

## Measuring Leisure Motives



CSS 287

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## Why Measure Motivation?

- Recall...(ROS – Rec. Opportunity Spectrum)
- **Natural resource managers provide opportunities for visitors to engage in**
- Preferred Activities, in
- Preferred Settings
  - A) Environmental – grassy areas, mountains, lakes . . .
  - B) Social – few people ↔ lots of people
  - C) Managerial – low to high restrictions, to achieve . . .
- Desired Experiences  
(These are what motivate people to participate!)



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## Understanding Motivations

- **Understanding “your” recreation motivation.**
  - Think of a favorite recreation activity.
  - What motivates you to do this? (list them).
  - Tabulate & summarize
- **How do managers figure out why people visit their area?**
  - Is it possible to do this?

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## Measuring Motivations



“Happy” survey participants. Alpine Lakes Wilderness (WA)

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## Methods to Measure Motivations

- Quantitative – Surveys (numerical measurements)
- Qualitative – Interviews (verbal, descriptive)
- Other: Observations? (quantitative counts &/or qualitative)
  - SWAG?
  - Staff Stories?
  - Media accounts?
  - Historic records?

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## Quantitative – Survey Research

- On-site (short-term recall)
- Exit Survey (short-term recall)
- Mail (long-term recall)
- Telephone (long-term recall)
- Internet (long-term recall)



Snow Lake Trailhead (busiest in NW), WA

Limitations?

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## Recreation Preference Scale

Psychological  
Reasons

(Domains)

Measured by

(Scales/ Scale items—a series of  
short questions w/fixed answers)

- Risk Taking - to take risk, - tempt danger
- Social - be w/friends, - my group
- Nature - scenery, - nature exp's
- Learning - learn new things, exploration
- Escape - tranquility, - privacy

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### Question 2: Your Motivations for Visiting Wildernesses

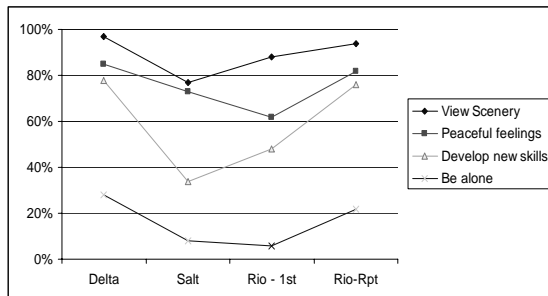
The following are feelings or experiences that people sometimes seek in wilderness. For each, please indicate how important they are to you when on a wilderness trip. Please consider all wilderness trips, not just this trip.

How important is it?

How important is this to your wilderness experience?	Not at all Important							Extremely Important						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
A sense of freedom	1	2	3	4	5	6	7							
Solitude	1	2	3	4	5	6	7							
To think about who I am	1	2	3	4	5	6	7							
Closeness to nature	1	2	3	4	5	6	7							
To learn about this place	1	2	3	4	5	6	7							
Wilderness opportunities	1	2	3	4	5	6	7							
A feeling of remoteness	1	2	3	4	5	6	7							
A sense that the surroundings haven't been impacted by people	1	2	3	4	5	6	7							
To be away from crowds of people	1	2	3	4	5	6	7							
A sense of challenge	1	2	3	4	5	6	7							
A sense of being away from the modern world	1	2	3	4	5	6	7							
To be near others who could help if I need them	1	2	3	4	5	6	7							
To be my own boss	1	2	3	4	5	6	7							
To develop personal, spiritual values	1	2	3	4	5	6	7							

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## Multiple Motivations & Variability



Motivations for river floating (percentage of respondents). Adapted from: Knopf and Lime, 1984.

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## Qualitative - Interviews



Pete Lake (WA) – semi-structured, in depth interview (on-site)

- On-site (now)
- Post-hoc (after)
- Telephone (later)

What are the Limitations of each?

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## Qualitative — Group Measures

- Focus group (later)
- Open house (later)
- Panel of experts (later)
- Articles, letters ...
- Observation (now)



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## Wilderness Visitors...

Positive Feelings	Day	Overnight
Good, Nice, Enjoy	52	76
Peace, quiet, relax	49	83
Freedom	8	15
Awe	13	20
Sentimental	3	8
Rejuvenated	14	16
Inspiring	9	14
Achievement	4	7
Novelty	0	2
Privacy	1	2
Humility	5	11
Perspective on life	24	30

"Just being in the outdoors. Smelling the fresh air, the sun glistening on the ripple in the lake. Just being out here. It's not where I come to rejuvenate, but it is rejuvenating." (Pete Lake, Alpine Lake Wilderness, WA)

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### Recreation Motivations – Management Implications



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### Recreation Motivations – Management Implications

- Monitor the kind of experience people are getting
- Assess relative importance of different kinds of experiences
- Monitor whether management actions are having desired effects
- Monitor trends or changes in clientele
- Help provide a spectrum of opportunities

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