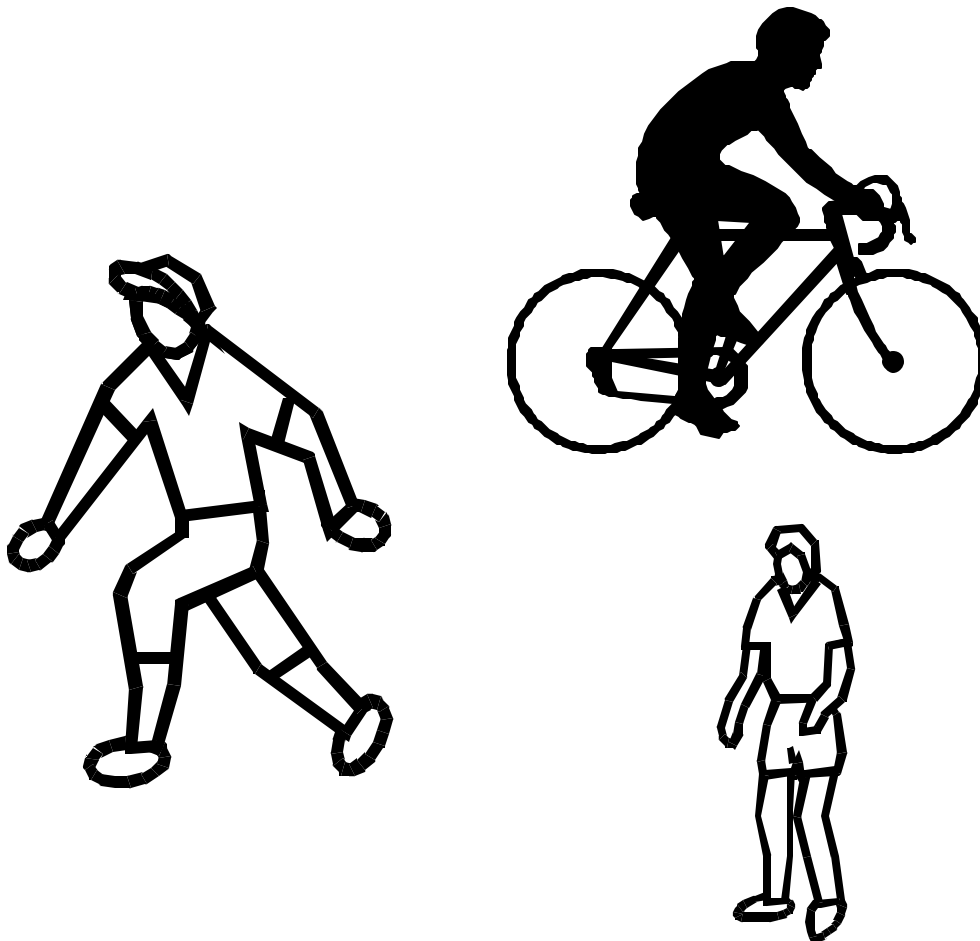


# Recreation Participation Patterns by Montana Residents



Research Report 68  
September 1999

# **Recreation Participation Patterns by Montana Residents**

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# EXECUTIVE SUMMARY

This study examines recreation patterns of Montana residents for a 12-month period, July 1998 through June 1999.

## Purpose

The purpose of this study was to gain an understanding of what Montana residents do for recreation in a given month, season or year. The goals for this report were:

- To determine typical resident recreation patterns.
- To compare yearly, seasonal, and monthly recreation participation.
- To compare recreation participation by income level.
- To compare recreation patterns by household type (with and without children).
- If possible, to identify the value Montana residents place on Montana's natural recreational resources.

## Methodology

Between July 1, 1998, and June 30, 1999, over 2,600 Montana resident households were contacted by telephone using a Random Digit Dialing (RDD) process. Interviewing was conducted every two weeks for twelve months. Throughout this process, multiple attempts were made to contact each telephone number. Attempts were made on weekdays as well as weekends during daytime and evening hours.

## Results

- It was typical for only one person in the household to participate in most of the activities.
- Walking as a recreation activity was always the most participated in activity whether the household had children or not, no matter the season or month, and no difference between income levels.
- The seasons and months showed differences in recreation participation based on weather-related activities or regulation-related activities such as hunting. However, the top three activities in terms of participation (walking, recreational shopping, and wildlife watching) were the same in winter, spring and summer. A difference occurred in the fall with sporting events entering the top three activities.
- August was the busiest month with 30 percent of all households participating in 14 activities. January was the slowest month with 30 percent of the households participating in only 6 activities.
- Households with children are far more likely to participate in recreation activities than those without children. Only 6 activities were participated in by over 30 percent of households without children. In contrast 14 activities were participated in by over 30 percent of households with children.
- Income is a large factor in recreation participation. With almost no exceptions, households earning over \$50,000 annually participated with higher frequency in every type of recreational activity than families earning between \$20,000 and \$50,000 annually. Likewise, households earning between \$20,000 and \$50,000 participated at

a higher frequency in virtually every activity than households earning less than \$20,000 annually. Exceptions to this are ATV/Off-road recreation, vehicle camping, and gambling, which possess fairly constant levels of participation across all income levels.

- Montana residents are more active in non-natural resource dependent activities than those that require natural resources. In terms of number of households participating in the activities, nine of the non-resource dependent activities ranked in the top ten while only four of the natural resource dependent activities ranked in the top ten.

### Overall Recreation Activity Participation of Montana Households

Activity	% of Households with 1 or more Participants	Rank*	Activity	% of Households with 1 or more Participants	Rank*
Walking	75%	1	Hunting	18%	20
Recreational Shopping	53%	2	Tent Camping	18%	21
Wildlife Watching	52%	3	Golfing	16%	22
Attending Sporting Events	47%	4	Horseback Riding	15%	23
Day Hiking	37%	5	Visiting Attractions	14%	24
Biking	35%	6	Fly Fishing	13%	25
Attending Festivals	34%	7	Motor Boating	13%	25
Swimming	32%	8	Vehicle Camping	13%	25
Picnicking	31%	9	Backpacking	12%	28
Attending Performances	29%	10	Non-Motor Boating	11%	29
Participate in Sport. Events	29%	10	Sledding	11%	29
Nature Photography	29%	10	ATV/Off-road Recr.	10%	31
Visiting Museums	29%	10	Downhill Skiing	10%	31
Visiting Interpretive Ctrs	28%	14	Snowmobiling	7%	33
Fishing (other than fly)	27%	15	Water Skiing	6%	34
Gambling	24%	16	Cross Country Skiing	5%	35
Visiting Art Galleries	24%	17	Ice Fishing	5%	35
Motorcycling	22%	18	Snowboarding	4%	37
Visiting Native American Sites	19%	19	Snowshoeing	2%	38

### Conclusions

Montana households with higher incomes and Montana households with children are more likely to be active in recreation activities. Only one highly participated in activity, wildlife watching, showed the uniqueness of Montana. Other activities, including walking, recreational shopping and attending sporting events can be participated in regardless of where one lives. The value of Montana's natural recreational resources is unclear since high participation in resource dependent activities is lower than other recreational activities.

*Please refer to full text for details and further explanation*

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# Introduction

This report profiles Montana household recreation patterns during a year-long study conducted from July 1998 through June 1999. Responses represent answers provided by households during this study period and are presented in two main sections: 1) overall Montana household characteristics, and 2) general recreation patterns of Montana households.

The first section, *Overall Montana Household Characteristics*, highlights characteristics of the residents of Montana. Demographics include respondents' gender, household composition, household income, education levels, and length of residency characteristics.

The second section, *General Recreation Patterns of Montana Households*, profiles the recreational activity patterns of Montana households. Included here are descriptions of the most popular recreational activities of Montana households by various types of measure.

Attached at the end of this report is a copy of the survey instrument used by interviewers to obtain research data.

# **Methodology**

## **Study Population**

Montana resident households were surveyed for this study during the months of July 1998 through June 1999. This report describes household recreation activity participation during the month prior to the interview, so represents recreational participation for June 1998 through May 1999. The population was defined as those households whose primary residences was Montana and had a working phone number at the time of the study. The study identifies household demographics and general activity participation.

## **Study Goals and Objectives**

The Institute for Tourism and Recreation Research contracted with the Bureau of Business & Economic Research at The University of Montana to conduct a statewide telephone survey during the year-long study period. The goals for this report were:

- To determine typical resident recreation patterns.
- To compare yearly, seasonal, and monthly recreation participation.
- To compare recreation participation by income level.
- To compare recreation patterns by household type (with and without children).
- If possible, to identify the value Montana residents place on Montana's natural recreational resources.

## **Household Survey Methodology**

Between July 1, 1998, and June 30, 1999, interviewers from the Bureau of Business and Economic Research (BBER) Survey Research Facility at The University of Montana contacted over 2,600 Montana resident households using a Random Digit Dialing (RDD) process. Interviewing was conducted every two weeks for twelve months. Throughout this process, multiple attempts were made to contact each telephone number. Attempts were made on weekdays as well as weekends during daytime and evening hours. This method allowed households with differing compositions to be interviewed. Table 0.1 shows the distribution of households interviewed during the year.



**Table 0.1: Distribution of Respondents**

<b>Month</b>	<b>Completed Interviews</b>
July 1998	211
August 1998	224
September 1998	261
October 1998	189
November 1998	254
December 1998	208
January 1999	221
February 1999	231
March 1999	251
April 1999	212
May 1999	102
June 1999	275
<b>Total</b>	<b>2639</b>

## **Confidentiality and Random Selection**

Since each phone number was randomly generated, the method includes non-listed numbers and the interviewer knew nothing about the responding household. Each number was attempted numerous times, allowing several opportunities for each household to be contacted. Once a household was contacted, a selection process using a Kish grid<sup>1</sup> was applied, ensuring random selection of the individual to be interviewed within multiple person households.

## **Response Rates and Refusals**

Respondents refusing to complete an interview are expected in any survey. Refusals occurred either at the very beginning of a call, or during the interview. Of the 3,552 households that were contacted, 2,625 completed the interview. The final response rate for the twelve-month study period was just over 74 percent.

<b>Total number of phone numbers drawn</b>	<b>3,732</b>
Non working numbers	16
Non-eligible numbers	164
<b>Total households contacted</b>	<b>3,552</b>
Non-interviews	179
Refusals	748
<b>Completions (useable surveys)</b>	<b>2,625</b>
<b>Response rate</b>	<b>74%</b>

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<sup>1</sup> Kish, L. (1949). A procedure for objective respondent selection within the household. *Journal of the American Statistical Association*, 44, 380-387.

