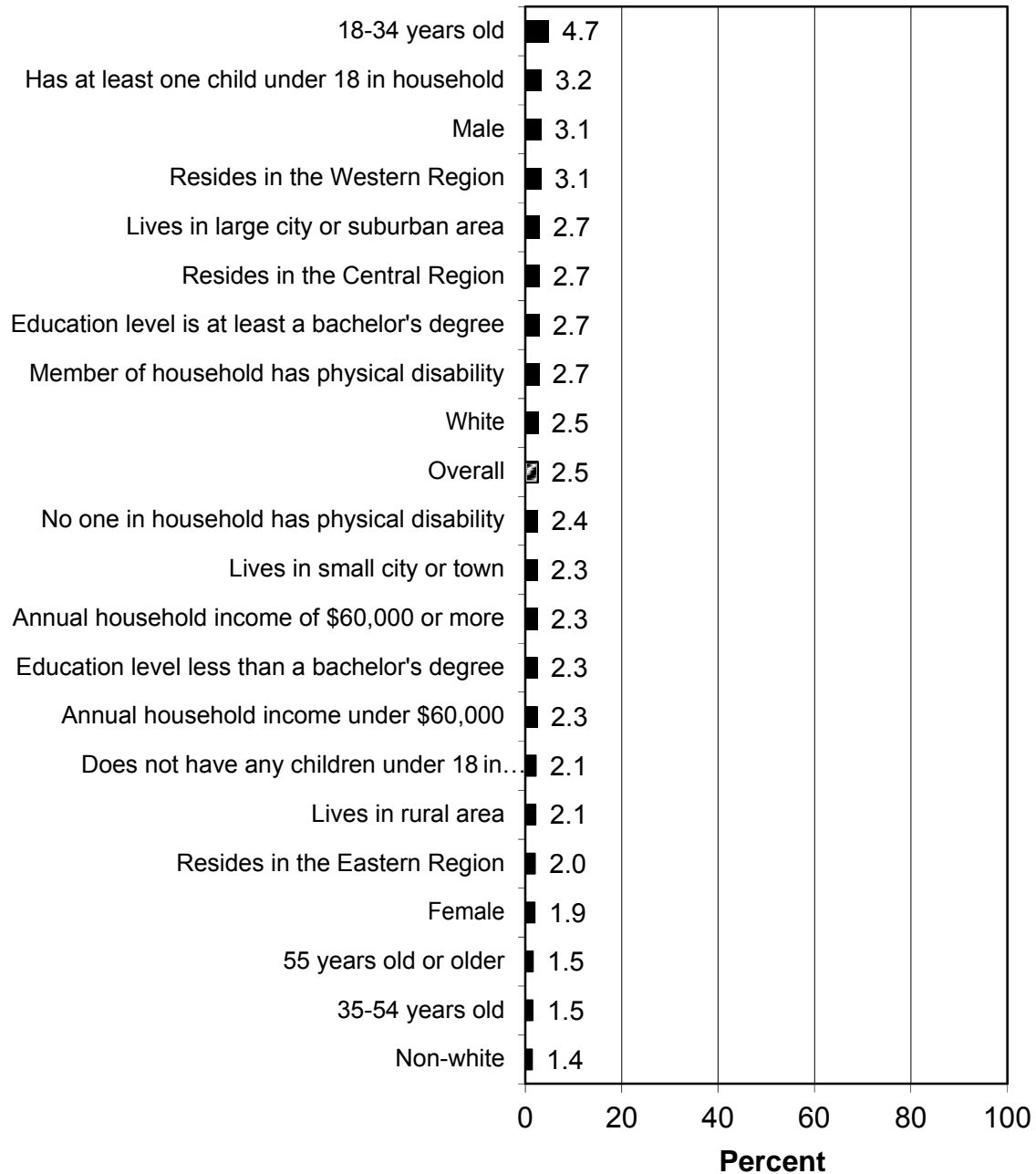
- This section contains the graphs of demographic characteristics of each of the participant groups. In each graph, demographic characteristics above the striped bar are positively associated with the activity, and characteristics below the striped bar are negatively associated with the activity. A full explanation of how to interpret these graphs is on page 5. These graphs start on the following page, with the activities in alphabetical order.

### Percent of the following groups who participated in ATVing in Iowa over the past 2 years:



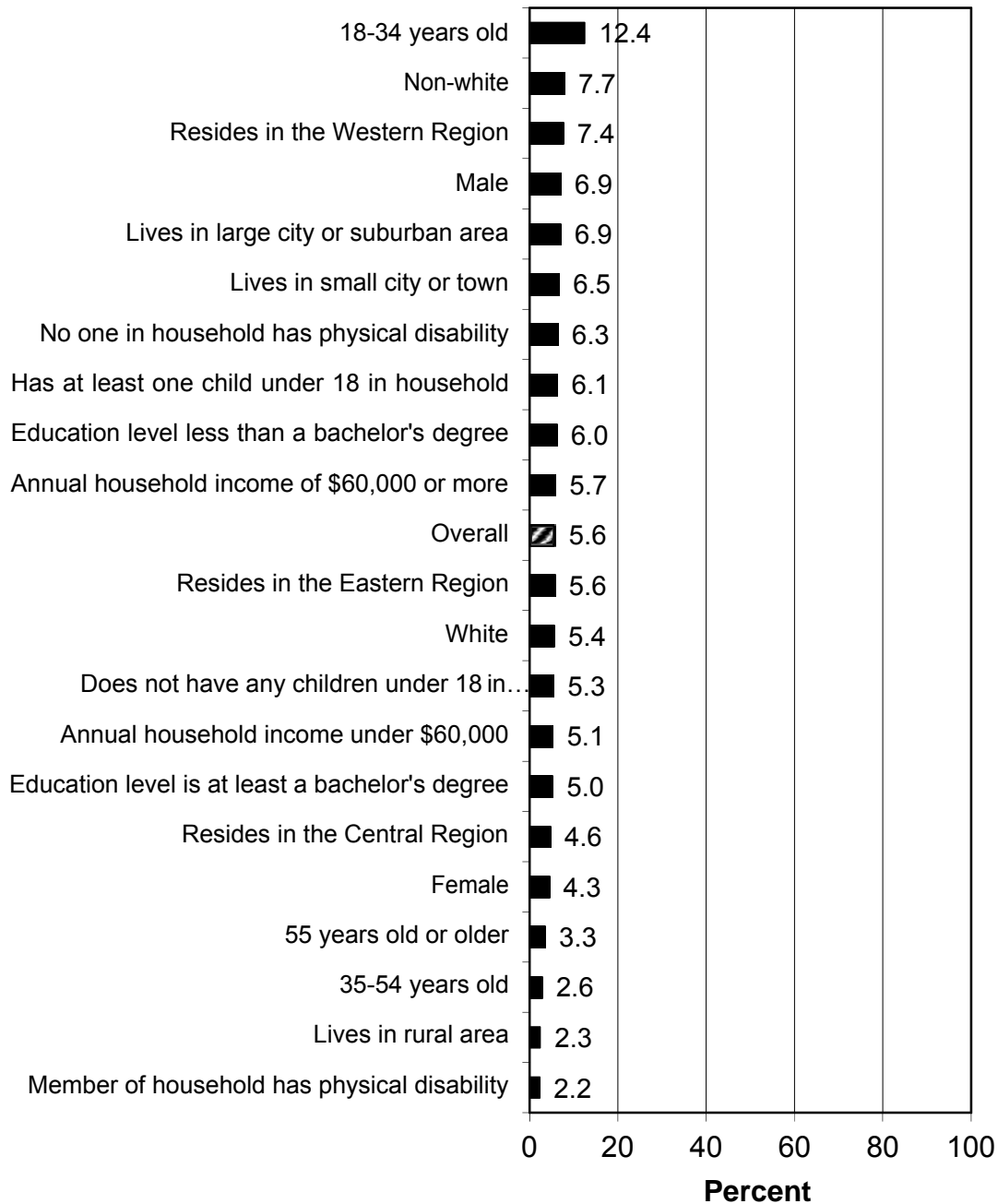
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in adult baseball activities in Iowa over the past 2 years:**



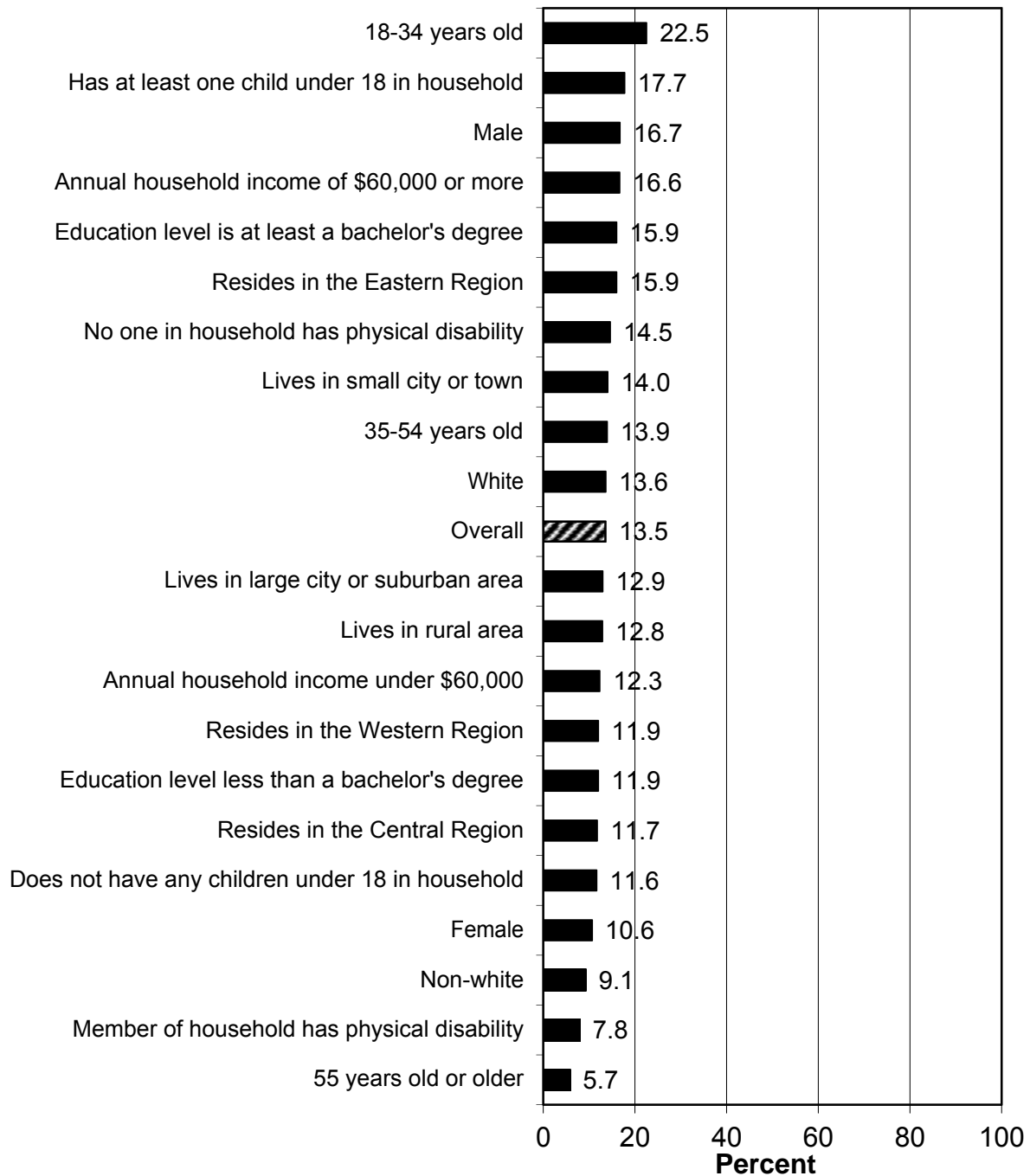
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in adult basketball activities in Iowa over the past 2 years:**



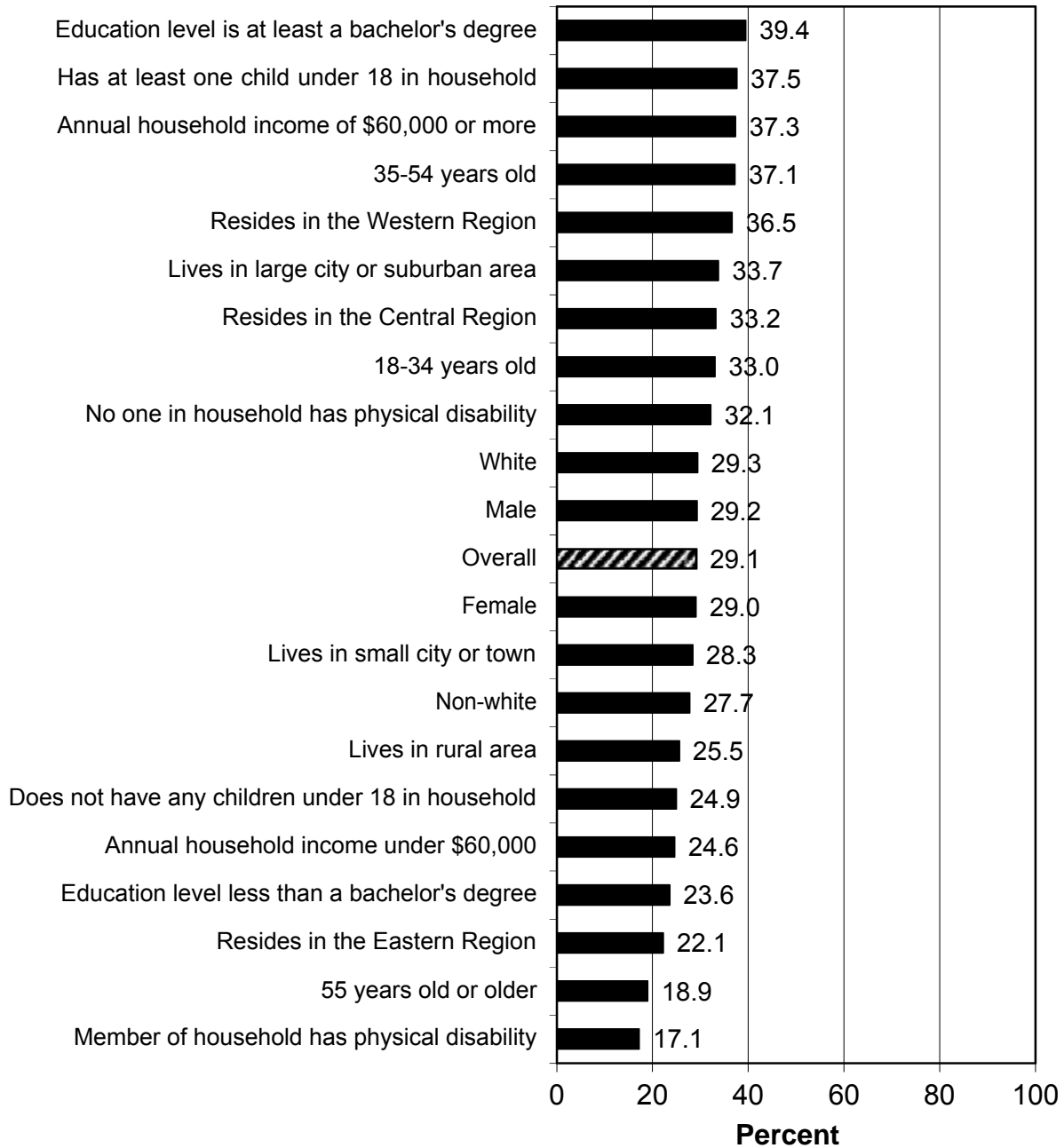
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in mountain biking in Iowa over the past 2 years:**



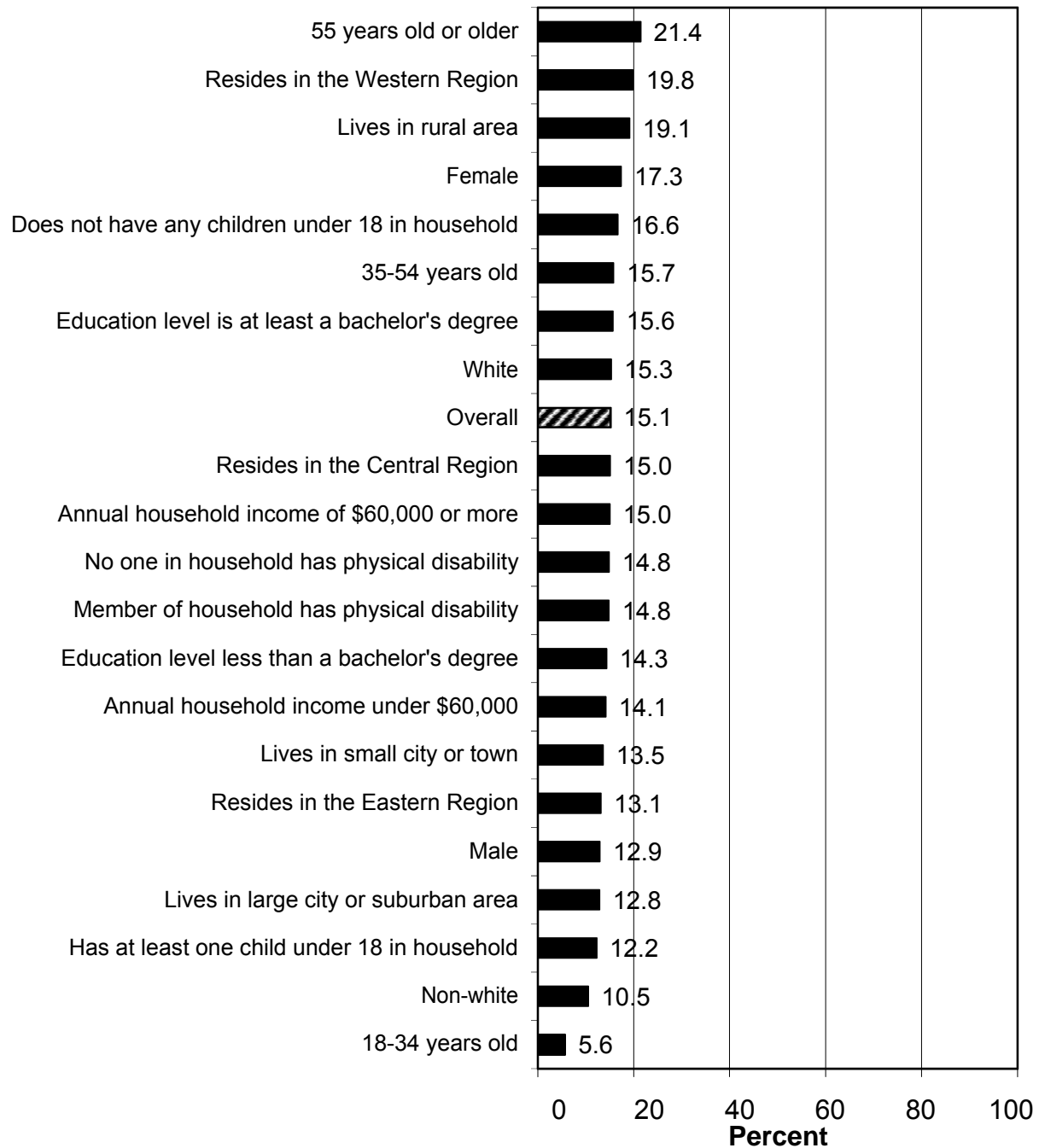
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in bicycling activities other than mountain biking in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

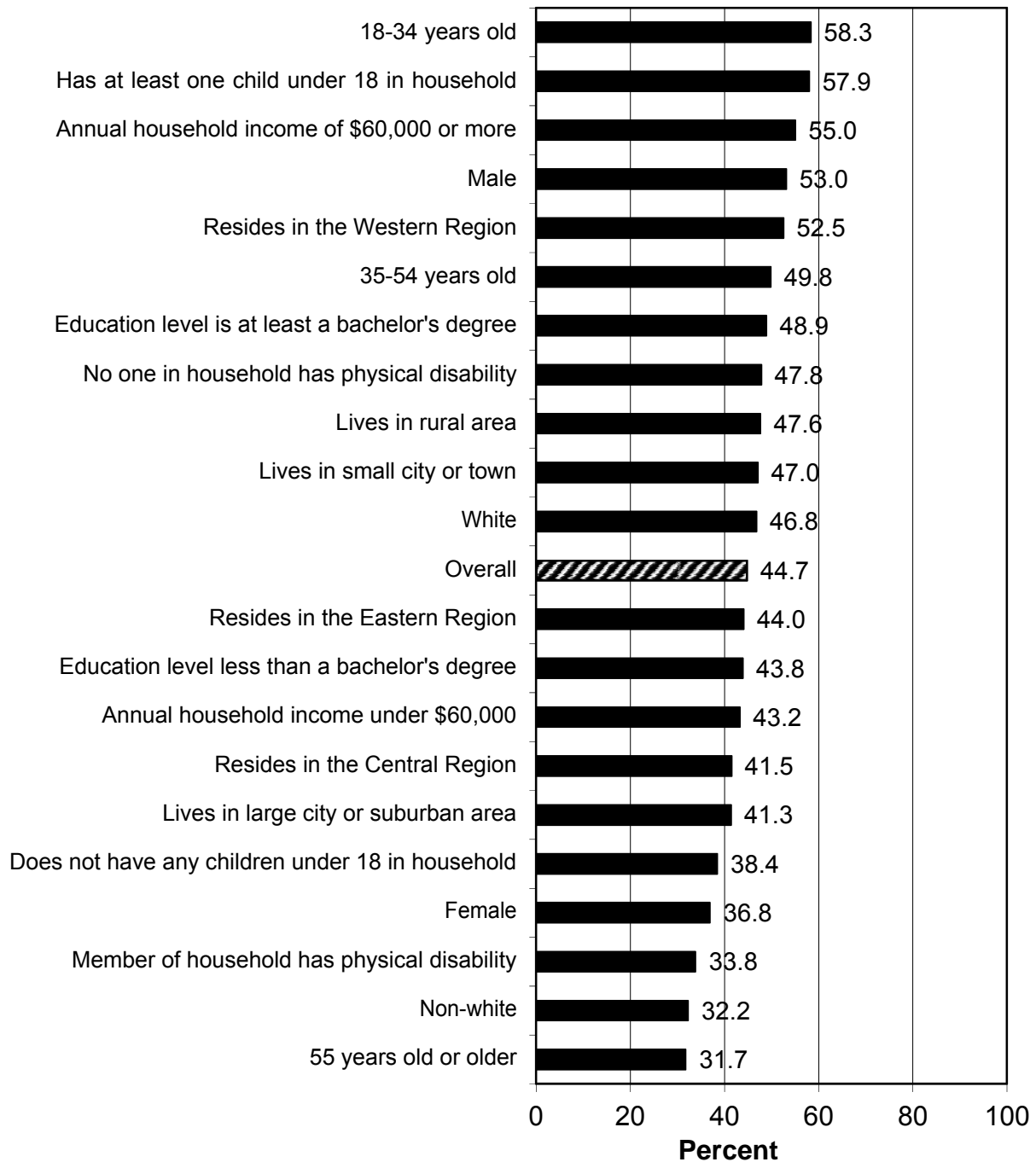
**Percent of the following groups who participated in birding in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

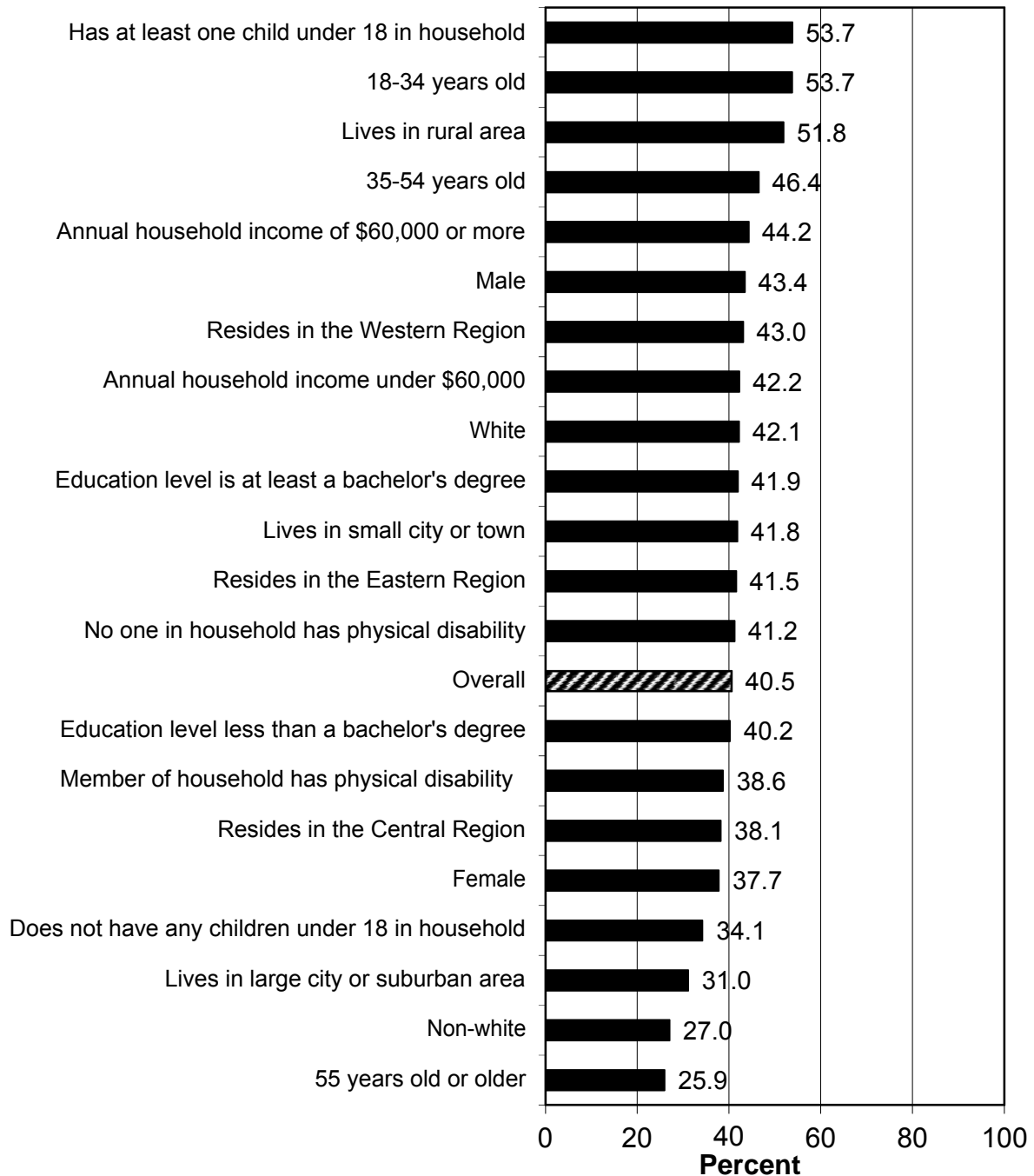


**Percent of the following groups who participated in boating in Iowa over the past 2 years:**



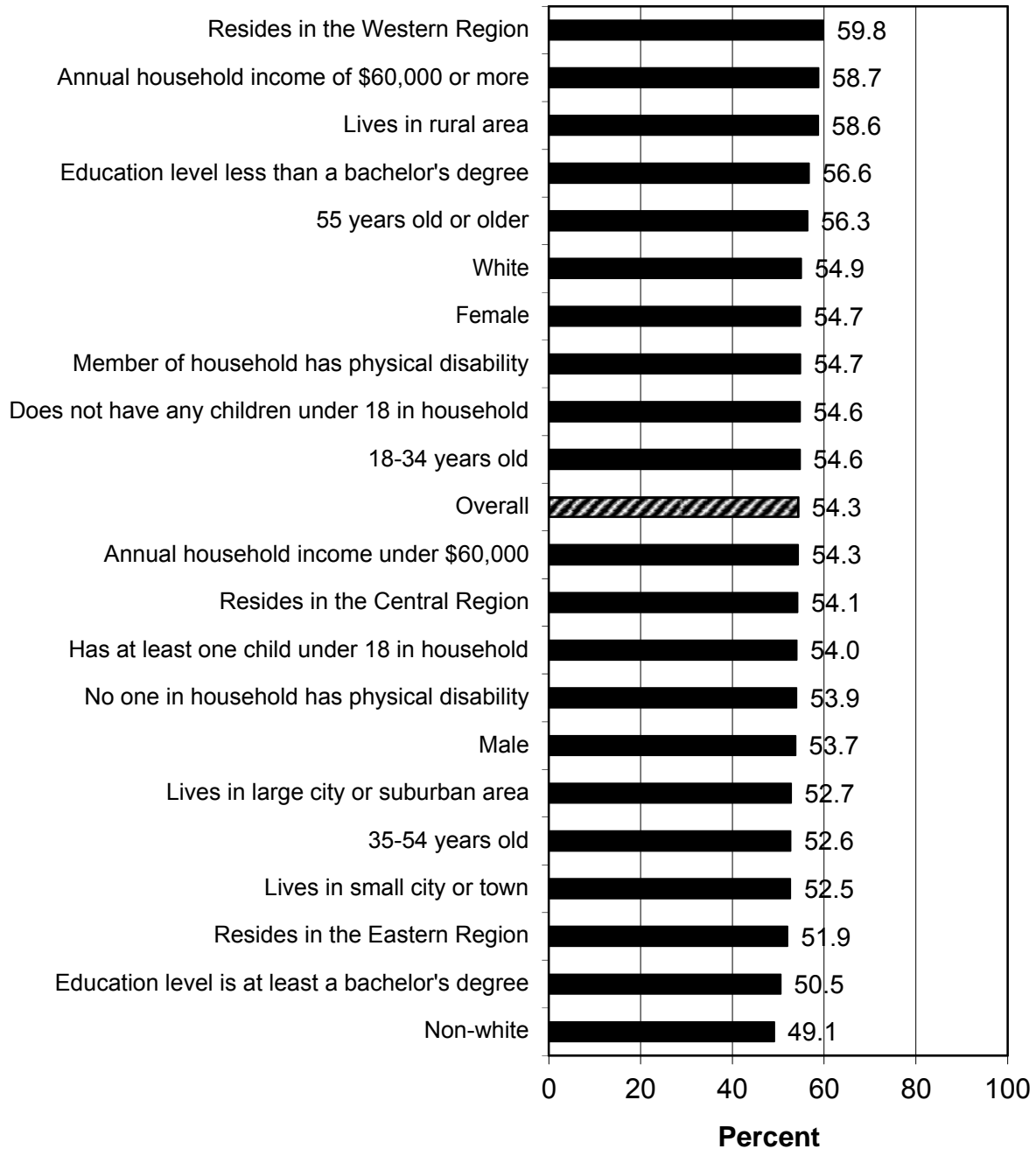
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in camping in Iowa over the past 2 years:**



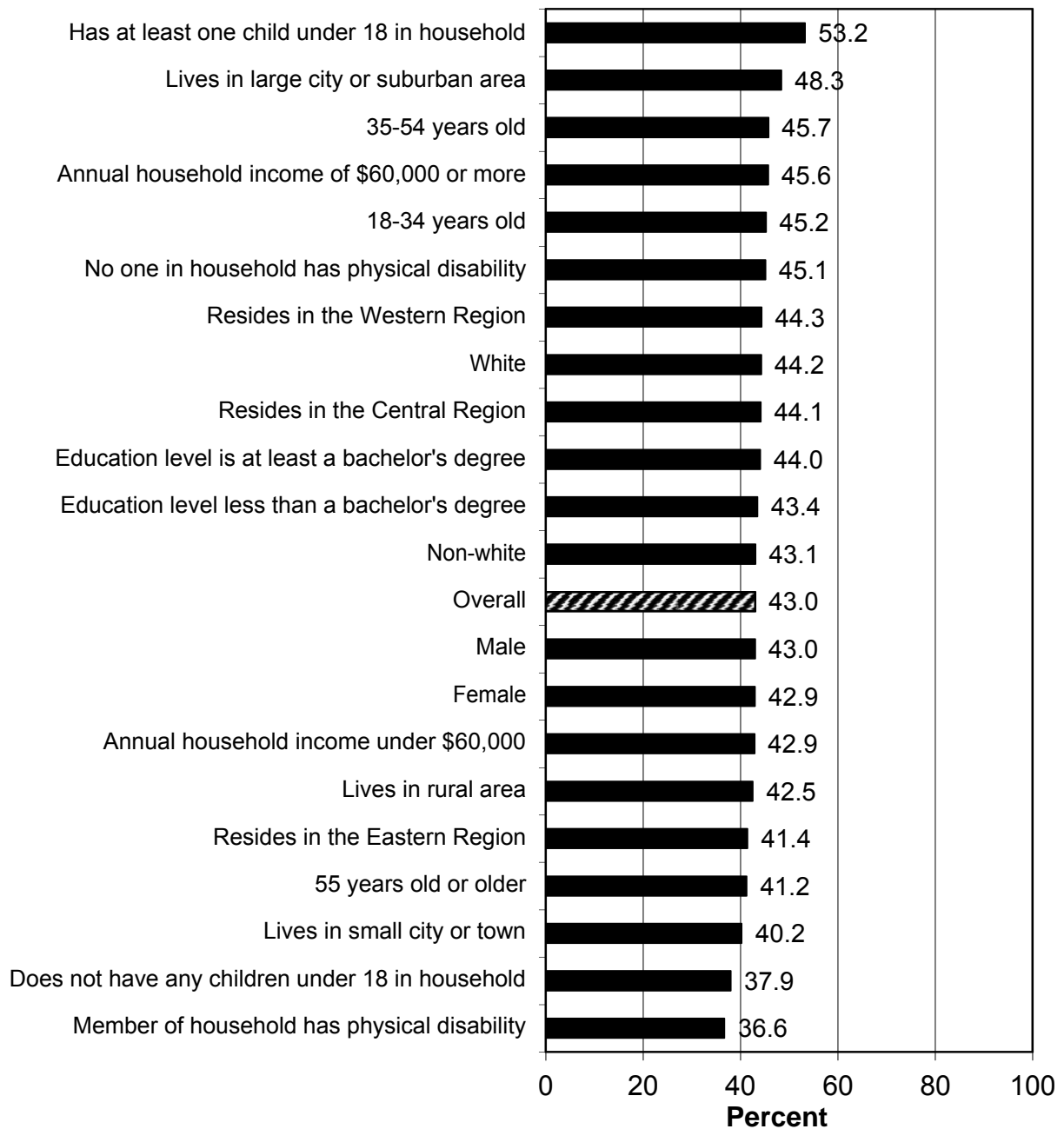
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in driving for pleasure in Iowa over the past 2 years:**



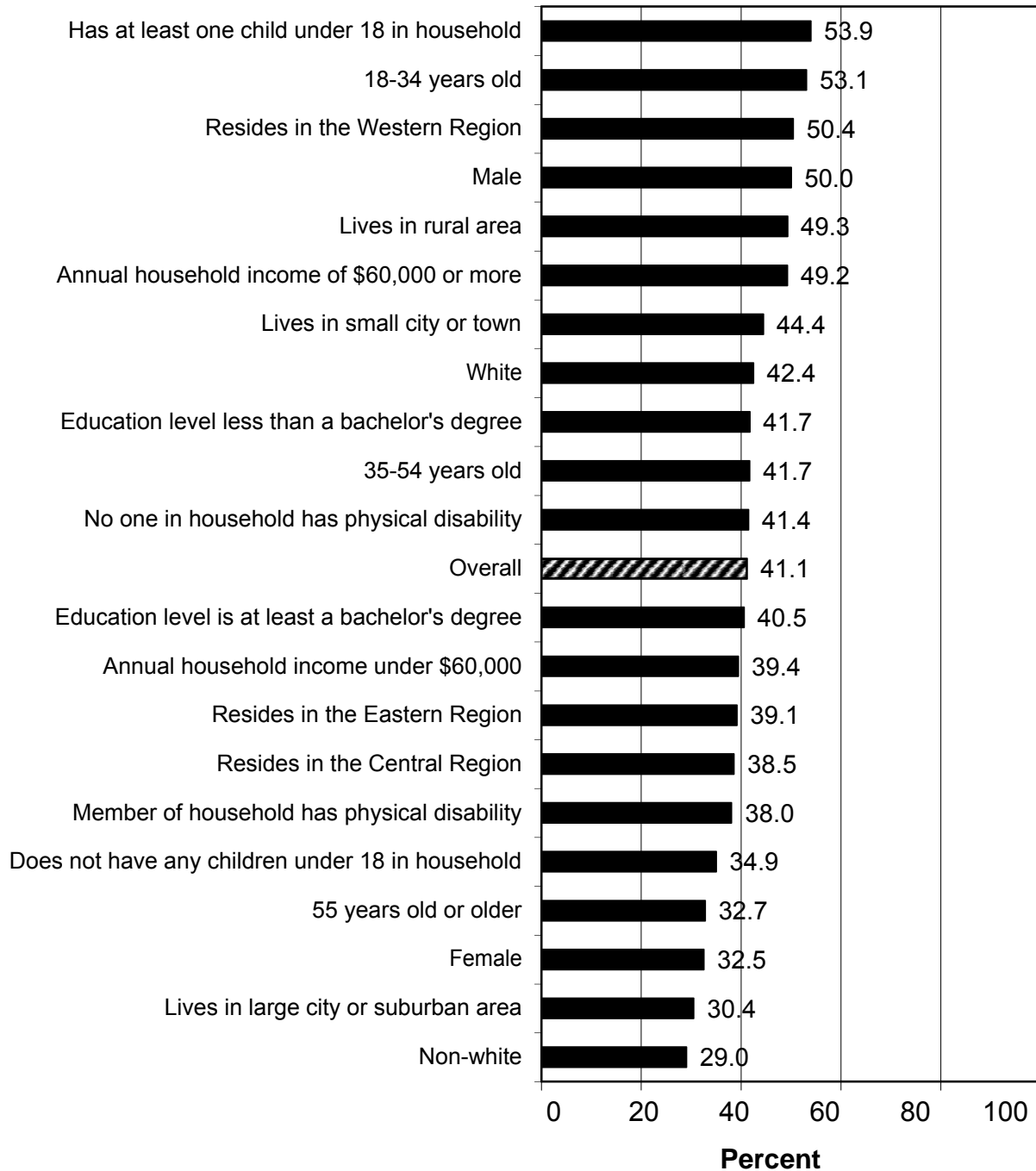
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in family-oriented outdoor activities other than picnicking, barbecuing, or cooking out in Iowa over the past 2 years:**



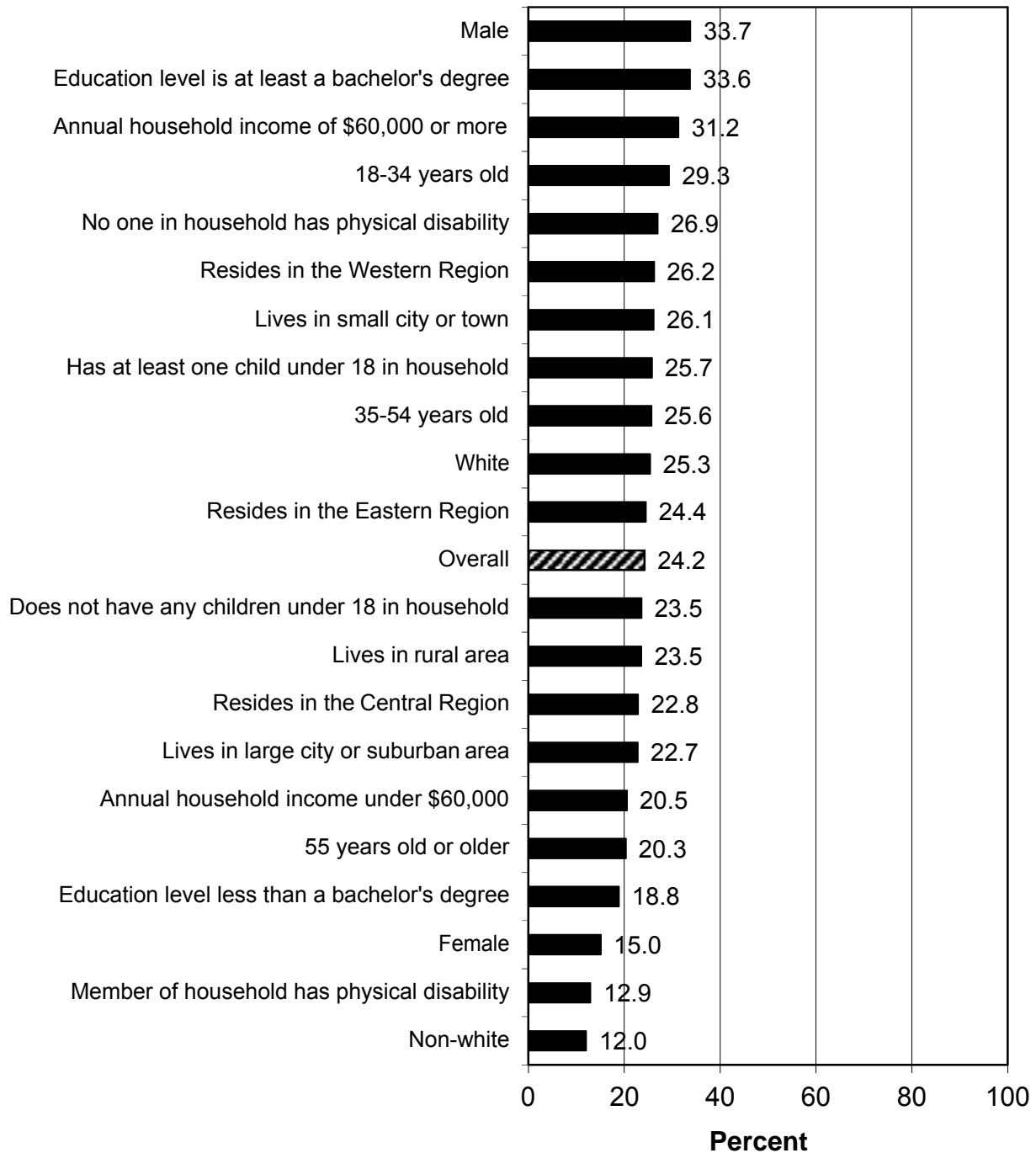
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in fishing in Iowa over the past 2 years:**



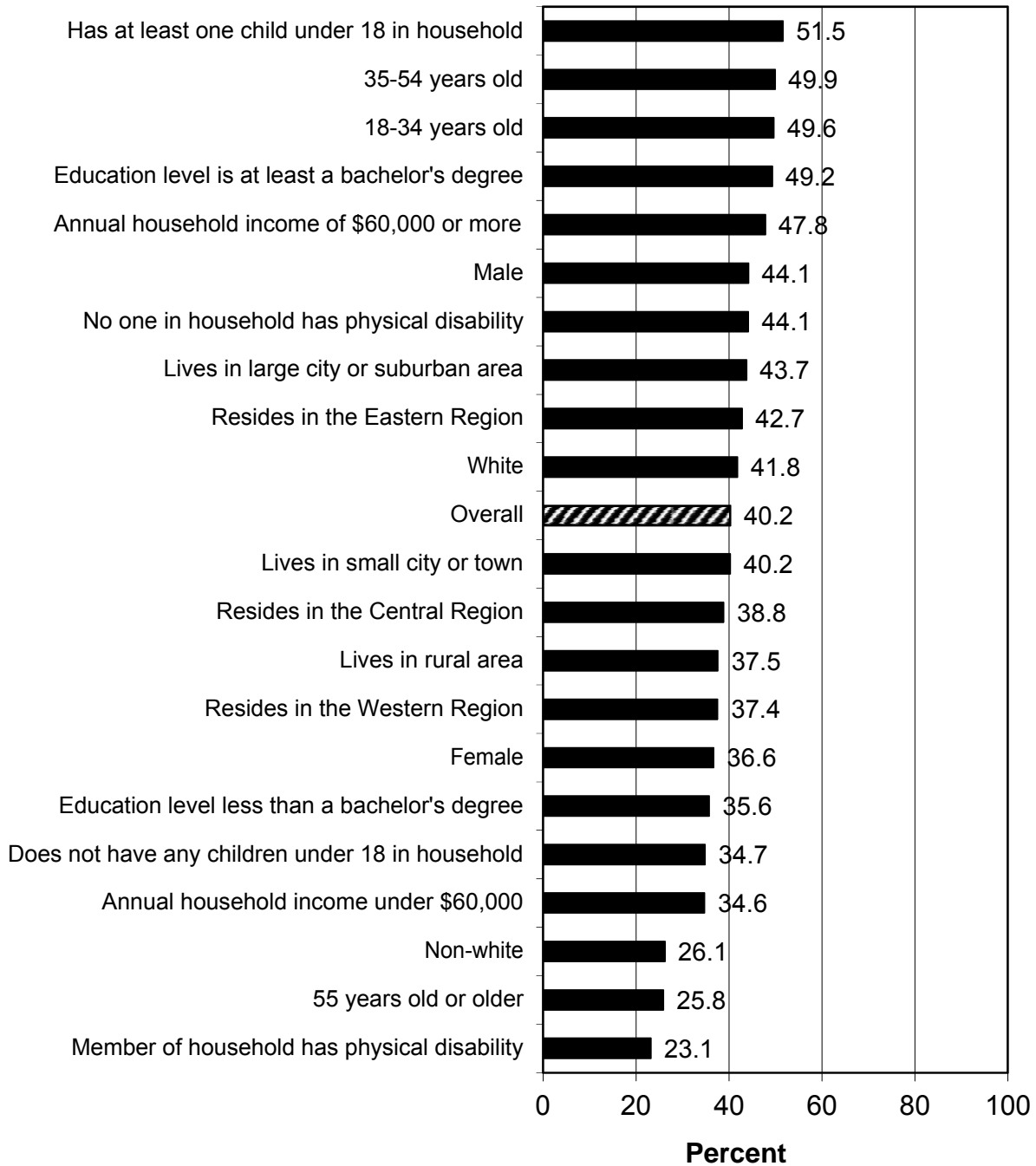
An explanation of how to interpret these graphs is on page 5.

### Percent of the following groups who participated in golf in Iowa over the past 2 years:



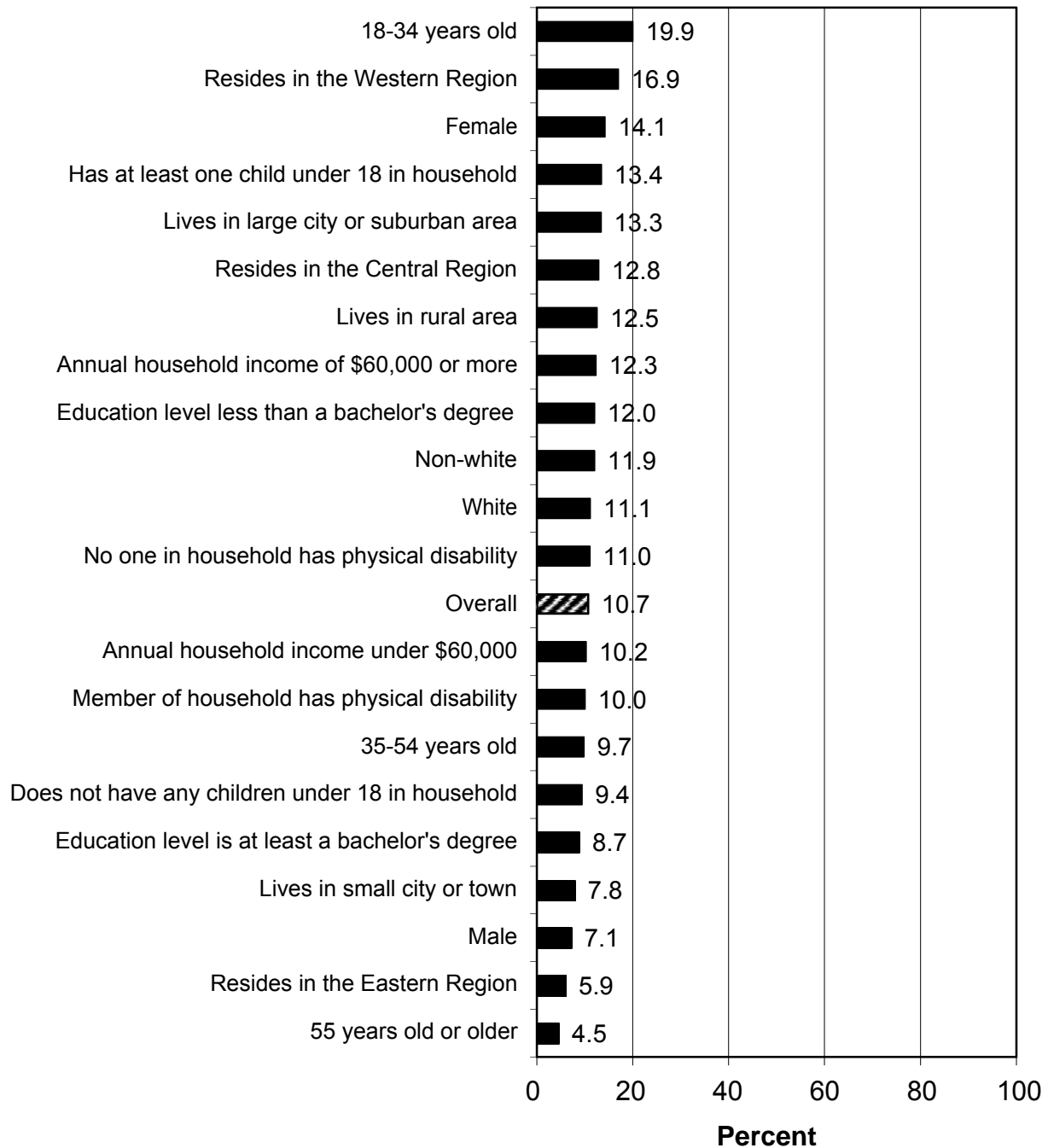
An explanation of how to interpret these graphs is on page 5.

### Percent of the following groups who participated in hiking in Iowa over the past 2 years:



An explanation of how to interpret these graphs is on page 5.

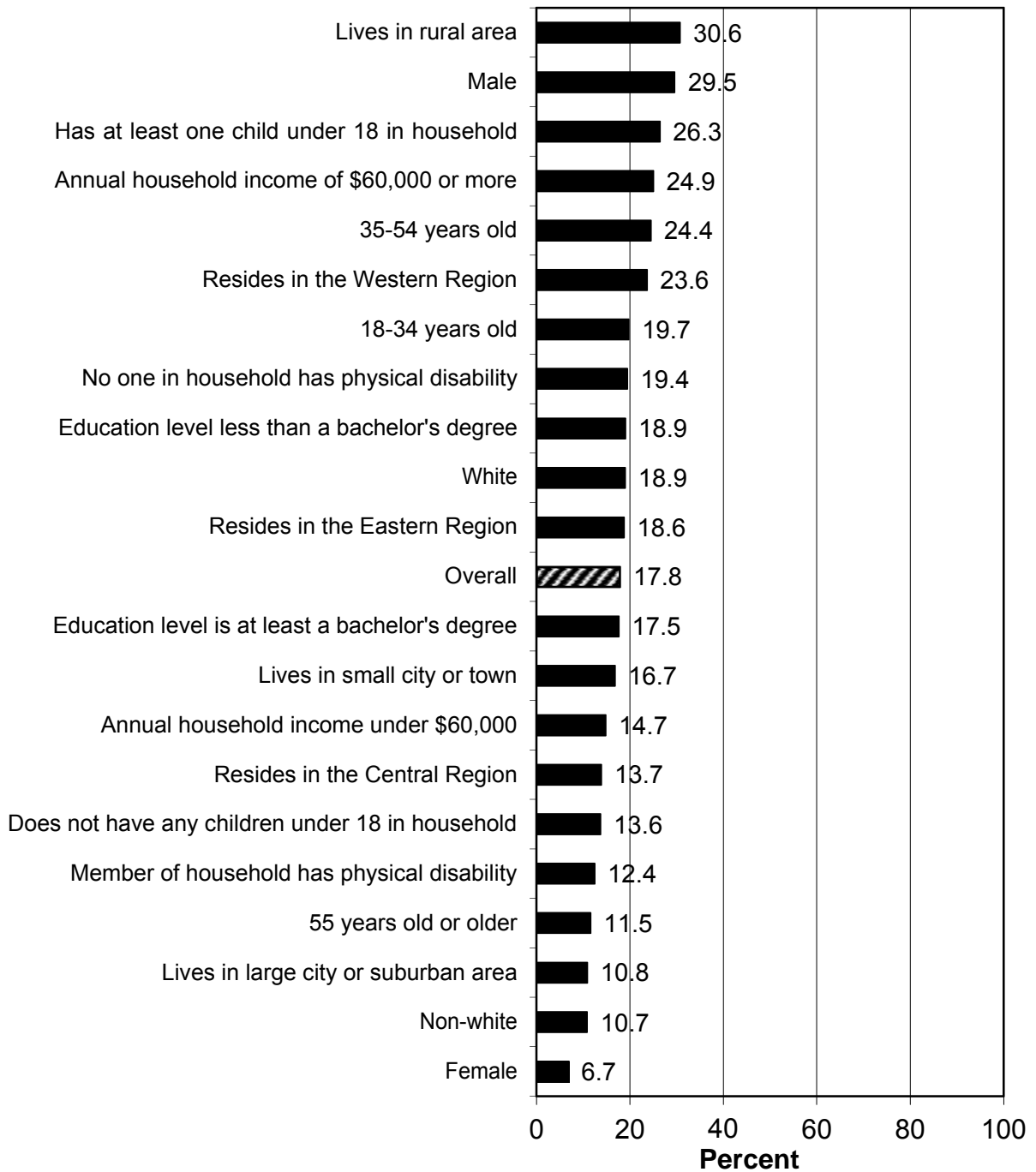
**Percent of the following groups who participated in horseback riding in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

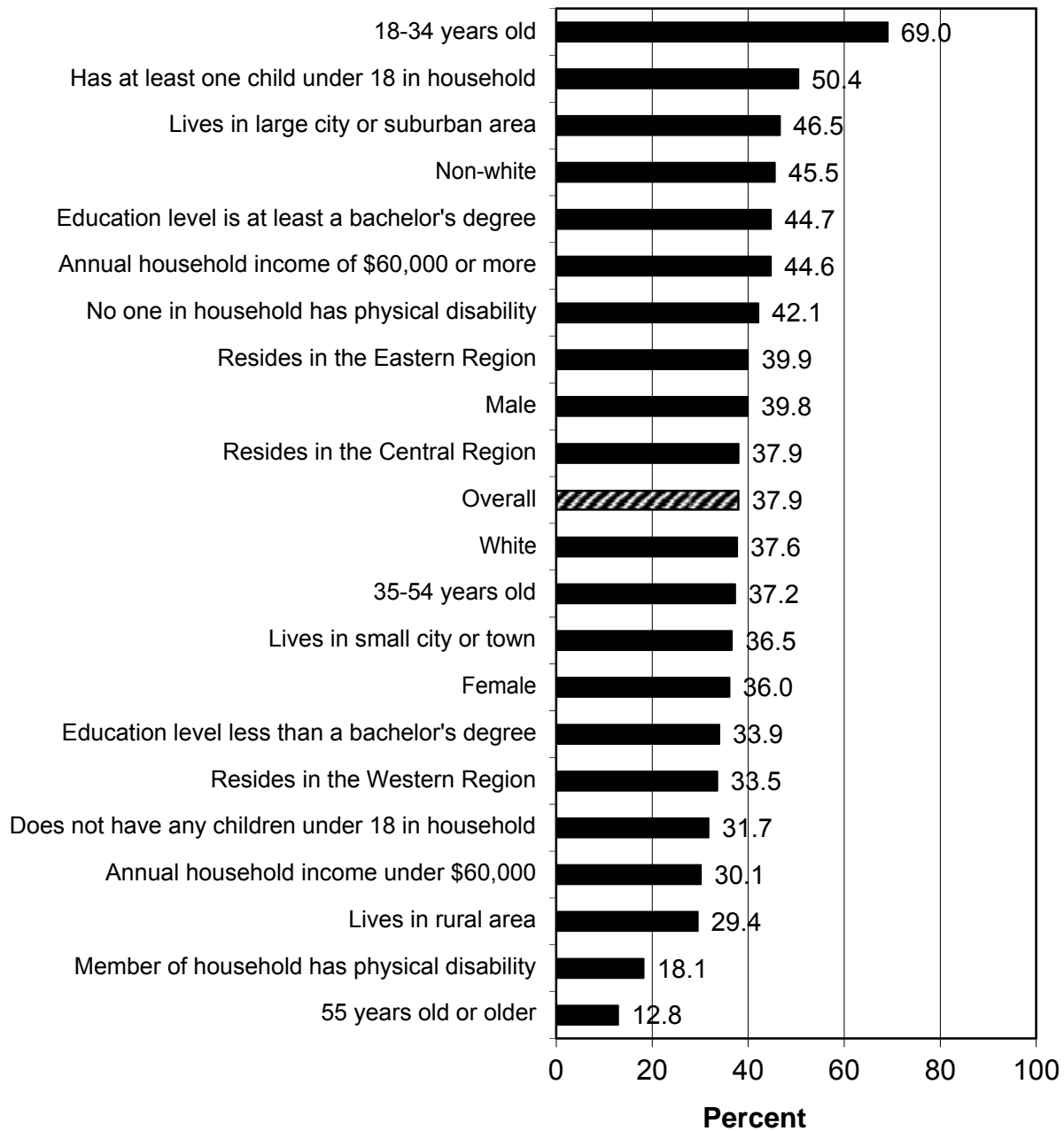


**Percent of the following groups who participated in hunting in Iowa over the past 2 years:**



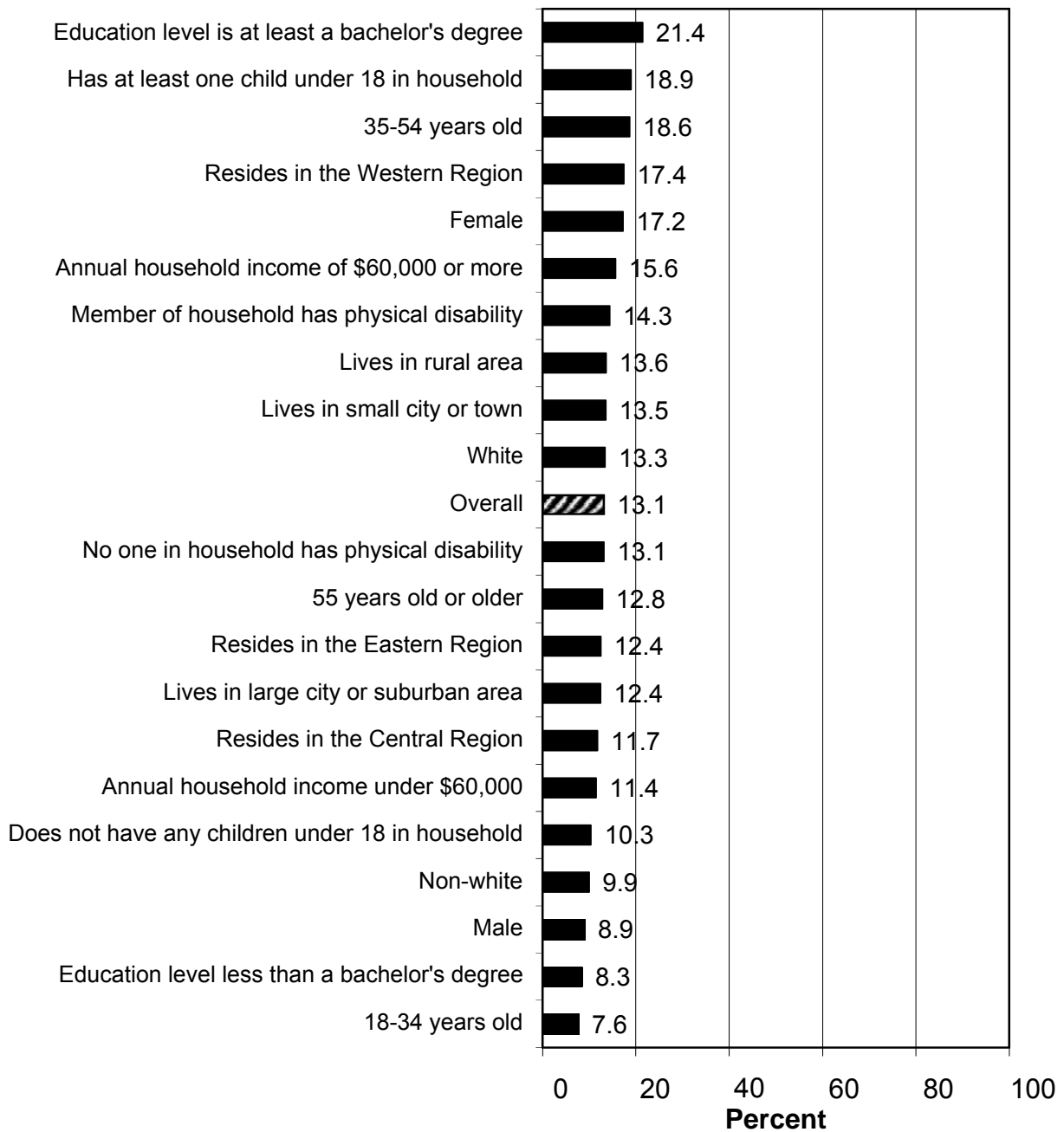
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in jogging or running in Iowa over the past 2 years:**



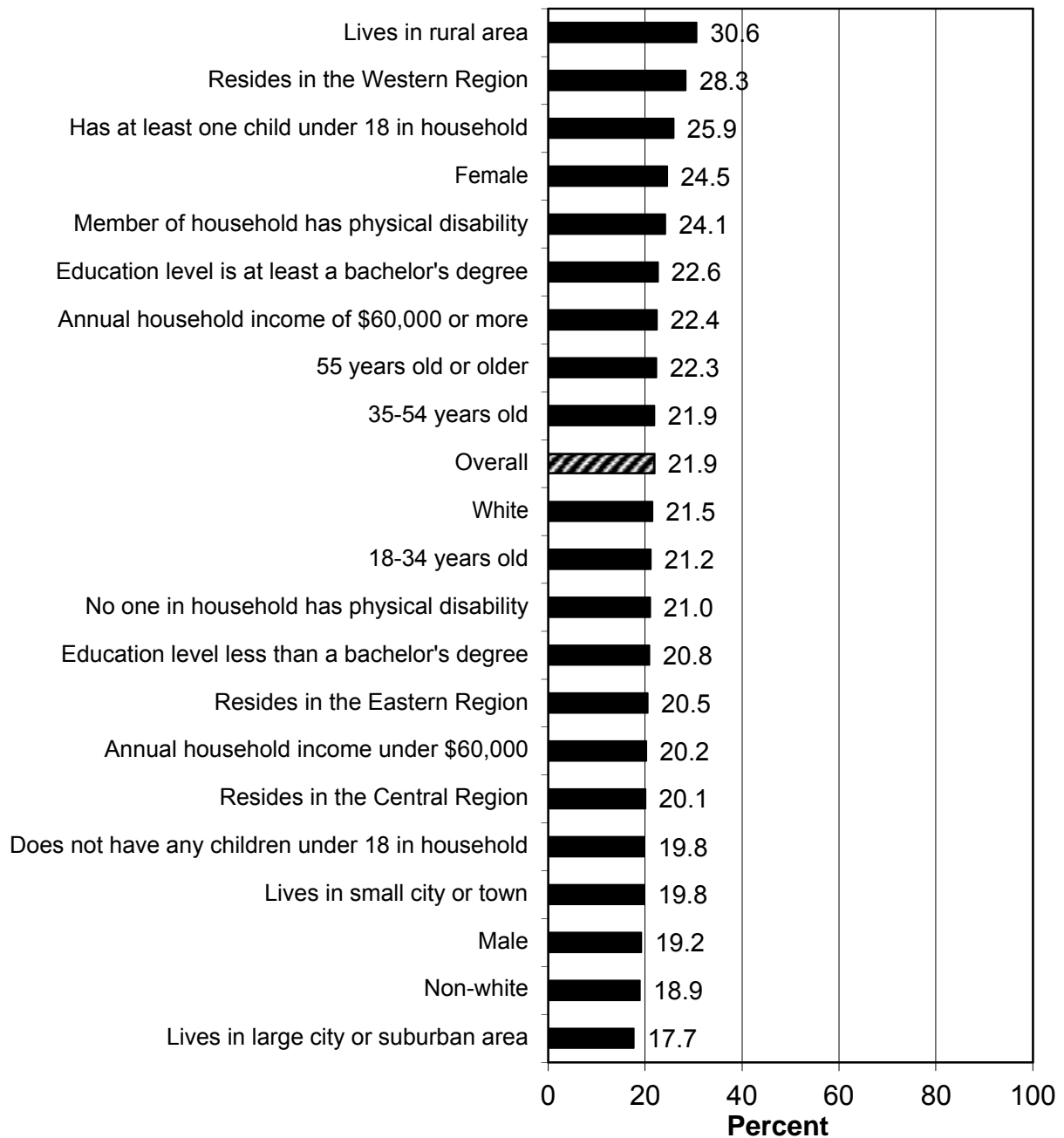
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in attending a natural resource or environmental education program in Iowa over the past 2 years:**



