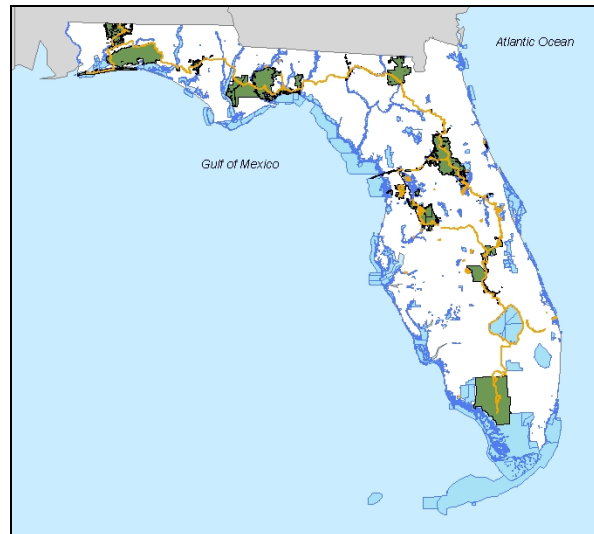


MARKET SEGMENTATION OF TRAIL VISITORS:

MARKETING THE FLORIDA NATIONAL SCENIC TRAIL TO NON-FNST VISITORS



Presented to:

U.S.D.A. National Forests in Florida & Florida Trail Association



By:

Rachel Albritton
Taylor V. Stein

University of Florida, School of Forest Resources and Conservation



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EXECUTIVE SUMMARY

Motivations are often the driving force behind an individual's decision to fulfill some desired need (Driver *et al.*, 1991); however, knowing what a visitor's motivation(s) are is only one part of a larger equation. Once a particular desire is acknowledged, a person must then decide where to go in order to attain or fulfill that desire thereby forcing them to choose one particular destination over another. Understanding the relationship between motivations and preferred destination characteristics allows marketers to "package" a destination area in a way that addresses both desires and preferences in a way that will be viewed as appealing or desirable to the target audience (Oh *et al.*, 1995).

PURPOSE & OBJECTIVES

The purpose of this study was to investigate the motivations and destination preferences of homogenous hiker segments at destinations (i.e. parks and forests) where the Florida Trail did not traverse. Specifically, the objectives of this study were to

1. Form homogenous market segments based on similar motivations.
2. Explore the motivations, preferences, and characteristics of each identified market segment.
3. Explore the relationships between motivations and destination and trail setting preference for each market segment in order to predict what types of natural area each market is most likely to visit to attain desired motivations.

METHODS

A total of six study areas were chosen. Study areas were within 15 miles of the Florida National Scenic Trail. Data were collected through on-site surveys and mail back questionnaires. From fall of 2006 through summer of 2008 a total of 175 surveys were completed for a response rate of 71.3%. A combination of data analysis techniques used in order to address the studies objectives. Techniques included descriptive analysis, principle component analysis, cluster analysis, ANOVAs and multiple regression. All data analysis was done with SPSS v11.5.

SUMMARY OF MARKET SEGMENTS

- The cluster analysis resulted in the creation of four market segments; *easy goers*; *all or nothing*; *family focused*; *fitness enthusiasts*.
- The *easy goers* segment is most likely to be motivated by nature appreciation; however, these visitors are fairly neutral about most motivations. They have a strong inclination to visit destinations that are known for opportunities to see birds and wildlife.
 - Given this segment's inclination for wildlife and birds, providing wildlife and avian guides and interpretive materials for known birding destinations along the Florida Trail may be useful in marketing the trail to this segment of hikers.
 - Identify and provide a list of locations of historical and natural features along the trail that may serve as destination locations as well as interpretive opportunities.

- The *all or nothing* segment finds all motivations important. This segment showed a strong preference for natural areas that contain unique water features.
 - Identify and provide a list of locations for unique water features along the FNST that would serve as good destination attractions for these trail visitors. Provide interpretive information on the importance and natural value of these areas.
- The *family focused* segment is mostly motivated by desires to spend time with family and friends and strengthen the bonds of these relationships. However motivations relating to nature appreciation and physical and mental health improvement were also important. They are most likely to be drawn to natural areas that show minimal evidence of human interference. The segment was mostly female, and they were also likely to travel to destinations within 30 miles of their home.
 - Marketing opportunities to experience the Florida National Scenic Trail within hikers' local FTA chapters could bring focus to local opportunities to experience the trail as well as bring awareness to the Florida Trail Association and its role in maintaining the FNST.
 - Gaining the interest of youth will bring the entire family out to the Florida Trail. Maintain local involvement with youth groups such as scout groups, and identify other areas that youth and/or school groups may be targeted.
- *Fitness enthusiasts* tend to be out of state visitors, and may possibly be seasonal residents. They are most interested in promoting their physical and mental health, and are most likely to choose destinations that are natural and appear to be untouched by humans.
 - Increase trail visibility through road signs or brochures in areas where the trail is close to lodging accommodations as well as within areas that are predominately populated by seasonal residents.
 - Market the trail's opportunities to contribute to a healthy and active lifestyle, both locally, regionally, and nationally.

FUTURE AREAS OF STUDY

- Destination attribute descriptions used within this study were broad (i.e. Wilderness areas, areas with unique water features, etc.), and sought to examine a spectrum of primitive versus urban settings to visit. A more lengthy and detailed inquiry about specific site preferences such as parking lots, kiosks, facilities etc. may be needed in order to understand and meet the needs of new visitors.
- Developing an understanding of what kinds of marketing approaches for the desired target audience is also needed. Future research should focus on developing possible market approaches and testing which ones are the most effective and if the effectiveness of an approach differs by region or market segment.

INTRODUCTION

BACKGROUND

The Florida National Scenic Trail received official designation as a scenic trail in 1983. As such, the trail has been recognized for its outstanding natural beauty and provides the public an opportunity to experience this beauty (National Trails System Act, 1968). In 2003, the U.S. Forest Service, National Forests in Florida funded a long-term research effort to learn more about the number of annual visitors the Florida National Scenic Trail (FNST), and who these visitors were (Sanborn *et al.*, 2004; Albritton *et al.*, 2005; Albritton *et al.*, 2006). During this long-term research effort, it became apparent that many visitors to the FNST were aware that Florida had a national scenic trail but were unaware they were visiting it (Albritton *et al.*, 2007). As a result, initial efforts were made to investigate marketing opportunities to the FNST. These initial efforts focused on the investigation of motivation and setting preference differences between FNST visitors and non-FNST visitors. Results indicated that some significant differences existed; however the motivations and preferred settings by both groups were opportunities that the FNST provided. In addition, the findings of this exploratory research effort raised several questions and potential areas of future research. One point in particular generated much discussion, and became the focus of a more in depth investigation on who and how to focus future trail marketing efforts. Why do hikers choose to hike on non-FNST trails when they are in close proximity to the Florida National Scenic Trail?

Motivations are often the driving force behind an individual's decision to fulfill some desired need (Driver *et al.*, 1991); however, knowing what a visitors motivation(s) are is only one part of a larger equation. Once a particular desire is acknowledged, a person must then decide where to go in order to attain or fulfill that desire thereby forcing them to choose one particular destination over another. Understanding the relationship between motivations and preferred s allows marketers to “package” a destination area in a way that addresses both desires and preferences in a way that will be viewed as appealing or desirable to the target audience (Oh et al., 1995).

STUDY PURPOSE & OBJECTIVES

The purpose of this study was to investigate the motivations and destination preferences of homogenous hiker segments at destinations (i.e. parks and forests) where the Florida Trail did not traverse. Specifically, the objectives of this study were to

4. Form homogenous market segments based on similar motivations.
5. Explore the motivations, preferences, and characteristics of each identified market segment.
6. Explore the relationships between motivations and destination and trail setting preference for each market segment in order to predict what types of natural area each market is most likely to visit to attain desired motivations.

METHODS

STUDY AREAS

Three criteria were used to select potential study areas;

1. Proximity to the Florida Trail (within 15 miles)
2. Similar trail opportunities within similar recreation areas (i.e. rail trails, wilderness area, etc.), and/or
3. Similar surrounding communities (i.e. urban interface areas)

Final areas chosen met at least one criteria, but not necessarily all three. Distance criteria were chosen based on the assumption that the individual had a reasonable choice to visit an area through which the FNST traversed and where it did not. Similar trail opportunities within similar recreation areas were evaluated based on the volume of use, and type of trail (paved/unpaved). Similar surrounding communities were based on surrounding population and community's proximity to natural areas (i.e. urban interface areas). From 2006-2008, visitor survey data was collected at a total of 6 survey areas through which the FNST did not pass through. (Figure 1).