## Weighting

Data were weighted to reflect Montana's population as recorded by the U.S. Census Bureau. Of particular concern was an unequal population of women and men; men were somewhat more likely to refuse an interview. Weights were calculated using 1997 age and gender population estimates by the U.S. Bureau of the Census<sup>2</sup>. To ensure correct representation of the sample, these weights were applied for all statistical analyses. All statistics presented throughout this report reflect the weighted data set, which provides a more accurate representation of Montana's population.

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<sup>2</sup> Census and Economic Information Center, Montana Department of Commerce.  
[www.com.state.mt.us/ceic/subjects/index.htm#P](http://www.com.state.mt.us/ceic/subjects/index.htm#P) accessed 2/17/99.

## Section 1

### Overall Montana Household Characteristics

Respondents were asked questions pertaining to characteristics of their household. This section presents demographics for all participating Montana households.

Respondents were asked questions about *their* socio-demographic characteristics as well as those of their household. These characteristics included gender, age, household size, household composition, household income, and education level (Table 1.1).

Fifty-four percent of respondents were women and forty-seven percent were men. The median age of respondents was 46 years. The average number of people in each household was 2.6 people, which included .8 children and 1.8 adults. However, 64 percent of all households did not contain children. Respondents to the survey exhibit household income and education traits very similar to those reported by the 1997 census estimates.



**Table 1.1: Household/Respondent Characteristics**

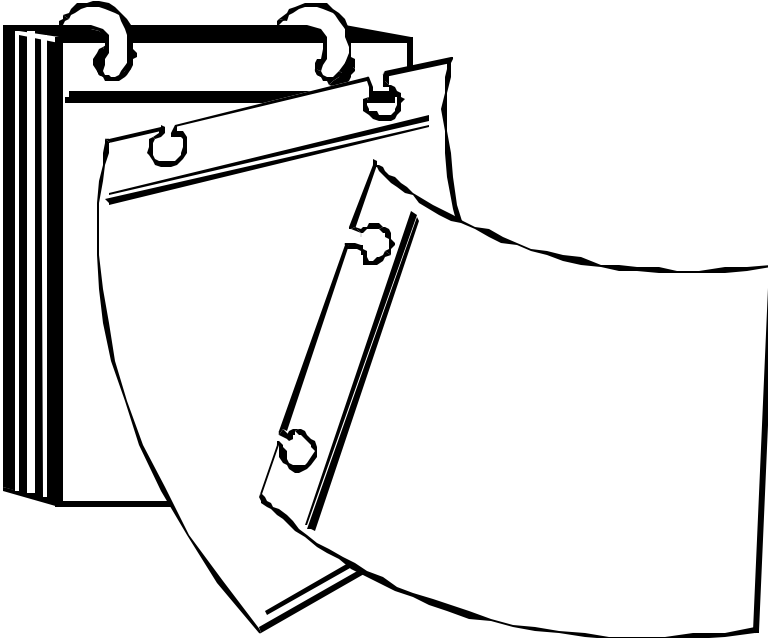
<b>Demographic Characteristic</b>	<b>This Study</b>	<b>MT Population<sup>3</sup></b>
<b>Respondents' Gender</b>		
Women	54%	50%
Men	46%	50%
<b>Median age of respondent (adults 18 and older)</b>	<b>46 years</b>	44 years
Ages 18-29	16%	21%
Ages 30-49	41%	42%
Ages 50-64	23%	20%
Ages 65+	21%	17%
<b>Average household size</b>	2.6 people	2.51 people
<b>Average number of children in all households</b>	<b>.8 children</b>	.98 children
<b>Average number of adults per household</b>	<b>1.8 adults</b>	1.53 adults
Households w/o children	64%	
Average # of children in households w/children	2.1 children	1.95 children
<b>Median household income</b>	<b>\$20,000- \$34,999</b>	\$29,262
<b>Total household income</b>		
Less than 10,000	21%	
\$10,000-\$14,999	5%	
\$15,000-\$19,999	6%	
\$20,000-\$34,999	19%	
\$35,000-\$49,999	19%	
\$50,000-\$100,000	23%	
Over \$100,000	6%	
<b>Respondents' Educational Attainment</b>		
Completed High School Degree or higher	90%	89%
Completed Bachelor's Degree or higher	26%	24%

<sup>3</sup> Ibid.

Respondents were asked about their length of residency in Montana. While the average length of residency in Montana was 24.8 years, many individuals (32%) have lived in the state more than thirty years (Table 1.2).

**Table 1.2: Years Lived in Montana**

<b>YEARS</b>	<b>PERCENT</b>
1-5	21%
6-10	12%
11-20	18%
21-30	17%
31-40	12%
41-50	9%
51+	11%
<b>Average</b>	<b>24.8 years</b>



## Section 2

### Recreation Participation by Montana Households

Study participants were asked about typical recreation patterns of their household. This section not only presents recreation activity participation levels overall, but provides some discussion regarding participation in each of five activity types (passive activity, land-based activity, water-based activity, cold weather activity, and other) as well as five different segments of participants:

1. Recreation activity participation by season.
2. Recreation activity participation by month
3. Recreation activity participation by households with and without children.
4. Recreation activity participation by household income.
5. Recreation participation by resource and non-resource based activities

Individuals indicated the number of people in their household that participated in each of 38 listed activities during the month prior to the interview. Therefore, these responses provide a recreation profile for non-travelling residents.

In order for a household to be considered a participating household, at least one member of the respondents' household must have participated in at least one of the listed activities during the month prior to the date of the survey. Of the 2,625 responding households, over 95 percent reported that at least one member had participated in at least one of the named activities during the month prior to the survey.

Table 2.1 shows respondent participation in the 38 activities included in the survey grouped by type of activity: Passive Activities, Land-Based Activities, Water-Based Activities, "Other" Activities, and Cold Weather Activities. Table 2.2 is a listing of all 38 activities listed by popularity.

**Table 2.1: Activity Participation by Activity Category**

Activity		Percentage of Households with 1 or more Participants	Top 10 Ranking*
<b>Passive</b>	Picnicking	31%	9
	Wildlife Watching	52%	3
	Recreational Shopping	53%	2
	Visiting Interpretive Centers	28%	
	Nature Photography	29%	10
	Visiting Museums	29%	10
	Visiting Native American Sites	19%	
	Attending Performances	29%	10
	Visiting Attractions	14%	
	Visiting Art Galleries	24%	
<b>Land-based</b>	Walking	75%	1
	Day Hiking	37%	5
	Tent Camping	18%	
	Motorcycling	22%	
	Vehicle Camping	13%	
	Horseback Riding	15%	
	Backpacking	12%	
	ATV/Off-road Recreation	10%	
	Hunting	18%	
<b>Water-based</b>	Swimming	32%	8
	Fishing (other than fly)	27%	
	Motor Boating	13%	
	Non-Motor Boating	11%	
	Fly Fishing	13%	
	Water Skiing	6%	
<b>"Other"</b>	Biking	35%	6
	Attending Sporting Events	47%	4
	Attending Festivals	34%	7
	Participating in Sporting Events	29%	
	Gambling	24%	
	Golfing	16%	
<b>Cold Weather</b>	Sledding	11%	
	Downhill Skiing	10%	
	Snowmobiling	7%	
	Cross Country Skiing	5%	
	Snowboarding	4%	
	Ice Fishing	5%	
	Snowshoeing	2%	

\* 1 = Most Participation

**Table 2.2: Overall Activity Participation of Montana Households**

<b>Activity</b>	<b>Percentage of Households with 1 or more Participants</b>	<b>Rank*</b>
Walking	75%	1
Recreational Shopping	53%	2
Wildlife Watching	52%	3
Attending Sporting Events	47%	4
Day Hiking	37%	5
Biking	35%	6
Attending Festivals	34%	7
Swimming	32%	8
Picnicking	31%	9
Attending Performances	29%	10
Participate in Sporting Events	29%	10
Nature Photography	29%	10
Visiting Museums	29%	10
Visiting Interpretive Centers	28%	14
Fishing (other than fly)	27%	15
Gambling	24%	16
Visiting Art Galleries	24%	17
Motorcycling	22%	18
Visiting Native American Sites	19%	19
Hunting	18%	20
Tent Camping	18%	21
Golfing	16%	22
Horseback Riding	15%	23
Visiting Attractions	14%	24
Fly Fishing	13%	25
Motor Boating	13%	25
Vehicle Camping	13%	25
Backpacking	12%	28
Non-Motor Boating	11%	29
Sledding	11%	29
ATV/Off-road Recreation	10%	31
Downhill Skiing	10%	31
Snowmobiling	7%	33
Water Skiing	6%	34
Cross Country Skiing	5%	35
Ice Fishing	5%	35
Snowboarding	4%	37
Snowshoeing	2%	38

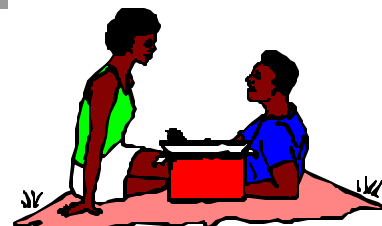
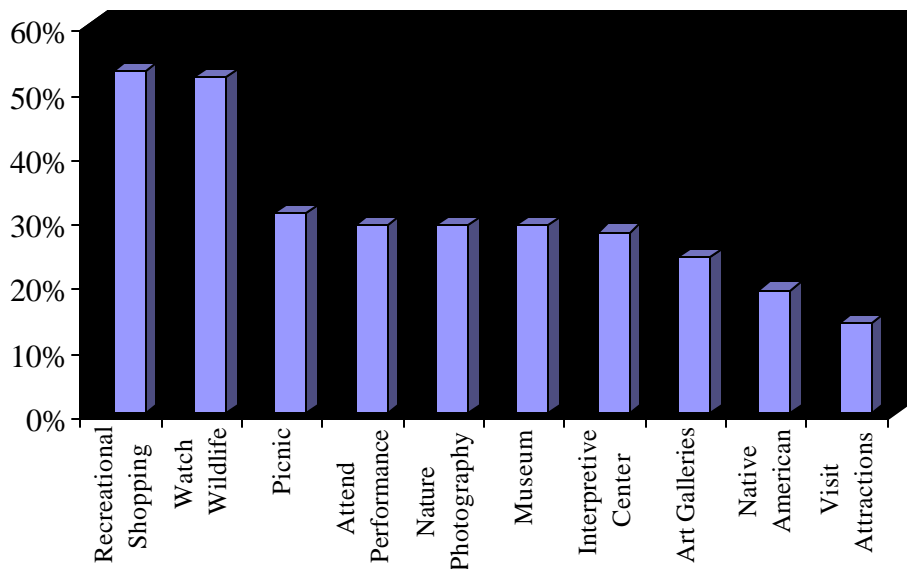
\* 1 = Most Participation, 38= Least Participation



## Passive Activities

Passive activities were, on the whole, the most popular form of recreation for Montana residents. Passive pastimes include activities such as visiting a museum, recreational shopping, and visiting an interpretive site. Of these activities, Montana residents preferred recreational shopping (53%), watching wildlife (52%), and going on a picnic (31%) (Figure 2.1). Popularity of passive recreational activities was further broken down into the number of household members that participated in each activity (Table 2.3).

