National Visitor Use Monitoring Results

January 2009
Data collected FY2007

USDA Forest Service
Region 3

PRESCOTT NATIONAL FOREST

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INTRODUCTION

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.

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.

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 means 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 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.

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.

VISITATION ESTIMATES

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 on the Prescott National Forest (FY2007)

Stratum*		Site Days* in Stratum Population	Days Sampled	Sampling Rate (%)
Site Type*	Use Level[c] or Proxy Code*			
DUDS	High	4	3	75.00
DUDS	Medium	108	10	9.26
DUDS	Low	983	8	0.81
DUDS	ST1	730	10	1.37
GFA	High	601	34	5.66
GFA	Medium	1845	29	1.57
GFA	Low	6214	12	0.19
OUDS	High	1	1	100.00
OUDS	Medium	38	8	21.05
OUDS	Low	230	8	3.48
OUDS	DUR4	428	10	2.34
OUDS	DUR5	41	10	24.39
WILD	High	491	12	2.44
WILD	Medium	749	10	1.34
WILD	Low	2757	8	0.29
Total		15220	173	1.14

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

[b] DUDS = Day Use Developed Site, GFA = General Forest Area ("Undeveloped Areas"), OUDS = Overnight Use Developed Site, WILD = Designated Wilderness

[c] Use level was defined independently by each forest by defining the expected number of recreation visitors that would be last-existing 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.

[d] 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.

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

Visitation Estimates

Visitation estimates are available at the national, regional, and forest level. This document provides only 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 (thousands) for Prescott National Forest (FY2002 data and FY2007)

Visit Type	Visits (thousands)	90% confidence interval width (%)[e]
Total Estimated Site Visits	1278.6	42.6
Developed Day Use Sites	201.6	16.4
Developed Overnight Use Site	168.7	22.0
General Forest Areas	831.0	59.6
Wilderness	40.4	38.0
Special Events and Organizational Camp Use[c]	36.9	0.0
Total Estimated National Forest Visits	1230.5	43.0

[b] Designated Wilderness visits are included in the Site Visits estimate.

[c] 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.

[e] 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. Tables 3 and 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 on Prescott National Forest (FY2007)

Site Type	Total Individuals Contacted	Individuals Who Agreed to be Interviewed	Individuals who were last exiting recreation*
DUDS	931	799	474
GFA	1550	1404	711
OUDS	423	362	179
Wilderness	103	89	88
Total	3007	2654	1452

* includes individuals last exiting sometime during the interview day.

Table 4. Number of complete interviews[a] on Prescott National Forest by Site Type and Form Type (FY2007)

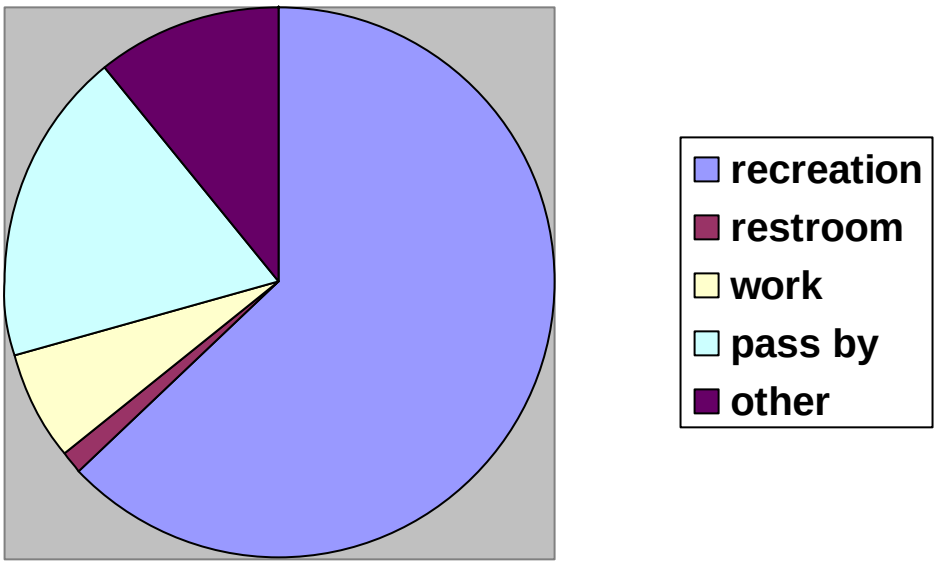
Form Type[b]	Day Use Developed Site	Overnight Use Developed Site	Undeveloped Areas (GFAs)	Wilderness	Total
Basic	198	72	280	33	583
Economic	169	55	263	28	515
Satisfaction	159	63	246	27	495
Total	526	190	789	88	1593

[a] Complete interviews are those in which the individual contacted agreed to be interviewed, and fell into the targeted group (was recreating on the national forest and was exiting the site or area for the last time that day).

[b] 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 on Prescott National Forest (FY2007).



DESCRIPTION OF THE RECREATION VISIT

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. Tables 5 through Table 7 provide basic demographic information about visitors interviewed regarding Gender, Race/Ethnicity, and Age, respectively. Table 8 shows the 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 over forty percent of visits are made by females, which is higher than on most forests. Hispanics account for about 4 percent of all visits to the Prescott. Nearly one-third of visits are children under the age of 16, a much higher percentage than is typical. This forest has a largely local customer base. Nearly sixty-three percent of visits are made by people who live within 25 miles of the forest.

Table 5. Percent of National Forest Visits by gender on Prescott National Forest (FY2007)

Gender	Survey Respondents[a]	National Forest Visits (%)[b]
Female	1292	42.7
Male	1556	57.3
Total	2848	100.0

[a] respondents were asked to give the gender and age of themselves plus up to 3 other people in their party, therefore there are more respondents here than the number of people who completed full interviews.

[b] 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 on Prescott National Forest (FY2007)

Race/Ethnicity[a]	Number of Survey Respondents	National Forest Visits (%)
American Indian/Alaska Native	13	0.7
Asian	5	0.4
Black/African American	1	0.5
Native Hawaiian or other Pacific Islander	1	0.1
White	620	98.6
Spanish, Hispanic, or Latino	23	4.1
Total	640	100.3

[a] "Spanish, Hispanic or Latino" was presented in a separate question because it is an ethnicity not a race. Respondents could choose more than one racial group.

Table 7. Percent of National Forest Visits by age on Prescott National Forest (FY2007)

Age	National Forest Visits (%)
Under 16	32.8
16-19	2.6
20-29	7.5
30-39	8.3
40-49	15.1
50-59	17.4
60-69	12.0
70 and over	4.2
Total	99.9

Figure 2. Age distribution for visits to Prescott National Forest (FY2007).

