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Natural Resource
Manager

National Visitor
Use Monitoring
Program



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Visitor Use Report

Cherokee NF

USDA Forest Service

Region 8

National Visitor Use Monitoring Data collected FY 2012

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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	VERY HIGH	13	72	18.1
DUDS	HIGH	14	614	2.3
DUDS	MEDIUM	14	976	1.4
DUDS	LOW	16	3,925	0.4
DUDS	DUR5	10	716	1.4
OU DS	HIGH	4	4	100.0
OU DS	MEDIUM	10	68	14.7
OU DS	LOW	6	250	2.4
OU DS	DUR4	10	191	5.2
OU DS	FE4	10	2,352	0.4
GFA	HIGH	18	1,576	1.1
GFA	MEDIUM	20	5,424	0.4
GFA	LOW	57	36,900	0.2
GFA	PTC1	10	860	1.2
WILDERNESS	HIGH	12	222	5.4
WILDERNESS	MEDIUM	17	520	3.3
WILDERNESS	LOW	13	1,501	0.9
Total		254	56,171	0.5

* 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*	2,060	±16.9
→ Day Use Developed Site Visits	476	±22.1
→ Overnight Use Developed Site Visits	65	±7.2
→ General Forest Area Visits	1,455	±22.9
→ Designated Wilderness Visits†	64	±23.8
Total Estimated National Forest Visits§	1,552	±19.6
→ Special Events and Organized Camp Use‡	14	±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	1,096	952	561
Overnight Use Developed Sites	793	741	232
Undeveloped Areas (GFAs)	1,006	921	500
Designated Wilderness	301	266	214
Total	3,196	2,880	1,507

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

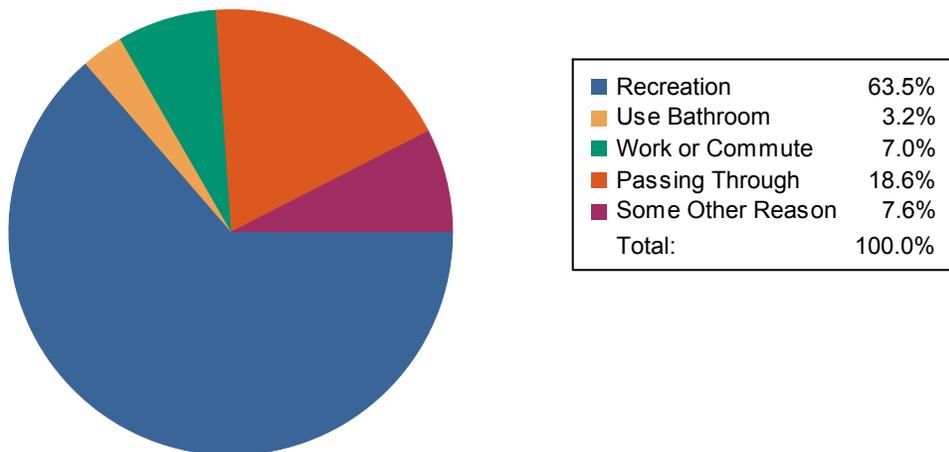
Form Type†	Developed Day Use Site	Developed Overnight	Undeveloped Areas (GFAs)	Wilderness	Total
Basic	217	94	181	76	568
Economic	171	69	153	73	466
Satisfaction	173	69	166	65	473
Total	561	232	500	214	1,507

* 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

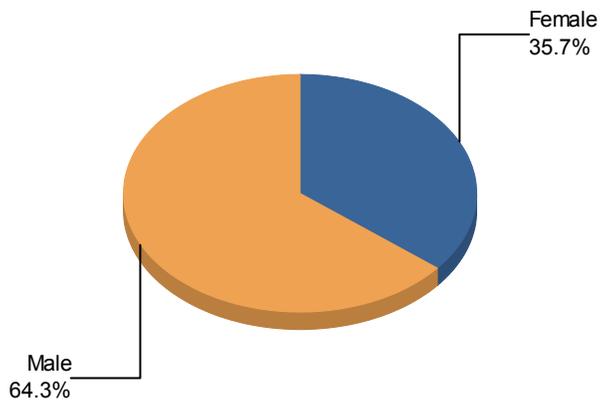
3.1. Demographics

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 nearly 65 percent of visits are made by males. The most common racial or ethnic minority is Native American (4%). The age distribution shows that on the Cherokee almost 19 percent of visits are made by children under age 16. However, people over the age of 60 account for about 15 percent of visits. Most visits come from origins close to the forest. Roughly 78 percent of visitation is from the area within 50 miles of the forest. Not many visitors come from great distances. Less than five percent of all visits report traveling more than 500 miles each way.

Table 5. Percent of National Forest Visits* by Gender

Gender	Survey Respondents†	National Forest Visits (%)‡
Female	1,489	35.7
Male	1,922	64.3
Total	3,411	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.

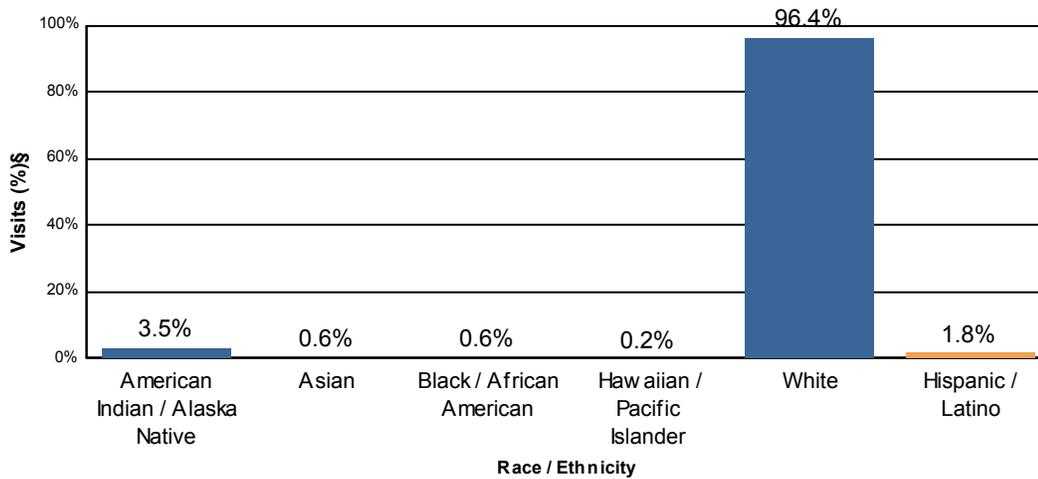
† Non-respondents to gender questions were excluded from analysis.

‡ 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	50	3.5
Asian	12	0.6
Black / African American	10	0.6
Hawaiian / Pacific Islander	4	0.2
White	1,287	96.4
Total	1,363	101.3#

Ethnicity†	Survey Respondents‡	National Forest Visits (%)§
Hispanic / Latino	26	1.8



* 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.

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

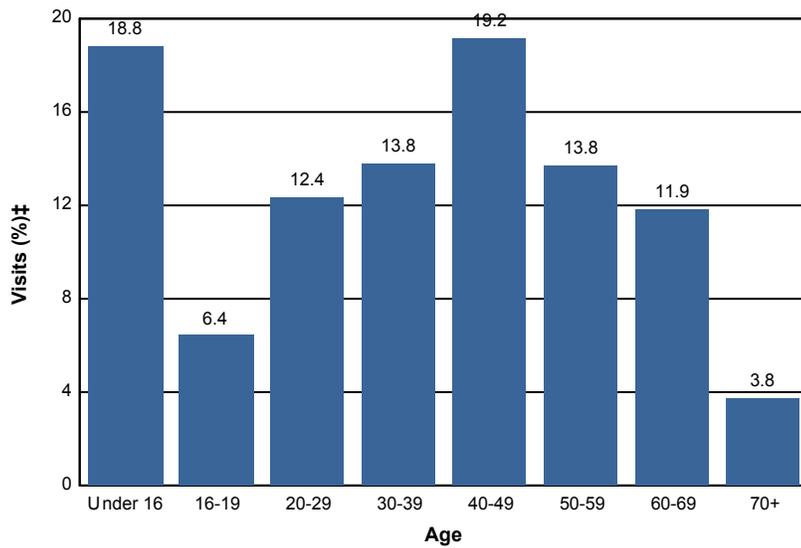
† Race and Ethnicity were asked as two separate questions.

