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# **ECONOMIC ANALYSIS OF THE 3<sup>RD</sup> ANNUAL MONO BASIN BIRD CHAUTAUQUA**



A report to the Mono Basin Bird Chautauqua Organizing Partners

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### *Executive Summary*

Recently, bird conservation organizations have begun to advocate bird watching or nature festivals to garner support for bird conservation and to build and provide a source of ecotourism income to communities. In a 2001 survey conducted by the US Fish and Wildlife Service, reporters found that 46 million, 1 in 5 people in the United States, casually observe wild birds near or in the backyard of their homes. Internationally, the number of bird festivals has grown to harness this rapidly growing sector of ecotourism. In 2002, the Mono Basin Bird Chautauqua was organized as a model for developing sustainable ecotourism for businesses in Mono County.

Lee Vining businesses supported the Third Annual Mono Basin Bird Chautauqua by offering special discounts to Chautauqua participants. Sixty-seven percent of those businesses received favorable business due to discounts. Several businesses noticed that Chautauqua participants returned to their businesses after the Chautauqua. Businesses showed considerable support for the event and an increased interest in becoming involved in planning and sponsoring the event in 2005. Additionally, a 2002 survey concluded that the Chautauqua did not have a significant economic impact on local businesses. However, this year's survey demonstrated that fifty percent of the businesses enjoyed a significant economic impact due to the 2004 Chautauqua.

Chautauqua participants' spent the majority of their money in Mono County on lodging, food and gifts. The average Chautauqua participant was between the ages of 60 and 69, female, not retired, college educated and earns a combined household income of between \$100,000 and \$150,000. Additionally, Chautauqua participants are predominately white and from suburban areas of California. The majority of respondents are active birders, with the majority having at least 20 years of birding experience and who enjoy the hobby on a regular basis as one of their most important outdoor activities.

Chautauqua participants claimed memberships in a variety of conservation organizations including national and local chapters of the Audubon Society, PRBO Conservation Science and the Mono Lake Committee. It would cost the average participant \$2061 to replace their wildlife watching equipment including binoculars, scopes and reference books. Chautauqua participants were overwhelmingly satisfied with their last wildlife watching experience in Mono County.

## *Introduction*

In recent years, bird conservation organizations have initiated programs focused on garnering support from bird-watchers (birders) for conservation. These programs draw large memberships, launch participatory citizen science programs, promote ecotourism and harness birders' conservation dollars for restoration and protection of habitat. In addition, many chambers of commerce and non-governmental organizations have joined together to cooperatively organize and host nature or bird festivals. Ecotourism defined as "responsible travel to natural areas that conserves the environment and improves the well-being of local people" is the tourist industry's fastest growing segment. And among eco-tourists, birders are the most numerous and act as catalysts for ecotourism (Cordell and Herbert 2002, Honey 1999, Groom et al. 1991). Rural communities across the globe have demonstrated that developing sustainable ecotourism creates a positive economic base for rural areas (Sekercioglu 2002).

Every five years the United States Fish and Wildlife Service conducts a large scale formal survey of its citizens to examine the current trends of outdoor recreation in the United States. The 2001 report demonstrated that wildlife-watchers in California alone number 5.7 million and contribute 2.6 billion dollars to California's economy (USFWS 2001). Further, 4 million survey respondents watched wild birds near or away from home in California. In order to further examine the country's interest in bird-watching, the Service produced an addendum to the general survey examining the demographic and economic trends of birding in the United States. The Addendum found that 1 in every 5 people in the U.S. watch birds and contribute 32 billion dollars in retail sales, 86 billion dollars in overall economic output and 13 billion dollars in state and federal income taxes (La Rouche 2003).

Lee Vining, CA (population 398) relies almost exclusively on summer tourism. With Mono Lake at the foot of town and a major pass leading to Yosemite National Park on the south end of town, the town of Lee Vining is visited by a significant number of eco-tourists. National and international tourists stream through the eastern Sierra from May through September creating the economic base for the local hospitality industry.

In 2002, the Mono Lake Committee, PRBO Conservation Science, Eastern Sierra Audubon Society, Mono Lake Tufa State Reserve and Mono Basin National Scenic Area began working together to create an annual bird festival in the Mono Basin. The Mono Basin Bird Chautauqua's (Chautauqua) mission is to enhance the appreciation and understanding of the Mono Basin's diverse and abundant bird life and to educate the public about the area's value to birds and people ([www.birdchautauqua.org](http://www.birdchautauqua.org)). The Chautauqua draws participants and presenters from all over the country to learn through workshops, field trips and evening presentations about the bird life of the Mono Basin. In three years, the attendance of the Chautauqua has grown roughly 30% each year, generating a supplementary non-resource extractive source of income for Lee

Vining while educating a wide audience of stakeholders. A 2002 economic survey on local businesses reported that the 1<sup>st</sup> Annual Chautauqua did not have a significant economic impact on local businesses (Houlihan 2002).

