Examining Outdoor Recreation Barriers, Amenity Preferences, and Communication and Outreach Needs of the Latino/Hispanic Community in and around the Denver Metro Region, Colorado

A research study conducted as an inter-agency research project for

Boulder County Parks and Open Space

Jefferson County Open Space

Denver Parks and Recreation

by

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Abstract

Demographic shifts in the U.S and the state of Colorado indicate a rapidly growing Latino/Hispanic population. Local open space agencies need to be cognizant of this change and work towards increasing Latino/Hispanic use in their parks to ensure long term support of their programs and land base. To better cater to the growing Latino/Hispanic population, open space agencies require an improved understanding of potential barriers that are limiting park and open space use; preferred amenity needs; and how to best communicate and reach out to this section of the community.

A two-stage, mixed-methods research project centered around the Denver metro region was undertaken that identifies and evaluates possible barriers to outdoor recreation, park amenity preferences, and the communication and outreach preferences and needs of the Latino/Hispanic community within the context of county open space. The initial geographic focus of the study was concentrated on the six-county region of Jefferson, Boulder, Adams, Arapahoe, Broomfield, and Denver counties. However, for purposes outlined in the report, the scope was opened to the broader Denver metro region. For stage one of this research project, a focus group including community leaders from the Latino/Hispanic community was proposed to help identify relevant barriers, amenity preferences, and communication and outreach needs of the Latino/Hispanic community. However, difficulties in accessing community members, with only two responses from the thirty-three people and organizations contacted, required a modification to the proposed project. Two in-depth qualitative interviews with the two respondents were conducted (one who identifies as Latino/Hispanic, another who does not), in place of the proposed focus group, to address the abovementioned aims of stage one of the research project.

This data, alongside a comprehensive literature review, helped inform stage two of the research project, which was a self-administered survey delivered via the Qualtrics Web-survey platform to Latino/Hispanic residents predominantly residing in and around the Denver metro region (n=485). On-site intercept surveys were also handed out to county open space visitors at four county open space areas (Bald Mountain Scenic Area, Corwina Park, Lagerman Preserve, Lair o' the Bear Park) in Denver, Jefferson, and Boulder counties (n=25). Only two respondents from the on-site intercept surveys self-identified as being Latino/Hispanic. Therefore, in total, 487 surveys were completed by those who self-identified as being Latino/Hispanic. The aim of this survey was to evaluate the identified barriers, amenity preferences, and communication and outreach needs of the Latino/Hispanic community among the broader population predominantly within the Denver metro region.

Findings indicate that the large majority of Latino/Hispanic respondents do visit parks/open space on an occasional or frequent basis. Motivations vary, but the importance of spending time with friends and family are widely shared. So too are the use of picnic tables and other built facilities. A range of barriers to visiting parks/open space were explored. While many were identified as being potential barriers by respondents, few were rated as strong barriers by a high number of respondents and a relatively low proportion of respondents indicated an inability to overcome them. Communication needs at parks/open space include information on maps, trails, opening hours, and rules and regulations, with interest also expressed in educational signage. The preference for bilingual signage at parks/open space was also noted. The role, importance, and preference of friends and family, followed by the Internet, was also identified. Statistically significant differences were identified between family generational groups and generation cohorts within the sample. Recommendations include efforts that the counties can undertake to increase overall interest in parks/open space among Latino/Hispanics, ensuring appropriate facilities and their maintenance are provided, ensuring clear signage and improved directional information to get to parks/open space, providing bilingual signage at parks/open space, improving information communicated on county websites, and efforts to communicate through social media platforms.

Introduction

Within the state of Colorado, Latino/Hispanics make up 21.1% of the total population (1.1 million), making them the largest racial minority within the state (U.S. Census 2016). More specifically, Latino/Hispanics make up approximately 15% in Jefferson County and 14% in Boulder County with figures in the surrounding counties of Adams and Denver, in particular, as high as nearly 40% (182,114) and 31% (201,019) respectively. As the Colorado population becomes increasingly diverse, it is important that the needs and interests of its ethnic groups are addressed.

Numerous studies have demonstrated that parks are valuable community resources for different racial/ethnic groups (Chavez, 2002; 2005; Stodolska, Shinew & Li, 2010). However, research also demonstrates that different racial/ethnic groups access and use parks in different ways (Carlson, Brooks, Brown & Buchner, 2010). Thus, in order to promote and increase park use among all segments of the community, managers need to be aware of these differences so that they can cater, where possible, accordingly. This also requires an understanding of barriers to participation, expectations for amenity and site development, and the communication and outreach needs of the Latino/Hispanic population. Research on use of public lands and urban parks demonstrates differences in recreation patterns, expectations from public land, amenity and site development preferences, and barriers to participation between Latino and non-Latino users (Chavez, 2001; 2002). At the same time, challenges in communicating and educating Latinos and Hispanics on differences in public land and appropriate park use have been identified, with education needs differing, not only regarding language, but the choice of mediums and channels through which to disseminate information, and how and from whom that information is disseminated (Chavez, 2005).

Thus, for county open space agencies to effectively communicate, attract, and cater to the needs of its Latino/Hispanic populations, there is a need for greater understanding of the potential barriers limiting access and use to county open space, amenity and site development preferences, and the most appropriate communication and outreach methods. While existing studies typically treat all Latinos and Hispanics as one group (Chavez, 2001; 2002; Chavez & Olsen, 2009), it is also argued that a more nuanced understanding of in-group differences is invaluable so that appropriate management and communication strategies can be implemented that address any identified differences in preferences and needs. For example, distinction among the Latino/Hispanic community regarding age and whether they are first generation, second generation, third generation migrants to the U.S. could identify valuable in-group differences previously unidentified.

Study Objectives and Hypotheses

The following objectives for this research focused on the Latino/Hispanic community within this region were as follows:

Objective 1. To identify and evaluate any barriers to outdoor recreation.

Objective 2. To compare barriers to outdoor recreation among different family generational groups (e.g. 1st generation residing in the USA) and generation cohorts (e.g. Baby Boomers, Millennials, etc.) within the Latino/Hispanic community.

Objective 3. To provide specific recommendations on how county open spaces can overcome identified barriers recreation.

Objective 4. To identify and evaluate park amenity preferences.

Objective 5. To compare differences in park amenity preferences among different family generational groups and generation cohorts within the Latino/Hispanic community.

Objective 6. To identify and evaluate the communication and outreach preferences and needs of different family generational groups and generation cohorts within the Latino/Hispanic community.

Objective 7. To provide recommendations on best practices for outreach and communication to different family generational groups and generation cohorts within the Latino/Hispanic community.

These objectives are based on the following hypotheses:

Hypothesis 1. There are barriers limiting Latinos/Hispanics from visiting county open space.

Hypothesis 2. Barriers differ among different family generational groups and generation cohorts within the Latino/Hispanic community.

Hypothesis 3. Preferences for activities and amenities differ among family generational groups and generation cohorts within the Latino/Hispanic community.

Hypothesis 4. Preferred communication and outreach efforts differ among family generational groups and generation cohorts within the Latino/Hispanic community.

Methods

A two-stage, mixed-methods approach to research was proposed. Stage 1 involved qualitative interviews with two prominent members of the Latino/Hispanic with significant research experience in Latino/Hispanic participation in public outdoor recreation. Stage two was a self-administered survey of a sample of Latino/Hispanics in Colorado counties through both onsite intercept surveys and the web-based survey platform, Qualtrics.

Stage 1: In-depth qualitative interviews with two prominent members of the Latino/Hispanic community

Stage one was planned to be a focus group with prominent members of the Latino/Hispanic community, which would provide an in-depth investigation of barriers, amenity preferences and needs, and communication and outreach preferences of the Latino/Hispanic community in, and around, the Denver metro region. It was thought that these 'community leaders' would be able to assist in clarifying, expanding on, and contextualizing identified barriers, amenity preferences and needs, and communication and outreach preferences of the Latino/Hispanic population that have been previously identified in the academic literature. In addition, it was hoped that they would be able to assist in providing researchers with access to a broader cross-section of the Latino/Hispanic community by distributing the stage two survey instrument to their constituents to better improve the likelihood of response. This type of sampling, where participants are contacted via recommendations and referrals is known as snowball sampling (Biernacki & Waldorf, 1981).

Purposive sampling, also referred to as convenience and judgmental sampling, involves the selection of participants based on both their appropriateness for inclusion and ease of access (Jennings, 2001). This method of sampling was used to first identify potential focus group participants through a web-based search of churches, community centers, chambers of commerce, local government officials, and local non-profit organizations relevant to the Latino/Hispanic community in, and around, the Denver metro region. The aim was to get at least six community leaders to participate in the focus group, with a maximum of 12 participants. This way all participants would get an opportunity to contribute to the conversation, and facilitation does not become unwieldy.

Upon embarking on stage one of the proposed methodology, barriers regarding access to prominent members of the Latino/Hispanic community were encountered. Researchers identified a list of thirty-three relevant non-profit and community organizations, churches, and other groups, from which 'community leaders' could be contacted. Emails and phone calls explaining the research project and inviting their participation were sent to these organizations and individuals, which included churches, community centers, chambers of commerce, local government officials, and local non-profit organizations

relevant to the Latino/Hispanic community. Only two responded and were willing to participate in our first stage of the research. One of these participants, a Latino/Hispanic employee with the United States Forest Service, was identified due to research activity focusing on attitudes and beliefs of the Latino/Hispanic regarding recreation on public lands. The other participant was also a researcher selected for his engagement, training, and research with Latino/Hispanic communities around the world. While this participant works closely with Latino/Hispanic communities around the world, they do not identify as Latino/Hispanic.

Due to scheduling difficulties, two in-depth qualitative interviews, as opposed to a single group interview, were conducted with these participants to provide detailed insight into potential barriers, amenity preferences and needs, and communication and outreach preferences of the Latino/Hispanic community in, and around, the Denver metro region. The qualitative data from these interviews were used to inform the broader survey used in stage two, alongside a comprehensive review of the academic literature.

Stage 2: Survey to the broader Latino/Hispanic community

Qualitative data from stage one of the research project was used, together with a detailed review of the relevant academic literature, to develop the survey instrument for stage two. Given that this research was partly focused on examining the barriers to visiting parks/open space, the researchers sought to focus data collection at sites away from county parks and open space. This was to avoid the common problem of "displacement", whereby respondents are limited to those at a park, and does not consider those who do not visit the park for a variety of reasons. Rather, it seemed more pertinent to find Latinos/Hispanics who were not visiting county parks and open space and find out why.

However, due to the barriers faced in contacting prominent leaders of the Latino/Hispanic community, the aim of distributing the stage two email surveys through Latino/Hispanic community leaders to a broader cross-section of the community, was not possible. Additionally, the initial idea presented in the proposal for this research to collect most of the data from popular spaces where members of the Latino/Hispanic community commonly frequent, such as supermarkets, churches, etc., was met with concern from both stage one participants due to the current political climate regarding immigration status. Thus, alternative methods for collecting data from Latino/Hispanics away from county parks and open space, were both required and encouraged.

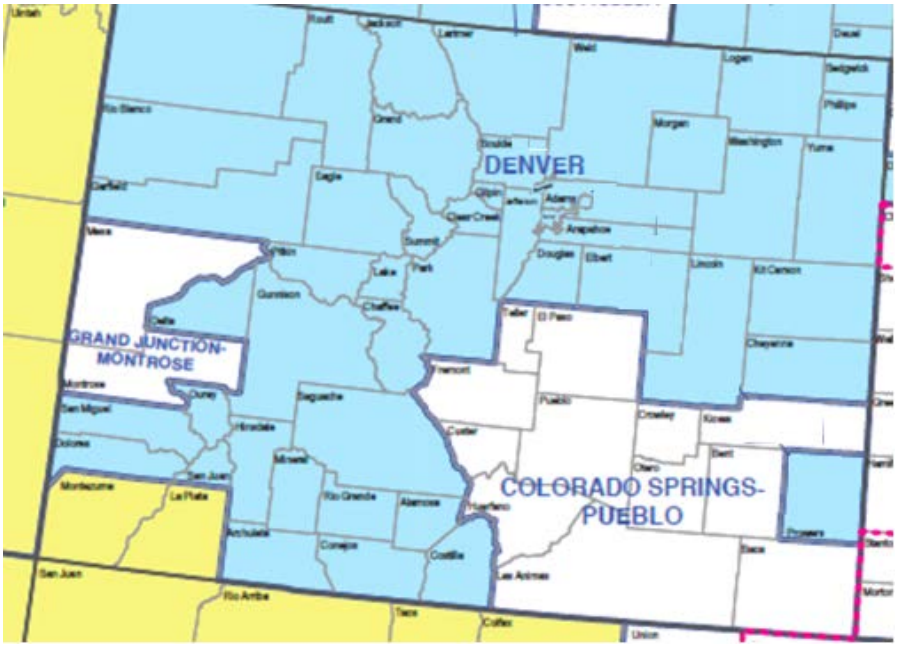
Through the process of developing the stage two survey instrument for online delivery, the researchers identified a Web-based survey software company, Qualtrics, that allows researchers to build, distribute, and analyze online surveys in real time. Given that Qualtrics has access to an extensive list of

people of varying demographics across the United States, and can provide this at an affordable price, it was a desirable alternative for distributing this survey, given the difficulties the researchers had in accessing the Latino/Hispanic population in the region, and the time and monetary constraints faced, to ensure significant engagement from the Latino/Hispanic community in the six-county region.

Individuals who clicked on the study Web link were directed to the Qualtrics survey where they were required to consent online before being screened for eligibility. The survey was used to screen individuals based on the following inclusion criteria: those of 18 years or older, who self-identified as being of Latino/Hispanic ethnicity. Qualtrics was programmed to end the survey if the participant did not qualify, based on the screening criteria. Geographic parameters of the original six country region of Jefferson, Boulder, Adams, Arapahoe, Broomfield, and Denver were used, with surveys only sent to Internet Protocol (IP) addresses associated with a physical address in the six-county region. A total of n=292 respondents was received. However, to obtain a large sample size to allow more rigorous analyses to be performed, the six-county geographic region had to be expanded to include the counties in blue within the state of Colorado, as shown below (see Figure 1 below). Individuals were limited to one survey attempt per Internet Protocol (IP) address. Additionally, participants were asked if they had already taken the survey. Anonymity of survey participants was ensured by not collecting any identifying information.

A total of 8,752 email invitations to complete the survey via the Web link were sent. Of those, a total of 485 participants completed the survey, a 5.5% response rate. All 485 surveys were included in the survey with unanswered questions coded as missing values.

Figure 1. Geographic distribution of Stage 2 survey participants (Colorado Counties Only)



On-site intercept surveys were also administered by a two-person research team on weekends during September and October 2017, at four county open space locations which were suggested by representatives by representatives from Boulder, Denver, and Jefferson counties (see Table 1 below). Given that it was not possible for researchers to identify, solely based on appearance, who self-identifies as being a part of the Latino/Hispanic community, a random sampling method was used, with every next available individual encountered approached to participate in the survey. In total, 31 individuals were approached to take the survey, with 6 refusals (81% response rate).

Table 1. On-site intercept survey data collection

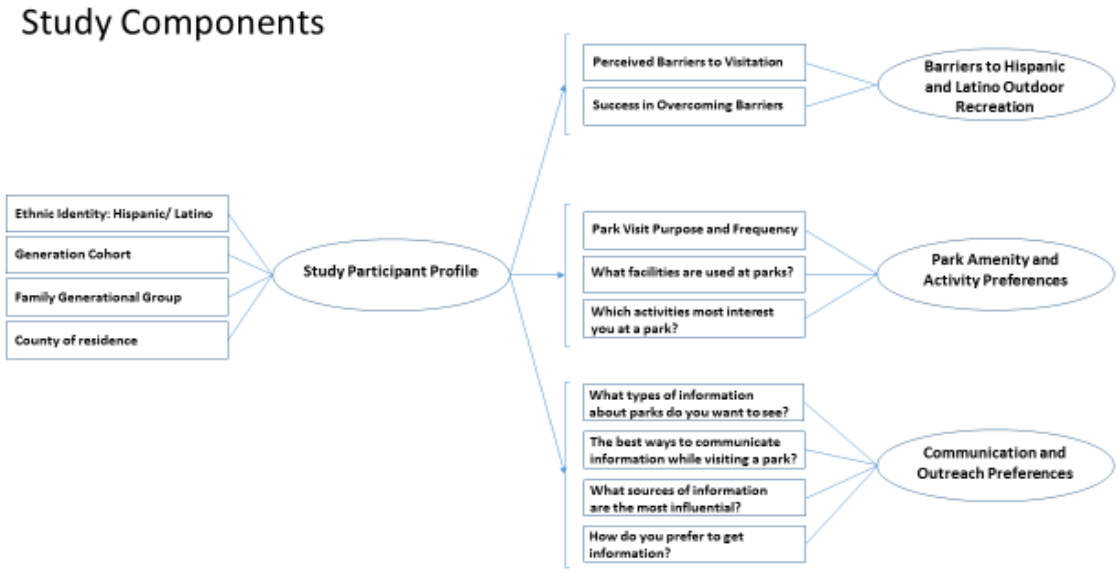
Date	Location	County	Number of responses	Refusals
09-04-17	Lagerman Preserve	Boulder County	3	1
09-09-17	Bald Mountain Scenic Area	Boulder County	5	0
09-10-17	Lair o' the Bear Park	Jefferson County	12	5
10-28-17	Corwina Park	Denver County	5	0
		Total:	25	6

Only two of the twenty-five respondents self-identified as Latino/Hispanic, which is not surprising given that the impetus for this research is the low visitation at county open space among the Latino/Hispanic community. As such, only these two surveys were included in the data analysis, with the focus of this research on examining members of the Latino/Hispanic community. The total number of surveys included for data analysis was therefore n=487.

Survey Instrument Development

The survey instrument was designed to provide in-context responses from participants to issue areas identified through the literature review process and also from stage one of this research project. These issues include barriers to participation and visitation in the Latino/Hispanic communities, park recreation and amenity preferences and preferred means of communicating with these groups both broadly at a community level and during park visitation.

Figure 2. Incorporation of study components in survey instrument



Respondent groupings

The survey instrument for this study was designed to identify and describe the complex nature of the self-identified Latino/Hispanic community in the broader Denver metro region whose members may be participants in outdoor activities at any of the regions parks, open space or natural area resources. A review of literature regarding participation in outdoor activities found that significant differences exist in park visitation patterns, recreation activity participation rates and perceived benefits between Hispanic and Latino and non-Hispanic White populations (Stodolska, et al., 2010). Previous studies also point to differences among Latino or Hispanic groups regarding recreation activity and site development preferences, perceptions of public lands and perceived barriers to participation (Chavez, 2001; 2002).

To address these findings in the context of this study, the survey instrument (see Appendix A for the English version and Appendix B for the Spanish version) asks respondents first to identify their *county of residence*, to determine that they reside within the study area, as well as identify themselves as members of the target ethnic group, along with certain aspects of their group identity that may be relevant to the study. Respondents were asked to dichotomously identify as either *Latino/Hispanic*, or not Latino/Hispanic. Within the target population group, respondents were also asked to identify their *generation cohort* and their *family generational group*. Generation cohort is determined by grouping respondents by *birth year* in accordance with statistical guidelines established by the U.S. Census Bureau identifying generation cohorts: "Traditionalists or the Silent Generation," "Baby Boomers," "Generation

X," "Generation Y or "Millennials" (U.S. Census Bureau, 2010). The study further asks respondents to self-identify with a family generation cohort by selecting "1st generation of my family residing in the USA," "2nd generation of my family residing in the USA," or "3rd generation of my family residing in the USA".

Barriers to participation

Studies also indicate that Latino/Hispanic and other non-White ethnic groups describe barriers to recreation participation and visitation to parks and perceived ability to overcome specific barriers. Reported barriers include: not being aware of parks, family responsibilities and time, safety concerns, distance and lack of transportation, not knowing how to get to parks, and parks not having facilities that meet their recreational needs (Chavez, 2005; Burns, Graefe, Covelli, 2006; Hickox, 2008; Carlson, Brooks, Brown & Buchner, 2010). Addressing these findings, the study uses psychographic measures, employing a five-point Likert-type scale (Likert, 1931; 1974), that measures agreement from "strongly disagree" to "strongly agree" with statements regarding barriers to visitation and participation such as, " I don't know where to go," "I don't have enough time," "I don't feel comfortable there," "there are not enough people that look like me," and "there is a lack of facilities that I like to use." In contrast, the study also asks participants to assess their ability to overcome each of these barriers from "not at all," to "completely".

Park amenity availability and preference

Literature in this area suggests that significant differences exist between Latino/Hispanic and non-Hispanic White populations in terms of park amenity preferences and perceived availability of desired park features and amenities (Chavez, 2001; 2002; 2005; Stodolska, et al., 2010). To address these findings regarding the target population within the study area, the survey instrument asks respondents to identify how often they have visited parks, the relative importance of specific reasons for visiting, which facilities are used while visiting, and which park activities are most interesting. Participants are asked to select from "never" to "often" to describe their frequency of park visits. A psychographic measure is also employed to assess the relative importance of pre-selected "reasons for park visitation" with a five-point Likert-type scale (Likert, 1931; 1974) ranging from "not all important," to "extremely important" with statements like "spending time with friends," "spending time with family," "enjoying nature," "accessing water," and "escaping from everyday stress." This measure helps to determine the relative importance attributed to each reason for visitation. Participants are also asked to identify from a list of possible attributes all applicable activities and facilities they would use, or be interested in, respectively.

Communication and outreach

Previous studies have indicated that reaching out to the Latino/Hispanic community with information about parks and outdoor recreation is difficult. Park management agencies are frequently dominated by non-Hispanic White staff and heavily influenced by conservation and recreation groups that are also primarily Caucasian in their orientation and bias (Hardy, 2016). Chavez (2005) also emphasizes that communication with Latino/Hispanic communities needs to be considered intercultural communications, and should include a "triad" approach that invites, includes and involves Latino/Hispanic community members in park visitation and outdoor recreation. Communications should focus on access through community groups and the channels and venues that provide the most important sources of information to these communities. Nearly 45% of the Hispanic and Latino population speak only Spanish and the need for Spanish language directional and interpretation signs, as well as safety, rule and regulation notices should be provided in Spanish (Dunn, Kasul & Brown, 2002).

Based on these findings and to assess current communication effectiveness and potential Latino/Hispanic park visitor preferences for communication practice, the survey instrument asks participants to identify from a pre-determined list of information types and sources which types or sources "they would like to see when visiting a park," including "rules and regulations," "maps and trail information," "activities allowed," "educational information available," and "hours of operation;" as well as identifying from a list the "best way to communicate" with respondents when they are visiting a park. The survey also includes psychographic measures eliciting agreement on a five-point Likert-type scale (Likert, 1931; 1974) ranging from "not at all influential" to "extremely influential" in response to example information types and sources such as "family," "friends," "organization websites," "driving past," "church," "Facebook," "community organizations," as well as English and Spanish language information channels like television, newspapers and radio. These same example information sources are also presented in a psychographic measure with a five-point scale ranging from "do not prefer" to "extremely preferred." These measures taken together offer a meaningful measure of how the issues identified in communication between park management agencies and the Latino/Hispanic communities are manifested in the context of the study area.

Results

Stage One results

Data analysis for stage one was thematic in nature, with an audio recording of the interviews analyzed independently by each of the researchers to identify key themes relating to barriers, amenity needs and preferences, and communication preferences relating to parks/open space of the Latino/Hispanic community. Analyst triangulation, the use of multiple analysts to independently review and code the data, helped ensure that multiple perspectives and ways of viewing the data were preserved and that blind spots in any one interpretive analysis were illuminated.

Overall, both interview participants provided similar information to the academic literature regarding common amenity needs and preferences, barriers to using parks/open space, and desired communication preferences. According to both these interviewees, amenities and facilities that were commonly used by the Latino/Hispanic communities included large picnic tables and sheltered areas, and sufficient trash cans and restroom facilities to host large gatherings of friends and family, as well as a range of hiking/biking/walking trails. This is strongly supported by the academic literature (Baas, Ewert & Chavez, 1993; Chavez, 2002; 2009; Dunn, et al., 2002; Gobster, 2002). However, caution was provided in assuming that the needs of all Latino/Hispanic users would be the same, with attention particularly given to different generation cohorts and their differing interests (e.g. Millennials being more interested in active past times and using trails and open grassy areas to play soccer, whereas Baby Boomers may be more inclined towards more passive activities).

Regarding common barriers, those identified by the literature were also supported by the two interviewees. A lack of awareness of parks/open space and the rules surrounding its use was highlighted by both interview participants as a potential barrier, supporting findings in the academic literature (Burns, et al., 2006; Chavez, 2005; Hickcox, 2008). Similar to other studies (Burns, et al., 2006; Stodolska, et al., 2010), a lack of transportation or distance was not highlighted to be a significant concern, with many Latino/Hispanic residents in Colorado noted as having vehicles to get them to and from work. One potential barrier that was raised by an interview participant that was not identified in the academic literature was the fact that some Latino/Hispanic community members may choose not to visit parks/open space if they did not see or hear of other community members using it. Based on this insight, a question was included in the stage two survey to address this.

Insight into relevant communication methods and the preferences of the Latino/Hispanic community also mirrored what was identified in the academic literature. Both interview participants believed that the presence of bilingual signage and rangers would be of interest to the Latino/Hispanic community. This was a finding similar to that of Dunn et al. (2002). Regarding the best way to

communicate information about parks/open space to community members, the role and importance of word of mouth through friends and family was deemed extremely important by both interview participants, further aligning with the academic literature (Bass et al., 1993; Dunn et al., 2002), as well as through local church groups and non-profit organizations that cater to the Latino/Hispanic community (Burns et al., 2006).

In addition to commenting on the abovementioned interest areas, further insight was provided by the interviewees regarding the study's proposed methodology and survey instrument. While the initial plan for this research was to examine potential in-group differences among the Latino/Hispanic community, including such characteristics as age, education level, income level, and distance from county open space, with the academic literature lacking this data, both interview participants expressed concern regarding the appropriateness of requesting such details given the current political climate. In particular, both participants thought that asking Latino/Hispanic community members for such personal information as their addresses (to be able to determine distance from county open space), education levels, and income levels would be met with concern and a likely refusal to complete the survey in fear that this information would be shared with government authorities. This is especially given that the survey would be inquiring about county open space, which is owned by the government.

Given this insight, the decision was made to remove these in-group differentiators from the questionnaire to ensure we would get responses from the Latino/Hispanic community. In its place, a question was included to distinguish between family generational group (i.e. how many generations they had lived in the USA), and generation cohort (determined by grouping ages into the relevant categories). These were both differentiators that were highlighted by the interview participants as potentially being of influence in the way that Latino/Hispanics both use (or do not use) county open space, as well as the best ways to communicate with them.

Stage Two results

This section provides the results of statistical analyses of the preferences and beliefs of Latino/Hispanic participants regarding the use open space areas gathered via the self-administered survey. The stage two results are presented in the following sections.

- Descriptive Statistics: Park Visitation, Facilities, Activities, and Information
- Descriptive Statistics: Perceptions of Barriers to Visiting Parks and Ability to Overcome the Barrier
- Comparison of Survey Responses across Family Generational Group
- Comparison of Survey Responses across Generation cohort

Descriptive Statistics: Park Visitation, Facilities, Activities, and Information

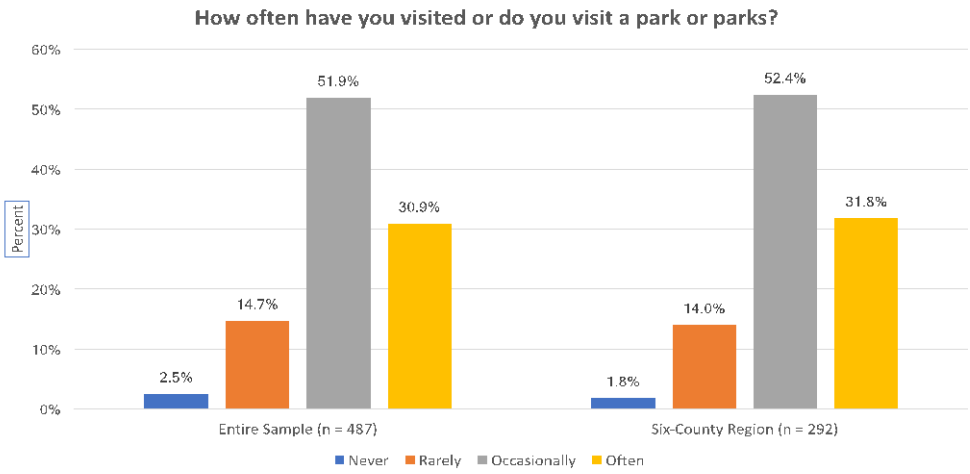
Following are some of the descriptive statistics of responses of Latino/Hispanics who completed the survey. For more detailed descriptive statistics and frequency tables, please refer to Appendix C. The descriptive statistics of responses is presented using two groups. The first group is referred to as the "Entire Sample". These respondents represent all Latinos/Hispanics who responded to the survey (n = 487). The second group represents the "Six-county Region" specifically identified in the proposal (n = 292). These groups are not independent. Respondents included in the "six-county region" are also included in the "entire sample". Table 2 lists the Colorado counties represented in each group.

Table 2. Colorado counties represented in each of the analysis groups.

Entire Sample (n = 487)		**Six-county Region (n = 292)**
Boulder County	Gilpin County	Boulder County
Denver County	Gunnison County	Denver County
Jefferson County	Larimer County	Jefferson County
Adams County	Mesa County	Adams County
Broomfield County	Morgan County	Broomfield County
Arapahoe County	Park County	Arapahoe County
Alamosa County	Pitkin County	
Conejos County	Prowess County	
Douglas County	Rio Grande County	
El Paso County	Routt County	
Elbert County	Summit County	
Garfield County	Weld County	

Respondents were asked the extent to which they "never", "rarely", "occasionally", or "often" visit or have visited a park or parks. Figure 3, below, provides the percentage of respondents from the entire sample and the six-county region that respondent in each manner.

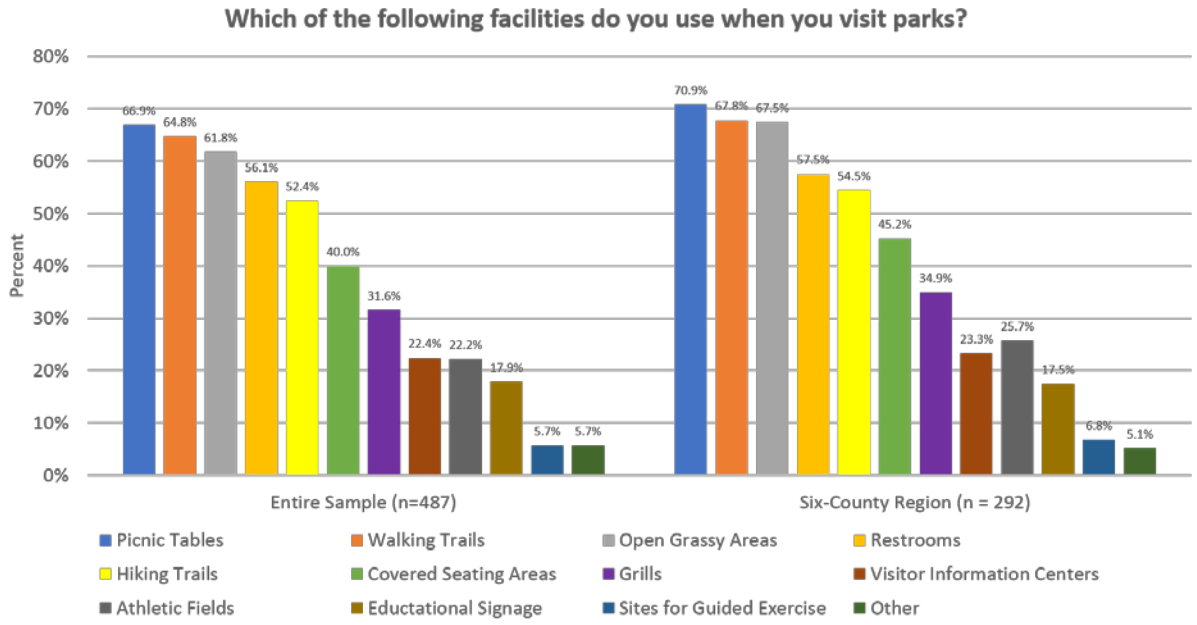
Figure 3. Frequency of park visitation for the study population and six-county region.



Most of the survey respondents indicated that they have or do visit a park or parks at least occasionally. About one-half of the entire sample (51.9%) and respondents from the six-county region (52.4%) indicate occasionally visiting a park or parks and nearly one-third of these two groups (30.9%; 31.8% respectively) indicated they often do so.

Using a “yes” or “no” format, respondents indicated whether they had or had not used several facilities while visiting a park. Figure 4 indicates the percentages of the entire sample and the six-county region that indicated they had or do use each facility.

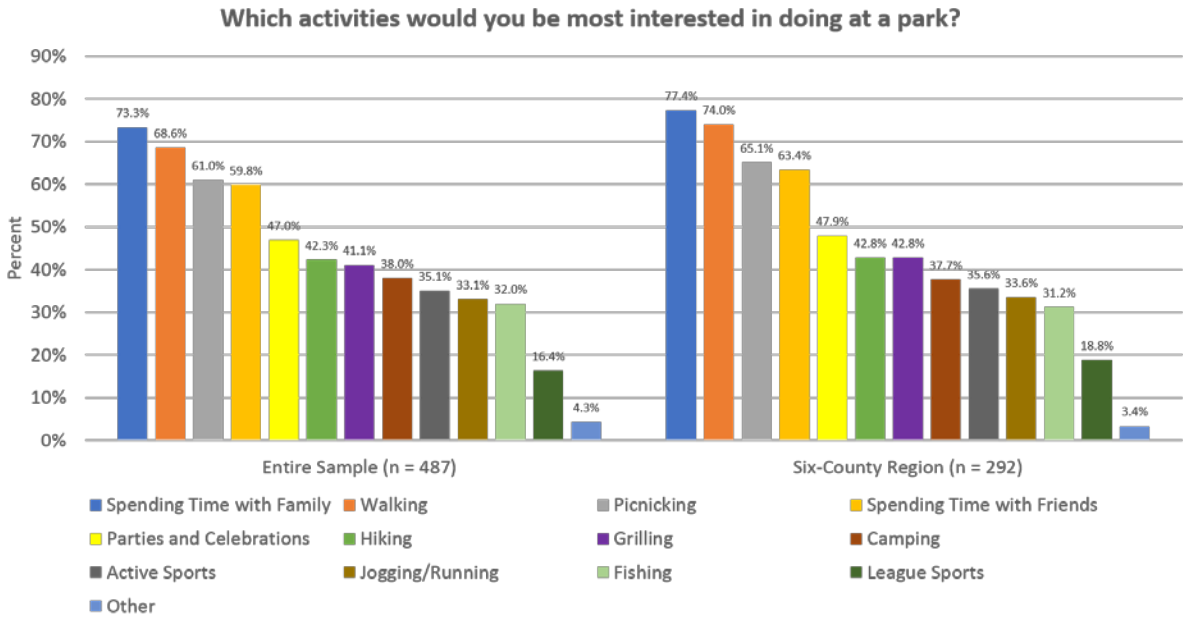
Figure 4. Use of park facilities for the study population and six-county region.



More than one-half of respondents for the entire sample and six-county region have used picnic tables (66.9%; 70.9% respectively), walking trails (64.8%; 67.8% respectively), open grassy areas (61.8%; 67.5% respectively); restrooms (56.1%; 57.5% respectively) and hiking trails (52.4%; 54.5% respectively). Between one-fourth and one-half of the respondents used covered seating areas (40.0%; 45.2% respectively), grills (31.6%; 34.9% respectively), visitor information centers (22.4%; 25.7% respectively), and athletic fields (22.2%; 25.7% respectively). Less than one-fifth of respondents of each group used educational signage (17.9%; 17.5% respectively), sites for guided exercise (5.7%; 6.8% respectively), or indicated other facilities used.

Using a "yes" or "no" format, respondents were asked what activities they would be most interested in doing when they visit a park. Figure 5 below presents the results.

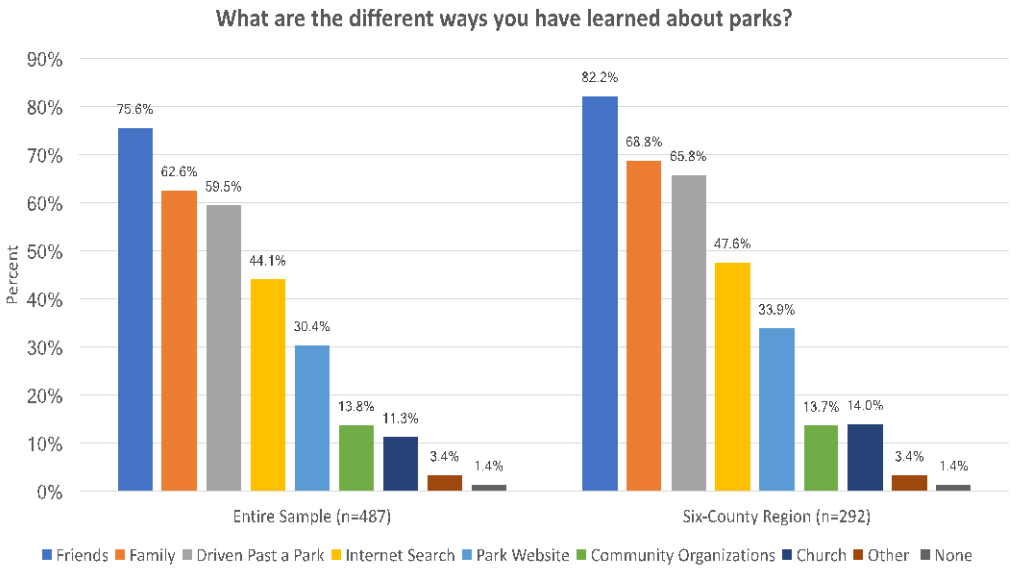
Figure 5. Park activities interested in participating in for the study population and six-county region.



At least six of ten of the entire sample and the six-county region indicated an interest in spending time with family (73.3%; 77.4% respectively), walking (68.6%; 74.0% respectively) picnicking (61.0%; 65.1% respectively); and spending time with friends (59.8%; 63.4% respectively). These were the only activities that were shown interest by more than one-half of the respondents. Parties and celebrations (47.0%; 47.9% respectively), hiking (42.3%; 42.8% respectively), grilling (41.1%; 42.8% respectively), camping (38.0%; 37.7% respectively), active sports (35.1%; 35.6% respectively); jogging/running (33.1%; 33.6% respectively); fishing (32.0%; 31.2% respectively) showed interest by more than three of ten respondents. League sports were shown interest by less than one of five respondents (16.4%; 18.8% respectively). Less than one of twenty respondents indicated interest in other activities (4.3%; 3.4% respectively).

