

## Appendix D

# Outdoor Recreation Demand Citizen Survey

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## Executive Summary of Citizen Survey Results

### Overview of the Methodology

The Rhode Island Department of Environmental Management conducted a statewide attitude and interest survey from August through October of 2002 to help determine citizen usage, satisfaction, needs, and priorities for outdoor recreation in the State of Rhode Island. The survey was designed to obtain statistically valid results from households throughout the State of Rhode Island.

Leisure Vision worked extensively with Rhode Island Department of Environmental Management officials and staff in the development of the survey questionnaire. This work included a series of stakeholder phone interviews with public and private sector officials throughout the State of Rhode Island. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

5,150 surveys were mailed to a random sampling of households throughout the State of Rhode Island, 329 surveys were returned as non-deliverable, with a total of 4,821 surveys being received by households. Extensive phone calling occurred to households receiving the surveys to encourage completion of the survey by mail or to complete the survey by phone.

The goal was to obtain at least 1400 completed surveys. This goal was accomplished, with 1408 surveys being completed. The results of the random sample of 1408 households have a 95% level of confidence with a precision of at least +/-2.6%. The overall completion rate for the survey was 29%.

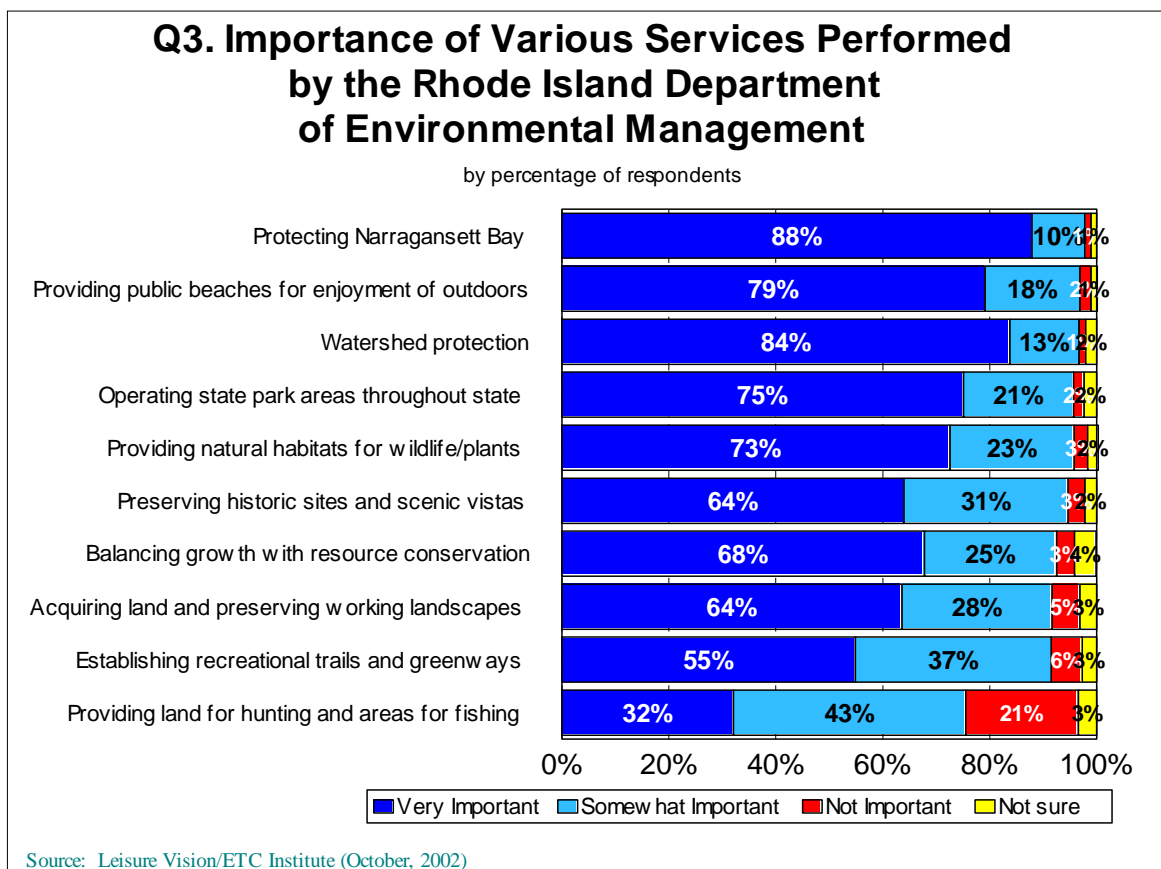
***Components of the final report include:*** Section 1: Executive Summary of Major Findings; Section 2: Cross Tabular Analysis of Survey Findings by Gender and Age of Respondent; Section 3: Cross Tabular Analysis of Survey Findings by Visited Areas Operated by RIDEM, 3 Geographic Areas in the State, and Race/Ethnicity; Section 4: Cross Tabular Analysis of Survey Findings by Visited Areas Operated by RIDEM and Support for a Dedicated Funding Source; and Section 5: Copy of the Survey Document.

The following is a summary of major survey findings:

## Importance of Various Services

Based on a list of 10 various services performed by the Rhode Island Department of Environmental Management, respondents were asked to rate the importance of each one. The following summarizes key findings:

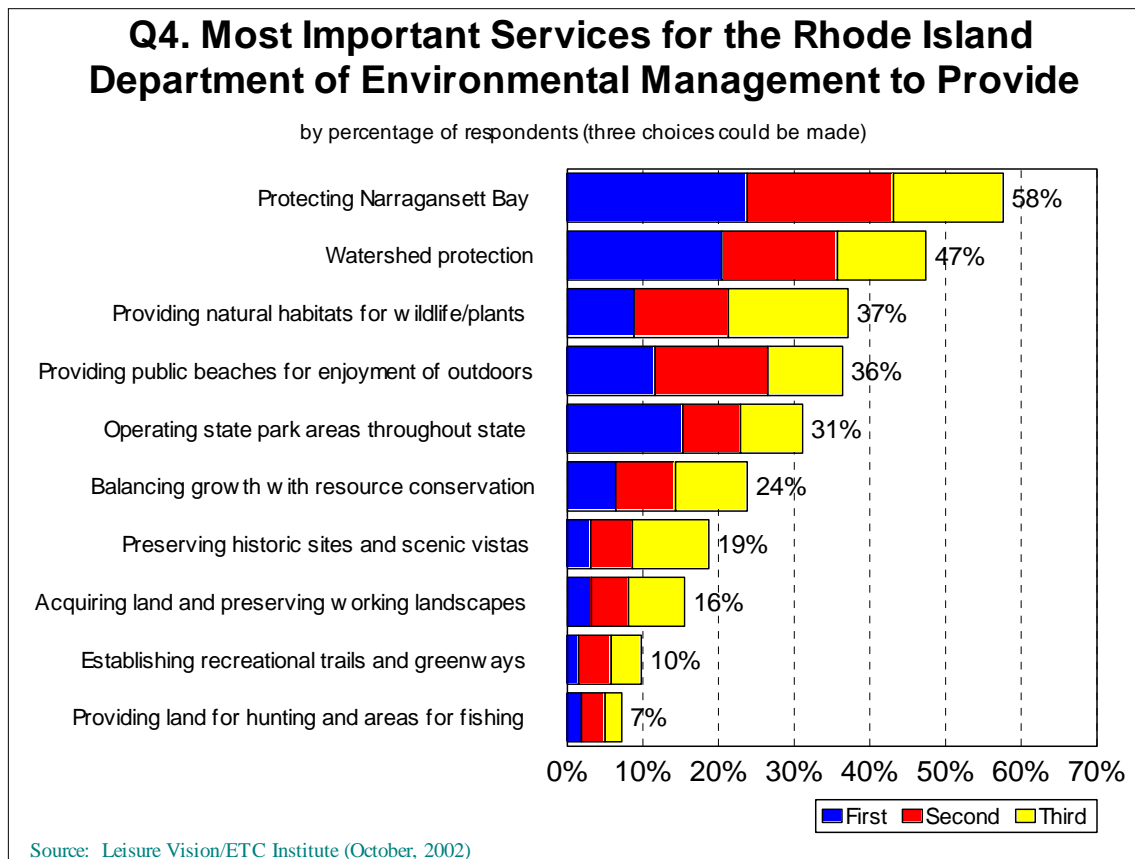
- Protecting Narragansett Bay (88%) was the service that the highest percentage of respondents indicated as being very important for the Rhode Island Department of Environmental Management to perform.** There were three other services that at least three-fourths of respondents indicated as being very important, including: watershed protection (84%); providing public beaches for the enjoyment of the outdoors (79%); and operating state park areas throughout the state (75%). It should also be noted that 9 of the 10 services had over 90% of respondents rate them as either very important or somewhat important.



## Most Important Services to Provide

Based on the list of 10 various services performed by the Rhode Island Department of Environmental Management, respondents were asked to indicate the three that are most important for them to provide. The following summarizes key findings:

- Protecting Narragansett Bay (58%) had the highest percentage of respondents rate it as one of the four services most important for the Rhode Island Department of Environmental Management to provide.** There were three other services that over one-third of respondents indicated as one of the four most important, including: watershed protection (47%); providing natural habitats for wildlife, birds, and plant life (37%); and providing public beaches for the enjoyment of the outdoors (36%).



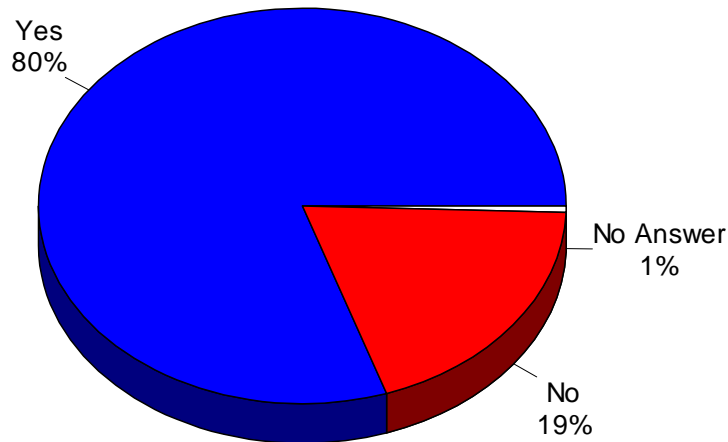
## *Visitation of State Parks, Coastal Beaches, and Woodland Management Areas*

Respondent households were asked if over the past year they had visited any state parks, coastal beaches, or woodland management areas operated by the Rhode Island Department of Environmental Management. The following summarizes key findings:

- **Eighty percent (80%) of respondents indicated they had visited state parks, coastal beaches, or woodland management areas operated by the Rhode Island Department of Environmental Management during the past 12 months.** Nineteen percent (19%) of respondents indicated they had not visited any state parks, coastal beaches, or woodland management areas, and the remaining 1% gave no answer.

### **Q5. Have Respondent Households Visited State Parks, Coastal Beaches, or Woodland Management Areas Operated by the Rhode Island Department of Environmental Management During the Past Year**

by percentage of respondents

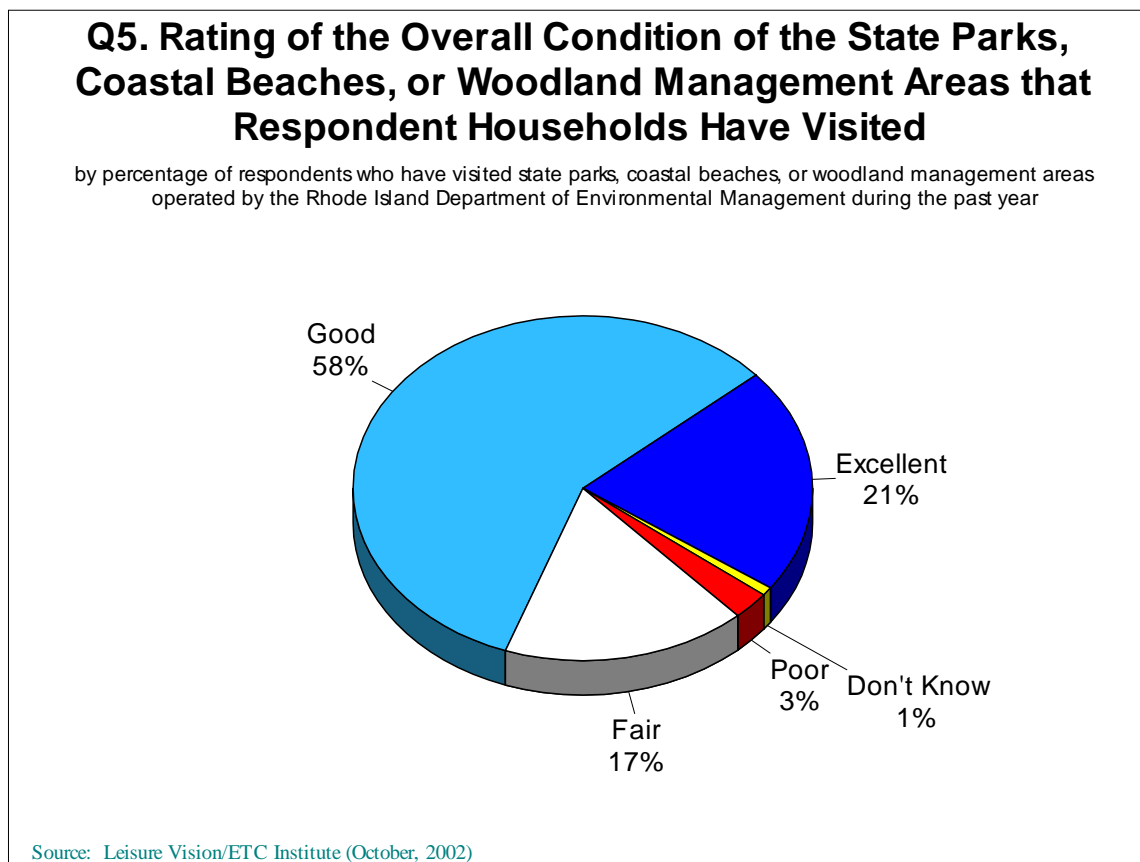


Source: Leisure Vision/ETC Institute (October, 2002)

## ***Rating of the Overall Condition of State Parks, Coastal Beaches, and Woodland Management Areas***

Respondent households were asked to rate the overall condition of the state parks, coastal beaches, or woodland management areas they had visited during the past year. The following summarizes key findings:

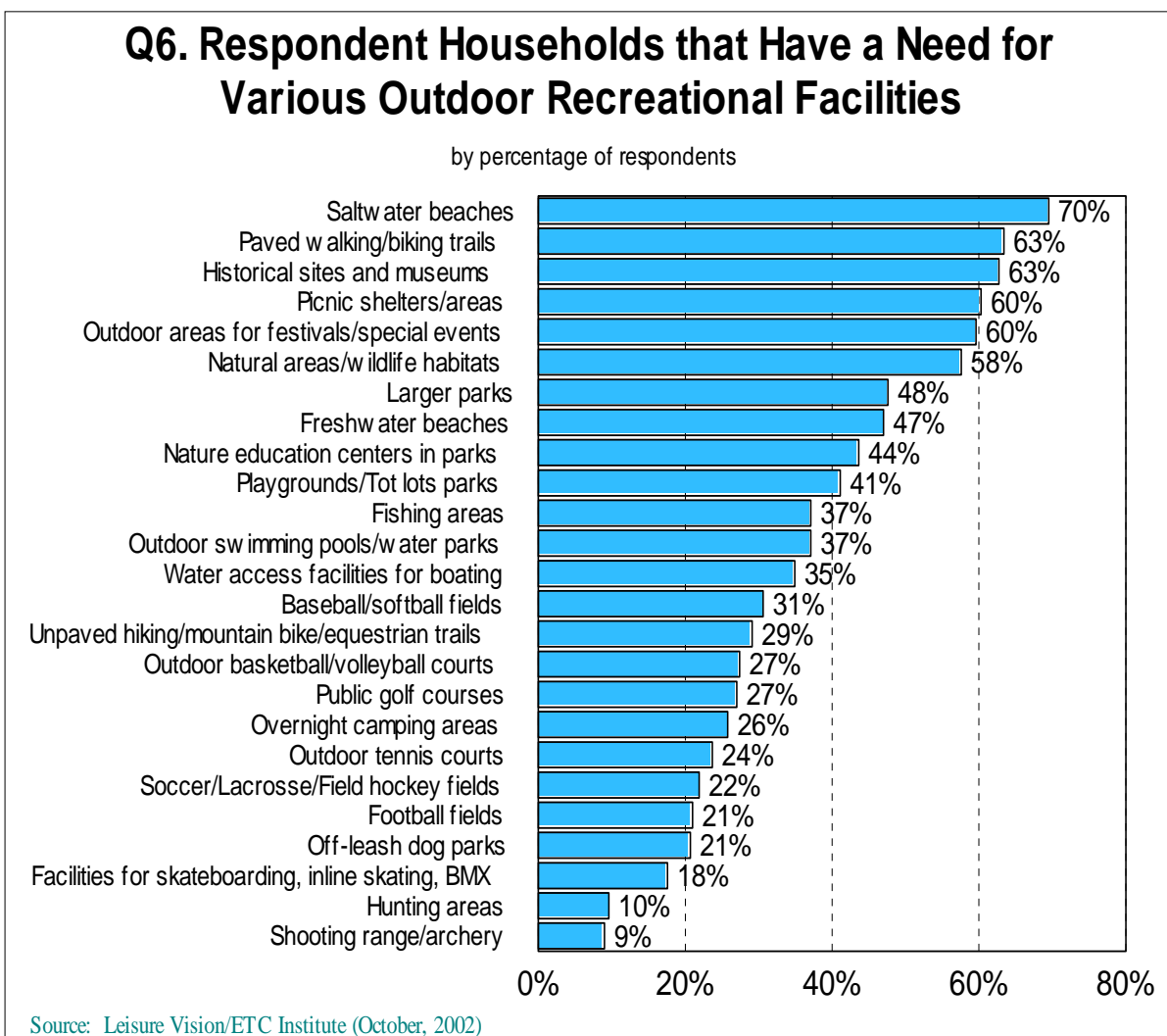
- **Twenty-one percent (21%) of respondents rated the overall condition of the state parks, coastal beaches and/or woodland management areas they had visited as excellent, and an additional 58% rated them as good.** In addition, 17% rated them as fair and just 3% rated them as poor. The remaining 1% indicated “don’t know”.



## ***Outdoor Recreational Facilities that Respondent Households Need***

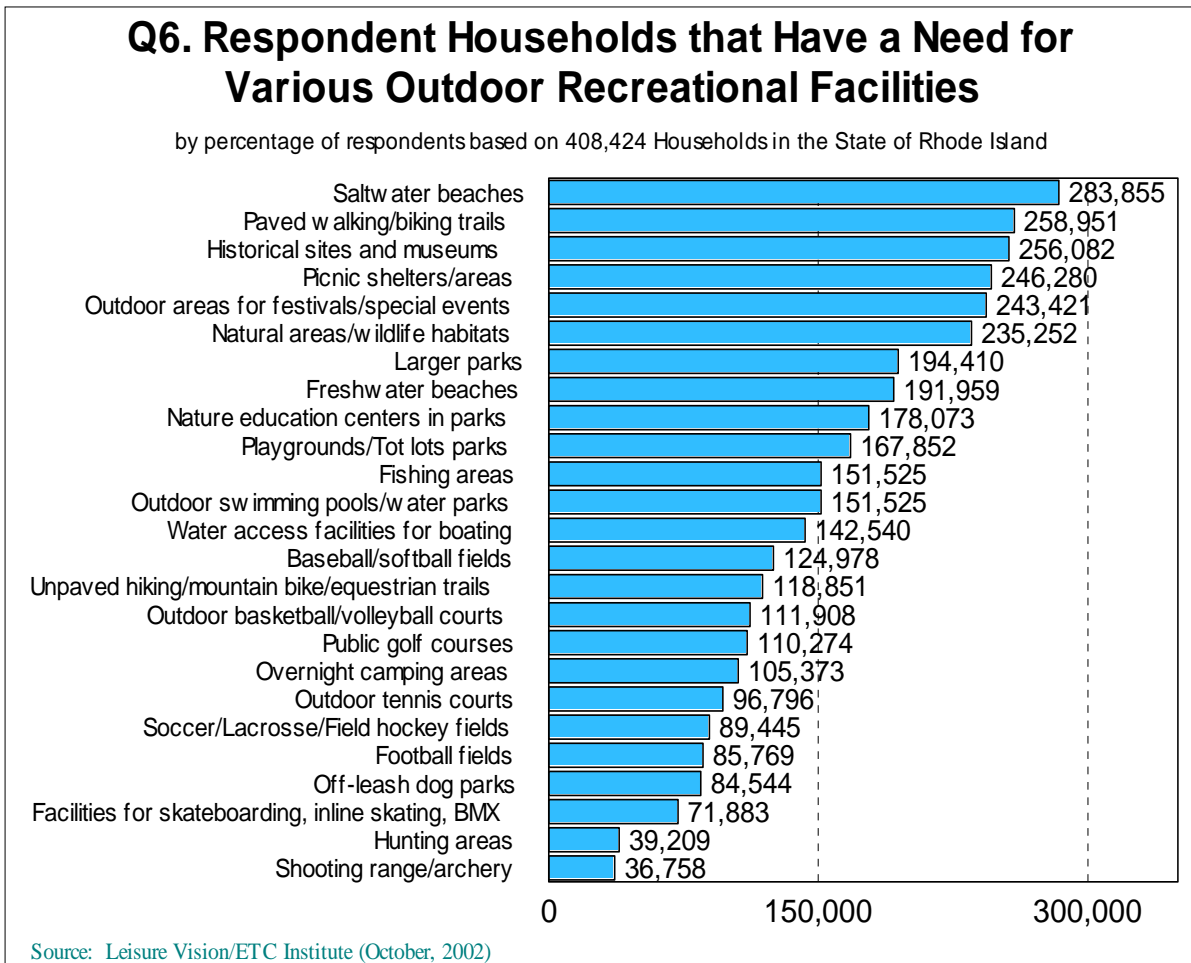
Based on a list of 26 various outdoor recreational facilities, respondent households were asked to indicate which ones they have a need for. The following summarizes key findings:

- Saltwater beaches (70%) was the outdoor recreational facility that the highest percentage of respondent households indicated they have a need for.** There were five other outdoor recreation facilities that over half of respondent households indicated they have a need for, including: paved walking/biking trails (63%); historical sites and museums (63%); picnic shelters/areas (60%); outdoor areas for festivals/special events (60%); and natural areas/wildlife habitats (58%).



## ***Outdoor Recreational Facilities that Respondent Households Need***

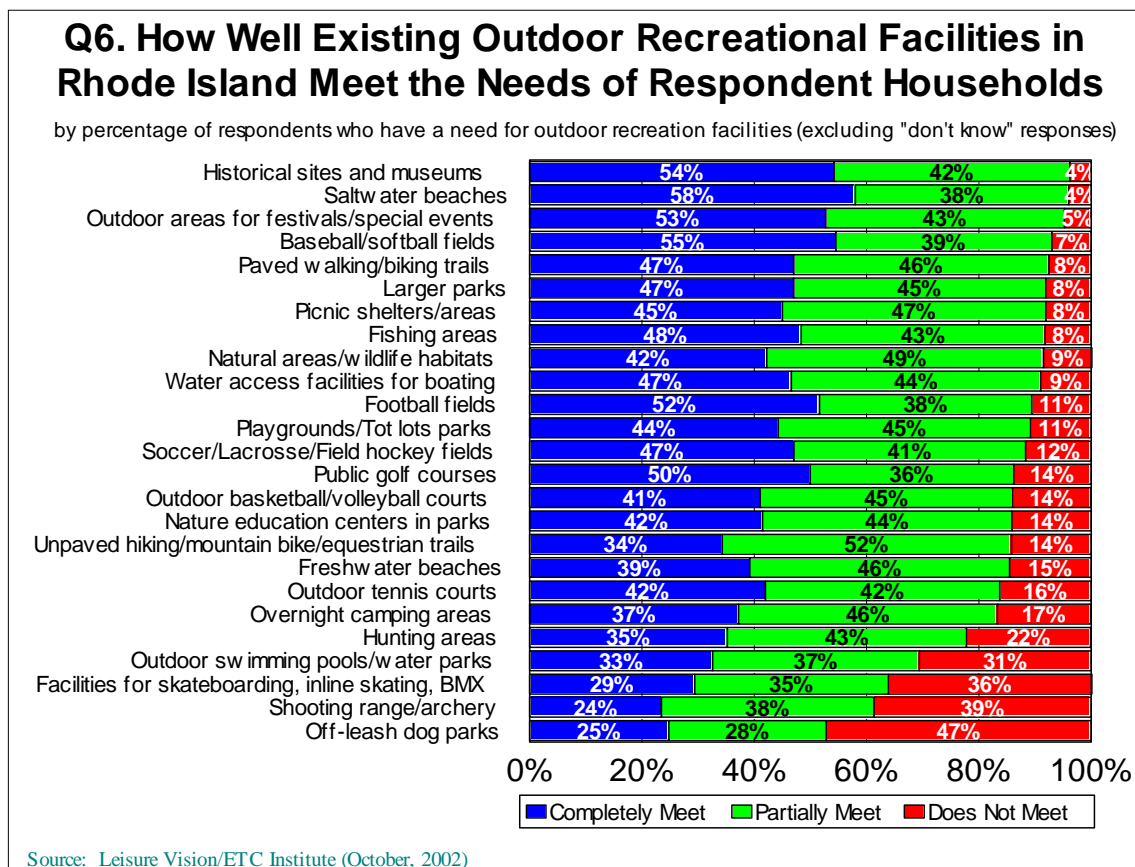
Based on a list of 26 various outdoor recreational facilities, respondent households were asked to indicate which ones they have a need for. The following summarizes key findings found on the previous page by number of households having a need in the State of Rhode Island and based on a total of 408,424 households in the State.



## How Well Existing Outdoor Recreational Facilities Meet Respondent Household Needs

Based on the list of 26 various existing outdoor recreational facilities, respondent households were asked to indicate how well each one meets their needs. The following summarizes key findings:

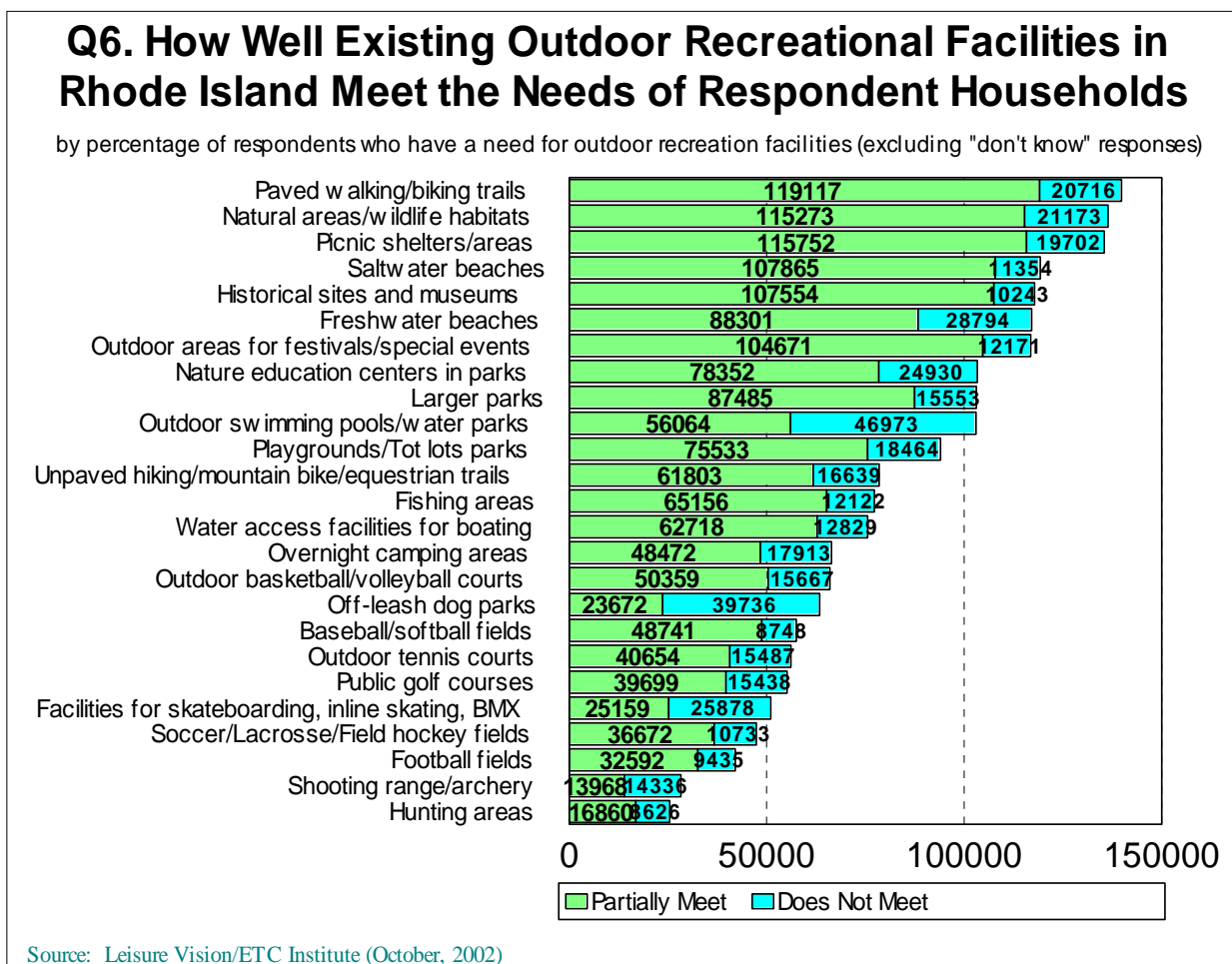
- **Saltwater beaches (58%)** was the outdoor recreational facility that the highest percentage of respondent households indicated as completely meeting their needs. Other facilities that a high percentage of respondent households indicated as completely meeting their needs includes: baseball/softball fields (55%); historical sites and museums (54%); outdoor areas for festivals/special events (53%); football fields (52%); and public golf courses (50%).





