

1999 Missouri-Madison Recreation Survey

Analysis of Lewis and Clark Enthusiasts
in the Missouri-Madison Corridor

Technical Completion Report 2000-1c

April 2000

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May 1999 - September 1999

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Executive Summary

This information summarizes characteristics of Lewis and Clark Enthusiasts from a summer-season recreation survey on a 300 mile section of the Madison and Missouri Rivers from May 1999 through September 1999. Nearly 3,000 visitors completed questionnaires at approximately 80 recreation sites during the study.

Lewis & Clark Enthusiasts were those visitors who met the following three criteria:

1. Indicated Lewis and Clark history as one reason for visiting the site,
2. Participated in visiting Lewis and Clark sites as one activity at the site, and
3. Indicated they would visit the site again if there were an event specific to the Lewis and Clark Journey Commemoration.

Non-Enthusiasts were all survey respondents that did not qualify as Enthusiasts.

Characteristic	Lewis & Clark Enthusiasts	Non-Enthusiasts
Group Type	56% Family 16% Friends 14% Family & Friends	49% Family 20% Friends 19% Family & Friends
Group Size and Composition	71% 1-4 members 22% with children 13% with disabled member	64% 1-4 members 34% with children 13% with disabled member
Residency	39% Montana 61% Out-of-State	72% Montana 28% Out-of-Stat
Gender	54% Male 46% Female	57% Male 43% Female
Age	11% 31-40 25% 41-50 25% 51-60	23% 31-40 23% 41-50 17% 51-60
Household Income	32% Less than \$40,000 31% \$40,000-\$59,999 36% \$60,000 or more	45% Less than \$40,000 27% \$40,000-\$59,999 28% \$60,000 or more
First vs. Repeat Visit to Site	61% First Time Visitors 39% Repeat Visitors	28% First Time Visitors 72% Repeat Visitors
Most Important Reason to Visit Site (top reasons)	47% Lewis & Clark history 27% Scenic beauty	19% Scenic beauty 17% Close to home 16% Good fishing
Primary Activity at Site (three most popular activities)	33% Visit Lewis & Clark sites 26% Sightseeing 10% Canoeing/kayaking	15% Boat angling 13% Sightseeing 8% Bank angling
Satisfaction with Site (three top conditions)	94% Cleanliness of area 93% Maintenance of facilities 89% Condition of natural features	83% Cleanliness of area 78% Maintenance of facilities 76% Condition of natural features
Trip Satisfaction	35% Extremely satisfied	21% Extremely satisfied
Trip Spending in MT	\$381.05	\$200.12

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Preface

This report is supplemental to the series of reports on the cooperative Missouri Madison Recreation Survey conducted on the Madison and Missouri rivers in Montana, from Hebgen Reservoir to Coal Banks Landing, from May 1999 through September 1999. The primary purpose of the study was to provide an update to the information from the 1994-95 study which was used as the baseline for the comprehensive recreation management plan for the corridor. This report is an analysis of Lewis and Clark Enthusiasts to all sites in the study area, regardless of agency jurisdiction.

1 - Introduction to the Analysis

This report provides a comparison of groups defined as Lewis and Clark Enthusiasts to Non-Enthusiasts that visited sites in the study area. Where appropriate, these two groups were further broken down into Great Falls and Helena area groups based on the location of sites visited by each group type.

Definitions

Lewis and Clark Enthusiasts are defined as visitors who:

1. Indicated Lewis and Clark history as one reason for visiting the site,
2. Participated in visiting Lewis & Clark sites as one activity at the site, and
3. Indicated they would visit the site again if there were an event specific to the Lewis and Clark Journey Commemoration.

Non-Enthusiasts were all survey respondents who did not meet all three qualifications of Enthusiasts. This is not to say that these visitors were not interested in Lewis and Clark, but they failed to meet all three requirements as listed above.

Lewis and Clark Enthusiasts accounted for 7 percent of the total visitor sample in the Missouri-Madison Recreation Visitor Use Survey and included a sample of 258 respondents. Non-Enthusiasts accounted for 93 percent of the total visitor sample and included 3,458 respondents.

The Great Falls area included visitors to the following sites:

- Coal Banks Landing
- Ryan Island Day Use Area
- Lewis & Clark Interpretive Center
- Fort Benton Boat Launch
- Giant Springs/Heritage State Parks
- Black Eagle Overlook
- Rainbow and Lewis & Clark Overlooks
- Rivers Edge Trail

The Helena area included visitors to the following sites:

- Gates of the Mountains
- Black Sandy SRA
- Hellgate (Canyon Ferry Lake)
- Holter Lake Campground
- Log Gulch Campground

The above sites were chosen because they were the most common sites visited by either Enthusiasts or Non-Enthusiasts. However, any statistical inferences from the regional information should be performed with caution. Typically, a sample size of 100 or greater is deemed acceptable for an analysis of this type. Helena area Enthusiasts had a sample size of 68, compared with 161 for Great Falls Enthusiasts. The reader should be cautioned that, while it is unlikely, differences between Great Falls and Helena area Enthusiasts presented in this report are possibly due to the smaller sample size of Helena Enthusiasts and not due to actual differences between the two populations.

2 - Enthusiasts vs. Non-Enthusiasts

Travel Group Characteristics

Group Type

Lewis and Clark Enthusiasts generally traveled with family, friends, or a combination of both. One in ten Enthusiasts traveled alone. Non-Enthusiasts were very similar with families, friends, and family & friend groups making up nearly 90 percent of all Non-Enthusiast groups (Figures 1 and 2).

