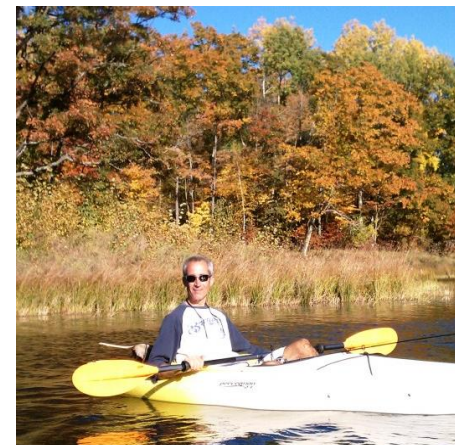


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1. WISCONSIN WETLANDS STRATEGY
2. POPULATION ATTRIBUTES AND PROJECTIONS
3. PLACES OPEN TO THE PUBLIC FOR NATURE-BASED RECREATION
4. RECREATION OPPORTUNITIES, TRENDS AND NEEDS, BY REGION
5. TOURISM ECONOMIC IMPACT, BY COUNTY

The following Appendices are available online at the Wisconsin DNR website (dnr.wi.gov):

6. **OUTSIDE IN WISCONSIN: RESULTS OF THE 2016 SCORP RECREATION PARTICIPATION SURVEY**
7. PUBLIC LANDS VISITOR SURVEY: A METHODOLOGICAL COMPARISON PILOT PROJECT
8. RECREATION OPPORTUNITIES ANALYSIS REPORT
9. 2018 GRANT PROGRAM GUIDANCE FOR LWCF AND OTHER GRANTS
10. RECREATION GRANTS AND GUIDELINES FOR THE DEVELOPMENT OF LOCAL RECREATION PLANS



Outside in Wisconsin: Results of the 2016 Statewide Comprehensive Outdoor Recreation Plan (SCORP) Survey



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Wisconsin Department of Natural Resources
P.O. Box 7921
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About this Report

This report presents results of a statewide survey of the general public regarding outdoor recreation. The survey assessed participation and demand and measured attitudes about funding for the management of state properties used for fish and wildlife recreation. The study was conducted to support the Department of Natural Resources' efforts to update Wisconsin's Statewide Comprehensive Outdoor Recreation Plan (SCORP). This report presents study findings, interprets the information within pertinent contexts, and may identify potentially useful lines of additional inquiry. This report does not, however, include specific recommendations or policy prescriptions.

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Introduction

Federal funding allows states to plan for and develop outdoor recreation opportunities and facilities under the Land and Water Conservation Act. To be eligible, states must complete a plan every five years that includes assessments of the supply and demand of outdoor recreation opportunities in the state. The resulting Statewide Comprehensive Outdoor Recreation Plan (known by the acronym “SCORP”) uses this information to evaluate outdoor recreation trends and issues and suggest future directions for outdoor recreation in the state. The Wisconsin Department of Natural Resources (department) is the lead agency for the development of Wisconsin’s SCORP, though numerous external partners provide input to and benefit from the development of the recreation plan. Wisconsin’s most recent SCORP (Prey et al. 2012) covered the period 2011-2016. Work to update the SCORP began in 2015.

At the request of the department’s Fish and Wildlife Management Team and the Bureau of Facilities and Lands, we conducted a statewide study of outdoor recreation participation to assess recreation demand. Department administrators requested that the survey also measure public attitudes about funding the management of state properties for fish and wildlife recreation to supplement findings from an earlier survey (Holsman et al. 2016). The SCORP recreation survey also identified issues of concern, as well as local recreation needs. This report highlights results from the study, with an emphasis on those results most relevant to the department’s SCORP planning effort.

Survey Methods Overview

The findings in this report come from questionnaire data obtained from two survey modes: a statewide postal survey of randomly selected Wisconsin households and an online survey of panelists recruited by a third party firm to represent the state adult population (≥ 18 years old). The postal survey contained a few additional questions that were not posed to the online panel due to space limitations posed by the web format. The two modes are henceforth referred to as “postal” and “panel” surveys, respectively. This project represents the department’s first use of an online Internet panel as a sample source for a public survey.

Focus areas for inquiry and specific aspects of survey questions (e.g., types of recreational activities, issues/concerns presented, etc.), were developed in consultation with the Fish and Wildlife Management Team, Bureau of Facilities and Lands staff, internal and external SCORP advisory committees, and department administration. Questions addressed multiple objectives (i.e. assess recreation demand, measure attitudes regarding funding, identify issues of concern, etc.) as requested by these stakeholders. The final survey instrument comprised four printed pages (Appendix A).

The survey was conducted during May and June 2016 following Dillman et al.’s (2014) methods. We sent the postal survey to a stratified, random sample of 6,400 Wisconsin households. Eight hundred household addresses were randomly selected within each SCORP region (Figure 1) to ensure an adequate sample response to be able to conduct some requested analyses at the regional scale.

In addition to receiving the initial cover letter, questionnaire and a stamped, return envelope, all households received a follow-up post card reminder asking for participation. Non-respondents were sent a second copy of the questionnaire two weeks after the initial mailing. The final, adjusted response rate for the postal survey was 46 percent.

Online panelists were sent an e-mail link to an electronic copy of the questionnaire posted on the department’s survey platform (Select Survey). The e-mail message was routed through the company from which the panel was recruited and maintained. Access to the survey was closed when the number of completed surveys reached 1,016, a process that took less than 72 hours.

Responses to the postal and panel surveys were aggregated by SCORP region and then weighted to reflect within-region demographics using U.S. Census data. We also weighted data to correct for geographic oversampling of some regions and pooled the resulting responses to create a statewide composite of recreation participation rates and attitudes. The data presented in the main body of the report are a weighted combination of the responses from both of these modes. For a more detailed discussion of methods, consult Appendix B.

Upon completion of the survey period, at the request of department administration, we solicited public comment through an open access, online input form. The online form replicated questions from the postal/panel survey questionnaire. We received over 16,500 completed questionnaires, which is the largest number of responses the department has received from an open-access online input form. Since open-access web input forms do not have a defined or known sampling frame and participation is not random, results are not considered to be statistically representative. Consequently, results from the online input form were not used in the data analyses for this report. Use of the online form in conjunction with the postal/panel surveys, however, allowed for further comparison and assessment of methodologies, which can be reviewed in Appendix D.

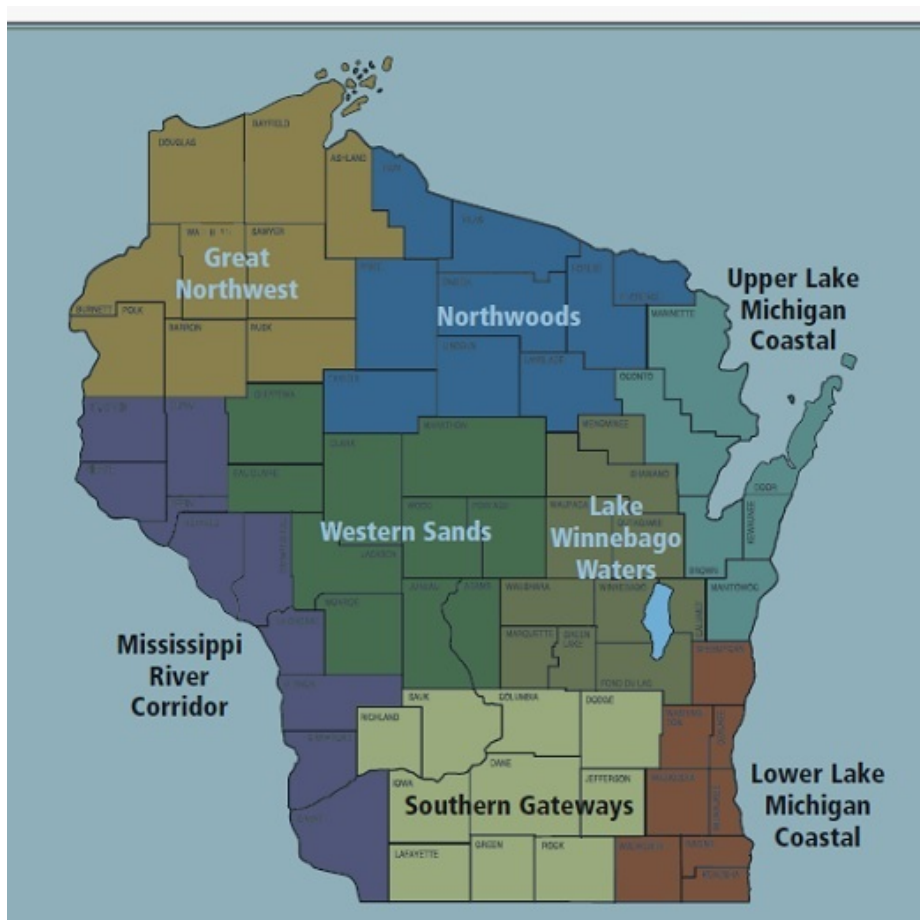


Figure 1. SCORP Regions.

Measuring recreation participation

We assessed Wisconsin residents' participation in sixty-five different outdoor activities by asking, "*How many days did you participate in [this activity] in the last 12 months?*" Categorical response options included 0 (zero), 1-2 days, 3-9 days, 10-29 days, and 30+ days.

Participation rates in any activity represent the percentage of respondents statewide that checked one of the categories other than zero indicating that they participated at least one day during the past year. When possible, we compared these rates to the most recent national survey research (U.S. Department of the Interior, U.S. Fish and Wildlife Service, and U.S. Department of Commerce, U.S. Census Bureau (2014).

In addition to participation rates, we used the ordinal categories for days of participation (coded from one to five) to calculate mean scores for each activity as a measure of **relative recreation frequency**. A mean score of 1 indicates no participation or zero days. Higher mean scores (closer to five) indicate activities in which residents participate frequently. *It is important to remember that average scores that are presented for recreation frequency are not measures of average days of participation*; determining actual recreation days from these survey results is not possible because of our decision to measure participation categorically rather than through open-ended responses.

Past comparability lacking

During previous SCORPs, recreation participation data for Wisconsin was provided from the now defunct National Survey of Recreation and the Environment at the University of Tennessee-Knoxville. We do not provide trend information or attempt to compare our current findings to past data because significant changes in study methodology would make such comparisons tenuous. In particular, previous data was collected through telephone surveys and sample sizes for the state were small compared to the present study.

Activity clusters

We wanted to see whether participation in particular activities was associated with issues of concern, identification of needs in home county of residence, or attitudes toward conservation funding. In order to streamline the presentation of results pertaining to those inquiries, we performed a factor analysis to reduce the 65 activities into more manageable set of activity groupings (Figure 2). Factor analysis is statistical procedure that identifies items that correlate with each other while tending not to correlate with other groupings (see Appendix B for methodology). We used the resulting five categories of activity participation in this procedure. Activities were assigned to a group when their factor loadings were greater than 0.40. A factor loading is analogous to a correlation score in terms of interpreting its relative strength of association. The factor analysis successfully grouped 60 of the activities into eleven categories (see Appendix B). We labeled each activity cluster to try and capture the essence of its component activities. Tent camping, RV camping, horseback riding, snowmobiling and golf did not statistically combine with any of the eleven groupings and thus were treated as separate groups in any analysis involving group affiliations.

In addition to identifying activity groupings from the data, the statistical procedure also generated factor scores for each respondent based on the participation days for activities associated with each cluster. In other words, each respondent received a score for each of the activity groups reflecting the degree to which their participation frequency was associated with the activities in each respective category. As a

result, group classification was not mutually exclusive; respondents could have factor scores that reflected membership in multiple activity clusters (e.g., silent sports and fishing). When it came time to explore whether membership in activity clusters influenced response preferences to issues, needs, or funding, we selected respondents with factor scores in the top quartile within each activity cluster to “speak for” those perspectives.

Cluster name	Activities	Cluster name	Activities
Water activities	Motor boating (including pontoon boats) Personal water craft (jet-ski) Swimming in lakes/ponds/streams Water skiing/tubing/wakeboarding		Cross-country skiing Fat tire biking/snow biking Geocaching Handball or racquetball outdoors Hockey outdoors Ice skating outdoors Mountain biking on single-track trails Organized athletic event Stand-up paddle boarding
Broad focus hunting	Hunting big game on public lands Hunting migratory birds on public lands Hunting migratory birds on public lands Hunting small game hunting on private lands Hunting small game on public lands Hunting turkey on private land Hunting turkey on public land Trapping	Outdoor exercise	
Camping	RV/pop-up camping Tent camping	Private land deer hunting & shooting sports	Hunting big game on private land Target archery outdoors Target firearms shooting outdoors
Dog owners	Visiting a dog park Walking/running dog on trails		Attending outdoor festival or music event Attending outdoor sporting event Driving for pleasure Picnicking/tailgating/cookout Swimming in outdoor community pools Taking kids to playgrounds Visit a beach/beach walking Visiting a historic site Visiting a nature center Walking/running on sidewalks/roads
Fishing	Ice fishing Lake fishing from a boat/canoe/kayak Lake fishing from shore or a pier River fishing from a boat/canoe/kayak Stream/river fishing from shore/wading	Sight-seeing/ attractions	
Golf	Golf		
Horseback riding	Horseback riding on trails	Silent sports	Bicycling on rail trails/developed trails Bicycling on roads Canoeing or kayaking Hiking/walking/running on trails
Motorized recreation	Driving 4-WD vehicles on trails/routes Riding ATVs/UTVs on trails/routes Riding motorcycles on trails/routes	Snowmobiling	Snowmobiling
Naturalists	Bird/wildlife viewing away from home Bird/wildlife viewing from home Gathering berries, mushrooms, etc. Nature photography	Team sports	Basketball outdoors Soccer outdoors Softball or baseball Tennis outdoors

Figure 2. Activity clusters generated from factor analysis of recreation participation patterns.

Results and Discussion

Participation rates

Ninety-five percent of state residents engaged in at least one of the measured outdoor recreations in the past year. The complete list of statewide participation rates is presented in descending order in Table 1. The three outdoor activities with the highest participation rates (Table 1) measured in the survey were:

- 1) Walking/running on sidewalks/roads (81%);
- 2) Picnicking/tailgating/cookout (74%);
- 3) Driving for pleasure (73%).

Four other activities with a clear natural resource focus made the top ten: hiking/walking/running on trails (68%), visit a beach/beach walking (65%), bird/wildlife watching at home (55%), and swimming in lakes/ponds/rivers (54%).

Over half (52%) of state residents visited a nature center at least once in the previous year. Forty-five percent annually go boating and four in ten resident go fishing from a lake shore or pier. Just over one-quarter (27%) of Wisconsinites did some form of hunting in the past year (Table 1). Participation in many outdoor activities varies with respect to age, gender and rural or urban areas of the state. A set of tables containing the demographic profiles for outdoor recreation activities is provided in Appendix C.

Benchmarked to other recent estimates

An industry sponsored study conducted in 2016 found many of the same activities in the top ten nationally as did our SCORP findings for Wisconsin (Outdoor Foundation 2016). For example, walking and running for exercise was the popular outdoor activity nationally. Hiking and visiting beaches were also in the top five nationally in 2016. That report determined that getting exercise was the most frequently cited motivation for getting outdoors. About half of those surveyed said they pursue outdoor recreation to be close to nature (Outdoor Foundation 2016).

The estimates we generated for hunting (27%) and fishing (40%) are nearly identical to the most recent estimates for Wisconsin available from the U.S. Fish and Wildlife Service (U.S. Depts. Interior and Commerce 2014). That National Survey estimated hunting participation at 26 percent and angling at 36 percent.

On the other hand, our participation estimates for bird/wildlife watching differed somewhat from estimates from the National Survey (U.S. Depts. Interior and Commerce 2014). The data we obtained placed the wildlife watching from home participation rate at 55 percent compared with 65 percent estimated by the National Survey. Conversely, our participation rates for bird/wildlife watching away from home are considerable higher (39%) than those obtained on the National Survey (26%).

Relative recreation frequency

The five possible response categories to the “*How many days*” question are ordinal (from zero to 30+ days). In this analysis, walking/running on sidewalks/roads remained the most popular outdoor activity in the state, but there is a considerable reordering among other activities (Table 2). For example, bird/wildlife watching at home rose from 16th to the second ranked outdoor activity in the state based on number of days of participation. Bicycling on roads jumped to the third ranked activity (tied) from 11th place in the participation ratings. Hunting big game on private lands and target archery shooting were the eighth and ninth ranked outdoor activities based on frequency of participation throughout the year. They were 27th and 36th respectively based on participation. Walking/running dogs on trails increased in rank from 22nd in overall participation to 7th based on frequency. Hiking/walking trails slipped one notch from 5th to 6th when looking at frequency, suggesting a majority of Wisconsinites participate in hiking and do so regularly (Table 2).

Several aspects may limit the number of times that people participate in some outdoor activities over the course of the year. For example, most residents are only able to hunt turkeys during one of the six, one-week long periods in the spring. Thus, someone who participated in turkey hunting 3-9 days in the last 12 months could be participating during the majority or entirety of their legally allowed days. Similarly, there may be a limited number of opportunities for people to participate in snow or ice-based activities, particularly in the southern part of the state, simply due to a lack of adequate conditions. Thus, although ice fishing, snowmobiling, cross-country skiing, and snowshoeing registered fewer days of average participation than activities such as nature photography or bird/wildlife watching, the people participating in winter activities may be participating in a higher percentage of the available days. As such, the results of the relative frequency of participation should be interpreted with these caveats in mind.

Table 1. Statewide participation rates in all survey-measured outdoor recreation activities.

