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Natural Resource
Manager

National Visitor
Use Monitoring
Program



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Visitor Use Report

Los Padres NF

USDA Forest Service Region 5

National Visitor Use Monitoring Data collected FY 2009

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1. INTRODUCTION

1.1. Scope and purpose of the National Visitor Use Monitoring program

The National Visitor Use Monitoring (NVUM) program provides reliable information about recreation visitors to national forest system managed lands at the national, regional, and forest level. Information about the quantity and quality of recreation visits is required for national forest plans, Executive Order 12862 (Setting Customer Service Standards), and implementation of the National Recreation Agenda. To improve public service, the agency's Strategic and Annual Performance Plans require measuring trends in user satisfaction and use levels. NVUM information assists Congress, Forest Service leaders, and program managers in making sound decisions that best serve the public and protect valuable natural resources by providing science based, reliable information about the type, quantity, quality and location of recreation use on public lands. The information collected is also important to external customers including state agencies and private industry. NVUM methodology and analysis is explained in detail in the research paper entitled: Forest Service National Visitor Use Monitoring Process: Research Method Documentation; English, Kocis, Zarnoch, and Arnold; Southern Research Station; May 2002 (<http://www.fs.fed.us/recreation/programs/nvum>).

In 1998 a team of research scientists and forest staff developed a recreation sampling system (NVUM) that provides statistical recreation use information at the forest, regional, and national level. Several Forest Service staff areas including Recreation, Wilderness, Ecosystem Management, Research and Strategic Planning and Resource Assessment were involved in developing the program. From January 2000 through September 2003 every national forest implemented this methodology and collected visitor use information. This application served to test the method over the full range of forest conditions, and to provide a rough national estimate of visitation. Implementation of the improved method began in October 2004. Once every five years, each National Forest and Grassland has a year of field data collection.

This NVUM data is useful for forest planning and decision making. The description of visitor characteristics (age, race, zip code, activity participation) can help forest staff identify their recreation niche. Satisfaction information can help management decide where best to place limited resources that would result in improved visitor satisfaction. Economic expenditure information can help forests show local communities the employment and income effects of tourism from forest visitors. In addition, the visitation estimates can be helpful in considering visitor capacity issues.

1.2. Methods

To define the sampling frame, staff on each forest classify all recreation sites and areas into five basic categories called "site types": Day Use Developed Sites (DUDS), Overnight Use Developed Sites (OUDS), Designated Wilderness Areas (Wilderness), General Forest Areas (GFA), and View Corridors (VC). Only the first four categories are counted as national forest recreation visits and are included in the visit estimates. The last category is used to track the volume of people who view national forests from nearby roads; since they do not get onto agency lands, they cannot be counted as visits. For the entire sampling year, each day on each site was given a rating of very high, high, medium, low, or no use according to the expected level of recreational visitors who would be

observed leaving that location for the last time (last exiting recreation use) on that day. The combination of a calendar day and a site or area is called a site day. Site days are the basic sampling unit for the NVUM protocol. Results of this forest categorization are shown in Table 1.

In essence, visitation is estimated through a combination of traffic counts and surveys of exiting visitors. Both are obtained on a random sample of locations and days distributed over an entire forest for a year. All of the surveyed recreation visitors are asked about their visit duration, activities, demographics, travel distance, and annual usage. About one-third were also asked a series of questions about satisfaction. Another one-third were asked to provide information about their income, spending while on their trip, and the next best substitute for the visit.

1.3. Definition of Terms

NVUM has standardized measures of visitor use to ensure that all national forest visitor measures are comparable. These definitions are basically the same as established by the Forest Service in the 1970's. Visitors must pursue a recreation activity physically located "on" Forest Service managed land in order to be counted. They cannot be passing through; viewing from non-Forest Service managed roads, or just using restroom facilities. The visitation metrics are ***national forest visits*** and ***site visits***. NVUM provides estimates of both and confidence interval statistics measuring the precision of the estimates. The NVUM methodology categorizes recreation facilities and areas into specific site types and use levels in order to develop the sampling frame. Understanding the definitions of the variables used in the sample design and statistical analysis is important in order to interpret the results.

National forest visit is the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A national forest visit can be composed of multiple site visits. The visit ends when the person leaves the national forest to spend the night somewhere else.

Site visit is the entry of one person onto a national forest site or area to participate in recreation activities for an unspecified period of time. The site visit ends when the person leaves the site or area for the last time on that day.

A ***confidence interval*** is a range of values that is likely to include an unknown population value, where the range is calculated from a given set of sample data. Confidence intervals are always accompanied by a ***confidence level***, which tells the degree of certainty that the value lies in the interval. Used together these two terms define the reliability of the estimate, by defining the range of values that are needed to reach the given confidence level. For example, the 2008 national visitation estimate is 175.6 million visits, with a 90% confidence interval of 3.2%. In other words, given the NVUM data, our best estimate is 175.6 million visits, and given the underlying data, we are 90% certain that the true number is between 170.0 million and 181.2 million.

Recreation trip is the duration of time beginning when the visitor left their home and ending when they return to their home.

Site day - a day that a recreation site or area is open to the public for recreation purposes.

Proxy - information collected at a recreation site or area that is directly related to the amount of

recreation visitation received. The proxy information must pertain to all users of the site and it must be one of the proxy types allowed in the NVUM pre-work directions (fee receipts, fee envelopes, mandatory permits, permanent traffic counters, group reservations, ticket sales, and daily use records).

Nonproxy - a recreation site or area that does not have proxy information. At these sites a 24-hour traffic count is taken to measure total use for one site day at the sample site .

Use level - for each day of the year for each recreation site or area, the site day was categorized as very high, high, medium or low last exiting recreation traffic, or no exiting use. No Use could mean either that the location was administratively closed, or it was open but was expected to have zero last exiting visitors. For example a picnic area may be listed as having no use during winter months (120 days), high last exiting recreation volume on all other weekends (70 days) and medium last exiting recreation use on the remaining midweek days (175 days). This accounts for all 365 days of the year. This process was repeated for every site and area on the forest.

1.4. Limitations of the Results

The information presented here is valid and applicable at the forest, regional, and national level. It is not designed to be accurate at the district or site level. The quality of the visitation estimate is dependent on the sample design development, sampling unit selection, sample size and variability, and survey implementation. First, preliminary work conducted by forests to identify and consistently classify sites and access points according to the type and amount of expected exiting visitation is the key determinant of the validity and magnitude of the visitation estimate. Second, the success of the forest staff in accomplishing its assigned set of sample days, correctly filling out the interview forms, and following the field protocols influence the reliability of the results, variability of the visitation estimate, and validity of the visitation descriptions. Third, the variability of traffic counts within a sampling stratum affects the reliability of the visitation estimates. Fourth, the range of visitors sampled must be representative of the population of all visitors. Finally, the number of visitors sampled must be large enough to adequately control variability. The results and confidence intervals will reflect all these factors.

Confidence intervals indicate the reliability of the visitation estimate, given the underlying data. Large confidence intervals indicate high variability in the national forest visit (NFV), site visit (SV) and Wilderness visit estimates. Variance is caused primarily by a small sample size in number of days or having a few sampled days where the observed exiting visitation volume was very different from the normal range. For example, on a particular National Forest in the General Forest Area low stratum, there were 14 sample days. Of these 14 sample days, 13 days had visitation estimates between zero and twenty. The remaining day had a visitation estimate of 440. So the stratum mean was about 37 per day, standard error was about 116, and the 90% confidence interval width is 400% of the mean. Causes for such outlier observations are not known, but could include a misclassification of the day (a high use day incorrectly categorized as a low use day), unusual weather, malfunctioning traffic counter, or reporting errors. Eliminating the unusual observation from data analysis would reduce the variability. However, unless the NVUM team had reason to suspect the observation was incorrect they did not eliminate these unusual cases.

The descriptive information about national forest visitors is based upon only those visitors that were interviewed. Every effort was made to incorporate distinct seasonal use patterns and activities that

vary greatly by season into the sampling frame. The sampling plan took into account both the spatial and seasonal spread of visitation patterns across the forest. Even so, because of the small sample size of site-days, or because some user groups decline to participate in the survey, it is possible to under-represent certain user groups, particularly for activities that are quite limited in where or when they occur.

Note that the results of the NVUM activity analysis DO NOT identify the types of activities visitors would like to have offered on the national forests. It also does not tell us about displaced forest visitors, those who no longer visit the forest because the activities they desire are not offered.

Some forest visitors were counted and included in the total forest use estimate but were not surveyed. This included visitors to recreation special events and organization camps. Their characteristics are not included in the visit descriptions.

Caution should be used in interpreting any comparisons of these results with those obtained during the 2000 - 2003 period. Differences cannot be interpreted as a trend. Several method changes account for the differences, for both visitation estimates and visit characteristics. One key factor is that the first application of the NVUM process was largely a national beta-test of the method, and significant improvements occurred following it. The NVUM process entailed a completely new method and approach to measuring visitation on National Forest lands. Simply going through the NVUM process for the first time enabled forest staff to do a much better job thereafter in identifying sites, accurately classifying days into use level strata, and ensuring consistency across all locations on the forest. These improvements enhanced the validity of all aspects of the NVUM results. Sampling plans and quality control procedures were also improved.

2. VISITATION ESTIMATES

2.1. Forest Definition of Site Days

The population of site days for sampling was constructed from information provided by forest staff. For each site, each day of the year was given a rating of very high, high, medium, low, or none according to the expected volume of recreation visitors who would be leaving the site or area for the last time (last exiting recreation use). The stratum, a combination of site type and use level, was then used to construct the sampling frame. The results of the recreation site/area stratification and days sampled are displayed in Table 1.

Table 1. Site Days and Percentage of Days Sampled by Stratum

Stratum*		Days Sampled	Site Days# in Use Level/Proxy Population	Sampling Rate (%)&
Site Type†	Use Level‡ or Proxy Code§			
DUDS	HIGH	14	330	4.2
DUDS	MEDIUM	20	777	2.6
DUDS	LOW	16	2,783	0.6
DUDS	DUR4	10	1,095	0.9
OU DS	HIGH	10	29	34.5
OU DS	MEDIUM	11	348	3.2
OU DS	LOW	16	2,152	0.7
OU DS	DUR4	15	3,337	0.4
OU DS	DUR5	10	606	1.7
GFA	VERY HIGH	10	40	25.0
GFA	HIGH	19	177	10.7
GFA	MEDIUM	27	2,347	1.2
GFA	LOW	25	7,354	0.3
WILDERNESS	HIGH	10	96	10.4
WILDERNESS	MEDIUM	14	1,059	1.3
WILDERNESS	LOW	16	6,678	0.2
Total		243	29,208	0.8

* Stratum is the combination of the site type and use level or proxy code. Sample days were independently drawn within each stratum.

† DUDS = Day Use Developed Site, OU DS = Overnight Use Developed Site, GFA = General Forest Area ("Undeveloped Areas"), WILDERNESS = Designated Wilderness

‡ Use level was defined independently by each forest by defining the expected number of recreation visitors that would be last-exiting a site or area on a given day. The forest developed the range for very high, high, medium, and low and then assigned each day of the year to one of the use levels.

§ Proxy Code - If the site or area already had counts of use (such as fee envelopes or ski lift tickets) the site was called a proxy site and sampled independent of nonproxy sites.

Site Days are days that a recreation site or area is open to the public for recreation purposes.

& 0.0 - This value is less than five one-hundredths.

2.2. Visitation Estimates

Visitation estimates are available at the national, regional, and forest level. This document provides only National Forest level data. Other documents may be obtained through the National Visitor Use Monitoring web page: www.fs.fed.us/recreation/programs/nvum.

When reviewing the results, users should discuss with forest staff if this forest experienced any unusual circumstances such as forest fires, floods, or atypical weather that may have created an unusual recreation use pattern for the year sampled. Table 2 displays the number of national forest visits and site visits by site type for this National Forest.

Table 2. Annual Visitation Estimate

Visit Type	Visits (1,000s)	90% Confidence Level (%)#
Total Estimated Site Visits*	904	±13.7
→ Day Use Developed Site Visits	236	±21.4
→ Overnight Use Developed Site Visits	139	±30.7
→ General Forest Area Visits	468	±21.7
→ Designated Wilderness Visits†	62	±43.1
Total Estimated National Forest Visits§	635	±16.0
→ Special Events and Organized Camp Use‡	0	±0.0

* A Site Visit is the entry of one person onto a National Forest site or area to participate in recreation activities for an unspecified period of time.