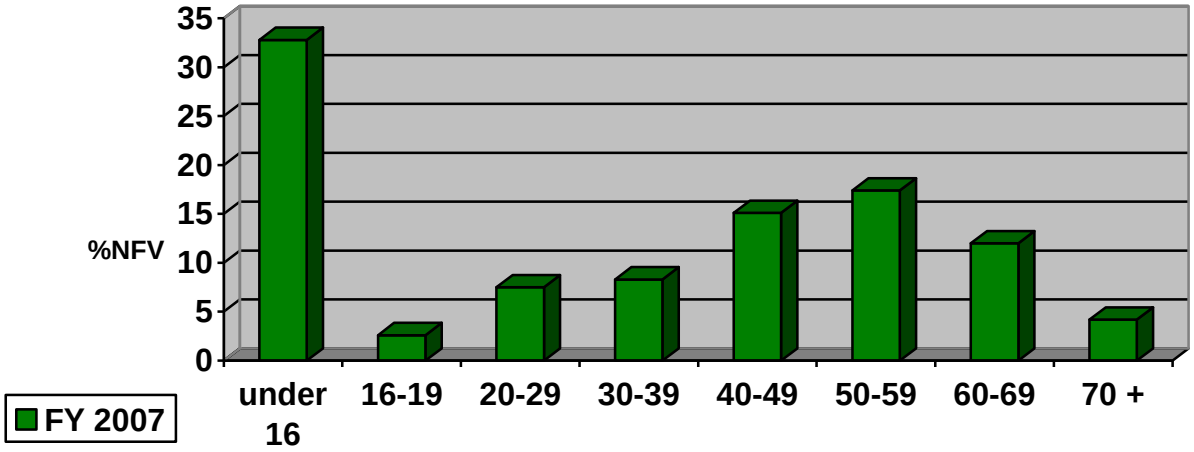


Table 8. Most commonly reported Zip Codes, states, and counties of Prescott National Forest survey respondents. (FY2007)

ZIP Codes	State	County	Survey Respondents (%)	Survey Respondents (n)
86303	AZ	Yavapai	13.1	209
86305	AZ	Yavapai	12.7	203
86314	AZ	Yavapai	11.6	185
86301	AZ	Yavapai	11.1	177
86323	AZ	Yavapai	4.0	64
86327	AZ	Yavapai	2.2	35
85308	AZ	Maricopa	0.9	15
86334	AZ	Yavapai	0.8	13
85382	AZ	Maricopa	0.8	12
86322	AZ	Yavapai	0.8	12
85086	AZ	Maricopa	0.7	11
86326	AZ	Yavapai	0.7	11

Table 9. Percent of National Forest Visits[a] by distance traveled to Prescott National Forest. (FY2007 NVUM)

Miles from Survey Respondent's Home to Interview Location[b]	National Forest Visits (%)
0 - 25 miles	62.9
26 - 50 miles	5.4
51 - 75 miles	1.8
76 - 100 miles	13.1
101 - 200 miles	8.3
201 - 500 miles	2.7
Over 500 miles	5.8
Total	100.0

[a] 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.

[b] Travel distance is self-reported

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.

Outside of overnight sites, visit durations are quite short. Over half of the visits to day use sites and to the General Forest Areas last less than two hours. About half of all national forest visits last two hours or less. Short visit durations are common when a large portion of visits are made by locals. There appear to be two types of users regarding visitation frequency. About 37 percent of visits are made by people who visit the forest fewer than 6 times per year. However, people who visit more than 50 times per year account for just over 30 percent of visits.

Table 10. Visit duration on Prescott National Forest (FY2007)

Visit Type	Average Duration (hours)	Median Duration (hours)
Site Visit	8.7	1.8
Day Use Developed	1.7	1.3
Overnight Use Developed	45.7	41.8
Undeveloped Areas	2.3	1.5
Designated Wilderness	4.1	3.2
National Forest Visit	12.9	2.0

¤ Not enough surveys were collected to make inferences about this variable.

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 for Prescott National Forest (FY2007)

Characteristic	Average
Percent of recreational visitors who visit just one National Forest site during their entire National Forest Visit	95.3
Average number of national forest sites visited during each National Forest Visit	1.1
Average Group size	2.1
Average number of Axles per vehicle	2.1

Table 12 Percent of National Forest Visits by annual visit frequency to Prescott National Forest (FY2007)

Number of Reported Annual Forest Visits	Percent of National Forest Visits (%)	
	All Activities	Main Activity
1 – 5 times per year	37.5	43.9
6 – 10 times per year	6.7	6.9
11 – 15 times per year	8.3	6.8
16 – 20 times per year	2.6	3.5
21 – 25 times per year	4.5	3.1
26 – 30 times per year	1.9	1.8
31 – 35 times per year	0.2	0.6
36 – 40 times per year	1.8	2.3
41 – 50 times per year	6.4	4.6
51 – 100 times per year	10.4	9.0
101 – 200 times per year	11.2	11.6
201 – 300 times per year	7.3	4.9
Over 300 times per year	1.3	1.0

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.

Almost 45 percent of visits have hiking or walking as their primary recreation activity. Another 18 percent indicate viewing scenery is their main reason for visiting the Prescott. More than half of visits include participation in viewing scenery (82%), viewing wildlife (70%), and hiking (68%).

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 on Prescott National Forest (FY2007)

Activity	% of visitors who participated in this activity[a]	% who said it was their primary activity[b]	Average hours spent in primary activity[c]
Camping in developed sites	12.4	5.1	31.5
Primitive camping	0.9	0.1	16.5
Backpacking	0.2	0.0	.
Resort Use	0.5	0.0	.
Picnicking	8.6	1.7	13.1
Viewing wildlife, birds, fish, etc	70.3	1.0	1.3
Viewing natural features (scenery)	81.9	18.4	2.5
Visiting historic/prehistoric sites	4.6	0.5	1.6
Visiting a nature center	5.4	0.0	.
Nature Study	6.4	0.0	.
Relaxing	55.5	7.1	17.8
Fishing	7.7	4.8	4.7
Hunting	0.5	0.4	5.3
OHV use	2.7	0.4	2.3
Driving for pleasure	24.4	8.1	2.2
Snowmobile travel	0.0	0.0	.
Motorized water travel	0.1	0.0	1.0
Other motorized activities	0.1	0.0	.
Hiking or walking	68.2	44.5	1.6
Horseback riding	2.0	2.1	2.9
Bicycling	4.3	3.5	1.8
Non-motorized water travel	2.3	1.8	2.2
Downhill skiing or snowboarding	0.2	0.2	2.0
X-C skiing, snow shoeing	0.0	0.0	.
Other non-motor activity (swim, etc.)	1.0	0.2	1.7
Gathering forest products mushrooms, berries, firewood	3.1	0.4	4.8
Motorized trail Activity	2.9	0.8	3.2
No Activity Reported	3.7	3.5	.