Respondents were asked, using a “yes” or “no” format, what ways they have learned about parks. Figure 6 provides the results for the study population and the six-county region.

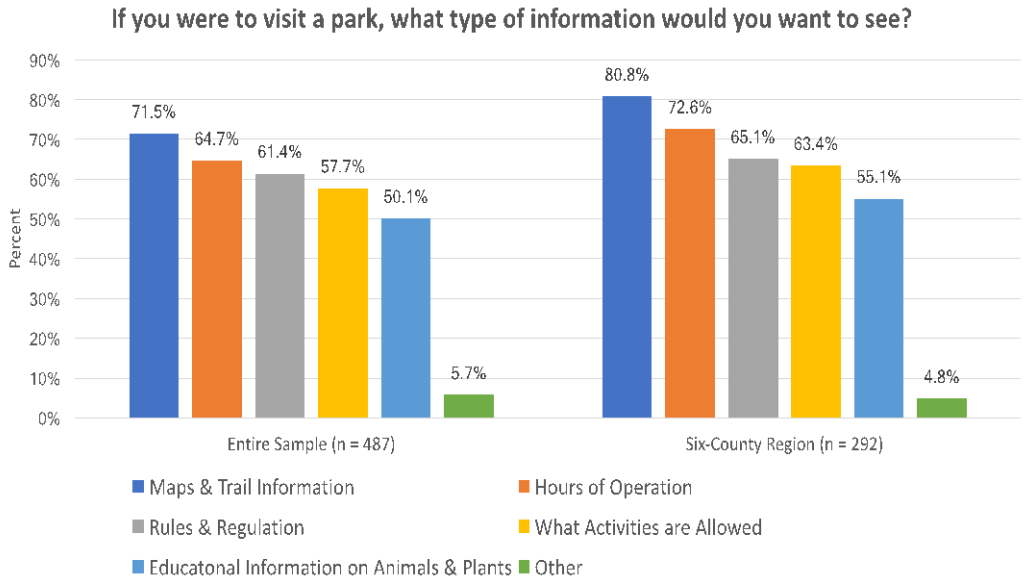
Figure 6. Ways of learning about parks for the study population and six-county region.



Most respondents from the entire sample and the six-county region indicated they learned about parks from friends (75.6%; 82.2% respectively), family (62.6%; 68.8% respectively), and driving past a park (59.5%; 65.8% respectively). Internet search (44.1%; 47.6% respectively) and a park website (30.4%; 33.9% respectively) were common ways of learning about parks for more than three of ten respondents. Less than one of six respondents indicated they learned about parks from community organizations (13.8%;13.7% respectively), church (11.3%;14.2% respectively) and other sources.

In a “yes” or “no” format, respondents were asked what types of information they would want to see while visiting a park. Figure 7 below presents the result for the study population and six-county region.

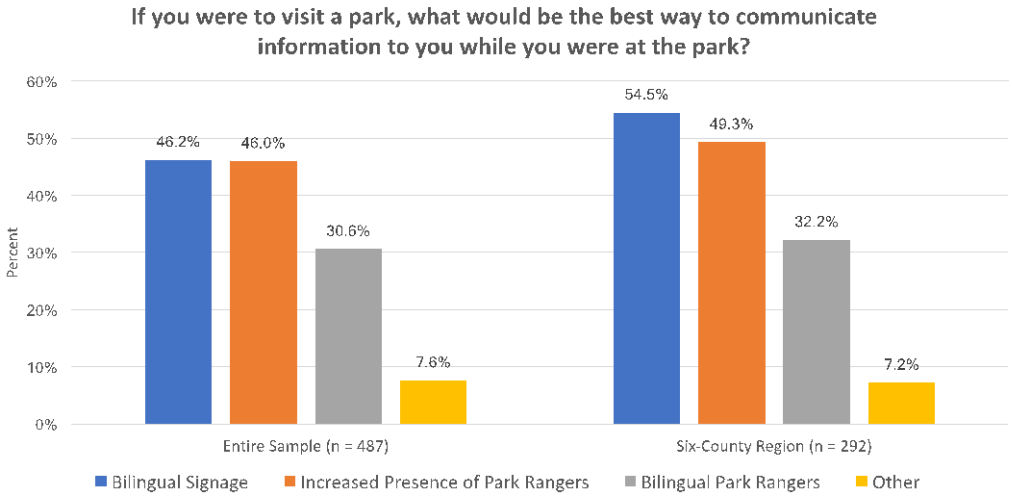
Figure 7. Desired information at a park for the study population and six-county region.



The type of information most often desired at a park for the entire sample and the six-county region was maps and trail information (71.5%; 80.8% respectively). Other types of information desired by more than six of 10 respondents from both groups were hours of operation (64.7%; 72.6% respectively) and rules and regulations (61.4%; 65.1% respectively). What activities are allowed (57.7%; 63.4% respectively), and educational information on animals and plants (50.1%; 55.1% respectively) were also desired by more than one-half of the groups.

Respondents were asked their desired methods of communicating park information to them while at the park. Figure 8 below presents the results for the study population and six-county region.

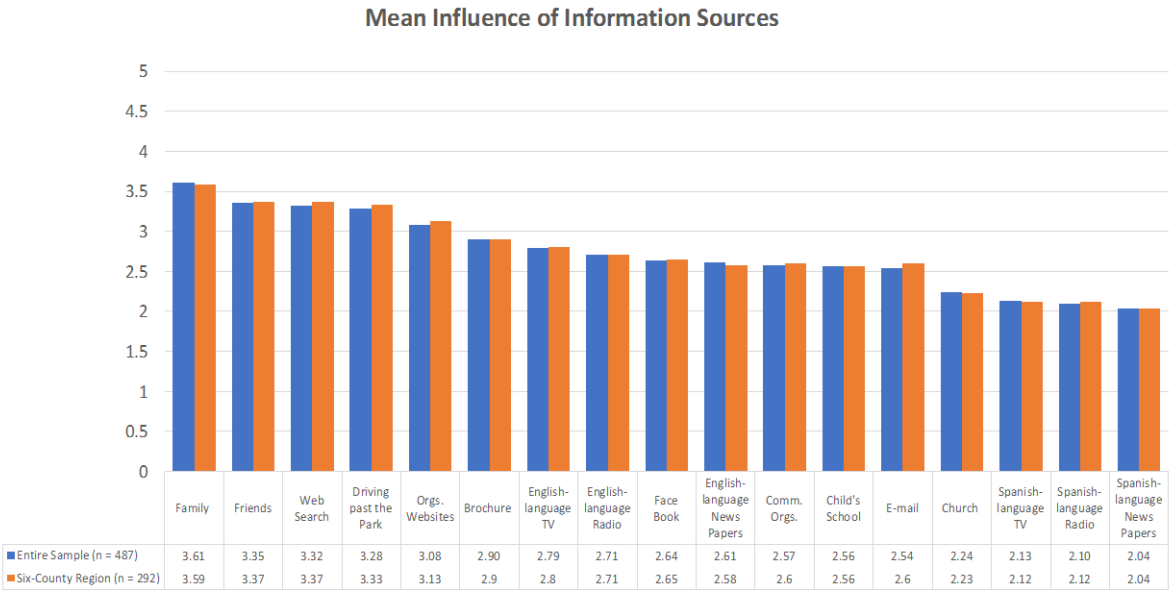
Figure 8. Desired methods of communication of park information for the study population and six-county region.



Just over one-half of respondents in the six-county region indicated that they would support the use of bilingual signage at parks (54.5%). Just under one-half of this group (49.3%) supported increased presence of park rangers to provide information. Just under one-half of respondents in the entire sample supported the use of bilingual signage (46.2%) and increased use of park rangers (46.0%). Approximately one-third of respondents from the entire sample and the six-county region supported the use of bilingual park rangers (30.6%; 32.2% respectively).

Respondents were asked the level of influence of several potential information sources. Responses were on a 5-point scale where 1 = “not at all influential”, 2 = “slightly influential”, 3 = “moderately influential”, 4 = “quite influential”, and 5 = “extremely influential”. Figure 9 presents the mean level of influence for each of the sources of information. Means are provided for the study population as a whole and the six-county study region.

Figure 9. Mean level of influence of information sources for the study population and the six-county region.

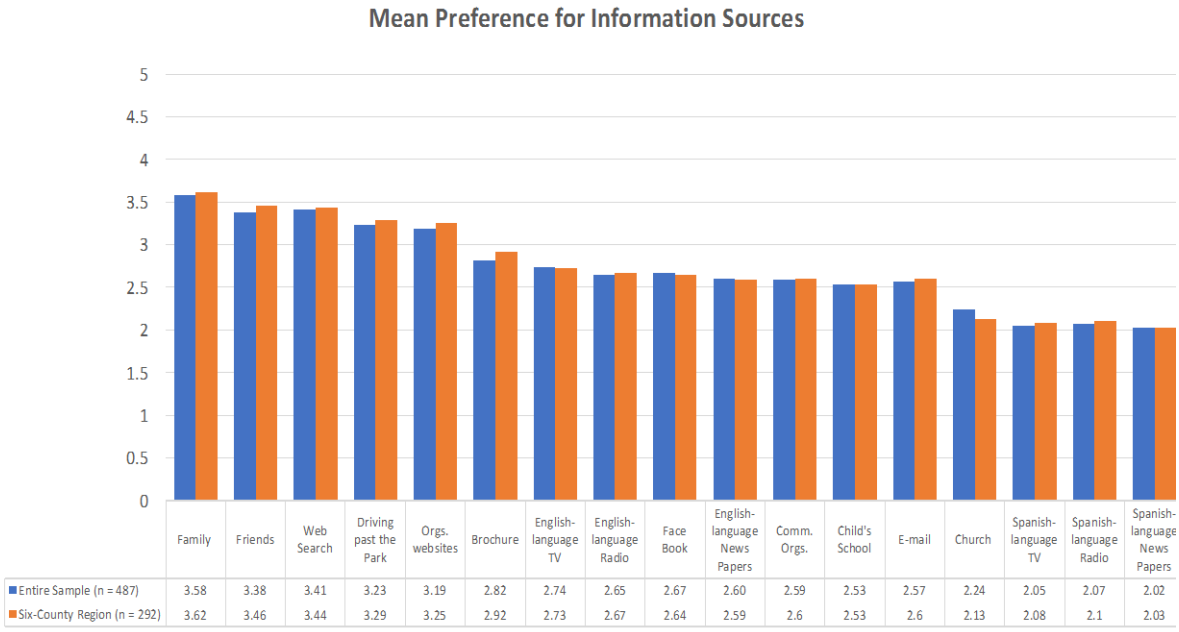


	Family	Friends	Web Search	Driving past the Park	Orgs. Websites	Brochure	English-language TV	English-language Radio	Face Book	English-language News Papers	Comm. Orgs.	Child's School	E-mail	Church	Spanish-language TV	Spanish-language Radio	Spanish-language News Papers
Entire Sample (n = 487)	3.61	3.35	3.32	3.28	3.08	2.90	2.79	2.71	2.64	2.61	2.57	2.56	2.54	2.24	2.13	2.10	2.04
Six-County Region (n = 292)	3.59	3.37	3.37	3.33	3.13	2.9	2.8	2.71	2.65	2.58	2.6	2.56	2.6	2.23	2.12	2.12	2.04

The most influential source of information for the entire sample and the six-county study region was family (mean influence = 3.61; 3.59 out of 5.00 respectively). Friends, web search, driving past the park, and organization websites all showed mean influence levels greater than 3.0 out of 5.00.

Respondents were asked their level of preference of several potential information sources. Responses were on a 5-point scale where 1 = “not at all preferred”, 2 = “slightly preferred”, 3 = “moderately preferred”, 4 = “quite preferred”, and 5 = “extremely preferred”. Figure 10 presents the mean level of preference for each of the sources of information. Means are provided for the study population as a whole and the six-county study region.

Figure 10. Mean level of preference for information sources for the study population and the six-county region.

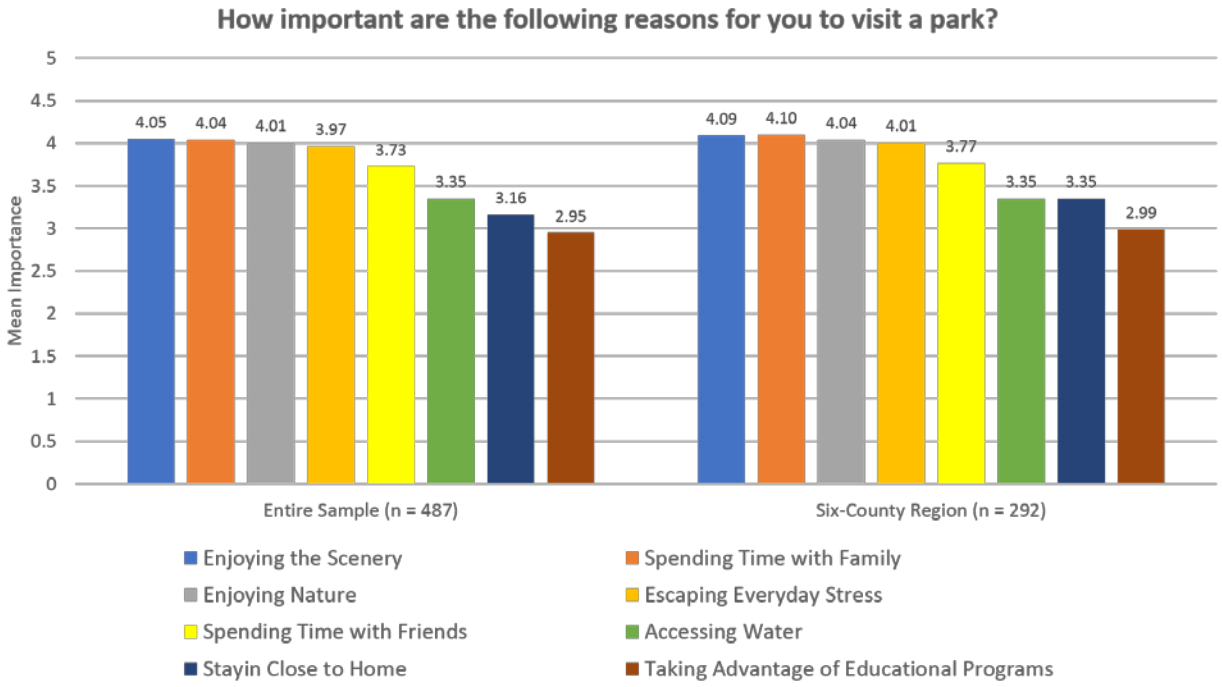


	Family	Friends	Web Search	Driving past the Park	Orgs. websites	Brochure	English-language TV	English-language Radio	Face Book	English-language News Papers	Comm. Orgs.	Child's School	E-mail	Church	Spanish-language TV	Spanish-language Radio	Spanish-language News Papers
Entire Sample (n = 487)	3.58	3.38	3.41	3.23	3.19	2.82	2.74	2.65	2.67	2.60	2.59	2.53	2.57	2.24	2.05	2.07	2.02
Six-County Region (n = 292)	3.62	3.46	3.44	3.29	3.25	2.92	2.73	2.67	2.64	2.59	2.6	2.53	2.6	2.13	2.08	2.1	2.03

The most preferred source of information for the entire sample and the six-county region was family (mean preference = 3.58; 3.62 out of 5.00 respectively). Other sources of information with preferences greater than 3.00 out of 5.00 were friends (3.38; 3.46 respectively), web search (3.41; 3.44 respectively); driving past the park (3.23; 3.29 respectively), and organization websites (3.19; 3.25 respectively). The lowest preferred sources of information were church (2.24; 2.13 respectively), Spanish-language TV (2.05; 2.08 respectively); Spanish-language radio (2.07; 2.10 respectively) and Spanish-language newspapers (2.02; 2.03 respectively).

Respondents were asked how important a variety of reasons for visiting parks were to them. Responses were coded on a scale of 1 = “not at all important”, 2 = “slightly important”, 3 = “moderately important”, 4 = “quite important”, and 5 = “extremely important”. Figure 11 below shows these results.

Figure 11. Importance of reasons for visiting parks for the study population and six-county region.



The five most important reasons for visiting parks for the entire sample and six-county region were spending time with family (mean importance = 4.04; 4.10 out of 5.00 respectively), enjoying nature (4.01; 4.04 respectively), enjoying the scenery (mean importance = 4.05; 4.09 respectively), escaping everyday stress (3.97; 4.01 respectively), and spending time with friends (3.73; 3.77 respectively). Less important, but still rated as at least moderately important were accessing water (3.35; 3.35 respectively), staying close to home (3.16; 3.35 respectively). The least important reason for visiting parks was taking advantage of educational program, though still at the moderately important level (2.95; 2.99 respectively).

Descriptive Statistics: Perceptions of Barriers to Visiting Parks and Ability to Overcome the Barrier

This section presents the responses to the questions about barriers to visiting parks. Respondents were asked the extent to which they agreed or disagreed to statements that were designed to reflect their experience of potential barriers to their visiting a park/open space. Responses were provided using a 5-point scale with 1 = "strongly disagree", 2 = "moderately disagree", 3 = "neutral", 4 = "moderately agree", and 5 = "strongly agree". Following this, respondents were asked the extent to which they were able to overcome each barrier provided in the previous question. Again, responses were provided on a 5-point scale with 1 = "not at all", 2 = "slightly", 3 = "moderately", 4 = "mostly", and 5 = "completely". Table 3 is a list of the survey items that represent the barriers examined in this study for Latino/Hispanics visiting parks/open space. These are ranked in order of those potential barriers experienced having the highest levels of agreement down to the lowest levels of agreement, as identified by respondents from the six-county region.

Table 3. Survey statements reflecting potential barriers to park visitation.

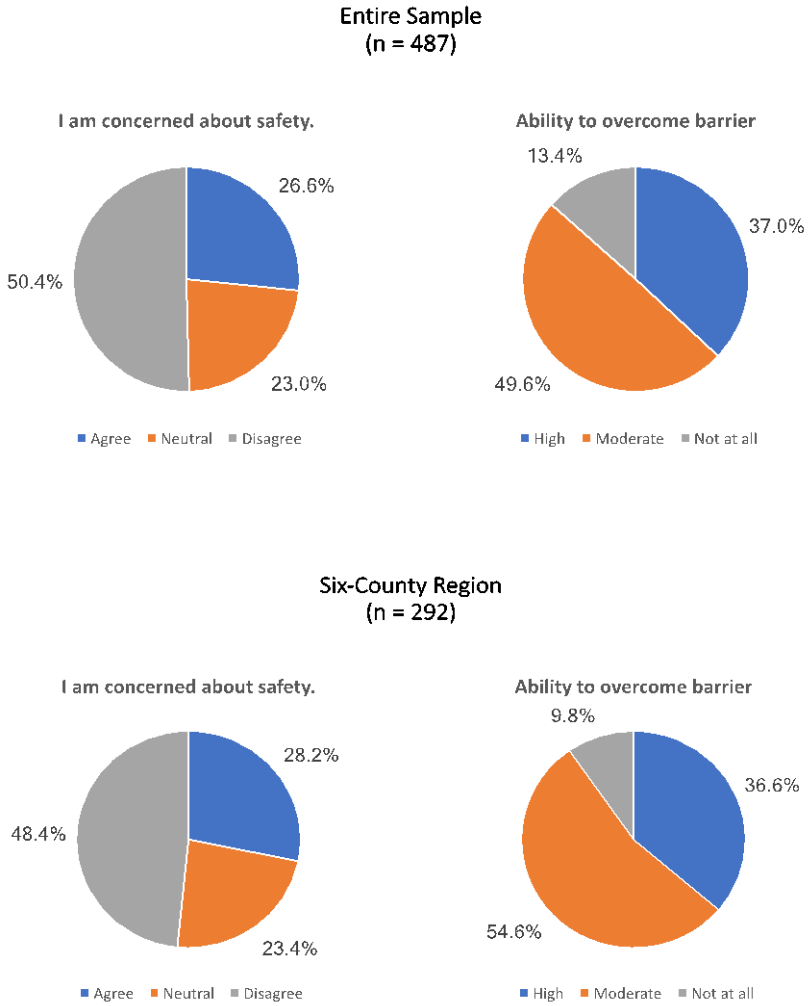
1. I am concerned about safety 28.2%
2. I do not have enough time 25.4%
3. There is a lack of facilities I like to use 21.3%
4. The facilities are poorly maintained 20.9%
5. I don't have anyone to go with 20.0%
6. I have too many family responsibilities 18.5%
7. I don't know anyone who goes 17.9%
8. I do not know where to go 15.5%
9. There are not enough people who look like me 15.5%
10. I do not know the rules 14.1%
11. It is hard to get there 13.8% .
12. I do not feel comfortable there 13.1%
13. It is too far away 12.7%
14. People I know have had a bad experience there 9.6%
15. I have had a bad experience there 8.6%
16. I am not interested 6.5%
17. I feel like I don't have the right to be there 5.8%

The following figures provide the results of responses related to these survey items and are presented in order of respondents from the six-county region and their ranking of their experience of the barrier, not their ability to overcome the barrier. Two sets of pie graphs are shown in each figure. The top two pie graphs represent results from the entire sample of Latino/Hispanic respondents (n = 487). The bottom two pie graphs in each figure represent the same results from the six-county region of Latino/Hispanic respondents (n = 292). For each set, the pie graph on the left provides the percentage of respondents who "agreed", "disagreed", or were "neutral" on each of the potential barrier statements. For

this analysis, the "moderately" and "strongly" agree responses were combined to form an overall "agree" response while the "moderately" and "strongly" disagree responses were combined to form an overall "disagree" response. The pie graph on the right is based only on those respondents who agreed with the potential barrier statement shown on the left. For this analysis, the "slightly" and "moderately" able to overcome responses were combined into a single "moderate" response while the "mostly" and "completely" able to overcome responses were combined into a single "high" response.

Figure 12 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I am concerned about safety" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

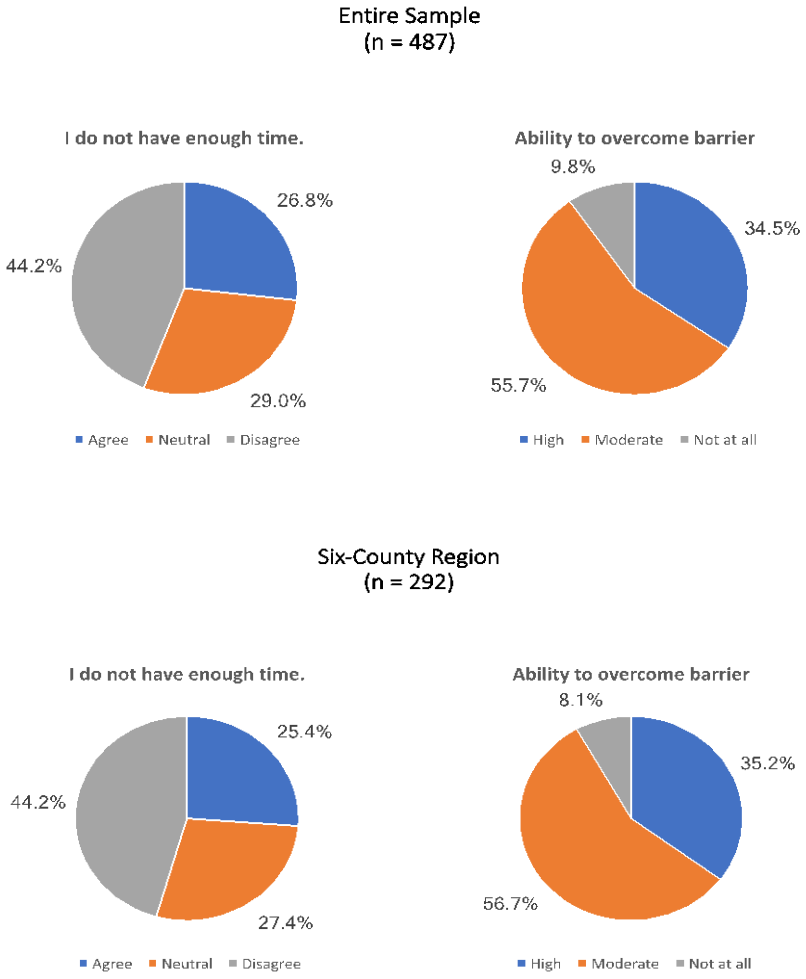
Figure 12. Experience and overcoming barriers to visiting parks: I am concerned about safety.



About one-fourth of the entire sample and six-county region agreed that they were concerned about safety when visiting parks (26.6%; 28.2% respectively). About one-half of these groups (50.4%; 48.4% respectively) disagreed with this statement and less than one-fourth were neutral (23.0%; 23.4%). Of those who indicated a concern about safety, approximately nine out of 10 either indicated high (37.0%; 36.6% respectively) or moderate (49.6%; 54.6% respectively) ability to overcome this barrier. Finally, 13.4% of the entire sample, and 9.8% of the six-county region indicated they were not at all able to overcome this barrier.

Figure 13 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I do not have enough time" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

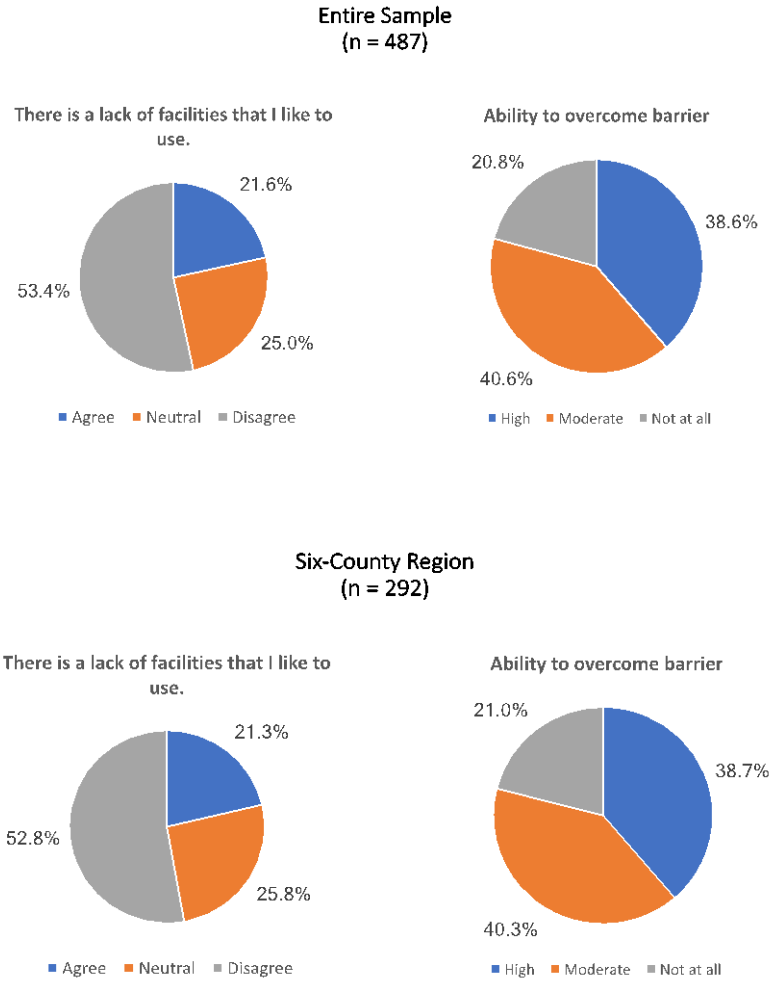
Figure 13. Experience and overcoming barriers to visiting parks: I do not have enough time.



Approximately one-fourth of all respondents in both the entire sample (26.8%) and six-county region (25.4%) agreed that they often do not have enough time to visit parks. More than four of ten (44.2%; 44.2% respectively) of respondents in each group disagreed with this statement. Of those respondents who agreed with this statement, more than one-third of the entire sample and six-county region (34.5%; 35.2% respectively) indicated high ability to overcome not having enough time to visit parks. More than one-half of these (55.7%; 56.7% respectively) indicated moderate ability to overcome this barrier, and less than one in ten indicated they were not able to overcome this barrier at all (9.8%; 8.1% respectively).

Figure 14 presents the extent to which the entire sample and the six-county region agreed that, "there is a lack of facilities that I like to use" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

Figure 14. Experience and overcoming barriers to visiting parks: There is a lack of facilities that I like to use.

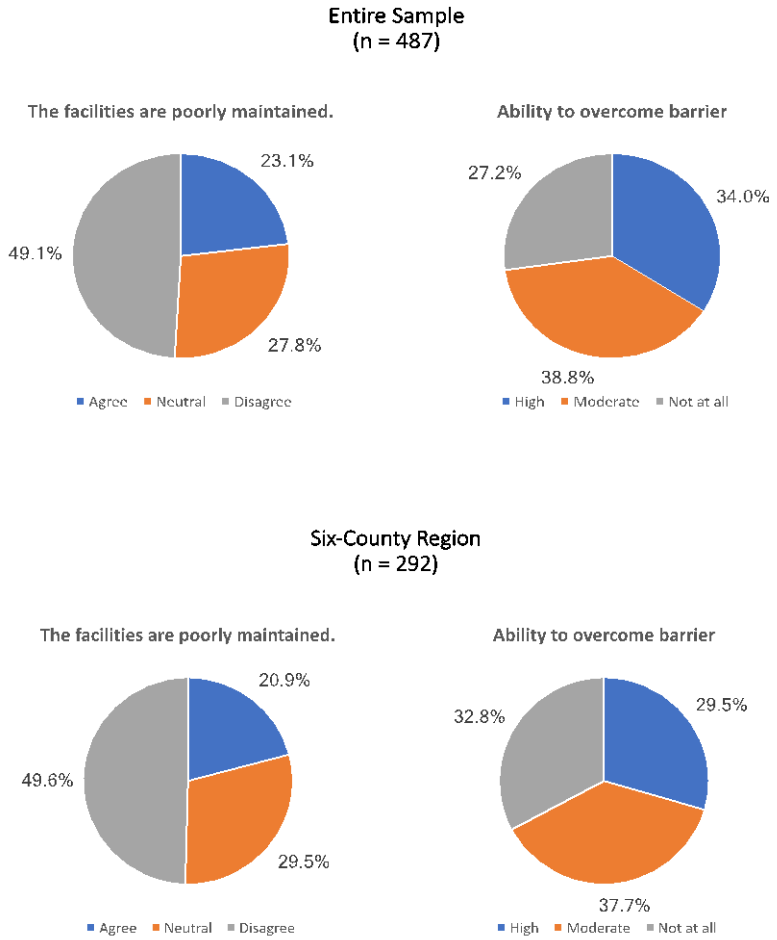


Just over one of five of respondents in the entire sample and six-county region (21.6%; 21.3% respectively) agreed that there is a lack of facilities that they like to use when visiting parks. More than one-half of both groups disagreed with this statement (53.4%; 52.8% respectively) and one-fourth were neutral (25.0%; 25.8% respectively). Of those respondents who agreed that there was a lack of facilities, eight of 10 indicated either moderate ability (40.6%; 40.3% respectively) or high ability (38.6%; 38.7% respectively) to overcome this barrier. One of five respondents in each group (20.8%; 21.0% respectively) indicated there were not able to overcome this barrier at all.

Figure 15 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, “The facilities are poorly maintained” and the extent to which respondents are

able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

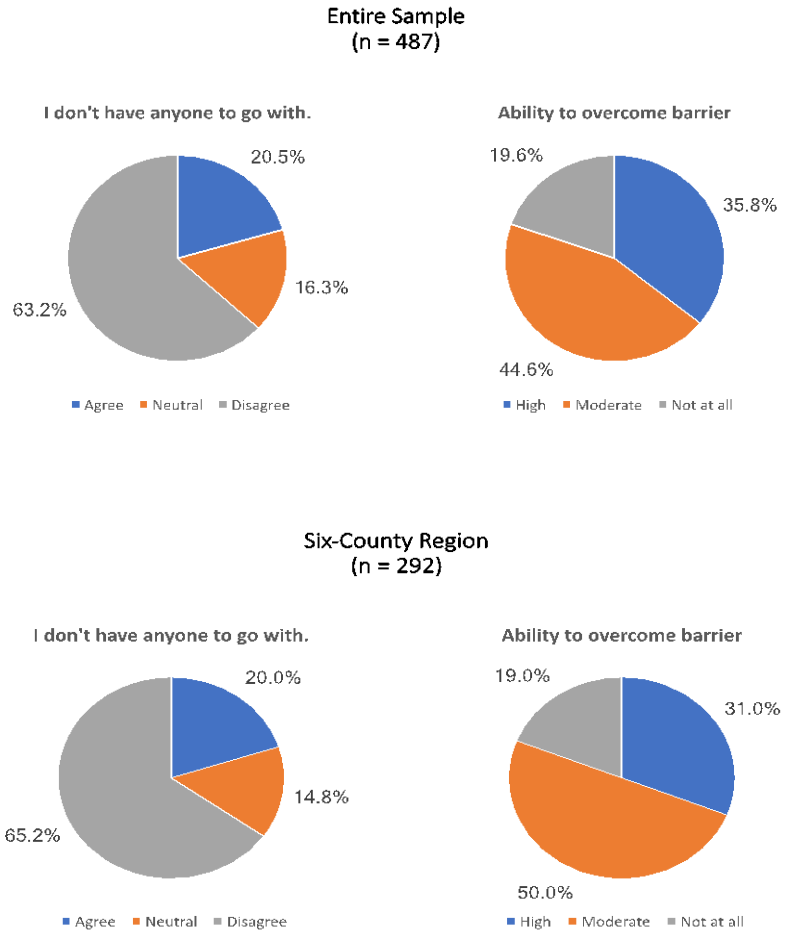
Figure 15. Experience and overcoming barriers to visiting parks: The facilities are poorly maintained.



Less than one-fourth of respondents in the entire sample and six-county region agreed that park facilities are poorly maintained (23.1%; 20.9% respectively), while just over one-fourth (27.8%; 29.5% respectively) were neutral on this barrier. Nearly one-half of the entire sample and six-county region (49.1%; 49.6% respectively) disagreed with this statement. Of those who agreed with this statement, nearly three-fourths indicated a high (34.0%; 29.5% respectively) or moderate (38.8%; 38.8% respectively) ability to overcome this barrier. More than one-fourth of those who agreed with the potential barrier statement were not able to overcome this barrier (27.2%; 32.8% respectively).

Figure 16 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I don't have anyone to go with" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

Figure 16. Experience and overcoming barriers to visiting parks: I don't have anyone to go with.

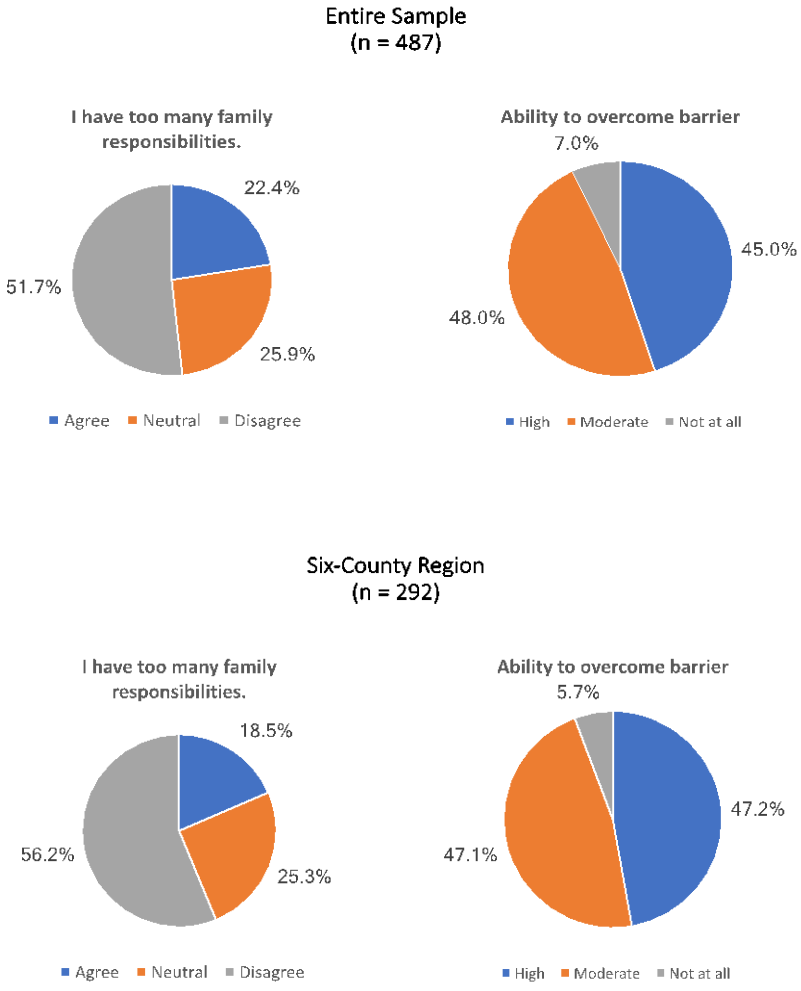


About one of five respondents from the entire sample (20.0%) and the six-county region (20.0%) agreed that they did not have anyone to go to parks with. More than six of ten respondents from both groups (65.2%; 63.2% respectively) disagreed with this statement. One of six (14.8%; 16.3% respectively) were neutral on this statement. Of those who agreed with this statement, about one-third of the entire sample and six-county region (31.0%; 35.8% respectively) indicated thigh ability to overcome this barrier, while a significantly higher percentage indicated moderate ability to overcome this barrier

(44.6%; 50.0% respectively). About one of five respondents (19.6%; 19.0% respectively) were not able to overcome this barrier.

Figure 17 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I have too many family responsibilities" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

Figure 17. Experience and overcoming barriers to visiting parks: I have too many family responsibilities.