† Designated Wilderness visits are included in the Site Visits estimate.

‡ Special events and organizational camp use are not included in the Site Visit estimate, only in the National Forest Visits estimate. Forests reported the total number of participants and observers so this number is not estimated; it is treated as 100% accurate.

§ A National Forest Visit is defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

This value defines the upper and lower bounds of the visitation estimate at the 90% confidence level, for example if the visitation estimate is 100 +/-5%, one would say "at the 90% confidence level visitation is between 95 and 105 visits."

The quality of the use estimate is based in part on how many individuals were contacted during the sample day and how many complete interviews were obtained from which to estimate NVUM numbers and visitor descriptions. Table 3 and Table 4 display the number of visitor contacts, number of completed interviews by site type and survey form type. This information may be useful to managers when assessing how representative of all visitors the information in this report may be.

Table 3. Number of Individuals Contacted by Site Type

Site Type	Total Individuals Contacted	Individuals Who Agreed to be Interviewed	Recreating Individuals Who Are Leaving for the Last Time That Day
Day Use Developed Sites	573	535	318
Overnight Use Developed Sites	434	377	179
Undeveloped Areas (GFAs)	704	597	337
Designated Wilderness	143	138	120
Total	1,854	1,647	954

Table 4. Number of Complete Interviews* by Site Type and Form Type

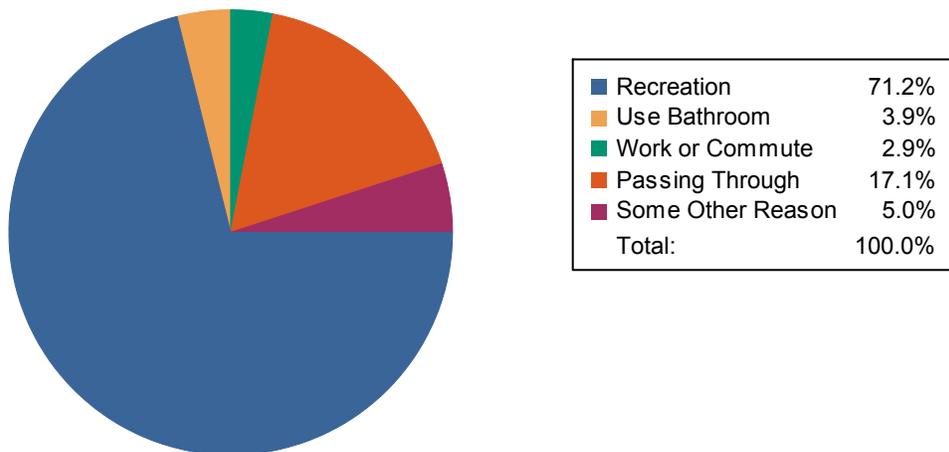
Form Type†	Developed Day Use Site	Developed Overnight	Undeveloped Areas (GFAs)	Wilderness	Total
Basic	108	65	126	44	343
Economic	109	49	105	39	302
Satisfaction	101	65	106	37	309
Total	318	179	337	120	954

* Complete interviews are those in which the individual contacted agreed to be interviewed, was recreating on the national forest and was exiting the site or area for the last time that day.

† Form type is the type of interview form administered to the visitor. The Basic form did not ask either economic or satisfaction questions. The Satisfaction form did not ask economic questions and the Economic form did not ask satisfaction questions.

Visitors were interviewed regardless of whether they were recreating at the site or not, however the interview was discontinued after determining that the reason for visiting the site was not recreation. Figure 1 displays the various reasons visitors gave as their purpose for stopping at the sample site.

Figure 1. Purpose of Visit by Visitors Who Agreed to be Interviewed



3. DESCRIPTION OF THE RECREATION VISIT

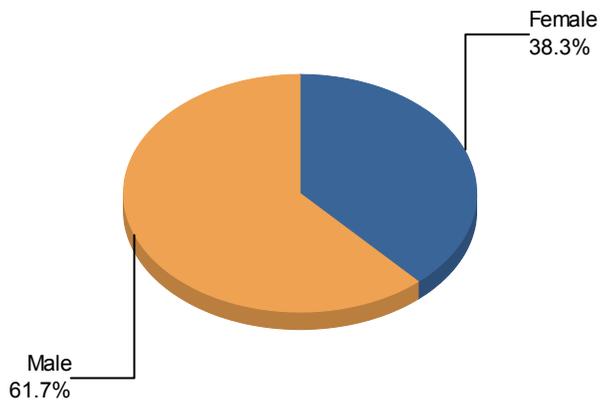
3.1. Demographics

Descriptions of forest recreational visits were developed based upon the characteristics of interviewed visitors (respondents) and expanded to the national forest visitor population. Basic demographic information helps forest managers identify the profile of the visitors they serve. Management concerns such as providing recreation opportunities for underserved populations may be monitored with this information. Table 5, Table 6 and Table 7 provide basic demographic information about visitors interviewed regarding Gender, Race/Ethnicity, and Age, respectively. Table 8 shows the 15 most common reported origins for recreation visitors. A complete list of reported zip codes for respondents is found in Appendix A. Table 9 provides information about self reported travel distance from home to the interview site.

Demographic results show that almost 63 percent of visits are made by males. Spanish, Hispanic, or Latinos (16.2%) are the most common racial or ethnic minority. There are relatively few older people in the visiting population. Only about 2 percent of visits are made by people aged 70 and up. About 20 percent of the visiting population is in their forties and almost 18 percent are in their fifties. Nearly 18 percent of the visiting population is children under the age of 16. This forest serves a mostly nonlocal client base. Only 35 percent of visits come from people who live within 25 miles of the forest; a quarter of visits come from people who live more than 100 miles away.

Table 5. Percent of National Forest Visits* by Gender

Gender	Survey Respondents†	National Forest Visits (%)‡
Female	904	38.3
Male	1,290	61.7
Total	2,194	100.0



* A National Forest Visit is defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

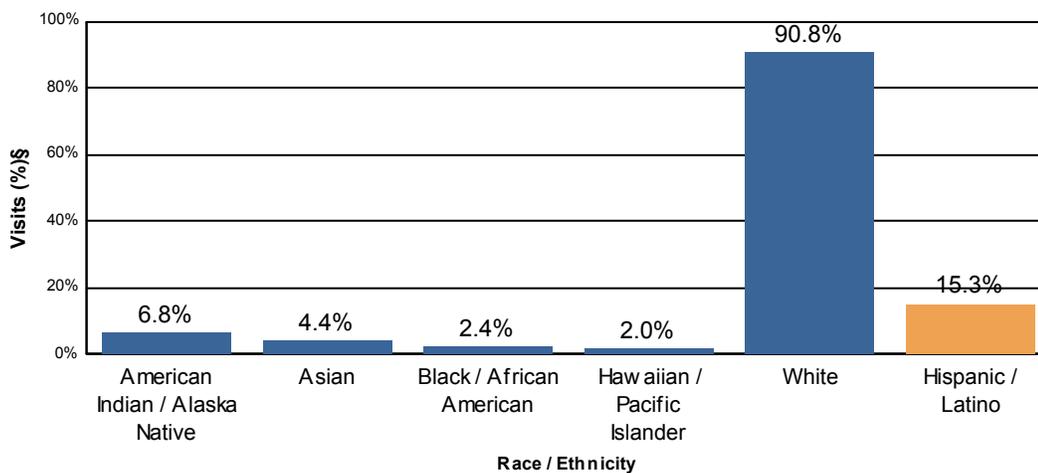
† Non-respondents to gender questions were excluded from analysis.

‡ Calculations are computed using weights that expand the sample of individuals to the population of National Forest Visits.

Table 6. Percent of National Forest Visits* by Race/Ethnicity

Race †	Survey Respondents‡	National Forest Visits (%)§
American Indian / Alaska Native	61	6.8
Asian	41	4.4
Black / African American	19	2.4
Hawaiian / Pacific Islander	19	2.0
White	717	90.8
Total	857	106.4#

Ethnicity†	Survey Respondents‡	National Forest Visits (%)§
Hispanic / Latino	160	15.3



* A National Forest Visit is defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

Respondents could choose more than one racial group, so the total may be more than 100%.

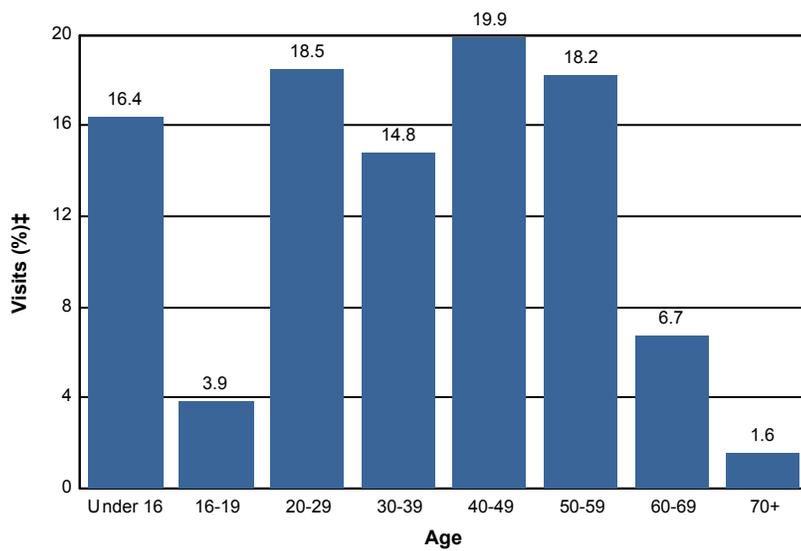
† Race and Ethnicity were asked as two separate questions.

‡ Non-respondents to race/ethnicity questions were excluded from analysis.

§ Calculations are computed using weights that expand the sample of individuals to the population of National Forest Visits.

Table 7. Percent of National Forest Visits* by Age

Age Class	National Forest Visits (%)‡
Under 16	16.4
16-19	3.9
20-29	18.5
30-39	14.8
40-49	19.9
50-59	18.2
60-69	6.7
70+	1.6
Total	100.0



* A National Forest Visit is defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

† Non-respondents to age questions were excluded from analysis.

‡ Calculations are computed using weights that expand the sample of individuals to the population of National Forest Visits.

Table 8. Top 15 Most Commonly Reported ZIP Codes, States and Counties of National Forest Survey Respondents

ZIP Code	State	County	Percent of Respondents	Survey Respondents (n)
Unknown Origin*			23.3	87
93105	California	Santa Barbara County	10.2	38
93117	California	Santa Barbara County	8.0	30
Foreign Country			7.8	29
93101	California	Santa Barbara County	7.2	27
93108	California	Santa Barbara County	6.4	24
93003	California	Ventura County	5.6	21
93103	California	Santa Barbara County	5.6	21
93001	California	Ventura County	4.8	18
93436	California	Santa Barbara County	4.8	18
93111	California	Santa Barbara County	4.0	15
93422	California	San Luis Obispo County	3.5	13
93023	California	Ventura County	3.2	12
93940	California	Monterey County	2.7	10
93110	California	Santa Barbara County	2.7	10

* Includes respondents reporting no ZIP code or an invalid ZIP code .

Table 9. Percent of National Forest Visits* by Distance Traveled

Miles from Survey Respondent's Home to Interview Location†	National Forest Visits (%)
0 - 25 miles	36.3
26 - 50 miles	17.2
51 - 75 miles	11.0
76 - 100 miles	9.1
101 - 200 miles	11.4
201 - 500 miles	7.4
Over 500 miles	7.7
Total	100.1

Note: Blank cells indicate that insufficient data were collected to make inferences .

* National Forest Visits are defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

† Travel distance is self-reported.

3.2. Visit Descriptions

Characteristics of the recreation visit such as length of visit, types of sites visited, activity participation and visitor satisfaction with forest facilities and services help managers understand recreation use patterns and use of facilities. This allows them to plan workforce and facility needs. The average national forest visit length of stay and average site visit length of stay by site type on this forest is displayed in Table 10. Since the average values displayed in Table 10 may be influenced by a few people staying a very long time, the median value is also shown.

Most of the visits to the forest are day visits. The average visit to the Los Padres NF lasts less than 15 hours; over half of the visits to this forest last less than 4 hours. Almost eighteen percent of the visits involve recreating at more than one location on the forest. There are a modest number of frequent visitors – about 11 percent of visits are made by people who visit more than 50 times per year. Conversely, over 50 percent of the visits are made by people who visit at most 5 times per year.

