

The Mississippi National River and Recreation Area Study

Report I: Summary of Findings

(Includes data collected through June 3, 1992)

Prepared for:

Mississippi National River and Recreation Area
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CONTENTS

	Page
Acknowledgements	1
Study Background	2
Methodology	3
Summary Findings	
Selected Findings	5
Respondent Profiles	7
General Perceptions of the Mississippi River	7
Rating of the Quality and Availability of Facilities	10
Benefits and Problems Associated with the Mississippi River	11
Opinions about Potential Management Actions	12
Perceptions of Tourism	13
APPENDIX A - Summary Tables	
APPENDIX B - Study Materials	
Initial Contact Letter	
MNRRA Information Insert	
Study Booklet	
Follow-up Post Card	
Telephone Follow-up Form	

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STUDY BACKGROUND

The Mississippi National River and Recreation Area (MNRRA) is a seventy-two mile stretch of the Mississippi River between Dayton, MN and Hastings, MN. The MNRRA is within the Minneapolis/St. Paul metropolitan area (the Twin Cities). The area provides recreational activities, historical sites, residential developments, entertainment facilities, and serves as a resource for businesses located along the Mississippi River.

The National Park Service is responsible for the development of a comprehensive management plan for the MNRRA. Previous to this study, very little was known about Twin Cities residents' opinions toward, and their uses of the Mississippi River within the MNRRA boundaries. To acquire this information the National Park Service worked with the Cooperative Park Studies Unit at the University of Minnesota to develop and execute a study of Twin Cities residents' perceptions and uses of the MNRRA resources.

This study, the 1992 Mississippi National River and Recreation Area Study, had two goals:

1. To develop a knowledge base of the Twin City residents' perceptions and uses of the MNRRA resource.
2. To identify potential issues for consideration in the development of the Management Plan Alternatives for the MNRRA.

METHODOLOGY

Instrumentation

The study booklet was designed to determine resident's perceptions of the Mississippi River corridor in the Twin Cities. The study provided information on: familiarity with the river, current perceptions regarding quality and availability of existing facilities, preferred river management actions, opinions about tourism, and current recreational use patterns of respondents.

Households were asked to respond to several questions related to the above categories, utilizing a six-point Likert scale. The answer scale ranged from 1 (Strongly Disagree) to 6 (Strongly Agree). A "Don't Know" response category also was provided.

The last question was open-ended, asking respondents to write any additional comments about the Mississippi River. These comments can be found in Report II - Respondent Comments.

Sampling Technique

The mail-back response form was sent to a random sample of residents of the Minneapolis/St. Paul metropolitan area. Names and addresses were purchased from Survey Sampling Inc. The sample was stratified based on geographical proximity to the river. Three strata were selected using census tract information.

Strata 1 included the geographical area that was one census tract in width, approximately 1.5 miles on each side of the river, and included the 72 miles of the Mississippi River included in the MNRRA. *Strata 2* included the geographical area which extended 1.5 miles to 5 miles on each side of the river. *Strata 3* included the geographical area which extended 5 miles to 15 miles on each side of the river. The boundaries of the strata followed existing census tract boundaries. Therefore, mile indicators are approximate.

Study Booklet Administration

Utilizing a modified Dillman approach¹ the initial study booklet was sent to respondents on April 28, 1992. The mailing included the study booklet, a cover letter explaining the study, and an insert explaining the MNRRA (Appendix B). One week after the first mailing a reminder post card was sent to all respondents. One week later, a telephone follow-up was made to all non-respondents. Those

¹ Dillman, D.A. (1978). Mail and telephone surveys. New York: John Wiley and Sons.

contacted again were encouraged to participate in the study. If the initial booklet was lost, another study booklet was sent. The telephone follow-up took place over approximately a two week period. A final telephone follow-up was conducted on Saturday, June 6th, in a final attempt to reach non-respondents, especially those who were not reached in the previous telephone follow-up.

A total of 1,214 households were utilized for the analysis presented in this report. Future reports will include the responses of additional households because study booklets continue to be received.

Data Management and Analysis

Completed study booklets were keypunched and the data were uploaded to a personal computer for analysis. The data were analyzed using the Statistical Program for the Social Sciences (SPSS) software. Basic descriptive statistics and frequency distributions were computed for each variable. The results found in this document reflect only data collected through June 3, 1992. This number is a statistically representative sample of the Minneapolis/St. Paul metropolitan area residents living within 15 miles of the MNRRA, at the 95 percent level of confidence.

The results represent the opinions of all respondents, which is a statistical calculation of overall response rates. The results were calculated by weighting the strata responses in proportion to their relationship to the total sample area population. The weights were based on census information.

Report III of this study will provide in-depth analysis of specific issues identified by the National Park Service. This report will be available in the Fall of 1992.

Highlights of findings of the analyses to date are first presented in the "Selected Findings" subsection of this report. More detailed results are then discussed in the remaining subsections of the "Summary Findings" section.

SUMMARY FINDINGS²

This section summarizes the findings of the 1992 Mississippi National River and Recreation Area Study. Detailed statistical analysis results will be available in Report III of this report.

Selected Findings

The results of the statistical analysis to date indicate the following highlights. More findings are reported in the next section of this report and in Appendix A.

1. There is a concern for environmental preservation.

- * 62 percent of the respondents disagreed that water quality of the Mississippi River is good ("strongly disagree", "disagree somewhat" and "disagree" ratings).
- * 52 percent strongly supported development of new programs to improve water quality.
- * 51 percent strongly supported increased efforts to restore the natural environment of the river area.
- * 51 percent strongly supported management actions to speed up implementation of water quality programs.

2. A lack of knowledge exists about the Mississippi River in the Twin Cities.

- * Very few respondents were "very familiar" with the river.
- * Quality and Availability questions indicated a high "I don't know" response.

Educational displays -	Quality, 69 percent Availability, 66 percent
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Undeveloped park land -	Quality, 51 percent Availability, 52 percent
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Boat access sites -	Quality, 59 percent Availability, 55 percent
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Marinas -	Quality, 65 percent Availability, 61 percent
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3. Perceived problems by 50 percent or more of the respondents included: litter, lots of noise, fear for safety, crowding, and traffic congestion.

² Detailed presentation of statistical results can be found in Appendix A.

4. The top three recreational uses of the river are: driving for pleasure - 62 percent, walking/hiking/jogging - 54 percent, visiting historic sites - 48 percent.

5. Familiarity with the river appears to be low.

- * 11-27 percent of all respondents (depending on segment of the river referenced) were "very familiar" with the river.
- * A high percentage of respondents were not familiar with the river at all (16 percent - 41 percent depending on segment referenced).
- * Respondents were least familiar with the segment north of Minneapolis.

6. Scenic beauty, trails and historic attractions rate highly with respondents.

- * The quality of scenic beauty was rated to be good or very good by 89 percent of all respondents. 83 percent of all respondents rated availability to be medium or high.
- * Quiet areas to sit and view the river were rated by 64 percent to be of good or very good *quality* and by 59 percent to be medium to high in *availability*.
- * Trails for walking, hiking and biking were rated by 63 percent to be good or very good in *quality* and by 61 percent to be of medium to high availability.
- * Historic attractions were rated to be good or very good in *quality* by 56 percent of all respondents and were considered to have medium to high *availability* by 52 percent.