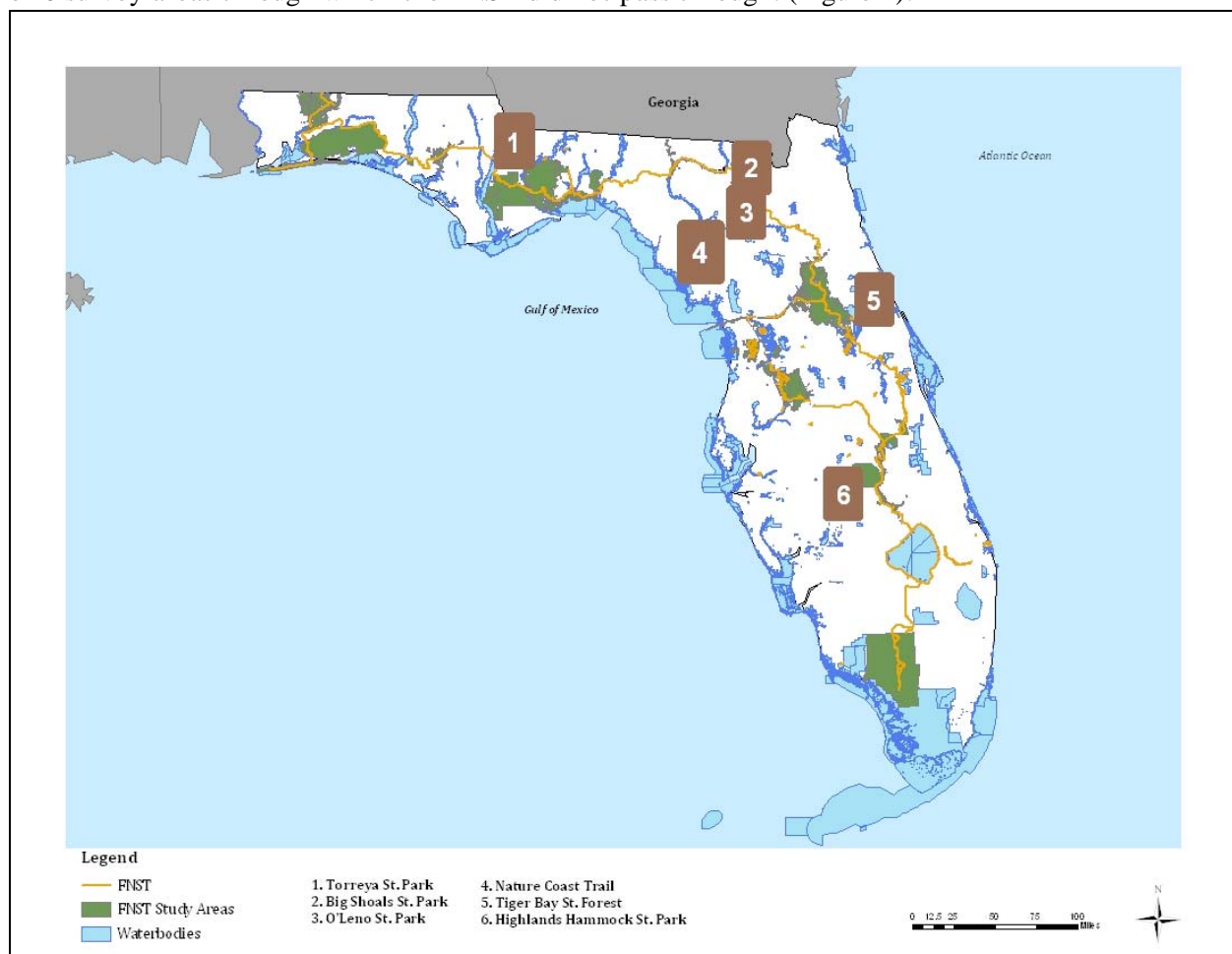


Figure 1. Study Areas

DATA COLLECTION

Data was collected with visitor surveys. Initial research efforts used a combination of on-site surveys (Appendix 1) and mail back questionnaires (Appendix 2) to gather information. Despite the use of Dillman's Tailored Method Approach (2000), response rates remained low so the on-site survey was adapted to gather all information through the on-site questionnaire (Appendix 3). Although the study moved from a mixed method to a single method data collection approach, the questions within the survey remained the same.

Trained interviewers were strategically placed at major trailheads, and they randomly select individuals (at least 18 years of age) from each visitor group and ask them to complete a short on-site interview. From October 1, 2006 – March 31, 2007 a total of 144 on-site interviews were completed. Eighteen people (12.5%) did not wish to take a mail back with them, resulting in the distribution of 126 mail back questionnaires of which 87 were returned for a 59.7% response rate. From January 7, 2008 – April 30, 2008 a total of 104 visitors were approached to complete the survey of which 12 declined and 4 were incomplete resulting in 88 completed surveys for an 84.6% response rate. Data from both seasons was combined equaling 175 completed surveys at non-FNST sites for a 71.3% response rate.

VARIABLES MEASURED

Participants were presented with 16 possible reasons (motivations) for visiting the trail that day. These motivations were pulled from the recreation experience preference (REP) scales, and respondents were asked to rate the importance of each of those reasons on a scale of "1" to "5" with a "1" representing "not at all important" and a "5" representing "very important". Similarly, respondents were presented with 12 destination attributes and were asked to indicate on a scale of "1" to "5", how important each attribute was in choosing their leisure destination for their trip. Lastly, respondents were given twelve trail and setting characteristics that described the physical, social, and trail design characteristics and respondents were asked to rate the importance of each characteristic when engaged in their primary activity of the day.

DATA ANALYSIS

To facilitate the studies objectives, several data analysis techniques were used. Descriptive statistics were relied upon in order to investigate general socio-demographic characteristics, motivations, and destination attribute preferences. In order to form market segments, a principle components analysis (PCA) with varimax rotation was done on the 16 motivations in order to reduce the number of variables being evaluated. Using the output of the PCA analysis, a hierarchal cluster analysis was completed in order to group the respondents into homogenous subsets (market segments) based on the level of importance reported for each motivation. Finally, multiple regression analysis was completed in order to predict the types of destinations and trail opportunities each segment would likely choose to visit based on their desired motivations.

Significance was measured at the .01 level. All data analysis was completed using SPSS v11.5.

RESULTS

PRINCIPLE COMPONENT ANALYSIS

A principle component analysis (PCA) with varimax rotation was done to reduce the number of motivation variables being analyzed thereby making the data analysis more simple to interpret, and to examine the variables the underlying structure. The results revealed the 16 original motivations could be reduced into four variables, referenced within the table as components. The first component reflects self-achievement motivations, the second component reflects physical and mental health improvement, the third component reflects family and social bonding, and the fourth component reflects nature appreciation (Table 1).

Table 1. Principle Component Analysis Results

Motivation	Component 1	Component 2	Component 3	Component 4
Challenge myself and achieve personal goals	.831			
Depend on my skills and abilities	.830			
Take risks	.774			
Feel a sense of independence	.661			
Engage in personal/spiritual reflection	.605			
Meet new people	.591			
Reduce Tensions and Stress from everyday life		.833		
Escape noise/crowds		.732		
Promote physical fitness		.570		
Be in an area where I feel safe and secure		.559		
Strengthen family kinship			.843	
Be with friends and family			.811	
Explore the area and the natural environment				.851
Learn about the natural environment of the area				.759
Enjoy nature				.584
Learn about the history and culture of the area				.444

CLUSTER ANALYSIS & SEGMENT PROFILES

The purpose of the cluster analysis was to segment non-Florida trail users into similar, homogenous groups based on the importance placed on desired motivations. Placing respondents into similar groups or market segments allows for a more in-depth investigation of the preferences each segment has for destinations and trail settings and the unique marketing needs of each segment. The results of the hierarchical cluster analysis revealed four segments of visitors. The four hiker segments were labeled, *easy goers*, *all or nothing*, *family focused* and *fitness enthusiasts*. Each of these segments is described below.

The *easy goers* made up the largest segment, composed of 33% of the sample. Respondents within the *easy goers* segment bordered on being neutral to most of the motivations, but placed the highest importance on nature appreciation opportunities (mean = 3.81). The *easy goers* also placed some level of importance on physical and mental health improvement (mean = 3.74) and family and social bonding (mean = 3.66), but not as much importance as those within the *family focused* segment (Table 2). Respondents within this segment were likely to be either male (52.6%) or female (47.4%) between the ages of 40-59 years old (52.6%) (Table 3). Visitors within the *easy goers* segments were more likely to live within 90 miles of the trail or destination (76.4%) (Table 4).

The *all or nothing* segment is the second largest segment, composed of 32% of the sample. Respondents within the *all or nothing* segment viewed all motivations as important, but placed the most importance on opportunities for physical and mental health improvement (mean = 4.49). Opportunities for self improvement were higher for this segment than any other (mean = 3.78) indicating that for this segment, self improvement may be closely aligned with the desire to improve one's physical and mental health (Table 2). Similar to the *easy goers*, visitors within this segment were likely to be male (55.4%) or female (44.6%) between the ages of 50-59 years old (30.9%) (Table 3). Those within the *all or nothing* segment were most likely to live within 90 miles of the trail or destination (69.3%) (Table 4).

The *family focused* segment was the third largest segment, composed of 21% of the sample. Opportunities to spend time with friends and family and strengthen bonds between family members is of most importance to this segment (mean = 4.92). Motivations related to physical and mental health improvement (mean = 4.42) and nature appreciation (mean = 4.16) are also viewed as important reasons for engaging in activities along the trail (Table 2). The *family focused* segment is also most likely to be composed of females (73%) (Table 3) who live within 30 miles of the trail or destination area (Table 4). In addition, *family focused* visitors never traveled alone, but was the most likely segment to travel in larger groups, usually composed of four people (40.5%) (Table 4).

The *fitness enthusiasts* are the smallest segment, composed of 14% of the sample. Respondents within the *fitness enthusiasts* segment viewed all motivations as unimportant with the exception of physical and mental health improvement (mean = 3.61). Although this is the segments highest importance, it is also the lowest importance placed on this particular motivation in comparison to the other market segments (Table 2). These visitors were most likely to be out of state visitors (37.5%) (Table 4), 60 years of age or over (40%) and retired (36%) (Table 3).

Table 2. Motivations by market segment

Motivations	Mean ^a				F-Stat	Post Hoc
	Easy Goers (1)	All or Nothing (2)	Family Focused (3)	Fitness Enthusiasts (4)		
Nature Appreciation	3.81	4.17	4.16	3.45	12.34	2,3>1,4
Physical and Mental Health Improvement	3.74	4.49	4.42	3.61	234.03	3>2>1>4
Family & Social Bonding	3.66	4.38	4.91	1.56	23.41	3,2>1,4
Self Improvement	2.76	3.78	2.28	2.38	56.37	3>2>1,4

n = 175 p < .01

1 = not at all important 3 = neutral 5 = most important

FLORIDA NATIONAL SCENIC TRAIL MARKETING ASSESSMENT

Table 3. Socio-Demographic Information

Variable	n	Easy Goers (%)	All or Nothing (%)	Family Focused (%)	Fitness Enthusiasts (%)	Total (%)	Chi-Square
Gender							
Male	237	52.6	55.4	27.0	52.0	48.0	8.38
Female		47.4	44.6	73.0	48.0	52.0	
Age							
18-29 years old	233	15.8	5.5	17.1	4.0	11.0	21.61
30-39 years old		12.3	27.3	25.7	28.0	22.1	
40-49 years old		29.8	12.7	11.4	8.0	17.4	
50-59 years old		22.8	30.9	28.6	20.0	26.2	
60 years or older		19.3	23.6	17.1	40.0	23.3	
Marital Status							
Married	179	82.5	82.1	91.9	80.0	84.0	6.1
Single		17.5	17.9	8.1	20.0	16.0	
Children at Home							
0	179	61.4	60.7	43.2	76.0	59.4	36.54*
1		7.0	28.6	10.8	12.0	15.4	
2		24.6	5.4	35.1	8.0	18.3	
3		0.0	3.6	8.1	0.0	2.9	
4 or more		7.0	1.8	2.7	4.0	4.0	
Education							
Some high school or less	178	3.6	7.1	5.4	8.0	5.7	10.0
High school/GED grad.		10.7	17.9	8.1	20.0	13.8	
Some college		25.0	30.4	35.1	8.0	26.4	
College grad. or beyond		60.7	44.6	51.4	64.0	54.0	
Employment							
Employed	178	70.2	75.0	75.0	60.0	71.3	15.8
Retired		17.5	19.6	11.1	36.0	19.5	
Homemaker		3.5	1.8	8.3	0.0	3.4	
Student		5.3	0.0	0.0	0.0	1.7	
Unemployed		3.5	3.6	5.6	4.0	4.0	
Household Income							
\$19,999 or less	171	3.8	3.6	5.4	8.0	4.7	15.5
\$20,000-\$39,999		17.3	12.7	8.1	24.0	14.8	
\$40,000-\$59,999		21.2	25.5	32.4	32.0	26.6	
\$60,000-\$79,999		17.3	18.2	32.4	24.0	21.9	
\$80,000-\$99,999		5.3	5.3	1.8	0.0	12.4	
\$100,000 or more		23.1	23.6	12.5	12.0	19.5	
Ethnicity							
White	179	98.2	98.2	91.9	100.0	97.1	4.89
None white		1.8	1.8	8.1	0.0	2.9	