Table 10. Visit Duration

Visit Type	Average Duration (hours)‡	Median Duration (hours)‡
Site Visit	10.6	2.9
Day Use Developed	2.1	1.3
Overnight Use Developed	43.1	38.1
Undeveloped Areas	5.2	3.0
Designated Wilderness	9.3	2.6
National Forest Visit	15.0	3.4

* A Site Visit is the entry of one person onto a national forest site or area to participate in recreation activities for an unspecified period of time. Sites and areas were divided into four site types as listed here.

† A National Forest Visit is defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

‡ If this variable is blank not enough surveys were collected to make inferences.

Many of the respondents on this National Forest went only to the site at which they were interviewed (Table 11). Some visitors went to more than one recreation site or area during their national forest visit and the average site visits per national forest visit is shown below. Also displayed are the average people per vehicle and average axles per vehicle. This information in conjunction with traffic counts was used to expand observations from individual interviews to the full forest population of recreation visitors. This information may be useful to forest engineers and others who use vehicle counters to conduct traffic studies.

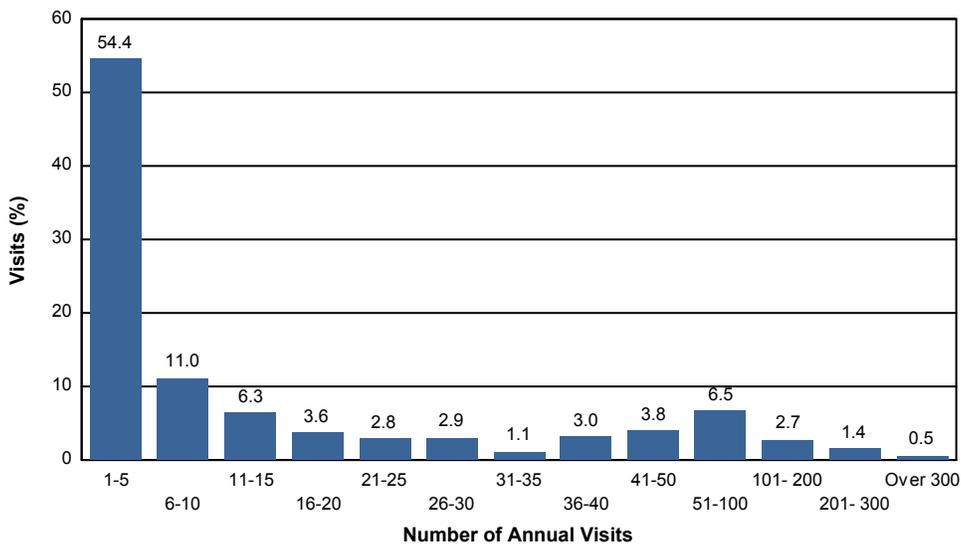
During the interview, visitors were asked how often they visit this national forest for all recreational activities, and how often for their primary activity. Table 12 summarizes the percent of visits that are made by those in each frequency category for this National Forest.

Table 11. Group Characteristics

Characteristic	Average
Percent of visits that were to just one national forest site during the National Forest Visit*	83.1
Number of national forest sites visited on National Forest Visit*	1.3
Group Size	2.4
Axles per Vehicle	2.0

Table 12. Percent of National Forest Visits* by Annual Visit Frequency

Number of Annual Visits	Visits (%)†	Cumulative Visits (%)
1 - 5	54.4	54.4
6 - 10	11.0	65.4
11 - 15	6.3	71.7
16 - 20	3.6	75.3
21 - 25	2.8	78.1
26 - 30	2.9	81.0
31 - 35	1.1	82.1
36 - 40	3.0	85.1
41 - 50	3.8	88.9
51 - 100	6.5	95.4
101 - 200	2.7	98.1
201 - 300	1.4	99.5
Over 300	0.5	100.0



* A National Forest Visit is defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

† The first row indicates the percent of National Forest Visits made by persons who visit 1 to 5 times per year. The last row indicates the percent of National Forest Visits made by persons who visit more than 300 times per year.

3.3. Activities

After identifying their main recreational activity, visitors were asked how many hours they spent participating in that main activity during this national forest visit. Some caution is needed when using this information. Because most national forest visitors participate in several recreation activities during each visit, it is more than likely that other visitors also participated in this activity, but did not identify it as their main activity. For example, on one national forest 63 % of visitors identified viewing wildlife as a recreational activity that they participated in during this visit, however only 3% identified that activity as their main recreational activity. The information on average hours viewing wildlife is only for the 3% who reported it as a main activity.

Nearly two-thirds of the visiting population participates in hiking/walking in the forest, and for about one-third of the visits, it is the primary activity. Over 55 percent indicate spend time relaxing while visiting. Nearly 55 percent view the scenery during their visit, and almost 10 percent say that is their primary activity.

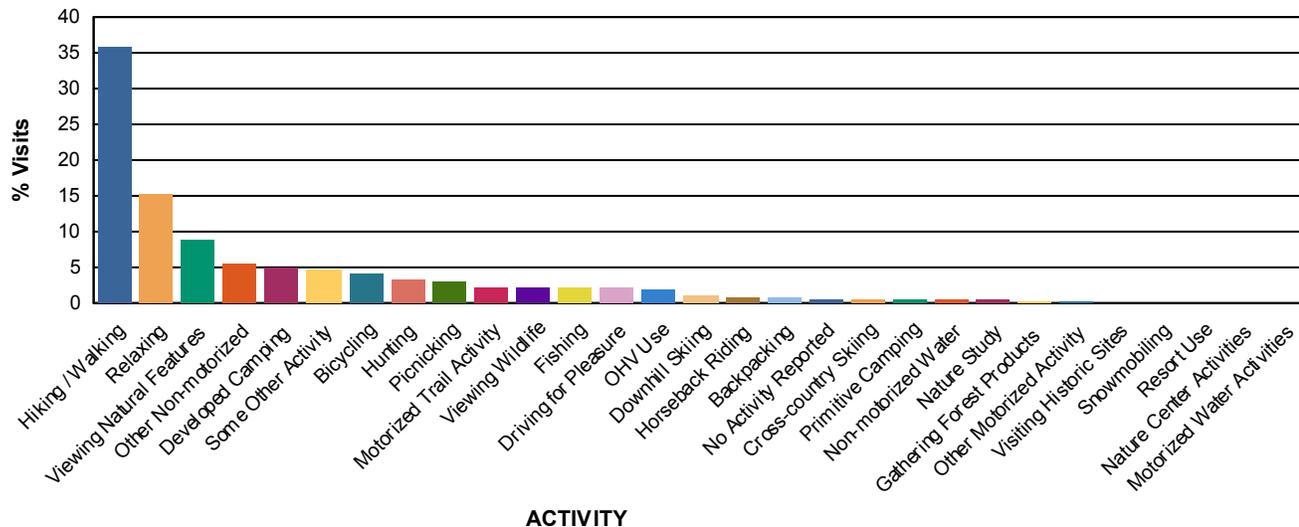
Use of Constructed Facilities and Designated Areas

About one-third of recreation visitors interviewed were asked about whether they made use of a targeted set of facilities and special designated areas during their visit. These results are displayed in Table 14.

Table 13. Activity Participation

Activity	% Participation*	% Main Activity‡	Avg Hours Doing Main Activity
Hiking / Walking	69.6	35.9	2.9
Relaxing	56.9	15.3	19.4
Viewing Natural Features	55.2	8.8	3.4
Viewing Wildlife	44.4	2.2	2.2
Driving for Pleasure	26.7	2.0	5.6
Picnicking	21.2	3.0	6.9
Developed Camping	18.3	4.9	38.1
Nature Study	15.4	0.3	4.4
Other Non-motorized	15.0	5.6	4.4
Nature Center Activities	8.9	0.0	0.0
Visiting Historic Sites	7.9	0.0	0.0
Bicycling	7.5	4.2	6.3
Some Other Activity	6.6	4.5	5.6
Motorized Trail Activity	5.9	2.2	3.9
OHV Use	4.9	1.9	7.2
Gathering Forest Products	3.8	0.2	12.7
Fishing	3.8	2.2	4.0
Hunting	3.3	3.1	6.3
Primitive Camping	3.1	0.4	25.8
Backpacking	2.9	0.7	31.2
Non-motorized Water	1.2	0.4	10.1
Horseback Riding	0.9	0.7	3.3
Downhill Skiing	0.8	1.0	3.3
Cross-country Skiing	0.8	0.4	4.6
No Activity Reported	0.5	0.5	
Other Motorized Activity	0.5	0.2	3.0
Snowmobiling	0.3	0.0	0.0
Resort Use	0.2	0.0	0.0
Motorized Water Activities	0.0	0.0	0.0

% Main Activity



* Survey respondents could select multiple activities so this column may total more than 100%.

† Survey respondents were asked to select just one of their activities as their main reason for the forest visit. Some respondents selected more than one, so this column may total more than 100%.

Table 14. Percent of National Forest Visits* Indicating Use of Special Facilities or Areas

Special Facility or Area	% of National Forest Visits†
Developed Swimming Site	24.4
Scenic Byway	41.2
Visitor Center or Museum	8.0
Designated ORV Area	11.8
Forest Roads	13.2
Interpretive Displays	5.9
Information Sites	9.0
Developed Fishing Site	2.2
Motorized Single Track Trails	9.4
Motorized Dual Track Trails	13.0
None of these Facilities	37.8

* A National Forest Visit is defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

† Survey respondents could select as many or as few special facilities or areas as appropriate.

4. ECONOMIC INFORMATION

Forest managers are usually very interested in the impact of National Forest recreation visits on the local economy. As commodity production of timber and other resources has declined, local communities look increasingly to tourism to support their communities. When considering recreation-related visitor spending managers are often interested both in identifying the average spending of individual visitors (or types of visitors) and the total spending associated with all recreation use. Spending averages for visitors or visitor parties can be estimated using data collected from a statistically valid visitor sampling program such as NVUM. To estimate the total spending associated with recreation use, three pieces of information are needed: an overall visitation estimate, the proportion of visits in the visitor types, and the average spending profiles for each of the visitor types. Multiplying the three gives a total amount of spending by a particular type of visitor. Summing over all visitor types gives total spending.

About one-third of the NVUM surveys included questions about trip-related spending within 50 miles of the site visited. Spending data collected from 2000 to 2003 were analyzed at Michigan State University by Dr. Daniel Stynes and Dr. Eric White. A description of that analysis and the results are in the report "Spending Profiles of National Forest Visitors: NVUM four-year report", available at <http://www.fs.fed.us/recreation/programs/nvum/NVUM4YrSpending.pdf>. Analysis of spending data for the 2005 - 2009 data collection periods was completed in summer of 2010.

4.1. Spending Segments

The spending that occurs on a recreation trip is greatly influenced by the type of recreation trip taken. For example, visitors on overnight trips away from home typically have to pay for some form of lodging (e.g., hotel/motel rooms, fees in a developed campground, etc.) while those on day trips do not. In addition, visitors on overnight trips will generally have to purchase more food during their trip (in restaurants or grocery stores) than visitors on day trips. Visitors who have not traveled far from home to the recreation location usually spend less than visitors traveling longer distances, especially on items such as fuel and food. Analysis of spending patterns has shown that a good way to construct segments of the visitor market with consistent spending patterns is the following seven groupings:

1. local visitors on day trips,
2. local visitors on overnight trips staying in lodging on the national forest,
3. local visitors on overnight trips staying in lodging off the national forest, and
4. non-local visitors on day trips,
5. non-local visitors on overnight trips staying in lodging on the national forest,
6. non-local visitors on overnight trips staying in lodging off the forest,
7. non-primary visitors.

Local visitors are those who travel less than 50 road miles from home to the recreation site visited and non-local visitors are those who travel greater than 50 road miles to the recreation site visited. Non-primary visitors are those for whom the primary purpose of their trip is something other than recreating on that national forest. Table 15 shows the distribution of visits by spending segment.