All residents	Participation rates	zero days	1-2 days	3-9 days	10-29 days	30 or more days	Mean (1-5)
Walking/running on sidewalks/roads	81%	19%	8%	15%	17%	41%	3.54
Picnicking/tailgating/cookout	74	26	20	30	17	7	2.60
Driving for pleasure	73	27	14	23	17	19	2.88
Attending outdoor festival or music event	69	31	30	29	8	2	2.19
Hiking/walking/running on trails	68	32	16	22	16	13	2.62
Visit a beach/beach walking	65	35	21	26	11	6	2.32
Attending outdoor sporting event	64	37	22	26	11	4	2.24
Visiting a historic site	57	43	32	20	4	2	1.89
Bird/wildlife watching at home	55	45	9	12	10	24	2.60
Swimming in lakes/ponds/rivers	54	46	15	22	11	6	2.14
Visiting a nature center	52	48	30	16	4	2	1.81
Bicycling on roads	48	52	9	15	12	12	2.23
Taking kids to playground	47	53	11	15	12	9	2.13
Motor boating (including pontoon boats)	45	55	15	15	9	6	1.96
Lake fishing from shore or a pier	40	60	15	15	6	4	1.80
Bird/wildlife watching away from home	39	61	12	14	7	6	1.85
Lake fishing from a boat/canoe/kayak	37	63	11	13	8	5	1.82
Nature photography	37	64	12	14	6	5	1.77
Swimming in outdoor community pools	36	64	15	12	6	3	1.70
Bicycling on rail trails/developed trails	34	66	10	12	8	5	1.78
Canoeing or kayaking	34	66	14	12	5	3	1.65
Golf	32	68	11	10	6	5	1.68
Tent camping	32	68	15	13	3	1	1.55
Walking/running dog on trails	32	68	8	11	6	7	1.77
Gathering berries, mushrooms, etc.	31	69	14	12	3	1	1.53
Target firearms shooting outdoors	29	71	10	10	6	3	1.61
Ice fishing	23	77	8	7	5	3	1.47

Table 1 (cont.)

All residents	Participation rates	zero days	1-2 days	3-9 days	10-29 days	30 or more days	Mean (1-5)
Visiting a dog park	23	77	9	7	4	4	1.50
Hunting big game on <u>private</u> land	21	79	4	8	5	3	1.49
RV/Pop-up camping	21	79	7	8	4	2	1.43
Stream/river fishing from shore/wading	21	79	8	7	3	2	1.41
Water skiing/tubing/wakeboarding	21	79	10	7	3	1	1.38
River fishing from a boat/canoe/kayak	20	80	8	7	3	2	1.39
Basketball outdoors	19	81	8	7	2	2	1.38
Softball or baseball	19	81	6	6	3	3	1.43
Target archery outdoors	19	81	5	6	3	3	1.45
Organized athletic event (triathlon, adventure or endurance race)	16	84	9	5	1	1	1.27
Riding ATVs/UTVs on trails/routes	16	84	6	6	3	2	1.33
Snowmobiling	15	85	6	5	2	2	1.30
Downhill skiing/snowboarding	14	86	7	5	1	1	1.25
Hunting small game on <u>private</u> land	14	86	5	6	2	1	1.29
Ice skating outdoors	14	86	7	4	2	1	1.23
Tennis outdoors	14	86	5	5	3	2	1.27
Cross-country skiing	13	87	6	4	1	1	1.22
Hunting big game on <u>public</u> land	13	87	4	5	2	2	1.28
Snowshoeing	13	87	6	5	2	1	1.23
Soccer outdoors	13	87	4	4	1	2	1.29
Personal water craft (jet-ski)	12	88	7	3	2	1	1.22
Hunting turkey on <u>private</u> land	11	89	4	5	2	1	1.20
Mountain biking on single-track trails	11	89	4	4	2	2	1.23
Stand-up paddle boarding	11	90	6	2	1	1	1.18
Geocaching	10	90	6	2	1	1	1.17
Hunting small game on <u>public</u> land	10	90	4	3	2	1	1.21
Driving 4-WD vehicles on trails/routes	8	92	4	2	1	1	1.17
Horseback riding on trails	7	93	4	1	1	1	1.12

Table 1 (cont.)

All residents	Participation rates	zero days	1-2 days	3-9 days	10-29 days	30 or more days	Mean (1-5)
Riding motorcycles on trails/routes	7	93	2	1	2	2	1.18
Sailing	7	93	4	2	1	0	1.11
Hockey outdoors	6	94	3	2	1	0	1.10
Hunting migratory game birds on <u>private</u> land	6	94	2	2	1	1	1.12
Hunting turkey on <u>public</u> land	6	94	2	3	1	0	1.11
Skateboarding/longboarding	6	94	2	2	1	1	1.12
Hunting migratory game birds on <u>public</u> land	5	95	2	2	1	1	1.12
Fat tire biking/snow biking	4	96	2	1	1	0	1.08
Handball or racquetball outdoors	4	96	2	1	0	1	1.08
Trapping	4	96	2	1	0	1	1.08

Table 2. Average ratings for frequency of annual recreation participation by days (Note: score refers to mean scores on a 5-point categorical scale, not number of days).

Participants	% of participants who recreate...				Mean * (2-5)
	1-2 days	3-9 days	10-29 days	30 or more days	
Walking/running on sidewalks/roads	9	18	16	51	4.14
Bird/wildlife watching at home	16	22	19	43	3.91
Driving for pleasure	19	32	24	25	3.56
Bicycling on roads	20	30	25	25	3.56
Taking kids to playground	23	32	25	19	3.41
Hiking/walking/running on trails	24	33	24	19	3.39
Walking/running dog on trails	25	33	20	22	3.38
Riding motorcycles on trails/routes	33	20	22	25	3.38
Hunting big game on <u>private</u> land	21	41	24	15	3.33
Target archery outdoors	27	31	27	16	3.32
Softball or baseball	30	30	24	16	3.27
Bicycling on rail trails/developed trails	28	34	23	15	3.26
Soccer outdoors	32	30	20	18	3.24
Lake fishing from a boat/canoe/kayak	29	36	21	14	3.20
Hunting migratory game birds on <u>public</u> land	30	33	24	13	3.20
Bird/wildlife watching away from home	31	36	19	15	3.17
Picnicking/tailgating/cookout	27	41	22	9	3.15
Motor boating (including pontoon boats)	33	33	20	14	3.15
Golf	34	32	18	16	3.15
Visiting a dog park	38	29	16	18	3.13
Swimming in lakes/ponds/rivers	29	41	20	10	3.12
Nature photography	32	37	17	14	3.12
Target firearms shooting outdoors	33	35	21	12	3.11
Hunting big game on <u>public</u> land	31	40	18	12	3.11
RV/Pop-up camping	33	37	19	12	3.10
Hunting small game on <u>public</u> land	35	33	20	12	3.08
Ice fishing	37	31	21	11	3.07
Riding ATVs/UTVs on trails/routes	35	36	17	12	3.07
Mountain biking on single-track trails	38	32	17	14	3.07
Hunting small game on <u>private</u> land	32	41	17	10	3.05
Visit a beach/beach walking	33	40	18	9	3.03
Driving 4-WD vehicles on trails/routes	44	25	17	15	3.03

Table 2 (cont.)

	1-2 days	3-9 days	10-29 days	30 or more days	Mean
Snowmobiling	39	34	17	11	3.00
Trapping	43	32	9	16	2.99
Lake fishing from shore or a pier	37	38	16	10	2.98
Hunting migratory game birds on <u>private</u> land	39	36	13	12	2.98
Skateboarding/longboarding	41	34	11	14	2.98
River fishing from a boat/canoe/kayak	40	34	16	10	2.97
Tennis outdoors	40	35	14	11	2.97
Attending outdoor sporting event	35	41	17	7	2.96
Stream/river fishing from shore/wading	40	34	17	9	2.95
Swimming in outdoor community pools	42	32	17	9	2.93
Basketball outdoors	40	37	13	10	2.93
Canoeing or kayaking	42	34	15	9	2.90
Hunting turkey on <u>public</u> land	38	42	15	6	2.89
Hunting turkey on <u>private</u> land	36	51	8	6	2.84
Handball or racquetball outdoors	52	28	7	14	2.82
Fat tire biking/snow biking	54	22	14	10	2.80
Horseback riding on trails	55	22	13	11	2.79
Water skiing/tubing/wakeboarding	47	34	13	6	2.77
Hockey outdoors	50	31	13	7	2.76
Downhill skiing/snowboarding	49	33	12	6	2.75
Personal water craft (jet-ski)	53	27	12	8	2.75
Attending outdoor festival or music event	44	42	11	3	2.74
Cross-country skiing	49	35	11	5	2.74
Snowshoeing	48	36	13	6	2.74
Gathering berries, mushrooms, etc.	47	38	11	5	2.73
Geocaching	57	24	10	9	2.71
Tent camping	47	39	10	4	2.70
Stand-up paddle boarding	59	21	10	10	2.70
Organized athletic event (triathlon, adventure or endurance race)	53	33	8	6	2.66
Sailing	58	27	7	8	2.66
Ice skating outdoors	54	32	10	4	2.64
Visiting a nature center	58	31	8	4	2.57
Visiting a historic site	57	34	6	3	2.56

*The range for mean scores for this analysis begins at 2.0 because it only includes activity participants; non-participants (zero days) have a 1.0 score on this scale.

Participation differences by region

We compared participation rates by respondents' residence across the eight SCORP regions (Figure 1). Recreation participation rates were statistically different by SCORP region for 33 of 65 outdoor activities (Table 3). In order to facilitate the presentation of data, activities without statistically significant regional differences are not included in Table 3; for these items refer to the statewide participation rates (Table 2). In many instances, the regional differences, though statistically significant, are rather small in practical terms (e.g. sailing).

Participation rates for many natural resource-based activities like hunting, fishing, boating, and snowmobiling were highest in the northwest and northern regions of the state and statistically lower in the Southern Gateway and Lower Lake Michigan Coastal counties. Differences in regional participation rates to some degree reflect differences in demographics across regions, especially for the age and urban-rural variables. For example, hunting participation—a traditionally rural activity—is highest in regions where most, if not all, residents live in rural areas. Meanwhile, visits to nature centers and playgrounds are highest in regions where median ages are younger, and thereby more likely to have children present in the household.

To a lesser extent, as with the frequency of participation described above, regional differences may also be influenced by opportunity differences that are inherent to regions. For example, participation rates in many winter-based outdoor recreation activities (e.g., snowshoeing, ice fishing, and snowmobiling) are higher in the north, a likely reflection of higher snowfall totals of longer duration than typically occurs in southern counties.

While observed differences can invite conjecture, it is important to note that these data describe the percentage of people living within a region that participated in an activity, but it does not tell us in which region their participation occurred. For example, we know from past research (Holsman 2012) that many residents of counties in the southern and eastern parts of the state travel north or west from their county of residence to go deer hunting. It should be assumed that residents travel to other regions to partake in many, if not most, of the recreation activities we tested. Consequently, caution should be used when interpreting regional differences as reflections of supply and/or demand for particular recreation activities within any region.

Favorite activities

Survey participants were asked an open-ended question to list their two favorite outdoor activities from the list of 65 and the degree to which their participation took place on private or public land. These open-ended responses were coded to create broad categories from related recreation activities (e.g., “bass fishing,” “ice fishing,” and “fishing up north,” were all recorded as *fishing*) (Table 4). Fishing and hunting ranked as second and third most mentioned favorite recreation activities, respectively.

Table 3. Cross tabulations of participation rates by SCORP region.

Activity	Greta Northwest	Northwoods	Western Sands	Mississippi River Corridor	Upper Lake Michigan Coastal	Lake Winnebago Waters	Southern Gateways	Lower Lake Michigan Coastal	Significance level
	% participation rate								
Attending outdoor festival or music event	60	55	62	65	69	71	71	71	0.00
Attending outdoor sporting event	59	58	60	68	67	68	62	65	0.05
Basketball outdoors	16	16	15	22	21	25	18	21	0.01
Bicycling on roads	45	41	47	43	49	56	47	49	0.01
Bird/wildlife watching at home	70	67	61	59	58	54	49	55	0.00
Bird/wildlife watching away from home	43	41	42	41	42	40	35	42	0.03
Canoeing or kayaking	42	41	34	37	31	34	32	37	0.05
Cross-country skiing	20	23	11	12	12	14	12	11	0.01
Downhill skiing/snowboarding	16	14	8	16	17	14	16	13	0.02
Driving 4-WD vehicles on trails/routes	23	21	10	10	11	7	7	7	0.00
Driving for pleasure	79	82	75	79	79	74	70	72	0.00
Gathering berries, mushrooms, etc.	45	48	36	45	29	28	24	31	0.00
Hunting big game on private land	37	37	31	32	26	26	12	17	0.00
Hunting big game on public land	27	30	16	14	18	12	11	11	0.00
Hunting small game on private land	26	25	18	19	18	13	10	14	0.00
Hunting small game on public land	22	23	9	11	16	8	8	9	0.00
Hunting turkey on private land	14	13	14	15	15	11	8	10	0.00
Ice fishing	43	44	29	29	28	27	18	15	0.00
Lake fishing from a boat/canoe/kayak	54	56	42	41	37	42	32	35	0.00
Lake fishing from shore or a pier	48	55	46	42	41	45	35	39	0.00
Motor boating (including pontoon boats)	58	55	47	50	42	49	40	44	0.00
Riding ATVs/UTVs on trails/routes	37	34	21	17	22	15	12	13	0.00
River fishing from a boat/canoe/kayak	24	28	27	30	21	22	15	18	0.00
RV/Pop-up camping	28	27	27	27	26	25	17	15	0.00
Sailing	8	4	3	6	8	6	8	6	0.03

Table 3 (cont.)

Activity	Greta Northwest	Northwoods	Western Sands	Mississippi River Corridor	Upper Lake Michigan Coastal	Lake Winnebago Waters	Southern Gateways	Lower Lake Michigan Coastal	Significance level
Snowmobiling	25	33	15	18	21	18	12	11	0.00
Snowshoeing	26	31	14	15	18	15	11	11	0.00
Stream/river fishing from shore/wading	26	32	27	28	26	22	16	20	0.00
Swimming in outdoor community pools	19	19	35	34	32	41	38	39	0.00
Taking kids to playground	46	45	53	50	52	49	43	46	0.03
Target archery outdoors	30	28	26	22	25	22	15	16	0.00
Target firearms shooting outdoors	49	41	37	37	34	32	22	27	0.00
Visiting a dog park	12	14	17	18	20	19	29	26	0.00
Visiting a nature center	54	42	46	53	57	56	52	51	0.02
Walking/running on sidewalks/roads	76	74	77	78	75	82	84	82	0.00

Table 4. The top 15 most mentioned favorite outdoor recreations in Wisconsin.

Rank	Activity	Number of mentions		
		Favorite	Second Favorite	Total
1	Walking	499	174	673
2	Fishing	322	182	504
3	Hunting	294	134	428
4	Hiking	251	107	358
5	Bicycling	173	134	307
6	Camping	173	73	246
7	Athletics (softball, basketball, etc.)	150	82	232
8	Golf	138	57	195
9	Swimming	105	58	163
10	Boating	93	68	161
11	Bird_wildlife viewing	92	63	155
12	Picnic_cookout	87	57	144
13	Festivals	89	45	134
14	Running	73	44	117
15	Paddle sports	65	49	114

Public land use

Public lands and waters are very important to most outdoor recreation participants in the state. Six in ten said they do their favorite recreation (whatever it was) “*Entirely*” or “*Mostly*” on public lands (Figure 3). Furthermore, sixty-six percent of Wisconsin residents were “*Entirely*” or “*Mostly*” dependent on public lands for their second favorite recreation activities.

Since the Public Trust Doctrine makes most waterways in the state open to access, it is not surprising that water-based activities led the way in terms of proportion of participants who said they used public waters “*Entirely*” or “*Mostly*” for their activity (Table 5). Ninety-one percent of people whose favorite activity was boating (including waterskiing, tubing, and Jet skis) said they use public waters “*Entirely*” or “*Mostly*” for their activity. On the other end of the continuum, the majority of people whose favorite activity was bird/wildlife watching do that on private lands (mostly from home). Two-thirds (65%) of people who said hunting was their favorite outdoor pursuit used private lands “*Entirely*” or “*Mostly*” (Table 5).

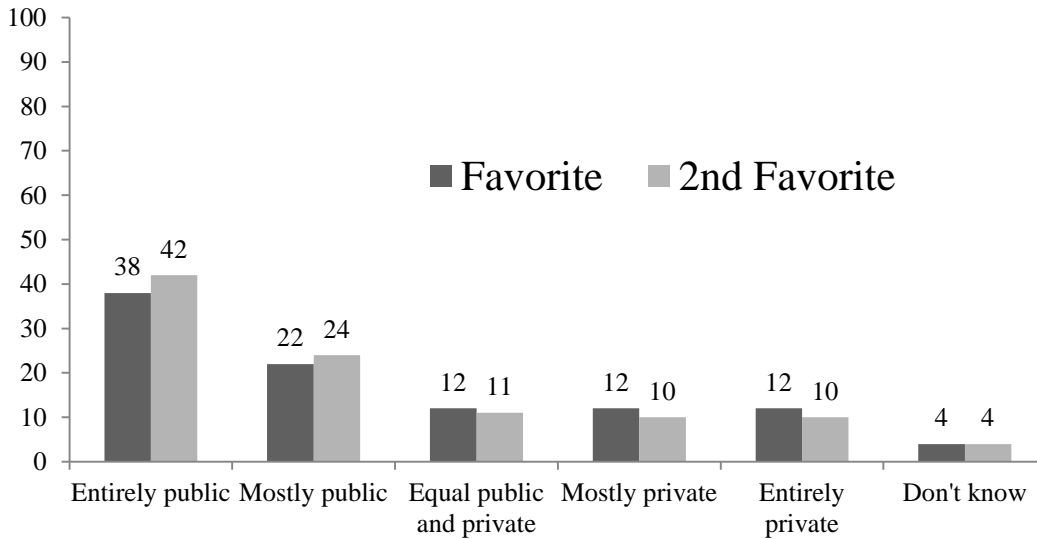


Figure 3. Percentage of responses to the question of where respondents' favorite activity occurs.

