
New Hampshire State Parks

2009 State Park Utilization Survey

Submitted to:

Rumbletree and New Hampshire Division of Travel and Tourism Development

Submitted by:

RKM Research and Communications, Inc.

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Project Summary

Situation Analysis

The primary purpose of this research is to provide New Hampshire State Parks with systematic information that can be used to guide strategic planning.

More specifically, the research aims to:

1. Determine awareness of New Hampshire state parks.
2. Measure daytime and overnight usage of NH state parks.
3. Measure sensitivity to potential cost increases and decreases.
4. Evaluate attitudes toward New Hampshire state parks.
5. Inform a strategy for increasing use of New Hampshire state parks.

Methodology

The results of this report are based on a telephone survey commissioned by Rumbletree and New Hampshire Division of Travel and Tourism Development on behalf of New Hampshire State Parks. The survey was administered by RKM Research and Communications, Inc., September 1, 2009 – September 22, 2009. In addition to a sample list of known campers provided by NH State Parks, a random probabilistic technique was used to select respondents from the general population. These general population respondents reside in: Belknap county, Carroll county, Cheshire county, Coos county, Grafton county, the northern half of Hillsborough county, the southern half of Hillsborough county, Merrimack county, the northern half of Rockingham county, the southern half of Rockingham county, Strafford county and Sullivan county.

The survey is based on completed and useable interviews with 1,631 adults living in NH year-round between the ages of 18 and 74, including 424 known campers and 1207 general population respondents. The maximum margin of error for a survey of 1,631 individuals is +/- 2.4 percent. That means, in theory, in 19 times out of 20, the results found in the sample will differ by no more than plus or minus 2.4 percentage points in either direction from what would be obtained by interviewing all of the NH residents age 18-74.

The survey was administered using a computer-assisted telephone interviewing (CATI) system. The CATI system allows data to be entered directly into a computerized database as interviews are conducted, providing a highly reliable system of data collection. A central polling facility in Portsmouth, New Hampshire was used to administer the survey. All interviews were conducted by paid, trained and professionally supervised interviewers.

Organization of this Report

One of the most important goals of this project is to ensure that the data are accessible to everyone interested in the results of the study. The first step in understanding the data is to review the questionnaire used to conduct the survey, since it is through this tool that the results are gathered. This instrument can be found in Appendix C.

This report presents the results of the study in three ways. First, the report includes a descriptive narration of substantive findings organized into chapters. Notably, the narrative section of the report is followed by a summary and analysis chapter that can be used to quickly identify the most important findings — as well as their significance. Second, a copy of the slide show used to present the results to staff at NH State Parks can be found in Appendix A. Finally, the advanced analyst can find detailed cross-tabulation tables with appropriate statistical tests in Appendix B.

Because the specific questions found in the questionnaire are often abbreviated or paraphrased in the narrative, graphic and cross-tabulation sections of the report, it is particularly important to reference the actual questionnaire wording when analyzing the results.

Daytime Users

This report refers to frequent users, moderate users and infrequent users of New Hampshire state parks. *Frequent users* have visited a New Hampshire state park five times or more in the past 12 months. *Moderate users* have visited a New Hampshire less than five times in the past 12 months. *Infrequent users* have not visited a New Hampshire state park in the past 12 months.

Table 1. Demographic Profile of Day Users of New Hampshire State Parks

	<u>Frequent Users</u>	<u>Moderate Users</u>	<u>Infrequent Users</u>
<u>Gender</u>			
Male	45 %	43 %	45 %
Female	55	57	55
<u>Age</u>			
<35	12 %	8 %	7 %
35-44	25	16	10
45-54	32	33	25
55-64	20	31	35
65-74	12	12	23
<u>Education</u>			
High school or less	14 %	24 %	27 %
Post secondary	25	24	29
College	31	28	24
Graduate / Prof.	28	23	18
<u>Income</u>			
Less than \$35k	7 %	7 %	18 %
\$35k-\$49k	10	10	19
\$50k-\$74k	30	36	31
\$75k-\$99k	23	23	16
\$100k or more	30	24	16
<u>Race / Ethnicity</u>			
White (Non-Hispanic)	87 %	87 %	89 %
Hispanic	6	4	4
Asian	2	1	2
Other	6	8	5
<u>Children in home</u>			
Yes	45 %	37 %	23 %
No	55	63	77
Among: general population			
Frequent Users: Visited a NH state park five or more times in the past 12 months (31%)			
Moderate Users: Visited a NH state park at least once in past three years, but less than five times in past 12 months (43%)			
Infrequent Users: Have not visited a NH state park in the past 12 months (26%)			

Overnight Campers

This report refers to campers and non-campers of New Hampshire state parks. Campers have camped overnight at a New Hampshire state park at least once in the past three years. Non-campers have not camped at a New Hampshire state park in the past three years.

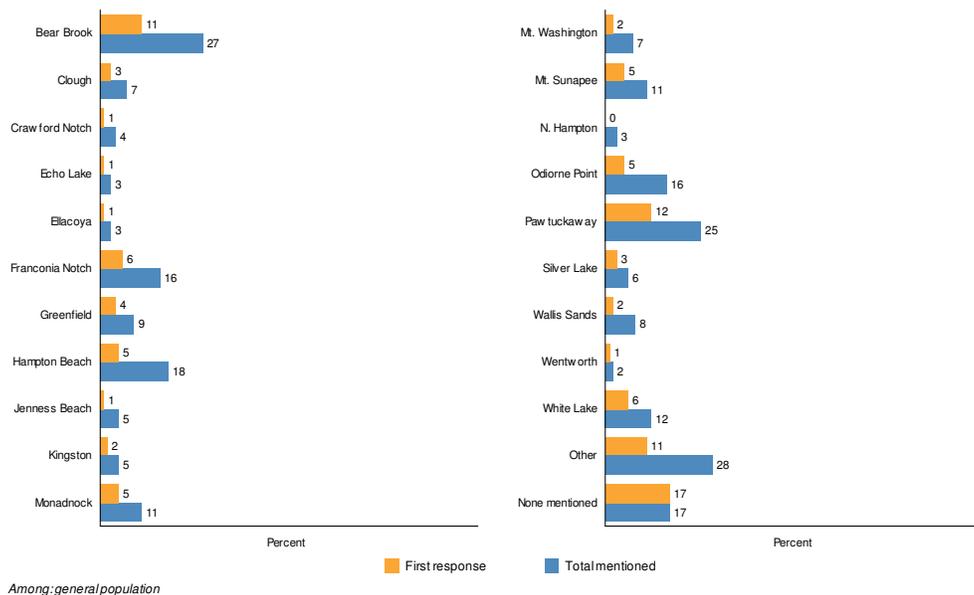
Demographic Profile of New Hampshire State Park Campers		
	<u>Campers</u>	<u>Non-Campers</u>
<u>Gender</u>		
Male	48 %	44 %
Female	52	56
<u>Age</u>		
<35	13 %	8 %
35-44	29	16
45-54	34	30
55-64	16	30
65-74	8	16
<u>Education</u>		
High school or less	26 %	21 %
Post secondary	27	26
College	29	28
Graduate / Prof.	17	24
<u>Income</u>		
Less than \$35k	6 %	11 %
\$35k-\$49k	12	12
\$50k-\$74k	33	33
\$75k-\$99k	29	20
\$100k or more	20	24
<u>Race / Ethnicity</u>		
White (Non-Hispanic)	86 %	87 %
Hispanic	3	5
Asian	3	2
Other	8	6
<u>Children in home</u>		
Yes	52 %	34 %
No	48	66
<i>Among: all respondents</i>		
<i>Campers: Camped overnight at a NH state park in past three years (34%)</i>		
<i>Non-Campers: Have not camped overnight at a NH state park in past three years (66%)</i>		

Awareness and Familiarity

Among the general population, unaided awareness of Bear Brook and Pawtuckaway are the highest.

Respondents were asked to name all of the state parks in New Hampshire that they can think of. Among the general population, 27 percent named *Bear Brook State Park* and 25 percent named *Pawtuckaway State Park*, while others said *Hampton Beach* (18%), *Franconia Notch* (16%), *Odiorne Point* (16%), *White Lake* (12%), *Monadnock* (11%) or *Mount Sunapee* (11%) State Park. Notably, only 17 percent of the general population were unable to name any New Hampshire state parks.

Please name all of the state parks in NH that you can think of.



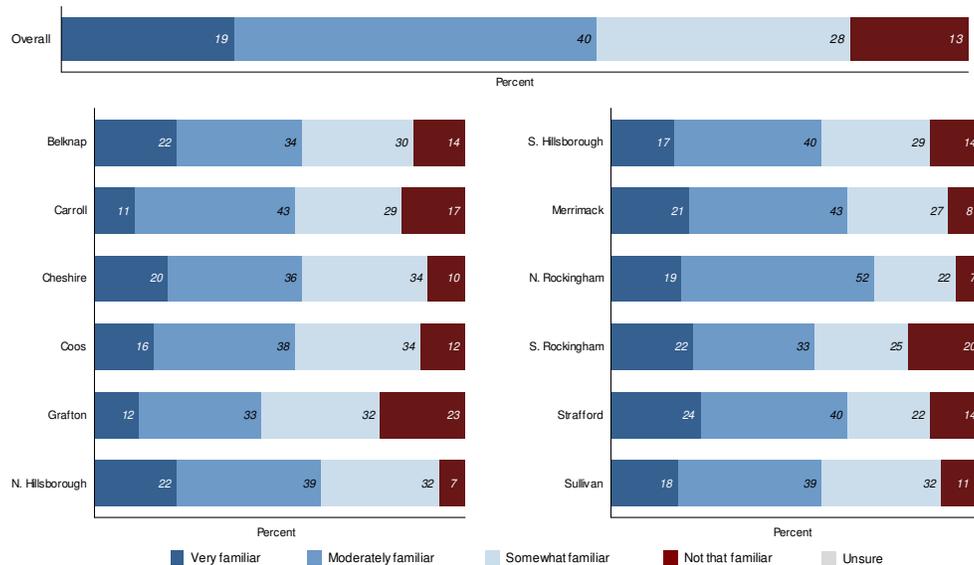
These results were also analyzed by county. Respondents in Belknap county are most likely to name *Bear Brook* (27%), *Elacoya* (22%) or *Franconia Notch* (22%); respondents in Carroll county are most likely to name *White Lake* (42%); respondents in Cheshire county are most likely to name *Monadnock* (37%) or *Pisgah* (31%); respondents in Coos county are most likely to name *Franconia Notch* (26%); respondents in Grafton county are most likely to name *Franconia Notch* (26%) or *Mt. Sunapee* (20%); respondents in the northern half of Hillsborough county are most likely to name *Bear Brook* (34%); respondents in the southern half of Hillsborough county are most likely to name *Pawtuckaway* (26%) or *Greenfield* (25%); respondents in Merrimack county are most likely to name *Bear Brook* (56%); respondents in the northern half of Rockingham county are most likely to name *Pawtuckaway* (51%); respondents in the southern half of Rockingham county are most likely to name *Pawtuckaway* (37%); respondents in Strafford county are most likely to name *Pawtuckaway* (37%); and, respondents in Sullivan county are most likely to name *Mt. Sunapee* (51%).

Overall, nearly two-thirds of the general population reported being at least moderately familiar with the scope of the New Hampshire state park system.

Respondents were told that the New Hampshire state park system includes many parks, including Franconia Notch, White Lake, Greenfield, Bear Brooke, Monadnock, Pawtuckaway, Hampton Beach and three additional parks specific to their area. Then respondents were asked – prior to being called – how familiar they were with the scope of the New Hampshire state park system. Overall, over one-half (59%) of the general population said that they are *moderately* (40%) or *very* (19%) *familiar* with the scope of the New Hampshire state park system, while 28 percent said that they are *somewhat familiar* and 13 percent said that they are *not that familiar*.

When compared by county, the results indicate that virtually all of the respondents residing in the northern half of Hillsborough county (93%), the northern half of Rockingham county (93%), Merrimack county (91%), Cheshire county (90%), Sullivan county (89%) and Coos county (88%), and the vast majority of respondents residing in Strafford county (86%), Belknap county (86%), the southern half of Hillsborough county (86%), Carroll county (83%), the southern half of south Rockingham county (80%) and Grafton county (77%) are at least *somewhat familiar* with the scope of the New Hampshire state park system.

Prior to my call today, how familiar were you with the scope of the NH state park system?



Among: general population | compared by county

Daytime Use of New Hampshire State Parks

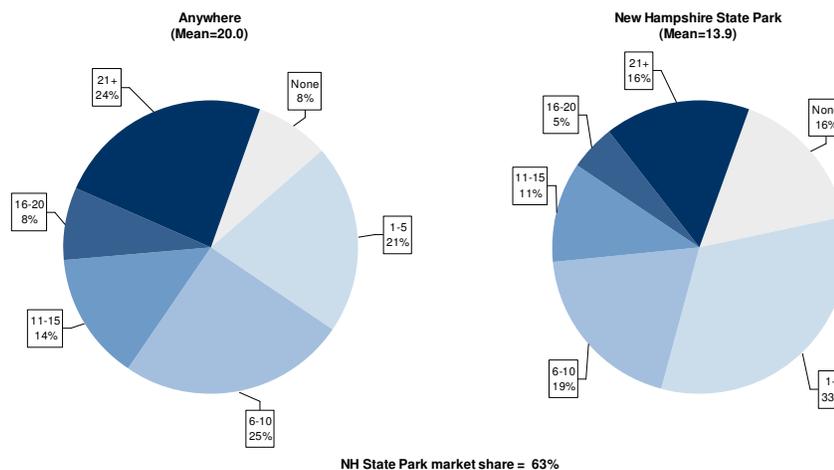
On average, the general population has visited a New Hampshire state park or beach for daytime use about 14 times in the past three years.

Respondents in the general population were asked how many times they have visited a national, state or municipal park or beach for daytime use in the past three years, including parks and beaches in and out of New Hampshire. Virtually all respondents (92%) have visited a park or beach for daytime use in the past three years, with 21 percent having visited 1-5 times, 25 percent having visited 6-10 times, 14 percent having visited 11-15 times, 8 percent having visited 16-20 times and 24 percent having visited more than 20 times. On average, respondents in the general population have visited a park or beach, including those in and out of New Hampshire, 20 times in the past three years.

Respondents in the general population were also asked how many times they have visited a New Hampshire state park for daytime use in the past three years. The vast majority of respondents (84%) have visited a New Hampshire state park or beach for daytime use in the past three years, with 33 percent having visited 1-5 times, 19 percent having visited 6-10 times, 11 percent having visited 11-15 times, 5 percent having visited 16-20 times and 16 percent having visited more than 20 times. On average, respondents in the general population have visited a New Hampshire state park or beach 14 times in the past three years.

In terms of all park or beach daytime use in the past three years, the results indicate that NH State Park's market share is 63 percent.

About how many times have you visited a national, state or municipal park or beach for daytime use in the past 3 years?



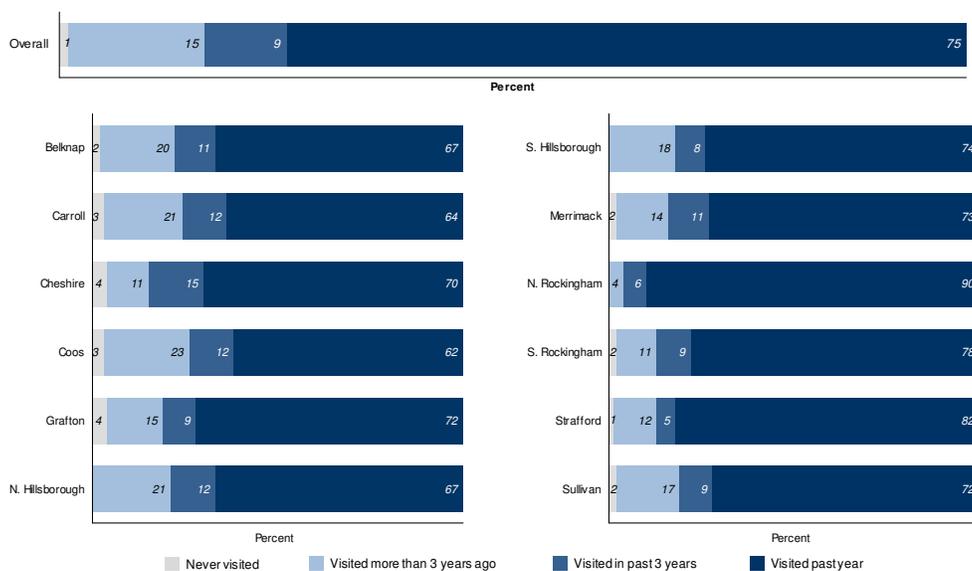
Among: general population

Virtually all of the general population has visited a New Hampshire state park for daytime use. Three-fourths have visited within the past year.

The results indicate that, overall, three-fourths of the general population have visited a New Hampshire state park for daytime use in the *past 12 months*, while an additional nine percent have visited in the *past three years*. In addition, 15 percent of the general population have visited a New Hampshire state park *more than three years ago*. Virtually no respondents in the general population have *never visited* (1%) a New Hampshire state park.

When compared by county, the results indicate that virtually all respondents from the northern half of Rockingham county (96%), and the large majority of respondents from Strafford county (87%), the southern half of Rockingham county (87%), Cheshire county (85%), Merrimack county (84%), the southern half of Hillsborough county (82%), Sullivan county (81%), Grafton county (81%), the northern half of Hillsborough county (79%), Belknap county (78%), Carroll county (76%) and Coos county (74%) have visited a NH state park in the past three years.

Daytime use of NH state parks:



Among: general population | compared by county

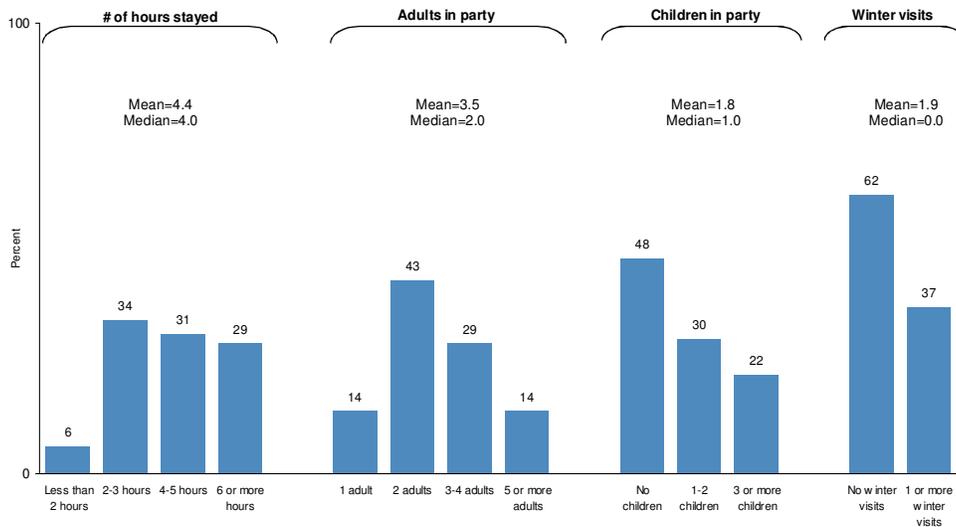
Typically, NH state park visitors stay for four hours and have two adults and one child in their party. More than one-third of visitors visit in the wintertime.

Respondents in the general population who have visited a New Hampshire state park for daytime use in the past three years were asked several question about their most recent visit including: 1) how many hours they stayed at the state park; 2) how many adults aged 18 or older were in their party, including themselves; and 3) how many children age 17 or younger were in their party.

The results indicate that the typical visitor stays four hours and has two adults and one child in their party.

Respondents were also asked how many times they have visited any New Hampshire state parks in the past 12 months in the wintertime. While the majority of respondents (62%) have not made any visits to a New Hampshire state park in the wintertime, more than one-third (37%) have. Respondents who have visited the park in the wintertime typically made two winter visits in the past 12 months.

Most recent day trip to a NH state park:



Among: general population respondents who have visited a NH state park for daytime use in the past 3 years

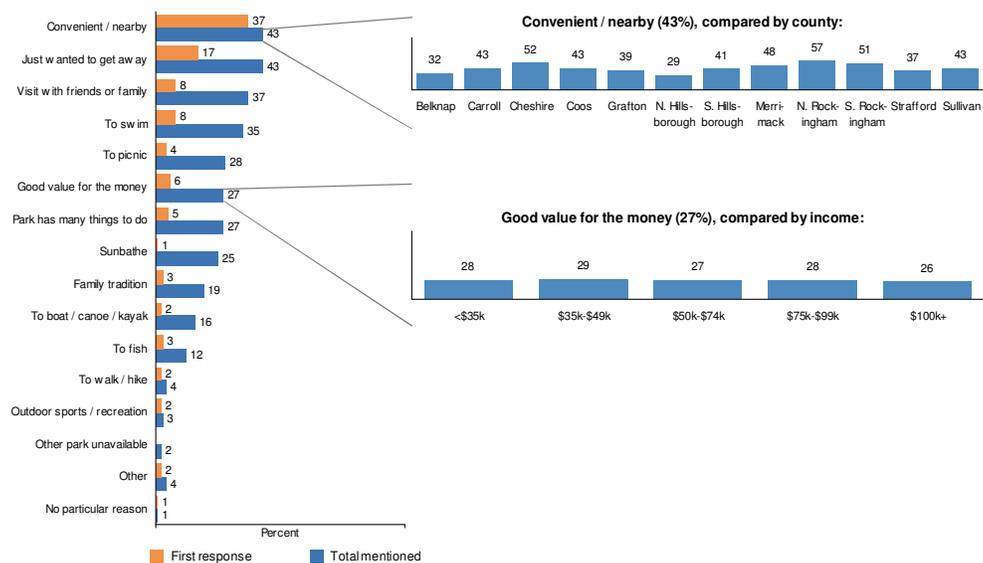
Many daytime visitors use New Hampshire state parks for a variety of different reasons, particularly for their convenience or to just get away.

Respondents in the general population who have visited a New Hampshire state park in the past three years were asked to identify the primary reasons for their most recent visit. Many respondents mentioned that the park is *convenient or nearby* (43%) or that they *just wanted to get away* (43%), while others went to a New Hampshire state park to *visit with friends or family* (37%), to *swim* (35%), to *picnic* (28%), because it is a *good value for the money* (27%), because there are *many things to do* (27%) or to *sunbathe* (25%).

The results indicate that the proportion of visitors who identified the park's *convenient location* as one of their primary reasons for their most recent visit varies by county. More than one-half of visitors from the northern half of Rockingham county (57%), Cheshire county (52%) and the southern half of Rockingham county (51%) said that the park is convenient or nearby, while less than one third of visitors from Belknap county (32%) or the northern half of Hillsborough county (29%) mentioned it.

Notably, the proportion of visitors who mentioned that the park is a *good value for the money* does not vary significantly by income. A similar proportion of visitors with an income of less than \$35k (28%), \$35k-\$49k (29%), \$50k-\$74k (27%), \$75k-\$99k (28%) or \$100k or more (26%) mentioned a *good value for the money* as one of the primary reasons for their most recent visit to a New Hampshire state park.

Which of the following were the primary reasons for your most recent visit to a NH state park?



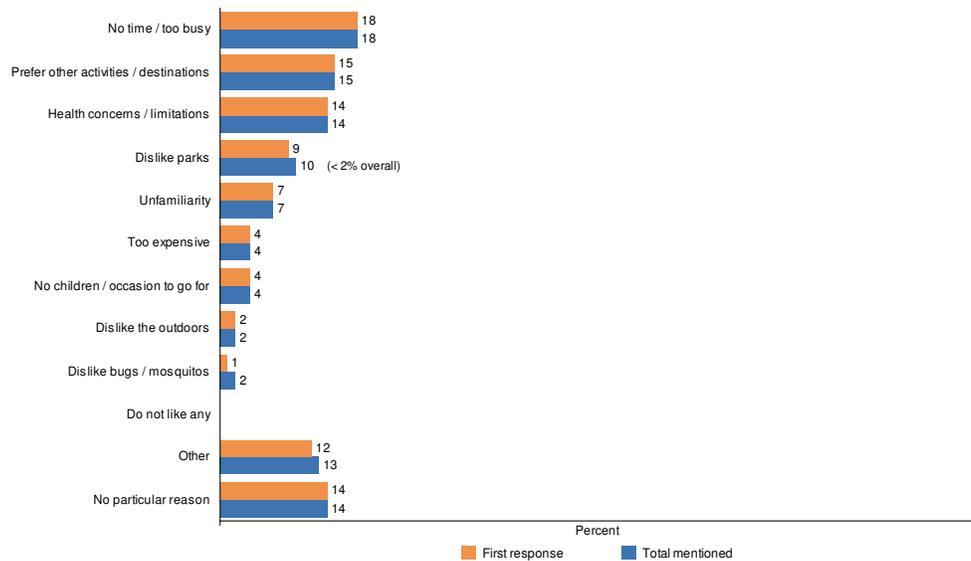
Among: general population respondents who have visited a NH state park for daytime use in the past 3 years

Results were also compared by frequent, moderate and infrequent users. Frequent users are generally more likely to use the park for all the reasons mentioned. However, moderate and infrequent users are somewhat more likely to say that they *just wanted to get away* (46% and 42%, respectively) or *to picnic* (29% and 30%, respectively) than frequent users.

Among respondents who have not visited a New Hampshire state park in the past three years, many cited a lack of time, preference for other activities or health concerns or limitations as the reason why.

The minority of respondents in the general population (16%) who have not visited a New Hampshire state park for daytime use in the past three years were asked to identify the primary reasons why they have not visited. Eighteen percent of these respondents said that they have *no time or they are too busy*, 15 percent said that they *prefer other activities or destinations*, 14 percent said they have *health concerns or limitations* such as allergies, injuries, poor health, sickness, handicap or limitations to due age. Notably, 14 percent were unable to identify any reason why they have not visited a New Hampshire state park in the past three years.

What are the primary reasons why you have not visited a NH state park in the past 3 years?



Among: general population respondents who have not visited a NH state park for daytime use in the past 3 years

These results were also analyzed by county. More than any other county, one-half of non-visitors from the northern half of Rockingham county (50%) said that they *prefer other activities or destinations*. More than one-fourth of non-visitors from Carroll county (29%), the southern half of Rockingham county (29%) and Sullivan county (26%) mentioned *health concerns or limitations*. Non-visitors from the southern half of Hillsborough county (17%) and Carroll county (13%) are most likely to have cited *unfamiliarity*. Finally, non-visitors from the southern half of Rockingham county are more likely to have cited *disliking the outdoors* (14%) or *disliking bugs and mosquitoes* (7%) as reasons why they have not visited a New Hampshire state park in the past three years than non-visitors from other counties.

Value of Daytime Park Use

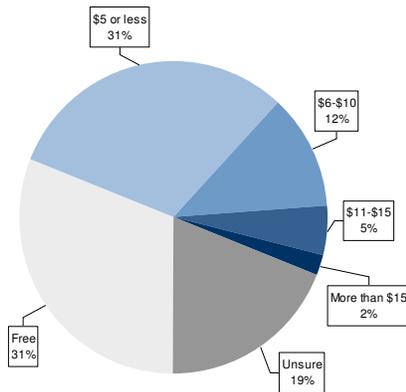
The majority of daytime users paid no more than \$5 for their visit and described the cost as being a very good or above average value.

Respondents in the general population who have visited a New Hampshire state park in the past three years were asked to recall the cost of the entrance fee to the New Hampshire state park that they visited most recently, if any. Thirty-one percent of visitors said that they paid \$5 or less, while fewer said that they paid between \$6 and \$10 (12%), between \$11 and \$15 (5%) or more than \$15 (2%). Thirty-one percent of visitors said that their admission was free, and 19 percent said that they are unsure. The typical visitor paid \$4.

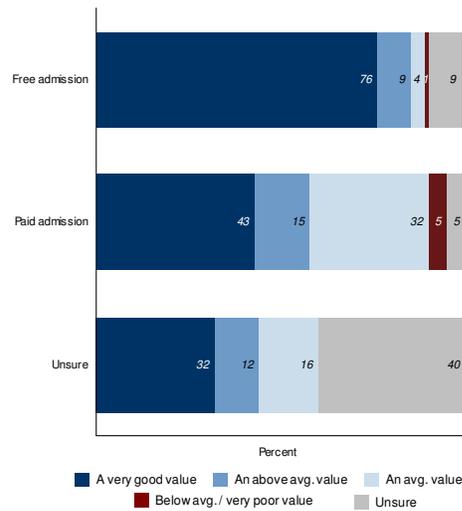
Respondents were also asked to describe the value of the cost that they paid for their most recent visit to a New Hampshire state park. Among respondents who recalled paying an admission fee, more than one-half (58%) described it as a very good (43%) or an above average (15%) value. Among respondents who did not pay an admission fee, the vast majority (85%) described it as a very good (76%) or an above average (9%) value. Notably, even a sizable proportion (44%) of visitors who were unsure how much they paid still described it as a very good (32%) or an above average (12%) value.

Value of Daytime Park Use:

Do you recall the cost of the entrance fee to the NH state park you visited most recently for daytime use, if any?



How would you describe the cost you paid to visit the NH state park you visited most recently?



Among: general population respondents who have visited a NH state park in the past 3 years

Few New Hampshire state park visitors would reduce their visits to the parks in the future if the cost of visiting increased by \$1 or \$2.

Respondents in the general population who have visited a New Hampshire state park in the past three years were told that the average cost for an adult to visit a New Hampshire state park – at parks that charge an admission – is \$4 and asked how likely it is that they would reduce the number of times that they use New Hampshire state parks in the future if the cost of visiting were increased. One-third of respondents were told it would increase \$1, one-third of respondents were told it would increase \$2 and one-third of respondents were told it would increase \$3.

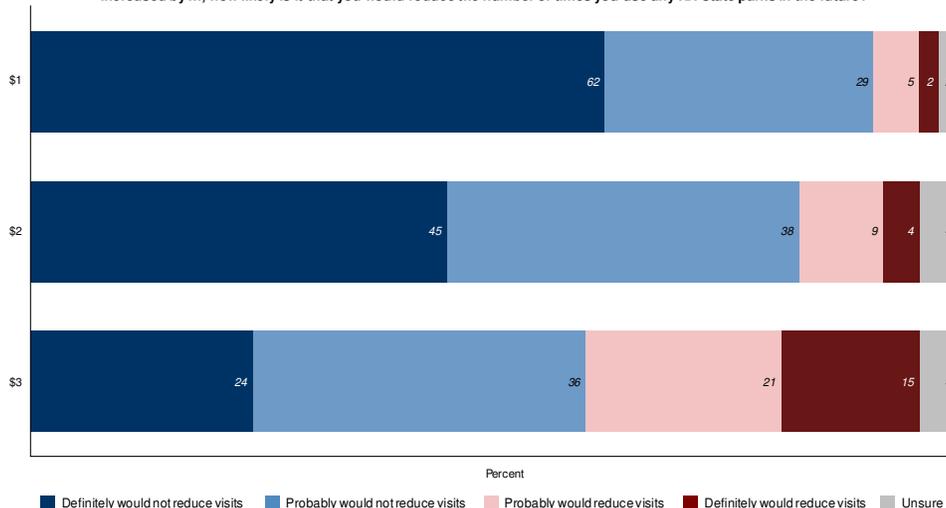
Among New Hampshire state park visitors who were told the admission cost would increase \$1, virtually all (91%) said that they *probably* (29%) or *definitely* (62%) *would not* reduce visits, while few said that they *probably* (5%) or *definitely* (2%) *would* reduce visits.

Among New Hampshire state park visitors who were told the admission cost would increase \$2, the large majority (83%) said that they *probably* (38%) or *definitely* (45%) *would not* reduce visits, while few said that they *probably* (9%) or *definitely* (4%) *would* reduce visits.

Among New Hampshire state park visitors who were told the admission cost would increase \$3, 60 percent said that they *probably* (36%) or *definitely* (24%) *would not* reduce visits, while more than one-third said that they *probably* (21%) or *definitely* (15%) *would* reduce visits.

Admission Price Increase:

The average cost for an adult to visit a NH state park – at parks that charge an admission – is \$4. If the cost of visiting a NH state park were increased by ..., how likely is it that you would reduce the number of times you use any NH state parks in the future?



Among: general population respondents with NH state park daytime use in past 3 years
 *1/3 of respondents were tested at \$1 increase, 1/3 were tested at \$2 increase, and 1/3 were tested at \$3 increase

Relatively few respondents in the general population would increase their visits to a New Hampshire state park if the cost of admissions decreased.

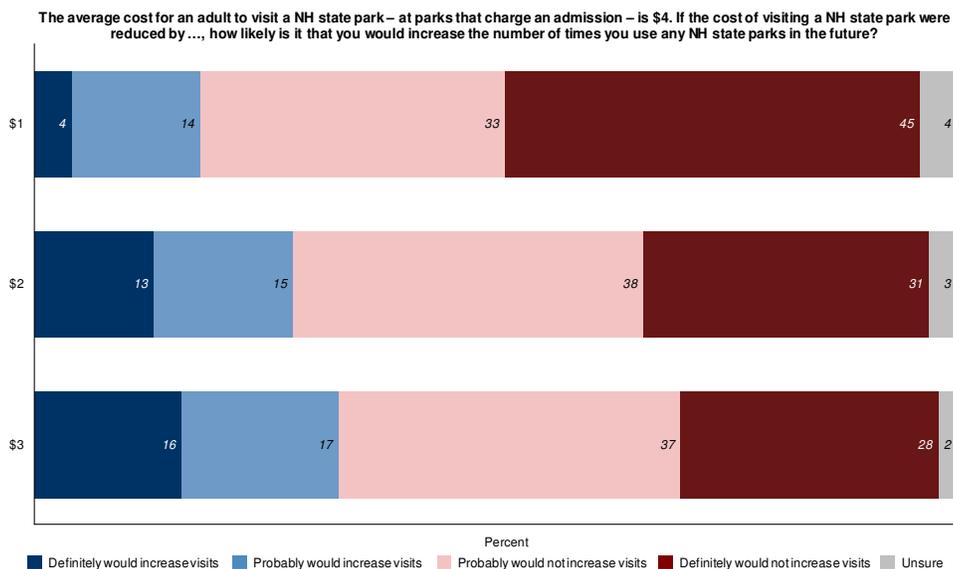
Respondents in the general population who have visited a New Hampshire state park in the past three years were told that the average cost for an adult to visit a New Hampshire state park – at parks that charge an admission – is \$4 and asked how likely it is that they would increase the number of times that they use New Hampshire state parks in the future if the cost of visiting were decreased. One-third of respondents were told that it would decrease \$1, one-third of respondents were told that it would decrease \$2 and one-third of respondents were told that it would decrease \$3.

Among New Hampshire state park visitors who were told the cost of admissions would decrease \$1, 18 percent said that they *probably* (14%) or *definitely* (4%) *would* increase visits, while more than three-fourths (78%) said that they *probably* (33%) or *definitely* (45%) *would not* increase visits.

Among New Hampshire state park visitors who were told the cost of admission would decrease \$2, 28 percent said that they *probably* (15%) or *definitely* (13%) *would* increase visits, while more than two-thirds (69%) said that they *probably* (38%) or *definitely* (31%) *would not* increase visits.

Among New Hampshire state park visitors who were told the cost of admission would decrease \$3, 33 percent said that they *probably* (17%) or *definitely* (16%) *would* increase visits, while about two-thirds (65%) said that they *probably* (37%) or *definitely* (28%) *would not* increase visits.

Admission Price Decrease:



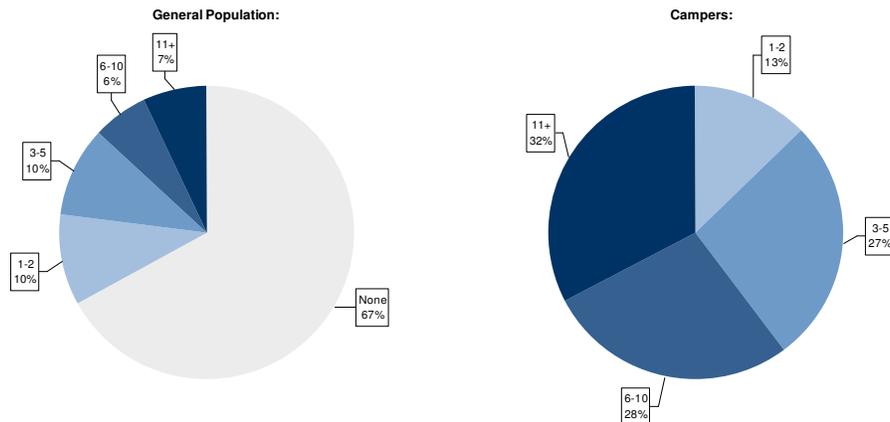
Among: general population* 1/3 of respondents were tested at \$1 decrease, 1/3 were tested at \$2 decrease, and 1/3 were tested at \$3 decrease

Overnight Use of New Hampshire State Parks

One-third of respondents in the general population have camped somewhere in the past three years.

Respondents were asked about how many times they have camped overnight at any location in the past three years, including locations in and out of New Hampshire. Among respondents in the general population, the majority have *not camped* (67%), while one-third (33%) have camped *one to two* (10%), *three to five* (10%), *six to ten* (6%) or *more than ten* (7%) times in the past three years. Among respondents in the campers sample, 13 percent have camped *one to two* times, 27 percent have camped *three to five* times, 28 percent have camped *six to ten* times and 32 percent have camped *more than ten* times in the past three years. Typically, respondents in the general population did not camp in the past three years, while respondents in the campers sample camped seven times.

About how many times have you camped overnight at any location in the past 3 years, including locations in and out of NH?



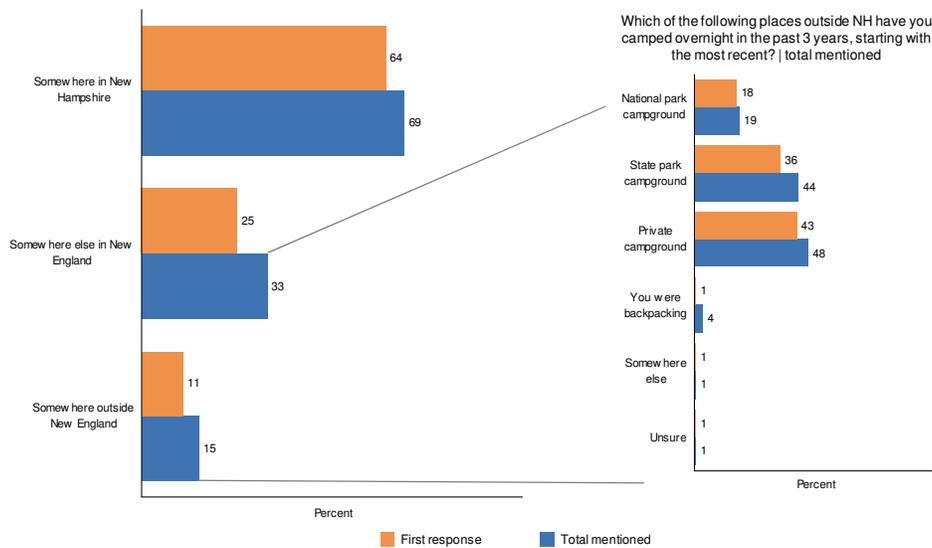
Among: all respondents | compared by sample population

Among respondents in the general population that have camped in the past three years, about two-thirds camped somewhere in New Hampshire.

Among respondents in the general population who have camped overnight in the past three years, slightly more than two-thirds have camped *somewhere in New Hampshire* (69%), while fewer have camped *somewhere else in New England* (33%) or *somewhere outside of New England* (15%).

Among respondents who have camped somewhere outside of New Hampshire, many camped at a *private campground* (48%) or a *state park campground* (44%), while others camped at a *national park campground* (19%).

Which places have you camped overnight at in the past 3 years, starting with the most recent?



Among: general population who have camped overnight in past 3 years

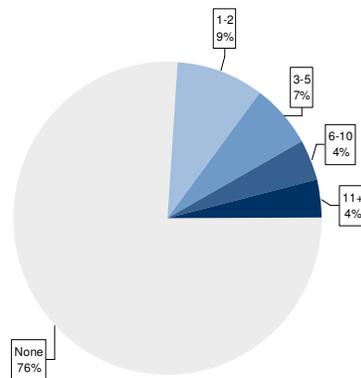
About one-fourth of the general population has taken an overnight camping trip somewhere in New Hampshire in the past three years.

Respondents in the general population were asked how many times they have taken an overnight camping trip anywhere in New Hampshire in the past three years. The large majority of the respondents in the general population have not taken any overnight camping trips (76%) in the past three years, while 24 percent have camped *one to two* (9%), *three to five* (7%), *six to ten* (4%) or *more than ten* (4%) times in the past three years.

Among respondents who have taken an overnight camping trip somewhere in New Hampshire in the past three years, many camped at a *state park campground* (48%), while others camped at a *private campground* (36%) or at the *White Mountains National Forest campground* (33%), and relatively few were *backpacking* (6%), used an *AMC tent site* (5%) or used an *AMC hut* (4%).

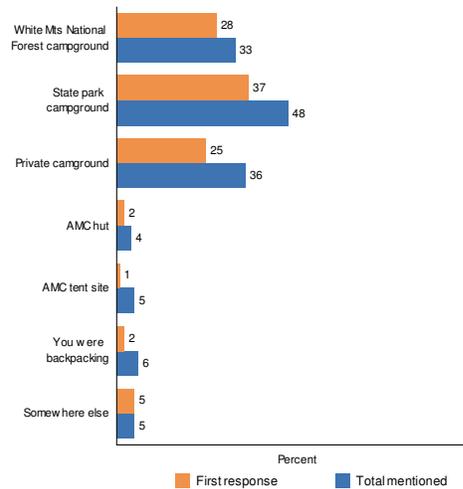
NH Overnight Camping:

How many times have you taken an overnight camping trip anywhere in NH in the past 3 years?



Among: general population

Which of the following places in NH have you camped overnight in the past 3 years, starting with the most recent?

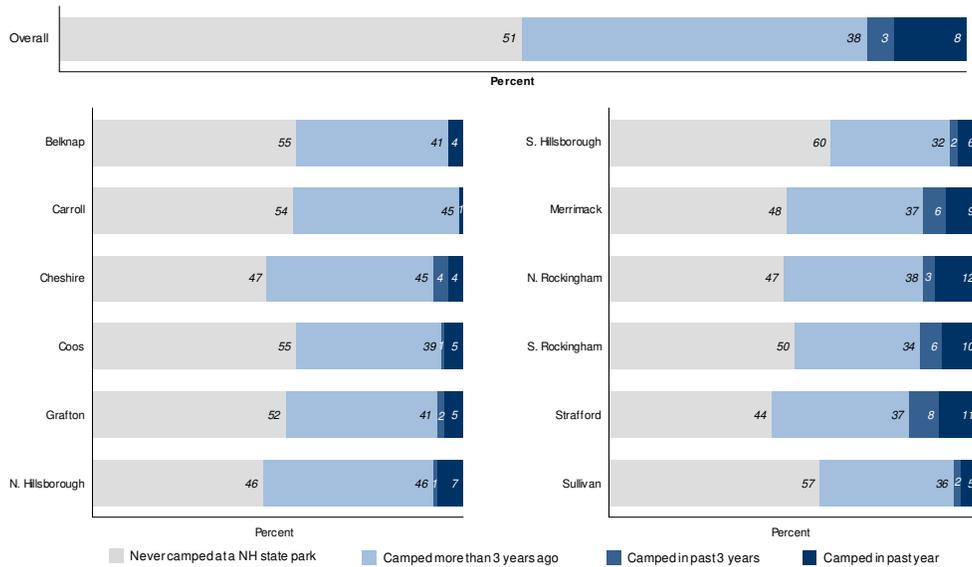


The majority of respondents in the general population have not camped at a New Hampshire state park in the past three years.

Among respondents in the general population, 11 percent have camped at a New Hampshire state park in the *past 12 months* (8%) or in the *past two to three years* (3%), while 38 percent have camped at a New Hampshire state park *more than three years ago*. About one-half of respondents in the general population (51%) have never camped at a New Hampshire state park.

When compared by county, the results indicate that significant minorities of respondents in Strafford county (19%), the southern half of Rockingham county (16%), the northern half of Rockingham county (15%) and Merrimack county (15%) have camped at New Hampshire state park in the past three years. Very few respondents in Belknap county (4%) or Carroll county (1%) have camped at a New Hampshire state park in the past three years.

Overnight camping at NH state parks | among general population:



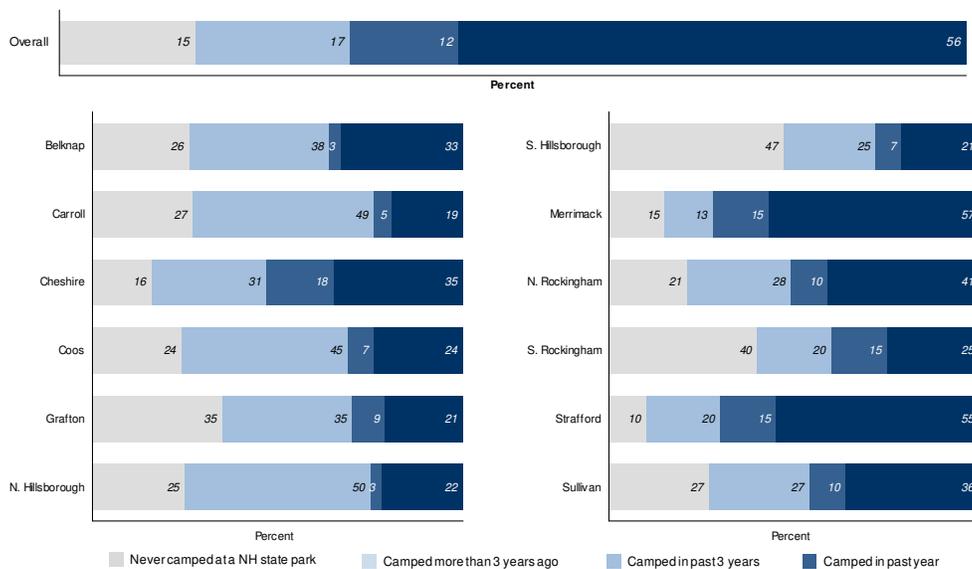
Among: general population | compared by county

Among respondents who have camped somewhere in the past three years, about two-thirds have camped at a New Hampshire state park.

Among respondents who have camped somewhere overnight in the past three years, including locations in and out of New Hampshire, about two-thirds (68%) have camped at a New Hampshire state park in the *past 12 months* (56%) or in the *past two to three years* (12%), while an additional 17 percent have camped at a New Hampshire state park *more than three years ago*. Only 15 percent of respondents who have camped somewhere in the past three years have *not camped* at a New Hampshire state park.

When compared by county, the results indicate that the majority of respondents who have camped somewhere in the past three years residing in Merrimack county (72%), Strafford county (70%) and Cheshire county (53%) have camped at New Hampshire state park in the past three years. Relatively few respondents who have camped somewhere in the past three years residing in the southern half of Hillsborough county (28%), the northern half of Hillsborough county (25%) or Carroll county (24%) have camped at a New Hampshire state park in the past three years.

Overnight camping at NH state parks | among overnight campers:



Among: all campers | compared by county

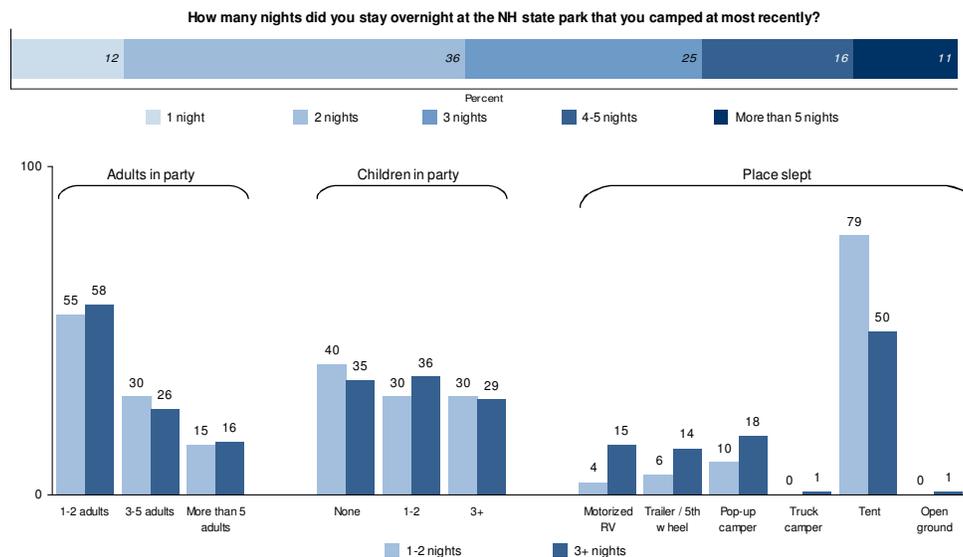
The typical New Hampshire state park camper stayed three nights, had two adults and two children in their camping party and slept in a tent at the New Hampshire state park they camped at most recently.

Respondents who have camped at a New Hampshire state park in the past three years were asked several questions regarding their most recent camping trip including: 1) how many nights they stayed overnight; 2) how many adults age 18 or older, including themselves, were in their camping party; 3) how many children age 17 or younger were in their camping party; and 4) where they slept.

Forty-eight percent of New Hampshire state park campers stayed *one* (12%) or *two* (36%) *nights* at the New Hampshire state park that they camped at most recently, 25 percent stayed *three nights*, 16 percent stayed *four to five nights* and 11 percent stayed *more than five nights*. Overall, about one-half of New Hampshire state park campers (49%) had *one to two adults* in their camping party, while 28 percent had *three to five adults* and 15 percent had *more than five adults* in their camping party. Eight percent of New Hampshire state park campers were the *only adult* in their camping party. Thirty-seven percent of New Hampshire state park campers *did not have any children* in their camping party, 33 percent had *one or two children*, 18 percent had *three to five children* and 11 percent had *more than five children* in their camping party. Almost two-thirds of New Hampshire state park campers slept in a *tent* (64%), while fewer slept in a *towable pop-up or folding camper* (14%), a *travel trailer or fifth wheel* (10%), a *motorized RV* (10%) or a *truck camper* (1%).

Notably, New Hampshire state park campers that stayed one or two nights are more likely to have slept in a *tent* (79%) than campers that stayed more than two nights (50%).

Most Recent Camping Trip:



Among: all respondents who camped overnight at a NH state park in the past 3 years

When compared by age, the results indicate that older respondents are more likely to sleep in a motorized RV or travel trailer.

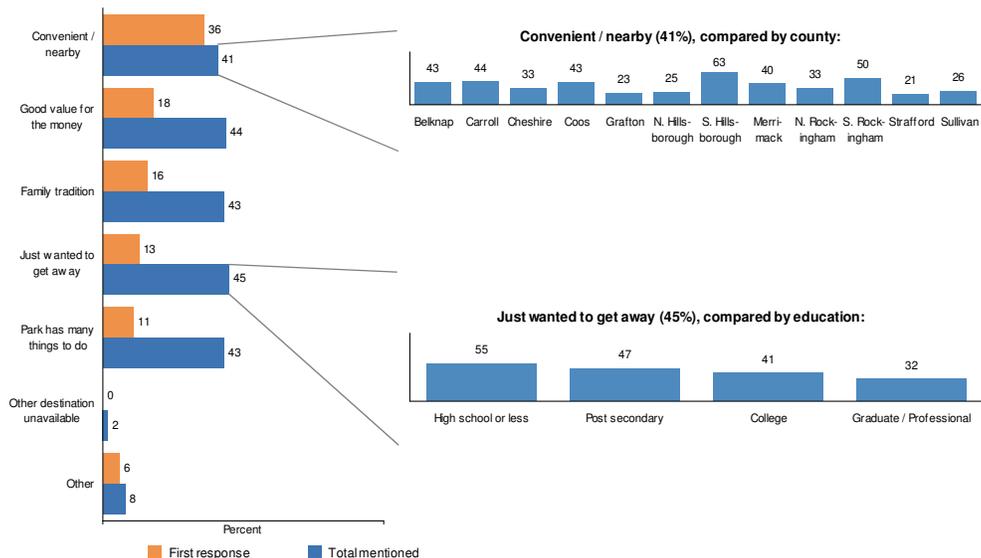
New Hampshire state park campers have many reasons why they choose to camp overnight at a New Hampshire state park.

Respondents who have camped overnight at a New Hampshire state park in the past three years were asked to identify the primary reasons why they camped overnight at the New Hampshire state park that they camped at most recently. Significant minorities of New Hampshire state park campers said that they *just wanted to get away* (45%), it is a *good value for the money* (44%), it is a *family tradition* (43%), the *park has many things to do* (43%) and that it is *convenient or nearby* (41%).

The results indicate that New Hampshire state park campers residing in the southern half of Hillsborough county (63%) or the southern half of Rockingham county (50%) are most likely to cite convenient location as a primary reason why they camped overnight at a New Hampshire state park.

Notably, 55 percent of New Hampshire state park campers with a high school diploma or less said that they *just wanted to get away*, followed by campers with post-secondary or vocational education (47%), campers with a college degree (41%) and campers with a graduate or professional degree (32%).

What were the primary reasons why you camped overnight at the NH state park you camped at most recently?



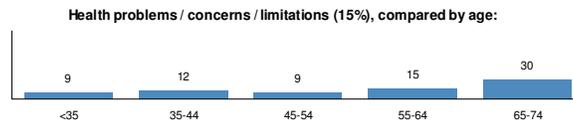
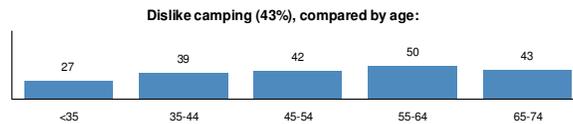
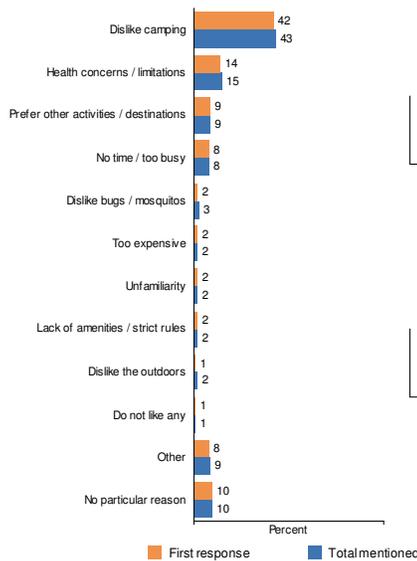
Among: all respondents who camped overnight at a NH state park in the past 3 years | total mentioned

Respondents who have not camped at a New Hampshire state park in the past three years are most likely to say that it is because they dislike camping.

Respondents who have not camped overnight at a New Hampshire state park in the past three years were asked to identify the primary reasons why not. Non-New Hampshire state park campers were most likely to say that they *dislike camping* (43%), while significantly fewer mentioned *health concerns or limitations* such as allergies, injuries, poor health, sickness, handicap or limitations to due age (15%).

When compared by age, the results indicate that older respondents are somewhat more likely than younger respondents to say that they dislike camping. In addition, non-New Hampshire state park campers age 65 to 74 are significantly more likely to *cite health concerns or limitations* (30%) than any other age group.

What were the primary reasons why you have not camped at a NH state park in the past 3 years?



Among: all respondents who have not camped overnight at any NH state parks in the past 3 years / total mentioned

Value of Overnight Park Use

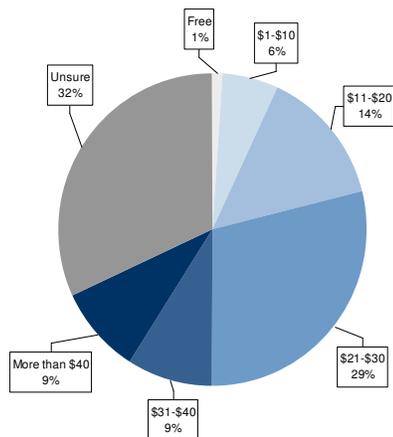
The majority of New Hampshire state park campers described the cost they paid to camp overnight at the New Hampshire state park that they camped at most recently as a very good or an above average value.

Respondents who have camped at a New Hampshire state park in the past three years were asked how much it cost per night to camp at the New Hampshire state park that they camped at most recently, if any. Six percent paid *between \$1 and \$10*, 14 percent paid *between \$11 and \$20*, 29 percent paid *between \$21 and \$30*, nine percent paid *between \$31 and \$40* and nine percent paid *more than \$40*. Notably, about one-third (32%) of New Hampshire state park campers were *unsure* how much it cost per night to camp at the New Hampshire state park that they camped at most recently. The typical New Hampshire state park camper paid \$30 to camp at the New Hampshire state park they camped at most recently.

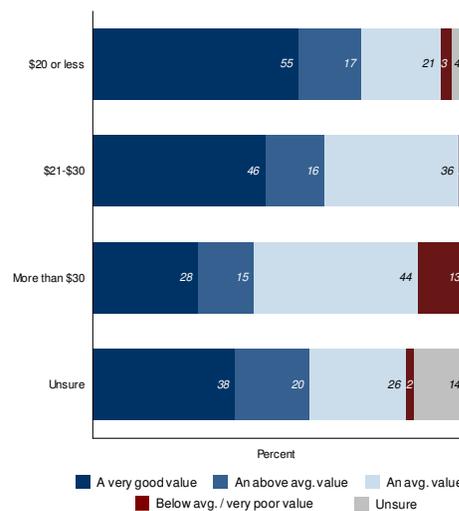
New Hampshire state park campers were also asked to describe the value of the cost that they paid to camp overnight at the New Hampshire state park that they camped at most recently. Among campers that paid \$20 or less, almost three-fourths (72%) described it as a *very good* (55%) or an *above average* (17%) value. Among campers that paid between \$21 and \$30, almost two-thirds (62%) described it as a *very good* (46%) or an *above average* (16%) value. Among campers that paid more than \$30, less than one-half (43%) described it as a *very good* (28%) or an *above average* (15%) value. Notably, the majority (58%) of visitors who were unsure how much they paid still described it as a *very good* (38%) or an *above average* (20%) value.

Value of Overnight Camping:

Do you recall how much it cost per night to camp at the NH state park that you camped at most recently, if any?



How would you describe the cost you paid to camp overnight at the NH state park that you camped at most recently?



Among: all respondents who camped overnight in NH in the past 3 years

If the cost to camp overnight in a New Hampshire state park increased by \$2, more than three-fourths of New Hampshire state park campers would not reduce the number of nights they camp.

Respondents who have camped overnight at a New Hampshire state park in the past three years were told that the average cost of a site to camp overnight in a New Hampshire state park – at parks that have overnight camping – is \$25 and asked how likely it is that they would reduce the number of nights that they camp at New Hampshire state parks in the future if the cost of camping were increased. One-third of respondents were told that the cost camping would increase \$2, one-third of respondents were told that the cost of camping would increase \$4 and one-third of respondents were told that the cost of camping would increase \$6.

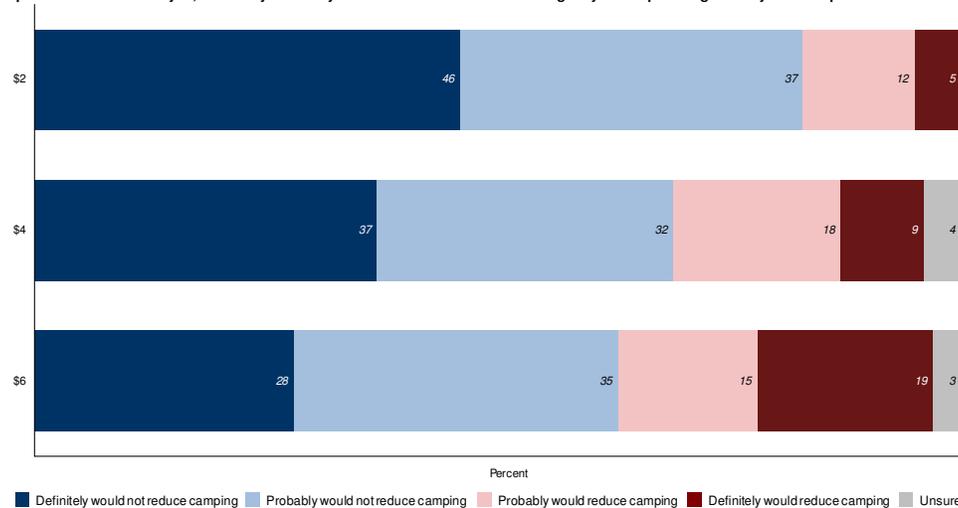
Among New Hampshire state park campers who were told that the cost of camping would increase \$2, the large majority (83%) said that they *probably* (37%) or *definitely* (46%) *would not* reduce camping, while fewer said that they *probably* (12%) or *definitely* (3%) *would* reduce camping.

Among New Hampshire state park campers who were told that the cost of camping would increase \$4, more than two-thirds (69%) said that they *probably* (32%) or *definitely* (37%) *would not* reduce camping, while somewhat fewer said that they *probably* (18%) or *definitely* (9%) *would* reduce camping.

Among New Hampshire state park campers who were told that the cost of camping would increase \$6, less than two-thirds (63%) said that they *probably* (35%) or *definitely* (28%) *would not* reduce camping, while significant minorities said that they *probably* (15%) or *definitely* (19%) *would* reduce camping.

Camping Price Increase:

The average cost of a site to camp overnight in a NH state park – at parks that have overnight camping – is \$25. If the cost of camping at NH state parks were increased by ..., how likely is it that you would reduce the number of nights you camp overnight at any NH state parks in the future?