**Figure 2.1: Household Participation in Passive Activities**



**Table 2.3: Household Participants in Passive Activities**

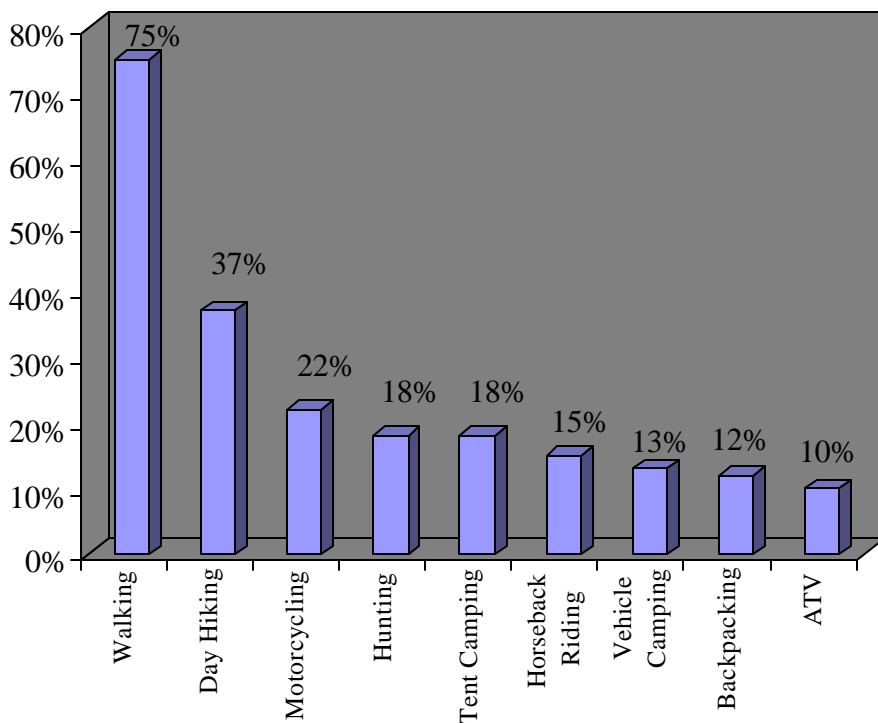
Activity	Percent of Households with Indicated Number of Participants					Total Percent Participating*
	1	2	3	4	5+	
Recreational Shopping	21%	18%	7%	5%	3%	53%
Wildlife Watching	16%	20%	7%	6%	3%	52%
Picnicking	7%	11%	5%	5%	3%	31%
Attend Performance	12%	11%	3%	2%	1%	29%
Nature Photography	15%	10%	2%	1%	1%	29%
Visit Museum	13%	10%	3%	2%	1%	29%
Interpretive Center	10%	10%	3%	3%	2%	28%
Visit Art Gallery	13%	8%	2%	1%	1%	24%
Visit Native American Site	8%	6%	2%	2%	1%	19%
Visit Attraction	5%	4%	2%	2%	1%	14%

\* Sum may not equal indicated total due to rounding.

## Land-Based Activities

Following passive activities, Montana households favored land-based activities. Seventy-five percent of all households had at least one member participate in recreational walking during the month prior to their interview. Other popular land-based activities included day hiking (37%), motorcycling (22%), and hunting (18%) (Figure 2.2). Popularity of land-based recreational activities was further broken down into the number of family members that participated in each activity during the month prior to their interview (Table 2.4).

**Figure 2.2: Household Participation in Land-Based Activities**



**Table 2.4: Household Participants in Land-Based Activities**

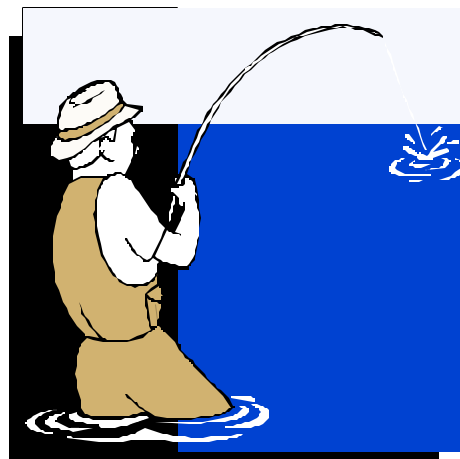
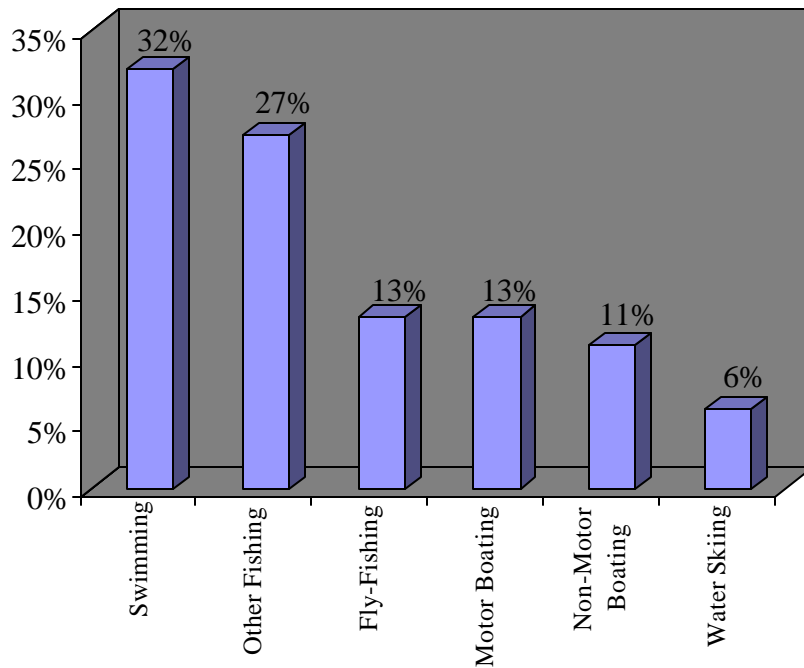
Activity	Percent of Households with Indicated Number of Participants					
	1	2	3	4	5+	Total Percent Participating*
Walking	31%	26%	7%	7%	3%	75%
Day Hiking	17%	11%	4%	4%	1%	37%
Motorcycling	12%	6%	2%	2%	1%	22%
Hunting	11%	5%	1%	1%	<1%	18%
Tent Camping	8%	5%	2%	2%	1%	18%
Horseback Riding	8%	5%	1%	1%	<1%	15%
Vehicle Camping	5%	5%	2%	2%	1%	13%
Backpacking	7%	3%	1%	1%	<1%	12%
ATV Riding	7%	2%	<1%	<1%	<1%	10%

\* Sum may not equal indicated total due to rounding.

## Water-Based Activities

The most popular water-based activity among Montana residents is swimming (32%). Other popular activities in which at least one member of the respondents' household participated included fishing other than fly fishing (27%), fly fishing (13%), and motorboating (13%) (Figure 2.3). Popularity of water-based recreation activities was further broken down into the number of household members that participated in each activity (Table 2.5).

**Figure 2.3: Household Participation in Water-Based Activities**



**Table 2.5: Household Participants in Water-Based Activities**

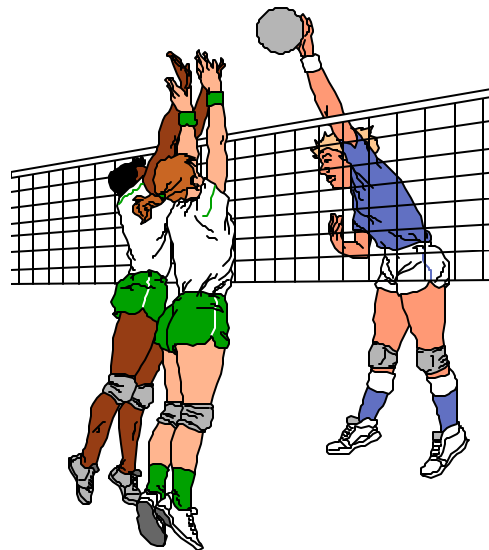
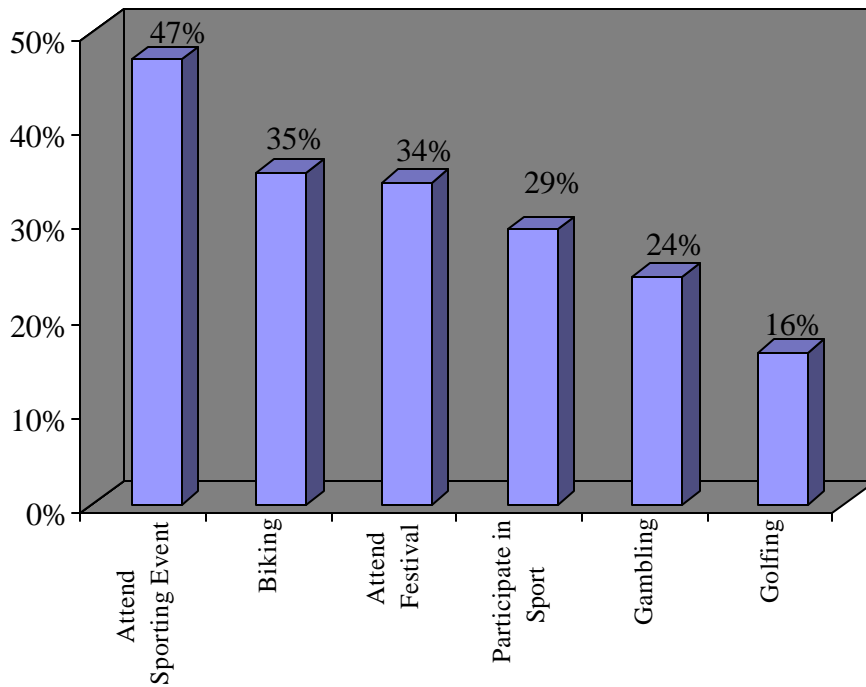
Activity	Percent of Households with Indicated Number of Participants					Total Percent Participating*
	1	2	3	4	5+	
Swimming	13%	8%	5%	4%	2%	32%
Other Fishing	13%	9%	2%	2%	1%	27%
Fly-Fishing	9%	3%	1%	<1%	0%	13%
Motor Boating	5%	4%	1%	1%	1%	13%
Non-Motor Boating	5%	3%	1%	1%	<1%	11%
Water Skiing	3%	2%	1%	1%	<1%	6%

\* Sum may not equal indicated total due to rounding.