‡ 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	18.8
16-19	6.4
20-29	12.4
30-39	13.8
40-49	19.2
50-59	13.8
60-69	11.9
70+	3.8
Total	100.1



* 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)
37743	Tennessee	Greene County	10.7	58
Unknown Origin*			8.8	48
37604	Tennessee	Washington County	7.9	43
37650	Tennessee	Unicoi County	7.2	39
37745	Tennessee	Greene County	7.2	39
37385	Tennessee	Monroe County	7.0	38
37312	Tennessee	Bradley County	6.8	37
37643	Tennessee	Carter County	6.6	36
37323	Tennessee	Bradley County	6.6	36
37601	Tennessee	Washington County	6.6	36
37303	Tennessee	McMinn County	5.5	30
37354	Tennessee	Monroe County	5.1	28
37659	Tennessee	Washington County	5.0	27
37311	Tennessee	Bradley County	4.8	26
37641	Tennessee	Greene County	4.2	23

* 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	42.9
26 - 50 miles	24.5
51 - 75 miles	7.3
76 - 100 miles	4.9
101 - 200 miles	9.4
201 - 500 miles	6.3
Over 500 miles	4.7
Total	100.0

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.

The average duration for visits to the Cherokee is about 10 hours, although almost half of the visits last 3 hours or less. Half of the visits to overnight sites last more than 40 hours. The median Wilderness visit duration is only about 2.5 hours. Infrequent visitors (those who visit at most 5 times per year) account for slightly more than 40 percent of all visits. About eleven percent of visits are from people who visit more than 50 times per year.

Table 10. Visit Duration

Visit Type	Average Duration (hours)‡	Median Duration (hours)‡
Site Visit	8.3	1.2
Day Use Developed	2.0	1.5
Overnight Use Developed	48.1	40.7
Undeveloped Areas	10.0	0.5
Designated Wilderness	6.9	2.5
National Forest Visit	10.6	3.0

* 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. 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.

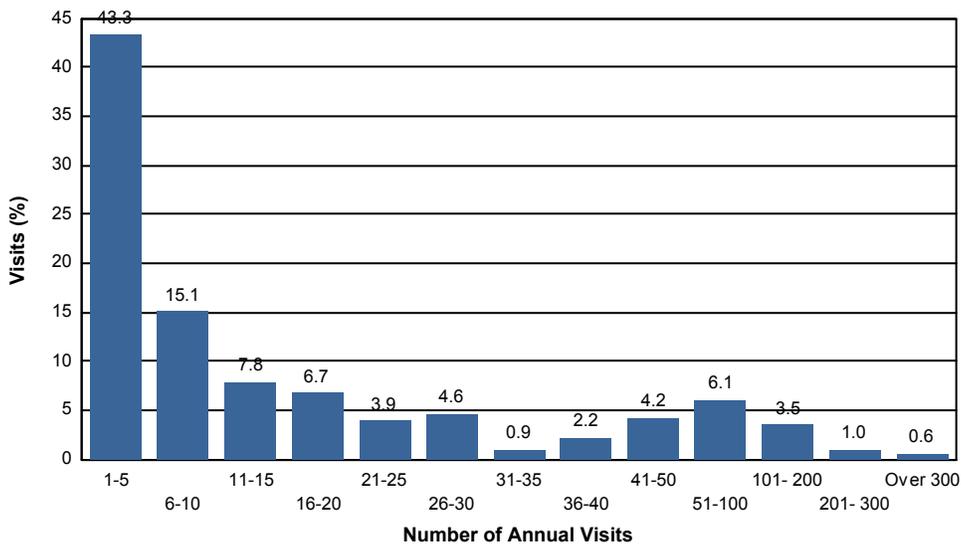
During the interview, visitors were asked how often they visit this national forest for all recreational activities, and how often for their primary activity. Table 12 summarizes the percent of visits that are made by those in each frequency category for this National Forest.

Table 11. Group Characteristics

Characteristic	Average
Percent of visits that were to just one national forest site during the National Forest Visit*	83.8
Number of national forest sites visited on National Forest Visit*	1.2
Group Size	2.8
Axles per Vehicle	2.1

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

Number of Annual Visits	Visits (%)†	Cumulative Visits (%)
1 - 5	43.3	43.3
6 - 10	15.1	58.4
11 - 15	7.8	66.2
16 - 20	6.7	73.0
21 - 25	3.9	76.9
26 - 30	4.6	81.5
31 - 35	0.9	82.4
36 - 40	2.2	84.6
41 - 50	4.2	88.8
51 - 100	6.1	94.9
101 - 200	3.5	98.4
201 - 300	1.0	99.4
Over 300	0.6	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.

The most frequently reported primary activities include viewing natural features/scenery (27%) and hiking/walking (21%). About three-fourths of visits include participation in viewing scenery.

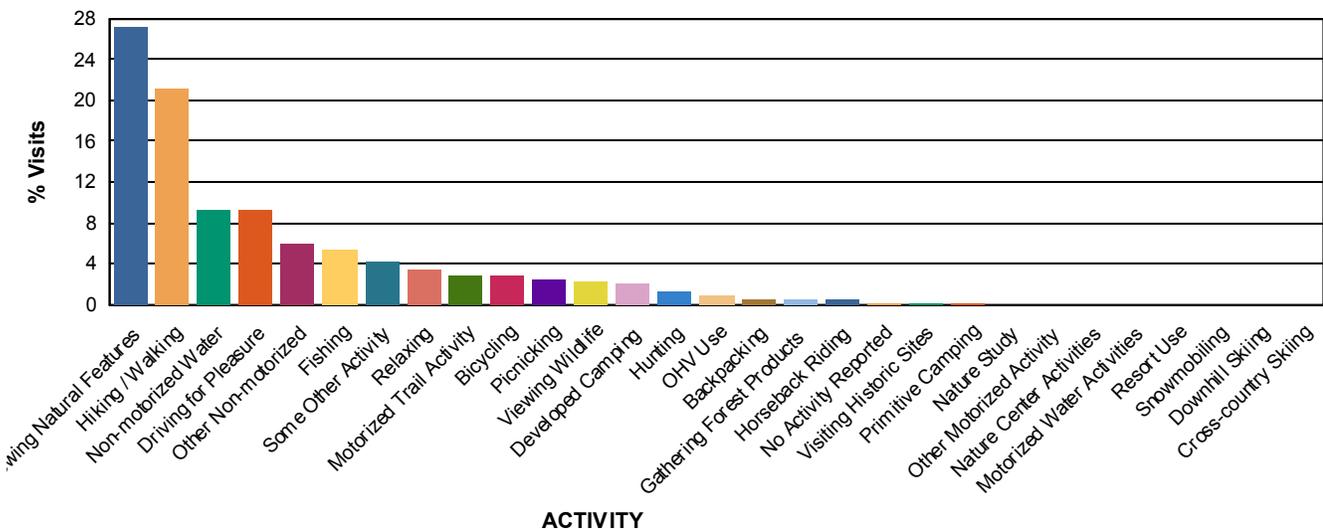
Use of Constructed Facilities and Designated Areas

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
Viewing Natural Features	75.3	27.2	2.4
Viewing Wildlife	48.4	2.2	1.7
Relaxing	47.5	3.5	5.9
Hiking / Walking	43.0	21.2	3.8
Driving for Pleasure	35.2	9.2	1.9
Picnicking	15.7	2.5	2.8
Other Non-motorized	12.9	5.9	2.4
Non-motorized Water	10.3	9.3	4.0
Fishing	9.0	5.4	4.9
Nature Study	7.7	0.0	2.8
Developed Camping	6.1	2.1	62.4
Gathering Forest Products	6.0	0.5	3.6
Nature Center Activities	5.7	0.0	1.0
Visiting Historic Sites	5.6	0.1	2.1
Bicycling	4.5	2.8	2.5
Some Other Activity	4.1	4.2	2.2
Motorized Trail Activity	4.0	2.8	2.7
Backpacking	3.2	0.5	24.2
OHV Use	2.6	0.9	2.9
Motorized Water Activities	2.3	0.0	2.1
Hunting	1.5	1.4	4.5
Horseback Riding	1.0	0.5	1.2
Primitive Camping	0.7	0.0	21.0
Resort Use	0.4	0.0	48.0
No Activity Reported	0.1	0.1	
Other Motorized Activity	0.1	0.0	7.2
Snowmobiling	0.0	0.0	0.0
Downhill Skiing	0.0	0.0	0.0
Cross-country Skiing	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	13.9
Scenic Byway	55.1
Visitor Center or Museum	5.6
Designated ORV Area	9.1
Forest Roads	6.6
Interpretive Displays	2.3
Information Sites	5.3
Developed Fishing Site	4.7
Motorized Single Track Trails	6.0
Motorized Dual Track Trails	4.8
None of these Facilities	29.9

* 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 income distribution is somewhat skewed toward the lower end. About 22 percent of visits

come from households who make less than \$25,000 per year, and 28 percent from households in the \$25,000 to \$50,000 range. Less than ten percent are from households making more than \$100,000.