Among: all respondents who have camped at a NH state park in past 3 years
 *1/3 of respondents were tested at \$2 increase, 1/3 were tested at \$4 increase, and 1/3 were tested at \$6 increase

Regardless of any decrease in cost, the large majority of non-New Hampshire state park campers would not increase the number of nights they camp at a New Hampshire state park.

Respondents who have not camped overnight at a New Hampshire state park in the past three years were told that the average cost of a site to camp overnight in a New Hampshire state park – at parks that have overnight camping – is \$25 and asked how likely it is that they would increase the number of nights that they camp at New Hampshire state parks in the future if the cost of visiting were decreased. One-third of respondents were told that the cost camping would decrease \$2, one-third of respondents were told that the cost of camping would decrease \$4 and one-third of respondents were told that the cost of camping would decrease \$6.

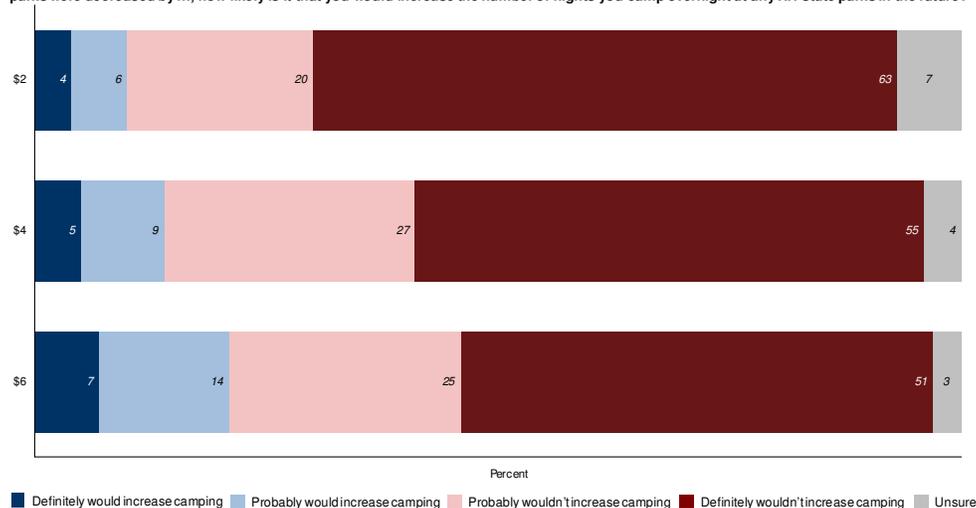
Among non-New Hampshire state park campers who were told that the cost of camping would decrease \$2, relatively few said that they *probably* (6%) or *definitely* (4%) would increase the number of nights that they camp overnight at a New Hampshire state park in the future, while the large majority (83%) said that they *probably* (20%) or *definitely* (63%) would not.

Among non-New Hampshire state park campers who were told that the cost of camping would decrease \$4, relatively few said that they *probably* (9%) or *definitely* (5%) would increase the number of nights that they camp overnight at a New Hampshire state park in the future, while the large majority (82%) said that they *probably* (27%) or *definitely* (55%) would not.

Among non-New Hampshire state park campers who were told that the cost of camping would decrease \$6, a minority (21%) said that they *probably* (14%) or *definitely* (7%) would increase the number of nights that they camp overnight at a New Hampshire state park in the future, while three-fourths (76%) said that they *probably* (25%) or *definitely* (51%) would not.

Camping Price Decrease | among non-NH state park campers:

The average cost of a site to camp overnight in a NH state park – at parks that have overnight camping – is \$25. If the cost of camping at NH state parks were decreased by ..., how likely is it that you would increase the number of nights you camp overnight at any NH state parks in the future?



Among: all respondents who have not camped at a NH state park in past 3 years
 *1/3 of respondents were tested at \$2 decrease, 1/3 were tested at \$4 decrease, and 1/3 were tested at \$6 decrease

If the cost of camping at New Hampshire state parks decreased by \$6, about one-half of New Hampshire state park campers would increase their camping.

Respondents who have camped overnight at a New Hampshire state park in the past three years were told that the average cost of a site to camp overnight in a New Hampshire state park – at parks that have overnight camping – is \$25 and asked how likely it is that they would increase the number of nights that they camp at New Hampshire state parks in the future if the cost of visiting were decreased by \$2, \$4 or \$6. One-third of respondents were told that the cost camping would decrease \$2, one-third of respondents were told that the cost of camping would decrease \$4 and one-third of respondents were told that the cost of camping would decrease \$6.

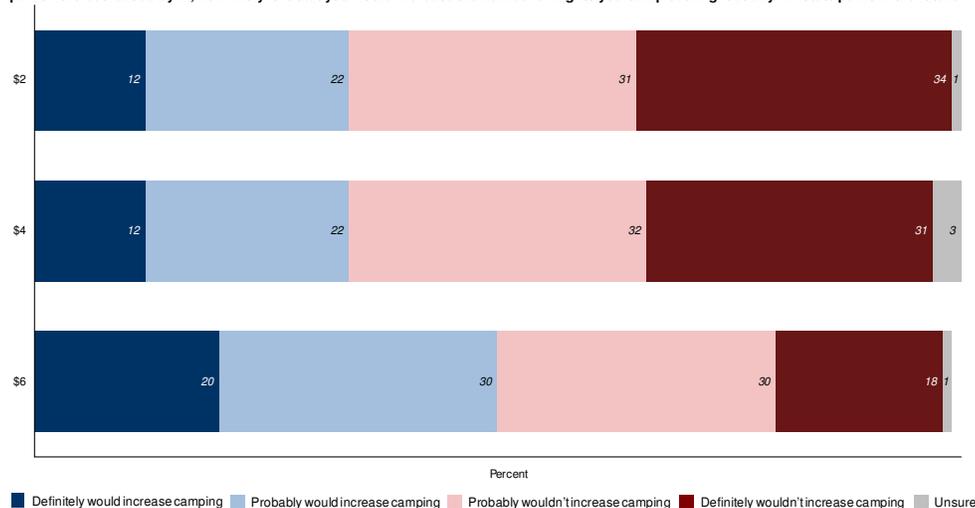
Among New Hampshire state park campers who were told that the cost of camping would decrease \$2, about one-third (34%) said that they *probably* (22%) or *definitely* (12%) *would* increase camping, while the majority said that they *probably* (31%) or *definitely* (34%) *would not* increase the number of nights that they camp overnight at a New Hampshire state park in the future.

Among New Hampshire state park campers who were told that the cost of camping would decrease \$4, about one-third (34%) said that they *probably* (22%) or *definitely* (12%) *would* increase camping, while the majority said that they *probably* (32%) or *definitely* (31%) *would not* increase the number of nights that they camp overnight at a New Hampshire state park in the future.

Among New Hampshire state park campers who were told that the cost of camping would decrease \$6, one-half said that they *probably* (30%) or *definitely* (20%) *would* increase camping, while others said that they *probably* (30%) or *definitely* (18%) *would not* increase the number of nights that they camp overnight at a New Hampshire state park in the future.

Camping Price Decrease | among NH state park campers:

The average cost of a site to camp overnight in a NH state park – at parks that have overnight camping – is \$25. If the cost of camping at NH state parks were decreased by ..., how likely is it that you would increase the number of nights you camp overnight at any NH state parks in the future?



Among: all respondents who have camped at a NH state park in past 3 years
 *1/3 of respondents were tested at \$2 decrease, 1/3 were tested at \$4 decrease, and 1/3 were tested at \$6 decrease

Increasing Use of New Hampshire State Parks

The majority of respondents would not visit a state park more often if selected park amenities were available.

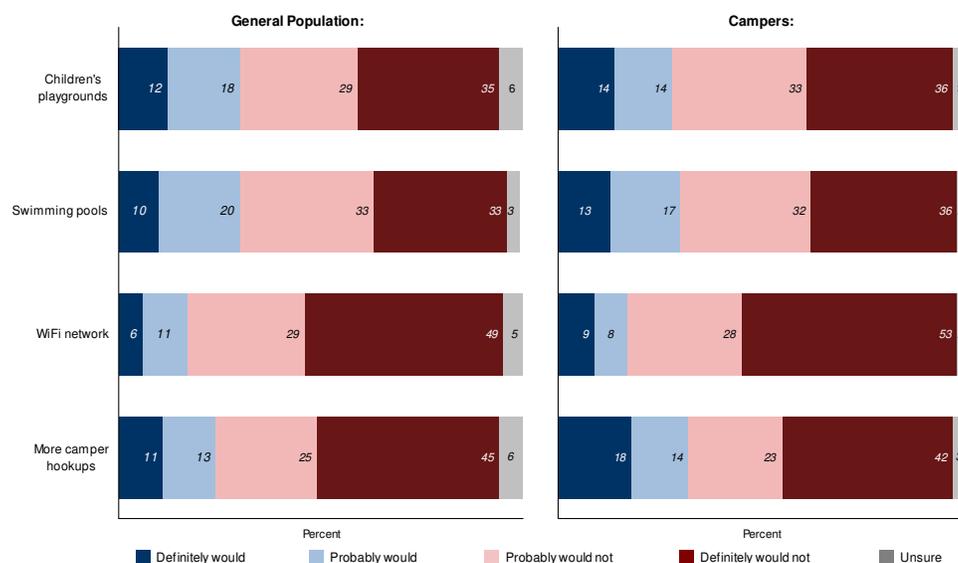
Respondents were asked if they would visit a New Hampshire state park more often in the future if any of the following were available: children’s playgrounds; swimming pools; Wi-Fi networks; or more camper hookups.

Among the general population, almost one-third said that they *probably* or *definitely* would visit a state park more often in the future if children’s playgrounds (30%) or swimming pools (30%) were available, while somewhat fewer would visit more often if more camper hookups (24%) were available and significantly fewer would if Wi-Fi networks (17%) were available.

Among the camper population sample, 32 percent said that they *probably* (14%) or *definitely* (18%) would visit a state park more often in the future if more camper hookups were available, 30 percent would visit more often if swimming pools were available, 28 percent would if children’s playgrounds were available and only 17 percent would if Wi-Fi networks were available.

These results indicate that the majority of both the general population and the camper population sample would not visit a state park more often in the future if children’s playgrounds, swimming pools, a Wi-Fi network or more camper hookups were available.

Please tell me if you would visit a state park more often in the future if the following were available at selected state parks?



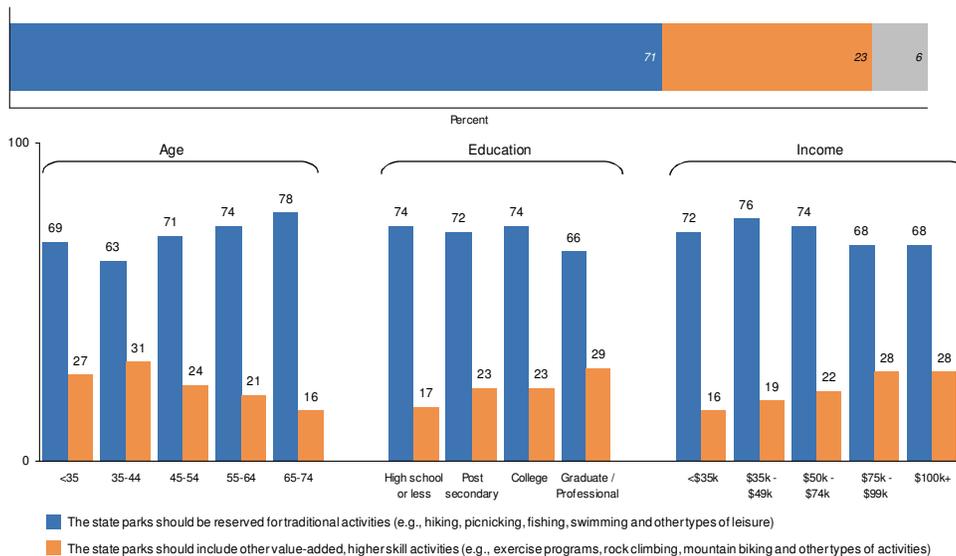
Among: all respondents | compared by sample population

Almost three-fourths of respondents in the general population prefer that state parks be reserved for traditional activities.

Respondents were asked if they would prefer that state parks be reserved for traditional activities like hiking, picnicking, fishing, swimming and other types of leisure or if they should include other value-added, higher skill activities like exercise programs, rock climbing, mountain biking and other types of activities. Overall, 71 percent of respondents in the general population prefer that the state parks be reserved for traditional activities, while only 23 percent think that the state parks should include other value-added, higher skill activities.

While the majority of respondents prefer that state parks be reserved for traditional activities, the results indicate that a somewhat higher proportion of younger respondents and respondents with higher incomes prefer that the state parks include other value-added, higher skill activities than older respondents or respondents with lower incomes.

Which of the following comes closest to your preference for state parks?



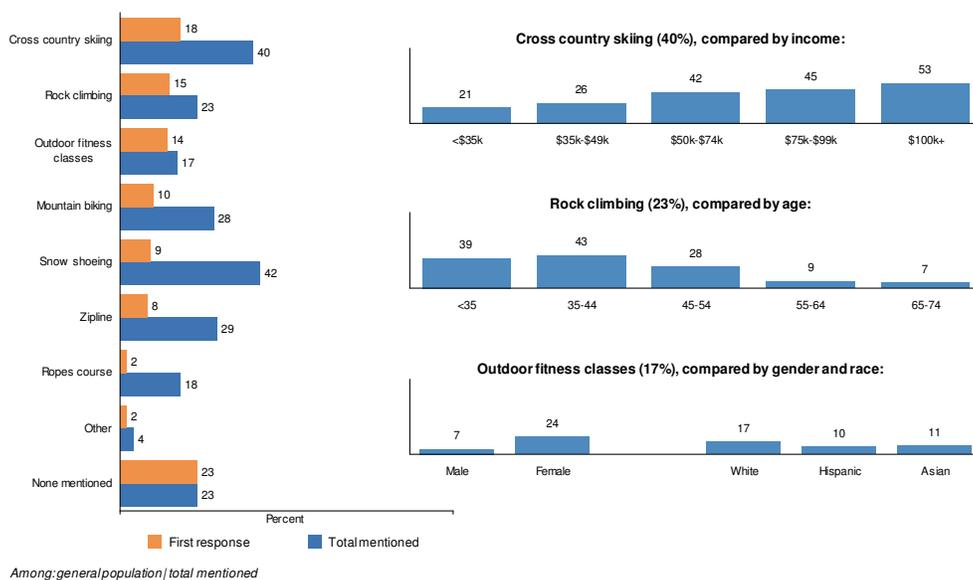
Among: general population | compared by selected demographics

Many respondent in the general population reported that they would participate in snow shoeing and cross country skiing if they were available at selected state parks.

Respondents were asked if they would participate in a variety of activities if they were available at selected state parks including: outdoor fitness classes, rock climbing, mountain biking, cross country skiing, snow shoeing, a zipline or a ropes course. Overall, significant minorities of the general population said that they would participate in *snow shoeing* (42%) or *cross country skiing* (40%) if they were available at selected state parks, while fewer would participate in a *zipline* (29%) or *mountain biking* (28%).

These results were analyzed by selected demographics. Respondents with higher incomes are more likely to report that they would participate in *cross country skiing*. Younger respondents are more likely to report that they would participate in *rock climbing* than older respondents. Female respondents and White respondents are more likely to report that they would participate in *outdoor fitness classes* than males or Hispanic or Asian respondents.

Which of the following activities would you participate in if available at selected state parks?



The results also indicate that New Hampshire state park campers are more likely to say that they would use a *zipline* (41%), and less likely to say that they would participate in *cross country skiing* (32%), if available at selected state parks than daytime visitors (35% and 42%, respectively).

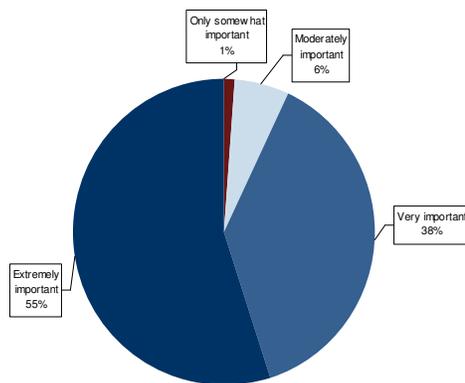
Attitudes Toward New Hampshire State Parks

Virtually all of the general population think it is very or extremely important for New Hampshire to have a system of state parks.

Respondents were asked how important they think it is for New Hampshire to have a system of state parks. Overall, 93 percent of respondents in the general population think it is *very* (38%) or *extremely* (55%) *important* for New Hampshire to have a system of state parks, while an additional six percent think that it is *moderately important*. Only one percent of respondents think that it is *unimportant*.

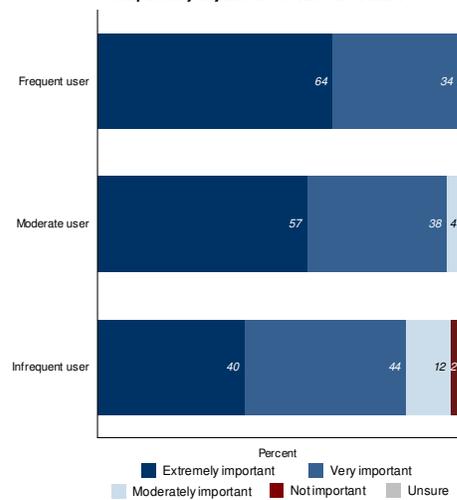
The results also indicate that frequent users (98%) and moderate users (95%) are more likely to think that a system of parks in New Hampshire is *very* or *extremely important* than infrequent users (84%).

In your view, how important do you think it is for NH to have a system of state parks?



Among: general population

Compared by daytime use of NH State Parks:

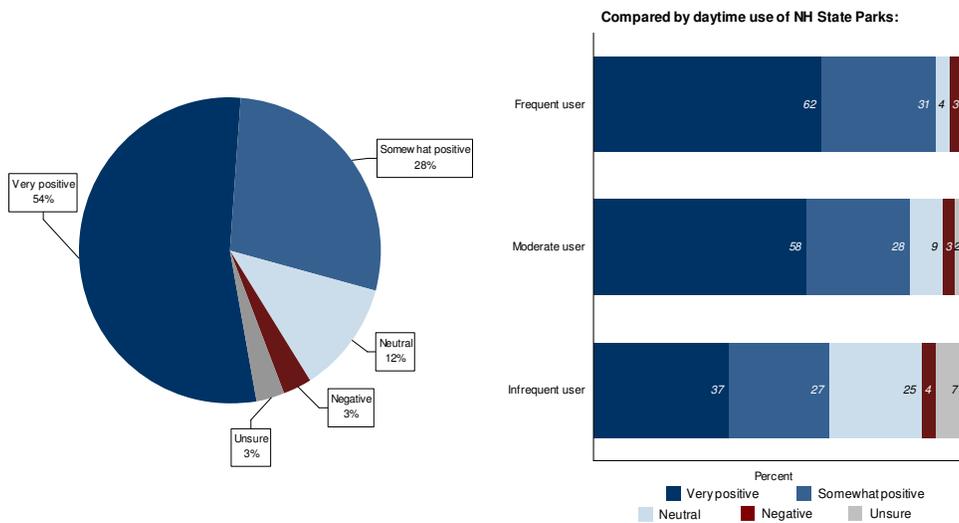


The large majority of the general population have a positive view toward the state park system in New Hampshire.

Respondents were asked to describe their overall view toward the state park system in New Hampshire. Overall, more than three-fourths of the general population (82%) have a *somewhat* (28%) or *very* (54%) *positive* view toward the state park system in New Hampshire, while 12 percent have a *neutral* view. Only three percent have a *negative* view.

The results also indicate that frequent users (93%) and moderate users (86%) are more likely to have a *positive* view toward the state park system in New Hampshire than infrequent users (64%).

What is your overall view toward the state park system in New Hampshire?



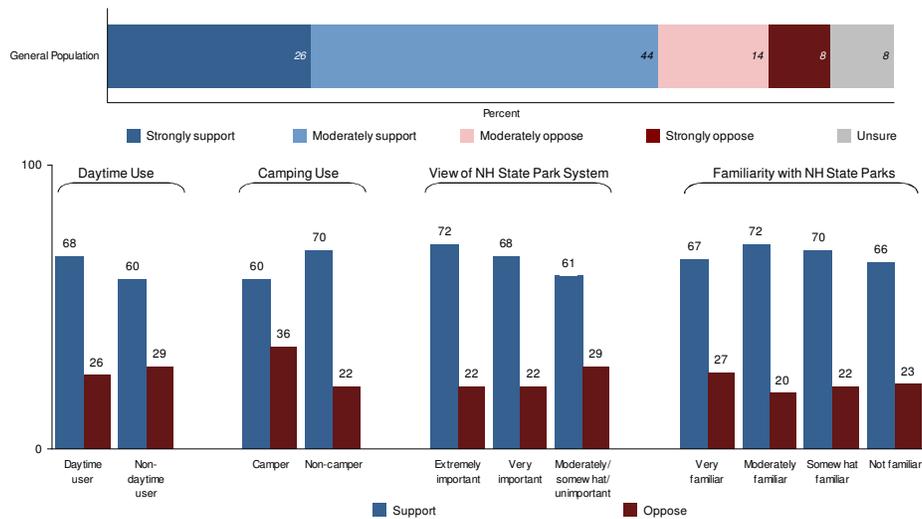
Among: general population

More than two-thirds of the general population support raising entrance and user fees to ensure the operation and maintenance of state parks in New Hampshire.

Respondents were asked if they would support or oppose raising entrance and user fees to ensure the operation and maintenance of state parks in New Hampshire. Overall, 70 percent of respondents in the general population *moderately* (44%) or *strongly* (26%) *support* raising entrance and user fees to ensure the operation and maintenance of state parks in New Hampshire, while fewer *moderately* (14%) or *strongly* (8%) *oppose* it.

Further analysis indicates that regardless of daytime use, camping use, view towards the New Hampshire state park system and familiarity with New Hampshire state parks, the majority of respondents *support* raising entrance and user fees to ensure the operation and maintenance of state parks in New Hampshire.

Would you support or oppose raising entrance and user fees to ensure the operation and maintenance of state parks in NH?



Among: all respondents

Summary Analysis

The general population's awareness of New Hampshire state parks is strong.

The large majority of respondents in the general population (83%) are able to name at least one state park in New Hampshire. While this varies by county, the results show that, overall, unaided awareness of *Bear Brook* (27%) and *Pawtuckaway* (25%) State Park are the highest.

In addition, more than one-half of respondents in the general population (59%) are *moderately* (40%) or *very* (19%) *familiar* with the scope of the New Hampshire state park system, while an additional 28 percent are *somewhat familiar*. Only 13 percent of respondents in the general population are *not that familiar*. Notably, about two-thirds (66%) of these respondents that are *not that familiar* with the scope of the New Hampshire state park system are still able to name at least one state park in New Hampshire.

These results indicate that, across counties, the large majority of the general population are aware of the New Hampshire state park system.

Familiarity and use of New Hampshire state parks is strongest among residents in the northern half of Rockingham county and weakest among residents in Carroll county.

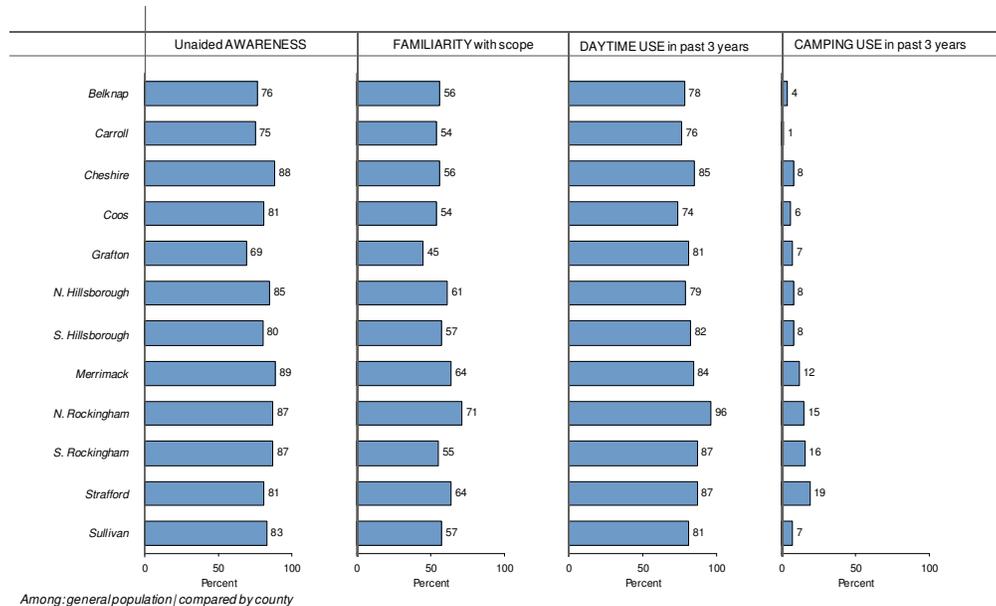
The large majority of the general population (83%) are able to name at least one state park in New Hampshire. Respondents residing in Merrimack county (89%), Cheshire county (88%) and the northern half of Rockingham county (87%) are most likely to have unaided awareness of a New Hampshire state park, while respondents residing in Belknap (76%), Carroll (75%) and Grafton (69%) counties are least likely.

Overall, 59 percent of the general population are *moderately* (40%) or *very* (19%) *familiar* with the scope of the New Hampshire state park system. Respondents residing in the northern half of Rockingham county (71%), Merrimack county (64%) and Strafford county (64%) are the most likely to be *at least moderately familiar* with the scope of the New Hampshire state park system, while respondents residing in Coos (54%), Carroll (54%) and Grafton (45%) counties are the least likely.

Eighty-four percent of the general population have visited a New Hampshire state park in the *past three years* (9%) or the *past 12 months* (75%) for daytime use. Respondents residing in the northern half of Rockingham (96%) county, the southern half of Rockingham county (87%) and Strafford county (87%) are the most likely to have visited a New Hampshire state park in the past three years, while respondents residing in Belknap (78%), Carroll (76%) and Coos (74%) counties are the least likely.

Eleven percent of households from the general population have camped overnight at a New Hampshire state park in the *past three years* (3%) or the *past 12 months* (8%). Respondents residing in Strafford county (19%), the southern half of Rockingham county (16%) and the northern half of Rockingham county (15%) are the most likely to have camped overnight at a New Hampshire state park in the past three years, while respondents residing in Coos (6%), Belknap (4%) and Carroll (1%) counties are the least likely.

Key Measures, Compared by County:



While daytime use of New Hampshire state parks is already high, there may be an opportunity to increase it even more by cross-selling other parks and activities to visitors.

The general population’s daytime use of New Hampshire state parks is high. Virtually all of the respondents in the general population (99%) have visited a New Hampshire state park within the past 12 months (75%), in the past two to three years (9%) or more than three years ago (15%). Within the past three years, daytime visits to New Hampshire state parks account for 63 percent of all the general population’s daytime visits to a park or beach. In addition, nearly two-thirds of the respondents who have visited a New Hampshire state park in the past three years (61%) have done so *more than five times*. The typical New Hampshire state park daytime user has visited eight times in the past three years and three times in the past 12 months. Notably, many respondents who have not visited a New Hampshire state park in the past three years said that they just do not have the time or that they simply prefer to do other things, rather than cite any fault of the parks.

In addition, significant minorities of daytime visitors reported that they would participate in *snow shoeing* (44%), *cross-country skiing* (42%), using a *zipline* (35%) and *mountain biking* (32%) if these activities were available at selected state parks. Given that some of these activities are already available at selected state parks, it may be beneficial for New Hampshire state parks to advertise and promote the other locations and activities available within the system of parks to its visitors. However, it is also important to note that more than two-thirds of the general population (71%) think that state parks should be reserved for traditional activities. As such, any advertising or promotional material should include messages highlighting both traditional and value-added activities that are available. By doing so, New Hampshire state parks may be able to cross-sell its other parks to the large majority of the general population who already visit and potentially increase usage of New Hampshire state parks overall.

The results suggest that while the majority of visitors would tolerate an increase in the cost of admissions, relatively few would be motivated by a cost-decrease to use New Hampshire state parks more often.

Overall, the results suggest that a New Hampshire state park admission increase of \$1 would be tolerated by 91 percent of visitors, while a \$2 increase would be tolerated by 83 percent of visitors and a \$3 increase would be tolerated by only 60 percent of visitors.

In terms of a potential decrease in the cost of admission to New Hampshire state parks, the results indicate that a \$1 decrease would motivate relatively few visitors (18%) to use New Hampshire state parks more often, while a \$2 decrease would motivate somewhat more visitors (28%), and a \$3 decrease would motivate one-third (33%) of visitors to use New Hampshire state parks more often.

It is important to note that a higher proportion of frequent users said that they *probably* or *definitely would reduce* the number of times that they use New Hampshire state parks in the future if the cost of admissions was increased by \$1 (9%), \$2 (18%) or \$3 (44%), compared to the proportion of moderate users (6%, 14% and 18%, respectively) or infrequent users (2%, 6% and 43%, respectively). Frequent users are also more likely to say that they *definitely would increase* their visits to New Hampshire state parks in the future if the cost of admission was decreased by \$1 (8%), \$2 (13%) or \$3 (24%) than infrequent users (4%, 7% or 6%, respectively).

These results suggest that the majority of visitors would tolerate an increase in admission costs to New Hampshire state parks and would not be motivated by a potential cost decrease to use the parks more often. However, frequent users are less likely to tolerate a cost-increase, and more likely to be motivated by a cost-decrease to use the parks more often, than infrequent users. Still, the results generally suggest that a modest increase in the price of admission to state parks would not result in a significant decrease in utilization.

There may be potential for New Hampshire state parks to increase market share of overnight camping.

One-third of the general population (33%) have camped somewhere in the past three years, and 11 percent have camped at a New Hampshire state park in the past three years. Among the general population, New Hampshire state park camping accounts for 26 percent of market share.

Respondents who have camped at a New Hampshire state park appear to value the experience and are often repeat users. New Hampshire state park campers cite many reasons for why they choose to camp at a New Hampshire park including, *to get away* (45%), *the value for the money* (44%), *family tradition* (43%), *the many things to do at the park* (43%) and *convenience* (41%). In addition, more than one-half of New Hampshire state park campers described the cost they paid to camp as a *very good* (42%) or *an above average* (17%) *value*. Finally, 45 percent of New Hampshire state park campers have camped *more than five times* in the past three years.

Respondents that camp, but have not camped at a New Hampshire state park in the past three years, appear to have no systemic barrier preventing them from doing so. Among respondents who have not camped at a New Hampshire state park in the past three years, but have camped somewhere else in the past three years, more than one-fourth (27%) were *unable to cite any particular reason* why they have not camped at a New Hampshire state park, while others referred to their *personal preference* (14%). In addition, a significant minority of respondents (10%) who have never camped at a New Hampshire park, but have camped somewhere else in the past three years, cited *unfamiliarity* with New Hampshire state parks as the reason why they have not camped at a New Hampshire state park.

These results suggest that there may be room for New Hampshire state park's market share to grow. Bearing in mind that the large majority of residents visit New Hampshire state parks for daytime use, it may be useful for New Hampshire state parks to consider promoting camping at the parks among day visitors in order to increase awareness and consideration of New Hampshire state park camping.

It appears that campers will tolerate a small cost-increase to camp at New Hampshire state parks, and they are more likely to be motivated by a cost-decrease than non-campers.

Among New Hampshire state park campers, the results suggest that more than three-fourths of campers (83%) would tolerate a \$2 cost-increase to camp at New Hampshire state parks, while somewhat fewer would tolerate a \$4 (69%) or \$6 (63%) increase.

When asked about a potential decrease in the cost of overnight camping at New Hampshire state parks, about one-third of campers would be motivated by a \$2 (34%) or \$4 (34%) cost-decrease to camp more often, and one-half would be motivated by a \$6 cost-decrease (50%). Among non-New Hampshire state park campers, relatively few would be motivated by a \$2 (10%), \$4 (14%) or \$6 (21%) cost-decrease to camp more often.

Notably, a higher proportion of respondents who have camped in the past year said that they *definitely would not reduce* the number of nights they camp due to a \$2 (46%), \$4 (39%) or \$6 (30%) cost-increase than respondents who have camped in the past three years (43%, 26% or 19%, respectively). Respondents who have camped in the past year are also more likely to say that they *definitely would increase* the number of nights they camp at New Hampshire state parks in the future if the cost was decreased by \$2 (14%), \$4 (13%) or \$6 (21%), than respondents who camped in the past three years (3%, 9% or 15%, respectively), respondents who camped more than three years ago (5%, 7% or 8%, respectively) or respondents who have never camped at a New Hampshire state park (2%, 3% or 6%, respectively).

These results suggest that the large majority of campers would tolerate a small cost-increase to camp at New Hampshire state parks. In addition, about one-third would be motivated by a \$2 to \$4 cost-decrease to camp more often, and one-half by a \$6 decrease. Relatively few non-campers, however, would be motivated by a cost-decrease to camp more often, suggesting that a small increase would be the best way to generate more revenue.

Residents have positive attitudes toward, and high expectations of, New Hampshire state parks.

Ninety-three percent of respondents in the general population think that it is *very* (38%) or *extremely* (55%) *important* for New Hampshire to have a system of state parks, and the vast majority (82%) have a *positive* view of the state park system in New Hampshire. It is of no surprise, then, that the majority of the general population would *moderately* (44%) or *strongly* (26%) *support* raising entrance and user fees to ensure the operation and maintenance of state parks in New Hampshire.

Almost three-fourths of the general population prefer that the state parks be reserved for *traditional activities* (71%), while only 23 percent would prefer that the state parks include other value-added, higher skill activities. The results also indicate that more than two-thirds think that the mission or purpose of the New Hampshire state park system is to *make areas accessible to the public for recreational, educational, scientific or other uses consistent with their protection and preservation* (84%), *provide areas and facilities necessary to meet recreational needs* (76%), *protect areas for future generations* (75%), *preserve and protect areas from development* (72%), *maintain important historic sites* (70%) and *encourage and support tourism and related economic activity within the state* (70%).

These results suggest that, while the majority of residents have positive views towards New Hampshire state parks and support raising fees in order to support and maintain them, residents also appear to have high expectations of what the New Hampshire state park system does.

Appendix A: Graphic Presentation

NH State Parks

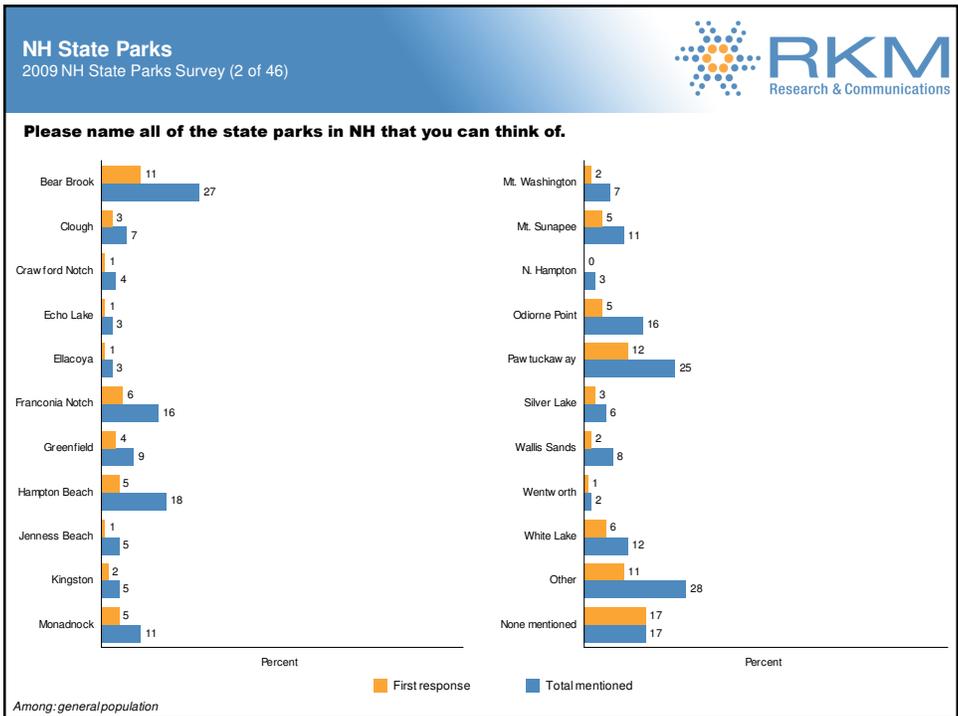
2009 NH State Parks Survey (1 of 46)

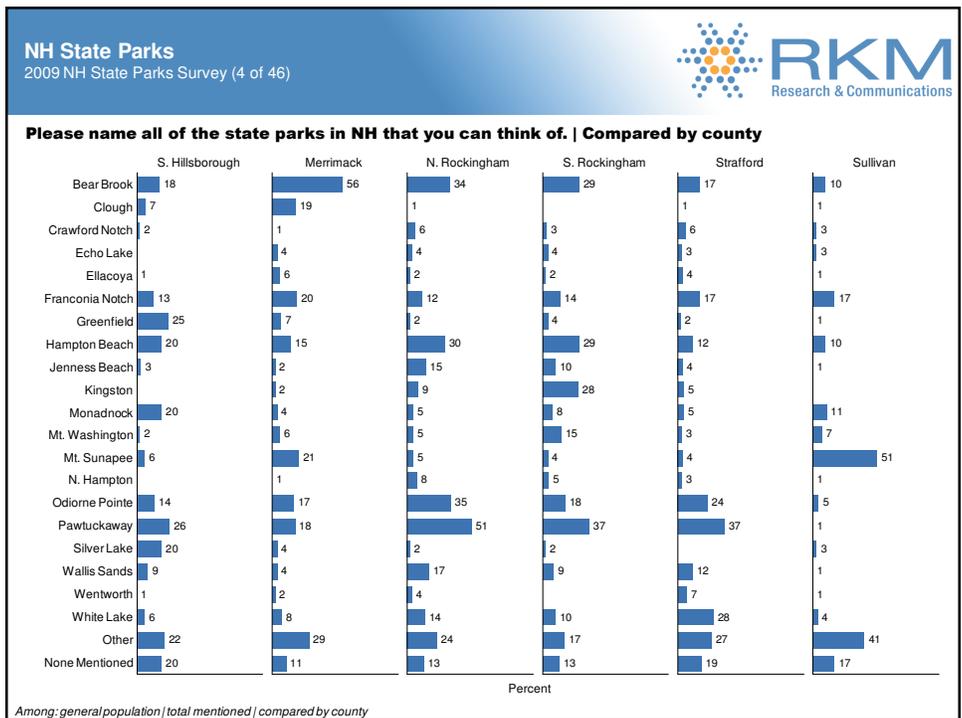
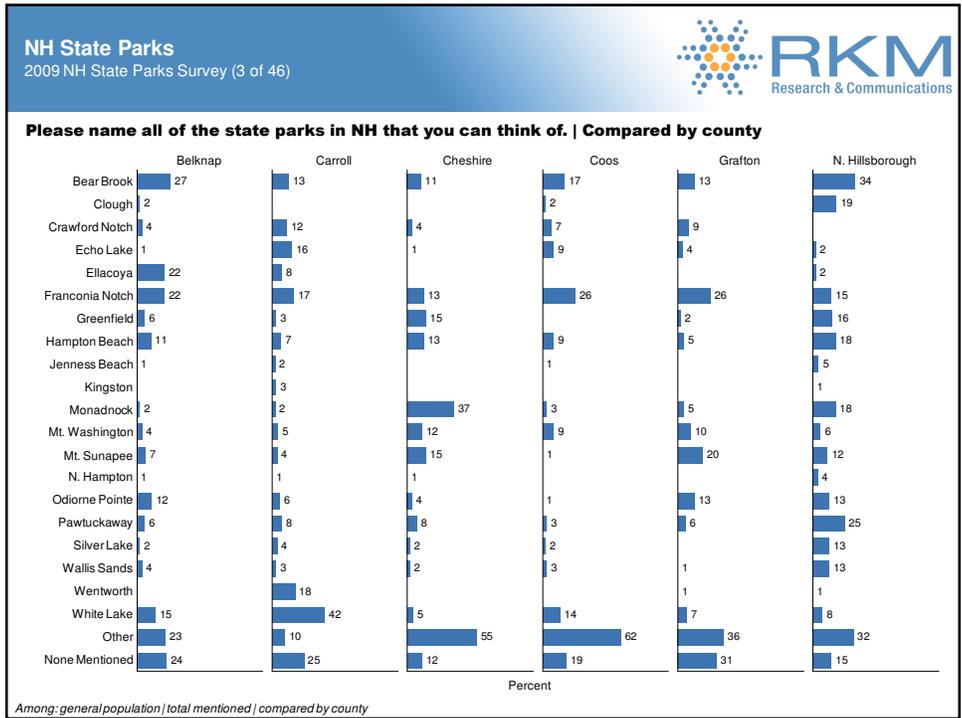


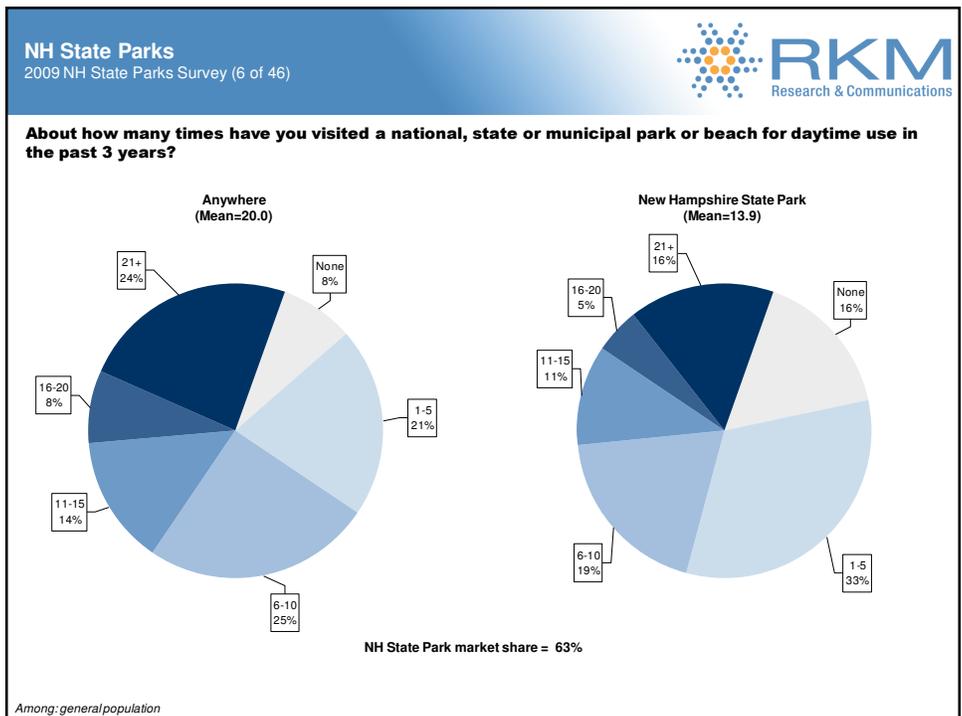
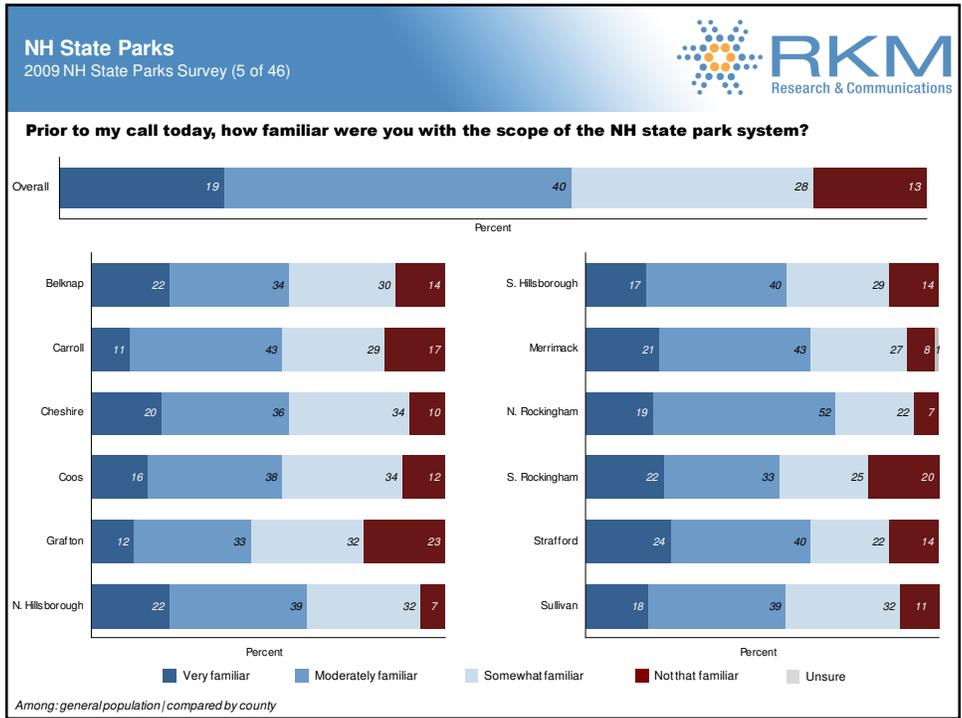


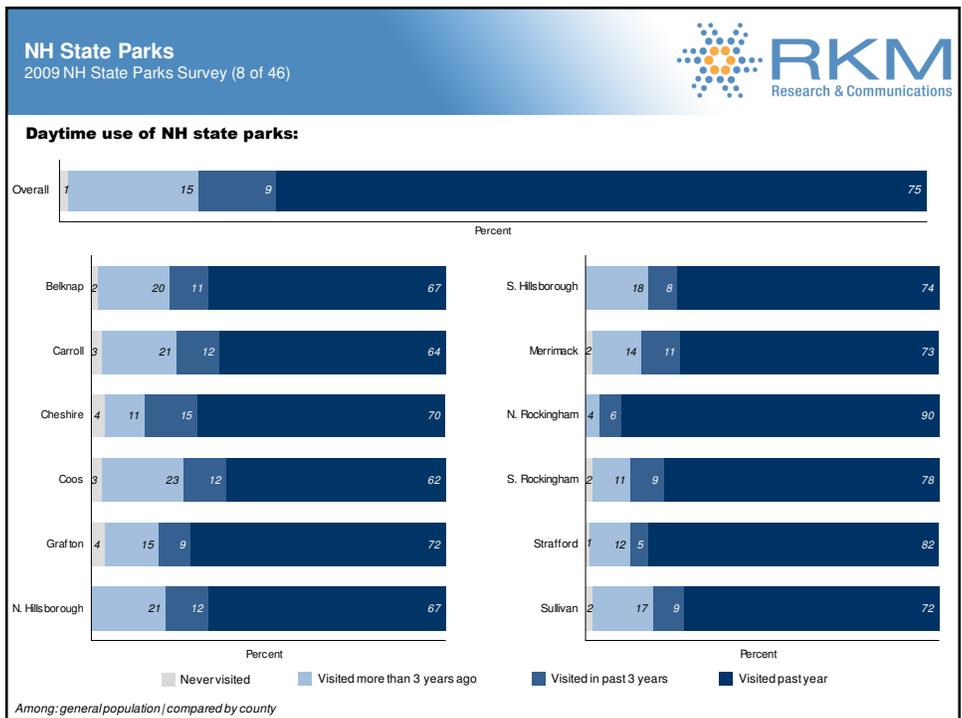
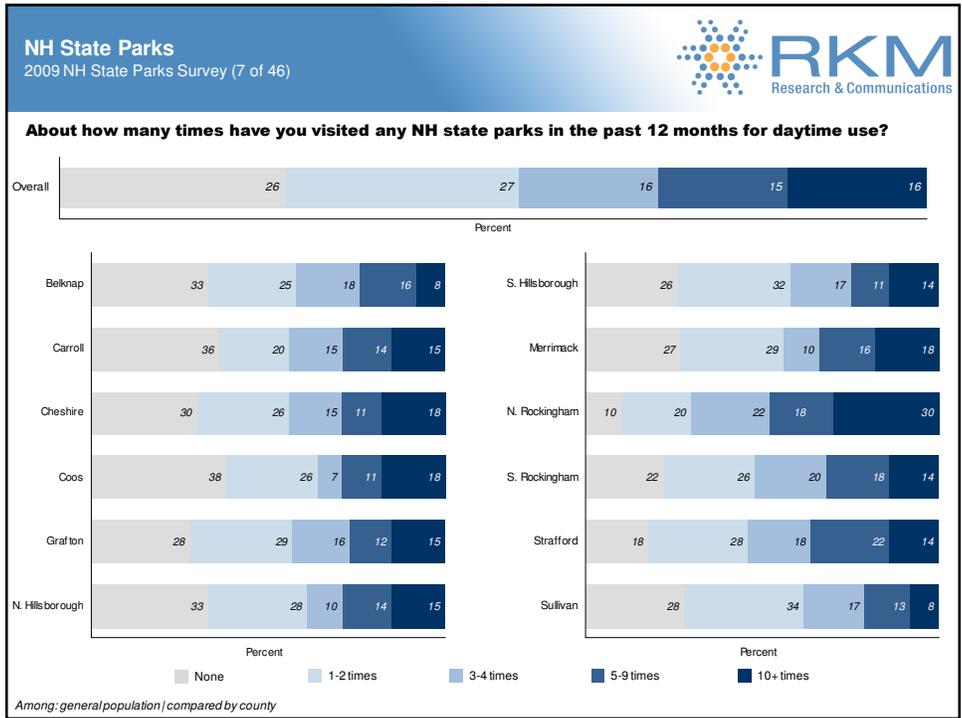
- Systematic survey of 1631 respondents
 - General population (N=1207)
 - Known NH state park campers (N=424)
- General population respondents represent the counties of:

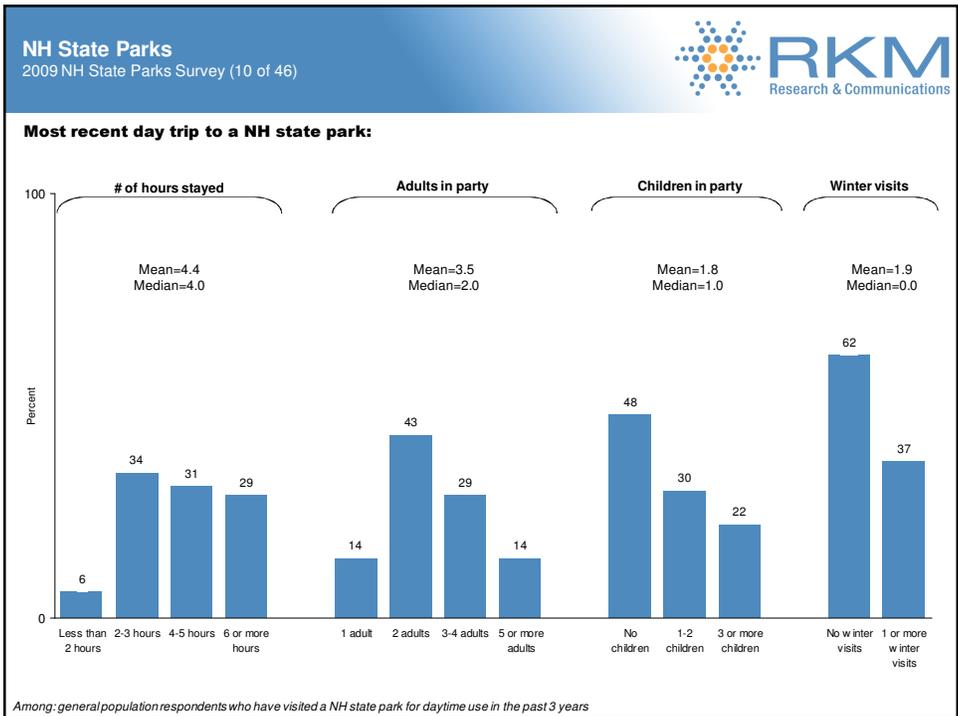
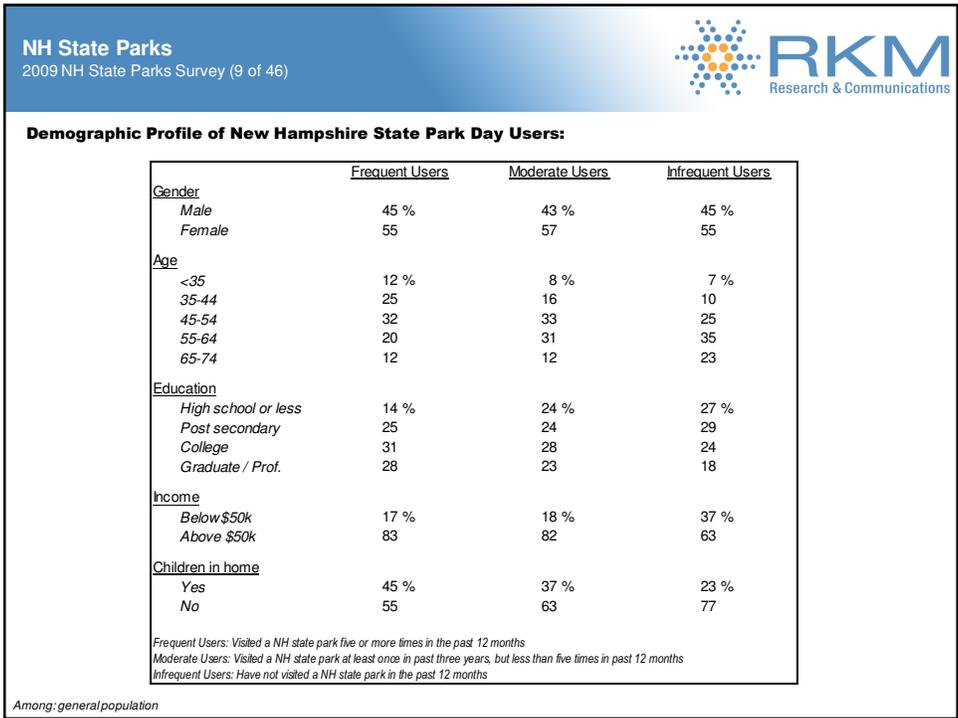
▪ Belknap (N=100)	▪ South Hillsborough (N=101)
▪ Carroll (N=100)	▪ Merrimack (N=100)
▪ Cheshire (N=100)	▪ North Rockingham (N=100)
▪ Coos (N=100)	▪ South Rockingham (N=105)
▪ Grafton (N=101)	▪ Strafford (N=100)
▪ North Hillsborough (N=100)	▪ Sullivan (N=100)
- Purpose
 - Determine awareness of NH state parks.
 - Measure daytime and overnight usage of NH state parks.
 - Measure sensitivity to potential cost increases and decreases.
 - Evaluate attitudes toward NH state parks.
 - Inform a strategy for increasing use of NH state parks.
- CATI administration
 - All interviews conducted by paid, trained and professionally supervised interviewers
 - Administered: September 1 – September 22, 2009

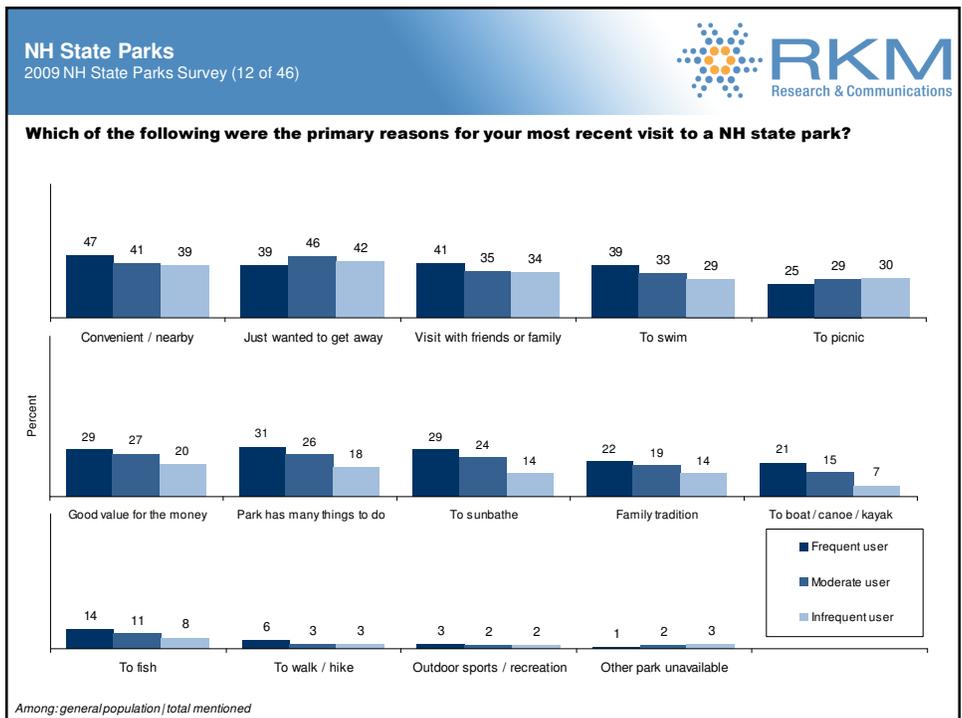
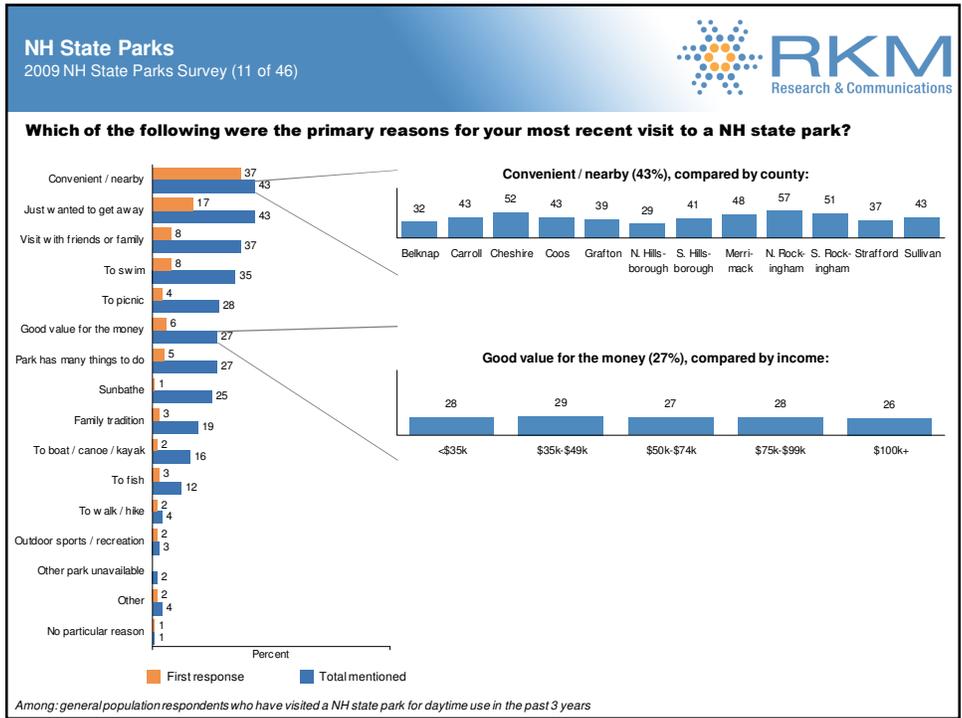


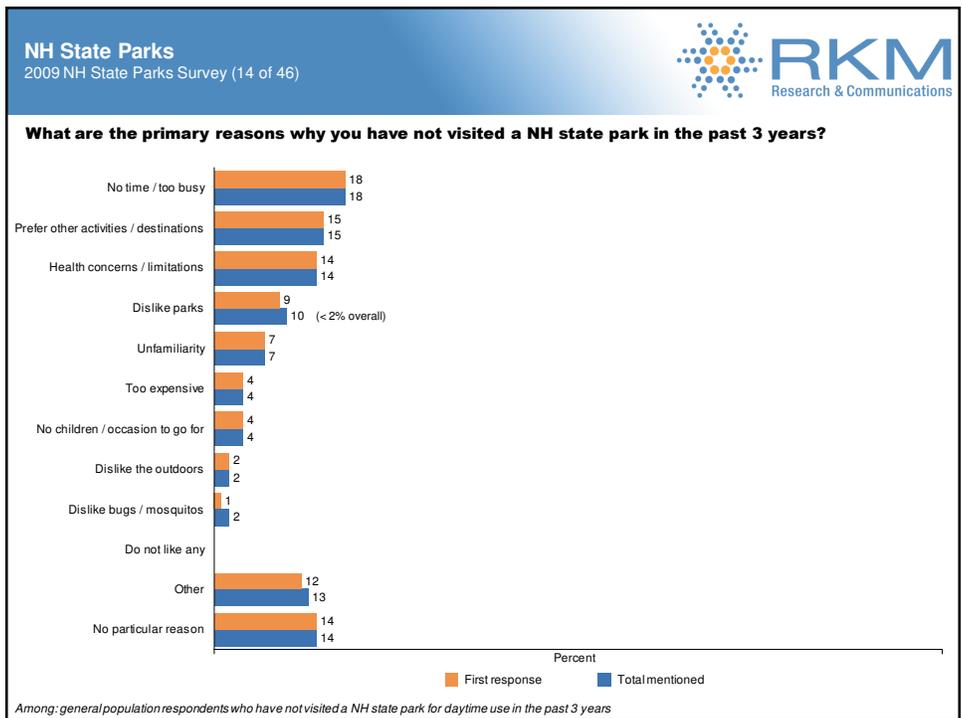
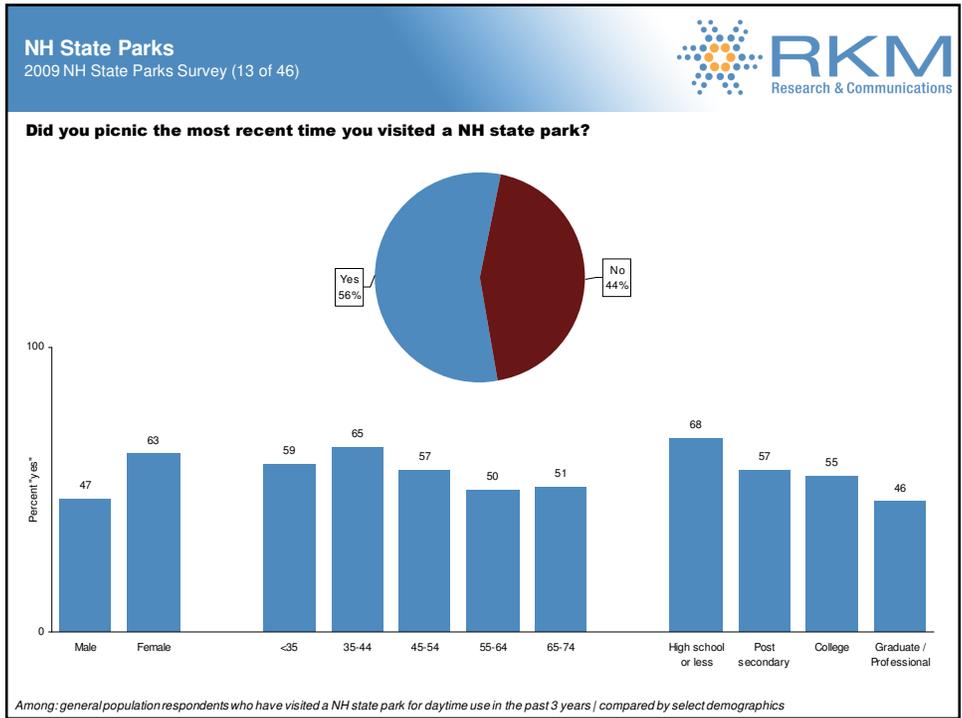