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

[b] Respondents were asked to select one activity as their main one; some selected more than one, so this column may total more than 100%.

[c] Computed only for those who indicated the activity was the main activity on their visit.

Table 14. Prescott National Forest visitor use of facilities and areas (FY2007).

FACILITY/ Area	Respondents who reported using this item (%)
Developed Swimming Site	0.0
Scenic Byway	16.2
Museum	2.6
Designated OHV Area	5.1
Forest Roads	5.3
Interpretive Displays	1.7
Information Sites	1.9
Developed Fishing Site	5.8
Motorized Single Track Trail	1.2
Motorized Dual Track Trails[b]	3.0
None of these	70.4

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 will be completed in summer of 2010.

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.

Consistent with previous results, the spending segment analysis shows that over sixty percent of visits are residents of the local area around the Prescott, and are day trips away from home. About 15 percent of visits come from people whose major destination is somewhere other than the Prescott. The customer base for the Prescott includes largely households of relatively modest means. About 12 percent of visits

indicate their annual household income is less than $25,000 per year. Nearly half of the visits come from people whose income is between $25,000 and $75,000.

Table 15. Distribution of National Forest Visits[a] by Spending Segment[b] on the Prescott National Forest (FY2007)

	Non-local Segments			Local Segments			Non-Primary[c]	Total
	Day	Overnight on NF	Overnight off NF	Day	Overnight on NF	Overnight off NF		
Percent of National Forest Visits, FY2007	6.26	9.72	3.75	62.27	3.20	0.11	14.69	100%

[a] 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.

[b] 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.

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

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.

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 of this report.

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. Visitor Trip Information for Prescott National Forest visitors (FY2007).

Average total trip spending per visiting party	169.0
Median total trip spending per visiting party	15.0
Percent of visitors who stayed away from home overnight on the trip that included this NF visit	22.3
Percent of visits that occur on trip with an overnight stay within 50 miles of the visited forest	21.3
For overnight visits, average number of nights within 50 miles of this forest	6.5
For those staying overnight within 50 miles of the forest, Percent indicating each type of Lodging	
NF campgrounds ON this national forest	50.2
Camping in undeveloped areas of this national forest	2.2
Cabins, lodges, hotels or huts ON this national forest	0.7
Other public campgrounds (Park Service, BLM, State, other)	1.6
Private campgrounds NOT on this national forest	0.5
Rented home, condo, cabin, lodge or hotel NOT on this nf	16.1
Private home of friend or relative	20.3
Home, cabin, or condo visitor owns	6.3
Other	1.9

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. Prescott NF recreation visitor's annual household income (FY2007).

Household Income Categories	Percent of those interviewed who reported household income within these levels
UNDER $25,000	11.8
$25,000 – 49,999	22.5
$50,000-74,999	26.7
$75,000-99,999	15.4
$100,000 – 149,999	15.9
$150,000 and OVER	7.8

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 of Prescott NF visitors (FY2007).

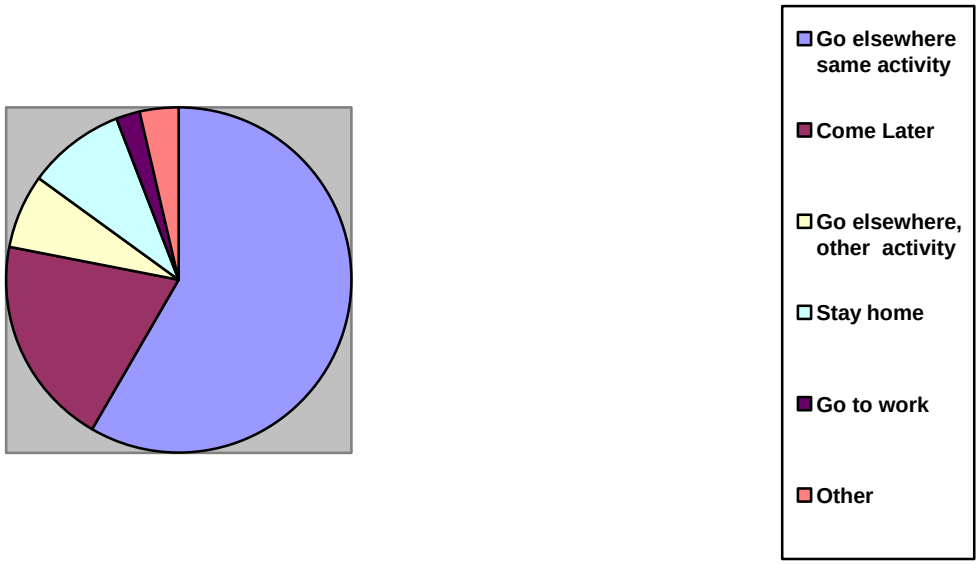
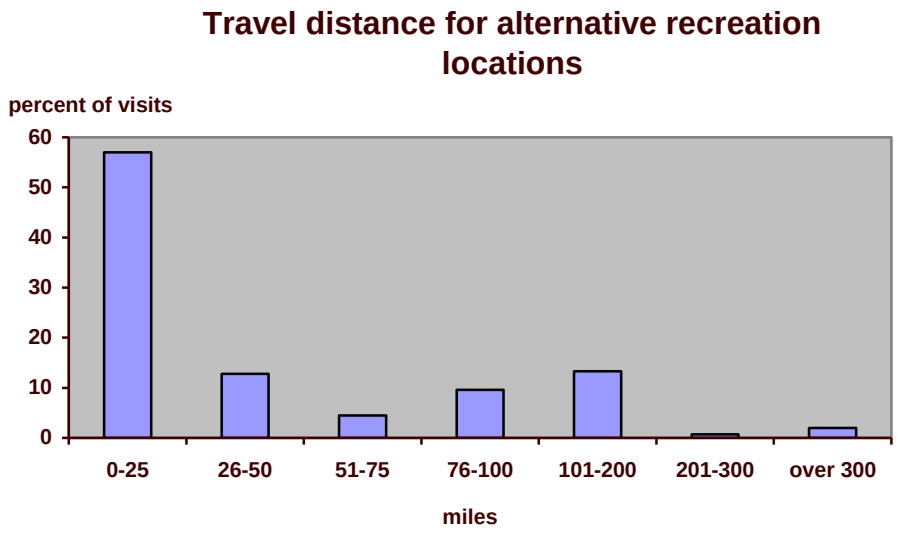


Figure 4. Reported distance visitors would travel to alternative recreation location if this NF was not available. (FY2007).



