

**KEEPING  
OURSELVES  
INFORMED ABOUT  
WHAT THE PUBLIC  
VALUES**

**The Athens Team: KEN CORDELL AND GARY GREEN,  
SOUTHERN RESEARCH STATION; MIKE TARRANT, UGA**

# Our Numbers and Diversity are Growing

➤ About **1 million** new immigrants per year

➤ More people:

1990	248 mm
2000	275 mm
2020	325 mm
2050	404 mm
2075	481 mm
<b>2100</b>	<b>571 mm</b>

➤ **Increasingly Urban**, 81% now live in cities

➤ Getting older: Median age 35→38 (by 2020)

➤ Changing ethnicities by 2050:

Anglo Americans	76%→50%
African Americans	12% →15%
<b>Hispanic Americans</b>	<b>9% →21%</b>
<b>Asian Americans</b>	<b>4% →11%</b>

**NSRE**

***NATIONAL SURVEY ON  
RECREATION AND THE  
ENVIRONMENT***

***SINCE 1960***

***THE UNITED STATES' ON-GOING  
NATIONAL RECREATION SURVEY***

# **HISTORY AND CURRENT COVERAGE OF THE NATIONAL RECREATION SURVEY**

- **The first National Recreation Survey (The NRS Series) was reported in 1960 for the Outdoor Recreation Resources Review Commission**
- **Subsequent NRSs in 1965, 1972, 1977, 1982, and 1995 and 2000-01**
- **These NRSs were used widely in the field and were the basis for U. S. Nationwide Outdoor Plan (Interior)**
- **Current NRS has been renamed the National Survey on Recreation and the Environment (NSRE)**
- **Nation's on-going, long-term outdoor participation survey**

# MODULES OF QUESTIONS

- **Participation in Recreational Activities**
- **Recreation Participation in Coastal States**
- **Frequency of Participation in Days**
- **Favorite Activities and Constraints**
- **Risk Activity Participation**
- **Nature-based Trip Taking**
- **Opinions about Recreation Area Management**
- **Environmental Attitudes and Values**
- **Values and Objectives for Management of Public Lands**
- **Wilderness Values, Knowledge, Visitation, and Preferences for Management**
- **Ownership of Private Land**
- **Lifestyles, Demographics and Disabilities**



# **DETAILED HOUSEHOLD AND INDIVIDUAL DATA**



**(Employs Bureau of Census Protocols)**  
**Number of household members by age and sex**  
**Citizenship, where born and country of origin**  
**Race and ethnicity**  
**Occupation and employment status**  
**City, rural/urban, ZIP Code**  
**Childhood origin**  
**Income and education**  
**Disabilities**

**HEARING AND  
HEEDING THE  
BROADER PUBLIC  
VOICE: CORE VALUES  
AND A VISION**

# **ONE MAN'S VISION FOR THE FUTURE OF THE NATIONAL FOREST SYSTEM**

- **Naturalness**
- **Clean Water**
- **Abundant Wildlife and Fish**
- **Personal Renewal**
- **Choice for Future Generations**

## **ORIGINAL DRAFT OF QUESTIONS ON NATIONAL FOREST VALUES**

- Q1** Protection of streams and other sources of **clean water**.
- Q2** Maintain National Forests for **future generations** to use and enjoy.
- Q3** Provide access, facilities and services for outdoor recreation.
- Q4** Providing habitat and protection for **abundant wildlife and fish**.
- Q5** Providing quiet, natural places for **personal renewal**.
- Q6** Use and manage forest areas in ways that leave them **natural in appearance** and function.
- Q7** Emphasize planting and management of trees for an abundant timber supply.
- Q8** Provide access to raw materials and products for local industries and communities
- Q9** Protecting rare, unique or endangered plants and animal species.
- Q10** Provide roads, accommodations and facilities for tourism businesses.
- Q11** Provide permits, protection and forage for cattle, sheep, and other grazing.
- Q12** Provide information and educational services about forests, their management and the nature that lives in them.