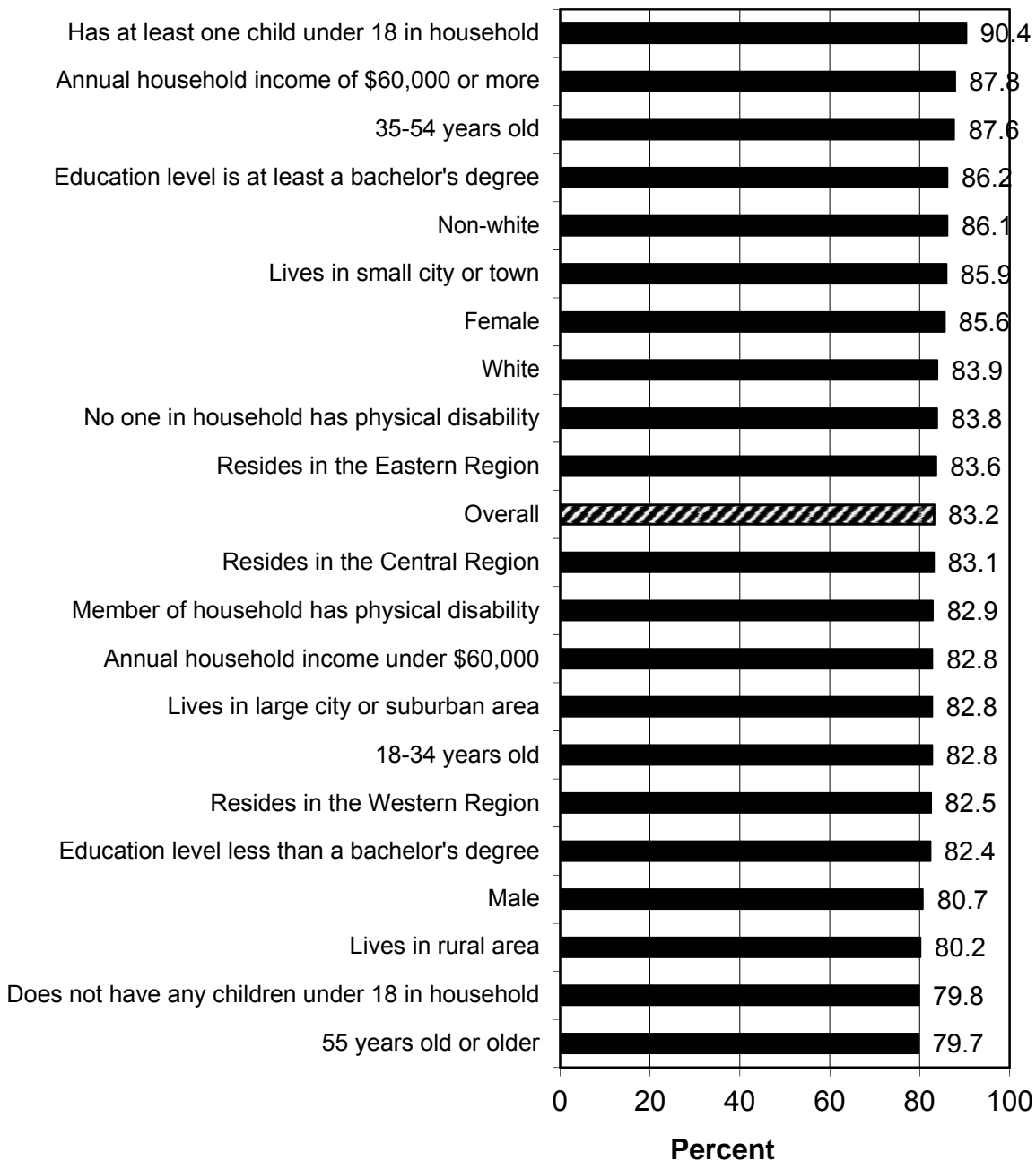
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in outdoor or wildlife photography in Iowa over the past 2 years:**



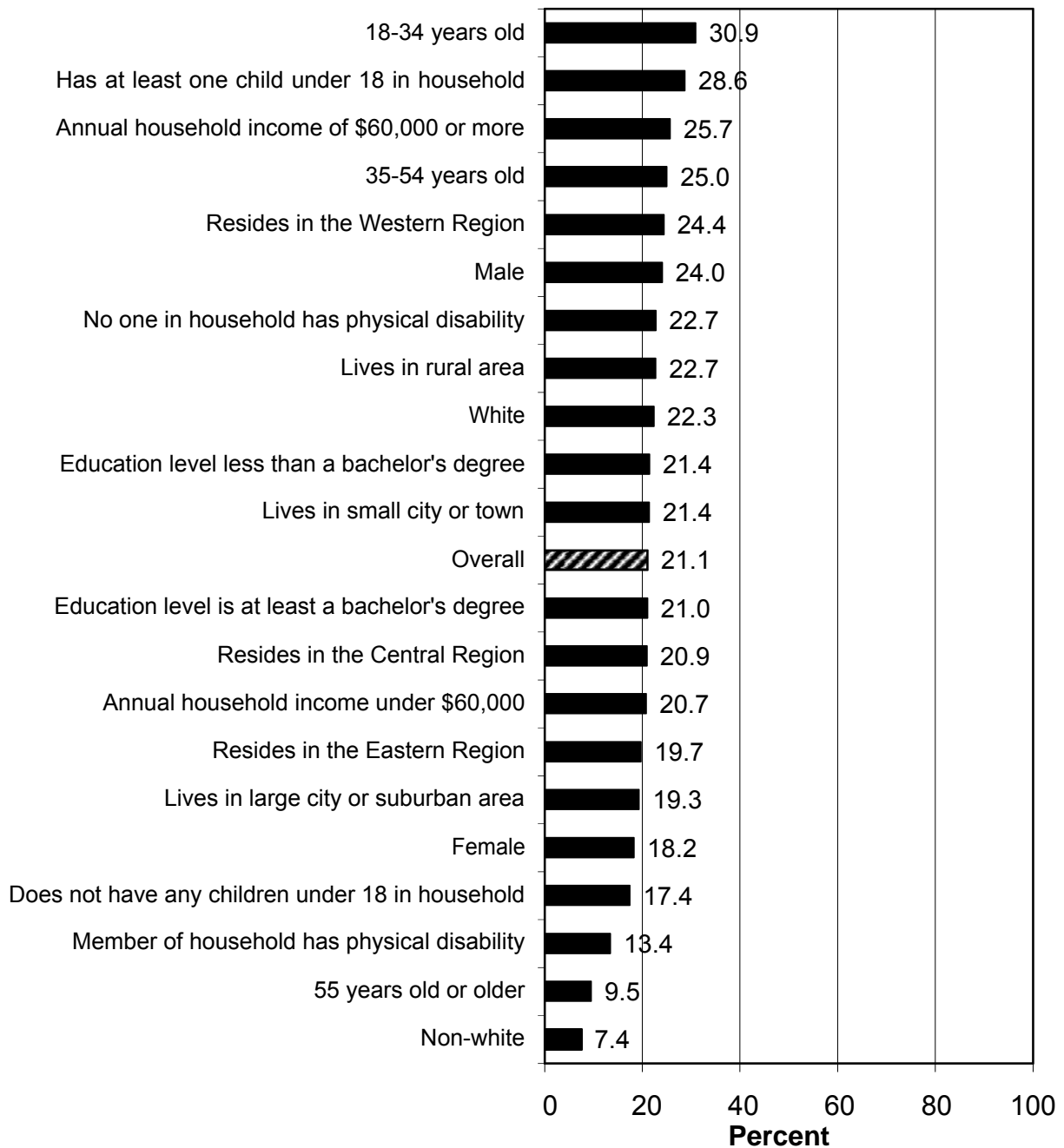
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in picnicking, barbecuing, or cooking out in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in point-to-point water trail recreation in Iowa over the past 2 years:**



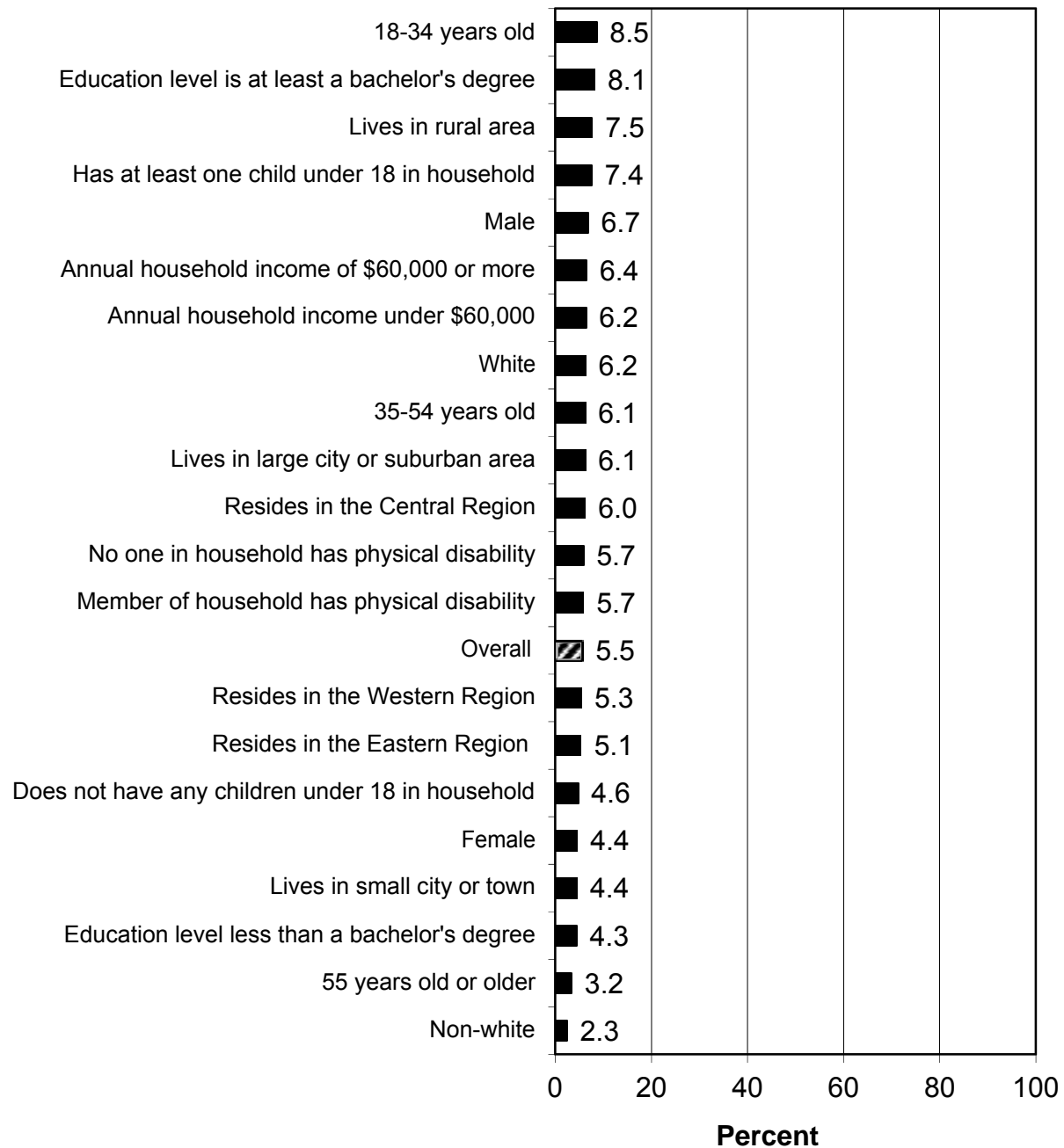
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in adult soccer activities in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

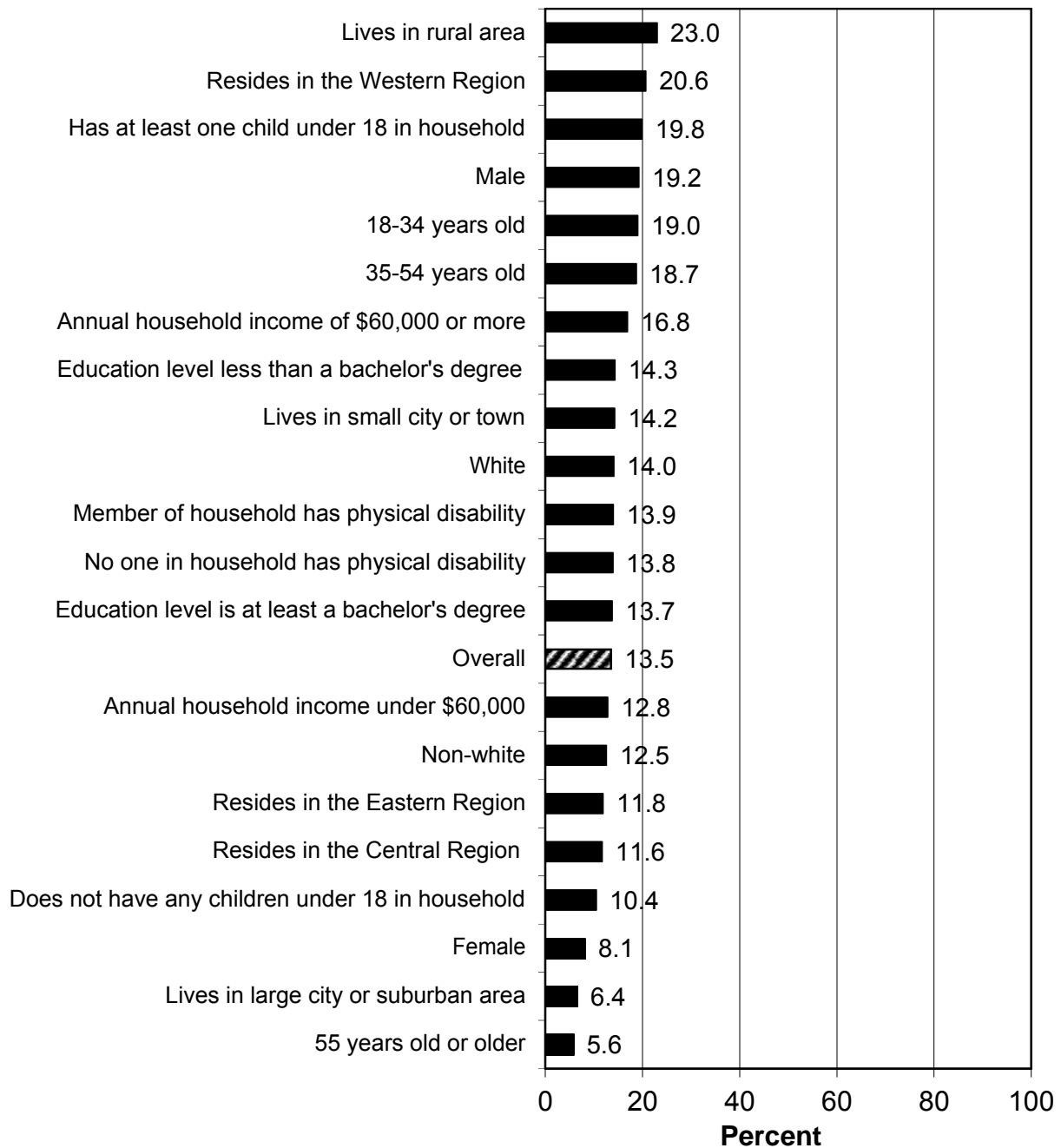
**Percent of the following groups who participated in adult softball activities in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

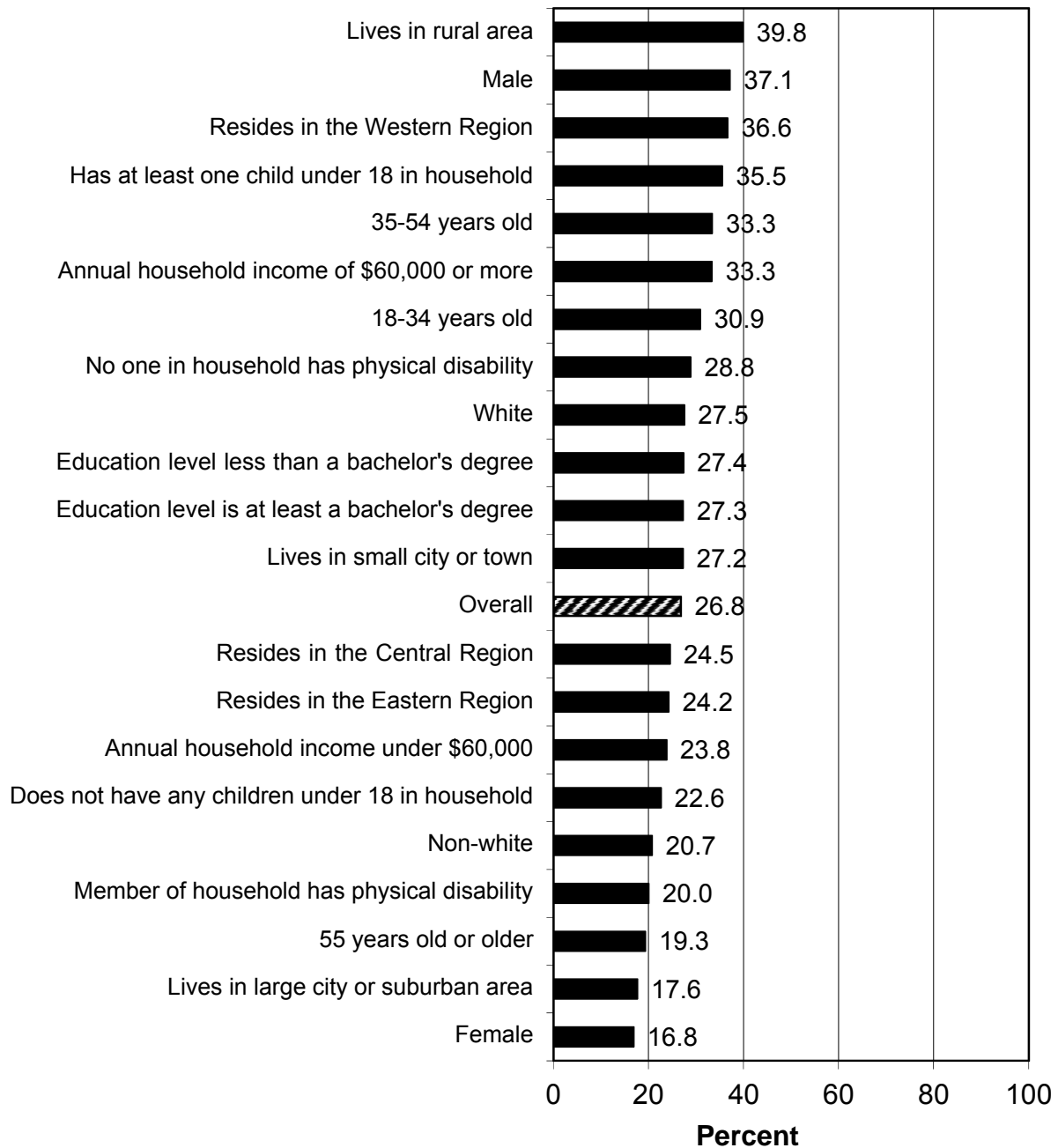


**Percent of the following groups who participated in target shooting with a bow and arrow in Iowa over the past 2 years:**



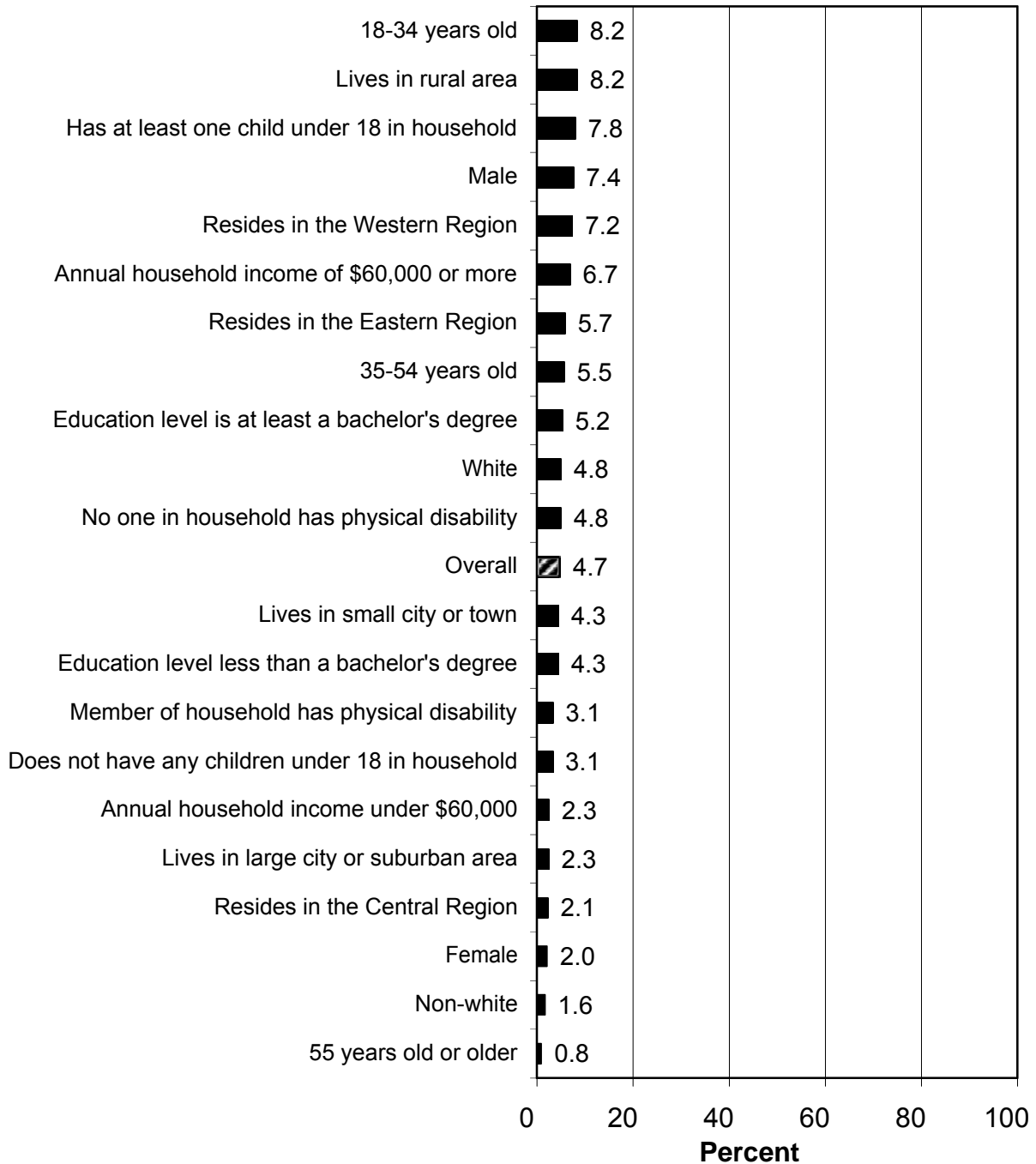
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in target shooting with a gun in Iowa over the past 2 years:**



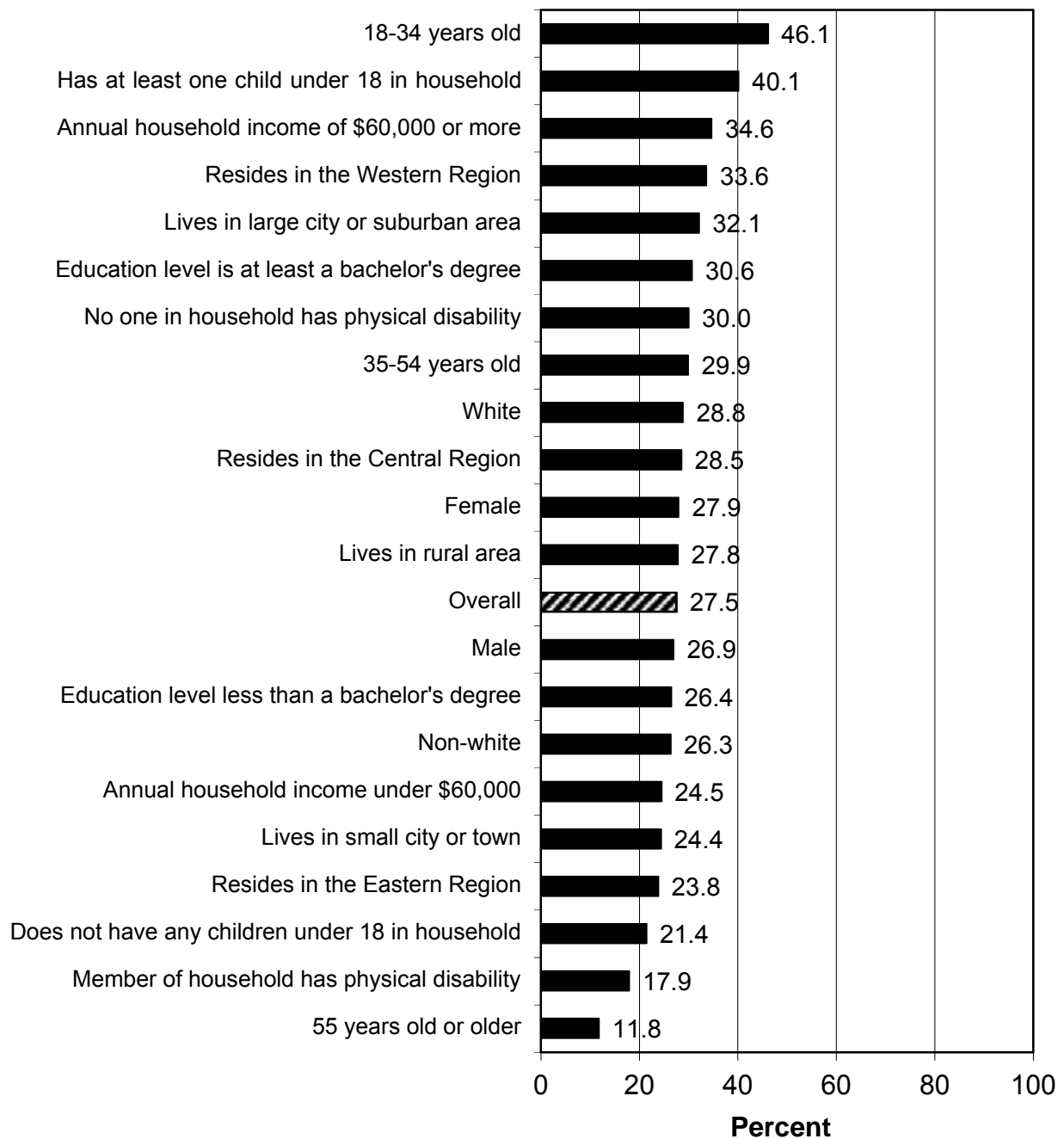
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in snowmobiling in Iowa over the past 2 years:**



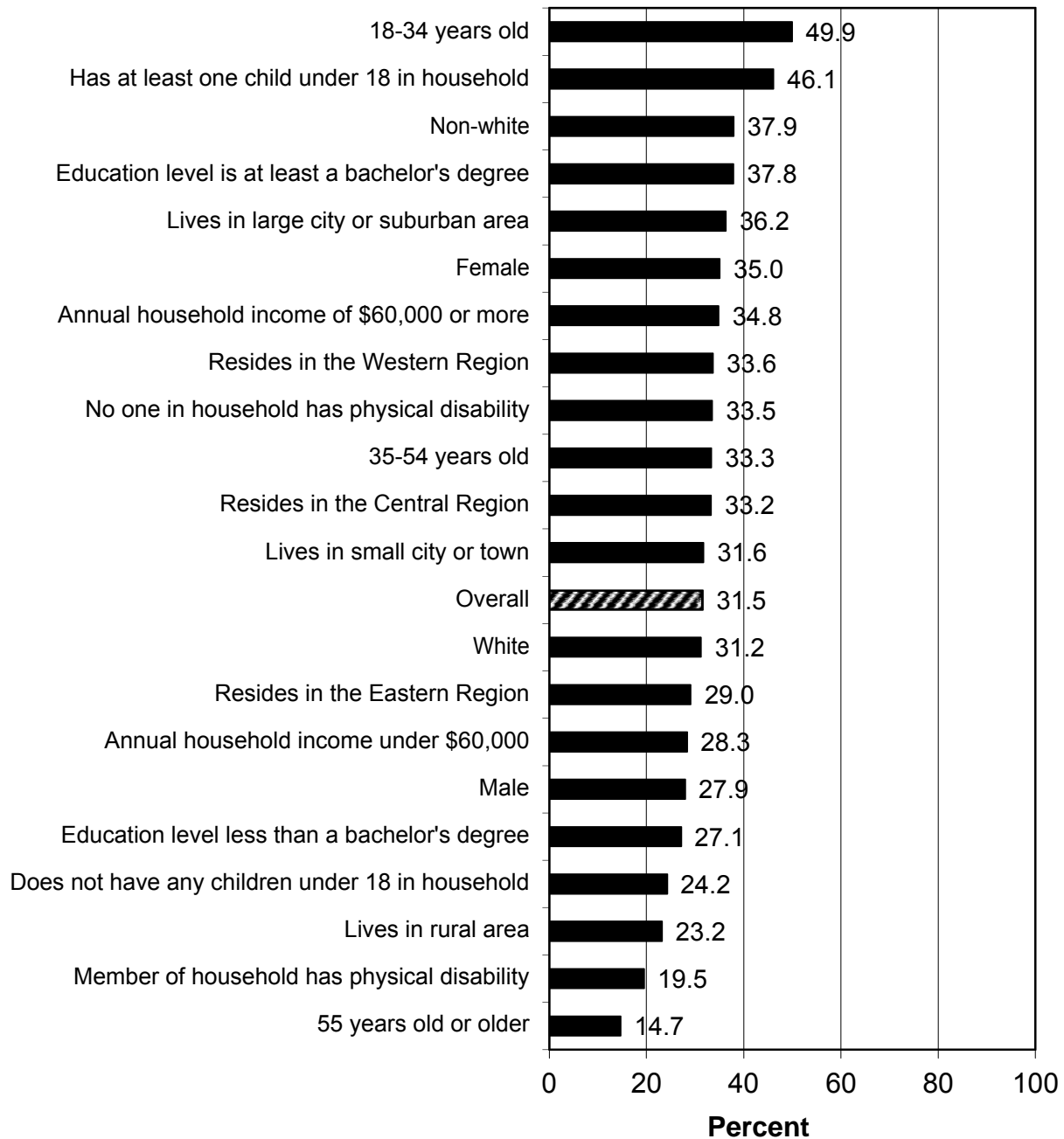
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in swimming in natural waters in Iowa over the past 2 years:**



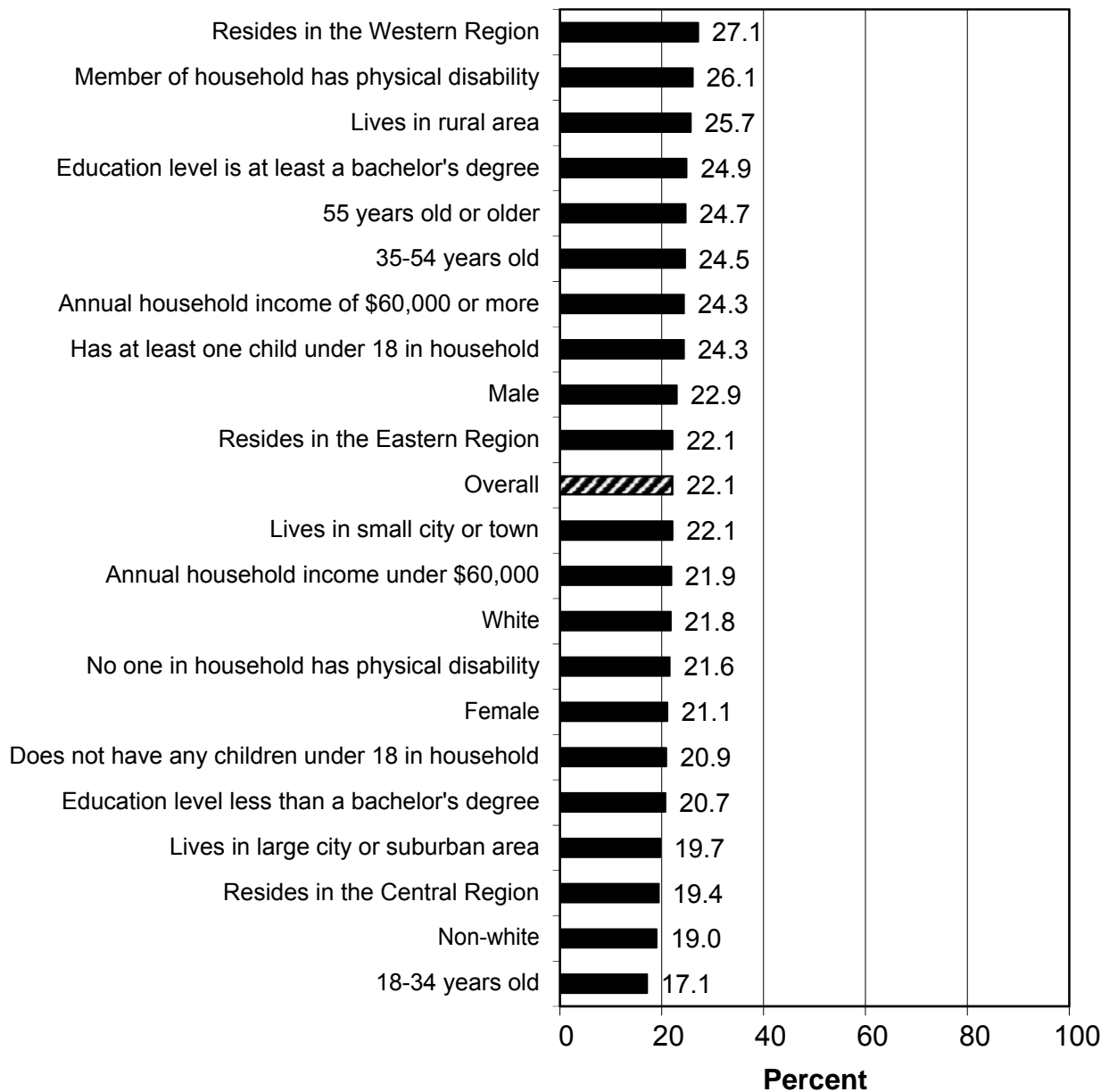
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in swimming in public outdoor pools in Iowa over the past 2 years:**



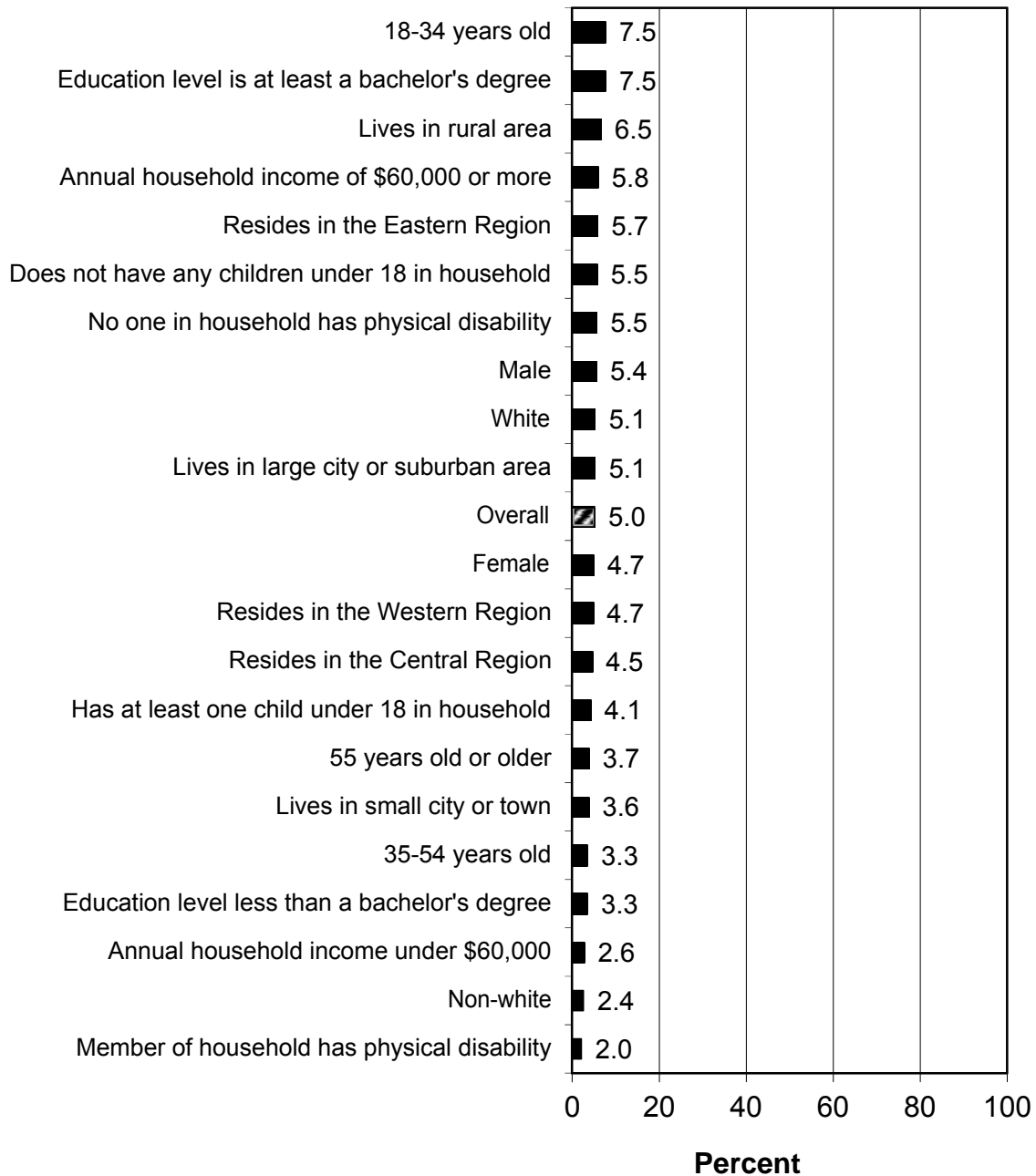
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in taking a trip of at least 1 mile from home to view or photograph wildlife in Iowa over the past 2 years:**



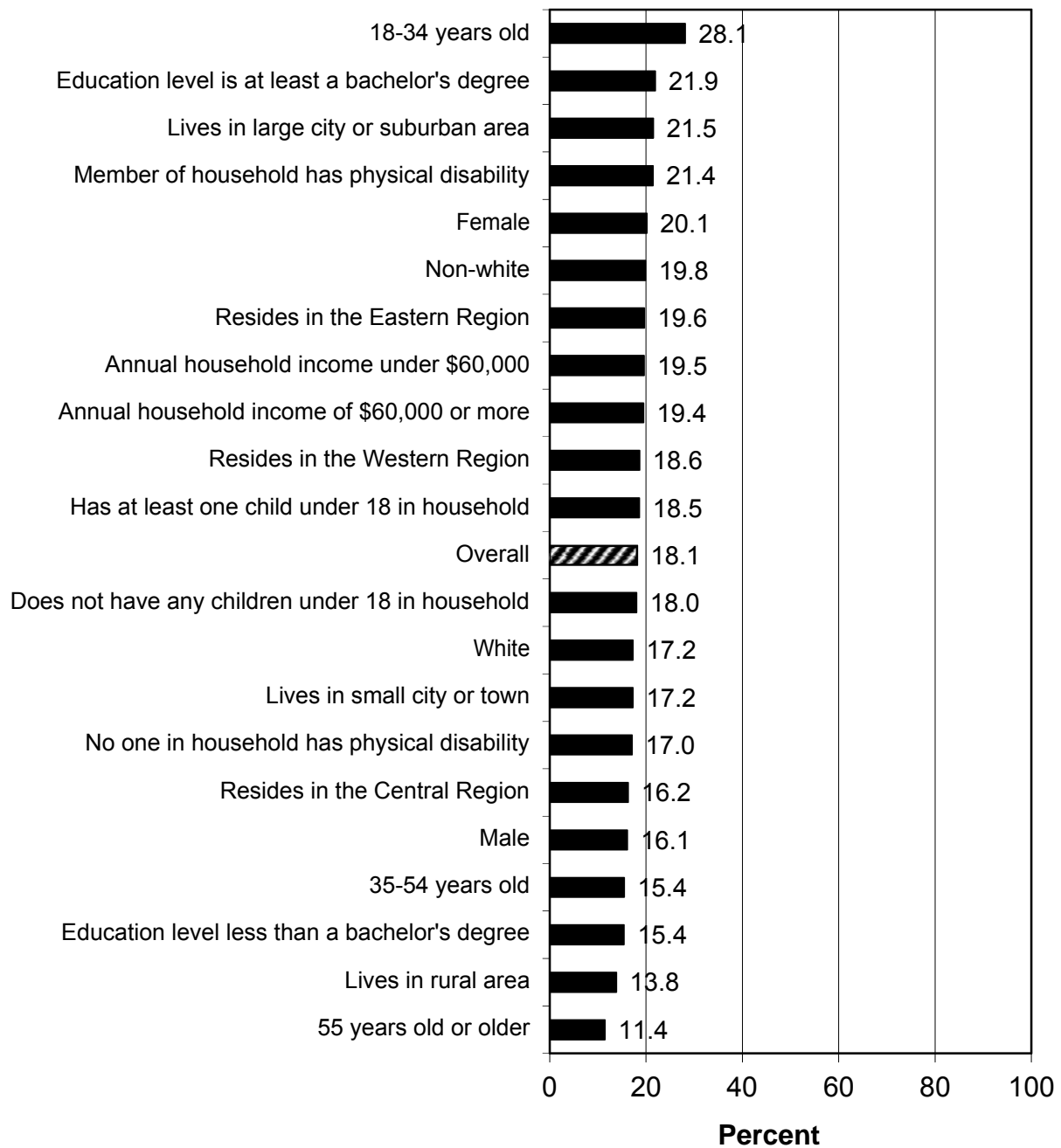
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in adult tennis activities in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

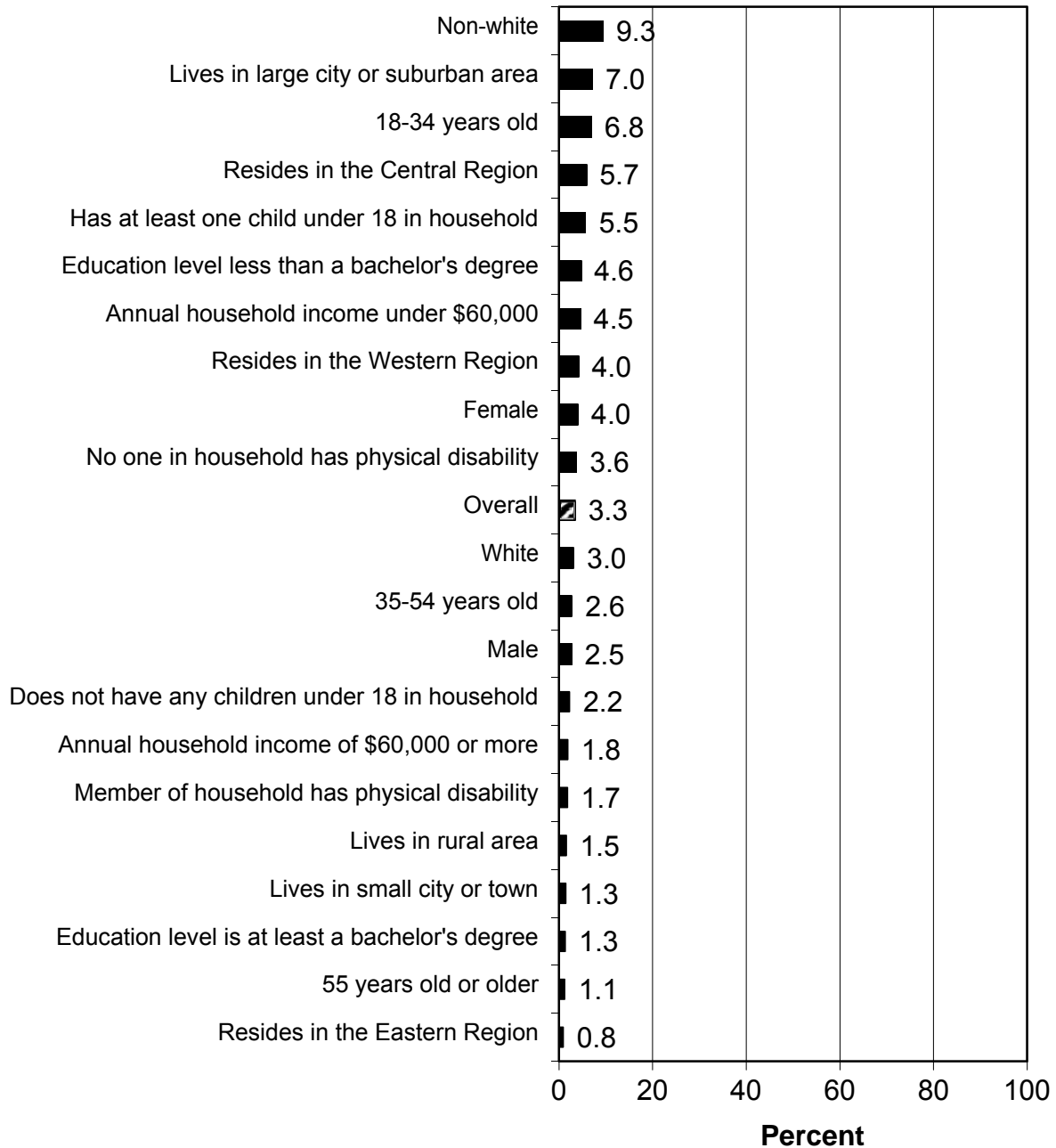
**Percent of the following groups who participated in using off-leash dog areas or dog parks in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

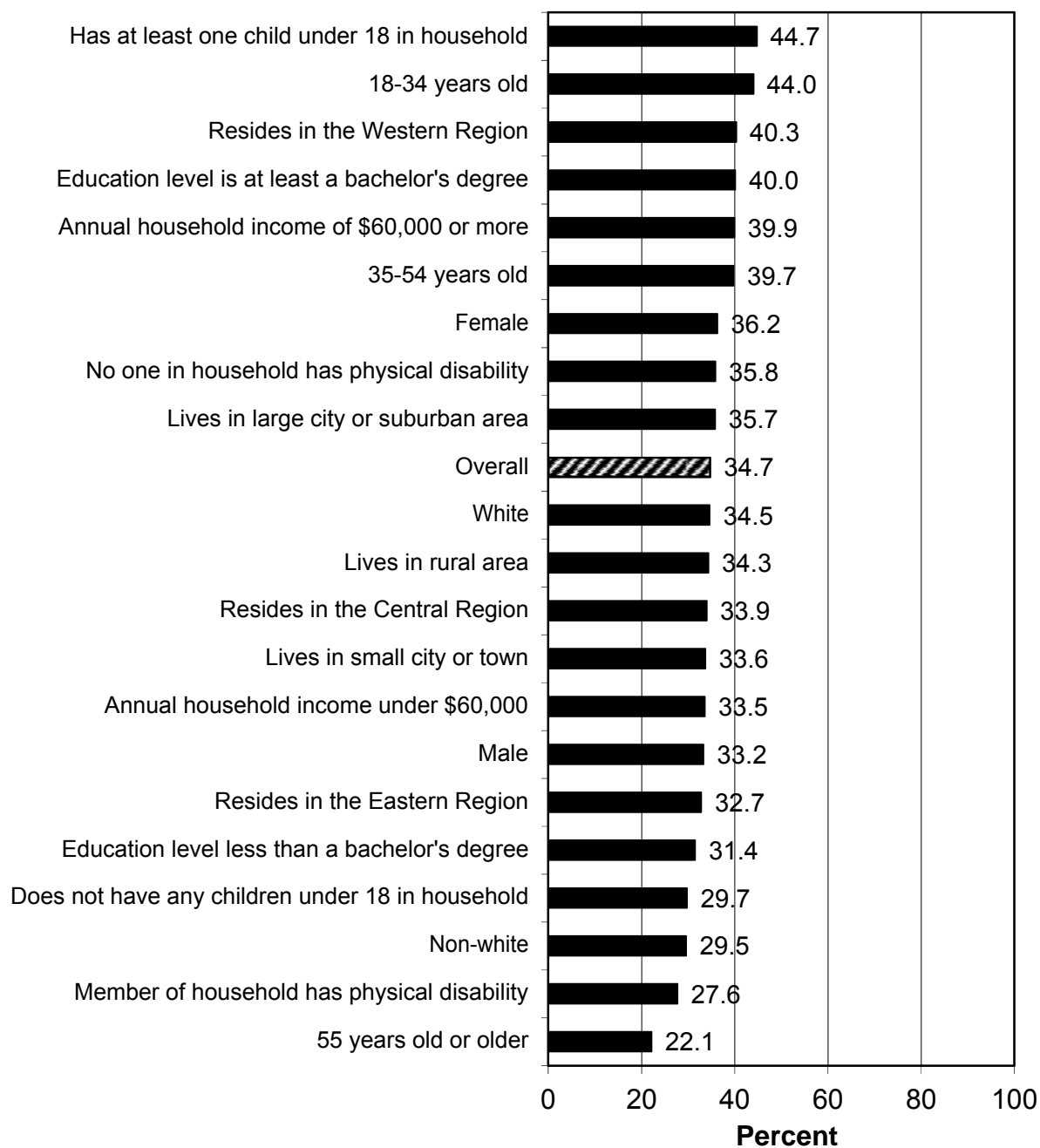


**Percent of the following groups who participated in adult skate park activities in Iowa over the past 2 years:**



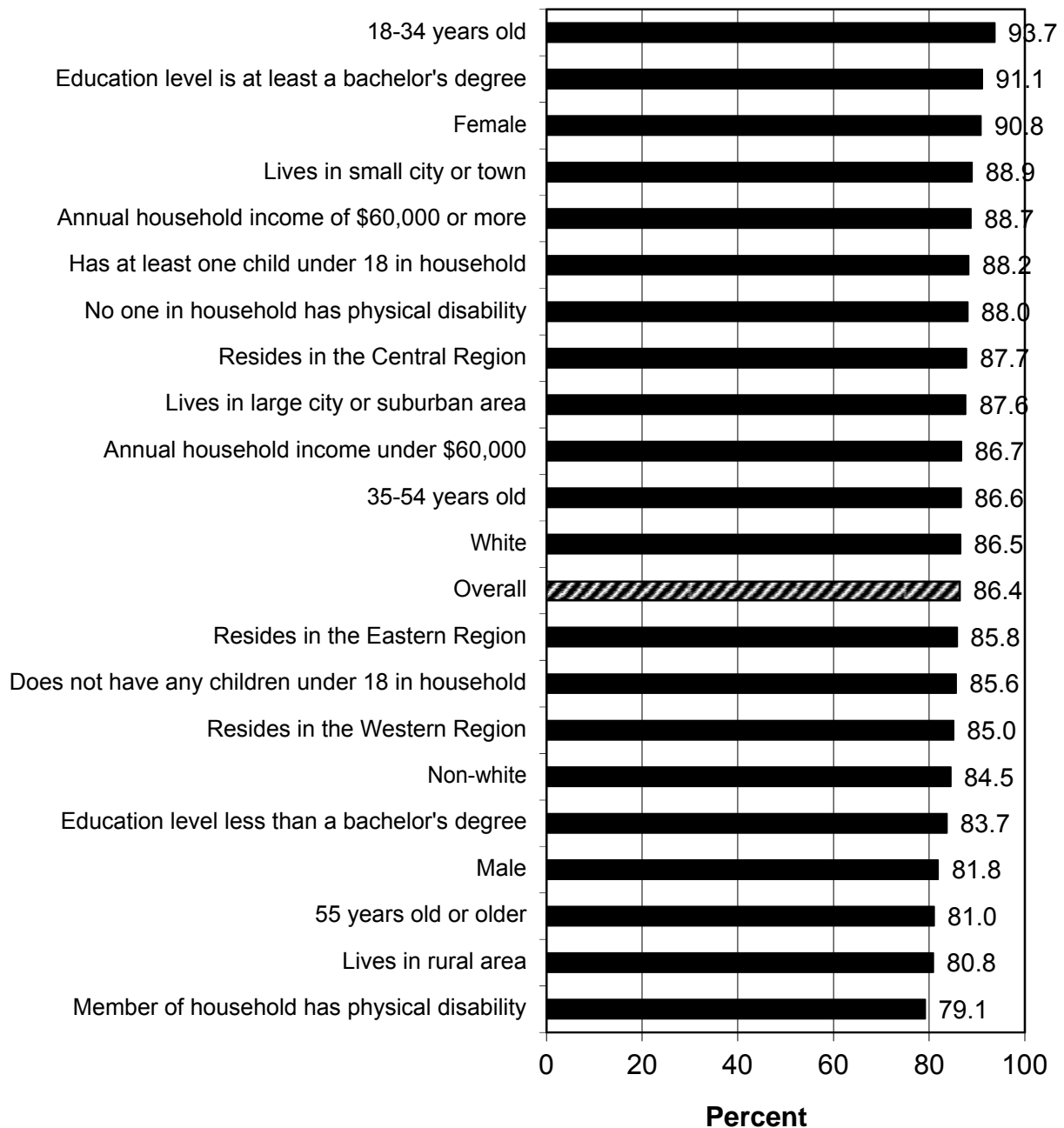
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in using trails for physical fitness in Iowa over the past 2 years:**



An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who participated in walking outdoors in Iowa over the past 2 years:**

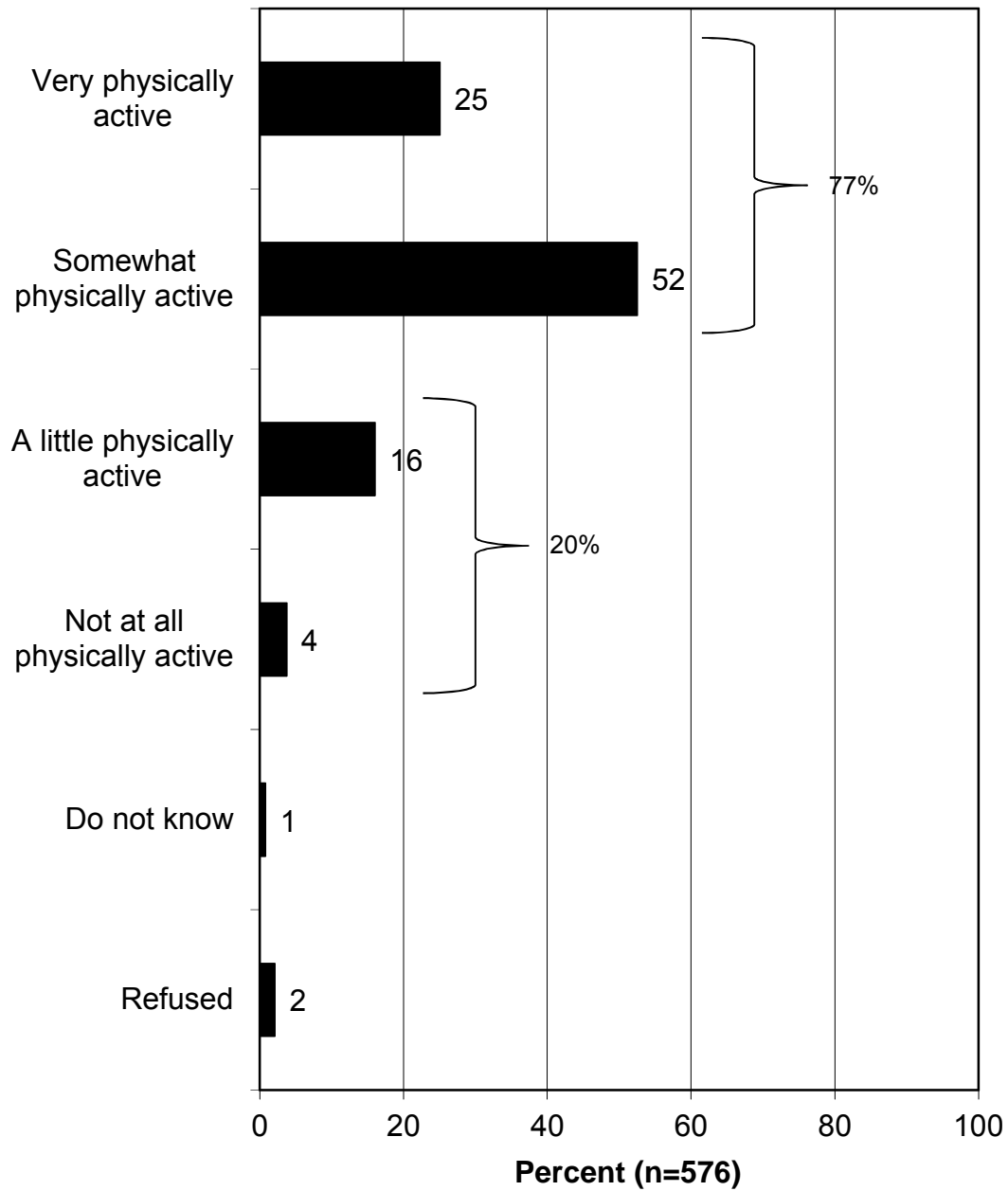


An explanation of how to interpret these graphs is on page 5.

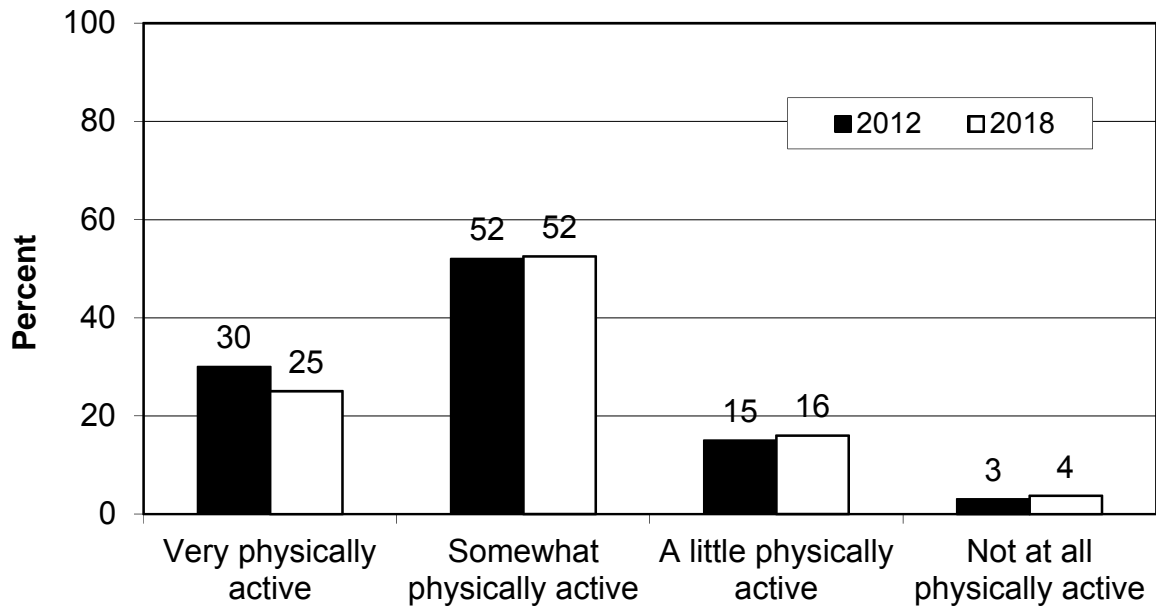
**LEVEL OF ACTIVITY**

- Asked to describe their level of activity from a continuum from *very physically active* to *not at all physically active*, Iowa residents most commonly say that they are *somewhat physically active* (52%). Meanwhile, a quarter (25%) say that they are *very physically active*, while 20% say that their activity level is below *somewhat physically active*.
- Trends are shown.
  - Residents of the Central Region have the highest percentage being in the lower activity bracket (below *somewhat physically active*).

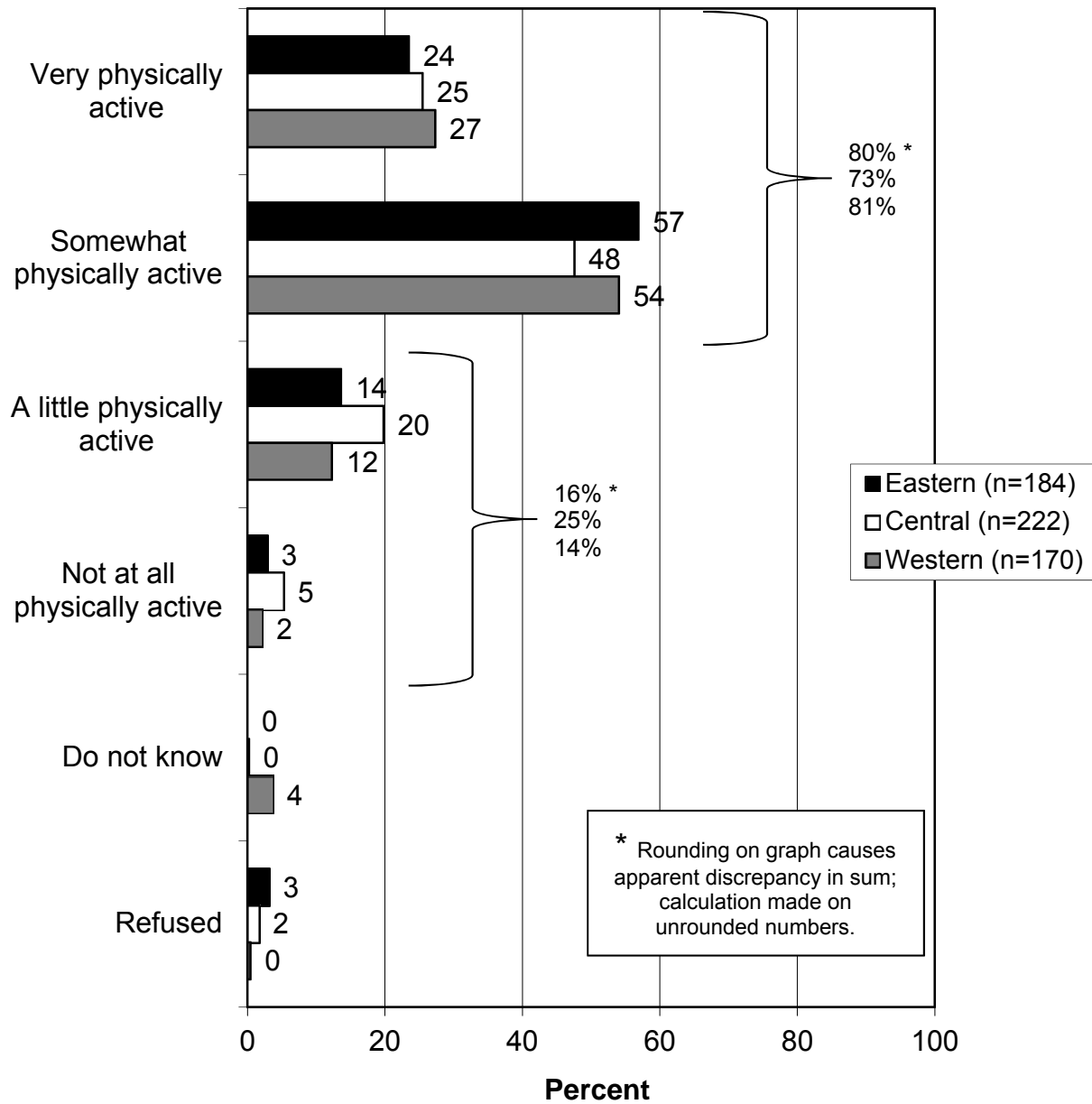
### Q464. How would you describe your personal level of physical activity?