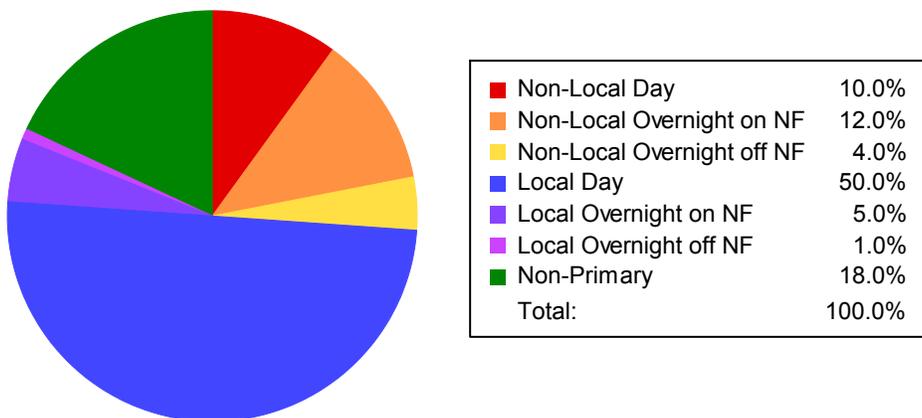
The majority of the visits to the forest are day visits – about half are local residents on day trips

away from home. Just over 33 percent of the visits spend the night while away from their home. Of those, almost 30 percent spend the night within 50 miles of the forest. About half of the visiting parties spend \$55 or less per party per visit. Just over 13 percent of the visiting population comes from households in the \$100,000 to \$149,999 range; about 15 percent comes from households in the \$75,000 to \$99,999 range.

Table 15. Distribution of National Forest Visits* by Market Segment†

	Non-Local Segments			Local Segments			Non-Primary‡	Total
	Day	Overnight on NF	Overnight off NF	Day	Overnight on NF	Overnight off NF		
Number of National Forest Visits	63,472	76,166	25,389	317,359	31,736	6,347	114,249	634,718
Percent of National Forest Visits	10	12	4	50	5	1	18	100

Percent of National Forest Visits



* A National Forest Visit is defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

† The market segments shown here relate to the type of recreation trip taken. A recreation trip is defined as the duration of time beginning when the visitor left their home and ending when they got back to their home. "Non-local" trips are those where the individual(s) traveled greater than approximately 50 miles from home to the site visited. "Day" trips do not involve an overnight stay outside the home, "overnight on-forest" trips are those with an overnight stay outside the home on National Forest System (NFS) land, and "overnight off-forest" trips are those with an overnight stay outside the home off National Forest System land.

‡ "Non-primary" trips are those where the primary recreation destination of the trip was somewhere other than the national forest under consideration.

Individuals are urged to consult an economist when interpreting the NVUM economic tables.

4.2. Spending Profiles

Spending profiles for each segment for this forest can be found in the Stynes and White report noted above. Appendix Table A-1 in that report identifies whether the forest has a high-spending profile (Table 7 of Stynes and White), an average profile (Table 5), or a low-spending profile (Table 8). It is essential to note that these spending profiles are in dollars spent per **party**. Obtaining per-visit spending is accomplished by dividing the spending for each segment by the average people per party for the forest and segment found in Appendix Table A-3 of that report.

4.3. Total Direct Spending

Total direct spending made within 50 miles of the forest and associated with national forest recreation is calculated by combining estimates of per-visit spending averages from the spending profiles with estimates of the number of national forest visits in the segment. The number of visits in the segment equals the percentage in Table 15 times the number of National Forest visits reported in Table 2.

4.4. Other Visit Information

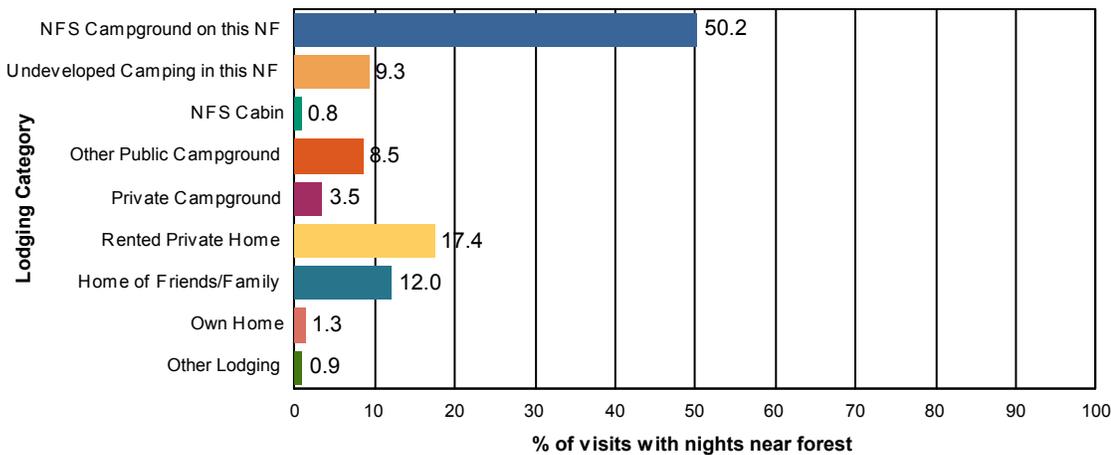
There are several other important aspects of the trips on which the recreation visits to the forest are made. These are summarized in Table 16. The first aspect relates to total amount spent by the recreating party on the trip. This includes spending not just within 50 miles of the forest, but anywhere. The table shows both the average and the median. Another set describes the overall length of the trips on which the visits are made. The table shows the percent of the visits that were made on trips where the person stayed away from home overnight (even though the forest visit may be just a day visit), and the average total nights away from home and nights spent within 50 miles of the forest. For those spending one or more nights in or near the forest, the table shows the percentage that selected each of a series of lodging options. Together, these results help show the context of overall trip length and lodging patterns for visitors to the forest.

Table 16. Trip Spending and Lodging Usage

Trip Spending	Value
Average Total Trip Spending per Party	\$466
Median Total Trip Spending per Party	\$57
% NF Visits made on trip with overnight stay away from home	34.7%
% NF Visits with overnight stay within 50 miles of NF	30.9%
Mean nights/visit within 50 miles of NF	2.6
Area Lodging Use	% Visits with Nights Near Forest
NFS Campground on this NF	50.2%
Undeveloped Camping in this NF	9.3%
NFS Cabin	0.8%
Other Public Campground	8.5%
Private Campground	3.5%
Rented Private Home	17.4%
Home of Friends/Family	12.0%
Own Home	1.3%
Other Lodging	0.9%

Area Lodging Use

% Visits with Nights Near Forest



4.5. Household Income

Visitors were asked to report a general category for their total household income. Only very general categories were used, to minimize the intrusive nature of the question. Results help indicate the overall socio-economic status of visitors to the forest, and are found in Table 17.

Table 17. Percent of National Forest Visits* by Annual Household Income

Annual Household Income Category	National Forest Visits (%)
Under \$25,000	12.5
\$25,000 to \$49,999	20.1
\$50,000 to \$74,999	21.3
\$75,000 to \$99,999	16.3
\$100,000 to \$149,999	13.3
\$150,000 and up	16.5
Total	100.0

* National Forest Visits are defined as the entry of one person upon a national forest to participate in recreation activities for an unspecified period of time. A National Forest Visit can be composed of multiple Site Visits.

4.6. Substitute Behavior

Visitors were asked to select one of several substitute choices, if for some reason they were unable to visit this national forest (Figure 3). Choices included going somewhere else for the same activity they did on the current trip, coming back to this forest for the same activity at some later time, going someplace else for a different activity, staying at home and not making a recreation trip, going to work instead of recreating, and a residual 'other' category. On most forests, the majority of visitors indicate that their substitute behavior choice is activity driven (going elsewhere for same activity) and a smaller percentage indicate they would come back later to this national forest for the same activity. For those visitors who said they would have gone somewhere else for recreation they were asked how far from their home this alternate destination was. These results are shown in Figure 4.

Figure 3. Substitute Behavior Choices

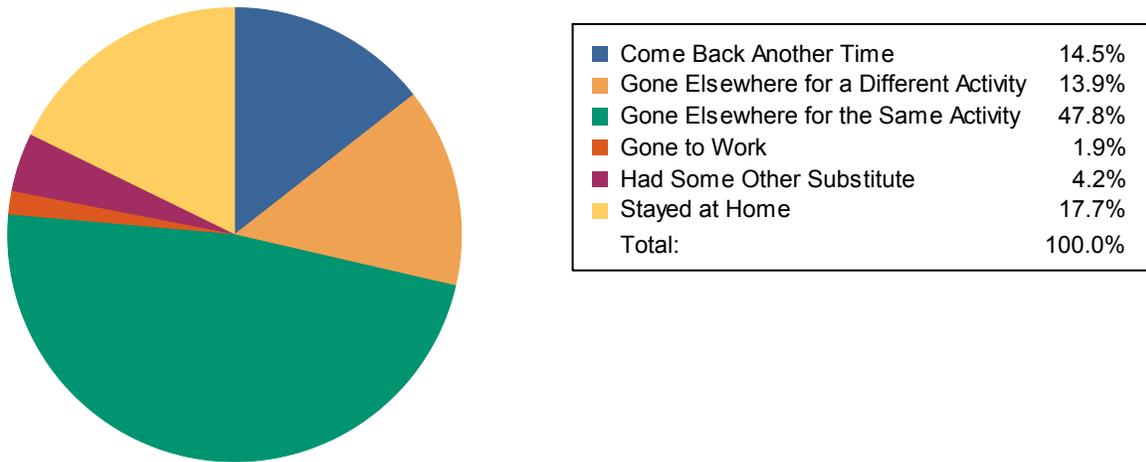
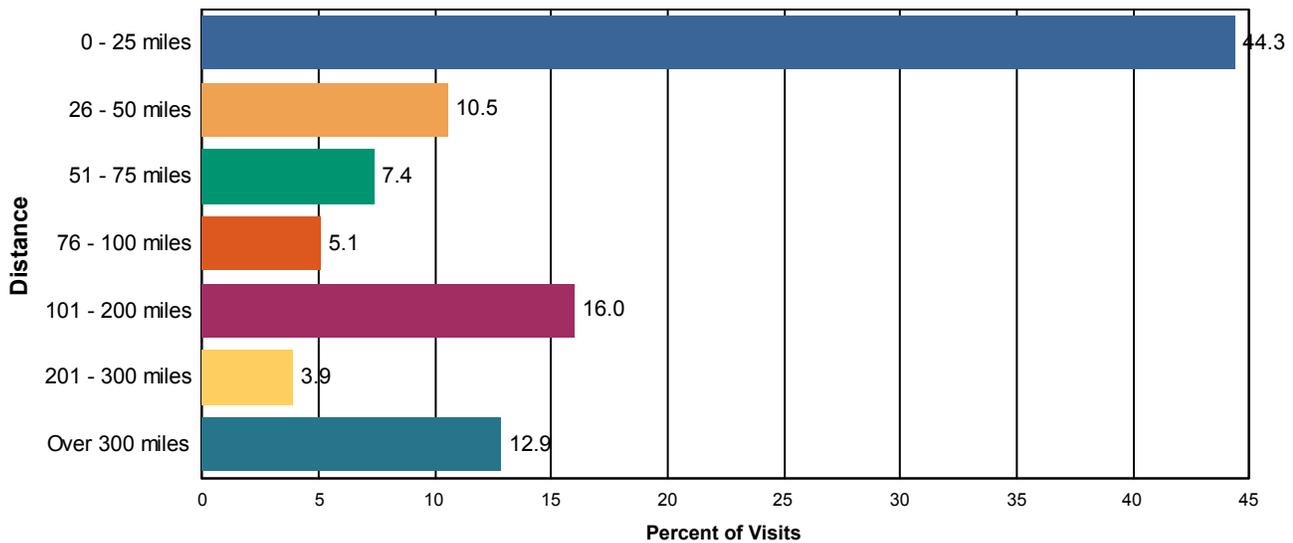


Figure 4. Reported Distance Visitors Would Travel to Alternate Location



5. SATISFACTION INFORMATION

An important element of outdoor recreation program delivery is evaluating customer satisfaction with the recreation setting, facilities, and services provided. Satisfaction information helps managers decide where to invest in resources and to allocate resources more efficiently toward improving customer satisfaction. Satisfaction is a core piece of data for national- and forest-level performance measures. To describe customer satisfaction, several different measures are used. Recreation visitors were asked to provide an overall rating of their visit to the national forest, on a 5-point Likert scale. About one-third of visitors interviewed on the forest rated their satisfaction with fourteen elements related to recreation facilities and services, and the importance of those elements to their recreation experience. Visitors were asked to rate the specific site or area at which they were interviewed. Visitors rated both the importance and performance (satisfaction with) of these elements using a 5-point scale. The Likert scale for importance ranged from not important to very important. The Likert scale for performance ranged from very dissatisfied to very satisfied. Although the satisfaction ratings specifically referenced the area where the visitor was interviewed, the survey design does not usually have enough responses for any individual site or area on the forest to present information at a site level. Rather, the information is generalized to overall satisfaction within the three site types: Day Use Developed (DUDS), Overnight Use Developed (OUDS), General Forest Areas, and on the forest as a whole.

