



United States  
Department of  
Agriculture

Forest Service

Natural Resource  
Manager

National Visitor  
Use Monitoring  
Program



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# Visitor Use Report

## Chattahoochee-Oconee NF

### USDA Forest Service Region 8

#### National Visitor Use Monitoring Data collected FY 2014

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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	13	261	5.0
DUDS	MEDIUM	19	1,585	1.2
DUDS	LOW	20	1,890	1.1
DUDS	FE3	10	5,498	0.2
OUDS	FE3	10	486	2.1
OUDS	FE4	10	5,427	0.2
GFA	HIGH	26	3,077	0.8
GFA	MEDIUM	35	11,192	0.3
GFA	LOW	56	23,114	0.2
GFA	FE3	12	5,576	0.2
WILDERNESS	HIGH	13	252	5.2
WILDERNESS	MEDIUM	15	1,835	0.8
WILDERNESS	LOW	16	3,636	0.4
<b>Total</b>		<b>255</b>	<b>63,829</b>	<b>0.4</b>

\* 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, OUDS = 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](http://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*	2,921	±15.0
→ Day Use Developed Site Visits	943	±12.4
→ Overnight Use Developed Site Visits	115	±12.0
→ General Forest Area Visits	1,598	±25.1
→ Designated Wilderness Visits†	266	±51.1
Total Estimated National Forest Visits§	2,391	±16.6
→ Special Events and Organized Camp Use‡	5	±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	425	365	243
Overnight Use Developed Sites	93	87	32
Undeveloped Areas (GFAs)	644	576	237
Designated Wilderness	289	238	177
<b>Total</b>	<b>1,451</b>	<b>1,266</b>	<b>689</b>

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

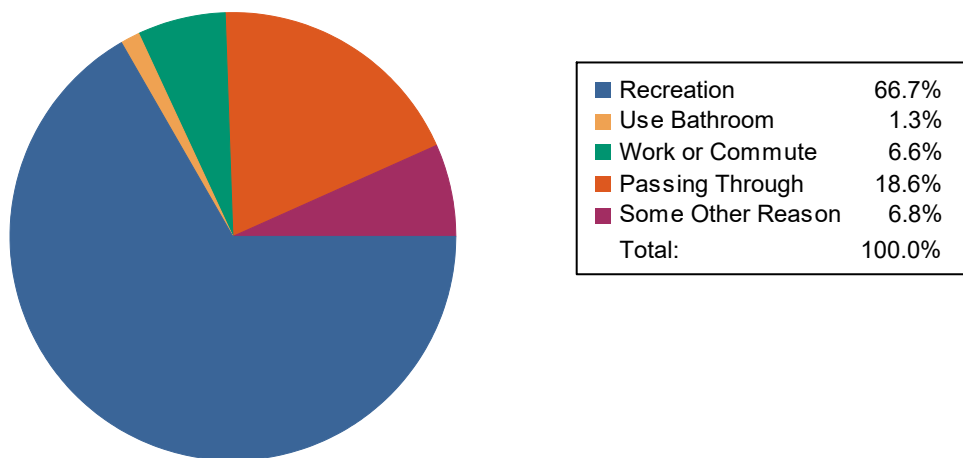
Form Type†	Developed Day Use Site	Developed Overnight	Undeveloped Areas (GFAs)	Wilderness	Total
Basic	70	11	84	64	229
Economic	82	10	68	55	215
Satisfaction	89	11	85	58	243
<b>Total</b>	<b>241</b>	<b>32</b>	<b>237</b>	<b>177</b>	<b>687</b>

\* 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

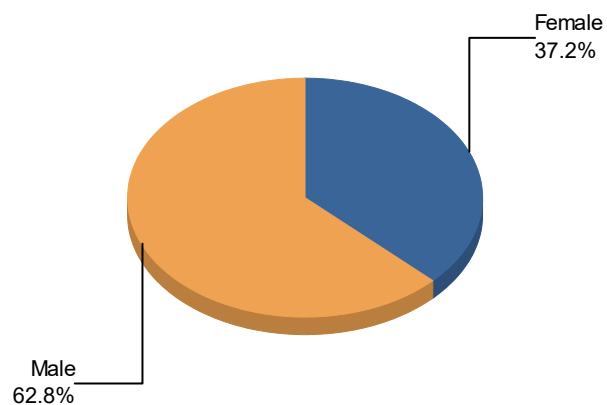
#### 3.1. Demographics

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 a bit more than 35% of visits to the Chattahoochee - Oconee are made by females. Among racial and ethnic minorities, the most commonly encountered are Hispanics / Latinos (3%). The age distribution shows that about 17% of visits are children under age 16. People in their thirties and forties account for about 35% of visits. Many of the visits are from nearby residents. About half of the visitation is from people who live within 50 miles.

Table 5. Percent of National Forest Visits\* by Gender

Gender	Survey Respondents†	National Forest Visits (%)‡
Female	579	37.2
Male	841	62.8
Total	<b>1,420</b>	<b>100.0</b>



\* 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.

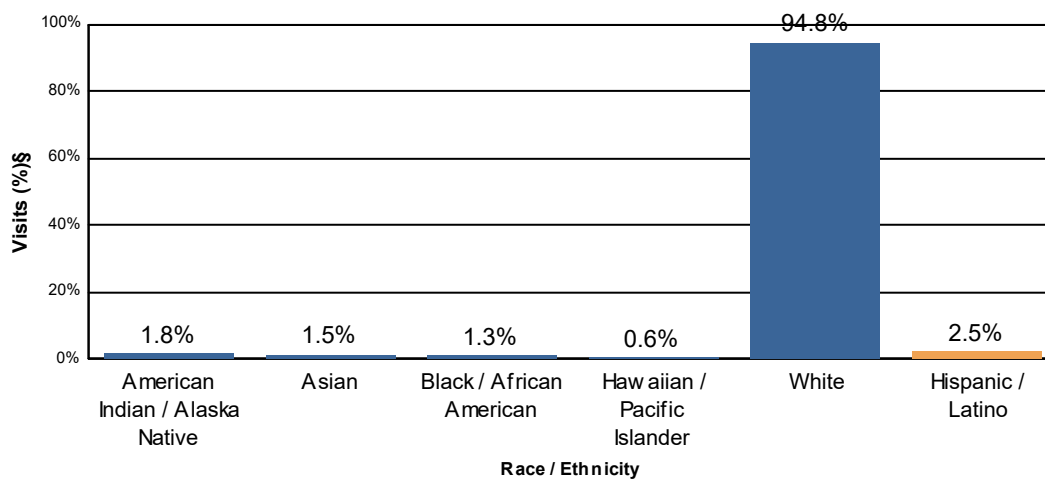
† Non-respondents to gender questions were excluded from analysis.

‡ 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	5	1.8
Asian	9	1.5
Black / African American	9	1.3
Hawaiian / Pacific Islander	2	0.6
White	590	94.8
Total	615	100.0

Ethnicity†	Survey Respondents‡	National Forest Visits (%)§
Hispanic / Latino	12	2.5



\* 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%.

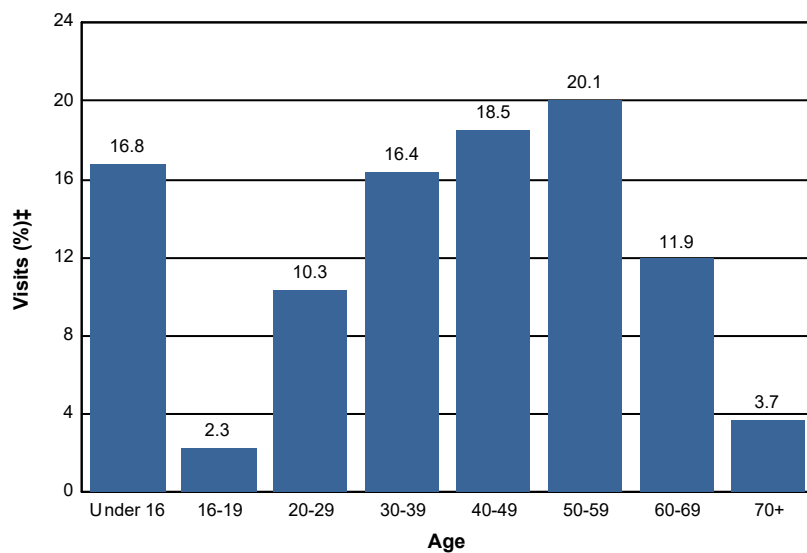
† Race and Ethnicity were asked as two separate questions.