7. Perceptions about tourism are generally positive.

- * 75 percent support tourism as a tool to improve the future economy of the area.
- * 68 percent of the respondents support the statement "more should be done to attract more tourists to the Mississippi River in the Twin Cities".
- * 59 percent of the respondents perceive the benefits of tourism to outweigh disadvantages.
- * Economic benefits and increased recreational opportunities are perceived to be benefits related to the tourism industry.
- * An increase in environmental problems related to increased tourism development is a concern expressed by 65 percent of all respondents.

Respondent Profiles

Data were collected on various characteristics of study respondents. The respondents were those who completed the survey for each randomly selected household. Among the information requested was: age, gender, years lived in the Twin Cities, and years lived at current residence.

Results indicate:

- * Average age - 48 years
- * Female - 36 percent, Male - 64 percent
- * Average length of residence in the Twin Cities - 34 years
- * Average length of time at current residence - 14 years
- * The top three recreational uses of the river:
 1. Driving for pleasure - 62 percent
 2. Walking/hiking/jogging - 54 percent
 3. Visiting historic sites - 48 percent
- * Activities with the least amount of participation:
 1. Canoeing - 6 percent
 2. Fishing from a boat - 8 percent
 3. Fishing from shore - 11 percent

General Perceptions of the Mississippi River

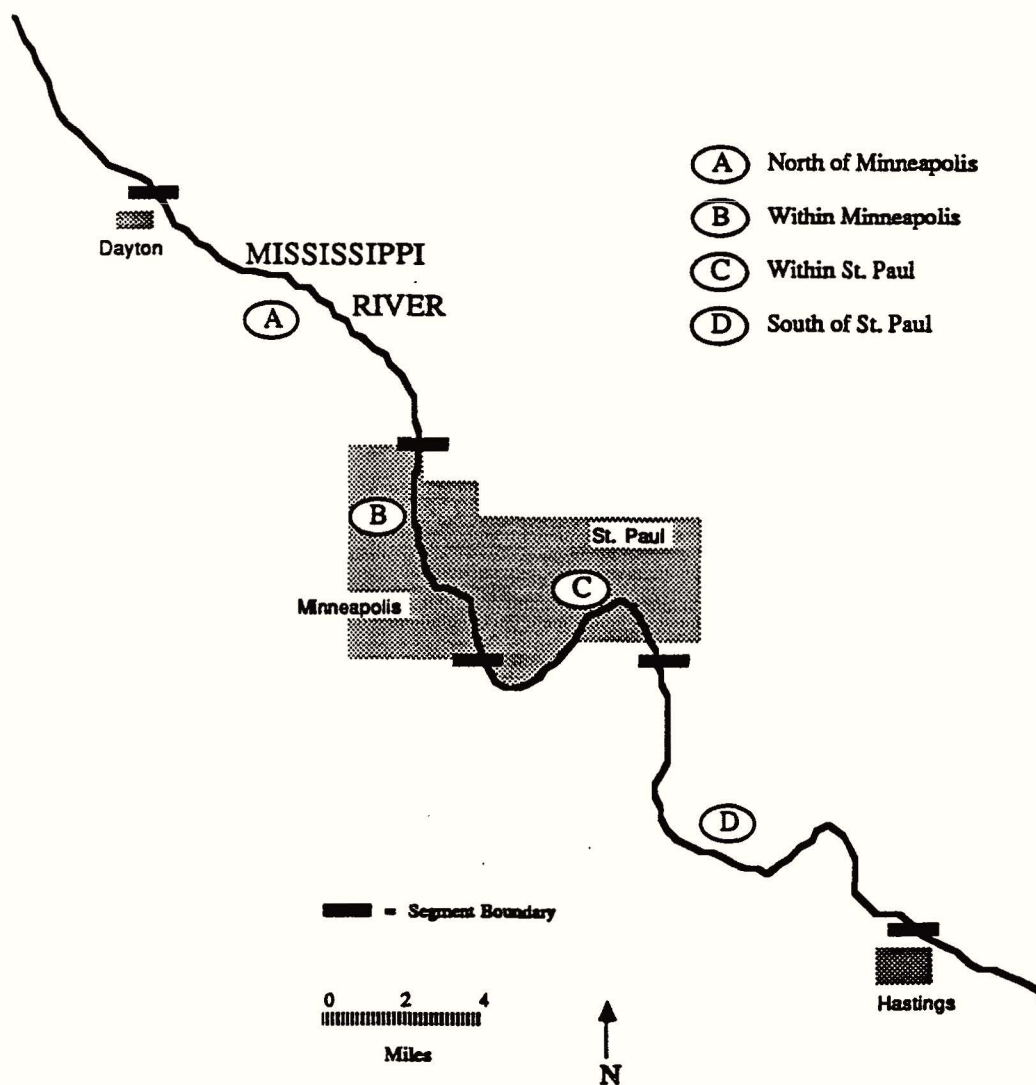
This section included the respondent's familiarity with the Mississippi River in the Twin Cities (study question #3), the results of study question #4, (which included general opinions about the river) and the results of study question #7 (which rated the Mississippi River in comparison to other recreation areas in the Twin Cities).

The familiarity section of the study asked respondents to indicate their level of familiarity with four different segments of the river. These segments are identified in Figure 1.0 and include: 1) north of Minneapolis, 2) within Minneapolis, 3) within St. Paul, and 4) south of St. Paul. Responses were measured on a scale of 1-3; ("Not at all familiar" - 1, "Somewhat familiar" - 2, and "Very familiar" - 3).

Familiarity findings include:

- * Overall respondents were least familiar with the segment of the river north of Minneapolis (The average response was just below the "Somewhat familiar" category - mean 1.7).
- * The greatest familiarity was with the area within Minneapolis (Mean 2.1).

Figure 1.0 *The Mississippi River in the Twin Cities.*



The general perceptions section of the study (Question 4) asked respondents to indicate their level of agreement with a series of questions about the Mississippi River in the Twin Cities. The following scale was used: "Strongly Disagree" -1, "Disagree" - 2, "Disagree Somewhat" - 3, "Agree Somewhat" - 4, "Agree" - 5, "Strongly Agree" - 6, and Don't Know - 0.

The results indicate:

- * The Mississippi River in Twin Cities is important to the Twin Cities economy (The average response is just below the "Strongly Agree" category - mean 5.16).
- * Recreation use of the river is important to the Twin Cities economy (Mean 4.72).
- * 62 percent of the respondents disagreed that the water quality of the Mississippi River is good (Mean 2.72).

In addition to general perception questions respondents were asked to rate the Mississippi River in comparison to other recreation areas in the Twin Cities. Responses were indicated on a six-point scale. ("Much Better" - 1, "Better" - 2, "Somewhat Better" - 3, "Somewhat worse" - 4, "Worse" - 5, "Much Worse" - 6).

