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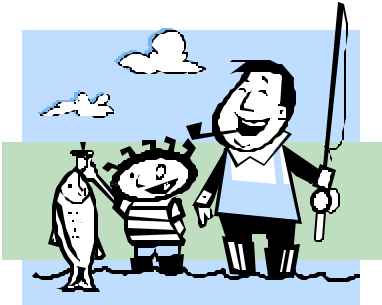
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## Niche News:

## Canyon Ferry Summer Visitor Study



Data for this study was extracted from the 2003-'04 Canyon Ferry Recreation Survey and represents visitors to the reservoir who were intercepted at 15 different sites from May 24, 2003 through Labor Day 2003. The summer sample size was 619 visitors.

For the full report of visitor characteristics by recreation site visit [www.itrr.umt.edu/reports\\_publand.htm#BRec](http://www.itrr.umt.edu/reports_publand.htm#BRec)

### Expenditures

Overnight visitors total trip	\$203.46
Day Use visitors total trip	\$67.37
Resident trip expenditures	\$136.81
Nonresident trip expenditures	\$319.08

### Top Ten trip expenditure locations

Helena	27%
Canyon Ferry	24%
Townsend	14%
Bozeman	7%
Butte	4%
Great Falls	4%
Billings	3%
Missoula	3%
Belgrade	2%
Livingston	2%

### Visitor Demographics

#### Group size:

9%	1 person
27%	2 people
12%	4 people
8%	6 people
29%	7 or more people
5.56 =	Mean group size

#### Group Type:

48%	family
26%	family & friends
17%	friends

52%	males
48%	females
26%	children

#### Respondent Characteristics:

46 yrs.	is average age of respondent
48%	have college degree
34%	have high school degree only
16%	post graduate degree
29%	occupation is a professional
17%	occupation is retired
12%	occupation is managerial
6%	each craftsman and sales

### Visitors from

88%	from Montana
31%	Lewis & Clark County
23%	Gallatin County
8%	Silver Bow County
7%	Yellowstone County
6%	Broadwater County

### Income

12%	less than \$19,999
13%	\$20K - \$29,999
14%	\$30K - \$39,999
13%	\$40K - \$49,999
14%	\$50K - \$59,999
10%	\$60K - \$69,999
25%	\$79K or greater

### Site/Visitor Characteristics

82%	repeat visitor to site
60%	have visited site more than 10x
40%	have visited site more than 10 years
65%	spent the night
3.58	nights spent on average at site
72%	of day users spent more than 2 hrs.

### All reasons for choosing the site

59%	easy to get to
59%	been here before
55%	close to home
47%	scenic beauty
41%	good facilities
33%	good fishing
19%	close to home
15%	specific attraction, i.e. family

### Most important reason for visiting site

19%	close to home
15%	specific attraction, i.e. family

### Activities participated in at the site

48%	auto/RV camp
48%	swimming
41%	boat angling
39%	walking
36%	picnicking
35%	sunbathing
37%	sightsee
31%	power boating
28%	wildlife viewing
21%	bank angling

### Visitor's attachment to site

Life organized around this place	33% disagree
	40% neutral
	27% agree
This is best place for what I like to do	14% disagree
	27% neutral
	59% agree
I feel no commitment to this place	42% disagree
	38% neutral
	20% agree
I am very attached to this place	18% disagree
	35% neutral
	47% agree
I identify strongly with this place	17% disagree
	39% neutral
	44% agree
Place makes me feel like no other place	26% disagree
	46% neutral
	28% agree

### Satisfaction with site conditions

-2 = very dissatisfied to +2 = very satisfied

1.09	cleanliness
0.96	facility maintenance
0.92	campsite/picnic area conditions
0.77	degree of naturalness
0.70	opportunity to view wildlife
0.69	behavior of other people
0.61	rules and restrictions
0.53	amount of development
0.39	# of campsites nearby
0.39	development visible from water
0.33	conflict with other people
0.07	historical information
0.05	Lewis & Clark interpretive information
-0.15	number of fish caught

Overall trip satisfaction on a scale of 1 to 9 with 9 being extremely satisfied = 7.05