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								
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

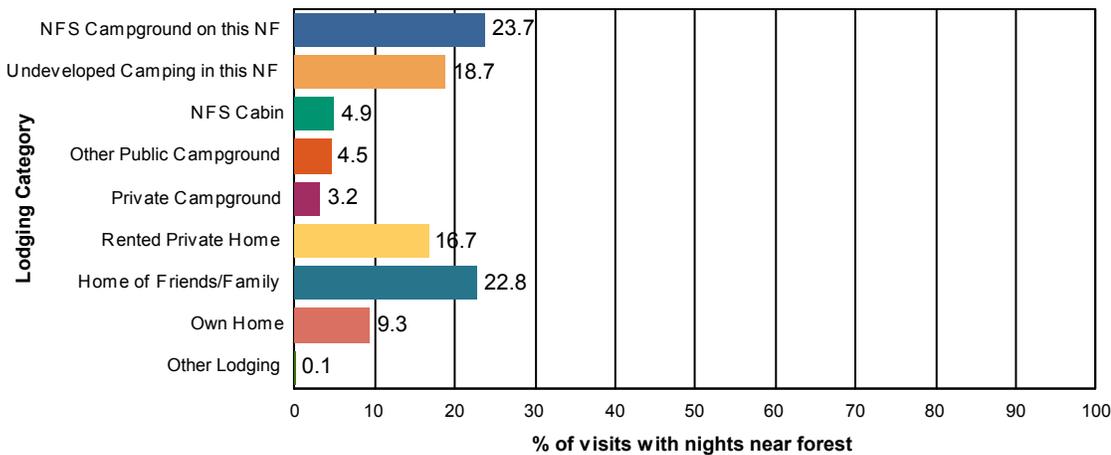
There are several other important aspects of the trips on which the recreation visits to the forest are made. These are summarized in Table 16. The first aspect relates to total amount spent by the recreating party on the trip. This includes spending not just within 50 miles of the forest, but anywhere. 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	\$144
Median Total Trip Spending per Party	\$30
% NF Visits made on trip with overnight stay away from home	18.6%
% NF Visits with overnight stay within 50 miles of NF	16.9%
Mean nights/visit within 50 miles of NF	3.6
Area Lodging Use	% Visits with Nights Near Forest
NFS Campground on this NF	23.7%
Undeveloped Camping in this NF	18.7%
NFS Cabin	4.9%
Other Public Campground	4.5%
Private Campground	3.2%
Rented Private Home	16.7%
Home of Friends/Family	22.8%
Own Home	9.3%
Other Lodging	0.1%

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	21.6
\$25,000 to \$49,999	29.0
\$50,000 to \$74,999	20.6
\$75,000 to \$99,999	21.6
\$100,000 to \$149,999	5.6
\$150,000 and up	1.6
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

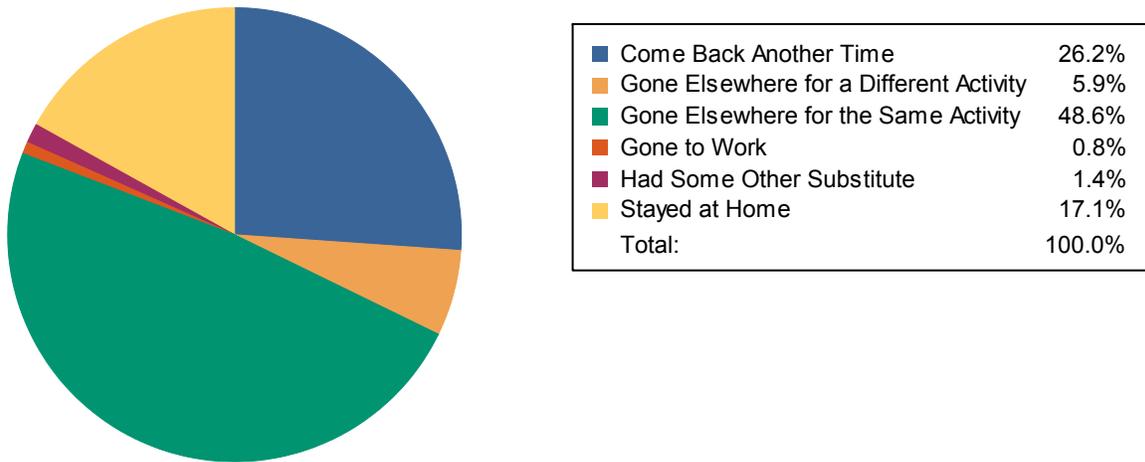
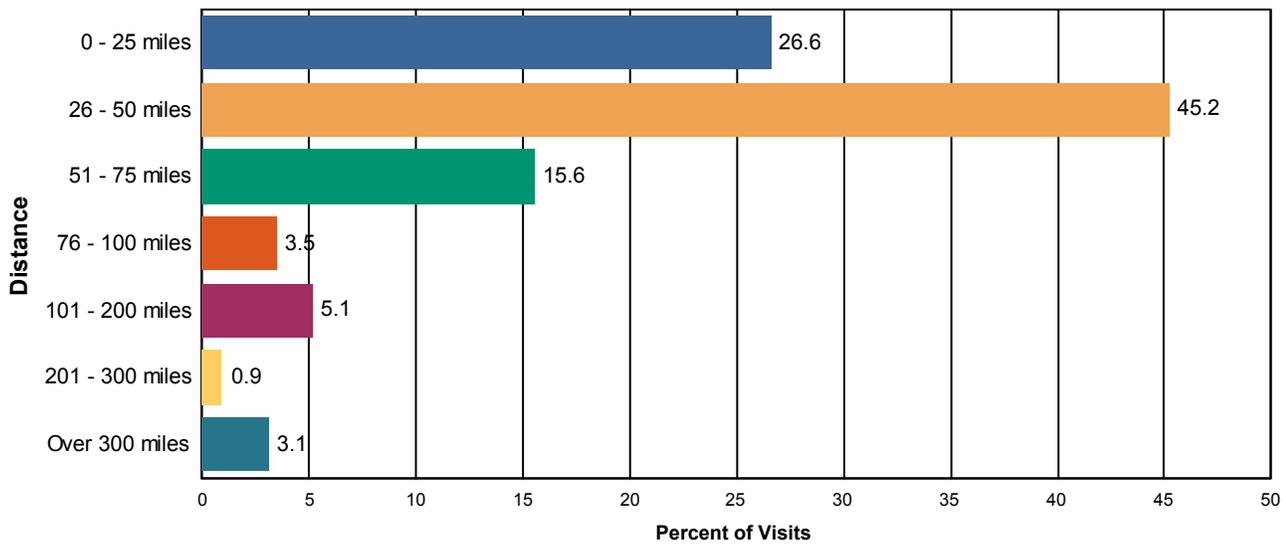


Figure 4. Reported Distance Visitors Would Travel to Alternate Location



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 show that a bit more than 85 percent of people visiting indicated they were very satisfied with their overall recreation experience. Another thirteen percent were somewhat satisfied. The results for the composite satisfaction indices were mixed. Satisfaction ratings for perception of safety were at least 85% for all types of sites. However, satisfaction ratings for services items were not more than 60 percent for dispersed sites and designated Wilderness.

