

# Recreation Demand



# ***National Survey on Recreation and the Environment (NSRE)***

- National Survey on Recreation and the Environment (NSRE). An Interagency National Survey Consortium, Coordinated by the USDA Forest Service, Recreation, Wilderness, and Demographics Trends Research Group, Athens, GA and the Human Dimensions Research Laboratory, University of Tennessee, Knoxville, TN.
- Between 1994 and 2009, the National Survey of Recreation and the Environment (NSRE) was accomplished by interviewing approximately 120,000 Americans aged 16 and over in random-digit-dialing telephone samplings.

# 74 Different Recreation Uses collected in Wisconsin from 2004-2009



Sample size = 718

# Top 10 Outdoor Recreation Activities 2004 - 2009

Activity	Wisconsin %
Walk for pleasure	87.7
Gardening or landscaping for pleasure	65.4
View/photograph natural scenery	65.3
Attend outdoor sports events	65.0
Family gathering outside	63.5
Visit nature centers, etc.	63.5
View/photograph other wildlife	57.9
Driving for pleasure	52.8
View/photograph wildflowers, trees, etc	52.4
Sightseeing	50.6

# 7 Categories

- *Nature Based Land Activities*
- *Developed Setting Activities*
- *Water Based Activities*
- *Snow and Ice Based Activities*
- *Viewing / Learning Activities*
- *Individual Outdoor Sports Activities*
- *Team Sports Activities*

### **PARTICIPATION IN WATER-BASED ACTIVITIES**

Estimated Percent and Number of People Participating (with 95% confidence intervals)

Based on 4.501 million people age 16 and older (2009 Census estimate)

State of WISCONSIN (n=718)

Activity		
	%	#
Boating (any type)	47.3	2,129
Visit a beach	42.3	1,904
Swimming in lakes, streams, etc.	41.7	1,877
Freshwater fishing	37.4	1,683
Motorboating	36	1,620
Swimming in an outdoor pool	34.5	1,553
Warmwater fishing	33.2	1,494
Visit other waterside (besides beach)	22.6	1,017
Canoeing	17.9	806
Waterskiing	13	585
Coldwater fishing	12.8	576
Rafting	9.2	414
Kayaking	7.3	329
Rowing	7.2	324
Use personal watercraft	6.5	293
Snorkeling	6.2	279
Anadromous fishing	4.1	185
Sailing	3.9	176
Windsurfing	1.1	50
Scuba diving	1.1	50
Surfing	1	45

Source: NSRE 2005-2009, Versions 1-5. N=718. Interview dates: 1/05 to 11/09.

**Table 5-12: Participant Characteristics, Migratory Bird Hunting, Wisconsin**

Demographic	Stratum	Percent of participants	Percent of state	Ratio (1)/(2)	Percent participating
All groups	All people age 16 & older	-	-	-	4.1
Gender	Male	90.2	49.3	1.83	7.5
	Female	9.8	50.7	0.19	0.8
Race/ethnicity	White, non-Hispanic	100.0	88.1	1.14	4.5
	Black, non-Hispanic	-	3.2	-	0.0
	American Indian, non-Hispanic	-	0.4	-	0.0
	Asian or Pacific Islander, non-Hispanic	-	0.6	-	0.0
	Hispanic	-	7.7	-	0.0
Age	16-24	18.6	15.6	1.19	4.9
	25-34	21.4	14.4	1.49	6.1
	35-44	24.4	16.4	1.49	6.2
	45-54	12.6	18.2	0.69	2.9
	55-64	17.1	14.0	1.22	5.1
	65+	5.9	21.5	0.27	1.1
Education	Less than high school	18.6	20.8	0.89	3.6
	High school graduate	17.7	31.7	0.56	2.3
	Some college	44.2	28.2	1.57	6.4
	College degree	13.6	12.8	1.06	4.4
	Post-graduate degree	6.0	6.5	0.92	3.7
Annual family income	<\$15,000	9.2	10.2	0.90	3.8
	\$15,000-\$24,999	-	19.3	-	0.0
	\$25,000-\$49,999	13.9	31.1	0.45	1.9
	\$50,000-\$74,999	48.9	17.9	2.73	11.4
	\$75,000-\$99,999	12.2	11.8	1.03	4.3
	\$100,000-\$149,999	3.6	6.1	0.59	2.5
	\$150,000+	12.2	3.6	3.39	14.3

