

Report to Respondents on Knowledge-Holding Studies:

**Descriptive Statistics for Knowledge-Holding Studies of
S.E. Utah, S.W. Colorado/N.W. New Mexico, and
Colorado Plateau Opinion Leaders**

Sponsored By

**U.S. Geological Survey
Biological Resources Division
Midcontinent Ecological Science Center**

and

**Canyon Country Partnership
Moab, Utah**

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Colorado Plateau Opinion Leaders**

By

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Purpose of the Studies

Purpose

Our purpose in conducting this research was to understand the knowledge of the general public and network of opinion leaders on the Plateau regarding natural resources management on an ecosystem scale and to help local, state, and federal land managers determine the most effective strategies for successful management that ensure preservation of human communities.

Background

The first half of this century was marked by the development of theories describing the pluralist character of American politics with public input to decisions and decision makers channeled through interest groups (see, for example, Truman 1951). Pluralist interest group theory came under significant challenge during the last half of this century. Among the arguments made against the theory is one stating that interest groups are unfairly restrictive and not representative (Bachrach 1967; Lowi 1969). After the Vietnam War, analysts began to observe a decline in the relevance of traditional interest groups in favor of mandated, formal mechanisms of public involvement as well as civil disobedience, electoral initiatives, and referenda (Loomis 1983). There now exists the perception that the general public has the right to exercise influence over a wide range of issues, including those effecting the environment. Pierce and his colleagues (1992) argued that, although traditional interest groups have lost policy influence and the general public has come to expect a more direct voice in policy-making, there remains a connection between interest groups and the policy preferences of the general public.

It was anticipated that on the Colorado Plateau the connection between interest groups and public policy preferences would be manifested in consistency between opinion leaders and the public in terms of scientific knowledge and attitudes toward ecosystem management (Lamb and Lovrich 1987). Ecosystem management is one issue facing American society that transcends the domain of traditional interest groups. Because the concept of ecosystem management does not readily translate to economic interests, we needed to develop a surrogate for use in our study. In collaboration with local land managers we decided to use recreation management on public lands as a focus for our research. Policy-making in this field is reflected in the relation between the general public and opinion leaders. This relation is characterized by:

- (1) heightened demand for having a say in policy outcomes on the part of individuals... and
- (2) the articulation of relatively novel policy demands on the political system by new politics-oriented people, which often features a high degree of technical and scientific content affecting complex value tradeoffs... (Pierce et al 1992:12).

Because recreation management policy is one that contains a high degree of technical and scientific content land managers need to know the answer to several questions: Who are the "politics-oriented" people of the Colorado Plateau? What are their attitudes toward management options? What technical or scientific knowledge do they hold? What are the sources of that knowledge? Is it true that group characteristics, conformity to group norms, and severity of the problem influence the people's acceptance of new management policies (Brief et al. 1976)? Is the general public also active in the politics of ecosystem management? Is there an association between attributes of the opinion leaders and those of the general public?

If, as Pierce and his colleagues (1992:146) argued, "the 'real' battles lie in capturing the definition of problems and structuring the context for the discussion of alternative policy choices," then knowledge shared between opinion leaders and citizens is vital for any successful natural resource management strategy. Building that strategy requires understanding the level and sources of knowledge.

This research was based on the following hypothesis:

Hypothesis: There is a common understanding among opinion leaders and the general public regarding knowledge of and attitudes toward recreation management on public lands.

Research Questions:

- What are characteristics that distinguish opinion leaders on the Colorado Plateau?
- What are the attitudes of opinion leaders and the general public regarding recreation management?
- What technical knowledge about recreation management is held by opinion leaders and the general public?
- How consistent are the attitudes and knowledge of opinion leaders on the Colorado Plateau?
- Are the attitudes and knowledge of opinion leaders consistent with those of the public?

Survey Design and Response Rates

Data acquisition occurred in two steps: First, opinion leaders were identified by use of the snow-balling technique. Telephone interviews with persons listed as attendees at recent meetings of the Colorado Plateau Forum were conducted (e.g., elected officials, agency managers, interest group representatives) to establish a list of potential opinion leaders. Every individual was contacted and asked to identify 3 people whom they believed were influential about natural resources management on the Colorado Plateau and those three people were contacted to develop an inverted "interview tree." The interview tree was continued until a list was established of people who were identified at least three times. This phase was closed when only a few new names are identified by respondents and those names failed to receive repeat nominations. It was anticipated that no more than a total of 200 people would be identified through this process and 166 names were nominated.

Second, all those identified as opinion leaders and a stratified random sample of the general public were queried. Two sub-regions of the Colorado Plateau were delineated by county boundaries. Those sub-regions were 5 counties in Southeast Utah (Carbon, Emery, Wayne, Grand, and San Juan) and 7 counties in Southwest Colorado and Northwest New Mexico (Archuleta, La Plata, Dolores, San Juan, San Miguel, and Montezuma in Colorado and San Juan County in New Mexico). Potential respondents were selected at random from residential telephone directories, cross-checked by automobile registrations and national Change of Address files released monthly by the U.S. Postal Service (the actual list was acquired from a national polling firm). The resulting stratified random sample included 1,050 names for each study area.

Our survey procedures followed the Total Design Method (Dillman 1978). Our procedures were as follows: (1) a mailing to all addressees including a cover letter, survey instrument, and self-addressed stamped envelope. For the Southeast Utah and opinion leader studies, completed surveys were returned to the office of the Canyon Country Partnership (CCP) in Moab, Utah. The CCP collaborated in the S. E. Utah and opinion leader studies and the Executive Director of the CCP was a co-signatory on all correspondence. For the SW Colorado/NW New Mexico study, surveys were returned directly to our office in Fort Collins, Colorado. (2) After 1 week a post-card was sent to all addressees thanking them for participating in the survey and asking that the questionnaire be returned quickly. (3) After 3 weeks a follow-up mailing was sent to those who had not responded, including a cover letter, survey instrument, and self-addressed return envelope. After 5 weeks a follow-up mailing was sent to those who still had not responded, including the survey instrument, cover letter, and self-addressed stamped envelope. (4) After 7 weeks an attempt was made to contact all addressees by telephone and request that respondents either provide the interviewer with information over the phone or return the questionnaire by mail. This last step resulted in fewer than a dozen completed questionnaires.

Our survey instruments employed fixed alternative questions plus space for comments. Opinion leaders and the public were queried about their understanding of selected terms used in ecosystem management, knowledge-holding, and attitudes in the form of responses to potential management practices. The technical terms were developed and pretested in conjunction with natural resource managers who are partners in this study. Our question format for knowledge-holding was similar to that reported by Pierce and Lovrich (1986; see also Soden et al. 1985). The work of Steel et al. (1994) was followed by developing a series of management option questions and asking respondents to rate the expected outcomes for their communities and themselves. The resulting response rates are shown in Table 1.

Table 1: Response rates for surveys of two study areas and opinion leaders on the Colorado Plateau.

Responses	SW CO/ NW NM	SE Utah	Opinion Leaders
Number of addressees	1,050	1,050	166
Number of Bad Addresses/ Undeliverable	253	217	11
Number of Responses	402	447	118
Response Rate	50.4%	53.6%	76.1%
Standard Error	4.8%	4.8%	4.8%

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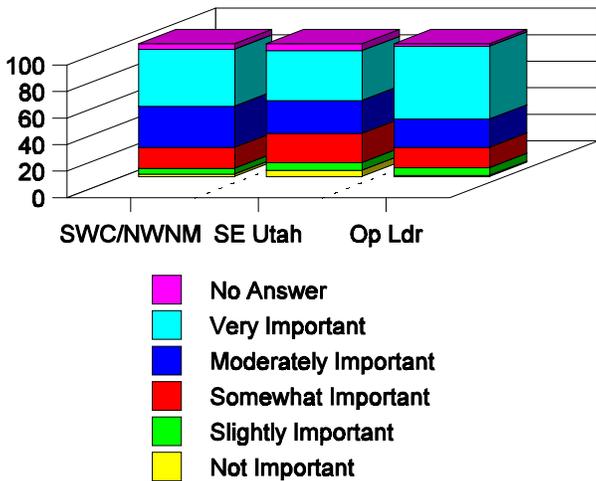
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Frequency Distributions for Each Survey Question

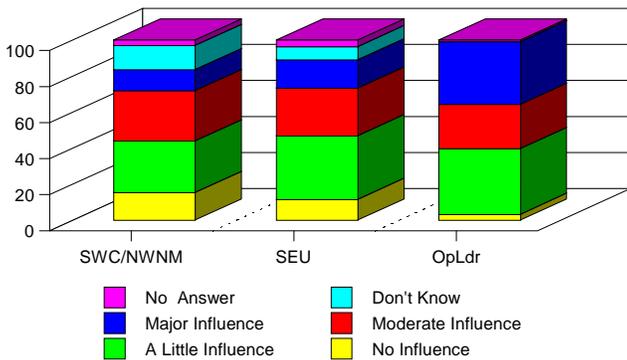
The following frequency distributions are reported in tabular and graphical format. The bar charts and legends should be read top to bottom, except those that have a two column legend. Those legends should be read left to right and the corresponding bar viewed top to bottom.

Question 1: How important do you believe management of recreation on public land is for the economy of your county?
(Please circle the appropriate number on the following scale)

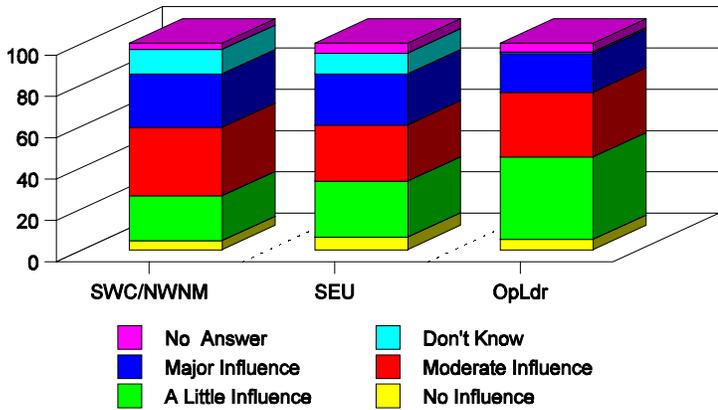


Importance Scale	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Not Important	8 (2.0)	21 (4.7)	1 (0.8)
Slightly Important	17 (4.2)	26 (5.8)	7 (5.9)
Somewhat Important	63 (15.7)	98 (21.9)	18 (15.3)
Moderately Important	125 (31.1)	111 (24.8)	25 (21.2)
Very Important	173 (43.0)	168 (37.6)	65 (55.1)
No Answer	16 (4.0)	23 (5.1)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)

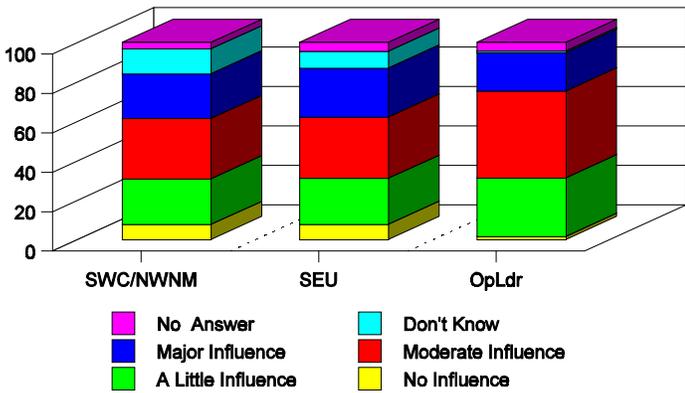
Question 2: Please indicate how much **influence** you believe each of the following organizations actually has for resolving recreation management questions on public land. (Please circle the appropriate number on the following scale)



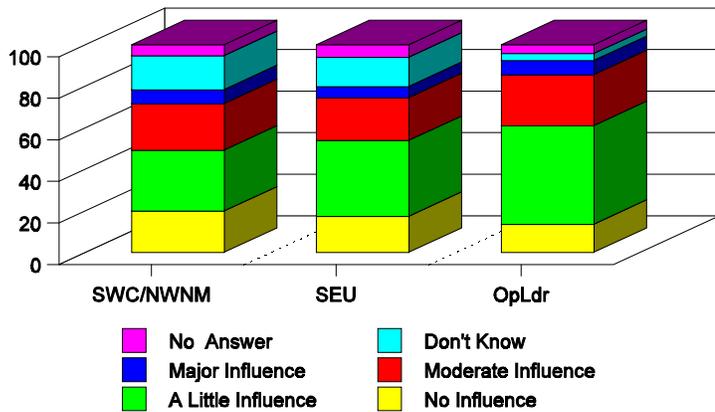
County Commissioners	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	62 (15.4)	52 (11.6)	4 (3.4)
A Little Influence	115 (28.6)	158 (35.3)	43 (36.4)
Moderate Influence	112 (27.9)	118 (26.4)	29 (24.6)
Major Influence	47 (11.7)	70 (15.7)	41 (34.7)
Don't Know	54 (13.4)	33 (7.4)	0 (0.0)
No Answer	12 (3.0)	16 (3.6)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)



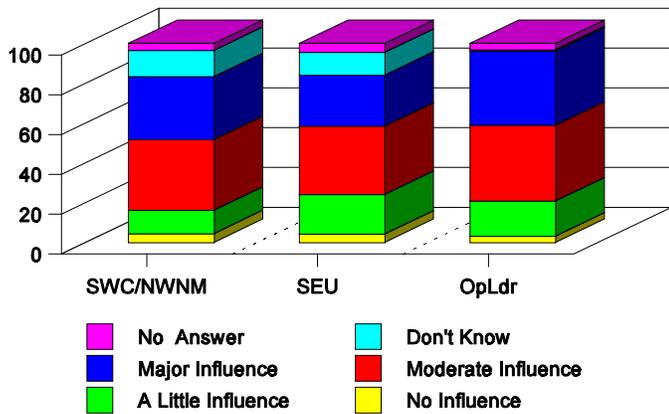
State Legislators	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	18 (4.5)	23 (5.1)	6 (5.1)
A Little Influence	87 (21.6)	102 (22.8)	47 (39.8)
Moderate Influence	133 (33.1)	173 (38.7)	37 (31.4)
Major Influence	104 (25.9)	93 (20.8)	22 (18.6)
Don't Know	48 (11.9)	38 (8.5)	1 (0.8)
No Answer	12 (3.0)	18 (4.0)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)



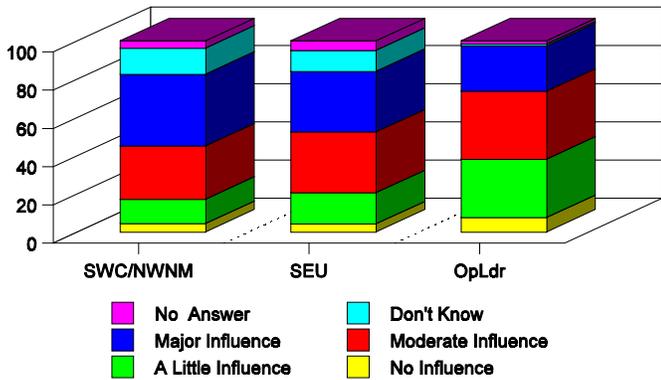
Governor	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	31 (7.7)	35 (7.8)	2 (1.7)
A Little Influence	93 (23.1)	104 (23.3)	35 (39.7)
Moderate Influence	123 (30.6)	139 (31.1)	52 (44.1)
Major Influence	91 (22.6)	111 (24.8)	23 (19.5)
Don't Know	5 (12.7)	38 (8.5)	1 (0.8)
No Answer	13 (3.2)	20 (4.5)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)



