

Geocaching Motivations

Interactive Qualifying Project Report completed in partial fulfillment
Of the Bachelor of Science degree at
Worcester Polytechnic Institute, Worcester, MA

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5/10/2013

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Abstract

Geocaching is a GPS-enabled treasure hunt. After only about twelve years from its birth, Geocaching has attracted over five million geocachers all around the world. The goal of this study is to understand psychological motivations of Geocaching practices within the community of worldwide geocachers. Understanding Geocaching motivations could lead to improvements in location-based games and also aid in promoting the Geocaching community. Results of two online surveys indicate a variation in Geocaching motivations.

Executive Summary

Many handheld devices are enabled with a Global Positioning System (GPS) maintained by the United States government. Today this technology allows users to navigate to a location within a few meters of its actual position and is often used in variety of location based experiences such as Geocaching. Geocaching is a GPS-enabled treasure hunt. Participants (geocachers) hide a cache (e.g., container) in a location that is recorded by latitude and longitude coordinates. These coordinates and also a description of the cache are then posted onto a geocaching website.

Geocaching.com is the center of Geocaching practices with over five million geocachers and two million geocaches worldwide. Among different geocache types are *traditional* caches, which are the original cache type, and have a container and a logbook. *Multi* caches involve two or more waypoints, and *virtual* caches are about finding a location rather than a container. Several other types exist as well, each serving a unique purpose. Some traditional caches with tiny containers are called “Nano” or “Micro” caches.

The online element of geocaching using the geocaching.com website has expanded the player base. Possible Geocaching motivations may include the ideas of set completion and collecting. However, some geocachers are only interested in Geocaching to discover new places. Some other geocachers consider Geocaching a significant challenge. Some set goals for themselves and set completion helps identify their Geocaching goals. Understanding Geocaching motivations could lead to improvements in location-based games and also aid in promoting the Geocaching community. The object of this study is to understand psychological motivations of Geocaching practices within the worldwide community of geocachers.

Two online surveys were formulated by our research group. The first survey, which was an exploratory survey with open-ended questions, was developed with the goal of gaining a larger perspective and better understanding of Geocaching motivations through the personal experiences of geocachers. Data collected from this survey were then scored by the members of our team. The patterns and common themes of this survey were used to formulate the second survey, which consisted of multiple choice, true/false, and Likert-scaled questions. The goal of this survey was to further explore the findings of first survey and also discover the relation between Geocaching motivations and demographic variables.

Our first survey of Geocaching Motivations was launched on December 14, 2012. Thanks to many who supported this survey, 766 geocachers told us about their Geocaching Motivations. In one of the questions participants were asked about their main Geocaching motivation. After scoring, we realized that most people Geocache to explore new places. About 52% of the participants in the English survey mentioned that Geocaching gives them a chance to exercise. Going outdoors to enjoy nature is also a common Geocaching motivation. After scoring the responses for all groups (English, German, Japanese), results indicate some significant variation of motivations between groups. For instance, only about 17% of Japanese consider Geocaching as a way to get exercise.

Open-ended questions of the first survey helped us to create a list of all the responses to each question. The list of Geocaching motivations includes 13 different categories that were scored for comparison. Another list was created for different aspects of geocaching that makes caching memorable. Participants were also asked about their favorite cache types and how they were introduced to geocaching. All typical responses of the first survey helped us to generate questions of the second survey which was developed for more accurate results.

The second survey of Geocaching Motivations was launched on April 9, 2013. The aim of this survey was to generate quantitative data for Geocaching Motivations. This survey was then posted on multiple pages and websites in three languages (English, German and Japanese). Many promoted our survey to reach a large and diverse population of geocachers all around the world. After only about two weeks, over one thousand cachers participated in this survey.

Based on the results of both Geocaching surveys, it was concluded that Geocaching is not about the number of caches found, but rather that players are motivated to geocache because of the opportunity to discover and explore new places. Some have found Geocaching as a way to get exercise. Moreover, for more than half of the players, Geocaching is their primary form of exercise. Natural wonders and creative containers have created a lot of memorable experiences for geocachers. These players were mostly introduced to this game by word of mouth and over 90% of them have introduced someone to Geocaching. Results of our second survey showed that most geocachers are between 35 and 55 years old and have a college degree.

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1 Introduction

Many hand-held devices are enabled with a Global Positioning System (GPS) maintained by the United States government. Today this technology allows users to navigate to a location within a few meters of its actual position and is often used in variety of location based experiences such as geocaching. Geocaching is a GPS-enabled treasure hunt. Participants (geocachers) hide a cache (e.g., container) in a location that is recorded by latitude and longitude coordinates. These coordinates and also a description of the cache are then posted onto a geocaching website. As a technology driven game, Geocaching has given the participants a unique opportunity to share their experiences with the online community. After only about twelve years from its birth, geocaching has attracted over five million geocachers in over 200 countries [1].

Players are usually motivated by different aspects of a game. For a location-based game like Geocaching, one would expect players to have diverse game motivations. Understanding Geocaching motivations can help to improve the location-based games and promote the Geocaching community in the future. For instance, a significant number of geocachers might be interested in getting exercise while Geocaching. Knowing that is a key element in developing future games.

The online element of Geocaching has caused many to think of Geocaching as a game of numbers. Some cachers set goals for themselves. These goals might focus on the number of badges or trackables or some caching stats that are provided by geocaching.com. Numbers of finds or hides, number of caches in one day, number of days of caching in a row are some examples of Geocaching goals. On the other hand, there are some cachers who do not follow the numbers. These cachers might be interested in exploring new locations, solving puzzles or socializing with other cachers.

Geocaching can be a game of physical challenge. A lot of geocachers have become involved in Geocaching because of their high interest in biking, running, hiking and kayaking. Some consider caching as a reason to get out of the house and enjoy nature. Geocaching is now a tradition in some families; it's an opportunity for both parents and kids to spend some family time while having a united goal to gain.

Diverse motivational aspects of Geocaching suggest that these motivations have a relation with demographic variables of geocachers. These demographic variables include age and gender of cachers, cachers' home country and their level of education. In two online surveys, participants provided this background information to help us understand the relations between Geocaching motivations and demographics.