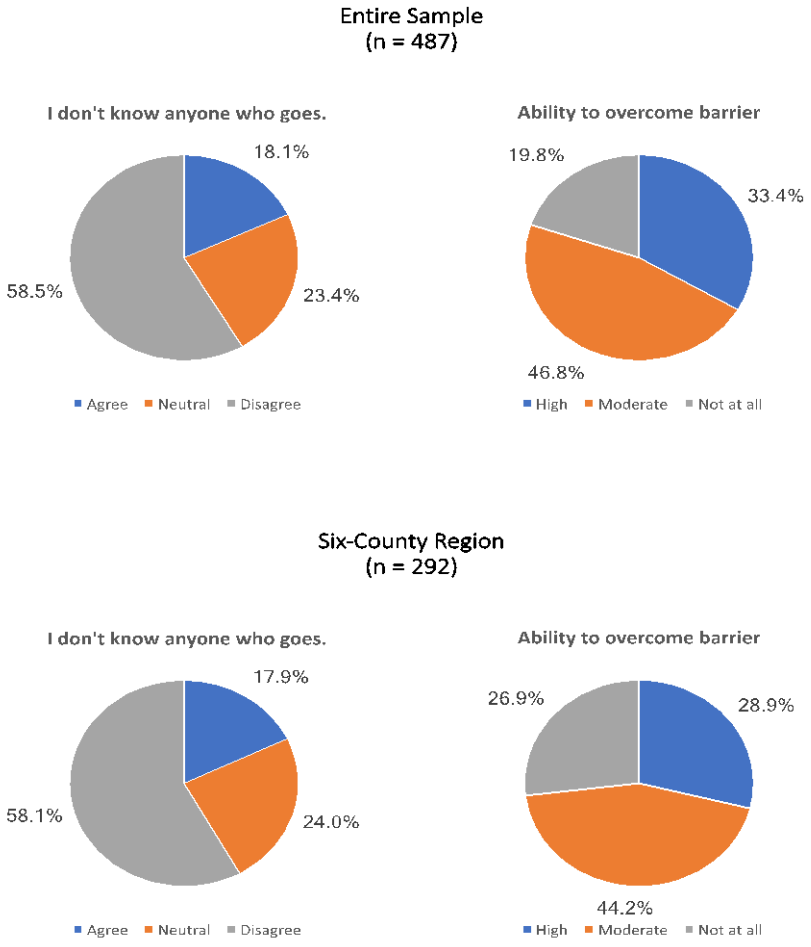


Less than one-fourth of the entire sample (22.4%) and one-fifth of the six-county region (18.5%) agreed that they have too many family responsibilities that impact their ability to visit parks. One-fourth of both groups (25.9%; 25.3% respectively) were neutral on this barrier, and more than one-half (51.7%;

56.2% respectively) disagreed. Of those who agreed with this barrier, more than nine out of ten were indicated either high ability to overcome family responsibilities and visit parks (45.0%; 47.2% respectively) or moderate ability overcome it (48.0%; 47.1% respectively). Less than one in 10 (7.0%; 5.7% respectively) indicated they were unable to overcome too many family responsibilities.

Figure 18 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I don't know anyone who goes" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

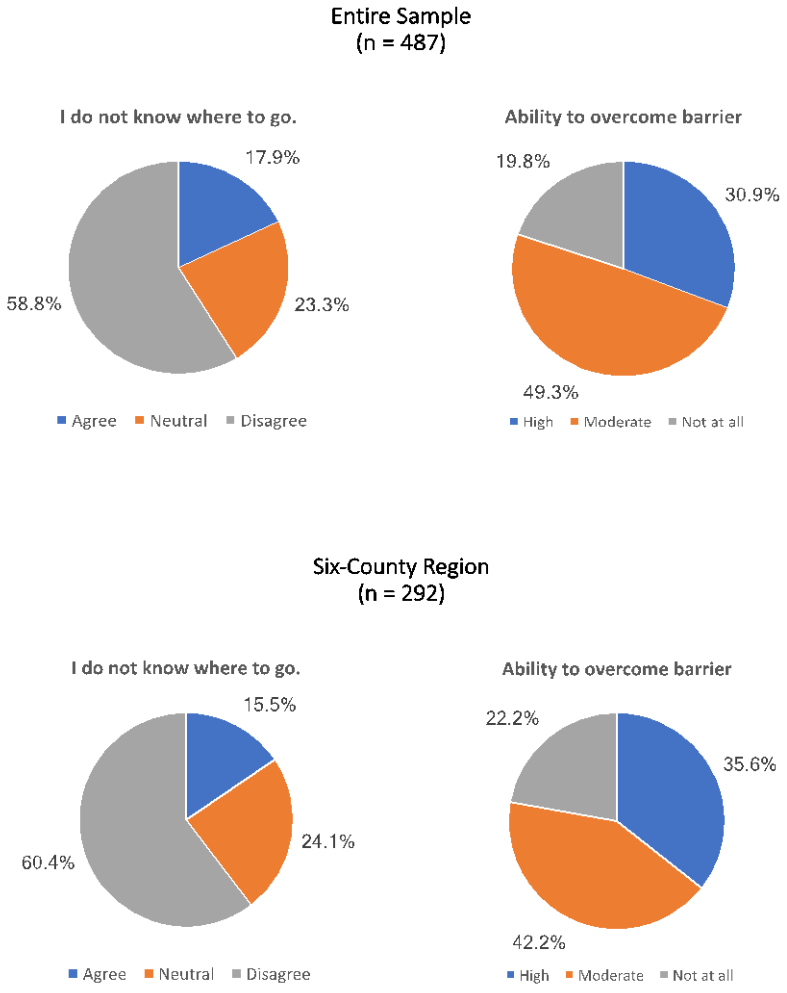
Figure 18. Experience and overcoming barriers to visiting parks: I don't know anyone who goes.



Fewer than one in five of respondents in the entire sample (18.1%) and six-county region (17.9%) agreed that they didn't know anyone who goes to parks. Nearly six of 10 of both groups (58.5%; 58.1% respectively) disagreed with this statement and about one in four (23.4%; 24.0% respectively) were neutral. Of those who agreed with this statement, most of the respondents in both groups indicated moderate (46.8%; 44.2% respectively) or high (33.4%; 28.9% respectively) ability to overcome this barrier. Approximately one of five (19.8%) of the entire sample indicated an inability to overcome this barrier, however, more than one of four (26.9%) of the six-county region were not able to overcome the barrier.

Figure 19 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I do not know where to go" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

Figure 19. Experience and overcoming barriers to visiting parks: I do not know where to go.

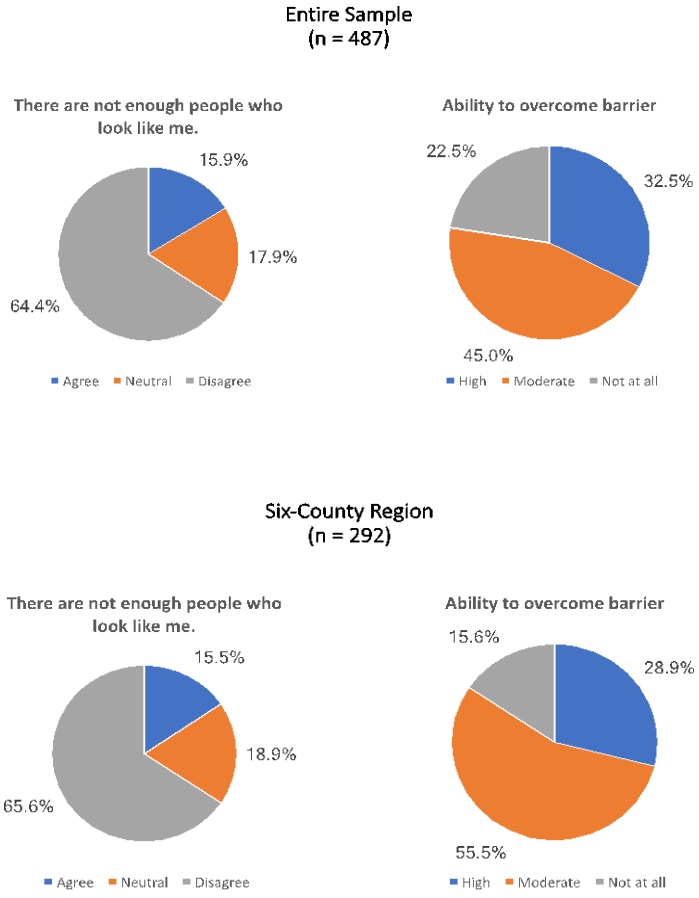


Less than one in five of the entire sample and six-county region (17.9%; 15.5% respectively) agreed with not knowing where to go as a barrier to visiting parks. Six of ten (58.8%; 60.4% respectively) disagreed with this statement and less than one in four (23.3%; 24.1% respectively) were neutral. Of those who agreed with this statement, one-half or less indicated moderate ability to overcome this barrier (49.3%; 42.2% respectively), while approximately one-third (30.9%; 35.6% respectively) indicated high ability to overcome this barrier. About one of five respondents in both groups (19.8%; 22.2% respectively) indicated no ability to overcome this barrier.

Figure 20 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, “There are not enough people who look like me” and the extent to which

respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

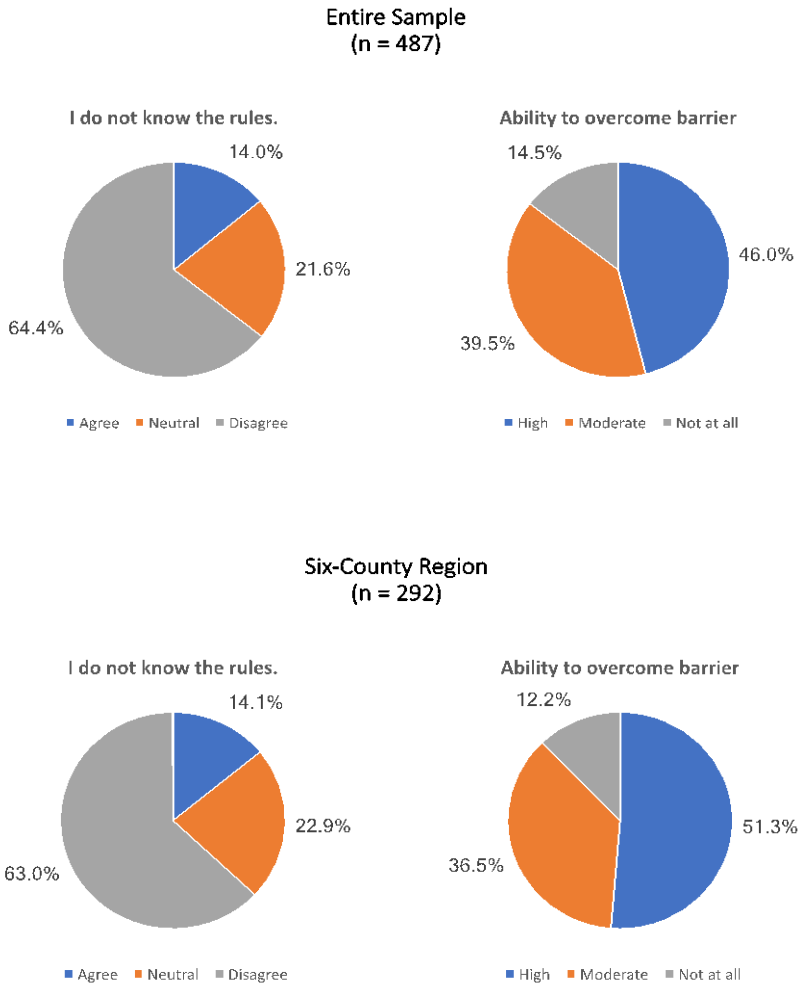
Figure 20. Experience and overcoming barriers to visiting parks: There are not enough people who look like me.



Almost two-thirds of the entire sample (64.4%) and the six-county region (65.5%) disagreed that there were not enough people at parks that "look like them." Less than one of five of both groups (17.9%; 18.9% respectively) were neutral on this statement. Approximately one of six respondents of each group (15.9%; 15.5% respectively) agreed with this statement. Of those who agreed with the statement for the entire sample (15.9%), just under one-fourth indicated they were not able to overcome this barrier (22.5%). Of those from the six-county region who agreed there are not enough people who look like them, one of six of this group (15.6%) were unable to overcome this barrier. A high percentage of both groups indicated moderate ability to overcome this barrier (45.0% entire sample; 55.5% six-county region) or high ability to do so (32.5%; 28.9% respectively).

Figure 21 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I do not know the rules" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

Figure 21. Experience and overcoming barriers to visiting parks: I do not know the rules.

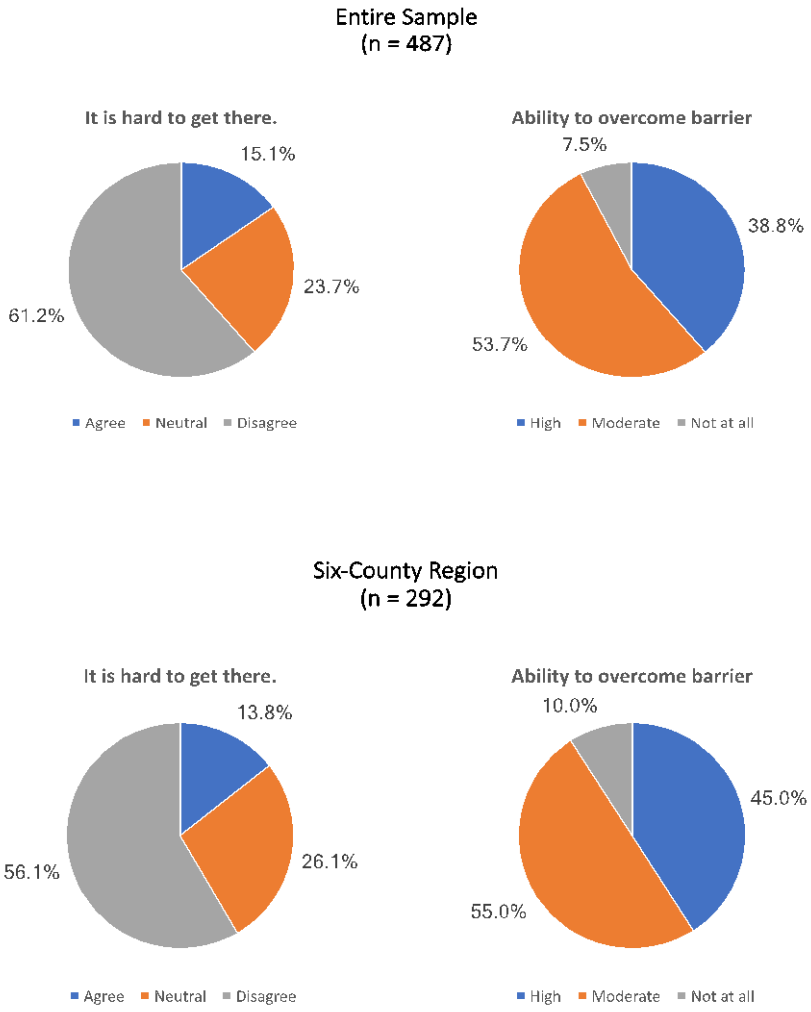


Nearly two-thirds of the entire sample (64.4%) and the six-county region (63.0%) disagreed with not knowing the rules related to visiting parks while about one in five of each group (21.6%; 22.9% respectively) were neutral. Less than one of seven respondents of each group (14.0%; 14.1% respectively) agreed with this statement. Of those who agreed, relatively few indicated that they were not able to

overcome this barrier (14.5% entire sample; 12.2% six-county region), while the rest indicated moderate (39.5%; 36.5% respectively) or high ability to overcome it (46.0%; 51.3% respectively).

Figure 22 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "It is hard to get there" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

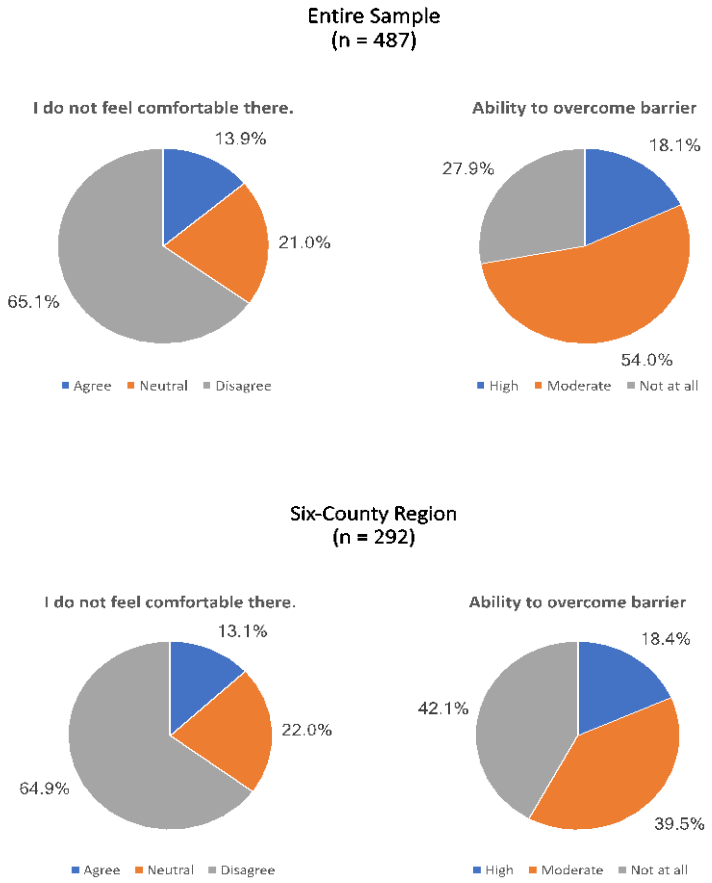
Figure 22. Experience and overcoming barriers to visiting parks: It is hard to get there.



More than one-half of the entire sample and six-county region (61.2%; 56.1% respectively) disagreed that parks are hard to get to, while approximately one of four were neutral (23.7%; 26.1% respectively). Approximately one of six (15.1%; 13.8% respectively) of the respondents agreed with this statement. Of those that agreed that it is hard to get to a park, more than one-half in each group (53.7%; 55.0% respectively) indicated a moderate ability to overcome this barrier, and another four of 10 (38.8%; 45.0% respectively) indicated a high ability to overcome it. One of 10 or less of the two groups (10.0%; 7.5% respectively) indicated they were not able to overcome this barrier.

Figure 23 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I do not feel comfortable there" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

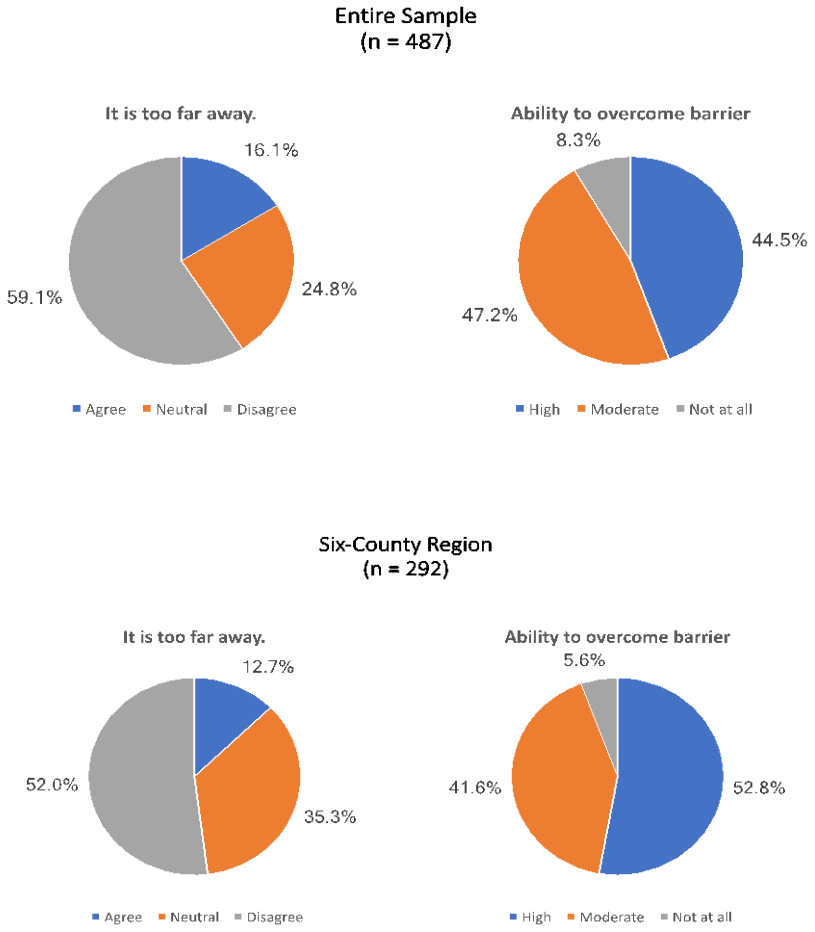
Figure 23. Experience and overcoming barriers to visiting parks: I do not feel comfortable there.



Nearly two-thirds of the entire sample (65.1%) and the six-county region (64.9%) disagreed that they do not feel comfortable at parks, while one of five (21.0%; 22.0% respectively) were neutral on this statement. Of those from the entire sample (13.9%) who agreed with this statement, more than one-half (54.0%) indicated moderate ability to overcome this barrier and one of five (18.1%) indicated high ability to overcome it. More than one of four (27.9%) of this group indicated they were unable to overcome this barrier. For the six-county region, of the 13.1% who agreed they did not feel comfortable at parks, about six of ten indicated at least some ability to overcome this barrier point (39.5% moderate ability; 18.4% high ability). Four of 10 (42.1%) from the six-county region who agreed that they do not feel comfortable in parks, were unable to overcome this barrier.

Figure 24 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, “It is too far away” and the extent to which respondents are able to overcome this barrier. The “able to overcome barrier” graph is based only on those respondents who agreed with the potential barrier statement.

Figure 24. Experience and overcoming barriers to visiting parks: It is too far away.

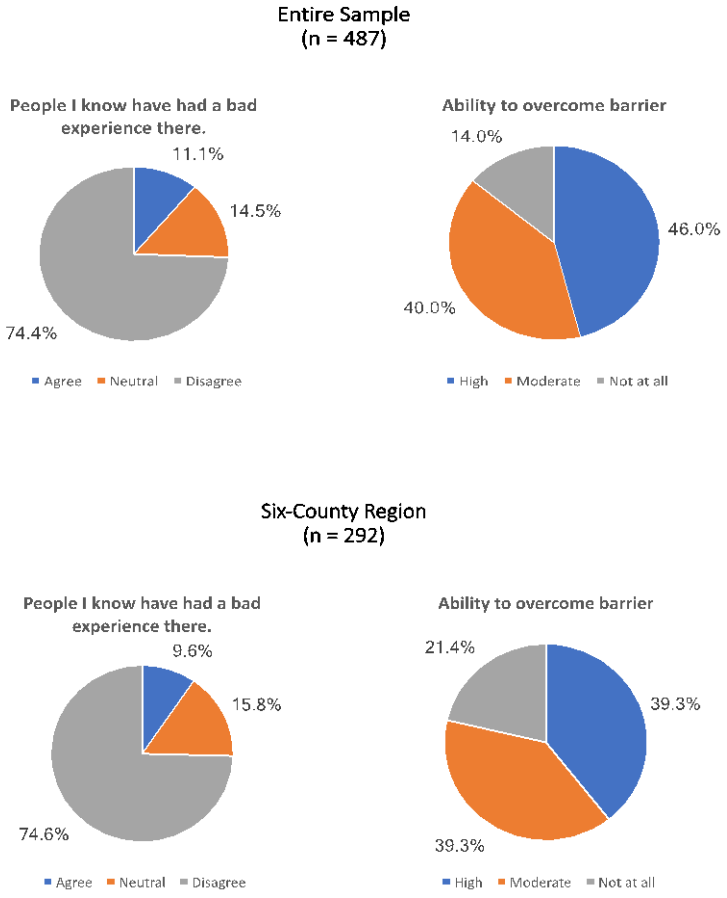


Over one-half of respondents in the entire sample and the six-county region (59.1%; 52.0% respectively) disagreed that parks are too far away to visit. About one-fourth of the entire sample (24.8%) and one-third of the six-county region (35.3%) were neutral on this statement. Only about one of six of respondents in the entire sample (16.1%) and about one of eight in the six-county region (12.7%) agreed with this statement about visiting parks. Of those that agreed, more than nine of 10 indicated high ability (44.5%; 52.8% respectively) or moderate ability (47.2%; 41.6% respectively) to overcome this barrier. Less than one of 10 (8.3%; 5.6% respectively) of those who agreed parks were too far away indicated an inability to overcome this barrier.

Figure 25 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, “People I now have had a bad experience there” and the extent to which

respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

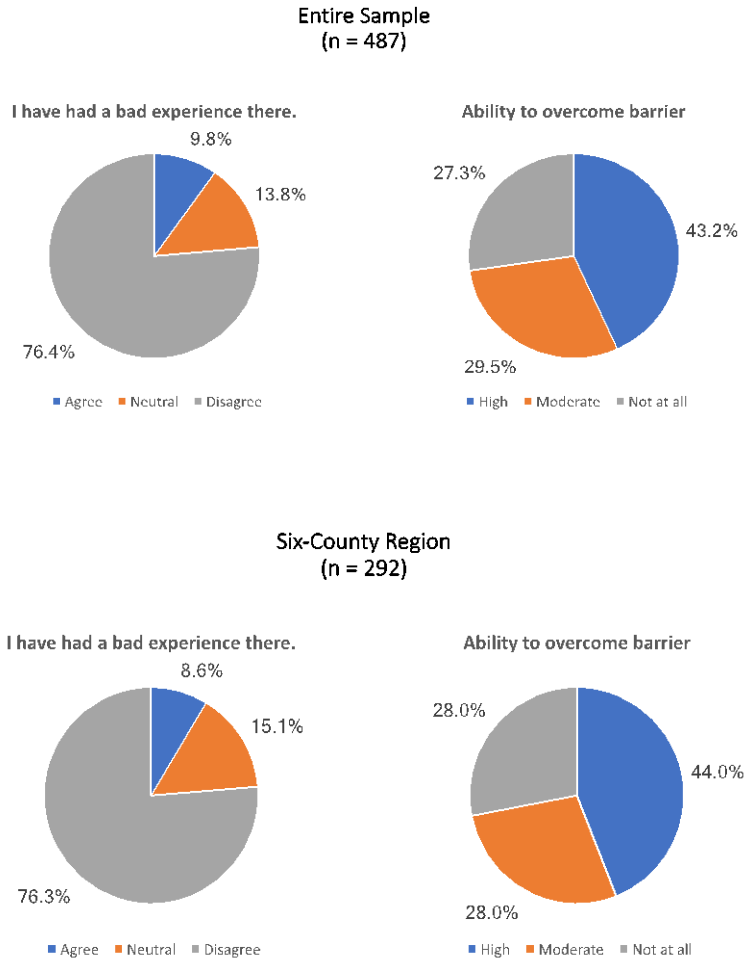
Figure 25. Experience and overcoming barriers to visiting parks: People I know have had a bad experience there.



Three-fourths of the entire sample (74.4%) and six-county region (74.6%) disagreed that people they know have had a bad experience at a park, while about one of six were neutral toward this statement (14.5% entire sample; 15.8% six-county region). Approximately one of 10 respondents in the entire sample (11.1%) and the six-county region (9.6%) agreed with this statement. Of those who agreed, 14.0% of the entire sample were unable to overcome this barrier while more than eight of ten indicated moderate ability (40.0%) or high ability (46.0%) to overcome it. A slightly lower proportion of the six-county region indicated moderate (39.3%) or high (39.3%) ability to overcome the knowledge that others they had known had bad experiences at a park, however more than one of five (21.4%) of this group were unable to overcome this barrier.

Figure 26 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I have had a bad experience there" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

Figure 26. Experience and overcoming barriers to visiting parks: I have had a bad experience there.

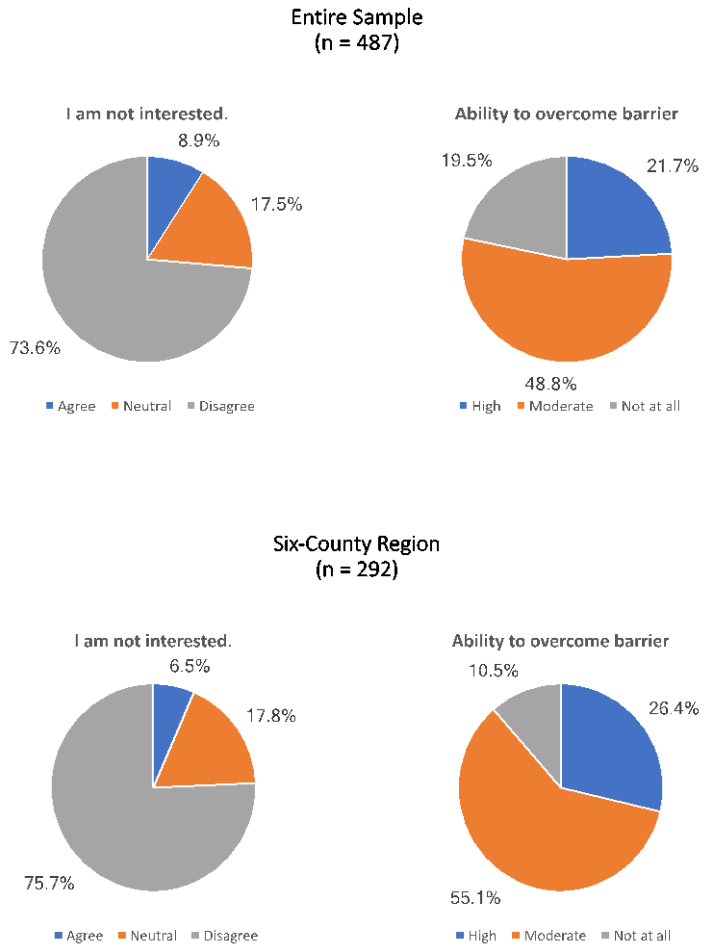


More than three-fourths of the entire sample (76.4%) and the six-county region (76.3%) disagreed that they had had a bad experience at a park while another one of six were neutral on this statement (13.8% entire sample; 15.1% six-county region). Less than one of ten respondents in either group agreed with this statement (9.8%; 8.6% respectively). Of these that did agree they had a bad experience, more than one of four (27.3%; 28.0% respectively) were unable to overcome this barrier. More than four of ten

(43.2%; 44.0% respectively) indicated high ability to overcome this barrier, while fewer indicated a moderate ability to do so (29.5%; 28.0% respectively).

Figure 27 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I am not interested" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

Figure 27. Experience and overcoming barriers to visiting parks: I am not interested.

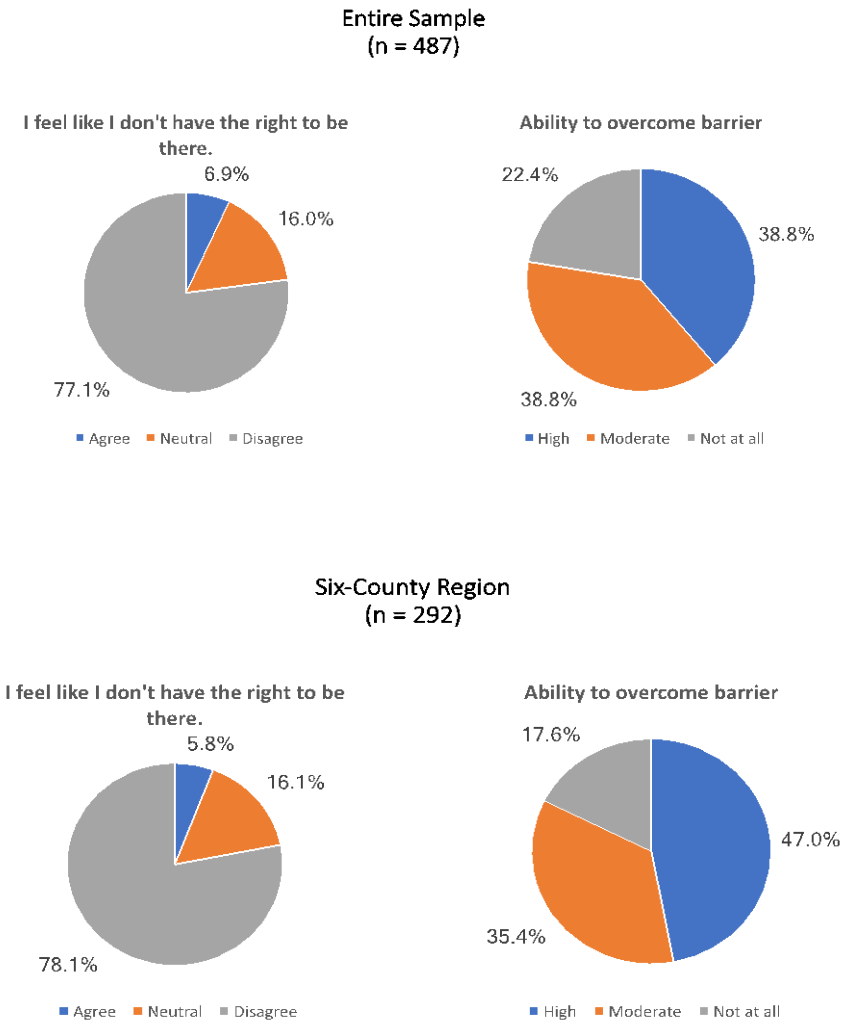


About three-fourths of the entire sample (73.6%) and the six-county region (75.7%) disagreed that they were not interested in visiting parks and less than one of five were neutral (17.5% entire sample; 17.8% six-county region). Of those who agreed with this statement (8.9% entire sample; 6.5% six-county region), up to one-fourth of the two groups (21.7%; 26.4% respectively) indicated high ability to

overcome this barrier, while around one-half (48.8%; 55.1% respectively) indicated moderate ability overcome this barrier. One of five (19.5%) respondents in the entire sample who agreed they were not interested in visiting parks overcame this barrier, while one of ten respondents in the six-county region (10.5%) who were not interested in parks overcame this barrier.

Figure 28 presents the extent to which the entire sample and the six-county region agreed with the potential barrier statement, "I feel like I don't have the right to be there" and the extent to which respondents are able to overcome this barrier. The "able to overcome barrier" graph is based only on those respondents who agreed with the potential barrier statement.

Figure 28. Experience and overcoming barriers to visiting parks: I feel like I don't have the right to be there.



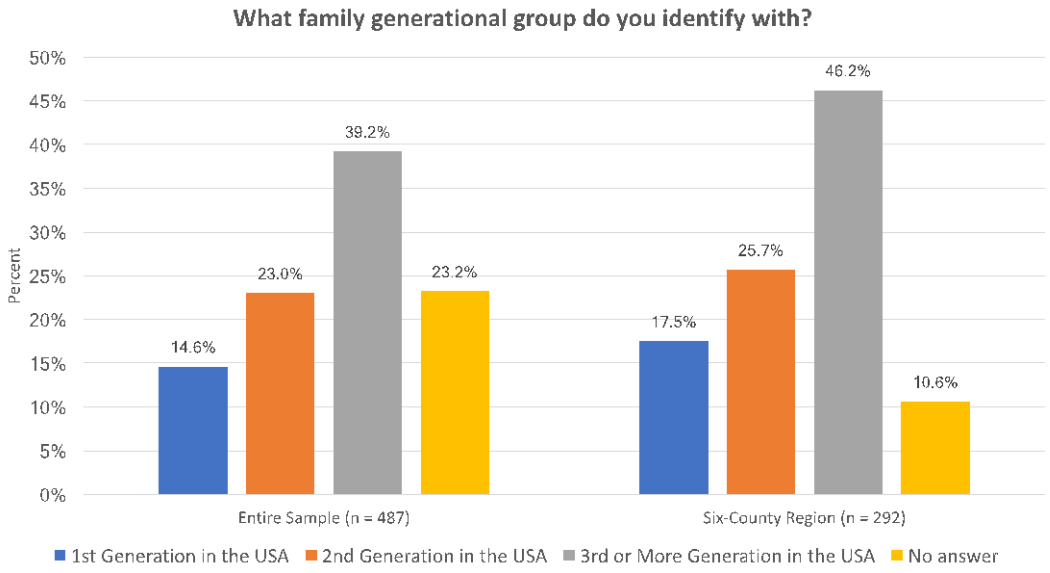
Nearly eight of ten respondents from the entire sample (77.1%) and the six-county region (78.1%) disagreed that they feel they do not have the right to be at a park. Another one of six respondents (16.0% entire sample; 16.1% six-county region) were neutral on this statement. Few respondents from each group (6.9% entire sample; 5.8% six-county region) agreed with this statement. Of those who agreed, about eight of 10 indicated either moderate (38.8%; 35.4% respectively) or high (38.8%; 47.0% respectively) ability to overcome this barrier.

Comparison of Study Responses across Family Generational Group

This section compares the survey responses across "Family Generational Group." To identify family generational group, respondents were asked whether they were the 1st generation of their family to reside in the USA, the 2nd generation of their family to reside in the USA, or the 3rd or more generation of their family to reside in the USA. All the comparisons of study responses across family generational group are based on the entire sample (n = 487).

Figure 29 describes the breakdowns of the entire sample and the six-county region on family generational groups.

Figure 29. Family generational groups for the entire sample and six-county region.



The highest proportion of respondents in both groups were those that reported being the 3rd or more generation of their family to live in the United States (39.2% of the entire sample; 46.2% of the six-county region). Approximately one-fourth of the respondents indicated they were the 2nd generation of their family to live in the United States (23.0% of the entire sample; 25.7% of the six-county region). The smallest family generational group were those who reported being the 1st generation of the family to live in the United States (14.6% of the entire sample; 17.5% of the six-county region). Nearly one-fourth of the entire sample (23.2%) preferred not to answer this question, while approximately one of 10 respondents in the six-county region (10.6%) failed to answer this question.

Comparisons of these three "family generational groups" are organized in sections entitled (a) Parks, Activities, and Information, (b) Barriers to visiting parks (c) Influence of information sources, d) Preferences for information sources, and e) Reasons for visiting parks.

Parks, Activities, and Information by Family Generational Group

All the tables in this section utilized Cramer's V statistic to examine the relationship between responses and membership in family generational groups. Significance levels (p-value) less than or equal to .05 indicated a statistically significant relationship between family generational group and question response.

Table 4 compares the three family generational groups on the frequency of their visitation to a park or parks.

Table 4. How often have you visited, or do you visit a park or parks?

	Family Generational Group; Percent Response				
Frequency of visitation	1st Generation	2nd Generation	3rd+ Generation	Cramer's V	p-value[1]
Never	1.4%	1.8%	1.0%		
Rarely	11.3%	17.0%	11.0%		
Occasionally	42.3%	52.7%	55.0%		
Often	45.1%	28.6%	33.0%		
Total	100.0%	100.0%	100.0%	.101	.265

[1] Relationships across family generational group are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There was no statistical relationship between membership in family generational group and visitation to parks (Cramer's V = .101; p = .265). A high majority of all three groups visit parks occasionally or often.

Table 5 compares the three family generational groups on the activities that they use when they visit parks. The bolded items in the table represent statistically significant differences among the family generational groups on this item.

Table 5. Which of the following facilities do you use when you visit parks?

Facility	Family Generational Group; Percent Yes			Cramer's V	p-value[1]
	1st Generation	2nd Generation	3rd+ Generation		
Picnic Tables	70.4%	66.1%	75.9%	.097	.175
Covered Seating Areas	**21.1%**	**49.1%**	**50.8%**	**.230**	**< .001**
Grills	32.4%	34.8%	34.6%	.019	.936
Open Grassy Areas	62.0%	66.1%	69.6%	.062	.483
Hiking Trails	54.9%	51.8%	59.7%	.071	.392
Walking Trails	70.4%	67.0%	69.1%	.027	.874
Athletic Fields	15.5%	28.6%	26.2%	.108	.114
Restrooms	50.7%	62.5%	65.4%	.113	.091
Visitor Information Centers/Kiosks	15.5%	25.0%	26.7%	.099	.162
Educational Signage	**8.5%**	**22.3%**	**24.6%**	**.150**	**.015**
Sites for guided exercises (Zumba, yoga, tai chi etc.)	5.6%	8.0%	5.2%	.052	.607

[1] Relationships across family generational group are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There was a significant statistical relationship between family generational group and use of facilities for two facilities. For covered seating areas (Cramer's V = .230; p < .001), respondents who were the 1st generation of their family residing in the USA reported less use of these facilities (21.1%) than 2nd generation (49.1%) and 3rd+ generation respondents (50.8%). For educational signage (Cramer's V = .150; p = .015), less than one of ten (8.5%) 1st generation respondents reported using this facility, while just under one-fourth of 2nd generation (22.3%) and 3rd+ generation (24.6%) reported doing so.

