Appendix C

IOWA RESIDENTS’ PARTICIPATION IN AND OPINIONS ON OUTDOOR RECREATION

Conducted for the Iowa Department of Natural Resources

by Responsive Management

2018
IOWA RESIDENTS’ PARTICIPATION IN AND OPINIONS ON OUTDOOR RECREATION

2018

Responsive Management National Office
Mark Damian Duda, Executive Director
Martin Jones, Senior Research Associate
Tom Beppler, Senior Research Associate
Steven J. Bissell, Ph.D., Qualitative Research Associate
Amanda Center, Research Associate
Andrea Criscione, Senior Research Associate
Patrick Doherty, Research Associate
Gregory L. Hughes, P.E., Research Associate
Alison Lanier, Business Manager

130 Franklin Street
Harrisonburg, VA 22801
540/432-1888
E-mail: mark@responsivemanagement.com
www.responsivemanagement.com
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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study, conducted for the Iowa Department of Natural Resources (DNR), assessed Iowa residents’ participation in and opinions on outdoor recreation in Iowa. This project was part of the data gathering effort in support of the State Comprehensive Outdoor Recreation Plan (SCORP). This study follows previous SCORP surveys completed by Responsive Management for Iowa in 2006 and 2012. The study entailed a scientific telephone survey of randomly selected Iowa residents.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among Iowa residents (both landlines and cell phones were called in their proper proportions). Additionally, telephone surveys have better representation of the sample than do surveys that are read by the respondent (i.e., mail and Internet surveys) because the latter systematically exclude those who are not literate enough to complete the survey or who would be intimidated by having to complete a written survey—by an estimate of the U.S. Department of Education’s National Institute of Literacy (2016), up to 43% of the general population read no higher than a “basic level,” suggesting that they might be reticent to complete a survey that they have to read to themselves.

Responsive Management cooperatively developed the telephone survey questionnaire with the DNR, based on the previous SCORP surveys as well as input on new questions from the DNR. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey. The sample of Iowa residents was obtained from Survey Sampling International, a firm that specializes in providing scientifically valid samples for survey research. The sample included both landlines and cell phones to be fully representative of all Iowans.

Telephone surveying times are Monday through Friday noon to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The software used for data collection was Questionnaire Programming Language. Responsive Management obtained a total of 1,011 completed interviews. The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management. The results were slightly
weighted to exactly match the demographic characteristics of residents in each region so that the sample was representative of Iowa residents within each region, and then the data were weighted by region to be fully representative of the state as a whole.

**PARTICIPATION AND INTEREST IN OUTDOOR ACTIVITIES**

➢ The following pages contain the tabulation of participation (in the past 2 years) and interest in activities (in the next 2 years), the percent of latent demand (the difference between actual participation and interest), and the days of participation in each activity within the past 1 year. To summarize the major results:

- The highest rates of participation (in the past 2 years) are in walking (86%), picnicking, BBQing, or cooking out (83%), driving for pleasure (54%), boating (45%), family-oriented activities (43%), fishing (41%), camping (41%), swimming (41%), and hiking (40%)—all at 40% or higher.

- The most interest (in the next 2 years) is expressed for family-oriented activities (72% are very interested in this in the following 2 years), walking (67%), driving for pleasure (50%), camping (45%), fishing (42%), and hiking (40%)—all at 40% or higher.

- The activities with the highest mean days of participation (in the past 1 year) among participants are walking (115.0 days per participant), jogging/running (64.3 days), birding (59.7 days), driving for pleasure (58.7 days), ATVing (51.8 days), and adult basketball pickup games (51.2 days).

- The activities that have the highest mean days of participation among all residents is also included in the table.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Estimated Number of Participants in Iowa in the Past 2 Years</th>
<th>Current Participation Rate in Past 2 Years</th>
<th>Percent Very Interested in Next 2 Years</th>
<th>Latent Demand</th>
<th>Mean Number of Days Participated in Past 12 Months (Among Participants)</th>
<th>Mean Number of Days Participated in Past 12 Months (Among All Iowans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATVing</td>
<td>409,266</td>
<td>17</td>
<td>19</td>
<td>2</td>
<td>51.8</td>
<td>8.6</td>
</tr>
<tr>
<td>Baseball</td>
<td>361,117</td>
<td>15</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Baseball as adult</td>
<td>48,149</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Baseball, adult, pickup games</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>12.1</td>
<td>0.1</td>
<td>0.1</td>
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<td>Baseball, adult league</td>
<td>na</td>
<td>na</td>
<td>na</td>
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<td>0.1</td>
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<td>Baseball, children</td>
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<td>16</td>
<td>4</td>
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<td>Basketball</td>
<td>385,191</td>
<td>16</td>
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<td>na</td>
<td>na</td>
<td>na</td>
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<tr>
<td>Basketball as adult</td>
<td>144,447</td>
<td>6</td>
<td>8</td>
<td>2</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Basketball, adult, pickup games</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>51.2</td>
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<td>2.2</td>
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<td>Basketball, adult league</td>
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<td>na</td>
<td>na</td>
<td>41.3</td>
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<td>0.6</td>
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<td>Basketball, children</td>
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<td>11</td>
<td>17</td>
<td>6</td>
<td>39.2</td>
<td>4.0</td>
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<tr>
<td>Bicycling: mountain biking</td>
<td>337,042</td>
<td>14</td>
<td>16</td>
<td>2</td>
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<td>2.6</td>
</tr>
<tr>
<td>Bicycling: other bicycling activities</td>
<td>698,159</td>
<td>29</td>
<td>30</td>
<td>1</td>
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<tr>
<td>Birding</td>
<td>361,117</td>
<td>15</td>
<td>18</td>
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<td>8.8</td>
</tr>
<tr>
<td>Boating</td>
<td>1,083,350</td>
<td>45</td>
<td>27</td>
<td>na</td>
<td>14.6</td>
<td>3.7</td>
</tr>
<tr>
<td>Boating: canoeing or kayaking</td>
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<td>14</td>
<td>16</td>
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<tr>
<td>Boating: motorboating other than jet ski</td>
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<td>21</td>
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<td>2.5</td>
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<td>Boating: personal watercraft or jet skis</td>
<td>240,744</td>
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<tr>
<td>Camping</td>
<td>987,052</td>
<td>41</td>
<td>45</td>
<td>4</td>
<td>14.6</td>
<td>4.9</td>
</tr>
<tr>
<td>Camping: camper cabin</td>
<td>96,298</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>4.4</td>
<td>0.2</td>
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<tr>
<td>Camping: modern cabin</td>
<td>120,372</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td>7.8</td>
<td>0.4</td>
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<tr>
<td>Camping in a tent</td>
<td>505,563</td>
<td>21</td>
<td>26</td>
<td>5</td>
<td>7.5</td>
<td>1.6</td>
</tr>
<tr>
<td>Camping in an RV, etc.</td>
<td>481,489</td>
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<td>21</td>
<td>1</td>
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<td>3.1</td>
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<tr>
<td>Driving for pleasure</td>
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<td>50</td>
<td>na</td>
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<td>31.0</td>
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<td>Family-oriented outdoor activities</td>
<td>1,035,201</td>
<td>43</td>
<td>72</td>
<td>29</td>
<td>28.5</td>
<td>11.9</td>
</tr>
<tr>
<td>Fishing</td>
<td>987,052</td>
<td>41</td>
<td>42</td>
<td>1</td>
<td>28.2</td>
<td>9.7</td>
</tr>
<tr>
<td>Fishing from a boat</td>
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<td>18</td>
<td>na</td>
<td>15.6</td>
<td>2.8</td>
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<tr>
<td>Fishing from the shore of any lake, pond, river, or stream</td>
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<td>26</td>
<td>26</td>
<td>na</td>
<td>21.0</td>
<td>5.5</td>
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<tr>
<td>Fishing: lake fishing (not including pond)</td>
<td>650,010</td>
<td>27</td>
<td>27</td>
<td>na</td>
<td>19.7</td>
<td>5.2</td>
</tr>
<tr>
<td>Fishing: pond fishing (not including lake)</td>
<td>529,638</td>
<td>22</td>
<td>22</td>
<td>na</td>
<td>13.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Fishing: stream or river fishing other than trout</td>
<td>409,266</td>
<td>17</td>
<td>18</td>
<td>1</td>
<td>21.9</td>
<td>3.7</td>
</tr>
<tr>
<td>Fishing: trout stream fishing</td>
<td>144,447</td>
<td>6</td>
<td>8</td>
<td>2</td>
<td>26.3</td>
<td>1.5</td>
</tr>
<tr>
<td>Golf</td>
<td>577,787</td>
<td>24</td>
<td>21</td>
<td>na</td>
<td>20.7</td>
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<tr>
<td>Hiking</td>
<td>962,978</td>
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<td>40</td>
<td>na</td>
<td>24.3</td>
<td>9.6</td>
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<tr>
<td>Horseback riding</td>
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<td>11</td>
<td>19</td>
<td>8</td>
<td>14.6</td>
<td>1.5</td>
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<tr>
<td>Hunting</td>
<td>433,340</td>
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<td>20</td>
<td>2</td>
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<td>3.9</td>
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<tr>
<td>Jogging or running</td>
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<td>31</td>
<td>na</td>
<td>64.3</td>
<td>23.3</td>
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<tr>
<td>Natural resource or environmental education program</td>
<td>312,968</td>
<td>13</td>
<td>21</td>
<td>8</td>
<td>4.6</td>
<td>0.6</td>
</tr>
<tr>
<td>Activity</td>
<td>Estimated Number of Participants in Iowa in the Past 2 Years</td>
<td>Current Participation Rate in Past 2 Years</td>
<td>Percent Very Interested in Next 12 Years</td>
<td>Latent Demand</td>
<td>Mean Number of Days Participated in Past 12 Months (Among Participants)</td>
<td>Mean Number of Days Participated in Past 12 Months (Among Iowans)</td>
</tr>
<tr>
<td>----------</td>
<td>-------------------------------------------------------------</td>
<td>------------------------------------------</td>
<td>----------------------------------------</td>
<td>--------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Outdoor or wildlife photography</td>
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<td>22</td>
<td>23</td>
<td>1</td>
<td>28.7</td>
<td>6.0</td>
</tr>
<tr>
<td>Picnicking, BBQing, or cooking out</td>
<td>1,998,179</td>
<td>83</td>
<td>na</td>
<td>na</td>
<td>26.8</td>
<td>22.2</td>
</tr>
<tr>
<td>Point-to-point water trail recreation</td>
<td>505,563</td>
<td>21</td>
<td>29</td>
<td>8</td>
<td>14.1</td>
<td>2.9</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>120,372</td>
<td>5</td>
<td>9</td>
<td>4</td>
<td>8.1</td>
<td>0.4</td>
</tr>
<tr>
<td>Soccer</td>
<td>312,968</td>
<td>13</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Soccer as adult</td>
<td>48,149</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Soccer, adult, pickup games</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>20.4</td>
<td>0.2</td>
</tr>
<tr>
<td>Soccer, adult league</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>20.9</td>
<td>0.2</td>
</tr>
<tr>
<td>Soccer, children</td>
<td>264,819</td>
<td>11</td>
<td>15</td>
<td>4</td>
<td>24.3</td>
<td>2.5</td>
</tr>
<tr>
<td>Softball</td>
<td>312,968</td>
<td>13</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Softball as adult</td>
<td>144,447</td>
<td>6</td>
<td>11</td>
<td>5</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Softball, adult, pickup games</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>10.8</td>
<td>0.2</td>
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<tr>
<td>Softball, adult league</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>13.3</td>
<td>0.5</td>
</tr>
<tr>
<td>Softball, children</td>
<td>192,596</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>33.9</td>
<td>2.4</td>
</tr>
<tr>
<td>Swimming</td>
<td>842,605</td>
<td>41</td>
<td>35</td>
<td>na</td>
<td>29.4</td>
<td>10.0</td>
</tr>
<tr>
<td>Swimming in natural waters</td>
<td>674,084</td>
<td>28</td>
<td>27</td>
<td>na</td>
<td>16.8</td>
<td>4.6</td>
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<tr>
<td>Swimming in public outdoor pools</td>
<td>746,308</td>
<td>31</td>
<td>28</td>
<td>na</td>
<td>18.9</td>
<td>5.8</td>
</tr>
<tr>
<td>Taking a trip to view wildlife</td>
<td>529,638</td>
<td>22</td>
<td>26</td>
<td>4</td>
<td>23.2</td>
<td>5.0</td>
</tr>
<tr>
<td>Target shooting with a bow and arrow</td>
<td>312,968</td>
<td>13</td>
<td>16</td>
<td>3</td>
<td>21.3</td>
<td>2.9</td>
</tr>
<tr>
<td>Target shooting with a gun</td>
<td>674,084</td>
<td>27</td>
<td>28</td>
<td>1</td>
<td>21.4</td>
<td>4.6</td>
</tr>
<tr>
<td>Target shooting with a handgun</td>
<td>481,489</td>
<td>20</td>
<td>20</td>
<td>na</td>
<td>22.4</td>
<td>4.4</td>
</tr>
<tr>
<td>Target shooting with a rifle</td>
<td>481,489</td>
<td>20</td>
<td>21</td>
<td>1</td>
<td>22.9</td>
<td>4.6</td>
</tr>
<tr>
<td>Tennis</td>
<td>144,447</td>
<td>6</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Tennis as adult</td>
<td>120,372</td>
<td>5</td>
<td>11</td>
<td>6</td>
<td>na</td>
<td>na</td>
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<tr>
<td>Tennis, adult, pickup matches</td>
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<td>na</td>
<td>na</td>
<td>na</td>
<td>10.5</td>
<td>0.4</td>
</tr>
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<td>Tennis, adult league</td>
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<td>na</td>
<td>na</td>
<td>na</td>
<td>13.8</td>
<td>0.1</td>
</tr>
<tr>
<td>Tennis, children</td>
<td>24,074</td>
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<td>7</td>
<td>6</td>
<td>16.9</td>
<td>0.2</td>
</tr>
<tr>
<td>Using off-leash dog areas or dog parks</td>
<td>433,340</td>
<td>18</td>
<td>21</td>
<td>3</td>
<td>35.4</td>
<td>6.3</td>
</tr>
<tr>
<td>Using a skate park</td>
<td>192,596</td>
<td>8</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Using skate park as adult</td>
<td>72,233</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>8.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Using skate park, children</td>
<td>144,447</td>
<td>6</td>
<td>13</td>
<td>7</td>
<td>18.7</td>
<td>1.1</td>
</tr>
<tr>
<td>Using trails for physical fitness</td>
<td>842,605</td>
<td>35</td>
<td>35</td>
<td>na</td>
<td>46.3</td>
<td>15.6</td>
</tr>
<tr>
<td>Walking</td>
<td>2,070,402</td>
<td>86</td>
<td>67</td>
<td>na</td>
<td>115.0</td>
<td>98.5</td>
</tr>
</tbody>
</table>

Overall participation for baseball, basketball, soccer, softball, and tennis is for either any adult participation or if youth played in a league. Follow-up questions then determined adult participation and youth participation in leagues separately. Participation for using a skate park is for either adult use or for accompanying or dropping off a youth; follow-up questions then separated adult use from youth use.

The very interested questions for adult baseball, basketball, soccer, softball, and tennis asked only about adult participation as a whole (not separated into pickup games/matches and adult leagues). The very interested questions in the survey inadvertently omitted “picnicking, BBQing, or cooking out.”
The participation rates for all of the activities are shown graphically for the reader’s convenience.

I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 1)

- Walking
- Picnicking, BBQing, or cooking out
- Driving for pleasure
- Boating
- Family-oriented outdoor activities (other than BBQing etc.)
- Fishing
- Swimming
- Camping
- Hiking
- Jogging or running
- Shooting, archery, and hunting
- Using trails for physical fitness
- Swimming in public outdoor pools
- Other bicycling activities
- Swimming in natural waters
- Target shooting with a gun
- Lake fishing, not including pond fishing
- Fishing from the shore of any lake, pond, river, or stream
- Golf
- Pond fishing
- Taking trip/outing at least 1 mile to observe / photo wildlife
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 2)

Motorboating other than jet ski: 22%
Outdoor or wildlife photography: 22%
Camping in a tent: 21%
Point-to-point water trail recreation: 21%
Target shooting with a rifle: 20%
Camping in an RV, trailer, pop-up, pick-up etc.: 20%
Target shooting with a handgun: 20%
Fishing from a boat: 19%
Using off-leash dog areas or dog parks: 18%
Hunting: 18%
Stream or river fishing other than trout: 17%
ATVing: 17%
Basketball: 16%
Birding: 15%
Baseball: 15%
Canoeing or kayaking: 14%
Mountain biking: 14%
Shooting with a bow and arrow: 13%
Softball: 13%
Natural resource / env. ed. prog. w/ naturalist / interpreter: 13%
Soccer: 13%

Percent (n=1011)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 3)

- Baseball (children): 12
- Soccer (children): 11
- Horseback riding: 11
- Basketball (children): 11
- Personal watercraft or jet skis: 10
- Softball (children): 8
- Using a skate park: 8
- Tennis: 6
- Trout stream fishing: 6
- Using a skate park (children): 6
- Basketball (adult): 6
- Softball (adult): 6
- Modern cabin: 5
- Tennis (adult): 5
- Snowmobiling: 5
- Camper cabin: 4
- Using a skate park (adult): 3
- Baseball (adult): 2
- Soccer (adult): 2
- Tennis (children): 1

Multiple Responses Allowed

Percent (n=1011)
The survey asked those with children living in their household if any of those children had participated in non-school outdoor education programs: 40% of those with children in their household statewide indicated that the children had participated in such programs. Additionally, 41% of those with children in their household overall indicated being very likely to sign their children up for such a program in the next 2 years, and another 29% indicated being somewhat likely, a sum of 70%.

The survey asked residents to name their top two activities. A graph on the following page shows the activities in which respondents said that they participated the most. Walking, at 40%, is by far the most commonly named activity. It is followed by picnicking, BBQing, or cooking out (18%), driving for pleasure (10%), jogging/running (7%), bicycling other than mountain biking (7%), hiking (7%), camping in an RV (6%), and hunting (6%)—all at more than 5%.

The survey asked residents to indicate the outdoor activities in which they are very interested; these graphs are on the following page after the top two activities graph.

- The top activities in which interest is expressed are family-oriented activities (72% of residents being very interested) and walking (67%). (Note that it is likely that picnicking, BBQing, and cooking out would also have received interest commensurate with these levels; however, the survey inadvertently did not ask about interest in this activity.)
- A second tier of activities are driving for pleasure (50%), camping (45%), fishing (42%), and hiking (40%).
Activities that residents had participated in the most within the past 2 years. (Each respondent could name up to two activities.)

- Walking: 40
- Picnicking, BBQing, or cooking out: 18
- Driving for pleasure: 10
- Jogging or running: 7
- Bicycling activities apart from mountain biking: 7
- Hiking: 7
- Camping in an RV: 6
- Hunting: 6
- Golf: 4
- Family-oriented outdoor activities: 4
- Fishing from the shore: 4
- Fishing from a boat: 3
- Lake fishing: 3
- Camping in a tent: 3
- Motorboating: 3
- Swimming in public outdoor pools: 3
- Basketball: 2
- Using trails for physical fitness: 2
- Canoeing or kayaking: 2
- ATVing: 2
- Target handgun shooting: 2
- Swimming in natural waters: 2
- Birding: 2
- Baseball: 2
- Target rifle shooting: 2
- Using off-leash dog areas or dog parks: 1
- Pond fishing: 1
- Softball: 1
- Soccer: 1
- Stream or river fishing: 1
- Horseback riding: 1
- Observing or photographing wildlife near home: 1
- Point-to-point water trail recreation: 1
- Outdoor or wildlife photography: 1
- Taking trips of a least 1 mile to observe or photograph wildlife: 1
- Using a personal watercraft or jet ski: 1
- Do not know / none of these: 34
Q60. Are you very interested in...? (Asked regarding the next 2 years.) (Part 1)
Q60. Are you very interested in...? (Asked regarding the next 2 years.) (Part 2)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hunting</td>
<td>20</td>
</tr>
<tr>
<td>Target shooting with a handgun</td>
<td>20</td>
</tr>
<tr>
<td>ATVing</td>
<td>19</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>19</td>
</tr>
<tr>
<td>Fishing from a boat</td>
<td>18</td>
</tr>
<tr>
<td>Stream or river fishing other than trout</td>
<td>18</td>
</tr>
<tr>
<td>Birding, that is taking to the field for the primary purpose of</td>
<td>18</td>
</tr>
<tr>
<td>identifying birds or studying their behaviors</td>
<td></td>
</tr>
<tr>
<td>Youth basketball</td>
<td>17</td>
</tr>
<tr>
<td>Canoeing or kayaking</td>
<td>16</td>
</tr>
<tr>
<td>Mountain biking</td>
<td>16</td>
</tr>
<tr>
<td>Youth baseball</td>
<td>16</td>
</tr>
<tr>
<td>Shooting with a bow and arrow</td>
<td>16</td>
</tr>
<tr>
<td>Youth soccer</td>
<td>15</td>
</tr>
<tr>
<td>Skate park use by children or those in the household</td>
<td>13</td>
</tr>
<tr>
<td>Youth softball</td>
<td>12</td>
</tr>
<tr>
<td>Personal watercraft or jet skis</td>
<td>12</td>
</tr>
<tr>
<td>Softball as an adult</td>
<td>11</td>
</tr>
<tr>
<td>Tennis as an adult</td>
<td>11</td>
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<tr>
<td>Modern cabin, which is a cabin that has running water and usually a</td>
<td>10</td>
</tr>
<tr>
<td>bathroom</td>
<td></td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>9</td>
</tr>
<tr>
<td>Trout stream fishing</td>
<td>8</td>
</tr>
<tr>
<td>Basketball as an adult</td>
<td>8</td>
</tr>
<tr>
<td>Youth tennis</td>
<td>7</td>
</tr>
<tr>
<td>Camper cabin, which is a primitive cabin without running water or</td>
<td>6</td>
</tr>
<tr>
<td>bathroom</td>
<td></td>
</tr>
<tr>
<td>Soccer as an adult</td>
<td>5</td>
</tr>
<tr>
<td>Baseball as an adult</td>
<td>4</td>
</tr>
<tr>
<td>Personally using a skate park</td>
<td>4</td>
</tr>
</tbody>
</table>
Satisfaction

➢ For each of their two top activities, respondents were asked to rate their satisfaction with their experiences participating in it in Iowa over the past 2 years. Overall, looking at all activities together, satisfaction is high: 91% of all ratings were in the very or somewhat satisfied responses.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know</th>
<th>Sample size</th>
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</thead>
<tbody>
<tr>
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<td>12</td>
<td>0</td>
<td>21</td>
</tr>
<tr>
<td>Baseball</td>
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<td>42</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>Basketball</td>
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<td>12</td>
<td>11</td>
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<td>0</td>
<td>22</td>
</tr>
<tr>
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<td>52</td>
<td>40</td>
<td>3</td>
<td>5</td>
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<td>76</td>
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<tr>
<td>Birding</td>
<td>62</td>
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<td>0</td>
<td>0</td>
<td>24</td>
</tr>
<tr>
<td>Boating: Canoeing or kayaking</td>
<td>58</td>
<td>36</td>
<td>0</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>19</td>
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<tr>
<td>Boating: motorboating</td>
<td>71</td>
<td>29</td>
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<td>0</td>
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<td>0</td>
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<tr>
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<td>0</td>
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<td>0</td>
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<td>0</td>
<td>69</td>
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<tr>
<td>Driving for pleasure</td>
<td>60</td>
<td>35</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>103</td>
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<tr>
<td>Family-oriented outdoor activities</td>
<td>76</td>
<td>21</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>35</td>
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<td>33</td>
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<td>2</td>
<td>40</td>
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<tr>
<td>Fishing from the shore</td>
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<td>45</td>
<td>6</td>
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<td>2</td>
<td>44</td>
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<td>0</td>
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<td>39</td>
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<tr>
<td>Fishing: pond fishing</td>
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<td>37</td>
<td>5</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>18</td>
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<tr>
<td>Fishing: Stream or river fishing</td>
<td>32</td>
<td>54</td>
<td>0</td>
<td>14</td>
<td>0</td>
<td>0</td>
<td>16</td>
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<tr>
<td>Golf</td>
<td>69</td>
<td>29</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>49</td>
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<tr>
<td>Hiking</td>
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<td>33</td>
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<td>4</td>
<td>0</td>
<td>0</td>
<td>64</td>
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<tr>
<td>Horseback riding</td>
<td>58</td>
<td>14</td>
<td>0</td>
<td>16</td>
<td>12</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Hunting</td>
<td>47</td>
<td>40</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>72</td>
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<tr>
<td>Jogging or running</td>
<td>73</td>
<td>22</td>
<td>3</td>
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<td>0</td>
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<tr>
<td>Observing or photographing wildlife near home</td>
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<td>0</td>
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<tr>
<td>Picnicking, BBQing, or cooking out</td>
<td>74</td>
<td>23</td>
<td>2</td>
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<td>0</td>
<td>180</td>
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<tr>
<td>Shooting: target handgun shooting</td>
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<td>35</td>
<td>8</td>
<td>20</td>
<td>2</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>Shooting: target rifle shooting</td>
<td>45</td>
<td>23</td>
<td>0</td>
<td>25</td>
<td>0</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Soccer</td>
<td>82</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>Softball</td>
<td>62</td>
<td>35</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>Swimming in natural waters</td>
<td>40</td>
<td>23</td>
<td>22</td>
<td>12</td>
<td>3</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>Swimming in public outdoor pools</td>
<td>70</td>
<td>27</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>Using off-leash dog areas or dog parks</td>
<td>48</td>
<td>38</td>
<td>4</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Using trails for physical fitness</td>
<td>54</td>
<td>38</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Walking</td>
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<td>28</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>372</td>
</tr>
</tbody>
</table>
AVAILABILITY OF RECREATION

Residents rated the availability of opportunities for their top two activities in which they participated in Iowa, using an excellent-good-fair-poor scale. Overall, 80% of all ratings of the availability of activities were in the excellent or good responses.

- For each activity that had sufficient sample size, a tabulation shows ratings of the availability of opportunities for the activity. The most negative ratings are for ATVing, horseback riding, and shooting handguns.