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## AVAILABILITY OF, SATISFACTION WITH, AND CONSTRAINTS TO PARTICIPATING IN OUTDOOR RECREATION

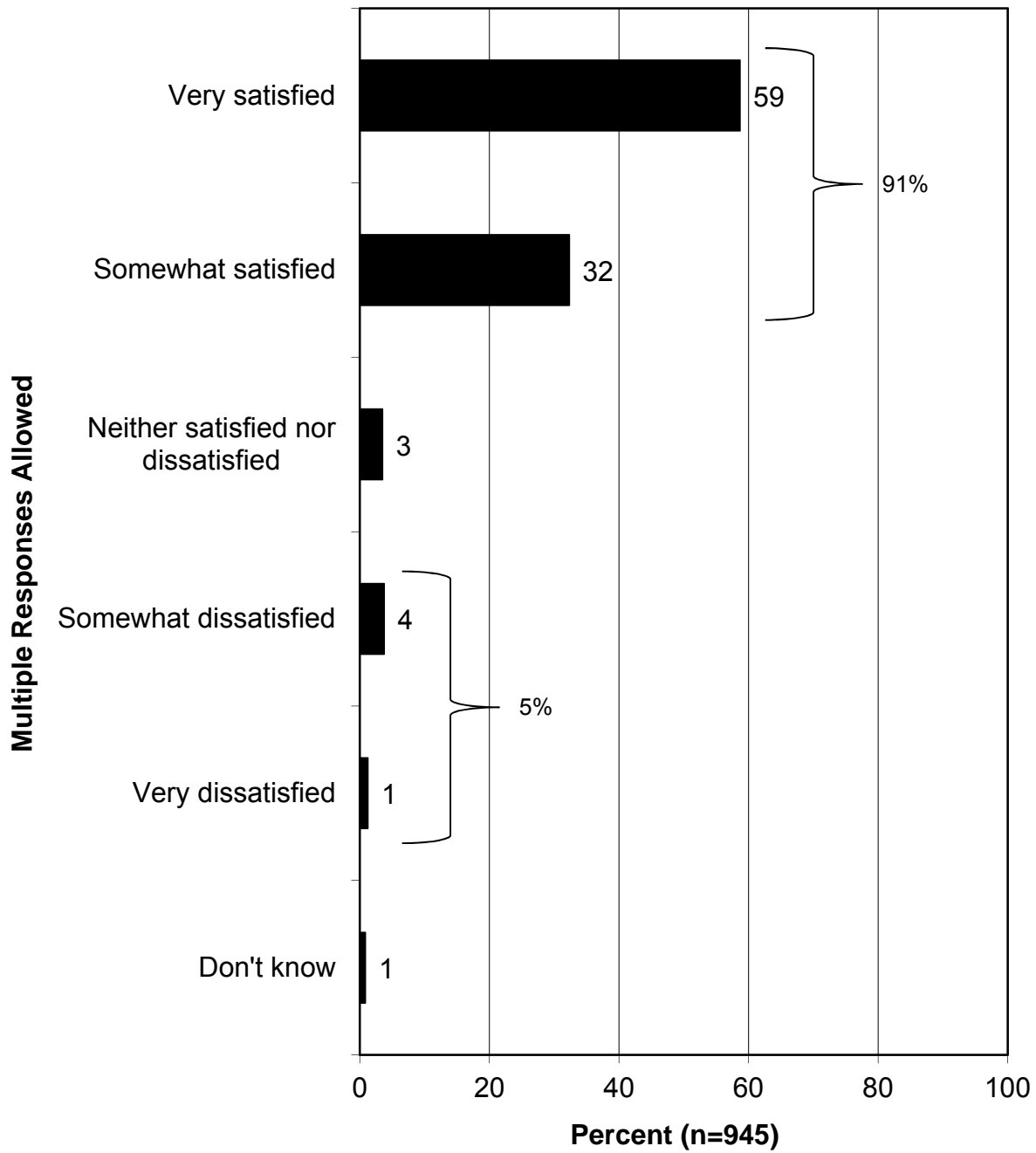
➤ Iowa residents were asked to name the two activities in which they participated the most in the past 2 years (these results were previously shown in the section, “Overall Participation”). They were then asked a series of questions about each of these two activities: their satisfaction, their ratings of availability, their ratings of the state’s efforts to provide opportunities, their perceptions on the quality trend over the past 5 years, and any constraints to participating in each activity. The section starts with satisfaction ratings.

### SATISFACTION

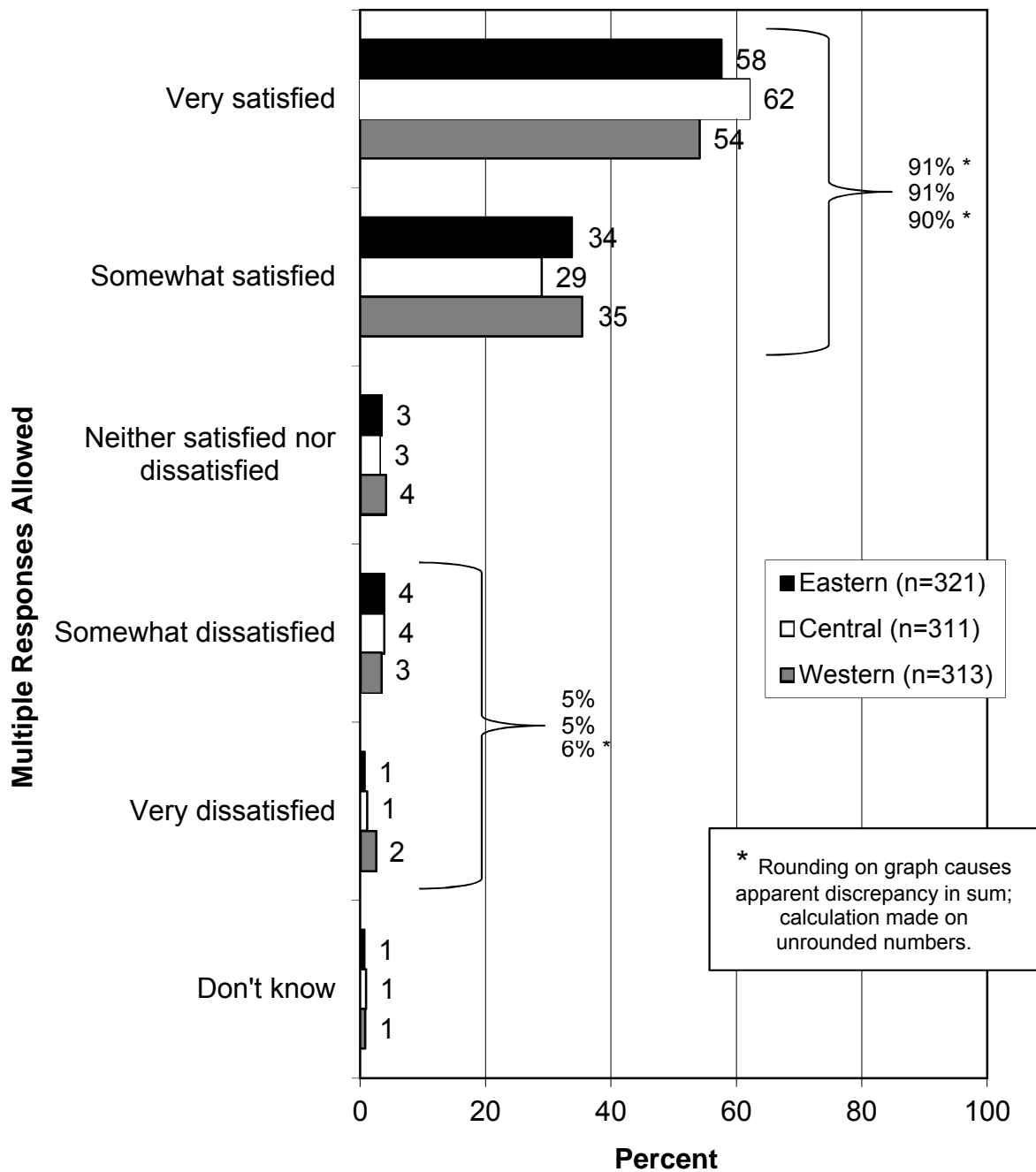
- For each of the two top activities, respondents were asked to rate their satisfaction with their experiences participating in it in Iowa over the past 2 years.
- Overall, looking at all activities together, satisfaction is high: 91% of all ratings were in the very or somewhat satisfied responses. The regions do not markedly differ.
  - For each activity that had sufficient sample size, a tabulation shows satisfaction ratings. The highest *dissatisfaction* is for ATVing, horseback riding, and shooting activities.



**Q353/Q362. In general, are you satisfied or dissatisfied with your Iowa [ACTIVITY] experiences in the past 2 years?**



**Q353/Q362. In general, are you satisfied or dissatisfied with your Iowa [ACTIVITY] experiences in the past 2 years?**



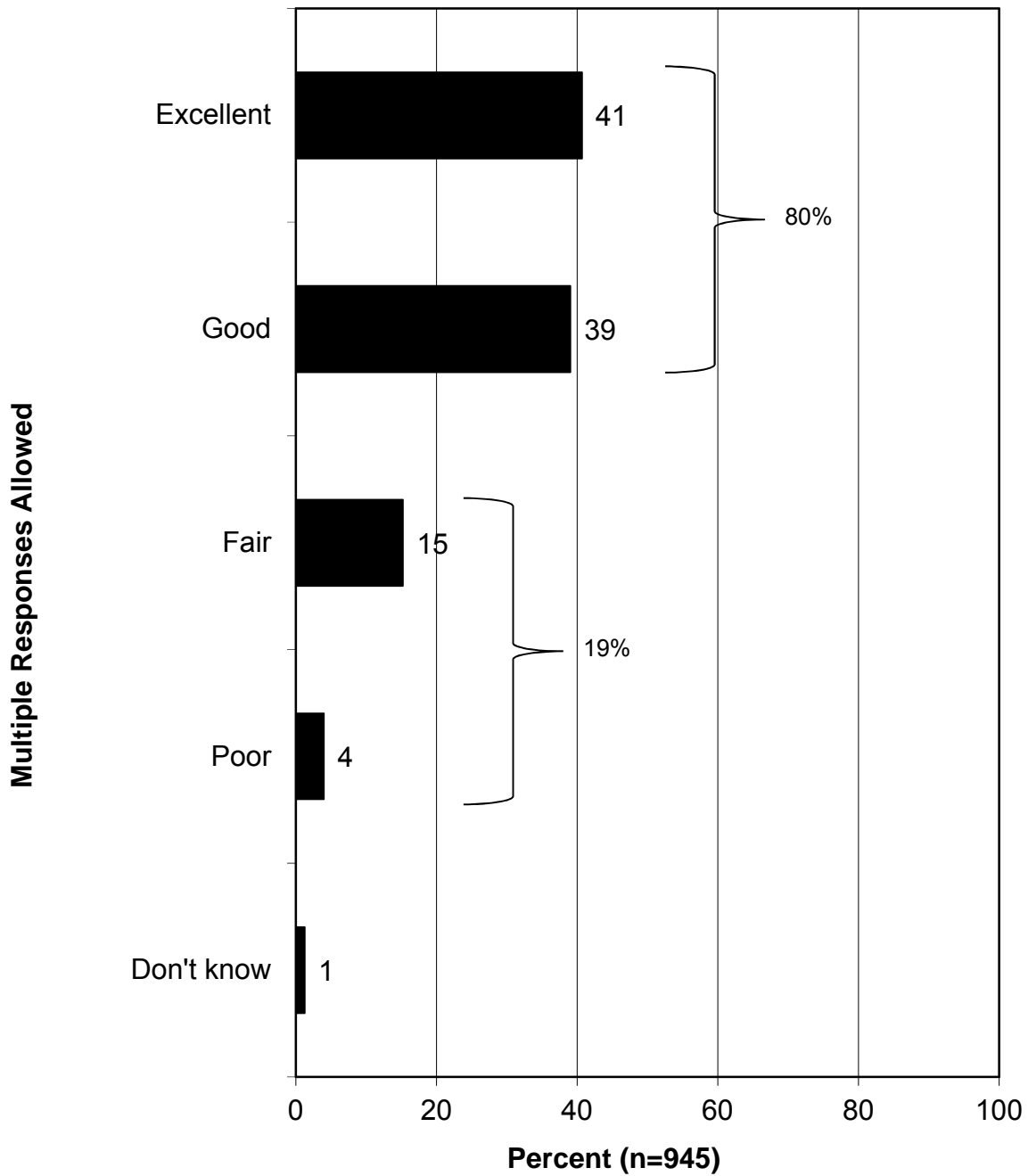
**Satisfaction Ratings of Participants in Each Activity**

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know	Sample size
ATVing	23	46	0	19	12	0	21
Baseball	58	42	0	0	0	0	14
Basketball	63	14	12	11	0	0	22
Bicycling: other than mountain biking	52	40	3	5	0	0	76
Birding	62	25	13	0	0	0	24
Boating: Canoeing or kayaking	58	36	0	6	0	0	19
Boating: motorboating	71	29	0	0	0	0	26
Camping in a tent	70	30	0	0	0	0	22
Camping in an RV	64	31	1	0	4	0	69
Driving for pleasure	60	35	2	3	1	0	103
Family-oriented outdoor activities	76	21	3	0	0	0	35
Fishing from a boat	62	33	0	0	2	2	40
Fishing from the shore	47	45	6	0	0	2	44
Fishing: lake fishing	53	45	0	2	0	0	39
Fishing: pond fishing	53	37	5	0	4	0	18
Fishing: Stream or river fishing	32	54	0	14	0	0	16
Golf	69	29	3	0	0	0	49
Hiking	61	33	2	4	0	0	64
Horseback riding	58	14	0	16	12	0	12
Hunting	47	40	3	6	3	1	72
Jogging or running	73	22	3	2	0	0	53
Observing or photographing wildlife near home	37	63	0	0	0	0	11
Picnicking, BBQing, or cooking out	74	23	2	1	0	0	180
Shooting: target handgun shooting	34	35	8	20	2	0	18
Shooting: target rifle shooting	45	23	0	25	0	8	16
Soccer	82	18	0	0	0	0	13
Softball	62	35	4	0	0	0	14
Swimming in natural waters	40	23	22	12	3	0	16
Swimming in public outdoor pools	70	27	3	0	0	0	19
Using off-leash dog areas or dog parks	48	38	4	10	0	0	12
Using trails for physical fitness	54	38	0	5	0	3	21
Walking	67	28	3	1	1	0	372

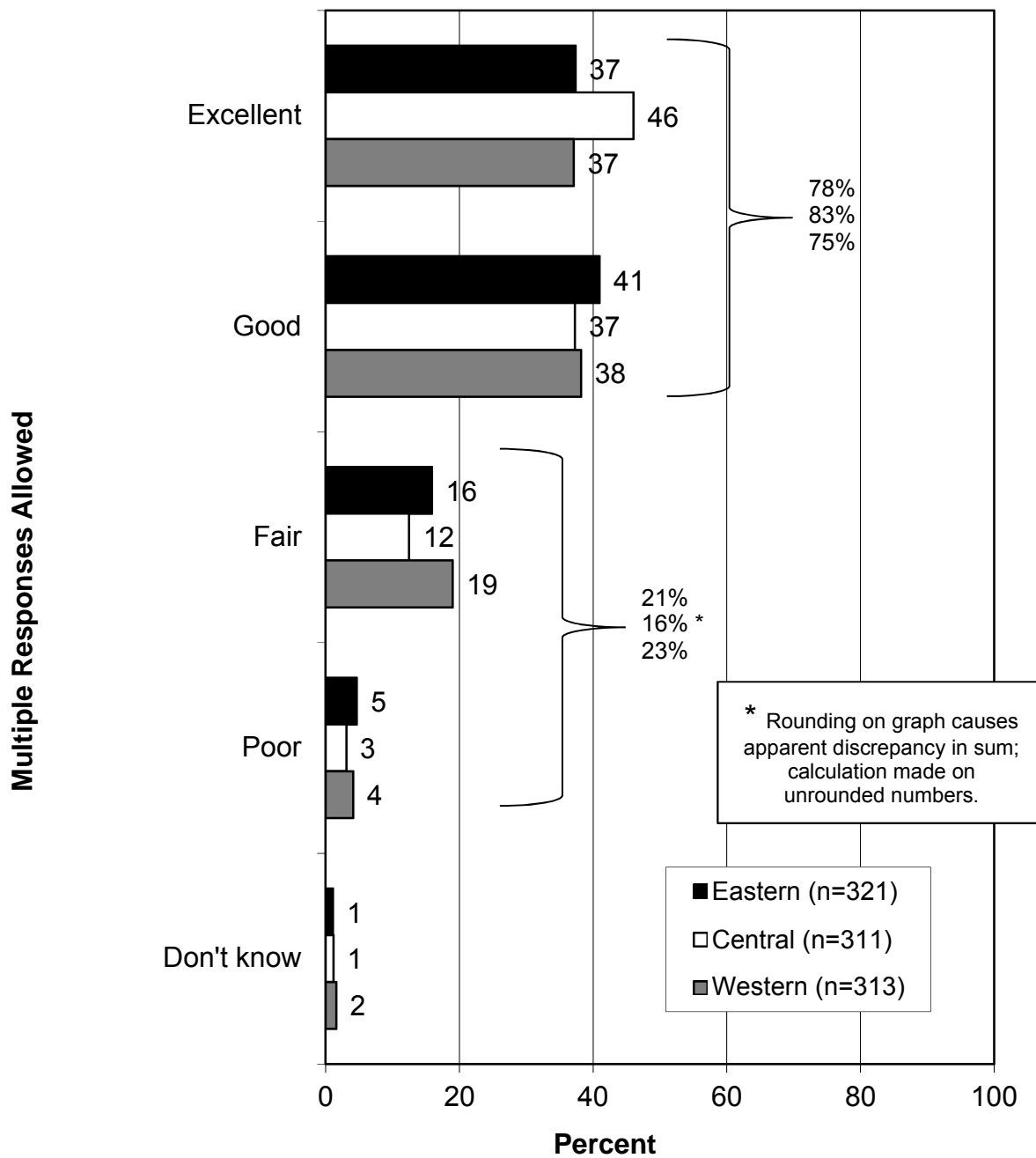
## AVAILABILITY OF RECREATION

- Residents rated the availability of opportunities for their top two activities in which they participated in Iowa, using an excellent-good-fair-poor scale.
  - Overall, 80% of all ratings of the availability of activities were in the excellent or good responses.
  - For each activity that had sufficient sample size, a tabulation shows ratings of the availability of opportunities for the activity. The most negative ratings are for ATVing, horseback riding, and shooting handguns.
  
- Residents also rated the state's efforts to provide opportunities for their top two activities in which they participated in Iowa, again using an excellent-good-fair-poor scale.
  - Overall, for all activities together, ratings are positive: 73% of all ratings are in the excellent or good responses.
  - For each activity that had sufficient sample size, a tabulation shows ratings of the state's efforts at providing opportunities for the activity. The most negative ratings of the state's efforts are for ATVing, horseback riding, swimming in natural waters, and shooting handguns.
  
- Finally in this section, residents were asked if Iowa has too many, about the right amount, or too few outdoor recreational opportunities available to residents. The large majority say that Iowa has about the right amount (64%). Nonetheless, more than a quarter (26%) say that Iowa has too few outdoor recreational opportunities available to residents.
  - In the regional analysis, Central Region residents had a lower percentage, relative to the other regions, saying that they had too few outdoor recreation opportunities available (21%, compared to 29% and 27% in the Eastern and Western Regions).

**Q352/Q361. In general, how would you rate the availability of [ACTIVITY] opportunities in Iowa?**



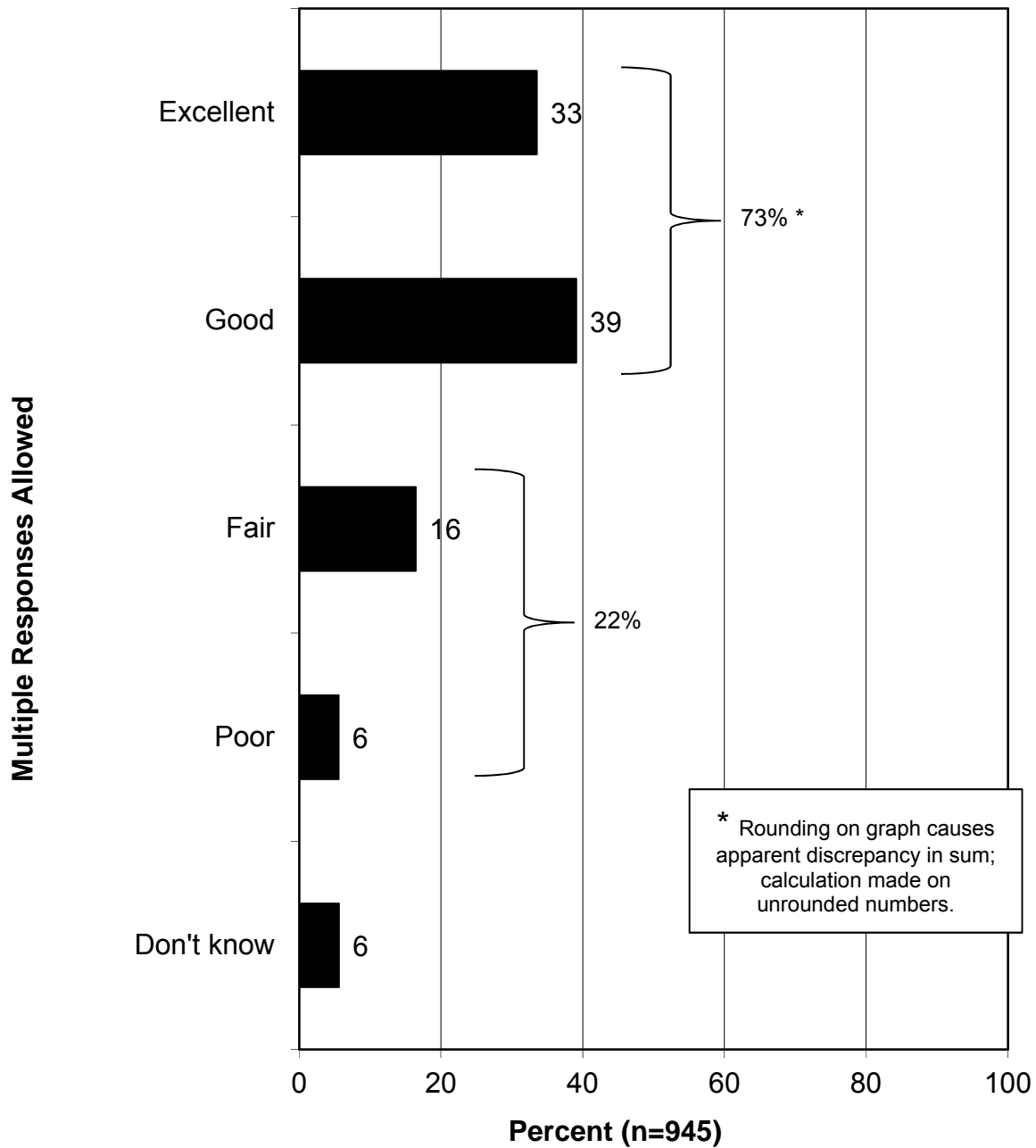
**Q352/Q361. In general, how would you rate the availability of [ACTIVITY] opportunities in Iowa?**



**Ratings of the Availability of Opportunities for Each Activity**

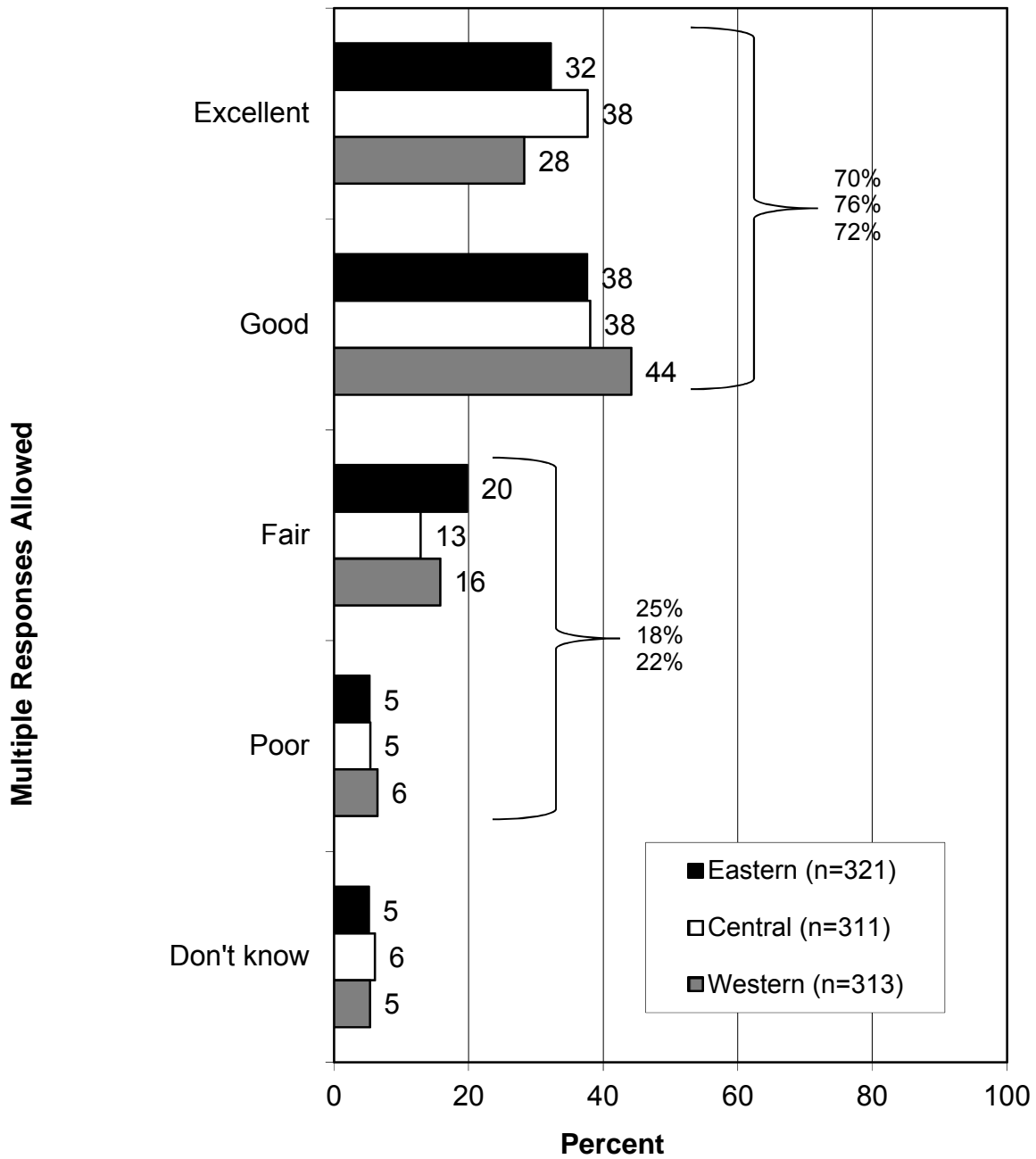
	Excellent	Good	Fair	Poor	Don't know	Sample size
ATVing	11	19	16	55	0	21
Baseball	42	58	0	0	0	14
Basketball	42	30	13	14	0	22
Bicycling: other than mountain biking	37	35	25	4	0	76
Birding	68	22	8	0	2	24
Boating: Canoeing or kayaking	26	40	34	0	0	19
Boating: motorboating	42	54	3	0	0	26
Camping in a tent	33	59	9	0	0	22
Camping in an RV	44	37	14	5	0	69
Driving for pleasure	48	42	7	3	0	103
Family-oriented outdoor activities	47	39	10	5	0	35
Fishing from a boat	51	33	11	3	1	40
Fishing from the shore	30	44	20	6	0	44
Fishing: lake fishing	33	52	15	0	0	39
Fishing: pond fishing	32	30	26	4	8	18
Fishing: Stream or river fishing	32	47	17	5	0	16
Golf	58	34	8	0	0	49
Hiking	31	45	22	2	0	64
Horseback riding	0	35	30	35	0	12
Hunting	33	31	26	6	5	72
Jogging or running	53	39	8	0	0	53
Observing or photographing wildlife near home	39	31	20	10	0	11
Picnicking, BBQing, or cooking out	52	41	6	1	0	180
Shooting: target handgun shooting	23	17	35	24	0	18
Shooting: target rifle shooting	26	36	27	11	0	16
Soccer	58	29	14	0	0	13
Softball	57	30	8	4	0	14
Swimming in natural waters	39	28	33	0	0	16
Swimming in public outdoor pools	48	46	6	0	0	19
Using off-leash dog areas or dog parks	52	12	32	4	0	12
Using trails for physical fitness	29	54	12	5	0	21
Walking	47	41	10	1	1	372

**Q354/Q363. In general, how would you rate the state's efforts to provide [ACTIVITY] opportunities?**





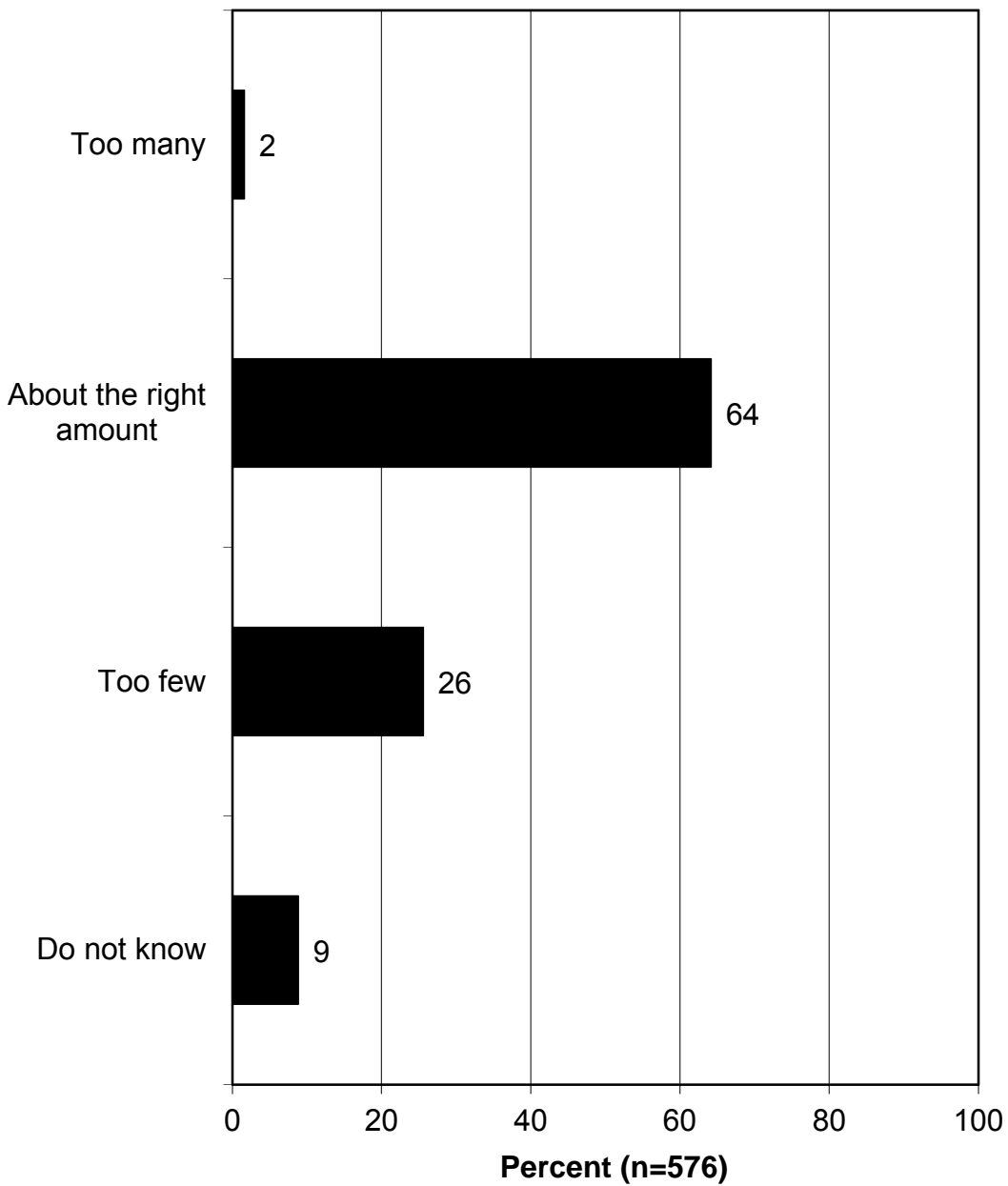
**Q354/Q363. In general, how would you rate the state's efforts to provide [ACTIVITY] opportunities?**



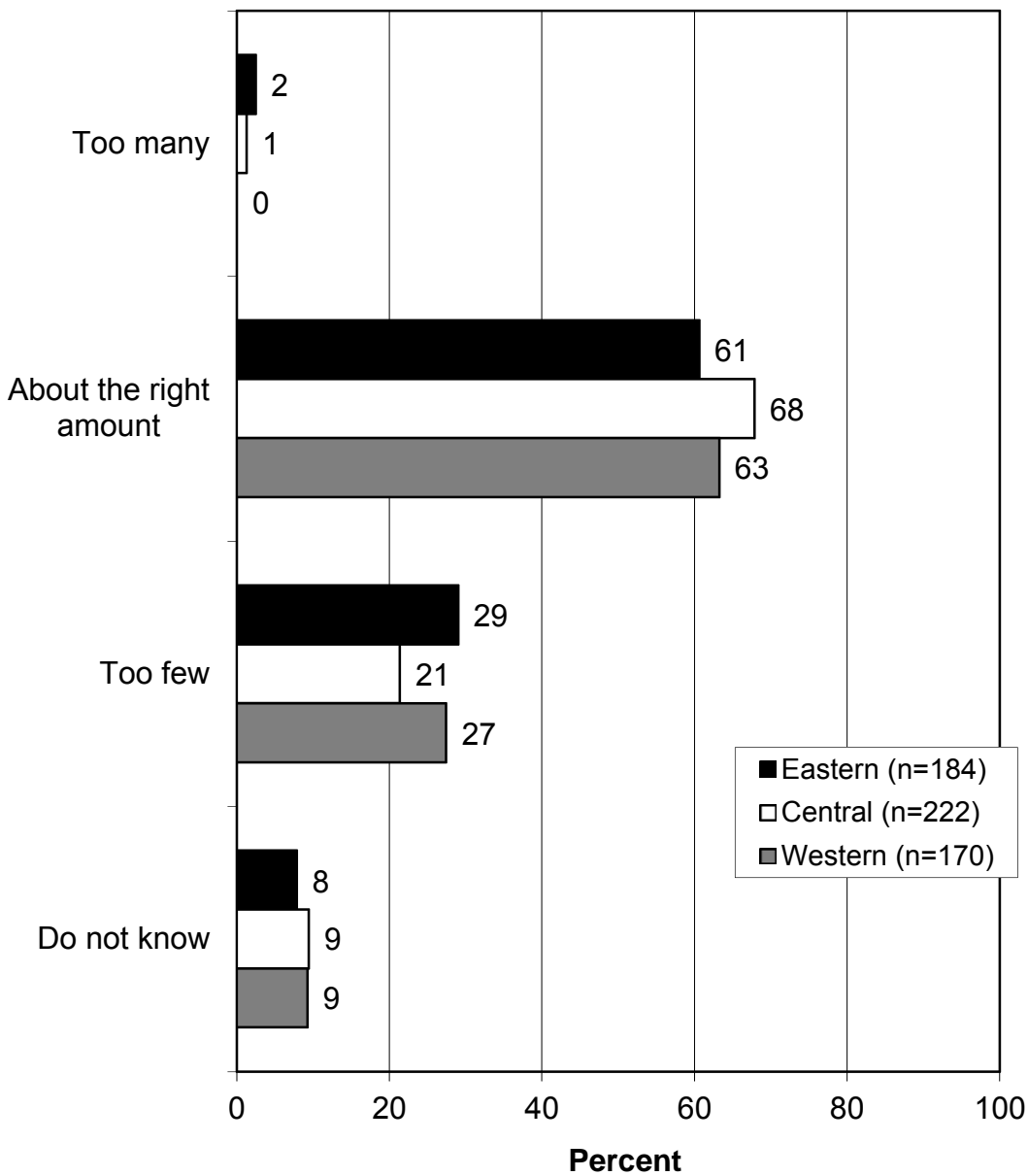
**Ratings of the State's Efforts to Provide Opportunities for Each Activity**

	Excellent	Good	Fair	Poor	Don't know	Sample size
ATVing	0	27	11	59	2	21
Baseball	58	39	0	0	3	14
Basketball	36	25	11	23	6	22
Bicycling: other than mountain biking	27	48	18	2	5	76
Birding	24	45	2	3	26	24
Boating: canoeing or kayaking	10	55	29	6	0	19
Boating: motorboating	32	42	23	0	3	26
Camping in a tent	51	40	9	0	0	22
Camping in an RV	37	44	10	4	4	69
Driving for pleasure	31	41	21	7	1	103
Family-oriented outdoor activities	34	34	13	8	12	35
Fishing from a boat	48	32	14	2	4	40
Fishing from the shore	33	37	21	6	4	44
Fishing: lake fishing	47	45	9	0	0	39
Fishing: pond fishing	16	30	19	11	24	18
Fishing: stream or river fishing	19	49	14	14	4	16
Golf	43	35	10	4	8	49
Hiking	24	47	22	5	1	64
Horseback riding	18	15	47	19	0	12
Hunting	34	39	16	6	6	72
Jogging or running	46	33	18	4	0	53
Observing or photographing wildlife near home	24	22	27	8	19	11
Picnicking, BBQing, or cooking out	47	41	10	1	1	180
Shooting: target handgun shooting	0	26	33	23	18	18
Shooting: target rifle shooting	30	25	13	16	15	16
Soccer	40	20	16	0	24	13
Softball	56	27	4	4	8	14
Swimming in natural waters	15	23	49	10	3	16
Swimming in public outdoor pools	30	59	3	5	3	19
Using off-leash dog areas or dog parks	35	46	14	4	0	12
Using trails for physical fitness	29	49	19	3	0	21
Walking	38	42	12	2	6	372

**Q478. Would you say there are too many, about the right amount, or too few outdoor recreational opportunities available to Iowa residents?**



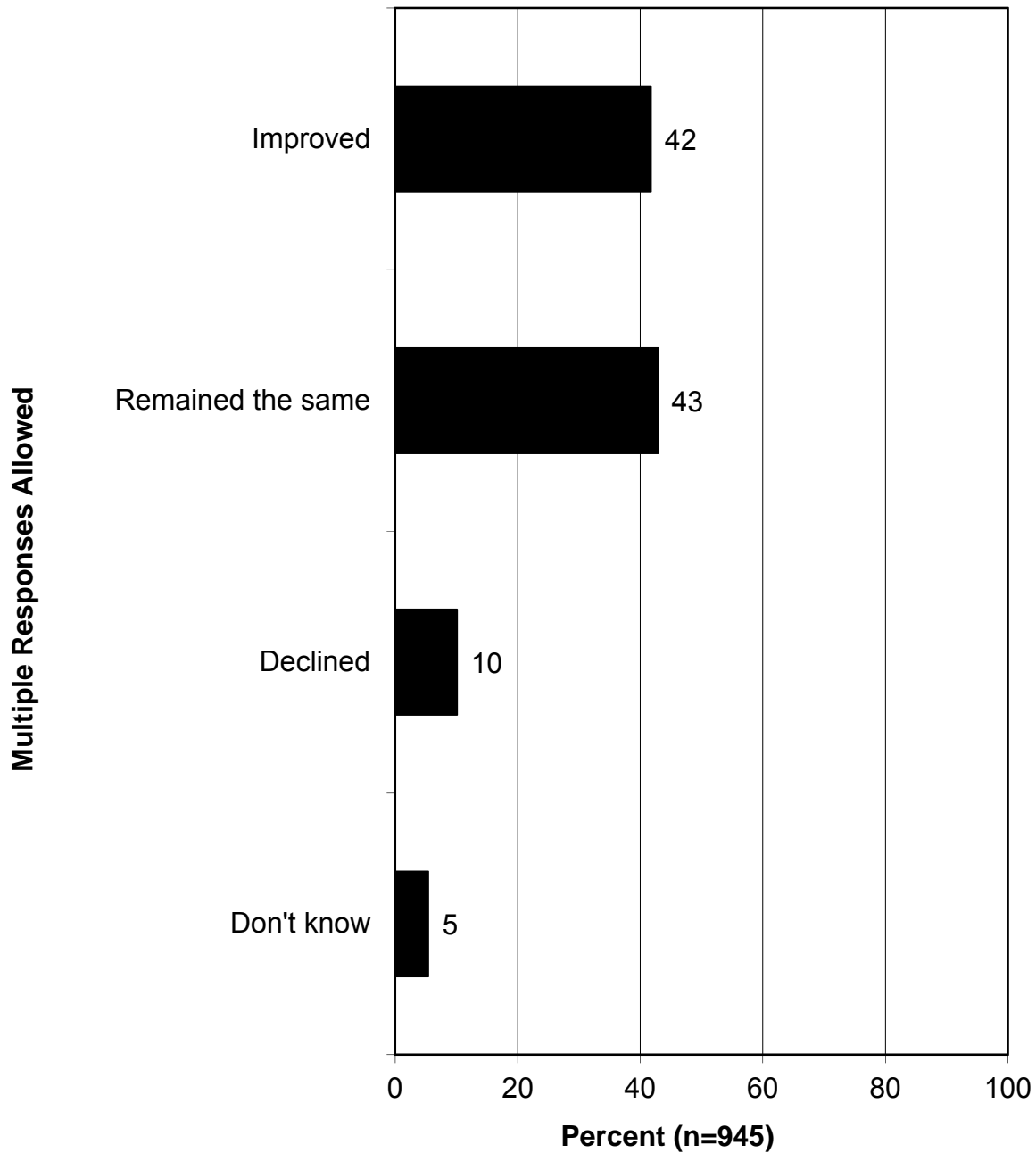
**Q478. Would you say there are too many, about the right amount, or too few outdoor recreational opportunities available to Iowa residents?**



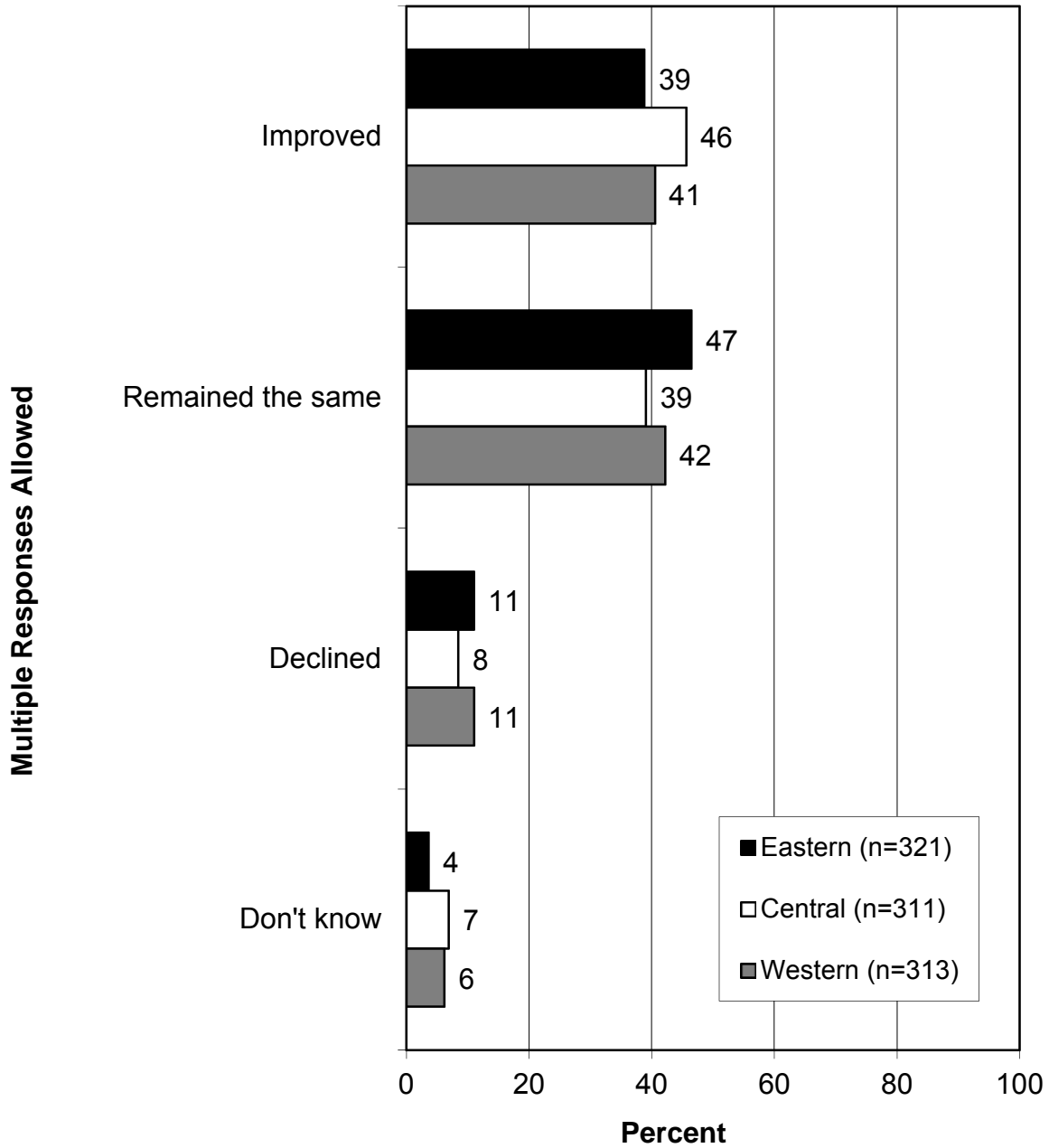
**QUALITY TREND IN PAST 5 YEARS**

- Regarding Iowans' top two activities in which they participated, the survey asked them to say whether they think the quality of the activity has improved, remained the same, or declined over the past 5 years.
- Overall, for all activities together, the perception is that quality is positive. Although the most common response was “remained the same” at 43%, the percent of ratings in the “improved” response was close, at 42%.
  - For each activity that had sufficient sample size, a tabulation shows the perceived trend in quality of the activity.
    - The most improvement is for bicycling other than mountain biking, basketball, soccer, using trails for physical fitness, walking, birding, and swimming in public outdoor pools—each with a majority of participants saying that the quality has improved.
    - The greatest perceived declines are for hunting, fishing in streams or rivers, observing or photographing wildlife near home, ATVing, canoeing or kayaking, and handgun shooting—each with 20% or more saying the quality has declined.

**Q355/Q364. In the last 5 years, do you think the quality of [ACTIVITY] in Iowa has improved, remained the same, or declined?**



**Q355/Q364. In the last 5 years, do you think the quality of [ACTIVITY] in Iowa has improved, remained the same, or declined?**



**Perceived Quality Trend of Each Activity**

	Improved	Remained the same	Declined	Don't know	Sample size
ATVing	20	55	23	2	21
Baseball	33	59	2	6	14
Basketball	65	26	9	0	22
Bicycling: other than mountain biking	78	19	0	2	76
Birding	55	24	3	17	24
Boating: canoeing or kayaking	10	69	20	0	19
Boating: motorboating	18	72	6	3	26
Camping in a tent	23	62	15	0	22
Camping in an RV	36	57	5	1	69
Driving for pleasure	33	47	15	5	103
Family-oriented outdoor activities	44	37	3	16	35
Fishing from a boat	19	53	15	13	40
Fishing from the shore	28	62	9	1	44
Fishing: lake fishing	41	42	10	7	39
Fishing: pond fishing	10	56	18	16	18
Fishing: stream or river fishing	22	50	28	0	16
Golf	39	42	13	7	49
Hiking	43	43	6	7	64
Horseback riding	38	50	12	0	12
Hunting	20	38	36	6	72
Jogging or running	49	47	4	1	53
Observing or photographing wildlife near home	12	61	27	0	11
Picnicking, BBQing, or cooking out	42	50	4	4	180
Shooting: target handgun shooting	36	31	20	13	18
Shooting: target rifle shooting	15	48	5	33	16
Soccer	61	32	0	7	13
Softball	36	47	8	8	14
Swimming in natural waters	17	58	7	18	16
Swimming in public outdoor pools	54	34	9	3	19
Using off-leash dog areas or dog parks	27	61	10	3	12
Using trails for physical fitness	58	38	5	0	21
Walking	58	36	4	2	372



## **CONSTRAINTS TO PARTICIPATION**

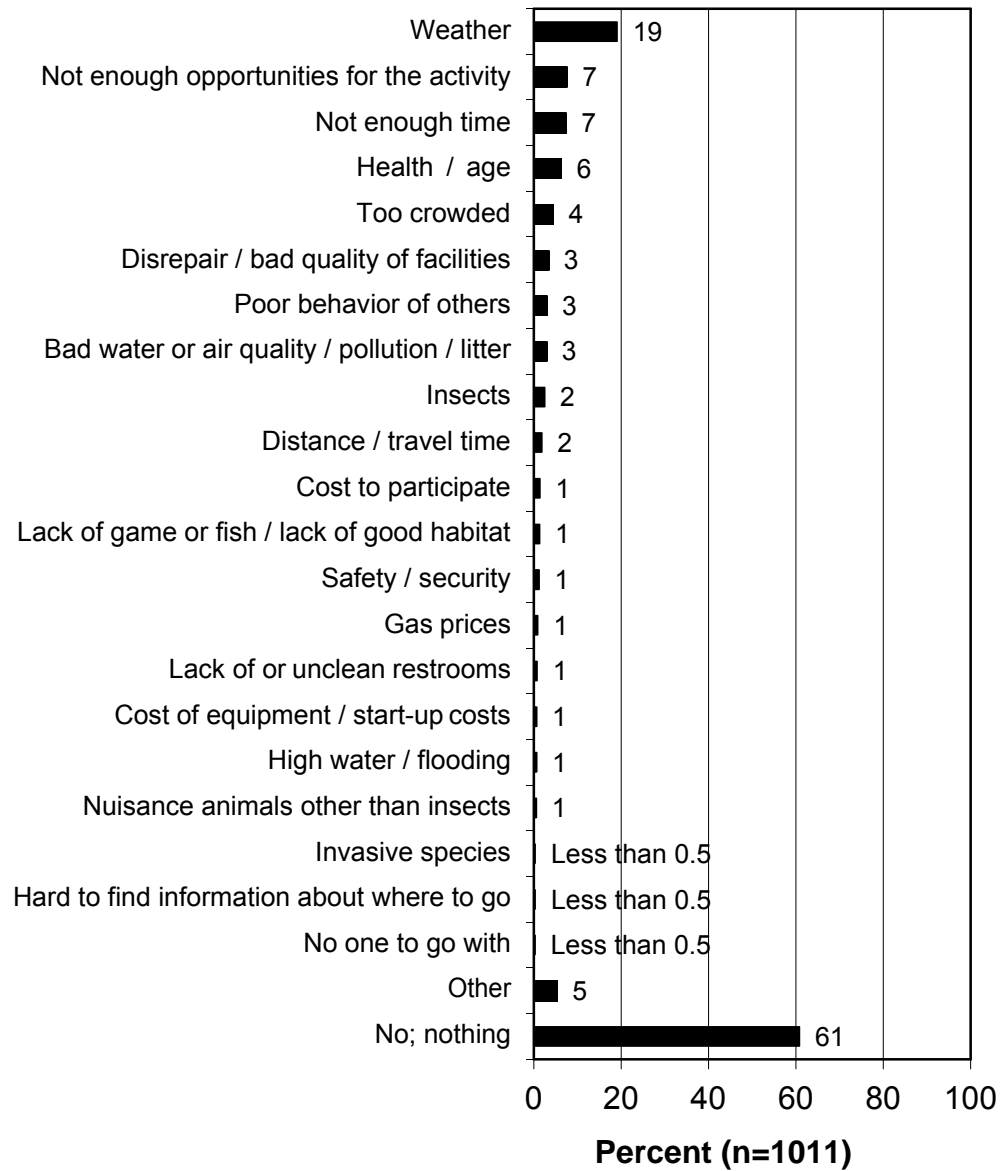
➤ The survey asked residents, regarding the top two activities in which they had participated, if anything had taken away from the quality of their experiences or had caused them not to go as much as they had wanted.

- Overall, the weather was the most commonly given constraint (19%), followed by not enough opportunities for the activity (7%), not enough time (also 7%), health/age (6%), and crowding (4%). All other constraints were at less than 4%; the graph shows the full listing.
- Regional results are shown.
- A tabulation is included of the constraints for each activity that had sufficient sample size to be shown. The tabulation is limited to the top ten constraints overall.

**Q358/Q367. While you were participating in [ACTIVITY] in Iowa during the past 2 years, did anything take away from the quality of your experience or cause you not to go as much as you would like?**

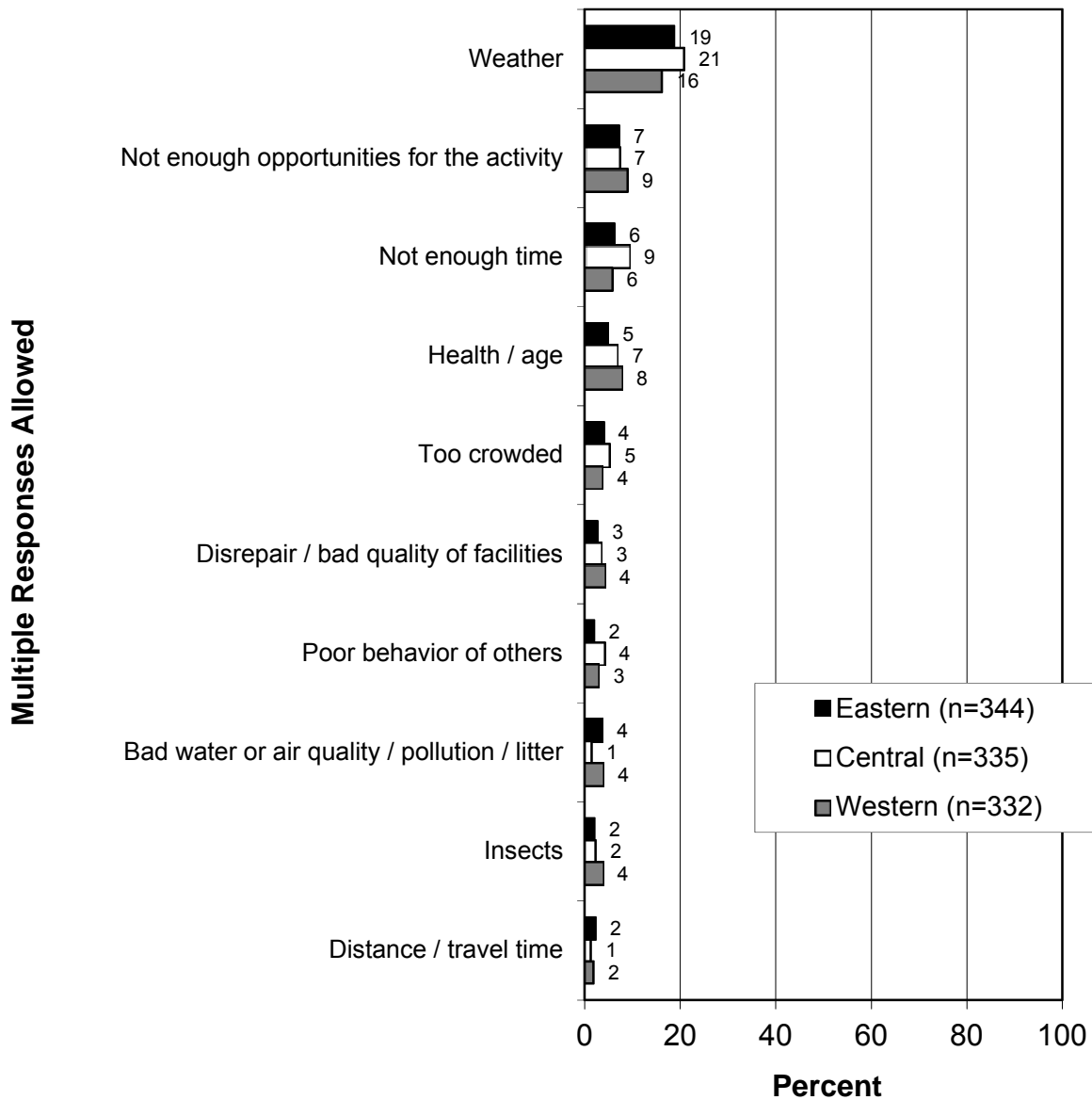
Combined results of two questions that were asked regarding respondent's top two activities.

Multiple Responses Allowed



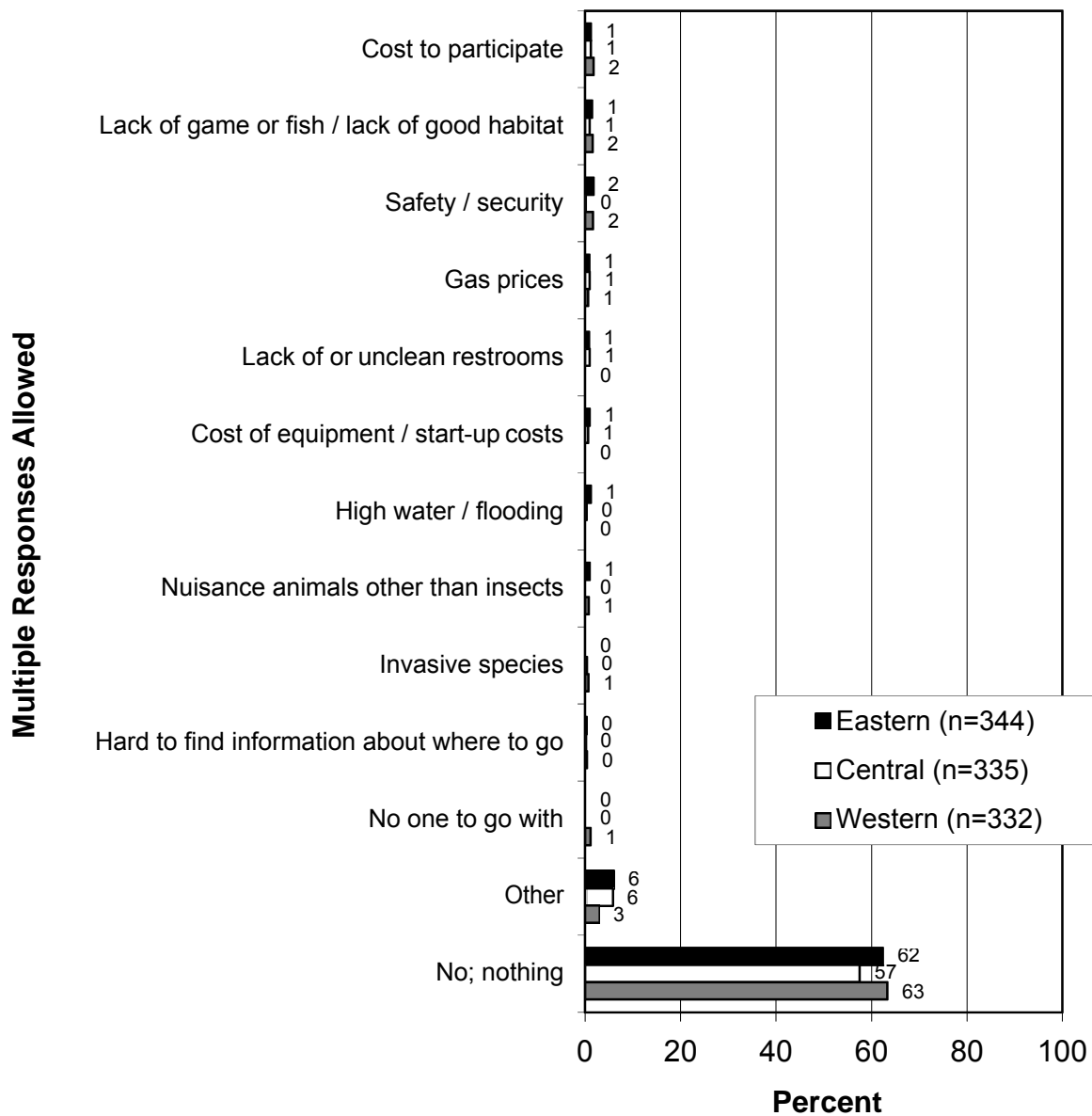
**Q358/Q367. While you were participating in [ACTIVITY] in Iowa during the past 2 years, did anything take away from the quality of your experience or cause you not to go as much as you would like? (Part 1)**

Combined results of two questions that were asked regarding respondent's top two activities.



**Q358/Q367. While you were participating in [ACTIVITY] in Iowa during the past 2 years, did anything take away from the quality of your experience or cause you not to go as much as you would like? (Part 2)**

Combined results of two questions that were asked regarding respondent's top two activities.