Table 6 compares the family generational groups on the activities they would be most interested in doing at a park or parks. The bolded items in the table represent statistically significant differences among the family generational groups on this item.

Table 6. What activities would you be most interested in doing at a park?

Activity	Family Generational Group; Percent Yes			Cramer's V	p-value[1]
	1st Generation	2nd Generation	3rd+ Generation		
Picnicking	59.2%	61.6%	71.2%	.113	.093
Grilling	42.3%	43.5%	46.6%	.032	.821
Camping	**28.2%**	**33.0%**	**45.5%**	**.152**	**.013**
Fishing	**22.5%**	**26.8%**	**40.3%**	**.164**	**.006**
Hiking	36.6%	43.8%	51.8%	.119	.070
Jogging/Running	29.6%	39.3%	35.6%	.069	.409
Walking	69.0%	75.9%	73.8%	.054	.585
Spending Time with Family	**71.8%**	**75.0%**	**85.3%**	**.146**	**.018**
Spending Time with Friends	**54.9%**	**59.8%**	**71.2%**	**.143**	**.022**
Active Sports (e.g., soccer, volleyball, Frisbee, etc.)	29.6%	41.1%	38.7%	.084	.269
League Sports (e.g., football, soccer, baseball, etc.)	9.9%	17.0%	19.9%	.099	.159
Birthdays, Parties, and Family Celebrations	42.3%	45.5%	55.0%	.109	.107

[1] Relationships across family generational group are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There were four significant relationships between activities interest in and family generational group. For camping (Cramer's V = .152; p = .013), just under one-half of 3rd+ generation respondents (45.5%) were interested in doing this activity while one-third of 2nd generation respondents (33.0%) and just over one-fourth of 1st generation respondents (28.2% indicated interest in this activity. Results for fishing (Cramer's V = .164; p = .006) were similar to camping. Four of ten 3rd+ generation respondents (40.3%) were interested in this activity, while fewer 2nd generation respondents (26.8%) and 1st generation respondents (22.5%) were interested. Spending time with family (Cramer's V = .146; p =.018) and spending time with friends (Cramer's V = .143; p = .022) were both of interest to more than one-half of all family generational groups, and showed statistically significant relationships by generational group. The 3rd+ generational group was the most interested in spending time with family (85.3%) and friends

(71.2%) compared to the 2nd generational group (75.0% for family; 59.8% for friends) and 1st generational group (71.8%; 54.9% respectively).

Table 7 compares the family generational groups on different ways they have learned about parks. The bolded item in the table represents statistically significant difference among the family generational groups on this item.

Table 7. What are the different ways you have learned about parks?

	Family Generational Group; Percent Yes				
Sources of Information	1st Generation	2nd Generation	3rd+ Generation	Cramer's V	p-value[1]
Friends	78.9%	80.4%	85.3%	.075	.354
Family	59.2%	66.1%	72.8%	.113	.093
Park's Website	26.8%	30.4%	36.6%	.086	.252
Driven Past	**53.5%**	**61.6%**	**71.7%**	**.151**	**.014**
Church	14.1%	10.7%	11.0%	.039	.748
Community Organizations	15.5%	10.7%	14.1%	.053	.590
Internet Search	39.4%	46.4%	54.5%	.117	.076
None	1.4%	2.7%	1.0%	.057	.546

[1] Relationships across family generational group are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There was only statistically significant relationship among the three generational groups regarding ways to have learned about parks. A higher proportion of respondents in the 3rd+ generational group (71.7%) reported learning about parks by driving past them (Cramer's V = .151; p = .014) than did the 2nd generational group (61.6%) and the 1st generational group (53.5%).

Table 8 compares the family generational groups on the type of information they would want to see at a park or parks. The bolded items in the table represent statistically significant differences among the family generational groups on this item.

Table 8. If you were to visit a park, what type of information would you want to see?

Type of Information	Family Generational Group; Percent Yes			Cramer's V	p-value[1]
	1st Generation	2nd Generation	3rd+ Generation		
Rules & regulations	64.8%	64.3%	72.8%	.089	.224
Hours	63.4%	70.5%	76.4%	.111	.099
Maps & trail information	80.3%	77.7%	83.8%	.069	.411
Educational information on animals & plants	**43.7%**	**58.9%**	**62.8%**	**.145**	**.020**
What activities are allowed	**46.5%**	**66.1%**	**70.2%**	**.185**	**.002**

[1] Relationships across family generational group are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There were two statistically significant relationships among the three generational groups and they type of information they would like to see. For educational information on animals and plants (Cramer's V = .145; p = .020), a lower proportion of the 1st generational group (43.7%) wanted to see this type of information than did the 2nd generation (58.9%) and the 3rd+ generation (62.8%). For information about what activities are allowed (Cramer's V = .185; p = .002); a lower proportion of the 1st generational group (46.5%) wanted to see this information than did the 2nd generational group (66.1%) and the 3rd+ generational group (70.2%).

Table 9 compares the family generational groups on the best way to communicate information to them while they are at a park or parks. The bolded items in the table represent statistically significant differences among the family generational groups on this item.

Table 9. If you were to visit a park, what would be the best way to communicate information to you while you were at the park?

Method of Communication	Family Generational Group; Percent Yes			Cramer's V	p-value[1]
	1st Generation	2nd Generation	3rd+ Generation		
Bilingual signage	**53.5%**	**59.8%**	**45.0%**	**.131**	**.045**
Increased presence of park rangers	**43.7%**	**45.5%**	**57.1%**	**.133**	**.048**
Bilingual park rangers	**47.9%**	**34.8%**	**25.1%**	**.184**	**.002**

[1] Relationships across family generational group are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There was a statistically significant relationship among the three generational groups for all the preferred methods of communication while in the park. For bilingual signage (Cramer's V = .131; p = .045), a higher proportion of the 2nd generational group (59.8%) felt this was a good way to communicate at the park than did the 1st generational group (53.5%) and the 3rd+ generational group. Of the three family generational groups, the 3rd+ generational group (57.1%) showed the highest proportion supporting an increased presence of park rangers (Cramer's V = .133; p = .048) compared to the 2nd generational group (45.5%) and 1st generation (43.7%). For bilingual park rangers (Cramer's V = .184; p = .002), nearly one-half of the 1st generation supported this method of communication (47.9%) as compared to the 2nd generational group (34.8%) and the 3rd+ generational group (25.1%).

Barriers to Visiting Parks by Family Generational Group

This section examines differences in agreement/disagreement to statements about barriers to visiting parks by family generational group; 1st generation of family to live in the United States, 2nd generation of family to live in the United States, and 3rd or more generation of family to live in the United States.

Univariate analysis of variance tested whether there was a significant relationship between membership in family generational group and mean response on agreement/disagreement to each item designed to measure the existence of barriers to visiting parks. If univariate ANOVA identified significant between-group differences, post-hoc tests utilizing the Student-Newman-Keuls statistic (if variances across groups are equal) or Dunnett's T3 test (if variances across group are not equal) explored which groups were, in fact, statistically different. Univariate ANOVA found very only one significant difference

in agreement/disagreement to these items among the three family generational groups. No significant between family generational groups were found for 16 of 17 items designed to measure the presence of potential barriers (table 10 below).

Table 10. Barrier items for which no significant differences in mean agreement existed among family generational groups.

- I do not know where to go.
- I do not have enough time.
- I am not interested.
- I feel like I don't have the right to be there.
- I don't know anyone who goes.
- I don't have anyone to go with.
- I do not feel comfortable there.
- There are not enough people who look like me.
- I have too many family responsibilities.
- I am concerned about safety.
- There is a lack of facilities that I like to use.
- The facilities are poorly maintained.
- It is hard to get there.
- It is too far away.
- I have had a bad experience there.
- People I know had a bad experience there.

The only difference found among the 1st generational, 2nd generational, and 3rd+ generational groups was in the extent to which respondents in each group do not "know the rules" of a park.

Table 11 below presents the results of univariate ANOVA and the follow-up post-hoc tests. A significant univariate between-group result supports the presence of differences between groups in mean response. This is shown in the top one-half of the table below. In the bottom portion of each table, mean scores for each group on the question are shown. The mean scores are based on responses of 1 = "strongly disagree", 2 = "moderately disagree", 3 = "neutral", 4 = "moderately agree", 5 = "strongly agree." Mean scores for each group with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another.

Table 11. Barrier: I do not know the rules by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	8.177	2	4.088	3.258	.040
Within Groups	465.545	371	1.255		
Total	473.722	373			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
1.93[a]	2.36[b]	2.14[a,b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .111; p = .895), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = strongly disagree, 2 = moderately disagree, 3 = neutral, 4 = strongly agree, and 5 = strongly agree.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found a significant between-groups effect on the mean score for "I do not know the rules" (F = 3.258; p = .040). Student-Newman-Keuls statistic for groups with equal variances showed that the Respondents in the 1st generational group disagreed with the presence of this barrier (mean = 1.93) significantly more than respondents in the 2nd generational group (mean = 2.36).

Influence of Information Sources by Family Generational Group

This section examines differences in the influence of information sources across family generational groups; 1st generation of family to reside in the United States, 2nd generation of family to reside in the United States, and 3rd or more generation of family to reside in the United States. Univariate analysis of variance tested whether there was a significant relationship between membership in family generational group and mean response on the influence of information sources. If univariate ANOVA identified significant between-group differences, post-hoc tests utilizing the Student-Newman-Keuls statistic (if variances across groups are equal) or Dunnett's T3 test (if variances across group are not equal) explored which groups were, in fact, statistically different. Univariate ANOVA found six significant differences in respondents' perceived influence of information sources among the three family generational groups. Table 12 presents the ten sources of information for which no significant difference

in respondents perceived mean influence among family generational groups. Tables showing this analysis for these information sources are found in Appendix D.

Table 12. Information sources with no significant differences in mean influence among family generational groups.

- Friends
- Family
- Organization websites
- Web search
- Driving past
- Facebook
- Brochures
- Email
- English-language television
- English-language radio
- English-language newspapers

Table 13 below presents the univariate ANOVAs and post hoc tests for those information sources for which significant differences in respondents' perceptions of influence were found; Church, Community organizations, Child's school, Spanish-language television, Spanish-language radio; and Spanish-language newspapers. Univariate Analysis of Variance and Post-hoc tests were used to compare family generational group on the importance of specific reasons for visiting parks. In table ? below, Univariate analysis of variance tested whether there was a significant relationship between membership in generational group and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across group. Mean scores for each group on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = quite important, and 5 = extremely important. For a more detailed analysis of each of these information sources for which significant differences were noted, refer to the tables and explanations in Appendix E

Table 13. Influence of information by source

Univariate Analysis of Variance Between and Among Groups

Post-Hoc Tests Significance [2,3,4]

	Family Generational Group [1]			Analysis of Variance	
Information Source (Table #)	1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA	F-value	p-value
Church (*13)	2.65[a]	1.97[b]	2.15[b]	6.943	.001[2,3]
Community organizations (*14)	2.92[a]	2.53[b]	2.50[b]	3.355	.036[2,4]
Child's school (*15)	3.10[a]	2.37[b]	2.43[b]	8.156	< .001[2,4]
Spanish-language television (*16)	2.69[a]	2.16[b]	1.80[c]	15.150	< .001[2,4]
Spanish-language radio (*17)	2.73[a]	2.08[b]	1.80[b]	15.100	< .001[2,4]
Spanish-language newspapers (*18)	2.80[a]	1.95[b]	1.70[b]	24.60	< .001[2,3]

[1]Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

[2]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (*Levine's "L" and "p" values reported in the indicated table in Appendix) therefore, post-hoc tests comparing the means of the three generational groups was conducted using the…

[3]Dunnett's T3 statistic.

[4]Student-Newman-Keuls statistic.

While univariate analysis of variance found significant between-groups difference for each of the items in the above table, there were some differences regarding which family generational groups found certain information sources to be more influential. Results indicate that for the 1st generational group residing in the USA group, the mean influence of all items was significantly higher than for the other two family generational groups. For the items of church, community organizations, a child's school, Spanish-language radio and Spanish-language newspapers, there was no significant difference regarding their mean influence for the 2nd and 3rd+ generational groups. However, for Spanish-language television, its influence as an information source was significantly higher for 2nd generational groups than for 3rd+ generational groups, with it still being the most significant for the 1st generational group.

Preference for Information Sources by Family Generational Group

This section examines differences in the preference for information sources across family generational groups; 1st generation of family to reside in the United States, 2nd generation of family to reside in the United States, and 3rd or more generation of family to reside in the United States. Univariate analysis of variance tested whether there was a significant relationship between membership in family generational group and mean response on the preference for information sources. If univariate ANOVA identified significant between-group differences, post-hoc tests utilizing the Student-Newman-Keuls statistic (if variances across groups are equal) or Dunnett's T3 test (if variances across group are not equal) explored which groups were, in fact, statistically different. Univariate ANOVA found seven significant differences in respondents' mean preferences for information sources among the three family generational groups. Table 14 presents the ten sources of information for which no significant difference in respondents perceived mean preference among family generational groups. Tables showing this analysis for these information sources are found in Appendix D.

Table 14. Information sources with no significant differences in mean preference among family generational groups.

• Friends	• Community organizations
• Family	• Brochures
• Organization websites	• Email
• Web search	• English-language television
• Facebook	• English-language radio

Table 15 below presents the univariate ANOVAs and post hoc tests for those information sources for which significant differences in respondents' preferences were found; Driving Past, Church, Child's School, Spanish-langue television, Spanish-language radio, Spanish-language newspapers, and English-language newspapers. For a more detailed analysis of each of these information sources for which significant differences were noted, refer to the tables and explanations in Appendix E.

Table 15. Preferred information source

Univariate Analysis of Variance Between and Among Groups

Post-Hoc Tests Significance [2,3,4]

	Family Generational Group [1]			Analysis of Variance	
Preferred Information Source (Table #)	1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA	F-value	p-value
Driving past (*20)	3.20[a,b]	3.00[a]	3.41[b]	4.487	.012[2,4]
Church (*21)	2.37[a]	1.96[b]	2.05[a,b]	4.661	.021[2,3]
Child's school (*22)	2.89[a]	2.32[b]	2.42[a,b]	4.264	.015[2,4]
Spanish-language television (*23)	2.65[a]	2.19[b]	1.71[c]	16.761	< .001[2,4]
Spanish-language radio (*24)	2.85[a]	2.05[b]	1.75[b]	20.077	< .001[2,4]
Spanish-language newspapers (*25)	2.70[a]	2.01[b]	1.72[b]	17.120	< .001[2,4]
English-language newspapers (*26)	2.90[a]	2.37[b]	2.60[a,b]	3.465	.032[2,4]

[1]Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

[2]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (*Levine's "L" and "p" values reported in the indicated table in Appendix) therefore, post-hoc tests comparing the means of the three generational groups was conducted using the…

[3]Dunnett's T3 statistic.

[4]Student-Newman-Keuls statistic.

When examining differences between the family generational groups and their preference for information about parks/open space, the following can be noted. For those whose families are the 1st generation residing in the USA, the preference for one's church, a child's school, Spanish-language television, Spanish-language radio, Spanish-language newspapers, and English-language newspapers as information sources, was more significant than for the 2nd generational group. Additionally, the mean preference for Spanish-language newspapers as an information source was significantly higher for the 1st generational group than for the 3rd+ generational group. The mean preference for Spanish-language television as an information source was also significantly higher for the 2nd generational group than the 3rd+ generational group, which showed the lowest preference for Spanish-language television as a source of information about parks. In compassion, the preference for driving past a park as an information source was more significant for the 3rd generation living in the USA group, than for the 2nd generation living in the USA group.

Importance of Reasons to Visit Parks by Family Generational Group

This section examines differences in the reasons for visiting parks across family generational groups; 1st generation of family to reside in the United States, 2nd generation of family to reside in the United States, and 3rd or more generation of family to reside in the United States.

Univariate analysis of variance tested whether there was a significant relationship between membership in Family Generational Group and mean response on the importance for reasons, or motivations for visiting parks. If univariate ANOVA identified significant between-group differences, post-hoc tests utilizing the Student-Newman-Keuls statistic (if variances across groups are equal) or Dunnett's T3 test (if variances across group are not equal) explored which groups were, in fact, statistically different. Univariate ANOVA found that there were no reasons, or motivations, for visiting parks that showed significant differences across the three family generational groups. Table 16 presents all eight of the reasons for visiting parks examined on the survey. Tables showing the analysis for these reasons for visitation are found in Appendix D.

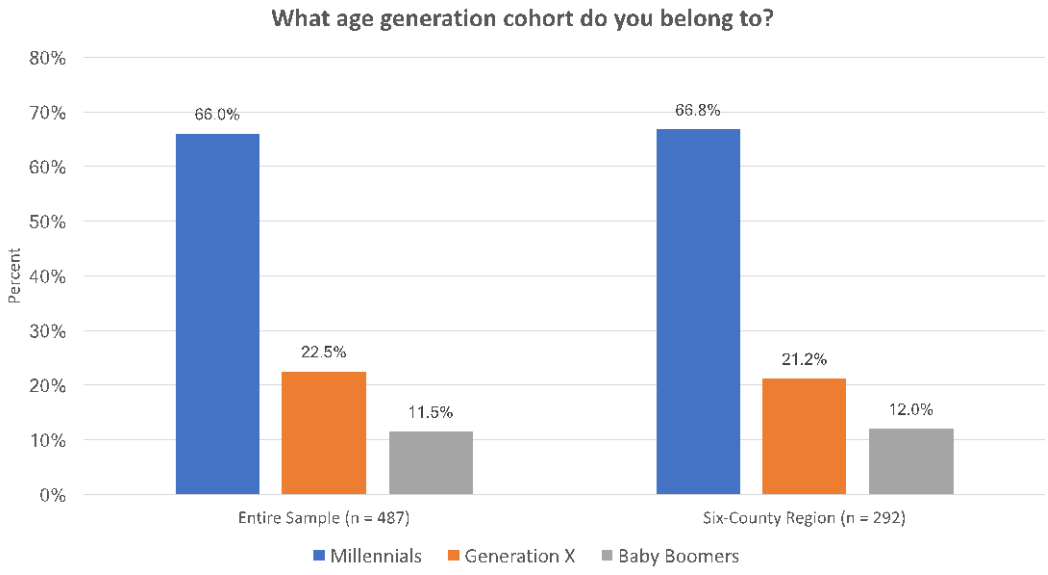
Table 16. Reasons for visiting parks for which no significant differences in mean importance existed among family generational groups.	
• Spending time with friends	• Accessing the Water
• Spending time with family	• Escaping from everyday stress
• Enjoying nature	• Staying close to home
• Enjoying the Scenery	• Taking advantage of educational programs

Comparison of Study Responses across Generation Cohort

This section of the results compares the survey responses across "generation cohort". To identify generation cohort, respondents were asked the year they were born on the survey. Anyone born between the years 1946 and 1964 were placed in the "Baby Boomers" cohort (four individuals who were born just prior to 1946 were included in this cohort). Anyone born between the years 1965 and 1981 were place in the "Generation X" cohort. Anyone born in between 1982 and 2000 were placed in the "Millennials" cohort. All the comparisons of study responses across generation cohort are based on the entire sample.

Figure 30 describes the breakdowns of the entire sample and the six-county region on generation cohort.

Figure 30. Generation cohort for the entire sample and six-county region.



The highest proportion of respondents in both cohorts were Millennials (66.0% of the entire sample; 66.8% of the six-county region). Just under one-fourth of the respondents in both cohorts were Generation X (22.5% of the entire sample; 21.2% of the six-county region). The smallest generation cohort was Baby Boomers (11.5% of the entire sample; 12.0% of the six-county region.

Similar to the previous section, comparisons of these three "generation cohorts" are organized in sections entitled (a) Parks, Activities, and Information, (b) Barriers to visiting parks (c) Influence of information sources, d) Preferences for information sources, and e) Reasons for visiting parks.

Parks, Activities, and Information by Generation Cohort

All the tables in this section utilized Cramer's V statistic to examine the relationship between responses and membership in generation cohort. Significance levels less than or equal to .05 indicated a significant relationship between family generation cohort and question response. Table 17 compares the three generation cohorts on the frequency with which they visit a park or parks.

Table 17. How often have you visited, or do you visit a park or parks?

	Generation Cohort; Percent Response				
Frequency of Visit	Millennials	Generation X	Baby Boomers	Cramer's V	p-value[1]
Never	1.1%	2.1%	4.2%		
Rarely	13.4%	11.7%	20.8%		
Occasionally	53.3%	48.9%	52.1%		
Often	32.2%	37.2%	22.9%	.090	.342

[1] Relationships across generation cohort are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There were no statistically significant differences among the generation cohorts on the frequency of visit to parks (Cramer's V = .090; p = .342).

Table 18 compares the three generation cohorts on the facilities that they use when they visit parks. The bolded items in the table represent statistically significant differences among generation cohorts on this item.

Table 18. Which of the following facilities do you use when you visit parks?

	Generation Cohort; Percent Yes				
Facility	Millennials	Generation X	Baby Boomers	Cramer's V	p-value[1]
Picnic Tables	73.6%	72.3%	58.3%	.106	.096
Covered Seating Areas	39.5%	51.1%	41.7%	.096	.145
Grills	34.8%	34.0%	22.9%	.079	.269
Open Grassy Areas	68.5%	63.8%	52.1%	.110	.081
Hiking Trails	**58.0%**	**57.4%**	**33.3%**	**.157**	**.006**
Walking Trails	68.5%	69.1%	64.6%	.028	.844
Athletic Fields	**26.4%**	**25.5%**	**8.3%**	**.133**	**.024**
Restrooms	**54.3%**	**73.4%**	**62.5%**	**.160**	**.005**
Visitor Information Centers/Kiosks	21.4%	25.5%	33.3%	.091	.177
Educational Signage	17.4%	20.2%	29.2%	.094	.159
Sites for guided exercises (Zumba, yoga, tai chi etc.)	**8.0%**	**3.2%**	**0.0%**	**.123**	**.043**

[1] Relationships across generation cohort are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There was a significant statistical relationship between generation cohort and use of facilities for four facilities. For hiking trails (Cramer's V = .157; p = .006), greater proportions of Millennials (58.0%) and Generation X (57.4%) reported use of these facilities than of Baby Boomers (33.3%). A similar result was found for athletics fields (Cramer's V = .133; p = .024), with one-fourth of Millennials (26.4%) and Generation X (25.5%) reporting use of these facilities but less than one of ten Baby Boomers (8.3%). Use of restrooms (Cramer's V = .160; p = .005) was also significantly related to generation cohort. Nearly three-fourths of Generation X (73.4%) reported use of this facility, while fewer Baby Boomers (62.5%) and Millennials (54.2%) reporting use of restrooms. Finally, the use of sites for guided exercises was generally low for all respondent (Cramer's V = .123; p = .043), just under one of ten Millennials reported using parks for this (8.0%), followed by Generation X (3.2%). No Baby Boomers reported using this type of facility (0.0%).

Table 19 compares the three generation cohorts on the activities they would be most interested in doing at a park. The bolded items in the table represent statistically significant differences among the generation cohorts on this item.

Table 19. What activities would you be most interested in doing at a park?

	Generation Cohort; Percent Yes				
Activity	Millennials	Generation X	Baby Boomers	Cramer's V	p-value[1]
Picnicking	62.3%	74.5%	64.6%	.105	.101
Grilling	40.9%	50.0%	47.9%	.081	.257
Camping	40.6%	29.8%	39.6%	.092	.172
Fishing	32.2%	35.1%	33.3%	.025	.877
Hiking	**44.2%**	**53.2%**	**31.3%**	**.123**	**.043**
Jogging/Running	**41.3%**	**29.8%**	**8.3%**	**.224**	**< .001**
Walking	72.8%	75.5%	64.6%	.068	.376
Spending Time with Family	78.3%	81.9%	68.8%	.088	.198
Spending Time with Friends	65.2%	64.9%	50.0%	.100	.123
Active Sports (e.g., soccer, volleyball, Frisbee, etc.)	**44.2%**	**30.9%**	**10.4%**	**.230**	**< .001**
League Sports (e.g. football, soccer, baseball etc.)	**16.3%**	**24.5%**	**8.3%**	**.123**	**.043**
Birthdays, Parties, and Family Celebrations	48.9%	52.1%	45.8%	.036	.760

[1] Relationships across generation cohort are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There was a significant statistical relationship between generation cohort and activities respondents are interesting in doing at a park. Hiking (Cramer's V = .123; p = .043), more than one-half of Generation X (53.2%) was interested in this activity, while under one-half of the Millennials (44.2%) were interested in this activity. Less than one of three Baby Boomers (31.3%) were interested in hiking. Four of ten Millennials (41.3%) were interest in jogging or running (Cramer's V = .224; p < .001), only three of ten Generation Xers (29.8%) were interested. Less than one of ten Baby Boomers (8.3%) were interested in jogging or running. For active sports (Cramer's V = .230; p < .001), More than four of ten Millennials (44.2%) were interested and three of ten Generation Xers (30.9%) were interested. League sports also leaned toward younger generations (Cramer's V = .123; p = .043. Generation Xers showed the most interest in these activities (24.5%) followed by Millennials (16.3%). Less than one of 10 Baby Boomers (8.3%) were interested in participating in league sports.

Table 20 compares the three generation cohorts on the different ways they have learned about parks. The bolded items in the table represent statistically significant differences among the generation cohorts on this item.

Table 20. What are the different ways you have learned about parks?

	Generation Cohort; Percent Yes				
Sources of Info about Parks	Millennials	Generation X	Baby Boomers	Cramer's V	p-value[1]
Friends	**85.5%**	**75.5%**	**64.6%**	**.182**	**< .001**
Family	70.7%	63.8%	58.3%	.094	.160
Park's Website	**26.4%**	**43.6%**	**41.7%**	**.168**	**.003**
Driven Past	65.9%	63.8%	54.2%	.077	.291
Church	**13.4%**	**10.6%**	**0.0%**	**.133**	**.025**
Community Organizations	14.5%	10.6%	10.4%	.055	.530
Internet Search	46.4%	47.9%	54.2%	.049	.607
None	1.4%	2.1%	2.1%	.025	.882

[1] Relationships across generation cohort are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

Statistically significant relationships between sources of information about parks and generation cohort were found for three sources of information. Friends (Cramer's V = .182; p < .001) was found to be a very important source of information about parks. More than eight of ten Millennials (85.5%) indicated friends as a source of information. Three-fourths of Generation X (75.5%) identified friends as sources of information. Just under two-thirds of Baby Boomers identified friends as a source of information about parks. For a park's website (Cramer's V = .168; p = .003), more than four of 10 Generation Xers (43.6%) and Baby Boomers (41.7%) identified this as a source of information about parks, while only about one of four Millennials (26.4%) reported learning about parks from their websites. Generation cohorts had different responses to church as a source of information about parks (Cramer's V = .133; p = .025). About one of seven Millennials (13.4%) reported church as a source of information about parks and one of ten Generation Xers (10.6%) did so. No Baby Boomers (0.0%) reported church as a source of information about parks.

Table 21 compares the three generation cohorts on the type of information they want to see when they visit parks. The bolded items in the table represent statistically significant differences among the generation cohorts on this item.

Table 21. If you were to visit a park, what type of information would you want to see?

	Generation Cohort; Percent Yes by facility				
Type of Information	Millennials	Generation X	Baby Boomers	Cramer's V	p-value[1]
Rules & regulations	33.3%	29.8%	31.3%	.032	.806
Hours	68.8%	73.4%	83.3%	.103	.109
Maps & trail information	79.0%	80.9%	83.3%	.036	.760
Educational information on animals and plants	55.4%	54.3%	62.5%	.048	.614
What activities are allowed	63.0%	67.0%	66.7%	.038	.737

[1] Relationships across generation cohort are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

There were no significant relationships between generation cohort and the type of information desired at a park.

Table 22 compares the three generation cohorts on the best way to communicate with them while at a park. The bolded items in the table represent statistically significant differences among the generation cohorts on this item.

Table 22. If you were to visit a park, what would be the best way to communicate information to you while you were at the park?

	Generation Cohort; Percent Yes by facility				
Method of Communication	Millennials	Generation X	Baby Boomers	Cramer's V	p-value[1]
Bilingual signage	**55.8%**	**46.8%**	**37.5%**	**.126**	**.036**
Increased presence of park rangers	46.7%	56.4%	56.3%	.091	.178
Bilingual park rangers	**38.0%**	**26.6%**	**14.6%**	**.172**	**.002**

[1] Relationships across generation cohort are considered statistically significant when tests using Cramer's V show a p-value $\leq$ .05.

A significant relationship between generation cohort and preference for communication was found for bilingual signage (Cramer's V = .126; p = .036) and bilingual park rangers (Cramer's V = .172; p = .002). More than one-half of Millennials (55.8%) indicated bilingual signage as a good method of communication. Less than one-half of Generation Xers (46.8%) and less than four of ten Baby Boomers (37.5%) indicated bilingual signage as a good way to communicate. Millennials (38.0%) also supported the use of bilingual park rangers more than the Generation Xers (26.6%) and Baby Boomers (14.6%).

Barriers to Visiting Parks by Generation Cohort

This section examines differences in agreement/disagreement to statements that suggested potential barriers to visiting parks across generation cohort; Millennials, Generation X, and Baby Boomers. Univariate analysis of variance tested whether there was a significant relationship between membership in Family Generation cohort and mean response on agreement/disagreement to each item designed to measure the existence of barriers to visiting parks. If univariate ANOVA identified significant between-cohort differences, post-hoc tests utilizing the Student-Newman-Keuls statistic (if variances across cohorts are equal) or Dunnett's T3 test (if variances across cohort are not equal) explored which cohorts were, in fact, statistically different. Univariate ANOVA found very only one significant difference in agreement/disagreement to these items among the three family generation cohorts. No significant difference among generation cohort were found for 13 of 17 items designed to measure the presence of potential barriers (table 23 below). Tables showing the results of analysis of variance for these non-significant comparisons can be found in Appendix F.

Table 23. Barrier items for which no significant differences in mean agreement existed among generation cohorts

- I do not know where to go.
- I do not have enough time.
- I am not interested.
- I don't know the rules.
- I feel like I don't have the right to be there.
- I don't know anyone who goes.
- I don't have anyone to go with.
- I have too many family responsibilities.
- There is a lack of facilities that I like to use.
- The facilities are poorly maintained.
- It is hard to get there.
- It is too far away.
- I have had a bad experience there.

Four statistically significant differences were found between responses of the Millennials, Generation X, and Baby Boomer cohorts. These differences were found in the extent to which each cohort "do not feel comfortable" at a park, feel that "there are not enough people there who look like me", are "concerned about safety", and "know people who have had a bad experience there."

Table 24 presents the results of univariate ANOVA and the follow-up post-hoc tests for each of these statistically significant barriers. A significant univariate between-cohort result supports the presence of differences between cohorts in mean response. This is shown in the top one-half of the table below. In the bottom portion of each table, mean scores for each cohort on the question are shown. The mean scores are based on responses of 1 = "strongly disagree", 2 = "moderately disagree", 3 = "neutral", 4 =

“moderately agree”, 5 = “strongly agree.” Mean scores for each cohort with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. For a more detailed analysis of each of these information sources for which significant differences were noted, refer to the tables and explanations in Appendix G.

Table 24. Barriers by generation cohort

Univariate Analysis of Variance Between and Among Groups

Post-Hoc Tests Significance [2,3,4]

	Generation Cohort [1]			Analysis of Variance	
Information Source (Table #)	Millennials	Generation X	Baby Boomers	F-value	p-value
I do not feel comfortable there (*35)	1.96[a]	2.26[a]	3.19[b]	27.021	< .001[2,3]
There are not enough people who look like me (*36)	2.20[a]	1.98[a,b]	1.65[b]	4.623	.010[2,3]
I am concerned about safety (*37)	2.53[a]	2.44[a]	3.27[b]	7.985	< .001[2,4]
People I know have had a bad experience there (*38)	1.93[a]	1.62[a]	1.73[a]	3.400	.034[2,4]

[1]Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

[2]Levene's test for homogeneity of variances across the generation cohort indicated that the variances across the three groups are statistically different (*Levine's "L" and "p" values reported in the indicated table in Appendix) therefore, post-hoc tests comparing the means of the three generational groups was conducted using the…

[3]Dunnett's T3 statistic.

[4]Student-Newman-Keuls statistic.

Univariate analysis of variance found significant differences between the generation cohorts for "I do not feel comfortable there". Millennials and Generation X disagreed significantly more strongly than Baby Boomers regarding the fact that they feel uncomfortable visiting parks. In comparison, for the item "There are not enough people who look like me", Baby Boomers disagreed with this statement significantly more strongly than did Millennials. Generation X was not statistically different than either of the other two cohorts. Regarding the item, "I am concerned about safety", Baby Boomers indicated a statistically significant higher concern about safety than did Millennials and Generation X. Millennials and Generation X responses were not significantly different from each other. However, for the item, "People I know have had a bad experience" at a park, when controlling for multiple comparisons, the differences in means across generation cohort were not statistically different.

Influence of Information Sources by Generation Cohort

This section examines differences in the influence of information sources across generation cohort; Millennials, Generation X, and Baby Boomers. Univariate analysis of variance tested whether there was a significant relationship between membership in generation cohort and mean response on the influence of information sources. If univariate ANOVA identified significant between-group differences, post-hoc tests utilizing the Student-Newman-Keuls statistic (if variances across groups are equal) or Dunnett's T3 test (if variances across group are not equal) explored which groups were, in fact, statistically different. Univariate ANOVA found six significant differences in respondents' perceived influence of information sources among the three family generational groups. Table 25 presents the eleven sources of information for which no significant difference in respondents perceived mean influence among family generational groups. Tables showing this analysis for these information sources are found in Appendix F.

Table 25. Information sources for which no significant differences in mean influence existed among generation cohort.

• Friends	• Brochures
• Family	• Spanish-language newspapers
• Organization websites	• English-language television
• Web search	• English-language radio
• Church	• English-language newspapers
• Driving past	

Six statistically significant differences were found between responses of the Millennials, Generation X, and Baby Boomer cohorts on the perceptions of influence of each information source. These differences were found for Facebook, Community organizations, Child's school, Email, Spanish-language television, and Spanish-language radio.

Table 26 presents the results of univariate ANOVA and the follow-up post-hoc tests for each of these statistically significant sources of information. A significant univariate between-group result supports the presence of differences between groups in mean response. This is shown in the top one-half of the table below. In the bottom portion of each table, mean scores for each group on the question are shown. The mean scores are based on responses of 1 = "not at all influential", 2 = "slightly influential", 3 = "moderately influential", 4 = "quite influential", and 5 = "extremely influential." Mean scores for each group with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. For a more detailed analysis of each of these information sources for which significant differences were noted, refer to the tables and explanations in Appendix G.

Table 26. Influence of information source by generation cohort

Univariate Analysis of Variance Between and Among Groups

Post-Hoc Tests Significance [2,3,4]

	Generation Cohort [1]			Analysis of Variance	
Information Source (Table #)	Millennials	Generation X	Baby Boomers	F-value	p-value
Facebook (*40)	2.76[a]	2.52[a]	2.00[b]	8.636	< .001[2,4]
Community organizations (*41)	2.72[a]	2.34[b]	2.17[b]	6.737	.001[2,4]
Child's school (*42)	2.65[a]	2.63[a]	1.94[b]	6.321	.002[2,4]
Email (*43)	2.47[a]	2.68[a]	2.60[a]	5.524	.001[2,4]
Spanish-language television (*44)	2.26[a]	1.94[ab]	1.63[b]	6.757	.001[2,3]
Spanish-language radio (*45)	2.21[a]	1.91[ab]	1.63[b]	5.524	.004[2,4]

[1]Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

[2]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (*Levine's "L" and "p" values reported in the indicated table in Appendix) therefore, post-hoc tests comparing the means of the three generational groups was conducted using the…

[3]Dunnett's T3 statistic.

[4]Student-Newman-Keuls statistic.

While univariate analysis of variance found significant between-group differences in all the items in Table 26, there were some differences regarding their influence for particular generation cohorts. The perceived mean influence of Facebook as an information source was significantly higher for Millennials and Generation X than Baby Boomers, although it was moderate at best for all groups. The same can be said regarding the influence of a child's school; a result that might be expected with an age based factor such as Generation Cohort. The perceived mean influence of community organizations as an information source was also significantly higher for Millennials than for Generation X and Baby Boomers, with the difference between Generation X and Baby Boomers not statistically significant. In comparison, the mean perceptions of the influence of Email was not statistically significant among Millennials, Generation X, and Baby Boomers. Finally, for both Spanish-language television and Spanish-language radio, their perceived mean influence as an information source for parks/open space was significantly higher for Millennials than for Baby Boomers, with the mean for Generation X for these two items not statistically different than either of the other two generation cohorts.

Preference for Information Sources by Generation Cohort

This section examines differences in the preference for information sources across generation cohort; Millennials, Generation X, and Baby Boomers.

Univariate analysis of variance tested whether there was a significant relationship between membership in generation cohort and mean response on the preference for information sources. If univariate ANOVA identified significant between-group differences, post-hoc tests utilizing the Student-Newman-Keuls statistic (if variances across groups are equal) or Dunnett's T3 test (if variances across group are not equal) explored which groups were, in fact, statistically different. Univariate ANOVA found four significant differences in respondents' perceived influence of information sources among the three family generational groups. Table 27 presents the thirteen sources of information for which no significant difference in respondents' preferences among generation cohort. Tables showing the analysis for these information sources are found in Appendix F.

Table 27. Information sources for which no significant differences in mean influence existed among generation cohort.

• Friends	• Email
• Organization websites	• Spanish-language radio
• Web search	• Spanish-language newspapers
• Driving past	• English-language television
• Church	• English-language radio
• Community Organizations	• English-language newspapers
• Brochures	

Four statistically significant differences were found between responses of the Millennials, Generation X, and Baby Boomer cohorts on the preferences for each information source. These differences were found for Family, Facebook, Child's School, and Spanish-language television.

Table 28 below present the results of univariate ANOVA and the follow-up post-hoc tests for each of these statistically significant sources of information. A significant univariate between-group result supports the presence of differences between groups in mean response. This is shown in the top one-half of the table below. In the bottom portion of each table, mean scores for each group on the question are shown. The mean scores are based on responses of 1 = "not at all preferred", 2 = "slightly preferred", 3 = "moderately preferred", 4 = "quite preferred", and 5 = "strongly preferred." Mean scores for each group with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. For a more detailed analysis of each of these information sources for which significant differences were noted, refer to the tables and explanations in Appendix G.