## Other Activities

“Other” activities are those that do not necessarily fall into the recreational categories above and can generally be described as urban recreation. Other popular activities included attending a sporting event (47%), biking (35%), and attending a festival (34%) (Figure 2.4). Popularity of other recreational activities was further broken down into the number of household members that participated in each activity (Table 2.6).

**Figure 2.4: Households Participating in Other Activities**



**Table 2.6: Household Participants in Other Activities**

Activity	Percent of Households with Indicated Number of Participants					Total Percent Participating*
	1	2	3	4	5+	
Attend Sporting Event	15%	15%	7%	6%	3%	47%
Biking	17%	12%	5%	3%	1%	35%
Attend Festival	12%	12%	4%	4%	2%	34%
Participate in Sporting Event	17%	9%	2%	1%	<1%	29%
Gambling	15%	8%	1%	<1%	0	24%
Golfing	11%	4%	1%	1%	<1%	16%

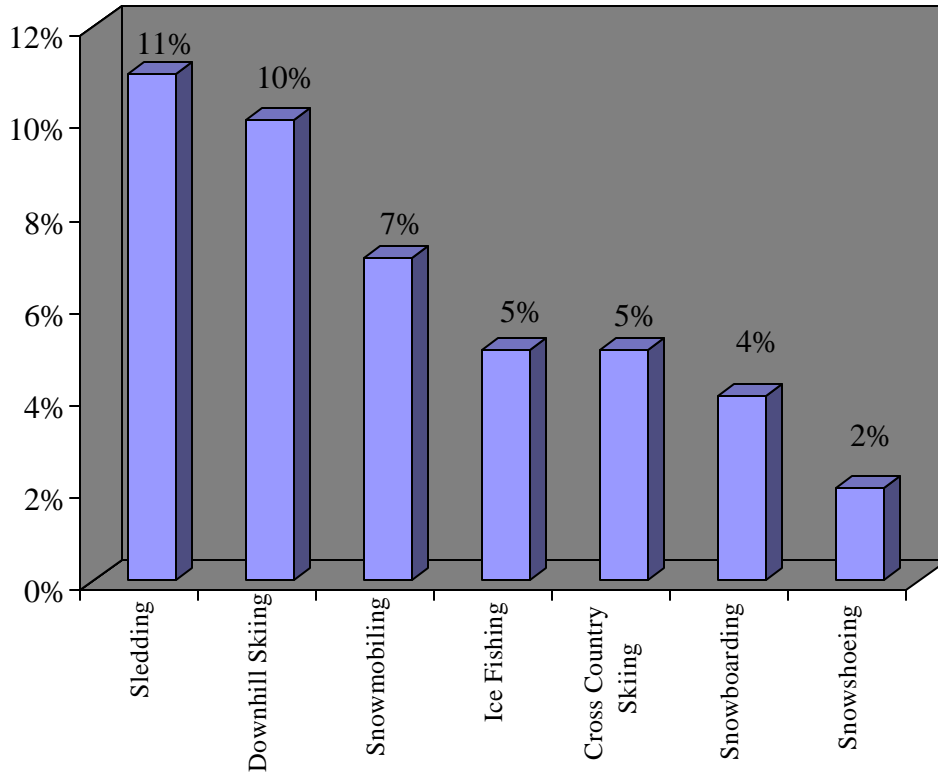
\* Sum may not equal indicated total due to rounding.



## Cold Weather Activities

Cold weather activities are those which primarily take place during the winter months. Popular cool weather activities included sledding (11%), downhill skiing (10%), and snowmobiling (7%) (Figure 2.5). Popularity of cold weather recreational activities was further broken down into the number of household members that participated in each activity (Table 2.7).

**Figure 2.5: Households Participating in Cold Weather Activities**



**Table 2.7: Households Participating in Cold Weather Activities**

Activity	Percent of Households with Indicated Number of Participants					Total Percent Participating*
	1	2	3	4	5+	
Sledding	4%	3%	2%	2%	1%	11%
Downhill Skiing	5%	3%	1%	1%	<1%	10%
Snow-mobiling	4%	2%	<1%	<1%	<1%	7%
Ice Fishing	4%	1%	<1%	<1%	<1%	5%
Cross Country Skiing	3%	2%	<1%	<1%	0	5%
Snow Boarding	3%	1%	<1%	0	0	4%
Snowshoeing	1%	1%	0	0	0	2%

\* Sum may not equal indicated total due to rounding.

## Recreation Participation by Season

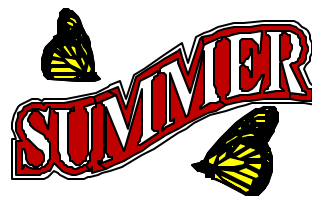
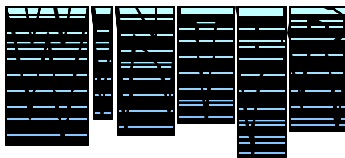
The popularity of recreation activities among Montana residents varies from season to season. For purposes of this study the four seasons of the year are divided as follows: winter includes the months December through March, spring includes April and May, summer consists of the months June through September, and fall includes the months of October and November.

A summary of the top 5 activities for each season is listed below. Table 2.8 outlines all participation in recreational activities during the four seasons.

Walking, wildlife watching, and recreational shopping rank in the top four recreational activities during all four seasons. Other popular winter activities include attending and participating in sporting events, attending performances, day hiking, and biking. Other popular summer activities include picnicking, swimming, biking, attending sporting events, day hiking, attending festivals, fishing (other than fly fishing), visiting interpretive centers, visiting museums, and nature photography. Other popular spring activities include biking, attending and participating in sporting events, picnicking, day hiking, and swimming. Other popular fall activities include attending sporting events, hunting, day hiking, attending festivals, attending performances, and nature photography.

It is interesting to note that Montanans part in motorcycling and horseback riding at about the same level all year long. Also, biking has a surprisingly high participation rate in the winter (28%) and fall (26%), while all cold weather activities have a lower participation rate during the winter than day hiking and biking.

Winter	Spring	Summer	Fall
Walking (1)	Walking (1)	Walking (1)	Walking(1)
Recreational shop(2)	Wildlife watching(2)	Wildlife watching(2)	Recreational shop(2)
Wildlife watching(3)	Recreational shop(3)	Recreational shop(2)	Attend sport event(3)
Attend sport event(4)	Biking(4)	Picnicking(4)	Wildlife watching(4)
Attend performance(5)	Picnicking(5)	Swimming(5)	Hunting(5)
Day hiking(5)	Attend sport event(5)		
Participate sport event(5)			



**Table 2.8: Participating Households by Season**

Activity		Percent of Households with Activity Participant by Season							
		Winter		Summer		Spring		Fall	
		%	Rank*	%	Rank*	%	Rank*	%	Rank*
		<b>Passive</b>	Picnicking	14%		52%	4	40%	5
Wildlife Watching	52%		3	53%	2	55%	2	50%	4
Recreational Shopping	53%		2	53%	2	49%	3	58%	2
Visiting Interp. Centers	20%		17	36%	10	27%	14	26%	11
Nature Photography	24%		13	33%	13	29%	10	30%	9
Visiting Museums	25%		9	34%	12	29%	10	27%	10
Visiting Native Am. Sites	15%			24%	19	19%		19%	
Attending Performances	31%		5	26%	16	27%	14	33%	8
Visiting Attractions	9%			22%	22	15%		10%	
Visiting Art Galleries	25%		9	23%	20	23%	18	25%	13
<b>Land-based</b>	Walking	76%	1	76%	1	77%	1	71%	1
	Day Hiking	31%	5	42%	8	37%	7	39%	6
	Tent Camping	7%		27%	15	24%	17	16%	
	Motorcycling	23%	15	21%	23	19%		25%	13
	Vehicle Camping	7%		20%	24	13%		14%	
	Horseback Riding	13%		17%		14%		15%	
	Backpacking	8%		15%		12%		13%	
	ATV/Off-road Recreation	8%		11%		11%		10%	
	Hunting	15%		12%		10%		40%	5
<b>Water-based</b>	Swimming	25%	9	45%	5	36%	8	17%	
	Fishing (other than fly)	19%		36%	10	29%	10	22%	17
	Motor Boating	4%		25%	17	13%		8%	
	Non-Motor Boating	4%		19%		12%		7%	
	Fly Fishing	7%		18%		14%		15%	
	Water Skiing	2%		15%		3%		2%	
<b>Other</b>	Biking	28%	8	44%	6	46%	4	26%	11
	Attending Sporting Events	50%	4	44%	6	40%	5	52%	3
	Attending Festivals	30%		39%	9	29%	10	35%	7
	Participate in Sport Evt	31%	5	29%	14	31%	9	23%	16
	Gambling	25%	9	25%	17	20%	19	25%	13
	Golfing	9%		23%	20	27%	14	11%	
<b>Cold Weather</b>	Sledding	24%	13	1%		4%		12%	
	Downhill Skiing	22%	16	1%		6%		6%	
	Snowmobiling	16%		1%		4%		4%	
	Cross Country Skiing	9%		1%		4%		5%	
	Snowboarding	10%		--		3%		4%	
	Ice Fishing	12%		1%		3%		3%	
	Snowshoeing	4%		--		1%		3%	

\* 1 = Most Participation

## Montana Household Activity by Month of Participation

The monthly variations in household participation shows which month is the most popular for each particular activity. As expected, activities dependent on weather or season such as skiing or hunting show up strongest during the months where weather or season is appropriate for the activity. Other activities not dependent on weather conditions or regulations vary slightly from month to month.

Variability in the activity by month can be obtained by subtracting the smallest percent from the largest percent within the activity. By doing this, stability of activities over a year can be seen. It is interesting to note that of the activities where over 20 percent of the households participate, visiting art galleries is the most stable. Participation in this activity is within a 7 percent range over the entire year from 28 percent in a high month to 21 percent in a low month. The highest variation occurred in picnicking which ranged from as high as 59 percent of households participating in a month to 7 percent of households participating in a month. This activity is obviously weather dependent.