### Ratings of the Availability of Opportunities for Each Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don’t know</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATVing</td>
<td>11</td>
<td>19</td>
<td>16</td>
<td>55</td>
<td>0</td>
<td>21</td>
</tr>
<tr>
<td>Baseball</td>
<td>42</td>
<td>58</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>Basketball</td>
<td>42</td>
<td>30</td>
<td>13</td>
<td>14</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Bicycling: other than mountain biking</td>
<td>37</td>
<td>35</td>
<td>25</td>
<td>4</td>
<td>0</td>
<td>76</td>
</tr>
<tr>
<td>Birding</td>
<td>68</td>
<td>22</td>
<td>8</td>
<td>0</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>Boating: Canoeing or kayaking</td>
<td>26</td>
<td>40</td>
<td>34</td>
<td>0</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>Boating: motorboating</td>
<td>42</td>
<td>54</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>26</td>
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<tr>
<td>Camping in a tent</td>
<td>33</td>
<td>59</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Camping in an RV</td>
<td>44</td>
<td>37</td>
<td>14</td>
<td>5</td>
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<td>69</td>
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<td>Driving for pleasure</td>
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<td>42</td>
<td>7</td>
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<tr>
<td>Family-oriented outdoor activities</td>
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<td>39</td>
<td>10</td>
<td>5</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>Fishing from a boat</td>
<td>51</td>
<td>33</td>
<td>11</td>
<td>3</td>
<td>1</td>
<td>40</td>
</tr>
<tr>
<td>Fishing from the shore</td>
<td>30</td>
<td>44</td>
<td>20</td>
<td>6</td>
<td>0</td>
<td>44</td>
</tr>
<tr>
<td>Fishing: lake fishing</td>
<td>33</td>
<td>52</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>39</td>
</tr>
<tr>
<td>Fishing: pond fishing</td>
<td>32</td>
<td>30</td>
<td>26</td>
<td>4</td>
<td>8</td>
<td>18</td>
</tr>
<tr>
<td>Fishing: Stream or river fishing</td>
<td>32</td>
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<td>17</td>
<td>5</td>
<td>0</td>
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<td>34</td>
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<td>6</td>
<td>5</td>
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<tr>
<td>Jogging or running</td>
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<td>39</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>53</td>
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<tr>
<td>Observing or photographing wildlife near home</td>
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<td>31</td>
<td>20</td>
<td>10</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Picnicking, BBQing, or cooking out</td>
<td>52</td>
<td>41</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>180</td>
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<tr>
<td>Shooting: target handgun shooting</td>
<td>23</td>
<td>17</td>
<td>35</td>
<td>24</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>Shooting: target rifle shooting</td>
<td>26</td>
<td>36</td>
<td>27</td>
<td>11</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>Soccer</td>
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<tr>
<td>Softball</td>
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<td>30</td>
<td>8</td>
<td>4</td>
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<td>14</td>
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<tr>
<td>Swimming in natural waters</td>
<td>39</td>
<td>28</td>
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<tr>
<td>Swimming in public outdoor pools</td>
<td>48</td>
<td>46</td>
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<tr>
<td>Using off-leash dog areas or dog parks</td>
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<tr>
<td>Using trails for physical fitness</td>
<td>29</td>
<td>54</td>
<td>12</td>
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<tr>
<td>Walking</td>
<td>47</td>
<td>41</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td>372</td>
</tr>
</tbody>
</table>
Residents also rated the state’s efforts to provide opportunities for their top two activities in which they participated in Iowa, again using an excellent-good-fair-poor scale. Overall, for all activities together, ratings are positive: 73% of all ratings are excellent or good.

- For each activity that had sufficient sample size, a tabulation shows ratings of the state’s efforts at providing opportunities for the activity. The most negative ratings of the state’s efforts are for ATVing, horseback riding, swimming in natural waters, and shooting handguns.

<table>
<thead>
<tr>
<th>Rating of the State’s Efforts to Provide Opportunities for Each Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Excellent</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>ATVing</td>
</tr>
<tr>
<td>Baseball</td>
</tr>
<tr>
<td>Basketball</td>
</tr>
<tr>
<td>Bicycling: other than mountain biking</td>
</tr>
<tr>
<td>Birding</td>
</tr>
<tr>
<td>Boating: canoeing or kayaking</td>
</tr>
<tr>
<td>Boating: motorboating</td>
</tr>
<tr>
<td>Camping in a tent</td>
</tr>
<tr>
<td>Camping in an RV</td>
</tr>
<tr>
<td>Driving for pleasure</td>
</tr>
<tr>
<td>Family-oriented outdoor activities</td>
</tr>
<tr>
<td>Fishing from a boat</td>
</tr>
<tr>
<td>Fishing from the shore</td>
</tr>
<tr>
<td>Fishing: lake fishing</td>
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<tr>
<td>Fishing: pond fishing</td>
</tr>
<tr>
<td>Fishing: stream or river fishing</td>
</tr>
<tr>
<td>Golf</td>
</tr>
<tr>
<td>Hiking</td>
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<tr>
<td>Horseback riding</td>
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<tr>
<td>Hunting</td>
</tr>
<tr>
<td>Jogging or running</td>
</tr>
<tr>
<td>Observing or photographing wildlife near home</td>
</tr>
<tr>
<td>Picnicking, BBQing, or cooking out</td>
</tr>
<tr>
<td>Shooting: target handgun shooting</td>
</tr>
<tr>
<td>Shooting: target rifle shooting</td>
</tr>
<tr>
<td>Soccer</td>
</tr>
<tr>
<td>Softball</td>
</tr>
<tr>
<td>Swimming in natural waters</td>
</tr>
<tr>
<td>Swimming in public outdoor pools</td>
</tr>
<tr>
<td>Using off-leash dog areas or dog parks</td>
</tr>
<tr>
<td>Using trails for physical fitness</td>
</tr>
<tr>
<td>Walking</td>
</tr>
</tbody>
</table>
Residents were asked if Iowa has too many, about the right amount, or too few outdoor recreational opportunities available to residents. The large majority say that Iowa has about the right amount (64%). Nonetheless, more than a quarter (26%) say that Iowa has too few outdoor recreational opportunities available to residents.

QUALITY TREND IN PAST 5 YEARS

Regarding Iowans’ top two activities in which they participated, the survey asked them to say whether they think the quality of the activity has improved, remained the same, or declined over the past 5 years.

- Overall, for all activities together, the perception is that quality is positive. Although the most common response was “remained the same” at 43%, the percent of ratings in the “improved” response was close, at 42%.
- For each activity that had sufficient sample size, a tabulation shows the perceived trend in quality of the activity. The tabulation is on the following page.
  - The most improvement is for bicycling other than mountain biking, basketball, soccer, using trails for physical fitness, walking, birding, and swimming in public outdoor pools—each with a majority of participants saying that the quality has improved.
  - The greatest perceived declines are for hunting, fishing in streams or rivers, observing or photographing wildlife near home, ATVing, canoeing or kayaking, and handgun shooting—each with 20% or more saying the quality has declined.
Perceived Quality Trend of Each Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Improved</th>
<th>Remained the same</th>
<th>Declined</th>
<th>Don't know</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
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<td>20</td>
<td>55</td>
<td>23</td>
<td>2</td>
<td>21</td>
</tr>
<tr>
<td>Baseball</td>
<td>33</td>
<td>59</td>
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</tr>
<tr>
<td>Basketball</td>
<td>65</td>
<td>26</td>
<td>9</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Bicycling: other than mountain biking</td>
<td>78</td>
<td>19</td>
<td>0</td>
<td>2</td>
<td>76</td>
</tr>
<tr>
<td>Birding</td>
<td>55</td>
<td>24</td>
<td>3</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>Boating: canoeing or kayaking</td>
<td>10</td>
<td>69</td>
<td>20</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>Boating: motorboating</td>
<td>18</td>
<td>72</td>
<td>6</td>
<td>3</td>
<td>26</td>
</tr>
<tr>
<td>Camping in a tent</td>
<td>23</td>
<td>62</td>
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<td>22</td>
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<tr>
<td>Camping in an RV</td>
<td>36</td>
<td>57</td>
<td>5</td>
<td>1</td>
<td>69</td>
</tr>
<tr>
<td>Driving for pleasure</td>
<td>33</td>
<td>47</td>
<td>15</td>
<td>5</td>
<td>103</td>
</tr>
<tr>
<td>Family-oriented outdoor activities</td>
<td>44</td>
<td>37</td>
<td>3</td>
<td>16</td>
<td>35</td>
</tr>
<tr>
<td>Fishing from a boat</td>
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<td>53</td>
<td>15</td>
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<tr>
<td>Fishing from the shore</td>
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<td>1</td>
<td>44</td>
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<td>41</td>
<td>42</td>
<td>10</td>
<td>7</td>
<td>39</td>
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<tr>
<td>Fishing: pond fishing</td>
<td>10</td>
<td>56</td>
<td>18</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
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<td>28</td>
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<tr>
<td>Golf</td>
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<td>43</td>
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<td>Hunting</td>
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<td>Jogging or running</td>
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<td>31</td>
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<td>13</td>
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<tr>
<td>Shooting: target rifle shooting</td>
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<td>5</td>
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<td>Softball</td>
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<td>47</td>
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<td>8</td>
<td>14</td>
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<tr>
<td>Swimming in natural waters</td>
<td>17</td>
<td>58</td>
<td>7</td>
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<tr>
<td>Swimming in public outdoor pools</td>
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<td>9</td>
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<td>19</td>
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<tr>
<td>Using off-leash dog areas or dog parks</td>
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<td>61</td>
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<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Using trails for physical fitness</td>
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<td>38</td>
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<tr>
<td>Walking</td>
<td>58</td>
<td>36</td>
<td>4</td>
<td>2</td>
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</tr>
</tbody>
</table>

**CONSTRAINTS TO PARTICIPATION**

➢ The survey asked residents, regarding the top two activities in which they had participated, if anything had taken away from the quality of their experiences or had caused them not to go as much as they had wanted. Overall, the weather was the most commonly given constraint (19%), followed by not enough opportunities for the activity (7%), not enough time (also 7%), health/age (6%), and crowding (4%). All other constraints were at less than 4%; the graph shows the full listing.

- A tabulation is included of the constraints for each activity that had sufficient sample size to be shown. The tabulation is limited to the top ten constraints overall.
## Constraints That Prevented Participation or That Took Away From the Quality of Experiences

<table>
<thead>
<tr>
<th>Activity</th>
<th>Weather</th>
<th>Not enough opportunities for the activity</th>
<th>Not enough time</th>
<th>Health / age</th>
<th>Too crowded</th>
<th>Disrepair / bad quality of facilities</th>
<th>Poor behavior of others</th>
<th>Bad water or air quality / pollution / litter</th>
<th>Insects</th>
<th>Distance / travel time</th>
<th>No, nothing</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
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<td>3</td>
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<tr>
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<td>14</td>
<td>6</td>
<td>2</td>
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<td>0</td>
<td>0</td>
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<td>0</td>
<td>0</td>
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<td>19</td>
<td>0</td>
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<td>0</td>
<td>0</td>
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<td>0</td>
<td>46</td>
<td>46</td>
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<td>Camping in an RV</td>
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<td>11</td>
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<td>Driving for pleasure</td>
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<td>12</td>
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<td>16</td>
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<td>0</td>
<td>0</td>
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<tr>
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<td>1</td>
<td>7</td>
<td>4</td>
<td>3</td>
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<td>2</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>59</td>
<td>59</td>
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<tr>
<td>Fishing from the shore</td>
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<td>5</td>
<td>15</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
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<td>51</td>
<td>51</td>
</tr>
<tr>
<td>Fishing: lake fishing</td>
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<td>21</td>
<td>2</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>Fishing: pond fishing</td>
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<td>0</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>21</td>
<td>0</td>
<td>0</td>
<td>62</td>
<td>62</td>
</tr>
<tr>
<td>Fishing: Stream or river fishing other than trout fishing</td>
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<tr>
<td>Golf</td>
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<td>11</td>
<td>4</td>
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<td>3</td>
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<td>4</td>
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<td>52</td>
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<td>33</td>
</tr>
<tr>
<td>Jogging or running</td>
<td>24</td>
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<td>2</td>
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<td>1</td>
<td>0</td>
<td>48</td>
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<tr>
<td>Picnicking, BBQing, or cooking out</td>
<td>13</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>7</td>
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<td>64</td>
<td>64</td>
</tr>
<tr>
<td>Shooting: target handgun shooting</td>
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<td>24</td>
<td>6</td>
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<td>12</td>
<td>0</td>
<td>0</td>
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<td>7</td>
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<td>19</td>
<td>19</td>
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<tr>
<td>Shooting: target rifle shooting</td>
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<td>0</td>
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</tr>
<tr>
<td>Swimming in natural waters</td>
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<td>7</td>
<td>0</td>
<td>8</td>
<td>12</td>
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<tr>
<td>Swimming in public outdoor pools</td>
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<td>0</td>
<td>0</td>
<td>63</td>
<td>63</td>
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<tr>
<td>Using trails for physical fitness</td>
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<td>0</td>
<td>6</td>
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<td>11</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>12</td>
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<tr>
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<td>3</td>
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<td>7</td>
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<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>52</td>
<td>52</td>
</tr>
</tbody>
</table>

May sum to more than 100% because multiple reasons may be given. Conversely, may not sum to at least 100% because not all reasons shown, nor is “don’t know” shown.
**MOTIVATIONS FOR PARTICIPATING IN RECREATION**

An open-ended question asked Iowa residents to name the most important reasons that they participate in outdoor recreation activities in Iowa. The most commonly named reasons related to having fun/relaxation (47% gave a reason categorized as this), to be close to nature/enjoy scenery (45%), and to be with family (38%)—all at more than a third of residents.

**Q347. Please tell me the most important reasons you participate in outdoor recreation activities in Iowa.**

- For fun / relaxation: 47%
- To be close to nature / enjoy scenery: 45%
- To be with family: 38%
- To stay in shape / exercise: 29%
- To be with friends: 18%
- For my mental well being: 15%
- For the challenge: 5%
- Other: 3%
- Do not know: 3%

Multiple Responses Allowed

Percent (n=585)
One motivation for participating in outdoor recreation is to encourage children to be active. For this reason, the survey asked residents who have children in their household to rate the importance to them personally that their children participate in outdoor activities, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important. The majority of those with children (56%) rated its importance at 10, and virtually all of them (except those who did not know what rating to give and less than 1% who gave a rating of 0) gave a rating of the midpoint or higher.

In a similar vein, the survey asked Iowa residents if they agree that their children are participating in outdoor recreation often enough. The majority agree (71%) that their children are doing so; however, more than a fifth (21%) disagree that their children are participating in outdoor recreation often enough.

**BENEFITS OF PARTICIPATING IN RECREATION**

Nine questions asked Iowa residents to rate the importance of various potential benefits associated with park and recreation areas and activities to them personally. The most important perceived benefits statewide are ecological: cleaner air and water (87% rate this as a very important benefit) and the protection of natural resources (83%). Right below this are positive family values (77%), healthy childhood development (75%), and a sense of peace and stress relief (also 75% rating it very important).
Q399-Q407. Percent of respondents who indicated that each of the following is a benefit associated with park or recreation areas and activities for them personally.
(Residents overall.)

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not at all important</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q407. Cleaner air and water</td>
<td>87</td>
<td>9</td>
<td>2</td>
<td>22</td>
</tr>
<tr>
<td>Q406. Protecting natural resources</td>
<td>83</td>
<td>14</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Q402. Positive family activities</td>
<td>77</td>
<td>18</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Q403. Healthy childhood development</td>
<td>75</td>
<td>15</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Q401. A sense of peace and stress relief</td>
<td>75</td>
<td>18</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Q404. Preserving open space</td>
<td>71</td>
<td>25</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td>Q399. Health and fitness</td>
<td>70</td>
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</tr>
<tr>
<td>Q405. The healing powers of the outdoors</td>
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<td>27</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Q400. Connecting with nature</td>
<td>59</td>
<td>33</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>
KNOWLEDGE OF RECREATION LOCATIONS AND INFORMATION SOURCES ABOUT OUTDOOR RECREATION

➢ The overwhelming majority of Iowa residents (90%) say that, in general, they know where recreational facilities in Iowa are located.

➢ When asked for the best ways to provide them with information about outdoor recreation in Iowa, residents most commonly prefer the Internet (30% say this is the best way), e-mail (29%), and direct mail (25%).

FACILITIES RESIDENTS WOULD LIKE TO ADD

➢ When asked if there are any recreational facilities or areas that they would like to see added to their area, 36% of Iowa residents respond that there are. Central Region residents have a lower percentage, compared to the other regions, saying that there are facilities/areas that they want to see added, but only slightly.

• In follow-up, the most commonly named of these facilities or areas are paved bike paths, camping areas, other trails (other than paved bike, horse, ATV, or ADA-accessible trails), ATV trails, shooting ranges, and dog parks—all at more than 5% of those who received the question. This graph is shown on the following page.
Q390. What types of outdoor recreational facilities or areas you would like to see added in your area? (Asked of those who indicated that there are outdoor recreational facilities or areas that they would like to see added in their area.)

- Paved bike trails: 15%
- Camping areas: 8%
- Other trails (other than paved bike, horse, ATV, ADA trails): 8%
- Trails with ATV access: 8%
- Shooting ranges: 7%
- Areas to exercise dogs / dog parks: 6%
- Playgrounds: 5%
- Access points to waterbodies: 5%
- Trails accessible to people with disabilities: 4%
- Sports fields: 4%
- Picnic areas: 4%
- Fishing piers: 4%
- Places to hunt: 3%
- Pools: 3%
- More parks in general: 2%
- Horse trails: 2%
- Water parks / splash parks: 2%
- Disc golf / frisbee golf: 2%
- Tennis courts: 2%
- Fishing areas and facilities other than piers: 2%
- Hunting areas: 1%
- Skate parks: 1%
- Archery ranges: 1%
- Restrooms: 1%
- Other: 19%
- No answer / do not know: 3%

Percent (n=356)

Multiple Responses Allowed
AGENCY PRIORITIES
➢ The survey asked about the priority that should be given to five agency actions. For four of them, the results are similar, with just under half (45% to 48%) saying each should be a high priority, and between 84% and 87% saying each should be a high or medium priority: increased access for natural water-based recreation, acquiring open space, building park and recreation facilities, and acquiring natural areas for outdoor recreation. The last of the five, acquiring wetland areas, is markedly lower but still with a majority saying it is a high or medium priority. This graph is shown on the following page.

DESIRED FISHING AMENITIES
➢ The survey asked anglers about a dozen potential amenities at fishing locations. For each, anglers rated its importance on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important.

- In the top tier are three amenities: a location that is safe (8.8 mean rating), parking (7.8), and pedestrian access (7.7).
- Five amenities form a second tier, all with mean ratings from 6.4 to 6.8: picnic areas, bathrooms, ADA-accessible facilities, shade trees near the fishing access, and river access.

TRAVEL DISTANCE TO FISH
➢ For day trips to fish, the majority of anglers in Iowa go no farther than an hour away: the median amount of travel time anglers are willing to go is 60 minutes. In looking at the data another way, at 31 minutes, 29% would not go, while 69% would be willing to go; at 61 minutes, 62% would not go, while 35% would be willing to go.

➢ Just under half of anglers in the survey (44%) indicated that they go on overnight trips.
Note: sum of high and medium priority indicated below each bar.

**Q473-Q477. Percent of respondents who think each of the following should be at the given priority level for recreation in Iowa. (Residents overall.)**

| Q473. Increasing access for natural water-based recreation opportunities, such as swimming, boating, fishing, and wildlife viewing | 48 | 39 | 8 | 5 |
| Q476. Acquiring open space, such as greenbelts and buffers to urban development, for outdoor recreation activities | 47 | 37 | 9 | 6 |
| Q477. Building park and recreation facilities, such as playgrounds and ballfields for activities like basketball, soccer, football, and baseball | 46 | 39 | 11 | 5 |
| Q474. Acquiring natural areas for outdoor recreation activities, that is, areas that have few manmade features | 45 | 42 | 8 | 6 |
| Q475. Acquiring wetland areas | 37 | 38 | 19 | 7 |

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
FISH CONSUMPTION

➢ One question asked anglers to say the percentage of fish that they catch that they keep (speaking only of fish that are legal to keep). One third of anglers (33%) release all of the fish that they catch; 18% keep all or nearly all of the fish that they catch that are legal to keep. The median amount of legal fish kept is 15 percent.

➢ The survey delved into the safety of consuming fish caught in Iowa. Asked where they fall on a continuum regarding perceived safety of consuming fish, the majority of Iowa anglers fall in the middle: 52% chose “Most of the fish in Iowa’s waters are safe to eat.” Otherwise, they are about evenly split between choosing “Nearly all of the fish in Iowa’s waters are safe to eat” (18%) and “Only some of the fish in Iowa’s waters are safe to eat” (20%).
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INTRODUCTION AND METHODOLOGY

This study, conducted for the Iowa Department of Natural Resources (DNR), assessed Iowa residents’ participation in and opinions on outdoor recreation in Iowa. This project was part of the data gathering effort in support of the State Comprehensive Outdoor Recreation Plan (SCORP). This study follows previous SCORP surveys completed by Responsive Management for Iowa in 2006 and 2012. The study entailed a scientific telephone survey of randomly selected Iowa residents. Specific aspects of the research methodology are discussed below.

USE OF TELEPHONES FOR THE SURVEY

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among Iowa residents (both landlines and cell phones were called in their proper proportions). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have better representation of the sample than do surveys that are read by the respondent (i.e., mail and Internet surveys) because the latter systematically exclude those who are not literate enough to complete the survey or who would be intimidated by having to complete a written survey—by an estimate of the U.S. Department of Education’s National Institute of Literacy (2016), up to 43% of the general population read no higher than a “basic level,” suggesting that they might be reticent to complete a survey that they have to read to themselves. Finally, telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

QUESTIONNAIRE DESIGN

Responsive Management cooperative developed the telephone survey questionnaire with the DNR, based on the previous SCORP surveys as well as input on new questions from the DNR. Because the DNR had many more questions it wanted to ask than could be asked of a single respondent, the sample was randomly split in some places in the survey so that no single respondent would get every question, thereby shortening the survey for respondents. For this reason, the sample size on some questions that were intended to be asked of everybody is less
than the total sample of 1,011. Note that, because these questions were asked on a randomly selected sub-sample, the results of this half-sample still validly represent all Iowans. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

**SURVEY SAMPLE**

The sample of Iowa residents was obtained from Survey Sampling International, a firm that specializes in providing scientifically valid samples for survey research. The sample included both landlines and cell phones to be fully representative of all Iowans. The sample used a probability-based selection process that ensured that each eligible resident had an approximately equal chance of being selected for the survey.

The sample was stratified into three regions (Western, Central, and Eastern Regions, as shown in the map below). Weighting was applied to ensure that the regions exactly matched U.S. Census data for Iowa residents 18 years old and older, and then the regions were properly weighted so that they would be in proper proportions for the statewide results. The final statewide sample was representative of all Iowa residents 18 years old and older.
TELEPHONE INTERVIEWING FACILITIES
A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of outdoor recreation and natural resources.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted a project briefing with the interviewers prior to the administration of this SCORP survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire.

INTERVIEWING DATES AND TIMES
Telephone surveying times are Monday through Friday from noon to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in May 2018.

TELEPHONE SURVEY DATA COLLECTION AND QUALITY CONTROL
The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey questionnaire was programmed so that QPL
branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers’ knowledge to evaluate the performance of each interviewer and ensure the integrity of the data. The survey questionnaire itself contained error checkers and computation statements to ensure quality and consistent data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness. Responsive Management obtained a total of 1,011 completed interviews (344 in the Eastern Region, 335 in the Central Region, and 332 in the Western Region).

DATA ANALYSIS
The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management. The results were slightly weighted to exactly match the demographic characteristics of residents in each region so that the sample was representative of Iowa residents within each region, and then the data were weighted by region to be fully representative of the state as a whole.

The data analysis includes a breakdown of results by region of residence. The three regions, Eastern, Central, and Western, were previously shown. Although the sample was obtained stratified by region, weighting was applied to ensure that the regions were properly proportioned within the final statewide results, exactly matching U.S. Census data. Additionally, trends analyses were conducted as part of the study, comparing this survey to similar surveys conducted in 2006 and 2012, on those questions that were asked in the same way.

One aspect of the analysis looked at the demographic characteristics of specific groups, such as joggers/runners, hikers, or those who think that acquiring wetland areas should be a high priority of the state. The demographic variables used in this analysis are gender, age, ethnicity, presence of a child in the household, presence of a household member with a disability, education, income, rural-urban residence, and region of residence. These graphs show the characteristics
that are associated with the various groups. An explanation of how to interpret these graphs appears below, using hikers as an example.

Percent of the following groups who participated in hiking in Iowa over the past 2 years:

- Has at least one child under 18 in the household: 51.5%
- 35-54 years old: 49.9%
- 18-34 years old: 49.6%
- Education level is at least a bachelor's degree: 49.2%
- Annual household income of $60,000 or more: 47.8%
- Male: 44.1%
- No one in household has physical constraints: 44.1%
- Lives in large city or suburban area: 43.7%
- Resides in the Eastern Region: 42.7%
- White: 41.8%
- Overall: 40.2%
- Lives in small city or town: 40.2%
- Resides in the Central Region: 38.8%
- Lives in rural area: 37.5%
- Resides in the Western Region: 37.4%
- Female: 36.6%
- Education level less than a bachelor's degree: 35.6%
- Does not have any children under 18 in the household: 34.7%
- Annual household income under $60,000: 34.6%
- Non-white: 26.1%
- 55 years old or older: 25.8%
- Member of household has physical constraints: 23.1%

This graph shows the demographic characteristics of hikers.

Overall in the state, 40.2% of residents went hiking, as shown by the striped bar.

Those demographic characteristics above the striped bar are positively associated with having gone hiking in the previous 2 years.

For instance, 51.5% of those with children in their household went hiking, which is well above the overall rate.

Additionally, hiking is a younger person’s pursuit: both the 35-54 year old age group (49.9%) and the 18-34 year old age group (49.6%) went hiking at a greater rate than did residents overall.

Conversely, demographic characteristics below the striped bar are less likely to produce hikers. They are negatively associated with hikers as a group.

For instance, those who are 55 years old or older are less likely to go hiking (25.8%) than are residents overall.
SAMPLING ERROR
Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Iowa residents, the sampling error is at most plus or minus 3.08 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.08 percentage points of each other on questions asked of the whole sample. Sampling error was calculated based on a sample size of 1,011 survey respondents and a population size of 2,407,444 adult Iowa residents (based on U.S. Census population data).

ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT
In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, “Multiple Responses Allowed.”
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as excellent-good-fair-poor.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Some graphs and tabulations show an average, either the mean or median (or both). The mean is simply the sum of all numbers divided by the number of respondents. Because outliers (extremely high or low numbers relative to most of the other responses) may skew the mean, the median may be shown. The median is the number at which half the sample is above and the other
half is below. In other words, a median of 3 hours means that half the sample gave an answer of more than 3 hours and the other half gave an answer of less than 3 hours.

Most graphs and tables show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly agree” and “moderately agree” are summed to determine the total percentage who agree).