Table 28. Preference for information source by generation cohort

Univariate Analysis of Variance Between and Among Groups

Post-Hoc Tests Significance [2,3,4]

	Generation Cohort [1]			Analysis of Variance	
Information Source (Table #)	Millennials	Generation X	Baby Boomers	F-value	p-value
Family (*47)	3.66[a]	3.52[a]	3.27[b]	2.861	.050[2,4]
Facebook (*48)	2.74[a]	2.52[a]	2.19[b]	4.310	.014[2,4]
Child's school (*49)	2.59[a]	2.60[a]	1.98[b]	4.435	.012[2,4]
Spanish-language television (*50)	2.16[a]	1.89[a,b]	1.54[b]	5.926	.003[2,3]

[1]Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

[2]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (*Levine's "L" and "p" values reported in the indicated table in Appendix) therefore, post-hoc tests comparing the means of the three generational groups was conducted using the…

[3]Dunnett's T3 statistic.

[4]Student-Newman-Keuls statistic.

When examining differences between the Generation Cohorts and their preference for information sources about parks/open space, the following can be noted. The mean preference for family, Facebook, and a child's school was significantly higher for Millennials and Generation X, than for Baby Boomers. However, the mean preference for Spanish-language television as an information source was significantly higher for Millennials than for Baby Boomers, while the mean preference for Generation X was not statistically different from either of the other groups.

Importance of Reasons to Visit Parks by Generation Cohort

This section examines differences in the reasons for visiting parks across generation cohort; Millennials, Generation X, Baby Boomers. Univariate analysis of variance tested whether there was a significant relationship between membership in generation cohort and mean response on the importance for reasons, or motivations for visiting parks. If univariate ANOVA identified significant between-group differences, post-hoc tests utilizing the Student-Newman-Keuls statistic (if variances across groups are equal) or Dunnett's T3 test (if variances across group are not equal) explored which groups were, in fact, statistically different. Univariate ANOVA found that there were no reasons, or motivations, for visiting parks that showed significant differences across the three generation cohorts. Table 29 presents all eight of the reasons for visiting parks examined on the survey. Tables showing the analysis for these reasons for visitation are found in Appendix F.

Table 29. Reasons for visiting parks for which no significant differences in mean importance existed among generation cohort.

- Spending time with family
- Enjoying Nature
- Enjoying the Scenery
- Accessing the Water
- Escaping from everyday stress
- Staying close to home
- Taking advantage of educational programs

Only one statistically significant difference was found between responses of the Millennials, Generation X, and Baby Boomer cohorts on the preferences for each information source. This difference was found for spending time with friends.

Table 30 below presents the results of univariate ANOVA and the follow-up post-hoc test for this information source. A significant univariate between-group result supports the presence of differences

between groups in mean response. This is shown in the top one-half of the table below. In the bottom portion of the table, mean scores for each group on the question are shown. The mean scores are based on responses of 1 = "not at all important", 2 = "slightly important", 3 = "moderately important", 4 = "quite important", and 5 = "extremely important." Mean scores for each group with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another.

Table 30. Reason for visiting park: Spending time with friends by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	7.146	2	3.573	3.112	.046
Within Groups	476.473	415	1.148		
Total	483.620	417			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
3.79[a]	3.84[a]	3.40[b]

[1]Levene's test for homogeneity of variances across Generation indicated that the variances across the three groups are not statistically different (L = 1.357; p = .259), therefore, post-hoc tests comparing the means of the three Generational groups was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores in this section are based on a 1 to 5 scale, with 1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = quite important, and 5 = extremely important.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found significant between-groups difference in the importance of spending time with friends as a reason for going to parks (F = 3.112; p = .046). Student-Newman-Keuls statistic for groups with equal variances showed that the mean importance of spending time with friends was significantly higher for Generation X (mean = 3.84) and Millennials (mean = 3.79) than for Baby Boomers (mean = 3.40).

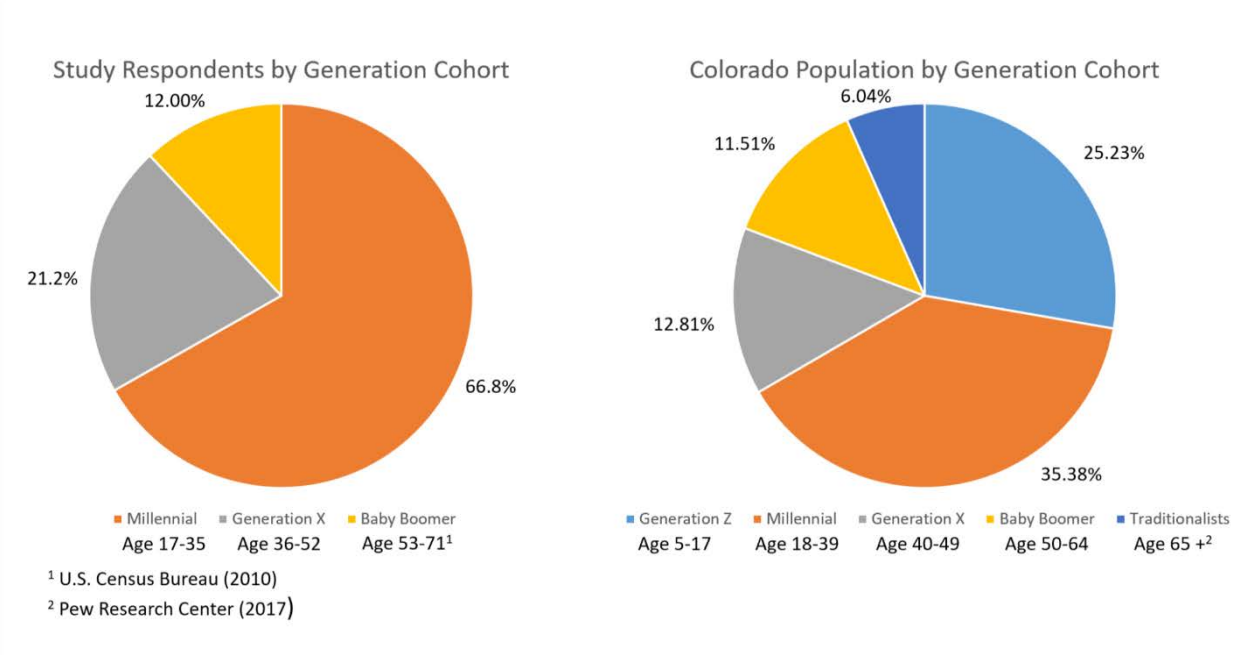
Discussion

In this section, a more detailed discussion of the descriptive statistics and univariate analyses will be undertaken to highlight the value of these results for the participating county open spaces, and how this project can contribute to county resource management needs. Given the similarities in response between the entire sample (n=487) and the six-county region (n=292), this discussion will focus on the six-county region, being of greatest interest to the participating county open space agencies.

The majority of Latino/Hispanic respondents from the six-county region identified as being the 3rd+ generation of their family to reside in the United States (46.2%). This was followed by the 2nd generation of their family to reside in the United States (25.7%) and then the 1st generation of the family to reside in the United States (17.5%), with approximately one of 10 respondents in the six-county region (10.6%) failing to answer this question. This indicates that many Latino/Hispanics living in the six-county region, come from families who have resided in the USA for a long time, with the implications of this discussed below.

Regarding the breakdown of Latino/Hispanic respondents from the six-county region by generation cohort, Millennials made up the largest cohort at 66.8%, followed by 21.2% Generation X and only 12% of Baby Boomers. Given that the large majority of survey responses were obtained through Qualtrics, which distributed the surveys online, it is not surprising to see this breakdown of generation cohorts. Figure 31 compares the sample breakdown of generation cohorts with figures provided by the Pew Research Center (2016).

Figure 31: Comparison of survey breakdown of generation cohort compared to Colorado Population



It is important to note that the categorization of generation cohorts in this study (as adopted from the U.S. Census Bureau) is different to those used by the Pew Research Center (2016), making direct comparisons difficult. What can be broadly noted is that the percentage representation of Millennials and Generation X from the study sample was almost double than of the Latino/Hispanic population in Colorado. However, similarities can be noted in the breakdown of the Baby Boomer generation between the study sample population and the broader Colorado population of Latinos/Hispanics.

It is also important to remember that generational group does not reflect age. For example, a 3rd+ generation respondent could be a member of any of the three generation cohorts (Millennials, Generation X, or Baby Boomer). Results indicate that there is no significant relationship between the generational group (1st, 2nd, 3rd+ generation of family living in the USA) and generation cohort (Millennials, Generation X, Baby Boomers). As such, the designation of generational group can be understood as an indication of integration of Latino/Hispanic respondents into the dominant US culture.

County open space visitation

Latino/Hispanic respondents within the six-county region appear to visit parks/open space on a relatively frequent basis, with over half visiting occasionally, and nearly one-third, visiting often. No significant differences were noted between the different generational groups or cohorts, with a high majority of all three groups in each category visiting occasionally or often. This is to be expected, given

the increasing Latino/Hispanic population within Colorado, with these visitation rates in line with previous research on Latino/Hispanic use of public lands for recreation in other states (Johnson, Cassandra, Bowker, Green & Cordell, 2007).

Use of facilities and activities undertaken in county open space

Regarding how Latino/Hispanics use facilities, findings indicate that picnic tables, walking trails, and open grassy areas are the most popular, followed by restrooms and hiking trails. Over half of the respondents indicated their use of these five facilities. Covered seating areas and grills were also used by over one-third of respondents, with respondents who are 2nd and 3rd+ generation of their family residing in the USA, reporting a statistically significant higher usage of covered seating areas than those who were 1st generation of their family residing in the USA. Not surprisingly, over two-thirds of total respondents highlighted interest in picnicking. These findings are supported by the academic literature, with picnicking, and the use of picnic tables, grills, covered seating areas, and restrooms commonly cited as being popular among Latino/Hispanics (Baas, et al., 1993; Chavez, 2001; 2002; Gobster, 2002; Hickcox, 2008).

The importance of spending time with family and friends can arguably be related to this interest and use in picnic tables and associated facilities. Over two-thirds of respondents stated they were interested in spending time with family, with over half also expressing interest in spending time with friends. More specifically, there were significant differences within generational groups, with those respondents who are 3rd+ generation residing in the USA, the most interested in spending time with family (85.3%) and friends (71.2%) compared to the 2nd generational group (75.0% for family; 59.8% for friends) and 1st generational group (71.8%; 54.9% respectively). This is likely related to the greater use of covered seating areas among 2nd and 3rd+ generation respondents as well.

Yet, Latino/Hispanic respondents in this study were not singular in their activity interest, as has also been noted in the academic literature (Chavez & Olsen, 2009). The majority of respondents also highlighted the importance of hiking trails and open grassy areas, and the desire to walk, with just under half of respondents also expressing interest in hiking. There were significant differences in the proportion of each generation cohort using hiking trails, with greater proportions of Millennials (58.0%) and Generation X (57.4%) reporting use of these facilities than Baby Boomers (33.3%). This is not surprising with younger generations expected to be more active than Baby Boomers. However, there was also a significant difference in the number of Generation X respondents who participate in hiking (53.2%), compared to 44.2% of Millennials and 31.3% of Baby Boomers who were interested in hiking. This

indicates that Generation X respondents more actively hike in county open space than Millennials and Baby Boomers.

Close to one third of respondents also expressed interested in camping, active sports, and jogging and running. This supports findings by Dunn et al. (2002) that identified favorite forms of activity among Hispanics to include soccer, volleyball, and baseball that requires use of large open grassy areas. Significant differences could be noted between the generation cohorts for jogging or running, and active sports, with a greater percent of participation, not surprisingly, noted among the Millennial generation, followed by Generation Xers and then, Baby Boomers. Among respondents, there was also a significant difference regarding levels of interest in camping and fishing among the generational groups with a greater percentage of 3rd+ generation respondents (45.5% and 40.3%, respectively), interested in camping and fishing, with this percentage declining amongst 2nd generation respondents (33% and 26.8%, respectively), and 1st generation respondents (28.2% and 22.5%, respectively). What this appears to demonstrate is a greater likelihood among Latino/Hispanics that have been living in the USA for longer, to participate in these two outdoor activities.

On a separate note and of potential interest to the counties, is the difference amongst generational groups and their use of educational signage. While only 8.5% of 1st generation respondents reported using educational signage, 22.3% of 2nd generation 24.6% of 3rd+ generation (24.6%) respondents reported doing so. This appears to suggest that those Latino/Hispanic respondents whose families have been living in the USA for longer, have greater interest in educational signage at parks/open space. This may have to do with better English language capabilities, or simply, a greater appreciation for learning more about the parks/open space(s) in which they spend time.

Motivations for visiting county open space

In terms of the motivations for visiting county open space, respondents rated spending time with family as the number one reason (mean rating of 4.1), and spending time with friends as number five (mean rating of 3.77). Generation Xers, in particular, placed significantly higher importance on spending time with friends, when compared to Millennials and Baby Boomers. As noted by Burns et al. (2006, p. 10), 'the social context is a very important aspect of recreation among minorities. The family group is especially important. A lot of free time is devoted to family activities, and often involves the extended family spending time together'. This finding is also supported by Hickcox (2008), whose study on Latino/Hispanic perceptions of open space in Boulder County highlighting the importance of socializing with friends and family when visiting parks and open space. This links to the above findings regarding the

popularity of picnic tables, grills, and other developed areas, with these built facilities, in addition to open grassy spaces, being ideal for large-group gatherings.

In addition to time spent with friends and family, the importance of enjoying nature (mean rating of 4.04), enjoying scenery (mean rating of 4.09), and escaping everyday stress (mean rating of 4.01), were highly rated. These findings also link with the abovementioned preferences for hiking, walking, camping, active sports, and jogging and running, and are further supported by the academic literature (Burns, et al., 2006; Gobster, 2002; Hickcox, 2008).

Barriers and constraints to visiting county open space

In examining potential barriers and constraints facing respondents' ability to visit parks/open space, and their ability to overcome these, there were a number of notable findings. First, close to one quarter of respondents were not interested at all in visiting parks/open space. When this figure is compared to the percentage of respondents who stated they visit parks/open space occasionally or often (84.2%), the apparent disinterest seems slightly odd. However, given that this is a quarter of the respondents it is recommended that efforts be made to lower this percentage, while recognizing that there will always be a proportion of society that is not interested in utilizing parks/open space.

Approximately one quarter of respondents also stated they **did not have time** to visit parks/open space. This finding is similar to that of Hickcox (2008), whose research in Boulder County indicated that 23% of Latino/Hispanics reported a lack of time as a barrier to park and open space visitation. On a positive note, of the approximately 25% who identified a lack of time as a barrier, only 8.1% indicated an inability to do anything about it. Similarly, while 18.5% of respondents agreed that family responsibilities are a barrier to visiting parks/open space, more than nine out of ten of these respondents highlighted an ability to overcome these. As such, both a lack of time and family responsibilities are not deemed to be significant barriers to the Latino/Hispanic community in visiting parks/open space within the six-county region.

Just over 20% of respondents agreed that there is a **lack of facilities** that they like to use when visiting parks/open space. However, when asked to what degree they can overcome this barrier, eight out of ten indicated either a moderate or high ability to overcome this. While a similar percentage of respondents (just over 20%) agreed that parks/open space facilities are poorly maintained, a larger percentage (32.8%) indicated an inability to overcome this barrier. As noted by Burns, et al. (2006), Latino/Hispanics place great value on the ability of outdoor facilities to cater to their needs, with frustration occurring when there is insufficient room, or when facilities are busy. Furthermore, the importance of how well these facilities are maintained is important, with Carlson, et al. (2010) noting that Latino/Hispanics are more likely than non-Hispanic whites to report the quality of park facilities as being

a barrier to use. This highlights the importance of ensuring that county parks/open space facilities are well maintained and are of sufficient capacity so as not to become a barrier to visitation for the Latino/Hispanic community.

Potential barriers related to whether respondents **knew of other Latino/Hispanics that visit parks/open space** were found to be of concern to some respondents. While fewer than 20% of respondents did not know anyone, who visits parks/open space, more than 25% found this to be a barrier they were unable to overcome. Furthermore, 20% of respondents mentioned that they **did not have anyone to go** with to parks/open space, with 35.8% of these respondents unable to overcome this barrier. Only 15.5% of respondents perceived the fact that there were **not enough other Latino/Hispanics at parks/open space** as a barrier, with a similar percentage of those who agreed to this statement (15.6%) unable to overcome this. Millennials, more so than any other generation cohort appeared to be the most sensitive to this barrier. This further highlights the importance of efforts to encourage the 25% of respondents who currently are not interested in visiting parks/open space, given the importance attributed to knowing friends and family and having people to visit parks/open space with.

Only a small percentage of respondents (12.1%) **did not feel comfortable** while visiting parks/open space, yet close to 40% of these individuals who expressed discomfort, were unable to overcome this barrier to visitation. Results also indicate that of these respondents, Baby Boomers felt significantly less comfortable while visiting parks/open space, in comparison to Millennials and Generation Xers. Very few respondents (5.8%) indicated that they did not feel that they had a right to visit parks/open space, but of these individuals, close to 80% found this to be insurmountable. As identified by Chavez (2005, p. 408), some Latino/Hispanics 'describe barriers (such as feeling welcome), that require knowledge to alleviate'. Further research by the county to examine potential causes for not feeling welcome, and what knowledge is required to alleviate such feelings, may be beneficial to ensure that this is not a barrier for Latino/Hispanics.

In addition, close to 30% of respondents did cite **safety concerns** while visiting parks/open space, but only approximately 10% found this to be an insurmountable barrier to visitation. This supports findings by Carlson, et al. (2010) that even if Latino/Hispanics reported a safety concern, they were not any less likely to use a park. As noted above with the level of comfort felt while visiting parks/open space, Baby Boomers again had a statistically higher concern about their safety than the other two generation cohorts. This is not a surprise that this generation cohort feels more unsafe than the younger generation cohorts, due to the age factor.

Close to 10% of the sample agreed that they **know someone who has had a bad experience**, with 14% of these respondents unable to overcome this barrier. Regarding their own personal experience, again close to 10% indicated that they **have had a bad experience** in parks/open space, with a resulting

21.4% of these respondents indicating that they were unable to overcome this barrier. These findings are similar to Hickcox (2008), where few Hispanics interviewed in Boulder County reported negative interactions with visitors or park employees and even fewer reported having a negative experience in visiting parks and open space that would cause them not to return. As such, given the small percentage of Latino/Hispanics that have identified bad experiences that have occurred either to themselves or someone they know, this should not be a concern for county open space agencies.

Only 14.1% of respondents stated that **not knowing the rules** was a barrier to visiting parks/open space. Interestingly, 1st generation respondents disagreed with the presence of this barrier (mean = 1.93) significantly more than did respondents in the 2nd generational group (mean = 2.36). Regardless, of those who agreed to this statement, relatively few indicated an inability to overcome this barrier (12.2%).

Only 15.5% of respondents indicated that a barrier to visitation was **not knowing where to go**, with 22.2% of these individuals indicating that they were unable to overcome this barrier. While only a small percentage of respondents in this study indicated this lack of knowledge of where parks/open space exist as a barrier to visitation, findings by Hickcox (2008) in Boulder County found this to be the biggest barrier to greater usage of parks/open space among Hispanics, with most sites visited having low percentages of people who reported having heard of or visited different park sites within the county. Similarly, research by Burns et al. (2006) found that while the Hispanic community is often interested in finding new places to visit and recreate, they have problems accessing information and, so they feel that they are constrained by their lack of knowledge on where to go. From these results, it appears that signage and directional information may have improved since the Hickcox (2008) Boulder County study, and/or that there is better signage and knowledge of parks/open space in the other five counties, so that not knowing where to go was not a significant barrier.

In terms of **transportation** and **distance**, results from this study demonstrate that only 13.8% of respondents thought that parks/open space was hard to get to, with less than 10% of these individuals indicating they were unable to overcome this barrier. This finding is similar to that by Hickcox (2008), with transportation posing only a slight barrier for some Hispanics. Furthermore, only 12.7% of respondents found that parks/open space was too far away from them. However, among these respondents, only approximately 5% indicated an ability to overcome this barrier. As noted by Burns et al. (2006), this may be because some Hispanics work long hours with their jobs, some of which involve travelling and they are also concerned about the price of gasoline. As such, for those who identify distance as being a barrier, then it is unlikely that they will be able to overcome this.

What these results indicate overall is that barriers and constraints do exist for Latino/Hispanic respondents, but in general, they report the ability to overcome these barriers individually. However, it

could be possible that when you combine multiple perceived barriers together, this creates greater resistance to visiting parks/open space.

Communication needs

Findings from this study indicate that the most desired information by respondents is maps and trail information (80.8%), followed by hours of operation (72.6%). Information on rules and regulation was also desired by the majority of respondents (65.1%), supporting research by Dunn et al. (2002). What this indicates it that even though only a small percentage of respondents (14.1%) identified not knowing the rules as a barrier to visitation, as discussed above, a large majority of respondents are interested in learning more about rules and regulations at parks/open space within the six-county region.

Information on what activities are allowed was also identified as desirable, with 63.4% expressing interest in such information. However, a lower proportion of 1st generation respondents (46.5%) want to see this information than do 2nd generation respondents (66.1%) and 3rd+ generation respondents (70.2%). This indicates that Latino/Hispanics whose families have been living in the USA for longer, appear to have greater interest in learning about what activities are allowed at parks/open space, and potentially, are more interested in participating in activities at parks/open space in the six-county region.

Over half of respondents also indicated interest in educational and interpretive information on animals and plants in the area, with significant differences noted between the generational groups. This supports findings by Chavez (2001) that Latino/Hispanics are interested in learning more about local flora and fauna, local history, citizen involvement with natural resource protection, and safety information. It appears that a lower proportion of 1st generation respondents (43.7%) want to see this type of information than do 2nd generation respondents (58.9%) and 3rd+ generation respondents (62.8%). What this indicates is that Latino/Hispanics whose families have been residing in the USA for longer, have greater interest in educational signage on flora and fauna within county open space. This also links to the above finding regarding the greater interest among 3rd+ generation respondents and 2nd generation respondents, when compared to 1st generation respondents regarding their use of educational signage at parks/open space. In terms of on-site communication, such educational signage therefore seems important to Latino/Hispanic respondents who are 2nd and 3rd+ generation residing in the USA. What is important to note from the academic literature and from the findings of this study is that the desire for information at recreational sites exists; the task for agencies is to therefore ensure that it fits the needs of Latino/Hispanic visitors (Chavez, 2005).

Regarding how to improve on-site communication, just over a half of respondents indicated interest in having bilingual signage at parks/open space. Interestingly, a higher proportion of 2nd generation respondents (59.8%) felt this was a good way to communicate at the park than did 1st generation respondents (53.5%) and 3rd+ generation respondents (45%). When broken down by generation cohort, Millennials (55.8%), more so than Generation Xers (46.8%) and Baby Boomers (37.5%) indicated bilingual signage as a good way to communicate. These findings indicate interest among respondent in having bilingual signage. Dunn et al. (2002) also recommends the use of universal symbols to accompany written rules and regulation, to address those who may be illiterate among the Latino/Hispanic community.

Just under one-third of respondents supported the use of bilingual park rangers to help improve communication with the Latino/Hispanic community. When broken down by generation cohort, Millennials (38%) were again the most supportive of this form of communication, followed by Generation Xers (26.6%) and Baby Boomers (14.6%). However, while nearly one-half of 1st generation respondents support this method of communication (47.9%) only 34.8% of 2nd generation respondents and 25.1% of 3rd+ generation respondents support the use of bilingual rangers.

These differences among generational groups and their preference for communication at parks/open space is not surprising, given that Latino/Hispanics whose families have been living in the USA for longer are more likely to have higher levels of English proficiency. As such, it should not come as a surprise that 1st generation respondents would prefer bilingual signage as the best method of communication (53.5%) compared to bilingual park rangers (47.9%) and increased presence of park rangers (43.7%), with bilingual signage the least intimidating communication source for an individual who may not have English as their first language. For 2nd generation respondents, the greatest preference is also for bilingual signage (59.8%) compared to increased presence of park rangers (45.5%), followed then by bilingual park rangers (34.8%). This is in comparison to 3rd+ generation respondents who perceive the best form of communication to be an increased presence of park rangers (57.1%) followed by bilingual signage (45.0%) then bilingual park rangers (25.1%). This is likely because a lack of English proficiency is not a concern for 3rd+ generation respondents.

Millennials (38.0%) also support the use of bilingual park rangers more than the Generation Xers (26.6%) and Baby Boomers (14.6%). Though not statistically tested, these results suggest that the most preferred method of communication while at a park for Millennials is bilingual signage (55.8%) followed by increase presence of park rangers (46.7%). Generation Xers and Baby Boomers were similar in their apparent preference for an increased presence of park rangers (56.4%; 56.3% respectively) followed by bilingual signage (46.8%; 37.5% respectively). Bilingual park rangers were the least preferred for all

generation cohorts, despite findings by Dunn et al. (2002), suggesting the increased presence of bilingual park rangers and gate attendants to better assist the Latino/Hispanic community.

Communication preferences

From the analysis of results, the importance of friends and family in communicating information on parks/open space appears paramount, with 82.2% having learned about parks/open space from friends, and 68.8% from family. Not only this, but friends and family were deemed to be the most influential source of information for respondents, and, the most preferred source of information. When broken down by generation cohort, Millennials, more so than Generation Xers and in turn, more so than Baby Boomers, indicated friends and family as a source of information, and their preferred source of information on parks/open space. These results are similar to findings by Bass et al. (1993) and Dunn et al. (2002), in that word of mouth communication between family and friends are the primary way in which Latino/Hispanics find out about recreational opportunities and areas for natural recreation. This highlights the need for county open space agencies to promote and encourage word of mouth communication among the Latino/Hispanic community, through informal friends and family networks

Close to two-thirds of respondents also indicated that they found out about parks/open space from driving past. This mode of communication was also deemed as a preferable way of finding out about parks/open space by most respondents, with a 3.29 mean rating. Interestingly, there was a statistically significant difference among generational groups, with a higher proportion of 3rd+ generation respondents reporting having learned about parks by driving past them (71.7%), and having a preference for learning about parks/open space in this way, than did the 2nd generational group (61.6%) and the 1st generational group (53.5%). While findings from this study did not identify a large percentage of respondents as not knowing where to go as a barrier, as discussed above, given the importance placed in the literature on this barrier to visitation (Burns et al., 2006; Hickcox, 2008), combined with the importance and preference of drive-by communication by respondents, this highlights the importance of having appropriate signage at each county open space. Furthermore, directional information from nearby major roads could be useful, so that people are aware of what exists, and know how to get there (Dunn, et al., 2002).

The role and importance of the Internet as a form of communication can also be noted in that just under half of the respondents used generic Internet searches to find parks/open space, while approximately one-third of respondents specifically visited a parks/open space website. Both generic Internet searches and visits to parks/open space websites were identified as a preferable way to obtain information among respondents with a 3.44 and a 3.25 mean rating, respectively. Interestingly though, Generation Xers (43.6%) and Baby Boomers (41.7%) were significantly more likely to use park/open

space websites as a source of information than Millennials (26.4%). However, Millennials, perceived Facebook to be an influential source of information on parks/open space, significantly more than Generation Xers and Baby Boomers, although the influence was moderate at best for all groups. Also, both Millennials and Generation Xers demonstrate a higher preference for Facebook as an information source compared to Baby Boomers. These findings highlight the need to ensure that information about parks/open space, including directional information, is provided on the Internet through major search engines, such as Google, social media platforms, and parks/open space websites.

Less than one of six respondents indicated the importance of community organizations and non-profits as a source of information on parks/open space. Significant differences were noted among 1st generation respondents, as compared to 2nd and 3rd+ generation respondents. Millennials also viewed community organizations as a more significantly influential information source, compared to the other two generation cohorts. Yet, regardless of generational group or cohort, the overall influence of community organizations was still much lower than the abovementioned sources.

Additionally, less than one of six respondents identified the church as an important information source on county open space. What is important to note here though is that the perceived influence of the church, and preference of the church as an information source for parks/open space, is significantly higher among 1st generation respondents than for 2nd and 3rd+ generation respondents, indicating the potentially greater importance that the church holds in the lives of more recent Latino/Hispanic migrants. Millennials (13.4%) were also more likely than Generation Xers (10.6%) and Baby Boomers (0%) to rely on the church as a source of information. Regardless, results from this study indicate the church as being one of the lowest preferred source of information across all generational groups. This is different to findings from Burns et al. (2006) who suggest that Latino organizations and community groups, as well as farm worker associations, local health clinics, and businesses are an important channel to disseminate information about recreational opportunities.

Furthermore, recommendations from Burns et al. (2006) regarding the importance of youth in communicating information to adults within the Latino/Hispanic community, were also unfounded in this study with the role of the schools not found to be an influential communication method. Results did indicate that 1st generation respondents perceived their child's school as being a more influential source of information than 2nd or 3rd+ generation respondents, and a preferred information source in comparison to the other generational groups, which is not surprising, given the lower levels of English that likely exist among 1st generation Latino/Hispanic families residing in the USA. Millennials and Generation Xers were also more likely to perceive their child's school as a more influential information source than Baby Boomers, a result that might be expected with an age based factor such as generation cohort. However,

the degree of importance of this information source was still less influential than other information sources mentioned above.

Conclusion

The objectives of the research informed the items developed for the self-administered survey that was designed to explore barriers and constraints, overcoming those barriers and constraints, preferences for and evaluation of park amenities, as well as preferences for methods and topics for communication and outreach. In addition to these basic topics, this study identified groups within the study population based on family generational group (1st generation of family residing in the USA, 2ND generation of the family residing in the USA, and 3rd or more generation of the family residing in the USA), and generation cohort (Millennials, Generation X, and Baby Boomers). Responses specific to park visitation, preferences and communication were also compared across both groups. The objectives for this research were as follows.

Objective 1. To identify and evaluate any barriers to outdoor recreation.

Objective 2. To compare barriers to outdoor recreation among different family generational groups (e.g. 1st generation residing in the USA) and generation cohorts (e.g. Baby Boomers, Millennials, etc.) within the Latino/Hispanic community.

Objective 3. To provide specific recommendations on how county open spaces can overcome identified barriers and constraints to outdoor recreation.

Objective 4. To identify and evaluate park amenity preferences.

Objective 5. To compare differences in park amenity preferences among different family generational groups and generation cohorts within the Latino/Hispanic community.

Objective 6. To identify and evaluate the communication and outreach preferences and needs of different family generational groups and generation cohorts within the Latino/Hispanic community.

Objective 7. To provide recommendations on best practices for outreach and communication to different family generational groups and generation cohorts within the Latino/Hispanic community.

These objectives are based on the following hypotheses. Along with the hypotheses below, which are drawn from the first six study objectives, we provide the general conclusions that address the support of, or failure to support, each hypothesis.

Hypothesis 1. There are barriers limiting Latinos/Hispanics from visiting county open space.

Hypothesis 1 is supported by the results of this research. Each barrier was identified by a portion of some of the respondents. The barriers identified by the highest proportion of respondents were concern about safety and not having enough time (approximately one fourth of respondents agreed these as a barrier). These were followed by lack of facilities, poorly maintained facilities, and no one to go with,

where approximately one-fifth of respondents identified as potential barriers. However, most of those respondents who agreed with these as potential barriers were able to overcome them. However, there are respondents who identified potential barriers who were unable to overcome them, although in all, a minority of respondents.

Hypothesis 2. Barriers differ among different family generational groups and generation cohorts within the Latino/Hispanic community.

Hypothesis 2 was supported with reservation for family generational groups. There was a significant family generational group effect for only one of the 17 barriers. Those respondents who were the 2nd generation of their family in the USA felt slightly more strongly that not knowing the rules was a potential barrier than those who were the 1st generation of the family residing in the USA. However, none of the groups held this belief with strength. As mentioned, there was no difference across family generational group for any of the other 17 potential barriers.

Hypothesis 2 was supported for three of the 17 potential barriers with respect to membership in a generation cohort. Baby Boomers agreed more strongly that they did not feel comfortable at parks/open space than did Generation Xers and Millennials. On the other hand, Baby Boomers disagreed more strongly than the other two groups that there were not enough people at parks/open space who "looked like me." Baby Boomers were more concerned about safety at parks than Generation Xers and Millennials. There were no significant differences among generation cohorts for the other 14 potential barriers.

Hypothesis 3. Preferences for amenities and activities differ among family generational groups and generation cohorts within the Latino/Hispanic community.

Hypothesis 3 was generally supported regarding preferences for amenities and activities across family generational group. Respondents in the 1st generation of their family in the USA were much less likely to use covered seating areas and educational signage than were those in the 2nd and 3rd+ generation residing in the USA. There was no relationship among these three groups on use of other facilities and amenities. The 3rd+ generation residing in the USA was more likely to be interested in camping, fishing, spending time with family and friends than either of the other two groups.

Hypothesis 3 was also supported regarding preferences for amenities and activities for generation cohorts. As might be expected, Millennials and Generation Xers were more likely to use hiking trails and athletic fields than Baby Boomers. Millennials were less likely to use restroom facilities than were Baby Boomers and Generation Xers, respectively. Finally, although sites for guided exercise were used by few

respondents overall, they were more likely to be used by Millennials than Generation Xers and Baby Boomers. Generation Xers were more likely to be interested in hiking than both Millennials and Baby Boomers, respectively. On the other hand, Millennials were more likely to be interested in jogging/running than Generation Xers, and especially Baby Boomers. Millennials were more likely to be interested in active sports than were Generation Xers and Baby Boomers. However, Generation Xers were more interested in league sports than Millennials and Generation Xers.

Hypothesis 4. Preferred communication and outreach efforts differ among family generational groups and generation cohorts within the Latino/Hispanic community.

Hypothesis 4 was supported regarding differences across family generational group for preferred methods of communication and outreach about parks/open space. For example, both educational information on animals and plants as well as what activities are allowed were desired by 3rd+ generation of the family residing in the USA more than the 2nd generation, and especially the 1st generation. Regarding the best ways to communicate information while at a parks/open space, bilingual signage was preferred by those who were part of the 2nd generation of the family to reside in the USA than did the 1st generation and the 3rd+ generation respectively. The 3rd+ generation preferred supported an increased presence of park rangers than both the 2nd generation and 1st generation. Finally, those in the 1st generation of the family to reside in the USA preferred bilingual park rangers than did the 2nd generation and the 3rd+ generation respectively. Finally, respondents in the 1st generation of the family to reside in the USA showed higher preference for the church, a child's school, Spanish-language television, Spanish-language radio, Spanish-language newspapers, and English-language newspapers than did the 2nd generation, with 3rd+ generation in the middle. Those in the 3rd+ generation preferred obtaining information by driving past parks than did the 2nd generation.

Hypothesis 4 was also supported regarding differences across generation cohort for preferred methods of communication and outreach about parks/open space. While there were no differences across generation cohort for the type of information respondents would like to see, there were differences on the best way to communicate information while at a park/open space. A higher proportion of Millennials preferred bilingual signage and bilingual park rangers than did Generation Xers and Baby Boomers. Outside of a park/open space, Millennials and Generation Xers preferred family, Facebook, a child's school, and Spanish-language television as sources of information about parks/open space than did Baby Boomers.

In summary, each of the hypotheses were generally supported. The first hypotheses supported previous literature that has found that certain barriers to visiting parks/open space are identified by the

Latino/Hispanic community. However, these were not identified by a majority of respondents in this study, and ability of respondents to overcome these barriers was generally quite strong. Testing the second hypothesis supported the notion that identification of the barriers differed across family generational group (a potential indicator of integration into US society) and generation cohort (based on age). However, as with hypothesis 1, identification of these barriers and constraints were not by a majority of respondents in each group. There was also general support for differences in amenity and activity preferences across both family generational group and generation cohort (hypothesis 3) and communication and outreach (hypothesis 4).

Information related to objective 7, regarding the provision of a literature review about best practices for outreach and communication to different family generational groups and generation cohorts within the Latino/Hispanic community is described in Appendix H of this document.

Value to the agency

This study was undertaken to satisfy certain needs and goals of Jefferson, Boulder and Denver County Parks and Open Space regarding Latino/Hispanic participation in park/open space use and outdoor recreation in their specific geographic jurisdictions. The agencies prescribed specific goals as follows:

Boulder County Parks and Open Space:

- Undertake a study that identifies park amenity preferences of Boulder County Latino and Hispanic families
- Provide a literature review that examines best practices for outreach and communication with the Latino and Hispanic community

Jefferson County Open Space:

- Identify and evaluate culture-specific barriers to outdoor recreation. Make recommendations on methods to increase diversity in park visitors.

These goals are in response to agency directives and objectives that provide for equal access and usage of parks/open space facilities for all county residents. Outdoor recreation and use of outdoor spaces such as parks/open space areas is typically lower among Latino/Hispanic residents. The Outdoor Industry Association in their annual participation report (2017) states that while overall outdoor recreation participation is steady at 48.6% of US residents over 6 years of age, and nearly 73% of participants are White, Latino/Hispanic residents account for only 10% of outdoor activity participation. Hickcox in her study of park and natural area usage in Boulder County was only able to capture 3% of all surveys that were completed by Latino/Hispanic park visitors (2008), where the Latino/Hispanic population in Jefferson County was 14.3% in 2010, and 13.33% in Boulder County.

This study was undertaken to examine geographic and demographic-specific perceived barriers to park and open space area visitation and outdoor recreation participation among Latino/Hispanic residents of these areas. The study targeted Latino Hispanic residents and provided more than 400 responses (n=487) from Latino/Hispanic respondents in and around the six-county region. The surveys were delivered online via Qualtrics and through intercept surveys conducted at county open space, and reached Latino/Hispanic residents directly who may or may not visit parks/open space, or engage in outdoor recreation.

The study's results help to demonstrate the barriers perceived by this group of residents that may contribute to a lower than proportional visitation to county park and open space resources. Findings indicate that while perceived barriers exist, there are few that residents are not able to overcome

individually; however, the number of barriers taken as a whole may constitute some reason for the lower level of visitation by these groups. Information about amenity preference points to some areas of concern that can be addressed by county park and open space managers, including wider availability of particular amenities that serve specific needs, and the general repair and safety of amenities. Study findings clearly indicate that there are areas of communication that can be addressed directly by county managers, including additional bilingual direction, interpretation and rule and regulation signage, as well greater spatial awareness efforts to make Latino/Hispanic populations more aware of park and open space locations. The demographics of study respondents and their perception of current communication practices points to specific channels of communication that may be more effective for multiple generations and age cohorts. Study results indicate that more than 80% of respondents visit parks and open space at least occasionally.

Based on the percentage of Latino/Hispanic residents in these counties, it seems that actual visitation may be as much as 10-11% of county populations. Study findings attained through non-site-specific methods may also indicate some measurement challenges when surveying park participation by ethnicity on site.

Final recommendations

Based on the above findings, the following recommendations can be made.

Recommendation 1. Undertake efforts to increase the overall percentage of Latino/Hispanics visiting county open space.