‡ 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	16.8
16-19	2.3
20-29	10.3
30-39	16.4
40-49	18.5
50-59	20.1
60-69	11.9
70+	3.7
<b>Total</b>	<b>100.0</b>



\* 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)
30513	Georgia	Fannin County	12.1	19
30528	Georgia	White County	9.6	15
31024	Georgia	Putnam County	9.6	15
30701	Georgia	Gordon County	7.6	12
30041	Georgia	Forsyth County	6.4	10
30571	Georgia	White County	6.4	10
30512	Georgia	Union County	6.4	10
30740	Georgia	Whitfield County	5.7	9
30523	Georgia	Habersham County	5.7	9
30506	Georgia	Hall County	5.1	8
Unknown Origin*			5.1	8
30533	Georgia	Lumpkin County	5.1	8
30022	Georgia	Fulton County	5.1	8
30577	Georgia	Stephens County	5.1	8
30705	Georgia	Murray County	5.1	8

\* 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	34.5
26 - 50 miles	17.3
51 - 75 miles	10.1
76 - 100 miles	12.5
101 - 200 miles	12.6
201 - 500 miles	6.4
Over 500 miles	6.7
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.

Over half the visits to this forest last at most 3 hours, although the average duration is about 10 hours. The median length of visit to overnight sites is about 19 hours, indicating one nights' stay. Half of the visits to Wilderness last no more than 3 hours. Almost 60% of the visits come from people who visit at most 5 times per year. Frequent visitors are rare; only about 9 percent of visits are made by people who visit more than 50 times per year.

Table 10. Visit Duration

Visit Type	Average Duration (hours)‡	Median Duration (hours)‡
Site Visit	6.8	2.0
Day Use Developed	2.0	1.6
Overnight Use Developed	46.8	19.1
Undeveloped Areas	6.6	2.5
Designated Wilderness	6.8	2.4
National Forest Visit	10.2	2.6

\* 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.

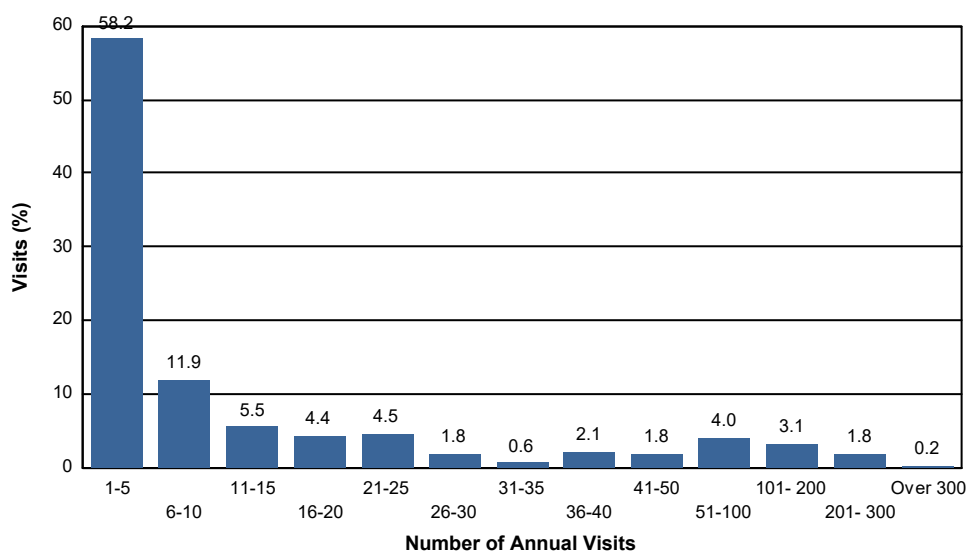
During the interview, visitors were asked how often they visit this national forest for all recreational activities, and how often for their primary activity. Table 12 summarizes the percent of visits that are made by those in each frequency category for this National Forest.

Table 11. Group Characteristics

Characteristic	Average
Percent of visits that were to just one national forest site during the National Forest Visit*	93.4
Number of national forest sites visited on National Forest Visit*	1.1
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	58.2	58.2
6 - 10	11.9	70.1
11 - 15	5.5	75.6
16 - 20	4.4	79.9
21 - 25	4.5	84.4
26 - 30	1.8	86.3
31 - 35	0.6	86.9
36 - 40	2.1	89.0
41 - 50	1.8	90.8
51 - 100	4.0	94.8
101 - 200	3.1	97.9
201 - 300	1.8	99.8
Over 300	0.2	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.

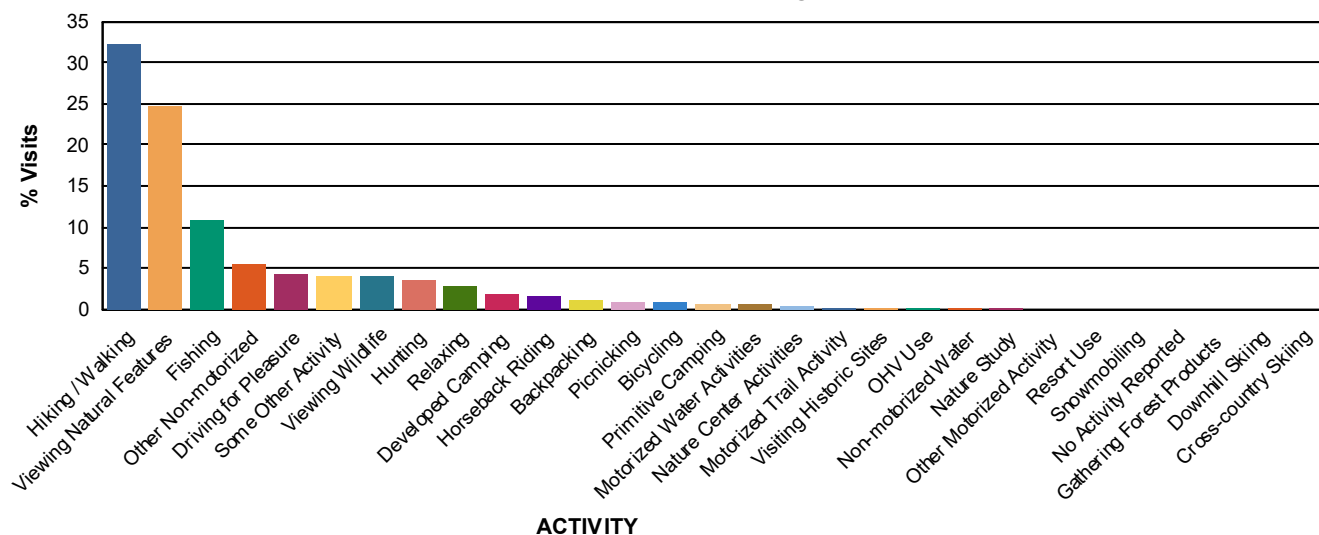
The activity results indicate that most frequently reported primary activity is hiking/walking (32%) followed by viewing natural features (25%) and fishing (11%). Over half of the visits report participation in hiking/walking.