Table 5. Frequency of private vs public land/water use by favorite recreation activities.

Favorite activity	n	% of who participate in their favorite activity on...					
		entirely public	mostly public	equal	mostly private	entirely private	not sure
Boating	205	79	12	2	3	3	1
Paddle sports	114	74	19	4	2	0	2
Fishing	670	61	21	8	5	2	2
Bicycling	288	59	32	5	1	0	2
Hiking	348	41	38	11	6	1	3
Swimming	154	36	28	12	13	8	3
Camping	349	28	24	22	4	8	4
Shooting firearms	59	15	7	05	15	51	7
Snowmobiling	92	11	40	28	16	1	3
Riding ATV/UTVs	130	11	37	25	15	11	2
Hunting	669	10	14	12	29	36	0
Bird or wildlife viewing	161	2	7	16	39	33	2

Write-ins

Respondents had the opportunity to write-in up to three additional outdoor recreation types besides the 65 about which we explicitly asked. Six in ten respondents provided at least one write-in. Most of the write-ins were not informative for one of three reasons: 1) many simply repeated an activity already listed (e.g., camping, fishing, etc.); 2) in some cases, respondents provided a more specific example or variant of a listed activity (running 5k races, bow hunting, etc.); or 3) a new activity was only listed once or twice (maple sugaring, rock climbing, bocce ball, etc.). There were many activities that received one or two write-ins. Only four activities received double-digit write-ins: gardening (59), disc golf (24), cutting firewood (18) and bonfires/campfires (14). A complete listing of “other reasons” is provided in Appendix E.

Recreating out of state

Nineteen percent of respondents indicated that there were outdoor recreation activities that they primarily did in another state. The leading reason provided for going out of state was the “*other (another reason)*” category at 50 percent. Visiting relatives, owning property, closer proximity to home and desire to travel and see something different were among common write-ins in this category. Among the response options provided, 34 percent chose “*Opportunities are better in another state*”. Eighteen percent selected “*There are no opportunities in Wisconsin*”; 18% also checked “*Tradition*”. Only three percent said, “*It’s less expensive in another state.*” A complete listing of “other reasons” is provided in Appendix E.

Issues/concerns

We asked: “Which, if any, of the following issues concern you regarding the future of outdoor recreation in Wisconsin?” The questionnaire provided a list of eleven response options, of which respondents could select all items that pertained to their opinions. Respondents then identified their top three concerns from the same list.

A majority (53%) of state residents indicated they were concerned about “Assuring clean air and water in Wisconsin”; it was the most frequently checked item (Table 6). It was also the highest ranked concern in the state (53%, Table 7), with just over one-quarter (26%) of respondents indicating it was their highest priority. “Having adequate funding to manage the state’s land and water and fish and wildlife resources” was the second most frequently checked concern. Forty-four percent of respondents checked this item, while 39% ranked it as one of their top three concerns (Tables 6 and 7). The third most frequently selected and ranked item was “Introduction of invasive land and water species”. Forty-two percent checked this item and 34 percent ranked it among the top three (Tables 6 and 7).

Slightly fewer than one in five residents (18%) were concerned by a lack of opportunities for outdoor recreation where they live (Table 6). One in five respondents was not concerned about any of the issues on the list.

Table 6. Frequency of respondents’ concerns for issues impacting the future of outdoor recreation.

Issue of concern	% who checked
Assuring clean air and water in Wisconsin	53
Having adequate funding to manage the state’s land and water and fish and wildlife resources	44
Introduction of invasive land and water species	42
Society’s disconnect with nature	40
Maintaining abundant populations of fish and wildlife	39
Having adequate habitat for fish and wildlife	38
Having sufficient public land for outdoor recreation	35
Public involvement in conservation issues	28
Resource management adapting to a changing climate	24
I am not concerned about any of these recreation issues	20
Lack of opportunities near where I live	18
Inadequate information about outdoor activities in Wisconsin	17
Other	6

Table 7. Frequency of respondents who ranked issues as one of their top three priority concerns.

Issues of concern	% who ranked as a top 3 concern			Total ranking score*
	Top ranked	Second ranked	Third ranked	
Assuring clean air and water in Wisconsin	26	16	11	122
Having adequate funding to manage the state's land and water and fish and wildlife resources	13	14	13	78
Introduction of invasive land and water species	9	11	14	62
Having adequate habitat for fish and wildlife	8	12	11	60
Maintaining abundant populations of fish and wildlife	8	12	10	58
Having sufficient public land for outdoor recreation	10	9	9	57
Society's disconnect with nature	10	9	10	57
Inadequate information about outdoor activities in Wisconsin	9	3	4	35
Lack of opportunities near where I live	4	4	3	24
Public involvement in conservation issues	2	4	8	23
Resource management adapting to a changing climate	2	4	6	21

* Total ranking scores were calculated as three points for a top ranked selection, two points for a second and one point for a third.

There was consensus over priority issues among the recreation activity clusters (Table 8). Assuring clean air and water was selected as a top-three priority for all groups and the top priority for 12 out of 15. Conservation funding was also in the top three for all 15 groups. Maintaining fish and wildlife populations was the top priority among those in the fishing group, as well as private-land big game hunters, target shooters, and snowmobilers.

Regional differences in concerns

The percentage of respondents selecting issues of concern was statistically different across SCORP region for six of the 11 issues (Table 9). Residents of Lower Lake Michigan Coastal counties expressed concern for fish and wildlife funding; fish and wildlife habitat; and adaptation to climate change more frequently than did residents of other regions. Residents of the Upper and Lower Lake Michigan Coastal regions had the highest frequencies of concern for clean air and water. Meanwhile, a majority (51%) of respondents in the Northwoods region checked concern over maintaining fish and wildlife populations—more than any other region. People in the Northwoods region were also less likely than others to express concern for climate change adaptation than were residents of other regions. About one in three residents of the Lower Lake Michigan Coastal counties identified climate change adaptation as a concern. Respondents in the Upper Lake Michigan Coastal region were slightly more likely to identify a lack of opportunities where they live than were people from other regions. Meanwhile concern over assuring clean air and water was most commonly expressed among resident of Upper and Lower Lake Michigan coastal counties (Table 9).

Table 8. Top three issue priorities identified by each recreation activity group.

Group affiliation	Relative priority ranking for issues of concern		
	First	Second	Third
Outdoor exercise	Clean air and water	Adequate fish and wildlife funding	Sufficient public land for outdoor conservation
Broad focus hunting and trapping	Clean air and water	Maintaining abundant populations of fish and wildlife	Adequate fish and wildlife funding
Sight-seeing/attractions	Clean air and water	Adequate fish and wildlife funding	Society's disconnect with nature
Fishing	Maintaining abundant populations of fish and wildlife	Clean air and water	Adequate fish and wildlife funding
Team sports	Clean air and water	Adequate fish and wildlife funding	Maintaining abundant populations of fish and wildlife
Hunting & Shooting sports	Maintaining abundant populations of fish and wildlife	Clean air and water	Adequate fish and wildlife funding
Silent sports	Clean air and water	Adequate fish and wildlife funding	Sufficient public land for outdoor conservation
Water activities	Clean air and water	Adequate fish and wildlife funding	Invasive land and water species
Naturalists	Clean air and water	Adequate fish and wildlife funding	Adequate habitat for fish and wildlife
Motorized recreation	Clean air and water	Adequate fish and wildlife funding	Maintaining abundant populations of fish and wildlife
Dog owners	Clean air and water	Adequate fish and wildlife funding	Sufficient public land for outdoor conservation
Campers	Clean air and water	Adequate fish and wildlife funding	Adequate habitat for fish and wildlife (tie) Sufficient public land for outdoor conservation
Horse trail riders	Clean air and water	Adequate fish and wildlife funding	Sufficient public land for outdoor conservation
Snowmobilers	Maintaining abundant populations of fish and wildlife	Clean air and water	Adequate fish and wildlife funding
Golfers	Clean air and water	Adequate fish and wildlife funding	Sufficient public land for outdoor conservation (tie) Society's disconnect with nature

Table 9. Cross tabulations of frequency of issue concerns by SCORP region (Sig <.05).

	Great Northwest	Northwoods	Western Sands	Mississippi River Corridor	Upper Lake Michigan Coastal	Lake Winnebago Waters	Southern Gateways	Lower Lake Michigan Coastal	SIG
Assuring clean air and water	55	48	54	45	59	47	54	58	0.001
Having adequate fish and wildlife funding	45	39	42	43	46	39	44	52	0.003
Having adequate habitat for fish and wildlife	40	39	39	40	42	33	36	42	0.024
Having sufficient public land for outdoor conservation	33	32	37	32	37	31	36	38	0.286
Inadequate information about outdoor activities in Wisconsin	14	13	17	17	14	15	18	18	0.448
Introduction of invasive land and water species	41	38	37	38	47	44	43	45	0.112
Lack of opportunities where I live	18	13	16	18	20	12	18	17	0.111
Maintaining abundant populations of fish and wildlife	48	51	39	39	45	37	36	42	0.002
Public involvement in conservation issues	29	29	29	27	29	20	27	33	0.002
Resource management adapting to climate change	24	14	19	21	23	18	24	32	0
Society's disconnect with nature	36	32	41	35	39	39	41	40	0.389

Need for additional recreation opportunities near home

We asked respondents, “Which, if any, of these additional outdoor recreation opportunities do you think are needed in your home county?”

Three in ten respondents identified the need for more hiking trails in their home county, making that the most frequently selected recreation need (Table 10). An equal percentage –30 percent– checked “None of the above” when presented with 14 options. One in four people identified the need for more bicycle trails. Public shore access to lakes, rivers, and streams was the third most frequently selected local need with 22 percent. The same three opportunities emerged from the priority ranking of local needs (Table 11).

There was a statistically significant correlation between participating in an activity and identifying the need for more it, though the magnitude of those correlations was relatively weak (i.e. <0.30) in most cases (Table 12). The correlations can generally be interpreted as the percentage of cases where an activity

participant checked the corresponding need in their county. One reason correlations might be weak is that the question framed the need in the respondents' *county of residence* and it is possible that many people pursue their activities in other areas of the state. For example, activities like camping are generally "get-aways" from home and therefore, less likely to be viewed as local "need".

Participants in public-land big game hunting, target shooting, ATV/UTV trail riding, and bicyclists were the most likely of all the recreation activities to identify a need for more opportunities for their respective activity in their county (Table 12).

Table 10. Frequency of respondents identifying recreation needs in their county.

Recreation opportunities in need in home county	% who selected
Hiking/walking/running trails	30
None	30
Bicycling trails	25
Public shore access to lakes, rivers, and streams	22
Public campsites	20
Local parks and playgrounds	20
Public shooting ranges	15
Public boat launches	13
Trails for motorized recreation	12
Playing fields for outdoor sports such as soccer, softball, baseball, and football	12
Hunting opportunities	11
Outdoor courts for activities such as tennis, handball, and basketball	10
Disc golf courses	10
Equestrian trails	6
Other	4
Trapping opportunities	3

The most frequently identified recreation priorities at the county level differed based on activity cluster affiliations, though there was also substantial overlap in the need for hiking trails, biking trails, and shoreline access (Table 13). The hunter group most dependent on public lands (broad focus hunters) selected more hunting opportunities as their top priority. The private land hunter and shooting sports group identified the need for more motorized recreation trails as their top priority as did motorized users, including snowmobilers. It may be worth noting that neither the fishing group nor the boating group identified the need for more public launches among their top three priorities. Similarly, those affiliated with camping did not have more camping among their top three either.

There were statistically significant regional differences in the need for six of the 14 opportunities at the county level (Table 14). However, given the relatively low overall statewide percentages for the items, the substantive differences are small. Generally speaking, residents of the northern part of Wisconsin (spanning regions) were more likely to identify the need for more boat launches than residents of southern counties, except those living along Lake Michigan. Respondents from the Great Northwest and

Northwoods SCORP regions were also more likely to identify the need for hunting opportunities and for motorized recreation than were residents of other regions.

Table 11. Opportunity needs priority ranking among statewide respondents.

Recreation need	% who ranked as a top 3 local need			Total ranking score
	Top	Second	Third	
Hiking/walking/running trails	17	21	12	104
Bicycling trails	15	13	10	82
Public shore access to lakes, rivers, and streams	11	13	11	69
Public shooting ranges	9	8	8	50
Local parks and playgrounds	8	7	11	47
Public campsites	6	9	11	47
Hunting opportunities	10	5	5	43
Trails for motorized recreation	8	5	6	40
Public boat launches	3	5	5	26
Playing fields for outdoor sports such as soccer, softball, baseball, and football	3	4	6	22
Other	6	2	1	21
Outdoor courts for activities such as tennis, handball, and basketball	2	3	5	18
Disc golf courses	2	2	7	18
Equestrian trails	1	1	2	8
Trapping opportunities	1	2	1	6

Table 12. Correlations between activity participants and identification of corresponding recreation need in their county.

Activity participant	Identified need for addition...	Overall Correlation
Hunting big game on public land	hunting opportunities	0.31
Target firearms shooting outdoors	public shooting ranges	0.30
Riding ATVs/UTVs on trails/routes	Trails for motorized recreation	0.30
Bicycling on roads	bicycle trails	0.30
Hunting big game on private land	hunting opportunities	0.29
Hunting small game on private land	hunting opportunities	0.28
Bicycling on rail trails/developed trails	bicycle trails	0.28
Hunting small game on public land	hunting opportunities	0.27
Hiking/walking/running on trails	Hiking/walking/running trails	0.25
Horseback riding in trails	Equestrian trails	0.24
Basketball outdoors	Outdoor courts	0.21
Snowmobiling	Trails for motorized recreation	0.21
Hunting turkey on private land	hunting opportunities	0.21
Softball or baseball	Playing fields	0.19
Hunting turkey on public land	hunting opportunities	0.19
Hunting migratory game birds on public land	hunting opportunities	0.19
Hunting migratory game birds on private land	hunting opportunities	0.19
River fishing from boat/canoe/kayak	Public boat launches	0.19
Lake fishing from boat/canoe/kayak	Public boat launches	0.18
Tent camping	public campsites	0.18
Soccer outdoors	Playing fields	0.18
Driving 4-WD vehicles on trails/routes	Trails for motorized recreation	0.17
Stream river fishing from shore/wading	Public shore access to lakes, rivers, & streams	0.17
Motor boating	Public boat launches	0.16
Riding motorcycle on trail/routes	Trails for motorized recreation	0.16
Walking/running dogs on trails	Hiking/walking/running trails	0.16
Visit a beach/beach walking	Public shore access to lakes, rivers, & streams	0.15
Tennis outdoors	Outdoor courts	0.15
Taking kids to the playground	Local parks and playgrounds	0.15
Mountain biking on single track trails	bicycle trails	0.14
Lake fishing from shore or a pier	Public shore access to lakes, rivers, & streams	0.14
RV camping	public campsites	0.13
Handball or racquetball outdoors	Outdoor courts	0.13
Swimming in lakes/ponds/rivers	Public shore access to lakes, rivers, & streams	0.11
Picnicking/tailgating/cookout	Local parks and playgrounds	0.10
Canoeing or kayaking	Public boat launches	0.09
Organized athletic event	Playing fields	0.07
Waterskiing/tubing/wakeboarding	Public boat launches	0.05

Table 13. Top three priority recreation needs by recreation groups.

Group affiliation	Relative priority ranking for opportunity needs		
	First	Second	Third
Outdoor exercise	Hiking/walking/running trails	Bicycle trails	Public shore access to lakes, rivers, and streams
Broad focus hunting and trapping	Hunting opportunities	Hiking/walking/running trails	Public shore access to lakes, rivers, and streams
Sight-seeing/attractions	Hiking/walking/running trails	Bicycle trails	Public shore access to lakes, rivers, and streams
Fishing	Public shore access to lakes, rivers, and streams	Hiking/walking/running trails	Bicycle trails
Team sports	Hiking/walking/running trails	Bicycle trails	Local parks and playgrounds
Hunting & Shooting sports	Trails for motorized recreation	Hunting opportunities	Public shooting ranges (tie) Hiking/walking/running
Silent sports	Bicycle trails	Hiking/walking/running trails	Public shore access to lakes, rivers, and streams
Water activities	Hiking/walking/running trails	Bicycle trails	Trails for motorized recreation
Naturalists	Hiking/walking/running trails	Public shore access to lakes, rivers, and streams	Bicycle trails
Motorized recreation	Trails for motorized recreation	Hiking/walking/running trails	Bicycle trails
Dog owners	Hiking/walking/running trails	Bicycle trails	Public shore access to lakes, rivers, and streams
Campers	Hiking/walking/running trails	Bicycle trails	Public shore access to lakes, rivers, and streams
Horse trail riders	Hiking/walking/running trails	Bicycle trails	Equestrian trails (tie) Hunting opportunities
Snowmobilers	Trails for motorized recreation	Hiking/walking/running trails	Public shore access to lakes, rivers, and streams
Golfers	Hiking/walking/running trails	Public shore access to lakes, rivers, and streams	Bicycle trails

Table 14. Cross tabulations of identification of recreation needs by SCORP regions.