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. Figures 7a and 7b show the results.

Overall satisfaction results are very good. Ninety-four percent of visits give an overall rating of somewhat or very satisfied. Most of the satisfaction ratings for the composite indices are also quite high. The only ones not at or above 80 percent satisfaction are for facilities and services in Wilderness, and it is not clear how applicable those elements are to Wilderness on this forest.

Figure 5. Percent of Prescott National Forest visits by overall satisfaction rating (FY2007)

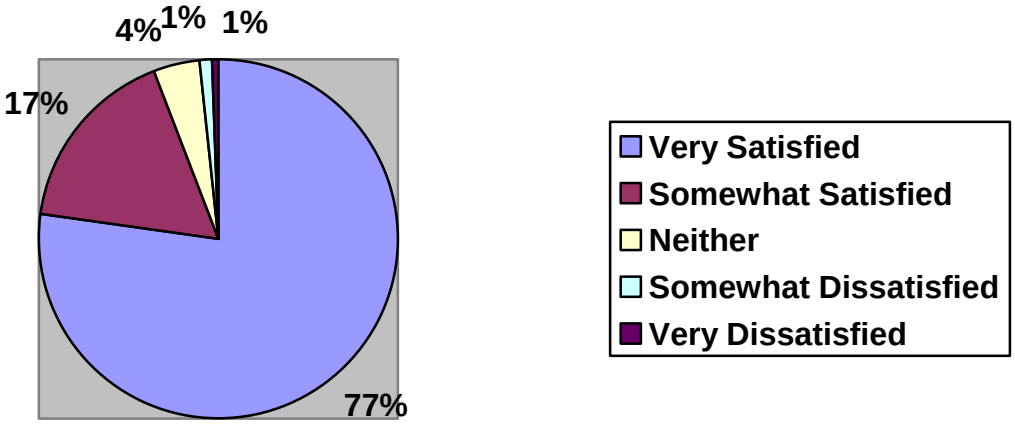


Table 18. Percent Satisfaction Index[a] scores for aggregate categories, Prescott National Forest (FY2007)

	Satisfied Survey Respondents (%)		
Items Rated	Developed Sites[b]	Undeveloped Areas (GFAs)	Wilderness
Developed Facilities (includes restroom cleanliness and facility condition)	88.0	83.3	43.6
Access (includes parking availability, parking lot condition, road condition and trail condition)	92.6	86.6	90.0
Services (includes availability of information, signage, employee helpfulness)	84.4	84.5	49.3
Perception of Safety	97.7	95.0	88.7

[a] This is a composite rating. It is the proportion of satisfaction ratings scored by visitors as satisfied or very satisfied. It is computed as the percentage of all ratings for the elements within the grouping that are at or above the target level, and indicates the percent of all visits where the person was satisfied with agency performance.

[b] This category includes both Day Use and Overnight Use Developed Sites.

Figure 6. Percent Meets Expectations scores for Prescott National Forest visits (FY2007)

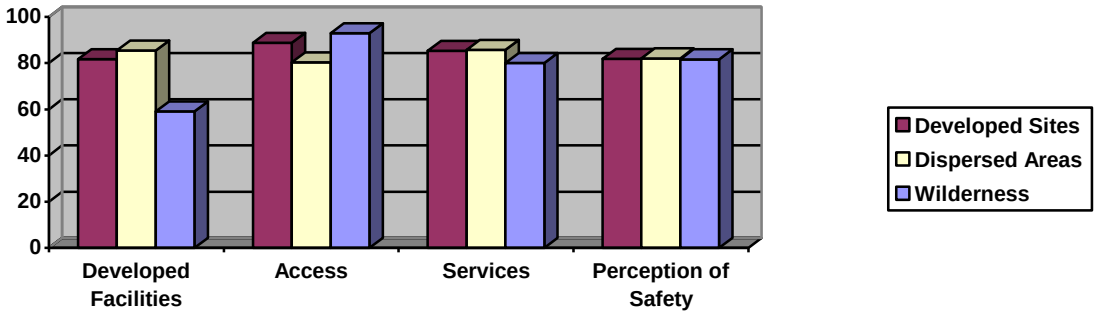


Table 19. Importance – Performance ratings for satisfaction elements, Day Use Developed Sites, Prescott National Forest (FY2007)

ITEM	I-P Rating
Restroom cleanliness	Keep up the Good Work
Developed facility condition	Keep up the Good Work
Condition of environment	Keep up the Good Work
Employee helpfulness	Keep up the Good Work
Interpretive display	Keep up the Good Work
Parking availability	Keep up the Good Work
Parking lot condition	Keep up the Good Work
Rec. info. available	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

* Indicates fewer than 10 people responded, so no information is provided due to small sample size.

Table 20. Importance – Performance ratings for satisfaction elements, Overnight Use Developed Sites, Prescott National Forest (FY2007)

ITEM	I-P Rating
Restroom cleanliness	Keep up the Good Work
Developed facility condition	Keep up the Good Work
Condition of environment	Keep up the Good Work
Employee helpfulness	Keep up the Good Work
Interpretive display	Keep up the Good Work
Parking availability	Keep up the Good Work
Parking lot condition	Keep up the Good Work
Rec. info. available	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

* Indicates fewer than 10 people responded, so no information is provided due to small sample size.

Table 21. Importance – Performance ratings for satisfaction elements, General Forest Areas, Prescott National Forest (FY2007)

ITEM	I-P Rating
Restroom cleanliness	Keep up the Good Work
Developed facility condition	Keep up the Good Work
Condition of environment	Keep up the Good Work
Employee helpfulness	Keep up the Good Work
Interpretive display	Possible Overkill
Parking availability	Keep up the Good Work
Parking lot condition	Keep up the Good Work
Rec. info. available	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

* Indicates fewer than 10 people responded, so no information is provided due to small sample size.

Table 22. Importance – Performance ratings for satisfaction elements, designated Wilderness, Prescott National Forest (FY2007)

ITEM	I-P Rating
Restroom cleanliness	*
Developed facility condition	*
Condition of environment	Keep up the Good Work
Employee helpfulness	*
Interpretive display	Low Priority
Parking availability	Possible Overkill
Parking lot condition	Possible Overkill
Rec. info. available	Low Priority
Road condition	Possible Overkill
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	*

* Indicates fewer than 10 people responded, so no information is provided due to small sample size.

Figure 7a. Overall Satisfaction with Road Condition and Signage Adequacy on the forest, FY2007.