In 2004, the National Fish and Wildlife Foundation provided funding to support the Chautauqua. These funds were allocated to support surveys examining the economic impact of the Chautauqua on local businesses paired with an in-depth inquiry into the demographics and wild-life watching habits of the 2004 Chautauqua participants. The results and recommendations generated from these surveys will help to identify ways to maximize benefits to the local business community and further understand how to engage Chautauqua participants in conservation.

### *Methods*

Three independent surveys were conducted among two target audiences: (1) Lee Vining business owners and (2) 2004 Chautauqua participants. Business owners were surveyed during a casual interview before and after the Chautauqua. The survey design and interviews were conducted by the author with initial contact being made in June and follow up interviews being conducted in October 2004. Twelve local businesses were surveyed and a few businesses were not surveyed due to the lack on an on-site manager readily available for an interview. Businesses surveyed include Murphey's Motel, Mono Vista RV Park, Yosemite Gateway Motel, Mono Cone, Tioga Gas Mart, Best Western, El Mono Motel, Nicely's Restaurant, Bells Sporting Goods, 76 Station, Mono Market and the Mono Lake Committee Bookstore. Businesses not surveyed include Chevron, Black Bear Trading Company and Yosemite Outfitters (See Appendix A for business survey questions).

The 2004 Chautauqua attendees were asked to participate in two volunteer surveys: (1) evaluating the experience of the Chautauqua with a few questions regarding expenses and (2) a more comprehensive economic survey. The first survey was conducted during and shortly after the Chautauqua (June 18<sup>th</sup>- 20<sup>th</sup>, 2004) while the more comprehensive survey was conducted in October 2004. (see Appendix B for comprehensive economic survey questions).

In July of 2004, an email invitation was sent to the registered participants of the Chautauqua seeking volunteers to participate in the more comprehensive economic survey. Of the 258 registered participants, thirty-two people received and returned the survey representing 12% of the entire pool of participants. The survey was originally created by Fermata, Inc and was adapted for the Chautauqua (ABA 2004).

Due to the limitation of examining small populations, surveys resulted in low sample sizes. Analysis focused on descriptive summaries of data and results of the surveys should be interpreted with caution. In order to address the low sample size, data was pooled into groups when appropriate and was further summarized by the number of

responses on a question by question basis. The business survey focused on gathering qualitative descriptions of local business owners' experiences while the participant surveys gathered quantitative data to evaluate spending habits of participants and qualitative description of wildlife watching habits.

## *Results and Discussion*

### Survey of local businesses

Lee Vining businesses were surveyed to determine the economic impact of the Chautauqua. Various business interests were represented in the survey including three lodging services, two restaurants, three lodging/restaurants businesses, one gas and service station, one sporting goods store, one grocery market and one bookstore (Table 2). The survey results are summarized in Appendix A.

Eighty-three percent of the businesses were approached the 1<sup>st</sup> day of the Chautauqua and informed about the coming event and asked if they would be willing to offer a discount to participants. Fifty percent of the businesses offered discounts to participants and notably no motels offered discounts. Beginning in mid-June, Lee Vining motels enjoy full capacity every weekend. Therefore, lodging services do not need to offer discounts to draw in business. Additionally, most local lodging businesses donated a room or two for Chautauqua presenters to stay in during their visit. Of the businesses that offered discounts, 67% of the businesses received favorable business, one business stated that it was difficult to determine the discount's benefit and one business stated that it did not draw in noticeably favorable business.

Fifty percent of businesses noticed an increase in business during the Chautauqua weekend, one business was unsure and 42% stated that there was no increase. The increase of business largely benefits restaurants and retail stores. In 2004, all motels were full the day before the event with many participants making advanced reservations months before the event. Of the six businesses that experienced an increase in business, the average increase was 23% with a minimum 10% increase and a maximum 40% increase.

Thirty-three percent of the local businesses enjoyed a significant economic impact to their summer business, 42% did not and 25% were unsure. Excluding the motels, sixty-three percent of food and retail businesses enjoyed a significant economic impact due to the Chautauqua (n=8). Businesses that significantly benefited from the Chautauqua suggested that their business increased due to the timing of the event (e.g. beginning of the summer season), increase of people visiting during the off-season and the change of Mono Lake increasingly becoming a destination spot rather than simply a stop-over location. Businesses that did not experience a significant economic impact suggested that their business is increasing due to factors other than the Chautauqua and that the impact was positive but not necessarily significant.