The satisfaction responses are analyzed in several ways. First, a graph of overall satisfaction is presented in Figure 5. Next, two aggregate measures were calculated from the set of individual elements. The satisfaction elements most readily controlled by managers were aggregated into four categories: developed facilities, access, services, and visitor safety. The site types sampled were aggregated into three groups: developed sites (includes both day use and overnight developed sites), dispersed areas, and designated Wilderness. The first aggregate measure is called “Percent Satisfied Index (PSI)”, which is the proportion of all ratings for the elements in the category where the satisfaction ratings had a numerical rating of 4 or 5. Conceptually, the PSI indicator shows the percent of all recreation customers who are satisfied with agency performance. The agency’s national target for this measure is 85%. It is usually difficult to consistently have a higher satisfaction score than 85% since given tradeoffs among user groups and other factors. Table 18 displays the aggregate PSI scores for this forest.

Another aggregate measure of satisfaction is called “Percent Meet Expectations (PME)”. This is the proportion of satisfaction ratings in which the numerical satisfaction rating for a particular element is equal to or greater than the importance rating for that element. This indicator tracks the congruence between the agency’s performance and customer evaluations of importance. The idea behind this measure is that those elements with higher importance levels must have higher performance levels. Figure 6 displays the PME scores by type of site. Lower scores indicate a gap between desires and performance.

An Importance-Performance Analysis (IPA) (Hudson, et al, Feb 2004) was calculated for the importance and satisfaction scores. A target level of importance and performance divides the possible set of score pairs into four quadrants. For this work, the target level of both was a numerical score of 4.0. Each quadrant has a title that helps in interpreting responses that fall into it, and that provides some general guidance for management. These can be described as:

1. Importance at or above 4.0, Satisfaction at or above 4.0: **Keep up the good work**. These are items that are important to visitors and ones that the forest is performing quite well;
2. Importance at or above 4.0, Satisfaction under 4.0: **Concentrate here**. These are important items to the public, but performance is not where it needs to be. Increasing effort here is likely to have the greatest payoff in overall customer satisfaction;
3. Importance below 4.0, Satisfaction above 4.0: **Possible overkill**. These are items that are not highly important to visitors, but the forest's performance is quite good. It may be possible to reduce effort here without greatly harming overall satisfaction;
4. Importance below 4.0; Satisfaction below 4.0: **Low Priority**. These are items where performance is not very good, but neither are they important to visitors. Focusing effort here is unlikely to have a great impact.

We present tables that show the I-P rating title for each satisfaction element. Each sitetype is presented in a separate table. Results are presented in Tables 19 - 22.

The numerical scores for visitor satisfaction and importance for each element by site type, and the sample sizes for each are presented in Appendix B (Tables B1 - B4). Most managers find it difficult to discern meaning from these raw tables; however they may wish to examine specific elements once they have reviewed the other satisfaction information presented in this section. Note that if an element had fewer than 10 responses no analyses are performed, as there are too few responses to provide reliable information. Finally, visitors were asked about their overall satisfaction with and the importance of road condition and the adequacy of signage. Figure 7a and Figure 7b show the results.

The overall satisfaction results showed that almost 76 percent of the people who visited were very satisfied with the overall quality of their recreation experience. Another 18 percent were somewhat satisfied. Less than 3 percent expressed any level of dissatisfaction. Composite Index scores for Developed Sites showed perception of safety being above the 85% national satisfaction target for all types of sites. However, developed facility condition and services were below 80 percent for all types of sites. The Percent Meets Expectation scores for perception of safety were higher than 85% for all types of sites; those for the services composite were below 75%. The Importance-Performance scores were quite fair for the General Forest Areas. The majority of the visiting population is somewhat to very satisfied with road condition and adequacy of signage forest-wide. Over one third of the visiting population feels that road conditions and the adequacy of signage is very important forest-wide.

Figure 5. Percent of National Forest Visits by Overall Satisfaction Rating

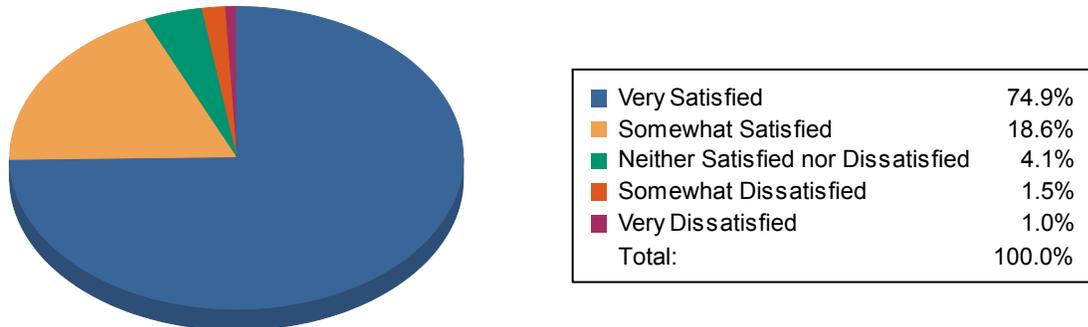


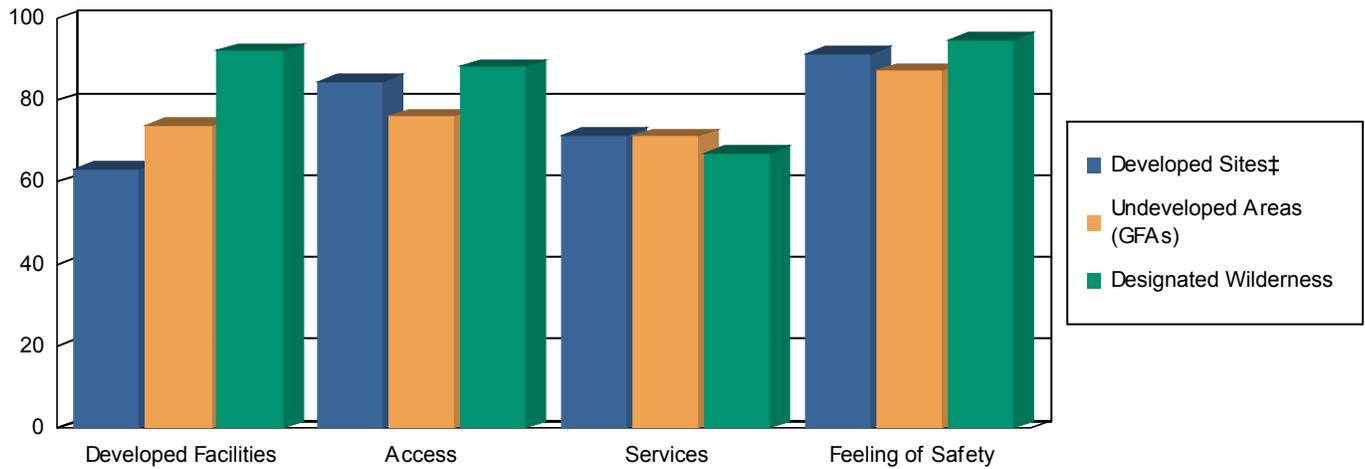
Table 18. Percent Satisfied Index† Scores for Aggregate Categories

Satisfaction Element	Satisfied Survey Respondents (%)		
	Developed Sites‡	Undeveloped Areas (GFAs)	Designated Wilderness
Developed Facilities	74.5	70.8	63.3
Access	83.8	74.6	94.1
Services	67.6	58.6	68.4
Feeling of Safety	95.3	93.6	99.7

† This is a composite rating. It is the proportion of satisfaction ratings scored by visitors as good (4) or very good (5). Computed as the percentage of all ratings for the elements within the sub grouping that are at or above the target level, and indicates the percent of all visitors that are reasonably well satisfied with agency performance.

‡ This category includes both Day Use and Overnight Use Developed Sites .

Figure 6. Percent Meets Expectations Scores*



* “Percent Meet Expectations (PME)” is the proportion of satisfaction ratings in which the numerical satisfaction rating for a particular element is equal to or greater than the importance rating for that element. This indicator tracks the congruence between the agency’s performance and customer evaluations of importance. The idea behind this measure is that those elements with higher importance levels must have higher performance levels. Lower scores indicate a gap between desires and performance.

‡ This category includes both Day Use and Overnight Use Developed Sites.

Table 19. Importance-Performance Ratings for Day Use Developed Sites

Satisfaction Element	Importance-Performance Rating
Restroom Cleanliness	Concentrate Here
Developed Facilities	Keep up the Good Work
Condition of Environment	Keep up the Good Work
Employee Helpfulness	Keep up the Good Work
Interpretive Displays	Low Priority
Parking Availability	Keep up the Good Work
Parking Lot Condition	Possible Overkill
Rec. Info. Availability	Concentrate Here
Road Condition	Keep up the Good Work
Feeling of Safety	Keep up the Good Work
Scenery	Keep up the Good Work
Signage Adequacy	Concentrate Here
Trail Condition	Keep up the Good Work
Value for Fee Paid	Keep up the Good Work

Table 20. Importance-Performance Ratings for Overnight Developed Sites

Satisfaction Element	Importance-Performance Rating
Restroom Cleanliness	Concentrate Here
Developed Facilities	Keep up the Good Work
Condition of Environment	Keep up the Good Work
Employee Helpfulness	Keep up the Good Work
Interpretive Displays	Low Priority
Parking Availability	Keep up the Good Work
Parking Lot Condition	Possible Overkill
Rec. Info. Availability	Concentrate Here
Road Condition	Keep up the Good Work
Feeling of Satefy	Keep up the Good Work
Scenery	Keep up the Good Work
Signage Adequacy	Concentrate Here
Trail Condition	Keep up the Good Work
Value for Fee Paid	Keep up the Good Work

Table 21. Importance-Performance Ratings for Undeveloped Areas (GFAs)

Satisfaction Element	Importance-Performance Rating
Restroom Cleanliness	Concentrate Here
Developed Facilities	Keep up the Good Work
Condition of Environment	Keep up the Good Work
Employee Helpfulness	Keep up the Good Work
Interpretive Displays	Low Priority
Parking Availability	Low Priority
Parking Lot Condition	Possible Overkill
Rec. Info. Availability	Low Priority
Road Condition	Keep up the Good Work
Feeling of Satefy	Keep up the Good Work
Scenery	Keep up the Good Work
Signage Adequacy	Low Priority
Trail Condition	Keep up the Good Work
Value for Fee Paid	Keep up the Good Work

Table 22. Importance-Performance Ratings for Designated Wilderness

Satisfaction Element	Importance-Performance Rating
Restroom Cleanliness	Keep up the Good Work
Developed Facilities	Possible Overkill
Condition of Environment	Keep up the Good Work
Employee Helpfulness	Keep up the Good Work
Interpretive Displays	Low Priority
Parking Availability	Keep up the Good Work
Parking Lot Condition	Possible Overkill
Rec. Info. Availability	Concentrate Here
Road Condition	Keep up the Good Work
Feeling of Safety	Keep up the Good Work
Scenery	Keep up the Good Work
Signage Adequacy	Concentrate Here
Trail Condition	Keep up the Good Work
Value for Fee Paid	Keep up the Good Work