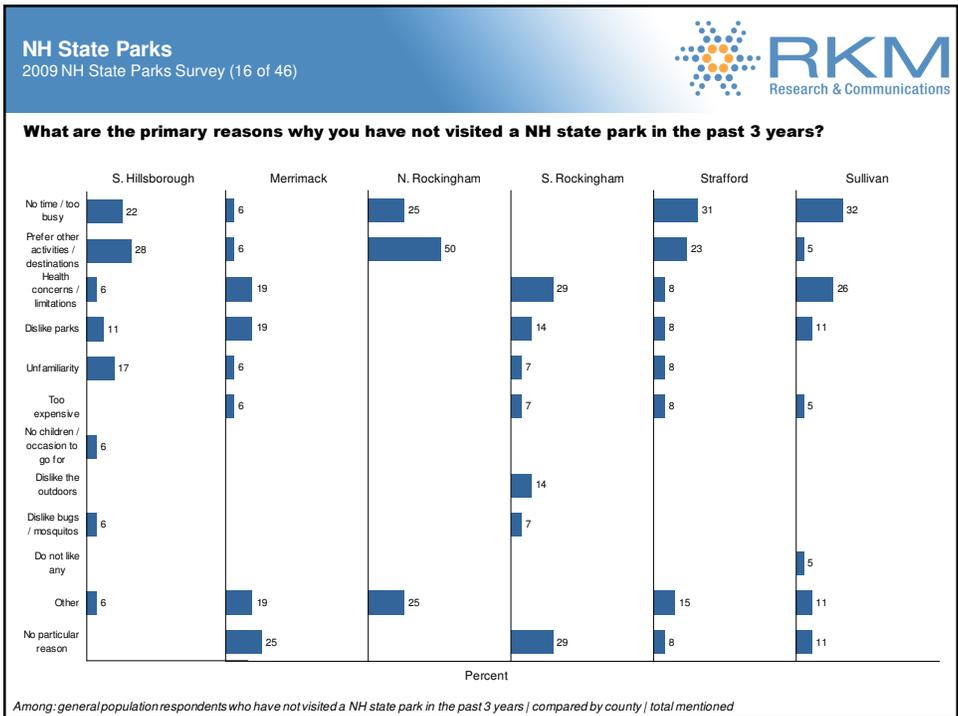
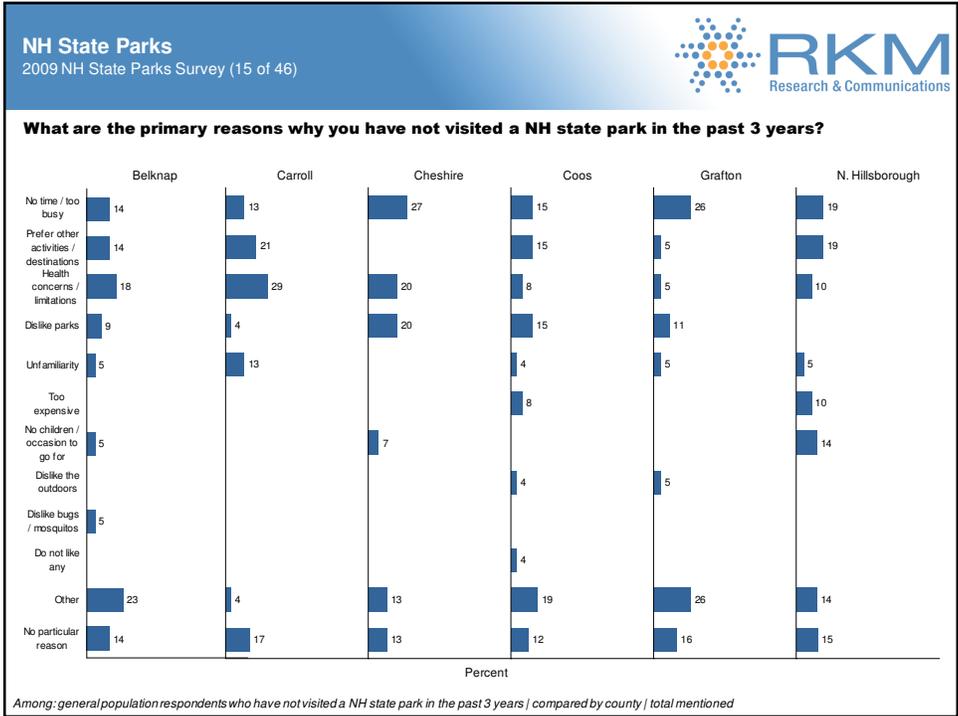


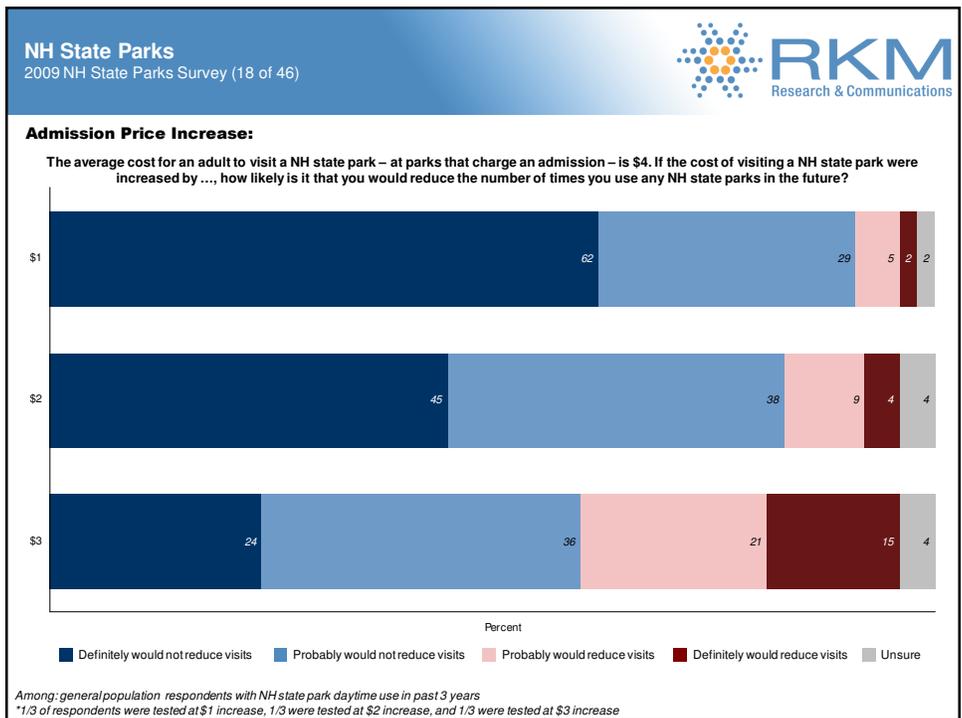
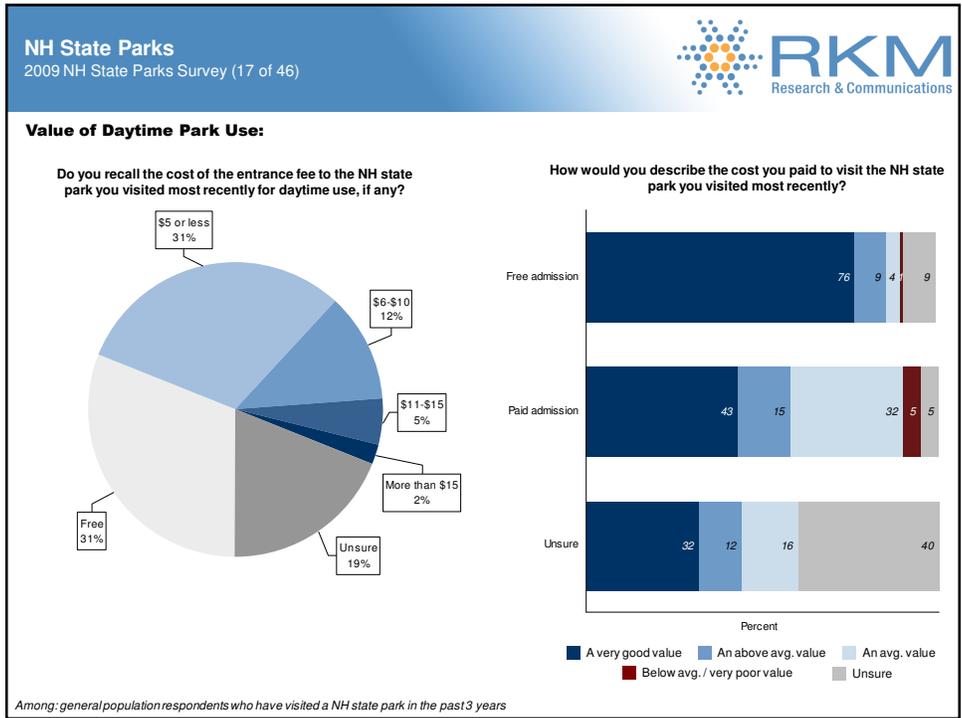


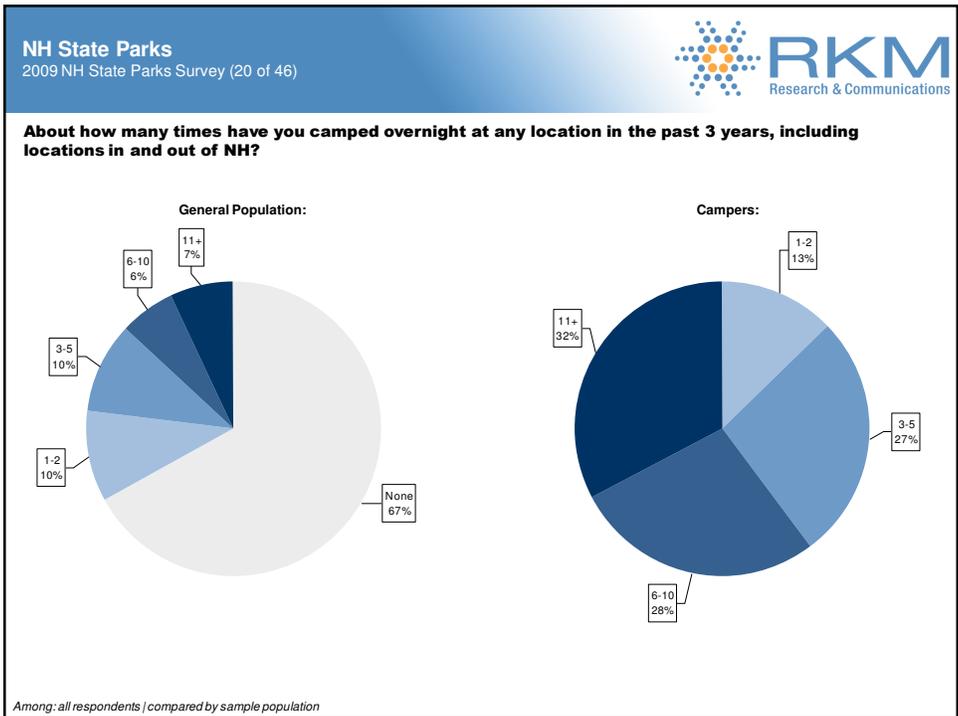
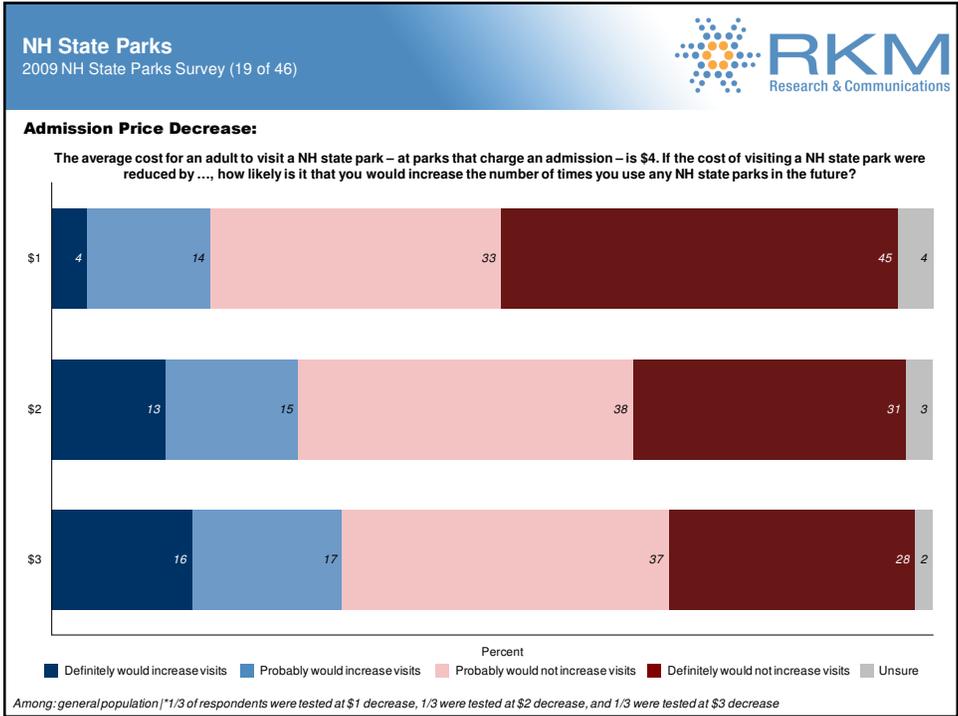


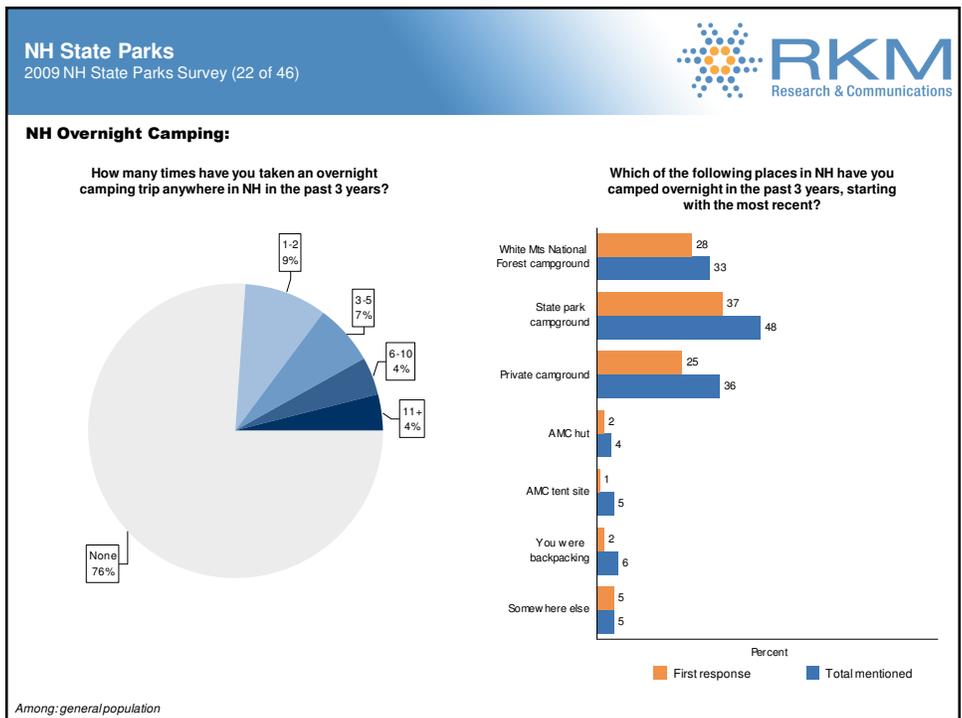
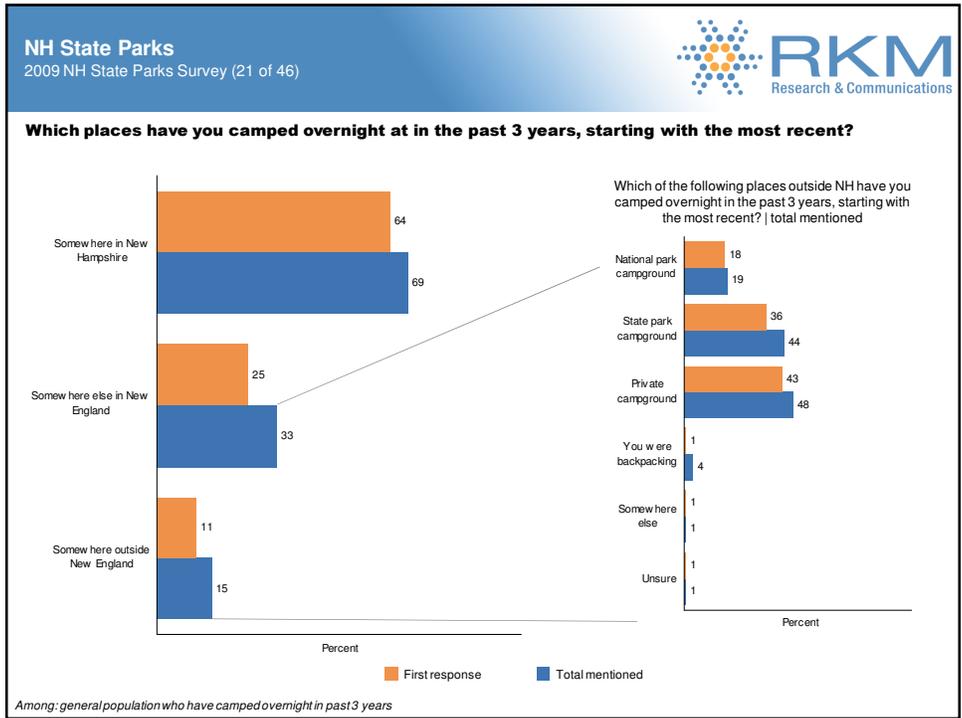


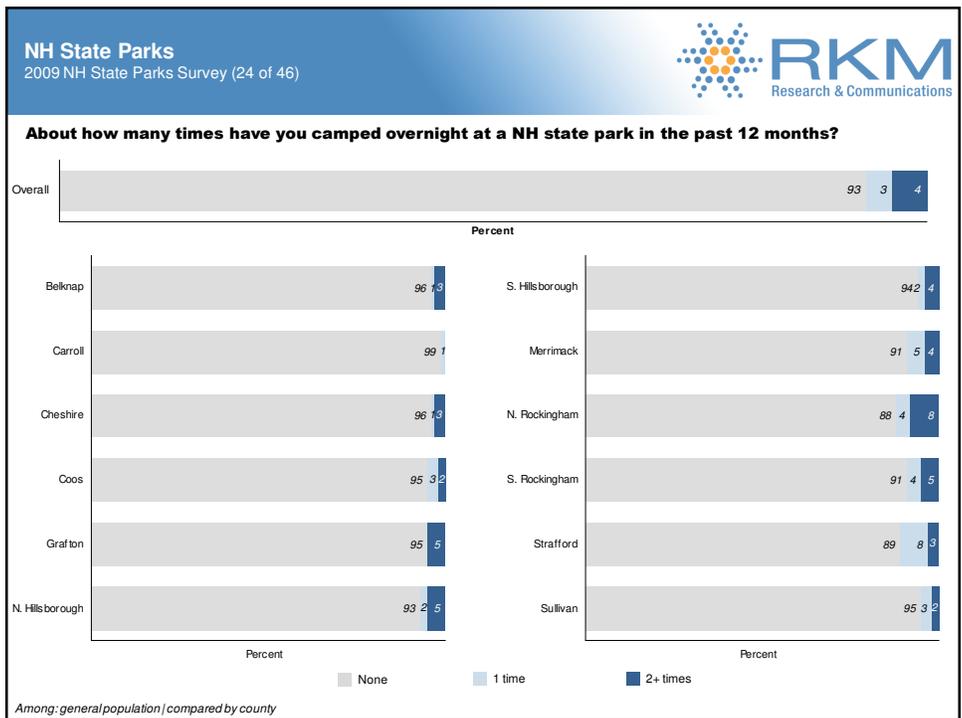
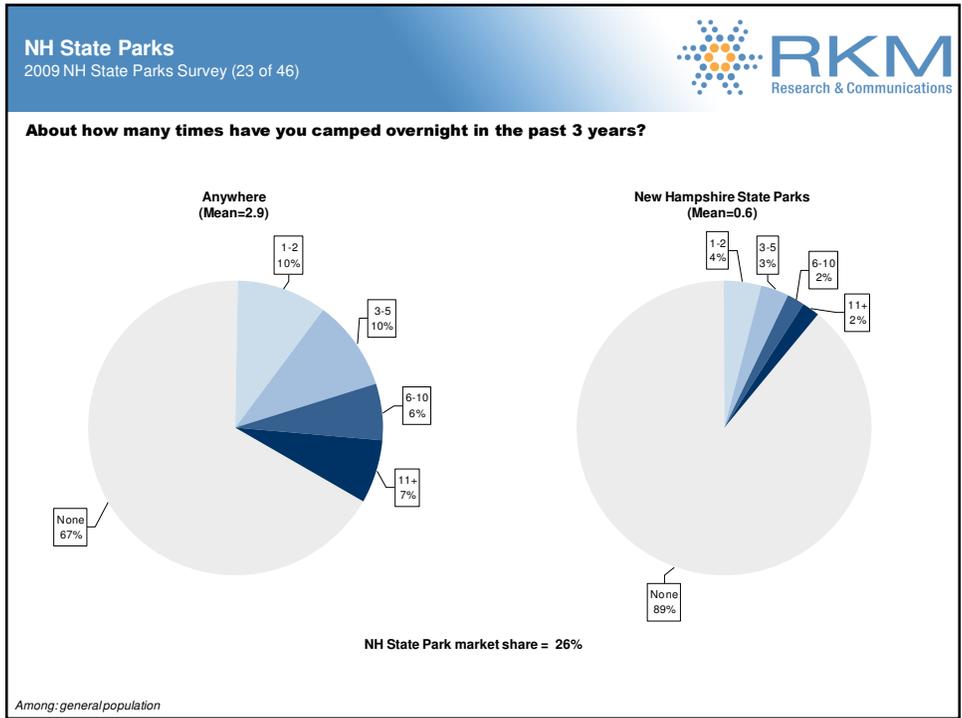


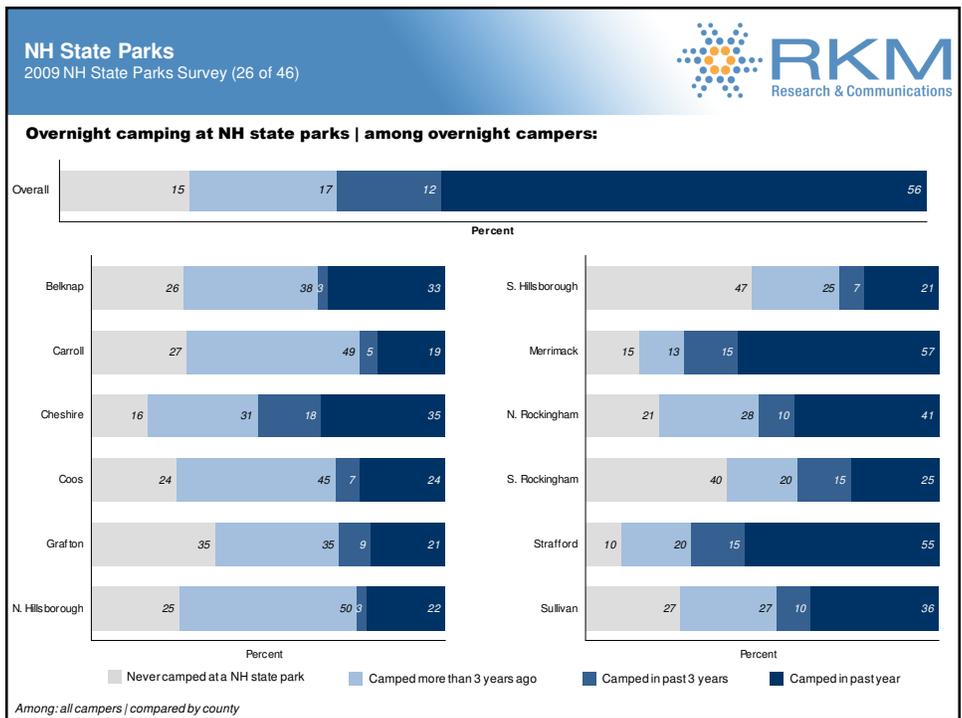
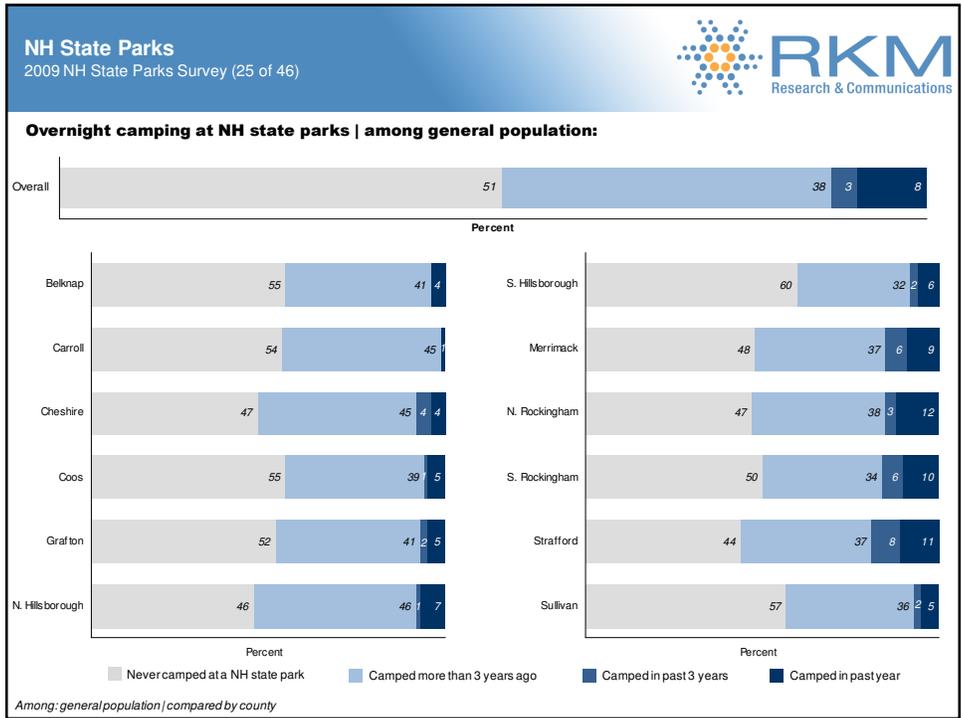












NH State Parks
 2009 NH State Parks Survey (27 of 46)

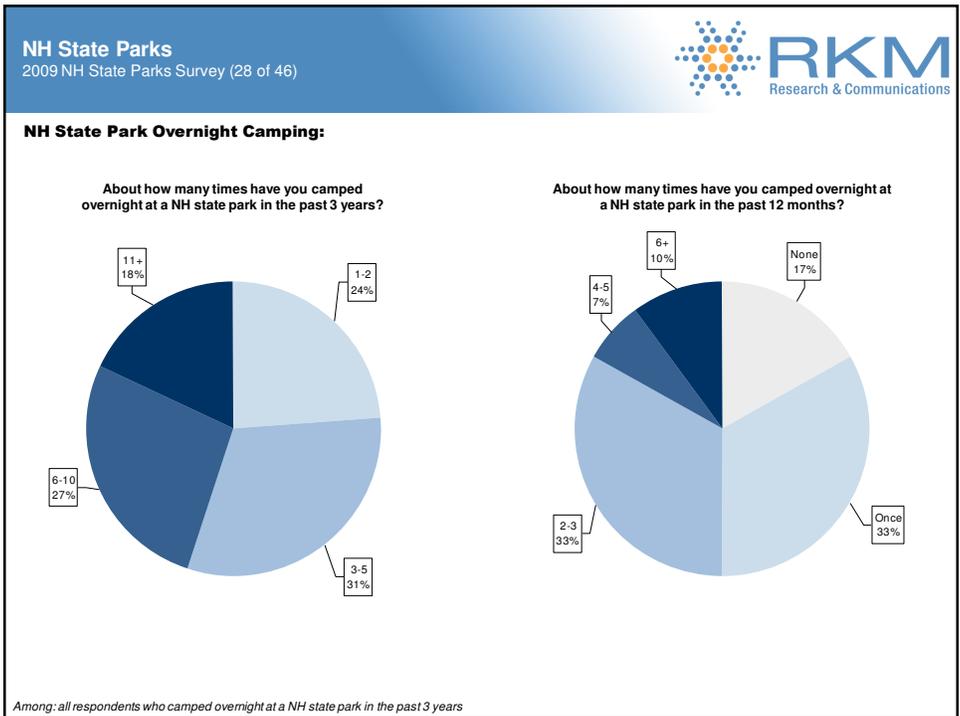


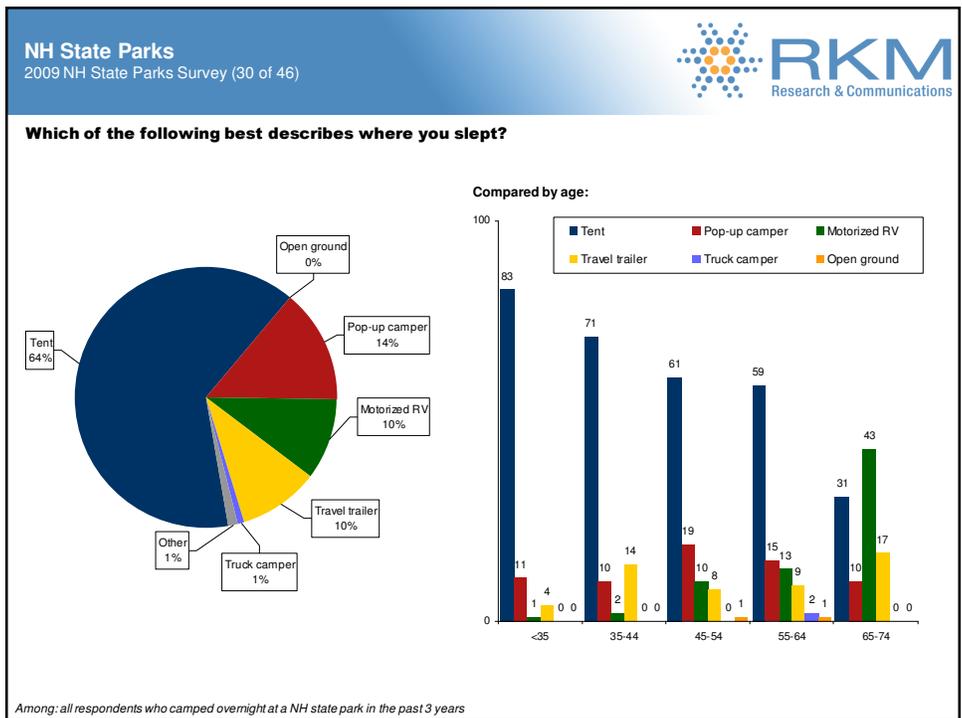
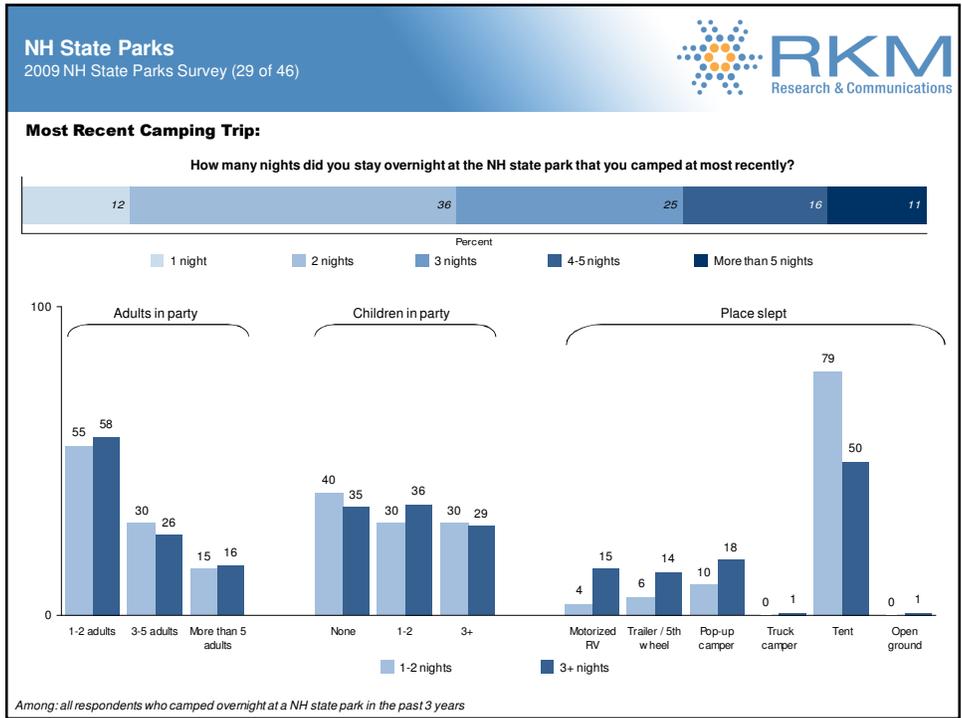
Demographic Profile of New Hampshire State Park Campers:

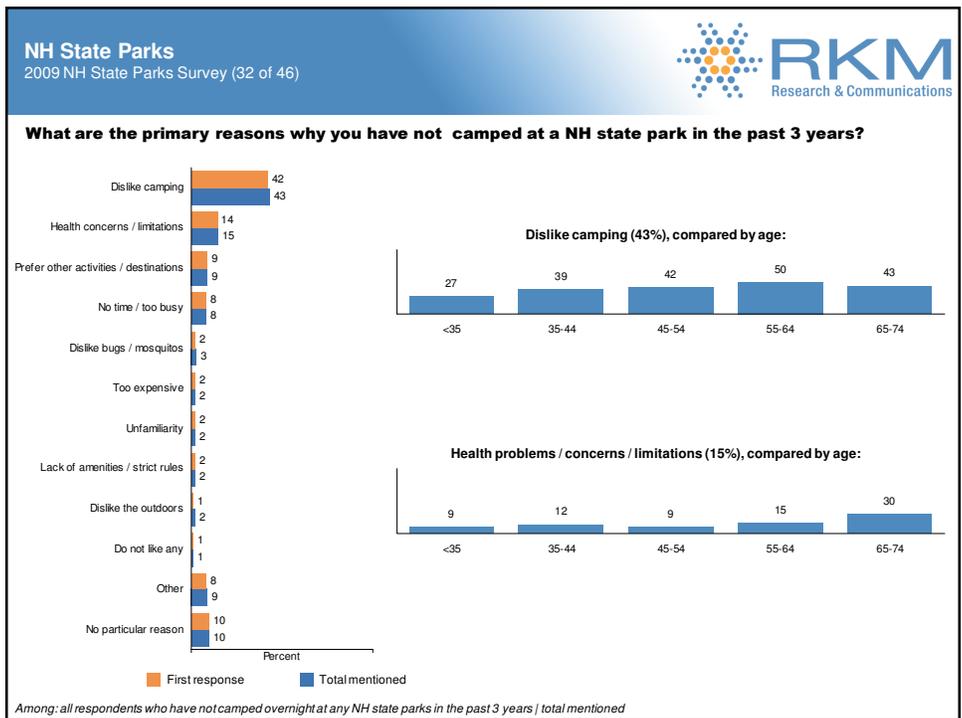
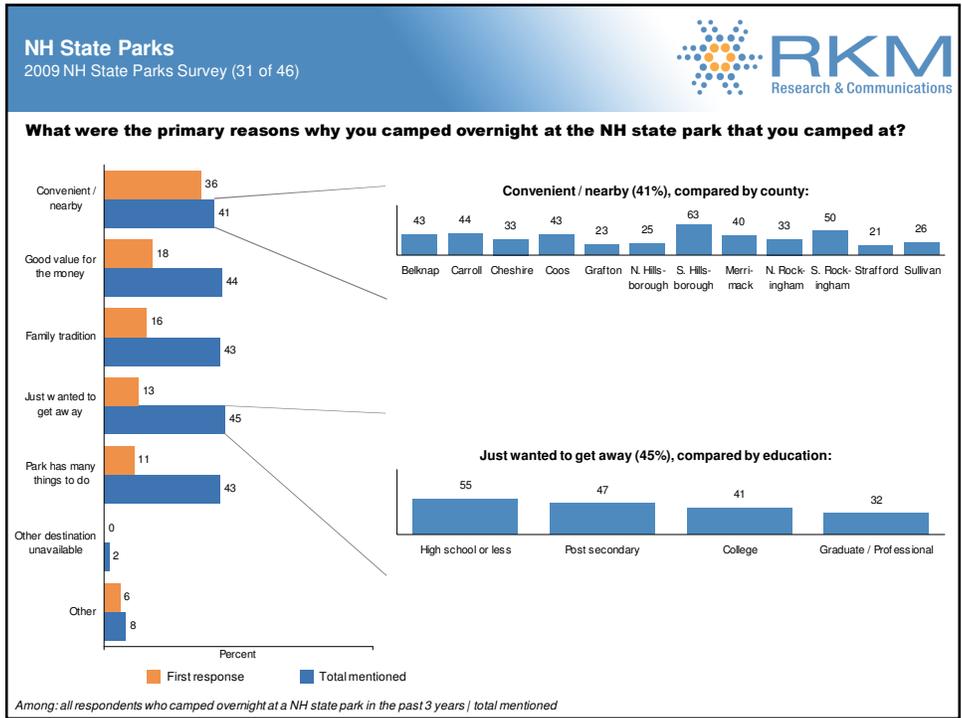
	Campers	Non-Campers
Gender		
Male	48 %	44 %
Female	52	56
Age		
<35	13 %	8 %
35-44	29	16
45-54	34	30
55-64	16	30
65-74	8	16
Education		
High school or less	26 %	21 %
Post secondary	27	26
College	29	28
Graduate / Prof.	17	24
Income		
Below \$50k	17 %	23 %
Above \$50k	83	77
Children in home		
Yes	52 %	34 %
No	48	66

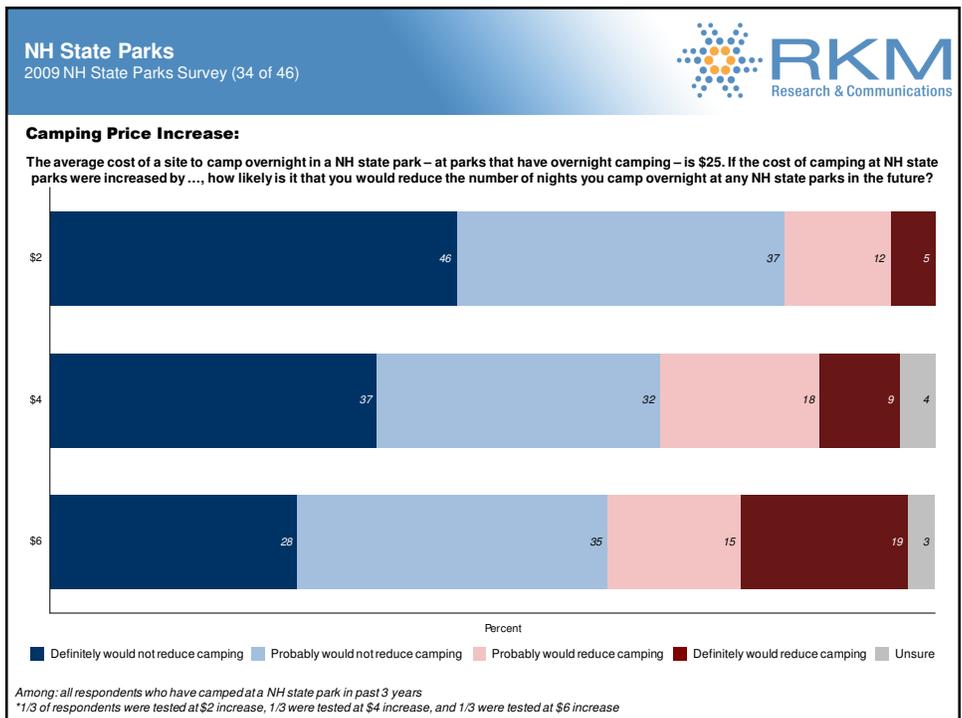
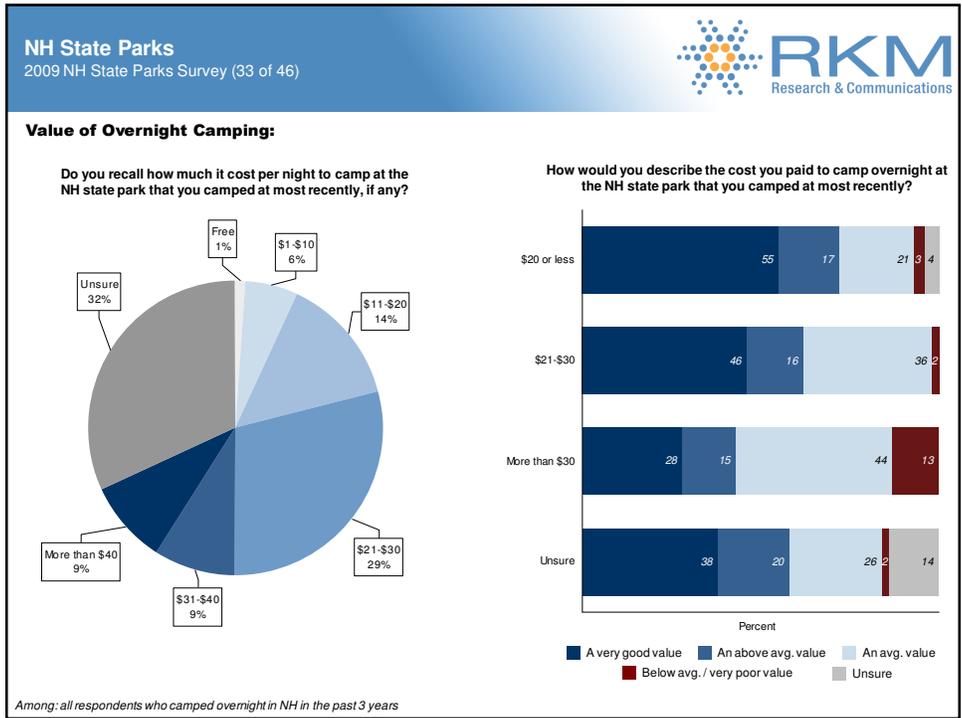
Campers: Camped overnight at a NH state park in past three years
 Non-Campers: Have not camped overnight at a NH state park in past three years

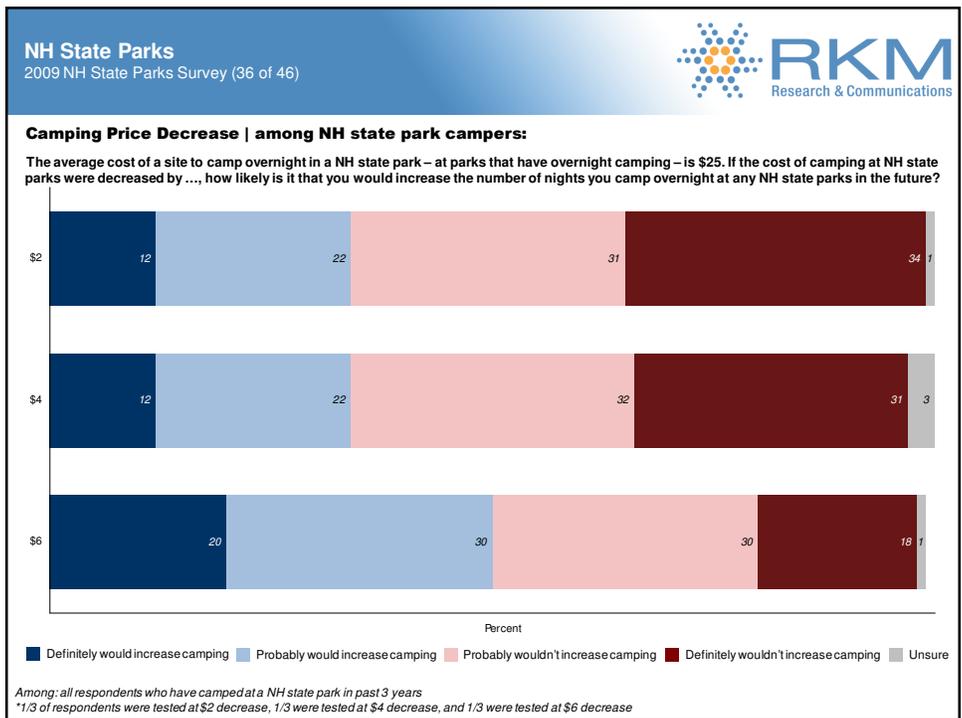
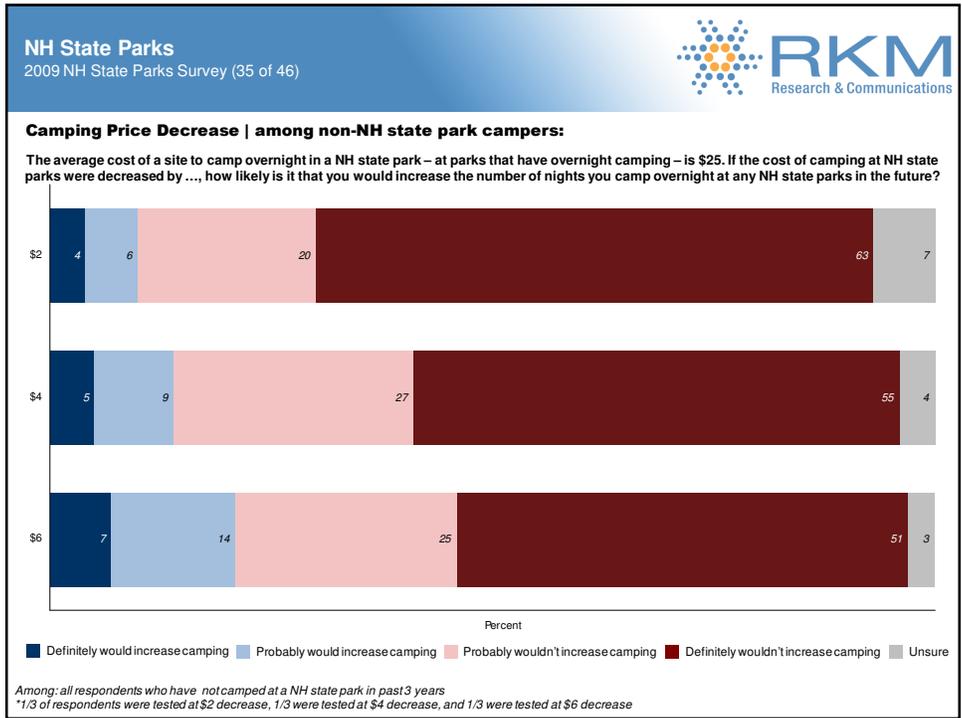
Among: all respondents

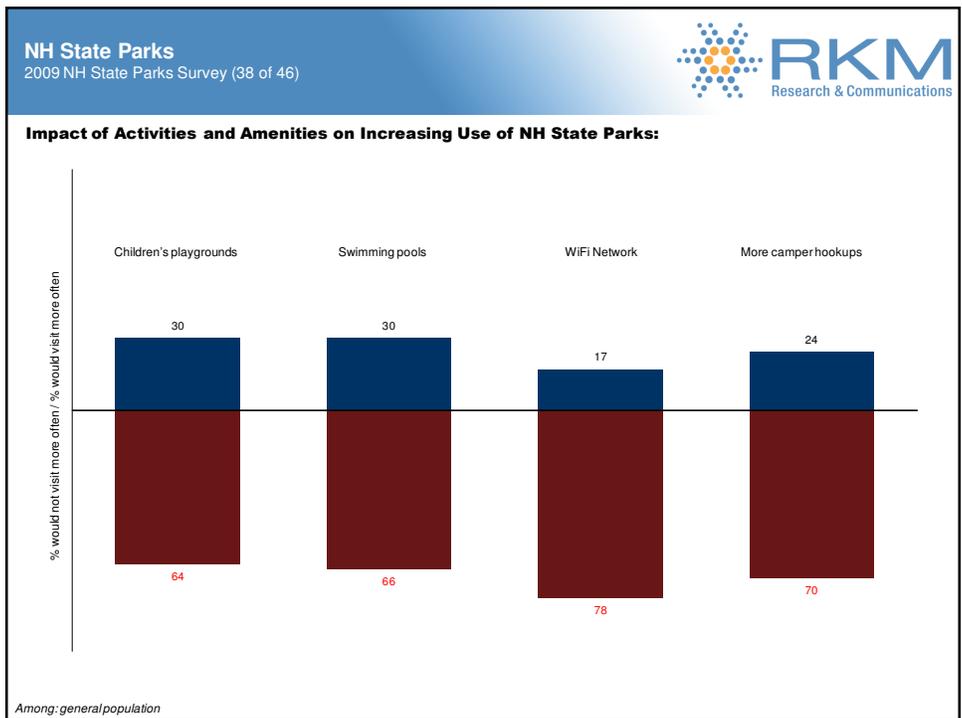
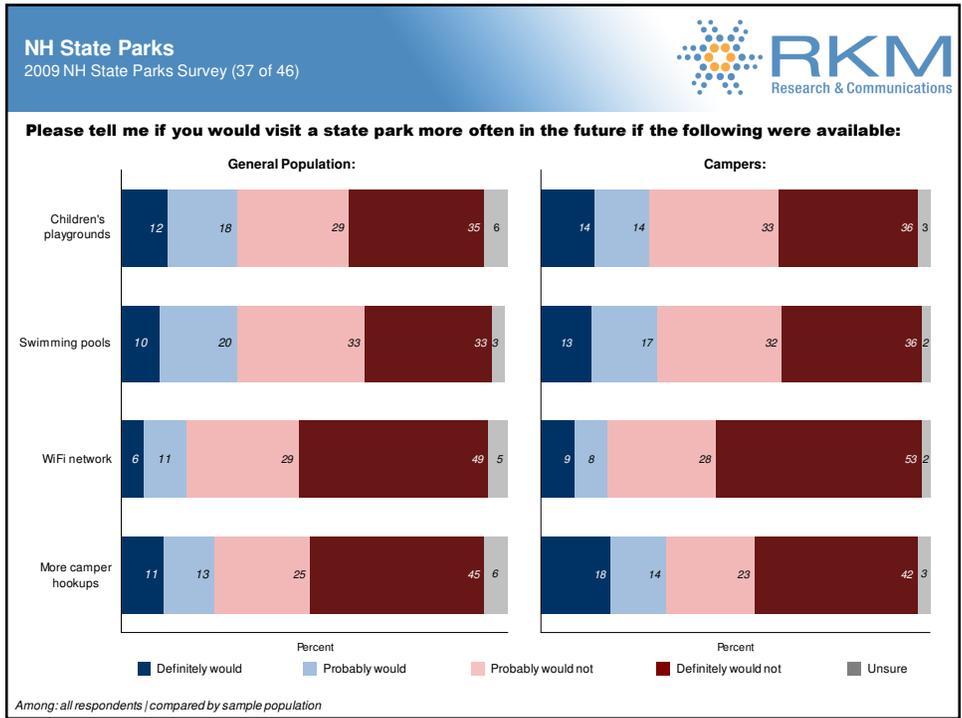


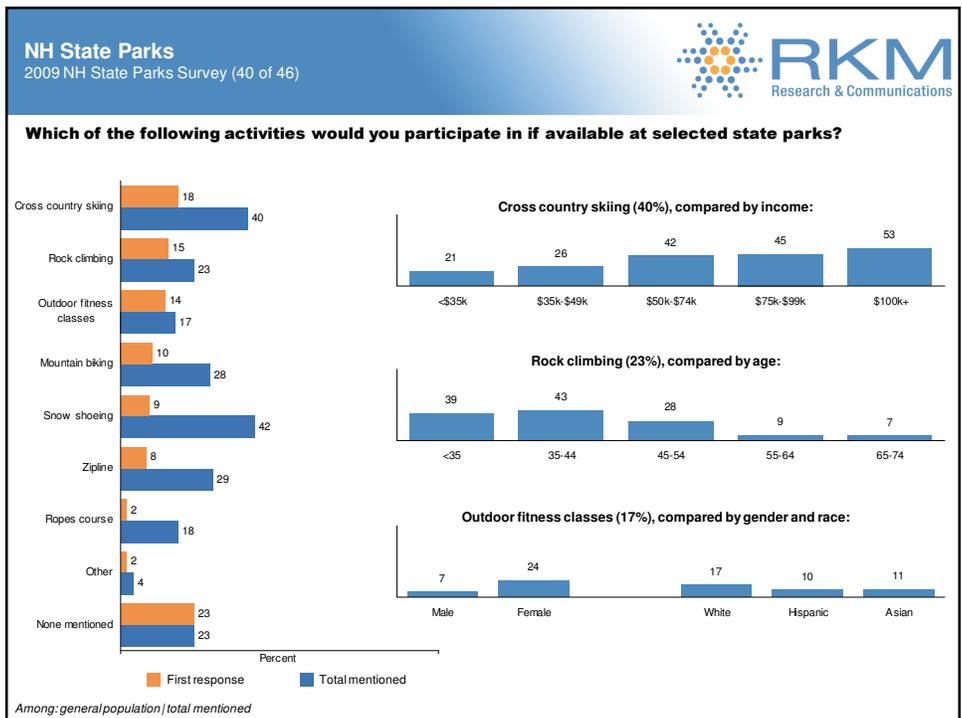
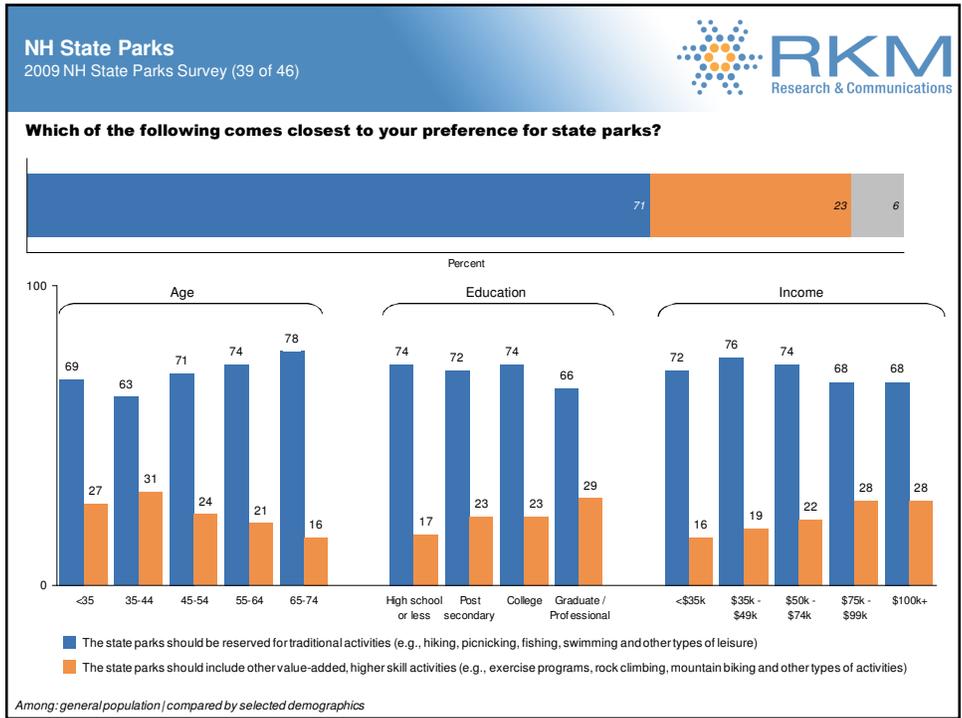


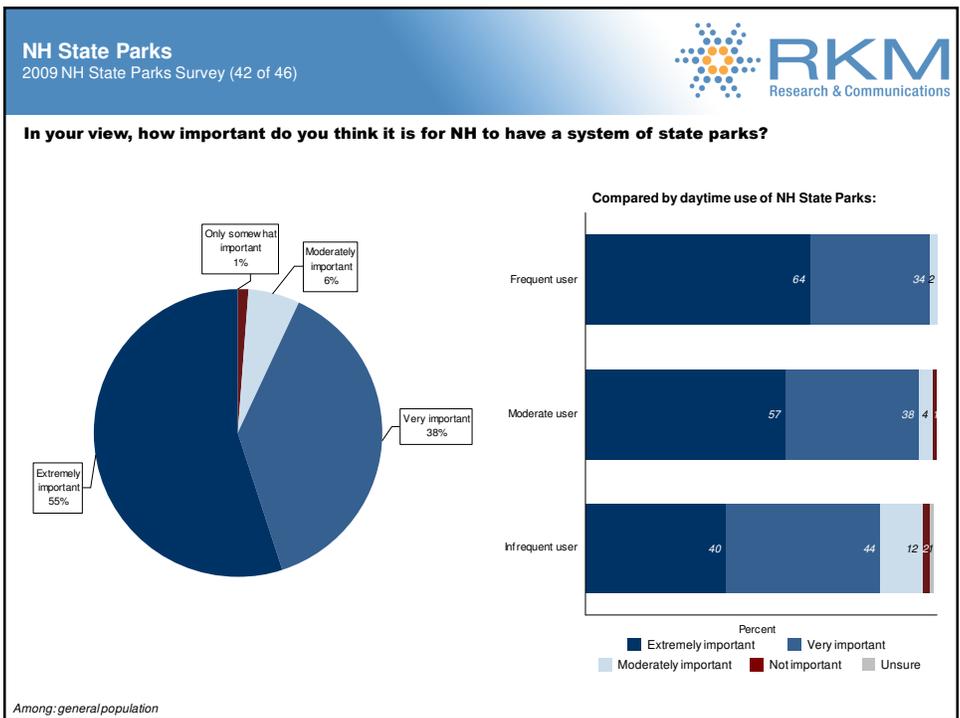
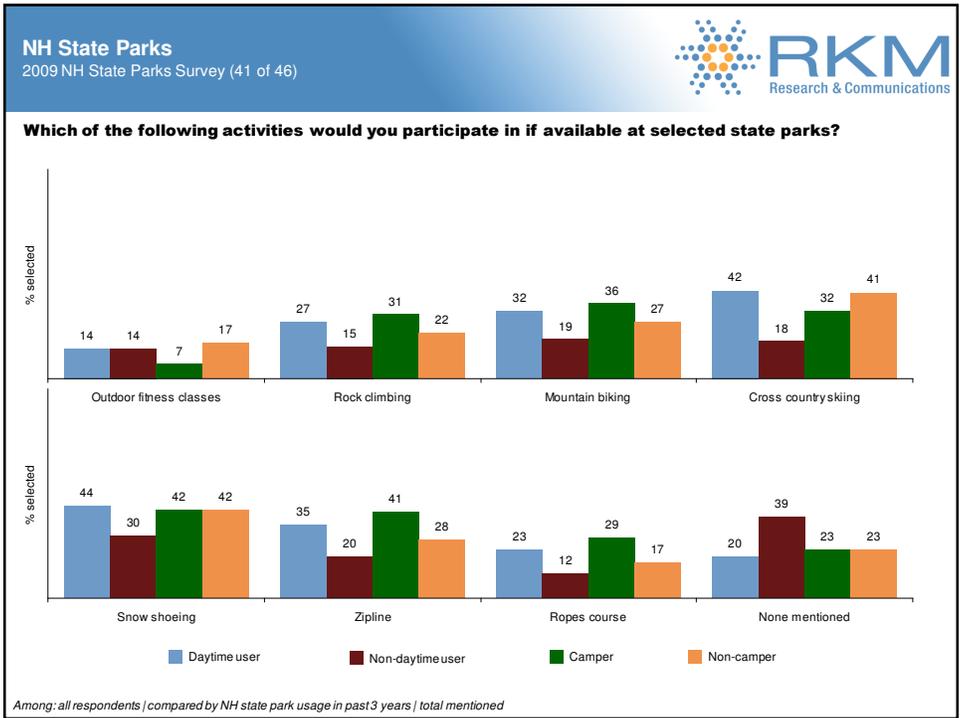