Sixty-seven percent of respondents observed Chautauqua participants returning later in the summer to their business, 16.5% were unsure and 16.5% did not observe any return business. The estimated length of stay for returnees was three days.

Businesses had a few suggestions regarding how event organizers could further increase their business during and after the Chautauqua. The most frequent suggestion from motel owners was to host the Chautauqua a few weeks earlier in the season when they are not already at capacity every weekend. Other suggestions included increasing the number of participants, giving them more free time, and arranging better discounts for participants before the event. Seventy-five percent of the businesses were interested in an informational packet about the local birds and information of local birding spots. It was further suggested that this packet remain simple and easy to share with employees.

In addition, businesses were asked about their interest in future Chautauqua planning. Most businesses showed interest in future Chautauqua planning: Seventy-five percent are interested in the idea of offering discounts, 50% are definitely interested in being a supporting business while 25% are interested but requested more information. Businesses were interested in providing food or beverages at different events, donating food and helping to create a well-rounded quality event.

General economic survey of Chautauqua participants

Of the 258 registered participants, 17% submitted the evaluation with information regarding their expenses. The average participant spent \$58.24 on food, \$124.45 on lodging and \$43.57 on other expenses including gifts, books and souvenirs during their trip to the Mono Basin for the Chautauqua (Table 1). If each participant spent a similar amount on their expenses, the 2004 Chautauqua participants potentially spent \$15,000 on food, \$32,000 on lodging and \$12,000 on gifts and souvenirs totaling \$59,000 dollars.

Table 1: Summary of general Chautauqua participant survey.

<b>Expense</b>	<b>Total</b>	<b>Mean</b>	<b>Min</b>	<b>Max</b>
Food (n=44)	\$2562.50	\$58.24	0	\$150.00
Lodging (n=42)	\$5227.00	\$124.45	0	\$500.00
Books, gifts, etc (n=43)	\$1917.00	\$43.57	0	\$200.00

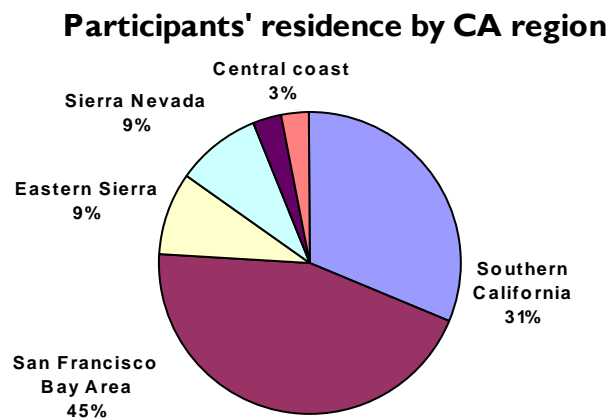
Comprehensive economic survey of Chautauqua participants

**Participant demographics** (Appendix B, Section 3)

The majority of survey participants were between the ages of sixty to sixty nine years with an average age of 55 years and a range of 22 to 78 years old. Sixty-three percent

were female and 50% lived in households with 2 people, an additional 28% lived alone. Twenty-eight percent of the survey participants earned a combined household income of \$100,000 to \$149,000 and 59% were not retired. All respondents had at least one year of college education with the nearly half of participants having attended graduate school for advanced degrees. Participants were predominately white and reside in suburban areas. All the survey respondents live in California with the majority of participants coming from the San Francisco Bay Area and Southern California (Figure 1).

Figure 1:



### **Evaluation of participants' wildlife watching habits.** (See Appendix B, Section 1)

All participants stated that they had traveled in the past 12 months away from home for the primary purpose of wildlife watching and all but one participant claimed they had traveled for the primary purpose of birding. Thirty-nine percent of the participants considered themselves active birders. An active birder was defined as a person who travels infrequently away from home specifically to bird, who may or may not belong to a local birding club, who subscribes to general interest bird magazines, who participates in but does not lead local field trips or seminars, who keeps a general list of birds seen, and for whom birding is an important but not an exclusive outdoor activity. Participants displayed a wide range of birding experience with many having more than 20 years or 0- 5 years. Forty-eight percent considered birding to be their most important outdoor activities with 29% considering birding to be one of many outdoor activities. Over half (52%) of the participants considered their birding skills to be equal to that of other birders in general, with 35% claiming they were less skilled than their peers.