Responses indicate:

- * In comparison to other Twin City recreation areas the Mississippi received a mean score of 3.71. (This means the Mississippi River rates just below the "Somewhat worse" category)
- * Most frequently selected response category - "Somewhat worse" - 45 percent

Rating of the Quality and Availability of Facilities along the Mississippi River

Respondents were asked to rate current quality and availability of facilities and opportunities that occur along or near the Mississippi River in the Twin Cities. *Quality* was rated on a four point scale: "Very Poor" - 1, "Poor" - 2, "Good" - 3, "Very Good" - 4, and "Don't Know" - 0. *Availability* was rated as follows: "Not at all" - 1, "Low" - 2, "Medium" - 3, "High" - 4, "Don't Know" - 0.

Results indicate:

- * High "*don't know*" response rates
 - Educational displays - Quality, 69 percent, Availability, 66 percent
 - Marinas - Quality, 65 percent Availability, 61 percent
 - Boat access sites - Quality, 59 percent Availability, 55 percent
 - Undeveloped park land - Quality, 51 percent Availability, 52 percent
 - Residential developments - Quality, 55 percent Availability, 56 percent
- * High *quality* ratings ("very good" or "good" ratings)
 - Scenic beauty - 89 percent
 - Quiet areas to sit and view the river - 64 percent
 - Trails for walking/hiking/biking - 63 percent
 - Historical attractions - 56 percent
 - Opportunities to attend concerts, festivals and arts performances - 51 percent
- * High *availability* ratings ("medium" or "high" ratings)
 - Scenic beauty - 83 percent
 - Trails for walking/hiking/biking - 61 percent
 - Quiet areas to sit and view the river - 59 percent
 - Historic attractions - 52 percent
- * Low *quality* ratings ("poor" or "very poor" ratings)
 - Public facilities (restrooms, water fountains) - 25 percent
 - Recreation-based small businesses - 18 percent
 - Educational displays and programs - 12 percent

- * Low *availability* ratings ("low" or "not at all")
 - Pubic facilities (restrooms, water fountains) - 34 percent
 - Recreation-based small businesses - 32 percent
 - Educational displays and programs - 19 percent

Benefits and Problems Associated with the Mississippi River

Respondents were asked to identify *benefits* and *problems* they incurred as a result of their relationship with the Mississippi River. A list of potential *benefits* was presented to respondents and they were asked to indicate the degree of benefit they received. The following rating scale was provided: "Not at All" -1, "Slight" - 2, "Moderate" -3, "Large" - 4, "Very Large" - 5. A list of potential *problems* was also presented to respondents. Each was rated on the following scale "Not at all" -1, "Slight" - 2, "Moderate" -3, "Serious" - 4, "Very Serious" - 5.

Benefits identified by more than 50 percent of all respondents ("Slight", "Moderate", "Large", or "Very Large" ratings):

- * Scenic enjoyment (96 percent)
- * Increased access to parks and trails (82 percent)
- * Increased access to natural areas (84 percent)

Problems identified by more than 50 percent of all respondents ("Slight", "Moderate", "Serious", or "Very Serious" ratings):

- * Litter (68 percent)
- * Fear for safety (61 percent)
- * Traffic congestion on roads along, or leading to, the river (60 percent)
- * Crowding of hiking trails, parks and other recreational activities (59 percent)
- * Lot of noise (53 percent)

Opinions about Potential Management Actions

A list of seventeen potential management actions for the Mississippi River in the Twin Cities was presented in the study booklet. Respondents were asked to indicate their level of support for each of the items utilizing a six-point Likert scale. ("Strongly Oppose" - 1, "Oppose" - 2, "Oppose Somewhat" - 3, "Support Somewhat" - 4, "Support" - 5, "Strongly Support" - 6, "Don't Know" - 0.)

Results indicate:

- * 52 percent of respondents strongly supported the development of new programs to improve water quality.
- * 51 percent strongly supported increased efforts to restore the natural environment of the river area.
- * Recreation and leisure opportunities that received high support: ("Strongly support", "Support Somewhat" and "Support")
 - Develop additional trails for hiking, walking, or biking - 86 percent
 - Create scenic vistas - 89 percent
 - Develop additional picnic areas - 87 percent
 - Improve safety of facilities and trails - 89 percent
 - Develop historic attractions - 87 percent

Perceptions of Tourism

A series of statements regarding the environmental, economic, and socio-cultural impacts of tourism along the Mississippi River in the Twin Cities were provided in the study booklet. Respondents indicated their level of agreement with each of the statements utilizing a six-point scale ("Strongly Disagree" - 1, "Disagree" - 2, "Disagree Somewhat" - 3, "Agree Somewhat" - 4, "Agree" - 5, "Strongly Agree" - 6, "Don't Know" - 0).

Items receiving the greatest *support* (Mean 4.0 - 4.9)

- * "Steps should be taken to control commercial development along the river to protect the river" (Mean 4.94, which means that the average response is near the "agree" category).
- * "Tourism has strengthened the Twin Cities economy" (Mean 4.63).
- * "Tourism near the Mississippi River in the Twin Cities stimulates investment and spending in the area" (Mean 4.58).
- * "Most jobs created by tourism near the Mississippi River are low paying" (Mean 4.37).
- * "Overall benefits of tourism along the Mississippi River outweigh the disadvantages" (4.35).
- * "Tourism has encouraged the development of a variety of cultural activities" (Mean 4.28).
- * "Tourism has less environmental impacts than most other industries" (Mean 4.11).
- * "Because of tourism, there are more parks and recreation areas that local residents can use" (Mean 4.03).
- * "Tourism along the Mississippi River provides many worthwhile employment opportunities in the Twin Cities area" (Mean 4.03).

In addition to the response items regarding the impact of tourism, respondents were asked about the perceived *future role* of tourism along the Mississippi River in the Twin Cities.

Items receiving the greatest support:

- * "Tourism is a good way to help the Twin Cities' economy in the future" (Mean 4.42 which means that the average response was in the "agree somewhat category").
- * "If tourism increases along the Mississippi River, people who live near the river will have greater recreational opportunities" (Mean 4.40).
- * "More should be done to attract tourists to the Mississippi River in the Twin Cities" (Mean 4.25).

- * "If tourism increases near the river, it will mean more jobs and a better economy for the Twin Cities" (Mean 4.19).
- * "If tourism increases along the Mississippi River, it will cause increased environmental problems" (Mean 4.05).

APPENDIX A

Summary Tables

Table 1.01. *Age of respondents.*

Age	Percent
16-20 years	0.0
21-25 years	2.3
26-30 years	10.9
31-35 years	14.7
36-40 years	12.3
41-45 years	9.1
46-50 years	8.7
51-55 years	9.2
56-60 years	8.0
61-65 years	8.7
66-70 years	6.0
71-75 years	4.5
76+ years	5.9
MEAN ¹	48.32
STD. DEV. ²	16.02

Table 1.02. *Gender of respondents.*

	Percent
female	35.7
male	64.3

¹ MEAN - The average value for a specific variable.