Figure 1. Travel Group Type - Enthusiasts

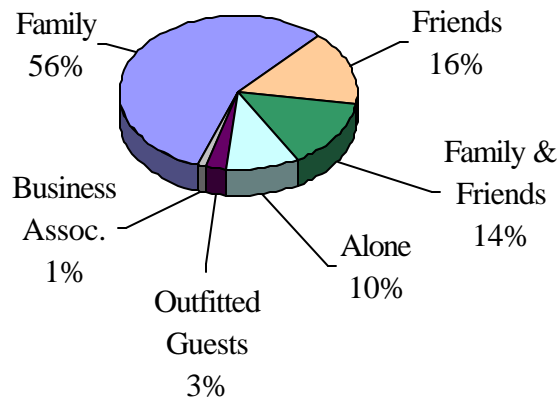
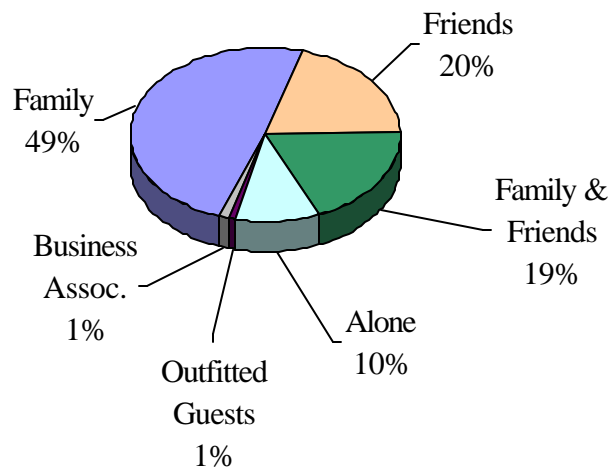


Figure 2: Travel Group Types - Non-Enthusiasts



Group Size and Composition

Lewis and Clark Enthusiasts generally traveled with four or fewer members in their group. Less than one-quarter had children as part of their travel group and 13 percent had a disabled member. Non-Enthusiasts were very similar in terms of travel group size, with nearly two-thirds of groups traveling with four or fewer members. About one-third had children as part of their travel group and 13 percent had a disabled member (Table 1).

Table 1. Travel Group Characteristics

	% of Enthusiasts	% of Non-Enthusiasts
Groups with 1 member	11%	10%
Groups with 2 members	35%	28%
Groups with 3 members	12%	12%
Groups with 4 members	13%	14%
Groups with children	22%	34%
Groups with disabled member	13%	13%

Residency

Nearly two-thirds of Lewis and Clark Enthusiasts were not residents of Montana. The most common places of origin for nonresident Enthusiasts were California, Washington, Oregon, Idaho, and Minnesota. Nearly three-fourths of Non-Enthusiasts were Montana residents while only about one-fourth were nonresident. The most common places of origin for nonresident Non-Enthusiasts were Washington, California, Idaho, Oregon, and Minnesota (Table 2).

Table 2. Residency Comparison

	% of Enthusiasts	% of Non-Enthusiasts
Montana	39%	72%
Out-of-State	61%	28%
	% of All Enthusiasts	% of All Non-Enthusiasts
California	8%	2%
Washington	5%	3%
Idaho	3%	2%
Oregon	4%	1%
Minnesota	3%	1%

Residency characteristics of Enthusiast and Non-Enthusiast groups in Great Falls reveal interesting trends. While the majority of Enthusiasts are nonresidents (61% - Table 2), this is more exaggerated in the Great Falls area, where 73 percent were nonresidents (Table 2a). However, this is understandable considering that the Lewis & Clark Interpretive Center is in Great Falls. On the other hand, Non-Enthusiasts in the Great Falls area tended to be more evenly split between Montana residents and nonresident than the overall profile.

Visitors to the Helena area were quite opposite those to the Great Falls area. Enthusiasts in the Helena area were much more likely to be Montana residents than Enthusiasts in the Great Falls area. However, Non-Enthusiasts in the Helena area generally retained the overall residency profile of Non-Enthusiasts, with 78 percent having residency in Montana (Table 2b).

Table 2a. Great Falls Residency

	% of Enthusiasts	% of Non-Enthusiasts
Montana	27%	54%
Out-of-State	73%	46%

Table 2b. Helena Residency

	% of Enthusiasts	% of Non-Enthusiasts
Montana	52%	78%
Out-of-State	49%	22%

Demographics

Enthusiast respondents were fairly evenly split in terms of gender, with 54 percent male and 46 percent female. More than 80 percent of Enthusiasts had either a college or post graduate education. Enthusiasts were most likely to be over 40 years old and more than one-third had a household income of \$60,000 or more. Non-Enthusiast respondents were also nearly evenly split in terms of gender, with 57 percent male and 43 percent female. Non-Enthusiasts were slightly less educated than Enthusiasts and ranked slightly lower on the household income scale. This could very well be due to the fact that Non-Enthusiasts are mostly Montanans, where average incomes are less than the national average. Also, Non-Enthusiasts tended to be younger than Enthusiasts (Table 3).

Table 3. Respondent Characteristic Comparison

	% of Enthusiasts	% of Non-Enthusiasts
Gender:		
Male	54%	57%
Female	46%	43%
Education:		
High School	18%	31%
College	45%	47%
Post Graduate	37%	21%
Age:		
30 or younger	8%	19%
31-40	11%	23%
41-50	25%	23%
51-60	25%	17%
61+	31%	17%
Household Income:		
Less than \$20,000	7%	16%
\$20,000-\$29,999	10%	13%
\$30,000-\$39,999	16%	16%
\$40,000-\$49,999	14%	14%
\$50,000-\$59,999	17%	13%
\$60,000-\$69,999	8%	8%
\$70,000 or more	28%	20%

Trip Characteristics

Sites Visited

The Lewis and Clark Interpretive Center in Great Falls and Gates of the Mountains area near Helena were the most popular study sites among Lewis and Clark Enthusiasts. Other commonly used sites included Coal Banks Landing near Fort Benton, Giant Springs/Heritage State Parks in Great Falls, and Ryan Island Day Use Area near Great Falls. Non-Enthusiast respondent surveys were fairly evenly dispersed across survey sites and did not tend to congregate toward any particular sites as did Enthusiasts. Holter Lake Campground, Gates of the Mountains, and Coal Banks Landing were the most widely visited sites by Non-Enthusiasts with four percent of this group visiting each of these site (Table 4).

Table 4. Comparison of Missouri and Madison River Sites Commonly Visited

Site	% of Enthusiasts	% of Non-Enthusiasts
Lewis & Clark Interpretive Center - Great Falls	23%	2%
Gates of the Mountains - Helena	22%	4%
Coal Banks Landing - Fort Benton	9%	4%
Giant Springs/Heritage State Parks - Great Falls	9%	3%
Ryan Island Day Use Area - Great Falls	8%	3%
Rainbow and Lewis & Clark Overlooks - Great Falls	5%	2%
Fort Benton Boat Launch	5%	1%
Rivers Edge Trail - Great Falls	4%	1%
Holter Lake Campground - Helena	2%	4%
Black Sandy SRA - Helena	2%	3%
Log Gulch Campground - Helena	<1%	3%
Black Eagle Overlook - Great Falls	<1%	3%
Hellgate - Canyon Ferry Lake	<1%	3%

First vs. Repeat Visit

More than half of Lewis and Clark Enthusiasts were on their first visit to the site. This is not surprising since 61 percent of Enthusiasts were not residents of Montana. Of the 39 percent that had made previous trips to the site, 50 percent had made 5 trips or less where as 36 percent had made more than 10 trips in the past. Nearly three-fourths of Non-Enthusiasts had visited the site before. Again, this is not surprising since 72 percent of Non-Enthusiasts were Montana residents. Of the Non-Enthusiasts that had made previous trips to the site, most had made more than 10 trips (Table 5).