In order to define all motivational aspects of geocaching, open-ended questions on the first survey were generated to simply ask geocachers about their personal experiences. Data collected from this survey was carefully analyzed for common themes. Those who participated in our survey helped us to create a list of possible answers to the questions we asked. Based on the answers given on the first survey, we then formulated our second survey. This time, instead of asking geocachers to write about their experiences, we asked them to rate common motivational aspects of Geocaching. Most questions of this survey were in multiple choice, true/false or Likert-scale forms.

As our research group expected, participants named very diverse aspects of the game, as their main Geocaching motivations. After about two weeks, 1,360 geocachers completed our second survey which includes 35% women. One of the most exciting findings of this project is the significant variety of Geocaching motivations between the Geocaching communities in North America, Europe, Australia, Africa, and Asia.

2 Literature Review

Geocaching has been the subject of prior studies. Many consider Geocaching as a multi-dimensional game that has satisfied the need of many players all around the globe. Prior studies of Geocaching motivations have focused on the practices and motivations surrounding participants [e.g., 2]. In a study done by Hewlett-Packard labs, two questions were answered about Geocaching; what makes Geocaching interesting and what motivates people to play. This study showed that location-based experiences, the creation of these experiences for others, and the online elements were the aspects of Geocaching that made it an interesting game. Based on this study, aspects of Geocaching that motivates players include social walking, exploring, collecting, and competing. The focus of our study is to evaluate the importance of each motivational aspect based the quantitative data of our online survey. We are also interested in classifying the player motivations of Geocaching based on demographic variables.

The behaviors of collecting and set completion are some aspects of Geocaching that motivate players on a daily basis. Almost all geocachers have set some goals for themselves. Some geocachers attempt to geocache on all calendar days. Some are looking for Geocaching badges by looking to find caches in certain number of countries or states. In a psychological study in Western Kentucky University, a model was proposed for collecting behaviors that are motivated by set completions [3]. According to this study, set completion is a way to have identifiable and measurable goals for collecting. The online element of Geocaching has given the geocachers the opportunity to identify and measure their Geocaching goals.

3 Methodology

This research project began with the question “What motivates Geocachers to geocache?” To discover an answer to this question we first began by researching Geocaching and the options available to us to answer this question. We approached the question with the option of two surveys. The first survey would contain primarily open-ended questions to ensure leading was kept to a minimum. The second survey would be used to confirm any patterns found in the first survey. The results were then manipulated using a statistics package.

3.1 Survey One

We deconstructed geocaching into simple tasks necessary in combination to participate in Geocaching: Creating a container; hiding the container; the skill of navigating; hunting the cache; finding the cache; tracking the statistics; earning a badge; moving a trackable; logging finds; competing to be the first to find. To gain first-hand experience we began geocaching to understand the feeling described when searching and finding a cache and even when not finding a cache.

While preparing a list of possible survey questions based on our research and with the guidance of Professor Lindeman, we decided to utilize Google forms as our survey proctor. We also chose to distribute our survey solely via the internet, posting it on social media sites (e.g., Facebook), geocaching forums worldwide, blogs, magazines, email, and geocaching companies.

After creating a draft survey for testing, making edits, and testing once more, we promoted the first survey worldwide (Appendix A). The first 100 responses were used to create score-sheets for the open-ended questions by looking at frequency of words and phrases. Using a spreadsheet, we read each response and scored it according to the score-sheets we had made, adding categories to them when necessary. Graphs were made to show visually any patterns that existed.

3.2 Survey Two

After analyzing the data from Survey One, we designed Survey Two to confirm patterns found in Survey One. We chose to ask some questions in different ways, and others we chose to only ask once. Using Likert scales, true/false, pick lists and a few multiple choice questions, we finalized the second survey (Appendix B).

Once again we utilized the Internet to connect with geocachers worldwide via social media, blogs, email, podcast, magazines, and forums. SPSS 17.0 was used to obtain descriptive statistics and to perform analysis of variance (ANOVA) testing with a follow-up Tukey's Honest Significant Difference (HSD) test. Graphs were created to help with frequency and comparative mean analysis. Once all data was analyzed this report was written.

4 Results and Discussion

In this chapter we will cover the results for Survey One followed by a discussion, then the results for Survey Two followed by another discussion section.

4.1 Survey One

Our first survey of Geocaching motivations was translated into English, Japanese, and German, and was responded to by more than 700 Geocachers. Table 1 shows the number of response for each language. Only the first 524 were used in the analysis of the results.

Table 1: Survey One Language Distribution

English	677
German	20
Japanese	69
Total	766

4.1.1 Geocaching Motivations

Open-ended questions of the first English survey helped us to generate a list of Geocaching motivations, least favorite cache types and other aspects of Geocaching that makes an experience memorable. One of the questions of this survey asked Geocachers about their main Geocaching experiences. Typical responses were categorized to the following list:

1. Finding; The thrill of the hunt
2. Going outdoors; Enjoying nature; Getting out of the house
3. Achieving goals; Numbers; Gamification; Trackables; Badges
4. Challenge; Solving puzzles; Cracking difficult codes.
5. Competition; Being first to find; Rivalry between geocachers.
6. Exercising; Hiking; Biking; Kayaking.
7. Discovering new places; Exploring; Traveling; Adventure
8. Socializing; Meeting new people; Making friends; Likeminded folks; Events
9. Creating caches and hiding them; Hiding

- 10. Spending time together as a family; Having something to do with kids
- 11. Technology used; Geeky part; Maps
- 12. Stories; History
- 13. Rejuvenate mind; Getting away from people and noise; Private walk; Time to self; Relaxing

A total of 524 responses of our first English survey were scored for these categories, and results showed that some Geocaching motivations are more important than others. As shown in Figure 1 exercising, going outdoors and discovering new places were the most common responses for our English survey (multiple responses were allowed). A significant number of geocachers mentioned socializing, the thrill of the hunt and puzzles as their main motivations. On the other hand, only a few people are motivated to Geocaching because of the competition, the technology used or the stories and histories.