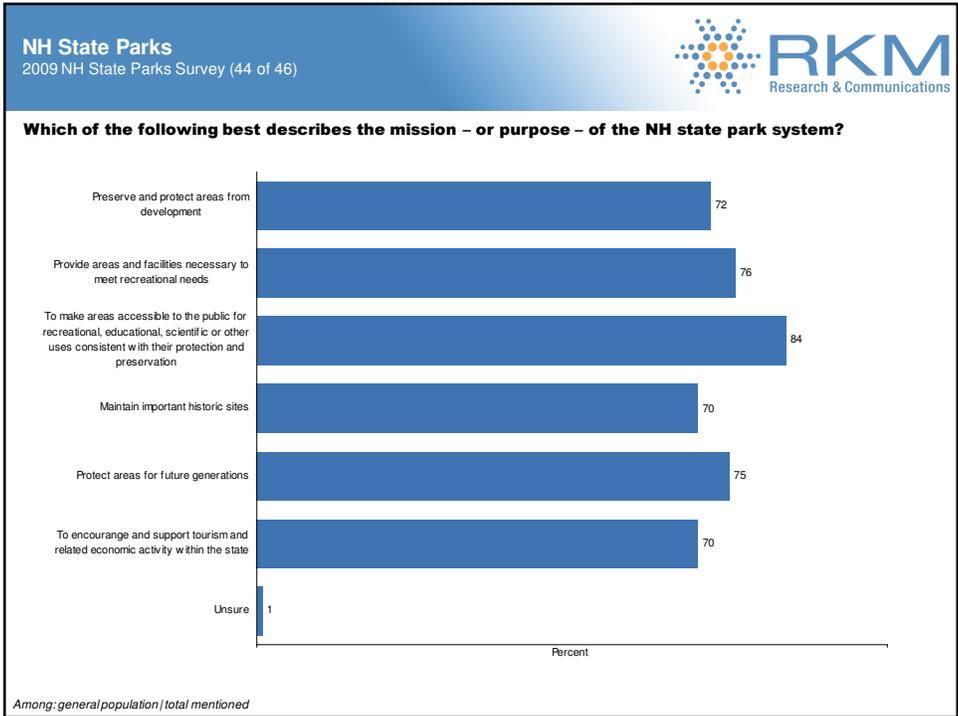
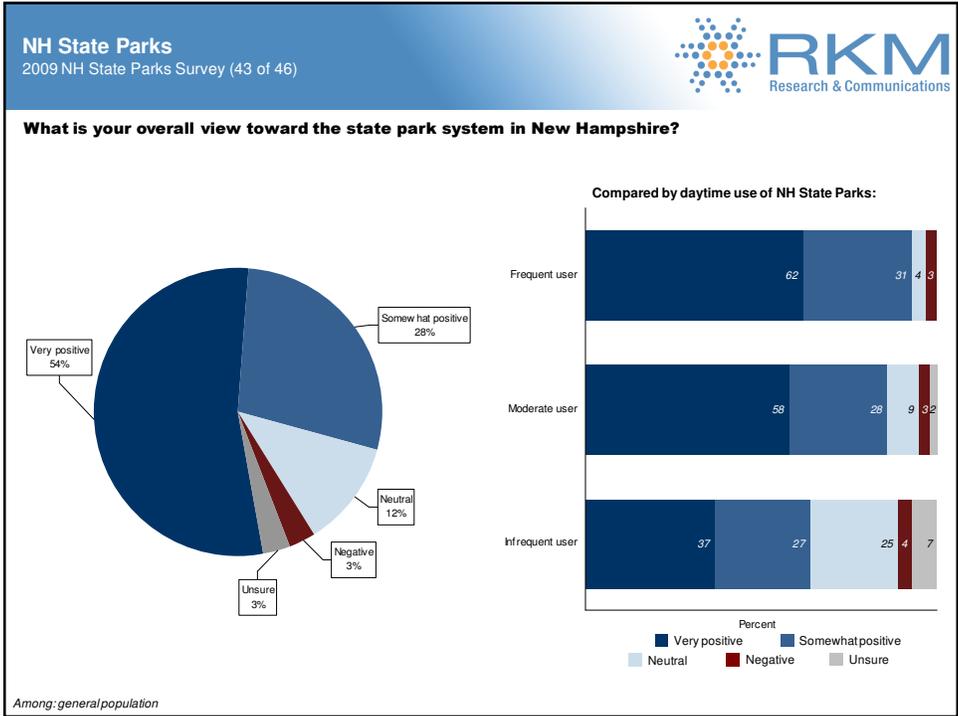


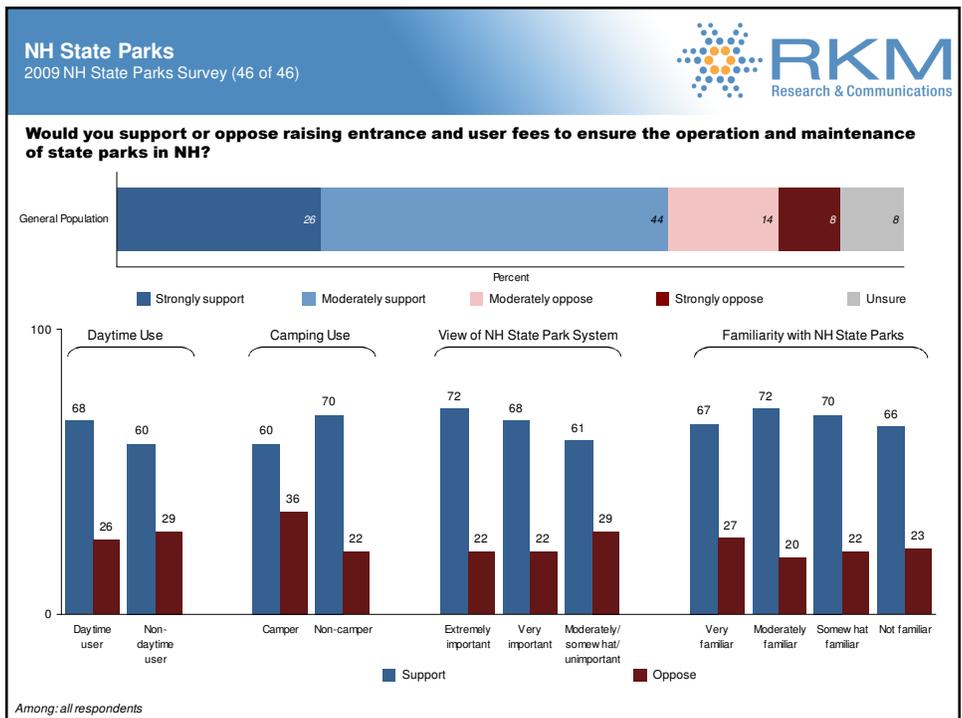
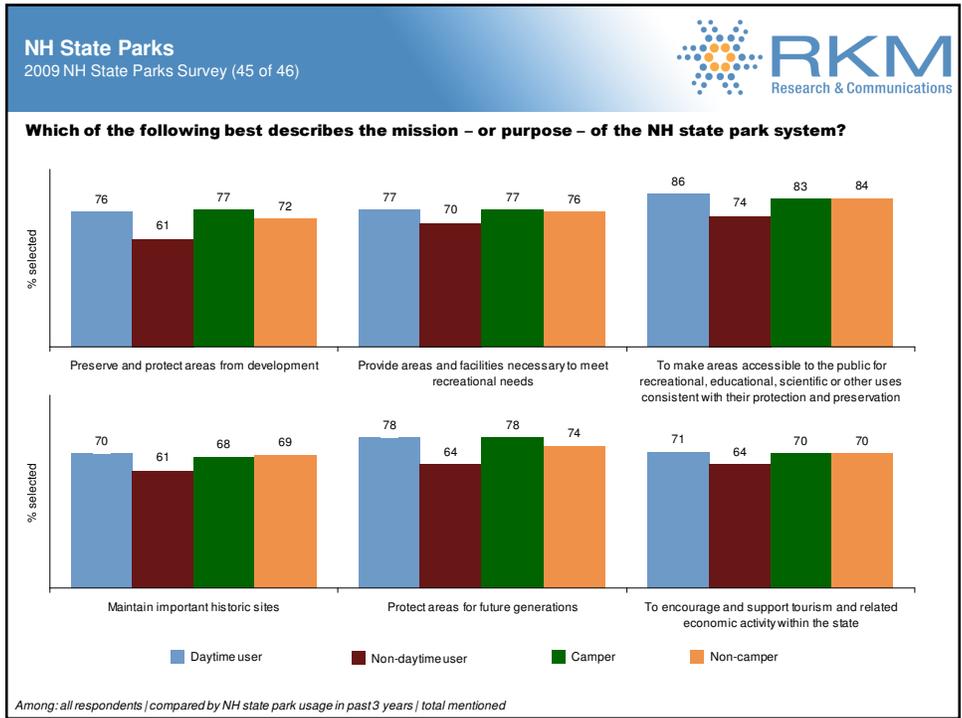












Appendix B: Detailed Cross-Tabulations

Data Analysis

The results presented in the cross-tabulation tables include univariate and bivariate analyses of the data. A frequency distribution for each individual item, or descriptive statistic, is shown in the "total" column.

Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between subgroups of the overall population.

In cases where cross-tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. In most cases, a chi-square test is used where comparisons are made for categorical and ordinal variables. A t-test (or means test) is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages (i.e., multiple response options).

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison subgroups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels, respectively.

DRED - Division of Park and Recreation
STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC. (New Hampshire State Parks: 2009 State Park Utilization Survey)

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Table Q02 Page 1.....Q02: Which of the following best describes your age?
Compared by County
Among General Population Only

Table Q02 Page 2.....Q02: Which of the following best describes your age?
Compared by State Park Usage

Table Q03 Page 3.....Q03: How many years have you lived in NH as a year-round resident?
Compared by County
Among General Population Only

Table Q03 Page 4.....Q03: How many years have you lived in NH as a year-round resident?
Compared by State Park Usage

Table Q04 Page 5.....Q04: How important do you think it is for NH to have a system of state parks?
Compared by County
Among General Population Only

Table Q04 Page 6.....Q04: How important do you think it is for NH to have a system of state parks?
Compared by Selected Demographics
Among General Population Only

Table Q04 Page 7.....Q04: How important do you think it is for NH to have a system of state parks?
Compared by State Park Usage

Table Q05 Page 8.....Q05: What is your overall view toward the state park system in NH?
Compared by County
Among General Population Only

Table Q05 Page 9.....Q05: What is your overall view toward the state park system in NH?
Compared by Selected Demographics
Among General Population Only

Table Q05 Page 10.....Q05: What is your overall view toward the state park system in NH?
Compared by State Park Usage

Table Q06_1 Page 11.....Q06_1: Which of the following best describes the mission of the NH state park system?
FIRST MENTIONED
Compared by State Park Usage

Table Q06_T Page 12.....Q06_T: Which of the following best describes the mission of the NH state park system?
TOTAL MENTIONED
Compared by County
Among General Population Only

Table Q06_T Page 13.....Q06_T: Which of the following best describes the mission of the NH state park system?
TOTAL MENTIONED
Compared by State Park Usage

Table Q07 Page 14.....Q07: Would you support raising fees to ensure the operation & maintenance of state parks in NH?
Compared by County
Among General Population Only

Table Q07 Page 15.....Q07: Would you support raising fees to ensure the operation & maintenance of state parks in NH?
Compared by Selected Characteristics
Among General Population Only

Table Q07 Page 16.....Q07: Would you support raising fees to ensure the operation & maintenance of state parks in NH?
Compared by State Park Usage

Table Q08_1 Page 17.....Q08_1: Name all of the state parks in NH that you can think of.
FIRST MENTIONED
Compared by County
Among General Population Only

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Table Q08_1 Page 19.....	Q08_1: Name all of the state parks in NH that you can think of. FIRST MENTIONED Compared by State Park Usage
Table Q08_T Page 21.....	Q08_T: Name all of the state parks in NH that you can think of. TOTAL MENTIONED Compared by County Among General Population Only
Table Q08_T Page 24.....	Q08_T: Name all of the state parks in NH that you can think of. TOTAL MENTIONED Compared by State Park Usage
Table Q09 Page 27.....	Q09: How familiar were you with the scope of the NH state park system? Compared by County Among General Population Only
Table Q09 Page 28.....	Q09: How familiar were you with the scope of the NH state park system? Compared by State Park Usage
Table Q10 Page 29.....	Q10: How many times have you visited park or beach for daytime use in the past 3 years? Compared by State Park Usage
Table Q11 Page 30.....	Q11: Have you visited any NH state parks for DAYTIME USE in the past 3 years? Compared by County Among General Population Only
Table Q11 Page 31.....	Q11: Have you visited any NH state parks for DAYTIME USE in the past 3 years? Compared by State Park Usage
Table Q12 Page 32.....	Q12: How many times have you visited any NH state parks in the past 3 years for daytime use? Compared by State Park Usage
Table Q13 Page 33.....	Q13: How many times have you visited any NH state parks in the past 12 months for daytime use? Compared by County Among General Population Only
Table Q13 Page 34.....	Q13: How many times have you visited any NH state parks in the past 12 months for daytime use? Compared by State Park Usage
Table Q14 Page 35.....	Q14: How many hours did you stay at the state park you visited most recently? Compared by State Park Usage
Table Q15 Page 36.....	Q15: Including yourself, how many adults age 18 or older were in your party? Compared by State Park Usage
Table Q16 Page 37.....	Q16: How many children age 17 or younger were in your party? Compared by State Park Usage
Table Q17 Page 38.....	Q17: How many times have you visited any NH state parks in the past 12 months in the winter time? Compared by State Park Usage
Table Q18_1 Page 39.....	Q18_1: Which of the following were the primary reasons for your most recent visit to a NH state park? FIRST MENTIONED Compared by State Park Usage
Table Q18_T Page 41.....	Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park? TOTAL MENTIONED Compared by County Among General Population Only
Table Q18_T Page 43.....	Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park? TOTAL MENTIONED Compared by Selected Demographics Among General Population Only

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Table Q18_T Page 45.....Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park?
TOTAL MENTIONED
Compared by State Park Usage

Table Q19 Page 47.....Q19: Did you picnic the most recent time you visited a NH state park?
Compared by Selected Demographics
Among General Population Only

Table Q19 Page 48.....Q19: Did you picnic the most recent time you visited a NH state park?
Compared by State Park Usage

Table Q20 Page 49.....Q20: Do you recall the cost of the entrance fee to the NH state park you visited most recently for daytime use?
Compared by State Park Usage

Table Q21 Page 50.....Q21: How would you describe the cost you paid to visit the NH state park you visited most recently?
Compared by State Park Usage

Table Q22_\$1 Page 51.....Q22_\$1: If the cost of visiting a NH state park were increased by \$1, how likely is it that you would reduce your use of any
NH state parks in the future?
Compared by State Park Usage

Table Q22_\$2 Page 52.....Q22_\$2: If the cost of visiting a NH state park were increased by \$2, how likely is it that you would reduce your use of any
NH state parks in the future?
Compared by State Park Usage

Table Q22_\$3 Page 53.....Q22_\$3: If the cost of visiting a NH state park were increased by \$3, how likely is it that you would reduce your use of any
NH state parks in the future?
Compared by State Park Usage

Table Q23 Page 54.....Q23: Have you ever visited a NH state park?
Compared by Selected Characteristics
Among General Population Only

Table Q23 Page 55.....Q23: Have you ever visited a NH state park?
Compared by State Park Usage

Table Q24_1 Page 56.....Q24_1: What is the primary reason why you have not visited a NH state park in the past 3 years?
FIRST MENTIONED
Compared by State Park Usage

Table Q24_T Page 58.....Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
TOTAL MENTIONED
Compared by County
Among General Population Only

Table Q24_T Page 60.....Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
TOTAL MENTIONED
Compared by Selected Characteristics
Among General Population Only

Table Q24_T Page 62.....Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
TOTAL MENTIONED
Compared by Selected Demographics
Among General Population Only

Table Q24_T Page 64.....Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
TOTAL MENTIONED
Compared by State Park Usage

Table Q25_\$1 Page 66.....Q25_\$1: If the cost of visiting a NH state park were reduced by \$1, how likely is it that you would increase your use of NH
state parks in the future?
Compared by State Park Usage

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Compared by State Park Usage

Table Q25_3 Page 68.....Q25_3: If the cost of visiting a NH state park were reduced by \$3, how likely is it that you would increase your use of NH state parks in the future?
Compared by State Park Usage

Table Q26 Page 69.....Q26: About how many times have you camped overnight at any location in the past 3 years?
Compared by State Park Usage

Table Q27_1 Page 70.....Q27_1: Which of the following places have you camped overnight in the past 3 years?
FIRST MENTIONED
Compared by State Park Usage

Table Q27_T Page 71.....Q27_T: Which of the following places have you camped overnight in the past 3 years?
TOTAL MENTIONED
Compared by State Park Usage

Table Q28_1 Page 72.....Q28_1: Which of the following places outside NH have you camped overnight in the past 3 years?
FIRST MENTIONED
Compared by State Park Usage

Table Q28_T Page 73.....Q28_T: Which of the following places outside NH have you camped overnight in the past 3 years?
TOTAL MENTIONED
Compared by State Park Usage

Table Q29 Page 74.....Q29: How many times have you taken an overnight camping trip anywhere in NH in the past 3 years?
Compared by State Park Usage

Table Q30_1 Page 75.....Q30_1: Which of the following places in NH have you camped overnight in the past 3 years?
FIRST MENTIONED
Compared by State Park Usage

Table Q30_T Page 76.....Q30_T: Which of the following places in NH have you camped overnight in the past 3 years?
TOTAL MENTIONED
Compared by State Park Usage

Table Q31 Page 77.....Q31: About how many times have you camped overnight at a NH state park in the past 3 years?
Compared by State Park Usage

Table Q32 Page 78.....Q32: About how many times have you camped overnight at a NH state park in the past 12 months?
Compared by County
Among General Population Only

Table Q32 Page 79.....Q32: About how many times have you camped overnight at a NH state park in the past 12 months?
Compared by State Park Usage

Table Q33 Page 80.....Q33: How many nights did you stay overnight at the NH state park that you camped at most recently?
Compared by State Park Usage

Table Q34 Page 81.....Q34: Including yourself, how many adults age 18 or older were in your camping party?
Compared by State Park Usage

Table Q35 Page 82.....Q35: How many children age 17 or younger were in your camping party?
Compared by State Park Usage

Table Q36 Page 83.....Q36: Which of the following best describes where you slept?
Compared by State Park Usage

Table Q37_1 Page 84.....Q37_1: Which of the following were the primary reasons why you camped overnight at the NH state park?
FIRST MENTIONED
Compared by State Park Usage

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TOTAL MENTIONED
Compared by State Park Usage

Table Q38 Page 86.....Q38: Do you recall how much it cost per night to camp at the NH state park that you camped at most recently?
Compared by State Park Usage

Table Q39 Page 87.....Q39: How would you describe the cost you paid to camp overnight at the NH state park that you camped at most recently?
Compared by State Park Usage

Table Q40_\$2 Page 88.....Q40_\$2: If the cost of camping at NH state parks were increased by \$2, how likely is it that you would reduce the nights you camped at NH state parks in the future?
Compared by State Park Usage

Table Q40_\$4 Page 89.....Q40_\$4: If the cost of camping at NH state parks were increased by \$4, how likely is it that you would reduce the nights you camped at NH state parks in the future?
Compared by State Park Usage

Table Q40_\$6 Page 90.....Q40_\$6: If the cost of camping at NH state parks were increased by \$6, how likely is it that you would reduce the nights you camped at NH state parks in the future?
Compared by State Park Usage

Table Q41 Page 91.....Q41: Have you ever camped overnight at a NH state park?
Compared by Selected Characteristics
Among General Population Only

Table Q41 Page 92.....Q41: Have you ever camped overnight at a NH state park?
Compared by State Park Usage

Table Q42_1 Page 93.....Q42_1: What is the primary reasons why you have not camped overnight at any NH state parks in the past 3 years?
FIRST MENTIONED
Compared by State Park Usage

Table Q42_T Page 95.....Q42_T: What is the primary reasons why you have not camped overnight at any NH state parks in the past 3 years?
TOTAL MENTIONED
Compared by State Park Usage

Table Q43_\$2 Page 97.....Q43_\$2: If the cost of camping at NH state parks were reduced by \$2, how likely is it that you would increase the nights you camp at any NH state parks in the future?
Compared by State Park Usage

Table Q43_\$4 Page 98.....Q43_\$4: If the cost of camping at NH state parks were reduced by \$4, how likely is it that you would increase the nights you camp at any NH state parks in the future?
Compared by State Park Usage

Table Q43_\$6 Page 99.....Q43_\$6: If the cost of camping at NH state parks were reduced by \$6, how likely is it that you would increase the nights you camp at any NH state parks in the future?
Compared by State Park Usage

Table Q44 Page 100.....Q44: What if selected state parks had children's playgrounds?
Compared by State Park Usage

Table Q45 Page 101.....Q45: What if selected state parks had swimming pools?
Compared by State Park Usage

Table Q46 Page 102.....Q46: What if selected state parks had WiFi network?
Compared by State Park Usage

Table Q47 Page 103.....Q47: What if selected state parks had more hookup locations for campers?
Compared by State Park Usage

Table Q48 Page 104.....Q48: Which of the following comes closest to your preference for state parks?
Compared by Selected Demographics
Among General Population Only

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Table Q49_1 Page 106.....	Q49_1: Which of the following activities would you participate in if available at selected state parks? FIRST MENTIONED Compared by State Park Usage
Table Q49_T Page 107.....	Q49_T: Which of the following activities would you participate in if available at selected state parks? TOTAL MENTIONED Compared by Selected Demographics Among General Population Only
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Table DUSE Page 110.....	Daytime use of a NH State Park? Compared by County Among General Population Only
Table DUSE Page 111.....	Daytime use of a NH State Park? Compared by Selected Characteristics Among General Population Only
Table DUSE Page 112.....	Daytime use of a NH State Park? Compared by Selected Demographics Among General Population Only
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Compared by Selected Characteristics
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Compared by State Park Usage

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Q02: Which of the following best describes your age?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY		
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%	
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
18 to 24	33	1	6	1	2	5	6	1	4	4	6	4	2	-	4	
	2.7%	1.0%	6.0%	1.0%	2.0%	5.0%	3.0%	1.0%	2.0%	4.0%	6.0%	4.0%	2.0%		3.8%	
25 to 34	73	7	2	8	6	2	9	8	12	11	8	2	7	5	7	
	6.0%	7.0%	2.0%	8.0%	6.0%	2.0%	4.5%	8.0%	5.9%	11.0%	8.0%	2.0%	6.9%	5.0%	6.7%	
35 to 44	204	14	12	10	15	10	39	19	36	17	20	17	22	15	21	
	16.9%	14.0%	12.0%	10.0%	15.0%	9.9%	19.4%	19.0%	17.6%	17.0%	20.0%	17.0%	21.8%	15.0%	20.0%	
45 to 54	370	33	24	25	33	36	61	32	65	32	20	32	29	31	34	
	30.7%	33.0%	24.0%	25.0%	33.0%	35.6%	30.3%	32.0%	31.7%	32.0%	20.0%	32.0%	28.7%	31.0%	32.4%	
55 to 64	347	28	29	34	34	29	63	22	58	24	32	32	31	37	21	
	28.7%	28.0%	29.0%	34.0%	34.0%	28.7%	31.3%	22.0%	28.3%	24.0%	32.0%	32.0%	30.7%	37.0%	20.0%	
65 to 74	180	17	27	22	10	19	23	18	30	12	14	13	10	12	18	
	14.9%	17.0%	27.0%	22.0%	10.0%	18.8%	11.4%	18.0%	14.6%	12.0%	14.0%	13.0%	9.9%	12.0%	17.1%	
CHI-SQUARE SIGNIFICANCE		-----64.091-----											-----4.635-----		-----10.97-----	
		.0321											.462*		.052	

Comparison Groups: BCDEFGHIJK/LM/NO

Survey Administered: 09/01/09 - 09/22/09

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Q02: Which of the following best describes your age?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months	years							months	years		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
18 to 24	55	33	22	8	47	-	8	4	42	20	20	28	27	13	14	6	21	16	11
	3.4%	2.7%	5.2%	3.1%	3.4%		3.4%	3.4%	3.4%	5.1%	2.8%	2.6%	4.9%	2.2%	3.1%	6.4%	4.6%	5.8%	4.0%
25 to 34	107	73	34	13	94	-	13	5	89	23	53	62	45	48	14	9	36	24	20
	6.5%	6.0%	8.1%	5.0%	6.8%		5.5%	3.8%	7.2%	6.1%	7.3%	5.8%	8.1%	7.8%	3.1%	9.0%	7.9%	9.0%	7.2%
35 to 44	330	204	126	30	300	5	25	15	285	62	201	170	160	103	67	20	140	77	82
	20.2%	16.9%	29.6%	11.6%	21.9%	19.5%	10.7%	11.5%	22.9%	16.1%	27.6%	15.8%	28.8%	16.9%	14.4%	20.7%	30.5%	28.8%	28.8%
45 to 54	510	370	140	69	440	6	63	38	402	120	234	323	187	173	151	33	154	94	93
	31.3%	30.7%	33.0%	27.1%	32.1%	25.7%	27.2%	29.5%	32.3%	31.5%	32.2%	30.0%	33.7%	28.3%	32.4%	33.9%	33.6%	34.9%	32.6%
55 to 64	415	347	68	77	338	8	69	50	288	103	154	323	92	172	151	26	66	44	48
	25.5%	28.7%	16.1%	30.0%	24.6%	32.8%	29.7%	38.7%	23.2%	26.9%	21.2%	30.0%	16.7%	28.1%	32.5%	27.2%	14.5%	16.5%	16.8%
65 to 74	214	180	34	60	154	5	55	17	137	55	65	170	44	103	68	3	41	13	30
	13.1%	14.9%	8.0%	23.3%	11.2%	22.0%	23.4%	13.0%	11.0%	14.3%	8.9%	15.8%	7.9%	16.8%	14.6%	2.8%	8.9%	4.9%	10.6%
CHI-SQUARE SIGNIFICANCE	<---64.204--->			<---40.807--->		<-----64.67----->				<---28.819--->		<---84.189--->		<-----111.068----->				<---7.407--->	
	0			0		0*				0		0		0				.1921	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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Q03: How many years have you lived in NH as a year-round resident?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Less than a year	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.1%									1.0%					
1-5 years	199	22	21	16	29	16	35	9	36	14	14	17	18	18	18
	16.5%	22.0%	21.0%	16.0%	29.0%	15.8%	17.4%	9.0%	17.6%	14.0%	14.0%	17.0%	17.8%	18.0%	17.1%
6-10 years	104	11	15	5	5	12	14	6	22	10	7	4	10	9	13
	8.6%	11.0%	15.0%	5.0%	5.0%	11.9%	7.0%	6.0%	10.7%	10.0%	7.0%	4.0%	9.9%	9.0%	12.4%
11-15 years	74	5	10	9	3	6	12	3	17	3	6	7	5	9	8
	6.1%	5.0%	10.0%	9.0%	3.0%	5.9%	6.0%	3.0%	8.3%	3.0%	6.0%	7.0%	5.0%	9.0%	7.6%
16-20 years	107	6	8	8	4	9	19	10	18	9	11	7	12	7	11
	8.9%	6.0%	8.0%	8.0%	4.0%	8.9%	9.5%	10.0%	8.8%	9.0%	11.0%	7.0%	11.9%	7.0%	10.5%
More than 20 years	721	56	46	62	59	58	121	72	112	63	62	65	56	57	55
	59.8%	56.0%	46.0%	62.0%	59.0%	57.4%	60.2%	72.0%	54.6%	63.0%	62.0%	65.0%	55.4%	57.0%	52.4%
Entire life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	27.23	26.50	24.43	28.99	30.68	28.09	26.78	31.02	23.90	30.25	29.63	29.17	24.41	24.64	23.19
				cI	CgI	I	i	bCGI		CI	cI	m			

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Q03: How many years have you lived in NH as a year-round resident?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Less than a year	1	1	-	-	1	-	-	-	1	-	1	-	1	-	-	-	1	-	1
	0.1%	0.1%			0.1%				0.1%		0.2%		0.2%				0.2%		0.4%
1-5 years	255	199	56	39	217	6	33	22	195	54	122	178	77	111	68	11	66	33	44
	15.7%	16.5%	13.2%	15.1%	15.8%	24.2%	14.2%	16.9%	15.6%	14.2%	16.7%	16.6%	13.9%	18.1%	14.5%	11.8%	14.4%	12.2%	15.5%
6-10 years	129	104	25	15	114	1	14	6	108	30	71	94	35	68	26	9	26	21	14
	7.9%	8.6%	6.0%	6.0%	8.3%	4.2%	6.2%	5.0%	8.6%	7.9%	9.8%	8.8%	6.3%	11.1%	5.7%	9.6%	5.6%	7.9%	4.9%
11-15 years	110	74	37	13	97	1	12	9	88	26	59	68	43	50	17	6	37	23	20
	6.8%	6.1%	8.7%	5.2%	7.0%	4.6%	5.3%	7.1%	7.0%	6.7%	8.1%	6.3%	7.7%	8.2%	3.7%	6.1%	8.0%	8.4%	7.0%
16-20 years	162	107	55	19	143	-	19	11	132	41	74	98	64	53	45	11	53	38	26
	9.9%	8.9%	12.9%	7.5%	10.4%		8.3%	8.4%	10.6%	10.7%	10.1%	9.1%	11.5%	8.6%	9.7%	11.4%	11.6%	14.2%	9.1%
More than 20 years	972	721	251	170	803	16	154	81	722	231	402	638	334	330	309	59	275	154	180
	59.6%	59.8%	59.2%	66.1%	58.4%	67.0%	66.0%	62.6%	58.0%	60.4%	55.2%	59.3%	60.3%	53.9%	66.3%	61.1%	60.1%	57.3%	63.2%
Entire life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	27.32	27.23	27.59	31.59	26.53	33.11	31.43	28.63	26.31	27.79	25.24	27.20	27.57	24.65	30.54	26.73	27.75	26.54	28.55
				E		i	I			K				NQ	N				

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q04: How important do you think it is for NH to have a system of state parks?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Extremely important	666	62	57	54	50	69	97	53	123	57	56	49	48	69	54
	55.2%	62.0%	57.0%	54.0%	50.0%	68.3%	48.3%	53.0%	60.0%	57.0%	56.0%	49.0%	47.5%	69.0%	51.4%
Very important	461	34	39	41	37	30	88	39	70	36	36	43	45	29	41
	38.2%	34.0%	39.0%	41.0%	37.0%	29.7%	43.8%	39.0%	34.1%	36.0%	36.0%	43.0%	44.6%	29.0%	39.0%
Moderately important	67	4	4	3	10	2	15	6	10	5	5	7	8	2	8
	5.6%	4.0%	4.0%	3.0%	10.0%	2.0%	7.5%	6.0%	4.9%	5.0%	5.0%	7.0%	7.9%	2.0%	7.6%
Only somewhat important	8	-	-	1	1	-	-	2	1	2	2	-	-	-	1
	0.7%	-	-	1.0%	1.0%	-	-	2.0%	0.5%	2.0%	2.0%	-	-	-	1.0%
Not important	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	0.1%	-	-	1.0%	1.0%	-	-	-	-	-	-	-	-	-	-
Don't know / unsure	4	-	-	-	1	-	1	-	1	-	1	1	-	-	1
	0.3%	-	-	-	1.0%	-	0.5%	-	0.5%	-	1.0%	1.0%	-	-	1.0%
MEAN	1203	100	100	100	99	101	200	100	204	100	99	99	101	100	104
	4.48	4.58	4.53	4.46	4.35	4.66	4.41	4.43	4.54	4.48	4.47	4.42	4.40	4.67	4.42
		Eg	e			cDEGHJK			EG					O	

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent T-Test for Means (equal variances)
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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q04: How important do you think it is for NH to have a system of state parks?
 Compared by Selected Demographics
 Among General Population Only

	GENDER			AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY			
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K- \$49K	\$50K- \$74K	\$75K- \$99K	\$100K+	White	Hispanic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Extremely important	666	277	388	56	117	202	196	95	128	169	189	172	52	74	180	140	156	587	27	11	40
	55.2%	52.2%	57.5%	53.1%	57.4%	54.5%	56.4%	52.8%	48.5%	55.7%	55.5%	61.3%	48.1%	55.4%	50.5%	61.3%	60.2%	55.6%	51.2%	57.0%	51.5%
Very important	461	207	254	41	75	136	132	77	110	115	131	97	45	50	157	75	87	404	20	6	32
	38.2%	38.9%	37.7%	39.3%	36.7%	36.7%	38.1%	42.7%	41.6%	37.8%	38.4%	34.5%	42.0%	37.5%	43.9%	32.9%	33.8%	38.2%	37.4%	30.3%	40.6%
Moderately important	67	39	28	8	7	29	16	7	20	16	19	11	8	7	18	9	14	55	5	1	6
	5.6%	7.3%	4.2%	7.6%	3.6%	7.8%	4.6%	3.9%	7.5%	5.3%	5.5%	3.8%	7.2%	5.2%	5.0%	4.2%	5.4%	5.2%	8.8%	7.0%	7.5%
Only somewhat important	8	5	3	-	4	2	2	0	4	2	-	1	2	0	2	2	1	6	1	1	-
	0.7%	0.9%	0.5%		1.7%	0.5%	0.7%	0.2%	1.7%	0.8%		0.4%	1.6%	0.3%	0.6%	1.1%	0.5%	0.5%	2.6%	5.8%	
Not important	1	0	1	-	-	-	-	1	1	-	-	-	1	0	-	-	-	1	-	-	0
	0.1%	0.1%	0.1%					0.6%	0.4%				0.7%	0.2%				0.1%			0.4%
Don't know / unsure	4	3	0	-	1	2	1	-	1	1	2	-	0	2	-	1	-	4	-	-	-
	0.3%	0.7%	0.1%		0.7%	0.5%	0.2%		0.3%	0.4%	0.5%		0.4%	1.4%		0.6%		0.4%			
MEAN	1203	528	675	105	203	368	346	180	264	303	338	281	107	132	357	227	258	1053	53	19	78
	4.48	4.43	4.52	4.46	4.51	4.46	4.51	4.47	4.37	4.49	4.50	4.57	4.36	4.50	4.44	4.55	4.54	4.49	4.37	4.38	4.43
			B							i	I	I				Mo	M				

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q04: How important do you think it is for NH to have a system of state parks?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Extremely important	959	666	293	105	854	7	98	64	790	244	466	577	381	305	272	62	319	181	200
	58.8%	55.2%	69.2%	41.0%	62.1%	31.3%	42.0%	49.6%	63.4%	63.9%	64.1%	53.6%	68.8%	49.9%	58.5%	64.2%	69.8%	67.4%	70.1%
Very important	576	461	114	116	460	12	104	48	412	117	233	423	153	253	170	32	120	74	79
	35.3%	38.2%	27.0%	45.2%	33.5%	49.4%	44.7%	37.3%	33.1%	30.7%	32.0%	39.3%	27.6%	41.4%	36.6%	33.7%	26.3%	27.4%	27.7%
Moderately important	80	67	13	27	53	2	25	16	38	18	25	63	17	41	22	2	15	11	6
	4.9%	5.6%	3.1%	10.4%	3.9%	8.9%	10.6%	12.1%	3.0%	4.7%	3.5%	5.9%	3.1%	6.7%	4.7%	2.1%	3.3%	4.1%	2.1%
Only somewhat important	9	8	1	4	5	1	3	1	4	3	1	8	1	7	1	-	1	1	-
	0.6%	0.7%	0.3%	1.6%	0.4%	4.6%	1.3%	1.1%	0.3%	0.7%	0.2%	0.7%	0.2%	1.1%	0.2%	-	0.3%	0.5%	-
Not important	2	1	1	1	1	1	-	-	1	-	1	1	1	1	-	-	1	1	-
	0.1%	0.1%	0.3%	0.4%	0.1%	4.2%	-	-	0.1%	-	0.2%	0.1%	0.2%	0.2%	-	-	0.3%	0.5%	-
Don't know / unsure	4	4	0	4	0	0	3	-	0	-	0	4	0	4	-	-	0	-	0
	0.3%	0.3%	0.1%	1.5%	*	1.6%	1.5%	-	*	-	0.1%	0.4%	0.1%	0.6%	-	-	0.1%	-	0.1%
MEAN	1626	1203	423	253	1373	23	229	129	1245	382	728	1073	554	607	465	96	457	268	285
	4.52	4.48	4.65 B	4.27	4.57 D	4.01	4.29 f	4.35 f	4.59 FGH	4.58	4.60	4.46	4.65 L	4.41	4.53 N	4.62 N	4.65 NO	4.61	4.68

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
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(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q05: What is your overall view toward the state park system in NH?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Very positive	655	58	65	52	43	58	100	45	125	60	54	51	49	66	59
	54.2%	58.0%	65.0%	52.0%	43.0%	57.4%	49.8%	45.0%	61.0%	60.0%	54.0%	51.0%	48.5%	66.0%	56.2%
Somewhat positive	343	34	16	32	35	26	61	31	49	30	28	29	32	26	23
	28.4%	34.0%	16.0%	32.0%	35.0%	25.7%	30.3%	31.0%	23.9%	30.0%	28.0%	29.0%	31.7%	26.0%	21.9%
Neutral	141	5	11	13	14	11	28	12	23	8	12	14	14	7	16
	11.7%	5.0%	11.0%	13.0%	14.0%	10.9%	13.9%	12.0%	11.2%	8.0%	12.0%	14.0%	13.9%	7.0%	15.2%
Somewhat negative	36	-	2	1	4	3	8	9	3	-	1	4	4	1	2
	3.0%		2.0%	1.0%	4.0%	3.0%	4.0%	9.0%	1.5%		1.0%	4.0%	4.0%	1.0%	1.9%
Very negative	1	1	-	-	2	-	-	-	-	-	-	-	-	-	-
	0.1%	1.0%			2.0%										
Don't know / unsure	30	2	6	2	2	3	4	3	5	2	5	2	2	-	5
	2.5%	2.0%	6.0%	2.0%	2.0%	3.0%	2.0%	3.0%	2.4%	2.0%	5.0%	2.0%	2.0%		4.8%
MEAN	1177	98	94	98	98	98	197	97	200	98	95	98	99	100	100
	4.37	4.51	4.53	4.38	4.15	4.42	4.28	4.15	4.48	4.53	4.42	4.30	4.27	4.57	4.39
		EGH	EGH	eh		EH			EGH	EGH	EH			o	

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
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Q05: What is your overall view toward the state park system in NH?
 Compared by Selected Demographics
 Among General Population Only

	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K- \$49K	\$50K- \$74K	\$75K- \$99K	\$100K+	White	Hispanic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Very positive	655	291	364	60	118	199	184	95	123	167	191	170	63	68	184	140	145	576	33	7	39
	54.2%	54.8%	53.8%	56.9%	57.7%	53.7%	52.9%	52.5%	46.4%	54.9%	56.1%	60.5%	58.4%	50.8%	51.4%	61.7%	56.2%	54.5%	61.5%	36.7%	50.5%
Somewhat positive	343	148	195	34	62	111	87	50	83	87	99	67	24	39	108	55	77	304	8	7	24
	28.4%	27.8%	28.9%	31.8%	30.1%	30.0%	25.0%	28.0%	31.3%	28.6%	29.0%	24.0%	22.3%	29.3%	30.2%	24.0%	30.0%	28.8%	14.9%	38.0%	30.3%
Neutral	141	60	81	10	17	39	49	25	34	39	38	28	15	18	41	26	22	124	7	2	8
	11.7%	11.3%	12.0%	9.9%	8.5%	10.6%	14.2%	14.0%	12.7%	12.7%	11.1%	10.0%	14.2%	13.6%	11.4%	11.2%	8.7%	11.8%	12.9%	9.0%	10.7%
Somewhat negative	36	19	17	-	7	13	13	3	10	6	6	12	1	2	15	7	7	28	1	3	5
	3.0%	3.6%	2.5%		3.3%	3.6%	3.9%	1.7%	3.6%	2.0%	1.9%	4.3%	1.2%	1.7%	4.3%	2.9%	2.9%	2.6%	2.6%	14.0%	5.8%
Very negative	1	1	1	-	1	-	0	0	1	-	-	-	-	0	-	-	-	1	-	-	0
	0.1%	0.1%	0.1%		0.3%		0.1%	0.2%	0.4%					0.2%				0.1%			0.4%
Don't know / unsure	30	13	18	1	0	8	14	7	15	5	6	3	4	6	10	0	6	24	4	0	2
	2.5%	2.4%	2.6%	1.3%	0.2%	2.2%	4.0%	3.6%	5.6%	1.8%	1.9%	1.2%	3.9%	4.4%	2.7%	0.2%	2.2%	2.3%	8.2%	2.2%	2.3%
MEAN	1177	519	658	104	204	362	333	174	250	299	333	277	103	128	348	227	253	1033	49	19	76
	4.37	4.37	4.37	4.48	4.42	4.37	4.32	4.36	4.27	4.39	4.42	4.42	4.43	4.35	4.32	4.45	4.43	4.38	4.47	4.00	4.28

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q05: What is your overall view toward the state park system in NH?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months	years							months	years		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Very positive	951	655	297	102	849	11	91	58	791	222	468	569	383	324	245	59	324	181	201
	58.3%	54.2%	70.0%	39.8%	61.8%	47.8%	38.9%	44.8%	63.6%	58.1%	64.3%	52.8%	69.0%	53.0%	52.6%	61.2%	70.7%	67.6%	70.4%
Somewhat positive	438	343	95	65	373	4	60	40	333	120	186	310	128	162	148	28	99	57	71
	26.9%	28.4%	22.4%	25.2%	27.2%	18.0%	25.9%	31.1%	26.8%	31.4%	25.5%	28.8%	23.0%	26.6%	31.8%	29.3%	21.7%	21.2%	24.7%
Neutral	158	141	16	56	102	5	51	24	77	22	48	134	24	93	42	5	19	18	5
	9.7%	11.7%	3.9%	21.8%	7.4%	20.9%	21.9%	18.9%	6.2%	5.7%	6.5%	12.5%	4.3%	15.1%	8.9%	4.8%	4.2%	6.9%	1.8%
Somewhat negative	47	36	10	11	36	1	10	3	33	12	20	34	12	14	21	2	11	7	5
	2.9%	3.0%	2.4%	4.3%	2.6%	3.3%	4.4%	2.1%	2.6%	3.2%	2.8%	3.2%	2.2%	2.2%	4.4%	1.9%	2.3%	2.7%	1.8%
Very negative	5	1	4	4	1	0	3	-	1	-	1	1	4	1	-	-	4	1	3
	0.3%	0.1%	0.9%	1.4%	0.1%	1.2%	1.4%	-	0.1%	-	0.2%	0.1%	0.7%	0.2%	-	-	0.8%	0.2%	1.1%
Don't know / unsure	32	30	2	19	13	2	17	4	9	6	5	28	4	18	10	3	2	4	0
	2.0%	2.5%	0.4%	7.5%	0.9%	8.8%	7.4%	3.1%	0.7%	1.6%	0.6%	2.6%	0.8%	2.9%	2.2%	2.8%	0.3%	1.4%	0.1%
MEAN	1598	1177	422	237	1361	22	216	125	1236	376	723	1049	550	594	455	94	456	265	285
	4.43	4.37	4.59 B	4.06	4.49 D	4.18	4.04	4.22	4.52 FGH	4.47	4.52	4.35	4.59 L	4.34	4.36	4.54 no	4.60 NO	4.56	4.62

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q06_1: Which of the following best describes the mission of the NH state park system?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.	List																
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Preserve & protect areas from development	1056	762	295	137	919	12	126	84	835	247	503	675	381	377	298	60	321	179	202
	64.8%	63.1%	69.6%	53.5%	66.9%	49.0%	54.0%	65.0%	67.1%	64.7%	69.1%	62.7%	68.8%	61.7%	64.1%	62.1%	70.2%	66.7%	70.8%
Provide areas/facilities needed to meet rec needs	184	147	36	43	140	2	41	12	129	40	68	128	55	82	46	12	44	24	31
	11.3%	12.2%	8.5%	16.9%	10.2%	7.7%	17.8%	9.1%	10.3%	10.4%	9.4%	11.9%	10.0%	13.5%	9.9%	12.2%	9.5%	9.1%	10.9%
Accessible to public for rec/edu/sci/oth	215	170	44	38	177	6	32	21	156	49	92	153	61	92	61	10	51	33	28
	13.2%	14.1%	10.4%	14.8%	12.9%	23.3%	13.9%	16.4%	12.5%	12.7%	12.6%	14.3%	11.0%	15.1%	13.1%	10.8%	11.1%	12.5%	9.7%
Maintaining important historic sites	19	15	4	9	10	-	9	-	10	4	4	15	5	3	12	2	3	3	2
	1.2%	1.3%	1.0%	3.5%	0.8%	-	3.9%	-	0.8%	1.1%	0.6%	1.4%	0.9%	0.4%	2.5%	2.3%	0.6%	1.0%	0.7%
Protecting areas for future generations	38	25	13	5	33	2	4	4	28	8	19	22	15	10	12	5	10	8	8
	2.3%	2.1%	3.0%	2.0%	2.4%	7.0%	1.5%	3.3%	2.3%	2.2%	2.6%	2.1%	2.8%	1.7%	2.6%	5.1%	2.3%	2.8%	2.7%
Support tourism/related econ activity w/ state	110	80	30	20	90	2	18	5	84	32	42	77	33	45	33	7	26	20	13
	6.7%	6.6%	7.0%	7.9%	6.5%	7.2%	7.9%	4.2%	6.8%	8.4%	5.8%	7.2%	5.9%	7.3%	7.0%	7.4%	5.6%	7.3%	4.7%
Don't know / unsure	9	7	2	4	5	1	2	3	3	2	-	6	3	2	4	-	3	2	1
	0.5%	0.6%	0.4%	1.4%	0.4%	5.7%	1.0%	2.0%	0.2%	0.6%	-	0.5%	0.6%	0.3%	0.8%	-	0.7%	0.7%	0.5%
CHI-SQUARE SIGNIFICANCE	<----10.691---->			<-----33.8----->		<-----62.83----->				<----8.631---->		<----8.305---->		<-----31.552----->				<----3.622---->	
	.0984			0		0*				.1954*		.2166		.0248*				.7277*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q06_T: Which of the following best describes the mission of the NH state park system?
 TOTAL MENTIONED
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Preserve & protect areas from development	868	72	75	75	61	74	141	67	155	74	70	68	73	77	78
	71.9%	72.0%	75.0%	75.0%	61.0%	73.3%	70.1%	67.0%	75.6%	74.0%	70.0%	68.0%	72.3%	77.0%	74.3%
		e	E	E		e			E	E					
Provide areas/facilities needed to meet rec needs	920	77	80	75	69	75	156	78	154	75	75	76	80	72	82
	76.2%	77.0%	80.0%	75.0%	69.0%	74.3%	77.6%	78.0%	75.1%	75.0%	75.0%	76.0%	79.2%	72.0%	78.1%
			e												
Accessible to public for rec/edu/sci/oth	1019	83	89	79	77	90	172	85	174	80	84	85	87	84	90
	84.4%	83.0%	89.0%	79.0%	77.0%	89.1%	85.6%	85.0%	84.9%	80.0%	84.0%	85.0%	86.1%	84.0%	85.7%
			dEj			DEj	e								
Maintaining important historic sites	841	72	70	67	57	72	140	73	148	65	61	69	71	69	79
	69.7%	72.0%	70.0%	67.0%	57.0%	71.3%	69.7%	73.0%	72.2%	65.0%	61.0%	69.0%	70.3%	69.0%	75.2%
		Ek	e			E	E	Ek	Ek						
Protecting areas for future generations	906	74	75	74	66	78	150	74	159	75	72	78	72	76	83
	75.1%	74.0%	75.0%	74.0%	66.0%	77.2%	74.6%	74.0%	77.6%	75.0%	72.0%	78.0%	71.3%	76.0%	79.0%
						e			E						
Support tourism/related econ activity w/ state	847	68	69	66	64	73	146	71	144	65	70	74	72	71	73
	70.1%	68.0%	69.0%	66.0%	64.0%	72.3%	72.6%	71.0%	70.2%	65.0%	70.0%	74.0%	71.3%	71.0%	69.5%
Don't know / unsure	7	-	-	-	3	1	-	2	2	-	-	-	-	1	1
	0.6%				3.0%	1.0%		2.0%	1.0%					1.0%	1.0%

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q06_T: Which of the following best describes the mission of the NH state park system?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Preserve & protect areas from development	1201	868	333	157	1044	13	144	92	953	282	562	773	428	427	347	75	353	209	218
	73.7%	71.9%	78.7%	61.1%	76.0%	54.6%	61.7%	71.2%	76.5%	73.8%	77.2%	71.9%	77.2%	69.8%	74.6%	77.6%	77.1%	78.0%	76.4%
			B		D				FG				L				N		
Provide areas/facilities needed to meet rec needs	1241	920	321	180	1061	14	166	95	966	295	565	817	424	457	360	75	349	206	218
	76.1%	76.2%	75.7%	70.2%	77.2%	57.5%	71.5%	73.8%	77.6%	77.2%	77.6%	75.9%	76.6%	74.7%	77.4%	77.8%	76.3%	76.8%	76.3%
					D				f										
Accessible to public for rec/edu/sci/oth	1365	1019	346	190	1175	14	175	110	1065	324	625	907	458	516	391	82	376	228	230
	83.7%	84.4%	81.6%	73.9%	85.5%	59.9%	75.3%	85.0%	85.6%	84.8%	85.9%	84.2%	82.6%	84.4%	84.0%	85.5%	82.0%	84.9%	80.5%
					D				FG										
Maintaining important historic sites	1122	841	281	156	966	10	146	81	885	277	511	746	375	409	337	69	306	187	188
	68.8%	69.7%	66.3%	60.7%	70.3%	40.9%	62.8%	62.9%	71.1%	72.4%	70.2%	69.4%	67.7%	67.0%	72.5%	71.6%	66.9%	69.6%	65.9%
					D		F	f	FG						n				
Protecting areas for future generations	1230	906	324	165	1065	12	153	95	970	292	566	800	430	441	360	79	351	210	220
	75.4%	75.1%	76.5%	64.3%	77.5%	50.3%	65.7%	73.5%	77.9%	76.5%	77.7%	74.3%	77.6%	72.1%	77.3%	82.1%	76.6%	78.2%	77.0%
					D		F	F	FG						n		n		
Support tourism/related econ activity w/ state	1144	847	298	165	979	9	156	76	903	278	521	754	390	424	330	70	320	186	204
	70.2%	70.1%	70.3%	64.4%	71.3%	38.7%	67.0%	58.6%	72.6%	72.7%	71.5%	70.1%	70.4%	69.3%	71.0%	72.5%	70.0%	69.3%	71.4%
					d		F	f	FH										
Don't know / unsure	9	7	2	4	5	1	2	3	3	2	-	6	3	2	4	-	3	2	1
	0.5%	0.6%	0.4%	1.4%	0.4%	5.7%	1.0%	2.0%	0.2%	0.6%		0.5%	0.6%	0.3%	0.8%		0.7%	0.7%	0.5%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q07: Would you support raising fees to ensure the operation & maintenance of state parks in NH?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Strongly support	315	27	30	29	32	32	51	19	49	33	27	23	28	25	24
	26.1%	27.0%	30.0%	29.0%	32.0%	31.7%	25.4%	19.0%	23.9%	33.0%	27.0%	23.0%	27.7%	25.0%	22.9%
Moderately support	526	36	27	48	34	46	93	45	92	37	47	51	42	47	45
	43.6%	36.0%	27.0%	48.0%	34.0%	45.5%	46.3%	45.0%	44.9%	37.0%	47.0%	51.0%	41.6%	47.0%	42.9%
Moderately oppose	174	19	19	9	11	10	29	15	33	15	9	12	17	15	18
	14.4%	19.0%	19.0%	9.0%	11.0%	9.9%	14.4%	15.0%	16.1%	15.0%	9.0%	12.0%	16.8%	15.0%	17.1%
Strongly oppose	96	9	9	7	18	8	11	13	15	8	9	7	4	5	10
	7.9%	9.0%	9.0%	7.0%	18.0%	7.9%	5.5%	13.0%	7.3%	8.0%	9.0%	7.0%	4.0%	5.0%	9.5%
Don't know / unsure	96	9	15	7	5	5	17	8	16	7	8	7	10	8	8
	8.0%	9.0%	15.0%	7.0%	5.0%	5.0%	8.5%	8.0%	7.8%	7.0%	8.0%	7.0%	9.9%	8.0%	7.6%
CHI-SQUARE SIGNIFICANCE	-----52.098-----											-----3.566-----		-----1.882-----	
	.0403											.4679		.7574	

Comparison Groups: BCDEFGHIJK/LM/NO

Survey Administered: 09/01/09 - 09/22/09

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Q07: Would you support raising fees to ensure the operation & maintenance of state parks in NH?
 Compared by Selected Characteristics
 Among General Population Only

	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	Extremely important	Very important	Mod/smwht /not imp.		Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Moderately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.2%	38.2%	6.3%	19.5%	39.9%	28.0%	12.5%	26.1%	43.6%	22.4%	8.0%	63.9%	36.1%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Strongly support	315	185	120	10	60	132	85	39	315	-	-	-	210	105
	26.1%	27.8%	26.0%	13.1%	25.4%	27.4%	25.2%	25.6%	100.0%				27.3%	24.1%
Moderately support	526	295	192	36	98	215	152	61	-	526	-	-	320	206
	43.6%	44.3%	41.7%	47.6%	41.6%	44.6%	45.0%	40.3%		100.0%			41.5%	47.3%
Moderately oppose	174	89	74	10	37	66	50	20	-	-	174	-	115	60
	14.4%	13.4%	16.1%	13.8%	15.7%	13.7%	14.8%	13.3%			64.5%		14.9%	13.7%
Strongly oppose	96	55	28	11	27	30	25	14	-	-	96	-	65	31
	7.9%	8.3%	6.1%	15.0%	11.5%	6.1%	7.4%	9.3%			35.5%		8.4%	7.1%
Don't know / unsure	96	41	47	8	14	39	26	17	-	-	-	96	62	34
	8.0%	6.2%	10.2%	10.5%	5.8%	8.2%	7.7%	11.5%				100.0%	8.0%	7.9%
CHI-SQUARE SIGNIFICANCE	<-----20.756----->				<-----11.919----->				<-----3620.852----->				<-----4.061----->	
	.0078				.4522				0				.3978	

Comparison Groups: BCD/EFGH/IJKL/MN

Survey Administered: 09/01/09 - 09/22/09

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Q07: Would you support raising fees to ensure the operation & maintenance of state parks in NH?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.						years											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Strongly support	398	315	82	51	347	3	47	31	316	116	172	283	114	161	122	15	99	59	56
	24.4%	26.1%	19.5%	19.7%	25.3%	13.7%	20.3%	24.1%	25.4%	30.3%	23.6%	26.3%	20.6%	26.3%	26.3%	15.7%	21.7%	21.9%	19.5%
Moderately support	689	526	163	104	585	12	93	51	534	148	322	471	218	272	200	37	181	110	108
	42.3%	43.6%	38.6%	40.7%	42.6%	48.7%	39.9%	39.6%	42.9%	38.7%	44.2%	43.8%	39.3%	44.5%	42.9%	38.6%	39.5%	41.0%	37.7%
Moderately oppose	275	174	101	43	232	2	41	21	211	58	124	149	126	84	65	28	97	56	69
	16.9%	14.4%	23.8%	16.6%	16.9%	8.6%	17.4%	16.7%	16.9%	15.1%	17.1%	13.9%	22.7%	13.8%	14.0%	29.2%	21.3%	21.0%	24.3%
Strongly oppose	158	96	63	32	126	5	27	15	111	31	72	86	72	38	48	9	63	26	46
	9.7%	7.9%	14.8%	12.5%	9.2%	22.0%	11.5%	11.8%	8.9%	8.1%	9.9%	8.0%	13.0%	6.2%	10.4%	9.2%	13.8%	9.8%	16.0%
Don't know / unsure	111	96	14	27	84	2	25	10	74	30	38	86	24	56	30	7	17	17	7
	6.8%	8.0%	3.4%	10.5%	6.1%	7.1%	10.9%	7.8%	5.9%	7.8%	5.2%	8.0%	4.4%	9.2%	6.4%	7.4%	3.7%	6.3%	2.6%
CHI-SQUARE SIGNIFICANCE	<----48.722---->			<----11.638---->		<-----18.285----->				<----10.456---->		<----39.711---->		<-----54.907----->				<----9.89---->	
	0			.0203		.1073				.0334		0		0				.0423	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

Survey Administered: 09/01/09 - 09/22/09

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(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q08_1: Name all of the state parks in NH that you can think of.
 FIRST MENTIONED
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Bear Brook	133	14	6	6	6	4	19	30	22	6	4	15	4	14	8
	11.0%	14.0%	6.0%	6.0%	6.0%	4.0%	9.5%	30.0%	10.7%	6.0%	4.0%	15.0%	4.0%	14.0%	7.6%
Clough	34	-	-	-	-	-	11	8	1	1	1	9	2	1	-
	2.8%						5.5%	8.0%	0.5%	1.0%	1.0%	9.0%	2.0%	1.0%	
Crawford Notch	6	1	2	-	-	2	-	-	1	1	1	-	-	1	-
	0.5%	1.0%	2.0%			2.0%			0.5%	1.0%	1.0%			1.0%	
Echo Lake	8	1	4	-	3	-	-	2	1	1	-	-	-	-	1
	0.7%	1.0%	4.0%		3.0%			2.0%	0.5%	1.0%					1.0%
Ellacoya	13	11	1	-	-	-	1	2	1	-	-	1	-	-	1
	1.0%	11.0%	1.0%				0.5%	2.0%	0.5%			1.0%			1.0%
Franconia Notch	72	12	8	4	10	14	12	6	7	3	7	5	7	3	4
	6.0%	12.0%	8.0%	4.0%	10.0%	13.9%	6.0%	6.0%	3.4%	3.0%	7.0%	5.0%	6.9%	3.0%	3.8%
Greenfield	49	4	-	9	-	-	20	1	1	1	-	4	16	-	1
	4.1%	4.0%		9.0%			10.0%	1.0%	0.5%	1.0%		4.0%	15.8%		1.0%
Hampton Beach	56	3	1	-	2	-	8	2	25	2	1	3	5	9	16
	4.6%	3.0%	1.0%		2.0%		4.0%	2.0%	12.2%	2.0%	1.0%	3.0%	5.0%	9.0%	15.2%
Jenness Beach	12	-	1	-	-	-	1	2	5	-	-	-	1	3	2
	1.0%		1.0%				0.5%	2.0%	2.4%				1.0%	3.0%	1.9%
Kingston	23	-	-	-	-	-	1	-	15	1	-	1	-	1	14
	1.9%						0.5%		7.3%	1.0%		1.0%		1.0%	13.3%
Monadnock	56	-	-	22	1	2	18	2	1	-	4	8	10	-	1
	4.6%			22.0%	1.0%	2.0%	9.0%	2.0%	0.5%		4.0%	8.0%	9.9%		1.0%

Comparison Groups: BCDEFGHIJK/LM/NO

Survey Administered: 09/01/09 - 09/22/09

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TOTAL	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan		North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Mount Washington	25 2.1%	2 2.0%	3 3.0%	4 4.0%	3 3.0%	2 2.0%	2 1.0%	1 1.0%	6 2.9%	3 3.0%	2 2.0%	2 2.0%	-	1 1.0%	5 4.8%
Mt. Sunapee	56 4.7%	1 1.0%	-	3 3.0%	1 1.0%	11 10.9%	6 3.0%	9 9.0%	3 1.5%	1 1.0%	42 42.0%	3 3.0%	3 3.0%	2 2.0%	1 1.0%
North Hampton	5 0.4%	-	-	-	-	-	-	1 1.0%	2 1.0%	1 1.0%	-	-	-	2 2.0%	-
Odiorne Point	64 5.3%	3 3.0%	4 4.0%	3 3.0%	-	5 5.0%	7 3.5%	5 5.0%	17 8.3%	10 10.0%	3 3.0%	2 2.0%	5 5.0%	11 11.0%	6 5.7%
Pawtuckaway	139 11.5%	3 3.0%	2 2.0%	3 3.0%	-	3 3.0%	21 10.4%	4 4.0%	50 24.4%	19 19.0%	-	13 13.0%	8 7.9%	26 26.0%	24 22.9%
Silver Lake	32 2.6%	-	2 2.0%	-	-	-	16 8.0%	1 1.0%	-	-	1 1.0%	6 6.0%	10 9.9%	-	-
Wallis Sands	23 1.9%	2 2.0%	1 1.0%	1 1.0%	-	-	6 3.0%	1 1.0%	4 2.0%	3 3.0%	-	4 4.0%	2 2.0%	3 3.0%	1 1.0%
Wentworth	10 0.8%	-	10 10.0%	-	-	-	1 0.5%	-	-	3 3.0%	-	-	1 1.0%	-	-
White Lake	68 5.6%	10 10.0%	27 27.0%	2 2.0%	8 8.0%	5 5.0%	5 2.5%	5 5.0%	7 3.4%	15 15.0%	2 2.0%	3 3.0%	2 2.0%	4 4.0%	3 2.9%
Other	118 9.8%	9 9.0%	3 3.0%	31 31.0%	47 47.0%	22 21.8%	11 5.5%	7 7.0%	9 4.4%	10 10.0%	15 15.0%	6 6.0%	5 5.0%	6 6.0%	3 2.9%
None mentioned	206 17.0%	24 24.0%	25 25.0%	12 12.0%	19 19.0%	31 30.7%	35 17.4%	11 11.0%	27 13.2%	19 19.0%	17 17.0%	15 15.0%	20 19.8%	13 13.0%	14 13.3%
CHI-SQUARE SIGNIFICANCE	-----1317.651-----											<-----30.222----->		<-----29.832----->	
	0*											.0353*		.054*	