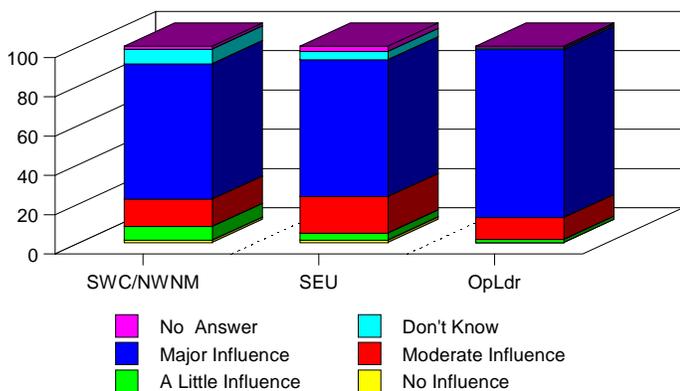
State Department of Transportation	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	80 (19.9)	78 (17.4)	16 (13.4)
A Little Influence	118 (29.4)	163 (36.5)	56 (47.5)
Moderate Influence	90 (22.4)	92 (20.6)	29 (24.6)
Major Influence	27 (6.7)	24 (5.4)	8 (6.8)
Don't Know	66 (16.4)	63 (14.1)	4 (3.4)
No Answer	21 (5.2)	27 (6)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)



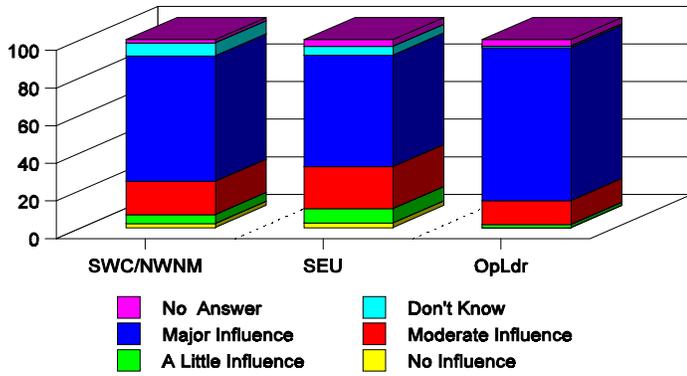
State Department of Natural Resources	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	18 (4.5)	19 (4.3)	5 (4.2)
A Little Influence	47 (11.7)	89 (19.9)	28 (23.7)
Moderate Influence	143 (35.6)	153 (34.2)	59 (50)
Major Influence	127 (31.6)	115 (25.7)	20 (16.9)
Don't Know	53 (13.2)	51 (11.4)	1 (0.8)
No Answer	14 (3.5)	20 (4.5)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)



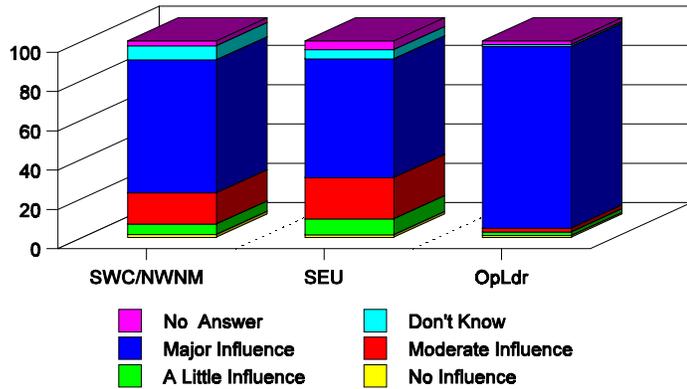
U.S. Bureau of Reclamation	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	18 (4.5)	19 (4.3)	9 (7.6)
A Little Influence	51 (12.7)	73 (16.3)	36 (30.5)
Moderate Influence	112 (27.9)	142 (31.8)	42 (35.6)
Major Influence	151 (37.6)	142 (31.8)	28 (23.7)
Don't Know	55 (13.7)	49 (11)	1 (0.8)
No Answer	15 (3.7)	22 (4.9)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)



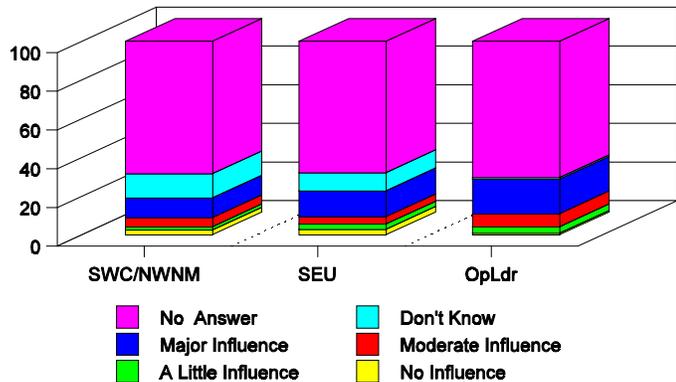
Bureau of Land Management	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	5 (1.2)	6 (1.3)	0 (0)
A Little Influence	28 (7)	16 (3.6)	2 (1.7)
Moderate Influence	56 (13.9)	83 (18.6)	13 (11)
Major Influence	277 (68.9)	311 (69.6)	101 (85.6)
Don't Know	30 (7.5)	19 (4.3)	1 (0.8)
No Answer	6 (1.5)	12 (2.7)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)



National Park Service	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	9 (2.2)	11 (2.5)	0 (0)
A Little Influence	19 (4.7)	34 (7.6)	2 (1.7)
Moderate Influence	71 (17.7)	100 (22.4)	15 (12.7)
Major Influence	268 (66.7)	265 (59.3)	96 (81.4)
Don't Know	28 (7)	21 (4.7)	1 (0.8)
No Answer	7 (1.7)	16 (3.6)	4 (3.4)
Total	402 (100)	447 (100)	118 (100)



U.S. Forest Service	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	6 (1.5)	6 (1.3)	1 (0.8)
A Little Influence	21 (5.2)	36 (8.1)	2 (1.7)
Moderate Influence	64 (15.9)	94 (21)	13 (11)
Major Influence	272 (67.7)	270 (60.4)	99 (83.9)
Don't Know	29 (7.2)	21 (4.7)	1 (0.8)
No Answer	10 (2.5)	20 (4.5)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)



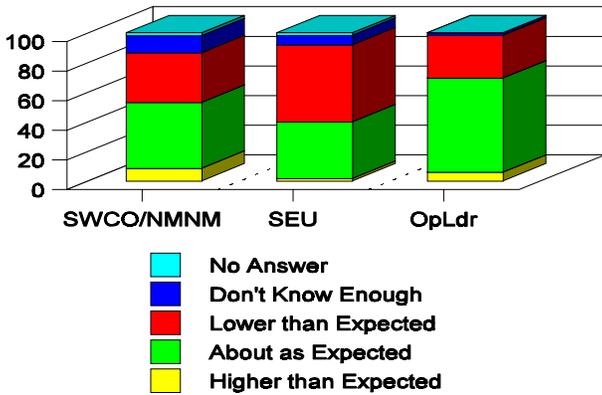
Other	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Influence	10 (2.5)	13 (2.9)	1 (0.8)
A Little Influence	7 (1.7)	12 (2.7)	4 (3.4)
Moderate Influence	19 (4.7)	17 (3.8)	8 (6.8)
Major Influence	41 (10.2)	60 (13.4)	21 (17.8)
Don't Know	50 (12.4)	42 (9.4)	1 (0.8)
No Answer	275 (68.4)	303 (67.8)	83 (70.3)
Total	402 (100)	447 (100)	118 (100)

Question 3: Which of the following scenarios would best describe how questions about recreation on public lands should be resolved (write the letter in the box that most accurately describes your belief).
 [The question stated 8 scenarios and asked the respondents indicate which was the “best scenario” and which was the “worst scenario.”]

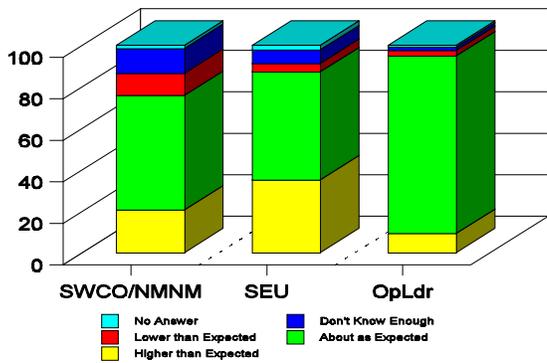
Best Scenario	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Vote of County Residents	131 (32.6)	219 (49)	5 (4.2)
Vote of State Residents	53 (13.2)	33 (7.4)	4 (3.4)
Cooperation Among Agencies	111 (27.6)	94 (21)	43 (36.4)
Citizen's Committee (advisory groups)	41 (10.2)	28 (6.3)	29 (24.6)
County Government Control	8 (2)	23 (5.1)	9 (7.6)
State Agency Control	7 (1.7)	9 (2)	1 (0.8)
Federal Agency Control	14 (3.5)	12 (2.7)	11 (9.3)
Other	9 (2.2)	7 (1.5)	10 (8.5)
No Answer	28 (7)	22 (4.9)	6 (5.1)
Total	402 (100)	447 (100)	118 (100)

Worst Scenario	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Vote of County Residents	23 (5.7)	12 (2.7)	30 (25.4)
Vote of State Residents	26 (6.5)	17 (3.8)	17 (14.4)
Cooperation Among Agencies	10 (2.5)	7 (1.6)	0 (0)
Citizen's Committee (advisory groups)	30 (7.5)	19 (4.3)	6 (5.1)
County Government Control	26 (6.5)	25 (5.6)	22 (18.6)
State Agency Control	20 (5)	22 (4.9)	5 (4.2)
Federal Agency Control	218 (54.2)	289 (64.7)	32 (27.1)
Other	2 (0.5)	10 (2.2)	2 (1.7)
No Answer	47 (11.7)	46 (10.3)	4 (3.4)
Total	402 (100)	447 (100)	118 (100)

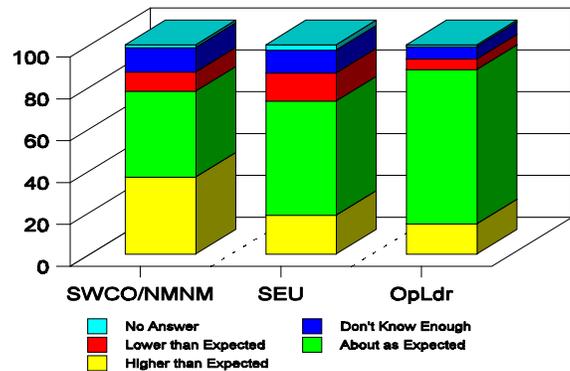
Question 4: Listed below are the combined percentages of land ownership in the following counties.... Please indicate to us whether these percentages are higher, lower, or about the same as you expected. (Circle the number that best represents your opinion).



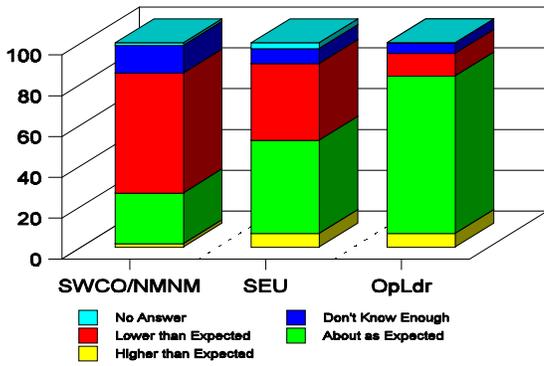
Private Land	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Higher than Expected	35 (8.7)	8 (1.8)	7 (5.9)
About as Expected	178 (44.3)	171 (38.3)	75 (63.6)
Lower than Expected	135 (33.6)	232 (51.9)	34 (28.8)
Don't Know Enough to Answer	46 (11.4)	29 (6.5)	2 (1.7)
No Answer	8 (2)	7 (1.6)	0 (0)
Total	402 (100)	447 (100)	118 (100)



Federal Land	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Higher than Expected	83 (20.6)	157 (35.1)	11 (9.3)
About as Expected	222 (55.2)	233 (52.1)	101 (85.6)
Lower than Expected	43 (10.7)	18 (4)	3 (2.5)
Don't Know Enough to Answer	48 (11.9)	29 (6.5)	2 (1.7)
No Answer	6 (1.5)	10 (2.2)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)

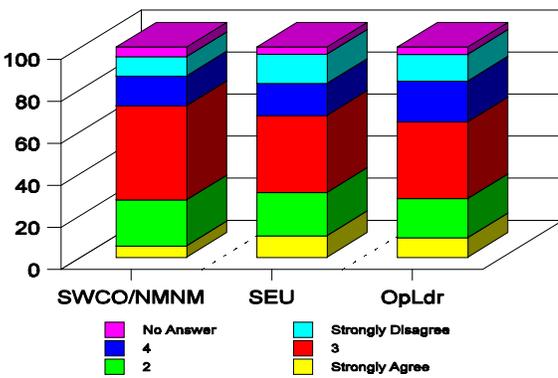


Tribal Land	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Higher than Expected	148 (36.8)	83 (18.6)	17 (14.4)
About as Expected	165 (41)	244 (54.6)	87 (73.7)
Lower than Expected	37 (9.2)	60 (13.4)	6 (5.1)
Don't Know Enough to Answer	47 (11.7)	49 (11)	7 (5.9)
No Answer	5 (1.2)	11 (2.5)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)

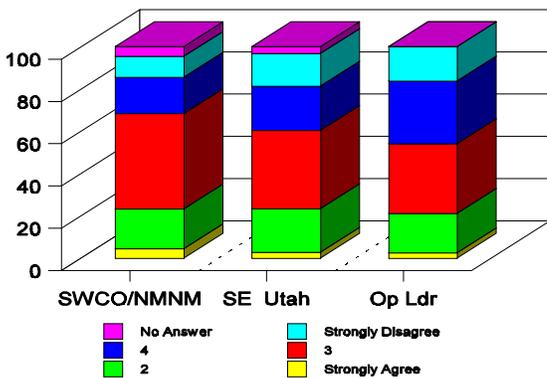


State Land	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Higher than Expected	7 (1.7)	30 (6.7)	8 (6.8)
About as Expected	100 (24.9)	204 (45.6)	91 (77.1)
Lower than Expected	236 (58.7)	168 (37.6)	13 (11)
Don't Know Enough to Answer	54 (13.4)	33 (7.4)	6 (5.1)
No Answer	5 (1.2)	12 (2.7)	0 (0)
Total	402 (100)	447 (100)	118 (100)

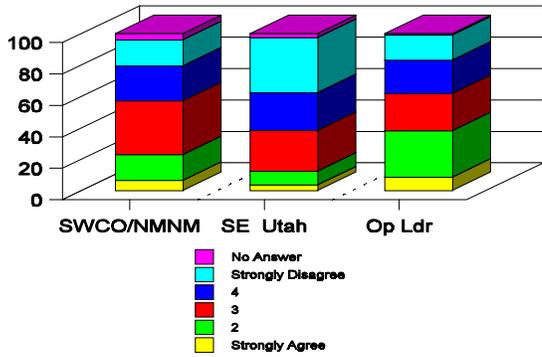
Question 5. The following statements refer to public management of outdoor recreation. Please indicate how much or how little you agree with the following statements:



I approve of the way my county land management agencies have responded to the issue of managing outdoor recreation on public land	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	22 (5.5)	46 (10.3)	11 (9.3)
2	88 (21.9)	92 (20.6)	22 (18.6)
3	180 (44.8)	164 (36.7)	43 (36.4)
4	57 (14.2)	68 (15.2)	23 (19.5)
Strongly Disagree	37 (9.2)	62 (13.9)	15 (12.7)
No Answer	18 (4.5)	15 (3.4)	4 (3.4)
Total	402 (100)	447 (100)	118 (100)

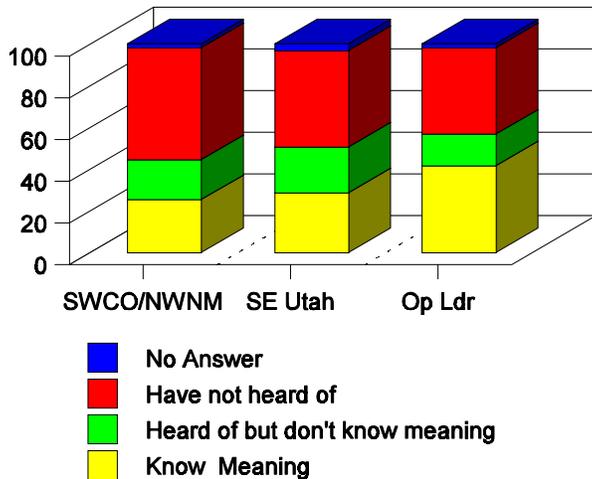


I approve of the way my state land management agencies have responded to the issue of managing outdoor recreation on public land.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	18 (4.5)	13 (2.9)	3 (2.5)
2	76 (18.9)	92 (20.6)	22 (18.6)
3	181 (45)	165 (36.9)	39 (33.1)
4	69 (17.2)	94 (21)	35 (29.7)
Strongly Disagree	40 (10)	69 (15.4)	19 (16.1)
No Answer	18 (4.5)	14 (3.1)	0 (0)
Total	402 (100)	447 (100)	118 (100)

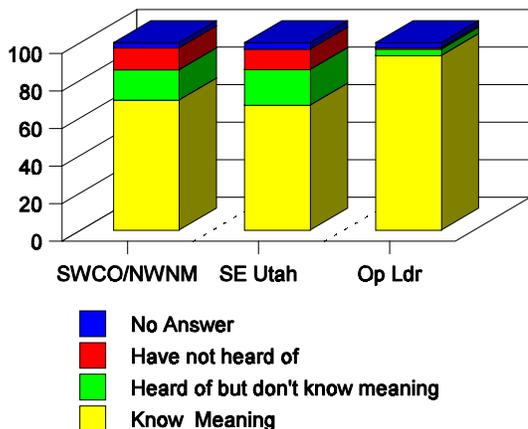


I approve of the way my federal land management agencies have responded to the issue of managing outdoor recreation on public land.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	26 (6.5)	16 (3.6)	10 (8.5)
2	66 (16.4)	39 (8.7)	35 (29.7)
3	138 (34.3)	116 (26)	28 (23.7)
4	89 (22.1)	108 (24.2)	25 (21.2)
Strongly Disagree	67 (16.7)	157 (35.1)	19 (16.1)
No Answer	16 (4)	11 (2.5)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)

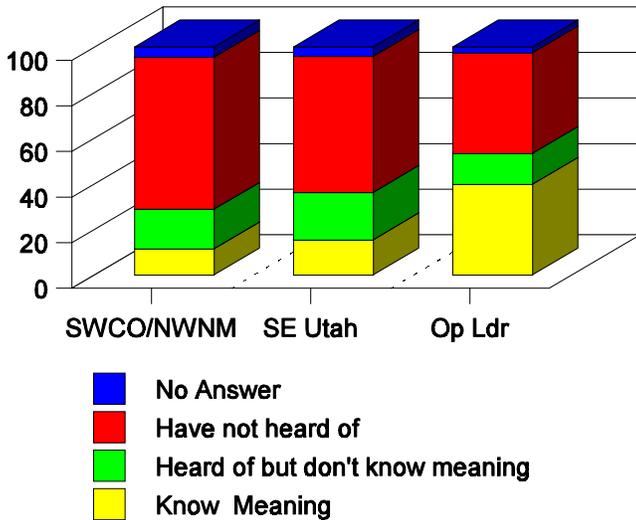
6. Below is a list of specific terms that land managers commonly use to discuss the issues of recreation policy on public lands. We are asking if you know each term, have heard of the term but perhaps don't know its meaning, or have not heard of the term at all. Please circle the number of the most appropriate answer.



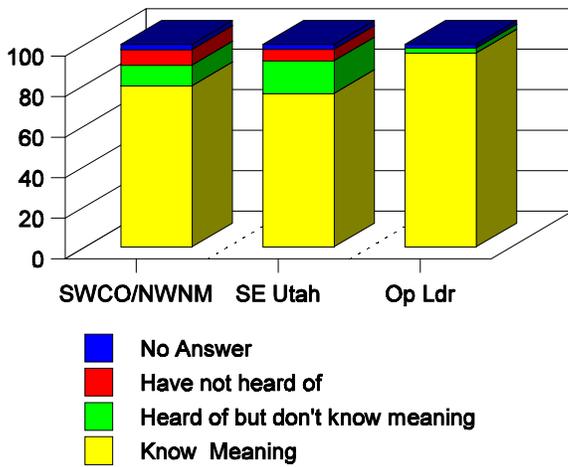
Out of Control Area	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	102 (25.4)	128 (28.6)	49 (41.5)
Heard of but don't know meaning	77 (19.2)	98 (21.9)	18 (15.3)
Have not heard of	216 (53.7)	207 (46.3)	49 (41.5)
No Answer	7 (1.7)	14 (3.1)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)



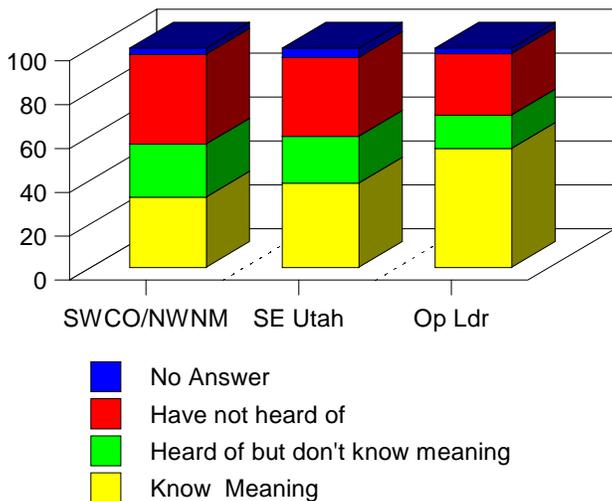
Site Restoration	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	279 (69.4)	298 (66.7)	110 (93.2)
Heard of but don't know meaning	65 (16.2)	85 (19)	4 (3.4)
Have not heard of	47 (11.7)	49 (11)	1 (0.8)
No Answer	11 (2.7)	15 (3.4)	3 (2.5)
Total	402 (100)	447 (100)	118 (100)



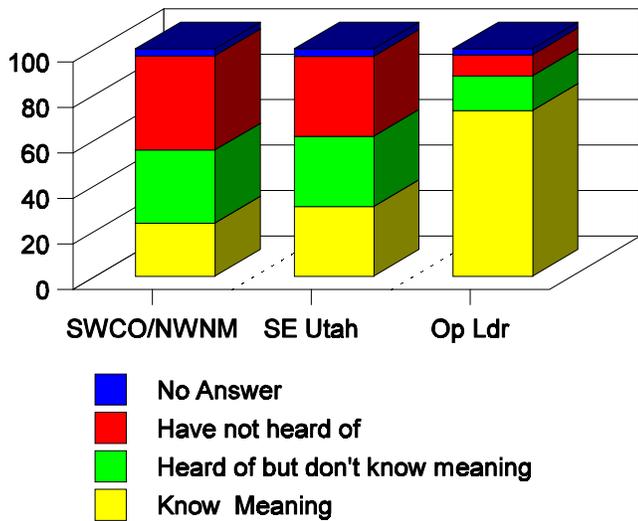
Front Country	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	46 (11.4)	69 (15.4)	47 (39.8)
Heard of but don't know meaning	70 (17.4)	93 (20.8)	16 (13.6)
Have not heard of	268 (66.7)	267 (59.7)	52 (44.1)
No Answer	18 (4.5)	18 (4)	3 (2.5)
Total	402 (100)	447 (100)	118 (100)



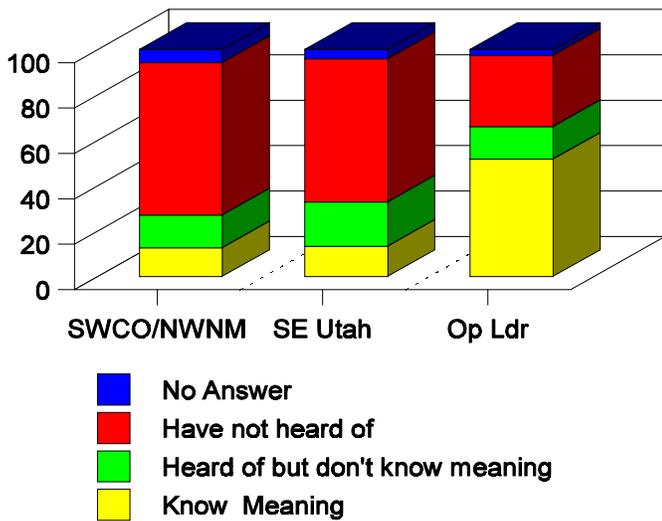
Recreation Permits	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	320 (79.6)	339 (75.8)	113 (95.8)
Heard of but don't know meaning	41 (10.2)	72 (16.1)	3 (2.5)
Have not heard of	31 (7.7)	25 (5.6)	0 (0)
No Answer	10 (2.5)	11 (2.5)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)



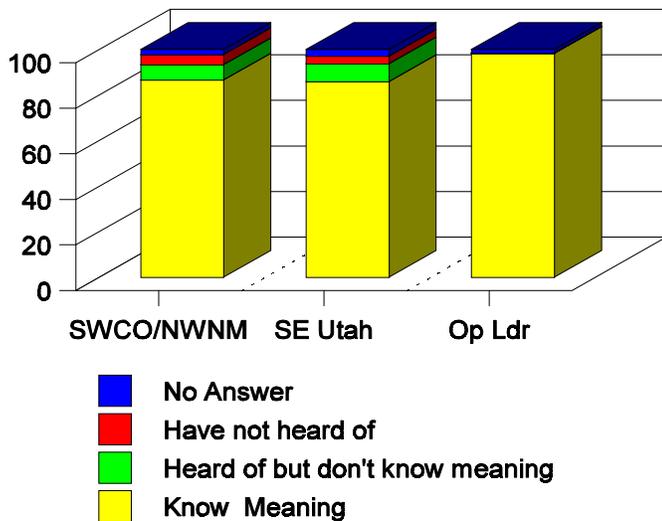
Random Shooting	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	129 (32.1)	172 (38.5)	64 (54.2)
Heard of but don't know meaning	97 (24.1)	95 (21.3)	18 (15.3)
Have not heard of	165 (41)	161 (36)	33 (28)
No Answer	11 (2.7)	19 (4.3)	3 (2.5)
Total	402 (100)	447 (100)	118 (100)



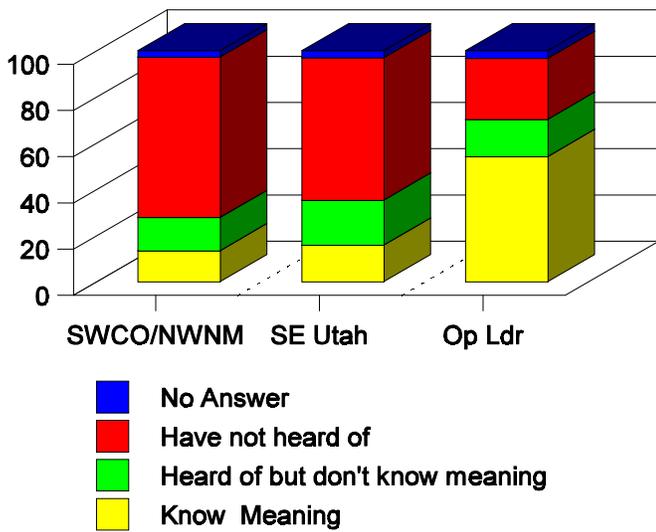
Recreation Strategy	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	94 (23.4)	137 (30.6)	86 (72.9)
Heard of but don't know meaning	129 (32.1)	138 (30.9)	18 (15.3)
Have not heard of	167 (41.5)	157 (35.1)	11 (9.3)
No Answer	12 (3)	15 (3.4)	3 (2.5)
Total	402 (100)	447 (100)	118 (100)



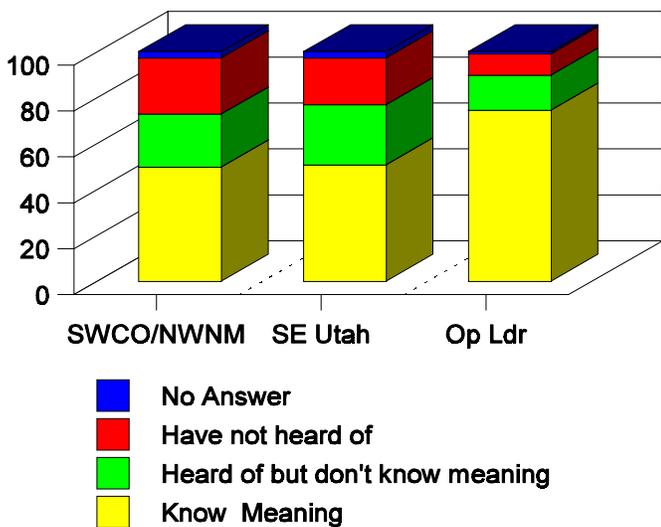
Hardened Sites	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	51 (12.7)	60 (13.4)	61 (52.7)
Heard of but don't know meaning	58 (14.4)	87 (19.5)	17 (14.4)
Have not heard of	270 (67.2)	282 (63.1)	37 (31.4)
No Answer	23 (5.7)	18 (4)	3 (2.5)
Total	402 (100)	447 (100)	118 (100)



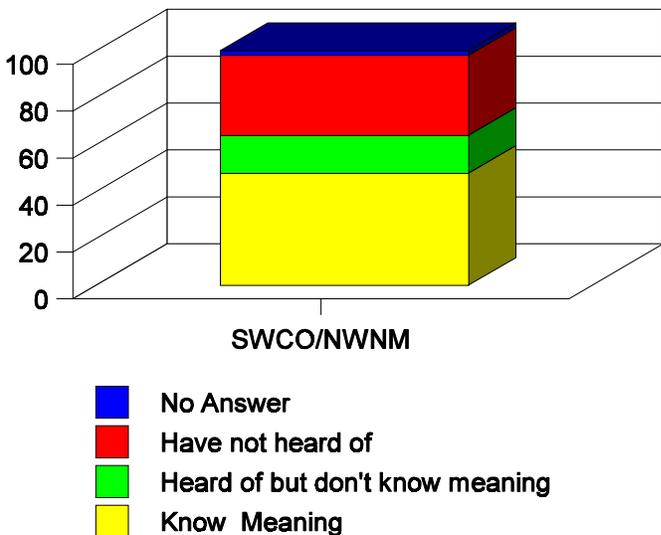
Wilderness Area	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	348 (86.6)	384 (85.9)	116 (98.3)
Heard of but don't know meaning	27 (6.7)	35 (7.8)	0 (0)
Have not heard of	18 (4.5)	15 (3.4)	0 (0)
No Answer	9 (2.2)	13 (2.9)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)



Recreation Opportunity Spectrum	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	54 (13.4)	71 (15.9)	64 (54.2)
Heard of but don't know meaning	58 (14.4)	87 (19.5)	19 (16.1)
Have not heard of	279 (69.4)	275 (61.5)	31 (26.3)
No Answer	11 (2.7)	14 (3.1)	4 (3.4)
Total	402 (100)	447 (100)	118 (100)



Damaged Lands	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Know Meaning	200 (49.8)	227 (50.8)	88 (74.6)
Heard of but don't know meaning	93 (23.1)	117 (26.2)	18 (15.3)
Have not heard of	98 (24.4)	91 (20.4)	11 (9.3)
No Answer	11 (2.7)	12 (2.7)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)



Carrying Capacity ¹	SW CO/ NW NM (%)
Know Meaning	192 (47.8)
Heard of but don't know meaning	65 (16.2)
Have not heard of	137 (34.1)
No Answer	8 (2)
Total	402 (100)

¹ This question was not asked of respondents in the SE Utah or Opinion Leader studies.