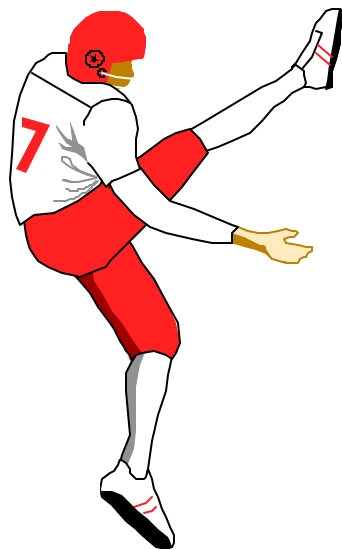
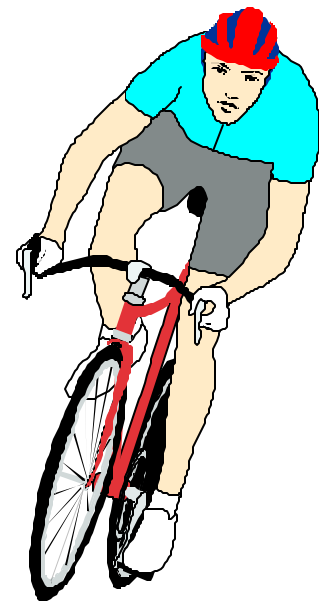
A general look at the highest level of participation for each activity is highlighted here. Each month except for March and November can claim the “highest” participation of at least one activity. Refer to Table 2.9 for full details of each activity by month.

- ◆ **January** – highest participation for downhill skiing (24%), ice fishing (19%), and snowmobiling (18%).
- ◆ **February** – Highest participation for attending a sporting event (58%), participating in a sporting event (33%), gambling (29%), downhill skiing (24%), snowboarding (12%), and snowshoeing (5%).
- ◆ **March** – None of the activities were highest in this month.
- ◆ **April** – Highest participation in walking (81%), attending performances (36%), golfing (28%), and ATV/Off-road recreation (13%).
- ◆ **May** – Highest participation in biking (46%) and participating in sporting events (33%)
- ◆ **June** – Highest participation in fishing (not fly fishing) at 39%.
- ◆ **July** – Highest participation in wildlife watching (59%), swimming (56%), attending festivals (48%), visiting interpretive centers (39%), visiting museums (36%), tent camping (31%), gambling (29%), visiting attractions (27%), non-motor boating (27%), visiting Native American sites (26%)
- ◆ **August** – Highest participation in picnicking (59%), biking (46%), nature photography (36%), participate in sporting events (33%), motor boating (29%), visiting Native American sites (26%), vehicle camping (23%), fly fishing (22%), water skiing (20%), backpacking (16%).
- ◆ **September** – Highest participation in horseback riding (19%).
- ◆ **October** – Highest participation in recreational shopping (59%), day hiking (48%), hunting (41%), nature photography (36%), motorcycling (27%).
- ◆ **November** - None of the activities were highest in this month.
- ◆ **December** – Highest participation in sledding (33%), visiting art galleries (28%), cross country skiing (11%), snowshoeing (5%).

By analyzing the number of activities participated in each month (Table 2.9) it is easy to pinpoint the active months for Montana residents. Using 30 percent as the minimum participation level, August is Montana’s busiest month where 15 activities are participated in by over 30 percent of the households. July and May have 14 activities participated in by over 30 percent of the households and June and September have 13 activities. The lowest months are January, when only 6 activities have over 30 percent of the households participating followed by December and April, when 7 activities have over 30 percent participation. As seen below, the summer months are the active times for Montana residents.

Number of Activities with  
30% Household Participation or more

January	6
February	9
March	10
April	7
May	14
June	13
July	14
August	15
September	13
October	10
November	8
December	7



**Table 2.9: Montana Household Activity by Month of Participation**

**Percent (%) of Households with one or more participants by month**

<b>Household Activity</b>	<b>Jan.</b>	<b>Feb.</b>	<b>Mar.</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>
Walking	73%	80%	80%	81%	75%	75%	76%	75%	79%	78%	64%	70%
Recreational Shopping	50	52	54	54	47	51	57	52	52	59	55	58
Wildlife Watching	53	53	55	52	56	54	59	53	46	55	43	47
Attending Sporting Events	49	58	39	42	39	42	38	47	52	57	47	50
Day Hiking	29	32	31	34	38	38	38	46	44	48	30	32
Biking	19	35	35	45	46	44	42	46	43	34	16	21
Attending Festivals	24	35	29	26	31	36	48	36	36	38	38	34
Swimming	20	26	31	24	41	49	56	47	32	18	16	24
Picnicking	7	15	26	29	44	57	55	59	35	24	13	9
Attending Performances	30	33	34	36	23	25	28	22	29	32	34	28
Participate in Sporting Events	31	33	32	26	33	29	27	33	27	25	19	28
Nature Photography	22	25	23	26	30	30	34	36	30	36	24	26
Visiting Museums	17	26	33	26	30	32	36	32	34	28	26	23
Visiting Interpretive Centers	15	22	23	18	31	38	39	38	30	27	25	19
Fishing (other than fly)	21	18	18	18	31	39	36	38	30	24	20	19
Gambling	26	29	23	20	20	26	29	24	18	25	24	20
Visiting Art Galleries	23	22	27	22	23	24	22	21	27	26	24	28
Motorcycling	21	26	24	18	20	21	26	17	22	27	22	21
Visiting Native American Sites	15	15	18	14	21	23	26	26	20	19	19	11

**Table 2.9: Continued**

**Percent (%) of Households with one or more participants by month**

	<b>Jan.</b>	<b>Feb.</b>	<b>Mar.</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>
Hunting	14%	12%	10%	11%	8%	5%	8%	10%	26%	41%	38%	25%
Tent Camping	3	10	6	17	27	24	31	30	23	18	14	7
Golfing	3	11	18	28	27	21	24	23	22	13	7	3
Horseback Riding	15	12	16	14	18	17	15	18	19	15	15	10
Visiting Attractions	7	10	11	14	16	19	27	24	16	13	7	7
Fly Fishing	6	8	9	15	14	19	17	22	14	19	11	5
Motor Boating	3	3	6	6	15	24	27	29	18	11	4	5
Vehicle Camping	4	8	8	14	14	19	21	23	15	18	10	7
Backpacking	7	10	10	5	14	15	14	16	14	14	13	7
Non-Motor Boating	3	4	3	4	15	17	27	20	12	8	5	4
Sledding	27	24	11	3	4	1	2	0	0	7	18	33
ATV/Off-road Recreation	4	9	12	13	10	13	10	12	10	10	9	6
Downhill Skiing	24	24	15	15	3	1	1	1	0	3	9	22
Snowmobiling	18	17	11	7	3	1	1	1	1	1	8	16
Water Skiing	1	1	4	2	3	12	16	20	9	3	1	3
Cross Country Skiing	8	9	5	5	3	0	0	1	2	4	5	11
Ice Fishing	19	11	7	3	3	0	0	0	2	2	4	12
Snowboarding	11	12	5	6	2	0	0	0	0	2	3	9
Snowshoeing	3	5	4	0	1	0	0	0	0	1	4	5



## Recreation Participation by Households With and Without Children

There were clear differences between the recreational participation patterns of households with children and those without children. As might be expected, households with children were much more likely to participate in recreational activities than households without children, except that households without children were more likely to participate in cross country skiing than households with children.

Picnicking, recreational shopping, swimming, other fishing, biking, attending and participating in sporting events, sledding, and downhill skiing showed the largest differences in household participation between those with children and those without children (Table 2.10).



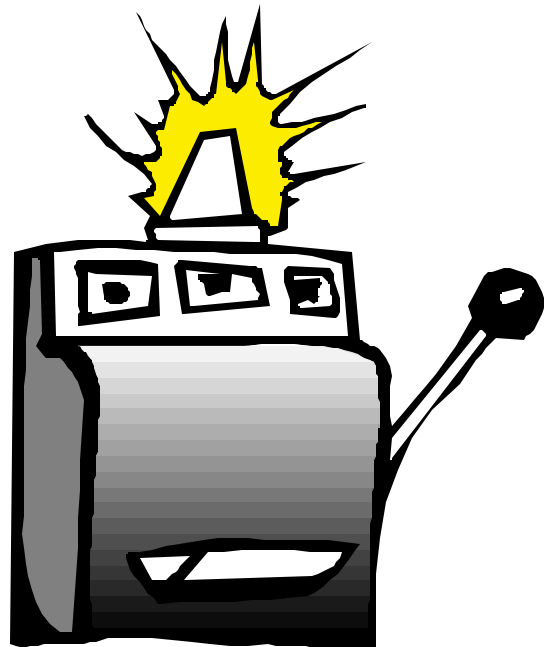
**Table 2.10: Activity Participation by Households with and without children**

Activity		Participation by Households without Children		Participation by Households with Children	
		%	Rank*	%	Rank*
<b>Passive</b>	Picnicking	26%	10	41%	9
	Wildlife Watching	51%	2	56%	4
	Recreational Shopping	45%	3	67%	2
	Visiting Interp. Centers	25%	11	32%	13
	Nature Photography	27%	7	31%	14
	Visiting Museums	27%	7	31%	14
	Visiting Native Am. Sites	16%		24%	18
	Attending Performances	27%	7	34%	12
	Visiting Attractions	10%		21%	22
	Visiting Art Galleries	24%	12	23%	21
<b>Land-based</b>	Walking	73%	1	80%	1
	Day Hiking	33%	5	43%	8
	Tent Camping	15%		23%	21
	Motorcycling	19%		28%	16
	Vehicle Camping	12%		15%	
	Horseback Riding	12%		21%	23
	Backpacking	11%		13%	
	ATV/Off-road Recreation	8%		12%	
Hunting	14%		24%	18	
<b>Water-based</b>	Swimming	20%	16	52%	6
	Fishing (other than fly)	21%	15	36%	11
	Motor Boating	11%		16%	
	Non-Motor Boating	9%		12%	
	Fly Fishing	12%		15%	
	Water Skiing	4%		11%	
<b>Other</b>	Biking	23%	13	56%	4
	Attending Sporting Events	38%	4	63%	3
	Attending Festivals	30%	6	40%	10
	Participate in Sport Evt	17%		48%	7
	Gambling	23%	13	25%	17
	Golfing	15%		19%	
<b>Cold Weather</b>	Sledding	4%		24%	18
	Downhill Skiing	7%		14%	
	Snowmobiling	6%		9%	
	Cross Country Skiing	6%		3%	
	Snowboarding	3%		8%	
	Ice Fishing	5%		6%	
	Snowshoeing	2%		2%	

\* 1=Most Participation, 37=Least Participation for activities with 20% participation or greater.