**Table 5-09: Participant Characteristics, Horseback Riding on Trails, Wisconsin**

Demographic	Stratum	Percent of participants	Percent of state	Ratio (1)/(2)	Percent participating
All groups	All people age 16 & older	-	-	-	6.6
Gender	Male	17.8	49.3	0.36	2.4
	Female	82.2	50.7	1.62	10.5
Race/ethnicity	White, non-Hispanic	100.0	88.1	1.14	7.7
	Black, non-Hispanic	-	3.2	-	0.0
	American Indian, non-Hispanic	-	0.4	-	0.0
	Asian or Pacific Islander, non-Hispanic	-	0.6	-	0.0
	Hispanic	-	7.7	-	0.0
Age	16-24	53.3	15.6	3.42	19.6
	25-34	3.1	14.4	0.22	1.3
	35-44	13.1	16.4	0.80	7.2
	45-54	14.6	18.2	0.80	5.3
	55-64	13.1	14.0	0.94	5.2
	65+	2.7	21.5	0.13	1.0
Education	Less than high school	43.8	20.8	2.11	13.5
	High school graduate	12.8	31.7	0.40	2.7
	Some college	34.0	28.2	1.21	7.9
	College degree	7.7	12.8	0.60	4.7
	Post-graduate degree	1.7	6.5	0.26	1.5
Annual family income	<\$15,000	-	10.2	-	0.0
	\$15,000-\$24,999	5.5	19.3	0.28	1.2
	\$25,000-\$49,999	30.1	31.1	0.97	5.6
	\$50,000-\$74,999	19.6	17.9	1.09	5.2
	\$75,000-\$99,999	37.2	11.8	3.15	15.6
	\$100,000-\$149,999	7.7	6.1	1.26	6.7
	\$150,000+	-	3.6	-	0.0

# Top 10 Comparison

1999-2004

Activity	Wisconsin %
Walk for pleasure	85.8
Family gathering outside	78.9
View/photograph natural scenery	67.5
Gardening or landscaping for pleasure	65.3
Visit nature centers, etc.	65.3
Driving for pleasure	60.3
View/photograph other wildlife	57
Attend outdoor sports events	56.9
Picnicking	56.6
Sightseeing	55.3

2004-2009

Activity	Wisconsin %
Walk for pleasure	87.7
<b>Gardening or landscaping for pleasure</b>	65.4
View/photograph natural scenery	65.3
<b>Attend outdoor sports events</b>	65
<b>Family gathering outside</b>	63.5
<b>Visit nature centers, etc.</b>	63.5
View/photograph other wildlife	57.9
<b>Driving for pleasure</b>	52.8
<b>View/photograph wildflowers, trees, etc</b>	52.4
Sightseeing	50.6

## Outdoor Recreation Activity Participation Trends of WISCONSIN Residents by Activity Type, 1994 to 2009

(Sample size, percent participating, number of people age 16 and older participating, and percent change, 1994-2009.)

Type of Activity=Snow/Ice

Activity	1994-1995			2000-2001			2005-2009			% change '94-'09 <sup>1</sup>
	Sample size	%	Participants (1,000s)	Sample size	%	Participants (1,000s)	Sample size	%	Participants (1,000s)	
Snowboarding	233	2.0	77.7	780	3.0	124.9	462	3.7	164.4	111.6
Snowmobiling	233	10.2	396.0	780	14.3	595.9	462	18.3	825.7	108.5
Sledding	233	18.3	712.9	194	29.5	1,226.5	239	28.2	1,270.8	78.3
Ice skating	233	12.9	499.3	194	12.3	511.5	239	13.5	606.9	21.6
Ice fishing	233	12.8	496.9	193	11.5	479.1	713	13.1	590.7	18.9
Cross-country skiing	233	9.2	357.1	780	11.0	457.0	462	8.8	397.6	11.3
Downhill skiing	233	10.2	397.0	780	10.4	432.2	462	7.0	314.7	-20.7
Snowshoeing	0	.	.	194	9.0	372.6	238	6.1	275.2	-26.1

<sup>1</sup>For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.

Sample sizes: 1994-1995=233, 2000-2001=934, 2005-2009=718. Sample sizes vary by activity in NSRE data collected in 2000 and later because not all activities were asked in every NSRE version.

1994-1995 number of participants based on 1995 estimate of 3.885 million people age 16 & older (Woods & Poole Economics, Inc.). 2000-2001 number of participants based on 4.157 million people age 16 & older (2000 Census). 2005-2009 number of participants based on 4.501 million people age 16 & older (2009 Census estimate).

More to come.....

Reference document in January  
Summaries starting in February



## Wisconsin SCORP Status and Updates

December 15, 2010

3:00 – 4:30

RM G09 GEF II Madison  
Live Meeting / Conference Call

Time/ Presenter	Item  = <i>Web materials</i>	Key Points
3:00  Jeff Prey	Welcome Introductions	1. Logistics
3:05  Jeff Prey	SCORP Background / Planning Process / Timeline  	1. A Federal Requirement for Administration of Funds 2. A Planning Tool 3. Planning Documents that Members Use
3:15  Jeff Prey  Eric Olson - UW Stevens Point  Dave Marcouiller and Student Teams – UW Madison	SCORP Planning Elements – Status and Updates          	1. Demand for Outdoor Recreation in Wisconsin  2. Connecting Urban and Rural Populations to Open Space Lands for Recreation and Conservation  3. Outdoor Recreation, Health, and Wellness: Understanding and Enhancing the Relationship 4. The Evaluation of Urban Park and Greenway Open Spaces 5. Goals and Objectives in Outdoor Recreation Planning