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

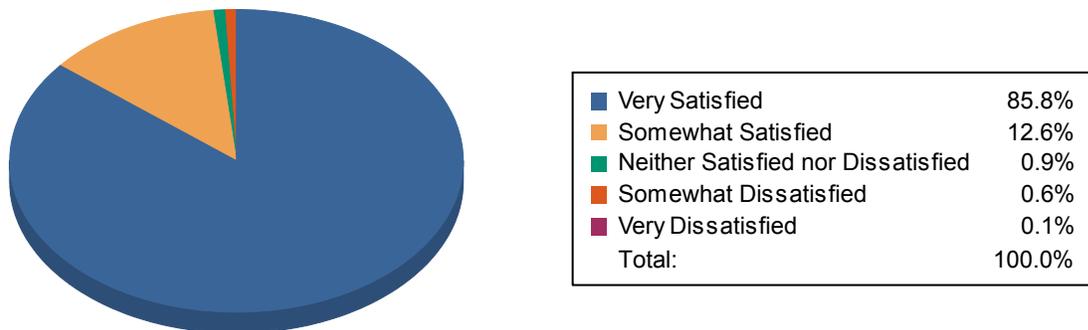


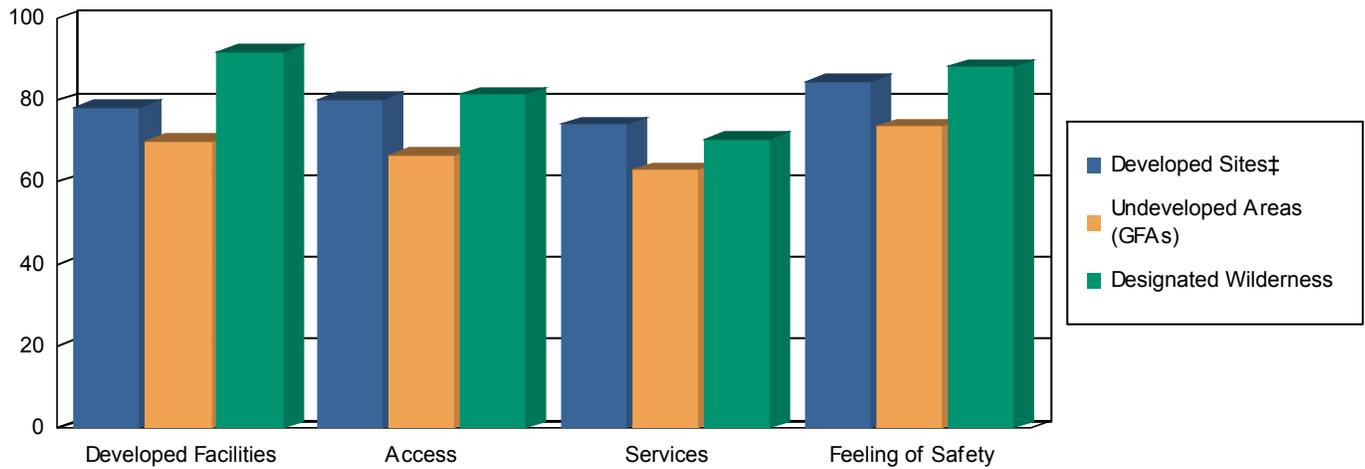
Table 18. Percent Satisfied Index† Scores for Aggregate Categories

Satisfaction Element	Satisfied Survey Respondents (%)		
	Developed Sites‡	Undeveloped Areas (GFAs)	Designated Wilderness
Developed Facilities	87.7	78.1	70.2
Access	89.1	78.3	81.5
Services	75.5	53.2	60.0
Feeling of Safety	92.0	90.5	89.4

† 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	Keep up the Good Work
Developed Facilities	Keep up the Good Work
Condition of Environment	Keep up the Good Work
Employee Helpfulness	Keep up the Good Work
Interpretive Displays	Keep up the Good Work
Parking Availability	Keep up the Good Work
Parking Lot Condition	Keep up the Good Work
Rec. Info. Availability	Keep up the Good Work
Road Condition	Keep up the Good Work
Feeling of Safety	Keep up the Good Work
Scenery	Keep up the Good Work
Signage Adequacy	Keep up the Good Work
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	Keep up the Good Work
Parking Availability	Keep up the Good Work
Parking Lot Condition	Possible Overkill
Rec. Info. Availability	Keep up the Good Work
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	Keep up the Good Work
Parking Lot Condition	Keep up the Good Work
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	Concentrate Here
Trail Condition	Concentrate Here
Value for Fee Paid	Keep up the Good Work

Table 22. Importance-Performance Ratings for Designated Wilderness

Satisfaction Element	Importance-Performance Rating
Restroom Cleanliness	*
Developed Facilities	Possible Overkill
Condition of Environment	Keep up the Good Work
Employee Helpfulness	*
Interpretive Displays	Low Priority
Parking Availability	Concentrate Here
Parking Lot Condition	Possible Overkill
Rec. Info. Availability	Low Priority
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	*

* The data was not reported for items with fewer than 10 responses.

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

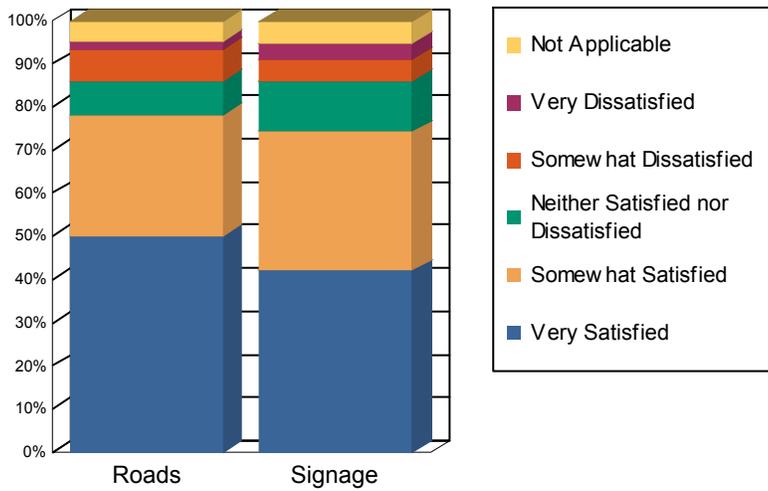
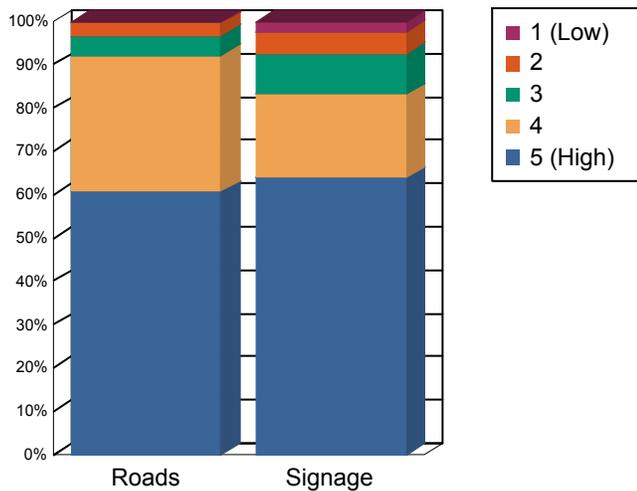


Figure 7b. Importance of Forest-wide Road Conditions & Signage Adequacy



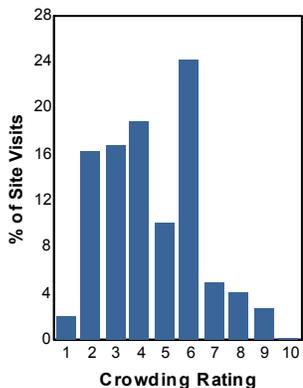
5.1. Crowding

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.

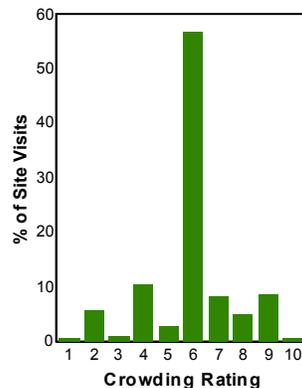
Table 23. Percent of Site Visits* by Crowding Rating and Site Type

Crowding Rating†	Site Types (% of Site Visits)			
	Day Use Developed Sites	Overnight Use Developed Sites	Undeveloped Areas (GFAs)	Designated Wilderness
10 - Overcrowded	0.2	0.5	0.8	0.0
9	2.8	8.6	1.2	5.1
8	4.1	5.0	6.1	11.5
7	4.9	8.4	3.3	7.8
6	24.1	56.8	15.7	14.7
5	10.1	2.8	10.6	6.1
4	18.8	10.5	22.8	16.6
3	16.7	1.1	13.5	14.9
2	16.2	5.9	25.9	22.3
1 - Hardly anyone there	2.1	0.5	0.0	1.0
Average Rating	4.5	5.9	4.2	4.7

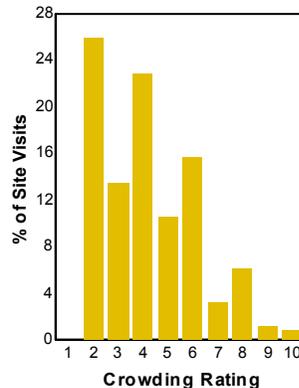
Day Use Developed Sites



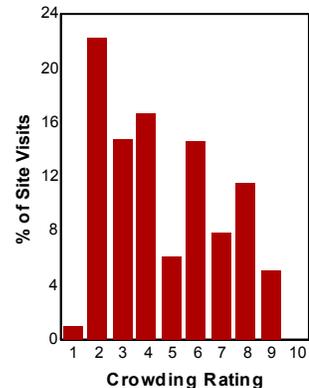
Overnight Use Developed Sites



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

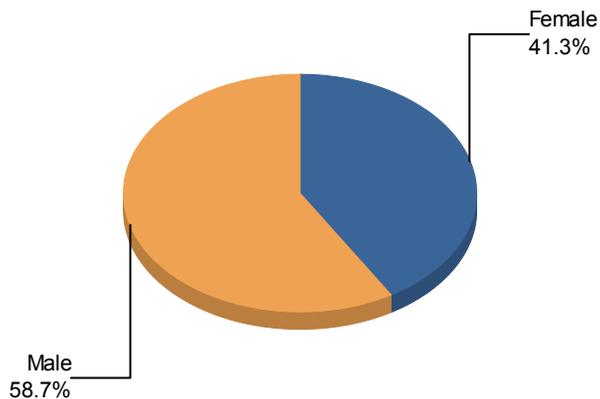
Item	Percent
% of visits that include a group member with a disability	15.2
Of this group, percent who said facilities at site visited were accessible	97.7

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	218	41.3
Male	286	58.7
Total	504	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.