² STD. DEV. - The variability of values on a specific variable.

Table 1.03. *Time resided in the Twin Cities Area.*

Years lived in Twin Cities Area	Percent
1-10 years	15.6
11-20 years	12.1
21-30 years	19.4
31-40 years	22.1
41-50 years	11.8
51-60 years	7.4
61-70 years	6.7
71-80 years	3.8
81-90 years	0.9
91+ years	0.2
MEAN	33.60
STD. DEV.	19.89

Table 1.04. *Time lived at current residence.*

Years lived at current residence	Percent
1-2 years	11.0
3-4 years	20.7
5-6 years	12.5
7-8 years	7.2
9-10 years	4.7
11-15 years	12.7
16-20 years	6.6
21-30 years	12.7
31-40 years	7.6
41-50 years	3.1
51+ years	1.1
MEAN	13.52
STD. DEV.	12.96

Table 1.05. *Activities respondents have participated in.*

All Respondents			
ACTIVITY	Percent participating in the activity anywhere in the last three years.	Percent participating in the activity along or on the Mississippi River in the Twin Cities in the last three years.	
		Percent ¹	Percent ²
Fishing from shore	45.1	11.3	24.6
Fishing from a boat	52.9	8.1	14.9
Motorboating	59.8	21.2	34.5
Canoeing	35.7	5.8	16.0
Visiting historic sites	76.5	48.0	61.2
Bird watching/nature study	47.2	29.0	60.6
Walking/hiking/jogging	82.3	53.7	63.8
Picnicking	73.4	33.9	45.5
Driving for pleasure	83.7	61.9	72.6
Bicycling	51.0	24.0	46.3

¹ Percent of total sample

² Percent only of those participating anywhere in the last three years

Table 1.06. *General perceptions of the Mississippi River in the Twin Cities.*

Statement	Mean ¹	Percent						
		Strongly/Disagree	Disagree	Disagree Somewhat	Agree somewhat	Agree	Strongly Agree	Don't Know
The water quality of the Mississippi River is good.	2.72	14.7	28.9	18.0	13.8	8.4	1.3	14.9
The area along and near the Mississippi River is safe.	3.46	3.4	15.5	24.4	25.0	16.8	1.2	13.7
Recreational use of the Mississippi River is important to the economy of the Twin Cities area.	4.72	2.2	4.3	6.0	19.2	36.8	26.3	5.3
The Mississippi River is inviting.	4.53	1.8	5.4	8.2	24.6	37.4	19.2	3.4
Erosion of the Mississippi River's banks is a serious problem.	4.60	0.9	3.2	5.1	15.6	24.2	13.8	37.1
Commercial navigation (barges) on the Mississippi River in the Twin Cities is important to the economy of the upper midwest.	5.06	1.9	0.8	1.7	10.5	45.0	29.2	11.0
There are many conflicts between local residents and recreation users of the Mississippi River in the Twin Cities.	3.93	0.6	6.6	8.1	15.3	12.9	3.5	53.0
The Mississippi River is important to the economy of the Twin Cities area.	5.16	1.0	0.9	1.6	10.6	44.7	35.2	6.1

¹ Respondents were asked to indicate how strongly they agreed or disagreed with the above statements. A scale of 1-6 was used, 1=Strongly Disagree, 2=Disagree, 3=Disagree Somewhat, 4=Agree Somewhat, 5=Agree, and 6=Strongly Agree.

Table 1.07. *Familiarity with each segment of the Mississippi River in the Twin Cities.*

Segment	Mean ¹	Percent		
		Not at all	Somewhat familiar	Very familiar
North of Minneapolis	1.70	40.5	48.9	10.6
Within Minneapolis	2.11	16.0	57.2	26.8
Within St. Paul	1.99	26.4	48.2	25.4
South of St. Paul	1.82	36.1	46.1	17.8

¹ Respondents were asked to indicate how familiar they were with each segment of the Mississippi River in the Twin Cities area. A scale of 1-3 was used, 1 = Not at all familiar, 2 = Somewhat familiar, and 3 = very familiar.

Table 1.08. *The Mississippi River compared to other recreation areas in the Minneapolis/St. Paul area.*

Rating	Percent
Much Better	2.4
Better	7.6
Somewhat Better	27.7
Somewhat Worse	44.7
Worse	14.5
Much Worse	3.2
MEAN ¹	3.71
STD. DEV.	.992

¹ Respondents were asked to rate the Mississippi River as it compares to other recreation areas in the Minneapolis/St. Paul area. A scale of 1-6 was used, 1 = Much Better, 2 = Better, 3 = Somewhat Better, 4 = Somewhat Worse, 5 = Worse, and 6 = Much Worse.

Table 1.09. *Perceptions of the **quality** of facilities and opportunities that occur along the Mississippi River in the Twin Cities.*

Facility/Opportunity	Mean ¹	Percent				
		Very Poor	Poor	Good	Very Good	Don't Know
Opportunities to attend concerts, festivals, and arts performances	3.05	1	7	38	13	41
Boat access sites	2.95	1	8	25	7	59
Trails for walking, hiking and biking	3.18	1	8	41	22	28
Scenic beauty	3.43	1	5	40	49	4
Educational displays and programs	2.60	2	10	15	3	69
Undeveloped (natural) public land	2.79	2	14	27	7	51
Residential developments	2.97	1	8	27	9	55
Public facilities (restrooms, water fountains)	2.52	4	21	25	3	46
Historical attractions	3.08	1	9	40	16	34
Marinas	2.91	1	6	24	4	65
Quiet areas to sit and view the river	3.12	1	12	40	24	23
Recreation-based small businesses (shops, restaurants)	2.68	3	15	29	5	47

¹ Respondents were asked to rate the **quality** of the given facility or opportunity. A scale of 1-4 was used, 1 = Very Poor, 2 = Poor, 3 = Good, and 4 = Very Good.

Table 1.10. *Perceptions of the availability of facilities and opportunities that occur along the Mississippi River in the Twin Cities.*

Facility/Opportunity	Mean ¹	Percent				
		Not at All	Low	Medium	High	Don't Know
Opportunities to attend concerts, festivals, and arts performances	2.89	2	16	35	12	35
Boat access sites	2.80	1	14	24	7	55
Trails for walking, hiking and biking	3.15	1	12	36	25	27
Scenic beauty	3.35	1	9	40	43	7
Educational displays and programs	2.45	2	17	12	3	66
Undeveloped (natural) public land	2.65	2	19	21	6	52
Residential developments	2.80	1	14	21	8	56
Public facilities (restrooms, water fountains)	2.38	3	31	19	3	43
Historical attractions	2.94	1	14	40	12	32
Marinas	2.74	1	13	20	5	61
Quiet areas to sit and view the river	3.02	1	20	36	23	21
Recreation-based small businesses (shops, restaurants)	2.47	4	28	21	5	43

¹ Respondents were asked to rate the availability of the given facility or opportunity. A scale of 1-4 was used, 1=Not at all, 2=Low, 3=Medium, and 4=High.