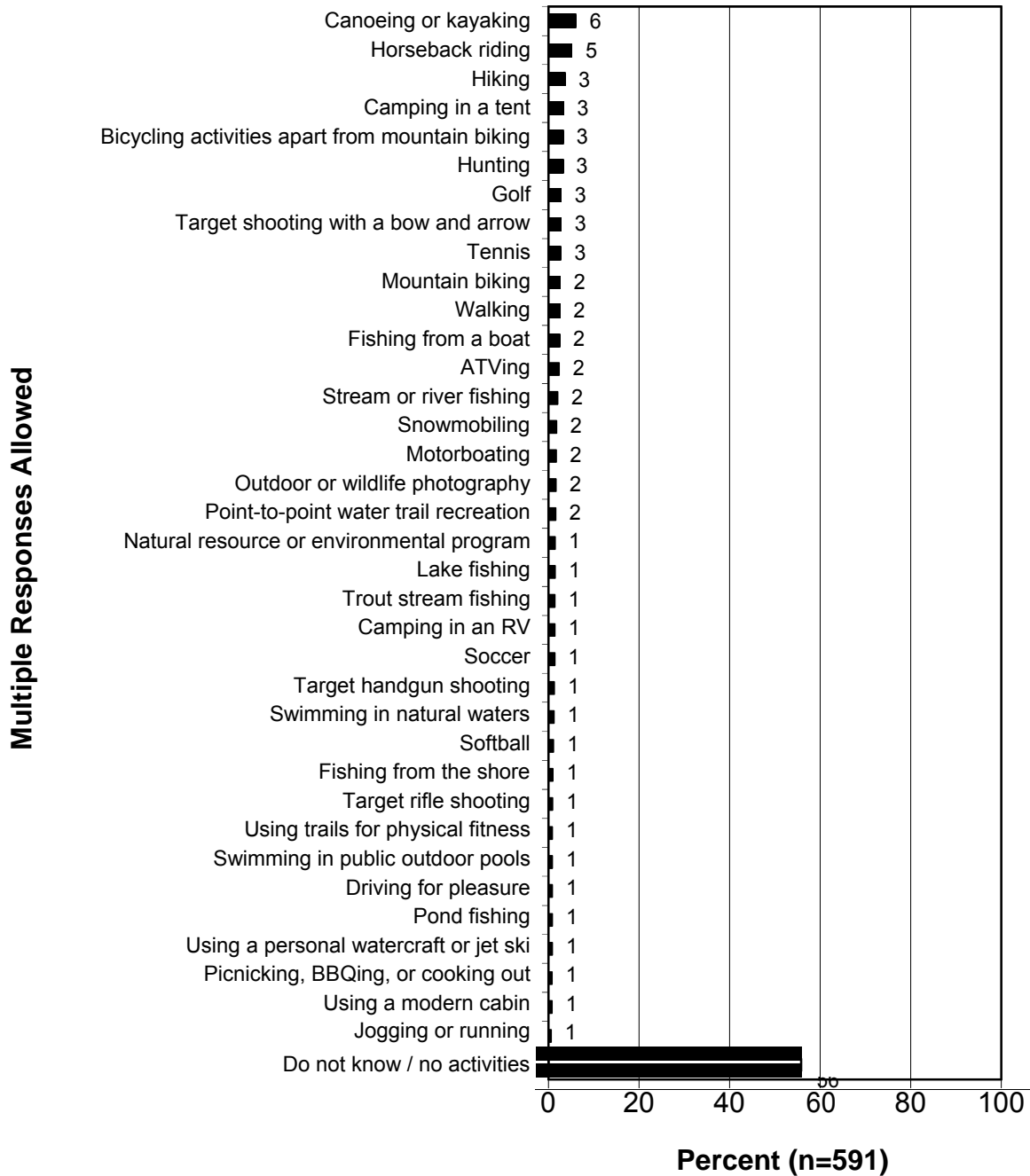
### Constraints That Prevented Participation or That Took Away From the Quality of Experiences

	Weather	Not enough opportunities for the activity	Not enough time	Health / age	Too crowded	Disrepair / bad quality of facilities	Poor behavior of others	Bad water or air quality / pollution / litter	Insects	Distance / travel time	No, nothing	Sample Size
ATVing	7	20	10	0	0	0	0	0	0	5	52	21
Basketball	0	11	2	0	7	0	7	0	0	0	76	22
Bicycling: other than mountain biking	20	5	8	7	5	3	0	1	1	4	42	76
Birding	0	3	0	21	0	0	0	0	0	0	69	24
Boating: Canoeing or kayaking	16	14	6	2	0	0	0	6	0	0	55	19
Boating: motorboating	27	0	0	0	0	0	0	3	0	0	63	26
Camping in a tent	15	0	19	0	7	0	0	0	0	0	46	22
Camping in an RV	3	7	12	1	11	3	0	0	0	0	66	69
Driving for pleasure	12	5	3	7	0	12	4	0	0	1	54	103
Family-oriented outdoor activities	9	9	16	0	8	0	3	0	0	0	55	35
Fishing from a boat	5	1	7	4	3	0	2	4	0	0	59	40
Fishing from the shore	4	5	15	6	0	0	0	4	0	0	51	44
Fishing: lake fishing	18	6	21	2	8	0	0	1	0	0	53	39
Fishing: pond fishing	4	0	0	13	0	0	0	0	21	0	62	18
Fishing: Stream or river fishing other than trout fishing	0	0	3	5	0	0	0	39	0	0	44	16
Golf	15	1	11	4	3	3	3	0	0	0	57	49
Hiking	19	3	5	4	0	2	2	8	1	0	52	64
Hunting	11	11	9	6	1	0	6	0	0	3	33	72
Jogging or running	24	9	1	2	0	3	0	0	1	0	48	53
Picnicking, BBQing, or cooking out	13	2	2	3	4	1	3	3	7	1	64	180
Shooting: target handgun shooting	10	24	6	0	12	0	0	3	7	7	19	18
Shooting: target rifle shooting	19	12	0	0	0	0	0	0	0	0	53	16
Swimming in natural waters	9	7	0	8	12	0	0	6	0	4	56	16
Swimming in public outdoor pools	0	8	20	2	6	0	0	0	0	0	63	19
Using trails for physical fitness	6	12	0	6	0	11	0	0	2	12	56	21
Walking	22	3	4	7	1	2	1	2	1	1	52	372

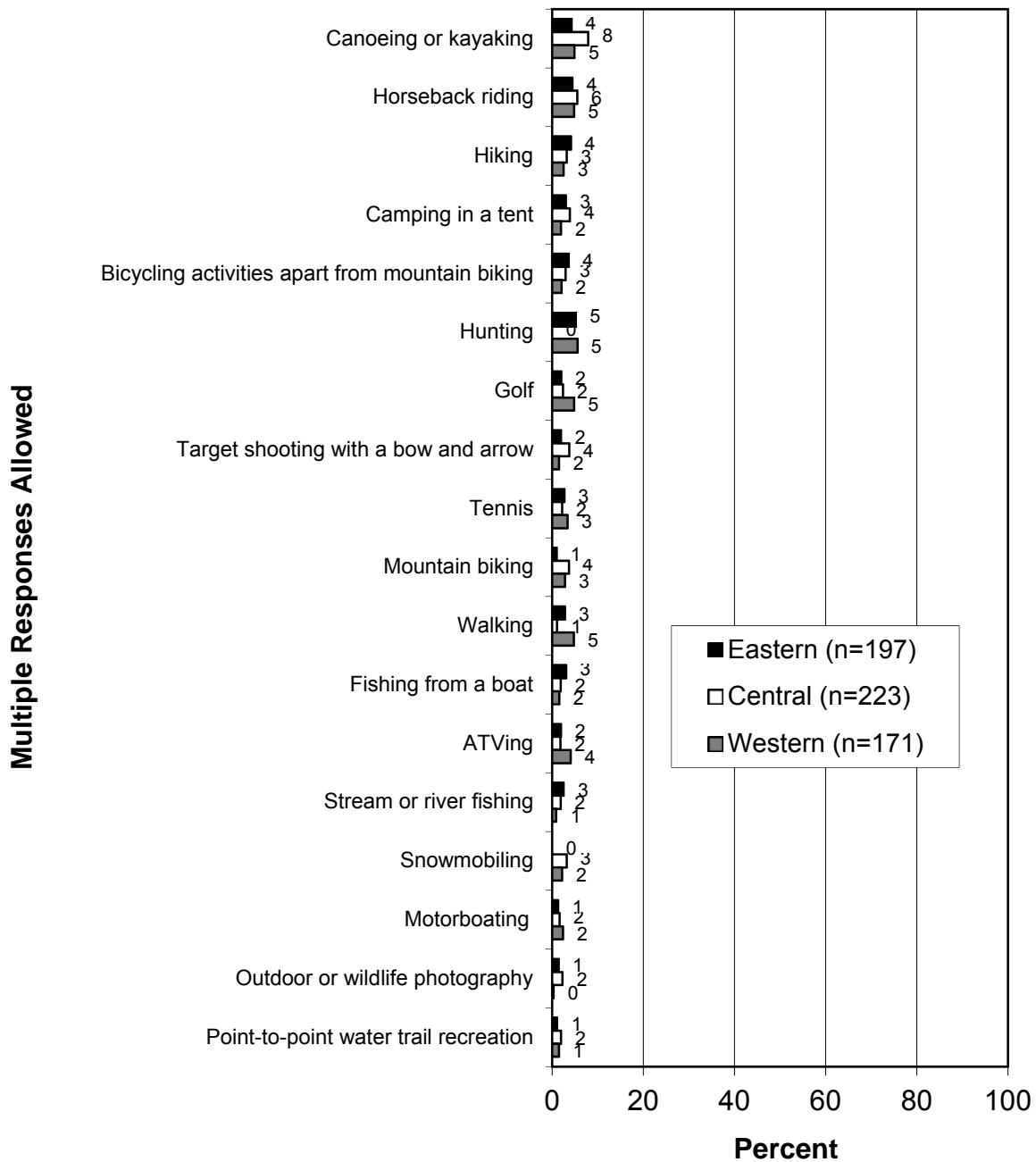
May sum to more than 100% because multiple reasons may be given. Conversely, may not sum to at least 100% because not all reasons shown, nor is "don't know" shown.

- The survey then asked residents to name up to two activities in which they are most interested but in which they had not participated over the past 2 years in Iowa. (This is another measure of latent demand—see the tabulation in the section, “Overall Participation,” for a different analysis of latent demand.) The top named activities in this line of questioning are canoeing/kayaking (6%), horseback riding (5%), and then several activities at 3%: hiking, tent camping, bicycling, hunting, golf, archery, and tennis.
- Respondents were then asked, in an open-ended question, for the main reasons that they had not participated within the past 2 years in the activity that they had named in the setup question. The most common reasons are lack of time (39%), more distantly followed by not enough opportunities for the activity (19%), cost of equipment/start-up costs (18%), and health/age (13%). A second tier of reasons between 4% and 7% include difficulty finding information about where to go, cost to participate, and lack of companions, among other reasons.
    - A tabulation shows the reasons for each activity that was named by the respondents. In the wording of the survey, the question referred to the specific activity that the respondent had named in the setup question. The tabulation’s constraints are limited to all constraints that were at 2.0% or higher in the graph of overall results, and excluded from the constraints are “Did not have interest in participating in the past 2 years” and “Lack of interest / laziness / just didn’t get to it.” The activities are limited to those with sufficient sample sizes to be shown.

**Activities that residents were most interested in but had not participated in within the past 2 years. (Respondents could name up to two activities.)**

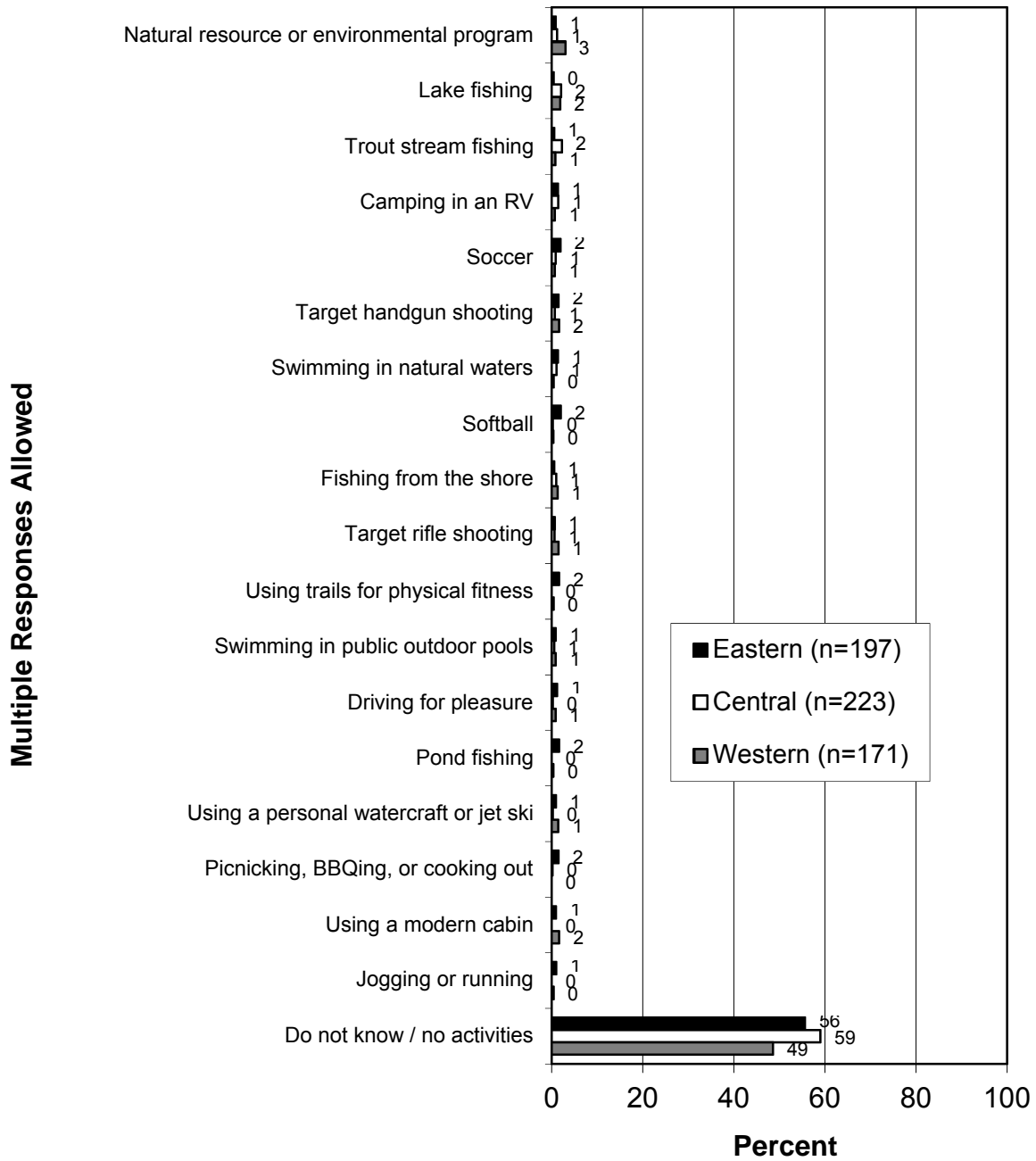


### Activities that residents were most interested in but had not participated in within the past 2 years. (Respondents could name up to two activities.) (Part 1)

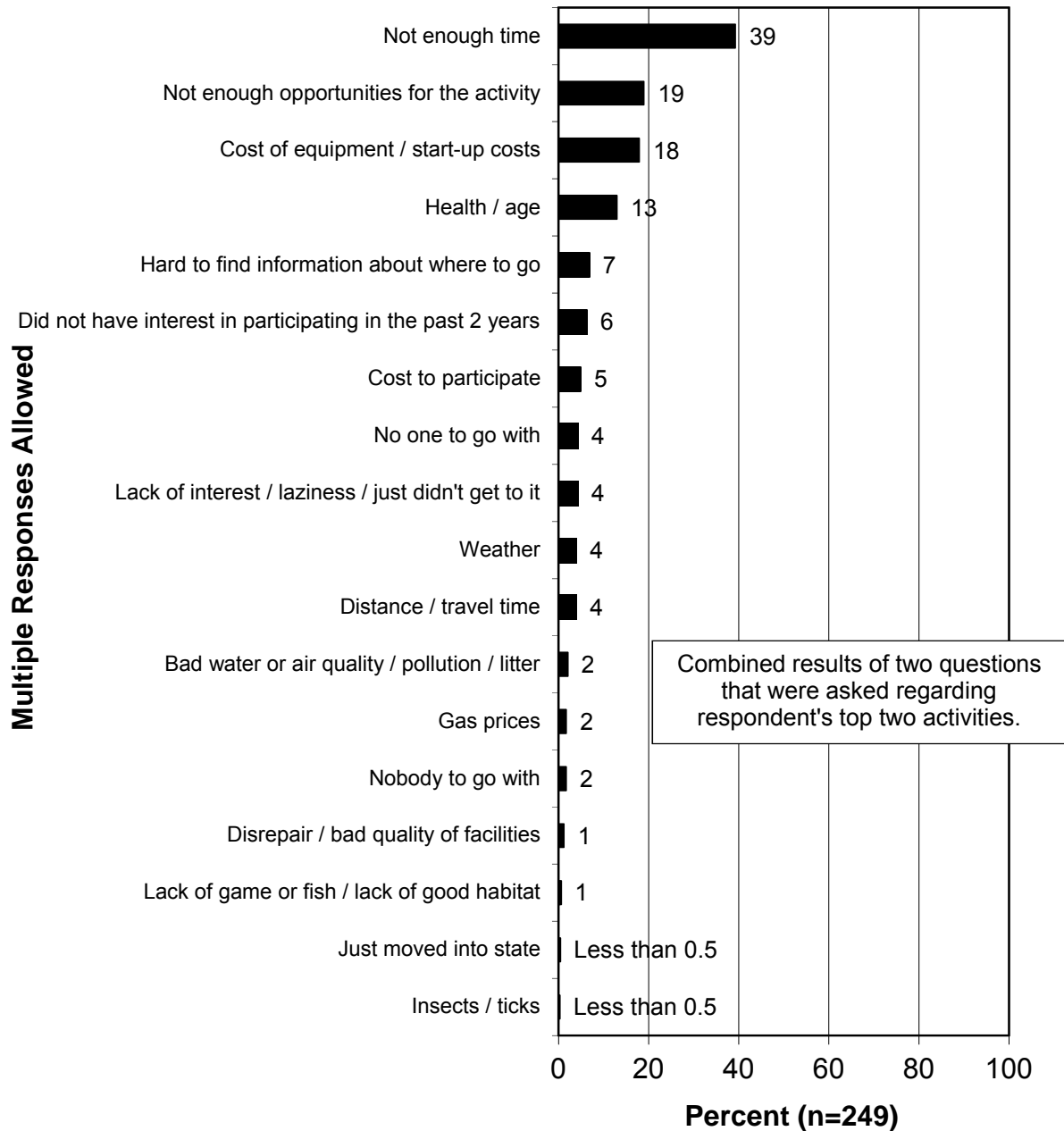




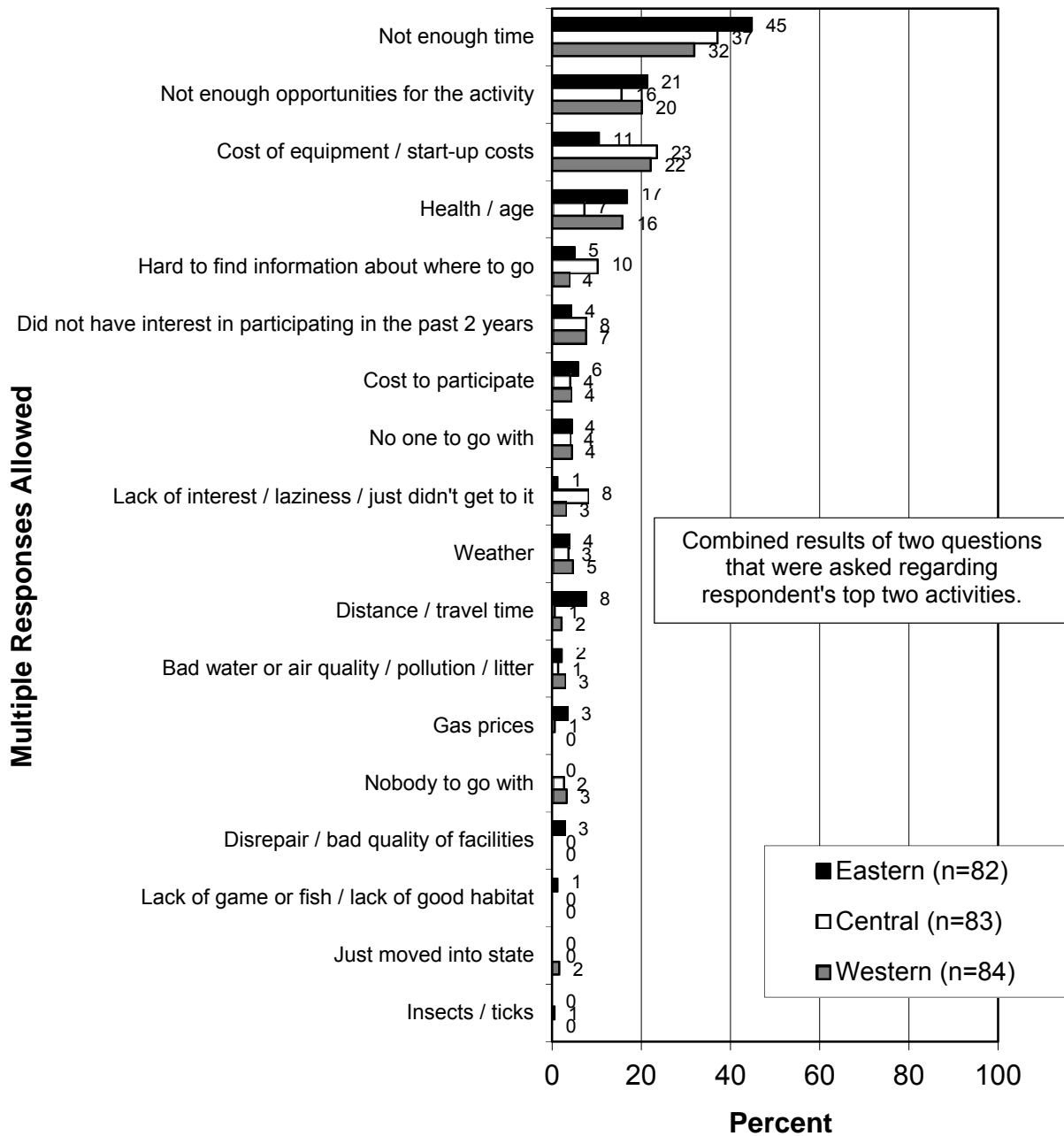
**Activities that residents were most interested in but had not participated in within the past 2 years. (Respondents could name up to two activities.) (Part 2)**



**Q375/Q380. What are the main reasons you did not participate in [ACTIVITY] in the past 2 years? (Asked of those who were interested in participating in an activity but had not participated in the past 2 years.)**



**Q375/Q380. What are the main reasons you did not participate in [ACTIVITY] in the past 2 years? (Asked of those who were interested in participating in an activity but had not participated in the past 2 years.)**



## Reasons for Not Participating in Activities of Interest

	Not enough time	Not enough opportunities for the activity	Cost of equipment / start-up costs	Health / age	Hard to find information about where to go	Cost to participate	No one to go with	Weather	Distance / travel time	Bad water or air quality / pollution / litter
ATVing	4	30	38	18	8	8	9	0	8	0
Bicycling: mountain biking	22	26	33	0	15	0	0	0	0	0
Bicycling: other than mountain biking	39	6	0	23	0	0	0	9	3	0
Boating: canoeing or kayaking	28	25	29	9	2	0	0	0	0	0
Boating: motorboating other than PWC	28	13	59	0	0	13	0	0	20	0
Camping in a tent	53	28	0	11	0	0	0	0	4	0
Camping in an RV	0	0	17	51	0	8	17	0	0	0
Fishing from a boat	43	0	8	12	0	0	10	0	0	5
Fishing from the shore	66	0	0	0	0	0	27	0	0	0
Fishing: lake fishing	61	0	0	0	0	0	0	11	0	11
Fishing: pond fishing	33	13	0	0	23	0	0	0	0	31
Fishing: stream or river fishing other than trout	69	10	0	14	0	0	7	0	0	0
Golf	36	6	0	15	0	7	0	0	0	0
Hiking	32	6	0	29	12	0	0	8	13	0
Horseback riding	33	36	28	9	4	6	2	0	0	0
Hunting	32	13	10	17	12	6	19	6	11	0
Jogging or running	16	0	0	39	0	0	0	0	0	0
Outdoor photography	23	0	62	4	0	0	0	0	0	0
Point-to-point water recreation	47	38	0	0	15	0	14	0	0	0
Shooting a bow and arrow	44	4	31	0	13	0	0	0	0	0
Shooting: target handgun shooting	37	9	44	0	0	37	0	8	0	0
Shooting: target rifle shooting	62	32	0	11	0	0	0	12	0	0
Snowmobiling	0	8	76	0	0	0	0	11	0	0
Swimming in natural waters	7	52	0	0	0	0	0	0	0	8
Swimming in public outdoor pools	31	23	0	0	0	23	0	26	0	23
Tennis	14	17	0	0	0	0	15	0	0	0
Using trails for physical fitness	61	0	0	11	0	0	0	0	29	0
Walking	31	0	0	32	0	0	0	16	0	6

## **MOTIVATIONS FOR AND PERCEIVED BENEFITS OF PARTICIPATING IN OUTDOOR RECREATION**

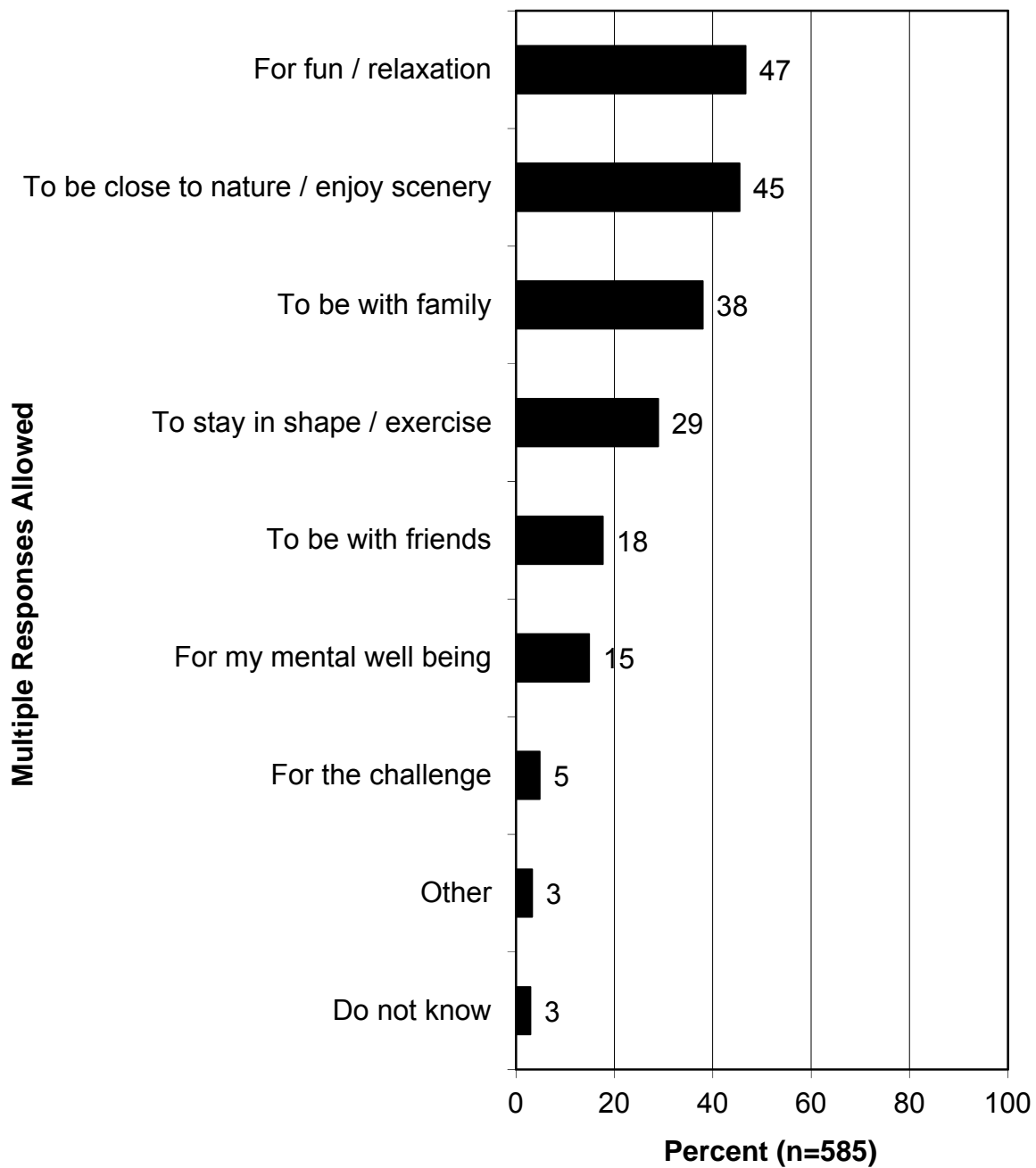
### **MOTIVATIONS FOR PARTICIPATING IN RECREATION**

- An open-ended question asked Iowa residents to name the most important reasons that they participate in outdoor recreation activities in Iowa. The most commonly named reasons related to having fun/relaxation (47% gave a reason categorized as this), to be close to nature/enjoy scenery (45%), and to be with family (38%)—all at more than a third of residents.
  - Regionally, doing so for fun/relaxation is slightly less important to residents of the Central Region than to residents of the other regions; doing so for exercise/to stay in shape is slightly more important to residents of the Eastern Region, compared to residents of the other regions.
  
- One motivation for participating in outdoor recreation is to encourage children to be active. For this reason, the survey asked residents who have children in their household to rate the importance to them personally that their children participate in outdoor activities, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important. The majority of those with children (56%) rated its importance at 10, and virtually all of them (except those who did not know what rating to give and less than 1% who gave a rating of 0) gave a rating of the midpoint or higher. The regions are not markedly different from one another.
  - In a similar vein, the survey asked Iowa residents if they agree that their children are participating in outdoor recreation often enough. The majority agree (71%) that their children are doing so; however, more than a fifth (21%) disagree that their children are participating in outdoor recreation often enough.
    - Eastern Region residents have the highest percentage saying that their children are participating enough.
  
- An open-ended question asked residents to say what, if anything, would encourage them to participate in outdoor recreation in Iowa or do so more actively. While the top item, more time, is largely out of the realm of influence of state agencies, the second item is not: more opportunities for activities (13%). Another item that agencies might be able to influence is

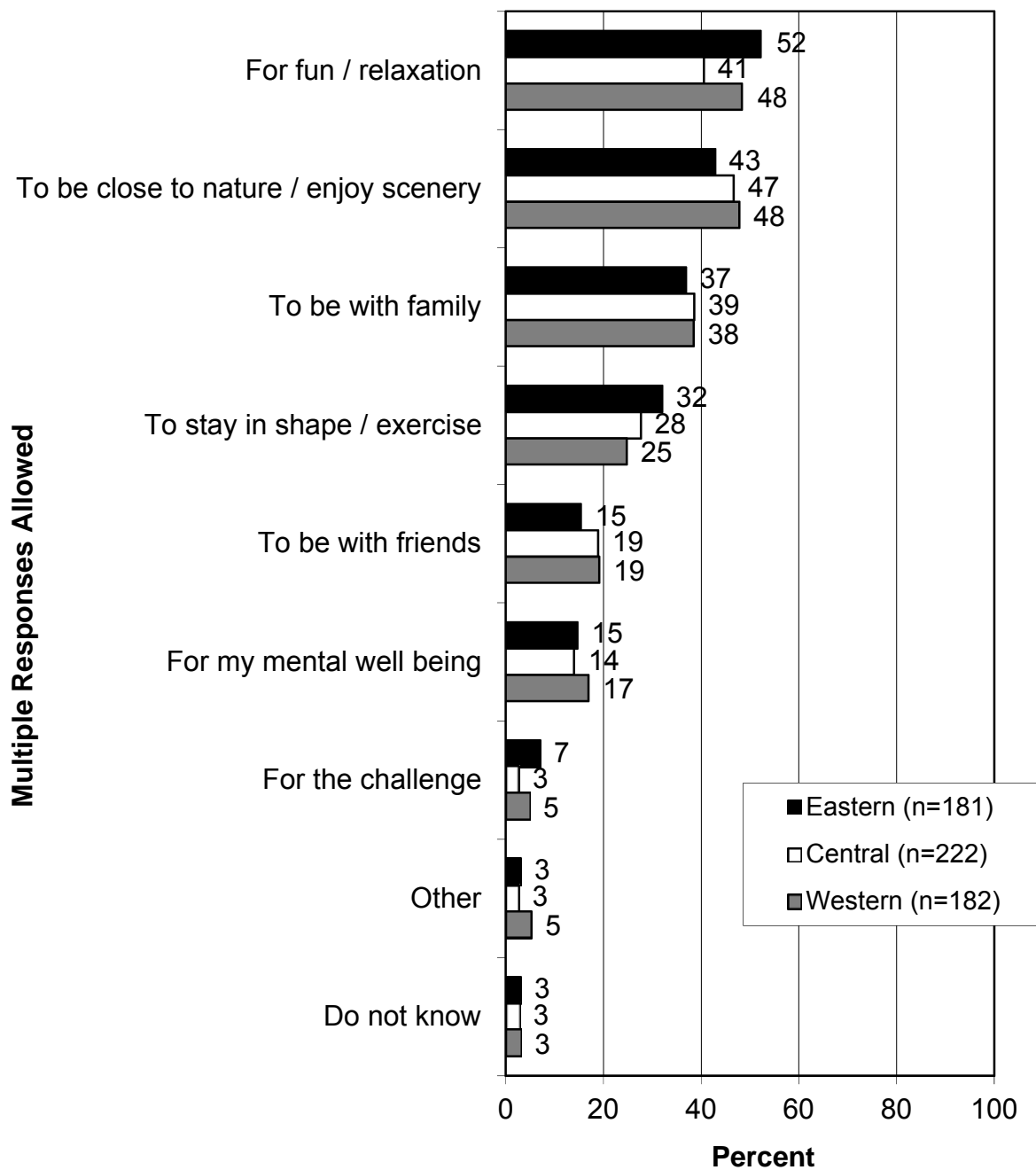
more information about activities (6%). No other item was named by more than 3% of residents.

- One question delved into activities that residents do that they never initiate on their own, as well as the reasons that they do not initiate those activities on their own. In the first question, 18% of Iowa residents indicate that they participate in activities while never initiating those activities. A follow-up question asked these respondents what might encourage them to be the person who initiates the activity; most commonly, they simply named a facility for that activity. (There were too few respondents in the follow-up question for regional results to be shown.)

**Q347. Please tell me the most important reasons you participate in outdoor recreation activities in Iowa.**

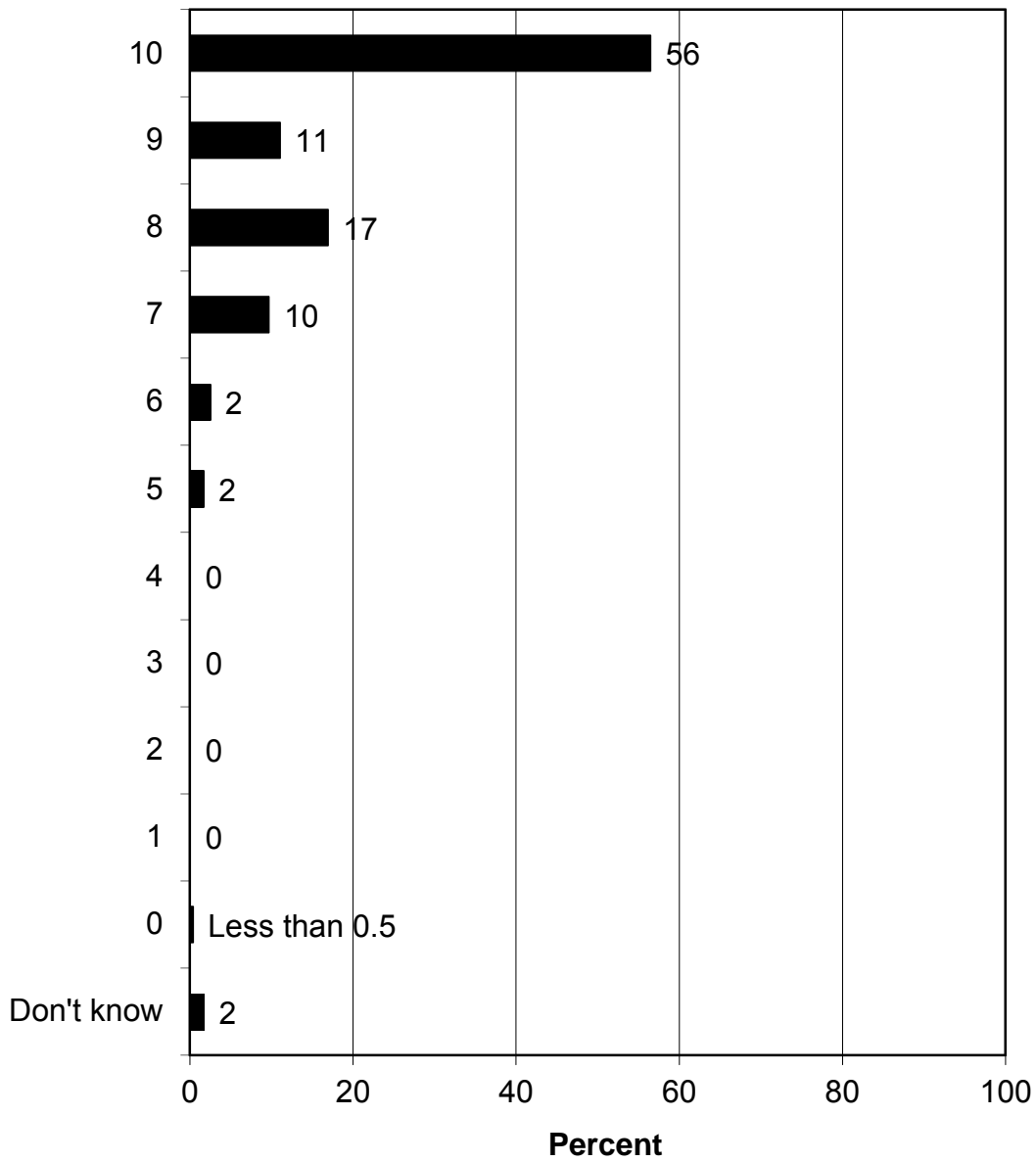


**Q347. Please tell me the most important reasons you participate in outdoor recreation activities in Iowa.**

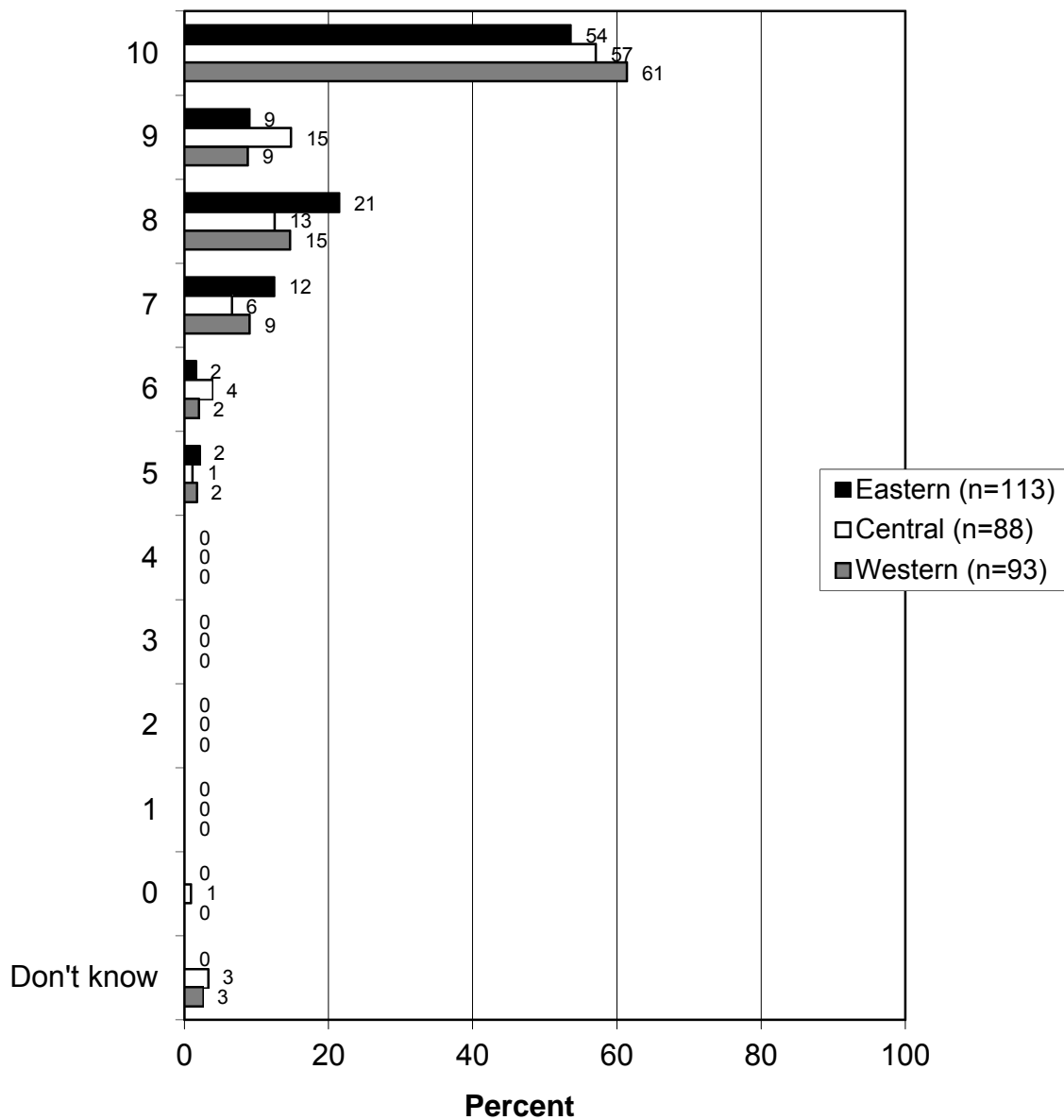


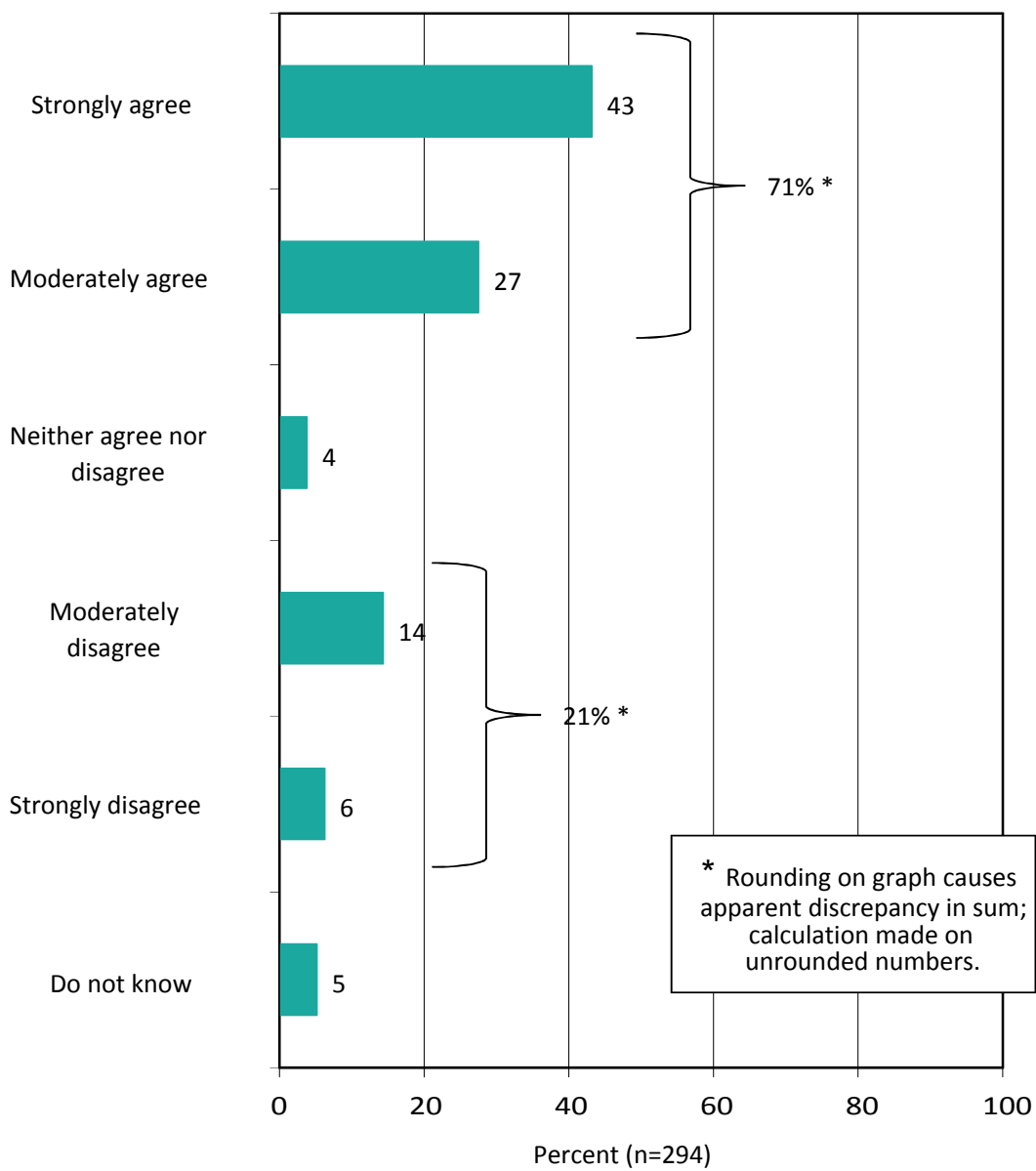


**Q466. How important is it to you personally that your children participate in outdoor activities, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important? (Asked of those with children in their household.)**

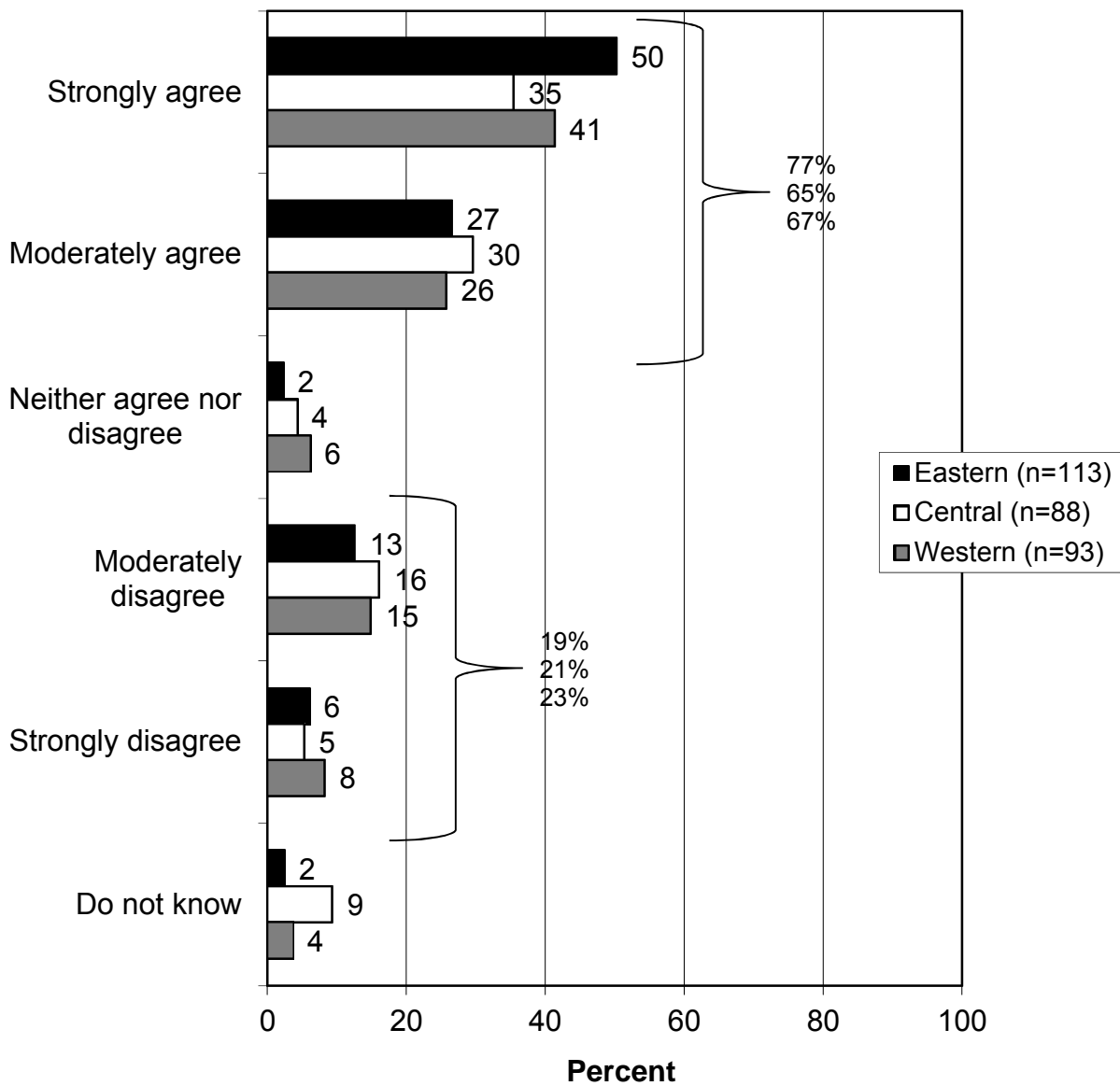


**Q466. How important is it to you personally that your children participate in outdoor activities on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important? (Asked of those with children in their household.)**

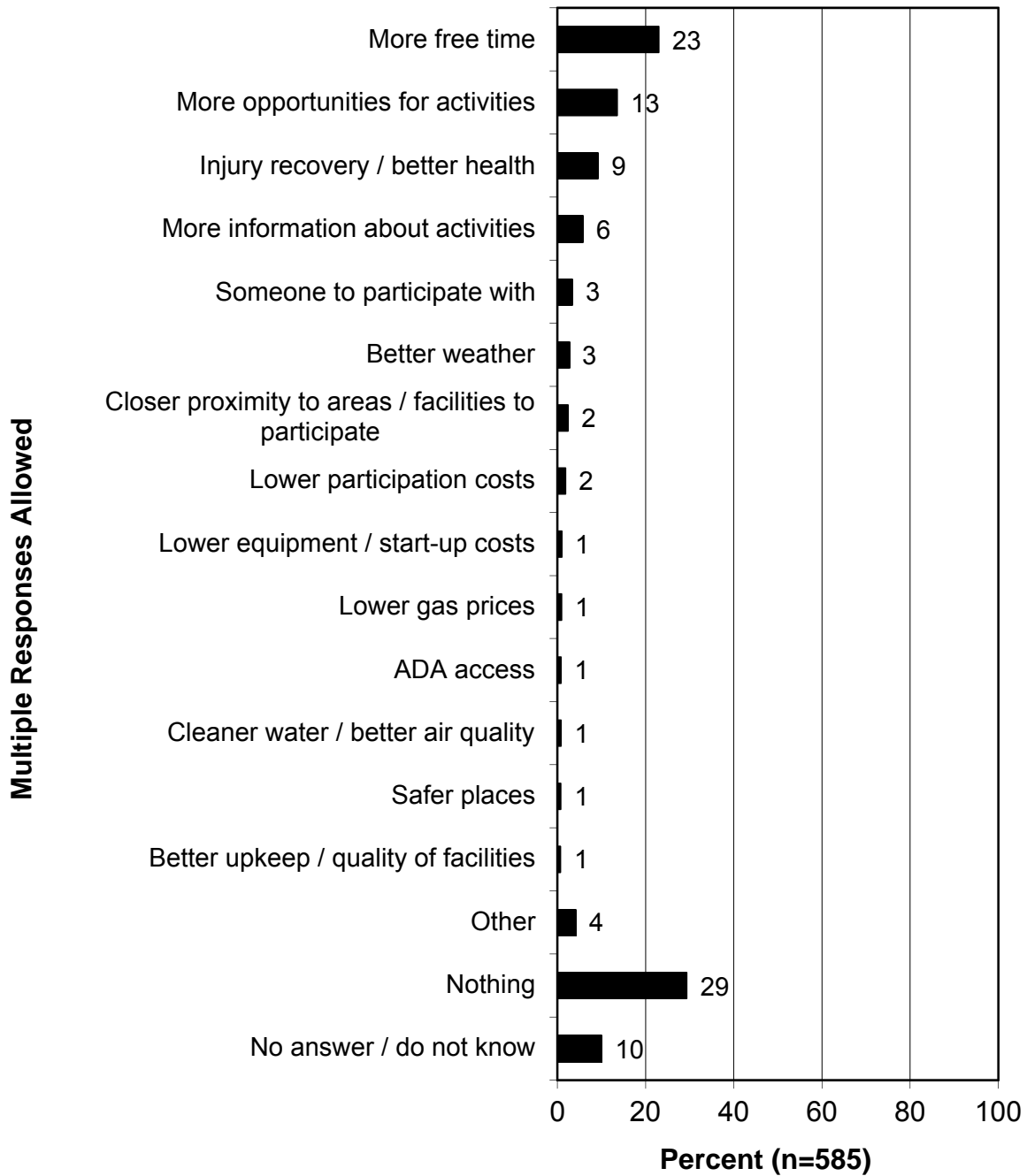




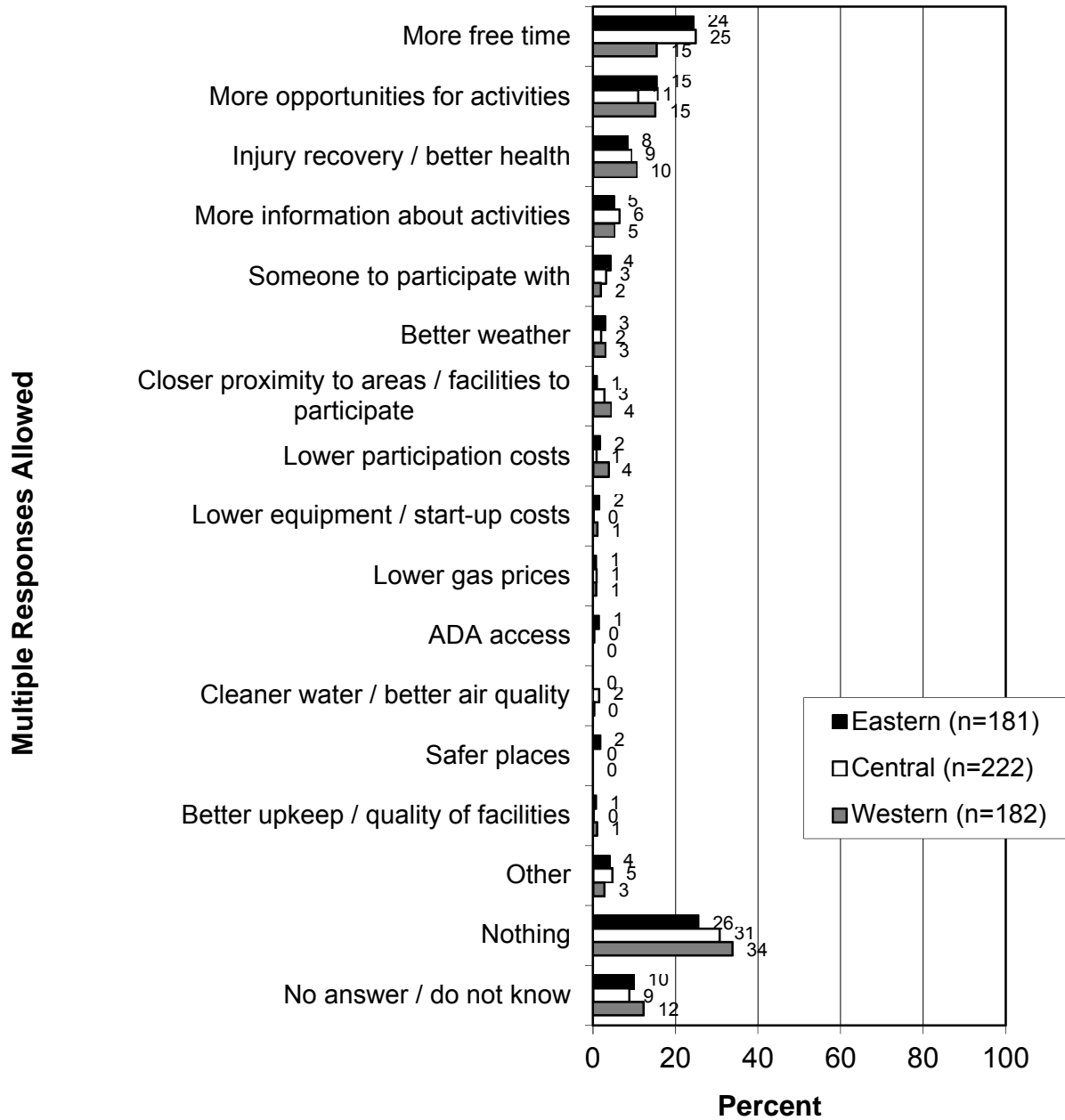
**Q469. Do you agree or disagree that your children are participating in outdoor activities often enough? (Asked of those with children in their household.)**



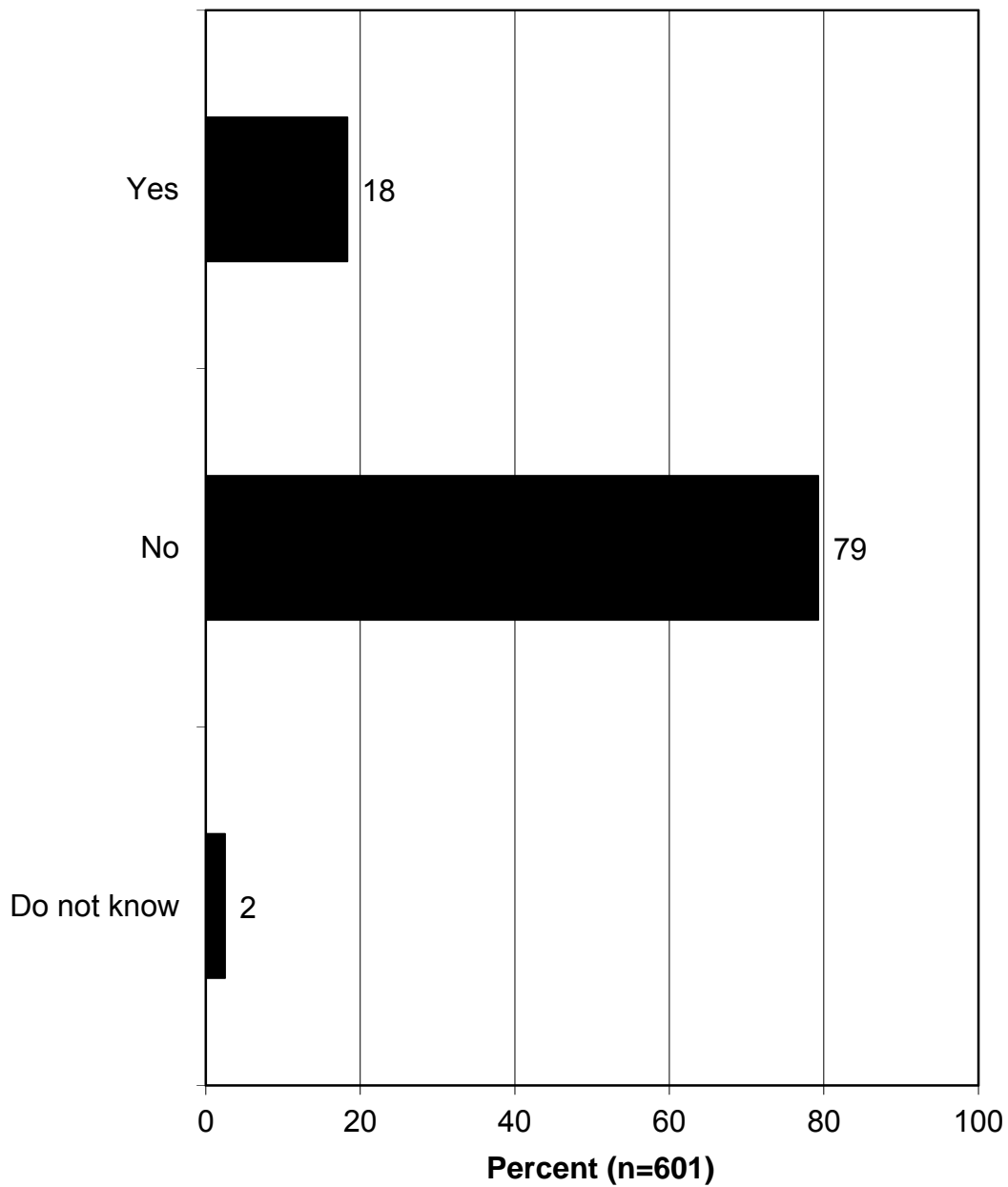
**Q385. What, if anything, would encourage you to participate or to participate more actively in outdoor recreation activities in Iowa?**



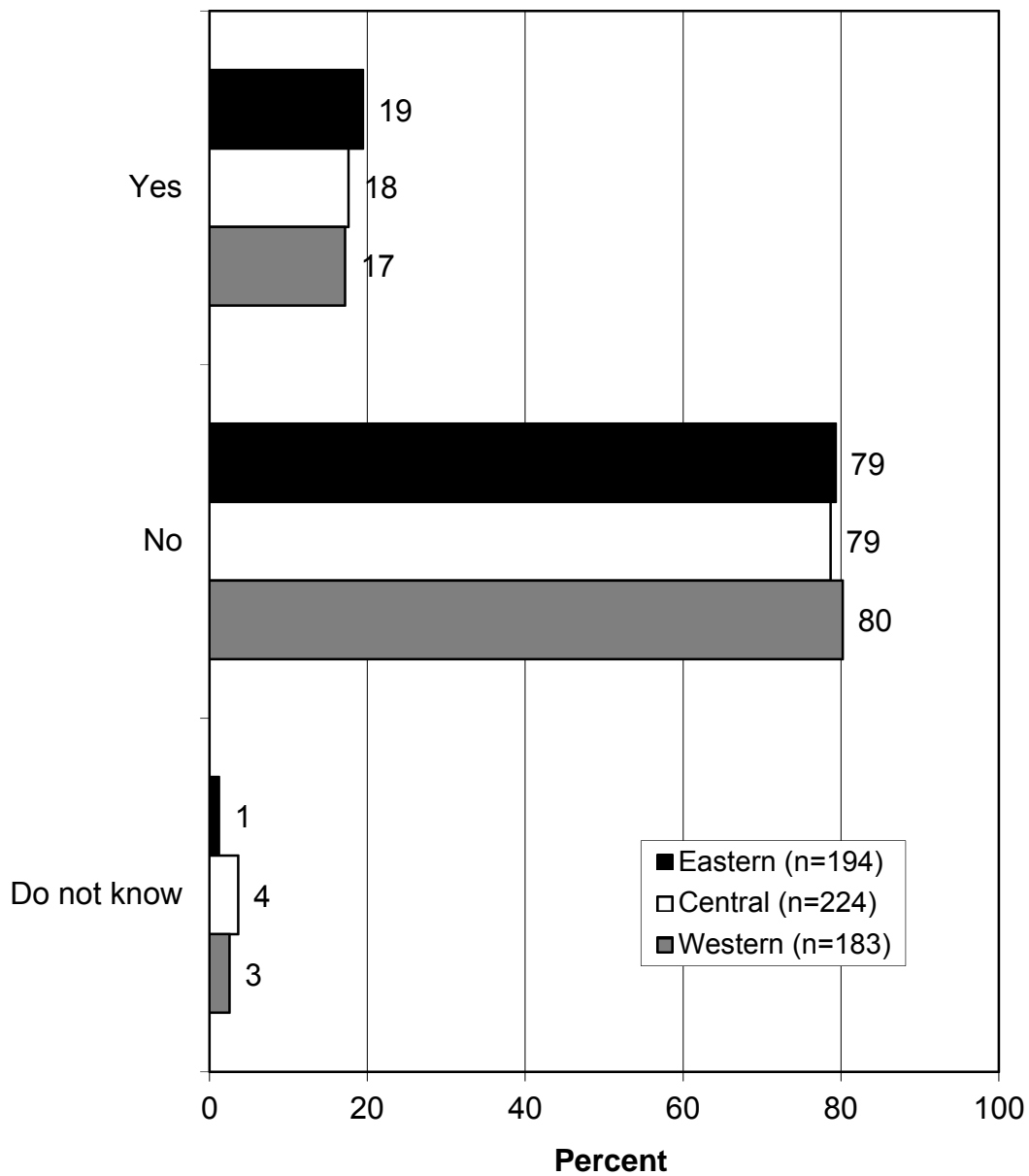
### Q385. What, if anything, would encourage you to participate or to participate more actively in outdoor recreation activities in Iowa?