As identified in the findings, 25% of Latino/Hispanic respondents in this study stated that they are not interested in visiting parks/open space. While visitation findings indicate that more than 80% of respondents visit parks/open space occasionally or frequently, it is important to address this apparent disinterest among a quarter of the respondents. This is because when examining potential barriers to visitation, not knowing other Latino/Hispanics that visit parks/open space or not having anyone to go with were identified barriers for close to 20% of respondents (with more than 25% of those who indicated this stating they are unable to overcome this barrier). Thus, efforts to attract additional Latino/Hispanics to visit parks/open space, can have a broader flow-on effect, given the importance of friends and families as preferred sources of communication about parks/open space, and the importance placed on spending time with friends and family at parks/open space.

The question for county agencies then is how to attract a greater number of Latino/Hispanics to visit and recreate at county open space? Findings from this study indicate that communication through schools, the church, and non-profit organizations may not be highly effective. Rather, improved signage at the parks, and the provision of more information about county open space on the Internet, may also be beneficial. Targeted advertising through social media platforms, such as Facebook, may also be useful to educate and inform Latino/Hispanics about the recreational opportunities that are available at county open space. What is important to note here is the need to communicate information and messages that the Latino/Hispanic community deem worthy of passing on to friends and family through their internal network (e.g. community events/activities/educational programs). These will be discussed further below.

Recommendation 2. Ensure that county open space facilities adequately meet the needs of Latino/Hispanics and are well maintained.

The importance of picnic tables, covered seating areas, restrooms, grills, walking/hiking trails and open grassy areas has been identified in this study. In addition, the importance of spending time with family and friends has been highlighted, much of which can be assumed to occur around the use of these different facilities. With this study and the academic literature emphasizing the central role that socialization plays for the Latino/Hispanic community in their use of parks and recreational areas, it is

important that county open space facilities are well maintained and are of sufficient capacity so as not to become a barrier to visitation for the Latino/Hispanic community.

Efforts should be made by county open space to regularly clean and maintain restrooms, picnic tables, grills, and covered areas, so that they are suitable for use. Ensuring that covered areas and the number of picnic tables are large enough to cater for large extended family and friends' gatherings is also important. Associated with this is a recommendation by Dunn et al. (2002) and Gobster (2002) to make sure that trashcans are large enough, and regularly emptied so as not to deter use of these built areas. Gobster (2002) also suggests that not only should there be sufficient numbers of picnic tables, but their arrangement should be as such where it does accommodate large groups. Having larger, and not just more grills may also further assist large group gatherings within the Latino/Hispanic community (Gobster, 2002).

Recommendation 3. Improving county open space signage and directional information

Given the large number of respondents who appear to find out about parks/open space simply from driving past, the need for having clear and easily visible signage at county open spaces seems to be very important. Although findings from this study did not identify a large percentage of respondents as not knowing where to go as a barrier, given the importance placed in the literature on this barrier to visitation (Burns et al., 2006; Hickcox, 2008), combined with the importance and preference placed on drive-by communication by respondents, the provision of directional information from nearby major roads could also be useful. This way, people are made aware that there is a county open space nearby, and can easily find it. Open space agencies should therefore consider updating signage and look into increasing signage on nearby major highways and roads to better alert people driving by of the existence of county open space.

Recommendation 4. Provide bilingual signage at county open space

An interesting finding from this report is the preference for bilingual signage for on-site communication among Latino/Hispanic respondents, over the existence of bilingual rangers or the increased presence of park rangers. What is so interesting here is that only 13 of the total 487 respondents chose to complete the Spanish version of this survey, indicating that the large majority are comfortable reading and writing in English. Furthermore, it was not just 1st generation respondents who were interested in bilingual signage, but all generational groups, as well as generation cohorts, with Millennials in particular, interested in bilingual signage. This could be in recognition that while the respondents

themselves are fluent in English, they recognize that the broader Latino/Hispanic community may not be, and as such, bilingual signage could be beneficial to increasing visitation among this population.

As such, it is recommended that county agencies invest in bilingual signage at county open space for a range of information provided. This should include maps, opening hours, rules and regulations, as well as educational and interpretive information on the area and points of interest. Efforts should be made for rules and regulations to be communicated bilingually in short positive statements that avoid negatives where possible. For example, 'Do this', as opposed to 'Don't do this', with a brief explanation as to why this is important. This is because most often, rules are not being followed due to a lack of understanding (Dunn, et al., 2002). In doing so, this will allow Latino/Hispanics to more deeply engage with their surroundings through learning about flora and fauna and points of interest. It may also help to reduce any discomfort that is felt by Latino/Hispanics regarding not knowing what to do, and ensuring that they are aware of rules and regulations.

Recommendation 5. Provide more information on county open space websites and social media platforms, and make it available in both English and Spanish.

Findings from this study indicate the importance of the Internet, whether parks/open space websites, search engines, or social media platforms. As such, it is important that information on the location of county open space, maps and directions on how to get there are provided on the Internet. Both Boulder County Open Space and Denver Parks and Recreation provide interactive maps and direct links from their website to Google maps, making it easy for people to find the quickest route to county open space form their home or current location. This kind of linkage and functionality can further help encourage Latino/Hispanics to more frequently utilize these websites as a trusted and convenient source of information. Information on rules and regulations and other useful information may also be beneficial to have in a clearly marked section, for example a 'frequently asked questions' or a 'things you should know before you go' section. What is also suggested is that further research be undertaken to determine whether this information on county open space websites should also be offered in Spanish. As with bilingual signage, the importance of the Internet as a source of information for the Latino/Hispanic community emphasizes the need for this.

Facebook and other social media platforms can also be useful here for providing up to date information trail and road closures, weather conditions, etc. Targeted advertising through social media platforms may also be useful to send specific messages to the Latino/Hispanic community about county open space, whether to advertise particular events, or provide them with information about recreational offerings to help increase their familiarity with county open space. For example, a social media campaign

to inform Latino/Hispanics about a local event at a county open space may help increase awareness among this population, and encourage them to explore the county open space website.

Limitations

This study was conducted primarily using Qualtrics panel-based convenience sampling. Qualtrics panels provide targeted convenience sampling for survey responses in specified demographic and geographic regions. Reaching specific ethnic audiences is difficult. Hickcox (2008) acknowledged these difficulties in a study performed in Boulder County, Colorado that specifically targeted Hispanic and Latino park users. With the recent atmosphere of intolerance toward immigrants in general, and Hispanic and Latino immigrants in particular, the issues raised of "fear" and "misunderstanding" in Hickcox have become even more prevalent. In addition, this study sought to identify barriers to visitation to parks and participation in outdoor activities. Sampling onsite resulted in low numbers of ethnic-specific responses and was biased toward those respondents that have overcome perceived barriers in order to visit the study site. Study timing, due to delays in contract approvals and subsequently IRB approval, did not allow for broad on-site survey collection in non-park venues frequented by Hispanic and Latino community members, such as fairs and festivals during the summertime. Solicited participation in this study through Hispanic and Latino churches, community groups and other oblique avenues yielded little response.

Social science research is more often than not based on convenience sampling (Landers & Behrend, 2015). Convenience sampling refers to the perceived external validity of results obtained through a variety of methods other than true random sampling from the population. Many methodologic examinations have attempted to define convenience sampling through the perspective of external validity (Landers & Behrend, 2015; Pedhazur & Schmelkin, 1991; Shadish, et al., 2002; Sackett & Larson, 1990). Sackett and Larson (1990) defined the external validity of convenience sampling as "the degree to which the results obtained in a given study would hold at other times, in other settings, or with other individuals" (Landers & Behrend, 2015). Sackett and Larson also point out that convenience sampling always lacks randomness in sampling from the universe to the target population and then to the respondents, therefore there is no basis to say that one convenience sampling technique has less external validity than another. Further, the authors offer two basic criteria to judge the external validity of a convenience sample: the degree to which the sample is defined similarly to the population, and how "typical," or frequently occurring cases are within a given population (Landers & Behrend, 2015).

Because the use of Qualtrics panel data allows researchers to target a population through demographic criteria in specific geographic regions, the response sample and the population are defined similarly. With very high response rates within the pre-defined population and with a reasonable range of variability among responses, the results demonstrate that cases follow similar patterns of "typicality," as described by Sackett and Larson (1990). Utilizing Qualtrics panel data provided an adequate number of responses for statistical analysis and generalization.

Panel data like those achieved through Qualtrics is commonly used by market researchers, and increasingly by other social-science researchers whose studies require quick response in targeted populations. Panelists generally provide demographic and geographic information about themselves, allowing for targeting, and are paid nominally to respond to the survey (Landers & Behrend, 2015). The sample provided by Qualtrics for this study offered exceptionally high response rates in the targeted population either within the desired six-county Denver region, or in areas surrounding the region. Analysis of results demonstrates that responses from within the six-county region do not vary significantly from the full sample that includes responses from a broader Colorado-based sample. While a convenience sample of this type may not be ideal, given the constraints presented by targeting a population that is difficult to reach and the focus on examining barriers to use as well as preferences, this method provided unique insight into the research questions posed by the study.

Further research

While this study has helped to provide a more detailed understanding of the perceptions and visitation habits of Latino/Hispanic population in county open space within the Front Range region of Colorado, a number of further research questions are raised. Firstly, while a number of barriers and constraints were identified in this study that appear to be preventing Latino/Hispanic visitation, in general, respondents reported their ability to overcome these barriers individually. However, it could be possible that when you combine multiple perceived barriers together, this creates greater resistance to visiting county open space. This needs to be examined in greater depth to see if it is a combination of barriers or the overall existence of many barriers that, even if individually easy to overcome, have a greater effect in limiting the desire and interest of Latino/Hispanics to visit county open space.

Related to this, county open space should further examine potential causes for Latino/Hispanics in not feeling welcome, and what knowledge would be required to alleviate such feelings, to ensure that this is not a barrier for Latino/Hispanics. This information could then be communicated on county open space websites and at the locations themselves in the form of a 'frequently asked questions' or 'things you should know before visiting' section. Further research is also needed to determine whether bilingual information will be beneficially enough, to outweigh the costs of implementation on county open space websites.

Finally, it is important that county open space undertake further research that identifies how to best promote and encourage word of mouth communication among the Latino/Hispanic community. This is necessary, given the importance placed on friends and family as important and preferred sources of information.

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Appendices

Following are eight appendices included as supplemental information to the main body of the report. These appendices include the following.

Appendix A. English Version of Survey Instrument

Appendix B. Spanish Version of Survey Instrument

Appendix C. Frequencies and descriptive statistics tables for all the results for the study population and the six-county region

Appendix D. Univariate analysis of variance of non-significant findings related to parks, activities, information, barriers to visitation, influence and preference of information sources, and important reasons for visiting parks/open space for family generational group

Appendix E. Univariate analysis of variance for significant findings related to influence and preference of information sources by family generational group

Appendix F. Univariate analysis of variance of non-significant findings related to parks, activities, information, barriers to visitation, influence and preference of information sources, and important reasons for visiting parks'open space for generation cohort

Appendix G. Univariate Analysis of Variance for significant findings related to influence and preference of information sources by family generational group

Appendix H. Literature review on best practices for outreach and communication within the Latino/Hispanic community

Appendix A. English Version of Survey Instrument

PRIOR TO COMPLETING THIS SURVEY, PLEASE READ THE PARAGRAPH BELOW.

This research is being conducted by CSU personnel for the purpose of identifying park amenity preferences and also to identify and evaluate culture-specific barriers to outdoor recreation. Your participation is voluntary, there are no direct risks or benefits to you as a participant, and you may stop at any time. This survey should take only 5-10 minutes. No names or identifying characteristics will be collected. You may contact the primary investigator at alan.bright@colostate.edu and for your rights you may contact the Colorado State University Review Board Coordinator at RICRO_IRB@mail.colostyate.edu or 970-491-1553

Note: In this survey, "*park*" refers to places that include a significant amount of open space where people are able to do a variety of outdoor activities.

1. How often have you visited or do you visit a park or parks? ***(circle the number, 1 through 4, that best represents your response)***

Never	**Rarely**	**Occasionally**	**Often**
1	2	3	4

2. Which of the following facilities would you be most interested in using at a park? (***Check all that apply)***

□ Picnic tables	□ Open grassy areas	□ Athletic fields	□ Educational signage
□ Covered seating areas	□ Hiking trails	□ Restrooms	□ Other *(identify below)*
□ Grills	□ Walking trails	□ Visitor information centers/kiosks	_____

3. What activities would you be most interested in doing at a park? (***Check all that apply)***

□ Picnicking	□ Walking
□ Grilling	□ Spending time with family
□ Camping	□ Spending time with friends
□ Fishing	□ Active sports (for example, soccer, volleyball, Frisbee)
□ Hiking	□ League sports (for example, football, soccer, baseball, etc.)
□ Jogging/running	□ Other *(Please describe)*: _____

4. What are the different ways you have learned about parks? ***(Check all that apply)***

□ Friends	□ Driven past	□ Internet search
□ Family	□ Church	□ Other (please (identify below)
□ Park's website	□ Community organizations	_____
□ None		

5. To what extent do you agree or disagree with the following statements about reasons for not visiting parks? ***(circle the number, 1 through 5, that represents your response)***

Reason for not going to parks	**Strongly disagree**	**Moderately disagree**	**Neutral**	**Moderately agree**	**Strongly agree**
I do not know where to go	1	2	3	4	5
I do not have enough time to go to parks	1	2	3	4	5
I am not interested in going to parks	1	2	3	4	5
I do not know the rules at parks	1	2	3	4	5
I feel like I don't have the right to be there	1	2	3	4	5
I don't know anyone who goes to parks	1	2	3	4	5
I don't have anyone to go to parks with	1	2	3	4	5
I do not feel comfortable at parks	1	2	3	4	5
There are not enough people at parks who look like me	1	2	3	4	5
I have too many family responsibilities	1	2	3	4	5
I am concerned about safety at parks	1	2	3	4	5
There is a lack of facilities that I like to use (for example: picnic tables, campsites, restrooms)	1	2	3	4	5
The facilities at parks are poorly maintained	1	2	3	4	5
It is hard to get to parks	1	2	3	4	5
Parks are too far away	1	2	3	4	5
I have had a bad experience at a park	1	2	3	4	5
People I know had a bad experience at a park	1	2	3	4	5

6. Consider the items from question 5. To what extent were you able to overcome these problems to visiting a park. ***(circle the number that best represents your response. if you circled 1 above in question 5, then circle 1 below)***

	To what extent did you overcome each problem?				
Problem	**Not at all**	**Slightly**	**Moderately**	**Mostly**	**Completely**
I do not know where to go	1	2	3	4	5
I do not have enough time to go to parks	1	2	3	4	5
I am not interested in going to parks	1	2	3	4	5
I do not know the rules at parks	1	2	3	4	5
I feel like I don't have the right to be there	1	2	3	4	5
I don't know anyone who goes to parks	1	2	3	4	5
I don't have anyone to go to parks with	1	2	3	4	5
I do not feel comfortable at parks	1	2	3	4	5
There are not enough people at parks who look like me	1	2	3	4	5
I have too many family responsibilities	1	2	3	4	5
I am concerned about safety at parks	1	2	3	4	5
There is a lack of facilities that I like to use (for example: picnic tables, campsites, restrooms)	1	2	3	4	5
The facilities at parks are poorly maintained	1	2	3	4	5
It is hard to get to parks	1	2	3	4	5
Parks are too far away	1	2	3	4	5
I have had a bad experience at a park	1	2	3	4	5
People I know had a bad experience at a park	1	2	3	4	5

7. If you were to visit a park, what type of information would you want to see? **(check ALL that apply)**

- □ Rules & regulations
- □ Hours
- □ Maps & trail information
- □ Educational information on animals & plants
- □ What activities are allowed
- □ Other *(Please explain)* _____

8. If you were to visit a park, what would be the best way to communicate information to you while you were at the park? **(check ALL that apply)**

□ Bilingual signage □ Bilingual park rangers

□ Increased presence of park rangers □ Other (*Please explain*)

_____

9. What information would you find most useful for parks to provide (whether it is provided or not)?

_____

_____

10. How influential are each of the following as sources of information of any type for you? ***(circle the number, 1 through 5, that best represents your response)***

Information Source	**Not at all influential**	**Slightly influential**	**Moderately influential**	**Quite influential**	**Extremely influential**
Friends	1	2	3	4	5
Family	1	2	3	4	5
Organization websites	1	2	3	4	5
Web search	1	2	3	4	5
Driving past	1	2	3	4	5
Church	1	2	3	4	5
Facebook	1	2	3	4	5
Community organizations	1	2	3	4	5
Through your child's school	1	2	3	4	5
Brochure	1	2	3	4	5
Email	1	2	3	4	5
Spanish language television	1	2	3	4	5
Spanish language radio	1	2	3	4	5
Spanish language newspapers	1	2	3	4	5
English language television	1	2	3	4	5
English language radio	1	2	3	4	5
English language	1	2	3	4	5

newspapers

11. How do you prefer to get information? ***(circle the number, 1 through 5, that represents your response)***

Source of information	**Not at all preferred**	**Slightly preferred**	**Moderately preferred**	**Quite preferred**	**Strongly preferred**
Friends	1	2	3	4	5
Family	1	2	3	4	5
Websites	1	2	3	4	5
Web search	1	2	3	4	5
Driving past	1	2	3	4	5
Church	1	2	3	4	5
Facebook	1	2	3	4	5
Community organizations	1	2	3	4	5
Through your child's school	1	2	3	4	5
Brochure	1	2	3	4	5
Email	1	2	3	4	5
Spanish language television	1	2	3	4	5
Spanish language radio	1	2	3	4	5
Spanish language newspapers	1	2	3	4	5
English language television	1	2	3	4	5
English language radio	1	2	3	4	5
English language newspapers	1	2	3	4	5

12. How important are the following reasons for you to visit a park? ***(circle the number, 1 through 5, that best represents your choice)***

Reasons for visiting parks	**Not at all important**	**Slightly important**	**Moderately important**	**Very important**	**Extremely important**
Spending time with friends	1	2	3	4	5
Spending time with family	1	2	3	4	5
Enjoying nature	1	2	3	4	5
Enjoying the scenery	1	2	3	4	5
Accessing the water	1	2	3	4	5
Escaping from everyday stress	1	2	3	4	5
Staying close to home	1	2	3	4	5
Taking advantage of educational programs	1	2	3	4	5

13. What is the zip code of your residence? _____

14. In what year were you born? _____

15. What generation do you identify with? ***(check your response)***

□ 1st Generation of my family living in the USA

□ 2nd Generation of my family living in the USA

□ 3rd or more generation of my family living in the USA

□ I would prefer not to answer

16. Are you Spanish/Hispanic/Latino?

□ Yes, I am Spanish/Hispanic/Latino

□ No, I am not Spanish/Hispanic/Latino

Thank you very much for your time and participation

Appendix B. Spanish Version of Survey Instrument

Parques y Recreación Preferencias de latinos e hispanos en Colorado

POR FAVOR LEE

Esta investigación está siendo llevada a cabo por personal de CSU, la Universidad Estatal de Colorado, con el propósito de identificar las preferencias por programas e instalaciones recreativas en parques y también para identificar y evaluar las barreras culturales específicas al disfrute de la recreación al aire libre. Su participación es voluntaria, no hay riesgos directos o beneficios para usted como participante, y puede dejar de hacerlo en cualquier momento. Esta encuesta debe tomar sólo 5-10 minutos. No se recogerán nombres ni características de identificación. Puede ponerse en contacto con el investigador principal en el correo electrónico alan.bright@colostate.edu y sobre sus derechos, puede ponerse en contacto con el Coordinador de la Junta de Revisión de la Universidad Estatal de Colorado en RICRO_IRB@mail.colostate.edu o 970-491-1553.

Favor notar que, en esta encuesta, "parque" se refiere a lugares que incluyen una cantidad significativa de espacio abierto donde permite a la gente hacer una variedad de actividades recreativas al aire libre.

Q1. ¿Es usted hispano / latino?

□ Sí, soy hispano / latino □ No, no soy hispano / latino □ Prefiero no responder

Q2. ¿En general, cada cuanto visita usted a un parque o parques basado en la definición arriba?

□ Nunca □ Raras Veces □ Oscasionalmente □ Frecuenmente

Q3. ¿Cuál de las siguientes facilidades estarías más interesada en usar en un parque? (Marque todo lo que corresponda)

□ Mesas de picnic/para merienda	□ Senderos naturales	□ Centros o quioscos de información sobre lo que ofrece el parque
□ Espacios techados con asientos	□ Senderos pavimentados	□ Señalización educativa
□ Parillas	□ Campos deportivos para futbol, beisbol, voleibol, basquetbol, etc.	□ Sitios para ejercicios guiados (zumba, yoga, tai-chi, etc.)
		Otros (identificación a continuación)
□ Zonas abiertas con césped/áreas verdes	□ Baños/servicios sanitarios	□

Q4. ¿Qué actividades estarías más interesado hacer en un parque? (Marque todo lo que corresponda)

□ Picnic	□ Correr / trotar	□ Deportes activos (por ejemplo, fútbol, voleibol, frisbee)
□ Parrilladas	□ Caminar	□ Deportes de la liga (por ejemplo, fútbol, béisbol, etc.)
□ Acampar	□ Pasar tiempo con la familia	□ Cumpleaños, fiestas y celebraciones familiares
□ Pesca	□ Pasar tiempo con amigos	□ Otro (describer) _____
□ Senderismo		

Q5. ¿Cuáles son las diferentes maneras que usted ha aprendido acerca de los parques? (Marque todo lo que corresponda)

□ Amigos	□ Observó el parque manejando en auto, o bicicleta, o en el bus, o caminando	□ Búsqueda en Internet
□ Familia	□ Iglesia	□ Otro (por favor identifique abajo) _____
□ Página web del parque	□ Organizaciones comunitarias	□ Ninguna

Q6. ¿Hasta qué punto está de acuerdo o en desacuerdo con las siguientes afirmaciones sobre las razones para no visitar a los parques? (Circule el número, de 1 a 5, que representa su respuesta)

	Muy en desacuerdo	Moderadamente en desacuerdo	Neutral	Moderadamente de acuerdo	Muy de acuerdo
No sé a dónde ir	□	□	□	□	□
No tengo tiempo suficiente para ir a parques	□	□	□	□	□
No estoy interesado en ir a parques	□	□	□	□	□
No conozco las reglas de los parques	□	□	□	□	□
Siento que no tengo derecho a estar allí	□	□	□	□	□

	Muy en desacuerdo	Moderadamente en desacuerdo	Neutral	Moderadamente de acuerdo	Muy de acuerdo
No conozco a nadie que vaya a parques	□	□	□	□	□
No tengo a nadie que vaya a los parques conmigo	□	□	□	□	□
No me siento cómodo en los parques	□	□	□	□	□
No hay suficiente gente en los parques que se parecen a	□	□	□	□	□
Tengo demasiadas responsabilidades familiares	□	□	□	□	□
Estoy preocupado por la seguridad en los parques	□	□	□	□	□
Hay falta de instalaciones que me gusta usar (por ej.: mesas de picnic, áreas de acampar, baños	□	□	□	□	□
Las instalaciones de los parques están mal mantenidas	□	□	□	□	□
Es difícil llegar a los parques	□	□	□	□	□
Los parques están demasiado lejos	□	□	□	□	□
Tuve una mala experiencia en un parque	□	□	□	□	□
Personas que conozco tuvieron una mala experiencia en un	□	□	□	□	□

Q7. Considere los puntos de la pregunta 5. ¿Hasta qué punto superó o resolvió cada problema?

	No lo superé	Lo superé un poco	Lo superé moderadamente	Lo resolví en buena medida	Lo resolví completamente
No sé a dónde ir	□	□	□	□	□
No tengo tiempo suficiente para ir a parques	□	□	□	□	□
No estoy interesado en ir a parques	□	□	□	□	□
No conozco las reglas de los parques	□	□	□	□	□
Siento que no tengo derecho a estar allí	□	□	□	□	□
No conozco a nadie que vaya a parques	□	□	□	□	□
No tengo a nadie que vaya a los parques conmigo	□	□	□	□	□
No me siento cómodo en los parques	□	□	□	□	□
No hay suficiente gente en los parques que se parecen a mí	□	□	□	□	□
Tengo demasiadas responsabilidades familiares	□	□	□	□	□
Estoy preocupado por la seguridad en los parques	□	□	□	□	□
Hay falta de instalaciones que me gusta usar (por ej.: mesas de picnic, áreas de acampar, baños)	□	□	□	□	□
Las instalaciones de los parques están mal mantenidas	□	□	□	□	□

	No lo superé	Lo superé un poco	Lo superé moderadamente	Lo resolví en buena medida	Lo resolví completamente
Es difícil llegar a los parques	□	□	□	□	□
Los parques están demasiado lejos	□	□	□	□	□
Tuve una mala experiencia en un parque	□	□	□	□	□
Personas que conozco tuvieron una mala experiencia en un parque	□	□	□	□	□

Q8. Si usted fuera a visitar un parque, ¿qué tipo de información desearía ver? (marque todo lo que corresponda)

☐ Normas y reglamentos
☐ Mapas e información sobre senderos
☐ Actividades permitidas
☐ Horario
☐ Información educativa sobre animales y plantas
Otro (explique)
☐

Q9. Si fuera a visitar un parque, ¿cuál sería la mejor manera de comunicarte la información mientras estás en el parque (marque TODOS los que apliquen)

☐ Señalización bilingüe
☐ Guardaparques bilingües
☐ Aumento de la presencia de guardaparques
Otro (explique)
☐

Q10. ¿Qué información le parecería más útil que los parques proporcionarían?

_____
_____
_____

Q11. ¿Cuán influyentes son cada una de las siguientes fuentes de información para usted? (Circule el número, de 1 a 5, que mejor representa su respuesta)

	No influyente del todo	Poca influyente	Moderadamente influyente	Muy influyente	Extremadamente influyente
Amigos	□	□	□	□	□
Familia	□	□	□	□	□
Sitios web de organizaciones	□	□	□	□	□
Búsqueda por Internet	□	□	□	□	□
Pasando	□	□	□	□	□
Iglesia	□	□	□	□	□
Facebook	□	□	□	□	□
Organizaciones comunitarias	□	□	□	□	□
A través de la escuela de su hijo	□	□	□	□	□
Folleto	□	□	□	□	□
Correo electrónico	□	□	□	□	□
Televisión en español	□	□	□	□	□
Emisoras de radio en español	□	□	□	□	□
Periódicos en español	□	□	□	□	□
Televisión en inglés	□	□	□	□	□
Emisoras de radio en inglés	□	□	□	□	□
Periódicos en inglés	□	□	□	□	□

Q12. ¿Cómo prefiere obtener su información?

	No uso esta fuente	Uso esta fuente pocas veces	Uso esta fuente regularmente	Uso esta fuente a menudo	Tengo una fuerte preferencia por esta fuente
Amigos	□	□	□	□	□

	No uso esta fuente	Uso esta fuente pocas veces	Uso esta fuente regularmente	Uso esta fuente a menudo	Tengo una fuerte preferencia por esta fuente
Familia	□	□	□	□	□
Sitios web	□	□	□	□	□
Búsqueda Web	□	□	□	□	□
Pasando	□	□	□	□	□
Iglesia	□	□	□	□	□
Facebook	□	□	□	□	□
Organizaciones comunitarias	□	□	□	□	□
A través de la escuela(s) de sus hijos	□	□	□	□	□
Folleto	□	□	□	□	□
Email/correo electrónico	□	□	□	□	□
Televisión en español	□	□	□	□	□
Radioemisoras en español	□	□	□	□	□
Periódicos en español	□	□	□	□	□
Televisión en inglés	□	□	□	□	□
Radioemisoras en inglés	□	□	□	□	□
Periódicos en inglés	□	□	□	□	□

Q13. ¿Cuán importantes son las siguientes razones para visitar un parque?

	No es importante	Poco Importante	Moderadamente importante	Muy importante	Extremadamente importante
Pasar tiempo con amigos	□	□	□	□	□
Pasar tiempo con la familia	□	□	□	□	□
Disfrutar de la naturaleza	□	□	□	□	□
Disfrutar del paisaje	□	□	□	□	□

	No es importante	Poco Importante	Moderadamente importante	Muy importante	Extremadamente importante
Acceso al agua	□	□	□	□	□
Escapar del estrés cotidiano	□	□	□	□	□
Salir, pero quedarse cerca de la casa	□	□	□	□	□
Aprovechando los programas educativos	□	□	□	□	□

Q14. ¿Qué es el código postal de su residencia (zip code en inglés)? _____

Q15. ¿En qué año nació? _____

Q16. ¿Con qué generación se identifica? (marque su respuesta con x en la cajita)

□1ra generación de mi familia que vive en los EE.UU. □3ra generación o más de mi familia que vive en los EE. UU

□2da generación de mi familia que vive en los EE.UU □Prefiero no responder

Appendix C. Frequencies and descriptive statistics tables for all the results for the study population and the six-county region

The tables in this section provide percentages and means (where appropriate) of responses of the total sample of Hispanics/Latinos that were included in the study from in, and around the Denver metro region, along with the same results of subjects living in one of the six Denver area counties identified in the initial study proposal; Boulder County, Denver County, Jefferson County, Adams County, Broomfield County, and Arapahoe County.

How often have you visited or do you visit a park or parks?

	Percent for Each Response on Visitation	
Frequency of Visit	Entire Sample (n = 487)	Six-County Region (n = 292)
Never	2.5%	1.8%
Rarely	14.7%	14.0%
Occasionally	51.9%	52.4%
Often	30.9%	31.8%
Total	100.0%	100.0%

Which of the following facilities do you use when you visit parks?

	Percent Yes for Each Facility Used	
Facility	Entire Sample (n = 487)	Six-County Region (n = 292)
Picnic Tables	66.9%	70.9%
Walking Trails	64.5%	67.8%
Open Grassy Areas	61.8%	67.5%
Restrooms	56.1%	57.5%
Hiking Trails	52.4%	54.5%
Covered Seating Areas	40.0%	45.2%
Grills	31.6%	34.9%
Visitor Information Centers/Kiosks	22.4%	23.3%
Athletic Fields	22.2%	25.7%
Educational Signage	17.9%	17.5%
Sites for Guided Exercises (Zumba, Yoga, Tai Chi, etc.)	5.7%	6.8%
Other	5.7%	5.1%

Which activities would you be most interested in doing at a park?		
	Percent Yes for Each Activity Interested In	
Activity	Entire Sample (n = 487)	Six-County Region (n = 292)
Spending Time with Family	73.3%	77.4%
Walking	68.6%	74.0%
Picnicking	61.0%	65.1%
Spending time with Friends	59.8%	63.4%
Birthdays, Parties, and Family Celebrations	47.0%	47.9%
Hiking	42.3%	42.8%
Grilling	41.1%	42.8%
Camping	38.0%	37.7%
Active Sports (e.g., soccer, volleyball, Frisbee, etc.)	35.1%	35.6%
Jogging/Running	33.1%	33.6%
Fishing	32.0%	31.2%
League Sports (e.g., football, soccer, baseball etc.)	16.4%	18.8%
Other	4.3%	3.4%

To what extent do you agree or disagree with the following statements about visiting parks? Entire Sample (n = 487)

	Responses of individuals regarding agreement that item is a barrier or constraint to park visitation.					
Statement	Strongly Disagree	Moderately Disagree	Neutral	Moderately Agree	Strongly Agree	Mean[1]
I do not have enough time	19.0%	25.2%	29.0%	21.9%	4.9%	2.69
The facilities are poorly maintained	21.8%	27.2%	27.8%	14.9%	8.2%	2.61
I am concerned about safety	25.4%	25.0%	23.0%	17.2%	9.4%	2.60
There is a lack of facilities I like to use	26.8%	26.6%	25.0%	16.7%	4.9%	2.46
Too many family responsibilities	29.5%	22.3%	25.9%	17.9%	4.5%	2.46
I do not know where to go	30.9%	28.0%	23.3%	12.8%	5.1%	2.33
I don't know anyone who goes	36.1%	22.5%	23.4%	13.4%	4.7%	2.28
It is too far away	33.5%	25.7%	24.8%	13.2%	2.9%	2.26
It is hard to get there	33.0%	28.1%	23.7%	12.9%	2.2%	2.23
I don't have anyone to go with	40.4%	22.8%	16.3%	15.6%	4.9%	2.22
I do not know the rules	33.9%	30.5%	21.6%	10.7%	3.3%	2.19
I do not feel comfortable there	37.4%	27.7%	21.0%	9.8%	4.1%	2.15
There are not enough people who look like me	46.7%	19.6%	17.9%	10.5%	5.4%	2.08
I am not interested	48.7%	24.9%	17.5%	5.8%	3.1%	1.90
People I know have had a bad experience there	51.0%	23.4%	14.5%	7.8%	3.3%	1.89
I have had a bad experience there	50.9%	25.4%	13.8%	7.6%	2.2%	1.85
I feel I don't have the right to be there	56.3%	20.7%	16.0%	3.6%	3.3%	1.77

[1] The Mean Score is based on a scale of 1 through 5, with 1 = "strongly disagree", 2 = "moderately disagree, 3 = "neutral", 4 = "moderately agree" and 5 = "strongly agree".

What are the different ways you have learned about parks?

Source of Information about Parks	Percent Yes for Each Source of Information: Entire Sample (n = 487)	Six County Region (n = 292)
Friends	75.6%	82.2%
Family	62.6%	68.8%
Driven Past a Park	59.5%	65.8%
Internet Search	44.1%	47.6%
Park's Website	30.4%	33.9%
Community Organizations	13.8%	13.7%
Church	11.3%	14.0%
Other	3.7%	3.4%
None	2.1%	1.4%

To what extent do you agree or disagree with the following statements about visiting parks? Six-County Region (n = 292)

Statement	Responses of individuals regarding agreement that item is a barrier or constraint to park visitation. Strongly Disagree	Moderately Disagree	Neutral	Moderately Agree	Strongly Agree	Mean[1]
I am concerned about safety	23.7%	24.7%	23.4%	18.6%	9.6%	2.66
I do not have enough time	20.5%	26.7%	27.4%	22.3%	3.1%	2.61
The facilities are poorly maintained	22.6%	27.1%	29.5%	12.7%	8.2%	2.57
There is a lack of facilities I like to use	27.8%	25.1%	25.8%	15.8%	5.5%	2.46
Too many family responsibilities	32.9%	23.3%	25.3%	15.8%	2.7%	2.32
I don't know anyone who goes	33.9%	24.3%	24.0%	13.4%	4.5%	2.30
I do not know where to go	32.8%	27.6%	24.1%	11.0%	5.5%	2.27
It is hard to get there	34.0%	26.1%	26.1%	11.7%	2.1%	2.22
I do not know the rules	33.2%	29.8%	22.9%	11.0%	3.1%	2.21
It is too far away	35.3%	24.3%	27.7%	11.0%	1.7%	2.20
I don't have anyone to go with	41.6%	23.7%	14.8%	16.2%	3.8%	2.17
I do not feel comfortable there	37.5%	27.5%	22.0%	8.6%	4.5%	2.15
There are not enough people who look like me	46.4%	19.2%	18.9%	11.0%	4.5%	2.08
I am not interested	52.1%	23.6%	17.8%	4.1%	2.4%	1.81
People I know have had a bad experience there	52.4%	22.3%	15.8%	7.2%	2.4%	1.85
I have had a bad experience there	51.5%	24.7%	15.1%	5.8%	2.7%	1.84
I feel I don't have the right to be there	56.8%	21.2%	16.1%	2.4%	3.4%	1.74

[1] The Mean Score is based on a scale of 1 through 5, with 1 = "strongly disagree", 2 = "moderately disagree, 3 = "neutral", 4 = "moderately agree" and 5 = "strongly agree".

To what extent were you able to overcome these problems to visiting a park? Entire Sample (n = 487)

Statement	% Agree to Barrier[1]	Responses of individuals regarding ability to overcome barrier and constraint" statement[2]					
		Not at all	Slightly	Moderately	Mostly	Completely	Mean[3]
I do not have enough time	26.8%	9.8%	31.1%	24.6%	27.9%	6.6%	2.90
I am concerned about safety	26.6%	13.4%	19.3%	30.3%	18.5%	18.5%	3.09
The facilities are poorly maintained	23.1%	27.2%	16.5%	22.3%	19.4%	14.6%	2.78
I have too many family responsibilities	22.4%	7.0%	21.0%	27.0%	27.0%	18.0%	3.28
There is a lack of facilities that I like to use	21.6%	20.8%	17.7%	22.9%	24.0%	14.6%	2.94
I don't have anyone to go with	20.5%	19.6%	22.8%	21.7%	21.7%	14.1%	2.88
I don't know anyone who goes	18.1%	19.8%	17.3%	29.6%	19.8%	13.6%	2.90
I do not know where to go	17.9%	19.8%	22.2%	27.2%	23.5%	7.4%	2.77
It is too far away	16.1%	8.3%	18.1%	29.2%	30.6%	13.9%	3.24
There are not enough people who look like me	15.9%	22.5%	18.3%	26.8%	15.5%	16.9%	2.86
It is hard to get there	15.1%	7.5%	19.4%	34.3%	34.3%	4.5%	3.09
I do not know the rules	14.0%	14.3%	17.5%	22.0%	27.0%	19.0%	3.19
I do not feel comfortable there	13.9%	27.9%	21.3%	32.8%	6.6%	11.5%	2.52
People I know have had a bad experience there	11.1%	14.0%	14.0%	26.0%	20.0%	26.0%	3.30
I have had a bad experience there	9.8%	27.3%	11.4%	18.2%	20.5%	22.7%	3.00
I am not interested	8.9%	19.5%	26.8%	22.0%	26.8%	4.9%	2.71
I feel I don't have the right to be there	6.9%	22.6%	16.1%	22.6%	19.4%	19.4%	2.97

[1] This column represents the percent of total respondents (n = 487) that moderately or strongly agreed with the corresponding "barrier and constraint" questions. See table "X"

[2] These columns report the responses of only those individuals reflected in the first data column of this table.

[3] The Mean is based on a scale of 1 through 5, with 1 = "not at all", 2 = "slightly", 3 = "moderately", 4 = "mostly" and 5 = "completely".