Some graphs that show 0 as the percentage giving a response are rounded from some number above 0 but less than 0.5. In these instances, the overall statewide graphs show that the number is “Less than 0.5”; however, this was not done to the regional graphs because they become too cluttered if it is done. Therefore, on those regional graphs, some of the values shown as 0 are actually some positive number less than 0.5 rather than a true 0.
PARTICIPATION AND INTEREST IN OUTDOOR ACTIVITIES

OVERALL PARTICIPATION

➢ The following pages contain the tabulation of participation and interest in activities, the percent of latent demand (the difference between actual participation and interest), and the days of participation in each activity. To summarize the major results:

- The highest rates of participation (in the past 2 years) are in walking (86%), picnicking, BBQing, or cooking out (83%), driving for pleasure (54%), boating (45%), family-oriented activities (43%), fishing (41%), camping (41%), swimming (41%), and hiking (40%)—all at 40% or higher.

- The most interest (in the next 2 years) is expressed for family-oriented activities (72% are very interested in this in the following 2 years), walking (67%), driving for pleasure (50%), camping (45%), fishing (42%), and hiking (40%)—all at 40% or higher.

- Latent demand in this analysis is the expressed interest minus the participation rate—it gives a rough measure of the percentage who are very interested but not participating. The activity with the highest percentage in the latent demand column is family-oriented activities; perhaps this is a deficiency in families more than in the state’s ability to provide for these activities. Otherwise, the highest latent demand appears to be for horseback riding, nature programs, and point-to-point water trail recreation (all with 8% in the latent demand column).

- The activities with the highest mean days of participation (in the past 1 year) among participants are walking (115.0 days per participant), jogging/running (64.3 days), birding (59.7 days), driving for pleasure (58.7 days), ATVing (51.8 days), and adult basketball pickup games (51.2 days).

- The activities that have the highest mean days (in the past 1 year) of participation among all residents (i.e., those who did not participate are coded as having 0 days of participation in the calculation of the mean) are walking (98.5 days), driving for pleasure (31.0 days), jogging/running (23.3 days), and picnicking, BBQing, or cooking out (22.2 days).
<table>
<thead>
<tr>
<th>Activity</th>
<th>Estimated Number of Participants in Iowa in the Past 2 Years</th>
<th>Current Participation Rate in Past 2 Years</th>
<th>Percent Very Interested in Next 2 Years</th>
<th>Latent Demand</th>
<th>Mean Number of Days Participated in Past 12 Months (Among Participants)</th>
<th>Mean Number of Days Participated in Past 12 Months (Among All Iowans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATVing</td>
<td>409,266</td>
<td>17</td>
<td>19</td>
<td>2</td>
<td>51.8</td>
<td>8.6</td>
</tr>
<tr>
<td>Baseball</td>
<td>361,117</td>
<td>15</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Baseball as adult</td>
<td>48,149</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Baseball, adult, pickup games</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>12.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Baseball, adult league</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>7.4</td>
<td>0.1</td>
<td></td>
</tr>
<tr>
<td>Baseball, children</td>
<td>288,893</td>
<td>12</td>
<td>16</td>
<td>4</td>
<td>30.9</td>
<td>3.6</td>
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<td>Basketball</td>
<td>385,191</td>
<td>16</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Basketball as adult</td>
<td>144,447</td>
<td>6</td>
<td>8</td>
<td>2</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Basketball, adult, pickup games</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>51.2</td>
<td>2.2</td>
<td></td>
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<tr>
<td>Basketball, adult league</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>41.3</td>
<td>0.6</td>
<td></td>
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<tr>
<td>Basketball, children</td>
<td>264,819</td>
<td>11</td>
<td>17</td>
<td>6</td>
<td>39.2</td>
<td>4.0</td>
</tr>
<tr>
<td>Bicycling: mountain biking</td>
<td>337,042</td>
<td>14</td>
<td>16</td>
<td>2</td>
<td>19.2</td>
<td>2.6</td>
</tr>
<tr>
<td>Bicycling: other bicycling activities</td>
<td>698,159</td>
<td>29</td>
<td>30</td>
<td>1</td>
<td>40.9</td>
<td>11.6</td>
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<tr>
<td>Birding</td>
<td>361,117</td>
<td>15</td>
<td>18</td>
<td>3</td>
<td>59.7</td>
<td>8.8</td>
</tr>
<tr>
<td>Boating</td>
<td>1,083,350</td>
<td>45</td>
<td>27</td>
<td>na</td>
<td>14.6</td>
<td>3.7</td>
</tr>
<tr>
<td>Boating: canoeing or kayaking</td>
<td>337,042</td>
<td>14</td>
<td>16</td>
<td>2</td>
<td>11.7</td>
<td>1.6</td>
</tr>
<tr>
<td>Boating: motorboating other than jet ski</td>
<td>529,638</td>
<td>22</td>
<td>21</td>
<td>na</td>
<td>11.6</td>
<td>2.5</td>
</tr>
<tr>
<td>Boating: personal watercraft or jet skis</td>
<td>240,744</td>
<td>10</td>
<td>12</td>
<td>2</td>
<td>10.5</td>
<td>1.0</td>
</tr>
<tr>
<td>Camping</td>
<td>987,052</td>
<td>41</td>
<td>45</td>
<td>4</td>
<td>14.6</td>
<td>4.9</td>
</tr>
<tr>
<td>Camping: camper cabin</td>
<td>96,298</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>4.4</td>
<td>0.2</td>
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<tr>
<td>Camping: modern cabin</td>
<td>120,372</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td>7.8</td>
<td>0.4</td>
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<tr>
<td>Camping in a tent</td>
<td>505,563</td>
<td>21</td>
<td>26</td>
<td>5</td>
<td>7.5</td>
<td>1.6</td>
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<tr>
<td>Camping in an RV, etc.</td>
<td>481,489</td>
<td>20</td>
<td>21</td>
<td>1</td>
<td>15.7</td>
<td>3.1</td>
</tr>
<tr>
<td>Driving for pleasure</td>
<td>1,300,020</td>
<td>54</td>
<td>50</td>
<td>na</td>
<td>58.7</td>
<td>31.0</td>
</tr>
<tr>
<td>Family-oriented outdoor activities</td>
<td>1,035,201</td>
<td>43</td>
<td>72</td>
<td>29</td>
<td>28.5</td>
<td>11.9</td>
</tr>
<tr>
<td>Fishing</td>
<td>987,052</td>
<td>41</td>
<td>42</td>
<td>1</td>
<td>28.2</td>
<td>9.7</td>
</tr>
<tr>
<td>Fishing from a boat</td>
<td>457,414</td>
<td>19</td>
<td>18</td>
<td>na</td>
<td>15.6</td>
<td>2.8</td>
</tr>
<tr>
<td>Fishing from the shore of any lake, pond, river, or stream</td>
<td>625,935</td>
<td>26</td>
<td>26</td>
<td>na</td>
<td>21.0</td>
<td>5.5</td>
</tr>
<tr>
<td>Fishing: lake fishing (not including pond)</td>
<td>650,010</td>
<td>27</td>
<td>27</td>
<td>na</td>
<td>19.7</td>
<td>5.2</td>
</tr>
<tr>
<td>Fishing: pond fishing (not including lake)</td>
<td>529,638</td>
<td>22</td>
<td>22</td>
<td>na</td>
<td>13.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Fishing: stream or river fishing other than trout</td>
<td>409,266</td>
<td>17</td>
<td>18</td>
<td>1</td>
<td>21.9</td>
<td>3.7</td>
</tr>
<tr>
<td>Fishing: trout stream fishing</td>
<td>144,447</td>
<td>6</td>
<td>8</td>
<td>2</td>
<td>26.3</td>
<td>1.5</td>
</tr>
<tr>
<td>Golf</td>
<td>577,787</td>
<td>24</td>
<td>21</td>
<td>na</td>
<td>20.7</td>
<td>4.9</td>
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<tr>
<td>Hiking</td>
<td>962,978</td>
<td>40</td>
<td>40</td>
<td>na</td>
<td>24.3</td>
<td>9.6</td>
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<tr>
<td>Horseback riding</td>
<td>264,819</td>
<td>11</td>
<td>19</td>
<td>8</td>
<td>14.6</td>
<td>1.5</td>
</tr>
<tr>
<td>Hunting</td>
<td>433,340</td>
<td>18</td>
<td>20</td>
<td>2</td>
<td>22.7</td>
<td>3.9</td>
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<tr>
<td>Jogging or running</td>
<td>914,829</td>
<td>38</td>
<td>31</td>
<td>na</td>
<td>64.3</td>
<td>23.3</td>
</tr>
<tr>
<td>Natural resource or environmental education program</td>
<td>312,968</td>
<td>13</td>
<td>21</td>
<td>8</td>
<td>4.6</td>
<td>0.6</td>
</tr>
<tr>
<td>Activity</td>
<td>Estimated Number of Participants in Iowa in the Past 2 Years</td>
<td>Current Participation Rate in Past 2 Years</td>
<td>Percent Very Interested in Next 12 Years</td>
<td>Latent Demand</td>
<td>Mean Number of Days Participated in Past 12 Months (Among Participants)</td>
<td>Mean Number of Days Participated in Past 12 Months (Among All Iowans)</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>-------------------------------------------------------------</td>
<td>-------------------------------------------</td>
<td>-----------------------------------------</td>
<td>---------------</td>
<td>----------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Outdoor or wildlife photography</td>
<td>529,638</td>
<td>22</td>
<td>23</td>
<td>1</td>
<td>28.7</td>
<td>6.0</td>
</tr>
<tr>
<td>Picnicking, BBQing, or cooking out</td>
<td>1,998,179</td>
<td>83</td>
<td>na</td>
<td>na</td>
<td>26.8</td>
<td>22.2</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>505,563</td>
<td>21</td>
<td>29</td>
<td>8</td>
<td>14.1</td>
<td>2.9</td>
</tr>
<tr>
<td>Soccer</td>
<td>120,372</td>
<td>5</td>
<td>9</td>
<td>4</td>
<td>8.1</td>
<td>0.4</td>
</tr>
<tr>
<td>Soccer as adult</td>
<td>312,968</td>
<td>13</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soccer, adult, pickup games</td>
<td>48,149</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soccer, adult league</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soccer, children</td>
<td>264,819</td>
<td>11</td>
<td>15</td>
<td>4</td>
<td>24.3</td>
<td>2.5</td>
</tr>
<tr>
<td>Softball</td>
<td>312,968</td>
<td>13</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Softball as adult</td>
<td>144,447</td>
<td>6</td>
<td>11</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Softball, adult, pickup games</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Softball, adult league</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Softball, children</td>
<td>192,596</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>33.9</td>
<td>2.4</td>
</tr>
<tr>
<td>Swimming</td>
<td>842,605</td>
<td>41</td>
<td>35</td>
<td>na</td>
<td>29.4</td>
<td>10.0</td>
</tr>
<tr>
<td>Swimming in natural waters</td>
<td>674,084</td>
<td>28</td>
<td>27</td>
<td>na</td>
<td>16.8</td>
<td>4.6</td>
</tr>
<tr>
<td>Swimming in public outdoor pools</td>
<td>746,308</td>
<td>31</td>
<td>28</td>
<td>na</td>
<td>18.9</td>
<td>5.8</td>
</tr>
<tr>
<td>Taking a trip to view wildlife</td>
<td>529,638</td>
<td>22</td>
<td>26</td>
<td>4</td>
<td>23.2</td>
<td>5.0</td>
</tr>
<tr>
<td>Target shooting with a bow and arrow</td>
<td>312,968</td>
<td>13</td>
<td>16</td>
<td>3</td>
<td>21.3</td>
<td>2.9</td>
</tr>
<tr>
<td>Target shooting with a gun</td>
<td>674,084</td>
<td>27</td>
<td>28</td>
<td>1</td>
<td>21.4</td>
<td>4.6</td>
</tr>
<tr>
<td>Target shooting with a handgun</td>
<td>481,489</td>
<td>20</td>
<td>20</td>
<td>na</td>
<td>22.4</td>
<td>4.4</td>
</tr>
<tr>
<td>Target shooting with a rifle</td>
<td>481,489</td>
<td>20</td>
<td>21</td>
<td>1</td>
<td>22.9</td>
<td>4.6</td>
</tr>
<tr>
<td>Tennis</td>
<td>144,447</td>
<td>6</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennis as adult</td>
<td>120,372</td>
<td>5</td>
<td>11</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennis, adult, pickup matches</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennis, adult league</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennis, children</td>
<td>24,074</td>
<td>1</td>
<td>7</td>
<td>6</td>
<td>16.9</td>
<td>0.2</td>
</tr>
<tr>
<td>Using off-leash dog areas or dog parks</td>
<td>433,340</td>
<td>18</td>
<td>21</td>
<td>3</td>
<td>35.4</td>
<td>6.3</td>
</tr>
<tr>
<td>Using a skate park</td>
<td>192,596</td>
<td>8</td>
<td>na</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Using skate park as adult</td>
<td>72,223</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>8.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Using skate park, children</td>
<td>144,447</td>
<td>6</td>
<td>13</td>
<td>7</td>
<td>18.7</td>
<td>1.1</td>
</tr>
<tr>
<td>Using trails for physical fitness</td>
<td>842,605</td>
<td>35</td>
<td>35</td>
<td>na</td>
<td>46.3</td>
<td>15.6</td>
</tr>
<tr>
<td>Walking</td>
<td>2,070,402</td>
<td>86</td>
<td>67</td>
<td>na</td>
<td>115.0</td>
<td>98.5</td>
</tr>
</tbody>
</table>

Overall participation for baseball, basketball, soccer, softball, and tennis is for either any adult participation or if youth played in a league. Follow-up questions then determined adult participation and youth participation in leagues separately. Participation for using a skate park is for either adult use or for accompanying or dropping off a youth; follow-up questions then separated adult use from youth use.

The very interested questions for adult baseball, basketball, soccer, softball, and tennis asked only about adult participation as a whole (not separated into pickup games/matches and adult leagues). The very interested questions in the survey inadvertently omitted “picnicking, BBQing, or cooking out.”
The participation rates for all of the activities are shown graphically for the reader’s convenience. Additionally for the reader’s convenience, graphs are included that look only at adult participation, and then graphs are presented with the activities categorized (e.g., wildlife-related activities, motorized activities). The time frame is 2 years; because some participants do not engage in the activity in every year, the rate of participation in a 2-year time frame will be slightly higher than the participation rate that looks at only a single year.

- Trends graphs are also shown of participation, as well as days of participation.
- A regional breakdown of participation is shown.
- For those who participated in family-oriented activities, a follow-up question asked them to name the activities. The most popular of these were reunions (27% of those who participated in family-oriented activities), walking in the neighborhood (21%), sports practice in the yard (16%), hiking (14%), and attending a sporting event (12%)—all at more than 10%.

- The survey asked those with children living in their household if any of those children had participated in non-school outdoor education programs: 40% of those with children in their household statewide indicated that the children had participated in such programs (the Central Region being particularly active, with 49% of them having children who participated in a non-school outdoor education program). Additionally, 41% of those with children in their household overall indicated being very likely to sign their children up for such a program in the next 2 years, and another 29% indicated being somewhat likely, a sum of 70% (again, with the Central Region higher in stated likelihood than the other regions).
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 1)

- Walking: 86%
- Picnicking, BBQing, or cooking out: 83%
- Driving for pleasure: 54%
- Boating: 45%
- Family-oriented outdoor activities (other than BBQing etc.): 43%
- Fishing: 41%
- Swimming: 41%
- Camping: 41%
- Hiking: 40%
- Jogging or running: 38%
- Shooting, archery, and hunting: 35%
- Using trails for physical fitness: 35%
- Swimming in public outdoor pools: 31%
- Other bicycling activities: 29%
- Swimming in natural waters: 28%
- Target shooting with a gun: 27%
- Lake fishing, not including pond fishing: 27%
- Fishing from the shore of any lake, pond, river, or stream: 26%
- Golf: 24%
- Pond fishing: 22%
- Taking trip/outing at least 1 mile to observe / photo wildlife: 22%
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 2)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 3)

Multiple Responses Allowed

Iowa in the past 2 years: (Part 3)

- Baseball (children): 12
- Soccer (children): 11
- Horseback riding: 11
- Basketball (children): 11
- Personal watercraft or jet skis: 10
- Softball (children): 8
- Using a skate park: 8
- Tennis: 6
- Trout stream fishing: 6
- Using a skate park (children): 6
- Basketball (adult): 6
- Softball (adult): 6
- Modern cabin: 5
- Tennis (adult): 5
- Snowmobiling: 5
- Camper cabin: 4
- Using a skate park (adult): 3
- Baseball (adult): 2
- Soccer (adult): 2
- Tennis (children): 1

Percent (n=1011)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(About participation) (Part 1)

- Walking: 86%
- Picnicking, BBQing, or cooking out: 83%
- Driving for pleasure: 54%
- Boating: 45%
- Family-oriented outdoor activities (other than BBQing etc.): 43%
- Fishing: 41%
- Swimming: 41%
- Camping: 41%
- Hiking: 40%
- Jogging or running: 38%
- Shooting, archery, and hunting: 35%
- Using trails for physical fitness: 35%
- Swimming in public outdoor pools: 31%
- Other bicycling activities: 29%
- Swimming in natural waters: 28%
- Target shooting with a gun: 27%
- Lake fishing, not including pond fishing: 27%
- Fishing from the shore of any lake, pond, river, or stream: 26%
- Golf: 24%
- Pond fishing: 22%
- Taking trip/outing at least 1 mile to observe/photo wildlife: 22%
- Motorboating other than jet ski: 22%
- Outdoor or wildlife photography: 22%
- Camping in a tent: 21%
- Point-to-point water trail recreation: 21%
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(Agent participation) (Part 2)

- Target shooting with a rifle: 20
- Camping in an RV, trailer, pop-up, pick-up etc.: 20
- Target shooting with a handgun: 20
- Fishing from a boat: 19
- Using off-leash dog areas or dog parks: 18
- Hunting: 18
- Stream or river fishing other than trout: 17
- ATVing: 17
- Birding: 15
- Canoeing or kayaking: 14
- Mountain biking: 14
- Shooting with a bow and arrow: 13
- Natural resource / env. ed. prog. w/ naturalist / interpreter: 13
- Horseback riding: 11
- Personal watercraft or jet skis: 10
- Trout stream fishing: 6
- Basketball (adult): 6
- Softball (adult): 6
- Modern cabin: 5
- Tennis (adult): 5
- Snowmobiling: 5
- Camper cabin: 4
- Using a skate park (adult): 3
- Baseball (adult): 2
- Soccer (adult): 2

Multiple Responses Allowed

Percent (n=1011)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(Wildlife-related activities)

- Fishing: 41%
- Camping: 41%
- Hiking: 40%
- Lake fishing, not including pond fishing: 27%
- Fishing from the shore of any lake, pond, river, or stream: 26%
- Pond fishing: 22%
- Taking trip/outing at least 1 mile to observe/photo wildlife: 22%
- Outdoor or wildlife photography: 22%
- Camping in a tent: 21%
- Camping in an RV, trailer, pop-up, pick-up etc.: 20%
- Fishing from a boat: 19%
- Hunting: 18%
- Stream or river fishing other than trout: 17%
- Birding: 15%
- Natural resource/env. ed. prog. w/naturalist/interpreter: 13%
- Trout stream fishing: 6%
- Modern cabin: 5%
- Camper cabin: 4%
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(Motorized activities)

- Motorized activities: 74%
- Driving for pleasure: 54%
- Motorboating other than jet ski: 22%
- Point-to-point water trail recreation: 21%
- Camping in an RV, trailer, pop-up, pick-up etc.: 20%
- ATVing: 17%
- Personal watercraft or jet skis: 10%
- Snowmobiling: 5%

Multiple Responses Allowed
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(Individual and team sports)

- Individual and team sports: 49%
- Golf: 24%
- Basketball: 16%
- Baseball: 15%
- Softball: 13%
- Soccer: 13%
- Baseball (children): 12%
- Soccer (children): 11%
- Basketball (children): 11%
- Softball (children): 8%
- Tennis: 6%
- Basketball (adult): 6%
- Softball (adult): 6%
- Tennis (adult): 5%
- Baseball (adult): 2%
- Soccer (adult): 2%
- Tennis (children): 1%

Multiple Responses Allowed
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Shooting, archery, and hunting)

- Target shooting with a gun: 27
- Target shooting with a rifle: 20
- Target shooting with a handgun: 20
- Hunting: 18
- Shooting with a bow and arrow: 13

Multiple Responses Allowed

Percent (n=1011)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(Water-related activities)

- Boating: 45%
- Fishing: 41%
- Swimming: 41%
- Swimming in public outdoor pools: 31%
- Swimming in natural waters: 28%
- Lake fishing, not including pond fishing: 27%
- Fishing from the shore of any lake, pond, river, or stream: 26%
- Pond fishing: 22%
- Motorboating other than jet ski: 22%
- Point-to-point water trail recreation: 21%
- Fishing from a boat: 19%
- Stream or river fishing other than trout: 17%
- Canoeing or kayaking: 14%
- Personal watercraft or jet skis: 10%
- Trout stream fishing: 6%
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(Fishing activities)

- Fishing: 41
- Lake fishing, not including pond fishing: 27
- Fishing from the shore of any lake, pond, river, or stream: 26
- Pond fishing: 22
- Fishing from a boat: 19
- Stream or river fishing other than trout: 17
- Trout stream fishing: 6

Multiple Responses Allowed
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(Boating activities)

- Boating: 45%
- Motorboating other than jet ski: 22%
- Point-to-point water trail recreation: 21%
- Fishing from a boat: 19%
- Canoeing or kayaking: 14%
- Personal watercraft or jet skis: 10%
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Camping activities)

- Camping: 41%
- Camping in a tent: 21%
- Camping in an RV, trailer, pop-up, pick-up etc.: 20%
- Modern cabin: 5%
- Camper cabin: 4%

Multiple Responses Allowed

Percent (n=1011)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Trail use or potential trail use, except water trails)

Multiple Responses Allowed

- Trail use or potential trail use (not water trails): 92%
- Walking: 86%
- Hiking: 40%
- Jogging or running: 38%
- Using trails for physical fitness: 35%
- Other bicycling activities: 29%
- ATVing: 17%
- Mountain biking: 14%
- Horseback riding: 11%
- Snowmobiling: 5%

This is said to be “potential” because some activities are not necessarily on trails but could be on trails, such as walking or jogging/running.
Percent who participated in each of the following activities in Iowa in the past 2 years. (Part 1)

(Shown in descending order of 2018 values.)

* Information not available for 2006.
Percent who participated in each of the following activities in Iowa in the past 2 years. (Part 2)

(Shown in descending order of 2018 values.)

* Information not available for 2006.
Percent who participated in each of the following activities in Iowa in the past 2 years. (Part 3)

(Shown in descending order of 2018 values.)

* Information not available for 2006.
Mean number of days respondents participated in each of the following activities in Iowa in the past 12 months. (Among participants.) (Part 1)

(Shown in descending order of 2018 values.)
* Information not available for 2006.
Mean number of days respondents participated in each of the following activities in Iowa in the past 12 months. (Among participants.) (Part 2)

(Shown in descending order of 2018 values.)
Mean number of days respondents participated in each of the following activities in Iowa in the past 12 months. (Among participants.) (Part 3)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mean Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camping in an RV</td>
<td>4.5</td>
</tr>
<tr>
<td>Fishing</td>
<td>15.7</td>
</tr>
<tr>
<td>Horseshoe fishing</td>
<td>5.6</td>
</tr>
<tr>
<td>Point-to-point water trail recreation</td>
<td>20.0</td>
</tr>
<tr>
<td>Pond fishing</td>
<td>15.8</td>
</tr>
<tr>
<td>Motorboating</td>
<td>17.4</td>
</tr>
<tr>
<td>Canoeing or kayaking</td>
<td>14.6</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>12.1</td>
</tr>
<tr>
<td>Modern cabin use</td>
<td>13.9</td>
</tr>
<tr>
<td>Camping in a tent</td>
<td>15.0</td>
</tr>
<tr>
<td>Camping with environmental ed.</td>
<td>14.6</td>
</tr>
<tr>
<td>* Information not available for 2006.</td>
<td></td>
</tr>
</tbody>
</table>

(Shown in descending order of 2018 values.)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 1)

- Walking
- Picnicking, BBQing, or cooking out
- Driving for pleasure
- Boating
- Family-oriented outdoor activities (other than BBQing etc.)
- Fishing
- Swimming
- Camping
- Hiking
- Jogging or running
- Shooting, archery, and hunting
- Using trails for physical fitness
- Swimming in public outdoor pools
- Other bicycling activities
- Swimming in natural waters
- Target shooting with a gun

Multiple Responses Allowed

Eastern (n=344)
Central (n=335)
Western (n=332)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 2)

- Lake fishing, not including pond fishing
- Fishing from the shore of any lake, pond, river, or stream
- Golf
- Pond fishing
- Taking trip/outing at least 1 mile to observe/photo wildlife
- Motorboating other than jet ski
- Outdoor or wildlife photography
- Camping in a tent
- Point-to-point water trail recreation
- Target shooting with a rifle
- Camping in an RV, trailer, pop-up, pick-up etc.
- Target shooting with a handgun
- Fishing from a boat
- Using off-leash dog areas or dog parks
- Hunting
- Stream or river fishing other than trout

Percentages are shown for Eastern (n=344), Central (n=335), and Western (n=332) regions.
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 3)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Part 4)

Using a skate park
- Eastern: 5, Central: 11, Western: 9
- Total: 25

Tennis
- Eastern: 7, Central: 6, Western: 5
- Total: 18

Trout stream fishing
- Eastern: 8, Central: 5, Western: 4
- Total: 17

Using a skate park (children)
- Eastern: 4, Central: 7, Western: 4
- Total: 15

Basketball (adult)
- Eastern: 6, Central: 7, Western: 5
- Total: 18

Softball (adult)
- Eastern: 5, Central: 6, Western: 5
- Total: 16

Modern cabin
- Eastern: 5, Central: 6, Western: 4
- Total: 15

Tennis (adult)
- Eastern: 5, Central: 6, Western: 5
- Total: 16

Snowmobiling
- Eastern: 6, Central: 7, Western: 5
- Total: 18

Camper cabin
- Eastern: 5, Central: 6, Western: 4
- Total: 15

Using a skate park (adult)
- Eastern: 1, Central: 6, Western: 4
- Total: 11

Baseball (adult)
- Eastern: 2, Central: 3, Western: 3
- Total: 8

Soccer (adult)
- Eastern: 2, Central: 2, Western: 4
- Total: 8

Tennis (children)
- Eastern: 1, Central: 1, Western: 1
- Total: 3

Multiple Responses Allowed
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Adult participation)

(Part 1)