**Q394. Are there any activities that you do that others initiate but that you never initiate on your own?**

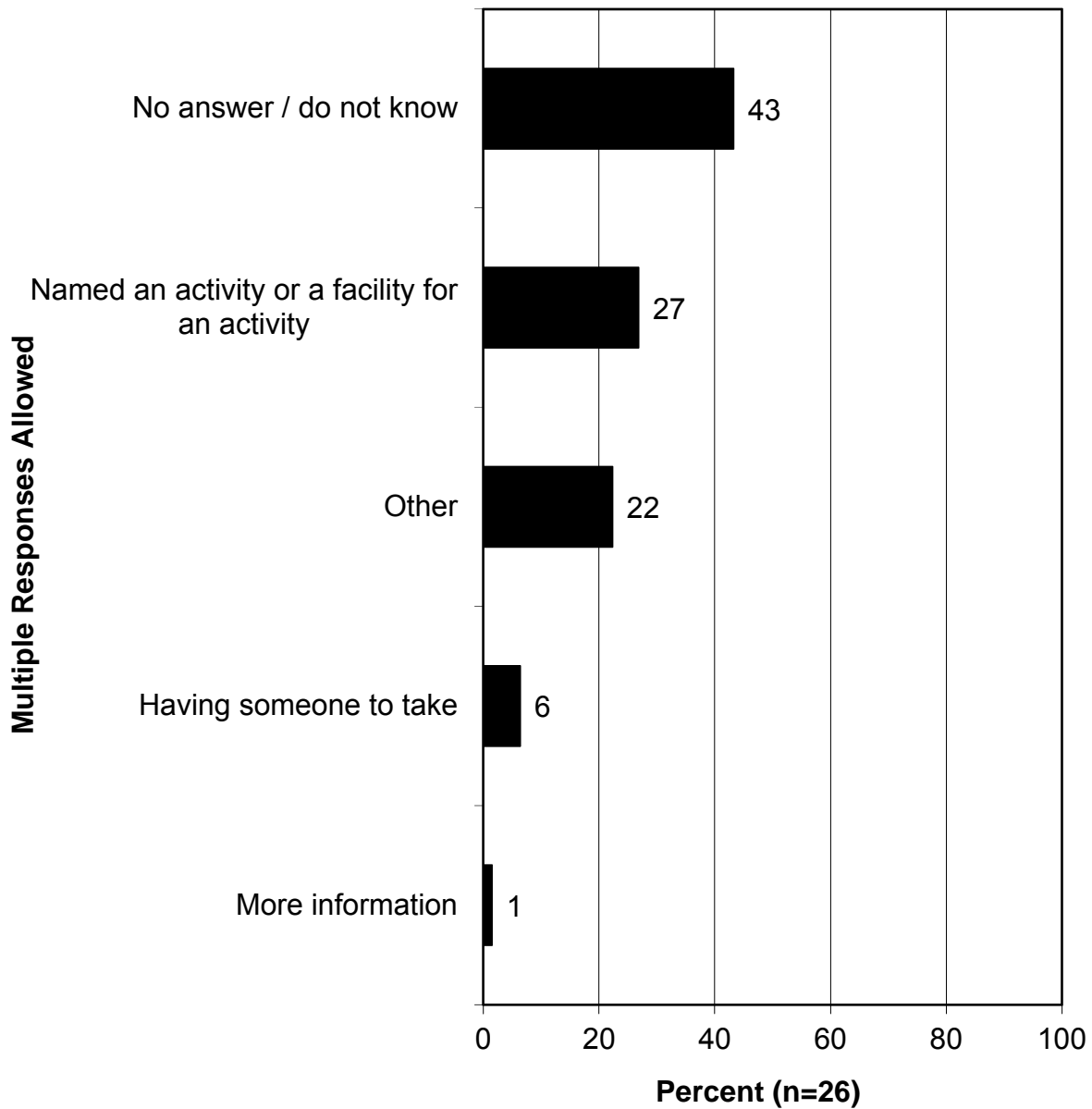


**Q394. Are there any activities that you do that others initiate but that you never initiate on your own?**





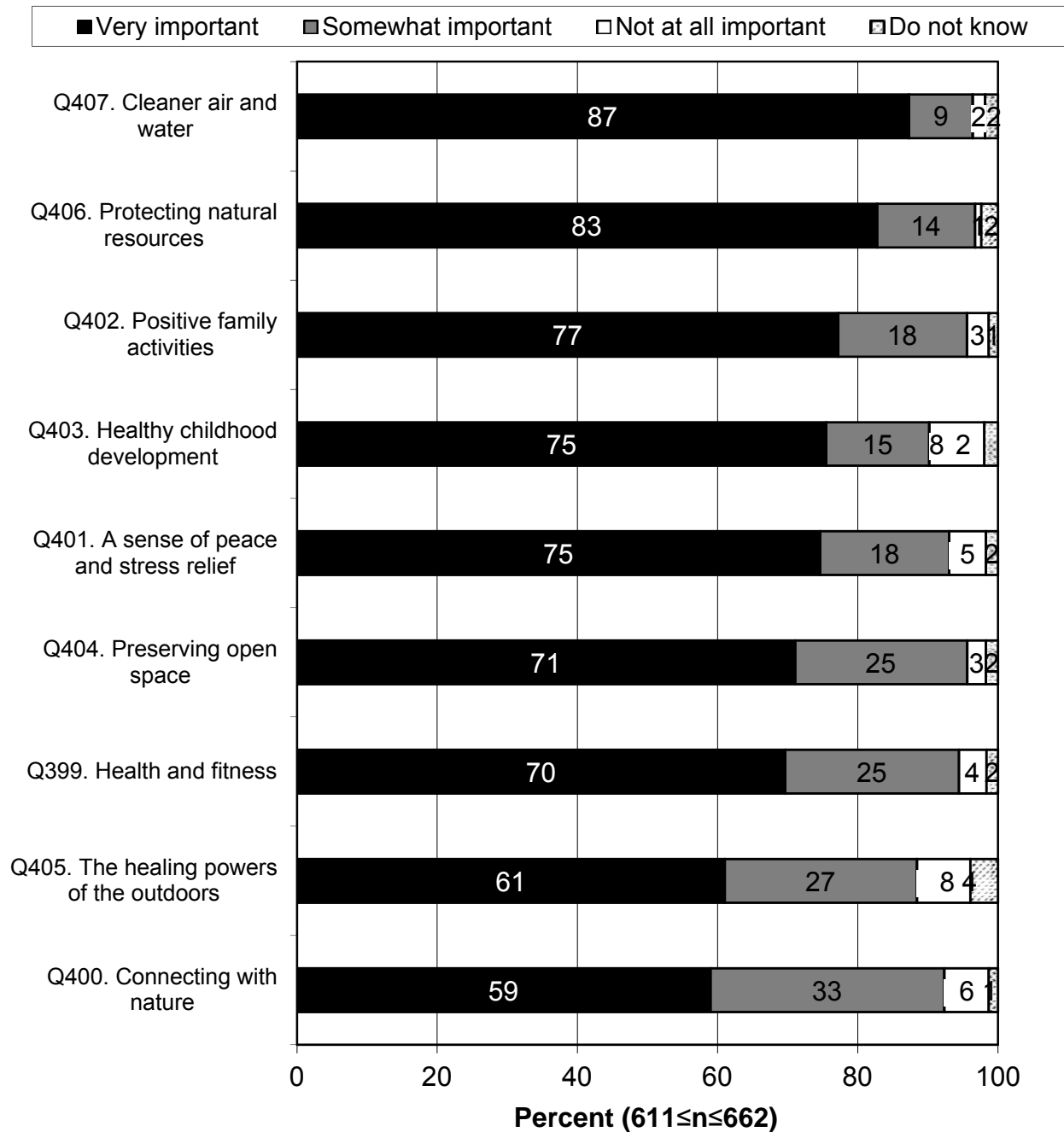
**Q396. What would encourage you to be the person who initiates the activity? (Asked of those who indicated that there are activities that they do that others initiate but that they never initiate on their own.)**



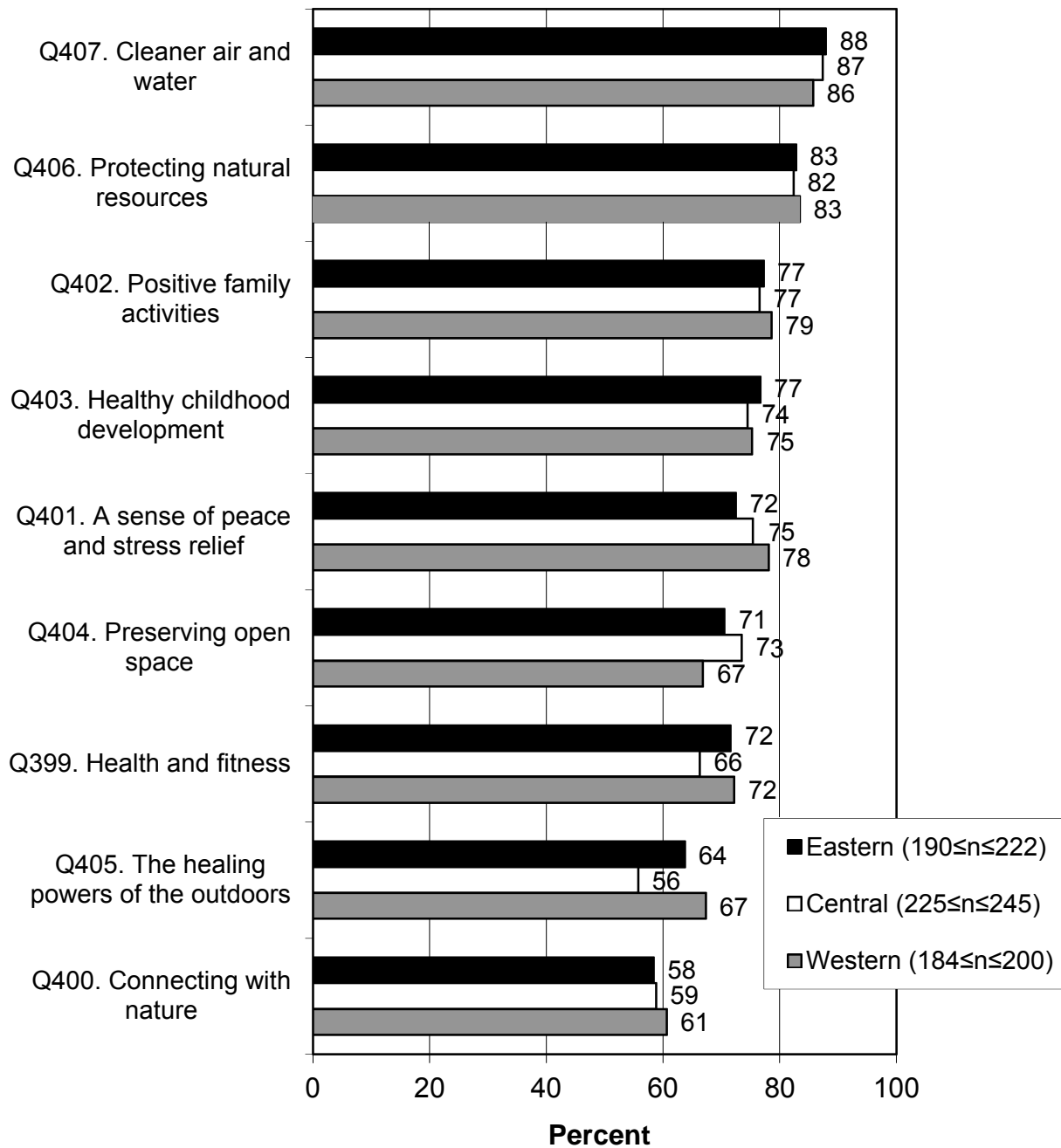
**BENEFITS OF PARTICIPATING IN RECREATION**

- Nine questions asked Iowa residents to rate the importance of various potential benefits associated with park and recreation areas and activities to them personally. The most important perceived benefits statewide are ecological: cleaner air and water (87% rate this as a *very* important benefit) and the protection of natural resources (83%). Right below this are positive family values (77%), healthy childhood development (75%), and a sense of peace and stress relief (also 75% rating it *very* important).
- Regional graphs are shown, as well, with little marked differences among the regions.

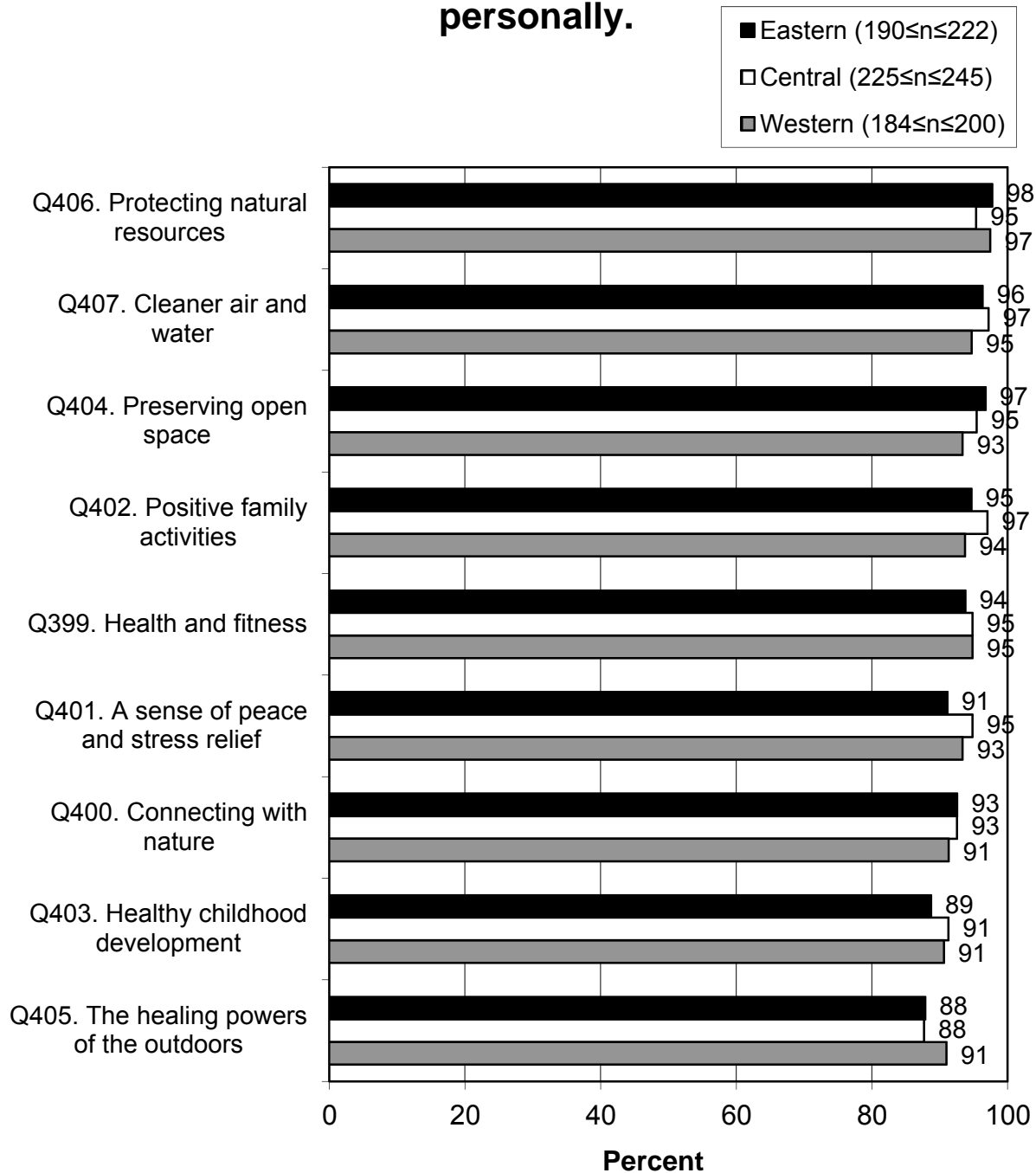
**Q399-Q407. Percent of respondents who indicated that each of the following is a benefit associated with park or recreation areas and activities for them personally. (Residents overall.)**



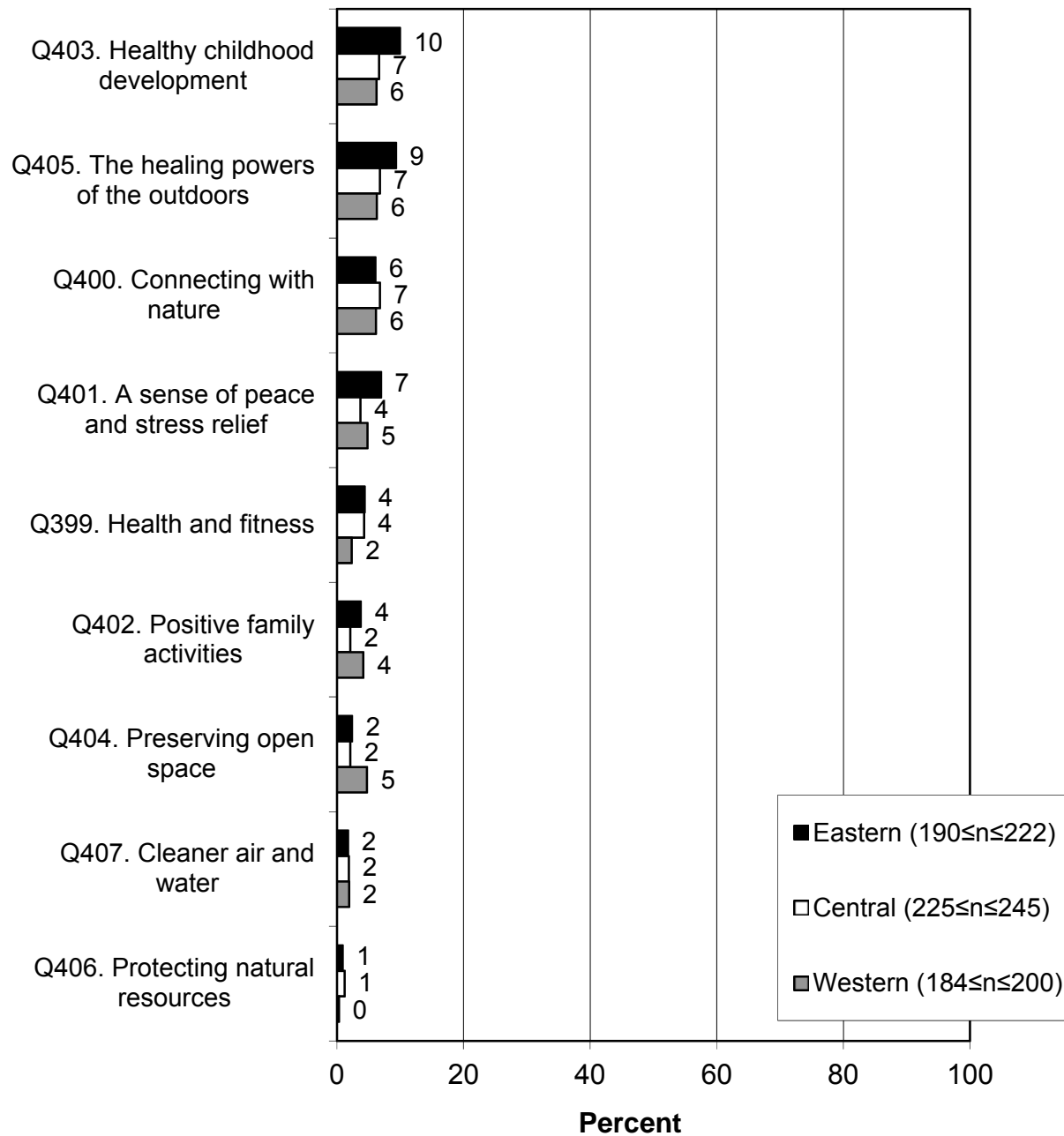
**Q399-Q407. Percent of respondents who indicated that each of the following is a very important benefit of park or recreation areas and activities for them personally.**



**Q399-Q407. Percent of respondents who indicated that each of the following is a very important or somewhat important benefit of park or recreation areas and activities for them personally.**



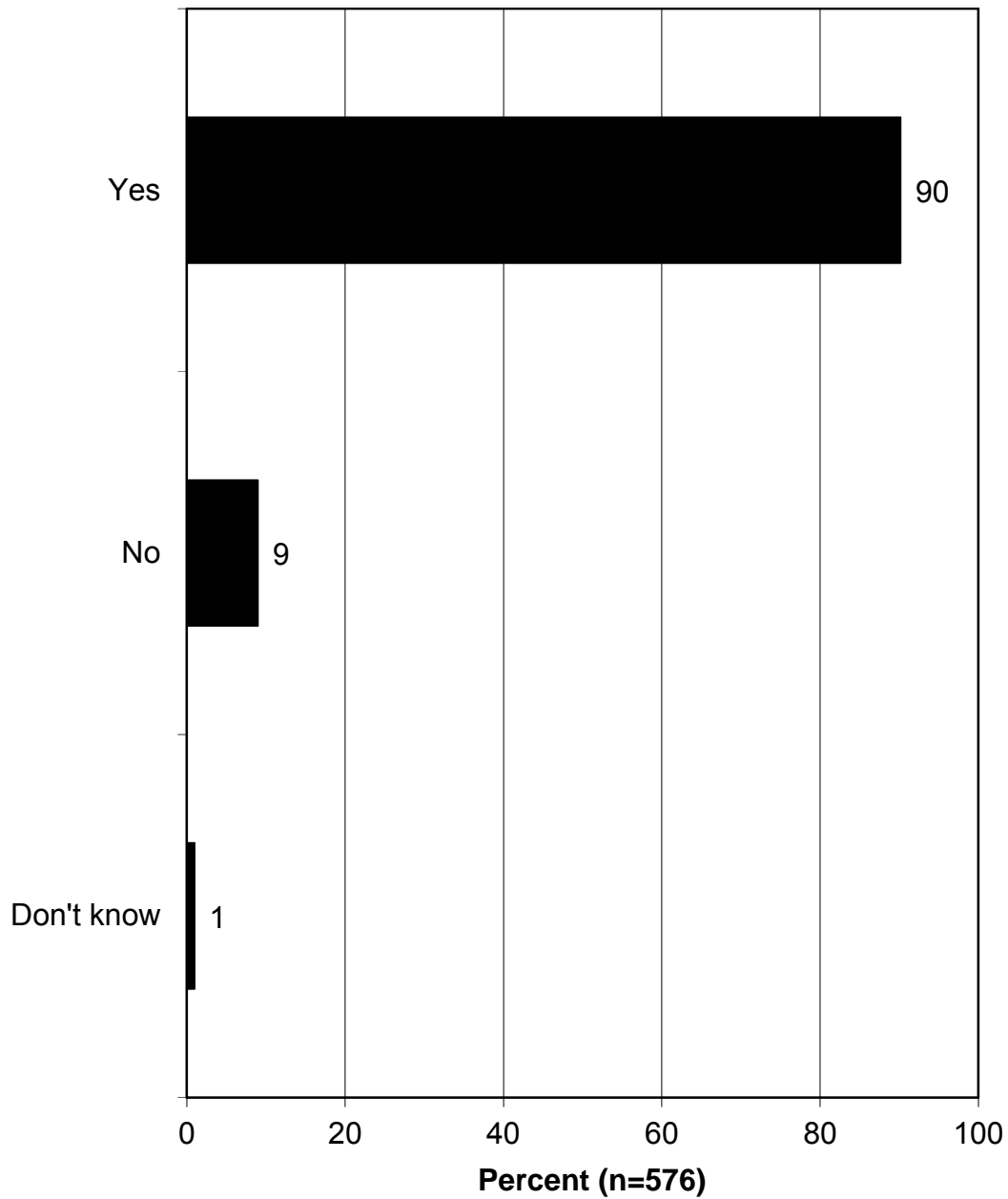
**Q399-Q407. Percent of respondents who indicated that each of the following is a not at all important benefit of park or recreation areas and activities for them personally.**



## **KNOWLEDGE OF RECREATION LOCATIONS AND INFORMATION SOURCES ABOUT OUTDOOR RECREATION**

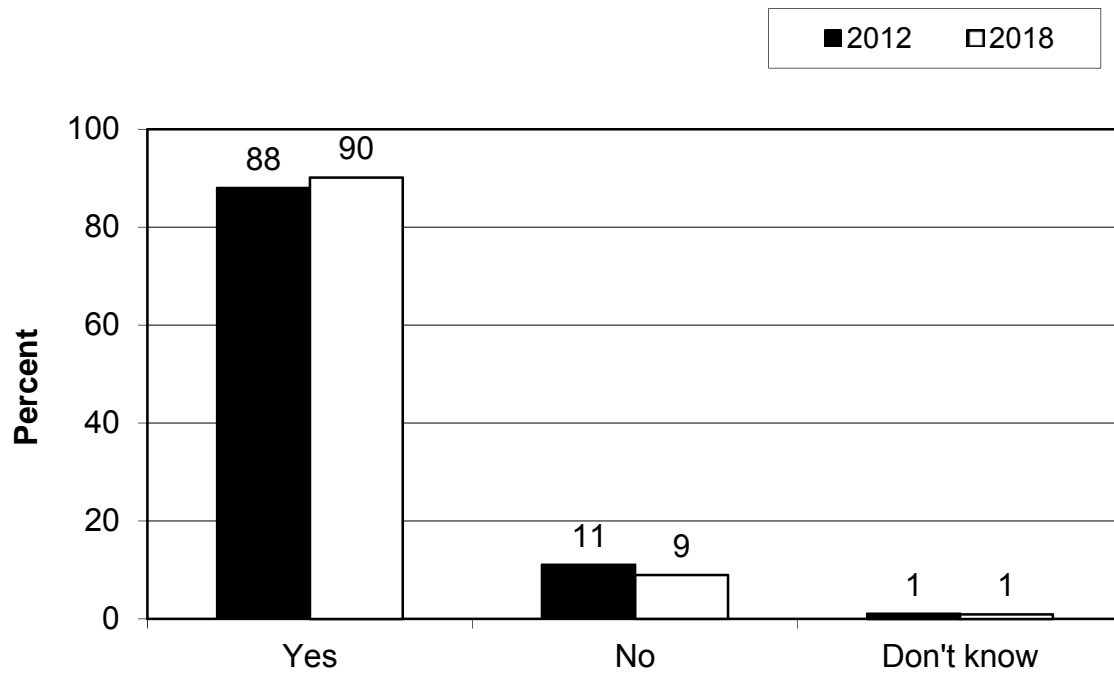
- The overwhelming majority of Iowa residents (90%) say that, in general, they know where recreational facilities in Iowa are located.
  - A trend graph is shown.
  - There is little difference regionally.
  
- When asked for the best ways to provide them with information about outdoor recreation in Iowa, residents most commonly prefer the Internet (30% say this is the best way), e-mail (29%), and direct mail (25%).
  - A trend graph is shown.
  - The Internet is named by Eastern Region residents more often than by residents of the other regions; conversely, direct mail is more preferred by Western and Central Region residents than it is by Eastern Region residents.

**Q393. In general, do you know where recreational facilities are located in Iowa?**

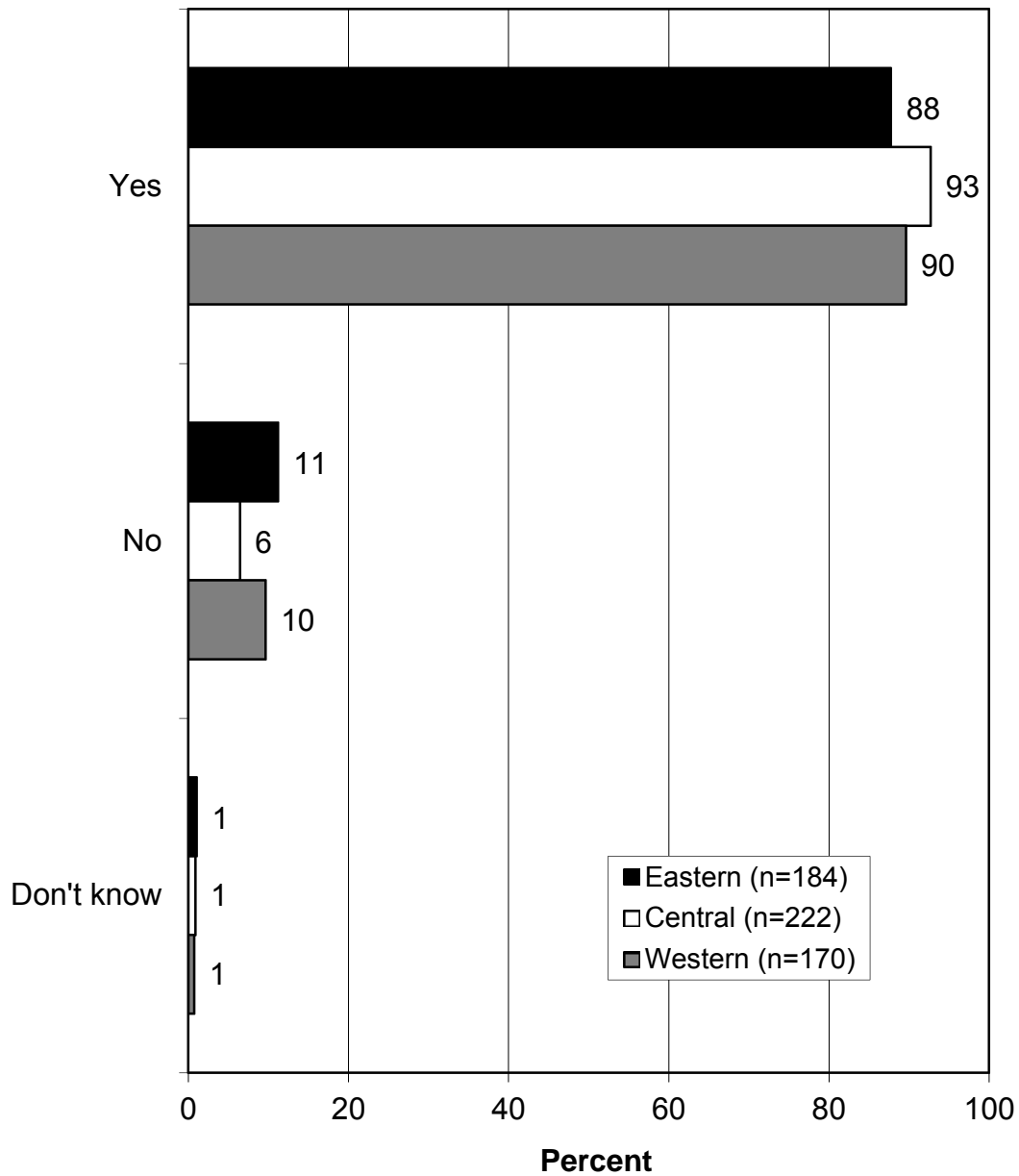




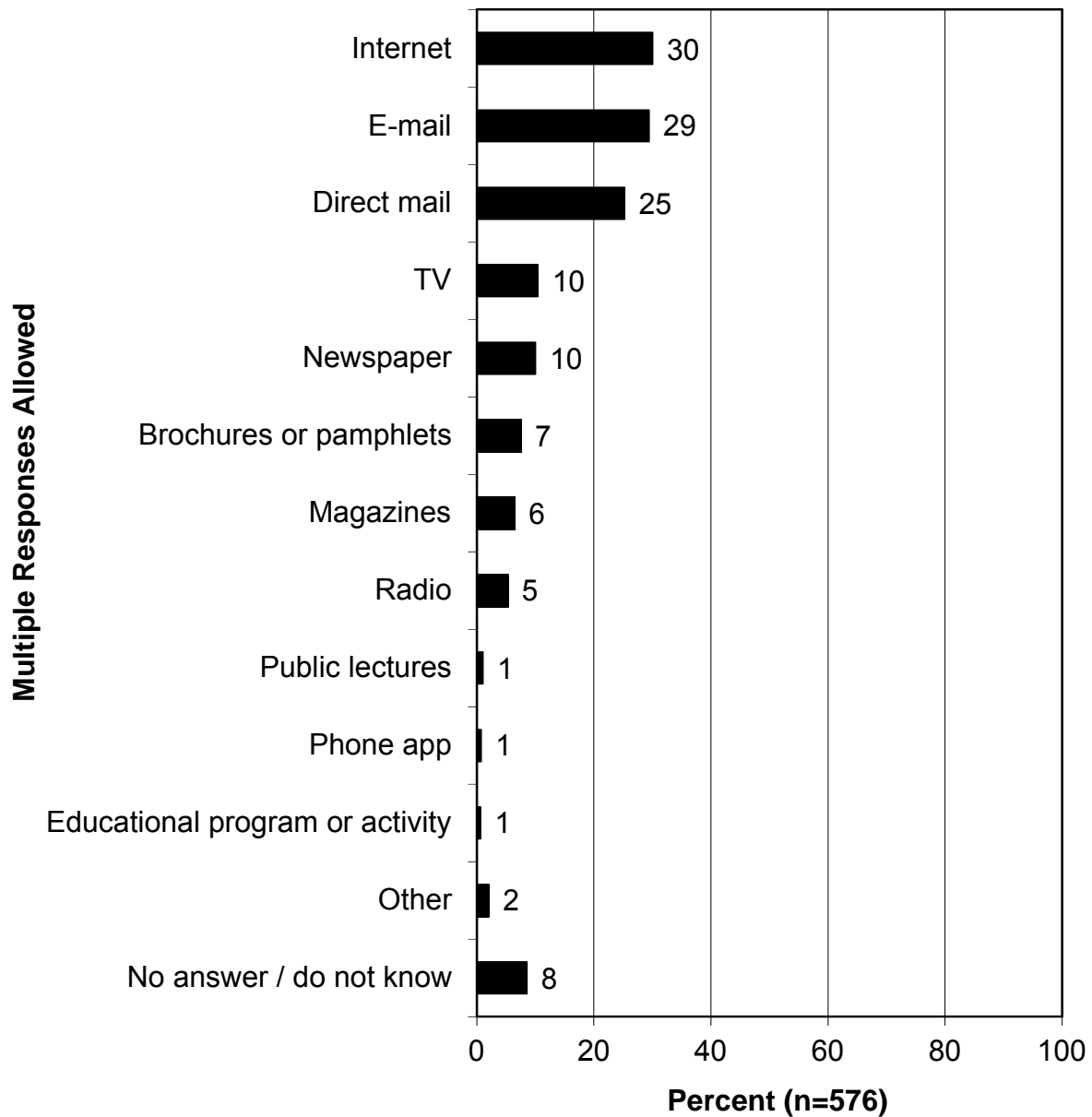
**Q393. In general, do you know where recreational facilities are located in Iowa?**



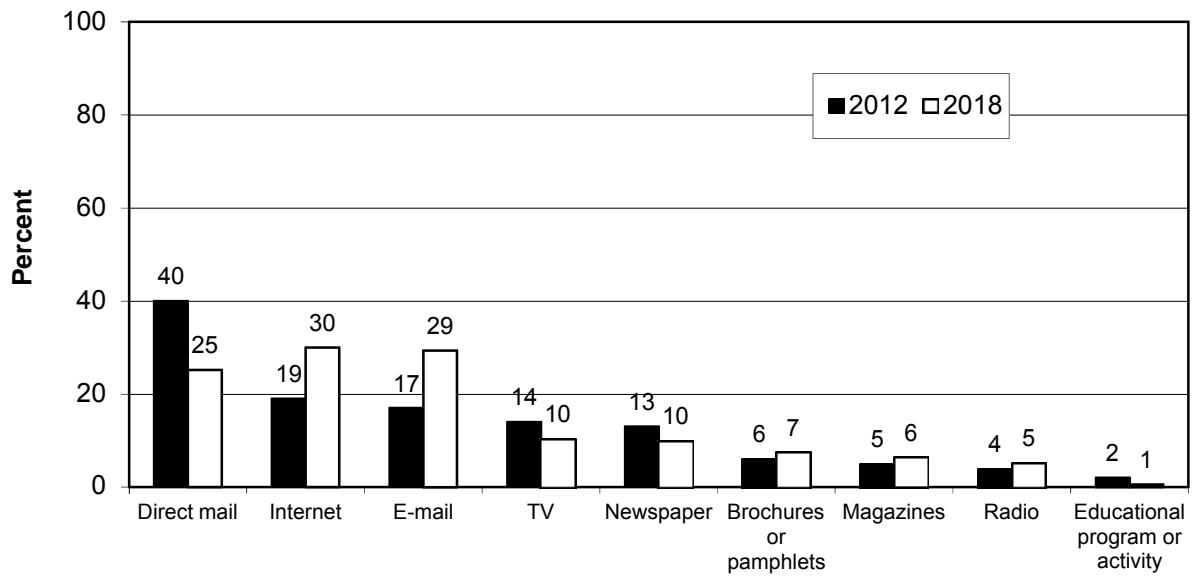
**Q393. In general, do you know where recreational facilities are located in Iowa?**



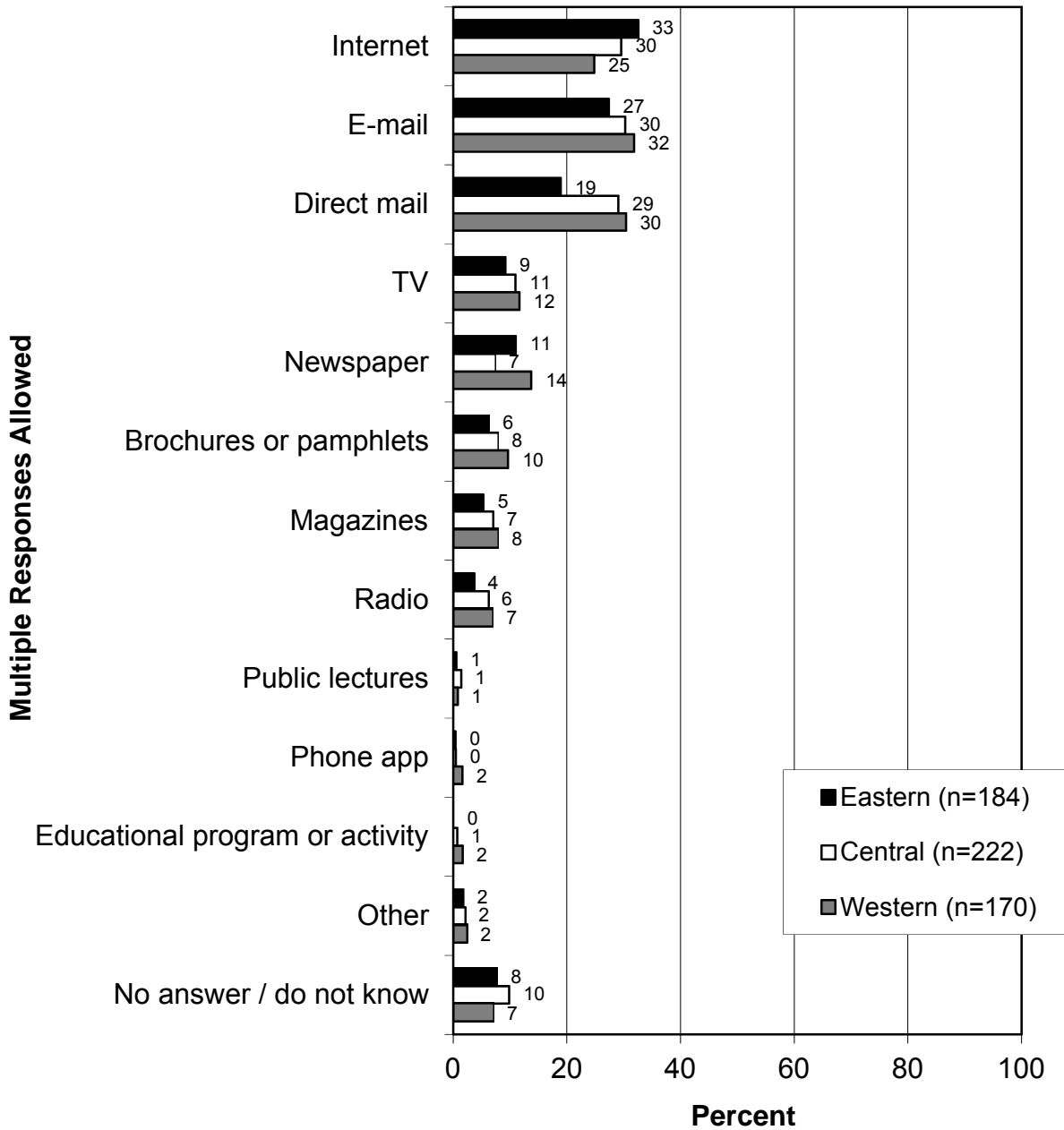
**Q481. What is the best way to provide you with information about outdoor recreation in Iowa?  
We are not sending information at this time; we are just measuring interest.**



**Q481. What is the best way to provide you with information about outdoor recreation in Iowa?**



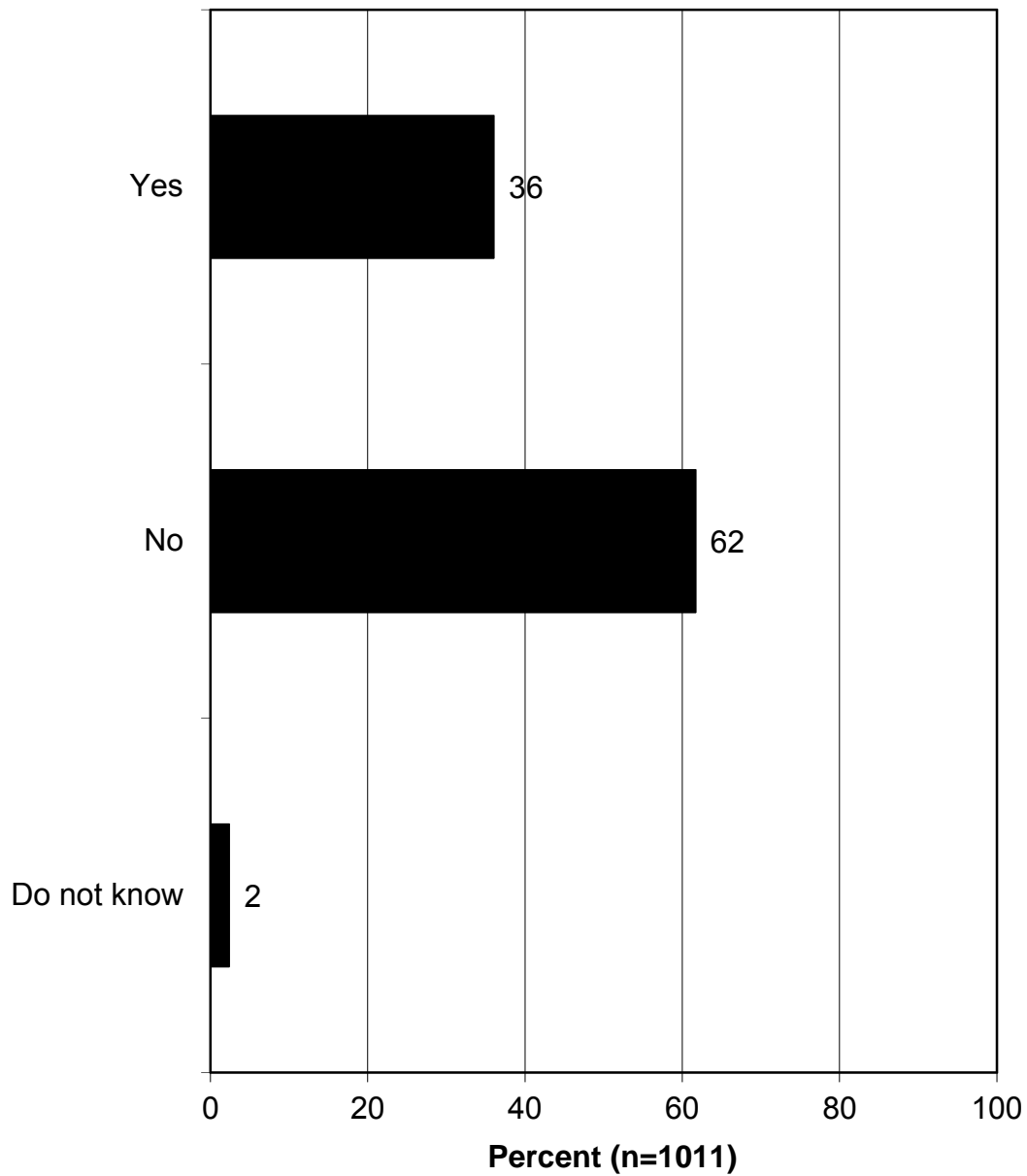
**Q481. What is the best way to provide you with information about outdoor recreation in Iowa?  
We are not sending information at this time; we are just measuring interest.**



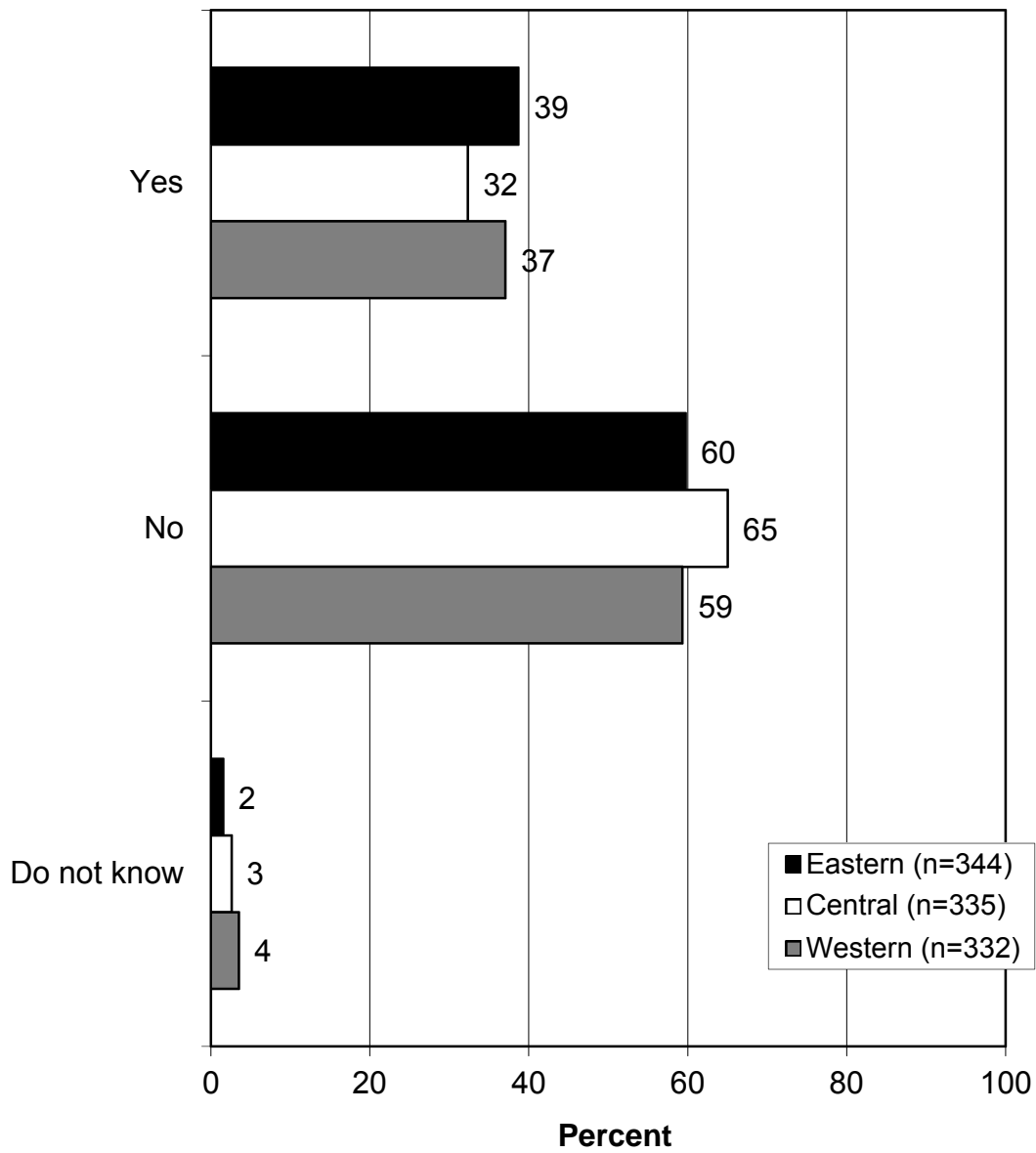
## FACILITIES RESIDENTS WOULD LIKE TO ADD

- When asked if there are any recreational facilities or areas that they would like to see added to their area, 36% of Iowa residents respond that there are. Central Region residents have a lower percentage, compared to the other regions, saying that there are facilities/areas that they want to see added, but only slightly.
  - In follow-up, the most commonly named of these facilities or areas are paved bike paths, camping areas, other trails (other than paved bike, horse, ATV, or ADA-accessible trails), ATV trails, shooting ranges, and dog parks—all at more than 5% of those who received the question.
    - Among the regional results, camping areas are *not* as important to Eastern Region residents than to residents of the other regions; conversely, ATV trails are more important to Eastern Region residents than to residents of the other regions. These are not the only differences, but they are notable differences in the most commonly named facilities/areas that residents would like to see added.

**Q387. Are there any outdoor recreational facilities or areas you would like to see added in your area?**



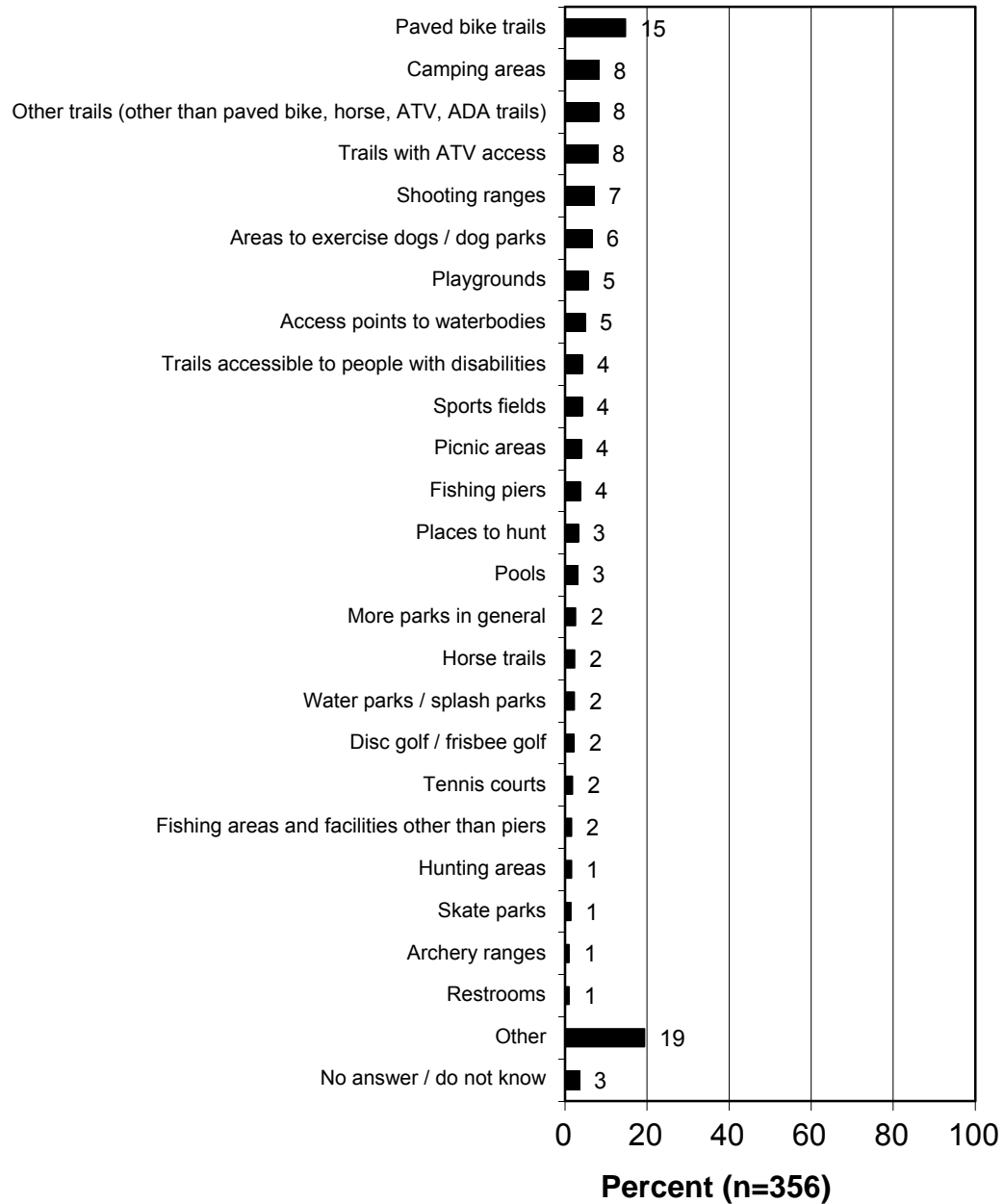
**Q387. Are there any outdoor recreational facilities or areas you would like to see added in your area?**



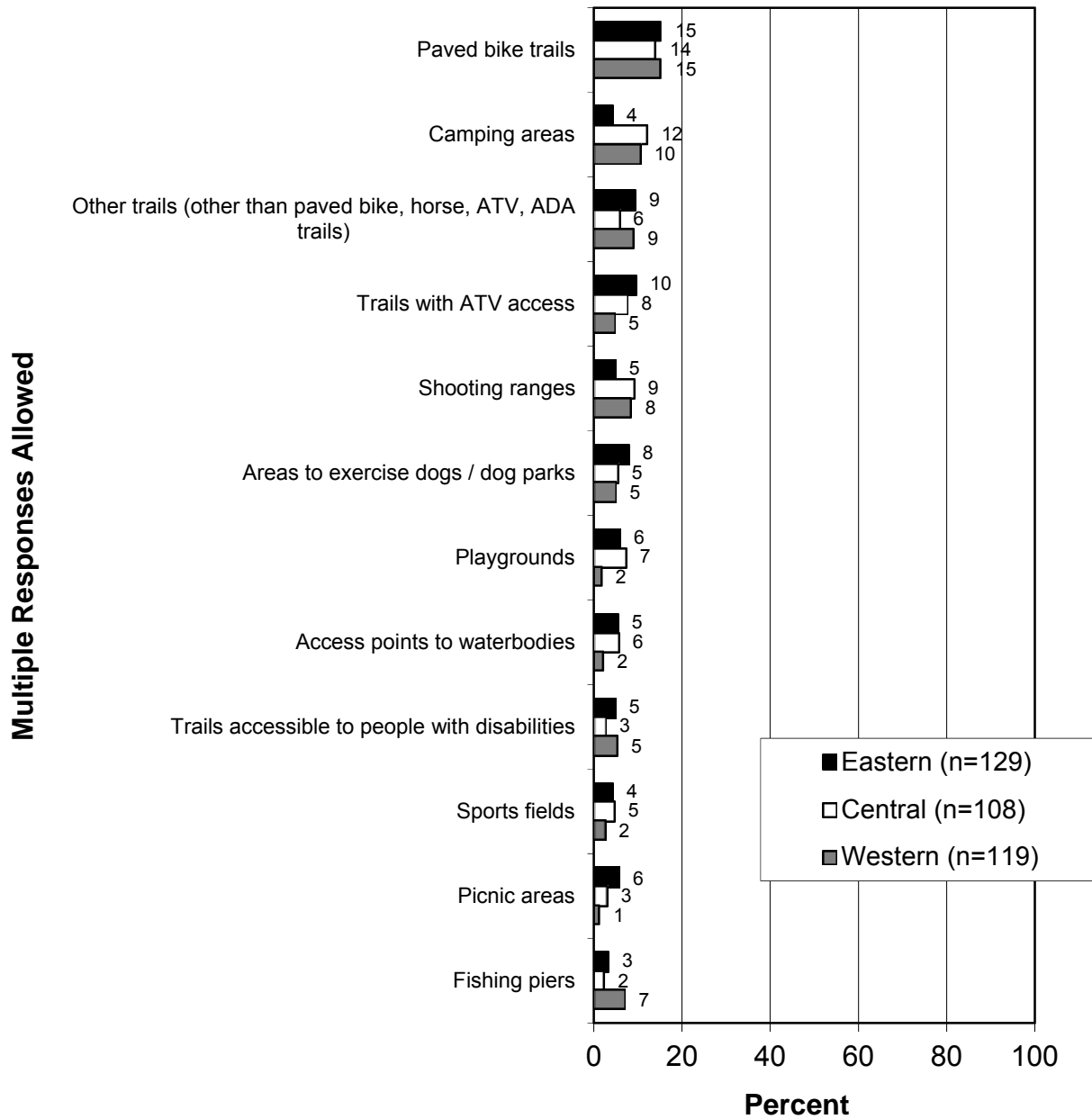


**Q390. What types of outdoor recreational facilities or areas you would like to see added in your area? (Asked of those who indicated that there are outdoor recreational facilities or areas that they would like to see added in their area.)**

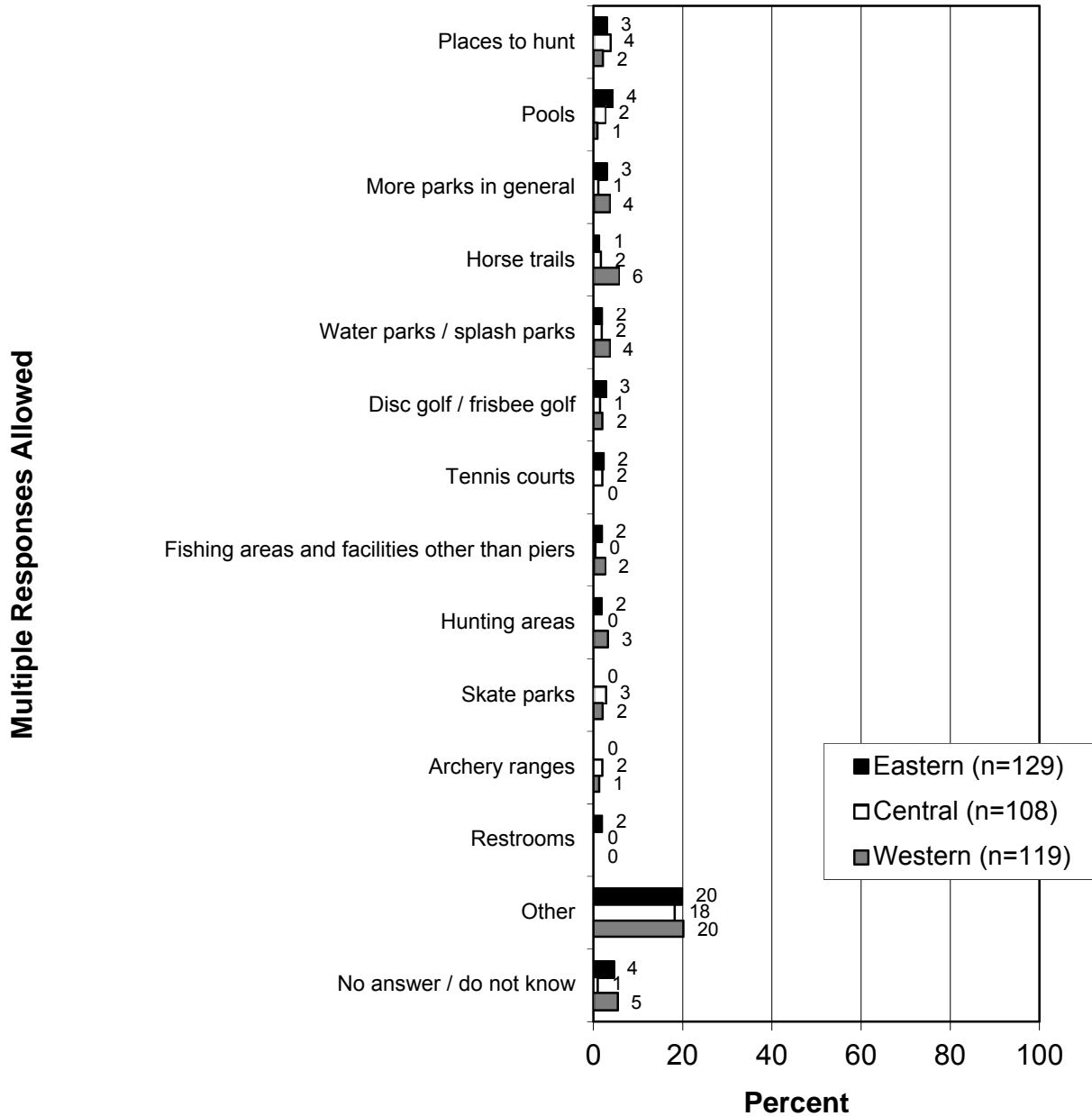
**Multiple Responses Allowed**



**Q390. What types of outdoor recreational facilities or areas you would like to see added in your area? (Asked of those who indicated that there are outdoor recreational facilities or areas that they would like to see added in their area.) (Part 1)**



**Q390. What types of outdoor recreational facilities or areas you would like to see added in your area? (Asked of those who indicated that there are outdoor recreational facilities or areas that they would like to see added in their area.)  
(Part 2)**

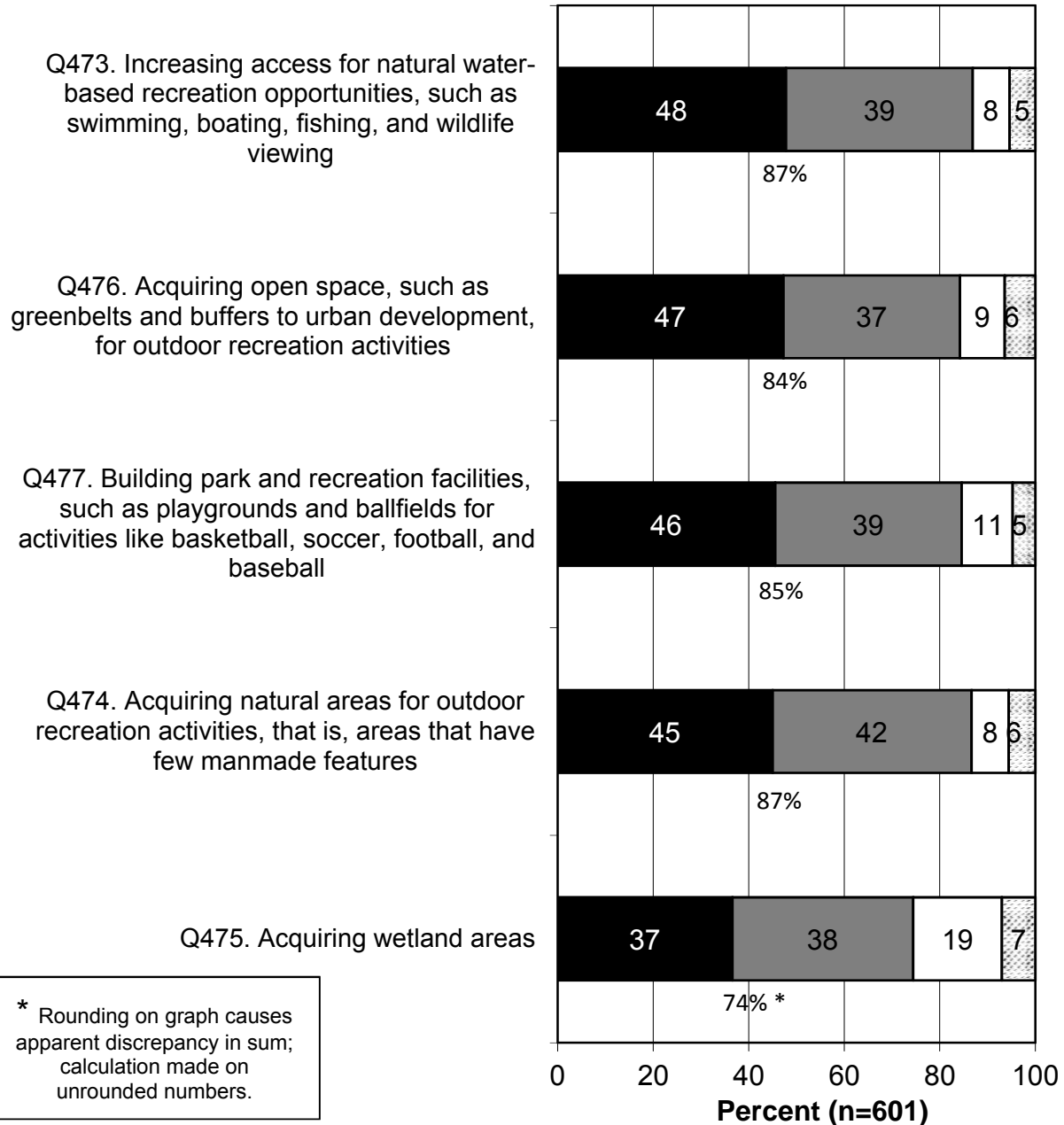


## AGENCY PRIORITIES

- The survey asked about the priority that should be given to five agency actions. For four of them, the results are similar, with just under half (45% to 48%) saying each should be a *high* priority, and between 84% and 87% saying each should be a *high* or *medium* priority: increased access for natural water-based recreation, acquiring open space, building park and recreation facilities, and acquiring natural areas for outdoor recreation. The last of the five, acquiring wetland areas, is markedly lower but still with a majority saying it is a *high* or *medium* priority.
- A trend graph is shown.
  - Regional graphs are shown. Increasing access for natural water-based recreation is particularly important to Western Region residents, as shown in the graph of *high* priorities; otherwise, the regions are quite similar in their perceived priorities.
  - Demographic characteristic graphs are shown for those who think each of agency actions should be a *high* priority and for those who think each of the agency actions should be a *low* priority.

