

**Voice of the Region Survey
Outdoor Recreation**

Western Pennsylvania hosts some of the most beautiful outdoor areas in the world. The region’s parks, rivers, trails, and other green areas provide its citizens with an endless supply of outdoor recreation opportunities. From walking your dog in the park to fishing on the rivers—western Pennsylvanians have many outdoor recreation choices.

Outdoor recreation seems like a perfect antidote to our hectic lives—it’s enjoyable, it’s easy to get outdoors, and it’s relatively inexpensive (if not free). However, busy lifestyles, a lack of outdoor experience and other reasons have caused many western Pennsylvanians to not take advantage of the region’s outdoor recreation opportunities.

To fully understand this issue, Campos Inc partnered with Sustainable Pittsburgh and several outdoor recreation organizations to ask western Pennsylvanians what they think about outdoor recreation, how often are they involved in outdoor recreation activities, and how they can become more comfortable getting outdoors.

Overall, the results of the survey indicate that while western Pennsylvanians enjoy outdoor recreation, and wish they could spend more time outdoors, they spend very little time involved in outdoor recreation activities. Those who are getting outdoors, often do so at the suggestion of their friends or family, but respondents indicated that they would prefer to learn about outdoor recreation opportunities via a newspaper article or events listing, via a website or online events listing, or through a television program or advertisement.

Interest in Outdoor Recreation

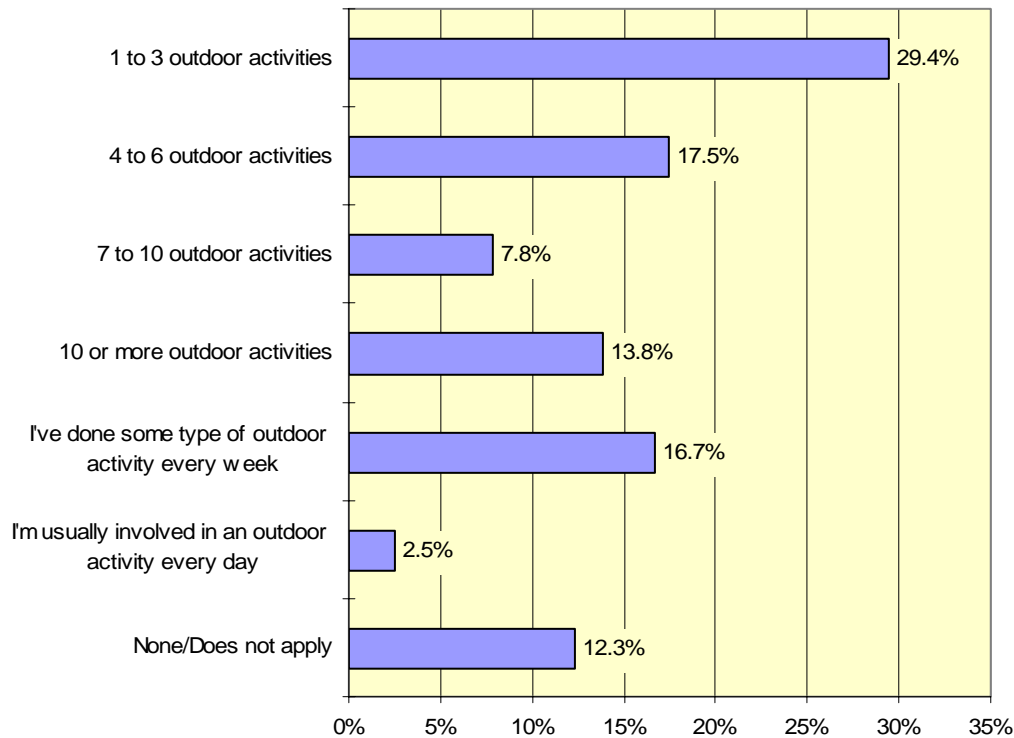
The region’s list of recreation amenities is wide and diverse. When asked what comes to mind when thinking about outdoor recreational activities in western Pennsylvania, respondents reported outdoor activities such as *hiking, walking and running* (61.6%), *biking and biking trails* (44.3%), and/or *water sports* (e.g., *boating, canoeing, kayaking or rafting*)(41.3%).