Figure 7a. Satisfaction with Forest-wide Road Conditions & Signage Adequacy

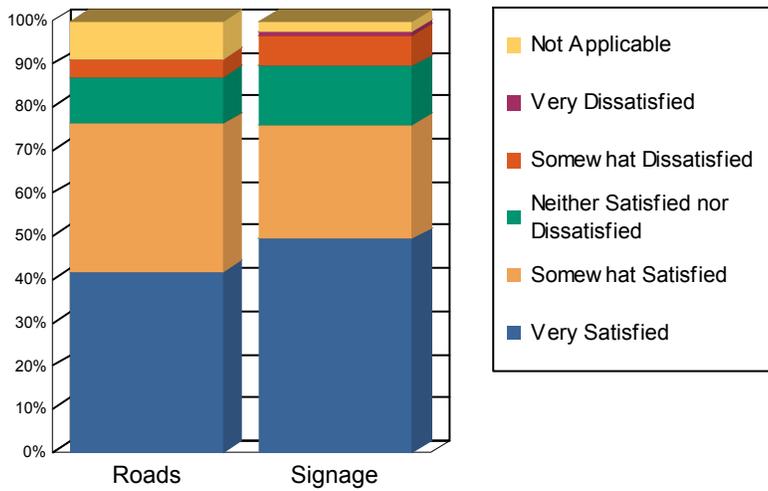
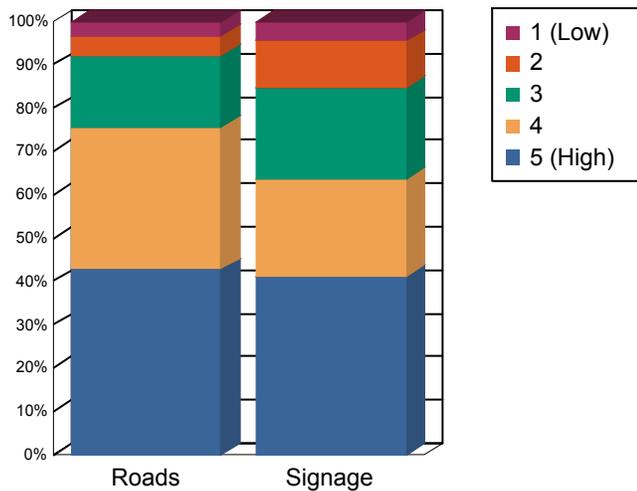


Figure 7b. Importance of Forest-wide Road Conditions & Signage Adequacy



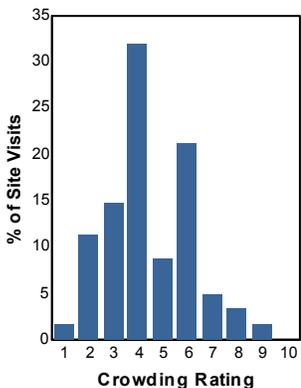
5.1. Crowding

Visitors rated their perception of how crowded the recreation site or area felt to them. This information is useful when looking at the type of site the visitor was using since someone visiting a designated Wilderness may think 5 people is too many while someone visiting a developed campground may think 200 people is about right. Table 23 shows the distribution of responses for each site type. Crowding was reported on a scale of 1 to 10 where 1 denotes hardly anyone was there, and a 10 indicates the area was perceived as overcrowded.

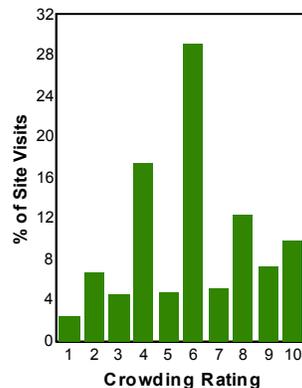
Table 23. Percent of Site Visits* by Crowding Rating and Site Type

Crowding Rating†	Site Types (% of Site Visits)			
	Day Use Developed Sites	Overnight Use Developed Sites	Undeveloped Areas (GFAs)	Designated Wilderness
10 - Overcrowded	0.0	9.9	2.9	0.0
9	1.7	7.3	9.2	0.3
8	3.4	12.3	8.8	0.0
7	5.0	5.1	5.5	4.8
6	21.2	29.2	21.2	5.2
5	8.9	4.8	17.8	0.3
4	32.0	17.4	8.9	34.5
3	14.8	4.6	7.7	24.5
2	11.4	6.8	16.6	30.3
1 - Hardly anyone there	1.7	2.5	1.5	0.0
Average Rating	4.5	6.0	5.3	3.4

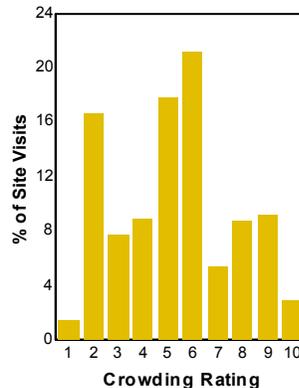
Day Use Developed Sites



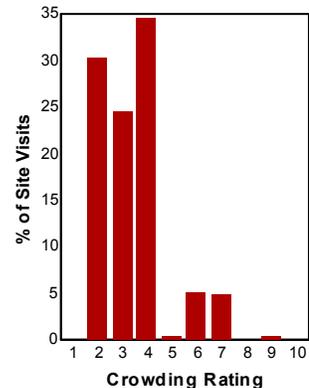
Overnight Use Developed Sites



Undeveloped Areas (GFAs)



Designated Wilderness



* A Site Visit is the entry of one person onto a national forest site or area to participate in recreation activities for an unspecified period of time.

† Survey respondents rated how crowded the site or area they were interviewed at was using a scale of 1 to 10 where 1 meant hardly anyone was there and 10 meant the site or area was overcrowded.

5.2. Disabilities

Providing barrier-free facilities for recreation visitors is an important part of facility and service planning and development. One question asked if anyone in their group had a disability. If so, the visitor was then asked if the facilities at the sites they visited were accessible for this person (Table 24).

Table 24. Accessibility of National Forest Facilities by Persons with Disabilities

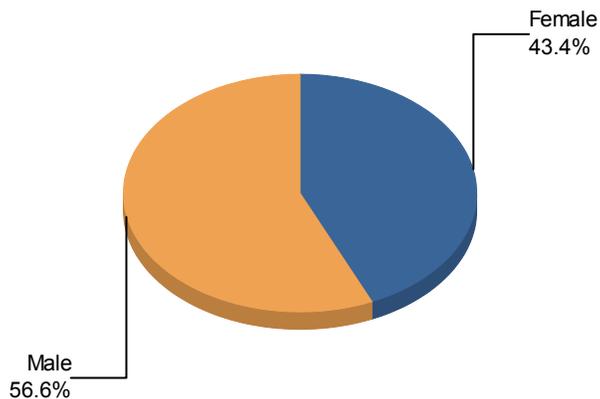
Item	Percent
% of visits that include a group member with a disability	5.6
Of this group, percent who said facilities at site visited were accessible	79.9

6. WILDERNESS VISIT DEMOGRAPHICS

Visits to Wilderness are sometimes made by a particular subset of the overall visitor population. In this chapter, tables are presented that describe the demographic characteristics of those who visit designated wilderness on this forest. Table 25 shows the gender breakdown, Table 26 the racial and ethnicity distribution, and the Table 27 age composition. In Table 28, a frequency analysis of Zip Codes obtained from respondents is presented, to give a rough idea of the common origins of Wilderness visitors.

Table 25. Percent of Wilderness Site Visits* by Gender

Gender	Survey Respondents†	Wilderness Site Visits (%)‡
Female	126	43.4
Male	166	56.6
Total	292	100.0



* A Site Visit is the entry of one person onto a National Forest site or area to participate in recreation activities for an unspecified period of time.

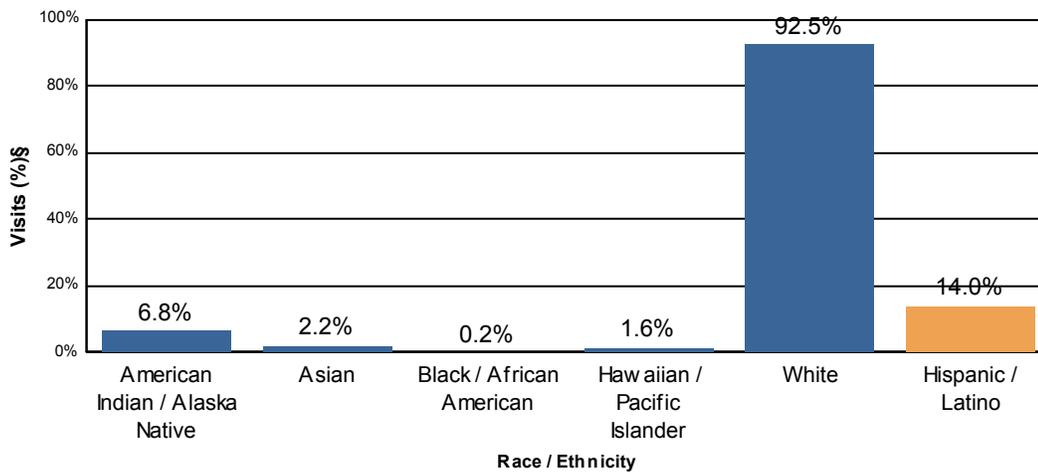
† Non-respondents to gender questions were excluded from analysis.

‡ Calculations are computed using weights that expand the sample of individuals to the population of Wilderness Site Visits.

Table 26. Percent of Wilderness Site Visits* by Race/Ethnicity

Race †	Survey Respondents‡	Wilderness Site Visits (%)§
American Indian / Alaska Native	8	6.8
Asian	7	2.2
Black / African American	2	0.2
Hawaiian / Pacific Islander	1	1.6
White	86	92.5
Total	104	103.3#

Ethnicity†	Survey Respondents‡	Wilderness Site Visits (%)§
Hispanic / Latino	15	14.0



* A Site Visit is the entry of one person onto a National Forest site or area to participate in recreation activities for an unspecified period of time.

Respondents could choose more than one racial group, so the total may be more than 100%.

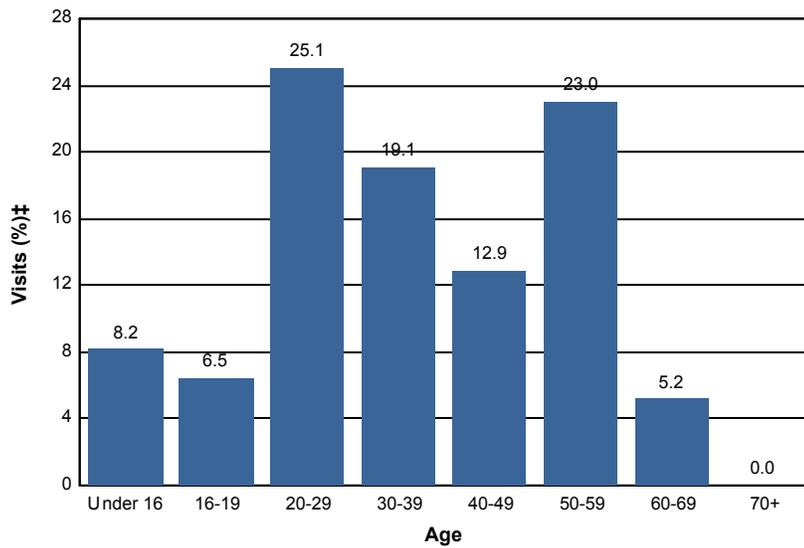
† Race and Ethnicity were asked as two separate questions.

‡ Non-respondents to race/ethnicity questions were excluded from analysis.

§ Calculations are computed using weights that expand the sample of individuals to the population of Wilderness Site Visits.

Table 27. Percent of Wilderness Site Visits* by Age

Age Class	Wilderness Site Visits (%)‡
Under 16	8.2
16-19	6.5
20-29	25.1
30-39	19.1
40-49	12.9
50-59	23.0
60-69	5.2
70+	0.0
Total	100.0



* A Site Visit is the entry of one person onto a National Forest site or area to participate in recreation activities for an unspecified period of time.

† Non-respondents to age questions were excluded from analysis.

‡ Calculations are computed using weights that expand the sample of individuals to the population of Wilderness Site Visits.

Table 28. Top 15 Most Commonly Reported ZIP Codes, States and Counties of Wilderness Survey Respondents

ZIP Code	State	County	Percent of Respondents	Survey Respondents (n)
93023	California	Ventura County	14.8	9
Unknown Origin*			13.1	8
93003	California	Ventura County	11.5	7
93422	California	San Luis Obispo County	9.8	6
93033	California	Ventura County	6.6	4
93446	California	San Luis Obispo County	6.6	4
Foreign Country			4.9	3
93105	California	Santa Barbara County	4.9	3
93022	California	Ventura County	4.9	3
93453	California	San Luis Obispo County	4.9	3
93001	California	Ventura County	4.9	3
93117	California	Santa Barbara County	3.3	2
91364	California	Los Angeles County	3.3	2
93405	California	San Luis Obispo County	3.3	2
93101	California	Santa Barbara County	3.3	2

* Includes respondents reporting no ZIP code or an invalid ZIP code .