Table 5. First vs. Repeat Visit to This Site

	% of Enthusiasts		% of Non-Enthusiasts	
First Visit	61%		28%	
Repeat Visit	39%		72%	
Previous Visits:	% of Repeat Visitors	% of All Enthusiasts	% of Repeat Visitors	% of All Non-Enthusiasts
1 - 5	50%	19%	30%	21%
6 - 10	14%	5%	13%	10%
More than 10	36%	14%	57%	41%

Reasons to Visit Site

Not surprisingly, Enthusiasts' reasons for visiting the site leaned heavily toward Lewis and Clark. Recall that Lewis and Clark history had to be *one* reason for visiting the site, so all Enthusiasts selected this as a reason. What may not be as predictable, however, is that nearly half of Lewis and Clark Enthusiasts (47%) actually listed Lewis and Clark history as the most important reason for visiting the site. This stands to reason in areas such as the Lewis and Clark Interpretive Center in Great Falls, but the other commonly visited sites are not specific only to Lewis and Clark. Scenic beauty was another popular reason for visiting the site. It is not surprising that "heard about it", "been here before", and "close to home" did not top the list of reasons since most Enthusiasts were nonresidents (Tables 6a and 6b).

Scenic beauty topped the chart of reasons Non-Enthusiasts visited the site. Close followers were "easy to get to", "close to home", and "been here before", which is logical considering this group was made up of mostly Montana residents. Non-Enthusiasts were very similar to Lewis and Clark Enthusiasts in terms of reasons to visit with the most notable and obvious exception being the influence of Lewis and Clark History on their decision to visit (Tables 6a and 6b).

Table 6a. All Reasons to Visit Site

Reason	% of L&C Enthusiasts that Indicated Reason as <i>One</i> Reason	% of L&C Non-Enthusiasts that Indicated Reason as <i>One</i> Reason
Lewis & Clark History	100%	9%
Scenic beauty	73%	57%
Easy to get to	36%	52%
Heard about it	35%	16%
Specific attraction	33%	30%
Been here before	30%	52%
Close to home	28%	51%
Good facilities	23%	29%
Group facilities	7%	10%
Good fishing	11%	33%
Try a new area	14%	11%
Other sites too crowded	2%	5%
Other reason	9%	14%

Table 6b. Most Important Reasons to Visit Site

Reason	% of L&C Enthusiasts that Indicated Reason as <i>Most Important Reason</i>	% of L&C Non-Enthusiasts that Indicated Reason as <i>Most Important Reason</i>
Lewis & Clark History	47%	3%
Scenic beauty	27%	19%
Easy to get to	3%	6%
Heard about it	3%	5%
Specific attraction	4%	9%
Been here before	2%	7%
Close to home	3%	17%
Good facilities	2%	6%
Group facilities	2%	2%
Good fishing	2%	16%
Try a new area	2%	4%
Other sites too crowded	--	1%
Other reason	3%	6%

Some differences occurred among visitors to the Great Falls and Helena areas in terms of reasons to visit the site. Helena area Enthusiasts were much more likely than Great Falls Enthusiasts to list "scenic beauty", "been here before", "close to home", "good facilities", and "good fishing" as reasons for visiting the site. However, Helena area Non-Enthusiasts generally indicated the same reasons for visiting as Great Falls area Non-Enthusiasts, with the largest exception being "good fishing". This was listed as a reason for visiting by 40 percent of Helena area Non-Enthusiasts and only 6 percent of Great Falls area Non-Enthusiasts (Tables 7a and 8a).

Table 7a. All Reasons to Visit Site - Great Falls

Reason	% of L&C Enthusiasts that Indicated Reason as <i>One</i> Reason	% of Non-Enthusiasts that Indicated Reason as <i>One</i> Reason
Lewis & Clark History	100%	30%
Scenic beauty	60%	62%
Easy to get to	28%	49%
Heard about it	37%	25%
Specific attraction	30%	27%
Been here before	19%	39%
Close to home	20%	49%
Good facilities	14%	22%
Group facilities	4%	8%
Good fishing	4%	6%
Try a new area	11%	14%
Other sites too crowded	1%	1%
Other reason	8%	10%

While all Enthusiasts - regardless of geographic area - listed Lewis & Clark History as one reason for visiting the site, some differences appeared when Enthusiasts indicated their most important reason for visiting the site. Enthusiasts in the Great Falls area were much more likely (63%) than Enthusiasts in the Helena area (26%) to list Lewis & Clark History as the most important reason for their visit to that site. This is not surprising since the Great Falls area has the Lewis & Clark Interpretive Center, which is dedicated solely to the endeavors of the Lewis & Clark Expedition. On the other hand, Helena area Enthusiasts were more likely to list scenic beauty (48%) as the most important reason, compared to only 18 percent of Great Falls Enthusiasts.

Non-Enthusiasts also showed few differences among geographic regions. Fourteen percent of Great Falls area Non-Enthusiasts indicated Lewis & Clark History as the most important reason for their visit to the site, compared with only two percent of Helena area Non-Enthusiasts. Great Falls area Non-Enthusiasts were also more likely to list scenic beauty as the most important reason for their visit. As with all reasons for visiting, good fishing came out at a much higher level of importance for Helena area Non-Enthusiasts than for Great Falls area Non-Enthusiasts (Tables 7b and 8b).