However, only 5.9% of all respondents reported being interested in outdoor activities, such as *hiking, biking, canoeing and camping*. Rather, they indicated stronger interest in *spectator sports* (71.2%), *performing arts* (60.7%) and other activities.

	Overall Interests
Sports (spectator)	71.2%
Performing arts	60.7%
Spiritual/Religious	33.2%
Children's activities	31.3%
Organized activities (e.g., Girl Scouts)	18.7%
Outdoor activities	5.9%

Getting Outdoors-Frequency and Involvement in Outdoor Recreation

Overall, respondents reported having done very few outdoor activities over the past 12 months. In fact, 46.9% reported having done 6 or fewer outdoor activities and an additional 12.3% indicated that they had not done in any outdoor activities over the same time frame.



Of those who are getting outdoors, approximately one-half reported having gone *hiking* (50.3%) and/or *bicycling* (45.4%) within the past 12 months. Fewer reported *camping* (30.8%) and/or *fishing* (25.8%) within the same time frame.

Western Pennsylvanians indicated that when they do try new outdoor activities, it is often at the suggestion of a *friend, family member or colleague* (52.0%). When asked to think about an activity they had tried for the first time over the past 3 years, respondents indicated that they initially tried the activity because it *sounded fun* (51.2%) and/or because their *friends or family were also involved in the activity*.

Despite spending relatively little time outdoors as adults, the majority of respondents indicated that they had spent quite a lot of time outdoors during their childhood years. In fact, 42.5% reported having been *extremely active outdoors* (i.e., one or more activities per week) and 28.8% reported participating in *one or more activities per month*.

Affiliation with Outdoor Recreation Organizations

One-fifth of respondents (20.3%) reported being a *member or active* with an outdoor recreational organization, such as *Venture Outdoors* or the *Boy Scouts*.

However, the majority of respondents (79.7%) reported *not being a member or active* with any outdoor recreation organization. In fact, most respondents (72.4%) indicated that they were not aware of any other outdoor organizations (that they were not a member of).

Perceptions of Outdoor Recreation

In order to better understand how western Pennsylvanians feel about outdoor recreation, Campos Inc presented respondents with several statements, and asked them to assign a rating of 1 to 7, where 1= strongly disagree and 7= strongly agree. High agreement scores (i.e., 6’s and 7’s) have been combined to represent “top-two box” scores.

Interestingly, the majority of western Pennsylvanians reported that they *enjoy spending time outdoors* (top-two box: 74.3%). More than one-half also agreed that *the region offers a wide variety of outdoor activities and recreation opportunities* (top-two box: 59.9%) and/or that *they would like to become more active in outdoor recreation* (top-two box: 59.6%).

However, less than half of respondents (top-two box: 39.0%) agreed that *it is easy to find information about regional outdoor activities and recreation opportunities*.

	Perceptions and Usage of Regional Outdoor Amenities	
	Top-two Box	Mean
I enjoy spending time outdoors.	74.3%	6.1
The region offers a wide variety of outdoor activities and recreation opportunities.	59.9%	5.6
I would like to become more active in outdoor recreation.	56.6%	5.4
It is easy to find information about regional outdoor activities and recreation opportunities.	39.0%	4.9

More than one-half of respondents indicated that they would feel more comfortable with outdoor recreation if they knew that it was *fun* (65.3%), *relatively inexpensive* (59.9%), *free* (57.3%) and/or *safe* (52.9%).

Respondents indicated that they would prefer to learn about outdoor recreational opportunities via a *newspaper article or events listing* (55.5%), a *web site or online events listing* (45.7%), a *television program or advertisement* (43.1%), and/or an *email newsletter from outdoor recreation organization* (42.6%). Respondents also indicated that they would rely upon *word of mouth referrals* (41.7%) and/or a *direct mail advertisement* (38.6%).

Methodology

Campos Inc conducted the online outdoor recreation survey among members of the Campos Inc Voice of the Region. The survey consisted of twenty-two questions and was sent to Voice of the Region panelists across the ten-county, southwestern Pennsylvania area. Overall, 911 Voice of the Region panelists completed the survey, which ran from February 26, 2007 through March 12, 2007. Survey respondents represented a diverse mix of age, ethnicity, household income, gender, education, and outdoor recreation usage.