Iowa Survey

Multiple Responses Allowed

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
<th>Eastern (n=344)</th>
<th>Central (n=335)</th>
<th>Western (n=332)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>86%</td>
<td>88%</td>
<td>84%</td>
<td>82%</td>
</tr>
<tr>
<td>Picnicking, BBQing, or cooking out</td>
<td>84%</td>
<td>83%</td>
<td>82%</td>
<td>84%</td>
</tr>
<tr>
<td>Driving for pleasure</td>
<td>54%</td>
<td>55%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>Boating</td>
<td>44%</td>
<td>41%</td>
<td>41%</td>
<td>44%</td>
</tr>
<tr>
<td>Family-oriented outdoor activities (other than BBQing etc.)</td>
<td>41%</td>
<td>44%</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td>Fishing</td>
<td>39%</td>
<td>39%</td>
<td>50%</td>
<td>41%</td>
</tr>
<tr>
<td>Swimming</td>
<td>38%</td>
<td>42%</td>
<td>46%</td>
<td>38%</td>
</tr>
<tr>
<td>Camping</td>
<td>41%</td>
<td>38%</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td>Hiking</td>
<td>43%</td>
<td>39%</td>
<td>37%</td>
<td>43%</td>
</tr>
<tr>
<td>Jogging or running</td>
<td>33%</td>
<td>32%</td>
<td>38%</td>
<td>33%</td>
</tr>
<tr>
<td>Shooting, archery, and hunting</td>
<td>33%</td>
<td>32%</td>
<td>45%</td>
<td>32%</td>
</tr>
<tr>
<td>Using trails for physical fitness</td>
<td>33%</td>
<td>34%</td>
<td>40%</td>
<td>34%</td>
</tr>
<tr>
<td>Swimming in public outdoor pools</td>
<td>29%</td>
<td>33%</td>
<td>33%</td>
<td>34%</td>
</tr>
</tbody>
</table>
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Adult participation)

(Part 2)

- Other bicycling activities
- Swimming in natural waters
- Target shooting with a gun
- Lake fishing, not including pond fishing
- Fishing from the shore of any lake, pond, river, or stream
- Golf
- Pond fishing
- Taking trip/outing at least 1 mile to observe/photo wildlife
- Motorboating other than jet ski
- Outdoor or wildlife photography
- Camping in a tent
- Point-to-point water trail recreation
- Target shooting with a rifle

Multiple Responses Allowed

Eastern (n=344)
Central (n=335)
Western (n=332)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Adult participation) (Part 3)

- Camping in an RV, trailer, pop-up, pick-up etc.
- Target shooting with a handgun
- Fishing from a boat
- Using off-leash dog areas or dog parks
- Hunting
- Stream or river fishing other than trout
- ATVing
- Birding
- Canoeing or kayaking
- Mountain biking
- Shooting with a bow and arrow
- Natural resource / env. ed. prog. w/ naturalist / interpreter
- Horseback riding

Multiple Responses Allowed

Percent

- Eastern (n=344)
- Central (n=335)
- Western (n=332)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Adult participation)

(Part 4)

Multiple Responses Allowed

- Personal watercraft or jet skis
  - Eastern (n=344): 8
  - Central (n=335): 11
  - Western (n=332): 12

- Trout stream fishing
  - Eastern (n=344): 6
  - Central (n=335): 4
  - Western (n=332): 5

- Basketball (adult)
  - Eastern (n=344): 6
  - Central (n=335): 7
  - Western (n=332): 5

- Softball (adult)
  - Eastern (n=344): 5
  - Central (n=335): 6
  - Western (n=332): 5

- Modern cabin
  - Eastern (n=344): 4
  - Central (n=335): 6
  - Western (n=332): 5

- Tennis (adult)
  - Eastern (n=344): 5
  - Central (n=335): 5
  - Western (n=332): 6

- Snowmobiling
  - Eastern (n=344): 2
  - Central (n=335): 2
  - Western (n=332): 7

- Camper cabin
  - Eastern (n=344): 5
  - Central (n=335): 2
  - Western (n=332): 5

- Using a skate park (adult)
  - Eastern (n=344): 1
  - Central (n=335): 6
  - Western (n=332): 4

- Baseball (adult)
  - Eastern (n=344): 2
  - Central (n=335): 3
  - Western (n=332): 3

- Soccer (adult)
  - Eastern (n=344): 2
  - Central (n=335): 2
  - Western (n=332): 4
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Wildlife-related activities)

- Fishing
- Camping
- Hiking
- Lake fishing, not including pond fishing
- Fishing from the shore of any lake, pond, river, or stream
- Pond fishing
- Taking trip/outing at least 1 mile to observe/photo wildlife
- Outdoor or wildlife photography
- Camping in a tent
- Camping in an RV, trailer, pop-up, pick-up etc.
- Fishing from a boat
- Hunting
- Stream or river fishing other than trout
- Birding
- Natural resource/env. ed. prog. w/ naturalist/interpreter
- Trout stream fishing
- Modern cabin
- Camper cabin

Multiple Responses Allowed

Percent

Eastern (n=344)
Central (n=335)
Western (n=332)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Motorized activities)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.

(Individual and team sports)

Multiple Responses Allowed
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Shooting, archery, and hunting)

Multiple Responses Allowed

- Shooting, archery, and hunting: Eastern (n=344), Central (n=335), Western (n=332)
- Target shooting with a gun: Eastern 33%, Central 24%, Western 45%
- Target shooting with a rifle: Eastern 19%, Central 17%, Western 28%
- Target shooting with a handgun: Eastern 16%, Central 18%, Western 29%
- Hunting: Eastern 19%, Central 14%, Western 24%
- Shooting with a bow and arrow: Eastern 12%, Central 12%, Western 21%
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years.
(Water-related activities)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Fishing activities)

- **Fishing from the shore of any lake, pond, river, or stream**
  - Eastern: 39%
  - Central: 38%
  - Western: 38%

- **Lake fishing, not including pond fishing**
  - Eastern: 24%
  - Central: 23%
  - Western: 39%

- **Fishing from a boat**
  - Eastern: 19%
  - Central: 22%
  - Western: 29%

- **Pond fishing**
  - Eastern: 19%
  - Central: 22%
  - Western: 29%

- **Stream or river fishing other than trout**
  - Eastern: 19%
  - Central: 17%
  - Western: 5%

- **Trout stream fishing**
  - Eastern: 8%
  - Central: 4%
  - Western: 5%

Multiple Responses Allowed
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Boating activities)

- **Boating**: 52% overall, 44% Eastern (n=344), 41% Central (n=335), 52% Western (n=332)
- **Motorboating other than jet ski**: 28% overall, 20% Eastern (n=344), 21% Central (n=335), 24% Western (n=332)
- **Point-to-point water trail recreation**: 24% overall, 20% Eastern (n=344), 21% Central (n=335), 24% Western (n=332)
- **Fishing from a boat**: 27% overall, 19% Eastern (n=344), 14% Central (n=335), 27% Western (n=332)
- **Canoeing or kayaking**: 16% overall, 14% Eastern (n=344), 12% Central (n=335), 16% Western (n=332)
- **Personal watercraft or jet skis**: 12% overall, 8% Eastern (n=344), 11% Central (n=335), 12% Western (n=332)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Camping activities)

- Camping: 41%
- Camping in a tent: 23%
- Camping in an RV, trailer, pop-up, pick-up etc.: 18%
- Modern cabin: 5%
- Camper cabin: 2%

Multiple Responses Allowed

- Eastern (n=344)
- Central (n=335)
- Western (n=332)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Trail use or potential trail use)

- Trail use or potential trail use (not water trails)
- Walking
- Hiking
- Jogging or running
- Using trails for physical fitness
- Other bicycling activities
- ATVing
- Mountain biking
- Horseback riding
- Snowmobiling

This is said to be “potential” because some activities are not necessarily on trails but could be on trails, such as walking or jogging/running.
Q52. What types of outdoor family-oriented activities did you participate in? (Asked of those who participated in family oriented outdoor activities other than picnicking, BBQing, or cooking out in the past 2 years.)

- Reunion: 27%
- Walking in the neighborhood / locally: 21%
- Sports practice in yard / with child: 16%
- Hiking: 14%
- Attending a sporting event: 12%
- Biking in the neighborhood / locally: 9%
- Block party: 8%
- Observing, feeding, or photographing wildlife: 6%
- Family party other than reunion: 5%
- Lawn games with children / family: 2%
- Campfires / bonfires / firepit: 2%
- Gathering / collecting: 1%
- Geocaching: 1%
- Music events: 1%
- Church events: 1%
- Gardening / landscaping: Less than 0.5%
- Other miscellaneous activities: 30%
- No answer / do not know: 4%

Percent (n=433)
Q52. What types of outdoor family-oriented activities did you participate in? (Asked of those who participated in family-oriented outdoor activities other than picnicking, BBQing, or cooking out in the past 2 years.)

- Reunion
- Walking in the neighborhood / locally
- Sports practice in yard / with child
- Hiking
- Attending a sporting event
- Biking in the neighborhood / locally
- Block party
- Observing, feeding, or photographing wildlife
- Family party other than reunion
- Lawn games with children / family
- Campfires / bonfires / firepit
- Gathering / collecting
- Geocaching
- Music events
- Church events
- Gardening / landscaping
- Other miscellaneous activities
- No answer / do not know

Multiple Responses Allowed
Q55. Have any of the children in your household participated in non-school outdoor education programs, such as programs that teach children about nature, conservation, insects, camping, or fishing in the past 2 years in Iowa? (Asked of those with children in their household.)

- Yes: 40%
- No: 59%
- Do not know: 1%

(Asked of those with children in their household.)
Q55. Have any of the children in your household participated in non-school outdoor education programs, such as programs that teach children about nature, conservation, insects, camping, or fishing in the past 2 years in Iowa? (Asked of those with children in their household.)

Yes: 37
No: 51
Do not know: 3

Percentage distribution by region:
Eastern (n=113)
Central (n=88)
Western (n=93)
Q56. How likely are you to sign up any of the children in your household for an outdoor education program in the next 2 years? (Asked of those with children living in the household.)

Very likely: 41
Somewhat likely: 29
Not at all likely: 27
Do not know: 3
Q56. How likely are you to sign up any of the children in your household for an outdoor education program in the next 2 years? (Asked of those with children living in the household.)

- **Very likely**: Eastern (n=113) - 38%, Central (n=88) - 44%, Western (n=93) - 39%
- **Somewhat likely**: Eastern (n=113) - 27%, Central (n=88) - 32%, Western (n=93) - 29%
- **Not at all likely**: Eastern (n=113) - 15%, Central (n=88) - 32%, Western (n=93) - 35%
- **Do not know**: Eastern (n=113) - 0%, Central (n=88) - 0%, Western (n=93) - 9%
The survey asked residents to name their top two activities. A graph shows the activities in which respondents said that they participated the most. Walking, at 40%, is by far the most commonly named activity. It is followed by picnicking, BBQing, or cooking out (18%), driving for pleasure (10%), jogging/running (7%), bicycling other than mountain biking (7%), hiking (7%), camping in an RV (6%), and hunting (6%)—all at more than 5%.

- Trends are shown for these questions, as well.
- Regional graphs are included. Western Region residents have a slightly lower percentage in walking as a top activity, compared to the other regions.
Activities that residents had participated in the most within the past 2 years. (Each respondent could name up to two activities.)

- Walking: 40
- Picnicking, BBQing, or cooking out: 18
- Driving for pleasure: 10
- Jogging or running: 7
- Bicycling activities apart from mountain biking: 7
- Hiking: 7
- Camping in an RV: 6
- Hunting: 6
- Golf: 4
- Family-oriented outdoor activities: 4
- Fishing from the shore: 4
- Fishing from a boat: 3
- Lake fishing: 3
- Camping in a tent: 3
- Motorboating: 3
- Swimming in public outdoor pools: 3
- Basketball: 2
- Using trails for physical fitness: 2
- Canoeing or kayaking: 2
- ATVing: 2
- Target handgun shooting: 2
- Swimming in natural waters: 2
- Birding: 2
- Baseball: 2
- Target rifle shooting: 2
- Using off-leash dog areas or dog parks: 1
- Pond fishing: 1
- Softball: 1
- Soccer: 1
- Stream or river fishing: 1
- Horseback riding: 1
- Observing or photographing wildlife near home: 1
- Point-to-point water trail recreation: 1
- Outdoor or wildlife photography: 1
- Taking trips of a least 1 mile to observe or photograph: 1
- Using a personal watercraft or jet ski: 1
- Do not know / none of these: 34
Activities participated in most often in Iowa in the past 2 years.
(Part 1)

(Shown in descending order of 2018 values.)
* Information not available for 2006.
Activities participated in most often in Iowa in the past 2 years.
(Part 2)

(Shown in descending order of 2018 values.)

(Shown in descending order of 2018 values.)
Activities participated in most often in Iowa in the past 2 years.
(Part 3)

(Shown in descending order of 2018 values.)
Activities that residents had participated in the most within the past 2 years. (Each respondent could name up to two activities.) (Part 1)

- Walking
- Picnicking, BBQing, or cooking out
- Driving for pleasure
- Jogging or running
- Bicycling activities apart from mountain biking
- Hiking
- Camping in an RV
- Hunting
- Golf
- Family-oriented outdoor activities
- Fishing from the shore
- Fishing from a boat
- Lake fishing
- Camping in a tent
- Motorboating
- Swimming in public outdoor pools
- Basketball
- Using trails for physical fitness
- Canoeing or kayaking

Percent

Eastern (n=344)
Central (n=335)
Western (n=332)

Multiple Responses Allowed
Activities that residents had participated in the most within the past 2 years. (Each respondent could name up to two activities.) (Part 2)
YOUTH PARTICIPATION

➢ The survey asked about five activities that youth might have participated in as part of a youth league (i.e., excluding pickup games and excluding school sports), as well as youth use of skate parks. At the top, baseball, soccer, and basketball all have fairly close rates of youth league participation, from 12% for baseball to 11% for both soccer and basketball.

• The regional results are shown.
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Children's activities)

- Baseball: 12
- Soccer: 11
- Basketball: 11
- Softball: 8
- Using a skate park: 6
- Tennis: 1

Multiple Responses Allowed

Percent (n=1011)
I am going to read a list of activities, and I would like to know if you have participated in each in Iowa in the past 2 years. (Children's activities)

Multiple Responses Allowed

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td>-</td>
</tr>
<tr>
<td>Soccer</td>
<td>-</td>
</tr>
<tr>
<td>Basketball</td>
<td>-</td>
</tr>
<tr>
<td>Softball</td>
<td>-</td>
</tr>
<tr>
<td>Using a skate park</td>
<td>-</td>
</tr>
<tr>
<td>Tennis</td>
<td>-</td>
</tr>
</tbody>
</table>

Eastern (n=344)
Central (n=335)
Western (n=332)
INTEREST IN ACTIVITIES

➢ The survey asked residents to indicate the outdoor activities in which they are very interested. The data were previously shown in the table in the section titled, “Overall Participation,” but are also shown here in graphs for the reader’s convenience. Also for the reader’s convenience, graphs are presented of activity categories.

• The top activities in which interest is expressed are family-oriented activities (72% of residents being very interested) and walking (67%). (Note that it is likely that picnicking, BBQing, and cooking out would also have received interest commensurate with these levels; however, the survey inadvertently did not ask about interest in this activity.)

• A second tier of activities are driving for pleasure (50%), camping (45%), fishing (42%), and hiking (40%).
  o Trends graphs are shown, followed by regional graphs.
Q60. Are you very interested in...? (Part 1)

- Family-oriented outdoor activities: 72%
- Walking: 67%
- Driving for pleasure: 50%
- Camping: 45%
- Fishing: 42%
- Hiking: 40%
- Swimming: 35%
- Using trails for physical fitness: 35%
- Jogging or running: 31%
- Other bicycling activities: 30%
- Point-to-point water trail recreation, such as using waterway access points for the purposes of canoeing, kayaking, or tubing: 29%
- Swimming in public outdoor pools: 28%
- Target shooting with a gun: 28%
- Lake fishing, not including pond fishing: 27%
- Boating: 27%
- Swimming in natural waters: 27%
- Camping in a tent: 26%
- Taking a trip of at least 1 mile from home for the primary purpose of observing or photographing wildlife not including...: 26%
- Fishing from the shore of any lake, pond, river, or stream: 26%
- Outdoor or wildlife photography: 23%
- Pond fishing: 22%
- A natural resource or environmental education program with a naturalist or interpreter: 21%
- Golf: 21%
- Motorboating other than jet skis: 21%
- Using off-leash dog areas or dog parks: 21%
- Camping in an RV, motorhome, trailer, pop-up, pick-up camper, or camper van: 21%
- Target shooting with a rifle: 21%

Multiple Responses Allowed
Q60. Are you very interested in...? (Part 2)

Hunting: 20
Target shooting with a handgun: 20
ATVing: 19
Horseback riding: 19
Fishing from a boat: 18
Stream or river fishing other than trout: 18
Birding, that is taking to the field for the primary purpose of identifying birds or studying their behaviors: 18
Youth basketball: 17
Canoeing or kayaking: 16
Mountain biking: 16
Youth baseball: 16
Shooting with a bow and arrow: 16
Youth soccer: 15
Skate park use by children or those in the household: 13
Youth softball: 12
Personal watercraft or jet skis: 12
Softball as an adult: 11
Tennis as an adult: 11
Modern cabin, which is a cabin that has running water and usually a bathroom: 10
Snowmobiling: 9
Trout stream fishing: 8
Basketball as an adult: 8
Youth tennis: 7
Camper cabin, which is a primitive cabin without running water or bathroom: 6
Soccer as an adult: 5
Baseball as an adult: 4
Personally using a skate park: 4

Multiple Responses Allowed

Percent (n=1011)
Q60. Are you very interested in...?
(Wildlife-related activities)

- Camping: 45%
- Fishing: 42%
- Hiking: 40%
- Lake fishing, not including pond fishing: 27%
- Camping in a tent: 26%
- Taking a trip of at least 1 mile from home for the primary purpose of observing or photographing wildlife not including: 26%
- Fishing from the shore of any lake, pond, river, or stream: 26%
- Outdoor or wildlife photography: 23%
- Pond fishing: 22%
- A natural resource or environmental education program with a naturalist or interpreter: 21%
- Camping in an RV, motorhome, trailer, pop-up, pick-up camper, or camper van: 21%
- Hunting: 20%
- Fishing from a boat: 18%
- Stream or river fishing other than trout: 18%
- Birding, that is taking to the field for the primary purpose of identifying birds or studying their behaviors: 18%
- Modern cabin, which is a cabin that has running water and usually a bathroom: 10%
- Trout stream fishing: 8%
- Camper cabin, which is a primitive cabin without running water or bathroom: 6%

Multiple Responses Allowed
Q60. Are you very interested in...? (Motorized activities)

- Driving for pleasure: 50%
- Point-to-point water trail recreation, such as using waterway access points for the purposes of canoeing, kayaking, or tubing: 29%
- Motorboating other than jet skis: 21%
- Camping in an RV, motorhome, trailer, pop-up, pick-up camper, or camper van: 21%
- ATVing: 19%
- Personal watercraft or jet skis: 12%
- Snowmobiling: 9%

Multiple Responses Allowed

Percent (n=1011)
Q60. Are you very interested in...? (Individual and team sports)

Multiple Responses Allowed

Golf: 21%
Youth basketball: 17%
Youth baseball: 16%
Youth soccer: 15%
Youth softball: 12%
Softball as an adult: 11%
Tennis as an adult: 11%
Basketball as an adult: 8%
Youth tennis: 7%
Soccer as an adult: 5%
Baseball as an adult: 4%

Percent (n=1011)
Q60. Are you very interested in...? (Shooting, archery, and hunting)

- Target shooting with a gun: 28%
- Target shooting with a rifle: 21%
- Hunting: 20%
- Target shooting with a handgun: 20%
- Shooting with a bow and arrow: 16%

Multiple Responses Allowed

Percent (n=1011)
Q60. Are you very interested in...?
(Water-related activities)

- Fishing: 42%
- Swimming: 35%
- Point-to-point water trail recreation, such as using waterway access points for the purposes of canoeing, kayaking, or tubing: 29%
- Swimming in public outdoor pools: 28%
- Lake fishing, not including pond fishing: 27%
- Boating: 27%
- Swimming in natural waters: 27%
- Fishing from the shore of any lake, pond, river, or stream: 26%
- Pond fishing: 22%
- Motorboating other than jet skis: 21%
- Fishing from a boat: 18%
- Stream or river fishing other than trout: 18%
- Canoeing or kayaking: 16%
- Personal watercraft or jet skis: 12%
- Trout stream fishing: 8%

Multiple Responses Allowed
Q60. Are you very interested in...?
(Fishing activities)

- Fishing: 42%
- Lake fishing, not including pond fishing: 27%
- Fishing from the shore of any lake, pond, river, or stream: 26%
- Pond fishing: 22%
- Fishing from a boat: 18%
- Stream or river fishing other than trout: 18%
- Trout stream fishing: 8%

Multiple Responses Allowed
Q60. Are you very interested in...?
(Boating activities)

- Point-to-point water trail recreation, such as using waterway access points for the purposes of canoeing, kayaking, or tubing: 29%
- Boating: 27%
- Motorboating other than jet skis: 21%
- Fishing from a boat: 18%
- Canoeing or kayaking: 16%
- Personal watercraft or jet skis: 12%

Multiple Responses Allowed

Percent (n=1011)
Q60. Are you very interested in...?  
(Camping activities)

- Camping: 45%  
- Camping in a tent: 26%  
- Camping in an RV, motorhome, trailer, pop-up, pick-up camper, or camper van: 21%  
- Modern cabin, which is a cabin that has running water and usually a bathroom: 10%  
- Camper cabin, which is a primitive cabin without running water or bathroom: 6%

Multiple Responses Allowed
Q60. Are you very interested in...?
(Trail use or potential trail use)

- Walking: 67%
- Hiking: 40%
- Using trails for physical fitness: 35%
- Jogging or running: 31%
- Other bicycling activities: 30%
- ATVing: 19%
- Horseback riding: 19%
- Mountain biking: 16%
- Snowmobiling: 9%

Multiple Responses Allowed

This is said to be “potential” because some activities are not necessarily on trails but could be on trails, such as walking or jogging/running.
Percent who are very interested in participating in each of the following activities in the next 2 years in Iowa. (Part 1)

(Shown in descending order of 2018 values.)
* Information not available for 2006.
Percent who are very interested in participating in each of the following activities in the next 2 years in Iowa. (Part 2)

(Shown in descending order of 2018 values.)
* Information not available for 2006.
Percent who are very interested in participating in each of the following activities in the next 2 years in Iowa. (Part 3)

(Shown in descending order of 2018 values.)
Q60. Are you very interested in...? (Part 1)

- Family-oriented outdoor activities: 69%
- Walking: 66%, 70%
- Driving for pleasure: 49%
- Camping: 42%
- Fishing: 38%
- Hiking: 36%
- Swimming: 32%
- Using trails for physical fitness: 26%
- Jogging or running: 25%
- Other bicycling activities: 23%
- Point-to-point water trail recreation, such as using waterway access points for the purposes of canoeing, kayaking, or tubing: 26%
- Swimming in public outdoor pools: 26%
- Target shooting with a gun: 24%
- Lake fishing, not including pond fishing: 25%
- Boating: 26%
- Swimming in natural waters: 27%

Multiple Responses Allowed

- Eastern (n=344)
- Central (n=335)
- Western (n=332)
Q60. Are you very interested in...? (Part 2)

- Camping in a tent: Eastern (n=344) 27%, Central (n=335) 28%, Western (n=332) 22%
- Taking a trip of at least 1 mile from home for the primary purpose of observing or photographing wildlife not including captive wildlife: Eastern 23%, Central 27%, Western 29%
- Fishing from the shore of any lake, pond, river, or stream: Eastern 21%, Central 28%, Western 31%
- Outdoor or wildlife photography: Eastern 18%, Central 27%, Western 26%
- Pond fishing: Eastern 19%, Central 22%, Western 28%
- A natural resource or environmental education program with a naturalist or interpreter: Eastern 18%, Central 24%, Western 24%
- Golf: Eastern 19%, Central 22%, Western 24%
- Motorboating other than jet skis: Eastern 18%, Central 21%, Western 26%
- Using off-leash dog areas or dog parks: Eastern 22%, Central 21%, Western 18%
- Camping in an RV, motorhome, trailer, pop-up, pick-up camper, or camper van: Eastern 18%, Central 27%, Western 21%
- Target shooting with a rifle: Eastern 19%, Central 20%, Western 26%
- Hunting: Eastern 20%, Central 25%, Western 21%
- Target shooting with a handgun: Eastern 17%, Central 21%, Western 24%
- ATVing: Eastern 14%, Central 19%, Western 25%
- Horseback riding: Eastern 6%, Central 21%, Western 22%
- Fishing from a boat: Eastern 15%, Central 21%, Western 24

Multiple Responses Allowed
Q60. Are you very interested in...? (Part 3)

Stream or river fishing other than trout
Birding, that is taking to the field for the primary purpose of identifying birds or studying their behaviors
Youth basketball
Canoeing or kayaking
Mountain biking
Youth baseball
Shooting with a bow and arrow
Youth soccer
Skate park use by children or those in the household
Youth softball
Personal watercraft or jet skis
Softball as an adult
Tennis as an adult
Modern cabin, which is a cabin that has running water and usually a bathroom
Snowmobiling
Trout stream fishing
Basketball as an adult
Youth tennis
Camper cabin, which is a primitive cabin without running water or bathroom
Soccer as an adult
Baseball as an adult
Personally using a skate park

Multiple Responses Allowed

Eastern (n=344)
Central (n=335)
Western (n=332)
Q60. Are you very interested in...? (Wildlife-related activities)

- Camping: Eastern (46%), Central (41%), Western (43%)
- Fishing: Eastern (46%), Central (41%), Western (50%)
- Hiking: Eastern (37%), Central (38%), Western (38%)
- Lake fishing, not including pond fishing: Eastern (25%), Central (24%), Western (25%)
- Camping in a tent: Eastern (28%), Central (27%), Western (28%)
- Taking a trip of at least 1 mile from home for the primary purpose of observing or photographing wildlife not including...: Eastern (27%), Central (29%), Western (27%)
- Fishing from the shore of any lake, pond, river, or stream: Eastern (31%), Central (28%), Western (31%)
- Outdoor or wildlife photography: Eastern (26%), Central (27%), Western (27%)
- Pond fishing: Eastern (22%), Central (19%), Western (22%)
- A natural resource or environmental education program with a naturalist or interpreter: Eastern (24%), Central (24%), Western (24%)
- Camping in an RV, motorhome, trailer, pop-up, pick-up camper, or camper van: Eastern (27%), Central (21%), Western (27%)
- Hunting: Eastern (18%), Central (18%), Western (18%)
- Fishing from a boat: Eastern (17%), Central (15%), Western (17%)
- Stream or river fishing other than trout: Eastern (19%), Central (18%), Western (18%)
- Birding, that is taking to the field for the primary purpose of identifying birds or studying their behaviors: Eastern (16%), Central (16%), Western (16%)
- Modern cabin, which is a cabin that has running water and usually a bathroom: Eastern (11%), Central (10%), Western (10%)
- Trout stream fishing: Eastern (7%), Central (6%), Western (6%)
- Camper cabin, which is a primitive cabin without running water or bathroom: Eastern (8%), Central (6%), Western (8%)