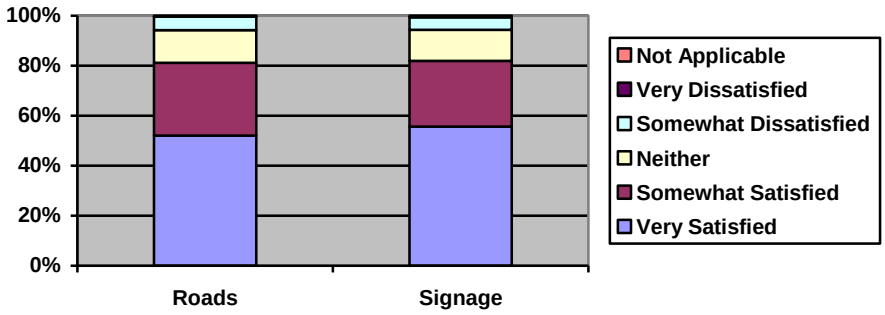
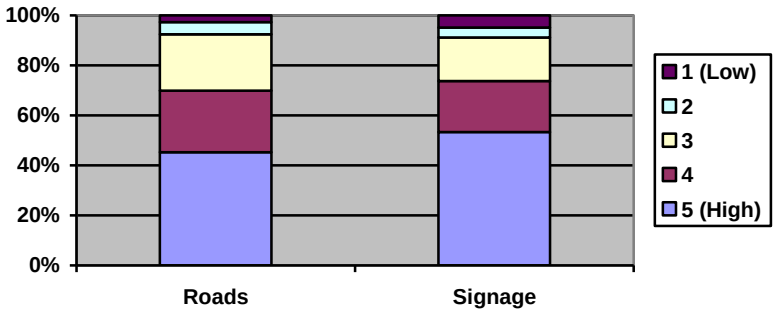


Figure 7b. Overall Importance ratings for Road Condition and Signage Adequacy on the forest, FY2007.



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. Prescott NF recreation visitor perception of crowding by site type. (FY2007).

	Perception of Crowding by Site Types (Percent site visits %)			
Crowding Rating	Day Use Developed Sites	Overnight Use Developed Sites	Undeveloped Areas (GFAs)	Wilderness
10 Overcrowded	0.0	0.6	1.2	0.0
9	1.4	17.3	1.4	5.7
8	3.0	17.3	1.7	0.0
7	2.8	5.2	2.4	0.0
6	26.7	31.9	7.3	18.4
5	13.9	0.0	10.7	5.7
4	10.9	11.6	18.7	12.7
3	21.4	0.3	30.6	32.1
2	19.9	13.0	24.7	25.4
1 Hardly anyone there	0.0	2.8	1.2	0.0

Disabilities

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

Table 24. Accessibility of Prescott National Forest facilities by persons with disabilities (FY2007).

Item	Percent
% of visitors interviewed with group member having a disability	5.6
Of this group, percent who said facilities at site visited were accessible	82.7

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 Table 27 the 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.

Wilderness demographic results indicate that gender proportions in Wilderness are about the same as for the overall forest visitation. That is not typically the case. However, as is typical on most forests, the proportion of Wilderness visits made by children or minorities is very small.

Table 25. Gender distribution of visits to Prescott NF Wilderness (FY2007).

Gender	Number of Survey Respondents	% of Wilderness Visits
Female	90	40.8
Male	98	59.2
Total	188	100.0

Table 26. Race/Ethnicity distribution of visits to Prescott NF Wilderness (FY2007).

Race/Ethnicity[a]	Number of Survey Respondents	Wilderness Visits (%)
American Indian/Alaska Native	1	3
Asian	0	0
Black/African American	0	0
Native Hawaiian or other Pacific Islander	0	0
White	33	100
Spanish, Hispanic, or Latino	1	3
Total	34	103

[a] "Spanish, Hispanic or Latino" was presented in a separate question because it is an ethnicity not a race. Respondents could choose more than one racial group.

Table 27. Age distribution of visits to Prescott National Forest Wilderness (FY2007).

Age Class	% of Wilderness Visits
Under 16	3.2
16-19	6.4
20-29	24.3
30-39	8.2
40-49	19.6
50-59	20.5
60-69	15.2
70 and over	2.7
Total	100.1

Table 28. Zip codes and County of Prescott National Forest Wilderness survey respondents (FY2007).

ZIP Codes	State	County	Survey Respondents (n)
86305	AZ	Yavapai	24
86301	AZ	Yavapai	9
86303	AZ	Yavapai	7
86314	AZ	Yavapai	5
86323	AZ	Yavapai	5
86322	AZ	Yavapai	4
86324	AZ	Yavapai	3
85308	AZ	Maricopa	2
86325	AZ	Yavapai	2
86326	AZ	Yavapai	2
86334	AZ	Yavapai	2

APPENDIX TABLES

APPENDIX A. – Complete list of zipcodes obtained from recreation visitors

Table A-1. Home Location of Prescott NF survey respondents, FY2007.

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
86303	AZ	Yavapai	13.1	209
86305	AZ	Yavapai	12.7	203
86314	AZ	Yavapai	11.6	185
86301	AZ	Yavapai	11.1	177
86323	AZ	Yavapai	4.0	64
86327	AZ	Yavapai	2.2	35
85308	AZ	Maricopa	0.9	15
86334	AZ	Yavapai	0.8	13
85382	AZ	Maricopa	0.8	12
86322	AZ	Yavapai	0.8	12
85086	AZ	Maricopa	0.7	11
86326	AZ	Yavapai	0.7	11
85032	AZ	Maricopa	0.6	10
85310	AZ	Maricopa	0.6	10
85029	AZ	Maricopa	0.6	9
85282	AZ	Maricopa	0.6	9
85306	AZ	Maricopa	0.6	9
85345	AZ	Maricopa	0.6	9
85022	AZ	Maricopa	0.5	8
85027	AZ	Maricopa	0.5	8
85374	AZ	Maricopa	0.5	8
86304	AZ	Yavapai	0.5	8
86333	AZ	Yavapai	0.5	8
85020	AZ	Maricopa	0.4	7
85242	AZ	Maricopa	0.4	7
85326	AZ	Maricopa	0.4	7
85044	AZ	Maricopa	0.4	6
85050	AZ	Maricopa	0.4	6