Comparison Groups: BCDEFGHIJK/LM/NO
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Bear Brook	197	133	65	31	166	-	31	13	153	48	79	121	76	57	64	11	66	34	42
	12.1%	11.0%	15.3%	12.1%	12.1%		13.4%	10.1%	12.3%	12.5%	10.9%	11.2%	13.8%	9.3%	13.8%	11.1%	14.4%	12.7%	14.8%
Clough	35	34	1	6	30	-	6	4	26	10	16	29	6	18	11	-	6	3	3
	2.2%	2.8%	0.3%	2.1%	2.2%		2.4%	3.1%	2.1%	2.7%	2.2%	2.7%	1.1%	2.9%	2.4%		1.4%	1.2%	1.1%
Crawford Notch	9	6	3	-	9	-	-	-	9	1	4	6	3	2	4	-	3	1	2
	0.5%	0.5%	0.7%		0.6%				0.7%	0.4%	0.5%	0.5%	0.5%	0.3%	0.8%		0.6%	0.4%	0.6%
Echo Lake	12	8	3	0	11	-	0	1	10	2	9	7	4	4	3	1	3	1	3
	0.7%	0.7%	0.7%	0.2%	0.8%		0.2%	1.1%	0.8%	0.5%	1.2%	0.7%	0.8%	0.7%	0.7%	1.2%	0.7%	0.5%	1.0%
Ellacoya	21	13	8	3	18	1	2	2	15	3	9	13	8	6	6	-	8	5	3
	1.3%	1.0%	1.9%	1.2%	1.3%	5.6%	0.7%	1.9%	1.2%	0.9%	1.3%	1.2%	1.5%	1.1%	1.3%		1.8%	1.9%	1.1%
Franconia Notch	80	72	8	12	68	2	10	5	63	26	33	67	13	36	31	2	11	3	10
	4.9%	6.0%	1.8%	4.7%	5.0%	8.1%	4.3%	4.0%	5.1%	6.9%	4.5%	6.2%	2.3%	5.9%	6.7%	2.2%	2.4%	1.1%	3.5%
Greenfield	115	49	66	20	95	-	20	8	87	19	50	39	76	22	17	15	61	47	29
	7.0%	4.1%	15.5%	7.7%	6.9%		8.5%	5.9%	7.0%	4.9%	6.9%	3.6%	13.7%	3.6%	3.7%	15.5%	13.3%	17.5%	10.0%
Hampton Beach	83	56	27	11	72	2	9	1	71	20	39	51	32	31	20	8	24	12	19
	5.1%	4.6%	6.4%	4.2%	5.3%	6.8%	3.9%	1.0%	5.7%	5.2%	5.4%	4.8%	5.7%	5.1%	4.3%	8.0%	5.2%	4.6%	6.7%
Jenness Beach	12	12	-	-	12	-	-	-	12	4	6	9	3	5	4	1	1	3	-
	0.7%	1.0%			0.8%				0.9%	1.2%	0.8%	0.8%	0.5%	0.8%	0.9%	1.4%	0.3%	1.0%	
Kingston	24	23	1	3	21	-	3	1	20	7	9	22	3	13	8	-	3	1	1
	1.5%	1.9%	0.3%	1.2%	1.5%		1.4%	1.0%	1.6%	1.7%	1.3%	2.0%	0.5%	2.1%	1.8%		0.6%	0.5%	0.5%
Monadnock	71	56	15	7	64	-	7	5	59	21	31	53	18	21	32	5	13	8	9
	4.4%	4.6%	3.5%	2.7%	4.7%		3.0%	4.2%	4.7%	5.5%	4.3%	4.9%	3.2%	3.4%	7.0%	5.3%	2.8%	3.1%	3.3%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q08_1: Name all of the state parks in NH that you can think of.
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
Mount Washington	26	25	1	3	23	1	3	3	20	12	6	25	1	15	10	-	1	1	-
	1.6%	2.1%	0.3%	1.3%	1.7%	3.0%	1.1%	2.4%	1.6%	3.1%	0.8%	2.3%	0.2%	2.5%	2.1%		0.3%	0.5%	
Mt. Sunapee	63	56	6	12	50	0	12	5	45	16	30	53	10	35	18	5	5	6	4
	3.8%	4.7%	1.5%	4.8%	3.7%	1.6%	5.2%	3.7%	3.7%	4.3%	4.2%	4.9%	1.8%	5.7%	3.8%	4.9%	1.2%	2.4%	1.3%
North Hampton	5	5	-	-	5	-	-	1	4	4	-	4	1	3	1	-	1	1	-
	0.3%	0.4%			0.4%			1.1%	0.3%	1.0%		0.4%	0.2%	0.4%	0.2%		0.3%	0.5%	
Odiorne Point	71	64	7	4	67	-	4	1	66	22	31	61	11	42	19	1	9	4	7
	4.4%	5.3%	1.7%	1.5%	4.9%		1.7%	0.6%	5.3%	5.7%	4.3%	5.6%	1.9%	6.8%	4.1%	1.4%	2.0%	1.5%	2.3%
Pawtuckaway	232	139	93	28	203	3	25	17	186	49	116	112	120	54	58	21	98	63	56
	14.2%	11.5%	21.9%	11.1%	14.8%	13.3%	10.8%	13.3%	15.0%	12.7%	15.9%	10.4%	21.6%	8.9%	12.4%	22.0%	21.5%	23.7%	19.7%
Silver Lake	37	32	6	11	26	-	11	2	24	4	18	26	11	21	6	-	11	6	6
	2.3%	2.6%	1.3%	4.3%	1.9%		4.7%	1.8%	1.9%	1.2%	2.5%	2.5%	2.0%	3.4%	1.3%		2.4%	2.0%	1.9%
Wallis Sands	26	23	3	-	26	-	-	-	26	7	17	18	8	10	8	4	4	5	3
	1.6%	1.9%	0.6%		1.9%				2.1%	1.8%	2.4%	1.7%	1.5%	1.6%	1.8%	4.2%	0.9%	2.0%	0.9%
Wentworth	10	10	1	1	9	0	0	1	9	3	6	8	2	6	2	-	2	1	1
	0.6%	0.8%	0.2%	0.3%	0.7%	1.8%	0.2%	0.7%	0.7%	0.8%	0.8%	0.7%	0.4%	0.9%	0.5%		0.5%	0.4%	0.4%
White Lake	106	68	38	18	87	5	13	8	79	11	55	53	53	23	29	9	44	22	31
	6.5%	5.6%	8.9%	7.2%	6.3%	21.0%	5.8%	6.0%	6.4%	3.0%	7.6%	4.9%	9.5%	3.8%	6.3%	9.4%	9.5%	8.0%	10.9%
Other	173	118	55	22	151	2	20	13	139	51	81	105	68	56	49	5	64	23	46
	10.6%	9.8%	13.0%	8.5%	11.0%	8.4%	8.5%	9.9%	11.1%	13.3%	11.2%	9.7%	12.4%	9.2%	10.4%	5.2%	13.9%	8.5%	16.0%
None mentioned	223	206	17	64	159	7	57	36	122	41	83	196	27	132	64	8	19	16	11
	13.7%	17.0%	4.0%	24.9%	11.6%	30.5%	24.3%	28.2%	9.8%	10.7%	11.4%	18.2%	4.9%	21.6%	13.7%	8.4%	4.1%	5.8%	3.9%
CHI-SQUARE SIGNIFICANCE	<---201.592--->			<---57.685--->		<-----133.004----->				<---39.449--->		<---204.733--->		<-----276.724----->				<---29.488--->	
	0			0*		0*				.0087		0		0*				.1028*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
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Q08_T: Name all of the state parks in NH that you can think of.
 TOTAL MENTIONED
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Bear Brook	323	27	13	11	17	13	52	56	64	17	10	34	18	34	30
	26.8%	27.0%	13.0%	11.0%	17.0%	12.9%	25.9%	56.0%	31.2%	17.0%	10.0%	34.0%	17.8%	34.0%	28.6%
		CDeFjK					CDeFjK	BCDEFGIJK	CDEFJK			M			
Clough	78	2	-	-	2	-	26	19	1	1	1	19	7	1	-
	6.5%	2.0%			2.0%		12.9%	19.0%	0.5%	1.0%	1.0%	19.0%	6.9%	1.0%	
							BEIJK	BEIJK				M			
Crawford Notch	44	4	12	4	7	9	2	1	9	6	3	-	2	6	3
	3.7%	4.0%	12.0%	4.0%	7.0%	8.9%	1.0%	1.0%	4.4%	6.0%	3.0%		2.0%	6.0%	2.9%
			BDGHK		GH	GHk			Gh	Gh					
Echo Lake	38	1	16	1	9	4	2	4	8	3	3	2	-	4	4
	3.2%	1.0%	16.0%	1.0%	9.0%	4.0%	1.0%	4.0%	3.9%	3.0%	3.0%	2.0%		4.0%	3.8%
			BDFGHIJK		BDGjk				bdg						
Ellacoya	40	22	8	-	-	-	3	6	4	4	1	2	1	2	2
	3.3%	22.0%	8.0%				1.5%	6.0%	2.0%	4.0%	1.0%	2.0%	1.0%	2.0%	1.9%
		CGHIJK	GIK					gk							
Franconia Notch	197	22	17	13	26	26	28	20	27	17	17	15	13	12	15
	16.3%	22.0%	17.0%	13.0%	26.0%	25.7%	13.9%	20.0%	13.2%	17.0%	17.0%	15.0%	12.9%	12.0%	14.3%
		dgi			DGI	DGI									
Greenfield	112	6	3	15	-	2	41	7	6	2	1	16	25	2	4
	9.3%	6.0%	3.0%	15.0%		2.0%	20.4%	7.0%	2.9%	2.0%	1.0%	16.0%	24.8%	2.0%	3.8%
		k		BCFHIJK			BCFHIJK	fjK							
Hampton Beach	212	11	7	13	9	5	38	15	60	12	10	18	20	30	30
	17.6%	11.0%	7.0%	13.0%	9.0%	5.0%	18.9%	15.0%	29.3%	12.0%	10.0%	18.0%	19.8%	30.0%	28.6%
				F			bCEfK	cF	BCDEFGHJK	f					

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 TOTAL MENTIONED
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	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Jenness Beach	57 4.7%	1 1.0%	2 2.0%	-	1 1.0%	-	8 4.0%	2 2.0%	25 12.2%	4 4.0%	1 1.0%	5 5.0%	3 3.0%	15 15.0%	10 9.5%
Kingston	62 5.1%	-	3 3.0%	-	-	-	1 0.5%	2 2.0%	38 18.5%	5 5.0%	-	1 1.0%	-	9 9.0%	29 27.6%
Monadnock	135 11.2%	2 2.0%	2 2.0%	37 37.0%	3 3.0%	5 5.0%	38 18.9%	4 4.0%	13 6.3%	5 5.0%	11 11.0%	18 18.0%	20 19.8%	5 5.0%	8 7.6%
Mount Washington	80 6.6%	4 4.0%	5 5.0%	12 12.0%	9 9.0%	10 9.9%	8 4.0%	6 6.0%	21 10.2%	3 3.0%	7 7.0%	6 6.0%	2 2.0%	5 5.0%	16 15.2%
Mt. Sunapee	130 10.8%	7 7.0%	4 4.0%	15 15.0%	1 1.0%	20 19.8%	18 9.0%	21 21.0%	9 4.4%	4 4.0%	51 51.0%	12 12.0%	6 5.9%	5 5.0%	4 3.8%
North Hampton	31 2.6%	1 1.0%	1 1.0%	1 1.0%	-	-	4 2.0%	1 1.0%	13 6.3%	3 3.0%	1 1.0%	4 4.0%	-	8 8.0%	5 4.8%
Odiorne Point	196 16.2%	12 12.0%	6 6.0%	4 4.0%	1 1.0%	13 12.9%	27 13.4%	17 17.0%	54 26.3%	24 24.0%	5 5.0%	13 13.0%	14 13.9%	35 35.0%	19 18.1%
Pawtuckaway	298 24.7%	6 6.0%	8 8.0%	8 8.0%	3 3.0%	6 5.9%	51 25.4%	18 18.0%	90 43.9%	37 37.0%	1 1.0%	25 25.0%	26 25.7%	51 51.0%	39 37.1%
Silver Lake	77 6.4%	2 2.0%	4 4.0%	2 2.0%	2 2.0%	-	33 16.4%	4 4.0%	4 2.0%	-	3 3.0%	13 13.0%	20 19.8%	2 2.0%	2 1.9%
Wallis Sands	101 8.4%	4 4.0%	3 3.0%	2 2.0%	3 3.0%	1 1.0%	22 10.9%	4 4.0%	26 12.7%	12 12.0%	1 1.0%	13 13.0%	9 8.9%	17 17.0%	9 8.6%
Wentworth	29 2.4%	-	18 18.0%	-	-	1 1.0%	2 1.0%	2 2.0%	4 2.0%	7 7.0%	1 1.0%	1 1.0%	1 1.0%	4 4.0%	-

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	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
White Lake	141 11.7%	15 15.0%	42 42.0%	5 5.0%	14 14.0%	7 6.9%	14 7.0%	8 8.0%	24 11.7%	28 28.0%	4 4.0%	8 8.0%	6 5.9%	14 14.0%	10 9.5%
		DFGK	BDEFGHIJK		DfgK				DgK	BDEFGHIK					
Other	343 28.4%	23 23.0%	10 10.0%	55 55.0%	62 62.0%	36 35.6%	54 26.9%	29 29.0%	42 20.5%	27 27.0%	41 41.0%	32 32.0%	22 21.8%	24 24.0%	18 17.1%
		C		BCFGHIJK	BCFGHIJK	BCI	C	C	C	C	BCGhIJ				
None mentioned	206 17.0%	24 24.0%	25 25.0%	12 12.0%	19 19.0%	31 30.7%	35 17.4%	11 11.0%	27 13.2%	19 19.0%	17 17.0%	15 15.0%	20 19.8%	13 13.0%	14 13.3%
		DHI	DHI			DeGHIJK									

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	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Bear Brook	496	323	173	62	434	3	59	34	400	133	232	274	222	126	148	37	185	110	112
	30.4%	26.8%	40.7%	24.3%	31.6%	12.8%	25.5%	26.2%	32.1%	34.7%	31.9%	25.4%	40.1%	20.6%	31.8%	38.0%	40.5%	41.1%	39.1%
			B		D		f	f	Fg				L		N	N	NO		
Clough	104	78	26	13	91	-	13	6	85	24	56	67	37	31	36	5	32	14	23
	6.4%	6.5%	6.2%	5.1%	6.6%		5.6%	4.6%	6.8%	6.3%	7.7%	6.2%	6.7%	5.1%	7.8%	5.2%	7.0%	5.2%	8.0%
													n		n				
Crawford Notch	65	44	20	4	60	-	4	3	57	23	28	38	27	11	26	1	26	10	17
	4.0%	3.7%	4.8%	1.6%	4.4%		1.7%	2.6%	4.6%	6.0%	3.9%	3.5%	4.9%	1.9%	5.6%	1.4%	5.6%	3.6%	6.0%
					D				G						NP		NP		
Echo Lake	47	38	9	3	44	0	3	3	41	9	33	30	17	8	23	7	10	6	11
	2.9%	3.2%	2.0%	1.2%	3.2%	1.2%	1.2%	2.1%	3.3%	2.3%	4.5%	2.8%	3.0%	1.2%	4.9%	6.9%	2.2%	2.2%	3.7%
					d				g						Nq	n			
Ellacoya	72	40	32	14	58	4	9	5	53	10	38	37	35	18	19	1	35	14	22
	4.4%	3.3%	7.7%	5.3%	4.3%	18.0%	4.0%	4.1%	4.3%	2.7%	5.2%	3.4%	6.4%	2.9%	4.1%	0.8%	7.6%	5.1%	7.6%
			B			GHI					j		L		p		NoP		
Franconia Notch	270	197	73	31	239	2	29	12	227	82	122	168	102	72	97	12	89	50	52
	16.6%	16.3%	17.2%	12.2%	17.4%	8.1%	12.6%	9.5%	18.2%	21.5%	16.8%	15.6%	18.3%	11.7%	20.8%	12.6%	19.5%	18.4%	18.2%
					d				fgH						Np		N		
Greenfield	251	112	138	42	208	3	39	21	187	45	114	90	160	39	51	25	136	73	87
	15.4%	9.3%	32.7%	16.4%	15.2%	13.3%	16.7%	16.6%	15.0%	11.9%	15.7%	8.4%	29.0%	6.3%	11.0%	25.6%	29.7%	27.3%	30.6%
			B								j		L		N	NO	NO		
Hampton Beach	332	212	119	25	307	3	22	14	292	83	174	188	144	95	93	23	121	64	79
	20.3%	17.6%	28.2%	9.8%	22.3%	12.4%	9.5%	10.9%	23.5%	21.6%	23.9%	17.5%	25.9%	15.6%	19.9%	23.9%	26.3%	23.9%	27.8%
			B		D				fGH				L		n		NO		

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q08_T: Name all of the state parks in NH that you can think of.
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
Jenness Beach	74 4.5%	57 4.7%	17 4.0%	-	74 5.4%	-	-	0 0.3%	74 5.9%	31 8.1%	35 4.8%	50 4.7%	24 4.3%	26 4.2%	25 5.3%	6 6.2%	18 3.8%	16 6.0%	8 2.7%
Kingston	90 5.5%	62 5.1%	28 6.5%	8 3.0%	82 6.0%	1 5.6%	6 2.7%	3 2.1%	79 6.4%	27 7.1%	41 5.7%	46 4.3%	43 7.8%	22 3.6%	25 5.3%	16 16.7%	27 5.9%	19 7.0%	24 8.5%
Monadnock	188 11.5%	135 11.2%	53 12.4%	15 5.8%	173 12.6%	-	15 6.4%	14 10.6%	160 12.8%	49 12.9%	93 12.8%	117 10.9%	71 12.8%	53 8.7%	64 13.7%	14 14.0%	57 12.5%	38 14.2%	32 11.4%
Mount Washington	93 5.7%	80 6.6%	13 3.0%	6 2.4%	87 6.3%	1 3.0%	5 2.3%	9 6.9%	78 6.3%	38 9.9%	33 4.5%	75 7.0%	18 3.2%	40 6.6%	35 7.6%	2 1.9%	16 3.4%	12 4.3%	6 2.1%
Mt. Sunapee	170 10.4%	130 10.8%	40 9.4%	23 8.9%	147 10.7%	0 1.6%	23 9.7%	14 10.9%	133 10.7%	42 11.0%	78 10.7%	121 11.2%	49 8.9%	69 11.4%	51 11.0%	11 11.6%	38 8.3%	26 9.8%	23 8.1%
North Hampton	34 2.1%	31 2.6%	3 0.6%	-	34 2.5%	-	-	1 1.1%	33 2.6%	15 3.8%	13 1.8%	30 2.8%	4 0.8%	20 3.2%	10 2.2%	-	4 1.0%	4 1.6%	-
Odiorne Point	238 14.6%	196 16.2%	42 10.0%	15 5.7%	224 16.3%	1 5.6%	13 5.7%	12 9.0%	212 17.0%	71 18.5%	118 16.3%	180 16.7%	59 10.6%	102 16.7%	78 16.7%	18 18.7%	41 8.9%	28 10.3%	31 10.8%
Pawtuckaway	533 32.7%	298 24.7%	235 55.5%	63 24.6%	470 34.2%	5 22.6%	58 24.8%	34 26.0%	436 35.0%	116 30.3%	260 35.7%	238 22.1%	295 53.2%	120 19.7%	117 25.2%	44 45.8%	251 54.8%	151 56.3%	144 50.3%
Silver Lake	115 7.1%	77 6.4%	38 8.9%	21 8.2%	94 6.8%	-	21 9.0%	4 2.8%	90 7.3%	25 6.5%	51 7.1%	64 5.9%	51 9.3%	36 5.9%	28 6.0%	5 5.2%	46 10.1%	32 11.8%	20 6.9%
Wallis Sands	122 7.5%	101 8.4%	21 5.1%	1 0.4%	121 8.8%	-	1 0.5%	1 1.0%	120 9.6%	31 8.0%	77 10.6%	87 8.1%	35 6.4%	45 7.3%	42 9.0%	12 12.6%	23 5.1%	22 8.1%	14 4.8%
Wentworth	34 2.1%	29 2.4%	5 1.2%	2 0.8%	32 2.3%	2 6.5%	0 0.2%	3 2.4%	28 2.3%	6 1.5%	18 2.5%	24 2.2%	10 1.8%	12 2.0%	12 2.5%	2 2.3%	8 1.7%	7 2.4%	3 1.2%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

Table Q08_T Page 26
 (Continued)

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q08_T: Name all of the state parks in NH that you can think of.
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Pop.	Campers List	No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
White Lake	258 15.8%	141 11.7%	116 27.5% B	43 16.6%	215 15.6%	8 34.3% GHI	34 14.8% h	10 7.7%	205 16.5% H	39 10.3%	130 17.8% J	111 10.3%	146 26.4% L	35 5.7%	76 16.4% N	19 20.0% N	127 27.8% NO	68 25.4%	78 27.4%
Other	527 32.3%	343 28.4%	184 43.5% B	46 18.0%	481 35.0% D	6 24.1%	40 17.3%	36 28.0% g	445 35.7% G	135 35.4%	269 37.0%	296 27.5%	231 41.7% L	146 23.9%	150 32.2% N	45 46.7% NO	186 40.7% NO	102 38.0%	129 45.2%
None mentioned	223 13.7%	206 17.0% C	17 4.0%	64 24.9% E	159 11.6%	7 30.5% I	57 24.3% I	36 28.2% I	122 9.8%	41 10.7%	83 11.4%	196 18.2% M	27 4.9%	132 21.6% OPQ	64 13.7% Q	8 8.4%	19 4.1%	16 5.8%	11 3.9%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q09: How familiar were you with the scope of the NH state park system?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY		
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%	
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Very familiar	235	22	11	20	16	12	39	21	42	24	18	22	17	19	23	
	19.5%	22.0%	11.0%	20.0%	16.0%	11.9%	19.4%	21.0%	20.5%	24.0%	18.0%	22.0%	16.8%	19.0%	21.9%	
Moderately familiar	482	34	43	36	38	34	80	43	87	40	39	39	41	52	35	
	39.9%	34.0%	43.0%	36.0%	38.0%	33.7%	39.8%	43.0%	42.4%	40.0%	39.0%	39.0%	40.6%	52.0%	33.3%	
Somewhat familiar	338	30	29	34	34	32	61	27	48	22	32	32	29	22	26	
	28.0%	30.0%	29.0%	34.0%	34.0%	31.7%	30.3%	27.0%	23.4%	22.0%	32.0%	32.0%	28.7%	22.0%	24.8%	
Not that familiar	150	14	17	10	12	23	21	8	28	14	11	7	14	7	21	
	12.5%	14.0%	17.0%	10.0%	12.0%	22.8%	10.4%	8.0%	13.7%	14.0%	11.0%	7.0%	13.9%	7.0%	20.0%	
Don't know / unsure	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
	0.1%							1.0%								
CHI-SQUARE SIGNIFICANCE		<-----42.425----->											<-----3.167----->		<-----10.921----->	
		.2136*											.3666*		.0122*	

Comparison Groups: BCDEFGHIJK/LM/NO
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q09: How familiar were you with the scope of the NH state park system?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Very familiar	426	235	191	38	388	2	36	20	368	101	222	191	235	80	111	28	207	95	140
	26.1%	19.5%	45.1%	14.7%	28.3%	6.3%	15.6%	15.5%	29.6%	26.5%	30.6%	17.7%	42.4%	13.1%	23.9%	29.5%	45.1%	35.3%	49.1%
Moderately familiar	637	482	155	61	575	6	55	46	529	160	303	416	220	215	202	50	170	125	95
	39.0%	39.9%	36.5%	23.8%	41.9%	24.6%	23.7%	35.9%	42.5%	41.8%	41.6%	38.7%	39.7%	35.1%	43.3%	51.7%	37.2%	46.7%	33.2%
Somewhat familiar	401	338	63	95	306	9	86	42	264	85	158	321	80	203	118	16	64	42	38
	24.6%	28.0%	14.8%	37.0%	22.3%	36.5%	37.1%	32.7%	21.2%	22.2%	21.7%	29.8%	14.4%	33.3%	25.3%	16.2%	14.0%	15.6%	13.3%
Not that familiar	166	150	15	61	104	8	54	20	84	36	45	147	19	113	33	3	16	6	13
	10.2%	12.5%	3.6%	23.9%	7.6%	32.6%	23.1%	15.8%	6.7%	9.4%	6.1%	13.6%	3.4%	18.5%	7.2%	2.6%	3.6%	2.4%	4.4%
Don't know / unsure	1	1	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
	0.1%	0.1%	-	0.5%	-	-	0.6%	-	-	-	-	0.1%	-	-	0.3%	-	-	-	-
CHI-SQUARE SIGNIFICANCE	<---126.221---> 0*			<---116.652---> 0*		<-----146.213-----> 0*				<---5.247---> .1546*		<---158.75---> 0*		<-----230.07-----> 0*				<---14.782---> .002*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q10: How many times have you visited park or beach for daytime use in the past 3 years?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	110	94	16	110	-	15	95	-	-	-	-	92	18	60	32	1	17	6	12
	6.7%	7.8%	3.8%	42.8%	-	62.3%	40.9%	-	-	-	-	8.5%	3.3%	9.8%	6.8%	1.4%	3.7%	2.3%	4.3%
1-5 times	292	237	55	86	206	5	81	74	132	63	92	230	62	151	79	15	47	27	35
	17.9%	19.7%	12.9%	33.6%	15.0%	20.3%	34.9%	57.2%	10.6%	16.4%	12.6%	21.4%	11.2%	24.7%	17.1%	15.7%	10.2%	10.1%	12.3%
6-10 times	387	293	94	36	350	-	36	26	324	72	189	265	122	149	116	24	98	58	64
	23.7%	24.3%	22.2%	14.1%	25.5%	-	15.6%	20.3%	26.0%	19.0%	25.9%	24.6%	21.9%	24.4%	24.9%	24.8%	21.3%	21.5%	22.4%
11-15 times	230	172	58	8	222	1	7	10	212	50	122	146	84	75	71	17	67	38	46
	14.1%	14.2%	13.7%	2.9%	16.2%	2.4%	3.0%	7.5%	17.1%	13.2%	16.7%	13.5%	15.1%	12.2%	15.3%	17.4%	14.6%	14.1%	16.1%
16-20 times	154	100	54	9	145	3	6	9	136	38	83	80	74	43	37	7	67	31	43
	9.5%	8.3%	12.9%	3.5%	10.6%	13.3%	2.5%	7.0%	10.9%	10.0%	11.4%	7.4%	13.4%	7.1%	7.9%	7.1%	14.7%	11.4%	15.2%
More than 20 times	458	312	147	8	450	0	7	10	440	158	243	264	194	133	131	32	162	109	85
	28.1%	25.8%	34.6%	3.1%	32.8%	1.8%	3.2%	8.0%	35.3%	41.4%	33.4%	24.5%	35.1%	21.8%	28.1%	33.5%	35.4%	40.7%	29.8%
Don't know how many times	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	22.52	21.45	25.59	5.04	25.79	9.99	4.53	10.15	27.41	32.65	24.84	20.68	26.11	17.89	24.33	25.26	26.29	27.84	24.48
			b		D			G	FGH	K			L		N	n	N		

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q11: Have you visited any NH state parks for DAYTIME USE in the past 3 years?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	94	11	14	6	12	12	19	5	9	6	11	12	7	3	6
	7.8%	11.0%	14.0%	6.0%	12.0%	11.9%	9.5%	5.0%	4.4%	6.0%	11.0%	12.0%	6.9%	3.0%	5.7%
TOTAL ANSWERED	1113	89	86	94	88	89	182	95	196	94	89	88	94	97	99
	92.2%	89.0%	86.0%	94.0%	88.0%	88.1%	90.5%	95.0%	95.6%	94.0%	89.0%	88.0%	93.1%	97.0%	94.3%
Yes	1012	78	76	85	74	82	162	84	187	87	81	79	83	96	91
	90.9%	87.6%	88.4%	90.4%	84.1%	92.1%	89.0%	88.4%	95.4%	92.6%	91.0%	89.8%	88.3%	99.0%	91.9%
No	96	11	9	9	14	6	20	10	7	7	8	9	11	1	6
	8.6%	12.4%	10.5%	9.6%	15.9%	6.7%	11.0%	10.5%	3.6%	7.4%	9.0%	10.2%	11.7%	1.0%	6.1%
Don't know / unsure	5	-	1	-	-	1	-	1	2	-	-	-	-	-	2
	0.5%	-	1.2%	-	-	1.1%	-	1.1%	1.0%	-	-	-	-	-	2.0%
CHI-SQUARE SIGNIFICANCE	-----22.018----->											<-----.101----->		<-----5.685----->	
	.2312*											.7505*		.0583*	

Comparison Groups: BCDEFGHIJK/LM/NO
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q11: Have you visited any NH state parks for DAYTIME USE in the past 3 years?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	110	94	16	110	-	15	95	-	-	-	-	92	18	60	32	1	17	6	12
	6.7%	7.8%	3.8%	42.8%	-	62.3%	40.9%	-	-	-	-	8.5%	3.3%	9.8%	6.8%	1.4%	3.7%	2.3%	4.3%
TOTAL ANSWERED	1521	1113	408	147	1374	9	138	129	1245	382	728	985	536	551	434	95	441	262	273
	93.3%	92.2%	96.2%	57.2%	100.0%	37.7%	59.1%	100.0%	100.0%	100.0%	100.0%	91.5%	96.7%	90.2%	93.2%	98.6%	96.3%	97.7%	95.7%
Yes	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	90.4%	90.9%	88.8%	-	100.0%	-	-	100.0%	100.0%	100.0%	100.0%	90.0%	91.1%	89.7%	90.3%	90.4%	91.2%	93.3%	88.9%
No	141	96	46	141	-	7	134	-	-	-	-	94	48	52	42	9	39	17	30
	9.3%	8.6%	11.2%	96.4%	-	80.4%	97.5%	-	-	-	-	9.5%	8.9%	9.4%	9.7%	9.6%	8.8%	6.7%	11.1%
Don't know / unsure	5	5	-	5	-	2	3	-	-	-	-	5	-	5	-	-	-	-	-
	0.3%	0.5%	-	3.6%	-	19.6%	2.5%	-	-	-	-	0.5%	-	1.0%	-	-	-	-	-
CHI-SQUARE SIGNIFICANCE	<---4.218--->			<---1520.54--->		<-----1595.066----->				<-----.0----->		<---3.029--->		<-----9.499----->				<---3.214--->	
	.1213*			0*		0*				1*		.2199*		.1474*				.073*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q12: How many times have you visited any NH state parks in the past 3 years for daytime use?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-5 times	488	392	97	-	488	-	-	115	374	117	246	356	133	224	132	28	104	61	72
	35.5%	38.7%	26.7%		35.5%			88.9%	30.0%	30.5%	33.8%	40.1%	27.2%	45.2%	33.7%	32.9%	26.0%	24.9%	29.5%
6-10 times	304	232	72	-	304	-	-	7	297	83	152	213	91	118	95	10	81	43	48
	22.1%	22.9%	19.9%		22.1%			5.6%	23.8%	21.8%	20.9%	24.0%	18.6%	23.8%	24.3%	11.1%	20.2%	17.4%	19.8%
11-15 times	200	138	63	-	200	-	-	4	196	48	117	110	90	55	55	21	69	40	50
	14.6%	13.6%	17.3%		14.6%			2.9%	15.8%	12.5%	16.1%	12.4%	18.4%	11.1%	14.1%	24.5%	17.1%	16.3%	20.6%
16-20 times	98	62	36	-	98	-	-	0	97	27	57	53	45	22	30	7	38	23	23
	7.1%	6.1%	9.9%		7.1%			0.3%	7.8%	7.0%	7.9%	5.9%	9.3%	4.5%	7.8%	8.0%	9.5%	9.3%	9.3%
More than 20 times	284	189	95	-	284	-	-	3	281	108	155	155	129	76	78	20	109	79	51
	20.7%	18.7%	26.2%		20.7%			2.3%	22.6%	28.2%	21.3%	17.4%	26.5%	15.4%	20.0%	23.5%	27.1%	32.1%	20.8%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how many times	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	17.61	16.57	20.51		17.61			5.01	18.91	21.30	17.98	15.67	21.13	13.63	18.25	19.70	21.43	22.42	19.83
			b						H				L		N	n	N		

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q13: How many times have you visited any NH state parks in the past 12 months for daytime use?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	308	33	36	30	38	28	59	27	33	18	28	33	26	10	23
	25.5%	33.0%	36.0%	30.0%	38.0%	27.7%	29.4%	27.0%	16.1%	18.0%	28.0%	33.0%	25.7%	10.0%	21.9%
1-2 times	331	25	20	26	26	30	61	29	47	28	34	28	33	20	27
	27.4%	25.0%	20.0%	26.0%	26.0%	29.7%	30.3%	29.0%	22.9%	28.0%	34.0%	28.0%	32.7%	20.0%	25.7%
3-4 times	189	18	15	15	7	16	27	10	43	18	17	10	17	22	21
	15.7%	18.0%	15.0%	15.0%	7.0%	15.8%	13.4%	10.0%	21.0%	18.0%	17.0%	10.0%	16.8%	22.0%	20.0%
5-9 times	182	16	14	11	11	12	25	16	37	22	13	14	11	18	19
	15.1%	16.0%	14.0%	11.0%	11.0%	11.9%	12.4%	16.0%	18.0%	22.0%	13.0%	14.0%	10.9%	18.0%	18.1%
10+ times	197	8	15	18	18	15	29	18	45	14	8	15	14	30	15
	16.3%	8.0%	15.0%	18.0%	18.0%	14.9%	14.4%	18.0%	22.0%	14.0%	8.0%	15.0%	13.9%	30.0%	14.3%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how many times	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	6.03	3.13	6.60	7.68	8.76	5.74	4.30	9.37	7.32	4.83	4.11	4.92	3.68	9.01	5.70
			Bg		BGk	b		g	BGjK	B				o	

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q13: How many times have you visited any NH state parks in the past 12 months for daytime use?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	386	308	77	257	129	24	233	129	-	40	48	301	85	186	114	17	68	38	47
	23.6%	25.5%	18.2%	100.0%	9.4%	100.0%	100.0%	100.0%	-	10.4%	6.6%	27.9%	15.3%	30.5%	24.6%	17.9%	14.7%	14.2%	16.4%
1-2 times	421	331	90	-	421	-	-	-	421	96	223	297	124	179	118	24	99	58	65
	25.8%	27.4%	21.3%	-	30.6%	-	-	-	33.8%	25.0%	30.6%	27.6%	22.3%	29.3%	25.4%	25.1%	21.7%	21.8%	22.8%
3-4 times	271	189	82	-	271	-	-	-	271	70	151	169	102	94	75	16	86	43	59
	16.6%	15.7%	19.4%	-	19.7%	-	-	-	21.8%	18.4%	20.8%	15.7%	18.3%	15.4%	16.1%	16.3%	18.8%	16.0%	20.6%
5-9 times	262	182	80	-	262	-	-	-	262	72	144	147	115	76	71	16	99	55	59
	16.0%	15.1%	18.8%	-	19.0%	-	-	-	21.0%	18.7%	19.8%	13.6%	20.7%	12.4%	15.3%	16.3%	21.6%	20.6%	20.8%
10+ times	291	197	94	-	291	-	-	-	291	105	162	162	129	76	86	23	106	74	56
	17.9%	16.3%	22.3%	-	21.2%	-	-	-	23.4%	27.5%	22.2%	15.1%	23.3%	12.4%	18.6%	24.3%	23.1%	27.5%	19.5%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know how many times	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	6.29	6.03	7.04	0.00	7.46	0.00	0.00	0.00	8.24	10.55	6.97	5.77	7.29	5.18	6.56	6.97	7.36	7.42	7.18
					D				FGH		K								n

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q14: How many hours did you stay at the state park you visited most recently?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	Past 3		Past 12	1-2	3+
		Pop.	List				years	months							years	months			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
Less than 2 hours	71	61	9	-	71	-	-	17	54	38	23	55	15	37	18	1	14	9	7
	5.1%	6.1%	2.6%		5.1%			12.8%	4.3%	9.8%	3.1%	6.2%	3.1%	7.5%	4.7%	1.6%	3.5%	3.5%	2.8%
2-3 hours	411	344	67	-	411	-	-	40	371	138	195	321	90	189	132	19	71	46	45
	29.9%	34.0%	18.5%		29.9%			31.2%	29.8%	36.1%	26.8%	36.2%	18.5%	38.2%	33.7%	22.6%	17.6%	18.6%	18.3%
4-5 hours	416	311	105	-	416	-	-	34	381	103	225	271	145	148	123	30	116	77	68
	30.3%	30.8%	28.9%		30.3%			26.7%	30.6%	27.0%	30.9%	30.6%	29.7%	29.9%	31.4%	34.4%	28.7%	31.3%	28.1%
6-7 hours	265	174	91	-	265	-	-	20	245	61	159	147	118	82	65	19	99	66	52
	19.3%	17.2%	25.1%		19.3%			15.5%	19.7%	16.0%	21.9%	16.6%	24.2%	16.5%	16.6%	22.7%	24.5%	27.0%	21.4%
8 or more hours	211	121	90	-	211	-	-	18	194	42	126	92	119	39	53	16	103	48	71
	15.4%	12.0%	24.9%		15.4%			13.8%	15.5%	11.1%	17.2%	10.4%	24.5%	7.8%	13.6%	18.8%	25.7%	19.6%	29.4%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	4.72	4.42	5.56		4.72			3.98	4.79	4.19	4.97	4.26	5.55	4.05	4.52	5.24	5.62	5.31	5.80
			B						H		J		L		N	NO	NO		r

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q15: Including yourself, how many adults age 18 or older were in your party?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
1	188	145	44	-	188	-	-	21	168	61	103	130	58	85	45	15	43	28	30
	13.7%	14.3%	12.1%		13.7%			16.2%	13.5%	15.9%	14.1%	14.7%	12.0%	17.2%	11.5%	17.4%	10.8%	11.4%	12.5%
2	620	439	180	-	620	-	-	59	561	168	311	388	232	221	167	34	198	128	104
	45.1%	43.4%	49.8%		45.1%			45.7%	45.1%	43.9%	42.7%	43.8%	47.5%	44.6%	42.7%	39.2%	49.3%	52.1%	42.9%
3-4	379	288	91	-	379	-	-	28	351	100	210	251	128	132	119	26	102	61	67
	27.6%	28.5%	25.1%		27.6%			21.7%	28.2%	26.1%	28.9%	28.3%	26.3%	26.6%	30.4%	30.3%	25.5%	25.1%	27.6%
5+	187	139	47	-	187	-	-	21	165	54	104	117	69	57	60	11	58	28	41
	13.6%	13.8%	13.1%		13.6%			16.4%	13.3%	14.2%	14.3%	13.3%	14.2%	11.6%	15.4%	13.1%	14.4%	11.4%	16.9%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	3.55	3.51	3.66		3.55			3.78	3.52	3.94	3.41	3.33	3.94	2.97	3.80	3.94	3.94	3.60	4.29
												1			N		N		

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q16: How many children age 17 or younger were in your party?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	Past 3		Past 12	1-2	3+
		Pop.	List				years	months							years	months			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
None	614	488	126	-	614	-	-	63	551	217	271	443	171	242	201	29	142	83	88
	44.7%	48.2%	34.8%		44.7%			49.1%	44.2%	56.9%	37.2%	50.0%	35.0%	48.9%	51.4%	34.3%	35.2%	33.9%	36.2%
1	147	95	52	-	147	-	-	14	133	39	80	85	61	54	31	9	52	36	25
	10.7%	9.4%	14.3%		10.7%			10.7%	10.7%	10.2%	11.0%	9.6%	12.6%	10.9%	8.0%	10.6%	13.0%	14.8%	10.3%
2	283	206	77	-	283	-	-	24	258	61	170	173	110	95	78	18	92	57	53
	20.6%	20.3%	21.2%		20.6%			18.9%	20.7%	16.1%	23.4%	19.5%	22.5%	19.1%	20.0%	20.7%	22.9%	23.1%	21.9%
3-4	193	139	54	-	193	-	-	14	179	38	124	123	70	76	47	12	58	30	40
	14.1%	13.8%	14.9%		14.1%			11.1%	14.4%	10.0%	17.1%	13.9%	14.3%	15.4%	12.1%	14.2%	14.4%	12.4%	16.3%
5+	137	84	54	-	137	-	-	13	124	26	83	61	76	28	33	17	58	39	37
	10.0%	8.3%	14.8%		10.0%			10.2%	10.0%	6.9%	11.3%	6.9%	15.5%	5.7%	8.4%	20.3%	14.5%	15.8%	15.3%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	1.88	1.77	2.21		1.88			1.62	1.91	1.45	2.15	1.59	2.42	1.43	1.78	2.57	2.39	2.49	2.36
			b								J		L			N	No		

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q17: How many times have you visited any NH state parks in the past 12 months in the winter time?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	260	197	63	257	3	24	233	-	3	-	3	192	68	117	75	11	57	24	44
	15.9%	16.3%	14.9%	100.0%	0.2%	100.0%	100.0%		0.2%		0.4%	17.9%	12.2%	19.1%	16.2%	10.9%	12.5%	8.8%	15.4%
TOTAL ANSWERED	1371	1010	361	-	1371	-	-	129	1242	382	725	884	487	494	390	86	401	245	242
	84.1%	83.7%	85.1%		99.8%			100.0%	99.8%	100.0%	99.6%	82.1%	87.8%	80.9%	83.8%	89.1%	87.5%	91.2%	84.6%
None	858	628	230	-	858	-	-	121	738	214	457	570	289	340	230	50	239	141	148
	62.6%	62.2%	63.8%		62.6%			93.6%	59.4%	56.0%	63.1%	64.4%	59.4%	68.7%	58.9%	58.3%	59.6%	57.7%	61.1%
1 time	131	101	30	-	131	-	-	4	127	37	68	78	53	41	37	14	39	23	30
	9.6%	10.0%	8.4%		9.6%			3.1%	10.2%	9.7%	9.4%	8.8%	10.9%	8.4%	9.4%	16.1%	9.7%	9.3%	12.4%
2 times	137	104	33	-	137	-	-	2	135	28	84	88	49	46	42	7	42	32	17
	10.0%	10.3%	9.0%		10.0%			1.4%	10.9%	7.4%	11.6%	10.0%	10.0%	9.4%	10.7%	7.9%	10.4%	13.1%	6.9%
3+ times	245	177	68	-	245	-	-	2	242	103	115	149	96	67	82	15	81	49	47
	17.9%	17.5%	18.7%		17.9%			1.9%	19.5%	27.0%	15.9%	16.8%	19.8%	13.5%	21.0%	17.7%	20.2%	19.9%	19.6%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1371	1010	361	-	1371	-	-	129	1242	382	725	884	487	494	390	86	401	245	242
	1.91	1.86	2.05		1.91			0.39	2.07	2.94	1.66	1.85	2.03	1.59	2.18	2.18	1.99	2.37	1.68
								H			K								

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q18_1: Which of the following were the primary reasons for your most recent visit to a NH state park?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List					years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
Convenient/close	519	372	147	-	519	-	-	45	474	147	269	320	199	186	134	40	159	101	98
	37.8%	36.8%	40.5%		37.8%			35.0%	38.0%	38.6%	37.0%	36.1%	40.7%	37.5%	34.3%	46.4%	39.5%	41.3%	40.2%
Other park/destination not available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good value for the money	101	63	38	-	101	-	-	10	92	31	54	56	45	26	30	8	37	27	18
	7.4%	6.2%	10.6%		7.4%			7.5%	7.4%	8.0%	7.4%	6.4%	9.2%	5.3%	7.8%	9.8%	9.1%	11.1%	7.3%
Has many things to do	69	54	16	-	69	-	-	7	62	13	43	47	23	28	18	4	19	12	11
	5.1%	5.3%	4.3%		5.1%			5.4%	5.0%	3.3%	5.9%	5.3%	4.7%	5.7%	4.7%	4.4%	4.8%	4.7%	4.7%
Wanted to get away	203	168	35	-	203	-	-	19	184	66	104	156	47	91	65	9	38	21	26
	14.8%	16.6%	9.7%		14.8%			14.5%	14.8%	17.2%	14.3%	17.6%	9.7%	18.3%	16.7%	10.5%	9.5%	8.7%	10.6%
It is a family tradition	51	30	21	-	51	-	-	4	48	15	30	28	23	14	14	1	22	7	16
	3.7%	3.0%	5.8%		3.7%			2.7%	3.8%	3.8%	4.1%	3.2%	4.7%	2.9%	3.6%	0.9%	5.5%	2.8%	6.6%
To picnic	47	37	9	-	47	-	-	5	42	13	22	31	16	14	17	5	11	9	7
	3.4%	3.7%	2.6%		3.4%			3.8%	3.3%	3.3%	3.0%	3.5%	3.2%	2.8%	4.4%	5.3%	2.8%	3.5%	2.9%
To fish	41	25	16	-	41	-	-	3	38	10	23	16	25	10	6	2	22	12	13
	3.0%	2.5%	4.4%		3.0%			2.1%	3.1%	2.6%	3.2%	1.9%	5.1%	2.1%	1.6%	2.7%	5.6%	4.9%	5.3%
To boat, canoe or kayak	37	25	12	-	37	-	-	2	35	12	17	16	20	5	12	1	19	14	6
	2.7%	2.4%	3.4%		2.7%			1.3%	2.8%	3.2%	2.3%	1.9%	4.2%	1.0%	3.0%	1.6%	4.7%	5.7%	2.6%
To swim	98	75	22	-	98	-	-	7	91	19	62	72	26	39	33	1	25	12	14
	7.1%	7.5%	6.2%		7.1%			5.6%	7.3%	4.9%	8.5%	8.1%	5.4%	7.8%	8.4%	1.4%	6.2%	5.0%	5.7%
Sunbathe	18	15	3	-	18	-	-	-	18	4	12	14	4	4	10	0	3	3	0
	1.3%	1.4%	0.9%		1.3%				1.4%	1.0%	1.7%	1.6%	0.7%	0.9%	2.5%	0.5%	0.8%	1.3%	0.2%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

Survey Administered: 09/01/09 - 09/22/09

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 (Continued)

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q18_1: Which of the following were the primary reasons for your most recent visit to a NH state park?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
Visit with friends / family	106 7.7%	78 7.7%	28 7.8%	-	106 7.7%	-	-	14 10.8%	92 7.4%	22 5.7%	59 8.1%	66 7.4%	40 8.2%	37 7.4%	29 7.5%	10 11.1%	30 7.6%	17 6.8%	23 9.5%
Walk/hike	26 1.9%	21 2.0%	5 1.4%	-	26 1.9%	-	-	2 1.8%	23 1.9%	10 2.6%	12 1.6%	17 2.0%	8 1.7%	9 1.9%	8 2.1%	1 1.6%	7 1.7%	3 1.4%	5 2.0%
Outdoor sports and recreation	19 1.4%	17 1.7%	1 0.4%	-	19 1.4%	-	-	2 1.5%	17 1.4%	8 2.1%	7 0.9%	17 2.0%	1 0.3%	10 2.0%	8 2.0%	-	1 0.3%	1 0.5%	-
Other	32 2.3%	24 2.4%	8 2.1%	-	32 2.3%	-	-	6 4.3%	26 2.1%	11 2.8%	13 1.8%	21 2.4%	11 2.2%	16 3.1%	6 1.4%	3 4.0%	7 1.8%	5 2.2%	5 2.1%
None mentioned	8 0.6%	7 0.7%	1 0.2%	-	8 0.6%	-	-	4 3.5%	3 0.3%	4 0.9%	2 0.2%	7 0.8%	1 0.1%	7 1.4%	0 0.1%	-	1 0.1%	-	1 0.2%
CHI-SQUARE SIGNIFICANCE	<---34.125---> .002*			<-----0-----> 1*		<-----29.637-----> .0086*				<---20.949---> .1029*		<---52.831---> 0*		<-----91.198-----> 0*				<---14.808---> .3914*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park?
 TOTAL MENTIONED
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	195	22	24	15	26	19	39	16	18	13	19	21	18	4	14
	16.2%	22.0%	24.0%	15.0%	26.0%	18.8%	19.4%	16.0%	8.8%	13.0%	19.0%	21.0%	17.8%	4.0%	13.3%
		Ij	IJ		dhIJ	I	I	i			I				N
TOTAL ANSWERED	1012	78	76	85	74	82	162	84	187	87	81	79	83	96	91
	83.8%	78.0%	76.0%	85.0%	74.0%	81.2%	80.6%	84.0%	91.2%	87.0%	81.0%	79.0%	82.2%	96.0%	86.7%
				e				e	BCEFGhK	bCE				O	
Convenient/close	437	25	33	44	32	32	57	40	101	32	35	23	34	55	46
	43.2%	32.1%	43.4%	51.8%	43.2%	39.0%	35.2%	47.6%	54.0%	36.8%	43.2%	29.1%	41.0%	57.3%	50.5%
				BFGJ				Bg	BFGJ						
Other park/destination not available	16	3	-	2	1	1	3	2	-	3	-	1	2	-	-
	1.6%	3.8%		2.4%	1.4%	1.2%	1.9%	2.4%		3.4%		1.3%	2.4%		
Good value for the money	274	17	23	25	16	17	48	18	54	22	26	24	24	25	29
	27.1%	21.8%	30.3%	29.4%	21.6%	20.7%	29.6%	21.4%	28.9%	25.3%	32.1%	30.4%	28.9%	26.0%	31.9%
											f				
Has many things to do	273	19	14	16	18	18	48	16	58	26	25	21	27	30	28
	27.0%	24.4%	18.4%	18.8%	24.3%	22.0%	29.6%	19.0%	31.0%	29.9%	30.9%	26.6%	32.5%	31.3%	30.8%
							Cdh		CDH	cdh	cdh				
Wanted to get away	433	33	28	38	23	28	80	29	83	34	32	40	40	40	43
	42.8%	42.3%	36.8%	44.7%	31.1%	34.1%	49.4%	34.5%	44.4%	39.1%	39.5%	50.6%	48.2%	41.7%	47.3%
				e			cEFH		E						
It is a family tradition	193	7	18	19	13	13	35	18	34	14	12	17	18	16	18
	19.1%	9.0%	23.7%	22.4%	17.6%	15.9%	21.6%	21.4%	18.2%	16.1%	14.8%	21.5%	21.7%	16.7%	19.8%
			B	B			B	B	B						
To picnic	282	23	24	19	19	19	42	26	53	27	30	14	28	28	25
	27.9%	29.5%	31.6%	22.4%	25.7%	23.2%	25.9%	31.0%	28.3%	31.0%	37.0%	17.7%	33.7%	29.2%	27.5%
											Dfg		L		
To fish	119	7	6	9	12	12	20	12	25	3	8	10	10	13	12
	11.7%	9.0%	7.9%	10.6%	16.2%	14.6%	12.3%	14.3%	13.4%	3.4%	9.9%	12.7%	12.0%	13.5%	13.2%
				j	J	J	J	J	J		j				

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park?
 TOTAL MENTIONED
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
To boat, canoe or kayak	161 15.9%	10 12.8%	12 15.8%	12 14.1%	17 23.0%	15 18.3%	18 11.1%	19 22.6%	35 18.7%	11 12.6%	19 23.5%	9 11.4%	9 10.8%	18 18.8%	17 18.7%
					Gj			bGj	G		bGj				
To swim	354 35.0%	36 46.2%	23 30.3%	15 17.6%	23 31.1%	20 24.4%	63 38.9%	31 36.9%	64 34.2%	31 35.6%	34 42.0%	28 35.4%	35 42.2%	34 35.4%	30 33.0%
		CDeFi	d		D		DF	Df	Df	D	DF				
Sunbathe	249 24.6%	21 26.9%	12 15.8%	10 11.8%	8 10.8%	8 9.8%	56 34.6%	19 22.6%	48 25.7%	14 16.1%	22 27.2%	26 32.9%	30 36.1%	26 27.1%	22 24.2%
		cDEFj					CDEFHiJ	dEF	cDEFj		cDEFj				
Visit with friends / family	372 36.8%	29 37.2%	23 30.3%	17 20.0%	26 35.1%	27 32.9%	67 41.4%	31 36.9%	66 35.3%	36 41.4%	31 38.3%	29 36.7%	38 45.8%	35 36.5%	31 34.1%
		D			D	d	cD	D	D	D	D				
Walk/hike	43 4.3%	6 7.7%	9 11.8%	6 7.1%	2 2.7%	4 4.9%	4 2.5%	5 6.0%	7 3.7%	3 3.4%	3 3.7%	1 1.3%	3 3.6%	3 3.1%	4 4.4%
			EGiJk												
Outdoor sports and recreation	27 2.7%	1 1.3%	2 2.6%	6 7.1%	2 2.7%	4 4.9%	2 1.2%	3 3.6%	4 2.1%	3 3.4%	3 3.7%	-	2 2.4%	3 3.1%	1 1.1%
				bGi											
Other	38 3.7%	1 1.3%	4 5.3%	3 3.5%	3 4.1%	3 3.7%	5 3.1%	5 6.0%	8 4.3%	2 2.3%	3 3.7%	4 5.1%	1 1.2%	5 5.2%	3 3.3%
None mentioned	7 0.7%	-	1 1.3%	1 1.2%	1 1.4%	-	1 0.6%	-	1 0.5%	2 2.3%	1 1.2%	1 1.3%	-	1 1.0%	-

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent Z-Test for Percentages
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(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park?
 TOTAL MENTIONED
 Compared by Selected Demographics
 Among General Population Only

	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+	White	Hisp- anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	195	89	106	13	16	47	64	55	59	58	38	35	35	37	55	22	19	171	6	5	12
	16.2%	16.8%	15.7%	12.5%	7.9%	12.8%	18.3%	30.4%	22.2%	19.2%	11.2%	12.4%	33.0%	27.9%	15.3%	9.6%	7.5%	16.2%	12.3%	25.3%	15.9%
							Ef	DEFG	KL	KL			OPQ	OPQ	pQ						
TOTAL ANSWERED	1012	442	570	92	188	323	283	125	206	246	302	246	72	97	303	206	239	886	46	15	65
	83.8%	83.2%	84.3%	87.5%	92.1%	87.2%	81.7%	69.6%	77.8%	80.8%	88.8%	87.6%	67.0%	72.1%	84.7%	90.4%	92.5%	83.8%	87.7%	74.7%	84.1%
				H	GH	gH	H				IJ	Ij			MN	MNo	MNO				
Convenient/close	437	186	251	37	89	145	116	50	87	103	130	110	24	48	133	80	95	377	31	3	26
	43.2%	42.1%	44.0%	40.0%	47.4%	44.9%	41.0%	39.7%	42.4%	42.0%	43.0%	44.8%	33.6%	49.4%	44.0%	38.6%	39.7%	42.5%	66.1%	20.8%	40.1%
													m					RTU			
Other park/destination not available	16	7	9	4	3	3	5	1	3	6	5	2	3	2	3	6	1	11	4	-	1
	1.6%	1.5%	1.6%	4.3%	1.4%	0.9%	1.8%	1.1%	1.4%	2.3%	1.7%	0.8%	3.5%	2.6%	0.9%	3.0%	0.5%	1.2%	7.9%	r	2.1%
													q								
Good value for the money	274	109	165	22	66	93	61	33	56	66	84	67	20	28	82	58	62	241	10	2	21
	27.1%	24.7%	29.0%	23.5%	35.2%	28.7%	21.6%	26.1%	27.0%	26.7%	27.8%	27.5%	27.5%	29.2%	27.0%	28.3%	25.8%	27.2%	22.2%	15.6%	32.4%
					dG	g															
Has many things to do	273	115	158	25	64	89	62	33	57	59	87	69	14	24	87	57	73	233	13	4	24
	27.0%	26.0%	27.8%	26.7%	34.0%	27.6%	22.0%	26.6%	27.5%	23.9%	28.8%	28.3%	20.0%	25.0%	28.7%	27.6%	30.4%	26.3%	27.7%	25.0%	36.5%
					G											m					
Wanted to get away	433	177	257	42	83	129	123	57	98	113	113	106	36	45	122	100	89	382	12	5	34
	42.8%	40.0%	45.0%	45.4%	43.9%	39.9%	43.3%	45.6%	47.5%	45.8%	37.6%	43.1%	49.8%	46.5%	40.2%	48.4%	37.4%	43.2%	25.9%	32.1%	52.8%
									K	k			q			Q		S			S
It is a family tradition	193	63	131	12	46	69	41	26	36	51	63	43	11	20	62	44	44	167	6	1	19
	19.1%	14.2%	22.9%	12.6%	24.6%	21.3%	14.3%	20.8%	17.4%	20.6%	21.0%	17.6%	15.7%	20.3%	20.5%	21.5%	18.5%	18.9%	13.5%	9.4%	28.5%
			B		DG	dG															st
To picnic	282	111	171	23	53	95	68	44	68	62	94	53	20	19	103	51	58	239	16	4	23
	27.9%	25.1%	30.0%	25.3%	27.9%	29.3%	23.9%	34.9%	32.9%	25.4%	31.1%	21.5%	27.6%	19.7%	33.9%	24.6%	24.1%	27.0%	34.2%	25.0%	35.4%
								G	L		L				NPQ						
To fish	119	69	50	13	22	45	27	12	38	35	31	12	8	11	42	23	22	97	5	2	14
	11.7%	15.6%	8.7%	14.5%	11.6%	13.8%	9.6%	9.2%	18.5%	14.2%	10.1%	4.8%	11.0%	11.2%	13.9%	11.0%	9.3%	11.0%	10.2%	14.7%	21.8%
		C							KL	L	L										Rs

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

Table Q18_T Page 44
 (Continued)

RKM RESEARCH AND COMMUNICATIONS, INC. (New Hampshire State Parks: 2009 State Park Utilization Survey)

Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park?
 TOTAL MENTIONED
 Compared by Selected Demographics
 Among General Population Only

	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+	White	Hisp- anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
To boat, canoe or kayak	161 15.9%	85 19.3%	76 13.3%	20 21.6%	24 12.9%	56 17.4%	42 14.8%	19 15.1%	32 15.7%	34 14.0%	52 17.4%	39 15.8%	5 7.3%	16 16.4%	47 15.7%	36 17.6%	43 18.1%	143 16.1%	6 13.3%	1 9.4%	11 16.5%
			C											m	M	M	M				
To swim	354 35.0%	124 28.0%	230 40.4%	40 43.3%	85 45.0%	113 35.1%	81 28.6%	35 27.8%	79 38.3%	88 35.8%	99 32.9%	85 34.5%	27 38.2%	26 27.1%	107 35.2%	79 38.3%	82 34.5%	307 34.6%	15 31.5%	4 25.3%	29 44.4%
			B	GH	FGH											n					
Sunbathe	249 24.6%	86 19.3%	164 28.8%	23 25.0%	44 23.3%	94 29.1%	58 20.4%	31 24.8%	53 25.6%	63 25.8%	76 25.1%	56 22.6%	16 22.1%	19 19.6%	77 25.4%	61 29.8%	52 21.6%	212 24.0%	10 20.9%	4 25.3%	24 36.3%
			B			G									nq		r				
Visit with friends / family	372 36.8%	133 30.1%	239 42.0%	37 40.3%	72 38.4%	122 37.9%	92 32.3%	49 39.0%	77 37.3%	90 36.5%	113 37.4%	89 36.1%	27 38.2%	33 34.2%	115 38.1%	86 41.5%	77 32.1%	323 36.5%	11 23.8%	5 34.3%	33 50.3%
			B												q		rS				
Walk/hike	43 4.3%	13 3.1%	30 5.2%	4 3.9%	10 5.5%	14 4.2%	9 3.2%	6 5.2%	7 3.2%	5 2.2%	16 5.4%	14 5.7%	4 5.0%	4 3.9%	11 3.5%	8 4.0%	13 5.5%	40 4.5%	1 1.2%	2 14.7%	1 1.1%
																	u				
Outdoor sports and recreation	27 2.7%	19 4.2%	8 1.5%	4 4.0%	2 1.3%	6 1.8%	11 3.7%	5 3.6%	6 2.8%	3 1.4%	7 2.4%	9 3.8%	1 1.1%	1 1.5%	10 3.4%	4 2.2%	7 3.0%	24 2.7%	2 4.5%	-	1 1.1%
			C																		
Other	38 3.7%	12 2.6%	26 4.6%	3 3.5%	5 2.9%	12 3.7%	9 3.1%	8 6.5%	8 3.9%	9 3.6%	12 3.8%	9 3.8%	7 9.9%	1 1.5%	12 3.9%	3 1.6%	12 4.9%	34 3.8%	2 5.3%	-	1 2.0%
									nP							p					
None mentioned	7 0.7%	5 1.1%	3 0.4%	-	0 0.2%	2 0.8%	4 1.4%	0 0.3%	2 0.8%	-	3 1.0%	3 1.1%	2 2.6%	-	2 0.6%	0 0.2%	2 1.0%	7 0.7%	-	1 4.9%	-