* p < .01

FLORIDA NATIONAL SCENIC TRAIL MARKETING ASSESSMENT

Table 4. Trip & Group Characteristics

Statement	n	Easy Goers (%)	All or Nothing (%)	Family Focused (%)	Fitness Enthusiasts (%)	Total	X ²
First visit to the trail/destination							
Yes	237	53.6	41.1	29.7	54.2	44.5	6.9
No		46.4	58.9	70.3	45.8	55.5	
Past visits to the trail/destination							
0-1 times	237	14.8	25	7.7	9.1	15.6	12.52
2-6 times		66.7	50	69.2	36.4	58.3	
7-12 times		3.7	12.5	3.8	9.1	7.3	
13 or more times		14.8	12.5	19.2	45.5	18.8	
Time spent on the trail							
1 hour or less	235	62.5	50	59.5	62.5	57.8	9.96
A few hours		28.6	41.1	37.8	33.3	35.3	
Half a day		1.8	7.1	0.0	0.0	2.9	
More than a day		7.1	1.8	2.7	4.2	4.0	
Distance travels to trail/destination							
0-30 miles	176	38.2	38.5	59.5	29.2	41.7	26.6*
31-90 miles		38.2	30.8	21.6	12.5	28.6	
91-180 miles		12.7	11.5	5.4	12.5	10.7	
181 miles or more		5.5	9.6	5.4	8.3	7.1	
Out of state		5.5	9.6	8.1	37.5	11.9	
Group size							
1	235	14.3	8.9	0.0	50	14.5	51.13*
2		50	60.7	29.7	37.5	47.4	
3		5.4	8.9	10.8	4.2	7.5	
4		19.6	12.5	40.5	0	19.1	
5 more		10.7	8.9	18	8.3	11.6	
Group type							
Family	237	60	57.1	67.6	41.7	14.5	46.21*
Alone		14.5	8.9	0.0	50	3.5	
Friends		20	16.1	10.8	0.0	14	
Significant other		3.6	5.4	2.7	0.0	6.4	
Organized group		1.8	5.4	2.7	4.2	3.5	
Friends and family		0.0	7.1	16.2	4.2	58.1	

*p <.01

DESTINATION & TRAIL SETTING PREFERENCES

Respondents were asked to indicate how important each of the 12 destination attributes was in choosing their leisure destination for the day. Characteristics relating to wilderness, wildlife, water features, and good environmental quality were all destination attributes that were viewed as important characteristics to consider when choosing their destination for the day. Destination attributes relating to fishing, hunting, historical and cultural resources, arts and crafts, and local small towns did not appear to be important contributing factors to the destination decision for any market segment (Table 5).

Table 5. Destination attribute preferences for all market segments

Destination Attributes	Mean ^a				Total
	Easy Goers	All or Nothing	Family Focused	Fitness Enthusiasts	
Wilderness and undisturbed nature	4.13	4.59	4.41	3.84	4.21
Chance to see wildlife/birds	4.05	4.46	4.22	4.00	4.17
Good environmental quality of air, water, and soil	4.04	4.39	4.16	3.76	4.15
To see the natural water features	4.00	4.34	4.22	3.68	3.89
The park/trail is close to where I live	3.56	3.84	3.70	3.40	3.79
Manageable size to see everything	2.98	3.55	3.41	2.08	3.22
Availability of campgrounds	3.07	3.11	2.41	2.84	2.75
Interesting small towns	2.45	3.04	2.84	2.08	2.41
Historical, military, or archeological sites	2.32	2.61	2.36	2.04	2.30
Local crafts or handiwork	1.91	2.45	2.11	1.88	2.03
Good fishing	1.91	2.23	1.97	1.24	2.01
Good hunting	1.55	1.86	1.54	1.12	1.71

^a 1 = not at all important 3 = neutral 5 = most important

Respondents were presented with 12 trail characteristics that described possible trail construction, trail social conditions, and the trails physical environment, and respondents were asked to indicate how much they preferred each trail setting when engaged in their primary activity of the day. For all market segments, visitors were most likely to prefer traveling on natural, loop trails within areas that appear to be untouched by humans and where there were opportunities to experience very little contact outside one's own group (Table 6).

Table 6. Trail setting preference for all market segments

Trail Setting Preferences	Mean ^a				
	Family Focused	Easy Goers	All or Nothing	Fitness Enthusiasts	Total
<i>Trail Construction</i>					
To travel on trails that are natural; dirt or grass	4.14	3.81	4.25	3.83	3.92
To travel on trails that are paved	2.89	2.65	2.88	2.00	2.94
To travel on loop trails	4.16	3.44	3.66	3.12	3.61
To travel on trails that are linear	2.78	2.51	2.54	2.52	2.62
<i>Social Encounters</i>					
Very little contact outside my own group (less than 6 people)	3.89	3.30	3.84	3.28	3.54
Little contact outside my own group (7-15 people)	3.62	2.96	3.45	2.92	3.22
Moderate contact outside my own group (15-30 people)	2.62	2.44	2.41	2.48	2.52
Constant contact with others outside my own group	1.97	1.82	1.77	1.68	2.03
<i>Bio-physical</i>					
To travel in areas untouched by humans	4.19	3.79	4.05	3.36	3.81
To travel in areas that have been modified but appears natural	4.03	3.49	4.04	3.12	3.72
To travel in areas that appear to be human-made and natural	3.00	2.47	2.98	2.48	2.95
To travel in more developed areas where roads & power lines dominate	1.65	1.54	1.63	1.60	1.68

1 = strongly disagree 3 = neutral 5 = strongly agree

DESTINATION AND TRAIL PREFERENCES AMONG THE FOUR MARKET SEGMENTS

For desired motivations viewed as important by each market segment (a mean score of 3.5 – 5.0), multiple regression analysis was performed in order to identify which destination attribute(s) and/or trail preference(s) (if any) where the best predictors for a desired motivation for each market segment.

The examination of beta values (β) is an indicator of how much each of the variables contribute to the regression model (and hence the overall prediction of relationships), when all other variables are held constant. The larger the beta value, the larger the contribution to the model. In essence, not all variables in the model are created equal. The beta values provide an understanding of which variables are the most important in predicting a significant relationship between motivations and settings preferences.

The adjusted R^2 values range from 0-1 and explain how much of the variance in the dependent variable (motivation) is explained by the model. The closer the value is to 1 the more the model explains or predicts which destination attribute(s) and/or trail setting preference(s) contribute to the defined motivation for that market segment.

EASY GOERS

When pursuing opportunities related to nature appreciation, *easy goers* are most likely to choose destinations close to where they live, where they have a chance to see wildlife and birds, and offer opportunities within areas that are human-made but appear natural.

When pursuing opportunities to improve mental and physical health, *easy goers* are most likely to choose destinations where there is a chance to see wildlife and birds and social contact with those outside their own group is high.

When pursuing opportunities for family bonding, *easy goers* are most likely to choose areas where the chance to see wildlife and birds are low, and opportunities to travel along paved trails are present (Table 7). Statistically it could be depicted and described as follows;

1. Nature Appreciation Motivations (Easy Goers) =

$$1.90 + 0.57 * \text{chance to see wildlife/birds} + 0.44 * \text{the trail/park is close to where I live} + 0.33 * \text{travel in areas that are human-made but appear natural}$$

- 1.90 is the constant variable.
- For every increase by 1 for a respondents importance place on choosing a destination because it was perceived as being a place to see wildlife and/or birds a 0.57 increase in the importance placed on nature appreciation motivations is predicted for *easy goers*.
- For every increase by 1 for a respondents importance placed on choosing a destination because the park or trail is close to where they live a 0.44 increase in the importance placed on nature appreciation motivations is predicted for *easy goers*.

2. Physical/Mental Health Motivations (Easy Goers) =

$2.27 + 0.59 * \text{A chance to see wildlife/birds} + 0.43 * \text{have moderate contact outside one's own group}$

- 2.27 is the constant variable.
- For every increase by 1 for the importance placed on choosing a destination because it was perceived as being a place where there was a chance to see wildlife/birds, a 0.59 increase in the importance placed on improving physical and mental health is predicted for *easy goers*.
- For every increase by 1 for the respondent's preference to have moderate contact with groups outside their own, a 0.43 increase in the importance place on improving physical and mental health is predicted for *easy goers*.

3. Family Motivations (Easy Goers) =

$4.50 - 0.62 * \text{A chance to see wildlife/birds} + 0.45 * \text{travel along paved trails}$

- 4.50 is the constant variable.
- For every increase by 1 for the importance placed on choosing a destination because it was perceived as being a place where there was a chance to see wildlife/birds, a 0.62 decrease on the importance place on family motivations is predicted for *easy goers*.
- For every increase by 1 for the respondents preference to travel along paved trails, a 0.45 increase in the importance placed on family motivations is predicted for *easy goers*.

Table 7. Easy Goers Market Segment: predicting relationships between important motivations and destination/trail preferences

Variable	Std. B	Std. Error	R ²	Adj.R ²
<i>Nature Appreciation</i>				
Chance to see wildlife and/or birds	0.57	0.06	0.54	0.48
The park/trail is close to where I live	0.44	.05		
Travel in areas that are human-made but appear natural	0.33	.07		
Constant Variable	1.90	0.38		
<i>Physical/Mental Health</i>				
A chance to see wildlife and/or birds	0.59	0.06	0.50	0.45
Have moderate contact outside one's own group ^b	0.43	0.07		
Constant Variable	2.27	0.32		
<i>Family</i>				
A chance to see wildlife and/or birds	-0.62	0.08	0.51	0.51
Travel on paved trails	0.45	0.08		
Constant Variable	4.50	0.40		

ALL OR NOTHING

When pursuing opportunities to improve physical and mental health, *all or nothing* visitors are most likely to visit destinations where the air, water and soil quality are perceived to be of high quality, areas that are developed but still appear natural, and areas that provide little contact outside their own group. Also when pursuing opportunities to improve physical and mental health, *all or nothing* visitors are less likely to be interested in destinations that have campgrounds, provide a chance to see wildlife and/or birds, provide an opportunity to view local crafts or contain loop trails. Meaning, the more importance a respondent within this segment placed on the importance of physical and mental health improvement, the more likely they were to place little importance on these destination and trail attributes.