An overwhelming 87% of the participants claimed membership in a variety of local, state or national birding or conservation organizations with the National Audubon Society and local chapters garnering the support of 68% of the participants (Table 3).

Almost half of the participants were members of and the Mono Lake Committee and 45% were members of PRBO Conservation Science. Thirty-nine percent of the participants were members of the American Birding Association and 35% members of The Nature Conservancy.

Table 3: Number of members by conservation organization.

<b>Organization</b>	<b>Members</b>
Audubon Society (national and local)	21
Mono Lake Committee	16
PRBO Conservation Science	14
American Birding Association	12
The Nature Conservancy	11
Sierra Club	5
National Resources Defense Council	2
American Bird Conservancy	1
Big Sur Ornithology Lab	1
Western Field Ornithologists	1

Participants were asked to estimate the replacement cost of their equipment. Nearly all participants owned binoculars with replacement costs ranging for \$20 to \$1,500 with an average of \$751. Sixteen participants owned a spotting scope and tripod with an average cost of \$1,144. Twelve participants owned camera equipment with an average replacement cost of \$102. Most participants own books and field guides with costs ranging from \$10 to \$3000 and averaging \$436. Other equipment costs included tape recorders, binocular straps and vests. All wildlife watching related equipment would cost the average participant approximately \$2,061 to replace.

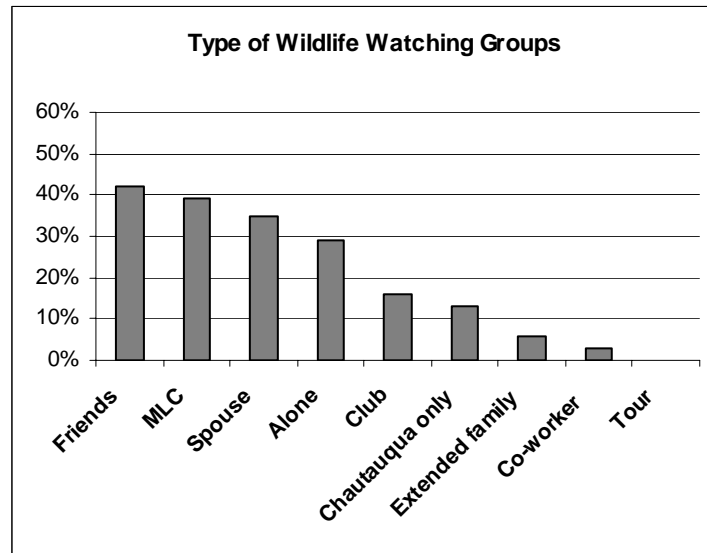
The average participant took 11 trips away from home to expressly bird in the past year averaging 3 days a trip. Additionally, participants spend on average 65 days in California, 4 days in the United States excluding California and 3 days out of the United States watching birds.

### **Evaluation of participants' most recent visit to Mono County (Appendix B, Section 2)**

Participants spend the most number of days watching birds or other wildlife in the Mono Basin in summer (June – August) and half as much time in the fall (September – November). 52% visited in June and at least 41% of the participants returned after the Chautauqua (July – October). On their last trip to the Mono Basin the average participant spent 5 days and 4 nights. Additionally, participants spent 87% of their time birding or watching wildlife with one to two other people. Within Mono County, participants birded or watched wildlife with friends, their spouse and the Mono Lake Committee's Natural History Field Seminars (Figure 2). Conversely, no respondent participated in a professional tour in Mono County.



Figure 2: Type of groups participants' watched wildlife with within Mono County, 2004.



The average participant traveled 256 one-way miles to reach Mono County and spent \$61.68 on a personal vehicle including fuel. Fifteen participants stayed in a motel spending \$200.33 per person/visit, 4 stayed at an RV Park spending \$171.51 per person/visit and 4 camped paying an average of \$24 per person/visit. Most participants ate in local restaurants spending anywhere for \$10 to \$250 and averaging \$90.36. The majority of participants also purchased groceries spending on average \$45.93 in Mono County. Including transportation, lodging, food, souvenirs, entrance or registration fees and other purchases the average survey participant spent \$323.27 in Mono County on their most recent visit.

Seventy-three percent had other interests in Mono County besides birding or watching wildlife including sight-seeing, visiting family and friends and hiking. Conversely, no respondent showed interest in shopping. Only one additional good was suggested, a Mono Basin Bird shirt. Eighty-four percent of the participants visited County Park, 81% visited Mono Lake Tufa State Reserve, 74% visited Yosemite National Park and 39% visited Crowley Reservoir. Participants were most interested in seeing Osprey, Bald Eagle, Pinyon Jay, Gray-crowned Rosy Finch, Black-backed Woodpecker, Greater Sage Grouse, shorebirds, and warblers.