Table 7b. Most Important Reasons to Visit Site - Great Falls

Reason	% of L&C Enthusiasts that Indicated Reason as <i>Most Important Reason</i>	% of Non-Enthusiasts that Indicated Reason as <i>Most Important Reason</i>
Lewis & Clark History	63%	14%
Scenic beauty	18%	34%
Easy to get to	3%	5%
Heard about it	3%	6%
Specific attraction	3%	7%
Been here before	--	4%
Close to home	2%	13%
Good facilities	--	5%
Group facilities	2%	2%
Good fishing	1%	3%
Try a new area	1%	3%
Other sites too crowded	--	<1%
Other reason	3%	4%

Table 8a. All Reasons to Visit Site - Helena

Reason	% of L&C Enthusiasts that Indicated Reason as <i>One</i> Reason	% of Non-Enthusiasts that Indicated Reason as <i>One</i> Reason
Lewis & Clark History	100%	10%
Scenic beauty	94%	62%
Easy to get to	40%	50%
Heard about it	37%	18%
Specific attraction	41%	29%
Been here before	46%	56%
Close to home	35%	50%
Good facilities	32%	39%
Group facilities	15%	13%
Good fishing	18%	40%
Try a new area	15%	12%
Other sites too crowded	3%	6%
Other reason	12%	15%

Table 8b. Most Important Reasons to Visit Site - Helena

Reason	% of L&C Enthusiasts that Indicated Reason as <i>Most Important</i> Reason	% of Non-Enthusiasts that Indicated Reason as <i>Most Important</i> Reason
Lewis & Clark History	26%	2%
Scenic beauty	48%	18%
Easy to get to	3%	4%
Heard about it	3%	5%
Specific attraction	7%	7%
Been here before	2%	8%
Close to home	--	18%
Good facilities	3%	11%
Group facilities	--	2%
Good fishing	3%	17%
Try a new area	2%	4%
Other sites too crowded	--	1%
Other reason	3%	5%

Activity Participation

Lewis and Clark Enthusiasts participated in a number of activities at the sites they visited. Again, participation in visiting Lewis and Clark sites was mandatory to be included as a Lewis and Clark Enthusiast, hence the 100 percent participation rate in this category. Other popular activities were sightseeing (87%), photography (63%), viewing wildlife (56%), and walking (50%). While canoeing/kayaking was indicated as an activity in only 14 percent of the cases, it is interesting that it ranks as the third highest primary activity.

The most popular activities for Non-Enthusiasts were sightseeing (55%), walking (36%), viewing wildlife (33%), and photography (27%). As with reasons for visiting the site, Non-Enthusiasts rarely mentioned "visiting Lewis and Clark sites" as an activity. It is interesting to note, however, that participation levels in the more common Non-Enthusiast activities of sightseeing, walking, and viewing wildlife were much lower for this group than for Enthusiasts. Sightseeing came in as the top primary activity among Non-Enthusiasts (Tables 9a and 9b).

Great Falls area visitors generally participated in fewer activities than Helena area visitors. Helena Enthusiasts were much more likely to participate in photography, viewing wildlife, picnicking, day hiking, floating/rafting, boat angling, and water sports such as jetskiing, powerboating, tubing, and waterskiing. However, Great Falls Enthusiasts were more likely to participate in canoeing/kayaking and tent camping than Helena area Enthusiasts. This same trend occurs in Non-Enthusiasts. Helena Non-Enthusiasts were generally more likely to participate in water sports (such as jetskiing, powerboating, tubing, and waterskiing) and all types of angling- boat, bank, and wade. However, Great Falls area Non-Enthusiasts were more likely to participate in sightseeing, walking, and canoeing/kayaking (Tables 10a and 11a).

In terms of primary activities at the site, Great Falls Enthusiasts were more likely to be visiting for Lewis & Clark history and canoeing/kayaking than Helena Enthusiasts. However, Helena area Enthusiasts were more likely to list sightseeing as their primary activity. Great Falls area Non-Enthusiasts were more likely to list walking and canoeing/kayaking as primary activities while Helena are Non-Enthusiasts were more likely to list auto/RV camping as their primary activity (Tables 10b and 11b).

Table 9a. Activity Participation - All Activities

Activity	% of L&C Enthusiasts that Indicated Activity was <i>One</i> Activity	% of Non-Enthusiasts that Indicated Activity was <i>One</i> Activity
Visit Lewis & Clark sites	100%	7%
Sightseeing	87%	55%
Photography	63%	27%
Viewing wildlife	56%	33%
Walking	50%	36%
Visit other historic sites	38%	5%
Picnicking	22%	26%
Day hiking	21%	13%
Nature study	17%	7%
Canoeing/kayaking	14%	7%
Floating/rafting	14%	14%
Tent camping	15%	14%
Auto/RV Camping	10%	28%
Sunbathing	9%	23%
Horseback Riding	<1%	1%
Hunting	1%	1%
Shooting	1%	1%
Swimming	11%	26%
Jetskiing	2%	5%
Powerboating	10%	18%
Tubing	4%	12%
ATV/Motorcycling	<1%	3%
Biking	5%	7%
Boat Angling	9%	26%
Bank Angling	6%	19%
Wade Angling	3%	8%
Waterskiing	4%	11%
Sailing/sailboarding	1%	1%
Other Activity	6%	12%

Table 9b. Activity Participation - Primary Activity

Activity	% of L&C Enthusiasts that Indicated Activity was <i>Primary Activity</i>	% of Non-Enthusiasts that Indicated Activity was <i>Primary Activity</i>
Visit Lewis & Clark sites	33%	1%
Sightseeing	26%	13%
Photography	3%	1%
Viewing wildlife	1%	1%
Walking	5%	6%
Visit other historic sites	<1%	<1%
Picnicking	3%	5%
Day hiking	2%	1%
Nature study	<1%	1%
Canoeing/kayaking	10%	3%
Floating/rafting	3%	4%
Tent camping	2%	3%
Auto/RV Camping	3%	1%
Sunbathing	--	1%
Horseback Riding	--	<1%
Hunting	--	<1%
Shooting	--	<1%
Swimming	--	4%
Jetskiing	--	2%
Powerboating	3%	5%
Tubing	--	1%
ATV/Motorcycling	<1%	<1%
Biking	<1%	2%
Boat Angling	<1%	15%
Bank Angling	1%	8%
Wade Angling	<1%	3%
Waterskiing	1%	2%
Sailing/sailboarding	--	<1%
Other Activity	3%	7%

Table 10a. Great Falls Activity Participation - All Activities

Activity	% of L&C Enthusiasts that Indicated Activity was <i>One</i> Activity	% of Non-Enthusiasts that Indicated Activity was <i>One</i> Activity
Visit Lewis & Clark sites	100%	19%
Sightseeing	83%	73%
Photography	57%	33%
Viewing wildlife	42%	27%
Walking	48%	48%
Visit other historic sites	40%	8%
Picnicking	12%	15%
Day hiking	15%	17%
Nature study	16%	11%
Canoeing/kayaking	17%	17%
Floating/rafting	11%	13%
Tent camping	19%	17%
Auto/RV Camping	6%	4%
Sunbathing	4%	8%
Horseback Riding	--	<1%
Hunting	--	<1%
Shooting	1%	1%
Swimming	7%	8%
Jetskiing	--	--
Powerboating	--	1%
Tubing	--	--
ATV/Motorcycling	--	1%
Biking	5%	10%
Boat Angling	1%	2%
Bank Angling	4%	4%
Wade Angling	1%	2%
Waterskiing	--	<1%
Sailing/sailboarding	--	<1%
Other Activity	6%	11%