6a. Which of the above terms would you like to learn more about?

Terms	SW CO/ NW NM (Rank) ¹	SE Utah (Rank)	Opinion Leaders (Rank)
Out of Control Area	55 (4)	67 (3)	19 (2)
Site Restoration	12 (10)	36 (9)	2 (10)
Front Country	62 (3)	(6)	20 (1)
Recreation Permits	13 (9)	34 (10)	3 (9)
Random Shooting	45 (6)	64 (5)	10 (5)
Recreation Strategy	67 (2)	68 (2)	11 (4)
Hardened Sites	52 (5)	65 (4)	16 (3)
Wilderness Area	14 (8)	40 (8)	5 (8)
Recreation Opportunity Spectrum	74 (1)	90 (1)	10 (5)
Damaged Lands	35 (7)	50 (7)	10 (5)
Carrying Capacity	24 (Not Ranked)	0 (Not Asked)	0 (Not Asked)
All of the Terms	30	40	2
None of the Terms	30	43	9
Don't Know	0	0	0
No Answer	163	97	

¹ Number is frequency—number of times mentioned; number in parentheses is rank—number of times mentioned by respondents.

7. Over the last year, how many of the following information resources regarding public lands have you used? (Check all that apply) [On this question, a check mark indicated “yes” and no check mark indicated “no.” Almost all respondents answered “Yes” to one or more item, however, unchecked items could mean “no” or “no answer.” Therefore, only the number and percent who said “Yes” are relevant measures.]

Newspaper	SW CO/ NW NM	SE Utah	Opinion Leaders
Percent who said they had used a newspaper as an information source	71.6%	73.8%	95%
<i>Newspaper by Name</i>	Number of readers	Number of readers	Number of readers
Salt Lake Tribune		94	18
Sun Advocate		55	
Deseret News		21	6
Emery County Progress		29	
Moab Times-Independent		24	4
San Juan Record		31	2
Blue Mountain Panorama		15	
Wall Street Journal	2	2	1
High Country News	5	3	9
Grand Junction Sentinel	1	4	5
USA Today		1	3
Fishing, Skiing, Water, Hiking, Fire, or Outdoor Information	4	3	2
Cortez Sentinel	13	1	2
Richfield Reaper		3	2
Insider/Happenings		2	1
San Francisco Chronicle/L A Times		1	1
Denver Post	20		6
Durango Herald	55		5
Farmington Daily Times	87		5
Pagosa Sun	6		
Rocky Mountain News	2		
Montezuma County Journal	9		
San Juan Sun	2		
Montezuma Valley News	2		
Telluride Daily Planet	4		
Telluride Times	2		
Albuquerque Journal	8		3
Arizona Republic	1		8
Aztec Daily News	2		
St George Daily Spectrum			9
Arizona Daily Sun			17
Montrose Daily Press			3
Others (Received only 1 mention)	4	6	2
Various, Local , or All	15	22	8

Radio	SW CO/ NW NM	SE Utah	Opinion Leaders
Percent who said they had used radio as an information source	37.1%	38.5%	60.5%
<i>Radio Station by Call Letters</i> ¹	Number of Listeners (22.1% specified stations)	Number of Listeners (22.1% specified stations)	Number of Listeners (41.2% specified stations)
KKXK	1		1
KUER		2	4
KSUC			2
KZZZ/KJZZ			2
KSC			2
KPRN			2
KNAU			7
NPR-General	2	4	10
KNAM			2
KUSU		1	2
KAFF			1
KUNA			1
KSL		4	3
KSUB			2
KABB			1
KONY		1	1
KUNF			1
1160AM		1	1
KOTO	2		1
Local	9	11	3
KOAL		30	1
KRTZ		1	1
KSUT	10		1
KMIT			1
KUST			1
KWER			1
LUA			1
KZMU		5	2
KRC			1
KFLK			1
KPRX		3	
KOSI		1	
KARB		3	
KSOP		3	
98.3 Price		1	

Radio	SW CO/ NW NM	SE Utah	Opinion Leaders
Percent who said they had used radio as an information source	37.1%	38.5%	60.5%
<i>Radio Station by Call Letters</i> ¹	Number of Listeners (22.1% specified stations)	Number of Listeners (22.1% specified stations)	Number of Listeners (41.2% specified stations)
KISN		2	
KISU		1	
750AM Emery		3	
KUTA		18	
KREX		1	
KUTV		1	
KRTZ	10	1	
89.1 FM		1	
KGHL		1	
94.9 FM		1	
100FM		1	
KUAL		1	
107.5FM		1	
KERB		1	
KISS	1	1	
KMXV		1	
KAKB		1	
KMCI		1	
105FM		1	
KWYK	3		
KUAL	4		
KIQX	1		
KUIP	6		
930AM	2		
KIVD	2		
KRST	4		
KBUT	1		
KREZ	1		
770AM	1		
98.9FM	1		
KRSJ	3		
KUOR	1		
93.0FM	1		
106.3FM	1		
KRIV	1		

Radio	SW CO/ NW NM	SE Utah	Opinion Leaders
Percent who said they had used radio as an information source	37.1%	38.5%	60.5%
<i>Radio Station by Call Letters</i> ¹	Number of Listeners (22.1% specified stations)	Number of Listeners (22.1% specified stations)	Number of Listeners (41.2% specified stations)
KVEC	1		
101FM	1		
KJOL	1		
KNDN	1		
KFROG	3		
KQIK	1		
102.1-KTRA	5		
KOB	3		
92.9FM	1		
1390AM	2		
KENN	3		
96.9FM	1		
88.9FM	1		
KIUP	2		
KDUR	1		
1240AM	1		
KEST	1		
103.5FM	1		
KNM (%)I	1		
No answer	313	348	70

¹ Reported by those who specified stations.

Television	SW CO/ NW NM	SE Utah	Opinion Leaders
Percent who said they used television as an information source	47.5%	57.5%	50.4%
<i>Television Station by Call Letters or Cable Name</i>	Number of Listeners (28.9% specified stations)	Number of Listeners (37.8% specified stations)	Number of Listeners (41.2% specified stations)
Albuquerque Stations generally	3		
KREZ	11		
News generally	1	6	
PBS	1	3	2
ABC	1	12	1
CBS	3	13	3
NBC		15	3
CNN	2	7	
FOX		5	
Denver Stations generally	1		
NBC--Denver Channel 9--KUSA	5		1
ABC--Denver Channel 7	2		
CBS--Denver Channel 4--KCNC	2		1
Denver news generally	1		
SLC Stations generally	5		2
Discovery	4	1	
Animal Channel	1	1	
Channel 10 (Dur-Farm)	1		
KOBE	1		
Channel 7	2		
KOAT	6		
NBC-Farmington	1		
Channel 24--Denver	1		
KREX	2		
KJCT	1		
KSJC	1		
KONF	1		
Cable 7	1	1	
ESPN	1		
Outdoor Channel	1		
KMME	1		
KNME	2		1
KRQE	1		

Television	SW CO/ NW NM	SE Utah	Opinion Leaders
Percent who said they used television as an information source	47.5%	57.5%	50.4%
<i>Television Station by Call Letters or Cable Name</i>	Number of Listeners (28.9% specified stations)	Number of Listeners (37.8% specified stations)	Number of Listeners (41.2% specified stations)
KMEN	1		
KSUT	1		
DGO	1		
KSCT	1		
REZ OUT	1		
KUTV		18	
KSL		36	9
Channel- 5 (SEU) NBC		16	1
Channel- 4 (SEU)		3	
Channel- 2 (SEU)		7	
Channel- 6 (SEU)		1	1
Channel -11 (SEU)		1	
KTVX or KTUX		5	
KMXT		1	
KUTU		1	
KOID		1	
KBYU		2	
KUED		2	4
KCPX		1	
KUTA		1	
KOB			1
KJCT			1
KPNX			2
KNAZ			2
KUTV (Chan 2/4)			3
KUNA			1
Channel-5 (Grand Junction)			1
Channel-8 (Grand Junction)			2
Channel-2 (Flagstaff)			1
Don't Own a TV	1		
Local	4	7	1
Various	4	28	5

¹ Reported by those who specified stations.

Church	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No/ No Answer	366 (91)	415 (92.8)	113 (95.8)
Yes	36 (9)	32 (7.2)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)

Civic Organizations	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No/ No Answer	347 (86.3)	381 (85.2)	79 (66.9)
Yes	55 (13.7)	66 (14.8)	39 (33.1)
Total	402 (100)	447 (100)	118 (100)

Government Reports/ Pamphlets	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No/ No Answer	247 (61.4)	282 (63.1)	17 (14.4)
Yes	155 (38.6)	165 (36.9)	101 (85.6)
Total	402 (100)	447 (100)	118 (100)

Neighbors	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No/ No Answer	241 (60)	213 (47.7)	68 (57.6)
Yes	161 (40)	234 (52.3)	50 (42.4)
Total	402 (100)	447 (100)	118 (100)

Environmental or Recreational Interest Groups	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No / No Answer	298 (74.1)	312 (69.8)	41 (34.7)
Yes	104 (25.9)	135 (30.2)	77 (65.3)
Total	402 (100)	447 (100)	118 (100)

WWW/Internet	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No/ No Answer	362 (90)	401 (89.7)	76 (64.4)
Yes	40 (10)	46 (10.3)	42 (35.6)
Total	402 (100)	447 (100)	118 (100)

Trade Associations	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No/ No Answer	375 (93.3)	422 (94.4)	84 (71.2)
Yes	27 (6.7)	25 (5.6)	34 (28.8)
Total	402 (100)	447 (100)	118 (100)

Other	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No/ No Answer	342 (85.1)	411 (91.9)	90 (76.3)
Yes	60 (14.9)	36 (8.1)	28 (23.7)
Total	402 (100)	447 (100)	118 (100)

Other Sources of Information Specifically Identified by Respondents	SW CO/NW NM (17.7%)	SE Utah (9.6%)	Opinion Leaders (22%)
Agency Newsletters/Research Reports/Direct	2	1	3
General Interest Publications	10	6	2
National or State Lobby Groups	1	1	1
Schools	1		1
Public Agencies/Agency Personnel	3	4	1
County Officials/Government		2	1
Visitor Centers		2	1
Commercial Contacts/ Local Business	3		1
BLM	7	1	1
USFS	3	1	1
USGS		1	
Industry Newsletters	2	1	1
Community Stewardship Groups	4	1	1
Universities	4	1	2
Friends/Family	7	6	3
Guidebooks/Tourist Literature	2	1	1
Meetings		1	1
NRCS/Soil & Water Conservation Districts	1		1
Personal Experience	4	2	
Maps	2		
National Environmental Groups	2		
Law Officers/Game Wardens	1	1	
State Agencies	4	4	
Local Government	1	2	
Tribes	1		
Sources Mentioned Only Once	6	2	7

8. Where would you turn today for information if you were interested in learning more about the issue of recreation management on public lands? (Some respondents provided more than one source of information. Items in parentheses indicate the percentage of all responses.)

Source of Information	SW CO/ NW NM (86.3% Identified an Information Source) n=518	S E Utah (81.7% Identified an Information Source) n=504	Opinion Leaders (94.9% Identified an Information Source) n=185
BLM	95 (18.3%)	123 (24.4%)	28 (15.1%)
Forest Service	86 (16.6%)	56 (11.1%)	19 (10.3%)
Federal Agencies Generally	23 (4.4%)	27 (5.4%)	46 (24.8%)
National Park Service	13 (2.5%)	9 (1.8%)	7 (3.8%)
Bureau of Reclamation	3 (0.06%)	0	1 (0.05%)
Percent Naming Federal Agencies	41.86%	42.7%	54.6%
Internet or World Wide Web	45 (8.8%)	50 (9.9%)	14 (9.2%)
Library	31 (6.0%)	5 (1.0%)	1 (0.05%)
Magazines or Newspapers	24 (9.2%)	41 (8.1%)	8 (4.3%)
Government Reports	19 (3.7%)	21 (4.2%)	5 (2.7%)
Radio or TV	9 (1.7%)	19 (3.8%)	2 (1.1%)
Percent Naming Published Sources	29.4%	27%	16.2%
State Game & Fish Agencies	14 (2.7%)	4 (0.8%)	1 (0.05%)
State Agencies Generally	11 (2.1%)	16 (3.2%)	7 (3.8%)
State Parks & Recreation Departments	7 (1.4%)	4 (3,2%)	3 (1.6%)
State Natural Resource Departments	1 (0.02%)	0	0
Percent Naming State Agencies	6.2%	4.8%	5.9%
County Commissioners	6 (1.2%)	30 (5.9%)	3 (1.6%)
Local Recreation Departments	5 (1.0%)	1 (0.02%)	0
Local Government Generally	4 (0.08%)	18 (3.6%)	6 (3.2%)
Percent Naming Local Governments or Agencies	3.0%	9.7%	4.9%
National Interest Groups	14 (2.7%)	7 (1.4%)	13 (7.0%)
Local Interest Groups	10 (1.9%)	20 (3.9%)	13 (7.0%)
Percent Naming Interest Groups	4.6%	5.4%	14.0%
Friends & Family	3 (0.06%)	18 (3.6%)	2 (1.0%)
Chambers of Commerce	6 (1.2%)	0	0
Don't Know	25 (4.8%)	25 (5.0)	0
Misc	7 (1.4%)	10 (2.0)	7 (3.8%)

9. How many non-government, civic organizations are you a member of?

Number of organizations	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
0	250 (62.2%)	297 (66.4%)	21 (17.8%)
1	44 (10.9%)	61 (13.6%)	14 (11.9%)
2	45 (11.2%)	37 (8.3%)	15 (12.7%)
3	18 (4.5%)	30 (6.7%)	21 (17.8%)
4	10 (2.5%)	2 (0.4%)	16 (13.6%)
5	9 (2.2%)	3 (0.7%)	11 (9.3%)
6	3 (0.7%)	1 (0.2%)	6 (5.1%)
8	2 (0.5%)		1 (0.8%)
9			
10		1 (0.2%)	2 (1.7%)
11	1 (0.2%)		1 (0.8%)
12			2 (1.7%)
15			2 (1.7%)
17			1 (0.8%)
Mean	0.827	0.611	3.29
Range	0-11	0-10	0-17
Standard Deviation	1.48	1.14	3.27

9a. Please list these organizations (you belong to) in the space provided below.