## How Well Existing Outdoor Recreational Facilities Meet Respondent Household Needs

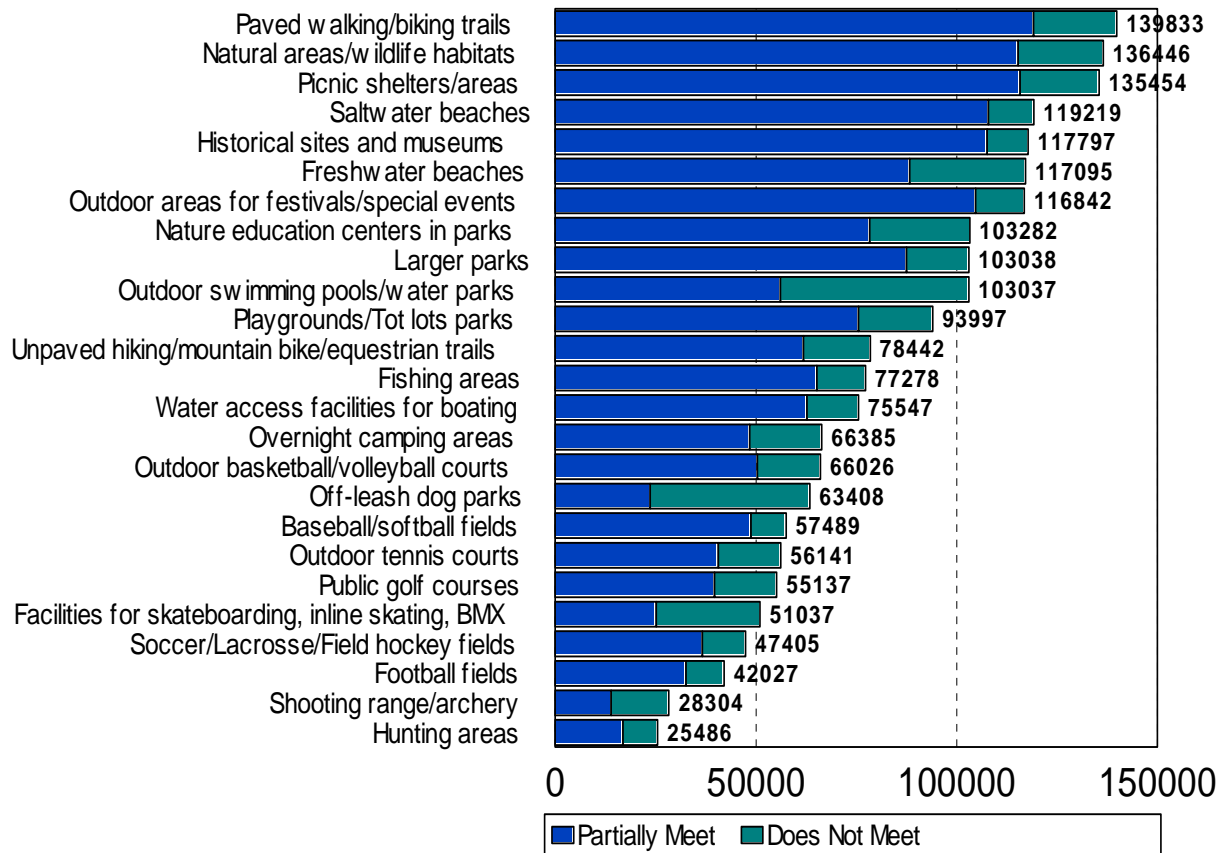
Based on the list of 26 various existing outdoor recreational facilities, respondent households were asked to indicate how well each one meets their needs. The following chart shows the number of households whose needs are either partially being met or not being met at all based on 408,424 households across the State of Rhode Island. This chart shows the number of households that indicated “partially meet and don’t meet needs”. The chart on the next page shows the total numbers by summing “partially meet and don’t meet needs” answers.



## How Well Existing Outdoor Recreational Facilities Meet Respondent Household Needs

### Q6. How Well Existing Outdoor Recreational Facilities in Rhode Island Meet the Needs of Respondent Households

by percentage of respondents who have a need for outdoor recreation facilities (excluding "don't know" responses)

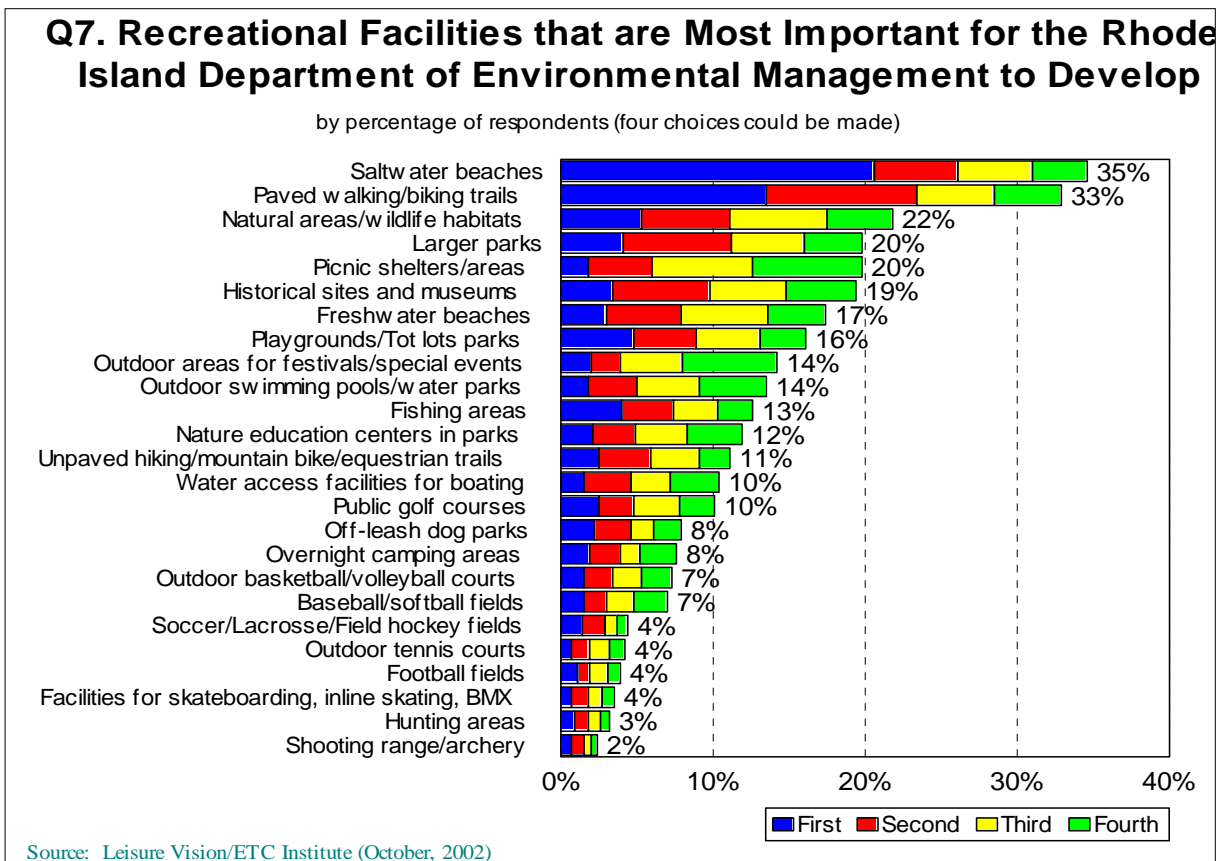


Source: Leisure Vision/ETC Institute (October, 2002)

## Most Important Outdoor Recreational Facilities to Develop

Based on the list of 26 various outdoor recreational facilities, respondents were asked to indicate the four that are most important for the Rhode Island Department of Environmental Management to develop. The following summarizes key findings:

- Saltwater beaches (35%) had the highest percentage of respondent households rate it as one of the four most important outdoor recreation facilities for the Rhode Island Department of Environmental Management to develop.** There were four other facilities that at least 20% of respondent households indicated as one of the four most important to develop, including: paved walking/biking trails (33%); natural areas/wildlife habitat (22%); larger parks (20%); and picnic shelters/areas (20%).

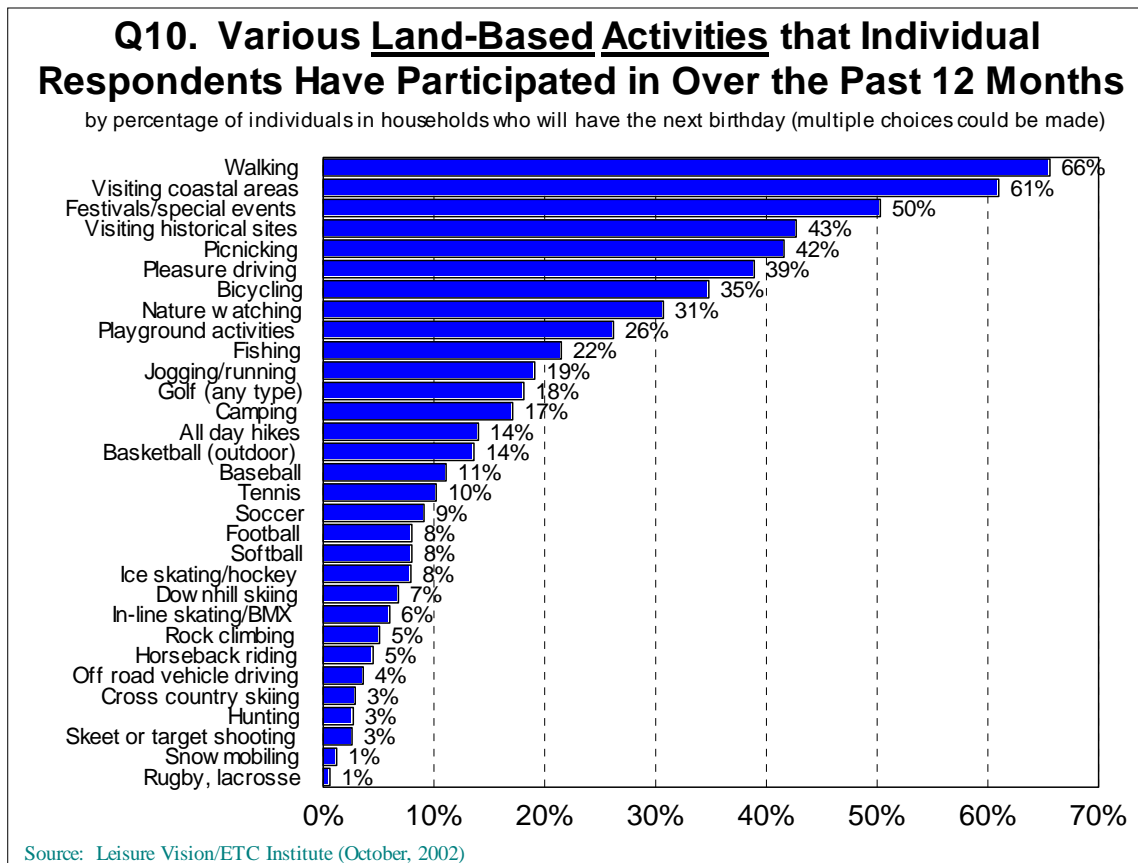


## ***Land Based Outdoor Recreation Activities That Individuals Participated In Over Past 12 Months***

***Note: Questions 10-14 were asked of individual respondents who had the next birthday in each responding household.***

Based on the list of 31 different land-based outdoor recreational activities, individual members of households who were having the next birthday, were asked to 1) indicate the types of activities they had participated in over the past 12 months and 2) the approximate number of days they had participated in each activity over the past 12 months. The following summarizes key findings:

**Walking (66%) had the highest percentage of individual respondents rate it as a land-based activity they had participated in over the past 12 months.** Other land-based activities that a high percentage of individual respondents indicated they participated in over the past 12 months included: visiting coastal areas (61%), festivals/special events (50%), visiting historical sites (43%) and picnicking (42%).

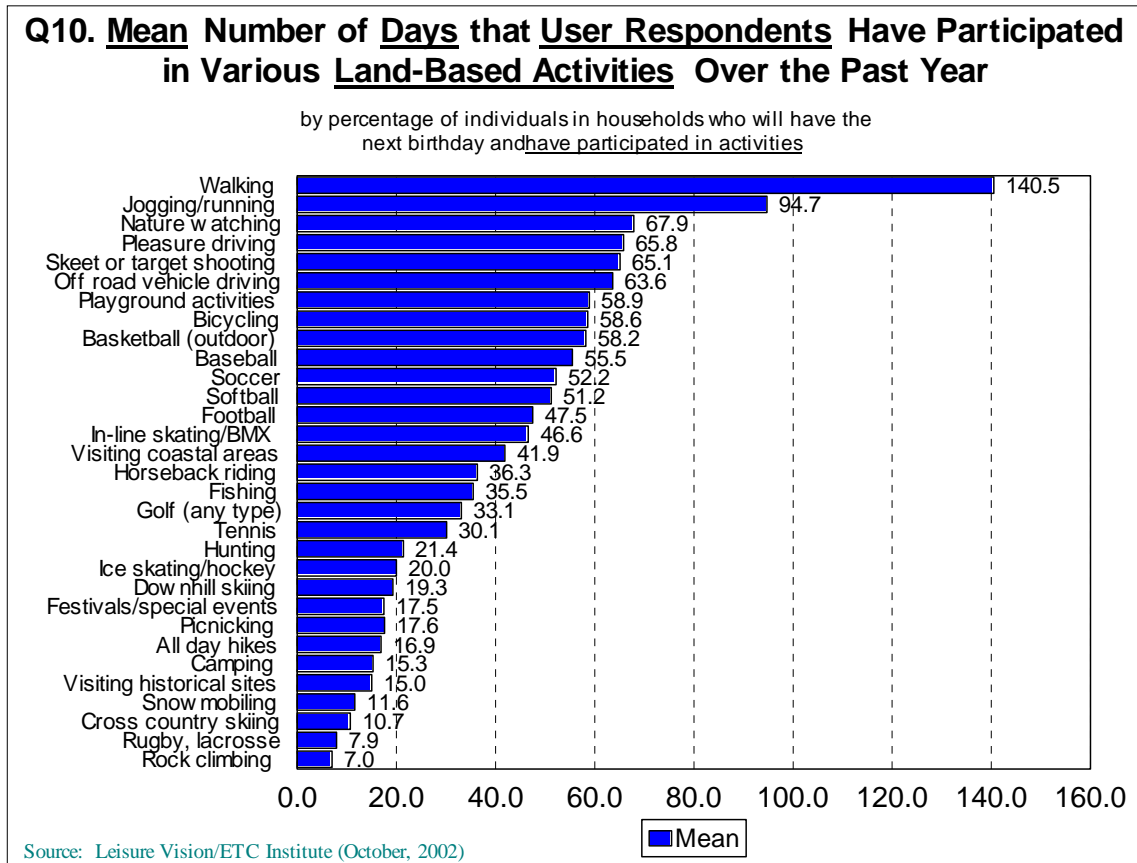


## **Mean Number of Days that User Respondents Have Participated in Various Outdoor Land-Based Activities**

Based on a list of 32 various outdoor land-based activities, household respondents who will have the next birthday were asked to indicate how many times they have participated in each activity over the past year. The following summarizes key findings:

*(Note: includes only those household respondents with the next birthday who indicated they had participated in the activity.)*

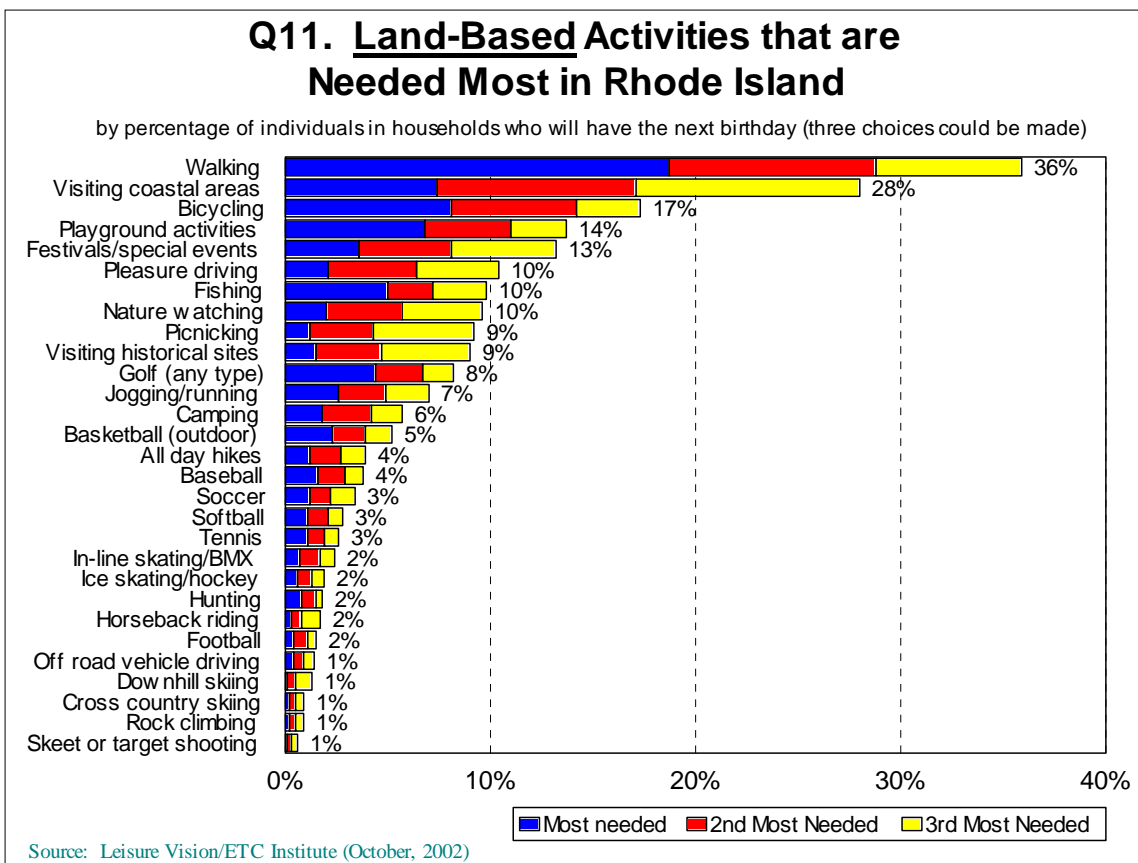
- **Walking was the outdoor land-based activity that respondents had participated in most often over the past year, with respondents having participated in walking on an average of 141 days in the past year.** Other activities that respondents have participated in most often over the past year include: jogging/running (95 days); nature watching (68 days); pleasure driving (66 days); skeet or target shooting (65 days); and off road vehicle driving (64 days).



## **Outdoor Land-Based Recreational Activities Needed Most in Rhode Island**

Based on the list of 32 various outdoor land-based activities, respondents were asked to indicate the three that are needed most in Rhode Island. The following summarizes key findings:

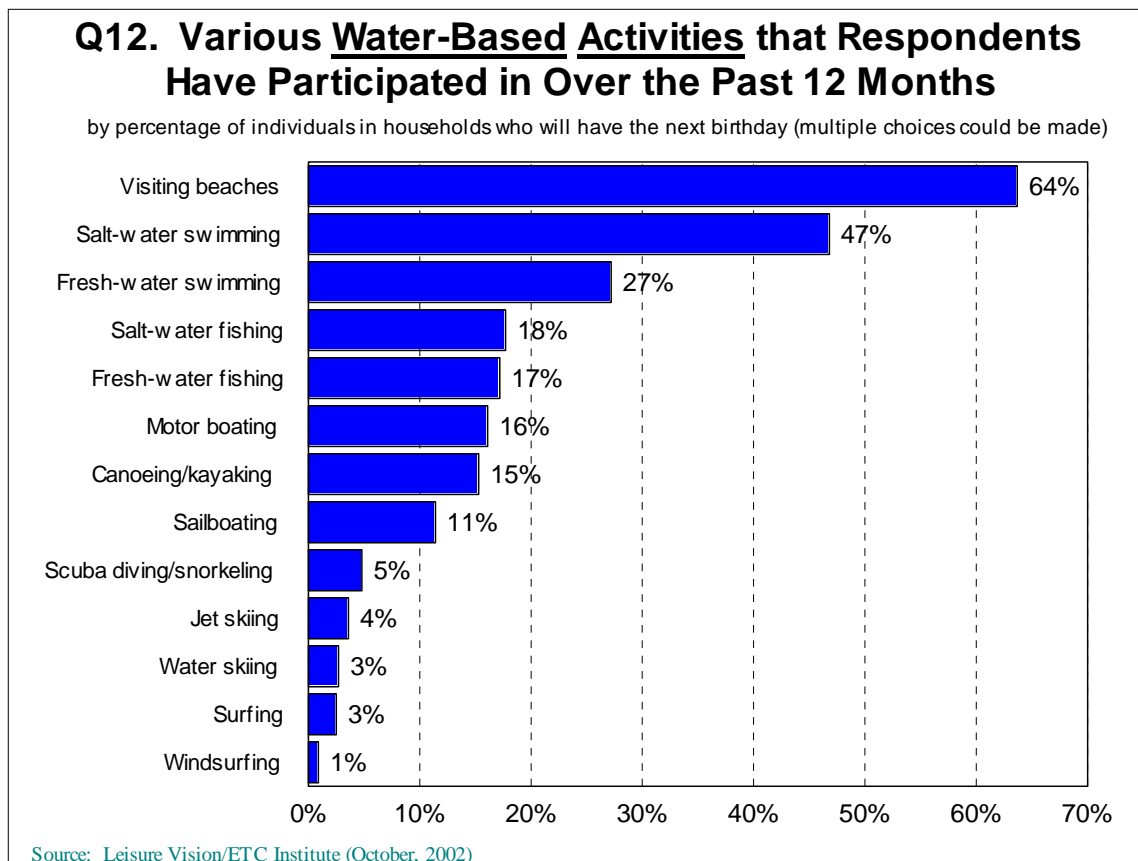
- **Walking (36%) had the highest percentage of respondents rate it as one of the three land-based activities needed most in Rhode Island.** Other activities that a high percentage of respondents indicated as one of the three most needed include: visiting coastal areas (28%); bicycling (17%); playground activities (14%); and festivals/special events (13%).



## ***Water Based Outdoor Recreation Activities That Individuals Participated In Over the Past 12 Months***

Based on the list of 13 different water based outdoor recreational activities, individual members of households who were having the next birthday, were asked to 1) indicate the types of activities they had participated in over the past 12 months and 2) the approximate number of days they had participated in each activity over the past 12 months. The following summarizes key findings:

**Visiting beaches (64%) had the highest percentage of individual respondents rate it as a water based activity they had participated in over the past 12 months.** Other water based activities that a high percentage of individual respondents participated in include: salt water swimming (47%), and fresh water swimming (27%).

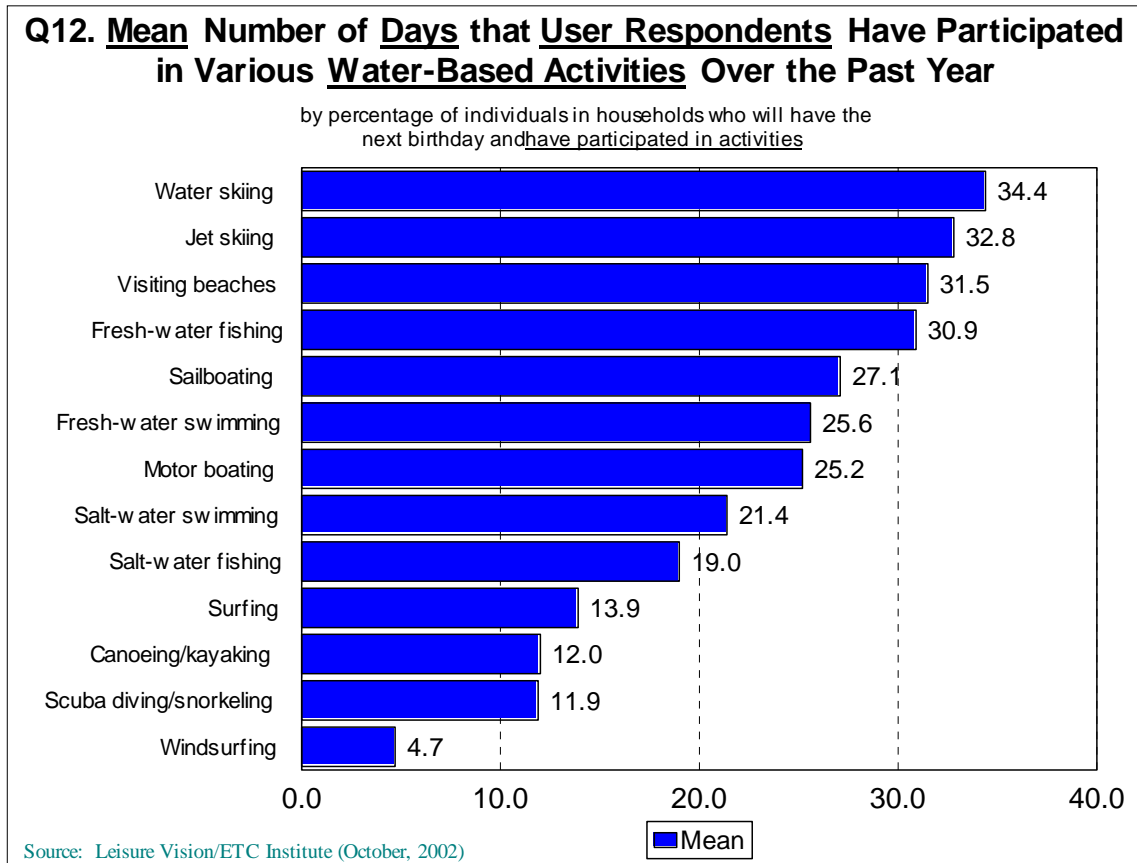


## ***Mean Number of Days that User Respondents Have Participated in Various Outdoor Water-Based Activities***

Based on a list of 13 various outdoor water-based activities, household respondents who will have the next birthday were asked to indicate how many times they have participated in each activity over the past year. The following summarizes key findings:

*(Note: includes only those household respondents with the next birthday who indicated they had participated in the activity.)*

- **Water skiing was the outdoor water-based activity that respondents had participated in most often over the past year, with respondents having participated in water skiing on an average of 34 days in the past year.** Other activities that respondents have participated in most often over the past year include: jet skiing (33 days); visiting beaches (32 days); and fresh-water fishing (31 days).

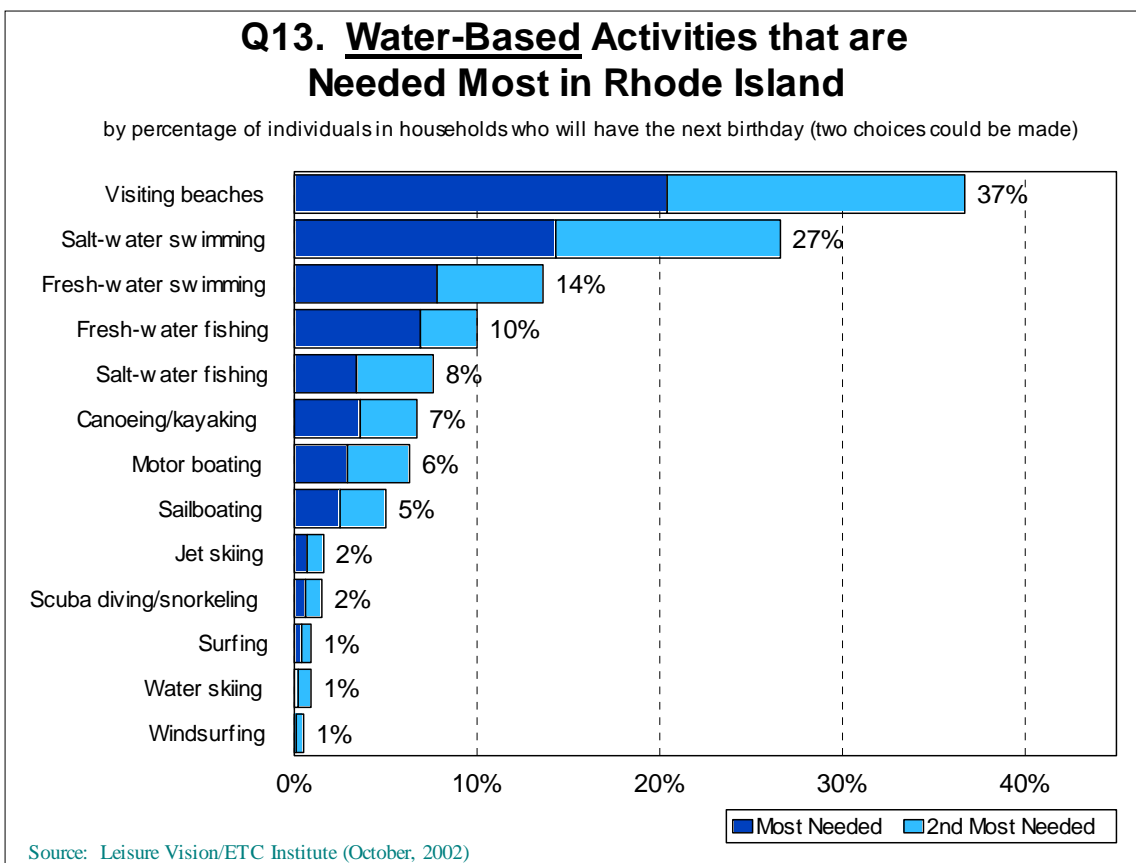




## ***Outdoor Water-Based Recreational Activities Needed Most in Rhode Island***

Based on the list of 13 various outdoor water-based activities, respondents were asked to indicate the two that are needed most in Rhode Island. The following summarizes key findings:

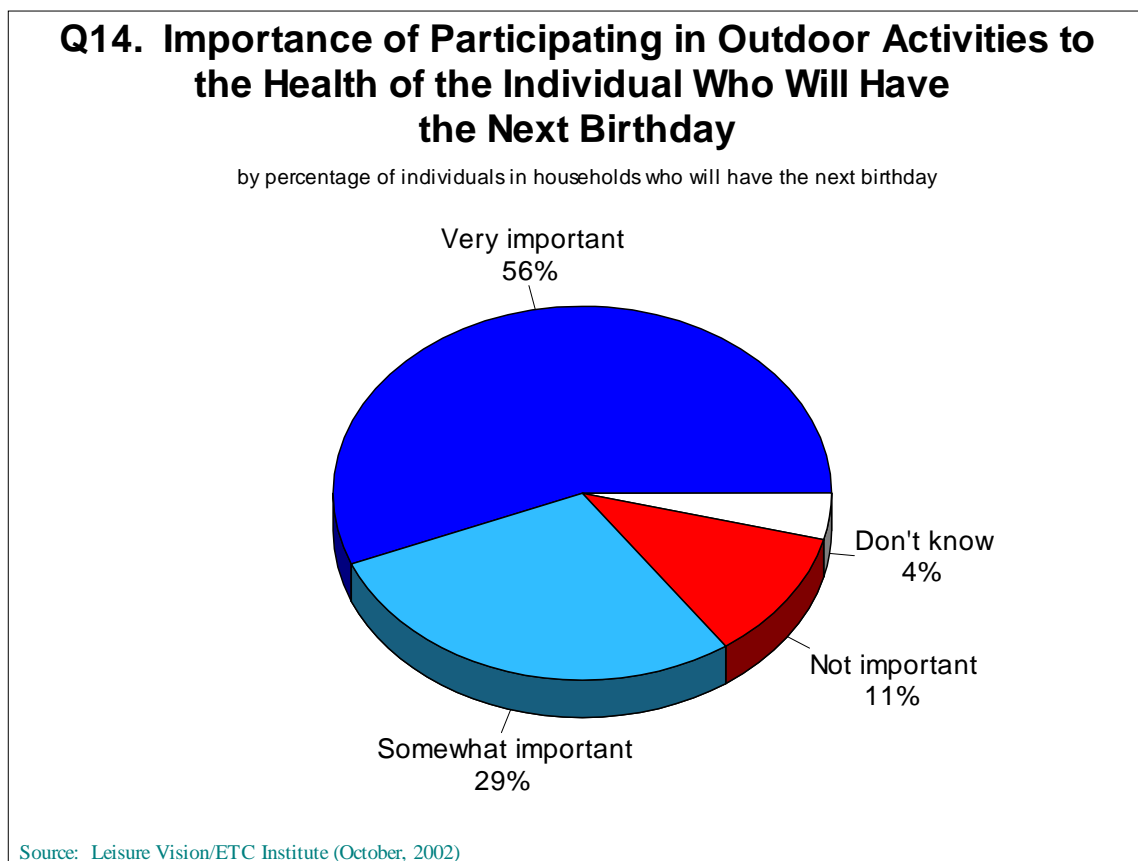
- **Visiting beaches (37%) had the highest percentage of respondents rate it as one of the two water-based activities needed most in Rhode Island.** There were three other activities that at least 10% of respondents indicated as one of the two most needed, including: salt water swimming (27%); fresh water swimming (14%); and fresh water fishing (10%).



## *Importance of Participating in Outdoor Recreation Activities*

Respondents were asked how important participating in outdoor recreation activities is to the health of the person in the household who will have the next birthday. The following summarizes key findings:

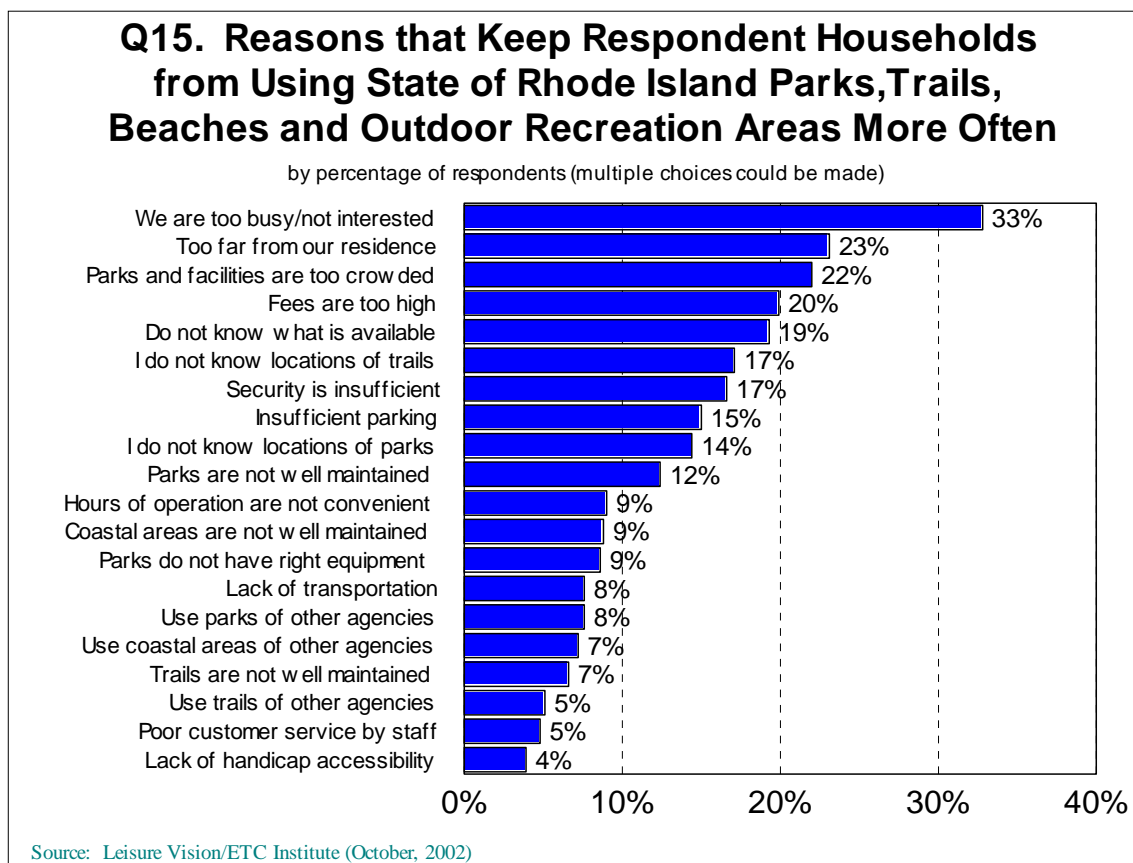
- **Over half (56%) of respondents indicated that participating in outdoor recreation activities was very important to their health, and an additional 29% indicated it was somewhat important.** In addition, 11% indicated it was not important, and the remaining 4% indicated “don’t know”.



## ***Reasons that Keep Respondents from Using State of Rhode Island Parks, Trails, Beaches, and Outdoor Recreation Areas More Often***

From a list of 20 options, respondents were asked to indicate all of the reasons that keep them and members of their household from using State of Rhode Island parks, trails, beaches, and outdoor recreation areas more often. The following summarizes key findings:

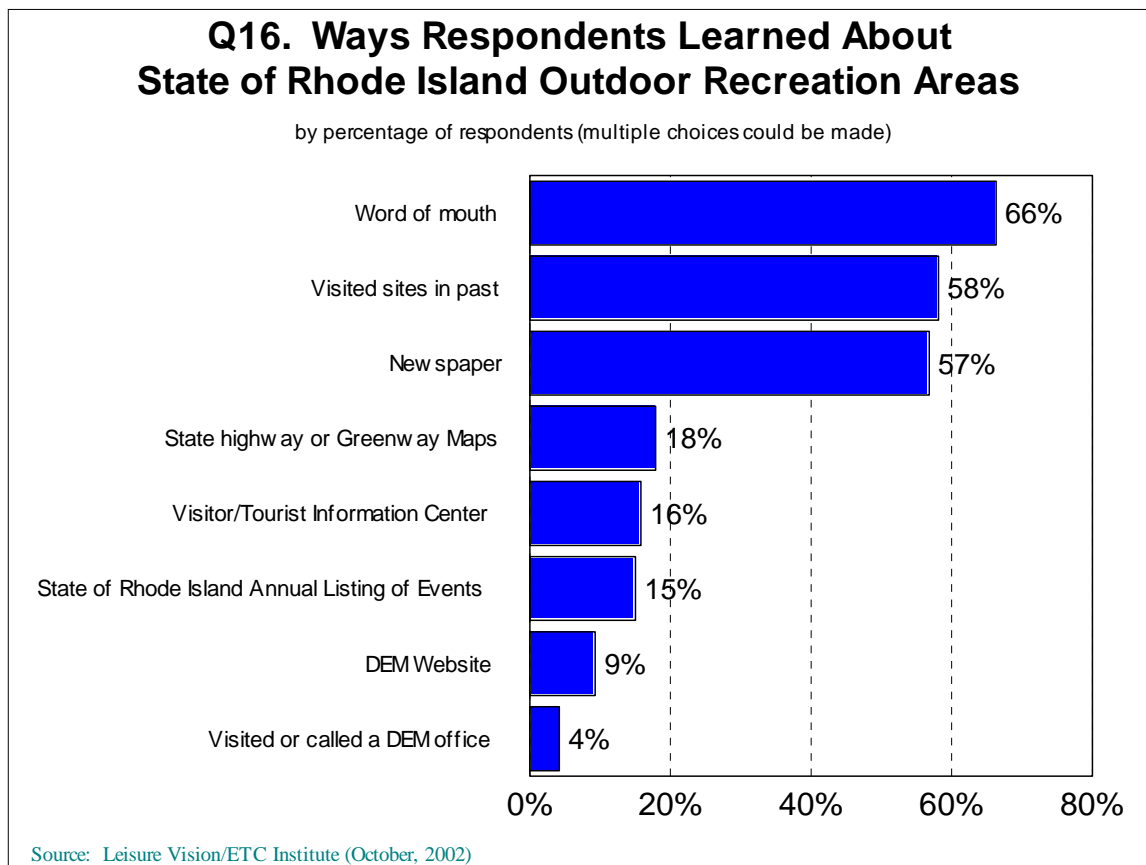
- **“We are too busy or not interested” (33%) was the reason that kept the highest percentage of respondent households from using State of Rhode Island parks, trails, beaches, and outdoor recreation areas more often.** There are three other reasons that kept at least 20% of respondent households from using State of Rhode Island parks, trails, beaches, and outdoor recreation areas more often, including: “too far from our residence” (23%); “parks and facilities are too crowded” (22%); and “fees are too high” (20%). It should also be noted that only 5% indicated “poor customer service by staff” as reasons they don’t use parks, trails, beaches, and outdoor recreation areas more often.



## *How Respondents Learned about State of Rhode Island Outdoor Recreation Areas*

From a list of 8 options, respondents were asked to indicate all of the ways they learned about State of Rhode Island outdoor recreation areas. The following summarizes key findings:

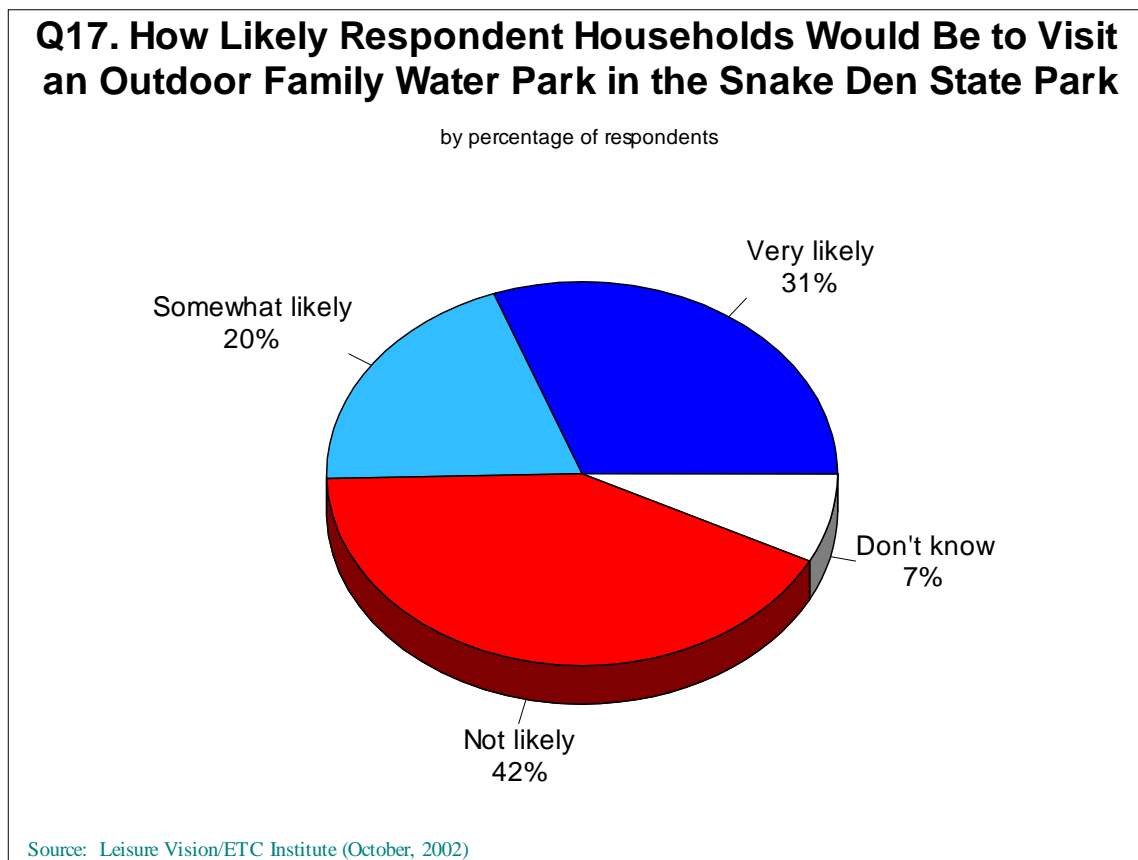
- **Word of mouth (66%) was the most frequently mentioned way that respondents indicated they learned about State of Rhode Island outdoor recreation areas.** There were two other ways that over half of respondents learned about recreation areas, including visited sites in past (58%) and newspaper (57%).