When pursuing opportunities for family bonding, *all or nothing* visitors are most likely to choose destinations that have unique natural water features, and where little contact outside their own group is likely to occur.

When pursuing nature appreciation opportunities, *all or nothing* visitors are most likely to choose destinations that are more natural, showing little to no evidence of human-made development, and area that have unique natural water features (Table 8). Statistically it could be depicted and described as follows;

4. Nature Appreciation (All or Nothing) =

$3.5 - 0.60 * \text{travel in human-made areas that appear natural} + 0.48 * \text{a chance to see wildlife/birds}$

- 3.5 is the constant variable
- For every increase by 1 for a respondents preference to travel in areas human-made but appear natural, a -0.60 decrease in the importance placed on nature appreciation motivations is predicted for *all or nothing* visitors.
- For every increase by 1 for the importance placed on choosing a destination because it was perceived as being a place where there was a chance to see wildlife/birds, a 0.48 increase in the importance placed on nature appreciation motivations is predicted.

5. Physical and Mental Health (All or Nothing) =

$1.32 + 1.03 * \text{good environmental quality} + 0.64 * \text{very little contact outside one's own group} - 0.57 * \text{availability of campgrounds} + 0.41 * \text{travel in areas modified but appear natural} - 0.33 * \text{travel on loop trails} - 0.25 * \text{a chance to see wildlife/birds} - 0.21 * \text{local crafts and handiwork}$

- 1.32 is the constant variable.
- For every increase by 1 for a respondents importance placed on choosing a destination because it was perceived to have good environmental quality or air, water, and soil a 1.03 increase in the importance placed on physical and mental health improvement was predicted for *all or nothing* visitors.
- For every increase by 1 for respondents preference to travel in areas that are modified but appear natural, a 0.41 increase in the importance placed on physical and mental health improvement is predicted for *all or nothing* visitors.
- For every increase by 1 for a respondent's preference to have very little contact outside their own group, a 0.64 increase in the importance placed on physical and mental health improvement is predicted for *all or nothing* visitors.
- For every increase by 1 for a respondents importance placed on choosing a destination because of the availability of campgrounds, a -0.57 decrease in the importance placed physical and mental health improvement is predicted for *all or nothing* visitors.
- For every increase by 1 for the importance placed on choosing a destination because it was perceived as being a place where there was a chance to see wildlife/birds, a -0.25 decrease in the importance placed on physical and mental health improvement is predicted for *all or nothing* visitors.
- For every increase by 1 for the importance placed on choosing a destination because of its local crafts and handiwork, a - 0.21 decrease on the importance placed on physical and mental health improvement is predicted for *all or nothing* visitors.

- For every increase by 1 for respondents preference to travel on loop trails, a -0.33 decrease in the importance placed on physical and mental health improvement is predicted for *all or nothing* visitors.

6. Family (*All or nothing*) =

$1.61 + 0.77 * \text{a chance to see water features} + 0.33 * \text{little contact outside one's own group} - 0.31 * \text{travel on paved trails}$

- 1.61 is the constant variable
- For every increase by 1 for the importance placed on choosing the destination as a result of unique water features , a 0.77 increase in the importance placed on family motivations is predicted for *all or nothing* visitors.
- For every increase by 1 for the respondents preference to have little contact outside their own group, a 0.33 increase in the importance placed on family motivations is predicted for groups 3 visitors.
- For every increase by 1 for the respondents preference to travel on paved trails, and 0.31 decrease in the importance place on family motivations is predicted for *all or nothing* visitors.

Table 8. All or nothing market segment: predicting relationships between nature appreciation and destination/trail preferences

Variable	Std. B	Std. Error	R ²	Adj.R ²
<i>Nature Appreciation</i>				
Travel in areas that are human-made but appear natural	-0.60	0.05	0.43	0.39
A chance to see the natural water features	0.48	0.10		
Constant Variable	3.5	0.42		
<i>Physical and Mental Health</i>				
Good environmental quality of air, water, and soil	1.03	0.09	0.83	0.78
Very little contact outside one's own group ^a	0.64	0.04		
Availability of campgrounds	-0.57	0.04		
Travel in areas that are modified but appear natural	0.41	0.06		
Travel on loop trails	-0.33	0.04		
A chance to see wildlife and/or birds	-0.25	0.05		
Local crafts and handiwork	-0.21	0.04		
Constant Variable	1.32	0.43		
<i>Family</i>				
A chance to see natural water features	0.77	0.09	0.63	0.60
Little contact outside one's own group ^b	0.33	0.06		
Travel on paved trails	-0.31	0.05		
Constant Variable	1.61	0.47		

There were no significant predictors in the relationship between individual motivation and destination/trail preferences for *all or nothing* segment.

FAMILY FOCUSED

When pursuing nature appreciation opportunities, *family focused* visitors are most likely to visit destinations where they have a chance to see wildlife and birds, and where the air, water and soil quality are perceived to be of high quality. When pursuing opportunities to improve physical and mental health, *family focused* visitors are most likely to choose destinations that are close to where they live, and provide an opportunity to see wildlife or birds. Also, these visitors are also more likely to choose areas where social contact with others outside their own groups is limited. When pursuing opportunities related to family bonding, *family focused* visitors are most likely to choose destinations smaller in size so that they can see everything the site has to offer (Table 9). Statistically these predictions could be described as follows;

1. Nature Appreciation Motivations (Family Focused) =

$$1.67 + 0.66 * \text{chance to see wildlife/birds} + 0.47 * \text{good environmental quality}$$

- 1.67 is the constant variable
- For every preference increase by 1 for a respondents preference for “a chance to see wildlife and/or birds” a 0.66 increase in the important place on pursuing environmental appreciation motivations is predicted.
- For every preference increase by 1 for a respondents preference to visit destination perceived as having “good environmental quality of air, water, and soil” a 0.47 increase in the importance placed on nature appreciation motivations is predicted.

2. Physical and mental health improvement (Family Focused) =

$$3.05 + .80 * \text{little contact outside ones group} - 0.72 * \text{prefer loop trails} + .42 * \text{the trail/park is close to where I live} + .40 * \text{travel on natural trails} + .37 * \text{chance to see wildlife/ birds}$$

- 3.05 is the constant variable
- For every preference increase by 1 to travel in areas where little contact outside one’s own group occurs, a 0.80 increase in the importance placed on improving physical and mental health can be predicted.
- For every preference increase by 1 to travel along loop trails, a -0.72 decrease in the importance placed on improving physical and mental health is predicted.
- For every increase by 1 to visit the an area that is close to where the respondent lives, a 0.42 increase in the importance placed on improving physical and mental health is predicted.
- For every increase by 1 to travel along natural trails, a 0.40 increase in the importance placed on improving physical and mental health is predicted.
- For every increase by 1 for “the chance to see wildlife/birds”, a 0.37 increase in importance placed on improving physical and mental health is predicted.

7. Family Motivations (Family Focused) =

$$5.0 + 0.69 * \text{manageable size to see everything} - 0.59 * \text{good environmental quality}$$

- 5.0 is the constant variable
- For every increase by 1 to visit areas that are of “manageable size to see everything” a 0.69 increase in the importance place on family motivations is predicted for *family focused*.
- For every increase by 1 to visitor areas perceived to as having “good environmental quality of air, soil, and water”, a -0.59 decrease on the importance placed on family motivations is predicted.

Table 9. Family Focused Market segment: predicting relationships between important motivations and destination/trail preferences

Variable	Std. B	Std. Error	R ²	Adj.R ²
<i>Nature Appreciation</i>				
Chance to see wildlife and/or birds	0.66	.06	0.85	0.72
Good environmental quality	0.47	.08		
Constant Variable	1.67	0.38		
<i>Physical/Mental Health</i>				
Little contact outside ones group ^a	0.80	.03	0.92	0.89
Prefer loop trails	-0.72	.05		
The park/trail is close to where I live	0.42	0.2		
Travel on natural trails	0.40	0.04		
Chance to see wildlife and/or birds	0.37	0.20		
Constant Variable	3.05	0.25		
<i>Family</i>				
Manageable size to see everything	0.69	0.2	0.54	0.49
Good environmental quality of air, water, and trails	-0.59	.03		
Constant Variable	5.00	0.11		

p < .01

FITNESS ENTHUSIASTS

When pursuing opportunities to improve physical and mental health, *fitness enthusiast* visitors are most likely to choose destinations that are natural and untouched by human, and contain loop trails (Table 10).

8. Physical and Mental Health (*Fitness enthusiast*) =

$1.24 + 1.20 * \text{travel in areas that are untouched by humans} - 1.04 * \text{have little contact outside one's own group} + 0.62 * \text{prefer loop trails}$

- 1.24 is the constant variable
- For every increase by 1 for the respondents preference to travel in areas untouched by humans, a 1.20 increase in the importance placed on physical and mental health improvement is predicted for *fitness enthusiast* visitors.
- For every increase by 1 for the respondents preference for little contact outside their own group, a -1.04 decrease in the importance placed on physical and mental health improvement is predicted for groups 4 visitors.
- For every increase by 1 for the respondents preference to travel along loop trails, a 0.62 increase in the importance placed on physical and mental health improvement is predicted for *fitness enthusiast* visitors.

Table 10. *Fitness enthusiast market segment*: predicting relationships between physical/mental health motivations and destination/trail preferences

Variable	Std. B	Std. Error	R ²	Adj.R ²
<i>Physical and Mental Health</i>				
Travel in areas that are untouched by humans	1.20	0.19	0.89	0.83
Have little contact outside one's own group	-1.04	0.23		
Prefer loop trails	0.62	0.19		
Constant Variable	1.24	0.75		

DISCUSSION & MARKETING IMPLICATIONS

In this study, non-FNST hikers were grouped into four market segments based on their desired motivations for their hiking trip. A regression analysis was then completed to form a better understanding of the destination and trail preferences of these segments and predict the types of destinations and trails each segment was most likely to pursue based on motivations of most importance to them. The investigation of the motivation – destination/trail preference relationship provides insight into how each of these market segments differ in relation to choosing specific destinations and trails in order to pursue some desire motivation. The application of knowledge and basic understanding of these relationships to marketing the Florida Trail to current non-Florida Trail visitors can be best utilized to package certain destination areas through which the FNST does traverse by focusing on the relationships between desired motivations and preferred destination and trail characteristics for each market segment. The characteristics of each of these market segments are summarized below along with some key strategies that may be used to market the trail to each segment that the USFS and/or the FTA deems most desirable.