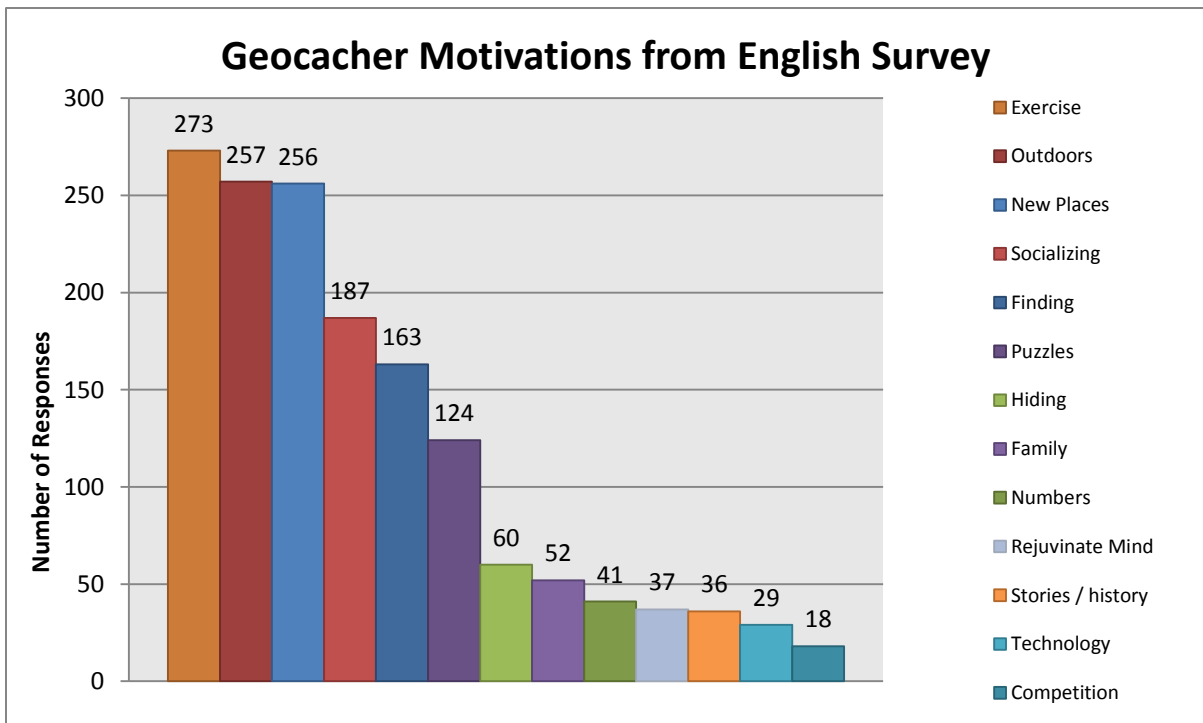


Figure 1: Geocaching motivations in the first English survey

The same categories of Geocaching motivations were used to score the responses of German and Japanese survey. Out of 20 German geocachers who took our first survey, none of them considered competition as one of their main Geocaching motivations. Results showed that Germans were more concerned about finding but less concerned about the socializing aspect of Geocaching. A higher percentage of Germans finds geocaching as a way to rejuvenate the mind. Out of 64 Japanese geocachers who participated in our survey, only 11 are motivated to geocaching because of exercise. Japanese geocachers are also less concerned about puzzles compared to German geocachers. Figure 2, shows normalized scores of Geocaching motivations

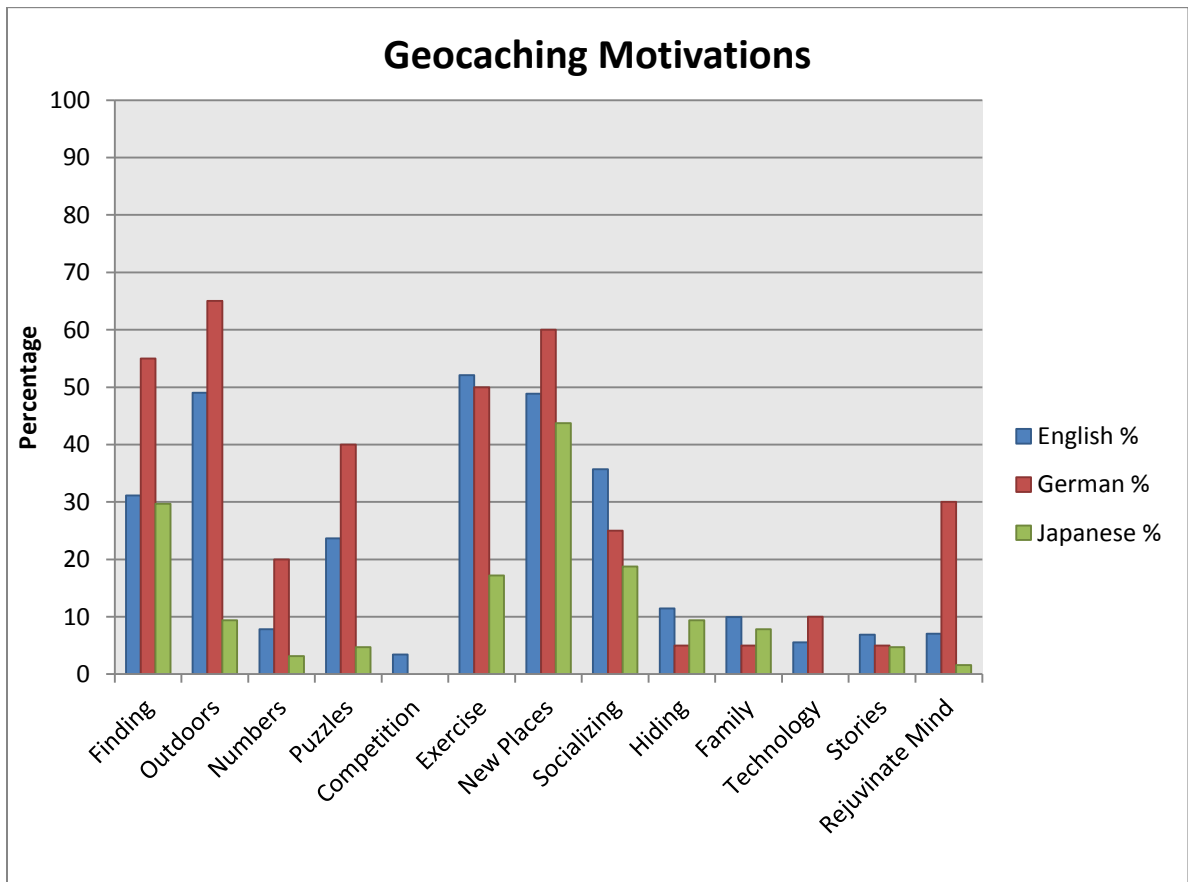


Figure 2: Comparison of Geocaching Motivations in English, German and Japanese survey.