Table 10b. Great Falls Activity Participation - Primary Activity

Activity	% of L&C Enthusiasts that Indicated Activity was <i>Primary</i> Activity	% of Non-Enthusiasts that Indicated Activity was <i>Primary</i> Activity
Visit Lewis & Clark sites	41%	4%
Sightseeing	18%	27%
Photography	4%	2%
Viewing wildlife	--	2%
Walking	5%	18%
Visit other historic sites	1%	1%
Picnicking	3%	6%
Day hiking	1%	2%
Nature study	1%	1%
Canoeing/kayaking	14%	12%
Floating/rafting	3%	4%
Tent camping	1%	2%
Auto/RV Camping	3%	2%
Sunbathing	--	1%
Horseback Riding	--	<1%
Hunting	--	<1%
Shooting	--	<1%
Swimming	--	<1%
Jetskiing	--	--
Powerboating	--	--
Tubing	--	--
ATV/Motorcycling	--	<1%
Biking	--	5%
Boat Angling	--	1%
Bank Angling	1%	3%
Wade Angling	--	1%
Waterskiing	--	--
Sailing/sailboarding	--	--
Other Activity	5%	6%

Table 11a. Helena Activity Participation - All Activities

Activity	% of L&C Enthusiasts that Indicated Activity was <i>One</i> Activity	% of Non-Enthusiasts that Indicated Activity was <i>One</i> Activity
Visit Lewis & Clark sites	100%	9%
Sightseeing	94%	58%
Photography	82%	32%
Viewing wildlife	79%	41%
Walking	47%	32%
Visit other historic sites	32%	5%
Picnicking	40%	33%
Day hiking	27%	12%
Nature study	19%	4%
Canoeing/kayaking	4%	1%
Floating/rafting	21%	8%
Tent camping	6%	19%
Auto/RV Camping	15%	46%
Sunbathing	10%	27%
Horseback Riding	2%	--
Hunting	3%	1%
Shooting	2%	1%
Swimming	13%	35%
Jetskiing	3%	6%
Powerboating	27%	33%
Tubing	9%	16%
ATV/Motorcycling	2%	2%
Biking	3%	7%
Boat Angling	22%	46%
Bank Angling	6%	18%
Wade Angling	6%	3%
Waterskiing	7%	19%
Sailing/sailboarding	2%	1%
Other Activity	7%	9%

Table 11b. Helena Activity Participation - Primary Activity

Activity	% of L&C Enthusiasts that Indicated Activity was <i>Primary Activity</i>	% of Non-Enthusiasts that Indicated Activity was <i>Primary Activity</i>
Visit Lewis & Clark sites	22%	<1%
Sightseeing	50%	16%
Photography	3%	1%
Viewing wildlife	2%	<1%
Walking	--	1%
Visit other historic sites	--	<1%
Picnicking	2%	4%
Day hiking	2%	2%
Nature study	--	<1%
Canoeing/kayaking	2%	--
Floating/rafting	--	1%
Tent camping	2%	5%
Auto/RV Camping	5%	17%
Sunbathing	--	1%
Horseback Riding	--	--
Hunting	--	<1%
Shooting	--	<1%
Swimming	--	2%
Jetskiing	--	3%
Powerboating	5%	8%
Tubing	--	1%
ATV/Motorcycling	2%	<1%
Biking	--	<1%
Boat Angling	2%	27%
Bank Angling	--	3%
Wade Angling	2%	--%
Waterskiing	2%	4%
Sailing/sailboarding	--	<1%
Other Activity	2%	4%

Trip Satisfaction

Comparing a trip to previous experiences at the site and experiences at other sites is useful for determining visitor satisfaction with their trip. More than one-third of Lewis and Clark Enthusiasts agreed that this trip was better than any other recreation experience they could remember. Also, 40 percent of Enthusiasts agreed that this trip was better than any other trip to the area. Most importantly, however, more than three-fourths of Enthusiasts agreed that they would take this trip again. It is important to note the small occurrence of disagreement with the three statements. Less than one-fourth of Enthusiasts actually disagreed with any of these three statements. However, a minimum of 20 percent of Enthusiasts were neutral in their opinion of these statements about their trip (Table 12).

Only 20 percent of Non-Enthusiasts agreed that this trip was better than any other recreation experience they could remember. Also, 24 percent of Non-Enthusiasts agreed that this trip was better than any other trip to the area. As with Enthusiasts, however, the majority (61%) of Non-Enthusiasts agreed that they would take this trip again. Again, even though less than one-fourth of Non-Enthusiasts agreed that this trip was the best ever or the best to this area, it does not mean that they *disagreed* - they were mostly undecided or neutral (Table 13).

Table 12. Trip Satisfaction - Enthusiasts

Statement	Strongly Agree	Agree	Neutral/ No Opinion	Disagree	Strongly Disagree
This trip was better than any other recreation experience I remember.	5%	33%	39%	16%	7%
	38% Agree			23% Disagree	
This trip was better than any other trip to this area I remember.	10%	30%	46%	10%	4%
	40% Agree			14% Disagree	
This trip was so good I would take it again.	30%	47%	20%	3%	1%
	77% Agree			4% Disagree	

Table 13. Trip Satisfaction - Non-Enthusiasts

Statement	Strongly Agree	Agree	Neutral/ No Opinion	Disagree	Strongly Disagree
This trip was better than any other recreation experience I remember.	5%	15%	51%	16%	13%
	20% Agree			29% Disagree	
This trip was better than any other trip to this area I remember.	7%	17%	53%	14%	9%
	24% Agree			23% Disagree	
This trip was so good I would take it again.	24%	37%	31%	5%	3%
	61% Agree			8% Disagree	

Satisfaction with Site

Satisfaction with a trip depends on a number of factors, some of which are site conditions. Satisfaction with various components of a recreation site can influence the visitors' experience at that site. Lewis and Clark Enthusiasts were, for the most part, satisfied with the conditions found at the site visited. It is important to keep in mind that a lower percentage of satisfaction does not necessarily equate to *dissatisfaction* - rather, many Enthusiasts were neutral in some aspects of site conditions. This is most evident in satisfaction with hunting opportunities and number of fish caught (Figure 3 and Table 14).