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Pop.	Campers List	No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
												M		pQ					r
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
												L	L	N	n	N	N	s	s
Convenient/close	601	437	164	-	601	-	-	50	551	173	307	371	229	211	160	46	183	115	115
	43.7%	43.2%	45.2%		43.7%			38.8%	44.2%	45.3%	42.2%	41.9%	47.0%	42.7%	40.9%	53.5%	45.6%	46.8%	47.2%
																o			
Other park/destination not available	27	16	11	-	27	-	-	3	24	7	17	14	12	12	3	3	9	5	8
	1.9%	1.6%	3.0%		1.9%			2.3%	1.9%	2.0%	2.3%	1.6%	2.5%	2.3%	0.6%	3.7%	2.3%	2.0%	3.1%
														o					
Good value for the money	424	274	150	-	424	-	-	34	391	110	238	232	192	128	104	36	156	95	98
	30.9%	27.1%	41.4%		30.9%			26.2%	31.4%	28.9%	32.7%	26.2%	39.5%	25.9%	26.5%	42.4%	38.8%	38.7%	40.2%
			B									L	L	NO	NO	NO	NO		
Has many things to do	387	273	114	-	387	-	-	26	361	92	221	227	160	128	100	24	136	73	87
	28.2%	27.0%	31.5%		28.2%			20.4%	29.0%	24.2%	30.4%	25.7%	32.8%	25.9%	25.4%	27.4%	33.9%	29.8%	35.7%
									H		J	L	L			NO	NO		
Wanted to get away	588	433	154	-	588	-	-	54	534	165	311	380	208	217	163	34	174	98	110
	42.8%	42.8%	42.6%		42.8%			41.6%	42.9%	43.2%	42.7%	42.8%	42.6%	43.9%	41.6%	39.7%	43.3%	39.9%	45.4%
It is a family tradition	323	193	129	-	323	-	-	21	302	74	199	157	166	92	65	27	139	72	94
	23.5%	19.1%	35.7%		23.5%			16.4%	24.2%	19.3%	27.3%	17.7%	34.0%	18.5%	16.7%	31.0%	34.7%	29.3%	38.8%
			B						H		J	L	L	NO	NO	NO	NO		r
To picnic	412	282	129	-	412	-	-	37	375	78	247	238	173	126	113	27	146	82	91
	30.0%	27.9%	35.8%		30.0%			28.6%	30.1%	20.4%	33.9%	26.9%	35.5%	25.4%	28.8%	31.6%	36.3%	33.4%	37.5%
			B								J	L	L			NO			
To fish	212	119	93	-	212	-	-	10	202	47	127	85	127	38	47	16	111	59	68
	15.4%	11.7%	25.8%		15.4%			7.7%	16.2%	12.3%	17.5%	9.6%	26.1%	7.7%	11.9%	18.3%	27.7%	24.1%	28.0%
			B						H		J	L	L	n	N	NO			

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
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Table Q18_T Page 46
 (Continued)

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q18_T: Which of the following were the primary reasons for your most recent visit to a NH state park?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List					years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
To boat, canoe or kayak	278 20.2%	161 15.9%	116 32.2% B	-	278 20.2%	-	-	7 5.8%	270 21.7% H	69 18.2%	149 20.5%	112 12.6%	166 34.0% L	47 9.5%	65 16.6% N	15 18.0%	150 37.4% NOP	82 33.4%	84 34.5%
To swim	520 37.9%	354 35.0%	166 46.0% B	-	520 37.9%	-	-	39 30.6%	481 38.6% h	113 29.5%	315 43.2% J	302 34.1%	218 44.8% L	168 34.1%	133 34.1%	33 37.9%	186 46.2% NO	106 43.4%	112 46.2%
Sunbathe	356 25.9%	249 24.6%	107 29.5%	-	356 25.9%	-	-	19 15.1%	337 27.1% H	78 20.4%	221 30.3% J	213 24.1%	143 29.3% l	118 23.9%	95 24.3%	22 25.3%	121 30.1% n	78 32.1%	64 26.5%
Visit with friends / family	498 36.2%	372 36.8%	126 34.7%	-	498 36.2%	-	-	39 30.0%	459 36.9%	111 28.9%	290 39.9% J	304 34.4%	193 39.6%	162 32.7%	143 36.5%	41 47.6% N	153 37.9%	92 37.4%	102 41.9%
Walk/hike	63 4.6%	43 4.3%	20 5.5%	-	63 4.6%	-	-	4 2.9%	60 4.8%	24 6.3%	31 4.3%	37 4.2%	26 5.4%	16 3.3%	20 5.2%	11 12.4% NoQ	16 3.9%	18 7.2%	9 3.6%
Outdoor sports and recreation	29 2.1%	27 2.7% C	2 0.5%	-	29 2.1%	-	-	3 2.1%	26 2.1%	14 3.8% K	8 1.2%	27 3.0% M	2 0.4%	17 3.5% Q	9 2.4% q	-	2 0.5%	2 0.7%	0 0.2%
Other	49 3.6%	38 3.7%	11 3.2%	-	49 3.6%	-	-	6 4.3%	44 3.5%	12 3.3%	23 3.2%	32 3.6%	18 3.6%	20 4.0%	12 3.0%	4 4.8%	13 3.3%	8 3.2%	10 4.0%
None mentioned	8 0.6%	7 0.7%	1 0.2%	-	8 0.6%	-	-	4 3.5% i	3 0.3%	4 0.9%	2 0.2%	7 0.8%	1 0.1%	7 1.4% oq	0 0.1%	-	1 0.1%	-	1 0.2%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q19: Did you picnic the most recent time you visited a NH state park?
 Compared by Selected Demographics
 Among General Population Only

	GENDER			AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY			
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K- \$49K	\$50K- \$74K	\$75K- \$99K	\$100K+	White	Hisp- anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	195	89	106	13	16	47	64	55	59	58	38	35	35	37	55	22	19	171	6	5	12
	16.2%	16.8%	15.7%	12.5%	7.9%	12.8%	18.3%	30.4%	22.2%	19.2%	11.2%	12.4%	33.0%	27.9%	15.3%	9.6%	7.5%	16.2%	12.3%	25.3%	15.9%
TOTAL ANSWERED	1012	442	570	92	188	323	283	125	206	246	302	246	72	97	303	206	239	886	46	15	65
	83.8%	83.2%	84.3%	87.5%	92.1%	87.2%	81.7%	69.6%	77.8%	80.8%	88.8%	87.6%	67.0%	72.1%	84.7%	90.4%	92.5%	83.8%	87.7%	74.7%	84.1%
Yes	566	209	357	54	122	183	143	64	140	141	167	112	34	51	176	131	123	489	25	9	42
	55.9%	47.2%	62.7%	58.8%	64.6%	56.6%	50.4%	51.3%	67.8%	57.4%	55.3%	45.6%	47.2%	52.5%	58.2%	63.3%	51.6%	55.2%	53.8%	63.9%	65.0%
No	443	232	211	38	65	139	140	60	65	104	133	134	38	45	125	74	116	393	21	5	23
	43.7%	52.4%	37.0%	41.2%	34.6%	43.0%	49.6%	48.2%	31.6%	42.5%	44.1%	54.4%	52.8%	46.3%	41.4%	36.1%	48.4%	44.4%	46.2%	36.1%	35.0%
Don't know / unsure	3	2	2	-	2	1	-	1	1	0	2	-	-	1	1	1	-	3	-	-	-
	0.3%	0.3%	0.3%		0.8%	0.3%		0.6%	0.5%	0.2%	0.6%			1.2%	0.4%	0.5%		0.4%			
CHI-SQUARE SIGNIFICANCE	<---24.258-->			<-----14.007----->					<-----25.474----->				<-----13.024----->					<-----3.184----->			
	0*			.0816*					.0003*				.111*					.7854*			

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q19: Did you picnic the most recent time you visited a NH state park?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List					years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
Yes	821	566	255	-	821	-	-	64	757	168	502	477	344	261	216	52	293	166	178
	59.8%	55.9%	70.5%		59.8%			49.6%	60.8%	44.0%	68.9%	53.8%	70.6%	52.8%	55.1%	60.2%	72.8%	67.8%	73.4%
No	549	443	107	-	549	-	-	64	485	213	225	408	141	233	175	32	109	78	64
	40.0%	43.7%	29.5%		40.0%			49.8%	39.0%	55.7%	30.9%	46.1%	29.0%	47.2%	44.6%	37.2%	27.2%	31.8%	26.1%
Don't know / unsure	3	3	-	-	3	-	-	1	3	1	2	1	2	-	1	2	-	1	1
	0.2%	0.3%			0.2%			0.5%	0.2%	0.3%	0.2%	0.1%	0.5%		0.3%	2.6%		0.5%	0.5%
CHI-SQUARE SIGNIFICANCE	<---24.141--->			<-----.0----->		<-----6.434----->				<---64.891--->		<---39.289--->		<-----64.005----->				<---1.906--->	
	0*			1*		.0401*				0*		0*		0*				.3856*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q20: Do you recall the cost of the entrance fee to the NH state park you visited most recently for daytime use?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	Past 3		Past 12	1-2	3+
		Pop.	List				years	months							years	months			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
None / free	382	318	64	-	382	-	-	40	343	382	-	291	91	146	145	20	71	47	44
	27.8%	31.5%	17.7%		27.8%			30.7%	27.5%	100.0%		32.8%	18.7%	29.6%	37.0%	23.3%	17.7%	19.4%	18.0%
\$5 or less	454	311	143	-	454	-	-	38	416	-	454	265	189	166	99	34	155	87	102
	33.0%	30.7%	39.5%		33.0%			29.2%	33.4%		62.3%	29.9%	38.7%	33.6%	25.2%	39.1%	38.7%	35.6%	41.9%
\$6-\$10	170	119	51	-	170	-	-	8	162	-	170	104	66	53	50	4	63	30	37
	12.4%	11.8%	14.0%		12.4%			6.5%	13.0%		23.3%	11.7%	13.6%	10.8%	12.8%	4.4%	15.6%	12.1%	15.1%
\$11-\$15	76	54	22	-	76	-	-	-	76	-	76	46	31	29	16	7	23	25	6
	5.5%	5.3%	6.1%		5.5%				6.1%		10.5%	5.2%	6.3%	6.0%	4.1%	8.7%	5.7%	10.1%	2.3%
More than \$15	28	18	10	-	28	-	-	2	26	-	28	13	15	4	9	2	13	4	10
	2.0%	1.7%	2.8%		2.0%			1.7%	2.1%		3.8%	1.5%	3.0%	0.8%	2.4%	2.1%	3.2%	1.8%	4.2%
Don't recall how much	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / unsure	264	192	72	-	264	-	-	41	223	-	-	168	96	95	73	19	77	51	45
	19.2%	19.0%	19.8%		19.2%			31.9%	17.9%			18.9%	19.7%	19.2%	18.6%	22.3%	19.2%	21.0%	18.4%
MEAN	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	22.60	22.08	24.03		22.60			33.63	21.45	0.00	6.78	21.90	23.86	22.24	21.47	25.73	23.46	25.12	22.59
								I			J								

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q21: How would you describe the cost you paid to visit the NH state park you visited most recently?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
TOTAL ANSWERED	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
A very good value	703	523	180	-	703	-	-	60	643	290	318	459	244	249	210	43	201	116	128
	51.2%	51.7%	49.7%		51.2%			46.5%	51.7%	75.9%	43.7%	51.8%	50.0%	50.4%	53.5%	49.8%	50.1%	47.4%	52.7%
An above average value	180	128	52	-	180	-	-	5	176	40	107	105	75	50	56	13	62	37	38
	13.1%	12.6%	14.5%		13.1%			3.6%	14.1%	10.4%	14.7%	11.9%	15.4%	10.1%	14.2%	15.1%	15.5%	15.0%	15.8%
An average value	299	206	93	-	299	-	-	32	267	17	239	184	115	114	69	12	104	63	52
	21.8%	20.3%	25.7%		21.8%			25.0%	21.4%	4.3%	32.9%	20.7%	23.6%	23.1%	17.7%	13.4%	25.8%	25.7%	21.4%
A below average value	24	14	10	-	24	-	-	-	24	2	22	10	14	5	5	4	10	9	5
	1.7%	1.4%	2.6%		1.7%				1.9%	0.4%	3.0%	1.1%	2.8%	1.0%	1.3%	5.0%	2.4%	3.5%	2.2%
A very poor value	17	13	4	-	17	-	-	-	17	2	13	11	5	7	4	1	4	1	4
	1.2%	1.3%	1.1%		1.2%				1.3%	0.6%	1.8%	1.3%	1.1%	1.5%	1.1%	1.6%	1.0%	0.5%	1.7%
Don't know / unsure	151	128	23	-	151	-	-	32	119	32	29	117	34	69	48	13	21	19	15
	11.0%	12.7%	6.4%		11.0%			24.9%	9.6%	8.3%	4.0%	13.2%	7.0%	13.9%	12.2%	15.2%	5.3%	7.8%	6.2%
CHI-SQUARE SIGNIFICANCE	<-----16.322----->			<-----0----->		<-----40.269----->				<-----158.575----->		<-----20.601----->		<-----42.114----->				<-----4.353----->	
	.006			1*		0*				0		.001		.0002				.4999	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q22_51: If the cost of visiting a NH state park were increased by \$1, how likely is it that you would reduce your use of any NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
\$1 INCREASE	526	375	151	85	441	9	76	48	392	130	231	330	195	199	132	35	160	90	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	71.3%	28.7%	16.2%	83.8%	1.8%	14.4%	9.2%	74.6%	24.8%	44.0%	62.9%	37.1%	37.8%	25.0%	6.7%	30.5%	17.1%	20.0%
NO ANSWER	85	64	21	85	-	9	76	-	-	-	-	63	23	44	19	5	18	10	13
	16.2%	17.1%	14.1%	100.0%	-	100.0%	100.0%	-	-	-	-	18.9%	11.6%	22.1%	14.2%	14.3%	11.0%	10.9%	12.1%
TOTAL ANSWERED	441	311	130	-	441	-	-	48	392	130	231	268	173	155	113	30	143	80	93
	83.8%	82.9%	85.9%	-	100.0%	-	-	100.0%	100.0%	100.0%	100.0%	81.1%	88.4%	77.9%	85.8%	85.7%	89.0%	89.1%	87.9%
Definitely would reduce	9	6	3	-	9	-	-	-	9	6	2	6	3	3	3	-	3	1	2
	2.1%	2.0%	2.3%	-	2.1%	-	-	-	2.4%	4.5%	1.0%	2.4%	1.7%	2.1%	2.7%	-	2.1%	1.4%	2.0%
Probably would	20	15	5	-	20	-	-	1	20	6	11	12	9	4	8	3	5	2	7
	4.6%	4.7%	4.2%	-	4.6%	-	-	1.2%	5.0%	4.5%	4.6%	4.3%	5.0%	2.5%	6.8%	10.5%	3.8%	2.3%	7.3%
Probably would not	121	89	31	-	121	-	-	11	110	30	78	74	46	41	33	6	40	29	17
	27.4%	28.7%	24.3%	-	27.4%	-	-	23.4%	27.9%	23.0%	33.7%	27.8%	26.9%	26.8%	29.1%	21.0%	28.1%	36.5%	18.6%
Definitely would not	283	194	90	-	283	-	-	36	247	85	139	169	115	101	68	21	94	48	67
	64.3%	62.3%	69.3%	-	64.3%	-	-	74.6%	63.1%	64.9%	60.0%	63.0%	66.4%	64.9%	60.3%	68.5%	66.0%	59.9%	72.1%
Don't know / unsure / depends	7	7	-	-	7	-	-	0	7	4	2	7	-	6	1	-	-	-	-
	1.6%	2.2%	-	-	1.6%	-	-	0.8%	1.7%	3.1%	0.8%	2.6%	-	3.7%	1.1%	-	-	-	-
CHI-SQUARE SIGNIFICANCE	<---4.333--->			<-----0----->		<-----3.929----->				<-----10.955--->		<-----5.009--->		<-----14.415----->				<-----8.291----->	
	.3628*			1*		.4156*				.0271*		.2864*		.275*				.0404*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q22_52: If the cost of visiting a NH state park were increased by \$2, how likely is it that you would reduce your use of any NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
\$1 INCREASE	538	399	139	81	456	4	77	33	423	109	249	359	178	217	142	34	144	88	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.2%	25.8%	15.1%	84.9%	0.7%	14.4%	6.2%	78.7%	20.3%	46.4%	66.8%	33.2%	40.5%	26.4%	6.4%	26.8%	16.3%	16.8%
NO ANSWER	81	59	22	81	-	4	77	-	-	-	-	57	24	40	18	4	20	6	17
	15.1%	14.9%	15.8%	100.0%		100.0%	100.0%					16.0%	13.3%	18.2%	12.5%	12.2%	13.6%	7.1%	19.3%
TOTAL ANSWERED	456	339	117	-	456	-	-	33	423	109	249	302	155	178	124	30	125	82	73
	84.9%	85.1%	84.2%		100.0%			100.0%	100.0%	100.0%	100.0%	84.0%	86.7%	81.8%	87.5%	87.8%	86.4%	92.9%	80.7%
Definitely would reduce	18	14	4	-	18	-	-	0	17	7	8	10	8	6	4	2	6	1	6
	3.9%	4.1%	3.3%		3.9%			0.9%	4.1%	6.2%	3.2%	3.3%	5.0%	3.6%	2.9%	7.0%	4.5%	1.7%	8.7%
Probably would	50	29	21	-	50	-	-	2	48	7	38	26	23	13	13	7	16	12	12
	10.9%	8.6%	17.6%		10.9%			6.1%	11.3%	6.3%	15.1%	8.7%	15.1%	7.3%	10.8%	24.8%	12.8%	14.6%	15.8%
Probably would not	170	130	39	-	170	-	-	12	158	37	98	119	50	69	51	10	40	25	26
	37.2%	38.4%	33.7%		37.2%			36.3%	37.2%	33.8%	39.4%	39.5%	32.6%	38.5%	41.0%	34.0%	32.2%	30.1%	35.3%
Definitely would not	199	152	47	-	199	-	-	14	185	50	98	133	66	82	51	7	59	39	27
	43.6%	44.7%	40.4%		43.6%			42.0%	43.7%	46.1%	39.2%	44.0%	42.7%	46.1%	41.1%	23.5%	47.3%	48.1%	36.6%
Don't know / unsure / depends	20	15	6	-	20	-	-	5	16	8	8	13	7	8	5	3	4	5	3
	4.5%	4.3%	5.0%		4.5%			14.8%	3.7%	7.6%	3.1%	4.4%	4.7%	4.5%	4.3%	10.6%	3.2%	5.5%	3.7%
CHI-SQUARE SIGNIFICANCE	<---7.668--->			<-----0----->		<-----10.158----->				<---11.419--->		<---5.975--->		<-----17.171----->				<---5.579--->	
	.1045			1*		.0378*				.0222		.201		.1433*				.2328*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q22_53: If the cost of visiting a NH state park were increased by \$3, how likely is it that you would reduce your use of any NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		years	months					years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
\$3 INCREASE	567	433	134	90	477	11	80	47	430	143	247	387	180	195	192	27	154	91	90
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	76.4%	23.6%	15.9%	84.1%	1.9%	14.0%	8.3%	75.7%	25.2%	43.6%	68.2%	31.8%	34.4%	33.8%	4.7%	27.1%	16.0%	15.8%
NO ANSWER	90	72	18	90	-	11	80	-	-	-	-	70	20	33	37	1	19	8	12
	15.9%	16.6%	13.8%	100.0%	-	100.0%	100.0%	-	-	-	-	18.2%	11.0%	17.0%	19.4%	5.0%	12.1%	8.3%	13.8%
TOTAL ANSWERED	477	362	115	-	477	-	-	47	430	143	247	316	161	162	155	26	135	83	77
	84.1%	83.4%	86.2%	-	100.0%	-	-	100.0%	100.0%	100.0%	100.0%	81.8%	89.0%	83.0%	80.6%	95.0%	87.9%	91.7%	86.2%
Definitely would reduce	72	55	18	-	72	-	-	6	67	16	45	49	24	28	20	5	19	7	16
	15.2%	15.1%	15.3%	-	15.2%	-	-	11.9%	15.5%	11.4%	18.0%	15.4%	14.8%	17.6%	13.0%	18.9%	14.0%	9.0%	21.0%
Probably would	104	76	28	-	104	-	-	14	90	32	60	70	34	31	39	3	31	21	14
	21.8%	20.9%	24.5%	-	21.8%	-	-	30.1%	20.9%	22.4%	24.2%	22.0%	21.4%	19.1%	25.0%	12.4%	23.1%	24.9%	17.7%
Probably would not	170	131	39	-	170	-	-	14	156	43	89	111	59	55	56	10	50	37	23
	35.7%	36.3%	33.8%	-	35.7%	-	-	30.2%	36.3%	30.3%	35.8%	35.1%	37.0%	34.1%	36.2%	37.9%	36.8%	44.1%	29.3%
Definitely would not	115	86	29	-	115	-	-	12	103	42	50	77	38	43	34	4	34	15	23
	24.1%	23.9%	24.7%	-	24.1%	-	-	25.0%	24.0%	29.6%	20.4%	24.4%	23.5%	26.8%	21.9%	14.0%	25.3%	17.8%	29.7%
Don't know / unsure / depends	15	14	2	-	15	-	-	1	14	9	4	10	5	4	6	4	1	4	2
	3.2%	3.8%	1.6%	-	3.2%	-	-	2.8%	3.3%	6.4%	1.5%	3.2%	3.4%	2.5%	3.8%	16.8%	0.8%	4.3%	2.4%
CHI-SQUARE SIGNIFICANCE	<---1.987--->			<-----0----->		<-----2.554----->				<---13.146--->		<---.198--->		<-----23.425----->				<---10.146--->	
	.7381			1*		.635*				.0106		.9954		.0243*				.038	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q23: Have you ever visited a NH state park?
 Compared by Selected Characteristics
 Among General Population Only

	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	TOTAL	Extremely important	Very important	Mod/smwht /not imp.	Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Moderately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.2%	38.2%	6.3%	19.5%	39.9%	28.0%	12.5%	26.1%	43.6%	22.4%	8.0%	63.9%	36.1%
NO ANSWER	1012	596	368	48	221	436	260	94	273	442	228	69	618	394
	83.8%	89.5%	79.8%	63.5%	94.0%	90.6%	77.0%	62.5%	86.6%	84.0%	84.6%	72.0%	80.1%	90.4%
TOTAL ANSWERED	195	70	93	28	14	45	78	56	42	84	41	27	153	42
	16.2%	10.5%	20.2%	36.5%	6.0%	9.4%	23.0%	37.5%	13.4%	16.0%	15.4%	28.0%	19.9%	9.6%
Yes	178	66	85	24	14	43	72	49	40	75	38	25	141	37
	91.5%	94.0%	91.4%	85.9%	97.2%	94.1%	92.7%	86.2%	95.0%	89.1%	91.5%	93.7%	92.2%	89.0%
No	14	4	7	3	0	1	6	7	2	7	4	2	11	3
	7.4%	6.0%	7.1%	11.6%	2.8%	3.0%	7.3%	12.5%	5.0%	8.5%	8.5%	6.3%	7.3%	7.8%
Don't know / unsure	2	-	1	1	-	1	-	1	-	2	-	-	1	1
	1.0%		1.4%	2.5%		2.9%		1.3%		2.4%			0.5%	3.2%
CHI-SQUARE SIGNIFICANCE		<-----2.417----->			<-----6.357----->				<-----3.358----->				<-----2.39----->	
		.6595*			.3844*				.7628*				.3027*	

Comparison Groups: BCD/EFGH/IJKL/MN

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q23: Have you ever visited a NH state park?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List					years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
TOTAL ANSWERED	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
Yes	233	178	54	233	-	-	233	-	-	-	-	174	59	103	71	9	50	19	40
	90.7%	91.5%	88.1%	90.7%			100.0%					91.3%	88.9%	88.5%	95.7%	87.3%	89.2%	80.6%	93.6%
No	22	14	7	22	-	22	-	-	-	-	-	14	7	11	3	1	6	5	3
	8.5%	7.4%	11.9%	8.5%		91.4%						7.6%	11.1%	9.7%	4.3%	12.7%	10.8%	19.4%	6.4%
Don't know / unsure	2	2	-	2	-	2	-	-	-	-	-	2	-	2	-	-	-	-	-
	0.8%	1.0%		0.8%		8.6%						1.1%		1.7%					
CHI-SQUARE SIGNIFICANCE	<-----1.797----->			<-----.0----->		<-----256.624----->				<-----.0----->		<-----1.426----->		<-----5.052----->				<-----2.587----->	
	.4073*			1*		0*				1*		.4901*		.5372*				.1077*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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Table Q24_1 Page 56

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_1: What is the primary reason why you have not visited a NH state park in the past 3 years?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List					years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
												L	L			n	N	s	s
TOTAL ANSWERED	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
												M		pQ				r	r
No time / too busy	43	35	8	43	-	2	41	-	-	-	-	33	10	23	11	2	8	7	3
	16.7%	18.0%	12.7%	16.7%		7.6%	17.6%					17.5%	14.6%	19.3%	14.6%	17.4%	14.0%	28.3%	6.9%
																		s	s
Prefer other activities / destinations	54	30	24	54	-	5	49	-	-	-	-	30	24	15	15	2	22	5	19
	21.0%	15.4%	38.8%	21.0%		21.8%	21.0%					15.8%	36.1%	13.3%	19.8%	22.2%	38.8%	19.4%	45.4%
			B									L	L				NO	r	r
Health problems / concerns / limitations	27	26	1	27	-	0	27	-	-	-	-	26	1	13	14	-	1	-	1
	10.7%	13.5%	1.8%	10.7%		1.2%	11.7%					13.8%	1.7%	10.9%	18.5%		2.0%		2.6%
			C				F					M		Q	Q				
Do not like parks	17	17	-	17	-	4	13	-	-	-	-	17	-	13	4	-	-	-	-
	6.7%	8.9%		6.7%		16.6%	5.7%					9.1%		11.4%	5.4%				
Not familiar w/ NH state parks	15	14	1	15	-	3	12	-	-	-	-	14	1	9	5	-	1	-	1
	5.7%	6.9%	1.8%	5.7%		12.0%	5.1%					7.1%	1.7%	7.5%	6.4%		2.0%		2.6%
			c									m							
Too expensive	9	7	2	9	-	-	9	-	-	-	-	7	2	2	5	-	2	-	2
	3.5%	3.6%	3.0%	3.5%			3.8%					3.7%	2.8%	1.7%	6.9%		3.3%		4.3%
No children / occasion to go for	11	9	3	11	-	-	11	-	-	-	-	9	3	4	4	-	3	-	3
	4.3%	4.4%	4.1%	4.3%			4.8%					4.5%	3.8%	3.7%	5.7%		4.6%		6.0%
Do not like the outdoors	4	4	1	4	-	-	4	-	-	-	-	4	1	2	2	-	1	1	-
	1.7%	1.9%	0.9%	1.7%			1.8%					2.0%	0.8%	1.8%	2.2%		1.0%	2.4%	
Do not like bugs	2	2	-	2	-	-	2	-	-	-	-	2	-	2	1	-	-	-	-
	0.9%	1.2%		0.9%			1.0%					1.3%		1.6%	0.8%				

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
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Table Q24_1 Page 57
 (Continued)

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_1: What is the primary reason why you have not visited a NH state park in the past 3 years?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.	List																
Do not like NH state parks	1 0.3%	1 0.4%	-	1 0.3%	-	-	1 0.3%	-	-	-	-	1 0.4%	-	0 0.3%	0 0.5%	-	-	-	-
Other	35 13.8%	24 12.3%	11 18.4%	35 13.8%	-	7 27.3%	29 12.4%	-	-	-	-	24 12.6%	11 17.1%	16 13.3%	8 11.4%	4 40.7%	7 12.7%	5 21.2%	6 14.9%
No reason	6 2.5%	4 1.9%	3 4.3%	6 2.5%	-	-	6 2.7%	-	-	-	-	4 1.9%	3 4.0%	2 1.6%	2 2.5%	-	3 4.8%	1 3.5%	2 4.3%
Don't know / unsure	31 12.2%	23 11.6%	9 14.1%	31 12.2%	-	3 13.5%	28 12.0%	-	-	-	-	20 10.4%	11 17.3%	16 13.6%	4 5.3%	2 19.7%	9 16.9%	6 25.3%	5 12.9%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
 TOTAL MENTIONED
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	1012	78	76	85	74	82	162	84	187	87	81	79	83	96	91
	83.8%	78.0%	76.0%	85.0%	74.0%	81.2%	80.6%	84.0%	91.2%	87.0%	81.0%	79.0%	82.2%	96.0%	86.7%
				e				e	BCEFGhK	bCE				O	
TOTAL ANSWERED	195	22	24	15	26	19	39	16	18	13	19	21	18	4	14
	16.2%	22.0%	24.0%	15.0%	26.0%	18.8%	19.4%	16.0%	8.8%	13.0%	19.0%	21.0%	17.8%	4.0%	13.3%
		Ij	IJ		dhIJ	I	I	i			I				N
No time / too busy	35	3	3	4	4	5	8	1	1	4	6	4	4	1	-
	18.0%	13.6%	12.5%	26.7%	15.4%	26.3%	20.5%	6.3%	5.6%	30.8%	31.6%	19.0%	22.2%	25.0%	-
				i		hi	i			hi	HI				
Prefer other activities / destinations	30	3	5	-	4	1	9	1	2	3	1	4	5	2	-
	15.4%	13.6%	20.8%		15.4%	5.3%	23.1%	6.3%	11.1%	23.1%	5.3%	19.0%	27.8%	50.0%	
							FhK								
Health problems / concerns / limitations	27	4	7	3	2	1	3	3	4	1	5	2	1	-	4
	13.7%	18.2%	29.2%	20.0%	7.7%	5.3%	7.7%	18.8%	22.2%	7.7%	26.3%	9.5%	5.6%		28.6%
			EFGj								fg				
Do not like parks	19	2	1	3	4	2	2	3	2	1	2	-	2	-	2
	9.6%	9.1%	4.2%	20.0%	15.4%	10.5%	5.1%	18.8%	11.1%	7.7%	10.5%		11.1%		14.3%
Not familiar w/ NH state parks	14	1	3	-	1	1	4	1	1	1	-	1	3	-	1
	7.2%	4.5%	12.5%		3.8%	5.3%	10.3%	6.3%	5.6%	7.7%		4.8%	16.7%		7.1%
Too expensive	8	-	-	-	2	-	2	1	1	1	1	2	-	-	1
	4.3%				7.7%		5.1%	6.3%	5.6%	7.7%	5.3%	9.5%			7.1%
No children / occasion to go for	9	1	-	1	-	-	4	-	-	-	-	3	1	-	-
	4.4%	4.5%		6.7%			10.3%					14.3%	5.6%		
Do not like the outdoors	4	-	-	-	1	1	-	-	2	-	-	-	-	-	2
	1.9%				3.8%	5.3%			11.1%						14.3%
Do not like bugs	4	1	-	-	-	-	1	-	1	-	-	-	1	-	1
	1.9%	4.5%					2.6%		5.6%				5.6%		7.1%

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
 TOTAL MENTIONED
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Do not like NH state parks	1 0.4%	-	-	-	1 3.8%	-	-	-	-	-	1 5.3%	-	-	-	-
Other	26 13.2%	5 22.7% c	1 4.2%	2 13.3%	5 19.2% c	5 26.3% Ci	4 10.3%	3 18.8%	1 5.6%	2 15.4%	2 10.5%	3 14.3%	1 5.6%	1 25.0%	-
No reason	4 1.9%	-	-	-	-	-	2 5.1%	-	-	-	-	2 9.5%	-	-	-
Don't know / unsure	23 11.6%	3 13.6%	4 16.7% g	2 13.3%	3 11.5%	3 15.8%	1 2.6%	4 25.0% G	4 22.2% g	1 7.7%	2 10.5%	1 4.8%	-	-	4 28.6%

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
 TOTAL MENTIONED
 Compared by Selected Characteristics
 Among General Population Only

	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	TOTAL	Extremely important	Very important	Mod/smwht /not imp.	Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Moderately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	1207 100.0% 100.0%	666 100.0% 55.2%	461 100.0% 38.2%	76 100.0% 6.3%	235 100.0% 19.5%	482 100.0% 39.9%	338 100.0% 28.0%	150 100.0% 12.5%	315 100.0% 26.1%	526 100.0% 43.6%	270 100.0% 22.4%	96 100.0% 8.0%	771 100.0% 63.9%	436 100.0% 36.1%
NO ANSWER	1012 83.8%	596 89.5%	368 79.8%	48 63.5%	221 94.0%	436 90.6%	260 77.0%	94 62.5%	273 86.6%	442 84.0%	228 84.6%	69 72.0%	618 80.1%	394 90.4%
TOTAL ANSWERED	195 16.2%	70 10.5%	93 20.2%	28 36.5%	14 6.0%	45 9.4%	78 23.0%	56 37.5%	42 13.4%	84 16.0%	41 15.4%	27 28.0%	153 19.9%	42 9.6%
No time / too busy	35 18.0%	8 11.1%	18 19.2%	7 25.8%	-	9 18.8%	19 24.9%	7 12.6%	11 25.4%	14 16.0%	5 12.9%	5 20.1%	27 17.5%	8 19.7%
Prefer other activities / destinations	30 15.4%	22 31.1%	6 6.6%	2 6.6%	4 26.0%	12 26.8%	10 12.5%	5 8.0%	9 20.3%	13 15.6%	6 14.4%	2 8.7%	25 16.6%	5 11.3%
Health problems / concerns / limitations	27 13.7%	12 16.8%	14 15.3%	1 2.6%	2 15.1%	8 17.0%	11 13.9%	6 10.8%	9 22.2%	11 12.7%	2 5.3%	4 16.4%	25 16.3%	2 4.4%
Do not like parks	19 9.6%	4 5.9%	7 7.7%	6 21.7%	1 7.8%	5 11.9%	4 5.0%	8 14.8%	4 8.5%	7 8.7%	6 15.4%	1 5.1%	15 9.5%	4 9.9%
Not familiar w/ NH state parks	14 7.2%	1 1.7%	10 10.4%	3 11.4%	-	3 6.9%	1 1.4%	10 17.4%	2 5.0%	8 9.7%	1 2.7%	3 10.0%	8 5.4%	6 14.1%
Too expensive	8 4.3%	3 4.0%	2 2.7%	3 11.4%	-	2 3.6%	5 6.5%	2 3.1%	0 0.9%	1 0.7%	6 14.8%	1 4.9%	8 5.3%	0 0.7%
No children / occasion to go for	9 4.4%	2 2.6%	7 7.3%	-	2 13.0%	3 6.8%	4 4.7%	-	-	6 7.4%	1 1.4%	2 6.8%	7 4.4%	2 4.4%
Do not like the outdoors	4 1.9%	-	3 3.2%	1 2.8%	-	0 0.6%	-	3 6.1%	1 1.8%	3 3.2%	0 0.7%	-	3 1.9%	1 1.9%

Comparison Groups: BCD/EFHG/IJKL/MN
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
 TOTAL MENTIONED
 Compared by Selected Characteristics
 Among General Population Only

	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	TOTAL	Extremely important	Very important	Mod/smwht /not imp.	Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Moderately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Do not like bugs	4 1.9%	-	4 4.0%	-	-	-	2 2.4%	2 3.4%	-	4 4.4%	-	-	1 0.9%	2 5.8%
Do not like NH state parks	1 0.4%	-	0 0.3%	1 1.4%	0 2.1%	-	0 0.5%	-	-	-	1 1.6%	-	1 0.4%	-
Other	26 13.2%	12 17.2%	11 11.7%	3 10.0%	3 19.7%	3 6.0%	12 15.5%	8 14.6%	4 10.2%	9 10.5%	10 24.4%	2 9.2%	23 14.9%	3 7.2%
No reason	4 1.9%	4 5.2%	-	-	-	-	2 2.4%	2 3.2%	-	2 2.2%	2 4.4%	-	4 2.4%	-
Don't know / unsure	23 11.6%	5 7.5%	14 15.5%	3 10.3%	2 16.2%	2 4.4%	10 12.6%	7 12.6%	3 7.2%	11 12.5%	4 9.5%	5 18.6%	12 8.0%	10 24.8%

Comparison Groups: BCD/EFGH/IJKL/MN
 Independent Z-Test for Percentages
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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
 TOTAL MENTIONED
 Compared by Selected Demographics
 Among General Population Only

	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+	White	Hisp- anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	1012	442	570	92	188	323	283	125	206	246	302	246	72	97	303	206	239	886	46	15	65
	83.8%	83.2%	84.3%	87.5%	92.1%	87.2%	81.7%	69.6%	77.8%	80.8%	88.8%	87.6%	67.0%	72.1%	84.7%	90.4%	92.5%	83.8%	87.7%	74.7%	84.1%
				H	GH	gH	H				IJ	Ij			MN	MNo	MNO				
TOTAL ANSWERED	195	89	106	13	16	47	64	55	59	58	38	35	35	37	55	22	19	171	6	5	12
	16.2%	16.8%	15.7%	12.5%	7.9%	12.8%	18.3%	30.4%	22.2%	19.2%	11.2%	12.4%	33.0%	27.9%	15.3%	9.6%	7.5%	16.2%	12.3%	25.3%	15.9%
							Ef	DEFG	KL	Kl			OPQ	OPQ	pQ						
No time / too busy	35	18	17	2	3	8	15	6	10	13	4	7	3	9	12	4	2	28	3	1	3
	18.0%	20.0%	16.3%	11.8%	21.6%	17.7%	24.2%	11.5%	16.8%	22.4%	9.6%	19.0%	7.6%	23.7%	21.4%	16.8%	11.1%	16.6%	45.1%	22.7%	21.1%
							h			k				m							
Prefer other activities / destinations	30	17	14	1	2	8	9	10	8	10	1	10	-	6	13	5	5	26	-	-	4
	15.4%	18.5%	12.8%	8.5%	13.2%	16.8%	14.2%	18.0%	13.6%	17.2%	2.6%	29.4%		15.9%	24.7%	21.8%	23.4%	15.2%			33.1%
									k	K		iK									
Health problems / concerns / limitations	27	10	17	2	-	0	8	16	10	11	4	2	13	7	0	1	2	24	-	2	1
	13.7%	11.5%	15.6%	15.9%		0.8%	12.6%	29.7%	16.3%	19.1%	9.6%	5.4%	35.4%	18.1%	0.5%	4.6%	12.4%	14.3%		32.1%	5.5%
							F	FG		l			OPQ	O							
Do not like parks	19	11	7	2	3	6	5	3	7	4	6	1	4	3	6	2	2	16	1	1	-
	9.6%	12.8%	6.9%	13.3%	17.6%	12.4%	8.5%	5.2%	12.2%	6.1%	16.2%	2.2%	12.4%	8.5%	11.3%	7.9%	8.0%	9.5%	19.9%	22.7%	
									l		l										
Not familiar w/ NH state parks	14	5	9	0	3	4	7	-	3	1	7	3	0	1	6	2	4	13	0	-	1
	7.2%	5.9%	8.3%	3.3%	16.2%	7.9%	11.4%		4.7%	2.4%	17.9%	8.7%	1.2%	3.0%	11.4%	11.0%	20.4%	7.5%	4.5%		8.1%
										iJ					m	Mn					
Too expensive	8	6	2	-	0	5	3	-	3	4	-	1	5	-	3	-	-	8	-	-	-
	4.3%	7.2%	1.9%		1.8%	10.6%	4.9%		4.7%	7.5%		3.8%	14.0%		6.4%			4.9%			
										c											
No children / occasion to go for	9	1	7	-	-	2	4	2	-	2	4	2	-	2	3	-	-	7	-	2	-
	4.4%	1.4%	6.9%			3.9%	6.9%	4.4%		3.1%	11.5%	6.9%		6.4%	4.7%			4.0%		37.3%	
										B										r	
Do not like the outdoors	4	2	2	-	-	1	3	-	2	-	-	1	0	-	2	-	1	3	-	-	0
	1.9%	2.4%	1.5%			1.6%	4.6%		4.1%			3.8%	0.8%		3.9%		6.9%	2.0%			2.4%

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
 TOTAL MENTIONED
 Compared by Selected Demographics
 Among General Population Only

	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K- \$49K	\$50K- \$74K	\$75K- \$99K	\$100K+	White	Hisp- anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Do not like bugs	4 1.9%	-	4 3.5%	-	2 11.4%	1 1.2%	1 2.1%	-	2 3.2%	-	2 4.8%	-	-	-	1 2.4%	2 11.0%	-	3 1.8%	-	-	1 4.5%
Do not like NH state parks	1 0.4%	0 0.3%	0 0.4%	-	-	0 0.8%	0 0.5%	-	1 1.2%	-	-	-	-	-	0 0.7%	-	-	1 0.4%	-	-	-
Other	26 13.2%	13 14.9%	13 11.8%	2 15.0%	3 16.8%	5 11.5%	5 8.6%	10 18.6%	7 11.6%	8 14.6%	7 17.2%	3 8.9%	7 21.2%	4 11.5%	7 12.9%	2 8.0%	1 7.0%	23 13.7%	-	0 7.9%	2 15.5%
No reason	4 1.9%	2 2.1%	2 1.7%	-	-	2 3.9%	-	2 3.3%	2 3.1%	2 3.1%	-	-	-	2 4.9%	-	-	-	2 1.1%	2 28.2%	-	-
Don't know / unsure	23 11.6%	7 8.2%	15 14.4%	4 32.2%	1 8.3%	9 18.7%	3 4.6%	5 9.4%	9 15.8%	5 8.7%	4 10.6%	4 11.8%	3 8.4%	3 8.1%	6 10.6%	5 21.5%	2 10.9%	20 11.9%	0 6.7%	-	2 14.3%

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers	List	No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.						years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
												L	L			n	N	s	s
TOTAL ANSWERED	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
												M		pQ				r	r
No time / too busy	43	35	8	43	-	2	41	-	-	-	-	33	10	23	11	2	8	7	3
	16.7%	18.0%	12.7%	16.7%		7.6%	17.6%					17.5%	14.6%	19.3%	14.6%	17.4%	14.0%	28.3%	6.9%
																		s	s
Prefer other activities / destinations	54	30	24	54	-	5	49	-	-	-	-	30	24	15	15	2	22	5	19
	21.0%	15.4%	38.8%	21.0%		21.8%	21.0%					15.8%	36.1%	13.3%	19.8%	22.2%	38.8%	19.4%	45.4%
			B									L	L				NO	r	r
Health problems / concerns / limitations	28	27	1	28	-	0	28	-	-	-	-	27	1	13	14	-	1	-	1
	10.9%	13.7%	1.8%	10.9%		1.2%	11.9%					14.1%	1.7%	11.3%	18.5%		2.0%		2.6%
		C					F					M		Q	Q				
Do not like parks	19	19	-	19	-	4	14	-	-	-	-	19	-	14	5	-	-	-	-
	7.3%	9.6%		7.3%		17.8%	6.2%					9.8%		11.7%	6.9%				
Not familiar w/ NH state parks	15	14	1	15	-	3	12	-	-	-	-	14	1	9	5	-	1	-	1
	5.9%	7.2%	1.8%	5.9%		12.0%	5.3%					7.4%	1.7%	7.5%	7.2%		2.0%		2.6%
		c										M							
Too expensive	10	8	2	10	-	-	10	-	-	-	-	8	2	2	6	-	2	-	2
	4.0%	4.3%	3.0%	4.0%			4.4%					4.4%	2.8%	1.7%	8.7%		3.3%		4.3%
												N							
No children / occasion to go for	11	9	3	11	-	-	11	-	-	-	-	9	3	4	4	-	3	-	3
	4.3%	4.4%	4.1%	4.3%			4.8%					4.5%	3.8%	3.7%	5.7%		4.6%		6.0%
Do not like the outdoors	4	4	1	4	-	-	4	-	-	-	-	4	1	2	2	-	1	1	-
	1.7%	1.9%	0.9%	1.7%			1.8%					2.0%	0.8%	1.8%	2.2%		1.0%	2.4%	
Do not like bugs	4	4	-	4	-	-	4	-	-	-	-	4	-	3	1	-	-	-	-
	1.5%	1.9%		1.5%			1.6%					2.0%		2.7%	0.8%				

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q24_T: What is the primary reason why you have not visited a NH state park in the past 3 years?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.	List																
Do not like NH state parks	1 0.3%	1 0.4%	-	1 0.3%	-	-	1 0.3%	-	-	-	-	1 0.4%	-	0 0.3%	0 0.5%	-	-	-	-
Other	37 14.5%	26 13.2%	11 18.4%	37 14.5%	-	7 27.3%	31 13.2%	-	-	-	-	26 13.5%	11 17.1%	16 13.3%	10 13.9%	4 40.7%	7 12.7%	5 21.2%	6 14.9%
No reason	6 2.5%	4 1.9%	3 4.3%	6 2.5%	-	-	6 2.7%	-	-	-	-	4 1.9%	3 4.0%	2 1.6%	2 2.5%	-	3 4.8%	1 3.5%	2 4.3%
Don't know / unsure	31 12.2%	23 11.6%	9 14.1%	31 12.2%	-	3 13.5%	28 12.0%	-	-	-	-	20 10.4%	11 17.3%	16 13.6%	4 5.3%	2 19.7%	9 16.9%	6 25.3%	5 12.9%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q25_51: If the cost of visiting a NH state park were reduced by \$1, how likely is it that you would increase your use of NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
\$1 DECREASE	526	375	151	85	441	9	76	48	392	130	231	330	195	199	132	35	160	90	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	71.3%	28.7%	16.2%	83.8%	1.8%	14.4%	9.2%	74.6%	24.8%	44.0%	62.9%	37.1%	37.8%	25.0%	6.7%	30.5%	17.1%	20.0%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	526	375	151	85	441	9	76	48	392	130	231	330	195	199	132	35	160	90	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would increase	31	16	15	4	27	-	4	2	25	6	20	14	17	9	5	1	16	9	8
	5.8%	4.2%	9.8%	4.3%	6.1%		4.8%	3.7%	6.4%	4.2%	8.7%	4.2%	8.7%	4.5%	3.6%	2.0%	10.1%	9.9%	7.6%
Probably would	71	52	19	19	51	1	18	6	45	15	30	43	28	27	16	7	21	12	16
	13.5%	13.8%	12.6%	22.8%	11.7%	14.3%	23.8%	13.2%	11.5%	11.8%	12.8%	13.0%	14.3%	13.7%	12.0%	20.3%	12.9%	13.0%	15.4%
Probably would not	176	122	54	30	147	6	24	12	135	38	84	112	64	64	48	10	54	29	35
	33.6%	32.5%	36.1%	34.9%	33.3%	60.6%	31.7%	24.1%	34.4%	29.2%	36.2%	33.9%	33.0%	32.2%	36.5%	29.6%	33.8%	32.3%	33.7%
Definitely would not	228	169	59	28	201	2	26	28	173	68	89	149	80	90	59	16	64	39	41
	43.4%	45.1%	39.3%	32.5%	45.5%	17.2%	34.4%	58.1%	44.0%	52.4%	38.6%	45.0%	40.8%	45.1%	44.9%	44.3%	40.0%	43.0%	38.8%
Don't know / unsure / depends	19	16	3	5	15	1	4	0	14	3	9	13	6	9	4	1	5	2	5
	3.7%	4.3%	2.2%	5.5%	3.3%	7.8%	5.3%	0.8%	3.6%	2.4%	3.7%	3.9%	3.3%	4.5%	3.0%	3.8%	3.2%	1.8%	4.5%
CHI-SQUARE SIGNIFICANCE	<-----8.469----->			<-----10.731----->		<-----19.267----->				<-----7.743----->		<-----5.066----->		<-----10.987----->				<-----1.845----->	
	.0758			.0298		.0823*				.1015		.2806		.53				.7642	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q25_\$2: If the cost of visiting a NH state park were reduced by \$2, how likely is it that you would increase your use of NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
\$2 DECREASE	538	399	139	81	456	4	77	33	423	109	249	359	178	217	142	34	144	88	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.2%	25.8%	15.1%	84.9%	0.7%	14.4%	6.2%	78.7%	20.3%	46.4%	66.8%	33.2%	40.5%	26.4%	6.4%	26.8%	16.3%	16.8%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	538	399	139	81	456	4	77	33	423	109	249	359	178	217	142	34	144	88	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would increase	76	50	26	6	70	-	6	2	67	12	46	43	32	32	11	11	22	19	13
	14.1%	12.5%	18.6%	7.4%	15.2%		7.8%	6.4%	15.9%	11.4%	18.4%	12.0%	18.1%	14.9%	7.7%	30.8%	15.1%	21.7%	14.6%
Probably would	77	59	18	17	60	1	16	1	59	12	38	50	26	31	20	7	20	7	19
	14.3%	14.8%	12.9%	21.1%	13.1%	29.5%	20.7%	2.0%	14.0%	11.2%	15.4%	14.0%	14.8%	14.1%	13.9%	19.4%	13.7%	8.3%	21.1%
Probably would not	199	153	46	27	172	1	26	16	156	40	97	139	60	84	56	12	48	26	34
	37.0%	38.4%	33.1%	33.3%	37.7%	20.5%	33.9%	47.7%	36.9%	36.8%	38.9%	38.8%	33.6%	38.4%	39.3%	35.8%	33.0%	29.4%	37.6%
Definitely would not	170	125	45	30	140	1	28	13	128	38	62	116	54	63	53	5	49	34	20
	31.6%	31.3%	32.5%	36.6%	30.7%	35.1%	36.7%	37.5%	30.2%	34.8%	24.8%	32.2%	30.4%	28.9%	37.4%	13.9%	34.3%	38.8%	22.2%
Don't know / unsure / depends	16	12	4	1	15	1	1	2	13	6	6	10	6	8	2	-	6	2	4
	3.0%	3.0%	2.9%	1.6%	3.2%	14.8%	0.9%	6.3%	3.0%	5.8%	2.5%	2.9%	3.2%	3.7%	1.6%		3.9%	1.9%	4.5%
CHI-SQUARE SIGNIFICANCE	<-----3.86----->			<-----7.862----->		<-----18.468----->				<-----8.347----->		<-----4.193----->		<-----21.289----->				<-----12.121----->	
	.4253			.0968		.1022*				.0797		.3806		.0463*				.0165	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q25_53: If the cost of visiting a NH state park were reduced by \$3, how likely is it that you would increase your use of NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
\$3 DECREASE	567	433	134	90	477	11	80	47	430	143	247	387	180	195	192	27	154	91	90
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	76.4%	23.6%	15.9%	84.1%	1.9%	14.0%	8.3%	75.7%	25.2%	43.6%	68.2%	31.8%	34.4%	33.8%	4.7%	27.1%	16.0%	15.8%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	567	433	134	90	477	11	80	47	430	143	247	387	180	195	192	27	154	91	90
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would increase	102	70	31	5	97	-	5	3	94	19	61	57	45	32	25	7	38	20	25
	18.0%	16.3%	23.5%	5.4%	20.4%	-	6.1%	7.2%	21.8%	13.2%	24.8%	14.8%	24.9%	16.3%	13.1%	25.3%	24.8%	22.4%	27.4%
Probably would	102	73	28	14	88	3	10	10	78	22	56	67	35	28	38	1	34	20	15
	17.9%	16.9%	21.1%	15.1%	18.4%	30.3%	13.1%	21.9%	18.1%	15.5%	22.6%	17.2%	19.4%	14.6%	19.9%	2.9%	22.3%	22.0%	16.8%
Probably would not	200	162	38	32	168	4	28	18	150	51	82	145	55	74	71	11	43	30	24
	35.2%	37.3%	28.6%	35.5%	35.2%	38.2%	35.1%	37.9%	34.9%	35.8%	33.1%	37.5%	30.3%	37.8%	37.2%	42.5%	28.1%	33.3%	27.2%
Definitely would not	153	121	32	35	118	3	32	16	103	47	48	112	41	57	55	5	36	19	22
	27.0%	27.9%	24.0%	38.6%	24.8%	31.5%	39.6%	33.0%	23.9%	32.9%	19.5%	29.0%	22.8%	29.2%	28.7%	18.3%	23.6%	21.2%	24.5%
Don't know / unsure / depends	11	7	4	5	6	-	5	-	6	4	-	6	5	4	2	3	2	1	4
	1.9%	1.6%	2.7%	5.4%	1.2%	-	6.1%	-	1.4%	2.7%	-	1.5%	2.7%	2.1%	1.0%	11.0%	1.2%	1.2%	4.1%
CHI-SQUARE SIGNIFICANCE	<-----7.408----->			<-----22.361----->		<-----33.524----->				<-----21.748----->		<-----11.686----->		<-----32.378----->				<-----3.209----->	
	.1158			.0002		.0008*				.0002		.0198		.0012*				.5235	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q26: About how many times have you camped overnight at any location in the past 3 years?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	813	813	-	164	649	14	150	87	562	216	306	813	-	487	327	-	-	-	-
	49.9%	67.4%	-	64.0%	47.2%	60.2%	64.4%	67.8%	45.1%	56.4%	42.0%	75.6%	-	79.7%	70.2%	-	-	-	-
1-2 times	173	121	53	14	159	1	12	15	145	47	83	90	83	55	36	42	41	58	25
	10.6%	10.0%	12.4%	5.4%	11.6%	5.8%	5.4%	11.3%	11.6%	12.4%	11.4%	8.4%	14.9%	9.0%	7.7%	43.5%	8.9%	21.5%	8.8%
3-5 times	215	116	99	21	194	-	21	14	180	39	120	78	137	35	43	24	113	64	74
	13.2%	9.6%	23.5%	8.3%	14.1%	-	9.1%	10.5%	14.5%	10.2%	16.5%	7.3%	24.8%	5.7%	9.3%	25.4%	24.6%	23.7%	25.8%
6-10 times	202	75	127	18	184	5	13	4	180	35	114	40	162	15	25	17	145	81	80
	12.4%	6.2%	30.0%	6.8%	13.4%	20.3%	5.5%	2.9%	14.5%	9.3%	15.7%	3.7%	29.2%	2.5%	5.4%	17.9%	31.6%	30.3%	28.2%
More than 10 times	227	82	144	40	187	3	36	10	178	45	105	54	173	20	35	13	160	66	107
	13.9%	6.8%	34.1%	15.4%	13.6%	13.6%	15.6%	7.5%	14.3%	11.7%	14.5%	5.0%	31.1%	3.2%	7.4%	13.3%	34.9%	24.6%	37.3%
Do not know how many times	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	6.00	2.93	14.74	5.37	6.11	8.40	5.06	3.40	6.39	5.34	6.38	2.21	13.35	1.28	3.43	5.81	14.94	10.65	15.90
			B			H			h				L		N	N	NOP		R

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q27_1: Which of the following places have you camped overnight in the past 3 years?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	813	813	-	164	649	14	150	87	562	216	306	813	-	487	327	-	-	-	-
	49.9%	67.4%		64.0%	47.2%	60.2%	64.4%	67.8%	45.1%	56.4%	42.0%	75.6%		79.7%	70.2%				
TOTAL ANSWERED	817	393	424	92	725	9	83	42	683	167	422	263	554	124	139	96	458	268	286
	50.1%	32.6%	100.0%	36.0%	52.8%	39.8%	35.6%	32.2%	54.9%	43.6%	58.0%	24.4%	100.0%	20.3%	29.8%	100.0%	100.0%	100.0%	100.0%
Somewhere in NH	620	250	370	70	550	8	62	25	525	112	333	132	488	63	69	75	413	243	245
	75.9%	63.5%	87.4%	76.2%	75.9%	88.4%	74.8%	60.4%	76.8%	67.4%	78.8%	50.3%	88.0%	50.7%	50.0%	77.4%	90.3%	90.5%	85.7%
Somewhere else in New England	136	99	37	15	121	0	15	14	107	32	67	89	47	45	45	18	29	18	28
	16.6%	25.0%	8.8%	16.6%	16.6%	4.1%	18.1%	33.3%	15.6%	19.1%	15.9%	33.9%	8.5%	35.8%	32.1%	18.4%	6.4%	6.9%	10.0%
Somewhere outside New England	58	42	16	7	51	1	6	3	48	23	21	38	19	15	23	4	15	7	12
	7.1%	10.7%	3.7%	7.2%	7.1%	7.5%	7.2%	6.3%	7.1%	13.5%	4.9%	14.6%	3.5%	12.4%	16.6%	4.2%	3.4%	2.6%	4.4%
Other	2	2	-	-	2	-	-	-	2	-	2	2	-	-	2	-	-	-	-
	0.2%	0.5%			0.3%				0.3%		0.4%	0.7%			1.3%				
CHI-SQUARE SIGNIFICANCE	<---63.296--->			<-----.236----->		<-----10.331----->				<---15.725--->		<---137.507--->		<-----153.408----->				<---3.175--->	
	0*			.9715*		.3244*				.0013*		0*		0*				.2044*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q27_T: Which of the following places have you camped overnight in the past 3 years?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	813	813	-	164	649	14	150	87	562	216	306	813	-	487	327	-	-	-	-
	49.9%	67.4%		64.0%	47.2%	60.2%	64.4%	67.8%	45.1%	56.4%	42.0%	75.6%		79.7%	70.2%				
				E			I	I		K				O					
TOTAL ANSWERED	817	393	424	92	725	9	83	42	683	167	422	263	554	124	139	96	458	268	286
	50.1%	32.6%	100.0%	36.0%	52.8%	39.8%	35.6%	32.2%	54.9%	43.6%	58.0%	24.4%	100.0%	20.3%	29.8%	100.0%	100.0%	100.0%	100.0%
			B		D				GH		J		L		N	NO	NO		
Somewhere in NH	696	272	424	79	617	8	70	27	590	129	372	141	554	67	75	96	458	268	286
	85.1%	69.1%	100.0%	85.3%	85.1%	88.4%	84.9%	65.3%	86.3%	77.7%	88.1%	53.8%	100.0%	53.6%	54.0%	100.0%	100.0%	100.0%	100.0%
			B				H		H		J		L		NO	NO			
Somewhere else in New England	255	129	125	32	222	3	29	15	208	51	130	101	154	50	50	29	125	59	95
	31.2%	32.9%	29.6%	35.1%	30.7%	35.3%	35.1%	35.1%	30.4%	30.5%	30.9%	38.3%	27.8%	40.4%	36.4%	30.1%	27.3%	21.9%	33.4%
												M		Q	q				R
Somewhere outside New England	123	59	64	17	106	1	16	5	101	31	53	46	76	20	26	11	65	25	51
	15.0%	14.9%	15.1%	18.2%	14.6%	10.5%	19.1%	11.4%	14.8%	18.7%	12.6%	17.7%	13.8%	16.1%	19.1%	11.5%	14.3%	9.4%	17.9%
																			R
Other	2	2	-	-	2	-	-	-	2	-	2	2	-	-	2	-	-	-	-
	0.2%	0.5%			0.3%				0.3%		0.4%	0.7%			1.3%				