SUMMARY OF MARKET SEGMENTS

EASY GOERS

The *easy goers* segment is most likely to be motivated by nature appreciation; however, these visitors are fairly neutral about most motivations. When marketing opportunities to this segment, focus on the wildlife and birds that can be seen and/or found within different areas. Areas of focus should show some signs of development, but overall appear natural. When highlighting opportunities to pursue nature appreciation highlight areas that are in close proximity to people's homes. Areas that are part of the Great Florida Birding destinations such as St. Marks Wildlife National Refuge, Goldhead Branch State Park, or Seminole State Forest, may be great areas to highlight.

Key Strategies for *Easy Goers* Segment

- Identify and provide a list of destination within each FTA chapter region that is known for great wildlife viewing opportunities.
- Provide wildlife and avian guides and interpretive materials for known birding destinations along the Florida Trail.
- Identify and provide a list of historical and natural features along the trail that may serve as destination locations as well as interpretive opportunities.

ALL OR NOTHING

The *all or nothing* segment finds all motivations important. This segment showed a strong preference for natural areas that contain unique water features. Destinations along the Suwannee River trail segment, Lake Okeechobee, or Big Cypress National Preserve that have lower visitation rates may be good areas to market for this segment. Similar to the *easy goers* segment, this segment also has a high interest for nature appreciation. Providing interpretative materials on the historical and/or natural value of these areas may also be of interest.

Key Strategies for the *All or Nothing* Segment

- Identify and provide a list of unique water features along the FNST that would serve as good destination attractions for trail visitors. Provide interpretive information on the importance and natural value of these areas.

FAMILY FOCUSED SEGMENT

The *family focused* segment is mostly motivated by desires to spend time with family and friends and strengthen the bonds of these relationships. However motivations relating to nature appreciation and physical and mental health improvement were also important. When marketing opportunities to this segment, focus on the destinations environmental quality and the wildlife the area supports. These areas should be in a natural state, with little development or presence of human-made structures. These natural areas should also be in close proximity to the person's home. Small groups of family and friends (3-5 people) should be featured within marketing efforts focused toward this segment in order to allow the viewer or reader to relate to the message. Given that the majority of this segment was female, directing attention to the female of a group may also be useful.

Key Strategies *Family Focused* Segment

- Keep local residents in mind when marketing the trail. Marketing opportunities to experience the Florida National Scenic Trail within hikers local FTA chapters could bring focus to local opportunities to experience the trail as well as bring awareness to the Florida Trail Association and its role in maintaining the FNST.
- Gaining the interest of youth will bring the entire family out to the Florida Trail. Maintain local involvement with youth groups such as scout groups, and identify other areas that youth and/or school groups may be targeted.

FITNESS ENTHUSIASTS SEGMENT

Fitness enthusiasts tend to be out of state visitors, and may possibly be seasonal residents. They are most interested in promoting their physical and mental health, and are most likely to choose destinations that are natural and appear to be untouched by humans. Featuring natural areas that are easy and quick to access for local residents such as Seminole State Forest, Little Big Econ, Withlacoochee State Forest, and Green Swamp will most likely capture the attention of this market segment.

Key Strategies for *Fitness Enthusiasts* Segment

- Increase trail visibility through road signs or brochures in areas where the trail is close to lodging accommodations as well as within areas that are predominately populated by seasonal residents.
- Market the trails opportunities to contribute to a healthy and active lifestyle, both locally, regionally, and nationally.

FUTURE AREAS OF STUDY

Descriptions of destination attributes used within this study were broad (i.e. wilderness areas, historical areas, etc.), and sought to examine a spectrum of primitive verses urban settings to visit. A more lengthy and detailed inquiry about specific site preferences such as parking lots, kiosks, facilities etc. may be needed in order to understand and meet the needs of new visitors.

Developing an understanding of what kinds of marketing approached for the desired target audience is also needed. Future research should focus on developing possible market approaches and testing which ones are the most affective and if the effectiveness of an approach differs by region or market segment.

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APPENDIX I: ON-SITE SURVEY 2006-2007

Florida Outdoor Recreation Visitor Study

Please take a couple of minutes to fill out this short form. See the letter enclosed in your envelope for details on the study.

To be completed by surveyor if interview given on-site:

Surveyor: _____ Date: _____ Monitoring _____

Site: _____ Time: _____ Marketing _____

Access Point: _____ Mailback #: _____

1. Did you participate in any recreation activities along the Florida National Scenic Trail today?

____ Yes ____ No ____ I don't know

2. Was this your first time on this particular trail? ____ Yes ____ No (☞ Go to Question 2)

3. Over the past year, how many times have you used this trail?

____ None ____ 13-20 times
____ 2-6 times ____ 21-30 times
____ 7-12 times ____ more than 30 (#____)

4. Did you enter and exit the trail at the same location?

____ Yes
____ No → Enter _____ Exit _____

5. About how long did you spend on the trail today?

____ 1 hour or less ____ Half a day ____ More than 1 day (____ number of days)
____ A few hours ____ One whole day

6. On a scale of 1 to 10, with 10 being the perfect experience, how would you rate your experience on this trail? _____

7. If you did not rate your trail experience as a 10, can you explain why not?

8. Are there any other improvements you would like to see on the trail? _____

9. Including yourself, how many people were you with?

____ number of people (____ #males, ____ #females)

9a. Gender of participant (Mark don't ask)

____ Male ____ Female

10. What type of group are you traveling with? _____

11. What year were you born? _____

12. From the list of activities, please rank the three activities that best describe the reason you and your group visited the trail today.

a. Hiking/Walking	f. Photography	k. Birdwatching	p. other: _____
b. Biking	g. Backpacking	l. Viewing cultural resources	
c. OHV Riding	h. Nature study	m. Trail maintenance work	1 st : _____
d. Jogging/Running	i. Hunting	n. View Scenery	2 nd : _____
e. Picnicking	j. Camping	o. Fishing	3 rd : _____

Participant Name: _____ Address: _____

City: _____ St. _____ Zip Code: _____ County: _____

APPENDIX II: MAIL-BACK QUESTIONNAIRE 2006-2007

Florida Outdoor Recreation Visitor Study

You were recently contacted by an interviewer while visiting one of Florida's public lands. This survey is designed to find out more about your recreation experience in the areas in which you were contacted. Sharing your opinions will help Florida's public land management agencies better plan for your needs. As you fill out this survey, **please think about the visit when you were interviewed by our researcher.** Thanks for your help!

Section 1: Trip Characteristics

1. Please write down the name of the recreation area where you were contacted by our researcher.

2. On this trip, what activity were you participating in when contacted by our researcher? _____

3. On this trip, how many miles did you travel in the area in which you were contacted?

- ☐ Less than a mile ☐ 3-5 miles ☐ More than 10 miles (# of miles _____)
☐ 1-2 miles ☐ 5-10 miles

4. On this trip, how much time did you spend in the area where you were contacted?

- ☐ Less than ½ a day → Please continue to Section 2
☐ ½ a day or a whole day → Please continue to Section 2
☐ More than a day → Please continue to Question 4

5. If you spent more than one day in the area, how many days did you spend? _____

6. If you spent more than one day in the area, where did you stay overnight?

- ☐ At a nearby hotel/condo
☐ At a campground off the trail
☐ In a tent along the trail
☐ In an established campground along the trail
☐ In a nearby residence of friends or family

Section 2: Recreation Experience

1. How did you first learn about the area where you were contacted by the interviewer? (check only one)
- | | |
|---|--|
| <input type="checkbox"/> Friends or Family | <input type="checkbox"/> Roadside Signs |
| <input type="checkbox"/> Website, please specify:
_____ | <input type="checkbox"/> Guidebook |
| <input type="checkbox"/> Travel Agent | <input type="checkbox"/> Brochure |
| <input type="checkbox"/> Magazine, please specify:
_____ | <input type="checkbox"/> Newspaper Article |
| | <input type="checkbox"/> Don't remember, not sure |
| | <input type="checkbox"/> Other, please specify _____ |

2. How many years have you been participating in the activity you were engaged in the day you were contacted?
- ☐ Less then a year ☐ 3-5 Years ☐ 10-15 Years ☐ 21 Years or more: # of years _____
- ☐ 1-2 Years ☐ 6-10 Years ☐ 16-20 Years

- ☐ Yes → Name of magazine(s): _____
- ☐ No

6. People go to particular areas and participate in recreation activities for any number of reasons. Listed below are some possible reasons you might have had for recreating along the trail the day you were contacted. Please indicate in column A how important each experience was for you during your visit. In column B, please indicate how much you were able to attain this experience during your visit.

Experiences	(A) Importance					(B) Attainment			
	Not at all important	Not very important	Neither	Very Important	Most Important	Did not Attain	Somewhat Attained	Moderately Attained	Totally Attained
Learn about history and culture of the area	1	2	3	4	5	1	2	3	4
Promote physical fitness	1	2	3	4	5	1	2	3	4
Reduce tensions and stress from everyday life	1	2	3	4	5	1	2	3	4
Escape noise/crowds	1	2	3	4	5	1	2	3	4
Learn about the natural environment of the area	1	2	3	4	5	1	2	3	4
Be with friends and family	1	2	3	4	5	1	2	3	4
Feel a sense of independence	1	2	3	4	5	1	2	3	4
Take risks	1	2	3	4	5	1	2	3	4
Engage in personal/spiritual reflection	1	2	3	4	5	1	2	3	4
Explore the area and natural environment	1	2	3	4	5	1	2	3	4
Challenge myself and achieve personal goals	1	2	3	4	5	1	2	3	4
Depend on my skills and abilities	1	2	3	4	5	1	2	3	4
Enjoy nature	1	2	3	4	5	1	2	3	4
Strengthen family kinship	1	2	3	4	5	1	2	3	4
Be in an area where I feel secure and safe	1	2	3	4	5	1	2	3	4
Meet new people	1	2	3	4	5	1	2	3	4

7. Please indicate how important each of the following items were in choosing your leisure destination for this trip.

Reason for Visit	Not at all important	Not very Important	Neutral	Very Important	Most Important
Historical, military, or archeological sites	1	2	3	4	5
Local crafts or handiwork	1	2	3	4	5
Interesting small towns	1	2	3	4	5
Good fishing	1	2	3	4	5
Good hunting	1	2	3	4	5
Manageable size to see everything	1	2	3	4	5
Wilderness and undisturbed nature	1	2	3	4	5
Chance to see wildlife/birds	1	2	3	4	5
To see the natural water features	1	2	3	4	5
Good environmental quality of air, water, and soil	1	2	3	4	5
Availability of campgrounds	1	2	3	4	5
Other: _____	1	2	3	4	5

8. When participating in the activity that you were engaged in when contacted by our researcher do you generally prefer....