4.1.2 Least Favorite Aspects of Geocaching

In one of the questions of Survey One, participants were asked about their least favorite cache types. Most geocachers responded with more than one cache type. In 524 responses that were analyzed, almost one third of geocachers complained about disappointing hide locations. Ninety five geocachers were bothered by geocaches that are poorly maintained and sixty eight geocachers were annoyed by illegal or dangerous caches. Figure 3 shows a full list of least favorite cache types and their distributions in our English survey.

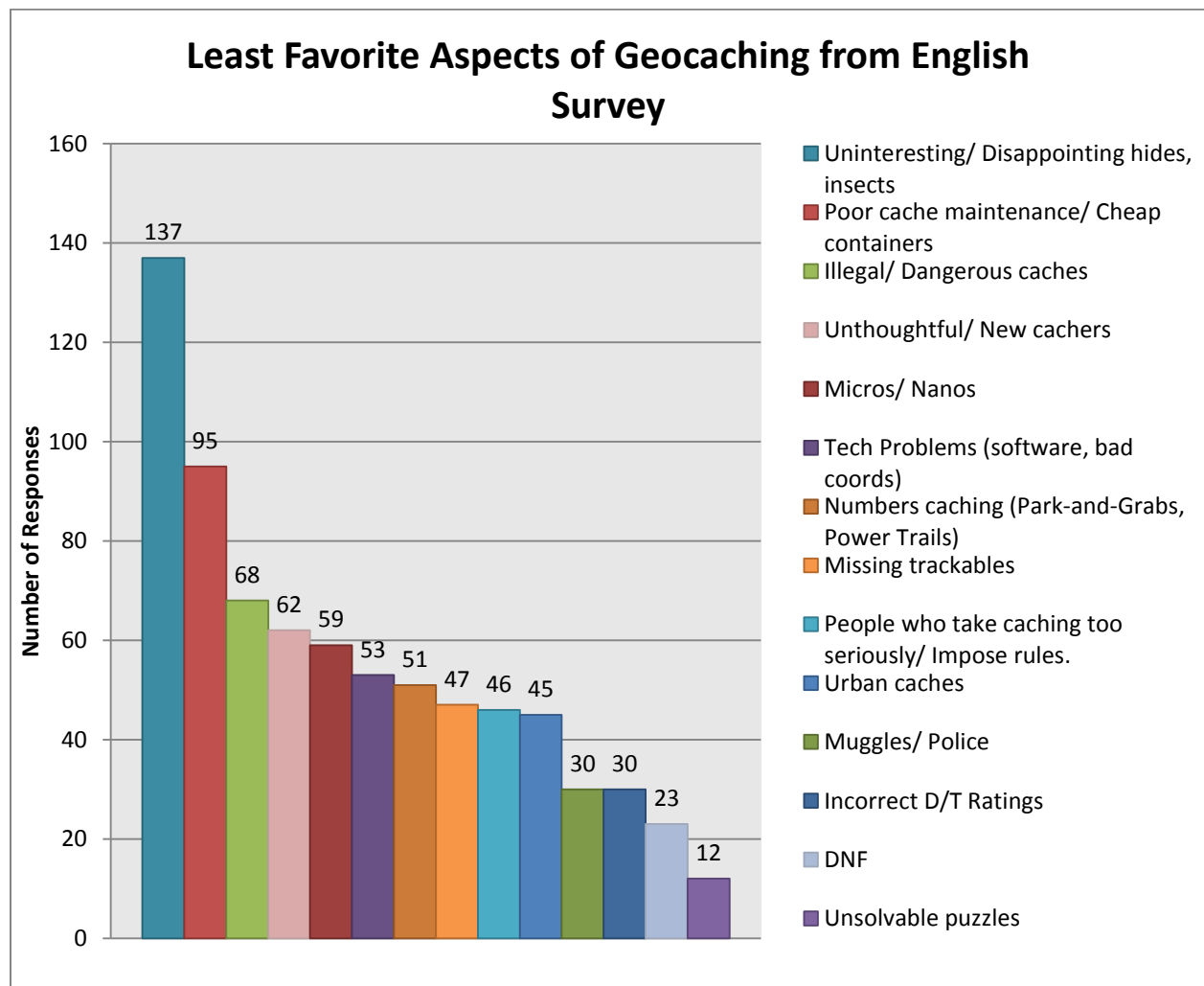


Figure 3: Least favorite cache types in the first survey

The list of Geocachers' least favorite cache types that was generated for our first English survey was used to score the German and Japanese responses to this question. As shown in Figure 4, none of

the Japanese or German speaking geocachers complained about missing trackables. More than half of the German cachers mentioned uninteresting cache locations as their least favorite. The percentage of German and English cachers who complained about poor cache maintenance and cheap containers was almost twice the value of the Japanese surveys.