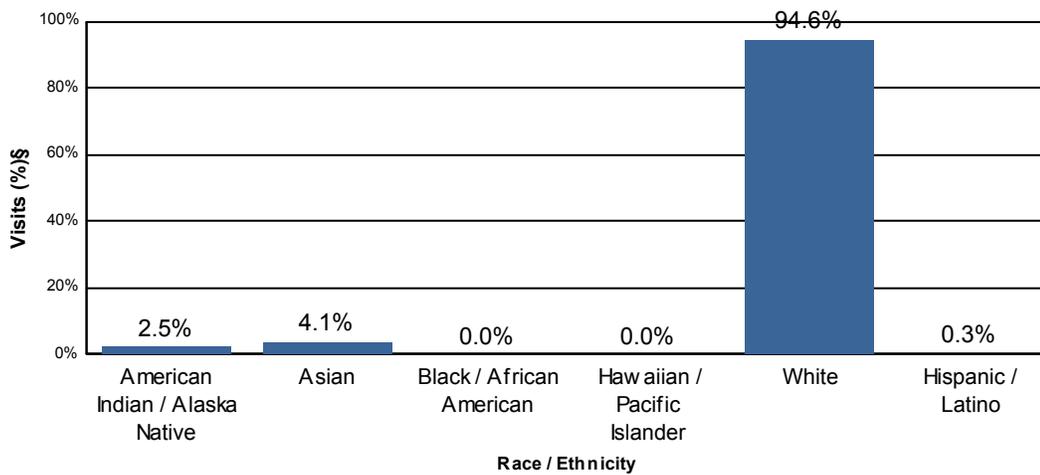
† Non-respondents to gender questions were excluded from analysis.

‡ 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	5	2.5
Asian	7	4.1
Black / African American	0	0.0
Hawaiian / Pacific Islander	0	0.0
White	204	94.6
Total	216	101.2#

Ethnicity†	Survey Respondents‡	Wilderness Site Visits (%)§
Hispanic / Latino	1	0.3



* 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%.

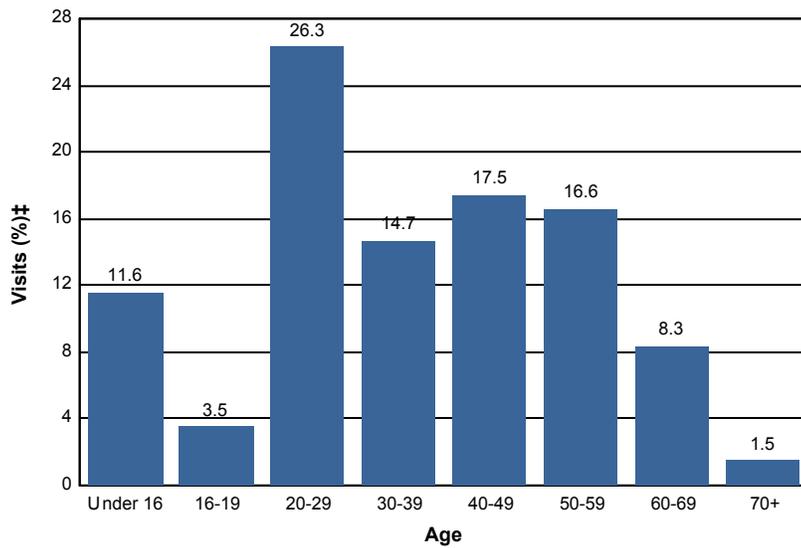
† Race and Ethnicity were asked as two separate questions.

‡ 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	11.6
16-19	3.5
20-29	26.3
30-39	14.7
40-49	17.5
50-59	16.6
60-69	8.3
70+	1.5
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)
37604	Tennessee	Washington County	20.5	25
37601	Tennessee	Washington County	15.6	19
37643	Tennessee	Carter County	14.8	18
37658	Tennessee	Carter County	8.2	10
Unknown Origin*			4.9	6
37659	Tennessee	Washington County	4.9	6
37354	Tennessee	Monroe County	4.1	5
37615	Tennessee	Washington County	4.1	5
37660	Tennessee	Sullivan County	4.1	5
37620	Tennessee	Sullivan County	4.1	5
37683	Tennessee	Johnson County	3.3	4
37664	Tennessee	Sullivan County	3.3	4
37663	Tennessee	Sullivan County	3.3	4
37650	Tennessee	Unicoi County	2.5	3
37774	Tennessee	Loudon County	2.5	3

* 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)
37743	Tennessee	Greene County	3.8	58
Unknown Origin*			3.2	48
37604	Tennessee	Washington County	2.9	43
37650	Tennessee	Unicoi County	2.6	39
37745	Tennessee	Greene County	2.6	39
37385	Tennessee	Monroe County	2.5	38
37312	Tennessee	Bradley County	2.5	37
37643	Tennessee	Carter County	2.4	36
37323	Tennessee	Bradley County	2.4	36
37601	Tennessee	Washington County	2.4	36
37303	Tennessee	McMinn County	2.0	30
37354	Tennessee	Monroe County	1.9	28
37659	Tennessee	Washington County	1.8	27
37311	Tennessee	Bradley County	1.7	26
37641	Tennessee	Greene County	1.5	23
37620	Tennessee	Sullivan County	1.3	20
37658	Tennessee	Carter County	1.0	15
37421	Tennessee	Hamilton County	1.0	15
37615	Tennessee	Washington County	0.9	14
37331	Tennessee	McMinn County	0.9	14
37307	Tennessee	Polk County	0.9	14
37681	Tennessee	Washington County	0.9	13
37774	Tennessee	Loudon County	0.8	12
37329	Tennessee	McMinn County	0.8	12
37874	Tennessee	Monroe County	0.7	11
37618	Tennessee	Sullivan County	0.7	10
24201	Virginia	Bristol city	0.6	9
37803	Tennessee	Blount County	0.5	8
37821	Tennessee	Cocke County	0.5	8
30513	Georgia	Fannin County	0.5	8
37885	Tennessee	Monroe County	0.5	8
37692	Tennessee	Unicoi County	0.5	8
37405	Tennessee	Hamilton County	0.5	8
37363	Tennessee	Hamilton County	0.5	8
28906	North Carolina	Cherokee County	0.5	8
24210	Virginia	Washington County	0.5	7
30066	Georgia	Cobb County	0.5	7
37336	Tennessee	Meigs County	0.5	7
37317	Tennessee	Polk County	0.5	7
37664	Tennessee	Sullivan County	0.5	7

37801	Tennessee	Blount County	0.4	6
37922	Tennessee	Knox County	0.4	6
37918	Tennessee	Knox County	0.4	6
37934	Tennessee	Knox County	0.4	6
37920	Tennessee	Knox County	0.4	6
37876	Tennessee	Sevier County	0.4	6
37660	Tennessee	Sullivan County	0.4	6
37687	Tennessee	Carter County	0.4	6
37370	Tennessee	McMinn County	0.4	6
37369	Tennessee	Polk County	0.4	6
37830	Tennessee	Anderson County	0.4	6
37616	Tennessee	Greene County	0.4	6
37777	Tennessee	Blount County	0.3	5
37617	Tennessee	Sullivan County	0.3	5
37415	Tennessee	Hamilton County	0.3	5
37362	Tennessee	Polk County	0.3	5
37663	Tennessee	Sullivan County	0.3	5
37310	Tennessee	Bradley County	0.3	5
37771	Tennessee	Loudon County	0.3	5
37804	Tennessee	Blount County	0.3	5
37683	Tennessee	Johnson County	0.3	5
30307	Georgia	Fulton County	0.3	5
37931	Tennessee	Knox County	0.3	4
37419	Tennessee	Hamilton County	0.3	4
28705	North Carolina	Mitchell County	0.3	4
37341	Tennessee	Hamilton County	0.3	4
30276	Georgia	Coweta County	0.3	4
37690	Tennessee	Washington County	0.3	4
37343	Tennessee	Hamilton County	0.3	4
37353	Tennessee	Bradley County	0.3	4
Foreign Country			0.3	4
37379	Tennessee	Hamilton County	0.3	4
30701	Georgia	Gordon County	0.3	4
37377	Tennessee	Hamilton County	0.3	4
37909	Tennessee	Knox County	0.3	4
37321	Tennessee	Rhea County	0.3	4
30741	Georgia	Walker County	0.3	4
30720	Georgia	Whitfield County	0.3	4
37857	Tennessee	Hawkins County	0.3	4
37919	Tennessee	Knox County	0.3	4
37923	Tennessee	Knox County	0.2	3
37809	Tennessee	Greene County	0.2	3
37657	Tennessee	Unicoi County	0.2	3
37914	Tennessee	Knox County	0.2	3
37932	Tennessee	Knox County	0.2	3
37742	Tennessee	Loudon County	0.2	3
29693	South Carolina	Oconee County	0.2	3
37818	Tennessee	Greene County	0.2	3
28607	North Carolina	Watauga County	0.2	3
24211	Virginia	Washington County	0.2	3
37416	Tennessee	Hamilton County	0.2	3