# **NATIONAL FOREST VALUES**

## **QUESTIONS**

**Statement by Interviewer: Now I will read you 10 statements that describe different values that could be emphasized in the management of our federal system of National Forests. Please rate each statement from one to five, with five meaning extremely important and one meaning not important at all. (The items were randomized for each respondent.)**

## **FINAL WORDING OF QUESTIONS**

- NAF1     Protect streams and other sources of clean water**
- NAF2     Maintain national forests for future generations to use and enjoy**
- NAF3     Provide access, facilities and services for outdoor recreation**
- NAF4     Provide habitat and protection for abundant wildlife and fish**
- NAF5     Provide quiet, natural places for personal renewal**
- NAF6     Use and manage forest areas in ways that leave them natural in appearance**
- NAF7     Emphasize planting and management of trees for an abundant timber supply**
- NAF8     Provide access to raw materials and products for local industries and communities**
- NAF9     Protect rare, unique or endangered plant and animal species**
- NAF10    Provide roads, accommodations and services to help local tourism businesses**
- NAF11    Provide permits to ranchers for grazing of livestock such as cattle and sheep**
- NAF12    Provide information and educational services about forests, their management and the natural life in them**

# NAF1--Protect streams and other sources of clean water

Not at all  
important



Extremely  
important

1

2

3

4

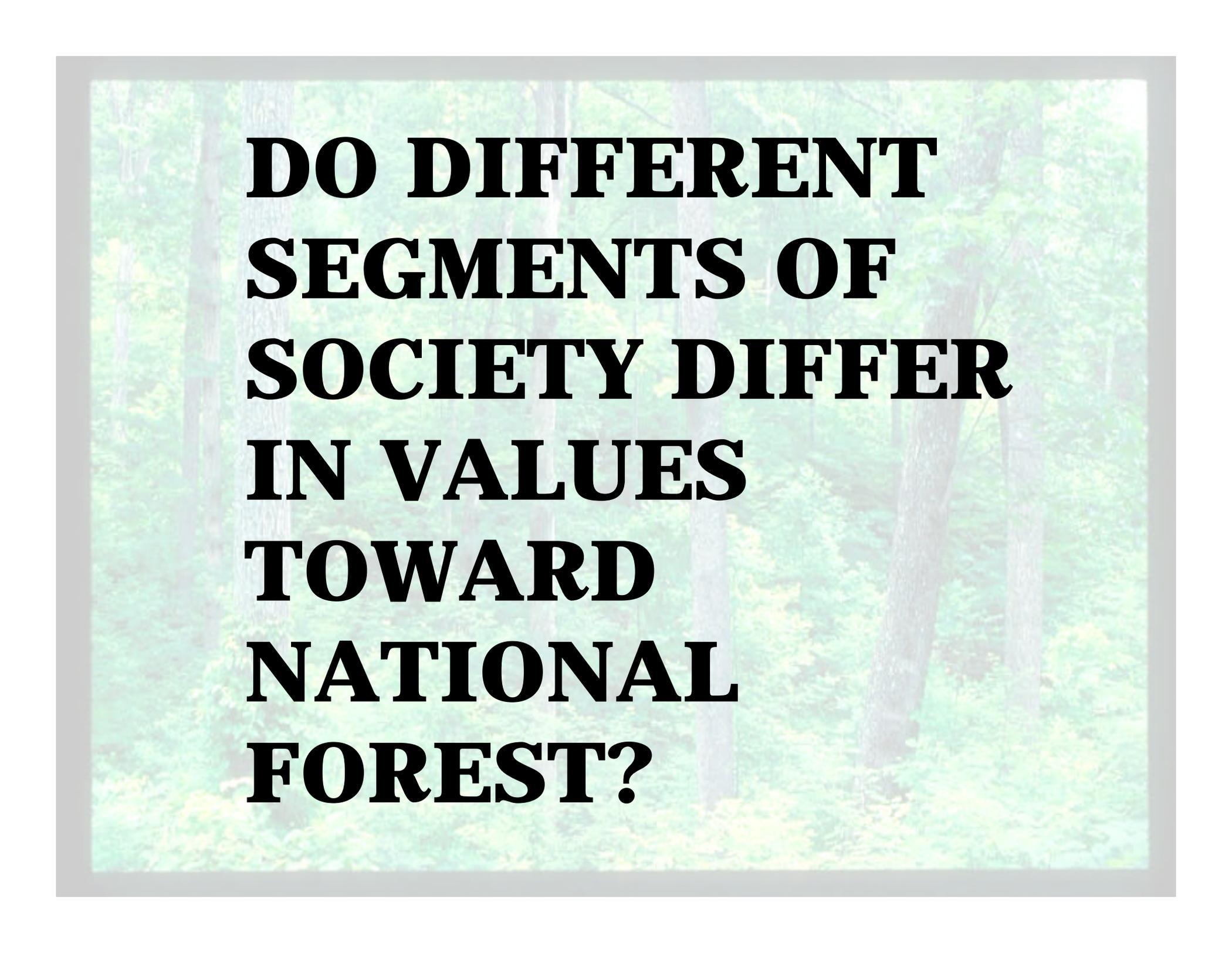
5

8 Don't know

9 Refused

# Public Values of National Forests

<b>Value</b>	<b>Extremely Important</b>	<b>Important</b>
Protect streams and other sources of clean water	83.5	94.9
Maintain NFs for future generations	81.3	93.5
Provide habitat for wildlife and fish	70.4	89.2
Protect rare plant or animal species	68.1	86.0
Manage NF areas to leave them natural looking	65.2	86.8
Emphasize planting and management for timber	58.5	79.1
Provide information and educational services	53.2	80.1