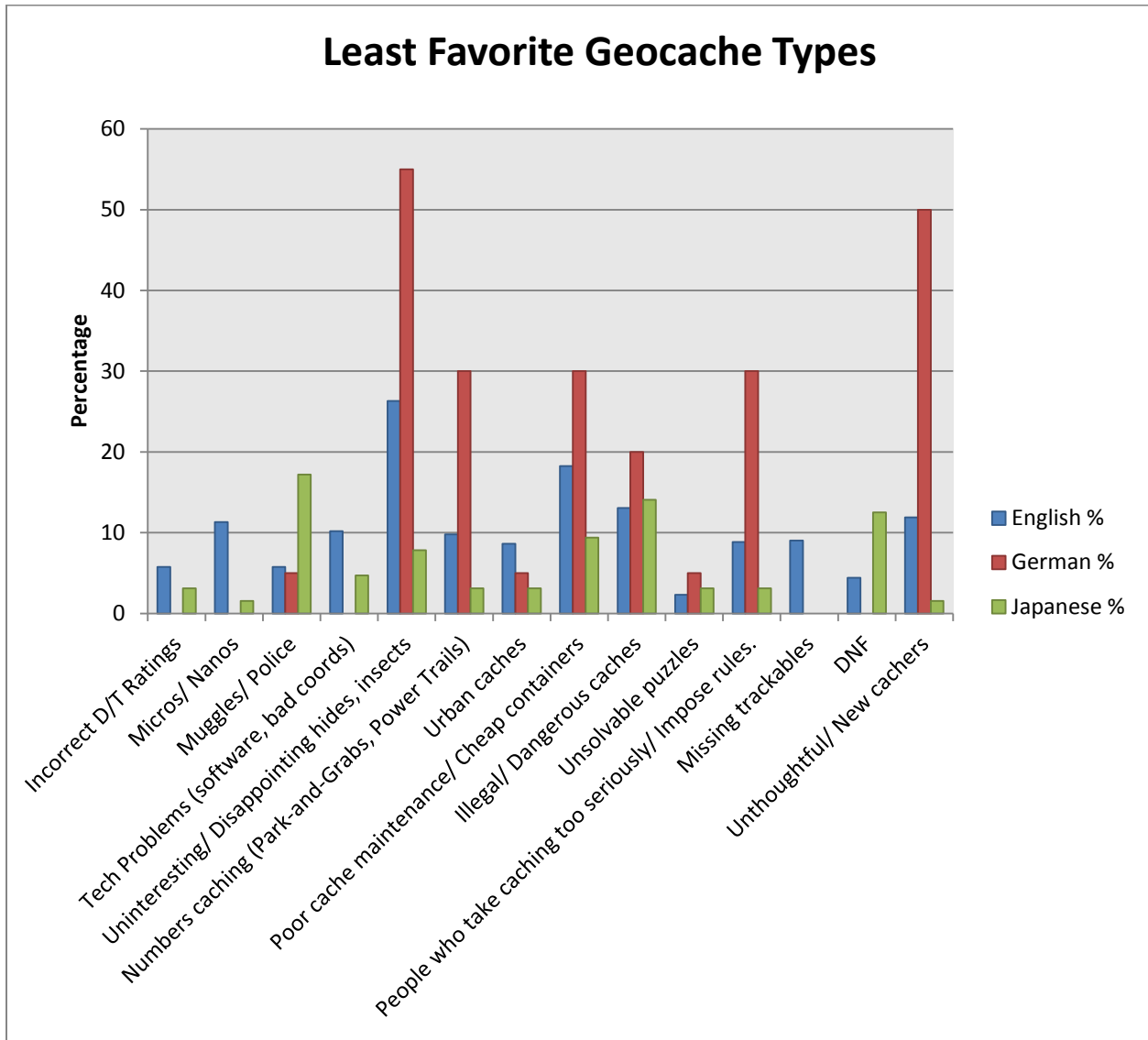


Figure 4: Comparison of least favorite cache types in English, German and Japanese survey.

4.1.3 Most Memorable Geocaching Experience

In one of the questions of Survey One, we asked geocachers about their most memorable geocaching experience. Participants told us many stories of their Geocaching experiences. Out of all the responses of the English survey, 195 responses were randomly selected for analysis. Based on our analysis, each of these memorable experiences was involved in one or two elements of the game. These elements and their distribution in English survey are shown in Figure 5. As shown, a significant number of geocachers mentioned an experience that involves sightseeing, physical challenge, or socializing.