37129	Tennessee	Rutherford County	0.2	3
37686	Tennessee	Sullivan County	0.2	3
37917	Tennessee	Knox County	0.2	3
37924	Tennessee	Knox County	0.2	3
28657	North Carolina	Avery County	0.2	3
37064	Tennessee	Williamson County	0.2	3
37211	Tennessee	Davidson County	0.2	3
30132	Georgia	Paulding County	0.2	3
37326	Tennessee	Polk County	0.2	3
28787	North Carolina	Buncombe County	0.2	3
37886	Tennessee	Blount County	0.2	3
28605	North Carolina	Watauga County	0.2	3
37772	Tennessee	Loudon County	0.2	3
30092	Georgia	Gwinnett County	0.1	2
37130	Tennessee	Rutherford County	0.1	2
30541	Georgia	Fannin County	0.1	2
37656	Tennessee	Washington County	0.1	2
30721	Georgia	Whitfield County	0.1	2
24202	Virginia	Washington County	0.1	2
37725	Tennessee	Jefferson County	0.1	2
37327	Tennessee	Sequatchie County	0.1	2
35242	Alabama	Shelby County	0.1	2
30736	Georgia	Catoosa County	0.1	2
37644	Tennessee	Carter County	0.1	2
30305	Georgia	Fulton County	0.1	2
28806	North Carolina	Buncombe County	0.1	2
37880	Tennessee	Meigs County	0.1	2
37810	Tennessee	Greene County	0.1	2
37682	Tennessee	Carter County	0.1	2
37640	Tennessee	Johnson County	0.1	2
30022	Georgia	Fulton County	0.1	2
30755	Georgia	Whitfield County	0.1	2
37701	Tennessee	Blount County	0.1	2
48178	Michigan	Oakland County	0.1	2
37763	Tennessee	Roane County	0.1	2
30341	Georgia	DeKalb County	0.1	2
37412	Tennessee	Hamilton County	0.1	2
30188	Georgia	Cherokee County	0.1	2
70663	Louisiana	Calcasieu Parish	0.1	2
30024	Georgia	Gwinnett County	0.1	2
30711	Georgia	Murray County	0.1	2
28771	North Carolina	Graham County	0.1	2
38829	Mississippi	Prentiss County	0.1	2
37865	Tennessee	Sevier County	0.1	2
30705	Georgia	Murray County	0.1	2
37764	Tennessee	Sevier County	0.1	2
47126	Indiana	Clark County	0.1	2
30512	Georgia	Union County	0.1	2
37391	Tennessee	Polk County	0.1	2
30707	Georgia	Walker County	0.1	2
60645	Illinois	Cook County	0.1	2

30076	Georgia	Fulton County	0.1	2
28692	North Carolina	Watauga County	0.1	2
31904	Georgia	Muscogee County	0.1	2
35958	Alabama	Jackson County	0.1	2
33841	Florida	Polk County	0.1	2
30120	Georgia	Bartow County	0.1	2
37642	Tennessee	Hawkins County	0.1	2
35235	Alabama	Jefferson County	0.1	2
28712	North Carolina	Transylvania County	0.1	2
37822	Tennessee	Cocke County	0.1	2
35901	Alabama	Etowah County	0.1	2
37882	Tennessee	Blount County	0.1	2
37043	Tennessee	Montgomery County	0.1	2
37215	Tennessee	Davidson County	0.1	2
37167	Tennessee	Rutherford County	0.1	2
37841	Tennessee	Scott County	0.1	2
30555	Georgia	Fannin County	0.1	2
30308	Georgia	Fulton County	0.1	2
37027	Tennessee	Williamson County	0.1	2
30519	Georgia	Gwinnett County	0.1	2
38555	Tennessee	Cumberland County	0.1	2
37921	Tennessee	Knox County	0.1	2
35007	Alabama	Shelby County	0.1	1
44802	Ohio	Seneca County	0.1	1
44304	Ohio	Summit County	0.1	1
37302	Tennessee	Hamilton County	0.1	1
47119	Indiana	Floyd County	0.1	1
33408	Florida	Palm Beach County	0.1	1
37357	Tennessee	Warren County	0.1	1
37118	Tennessee	Rutherford County	0.1	1
32504	Florida	Escambia County	0.1	1
47334	Indiana	Delaware County	0.1	1
21793	Maryland	Frederick County	0.1	1
48088	Michigan	Macomb County	0.1	1
39565	Mississippi	Jackson County	0.1	1
37322	Tennessee	Meigs County	0.1	1
37019	Tennessee	Marshall County	0.1	1
40502	Kentucky	Fayette County	0.1	1
40601	Kentucky	Franklin County	0.1	1
29033	South Carolina	Lexington County	0.1	1
35405	Alabama	Tuscaloosa County	0.1	1
37625	Tennessee	Sullivan County	0.1	1
24340	Virginia	Washington County	0.1	1
37912	Tennessee	Knox County	0.1	1
37148	Tennessee	Sumner County	0.1	1
37694	Tennessee	Carter County	0.1	1
30043	Georgia	Gwinnett County	0.1	1
37143	Tennessee	Cheatham County	0.1	1
37091	Tennessee	Marshall County	0.1	1
32507	Florida	Escambia County	0.1	1
37863	Tennessee	Sevier County	0.1	1

63901	Missouri	Butler County	0.1	1
30115	Georgia	Cherokee County	0.1	1
37727	Tennessee	Cocke County	0.1	1
29657	South Carolina	Pickens County	0.1	1
35749	Alabama	Madison County	0.1	1
35216	Alabama	Jefferson County	0.1	1
42058	Kentucky	Livingston County	0.1	1
28127	North Carolina	Stanly County	0.1	1
53555	Wisconsin	Columbia County	0.1	1
45459	Ohio	Montgomery County	0.1	1
53219	Wisconsin	Milwaukee County	0.1	1
93720	California	Fresno County	0.1	1
60423	Illinois	Will County	0.1	1
30739	Georgia	Walker County	0.1	1
32789	Florida	Orange County	0.1	1
28803	North Carolina	Buncombe County	0.1	1
29605	South Carolina	Greenville County	0.1	1
55411	Minnesota	Hennepin County	0.1	1
30117	Georgia	Carroll County	0.1	1
29201	South Carolina	Richland County	0.1	1
28609	North Carolina	Catawba County	0.1	1
33772	Florida	Pinellas County	0.1	1
35042	Alabama	Bibb County	0.1	1
37314	Tennessee	Monroe County	0.1	1
37766	Tennessee	Campbell County	0.1	1
70122	Louisiana	Orleans Parish	0.1	1
27519	North Carolina	Wake County	0.1	1
45429	Ohio	Montgomery County	0.1	1
60110	Illinois	Kane County	0.1	1
30350	Georgia	DeKalb County	0.1	1
27622	North Carolina	Wake County	0.1	1
70117	Louisiana	Orleans Parish	0.1	1
38104	Tennessee	Shelby County	0.1	1
39648	Mississippi	Pike County	0.1	1
35630	Alabama	Lauderdale County	0.1	1
45314	Ohio	Greene County	0.1	1
28147	North Carolina	Rowan County	0.1	1
31201	Georgia	Bibb County	0.1	1
37187	Tennessee	Dickson County	0.1	1
30327	Georgia	Fulton County	0.1	1
30253	Georgia	Henry County	0.1	1
32927	Florida	Brevard County	0.1	1
29074	South Carolina	Kershaw County	0.1	1
28743	North Carolina	Madison County	0.1	1
13068	New York	Tompkins County	0.1	1
30809	Georgia	Columbia County	0.1	1
30518	Georgia	Gwinnett County	0.1	1
74107	Oklahoma	Tulsa County	0.1	1
37846	Tennessee	Loudon County	0.1	1
37122	Tennessee	Wilson County	0.1	1
30303	Georgia	Fulton County	0.1	1