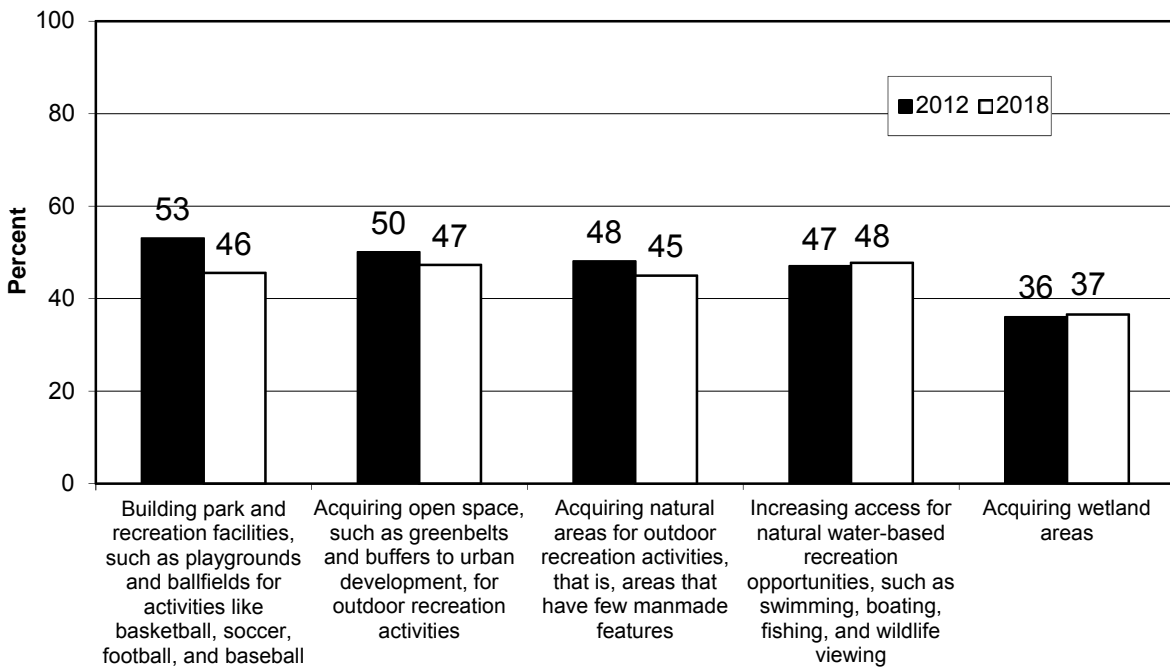
Note: sum of high and medium priority indicated below each bar.

**Q473-Q477. Percent of respondents who think each of the following should be at the given priority level for recreation in Iowa. (Residents overall.)**

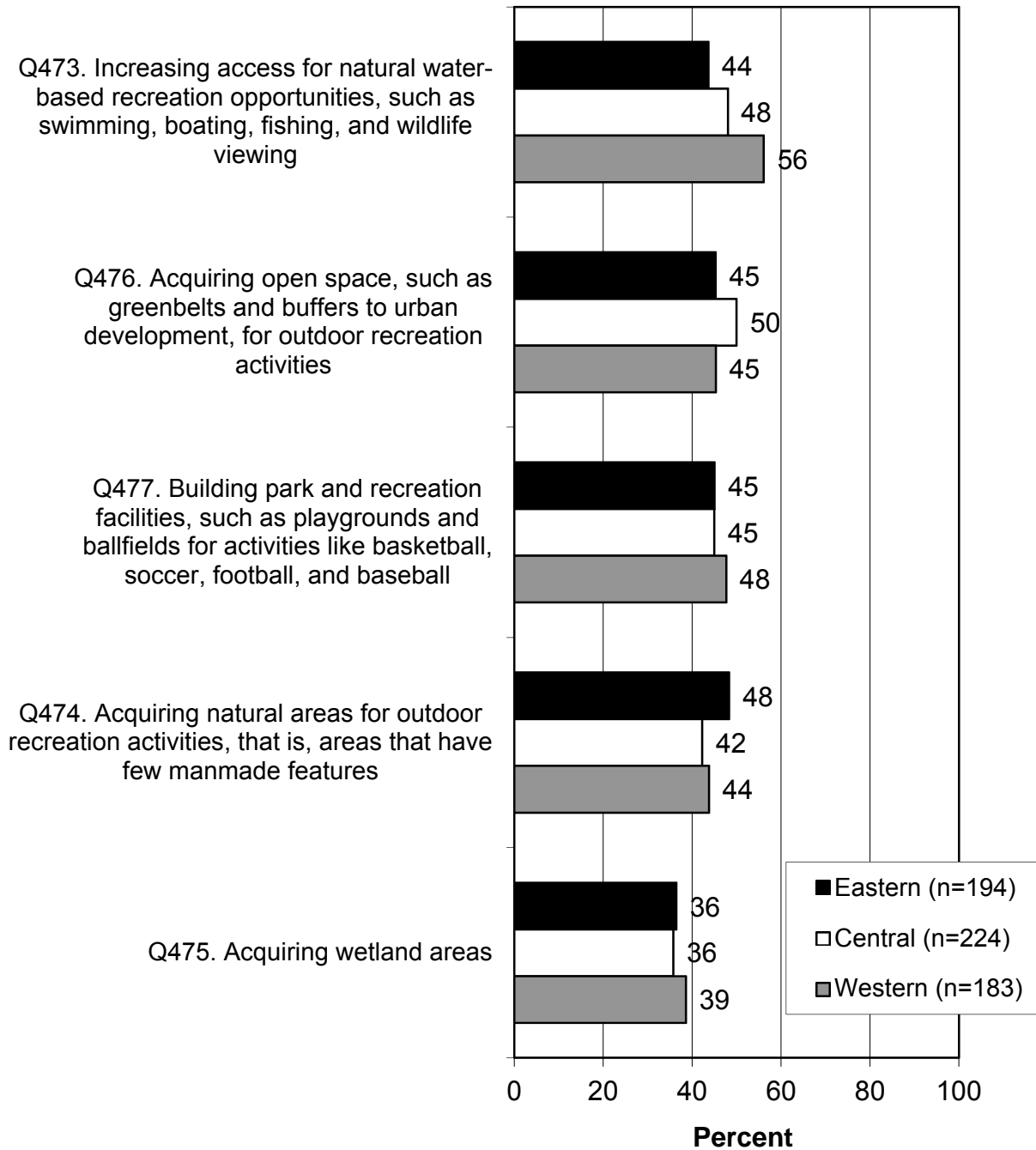


\* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

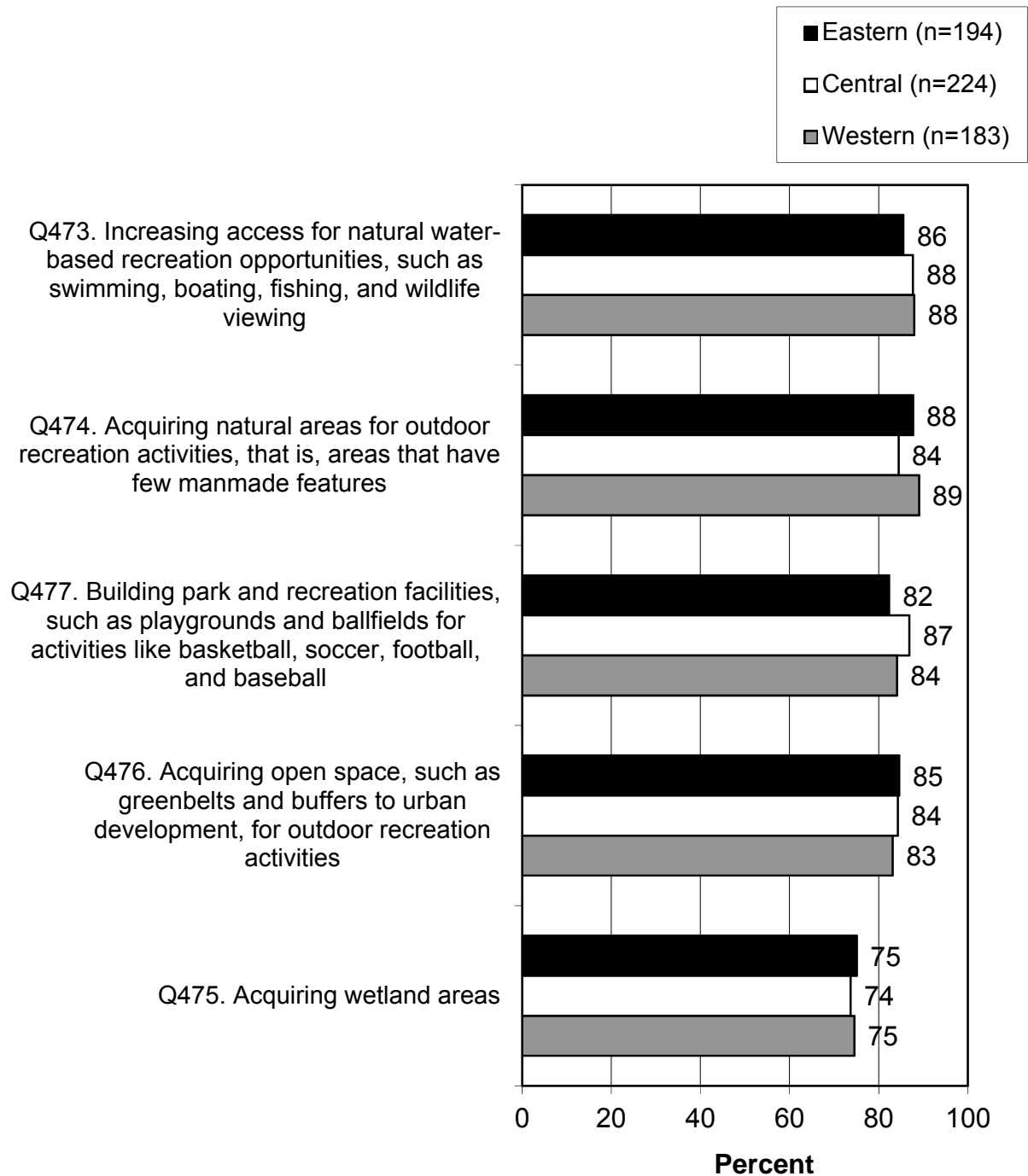
**Q473-477. Percent of respondents who said that each of the following should be a high priority for natural resources agencies and organizations in Iowa:**



**Q473-Q477. Percent of respondents who think each of the following should be a high priority for recreation in Iowa.**

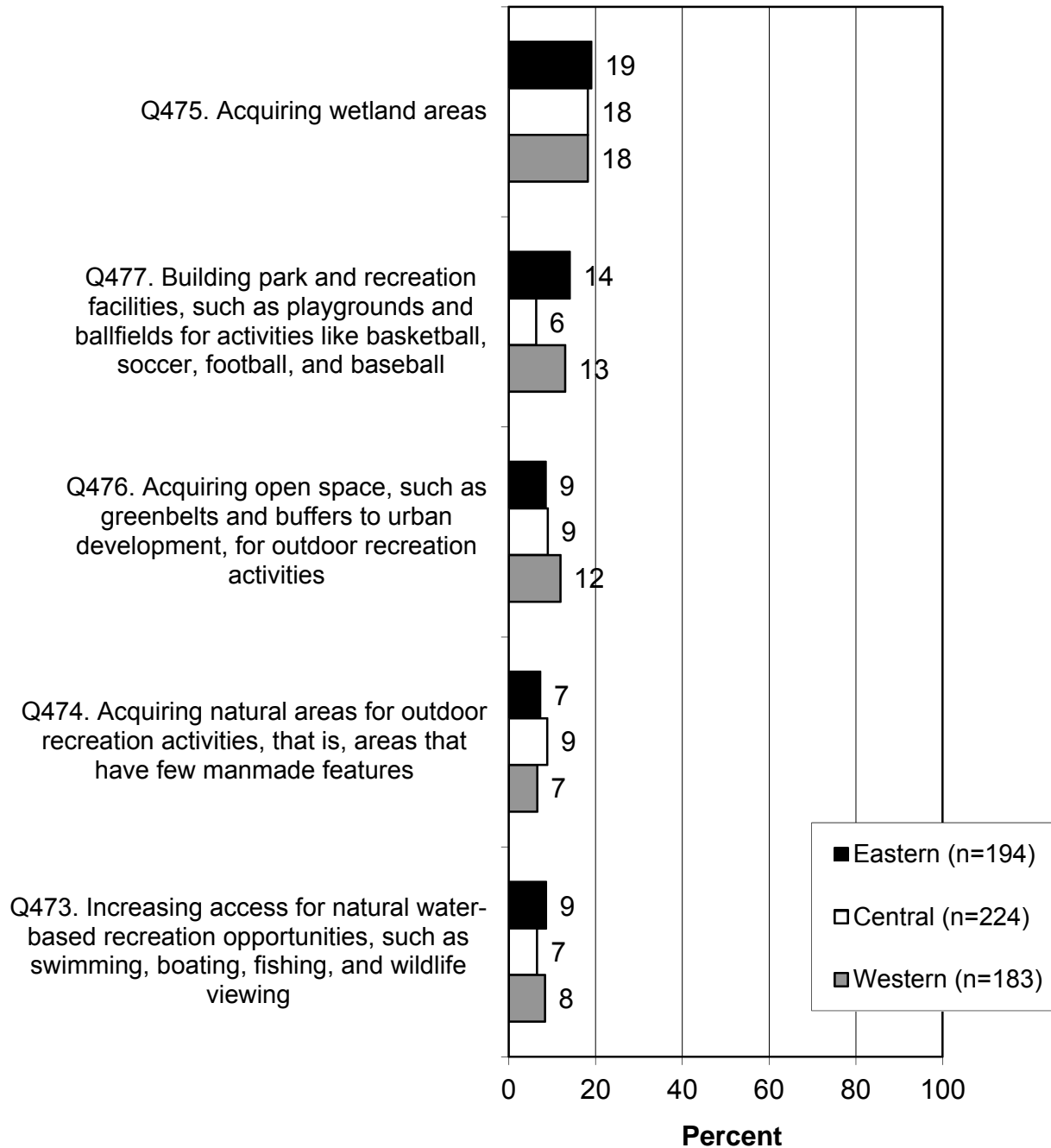


**Q473-Q477. Percent of respondents who think each of the following should be a high priority or medium priority for recreation in Iowa.**

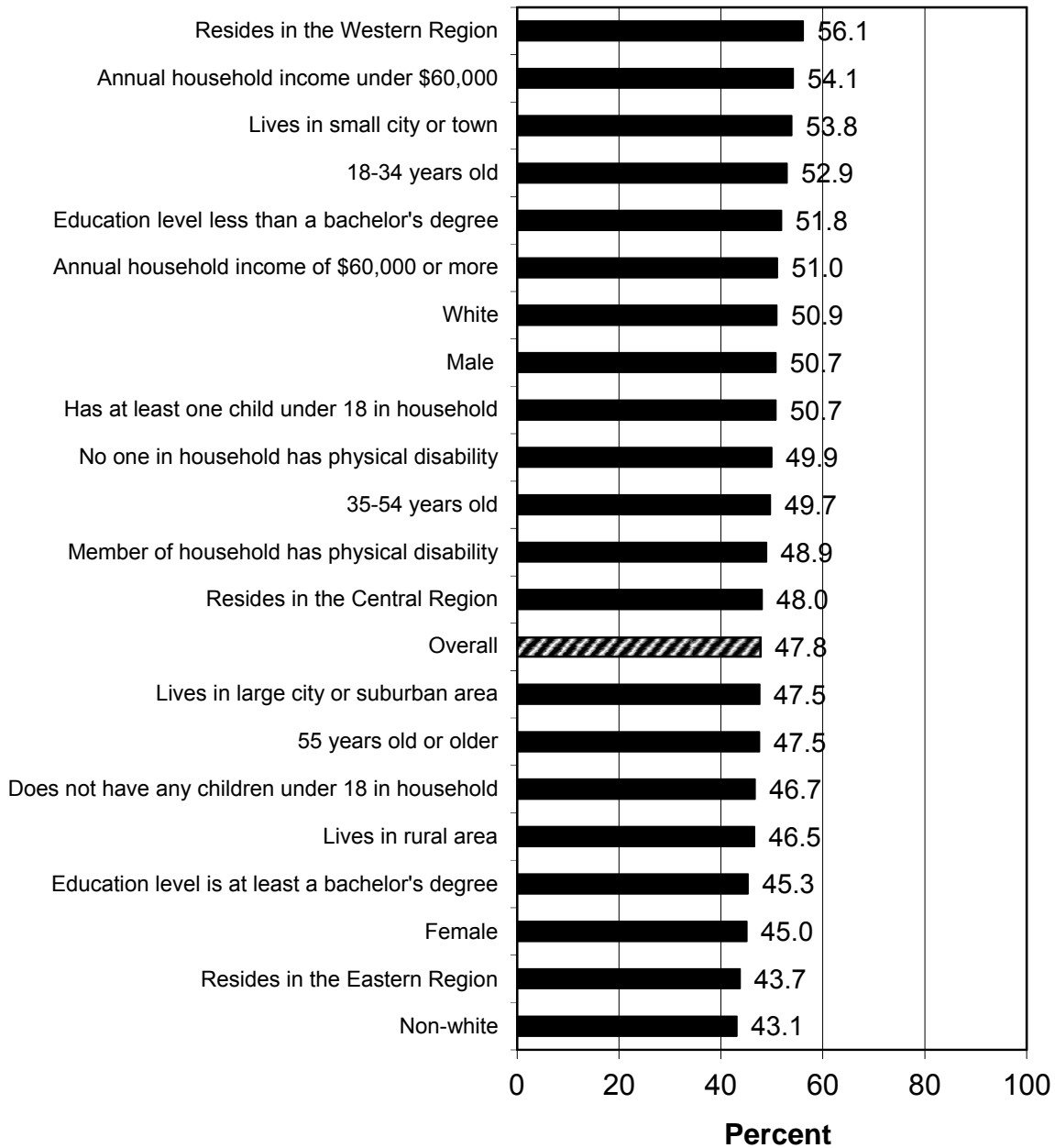




**Q473-Q477. Percent of respondents who think each of the following should be a low priority for recreation in Iowa.**

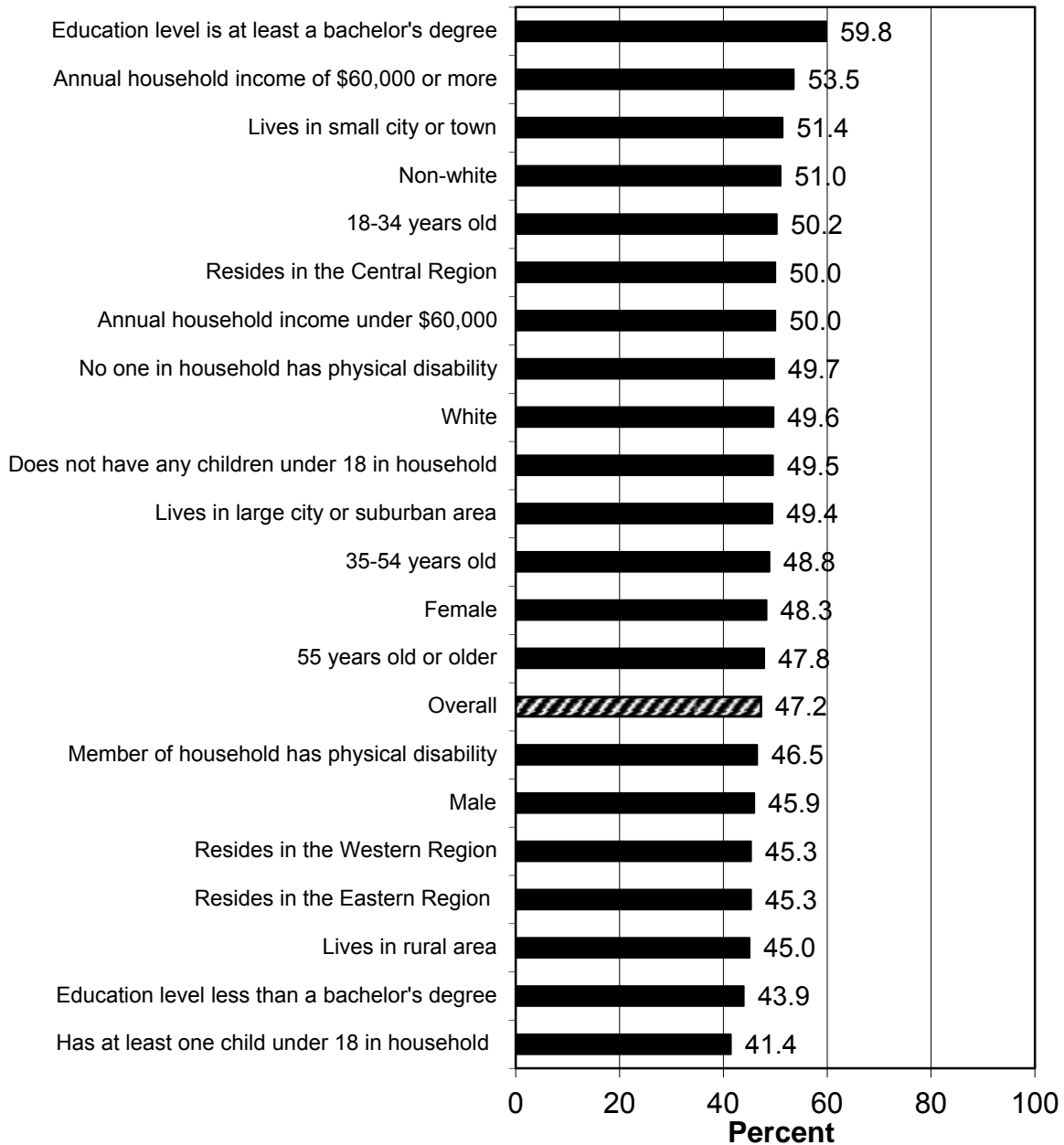


**Percent of the following groups who think that increasing access for natural water-based recreation should be a high priority for natural resource and outdoor recreation agencies:**



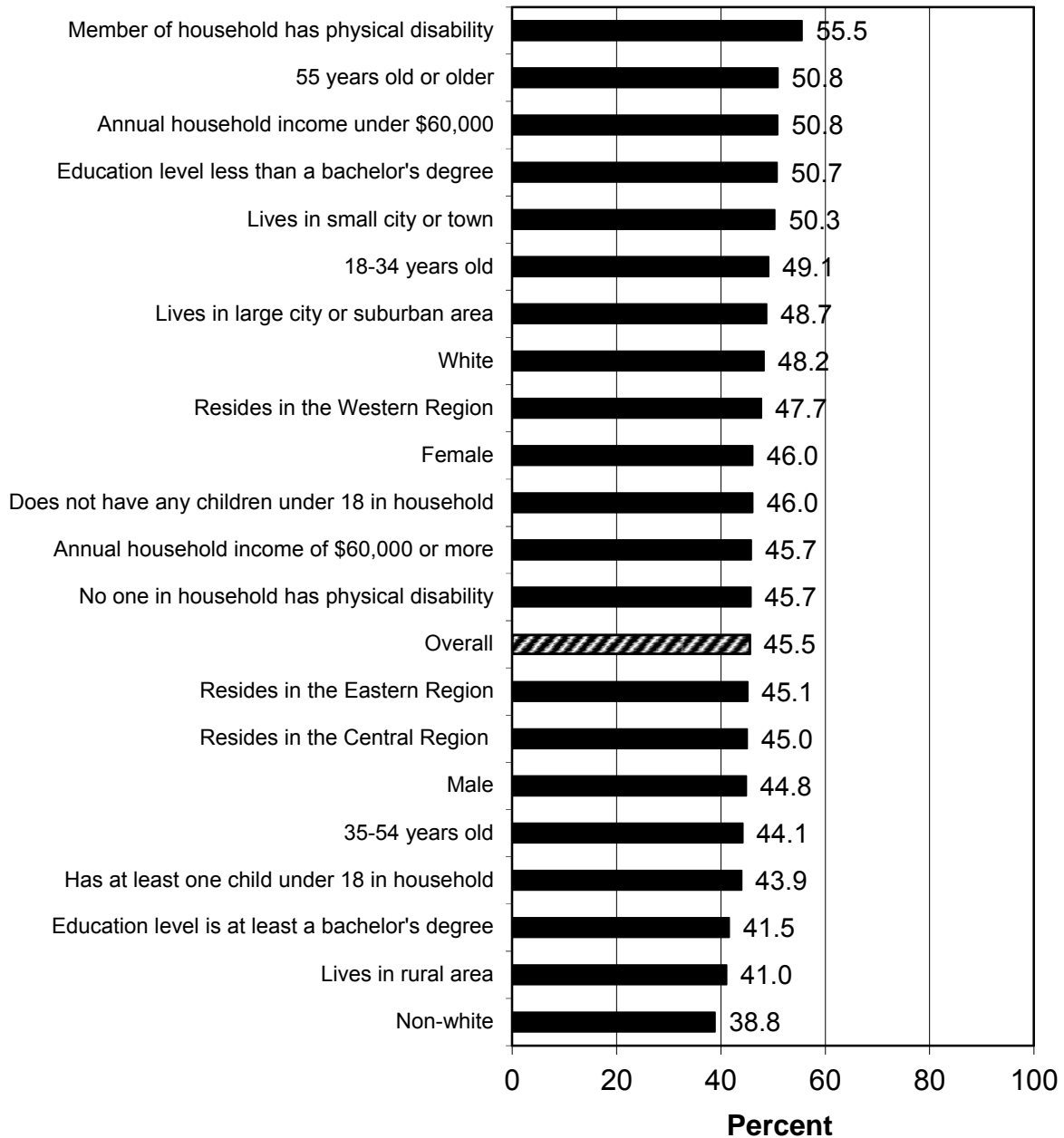
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who think that acquiring open space for outdoor recreation activities should be a high priority for natural resource and outdoor recreation agencies:**



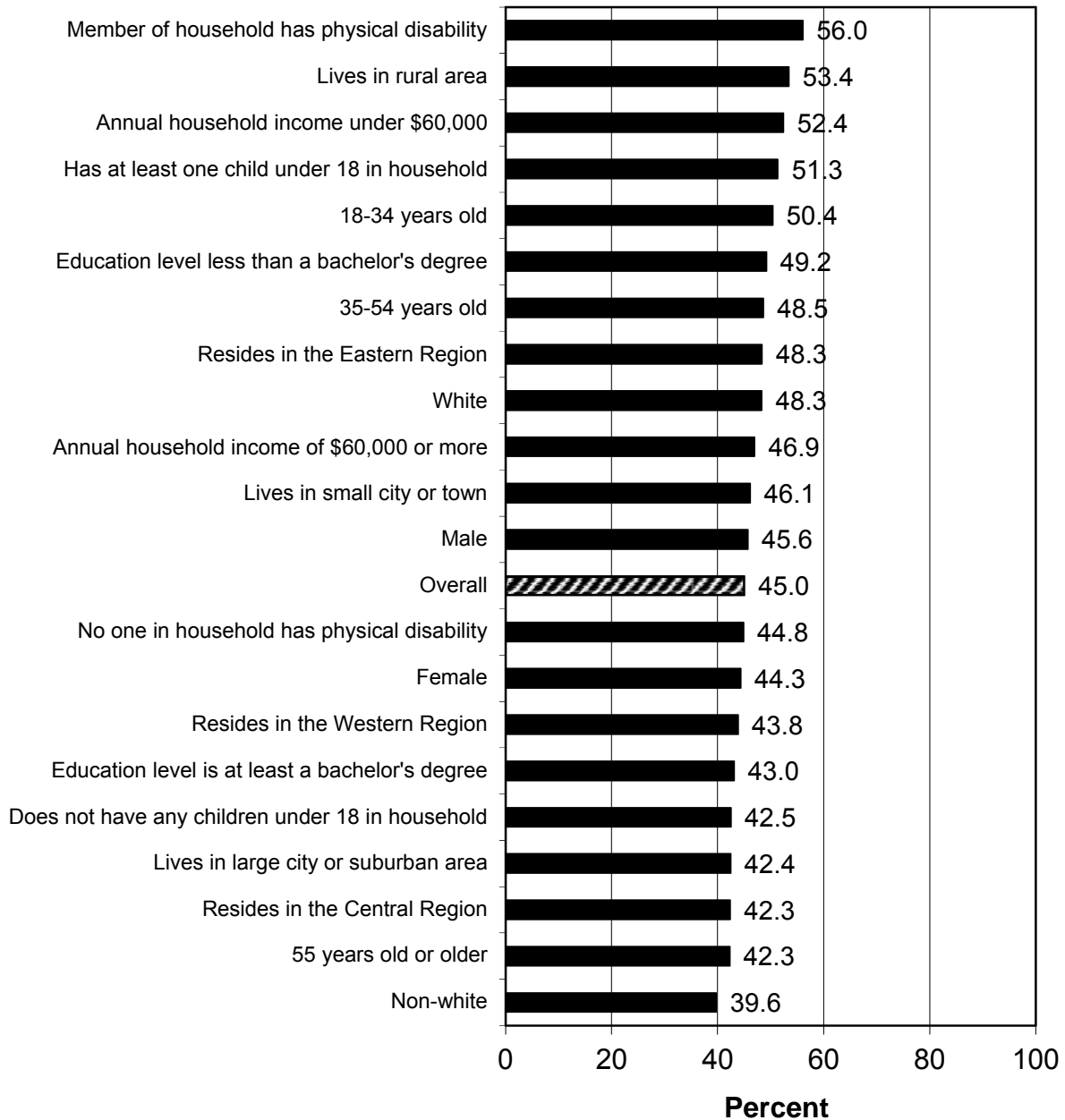
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who think that building park and recreation facilities should be a high priority for natural resource and outdoor recreation agencies:**



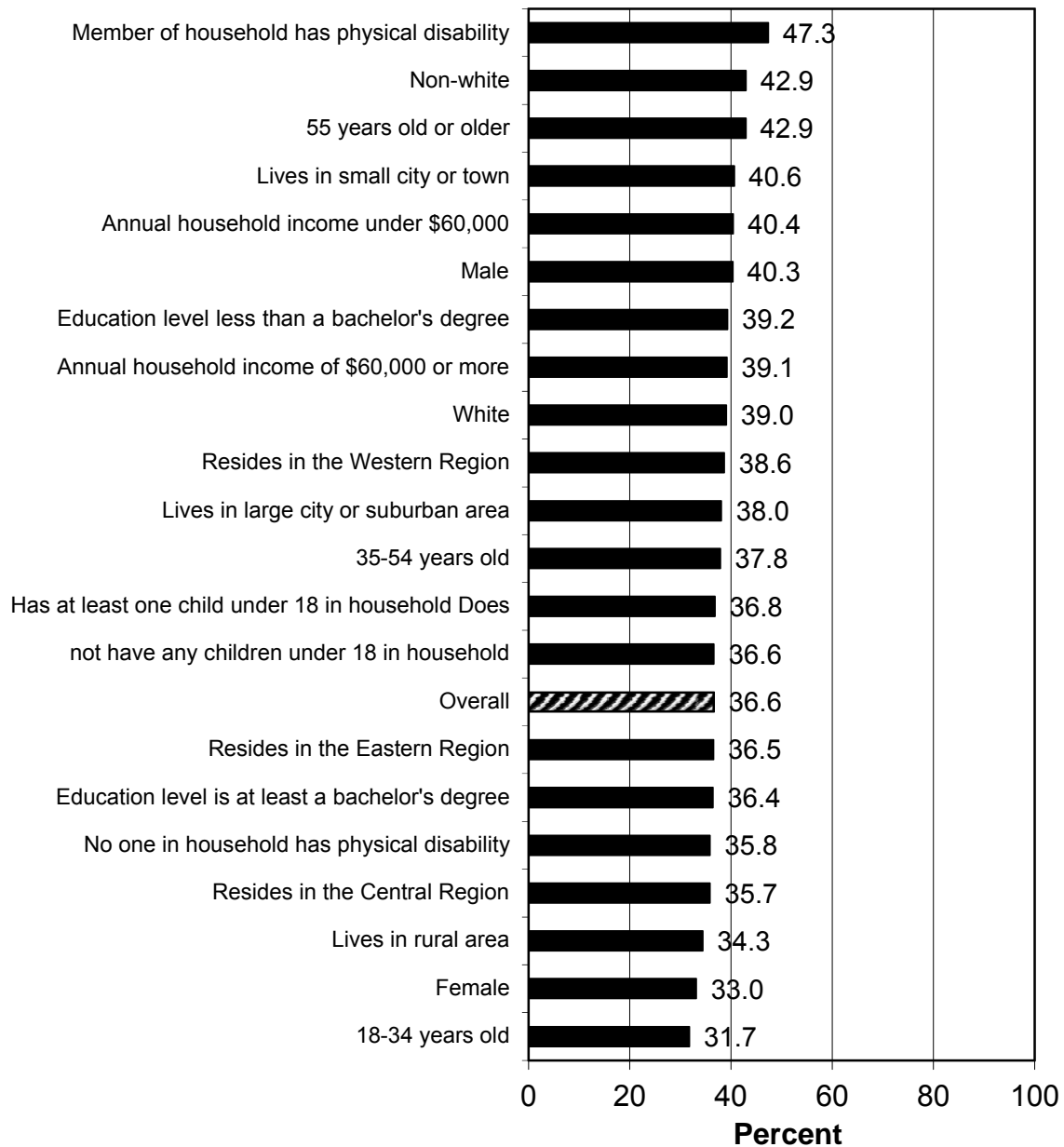
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who think that acquiring natural areas for outdoor recreation activities should be a high priority for natural resource and outdoor recreation agencies:**



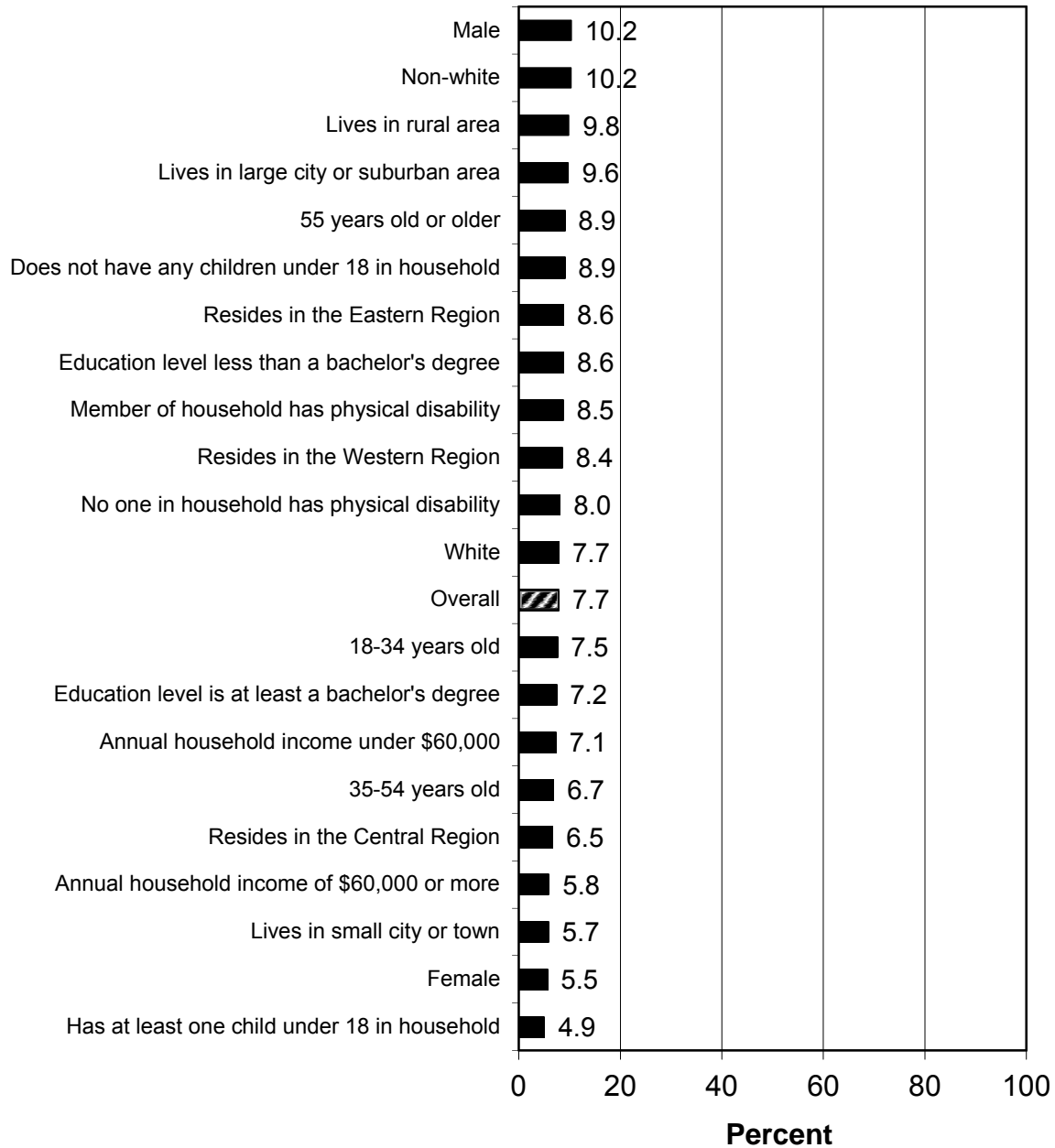
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who think that acquiring wetland areas should be a high priority for natural resource and outdoor recreation agencies:**



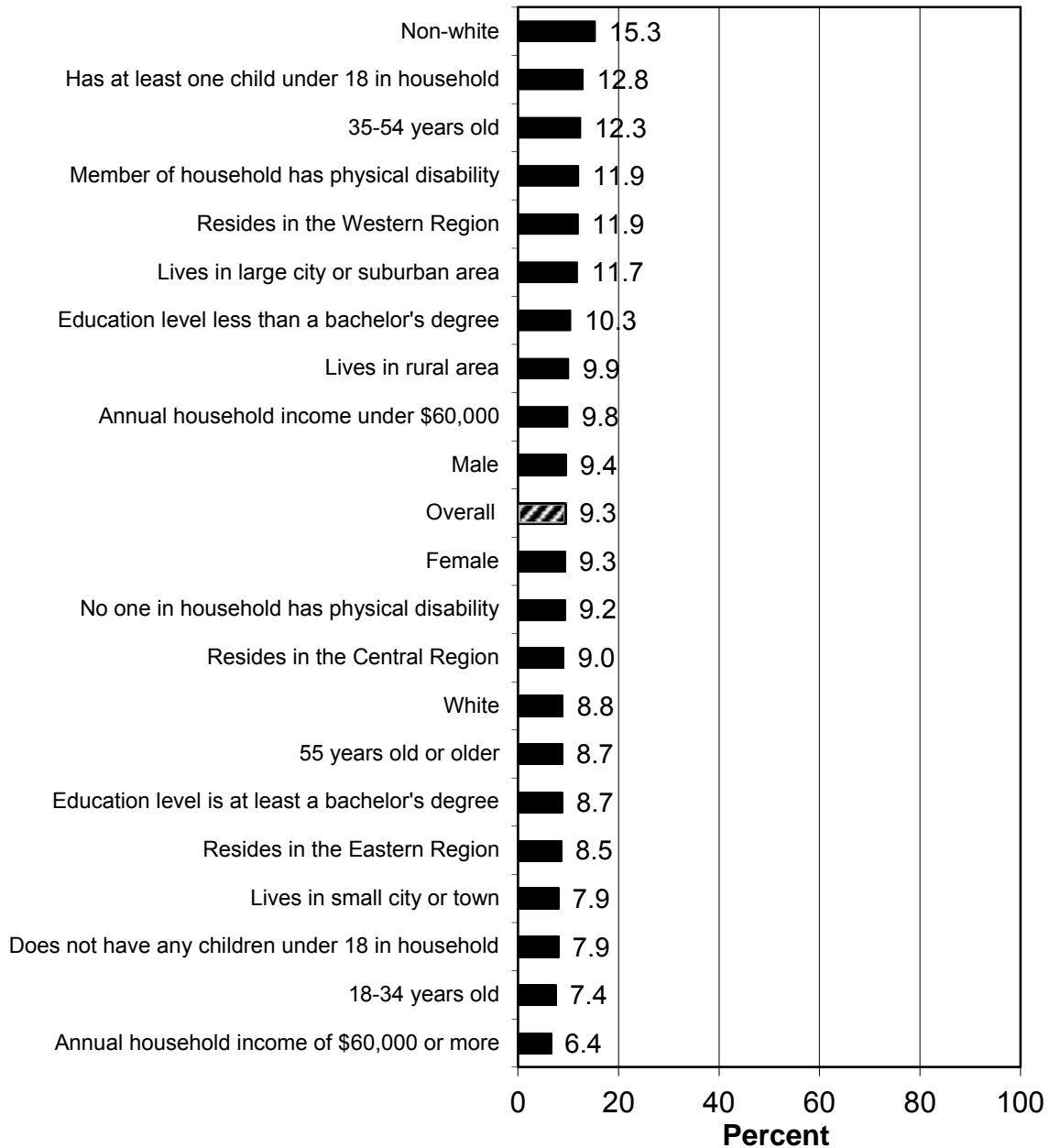
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who think that increasing access for natural water-based recreation should be a low priority for natural resource and outdoor recreation agencies:**



An explanation of how to interpret these graphs is on page 5.

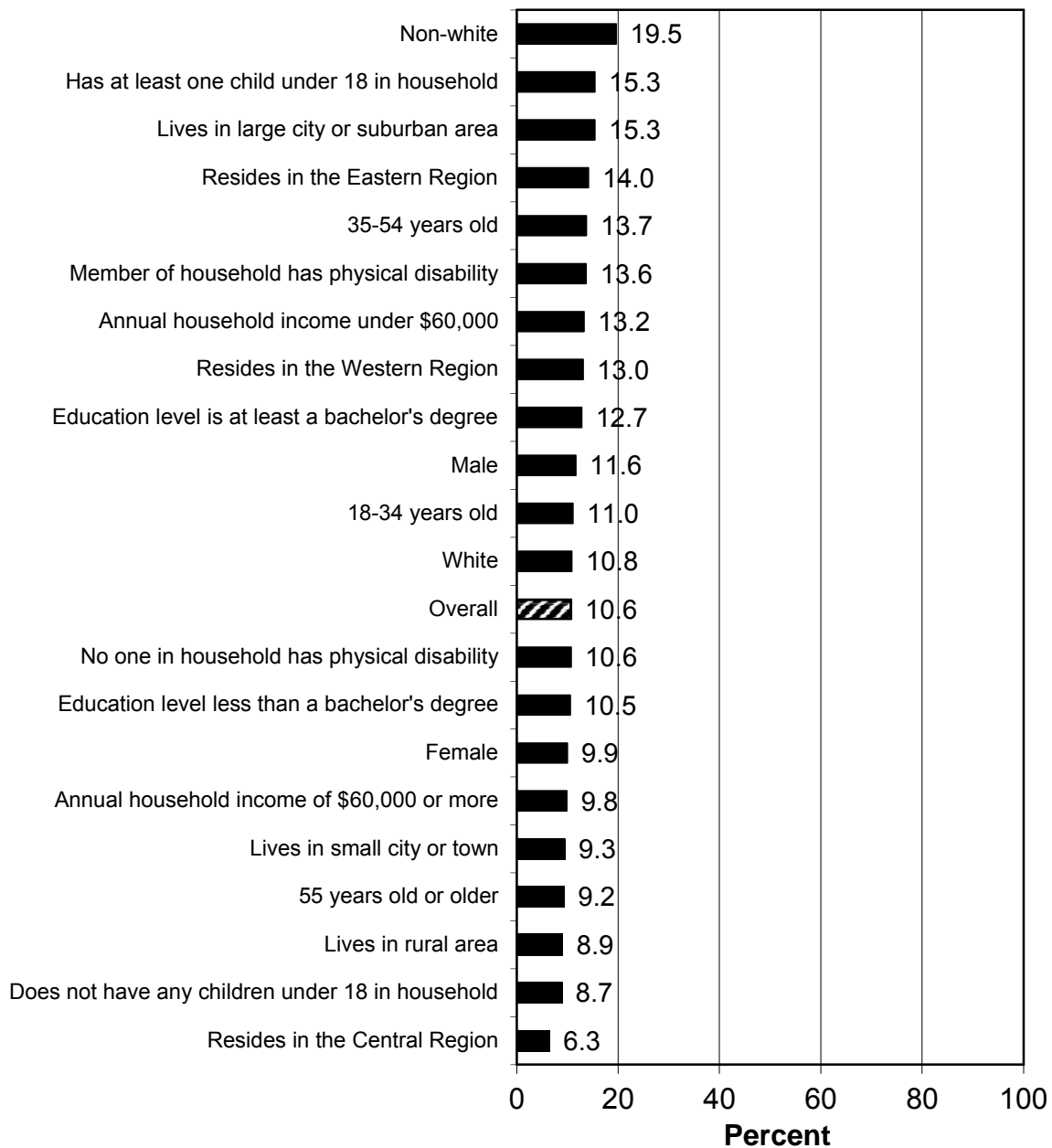
**Percent of the following groups who think that acquiring open space for outdoor recreation activities should be a low priority for natural resource and outdoor recreation agencies:**



An explanation of how to interpret these graphs is on page 5.

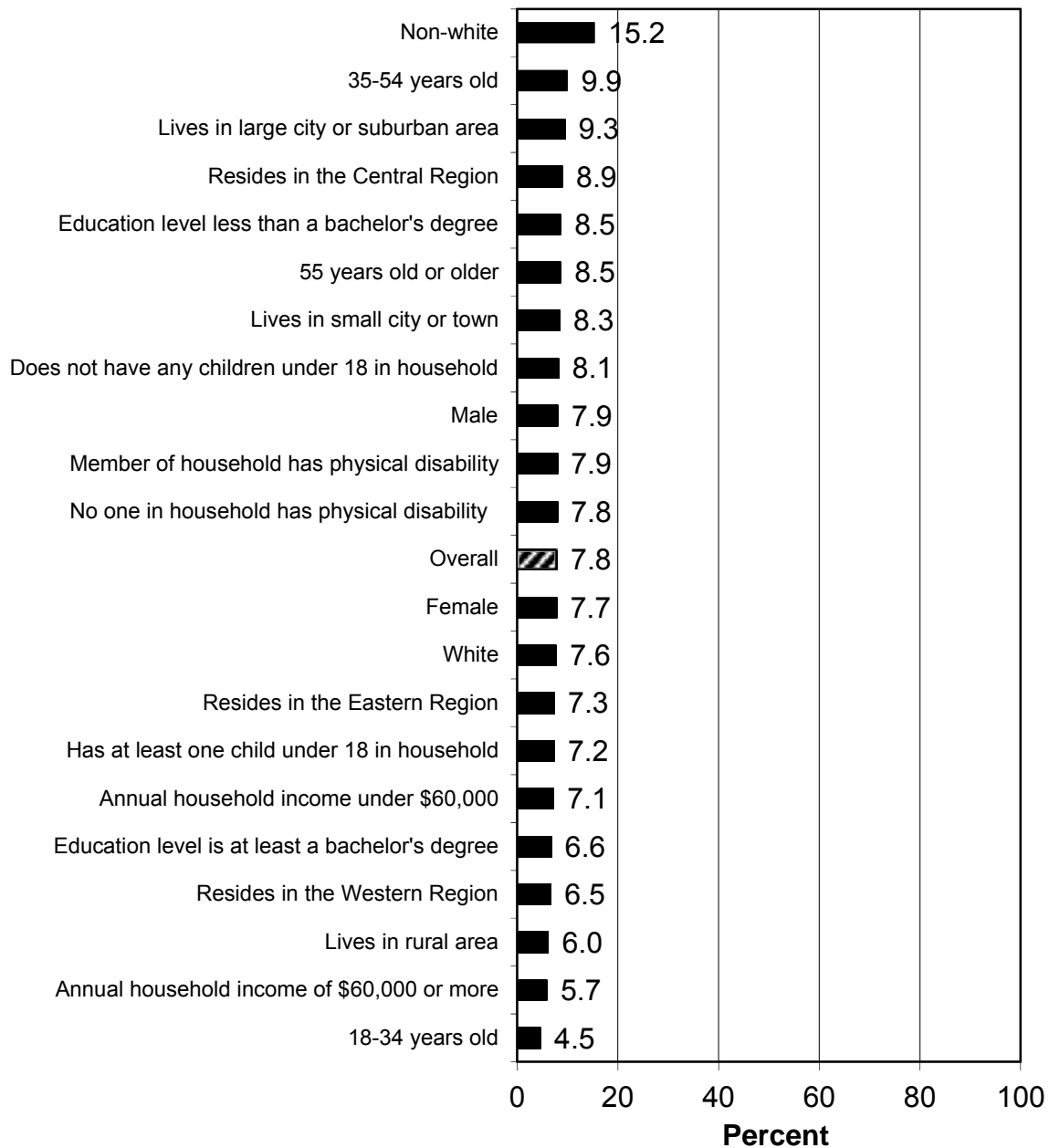


**Percent of the following groups who think that building park and recreation facilities should be a low priority for natural resource and outdoor recreation agencies:**



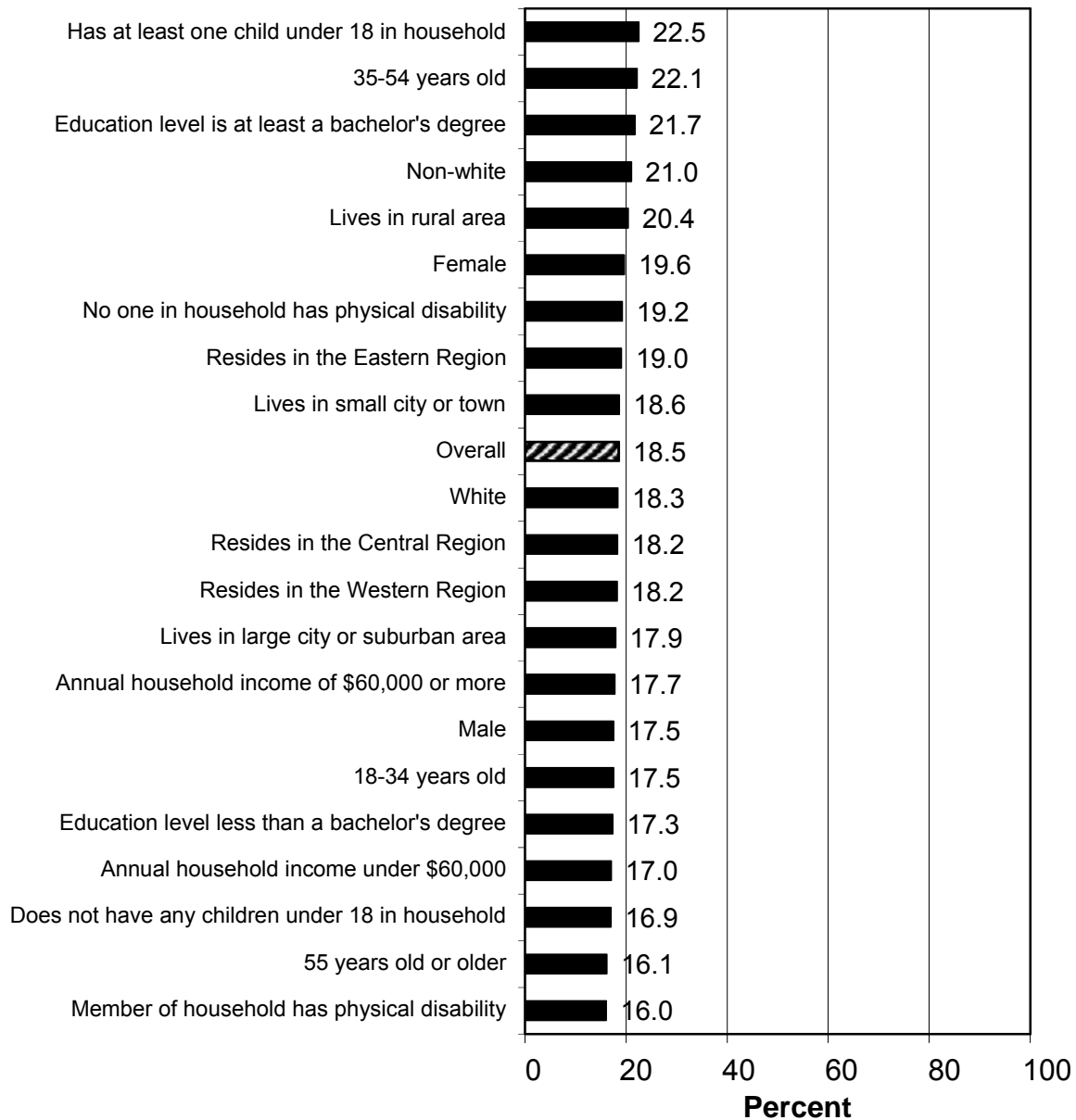
An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who think that acquiring natural areas for outdoor recreation activities should be a low priority for natural resource and outdoor recreation agencies:**



An explanation of how to interpret these graphs is on page 5.

**Percent of the following groups who think that acquiring wetland areas should be a low priority for natural resource and outdoor recreation agencies:**



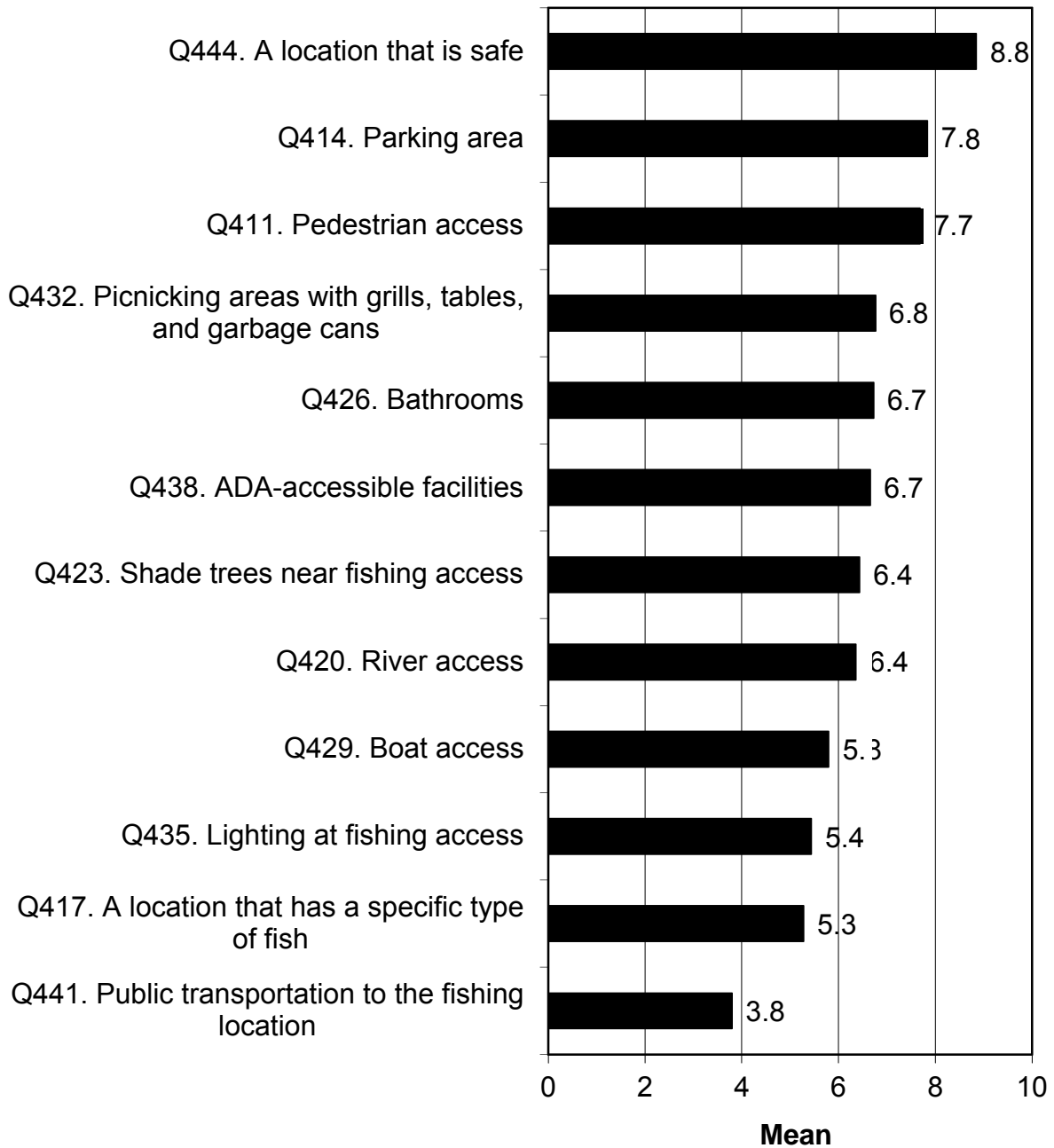
An explanation of how to interpret these graphs is on page 5.

## FISHING

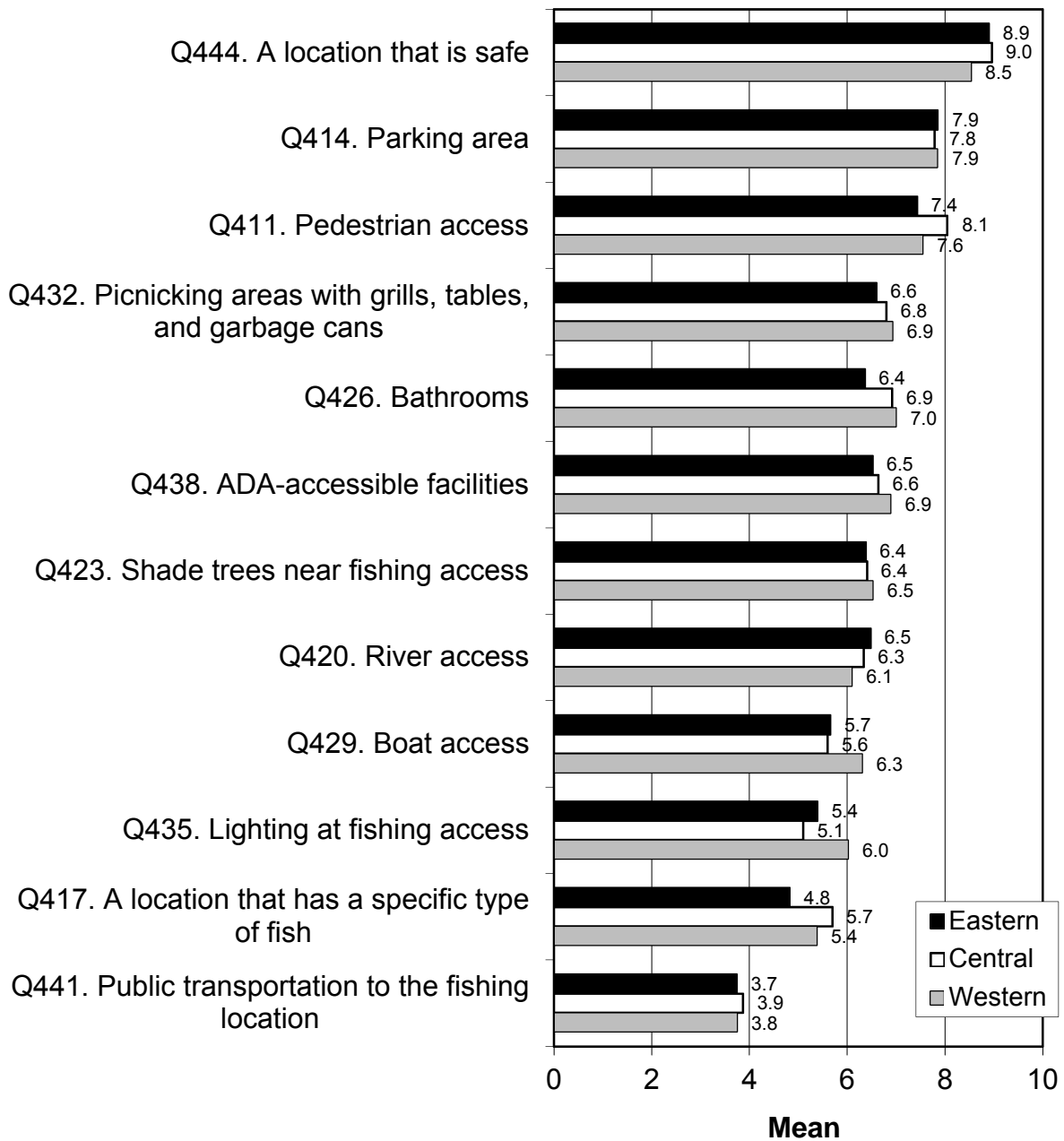
### DESIRED AMENITIES

- Residents who participated in fishing or who expressed an interest in fishing were asked questions about desired fishing amenities, travel distance, and fish consumption. Hereinafter in this report, they are referred to as “anglers.” This section discusses anglers’ desired amenities.
  
- The survey asked anglers about a dozen potential amenities at fishing locations. For each, anglers rated its importance on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important.
  - In the top tier are three amenities: a location that is safe (8.8 mean rating), parking (7.8), and pedestrian access (7.7).
  - Five amenities form a second tier, all with mean ratings from 6.4 to 6.8: picnic areas, bathrooms, ADA-accessible facilities, shade trees near the fishing access, and river access.
    - Regional results are included.