## Recreation Participation by Household Income

Household income levels do not show much difference in the rank of activities engaged in, but do show a difference in the sheer number of households participating in each activity. With only isolated exceptions, the percent of households participating in recreational activities increased with household income. Clearly, the extent to which households participate in recreational activities is tied to household income. Even for activities that require little financial investment such as walking, day hiking, biking, and picnicking, there is a clear increase in participation with household income. The differences in household participation rates are the most extreme for those activities which require the most financial outlay such as recreational shopping, visiting interpretive centers, attending performances and sporting events, fly fishing, and golfing. Activities with little difference in participation between income levels include ATV/Off-road recreation, vehicle camping, and gambling (Table 2.11).



**Table 2.11: Recreation Participation by Household Income**

Activity		Up to \$20,000 Annually		\$20,000 - \$50,000 Annually		\$50,000 and above Annually	
		%	Rank*	%	Rank*	%	Rank*
Passive	Picnicking	26%	8	33%	8	35%	12
	Wildlife Watching	44%	2	55%	2	58%	3
	Recreational Shopping	42%	3	54%	3	66%	2
	Visiting Interp. Centers	19%		29%	12	35%	12
	Nature Photography	23%	10	30%	10	34%	14
	Visiting Museums	22%	12	28%	15	37%	11
	Visiting Native Am. Sites	15%		21%	19	22%	20
	Attending Performances	22%	12	29%	12	38%	8
	Visiting Attractions	11%		14%		19%	
	Visiting Art Galleries	19%		23%	17	32%	15
Land-based	Walking	66%	1	79%	1	81%	1
	Day Hiking	30%	5	36%	6	46%	5
	Tent Camping	16%		17%		20%	23
	Motorcycling	18%		23%	17	26%	17
	Vehicle Camping	13%		13%		15%	
	Horseback Riding	10%		16%		21%	22
	Backpacking	8%		12%		16%	
	ATV/Off-road Recreation	9%		9%		11%	
	Hunting	13%		18%		22%	20
Water-based	Swimming	26%	8	33%	8	38%	8
	Fishing (other than fly)	20%	14	29%	12	31%	16
	Motor Boating	11%		12%		16%	
	Non-Motor Boating	7%		10%		16%	
	Fly Fishing	9%		13%		18%	
	Water Skiing	6%		5%		9%	
Other	Biking	29%	6	38%	5	39%	7
	Attending Sporting Events	38%	4	47%	4	58%	3
	Attending Festivals	29%	6	34%	7	40%	6
	Participate in Sport Evt	20%	14	30%	10	38%	8
	Gambling	23%	10	24%	16	25%	18
	Golfing	11%		14%		25%	18
Cold Weather	Sledding	8%		14%		11%	
	Downhill Skiing	7%		9%		14%	
	Snowmobiling	5%		7%		10%	
	Cross Country Skiing	4%		4%		6%	
	Snowboarding	3%		4%		6%	
	Ice Fishing	4%		6%		7%	
	Snowshoeing	1%		2%		2%	

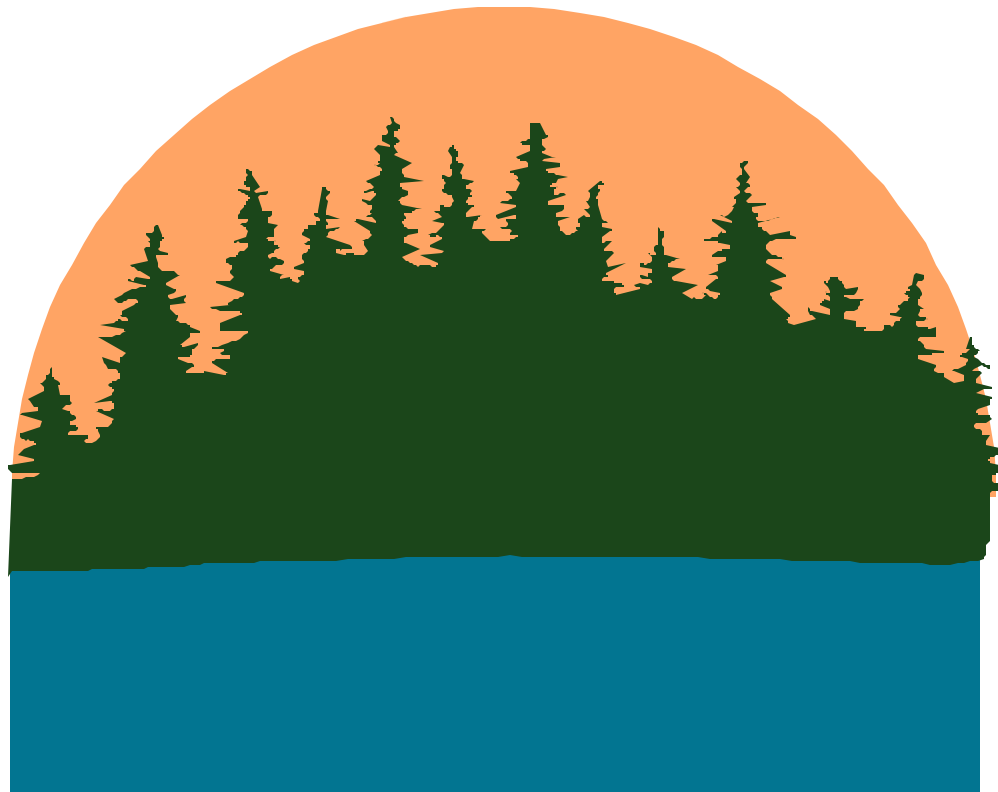
\* 1 = Most Participation, 37 = Least Participation for activities with 20% participation or greater.

## Value of Resources to Montana Residents

One objective of this study was to try to determine the value of Montana's recreational resources to residents of the state. While this question was not specifically asked in the survey, it is interesting to compare the rate of participation in activities dependent on the natural resources to those not dependent on the natural resources. Table 2.12 lists activities included in this analysis as either natural resource dependent or other (not resource dependent) activities. Loosely defined, natural resource dependent activities rely heavily or entirely on either a natural setting or location. Non-natural resource dependent activities rely on settings or locations that are either man-made or can be practiced in areas that are not natural. However, some subjectivity was necessary in creating this distinction. For example, one could argue that picnicking is NOT resource dependent since a picnic table can be placed anywhere. However, in Montana it seemed appropriate to place picnicking in the resource dependent category since this activity is often times done in an outdoor setting.

Of the 38 activities on the survey, 22 activities fit under the resource dependent category and 16 fit under the other (not resource dependent) category. In terms of number of households participating in the activities, 9 of the other activities ranked in the top 10 while only 4 of the natural resource dependent activities ranked in the top 10. Three of the top five ranked activities are not dependent on the natural resources - walking, recreational shopping, and attending sporting events. Two of the top five are resource dependent - wildlife watching and day hiking.

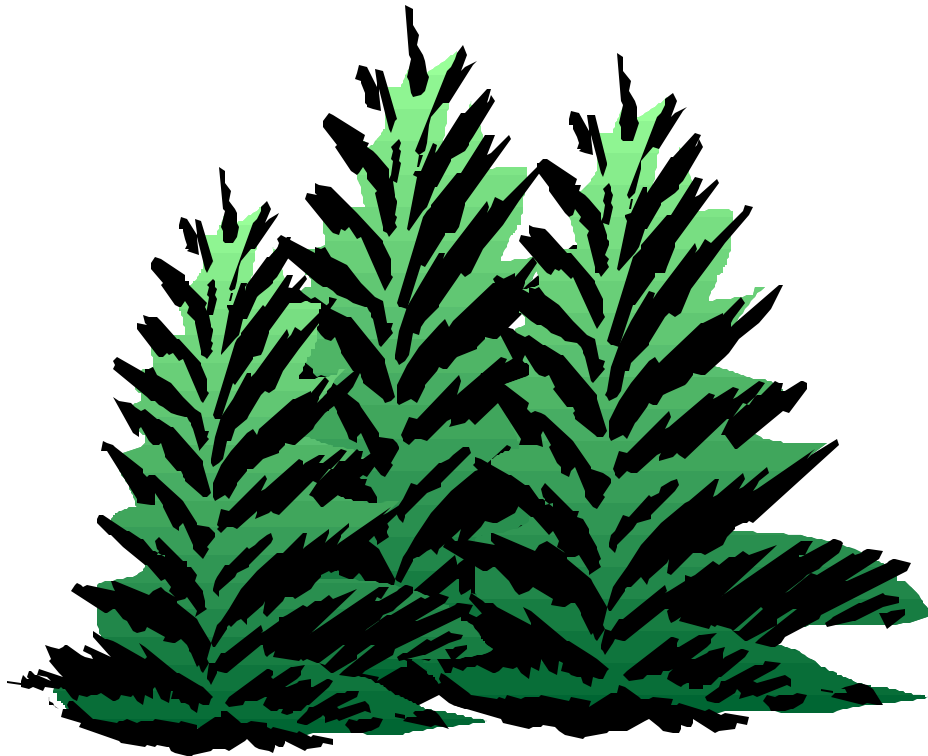
It appears that while Montana residents are many times dependent on natural resources for recreation, activities which are participated in more often do not require natural resources.