Table 1.11. *Perceived benefits of the Mississippi River.*

Benefit	Mean ¹	Percent				
		Not at all	Slight	Moderate	Large	Very Large
A high quality of life	2.51	21	29	33	13	4
Recreational opportunities	2.77	12	26	41	16	5
Scenic enjoyment	3.46	4	11	35	34	16
Improved community services (police protection, roads)	1.90	42	32	22	4	1
High property values	1.97	49	21	17	10	3
Employment	1.69	57	22	17	3	1
Increased access to parks and hike/bike trails	2.72	18	23	35	17	7
Access to natural areas	2.77	16	24	36	17	7
Good access to entertainment	2.18	31	33	26	9	2
Meeting people from other areas	1.87	46	29	17	7	1

¹ Respondents were asked to indicate how much the Mississippi River in the Twin Cities (and its various facilities, activities and services) has benefitted them. A scale of 1-5 was used, 1=Not at all, 2=Slight, 3=Moderate, 4=Large, and 5=Very Large.

Table 1.12. *Perceived problems of the Mississippi River.*

Problem	Mean ¹	Percent				
		Not at all	Slight	Moderate	Serious	Very Serious
Litter	2.44	32	21	24	16	7
Lots of noise	1.30	47	25	19	6	3
Fear for safety	2.13	39	25	23	9	4
Crowding of hiking trails, parks and other recreational activities	1.95	41	31	22	5	1
People trespassing on your property	1.33	83	7	6	3	2
Vandalism	1.70	63	17	11	7	2
Higher property taxes	1.68	64	17	10	6	3
Traffic congestion on roads along, or leading to, the river	2.02	40	30	21	6	3
Higher cost of goods and services	1.58	64	19	12	3	1
Bothered by alcohol and drug use along the river	2.01	50	19	15	9	6

¹ Respondents were asked to indicate how much the Mississippi River in the Twin Cities (and its various facilities, activities and services) has been a problem to them. A scale of 1-5 was used, 1=Not at all, 2=Slight, 3=Moderate, 4=Large, and 5=Very Large.

Table 1.13. Support for various management actions.

Management Actions	Mean ¹	Percent						
		Strongly Oppose	Oppose	Oppose Somewhat	Support Somewhat	Support	Strongly Support	Don't Know
Develop new programs to improve water quality	5.39	1	1	<1	8	33	52	5
Develop additional public access sites for boating on the Mississippi River	3.96	4	8	16	24	21	10	17
Develop additional trails for hiking, wading, or biking along or near the Mississippi River.	5.02	1	2	4	15	38	33	7
Create areas for scenic vistas along or near the Mississippi River.	4.97	1	1	4	18	39	32	5
Develop additional picnic areas along or near the Mississippi River.	4.86	1	2	5	21	40	26	6
Create speed zones for recreational boats on the Mississippi River in the Twin Cities area.	5.07	2	3	3	9	27	40	16
Increase efforts to restore the natural environment of the river area.	5.31	1	1	2	11	30	51	5
Improve the safety of facilities, trails and access points (railings, lighting).	5.05	1	1	2	17	36	36	6
Speed up implementation of water quality programs.	5.35	<1	1	1	10	30	51	6
Improve existing boat access sites.	4.24	2	4	8	27	22	10	27
Provide increased parking at existing boat access sites.	4.04	3	7	9	23	19	8	32
Provide more visitor education on the commercial uses of the river.	4.58	1	3	5	27	38	13	13

(continued on next page)

(Table 1.13 continued)

Encourage more concerts, festivals, and art performances along the river.	4.46	3	5	8	27	30	18	10
Accommodate increased commercial navigation (barges) on the river.	3.84	4	6	19	27	18	6	19
Encourage the development of tourism/recreation based small businesses along or near the river.	4.39	3	4	10	27	32	16	8
Control new residential developments along or near the river.	4.74	3	2	8	18	31	28	10
Develop historic attractions along or near the river.	4.84	1	2	5	24	38	25	6

¹ Respondents were asked to indicate how strongly they supported or opposed each management action. A scale of 1-6 was used, 1=Strongly Oppose, 2=Oppose, 3=Oppose Somewhat, 4=Support Somewhat, 5=Support, and 6=Strongly Support.

Table 1.14. *Opinions about tourism along the Mississippi River.*

Statement	Mean ¹	Percent						
		Strongly Disagree	Disagree	Disagree Somewhat	Agree Somewhat	Agree	Strongly Agree	Don't Know
Tourism near the Mississippi River in the Twin Cities stimulates investment and spending in the area.	4.58	1.0	2.9	5.3	23.8	39.6	12.0	15.4
The environmental impacts resulting from tourism are minor.	3.26	5.1	20.3	23.3	17.7	13.7	2.3	17.7
Tourism has resulted in increased noise pollution near the Mississippi River.	3.72	2.0	10.8	15.0	21.3	15.9	3.8	31.2
Tourism has encouraged the development of a variety of cultural activities (arts, crafts, music).	4.28	0.7	4.1	7.2	26.2	29.6	3.9	28.3
Tourism puts a burden on local community services (police, roads).	3.91	2.0	10.4	14.7	29.3	23.5	5.3	14.7
Tourism has improved the quality of life near the Mississippi River.	3.66	1.5	10.0	19.4	20.1	15.2	2.5	31.2
Tourism has strengthened the Twin Cities economy.	4.63	0.9	2.8	3.9	24.6	38.4	13.1	16.3
In recent years, the area near and along the Mississippi River in the Twin Cities has become overcrowded because of more tourists.	2.94	2.9	18.8	24.9	10.3	3.2	1.5	38.5
Preservation of natural resources has been an important result of tourism promotion along the Mississippi River.	3.99	1.6	6.1	11.9	14.7	18.2	5.0	42.6

(continued on next page)

(Table 1.14 continued)

Few people benefit economically from tourism near the Mississippi River.	3.36	4.7	18.2	18.7	17.2	16.4	1.8	23.0
Tourism has caused too much commercial development along the Mississippi.	2.98	2.9	21.7	23.8	12.0	6.0	0.8	32.7
Tourism has less environmental impacts than most other industries.	4.11	1.5	8.8	12.8	19.7	32.7	5.2	19.3
Tourism has hurt plants and animals along or near the Mississippi River.	3.58	2.0	13.6	15.9	25.1	12.0	3.4	28.0
Because of tourism, there are more parks and recreation areas that local residents can use.	4.03	26.6	2.1	9.1	9.7	21.1	26.5	5.0
Most jobs created by tourism near the Mississippi River are low paying.	4.37	0.3	2.5	4.2	11.1	16.9	3.7	61.2
Conflicts exist between local residents and tourists in the Mississippi River area.	3.76	1.2	6.3	7.4	12.1	10.9	1.5	60.5
Steps should be taken to control commercial development along the Mississippi River to protect the river.	4.94	1.2	1.6	4.5	17.7	34.0	30.9	10.1
Tourism along the Mississippi River provides many worthwhile employment opportunities in the Twin Cities area.	4.03	1.1	5.3	9.9	23.1	18.3	3.7	38.6
Overall benefits of tourism along the Mississippi River outweigh the disadvantages.	4.35	2.0	4.4	6.8	20.9	29.1	8.8	28.0

¹ Respondents were asked to indicate how strongly they agreed or disagreed with the above statement. A scale of 1-6 was used, 1=Strongly Disagree, 2=Disagree, 3=Disagree Somewhat, 4=Agree Somewhat, 5=Agree, and 6=Strongly Agree.