To what extent were you able to overcome these problems to visiting a park? Six-County Region (n = 292)

Statement	% Agree to Barrier[1]	Responses of individuals regarding ability to overcome barrier and constraint" statement[2]					
		Not at all	Slightly	Moderately	Mostly	Completely	Mean[3]
I do not have enough time	25.4%	8.1%	31.1%	25.7%	31.1%	4.1%	2.92
I am concerned about safety	28.2%	9.8%	19.5%	34.1%	15.9%	20.7%	3.18
The facilities are poorly maintained	20.9%	32.8%	13.1%	24.6%	18.0%	11.5%	2.62
I have too many family responsibilities	18.5%	5.7%	9.4%	37.7%	32.1%	15.1%	3.41
There is a lack of facilities that I like to use	21.3%	21.0%	11.3%	29.0%	25.8%	12.9%	2.98
I don't have anyone to go with	20.0%	19.0%	27.6%	22.4%	20.7%	10.3%	2.76
I don't know anyone who goes	17.9%	26.9%	7.7%	36.5%	15.4%	13.5%	2.81
I do not know where to go	16.5%	22.2%	15.6%	26.7%	28.9%	6.7%	2.83
It is too far away	12.7%	5.6%	19.4%	22.2%	36.1%	16.7%	3.39
There are not enough people who look like me	15.5%	15.6%	20.0%	35.6%	17.8%	11.1%	2.89
It is hard to get there	13.8%	10.0%	17.5%	27.5%	37.5%	7.5%	3.15
I do not know the rules	14.1%	12.2%	17.1%	19.5%	29.3%	22.0%	3.32
I do not feel comfortable there	13.1%	42.1%	13.2%	26.3%	7.9%	10.5%	2.31
People I know have had a bad experience there	9.6%	21.4%	14.3%	25.0%	14.3%	25.0%	3.07
I have had a bad experience there	8.5%	28.0%	8.0%	20.0%	20.0%	24.0%	3.04
I am not interested	6.5%	10.5%	36.8%	26.3%	21.1%	5.3%	2.74
I feel I don't have the right to be there	5.8%	17.6%	5.9%	29.4%	23.5%	23.5%	3.29

[1] This column represents the percent of total respondents (n = 487) that moderately or strongly agreed with the corresponding "barrier and constraint" questions. See table "X"

[2] These columns report the responses of only those individuals reflected in the first data column of this table.

[3] The Mean is based on a scale of 1 through 5, with 1 = "not at all", 2 = "slightly", 3 = "moderately", 4 = "mostly" and 5 = "completely".

If you were to visit a park, what type of information would you want to see?

Type of Information at a Park	Percent Yes for Each Type of Information	
	Entire Sample (n = 487)	Six-County Region (n = 292)
Maps & Trail Information	71.5%	80.8%
Hours of Operation	64.7%	72.6%
Rules & Regulations	61.4%	65.1%
What Activities are Allowed	57.7%	63.4%
Educational Information on Animals & Plants	50.1%	55.1%
Other	5.7%	4.8%

If you were to visit a park, what would be the best way to communicate information to you while you were at the park?

	Percent Yes for Each Method of Communication	
Method of Communication	Entire Sample (n = 487)	Six-County Region (n = 292)
Bi-lingual Signage	46.2%	54.5%
Increased Presence of Park Rangers	46.0%	49.3%
Bilingual Park Rangers	30.6%	32.2%
Other	7.6%	7.2%

How influential are each of the following as sources of information for you? Entire Sample: n = 487

	Responses of individuals regarding the level of influence of each source of information.					
Source of Information	Not at all Influential	Slightly Influential	Moderately Influential	Quite Influential	Extremely Influential	Mean
Friends	5.6%	17.2%	31.3%	28.1%	17.9%	3.35
Family	3.2%	11.8%	30.1%	30.6%	24.3%	3.61
Organization websites	9.7%	19.3%	35.7%	23.4%	11.8%	3.08
Web Search	6.0%	17.4%	30.1%	31.3%	14.8%	3.32
Driving past the Park	5.6%	17.8%	32.4%	31.5%	12.7%	3.28
Church	40.3%	17.8%	24.5%	12.0%	5.3%	2.24
Social Media such as Facebook	22.5%	22.7%	31.5%	15.0%	8.3%	2.64
Community Organizations	24.3%	22.9%	30.8%	15.5%	6.5%	2.57
Through Child's School	30.1%	17.8%	25.9%	17.8%	8.3%	2.56
Brochures	16.3%	22.8%	27.0%	23.0%	10.9%	2.90
Email	25.7%	24.8%	26.6%	15.5%	7.4%	2.54
Spanish-language Television	44.7%	18.6%	21.1%	9.9%	5.7%	2.13
Spanish-language Radio	47.4%	17.7%	18.6%	10.1%	6.2%	2.10
Spanish-language Newspapers	48.6%	19.5%	17.4%	8.5%	6.0%	2.04
English-language Television	18.2%	23.2%	30.3%	17.9%	10.3%	2.79
English-language Radio	22.1%	21.6%	29.0%	17.5%	9.9%	2.71
English-language Newspapers	24.8%	23.2%	27.8%	14.0%	10.1%	2.61

How influential are each of the following as sources of information for you?
Six-County Region: n = 292

	Responses of individuals regarding the level of influence of each source of information.					
Source of Information	Not at all Influential	Slightly Influential	Moderately Influential	Quite Influential	Extremely Influential	Mean
Friends	4.8%	17.9%	29.9%	29.9%	17.5%	3.37
Family	3.4%	12.3%	30.1%	30.1%	24.0%	3.59
Organization websites	8.6%	17.2%	38.5%	23.7%	12.0%	3.13
Web Search	6.5%	14.4%	30.9%	31.6%	16.5%	3.37
Driving past the Park	4.1%	17.8%	33.6%	30.5%	14.0%	3.33
Church	41.4%	16.8%	24.3%	12.0%	5.5%	2.23
Facebook	21.9%	23.6%	29.8%	16.4%	8.2%	2.65
Community Organizations	22.3%	24.0%	31.8%	15.4%	6.5%	2.60
Through Child's School	31.5%	16.4%	25.0%	18.5%	8.6%	2.56
Brochures	16.2%	23.7%	26.5%	21.6%	12.0%	2.90
Email	23.6%	24.7%	27.7%	15.8%	8.2%	2.60
Spanish-language Television	44.9%	18.5%	21.6%	9.9%	5.1%	2.12
Spanish-language Radio	47.1%	15.8%	21.0%	10.0%	6.2%	2.12
Spanish-language Newspapers	48.3%	18.8%	18.5%	9.2%	5.1%	2.04
English-language Television	17.8%	22.9%	31.5%	16.8%	11.0%	2.80
English-language Radio	21.6%	22.3%	28.9%	17.2%	10.0%	2.71
English-language Newspapers	25.8%	21.6%	30.2%	13.1%	9.3%	2.58

How do you prefer to get your information?
Entire Sample: n = 487

	Responses of individuals regarding their level of preference for each source of information.					
Source of Information	Do Not Prefer	Slightly Preferred	Moderately Preferred	Quite Preferred	Extremely Preferred	Mean[1]
Friends	5.7%	15.1%	31.4%	30.5%	17.2%	3.38
Family	3.9%	11.7%	28.4%	34.4%	21.6%	3.58
Organization websites	9.6%	19.3%	31.2%	22.5%	17.4%	3.19
Web Search	7.6%	15.6%	25.7%	30.7%	20.4%	3.41
Driving past the Park	8.5%	16.3%	34.3%	25.5%	15.4%	3.23
Church	44.5%	17.4%	23.6%	10.6%	3.9%	2.12
Facebook	24.5%	21.3%	27.3%	16.7%	10.1%	2.67
Community Organizations	25.0%	22.0%	28.0%	18.6%	6.4%	2.59
Through Child's School	33.3%	15.6%	25.7%	16.1%	9.4%	2.53
Brochures	20.4%	18.6%	30.7%	18.8%	11.5%	2.82
Email	27.8%	20.9%	26.0%	17.0%	8.3%	2.57
Spanish-language Television	49.7%	16.8%	18.2%	10.1%	5.3%	2.05
Spanish-language Radio	50.9%	14.1%	19.4%	8.3%	7.2%	2.07
Spanish-language Newspapers	51.7%	14.9%	18.4%	9.6%	5.4%	2.02
English-language Television	23.1%	19.9%	28.0%	18.0%	11.0%	2.74
English-language Radio	25.9%	18.2%	30.6%	15.2%	10.0%	2.65
English-language Newspapers	28.2%	18.4%	28.7%	14.5%	10.3%	2.60

How do you prefer to get your information?
Six-County Region: n = 292

	Responses of individuals regarding their level of preference for each source of information.					
Source of Information	Do Not Prefer	Slightly Preferred	Moderately Preferred	Quite Preferred	Extremely Preferred	Mean[1]
Friends	5.1%	13.7%	30.5%	31.5%	19.2%	3.46
Family	3.4%	12.3%	25.7%	35.6%	22.9%	3.62
Organization websites	7.9%	18.2%	33.6%	21.6%	18.8%	3.25
Web Search	6.8%	15.1%	27.4%	28.4%	22.3%	3.44
Driving past the Park	7.9%	14.8%	34.4%	26.1%	16.8%	3.29
Church	44.2%	16.8%	24.3%	11.0%	3.8%	2.13
Facebook	24.7%	22.3%	27.1%	16.8%	9.2%	2.64
Community Organizations	25.7%	20.5%	27.4%	15.4%	11.0%	2.60
Through Child's School	35.3%	13.7%	24.7%	15.4%	11.0%	2.53
Brochures	19.5%	16.4%	31.2%	18.5%	14.4%	2.92
Email	28.1%	18.8%	27.1%	17.5%	8.6%	2.60
Spanish-language Television	49.7%	15.4%	18.5%	10.6%	5.8%	2.08
Spanish-language Radio	50.3%	13.4%	19.5%	9.9%	6.8%	2.10
Spanish-language Newspapers	52.1%	14.1%	18.6%	9.3%	5.9%	2.03
English-language Television	22.8%	20.3%	29.0%	16.9%	11.0%	2.73
English-language Radio	25.6%	17.3%	31.1%	16.3%	9.7%	2.67
English-language Newspapers	28.6%	19.3%	26.9%	14.8%	10.3%	2.59

How important are the following reasons for you to visit a park?
Entire Sample: n = 487

	Responses of individuals regarding the importance of each reason for their visiting parks.					
Reason for Visiting	Not at all Important	Slightly Important	Moderately Important	Quite Important	Extremely Important	Mean
Spending time with friends	3.7%	10.2%	23.8%	33.8%	28.5%	3.73
Spending time with family	2.8%	6.7%	15.5%	34.0%	41.0%	4.04
Enjoying nature	3.0%	5.1%	17.4%	37.0%	37.5%	4.01
Enjoying the scenery	2.1%	4.9%	17.9%	36.4%	38.7%	4.05
Accessing water	9.7%	14.4%	27.1%	28.5%	20.4%	3.35
Escaping everyday stress	3.2%	8.8%	15.3%	32.6%	40.0%	3.97
Staying close to home	9.5%	19.3%	31.2%	25.3%	14.7%	3.16
Taking advantage of educational programs	14.8%	19.7%	33.9%	18.3%	13.2%	2.95

How important are the following reasons for you to visit a park?
Six-County Region: n = 292

	Responses of individuals regarding the importance of each reason for their visiting parks.					
Reason for Visiting	Not at all Important	Slightly Important	Moderately Important	Quite Important	Extremely Important	Mean
Spending time with friends	3.4%	9.2%	24.0%	33.6%	29.8%	3.77
Spending time with family	1.7%	5.5%	16.1%	34.9%	41.8%	4.10
Enjoying nature	2.4%	4.5%	18.2%	36.6%	38.8%	4.04
Enjoying the scenery	0.7%	3.8%	19.9%	36.8%	38.8%	4.09
Accessing water	10.6%	11.6%	28.8%	29.8%	19.2%	3.35
Escaping everyday stress	2.4%	6.8%	18.5%	31.5%	40.8%	4.01
Staying close to home	9.3%	18.6%	32.6%	26.5%	13.1%	3.35
Taking advantage of educational programs	15.1%	16.4%	37.0%	17.5%	14.0%	2.99

What family generational group do you identify with?

	Responses of individuals regarding the family generational group they represent	
Family Generational Group	Entire Sample (n = 487)	Six-County Region (n = 292)
1st generation of my family living in the USA	14.6%	17.5%
2nd generation of my family living in the USA	23.0%	25.7%
3rd or more generation of my family living in the USA	39.2%	46.2%
No answer	23.2%	10.6%

What generational age cohort are you part of?

	Percent of respondents in each Generational Age Cohort	
Family Generational Group	Entire Sample (n = 487)	Six-County Region (n = 292)
Millennials	66.0%	66.8%
Generation X	22.5%	21.2%
Baby Boomers	11.5%	12.0%

Appendix D. Univariate analysis of variance of non-significant findings related to parks, activities, information, barriers to visitation, influence and preference of information sources, and important reasons for visiting parks/open space for family generational group

Comparison of Study Responses across Family Generational Group

Respondents were asked whether they were the 1st generation of their family to reside in the USA, the 2nd generation of their family to reside in the USA, or the 3rd or more generation of their family to reside in the USA. These three "family generational groups" were then compared on their perceptions of barriers to visiting open space, as well as the use of, and preferences for sources of information about parks and open space (Analyses of Variance compared mean scores on interval level responses among study groups). These three groups were also compared on facilities used at a park, activities interested in, ways of learning about parks, preferences and influence of different types of information and methods of communication (Chi-square analyses utilizing Cramer's V compared relationships among study groups).

Parks, Activities, and Information

All the tables in this section utilized Cramer's V statistic to examine the relationship between responses and membership in family generational groups. Significance levels less than .05 indicated a significant relationship between family generational group and question response.

How often have you visited, or do you visit a park or parks?					
	Family Generational group; Percent Response				
Frequency of visitation	1st Generation	2nd Generation	3rd+ Generation	Cramer's V	Sig.
Never	1.4%	1.8%	1.0%		
Rarely	11.3%	17.0%	11.0%		
Occasionally	42.3%	52.7%	55.0%		
Often	45.1%	28.6%	33.0%		
Total	100.0%	100.0%	100.0%	.101	.265

Which of the following facilities do you use when you visit parks?					
	Family Generational group; Percent Yes by facility				
Facility	1st Generation	2nd Generation	3rd+ Generation	Cramer's V	Sig.
Picnic Tables	70.4%	66.1%	75.9%	.097	.175
Covered Seating Areas	21.1%	49.1%	50.8%	.230	< .001
Grills	32.4%	34.8%	34.6%	.019	.936
Open Grassy Areas	62.0%	66.1%	69.6%	.062	.483
Hiking Trails	54.9%	51.8%	59.7%	.071	.392
Walking Trails	70.4%	67.0%	69.1%	.027	.874
Athletic Fields	15.5%	28.6%	26.2%	.108	.114
Restrooms	50.7%	62.5%	65.4%	.113	.091
Visitor Information	15.5%	25.0%	26.7%	.099	.162

Centers/Kiosks					
Educational Signage	8.5%	22.3%	24.6%	.150	.015
Sites for guided exercises (Zumba, yoga, tai chi etc.)	5.6%	8.0%	5.2%	.052	.607

What activities would you be most interested in doing at a park?

	Family Generational group; Percent Yes by facility				
Activity	1st Generation	2nd Generation	3rd+ Generation	Cramer's V	Sig.
Picnicking	59.2%	61.6%	71.2%	.113	.093
Grilling	42.3%	43.5%	46.6%	.032	.821
Camping	28.2%	33.0%	45.5%	.152	.013
Fishing	22.5%	26.8%	40.3%	.164	.006
Hiking	36.6%	43.8%	51.8%	.119	.070
Jogging/Running	29.6%	39.3%	35.6%	.069	.409
Walking	69.0%	75.9%	73.8%	.054	.585
Spending Time with Family	71.8%	75.0%	85.3%	.146	.018
Spending Time with Friends	54.9%	59.8%	71.2%	.143	.022
Active Sports (e.g., soccer, volleyball, Frisbee, etc.)	29.6%	41.1%	38.7%	.084	.269
League Sports (e.g., football, soccer, baseball, etc.)	9.9%	17.0%	19.9%	.099	.159
Birthdays, Parties, and Family Celebrations	42.3%	45.5%	55.0%	.109	.107

What are the different ways you have learned about parks?

	Family Generational group; Percent Yes by facility				
Sources of Info about Parks	1st Generation	2nd Generation	3rd+ Generation	Cramer's V	Sig.
Friends	78.9%	80.4%	85.3%	.075	.354
Family	59.2%	66.1%	72.8%	.113	.093
Park's Website	26.8%	30.4%	36.6%	.086	.252
Driven Past	53.5%	61.6%	71.7%	.151	.014
Church	14.1%	10.7%	11.0%	.039	.748
Community Organizations	15.5%	10.7%	14.1%	.053	.590
Internet Search	39.4%	46.4%	54.5%	.117	.076
None	1.4%	2.7%	1.0%	.057	.546

If you were to visit a park, what type of information would you want to see?

	Family Generational group; Percent Yes by facility				
Type of Information	1st Generation	2nd Generation	3rd+ Generation	Cramer's V	Sig.
Rules & regulations	64.8%	64.3%	72.8%	.089	.224
Hours	63.4%	70.5%	76.4%	.111	.099
Maps & trail information	80.3%	77.7%	83.8%	.069	.411
Educational information on animals & plants	43.7%	58.9%	62.8%	.145	.020
What activities are allowed	46.5%	66.1%	70.2%	.185	.002

If you were to visit a park, what would be the best way to communicate information to you while you were at the park?

	Family Generational group; Percent Yes by facility				
Method of Communication	1st Generation	2nd Generation	3rd+ Generation	Cramer's V	Sig.
Bilingual signage	53.5%	59.8%	45.0%	.131	.045

Increased presence of park rangers	43.7%	45.5%	57.1%	.133	.048
Bilingual park rangers	47.9%	34.8%	25.1%	.184	.002

Barriers to Visiting Parks

Univariate Analysis of Variance and Post-hoc tests were used to compare Family Generational Groups on the extent to which they agreed with each barrier statement. In each of the tables below, Univariate Analysis of Variance tested whether there was a significant relationship between membership in Family Generational Group and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across group. In the bottom portion of each table, mean scores for each group on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = strongly disagree, 2 = moderately disagree, 3 = neutral, 4 = moderately agree, and 5 = strongly agree.

Barrier: I do not know where to go

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.135	2	.068	.049	.953
Within Groups	513.661	369	1.392		
Total	513.796	371			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.25[a]	2.31[a]	2.28[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.630; p = .073), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Barrier: I do not have enough time

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.177	2	.588	.433	.649
Within Groups	503.236	370	1.360		
Total	504.413	372			

Post-Hoc Test

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.52[a]	2.68[a]	2.65[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 4.465; p = .012), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.
[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Barrier: I am not interested

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.434	2	2.717	2.754	.065
Within Groups	365.097	370	.987		
Total	370.531	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
1.63[a]	1.95[a]	1.73[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .224; p = .800), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I do not know the rules

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	8.177	2	4.088	3.258	.040
Within Groups	465.545	371	1.255		
Total	473.722	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
1.93[a]	2.36[b]	2.14[ab]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .111; p = .895), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I feel like I don't have the right to be there

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.833	2	1.417	1.377	.254
Within Groups	381.627	371	1.029		
Total	384.460	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
1.58[a]	1.82[a]	1.68[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .111; p = .895), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I don't know anyone who goes

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	7.996	2	3.998	2.794	.062
Within Groups	530.891	371	1.431		
Total	538.888	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.11[a]	2.44[a]	2.12[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .460; p = .632), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I don't have anyone to go with

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	8.433	2	4.216	2.828	.060
Within Groups	551.594	370	1.491		
Total		372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
1.92[a]	2.34[a]	2.10[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 3.000; p = .051), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I do not feel comfortable there

Univariate Analysis of Variance.

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.074	2	1.037	.837	.434
Within Groups	457.246	369	1.239		
Total	459.320	371			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
1.99[a]	2.20[a]	2.08[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.033; p = .357), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: There are not enough people who look like me

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.325	2	.663	.432	.650
Within Groups	568.256	370	1.536		
Total	569.582	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.03[a]	2.15[a]	2.02[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .923; p = .398), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I have too many family responsibilities

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.013	2	.006	.005	.995
Within Groups	517.081	371	1.394		
Total	517.094	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.41[a]	2.42[a]	2.42[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.167; p = .312), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I am concerned about safety

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.321	2	.660	.401	.670
Within Groups	609.752	370	1.648		
Total	611.072	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.68[a]	2.60[a]	2.52[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .884; p = .414), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: There is a lack of facilities that I like to use

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.978	2	.989	.712	.491
Within Groups	513.915	370	1.389		
Total	515.893	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.55[a]	2.49[a]	2.37[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .364; p = .695), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Barrier: The facilities are poorly maintained

Univariate Analysis of Variance

Source	Sum of Squares	Df	Mean Square	F-value	Sig.
Between Groups	6.091	2	3.046	2.158	.117
Within Groups	523.601	371	1.411		
Total	529.693	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.72[a]	2.69[a]	2.45[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .328; p = .720), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Barrier: It is hard to get there

Univariate Analysis of Variance

Source	Sum of Squares	Df	Mean Square	F-value	Sig.
Between Groups	1.963	2	.982	.786	.457
Within Groups	462.208	370	1.249		
Total	464.172	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.27[a]	2.32[a]	2.16[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 4.357; p = .013), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Barrier: It is too far away

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.783	2	1.392	1.112	.330
Within Groups	464.086	371	1.251		
Total	466.869	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.17[a]	2.21[a]	2.38[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .821; p = .441), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I have had a bad experience there

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	3.338	2	1.669	1.632	.197
Within Groups	378.426	370	1.023		
Total	381.764	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
1.83[a]	1.87[a]	1.67[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 3.812; p = .023), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: People I know have had a bad experience there

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.315	2	.157	.139	.871
Within Groups	421.044	371	1.135		
Total	421.358	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
1.85[a]	1.82[a]	1.77[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.428; p = .090), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Sources by Family Generational Group

Univariate Analysis of Variance and Post-hoc tests were used to compare Family Generational Groups on the influence of information sources. In each of the tables below, Univariate Analysis of Variance tested whether there was a significant relationship between membership in Family Generational Group and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across group. In the bottom portion of each table, mean scores for each group on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

Influence of Information Source: Friends

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.004	2	.002	.002	.998
Within Groups	455.675	370	1.232		
Total	455.679	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.41[a]	3.40[a]	3.40[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.312; p = .270), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Influence of Information Source: Family

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.186	2	.593	.526	.591
Within Groups	417.895	371	1.126		
Total	419.080	373			

Post-Hoc Test

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.54[a]	3.61[a]	3.68[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 6.660; p = .001), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.
[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Influence of Information Source: Organization Websites

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	3.365	2	1.683	1.318	.269
Within Groups	472.458	370	1.277		
Total	475.823	372			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.28[a]	3.18[a]	3.04[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.360; p = .258), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Web Search

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.635	2	.817	.661	.517
Within Groups	457.652	370	1.237		
Total	459.287	372			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.37[a]	3.45[a]	3.29[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .924; p = .398), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Driving Past

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	3.536	2	1.768	1.617	.200
Within Groups	405.579	371	1.093		
Total	409.115	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.27[a]	3.24[a]	3.45[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.986; p = .052), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Church

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	20.425	2	10.213	6.943	.001
Within Groups	545.714	371	1.471		
Total	566.139				

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.65[a]	1.97[b]	2.15[b]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 5.567; p = .004), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Facebook

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.020	2	1.010	.684	.505
Within Groups	548.204	371	1.478		
Total	550.225	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.73[a]	2.52[a]	2.59[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 4.144; p = .017), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Community Organizations

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	9.427	2	4.713	3.355	.036
Within Groups	521.161	371	1.405		
Total	530.588				

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.92[a]	2.53[b]	2.50[b]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .123; p = .884), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Child's School

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	27.666	2	13.833	8.156	< .001
Within Groups	629.233	371	1.696		
Total	656.898	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.10[a]	2.37[b]	2.43[b]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .496 p = .610), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Brochures

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.748	2	1.374	.887	.413
Within Groups	572.963	370	1.549		
Total	575.710	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.06[a]	2.90[a]	2.83[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .300; p = .741), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Email

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	7.937	2	3.968	2.652	.072
Within Groups					
Total					

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.83[a]	2.44[a]	2.48[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .423; p = .655), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Spanish-language Television

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	42.577	2	21.288	15.150	< .001
Within Groups	521.327	371	1.405		
Total	563.904	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.69[a]	2.16[b]	1.80[c]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .614; p = .542), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Spanish-language Radio

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	45.480	2	22.740	15.100	< .001
Within Groups	557.222	370	1.506		
Total	602.702	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.73[a]	2.08[b]	1.80[b]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.715; p = .181), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Spanish-language Newspapers

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	63.564	2	31.782	24.600	< .001
Within Groups	479.305	371	1.292		
Total	542.869	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.80[a]	1.95[b]	1.70[b]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 4.278; p = .015), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: English-language Television

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	7.341	2	3.671	2.427	.090
Within Groups	559.501	370	1.512		
Total	566.842	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.07[a]	2.68[a]	2.74[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .143; p = .867), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: English-language Radio

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.398	2	2.699	1.677	.188
Within Groups	595.368	370	1.609		
Total	600.767	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.90[a]	2.55[a]	2.71[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .184; p = .832), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: English-language Newspapers

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.888	2	2.944	1.824	.163
Within Groups	597.029	370	1.614		
Total	602.917	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.82[a]	2.45[a]	2.57[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .382; p = .683), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preference for Information Sources by Family Generational Group

Univariate Analysis of Variance and Post-hoc tests were used to compare Family Generational Groups on the preference for information sources. In each of the tables below, Univariate Analysis of Variance tested whether there was a significant relationship between membership in Family Generational Group and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across group. In the bottom portion of each table, mean scores for each group on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

Preferred Information Source: Friends

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.443	2	.221	.174	.841
Within Groups	472.488	371	1.274		
Total	472.930	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.42[a]	3.37[a]	3.45[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .550; p = .577), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Preferred Information Source: Family

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.628	2	.814	.728	.484
Within Groups	414.929	371	1.118		
Total	416.556	373			

Post-Hoc Test

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.48[a]	3.65[a]	3.64[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.269; p = .282), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Preferred Information Source: Organization Websites

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.130	2	.565	.382	.683
Within Groups	548.239	371	1.478		
Total	549.369	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.32[a]	3.29[a]	3.19[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .471; p = .625), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Web Search

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.137	2	.068	.049	.952
Within Groups	518.911	371	1.399		
Total	519.048	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.44[a]	3.49[a]	3.46[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .139; p = .870), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Driving Past

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	11.765	2	5.882	4.487	.012
Within Groups	485.034	370	1.311		
Total	496.799	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.20[ab]	3.00[a]	3.41[b]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.393; p = .093), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Church

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	9.698	2	4.849	4.661	.021
Within Groups	536.732	371	1.447		
Total	545.430	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.37[a]	1.96[b]	2.05[ab]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 5.835; p = .003), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Facebook

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.430	2	.715	.427	.653
Within Groups	621.353	371	1.675		
Total	622.783	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.73[a]	2.55[a]	2.60[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 4.341; p = .014), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Community Organizations

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	6.742	2	3.371	2.280	.104
Within Groups	548.627	371	1.479		
Total	555.627	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.79[a]	2.50[a]	2.43[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.666; p = .190), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Child's School

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	15.310	2	7.655	4.264	.015
Within Groups	666.019	371	1.795		
Total	681.329	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.89[a]	2.32[b]	2.42[ab]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .266; p = .767), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Brochures

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.204	2	2.602	1.592	.205
Within Groups	606.499	371	1.795		
Total	681.329	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.04[a]	2.70[a]	2.82[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .881; p = .415), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Email

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.777	2	.388	.236	.790
Within Groups	609.346	370	1.647		
Total	610.123	372			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.65[a]	2.52[a]	2.54[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .684; p = .505), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Spanish-language Television

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	49.193	2	24.596	16.761	< .001
Within Groups	544.422	371	1.467		
Total	593.615	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.65[a]	2.19[b]	1.71[c]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 4.807; p = .009), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Spanish-language Radio

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	62.222	2	31.111	20.077	< .001
Within Groups	574.912	371	1.550		
Total	637.134	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.85[a]	2.05[b]	1.75[b]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 4.713; p = .010), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Spanish-language Newspapers

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	48.600	2	24.300	17.120	< .001
Within Groups	522.333	368	1.419		
Total	570.933	370			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.70[a]	2.01[b]	1.72[b]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.837; p = .161), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: English-language Television

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	3.871	2	1.935	1.121	.327
Within Groups	637.248	369	1.727		
Total	641.118	371			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.94[a]	2.68[a]	2.69[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .011; p = .989), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: English-language Radio

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	8.009	2	4.005	2.378	.094
Within Groups	619.829	368	1.684		
Total	627.838	370			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.91[a]	2.48[a]	2.66[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .923; p = .398), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: English-language Newspapers

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	12.133	2	6.067	3.465	.032
Within Groups	646.114	369	1.751		
Total	658.247	371			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.90[a]	2.37[b]	2.60[ab]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.370; p = .255), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Importance of Reasons to Visit Parks by Family Generational Group

Univariate Analysis of Variance and Post-hoc tests were used to compare Family Generational Groups on the importance of specific reasons for visiting parks. In each of the tables below, Univariate Analysis of Variance tested whether there was a significant relationship between membership in Family Generational Group and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across group. In the bottom portion of each table, mean scores for each group on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = quite important, and 5 = extremely important.

Reason for Visiting Park: Spending Time with Friends

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.239	2	.119	.109	.896
Within Groups	404.908	371	1.091		
Total	405.147				

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.79[a]	3.76[a]	3.82[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 4.086; p = .018), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Reason for Visiting Park: Spending Time with Family

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.149	2	1.074	1.134	.323
Within Groups	351.437	371	.947		
Total	353.586	373			

Post-Hoc Tests

Family Generational Group		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
4.13[a]	4.01[a]	4.18[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.590; p = .076), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Reason for Visiting Park: Enjoying Nature

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.699	2	.349	.387	.679
Within Groups	334.895	371	.903		
Total	335.594	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
4.01[a]	4.05[a]	4.12[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .761; p = .468), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Reason for Visiting Park: Enjoying the Scenery

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.268	2	1.134	1.345	.262
Within Groups	312.059	370	.843		
Total	314.327	372			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
4.03[a]	4.05[a]	4.20[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.852; p = .158), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Reason for Visiting Park: Accessing the Water

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	3.354	2	1.677	1.117	.328
Within Groups	556.970	371	1.501		
Total	560.324	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.34[a]	3.26[a]	3.47[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.522; p = .220), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Reason for Visiting Park: Escaping from Everyday Stress

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.801	2	2.900	2.612	.075
Within Groups	411.932	371	1.110		
Total	417.733	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.83[a]	3.96[a]	4.14[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.973; p = .052), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Reason for Visiting Park: Staying Close to Home

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.618	2	.309	.231	.794
Within Groups	493.709	370	1.334		
Total	494.327	372			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.20[a]	3.13[a]	3.09[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .211; p = .810), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Reason for Visiting Park: Taking Advantage of Educational Programs

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.595	2	.297	.196	.794
Within Groups	564.336	371	1.521		
Total	564.930	373			

Post-Hoc Tests

	Family Generational Group	
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.03[a]	2.92[a]	2.93[a]

Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 1.721; p = .180), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Appendix E. Univariate analysis of variance for significant findings related to influence and preference of information sources by family generational group

Influence of Information Sources by Family Generational Group

The following tables present the univariate ANOVAs and post hoc tests for those information sources for which significant differences in respondents' perceptions of influence were found; Church, Community organizations, Child's school, Spanish-langue television, Spanish-language radio; and Spanish-language newspapers.

Influence of information source: Church by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	20.425	2	10.213	6.943	.001
Within Groups	545.714	371	1.471		
Total	566.139				

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.65[a]	1.97[b]	2.15[b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 5.567; p = .004), therefore, post-hoc tests comparing the means of the three generational groups was conducted using Dunnett's T3 statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found significant between-groups difference in the perceived influence of church as an information source for parks (F = 6.943; p = .001. Dunnett's T3 statistic for groups with unequal variances showed that the perceived mean influence of church as an information sources was significantly higher for the 1st Generation in USA group (m = 2.65) than for the 2nd Generation in USA group (mean = 1.97) and the 3rd+ Generation in USA (mean = 2.15). The mean influence of churches was not significantly different between the 2nd Generation and 3rd+ Generational groups.

Influence of information source: Community organizations by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	9.427	2	4.713	3.355	.036
Within Groups	521.161	371	1.405		
Total	530.588				

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.92[a]	2.53[b]	2.50[b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .123; p = .884), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found significant between-groups difference in the perceived influence of community organizations as an information source for parks (F = 3.355; p = .036. Student-Newman-Keuls statistic for groups with equal variances showed that the perceived mean influence of community organizations as an information sources was significantly higher for the 1st Generation in USA group (m = 2.92) than for the 2nd Generation in USA group (mean = 2.53) and the 3rd+ Generation in USA (mean = 2.50). The mean influence of community organizations was not significantly different between the 2nd Generation and 3rd+ Generational groups.

Influence of information source: Child's school by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	27.666	2	13.833	8.156	< .001
Within Groups	629.233	371	1.696		
Total	656.898	373			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.10[a]	2.37[b]	2.43[b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .123; p = .884), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the perceived influence of a child's school as an information source for parks (F = 8.156; p < .001. Student-Newman-Keuls statistic for groups with equal variances showed that the perceived mean influence of a child's school as an information source was significantly higher for the 1st Generation in USA group (m = 3.10) than for the 2nd Generation in USA group (mean = 2.37) and the 3rd+ Generation in USA (mean = 2.43). The mean influence of a child's school was not significantly different between the 2nd Generation and 3rd+ Generational groups.

Influence of information source: Spanish-language television by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	42.577	2	21.288	15.150	< .001
Within Groups	521.327	371	1.405		
Total	563.904	373			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.69[a]	2.16[b]	1.80[c]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .123; p = .884), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the perceived influence of Spanish-language television as an information source for parks (F = 15.150; p < .001. Student-Newman-Keuls statistic for groups with equal variances showed that the perceived mean influence of Spanish-language television as an information sources was significantly higher for the 1st Generation in USA group (m = 2.69) than for the 2nd Generation in USA group (mean = 2.16), which was significantly higher than the 3rd+ Generation in USA (mean = 1.80).

Influence of information source: Spanish-language radio by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	45.480	2	22.740	15.100	< .001
Within Groups	557.222	370	1.506		
Total	602.702	372			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.73[a]	2.08[b]	1.80[b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = .123; p = .884), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the perceived influence of Spanish-language radio as an information source for parks (F = 15.100; p < .001. Student-Newman-Keuls statistic for groups with equal variances showed that the perceived mean influence of Spanish-language radio as an information sources was significantly higher for the 1st generation residing in the USA group (m = 2.73) than for the 2nd generation residing in the USA group (mean = 2.08) and the 3rd+ generation residing in the USA (mean = 1.80). The mean influence of Spanish-language radio was not significantly different between the 2nd generation and 3rd+ generational groups.

Influence of information source: Spanish-language newspapers by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	63.564	2	31.782	24.600	< .001
Within Groups	479.305	371	1.292		
Total	542.869	373			

Post-Hoc Tests

Family Generational Group[1, 2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.80[a]	1.95[b]	1.70[b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 5.567; p = .004), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett's T3 statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the perceived influence of Spanish-language newspapers as an information source for parks (F = 24.60; p < .001. Dunnett's T3 statistic for groups with unequal variances showed that the perceived mean influence of Spanish-language newspapers as an information sources was significantly higher for the 1st generation residing in the USA group (m = 2.80) than for the 2nd generation residing in the USA group (mean = 1.95) and the 3rd+ generation residing in the USA (mean = 1.70). The mean influence of Spanish-language newspapers was not significantly different between the 2nd generation and 3rd+ generational groups.

Preference for Information Sources by Family Generational Group

The following tables present the univariate ANOVAs and post hoc tests for those information sources for which significant differences in respondents' preferences were found; Driving Past, Church, Child's School, Spanish-langue television, Spanish-language radio, Spanish-language newspapers, and English-language newspapers.

Preferred information source: Driving past by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	11.765	2	5.882	4.487	.012
Within Groups	485.034	370	1.311		
Total	496.799	372			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
3.20[a,b]	3.00[a]	3.41[b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.393; p = .093), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the preference for driving past a park as an information source for parks (F = 4.487; p = .012. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for driving past a park as an information source was significantly higher for the 3rd+ generation residing in the USA group (m = 3.41) than for the 2nd generation residing in the USA group (mean = 3.00). The mean preference for driving past a park as an information source was not significantly different between the 2nd generation and 1st generational groups nor the 3rd+ generational group and the 1st generational group.

Preferred information source: Church by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	9.698	2	4.849	4.661	.021
Within Groups	536.732	371	1.447		
Total	545.430	373			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.37[a]	1.96[b]	2.05[a,b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are statistically different (L = 5.835; p = .003), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Dunnett's T3 statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the preference for one's church as an information source for parks (F = 4.661; p = .021. Dunnett's T3 statistic for groups with unequal variances showed that the mean preference for church as an information source was significantly higher for the 1st generation residing in the USA group (m = 2.37) than for the 2nd generation residing in the USA group (mean = 1.96). The mean preference for one's church as an information source was not significantly different between the 2nd generation and 3rd+ generational groups nor the 3rd+ generational group and the 1st generational group.

Preferred information source: Child's school by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	15.310	2	7.655	4.264	.015
Within Groups	666.019	371	1.795		
Total	681.329	373			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.89[a]	2.32[b]	2.42[a,b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.393; p = .093), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found significant between-groups difference in the preference for a child's school as an information source for parks (F = 4.264; p = .015. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for child's school as an information source was significantly higher for the 1st generation residing in the USA group (m = 2.89) than for the 2nd generation residing in the USA group (mean = 2.32). The mean preference for child's school as an information source was not significantly different between the 2nd generation and 1st generational groups nor the 3rd+ generational group and the 1st generational group.

Preferred information source: Spanish-language television by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	49.193	2	24.596	16.761	< .001
Within Groups	544.422	371	1.467		
Total	593.615	373			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.65[a]	2.19[b]	1.71[c]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.393; p = .093), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the preference for Spanish-language television as an information source for parks (F = 16.761; p < .001. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for Spanish-language television as an information source was significantly higher for the 1st generation residing in the USA group (m = 2.65) than for the 2nd generation residing in the USA group (mean = 2.19). The mean preference for Spanish-language television as an information source was also significantly higher for the 2nd generation residing in the USA (mean = 2.19) than the 3rd+ generation residing in the USA group (mean = 1.71) which showed the lowest preference for Spanish-language television as a source of information about parks.

Preferred information source: Spanish-language radio by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	62.222	2	31.111	20.077	< .001
Within Groups	574.912	371	1.550		
Total	637.134	373			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.85[a]	2.05[b]	1.75[b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.393; p = .093), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the preference for Spanish-language radio as an information source for parks (F = 20.077; p < .001. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for Spanish-language radio as an information source was significantly higher for the 1st generation in USA group (m = 2.85) than for the 2nd generation in USA group (mean = 2.05) and the 3rd+ generation in USA group (mean = 1.75). The mean preference for Spanish-language radio as an information source was not significantly different between the 2nd generation and 3rd+ generational group.

Preferred information source: Spanish-language newspapers by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	48.600	2	24.300	17.120	< .001
Within Groups	522.333	368	1.419		
Total	570.933	370			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.70[a]	2.01[b]	1.72[b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.393; p = .093), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the preference for Spanish-language newspapers as an information source for parks (F = 17.120; p < .001. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for Spanish-language newspapers as an information source was significantly higher for the 1st generation in USA group (m = 2.70) than for the 2nd generation in USA group (mean = 2.01) and the 3rd+ generation in USA group (mean = 1.72). The mean preference for Spanish-language newspapers as an information source was not significantly different between the 2nd generation and 3rd+ generational group.