### 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	50.9	32.4	4.2
Viewing Natural Features	47.4	24.8	1.7
Relaxing	27.8	2.8	4.9
Viewing Wildlife	22.7	3.9	2.7
Driving for Pleasure	20.9	4.4	2.6
Fishing	13.0	10.8	4.8
Other Non-motorized	6.8	5.6	1.9
Picnicking	6.1	0.9	2.2
Some Other Activity	5.7	4.1	1.8
Developed Camping	5.3	1.8	30.3
Hunting	4.3	3.6	8.0
Nature Study	3.4	0.1	6.5
Nature Center Activities	3.4	0.4	5.0
Primitive Camping	2.3	0.6	22.9
Horseback Riding	1.7	1.7	6.1
Visiting Historic Sites	1.3	0.1	1.9
Gathering Forest Products	1.0	0.0	0.0
Bicycling	0.9	0.9	3.4
Resort Use	0.7	0.0	45.0
Motorized Water Activities	0.6	0.6	2.9
Motorized Trail Activity	0.6	0.2	2.5
OHV Use	0.2	0.1	2.3
Non-motorized Water	0.2	0.1	2.0
Other Motorized Activity	0.0	0.0	3.0
Snowmobiling	0.0	0.0	0.0
Downhill Skiing	0.0	0.0	0.0
Cross-country Skiing	0.0	0.0	0.0
No Activity Reported	0.0	0.0	
Backpacking	0.0	1.2	30.4

**% 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%.

## Special Facility Use

**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	2.4
Scenic Byway	17.1
Visitor Center or Museum	22.1
Designated ORV Area	0.9
Forest Roads	1.8
Interpretive Displays	6.6
Information Sites	0.2
Developed Fishing Site	1.0
Motorized Single Track Trails	0.4
Motorized Dual Track Trails	0.1
None of these Facilities	66.1

\* 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.

† 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. Analysis of spending data included identification of the primary visitor segments that have distinct spending profiles as well as estimation of the average spending per party per visit. Results from the FY2005 through FY2009 period are available in a report: <https://www.treesearch.fs.fed.us/pubs/43869>. Results from the FY2010 through FY2014 period are in the publication process.

## 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. The distribution of visits by spending segment is not displayed in this report. See the appendix tables in the spending analysis report cited above for spending segment distributions.

For about 57% of the visits, the trip to the Chattahoochee - Oconee is a day trip from home. For a 25%, the visit is a side trip on a trip to some other recreation destination. The income results show that 40% of visits are from households making less than \$50,000. Another 20% report income between \$50,000 and \$75,000.

Table 15 is no longer displayed here

## 4.2. Spending Profiles

Spending profiles for each segment are contained in the spending analysis report, as are tables that identify whether visitors to a particular forest are in a higher or lower than average range. It is essential to note that the spending profiles are in dollars per party per visit. Obtaining per visit spending is accomplished by dividing the spending for each segment by the average people per party for the forest and spending segment. These data are in the appendix of the 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 party spending averages with the number of party trips in the segment. The number of party-trips in the segment equals the number of National Forest visits reported in table 2, times the percentage of visits in each spending segment, and divided by the average people per party.

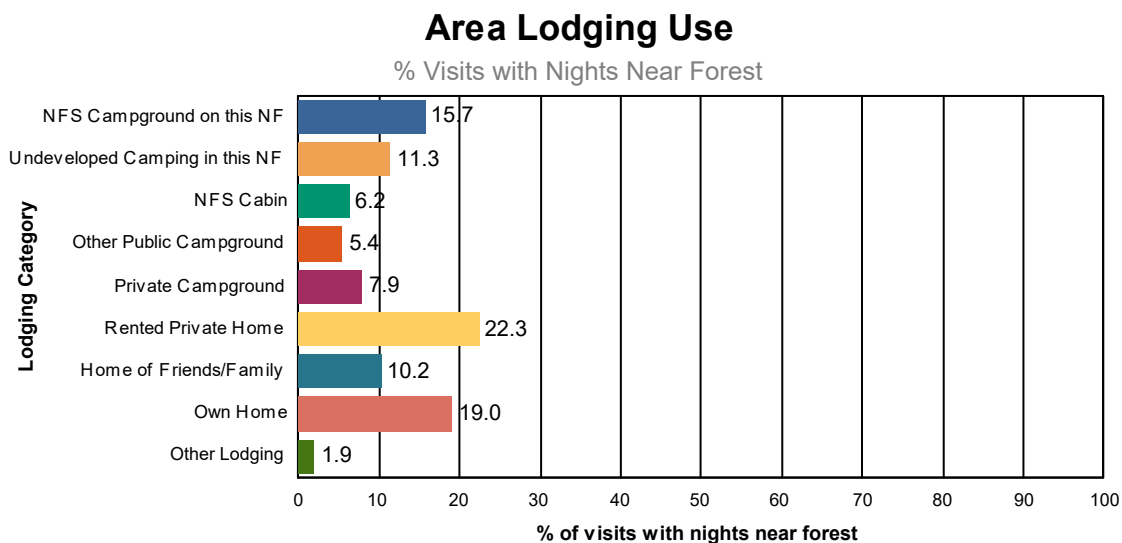
### 4.4. Other Visit Information

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	\$211
Median Total Trip Spending per Party	\$65
% NF Visits made on trip with overnight stay away from home	32.4%
% NF Visits with overnight stay within 50 miles of NF	31.5%
Mean nights/visit within 50 miles of NF	3.9
Area Lodging Use	% Visits with Nights Near Forest
NFS Campground on this NF	15.7%
Undeveloped Camping in this NF	11.3%
NFS Cabin	6.2%
Other Public Campground	5.4%
Private Campground	7.9%
Rented Private Home	22.3%
Home of Friends/Family	10.2%
Own Home	19.0%
Other Lodging	1.9%



## 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	12.2
\$25,000 to \$49,999	28.2
\$50,000 to \$74,999	20.0
\$75,000 to \$99,999	18.1
\$100,000 to \$149,999	11.2
\$150,000 and up	10.4
Total	100.1