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q28_1: Which of the following places outside NH have you camped overnight in the past 3 years?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1298	1024	274	216	1082	20	196	110	973	307	563	930	368	543	387	62	305	196	172
	79.6%	84.9%	64.6%	84.1%	78.8%	83.0%	84.2%	85.0%	78.1%	80.4%	77.4%	86.4%	66.3%	88.9%	83.2%	64.5%	66.7%	73.0%	60.1%
TOTAL ANSWERED	333	183	150	41	292	4	37	19	272	75	165	146	187	68	78	34	152	72	114
	20.4%	15.1%	35.4%	15.9%	21.2%	17.0%	15.8%	15.0%	21.9%	19.6%	22.6%	13.6%	33.7%	11.1%	16.8%	35.5%	33.3%	27.0%	39.9%
A national park	55	32	23	8	47	1	7	3	44	14	25	26	29	10	16	4	25	10	19
	16.6%	17.7%	15.2%	19.8%	16.1%	17.5%	20.0%	16.4%	16.1%	18.8%	15.4%	17.7%	15.7%	14.9%	20.1%	12.5%	16.4%	14.3%	16.6%
A state park campground	139	66	73	16	123	1	14	9	114	29	66	48	91	22	26	17	74	38	53
	41.7%	36.0%	48.6%	38.1%	42.2%	32.9%	38.7%	45.1%	42.0%	39.2%	40.0%	32.8%	48.7%	31.8%	33.7%	49.7%	48.4%	52.4%	46.3%
A private campground	121	78	43	17	104	2	15	7	97	28	63	67	54	34	34	11	43	15	39
	36.4%	42.8%	28.4%	42.2%	35.5%	49.7%	41.3%	34.4%	35.6%	37.7%	38.0%	46.0%	28.8%	49.3%	43.1%	32.4%	28.0%	20.6%	34.0%
You were backpacking	8	2	6	-	8	-	-	1	7	2	4	2	6	1	1	-	6	6	-
	2.3%	1.1%	3.7%	-	2.6%	-	-	4.0%	2.5%	2.8%	2.2%	1.4%	2.9%	1.1%	1.7%	-	3.6%	7.6%	-
Somewhere else	7	2	5	-	7	-	-	-	7	1	5	2	5	1	1	2	3	4	1
	2.0%	0.9%	3.3%	-	2.3%	-	-	-	2.5%	1.5%	3.0%	1.2%	2.7%	0.8%	1.4%	5.4%	2.1%	5.1%	1.2%
Unsure	4	2	1	-	4	-	-	-	4	-	2	1	2	1	-	-	2	-	2
	1.1%	1.3%	0.7%	-	1.2%	-	-	-	1.3%	-	1.4%	0.9%	1.2%	2.0%	-	-	1.5%	-	2.0%
CHI-SQUARE SIGNIFICANCE	<---13.148---> .022*			<---3.362---> .6443*		<-----4.543-----> .9953*				<---1.946---> .8566*		<---13.608---> .0183*		<-----20.092-----> .1684*				<---15.826---> .0074*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q28_T: Which of the following places outside NH have you camped overnight in the past 3 years?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.						years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1298	1024	274	216	1082	20	196	110	973	307	563	930	368	543	387	62	305	196	172
	79.6%	84.9%	64.6%	84.1%	78.8%	83.0%	84.2%	85.0%	78.1%	80.4%	77.4%	86.4%	66.3%	88.9%	83.2%	64.5%	66.7%	73.0%	60.1%
		C		e		I		i				M		OPQ	PQ			S	
TOTAL ANSWERED	333	183	150	41	292	4	37	19	272	75	165	146	187	68	78	34	152	72	114
	20.4%	15.1%	35.4%	15.9%	21.2%	17.0%	15.8%	15.0%	21.9%	19.6%	22.6%	13.6%	33.7%	11.1%	16.8%	35.5%	33.3%	27.0%	39.9%
		B		d		Gh						L		N	NO	NO		R	
A national park	67	34	33	11	57	1	10	3	53	17	32	26	41	10	16	4	36	15	25
	20.2%	18.5%	22.3%	26.0%	19.4%	17.5%	26.9%	16.4%	19.6%	23.1%	19.2%	18.1%	21.8%	14.9%	20.8%	12.5%	23.9%	21.2%	22.2%
A state park campground	171	80	91	22	148	2	20	10	138	36	81	58	113	28	30	19	94	43	70
	51.3%	43.7%	60.6%	54.2%	50.9%	50.3%	54.6%	52.0%	50.8%	48.0%	49.0%	39.4%	60.6%	40.6%	38.4%	55.7%	61.7%	59.7%	61.1%
		B										L					NO		
A private campground	165	87	77	26	139	3	22	8	131	35	80	74	90	35	39	17	73	29	62
	49.5%	47.8%	51.7%	62.7%	47.7%	82.5%	60.6%	41.3%	48.1%	46.7%	48.6%	50.8%	48.5%	52.0%	49.9%	49.6%	48.2%	39.8%	54.0%
						hi													
You were backpacking	19	8	11	1	18	-	1	1	18	5	9	6	13	4	3	-	13	7	6
	5.8%	4.4%	7.4%	2.1%	6.3%		2.4%	4.0%	6.4%	6.1%	5.6%	4.2%	7.0%	5.3%	3.2%		8.6%	9.4%	5.4%
Somewhere else	7	2	5	-	7	-	-	-	7	1	5	2	5	1	1	2	3	4	1
	2.0%	0.9%	3.3%		2.3%				2.5%	1.5%	3.0%	1.2%	2.7%	0.8%	1.4%	5.4%	2.1%	5.1%	1.2%
Unsure	4	2	1	-	4	-	-	-	4	-	2	1	2	1	-	-	2	-	2
	1.1%	1.3%	0.7%		1.2%				1.3%		1.4%	0.9%	1.2%	2.0%			1.5%		2.0%

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q29: How many times have you taken an overnight camping trip anywhere in NH in the past 3 years?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	936	936	-	179	757	16	162	102	655	253	356	936	-	545	391	-	-	-	-
	57.4%	77.5%		69.6%	55.1%	68.1%	69.8%	78.9%	52.6%	66.1%	48.9%	86.9%		89.1%	84.1%				
1-2 times	187	103	84	17	170	0	17	11	159	38	95	60	128	38	22	58	69	80	48
	11.5%	8.5%	19.9%	6.7%	12.4%	1.2%	7.3%	8.7%	12.8%	10.1%	13.0%	5.6%	23.0%	6.2%	4.8%	60.4%	15.1%	29.6%	16.8%
3-5 times	204	78	126	19	185	-	19	9	176	37	121	35	169	12	23	14	155	82	87
	12.5%	6.5%	29.7%	7.6%	13.4%		8.4%	7.0%	14.1%	9.7%	16.6%	3.2%	30.5%	1.9%	5.0%	14.2%	34.0%	30.7%	30.4%
6-10 times	160	46	114	20	140	4	16	2	138	26	81	25	135	10	15	19	116	58	77
	9.8%	3.8%	27.0%	7.6%	10.2%	17.1%	6.7%	1.6%	11.1%	6.7%	11.2%	2.3%	24.4%	1.6%	3.2%	20.0%	25.4%	21.6%	27.1%
More than 10 times	143	44	99	21	122	3	18	5	117	28	75	21	122	7	14	5	117	48	74
	8.8%	3.7%	23.4%	8.4%	8.9%	13.6%	7.8%	3.8%	9.4%	7.4%	10.3%	2.0%	22.0%	1.2%	3.0%	5.3%	25.5%	18.0%	25.8%
Do not know how many times	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	3.95	1.77	10.16	2.90	4.14	7.36	2.44	1.51	4.42	3.25	4.80	1.10	9.48	0.59	1.77	4.11	10.62	7.91	10.96
			B			GH			GH		j		L		N	N	NOP		R

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q30_1: Which of the following places in NH have you camped overnight in the past 3 years?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.	List																
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	935	935	-	178	757	15	162	102	655	253	356	935	-	545	390	-	-	-	-
	57.3%	77.5%		69.3%	55.1%	64.8%	69.8%	78.9%	52.6%	66.1%	48.9%	86.9%		89.1%	83.9%				
TOTAL ANSWERED	696	272	424	79	617	8	70	27	590	129	372	141	554	67	75	96	458	268	286
	42.7%	22.5%	100.0%	30.7%	44.9%	35.2%	30.2%	21.1%	47.4%	33.9%	51.1%	13.1%	100.0%	10.9%	16.1%	100.0%	100.0%	100.0%	100.0%
White MT Nat'l Forest camp	127	77	49	9	118	-	9	5	112	25	71	61	65	24	38	7	59	34	31
	18.2%	28.3%	11.7%	10.9%	19.1%		12.2%	20.2%	19.1%	19.5%	19.2%	43.3%	11.8%	35.5%	50.3%	7.0%	12.8%	12.8%	10.8%
State park camp	442	102	340	53	389	5	47	17	373	75	236	-	442	-	-	79	363	213	229
	63.6%	37.3%	80.4%	67.0%	63.1%	65.4%	67.2%	61.5%	63.2%	57.6%	63.6%		79.8%			81.9%	79.3%	79.2%	80.3%
A private camp	95	67	28	14	81	3	11	4	77	17	52	56	39	32	24	11	29	18	22
	13.7%	24.7%	6.6%	18.3%	13.1%	34.6%	16.4%	13.5%	13.1%	13.4%	13.9%	39.6%	7.1%	47.7%	32.4%	11.2%	6.2%	6.5%	7.6%
An AMC hut	6	5	2	-	6	-	-	-	6	2	0	3	4	2	0	-	4	2	2
	0.9%	1.7%	0.4%		1.0%				1.1%	1.6%	0.1%	1.8%	0.7%	3.2%	0.6%		0.8%	0.8%	0.6%
An AMC tent site	2	2	-	-	2	-	-	-	2	2	0	2	-	2	0	-	-	-	-
	0.3%	0.8%			0.4%				0.4%	1.4%	0.1%	1.6%		2.8%	0.6%				
Backpacking	6	6	-	1	5	-	1	1	5	4	1	6	-	1	5	-	-	-	-
	0.8%	2.2%		0.7%	0.9%		0.8%	2.1%	0.8%	3.1%	0.4%	4.2%		1.3%	6.7%				
Other	17	13	4	2	15	-	2	1	14	4	10	13	4	6	7	-	4	2	2
	2.5%	5.0%	0.9%	3.0%	2.4%		3.4%	2.6%	2.4%	3.3%	2.7%	9.5%	0.7%	9.6%	9.4%		0.8%	0.7%	0.6%
CHI-SQUARE SIGNIFICANCE	<---139.751--->			<---5.367--->		<-----9.203----->				<---15.373--->		<---330.708--->		<-----364.896----->				<---.768--->	
	0*			.4976*		.9548*				.0175*		0*		0*				.9427*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q30_T: Which of the following places in NH have you camped overnight in the past 3 years?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	935	935	-	178	757	15	162	102	655	253	356	935	-	545	390	-	-	-	-
	57.3%	77.5%		69.3%	55.1%	64.8%	69.8%	78.9%	52.6%	66.1%	48.9%	86.9%		89.1%	83.9%				
				E			I	gI		K				O					
TOTAL ANSWERED	696	272	424	79	617	8	70	27	590	129	372	141	554	67	75	96	458	268	286
	42.7%	22.5%	100.0%	30.7%	44.9%	35.2%	30.2%	21.1%	47.4%	33.9%	51.1%	13.1%	100.0%	10.9%	16.1%	100.0%	100.0%	100.0%	100.0%
			B		D		h		GH		J		L		N	NO	NO		
White MT Nat'l Forest camp	160	89	71	12	148	1	11	7	141	33	88	63	97	24	39	13	84	50	46
	23.0%	32.8%	16.7%	15.1%	24.0%	13.3%	15.3%	27.0%	23.8%	25.2%	23.6%	44.6%	17.4%	35.5%	52.8%	13.3%	18.3%	18.8%	16.2%
		C								M				PQ	nPQ				
State park camp	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	79.7%	48.0%	100.0%	84.1%	79.1%	87.2%	83.8%	68.5%	79.6%	70.5%	80.8%		100.0%			100.0%	100.0%	100.0%	100.0%
			B							j									
A private camp	190	97	93	24	167	3	21	10	157	35	100	63	128	34	29	17	111	56	72
	27.4%	35.8%	22.0%	30.1%	27.0%	34.6%	29.6%	35.0%	26.7%	27.0%	26.9%	44.5%	23.0%	51.0%	38.6%	17.1%	24.3%	20.9%	25.1%
		C										M		PQ	PQ				
An AMC hut	29	11	18	-	29	-	-	-	29	8	9	4	25	2	2	-	25	15	10
	4.1%	4.0%	4.2%		4.6%				4.8%	6.5%	2.6%	2.6%	4.5%	3.2%	2.0%		5.4%	5.7%	3.3%
An AMC tent site	24	13	11	-	24	-	-	-	24	11	8	6	18	2	4	-	18	11	7
	3.4%	4.7%	2.6%		3.8%				4.0%	8.8%	2.1%	4.0%	3.3%	3.2%	4.8%		3.9%	4.1%	2.5%
										K									
Backpacking	34	16	18	1	33	-	1	1	33	14	14	8	26	1	7	-	26	15	11
	4.8%	5.8%	4.2%	0.7%	5.4%		0.8%	2.1%	5.5%	10.5%	3.9%	5.4%	4.7%	1.3%	9.1%		5.7%	5.7%	3.7%
				D					G	k									
Other	20	14	6	2	17	-	2	3	15	5	10	14	6	6	8	2	4	4	2
	2.8%	5.2%	1.3%	3.0%	2.8%		3.4%	9.4%	2.5%	3.6%	2.8%	10.0%	1.0%	9.6%	10.4%	1.9%	0.8%	1.4%	0.6%
		C										M		pQ	pQ				

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q31: About how many times have you camped overnight at a NH state park in the past 3 years?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
1-2 times	133	47	86	12	121	-	12	7	114	25	67	-	133	-	-	65	68	87	46
	8.2%	3.9%	20.3%	4.8%	8.8%		5.3%	5.3%	9.1%	6.6%	9.2%		24.0%			67.8%	14.8%	32.3%	16.2%
3-5 times	172	39	134	16	157	-	16	6	151	26	102	-	172	-	-	16	157	83	89
	10.6%	3.2%	31.5%	6.1%	11.4%		6.7%	4.9%	12.1%	6.8%	14.0%		31.1%			16.5%	34.2%	31.1%	31.2%
6-10 times	149	27	122	27	122	4	22	4	118	26	70	-	149	-	-	13	136	62	87
	9.1%	2.2%	28.8%	10.4%	8.9%	18.3%	9.6%	3.5%	9.5%	6.8%	9.6%		26.9%			13.8%	29.6%	23.1%	30.5%
More than 10 times	100	17	82	12	88	3	9	1	87	14	62	-	100	-	-	2	98	36	63
	6.1%	1.4%	19.4%	4.5%	6.4%	12.4%	3.7%	0.8%	7.0%	3.7%	8.5%		18.0%			1.8%	21.4%	13.6%	22.2%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	2.50	0.63	7.82	2.46	2.50	6.35	2.07	0.63	2.70	1.68	3.12	0.00	7.35	0.00	0.00	2.92	8.28	5.94	8.68
			B			GHI	H		H		J		L			NO	NO		R

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q32: About how many times have you camped overnight at a NH state park in the past 12 months?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	1116	96	99	96	95	96	188	91	183	89	95	93	95	88	95
	92.5%	96.0%	99.0%	96.0%	95.0%	95.0%	93.5%	91.0%	89.3%	89.0%	95.0%	93.0%	94.1%	88.0%	90.5%
1 times	40	3	1	1	3	-	5	5	8	8	3	2	3	4	4
	3.4%	3.0%	1.0%	1.0%	3.0%		2.5%	5.0%	3.9%	8.0%	3.0%	2.0%	3.0%	4.0%	3.8%
2-3 times	32	-	-	2	1	3	5	3	9	2	2	4	1	5	4
	2.7%			2.0%	1.0%	3.0%	2.5%	3.0%	4.4%	2.0%	2.0%	4.0%	1.0%	5.0%	3.8%
4-5 times	7	1	-	1	-	1	1	-	2	-	-	1	-	1	1
	0.5%	1.0%		1.0%		1.0%	0.5%		1.0%			1.0%		1.0%	1.0%
More than 5 times	11	-	-	-	1	1	2	1	3	1	-	-	2	2	1
	0.9%				1.0%	1.0%	1.0%	1.0%	1.5%	1.0%			2.0%	2.0%	1.0%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	0.21	0.08	0.01	0.10	0.12	0.19	0.17	0.26	0.38	0.18	0.09	0.16	0.19	0.51	0.26
						c	c	c	c	C	c				

Comparison Groups: BCDEFGHIJK/LM/NO
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q32: About how many times have you camped overnight at a NH state park in the past 12 months?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	1173	1116	56	201	972	18	183	117	855	311	474	1076	96	611	465	96	-	58	39
	71.9%	92.5%	13.3%	78.3%	70.7%	74.9%	78.7%	90.8%	68.7%	81.4%	65.1%	100.0%	17.4%	100.0%	100.0%	100.0%		21.5%	13.6%
1 times	183	40	142	19	164	1	17	9	156	28	103	-	183	-	-	-	183	91	91
	11.2%	3.4%	33.6%	7.3%	11.9%	5.9%	7.4%	6.7%	12.5%	7.4%	14.1%		33.0%				39.9%	34.0%	32.0%
2-3 times	182	32	149	23	158	2	22	3	155	24	100	-	182	-	-	-	182	86	95
	11.1%	2.7%	35.3%	9.1%	11.5%	6.8%	9.4%	2.5%	12.5%	6.3%	13.7%		32.8%				39.7%	32.2%	33.4%
4-5 times	37	7	30	7	30	-	7	-	30	5	23	-	37	-	-	-	37	11	25
	2.3%	0.5%	7.1%	2.7%	2.2%		3.0%		2.4%	1.4%	3.1%		6.6%				8.0%	4.2%	8.9%
More than 5 times	56	11	45	7	50	3	4	-	50	13	29	-	56	-	-	-	56	22	35
	3.5%	0.9%	10.7%	2.6%	3.6%	12.4%	1.6%		4.0%	3.5%	4.0%		10.2%				12.3%	8.1%	12.2%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	0.88	0.21	2.79	0.71	0.92	2.05	0.57	0.13	1.00	0.68	1.04	0.00	2.60	0.00	0.00	0.00	3.15	2.00	3.16
			B			GHi	H		GH		J		L				NOF		R

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q33: How many nights did you stay overnight at the NH state park that you camped at most recently?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.						years											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 night	69	22	47	4	66	-	4	4	62	14	46	-	69	-	-	19	50	69	-
	12.5%	17.1%	11.1%	5.5%	13.5%		6.2%	21.2%	13.2%	15.3%	15.3%		12.5%			20.0%	10.9%	25.8%	
2 nights	199	58	141	20	179	5	15	10	169	33	100	-	199	-	-	38	161	199	-
	35.9%	44.4%	33.3%	30.2%	36.7%	62.5%	26.2%	56.4%	35.9%	36.6%	33.3%		35.9%			39.8%	35.1%	74.2%	
3 nights	138	28	109	19	118	1	18	2	116	21	74	-	138	-	-	24	113	-	138
	24.8%	21.6%	25.8%	29.3%	24.2%	19.3%	30.5%	9.9%	24.8%	23.5%	24.7%		24.8%			25.3%	24.7%		48.1%
4-5 nights	87	12	75	13	75	-	13	0	74	14	48	-	87	-	-	11	76	-	87
	15.7%	8.9%	17.8%	18.9%	15.3%		21.3%	2.3%	15.8%	15.6%	15.9%		15.7%			11.3%	16.7%		30.5%
More than 5 nights	61	10	51	11	50	1	9	2	49	8	32	-	61	-	-	3	58	-	61
	11.0%	8.0%	12.0%	16.1%	10.3%	18.2%	15.9%	10.2%	10.3%	9.0%	10.8%		11.0%			3.6%	12.6%		21.4%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	3.19	2.67	3.35	3.58	3.14	3.65	3.57	2.44	3.16	2.91	3.22		3.19			2.51	3.33	1.74	4.55
			B				h									P			R

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Table Q34 Page 81

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q34: Including yourself, how many adults age 18 or older were in your camping party?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)											
TOTAL	1631 100.0% 100.0%	1207 100.0% 74.0%	424 100.0% 26.0%	257 100.0% 15.7%	1374 100.0% 84.3%	24 100.0% 1.5%	233 100.0% 14.3%	129 100.0% 7.9%	1245 100.0% 76.4%	382 100.0% 23.4%	728 100.0% 44.6%	1076 100.0% 66.0%	554 100.0% 34.0%	611 100.0% 37.5%	465 100.0% 28.5%	96 100.0% 5.9%	458 100.0% 28.1%	268 100.0% 16.5%	286 100.0% 17.5%
NO ANSWER	1076 66.0%	1076 89.2%	-	190 74.2%	886 64.5%	17 69.3%	174 74.7%	110 85.6%	776 62.3%	291 76.1%	427 58.7%	1076 100.0%	-	611 100.0%	465 100.0%	-	-	-	-
TOTAL ANSWERED	554 34.0%	131 10.8%	424 100.0%	66 25.8%	488 35.5%	7 30.7%	59 25.3%	19 14.4%	469 37.7%	91 23.9%	300 41.3%	- 100.0%	554	-	-	96 100.0%	458 100.0%	268 100.0%	286 100.0%
1	42 7.5%	13 9.6%	29 6.9%	4 6.8%	37 7.6%	-	4 7.6%	1 4.2%	36 7.7%	10 10.8%	25 8.5%	-	42 7.5%	-	-	6 6.1%	36 7.8%	22 8.2%	20 6.9%
2	272 49.2%	62 47.7%	210 49.6%	33 50.2%	239 49.0%	6 81.8%	27 46.3%	9 45.9%	231 49.1%	41 45.2%	140 46.7%	-	272 49.2%	-	-	51 53.0%	221 48.3%	125 46.4%	148 51.7%
3-5	156 28.1%	39 29.5%	117 27.6%	14 20.5%	142 29.1%	1 18.2%	12 20.8%	7 35.6%	135 28.8%	35 38.5%	89 29.5%	-	156 28.1%	-	-	31 31.7%	125 27.3%	82 30.5%	74 25.8%
More than 5 adults	85 15.3%	17 13.1%	67 15.9%	15 22.4%	70 14.3%	-	15 25.2%	3 14.3%	67 14.3%	5 5.5%	46 15.4%	-	85 15.3%	-	-	9 9.2%	76 16.5%	40 14.9%	45 15.6%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	554 3.48	131 3.37	424 3.51	66 3.36	488 3.50	7 2.18	59 3.51	19 3.95	469 3.48	91 2.91	300 3.58	-	554 3.48	-	-	96 2.98	458 3.58	268 3.52	286 3.44

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q35: How many children age 17 or younger were in your camping party?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.						years											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
None	207	45	162	30	176	3	28	7	169	33	106	-	207	-	-	34	173	106	101
	37.3%	34.2%	38.2%	46.1%	36.1%	37.5%	47.1%	38.0%	36.0%	36.2%	35.4%		37.3%			35.0%	37.7%	39.4%	35.3%
1-2	185	47	138	15	170	1	14	3	166	39	104	-	185	-	-	28	157	81	103
	33.3%	35.7%	32.6%	22.8%	34.7%	19.3%	23.2%	17.0%	35.4%	42.9%	34.6%		33.3%			28.8%	34.3%	30.2%	36.2%
3-5	101	24	76	12	88	3	9	6	83	13	52	-	101	-	-	23	77	49	51
	18.2%	18.7%	18.0%	18.8%	18.1%	43.2%	15.8%	30.7%	17.6%	13.9%	17.3%		18.2%			24.4%	16.9%	18.4%	18.0%
More than 5 children	62	15	47	8	54	-	8	3	51	6	38	-	62	-	-	11	51	32	30
	11.2%	11.4%	11.2%	12.4%	11.1%		13.9%	14.3%	11.0%	7.0%	12.7%		11.2%			11.8%	11.1%	11.9%	10.6%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	2.36	2.44	2.34	2.04	2.41	1.64	2.09	3.88	2.35	1.93	2.55		2.36			2.60	2.31	2.60	2.14

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q36: Which of the following best describes where you slept?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers		No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
Motorized RV	53	10	43	13	40	4	9	-	40	9	21	-	53	-	-	7	47	10	43
	9.6%	7.7%	10.2%	19.6%	8.3%	52.8%	15.4%		8.6%	9.6%	7.0%		9.6%			7.0%	10.2%	3.8%	15.1%
Travel trailer	56	12	44	15	41	2	14	2	38	7	22	-	56	-	-	7	49	15	41
	10.1%	9.3%	10.3%	23.2%	8.3%	25.0%	22.9%	12.5%	8.2%	8.2%	7.2%		10.1%			7.1%	10.7%	5.8%	14.2%
Towable pop-up / folding camper	76	14	63	9	68	0	8	1	67	11	40	-	76	-	-	12	64	26	50
	13.8%	10.6%	14.8%	13.1%	13.9%	4.0%	14.2%	5.4%	14.2%	12.2%	13.4%		13.8%			12.6%	14.0%	9.7%	17.7%
Truck camper	3	1	2	0	3	-	0	-	3	1	-	-	3	-	-	-	3	1	2
	0.5%	0.7%	0.5%	0.4%	0.5%		0.5%		0.6%	0.6%			0.5%				0.6%	0.3%	0.7%
Tent	355	89	266	29	326	1	28	15	310	62	210	-	355	-	-	71	284	211	144
	64.0%	68.2%	62.7%	43.7%	66.8%	18.2%	46.9%	82.1%	66.2%	67.9%	69.8%		64.0%			73.2%	62.1%	78.5%	50.4%
Open ground	2	1	1	-	2	-	-	-	2	-	2	-	2	-	-	-	2	1	1
	0.4%	0.6%	0.3%		0.4%				0.4%		0.7%		0.4%				0.5%	0.3%	0.5%
Other	9	4	5	-	9	-	-	-	9	1	6	-	9	-	-	-	9	4	4
	1.5%	2.9%	1.1%		1.8%				1.8%	1.5%	2.0%		1.5%				1.9%	1.6%	1.5%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHI-SQUARE SIGNIFICANCE	<---4.794---> .5705*			<---26.746---> .0002*		<-----41.577-----> .0013*				<---3.431---> .7532*		<-----0-----> 1*		<-----6.391-----> .3809*				<---52.194---> 0*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q37_1: Which of the following were the primary reasons why you camped overnight at the NH state park?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
Convenient or close	199	39	160	16	183	4	11	10	173	39	103	-	199	-	-	35	163	102	97
	35.9%	29.8%	37.7%	23.5%	37.5%	61.4%	18.8%	56.4%	36.8%	42.5%	34.3%		35.9%			36.5%	35.7%	38.0%	33.8%
Other campground / destination not available	1	-	1	-	1	-	-	-	1	1	-	-	1	-	-	-	1	1	-
	0.2%		0.3%		0.3%				0.3%	1.5%			0.2%				0.3%	0.5%	
Good value for the money	98	23	75	12	86	1	11	5	81	16	50	-	98	-	-	13	85	45	53
	17.7%	17.6%	17.7%	18.5%	17.6%	19.3%	18.4%	24.2%	17.3%	17.3%	16.6%		17.7%			13.9%	18.5%	16.8%	18.5%
Has many things to do	62	18	44	5	57	-	5	-	57	10	44	-	62	-	-	11	52	23	39
	11.3%	13.8%	10.5%	7.9%	11.7%		8.9%		12.2%	10.8%	14.6%		11.3%			11.1%	11.3%	8.6%	13.7%
Wanted to get away	72	26	47	11	61	1	10	-	61	9	41	-	72	-	-	13	59	37	36
	13.0%	19.6%	11.0%	16.9%	12.5%	19.3%	16.7%		13.0%	10.0%	13.5%		13.0%			13.8%	12.8%	13.6%	12.4%
Family tradition	90	16	73	13	76	-	13	0	76	14	46	-	90	-	-	21	69	39	50
	16.2%	12.6%	17.3%	20.0%	15.7%		22.5%	2.3%	16.2%	15.0%	15.4%		16.2%			21.8%	15.0%	14.6%	17.6%
Other	32	9	23	9	23	-	9	3	20	3	17	-	32	-	-	3	29	21	11
	5.8%	6.6%	5.5%	13.1%	4.8%		14.8%	17.0%	4.3%	2.9%	5.6%		5.8%			2.9%	6.4%	7.8%	3.9%
CHI-SQUARE SIGNIFICANCE	<----10.357---->			<----12.808---->		<-----35.393----->				<----8.301---->		<-----0----->		<-----5.322----->				<----10.246---->	
	.1104*			.0462*		.0084*				.2169*		1*		.5033*				.1147*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q37_T: Which of the following were the primary reasons why you camped overnight at the NH state park?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
				E			I	fGI		K									
TOTAL ANSWERED	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
			B		D	h	H		GH	J									
Convenient or close	226	50	176	21	206	4	16	10	195	43	118	-	226	-	-	48	178	119	108
	40.8%	38.6%	41.5%	31.0%	42.2%	61.4%	27.2%	56.4%	41.6%	46.6%	39.3%		40.8%			50.2%	38.9%	44.2%	37.7%
								g	g							q			
Other campground / destination not available	11	1	10	2	9	1	1	1	8	3	1	-	11	-	-	3	8	7	4
	2.0%	1.0%	2.3%	3.1%	1.8%	18.2%	1.2%	7.2%	1.6%	3.0%	0.4%		2.0%			3.5%	1.7%	2.7%	1.4%
Good value for the money	243	51	191	29	214	5	24	12	202	47	130	-	243	-	-	43	199	112	130
	43.8%	39.4%	45.1%	43.1%	43.9%	62.5%	40.7%	64.9%	43.0%	51.3%	43.4%		43.8%			44.9%	43.5%	41.9%	45.6%
Has many things to do	240	44	196	19	221	3	16	6	215	44	135	-	240	-	-	46	194	115	125
	43.3%	33.8%	46.2%	28.5%	45.3%	37.5%	27.4%	32.6%	45.8%	48.4%	44.9%		43.3%			48.0%	42.3%	42.9%	43.6%
			B		D				G										
Wanted to get away	247	56	191	28	219	3	25	6	213	44	134	-	247	-	-	36	210	114	133
	44.5%	42.8%	45.0%	41.9%	44.9%	41.5%	42.0%	31.1%	45.4%	48.6%	44.5%		44.5%			37.7%	45.9%	42.5%	46.4%
Family tradition	239	38	200	25	214	2	23	5	209	46	125	-	239	-	-	44	195	105	133
	43.1%	29.4%	47.3%	37.2%	43.9%	22.2%	39.0%	29.2%	44.4%	50.7%	41.7%		43.1%			45.4%	42.6%	39.2%	46.7%
			B																
Other	46	12	33	11	35	-	11	3	31	5	24	-	46	-	-	5	41	29	16
	8.2%	9.4%	7.8%	16.5%	7.1%		18.6%	17.0%	6.7%	5.3%	8.0%		8.2%			4.8%	8.9%	10.8%	5.8%
				e			I											s	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q38: Do you recall how much it cost per night to camp at the NH state park that you camped at most recently?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
None	8	2	6	-	8	-	-	-	8	6	1	-	8	-	-	1	7	6	2
	1.4%	1.6%	1.4%		1.6%				1.7%	6.4%	0.3%		1.4%			1.4%	1.4%	2.3%	0.6%
1-10	34	13	22	2	32	-	2	2	30	5	24	-	34	-	-	8	27	22	12
	6.2%	9.6%	5.2%	3.6%	6.6%		4.1%	11.4%	6.4%	5.3%	8.1%		6.2%			8.1%	5.8%	8.2%	4.3%
11-20	78	18	59	11	66	3	8	-	66	12	49	-	78	-	-	13	64	37	40
	14.0%	14.1%	14.0%	16.8%	13.6%	43.2%	13.6%		14.2%	12.7%	16.3%		14.0%			13.9%	14.0%	13.9%	14.1%
21-30	160	19	141	21	139	2	19	7	132	22	95	-	160	-	-	17	143	71	89
	28.8%	14.3%	33.3%	31.3%	28.5%	23.3%	32.3%	38.5%	28.1%	23.7%	31.6%		28.8%			17.5%	31.2%	26.3%	31.2%
31-40	50	12	38	8	42	1	7	2	40	10	21	-	50	-	-	6	44	20	29
	8.9%	8.9%	9.0%	11.9%	8.5%	15.3%	11.5%	11.0%	8.4%	11.0%	6.9%		8.9%			5.9%	9.6%	7.5%	10.3%
More than 40 dollars	50	2	48	8	42	1	7	4	38	3	26	-	50	-	-	3	48	24	26
	9.1%	1.5%	11.4%	12.5%	8.6%	18.2%	11.8%	19.7%	8.2%	2.8%	8.6%		9.1%			2.6%	10.4%	8.9%	9.2%
Don't know / unsure	174	65	109	16	159	-	16	4	155	35	85	-	174	-	-	49	126	88	86
	31.5%	50.1%	25.8%	23.8%	32.5%		26.8%	19.4%	33.1%	38.0%	28.3%		31.5%			50.5%	27.5%	32.8%	30.2%
MEAN	380	65	314	50	329	7	43	15	314	57	215	-	380	-	-	48	332	180	199
	27.19	22.06	28.25	29.37	26.85	30.74	29.14	30.77	26.67	22.62	26.28		27.19			23.07	27.78	26.25	28.03

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q39: How would you describe the cost you paid to camp overnight at the NH state park that you camped at most recently?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
Very good value	233	56	176	32	201	4	27	9	192	36	116	-	233	-	-	39	194	99	133
	42.0%	43.2%	41.6%	47.9%	41.2%	58.5%	46.6%	48.1%	40.9%	39.4%	38.6%		42.0%			40.7%	42.3%	37.1%	46.7%
Above average value	96	27	69	10	86	1	9	1	85	15	57	-	96	-	-	16	80	44	52
	17.3%	20.9%	16.2%	15.7%	17.6%	18.2%	15.4%	3.0%	18.1%	16.4%	19.0%		17.3%			16.2%	17.6%	16.6%	18.1%
Average value	171	32	139	15	156	1	14	7	149	25	109	-	171	-	-	25	146	89	82
	30.9%	24.7%	32.8%	22.9%	32.0%	15.3%	23.9%	39.1%	31.7%	27.6%	36.4%		30.9%			26.0%	31.9%	33.1%	28.8%
Below average value	20	2	18	5	15	0	5	-	15	1	10	-	20	-	-	4	16	10	10
	3.6%	1.6%	4.3%	8.2%	3.0%	4.0%	8.7%		3.2%	1.5%	3.5%		3.6%			4.0%	3.6%	3.7%	3.6%
Very poor value	3	-	3	0	3	0	-	-	3	-	2	-	3	-	-	0	3	-	3
	0.6%		0.8%	0.4%	0.6%	4.0%			0.6%		0.5%		0.6%			0.3%	0.7%		1.2%
Don't know / unsure	31	13	18	3	28	-	3	2	26	14	6	-	31	-	-	12	18	26	5
	5.5%	9.7%	4.3%	4.8%	5.6%		5.4%	9.9%	5.5%	15.2%	2.0%		5.5%			12.9%	4.0%	9.5%	1.8%
MEAN	523	118	405	63	460	7	56	17	444	77	295	-	523	-	-	84	439	243	281
	1.98	1.83	2.02	1.92	1.99	1.77	1.94	1.90	1.99	1.90	2.06		1.98			1.93	1.99	2.04	1.93

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent T-Test for Means (equal variances)
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q40_\$2: If the cost of camping at NH state parks were increased by \$2, how likely is it that you would reduce the nights you camped at NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.	List																
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
\$2 INCREASE	526	375	151	85	441	9	76	48	392	130	231	330	195	199	132	35	160	90	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	71.3%	28.7%	16.2%	83.8%	1.8%	14.4%	9.2%	74.6%	24.8%	44.0%	62.9%	37.1%	37.8%	25.0%	6.7%	30.5%	17.1%	20.0%
NO ANSWER	330	330	-	63	268	7	55	42	226	95	126	330	-	199	132	-	-	-	-
	62.9%	88.1%		73.5%	60.8%	77.2%	73.0%	87.7%	57.5%	73.1%	54.5%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	195	44	151	23	173	2	20	6	167	35	105	-	195	-	-	35	160	90	105
	37.1%	11.9%	100.0%	26.5%	39.2%	22.8%	27.0%	12.3%	42.5%	26.9%	45.5%		100.0%			100.0%	100.0%	100.0%	100.0%
Definitely would	10	2	7	3	7	-	3	-	7	3	3	-	10	-	-	1	8	3	7
	4.9%	4.7%	5.0%	13.1%	3.8%		14.4%		4.0%	9.0%	3.3%		4.9%			3.8%	5.2%	2.9%	6.6%
Probably would	23	5	18	2	21	-	2	-	21	4	14	-	23	-	-	3	20	13	10
	11.6%	10.2%	12.1%	8.1%	12.1%		9.0%		12.5%	10.5%	13.3%		11.6%			9.0%	12.2%	14.1%	9.5%
Probably would not	72	14	58	7	65	2	5	4	61	15	38	-	72	-	-	16	56	36	36
	36.8%	31.9%	38.3%	31.5%	37.5%	100.0%	24.4%	61.8%	36.6%	42.7%	36.1%		36.8%			44.2%	35.2%	39.8%	34.2%
Definitely would not	89	24	65	10	79	-	10	2	77	13	49	-	89	-	-	15	74	39	50
	45.5%	53.2%	43.2%	42.3%	45.9%		46.7%	38.2%	46.2%	37.8%	46.2%		45.5%			43.0%	46.0%	43.2%	47.5%
Don't know / unsure / depends	2	-	2	1	1	-	1	-	1	-	1	-	2	-	-	-	2	-	2
	1.1%		1.5%	4.9%	0.6%		5.5%		0.7%		1.1%		1.1%				1.4%		2.1%
CHI-SQUARE SIGNIFICANCE	<-----1.89----->			<-----7.21----->		<-----14.62----->				<-----3.101----->		<-----0----->		<-----1.549----->				<-----4.77----->	
	.7559*			.1252*		.2629*				.541*		1*		.818*				.3117*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q40_54: If the cost of camping at NH state parks were increased by \$4, how likely is it that you would reduce the nights you camped at NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.	List																
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
\$4 INCREASE	538	399	139	81	456	4	77	33	423	109	249	359	178	217	142	34	144	88	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.2%	25.8%	15.1%	84.9%	0.7%	14.4%	6.2%	78.7%	20.3%	46.4%	66.8%	33.2%	40.5%	26.4%	6.4%	26.8%	16.3%	16.8%
NO ANSWER	359	359	-	57	302	1	56	31	271	87	154	359	-	217	142	-	-	-	-
	66.8%	90.1%		70.8%	66.1%	35.4%	72.5%	92.8%	64.0%	80.1%	61.7%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	178	39	139	24	155	2	21	2	152	22	96	-	178	-	-	34	144	88	91
	33.2%	9.9%	100.0%	29.2%	33.9%	64.6%	27.5%	7.2%	36.0%	19.9%	38.3%		100.0%			100.0%	100.0%	100.0%	100.0%
Definitely would	16	4	12	2	14	-	2	-	14	4	9	-	16	-	-	4	12	9	7
	9.0%	9.9%	8.8%	8.0%	9.2%		8.9%		9.3%	18.0%	9.4%		9.0%			11.6%	8.4%	10.0%	8.1%
Probably would	32	5	27	3	29	-	3	1	28	1	20	-	32	-	-	5	27	16	16
	17.8%	12.7%	19.3%	11.2%	18.8%		12.5%	55.4%	18.2%	6.3%	20.4%		17.8%			14.7%	18.6%	18.2%	17.5%
Probably would not	57	15	42	7	50	1	6	-	50	4	39	-	57	-	-	15	42	20	37
	31.8%	37.9%	30.1%	29.6%	32.2%	54.4%	26.7%		32.7%	20.4%	40.8%		31.8%			43.9%	29.0%	22.9%	40.5%
Definitely would not	65	10	55	12	53	1	11	1	52	11	26	-	65	-	-	9	57	38	28
	36.7%	26.4%	39.6%	51.2%	34.5%	45.6%	51.8%	44.6%	34.3%	49.1%	26.8%		36.7%			26.0%	39.3%	43.1%	30.5%
Don't know / unsure / depends	8	5	3	-	8	-	-	-	8	1	2	-	8	-	-	1	7	5	3
	4.6%	13.0%	2.2%		5.3%				5.4%	6.2%	2.6%		4.6%			4.0%	4.8%	5.9%	3.4%
CHI-SQUARE SIGNIFICANCE	<-----10.629----->		<-----3.56----->		<-----7.575----->				<-----8.68----->		<-----0----->		<-----3.834----->				<-----7.063----->		
	.0311		.4688*		.8174*				.0696*		1*		.429*				.1326		

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q40_56: If the cost of camping at NH state parks were increased by \$6, how likely is it that you would reduce the nights you camped at NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
\$6 INCREASE	567	433	134	90	477	11	80	47	430	143	247	387	180	195	192	27	154	91	90
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	76.4%	23.6%	15.9%	84.1%	1.9%	14.0%	8.3%	75.7%	25.2%	43.6%	68.2%	31.8%	34.4%	33.8%	4.7%	27.1%	16.0%	15.8%
NO ANSWER	387	387	-	70	316	8	62	37	279	108	148	387	-	195	192	-	-	-	-
	68.2%	89.2%		78.0%	66.3%	74.5%	78.5%	78.3%	65.0%	75.8%	59.7%	100.0%		100.0%	100.0%				
TOTAL ANSWERED	180	47	134	20	161	3	17	10	150	35	100	-	180	-	-	27	154	91	90
	31.8%	10.8%	100.0%	22.0%	33.7%	25.5%	21.5%	21.7%	35.0%	24.2%	40.3%		100.0%			100.0%	100.0%	100.0%	100.0%
Definitely would	35	6	29	5	30	0	4	1	29	5	20	-	35	-	-	3	31	17	18
	19.3%	12.8%	21.5%	23.5%	18.7%	10.7%	25.5%	6.9%	19.6%	15.3%	20.1%		19.3%			12.3%	20.5%	18.6%	20.0%
Probably would	27	12	15	-	27	-	-	3	24	3	18	-	27	-	-	6	21	16	11
	14.7%	25.5%	11.0%		16.6%			26.0%	15.9%	7.9%	18.5%		14.7%			21.5%	13.6%	17.1%	12.4%
Probably would not	63	14	49	10	52	2	8	5	47	15	30	-	63	-	-	10	52	32	31
	34.7%	29.4%	36.5%	52.3%	32.5%	89.3%	46.4%	48.7%	31.4%	43.6%	30.4%		34.7%			38.9%	34.0%	35.4%	34.0%
Definitely would not	51	14	37	3	47	-	3	-	47	11	30	-	51	-	-	5	46	22	28
	28.2%	29.4%	27.7%	17.5%	29.5%		20.3%		31.5%	31.5%	29.8%		28.2%			17.4%	30.0%	24.8%	31.6%
Don't know / unsure / depends	6	1	4	1	4	-	1	2	2	1	1	-	6	-	-	3	3	4	2
	3.1%	2.9%	3.2%	6.7%	2.7%		7.8%	18.5%	1.6%	1.6%	1.1%		3.1%			9.9%	2.0%	4.2%	2.1%
CHI-SQUARE SIGNIFICANCE	<-----6.814----->			<-----7.285----->		<-----23.931----->				<-----3.539----->		<-----0----->		<-----7.812----->				<-----2.099----->	
	.146			.1216*		.0208*				.472*		1*		.0987*				.7175	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q41: Have you ever camped overnight at a NH state park?
 Compared by Selected Characteristics
 Among General Population Only

	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	TOTAL	Extremely important	Very important	Mod/smwht /not imp.	Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Modrately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.2%	38.2%	6.3%	19.5%	39.9%	28.0%	12.5%	26.1%	43.6%	22.4%	8.0%	63.9%	36.1%
NO ANSWER	131	88	38	4	44	66	17	4	32	54	34	10	58	72
	10.8%	13.3%	8.3%	5.3%	18.8%	13.6%	5.0%	2.5%	10.1%	10.4%	12.7%	10.3%	7.6%	16.6%
TOTAL ANSWERED	1076	577	423	72	191	416	321	147	283	471	236	86	713	364
	89.2%	86.7%	91.7%	94.7%	81.2%	86.4%	95.0%	97.5%	89.9%	89.6%	87.3%	89.7%	92.4%	83.4%
Yes	465	272	170	23	111	202	118	33	122	200	113	30	319	146
	43.2%	47.1%	40.2%	31.8%	58.2%	48.4%	36.7%	22.8%	43.2%	42.3%	48.0%	34.8%	44.7%	40.3%
No	593	293	249	48	76	208	200	109	156	267	119	51	385	208
	55.1%	50.7%	58.9%	66.3%	40.0%	49.9%	62.2%	74.7%	55.2%	56.7%	50.5%	59.1%	54.0%	57.3%
Don't know / unsure	18	13	4	1	3	7	4	4	4	5	3	5	9	9
	1.7%	2.2%	0.9%	1.8%	1.8%	1.7%	1.2%	2.5%	1.5%	1.0%	1.5%	6.1%	1.2%	2.5%
CHI-SQUARE SIGNIFICANCE		<-----12.509----->			<-----54.024----->				<-----15.897----->				<-----3.846----->	
		.0139			0				.0143*				.1462	

Comparison Groups: BCD/EFGH/IJKL/MN

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q41: Have you ever camped overnight at a NH state park?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List					years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
TOTAL ANSWERED	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
Yes	465	465	-	74	391	3	71	41	351	145	174	465	-	-	465	-	-	-	-
	43.2%	43.2%		38.7%	44.2%	19.0%	40.6%	36.9%	45.2%	49.7%	40.7%	43.2%		100.0%					
No	593	593	-	114	480	13	100	70	410	142	247	593	-	593	-	-	-	-	-
	55.1%	55.1%		59.6%	54.2%	81.0%	57.6%	63.1%	52.9%	48.8%	57.8%	55.1%		97.1%					
Don't know / unsure	18	18	-	3	15	-	3	-	15	4	6	18	-	18	-	-	-	-	-
	1.7%	1.7%		1.7%	1.7%		1.8%		1.9%	1.5%	1.5%	1.7%		2.9%					
CHI-SQUARE SIGNIFICANCE	<-----0-----> 1*			<-----1.946-----> .3779			<-----10.83-----> .0938*			<-----5.765-----> .056			<-----0-----> 1*			<-----1076.379-----> 0*			<-----0-----> 1*

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q42_1: What is the primary reasons why you have not camped overnight at any NH state parks in the past 3 years?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL ANSWERED	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%	-	74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%	-	100.0%	100.0%	-	-	-	-
Do not like camping	448	448	-	75	372	5	70	58	315	122	176	448	-	335	113	-	-	-	-
	41.6%	41.6%	-	39.5%	42.0%	29.3%	40.5%	52.5%	40.6%	41.9%	41.1%	41.6%	-	54.8%	24.2%	-	-	-	-
Too expensive	17	17	-	9	8	-	9	-	8	0	6	17	-	6	11	-	-	-	-
	1.6%	1.6%	-	4.5%	0.9%	-	5.0%	-	1.1%	0.1%	1.4%	1.6%	-	0.9%	2.4%	-	-	-	-
Do not like the outdoors	13	13	-	3	9	-	3	2	8	5	4	13	-	10	2	-	-	-	-
	1.2%	1.2%	-	1.8%	1.1%	-	2.0%	1.6%	1.0%	1.7%	1.0%	1.2%	-	1.7%	0.5%	-	-	-	-
Do not like bugs	16	16	-	6	10	-	6	-	10	4	5	16	-	9	7	-	-	-	-
	1.5%	1.5%	-	3.0%	1.2%	-	3.3%	-	1.3%	1.4%	1.2%	1.5%	-	1.5%	1.5%	-	-	-	-
Do not like NH state parks	6	6	-	0	5	-	0	-	5	4	1	6	-	3	2	-	-	-	-
	0.5%	0.5%	-	0.2%	0.6%	-	0.2%	-	0.7%	1.4%	0.3%	0.5%	-	0.5%	0.5%	-	-	-	-
Not familiar w/ NH state parks	22	22	-	7	15	1	6	1	15	1	8	22	-	17	5	-	-	-	-
	2.1%	2.1%	-	3.7%	1.7%	8.2%	3.2%	0.7%	1.9%	0.5%	1.9%	2.1%	-	2.8%	1.2%	-	-	-	-
Health issues / concerns / disabilities	152	152	-	37	115	1	36	14	101	35	58	152	-	46	106	-	-	-	-
	14.1%	14.1%	-	19.3%	13.0%	7.3%	20.5%	12.8%	13.0%	12.0%	13.6%	14.1%	-	7.6%	22.7%	-	-	-	-
No time / too busy	81	81	-	15	66	3	12	9	57	25	25	81	-	32	49	-	-	-	-
	7.5%	7.5%	-	7.7%	7.5%	16.5%	6.8%	8.3%	7.4%	8.6%	5.8%	7.5%	-	5.2%	10.5%	-	-	-	-
Prefer other activities / destinations	89	89	-	8	81	-	8	14	67	21	44	89	-	41	48	-	-	-	-
	8.3%	8.3%	-	4.1%	9.2%	-	4.5%	12.5%	8.7%	7.2%	10.2%	8.3%	-	6.8%	10.2%	-	-	-	-
Only use in daytime	9	9	-	-	9	-	-	-	9	5	2	9	-	7	2	-	-	-	-
	0.9%	0.9%	-	-	1.0%	-	-	-	1.2%	1.6%	0.4%	0.9%	-	1.2%	0.4%	-	-	-	-
Lack of convenience or amenities / don't allow pets	23	23	-	5	19	1	4	0	18	5	11	23	-	11	12	-	-	-	-
	2.2%	2.2%	-	2.4%	2.1%	4.3%	2.2%	0.4%	2.4%	1.7%	2.6%	2.2%	-	1.8%	2.6%	-	-	-	-

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q42_1: What is the primary reasons why you have not camped overnight at any NH state parks in the past 3 years?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Pop.	Campers List	No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Other	89 8.2%	89 8.2%	-	13 7.0%	75 8.5%	3 15.5%	11 6.2%	7 6.6%	68 8.8%	30 10.5%	39 9.1%	89 8.2%	-	49 8.1%	39 8.4%	-	-	-	-
No reason	39 3.6%	39 3.6%	-	6 3.0%	34 3.8%	-	6 3.3%	3 3.1%	30 3.9%	8 2.7%	21 4.9%	39 3.6%	-	13 2.2%	26 5.6%	-	-	-	-
Don't know / unsure	73 6.8%	73 6.8%	-	7 3.9%	66 7.4%	3 18.9%	4 2.4%	2 1.6%	64 8.3%	26 8.9%	28 6.5%	73 6.8%	-	31 5.0%	42 9.1%	-	-	-	-
CHI-SQUARE SIGNIFICANCE	<-----,0-----> 1*			<----36.17-----> .0006*		<-----74.085-----> .0006*				<----19.858-----> .0988*		<-----,0-----> 1*		<-----144.218-----> 0*				<-----,0-----> 1*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC. (New Hampshire State Parks: 2009 State Park Utilization Survey)

Q42_T: What is the primary reasons why you have not camped overnight at any NH state parks in the past 3 years?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Pop.	Camper List	No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%	-	100.0%	-	-	100.0%	100.0%	100.0%	100.0%
			B		D	h	H		GH		J								
TOTAL ANSWERED	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
				E			I	FGI		K									
Do not like camping	461	461	-	79	382	5	75	60	322	123	183	461	-	344	117	-	-	-	-
	42.8%	42.8%		41.7%	43.1%	29.3%	42.9%	54.4%	41.5%	42.4%	42.8%	42.8%		56.3%	25.2%				
								FgI						O					
Too expensive	18	18	-	9	9	-	9	-	9	0	7	18	-	7	11	-	-	-	-
	1.7%	1.7%		4.5%	1.1%		5.0%		1.2%	0.1%	1.6%	1.7%		1.1%	2.4%				
				E			I				j								
Do not like the outdoors	17	17	-	5	12	-	5	2	10	7	5	17	-	13	4	-	-	-	-
	1.6%	1.6%		2.9%	1.3%		3.2%	1.6%	1.3%	2.4%	1.1%	1.6%		2.1%	0.9%				
Do not like bugs	30	30	-	6	25	-	6	1	23	12	10	30	-	20	11	-	-	-	-
	2.8%	2.8%		3.0%	2.8%		3.3%	1.3%	3.0%	4.3%	2.4%	2.8%		3.2%	2.3%				
Do not like NH state parks	7	7	-	0	7	-	0	2	5	4	3	7	-	5	2	-	-	-	-
	0.7%	0.7%		0.2%	0.8%		0.2%	1.7%	0.7%	1.4%	0.7%	0.7%		0.8%	0.5%				
Not familiar w/ NH state parks	23	23	-	7	16	1	6	1	15	1	8	23	-	17	6	-	-	-	-
	2.2%	2.2%		3.7%	1.8%	8.2%	3.2%	0.7%	2.0%	0.5%	1.9%	2.2%		2.8%	1.3%				
Health issues / concerns / disabilities	156	156	-	38	119	1	36	14	105	36	60	156	-	47	109	-	-	-	-
	14.5%	14.5%		19.7%	13.4%	7.3%	20.9%	12.8%	13.5%	12.2%	14.1%	14.5%		7.8%	23.4%				
				e			fI							N					
No time / too busy	82	82	-	15	67	3	12	9	58	25	26	82	-	33	49	-	-	-	-
	7.6%	7.6%		7.7%	7.6%	16.5%	6.8%	8.3%	7.5%	8.6%	6.1%	7.6%		5.4%	10.5%				
														N					
Prefer other activities / destinations	89	89	-	8	81	-	8	14	67	21	44	89	-	41	48	-	-	-	-
	8.3%	8.3%		4.1%	9.2%		4.5%	12.5%	8.7%	7.2%	10.2%	8.3%		6.8%	10.2%				
				D			G	G	g					n					

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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Table Q42_T Page 96
 (Continued)

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q42_T: What is the primary reasons why you have not camped overnight at any NH state parks in the past 3 years?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
Only use in daytime	9 0.9%	9 0.9%	-	-	9 1.0%	-	-	-	9 1.2%	5 1.6%	2 0.4%	9 0.9%	-	7 1.2%	2 0.4%	-	-	-	-
Lack of convenience or amenities / don't allow pets	23 2.2%	23 2.2%	-	5 2.4%	19 2.1%	1 4.3%	4 2.2%	0 0.4%	18 2.4%	5 1.7%	11 2.6%	23 2.2%	-	11 1.8%	12 2.6%	-	-	-	-
Other	92 8.6%	92 8.6%	-	14 7.1%	79 8.9%	3 15.5%	11 6.3%	7 6.6%	72 9.2%	30 10.5%	42 9.9%	92 8.6%	-	53 8.7%	39 8.4%	-	-	-	-
No reason	39 3.6%	39 3.6%	-	6 3.0%	34 3.8%	-	6 3.3%	3 3.1%	30 3.9%	8 2.7%	21 4.9%	39 3.6%	-	13 2.2%	26 5.6%	-	-	-	-
Don't know / unsure	73 6.8%	73 6.8%	-	7 3.9%	66 7.4%	3 18.9%	4 2.4%	2 1.6%	64 8.3%	26 8.9%	28 6.5%	73 6.8%	-	31 5.0%	42 9.1%	-	-	-	-

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q43_52: If the cost of camping at NH state parks were reduced by \$2, how likely is it that you would increase the nights you camp at any NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
\$2 DECREASE	526	375	151	85	441	9	76	48	392	130	231	330	195	199	132	35	160	90	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	71.3%	28.7%	16.2%	83.8%	1.8%	14.4%	9.2%	74.6%	24.8%	44.0%	62.9%	37.1%	37.8%	25.0%	6.7%	30.5%	17.1%	20.0%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	526	375	151	85	441	9	76	48	392	130	231	330	195	199	132	35	160	90	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would	35	17	18	5	29	2	4	0	29	7	18	12	23	4	7	1	22	7	16
	6.6%	4.4%	11.9%	6.4%	6.6%	19.7%	4.8%	0.9%	7.3%	5.2%	8.0%	3.6%	11.6%	2.2%	5.7%	2.0%	13.7%	7.9%	14.8%
Probably would	63	26	37	10	53	0	10	2	50	17	30	20	43	7	13	6	36	18	25
	11.9%	6.8%	24.6%	11.8%	11.9%	3.1%	12.9%	5.0%	12.8%	12.9%	12.9%	6.1%	21.8%	3.5%	10.0%	17.6%	22.7%	19.9%	23.5%
Probably would not	127	85	42	20	107	-	20	8	100	25	66	66	61	36	31	12	49	31	30
	24.2%	22.6%	28.1%	23.5%	24.4%		26.4%	15.6%	25.4%	19.2%	28.7%	20.1%	31.1%	18.1%	23.2%	33.4%	30.6%	34.5%	28.3%
Definitely would not	275	223	52	47	228	6	41	35	193	74	105	209	66	132	78	17	50	34	32
	52.4%	59.5%	34.7%	55.2%	51.9%	62.8%	54.3%	72.8%	49.3%	56.7%	45.5%	63.3%	33.9%	66.2%	59.0%	46.9%	31.1%	37.7%	30.7%
Don't know / unsure / depends	26	25	1	3	23	1	1	3	20	8	11	23	3	20	3	-	3	-	3
	4.9%	6.5%	0.7%	3.1%	5.2%	14.3%	1.7%	5.6%	5.2%	6.1%	5.0%	6.9%	1.5%	10.0%	2.1%		1.8%		2.8%
CHI-SQUARE SIGNIFICANCE	<---58.852--->			<---.872--->		<-----20.665----->				<---6.189--->		<---71.191--->		<-----95.47----->				<---6.076--->	
	0			.9286		.0555*				.1855		0		0				.1935	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q43_54: If the cost of camping at NH state parks were reduced by \$4, how likely is it that you would increase the nights you camp at any NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Pop.	Campers List	No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
\$4 DECREASE	538	399	139	81	456	4	77	33	423	109	249	359	178	217	142	34	144	88	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.2%	25.8%	15.1%	84.9%	0.7%	14.4%	6.2%	78.7%	20.3%	46.4%	66.8%	33.2%	40.5%	26.4%	6.4%	26.8%	16.3%	16.8%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	538	399	139	81	456	4	77	33	423	109	249	359	178	217	142	34	144	88	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would	37	18	20	6	31	1	6	-	31	4	21	17	21	6	10	3	18	10	11
	7.0%	4.4%	14.3%	7.7%	6.8%	20.5%	7.1%	-	7.4%	3.6%	8.4%	4.6%	11.7%	2.9%	7.3%	8.6%	12.5%	11.2%	12.3%
Probably would	71	41	30	9	62	-	9	1	62	8	38	32	39	19	13	8	31	17	22
	13.2%	10.4%	21.3%	10.7%	13.6%	-	11.2%	1.7%	14.6%	7.8%	15.1%	8.8%	22.1%	8.7%	8.9%	24.6%	21.5%	19.2%	24.8%
Probably would not	156	114	42	26	131	1	24	9	122	28	87	99	57	50	49	13	45	23	35
	29.1%	28.6%	30.5%	31.4%	28.6%	35.1%	31.3%	26.8%	28.8%	25.9%	34.9%	27.6%	32.0%	23.1%	34.5%	36.7%	30.9%	25.7%	38.1%
Definitely would not	252	209	43	38	215	1	36	21	193	64	95	197	56	130	66	10	45	35	21
	46.9%	52.4%	31.1%	46.2%	47.0%	29.5%	47.1%	64.1%	45.7%	58.9%	38.2%	54.7%	31.2%	59.9%	46.7%	30.1%	31.5%	39.5%	23.2%
Don't know / unsure / depends	21	17	4	3	17	1	3	2	15	4	8	15	5	12	4	-	5	4	1
	3.8%	4.2%	2.9%	3.9%	3.8%	14.8%	3.4%	7.4%	3.5%	3.7%	3.3%	4.3%	2.9%	5.4%	2.6%	-	3.6%	4.3%	1.5%
CHI-SQUARE SIGNIFICANCE	<----34.116---->			<-----7.41----->		<-----13.319----->				<----14.927---->		<----40.096---->		<-----53.238----->				<----7.858---->	
	0			.9462		.3463*				.0049		0		0				.0969	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q43_56: If the cost of camping at NH state parks were reduced by \$6, how likely is it that you would increase the nights you camp at any NH state parks in the future?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.	List																
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
\$6 DECREASE	567	433	134	90	477	11	80	47	430	143	247	387	180	195	192	27	154	91	90
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	76.4%	23.6%	15.9%	84.1%	1.9%	14.0%	8.3%	75.7%	25.2%	43.6%	68.2%	31.8%	34.4%	33.8%	4.7%	27.1%	16.0%	15.8%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	567	433	134	90	477	11	80	47	430	143	247	387	180	195	192	27	154	91	90
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would	64	33	30	7	56	0	7	1	55	9	36	27	37	11	16	4	33	13	24
	11.2%	7.7%	22.8%	8.2%	11.8%	2.7%	9.0%	3.0%	12.8%	6.5%	14.6%	6.9%	20.4%	5.6%	8.3%	13.8%	21.6%	14.3%	26.6%
Probably would	110	67	43	16	94	2	14	7	86	22	53	56	54	16	40	10	44	30	24
	19.4%	15.5%	31.8%	18.1%	19.6%	19.9%	17.8%	15.3%	20.1%	15.1%	21.3%	14.4%	30.0%	8.1%	20.9%	38.6%	28.4%	33.2%	26.6%
Probably would not	151	112	39	20	131	4	16	13	118	41	70	97	54	50	47	9	45	29	25
	26.7%	25.9%	29.3%	22.5%	27.5%	37.3%	20.5%	27.2%	27.5%	28.9%	28.2%	25.1%	30.0%	25.6%	24.7%	34.4%	29.2%	31.9%	28.1%
Definitely would not	230	208	22	44	186	4	40	24	162	64	87	197	33	114	83	2	31	16	17
	40.5%	48.1%	16.1%	48.7%	39.0%	36.0%	50.4%	51.7%	37.6%	44.8%	35.2%	50.9%	18.3%	58.6%	43.1%	8.3%	20.0%	17.9%	18.7%
Don't know / unsure / depends	12	12	-	2	10	0	2	1	9	7	2	10	2	4	6	1	1	2	-
	2.2%	2.8%		2.5%	2.1%	4.0%	2.3%	2.8%	2.0%	4.6%	0.8%	2.5%	1.4%	2.1%	2.9%	5.0%	0.7%	2.7%	
CHI-SQUARE SIGNIFICANCE	<---64.816--->			<---3.496--->		<-----11.785----->				<---14.865--->		<---69.478--->		<-----89.74----->				<---6.659--->	
	0			.4785		.4631*				.005		0		0*				.155	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q44: What if selected state parks had children's playgrounds?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		Pop.	List				years	months	years							months	years		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would use more	202	142	60	23	179	1	22	6	173	39	113	122	80	71	51	7	73	34	47
	12.4%	11.7%	14.3%	8.8%	13.1%	3.3%	9.4%	4.7%	13.9%	10.1%	15.6%	11.3%	14.5%	11.6%	10.9%	7.4%	16.0%	12.5%	16.3%
Probably would use more	281	223	58	42	239	9	33	26	213	66	130	205	77	125	79	19	57	42	35
	17.3%	18.5%	13.7%	16.4%	17.4%	39.1%	14.1%	20.1%	17.1%	17.4%	17.9%	19.0%	13.9%	20.5%	17.1%	20.2%	12.5%	15.7%	12.1%
Probably would not use more	491	348	142	68	422	6	62	40	382	103	244	303	188	165	138	28	160	90	97
	30.1%	28.8%	33.6%	26.6%	30.7%	26.6%	26.6%	30.9%	30.7%	27.1%	33.6%	28.1%	33.9%	27.0%	29.7%	28.9%	34.9%	33.6%	34.1%
Definitely would not use more	575	423	152	114	461	6	108	45	416	152	205	386	189	218	168	35	155	91	98
	35.3%	35.1%	35.9%	44.5%	33.6%	25.5%	46.4%	34.9%	33.4%	39.7%	28.2%	35.8%	34.2%	35.6%	36.1%	36.2%	33.8%	33.9%	34.4%
Don't know / unsure / depends	81	70	11	9	72	1	8	12	60	22	35	61	20	33	29	7	13	11	9
	5.0%	5.8%	2.6%	3.6%	5.2%	5.6%	3.4%	9.4%	4.8%	5.7%	4.8%	5.7%	3.6%	5.3%	6.2%	7.3%	2.8%	4.2%	3.0%
CHI-SQUARE SIGNIFICANCE	<-----15.006----> .0047			<-----12.833----> .0121		<-----37.752-----> .0002				<-----19.803----> .0005		<-----16.093----> .0029		<-----30.798-----> .0021				<-----3.31-----> .5074	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