7. APPENDIX TABLES

APPENDIX A - Complete List of ZIP Codes

Table A-1. ZIP Codes, States and Counties of National Forest Survey Respondents

ZIP Code	State	County	Percent of Respondents	Survey Respondents (n)
Unknown Origin*			9.1	87
93105	California	Santa Barbara County	4.0	38
93117	California	Santa Barbara County	3.1	30
Foreign Country			3.0	29
93101	California	Santa Barbara County	2.8	27
93108	California	Santa Barbara County	2.5	24
93003	California	Ventura County	2.2	21
93103	California	Santa Barbara County	2.2	21
93001	California	Ventura County	1.9	18
93436	California	Santa Barbara County	1.9	18
93111	California	Santa Barbara County	1.6	15
93422	California	San Luis Obispo County	1.4	13
93023	California	Ventura County	1.3	12
93940	California	Monterey County	1.0	10
93110	California	Santa Barbara County	1.0	10
95076	California	Santa Cruz County	0.9	9
93033	California	Ventura County	0.9	9
93035	California	Ventura County	0.8	8
93420	California	San Luis Obispo County	0.8	8
93109	California	Santa Barbara County	0.8	8
93013	California	Santa Barbara County	0.8	8
93004	California	Ventura County	0.8	8
93463	California	Santa Barbara County	0.7	7
93920	California	Monterey County	0.7	7
93012	California	Ventura County	0.7	7
93455	California	Santa Barbara County	0.6	6
93960	California	Monterey County	0.5	5
91342	California	Los Angeles County	0.5	5
93401	California	San Luis Obispo County	0.5	5
93036	California	Ventura County	0.5	5
93022	California	Ventura County	0.5	5
95062	California	Santa Cruz County	0.5	5
93446	California	San Luis Obispo County	0.5	5
93453	California	San Luis Obispo County	0.5	5
93449	California	San Luis Obispo County	0.5	5
93066	California	Ventura County	0.4	4
93454	California	Santa Barbara County	0.4	4
93444	California	San Luis Obispo County	0.4	4
94117	California	San Francisco County	0.4	4
93402	California	San Luis Obispo County	0.4	4

93930	California	Monterey County	0.4	4
91325	California	Los Angeles County	0.3	3
95003	California	Santa Cruz County	0.3	3
93102	California	Santa Barbara County	0.3	3
91302	California	Los Angeles County	0.3	3
91331	California	Los Angeles County	0.3	3
93906	California	Monterey County	0.3	3
93313	California	Kern County	0.3	3
93015	California	Ventura County	0.3	3
90066	California	Los Angeles County	0.3	3
93225	California	Kern County	0.3	3
93430	California	San Luis Obispo County	0.3	3
91335	California	Los Angeles County	0.3	3
93427	California	Santa Barbara County	0.3	3
91307	California	Los Angeles County	0.3	3
95060	California	Santa Cruz County	0.3	3
95018	California	Santa Cruz County	0.3	3
93950	California	Monterey County	0.3	3
93405	California	San Luis Obispo County	0.3	3
94705	California	Alameda County	0.3	3
90230	California	Los Angeles County	0.3	3
93065	California	Ventura County	0.3	3
91364	California	Los Angeles County	0.3	3
93536	California	Los Angeles County	0.3	3
91016	California	Los Angeles County	0.3	3
93010	California	Ventura County	0.3	3
93924	California	Monterey County	0.3	3
93458	California	Santa Barbara County	0.2	2
91343	California	Los Angeles County	0.2	2
90813	California	Los Angeles County	0.2	2
93021	California	Ventura County	0.2	2
94550	California	Alameda County	0.2	2
95376	California	San Joaquin County	0.2	2
94040	California	Santa Clara County	0.2	2
93106	California	Santa Barbara County	0.2	2
93268	California	Kern County	0.2	2
90503	California	Los Angeles County	0.2	2
91362	California	Ventura County	0.2	2
95020	California	Santa Clara County	0.2	2
93060	California	Ventura County	0.2	2
91344	California	Los Angeles County	0.2	2
92708	California	Orange County	0.2	2
93309	California	Kern County	0.2	2
90814	California	Los Angeles County	0.2	2
93040	California	Ventura County	0.2	2
93441	California	Santa Barbara County	0.2	2
94043	California	Santa Clara County	0.2	2
93908	California	Monterey County	0.2	2
93921	California	Monterey County	0.2	2
90505	California	Los Angeles County	0.2	2
90042	California	Los Angeles County	0.2	2

93460	California	Santa Barbara County	0.2	2
93428	California	San Luis Obispo County	0.2	2
92648	California	Orange County	0.2	2
93905	California	Monterey County	0.2	2
92024	California	San Diego County	0.2	2
93222	California	Kern County	0.2	2
93711	California	Fresno County	0.2	2
93551	California	Los Angeles County	0.2	2
93923	California	Monterey County	0.2	2
93901	California	Monterey County	0.2	2
94114	California	San Francisco County	0.2	2
95132	California	Santa Clara County	0.2	2
90272	California	Los Angeles County	0.2	2
93433	California	San Luis Obispo County	0.2	2
90063	California	Los Angeles County	0.2	2
91320	California	Ventura County	0.2	2
93312	California	Kern County	0.2	2
93030	California	Ventura County	0.2	2
93953	California	Monterey County	0.2	2
95816	California	Sacramento County	0.2	2
91935	California	San Diego County	0.2	2
92026	California	San Diego County	0.2	2
93927	California	Monterey County	0.2	2
90744	California	Los Angeles County	0.2	2
92404	California	San Bernardino County	0.1	1
92008	California	San Diego County	0.1	1
93925	California	Monterey County	0.1	1
93210	California	Fresno County	0.1	1
95666	California	Amador County	0.1	1
95928	California	Butte County	0.1	1
45434	Ohio	Montgomery County	0.1	1
96140	California	Placer County	0.1	1
91365	California	Los Angeles County	0.1	1
91361	California	Ventura County	0.1	1
97212	Oregon	Multnomah County	0.1	1
85704	Arizona	Pima County	0.1	1
97214	Oregon	Multnomah County	0.1	1
94605	California	Alameda County	0.1	1
67037	Kansas	Sedgwick County	0.1	1
94404	California	San Mateo County	0.1	1
94583	California	Contra Costa County	0.1	1
94102	California	San Francisco County	0.1	1
16156	Pennsylvania	Lawrence County	0.1	1
92617	California	Orange County	0.1	1
93107	California	Santa Barbara County	0.1	1
91351	California	Los Angeles County	0.1	1
95938	California	Butte County	0.1	1
95337	California	San Joaquin County	0.1	1
78861	Texas	Medina County	0.1	1
93706	California	Fresno County	0.1	1
22932	Virginia	Albemarle County	0.1	1

92881	California	Riverside County	0.1	1
94085	California	Santa Clara County	0.1	1
94302	California	Santa Clara County	0.1	1
84117	Utah	Salt Lake County	0.1	1
97229	Oregon	Washington County	0.1	1
95005	California	Santa Cruz County	0.1	1
90402	California	Los Angeles County	0.1	1
91504	California	Los Angeles County	0.1	1
93464	California	Santa Barbara County	0.1	1
85208	Arizona	Maricopa County	0.1	1
94301	California	Santa Clara County	0.1	1
94611	California	Alameda County	0.1	1
84060	Utah	Summit County	0.1	1
98225	Washington	Whatcom County	0.1	1
95148	California	Santa Clara County	0.1	1
94061	California	San Mateo County	0.1	1
91341	California	Los Angeles County	0.1	1
90045	California	Los Angeles County	0.1	1
95021	California	Santa Clara County	0.1	1
95687	California	Solano County	0.1	1
10075	New York	New York County	0.1	1
93254	California	Santa Barbara County	0.1	1
85282	Arizona	Maricopa County	0.1	1
90056	California	Los Angeles County	0.1	1
90250	California	Los Angeles County	0.1	1
92109	California	San Diego County	0.1	1
94002	California	San Mateo County	0.1	1
92624	California	Orange County	0.1	1
90027	California	Los Angeles County	0.1	1
12566	New York	Orange County	0.1	1
91789	California	Los Angeles County	0.1	1
91932	California	San Diego County	0.1	1
90302	California	Los Angeles County	0.1	1
93726	California	Fresno County	0.1	1
94122	California	San Francisco County	0.1	1
92373	California	San Bernardino County	0.1	1
95070	California	Santa Clara County	0.1	1
94505	California	Contra Costa County	0.1	1
92637	California	Orange County	0.1	1
94041	California	Santa Clara County	0.1	1
18972	Pennsylvania	Bucks County	0.1	1
93203	California	Kern County	0.1	1
91384	California	Los Angeles County	0.1	1
90301	California	Los Angeles County	0.1	1
91436	California	Los Angeles County	0.1	1
93423	California	San Luis Obispo County	0.1	1
94133	California	San Francisco County	0.1	1
90807	California	Los Angeles County	0.1	1
93314	California	Kern County	0.1	1
91941	California	San Diego County	0.1	1
90062	California	Los Angeles County	0.1	1

92056	California	San Diego County	0.1	1
92037	California	San Diego County	0.1	1
91402	California	Los Angeles County	0.1	1
93703	California	Fresno County	0.1	1
91303	California	Los Angeles County	0.1	1
93447	California	San Luis Obispo County	0.1	1
90401	California	Los Angeles County	0.1	1
94707	California	Alameda County	0.1	1
92627	California	Orange County	0.1	1
44060	Ohio	Lake County	0.1	1
90025	California	Los Angeles County	0.1	1
11101	New York	Queens County	0.1	1
90255	California	Los Angeles County	0.1	1
10463	New York	Bronx County	0.1	1
91786	California	San Bernardino County	0.1	1
90047	California	Los Angeles County	0.1	1
03845	New Hampshire	Carroll County	0.1	1
62704	Illinois	Sangamon County	0.1	1
95023	California	San Benito County	0.1	1
85382	Arizona	Maricopa County	0.1	1
90037	California	Los Angeles County	0.1	1
92071	California	San Diego County	0.1	1
90262	California	Los Angeles County	0.1	1
22304	Virginia	Alexandria city	0.1	1
92870	California	Orange County	0.1	1
95630	California	Sacramento County	0.1	1
94551	California	Alameda County	0.1	1
90280	California	Los Angeles County	0.1	1
90049	California	Los Angeles County	0.1	1
95111	California	Santa Clara County	0.1	1
33131	Florida	Miami-Dade County	0.1	1
95975	California	Nevada County	0.1	1
91321	California	Los Angeles County	0.1	1
33040	Florida	Monroe County	0.1	1
93252	California	Kern County	0.1	1
91040	California	Los Angeles County	0.1	1
91360	California	Ventura County	0.1	1
91311	California	Los Angeles County	0.1	1
01746	Massachusetts	Middlesex County	0.1	1
94087	California	Santa Clara County	0.1	1
93291	California	Tulare County	0.1	1
48906	Michigan	Ingham County	0.1	1
93230	California	Kings County	0.1	1
94901	California	Marin County	0.1	1
92065	California	San Diego County	0.1	1
94597	California	Contra Costa County	0.1	1
93933	California	Monterey County	0.1	1
92120	California	San Diego County	0.1	1
92336	California	San Bernardino County	0.1	1
48219	Michigan	Wayne County	0.1	1
90222	California	Los Angeles County	0.1	1

34472	Florida	Marion County	0.1	1
97035	Oregon	Clackamas County	0.1	1
46565	Indiana	Lagrange County	0.1	1
92606	California	Orange County	0.1	1
91355	California	Los Angeles County	0.1	1
95608	California	Sacramento County	0.1	1
90011	California	Los Angeles County	0.1	1
95126	California	Santa Clara County	0.1	1
91385	California	Los Angeles County	0.1	1
92058	California	San Diego County	0.1	1
92532	California	Riverside County	0.1	1
91316	California	Los Angeles County	0.1	1
91505	California	Los Angeles County	0.1	1
60647	Illinois	Cook County	0.1	1
86336	Arizona	Yavapai County	0.1	1
92101	California	San Diego County	0.1	1
92374	California	San Bernardino County	0.1	1
90016	California	Los Angeles County	0.1	1
95472	California	Sonoma County	0.1	1
95136	California	Santa Clara County	0.1	1
94579	California	Alameda County	0.1	1
90020	California	Los Angeles County	0.1	1
98126	Washington	King County	0.1	1
94552	California	Alameda County	0.1	1
98027	Washington	King County	0.1	1
92883	California	Riverside County	0.1	1
92420	California	San Bernardino County	0.1	1
95033	California	Santa Cruz County	0.1	1
94549	California	Contra Costa County	0.1	1
97408	Oregon	Lane County	0.1	1
92660	California	Orange County	0.1	1
95688	California	Solano County	0.1	1
94610	California	Alameda County	0.1	1
94024	California	Santa Clara County	0.1	1
85710	Arizona	Pima County	0.1	1
92083	California	San Diego County	0.1	1
94132	California	San Francisco County	0.1	1
10027	New York	New York County	0.1	1
91711	California	Los Angeles County	0.1	1
96067	California	Siskiyou County	0.1	1
92646	California	Orange County	0.1	1
92027	California	San Diego County	0.1	1
93410	California	San Luis Obispo County	0.1	1
90805	California	Los Angeles County	0.1	1
98177	Washington	King County	0.1	1
17517	Pennsylvania	Lancaster County	0.1	1
90241	California	Los Angeles County	0.1	1
55391	Minnesota	Hennepin County	0.1	1
90057	California	Los Angeles County	0.1	1
95014	California	Santa Clara County	0.1	1
93406	California	San Luis Obispo County	0.1	1