Multiple Responses Allowed

Percent

Eastern (n=344)
Central (n=335)
Western (n=332)
Q60. Are you very interested in...? (Motorized activities)

- Driving for pleasure
- Point-to-point water trail recreation, such as using waterway access points for the purposes of canoeing, kayaking, or tubing
- Motorboating other than jet skis
- Camping in an RV, motorhome, trailer, pop-up, pick-up camper, or camper van
- ATVing
- Personal watercraft or jet skis
- Snowmobiling

Multiple Responses Allowed

- Eastern (n=344)
- Central (n=335)
- Western (n=332)
Q60. Are you very interested in...?
(Individual and team sports)

Golf
- Eastern (n=344)
- Central (n=335)
- Western (n=332)

Youth basketball

Youth baseball

Youth soccer

Youth softball

Softball as an adult

Tennis as an adult

Basketball as an adult

Youth tennis

Soccer as an adult

Baseball as an adult

Percent

Multiple Responses Allowed
Q60. Are you very interested in...? (Shooting, archery, and hunting)

- Target shooting with a gun
  - Eastern: 24%
  - Central: 28%
  - Western: 34%
- Target shooting with a rifle
  - Eastern: 19%
  - Central: 20%
  - Western: 26%
- Hunting
  - Eastern: 20%
  - Central: 18%
  - Western: 25%
- Target shooting with a handgun
  - Eastern: 17%
  - Central: 21%
  - Western: 24%
- Shooting with a bow and arrow
  - Eastern: 14%
  - Central: 13%
  - Western: 23%

Multiple Responses Allowed
Q60. Are you very interested in...?  
(Water-related activities)

- Fishing
- Swimming
- Point-to-point water trail recreation, such as using waterway access points for the purposes of canoeing, kayaking, or tubing
- Swimming in public outdoor pools
- Lake fishing, not including pond fishing
- Boating
- Swimming in natural waters
- Fishing from the shore of any lake, pond, river, or stream
- Pond fishing
- Motorboating other than jet skis
- Fishing from a boat
- Stream or river fishing other than trout
- Canoeing or kayaking
- Personal watercraft or jet skis
- Trout stream fishing

Multiple Responses Allowed

Eastern (n=344)  
Central (n=335)  
Western (n=332)
Q60. Are you very interested in...?
(Fishing activities)

- Fishing: Eastern (41), Central (28), Western (24)
- Lake fishing, not including pond fishing: Eastern (37), Central (31), Western (28)
- Fishing from the shore of any lake, pond, river, or stream: Eastern (38), Central (26), Western (22)
- Pond fishing: Eastern (28), Central (22), Western (19)
- Fishing from a boat: Eastern (24), Central (21), Western (17)
- Stream or river fishing other than trout: Eastern (18), Central (19), Western (16)
- Trout stream fishing: Eastern (10), Central (8), Western (7)

Multiple Responses Allowed
Q60. Are you very interested in...?  
(Boating activities)

Point-to-point water trail recreation, such as using waterway access points for the purposes of canoeing, kayaking, or tubing

- Eastern (n=344)
- Central (n=335)
- Western (n=332)

Multiple Responses Allowed
Q60. Are you very interested in...? (Camping activities)

- **Camping**
  - Eastern (n=344): 43%
  - Central (n=335): 46%
  - Western (n=332): 46%

- **Camping in a tent**
  - Eastern (n=344): 27%
  - Central (n=335): 28%
  - Western (n=332): 22%

- **Camping in an RV, motorhome, trailer, pop-up, pick-up camper, or camper van**
  - Eastern (n=344): 18%
  - Central (n=335): 21%
  - Western (n=332): 27%

- **Modern cabin, which is a cabin that has running water and usually a bathroom**
  - Eastern (n=344): 10%
  - Central (n=335): 11%
  - Western (n=332): 8%

- **Camper cabin, which is a primitive cabin without running water or bathroom**
  - Eastern (n=344): 5%
  - Central (n=335): 6%
  - Western (n=332): 8%

Multiple Responses Allowed
Q60. Are you very interested in...?  
(Trail use or potential trail use)

- Walking: 66% (Eastern), 67% (Central), 60% (Western)
- Hiking: 43% (Eastern), 37% (Central), 32% (Western)
- Using trails for physical fitness: 32% (Eastern), 38% (Central), 35% (Western)
- Jogging or running: 25% (Eastern), 32% (Central), 25% (Western)
- Other bicycling activities: 23% (Eastern), 36% (Central), 34% (Western)
- ATVing: 17% (Eastern), 19% (Central), 25% (Western)
- Horseback riding: 16% (Eastern), 21% (Central), 22% (Western)
- Mountain biking: 17% (Eastern), 12% (Central), 18% (Western)
- Snowmobiling: 9% (Eastern), 9% (Central), 10% (Western)

Multiple Responses Allowed

This is said to be “potential” because some activities are not necessarily on trails but could be on trails, such as walking or jogging/running.
DEMOGRAPHIC CHARACTERISTICS OF PARTICIPANTS

This section contains the graphs of demographic characteristics of each of the participant groups. In each graph, demographic characteristics above the striped bar are positively associated with the activity, and characteristics below the striped bar are negatively associated with the activity. A full explanation of how to interpret these graphs is on page 5. These graphs start on the following page, with the activities in alphabetical order.
Percent of the following groups who participated in ATVing in Iowa over the past 2 years:

- Lives in rural area: 34.4%
- Resides in the Western Region: 24.1%
- 18-34 years old: 23.5%
- Has at least one child under 18 in household: 21.6%
- Annual household income of $60,000 or more: 21.4%
- Male: 20.3%
- 35-54 years old: 19.3%
- Non-white: 18.6%
- Education level less than a bachelor's degree: 18.3%
- No one in household has physical disability: 17.6%
- White: 17.4%
- Overall: 16.8%
- Resides in the Central Region: 16.6%
- Education level is at least a bachelor's degree: 15.7%
- Annual household income under $60,000: 15.7%
- Member of household has physical disability: 14.6%
- Does not have any children under 18 in household: 14.4%
- Resides in the Eastern Region: 13.5%
- Female: 13.4%
- Lives in large city or suburban area: 11.5%
- Lives in small city or town: 11.3%
- 55 years old or older: 10.6%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in adult baseball activities in Iowa over the past 2 years:

- 18-34 years old: 4.7%
- Has at least one child under 18 in household: 3.2%
- Male: 3.1%
- Resides in the Western Region: 3.1%
- Lives in large city or suburban area: 2.7%
- Resides in the Central Region: 2.7%
- Education level is at least a bachelor's degree: 2.7%
- Member of household has physical disability: 2.7%
- White: 2.5%
- Overall: 2.5%
- No one in household has physical disability: 2.4%
- Lives in small city or town: 2.3%
- Annual household income of $60,000 or more: 2.3%
- Education level less than a bachelor's degree: 2.3%
- Annual household income under $60,000: 2.3%
- Does not have any children under 18 in…: 2.1%
- Lives in rural area: 2.1%
- Resides in the Eastern Region: 2.0%
- Female: 1.9%
- 55 years old or older: 1.5%
- 35-54 years old: 1.5%
- Non-white: 1.4%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in adult basketball activities in Iowa over the past 2 years:

- 18-34 years old: 12.4%
- Non-white: 7.7%
- Resides in the Western Region: 7.4%
- Male: 6.9%
- Lives in large city or suburban area: 6.9%
- Lives in small city or town: 6.5%
- No one in household has physical disability: 6.3%
- Has at least one child under 18 in household: 6.1%
- Education level less than a bachelor's degree: 6.0%
- Annual household income of $60,000 or more: 5.7%
- Overall: 5.6%
- Resides in the Eastern Region: 5.6%
- White: 5.4%
- Does not have any children under 18 in...: 5.3%
- Annual household income under $60,000: 5.1%
- Education level is at least a bachelor's degree: 5.0%
- Resides in the Central Region: 4.6%
- Female: 4.3%
- 55 years old or older: 3.3%
- 35-54 years old: 2.6%
- Lives in rural area: 2.3%
- Member of household has physical disability: 2.2%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in mountain biking in Iowa over the past 2 years:

18-34 years old 22.5%
Has at least one child under 18 in household 17.7%
Male 16.7%
Annual household income of $60,000 or more 16.6%
Education level is at least a bachelor's degree 15.9%
Resides in the Eastern Region 15.9%
No one in household has physical disability 14.5%
Lives in small city or town 14.0%
35-54 years old 13.9%
White 13.6%
Overall 13.5%
Lives in large city or suburban area 12.9%
Lives in rural area 12.8%
Annual household income under $60,000 12.3%
Resides in the Western Region 11.9%
Education level less than a bachelor's degree 11.9%
Resides in the Central Region 11.7%
Does not have any children under 18 in household 11.6%
Female 10.6%
Non-white 9.1%
Member of household has physical disability 7.8%
55 years old or older 5.7%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in bicycling activities other than mountain biking in Iowa over the past 2 years:

- Education level is at least a bachelor's degree: 39.4%
- Has at least one child under 18 in household: 37.5%
- Annual household income of $60,000 or more: 37.3%
- 35-54 years old: 37.1%
- Resides in the Western Region: 36.5%
- Lives in large city or suburban area: 33.7%
- Resides in the Central Region: 33.2%
- 18-34 years old: 33.0%
- No one in household has physical disability: 32.1%
- White: 29.3%
- Male: 29.2%
- Overall: 29.1%
- Female: 29.0%
- Lives in small city or town: 28.3%
- Non-white: 27.7%
- Lives in rural area: 25.5%
- Does not have any children under 18 in household: 24.9%
- Annual household income under $60,000: 24.6%
- Education level less than a bachelor's degree: 23.6%
- Resides in the Eastern Region: 22.1%
- 55 years old or older: 18.9%
- Member of household has physical disability: 17.1%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in birding in Iowa over the past 2 years:

- 55 years old or older: 21.4%
- Resides in the Western Region: 19.8%
- Lives in rural area: 19.1%
- Female: 17.3%
- Does not have any children under 18 in household: 16.6%
- 35-54 years old: 15.7%
- Education level is at least a bachelor's degree: 15.6%
- White: 15.3%
- Overall: 15.1%
- Resides in the Central Region: 15.0%
- Annual household income of $60,000 or more: 15.0%
- No one in household has physical disability: 14.8%
- Member of household has physical disability: 14.8%
- Education level less than a bachelor's degree: 14.3%
- Annual household income under $60,000: 14.1%
- Lives in small city or town: 13.5%
- Resides in the Eastern Region: 13.1%
- Male: 12.9%
- Lives in large city or suburban area: 12.8%
- Has at least one child under 18 in household: 12.2%
- Non-white: 10.5%
- 18-34 years old: 5.6%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in boating in Iowa over the past 2 years:

18-34 years old: 58.3%
Has at least one child under 18 in household: 57.9%
Annual household income of $60,000 or more: 55.0%
Male: 53.0%
Resides in the Western Region: 52.5%
35-54 years old: 49.8%
Education level is at least a bachelor's degree: 48.9%
No one in household has physical disability: 47.8%
Lives in rural area: 47.6%
Lives in small city or town: 47.0%
White: 46.8%
Overall: 44.7%
Resides in the Eastern Region: 44.0%
Education level less than a bachelor's degree: 43.8%
Annual household income under $60,000: 43.2%
Resides in the Central Region: 41.5%
Lives in large city or suburban area: 41.3%
Does not have any children under 18 in household: 38.4%
Female: 36.8%
Member of household has physical disability: 33.8%
Non-white: 32.2%
55 years old or older: 31.7%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in camping in Iowa over the past 2 years:

- Has at least one child under 18 in household: 53.7%
- 18-34 years old: 53.7%
- Lives in rural area: 51.8%
- 35-54 years old: 46.4%
- Annual household income of $60,000 or more: 44.2%
- Male: 43.4%
- Resides in the Western Region: 43.0%
- Annual household income under $60,000: 42.2%
- White: 42.1%
- Education level is at least a bachelor's degree: 41.9%
- Lives in small city or town: 41.8%
- Resides in the Eastern Region: 41.5%
- No one in household has physical disability: 41.2%
- Overall: 40.5%
- Education level less than a bachelor's degree: 40.2%
- Member of household has physical disability: 38.6%
- Resides in the Central Region: 38.1%
- Female: 37.7%
- Does not have any children under 18 in household: 34.1%
- Lives in large city or suburban area: 31.0%
- Non-white: 27.0%
- 55 years old or older: 25.9%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in driving for pleasure in Iowa over the past 2 years:

- Resides in the Western Region: 59.8%
- Annual household income of $60,000 or more: 58.7%
- Lives in rural area: 58.6%
- Education level less than a bachelor's degree: 56.6%
- 55 years old or older: 56.3%
- White: 54.9%
- Female: 54.7%
- Member of household has physical disability: 54.7%
- Does not have any children under 18 in household: 54.6%
- 18-34 years old: 54.6%
- Overall: 54.3%
- Annual household income under $60,000: 54.3%
- Resides in the Central Region: 54.1%
- Has at least one child under 18 in household: 54.0%
- No one in household has physical disability: 53.9%
- Male: 53.7%
- Lives in large city or suburban area: 52.7%
- 35-54 years old: 52.6%
- Lives in small city or town: 52.5%
- Resides in the Eastern Region: 51.9%
- Education level is at least a bachelor's degree: 50.5%
- Non-white: 49.1%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in family-oriented outdoor activities other than picnicking, barbecuing, or cooking out in Iowa over the past 2 years:

- Has at least one child under 18 in household: 53.2%
- Lives in large city or suburban area: 48.3%
- 35-54 years old: 45.7%
- Annual household income of $60,000 or more: 45.6%
- 18-34 years old: 45.2%
- No one in household has physical disability: 45.1%
- Resides in the Western Region: 44.3%
- White: 44.2%
- Resides in the Central Region: 44.1%
- Education level is at least a bachelor's degree: 44.0%
- Education level less than a bachelor's degree: 43.4%
- Non-white: 43.1%
- Overall: 43.0%
- Male: 43.0%
- Female: 42.9%
- Annual household income under $60,000: 42.9%
- Lives in rural area: 42.5%
- Resides in the Eastern Region: 41.4%
- 55 years old or older: 41.2%
- Lives in small city or town: 40.2%
- Does not have any children under 18 in household: 37.9%
- Member of household has physical disability: 36.6%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in fishing in Iowa over the past 2 years:

- Has at least one child under 18 in household: 58.9%
- 18-34 years old: 53.1%
- Resides in the Western Region: 50.4%
- Male: 50.0%
- Lives in rural area: 49.3%
- Annual household income of $60,000 or more: 49.2%
- Lives in small city or town: 44.4%
- White: 42.4%
- Education level less than a bachelor's degree: 41.7%
- 35-54 years old: 41.7%
- No one in household has physical disability: 41.4%
- Overall: 41.1%
- Education level is at least a bachelor's degree: 40.5%
- Annual household income under $60,000: 39.4%
- Resides in the Eastern Region: 39.1%
- Resides in the Central Region: 38.5%
- Member of household has physical disability: 38.0%
- Does not have any children under 18 in household: 34.9%
- 55 years old or older: 32.7%
- Female: 32.5%
- Lives in large city or suburban area: 30.4%
- Non-white: 29.0%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in golf in Iowa over the past 2 years:

- Male: 38.7%
- Education level is at least a bachelor's degree: 38.6%
- Annual household income of $60,000 or more: 31.2%
- 18-34 years old: 29.3%
- No one in household has physical disability: 26.9%
- Resides in the Western Region: 26.2%
- Lives in small city or town: 26.1%
- Has at least one child under 18 in household: 25.7%
- 35-54 years old: 25.6%
- White: 25.3%
- Resides in the Eastern Region: 24.4%
- Overall: 24.2%
- Does not have any children under 18 in household: 23.5%
- Lives in rural area: 23.5%
- Resides in the Central Region: 22.8%
- Lives in large city or suburban area: 22.7%
- Annual household income under $60,000: 20.5%
- 55 years old or older: 20.3%
- Education level less than a bachelor's degree: 18.8%
- Female: 15.0%
- Member of household has physical disability: 12.9%
- Non-white: 12.0%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in hiking in Iowa over the past 2 years:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has at least one child under 18 in household</td>
<td>51.5</td>
</tr>
<tr>
<td>35-54 years old</td>
<td>49.9</td>
</tr>
<tr>
<td>18-34 years old</td>
<td>49.6</td>
</tr>
<tr>
<td>Education level is at least a bachelor's degree</td>
<td>49.2</td>
</tr>
<tr>
<td>Annual household income of $60,000 or more</td>
<td>47.8</td>
</tr>
<tr>
<td>Male</td>
<td>44.1</td>
</tr>
<tr>
<td>No one in household has physical disability</td>
<td>44.1</td>
</tr>
<tr>
<td>Lives in large city or suburban area</td>
<td>43.7</td>
</tr>
<tr>
<td>Resides in the Eastern Region</td>
<td>42.7</td>
</tr>
<tr>
<td>White</td>
<td>41.8</td>
</tr>
<tr>
<td>Overall</td>
<td>40.2</td>
</tr>
<tr>
<td>Lives in small city or town</td>
<td>40.2</td>
</tr>
<tr>
<td>Resides in the Central Region</td>
<td>38.8</td>
</tr>
<tr>
<td>Lives in rural area</td>
<td>37.5</td>
</tr>
<tr>
<td>Resides in the Western Region</td>
<td>37.4</td>
</tr>
<tr>
<td>Female</td>
<td>36.6</td>
</tr>
<tr>
<td>Education level less than a bachelor's degree</td>
<td>35.6</td>
</tr>
<tr>
<td>Does not have any children under 18 in household</td>
<td>34.7</td>
</tr>
<tr>
<td>Annual household income under $60,000</td>
<td>34.6</td>
</tr>
<tr>
<td>Non-white</td>
<td>26.1</td>
</tr>
<tr>
<td>55 years old or older</td>
<td>25.8</td>
</tr>
<tr>
<td>Member of household has physical disability</td>
<td>23.1</td>
</tr>
</tbody>
</table>

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in horseback riding in Iowa over the past 2 years:

18-34 years old 19.9
Resides in the Western Region 16.9
Female 14.1
Has at least one child under 18 in household 13.4
Lives in large city or suburban area 13.3
_resides in the Central Region_ 12.8
Lives in rural area 12.5
Annual household income of $60,000 or more 12.3
Education level less than a bachelor's degree 12.0
Non-white 11.9
White 11.1
No one in household has physical disability 11.0
Overall 10.7
Annual household income under $60,000 10.2
Member of household has physical disability 10.0
35-54 years old 9.7
Does not have any children under 18 in household 9.4
Education level is at least a bachelor's degree 8.7
Lives in small city or town 7.8
Male 7.1
Resides in the Eastern Region 5.9
55 years old or older 4.5

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in hunting in Iowa over the past 2 years:

- Lives in rural area: 30.6%
- Male: 29.5%
- Has at least one child under 18 in household: 26.3%
- Annual household income of $60,000 or more: 24.9%
- 35-54 years old: 24.4%
- Resides in the Western Region: 23.6%
- 18-34 years old: 19.7%
- No one in household has physical disability: 19.4%
- Education level less than a bachelor's degree: 18.9%
- White: 18.9%
- Resides in the Eastern Region: 18.6%
- Education level is at least a bachelor's degree: 17.5%
- Lives in small city or town: 16.7%
- Annual household income under $60,000: 14.7%
- Resides in the Central Region: 13.7%
- Does not have any children under 18 in household: 13.6%
- Member of household has physical disability: 12.4%
- 55 years old or older: 11.5%
- Lives in large city or suburban area: 10.8%
- Non-white: 10.7%
- Female: 6.7%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in jogging or running in Iowa over the past 2 years:

- 18-34 years old: 69.0%
- Has at least one child under 18 in household: 50.4%
- Lives in large city or suburban area: 46.5%
- Non-white: 45.5%
- Education level is at least a bachelor's degree: 44.7%
- Annual household income of $60,000 or more: 44.6%
- No one in household has physical disability: 42.1%
- Resides in the Eastern Region: 39.9%
- Male: 39.8%
- Resides in the Central Region: 37.9%
- Overall: 37.9%
- White: 37.6%
- 35-54 years old: 37.2%
- Lives in small city or town: 36.5%
- Female: 36.0%
- Education level less than a bachelor's degree: 33.9%
- Resides in the Western Region: 33.5%
- Does not have any children under 18 in household: 31.7%
- Annual household income under $60,000: 30.1%
- Lives in rural area: 29.4%
- Member of household has physical disability: 18.1%
- 55 years old or older: 12.8%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in attending a natural resource or environmental education program in Iowa over the past 2 years:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education level is at least a bachelor's degree</td>
<td>21.4</td>
</tr>
<tr>
<td>Has at least one child under 18 in household</td>
<td>18.9</td>
</tr>
<tr>
<td>35-54 years old</td>
<td>18.6</td>
</tr>
<tr>
<td>Resides in the Western Region</td>
<td>17.4</td>
</tr>
<tr>
<td>Female</td>
<td>17.2</td>
</tr>
<tr>
<td>Annual household income of $60,000 or more</td>
<td>15.6</td>
</tr>
<tr>
<td>Member of household has physical disability</td>
<td>14.3</td>
</tr>
<tr>
<td>Lives in rural area</td>
<td>13.6</td>
</tr>
<tr>
<td>Lives in small city or town</td>
<td>13.5</td>
</tr>
<tr>
<td>White</td>
<td>13.3</td>
</tr>
<tr>
<td>Overall</td>
<td>13.1</td>
</tr>
<tr>
<td>No one in household has physical disability</td>
<td>13.1</td>
</tr>
<tr>
<td>55 years old or older</td>
<td>12.8</td>
</tr>
<tr>
<td>Resides in the Eastern Region</td>
<td>12.4</td>
</tr>
<tr>
<td>Lives in large city or suburban area</td>
<td>12.4</td>
</tr>
<tr>
<td>Resides in the Central Region</td>
<td>11.7</td>
</tr>
<tr>
<td>Annual household income under $60,000</td>
<td>11.4</td>
</tr>
<tr>
<td>Does not have any children under 18 in household</td>
<td>10.3</td>
</tr>
<tr>
<td>Non-white</td>
<td>9.9</td>
</tr>
<tr>
<td>Male</td>
<td>8.9</td>
</tr>
<tr>
<td>Education level less than a bachelor's degree</td>
<td>8.3</td>
</tr>
<tr>
<td>18-34 years old</td>
<td>7.6</td>
</tr>
</tbody>
</table>

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in outdoor or wildlife photography in Iowa over the past 2 years:

- Lives in rural area: 30.6%
- Resides in the Western Region: 28.3%
- Has at least one child under 18 in household: 25.9%
- Female: 24.5%
- Member of household has physical disability: 24.1%
- Education level is at least a bachelor's degree: 22.6%
- Annual household income of $60,000 or more: 22.4%
- 55 years old or older: 22.3%
- 35-54 years old: 21.9%
- Overall: 21.9%
- White: 21.5%
- 18-34 years old: 21.2%
- No one in household has physical disability: 21.0%
- Education level less than a bachelor's degree: 20.8%
- Resides in the Eastern Region: 20.5%
- Annual household income under $60,000: 20.2%
- Resides in the Central Region: 20.1%
- Does not have any children under 18 in household: 19.8%
- Lives in small city or town: 19.8%
- Male: 19.2%
- Non-white: 18.9%
- Lives in large city or suburban area: 17.7%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in picnicking, barbecuing, or cooking out in Iowa over the past 2 years:

- Has at least one child under 18 in household: 90.4%
- Annual household income of $60,000 or more: 87.8%
- 35-54 years old: 87.6%
- Education level is at least a bachelor's degree: 86.2%
- Non-white: 86.1%
- Lives in small city or town: 85.9%
- Female: 85.6%
- White: 83.9%
- No one in household has physical disability: 83.8%
- Resides in the Eastern Region: 83.6%
- Overall: 83.2%
- Resides in the Central Region: 83.1%
- Member of household has physical disability: 82.9%
- Annual household income under $60,000: 82.8%
- Lives in large city or suburban area: 82.8%
- 18-34 years old: 82.8%
- Resides in the Western Region: 82.5%
- Education level less than a bachelor's degree: 82.4%
- Male: 80.7%
- Lives in rural area: 80.2%
- Does not have any children under 18 in household: 79.8%
- 55 years old or older: 79.7%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in point-to-point water trail recreation in Iowa over the past 2 years:

- 18-34 years old
- Has at least one child under 18 in household
- Annual household income of $60,000 or more
- 35-54 years old
- Resides in the Western Region
- Male
- No one in household has physical disability
- Lives in rural area
- White
- Education level less than a bachelor's degree
- Lives in small city or town
- Overall
- Education level is at least a bachelor's degree
- Resides in the Central Region
- Annual household income under $60,000
- Resides in the Eastern Region
- Lives in large city or suburban area
- Female
- Does not have any children under 18 in household
- Member of household has physical disability
- 55 years old or older
- Non-white

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in adult soccer activities in Iowa over the past 2 years:

- 18-34 years old: 4.6%
- Male: 3.8%
- Resides in the Western Region: 3.7%
- Lives in small city or town: 3.0%
- Has at least one child under 18 in household: 2.9%
- Non-white: 2.7%
- No one in household has physical disability: 2.5%
- Education level less than a bachelor's degree: 2.2%
- Annual household income of $60,000 or more: 2.2%
- Overall: 2.1%
- 35-54 years old: 2.1%
- Resides in the Central Region: 2.0%
- Education level is at least a bachelor's degree: 1.9%
- White: 1.9%
- Does not have any children under 18 in household: 1.8%
- Lives in rural area: 1.7%
- Resides in the Eastern Region: 1.5%
- Annual household income under $60,000: 1.4%
- Lives in large city or suburban area: 1.3%
- Female: 0.6%
- 55 years old or older: 0.2%
- Member of household has physical disability: 0.0%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in adult softball activities in Iowa over the past 2 years:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34 years old</td>
<td>8.5</td>
</tr>
<tr>
<td>Education level is at least a bachelor's degree</td>
<td>8.1</td>
</tr>
<tr>
<td>Lives in rural area</td>
<td>7.5</td>
</tr>
<tr>
<td>Has at least one child under 18 in household</td>
<td>7.4</td>
</tr>
<tr>
<td>Male</td>
<td>6.7</td>
</tr>
<tr>
<td>Annual household income of $60,000 or more</td>
<td>6.4</td>
</tr>
<tr>
<td>Annual household income under $60,000</td>
<td>6.2</td>
</tr>
<tr>
<td>White</td>
<td>6.2</td>
</tr>
<tr>
<td>35-54 years old</td>
<td>6.1</td>
</tr>
<tr>
<td>Lives in large city or suburban area</td>
<td>6.1</td>
</tr>
<tr>
<td>Resides in the Central Region</td>
<td>6.0</td>
</tr>
<tr>
<td>No one in household has physical disability</td>
<td>5.7</td>
</tr>
<tr>
<td>Member of household has physical disability</td>
<td>5.7</td>
</tr>
<tr>
<td>Overall</td>
<td>5.5</td>
</tr>
<tr>
<td>Resides in the Western Region</td>
<td>5.3</td>
</tr>
<tr>
<td>Resides in the Eastern Region</td>
<td>5.1</td>
</tr>
<tr>
<td>Does not have any children under 18 in household</td>
<td>4.6</td>
</tr>
<tr>
<td>Female</td>
<td>4.4</td>
</tr>
<tr>
<td>Lives in small city or town</td>
<td>4.4</td>
</tr>
<tr>
<td>Education level less than a bachelor's degree</td>
<td>4.3</td>
</tr>
<tr>
<td>55 years old or older</td>
<td>3.2</td>
</tr>
<tr>
<td>Non-white</td>
<td>2.3</td>
</tr>
</tbody>
</table>