Statement	Not at all Important	Not very Important	Neutral	Very Important	Most Important
To travel in areas that seem to be completely natural, untouched by humans	1	2	3	4	5
To travel in areas that are somewhat modified but appear natural	1	2	3	4	5
To travel in areas that are substantially modified with human-made and natural features	1	2	3	4	5
To travel in areas where roads, buildings and power lines clearly dominate	1	2	3	4	5
To travel in areas that allow pedestrian use only	1	2	3	4	5
To travel in areas that allow multiple non-motorized uses; hiking, biking, horseback riding	1	2	3	4	5
To travel in areas that allow a mix of motorized and non-motorized use	1	2	3	4	5
To travel in areas that allow only motorized use	1	2	3	4	5
To travel on trails that are natural; dirt or grass	1	2	3	4	5
To travel on trails that are paved	1	2	3	4	5
To travel on trails that are linear	1	2	3	4	5
To travel on loop trails	1	2	3	4	5
To have very little contact with people outside my travel group (less than 6 people)	1	2	3	4	5
To have little contact with people outside my travel group (6-15 groups per day)	1	2	3	4	5
To have moderate contact with other people outside my travel group (30+ groups per day)	1	2	3	4	5
To have constant contact with other people	1	2	3	4	5

10. Please indicate to what extent you agree or disagree with each of the following statements **about the place you were contacted.**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Few people know this place like I do	1	2	3	4	5
This place is very special to me	1	2	3	4	5
I feel that I can really be myself at this place	1	2	3	4	5
When I am at this place others see me the way I want them to see me	1	2	3	4	5
I feel a sense of pride in my heritage when I am at this place	1	2	3	4	5
This place is a special place for my family	1	2	3	4	5
Many important family memories are tied to this place	1	2	3	4	5
This place contributes to the character of my community	1	2	3	4	5
My community's history is strongly tied to this place	1	2	3	4	5
My community's economy depends on this place	1	2	3	4	5
My family's income or livelihood depends on this place	1	2	3	4	5
Florida's economy depends on this place	1	2	3	4	5
This place is important in protecting the landscape from development	1	2	3	4	5
This place is important for providing habitat for wildlife	1	2	3	4	5
This place is important in protecting water quality	1	2	3	4	5
I am very attached to this place	1	2	3	4	5
No other place can compare to this place	1	2	3	4	5
This place means a lot to me	1	2	3	4	5
I feel this place is a part of me	1	2	3	4	5
Visiting this place says a lot about who I am	1	2	3	4	5
This place is very special to me	1	2	3	4	5
I identify strongly with this place	1	2	3	4	5
This place is the best for what I like to do	1	2	3	4	5
I get more satisfaction out of visiting this place than any other	1	2	3	4	5
The things I do at this place I would enjoy just as much at a similar site	1	2	3	4	5
Doing what I do at this place is more important to me than doing it in any other	1	2	3	4	5
I wouldn't substitute any other area for doing the types of things I do at this place	1	2	3	4	5

Section 3: Recreation Opportunities

1. To the best of your ability, please provide us with a list of other recreation areas within Florida that you may have visited within the past 12 months.

_____	_____	_____
_____	_____	_____

2. Does Florida have a National Scenic Trail?

☐ Yes

☐ No → go to question 4 in this section

☐ I don't know

3. Did you hike on the Florida National Scenic Trail on the day that you were contacted?

☐ Yes → Go to question 3 of this section

☐ No → Go to question 4 of this section

☐ I don't know → Go to question 4 of this section

3. Other than the trail you were hiking the day our researchers contacted you, have you hiked any other sections of the Florida National Scenic Trail?

☐ Yes → Please name the section(s) hiked: _____

☐ No

4. If you have heard of the Florida National Scenic Trail, please indicate how you first learned about it? (check only one)

☐ Friends or Family

☐ Roadside Signs

☐ Website, please specify: _____

☐ Guidebook

☐ Brochure

☐ Travel Agent

☐ Newspaper Article

☐ Magazine, please specify: _____

☐ Don't remember, not sure

☐ Other, please specify: _____

5. Are you a member of the Florida Trail Association?

☐ Yes → If yes, how long have you been a member of the Association?

☐ 1 year or less

☐ 6-10 Years

☐ 2-5 Years

☐ More than 10 Years

☐ No

6. Are you familiar with the Florida Trail Association?

☐ Yes → If yes, how did you learn about the Florida Trail Association? (check all that apply)

☐ Friends or Family

☐ Newspaper Article

☐ Website,

☐ Guidebook

☐ Travel Agent

☐ Brochure

☐ Magazine

☐ Don't remember, not sure

☐ Road Signs

☐ Other, please specify: _____

☐ No

Section 4: Community Benefits

Regardless of how far you live from the site in which you were contacted, we would like to know your opinion about how this place benefits local communities. Please read each benefit item in the list below. In column A, please indicate how important you think this benefit is to communities. In column B, please indicate the degree to which you think **YOUR** community attains each benefit from this place.

Benefit	(A) Importance					(B) Attainment			
	Very Unimportant	Unimportant	Neither	Important	Very Important	Does Not Attain	Somewhat Attains	Moderately Attains	Fully Attains
A stronger sense of community togetherness or cohesion	1	2	3	4	5	1	2	3	4
A stronger sense of family bonds within the community	1	2	3	4	5	1	2	3	4
A greater ability to preserve small-town feeling of the community	1	2	3	4	5	1	2	3	4
A natural setting in which the community takes great pride in	1	2	3	4	5	1	2	3	4
A greater retention of distinctive natural landscape features	1	2	3	4	5	1	2	3	4
More community involvement in recreation	1	2	3	4	5	1	2	3	4
Heightened sense of community satisfaction	1	2	3	4	5	1	2	3	4
Better maintenance of community infrastructure	1	2	3	4	5	1	2	3	4
Greater retention of community's distinctive architecture	1	2	3	4	5	1	2	3	4
A feeling of community pride	1	2	3	4	5	1	2	3	4
Improved care for community aesthetics	1	2	3	4	5	1	2	3	4
Feeling that the community is a special place to live	1	2	3	4	5	1	2	3	4
Living in a healthy environment	1	2	3	4	5	1	2	3	4
A greater concern for the natural environment among residents	1	2	3	4	5	1	2	3	4
Increased knowledge about the area's cultural resources	1	2	3	4	5	1	2	3	4
A chance for local people to maintain an outdoor-oriented lifestyle	1	2	3	4	5	1	2	3	4
Opportunities for residents to grow spiritually	1	2	3	4	5	1	2	3	4
Opportunities for exercise that improve people's health	1	2	3	4	5	1	2	3	4
Having a better sense of place within the community	1	2	3	4	5	1	2	3	4
Providing a good quality of life	1	2	3	4	5	1	2	3	4
Having a more stable economy within the community	1	2	3	4	5	1	2	3	4
Increased job opportunities within the community	1	2	3	4	5	1	2	3	4
Attracting tourism dollars to the community	1	2	3	4	5	1	2	3	4
Having a more stable economy for the surrounding region	1	2	3	4	5	1	2	3	4
A sense of security that the natural environment will not be lost	1	2	3	4	5	1	2	3	4
A place to conserve various natural and unique ecosystems	1	2	3	4	5	1	2	3	4
Knowing conserved natural resources exists for future generations	1	2	3	4	5	1	2	3	4
A higher quality of life	1	2	3	4	5	1	2	3	4

We would like to ask a few questions about you, your background, and your past experiences. This information will be used for statistical analysis only, and all information will remain strictly confidential.

1. What is your gender?
☐ Male
☐ Female
2. What year were you born? 19____
3. How long have you lived at your current residence? ____ years ____ months
4. Which of the following best describes your status?
☐ Married ☐ Divorced
☐ Single ☐ Widowed
5. How many children currently reside in your household? _____
6. What is the highest level of education you have completed? (please mark one)
☐ Eighth grade or less ☐ College Graduate
☐ Some High School ☐ Some Graduate School
☐ High School Graduate or GED ☐ Graduate Degree or beyond
☐ Some College
7. Are you presently...
☐ Employed Full Time: Occupation _____
☐ Employed Part Time: Occupation _____
☐ Unemployed
☐ Full Time Homemaker
☐ Retired: Previous Occupation _____
☐ Full Time Student
☐ Part Time Student
8. What race or ethnic group(s) would you place yourself in? Please mark all that apply.
☐ African American ☐ Hispanic or Latino
☐ Native Hawaiian or Pacific Islander ☐ American Indian or Alaskan Native
☐ Asian American ☐ White
9. What was your approximate total household income, before taxes this past year?
☐ Less the \$10,000 ☐ \$60,000 to \$69,999
☐ \$10,001 to \$19,999 ☐ \$70,000 to \$79,999
☐ \$20,000 to \$29,999 ☐ \$80,000 to \$89,999
☐ \$30,000 to \$39,999 ☐ \$90,000 to \$99,999
☐ \$40,000 to \$49,999 ☐ \$100,000 or More
☐ \$50,000 to \$59,999

APPENDIX III: ON-SITE SURVEY 2008

Florida Outdoor Recreation Visitor Study

To be completed by surveyor if interview given on-site:

Surveyor: _____ **Date:** _____

Site: _____ **Time:** _____

Access Point: _____

1. Was this your first time on this particular trail? ___ Yes ___ No (Go to question 3)

2. Over the past year, how many times have you used this trail?

 ___ None ___ 13-20 times
 ___ 1-6 times ___ 21-30 times
 ___ 7-12 times ___ more than 30 (#___)

3. About how long did you spend on the **trail** today?

 ___ 1 hour or less ___ Half a day ___ More than 1 day (____ number of days)
 ___ A few hours ___ One whole day

4. If you spent more than one day in the area, where did you stay overnight?

 ☐ At a nearby hotel/condo
 ☐ At a campground off the trail
 ☐ In an established campground along the trail
 ☐ In a nearby residence of friends or family

5. On this **trip**, about how many miles did you travel on the trail today (on this trip is a multi-day trip)?

 ☐ Less than a mile ☐ 3-5 miles ☐ More than 10 miles (# of miles _____)
 ☐ 1-2 miles ☐ 5-10 miles

6. On a scale of 1 to 10, with 10 being the perfect experience, how would you rate your experience on this trail? _____

7. If you did not rate your trail experience as a 10, can you explain why not?

8. Are there any other improvements you would like to see on the trail? _____

9. **Hand the participant the activity card. Ask:** From this list of activities, please rank the 3 activities that best describe the reason you visited the trail today?