Table 1.15. *Opinions about the future of tourism along the Mississippi River.*

Statement	Mean ¹	Percent						
		Strongly Disagree	Disagree	Disagree Somewhat	Agree Somewhat	Agree	Strongly Agree	Don't Know
If tourism increases near the river, the overall quality of life for Twin Cities residents will improve.	3.80	2.1	9.9	15.5	26.6	20.8	2.5	22.6
If tourism increases along the river, it will hurt some other industries.	3.00	2.6	23.3	26.8	12.9	6.5	0.7	27.1
If tourism increases along the Mississippi River, it will cause increased environmental problems.	4.05	1.3	8.4	12.8	33.9	23.7	6.9	12.9
If tourism increases near the river, it will mean more jobs and a better economy for the Twin Cities.	4.19	1.4	4.1	7.6	38.4	28.1	3.6	16.9
If tourism increases near the river, residents of that area will pay more for everyday goods and services.	3.35	1.9	18.4	21.2	15.9	11.7	2.7	28.2
If tourism increases along the Mississippi River, people who live near the river will have greater recreational opportunities.	4.40	1.3	3.9	7.9	27.2	40.1	7.3	12.2
More should be done to attract tourists to the Mississippi River in the Twin Cities.	4.25	2.2	6.3	10.9	26.6	30.4	10.7	12.9
If tourism increases, the area near the Mississippi River will become overdeveloped.	3.62	1.7	11.9	23.8	22.3	13.5	4.9	21.9
If tourism increases near the river, Twin Cities residents will pay higher taxes to pay for the services tourists need.	3.87	1.7	9.7	16.3	19.8	16.3	7.5	28.7
Tourism is a good way to help the Twin Cities' economy in the future.	4.42	2.0	2.5	8.4	29.8	34.0	11.1	12.2

¹ Respondents were asked to indicate how strongly they agreed or disagreed with the above statements. A scale of 1-6 was used, 1=Strongly Disagree, 2=Disagree, 3=Disagree Somewhat, 4=Agree Somewhat, 5=Agree, and 6=Strongly Agree.

APPENDIX B

Study Materials

Study Booklet

YOU AND THE



MISSISSIPPI RIVER IN THE TWIN CITIES

What does the future hold?

COOPERATIVE PARK STUDIES UNIT

University of Minnesota
College of Natural Resources

1530 North Cleveland Avenue

St. Paul, Minnesota 55108

Throughout this questionnaire, the *Mississippi River in the Twin Cities* refers to the 72-mile stretch of river that runs from Dayton, MN, through Minneapolis and St. Paul, to Hastings, MN. This includes about 1.5 miles on each side of the river (see map on next page).

Question 1.

ACTIVITY	Have you participated in this activity <u>ANYWHERE</u> in the last three years?		Have you participated in this activity <u>along or on the Mississippi River</u> in the Twin Cities <u>in the last three years?</u>	
	(Circle YES or NO)		(Circle YES or NO)	
Fishing from shore	YES	NO	YES	NO
Fishing from a boat	YES	NO	YES	NO
Motorboating	YES	NO	YES	NO
Canoeing	YES	NO	YES	NO
Visiting historic sites	YES	NO	YES	NO
Bird watching/nature study	YES	NO	YES	NO
Walking/hiking/jogging	YES	NO	YES	NO
Picnicking	YES	NO	YES	NO
Driving for pleasure	YES	NO	YES	NO
Bicycling	YES	NO	YES	NO

2. Place an "X" on the scale to indicate your feelings about the Mississippi River in the Twin Cities. If you feel strongly, place your "X" near the word that best describes your feelings. If your feelings are less strong, place an "X" in one of the center spaces.

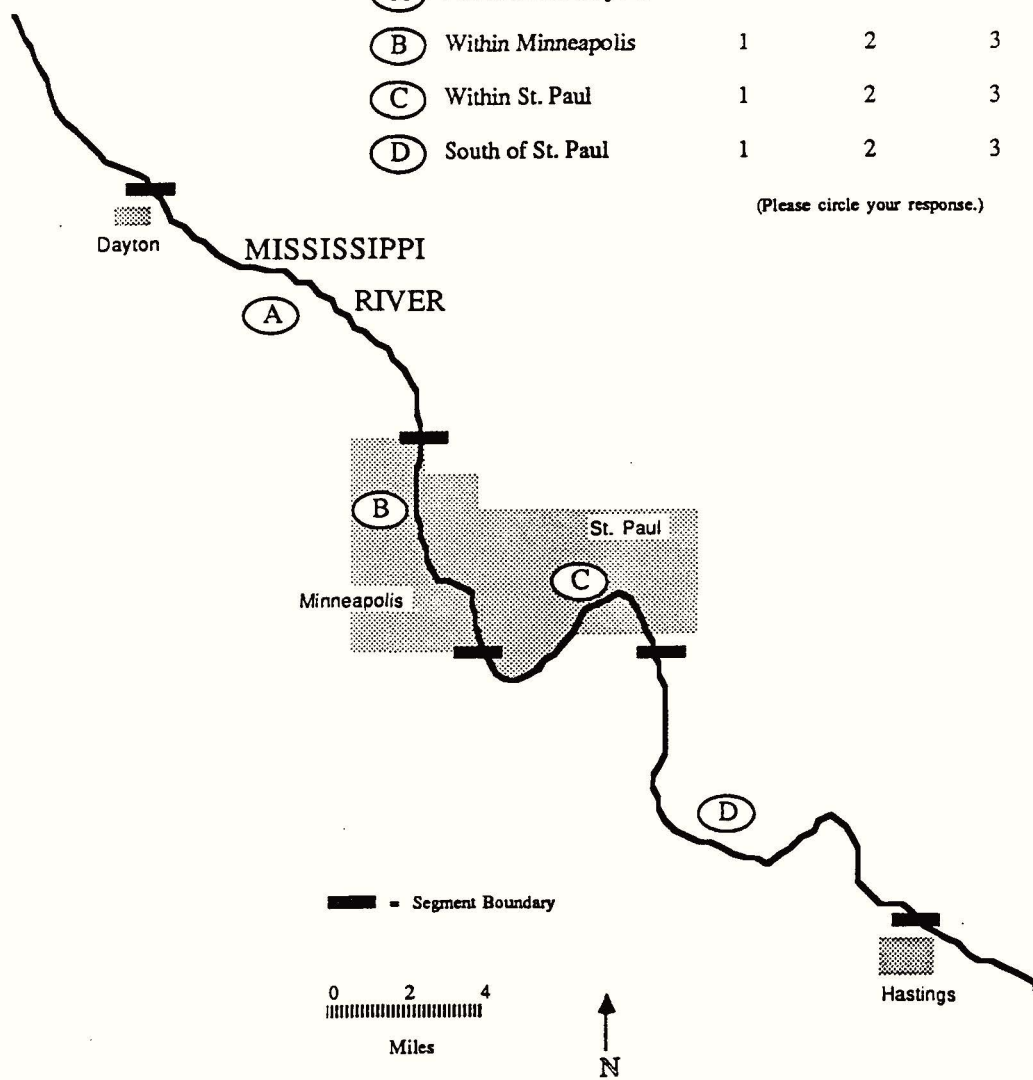
The Mississippi River is.....