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
85203	AZ	Maricopa	0.4	6
85251	AZ	Maricopa	0.4	6
85339	AZ	Maricopa	0.4	6
85381	AZ	Maricopa	0.4	6
86001	AZ	Coconino	0.4	6
86302	AZ	Yavapai	0.4	6
86324	AZ	Yavapai	0.4	6
Foreign Country			0.3	5
85023	AZ	Maricopa	0.3	5
85087	AZ	Maricopa	0.3	5
85225	AZ	Maricopa	0.3	5
85249	AZ	Maricopa	0.3	5
85260	AZ	Maricopa	0.3	5
85281	AZ	Maricopa	0.3	5
85283	AZ	Maricopa	0.3	5
85323	AZ	Maricopa	0.3	5
85331	AZ	Maricopa	0.3	5
85338	AZ	Maricopa	0.3	5
85383	AZ	Maricopa	0.3	5
85387	AZ	Maricopa	0.3	5
86404	AZ	Mohave	0.3	5
UNKNOWN ORIGIN			0.3	4
85008	AZ	Maricopa	0.3	4
85013	AZ	Maricopa	0.3	4
85015	AZ	Maricopa	0.3	4
85018	AZ	Maricopa	0.3	4
85019	AZ	Maricopa	0.3	4
85051	AZ	Maricopa	0.3	4
85053	AZ	Maricopa	0.3	4
85085	AZ	Maricopa	0.3	4
85202	AZ	Maricopa	0.3	4

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
85224	AZ	Maricopa	0.3	4
85250	AZ	Maricopa	0.3	4
85254	AZ	Maricopa	0.3	4
85255	AZ	Maricopa	0.3	4
85284	AZ	Maricopa	0.3	4
85301	AZ	Maricopa	0.3	4
85302	AZ	Maricopa	0.3	4
85303	AZ	Maricopa	0.3	4
85307	AZ	Maricopa	0.3	4
85332	AZ	Yavapai	0.3	4
85379	AZ	Maricopa	0.3	4
86335	AZ	Yavapai	0.3	4
86336	AZ	Yavapai	0.3	4
85016	AZ	Maricopa	0.2	3
85021	AZ	Maricopa	0.2	3
85024	AZ	Maricopa	0.2	3
85028	AZ	Maricopa	0.2	3
85035	AZ	Maricopa	0.2	3
85037	AZ	Maricopa	0.2	3
85042	AZ	Maricopa	0.2	3
85048	AZ	Maricopa	0.2	3
85201	AZ	Maricopa	0.2	3
85204	AZ	Maricopa	0.2	3
85234	AZ	Maricopa	0.2	3
85248	AZ	Maricopa	0.2	3
85258	AZ	Maricopa	0.2	3
85296	AZ	Maricopa	0.2	3
85304	AZ	Maricopa	0.2	3
85335	AZ	Maricopa	0.2	3
86004	AZ	Coconino	0.2	3
86325	AZ	Yavapai	0.2	3
86329	AZ	Yavapai	0.2	3

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
86332	AZ	Yavapai	0.2	3
86338	AZ	Yavapai	0.2	3
86351	AZ	Yavapai	0.2	3
85004	AZ	Maricopa	0.1	2
85006	AZ	Maricopa	0.1	2
85009	AZ	Maricopa	0.1	2
85014	AZ	Maricopa	0.1	2
85033	AZ	Maricopa	0.1	2
85041	AZ	Maricopa	0.1	2
85210	AZ	Maricopa	0.1	2
85213	AZ	Maricopa	0.1	2
85222	AZ	Pinal	0.1	2
85226	AZ	Maricopa	0.1	2
85232	AZ	Pinal	0.1	2
85233	AZ	Maricopa	0.1	2
85243			0.1	2
85253	AZ	Maricopa	0.1	2
85259	AZ	Maricopa	0.1	2
85268	AZ	Maricopa	0.1	2
85351	AZ	Maricopa	0.1	2
85353	AZ	Maricopa	0.1	2
85354	AZ	Maricopa	0.1	2
85358	AZ	Maricopa	0.1	2
85361	AZ	Maricopa	0.1	2
85362	AZ	Yavapai	0.1	2
85373	AZ	Maricopa	0.1	2
85375	AZ	Maricopa	0.1	2
85392			0.1	2
85653	AZ	Pima	0.1	2
85713	AZ	Pima	0.1	2
86024	AZ	Coconino	0.1	2
86312	AZ	Yavapai	0.1	2

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
86313	AZ	Yavapai	0.1	2
86321	AZ	Yavapai	0.1	2
86401	AZ	Mohave	0.1	2
86409			0.1	2
01002	MA	Hampshire	0.1	1
01742	MA	Middlesex	0.1	1
01776	MA	Middlesex	0.1	1
02416			0.1	1
03055	NH	Hillsborough	0.1	1
03574	NH	Grafton	0.1	1
04614	ME	Hancock	0.1	1
04901	ME	Kennebec	0.1	1
06385	CT	New London	0.1	1
10930	NY	Orange	0.1	1
11743	NY	Suffolk	0.1	1
11756	NY	Nassau	0.1	1
12404	NY	Ulster	0.1	1
12518	NY	Orange	0.1	1
12866	NY	Saratoga	0.1	1
14580	NY	Monroe	0.1	1
15071	PA	Allegheny	0.1	1
15216	PA	Allegheny	0.1	1
16849	PA	Clearfield	0.1	1
21401	MD	Anne Arundel	0.1	1
27607	NC	Wake	0.1	1
28411	NC	New Hanover	0.1	1
29209	SC	Richland	0.1	1
29732	SC	York	0.1	1
32513	FL	Escambia	0.1	1

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
32926	FL	Brevard	0.1	1
33312	FL	Broward	0.1	1
37027	TN	Williamson	0.1	1
44024	OH	Geauga	0.1	1
47630	IN	Warrick	0.1	1
49009	MI	Kalamazoo	0.1	1
49201	MI	Jackson	0.1	1
49431	MI	Mason	0.1	1
49663	MI	Wexford	0.1	1
53051	WI	Waukesha	0.1	1
53122	WI	Waukesha	0.1	1
54130	WI	Outagamie	0.1	1
54701	WI	Eau Claire	0.1	1
56353	MN	Mille Lacs	0.1	1
59102	MT	Yellowstone	0.1	1
59865	MT	Lake	0.1	1
61853	IL	Champaign	0.1	1
65707	MO	Lawrence	0.1	1
66215	KS	Johnson	0.1	1
67025	KS	Sedgwick	0.1	1
68401	NE	York	0.1	1
69361	NE	Scotts Bluff	0.1	1
72745	AR	Benton	0.1	1
73132	OK	Oklahoma	0.1	1
74114	OK	Tulsa	0.1	1
74546	OK	Pittsburg	0.1	1
75024	TX	Collin	0.1	1
75160	TX	Kaufman	0.1	1
76051	TX	Tarrant	0.1	1
77380	TX	Montgomery	0.1	1
77418	TX	Austin	0.1	1