 1st _____ **2nd** _____ **3rd** _____

10. Including yourself, how many people were you with?
 _____ number of people (___#males, ___#females)

11. What type of group are you traveling with? _____

12. How did you first learn about this trail? (check all that apply)

 ☐ Friends or Family ☐ Roadside Signs ☐ Magazine, please specify
 ☐ I live nearby & saw the trail ☐ Guidebook ☐ Website
 ☐ Brochure ☐ Newspaper Article ☐ Don't remember, not sure
 ☐ Other, please specify _____

13. Please indicate how important each of the following items was in choosing your leisure destination for this trip.

Florida Outdoor Recreation Visitor Study

Reason for Visit	Not at all important	Not very Important	Neutral	Very Important	Most Important
Historical, military, or archeological sites	1	2	3	4	5
Local crafts or handiwork	1	2	3	4	5
Interesting small towns	1	2	3	4	5
Good fishing	1	2	3	4	5
Good hunting	1	2	3	4	5
Manageable size to see everything	1	2	3	4	5
Wilderness and undisturbed nature	1	2	3	4	5
Chance to see wildlife/birds	1	2	3	4	5
To see the natural water features	1	2	3	4	5
Good environmental quality of air, water, and soil	1	2	3	4	5
Availability of campgrounds	1	2	3	4	5
The park/trail is close to where I live	1	2	3	4	5

14. People go to particular areas and participate in recreation activities for any number of reasons. Listed below are some possible reasons you might have had for recreating along the trail today. Please indicate how important each experience was for you during your visit.

Reasons for Visiting Today	Not at all important	Not very important	Neither	Very Important	Most Important
Learn about history and culture of the area	1	2	3	4	5
Promote physical fitness	1	2	3	4	5
Reduce tensions and stress from everyday life	1	2	3	4	5
Escape noise/crowds	1	2	3	4	5
Learn about the natural environment of the area	1	2	3	4	5
Be with friends and family	1	2	3	4	5
Feel a sense of independence	1	2	3	4	5
Take risks	1	2	3	4	5
Engage in personal/spiritual reflection	1	2	3	4	5
Explore the area and natural environment	1	2	3	4	5
Challenge myself and achieve personal goals	1	2	3	4	5
Depend on my skills and abilities	1	2	3	4	5
Enjoy nature	1	2	3	4	5
Strengthen family kinship	1	2	3	4	5
Be in an area where I feel secure and safe	1	2	3	4	5
Meet new people	1	2	3	4	5

15. When participating in the **activity** you listed as your **primary activity** do you generally prefer....

Florida Outdoor Recreation Visitor Study

Physical, Social & Trail Setting Preferences	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
To travel on trails that are natural; dirt or grass	1	2	3	4	5
To travel on trails that are paved	1	2	3	4	5
To travel on trails that are linear	1	2	3	4	5
To travel on loop trails	1	2	3	4	5
Very little contact outside my own group (less than 6 people)	1	2	3	4	5
Little contact outside my own group (7-15 people)	1	2	3	4	5
Moderate contact outside my own group (15-30 people)	1	2	3	4	5
Constant contact with others outside my own group	1	2	3	4	5
To travel in areas untouched by man	1	2	3	4	5
To travel in areas that have been modified but appears natural	1	2	3	4	5
To travel in areas that appear to be man-made and natural	1	2	3	4	5
To travel in more developed areas where roads & powerlines dominate	1	2	3	4	5

16. Please indicate to what extent you agree or disagree with each of the following statements **about this trail**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Few people know this trail like I do	1	2	3	4	5
This trail is a special place for my family	1	2	3	4	5
Many important family memories are tied to this trail	1	2	3	4	5
This trail contributes to the character of my community	1	2	3	4	5
My community's history is strongly tied to this trail	1	2	3	4	5
This trail is important in protecting the landscape from development	1	2	3	4	5
This trail is important for providing habitat for wildlife	1	2	3	4	5
This trail is important in protecting water quality	1	2	3	4	5
I am very attached to this trail	1	2	3	4	5
No other trail can compare to this trail	1	2	3	4	5
This trail means a lot to me	1	2	3	4	5
I feel this trail is a part of me	1	2	3	4	5
Visiting this trail says a lot about who I am	1	2	3	4	5
This trail is very special to me	1	2	3	4	5
I identify strongly with this trail	1	2	3	4	5
This trail is the best for what I like to do	1	2	3	4	5
I get more satisfaction out of visiting this trail than any other	1	2	3	4	5
What I do at this trail I would enjoy just as much at a similar trail	1	2	3	4	5
What I do at this trail is more important to me than doing it in any other	1	2	3	4	5
I wouldn't substitute any other trail for doing the types of things I do	1	2	3	4	5

We would like to ask a few questions about you, your background, and your past experiences. This information will be used for statistical analysis only, and all information will remain strictly confidential.

Florida Outdoor Recreation Visitor Study

17. I am
☐ Male ☐ Female
18. Which of the following best describes your status?
☐ Married ☐ Divorced
☐ Single ☐ Widowed
19. How many children currently reside in your household? _____
20. What is the highest level of education you have completed? (please mark one)
☐ Eighth grade or less ☐ College Graduate
☐ Some High School ☐ Some Graduate School
☐ High School Graduate or GED ☐ Graduate Degree or beyond
☐ Some College
21. Are you presently...
☐ Employed Full Time
☐ Employed Part Time
☐ Unemployed
☐ Full Time Homemaker
☐ Retired
☐ Full Time Student
☐ Part Time Student
22. What year were you born? _____
23. What race or ethnic group(s) would you place yourself in? Please mark all that apply.
☐ African American ☐ Hispanic or Latino
☐ Native Hawaiian or Pacific Islander ☐ American Indian or Alaskan Native
☐ Asian American ☐ White
24. What was your approximate total household income, before taxes this past year?
☐ Less the \$10,000 ☐ \$60,000 to \$69,999
☐ \$10,001 to \$19,999 ☐ \$70,000 to \$79,999
☐ \$20,000 to \$29,999 ☐ \$80,000 to \$89,999
☐ \$30,000 to \$39,999 ☐ \$90,000 to \$99,999
☐ \$40,000 to \$49,999 ☐ \$100,000 or More
☐ \$50,000 to \$59,999
25. Zip Code: _____

THANK YOU FOR COMPLETEING
OUR SURVEY!!!!!!

APPENDIX IV: INDIVIDUAL SITE INFORMATION

NATURE COAST TRAIL

TRENTON & FANNING

N = 20

Table 11. Nature Coast Trail: Socio-Demographics

Variable	Label	Valid Percent (%)
Gender	Male	58.3
	Female	41.7
Age	18-29 years old	21.7
	30-39 years old	8.7
	40-49 years old	8.7
	50-59 years old	26.1
	60 years or older	34.8

Table 12. Nature Coast Trail Trip Characteristics

Variable	Label	Valid Percent (%)
First visit	Yes	37.5
	No	62.5
Number of visits in the past 12 months	None in the past year	0.0
	1-7	26.7
	8-12	6.7
	13 or more	66.7
Amount of time spent on trail	One hour or less	45.8
	A few hours	41.7
	Half a day	12.5
	A whole day	0.0
	More than a day	0.0
Experience	10	33.3
	9	33.3
	8	16.7
	7	12.5
	6 or lower	4.2
Approximate distance traveled to the site	30 miles or less	59.0
	31 – 90 miles	9.1
	91 – 180 miles	4.5
	181 miles or more	4.5
	Out of state	22.7

Table 13. Nature Coast Trail: Group characteristics

Variable	Label	Valid Percent (%)
Group type	Family	50.0
	Alone	37.5
	Friends	8.3
	Friends & Family	0.0
	Significant Other	0.0
	Organized Group	4.2
Group size	1	37.5
	2	33.3
	3	0.0
	4	16.7
	5 or more	12.5
Number of males	0	16.7
	1	50.0
	2	8.3
	3	12.5
	4 or more	12.5
Number of females	0	33.3
	1	54.2
	2	4.2
	3	4.2
	4 or more	4.2

Top 3 motivations

- | | |
|-----------------------|-------------|
| 1. Reduce stress | mean = 4.60 |
| 2. Enjoy nature | mean = 4.50 |
| 3. Be in a safe place | mean = 4.45 |

Top 3 destination preferences

- | | |
|---|-------------|
| 1. A chance to see the natural water features | mean = 3.75 |
| 2. The park/trail is close to where I live | mean = 3.70 |
| 3. Good environmental quality | mean = 3.70 |

Favored trail settings

- | | |
|--|-------------|
| 1. Loop trails | mean = 3.40 |
| 2. Travel along paved trails | mean = 4.30 |
| 3. Little contact (less than 6 people) | mean = 3.40 |
| 4. Travel in areas are modified but appear natural | mean = 3.90 |

TIGER BAY STATE FOREST
2008
(n = 24)

Table 14. Tiger Bay St. Forest: Socio-demographics

Variable	Label	Valid Percent (%)
Gender	Male	60.9
	Female	39.1
Age	18-29 years old	4.3
	30-39 years old	34.8
	40-49 years old	17.4
	50-59 years old	30.4
	60 years or older	13.0

Table 15. Tiger Bay St. Forest: Trip characteristics

Variable	Label	Valid Percent (%)
First visit	Yes	41.7
	No	58.3
Number of visits in the past 12 months	None in the past year	7.7
	1-7	61.5
	8-12	7.7
	13 or more	23.1
Amount of time spent on trail	Less than a hour	30.4
	A few hours	60.9
	Half a day	8.7
	A whole day	0.0
	More than a day	0.0
Experience	10	47.8
	9	21.7
	8	4.3
	7	4.3
	6 or lower	4.3
Approximate distance traveled to the site	30 miles or less	79.2
	31 – 90 miles	20.8
	91 – 180 miles	0.0
	181 miles or more	0.0
	Out of state	0.0

Table 16. Tiger Bay St. Forest: Group characteristics

Variable	Label	Valid Percent (%)
Group type	Family	56.5
	Alone	17.5
	Friends	21.7
	Friends & Family	0.0
	Significant Other	8.7
	Organized Group	0.0
Group size	1	13.0
	2	73.9
	3	0.0
	4	13.0
	5 or more	0.0
Number of males	0	17.4
	1	69.6
	2	13.0
	3	0.0
	4 or more	0.0
Number of females	0	13.0
	1	60.9
	2	21.7
	3	4.3
	4 or more	0.0