Survey participants were overwhelmingly satisfied with their most recent trip to Mono County, with 45% being extremely satisfied and 52% being very satisfied. Finally, 90% plan on returning to bird or watch wildlife in Mono County in the next 12 months.

### ***Recommendations***

The 3<sup>rd</sup> Annual Mono Basin Bird Chautauqua participants do not differ considerably in demographics or wildlife watching habits when compared to the national survey participants (USFWS 2001). Therefore, it is unnecessary to further survey the participants. However, the survey did reveal that the Chautauqua participants are both active birders and members of conservation organizations. Participants demonstrated a commitment to gain skills in birding and spend money pursuing their interests. It would be appropriate to provide more engaged activities for the participants during the Chautauqua, for example having a trash-pickup day or a volunteer survey of the Basin's birds.

Lee Vining businesses are increasingly benefiting from the Chautauqua and are interested in participating in supporting the festival. Increased collaboration with local businesses will naturally strengthen the relationship between the organizing partners and businesses resulting in an improved festival. The business communities of June Lake and Bridgeport are probably experiencing spill over from the Chautauqua and it would be advantageous to formally survey these business to evaluate their economic benefits.

### *Acknowledgements*

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Appendix A: Mono Basin Bird Chautauqua Business Survey results, 2004.

1. Did an organizer make pre- Chautauqua contact with you?

Yes	10	83%
No	2	17%

2. Did your business offer a discount to participants?

Yes	6	50%
No	6	50%

3. Did the discount(s) you offered draw in *favorable* business?

Yes	4	67%
Hard to say	1	17%
No	1	17%
Not applicable	6	

4. Did your business increase during the Chautauqua weekend (June 18- 20, 2004)?

Yes	6	50%
No	5	42%
Unsure	1	8%

Estimated rate of increase      Average      23% Range (Min. 10% -Max. 40%)

5. Did the Chautauqua have a significant economic impact on your summer business?

Yes	4	33%
No	5	42%
Maybe	3	25%

Reasons why

- ◇ Helps for the beginning of the season
- ◇ Seeing a lot more people in the off-season
- ◇ 1st big weekend of the summer
- ◇ People intentionally shop at store to support organization
- ◇ Mono Lake is increasingly a “destination point” rather than a stop-over location

Reasons why not

- ◇ Business is increasing already
- ◇ Impact is positive but not significant
- ◇ Perhaps no increase because participants are vegetarian
- ◇ Most motels are already at capacity

6. Did you have Chautauqua visitors return to your business?

Yes	8	67%
No	2	16.5%
Not sure	2	16.5%
Length of stay	Average 3 days	

7. Do you have suggestions for the organizers on what they can do to further increase your business *during and after* the Chautauqua?

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- ◇ Perhaps moving event to the 1st week of June
- ◇ Allow participants to have more free time to spent at local businesses
- ◇ 1-week earlier before “main summer season”
- ◇ Increase number of people that can attend
- ◇ Potentially move event to earlier in the summer
- ◇ Keep track of where people are staying
- ◇ Arrange a better discount for participant beforehand
- ◇ Host event in October or May

8. Would you be interested in participating as a supporting business next year?

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Yes	6	50%
No	3	25%
Maybe	3	25%

Ways to support Chautauqua

- ◇ Provide food or beverages at different events
- ◇ Food donations and participant discounts
- ◇ Interested in creating a well-rounded quality event

9. Would information on the local birds, their natural history and ecology and places to suggest to people; help you in providing better information to your costumers?

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Yes	9	75%
No	3	25%

10. Would you be interested in offering a discount to participants next year?

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Yes	7	58%
No	5	42%

11. Do you have any specific suggestions to improve how we work with local businesses?

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- ◇ More pre-contact before the event
- ◇ Working through the Chamber is adequate
- ◇ No negative feedback
- ◇ No suggestions
- ◇ Publize discounts
- ◇ Pre-planning in winter
- ◇ More bird info
- ◇ Keep the communication lines open
- ◇ More brochures to have at front desk

12. Does the button help to identify the Chautauqua participants? What do you think about the button?

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Yes	11	92%
No	1	8%

Suggestions/Comments:

- ◇ Ask participants to make it more visible
- ◇ Provides a way to identify participants to welcome them and to offer courtesy discounts without customers needing to ask for it.