## ***Likelihood of Visiting an Outdoor Family Water Park in the Snake Den State Park***

Respondents were asked how likely they and members of their family would be to visit an outdoor family water park at the Snake Den State Park. The following summarizes key findings:

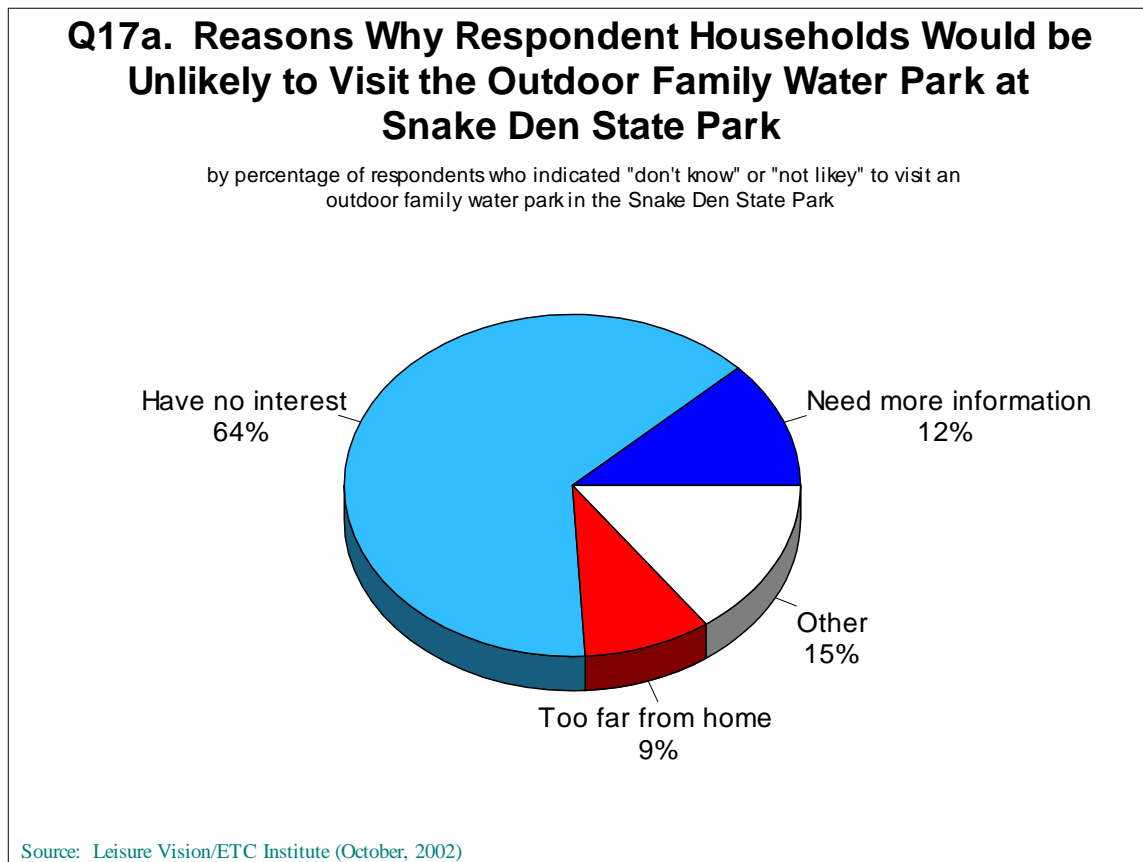
- **Over half (51%) of respondents indicated they would be either very likely (31%) or somewhat likely (20%) to visit the outdoor family water park at the Snake Den State Park.** An additional 42% indicated they would not be likely to visit the water park, and the remaining 7% indicated “don’t know”.



## ***Reasons Respondents Would Not Visit Outdoor Family Water Park in the Snake Den State Park***

Respondent households who indicated either “not likely” or “don’t know” to visiting an outdoor family water park at the Snake Den State Park were then asked to indicate the reason for their answer. The following summarizes key findings:

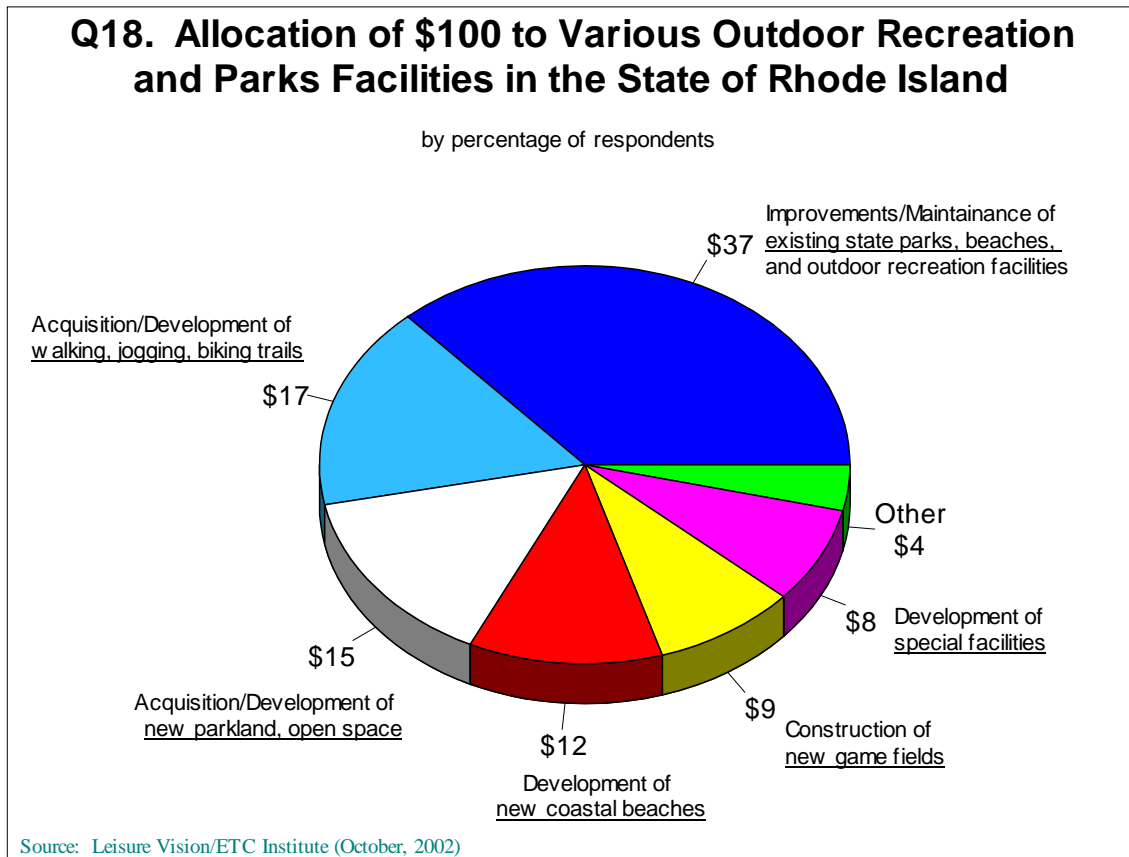
- **Sixty-four percent (64%) of respondents indicated “I have no interest in an outdoor water park” as the reason for their answer.** In addition, 12% indicated “I need more information about the outdoor family water park”, and 9% indicated “Snake Den Park is too far away from my home”. The remaining 15% indicated “other”.



## Allocation of \$100 Among Recreation and Parks Facilities

Respondents were asked how they would allocate \$100 among various outdoor recreation and parks facilities in the State of Rhode Island. The following summarizes key findings:

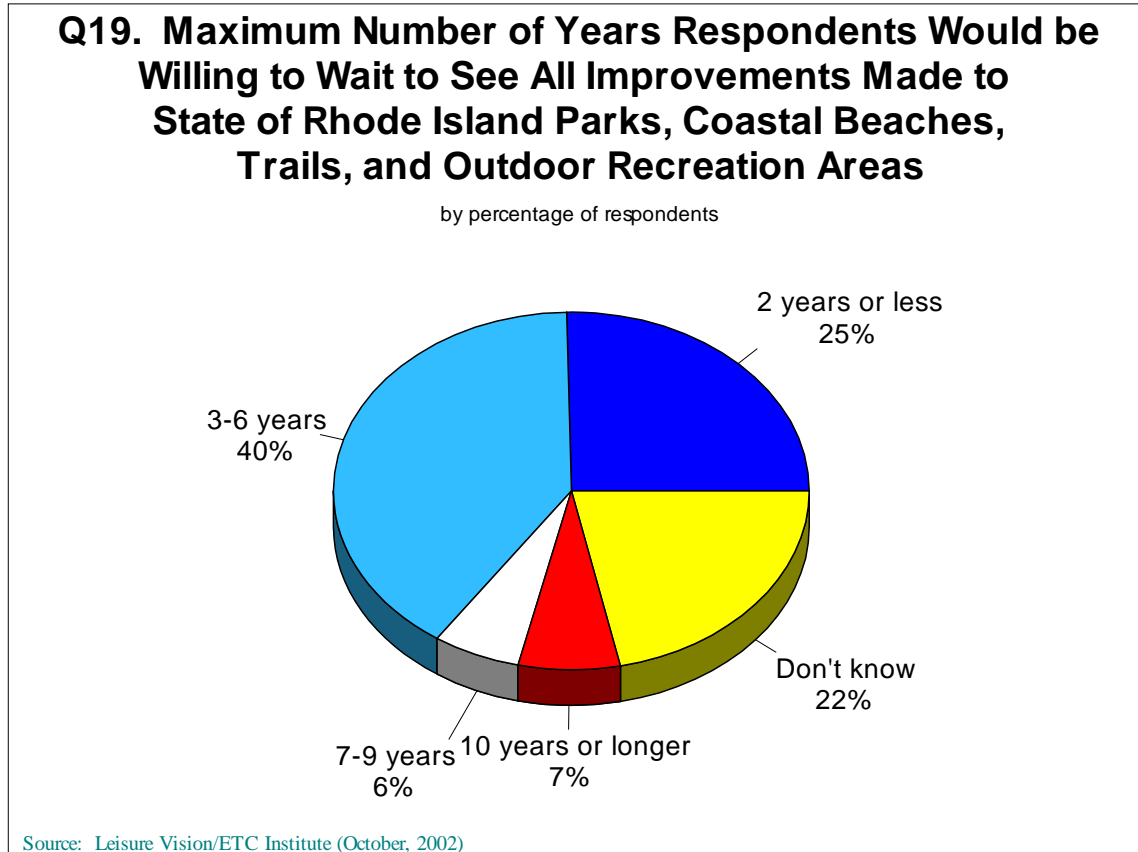
- **Respondents indicated they would allocate \$37 out of every \$100 to the improvement/maintenance of existing state parks, beaches, and outdoor recreation facilities.** The remaining \$63 were allocated as follows: acquisition/development of walking, jogging, and biking trails (\$17); acquisition/development of new parkland and open space (\$15); development of new coastal beaches (\$12); construction of new game fields (\$9); and development of special facilities (\$8). The remaining \$4 was allocated to “other”.



## ***Maximum Number of Years Respondents Would Wait to See Improvements***

Respondents were asked to indicate the maximum number of years they would be willing to wait to see all of the improvements made to State of Rhode Island parks, coastal beaches, trails, and outdoor recreation areas that are most important to them and their household. The following summarizes key findings:

- **Forty percent (40%) of respondents indicated they would wait a maximum of 3-6 years to see all of the improvements made to State of Rhode Island state parks, coastal beaches, trails, and outdoor recreation areas that are most important to their household.** In addition, 25% indicated they would wait 2 years or less, 7% would wait 10 years or longer and an additional 6% would wait 7-9 years. The remaining 22% indicated “don’t know”.

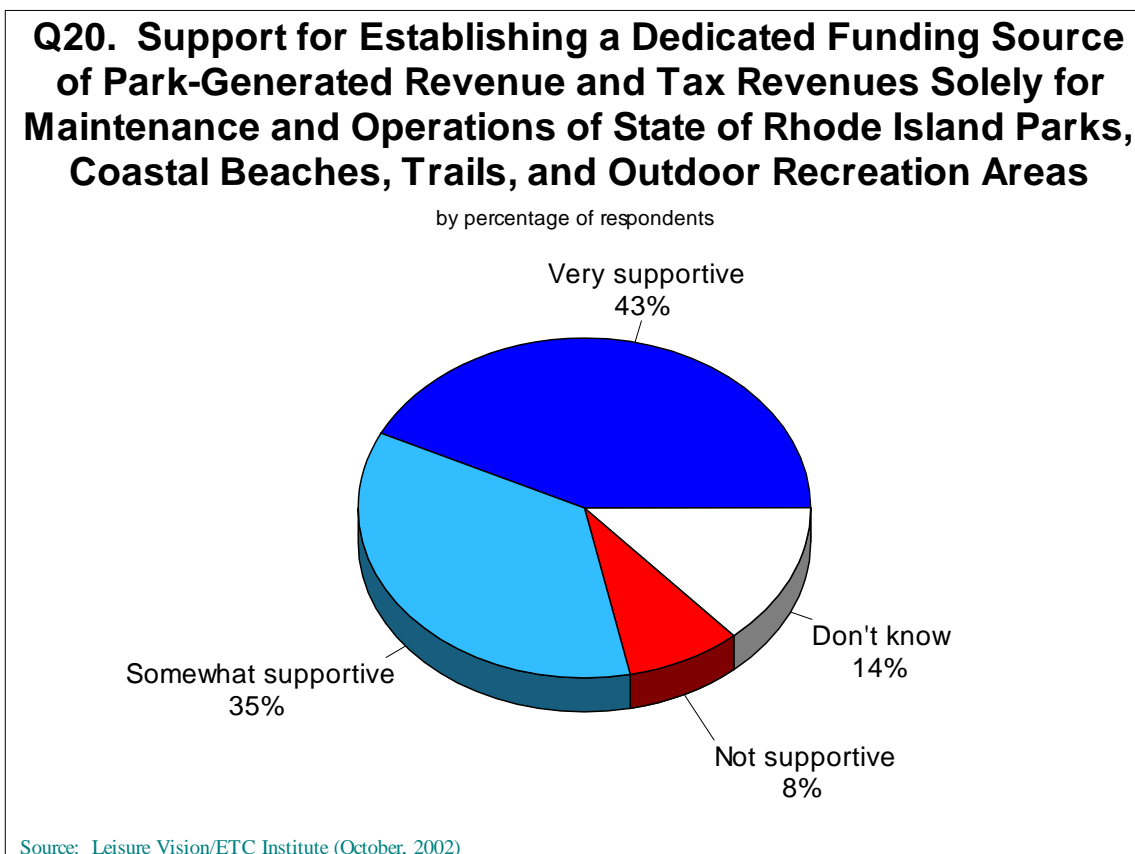




## ***Support for Establishing a Funding Source for the Maintenance & Operations of Parks, Coastal Beaches, Trails, & Outdoor Recreation Areas***

Respondents were asked how supportive they would be of establishing a dedicated funding source made up of park-generated revenue and tax revenues which could only be used for the maintenance and operations of State of Rhode Island parks, coastal beaches, trails, and outdoor recreation areas. The following summarizes key findings:

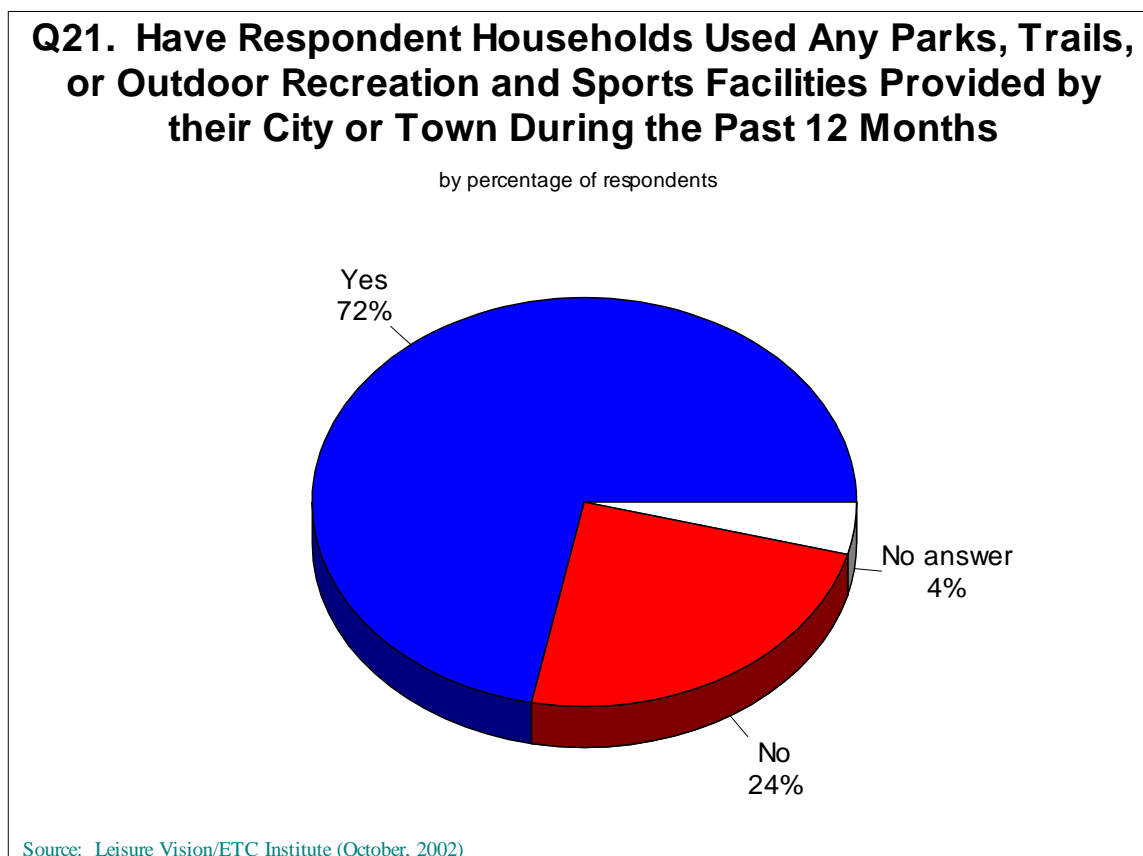
- **Over three-fourths (78%) of respondents indicated they would be either very supportive (43%) or somewhat supportive (35%) of establishing a dedicated funding source made up of park-generated revenue and tax revenues which could only be used to pay for the maintenance and operations of State of Rhode Island state parks, coastal beaches, trails, and outdoor recreation area. In addition, 8% indicated they were not supportive, and the remaining 14% indicated “don’t know”.**



## *Use of Parks, Trails, or Outdoor Recreation and Sports Facilities*

Respondent households were asked if they had used any parks, trails, or outdoor recreation and sports facilities provided by their City or Town during for the past 12 months. The following summarizes key findings:

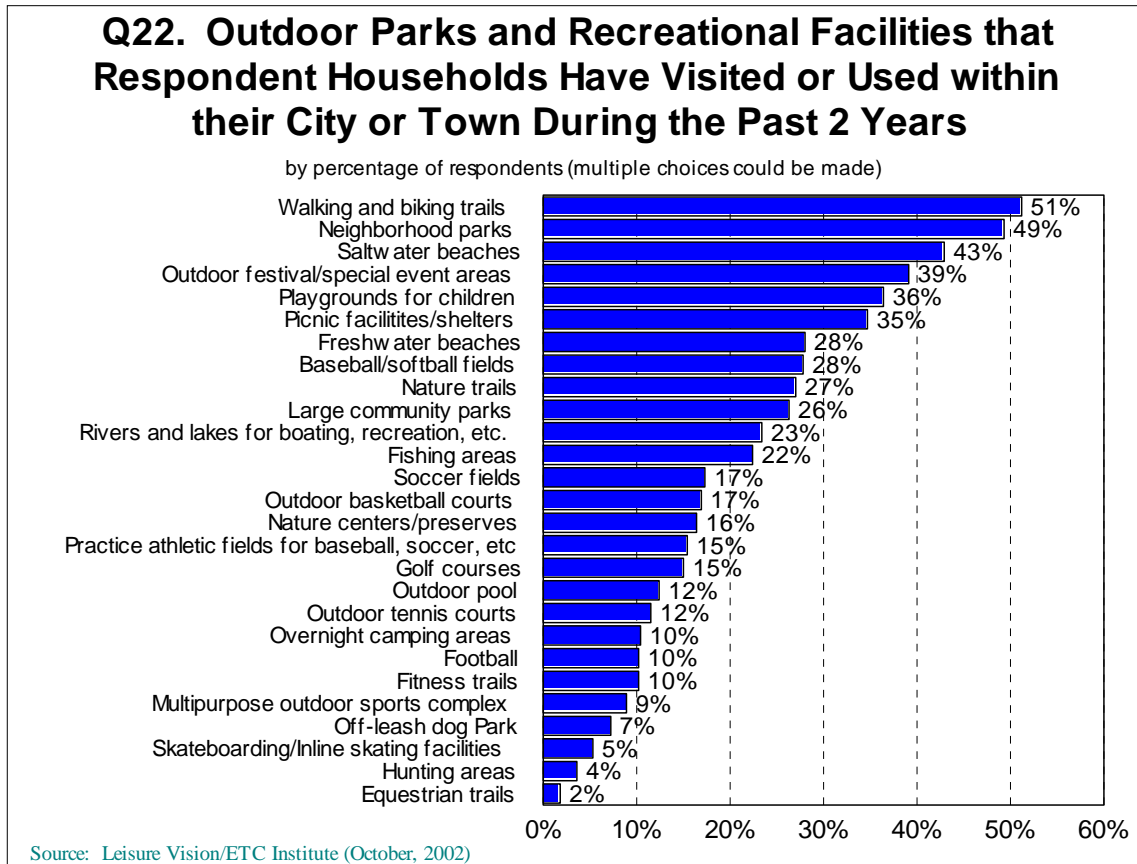
- **Nearly three-fourths (72%) of respondents indicated they had used parks, trails, or outdoor recreation and sports facilities provided by their City or Town during the past 12 months.** An additional 24% indicated they had not used parks, trails, or outdoor recreation and sports facilities, and the remaining 4% did not give an answer.



## Visitation/Use of Outdoor Parks and Recreational Facilities

From a list of 27 various outdoor parks and recreational facilities, respondent households were asked to indicate which ones they had visited or used within their City or Town during the past 2 years. The following summarizes key findings:

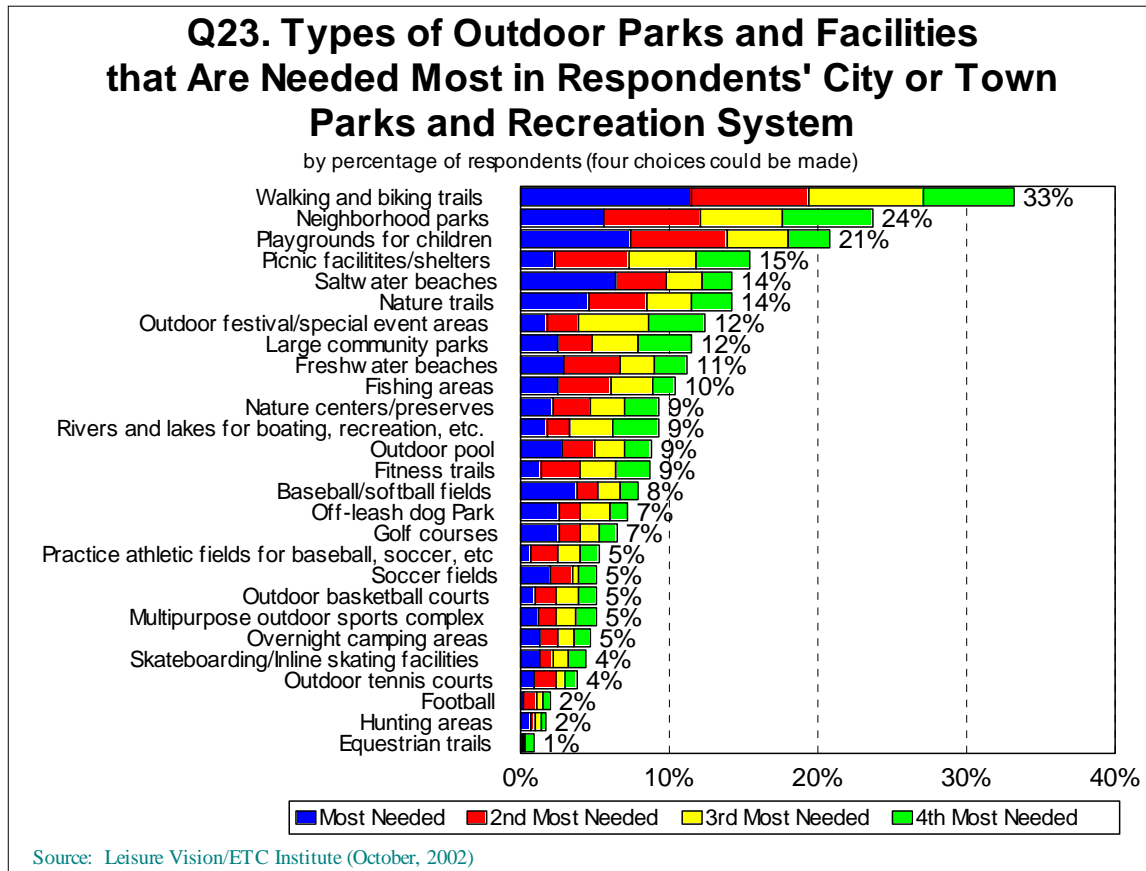
- Walking and biking trails (51%) was the outdoor park and recreational facility that the highest percentage of respondent households indicated they had visited or used within their City or Town during the past two years.** There were five other outdoor parks and recreation facilities that over one-third of respondent households indicated they had visited or used, including: neighborhood parks (49%); saltwater beaches (43%); outdoor festival/special event areas (39%); playgrounds for children (36%); and picnic facilities/shelters (35%).



## Most Needed Outdoor Parks and Recreational Facilities

From the list of 27 various outdoor parks and recreational facilities, respondent households were asked to indicate the four that are most needed in their City or Town parks and recreation system. The following summarizes key findings:

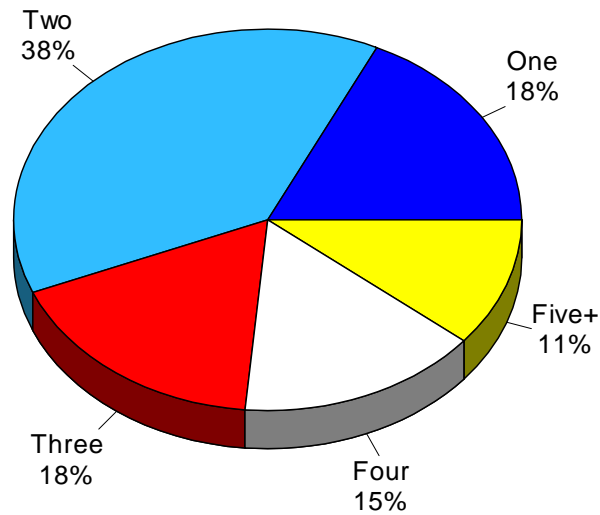
- Walking and biking trails (33%) had the highest percentage of respondent households rate it as one of the four outdoor parks and recreational facilities needed most in their City or Town parks and recreation system.** Other outdoor parks and recreational facilities that a high percentage of respondent households indicated as one of the four needed most include: neighborhood parks (24%); playgrounds for children (21%); picnic facilities/shelters (15%); nature trails (14%); and saltwater beaches (14%).



## Demographics

### Q1. Demographics: Number of People in Household

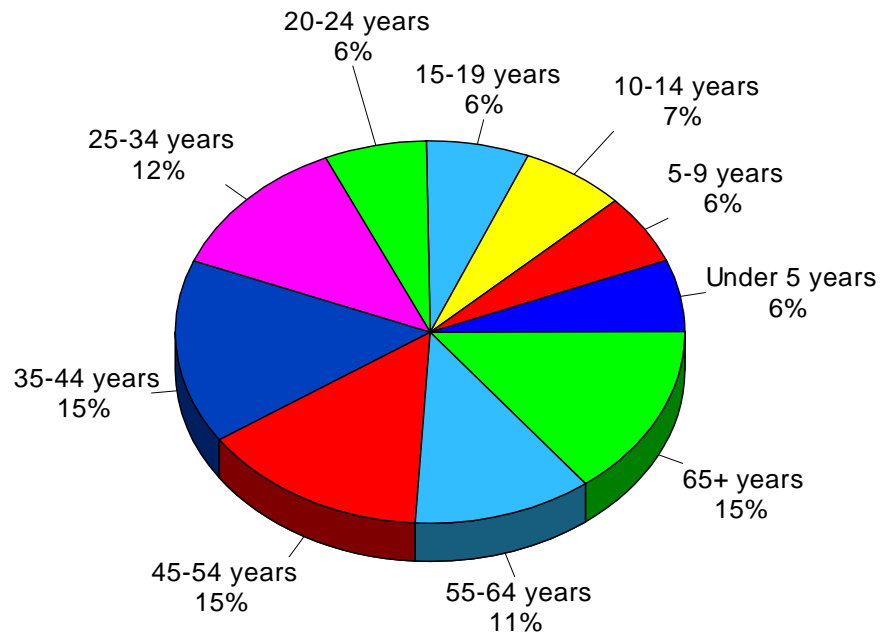
by percentage of respondents



Source: Leisure Vision/ETC Institute (October, 2002)

### Q2. Demographics: Ages of People in Household

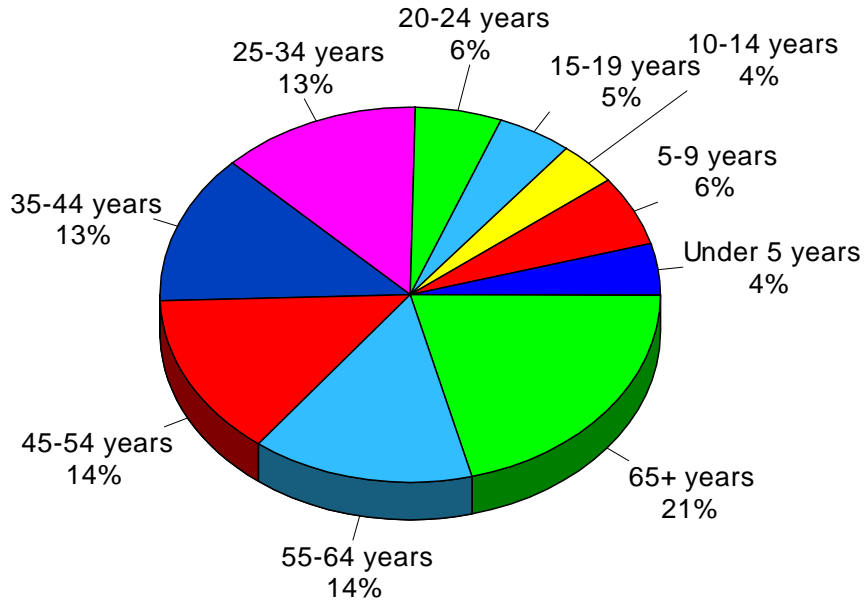
by percentage of household occupants



Source: Leisure Vision/ETC Institute (October, 2002)