27606	North Carolina	Wake County	0.1	1
24244	Virginia	Scott County	0.1	1
37721	Tennessee	Knox County	0.1	1
37309	Tennessee	McMinn County	0.1	1
27609	North Carolina	Wake County	0.1	1
32309	Florida	Leon County	0.1	1
30082	Georgia	Cobb County	0.1	1
37072	Tennessee	Davidson County	0.1	1
39162	Mississippi	Yazoo County	0.1	1
37204	Tennessee	Davidson County	0.1	1
28018	North Carolina	Rutherford County	0.1	1
30751	Georgia	Murray County	0.1	1
72126	Arkansas	Perry County	0.1	1
33572	Florida	Hillsborough County	0.1	1
30269	Georgia	Fayette County	0.1	1
44092	Ohio	Lake County	0.1	1
30281	Georgia	Henry County	0.1	1
34655	Florida	Pasco County	0.1	1
30126	Georgia	Cobb County	0.1	1
37688	Tennessee	Johnson County	0.1	1
27012	North Carolina	Forsyth County	0.1	1
28205	North Carolina	Mecklenburg County	0.1	1
99801	Alaska	Juneau Borough	0.1	1
37013	Tennessee	Davidson County	0.1	1
32708	Florida	Seminole County	0.1	1
38565	Tennessee	Fentress County	0.1	1
30067	Georgia	Cobb County	0.1	1
28714	North Carolina	Yancey County	0.1	1
78758	Texas	Travis County	0.1	1
45342	Ohio	Montgomery County	0.1	1
34208	Florida	Manatee County	0.1	1
17018	Pennsylvania	Dauphin County	0.1	1
35223	Alabama	Jefferson County	0.1	1
80520	Colorado	Weld County	0.1	1
29483	South Carolina	Dorchester County	0.1	1
24540	Virginia	Danville city	0.1	1
27604	North Carolina	Wake County	0.1	1
28662	North Carolina	Avery County	0.1	1
37018	Tennessee	Coffee County	0.1	1
37753	Tennessee	Cocke County	0.1	1
30075	Georgia	Fulton County	0.1	1
29728	South Carolina	Chesterfield County	0.1	1
37853	Tennessee	Blount County	0.1	1
30536	Georgia	Gilmer County	0.1	1
29036	South Carolina	Lexington County	0.1	1
29650	South Carolina	Greenville County	0.1	1
45373	Ohio	Miami County	0.1	1
37066	Tennessee	Sumner County	0.1	1
28715	North Carolina	Buncombe County	0.1	1
39560	Mississippi	Harrison County	0.1	1
33442	Florida	Broward County	0.1	1

34986	Florida	St. Lucie County	0.1	1
35802	Alabama	Madison County	0.1	1
32425	Florida	Holmes County	0.1	1
32736	Florida	Lake County	0.1	1
24060	Virginia	Montgomery County	0.1	1
40701	Kentucky	Whitley County	0.1	1
34470	Florida	Marion County	0.1	1
31064	Georgia	Jasper County	0.1	1
30906	Georgia	Richmond County	0.1	1
30560	Georgia	Fannin County	0.1	1
28560	North Carolina	Craven County	0.1	1
29550	South Carolina	Darlington County	0.1	1
65203	Missouri	Boone County	0.1	1
30544	Georgia	Habersham County	0.1	1
28805	North Carolina	Buncombe County	0.1	1
56567	Minnesota	Otter Tail County	0.1	1
30135	Georgia	Douglas County	0.1	1
29301	South Carolina	Spartanburg County	0.1	1
08087	New Jersey	Ocean County	0.1	1
30127	Georgia	Cobb County	0.1	1
30752	Georgia	Dade County	0.1	1
24290	Virginia	Scott County	0.1	1
30144	Georgia	Cobb County	0.1	1
24212	Virginia	Washington County	0.1	1
28739	North Carolina	Henderson County	0.1	1
35952	Alabama	Etowah County	0.1	1
71028	Louisiana	Bienville Parish	0.1	1
30318	Georgia	Fulton County	0.1	1
27615	North Carolina	Wake County	0.1	1
37708	Tennessee	Grainger County	0.1	1
32607	Florida	Alachua County	0.1	1
32256	Florida	Duval County	0.1	1
14620	New York	Monroe County	0.1	1
37101	Tennessee	Humphreys County	0.1	1
31008	Georgia	Peach County	0.1	1
30134	Georgia	Douglas County	0.1	1
35670	Alabama	Morgan County	0.1	1
30228	Georgia	Henry County	0.1	1
37382	Tennessee	Coffee County	0.1	1
30054	Georgia	Newton County	0.1	1
30252	Georgia	Henry County	0.1	1
32827	Florida	Orange County	0.1	1
29323	South Carolina	Spartanburg County	0.1	1
28303	North Carolina	Cumberland County	0.1	1
24236	Virginia	Washington County	0.1	1
87112	New Mexico	Bernalillo County	0.1	1
37866	Tennessee	Union County	0.1	1
32127	Florida	Volusia County	0.1	1
30506	Georgia	Hall County	0.1	1
29414	South Carolina	Charleston County	0.1	1
28691	North Carolina	Watauga County	0.1	1

37042	Tennessee	Montgomery County	0.1	1
35071	Alabama	Jefferson County	0.1	1
37308	Tennessee	Hamilton County	0.1	1
35542	Alabama	Fayette County	0.1	1
30559	Georgia	Fannin County	0.1	1
30907	Georgia	Columbia County	0.1	1
35603	Alabama	Morgan County	0.1	1
32210	Florida	Duval County	0.1	1
33809	Florida	Polk County	0.1	1
39402	Mississippi	Forrest County	0.1	1
37709	Tennessee	Grainger County	0.1	1
60156	Illinois	McHenry County	0.1	1
37938	Tennessee	Knox County	0.1	1
37737	Tennessee	Blount County	0.1	1
74012	Oklahoma	Tulsa County	0.1	1
46368	Indiana	Porter County	0.1	1
32257	Florida	Duval County	0.1	1
28150	North Carolina	Cleveland County	0.1	1
32207	Florida	Duval County	0.1	1
28753	North Carolina	Madison County	0.1	1
30102	Georgia	Cherokee County	0.1	1
30708	Georgia	Murray County	0.1	1
41011	Kentucky	Kenton County	0.1	1
37813	Tennessee	Hamblen County	0.1	1
32137	Florida	Flagler County	0.1	1
38544	Tennessee	Putnam County	0.1	1
37085	Tennessee	Rutherford County	0.1	1
39747	Mississippi	Montgomery County	0.1	1
33704	Florida	Pinellas County	0.1	1
30028	Georgia	Forsyth County	0.1	1
47401	Indiana	Monroe County	0.1	1
70005	Louisiana	Jefferson Parish	0.1	1
28804	North Carolina	Buncombe County	0.1	1
28098	North Carolina	Gaston County	0.1	1
37890	Tennessee	Jefferson County	0.1	1
37411	Tennessee	Hamilton County	0.1	1
33463	Florida	Palm Beach County	0.1	1
37149	Tennessee	Cannon County	0.1	1
37716	Tennessee	Anderson County	0.1	1
39211	Mississippi	Hinds County	0.1	1
30517	Georgia	Jackson County	0.1	1
35613	Alabama	Limestone County	0.1	1
63303	Missouri	St. Charles County	0.1	1
14883	New York	Tioga County	0.1	1
38571	Tennessee	Cumberland County	0.1	1
28075	North Carolina	Cabarrus County	0.1	1
24224	Virginia	Russell County	0.1	1
43125	Ohio	Franklin County	0.1	1
35209	Alabama	Jefferson County	0.1	1
49349	Michigan	Newaygo County	0.1	1
35040	Alabama	Shelby County	0.1	1