Organization Name	SW CO/ NW NM	SE Utah	Opinion Leader
Land Owner Associations	2	13	4
Water or Spec Service Companies or Districts	6	5	5
Elks	16	5	1
Lions	4	7	5
Kiwanis	3		3
4H/Young Farmers	2		2
Masonic Lodge/Shrine	4	3	1
Rotary	5	2	7
American Legion/VFW	7	5	
Girl Scouts	2		
Boy Scouts	9	8	1
Babe Ruth Baseball	1		
Grange/Farm Bureau	2	3	1
Cattlemen or Livestock Association.	2	2	6
Hunter's Clubs	2	6	2
Outdoor or Natural History Clubs	2	1	5
Sierra Club	3		8
Audubon Society	2		5
San Juan Citizen's Alliance	2		
The Nature Conservancy	1	1	5
Outfitter Associations	1	2	6
Snowmobile Clubs	2		
Agency Advisory Groups	2	1	10
Other Environmental Concerns Groups	2		7
Church	10	16	3
Neighborhood or Civic Associations	7	2	13
Trails 2000	3		1
Christian Groups or YMCA	2		
Women's Resource Center or Shelter	1	2	2
Foods Coops	1	1	
Leadership La Plata	4		
American Alpine Club	1		
Friends of the Arts Groups	4	2	2
Fire Department or Auxiliary	3	3	3

Organization Name	SW CO/ NW NM	SE Utah	Opinion Leader
Chamber of Commerce	7	9	2
Archeological Society	2	1	2
Home Builders Associations	2		
NRA	6	8	
Rescue Mission Groups	1		1
Friends of the Library or Library	3	1	1
Hobby Clubs	1		1
Civitans	1		1
State or Regional Oil & Gas Association	2		
Business Women Groups	2		
4 Wheel and ATV Clubs	2	3	
Motorcycle Clubs	2	3	
City, State, or County Board or Commission	3	12	11
Golf or Country Clubs	1	2	
Hospital or Health Group	5	1	4
Environmental Defense Fund	1	1	
Wildlife Federation	1		1
San Juan College Boards	1		1
National Parks Support Groups	1	1	5
Animas La Plata Coalition	1		
Senior Citizens	1	1	
Adaptive Sports	1		
Natural History Society or Museum	2	4	7
Mounted Patrol or Search & Rescue	1	3	
Trail Rider or Horse Clubs	1	2	1
Unknown Acronym or Misc		42	26
Union		3	
Teachers Assoc or PTA		6	
Political Party Member		3	1
Soroptimists		1	
Bicycle Clubs		2	1
Professional Societies	2	3	2
Private School or Day Care		2	
SUWA		1	6
Club 20			3
League of Women Voters, Common Cause, Etc.			4

Organization Name	SW CO/ NW NM	SE Utah	Opinion Leader
Colorado Plateau Forum			4
Grand Canyon Trust			9
Western Colorado Congress			3
Wilderness Society			2
Soil Conservation or NRCDs			4
Timber or Lumbering Associations			2
Misc Community-Agency Partnerships			4
AARP		2	
Others (Received only 1 response)	21	6	5

9b. For each organization please check the activity that applies.

Activity	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Served on Board of Directors	68 (5.6%) ¹	82 (6.1%)	118 (33.3%)
Served as a paid or voluntary staff	42 (3.5%)	33 (2.5%)	28 (7.9%)
General member only	127 (10.5%)	110 (8.2%)	78 (22.1%)
No Answer	969 (80.3%)	1,116 (83.2%)	130 (36.7%)
Total	1206 (99.9%)	1,341 (100%)	354 (100%)

¹ Answers reflect opportunities for respondents to list the type of membership (Board of Directors, Staff, or General Member) for three organizations. Totals include all three parts to this question.

10. Listed below are a series of policy options for managing recreation on public lands. For each option, please choose the most likely outcome for your community (please circle the number that most clearly matches your opinion.)

Option 1a: Limiting access to popular camping areas in your county will increase tourism & boost economy	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Restricting camping to a few designated places in each county will...
Strongly Agree	16 (4.0)	9 (2.0)	9 (7.6)
2	14 (3.5)	12 (2.7)	5 (4.2)
3	35 (8.7)	44 (9.8)	21 (17.8)
4	75 (18.7)	76 (17.0)	24 (20.3)
Strongly Disagree	193 (48.0)	241 (53.9)	37 (31.4)
Not Enough Information to Decide	50 (12.4)	34 (7.6)	11 (9.3)
No Answer	19 (4.7)	31 (6.9)	11 (9.3)
Total	402 (100)	447 (100)	118 (100)
Option 1b: Limiting access to popular camping areas in your county will increase trust between government agencies and local people.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Restricting camping to a few designated places in each county will...
Strongly Agree	26 (6.5)	34 (7.6)	9 (7.6)
2	27 (6.7)	16 (3.6)	10 (8.5)
3	36 (9.0)	44 (9.8)	16 (13.6)
4	73 (18.2)	63 (14.1)	27 (22.9)
Strongly Disagree	164 (40.8)	227 (50.8)	39 (33.1)
Not Enough Information to Decide	50 (12.4)	33 (7.4)	7 (5.9)
No Answer	19 (4.7)	30 (6.7)	10 (8.5)
Total	402 (100)	447 (100)	118 (100)
Option 1c: Limiting access to popular camping areas in your county will decrease the county's ability to attract new business.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Restricting camping to a few designated places in each county will...
Strongly Agree	62 (15.4)	104 (23.3)	9 (7.6)
2	69 (17.2)	56 (12.5)	13 (11.0)
3	75 (18.7)	78 (17.4)	24 (20.3)
4	47 (11.7)	57 (12.8)	16 (13.6)
Strongly Disagree	77 (19.2)	68 (15.2)	31 (26.3)
Not Enough Information to Decide	46 (11.4)	53 (11.9)	13 (11.0)
No Answer	26 (6.5)	31 (6.9)	12 (10.2)
Total	402 (100)	447 (100)	118 (100)

Option 1d: Limiting access to popular camping areas in your county will injure the community overall.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Restricting camping to a few designated places in each county will...
Strongly Agree	80 (19.9)	116 (26.0)	7 (5.9)
2	64 (15.9)	66 (14.8)	19 (16.1)
3	76 (18.9)	84 (18.8)	26 (22.0)
4	48 (11.9)	45 (10.1)	15 (12.7)
Strongly Disagree	63 (15.7)	69 (15.4)	34 (28.8)
Not Enough Information to Decide	46 (11.4)	35 (7.8)	7 (5.9)
No Answer	25 (6.2)	32 (7.2)	10 (8.5)
Total	402 (100)	447 (100)	118 (100)
Option 1e: Limiting access to popular camping areas in your county will degrade the natural environment.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Restricting camping to a few designated places in each county will...
Strongly Agree	21 (5.2)	35 (7.8)	6 (5.1)
2	17 (4.2)	20 (4.5)	2 (1.7)
3	53 (13.2)	83 (18.6)	17 (14.4)
4	70 (17.4)	81 (18.1)	27 (22.9)
Strongly Disagree	161 (40.0)	155 (34.7)	49 (41.5)
Not Enough Information to Decide	47 (11.7)	37 (8.3)	4 (3.4)
No Answer	33 (8.2)	36 (8.1)	16 (13.6)
Total	402 (100)	447 (100)	118 (100)
Option 1f: Limiting access to popular camping areas in your county will have no impact at all.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Restricting camping to a few designated places in each county will...
Strongly Agree	17 (4.2)	25 (5.6)	3 (2.5)
2	17 (4.2)	25 (5.6)	2 (1.7)
3	48 (11.9)	50 (11.2)	17 (14.4)
4	60 (14.9)	69 (15.4)	27 (22.9)
Strongly Disagree	169 (42.0)	192 (43.0)	49 (41.5)
Not Enough Information to Decide	49 (12.2)	45 (10.1)	4 (3.4)
No Answer	42 (10.4)	41 (9.2)	16 (13.6)
Total	402 (100)	447 (100)	118 (100)

Option 1g: Limiting access to popular camping areas in your county will: other (please specify).	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Restricting camping to a few designated places in each county will...
Strongly Agree	15 (3.7)	19 (4.3)	11 (9.3)
2	5 (1.2)	3 (0.7)	1 (0.8)
3	1 (0.2)	3 (0.7)	1 (0.8)
4	2 (0.5)	3 (0.7)	
Strongly Disagree	1 (0.2)	6 (1.3)	2 (1.7)
Not Enough Information to Decide	44 (10.9)	29 (6.5)	2 (1.7)
No Answer	331 (82.3)	384 (85.9)	101 (85.6)
Total	402 (100)	447 (100)	118 (100)

Option 2a: Closing some recreation access roads on public lands in your county will increase tourism and boost economy.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Closing some recreation access roads on public lands in each county will...
Strongly Agree	12 (3.0)	9 (2.0)	6 (5.1)
2	4 (1.0)	6 (1.3)	9 (7.6)
3	29 (7.2)	35 (7.8)	25 (21.2)
4	72 (17.9)	58 (13.0)	24 (20.3)
Strongly Disagree	212 (52.7)	293 (65.5)	34 (28.8)
Not Enough Information to Decide	45 (11.2)	22 (4.9)	9 (7.6)
No Answer	28 (7.0)	24 (5.4)	11 (9.3)
Total	402 (100)	447 (100)	118 (100)

Option 2b: Closing some recreation access roads on public lands in your county will increase trust between government agencies and local people.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Closing some recreation access roads on public lands in each county will...
Strongly Agree	12 (3.0)	12 (2.7)	7 (5.9)
2	12 (3.0)	12 (2.7)	7 (5.9)
3	54 (13.4)	33 (7.4)	18 (15.3)
4	75 (18.7)	65 (14.5)	31 (26.3)
Strongly Disagree	174 (43.3)	271 (60.6)	41 (34.7)
Not Enough Information to Decide	50 (12.4)	26 (5.8)	4 (3.4)
No Answer	25 (6.2)	28 (6.3)	10 (8.5)
Total	402 (100)	447 (100)	118 (100)

Option 2c: Closing some recreation access roads on public lands in your county will decrease the county's ability to attract new business.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Closing some recreation access roads on public lands in each county will...
Strongly Agree	69 (17.2)	116 (26.0)	9 (7.6)
2	45 (11.2)	59 (13.2)	9 (7.6)
3	83 (20.6)	86 (19.2)	25 (21.2)
4	56 (13.9)	43 (9.6)	24 (20.3)
Strongly Disagree	64 (15.9)	72 (16.1)	36 (30.5)
Not Enough Information to Decide	54 (13.4)	40 (8.9)	6 (5.1)
No Answer	31 (7.7)	31 (6.9)	9 (7.6)
Total	402 (100)	447 (100)	118 (100)
Option 2d: Closing some recreation access roads on public lands in your county will injure the community overall.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Closing some recreation access roads on public lands in each county will...
Strongly Agree	75 (18.7)	134 (30.0)	13 (11.0)
2	51 (12.7)	82 (18.3)	11 (9.3)
3	86 (21.4)	63 (14.1)	15 (12.7)
4	65 (16.2)	42 (9.4)	23 (19.5)
Strongly Disagree	53 (13.2)	63 (14.1)	45 (38.1)
Not Enough Information to Decide	44 (10.9)	34 (7.6)	4 (3.4)
No Answer	28 (7.0)	29 (6.5)	7 (5.9)
Total	402 (100)	447 (100)	118 (100)
Option 2e: Closing some recreation access roads on public lands in your county will degrade the natural environment.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Closing some recreation access roads on public lands in each county will...
Strongly Agree	21 (5.2)	32 (4.0)	3 (2.5)
2	7 (1.7)	19 (3.6)	2 (1.7)
3	46 (11.4)	79 (17.7)	17 (14.4)
4	80 (19.9)	77 (17.2)	15 (12.7)
Strongly Disagree	163 (40.5)	176 (39.4)	66 (55.9)
Not Enough Information to Decide	50 (12.4)	35 (7.8)	5 (4.2)
No Answer	35 (8.7)	47 (10.5)	10 (8.5)
Total	402 (100)	447 (100)	118 (100)

Option 2f: Closing some recreation access roads on public lands in your county will have no impact at all.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Closing some recreation access roads on public lands in each county will...
Strongly Agree	10 (2.5)	18 (4.0)	7 (5.9)
2	19 (4.7)	16 (3.6)	5 (4.2)
3	59 (14.7)	54 (12.1)	18 (15.3)
4	57 (14.2)	69 (15.4)	27 (22.9)
Strongly Disagree	158 (39.3)	208 (46.5)	45 (38.1)
Not Enough Information to Decide	53 (13.2)	35 (7.8)	4 (3.4)
No Answer	44 (10.9)	47 (10.5)	12 (10.2)
Total	402 (100)	447 (100)	118 (100)

Option 2g: Closing some recreation access roads on public lands in your county will: other (please specify).	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Closing some recreation access roads on public lands in each county will...
Strongly Agree	16 (4.0)	13 (2.9)	12 (10.2)
2	3 (0.7)	2 (0.4)	0
3	2 (0.5)	4 (0.9)	0
4	2 (0.5)	1 (0.2)	1 (0.8)
Strongly Disagree	2 (0.5)	5 (1.1)	0
Not Enough Information to Decide	41 (10.2)	27 (6.0)	1 (0.8)
No Answer	335 (83.3)	394 (88.1)	104 (88.1)
Total	402 (100)	447 (100)	118 (100)

Option 3a: Charging a yearly access fee to enter all public lands in your region will increase tourism and boost economy.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Charging a yearly access fee to enter all public lands on the Colorado Plateau will...
Strongly Agree	9 (2.2)	11 (2.5)	4 (3.4)
2	10 (2.5)	13 (2.9)	6 (5.1)
3	60 (14.9)	50 (11.2)	37 (31.4)
4	66 (16.4)	61 (13.6)	25 (21.2)
Strongly Disagree	191 (47.5)	251 (56.2)	29 (24.6)
Not Enough Information to Decide	42 (10.4)	28 (6.3)	5 (4.2)
No Answer	24 (6.0)	33 (7.4)	12 (10.2)
Total	402 (100)	447 (100)	118 (100)

Option 3b: Charging a yearly access fee to enter all public lands in your region will increase trust between government agencies and local people.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Charging a yearly access fee to enter all public lands on the Colorado Plateau will...
Strongly Agree	12 (3.0)	15 (3.4)	6 (5.1)
2	17 (4.2)	13 (2.9)	7 (5.9)
3	36 (9.0)	34 (7.6)	26 (22.0)
4	77 (19.2)	59 (13.2)	30 (25.4)
Strongly Disagree	185 (46.0)	268 (60.0)	36 (30.5)
Not Enough Information to Decide	48 (11.9)	27 (6.0)	4 (3.4)
No Answer	27 (6.7)	31 (6.9)	9 (7.6)
Total	402 (100)	447 (100)	118 (100)
Option 3c: Charging a yearly access fee to enter all public lands in your region will decrease the county's ability to attract new business.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Charging a yearly access fee to enter all public lands on the Colorado Plateau will...
Strongly Agree	63 (15.7)	124 (27.7)	11 (9.3)
2	50 (12.4)	55 (12.3)	5 (4.2)
3	85 (21.1)	70 (15.7)	23 (19.5)
4	48 (11.9)	54 (12.1)	26 (22.0)
Strongly Disagree	75 (18.7)	73 (16.3)	33 (28.0)
Not Enough Information to Decide	53 (13.2)	37 (8.3)	7 (5.9)
No Answer	28 (7.0)	34 (7.6)	13 (11.0)
Total	402 (100)	447 (100)	118 (100)
Option 3d: Charging a yearly access fee to enter all public lands in your region will injure the community overall.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Charging a yearly access fee to enter all public lands on the Colorado Plateau will...
Strongly Agree	87 (21.6)	152 (34.0)	12 (10.2)
2	53 (13.2)	63 (14.1)	14 (11.9)
3	71 (17.7)	71 (15.9)	18 (15.3)
4	56 (13.9)	54 (12.1)	26 (22.0)
Strongly Disagree	63 (15.7)	46 (10.3)	33 (28.0)
Not Enough Information to Decide	45 (11.2)	34 (7.6)	4 (3.4)
No Answer	27 (6.7)	27 (6.0)	11 (9.3)
Total	402 (100)	447 (100)	118 (100)