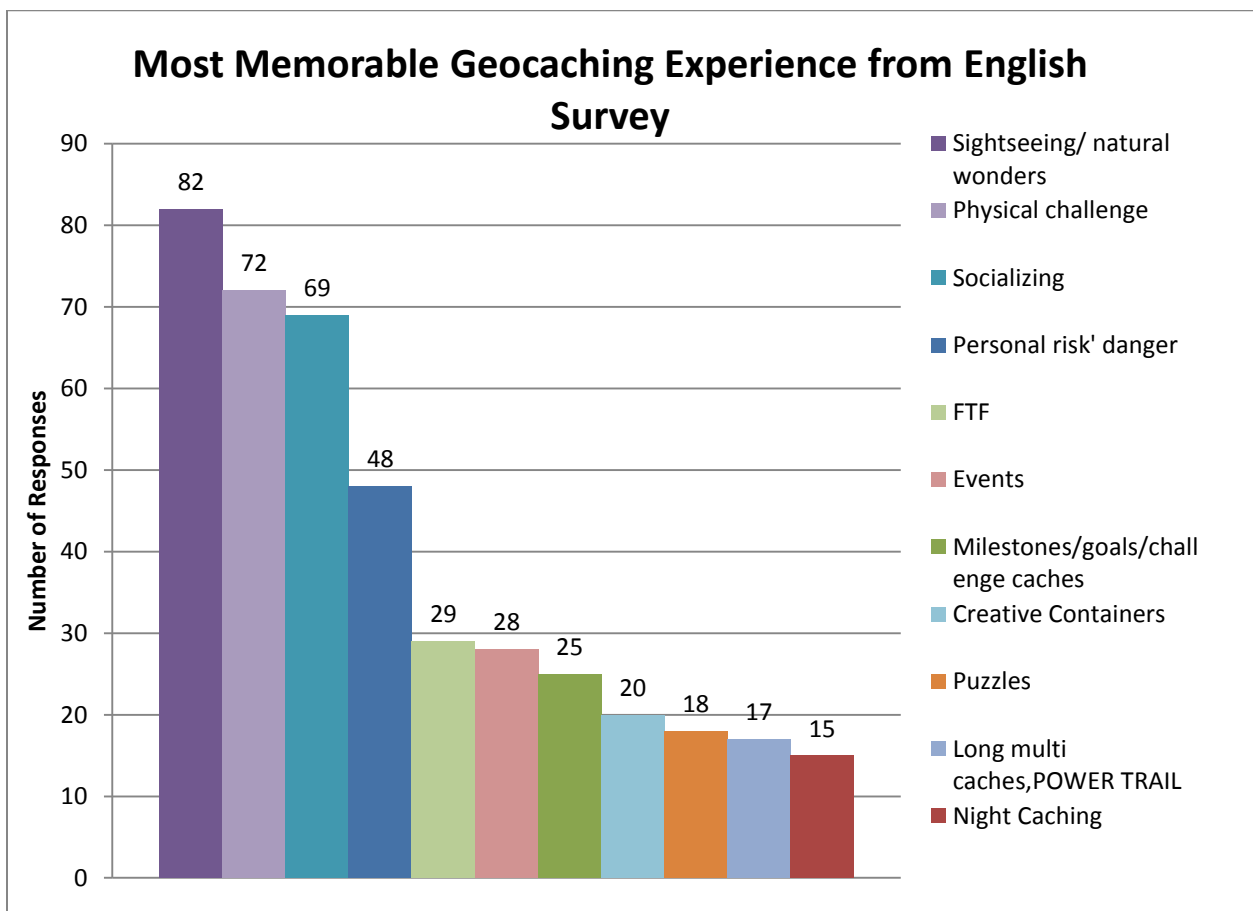


Figure 5: Most memorable geocaching experiences in first English survey

Based on the classifications of the most memorable experience, responses from Japanese and German survey were analyzed for comparison. Figure 6 shows responses to this question from the German, Japanese and English surveys.

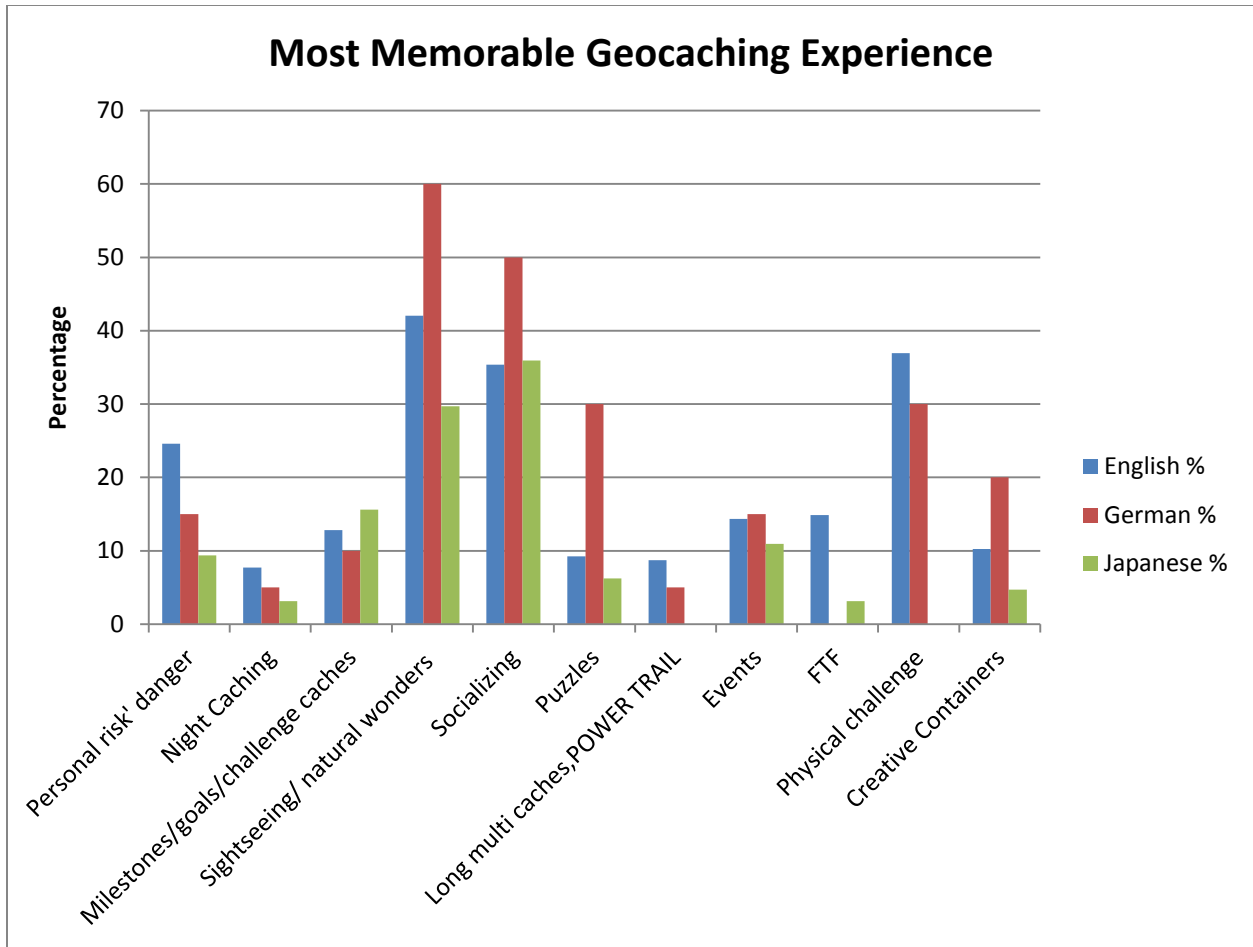


Figure 6: Comparison of the most memorable cache types in English, German and Japanese surveys

4.1.4 How People Were First Introduced to Geocaching

The unique popularity of Geocaching among other location-based games creates the curiosity of how each geocacher was first introduced to the game. In our open-ended survey, we asked this question of the participants. Some mentioned that a friend told them about Geocaching, some had a GPS and while they were looking online to learn more about the device, noticed Geocaching. Some geocachers were introduced to Geocaching through other organizations such as letterboxing. Articles about Geocaching and also TV or radio reports were other sources that have introduced players to this game. In some of the most surprising responses, geocachers claimed that they were introduced to the game by accident. Figure 7 shows distribution of the responses from the English survey.