**Mean ratings of the importance of having the following available at the location where anglers fish (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important). (Asked of anglers.)**



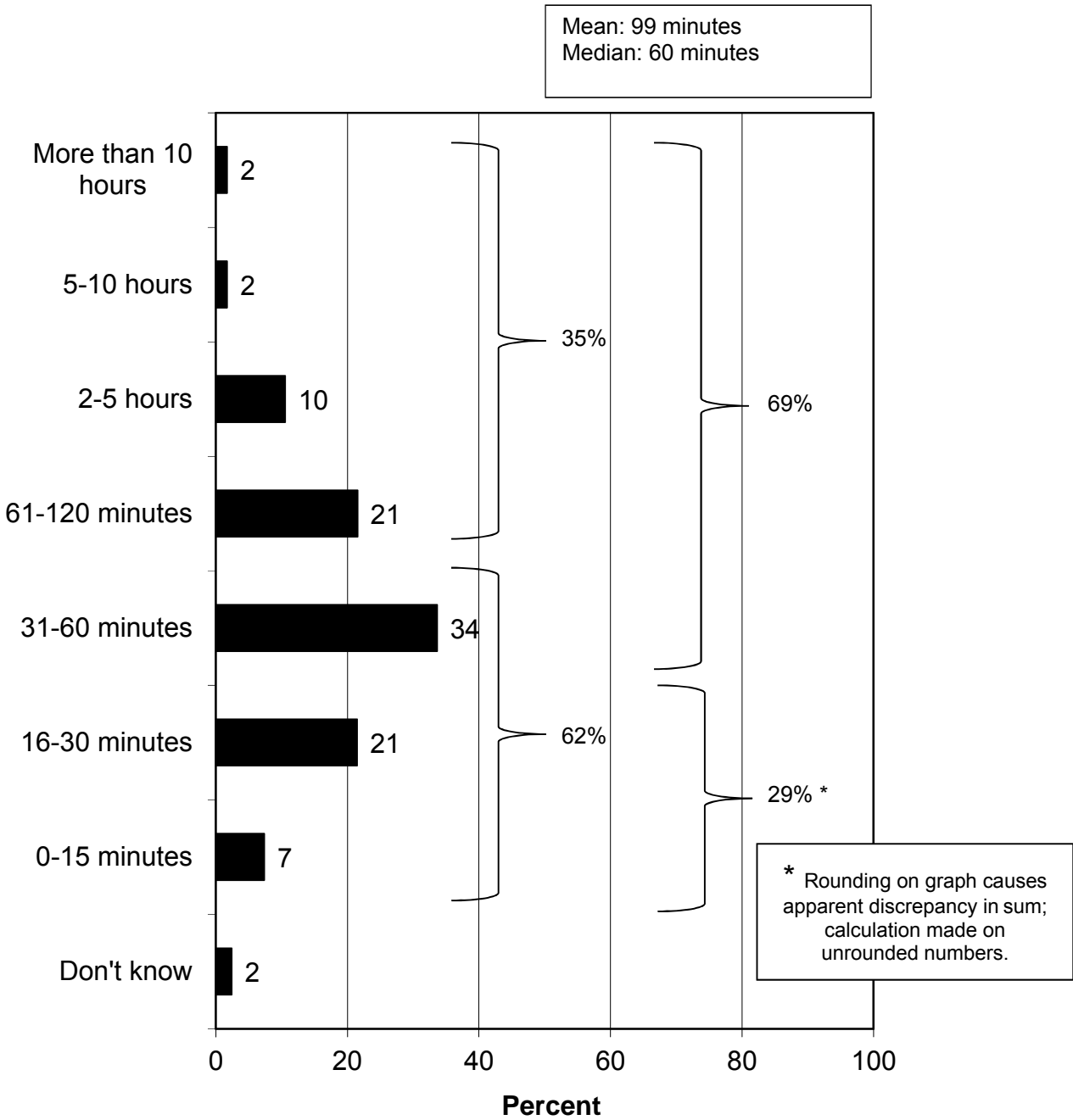
**Mean ratings of the importance of having the following available at the location where anglers fish (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important). (Asked of anglers.)**



**TRAVELING TO FISH**

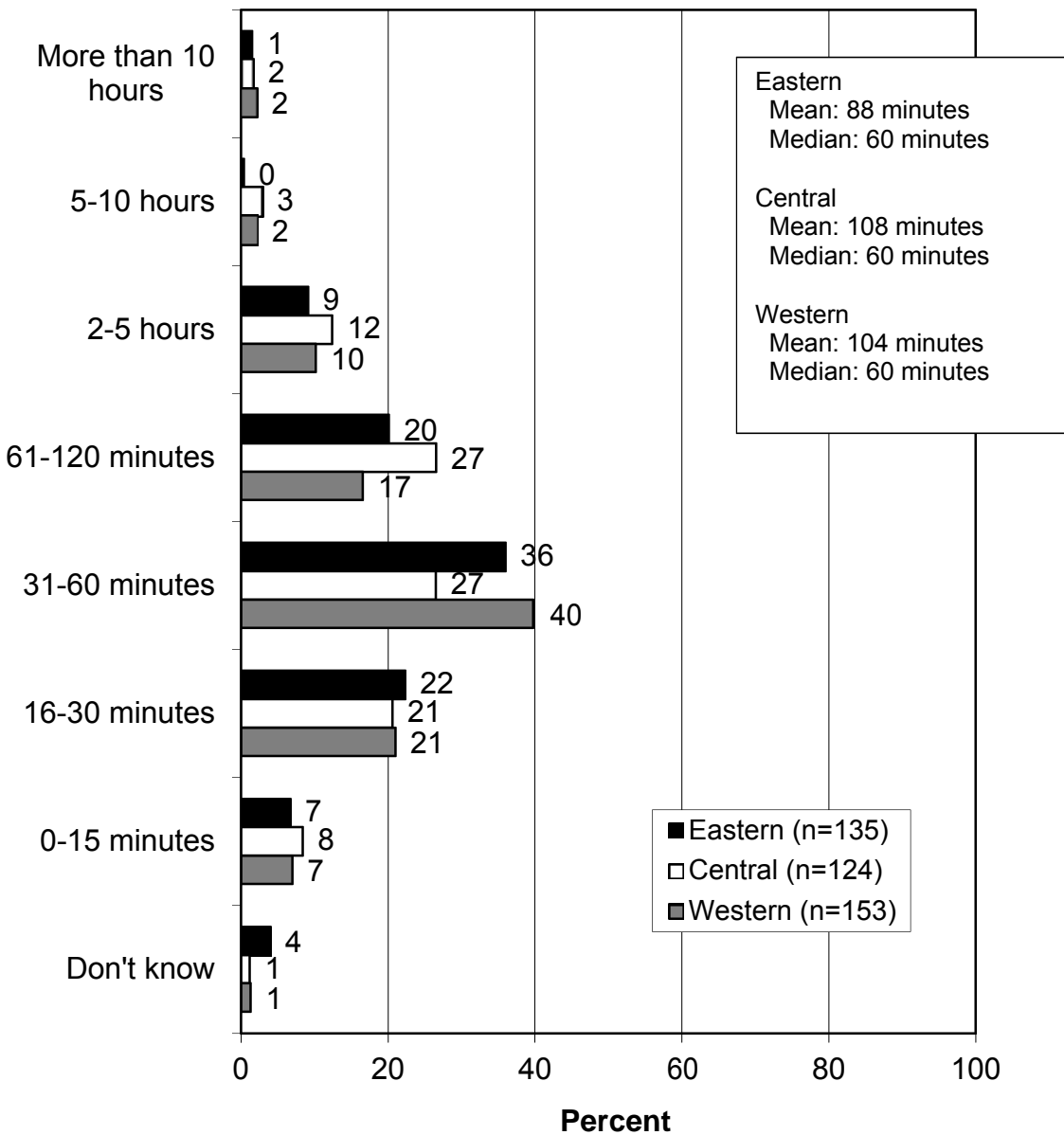
- For day trips to fish, the majority of anglers in Iowa go no farther than an hour away: the median amount of travel time anglers are willing to go is 60 minutes. In looking at the data another way, at 31 minutes, 29% would not go, while 69% would be willing to go; at 61 minutes, 62% would not go, while 35% would be willing to go.
  - Regional results are shown; anglers living in the Eastern Region have a lower mean than do anglers in the other regions.
  
- Just under half of anglers in the survey (44%) indicated that they go on overnight trips.
  - In the regional results, anglers living in the Eastern Region have the lowest proportion going on overnight fishing trips (60% of them do not, compared to no more than 54% in the other regions).
  - Travel distances (measured in time) that anglers are willing to go for overnight trips are shown; the median is 200 minutes (3 hours, 20 minutes).
    - Regional results are shown; the highest mean is in the Western Region.
  - In follow-up, anglers who take overnight fishing trips were asked about going out of state: 69% sometimes travel outside of Iowa on overnight trips, while 78% sometimes take overnight trips in Iowa (many go both in and out of state overnight). The Western Region has the highest percentage of its resident anglers going out of state on overnight fishing trips, while the Central Region has the highest percentage of its resident anglers staying exclusively in-state on overnight fishing trips.
    - Travel distances for overnight, out-of-state fishing trips are shown overall and regionally.

**Q447. For a day of fishing, how far, in travel time, are you willing to go, one-way, to go fishing in a good spot? (Asked of those who fished or expressed interest in fishing.)**

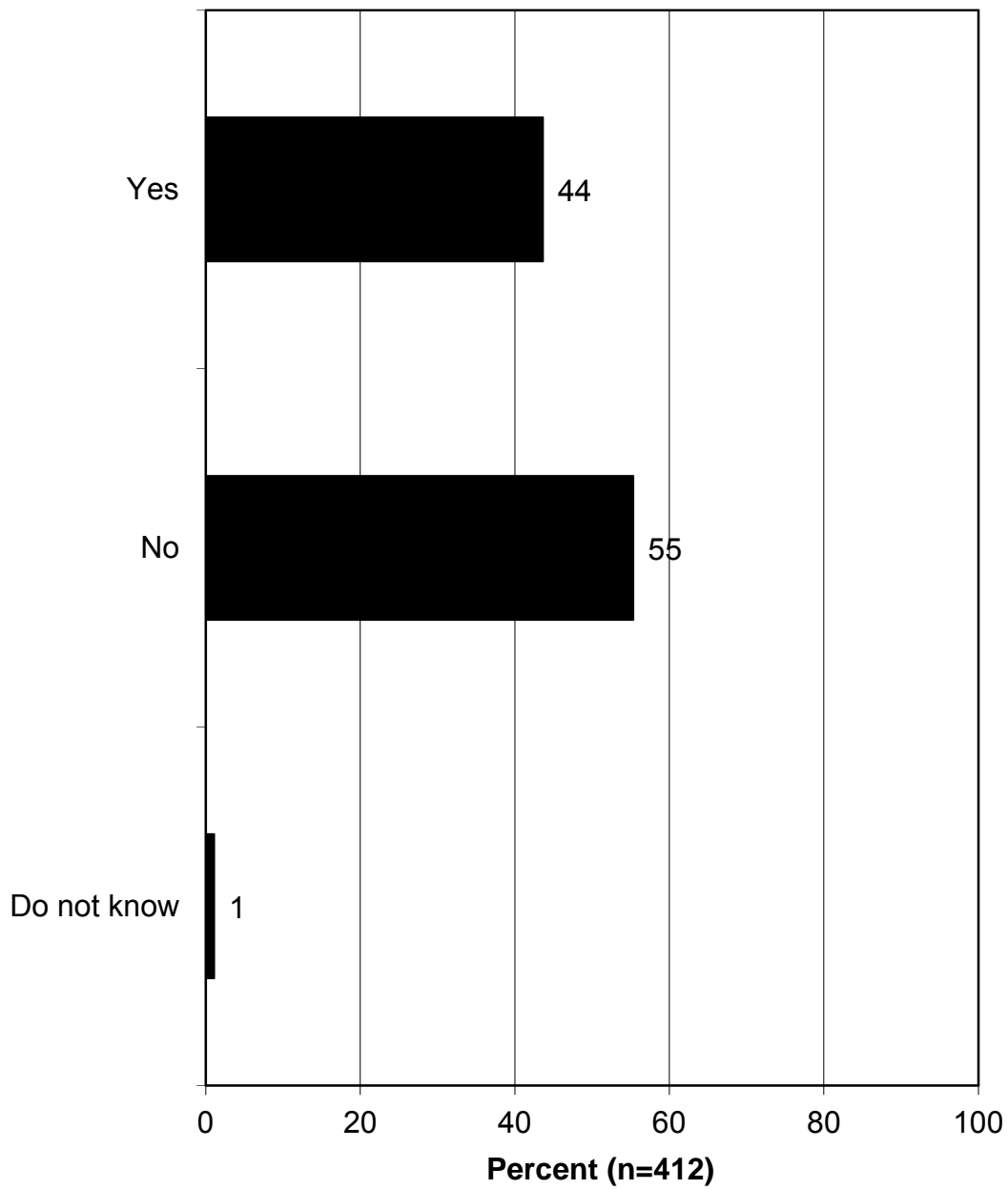




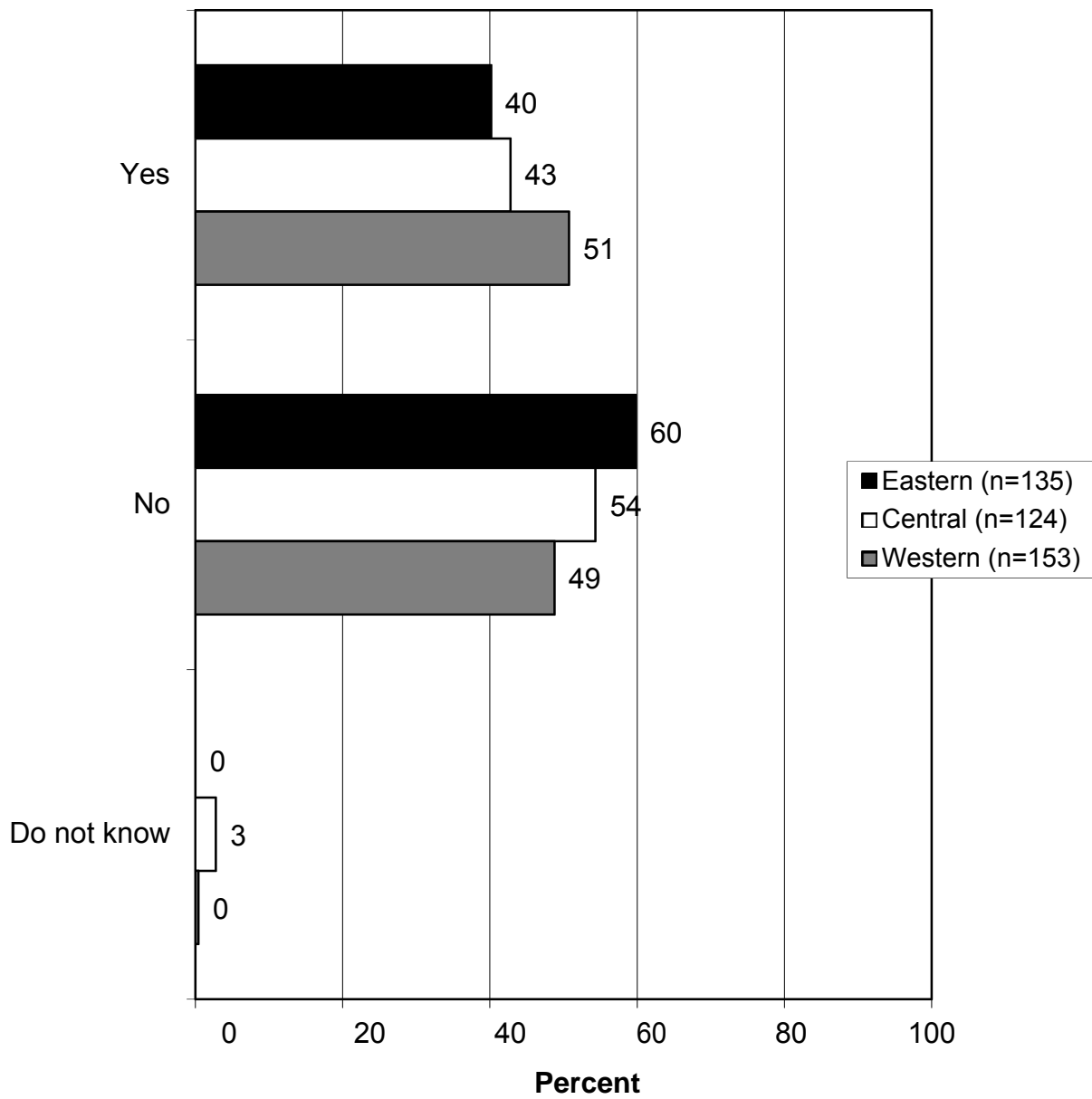
**Q447. For a day of fishing, how far, in travel time, are you willing to go, one-way, to go fishing in a good spot? (Asked of those who fished or expressed interest in fishing.)**



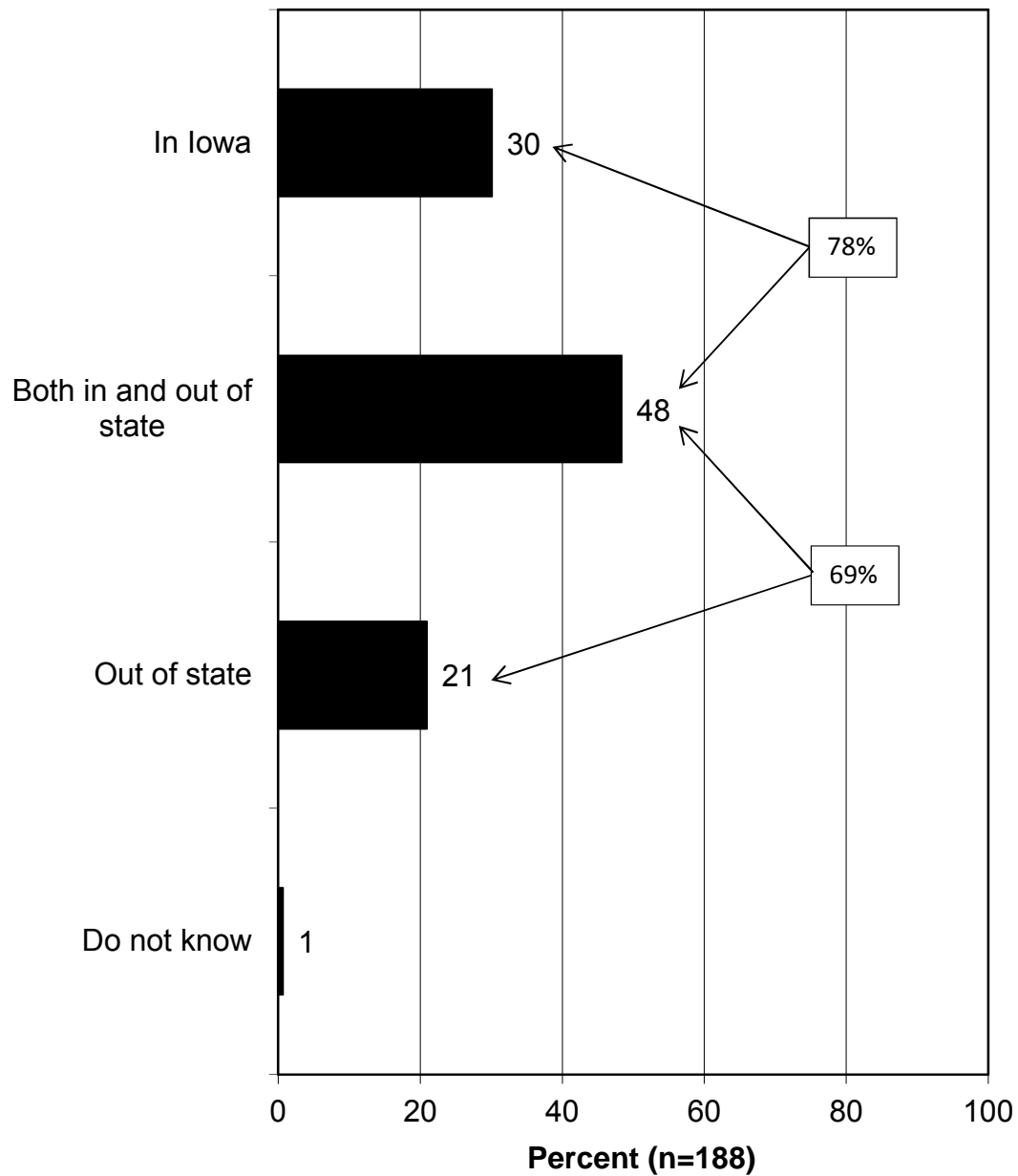
**Q450. Do you ever go on overnight trips to fish?  
(Asked of those who fished or expressed  
interest in fishing.)**



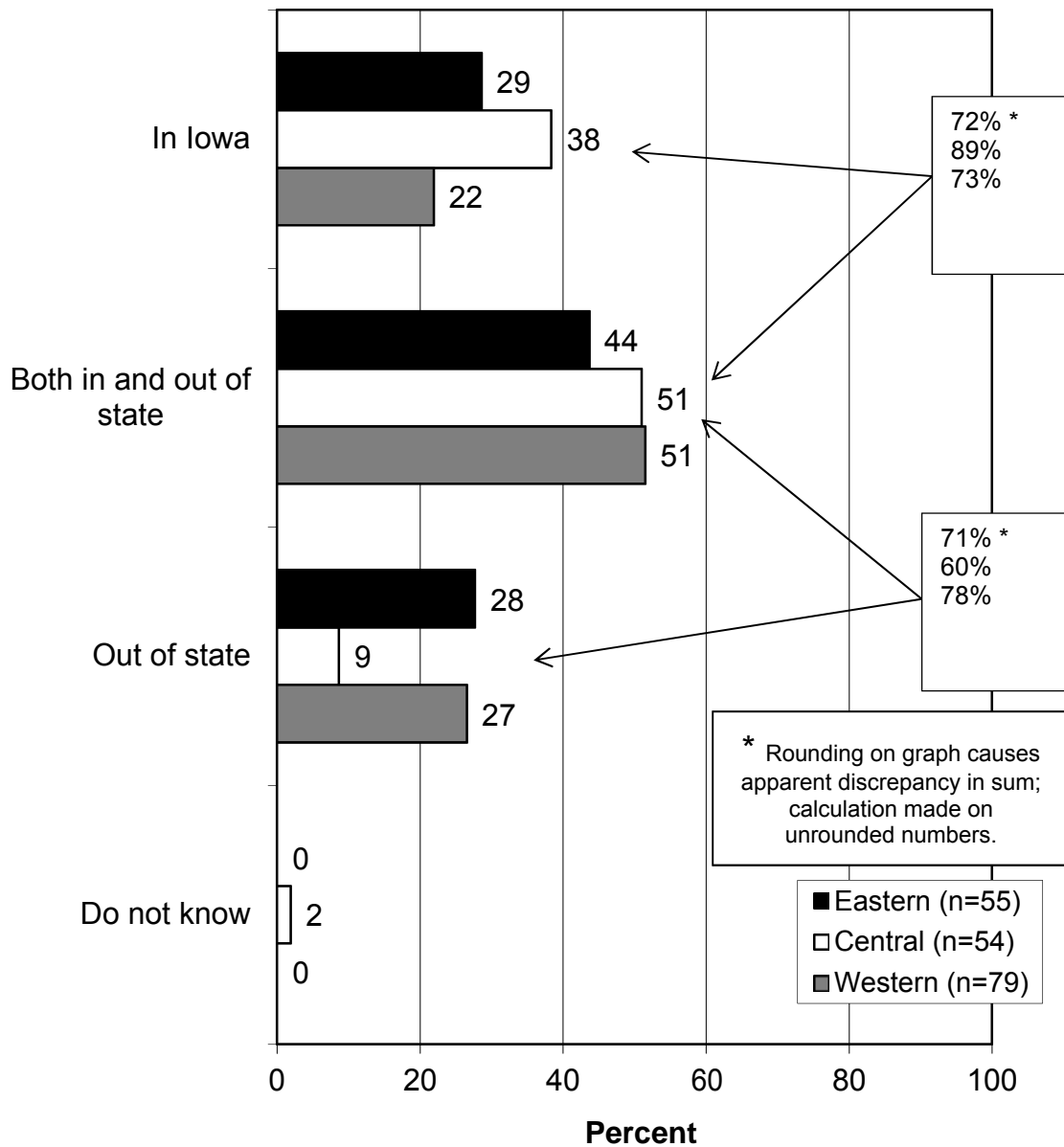
**Q450. Do you ever go on overnight trips to fish?  
(Asked of those who fished or expressed  
interest in fishing.)**



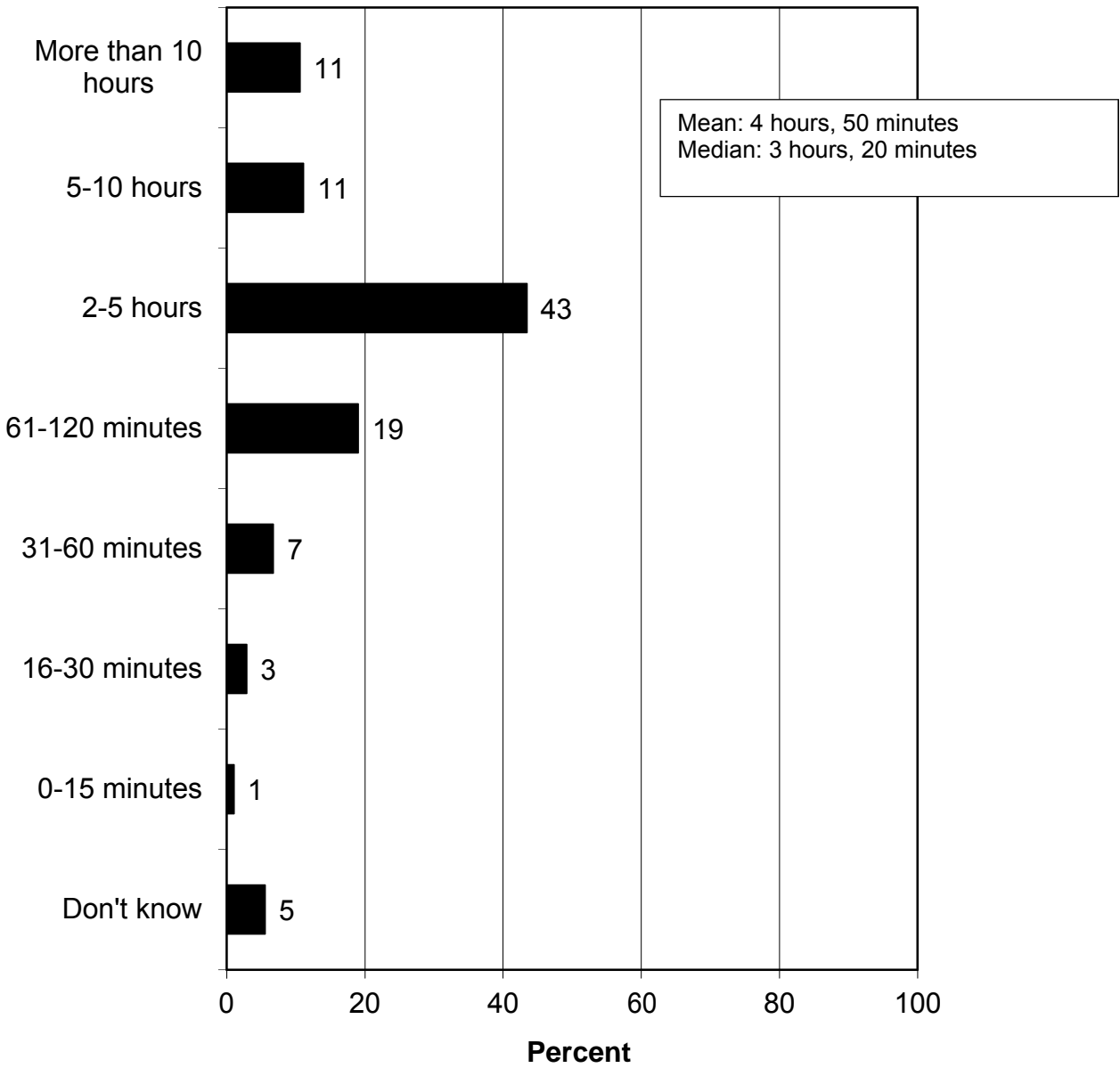
**Q454. Do you go fishing in Iowa, out-of-state, or both on typical overnight trips? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips.)**



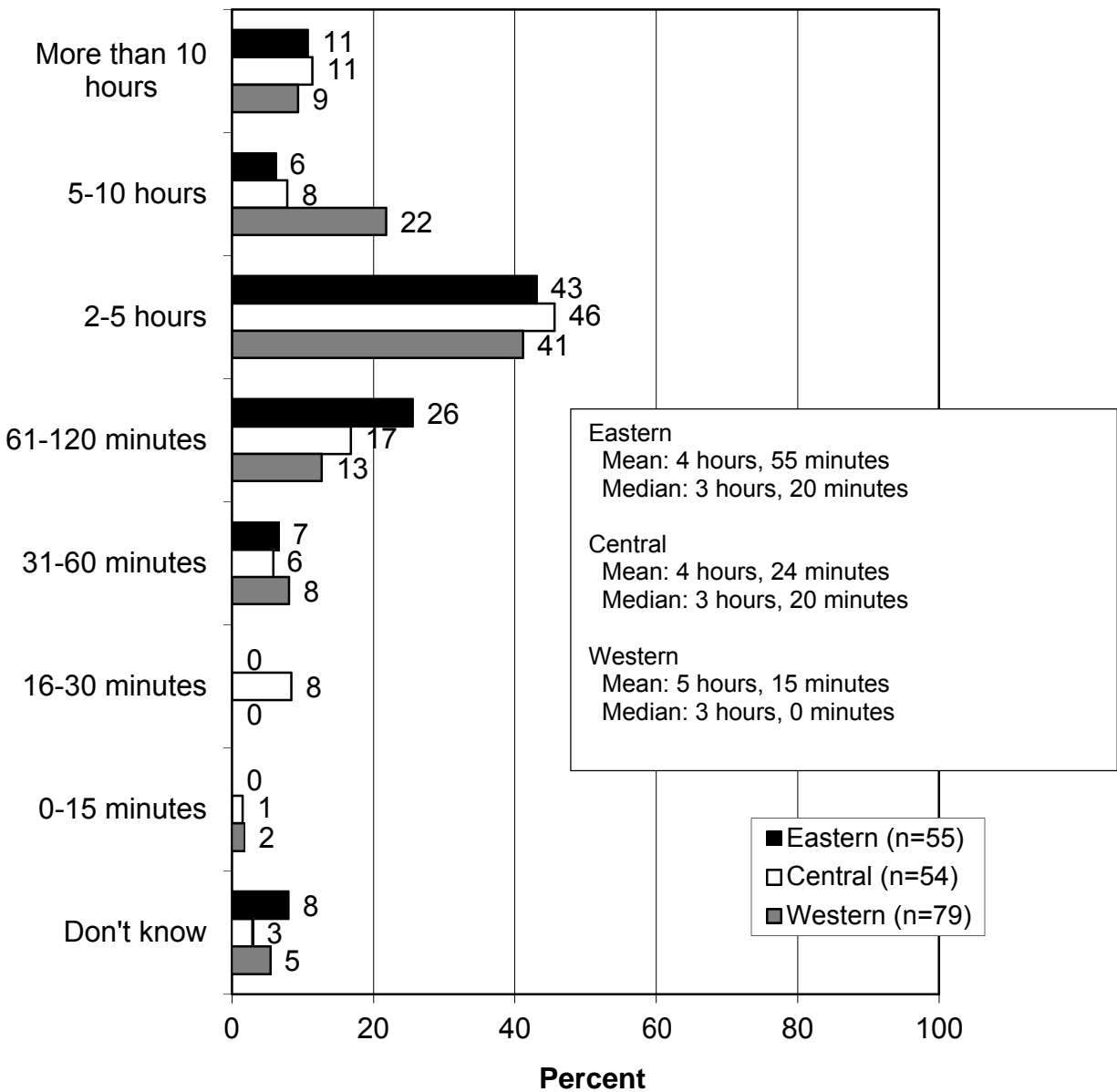
**Q454. Do you go fishing in Iowa, out-of-state, or both on typical overnight trips? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips.)**



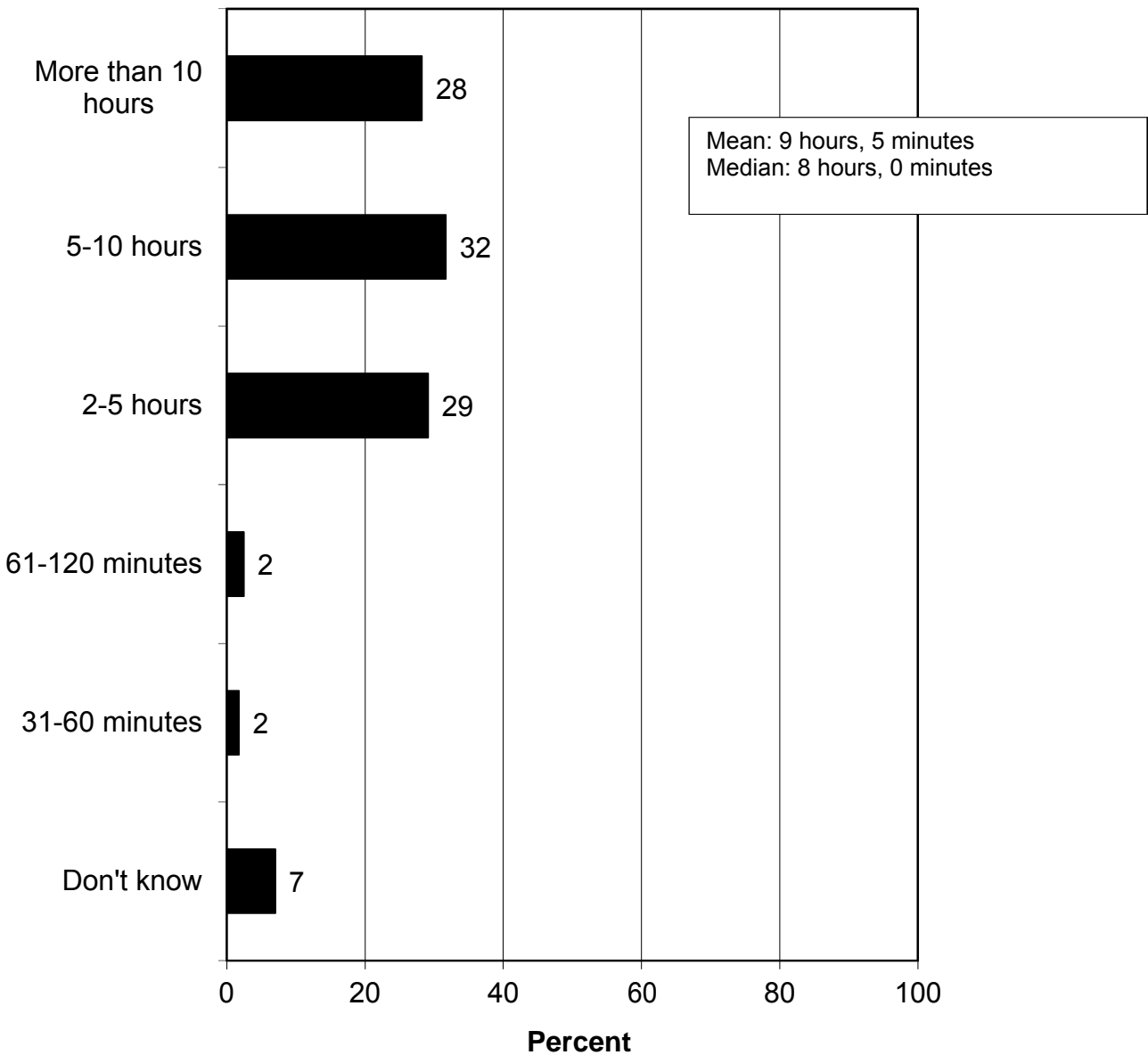
**Q451. How far in travel time are you willing to go, one-way, to go fishing on an overnight trip?  
(Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips.)**



**Q451. How far in travel time are you willing to go, one-way, to go fishing on an overnight trip?  
(Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips.)**

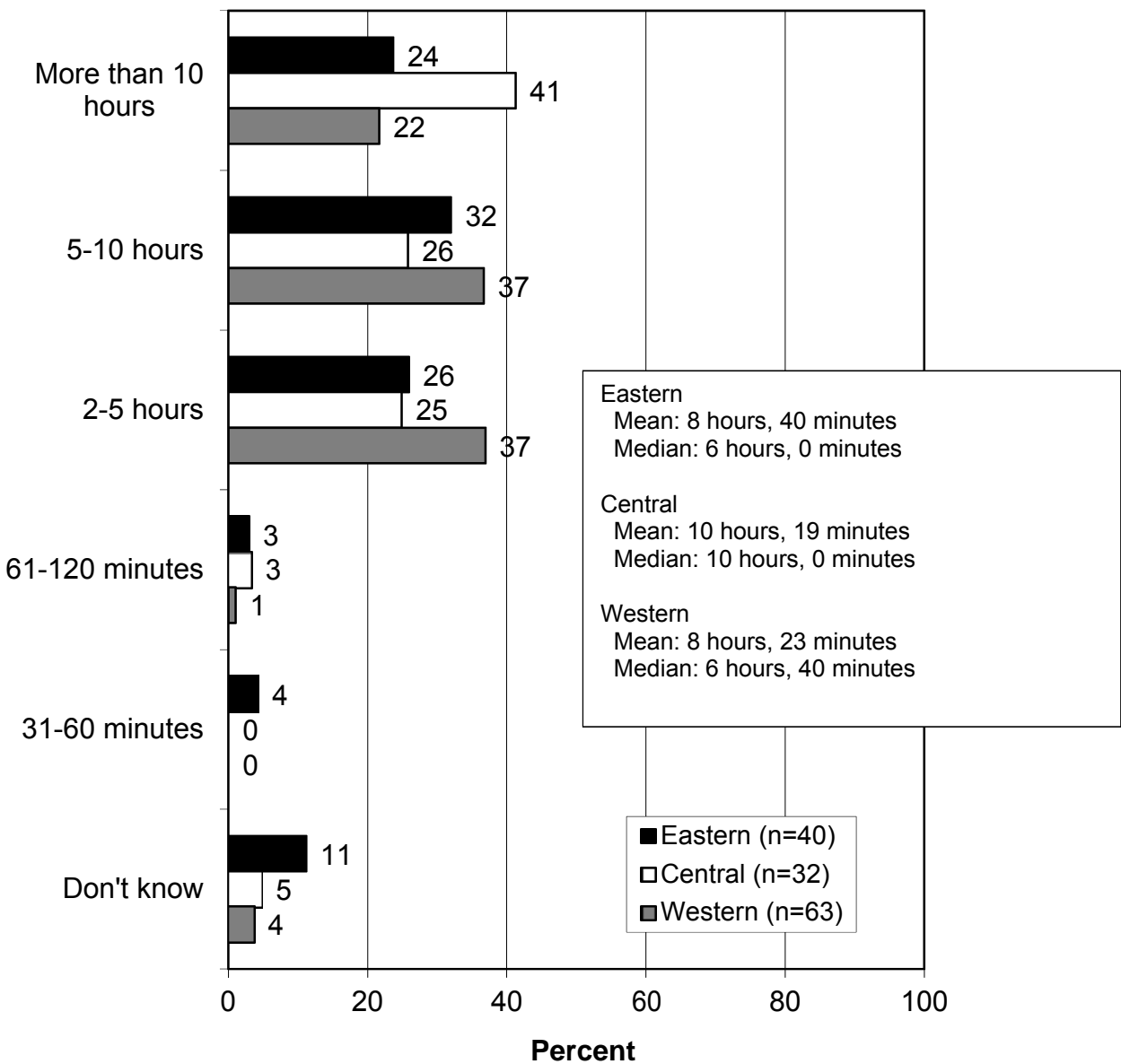


**Q455. How far in travel time are you willing to go, one-way, to go fishing on an overnight trip out of state? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips out of state.)**





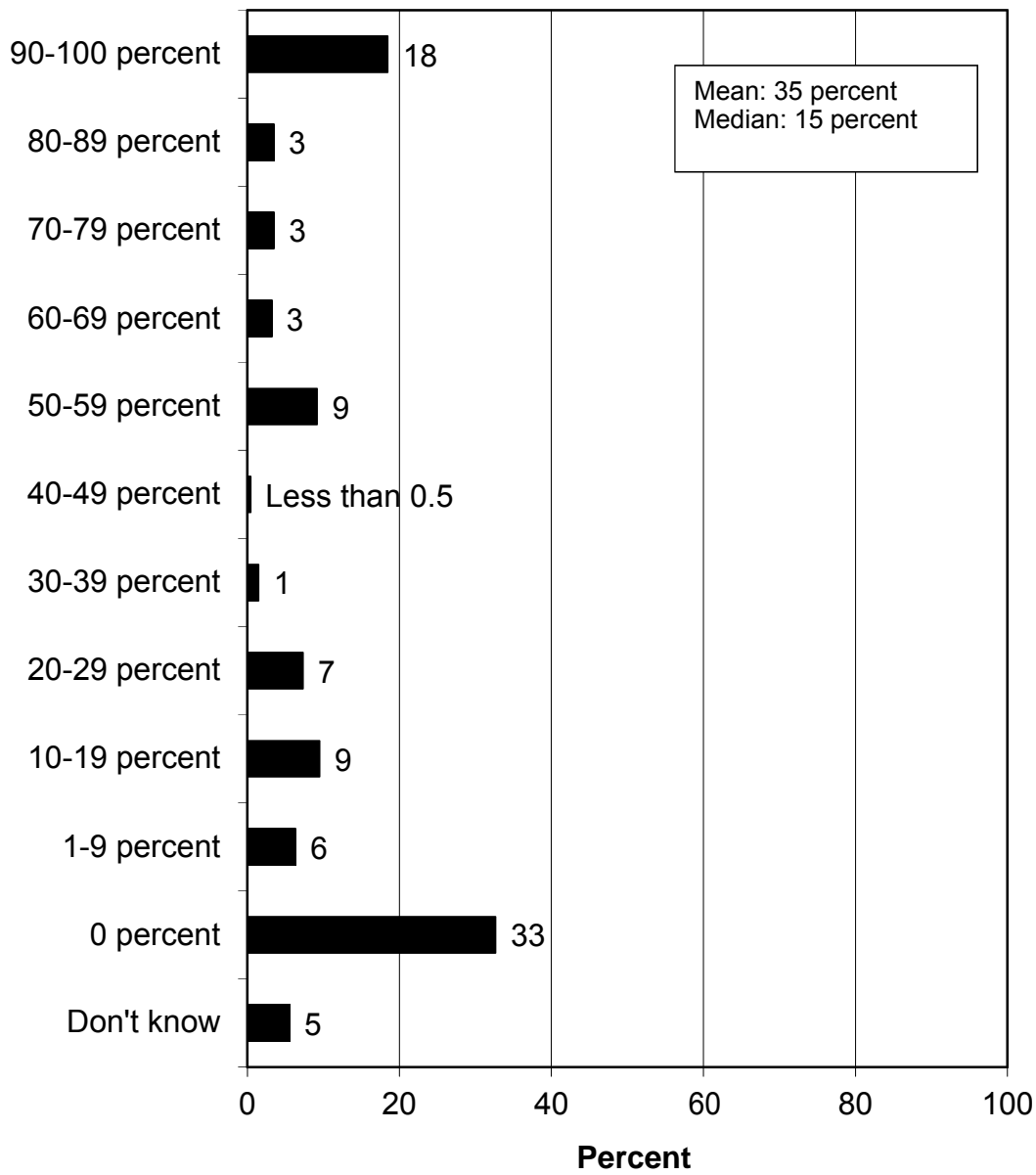
**Q455. How far in travel time are you willing to go, one-way, to go fishing on an overnight trip out of state? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips out of state.)**



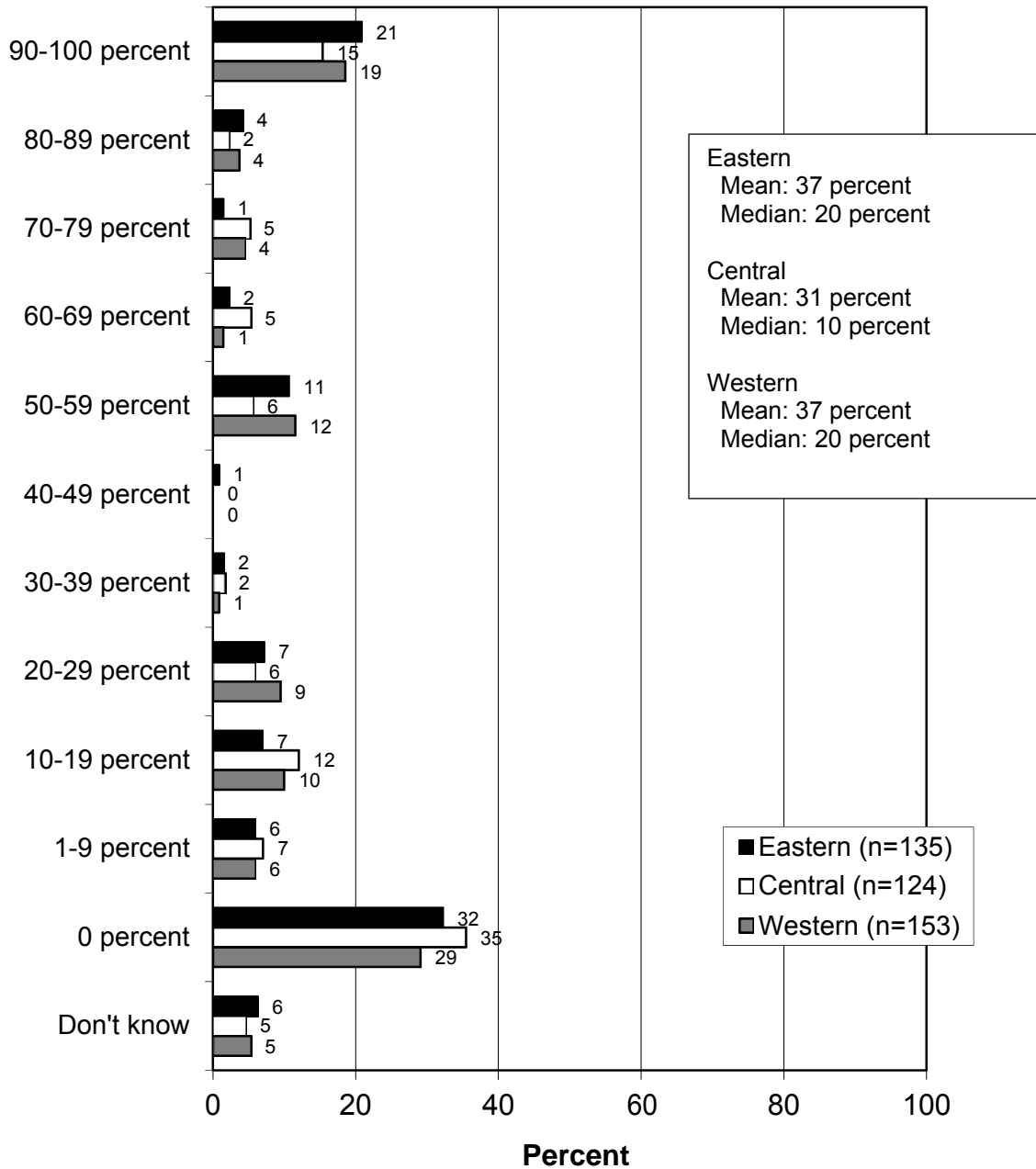
## FISH CONSUMPTION

- One question asked anglers to say the percentage of fish that they catch that they keep (speaking only of fish that are legal to keep). One third of anglers (33%) release all of the fish that they catch; 18% keep all or nearly all of the fish that they catch that are legal to keep. The median amount of legal fish kept is 15 percent.
  - Regional results are shown.
  
- The survey delved into the safety of consuming fish caught in Iowa. Asked where they fall on a continuum regarding perceived safety of consuming fish, the majority of Iowa anglers fall in the middle: 52% chose “Most of the fish in Iowa’s waters are safe to eat.” Otherwise, they are about evenly split between choosing “Nearly all of the fish in Iowa’s waters are safe to eat” (18%) and “Only some of the fish in Iowa’s waters are safe to eat” (20%).
  - Western Region anglers have the highest percentage saying that nearly all of the fish in Iowa’s waters are safe to eat.

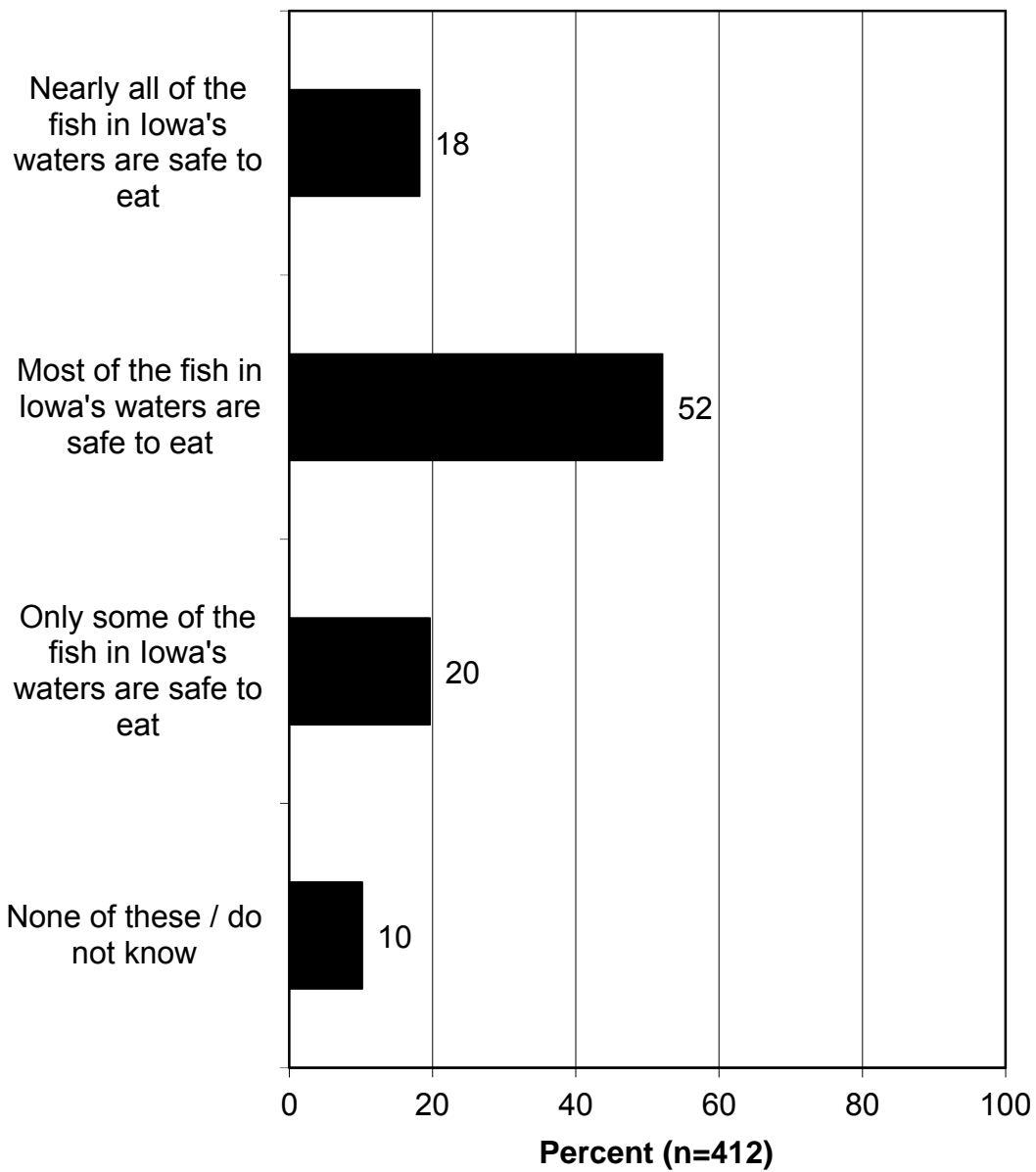
**Q458. What percentage of the fish that you catch in Iowa that are legal to keep do you actually keep? (Asked of those who fished or expressed interest in fishing.)**



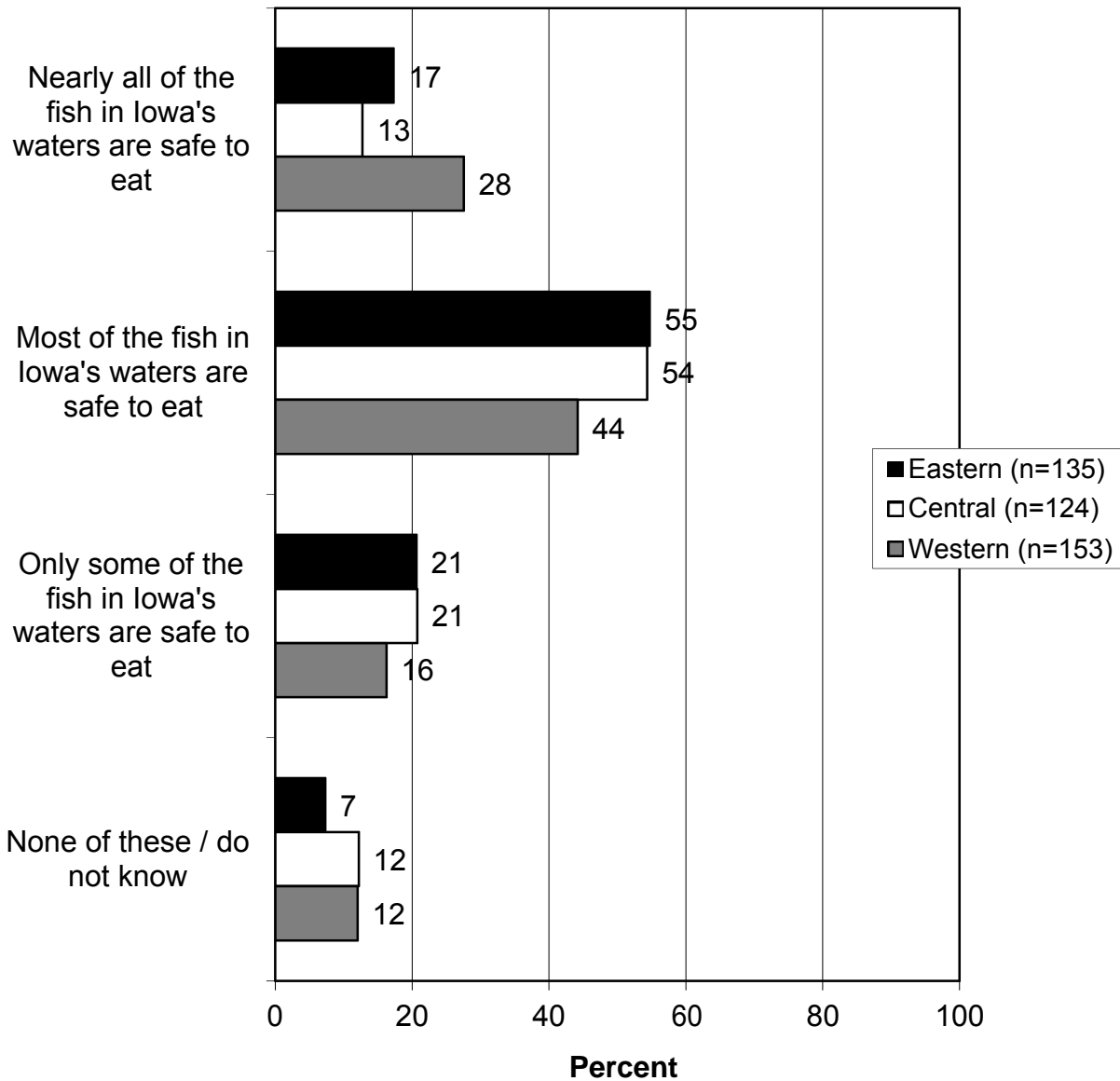
**Q458. What percentage of the fish that you catch in Iowa that are legal to keep do you actually keep? (Asked of those who fished or expressed interest in fishing.)**



**Q461. Which of the following statements do you think best describes fish in Iowa?  
(Asked of those who fished or expressed interest in fishing.)**



**Q461. Which of the following statements do you think best describes fish in Iowa?  
(Asked of those who fished or expressed interest in fishing.)**



## DEMOGRAPHIC DATA

➤ The following demographic data were obtained:

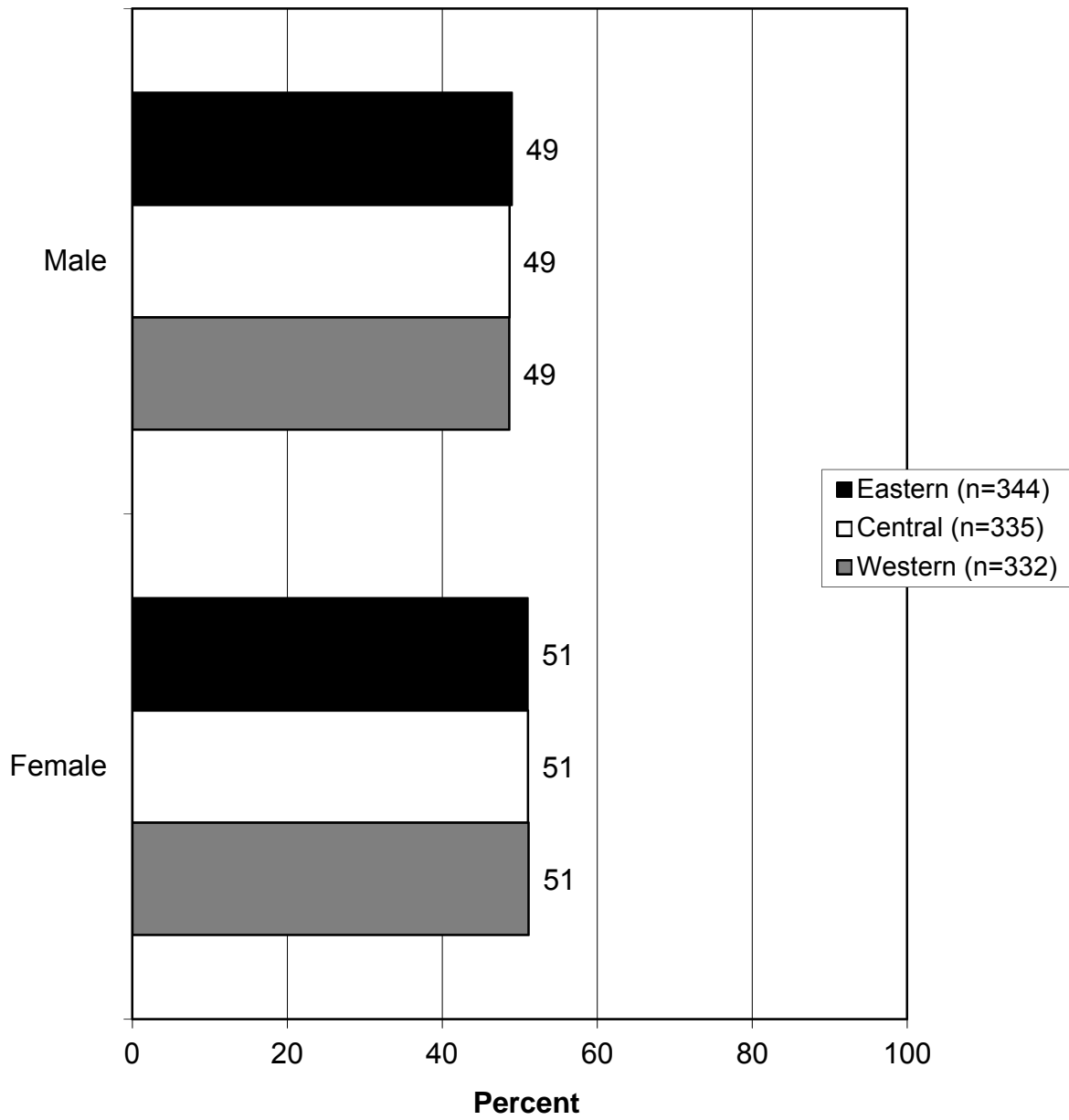
- Gender: the male/female split was weighted to match U.S. Census data.
- Age: the mean adult age is 47.3 years; note that age was also used in the weighting. (This is the mean *adult* age; children were not included in the survey. This mean age will be higher than the mean age indicated in U.S. Census data because the latter includes children in its calculation.)
- Children in the household: one third of Iowa residents (33%) indicated that they have children 17 years old or younger living in their household.
- People with physical disabilities in the household: 16% say that a member of their immediate household has a physical disability.
- Number of people in the household.
- Ethnicity was explored in two questions. The first asked specifically about Hispanic or Latino origin (3% indicated that they are of Hispanic or Latino origin), and the second asked in an open-ended manner for residents to indicate their ethnicity: 88% are white.
- Education: 37% indicated having a bachelor's degree, with or without a higher degree.
- Household income: the residents in the survey had a wide spread of incomes.
- Residential character of where they live: Iowa residents most commonly say that they reside in a small city or town (40%), whereas 32% say that they live in a large city/urban area or a suburban area, and 24% say that they live in a rural area.