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in target shooting with a bow and arrow in Iowa over the past 2 years:

- Lives in rural area: 23.0%
- Resides in the Western Region: 20.6%
- Has at least one child under 18 in household: 19.8%
- Male: 19.2%
- 18-34 years old: 19.0%
- 35-54 years old: 18.7%
- Annual household income of $60,000 or more: 16.8%
- Education level less than a bachelor's degree: 14.3%
- Lives in small city or town: 14.2%
- White: 14.0%
- Member of household has physical disability: 13.9%
- No one in household has physical disability: 13.8%
- Education level is at least a bachelor's degree: 13.7%
- Overall: 13.5%
- Annual household income under $60,000: 12.8%
- Non-white: 12.5%
- Resides in the Eastern Region: 11.8%
- Resides in the Central Region: 11.6%
- Does not have any children under 18 in household: 10.4%
- Female: 8.1%
- Lives in large city or suburban area: 6.4%
- 55 years old or older: 5.6%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in target shooting with a gun in Iowa over the past 2 years:

- Lives in rural area: 39.8%
- Male: 37.1%
- Resides in the Western Region: 36.6%
- Has at least one child under 18 in household: 35.5%
- 35-54 years old: 33.3%
- Annual household income of $60,000 or more: 33.3%
- 18-34 years old: 30.9%
- No one in household has physical disability: 28.8%
- White: 27.5%
- Education level less than a bachelor's degree: 27.4%
- Education level is at least a bachelor's degree: 27.3%
- Lives in small city or town: 27.2%
- Overall: 26.8%
- Resides in the Central Region: 24.5%
- Resides in the Eastern Region: 24.2%
- Annual household income under $60,000: 23.8%
- Does not have any children under 18 in household: 22.6%
- Non-white: 20.7%
- Member of household has physical disability: 20.0%
- 55 years old or older: 19.3%
- Lives in large city or suburban area: 17.6%
- Female: 16.8%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in snowmobiling in Iowa over the past 2 years:

- 18-34 years old: 8.2%
- Lives in rural area: 8.2%
- Has at least one child under 18 in household: 7.8%
- Male: 7.4%
- Resides in the Western Region: 7.2%
- Annual household income of $60,000 or more: 6.7%
- Resides in the Eastern Region: 5.7%
- 35-54 years old: 5.5%
- Education level is at least a bachelor’s degree: 5.2%
- White: 4.8%
- No one in household has physical disability: 4.8%
- Overall: 4.7%
- Lives in small city or town: 4.3%
- Education level less than a bachelor’s degree: 4.3%
- Member of household has physical disability: 3.1%
- Does not have any children under 18 in household: 3.1%
- Annual household income under $60,000: 2.3%
- Lives in large city or suburban area: 2.3%
- Resides in the Central Region: 2.1%
- Female: 2.0%
- Non-white: 1.6%
- 55 years old or older: 0.8%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in swimming in natural waters in Iowa over the past 2 years:

- 18-34 years old: 46.1%
- Has at least one child under 18 in household: 40.1%
- Annual household income of $60,000 or more: 34.6%
- Resides in the Western Region: 33.6%
- Lives in large city or suburban area: 32.1%
- Education level is at least a bachelor's degree: 30.6%
- No one in household has physical disability: 30.0%
- 35-54 years old: 29.9%
- White: 28.8%
- Resides in the Central Region: 28.5%
- Female: 27.9%
- Lives in rural area: 27.8%
- Overall: 27.5%
- Male: 26.9%
- Education level less than a bachelor's degree: 26.4%
- Non-white: 26.3%
- Annual household income under $60,000: 24.5%
- Lives in small city or town: 24.4%
- Resides in the Eastern Region: 23.8%
- Does not have any children under 18 in household: 21.4%
- Member of household has physical disability: 17.9%
- 55 years old or older: 11.8%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in swimming in public outdoor pools in Iowa over the past 2 years:

- 18-34 years old: 49.9%
- Has at least one child under 18 in household: 46.1%
- Non-white: 37.9%
- Education level is at least a bachelor's degree: 37.8%
- Lives in large city or suburban area: 36.2%
- Female: 35.0%
- Annual household income of $60,000 or more: 34.8%
- Resides in the Western Region: 33.6%
- No one in household has physical disability: 33.5%
- 35-54 years old: 33.3%
- Resides in the Central Region: 33.2%
- Lives in small city or town: 31.6%
- Overall: 31.5%
- White: 31.2%
- Resides in the Eastern Region: 29.0%
- Annual household income under $60,000: 28.3%
- Male: 27.9%
- Education level less than a bachelor's degree: 27.1%
- Does not have any children under 18 in household: 24.2%
- Lives in rural area: 23.2%
- Member of household has physical disability: 19.5%
- 55 years old or older: 14.7%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in taking a trip of at least 1 mile from home to view or photograph wildlife in Iowa over the past 2 years:

- Resides in the Western Region: 27.1%
- Member of household has physical disability: 26.1%
- Lives in rural area: 25.7%
- Education level is at least a bachelor's degree: 24.9%
- 55 years old or older: 24.7%
- 35-54 years old: 24.5%
- Annual household income of $60,000 or more: 24.3%
- Has at least one child under 18 in household: 24.3%
- Male: 22.9%
- Resides in the Eastern Region: 22.1%
- Lives in small city or town: 22.1%
- Annual household income under $60,000: 21.9%
- White: 21.8%
- No one in household has physical disability: 21.6%
- Female: 21.1%
- Does not have any children under 18 in household: 20.9%
- Education level less than a bachelor's degree: 20.7%
- Lives in large city or suburban area: 19.7%
- Resides in the Central Region: 19.4%
- Non-white: 19.0%
- 18-34 years old: 17.1%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in adult tennis activities in Iowa over the past 2 years:

- 18-34 years old: 7.5%
- Education level is at least a bachelor's degree: 7.5%
- Lives in rural area: 6.5%
- Annual household income of $60,000 or more: 5.8%
- Resides in the Eastern Region: 5.7%
- Does not have any children under 18 in household: 5.5%
- No one in household has physical disability: 5.5%
- Male: 5.4%
- White: 5.1%
- Lives in large city or suburban area: 5.1%
- Overall: 5.0%
- Female: 4.7%
- Resides in the Western Region: 4.7%
- Resides in the Central Region: 4.5%
- Has at least one child under 18 in household: 4.1%
- 55 years old or older: 3.7%
- Lives in small city or town: 3.6%
- 35-54 years old: 3.3%
- Education level less than a bachelor's degree: 3.3%
- Annual household income under $60,000: 2.6%
- Non-white: 2.4%
- Member of household has physical disability: 2.0%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in using off-leash dog areas or dog parks in Iowa over the past 2 years:

- 18-34 years old: 28.1%
- Education level is at least a bachelor’s degree: 21.9%
- Lives in large city or suburban area: 21.5%
- Member of household has physical disability: 21.4%
- Female: 20.1%
- Non-white: 19.8%
- Resides in the Eastern Region: 19.6%
- Annual household income under $60,000: 19.5%
- Annual household income of $60,000 or more: 19.4%
- Resides in the Western Region: 18.6%
- Has at least one child under 18 in household: 18.5%
- Overall: 18.1%
- Does not have any children under 18 in household: 18.0%
- White: 17.2%
- Lives in small city or town: 17.2%
- No one in household has physical disability: 17.0%
- Resides in the Central Region: 16.2%
- Male: 16.1%
- 35-54 years old: 15.4%
- Education level less than a bachelor’s degree: 15.4%
- Lives in rural area: 13.8%
- 55 years old or older: 11.4%

An explanation of how to interpret these graphs is on page 5.
Iowa Residents’ Participation in and Opinions on Outdoor Recreation—2018

Percent of the following groups who participated in adult skate park activities in Iowa over the past 2 years:

- Non-white: 9.3%
- Lives in large city or suburban area: 7.0%
- 18-34 years old: 6.8%
- Resides in the Central Region: 5.7%
- Has at least one child under 18 in household: 5.5%
- Education level less than a bachelor's degree: 4.6%
- Annual household income under $60,000: 4.5%
- Resides in the Western Region: 4.0%
- Female: 4.0%
- No one in household has physical disability: 3.6%
- Overall: 3.3%
- White: 3.0%
- 35-54 years old: 2.6%
- Male: 2.5%
- Does not have any children under 18 in household: 2.2%
- Annual household income of $60,000 or more: 1.8%
- Member of household has physical disability: 1.7%
- Lives in rural area: 1.5%
- Lives in small city or town: 1.3%
- Education level is at least a bachelor's degree: 1.3%
- 55 years old or older: 1.1%
- Resides in the Eastern Region: 0.8%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in using trails for physical fitness in Iowa over the past 2 years:

- Has at least one child under 18 in household: 44.7%
- 18-34 years old: 44.0%
- Resides in the Western Region: 40.3%
- Education level is at least a bachelor's degree: 40.0%
- Annual household income of $60,000 or more: 39.9%
- 35-54 years old: 39.7%
- Female: 36.2%
- No one in household has physical disability: 35.8%
- Lives in large city or suburban area: 35.7%
- Overall: 34.7%
- White: 34.5%
- Lives in rural area: 34.3%
- Resides in the Central Region: 33.9%
- Lives in small city or town: 33.6%
- Annual household income under $60,000: 33.5%
- Male: 33.2%
- Resides in the Eastern Region: 32.7%
- Education level less than a bachelor's degree: 31.4%
- Does not have any children under 18 in household: 29.7%
- Non-white: 29.5%
- Member of household has physical disability: 27.6%
- 55 years old or older: 22.1%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who participated in walking outdoors in Iowa over the past 2 years:

18-34 years old
Education level is at least a bachelor's degree
Female
Lives in small city or town
Annual household income of $60,000 or more
Has at least one child under 18 in household
No one in household has physical disability
Resides in the Central Region
Lives in large city or suburban area
Annual household income under $60,000
35-54 years old
White
Overall
Resides in the Eastern Region
Does not have any children under 18 in household
Resides in the Western Region
Non-white
Education level less than a bachelor's degree
Male
55 years old or older
Lives in rural area
Member of household has physical disability

An explanation of how to interpret these graphs is on page 5.
LEVEL OF ACTIVITY
➢ Asked to describe their level of activity from a continuum from very physically active to not at all physically active, Iowa residents most commonly say that they are somewhat physically active (52%). Meanwhile, a quarter (25%) say that they are very physically active, while 20% say that their activity level is below somewhat physically active.
• Trends are shown.
• Residents of the Central Region have the highest percentage being in the lower activity bracket (below somewhat physically active).
Q464. How would you describe your personal level of physical activity?

- Very physically active: 25, 77%
- Somewhat physically active: 52
- A little physically active: 16, 20%
- Not at all physically active: 4
- Do not know: 1
- Refused: 2
Q464. How would you describe your personal level of physical activity?

<table>
<thead>
<tr>
<th>Physical Activity Level</th>
<th>Percent 2012</th>
<th>Percent 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very physically active</td>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td>Somewhat physically active</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>A little physically active</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Not at all physically active</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Q464. How would you describe your personal level of physical activity?

- Very physically active
- Somewhat physically active
- A little physically active
- Not at all physically active
- Do not know
- Refused

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
AVAILABILITY OF, SATISFACTION WITH, AND CONSTRAINTS TO PARTICIPATING IN OUTDOOR RECREATION

➢ Iowa residents were asked to name the two activities in which they participated the most in the past 2 years (these results were previously shown in the section, “Overall Participation”). They were then asked a series of questions about each of these two activities: their satisfaction, their ratings of availability, their ratings of the state’s efforts to provide opportunities, their perceptions on the quality trend over the past 5 years, and any constraints to participating in each activity. The section starts with satisfaction ratings.

SATISFACTION

➢ For each of the two top activities, respondents were asked to rate their satisfaction with their experiences participating in it in Iowa over the past 2 years.

- Overall, looking at all activities together, satisfaction is high: 91% of all ratings were in the very or somewhat satisfied responses. The regions do not markedly differ.
- For each activity that had sufficient sample size, a tabulation shows satisfaction ratings. The highest dissatisfaction is for ATVing, horseback riding, and shooting activities.
Q353/Q362. In general, are you satisfied or dissatisfied with your Iowa [ACTIVITY] experiences in the past 2 years?

- Very satisfied: 59 (91%)
- Somewhat satisfied: 32 (5%)
- Neither satisfied nor dissatisfied: 3 (5%)
- Somewhat dissatisfied: 4 (5%)
- Very dissatisfied: 1 (1%)
- Don't know: 1 (1%)

Multiple Responses Allowed
Q353/Q362. In general, are you satisfied or dissatisfied with your Iowa [ACTIVITY] experiences in the past 2 years?

- Very satisfied: 58 (Eastern), 62 (Central), 54 (Western)
- Somewhat satisfied: 34 (Eastern), 35 (Central), 29 (Western)
- Neither satisfied nor dissatisfied: 3 (Eastern), 4 (Central), 3 (Western)
- Somewhat dissatisfied: 4 (Eastern), 4 (Central), 3 (Western)
- Very dissatisfied: 1 (Eastern), 1 (Central), 2 (Western)
- Don't know: 1 (Eastern), 1 (Central), 1 (Western)

Multiple Responses Allowed

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATVing</td>
<td>23</td>
<td>46</td>
<td>0</td>
<td>19</td>
<td>12</td>
<td>0</td>
<td>21</td>
</tr>
<tr>
<td>Baseball</td>
<td>58</td>
<td>42</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>Basketball</td>
<td>63</td>
<td>14</td>
<td>12</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Bicycling: other than mountain biking</td>
<td>52</td>
<td>40</td>
<td>3</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>76</td>
</tr>
<tr>
<td>Birding</td>
<td>62</td>
<td>25</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>24</td>
</tr>
<tr>
<td>Boating: Canoeing or kayaking</td>
<td>58</td>
<td>36</td>
<td>0</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>Boating: motorboating</td>
<td>71</td>
<td>29</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>26</td>
</tr>
<tr>
<td>Camping in a tent</td>
<td>70</td>
<td>30</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Camping in an RV</td>
<td>64</td>
<td>31</td>
<td>1</td>
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AVAILABILITY OF RECREATION

➢ Residents rated the availability of opportunities for their top two activities in which they participated in Iowa, using an excellent-good-fair-poor scale.
  • Overall, 80% of all ratings of the availability of activities were in the excellent or good responses.
  • For each activity that had sufficient sample size, a tabulation shows ratings of the availability of opportunities for the activity. The most negative ratings are for ATVing, horseback riding, and shooting handguns.

➢ Residents also rated the state’s efforts to provide opportunities for their top two activities in which they participated in Iowa, again using an excellent-good-fair-poor scale.
  • Overall, for all activities together, ratings are positive: 73% of all ratings are in the excellent or good responses.
  • For each activity that had sufficient sample size, a tabulation shows ratings of the state’s efforts at providing opportunities for the activity. The most negative ratings of the state’s efforts are for ATVing, horseback riding, swimming in natural waters, and shooting handguns.

➢ Finally in this section, residents were asked if Iowa has too many, about the right amount, or too few outdoor recreational opportunities available to residents. The large majority say that Iowa has about the right amount (64%). Nonetheless, more than a quarter (26%) say that Iowa has too few outdoor recreational opportunities available to residents.
  • In the regional analysis, Central Region residents had a lower percentage, relative to the other regions, saying that they had too few outdoor recreation opportunities available (21%, compared to 29% and 27% in the Eastern and Western Regions).
Q352/Q361. In general, how would you rate the availability of [ACTIVITY] opportunities in Iowa?

- Excellent: 41
- Good: 39
- Fair: 15
- Poor: 4
- Don’t know: 1

Percent (n=945)

Multiple Responses Allowed
Q352/Q361. In general, how would you rate the availability of [ACTIVITY] opportunities in Iowa?

Multiple Responses Allowed

- Excellent: 37 (46 in Eastern), 37 (38 in Central), 41 (37 in Western)
- Good: 37 (41 in Eastern), 37 (38 in Central), 38 (37 in Western)
- Fair: 19 (16 in Eastern), 12 (19 in Central), 16 (19 in Western)
- Poor: 4 (5 in Eastern), 3 (3 in Central), 5 (4 in Western)
- Don't know: 2

Percentages:
- Excellent: 78%
- Good: 83%
- Fair: 21%
- Poor: 16% *

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Legend:
- ■ Eastern (n=321)
- □ Central (n=311)
- ▣ Western (n=313)
### Ratings of the Availability of Opportunities for Each Activity

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<thead>
<tr>
<th>Activity</th>
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<th>Fair</th>
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Q354/Q363. In general, how would you rate the state's efforts to provide [ACTIVITY] opportunities?

Excellent: 33
Good: 39
Fair: 16
Poor: 6
Don't know: 6

Percent (n=945)

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
Q354/Q363. In general, how would you rate the state's efforts to provide [ACTIVITY] opportunities?

Multiple Responses Allowed

- Excellent
- Good
- Fair
- Poor
- Don't know

Percent

Eastern (n=321)
Central (n=311)
Western (n=313)
## Ratings of the State’s Efforts to Provide Opportunities for Each Activity

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<th>Activity</th>
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Q478. Would you say there are too many, about the right amount, or too few outdoor recreational opportunities available to Iowa residents?

- Too many: 2
- About the right amount: 64
- Too few: 26
- Do not know: 9

(Percent n=576)
Q478. Would you say there are too many, about the right amount, or too few outdoor recreational opportunities available to Iowa residents?

- Too many: Eastern (2), Central (1), Western (1)
- About the right amount: Eastern (61), Central (68), Western (63)
- Too few: Eastern (29), Central (21), Western (27)
- Do not know: Eastern (8), Central (9), Western (9)
QUALITY TREND IN PAST 5 YEARS
➢ Regarding Iowans’ top two activities in which they participated, the survey asked them to say whether they think the quality of the activity has improved, remained the same, or declined over the past 5 years.

- Overall, for all activities together, the perception is that quality is positive. Although the most common response was “remained the same” at 43%, the percent of ratings in the “improved” response was close, at 42%.

- For each activity that had sufficient sample size, a tabulation shows the perceived trend in quality of the activity.
  - The most improvement is for bicycling other than mountain biking, basketball, soccer, using trails for physical fitness, walking, birding, and swimming in public outdoor pools—each with a majority of participants saying that the quality has improved.
  - The greatest perceived declines are for hunting, fishing in streams or rivers, observing or photographing wildlife near home, ATVing, canoeing or kayaking, and handgun shooting—each with 20% or more saying the quality has declined.
Q355/Q364. In the last 5 years, do you think the quality of [ACTIVITY] in Iowa has improved, remained the same, or declined?

- Improved: 42
- Remained the same: 43
- Declined: 10
- Don't know: 5

Multiple Responses Allowed

Percent (n=945)
Q355/Q364. In the last 5 years, do you think the quality of [ACTIVITY] in Iowa has improved, remained the same, or declined?

Multiple Responses Allowed

- Improved
  - Eastern (n=321): 39%
  - Central (n=311): 46%
  - Western (n=313): 41%

- Remained the same
  - Eastern (n=321): 39%
  - Central (n=311): 39%
  - Western (n=313): 42%

- Declined
  - Eastern (n=321): 11%
  - Central (n=311): 8%
  - Western (n=313): 11%

- Don't know
  - Eastern (n=321): 4%
  - Central (n=311): 7%
  - Western (n=313): 6%
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<th>Declined</th>
<th>Don't know</th>
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</table>
CONSTRAINTS TO PARTICIPATION

➢ The survey asked residents, regarding the top two activities in which they had participated, if anything had taken away from the quality of their experiences or had caused them not to go as much as they had wanted.

- Overall, the weather was the most commonly given constraint (19%), followed by not enough opportunities for the activity (7%), not enough time (also 7%), health/age (6%), and crowding (4%). All other constraints were at less than 4%; the graph shows the full listing.
- Regional results are shown.
- A tabulation is included of the constraints for each activity that had sufficient sample size to be shown. The tabulation is limited to the top ten constraints overall.
Q358/Q367. While you were participating in [ACTIVITY] in Iowa during the past 2 years, did anything take away from the quality of your experience or cause you not to go as much as you would like?

Combined results of two questions that were asked regarding respondent's top two activities.

- Weather: 19
- Not enough opportunities for the activity: 7
- Not enough time: 7
- Health / age: 6
- Too crowded: 4
- Disrepair / bad quality of facilities: 3
- Poor behavior of others: 3
- Bad water or air quality / pollution / litter: 3
- Insects: 2
- Distance / travel time: 2
- Cost to participate: 1
- Lack of game or fish / lack of good habitat: 1
- Safety / security: 1
- Gas prices: 1
- Lack of or unclean restrooms: 1
- Cost of equipment / start-up costs: 1
- High water / flooding: 1
- Nuisance animals other than insects: 1
- Invasive species: Less than 0.5
- Hard to find information about where to go: Less than 0.5
- No one to go with: Less than 0.5
- Other: 5
- No; nothing: 61

Percent (n=1011)
Q358/Q367. While you were participating in [ACTIVITY] in Iowa during the past 2 years, did anything take away from the quality of your experience or cause you not to go as much as you would like? (Part 1)

Combined results of two questions that were asked regarding respondent’s top two activities.
Q358/Q367. While you were participating in [ACTIVITY] in Iowa during the past 2 years, did anything take away from the quality of your experience or cause you not to go as much as you would like? (Part 2)

Combined results of two questions that were asked regarding respondent's top two activities.

- Cost to participate
- Lack of game or fish / lack of good habitat
- Safety / security
- Gas prices
- Lack of or unclean restrooms
- Cost of equipment / start-up costs
- High water / flooding
- Nuisance animals other than insects
- Invasive species
- Hard to find information about where to go
- No one to go with
- Other
- No; nothing

Eastern (n=344)
Central (n=335)
Western (n=332)
## Constraints That Prevented Participation or That Took Away From the Quality of Experiences

<table>
<thead>
<tr>
<th>Activity</th>
<th>Weather</th>
<th>Not enough opportunities for the activity</th>
<th>Not enough time</th>
<th>Health / age</th>
<th>Too crowded</th>
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<td>2</td>
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<td>1</td>
<td>52</td>
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</table>

May sum to more than 100% because multiple reasons may be given. Conversely, may not sum to at least 100% because not all reasons shown, nor is “don’t know” shown.
The survey then asked residents to name up to two activities in which they are most interested but in which they had not participated over the past 2 years in Iowa. (This is another measure of latent demand—see the tabulation in the section, “Overall Participation,” for a different analysis of latent demand.) The top named activities in this line of questioning are canoeing/kayaking (6%), horseback riding (5%), and then several activities at 3%: hiking, tent camping, bicycling, hunting, golf, archery, and tennis.

Respondents were then asked, in an open-ended question, for the main reasons that they had not participated within the past 2 years in the activity that they had named in the setup question. The most common reasons are lack of time (39%), more distantly followed by not enough opportunities for the activity (19%), cost of equipment/start-up costs (18%), and health/age (13%). A second tier of reasons between 4% and 7% include difficulty finding information about where to go, cost to participate, and lack of companions, among other reasons.

A tabulation shows the reasons for each activity that was named by the respondents. In the wording of the survey, the question referred to the specific activity that the respondent had named in the setup question. The tabulation’s constraints are limited to all constraints that were at 2.0% or higher in the graph of overall results, and excluded from the constraints are “Did not have interest in participating in the past 2 years” and “Lack of interest / laziness / just didn’t get to it.” The activities are limited to those with sufficient sample sizes to be shown.
Activities that residents were most interested in but had not participated in within the past 2 years. (Respondents could name up to two activities.)

<table>
<thead>
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<tr>
<td>Horseback riding</td>
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<tr>
<td>Hiking</td>
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<tr>
<td>Camping in a tent</td>
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<tr>
<td>Bicycling activities apart from mountain biking</td>
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<tr>
<td>Hunting</td>
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<tr>
<td>Golf</td>
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<tr>
<td>Target shooting with a bow and arrow</td>
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<tr>
<td>Tennis</td>
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<tr>
<td>Mountain biking</td>
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<tr>
<td>Walking</td>
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<td>Fishing from a boat</td>
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<td>ATVing</td>
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<td>Stream or river fishing</td>
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<td>Snowmobiling</td>
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<tr>
<td>Motorboating</td>
<td>2</td>
</tr>
<tr>
<td>Outdoor or wildlife photography</td>
<td>2</td>
</tr>
<tr>
<td>Point-to-point water trail recreation</td>
<td>2</td>
</tr>
<tr>
<td>Natural resource or environmental program</td>
<td>1</td>
</tr>
<tr>
<td>Lake fishing</td>
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</tr>
<tr>
<td>Trout stream fishing</td>
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<tr>
<td>Camping in an RV</td>
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</tr>
<tr>
<td>Soccer</td>
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<tr>
<td>Target handgun shooting</td>
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<td>Swimming in natural waters</td>
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<td>Softball</td>
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<tr>
<td>Fishing from the shore</td>
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<tr>
<td>Target rifle shooting</td>
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<tr>
<td>Using trails for physical fitness</td>
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<td>Swimming in public outdoor pools</td>
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<tr>
<td>Driving for pleasure</td>
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<tr>
<td>Pond fishing</td>
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<tr>
<td>Using a personal watercraft or jet ski</td>
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<tr>
<td>Picnicking, BBQing, or cooking out</td>
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<tr>
<td>Using a modern cabin</td>
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</tr>
<tr>
<td>Jogging or running</td>
<td>1</td>
</tr>
<tr>
<td>Do not know / no activities</td>
<td></td>
</tr>
</tbody>
</table>

Percent (n=591)
Activities that residents were most interested in but had not participated in within the past 2 years. (Respondents could name up to two activities.) (Part 1)

Canoeing or kayaking
Horseback riding
Hiking
Camping in a tent
Bicycling activities apart from mountain biking
Hunting
Golf
Target shooting with a bow and arrow
Tennis
Mountain biking
Walking
Fishing from a boat
ATVing
Stream or river fishing
Snowmobiling
Motorboating
Outdoor or wildlife photography
Point-to-point water trail recreation

Eastern (n=197)
Central (n=223)
Western (n=171)

Multiple Responses Allowed
Activities that residents were most interested in but had not participated in within the past 2 years. (Respondents could name up to two activities.) (Part 2)

- Natural resource or environmental program
- Lake fishing
- Trout stream fishing
- Camping in an RV
- Soccer
- Target handgun shooting
- Swimming in natural waters
- Softball
- Fishing from the shore
- Target rifle shooting
- Using trails for physical fitness
- Swimming in public outdoor pools
- Driving for pleasure
- Pond fishing
- Using a personal watercraft or jet ski
- Picnicking, BBQing, or cooking out
- Using a modern cabin
- Jogging or running
- Do not know / no activities

Multiple Responses Allowed

Eastern (n=197)
Central (n=223)
Western (n=171)
Q375/Q380. What are the main reasons you did not participate in [ACTIVITY] in the past 2 years? (Asked of those who were interested in participating in an activity but had not participated in the past 2 years.)