important	:	:	:	:	:	:	unimportant
of no concern	:	:	:	:	:	:	of concern to me
irrelevant	:	:	:	:	:	:	relevant
means a lot to me	:	:	:	:	:	:	means nothing to me
useless	:	:	:	:	:	:	useful
valuable	:	:	:	:	:	:	worthless
beneficial	:	:	:	:	:	:	not beneficial
matters to me	:	:	:	:	:	:	doesn't matter
significant	:	:	:	:	:	:	insignificant
boring	:	:	:	:	:	:	interesting
unexciting	:	:	:	:	:	:	exciting
appealing	:	:	:	:	:	:	unappealing
mundane	:	:	:	:	:	:	fascinating
essential	:	:	:	:	:	:	nonessential
undesirable	:	:	:	:	:	:	desirable

3. How familiar are you with each segment of the Mississippi River in the Twin Cities?

	Not at <u>All</u>	Somewhat <u>Familiar</u>	Very <u>Familiar</u>
(A) North of Minneapolis	1	2	3
(B) Within Minneapolis	1	2	3
(C) Within St. Paul	1	2	3
(D) South of St. Paul	1	2	3

(Please circle your response.)



REMEMBER: The *Mississippi River in the Twin Cities* refers to the 72-mile stretch of river that runs from Dayton, MN, through Minneapolis and St. Paul, to Hastings, MN. This includes about 1.5 miles on each side of the river.

4. For each of the following statements about the Mississippi River in the Twin Cities, please **CIRCLE** the number that shows how much you disagree or agree with each. If you don't know, please circle "0" for Don't Know.

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Disagree Somewhat</i>	<i>Agree Somewhat</i>	<i>Agree</i>	<i>Strongly Agree</i>	<i>Don't Know</i>
The water quality of the Mississippi river is good.	1	2	3	4	5	6	0
The area along and near the Mississippi River is safe.	1	2	3	4	5	6	0
Recreational use of the Mississippi River is important to the economy of the Twin Cities area.	1	2	3	4	5	6	0
The Mississippi River is inviting.	1	2	3	4	5	6	0
Erosion of the Mississippi River's banks is a serious problem.	1	2	3	4	5	6	0
Commercial navigation (barges) on the Mississippi River in the Twin Cities is important to the economy of the upper midwest.	1	2	3	4	5	6	0
There are many conflicts between local residents and recreation users of the Mississippi River in the Twin Cities.	1	2	3	4	5	6	0
The Mississippi River is important to the economy of the Twin Cities area.	1	2	3	4	5	6	0

YOUR OPINIONS ABOUT QUALITY AND AVAILABILITY

5. Rate the current QUALITY and AVAILABILITY of the following facilities and opportunities that occur along or near the Mississippi River in the Twin Cities. **CIRCLE** the number that best describes your opinion of the *quality* and *availability* of each. Please include only those things you associate with the *Mississippi River in the Twin Cities*.

<u>QUALITY</u>						<u>AVAILABILITY</u>				
Very Poor	Poor	Good	Very Good	Don't Know		Not at All	Low	Medium	High	Don't Know
1	2	3	4	0	Opportunities to attend concerts, festivals, and arts performances	1	2	3	4	0
1	2	3	4	0	Boat access sites	1	2	3	4	0
1	2	3	4	0	Trails for walking, hiking and biking	1	2	3	4	0
1	2	3	4	0	Scenic beauty	1	2	3	4	0
1	2	3	4	0	Educational displays and programs	1	2	3	4	0
1	2	3	4	0	Undeveloped (natural) public land	1	2	3	4	0
1	2	3	4	0	Residential developments	1	2	3	4	0
1	2	3	4	0	Public facilities (restrooms, water fountains)	1	2	3	4	0
1	2	3	4	0	Historical attractions	1	2	3	4	0
1	2	3	4	0	Marinas	1	2	3	4	0
1	2	3	4	0	Quiet areas to sit and view the river	1	2	3	4	0
1	2	3	4	0	Recreation-based small businesses (shops, restaurants)	1	2	3	4	0

YOUR OPINIONS ABOUT MANAGEMENT OF THE MISSISSIPPI RIVER

6. Listed below are potential management actions for the Mississippi River in the Twin Cities.

How do you feel about each of the following management actions? (CIRCLE the number that shows how much you oppose or support EACH action).

<u>Management Action</u>	<u>DEGREE OF SUPPORT</u>						
	<u>Strongly Oppose</u>	<u>Oppose</u>	<u>Oppose Somewhat</u>	<u>Support Somewhat</u>	<u>Support</u>	<u>Strongly Support</u>	<u>Don't Know</u>
Develop new programs to improve water quality.	1	2	3	4	5	6	0
Develop additional public access sites for boating on the Mississippi River.	1	2	3	4	5	6	0
Develop additional trails for hiking, walking, or biking along or near the Mississippi River.	1	2	3	4	5	6	0
Create areas for scenic vistas along or near the Mississippi River.	1	2	3	4	5	6	0
Develop additional picnic areas along or near the Mississippi River.	1	2	3	4	5	6	0
Create speed zones for recreational boats on the Mississippi River in the Twin Cities area.	1	2	3	4	5	6	0
Increase efforts to restore the natural environment of the river area.	1	2	3	4	5	6	0
Improve the safety of facilities, trails and access points (railings, lighting).	1	2	3	4	5	6	0
Speed up implementation of water quality programs.	1	2	3	4	5	6	0
Improve existing boat access sites.	1	2	3	4	5	6	0

DEGREE OF SUPPORT

<u>Management Action</u>	<u>Strongly Oppose</u>	<u>Oppose</u>	<u>Oppose Somewhat</u>	<u>Support Somewhat</u>	<u>Support</u>	<u>Strongly Support</u>	<u>Don't Know</u>
Provide increased parking at existing boat access sites.	1	2	3	4	5	6	0
Provide more visitor education on the commercial uses of the river.	1	2	3	4	5	6	0
Encourage more concerts, festivals, and art performances along the river.	1	2	3	4	5	6	0
Accommodate increased commercial navigation (barges) on the river.	1	2	3	4	5	6	0
Encourage the development of tourism/recreation based small businesses along or near the river.	1	2	3	4	5	6	0
Control new residential developments along or near the river.	1	2	3	4	5	6	0
Develop historic attractions along or near the river.	1	2	3	4	5	6	0

7. As a recreation area, how would you rate the Mississippi River *compared to other recreation areas* in the Minneapolis/St. Paul area? CIRCLE the number that corresponds to your rating.