\* 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

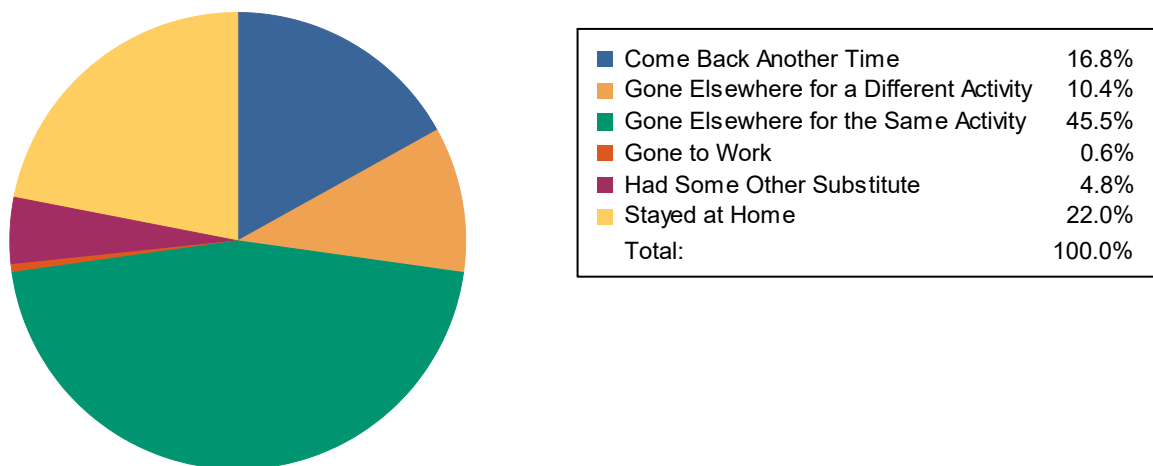
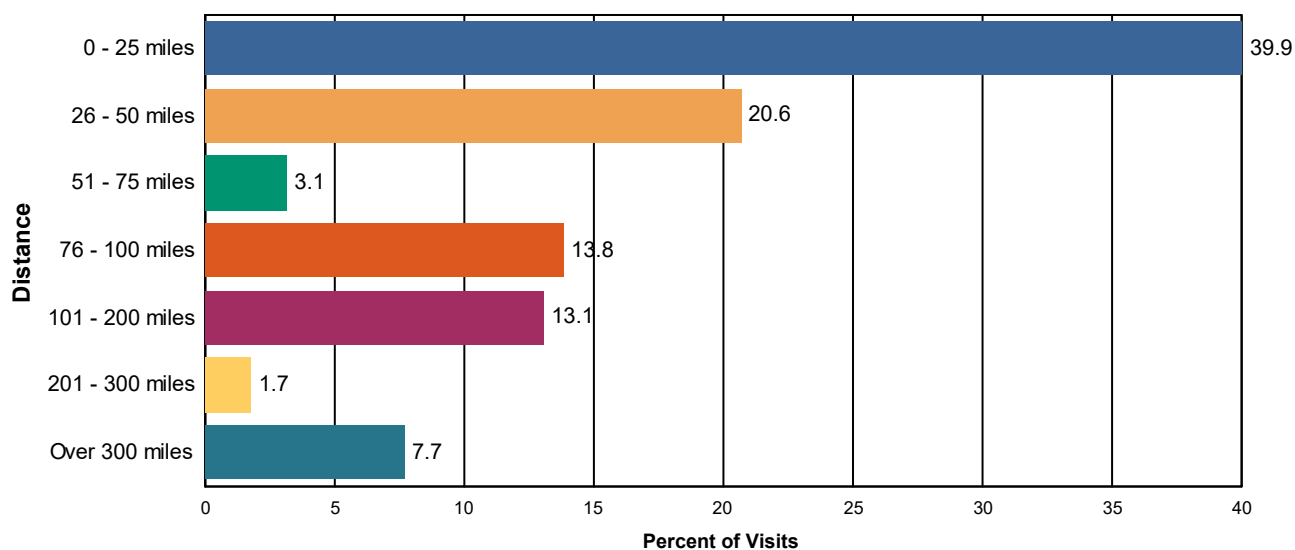


Figure 4. Reported Distance Visitors Would Travel to Alternate Location



## 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 are very good. About 85% of people visiting indicated they were very satisfied with their overall recreation experience. Another 12 percent were somewhat satisfied. The results for the composite indices were mixed. Satisfaction ratings for perception of safety were at least 95%. However, ratings for the services composite were very much lower.

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

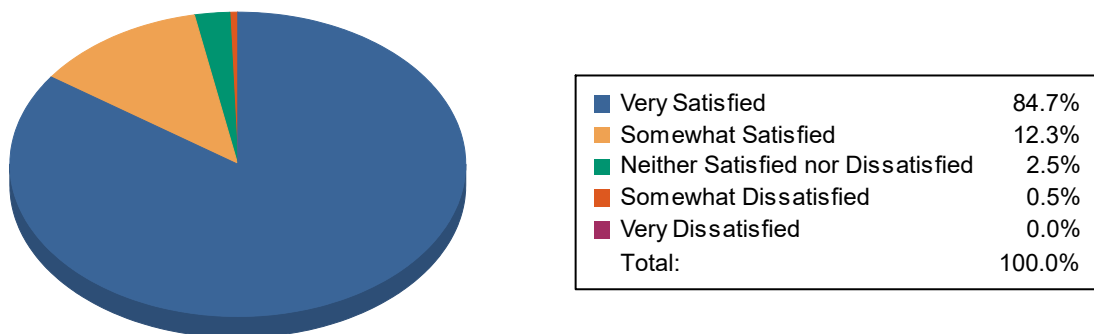


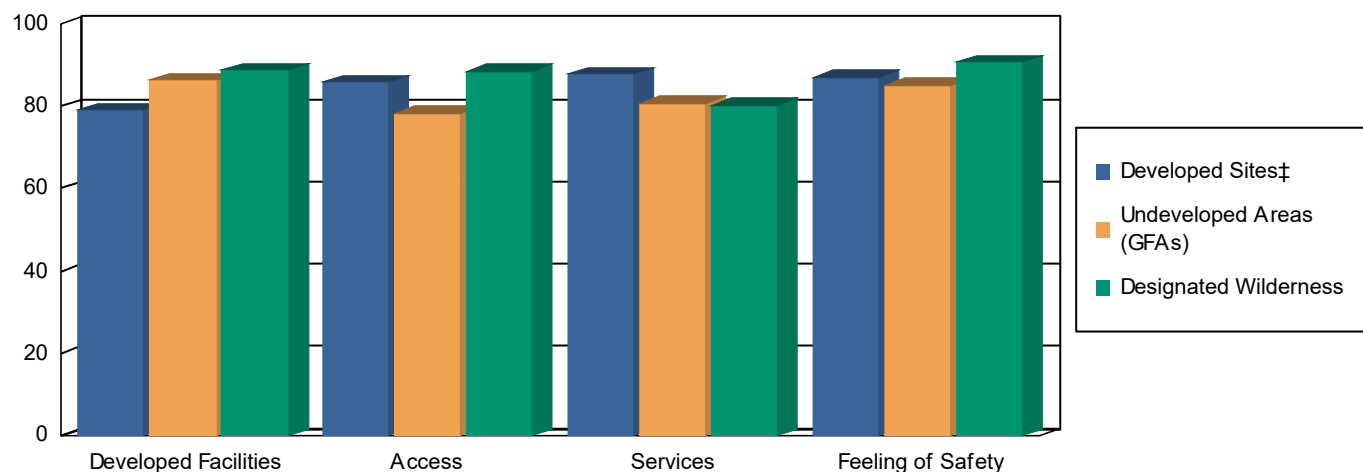
Table 18. Percent Satisfied Index† Scores for Aggregate Categories

Satisfaction Element	Satisfied Survey Respondents (%)		
	Developed Sites‡	Undeveloped Areas (GFAs)	Designated Wilderness
Developed Facilities	81.4	87.9	71.1
Access	87.9	81.8	82.3
Services	73.5	61.0	71.3
Feeling of Safety	96.1	98.9	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	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	Low Priority
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	*
Condition of Environment	Keep up the Good Work
Employee Helpfulness	*
Interpretive Displays	*
Parking Availability	*
Parking Lot Condition	*
Rec. Info. Availability	Low Priority
Road Condition	*
Feeling of Safety	Keep up the Good Work
Scenery	Keep up the Good Work
Signage Adequacy	Keep up the Good Work
Trail Condition	*
Value for Fee Paid	Keep up the Good Work

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

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

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	*
Interpretive Displays	Possible Overkill
Parking Availability	Keep up the Good Work
Parking Lot Condition	Keep up the Good Work
Rec. Info. Availability	Low Priority
Road Condition	Concentrate Here
Feeling of Safety	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

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

**Table 22. Importance-Performance Ratings for Designated Wilderness**

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	*
Interpretive Displays	Low Priority
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 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	*