Option 3e: Charging a yearly access fee to enter all public lands in your region will degrade the natural environment.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Charging a yearly access fee to enter all public lands on the Colorado Plateau will...
Strongly Agree	17 (4.2)	38 (8.5)	2 (1.7)
2	14 (3.5)	25 (5.6)	2 (1.7)
3	63 (15.7)	68 (15.2)	16 (13.6)
4	62 (15.4)	89 (19.9)	18 (15.3)
Strongly Disagree	150 (37.3)	143 (32.0)	64 (54.2)
Not Enough Information to Decide	55 (13.7)	46 (10.3)	6 (5.1)
No Answer	41 (10.2)	38 (8.5)	10 (8.5)
Total	402 (100)	447 (100)	118 (100)
Option 3f: Charging a yearly access fee to enter all public lands in your region will have no impact at all.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Charging a yearly access fee to enter all public lands on the Colorado Plateau will...
Strongly Agree	15 (3.7)	15 (3.4)	7 (5.9)
2	13 (3.2)	16 (3.6)	2 (1.7)
3	67 (16.7)	60 (13.4)	23 (19.5)
4	46 (11.4)	59 (13.2)	26 (22.0)
Strongly Disagree	160 (39.8)	206 (46.1)	40 (33.9)
Not Enough Information to Decide	55 (13.7)	39 (8.7)	8 (6.8)
No Answer	46 (11.4)	52 (11.6)	12 (10.2)
Total	402 (100)	447 (100)	118 (100)
Option 3g: Charging a yearly access fee to enter all public lands in your region will: other (please specify).	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: Charging a yearly access fee to enter all public lands on the Colorado Plateau will...
Strongly Agree	16 (4.0)	11 (2.5)	11 (9.3)
2	3 (0.7)	2 (0.4)	1 (0.8)
3	4 (1.0)	3 (0.7)	0
4	0	1 (0.2)	0
Strongly Disagree	3 (0.7)	6 (1.3)	0
Not Enough Information to Decide	47 (11.7)	23 (5.1)	1 (0.8)
No Answer	329 (81.8)	401 (89.7)	104 (88.9)
Total	402 (100)	447 (100)	118 (100)

Option 4a: Charging special recreation use fees will increase tourism and boost economy.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	8 (2.0)	17 (3.8)	4 (3.4)
2	17 (4.2)	19 (4.3)	11 (9.3)
3	66 (16.4)	62 (13.9)	41 (34.7)
4	85 (21.1)	78 (17.4)	26 (22.0)
Strongly Disagree	151 (37.6)	202 (45.2)	22 (18.6)
Not Enough Information to Decide	51 (12.7)	38 (8.5)	3 (2.5)
No Answer	24 (6.0)	31 (6.9)	11 (9.3)
Total	402 (100)	447 (100)	118 (100)
Option 4b: Charging special recreation use fees will increase trust between government agencies and local people.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	7 (1.7)	11 (2.5)	5 (4.2)
2	17 (4.2)	20 (4.5)	10 (8.5)
3	46 (11.4)	48 (10.7)	23 (19.5)
4	89 (22.1)	76 (17.0)	43 (36.4)
Strongly Disagree	163 (40.5)	225 (50.3)	25 (21.2)
Not Enough Information to Decide	59 (14.7)	37 (8.3)	4 (3.4)
No Answer	21 (5.2)	30 (6.7)	8 (6.8)
Total	402 (100)	447 (100)	118 (100)
Option 4c: Charging special recreation use fees will decrease the county's ability to attract new business.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	45 (11.2)	89 (19.9)	5 (4.2)
2	45 (11.2)	56 (12.5)	8 (6.8)
3	81 (20.1)	100 (22.4)	20 (16.9)
4	69 (17.2)	64 (14.3)	32 (27.1)
Strongly Disagree	76 (18.9)	65 (14.5)	37 (31.4)
Not Enough Information to Decide	55 (13.7)	42 (9.4)	5 (4.2)
No Answer	31 (13.7)	31 (6.9)	11 (9.3)
Total	402 (100)	447 (100)	118 (100)

Option 4d: Charging special recreation use fees will injure the community overall.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	65 (16.2)	106 (23.7)	5 (4.2)
2	45 (11.2)	60 (13.4)	7 (5.9)
3	98 (24.4)	93 (20.8)	23 (19.5)
4	64 (15.9)	62 (13.9)	22 (18.6)
Strongly Disagree	60 (14.9)	52 (11.6)	48 (40.7)
Not Enough Information to Decide	41 (10.2)	44 (9.8)	3 (2.5)
No Answer	29 (7.2)	30 (6.7)	10 (8.5)
Total	402 (100)	447 (100)	118 (100)
Option 4e: Charging special recreation use fees will degrade the natural environment.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	13 (3.2)	25 (5.6)	1 (0.8)
2	11 (2.7)	17 (3.8)	0
3	64 (15.9)	84 (18.8)	11 (9.3)
4	68 (16.9)	88 (19.7)	25 (21.3)
Strongly Disagree	157 (39.1)	143 (32.0)	66 (55.9)
Not Enough Information to Decide	46 (11.4)	57 (12.8)	5 (4.2)
No Answer	43 (10.7)	33 (7.4)	10 (8.5)
Total	402 (100)	447 (100)	118 (100)
Option 4f: Charging special recreation use fees will have no impact at all.	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	11 (2.7)	15 (3.4)	3 (2.5)
2	18 (4.5)	23 (5.1)	6 (5.1)
3	76 (18.9)	70 (15.7)	26 (22.0)
4	54 (13.4)	62 (13.9)	31 (26.3)
Strongly Disagree	144 (35.8)	183 (40.9)	34 (28.8)
Not Enough Information to Decide	57 (14.2)	44 (9.8)	5 (4.2)
No Answer	42 (10.4)	50 (11.2)	13 (11.0)
Total	402 (100)	447 (100)	118 (100)

Option 4g: Charging special recreation use fees will: other (please specify).	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Strongly Agree	13 (3.2)	10 (2.2)	8 (6.8)
2	4 (1.0)	9 (2.0)	1 (0.8)
3	3 (0.7)	2 (0.4)	1 (0.8)
4	1 (0.2)	2 (0.4)	0
Strongly Disagree	12 (3.0)	31 (6.9)	0
Not Enough Information to Decide	49 (12.2)	393 (87.9)	1 (0.8)
No Answer	320 (79.6)	401 (89.7)	107 (90.7)
Total	402 (100)	447 (100)	118 (100)

11. What will happen to you personally if one or another of these policies are adopted on public lands? Select from the following possible personal outcomes (please circle the number that most closely matches your opinion).

Option 1a: By limiting access to popular camping areas my quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question difference: By restricting camping to a few designated areas in each county...
Positively Affected	51 (12.7)	53 (11.9)	16 (13.6)
2	39 (9.7)	38 (8.5)	16 (13.6)
3	101 (25.1)	90 (20.1)	22 (18.6)
4	72 (17.9)	62 (13.9)	25 (21.2)
Negatively Affected	87 (21.6)	164 (36.7)	29 (24.6)
Not Enough Information to Decide	42 (10.4)	27 (6.0)	4 (3.4)
No Answer	10 (2.5)	13 (2.9)	6 (5.1)
Total	402 (100)	447 (100)	118 (100)

Option 1b: By limiting access to popular camping areas my friends and neighbors' quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question difference: By restricting camping to a few designated places in the county...
Positively Affected	51 (12.7)	50 (11.2)	12 (10.2)
2	37 (9.2)	46 (10.3)	20 (16.9)
3	81 (20.1)	70 (15.7)	20 (16.9)
4	79 (19.7)	69 (15.4)	29 (24.6)
Negatively Affected	82 (20.4)	160 (35.8)	25 (21.2)
Not Enough Information to Decide	57 (14.2)	38 (8.5)	6 (5.1)
No Answer	15 (3.7)	14 (3.1)	6 (5.1)
Total	402 (100)	447 (100)	118 (100)

Option 1c: By limiting access to popular camping areas the next generation will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question difference: By restricting camping to few designated places in the county...
Positively Affected	83 (20.6)	90 (20.1)	33 (28.0)
2	57 (14.2)	46 (10.3)	19 (16.1)
3	46 (11.4)	56 (12.5)	15 (12.7)
4	61 (15.2)	50 (11.2)	12 (10.2)
Negatively Affected	91 (22.6)	152 (43.0)	24 (20.3)
Not Enough Information to Decide	47 (11.7)	36 (8.1)	8 (6.8)
No Answer	17 (4.2)	17 (3.8)	7 (5.9)
Total	402 (100)	447 (100)	118 (100)

Option 1d: By limiting access to popular camping areas other (please specify):	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question difference: By restricting camping to few designated places in the county...
Positively Affected	5 (1.2)	3 (0.7)	2 (1.7)
2	3 (0.7)	1 (0.2)	1 (0.8)
3	7 (1.7)	5 (1.1)	0
4	1 (0.2)	1 (0.2)	2 (1.7)
Negatively Affected	4 (1.0)	14 (3.1)	0
Not Enough Information to Decide	37 (9.2)	28 (6.3)	2 (1.7)
No Answer	345 (85.8)	395 (88.4)	111 (94.1)
Total	402 (100)	447 (100)	118 (100)

Option 2a: By closing some recreation access roads on public lands my quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	55 (13.7)	52 (11.6)	31 (26.3)
2	33 (8.2)	57 (12.8)	21 (17.8)
3	124 (30.8)	76 (17.0)	23 (19.5)
4	61 (15.2)	79 (17.7)	13 (11.0)
Negatively Affected	74 (18.4)	150 (33.6)	17 (14.4)
Not Enough Information to Decide	41 (10.2)	21 (4.7)	6 (5.1)
No Answer	14 (3.5)	12 (2.7)	7 (5.9)
Total	402 (100)	447 (100)	118 (100)

Option 2b: By closing some recreation access roads on public lands my friends and neighbors' quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	52 (12.9)	51 (11.4)	23 (19.5)
2	36 (9.0)	46 (10.3)	20 (16.9)
3	108 (26.9)	75 (16.8)	25 (21.2)
4	58 (14.4)	86 (19.2)	20 (16.9)
Negatively Affected	73 (18.2)	146 (32.7)	15 (12.7)
Not Enough Information to Decide	57 (14.2)	29 (6.5)	8 (6.8)
No Answer	18 (4.5)	14 (3.1)	7 (5.9)
Total	402 (100)	447 (100)	118 (100)

Option 2c: By closing some recreation access roads on public lands the next generation will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	95 (23.6)	88 (19.7)	46 (39.0)
2	46 (11.4)	44 (9.8)	22 (18.6)
3	86 (21.4)	65 (14.5)	12 (10.2)
4	42 (10.4)	65 (14.5)	8 (6.8)
Negatively Affected	66 (16.4)	138 (30.9)	15 (12.7)
Not Enough Information to Decide	53 (13.2)	29 (6.5)	8 (6.8)
No Answer	14 (3.5)	18 (4.0)	7 (5.9)
Total	402 (100)	447 (100)	118 (100)

Option 2d: By limiting access to popular camping areas other (please specify):	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	6 (1.5)	3 (0.7)	4 (3.4)
2	1 (0.2)	3 (0.7)	0
3	9 (2.2)	5 (1.1)	0
4	1 (0.2)	4 (0.9)	0
Negatively Affected	6 (1.5)	12 (2.7)	1 (0.8)
Not Enough Information to Decide	33 (8.2)	27 (6.0)	5 (4.2)
No Answer	346 (86.1)	393 (87.9)	108 (91.5)
Total	402 (100)	447 (100)	118 (100)

Option 3a: By charging a yearly access fee to enter all public lands in my region my quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: By Charging a yearly access recreation fee to enter all public lands...
Positively Affected	59 (14.7)	56 (12.5)	16 (13.6)
2	28 (7.0)	43 (9.6)	15 (12.7)
3	116 (28.9)	88 (19.7)	42 (35.6)
4	45 (11.2)	65 (14.5)	23 (19.5)
Negatively Affected	102 (25.4)	157 (35.1)	10 (8.5)
Not Enough Information to Decide	40 (10.0)	22 (4.9)	6 (5.1)
No Answer	12 (10.0)	16 (3.6)	6 (5.1)
Total	402 (100)	447 (100)	118 (100)
Option 3b: By charging a yearly access fee to enter all public lands in my region my friends and neighbors' quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: By Charging a yearly access recreation fee to enter all public lands...
Positively Affected	52 (12.9)	50 (11.2)	16 (13.6)
2	31 (7.7)	40 (8.90)	15 (12.7)
3	102 (25.4)	82 (18.3)	41 (34.7)
4	51 (12.7)	67 (15.0)	24 (20.3)
Negatively Affected	98 (24.4)	159 (35.6)	10 (8.5)
Not Enough Information to Decide	49 (12.2)	29 (6.5)	7 (5.9)
No Answer	19 (4.7)	20 (4.5)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)
Option 3c: By charging a yearly access fee to enter all public lands in my region the next generation will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: By Charging a yearly access recreation fee to enter all public lands...
Positively Affected	79 (19.7)	69 (15.4)	28 (23.7)
2	50 (12.4)	49 (11.0)	26 (22.0)
3	74 (18.4)	78 (17.4)	25 (21.2)
4	38 (9.5)	49 (11.0)	11 (9.3)
Negatively Affected	93 (23.1)	147 (32.9)	11 (9.3)
Not Enough Information to Decide	53 (13.2)	34 (7.6)	12 (10.2)
No Answer	15 (3.7)	21 (4.7)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)

Option 3d: By charging a yearly access fee to enter all public lands in my region: other (please specify):	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%) Question Difference: By Charging a yearly access recreation fee to enter all public lands...
Positively Affected	6 (1.5)	6 (1.3)	1 (0.8)
2	2 (0.5)	3 (0.7)	1 (0.8)
3	4 (1.0)	6 (1.3)	2 (1.7)
4	4 (1.0)	1 (0.2)	2 (1.7)
Negatively Affected	5 (1.2)	18 (4.0)	0
Not Enough Information to Decide	36 (9.0)	28 (6.3)	4 (3.4)
No Answer	345 (85.8)	385 (86.1)	108 (91.5)
Total	402 (100)	447 (100)	118 (100)

Option 4a: By charging special recreation use fees my quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	49 (12.2)	53 (11.9)	15 (12.7)
2	34 (8.5)	55 (12.3)	27 (22.9)
3	138 (34.3)	103 (23.0)	40 (33.9)
4	54 (13.4)	56 (12.5)	17 (14.4)
Negatively Affected	68 (16.9)	131 (29.3)	9 (7.6)
Not Enough Information to Decide	46 (11.4)	28 (6.3)	5 (4.2)
No Answer	13 (3.2)	21 (4.7)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)