	Great Northwest	Northwoods	Western Sands	Mississippi River Corridor	Upper Lake Michigan Coastal	Lake Winnebago Waters	Southern Gateways	Lower Lake Michigan Coastal	Significance
Bicycling trails	25	25	20	25	20	25	28	24	0.09
Disc golf courses	5	11	8	10	7	9	13	11	0.01
Equestrian trails	6	9	9	8	7	4	5	5	0.02
Hiking/walking/running trails	30	29	25	28	26	29	33	30	0.1
Hunting opportunities	17	16	15	14	13	12	10	10	0.01
Local parks and playgrounds	17	15	21	14	15	13	23	22	0.001
Outdoor courts for activities such as tennis, handball, and basketball	11	8	7	9	7	10	13	9	0.13
Playing fields for outdoor sports such as soccer, softball, baseball, and football	8	8	11	10	9	10	15	12	0.01
Public boat launches	12	12	10	11	11	8	5	9	0.001
Public campsites	19	20	23	17	20	18	21	20	0.59
Public shooting ranges	12	17	13	14	14	14	16	14	0.82
Public shore access to lakes, rivers, and streams	21	23	23	23	24	19	23	21	0.71
Trails for motorized recreation	19	17	16	16	13	13	9	10	0.001
Trapping opportunities	6	6	3	3	4	2	2	3	0.08

Conservation funding

Survey results indicate widespread recognition of the benefits of public land to Wisconsin citizens. Ninety-one percent of respondents agreed with the statement: *“I think public lands in Wisconsin benefit all citizens of the state, regardless of whether they visit any public lands.”* Fifty-seven percent *strongly agreed*. The findings on this question were nearly identical to results obtained on a separate statewide questionnaire administered during the same time frame (Holsman et al. 2016).

Currently, funding for public land management, including fish and wildlife management in Wisconsin, as in most states, relies heavily on a user-pay model. The majority of funding for fish and wildlife conservation is provided by hunters, anglers, and shooters through licenses and federal excise taxes. Most people in the state do not contribute financially to the management and operation of public lands through their taxes and currently only some groups have any kind of user fees (e.g., state bike trails) (Wisconsin DNR 2016). Many activities pursued on state lands occur with no direct cost to the user.

Data from this survey reveal support for shifting the burden of funding public land management and fish and wildlife management away from user groups (i.e. hunters and anglers) purchasing licenses and stamps to a broader system of public funding (Table 15). Forty percent of state residents said the fish and wildlife management should be funded “*entirely*” or “*mostly*” by the public. Nearly three in four (72%) thought the general public should contribute at least equally with user groups to conservation funding.

Some caution is warranted before using these findings to predict support for particular funding mechanisms. These data indicate broad support for the general concept of publicly funded fish and wildlife management, but attitudes toward specific measures and amounts (which we did not ask about) would likely vary, requiring further assessment.

Table 15. Frequency responses to who should pay for conservation of fish and wildlife in the state.

Share of funding borne ...	% agreeing
entirely by public	13
mostly by the public	27
equally by public and users	32
mostly by users	13
entirely by users	3
don't know	12
other	2

The level of support is similar across respondents regardless of their recreation group affiliation (4). Eighty-two percent of people engaged in silent sports supported *at least* equal contributions from the public for fish and wildlife management. About three-quarters (76 and 77%) of hunters and shooting sports associates supported public funding provided equally, mostly, or entirely by the public. There is similar convergence of support shown when comparing results based on favorite recreation activities rather than activity clusters (Table 16). There is a small, but statistically significant variation in attitudes about who should pay for fish and wildlife conservation across SCORP regions (Table 17).

Table 16. Frequency responses to who should pay for conservation of fish and wildlife in the state among people whose favorite recreation was fishing, hunting, bird/wildlife viewing or hiking.

Share of funding borne ...	% response among favorite recreation			
	Fishing	Hunting	Bird/wildlife viewing	Hiking
entirely by public	18	21	15	16
mostly by the public	27	27	19	35
equally by public and users	32	27	32	31
mostly by users	10	13	17	11
entirely by users	3	3	3	1
don't know	8	8	13	5
other	2	2	2	2

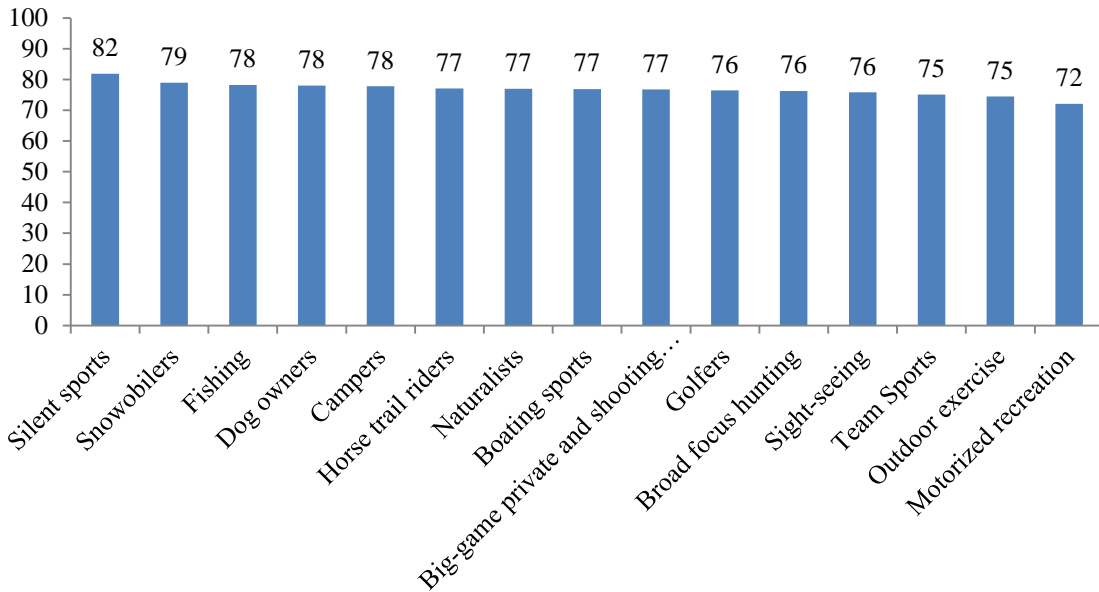


Figure 4. Percentage of respondents classified within each recreation group that said the public should pay *at least half* of funding for fish and wildlife conservation in the state.

Table 17. Cross tabulation of funding attitudes by SCORP region (sig<.001).

Share of fish and wildlife funding options	% response by sample region							
	Great Northwest	Northwoods	Western sands	Mississippi River Corridor	Upper Lake Michigan Coastal	Lake Winnebago Waters	Southern Gateways	Lower Lake Michigan Coastal
entirely by public	19	17	14	9	16	13	12	13
mostly by the public	24	21	21	25	30	27	26	32
equally by public and users	28	29	33	34	28	32	33	31
mostly by users	11	14	12	14	12	12	15	11
entirely by users	4	4	4	3	2	3	1	4
don't know	11	15	14	13	10	11	12	9
other	3	1	2	2	3	2	2	1

Summary

Outdoor recreation remains a vital component to the lifestyle of Wisconsin residents. Taking a walk outside, cooking out, and driving for pleasure are enjoyed by millions of state residents on a regular basis according to these findings. Ninety-five percent of Wisconsin adults participate in at least outdoor recreation activity.

Trails clearly play a vital role in the state's recreational infrastructure playing host to variety of motorized and non-motorized recreation activities. The combination of people who use trails for hiking, biking, running, and dog walking exceed all other recreation activities in the state. Walking and hiking trails is enjoyed by two out of three state residents on an annual basis. The need for more hiking and biking trails were the two most frequently identified local needs among survey respondents.

Fishing and hunting rank near the top of resident's favorite outdoor activities. Four in ten adults go fishing annually, and over one quarter do some form of hunting. Thirty-nine percent of hunters participate ten or more days a year. Thirty-five percent of boat anglers go fishing ten or more days per year. The majority of hunting takes place on private lands in the state, while fishing— as with most other water activities— is predominately done on waterways accessible to the public. Our results corroborate the most recent findings National Survey of fishing, hunting, and outdoor recreation for hunting and angling participation in the state. Our results for birding/wildlife watching are slightly lower than those found in the National Survey.

We found statistically significant regional differences in participation rates for about half of the recreation activities we tested. Differences in demographic composition (i.e., age and percent rural) among SCORP regions underlie some of those differences. Differences in participation may also hint at differences in access or opportunity. However, caution is urged when drawing such inferences. Participation data were measured where people live, not necessarily where they recreate. Many people may prefer to travel away from where they live to pursue outdoor activities. Some even prefer to travel out of state: almost one in five (18%) of state residents went out-of-state last year while visiting family, friends, or seeking particular experiences not available in Wisconsin (e.g., elk hunting, ocean beaches) or perceived to be better elsewhere.

A majority of state residents are concerned about clean air and water and that concern cuts across geographic regions and is widely shared across recreational interests. Likewise, there is near universal agreement among survey respondents that public lands benefit the state, regardless of an individual's own use of them for recreation. Finally, most survey respondents support the notion that the general public should pay at least half the cost of managing fish, wildlife, and their habitats on public lands.

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Help shape outdoor recreation opportunities in Wisconsin!



Section A: Your participation in outdoor recreation

This first section asks about your participation in outdoor recreation in Wisconsin during the past 12 months. Your responses to the following questions are important, even if you do not participate much or at all in outdoor recreation. For each activity, please indicate how many days you participated in the activity in Wisconsin in the past 12 months.

NOTE: It's really important to put one "X" for each activity – thanks! (if a row is left blank, we can't assume you didn't participate in the activity)



Activity	How many <u>days</u> did you participate in this activity in the last 12 months?				
	0	1-2	3-9	10-29	30+
Snowshoeing	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing from a boat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

1. Hunting, trapping, shooting activities in Wisconsin

Activity	How many <u>days</u> did you participate in this activity in the last 12 months?				
	0	1-2	3-9	10-29	30+
Hunting big game on <u>public</u> land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting big game on <u>private</u> land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting turkey on <u>public</u> land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting turkey on <u>private</u> land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting small game on <u>public</u> land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting small game on <u>private</u> land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting migratory game birds on <u>public</u> land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting migratory game birds on <u>private</u> land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trapping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Target firearms shooting outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Target archery outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Water activities in Wisconsin

Activity	How many <u>days</u> did you participate in this activity in the last 12 months?				
	0	1-2	3-9	10-29	30+
Lake fishing from shore or a pier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lake fishing from a boat/canoe/kayak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stream/river fishing from shore/wading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
River fishing from a boat/canoe/kayak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motor boating (including pontoon boats)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal water craft (jet-ski)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water skiing/tubing/wakeboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canoeing or kayaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sailing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stand-up paddle boarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming in lakes/ponds/streams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming in outdoor community pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit a beach/beach walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Trail-related activities in Wisconsin

Activity	How many <u>days</u> did you participate in this activity in the last 12 months?				
	0	1-2	3-9	10-29	30+
Hiking/walking/running on trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking/running dog on trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horseback riding on trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycling on rail trails/developed trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain biking on single-track trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riding ATVs/UTVs on trails/routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving 4-WD vehicles on trails/routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riding motorcycles on trails/routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Winter activities in Wisconsin

Activity	How many <u>days</u> did you participate in this activity in the last 12 months?				
	0	1-2	3-9	10-29	30+
Snowmobiling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cross-country skiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downhill skiing/snowboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snowshoeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ice fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ice skating outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hockey outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fat tire biking/snow biking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section A: (continued)

5. Land-based activities in Wisconsin

Activity	How many <u>days</u> did you participate in this activity in the last 12 months?				
	0	1-2	3-9	10-29	30+
Tent camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RV/Pop-up camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bird/wildlife watching at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bird/wildlife watching away from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gathering berries, mushrooms, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geocaching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting a dog park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Outdoor athletic activities in Wisconsin

Activity	How many <u>days</u> did you participate in this activity in the last 12 months?				
	0	1-2	3-9	10-29	30+
Walking/running on sidewalks/roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycling on roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Softball or baseball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basketball outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skateboarding/longboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Handball or racquetball outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organized athletic event (triathlon, adventure or endurance race)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Leisure activities in Wisconsin

Activity	How many <u>days</u> did you participate in this activity in the last 12 months?				
	0	1-2	3-9	10-29	30+
Driving for pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnicking/tailgating/cookout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking kids to playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting a nature center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting a historic site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending outdoor sporting event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending outdoor festival or music event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Additional outdoor activities in Wisconsin

Are there other outdoor activities in which you participate in Wisconsin? If so, please list them here:

Activity	How many <u>days</u> did you participate in this activity in the last 12 months?			
	1-2	3-9	10-29	30+
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Favorite activities

Considering all of the activities listed in tables 1 through 8, which **TWO** activities are your most favorite?

Tell us the name of the activity and indicate where you most frequently participate in the activity – public or private property.

Favorite activity 1: _____

Type of property where activity occurs (check one)

- Entirely private property
- Mostly private property, some public property
- About equally public and private properties
- Mostly public property, some private property
- Entirely public property
- I'm not always sure of the property type

Favorite activity 2: _____

Type of property where activity occurs (check one)

- Entirely private property
- Mostly private property, some public property
- About equally public and private properties
- Mostly public property, some private property
- Entirely public property
- I'm not always sure of the property type

Section A: (continued)

10. Activities in other states

a. Are there any activities listed in tables 1 through 9 that you participate primarily in another state?

- No → skip to Section B

- Yes → Please list ONE activity that you primarily do in another state: _____

b. What are some reasons for participating in this activity in another state? (check all that apply)

- There are no opportunities in Wisconsin
- Opportunities are better in another state
- Tradition – always done the activity in another state
- It's less expensive in another state
- Another reason? _____

Section B: The future of outdoor recreation – Funding, Concerns and Needs

1. To what extent do you agree or disagree with the following statement? (check one)

I think public lands in Wisconsin benefit all citizens of the state, regardless of whether they visit any public lands.

- Strongly agree Agree Unsure Disagree Strongly disagree

2. Funding is required to maintain and improve recreation facilities and to properly manage public lands. Please indicate how you believe public property management should be funded. (check one)

- Entirely by the general public Mostly by the general public, some by the property users Equally by the general public and property users Mostly by the property users, some by the general public Entirely by the property users Don't know Other _____

3. Which, if any, of the following issues concern you regarding the future of outdoor recreation in Wisconsin? If you are not concerned about any of the issues, please check the last response. (check all that apply)

- A. Lack of opportunities near where I live
- B. Having adequate habitat for fish and wildlife
- C. Having sufficient public land for outdoor recreation
- D. Having adequate funding to manage the state's land and water and fish and wildlife resources
- E. Assuring clean air and water in Wisconsin
- F. Maintaining abundant populations of fish and wildlife
- G. Society's disconnect with nature
- H. Resource management adapting to a changing climate
- I. Introduction of invasive land and water species
- J. Public involvement in conservation issues
- K. Inadequate information about outdoor activities in Wisconsin
- L. Other? Please specify _____

- M. I am not concerned about any of these recreation issues → Skip to Question 5.

4. From the above list, which THREE issues are of greatest concern to you? Please write the letter of the corresponding issue in order of concern.

Top concern _____ 2nd concern _____ 3rd concern _____

Section B: (continued)

5. Which, if any, of these additional outdoor recreation opportunities do you think are needed in your home county?
If you do not think additional recreation opportunities are needed, please check the last response. (check all that apply)

- | | |
|--|---|
| <input type="radio"/> A. Hunting opportunities | <input type="radio"/> I. Trails for motorized recreation |
| <input type="radio"/> B. Bicycling trails | <input type="radio"/> J. Equestrian trails |
| <input type="radio"/> C. Trapping opportunities | <input type="radio"/> K. Local parks and playgrounds |
| <input type="radio"/> D. Public shooting ranges | <input type="radio"/> L. Outdoor courts for activities such as tennis, handball, and basketball |
| <input type="radio"/> E. Public campsites | <input type="radio"/> M. Playing fields for outdoor sports such as soccer, softball, baseball, and football |
| <input type="radio"/> F. Public boat launches | <input type="radio"/> N. Disc golf courses |
| <input type="radio"/> G. Public shore access to lakes, rivers, and streams | <input type="radio"/> O. Other? Please specify _____ |
| <input type="radio"/> H. Hiking/walking/running trails | |
- P. None of the above – I think there are adequate recreation opportunities in my county ➡ Skip to Section C

6. From the above list, which **THREE** recreation opportunities do you believe are most needed in your home county?
Please write the letter of the corresponding opportunity in order of need.

Most needed _____ 2nd most needed _____ 3rd most needed _____

Section C: About You

- | | |
|---|---|
| 1. What is your age? _____ | 2. Are you: <input type="radio"/> Female <input type="radio"/> Male |
| 3. How many children 18 years old or younger live with you? _____ | |
| 4. What setting best describes where you <u>live now</u> ?
(check one) | 5. What setting best describes the area where you <u>grew up</u> ?
<i>If you lived in more than one area, select the place you lived the longest while growing up. (check one)</i> |
| <input type="radio"/> On a farm | <input type="radio"/> On a farm |
| <input type="radio"/> In the country, but not on a farm | <input type="radio"/> In the country, but not on a farm |
| <input type="radio"/> Small town (less than 2,000) | <input type="radio"/> Small town (less than 2,000) |
| <input type="radio"/> Large town or village (2,000-9,999) | <input type="radio"/> Large town or village (2,000-9,999) |
| <input type="radio"/> Small city or suburb (10,000-25,000) | <input type="radio"/> Small city or suburb (10,000-25,000) |
| <input type="radio"/> Large city (over 25,000) | <input type="radio"/> Large city (over 25,000) |

Thank you for completing this questionnaire.
Please return it at your earliest convenience in the provided stamped, return envelope.

This publication is available upon request in alternate formats for visually impaired persons. Please contact Jordan Petchenik at (608) 266-8523 to request an alternate format.

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Appendix B. Additional methodological notes

The response rate to the postal survey was 46 percent. In order to assess the potential representativeness of the data, demographic characteristics of both postal and panel respondents, we examined data from respondents and compared them with demographics of the adult population for Wisconsin as estimated by the U.S. Census Bureau in 2015. In general, we found postal respondents overrepresented males (Figure B1), older-aged adults (Figure B2) residents of rural areas. Some of this result is a function of sample stratification that oversampled northern and rural counties of the state by design in order to explore response differences among SCORP regions. Because participation in activities like hunting and fishing is influenced by these same demographic traits, the resulting estimates from the postal survey data are skewed upwards. For example, 35 percent of Wisconsin adults reported hunting big game on private lands and we know from our license database that this is not the case.

