

Wilderness

in the

American Mind

A Changing America

A Changing America

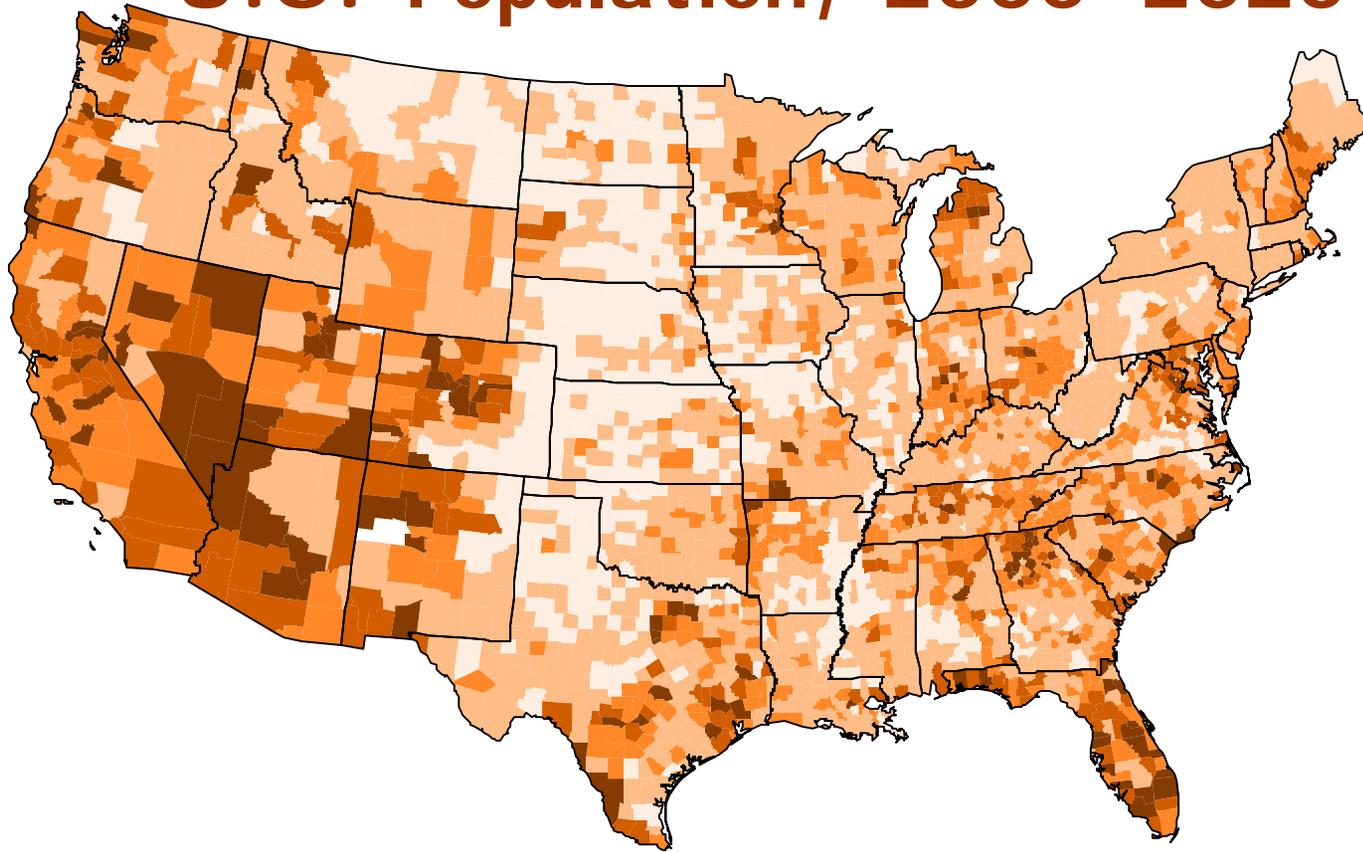
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Demographic Percentages: 1960 and 2000

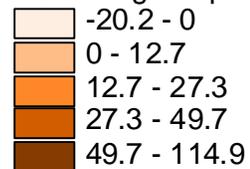


	<u>1960</u>	<u>2000</u>
Family Income (1998\$) (Note: 45.54 million U.S. families in 1960. 71.55 million families in 1998.)		
Percentiles		
20 th	14,093	21,600
40 th	24,298	37,692
60 th	32,215	56,020
80 th	44,547	83,693
95 th	68,521	145,199
Educational Attainment, Age 25 and Over		
8 th grade or less	37.5	7.4
9-11 th grade	18.5	9.7
High school graduate	27.1	33.8
Some college	9.1	24.7
College degree or higher	7.7	24.4

The Geography of Projected Change in U.S. Population, 2000-2020



Percentage Population Change



Percentage Population change by Region and Conterminous U.S.