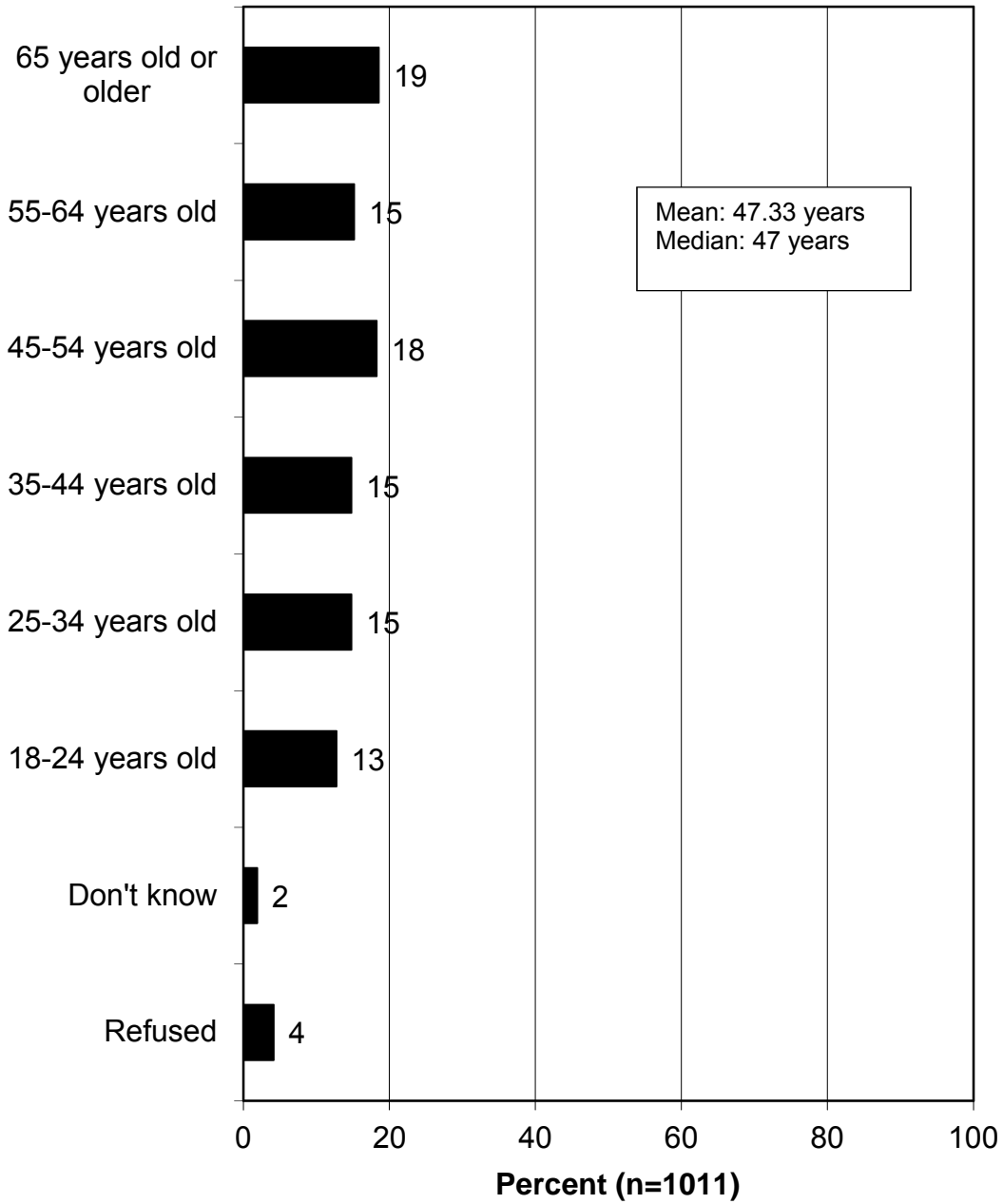
**Q501. Respondent's gender (not asked; observed by interviewer).**



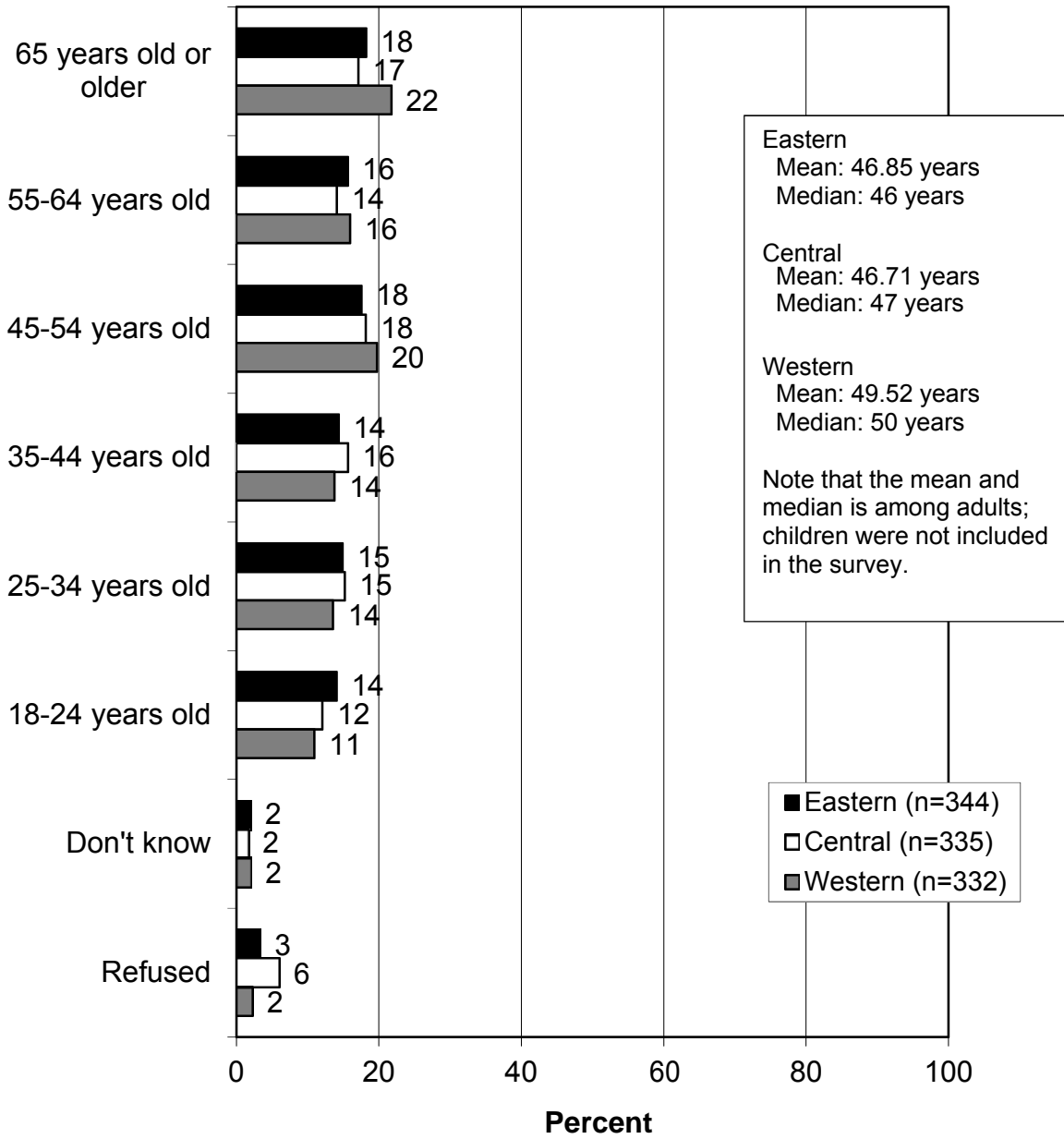


**Q501. Respondent's gender (not asked; observed by interviewer).**

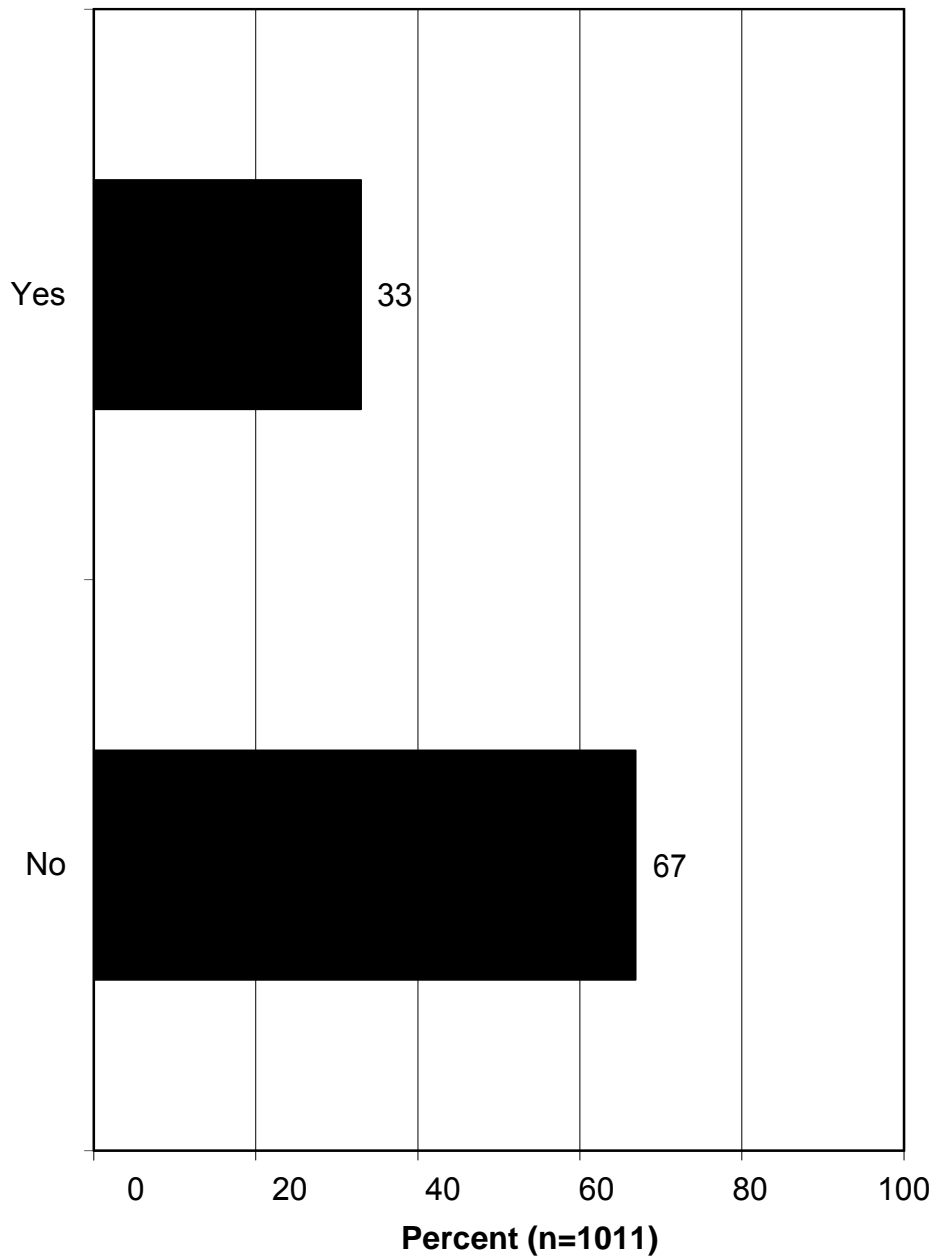


**Q129. May I ask your age?**

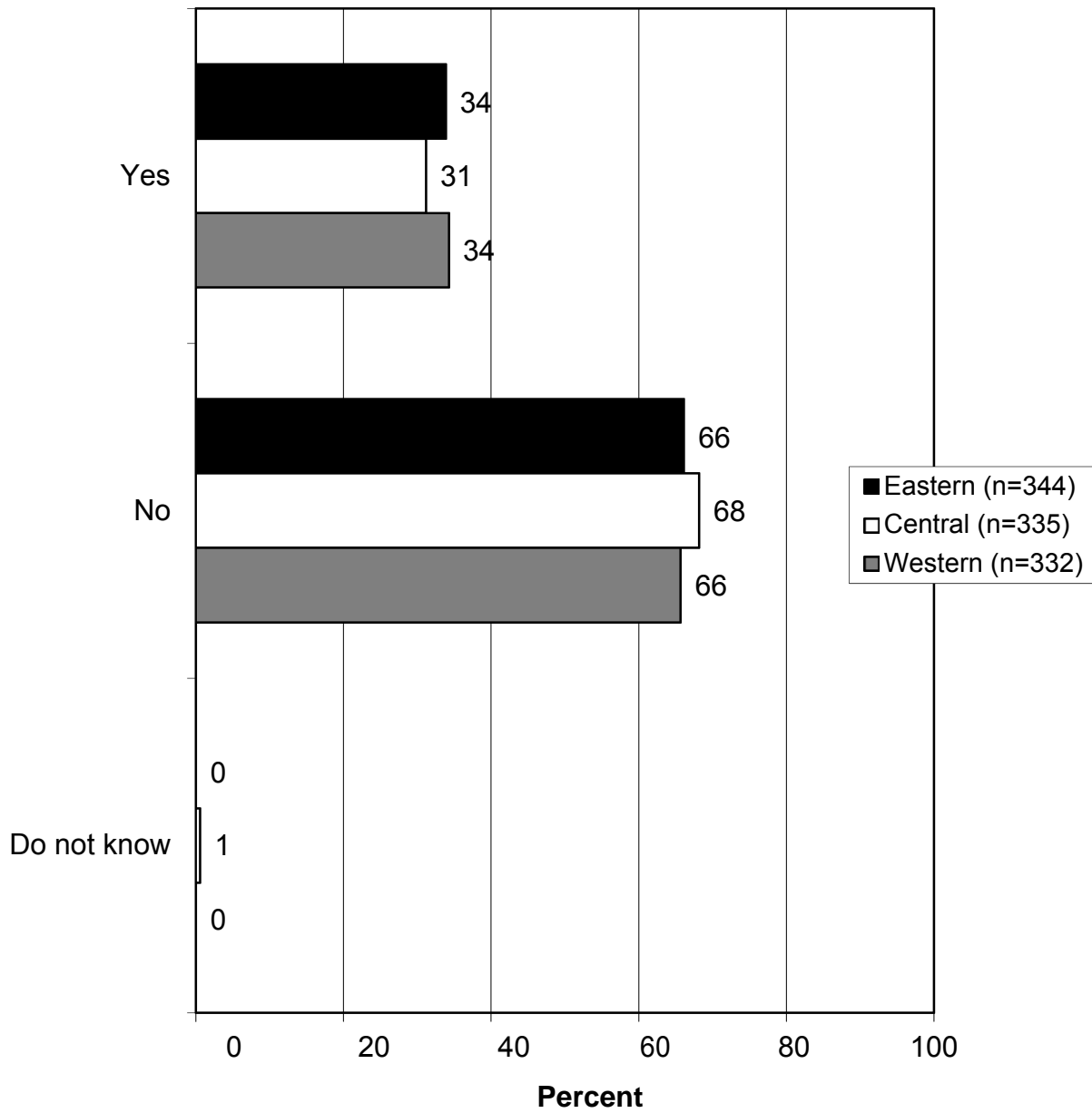
### Q495. May I ask your age?



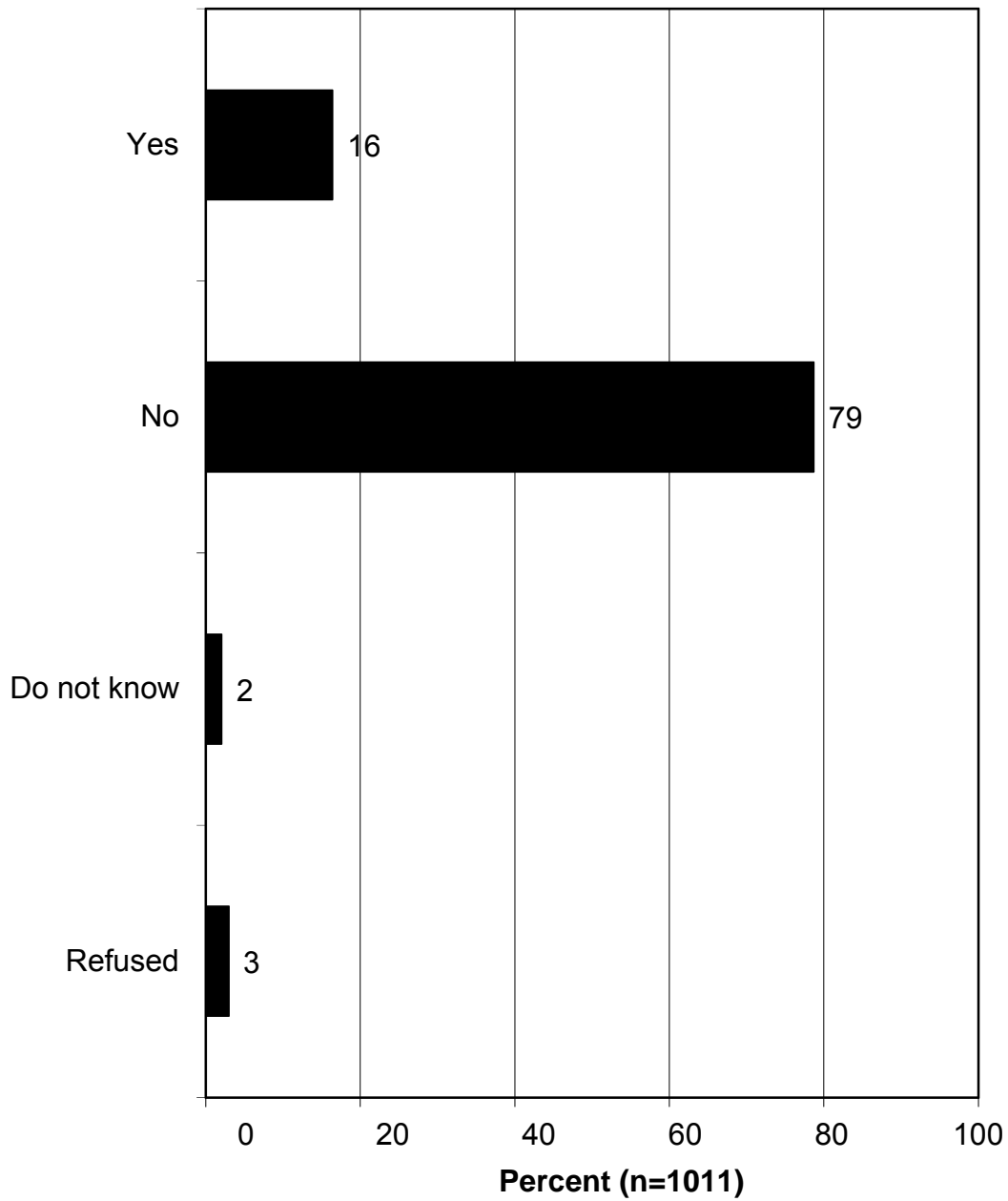
**Q54. Do you have any children 17 or younger living in your household?**



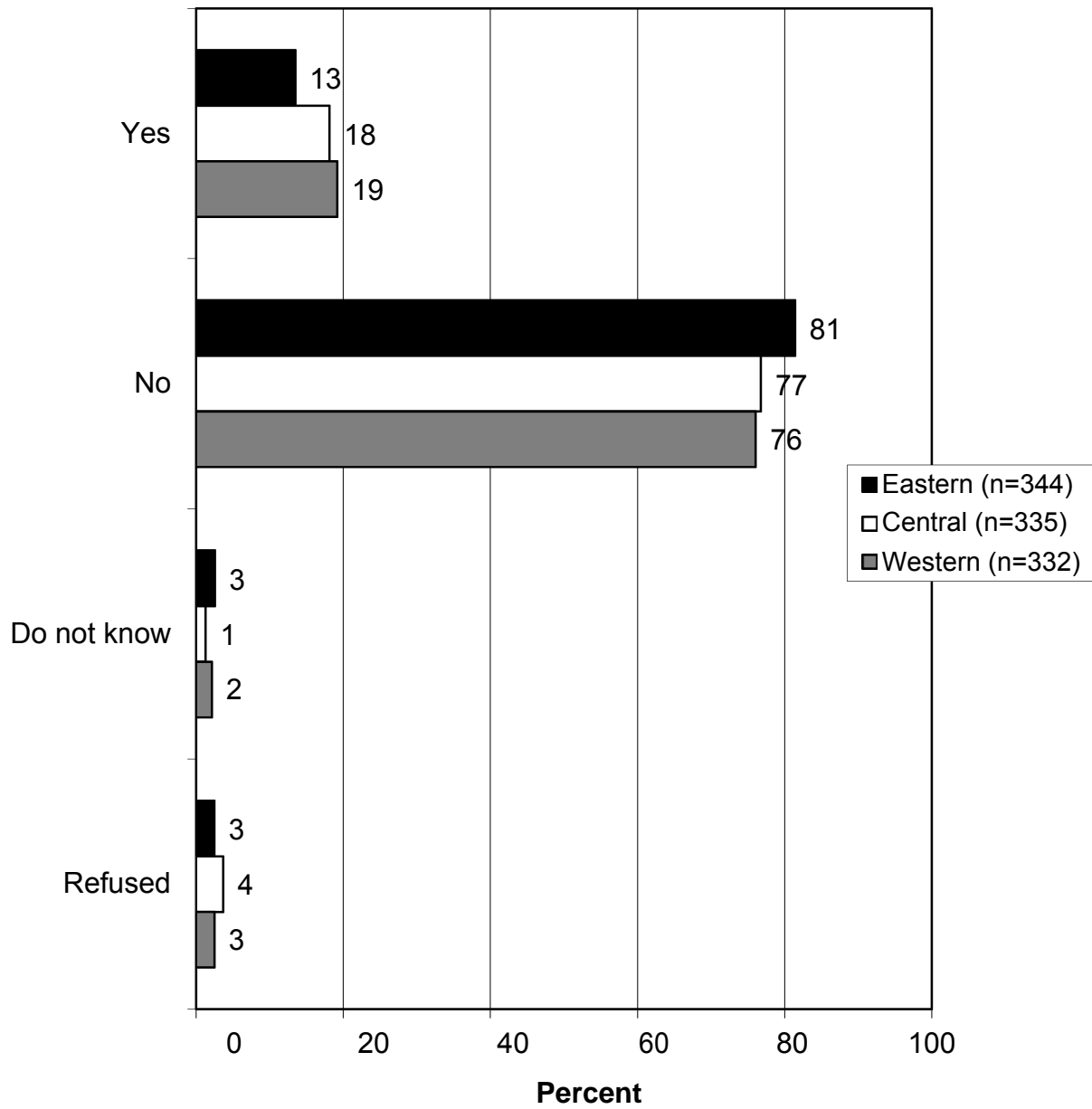
### Q54. Do you have any children 17 or younger living in your household?



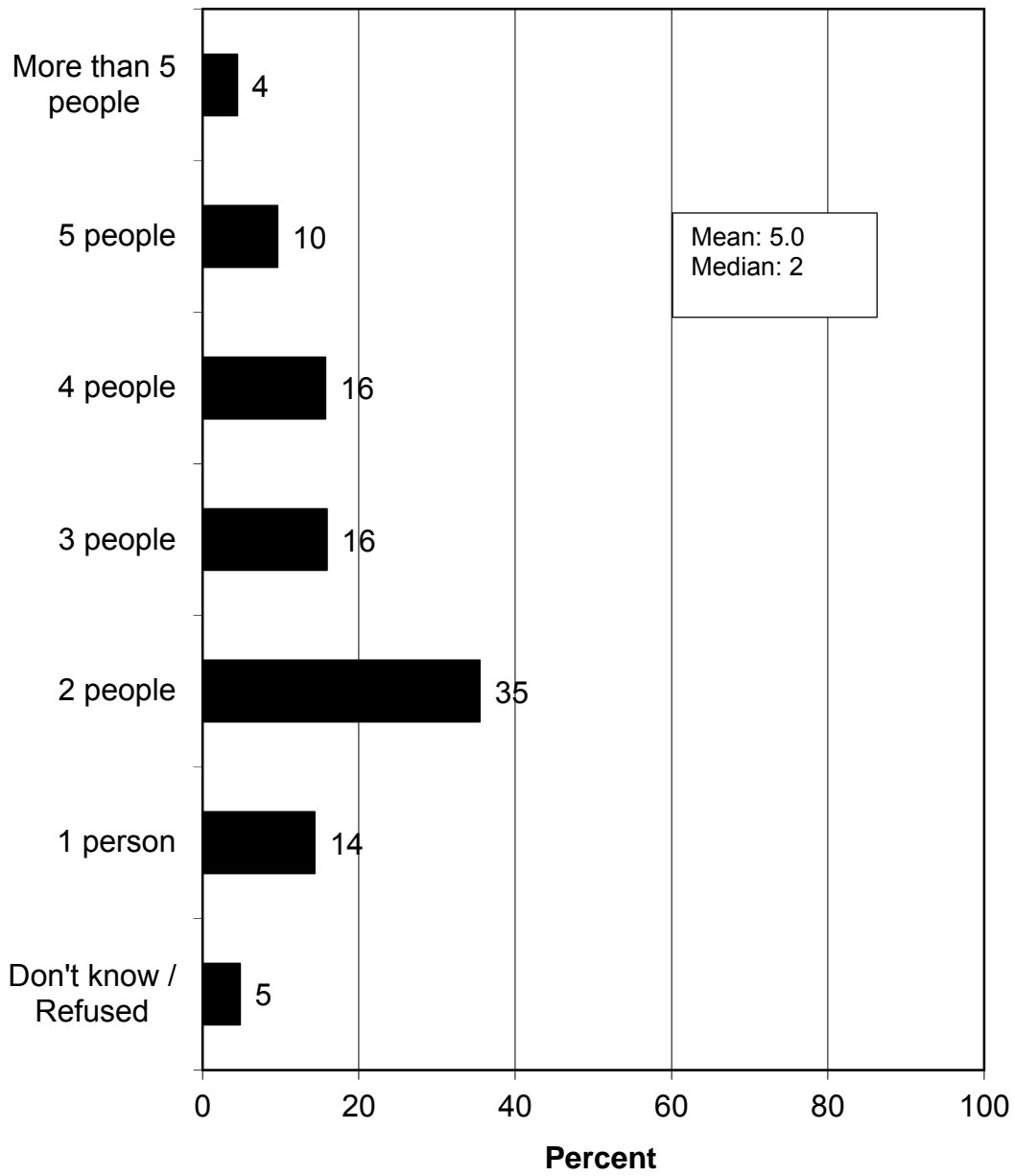
**Q487. Does any member of your immediate household have a physical disability?**



**Q487. Does any member of your immediate household have a physical disability?**

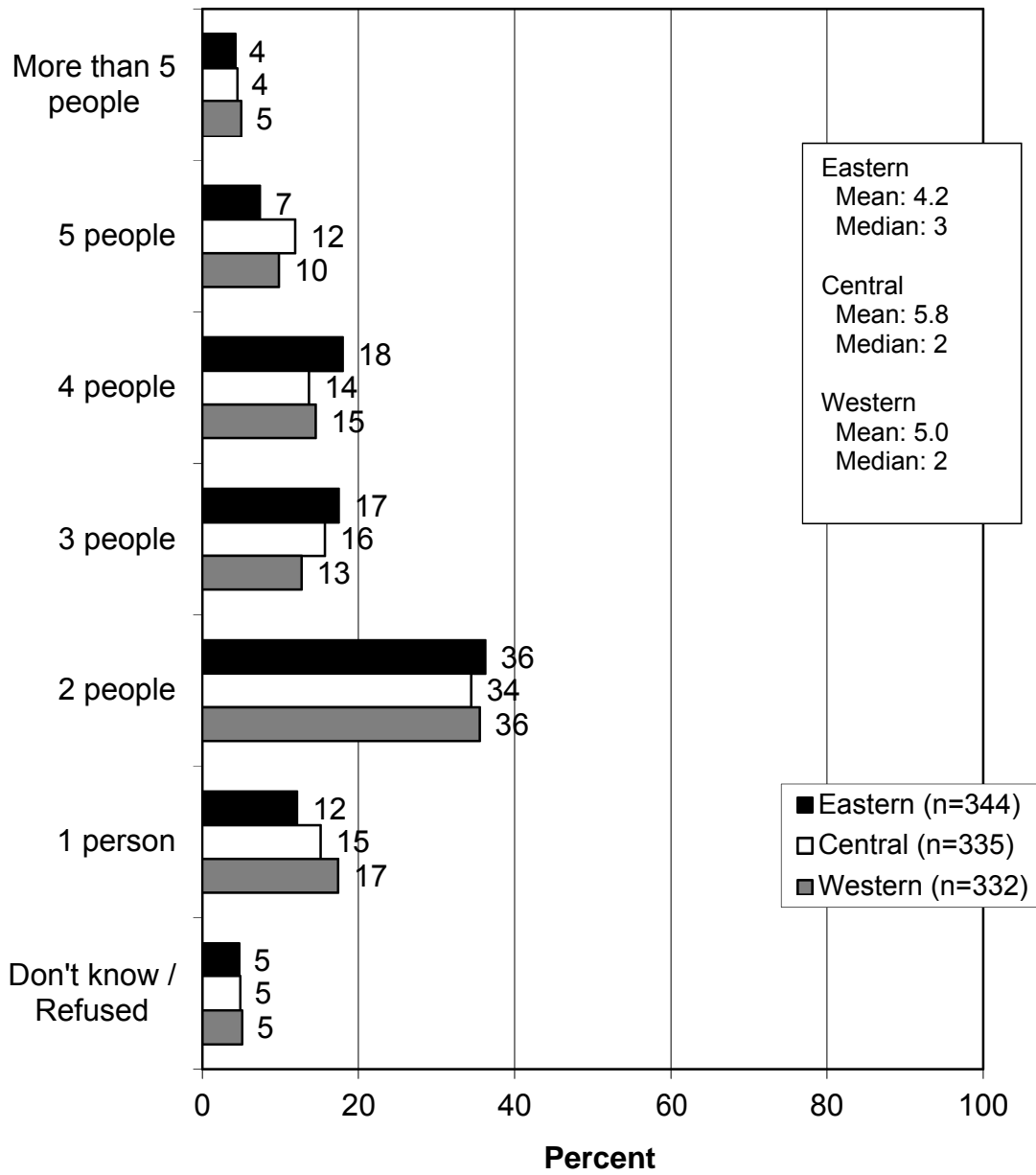


### Q485. Including yourself, how many people live in your household?

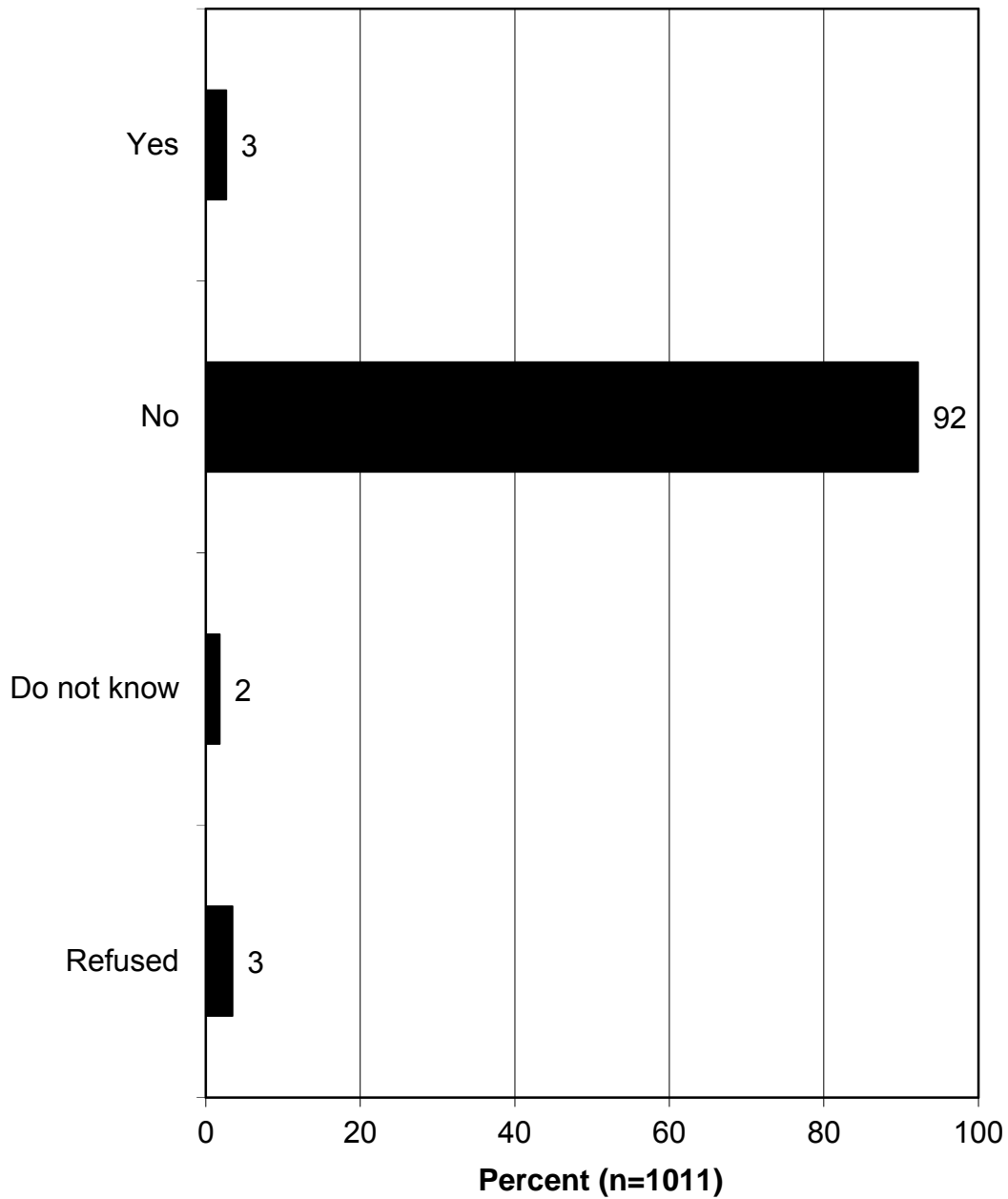




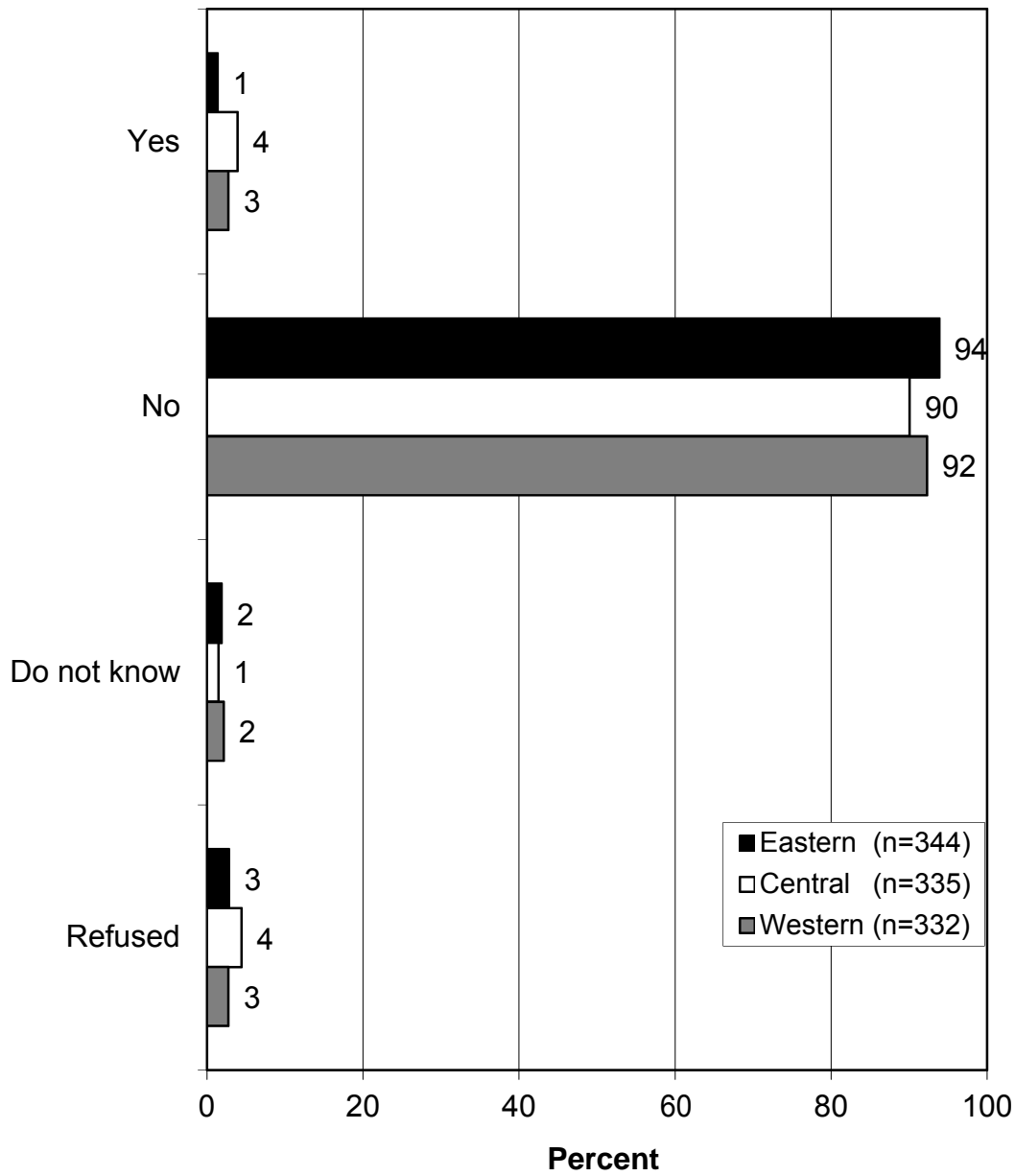
### Q485. Including yourself, how many people live in your household?



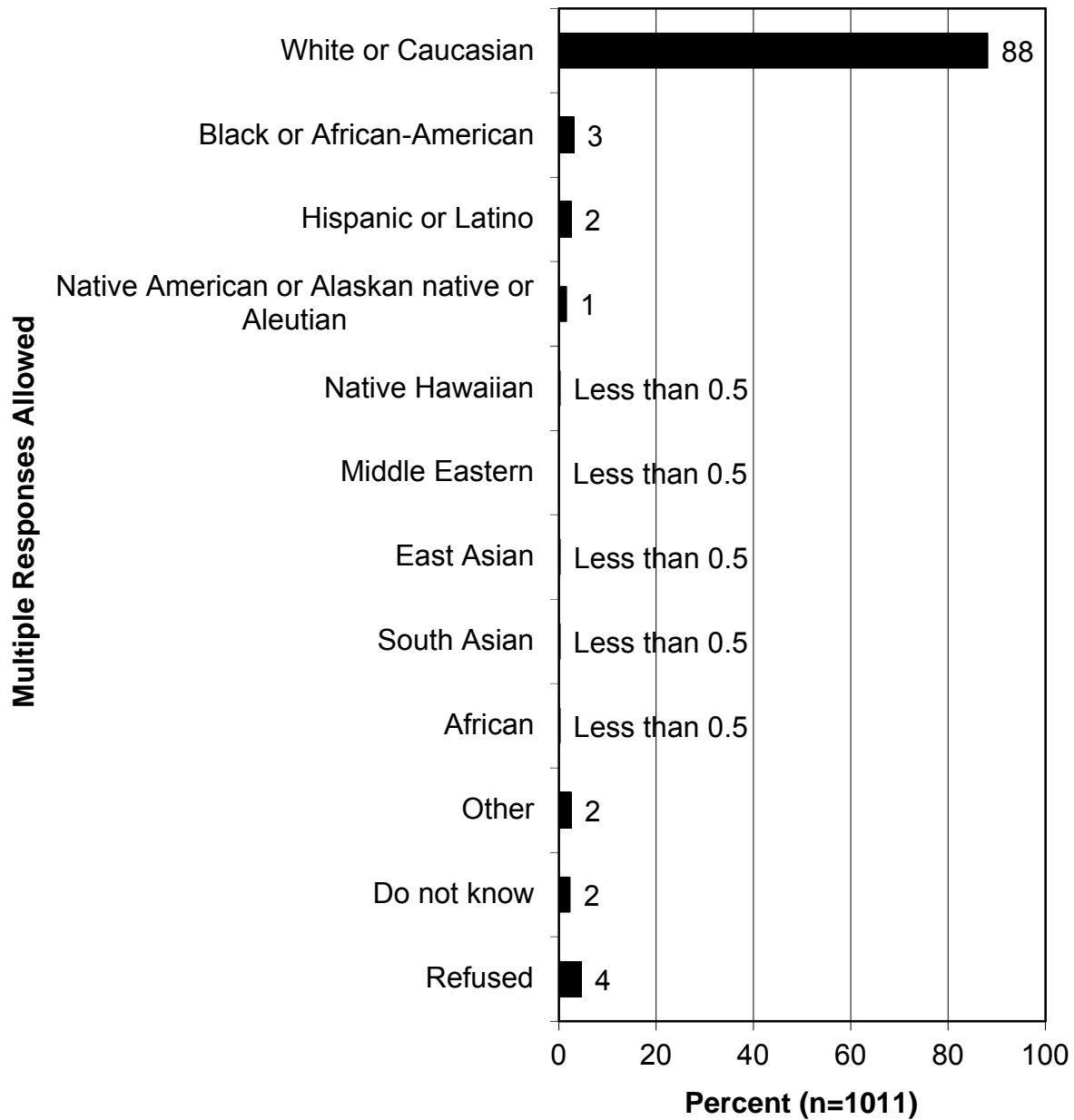
**Q488. Do you consider yourself to be of Hispanic or Latino origin?**



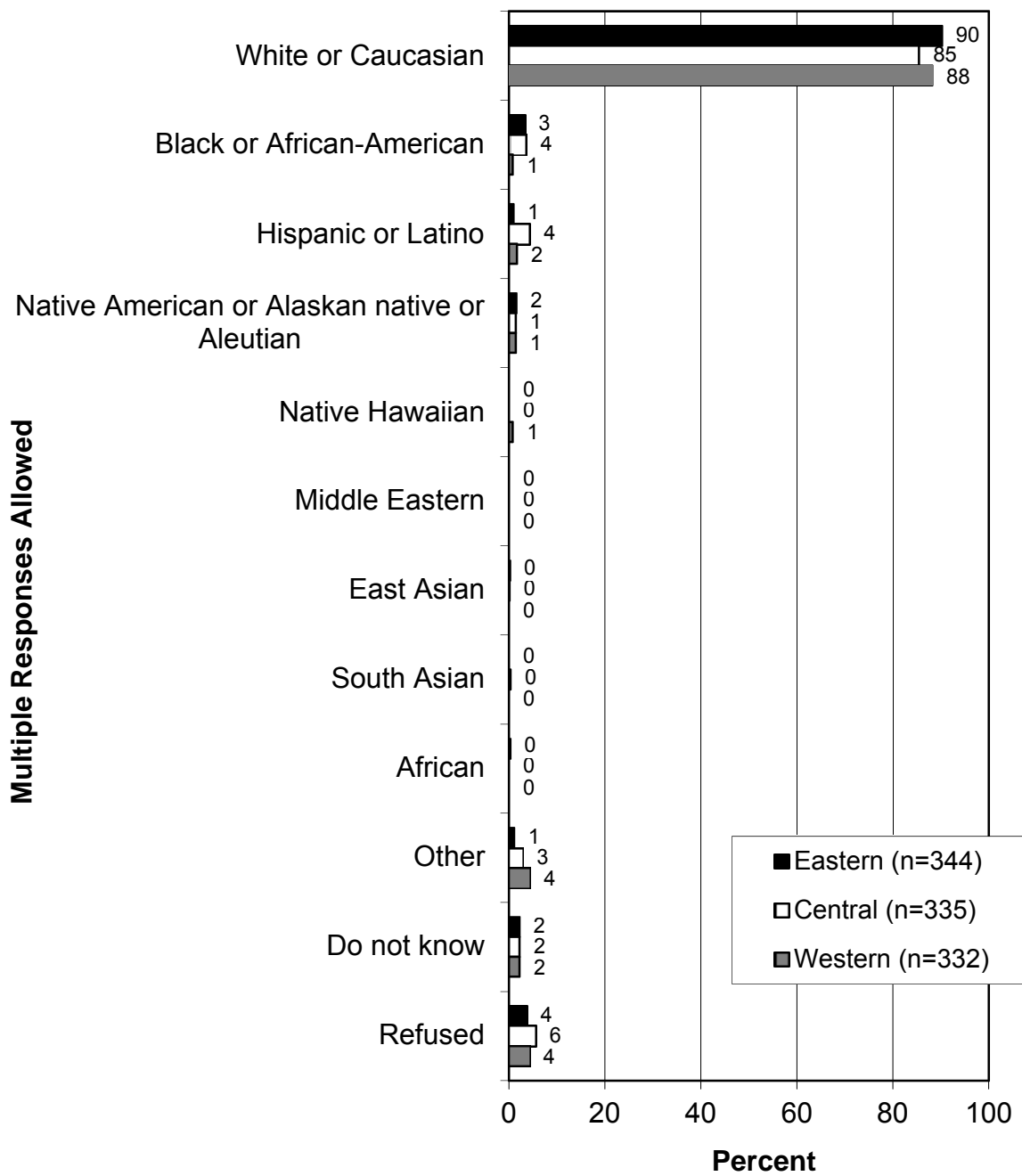
### Q488. Do you consider yourself to be of Hispanic or Latino origin?



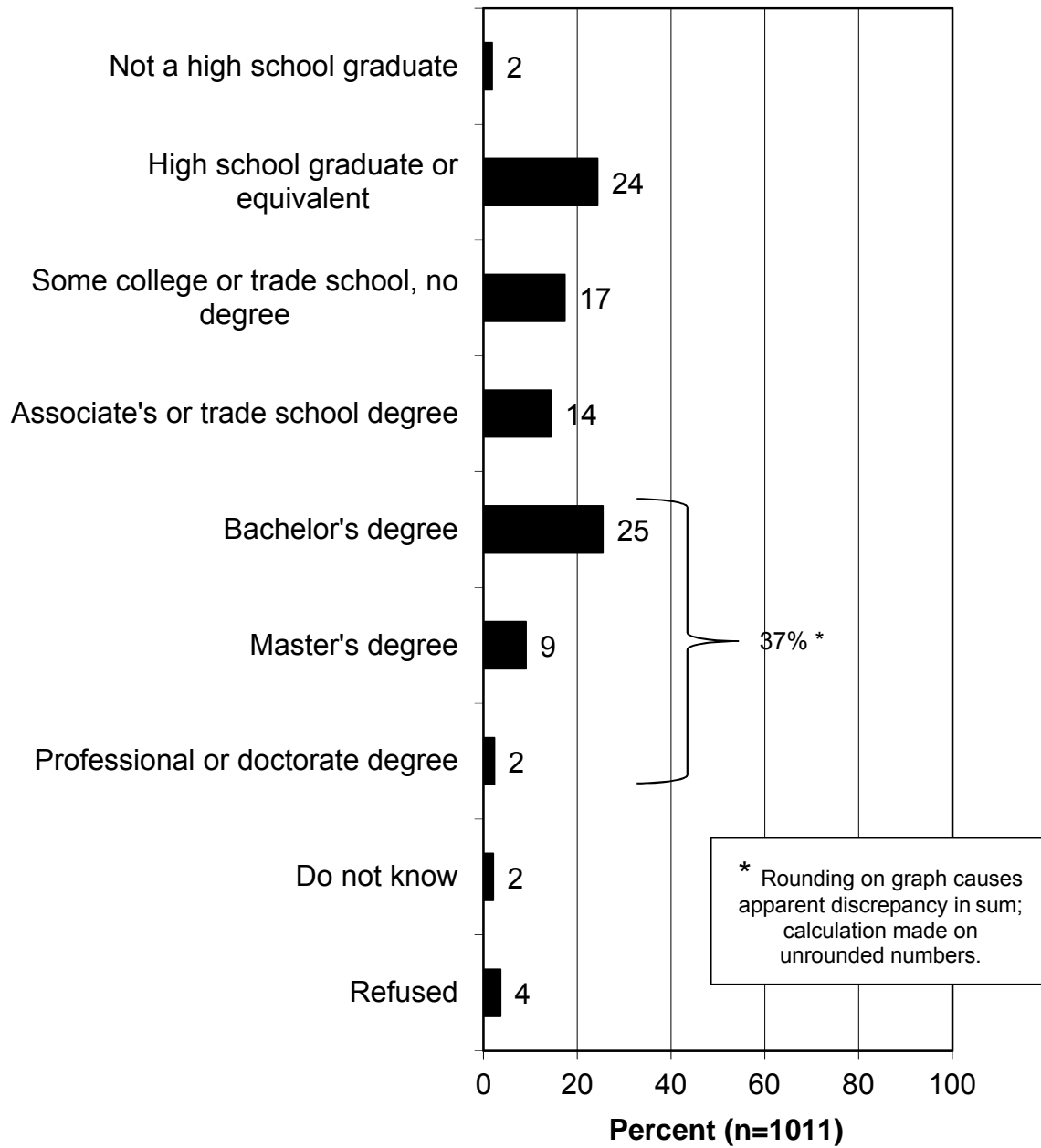
**Q491. What races or ethnic backgrounds do you consider yourself?  
Please mention all that apply.**



**Q491. What races or ethnic backgrounds do you consider yourself?  
Please mention all that apply.**



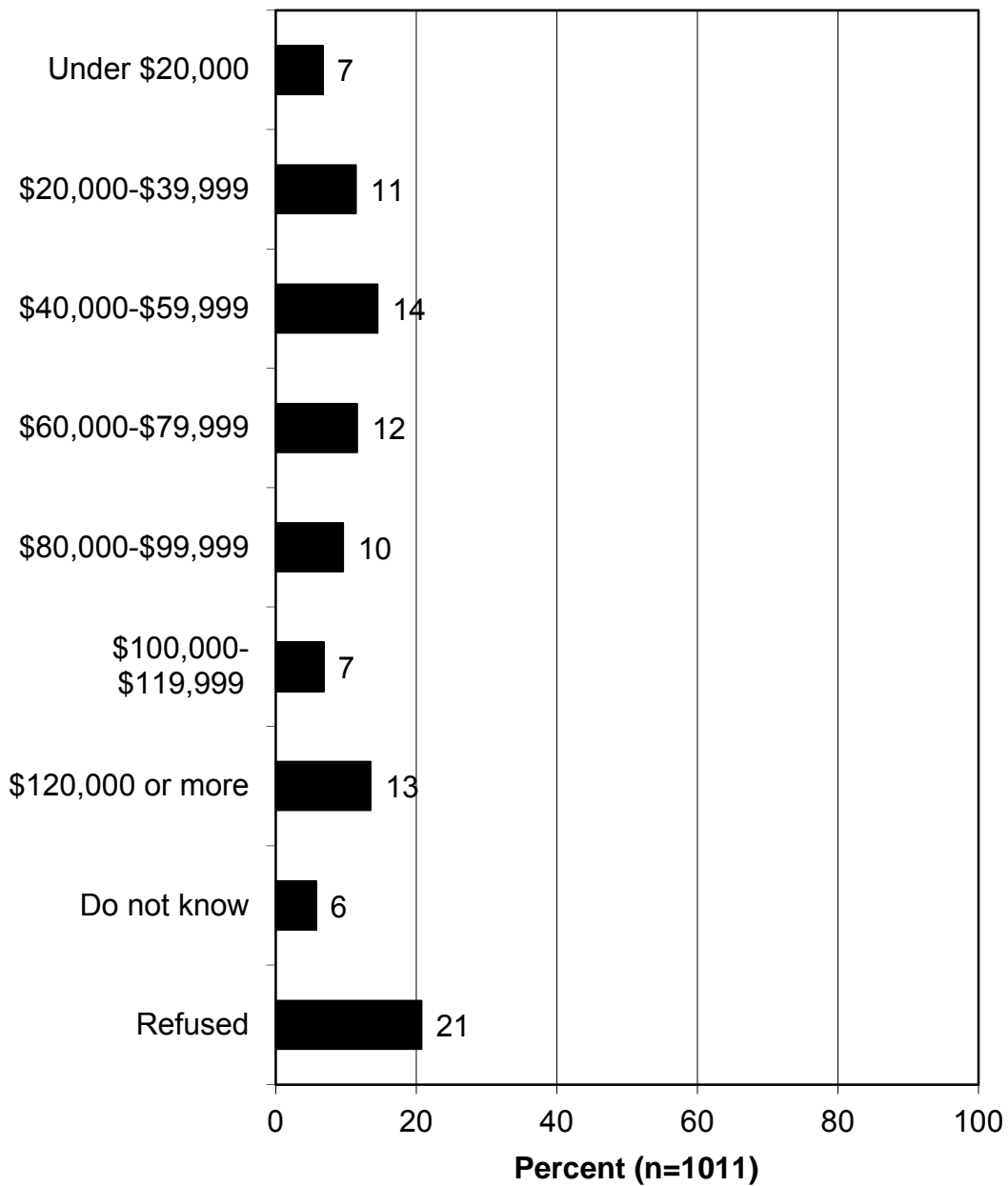
### Q493. What is the highest level of education you have completed?



### Q493. What is the highest level of education you have completed?

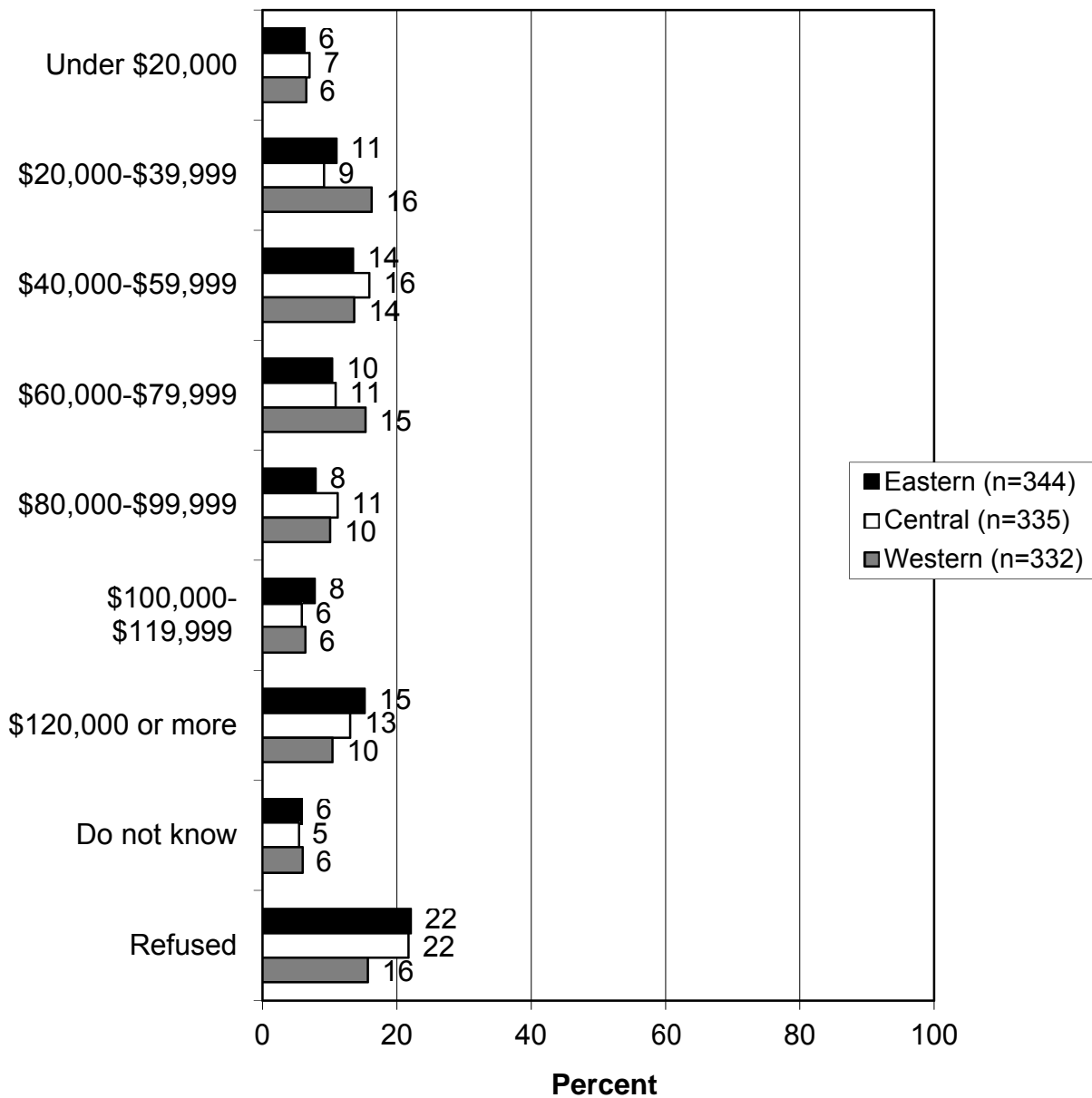


**Q494. Which of these categories best describes your total household income before taxes last year?**

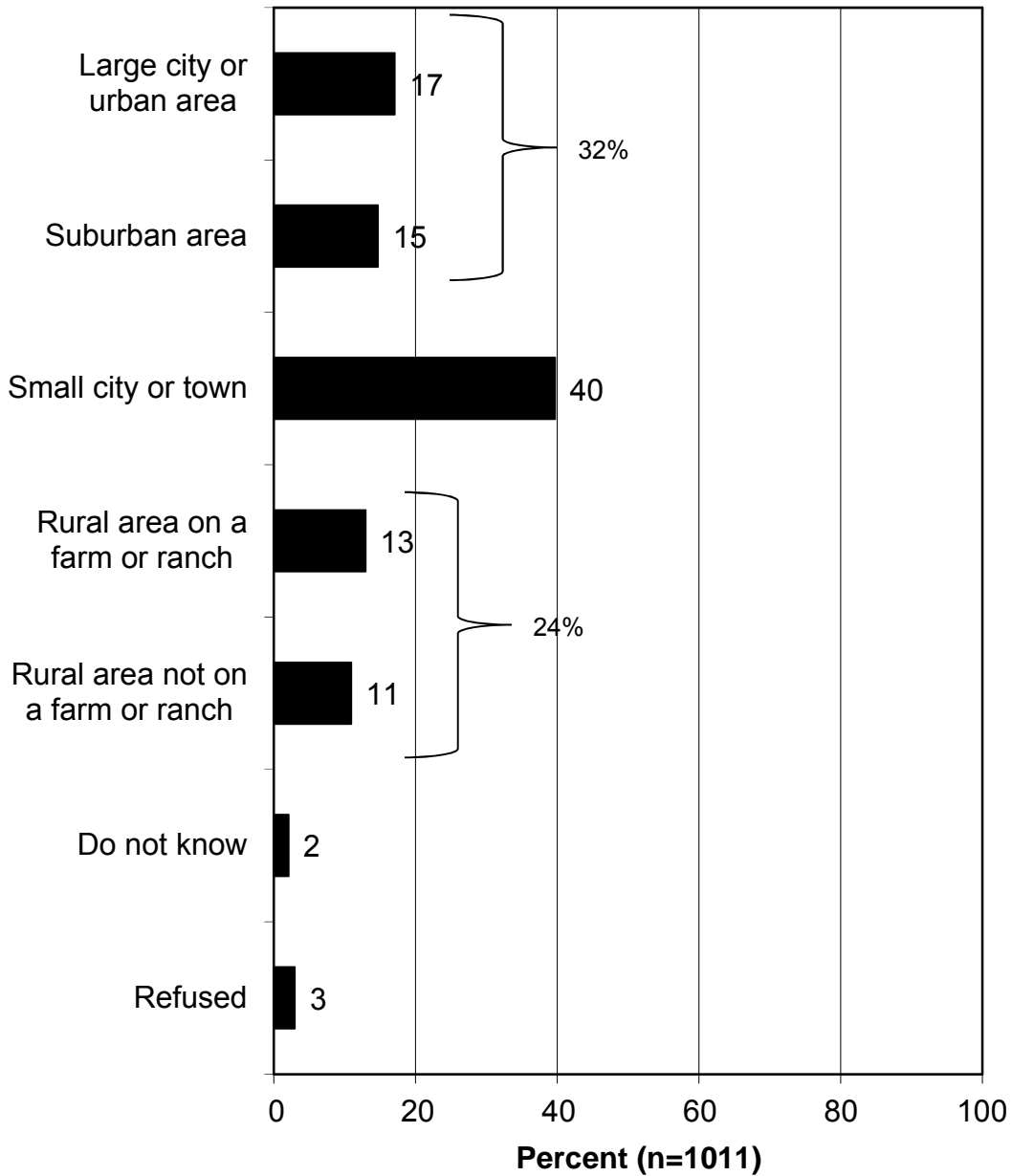




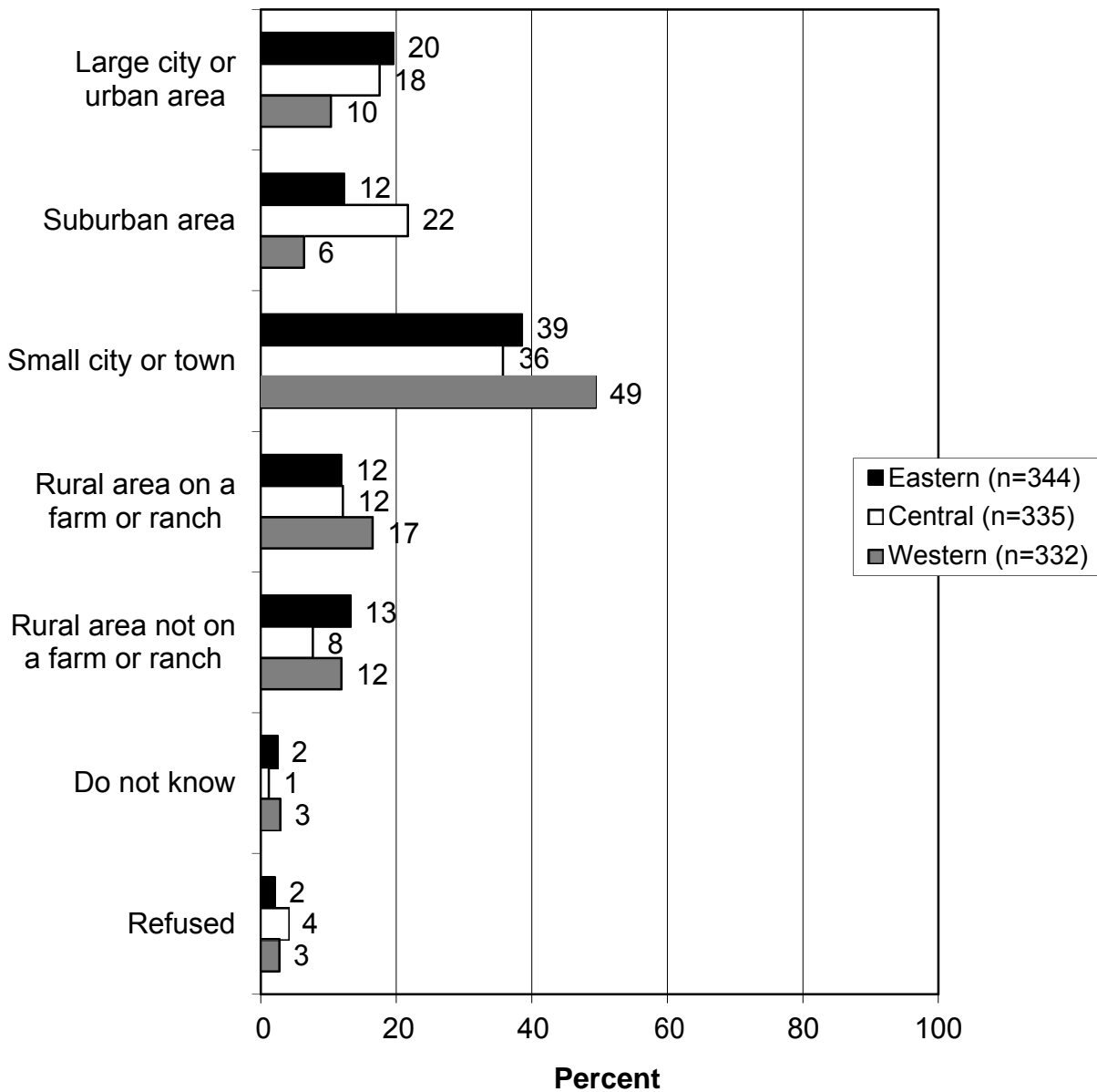
**Q494. Which of these categories best describes your total household income before taxes last year?**



**Q484. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?**



**Q484. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?**



## ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized survey research firm specializing in attitudes toward natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies, businesses, and organizations better understand and work with their constituents, customers, and the public.

Since 1985, Responsive Management has conducted telephone, mail, and online surveys, as well as multi-modal surveys, on-site intercepts, focus groups, public meetings, personal interviews, needs assessments, program evaluations, marketing and communication plans, and other forms of research measuring public opinions and attitudes. Utilizing our in-house, full-service survey facilities with 75 professional interviewers, we have conducted studies in all 50 states and 15 countries worldwide, totaling more than 1,000 projects and almost \$60 million in research.

Responsive Management has conducted research for every state fish and wildlife agency and most of the federal resource agencies, including the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Forest Service, the Bureau of Land Management, the U.S. Coast Guard, and the National Marine Fisheries Service.

We have also provided research for many nonprofit and nongovernmental organizations, including the National Wildlife Federation, the National Shooting Sports Foundation, the National Rifle Association, the Archery Trade Association, the Izaak Walton League, the Rocky Mountain Elk Foundation, Ducks Unlimited, SCI, and Dallas Safari Club. Other nonprofit and NGO clients include Trout Unlimited, the Sierra Club, the American Museum of Natural History, the Ocean Conservancy, the National Association of State Boating Law Administrators, and the BoatUS Foundation.

Responsive Management conducts market research and product testing for numerous outdoor recreation manufacturers and industry leaders, such as Winchester Ammunition, Vista Outdoor (whose brands include Federal Premium, CamelBak, Bushnell, Primos, and more), Trijicon, Yamaha, and others.

Responsive Management also provides data collection for the nation's top universities, including Auburn University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Tech, West Virginia University, and many more.

Our research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major wildlife and natural resource conferences around the world. Responsive Management's research has also been featured in many of the nation's top media, including *Newsweek*, *The Wall Street Journal*, *The New York Times*, CNN, and on the front pages of *The Washington Post* and *USA Today*.

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