In other words, the postal survey data clearly have some issues with non-response bias. The difficulty of obtaining survey response from younger adults and residents of urban areas is not unique to this project, but may have been made worse by the ordering of items on the questionnaire that began with hunting and shooting as opposed to more general activities with wider levels of participation across demographic segments. Our original plan was simply to use demographic weights to correct the non-response bias in our postal survey results. However, the number of respondents under 40 in our dataset was so small that weighting may have exacerbated errors since a small group of respondents would be used to extrapolate to a much larger population. Meanwhile, the panel survey data overrepresented women (Figure B1) and people residing in urban areas, but the age data of panelists was much closer to approximating Census data than response from postal respondents (Figure B2). Therefore, we saw an opportunity to use the strengths of each sample frame blended together to compensate for the response bias issues of each one separately.

The presence of non-response bias in the mail questionnaire led us to consider incorporating results from the panel survey into our results. When data generated from the two survey methods are combined, however, we discovered that the results closely mirror census data for the state. We pooled the data from the postal and panel surveys by SCORP region to increase sample sizes within twelve demographic segments of gender-age combinations. Next, we compared the demographics of each of these segments within each region to Census data for those regions. For instances where respondent profiles over or underrepresented the actual proportion living in a region, we assigned weights to correct for age and gender differences. Finally, we aggregated the data across eight regions to build a statewide composite that accurately weighted regions according to actual population sizes.

Gender Comparison

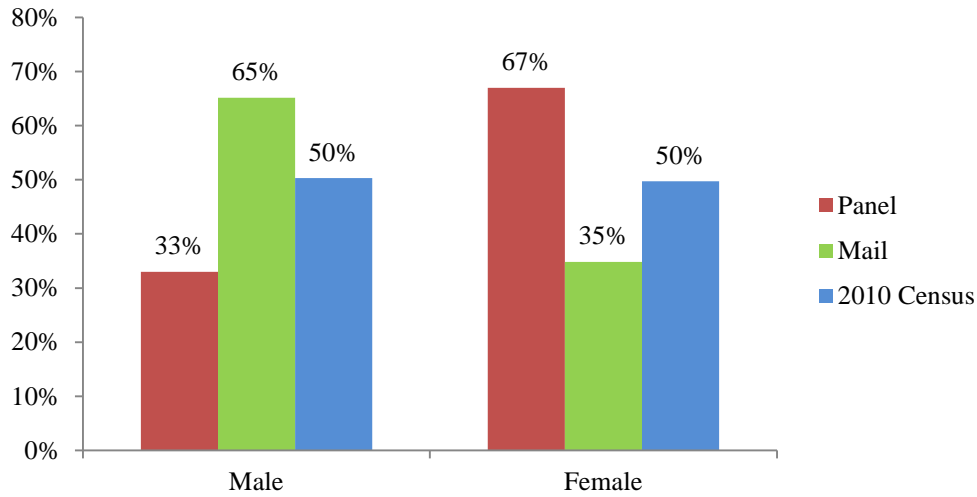


Figure B1. Comparison of respondent gender from postal and panel surveys to actual Wisconsin adult population.

Age Bracket Comparison

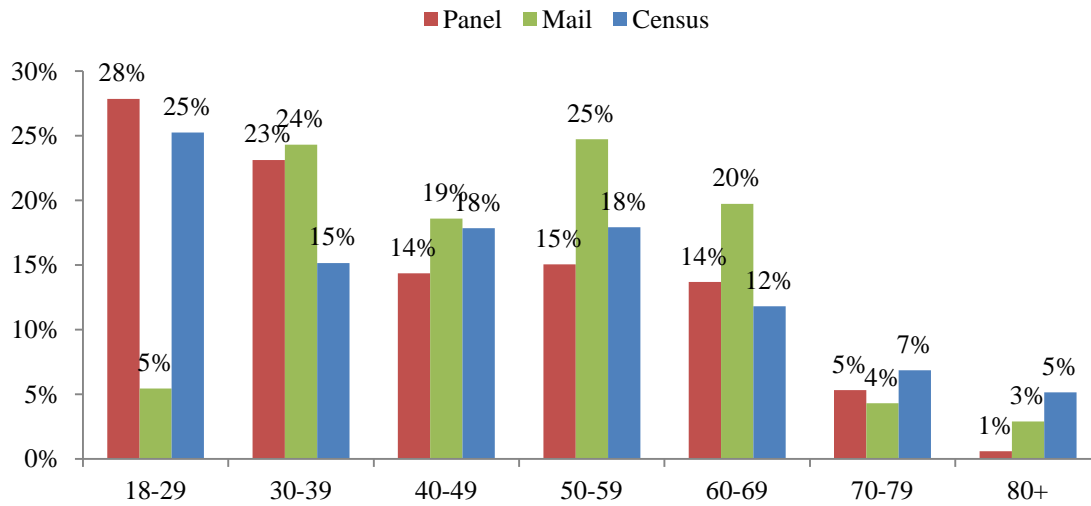


Figure B2. Comparison of respondent age from postal and panel surveys to actual Wisconsin adult population.

While data corrections from weighting help to reduce non-response bias, they are not a complete fix. For example, the participation rate data for hunting and fishing activities still appear somewhat inflated when compared to estimates available from annual license sales. Because our approach mixes a probability sampling frame with a quasi-probability frame, it is not possible to calculate margin of error percentages. Therefore, the resulting data should be considered as a relative approximation of participation rather than as absolute measurements.

Tables B3 and B4 present the results of factor analysis of participation ratings of the 65 outdoor activities. The procedure sorted activities into 12 clusters with Eigenvalues greater than 1.0 (Table 3). The factor loading scores for all activities on the 12 clusters are shown in Table B4.

Table B3. Principal components analysis results of SCORP recreations using Varimax rotation.

Component	Total Variance Explained					
	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.640	25.600	25.600	6.075	9.346	9.346
2	5.035	7.746	33.346	4.901	7.539	16.885
3	3.637	5.595	38.941	3.988	6.135	23.020
4	2.112	3.249	42.190	3.868	5.951	28.971
5	1.889	2.906	45.096	3.253	5.004	33.975
6	1.644	2.530	47.626	2.909	4.476	38.450
7	1.499	2.306	49.932	2.881	4.432	42.883
8	1.356	2.086	52.018	2.636	4.055	46.937
9	1.295	1.993	54.011	2.556	3.933	50.870
10	1.222	1.880	55.890	2.238	3.444	54.314
11	1.093	1.682	57.572	1.877	2.887	57.201
12	1.015	1.562	59.134	1.257	1.933	59.134
13	.935	1.438	60.572			
14	.895	1.377	61.949			
15	.874	1.344	63.293			
16	.822	1.264	64.557			
17	.805	1.239	65.796			
18	.772	1.187	66.984			
19	.757	1.165	68.148			
20	.730	1.123	69.271			
21	.721	1.109	70.380			
22	.708	1.089	71.470			
23	.686	1.056	72.525			
24	.673	1.036	73.561			
25	.664	1.021	74.582			
26	.641	.986	75.568			

27	.619	.952	76.519		
28	.606	.933	77.452		
29	.583	.897	78.349		
30	.576	.886	79.235		
31	.567	.873	80.108		
32	.554	.853	80.961		
33	.543	.836	81.797		
34	.530	.815	82.612		
35	.519	.798	83.410		
36	.505	.777	84.188		
37	.500	.769	84.956		
38	.486	.748	85.704		
39	.480	.739	86.443		
40	.465	.715	87.158		
41	.454	.698	87.856		
42	.451	.694	88.550		
43	.439	.675	89.226		
44	.431	.664	89.890		
45	.419	.645	90.534		
46	.407	.626	91.160		
47	.396	.610	91.770		
48	.378	.582	92.352		
49	.371	.571	92.923		
50	.362	.558	93.481		
51	.354	.544	94.025		
52	.342	.525	94.550		
53	.329	.506	95.056		
54	.321	.494	95.550		
55	.315	.485	96.035		
56	.303	.466	96.501		
57	.298	.459	96.960		
58	.286	.439	97.400		
59	.275	.423	97.823		
60	.268	.412	98.235		
61	.256	.394	98.629		
62	.246	.378	99.007		
63	.229	.352	99.360		
64	.222	.341	99.701		
65	.194	.299	100.000		

Table B4. Factor loadings of outdoor recreation on 12 component solution.

	Rotated Component Matrix ^a											
	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
biggame_pub	.127	.576	.042	.286	-.035	.378	.003	.022	-.016	.009	.053	.134
biggame_priv	-.033	.406	-.035	.253	.082	.650	.053	.003	.088	.084	-.064	-.068
turkey_pub	.369	.640	.031	.091	.068	.156	-.033	.096	.044	.065	.081	.115
turkey_priv	.145	.640	.013	.086	.101	.403	.069	.065	.086	.122	-.037	-.089
smgame_pub	.158	.701	.087	.200	-.017	.212	-.025	.048	.011	.047	.083	.038
smgame_priv	.097	.585	.022	.203	.088	.407	.044	.031	.105	.161	.002	-.089
mbirds_pub	.111	.815	.061	.150	.040	-.022	.045	.100	-.008	.037	.041	-.024
mbirds_priv	.133	.730	-.006	.088	.118	.039	.055	.115	.036	.173	-.017	-.078
trapping	.274	.566	.021	.044	.135	.054	.001	.012	.045	.204	.014	.016
target_firearms	.026	.309	.077	.244	.048	.635	.027	.121	.138	.123	.066	-.021
target_archery	.098	.350	.020	.241	.138	.663	.043	.089	.099	.067	.045	.043
lakefish_shore	.041	.090	.186	.762	.075	.086	.078	.157	.095	.032	.050	-.052
lakefish_boat	.038	.174	.089	.762	.027	.213	.135	.195	.064	.079	.002	-.146
fish_wading	.210	.266	.094	.693	.116	.077	-.019	.006	.085	.065	.099	.127
riverfish_boat	.209	.265	.045	.686	.092	.129	.012	.128	.063	.115	.023	.043
boating	.008	.080	.196	.484	.005	.197	.116	.554	.120	.108	-.032	-.143
pwc_jetski	.319	.201	.109	.095	.117	.039	-.036	.631	.019	.126	.064	-.054
waterski	.233	.129	.085	.156	.148	.135	.143	.731	.039	.142	.027	-.035
canoe_kayak	.283	.077	.039	.283	.044	.053	.498	.351	.150	.019	.122	.007
sailing	.433	.289	.063	.134	.132	-.192	.059	.213	.086	.287	.027	-.091
standuppaddle	.490	.172	.014	.058	.164	-.044	.129	.375	.053	.134	.012	.001
swimming	.056	.001	.338	.318	.120	.119	.324	.499	.100	.039	.151	.177
swimming_pools	.133	.028	.407	.046	.342	-.026	.158	.258	-.039	.019	.117	.342
beach	.041	.015	.487	.175	.083	-.050	.322	.295	.161	.042	.229	.220
hiking	.030	-.001	.329	.108	.043	.003	.551	.077	.221	.010	.428	.092
dog_trails	.085	.079	.145	.092	.064	.051	.257	.049	.085	.141	.757	-.033
horseback_trails	.443	.291	.022	.083	.206	-.109	.024	-.037	.105	.428	.066	.003
biking_trails	.254	.021	.211	.022	.116	-.005	.746	.064	.096	.084	.069	-.005
mountainbiking	.527	.126	.111	.087	.109	.040	.396	-.006	-.013	.227	.013	-.032
atvutv_trails	.138	.143	.065	.167	.012	.385	.074	.156	.074	.656	.018	-.031
driving_trails	.235	.239	.055	.155	.096	.173	.069	.055	.051	.667	.070	.018
motorcycles_trails	.240	.237	.076	.001	.116	.041	.039	.174	.010	.626	.110	.027
snowmobiling	.324	.113	.136	.165	.033	.438	-.049	.258	-.009	.342	.084	.042
xcountryskiing	.666	.095	.043	.078	-.036	.075	.310	.138	.126	.009	.016	.002

downhillskiing	.509	.097	.074	.055	.222	.180	.148	.314	.006	.088	.158	-.021
snowshoeing	.629	.148	.066	.115	-.008	.171	.272	.044	.164	-.004	.015	-.068
icefishing	.143	.250	.072	.612	.031	.379	.014	-.020	.033	.085	.029	-.003
iceskating	.511	.205	.165	.058	.234	.057	.078	.273	.100	-.037	.068	-.021
hockey	.590	.284	.060	.072	.243	.063	-.022	.188	.110	.066	.045	-.093
snowbiking	.714	.160	.045	.101	.063	-.003	.108	-.061	.018	.197	.002	.008
tentcamp	.333	.044	.149	.271	.207	.141	.220	.113	.053	-.013	.258	.215
Rvcamp	.375	.017	.219	.180	-.018	.305	-.081	.152	.083	.151	-.004	.200
birding_home	.036	.015	.126	.040	-.048	.118	.058	.041	.798	-.002	-.030	-.113
birding_away	.132	.047	.163	.095	.043	.070	.071	.031	.782	.061	.032	.019
photography	.187	.048	.149	.031	.118	-.027	.100	.100	.652	.026	.185	.107
foraging	.264	.122	.101	.250	.123	.157	.142	-.011	.493	.083	.028	.033
geocaching	.489	.127	.081	.077	.247	-.006	-.084	.062	.189	.068	.207	.116
dog_parks	.262	.052	.171	.035	.116	.009	.014	.061	.042	.058	.759	-.050
walking_runningroads	-.032	-.046	.487	-.073	.080	-.024	.334	.037	.112	-.064	.234	-.121
biking_roads	.157	.008	.269	.032	.197	.054	.707	.074	.060	.021	.044	-.036
golf	.136	.076	.178	.128	.297	.042	.096	.180	.005	-.003	.089	-.585
tennis	.284	.099	.031	-.015	.522	-.046	.164	.106	.108	.085	.126	-.085
softball	.212	.057	.176	.152	.638	.229	.042	.062	-.025	.015	-.020	-.123
soccer	.243	.118	.088	.022	.658	-.034	.066	.110	.067	.070	.067	.057
basketball	.149	.058	.153	.105	.712	.091	.127	.037	.029	.076	.028	-.021
skateboarding	.471	.116	-.007	.073	.393	-.024	-.042	.042	.085	.233	.147	.105
handball	.623	.149	.072	.102	.368	.018	-.121	.003	.108	.197	.082	.032
athleticevent	.527	.083	.158	-.019	.347	.148	.140	.113	.013	.007	.151	-.096
driving	.004	.038	.582	.057	-.207	-.016	-.138	-.016	.232	.191	.058	-.045
picnicing	.027	.020	.678	.161	.095	.102	.092	.062	.106	.060	.056	.005
playground	.031	.063	.450	.067	.367	.100	.154	.082	.014	-.005	-.098	.417
naturecenter	.203	.085	.511	.054	.211	-.028	.248	-.002	.267	.014	.081	.294
historicsite	.228	.075	.554	.094	.123	-.028	.210	.008	.281	.084	.022	.164
sportingevent	.115	.048	.635	.140	.285	.174	.106	.091	-.049	-.053	-.041	-.245
festival	.158	.061	.689	.067	.098	.004	.133	.118	.012	.018	.129	-.106

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 13 iterations.

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Table C18. Demographics of hunting–any.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	32	24
30-39	31	20
40-49	30	16
50-59	31	21
60-69	19	12
70 and older	15	7
	--	100
Gender		
female	15	27
male	40	73
	--	100
Residence		
rural	37	65
urban	18	35
	--	100

Table C2. Demographics of hunting-big game.

	On public land		On private land	
	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age				
18-29	19	30	25	25
30-39	14	18	26	22
40-49	13	14	22	16
50-59	15	21	23	20
60-69	10	12	14	11
70 and older	5	4	12	7
	--	100	--	100
Gender				
female	7	27	10	25
male	20	73	32	75
	--	100		
Residence				
rural	19	67	30	69
urban	9	33	13	31
	--	100		

Table C3. Demographics of hunting–turkey.

	On public land		On private land	
	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age				
18-29	14	50	17	33
30-39	6	17	11	19
40-49	4	11	11	14
50-59	4	13	11	18
60-69	2	6	7	11
70 and older	2	3	5	5
	--	100	--	100
Gender				
female	3	30	6	27
male	8	70	16	73
	--	100	--	100
Residence				
rural	8	65	15	69
urban	4	35	6	31
	--	100	--	100

Table C4. Demographics of hunting–small game.

	On public land		On private land	
	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age				
18-29	16	33	18	26
30-39	10	19	18	23
40-49	11	16	16	16
50-59	10	19	13	18
60-69	5	8	9	11
70 and older	5	6	7	6
	--	100	--	100
Gender				
female	5	25	8	27
male	15	75	21	73
	--	100	--	100
Residence				
rural	14	66	20	69
urban	7	34	8	31
	--	100	--	100

Table C5. Demographics of hunting–migratory birds.

	On public land		On private land	
	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age				
18-29	12	45	15	51
30-39	5	18	6	17
40-49	5	13	6	13
50-59	4	14	3	10
60-69	1	3	1	4
70 and older	4	7	3	3
	--	100	--	100
Gender				
female	3	30	3	27
male	8	70	9	73
	--	100	--	100
Residence				
rural	7	60	8	62
urban	4	40	5	38
	--	100	--	100

Table C6. Demographics of trapping.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	10	52
30-39	3	14
40-49	2	8
50-59	3	15
60-69	1	9
70 and older	1	2
	--	100
Gender		
female	3	38
male	5	62
	--	100
Residence		
rural	5	58
urban	3	42
	--	100

Table C7. Demographics of target shooting.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	37	26
30-39	32	20
40-49	34	17
50-59	30	19
60-69	21	1
70 and older	14	5
	--	100
Gender		
female	38	50
male	39	50
		100
Residence		
rural	41	47
urban	38	53
	--	100

Table C8. Demographics of target archery.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	28	30
30-39	22	22
40-49	25	19
50-59	18	18
60-69	11	9
70 and older	6	3
	--	100
Gender		
female	13	34
male	26	66
		100
Residence		
rural	26	65
urban	13	35
	--	100

Table C9. Demographics of fishing—any.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	60	25
30-39	57	21
40-49	59	17
50-59	49	18
60-69	37	13
70 and older	27	6
	--	100
Gender		
female	40	41
male	60	59
	--	100
Residence		
rural	57	56
urban	42	44
	--	100

Table C10. Demographics of lake fishing.