Option 4b: By charging special recreation use fees my friends and neighbors' quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	49 (12.2)	55 (12.3)	15 (12.7)
2	30 (7.5)	50 (11.2)	22 (18.6)
3	125 (31.1)	91 (20.4)	43 (36.4)
4	56 (13.9)	67 (15.0)	20 (16.9)
Negatively Affected	66 (16.4)	130 (29.1)	7 (5.9)
Not Enough Information to Decide	58 (14.4)	35 (7.8)	6 (5.1)
No Answer	18 (4.5)	19 (4.3)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)

Option 4c: By charging special recreation use fees the next generation will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	70 (17.4)	73 (16.3)	27 (22.9)
2	52 (12.9)	56 (12.5)	30 (25.4)
3	97 (24.1)	89 (19.9)	26 (22.0)
4	47 (11.7)	47 (10.5)	10 (8.5)
Negatively Affected	63 (15.7)	120 (26.8)	8 (6.8)
Not Enough Information to Decide	56 (13.9)	41 (9.2)	12 (10.2)
No Answer	17 (4.2)	21 (4.7)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)

Option 4d: By charging special recreation use fees: other (please specify):	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	5 (1.2)	5 (1.1)	1 (0.8)
2	2 (0.5)	3 (0.7)	2 (1.7)
3	11 (2.7)	7 (1.6)	3 (2.5)
4	1 (0.2)	2 (0.4)	1 (0.8)
Negatively Affected	3 (0.7)	16 (3.6)	2 (1.7)
Not Enough Information to Decide	36 (9.0)	30 (6.7)	5 (4.2)
No Answer	344 (85.6)	384 (85.9)	104 (88.1)
Total	402 (100)	447 (100)	118 (100)

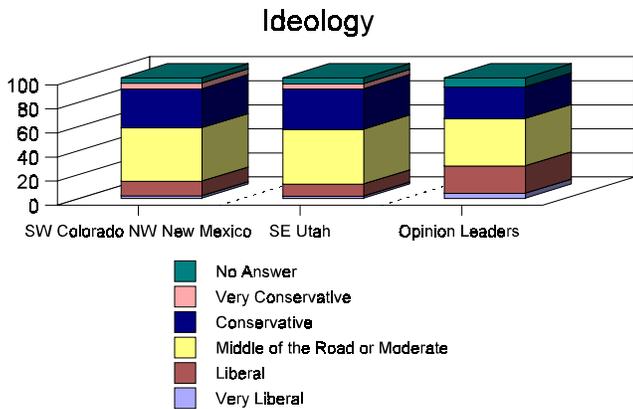
Option 5a: By designating certain areas for specific recreation uses my quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	70 (17.4)	63 (14.1)	28 (23.7)
2	66 (16.4)	68 (15.2)	29 (24.6)
3	115 (28.6)	108 (24.2)	23 (19.5)
4	33 (8.2)	39 (8.7)	12 (10.2)
Negatively Affected	52 (12.9)	112 (25.1)	8 (6.8)
Not Enough Information to Decide	51 (12.7)	40 (9.9)	12 (10.2)
No Answer	15 (3.7)	17 (3.8)	6 (5.1)
Total	402 (100)	447 (100)	118 (100)

Option 5b: By designating certain areas for specific recreation uses my friends and neighbors' quality of life will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	61 (15.2)	59 (13.2)	26 (22.0)
	69 (17.2)	72 (16.1)	27 (22.9)
3	104 (25.9)	101 (22.6)	24 (20.3)
4	36 (9.0)	47 (10.5)	15 (12.7)
Negatively Affected	52 (12.9)	106 (23.7)	6 (5.1)
Not Enough Information to Decide	64 (15.9)	45 (10.1)	14 (11.9)
No Answer	16 (4.0)	17 (3.8)	6 (5.1)
Total	402 (100)	447 (100)	118 (100)

Option 5c: By designating certain areas for specific recreation uses the next generation will be:	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	87 (21.6)	75 (16.8)	37 (31.4)
2	72 (17.9)	75 (16.8)	30 (25.4)
3	80 (19.9)	88 (19.7)	14 (11.9)
4	29 (7.2)	39 (8.7)	10 (8.5)
Negatively Affected	50 (12.4)	102 (22.8)	5 (4.2)
Not Enough Information to Decide	66 (16.4)	50 (11.2)	16 (13.6)
No Answer	18 (4.5)	18 (4.0)	6 (5.1)
Total	402 (100)	447 (100)	118 (100)

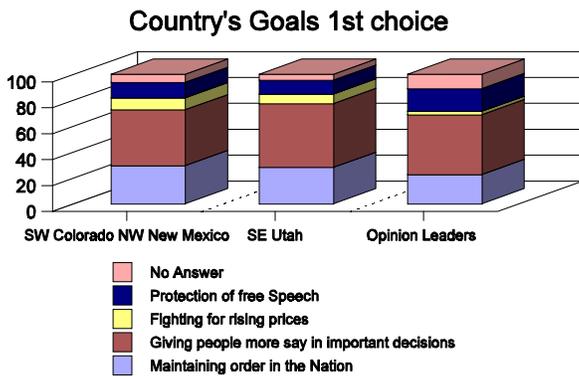
Option 5d: By designating certain areas for specific recreation uses: other (please specify):	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Positively Affected	7 (1.7)	2 (0.4)	5 (4.2)
2	7 (1.7)	5 (1.1)	1 (0.8)
3	6 (1.5)	5 (1.1)	2 (1.7)
4	3 (0.7)	1 (0.2)	1 (0.8)
Negatively Affected	3 (0.7)	12 (2.7)	0
Not Enough Information to Decide	36 (9.0)	33 (7.4)	8 (6.8)
No Answer	340 (84.6)	389 (87.0)	101 (85.6)
Total	402 (100)	447 (100)	118 (100)

12. How would you place yourself on the following scale?



Ideology	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Very Liberal	8 (2)	8 (1.8)	5 (4.2)
Liberal	49 (12.2)	45 (10.1)	27 (22.9)
Middle of the Road or Moderate	179 (44.5)	204 (45.6)	46 (39)
Conservative	130 (32.3)	150 (33.6)	31 (26.3)
Very Conservative	19 (4.7)	19 (4.3)	0 (0)
No Answer	17 (4.2)	21 (4.7)	9 (7.6)
Total	402 (100)	447 (100)	118 (100)

13. There is a lot of talk these days about what our country's goals should be for the next ten or fifteen years. Listed below are some of the goals that different people say should be given top priority. Would you please mark the one that you would consider the most important in the long run and what would be your second choice for the long run. (Please write the letter in the blank that most accurately describes your beliefs.)



Country's goals 1st choice	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Maintaining order in the Nation	119 (29.6)	126 (28.2)	26 (22)
Giving people more say in important decisions	173 (43)	220 (49.2)	55 (46.6)
Fighting for rising prices	37 (9.2)	33 (7.4)	3 (2.5)
Protection of free Speech	48 (11.9)	48 (10.7)	21 (17.8)
No Answer	25 (6.2)	20 (4.5)	13 (11)
Total	402 (100)	447 (100)	118 (100)



Country's goals 2nd choice	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Maintaining order in the Nation	80 (19.9)	103 (23)	24 (20.3)
Giving people more say in important decisions	108 (26.9)	119 (26.6)	34 (28.8)
Fighting for rising prices	73 (18.2)	91 (20.4)	8 (6.8)
Protection of free Speech	101 (25.1)	105 (23.5)	37 (31.4)
No Answer	40 (10.0)	29 (6.5)	15 (12.7)
Total	402 (100)	447 (100)	118 (100)

14. Please tell us how often you participate in each of the following activities. (Please circle the appropriate number)

Fishing	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	65 (16.2)	60 (13.4)	24 (20.3)
Rarely 1-2 times per year	93 (23.1)	65 (14.5)	33 (28.0)
Occasionally 3-5 times per year	92 (22.9)	96 (21.5)	24 (20.3)
Sometimes 6-10 times per year	55 (13.7)	78 (17.4)	23 (19.5)
Often More than 10 times per year	85 (21.1)	135 (30.2)	13 (10.0)
No Answer	12 (3)	13 (2.9)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)

Camping	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	36 (9.0)	26 (5.8)	1 (0.8)
Rarely 1-2 times per year	83 (20.6)	58 (13.0)	19 (16.1)
Occasionally 3-5 times per year	114 (28.4)	115 (25.7)	34 (28.8)
Sometimes 6-10 times per year	72 (17.9)	94 (21.0)	27 (22.9)
Often More than 10 times per year	81 (20.1)	140 (31.3)	35 (29.7)
No Answer	16 (4.0)	14 (3.1)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)

Hunting	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	190 (47.3)	117 (26.2)	63 (53.4)
Rarely 1-2 times per year	72 (17.9)	110 (24.6)	18 (15.3)
Occasionally 3-5 times per year	53 (13.2)	58 (13)	17 (14.4)
Sometimes 6-10 times per year	20 (5)	42 (9.4)	12 (10.2)
Often More than 10 times per year	44 (10.9)	95 (21.3)	7 (5.9)
No Answer	23 (5.7)	25 (5.6)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)

Hiking/backpacking	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	91 (22.6)	89 (19.9)	10 (8.5)
Rarely 1-2 times per year	67 (16.7)	91 (20.4)	11 (9.3)
Occasionally 3-5 times per year	73 (18.2)	84 (18.8)	27 (22.9)
Sometimes 6-10 times per year	54 (13.4)	49 (11)	21 (17.8)
Often More than 10 times per year	89 (22.1)	109 (24.4)	47 (39.8)
No Answer	28 (7)	25 (5.6)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)
Snowmobiling	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	291 (72.4)	306 (68.5)	88 (74.6)
Rarely 1-2 times per year	42 (10.4)	76 (17)	12 (10.2)
Occasionally 3-5 times per year	20 (5)	15 (3.4)	8 (6.8)
Sometimes 6-10 times per year	7 (1.7)	12 (2.7)	1 (0.8)
Often More than 10 times per year	14 (3.5)	6 (1.3)	4 (3.4)
No Answer	28 (7)	32 (7.2)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)
Swimming	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	89 (22.1)	113 (25.3)	26 (22)
Rarely 1-2 times per year	88 (21.9)	87 (19.5)	26 (22)
Occasionally 3-5 times per year	83 (20.6)	85 (19)	24 (20.3)
Sometimes 6-10 times per year	57 (14.2)	59 (13.2)	17 (14.3)
Often More than 10 times per year	60 (14.9)	78 (17.4)	22 (18.6)
No Answer	25 (6.2)	25 (5.6)	3 (2.5)
Total	402 (100)	447 (100)	118 (100)

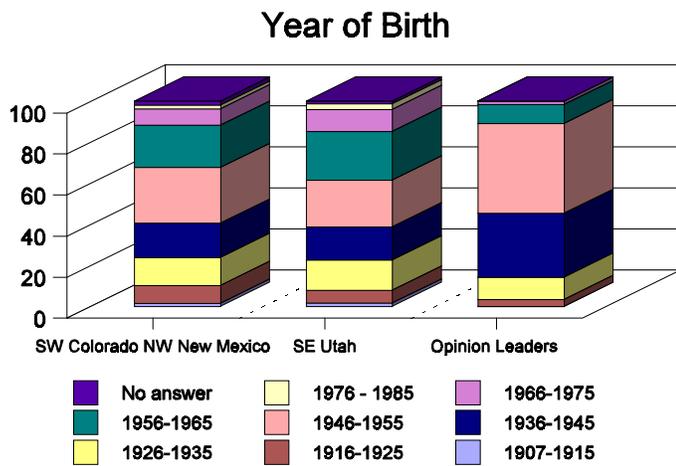
Bicycling (mountain)	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	197 (49)	243 (54.4)	45 (38.1)
Rarely 1-2 times per year	59 (14.7)	61 (13.6)	24 (20.3)
Occasionally 3-5 times per year	49 (12.2)	48 (10.7)	11 (9.3)
Sometimes 6-10 times per year	24 (6)	27 (6)	12 (10.2)
Often More than 10 times per year	51 (12.7)	39 (8.7)	24 (20.3)
No Answer	22 (5.5)	29 (6.5)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)
Boating, Rafting, Kayaking	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	118 (29.4)	142 (31.8)	22 (18.6)
Rarely 1-2 times per year	97 (24.1)	100 (22.4)	28 (23.7)
Occasionally 3-5 times per year	76 (18.9)	74 (16.6)	26 (22)
Sometimes 6-10 times per year	30 (7.5)	50 (11.2)	13 (11)
Often More than 10 times per year	62 (15.4)	60 (13.4)	29 (24.6)
No Answer	19 (4.7)	21 (4.7)	0 (0)
Total	402 (100)	447 (100)	118 (100)
Wildlife/Nature Viewing	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	38 (9.5)	40 (8.9)	3 (2.5)
Rarely 1-2 times per year	36 (9)	39 (8.7)	9 (7.6)
Occasionally 3-5 times per year	72 (17.9)	76 (17)	16 (13.6)
Sometimes 6-10 times per year	64 (15.9)	70 (15.7)	22 (18.6)
Often More than 10 times per year	175 (43.5)	204 (45.6)	67 (56.8)
No Answer	17 (4.2)	18 (4)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)

Photography	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	79 (19.7)	86 (19.2)	18 (15.3)
Rarely 1-2 times per year	69 (17.2)	84 (18.8)	27 (22.9)
Occasionally 3-5 times per year	75 (18.7)	98 (21.9)	21 (17.8)
Sometimes 6-10 times per year	69 (17.2)	64 (14.3)	19 (16.1)
Often More than 10 times per year	87 (21.6)	93 (20.8)	33 (27.8)
No Answer	23 (5.7)	22 (4.9)	0 (0)
Total	402 (100)	447 (100)	118 (100)
Bicycling (road)	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	212 (52.7)	235 (52.6)	50 (42.4)
Rarely 1-2 times per year	62 (15.4)	74 (16.6)	33 (27)
Occasionally 3-5 times per year	43 (10.7)	50 (11.2)	18 (15.3)
Sometimes 6-10 times per year	21 (5.2)	24 (5.4)	9 (7.6)
Often More than 10 times per year	37 (9.2)	33 (7.4)	6 (5.1)
No Answer	27 (6.7)	31 (6.9)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)
Four Wheeling (3 and 4 wheelers)	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	226 (56.2)	182 (40.7)	72 (61)
Rarely 1-2 times per year	46 (11.4)	54 (12.1)	13 (11)
Occasionally 3-5 times per year	42 (10.4)	46 (10.3)	10 (8.5)
Sometimes 6-10 times per year	24 (6)	50 (11.2)	8 (6.8)
Often More than 10 times per year	41 (10.2)	95 (21.3)	11 (9.3)
No Answer	23 (5.7)	20 (4.5)	4 (3.4)
Total	402 (100)	447 (100)	118 (100)