1	2	3	4	5	6
Much Better	Better	Somewhat Better	Somewhat Worse	Worse	Much Worse

YOUR OPINIONS ABOUT TOURISM ALONG THE MISSISSIPPI RIVER

TOURISM - Tourism refers to people coming to the area along the Mississippi River in the Twin Cities for leisure activities (to eat out, shop, attend special events, hike, bike, picnic, boat, or sight see).

8. For each of the following statements about tourism along the Mississippi River in the Twin Cities, please CIRCLE the number that indicates the extent to which you disagree or agree with these statements. If you do not know, please circle "0" for Don't Know.

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Disagree Somewhat</i>	<i>Agree Somewhat</i>	<i>Agree</i>	<i>Strongly Agree</i>	<i>Don't Know</i>
Tourism near the Mississippi River in the Twin Cities stimulates investment and spending in the area.	1	2	3	4	5	6	0
The environmental impacts resulting from tourism are minor.	1	2	3	4	5	6	0
Tourism has resulted in increased noise pollution near the Mississippi River.	1	2	3	4	5	6	0
Tourism has encouraged the development of a variety of cultural activities (arts, crafts, music).	1	2	3	4	5	6	0
Tourism puts a burden on local community services (police, roads).	1	2	3	4	5	6	0
Tourism has improved the quality of life near the Mississippi River.	1	2	3	4	5	6	0
Tourism has strengthened the Twin Cities economy.	1	2	3	4	5	6	0
In recent years, the area near and along the Mississippi River in the Twin Cities has become overcrowded because of more tourists.	1	2	3	4	5	6	0
Preservation of natural resources has been an important result of tourism promotion along the Mississippi River.	1	2	3	4	5	6	0

	<u>Strongly Disagree</u>	<u>Disagree</u>	<u>Disagree Somewhat</u>	<u>Agree Somewhat</u>	<u>Agree</u>	<u>Strongly Agree</u>	<u>Don't Know</u>
Few people benefit economically from tourism near the Mississippi River.	1	2	3	4	5	6	0
Tourism has caused too much commercial development along the Mississippi River.	1	2	3	4	5	6	0
Tourism has less environmental impacts than most other industries.	1	2	3	4	5	6	0
Tourism has hurt plants and animals along or near the Mississippi River.	1	2	3	4	5	6	0
Because of tourism, there are more parks and recreation areas that local residents can use.	1	2	3	4	5	6	0
Most jobs created by tourism near the Mississippi River are low paying.	1	2	3	4	5	6	0
Conflicts exist between local residents and tourists in the Mississippi River area.	1	2	3	4	5	6	0
Steps should be taken to control commercial development along the Mississippi River to protect the river.	1	2	3	4	5	6	0
Tourism along the Mississippi River provides many worthwhile employment opportunities in the Twin Cities area.	1	2	3	4	5	6	0
Overall benefits of tourism along the Mississippi River outweigh the disadvantages.	1	2	3	4	5	6	0

THE FUTURE OF TOURISM ALONG THE MISSISSIPPI RIVER

9. Please CIRCLE the number that indicates the extent you disagree or agree with each future role of tourism along the Mississippi River in the Twin Cities. *Tourism refers to people coming to the area along the Mississippi River for leisure activities (to eat out, bike, hike, shop, picnic, boat or sight see).*

	<u>Strongly Disagree</u>	<u>Disagree</u>	<u>Disagree Somewhat</u>	<u>Agree Somewhat</u>	<u>Agree</u>	<u>Strongly Agree</u>	<u>Don't Know</u>
If tourism increases near the river, the overall quality of life for Twin Cities residents will improve.	1	2	3	4	5	6	0
If tourism increases along the river, it will hurt some other industries.	1	2	3	4	5	6	0
If tourism increases along the Mississippi River, it will cause increased environmental problems.	1	2	3	4	5	6	0
If tourism increases near the river, it will mean more jobs and a better economy for the Twin Cities.	1	2	3	4	5	6	0
If tourism increases near the river, residents of that area will pay more for everyday goods and services.	1	2	3	4	5	6	0
If tourism increases along the Mississippi River, people who live near the river will have greater recreational opportunities.	1	2	3	4	5	6	0
More should be done to attract tourists to the Mississippi River in the Twin Cities.	1	2	3	4	5	6	0
If tourism increases, the area near the Mississippi River will become overdeveloped.	1	2	3	4	5	6	0
If tourism increases near the river, Twin Cities residents will pay higher taxes to pay for the services tourists need.	1	2	3	4	5	6	0
Tourism is a good way to help the Twin Cities' economy in the future.	1	2	3	4	5	6	0

10. People may or may not benefit from the Mississippi River running through the Twin Cities. Please **CIRCLE** the number that shows how much the Mississippi River in the Twin Cities (and its various facilities, activities and services) has **BENEFITTED** you in terms of.....

DEGREE OF BENEFIT

	Not At <u>All</u>	<u>Slight</u>	<u>Moderate</u>	<u>Large</u>	Very <u>Large</u>
A high quality of life	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Scenic enjoyment	1	2	3	4	5
Improved community services (police protection, roads)	1	2	3	4	5
High property values	1	2	3	4	5
Employment	1	2	3	4	5
Increased access to parks and hike/bike trails	1	2	3	4	5
Access to natural areas	1	2	3	4	5
Good access to entertainment	1	2	3	4	5
Meeting people from other areas	1	2	3	4	5

11. People may or may not experience problems caused by the Mississippi River and its users in the Twin Cities. Please **CIRCLE** the number that shows how much you find each of the following to be a **PROBLEM**. If these problems do not apply to you, simply circle "1".

DEGREE OF PROBLEM

	Not At <u>All</u>	<u>Slight</u>	<u>Moderate</u>	<u>Serious</u>	Very <u>Serious</u>
Litter	1	2	3	4	5
Lots of noise	1	2	3	4	5
Fear for safety	1	2	3	4	5
Crowding of hiking trails, parks and other recreational activities	1	2	3	4	5
People trespassing on your property	1	2	3	4	5
Vandalism	1	2	3	4	5
Higher property taxes	1	2	3	4	5
Traffic congestion on roads along, or leading to, the river	1	2	3	4	5
Higher cost of goods and services	1	2	3	4	5
Bothered by alcohol and drug use along the river	1	2	3	4	5

PLEASE DON'T FORGET THE BACK PAGE!

12. How many years have you lived in the Twin Cities Area? _____ years
13. How long have you lived at your current residence? _____ years
14. What is your age, in years? _____ years
15. What is your gender? _____ female _____ male
16. Any other comments about the Mississippi River are welcomed. Please use this space to write your comments.

THANK YOU FOR YOUR HELP!

PLEASE DO NOT WRITE YOUR NAME OR ADDRESS IN THIS BOOKLET.

*PLEASE RETURN THIS BOOKLET IN THE ENCLOSED
POSTAGE PAID ENVELOPE.*