	From shore or pier		From boat/canoe/kayak	
	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age				
18-29	48	25	46	25
30-39	48	22	42	20
40-49	48	17	46	18
50-59	39	18	38	19
60-69	30	12	26	11
70 and older	22	6	21	6
	--	100	--	100
Gender				
female	34	43	28	38
male	47	57	47	62
	--	100	--	100
Residence				
rural	47	56	44	57
urban	34	44	31	43
	--	100	--	100

Table C11. Demographics of motor boating.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	52	24
30-39	55	22
40-49	51	17
50-59	44	18
60-69	34	13
70 and older	25	6
	--	100
Gender		
female	39	45
male	50	55
	--	100
Residence		
rural	51	55
urban	39	45
	--	100

Table C12. Demographics of personal water craft.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	22	37
30-39	14	21
40-49	14	16
50-59	11	16
60-69	6	8
70 and older	3	2
	--	100
Gender		
female	11	46
male	13	54
	--	100
Residence		
rural	13	50
urban	12	50
	--	100

Table C13. Demographics of waterskiing/tubing/wakeboarding.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	33	32
30-39	26	22
40-49	27	18
50-59	19	16
60-69	10	8
70 and older	6	3
	--	100
Gender		
female	18	44
male	24	56
	--	100
Residence		
rural	23	52
urban	19	48
	--	100

Table C14. Demographics of canoeing/kayaking.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	47	29
30-39	41	22
40-49	41	17
50-59	32	17
60-69	23	11
70 and older	11	4
	--	100
Gender		
female	30	44
male	38	56
	--	100
Residence		
rural	35	50
urban	33	50
	--	100

Table C15. Demographics of sailing.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	14	42
30-39	5	14
40-49	8	16
50-59	4	11
60-69	5	1
70 and older	3	4
	--	100
Gender		
female	6	46
male	8	54
	--	100
Residence		
rural	7	53
urban	7	47
	--	100

Table C16. Demographics of standup paddle board.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	20	38
30-39	13	23
40-49	10	14
50-59	9	16
60-69	4	7
70 and older	2	2
	--	100
Gender		
female	11	52
male	10	48
	--	100
Residence		
rural	10	44
urban	11	56
	--	100

Table C17. Demographics of swimming in lakes/rivers/ponds.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	69	27
30-39	70	24
40-49	63	17
50-59	51	17
60-69	33	10
70 and older	24	5
	--	100
Gender		
female	51	48
male	56	52
	--	100
Residence		
rural	53	49
urban	55	51
	--	100

Table C18. Demographics of swimming in outdoor pools.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	53	30
30-39	53	26
40-49	43	17
50-59	29	15
60-69	17	8
70 and older	12	4
	--	100
Gender		
female	38	54
male	34	46
	--	100
Residence		
rural	34	46
urban	38	54
	--	100

Table C19. Demographics of visiting a beach/beach walking.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	74	24
30-39	76	22
40-49	75	17
50-59	64	18
60-69	52	14
70 and older	37	7
	--	100
Gender		
Female	64	50
Male	66	50
	--	100
Residence		
rural	64	48
Urban	66	52
	--	100

Table C20. Demographics of hiking/walking/running on trails.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	80	25
30-39	81	22
40-49	77	17
50-59	66	18
60-69	52	13
70 and older	38	6
	--	100
Gender		
female	67	50
male	69	50
Residence		
rural	65	47
urban	70	53
	--	100

Table C21. Demographics of walking/running dogs on trails.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	45	29
30-39	40	23
40-49	39	17
50-59	31	18
60-69	18	10
70 and older	11	4
	--	100
Gender		
female	34	54
male	30	46
	--	100
Residence		
rural	31	47
urban	33	53
	--	100

Table C22. Demographics of horseback riding on trails.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	14	44
30-39	5	13
40-49	6	13
50-59	6	17
60-69	5	13
70 and older	1	1
	--	100
Gender		
female	7	51
male	7	49
	--	100
Residence		
rural	7	54
urban	6	46
	--	100

Table C23. Demographics of biking on rail trails/developed trails.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	41	25
30-39	43	23
40-49	44	19
50-59	36	19
60-69	23	11
70 and older	11	4
	--	100
Gender		
female	32	47
male	37	53
	--	100
Residence		
rural	31	44
urban	37	56
	--	100

Table C24. Demographics of mountain biking on single track trails.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	18	32
30-39	15	24
40-49	16	21
50-59	9	14
60-69	5	7
70 and older	2	2
	--	100
Gender		
female	9	39
male	14	61
	--	100
Residence		
rural	11	46
urban	12	54
	--	100

Table C25. Demographics of riding ATVs/UTVs on trails or routes.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	23	30
30-39	19	21
40-49	17	15
50-59	16	18
60-69	11	11
70 and older	6	4
	--	100
Gender		
female	12	38
male	20	62
	--	100
Residence		
rural	21	63
urban	12	37
	--	100

Table C26. Demographics of driving 4-WD on trails/routes.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	17	42
30-39	8	18
40-49	7	12
50-59	7	16
60-69	4	7
70 and older	4	5
	--	100
Gender		
female	6	36
male	11	64
	--	100
Residence		
rural	11	65
urban	6	35
	--	100

Table C27. Demographics of riding motorcycles on trails/routes.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	17	44
30-39	6	14
40-49	7	13
50-59	7	17
60-69	6	12
70 and older	1	1
	--	100
Gender		
female	6	42
male	8	58
	--	100
Residence		
rural	9	59
urban	6	41
	--	100

Table C28. Demographics of snowmobiling.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	24	34
30-39	18	22
40-49	19	19
50-59	13	18
60-69	7	6
70 and older	3	2
	--	100
Gender		
female	12	41
male	18	59
	--	100
Residence		
rural	20	64
urban	10	36
	--	100

Table C29. Demographics of cross country skiing.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	17	28
30-39	12	17
40-49	13	15
50-59	12	18
60-69	13	17
70 and older	7	6
	--	100
Gender		
female	13	50
male	13	50
	--	100
Residence		
rural	14	53
urban	11	47
	--	100

Table C30. Demographics of downhill skiing/snowboarding.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	27	39
30-39	17	22
40-49	19	20
50-59	10	13
60-69	4	5
70 and older	3	2
	--	100
Gender		
female	12	41
male	17	59
	--	100
Residence		
rural	15	49
urban	14	51
	--	100

Table C31. Demographics of snowshoeing.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	16	26
30-39	17	23
40-49	14	15
50-59	14	19
60-69	11	14
70 and older	4	3
	--	100
Gender		
female	13	48
male	14	52
	--	100
Residence		
rural	16	56
urban	11	44
	--	100

Table C32. Demographics of ice fishing.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	31	28
30-39	27	22
40-49	24	16
50-59	22	18
60-69	16	12
70 and older	9	5
	--	100
Gender		
female	14	30
male	32	70
	--	100
Residence		
rural	30	63
urban	16	37
	--	100

Table C33. Demographics of ice skating.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	23	34
30-39	18	23
40-49	17	18
50-59	11	14
60-69	6	8
70 and older	5	4
	--	100
Gender		
female	14	53
male	13	47
	--	100
Residence		
rural	12	43
urban	15	57
	--	100

Table C34. Demographics of outdoor hockey.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	15	53
30-39	6	20
40-49	6	15
50-59	3	9
60-69	1	2
70 and older	1	2
	--	100
Gender		
female	5	41
male	7	59
	--	100
Residence		
rural	6	51
urban	5	49
	--	100

Table C35. Demographics of fat tire/snow biking.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	10	48
30-39	5	21
40-49	4	14
50-59	3	12
60-69	1	5
70 and older	0	0
	--	100
Gender		
female	4	42
male	5	58
	--	100
Residence		
rural	4	49
urban	4	51
	--	100

Table C36. Demographics of tent camping.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	51	33
30-39	45	25
40-49	41	19
50-59	24	14
60-69	15	8
70 and older	5	2
	--	100
Gender		
female	30	47
male	35	53
	--	100
Residence		
rural	31	48
urban	32	52
	--	100

Table C37. Demographics of RV camping.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	24	24
30-39	26	23
40-49	24	17
50-59	21	19
60-69	17	13
70 and older	9	5
	--	100
Gender		
female	20	49
male	22	51
	--	100
Residence		
rural	25	57
urban	17	43
	--	100

Table C38. Demographics of birding/wildlife watching at home.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	47	18
30-39	55	18
40-49	60	16
50-59	57	19
60-69	59	18
70 and older	55	12
	--	100
Gender		
female	55	51
male	54	49
	--	100
Residence		
rural	61	54
urban	49	46
	--	100

Table C39. Demographics of birding/wildlife watching away from home.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	34	18
30-39	38	18
40-49	44	16
50-59	42	20
60-69	42	18
70 and older	35	10
	--	100
Gender		
female	38	50
male	39	50
		100
Residence		
rural	41	47
urban	38	53
	--	100

Table C40. Demographics of nature photography.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	45	26
30-39	39	19
40-49	42	17
50-59	35	18
60-69	27	13
70 and older	27	8
	--	100
Gender		
female	41	57
male	32	43
		100
Residence		
rural	38	50
urban	35	50
	--	100

Table C41. Demographics of gathering berries, mushrooms, etc.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	31	21
30-39	34	20
40-49	30	14
50-59	34	21
60-69	27	15
70 and older	24	9
	--	100
Gender		
female	30	49
male	32	51
	--	100
Residence		
rural	38	59
urban	24	41
	--	100

Table C42. Demographics of geocaching.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	19	39
30-39	12	22
40-49	12	17
50-59	7	13
60-69	5	8
70 and older	1	1
	--	100
Gender		
female	10	49
male	10	51
	--	100
Residence		
rural	10	50
urban	9	50
	--	100

Table C43. Demographics visiting a dog park.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	36	32
30-39	28	21
40-49	26	16
50-59	21	17
60-69	16	11
70 and older	6	3
	--	100
Gender		
Female	25	54
Male	22	46
	--	100
Residence		
Rural	19	39
Urban	27	61
	--	100

Table C44. Demographics of driving for pleasure.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	71	20
30-39	72	18
40-49	72	14
50-59	79	20
60-69	77	18
70 and older	69	11
	--	100
Gender		
female	73	50
male	74	50
	--	100
Residence		
rural	77	51
urban	71	49
	--	100

Table C45. Demographics of picnicking/tailgating/cookout.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	81	23
30-39	87	21
40-49	81	16
50-59	73	18
60-69	64	15
70 and older	52	8
	--	100
Gender		
female	74	50
male	75	50
	--	100
Residence		
rural	73	47
urban	76	53
	--	100

Table C46. Demographics of taking kids to playground.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	48	21
30-39	74	29
40-49	52	16
50-59	37	14
60-69	36	13
70 and older	28	7
	--	100
Gender		
female	48	52
male	46	48
	--	100
Residence		
rural	50	51
urban	44	49
	--	100

Table C47. Demographics of visiting a nature center.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	52	21
30-39	66	23
40-49	56	16
50-59	51	18
60-69	45	15
70 and older	35	8
	--	100
Gender		
female	52	51
male	52	49
	--	100
Residence		
rural	50	46
urban	54	54
	--	100

Table C48. Demographics of visiting an historic site.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	56	21
30-39	66	21
40-49	62	16
50-59	58	19
60-69	52	15
70 and older	47	9
	--	100
Gender		
female	55	49
male	60	51
	--	100
Residence		
rural	58	51
urban	56	49
	--	100

Table C49. Demographics of attending outdoor sporting event.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	66	22
30-39	75	22
40-49	73	17
50-59	64	19
60-69	54	14
70 and older	42	8
	--	100
Gender		
female	58	46
male	69	54
	--	100
Residence		
rural	65	49
urban	62	51
	--	100

Table C50. Demographics of attending a festival or music event.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	75	23
30-39	79	21
40-49	74	16
50-59	70	19
60-69	59	14
70 and older	45	8
	--	100
Gender		
female	67	49
male	70	51
	--	100
Residence		
rural	68	47
urban	70	53
	--	100

Table C51. Demographics of walking/running on sidewalks/roads.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	90	23
30-39	90	20
40-49	83	15
50-59	81	18
60-69	75	16
70 and older	55	8
	--	100
Gender		
female	82	51
male	80	49
	--	100
Residence		
rural	79	47
urban	83	53
	--	100

Table C52. Demographics of bicycling on roads.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	54	24
30-39	62	23
40-49	59	18
50-59	50	19
60-69	33	11
70 and older	20	5
	--	100
Gender		
female	44	46
male	53	54
	--	100
Residence		
rural	47	46
urban	50	54
	--	100

Table C53. Demographics of golf.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	39	26
30-39	37	21
40-49	34	15
50-59	33	19
60-69	22	11
70 and older	19	7
	--	100
Gender		
female	21	33
male	43	67
	--	100
Residence		
rural	32	49
urban	31	51
	--	100

Table C54. Demographics of tennis outdoors.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	25	38
30-39	15	20
40-49	16	17
50-59	11	15
60-69	6	7
70 and older	4	3
	--	100
Gender		
female	13	48
male	15	52
	--	100
Residence		
rural	12	40
urban	16	60
	--	100

Table C55. Demographics of softball or baseball.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	31	34
30-39	32	30
40-49	24	18
50-59	11	11
60-69	5	5
70 and older	3	2
	--	100
Gender		
female	16	43
male	22	57
	--	100
Residence		
rural	21	52
urban	18	48
	--	100

Table C56. Demographics of soccer.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	25	41
30-39	20	28
40-49	18	20
50-59	5	6
60-69	3	3
70 and older	1	1
	--	100
Gender		
female	12	47
male	14	53
	--	100
Residence		
rural	12	46
urban	14	54
	--	100

Table C57. Demographics of basketball outdoors.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	34	37
30-39	29	27
40-49	26	26
50-59	12	11
60-69	4	3
70 and older	4	3
	--	100
Gender		
female	15	39
male	24	61
	--	100
Residence		
rural	20	50
urban	19	50
	--	100

Table C58. Demographics of skateboarding/longboarding.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	17	58
30-39	7	21
40-49	6	15
50-59	2	6
60-69	0	0
70 and older	0	0
	--	100
Gender		
female	5	40
male	7	60
	--	100
Residence		
rural	6	46
urban	6	54
	--	100

Table C59. Demographics of handball or racquetball.

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	13	63
30-39	4	13
40-49	2	7
50-59	1	6
60-69	1	5
70 and older	1	3
	--	100
Gender		
female	4	44
male	5	56
	--	100
Residence		
rural	4	48
urban	4	52
	--	100

Table C60. Demographics of organized athletic event (triathlon, endurance, or adventure race).

	% Participation rate within demographic category	% composition of demographic category as part of activity group population (sums to 100%)
Age		
18-29	29	38
30-39	28	31
40-49	18	16
50-59	8	9
60-69	5	5
70 and older	2	1
	--	100
Gender		
female	15	48
male	16	52
	--	100
Residence		
rural	15	45
urban	17	55
	--	100

Appendix D. Comparison of open access results to scientific survey findings

Open access online (i.e. web) input forms are frequently used by the WDNR (and many others) for many reasons, but primarily because they are an inexpensive way to obtain public input. They are also seen as inclusive and convenient for the public, in that they provide everyone a chance to participate without having to travel to meetings or commit large chunks of time.

As mentioned in the introduction of the report, the agency committed to offering a broad opportunity for public input in the SCORP recreation assessment by inviting anyone to complete the SCORP questionnaire online. This opportunity became available in late summer after the data collection for the postal and panel surveys was complete. Availability of the open access SCORP survey was advertised to all Gov-delivery subscribers and visitors to the DNR website. In addition, the url-link to the survey was widely circulated among e-mail list-serves and newsletters of many recreation organizations throughout the state, including those of our partners that participated on the SCORP advisory council. We received over 16,500 completed responses during a two month period, representing the largest number of people to have taken a DNR online questionnaire. The large response volume is a testament to the central role that the outdoors plays in the lives of Wisconsinites. This appendix shares results from the open access online (OAO) survey and compares those data to findings from scientific sampling.

The activity participation rates from both the OAO and scientific estimates from the SCORP report are shown in Table D1. The average difference in the participation between methods is ten percent. The OAO rates are higher in 55 of 65 cases, lower for nine cases, and the same for one. The OAO results come with three percent of scientific estimates for 16 of the 65 activities. In general, these activities are ones with inherently low participation rates and alternatively, ones with very high participation rates. The OAO results differ by at least 11 percent in 26 of the 65 activities. For six activities, the OAO overestimates participation rates by twenty or more percentage points.

OAO data also reflects a higher degree of concern for the future of outdoor recreation than we found in the scientific sample (Table D2). The differences are striking; those who checked an issue from the list of concerns averaged 17.8 percent higher among OAO respondents than results from the scientific survey. Seven of the 11 concerns were indicated by a majority of OAO respondents. By contrast, only one issue (*Assuring clean air and water in Wisconsin*) garnered a majority of respondents in the scientific sample. Only three percent of OAO respondents said they were not concerned with any of the issues compared with 20 percent of those in the scientific sample.

A similar pattern is also apparent in the results pertaining to areas of recreational needs in respondents' home county, though with less magnitude than the previous question (Table D3). There is an average of a 5.6 percent difference in the identification of needs between the OAO and scientific sample respondents. Respondents in the scientific sample were twice as likely as OAO respondents to check "None" (of the items) needed. The OAO respondents identified the need for more hiking and biking trails by more than double digit frequency more than those in the scientific sample.