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



## Road Conditions & Signage

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

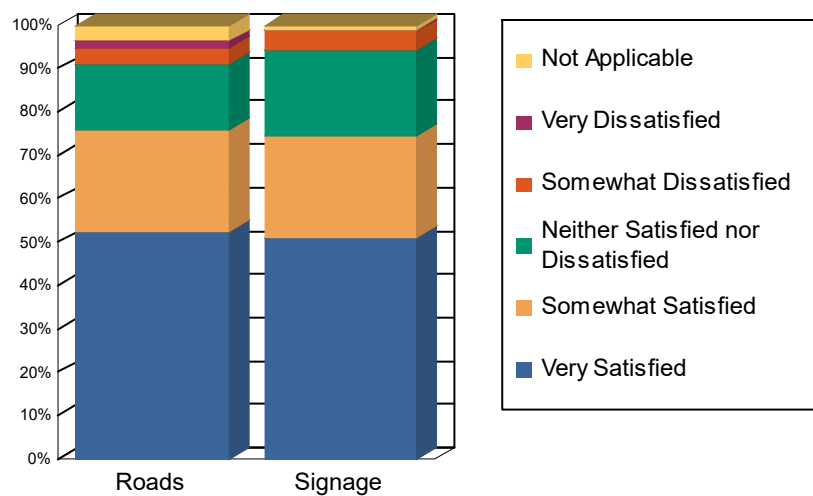
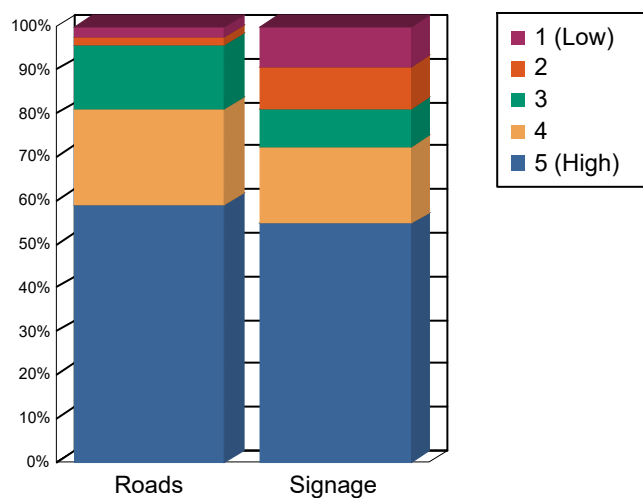


Figure 7b. Importance of Forest-wide Road Conditions & Signage Adequacy



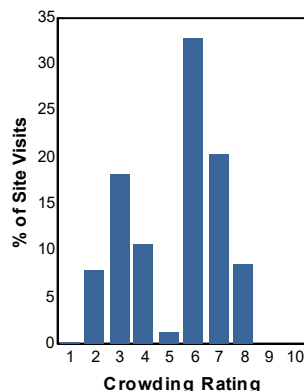
## 5.1. Crowding

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.

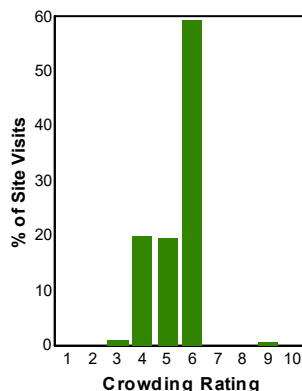
Table 23. Percent of Site Visits\* by Crowding Rating and Site Type

Crowding Rating†	Site Types (% of Site Visits)			
	Day Use Developed Sites	Overnight Use Developed Sites	Undeveloped Areas (GFAs)	Designated Wilderness
10 - Overcrowded	0.0	0.0	0.0	0.3
9	0.0	0.5	0.5	0.0
8	8.5	0.0	4.5	3.7
7	20.4	0.0	0.5	5.7
6	32.7	59.2	10.4	13.3
5	1.3	19.4	8.2	8.5
4	10.7	19.9	19.0	23.4
3	18.2	1.0	28.2	16.7
2	7.9	0.0	28.6	28.4
1 - Hardly anyone there	0.3	0.0	0.0	0.0
<b>Average Rating</b>	<b>5.3</b>	<b>5.4</b>	<b>3.7</b>	<b>4.0</b>

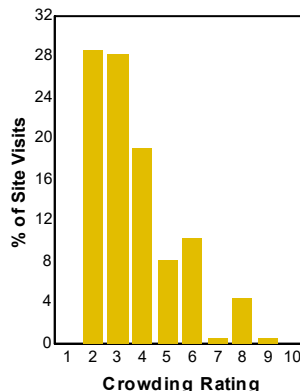
**Day Use Developed Sites**



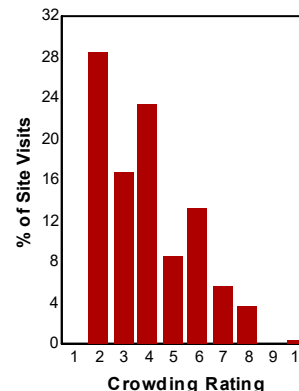
**Overnight Use Developed Sites**



**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

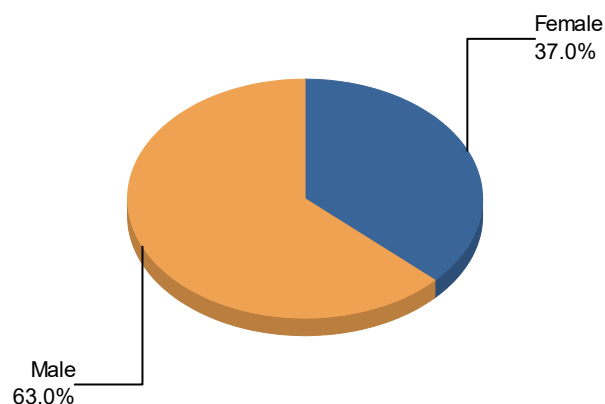
Item	Percent
% of visits that include a group member with a disability	9.9
Of this group, percent who said facilities at site visited were accessible	78.8

## 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	154	37.0
Male	233	63.0
Total	<b>387</b>	<b>100.0</b>



\* 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.

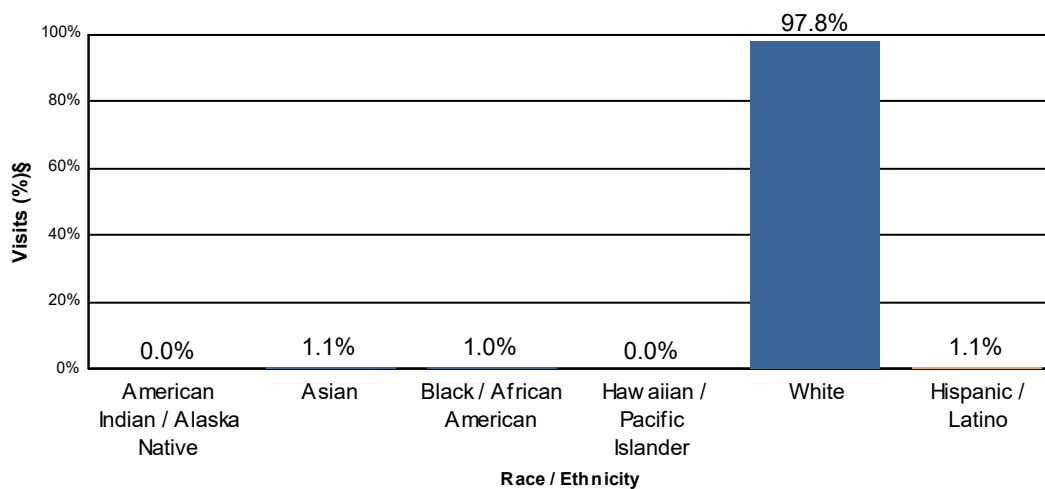
† Non-respondents to gender questions were excluded from analysis.

‡ 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	0	0.0
Asian	3	1.1
Black / African American	2	1.0
Hawaiian / Pacific Islander	0	0.0
White	168	97.8
Total	173	99.9

Ethnicity†	Survey Respondents‡	Wilderness Site Visits (%)§
Hispanic / Latino	3	1.1



\* 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%.