13. Would you be interesting in supporting the Birding Trail Map?

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Yes/maybe	11	92%
No	1	8%

**SECTION I. Evaluation of participants' wildlife watching habits.**

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Q1. In the past 12 months, did you travel away from home (more than one mile from your primary residence for the primary purpose of observing, feeding or photographing wildlife (wildlife watching)? (n=32)

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Yes	32
No	0

Q2. More specifically, in the past 12 months did you travel away from home (more than one mile from your primary residence) for the primary purpose of observing, feeding or photographing wild birds (birding)? (n=32)

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Yes	31
No	1

Q3. If you participate in birding, which best describes you? (n=31)

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Active	12	39%
Casual	11	35%
Committed	8	26%

***A committed birder***

In general, a person who is willing to travel on short notice to see a rare bird, who subscribes to a number of birding magazines (such as Birding) that specialize in the identification of birds and places where they may be seen, who leads field trips or seminars for local birding clubs, who keeps a detailed life list as well as a daily journal, who purchases ever-increasing amounts of equipment to aid in attracting, recording, and seeing birds, and for whom birding is a primary outdoor activity.

***An active birder***

In general, a person who travels infrequently away from home specifically to bird, who may or may not belong to a local birding club, who subscribes to general interest bird magazines (such as Wild Bird or Birdwatcher's Digest), who participates in but does not lead local field trips or seminars, who keeps a general list of birds seen, and for whom birding is an important but not an exclusive outdoor activity.

***A casual birder***

In general, a person whose birding is incidental to other travel and outdoor interests, who may not belong to a formal birding organization, who may read an article on birds in a local newspaper but does not subscribe to birding magazines, who keeps no life list, and for whom birding is an enjoyable yet inconsistent outdoor activity.



Q4. Compared to your other outdoor recreational activities (such as hiking, camping, hunting, fishing), how would you rate birding? (n=31)

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Your most important outdoor activity	15	48%
Your second most important outdoor activity	4	13%
Your third most important outdoor activity	2	6%
Only one of many outdoor activities	9	29%
No response	1	3%

Q5. How many years have you birded? (n=31)

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0 – 5 years	9	29%
6-10 years	7	23%
11-20 years	6	19%
+20 years	9	29%

Q6. Are you a member of any local, state, or national birding or conservation organizations? (n=31)

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Yes	27	87%
No	4	13%

Q7. Of which of the following organizations are you presently a member? (n=31)

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Audubon Society (local or national)	21	68%
Mono Lake Committee	16	52%
PRBO Conservation Science	14	45%
American Birding Association	12	39%
The Nature Conservancy	11	35%
Sierra Club	5	16%
National Resources Defense Council	2	6%
American Bird Conservancy	1	3%
Ventana Wilderness Society	1	3%
Western Field Ornithologists	1	3%

\* Detail does not add to total because of multiple responses and non response.

Q8. How do you compare your birding ability to that of other birders in general? (n=31)

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Less Skilled	11	35%
Equally Skilled	16	52%
More Skilled	4	13%

Q9. If you had to replace all of the equipment you use for birding with similar equipment, how much would the replacements cost? (n=31)

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	<u>Average</u>	<u>Minimum</u>	<u>Maximum</u>
Binocular (n=30)	\$751	\$20	\$1,500
Scope and Tripod (n=16)	\$1,144	\$200	\$2,000
Camera and Lenses (n=12)	\$102	\$100	\$2,700
Tape Recorder (n=7)	\$121	\$50	\$300
Books and Field Guides (n=27)	\$436	\$10	\$3,000
<u>Other (n=4)</u>	<u>\$57</u>	<u>\$10</u>	<u>\$100</u>
<b>Total</b>	<b>\$2,061</b>		

Q10. In the past 12 months, how many trips away from home did you expressly take to bird? (n=31)

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*Average*      10.52 Trips in the past 12 Months

Q11. What was the average length of a birding trip in days (n=31)?