32750	Florida	Seminole County	0.1	1
24401	Virginia	Staunton city	0.1	1
44307	Ohio	Summit County	0.1	1
07821	New Jersey	Sussex County	0.1	1
29690	South Carolina	Greenville County	0.1	1
32806	Florida	Orange County	0.1	1
30742	Georgia	Catoosa County	0.1	1
63051	Missouri	Jefferson County	0.1	1
91351	California	Los Angeles County	0.1	1
39073	Mississippi	Rankin County	0.1	1
94087	California	Santa Clara County	0.1	1
29909	South Carolina	Beaufort County	0.1	1
37364	Tennessee	Bradley County	0.1	1
34945	Florida	St. Lucie County	0.1	1
33549	Florida	Hillsborough County	0.1	1
37075	Tennessee	Sumner County	0.1	1
62806	Illinois	Edwards County	0.1	1
33467	Florida	Palm Beach County	0.1	1
28768	North Carolina	Transylvania County	0.1	1
33896	Florida	Polk County	0.1	1
28728	North Carolina	Buncombe County	0.1	1
27239	North Carolina	Davidson County	0.1	1
35210	Alabama	Jefferson County	0.1	1
37409	Tennessee	Hamilton County	0.1	1
35226	Alabama	Jefferson County	0.1	1
24361	Virginia	Washington County	0.1	1
30501	Georgia	Hall County	0.1	1
19015	Pennsylvania	Delaware County	0.1	1
70043	Louisiana	St. Bernard Parish	0.1	1
48066	Michigan	Macomb County	0.1	1
37665	Tennessee	Sullivan County	0.1	1
72501	Arkansas	Independence County	0.1	1
36206	Alabama	Calhoun County	0.1	1
32513	Florida	Escambia County	0.1	1
37115	Tennessee	Davidson County	0.1	1
03104	New Hampshire	Hillsborough County	0.1	1
06801	Connecticut	Fairfield County	0.1	1
39552	Mississippi	Jackson County	0.1	1
30540	Georgia	Gilmer County	0.1	1
37645	Tennessee	Hawkins County	0.1	1
37040	Tennessee	Montgomery County	0.1	1
55904	Minnesota	Olmsted County	0.1	1
94949	California	Marin County	0.1	1
62034	Illinois	Madison County	0.1	1
37843	Tennessee	Cocke County	0.1	1
43342	Ohio	Marion County	0.1	1
37361	Tennessee	Polk County	0.1	1
32128	Florida	Volusia County	0.1	1
37602	Tennessee	Washington County	0.1	1
37826	Tennessee	McMinn County	0.1	1
28679	North Carolina	Watauga County	0.1	1

96708	Hawaii	Maui County	0.1	1
35803	Alabama	Madison County	0.1	1
65809	Missouri	Greene County	0.1	1
24631	Virginia	Buchanan County	0.1	1
44142	Ohio	Cuyahoga County	0.1	1
31088	Georgia	Houston County	0.1	1
72701	Arkansas	Washington County	0.1	1
30546	Georgia	Towns County	0.1	1
30728	Georgia	Walker County	0.1	1
37325	Tennessee	Polk County	0.1	1
37862	Tennessee	Sevier County	0.1	1
28277	North Carolina	Mecklenburg County	0.1	1
61032	Illinois	Stephenson County	0.1	1
30606	Georgia	Clarke County	0.1	1
37828	Tennessee	Anderson County	0.1	1
30189	Georgia	Cherokee County	0.1	1
27360	North Carolina	Davidson County	0.1	1
48747	Michigan	Bay County	0.1	1
28540	North Carolina	Onslow County	0.1	1
30319	Georgia	DeKalb County	0.1	1
77571	Texas	Harris County	0.1	1
49417	Michigan	Ottawa County	0.1	1
39532	Mississippi	Harrison County	0.1	1
33543	Florida	Pasco County	0.1	1
37332	Tennessee	Rhea County	0.1	1
30533	Georgia	Lumpkin County	0.1	1
37814	Tennessee	Hamblen County	0.1	1
30153	Georgia	Polk County	0.1	1
30316	Georgia	Fulton County	0.1	1
37807	Tennessee	Union County	0.1	1
37355	Tennessee	Coffee County	0.1	1
24319	Virginia	Smyth County	0.1	1
80422	Colorado	Gilpin County	0.1	1
60074	Illinois	Cook County	0.1	1
38506	Tennessee	Putnam 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	6.0	6.9	6.1	20.9	60.1	4.2	4.7	99
Developed Facilities	1.8	2.6	2.1	17.1	76.4	4.6	4.6	156
Condition of Environment	0.7	2.7	2.5	24.0	70.0	4.6	4.8	168
Employee Helpfulness	0.0	0.0	9.3	13.4	77.3	4.7	4.3	37
Interpretive Displays	2.3	7.1	15.4	21.3	53.9	4.2	4.1	110
Parking Availability	3.5	4.9	7.4	19.2	65.0	4.4	4.5	167
Parking Lot Condition	1.0	0.0	1.8	15.8	81.3	4.8	4.3	167
Rec. Info. Availability	3.7	6.0	21.6	23.0	45.7	4.0	4.3	117
Road Condition	0.0	4.5	4.8	32.8	57.9	4.4	4.6	155
Feeling of Safety	0.0	0.9	7.5	16.1	75.6	4.7	4.7	162
Scenery	0.0	0.7	4.2	13.7	81.4	4.8	4.8	168
Signage Adequacy	3.5	6.4	13.3	19.6	57.2	4.2	4.4	155
Trail Condition	2.1	3.8	12.5	34.0	47.6	4.2	4.6	85
Value for Fee Paid	2.3	1.6	5.8	16.4	73.9	4.6	4.7	74

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	7.6	3.4	23.0	24.7	41.3	3.9	4.6	58
Developed Facilities	0.5	2.1	6.5	37.7	53.2	4.4	4.5	58
Condition of Environment	0.0	0.0	9.8	21.9	68.3	4.6	4.8	63
Employee Helpfulness	10.3	0.0	12.9	21.6	55.1	4.1	4.4	33
Interpretive Displays	8.8	2.0	16.3	29.2	43.8	4.0	4.0	41
Parking Availability	5.0	4.9	8.1	28.3	53.7	4.2	4.2	63
Parking Lot Condition	0.0	0.5	2.6	20.9	76.0	4.7	3.8	54
Rec. Info. Availability	0.5	0.6	12.2	28.7	57.9	4.4	4.4	45
Road Condition	0.0	1.8	19.5	35.3	43.4	4.2	4.4	59
Feeling of Safety	0.0	0.0	5.0	27.6	67.4	4.6	4.5	63
Scenery	0.0	0.4	1.3	20.3	78.0	4.8	4.7	63
Signage Adequacy	4.9	11.5	12.6	28.0	42.9	3.9	4.5	61
Trail Condition	0.0	0.0	9.3	35.2	55.5	4.5	4.4	39
Value for Fee Paid	0.0	0.0	0.0	18.6	81.4	4.8	4.8	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	13.5	16.8	5.7	18.9	45.1	3.7	4.5	50
Developed Facilities	0.0	4.6	7.7	36.5	51.2	4.3	4.4	64
Condition of Environment	0.0	0.8	1.6	27.6	69.9	4.7	4.8	116
Employee Helpfulness	0.0	0.0	16.0	19.1	64.9	4.5	4.3	20
Interpretive Displays	8.3	24.0	25.0	20.1	22.5	3.2	3.7	57
Parking Availability	2.5	6.9	9.9	20.1	60.5	4.3	4.6	94
Parking Lot Condition	3.6	3.0	14.9	23.7	54.8	4.2	4.4	77
Rec. Info. Availability	10.5	19.1	25.7	16.9	27.9	3.3	3.9	61
Road Condition	0.5	4.7	14.8	51.3	28.8	4.0	4.3	86
Feeling of Safety	0.0	0.0	9.5	23.6	66.9	4.6	4.7	112
Scenery	0.0	0.4	6.9	17.5	75.3	4.7	4.6	116
Signage Adequacy	5.6	18.2	14.2	26.4	35.7	3.7	4.2	90
Trail Condition	0.6	13.5	12.7	47.6	25.7	3.8	4.5	70
Value for Fee Paid	0.0	8.7	8.7	20.7	61.8	4.4	4.5	22

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								6
Developed Facilities	0.0	12.1	24.2	11.4	52.3	4.0	3.7	18
Condition of Environment	0.0	1.0	7.4	26.8	64.8	4.6	4.8	65
Employee Helpfulness								6
Interpretive Displays	1.6	13.8	32.2	18.6	33.8	3.7	3.6	43
Parking Availability	6.3	10.9	12.7	24.8	45.3	3.9	4.0	63
Parking Lot Condition	1.1	6.6	13.5	18.0	60.9	4.3	3.5	61
Rec. Info. Availability	9.5	9.5	15.6	24.5	40.9	3.8	3.7	53
Road Condition	0.0	5.6	5.3	27.2	61.9	4.5	4.2	50
Feeling of Safety	0.0	3.2	7.4	20.2	69.2	4.6	4.4	64
Scenery	0.0	0.0	4.1	10.4	85.5	4.8	4.7	65
Signage Adequacy	6.2	13.8	22.2	20.0	37.8	3.7	4.2	64
Trail Condition	0.0	1.0	9.6	30.8	58.6	4.5	4.2	64
Value for Fee Paid								5

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.