- Not enough time: 39
- Not enough opportunities for the activity: 19
- Cost of equipment / start-up costs: 18
- Health / age: 13
- Hard to find information about where to go: 7
- Did not have interest in participating in the past 2 years: 6
- Cost to participate: 5
- No one to go with: 4
- Lack of interest / laziness / just didn't get to it: 4
- Weather: 4
- Distance / travel time: 4
- Bad water or air quality / pollution / litter: 2
- Gas prices: 2
- Nobody to go with: 2
- Disrepair / bad quality of facilities: 1
- Lack of game or fish / lack of good habitat: 1
- Just moved into state: Less than 0.5
- Insects / ticks: Less than 0.5

Combined results of two questions that were asked regarding respondent's top two activities.
Q375/Q380. What are the main reasons you did not participate in [ACTIVITY] in the past 2 years? (Asked of those who were interested in participating in an activity but had not participated in the past 2 years.)

- Not enough time
- Not enough opportunities for the activity
- Cost of equipment / start-up costs
- Health / age
- Hard to find information about where to go
- Did not have interest in participating in the past 2 years
- Cost to participate
- No one to go with
- Lack of interest / laziness / just didn’t get to it
- Weather
- Distance / travel time
- Bad water or air quality / pollution / litter
- Gas prices
- Nobody to go with
- Disrepair / bad quality of facilities
- Lack of game or fish / lack of good habitat
- Just moved into state
- Insects / ticks

Combined results of two questions that were asked regarding respondent's top two activities.
### Reasons for Not Participating in Activities of Interest

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not enough time</th>
<th>Not enough opportunities</th>
<th>Cost of equipment/start-up costs</th>
<th>Health / age</th>
<th>Hard to find information about where to go</th>
<th>Cost to participate</th>
<th>No one to go with</th>
<th>Weather</th>
<th>Distance / travel time</th>
<th>Bad water or air quality / pollution / litter</th>
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</thead>
<tbody>
<tr>
<td>ATVing</td>
<td>4</td>
<td>30</td>
<td>38</td>
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<tr>
<td>Bicycling: other than mountain biking</td>
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<td>Fishing from a boat</td>
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<td>Shooting: target handgun shooting</td>
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<td>Shooting: target rifle shooting</td>
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<td>Snowmobiling</td>
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<td>Swimming in public outdoor pools</td>
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<td>15</td>
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<td>Using trails for physical fitness</td>
<td>61</td>
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<td>29</td>
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<td>Walking</td>
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<td>0</td>
<td>16</td>
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MOTIVATIONS FOR AND PERCEIVED BENEFITS OF PARTICIPATING IN OUTDOOR RECREATION

MOTIVATIONS FOR PARTICIPATING IN RECREATION

➢ An open-ended question asked Iowa residents to name the most important reasons that they participate in outdoor recreation activities in Iowa. The most commonly named reasons related to having fun/relaxation (47% gave a reason categorized as this), to be close to nature/enjoy scenery (45%), and to be with family (38%)—all at more than a third of residents.

• Regionally, doing so for fun/relaxation is slightly less important to residents of the Central Region than to residents of the other regions; doing so for exercise/to stay in shape is slightly more important to residents of the Eastern Region, compared to residents of the other regions.

➢ One motivation for participating in outdoor recreation is to encourage children to be active. For this reason, the survey asked residents who have children in their household to rate the importance to them personally that their children participate in outdoor activities, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important. The majority of those with children (56%) rated its importance at 10, and virtually all of them (except those who did not know what rating to give and less than 1% who gave a rating of 0) gave a rating of the midpoint or higher. The regions are not markedly different from one another.

• In a similar vein, the survey asked Iowa residents if they agree that their children are participating in outdoor recreation often enough. The majority agree (71%) that their children are doing so; however, more than a fifth (21%) disagree that their children are participating in outdoor recreation often enough.
  o Eastern Region residents have the highest percentage saying that their children are participating enough.

➢ An open-ended question asked residents to say what, if anything, would encourage them to participate in outdoor recreation in Iowa or do so more actively. While the top item, more time, is largely out of the realm of influence of state agencies, the second item is not: more opportunities for activities (13%). Another item that agencies might be able to influence is
more information about activities (6%). No other item was named by more than 3% of residents.

➢ One question delved into activities that residents do that they never initiate on their own, as well as the reasons that they do not initiate those activities on their own. In the first question, 18% of Iowa residents indicate that they participate in activities while never initiating those activities. A follow-up question asked these respondents what might encourage them to be the person who initiates the activity; most commonly, they simply named a facility for that activity. (There were too few respondents in the follow-up question for regional results to be shown.)
Q347. Please tell me the most important reasons you participate in outdoor recreation activities in Iowa.

- For fun / relaxation: 47%
- To be close to nature / enjoy scenery: 45%
- To be with family: 38%
- To stay in shape / exercise: 29%
- To be with friends: 18%
- For my mental well being: 15%
- For the challenge: 5%
- Other: 3%
- Do not know: 3%

Multiple Responses Allowed
Q347. Please tell me the most important reasons you participate in outdoor recreation activities in Iowa.

Multiple Responses Allowed

- For fun / relaxation: 52% (Eastern), 41% (Central), 48% (Western)
- To be close to nature / enjoy scenery: 43% (Eastern), 47% (Central), 48% (Western)
- To be with family: 37% (Eastern), 39% (Central), 38% (Western)
- To stay in shape / exercise: 32% (Eastern), 25% (Central), 28% (Western)
- To be with friends: 15% (Eastern), 19% (Central), 19% (Western)
- For my mental well being: 15% (Eastern), 14% (Central), 17% (Western)
- For the challenge: 7% (Eastern), 5% (Central), 3% (Western)
- Other: 3% (Eastern), 3% (Central), 5% (Western)
- Do not know: 3% (Eastern), 3% (Central), 3% (Western)

Percent
Q466. How important is it to you personally that your children participate in outdoor activities, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important? (Asked of those with children in their household.)

Percent

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>56</td>
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<tr>
<td>9</td>
<td>11</td>
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</tr>
<tr>
<td>Don't know</td>
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</tbody>
</table>
Q466. How important is it to you personally that your children participate in outdoor activities on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important? (Asked of those with children in their household.)
Strongly agree: 43 (71% *)
Moderately agree: 27 (21% *)
Neither agree nor disagree: 4
Moderately disagree: 14
Strongly disagree: 6
Do not know: 5

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
Q469. Do you agree or disagree that your children are participating in outdoor activities often enough? (Asked of those with children in their household.)

- Strongly agree: 50% (Eastern 35%, Central 27%, Western 26%)
- Moderately agree: 30% (Eastern 27%, Central 30%, Western 26%)
- Neither agree nor disagree: 26% (Eastern 13%, Central 16%, Western 15%)
- Moderately disagree: 16% (Eastern 13%, Central 16%, Western 15%)
- Strongly disagree: 15% (Eastern 6%, Central 5%, Western 8%)
- Do not know: 4% (Eastern 2%, Central 9%, Western 4%)

Percent
Q385. What, if anything, would encourage you to participate or to participate more actively in outdoor recreation activities in Iowa?

- More free time: 23%
- More opportunities for activities: 13%
- Injury recovery / better health: 9%
- More information about activities: 6%
- Someone to participate with: 3%
- Better weather: 3%
- Closer proximity to areas / facilities to participate: 2%
- Lower participation costs: 2%
- Lower equipment / start-up costs: 1%
- Lower gas prices: 1%
- ADA access: 1%
- Cleaner water / better air quality: 1%
- Safer places: 1%
- Better upkeep / quality of facilities: 1%
- Other: 4%
- Nothing: 29%
- No answer / do not know: 10%
Q385. What, if anything, would encourage you to participate or to participate more actively in outdoor recreation activities in Iowa?

- More free time
- More opportunities for activities
- Injury recovery / better health
- More information about activities
- Someone to participate with
- Better weather
- Closer proximity to areas / facilities to participate
- Lower participation costs
- Lower equipment / start-up costs
- Lower gas prices
- ADA access
- Cleaner water / better air quality
- Safer places
- Better upkeep / quality of facilities
- Other
- Nothing
- No answer / do not know

Multiple Responses Allowed

- Eastern (n=181)
- Central (n=222)
- Western (n=182)
Q394. Are there any activities that you do that others initiate but that you never initiate on your own?

Yes 18
No 79
Do not know 2

Percent (n=601)
Q394. Are there any activities that you do that others initiate but that you never initiate on your own?

Yes | No | Do not know
--- | --- | ---
19 | 79 | 1
18 | 79 | 4
17 | 80 | 3

Eastern (n=194)  
Central (n=224)  
Western (n=183)
Q396. What would encourage you to be the person who initiates the activity? (Asked of those who indicated that there are activities that they do that others initiate but that they never initiate on their own.)

- No answer / do not know: 43%
- Named an activity or a facility for an activity: 27%
- Other: 22%
- Having someone to take: 6%
- More information: 1%

Percent (n=26)
BENEFITS OF PARTICIPATING IN RECREATION
➢ Nine questions asked Iowa residents to rate the importance of various potential benefits associated with park and recreation areas and activities to them personally. The most important perceived benefits statewide are ecological: cleaner air and water (87% rate this as a very important benefit) and the protection of natural resources (83%). Right below this are positive family values (77%), healthy childhood development (75%), and a sense of peace and stress relief (also 75% rating it very important).
• Regional graphs are shown, as well, with little marked differences among the regions.
Q399-Q407. Percent of respondents who indicated that each of the following is a benefit associated with park or recreation areas and activities for them personally. (Residents overall.)

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not at all important</th>
<th>Do not know</th>
</tr>
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<tbody>
<tr>
<td>Q407. Cleaner air and water</td>
<td>87</td>
<td>9</td>
<td>22</td>
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<td>Q406. Protecting natural resources</td>
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<tr>
<td>Q402. Positive family activities</td>
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<td>Q403. Healthy childhood development</td>
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<td>2</td>
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<td>Q401. A sense of peace and stress relief</td>
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<td>Q404. Preserving open space</td>
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<td>Q399. Health and fitness</td>
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<td>Q405. The healing powers of the outdoors</td>
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<td>Q400. Connecting with nature</td>
<td>59</td>
<td>33</td>
<td>6</td>
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</tbody>
</table>
Q399-Q407. Percent of respondents who indicated that each of the following is a very important benefit of park or recreation areas and activities for them personally.

- Q407. Cleaner air and water
- Q406. Protecting natural resources
- Q402. Positive family activities
- Q403. Healthy childhood development
- Q401. A sense of peace and stress relief
- Q404. Preserving open space
- Q399. Health and fitness
- Q405. The healing powers of the outdoors
- Q400. Connecting with nature

Percentages for different regions:
- Eastern (190≤n≤222)
- Central (225≤n≤245)
- Western (184≤n≤200)
Q399-Q407. Percent of respondents who indicated that each of the following is a very important or somewhat important benefit of park or recreation areas and activities for them personally.

- Q406. Protecting natural resources: 98%
- Q407. Cleaner air and water: 95%
- Q404. Preserving open space: 97%
- Q402. Positive family activities: 95%
- Q399. Health and fitness: 97%
- Q401. A sense of peace and stress relief: 95%
- Q400. Connecting with nature: 93%
- Q403. Healthy childhood development: 94%
- Q405. The healing powers of the outdoors: 88%
Q399-Q407. Percent of respondents who indicated that each of the following is a not at all important benefit of park or recreation areas and activities for them personally.
KNOWLEDGE OF RECREATION LOCATIONS AND INFORMATION SOURCES ABOUT OUTDOOR RECREATION

➢ The overwhelming majority of Iowa residents (90%) say that, in general, they know where recreational facilities in Iowa are located.
  • A trend graph is shown.
  • There is little difference regionally.

➢ When asked for the best ways to provide them with information about outdoor recreation in Iowa, residents most commonly prefer the Internet (30% say this is the best way), e-mail (29%), and direct mail (25%).
  • A trend graph is shown.
  • The Internet is named by Eastern Region residents more often than by residents of the other regions; conversely, direct mail is more preferred by Western and Central Region residents than it is by Eastern Region residents.
Q393. In general, do you know where recreational facilities are located in Iowa?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>90</td>
</tr>
<tr>
<td>No</td>
<td>9</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
</tr>
</tbody>
</table>

(Percent (n=576))
Q393. In general, do you know where recreational facilities are located in Iowa?

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>88</td>
<td>90</td>
</tr>
<tr>
<td>No</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Percent
Q393. In general, do you know where recreational facilities are located in Iowa?

- Yes: 93%
- No: 11%
- Don't know: 6%

Eastern (n=184)
Central (n=222)
Western (n=170)
Q481. What is the best way to provide you with information about outdoor recreation in Iowa? We are not sending information at this time; we are just measuring interest.
Q481. What is the best way to provide you with information about outdoor recreation in Iowa?

![Bar chart showing data for 2012 and 2018. The chart shows the percentage of people who prefer different methods of receiving information. Direct mail has the highest percentage in both years, followed by the internet, email, TV, newspaper, brochures or pamphlets, magazines, radio, and educational programs or activities. The percentages are as follows:

- Direct mail: 40% (2012), 30% (2018)
- Internet: 25% (2012), 19% (2018)
- E-mail: 29% (2012), 17% (2018)
- TV: 14% (2012), 10% (2018)
- Newspaper: 13% (2012), 10% (2018)
- Brochures or pamphlets: 6% (2012), 7% (2018)
- Magazines: 5% (2012), 6% (2018)
- Radio: 2% (2012), 1% (2018)
- Educational programs or activities: 1% (2012), 0% (2018)]
Q481. What is the best way to provide you with information about outdoor recreation in Iowa? We are not sending information at this time; we are just measuring interest.

- Internet: 33
- E-mail: 30
- Direct mail: 29
- TV: 30
- Newspaper: 27
- Brochures or pamphlets: 25
- Magazines: 19
- Radio: 12
- Public lectures: 11
- Phone app: 10
- Educational program or activity: 6
- Other: 5
- No answer / do not know: 4

Multiple Responses Allowed

Percent
FACILITIES RESIDENTS WOULD LIKE TO ADD

When asked if there are any recreational facilities or areas that they would like to see added to their area, 36% of Iowa residents respond that there are. Central Region residents have a lower percentage, compared to the other regions, saying that there are facilities/areas that they want to see added, but only slightly.

- In follow-up, the most commonly named of these facilities or areas are paved bike paths, camping areas, other trails (other than paved bike, horse, ATV, or ADA-accessible trails), ATV trails, shooting ranges, and dog parks—all at more than 5% of those who received the question.
  - Among the regional results, camping areas are not as important to Eastern Region residents than to residents of the other regions; conversely, ATV trails are more important to Eastern Region residents than to residents of the other regions. These are not the only differences, but they are notable differences in the most commonly named facilities/areas that residents would like to see added.
Q387. Are there any outdoor recreational facilities or areas you would like to see added in your area?

- Yes: 36%
- No: 62%
- Do not know: 2%

(Percent n=1011)
Q387. Are there any outdoor recreational facilities or areas you would like to see added in your area?

Yes

No

Do not know

Eastern (n=344)
Central (n=335)
Western (n=332)
Q390. What types of outdoor recreational facilities or areas you would like to see added in your area? (Asked of those who indicated that there are outdoor recreational facilities or areas that they would like to see added in their area.)

- Paved bike trails: 5
- Camping areas: 8
- Other trails (other than paved bike, horse, ATV, ADA trails): 8
- Trails with ATV access: 8
- Shooting ranges: 7
- Areas to exercise dogs / dog parks: 6
- Playgrounds: 5
- Access points to waterbodies: 5
- Trails accessible to people with disabilities: 4
- Sports fields: 4
- Picnic areas: 4
- Fishing piers: 4
- Places to hunt: 3
- Pools: 3
- More parks in general: 2
- Horse trails: 2
- Water parks / splash parks: 2
- Disc golf / frisbee golf: 2
- Tennis courts: 2
- Fishing areas and facilities other than piers: 2
- Hunting areas: 1
- Skate parks: 1
- Archery ranges: 1
- Restrooms: 1
- Other: 19
- No answer / do not know: 3

Percent (n=356)
Q390. What types of outdoor recreational facilities or areas you would like to see added in your area? (Asked of those who indicated that there are outdoor recreational facilities or areas that they would like to see added in their area.)

(Part 1)

Multiple Responses Allowed
Q390. What types of outdoor recreational facilities or areas you would like to see added in your area? (Asked of those who indicated that there are outdoor recreational facilities or areas that they would like to see added in their area.)

(Part 2)

Multiple Responses Allowed

- Places to hunt
- Pools
- More parks in general
- Horse trails
- Water parks / splash parks
- Disc golf / frisbee golf
- Tennis courts
- Fishing areas and facilities other than piers
- Hunting areas
- Skate parks
- Archery ranges
- Restrooms
- Other
- No answer / do not know

Eastern (n=129)
Central (n=108)
Western (n=119)
AGENCY PRIORITIES

➢ The survey asked about the priority that should be given to five agency actions. For four of them, the results are similar, with just under half (45% to 48%) saying each should be a high priority, and between 84% and 87% saying each should be a high or medium priority: increased access for natural water-based recreation, acquiring open space, building park and recreation facilities, and acquiring natural areas for outdoor recreation. The last of the five, acquiring wetland areas, is markedly lower but still with a majority saying it is a high or medium priority.

• A trend graph is shown.

• Regional graphs are shown. Increasing access for natural water-based recreation is particularly important to Western Region residents, as shown in the graph of high priorities; otherwise, the regions are quite similar in their perceived priorities.

• Demographic characteristic graphs are shown for those who think each of agency actions should be a high priority and for those who think each of the agency actions should be a low priority.
Note: sum of high and medium priority indicated below each bar.

**Q473-Q477. Percent of respondents who think each of the following should be at the given priority level for recreation in Iowa.**
*(Residents overall.)*

<table>
<thead>
<tr>
<th>Question</th>
<th>High Priority</th>
<th>Medium Priority</th>
<th>Low Priority</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q473. Increasing access for natural water-based recreation opportunities, such as swimming, boating, fishing, and wildlife viewing</td>
<td>48</td>
<td>39</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Q476. Acquiring open space, such as greenbelts and buffers to urban development, for outdoor recreation activities</td>
<td>47</td>
<td>37</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Q477. Building park and recreation facilities, such as playgrounds and ballfields for activities like basketball, soccer, football, and baseball</td>
<td>46</td>
<td>39</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Q474. Acquiring natural areas for outdoor recreation activities, that is, areas that have few manmade features</td>
<td>45</td>
<td>42</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Q475. Acquiring wetland areas</td>
<td>37</td>
<td>38</td>
<td>19</td>
<td>7</td>
</tr>
</tbody>
</table>

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
Q473-477. Percent of respondents who said that each of the following should be a high priority for natural resources agencies and organizations in Iowa:

- Building park and recreation facilities, such as playgrounds and ballfields for activities like basketball, soccer, football, and baseball: 53% in 2012, 46% in 2018
- Acquiring open space, such as greenbelts and buffers to urban development, for outdoor recreation activities: 50% in 2012, 47% in 2018
- Acquiring natural areas for outdoor recreation activities, that is, areas that have few manmade features: 48% in 2012, 45% in 2018
- Increasing access for natural water-based recreation opportunities, such as swimming, boating, fishing, and wildlife viewing: 47% in 2012, 48% in 2018
- Acquiring wetland areas: 36% in 2012, 37% in 2018
Q473-Q477. Percent of respondents who think each of the following should be a high priority for recreation in Iowa.

Q473. Increasing access for natural water-based recreation opportunities, such as swimming, boating, fishing, and wildlife viewing

Q476. Acquiring open space, such as greenbelts and buffers to urban development, for outdoor recreation activities

Q477. Building park and recreation facilities, such as playgrounds and ballfields for activities like basketball, soccer, football, and baseball

Q474. Acquiring natural areas for outdoor recreation activities, that is, areas that have few manmade features

Q475. Acquiring wetland areas

Eastern (n=194)  
Central (n=224)  
Western (n=183)
Q473-Q477. Percent of respondents who think each of the following should be a high priority or medium priority for recreation in Iowa.

Q473. Increasing access for natural water-based recreation opportunities, such as swimming, boating, fishing, and wildlife viewing

Q474. Acquiring natural areas for outdoor recreation activities, that is, areas that have few manmade features

Q475. Acquiring wetland areas

Q476. Acquiring open space, such as greenbelts and buffers to urban development, for outdoor recreation activities

Q477. Building park and recreation facilities, such as playgrounds and ballfields for activities like basketball, soccer, football, and baseball
Q473-Q477. Percent of respondents who think each of the following should be a low priority for recreation in Iowa.

Q475. Acquiring wetland areas

Q476. Acquiring open space, such as greenbelts and buffers to urban development, for outdoor recreation activities

Q474. Acquiring natural areas for outdoor recreation activities, that is, areas that have few manmade features

Q473. Increasing access for natural water-based recreation opportunities, such as swimming, boating, fishing, and wildlife viewing

Eastern (n=194)
Central (n=224)
Western (n=183)
Percent of the following groups who think that increasing access for natural water-based recreation should be a high priority for natural resource and outdoor recreation agencies:

- Resides in the Western Region
- Annual household income under $60,000
- Lives in small city or town
- 18-34 years old
- Education level less than a bachelor’s degree
- Annual household income of $60,000 or more
- White
- Male
- Has at least one child under 18 in household
- No one in household has physical disability
- 35-54 years old
- Member of household has physical disability
- Resides in the Central Region
- Overall
- Lives in large city or suburban area
- 55 years old or older
- Does not have any children under 18 in household
- Lives in rural area
- Education level is at least a bachelor’s degree
- Female
- Resides in the Eastern Region
- Non-white

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that acquiring open space for outdoor recreation activities should be a high priority for natural resource and outdoor recreation agencies:

- Education level is at least a bachelor's degree: 59.8%
- Annual household income of $60,000 or more: 53.5%
- Lives in small city or town: 51.4%
- Non-white: 51.0%
- 18-34 years old: 50.2%
- Resides in the Central Region: 50.0%
- Annual household income under $60,000: 50.0%
- No one in household has physical disability: 49.7%
- White: 49.6%
- Does not have any children under 18 in household: 49.5%
- Lives in large city or suburban area: 49.4%
- 35-54 years old: 48.8%
- Female: 48.3%
- 55 years old or older: 47.8%
- Overall: 47.2%
- Member of household has physical disability: 46.5%
- Male: 45.9%
- Resides in the Western Region: 45.3%
- Resides in the Eastern Region: 45.3%
- Lives in rural area: 45.0%
- Education level less than a bachelor's degree: 43.9%
- Has at least one child under 18 in household: 41.4%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that building park and recreation facilities should be a high priority for natural resource and outdoor recreation agencies:

- Member of household has physical disability: 55.5%
- 55 years old or older: 50.8%
- Annual household income under $60,000: 50.8%
- Education level less than a bachelor's degree: 50.7%
- Lives in small city or town: 50.3%
- 18-34 years old: 49.1%
- Lives in large city or suburban area: 48.7%
- White: 48.2%
- Resides in the Western Region: 47.7%
- Female: 46.0%
- Does not have any children under 18 in household: 46.0%
- Annual household income of $60,000 or more: 45.7%
- No one in household has physical disability: 45.7%
- Overall: 45.5%
- Resides in the Eastern Region: 45.1%
- Resides in the Central Region: 45.0%
- Male: 44.8%
- 35-54 years old: 44.1%
- Has at least one child under 18 in household: 43.9%
- Education level is at least a bachelor's degree: 41.5%
- Lives in rural area: 41.0%
- Non-white: 38.8%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that acquiring natural areas for outdoor recreation activities should be a high priority for natural resource and outdoor recreation agencies:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member of household has physical disability</td>
<td>56.0</td>
</tr>
<tr>
<td>Lives in rural area</td>
<td>53.4</td>
</tr>
<tr>
<td>Annual household income under $60,000</td>
<td>52.4</td>
</tr>
<tr>
<td>Has at least one child under 18 in household</td>
<td>51.3</td>
</tr>
<tr>
<td>18-34 years old</td>
<td>50.4</td>
</tr>
<tr>
<td>Education level less than a bachelor's degree</td>
<td>49.2</td>
</tr>
<tr>
<td>35-54 years old</td>
<td>48.5</td>
</tr>
<tr>
<td>Resides in the Eastern Region</td>
<td>48.3</td>
</tr>
<tr>
<td>White</td>
<td>48.3</td>
</tr>
<tr>
<td>Annual household income of $60,000 or more</td>
<td>46.9</td>
</tr>
<tr>
<td>Lives in small city or town</td>
<td>46.1</td>
</tr>
<tr>
<td>Male</td>
<td>45.6</td>
</tr>
<tr>
<td>Overall</td>
<td>45.0</td>
</tr>
<tr>
<td>No one in household has physical disability</td>
<td>44.8</td>
</tr>
<tr>
<td>Female</td>
<td>44.3</td>
</tr>
<tr>
<td>Resides in the Western Region</td>
<td>43.8</td>
</tr>
<tr>
<td>Education level is at least a bachelor's degree</td>
<td>43.0</td>
</tr>
<tr>
<td>Does not have any children under 18 in household</td>
<td>42.5</td>
</tr>
<tr>
<td>Lives in large city or suburban area</td>
<td>42.4</td>
</tr>
<tr>
<td>Resides in the Central Region</td>
<td>42.3</td>
</tr>
<tr>
<td>55 years old or older</td>
<td>42.3</td>
</tr>
<tr>
<td>Non-white</td>
<td>39.6</td>
</tr>
</tbody>
</table>

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that acquiring wetland areas should be a high priority for natural resource and outdoor recreation agencies:

- Member of household has physical disability: 47.3%
- Non-white: 42.9%
- 55 years old or older: 42.9%
- Lives in small city or town: 40.6%
- Annual household income under $60,000: 40.4%
- Male: 40.3%
- Education level less than a bachelor's degree: 39.2%
- Annual household income of $60,000 or more: 39.1%
- White: 39.0%
- Resides in the Western Region: 38.6%
- Lives in large city or suburban area: 38.0%
- 35-54 years old: 37.8%
- Has at least one child under 18 in household: 36.8%
- Does not have any children under 18 in household: 36.6%
- Overall: 36.6%
- Resides in the Eastern Region: 36.5%
- Education level is at least a bachelor's degree: 36.4%
- No one in household has physical disability: 35.8%
- Resides in the Central Region: 35.7%
- Lives in rural area: 34.3%
- Female: 33.0%
- 18-34 years old: 31.7%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that increasing access for natural water-based recreation should be a low priority for natural resource and outdoor recreation agencies:

- Male: 10.2%
- Non-white: 10.2%
- Lives in rural area: 9.8%
- Lives in large city or suburban area: 9.6%
- 55 years old or older: 8.9%
- Does not have any children under 18 in household: 8.9%
- Resides in the Eastern Region: 8.6%
- Education level less than a bachelor's degree: 8.6%
- Member of household has physical disability: 8.5%
- Resides in the Western Region: 8.4%
- No one in household has physical disability: 8.0%
- White: 7.7%
- Overall: 7.7%
- 18-34 years old: 7.5%
- Education level is at least a bachelor's degree: 7.2%
- Annual household income under $60,000: 7.1%
- 35-54 years old: 6.7%
- Resides in the Central Region: 6.5%
- Annual household income of $60,000 or more: 5.8%
- Lives in small city or town: 5.7%
- Female: 5.5%
- Has at least one child under 18 in household: 4.9%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that acquiring open space for outdoor recreation activities should be a low priority for natural resource and outdoor recreation agencies:

Non-white: 15.3%
Has at least one child under 18 in household: 12.8%
35-54 years old: 12.3%
Member of household has physical disability: 11.9%
Resides in the Western Region: 11.9%
Lives in large city or suburban area: 11.7%
Education level less than a bachelor's degree: 10.3%
Lives in rural area: 9.9%
Annual household income under $60,000: 9.8%
Male: 9.4%
Overall: 9.3%
Female: 9.3%
No one in household has physical disability: 9.2%
Resides in the Central Region: 9.0%
White: 8.8%
55 years old or older: 8.7%
Education level is at least a bachelor's degree: 8.7%
Resides in the Eastern Region: 8.5%
Lives in small city or town: 7.9%
Does not have any children under 18 in household: 7.9%
18-34 years old: 7.4%
Annual household income of $60,000 or more: 6.4%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that building park and recreation facilities should be a low priority for natural resource and outdoor recreation agencies:

- Non-white: 19.5%
- Has at least one child under 18 in household: 15.3%
- Lives in large city or suburban area: 15.3%
- Resides in the Eastern Region: 14.0%
- 35-54 years old: 13.7%
- Member of household has physical disability: 13.6%
- Annual household income under $60,000: 13.2%
- Resides in the Western Region: 13.0%
- Education level is at least a bachelor's degree: 12.7%
- Male: 11.6%
- 18-34 years old: 11.0%
- White: 10.8%
- Female: 9.9%
- No one in household has physical disability: 10.6%
- Education level less than a bachelor's degree: 10.5%
- Annual household income of $60,000 or more: 9.8%
- Lives in small city or town: 9.3%
- 55 years old or older: 9.2%
- Lives in rural area: 8.9%
- Does not have any children under 18 in household: 8.7%
- Resides in the Central Region: 6.3%

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that acquiring natural areas for outdoor recreation activities should be a low priority for natural resource and outdoor recreation agencies:

- Non-white 5.2
- 35-54 years old 9.9
- Lives in large city or suburban area 9.3
- Resides in the Central Region 8.9
- Education level less than a bachelor's degree 8.5
- 55 years old or older 8.5
- Lives in small city or town 8.3
- Does not have any children under 18 in household 8.1
- Male 7.9
- Member of household has physical disability 7.9
- No one in household has physical disability 7.8
- Overall 7.8
- Female 7.7
- White 7.6
- Resides in the Eastern Region 7.3
- Has at least one child under 18 in household 7.2
- Annual household income under $60,000 7.1
- Education level is at least a bachelor’s degree 6.6
- Resides in the Western Region 6.5
- Lives in rural area 6.0
- Annual household income of $60,000 or more 5.7
- 18-34 years old 4.5

An explanation of how to interpret these graphs is on page 5.
Percent of the following groups who think that acquiring wetland areas should be a low priority for natural resource and outdoor recreation agencies:

Has at least one child under 18 in household: 22.5%
35-54 years old: 22.1%
Education level is at least a bachelor's degree: 21.7%
Non-white: 21.0%
Lives in rural area: 20.4%
Female: 19.6%
No one in household has physical disability: 19.2%
Resides in the Eastern Region: 19.0%
Lives in small city or town: 18.6%
Overall: 18.5%
White: 18.3%
Resides in the Central Region: 18.2%
Resides in the Western Region: 18.2%
Lives in large city or suburban area: 17.9%
Annual household income of $60,000 or more: 17.7%
Male: 17.5%
18-34 years old: 17.5%
Education level less than a bachelor's degree: 17.3%
Annual household income under $60,000: 17.0%
Does not have any children under 18 in household: 16.9%
55 years old or older: 16.1%
Member of household has physical disability: 16.0%

An explanation of how to interpret these graphs is on page 5.
FISHING

DESIRED AMENITIES

➢ Residents who participated in fishing or who expressed an interest in fishing were asked questions about desired fishing amenities, travel distance, and fish consumption. Hereinafter in this report, they are referred to as “anglers.” This section discusses anglers’ desired amenities.

➢ The survey asked anglers about a dozen potential amenities at fishing locations. For each, anglers rated its importance on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important.

- In the top tier are three amenities: a location that is safe (8.8 mean rating), parking (7.8), and pedestrian access (7.7).
- Five amenities form a second tier, all with mean ratings from 6.4 to 6.8: picnic areas, bathrooms, ADA-accessible facilities, shade trees near the fishing access, and river access.
  - Regional results are included.
Mean ratings of the importance of having the following available at the location where anglers fish (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).

(Asked of anglers.)

- Q444. A location that is safe: 8.8
- Q414. Parking area: 7.8
- Q411. Pedestrian access: 7.7
- Q432. Picnicking areas with grills, tables, and garbage cans: 6.8
- Q426. Bathrooms: 6.7
- Q438. ADA-accessible facilities: 6.7
- Q423. Shade trees near fishing access: 6.4
- Q420. River access: 6.4
- Q429. Boat access: 5.3
- Q435. Lighting at fishing access: 5.4
- Q417. A location that has a specific type of fish: 5.3
- Q441. Public transportation to the fishing location: 3.8
Mean ratings of the importance of having the following available at the location where anglers fish (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important). (Asked of anglers.)

Q444. A location that is safe
Q414. Parking area
Q411. Pedestrian access
Q432. Picnicking areas with grills, tables, and garbage cans
Q426. Bathrooms
Q438. ADA-accessible facilities
Q423. Shade trees near fishing access
Q420. River access
Q429. Boat access
Q435. Lighting at fishing access
Q417. A location that has a specific type of fish
Q441. Public transportation to the fishing location
TRAVELING TO FISH

➢ For day trips to fish, the majority of anglers in Iowa go no farther than an hour away: the median amount of travel time anglers are willing to go is 60 minutes. In looking at the data another way, at 31 minutes, 29% would not go, while 69% would be willing to go; at 61 minutes, 62% would not go, while 35% would be willing to go.

- Regional results are shown; anglers living in the Eastern Region have a lower mean than do anglers in the other regions.

➢ Just under half of anglers in the survey (44%) indicated that they go on overnight trips.

- In the regional results, anglers living in the Eastern Region have the lowest proportion going on overnight fishing trips (60% of them do not, compared to no more than 54% in the other regions).
- Travel distances (measured in time) that anglers are willing to go for overnight trips are shown; the median is 200 minutes (3 hours, 20 minutes).
  - Regional results are shown; the highest mean is in the Western Region.

- In follow-up, anglers who take overnight fishing trips were asked about going out of state: 69% sometimes travel outside of Iowa on overnight trips, while 78% sometimes take overnight trips in Iowa (many go both in and out of state overnight). The Western Region has the highest percentage of its resident anglers going out of state on overnight fishing trips, while the Central Region has the highest percentage of its resident anglers staying exclusively in-state on overnight fishing trips.
  - Travel distances for overnight, out-of-state fishing trips are shown overall and regionally.
Q447. For a day of fishing, how far, in travel time, are you willing to go, one-way, to go fishing in a good spot? (Asked of those who fished or expressed interest in fishing.)

More than 10 hours: 2
5-10 hours: 2
2-5 hours: 10
61-120 minutes: 21
31-60 minutes: 34
16-30 minutes: 21
0-15 minutes: 7
Don't know: 2

Mean: 99 minutes
Median: 60 minutes

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
Q447. For a day of fishing, how far, in travel time, are you willing to go, one-way, to go fishing in a good spot? (Asked of those who fished or expressed interest in fishing.)

Eastern Mean: 88 minutes
Median: 60 minutes

Central Mean: 108 minutes
Median: 60 minutes

Western Mean: 104 minutes
Median: 60 minutes

- More than 10 hours
- 5-10 hours
- 2-5 hours
- 61-120 minutes
- 31-60 minutes
- 16-30 minutes
- 0-15 minutes
- Don't know
Q450. Do you ever go on overnight trips to fish? (Asked of those who fished or expressed interest in fishing.)

Yes: 44%
No: 55%
Do not know: 1%
Q450. Do you ever go on overnight trips to fish? (Asked of those who fished or expressed interest in fishing.)

For those who fished or expressed interest in fishing:

- **Yes:**
  - Eastern (n=135): 40%
  - Central (n=124): 51%
  - Western (n=153): 60%

- **No:**
  - Eastern (n=135): 43%
  - Central (n=124): 49%
  - Western (n=153): 54%

- **Do not know:**
  - Eastern (n=135): 0%
  - Central (n=124): 0%
  - Western (n=153): 3%

Percentages are based on the number of respondents in each region.
Q454. Do you go fishing in Iowa, out-of-state, or both on typical overnight trips? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips.)

- In Iowa: 30 (78%)
- Both in and out of state: 48 (69%)
- Out of state: 21
- Do not know: 1
Q454. Do you go fishing in Iowa, out-of-state, or both on typical overnight trips? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips.)

- In Iowa: 29% (38 out of 138) went fishing in Iowa.
- Both in and out of state: 44% (51 out of 115) went fishing both in and out of state.
- Out of state: 28% (27 out of 96) went fishing out of state.
- Do not know: 2% (2 out of 90) did not know.

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Eastern (n=55)  
Central (n=54)  
Western (n=79)
Q451. How far in travel time are you willing to go, one-way, to go fishing on an overnight trip? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips.)

- More than 10 hours: 11
- 5-10 hours: 11
- 2-5 hours: 43
- 61-120 minutes: 19
- 31-60 minutes: 7
- 16-30 minutes: 3
- 0-15 minutes: 1
- Don't know: 5

Mean: 4 hours, 50 minutes
Median: 3 hours, 20 minutes
Q451. How far in travel time are you willing to go, one-way, to go fishing on an overnight trip? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips.)

- More than 10 hours:
  - Eastern: 11 (n=55)
  - Central: 6 (n=54)
  - Western: 22 (n=79)
- 5-10 hours:
  - Eastern: 6 (n=55)
  - Central: 8 (n=54)
  - Western: 46 (n=79)
- 2-5 hours:
  - Eastern: 17 (n=55)
  - Central: 22 (n=54)
  - Western: 43 (n=79)
- 61-120 minutes:
  - Eastern: 13 (n=55)
  - Central: 6 (n=54)
  - Western: 17 (n=79)
- 31-60 minutes:
  - Eastern: 7 (n=55)
  - Central: 8 (n=54)
  - Western: 8 (n=79)
- 16-30 minutes:
  - Eastern: 0 (n=55)
  - Central: 0 (n=54)
  - Western: 3 (n=79)
- 0-15 minutes:
  - Eastern: 1 (n=55)
  - Central: 2 (n=54)
  - Western: 8 (n=79)
- Don't know:
  - Eastern: 8 (n=55)
  - Central: 5 (n=54)
  - Western: 22 (n=79)

Eastern:
Mean: 4 hours, 55 minutes
Median: 3 hours, 20 minutes

Central:
Mean: 4 hours, 24 minutes
Median: 3 hours, 20 minutes

Western:
Mean: 5 hours, 15 minutes
Median: 3 hours, 0 minutes
Q455. How far in travel time are you willing to go, one-way, to go fishing on an overnight trip out of state? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips out of state.)

<table>
<thead>
<tr>
<th>Travel Time</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 10 hours</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>5-10 hours</td>
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<td>2-5 hours</td>
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<td></td>
<td>2</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td>7</td>
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</tbody>
</table>

Mean: 9 hours, 5 minutes
Median: 8 hours, 0 minutes
Q455. How far in travel time are you willing to go, one-way, to go fishing on an overnight trip out of state? (Asked of those who fished or expressed interest in fishing and who go on overnight fishing trips out of state.)

<table>
<thead>
<tr>
<th>Travel Time</th>
<th>Eastern (n=40)</th>
<th>Central (n=32)</th>
<th>Western (n=63)</th>
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<tr>
<td>More than 10 hours</td>
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<td>32</td>
</tr>
<tr>
<td>2-5 hours</td>
<td>26</td>
<td>37</td>
<td>22</td>
</tr>
<tr>
<td>61-120 minutes</td>
<td>3</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

Eastern
Mean: 8 hours, 40 minutes
Median: 6 hours, 0 minutes

Central
Mean: 10 hours, 19 minutes
Median: 10 hours, 0 minutes

Western
Mean: 8 hours, 23 minutes
Median: 6 hours, 40 minutes
FISH CONSUMPTION

➢ One question asked anglers to say the percentage of fish that they catch that they keep (speaking only of fish that are legal to keep). One third of anglers (33%) release all of the fish that they catch; 18% keep all or nearly all of the fish that they catch that are legal to keep. The median amount of legal fish kept is 15 percent.

• Regional results are shown.

➢ The survey delved into the safety of consuming fish caught in Iowa. Asked where they fall on a continuum regarding perceived safety of consuming fish, the majority of Iowa anglers fall in the middle: 52% chose “Most of the fish in Iowa’s waters are safe to eat.” Otherwise, they are about evenly split between choosing “Nearly all of the fish in Iowa’s waters are safe to eat” (18%) and “Only some of the fish in Iowa’s waters are safe to eat” (20%).

• Western Region anglers have the highest percentage saying that nearly all of the fish in Iowa’s waters are safe to eat.
Q458. What percentage of the fish that you catch in Iowa that are legal to keep do you actually keep? (Asked of those who fished or expressed interest in fishing.)

- 90-100 percent: 18
- 80-89 percent: 3
- 70-79 percent: 3
- 60-69 percent: 3
- 50-59 percent: 9
- 40-49 percent: Less than 0.5
- 30-39 percent: 1
- 20-29 percent: 7
- 10-19 percent: 9
- 1-9 percent: 6
- 0 percent: 33
- Don't know: 5

Mean: 35 percent
Median: 15 percent
Q458. What percentage of the fish that you catch in Iowa that are legal to keep do you actually keep? (Asked of those who fished or expressed interest in fishing.)

- 90-100 percent: 21 Eastern, 19 Central, 29 Western
- 80-89 percent: 4 Eastern, 4 Central, 12 Western
- 70-79 percent: 1 Eastern, 5 Central, 12 Western
- 60-69 percent: 2 Eastern, 5 Central, 1 Western
- 50-59 percent: 11 Eastern, 12 Central, 4 Western
- 40-49 percent: 1 Eastern, 1 Central, 5 Western
- 30-39 percent: 2 Eastern, 2 Central, 1 Western
- 20-29 percent: 7 Eastern, 9 Central, 2 Western
- 10-19 percent: 7 Eastern, 10 Central, 12 Western
- 1-9 percent: 6 Eastern, 7 Central, 6 Western
- 0 percent: 32 Eastern, 35 Central, 35 Western
- Don't know: 5 Eastern, 5 Central, 5 Western

Eastern Mean: 37 percent
Median: 20 percent

Central Mean: 31 percent
Median: 10 percent

Western Mean: 37 percent
Median: 20 percent
Q461. Which of the following statements do you think best describes fish in Iowa? (Asked of those who fished or expressed interest in fishing.)

- Nearly all of the fish in Iowa's waters are safe to eat: 18%
- Most of the fish in Iowa's waters are safe to eat: 52%
- Only some of the fish in Iowa's waters are safe to eat: 20%
- None of these / do not know: 10%

Percent (n=412)
Q461. Which of the following statements do you think best describes fish in Iowa? (Asked of those who fished or expressed interest in fishing.)

- Nearly all of the fish in Iowa's waters are safe to eat
  - Eastern (n=135): 17%, Central (n=124): 28%, Western (n=153): 54%

- Most of the fish in Iowa's waters are safe to eat
  - Eastern (n=135): 55%, Central (n=124): 44%, Western (n=153): 54%

- Only some of the fish in Iowa's waters are safe to eat
  - Eastern (n=135): 21%, Central (n=124): 16%, Western (n=153): 21%

- None of these / do not know
  - Eastern (n=135): 7%, Central (n=124): 12%, Western (n=153): 12%
DEMOGRAPHIC DATA

➤ The following demographic data were obtained:

- Gender: the male/female split was weighted to match U.S. Census data.
- Age: the mean adult age is 47.3 years; note that age was also used in the weighting. (This is the mean *adult* age; children were not included in the survey. This mean age will be higher than the mean age indicated in U.S. Census data because the latter includes children in its calculation.)
- Children in the household: one third of Iowa residents (33%) indicated that they have children 17 years old or younger living in their household.
- People with physical disabilities in the household: 16% say that a member of their immediate household has a physical disability.
- Number of people in the household.
- Ethnicity was explored in two questions. The first asked specifically about Hispanic or Latino origin (3% indicated that they are of Hispanic or Latino origin), and the second asked in an open-ended manner for residents to indicate their ethnicity: 88% are white.
- Education: 37% indicated having a bachelor’s degree, with or without a higher degree.
- Household income: the residents in the survey had a wide spread of incomes.
- Residential character of where they live: Iowa residents most commonly say that they reside in a small city or town (40%), whereas 32% say that they live in a large city/urban area or a suburban area, and 24% say that they live in a rural area.
Q501. Respondent's gender (not asked; observed by interviewer).

Male: 49
Female: 51

Percent (n=1011)
Q501. Respondent's gender (not asked; observed by interviewer).

- Male: 49%
- Female: 51%

Eastern (n=344)
Central (n=335)
Western (n=332)
Q129. May I ask your age?

- 65 years old or older: 19%
- 55-64 years old: 15%
- 45-54 years old: 18%
- 35-44 years old: 15%
- 25-34 years old: 15%
- 18-24 years old: 13%
- Don’t know: 2%
- Refused: 4%

Mean: 47.33 years
Median: 47 years
Q495. May I ask your age?

Eastern
Mean: 46.85 years
Median: 46 years

Central
Mean: 46.71 years
Median: 47 years

Western
Mean: 49.52 years
Median: 50 years

Note that the mean and median is among adults; children were not included in the survey.
Q54. Do you have any children 17 or younger living in your household?

Yes: 33%
No: 67%

Percent (n=1011)
Q54. Do you have any children 17 or younger living in your household?

- Yes: Eastern (n=344) - 34%; Central (n=335) - 31%; Western (n=332) - 34%
- No: Eastern (n=344) - 66%; Central (n=335) - 68%; Western (n=332) - 66%
- Do not know: Eastern (n=344) - 0%; Central (n=335) - 0%; Western (n=332) - 1%
Q487. Does any member of your immediate household have a physical disability?

- Yes: 16
- No: 79
- Do not know: 2
- Refused: 3
Q487. Does any member of your immediate household have a physical disability?

Yes
- Eastern: 13%
- Central: 18%
- Western: 19%

No
- Eastern: 81%
- Central: 77%
- Western: 76%

Do not know
- Eastern: 3%
- Central: 1%
- Western: 2%

Refused
- Eastern: 3%
- Central: 4%
- Western: 3%
Q485. Including yourself, how many people live in your household?

- More than 5 people: 4
- 5 people: 10
- 4 people: 16
- 3 people: 16
- 2 people: 35
- 1 person: 14
- Don't know / Refused: 5

Mean: 5.0
Median: 2
Q485. Including yourself, how many people live in your household?

- More than 5 people:
  - Eastern: 4 (Mean: 4.2, Median: 3)
  - Central: 7 (Mean: 5.8, Median: 2)
  - Western: 5 (Mean: 5.0, Median: 2)

- 5 people:
  - Eastern: 4 (Mean: 4.2, Median: 3)
  - Central: 12 (Mean: 5.8, Median: 2)
  - Western: 10 (Mean: 5.0, Median: 2)

- 4 people:
  - Eastern: 7 (Mean: 4.2, Median: 3)
  - Central: 14 (Mean: 5.8, Median: 2)
  - Western: 15 (Mean: 5.0, Median: 2)

- 3 people:
  - Eastern: 18 (Mean: 4.2, Median: 3)
  - Central: 17 (Mean: 5.8, Median: 2)
  - Western: 16 (Mean: 5.0, Median: 2)

- 2 people:
  - Eastern: 36 (Mean: 4.2, Median: 3)
  - Central: 34 (Mean: 5.8, Median: 2)
  - Western: 36 (Mean: 5.0, Median: 2)

- 1 person:
  - Eastern: 12 (Mean: 4.2, Median: 3)
  - Central: 13 (Mean: 5.8, Median: 2)
  - Western: 15 (Mean: 5.0, Median: 2)

- Don’t know / Refused:
  - Eastern: 5 (Mean: 4.2, Median: 3)
  - Central: 5 (Mean: 5.8, Median: 2)
  - Western: 5 (Mean: 5.0, Median: 2)
Q488. Do you consider yourself to be of Hispanic or Latino origin?

- Yes: 3
- No: 92
- Do not know: 2
- Refused: 3

Percent (n=1011)
Q488. Do you consider yourself to be of Hispanic or Latino origin?

Yes

No

Do not know

Refused

Eastern (n=344)

Central (n=335)

Western (n=332)
Q491. What races or ethnic backgrounds do you consider yourself? Please mention all that apply.
Q491. What races or ethnic backgrounds do you consider yourself? Please mention all that apply.
Q493. What is the highest level of education you have completed?

- Not a high school graduate: 2%
- High school graduate or equivalent: 24%
- Some college or trade school, no degree: 17%
- Associate’s or trade school degree: 14%
- Bachelor’s degree: 25%
- Master’s degree: 9%
- Professional or doctorate degree: 2%
- Do not know: 2%
- Refused: 4%

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
Q493. What is the highest level of education you have completed?

- Not a high school graduate
- High school graduate or equivalent
- Some college or trade school, no degree
- Associate's or trade school degree
- Bachelor's degree
- Master's degree
- Professional or doctorate degree
- Do not know
- Refused

Percentage breakdown for different regions:
- Eastern (n=344)
- Central (n=335)
- Western (n=332)
**Q494.** Which of these categories best describes your total household income before taxes last year?

- Under $20,000: 7
- $20,000-$39,999: 11
- $40,000-$59,999: 14
- $60,000-$79,999: 12
- $80,000-$99,999: 10
- $100,000-$119,999: 7
- $120,000 or more: 13
- Do not know: 6
- Refused: 21

(Percent (n=1011))
Q494. Which of these categories best describes your total household income before taxes last year?

- Under $20,000: Eastern = 6, Central = 7, Western = 6
- $20,000-$39,999: Eastern = 11, Central = 16, Western = 16
- $40,000-$59,999: Eastern = 14, Central = 16, Western = 14
- $60,000-$79,999: Eastern = 10, Central = 11, Western = 15
- $80,000-$99,999: Eastern = 11, Central = 10, Western = 8
- $100,000-$119,999: Eastern = 8, Central = 6, Western = 6
- $120,000 or more: Eastern = 15, Central = 13, Western = 10
- Do not know: Eastern = 6, Central = 5, Western = 6
- Refused: Eastern = 22, Central = 22, Western = 22

Percent
Q484. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large city or urban area</td>
<td>17</td>
<td>32%</td>
</tr>
<tr>
<td>Suburban area</td>
<td>15</td>
<td>30%</td>
</tr>
<tr>
<td>Small city or town</td>
<td>40</td>
<td>79%</td>
</tr>
<tr>
<td>Rural area on a farm or ranch</td>
<td>13</td>
<td>26%</td>
</tr>
<tr>
<td>Rural area not on a farm or ranch</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>Do not know</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Refused</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Total (n=1011)
Q484. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?

- Large city or urban area: 20% (Eastern), 18% (Central), 18% (Western)
- Suburban area: 12% (Eastern), 22% (Central), 22% (Western)
- Small city or town: 39% (Eastern), 36% (Central), 49% (Western)
- Rural area on a farm or ranch: 12% (Eastern), 12% (Central), 17% (Western)
- Rural area not on a farm or ranch: 13% (Eastern), 12% (Central), 13% (Western)
- Do not know: 2% (Eastern), 1% (Central), 3% (Western)
- Refused: 2% (Eastern), 4% (Central), 3% (Western)
ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized survey research firm specializing in attitudes toward natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies, businesses, and organizations better understand and work with their constituents, customers, and the public.

Since 1985, Responsive Management has conducted telephone, mail, and online surveys, as well as multi-modal surveys, on-site intercepts, focus groups, public meetings, personal interviews, needs assessments, program evaluations, marketing and communication plans, and other forms of research measuring public opinions and attitudes. Utilizing our in-house, full-service survey facilities with 75 professional interviewers, we have conducted studies in all 50 states and 15 countries worldwide, totaling more than 1,000 projects and almost $60 million in research.

Responsive Management has conducted research for every state fish and wildlife agency and most of the federal resource agencies, including the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Forest Service, the Bureau of Land Management, the U.S. Coast Guard, and the National Marine Fisheries Service.

We have also provided research for many nonprofit and nongovernmental organizations, including the National Wildlife Federation, the National Shooting Sports Foundation, the National Rifle Association, the Archery Trade Association, the Izaak Walton League, the Rocky Mountain Elk Foundation, Ducks Unlimited, SCI, and Dallas Safari Club. Other nonprofit and NGO clients include Trout Unlimited, the Sierra Club, the American Museum of Natural History, the Ocean Conservancy, the National Association of State Boating Law Administrators, and the BoatUS Foundation.

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Our research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major wildlife and natural resource conferences around the world. Responsive Management’s research has also been featured in many of the nation’s top media, including Newsweek, The Wall Street Journal, The New York Times, CNN, and on the front pages of The Washington Post and USA Today.

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