Top 3 motivations

- | | |
|------------------|-------------|
| 1. Escape noise | mean = 4.67 |
| 2. Reduce stress | mean = 4.63 |
| 3. Enjoy nature | mean = 4.62 |

Top 3 destination preferences

- | | |
|---|-------------|
| 1. A chance to see wildlife/birds | mean = 4.67 |
| 2. Wilderness and undisturbed nature | mean = 4.58 |
| 3. A chance to see natural water features | mean = 4.33 |

Favored trail settings

- | | |
|---|-------------|
| 1. Natural trails (dirt/grass) | mean = 4.71 |
| 2. Loop trails | mean = 4.04 |
| 3. Very little contact (6 people or less) | mean = 4.54 |
| 4. Travel in areas that are modified but appear natural | mean = 4.46 |

O'LENO STATE PARK
2006-2008
(n = 49)

Table 17. O'Leno St. Park: Socio-demographics

Variable	Label	Valid Percent (%)
Gender	Male	49.1
	Female	50.9
Age	18-29 years old	16.4
	30-39 years old	34.5
	40-49 years old	9.1
	50-59 years old	21.8
	60 years or older	18.2

Table 18. O'Leno St. Park: Trip characteristics

Variable	Label	Valid Percent (%)
First visit	Yes	45.6
	No	54.4
Number of visits in the past 12 months	None in the past year	12.9
	1-7	71.0
	8-12	3.2
	13 or more	12.9
Amount of time spent on trail	Less than a hour	52.6
	A few hours	42.1
	Half a day	0.0
	A whole day	0.0
	More than a day	5.3
Experience	10	33.3
	9	12.3
	8	33.3
	7	17.5
	6 or lower	3.6
Approximate distance traveled to the site	30 miles or less	46.0
	31 – 90 miles	20.0
	91 – 180 miles	12.0
	181 miles or more	10.0
	Out of state	12.0

Table 19. O'Leno St. Park: Group characteristics

Variable	n	Label	Valid Percent (%)
Group type		Family	47.4
		Alone	17.5
		Friends	15.8
		Friends & Family	12.3
		Significant Other	5.3
		Organized Group	1.8
Group size		1	17.5
		2	38.6
		3	10.5
		4	17.5
		5 or more	15.8
Number of males		0	10.5
		1	52.6
		2	19.3
		3	10.5
		4 or more	7.0
Number of females		0	14.0
		1	50.9
		2	17.5
		3	14.0
		4 or more	3.6

Top 3 motivations

- | | |
|---------------------|-------------|
| 4. Enjoy nature | mean = 4.61 |
| 5. Reduce stress | mean = 4.36 |
| 6. Explore the area | mean = 4.33 |

Top 3 destination preferences

- | | |
|---|-------------|
| 4. Good environmental quality | mean = 4.41 |
| 5. Wilderness and undisturbed nature | mean = 4.41 |
| 6. A chance to see the natural water features | mean = 4.35 |

Favored trail settings

- | | |
|--|-------------|
| 5. Loop trails | mean = 3.88 |
| 6. Natural trails (dirt/grass) | mean = 4.27 |
| 7. Little contact (less than 6 people) | mean = 3.78 |
| 8. Travel in areas modified but appear natural | mean = 3.67 |

HIGHLAND HAMMOCK STATE PARK

2006-2007

(n = 105)

Table 20. Highland Hammock St. Park: Socio-demographics (on-site survey)

Variable	Label	Valid %
Gender	Male	54.3
	Female	45.7
Age	60 or older	22.1
	50-59 years old	18.3
	40-49 years old	26.9
	30-39 years old	16.3
	18-29 years old	16.3

Table 21. Highlands Hammock St. Park: Trip characteristics

Variable	Label	Valid %
First Time Visiting the Trail	Yes	42.3
	No	57.7
Past Visits in the last 12 months	0-1	39.3
	2-6	48.8
	7-12	6.0
	13 or more	8.0
Time spent on the trail	An hour or less	86.5
	A few hours	4.8
	Half a day	0.0
	One whole day	0.0
	More than a day	8.7
Experience	10	30.5
	9	17.1
	8	26.7
	7	16.2
	6 or below	9.6
Approximate distance traveled to site	0-30 miles	27.3
	31-90 miles	25.5
	91-180 miles	18.2
	181 miles or more	1.8
	Out of State visitors	27.3

Table 22. Highland Hammock St. Park: Group characteristics

Variable	Label	Valid %
Group Type	Alone	6.7
	Significant Other	6.7
	Friends	14.4
	Organized Group	4.8
	Friends & Family	6.8
	Family	60.6
Group Size	1	6.7
	2	41.9
	3	10.5
	4	17.1
	5 or more	23.8
Number of Males	0	13.5
	1	46.2
	2	22.1
	3	3.8
	4 or more	14.4
Number of Females	0	9.6
	1	42.3
	2	25.0
	3	12.5
	4 or more	9.6

Top 3 motivations

- | | |
|------------------------------|-------------|
| 1. Enjoy nature | mean = 4.46 |
| 2. Explore the environment | mean = 4.18 |
| 3. Reduce stress and tension | mean = 4.05 |

Top 3 destination preferences

- | | |
|--|-------------|
| 1. The park/trail is close to where I live | mean = 5.00 |
| 2. Chance to see wildlife/birds | mean = 4.34 |
| 3. Wilderness and undisturbed nature | mean = 4.23 |

Favored trail settings

- | | |
|---|-------------|
| 1. Natural trails (dirt/grass) | mean = 3.75 |
| 2. Loop Trails | mean = 3.30 |
| 3. Very little contact (less than 6 people) | mean = 3.19 |
| 4. Travel in areas untouched by humans | mean = 3.70 |

TORREYA STATE PARK
2006-2007
(n = 28)

Table 23. Torrey St. Park: Socio-demographics information

Variable	Label	Valid %
Gender	Male	39.3
	Female	60.7
Age	60 or older	25.0
	50-59 years old	17.9
	40-49 years old	39.3
	30-39 years old	10.7
	18-29 years old	7.1

Table 24. Torrey St. Park: Trip characteristics

Variable	Label	Valid %
First Time Visiting the Trail	Yes	60.7
	No	39.3
Past Visits in the last 12 months	0-1	70.8
	2-6	25.0
	7-12	4.2
	13 or more	0.0
Time spent on the trail	An hour or less	28.6
	A few hours	50.0
	Half a day	14.3
	One whole day	0.0
	More than a day	7.1
Experience	10	53.6
	9	10.7
	8	10.7
	7	21.4
	6 or below	3.6
Approximate distance traveled to site	0-30 miles	0.0
	31-90 miles	78.6
	91-180 miles	7.1
	181 miles or more	14.3
	Out of State visitors	0.0

Table 25. Torrey St. Park: Group characteristics

Variable	Label	Valid %
Group Type	Alone	8.0
	Significant Other	8.0
	Friends	16.0
	Organized Group	8.0
	Friends & Family	4.0
	Family	56.0
Group Size	1	7.1
	2	53.6
	3	10.7
	4	10.7
	5 or more	17.8
Number of Males	0	10.7
	1	53.6
	2	17.9
	3	7.1
	4 or more	10.7
Number of Females	0	3.6
	1	60.7
	2	21.4
	3	3.6
	4 or more	10.7

Top 3 Motivations

- | | |
|-------------------------------|-------------|
| 1. Enjoy Nature | mean = 4.57 |
| 2. Explore the environment | mean = 4.36 |
| 3. Be with friends and family | mean = 4.21 |

Top 3 destination preferences

- | | |
|--------------------------------------|-------------|
| 4. Wilderness and undisturbed nature | mean = 4.57 |
| 5. Chance to see wildlife/birds | mean = 4.36 |
| 6. Good environmental quality | mean = 4.21 |

Favored trail settings

- | | |
|---|-------------|
| 5. Natural trails (dirt/grass) | mean = 4.36 |
| 6. Loop trails | mean = 4.29 |
| 7. Very little contact (less than 6 people) | mean = 3.71 |
| 8. Travel in areas untouched by humans | mean = 4.36 |

BIG SHOALS STATE PARK
2006-2007
(n = 11)

Table 26. Big Shoals St. Park: Socio-demographics (on-site survey)

Variable	Label	Valid %
Gender	Male	81.8
	Female	18.2
Age	60 or older	27.3
	50-59 years old	0.0
	40-49 years old	9.1
	30-39 years old	45.5
	18-29 years old	18.2

Table 27. Big Shoals St. Park: Trip characteristics

Variable	Label	Valid %
First Time Visiting the Trail	Yes	45.5
	No	54.5
Past Visits in the last 12 months	0-1	25.5
	2-6	50
	7-12	12.5
	13 or more	12.5
Time spent on the trail	An hour or less	36.4
	A few hours	63.6
	Half a day	0.0
	One whole day	0.0
	More than a day	0.0
Experience	10	9.1
	9	18.2
	8	36.4
	7	27.3
	6 or below	9.1
Approximate distance traveled to site	0-30 miles	16.7
	31-90 miles	50.0
	91-180 miles	0.0
	181 miles or more	33.3
	Out of State visitors	0.0

Table 28. Big Shoals St. Park: Group characteristics

Variable	Label	Valid %
Group Type	Alone	9.1
	Significant Other	9.1
	Friends	36.4
	Family	45.5
Group Size	1	9.1
	2	72.7
	3	9.1
	4 or more	9.1
Number of Males	0	0.0
	1	63.6
	2	18.2
	3	9.1
Number of Females	4 or more	9.1
	0	36.4
	1	54.5
	2	0.0
	3 or more	9.1

Top 3 Motivations

- | | |
|------------------------------|-------------|
| 1. Enjoy nature | mean = 4.50 |
| 2. Explore the environment | mean = 4.33 |
| 3. Reduce stress and tension | mean = 4.33 |

Top 3 destination preferences

- | | |
|---|-------------|
| 1. A chance to see natural water features | mean = 4.17 |
| 2. Wilderness and undisturbed nature | mean = 4.17 |
| 3. Good environmental quality | mean = 4.00 |

Favored trail settings

- | | |
|--|-------------|
| 1. Natural trails (dirt/grass) | mean = 4.33 |
| 2. Loop trails | mean = 3.33 |
| 3. Very little contact | mean = 3.50 |
| 4. Travel in areas untouched by humans | mean = 3.83 |

FLORIDA NATIONAL SCENIC TRAIL MARKETING ASSESSMENT

MARKET SEGMENTATION OF TRAIL VISITORS:

MARKETING THE FLORIDA NATIONAL SCENIC TRAIL TO NON-FNST VISITORS



Presented to:

U.S.D.A. National Forests in Florida & Florida Trail Association



By:

Rachel Albritton
Taylor V. Stein

University of Florida, School of Forest Resources and Conservation



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