Non-Enthusiasts were generally less satisfied with site conditions than Enthusiasts. As with Enthusiasts, Non-Enthusiasts found cleanliness of the area, maintenance of facilities, and condition of natural features to be the most satisfactory element of the site they visited. Again, it is important to keep in mind that a lower percentage of satisfaction does not necessarily equate to *dissatisfaction* - rather, many Non-Enthusiasts were neutral in some aspects of site conditions. This is most evident among Non-Enthusiasts in satisfaction with opportunities to hunt and number of fish caught (Figure 3 and Table 15).

A regional breakdown of visitor satisfaction was not conducted because variability among sites in the Great Falls and Helena regions was too great. Since satisfaction is site specific, it was not deemed conclusive to group all sites in the same region together for this type of analysis. For example, Coal Banks Landing and the Lewis & Clark Interpretive Center are both in the Great Falls area. However, these two sites are very different and visitor satisfaction of them grouped together would not provide information reliable for making management decisions.

Figure 3. Percent Satisfied with Site Conditions

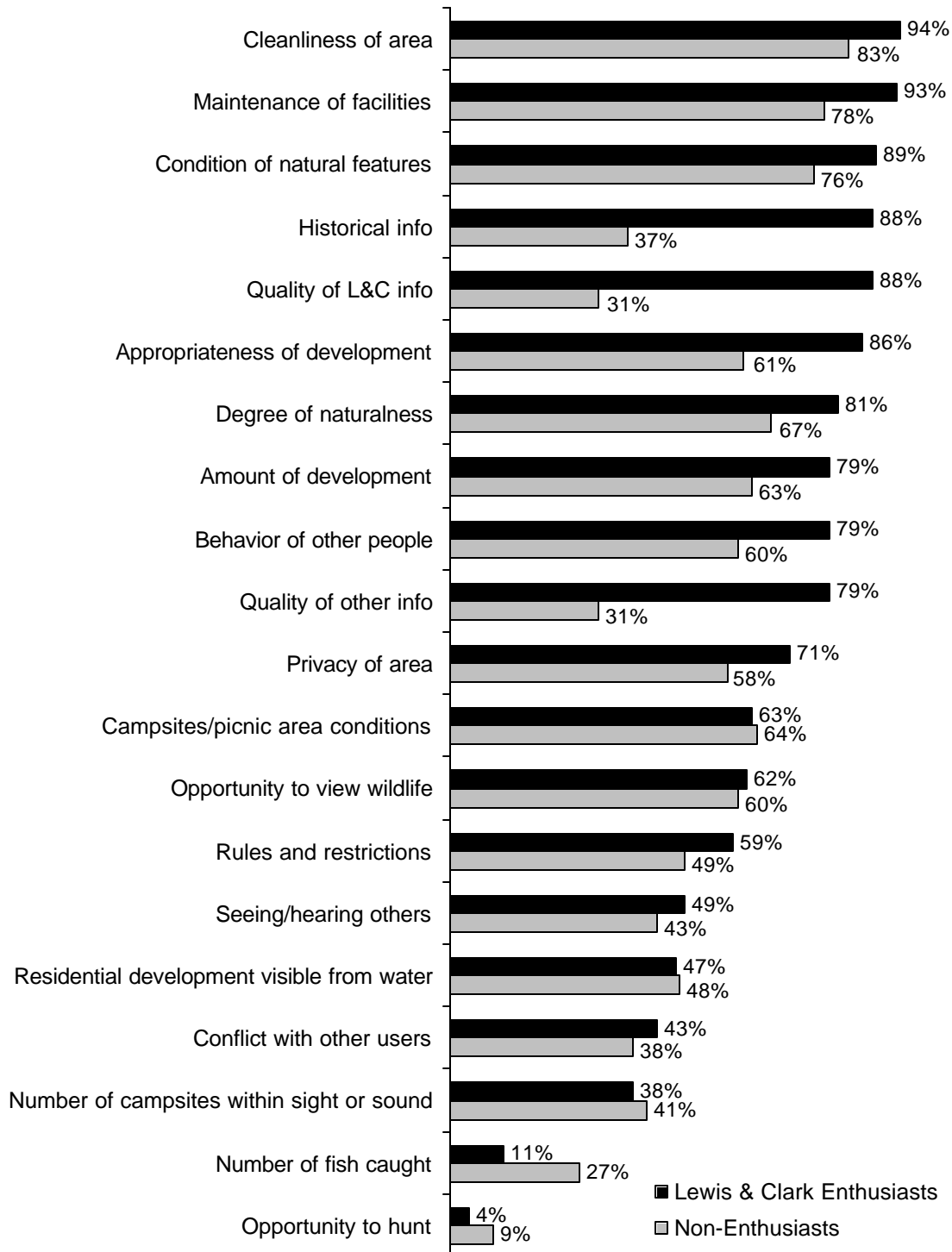


Table 14. Satisfaction with Site Conditions - Enthusiasts

Condition	Very Satisfied	Satisfied	Neutral/ No Opinion	Dissatisfied	Very Dissatisfied
Cleanliness of area	69%	25%	4%	1%	1%
	<i>94% Satisfied</i>			<i>2% Dissatisfied</i>	
Maintenance of facilities	62%	31%	6%	<1%	1%
	<i>93% Satisfied</i>			<i>2% Dissatisfied</i>	
Condition of natural features	54%	35%	7%	3%	2%
	<i>89% Satisfied</i>			<i>5% Dissatisfied</i>	
Historical Information	58%	30%	9%	3%	<1%
	<i>88% Satisfied</i>			<i>4% Dissatisfied</i>	
Quality of L&C interpretive/ educational information	58%	30%	10%	2%	<1%
	<i>88% Satisfied</i>			<i>3% Dissatisfied</i>	
Appropriateness of development	46%	40%	13%	1%	<1%
	<i>86% Satisfied</i>			<i>2% Dissatisfied</i>	
Degree of naturalness	46%	35%	15%	3%	2%
	<i>81% Satisfied</i>			<i>5% Dissatisfied</i>	
Behavior of other people	49%	30%	15%	4%	2%
	<i>79% Satisfied</i>			<i>6% Dissatisfied</i>	
Amount of development	44%	35%	17%	3%	1%
	<i>79% Satisfied</i>			<i>4% Dissatisfied</i>	
Quality of other interpretive/ educational information	44%	36%	19%	1%	--
	<i>80% Satisfied</i>			<i>1% Dissatisfied</i>	
Privacy of area	35%	36%	24%	5%	<1%
	<i>71% Satisfied</i>			<i>6% Dissatisfied</i>	
Campsite/picnic area conditions	29%	34%	35%	2%	1%
	<i>63% Satisfied</i>			<i>3% Dissatisfied</i>	
Opportunity to view wildlife	36%	26%	35%	3%	1%
	<i>62% Satisfied</i>			<i>4% Dissatisfied</i>	
Rules and restrictions	33%	25%	40%	1%	1%
	<i>58% Satisfied</i>			<i>2% Dissatisfied</i>	
Seeing/hearing others	20%	29%	44%	6%	1%
	<i>49% Satisfied</i>			<i>7% Dissatisfied</i>	
Residential development visible from water	26%	21%	42%	9%	2%
	<i>47% Satisfied</i>			<i>11% Dissatisfied</i>	