Finally, the OAO data show even greater support for public funding of public property management than the results from the scientific sample (Table D4). For example, 61 percent of people taking the OAO thought the general public should "entirely" or "mostly" pay for public land management compared to 40 percent in the scientific sample.

Table D1. Comparison of reported outdoor participation rates between the open access input form and estimates generated from scientific sampling.

Activity	Open access online	Scientific sample results	Difference (absolute value)
Driving for pleasure	73	73	0
Hockey outdoors	7	6	1
Hunting migratory game birds on <u>private</u> land	7	6	1
Personal water craft (jet-ski)	11	12	1
Skateboarding/longboarding	5	6	1
Trapping	3	4	1
Geocaching	12	10	2
Handball or racquetball outdoors	2	4	2
Target firearms shooting outdoors	27	29	2
Horseback riding on trails	10	7	3
Hunting turkey on <u>private</u> land	14	11	3
Hunting turkey on <u>public</u> land	9	6	3
Soccer outdoors	10	13	3
Tennis outdoors	11	14	3
Visiting a dog park	26	23	3
Walking/running on sidewalks/roads	84	81	3
Hunting migratory game birds on <u>public</u> land	9	5	4
Hunting small game on <u>private</u> land	18	14	4
RV/Pop-up camping	25	21	4
Taking kids to playground	43	47	4
Water skiing/tubing/wakeboarding	25	21	4
Driving 4-WD vehicles on trails/routes	14	9	5
Golf	27	32	5
Hunting big game on <u>private</u> land	26	21	5
Hunting big game on <u>public</u> land	18	13	5
Sailing	12	7	5
Basketball outdoors	13	19	6
Hunting small game on <u>public</u> land	16	10	6
Ice fishing	29	23	6
Attending outdoor sporting event	71	64	7
Lake fishing from shore or a pier	47	40	7
River fishing from a boat/canoe/kayak	27	20	7
Snowmobiling	22	15	7

Softball or baseball	12	19	7
Stream/river fishing from shore/wading	28	21	7
Swimming in outdoor community pools	29	36	7
Attending outdoor festival or music event	77	69	8
Downhill skiing/snowboarding	22	14	8
Riding ATVs/UTVs on trails/routes	24	16	8
Motor boating (including pontoon boats)	56	45	11
Stand-up paddle boarding	22	11	11
Bird/wildlife watching at home	67	55	12
Fat tire biking/snow biking	16	4	12
Lake fishing from a boat/canoe/kayak	49	37	12
Visit a beach/beach walking	77	65	12
Walking/running dog on trails	44	32	12
Organized athletic event (triathlon, adventure or endurance race)	30	16	14
Target archery outdoors	33	19	14
Picnicking/tailgating/cookout	89	74	15
Riding motorcycles on trails/routes	22	7	15
Ice skating outdoors	31	14	17
Swimming in lakes/ponds/streams	71	54	17
Gathering berries, mushrooms, etc.	49	31	18
Hiking/walking/running on trails	86	68	18
Nature photography	55	37	18
Tent camping	50	32	18
Bicycling on roads	67	48	19
Mountain biking on single-track trails	30	11	19
Visiting a historic site	76	57	19
Bird/wildlife watching away from home	59	39	20
Visiting a nature center	73	52	21
Bicycling on rail trails/developed trails	57	34	23
Cross-country skiing	39	13	26
Snowshoeing	41	13	28
Canoeing or kayaking	65	34	31

Table D2. Comparison of reported issues of concern between the open access input form and estimates generated from scientific sampling.

Issues and concerns	Open access online	Scientific sample results	Difference (absolute value)
Inadequate information about outdoor activities in Wisconsin	25	17	8
Lack of opportunities near where I live	28	18	10
Other?	16	6	10
Assuring clean air and water in Wisconsin	69	53	16
Maintaining abundant populations of fish and wildlife	56	39	17
I am not concerned about any of these recreation issues	3	20	17
Society's disconnect with nature	58	40	18
Having adequate habitat for fish and wildlife	57	38	19
Introduction of invasive land and water species	61	42	19
Resource management adapting to a changing climate	44	24	20
Public involvement in conservation issues	49	28	21
Having adequate funding to manage the state's land and water and fish and wildlife resources	70	44	26
Having sufficient public land for outdoor recreation	66	35	31

Table D3. Comparison of reported recreation needs in respondents' home county between the open access input form and estimates generated from scientific sampling.

Recreation needs in home county	Open access online	Scientific sample results	Difference (absolute value)
Local parks and playgrounds	20	20	0
Disc golf courses	10	10	0
Trapping opportunities	4	3	1
Outdoor courts for activities such as tennis, handball, and basketball	11	10	1
Playing fields for outdoor sports such as soccer, softball, baseball, and football	11	12	1
Public shooting ranges	17	15	2
Equestrian trails	10	6	4
Hunting opportunities	16	11	5
Public boat launches	18	13	5
Public campsites	26	20	6
Trails for motorized recreation	19	12	7
Public shore access to lakes, rivers, and streams	31	22	9
Other? Please specify	13	4	9
Hiking/walking/running trails	43	30	13
None	15	30	15
Bicycling trails	42	25	17

Table D4. Comparison of funding preferences for public land management between the open access input form and estimates generated from scientific sampling.

Share of funding borne ...	Open access online	Scientific sample results
entirely by public	18	13
mostly by the public	43	27
equally by public and users	23	32
mostly by users	9	13
entirely by users	1	3
don't know	4	12
other	1	2

In our work as social scientists for the department, much of our job is to provide consulting on the best ways to gather scientific public opinion and to allow for public input. We also point out the difference between pursuing those two objectives in the following manner. All efforts to collect opinions from our public are also public input opportunities, but not all public input opportunities are designed to adhere to scientific standards. Often this gets mistranslated as mail surveys are scientific (and thus good) and web surveys are unscientific and thereby unscientific (and bad). But the distinction between what makes a survey “scientific” has less to do with its mode of administration, and more about the sampling framework used to recruit respondents.

Open access surveys have nonprobability sampling frames where the population is undefined and the selection probability is not known and unequal. In the end, there is no way to know who the respondents are and therefore, no way that the results can be generalized with associated error margins to a larger population. In general, the problems created by lack of random sampling cannot be overcome by obtaining a large number of responses. The problem of unequal probability among respondents is exacerbated when solicitations to participate are forwarded to group membership lists, especially if they are accompanied to call for action. In these cases, the representativeness of the data is threatened because of self-selection bias. The data captured in the OAO questionnaire serve as a good a case study.

Activities that produced large differences from the scientific survey results like those in Table D1 are examples of activities for which we saw communication efforts directed at known participants to go and take the survey. In a couple of cases we actually observed noticeable upticks in the participation rate data from these activities immediately following observed Facebook postings sharing the survey link. We are not trying to condemn any groups that urged their members and friends to participate in the open access questionnaire. In certain respects, that kind of mobilization and enthusiasm for their activities is admirable. But it leaves program managers in a quandary with how to interpret or use such data.

While using data that tends to overestimate participation in various outdoor recreations carries some risk, there is real danger in generalizing the open access results that pertain to policy question. The self-selected group of OAO respondents appears to represent a highly engaged, highly informed subset of the Wisconsin population at large. Without having the scientific sample to gauge levels of support in the population, relying only on an OAO input form would have resulted in significantly overestimating concern for a number of issues and for public funding of public land conservation.

- Hiking in the up
- Hiking on nat'l parks in CO- Estes Park, mountains
- Hiking trails
- Hiking, MN
- Hiking/beachwalking
- Hiking/national parks
- Hiking/running
- Hiking/walking on trails
- Hiking/walking/running on trails
- Hiking-camping
- Hiking-visiting historical sites in mi
- Hiking/walking
- Historic site
- Hockey - MN
- Horse back riding, sight seeing
- Horseback riding
- Horseback riding
- Hunt
- Hunt
- Hunt
- Hunt
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting
- Hunting (elk)
- Hunting big game
- Hunting birds
- Hunting deer
- Hunting migratory game birds
- Hunting on public land
- Hunting small game
- Hunting/camping
- Ice fish
- Ice fish & duck hut
- Ice fishing
- Ice fishing
- Ice fishing
- Ice fishing
- Ice fishing
- Ice fishing
- Il
- Il
- Indoor ice hockey
- Jeep off roading
- Kayaking
- Kayaking
- Lake fishing
- Lake fishing
- Lake fishing
- Lake fishing
- Lakes, boating, swimming, water sports, equal time in wi & mn
- MI
- Michigan
- Michigan
- Michigan
- Michigan, Missouri fly fishing
- Minnesota
- Minnesota
- Minnesota
- MN
- MN
- MN
- MN
- MN
- MN
- MN
- MN
- MN - hiking
- MN parks
- Motorcycling
- Motorcycling
- Motorcycling
- Mountain biking
- Mountain biking
- Mountain biking
- Mt bike
- Mtn biking
- National parks
- Nature wildlife

- Visit lakes and parks
- Visit nature center
- Visit parks
- Visit wall ?
- Visit Yellowstone Park
- Visiting a beach
- Visiting a historic site
- Visiting beaches
- Visiting beaches
- Visiting dog parks
- Visiting family and mall activities
- Visiting historic sites
- Visiting historic sites
- Visiting parks
- Visiting the beach
- Visiting the north shore
- Visiting light houses
- Visiting historic sites
- Walking/nature
- Walk beach
- Walk on beach
- Walking
- Walking
- Walking
- Walking
- Walking
- Walking
- Walking
- Walking
- Walking
- Walking
- Walking (Illinois)
- Walking beach FL
- Walking in Florida
- Walking in Florida
- Walking lake superior beaches
- Walking on trails
- Walking, watching wildlife
- Walking/biking
- Walleye/northern fishing Ontario
Canada
- Water activities
- Water fowl hunting
- Water parks
- Waterfowl hunting
- Wildlife watching
- Wildlife watching
- Wyoming

**Other reasons for recreating in another state
(Section A, question 10b)**

- 2nd home there
- 682 holes in villages
- Adventure travel
- Alumni game
- Always like to see what other states
have to endure
- Annual event
- Bass tournament fishing
- Better fishing
- Better hunting i like their big game
management
- Better snow
- Better water conditions re. Cleanliness
and industry caters has ability to divers
more so in mn il fl
- Better water quality.
- Boating/harbors
- Business
- Central meeting location
- Change of scenery
- Change of scenery/ live on wi mi upper
border
- Close
- Close to home
- Closed season
- Closer to home
- Closer to trails
- Closest in MN
- Cottage in MI
- Different historic sites.
- Different location.
- Diversity of game
- Done during travels
- Due to travel
- Easier access
- Elk hunting
- Enjoying new trails
- Escape winter
- Expanding options
- Exploring natural spaces in MN in
hopes of moving to a more friendly and
progressive work and leisure state
- Family
- Family
- Family

- Family
- Family
- Family
- Family & love it
- Family cabin on a lake in MN
- Family cabin on a lake in MN
- Family get together
- Family in Michigan
- Family is there
- Family lake in MN
- Family lives there
- Family property
- Family visit
- Family/friends teams
- Father's gun club in MN
- Free boat launching
- Friends
- Friends
- Friends in other state
- Friends live there
- Fun to explore new areas
- Get away from Gov. Walker
- Get away week with the guys
- Go where the fish are.
- Golf
- Golf too much snow in winter
- Grand canyon and New Zealand
- Great, clean beaches
- Grew up in MI family
- Group preplan
- Groups performing
- Had a chance to go
- Happen to be there
- Hate Potawatomi
- Have a cottage on a lake
- Higher number of birds
- Hiking and bicycling and nature walking, beach walking are a part of life when i travel.
- Home town
- Hometown (MI) may walk/bike
- I have a pool
- I live near the Minnesota border - convenience
- I live on the border
- I travel
- I winter in Florida and fish almost every day!
- In other state for vacation
- It's just closer (distance)
- It's just closer to home
- Its prettier
- Jay cook park
- Just for a drive
- Just happened to be in that state.
- Just like to explore
- Just see parts of country
- Just to visit
- Just where I am
- Lake Superior
- Lake Superior
- Less governmental over reach
- Less hunting pressure more ag to hunt over public land
- Lifetime license
- Like to try new trails and see new places
- Limited trails and/or unfinished trails
- Live in FL during winter
- Live on MN border
- Live part time in another state
- Love to take trips
- Low snow year, go to MI
- Meeting with family or friends
- Michigan has nice parks.
- Michigan landowner
- MN north shore is fantastic
- More deer
- More fish
- More fish and game
- More game
- More public land, better fishing & hunting
- More remote
- More snow
- More snow
- More snow
- More trails
- More waterfalls
- Mountains
- Mountains - elk - wildlife
- Mountains, oceans
- National parks
- New
- New
- New sights
- No dog park close.

- No national parks with mountains
- No ocean in WI
- Not as interesting places to go in WI- rock - mud- desert - mtn.
- Not enough snow off trail riding
- Ocean beach
- Ocean waves
- Oldest daughter lives in Chicago with her dog
- On vacation
- On vacation.
- Opportunity
- Other opportunities
- Own a cabin in MN
- Own lake property in MI
- Own property
- Planned trip
- Prefer mountain hiking
- Private lakes
- Property
- Proximity
- Proximity to MN
- Relatives live in another state
- Relatives live in another state
- Relatives live there
- Ride on other trails
- Road trip
- Road variety
- Season dates
- See different scenery
- See more sites
- See new places
- See other areas.
- See something new
- Seen most of this state already
- Sight seeing
- Snow bird
- Snow conditions in WI are not good.
- Snowbirds
- Something different
- Something new
- Something new
- Spend 2 months there in the winter
- State funded park
- Summer property in another state
- Superior WI does not have much for trails.
- Switch it up

- Team is in that state
- That's where they live
- Time, when on vacation
- Timing - in the area
- To see something different
- To see the country
- Tournament
- Trails do not allow dogs and they are not challenging
- Travel
- Travel
- Travel
- Travel
- Travel - business or family
- Travel, sight see
- Trip
- Trip
- Trip out of state
- Unique festivals
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation
- Vacation at relative in Illinois
- Vacation home
- Vacation in Minnesota
- Vacationing
- Vacations
- Variety
- Variety
- Variety and other state festivals or events - see new state parks.
- Variety, I prefer WI
- Visit family
- Visiting family
- Visiting family
- Visiting family
- Visiting family/friends
- Visiting friends

- Visiting national parks and monuments
- Wanted to see Smokey Mts.)
- Warm weather and have family there.
- Warmer climate
- Warmer in winter.
- Warmer water/weather
- Was on vacation ps our kids live in Iowa and the state parks are free.
- Water is cleaner
- Waterfalls, Is hiking trail
- We are just closer to Michigan
- We use all nearby trails.
- We vacation there Jan-March
- Weather
- Weather
- Weather
- When visiting brother who has the camper.
- Where I travel.
- While on vacation.
- While visiting relatives
- WI does not plant rainbow trout in our area streams.
- Wilderness- boundary waters
- Wildland fire assignments
- Winter
- Winter birds
- Winter in south
- Winter in WI
- Winter there
- With family
- With friends in other state
- Wolves killing the deer herd.
- Won't buy 2 states trail passes
- Work

Funding options-write-ins
(Section B, question 2)

- ALL Citizens should fund (TAXES) conservation and restoration - versus users should pay for sports that damage, erode, deplete. Tax payers should not subsidize ATV Trails - should subsidize conservation and restoration.
- All land should be private

- Alternative funding sources for improvement of facilities and land (i.e. Grants, donors, etc.)
- 100% by Scott Walker
- Aren't there monies set aside for help with these?
- Bird watchers
- Buy the payment of license & fines.
- Civil servants walk door to door with a can.
- Corporations and general public users
- Crooked conservatives of Wisconsin
- Current taxes
- Cut back DNR budget !!!!
- Delist wolves & sell more licenses
- Donations/fundraisers/state
- Fees from license, funds from managing forests
- Fine from DNR for misuse of land
- From the taxes of the sale of marijuana!!!
- Government
- Government
- Government (not by me!!!)
- Government plus fees from general public.
- Habitat stamp higher, non resident fees
- Hard to make a generalization. I believe it should be shared to some degree.
- Just like the F.D. do fundraising
- Keep fees manageable for WI residents while carefully using taxpayer money
- More property should be sold off as private property
- Most public lands are county lands and the rest is Nat'l forest, grading roads don't cost that much
- Mostly by state
- Public and government
- Rich people who have multiple properties & cars.
- State
- State
- State funds
- Stop buying more land that the state can't afford (da)
- Tax revenue
- Taxes

- Taxes! We pay fees don't we!
- The \$ the DNR gets for hunting licenses should go to Public land (improve & get more).
- The state
- Tolls on IL Drivers!
- Unsure what means
- User fees are ok for some places
- User fees for specialized activities such as x-c skiing is appropriate
- We pay enough taxes to cover.
- Who use public land should fund it

Other issues of concern
(Section B, question 3)

- Beetles, I think they are called, destroying trees & sika in Wisconsin
- A trail to walk, run & bike on
- Abuse of public and private lands by the public and government
- Access to public lands- forest roads closed
- Affordable user fees
- Algae blooms in lakes
- Algae blooms on lakes
- Allow advs. To go on more trails and roads
- Allowing hunting in public parks - I do not feel safe with hunters in the park. Pesticide use = not good! Increase use of ATV's in parks = not good!
- Assistance for disabled - transport to/from and while at rec facility.
- At snowmobile trail systems
- ATV side x sides are too big for trail riding! People are drunk & dangerous & I quit riding.
- ATV trails are lacking
- Baiting of deer! Bad
- Be more pet (dog)friendly especially for people walking alone in scarce areas
- Bike trail fee too high for most families and increase bag limit on panfish
- Bike trails
- Bring grouse back to southern WI
- Bugs, mosquitos, ticks
- Can't fund wildlife management by selling permits if we feed them to all the wolves.
- Can't leave your stand on public land.
- Cathy Stepp as secretary of DNR - she is not appropriate as leader as she has no background in natural resource management and doesn't believe in environmental protection.
- Cathy Stepp is an idiot and so is Scott Walker! No CAFO! No mine! Selling out to private companies will harm land and water!
- Change in public/private declaration of hunting license forces those that hunt both equally to pay more makes me not want to support public land and DNR
- Clean lakes and rivers
- Clean our lakes!
- Cleanliness of state parks and repairs to state run parks
- Closing areas to ATV/multiuse. Lack of motorcycle trails.
- Corp/industry should not influence how public land is used.
- Corporate America ruining our state. How the state keeps screwing up deer hunting.
- Cost of license
- Cost of using public/state forest.
- Cost to family, hard to always have extra \$ to do activities! My concerns are that some places aren't kept up like they use to be. I'm very concerned about \$ families don't have extra to use on recreation!
- Crowding on public land
- Current administration's approach to natural resources management
- Current funding to repair roads
- Current governor has really screwed up DNR, scientific basis of DNR decision making, etc. He is the biggest problem
- Cutting down forest for irrigation farming
- CWD mismanagement. DNR/legislators have dropped the ball!!