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*Average*      2.65 Days

Q12. In the past 12 months, how many days did you bird in the following places? (n=31)

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*Average*  
65.13 Days in California  
4.26 Days in the United States, excluding California  
2.9 Days out of the United States  
**72.29 Total days in the past 12 months**

**SECTION 2. Expenditures and experiences in Mono County during participants' most recent visit.**

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Q13. In the past 12 months, did you travel away from home (more than one mile from your primary residence) to Mono County for the primary purpose of observing, feeding, or photographing birds or other wildlife? (n=31)

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Yes                      31            100%

Q14. In the past 12 months, how many days (by season) did you watch birds or other wildlife in Mono County? (n=31)

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*Average*

1.45    Days in Spring (March - May)

1.58    Days in Winter (December - February)

3.32    Days in Fall (September - November)

8.53    Days in Summer (June - August)

**14.89**    Total Days

Q15. When did your most recent trip away from home to Mono County to observe, feed, or photograph birds or other wildlife occur? (n=31)

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June                              52%

July                                3%

August                            26%

September                      6%

October                          6%

No response                    6%

Q16. How many total days and nights did you spend in Mono County this past trip? (n=31)

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*Average*

4.84    Days

4.0     Nights

Q17. Of your total days in Q16, how many days did you spend birding or watching other wildlife? (n=31)

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*Average*            4.19    Days

Q18. How many people, including yourself, were in your travel party? (n=31)

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*Average*            2.45    People

Q19. Within your travel party, how many people birded or watched wildlife? (n=31)

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*Average*      2.45    People

Q20. Within Mono County, what type of group(s) did you bird or watch wildlife with? (n=31)

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Friends	42%
MLC Natural History Field Seminar	39%
Spouse	35%
By Yourself	29%
Club or Organization	16%
Chautauqua only	13%
Extended Family	6%
Co-worker	3%
Professional Tour Group	0%

\* Detail does not add to total because of multiple responses and non response.

Q21. How (or from whom) did you learn about Mono County as a birding or wildlife watching destination? (n=31)

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Friends	42%
Family	16%
Birding	16%
Visit to area	13%
Printed Article	10%
Mono Lake Committee	10%
Organization or Club	6%
Travel Guide or Book	0%

\* Detail does not add to total because of multiple responses and non response.

Q22. How many one-way miles did you travel to reach Mono County from your home residence? (n=31)

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*Average*      256    Miles

Q23. During your last trip to Mono County for the primary purpose of birding or wildlife watching, how much did you spend (or your prorated share) on each of the following items in Mono County. (n=30)

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	<i>Average</i>	<i>Minimum</i>	<i>Maximum</i>
<i>Transportation</i>			
Air/Train/Bus Fares(n=0)	\$0	\$0	\$0
Personal Vehicle/Fuel (n=28)	\$61.68	\$9	\$160
Rental Vehicle/Fuel (n=0)	\$0	\$0	\$0
<i>Lodging</i>			
Hotel/Motel (n=15)	\$200.33	\$45	\$350
Bed & Breakfast (n=0)	\$0	\$0	\$0
Camping (n=4)	\$24	\$20	\$30
R/V Park (n=4)	\$171.51	\$150	\$193
<i>Food</i>			
Restaurants (n=28)	\$90.36	\$10	\$250
Groceries (n=27)	\$45.93	\$5	\$200
<i>Miscellaneous</i>			
Equipment (n=2)	\$34.50	\$19	\$50
Souvenirs (n=12)	\$32.92	\$10	\$75
Entrance/Registration Fees (n=17)	\$64.71	\$25	\$100
Other (n=6)	\$94.17	\$35	\$200
<b>Total</b>	<b>\$323.27</b>		

Q24. In addition to the above expenditures in Mono County and California for this trip, how much did you spend outside of California to make your most recent trip to Mono County? (n=31)

Not applicable, all participants reside in California.

Q25. What increase in expenses (over total trip cost in Q23) would have caused you to cancel the last trip to Mono County?(n=12)

*Average* \$366.67      *Minimum* \$100      *Maximum* \$1000

Q26. Please list additional goods and services that you might have purchased had they been available in Mono County. (n=31)

Mono Basin bird shirt	1
No response	30

Q27. During your most recent birding or wildlife watching trip to Mono County, which of the following sites did you visit? (n=31)

County Park	84%
Mono Lake Tufa State Reserve	81%
Yosemite National Park	74%
Crowley Reservoir	39%
Devils Postpile National Monument	10%
Bodie State Park	13%
Bridgeport Reservoir	6%
Inyo National Forest	3%
Rock Creek	3%

\* Detail does not add to total because of multiple responses and non response.

Q28. Please list the three birds or other wildlife species (or groups of species) that you were most interested in seeing in Mono County during your most recent trip.