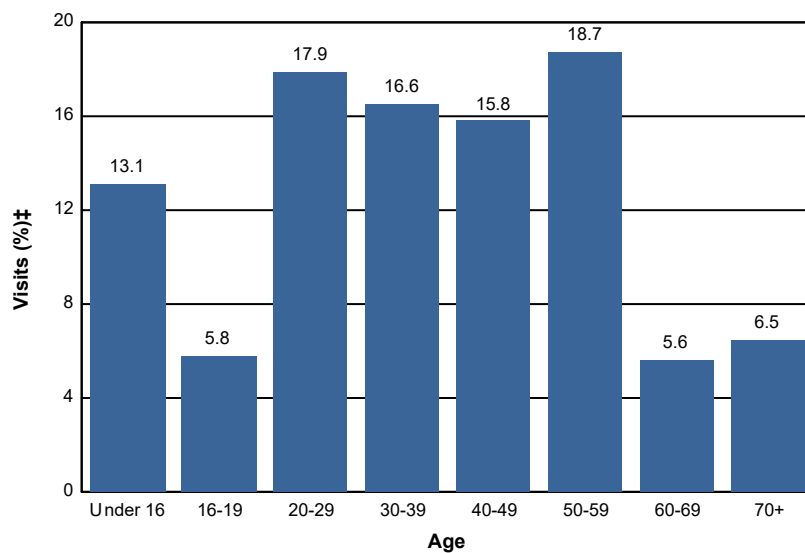
† Race and Ethnicity were asked as two separate questions.

‡ 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	13.1
16-19	5.8
20-29	17.9
30-39	16.6
40-49	15.8
50-59	18.7
60-69	5.6
70+	6.5
<b>Total</b>	<b>100.0</b>



\* 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)
30528	Georgia	White County	12.3	7
30571	Georgia	White County	10.5	6
30506	Georgia	Hall County	8.8	5
30705	Georgia	Murray County	8.8	5
30533	Georgia	Lumpkin County	7.0	4
30501	Georgia	Hall County	7.0	4
30040	Georgia	Forsyth County	5.3	3
30307	Georgia	Fulton County	5.3	3
Unknown Origin*			5.3	3
30030	Georgia	DeKalb County	5.3	3
30534	Georgia	Dawson County	5.3	3
30041	Georgia	Forsyth County	5.3	3
30062	Georgia	Cobb County	5.3	3
30022	Georgia	Fulton County	5.3	3
30068	Georgia	Cobb County	3.5	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)
30513	Georgia	Fannin County	2.8	19
30528	Georgia	White County	2.2	15
31024	Georgia	Putnam County	2.2	15
30701	Georgia	Gordon County	1.7	12
30041	Georgia	Forsyth County	1.5	10
30571	Georgia	White County	1.5	10
30512	Georgia	Union County	1.5	10
30740	Georgia	Whitfield County	1.3	9
30523	Georgia	Habersham County	1.3	9
30506	Georgia	Hall County	1.2	8
Unknown Origin*			1.2	8
30533	Georgia	Lumpkin County	1.2	8
30022	Georgia	Fulton County	1.2	8
30577	Georgia	Stephens County	1.2	8
30705	Georgia	Murray County	1.2	8
30040	Georgia	Forsyth County	1.0	7
30501	Georgia	Hall County	1.0	7
30161	Georgia	Floyd County	1.0	7
30534	Georgia	Dawson County	0.9	6
30030	Georgia	DeKalb County	0.9	6
30068	Georgia	Cobb County	0.9	6
30755	Georgia	Whitfield County	0.9	6
30525	Georgia	Rabun County	0.9	6
30062	Georgia	Cobb County	0.7	5
31064	Georgia	Jasper County	0.7	5
30562	Georgia	Rabun County	0.7	5
30677	Georgia	Oconee County	0.7	5
30540	Georgia	Gilmer County	0.7	5
30582	Georgia	Towns County	0.7	5
30307	Georgia	Fulton County	0.7	5
30728	Georgia	Walker County	0.7	5
30114	Georgia	Cherokee County	0.7	5
30680	Georgia	Barrow County	0.6	4
30510	Georgia	Habersham County	0.6	4
30115	Georgia	Cherokee County	0.6	4
30547	Georgia	Banks County	0.6	4
30143	Georgia	Pickens County	0.6	4
30572	Georgia	Union County	0.6	4
30024	Georgia	Gwinnett County	0.6	4
30568	Georgia	Rabun County	0.6	4

30530	Georgia	Banks County	0.6	4
30028	Georgia	Forsyth County	0.6	4
30531	Georgia	Habersham County	0.6	4
30554	Georgia	Hall County	0.6	4
30046	Georgia	Gwinnett County	0.4	3
30720	Georgia	Whitfield County	0.4	3
30096	Georgia	Gwinnett County	0.4	3
30620	Georgia	Barrow County	0.4	3
30511	Georgia	Banks County	0.4	3
30080	Georgia	Cobb County	0.4	3
31061	Georgia	Baldwin County	0.4	3
30747	Georgia	Chattooga County	0.4	3
30606	Georgia	Clarke County	0.4	3
30135	Georgia	Douglas County	0.4	3
30542	Georgia	Hall County	0.4	3
30535	Georgia	Habersham County	0.4	3
30102	Georgia	Cherokee County	0.4	3
30306	Georgia	Fulton County	0.4	3
30546	Georgia	Towns County	0.4	3
30064	Georgia	Cobb County	0.4	3
30563	Georgia	Habersham County	0.4	3
30044	Georgia	Gwinnett County	0.4	3
30004	Georgia	Fulton County	0.4	3
30152	Georgia	Cobb County	0.4	3
30735	Georgia	Gordon County	0.4	3
30721	Georgia	Whitfield County	0.4	3
30522	Georgia	Gilmer County	0.4	3
30052	Georgia	Walton County	0.4	3
30017	Georgia	Gwinnett County	0.4	3
30666	Georgia	Barrow County	0.4	3
30252	Georgia	Henry County	0.4	3
30033	Georgia	DeKalb County	0.4	3
30746	Georgia	Gordon County	0.3	2
30342	Georgia	Fulton County	0.3	2
30538	Georgia	Stephens County	0.3	2
37421	Tennessee	Hamilton County	0.3	2
30646	Georgia	Madison County	0.3	2
30507	Georgia	Hall County	0.3	2
30549	Georgia	Jackson County	0.3	2
30621	Georgia	Oconee County	0.3	2
30519	Georgia	Gwinnett County	0.3	2
30324	Georgia	Fulton County	0.3	2
Foreign Country			0.3	2
30319	Georgia	DeKalb County	0.3	2
30557	Georgia	Stephens County	0.3	2
31411	Georgia	Chatham County	0.3	2
37302	Tennessee	Hamilton County	0.3	2
30233	Georgia	Butts County	0.3	2
30328	Georgia	Fulton County	0.3	2
30134	Georgia	Douglas County	0.3	2
30213	Georgia	Fulton County	0.3	2