- Deer czar from Texas screwing up deer hunting/does tags are no longer state wide applicable.
- Deer hunt in WI - down past few years (kill), 1 license per hunter - don't get piggy!
- Deer population is too low but too many in Tigerton!
- Deer populations will continue to drop due to wolves.
- Denial by our governor of scientific data regarding climate change.
- Depletion of aquifers by high capacity wells.
- Diminishing bee population to sustain regeneration
- Disabled
- Diseases like CWD
- Disregard for nature by the general population
- Disregard of big business who want to use public lands for commercial & profit.
- DNR actions in WI
- DNR big game management
- DNR bringing in invasive species.
- DNR inability to do anything, they are lazy and only care about themselves, it time to make it a public company vs lazy government workers
- DNR over reach
- Do not pull up railroads to make trails
- Don't raise taxes
- Don't allow trapping. Clear cutting should be banned, especially anywhere near lakes. Don't burn public land intentionally. Bayfield County ruined a very nice lake by clear cutting nearby. Burning in spring kills nesting birds and young wildlife.
- Equal access to public lands/parks regardless of income or location
- Excessive over harvest deer in same area. Timber harvest Hwy 77, swiss, wes lake. Not even worth buying a license to hunt.
- Expanse of ATV trails expansion
- Farm waste run off
- Fear mongering by public officials causing overreaction and excess restriction on freedom that are overstated by conservatives in order to gain a higher degree of attention.
- Felons not able to hunt! (especially ones with non-violent records!!)
- Fish that I can safely eat
- Funding being cut by governor
- Get rid of the dam wolves
- Getting kids involved
- Getting rid of the problem causing the grey wolf
- Getting the publics worth from the managed forest program
- Getting too expensive
- Getting wolves off the endangered species list
- Getting youth interested in outdoors.
- Governor Walker selling public land
- Have sufficient funding to manage state campgrounds.
- Have the gov. Give off reservation casinos but can no longer spear fish?
- Having any money available to do these activities since Scott Walker is killing the school systems
- Having time to enjoy outdoor activities
- Having to pay to use public, state, county, national parks
- Heavy or over use of state parks, trails
- Hikers, bikers, horseback riders not contributing to maintaining of resource they use financially.
- Hunting access on private land
- Hunting in willow river state park - people using trails during hunting season are not in orange. Concern for safety.
- Husband doesn't take interest
- I am most concerned about our teachers and prison workers
- I believe the WI DNR doesn't respect all of the state's residents. They are a thrill for the bear hunters, Safari Intl. and other pro-hunting well-funded groups. Our DNR doesn't use science anymore to make decisions. The majority of people here do not hunt yet the DNR

lets the hunting cartel run our public and private lands. Current and ex-DNR biologists tell the public incorrect and unscientific info to placate the hunters and further their agenda..

- I don't know.
- I don't want standards lowered on clean air/water standards. Don't want public land privatized
- I live right across the street from a large public green area so i love public land (sled hill).
- I suffer from lyme disease so outdoor activities are ny my favorite
- I think should go back to hunting seasons of 30 years ago
- I would like to see more trails - not routes!
- Inadequate information about outdoor activities in WI for mobility disabled people
- Inadequate money for upkeep, facilities at the site e.g. Bridges, boardwalks, toilets
- Inadequate punishments for vehicle drivers who hit or harass runners and cyclists
- Increased level of trout stocking.
- Intro & education to our younger generations.
- Invasive insects killing our trees and oak wilt
- It's unclear what can and cannot be done on public lands.
- Jet ski's and four wheelers on roads irritate me
- Keeping the general public off of private property!
- Lack of adequate bike trails/lanes
- Lack of commitment to public lands from state government
- Lack of groomed cross country skiing
- Lack of logging on public land
- Lack of mountain biking trails and maintenance and closing trails to mountain bikers
- Lack of perch in the green bay
- Lack of police surveillance in local park
- Lack of public knowledge about what is already available.
- Lack of respect for nature and land
- Lack of sufficient funding to maintain quality facilities that will attract visitors
- Lack of understanding of the public how managing wildlife even works
- Lack of opportunities/experience to residents in low income areas. Would love to see more partnerships between MPS/DNR to give kids the experiences!
- Land owner paying little tax due to forest crop management, if they pay no or little tax people should be allowed to hunt or access their land
- Land that is used for hunting & how to warn the non-hunting population of that.
- Landings more parking we pay for it anyways
- Legislature and governor's lack of commitment to conservation
- Litter
- Littering & recycling
- Littering and contamination of lands and water bodies
- Littering and other forms of pollution.....also light pollution in many areas
- Local decisions should be local public vote
- Low safety because of ethnic neighbors.
- Low water for boating
- Maintaining farm land
- Maintaining what public resources we have (i.e., eagle toward in door county)
- Make animals more homes and more food. Please help.
- Making state campground better - they are getting very bad
- Manage our state lands with more logging many old sick trees
- Management of lake superior fishery
- Mining and other corporations destroying land, water and air
- Mining liberties
- Mismanagement of funds - current governor
- Mismanagement of monies, too many laws

- Mismanagement of the deer herd in WI
- Mismanagement of wolves and deer population
- Money not used where generated - "golf courses"
- More ATV routes in certain areas
- More ATV/UTV trails/parks
- More camping, bicycling, fishing
- Most public hunting lands are not handicap assessable.
- My safety - security
- Need camp site on Hwy 60 & 61 Richland County.
- Need more bike trails
- Need more dog friendly areas
- Need more public hunting land
- Need to manage & hunt wolf!
- No backyard
- No doe tags on public land in rusk co.
- No wake zones to protect vulnerable shorelines.
- Nobody takes care about Medford pond - no panfish is left, it's dirty, shallow snap turtles all died, nobody do maintenance of ice age trail - it's all muddy impassible to walk in some places
- Non preservation of farmland- urban sprawl. State needs to regulate corporate takeover of adj. Land cities need to grow up not sprawl out
- Nonresident land owners pay non-resident higher fees
- Northern WI lakes and their lack of walleyes.
- Not enough ATV trails near where I live
- Not enough information where to fish and what species
- Not enough land for hunting.
- Not sure why people complain about too many deer on private property, but will deny anyone access to harvest them
- Obtaining and restoring more lands for public use i.e. Prairies, forests, riparian areas
- One thing that concerns me greatly is the very large amount of new laws being passed yearly. They seem to put more power in the hands of the DNR, than anything.
- Other state program such as I can. Climb hike fish camp. Detour tourism to Minnesota
- Our lakes are green/ need to fix
- Our DNR which seems at times out of touch with reality
- Out of state participants should be charged a fee where possible
- Outdoor opportunities for people with disabilities
- Over development and loss of wild public lands
- Paved bike trails
- People abusing public land/shooting ranges
- People from other areas deciding what we need in northern Wisconsin (wolf issue)
- People other than biologists in control. Too many influences by people and politicians . Get chain saws running on the federal lands ! We need habitat improvement! Use license \$ for DNR budget for fish and game. My living as a sport shop owner relies on the DNR to maintain quality deer herds & fisheries, walleye populations in the north and deer hunting needs to improve. Habitat & predators...
- People throwing trash on highway.
- Playgrounds are not safe or in great conditions for use
- Please let us stay overnight in public parking on Hwy 60 & 61.
- Poaching
- Poaching (illegal hunters)
- Poaching, overharvesting of all fish and game animals both legally and illegally.
- Poison parsnip invasion!
- Political disregard for environment; i.e. Just ignore facts to follow political agenda/ideology
- Political over reach into our natural resources. Let the NRB manage and keep politicians out.
- Politically driven decisions to cut funding

- Politicizing common sense. Climate change is nonsense- trees emit co2 as do all living things - this is a power play ("climate change") - not a factor in resource management. FYI I'm not a moron either I have multiple degrees in bio/chemistry and really understand science
- Politics replacing science in resource management.
- Poor condition of some lakes
- Poor wolf management
- Population
- Practical ways to meet DNR rules
- Predator control
- Predator management
- Predator to prey ratios (too many deers)
- Predators reduce hunting opportunities
- Preservation of green spaces
- Privatization of public lands.
- Promoting wheelchair access and handicapped accessibility.
- Public AYV trails (Gandy Dancer)
- Public land being sold to private parties public off limits to the public
- Public land needs to stay affordable so everyone can enjoy it!!!
- Public safety: the shift to overlapping activities that present hazards: e.g. Trapping and shooting near common areas, motorized vehicles sharing trails w / hikers xc skiers snowshoers
- Put management of natural resources back into the hands of qualified people (scientists, landowners...) not the elected government officials.
- Question h is ridiculous
- Racing engines and radio noise pollution in parks
- Repair existing out door items instead of closing them up for use like on highway 32
- Republicans controlling the resources
- Restrictions to metal detecting hobbyists.
- Road closing in fed forest Nicolay
- Safety
- Safety of urban areas/parks
- Sale of public land
- Save the wildlife, kill all the timber wolfs
- School should get children more involved with outdoor recreation
- Selling of public land by the state
- Separate DNR board with appointive authority
- Severe mismanagement of funding by persons in charge. DNR should be first ones on the hand out list for funds & any & all DA's & other gov. paid lawyers last.
- Sidewalk/trail up-keep
- Sidewalks and safe bike paths
- Signage for recreation locations
- Since DNR blocked off trails to public land, I am no longer able to hunt.
- Society's lack of understanding wildlife management i.e. Wolves
- Something must be done about wolves for the future generations for deer hunting.
- Spouse fishing license. Included in sportsman or higher hunting license
- State park camping prices too high!
- State parks are inadequate for big RVs
- Stock more fish lake superior
- Stocking of chinook salmon in western Lake Superior- this needs to happen!
- Stop using high capacity wells
- Tax farmers more that won't let hunters in.
- Tax increase
- That Walker has taken over the DNR
- The current state administration's denial of human-influenced climate change
- The direction the DNR is headed
- The governor ahis policy
- The governor and state rep. party
- The wolf population is getting way too big. We are in the woods all summer with dogs. It is getting hard to enjoy the woods with the wolfs in them too.
- There are no handicap accessible, none in the state that the DNR could actually tell me about. I am from Colorado which has 7, 200 miles of handicap trails. Shame on Wisconsin
- Too many bear and wolves

- Too many deer
- Too many people to enjoy!!!
- Too many people trying to get antler restrictions through for deer hunting. I can't eat the antlers.
- Too many people using less & less public areas.
- Too many predators (bears/wolves)
- Too many surveys
- Too many tourist
- Too many wolves
- Too many wolves around when I'm outdoors...too scary
- Too many wolves have killed off wildlife
- Too many wolves!!!
- Too much government control
- Too much is decided for the whole state from the southern part of the state
- Too much logging on public lands
- Too much public money spent on private land/landowners
- T-party impact on our state
- Use of DNR money to subsidize other gov't programs. (slush fund)
- Use of pesticides & effect on bee populations & bird pollinators
- Using a business paradigm that suggests the natural environment is a product
- Walker administration and how it has affected DNR and state parks
- Walleye and muskie decline in numbers and size from what they used to be.
- Wardens are pricks and scare people from enjoying the outdoors they don't do a good job these barney fives should be relegated to shooting and country fishg not screwing up somebody else's non-drinking enjoyment of a night time river cruise. Light out on boat warden saw it was working going downstream, beginning of year started at tavern, barey fife issued \$200 citation saw it was working after wiggling it accused driver of drunkenness driver had not consumed alcohol no thanks ...
- We do have some of these activities available but they are not maintained and have become rundown. Playing

fields are uneven and not always available for public use. The parks are run down, tennis courts are run down , we do not have enough beach access for summer

- Where's the deer!
- White tail deer population
- Whitetail hunting becoming bigger and bigger business
- Wildlife management/predators
- Wolf control
- Wolf population
- Wolf population
- Wolf population destroying deer hunting!!!
- Wolf population excessive
- Wolf/predator populations
- Wolves
- Wolves/over bag- panfish bag limit of 25/day is too high

Write-ins for opportunities needed in respondent county of residence (Section B, question 5)

- A sandy beach would be nice
- Access to land
- Allowing dogs on beaches
- Archery courses
- Archery range
- ATV trails
- ATV trails
- ATV trails
- ATV/4wd trails
- ATV/UTV trails
- Beaches
- Beech/swimming
- Better boat launches and docks
- Better maintenance of what we already have
- Better mile markers or maps on the trails
- Better roads for motorcycling
- Bicycle parks
- Bicycling lanes on country roads
- Bocce ball courts
- Camping
- Campsites

- Clean beaches
- Clean up areas that we currently have
- Community gardens
- Community pool
- Complete ice age trail
- Connecting atv trails via public roads
- Cross country ski trails
- Cross country skiing
- Cross country skiing
- Disabled access
- Dog beaches
- Dog friendly areas of parks - dog parks
- Dog friendly parks/beaches
- Dog friendly spaces
- Dog friendly trails
- Dog park
- Dog parks
- Dog parks
- Dog parks
- Dog parks
- Dog parks
- Dog parks
- Dog parks
- Dog parks
- Dog parks
- Dog parks
- Dog parks- fenced in
- Dog parks.
- Dog parks; sidewalks
- Dogs not allowed in "no animals allowed" playgrounds
- Enjoying it all at home.
- Fencing
- Golf courses
- Golf courses
- Golf courses
- Golf, fishing
- Green space
- Handicap access
- Handicap access recreation
- Handicap accessibility
- Handicap accessible trails
- Handicap sticker so a 4x4 can allow srs., vets
- Hockey rinks
- Horse shoes/yard darts
- Hunter safety courses
- Hwy 60 & 61 on Richland County
- I had more equestrian only. They would not be using the walking and biking trails.
- I think there is a lot of opportunities in my county
- I wish someone would rip up the pine line from Allman to center and smooth it back out again. So rutty in places.
- Information about opportunities for the public to get more involved
- L m n should be local issues!
- La Crosse field
- Less DNR
- Make things for handicapped people
- Making it easier for handicap
- Maybe you want to ask about my home county -- by the way, Walker is scum
- Miniature golf course
- Minigolf, go cart track, ATV/dirtbike-playground
- Monitoring abuse in parks
- More archery
- More badminton and horse shoeing games
- More dog parks for off leash dog walking.
- More in rural areas of trails off the roads
- More natural wild areas
- More private areas only for other animals, not humans
- More public forest and wild life areas
- More public transportation
- More snowmobile trails
- More snowmobile trails
- More trails for hunting dogs- bird hunting - only walking trails
- Municipal golf
- Nature or historic walks/events
- Need more deer
- New governor
- Not sure
- Not sure of opportunities
- Off leash dog areas and allowing leashed dogs in more parks
- Off road 4 wd areas
- OHV park
- Outdoor festival

- Outdoor hockey rink - not just skating area
- Outdoor ice rinks
- Outdoor racquet ball
- Outdoor trails for dog owners
- Parking near beaches
- Parks that allow dogs
- Paved bike lanes along highways for safe commuting.
- Pet friendly trails
- Pickle ball courts
- Places approved for rock climbing.
- Places to go swimming
- Pool, splash pad
- Pools
- Primitive campsites, need public boat launches that don't fill in w/ sand Chippewa River
- Public archery
- Public beach
- Public beaches without invasive species
- Public camping cabins
- Public docks for tie up (hourly fee) giving access to restaurants.
- Public fishing spots.
- Public ice skating rink outdoors
- Public land open to metal detecting.
- Public owned amphitheaters
- Public pool
- Public pool outdoor
- Public ski trails
- Public swimming beaches
- Public, well-maintained archery ranges
- Recreational areas with shade for photosensitive individuals, such as arboretums or botanical shade gardens
- Reserving land from development
- Restrooms at parks
- Roller blade trails outdoor and inside skating opportunities outside
- Running tracks
- Safe bicycle routes to workplaces etc.- where bike lanes exists and are respected
- Skate parks
- Snow shoeing
- Snowmobile trails
- Snowshoe & cross-country ski trials/ dog park
- Stocked lakes with trout!!!
- Swimming - no pool or pond in Germantown
- Swimming areas
- Swimming beaches
- Tennis courts need 1 solid wall so i can play solo
- Things for small children
- Too many ticks
- Trails from eagle river to three lakes not just bike trails
- Trails often closed
- Trout fishing/stocking
- Upgrade playground equipment
- Upgraded pools
- Volleyball curls
- Walleyes
- Water park in Sheboygan
- We need less USDA trappers.
- Wildlife observation sites
- Wildlife refuge
- Wolf seasons
- Would like to see more campgrounds built as they are constantly full possibly even "micro parks" of 10 acres or less with self register. & sites that have water (not RV hookups) & porta potties for semi primitive camping.
- Wrestling room
- Xc ski trails
- X-c ski trails
- X-c ski trails
- YMCA in De Pere
- You have tons of things for adults, build things for children
- You need a good easy to use one stop shop website that promotes the areas where to find these activities
- Zoos