Survey Administered: 09/01/09 - 09/22/09

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 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q45: What if selected state parks had swimming pools?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would use more	177	124	53	30	147	1	29	6	141	33	88	107	70	59	48	15	56	33	37
	10.9%	10.3%	12.6%	11.7%	10.7%	3.3%	12.6%	4.6%	11.3%	8.7%	12.1%	9.9%	12.7%	9.7%	10.3%	15.1%	12.2%	12.4%	13.0%
Probably would use more	317	245	72	39	279	8	31	37	242	66	163	225	93	115	109	17	76	53	39
	19.5%	20.3%	17.1%	15.1%	20.3%	34.6%	13.1%	28.5%	19.4%	17.2%	22.4%	20.9%	16.7%	18.9%	23.5%	17.6%	16.5%	19.8%	13.8%
Probably would not use more	531	394	137	86	445	6	80	38	407	113	246	350	181	221	129	27	154	78	103
	32.5%	32.7%	32.2%	33.3%	32.4%	24.5%	34.3%	29.5%	32.7%	29.5%	33.8%	32.5%	32.6%	36.1%	27.7%	27.7%	33.7%	28.9%	36.1%
Definitely would not use more	553	402	151	96	458	9	87	43	414	159	211	362	192	196	166	28	163	89	102
	33.9%	33.3%	35.6%	37.4%	33.3%	36.5%	37.4%	33.7%	33.3%	41.5%	28.9%	33.6%	34.6%	32.1%	35.6%	29.2%	35.7%	33.3%	35.8%
Don't know / unsure / depends	52	42	10	6	46	0	6	5	41	12	19	33	19	19	13	10	9	15	4
	3.2%	3.4%	2.4%	2.4%	3.3%	1.2%	2.5%	3.6%	3.3%	3.2%	2.7%	3.1%	3.4%	3.2%	2.9%	10.4%	2.0%	5.7%	1.3%
CHI-SQUARE SIGNIFICANCE	<----4.721----> .3172			<----4.822----> .306		<-----22.602-----> .0313*				<----19.718----> .0006		<----6.046----> .1957		<-----35.976-----> .0003				<----13.063----> .011	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q46: What if selected state parks had WiFi network?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)											
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would use more	113	77	36	18	96	-	18	6	90	26	56	69	44	41	28	6	38	16	28
	7.0%	6.4%	8.6%	6.9%	7.0%	-	7.6%	4.4%	7.2%	6.8%	7.7%	6.4%	8.0%	6.8%	6.0%	6.6%	8.3%	5.9%	9.9%
Probably would use more	166	130	35	19	147	3	16	17	129	46	76	116	50	74	41	8	41	23	27
	10.2%	10.8%	8.3%	7.4%	10.7%	14.5%	6.7%	13.4%	10.4%	12.1%	10.4%	10.8%	9.0%	12.2%	8.9%	8.7%	9.1%	8.4%	9.5%
Probably would not use more	467	347	120	73	394	9	65	32	362	95	225	318	149	186	131	23	127	71	79
	28.6%	28.8%	28.2%	28.6%	28.7%	35.9%	27.8%	24.7%	29.1%	24.9%	30.9%	29.5%	27.0%	30.5%	28.2%	23.4%	27.7%	26.4%	27.5%
Definitely would not use more	809	586	223	132	678	11	121	68	609	200	337	517	293	280	237	54	239	148	144
	49.6%	48.6%	52.7%	51.4%	49.3%	45.5%	52.0%	53.0%	48.9%	52.4%	46.3%	48.0%	52.8%	45.8%	50.9%	56.0%	52.2%	55.3%	50.6%
Don't know / unsure / depends	75	66	9	15	60	1	14	6	54	14	34	57	18	29	28	5	13	11	7
	4.6%	5.5%	2.2%	5.7%	4.4%	4.2%	5.9%	4.6%	4.4%	3.8%	4.7%	5.3%	3.2%	4.8%	6.0%	5.4%	2.7%	4.0%	2.4%
CHI-SQUARE SIGNIFICANCE	<----12.593----> .0134			<----3.246----> .5175		<-----10.669-----> .5575				<-----6.51----> .1641		<----8.512----> .0745		<-----16.552-----> .1672				<----4.695----> .32	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q47: What if selected state parks had more hookup locations for campers?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.						years											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Definitely would use more	212	136	76	38	174	5	33	13	160	42	89	120	92	54	67	7	85	35	57
	13.0%	11.3%	17.9%	15.0%	12.6%	21.9%	14.3%	10.3%	12.9%	11.0%	12.3%	11.2%	16.6%	8.8%	14.3%	7.2%	18.5%	13.0%	19.9%
Probably would use more	217	158	59	30	187	4	26	24	163	46	113	139	78	57	82	15	63	20	58
	13.3%	13.1%	13.9%	11.7%	13.6%	15.9%	11.3%	18.9%	13.1%	12.0%	15.5%	12.9%	14.1%	9.3%	17.7%	15.6%	13.8%	7.4%	20.4%
Probably would not use more	400	305	95	54	346	4	50	29	317	95	181	272	127	169	103	25	103	71	57
	24.5%	25.2%	22.5%	21.2%	25.2%	18.7%	21.4%	22.5%	25.4%	25.0%	24.9%	25.3%	23.0%	27.7%	22.2%	25.8%	22.4%	26.4%	19.8%
Definitely would not use more	716	537	179	120	596	10	110	53	543	177	309	477	238	283	194	46	192	134	104
	43.9%	44.5%	42.2%	46.8%	43.3%	42.0%	47.3%	40.9%	43.6%	46.2%	42.4%	44.4%	43.0%	46.4%	41.7%	48.2%	41.9%	50.0%	36.4%
Don't know / unsure / depends	86	71	15	14	72	0	13	10	62	22	36	67	18	48	19	3	15	9	10
	5.2%	5.9%	3.5%	5.3%	5.2%	1.6%	5.7%	7.5%	5.0%	5.8%	4.9%	6.3%	3.3%	7.9%	4.1%	3.3%	3.3%	3.2%	3.4%
CHI-SQUARE SIGNIFICANCE	<----15.235----> .0042			<----3.518----> .4752		<-----11.196-----> .5122				<----3.69----> .4496		<----15.62----> .0036		<-----56.957-----> 0				<----29.214----> 0	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q48: Which of the following comes closest to your preference for state parks?
 Compared by Selected Demographics
 Among General Population Only

	GENDER			AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY			
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+	White	Hisp-anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Traditional activities	861	372	489	73	128	263	257	140	195	220	250	185	77	102	263	156	176	755	38	14	54
	71.3%	69.9%	72.4%	68.8%	62.6%	71.2%	74.0%	77.8%	73.7%	72.2%	73.5%	66.0%	71.9%	76.4%	73.5%	68.3%	68.0%	71.4%	72.0%	71.7%	69.4%
Include other higher skill activities	281	125	156	28	63	88	74	28	46	70	79	81	17	25	78	64	73	250	9	1	21
	23.3%	23.5%	23.1%	26.6%	30.6%	23.7%	21.3%	15.8%	17.2%	22.9%	23.4%	29.0%	16.0%	18.5%	21.9%	28.2%	28.4%	23.6%	17.0%	4.2%	27.2%
Don't know / unsure	65	35	30	5	14	19	16	12	24	15	10	14	13	7	17	8	9	52	6	5	3
	5.4%	6.6%	4.5%	4.6%	6.8%	5.1%	4.7%	6.5%	9.1%	4.8%	3.1%	5.0%	12.2%	5.1%	4.6%	3.5%	3.5%	4.9%	11.0%	24.1%	3.4%
CHI-SQUARE SIGNIFICANCE	<---2.778--->			<-----15.472----->					<-----20.155----->				<-----23.964----->					<-----21.2----->			
	.2494			.0506					.0026				.0023					.0017*			

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU

Survey Administered: 09/01/09 - 09/22/09

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 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q48: Which of the following comes closest to your preference for state parks?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Traditional activities	1204	861	343	174	1030	16	157	109	921	277	559	763	441	434	328	73	368	212	229
	73.8%	71.3%	81.0%	67.8%	75.0%	68.8%	67.7%	84.4%	74.0%	72.4%	76.8%	70.8%	79.7%	71.0%	70.6%	75.7%	80.5%	79.0%	80.3%
Include other higher skill activities	344	281	63	65	279	6	59	16	263	83	147	254	90	147	107	19	71	46	44
	21.1%	23.3%	14.9%	25.4%	20.3%	25.4%	25.4%	12.4%	21.1%	21.7%	20.2%	23.6%	16.3%	24.1%	22.9%	19.9%	15.5%	17.3%	15.4%
Don't know / unsure	83	65	17	17	65	1	16	4	61	22	22	60	22	30	30	4	18	10	12
	5.1%	5.4%	4.1%	6.8%	4.7%	5.8%	6.9%	3.2%	4.9%	5.9%	3.0%	5.6%	4.0%	4.9%	6.5%	4.4%	4.0%	3.7%	4.4%
CHI-SQUARE SIGNIFICANCE	<-----15.397-----> .0005			<-----6.082-----> .0478		<-----12.711-----> .0479				<-----5.984-----> .0502		<-----14.724-----> .0006		<-----17.202-----> .0086				<-----4.494-----> .7812	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q49_1: Which of the following activities would you participate in if available at selected state parks?
 FIRST MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Outdoor fitness classes	187	166	21	33	154	2	31	13	141	41	77	155	33	92	63	7	26	15	18
	11.5%	13.8%	5.0%	12.8%	11.2%	8.0%	13.3%	10.3%	11.3%	10.7%	10.6%	14.4%	5.9%	15.0%	13.5%	7.4%	5.6%	5.5%	6.3%
Rock climbing	282	176	106	23	258	2	21	17	241	82	145	147	135	78	69	19	116	74	61
	17.3%	14.6%	25.0%	9.2%	18.8%	10.3%	9.0%	13.3%	19.4%	21.5%	20.0%	13.6%	24.4%	12.7%	14.8%	19.6%	25.4%	27.5%	21.4%
Mountain biking	181	123	58	23	158	3	20	14	144	38	88	113	68	65	47	12	56	29	39
	11.1%	10.2%	13.7%	9.0%	11.5%	11.4%	8.7%	10.9%	11.5%	10.0%	12.1%	10.5%	12.3%	10.7%	10.2%	12.2%	12.3%	10.9%	13.5%
Cross country skiing	259	219	40	18	241	-	18	18	223	56	137	196	63	110	86	19	44	35	27
	15.9%	18.1%	9.4%	7.0%	17.5%	-	7.7%	13.9%	17.9%	14.7%	18.9%	18.2%	11.3%	17.9%	18.6%	19.5%	9.6%	13.2%	9.6%
Snow shoeing	143	104	39	25	118	0	25	12	106	30	69	92	51	45	46	7	44	24	27
	8.8%	8.6%	9.3%	9.9%	8.6%	1.2%	10.8%	9.0%	8.5%	7.8%	9.5%	8.5%	9.3%	7.4%	9.9%	7.5%	9.6%	8.9%	9.6%
Zipline	134	90	44	18	116	2	16	8	108	32	60	78	56	39	39	9	47	21	35
	8.2%	7.5%	10.4%	6.9%	8.5%	6.9%	6.9%	6.0%	8.7%	8.4%	8.3%	7.3%	10.1%	6.4%	8.4%	9.6%	10.2%	7.9%	12.1%
Ropes course	35	20	15	5	30	-	5	1	29	11	15	18	16	11	7	3	13	12	5
	2.1%	1.6%	3.5%	1.8%	2.2%	-	2.0%	1.1%	2.3%	3.0%	2.1%	1.7%	3.0%	1.9%	1.4%	3.3%	2.9%	4.3%	1.7%
Other	34	27	6	11	23	1	10	0	22	10	8	27	7	10	17	0	6	0	6
	2.1%	2.3%	1.5%	4.3%	1.6%	3.3%	4.5%	0.3%	1.8%	2.7%	1.1%	2.5%	1.2%	1.6%	3.7%	0.4%	1.4%	0.2%	2.2%
Don't know / unsure	377	282	94	100	277	14	86	45	231	81	128	251	125	161	90	20	105	58	67
	23.1%	23.4%	22.3%	39.1%	20.1%	58.9%	37.0%	35.2%	18.6%	21.1%	17.5%	23.4%	22.6%	26.4%	19.4%	20.6%	23.0%	21.7%	23.5%
CHI-SQUARE SIGNIFICANCE	<----68.476-->			<----70.83-->		<-----100.565----->				<----11.195-->		<----68.891-->		<-----92.942----->				<----15.154-->	
	0			0		0*				.1909		0		0				.0562	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC. (New Hampshire State Parks: 2009 State Park Utilization Survey)

Q49_T: Which of the following activities would you participate in if available at selected state parks?
 TOTAL MENTIONED
 Compared by Selected Demographics
 Among General Population Only

	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+	White	Hisp- anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Outdoor fitness classes	199	38	161	24	45	47	52	31	28	61	58	52	20	27	58	35	51	182	5	2	10
	16.5%	7.2%	23.8%	23.1%	21.9%	12.7%	14.9%	17.0%	10.6%	20.0%	17.0%	18.7%	18.8%	20.4%	16.1%	15.2%	19.7%	17.2%	10.0%	11.4%	12.5%
			B	Fg	Fg					I	I	I						s			
Rock climbing	277	125	151	41	87	104	32	13	62	61	77	75	20	16	74	62	82	244	12	4	18
	22.9%	23.6%	22.4%	38.5%	42.8%	28.0%	9.2%	7.4%	23.6%	20.1%	22.5%	26.8%	18.5%	11.8%	20.6%	27.3%	31.6%	23.1%	22.3%	18.9%	22.6%
				fGH	fGH	GH						j			N	mN	MNO				
Mountain biking	339	171	168	42	104	122	51	19	71	77	100	89	19	33	98	76	88	297	14	5	23
	28.1%	32.1%	24.9%	40.3%	51.1%	32.9%	14.7%	10.7%	26.8%	25.4%	29.3%	31.5%	17.8%	24.3%	27.3%	33.4%	34.0%	28.1%	26.7%	25.9%	29.4%
		C		GH	fGH	GH								m	Mn	Mn					
Cross country skiing	485	189	296	35	89	182	126	53	64	103	153	164	23	35	149	103	138	429	19	9	28
	40.2%	35.6%	43.8%	32.7%	43.5%	49.2%	36.4%	29.7%	24.0%	33.9%	45.1%	58.4%	21.3%	25.9%	41.6%	45.3%	53.3%	40.6%	35.7%	47.7%	36.0%
			B		dH	DGH				I	IJ	IJK			MN	MN	MNO				
Snow shoeing	501	201	300	39	106	168	140	47	78	110	173	137	33	48	137	109	129	445	20	8	28
	41.5%	37.8%	44.4%	37.2%	51.9%	45.3%	40.5%	26.1%	29.3%	36.3%	50.9%	48.8%	30.6%	35.5%	38.4%	47.8%	49.8%	42.1%	36.9%	42.1%	36.0%
			B	h	DGH	H	H				IJ	IJ				MNO	MNO				
Zipline	354	153	201	41	102	135	56	21	71	106	93	82	25	25	94	80	99	313	15	7	20
	29.4%	28.8%	29.8%	38.5%	49.8%	36.5%	16.0%	11.8%	27.0%	34.8%	27.5%	29.4%	23.3%	18.6%	26.2%	35.3%	38.2%	29.6%	27.6%	35.1%	25.4%
				GH	dFGH	GH				ik					n	MNO	MNO				
Ropes course	219	90	128	28	73	84	26	8	44	54	63	58	12	7	53	58	72	190	10	3	16
	18.1%	17.0%	19.0%	26.6%	35.6%	22.7%	7.5%	4.3%	16.5%	17.7%	18.5%	20.7%	11.3%	5.3%	14.9%	25.3%	27.9%	17.9%	18.7%	16.4%	20.3%
				GH	fGH	GH									N	MNO	MNO				
Other	45	22	23	6	6	8	14	11	9	12	16	8	8	4	14	8	6	43	2	-	1
	3.7%	4.1%	3.5%	6.0%	2.7%	2.1%	4.2%	6.2%	3.3%	4.0%	4.8%	2.8%	7.1%	2.9%	3.8%	3.5%	2.2%	4.0%	3.3%	-	1.0%
								f					q					u			

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q49_T: Which of the following activities would you participate in if available at selected state parks?
 TOTAL MENTIONED
 Compared by Selected Demographics
 Among General Population Only

	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K- \$49K	\$50K- \$74K	\$75K- \$99K	\$100K+	White	Hisp- anic	Asian	Other/ Refuse	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know / unsure	283	129	154	16	15	63	116	73	83	67	71	48	39	42	84	39	40	234	23	6	19
	23.4%	24.2%	22.8%	14.8%	7.4%	17.0%	33.3%	40.8%	31.5%	22.1%	20.9%	17.2%	36.1%	31.7%	23.6%	17.0%	15.3%	22.2%	43.3%	31.4%	25.0%
						E	DEF	DEF	JKL				OPQ	PQ	pQ				Ru		

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Survey Administered: 09/01/09 - 09/22/09

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Q49_T: Which of the following activities would you participate in if available at selected state parks?
 TOTAL MENTIONED
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3 years	Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		(A)	(B)																
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Outdoor fitness classes	224	199	25	35	189	2	33	17	172	49	102	186	38	114	73	10	28	20	19
	13.8%	16.5%	6.0%	13.8%	13.7%	8.0%	14.4%	13.3%	13.8%	12.9%	14.0%	17.3%	6.9%	18.6%	15.6%	10.0%	6.2%	7.3%	6.5%
			C									M		PQ	Q				
Rock climbing	409	277	132	38	371	4	35	23	348	109	211	238	171	134	104	33	138	92	79
	25.1%	22.9%	31.2%	14.9%	27.0%	15.9%	14.8%	17.5%	28.0%	28.5%	28.9%	22.1%	30.9%	21.9%	22.4%	34.3%	30.1%	34.3%	27.6%
			B		D				FGH				L			NO	NO		
Mountain biking	493	339	155	49	445	5	43	35	410	113	257	295	198	166	129	35	163	105	93
	30.3%	28.1%	36.5%	19.0%	32.4%	21.7%	18.7%	27.2%	32.9%	29.7%	35.4%	27.4%	35.7%	27.2%	27.7%	36.4%	35.6%	39.0%	32.7%
			B		D			g	G		j		L				NO		
Cross country skiing	621	485	136	45	576	3	43	48	528	151	312	442	179	255	187	39	140	100	79
	38.1%	40.2%	32.2%	17.7%	41.9%	11.8%	18.3%	37.6%	42.4%	39.6%	42.8%	41.1%	32.4%	41.7%	40.2%	41.0%	30.5%	37.3%	27.7%
			C		D			FG	FG			M		Q	Q			S	
Snow shoeing	678	501	177	76	602	3	73	45	557	165	342	448	230	236	212	47	183	119	110
	41.6%	41.5%	41.8%	29.5%	43.8%	11.5%	31.4%	34.7%	44.7%	43.3%	47.1%	41.6%	41.5%	38.6%	45.6%	48.5%	40.0%	44.4%	38.7%
					D		F	F	FGh						N				
Zipline	526	354	172	50	476	6	44	28	448	123	262	301	225	164	137	37	188	110	115
	32.3%	29.4%	40.5%	19.5%	34.6%	27.0%	18.7%	22.1%	35.9%	32.2%	36.1%	28.0%	40.6%	26.9%	29.4%	38.5%	41.0%	41.1%	40.1%
			B		D				GH				L			n	NO		
Ropes course	346	219	127	30	315	4	27	17	298	86	180	183	162	105	79	26	137	86	76
	21.2%	18.1%	30.0%	11.9%	23.0%	15.9%	11.4%	13.5%	23.9%	22.6%	24.7%	17.0%	29.3%	17.1%	16.9%	26.5%	29.9%	32.0%	26.7%
			B		D				GH				L			no	NO		
Other	63	45	18	14	49	1	13	2	47	16	22	43	20	20	24	2	18	7	13
	3.9%	3.7%	4.3%	5.5%	3.6%	4.9%	5.5%	1.9%	3.8%	4.2%	3.1%	4.0%	3.6%	3.2%	5.1%	2.3%	3.9%	2.5%	4.6%
Don't know / unsure	377	283	94	101	277	14	87	45	231	81	128	252	125	161	91	20	105	58	67
	23.1%	23.4%	22.3%	39.2%	20.1%	58.9%	37.2%	35.2%	18.6%	21.1%	17.5%	23.4%	22.6%	26.4%	19.5%	20.6%	23.0%	21.7%	23.5%
				E		GHI	I	I						O					

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Daytime use of a NH State Park?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	195	22	24	15	26	19	39	16	18	13	19	21	18	4	14
	16.2%	22.0%	24.0%	15.0%	26.0%	18.8%	19.4%	16.0%	8.8%	13.0%	19.0%	21.0%	17.8%	4.0%	13.3%
Yes	1012	78	76	85	74	82	162	84	187	87	81	79	83	96	91
	83.8%	78.0%	76.0%	85.0%	74.0%	81.2%	80.6%	84.0%	91.2%	87.0%	81.0%	79.0%	82.2%	96.0%	86.7%
CHI-SQUARE SIGNIFICANCE	<-----22.92----->											<-----.325----->		<-----5.571----->	
	.0064											.5689		.0183	

Comparison Groups: BCDEFGHIJK/LM/NO

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Daytime use of a NH State Park?
 Compared by Selected Characteristics
 Among General Population Only

	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	TOTAL	Extremely important	Very important	Mod/smwht /not imp.	Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Moderately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.2%	38.2%	6.3%	19.5%	39.9%	28.0%	12.5%	26.1%	43.6%	22.4%	8.0%	63.9%	36.1%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	195	70	93	28	14	45	78	56	42	84	41	27	153	42
	16.2%	10.5%	20.2%	36.5%	6.0%	9.4%	23.0%	37.5%	13.4%	16.0%	15.4%	28.0%	19.9%	9.6%
Yes	1012	596	368	48	221	436	260	94	273	442	228	69	618	394
	83.8%	89.5%	79.8%	63.5%	94.0%	90.6%	77.0%	62.5%	86.6%	84.0%	84.6%	72.0%	80.1%	90.4%
CHI-SQUARE SIGNIFICANCE		<-----44.965-----> 0			<-----96.72-----> 0				<-----11.869-----> .0078				<-----21.977-----> 0	

Comparison Groups: BCD/EFHG/IJKL/MN

Survey Administered: 09/01/09 - 09/22/09

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Daytime use of a NH State Park?
 Compared by Selected Demographics
 Among General Population Only

	GENDER			AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY			
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+	White	Hisp-anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	195	89	106	13	16	47	64	55	59	58	38	35	35	37	55	22	19	171	6	5	12
	16.2%	16.8%	15.7%	12.5%	7.9%	12.8%	18.3%	30.4%	22.2%	19.2%	11.2%	12.4%	33.0%	27.9%	15.3%	9.6%	7.5%	16.2%	12.3%	25.3%	15.9%
Yes	1012	442	570	92	188	323	283	125	206	246	302	246	72	97	303	206	239	886	46	15	65
	83.8%	83.2%	84.3%	87.5%	92.1%	87.2%	81.7%	69.6%	77.8%	80.8%	88.8%	87.6%	67.0%	72.1%	84.7%	90.4%	92.5%	83.8%	87.7%	74.7%	84.1%
CHI-SQUARE SIGNIFICANCE	<-----.277--->			<-----42.875----->					<-----18.331----->				<-----59.682----->					<-----1.794----->			
	.5984			0					.0004				0					.6162			

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU

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Daytime use of a NH State Park?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General	Campers	No	Yes	Never	Past 3		Past 12	No	Yes	No	Yes	Never	Past 3		Past 12	1-2	3+
		Pop.	List				years	months							years	months			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	257	195	62	257	-	24	233	-	-	-	-	190	66	117	74	11	56	24	43
	15.7%	16.2%	14.5%	100.0%		100.0%	100.0%					17.7%	11.9%	19.1%	15.8%	10.9%	12.2%	8.8%	14.9%
Yes	1374	1012	362	-	1374	-	-	129	1245	382	728	886	488	494	391	86	402	245	243
	84.3%	83.8%	85.5%		100.0%			100.0%	100.0%	100.0%	100.0%	82.3%	88.1%	80.9%	84.2%	89.1%	87.8%	91.2%	85.1%
CHI-SQUARE SIGNIFICANCE	<-----.619---->			<---1630.502-->		<-----1630.502----->				<-----.0----->		<---9.108--->		<-----11.319----->				<---4.912--->	
	.4313			0		0				1*		.0025		.0101				.0267	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
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Daytime use of NH State Parks.
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Never visited	17	2	3	4	3	4	-	2	2	1	2	-	-	-	2
	1.4%	2.0%	3.0%	4.0%	3.0%	4.0%	-	2.0%	1.0%	1.0%	2.0%	-	-	-	1.9%
Visited more than 3 years ago	178	20	21	11	23	15	39	14	16	12	17	21	18	4	12
	14.8%	20.0%	21.0%	11.0%	23.0%	14.9%	19.4%	14.0%	7.8%	12.0%	17.0%	21.0%	17.8%	4.0%	11.4%
Visited in past 3 years	113	11	12	15	12	9	20	11	15	5	9	12	8	6	9
	9.4%	11.0%	12.0%	15.0%	12.0%	8.9%	10.0%	11.0%	7.3%	5.0%	9.0%	12.0%	7.9%	6.0%	8.6%
Visited in past year	899	67	64	70	62	73	142	73	172	82	72	67	75	90	82
	74.5%	67.0%	64.0%	70.0%	62.0%	72.3%	70.6%	73.0%	83.9%	82.0%	72.0%	67.0%	74.3%	90.0%	78.1%
CHI-SQUARE SIGNIFICANCE	<-----45.818----->											<-----1.477----->		<-----6.854----->	
	.0133*											.4779*		.0767*	

Comparison Groups: BCDEFGHIJK/LM/NO

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

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	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	TOTAL	Extremely important	Very important	Mod/smwht /not imp.	Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Moderately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.2%	38.2%	6.3%	19.5%	39.9%	28.0%	12.5%	26.1%	43.6%	22.4%	8.0%	63.9%	36.1%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Never visited	17	4	8	4	0	3	6	8	2	9	4	2	12	5
	1.4%	0.6%	1.7%	5.2%	0.2%	0.6%	1.7%	5.2%	0.7%	1.7%	1.3%	1.8%	1.6%	1.0%
Visited more than 3 years ago	178	66	85	24	14	43	72	49	40	75	38	25	141	37
	14.8%	9.9%	18.5%	31.3%	5.8%	8.9%	21.3%	32.3%	12.8%	14.3%	14.1%	26.3%	18.3%	8.5%
Visited in past 3 years	113	53	43	17	14	40	39	20	29	49	25	9	83	30
	9.4%	8.0%	9.3%	22.3%	5.8%	8.3%	11.6%	13.6%	9.3%	9.4%	9.4%	9.6%	10.8%	6.9%
Visited in past year	899	542	325	31	207	397	221	74	243	392	203	60	535	364
	74.5%	81.5%	70.4%	41.2%	88.2%	82.3%	65.4%	48.9%	77.3%	74.6%	75.2%	62.4%	69.3%	83.5%
CHI-SQUARE SIGNIFICANCE		<-----72.337----->			<-----121.855----->				<-----13.642----->				<-----30.646----->	
		0			0				.1356				0	

Comparison Groups: BCD/EFHG/IJKL/MN
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	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+	White	Hispanic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Never visited	17	6	10	-	3	3	5	5	7	4	3	1	4	3	4	1	1	14	2	-	0
	1.4%	1.2%	1.5%		1.4%	0.8%	1.5%	2.9%	2.8%	1.2%	0.8%	0.5%	3.9%	2.3%	1.2%	0.6%	0.6%	1.3%	4.1%		0.4%
Visited more than 3 years ago	178	83	96	13	13	44	58	50	51	55	35	34	31	34	50	20	18	157	4	5	12
	14.8%	15.6%	14.1%	12.5%	6.5%	11.9%	16.8%	27.5%	19.4%	18.0%	10.4%	12.0%	29.1%	25.6%	14.0%	9.0%	6.9%	14.9%	8.2%	25.3%	15.6%
Visited in past 3 years	113	48	65	7	14	30	46	16	25	31	36	21	14	14	31	21	26	103	6	-	5
	9.4%	9.0%	9.7%	7.1%	6.6%	8.2%	13.2%	8.9%	9.6%	10.3%	10.6%	7.4%	12.9%	10.6%	8.7%	9.2%	10.0%	9.7%	11.1%		6.3%
Visited in past year	899	394	504	85	175	292	238	109	181	215	266	225	58	82	272	185	213	783	41	15	60
	74.5%	74.2%	74.7%	80.4%	85.5%	79.0%	68.5%	60.6%	68.2%	70.6%	78.2%	80.1%	54.1%	61.5%	76.0%	81.3%	82.5%	74.1%	76.6%	74.7%	77.8%
CHI-SQUARE SIGNIFICANCE	<-----.805----->			<-----57.328----->					<-----24.485----->				<-----65.953----->					<-----9.706----->			
	.8483			0					.0036*				0*					.3748*			

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

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 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	Past 3 years		Past 12 months	1-2 nights	3+ nights
		(A)	(B)				(C)	(D)							(E)	(F)			
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Never visited	24	17	7	24	-	24	-	-	-	-	-	17	7	13	3	1	6	5	3
	1.5%	1.4%	1.7%	9.3%	-	100.0%	-	-	-	-	-	1.5%	1.3%	2.2%	0.7%	1.4%	1.3%	1.7%	1.0%
Visited more than 3 years ago	233	178	54	233	-	-	233	-	-	-	-	174	59	103	71	9	50	19	40
	14.3%	14.8%	12.8%	90.7%	-	-	100.0%	-	-	-	-	16.2%	10.6%	16.9%	15.2%	9.5%	10.9%	7.1%	13.9%
Visited in past 3 years	129	113	16	-	129	-	-	129	-	40	48	110	19	70	41	7	12	14	4
	7.9%	9.4%	3.7%	-	9.4%	-	-	100.0%	-	10.4%	6.6%	10.2%	3.4%	11.4%	8.8%	7.0%	2.6%	5.4%	1.5%
Visited in past year	1245	899	346	-	1245	-	-	-	1245	343	680	776	469	425	351	79	390	230	239
	76.4%	74.5%	81.8%	-	90.6%	-	-	-	100.0%	89.6%	93.4%	72.1%	84.7%	69.5%	75.4%	82.1%	85.3%	85.8%	83.6%
CHI-SQUARE SIGNIFICANCE	<----16.162---->			<----1630.502-->		<-----4891.507----->				<----4.85---->		<----37.568-->		<-----47.995----->				<----13.125-->	
	.0011			0		0*				.0276*		0		0				.0044	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Survey Administered: 09/01/09 - 09/22/09

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Camped overnight at a NH State Park?
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY	
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	1076	96	99	92	94	94	185	85	174	81	93	92	93	85	89
	89.2%	96.0%	99.0%	92.0%	94.0%	93.1%	92.0%	85.0%	84.9%	81.0%	93.0%	92.0%	92.1%	85.0%	84.8%
Yes	131	4	1	8	6	7	16	15	31	19	7	8	8	15	16
	10.8%	4.0%	1.0%	8.0%	6.0%	6.9%	8.0%	15.0%	15.1%	19.0%	7.0%	8.0%	7.9%	15.0%	15.2%
CHI-SQUARE SIGNIFICANCE	<-----37.407----->											<-----.0----->		<-----.002----->	
	0											.9835		.9621	

Comparison Groups: BCDEFGHIJK/LM/NO

Survey Administered: 09/01/09 - 09/22/09

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Camped overnight at a NH State Park?
 Compared by Selected Characteristics
 Among General Population Only

	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	TOTAL	Extremely important	Very important	Mod/smwht /not imp.	Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Moderately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.2%	38.2%	6.3%	19.5%	39.9%	28.0%	12.5%	26.1%	43.6%	22.4%	8.0%	63.9%	36.1%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	1076	577	423	72	191	416	321	147	283	471	236	86	713	364
	89.2%	86.7%	91.7%	94.7%	81.2%	86.4%	95.0%	97.5%	89.9%	89.6%	87.3%	89.7%	92.4%	83.4%
Yes	131	88	38	4	44	66	17	4	32	54	34	10	58	72
	10.8%	13.3%	8.3%	5.3%	18.8%	13.6%	5.0%	2.5%	10.1%	10.4%	12.7%	10.3%	7.6%	16.6%
CHI-SQUARE SIGNIFICANCE		<-----9.559-----> .0084			<-----41.876-----> 0				<-----1.24-----> .7435				<-----23.571-----> 0	

Comparison Groups: BCD/EFHG/IJKL/MN

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Camped overnight at a NH State Park?
 Compared by Selected Demographics
 Among General Population Only

	GENDER			AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY			
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K- \$49K	\$50K- \$74K	\$75K- \$99K	\$100K+	White	Hisp- anic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	1076	468	608	90	170	323	323	170	225	274	304	258	103	119	314	194	236	941	50	17	69
	89.2%	88.1%	90.0%	85.1%	83.3%	87.4%	93.0%	94.6%	85.0%	90.2%	89.4%	91.9%	95.7%	89.0%	87.9%	85.3%	91.2%	89.0%	93.7%	85.0%	89.5%
Yes	131	63	67	16	34	47	24	10	40	30	36	23	5	15	43	34	23	116	3	3	8
	10.8%	11.9%	10.0%	14.9%	16.7%	12.6%	7.0%	5.4%	15.0%	9.8%	10.6%	8.1%	4.3%	11.0%	12.1%	14.7%	8.8%	11.0%	6.3%	15.0%	10.5%
CHI-SQUARE SIGNIFICANCE	<---1.136--->			<-----21.409----->					<-----7.327----->				<-----9.862----->					<-----1.49----->			
	.2864			.0003					.0622				.0428					.6847			

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU

Survey Administered: 09/01/09 - 09/22/09

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Camped overnight at a NH State Park?
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers Pop. List		No	Yes	Never	>3years	Past 3	Past 12	No	Yes	No	Yes	Never	>3years	Past 3	Past 12	1-2	3+
		years	months					years	months							years	months		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	1076	1076	-	190	886	17	174	110	776	291	427	1076	-	611	465	-	-	-	-
	66.0%	89.2%		74.2%	64.5%	69.3%	74.7%	85.6%	62.3%	76.1%	58.7%	100.0%		100.0%	100.0%				
Yes	554	131	424	66	488	7	59	19	469	91	300	-	554	-	-	96	458	268	286
	34.0%	10.8%	100.0%	25.8%	35.5%	30.7%	25.3%	14.4%	37.7%	23.9%	41.3%		100.0%			100.0%	100.0%	100.0%	100.0%
CHI-SQUARE	<---1111.469-->			<---9.108--->		<-----37.568----->				<---33.286--->		<---1630.502-->		<-----1630.502----->				<-----0----->	
SIGNIFICANCE	0			.0025		0				0		0		0				1*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

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Camping at NH State Parks.
 Compared by County
 Among General Population Only

	COUNTY											HILLSBOROUGH COUNTY		ROCKINGHAM COUNTY		
	TOTAL	Belknap	Carroll	Cheshire	Coos	Grafton	Hills- borough	Merrimack	Rock- ingham	Strafford	Sullivan	North	South	North	South	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
TOTAL	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	8.3%	8.3%	8.3%	8.3%	8.4%	16.7%	8.3%	17.0%	8.3%	8.3%	8.3%	8.4%	8.3%	8.7%	
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TOTAL ANSWERED	1207	100	100	100	100	101	201	100	205	100	100	100	101	100	105	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Never camped at a NH state park	611	55	54	47	55	53	107	48	100	44	57	46	61	47	53	
	50.6%	55.0%	54.0%	47.0%	55.0%	52.5%	53.2%	48.0%	48.8%	44.0%	57.0%	46.0%	60.4%	47.0%	50.5%	
Camped at a NH state park more than 3 years ago	465	41	45	45	39	41	78	37	74	37	36	46	32	38	36	
	38.5%	41.0%	45.0%	45.0%	39.0%	40.6%	38.8%	37.0%	36.1%	37.0%	36.0%	46.0%	31.7%	38.0%	34.3%	
Camped at a NH state park in past 3 years	40	-	-	4	1	2	3	6	9	8	2	1	2	3	6	
	3.3%			4.0%	1.0%	2.0%	1.5%	6.0%	4.4%	8.0%	2.0%	1.0%	2.0%	3.0%	5.7%	
Camped at a NH state park in past year	91	4	1	4	5	5	13	9	22	11	5	7	6	12	10	
	7.5%	4.0%	1.0%	4.0%	5.0%	5.0%	6.5%	9.0%	10.7%	11.0%	5.0%	7.0%	5.9%	12.0%	9.5%	
CHI-SQUARE SIGNIFICANCE		<-----46.72----->											<-----5.021----->		<-----1.475----->	
		.0106											.1703		.6881	

Comparison Groups: BCDEFGHIJK/LM/NO

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 Compared by Selected Characteristics
 Among General Population Only

	VIEW OF NH STATE PARK SYSTEM				FAMILIARITY WITH STATE PARKS				POSITION ON RAISING ENTRANCE FEES				CHILDREN IN HOME	
	TOTAL	Extremely important	Very important	Mod/smwht /not imp.	Very familiar	Moderate familiar	Somewhat familiar	Not familiar	Strongly support	Moderately support	Oppose	Unsure	No	Yes
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	55.2%	38.2%	6.3%	19.5%	39.9%	28.0%	12.5%	26.1%	43.6%	22.4%	8.0%	63.9%	36.1%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	666	461	76	235	482	338	150	315	526	270	96	771	436
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Never camped at a NH state park	611	305	253	49	80	215	203	113	161	272	122	56	394	217
	50.6%	45.9%	54.8%	64.5%	34.0%	44.6%	60.1%	75.3%	51.0%	51.7%	45.4%	58.5%	51.1%	49.8%
Camped at a NH state park more than 3 years ago	465	272	170	23	111	202	118	33	122	200	113	30	319	146
	38.5%	40.9%	36.9%	30.1%	47.2%	41.8%	34.8%	22.2%	38.8%	38.0%	41.9%	31.2%	41.3%	33.6%
Camped at a NH state park in past 3 years	40	27	12	1	8	27	6	-	8	17	13	2	11	29
	3.3%	4.0%	2.6%	1.8%	3.2%	5.5%	1.7%	-	2.6%	3.3%	4.7%	2.1%	1.5%	6.6%
Camped at a NH state park in past year	91	62	26	3	37	39	11	4	24	37	22	8	47	44
	7.5%	9.3%	5.6%	3.5%	15.6%	8.1%	3.3%	2.5%	7.5%	7.1%	8.0%	8.2%	6.1%	10.0%
CHI-SQUARE SIGNIFICANCE		<-----18.752-----> .0046			<-----106.273-----> 0				<-----7.554-----> .5797				<-----32.249-----> 0	

Comparison Groups: BCD/EFHG/IJKL/MN

Survey Administered: 09/01/09 - 09/22/09

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 Compared by Selected Demographics
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	GENDER		AGE					EDUCATION				ANNUAL INCOME					RACE / ETHNICITY				
	TOTAL	Male	Female	<35	35-44	45-54	55-64	65-74	HS or less	Post 2ndry	Coll -ege	Grad / Prof	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+	White	Hispanic	Asian	Other/ Refuse
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.0%	56.0%	8.7%	16.9%	30.7%	28.7%	14.9%	21.9%	25.2%	28.2%	23.3%	8.9%	11.1%	29.6%	18.9%	21.4%	87.6%	4.4%	1.6%	6.4%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1207	531	675	105	204	370	347	180	265	304	340	281	107	134	357	228	258	1057	53	19	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Never camped at a NH state park	611	260	351	61	103	173	172	103	132	145	187	141	58	65	181	113	135	528	35	8	40
	50.6%	48.9%	52.0%	57.8%	50.5%	46.7%	49.5%	56.9%	50.0%	47.8%	55.0%	50.2%	53.8%	48.3%	50.6%	49.8%	52.1%	50.0%	66.8%	41.3%	51.0%
Camped at a NH state park more than 3 years ago	465	208	257	29	67	151	151	68	93	129	117	117	45	54	133	81	101	413	14	8	30
	38.5%	39.2%	38.0%	27.2%	32.8%	40.7%	43.5%	37.7%	35.0%	42.4%	34.4%	41.7%	41.8%	40.7%	37.3%	35.5%	39.1%	39.0%	26.9%	43.7%	38.5%
Camped at a NH state park in past 3 years	40	13	27	5	11	15	7	2	6	10	13	10	1	3	19	15	2	33	-	1	6
	3.3%	2.4%	4.0%	4.6%	5.4%	4.2%	2.0%	1.0%	2.4%	3.4%	3.9%	3.6%	0.7%	2.3%	5.2%	6.4%	0.8%	3.1%		7.0%	7.9%
Camped at a NH state park in past year	91	50	40	11	23	31	17	8	33	19	23	13	4	12	25	19	21	84	3	2	2
	7.5%	9.5%	6.0%	10.4%	11.3%	8.5%	4.9%	4.4%	12.6%	6.4%	6.7%	4.6%	3.6%	8.6%	6.9%	8.3%	8.0%	7.9%	6.3%	8.0%	2.6%
CHI-SQUARE SIGNIFICANCE	<---7.776--->		<-----31.393----->					<-----20.669----->				<-----20.929----->					<-----15.578----->				
	.0509		.0017					.0142				.0514					.0762*				

Comparison Groups: BC/DEFGH/IJKL/MNOPQ/RSTU
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

DRED - Division of Park and Recreation
 STRATEGIC DEVELOPMENT and CAPITAL IMPROVEMENT PLAN - 2009
 Appendix 9 - RKM 2009 NH Parks Survey

RKM RESEARCH AND COMMUNICATIONS, INC.

(New Hampshire State Parks: 2009 State Park Utilization Survey)

Camping at NH State Parks.
 Compared by State Park Usage

	SAMPLE			3YR DAYTIME USE		OVERALL DAYTIME USE				PAID DAY VISIT		3YR CAMPING USE		OVERALL CAMPING USE				CAMPING NIGHTS	
	TOTAL	General Campers List		No	Yes	Never	Past 3 years		Past 12 months	No	Yes	No	Yes	Never	>3years	Past 3 years	Past 12 months	1-2 nights	3+ nights
		Pop.																	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
TOTAL	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	74.0%	26.0%	15.7%	84.3%	1.5%	14.3%	7.9%	76.4%	23.4%	44.6%	66.0%	34.0%	37.5%	28.5%	5.9%	28.1%	16.5%	17.5%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	1631	1207	424	257	1374	24	233	129	1245	382	728	1076	554	611	465	96	458	268	286
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Never camped at a NH state park	611	611	-	117	494	13	103	70	425	146	253	611	-	611	-	-	-	-	-
	37.5%	50.6%		45.5%	36.0%	56.2%	44.4%	54.0%	34.1%	38.3%	34.8%	56.8%		100.0%					
Camped at a NH state park more than 3 years ago	465	465	-	74	391	3	71	41	351	145	174	465	-	-	465	-	-	-	-
	28.5%	38.5%		28.7%	28.5%	13.2%	30.3%	31.6%	28.2%	37.9%	23.9%	43.2%			100.0%				
Camped at a NH state park in past 3 years	96	40	56	11	86	1	9	7	79	20	47	-	96	-	-	96	-	58	39
	5.9%	3.3%	13.3%	4.1%	6.2%	5.6%	3.9%	5.2%	6.4%	5.2%	6.4%		17.4%			100.0%		21.5%	13.6%
Camped at a NH state park in past year	458	91	367	56	402	6	50	12	390	71	254	-	458	-	-	-	458	211	247
	28.1%	7.5%	86.7%	21.7%	29.3%	25.1%	21.3%	9.2%	31.3%	18.6%	34.9%		82.6%				100.0%	78.5%	86.4%
CHI-SQUARE SIGNIFICANCE	<---1131.138-->			<---11.319-->		<-----47.995----->				<---40.97-->		<---1630.502-->		<-----4891.507----->				<---6.051-->	
	0			.0101		0				0		0		0				.0139*	

Comparison Groups: BC/DE/FGHI/JK/LM/NOPQ/RS
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

Appendix C: Questionnaire Used in the Study

New Hampshire State Parks Survey:
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intr Hello, my name is _____, and I'm calling from RKM Research and Communications on behalf of the State of New Hampshire, Division of State Parks. We're not selling anything. We're conducting a survey about recreation activities and we'd like to speak to an adult who makes decisions, or shares in the decision-making, about how your household spends leisure time.

"Would that be you?"

"May I please speak to him/her?"

I assure you that this is not a sales call. We are only interested in your opinions.

1	Eligible Respondent	[go to sc01]
2	Appointment	[setup an appointment]
88	No eligible respondent	[thank and terminate]
99	Refusal	[thank and terminate]

sc01 Do you or anyone in your household work for New Hampshire state parks?

1	Yes	[thank and terminate]
2	No	[continue]

q01 Do you live in New Hampshire year-round?

1	Yes	[continue]
2	No	[thank and terminate]

q02 Which of the following best describes your age?

Read responses:

1	18 to 24	
2	25 to 34	
3	35 to 44	
4	45 to 54	
5	55 to 64	
6	65 to 74	
7	75 or older	[thank and terminate]
99	No answer	[thank and terminate]

q03 How many years have you lived in New Hampshire as a year-round resident?

0	< 1 year
1-74	Number of years
88	Entire life (volunteered)
99	Don't know / unsure

New Hampshire State Parks Survey:
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State Park Attitudes:

q04 Now I'd like to ask you a few questions about the State's park system.

In your view, how important do you think it is for New Hampshire to have a system of state parks?

Read responses:

- 1 Extremely important
- 2 Very important
- 3 Moderately important
- 4 Only somewhat important
- 5 Not important

99 Don't know / unsure

q05 What is your overall view toward the state park system in New Hampshire? Would you say:

Read responses:

- 1 Very positive
- 2 Somewhat positive
- 3 Neutral
- 4 Somewhat negative
- 5 Very negative

99 Don't know / unsure

q06 Which of the following best describes the mission - or purpose - of the New Hampshire state park system?

Read responses: (Circle all mentioned)

- 1 Preserve and protect areas from development
- 2 Provide areas and facilities necessary to meet recreational needs
- 3 To make areas accessible to the public for recreational, educational, scientific or other uses consistent with their protection and preservation
- 4 Maintaining important historic sites
- 5 Protecting areas for future generations
- 6 To encourage and support tourism and related economic activity within the state

99 Don't know / unsure

q07 Would you support or oppose raising entrance and user fees to ensure the operation and maintenance of state parks in New Hampshire?

"Do you feel that strongly or moderately?"

- 1 Strongly support
- 2 Moderately support
- 3 Moderately oppose
- 4 Strongly oppose

99 Don't know / unsure

New Hampshire State Parks Survey:
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State Park Awareness:

q08 Now I would like you to name all of the state parks in New Hampshire that you can think of.

Do not read:

(Circle all mentioned)

- | | | | | | |
|----|----------------------|----|--------------------|----|--------------------|
| 1 | Ahern | 24 | Franklin Pierce | 47 | North Hampton |
| 2 | Androscoggin Wayside | 25 | Gardner Wayside | 48 | Northwood Meadows |
| 3 | Annette Wayside | 26 | Governor Wentworth | 49 | Odiorne Point |
| 4 | Bear Brook | 27 | Greenfield | 50 | Pawtuckaway |
| 5 | Beaver Brook | 28 | Hampton Beach | 51 | Pillsbury |
| 6 | Bedell Bridge | 29 | Hannah Duston | 52 | Pisgah |
| 7 | Cardigan | 30 | Jeness Beach | 53 | Rhododendron |
| 8 | Chesterfield | 31 | Jericho Mountain | 54 | Robert Frost |
| 9 | Clough | 32 | John Wingate | 55 | Rollins |
| 10 | Coleman | 33 | Kingston | 56 | Rye Harbor |
| 11 | Crawford Notch | | 34 Lafayette | 57 | Sculpted Rocks |
| 12 | Daniel Webster | 35 | Lake Francis | 58 | Silver Lake |
| 13 | Deer Mountain | 36 | Lake Tarleton | 59 | Taylor Hill |
| 14 | Dixville Notch | 37 | Madison Boulder | 60 | Umbagog Lake |
| 15 | Dry River | 38 | Milan Hill | 61 | Wadleigh |
| 16 | Echo Lake | 39 | Miller | 62 | Wallis Sands |
| 17 | Eisenhower Wayside | 40 | Mollidgewock | 63 | Wellington |
| 18 | Ellacoya | 41 | Monadnock | 64 | Wentworth |
| 19 | Endicott | 42 | Moose Brooke | 65 | Wentworth-Coolidge |
| 20 | Forest Lake | 43 | Mount Washington | 66 | White Lake |
| 21 | Fort Constitution | 44 | Mt. Sunapee | 67 | Winslow |
| 22 | Fort Stark | 45 | Nansen Wayside | 88 | OTHER (specify) |
| 23 | Franconia Notch | 46 | North Beach | 99 | NONE mentioned |

q09 As you may know, the New Hampshire state park system includes many parks, including Franconia Notch, White Lake, Greenfield, Bear Brooke, Monadnock, Pawtuckaway, Hampton Beach and in your area [fill park 1], [fill park 2] and [fill park 3].

Prior to my call today, how familiar were you with the scope of the New Hampshire state park system?

Read responses:

- 1 Very familiar
 - 2 Moderately familiar
 - 3 Somewhat familiar
 - 4 Not that familiar
- 99 Don't know / unsure

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State Park Day Utilization:

q10 About how many times have you visited a national, state or municipal park or beach for daytime use in the past 3 years, including parks and beaches in and out of New Hampshire?

If unsure: "even a rough guess would be helpful."

0 None (never) [goto q23]
1-100 Number of times [goto q11]

888 Visited parks/beaches, but do not know how many times [goto q11]
999 Don't know / unsure [goto q23]

q11 Have you visited any New Hampshire state parks for daytime use in the past 3 years?

1 Yes [goto q12]
2 No [goto q23]

99 Don't know / unsure [goto q23]

q12 About how many times have you visited any New Hampshire state parks in the past 3 years for daytime use?

1-50 Number of times

99 Don't know / unsure

q13 About how many times have you visited any New Hampshire state parks in the past 12 months for daytime use?

0 None
1-50 Number of times

99 Don't know / unsure

Most recent day trip:

q14 The next questions are about your most recent daytime visit to a New Hampshire state park for daytime use.

How many hours did you stay at the state park you visited most recently?

0 Less than 1 hour
1-24 Number of hours

99 Don't know / unsure

q15 Including yourself, how many adults age 18 or older were in your party?

1-20 Number of adults

q16 How many children age 17 or younger were in your party?

0 None
1-20 Number of children

q17 About how many times have you visited any New Hampshire state parks in the past 12 months in the wintertime?

0 None
1-50 Number of times

99 Don't know / unsure

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Motivation:

q18 Which of the following were the primary reasons for your most recent visit to a New Hampshire state park?

Read responses:

(Circle all mentioned)

- 1 It is convenient, or close to where you live
- 2 Other park or destination was not available
- 3 It is a good value for the money
- 4 The park has many things to do
- 5 You just wanted to get away
- 6 It is a family tradition
- 7 To picnic
- 8 To fish
- 9 To boat, canoe or kayak
- 10 To swim
- 11 Sunbathe
- 12 Visit with friends or family

- 88 Other (specify)

q19 Did you picnic the most recent time you visited a New Hampshire state park?

- 1 Yes
- 2 No

- 99 Don't know / unsure

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Day Use Value:

q20 Do you recall the cost of the entrance fee to the New Hampshire state park you visited most recently for daytime use, if any?

0 Free - no entrance fee
1-50 Dollars per entrance fee

99 Don't know / unsure

q21 How would you describe the cost you paid to visit the New Hampshire state park you visited most recently?

Read responses:

1 A very good value
2 An above average value
3 An average value
4 A below average value
5 A very poor value

99 Don't know / unsure

q22 The average cost for an adult to visit a New Hampshire state park - at parks that charge an admission - is \$4. If the cost of visiting a New Hampshire state park were increased by [fill: \$1.00 | \$2.00 | \$3.00], how likely is it that you would reduce the number of times you use any New Hampshire state parks in the future? Would you say you:

Read responses:

1 Definitely would reduce the number of times you visit
2 Probably would
3 Probably would not
4 Definitely would not

99 Don't know / unsure / depends

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Increasing Daytime Utilization:

If NOT Visited a NH State Park for Daytime Use in past 3 years:

q23 Have you ever visited a New Hampshire state park?

- 1 Yes
- 2 No

- 99 Don't know / unsure

q24 What is the primary reason why you have not visited a New Hampshire state park in the past 3 years?

Do not read: (Circle all mentioned)

- 1 Do not like parks (never go to parks or beaches)
- 2 Too expensive
- 3 Do not like the outdoors
- 4 Do not like bugs / mosquitos
- 5 Allergies or other health related problems associated with the outdoors
- 6 Do not like any New Hampshire state parks
- 7 Not familiar with New Hampshire state parks

- 88 Other (specify)
- 99 Don't know / unsure

All respondents:

q25 The average cost for an adult to visit a New Hampshire state park - at parks that charge an admission - is \$4. If the cost of visiting a New Hampshire state park were reduced by [fill: \$1.00 | \$2.00 | \$3.00], how likely is it that you would increase the number of times you use any New Hampshire state parks in the future? Would you say you:

Read responses:

- 1 Definitely would increase the number of daytime visits
- 2 Probably would
- 3 Probably would not
- 4 Definitely would not

- 99 Don't know / unsure / depends

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Overnight Camping:

q26 About how many times have you camped overnight at any location in the past 3 years, including locations in and out of New Hampshire?

If unsure: "even a rough guess would be helpful."

- 0 None [goto q41]
- 1-100 Overnight camping trips [goto q27]
- 888 Camped overnight, but do not know how many times [goto q27]
- 999 Don't know / unsure [goto q41]

q27 Which of the following places have you camped overnight in the past 3 years, starting with the place where you camped most recently.

Read responses: (Circle all mentioned)

- 1 Somewhere in New Hampshire
- 2 Somewhere else in New England (ME, MA, RI, CT, VT)
- 3 Somewhere outside New England
- 88 Other (specify)

If camped outside New Hampshire:

q28 Which of the following places outside New Hampshire have you camped overnight in the past 3 years, again, starting with the place where you camped most recently.

Read responses: (Circle all mentioned)

- 1 A national park
- 2 A state park campground
- 3 A private campground
- 4 You were backpacking
- 88 Or was it somewhere else (specify)

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If camped in New Hampshire:

q29 How many times have you taken an overnight camping trip anywhere in New Hampshire in the past 3 years?

1-100 Overnight camping trips in New Hampshire

888 Camped overnight, but do not know how many times

999 Don't know / unsure

q30 Which of the following places in New Hampshire have you camped overnight in the past 3 years, again, starting with the place where you camped most recently.

Read responses: (Circle all mentioned)

1 A White Mountains National Forest campground

2 A state park campground

3 A private campground

4 An AMC hut,

5 An AMC tent site

6 You were backpacking

88 Or was it somewhere else (specify)

Camping at a NH State Park:

If camped at a NH State Park in past 3 years:

q31 The next questions are about your use of New Hampshire state parks for overnight camping.

About how many times have you camped overnight at a New Hampshire state park in the past 3 years?

If unsure: "even a rough guess would be helpful."

1-50 Number of times

99 Don't know / unsure

q32 About how many times have you camped overnight at a New Hampshire state park in the past 12 months?

If unsure: "even a rough guess would be helpful."

1-50 Number of times

99 Don't know / unsure

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Overnight Camping Value:

q38 Do you recall how much it cost per night to camp at the New Hampshire state park that you camped at most recently, if any?

0 No - none
1-75 Dollars per night

99 Don't know / unsure

q39 How would you describe the cost you paid to camp overnight at the New Hampshire state park that you camped at most recently?

Read responses:

1 A very good value
2 An above average value
3 An average value
4 A below average value
5 A very poor value

99 Don't know / unsure

q40 The average cost of a site to camp overnight in a New Hampshire state park is \$25 - in parks that have overnight camping. If the cost of camping at New Hampshire state parks were increased by [fill: \$2 | \$4 | \$6], how likely is it that you would reduce the number of nights you camp overnight at any New Hampshire state parks in the future? Would you say you:

Read responses:

1 Definitely would reduce the number of nights
2 Probably would
3 Probably would not
4 Definitely would not

99 Don't know / unsure / depends

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Increasing Campground Utilization:

If NOT Used a NH State Park for Overnight Camping in Past 3 years:

q41 Have you ever camped overnight at a New Hampshire state park?

- 1 Yes
- 2 No

99 Don't know / unsure

q42 What is the primary reason why you have not camped overnight at any New Hampshire state parks in the past 3 years?

Do not read:

(Circle all mentioned)

- 1 Do not like to camp
- 2 Too expensive
- 3 Do not like the outdoors
- 4 Do not like bugs / mosquitos
- 5 Allergies or other health related problems associated with the outdoors
- 6 Do not like any New Hampshire state parks
- 7 Not familiar with New Hampshire state parks

- 88 Other (specify)
- 99 Don't know / unsure

All respondents:

q43 The average cost of a site to camp overnight in a New Hampshire state park is \$25 - in parks that have overnight camping. If the cost of camping at New Hampshire state parks were reduced by [fill: \$2 | \$4 | \$6], how likely is it that you would increase the number of nights you camp overnight at any New Hampshire state parks in the future? Would you say you:

Read responses:

- 1 Definitely would increase the number of nights
- 2 Probably would
- 3 Probably would not
- 4 Definitely would not

- 99 Don't know / unsure / depends

New Hampshire State Parks Survey:
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Increasing Use of NH State Parks:

Activities and Amenities:

q44 Please tell me if you definitely would visit a state park more often in the future if each of the following were available, probably would, probably would not or definitely would not.

What if selected state parks had children's playgrounds?

- 1 Definitely would visit state parks more often
- 2 Probably would
- 3 Probably would not
- 4 Definitely would not

99 Don't know / unsure

q45 What if selected state parks had swimming pools?

q46 What if selected state parks had WiFi network?

q47 What if selected state parks had more hookup locations for campers?

Lifestyle:

q48 Which of the following comes closest to your preference for state parks?

Read responses:

- 1 The state parks should be reserved for traditional activities, like hiking, picnicking, fishing, swimming and other types of leisure
- 2 The state parks should include other value-added, higher skill activities, like exercise programs, rock climbing, mountain biking and other types of activities

99 Don't know / unsure

q49 Which of the following activities would you participate in if available at selected state parks?

Read responses: (Circle all mentioned)

- 1 Organized outdoor fitness classes, like yoga or pilates
- 2 Rock climbing
- 3 Mountain biking
- 4 Cross country skiing
- 5 Snow shoeing
- 6 Zipline
- 7 Ropes course

88 Other (specify)

99 Don't know / unsure

Classification and Demographics:

d01 Now just a few questions for classification purposes.

What is your race or ethnic background?

Read responses:

- 1 White
- 2 Black or African American
- 3 Asian (or Pacific Islander)
- 4 American Indian or Alaska native
- 5 Native Hawaiian or other Pacific Islander
- 6 Other

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New Hampshire State Parks Survey:
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- d02 Are you of Hispanic or Latino origin or descent?
- 1 Yes
 - 2 No
 - 99 Refused
- d03 What is the highest grade or year in school you completed?
- Do not read:
- 1 Some high school, or less
 - 2 Graduated high school
 - 3 Some college or technical school
 - 4 Associate or technical degree (2-year degree)
 - 5 Graduated college (4-year degree)
 - 6 Graduate or professional degree (Masters, Ph.D., MBA)
 - 99 No answer
- d04 How many adults age 18 or older live in your household?
- 1-6 Adults in household
- d05 How many children age 17 or younger live in your household, if any?
- 0 None
 - 1-6 Children in household
- d06 Is your total household income above or below \$50,000 per year before taxes?
- 1 Above \$50,000 [goto d07b]
 - 2 Below \$50,000 [goto d07a]
 - 99 No answer [goto conc]
- d07a Would you say it is above or below \$35,000?
- Read responses:
- 1 Less than \$34,999
 - 2 \$35,000-\$49,999
- d07b Would you say it is:
- Read responses:
- 3 \$50,000-\$74,999
 - 4 \$75,000-\$99,999
 - 5 \$100,000-\$124,999
 - 6 \$125,000-\$149,999
 - 7 \$150,000 or more
- conc Thank you very much for your time. Your comments are greatly appreciated.
- gr Interviewer: Enter respondent gender
- 1 Male
 - 2 Female
- Note 1. Purchased sample will include a fips (county) code for regional analysis.