31052	Georgia	Crawford County	0.3	2
30514	Georgia	Union County	0.3	2
30642	Georgia	Greene County	0.3	2
30092	Georgia	Gwinnett County	0.3	2
31088	Georgia	Houston County	0.3	2
30711	Georgia	Murray County	0.3	2
29693	South Carolina	Oconee County	0.3	2
33904	Florida	Lee County	0.3	2
30751	Georgia	Murray County	0.3	2
30345	Georgia	DeKalb County	0.3	2
30157	Georgia	Paulding County	0.3	2
30165	Georgia	Floyd County	0.3	2
30107	Georgia	Cherokee County	0.3	2
29803	South Carolina	Aiken County	0.3	2
30248	Georgia	Henry County	0.3	2
32812	Florida	Orange County	0.3	2
30103	Georgia	Bartow County	0.3	2
30655	Georgia	Walton County	0.3	2
30188	Georgia	Cherokee County	0.3	2
30559	Georgia	Fannin County	0.3	2
30019	Georgia	Gwinnett County	0.3	2
30127	Georgia	Cobb County	0.3	2
30907	Georgia	Columbia County	0.3	2
30643	Georgia	Hart County	0.3	2
30548	Georgia	Jackson County	0.3	2
30327	Georgia	Fulton County	0.3	2
32526	Florida	Escambia County	0.1	1
33477	Florida	Palm Beach County	0.1	1
58040	North Dakota	Sargent County	0.1	1
30753	Georgia	Chattooga County	0.1	1
31548	Georgia	Camden County	0.1	1
31705	Georgia	Dougherty County	0.1	1
30290	Georgia	Fayette County	0.1	1
30145	Georgia	Bartow County	0.1	1
37211	Tennessee	Davidson County	0.1	1
30124	Georgia	Floyd County	0.1	1
30906	Georgia	Richmond County	0.1	1
90026	California	Los Angeles County	0.1	1
34639	Florida	Pasco County	0.1	1
30553	Georgia	Franklin County	0.1	1
27529	North Carolina	Wake County	0.1	1
30189	Georgia	Cherokee County	0.1	1
32024	Florida	Columbia County	0.1	1
30529	Georgia	Jackson County	0.1	1
34461	Florida	Citrus County	0.1	1
31005	Georgia	Houston County	0.1	1
30742	Georgia	Catoosa County	0.1	1
33020	Florida	Broward County	0.1	1
30739	Georgia	Walker County	0.1	1
14701	New York	Chautauqua County	0.1	1
30043	Georgia	Gwinnett County	0.1	1

32606	Florida	Alachua County	0.1	1
30560	Georgia	Fannin County	0.1	1
34610	Florida	Pasco County	0.1	1
30337	Georgia	Fulton County	0.1	1
62067	Illinois	Madison County	0.1	1
30075	Georgia	Fulton County	0.1	1
27006	North Carolina	Davie County	0.1	1
33565	Florida	Hillsborough County	0.1	1
45036	Ohio	Warren County	0.1	1
30520	Georgia	Franklin County	0.1	1
31021	Georgia	Laurens County	0.1	1
37042	Tennessee	Montgomery County	0.1	1
30025	Georgia	Walton County	0.1	1
95401	California	Sonoma County	0.1	1
30808	Georgia	McDuffie County	0.1	1
30527	Georgia	Hall County	0.1	1
31419	Georgia	Chatham County	0.1	1
30224	Georgia	Spalding County	0.1	1
32159	Florida	Lake County	0.1	1
30067	Georgia	Cobb County	0.1	1
32561	Florida	Santa Rosa County	0.1	1
30558	Georgia	Banks County	0.1	1
30273	Georgia	Clayton County	0.1	1
46065	Indiana	Clinton County	0.1	1
35180	Alabama	Jefferson County	0.1	1
32628	Florida	Dixie County	0.1	1
40422	Kentucky	Boyle County	0.1	1
32308	Florida	Leon County	0.1	1
30734	Georgia	Gordon County	0.1	1
31757	Georgia	Thomas County	0.1	1
30012	Georgia	Rockdale County	0.1	1
30809	Georgia	Columbia County	0.1	1
30045	Georgia	Gwinnett County	0.1	1
30097	Georgia	Fulton County	0.1	1
30184	Georgia	Bartow County	0.1	1
30318	Georgia	Fulton County	0.1	1
33764	Florida	Pinellas County	0.1	1
30601	Georgia	Clarke County	0.1	1
28716	North Carolina	Haywood County	0.1	1
29605	South Carolina	Greenville County	0.1	1
37343	Tennessee	Hamilton County	0.1	1
45458	Ohio	Montgomery County	0.1	1
20010	District of Columbia	District of Columbia	0.1	1
36575	Alabama	Mobile County	0.1	1
30121	Georgia	Bartow County	0.1	1
20037	District of Columbia	District of Columbia	0.1	1
33908	Florida	Lee County	0.1	1
31046	Georgia	Monroe County	0.1	1
30218	Georgia	Meriwether County	0.1	1
31510	Georgia	Bacon County	0.1	1
31078	Georgia	Crawford County	0.1	1

30054	Georgia	Newton County	0.1	1
30545	Georgia	White County	0.1	1
30707	Georgia	Walker County	0.1	1
32435	Florida	Walton County	0.1	1
30662	Georgia	Franklin County	0.1	1
30039	Georgia	Gwinnett County	0.1	1
30277	Georgia	Coweta County	0.1	1
30312	Georgia	Fulton County	0.1	1
29651	South Carolina	Greenville County	0.1	1
30458	Georgia	Bulloch County	0.1	1
31811	Georgia	Harris County	0.1	1
30175	Georgia	Pickens County	0.1	1
30144	Georgia	Cobb County	0.1	1
30341	Georgia	DeKalb County	0.1	1
33702	Florida	Pinellas County	0.1	1
30536	Georgia	Gilmer County	0.1	1
30292	Georgia	Pike County	0.1	1
29466	South Carolina	Charleston County	0.1	1
30564	Georgia	Hall County	0.1	1
30236	Georgia	Clayton County	0.1	1
30183	Georgia	Cherokee County	0.1	1
38672	Mississippi	DeSoto County	0.1	1
30253	Georgia	Henry County	0.1	1
32256	Florida	Duval County	0.1	1
32703	Florida	Orange County	0.1	1
33184	Florida	Miami-Dade County	0.1	1
34203	Florida	Manatee County	0.1	1
18972	Pennsylvania	Bucks County	0.1	1
37846	Tennessee	Loudon County	0.1	1
42120	Kentucky	Allen County	0.1	1
30566	Georgia	Hall County	0.1	1
30263	Georgia	Coweta County	0.1	1
30316	Georgia	Fulton County	0.1	1
30005	Georgia	Fulton County	0.1	1
30105	Georgia	Floyd County	0.1	1
30101	Georgia	Cobb County	0.1	1
29691	South Carolina	Oconee County	0.1	1
37874	Tennessee	Monroe County	0.1	1
31523	Georgia	Glynn County	0.1	1
30708	Georgia	Murray County	0.1	1
31217	Georgia	Bibb County	0.1	1
31029	Georgia	Monroe County	0.1	1
31324	Georgia	Bryan County	0.1	1
30909	Georgia	Richmond County	0.1	1
36273	Alabama	Cleburne County	0.1	1
32178	Florida	Putnam County	0.1	1
37323	Tennessee	Bradley County	0.1	1
37412	Tennessee	Hamilton County	0.1	1
30813	Georgia	Columbia County	0.1	1
30539	Georgia	Gilmer County	0.1	1
30274	Georgia	Clayton County	0.1	1