<b>1st Choice (n=20)</b>	<b>Frequency</b>	<b>Percent</b>	<b>2nd Choice (n=19)</b>	<b>Frequency</b>	<b>Percent</b>
Osprey	5	25%	Bald Eagle	4	21%
Warblers	2	10%	Shorebirds	2	11%
Pinyon Jay	2	10%	Greater Sage Grouse	2	11%
Gray-crowned Rosy Finch	2	10%	Wilson's Phalarope	1	5%
Black-backed Woodpecker	2	10%	Nightjars	1	5%
Woodpeckers	1	5%	Migratory birds	1	5%
Nesting birds	1	5%	Long-tailed Jaeger	1	5%
Little Gull	1	5%	Golden Eagle	1	5%
hawks	1	10%	Gray-crowned Rosy Finch	1	5%

Green-tailed Towhee	1	5%	Eared Grebe	1	5%
California Gull	1	5%	Deer	1	5%
			Birds of Prey	1	5%
			Bats	1	5%
			American Avocet	1	5%

Q29. During your trip, did you have any additional interests in Mono County other than birding or wildlife watching? (n=30)

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Yes	22	73%
No	8	27%

Q30. What were those additional interests? (n=22)

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Sight-seeing	64%
Visiting Family or Friends	32%
Hiking	18%
Business	5%
Canoeing	9%
Shopping	0%

\* Detail does not add to total because of multiple responses and non response.

Q31. Overall, how satisfied were you with your most recent birding or wildlife watching trip to Mono County? (n=31)

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Not at all satisfied	0%
Slightly satisfied	0%
Moderately satisfied	0%
Very satisfied	52%
Extremely satisfied	45%
No response	3%

Q32. Do you plan to return to bird or watch wildlife in Mono County within the next 12 months? (n=31)

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Yes	90%
No	6%
No response	3%

**SECTION 3. Demographic information on participants (n=32)**

Q33. Age:

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<i>Age (by decade)</i>	<i>frequency</i>	<i>percent</i>
20s	2	6%
30s	2	6%
40s	7	22%
50s	7	22%
60s	8	25%
70s	4	13%
No response	2	6%

Average age: 55 years, range 22 – 78 years

Q34. Gender:

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Male	31%
Female	63%
No response	6%

Q35. How many people live in your household, including yourself?

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<i>Number of people</i>	
2	50%
1	28%
5	6%
3	3%
4	3%
No response	3%

Q36. What is your approximate annual household income, from all sources, before taxes?

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	<i>Frequency</i>	<i>Percent</i>
Less than \$10,000	0	0%
\$10,000 - \$19,999	0	0%
\$20,000 - \$29,999	2	6%
\$30,000 - \$39,999	2	6%
\$40,000 - \$49,999	3	9%
\$50,000 - \$59,999	3	9%
\$60,000 - \$69,999	2	6%
\$70,000 - \$79,999	2	6%
\$80,000 - \$89,999	2	6%
\$90,000 - \$99,999	2	6%
\$100,000 - \$149,999	9	28%
\$150,000 - \$199,999	0	0%
\$200,000 and above	2	6%
No response	2	6%



Q37. Are you retired?

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Yes	34%
No	59%
No response	6%

Q38. What is the last year of school you completed? Bold figures represent grouped data

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<i>Year of school completed</i>	<i>Frequency</i>	<i>Percent</i>
<b>College/ technical</b>	<b>16</b>	<b>50%</b>
13	3	9%
14	2	6%
15	1	3%
16	10	31%
<b>Graduate school</b>	<b>15</b>	<b>47%</b>
17	1	3%
18	5	16%
19	6	19%
20	3	9%
21 +	0	0%
No response	1	3%

Q39. Ethnicity

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Anglo	97%
Native American	0%
African-American	0%
Asian	3%
Hispanic	0%

Q40. Where is your permanent residence? (Bold figures represent sum of county residents by region)

<b>Region</b>	<b>County</b>	<b>freq</b>	<b>percent</b>
<b>Bay Area</b>		<b>12</b>	<b>44%</b>
	Alameda	4	13%
	San Mateo	3	9%
	San Francisco	2	6%
	Santa Clara	2	6%
	Marin	3	9%
<b>Southern California</b>		<b>10</b>	<b>31%</b>
	Los Angeles	6	19%
	Riverside	2	6%
	Orange	1	3%
	San Diego	1	3%
<b>Sierra Nevada</b>		<b>3</b>	<b>9%</b>
	Tuolumne	2	6%
	Nevada	1	3%
<b>Eastern Sierra</b>		<b>3</b>	<b>9%</b>
	Mono	2	8%
	Inyo	1	4%
<b>Central Coast</b>		<b>1</b>	<b>3%</b>
	Monterey	1	3%
Not Applicable	No response	1	3%

Q41. Which of the following best describes where you live?

Urban	28%
Suburban	34%
Rural (Non-Farm)	31%
Rural (Farm)	3%
No response	3%