Provide quiet, natural places for personal renewal	50.3	75.8
Provide access, facilities, and services for recreation	45.4	74.5
Provide roads, services, accommodations to support local tourism businesses	31.6	57.0
Provide permits to ranchers for grazing livestock	29.2	52.1
Provide raw materials to support local industries	25.9	47.1



**DO DIFFERENT  
SEGMENTS OF  
SOCIETY DIFFER  
IN VALUES  
TOWARD  
NATIONAL  
FOREST?**

Five Examples of NF Values	Age					
	16-24	25-34	35-44	45-54	55-64	65+
Protect streams and other sources of clean water	77.1	88.6	90.0	87.6	89.9	81.2
Use and manage forest areas in ways that leave them natural in appearance	56.4	70.2	73.2	70.5	73.0	57.6
Emphasize planting and management of trees for an abundant timber supply	41.7	58.8	62.8	62.8	67.3	61.2
Provide access, facilities, and services for outdoor recreation	28.2	39.6	40.9	47.3	48.4	50.9
Provide access to raw materials and products for local industries and communities	18.2	20.0	19.7	20.2	23.9	26.7

<b>National Forest Value</b>	<b>Male</b>	<b>Female</b>
<b>Protect streams and other sources of clean water</b>	<b>83.5</b>	<b>88.3</b>
<b>Use and manage forest areas in ways that leave them natural in appearance</b>	<b>62.0</b>	<b>72.1</b>
<b>Emphasize planting and management of trees for an abundant timber supply</b>	<b>58.5</b>	<b>60.1</b>
<b>Provide access, facilities, and services for outdoor recreation</b>	<b>38.3</b>	<b>45.2</b>
<b>Provide access to raw materials and products for local industries and communities</b>	<b>20.4</b>	<b>21.1</b>

# NATIONAL FOREST VALUES

# Race

	White, NH	Black, NH	Amer. Ind. NH	Asian/PI, NH	Hisp. Speaking
Protect streams and other sources of clean water	86.9	84.1	93.3	78.2	84.2
Use and manage forest areas in ways that leave them natural in appearance	68.8	61.3	80.0	68.8	65.9
Emphasize planting and management of trees for an abundant timber supply	60.2	55.4	80.0	50.0	56.1
Provide access, facilities, and services for outdoor recreation	41.0	51.5	66.7	40.6	43.9
Provide access to raw materials and products for local industries and communities	19.0	23.8	13.3	25.0	39.0