75605	Texas	Gregg County	0.1	1
90254	California	Los Angeles County	0.1	1
93067	California	Santa Barbara County	0.1	1
95112	California	Santa Clara County	0.1	1
95616	California	Yolo County	0.1	1
95618	California	Yolo County	0.1	1
95130	California	Santa Clara County	0.1	1
37018	Tennessee	Coffee County	0.1	1
92683	California	Orange County	0.1	1
91324	California	Los Angeles County	0.1	1
37013	Tennessee	Davidson County	0.1	1
92677	California	Orange County	0.1	1
94619	California	Alameda County	0.1	1
90061	California	Los Angeles County	0.1	1
94941	California	Marin County	0.1	1
91326	California	Los Angeles County	0.1	1
95358	California	Stanislaus County	0.1	1
91301	California	Los Angeles County	0.1	1
20010	District of Columbia	District of Columbia	0.1	1
93426	California	Monterey County	0.1	1
43551	Ohio	Wood County	0.1	1
91304	California	Los Angeles County	0.1	1
59047	Montana	Park County	0.1	1
93465	California	San Luis Obispo County	0.1	1
94105	California	San Francisco County	0.1	1
98107	Washington	King County	0.1	1
48138	Michigan	Wayne County	0.1	1
03818	New Hampshire	Carroll County	0.1	1
94018	California	San Mateo County	0.1	1
95037	California	Santa Clara County	0.1	1
89005	Nevada	Clark County	0.1	1
94062	California	San Mateo County	0.1	1
93308	California	Kern County	0.1	1
92252	California	San Bernardino County	0.1	1
65622	Missouri	Dallas County	0.1	1
95010	California	Santa Cruz County	0.1	1
92807	California	Orange County	0.1	1
91306	California	Los Angeles County	0.1	1
45373	Ohio	Miami County	0.1	1
94924	California	Marin County	0.1	1
90035	California	Los Angeles County	0.1	1
20776	Maryland	Anne Arundel County	0.1	1
90504	California	Los Angeles County	0.1	1
92345	California	San Bernardino County	0.1	1
93955	California	Monterey County	0.1	1
92780	California	Orange County	0.1	1
94130	California	San Francisco County	0.1	1
92040	California	San Diego County	0.1	1
90740	California	Orange County	0.1	1
94933	California	Marin County	0.1	1
90015	California	Los Angeles County	0.1	1

95407	California	Sonoma County	0.1	1
91604	California	Los Angeles County	0.1	1
90277	California	Los Angeles County	0.1	1
30032	Georgia	DeKalb County	0.1	1
87544	New Mexico	Los Alamos County	0.1	1
88317	New Mexico	Otero County	0.1	1
92694	California	Orange County	0.1	1
90026	California	Los Angeles County	0.1	1
93630	California	Fresno County	0.1	1
94110	California	San Francisco County	0.1	1
93307	California	Kern County	0.1	1
94563	California	Contra Costa County	0.1	1
94595	California	Contra Costa County	0.1	1
90502	California	Los Angeles County	0.1	1
89178	Nevada	Clark County	0.1	1
96146	California	Placer County	0.1	1
01984	Massachusetts	Essex County	0.1	1
92620	California	Orange County	0.1	1
83704	Idaho	Ada County	0.1	1
94121	California	San Francisco County	0.1	1
96027	California	Siskiyou County	0.1	1
95421	California	Sonoma County	0.1	1

* Includes respondents reporting no ZIP code or an invalid ZIP code .

APPENDIX B - Detailed Satisfaction Results

Table B-1. Satisfaction for Visits to Day Use Developed Sites

Satisfaction Element	Percent Rating Satisfaction as:					Mean Rating§	Mean Importance†	No. Obs‡
	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied			
Restroom Cleanliness	2.0	12.4	12.4	42.1	31.0	3.9	4.4	57
Developed Facilities	0.0	3.6	9.7	38.2	48.5	4.3	4.2	83
Condition of Environment	0.0	2.4	2.3	22.2	73.2	4.7	4.7	97
Employee Helpfulness	1.1	2.2	8.6	7.7	80.5	4.6	4.5	63
Interpretive Displays	1.0	8.5	24.7	33.4	32.3	3.9	3.9	64
Parking Availability	0.0	0.8	7.8	11.5	79.9	4.7	4.3	93
Parking Lot Condition	0.0	2.1	9.3	20.4	68.2	4.5	3.8	89
Rec. Info. Availability	3.9	13.2	29.9	16.7	36.3	3.7	4.2	77
Road Condition	0.0	6.2	3.0	38.0	52.8	4.4	4.0	74
Feeling of Safety	0.0	0.0	4.9	8.6	86.6	4.8	4.7	92
Scenery	0.0	0.8	2.4	9.5	87.4	4.8	4.7	97
Signage Adequacy	7.9	10.4	14.6	31.1	36.1	3.8	4.2	92
Trail Condition	1.2	3.7	14.8	32.4	48.0	4.2	4.3	54
Value for Fee Paid	3.2	2.2	3.2	16.9	74.5	4.6	4.6	58

NOTE: The data was not reported for items with fewer than 10 responses. Satisfaction and Importance were asked as two separate questions so one of these may have 10 responses even though the other does not.

§ Scale: Very Dissatisfied = 1, Somewhat Dissatisfied = 2, Neither Satisfied nor Dissatisfied = 3, Somewhat Satisfied = 4, Very Satisfied = 5

† Scale: Not Important = 1, Somewhat Important = 2, Moderately Important = 3, Important = 4, Very Important = 5

‡ No. Obs is the number of survey respondents who responded to this item.

Table B-2. Satisfaction for Visits to Overnight Developed Sites

Satisfaction Element	Percent Rating Satisfaction as:					Mean Rating§	Mean Importance†	No. Obs‡
	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied			
Restroom Cleanliness	7.1	17.0	22.1	28.7	25.1	3.5	4.3	58
Developed Facilities	0.0	0.0	21.9	44.3	33.8	4.1	4.3	49
Condition of Environment	0.1	0.0	10.1	28.4	61.4	4.5	4.7	64
Employee Helpfulness	7.9	2.8	8.4	10.9	70.0	4.3	4.4	50
Interpretive Displays	0.0	8.1	35.9	30.4	25.6	3.7	3.7	31
Parking Availability	0.0	8.5	9.0	26.0	56.5	4.3	4.2	64
Parking Lot Condition	0.0	7.0	18.8	19.1	55.1	4.2	3.7	60
Rec. Info. Availability	2.5	10.6	31.6	21.4	33.9	3.7	4.1	51
Road Condition	0.0	5.0	18.4	33.8	42.8	4.1	4.0	55
Feeling of Safety	0.0	0.0	4.5	18.4	77.1	4.7	4.6	62
Scenery	0.0	0.0	8.4	18.4	73.2	4.6	4.6	64
Signage Adequacy	2.1	11.1	16.3	38.3	32.1	3.9	4.2	60
Trail Condition	2.9	5.8	16.8	36.8	37.7	4.0	4.4	47
Value for Fee Paid	2.4	5.2	7.9	27.6	56.9	4.3	4.3	42

NOTE: The data was not reported for items with fewer than 10 responses. Satisfaction and Importance were asked as two separate questions so one of these may have 10 responses even though the other does not.

§ Scale: Very Dissatisfied = 1, Somewhat Dissatisfied = 2, Neither Satisfied nor Dissatisfied = 3, Somewhat Satisfied = 4, Very Satisfied = 5

† Scale: Not Important = 1, Somewhat Important = 2, Moderately Important = 3, Important = 4, Very Important = 5

‡ No. Obs is the number of survey respondents who responded to this item.

Table B-3. Satisfaction for Visits to Undeveloped Areas (GFAs)

Satisfaction Element	Percent Rating Satisfaction as:					Mean Rating§	Mean Importance†	No. Obs‡
	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied			
Restroom Cleanliness	0.0	12.2	28.3	26.2	33.3	3.8	4.1	50
Developed Facilities	0.0	1.7	17.5	29.3	51.5	4.3	4.0	46
Condition of Environment	2.1	2.6	8.0	24.6	62.7	4.4	4.7	90
Employee Helpfulness	0.0	2.4	14.1	20.9	62.6	4.4	4.2	34
Interpretive Displays	1.5	11.6	28.9	17.6	40.4	3.8	3.7	40
Parking Availability	7.4	11.9	12.8	20.0	48.0	3.9	3.8	87
Parking Lot Condition	3.2	3.2	24.7	28.8	40.1	4.0	3.7	73
Rec. Info. Availability	12.0	11.3	26.0	19.3	31.3	3.5	3.9	68
Road Condition	0.0	8.9	5.9	27.2	57.9	4.3	4.1	71
Feeling of Safety	0.0	0.0	6.4	24.8	68.8	4.6	4.6	89
Scenery	0.0	0.0	6.2	15.6	78.2	4.7	4.7	91
Signage Adequacy	7.0	3.5	29.9	28.8	30.7	3.7	3.9	83
Trail Condition	0.0	7.8	15.0	37.2	39.9	4.1	4.3	80
Value for Fee Paid	1.2	1.6	11.7	13.3	72.2	4.5	4.4	46

NOTE: The data was not reported for items with fewer than 10 responses. Satisfaction and Importance were asked as two separate questions so one of these may have 10 responses even though the other does not.

§ Scale: Very Dissatisfied = 1, Somewhat Dissatisfied = 2, Neither Satisfied nor Dissatisfied = 3, Somewhat Satisfied = 4, Very Satisfied = 5

† Scale: Not Important = 1, Somewhat Important = 2, Moderately Important = 3, Important = 4, Very Important = 5

‡ No. Obs is the number of survey respondents who responded to this item.

Table B-4. Satisfaction for Visits to Designated Wilderness*

Satisfaction Element	Percent Rating Satisfaction as:					Mean Rating§	Mean Importance†	No. Obs‡
	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied			
Restroom Cleanliness	0.0	18.4	18.4	1.2	62.1	4.1	4.0	12
Developed Facilities	0.0	12.2	24.4	13.0	50.4	4.0	3.9	11
Condition of Environment	0.0	0.0	0.0	6.0	94.0	4.9	5.0	36
Employee Helpfulness	0.0	0.0	1.2	2.3	96.5	5.0	4.5	12
Interpretive Displays	14.0	0.0	21.9	21.0	43.0	3.8	3.8	18
Parking Availability	0.0	0.0	5.4	15.2	79.5	4.7	4.4	36
Parking Lot Condition	0.0	0.3	4.8	25.6	69.3	4.6	3.9	36
Rec. Info. Availability	0.0	19.8	20.2	26.2	33.7	3.7	4.3	27
Road Condition	0.0	9.2	8.6	18.4	63.8	4.4	4.1	20
Feeling of Safety	0.0	0.0	0.3	6.3	93.4	4.9	4.7	35
Scenery	0.0	0.0	4.8	5.7	89.6	4.8	4.8	36
Signage Adequacy	5.6	6.6	17.8	35.5	34.5	3.9	4.1	32
Trail Condition	0.0	0.0	0.3	46.7	53.0	4.5	4.6	34
Value for Fee Paid	0.0	0.6	0.0	10.2	89.2	4.9	4.7	17

NOTE: The data was not reported for items with fewer than 10 responses. Satisfaction and Importance were asked as two separate questions so one of these may have 10 responses even though the other does not.

§ Scale: Very Dissatisfied = 1, Somewhat Dissatisfied = 2, Neither Satisfied nor Dissatisfied = 3, Somewhat Satisfied = 4, Very Satisfied = 5

† Scale: Not Important = 1, Somewhat Important = 2, Moderately Important = 3, Important = 4, Very Important = 5

‡ No. Obs is the number of survey respondents who responded to this item.

* Data supplied is for all Designated Wilderness on the forest combined. Data was not collected for satisfaction for each individual Wilderness on the forest.