North	8.2
Pacific Coast	23.7
South	23.8
Rocky Mountains	28.5
Conterminous States	17.4

The Changing American Society

➤ About 1 million new immigrants per year

➤ More people:

1990	248 mm
2000	275 mm
2020	325 mm
2050	404 mm
2075	481 mm
2100	571 mm

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

➤ Changing ethnicities by 2050:

Anglo Americans	76% → 50%
African Americans	12% → 15%
Hispanic Americans	9% → 21%
Asian Americans	4% → 11%

**CONTRIBUTING TO
WILDERNESS
EDUCATION AND
MARKETING**

*Recreation, Wilderness and
Demographic Research
Athens, GA*

- 1. Understand how the general public views and values Wilderness and communicate findings to FS leadership and field management, wilderness managers across agencies, members of Congress, special interests, peer scientists, and the public at large**
- 2. Identify public segments and paths for outreach relevant to marketing and education about Wilderness and otherwise support wilderness education/marketing with NSRE 2000 data and its analysis.**
- 3. Develop a Framework for accounting for Wilderness values, summarize what we know about those values, and initiate research to fill gaps in knowledge.**
- 4. Through Footprints mapping and analysis featuring Wilderness, identify hotspots and other locational priorities for NF Plan revisions.**
- 5. Support Wilderness management, planning and policy analysis in other ways as needed or as requested.**

Better Understanding the Value of Wilderness

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

- **With TWS, national workshop of thought leaders convened to define a Framework of Wilderness Values**
- **From NSRE 2000, identified the benefits from Wilderness that people value most**
- **Beginning development of estimates of economic and non-economic values within the Framework**
- **Providing estimates of NF and and hopeful System-wide recreational use of wilderness**

Wilderness Value Account

- 1. Economic (includes economic values and impacts on individuals and communities)**
- 2. Social (includes non-economic effects on individuals and communities)**
- 3. Ecologic (includes ecosystem structure and health)**
- 4. Ethical (includes issues related to justice, fairness, etc.)**

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

NSRE 2000

NSRE 2000

Co-Sponsored by:

Forest Service

NOAA,

EPA,

NPS,

BLM,

ERS, and others

NSRE 2000

- Recreation participation and preferences
- Environmental attitudes and values
 - Wilderness knowledge and values
 - Opinions about public lands
- Knowledge and opinions on issues
 - Lifestyles
 - Demographics



Activities Rising Fastest By Percentage (1982 to 2000) (16 or older)

	<u>% Growth</u>	<u>No. in 2000</u>
Bird watching	235.9	71.2
Hiking	195.9	73.1
Backpacking	165.9	23.4
Snow-mobiling	107.5	66.9
Walking	91.2	179.0
Off-road driving	89.2	27.9
Primitive camping	81.9	32.2
Developed camping	76.0	52.8
Downhill skiing	66.9	17.7
Swimming/river, lake or ocean	64.4	78.1

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

Objectives for Managing Public Lands

Expanding access for motorized vehicles (20%)

Developing trail systems for motorized uses (29%)

Developing trail systems for non-motorized rec. (57%)

Conserving/protecting sources of water (91%)

Designating more wilderness areas (58%)

Developing paved roads for cars (19%)

Preserving resources through policies (75%)

Preserving wilderness experience (74%)

Protecting ecosystems/habitats (86%)

Providing resources to help local communities (51%)

Increasing acres in public land (53%)

Expanding commercial recreation (28%)

Informing public on potential environmental impacts (81%)

Public Views on Wilderness

- Nationally about 1/2 of American's 16+ report knowing about the NWPS
- Only 4.4% feel we have put too many acres into the NWPS:
 - Not enough, 52.6%
 - About right, 26.9%
 - Too much, 4.4%
 - Not sure, 15.4%



What Americans Value About Wilderness

Wilderness Value

Protecting air quality
 Protecting water quality
 Protecting wildlife habitat
 Protecting endangered species
 Legacy for future generations
 Preserving unique ecosystems and genetics
 Future option to visit
 Just knowing it is preserved
 Providing scenic beauty
 Providing recreation opportunities
 Providing spiritual inspiration
 Undisturbed area for scientific study
 Providing income for tourism industry

Percentage Saying It Is
Extremely Slightly or Not
Important Important

58.4	1.5
55.9	1.5
52.7	3.1
49.8	5.0
49.1	3.1
44.3	5.1
37.5	7.1
36.9	6.4
35.4	5.5
27.8	7.2
25.9	16.7
23.9	11.6
9.7	33.5



Should designate more Wilderness within Federal lands

Important/ Very Important

Urban	62%
Suburban	56%
Rural	47%



Should designate more Wilderness within Federal lands

Important/ Very Important

White	59%
Black	49%
Hispanic	56%
Asian	75%



Should designate more Wilderness within Federal lands

Important/ Very Important

North	66%
South	55%
Great Plains	50%
Rockies	59%
Pacific Coast	59%

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%

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%



What is the Biggest **Threat** to the NWPS

- **Climbing Anchors?**
- **Invasive exotics?**
- **Nearby population and development growth**
- **Air and water pollutants?**
- **Recreation use?**
- **Political vulnerability?**
- **Something else?**

ANSWER

PROBLEM

ACTION

HOW?

- The biggest threat is loss of the NWPS altogether, combined with “chipping away”
- Low awareness, no public voice, lack of Congressional support, and little collective energy
- Provide wilderness information in places and in forms where people will encounter and digest it
- Start with marketing research and lifestyle segmentation
- Design educational programs
- Monitor results and refine programs

NSRE 2000 and Marketing Research

- NSRE 2000 will ask knowledge, attitudes, sensitivities, uses, and values of wilderness across all of American society
- Segment the public using differences in environmental attitudes, recreation participation patterns, lifestyles, demographics and region of the country
- Use significant factors in the design of tailored marketing and educational strategies.

Nature Lovers

Well-off, highly-educated, older, mostly white females in small households with no kids and who like to:

Picnic

Visit Nature Centers

Walk

Sightsee

And

Watch Wildlife and Birds

Outdoor Avids

Middle-aged, white, more male than female, college educated, high-incomed 2-person householders with no kids, and who like to:

Participate in family activities

Attend sports

Visit historic or nature sites

Camp, hunt, and fish

Motorboat and go to the beach

Watch wildlife and birds

They don't play sports or snow activities.

Linkages Through 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.

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