

Early Results from NSRE 2000

(for People 16+)

- ❖ Education and marketing strategies need to be based on linkages between knowledge lifestyles, behaviors, and demographics, for example:
 - ❖ Most backpackers (76%) visit wilderness
- ❖ If we want communication with Wilderness visitors, backpacking is a viable path.
 - ❖ Backpacking participation (behavior) is:
 - a. Not associated with watching sports on TV (lifestyle)
 - b. Moderately associated with regularly reading nature magazines
 - c. Strongly associated with regular use of PC at home (2/3).
- ❖ Linking behaviors with lifestyles identifies best media.
 - ❖ Most backpackers are 31-50 years
- ❖ Linking behaviors, lifestyles, media, and demographics identifies delivery.

Varied Lifestyles Varied Lifestyles

| Activity | Percent Participating Regularly | | | | |
|-------------------------------|---------------------------------|-------|--------------|------------|---------------|
| | North | South | Great Plains | Rocky Mtns | Pacific Coast |
| Belong to environmental group | 7.3 | 9.0 | 8.6 | 8.9 | 8.0 |
| Have a vacation home | 15.1 | 15.1 | 11.3 | 15.3 | 15.5 |
| Youth volunteer | 19.9 | 20.4 | 20.2 | 19.8 | 17.3 |
| Read nature magazines | 25.1 | 27.1 | 27.6 | 23.6 | 26.1 |
| Eat out | 37.9 | 50.6 | 43.0 | 44.7 | 44.6 |
| Exercise | 40.6 | 41.2 | 39.4 | 45.4 | 46.7 |
| Follow sports | 44.3 | 48.9 | 43.5 | 43.5 | 45.3 |
| Attend church | 46.5 | 57.3 | 49.7 | 44.1 | 36.0 |
| Use computer at home | 56.0 | 51.8 | 50.5 | 55.6 | 58.7 |
| Recycle | 75.9 | 52.4 | 64.7 | 54.3 | 77.1 |

Does Level of Knowledge of the NWPS Affect Opinions?

| | Knowledgeable (36.1%) | Not Knowledgeable (63.9%) |
|---|--------------------------|---------------------------------|
| Overflights should be banned | 22.6% | 22.8% |
| Overflights should be allowed | 15.0% | 10.0% |
| Not seeing others important | 25.3% | 16.3% |
| Not seeing others unimportant | 44.6% | 55.1% |
| Seeing management does not detract at all | 68.5% | 69.8% |

Do Wilderness Visitors Feel Differently About the NWPS?

| | Visit (38.9%) | Do Not Visit (61.1%) |
|--|--------------------------|---------------------------------|
| Overflights should be banned | 19.2% | 22.1% |
| Overflights should be allowed | 11.9% | 10.5% |
| Not seeing others important | 23.5% | 18.5% |
| Not seeing others unimportant | 42.3% | 52.1% |
| Seeing management does not detract at all | 64.1% | 68.1% |

Are Feelings Toward the Environment Related to Opinions About the NWPS?

| | Environmental Protection a Top Issue (38.3%) | Environmental Protection Not a Top Issue (61.7%) |
|--|---|--|
| Overflights should be banned | 25.3% | 16.5% |
| Overflights should be allowed | 5.9% | 11.3% |
| Not seeing others important | 30.3% | 17.8% |
| Not seeing others unimportant | 37.0% | 52.6% |
| Seeing management does not detract at all | 61.3% | 65.5% |

Does Lifestyle or Education Influence NWPS Opinions?

| | Regularly Use PC (49.4%) | Don't Use PC (50.6%) | College Degree (32.5%) | No Degree (67.5%) |
|---|--------------------------------|----------------------------|------------------------------|-------------------------|
| Overflights should be banned | 19.5% | 22.0% | 21.1% | 20.8% |
| Overflights should be allowed | 11.5% | 10.2% | 10.0% | 11.5% |
| Not seeing others important | 20.4% | 20.0% | 21.8% | 19.7% |
| Not seeing others unimportant | 44.9% | 51.8% | 42.0% | 51.2% |
| Seeing management does not detract at all | 66.2% | 66.3% | 68.7% | 65.6% |



✓ **Americans Support
and Value Wilderness**

✓ **How do we account
for those values?**

Better Understanding the Value of Wilderness

What are the values and the value of sustainably managed Wilderness?

- With TWS, convene national workshop of thought leaders to define a Framework of Wilderness Values
- From NSRE 2000, identify the benefits from Wilderness that people value most
- Develop estimates of use, bequest and existence values
- Develop estimates of economic returns to local and subregional communities
- Provide estimates of NF and System-wide recreational use of wilderness

NATIONAL WORKSHOP ON WILDERNESS VALUES:

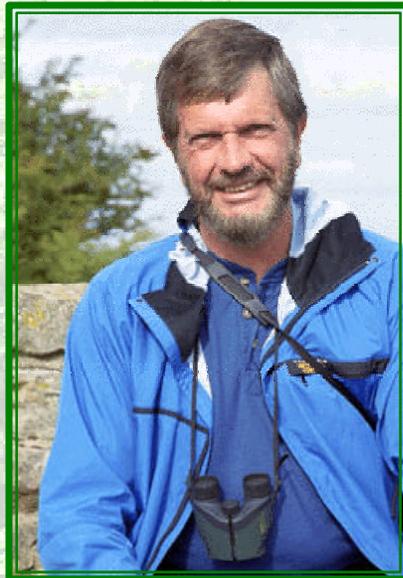
Conceptualize a multidisciplinary **Wilderness Values Framework** that includes use and non-use values, contemporary and future.

Summarize our **state of knowledge** about Wilderness values.

Propose an **agenda of research** to improve our understanding of Wilderness values and to fill gaps in science.

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WILDERNESS IN THE CONTEMPORARY AMERICAN MIND



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**THANKS FOR LETTING
ME JOIN YOU!**

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