Preferred information source: English-language newspapers by family generational group

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	12.133	2	6.067	3.465	.032
Within Groups	646.114	369	1.751		
Total	658.247	371			

Post-Hoc Tests

Family Generational Group[1,2]		
1st Generation in USA	2nd Generation in USA	3rd or More Generation in USA
2.90[a]	2.37[b]	2.60[a,b]

[1]Levene's test for homogeneity of variances across the family generational group indicated that the variances across the three groups are not statistically different (L = 2.393; p = .093), therefore, post-hoc tests comparing the means of the three generational groups was conducted using the Student-Newman-Keuls statistic.

[2] Mean scores are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the preference for English-language newspapers as an information source for parks (F = 3.465; p < .032. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for English-language newspapers as an information source was significantly higher for the 1st Generation in USA group (m = 2.90) than for the 2nd Generation in USA group (mean = 2.37). The mean preference for English-language newspapers as an information source was not significantly different between the 3rd+ Generational group (mean = 2.60) and the 1st Generation and 2nd Generational groups.

Appendix F. Univariate analysis of variance of non-significant findings related to activities, information, barriers to visitation, influence and preference of information sources, and important reasons for visiting parks/open space for generation cohort

Comparison of Study Responses across Generation Cohort

Using their reported years of birth, respondents were placed into one of three generation cohorts; Millennials, Generation X, and Baby Boomers. These three generation cohorts were then compared on their perceptions of barriers to visiting open space, as well as the use of, and preferences for sources of information about parks and open space (Analyses of Variance compared mean scores on interval level responses among study groups). These three groups were also compared on facilities used at a park, activities interested in, ways of learning about parks, preferences and influence of different types of information and methods of communication (Chi-square analyses utilizing Cramer's V compared relationships among study groups).

Parks, Activities, and Information

All the tables in this section utilized Cramer's V statistic to examine the relationship between responses and membership in generation cohort. Significance levels less than .05 indicated a significant relationship between family generational group and question response.

How often have you visited, or do you visit a park or parks?

	Generation Cohort; Percent Response				
Frequency of Visit	Millennials	Generation X	Baby Boomers	Cramer's V	Sig.
Never	1.1%	2.1%	4.2%		
Rarely	13.4%	11.7%	20.8%		
Occasionally	53.3%	48.9%	52.1%		
Often	32.2%	37.2%	22.9%	.090	.342

Which of the following facilities do you use when you visit parks?

	Generation Cohort; Percent Yes by facility				
Frequency of Visit	Millennials	Generation X	Baby Boomers	Cramer's V	Sig.
Picnic Tables	73.6%	72.3%	58.3%	.106	.096
Covered Seating Areas	39.5%	51.1%	41.7%	.096	.145
Grills	34.8%	34.0%	22.9%	.079	.269
Open Grassy Areas	68.5%	63.8%	52.1%	.110	.081
Hiking Trails	58.0%	57.4%	33.3%	.157	.006
Walking Trails	68.5%	69.1%	64.6%	.028	.844
Athletic Fields	26.4%	25.5%	8.3%	.133	.024
Restrooms	54.3%	73.4%	62.5%	.160	.005
Visitor Information Centers/Kiosks	21.4%	25.5%	33.3%	.091	.177
Educational Signage	17.4%	20.2%	29.2%	.094	.159

Sites for guided exercises (Zumba, yoga, tai chi etc.)	8.0%	3.2%	0.0%	.123	.043

What activities would you be most interested in doing at a park?

	Generation Cohort; Percent Yes by facility				
	Millennials	Generation X	Baby Boomers	Cramer's V	Sig.
Picnicking	62.3%	74.5%	64.6%	.105	.101
Grilling	40.9%	50.0%	47.9%	.081	.257
Camping	40.6%	29.8%	39.6%	.092	.172
Fishing	32.2%	35.1%	33.3%	.025	.877
Hiking	44.2%	53.2%	31.3%	.123	.043
Jogging/Running	41.3%	29.8%	8.3%	.224	< .001
Walking	72.8%	75.5%	64.6%	.068	.376
Spending Time with Family	78.3%	81.9%	68.8%	.088	.198
Spending Time with Friends	65.2%	64.9%	50.0%	.100	.123
Active Sports (e.g., soccer, volleyball, Frisbee, etc.)	44.2%	30.9%	10.4%	.230	< .001
League Sports (e.g., football, soccer, baseball, etc.)	16.3%	24.5%	8.3%	.123	.043
Birthdays, Parties, and Family Celebrations	48.9%	52.1%	45.8%	.036	.760

What are the different ways you have learned about parks?

	Generation Cohort; Percent Yes by facility				
	Millennials	Generation X	Baby Boomers	Cramer's V	Sig.
Friends	85.5%	75.5%	64.6%	.182	< .001
Family	70.7%	63.8%	58.3%	.094	.160
Park's Website	26.4%	43.6%	41.7%	.168	.003
Driven Past	65.9%	63.8%	54.2%	.077	.291
Church	13.4%	10.6%	0.0%	.133	.025
Community Organizations	14.5%	10.6%	10.4%	.055	.530
Internet Search	46.4%	47.9%	54.2%	.049	.607
None	1.4%	2.1%	2.1%	.025	.882

If you were to visit a park, what type of information would you want to see?

	Generation Cohort; Percent Yes by facility				
	Millennials	Generation X	Baby Boomers	Cramer's V	Sig.
Rules & regulations	33.3%	29.8%	31.3%	.032	.806
Hours	68.8%	73.4%	83.3%	.103	.109
Maps & trail information	79.0%	80.9%	83.3%	.036	.760
Educational information on animals and plants	55.4%	54.3%	62.5%	.048	.614
What activities are allowed	63.0%	67.0%	66.7%	.038	.737

If you were to visit a park, what would be the best way to communicate information to you while you were at the park?

	Generation Cohort; Percent Yes by facility				
	Millennials	Generation X	Baby Boomers	Cramer's V	Sig.
Bilingual signage	55.8%	46.8%	37.5%	.126	.036
Increased presence of park rangers	46.7%	56.4%	56.3%	.091	.178
Bilingual park rangers	38.0%	26.6%	14.6%	.172	.002

Barriers to Visiting Parks

Univariate Analysis of Variance and Post-hoc tests were used to compare generation cohort on the extent to which they agreed with each barrier statement. In each of the tables below, univariate analysis of variance tested whether there was a significant relationship between membership in generation cohort and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across cohorts. In the bottom portion of each table, mean scores for each cohort on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = strongly disagree, 2 = moderately disagree, 3 = neutral, 4 = moderately agree, and 5 = strongly agree.

Barrier: I do not know where to go

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.627	2	.814	.599	.550
Within Groups	560.601	413	1.357		
Total	562.228	415			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.35[a]	2.26[a]	2.17[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.342; p = .262), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Barrier: I do not have enough time

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	3.212	2	1.606	1.246	.289
Within Groups	533.786	414	1.289		
Total	536.998	416			

Post-Hoc Test

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.65[a]	2.59[a]	2.90[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.342; p = .262), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Barrier: I am not interested

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.476	2	1.238	1.163	.314
Within Groups	439.733	413	1.065		
Total	442.209	415			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
1.83[a]	1.77[a]	2.04[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .811; p = .445), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I do not know the rules

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.841	2	.921	.739	.478
Within Groups	517.059	415	1.246		
Total	518.900	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.17[a]	2.28[a]	2.04[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 2.263; p = .105), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I feel like I don't have the right to be there

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	3.507	2	1.754	1.680	.188
Within Groups	433.070	415	1.044		
Total	436.577	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
1.80[a]	1.63[a]	1.58[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .261; p = .771), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I don't know anyone who goes

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	4.782	2	2.391	1.652	.193
Within Groups	600.828	415	1.448		
Total	605.610	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.33[a]	2.15[a]	2.04[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .032; p = .969), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I don't have anyone to go with

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.291	2	.146	.095	.909
Within Groups	635.119	414	1.534		
Total	635.410	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.20[a]	2.14[a]	2.21[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .002; p = .998), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I do not feel comfortable there

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	62.896	2	31.448	27.021	< .001
Within Groups	480.659	413	1.164		
Total	543.555	415			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
1.96[a]	2.26[a]	3.19[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 3.220; p = .041), therefore, post-hoc tests comparing the means of the generation cohorts was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: There are not enough people who look like me

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	13.955	2	6.978	4.623	.010
Within Groups	624.937	414	1.510		
Total	638.892	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.20[a]	1.98[ab]	1.65[ab]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 3.204; p = .042), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I have too many family responsibilities

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.791	2	.396	.282	.754
Within Groups	581.104	415	1.400		
Total	581.895	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.45[a]	2.34[a]	2.44[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.287; p = .277), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I am concerned about safety

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	25.425	2	12.712	7.985	< .001
Within Groups	659.083	414	1.592		
Total	684.508	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.53[a]	2.44[a]	3.27[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.746; p = .176), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: There is a lack of facilities that I like to use

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	6.353	2	3.177	2.304	.101
Within Groups	570.788	414	1.379		
Total	577.141	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.52[a]	2.38[a]	2.15[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 4.027; p = .019), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: The facilities are poorly maintained

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	6.891	2	3.446	2.428	.090
Within Groups	591.389	415	1.425		
Total	598.280	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.31[a]	2.50[a]	2.68[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 4.677; p = .014), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: It is hard to get there

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.636	2	1.318	1.102	.333
Within Groups	495.369	414	1.197		
Total	498.005	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.16[a]	2.32[a]	2.33[a]

Levene's test for homogeneity of variances across generation cohort indicated that the variances across the three groups are not statistically different (L = 1.576; p = .208), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: It is too far away

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.140	2	1.070	.852	.427
Within Groups	519.923	414	1.256		
Total	522.062	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.20[a]	2.33[a]	2.38[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 4.292; p = .014), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: I have had a bad experience there

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	4.045	2	2.022	1.923	.147
Within Groups	435.365	414	1.052		
Total	439.410	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
1.88[a]	1.67[a]	1.69[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .174; p = .841), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Barrier: People I know have had a bad experience there

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	7.743	2	3.871	3.400	.034
Within Groups	472.518	415	1.139		
Total	480.261	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
1.93[a]	1.62[a]	1.73[a]

Levene's test for homogeneity of variances across generation cohort indicated that the variances across the three groups are not statistically different (L = .695; p = .500), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Sources by Generation Cohort

Univariate Analysis of Variance and Post-hoc tests were used to compare Generation Cohorts on the influence of information sources. In each of the tables below, Univariate Analysis of Variance tested whether there was a significant relationship between membership in Generation Cohort and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across group. In the bottom portion of each table, mean scores for each group on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at p < .05. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

Influence of Information Source: Friends

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.550	2	.814	.630	.533
Within Groups	509.045	414	1.230		
Total	510.595	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.41[a]	3.30[a]	3.25[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .419; p = .658), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Family

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.207	2	.604	.522	.594
Within Groups	533.786	414	1.289		
Total	536.998	416			

Post-Hoc Test

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.65[a]	3.53[a]	3.54[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.694; p = .185), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Organization Websites

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.257	2	.129	.101	.904
Within Groups	480.230	415	1.157		
Total	481.438	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.12[a]	3.10[a]	3.04[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 2.035; p = .132), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Influence of Information Source: Web Search

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.426	2	.213	.173	.842
Within Groups	511.047	414	1.234		
Total	511.473	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.29[a]	3.32[a]	3.40[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 3.032; p = .049), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Influence of Information Source: Driving Past

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.976	2	.988	.900	.407
Within Groups	455.644	415	1.098		
Total	457.620	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.29[a]	3.39[a]	3.15[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .079; p = .924), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Influence of Information Source: Church

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	6.729	2	3.365	2.224	.109
Within Groups	600.828	415	1.448		
Total	605.610	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.30[a]	2.07[a]	1.98[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .642; p = .527), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Facebook

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	24.563	2	12.282	8.636	< .001
Within Groups	590.193	415	1.422		
Total	614.756	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.76[a]	2.52[a]	2.00[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .427; p = .652), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Community Organizations

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	18.758	2	9.379	6.737	.001
Within Groups	577.730	415	1.392		
Total	596.488	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.72[a]	2.34[b]	2.17[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 2.019; p = .134), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05

Influence of Information Source: Child's School

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	21.367	2	10.683	6.321	.002
Within Groups	701.389	415	1.690		
Total	722.756	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.65[a]	2.63[a]	1.94[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .781; p = .459), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$

Influence of Information Source: Brochures

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.286	2	2.643	1.746	.176
Within Groups	625.175	413	1.514		
Total	630.462	415			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.81[a]	3.08[a]	2.96[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.423; p = .242), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Influence of Information Source: Email

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	17.478	2	8.739	5.524	.001
Within Groups	628.727	415	1.515		
Total	631.962	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.47[a]	2.68[a]	2.60[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .679; p = .508), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Influence of Information Source: Spanish-language Television

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	20.113	2	10.056	6.757	.001
Within Groups	617.603	415	1.488		
Total	637.715	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.26[a]	1.94[ab]	1.63[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 3.391; p = .035), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: Spanish-language Radio

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	17.478	2	8.739	5.524	.004
Within Groups	654.911	414	1.582		
Total	672.388	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.21[a]	1.91[ab]	1.63[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 2.861; p = .058), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05

Influence of Information Source: Spanish-language Newspapers

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	8.760	2	4.380	2.984	.052
Within Groups	609.202	415	1.468		
Total	617.962	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.11[a]	1.89[a]	2.69[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .454; p = ..636), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: English-language Television

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.905	2	.453	.302	.739
Within Groups	619.905	414	1.497		
Total	620.811	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.79[a]	2.69[a]	2.83[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .670; p = .512), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: English-language Radio

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.448	2	.224	.140	.869
Within Groups	661.082	414	1.597		
Total	661.530	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.72[a]	2.66[a]	2.65[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.576; p = .208), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Influence of Information Source: English-language Newspapers

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.295	2	.148	.091	.913
Within Groups	674.213	414	1.629		
Total	674.508	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.60[a]	2.55[a]	2.65[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.576; p = .208), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preference for Information Sources by Generation Cohort

Univariate Analysis of Variance and Post-hoc tests were used to compare Generation Cohort on the preference for information sources. In each of the tables below, Univariate Analysis of Variance tested whether there was a significant relationship between membership in Generation Cohort and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across group. In the bottom portion of each table, mean scores for each group on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at p < .05. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

Preferred Information Source: Friends

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.198	2	1.099	.890	.411
Within Groups	512.082	415	1.234		
Total	514.280	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.44[a]	3.38[a]	3.21[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .213; p = .808), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Family

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	6.497	2	3.249	2.861	.050
Within Groups	471.237	415	1.136		
Total	477.734	417			

Post-Hoc Test

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.66[a]	3.52[a]	3.27[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.561; p = .211), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Organization Websites

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	4.220	2	2.110	1.481	.229
Within Groups	591.254	415	1.425		
Total	595.474	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.28[a]	3.14[a]	2.98[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .976; p = .378), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Web Search

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.001	2	.501	.356	.701
Within Groups	583.860	415	1.407		
Total	584.861	427			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.42[a]	3.43[a]	3.27[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .328; p = .721), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Driving Past

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.950	2	1.475	1.126	.325
Within Groups	542.408	414	1.310		
Total	545.357	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.25[a]	3.29[a]	3.00[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .192; p = .826), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Church

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.002	2	2.501	1.747	.175
Within Groups	593.936	415	1.431		
Total	598.938	417			

Post-Hoc Tests

Generation		
Millennials	Generation X	Baby Boomers
2.17[a]	2.06[a]	1.83[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .686; p = .504), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Preferred Information Source: Facebook

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	13.793	2	6.896	4.310	.014
Within Groups	663.987	415	1.600		
Total	677.780	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.74[a]	2.52[a]	2.19[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .190; p = .827), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Preferred Information Source: Community Organizations

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	4.901	2	2.451	1.656	.192
Within Groups	613.981	415	1.479		
Total	618.883	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.64[a]	2.45[a]	2.35[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .416; p = .660), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$

Preferred Information Source: Child's School

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	15.953	2	7.977	4.435	.012
Within Groups	746.353	415	1.798		
Total	762.306	417			

Post-Hoc Tests

Generation		
Millennials	Generation X	Baby Boomers
2.59[a]	2.60[a]	1.98[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .494; p = .611), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$

Preferred Information Source: Brochures

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	7.501	2	3.750	2.346	.097
Within Groups	663.392	415	1.599		
Total	670.892	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.75[a]	3.07[a]	2.92[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.322; p = .268), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Preferred Information Source: Email

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.147	2	.574	.350	.705
Within Groups	677.544	414	1.637		
Total	678.691	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.52[a]	2.63[a]	2.65[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .019; p = .981), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Preferred Information Source: Spanish-language Television

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	18.106	2	9.053	5.926	.003
Within Groups	632.489	414	1.528		
Total	650.595	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.16[a]	1.89[ab]	1.54[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 6.396; p = .002), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett T3 statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: Spanish-language Radio

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	10.436	2	5.218	3.176	.043
Within Groups	681.701	415	1.643		
Total	692.136	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.15[a]	1.93[a]	1.69[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.722; p = .180), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05

Preferred Information Source: Spanish-language Newspapers

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	11.532	2	5.766	3.867	.022
Within Groups	614.314	412	1.491		
Total	625.846	414			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.10[a]	1.78[a]	1.69[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .966; p = .382), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: English-language Television

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.934	2	.467	.279	.757
Within Groups	689.297	412	1.673		
Total	690.231	414			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.72[a]	2.69[a]	2.85[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.208; p = .300), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: English-language Radio

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.043	2	.021	.013	.987
Within Groups	684.935	411	1.667		
Total	684.978	413			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.66[a]	2.66[a]	2.69[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .470; p = .625), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Preferred Information Source: English-language Newspapers

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.547	2	1.274	.738	.479
Within Groups	711.443	412	1.727		
Total	713.990				

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.54[a]	2.66[a]	2.77[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .050; p = .951), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Importance of reasons to visit parks by Generation Cohort

Univariate Analysis of Variance and Post-hoc tests were used to compare Generation Cohort on the importance of specific reasons for visiting parks. In each of the tables below, Univariate Analysis of Variance tested whether there was a significant relationship between membership in Generation Cohort and mean response on each question. A significance value < .05 (in the far-right column in the top half of each table) indicates the presence of significant differences across group. In the bottom portion of each table, mean scores for each group on the question are shown. Mean scores with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another. Mean scores in this section are based on a 1 to 5 scale, with 1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = quite important, and 5 = extremely important.

Reason for Visiting Park: Spending Time with Friends

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	7.146	2	3.573	3.112	.046
Within Groups	476.473	415	1.148		
Total	483.620	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.79[a]	3.84[a]	3.40[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.357; p = .259), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Reason for Visiting Park: Spending Time with Family

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.368	2	1.184	1.205	.301
Within Groups	407.701	415	.982		
Total	410.069	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
4.03[a]	4.21[a]	4.13[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 2.271; p = .104), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Reason for Visiting Park: Enjoying Nature

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.248	2	2.624	2.954	.053
Within Groups	403.436	415	.972		
Total	405.388	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.99[a]	4.10[ab]	4.19[b]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .474; p = .623), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Reason for Visiting Park: Enjoying the Scenery

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	5.248	2	2.624	2.954	.053
Within Groups	367.735	414	.888		
Total	372.983	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.99[a]	4.23[a]	4.21[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .255; p = .775), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$

Reason for Visiting Park: Accessing the Water

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	2.515	2	1.258	.844	.431
Within Groups	618.004	415	1.489		
Total	620.519	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.40[a]	3.43[a]	3.17[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.747; p = .176), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Reason for Visiting Park: Escaping from Everyday Stress

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	4.837	2	2.418	2.103	.123
Within Groups	477.154	415	1.150		
Total	481.990	417			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.96[a]	4.18[a]	3.83[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .933; p = .394), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Reason for Visiting Park: Staying Close to Home

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	1.662	2	.831	.600	.549
Within Groups	571.684	413	1.384		
Total	573.346	415			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
3.18[a]	3.13[a]	2.98[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .523; p = .593), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Reason for Visiting Park: Taking Advantage of Educational Programs

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Between Groups	.528	2	.264	.175	.840
Within Groups	625.002	414	1.510		
Total	625.530	416			

Post-Hoc Tests

Generation Cohort		
Millennials	Generation X	Baby Boomers
2.97[a]	2.91[a]	3.04[a]

Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 1.036; p = .356), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.
[a,b,c] Means with different superscripts are significantly different at p < .05.

Appendix G. Univariate Analysis of Variance for significant findings related to influence and preference of information sources by family generational group

Barriers to Visiting Parks by Generation Cohort

The tables below present the results of univariate ANOVA and the follow-up post-hoc tests for each of these statistically significant barriers. A significant univariate between-cohort result supports the presence of differences between cohorts in mean response. This is shown in the top one-half of the table below. In the bottom portion of each table, mean scores for each cohort on the question are shown. The mean scores are based on responses of 1 = "strongly disagree", 2 = "moderately disagree", 3 = "neutral", 4 = "moderately agree", 5 = "strongly agree." Mean scores for each cohort with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another.

Barrier: I do not feel comfortable there by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Cohorts	62.896	2	31.448	27.021	< .001
Within Cohorts	480.659	413	1.164		
Total	543.555	415			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
1.96[a]	2.26[a]	3.19[b]

[1]Levene's test for homogeneity of variances across generation cohort indicated that the variances across the three cohorts are statistically different (L = 3.220; p = .041), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett's T3 statistic.

[2]Mean scores are based on responses of 1 = strongly disagree, 2 = moderately disagree, 3 = neutral, 4 = moderately agree, 5 = strongly agree.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found significant between cohorts effect on the mean score for "I do not feel comfortable there" ($F = 27.021$; $p < .001$). Dunnett's T3 statistic for cohorts with unequal

variances showed that the Millennials (mean = 1.96) and Generation X (mean = 2.26) disagreed significantly more strongly than Baby Boomers that they feel uncomfortable visiting parks.

Barrier: There are not enough people who look like me by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Cohorts	13.955	2	6.978	4.623	.010
Within Cohorts	624.937	414	1.510		
Total	638.892	416			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.20[a]	1.98[a,b]	1.65[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three cohorts are statistically different (L = 3.204; p = .042), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett's T3 statistic.

[2]Mean scores are based on responses of 1 = strongly disagree, 2 = moderately disagree, 3 = neutral, 4 = moderately agree, 5 = strongly agree.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found a significant between-cohorts effect on the mean score for "There are not enough people who look like me" (F = 4.623; p = .010). Dunnett's T3 statistic for cohorts with unequal variances showed that the Baby Boomers (mean = 1.65) disagreed with this statement significantly more strongly than did Millennials (mean = 2.20). Generation X (mean = 1.98) was not statistically different than either of the other two cohorts.

Barrier: I am concerned about safety by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Cohorts	25.425	2	12.712	7.985	< .001
Within Cohorts	659.083	414	1.592		
Total	684.508	416			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.53[a]	2.44[a]	3.27[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three cohorts are not statistically different (L = 1.746; p = .176), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = strongly disagree, 2 = moderately disagree, 3 = neutral, 4 = moderately agree, 5 = strongly agree.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found a significant between-cohorts effect on the mean score for "I am concerned about safety" (F = 7.985; p < .001). Student-Newman-Keuls statistic for cohorts with equal variances showed that the Baby Boomers (mean = 3.27) indicated a statistically significant higher concern about safety than did Millennials (mean = 2.53) and Generation X (mean = 2.44). Millennials and Generation X responses were not significantly different from each other.

Barrier: People I know have had a bad experience there by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Cohorts	7.743	2	3.871	3.400	.034
Within Cohorts	472.518	415	1.139		
Total	480.261	417			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
1.93[a]	1.62[a]	1.73[a]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three cohorts are not statistically different (L = .695; p = .500), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = strongly disagree, 2 = moderately disagree, 3 = neutral, 4 = moderately agree, 5 = strongly agree.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found a significant between-cohorts effect on the mean score for "People I know have had a bad experience" at a park. (F = 3.400; p = .034). Student-Newman-Keuls statistic for groups with equal variances showed that when controlling for multiple comparisons, the differences in means across generation cohort were not statistically different.

Influence of Information Sources by Generation Cohort

The tables below present the results of univariate ANOVA and the follow-up post-hoc tests for each of these statistically significant sources of information. A significant univariate between-group result supports the presence of differences between groups in mean response. This is shown in the top one-half of the table below. In the bottom portion of each table, mean scores for each group on the question are shown. The mean scores are based on responses of 1 = "not at all influential", 2 = "slightly influential", 3 = "moderately influential", 4 = "quite influential", and 5 = "extremely influential." Mean scores for each group with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another.

Influence of information source: Facebook by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	24.563	2	12.282	8.636	< .001
Within Groups	590.193	415	1.422		
Total	614.756	417			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.76[a]	2.52[a]	2.00[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .427; p = .652), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found a significant between-groups difference in the perceived influence of Facebook as an information source for parks (F = 8.636; p < .001). Student-Newman-Keuls statistic for groups with equal variances showed that the perceived mean influence of Facebook as an information source was significantly higher for Millennials (mean = 2.76) and Generation X (mean = 2.52) than Baby Boomers (mean = 2.00) although it was moderate at best for all groups.

Influence of information source: Community organizations by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	18.758	2	9.379	6.737	.001
Within Groups	577.730	415	1.392		
Total	596.488	417			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.72[a]	2.34[b]	2.17[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 2.019; p = .134), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at p < .05

Univariate analysis of variance found a significant between-groups difference in the perceived influence of community organizations as an information source for parks (F = 6.737; p < .001). Student-Newman-Keuls statistic for groups with equal variances showed that the perceived mean influence of community organizations as an information source was significantly higher for Millennials (mean = 2.72) than for Generation X (mean = 2.34) and Baby Boomers (mean = 2.17). The difference between Generation X and Baby Boomers was not statistically significant.

Influence of information source: Child's school by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	21.367	2	10.683	6.321	.002
Within Groups	701.389	415	1.690		
Total	722.756	417			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.65[a]	2.63[a]	1.94[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .781; p = .459), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$

Univariate analysis of variance found a significant between-groups difference in the perceived influence of a child's school as an information source for parks ($F = 6.3212$; $p < .002$). Student-Newman-Keuls statistic for groups with equal variances showed that the perceived mean influence of a child's school as an information source was significantly higher for Millennials (mean = 2.65) and Generation X (mean = 2.63) than for Baby Boomers (mean = 1.94), a result that might be expected with an age based factor such as generation cohort.

Influence of information source: Email by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	17.478	2	8.739	5.524	.001
Within Groups	628.727	415	1.515		
Total	631.962	417			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.47[a]	2.68[a]	2.60[a]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .679; p = .508), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found a significant between-groups difference in the perceived influence of Email as an information source for parks (F = 5.524; p < .001). Student-Newman-Keuls statistic for groups with equal variances showed that, controlling for multiple comparisons, the mean perceptions of the influence of Email was not statistically significant among Millennials, Generation X, and Baby Boomers.

Influence of information source: Spanish-language television by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	20.113	2	10.056	6.757	.001
Within Groups	617.603	415	1.488		
Total	637.715	417			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.26[a]	1.94[ab]	1.63[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 3.391; p = .035), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett's T3 statistic.

[2]Mean scores are based on responses of 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found a significant between-groups difference in the perceived influence of Spanish-language television as an information source for parks ($F = 86.757$; $p < .001$). Dunnett's T3 statistic for groups with unequal variances showed that the perceived mean influence of Spanish-language television as an information source was significantly higher for Millennials (mean = 2.26) than Baby Boomers (mean = 1.63). The mean for Generation X (mean = 1.94) was not statistically different than either of the other two groups.

Influence of information source: Spanish-language radio by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	17.478	2	8.739	5.524	.004
Within Groups	654.911	414	1.582		
Total	672.388	416			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.21[a]	1.91[ab]	1.63[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = 2.861; p = .058), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = not at all influential, 2 = slightly influential, 3 = moderately influential, 4 = quite influential, and 5 = extremely influential.

[a,b,c] Means with different superscripts are significantly different at $p < .05$

Univariate analysis of variance found a significant between-groups difference in the perceived influence of Spanish-language radio as an information source for parks ($F = 5.524$; $p < .001$). Student-Newman-Keuls statistic for groups with equal variances showed that the perceived mean influence of Spanish-language radio as an information source was significantly higher for Millennials (mean = 2.21) than for Baby Boomers (mean = 1.63). The mean for Generation X (mean = 1.91) was not statistically different than the other two groups.

Preference for Information Sources by Generation Cohort

The tables below present the results of univariate ANOVA and the follow-up post-hoc tests for each of these statistically significant sources of information. A significant univariate between-group result supports the presence of differences between groups in mean response. This is shown in the top one-half of the table below. In the bottom portion of each table, mean scores for each group on the question are shown. The mean scores are based on responses of 1 = "not at all preferred", 2 = "slightly preferred", 3 = "moderately preferred", 4 = "quite preferred", and 5 = "strongly preferred." Mean scores for each group with different superscripts (a, b, or c) indicate means that are significantly different at $p < .05$. That is, if two means have the same superscript, they are not statistically different from one another.

Preference of information source: Family by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	6.497	2	3.249	2.861	.050
Within Groups	471.237	415	1.136		
Total	477.734	417			

Post-Hoc Test

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
3.66[a]	3.52[a]	3.27[b]

[1]Levene's test for homogeneity of variances across generation cohort indicated that the variances across the three groups are not statistically different (L = 1.561; p = .211), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found significant between-groups difference in the preference for family as an information source for parks (F = 2.861; p = .050. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for family as an information source was significantly higher for Millennials (mean = 3.66) and Generation X (mean = 3.52) than for Baby Boomers (mean = 3.27).

Preferred information source: Facebook by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	13.793	2	6.896	4.310	.014
Within Groups	663.987	415	1.600		
Total	677.780	417			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.74[a]	2.52[a]	2.19[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .190; p = .827), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the preference for Facebook as an information source for parks (F = 4.310; p = .014. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for Facebook as an information source was significantly higher for Millennials (mean = 22.74) and Generation X (mean = 2.52) than for Baby Boomers (mean = 2.19).

Preferred information source: Child's school by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	15.953	2	7.977	4.435	.012
Within Groups	746.353	415	1.798		
Total	762.306	417			

Post-Hoc Tests

Generation[1,2]		
Millennials	Generation X	Baby Boomers
2.59[a]	2.60[a]	1.98[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are not statistically different (L = .494; p = .611), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Student-Newman-Keuls statistic.

[2]Mean scores are based on responses of 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at $p < .05$.

Univariate analysis of variance found significant between-groups difference in the preference for a child's school as an information source for parks (F = 4.435; p = .012. Student-Newman-Keuls statistic for groups with equal variances showed that the mean preference for a child's school as an information source was significantly higher for Millennials (mean = 2.59) and Generation X (mean = 2.60) than for Baby Boomers (mean = 1.98).

Preferred information source: Spanish-language television by generation cohort

Univariate Analysis of Variance

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	18.106	2	9.053	5.926	.003
Within Groups	632.489	414	1.528		
Total	650.595	416			

Post-Hoc Tests

Generation Cohort[1,2]		
Millennials	Generation X	Baby Boomers
2.16[a]	1.89[a,b]	1.54[b]

[1]Levene's test for homogeneity of variances across generation cohorts indicated that the variances across the three groups are statistically different (L = 6.396; p = .002), therefore, post-hoc tests comparing the means of the three generation cohorts was conducted using the Dunnett's T3 statistic.

[2]Mean scores are based on responses of 1 = not at all preferred, 2 = slightly preferred, 3 = moderately preferred, 4 = quite preferred, and 5 = strongly preferred.

[a,b,c] Means with different superscripts are significantly different at p < .05.

Univariate analysis of variance found significant between-groups difference in the preference for Spanish-language television as an information source for parks (F = 5.926; p = .003). Dunnett's T3 statistic for groups with unequal variances showed that the mean preference for Spanish-language television as an information source was significantly higher for Millennials (mean = 2.16) than for Baby Boomers (mean = 1.54). The mean preference for Generation X was not statistically different from either of the other groups.

Appendix H. Literature review on best practices for outreach and communication within the Latino/Hispanic community

In review of the academic literature, there have been several studies that examine communication preferences and needs, and potential best practices for engaging the Latino/Hispanic community within a parks and recreation context. This is likely because past efforts by counties and public agencies to engage the Latino/Hispanic community have faced various challenges that go beyond a language barrier, with understanding of cultural differences surrounding expectations and preferences regarding park usage, as well as strong relationships and connections with local Latino/Hispanic populations, limited (Hardy, 2016). Studies indicate a need to better understand and reduce existing barriers to visitation, alongside communication preferences and processes to ensure that any efforts put forth by county space appropriately reflect the outreach needs and wants of the Latino/Hispanic community.

Regarding on-site communication needs and preferences, Dunn et al. (2002), identified the desire by the Latino/Hispanic community for both improved and bilingual signage at recreational areas that clearly communicate detailed rules and regulations, alongside basic safety information. Efforts should be made for rules and regulations to be communicated bilingually in short positive statements that avoid negatives where possible. For example, 'Do this', as opposed to 'Don't do this', with a brief explanation as to why this is important. This is because most often, rules are not being followed due to a lack of understanding (Dunn, et al., 2002). Research by Chavez (2005) has also indicated the need for Spanish language communication, with close to half of their survey respondents only speaking Spanish. Dunn et al. (2002) further recommends the use of universal symbols to communicate rules and regulation, given that not all members of the Latino/Hispanic community may be literate.

The role and importance of rangers must also be acknowledged, with Dunn et al. (2002) and Hardy (2016) encouraging investment in bilingual staff, and staff training that helps rangers better engage with the Latino/Hispanic community in a non-threatening manner. This could be in the form of diversity training, cultural sensitivity training, which when combined with Spanish language skills, may help ensure that Latino/Hispanics that visit natural recreation areas are noticed, welcomed, and treated with respect. Such training and skills could also assist in emergencies and for diffusing tense situations (Dunn, et al., 2002).

Several outreach suggestions and best practices beyond communication at recreational areas have also been identified by the academic literature. First, some studies have identified the importance of recognizing that communication with Latino/Hispanic populations should be treated as intercultural communication, due to the different values and experiences held between these individuals and park management (Chavez, 2005; Hardy, 2016). Secondly, the importance of inclusiveness and involving the

Latino/Hispanic in planning and decision-making processes is crucial to ensure that the management of natural resources addresses their needs and wants. As noted by Chavez (2005), this can be specific to communication best practices, such as working together to encourage two-way communication to minimize potential misunderstandings, and better understanding the all-important interpersonal communication channels, particularly friends and family.

This last point is also emphasized by Stodolska, et al. (2010), with the central focus of family in the Latino/Hispanic culture, and the significance of its role in programming and planning leisure time, something that needs to be appreciated by resource managers and incorporated into any communication and outreach efforts. As explained by Bass et al. (1993), this reliance on friends and family for knowledge on areas for natural recreation may stem from the fact that Latino/Hispanics do not feel comfortable reaching out to agency representatives for such information. As such, communication efforts need to make use of these informal communication channels (Dunn, et al., 2002).

Burns, et al. (2006) also highlight the important role that Latino/Hispanic organizations and non-profits, as well as community groups and even local schools, can play in the dissemination of information among the Latino/Hispanic community. In particular, they emphasize the importance of sending information home with children from the schools, to ensure that information about natural recreation sites is read or translated by parents, with parents more likely to pay attention to materials sent home through the schools. Furthermore, given that many Latino/Hispanic children integrate into society at a quicker rate than their parents, encouraging schools to utilize natural recreation sites can be another way to expose the Latino/Hispanic community to new recreational opportunities (Burns, et al., 2006).

At the same time, there is recognition that involving and including Latino/Hispanics in planning and decision-making processes is not easy for several reasons. First, common practices by agencies, such as holding public planning meetings during the evening, may not be conducive to Latino/Hispanic participation (Hardy, 2016). True inclusion and involvement can also require significant time, energy, and cost for agency managers and park rangers; things that are often limited (Chavez, 2005). Furthermore, sometimes there is need for innovation and a willingness to try new ideas that go beyond the norm of what is commonly done (Chavez, 2000).

A great example of innovative efforts to engage, inform, and cater to the needs of Latinos/Hispanics comes from Chavez (2005) in their case study examinations of the Forest Information Van (FIV) and Eco-Teams. The FIV was a mobile visitor center that brought information about natural recreation areas to the Latino/Hispanic community. Pictures were used to attract the attention of the Latino/Hispanic community and information on activities and facilities available at different recreation sites, as well as rules and regulations in both English and Spanish were provided. This initiative acknowledged the fact that effective communication and outreach requires going out to the

Latino/Hispanic community, instead of just expecting the community to come to agencies and their current information outlets (Hardy, 2016), whether it be recreational areas themselves or agency websites.

In comparison, the creation of Eco-Teams was implemented at two national forests in California, where team members approached Latino/Hispanic recreational visitors to relay important regulatory and conservation messages in either English or Spanish, while also modelling desired behavior relating to littering, water safety, and fire safety (Chavez, 2005). What is great about both of these innovative communication and outreach initiatives is that they highlight how two-way (interpersonal) communication can be implemented within recreational areas, and beyond, in a manner that suits the communication preferences of the Latino/Hispanic community and provides them with the information they desire.

Another way in which agencies can further go to the Latino/Hispanic community is through creating brochures and flyers that can be distributed in places where Latino/Hispanics shop (Dunn, et al. 2002). While this is a more passive, one-way method of communication that is arguably less effective than the abovementioned initiatives, it may provide a less cost-prohibitive alternative for agency managers looking to take first steps in reaching out to their local Latino/Hispanic community. What is important to ensure here is that any materials should be designed specifically to communicate with the Latino/Hispanic community (Dunn, et al., 2002). Thus, materials should not simply be direct translations from English to Spanish of existing brochures and flyers. Rather, efforts should be made to describe natural recreation sites from a Latino/Hispanic perspective, with images that represent the Latino/Hispanic community. For example, emphasizing and explaining built facilities and open spaces as locations that are ideal for family gatherings and picnics, and how many people they can comfortably hold. Materials should also consider the location of the natural recreational area and where it is in proximity to major features and roads (Hickcox, 2008).

Furthermore, these materials could include a calendar of events with research by Burns, et al. (2006) indicating that many Latino/Hispanics would like to know what events are being put together by local agencies and where they are occurring. The creation of a calendar of events also highlights the possibility for working with the Latino/Hispanic community to encourage and even co-sponsor cultural events in natural recreation areas to further encourage their usage and familiarity with different sites (Dunn, et al., 2002).

These abovementioned efforts should also be clearly outlined in a communication plan that is specifically designed to improve communication and outreach with the Latino/Hispanic community. Very few agencies have explicit policies and plans that are designed to encourage greater inclusiveness and without these, it is difficult to develop a cohesive and integrated set of goals and strategies that set

agencies on a coarse for better addressing the needs and wants of the Latino/Hispanic population (Hardy, 2016).