**Table 2.12: Resource and Non-Resource Dependent Activity Participation of Montana Households**

<b>Natural Resource Dependent Activity</b>	<b>% of Households</b>	<b>Rank *</b>	<b>Other Activities (Not Resource Dependent)</b>	<b>% of Households</b>	<b>Rank *</b>
Wildlife Watching	52%	3	Walking	75%	1
Day Hiking	37%	5	Recreational Shopping	53%	2
Picnicking	31%	9	Attending Sporting Events	47%	4
Nature Photography	29%	10	Biking	35%	6
Fishing (other than fly)	27%	15	Attending Festivals	34%	7
Hunting	18%	20	Swimming	32%	8
Tent Camping	18%	21	Attending Performances	29%	10
Horseback Riding	15%	23	Participate in Sporting	29%	10
Fly Fishing	13%	25	Visiting Museums	29%	10
Motor Boating	13%	25	Visiting Interpretive	28%	14
Vehicle Camping	13%	25	Gambling	24%	16
Backpacking	12%	28	Visiting Art Galleries	24%	17
Non-Motor Boating	11%	29	Motorcycling	22%	18
Sledding	11%	29	Visiting Native American	19%	19
ATV/Off-road Recreation	10%	31	Golfing	16%	22
Downhill Skiing	10%	31	Visiting Attractions	14%	24
Snowmobiling	7%	33			
Water Skiing	6%	34			
Cross Country Skiing	5%	35			
Ice Fishing	5%	35			
Snowboarding	4%	37			
Snowshoeing	2%	38			

\* 1 = Most Participation, 38= Least Participation



## Summary and Discussion

It was most common for only one person in the household to participate in most of the activities except for wildlife watching, picnicking, going to an interpretive center, vehicle camping, attending festivals, and attending sporting events, where two people were more common. While on the surface it may appear that Montanans are solitary recreation participants, what is more likely the case is that Montanans are recreating with their friends.

Walking as a recreation activity was always the most participated in activity whether the household had children or not, no matter the season or month, and no difference between income levels. Walking doesn't have high costs associated with it, is easy to do for most people, and provides a form of exercise without "working out". It is not surprising that most households participate in this activity.

The seasons and months showed obvious differences in recreation participation based on weather-related activities or regulation-related activities. However, the top three activities in terms of participation (walking, recreational shopping, and wildlife watching) were the same in winter, spring and summer. Only in the fall did attending sporting events jump into the top three activities. Walking is easy and cost effective, recreational shopping is fun for many people and "something to do", and wildlife is everywhere in Montana and therefore easy to watch. With fall being a football and soccer season (with high attendance figures in football, and lots of kids playing soccer with parents in attendance), it is understandable that attending a sporting event came out as a top recreation activity in the fall.

August was the busiest month where 30 percent of all households participated in 14 activities and January was the couch potato month where only 6 activities were participated in by 30 percent of the households. While these figures are not surprising since the cold weather seems to keep more people inside, it does provide for some interesting challenges for recreation providers. November, December, January, February, and April were the least active months. These should be the months targeted for more activity, especially indoor activities.

Households with children are far more likely to participate in recreation activities than those without children. Only 6 activities were participated in by over 30 percent of households without children. In contrast 14 activities were participated in by over 30 percent of households with children. It is apparent that children and parents are busy. Whether it's the child doing the activity and parents watching or the family doing something together, these households are more than twice as active as the no-child households. In addition, households with children have younger adults. Younger people are generally more active than older people. All of these aspects show up in the Montana household.

Income is a large factor in recreation participation. Only 5 activities were participated in by over 30 percent of households with an income of \$20,000 or less. Ten activities were participated in by over 30 percent of households with an income of \$20 -\$50,000. Finally, sixteen activities were participated in by over 30 percent of households with an income of over \$50,000. Most activities showed a big difference in number of households participating. However, three

activities showed little or no difference in participation between income levels: ATV/Off-road recreation, vehicle camping, and gambling. These activities show no boundaries in terms of income level.

Finally, Montana residents more frequently participate in non-natural resource dependent activities than those that rely heavily upon natural resources. For example, wildlife watching requires wildlife, a natural being, while recreational shopping requires stores and goods, non-natural resources. There are a number of possible explanations for this phenomenon, all of which would require further research to reach a conclusion.

We could speculate that the opportunities for non-resource dependent activities are more readily available, therefore producing a higher frequency of participation rates. Also, statistics produced by this study relate to frequency of participation while not including an examination of duration of participation. For example, a person that participates in recreational shopping 5 times for 2 hours at a time participates for a total of 10 hours per month. Likewise, a person that takes a two-day camping trip for one weekend per month participates for 48 hours per month. Therefore, the frequency of recreational shopping is higher (5 times:1 time) while the duration of the camping trip is higher (10 hours:48 hours). What these inferences suggest is that a more in-depth study could be conducted to include the percentage of time spent in each activity rather than the number of times a resident participated. In addition, the value of the resource to the resident should be asked with a variety of questions. This would help determine the true value of Montana's natural resources to recreational purposes.



## **Appendix A: Survey Instrument**

## Introduction

Hello. My name is \_\_\_\_\_, and I am calling from The University of Montana in Missoula. We are calling Montana households to ask questions about travel and recreation experiences. This interview is completely confidential.

**RESID1** First, what is the name of the city, town, or community you live in now or live closest to?

What is the zip code for your street address where you live?

**RESID2** How many years have you lived in the “city” area?

**if (RESID2>0) and (RESID2<6)**

Where were you living BEFORE you moved to the 'city,' area?

**if RESID3=30**

What Montana COUNTY did you move from?

**If RESID3<>30**

Have you lived in Montana before now?

**if RESID4<>1**

Has ANYONE ELSE in your household lived in Montana before now?

**RESID5** Why did you choose to move to the 'city' area, rather than somewhere else-- what was your primary reason?

- 1 ... JOB TRANSFER
- 2 ... MILITARY
- 3 ... EMPLOYMENT
- 4 ... SCHOOL
- 5 ... ENVIRONMENT, BEAUTY, MOUNTAINS, SCENERY
- 6 ... URBAN DREAD-CRIME, CONGESTION
- 7 ... FAMILY TIES
- 8 ... MARRIAGE
- 9 ... RURAL CHARACTER-LOW CRIME, HOUSING
- 10 ... OUTDOOR RECREATION, HUNTING, FISHING, SKIING
- 11 ...
- 77 ... OTHER REASONS (LIST UNDER CORRECTIONS RESID5));
- 0 ... NO RESPONSE);

**RESID8**

Are you very satisfied, somewhat satisfied..., somewhat dissatisfied, very dissatisfied with your new location?

- 1 ... VERY SATISFIED
- 2 ... SOMEWHAT SATISFIED
- 3 ... HALF AND HALF
- 4 ... SOMEWHAT DISSATISFIED
- 5 ... VERY DISSATISFIED

**AGE**

What was your age on your last birthday?

**NUMBER YEARS IN MONTANA**

How many years total have you lived in Montana?

**HHSIZE**

How many persons, including yourself, live in your household? Be sure to include any infants.

**if (HHsize>1) and (numadults<>HHsize)**

Of those living in your household, how many are children under the age of 18?

- 0 NO CHILDREN
- 8 8 OR MORE
- 9 NO RESPONSE; REFUSED

**Recreation Questions**

Next I will ask you about the recreation patterns of the members of your household. I'm going to list several recreation activities several which are out of season. Please tell me *how many* people in your household participated in each activity in the last month. (Interviewer will give dates) First let's discuss land-based activities.

Land-Based Activities

- a. Hunting \_\_\_\_\_ [2whunt]
- b. Day hiking \_\_\_\_\_ [2wdayhk]
- c. Camping in a tent \_\_\_\_\_ [2wcmptnt]
- d. Camping in a vehicle-type camper (such as an RV, tent trailer, or 5th wheel) \_\_\_\_\_ [2wcmpveh]
- e. Backpacking \_\_\_\_\_ [2wbackpk]
- f. Walking for pleasure \_\_\_\_\_ [2wwalk]
- g. Horseback riding \_\_\_\_\_ [2whorse]
- h. Motorcycling \_\_\_\_\_ [2wmtreyc]
- i. Off-road ATV or 4WD \_\_\_\_\_ [2watv]

Water-Based Activities.

- a. Fly-fishing \_\_\_\_\_ [2wflfish]
- b. Other types of fishing \_\_\_\_\_ [2wotfish]
- c. Swimming \_\_\_\_\_ [2wswim]
- d. Motorized boating (such as speed boating or jet-skiing) \_\_\_\_\_ [2wmboat]
- e. Non-motorized boating (such as canoeing, kayaking, sailing, or floating) \_\_\_\_\_ [2wnmboat]
- f. Water skiing or related activities \_\_\_\_\_ [2wwtrski]

Passive Activities.

- a. Visiting museums \_\_\_\_\_ [2wmuseum]
- b. Visiting art galleries \_\_\_\_\_ [2wartgal]
- c. Visiting Native American sites or activities \_\_\_\_\_ [2wnatam]
- d. Visiting other historic or interpretive sites \_\_\_\_\_ [2winterp]
- e. Attending performing arts \_\_\_\_\_ [2wperfrm]
- f. Visiting attractions such as theme parks, zoos, and water parks \_\_\_\_\_ [2watrac]
- g. Picnicking \_\_\_\_\_ [2wpicnic]
- h. Wildlife watching \_\_\_\_\_ [2wwildlf]
- i. Nature photography \_\_\_\_\_ [2wnatpho]
- j. Recreational shopping \_\_\_\_\_ [2wrecshp]

Other Activities

- a. Bicycling \_\_\_\_\_ [2wbike]
- b. Gambling \_\_\_\_\_ [2wgamble]
- c. Golfing \_\_\_\_\_ [2wgolf]
- d. Attending a sporting event as a spectator \_\_\_\_\_ [2wspecsp]
- e. Participating in a sporting event \_\_\_\_\_ [2wpartsp]
- f. Attending a festival or special event \_\_\_\_\_ [2wfest]

Cool Weather Activities.

- a. Downhill skiing \_\_\_\_\_ [2wdnski]
- b. Snowboarding \_\_\_\_\_ [2wsnwbd]
- c. Cross country skiing \_\_\_\_\_ [2wxcs]
- d. Snowmobiling \_\_\_\_\_ [2wsnwmb]
- e. Snowshoeing \_\_\_\_\_ [2wsnwsh]
- f. Sledding \_\_\_\_\_ [2wsled]
- g. Ice fishing \_\_\_\_\_ [2wicefsh]

### Trip Estimation Questions

Now I'm going to ask about the travel behavior of the members of your household. Please think about all of the overnight or day trips taken by ANY member of your household that *ended* within the last month (interviewer will give dates).

1. How many trips for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, entertainment, or shopping have you or any members of your household taken that ended within the last month? \_\_\_\_\_ [plt]

Of those, how many were to destinations outside Montana? \_\_\_\_\_ [outmtplt]

2. How many trips the primary purpose of business, convention, conference, or seminar have you or any members of your household taken that ended within the last month? \_\_\_\_\_ [bst]

Of those, how many were to destinations outside Montana? \_\_\_\_\_ [outmtbst]

3. How many “other trips” have you or any member of your household taken that ended within the last month? \_\_\_\_\_ [trp]

What was the primary purpose of each of those trips? \_\_\_\_\_ (open-ended)

Of those, how many were to destinations outside Montana? \_\_\_\_\_ [outmttrp]

### Most Recent Trip Questions

I would like you to recall the most recent *pleasure* trip outside your community that YOU were involved with. It may have been in the last week, the last month, or it may have been in the last year.