### Q8. Demographics: Ages of Individuals in Households Who Will Have the Next Birthday

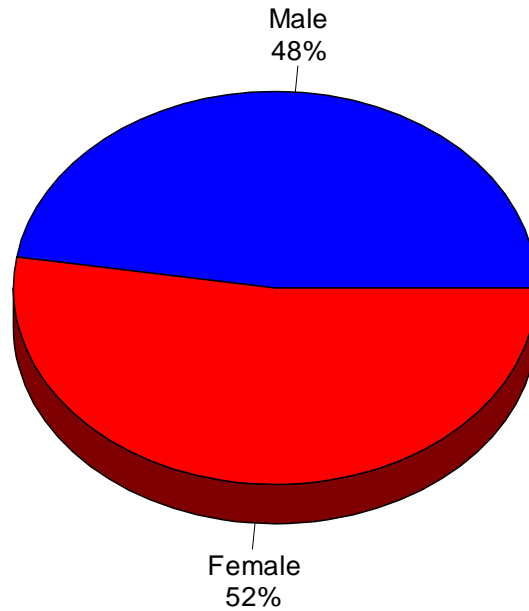
by percentage of individuals in households who will have the next birthday



Source: Leisure Vision/ETC Institute (October, 2002)

### Q9. Demographics: Gender of Individuals in Households Who Will Have the Next Birthday

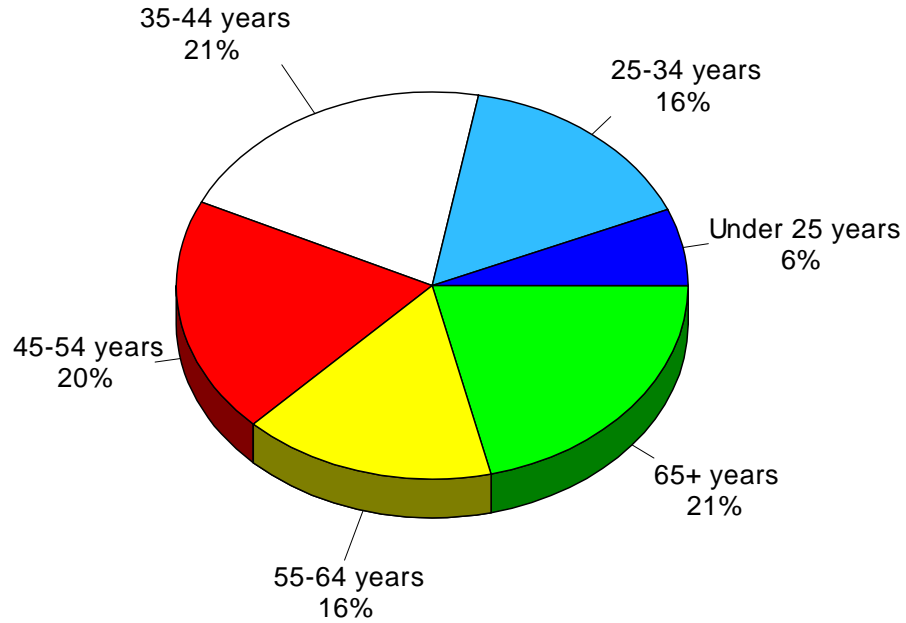
by percentage of individuals in households who will have the next birthday



Source: Leisure Vision/ETC Institute (October, 2002)

## Q25. Demographics: Ages of Respondents

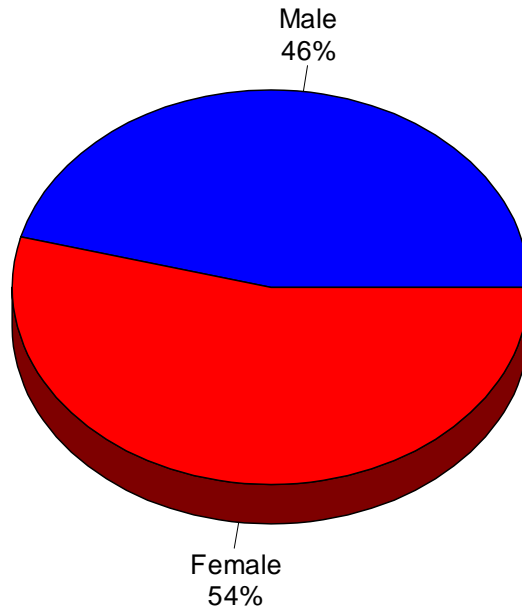
by percentage of respondents



Source: Leisure Vision/ETC Institute (October, 2002)

## Q26. Demographic: Gender

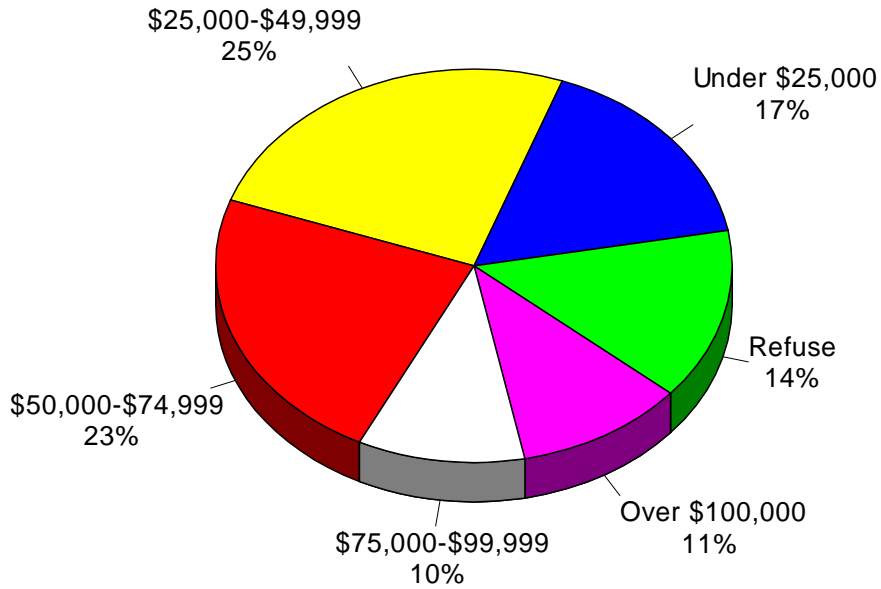
by percentage of respondents



Source: Leisure Vision/ETC Institute (October, 2002)

### Q27. Demographics: Household Income

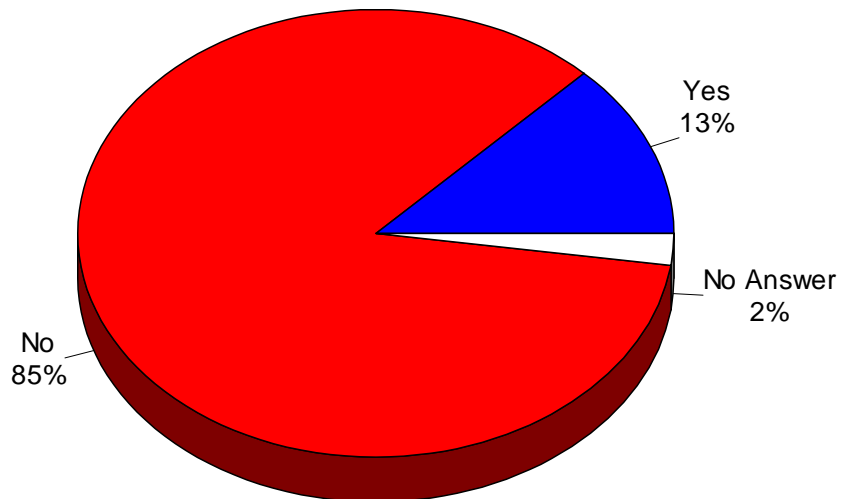
by percentage of respondents



Source: Leisure Vision/ETC Institute (October, 2002)

### Q28. Demographics: Members of Household of Hispanic, Latino, or other Spanish Ancestry

by percentage of respondents

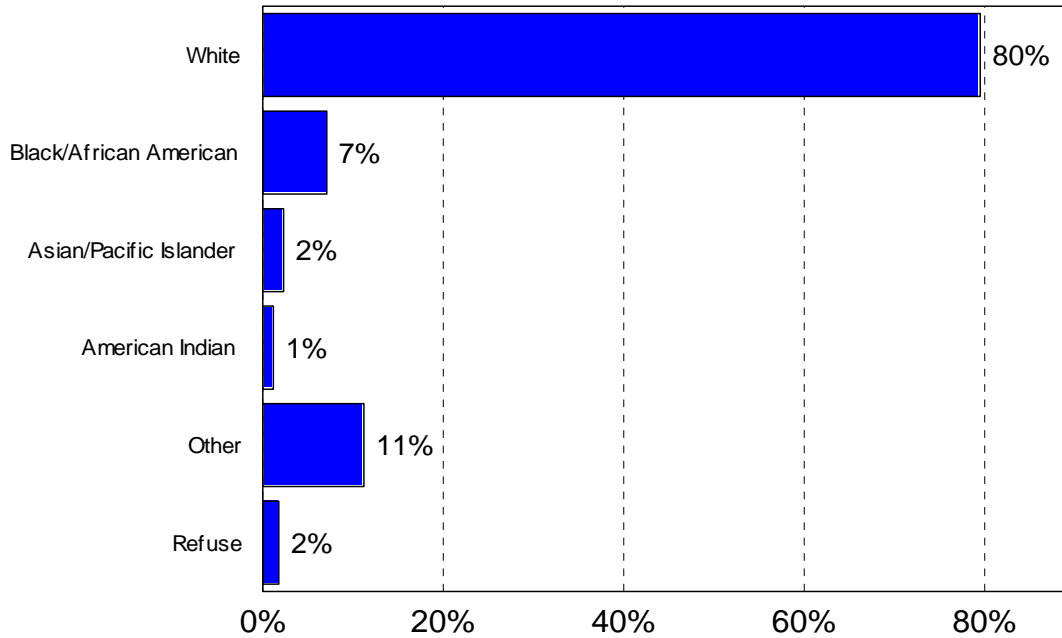


Source: Leisure Vision/ETC Institute (October, 2002)



### Q29. Demographics: Race/Ethnicity

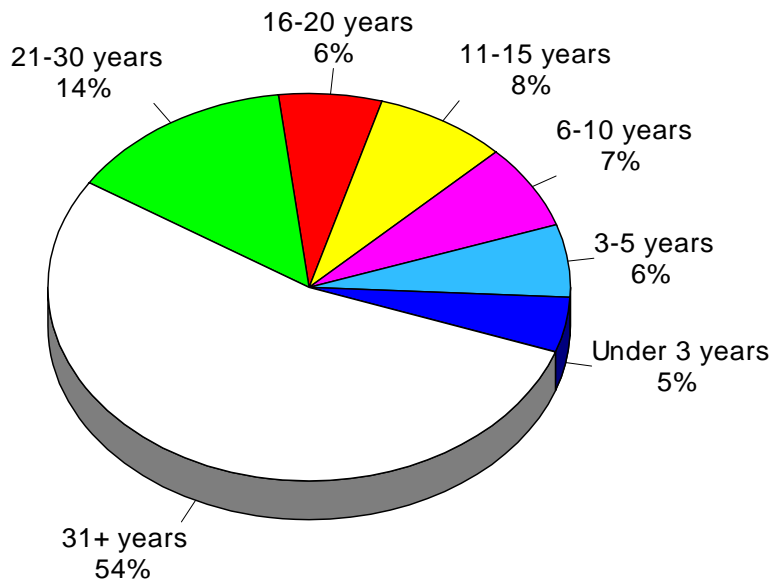
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October, 2002)

### Q30. Demographics: Number of Years Lived in Rhode Island

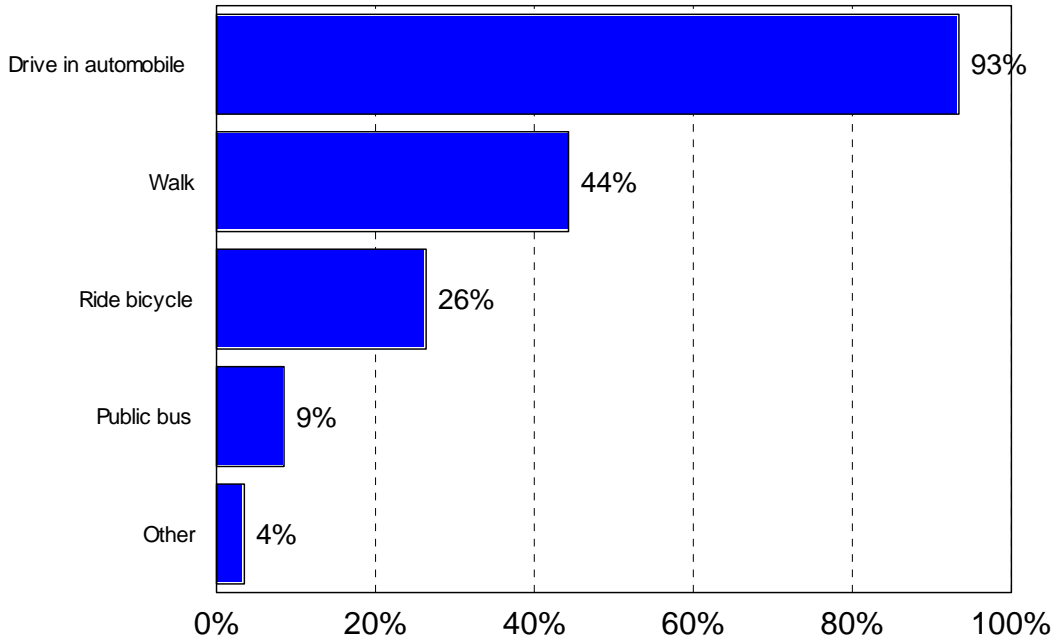
by percentage of respondents



Source: Leisure Vision/ETC Institute (October, 2002)

### Q31. Demographics: Ways Households Travel to Outdoor Parks and Recreation Facilities

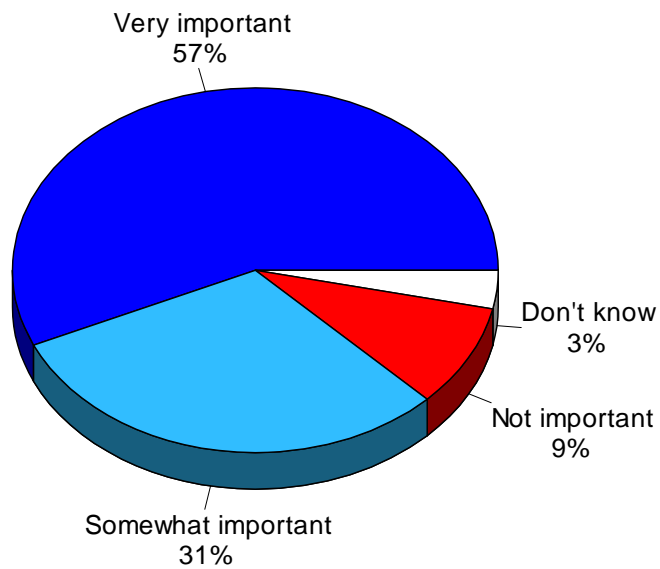
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October, 2002)

### Q33. Importance of Participating in Outdoor Recreation Activities to the Health of Members of Household

by percentage of respondents



Source: Leisure Vision/ETC Institute (October, 2002)