Dirt Biking	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	317 (78.9)	307 (68.7)	102 (86.4)
Rarely 1-2 times per year	29 (7.2)	31 (6.9)	7 (5.9)
Occasionally 3-5 times per year	13 (3.2)	25 (5.6)	2 (1.7)
Sometimes 6-10 times per year	5 (1.2)	20 (4.5)	2 (1.7)
Often More than 10 times per year	11 (2.7)	38 (8.5)	4 (3.4)
No Answer	27 (6.7)	26 (5.8)	1 (0.8)
Total	402 (100)	447 (100)	118 (100)
Horseback Riding	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	219 (54.5)	228 (51)	47 (49.8)
Rarely 1-2 times per year	79 (19.7)	70 (15.7)	33 (28)
Occasionally 3-5 times per year	36 (9)	37 (8.3)	11 (9.3)
Sometimes 6-10 times per year	9 (2.2)	32 (7.2)	9 (7.6)
Often More than 10 times per year	37 (9.2)	57 (12.8)	18 (15.3)
No Answer	22 (5.5)	23 (5.1)	0 (0)
Total	402 (100)	447 (100)	118 (100)
Rock Climbing	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	268 (66.7)	273 (61.1)	81 (68.6)
Rarely 1-2 times per year	48 (11.9)	73 (16.3)	18 (15.3)
Occasionally 3-5 times per year	33 (8.2)	31 (6.9)	9 (7.6)
Sometimes 6-10 times per year	12 (3)	16 (3.6)	5 (4.2)
Often More than 10 times per year	12 (3)	22 (4.9)	3 (2.5)
No Answer	29 (7.2)	32 (7.2)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)

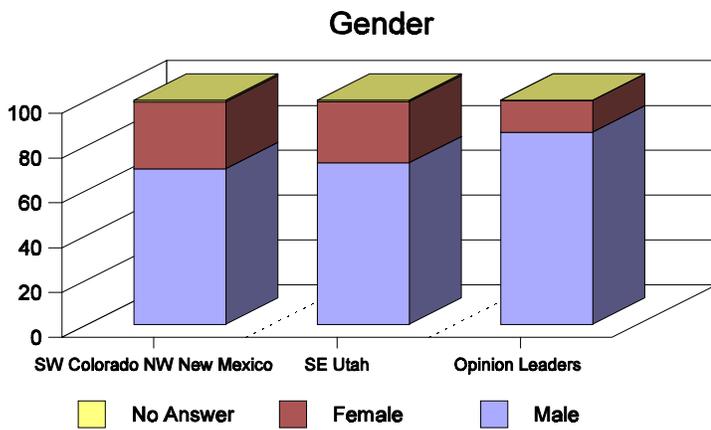
Skiing	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	207 (51.5)	295 (66)	38 (32.2)
Rarely 1-2 times per year	39 (9.7)	58 (13)	21 (17.8)
Occasionally 3-5 times per year	35 (8.7)	29 (6.5)	19 (16.1)
Sometimes 6-10 times per year	40 (10)	16 (3.6)	12 (10.2)
Often More than 10 times per year	55 (13.7)	19 (4.3)	24 (20.3)
No Answer	26 (6.5)	30 (6.7)	4 (3.4)
Total	402 (100)	447 (100)	118 (100)
Other	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Never	56 (13.9)	48 (10.7)	8 (6.8)
Rarely 1-2 times per year	6 (1.5)	9 (2)	1 (0.8)
Occasionally 3-5 times per year	12 (3)	12 (2.7)	2 (1.7)
Sometimes 6-10 times per year	11 (2.7)	7 (1.6)	2 (1.7)
Often More than 10 times per year	30 (7.5)	33 (7.4)	11 (9.3)
No Answer	287 (71.4)	338 (75.6)	94 (79.6)
Total	402 (100)	447 (100)	119 (100)

15. Year of birth



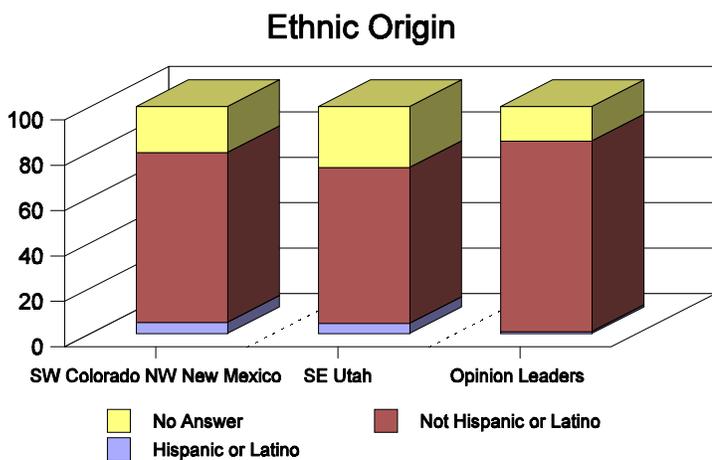
Year of Birth	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
1907-1915	6 (1.5)	7 (1.6)	0 (0)
1916-1925	35 (8.7)	28 (6.3)	4 (3.4)
1926-1935	55 (13.7)	66 (14.8)	13 (11)
1936-1945	67 (16.7)	72 (16.1)	37 (31.4)
1946-1955	109 (27.1)	102 (22.8)	51 (43.2)
1956-1965	83 (20.6)	106 (23.7)	11 (8.5)
1966-1975	32 (7.9)	48 (10.7)	2 (1.7)
1976 - 1985	7 (1.7)	12 (2.7)	0 (0)
No answer	8 (2)	6 (1.3)	0 (0)
Total	402 (99.9)	447 (100)	118 (100)

16. What is your gender.



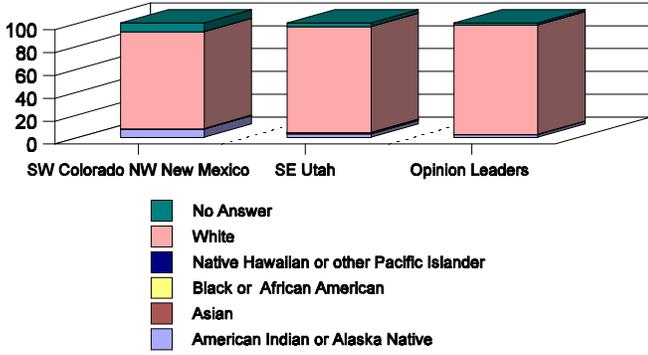
Gender	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Male	279 (69.4)	322 (72)	101 (85.6)
Female	120 (29.9)	122 (27.3)	17 (14.4)
No Answer	3 (0.7)	3 (0.7)	0 (0)
Total	402 (100)	447 (100)	118 (100)

17. What ethnicity or racial origin do you consider yourself?



Ethnic Origin	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Hispanic or Latino	20 (5)	20 (4.5)	1 (0.8)
Not Hispanic or Latino	300 (74.6)	307 (68.7)	99 (83.9)
No Answer	81 (20.1)	120 (26.8)	18 (15.3)
Total	402 (100)	447 (100)	118 (100)

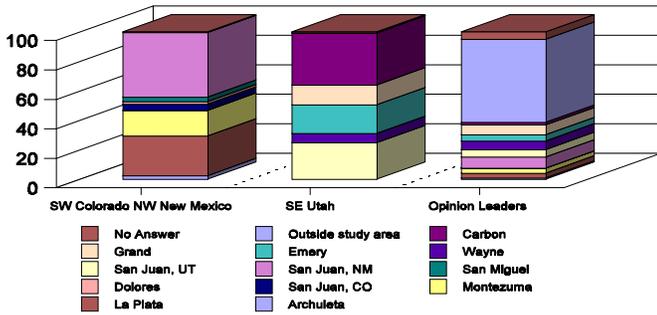
Racial Origin



Racial Origin	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
American Indian or Alaska Native	29 (7.2)	14 (3.1)	3 (2.5)
Asian	1 (0.2)	3 (0.7)	0 (0)
Black or African American	0 (0)	1 (0.2)	0 (0)
Native Hawaiian or other Pacific Islander	1 (0.2)	1 (0.2)	0 (0)
White	341 (84.8)	414 (92.6)	113 (95.8)
No Answer	30 (7.5)	14 (3.1)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)

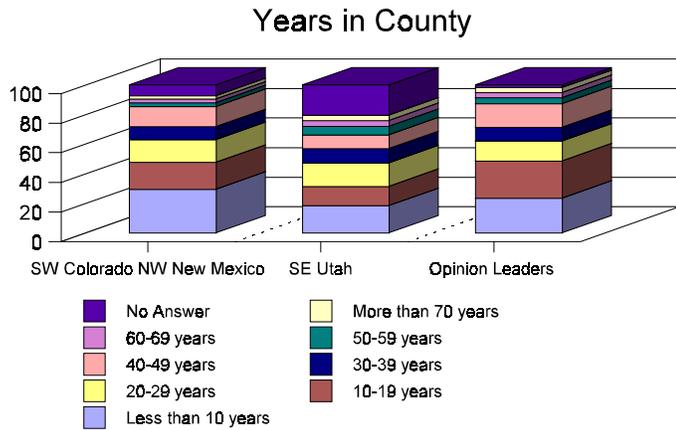
18. Check the name of your county

Name of Home County



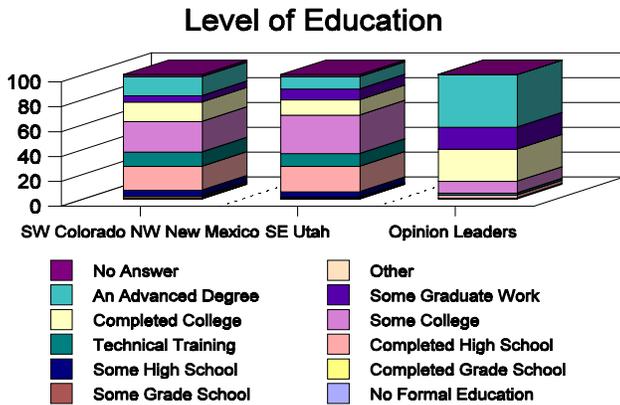
County	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Archuleta	10 (2.5)		1 (0.8)
La Plata	108 (26.9)		4 (3.4)
Montezuma	70 (17.4)		4 (3.4)
San Juan, CO	17 (4.2)		
Dolores	7 (1.7)		
San Miguel	12 (3)		
San Juan, NM	176 (43.8)		8 (6.8)
San Juan, UT		111 (24.8)	6 (5.1)
Wayne		28 (6.3)	7 (5.9)
Emery		87 (19.5)	5 (4.2)
Grand		60 (13.4)	8 (6.8)
Carbon		158 (35.3)	2 (1.7)
Outside study area			67 (56.8)
No Answer	2 (0.5)	3 (0.7)	6 (5.1)
Total	402 (100)	447 (100)	118 (100)

18 b. How many years have you lived in this county?



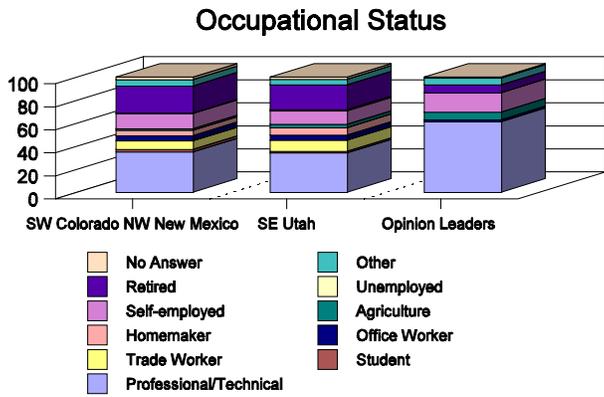
Years in County	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Less than 10 years	119 (29.6)	83 (18.6)	27 (22.9)
10-19 years	73 (18.2)	58 (13)	31 (26.3)
20-29 years	62 (15.4)	71 (15.9)	16 (13.6)
30-39 years	35 (8.7)	43 (9.6)	11 (9.3)
40-49 years	55 (13.7)	42 (9.4)	18 (15.3)
50-59 years	10 (2.5)	25 (5.6)	5 (4.2)
60-69 years	10 (2.5)	18 (4)	4 (3.4)
More than 70 years	9 (2.2)	16 (3.6)	4 (3.4)
No Answer	29 (7.2)	91 (20.4)	2 (1.7)
Total	402 (100)	447 (100)	118 (100)

19. Your highest level of education.



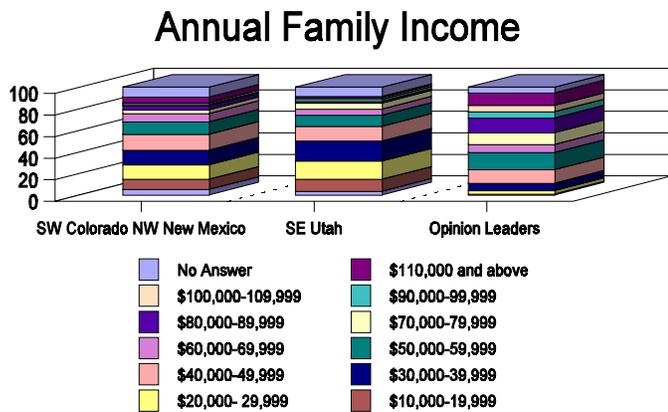
Level of Education	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
No Formal Education	1 (0.2)		
Some Grade School	4 (1)	4 (0.9)	
Completed Grade School	5 (1.2)	3 (0.7)	
Some High School	19 (4.7)	20 (4.5)	1 (0.8)
Completed High School	77 (19.2)	91 (20.4)	3 (2.5)
Technical Training	46 (11.4)	46 (10.3)	2 (1.7)
Some College	99 (24.6)	138 (30.9)	11 (9.3)
Completed College	63 (15.7)	55 (12.3)	31 (26.3)
Some Graduate Work	21 (5.2)	39 (8.7)	21 (17.8)
An Advanced Degree	61 (15.2)	45 (10.1)	49 (41.5)
Other			
No Answer	6 (1.5)	6 (1.3)	
Total	402 (100)	447 (100)	118 (100)

20. Please check the category that best fits your occupational status.



Occupation	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Professional/Technical	141 (35.1)	153 (34.2)	73 (61.9)
Student	9 (2.2)	6 (1.3)	
Trade Worker	30 (7.5)	4 (9.6)	3
Office Worker	18 (4.5)	20 (4.5)	2 (1.7)
Homemaker	18 (4.5)	29 (6.5)	
Agriculture	6 (1.5)	13 (2.9)	8 (6.8)
Self-employed	53 (13.2)	52 (11.6)	20 (16.9)
Unemployed	2 (0.5)	5 (1.1)	
Retired	94 (23.4)	96 (21.5)	8 (6.9)
Other	22 (5.5)	22 (4.9)	7 (5.9)
No Answer	9 (2.2)	8 (1.8)	
Total	402 (100)	447 (100)	118 (100)

21. Your approximate family income before taxes.



Family Income	SW CO/ NW NM (%)	SE Utah (%)	Opinion Leaders (%)
Less than \$10,000	21 (5.2)	16 (3.6)	1 (0.8)
\$10,000-19,999	38 (9.5)	50 (11.2)	0 (0)
\$20,000-29,999	54 (13.4)	75 (16.8)	4 (3.4)
\$30,000-39,999	55 (13.7)	83 (18.6)	8 (6.8)
\$40,000-49,999	59 (14.7)	61 (13.6)	15 (12.7)
\$50,000-59,999	46 (11.4)	46 (10.3)	19 (16.1)
\$60,000-69,999	31 (7.7)	26 (5.8)	9 (7.6)
\$70,000-79,999	14 (3.5)	25 (5.6)	13 (11)
\$80,000-89,999	15 (3.7)	6 (1.3)	16 (13.6)
\$90,000-99,999	5 (1.2)	10 (2.2)	7 (5.9)
\$100,000-109,999	7 (1.7)	6 (1.3)	7 (5.9)
\$110,000 and above	20 (5)	5 (1.1)	14 (11.9)
No Answer	37 (9.2)	38 (8.5)	5 (4.2)
Total	402 (100)	447 (100)	118 (100)