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
77539	TX	Galveston	0.1	1
78757	TX	Travis	0.1	1
79065	TX	Gray	0.1	1
80012	CO	Arapahoe	0.1	1
80219	CO	Denver	0.1	1
80303	CO	Boulder	0.1	1
82563			0.1	1
82801	WY	Sheridan	0.1	1
83605	ID	Canyon	0.1	1
83614			0.1	1
84124	UT	Salt Lake	0.1	1
84404	UT	Weber	0.1	1
84737	UT	Washington	0.1	1
85012	AZ	Maricopa	0.1	1
85031	AZ	Maricopa	0.1	1
85040	AZ	Maricopa	0.1	1
85043	AZ	Maricopa	0.1	1
85045	AZ	Maricopa	0.1	1
85063	AZ	Maricopa	0.1	1
85083			0.1	1
85205	AZ	Maricopa	0.1	1
85207	AZ	Maricopa	0.1	1
85208	AZ	Maricopa	0.1	1
85215	AZ	Maricopa	0.1	1
85219	AZ	Pinal	0.1	1
85238			0.1	1
85239	AZ	Pinal	0.1	1
85252	AZ	Maricopa	0.1	1
85261	AZ	Maricopa	0.1	1
85262	AZ	Maricopa	0.1	1
85280	AZ	Maricopa	0.1	1
85285	AZ	Maricopa	0.1	1

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
85286			0.1	1
85305	AZ	Maricopa	0.1	1
85333	AZ	Yuma	0.1	1
85340	AZ	Maricopa	0.1	1
85367	AZ	Yuma	0.1	1
85371	AZ	La Paz	0.1	1
85388			0.1	1
85390	AZ	Maricopa	0.1	1
85396			0.1	1
85501	AZ	Gila	0.1	1
85541	AZ	Gila	0.1	1
85602	AZ	Cochise	0.1	1
85621	AZ	Santa Cruz	0.1	1
85622	AZ	Pima	0.1	1
85637	AZ	Santa Cruz	0.1	1
85641	AZ	Pima	0.1	1
85704	AZ	Pima	0.1	1
85711	AZ	Pima	0.1	1
85719	AZ	Pima	0.1	1
85736	AZ	Pima	0.1	1
85739	AZ	Pima	0.1	1
85743	AZ	Pima	0.1	1
85749	AZ	Pima	0.1	1
85901	AZ	Navajo	0.1	1
86035	AZ	Coconino	0.1	1
86317			0.1	1
86337	AZ	Yavapai	0.1	1
86339	AZ	Coconino	0.1	1
86366			0.1	1
86394			0.1	1
86406	AZ	Mohave	0.1	1
87104	NM	Bernalillo	0.1	1

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
87114	NM	Bernalillo	0.1	1
87417	NM	San Juan	0.1	1
88345	NM	Lincoln	0.1	1
89081	NV	Clark	0.1	1
89084	NV	Clark	0.1	1
89134	NV	Clark	0.1	1
89147	NV	Clark	0.1	1
90045	CA	Los Angeles	0.1	1
90745	CA	Los Angeles	0.1	1
91360	CA	Ventura	0.1	1
91362	CA	Ventura	0.1	1
91423	CA	Los Angeles	0.1	1
91709	CA	San Bernardin	0.1	1
91906	CA	San Diego	0.1	1
92056	CA	San Diego	0.1	1
92064	CA	San Diego	0.1	1
92065	CA	San Diego	0.1	1
92071	CA	San Diego	0.1	1
92103	CA	San Diego	0.1	1
92111	CA	San Diego	0.1	1
92124	CA	San Diego	0.1	1
92131	CA	San Diego	0.1	1
92606	CA	Orange	0.1	1
92620	CA	Orange	0.1	1
92625	CA	Orange	0.1	1
92691	CA	Orange	0.1	1
92692	CA	Orange	0.1	1
92835	CA	Orange	0.1	1
92841	CA	Orange	0.1	1
93010	CA	Ventura	0.1	1
93550	CA	Los Angeles	0.1	1

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
93901	CA	Monterey	0.1	1
94115	CA	San Francisco	0.1	1
94549	CA	Contra Costa	0.1	1
94560	CA	Alameda	0.1	1
95050	CA	Santa Clara	0.1	1
95073	CA	Santa Cruz	0.1	1
95236	CA	San Joaquin	0.1	1
95409	CA	Sonoma	0.1	1
95670	CA	Sacramento	0.1	1
95684	CA	El Dorado	0.1	1
95829	CA	Sacramento	0.1	1
96522			0.1	1
96818	HI	Honolulu	0.1	1
97005	OR	Washington	0.1	1
97009	OR	Clackamas	0.1	1
97042	OR	Clackamas	0.1	1
97202	OR	Multnomah	0.1	1
97212	OR	Multnomah	0.1	1
97333	OR	Benton	0.1	1
97701	OR	Deschutes	0.1	1
98103	WA	King	0.1	1
98133	WA	King	0.1	1
98177	WA	King	0.1	1
98605	WA	Klickitat	0.1	1
98632	WA	Cowlitz	0.1	1
98837	WA	Grant	0.1	1
99336	WA	Benton	0.1	1
99516	AK	Anchorage	0.1	1

HOME LOCATION	STATE	COUNTY	Percent of Total Frequency	Frequency Count
99654	AK	Matanuska-Sus	0.1	1
99708	AK	Fairbanks Nor	0.1	1

APPENDIX B. Detailed Satisfaction Results, FY2007.

Table B-1. Satisfaction of Prescott NF recreation visitors at Developed Day Use sites (FY2007).