National Forest Value	Income Group					
	<\$15,000	\$15 to \$24,000	\$25 to \$49,000	\$50 to \$74,999	\$75 to \$99,999	\$100,000>
Protect streams and other sources of clean water	87.5	89.9	92.6	87.6	85.3	81.0
Use and manage forest areas in ways that leave them natural in appearance	75.0	74.2	72.2	70.9	74.8	58.0
Emphasize planting and management of trees for an abundant timber supply	66.1	65.2	65.5	60.0	54.7	50.0
Provide access, facilities, and services for outdoor recreation	46.4	58.4	43.0	36.2	44.2	34.0
Provide access to raw materials and products for local industries	28.6	24.7	20.8	12.4	21.0	19.0

National Forest Value	Education								
	8 <sup>th</sup> grad	9-11 <sup>th</sup> grad	High Schl	Some Colleg	Ass. Deg.	B.A. BSC	MS	Prof Deg.	Doc.
Protect streams and other sources of clean water	66.7	80.5	89.1	88.3	86.0	85.1	86.0	76.9	80.0
Use and manage forest areas in ways that leave them natural in appearance	66.7	62.0	71.5	67.8	74.8	64.5	64.8	69.2	52.0
Emphasize planting and management of trees for an abundant timber supply	73.3	51.7	64.0	64.5	62.6	55.4	45.3	69.2	64.0
Provide access, facilities, and services for outdoor recreation	53.3	40.2	47.9	42.5	45.8	36.5	36.7	46.1	40.0
Provide access to raw materials and products for local industries and comm.	46.7	27.6	25.5	20.9	20.5	14.8	14.8	7.7	24.0

**USING FACTOR  
ANALYSIS,  
IDENTIFY  
UNDERLYING  
DIMENSIONS OF  
VALUE**

# **VALUE DIMENSION 1: MANAGE FOR PROTECTION**

- **Protect streams and other sources of clean water**
- **Provide habitat and protection for abundant wildlife and fish**
- **Protect rare, unique or endangered plant and animal species**
- **(Average Score 74.0)**

# **VALUE DIMENSION 2: MANAGE FOR AMENITIES**

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- **Maintain national forests for future generations to use and enjoy**
- **Provide quiet, natural places for personal renewal**
- **Use and manage forest areas in ways that leave them natural in appearance**
- **Provide information and educational services about forests, their management and the natural life in them**

• (Average Score = 61.6)

# **VALUE DIMENSION 3: MANAGE FOR OUTPUTS**

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- **Provide access, facilities and services for outdoor recreation**
- **Emphasize planting and management of trees for an abundant timber supply**
- **Provide access to raw materials and products for local industries and communities**
- **Provide roads, accommodations and services to help local tourism businesses**
- **Provide permits to ranchers for grazing of livestock such as cattle and sheep**
- **(Average Score = 38.1)**

# **HOW GOOD WAS THE VISION?**

- **Naturalness (2)**
- **Clean Water (1)**
- **Abundant Wildlife and Fish (1)**
- **Personal Renewal (2)**
- **Choice for Future Generations (2)**

**Most Recent Book**

***FOOTPRINTS ON THE  
LAND***

**Exploring population growth,  
demographic change and impacts on our  
forests and other natural resources**

**Sagamore Publishing**

**Forthcoming Book:**

***Outdoor Recreation for 21<sup>st</sup>  
Century America***

**Current trends, Participation, Demographic and regional differences, Linkages with lifestyles, State/regional/national estimates, Participant profiles**

**Spring/Summer, 2002, Venture Publishing, PA**

# *NSRE*

## *NATIONAL SURVEY ON RECREATION AND THE ENVIRONMENT*

*SINCE 1960*

*THE UNITED STATES' ON-GOING  
NATIONAL RECREATION SURVEY*

[www.srs.fs.fed.us/trends](http://www.srs.fs.fed.us/trends)

**Project Mgr. Gary Green 706-559-4269**

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