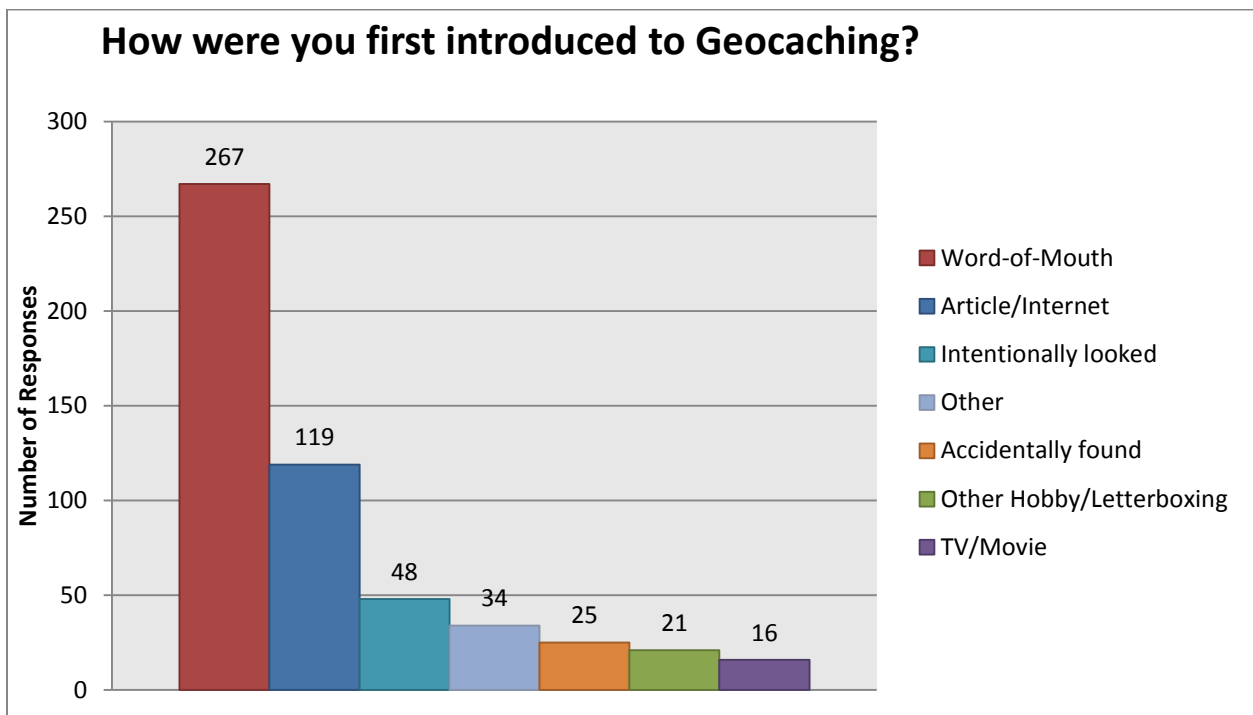


Figure 7: How Geocachers were first introduced to this game; Results from the first English survey

As shown in figure 8, a significant number of geocachers found out about Geocaching when another player told them about the game. Magazine articles, online forums or websites were other key elements in development of Geocaching. When our group compared the results with the German and Japanese surveys, we observed some differences in how players were first introduced to Geocaching. Only a few geocachers were introduced to the game by accident. In some cases, people were

intentionally looking for something to do with their GPS device and that’s how they were introduced to Geocaching. Articles about Geocaching were the primary source of how Japanese geocachers were introduced to the game. Unlike Japanese and English speaking participants, having a GPS device did not cause any German geocachers to start caching and these geocachers were introduced to this game in a different way. Figure 8 shows the responses for the English, German and Japanese surveys.

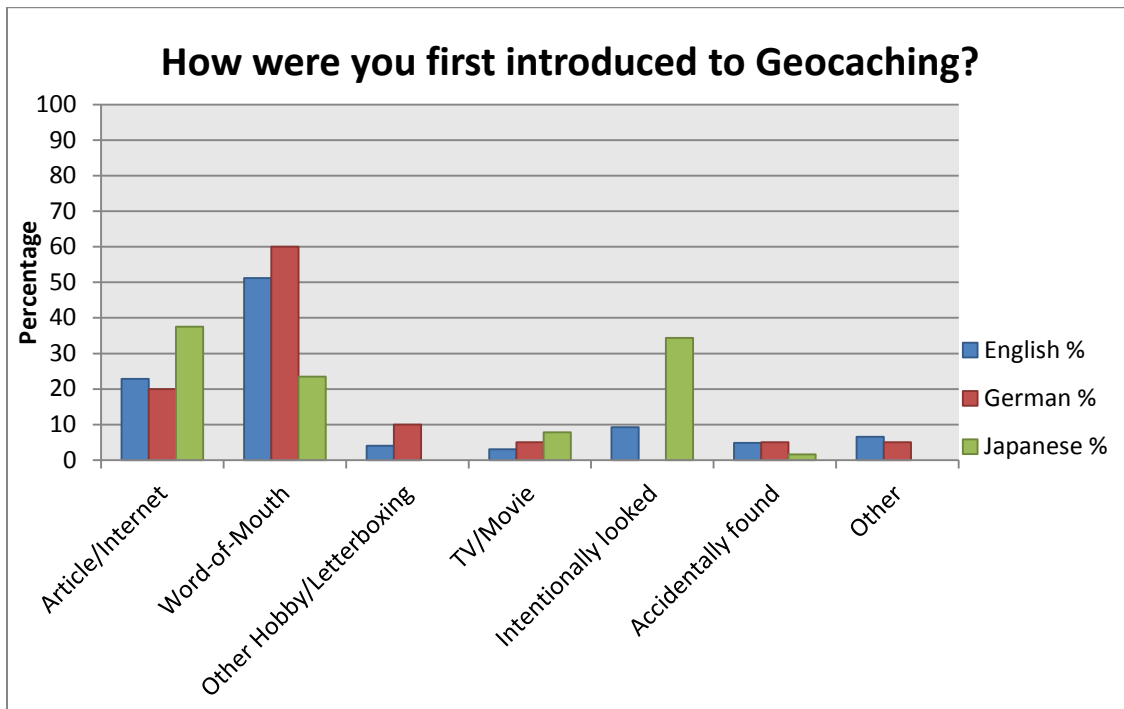


Figure 8: How Geocachers were first introduced to this game; Results from English, German and Japanese surveys

4.1.5 Survey one Discussion

Responses of the first Geocaching survey suggest that most geocachers are motivated to Geocaching because they have found geocaching as a way to get exercise, to be outdoors and discover new places. According to geocachers' responses, geocaching is not all about numbers and only a small percentage of geocachers are motivated because of the competition aspect of the game. Natural wonders and socializing aspects of the game have created a lot of memorable experiences for players who are mostly introduced to the game by word of mouth. Players’ least favorite part of the game is disappointing cache locations as well as poor cache maintenance.