ITEM	Very Dis-satisfied	Some-what Dis-satisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Average Rating *	Number of Responses ***	Mean Importance **
Restroom cleanliness								
	3.4	4.8	6.6	16.1	69.1	4.4	75	4.8
Developed facility condition								
	0.0	2.7	7.9	19.9	69.5	4.6	103	4.4
Condition of environment								
	0.0	1.7	9.5	28.9	59.8	4.5	127	4.7
Employee helpfulness								
	0.0	0.0	16.7	6.8	76.5	4.6	54	4.6
Interpretive display								
	0.0	1.5	15.7	24.7	58.1	4.4	97	4.0
Parking availability								
	0.0	0.6	1.3	7.2	90.9	4.9	125	4.6
Parking lot condition								
	0.0	1.1	3.3	12.7	82.8	4.8	124	4.4
Rec. info. available								
	0.0	2.1	11.6	25.6	60.6	4.4	76	4.1
Road condition								
	0.0	3.0	11.6	19.8	65.6	4.5	120	4.4
Feeling of safety								
	0.0	0.0	1.1	18.8	80.1	4.8	125	4.9
Scenery								
	0.0	0.6	3.5	16.3	79.5	4.7	126	4.7
Signage adequacy								
	0.0	1.3	11.0	13.5	74.2	4.6	102	4.4
Trail condition								
	0.0	0.0	3.4	24.3	72.3	4.7	108	4.5
Value for fee paid								
	0.8	0.8	3.4	18.1	76.9	4.7	108	4.5

*Scale is: Very Dissatisfied = 1 Somewhat Dissatisfied = 2 Neither = 3 Somewhat Satisfieds = 4 Very Satisfied = 5
** Scale is: 1= not important 2= somewhat important 3=moderately important 4= important 5 = very important
*** number of visitors who responded to this item.
Note: For items with less than 10 responses the data was not reported

Table B-2. Satisfaction of Prescott NF recreation visitors at Developed Overnight sites (FY2007**).**

ITEM	Very Dis-satisfied	Some-what Dis-satisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Average Rating *	Number of Responses ***	Mean Importance **
Restroom cleanliness								
	4.4	7.6	7.0	21.6	59.3	4.2	48	4.7
Developed facility condition								
	0.0	1.3	3.0	27.3	68.3	4.6	52	4.5
Condition of environment								
	0.0	0.0	2.8	36.9	60.3	4.6	56	4.7
Employee helpfulness								
	0.0	0.0	11.0	8.5	80.4	4.7	38	4.8
Interpretive display								
	2.6	6.3	13.4	25.4	52.2	4.2	19	4.2
Parking availability								
	0.0	2.8	10.3	13.1	73.8	4.6	56	4.6
Parking lot condition								
	0.0	1.2	2.9	14.7	81.2	4.8	55	4.5
Rec. info. available								
	0.0	13.8	13.5	11.6	61.1	4.2	30	4.4
Road condition								
	0.0	9.7	2.7	27.2	60.4	4.4	50	4.3
Feeling of safety								
	0.0	2.4	1.2	26.6	69.9	4.6	55	4.8
Scenery								
	0.0	0.0	0.0	22.6	77.4	4.8	56	4.7
Signage adequacy								
	0.0	4.7	6.3	31.6	57.4	4.4	51	4.6
Trail condition								
	0.0	0.0	5.9	32.2	61.9	4.6	33	4.5
Value for fee paid								
	0.0	0.0	1.6	15.6	82.8	4.8	50	4.7

*Scale is: Very Dissatisfied = 1 Somewhat Dissatisfied = 2 Neither = 3 Somewhat Satisfieds = 4 Very Satisfied = 5
** Scale is: 1= not important 2= somewhat important 3=moderately important 4= important 5 = very important
N obs means the number of visitors who responded to this item.
Note: For items with less than 10 responses the data was not reported

Table B-3. Satisfaction of Prescott NF recreation visitors in General Forest Areas (FY2007).

ITEM	Very Dis-satisfied	Some-what Dis-satisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Average Rating *	Number of Responses ***	Mean Importance **
Restroom cleanliness								
	2.9	0.3	16.3	17.4	63.1	4.4	65	4.3
Developed facility condition								
	0.0	0.3	13.4	33.1	53.1	4.4	68	4.0
Condition of environment								
	1.3	8.7	14.4	24.5	51.1	4.2	178	4.9
Employee helpfulness								
	3.1	0.3	0.3	28.7	67.6	4.6	54	4.4
Interpretive display								
	2.6	0.2	16.5	36.3	44.4	4.2	99	3.8
Parking availability								
	7.6	5.1	3.3	17.2	66.7	4.3	130	4.4
Parking lot condition								
	1.8	1.8	5.8	24.6	65.9	4.5	108	4.1
Rec. info. available								
	0.3	4.9	8.7	31.0	55.1	4.4	71	4.2
Road condition								
	0.1	0.3	17.9	31.4	50.3	4.3	156	4.1
Feeling of safety								
	0.0	1.2	3.9	20.8	74.2	4.7	177	4.7
Scenery								
	0.1	1.4	3.9	21.7	72.9	4.7	178	4.8
Signage adequacy								
	0.4	2.9	17.5	10.9	68.2	4.4	115	4.4
Trail condition								
	0.0	0.4	8.2	30.6	60.8	4.5	145	4.6
Value for fee paid								
	3.8	0.3	4.1	13.7	78.1	4.6	63	4.6

*Scale is: Very Dissatisfied = 1 Somewhat Dissatisfied = 2 Neither = 3 Somewhat Satisfieds = 4 Very Satisfied = 5
** Scale is: 1= not important 2= somewhat important 3=moderately important 4= important 5 = very important
N obs means the number of visitors who responded to this item.
Note: For items with less than 10 responses the data was not reported.

Table B-4. Satisfaction of Prescott NF Wilderness Visitor respondents (FY2007).

ITEM	Very Dis-satisfied	Some-what Dis-satisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Average Rating *	Number of Responses ***	Mean Importance **
Restroom cleanliness								
	.	.	.	.	.	.	6	.
Developed facility condition								
	.	.	.	.	.	.	4	.
Condition of environment								
	0.0	4.7	0.0	24.1	71.2	4.6	27	4.9
Employee helpfulness								
	.	.	.	.	.	.	2	.
Interpretive display								
	11.8	4.9	50.0	4.9	28.5	3.3	12	3.5
Parking availability								
	0.0	0.0	0.0	2.7	97.3	5.0	21	3.3
Parking lot condition								
	0.0	0.0	5.6	19.2	75.2	4.7	20	2.8
Rec. info. available								
	0.0	14.8	27.7	6.7	50.7	3.9	17	3.7
Road condition								
	0.0	13.6	16.4	27.6	42.4	4.0	20	3.5
Feeling of safety								
	0.0	0.0	11.3	26.4	62.2	4.5	27	4.2
Scenery								
	0.0	0.0	0.0	5.7	94.3	4.9	27	4.9
Signage adequacy								
	0.0	2.4	42.1	16.4	39.1	3.9	26	3.6
Trail condition								
	0.0	0.0	5.7	17.4	76.9	4.7	27	4.0
Value for fee paid								
	.	.	.	.	.	.	7	.

*Scale is: Very Dissatisfied = 1 Somewhat Dissatisfied = 2 Neither = 3 Somewhat Satisfieds = 4 Very Satisfied = 5
** Scale is: 1= not important 2= somewhat important 3=moderately important 4= important 5 = very important
N obs means the number of visitors who responded to this item.
Note: For items with less than 10 responses the data was not reported