49331	Michigan	Kent County	0.1	1
32303	Florida	Leon County	0.1	1
30171	Georgia	Bartow County	0.1	1
33990	Florida	Lee County	0.1	1
30160	Georgia	Cobb County	0.1	1
28904	North Carolina	Clay County	0.1	1
30518	Georgia	Gwinnett County	0.1	1
33162	Florida	Miami-Dade County	0.1	1
49286	Michigan	Lenawee County	0.1	1
37416	Tennessee	Hamilton County	0.1	1
30113	Georgia	Haralson County	0.1	1
46038	Indiana	Hamilton County	0.1	1
31058	Georgia	Taylor County	0.1	1
30725	Georgia	Walker County	0.1	1
31405	Georgia	Chatham County	0.1	1
32054	Florida	Union County	0.1	1
31054	Georgia	Wilkinson County	0.1	1
29696	South Carolina	Oconee County	0.1	1
30504	Georgia	Hall County	0.1	1
29680	South Carolina	Greenville County	0.1	1
31002	Georgia	Emanuel County	0.1	1
30011	Georgia	Barrow County	0.1	1
31792	Georgia	Thomas County	0.1	1
36305	Alabama	Houston County	0.1	1
32233	Florida	Duval County	0.1	1
30047	Georgia	Gwinnett County	0.1	1
30303	Georgia	Fulton County	0.1	1
29063	South Carolina	Richland County	0.1	1
90032	California	Los Angeles County	0.1	1
30622	Georgia	Oconee County	0.1	1
30141	Georgia	Paulding County	0.1	1
34293	Florida	Sarasota County	0.1	1
30014	Georgia	Newton County	0.1	1
30315	Georgia	Fulton County	0.1	1
30317	Georgia	DeKalb County	0.1	1
04103	Maine	Cumberland County	0.1	1
33066	Florida	Broward County	0.1	1
34608	Florida	Hernando County	0.1	1
35213	Alabama	Jefferson County	0.1	1
28110	North Carolina	Union County	0.1	1
30214	Georgia	Fayette County	0.1	1
30607	Georgia	Clarke County	0.1	1
30093	Georgia	Gwinnett County	0.1	1
29672	South Carolina	Oconee County	0.1	1
32693	Florida	Gilchrist County	0.1	1
30401	Georgia	Emanuel County	0.1	1
31401	Georgia	Chatham County	0.1	1
39825	Georgia	Decatur County	0.1	1
30082	Georgia	Cobb County	0.1	1
25015	West Virginia	Kanawha County	0.1	1
28105	North Carolina	Mecklenburg County	0.1	1

34480	Florida	Marion County	0.1	1
30802	Georgia	Columbia County	0.1	1
30517	Georgia	Jackson County	0.1	1
45432	Ohio	Montgomery County	0.1	1
30178	Georgia	Bartow County	0.1	1
85705	Arizona	Pima County	0.1	1
30516	Georgia	Hart County	0.1	1
28120	North Carolina	Gaston County	0.1	1
30350	Georgia	DeKalb County	0.1	1
28348	North Carolina	Cumberland County	0.1	1
29615	South Carolina	Greenville County	0.1	1
29664	South Carolina	Oconee County	0.1	1
34601	Florida	Hernando County	0.1	1
35242	Alabama	Shelby County	0.1	1
30297	Georgia	Clayton County	0.1	1
31707	Georgia	Dougherty County	0.1	1
30013	Georgia	Rockdale County	0.1	1
77573	Texas	Galveston County	0.1	1
32514	Florida	Escambia County	0.1	1
29113	South Carolina	Orangeburg County	0.1	1
31714	Georgia	Turner County	0.1	1
30009	Georgia	Fulton County	0.1	1
32833	Florida	Orange County	0.1	1
30222	Georgia	Meriwether County	0.1	1
32082	Florida	St. Johns County	0.1	1
48103	Michigan	Washtenaw County	0.1	1
30228	Georgia	Henry County	0.1	1
30112	Georgia	Carroll County	0.1	1
30061	Georgia	Cobb County	0.1	1
31089	Georgia	Washington County	0.1	1
29640	South Carolina	Pickens County	0.1	1
36027	Alabama	Barbour County	0.1	1
30567	Georgia	Jackson County	0.1	1
40205	Kentucky	Jefferson 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	6.3	0.5	18.3	22.2	52.8	4.1	4.4	40
Developed Facilities	0.4	0.0	11.3	23.2	65.1	4.5	4.3	69
Condition of Environment	0.0	0.3	0.6	11.0	88.1	4.9	4.9	85
Employee Helpfulness	0.0	0.0	19.8	0.0	80.2	4.6	4.7	12
Interpretive Displays	0.1	7.8	35.9	25.7	30.4	3.8	3.7	60
Parking Availability	0.1	0.0	8.7	6.5	84.7	4.8	4.7	86
Parking Lot Condition	0.0	0.3	4.3	9.4	86.0	4.8	4.3	86
Rec. Info. Availability	0.4	5.7	19.4	15.9	58.6	4.3	4.1	72
Road Condition	0.3	4.8	13.7	25.3	55.8	4.3	4.4	61
Feeling of Safety	0.0	0.0	4.2	14.5	81.3	4.8	4.8	88
Scenery	0.0	0.3	8.9	17.4	73.4	4.6	4.8	86
Signage Adequacy	0.1	1.9	14.2	25.8	58.0	4.4	4.1	87
Trail Condition	0.0	0.4	12.3	33.2	54.0	4.4	4.4	59
Value for Fee Paid	9.1	0.0	9.1	0.0	81.8	4.5	4.6	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-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	19.4	0.5	20.9	1.0	58.2	3.8	5.0	11
Developed Facilities	0.0	0.0	0.6	25.3	74.1	4.7		10
Condition of Environment	0.0	0.0	0.0	1.0	99.0	5.0	5.0	11
Employee Helpfulness								2
Interpretive Displays								6
Parking Availability	0.0	0.0	48.1	1.3	50.6	4.0		10
Parking Lot Condition	0.0	0.0	1.3	0.6	98.1	5.0		10
Rec. Info. Availability	0.0	0.5	58.7	19.4	21.4	3.6	3.6	11
Road Condition								9
Feeling of Safety	0.0	0.0	0.0	1.5	98.5	5.0	5.0	11
Scenery	0.0	0.0	20.4	0.5	79.1	4.6	4.5	11
Signage Adequacy	0.0	0.5	20.9	0.0	78.6	4.6	4.4	11
Trail Condition								8
Value for Fee Paid	0.0	0.5	19.4	0.5	79.6	4.6	4.7	11

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	3.0	17.8	0.0	30.5	48.7	4.0	4.0	13
Developed Facilities	2.3	0.0	5.8	22.6	69.2	4.6	3.6	25
Condition of Environment	0.0	0.6	8.4	22.0	69.1	4.6	4.8	60
Employee Helpfulness								8
Interpretive Displays	0.0	1.3	37.2	23.5	38.1	4.0	3.2	27
Parking Availability	2.5	0.6	17.3	15.7	64.0	4.4	4.0	59
Parking Lot Condition	0.7	0.0	5.6	29.2	64.5	4.6	4.1	48
Rec. Info. Availability	4.1	9.6	31.0	28.3	27.0	3.6	3.5	48
Road Condition	4.4	3.8	26.7	27.3	37.8	3.9	4.0	59
Feeling of Safety	0.0	0.0	1.1	17.1	81.8	4.8	4.9	63
Scenery	0.0	0.0	6.5	11.1	82.4	4.8	4.7	59
Signage Adequacy	5.6	9.4	24.1	26.8	34.0	3.7	3.7	59
Trail Condition	0.0	3.1	4.4	50.9	41.6	4.3	4.1	47
Value for Fee Paid	0.0	12.6	5.1	25.7	56.6	4.3	4.1	15

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	16.5	17.5	8.3	57.8	4.1	4.3	13
Developed Facilities	0.0	0.0	25.2	12.2	62.6	4.4	4.2	19
Condition of Environment	0.0	2.6	5.2	0.9	91.3	4.8	4.9	57
Employee Helpfulness							4.7	6
Interpretive Displays	12.1	17.2	24.3	17.8	28.6	3.3	3.9	21
Parking Availability	0.0	5.8	11.4	7.6	75.2	4.5	4.1	41
Parking Lot Condition	0.0	0.0	12.2	12.6	75.2	4.6	3.8	38
Rec. Info. Availability	3.2	3.9	19.8	14.6	58.6	4.2	4.2	43
Road Condition	0.0	4.4	28.7	23.8	43.1	4.1	4.1	34
Feeling of Safety	0.0	0.0	0.3	12.3	87.4	4.9	4.5	53
Scenery	0.0	0.0	5.7	11.3	83.0	4.8	4.7	56
Signage Adequacy	0.0	8.5	14.7	32.0	44.8	4.1	4.4	55
Trail Condition	0.0	0.0	9.3	24.2	66.5	4.6	4.4	35
Value for Fee Paid							4.5	8

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.