Conflict with other users	32%	11%	52%	2%	4%
	<i>43% Satisfied</i>			<i>6% Dissatisfied</i>	
Number of campsites within sight or sound	17%	21%	54%	7%	1%
	<i>38% Satisfied</i>			<i>8% Dissatisfied</i>	
Number of fish caught	5%	6%	84%	3%	3%
	<i>11% Satisfied</i>			<i>6% Dissatisfied</i>	
Opportunity to hunt	3%	1%	91%	2%	3%
	<i>4% Satisfied</i>			<i>5% Dissatisfied</i>	

Table 15. Satisfaction with Site Conditions - Non-Enthusiasts

Condition	Very Satisfied	Satisfied	Neutral/ No Opinion	Dissatisfied	Very Dissatisfied
Cleanliness of area	46%	37%	9%	6%	2%
	83% Satisfied			8% Dissatisfied	
Maintenance of facilities	40%	38%	14%	5%	2%
	78% Satisfied			7% Dissatisfied	
Condition of natural features	39%	37%	19%	4%	1%
	76% Satisfied			5% Dissatisfied	
Historical Information	16%	21%	58%	4%	2%
	37% Satisfied			6% Dissatisfied	
Quality of L&C interpretive/ educational information	15%	16%	64%	3%	2%
	31% Satisfied			5% Dissatisfied	
Appropriateness of development	24%	38%	30%	6%	3%
	62% Satisfied			9% Dissatisfied	
Degree of naturalness	30	37%	28%	4%	2%
	67% Satisfied			6% Dissatisfied	
Behavior of other people	29%	34%	27%	7%	3%
	63% Satisfied			10% Dissatisfied	
Amount of development	25%	35%	29%	8%	4%
	60% Satisfied			12% Dissatisfied	
Quality of other interpretive/ educational information	13%	18%	65%	3%	2%
	31% Satisfied			5% Dissatisfied	
Privacy of area	25%	33%	26%	11%	4%
	58% Satisfied			15% Dissatisfied	
Campsite/picnic area conditions	32%	32%	28%	6%	2%
	64% Satisfied			8% Dissatisfied	
Opportunity to view wildlife	27%	34%	34%	4%	2%
	61% Satisfied			6% Dissatisfied	
Rules and restrictions	22%	27%	42%	5%	4%
	49% Satisfied			9% Dissatisfied	
Seeing/hearing others	16%	27%	40%	12%	5%
	43% Satisfied			17% Dissatisfied	
Residential development visible from water	22%	26%	39%	8%	4%
	46% Satisfied			12% Dissatisfied	
Conflict with other users	21%	17%	51%	7%	4%
	38% Satisfied			11% Dissatisfied	
Number of campsites within sight or sound	16%	25%	44%	10%	5%
	41% Satisfied			15% Dissatisfied	
Number of fish caught	12%	15%	59%	6%	8%
	27% Satisfied			14% Dissatisfied	
Opportunity to hunt	4%	4%	86%	2%	4%
	8% Satisfied			6% Dissatisfied	

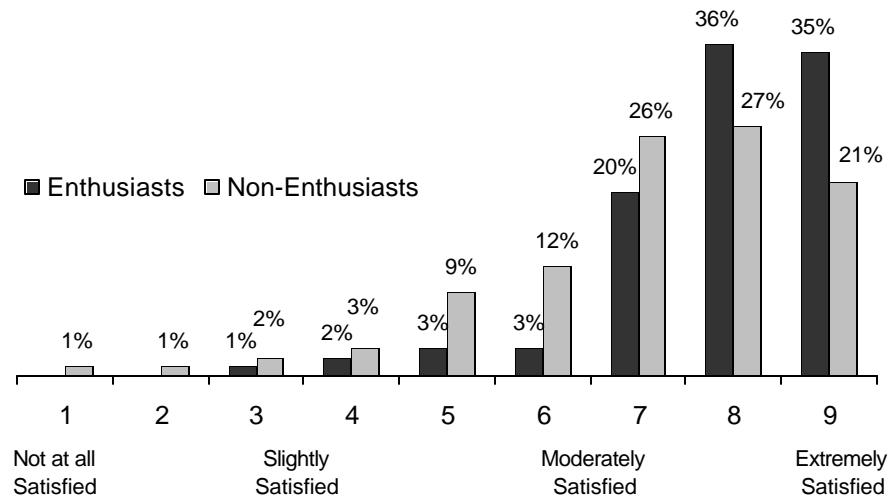
Respondents were asked which elements of site conditions they deemed most important. Enthusiasts ranked cleanliness of area (25%), condition of natural features (18%), maintenance of facilities (14%), degree of naturalness (12%), and privacy of area (12%) as the most important conditions. Cleanliness of the area (26%), privacy of the area (15%), maintenance of facilities (13%), degree of naturalness (11%), and campsite and picnic areas (11%) all top the list of most important site conditions for Non-Enthusiasts. The most notable differences between Enthusiasts and Non-Enthusiasts are the desire for historical or interpretive information and the importance of the condition of natural features, which is much more important to Enthusiasts than Non-Enthusiasts (Table 21).