(Note to interviewer: Do NOT ask the following questions for a pure business trip. These questions only pertain to trips where some element of pleasure was involved according to our operational definitions.)

1. Approximately when did this trip end? (month and year) \_\_\_\_\_ [pltmonth] [ptyear]
2. What was your primary destination? \_\_\_\_\_ (open-ended) [pridest]  
If they don't have one, ask “What was the farthest place you reached?”
3. What was the main reason that you took that trip? \_\_\_\_\_ (open-ended but use the codes below) [mainreas]  
[NOTE: Interviewer must probe for *specific* and *primary* purpose, especially if respondent says “vacation”.]

Codes: DO NOT READ

- 1 Combined business and pleasure
- 2 Visit friends or relatives
- 3 Family event such as wedding, reunion, etc.
- 4 Class reunion
- 5 Participating in a recreation activity (including camping, hiking, etc.)
- 6 Rest or relaxation
- 7 Entertainment (spectator at an activity, eating out, theater, movie, concert, gambling, etc.)
- 8 Shopping
- 9 Sightseeing
- 10 Other (specify) \_\_\_\_\_

:

- a. How many *nights* did you spend away from home while on this trip? \_\_\_\_\_ [outtotnt]  
(NOTE: Refers to TOTAL nights away from home)

*If primary destination was outside Montana*

- b. How many of those nights did you stay in Montana? \_\_\_\_\_ [outmtnt]

5.

How many *nights* did you spend in each of the following accommodations while you were on your trip?  
(Refers to TOTAL nights away from home.)

\_\_\_\_\_ Hotel or motel [outht]

*If primary destination was outside Montana* :How many of those were in Montana? \_\_\_\_\_

\_\_\_\_\_ Bed & breakfast [outbb]

How many of those were in Montana? \_\_\_\_\_ [outmtbb]

\_\_\_\_\_ Home of friends or relatives [outhfr]

How many of those were in Montana? \_\_\_\_\_ [outmthfr]

\_\_\_\_\_ RV, camper, or tent [outrv]

How many of those were in Montana? \_\_\_\_\_ [outmtrv]

\_\_\_\_\_ Resort, condominium, or guest ranch [outrst]

How many of those were in Montana? \_\_\_\_\_ [outmtrst]

\_\_\_\_\_ Other (please specify: \_\_\_\_\_) [outacc]

How many of those were in Montana? \_\_\_\_\_ [outmtacc]

6. What mode of transportation did you use to travel MOST of the distance (not time -- but distance) on your trip? \_\_\_\_\_ (open-ended but use codes below. We want to know their *primary* means of transportation. Probing will be needed. If they say "car", ask "privately owned vehicle or rental car?". Same with bus: "City to city or tour/charter?")  
[primmode]

Codes:

- 1 RV or motorhome
- 2 Other privately owned vehicle
- 3 Rented vehicle
- 4 Commercial airplane
- 5 City to city bus (i.e., Greyhound or Intermountain)
- 6 Charter or tour bus
- 7 Train
- 8 Motorcycle
- 9 Other

- 7a. Including yourself, how many adults from your household went on that trip? \_\_\_\_\_  
[adhsdtrp]

- 7b. How many children from your household went on that trip? \_\_\_\_\_ [chsdtrp]

8. How many people *from outside your household* went on that trip? \_\_\_\_\_ [othsdtrp]

For the next two sets of questions, please think about all the people in your household that went on that trip, including yourself.

9. I'm going to read a list of recreation activities. Please indicate if anyone *from your household* participated in that activity while you were on that trip.

Land-Based Activities.

- |                        |   |   |            |
|------------------------|---|---|------------|
| a. Hunting             | Y | N | [tphunt]   |
| b. Day hiking          | Y | N | [tpdayhk]  |
| c. Backpacking         | Y | N | [tpbackpk] |
| d. Horseback riding    | Y | N | [tphorse]  |
| e. Off-road ATV or 4WD | Y | N | [tpatv]    |

Water-Based Activities.

- |                            |   |   |          |
|----------------------------|---|---|----------|
| a. Fishing                 | Y | N | [tpfish] |
| b. Boating or water sports | Y | N | [tpboat] |

Passive Activities.

- |   |   |   |            |
|---|---|---|------------|
| a. Visiting historic, cultural, or interpretive sites | Y | N | [tpcult]   |
| b. Nature photography                                 | Y | N | [tpnatpho] |

Other Activities..

- |   |   |   |            |
|---|---|---|------------|
| a. Golfing  | Y | N | [tpgolf]   |
| b. Attending or participating in a sporting event | Y | N | [tpsprtev] |
| b. Attending a special event or festival          | Y | N | [tpfest]   |
| b. Downhill skiing or snowboarding                | Y | N | [tpdnski]  |
| c. Cross country skiing                           | Y | N | [tpxcsc]   |
| d. Snowmobiling                                   | Y | N | [tpsnwmb]  |
| e. Ice fishing                                    | Y | N | [tpicefsh] |

10. Now I'm going to ask how much money you or someone from your household spent while on that trip.. Your estimates should include everything that was spent by *you and/or the people from your household*. (NOTE: Household members only -- not expenditures from people outside the household.)

- |   |       |            |
|---|-------|------------|
| a. How much did you and/or someone from your household spend on gas while on that trip?   | _____ | [tpgas]    |
| b. How much did you and/or someone from your household spend on lodging while on that trip?   | _____ | [tplodg]   |
| c. How about restaurants and bars?  | _____ | [tpresbar] |
| d. Groceries and snacks?  | _____ | [tpgroc]   |
| e. Retail goods?  | _____ | [tpretail] |
| f. Other goods and services? This should include entertainment such as entrance fees or equipment rental, parking fees, toll fees, automotive repairs, etc. | _____ | [tpothgs]  |
| g. Trip preparation, (including auto service, gas, groceries, camping equipment, tickets, etc.) ?   | _____ | [tpprep]   |

11. What did you spend that money on? (SPECIFY)\_\_\_\_\_

## Demographics

The remaining questions are for classification purposes only.

**EDUC1** What is the highest grade or year of regular school you have ever attended?  
ENTER THE TWO-DIGIT PRE-CODE FOR HIGHEST GRADE (YEAR) ATTENDED.

- |    |                      |               |
|----|----------------------|---------------|
| 01 | Grade School         | (Ask R2C)     |
| 02 | Grade School         | (Ask R2C)     |
| 03 | Grade School         | (Ask R2C)     |
| 04 | Grade School         | (Ask R2C)     |
| 05 | Grade School         | (Ask R2C)     |
| 06 | Grade School         | (Ask R2C)     |
| 07 | Grade School         | (Ask R2C)     |
| 08 | Grade School         | (Ask R2C)     |
| 09 | High School          | (Ask R2C)     |
| 10 | High School          | (Ask R2C)     |
| 11 | High School          | (Ask R2C)     |
| 12 | High School          | (Ask R2C)     |
| 13 | College              | (Ask R2D)     |
| 14 | College              | (Ask R2D)     |
| 15 | College              | (Ask R2D)     |
| 16 | College              | (Ask R2D)     |
| 17 | College              | (Ask R2D)     |
| 18 | College              | (Ask R2D)     |
| 19 | College              | (Ask R2D)     |
| 20 | College (20 or more) | (Ask R2D)     |
| 98 | DK                   | (Skip to R2C) |
| 99 | Refused              | (Skip to R2C) |

**EDUC1A** Did you finish that grade (year) and get credit for it?  
ENTER APPROPRIATE RESPONSE CODE.

- |   |                                  |
|---|----------------------------------|
| 1 | Now attending this grade (year)  |
| 2 | Finished this grade (year)       |
| 3 | Did not finish this grade (year) |
| 8 | DK                               |
| 9 | Refused                          |

**EDUC2.** Did you receive a high school diploma or pass a high school equivalency test?  
ENTER THE APPROPRIATE RESPONSE CODE.

- |   |         |            |
|---|---------|------------|
| 1 | Yes     | (go to R3) |
| 2 | No      | (go to R3) |
| 8 | DK      | (go to R3) |
| 9 | Refused | (go to R3) |



**EDUC.** What degree or degrees did you receive?  
CODE HIGHEST DEGREE RECEIVED.

- |   |                                     |            |
|---|-------------------------------------|------------|
| 1 | Less than high school               | (go to R3) |
| 2 | High school diploma or equivalency  | (go to R3) |
| 3 | Associate, two-year, junior college | (go to R3) |
| 4 | Bachelor's degree                   | (go to R3) |
| 5 | Master's degree                     | (go to R3) |
| 6 | Doctorate                           | (go to R3) |
| 7 | Professional (MD, JD, DDS, etc.)    | (go to R3) |
| 8 | DK                                  | (go to R3) |
| 9 | Refused                             | (go to R3) |

**INCOME**

Last of all, we need to be able to classify all the households we interview by broad income categories -- that would be ALL the income you (and the others in your household) RECEIVED in 1997, from ALL sources, not just from wages ... and before taxes and other deductions. We do not need the exact dollar figure -- just tell me which of these categories it falls in.

Was your TOTAL HOUSEHOLD INCOME for 1997....

- 1 . . . Under 10 thousand dollars
- 2 . . . Between 10 and 15 thousand
- 3 . . . Between 15 and 20 thousand
- 4 . . . Between 20 and 35 thousand
- 5 . . . Between 35 and 50 thousand
- 6 . . . Between 50 and 100 thousand dollars, or
- 7 . . . 100 thousand dollars or more?
- 8 DO NOT KNOW
- 9 REFUSED

ENTER SELECTION:

**NUMEARNERS** And including yourself, how many persons in your household, receive any kind of income that's part of your household income?

- 1 TO 6 RECORD RESPONSE
- 7 7 OR MORE
- 8 DO NOT KNOW
- 9 NO RESPONSE; REFUSED

ENTER SELECTION:

This concludes our call. To thank you for taking time to complete this interview, with your permission, your phone number will be entered into a drawing for a free weekend getaway. The prize package will include all of the following: two night's lodging at Chico Hot Springs, one day of horseback riding, one day of rafting, and dinner for two at the Steak Out restaurant in Livingston. The drawing for the weekend getaway will be held in July, 1999. Please be assured that your phone number will *never* be shared with anyone, whether you enter the drawing or not. Would you like to be entered into this drawing?

Thank you for your cooperation. You have been very helpful. Have a good evening!