



The *Emerald Necklace* Publication:

Visited, Visited More Recently, Visited More Frequently, More Variation in Types of Visits

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The *Emerald Necklace* publication is mailed monthly free of charge to Tax District residents who request it. The magazine includes natural history articles and calendar and descriptions of programs and special events offered through the Park District and its affiliates. The magazine is distributed by mail to subscribers and through Cleveland Metroparks facilities and delivered to other locations like libraries, churches, community centers within the Tax District.

A question in the Community Survey asked how residents found out information about the Park District. Of the entire sample, about 25% of respondents reported referencing the *Emerald Necklace*. This question allowed comparisons between survey respondents who did and did not indicate that they used the *Emerald Necklace*.

Four questions in another part of the survey asked about use and satisfaction with the Zoo. There was a small statistically significant relationship between using the *Emerald Necklace* and having visited the Zoo, having visited the Zoo more recently and having visited it more frequently. There was no difference in overall satisfaction with the Zoo between users and non users of the *Emerald Necklace*.

Two tests were made to determine whether or not *Emerald Necklace* users visited more of the Cleveland Metroparks reservations and if they participated in more activities. Results are displayed in Table One. *Emerald Necklace* readers visited significantly more of the Cleveland Metroparks reservations and participated in a wider variety of activities offered by the Park District.

Table One. Use of the *Emerald Necklace* and mean visits to different reservations and participation in Park District activities.

	Non readers	<i>Emerald Necklace</i> readers
Mean number of Reservations visited	2.1	2.7
Mean number of outdoor activities participated in	3.9	5.8

t-tests indicated a significant difference at <.001.

Use of the *Emerald Necklace* was cross-tabulated with participation in individual activities commonly provided for by the Park District. Of the 21 activities provided by Cleveland Metroparks all but three (horseback, in-line skating, swimming) were statistically and positively related to using the *Emerald Necklace*. For each activity listed in Table Two, the number of respondents who participate in each activity is listed along with the number who would be predicted to participate if the *Emerald Necklace* played no role in their behavior. The activities are ranked by the relative increase observed among *Emerald Necklace* users. Nature-related activities show the greatest relative increase.

Table Two. Expected versus actual participation in Park District programs as activities tabulated by use of the *Emerald Necklace*.

Activity	Expected Use	Actual Use	Relative Increase
Nature center programs	46	98	2.13
Fishing Derby ¹	4	8	2.00
Visit nature centers	65	121	1.86
Observe nature/bird watching	73	129	1.77
Boating	21	34	1.62
Sledding/tobogganing	47	76	1.62
Photography	43	67	1.56
Mountain biking on trails	17	26	1.53
Pleasure driving	95	145	1.53
Special events	77	116	1.51
Bicycling on paved trails	85	126	1.48
Golfing	47	69	1.47
Fishing	47	65	1.38
Playgrounds	43	58	1.35
Dog walking	74	95	1.28
Jog/run	58	72	1.24
Walk/hike	205	254	1.24
Picnicking	130	150	1.15

¹subsample size is too small to make a reliable estimate.

Four demographic variables, (income, age, education and race) were tested to see if they were related to using the *Emerald Necklace*. Surprisingly only age and race were significantly related to use of the *Emerald Necklace* with older people ($\beta=.073$) and whites ($\beta=.175$) slightly more likely to report using the *Emerald Necklace*. These differences are more statistical than substantial as the explained variation in use of the *Emerald Necklace* by these demographic variables was less than five percent ($R^2=.043$).

Conclusions

The *Emerald Necklace* is used by about one in four park visitors. This group is probably a core group of enthusiastic users whose experiences with Cleveland Metroparks is more frequent, more diverse and weighted toward nature appreciation activities. While survey data cannot be used to attribute causation in a strict scientific sense, the patterns in these data tend to suggest that the *Emerald Necklace* helps to extend and deepen the relationships Tax District residents have with the Cleveland Metroparks, particularly in areas most closely aligned with mission.

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