Table 16. Most Important Site Conditions

Site Condition	% of L&C Enthusiasts that Indicated Condition was Most Important	% of Non-Enthusiasts that Indicated Condition was Most Important
Cleanliness of area	25%	26%
Maintenance of facilities	14%	13%
Condition of natural features	18%	10%
Historical information	4%	1%
Lewis & Clark information	11%	1%
Appropriateness of development	5%	5%
Degree of naturalness	12%	11%
Behavior of other people	7%	9%
Amount of development	7%	5%
Quality of other information	9%	1%
Privacy of area	12%	15%
Campsite and picnic areas	10%	11%
Opportunity to view wildlife	9%	6%
Rules and restrictions	1%	4%
Seeing/hearing others	3%	5%
Residential development visible from water	2%	2%
Conflict with other users	2%	3%
Number of campsites within sight or sound	2%	4%
Number of fish caught	4%	9%
Opportunity to hunt	1%	1%

Visitors were asked to rank their overall level of satisfaction with their trip, with 1 being "not at all satisfied" and 9 being "extremely satisfied". Overall, Lewis and Clark Enthusiasts were satisfied with their trip. Only six percent indicated that they were less than moderately satisfied. The average response for Lewis and Clark Enthusiasts' overall satisfaction was 7.9. Overall, Non-enthusiasts were less satisfied with their trip than Lewis and Clark Enthusiasts. Sixteen percent of Non-Enthusiasts indicated they were less than moderately satisfied. However, the average response for Non-Enthusiasts' overall satisfaction was very similar to Enthusiasts at 7.1 (Figure 4).

Figure 4. Overall Satisfaction with Trip Comparison



Trip Spending in Montana

Lewis and Clark Enthusiast groups each spent an average of about \$380 in Montana during their trip. Non-Enthusiast groups each spent an average of about \$200 in Montana during their trip. Food, transportation costs, and lodging represent the largest sectors of spending by Enthusiasts and Non-Enthusiasts alike and account for about three-fourths of total spending statewide by these groups. The most notable differences between Enthusiasts and Non-Enthusiasts is the sheer difference in overall spending and portion of total spending in the guides/outfitters and lodging categories (Tables 17a and 17b).

Table 17a. Total Average Trip Spending in Montana (1999\$)

Sector of Spending	Average Spent in Montana by L&C Enthusiasts	Average Spent in Montana by Non-Enthusiasts
Food (restaurants, groceries, etc.)	\$100.80	\$62.30
Gas, transportation costs	\$99.89	\$48.42
Motels, campgrounds, lodging	\$73.30	\$44.56
Retail items	\$55.72	\$21.41
Guides, outfitters	\$29.65	\$11.58
Licenses, entrance fees	\$11.03	\$8.96
Other	\$9.58	\$4.07
Total*	\$381.05	\$200.12

* Sum of spending sectors may not equal reported total due to rounding.

Table 17b. Trip Spending Distribution in Montana (1999\$)

Sector of Spending	% of Total Spending in MT by L&C Enthusiasts	% of Total Spending in MT by Non-Enthusiasts
Food (restaurants, groceries, etc.)	26%	31%
Gas, transportation costs	26%	24%
Motels, campgrounds, lodging	19%	22%
Retail items	15%	11%
Guides, outfitters	8%	6%
Licenses, entrance fees	3%	4%
Other	3%	2%
Total*	100%	100%

* Sum may not total 100% due to rounding.

Great Falls and Helena area visitors were not drastically different in their spending habits from the overall profile. However, there are a couple of notable points. First, Great Falls Non-Enthusiasts spent a much larger amount on guides and outfitters than Helena area Non-Enthusiasts. This is not surprising considering Great Falls Non-Enthusiasts were more than three times as likely as Helena Non-Enthusiasts to participate in floating/rafting or canoeing/kayaking. Second, Helena area Non-Enthusiasts spent more on licenses and entrance fees than Great Falls area Non-Enthusiasts. This can be at least partially explained by the fact that Helena area Non-Enthusiasts were much more likely to be angling than Great Falls area Non-Enthusiasts (Tables 18a and 19a).

Another point to consider is the distribution of spending between Helena area Enthusiasts and Non-Enthusiasts. Spending for food, lodging, and transportation amounted to 80 percent of Non-Enthusiasts' budgets and only 68 percent of Enthusiasts' budgets. This difference is made up for in the guides and outfitters and retail items sectors (Table 19b).

Table 18a. Great Falls Visitor Total Average Trip Spending in Montana (1999\$)

Sector of Spending	Average Spent in Montana by L&C Enthusiasts	Average Spent in Montana by Non-Enthusiasts
Food (restaurants, groceries, etc.)	\$84.68	\$40.58
Gas, transportation costs	\$100.30	\$35.91
Motels, campgrounds, lodging	\$64.12	\$44.35
Retail items	\$43.07	\$11.75
Guides, outfitters	\$27.40	\$32.06
Licenses, entrance fees	\$9.23	\$2.59
Other	\$7.49	\$4.51
Total*	\$337.78	\$167.70

* Sum of spending sectors may not equal reported total due to rounding.

Table 18b. Great Falls Visitors Spending Distribution in Montana (1999\$)

Sector of Spending	% of Total Spending in MT by L&C Enthusiasts	% of Total Spending in MT by Non-Enthusiasts
Food (restaurants, groceries, etc.)	25%	24%
Motels, campgrounds, lodging	30%	21%
Gas, transportation costs	19%	26%
Guides, outfitters	11%	7%
Retail items	8%	19%
Licenses, entrance fees	3%	2%
Other	2%	3%
Total*	100%	100%

* Sum may not total 100% due to rounding.

Table 19a. Helena Visitor Total Average Trip Spending in Montana (1999\$)

Sector of Spending	Average Spent in Montana by L&C Enthusiasts	Average Spent in Montana by Non-Enthusiasts
Food (restaurants, groceries, etc.)	\$125.62	\$68.37
Gas, transportation costs	\$102.76	\$52.90
Motels, campgrounds, lodging	\$89.02	\$40.72
Retail items	\$88.84	\$20.98
Guides, outfitters	\$27.45	\$2.34
Licenses, entrance fees	\$16.50	\$11.35
Other	\$8.01	\$5.38
Total*	\$458.21	\$201.96

* Sum of spending sectors may not equal reported total due to rounding.

Table 19b. Helena Visitor Spending Distribution in Montana (1999\$)

Sector of Spending	% of Total Spending in MT by L&C Enthusiasts	% of Total Spending in MT by Non-Enthusiasts
Food (restaurants, groceries, etc.)	27%	34%
Motels, campgrounds, lodging	22%	26%
Gas, transportation costs	19%	20%
Guides, outfitters	19%	10%
Retail items	6%	1%
Licenses, entrance fees	4%	6%
Other	2%	3%
Total*	100%	100%

* Sum may not total 100% due to rounding.