Our first survey of Geocaching motivation helped our research group in multiple ways. Results of this survey did not only identify Geocaching motivations, but also provided some quantifiable data. Original data (explanatory responses) collected from seven hundred Geocachers were scored in a period of six weeks. Results of this survey can also be used to confirm the results of the second survey. Main purpose of the second Geocaching survey is to expand the analysis of motivations by a more quantifiable data. These analyses include but are not limited to comparison of Geocaching motivations by age, gender, Geocaching home region and country.

It should be mentioned that the number of responses from German-speaking cachers was particularly low (20), as was the number of Japanese responses (69). Therefore, any conclusions drawn from these numbers are suspect, but will hopefully be brought out in the second survey.

4.2 Survey Two

A total of 1,509 geocachers participated in our survey in less than two weeks. A large and diverse population of participants from 26 different countries responded. Table 2 shows participants' home country and the number and percentage of geocachers from each country used in our analysis.

Table 2: Number of Respondents by Country

Country	Number of Respondents	Percentage
USA	555	36.78%
Canada	199	13.19%
UK	177	11.73%
Germany	142	9.41%
Australia	139	9.21%
Japan	68	4.51%
South Africa	64	4.24%
New Zealand	56	3.71%
Austria	48	3.18%
Sweden	14	0.93%
Ireland	13	0.86%
Italy	13	0.86%
Hong Kong	3	0.20%
Netherlands	3	0.20%
Czech Republic	2	0.13%
Denmark	2	0.13%
Norway	2	0.13%
Belgium	1	0.07%
Israel	1	0.07%
Namibia	1	0.07%
Poland	1	0.07%
Portugal	1	0.07%
Qatar	1	0.07%
South Korea	1	0.07%
Spain	1	0.07%
Switzerland	1	0.07%
Total	1,509	100%

Figure 9 and 10 show the distribution of our second survey by gender and home region. In later sections (4.2.7) we can see that motivational aspects of Geocaching are slightly different between male and female geocachers.

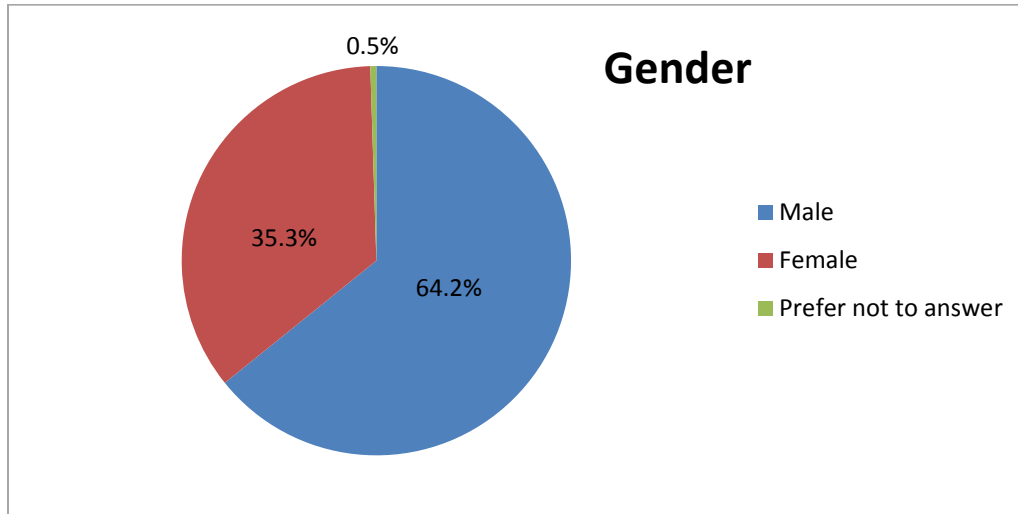


Figure 9: Gender of the participants-Second Geocaching survey.

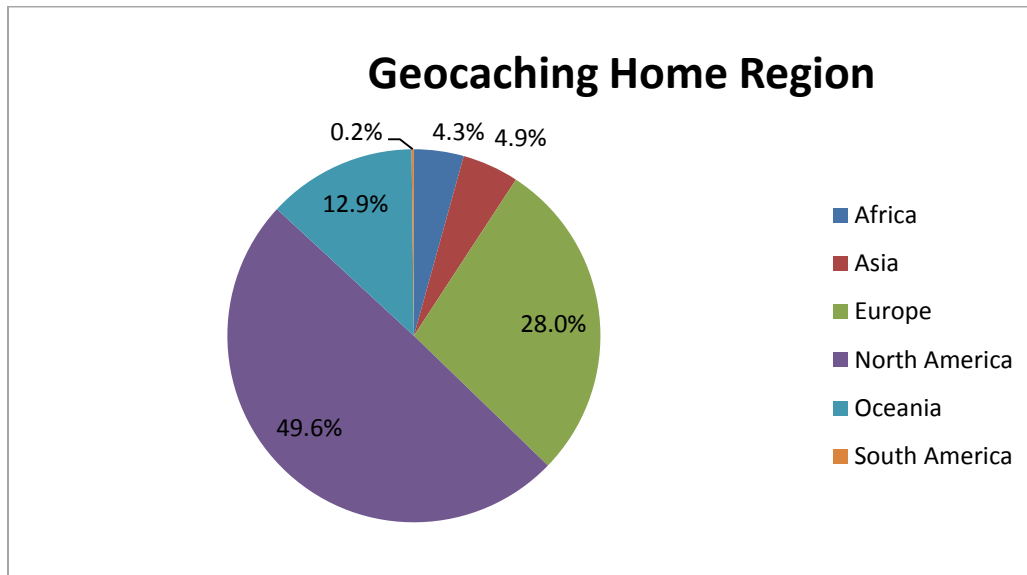


Figure 10: Participants' home region-Second Geocaching survey.

In the second survey of Geocaching motivations, we asked respondents about their level of education. Reported results showed that more 66% of the participants have at least a college degree (above High School diploma). Figure 11 shows the detailed distribution of respondents by their level of education.

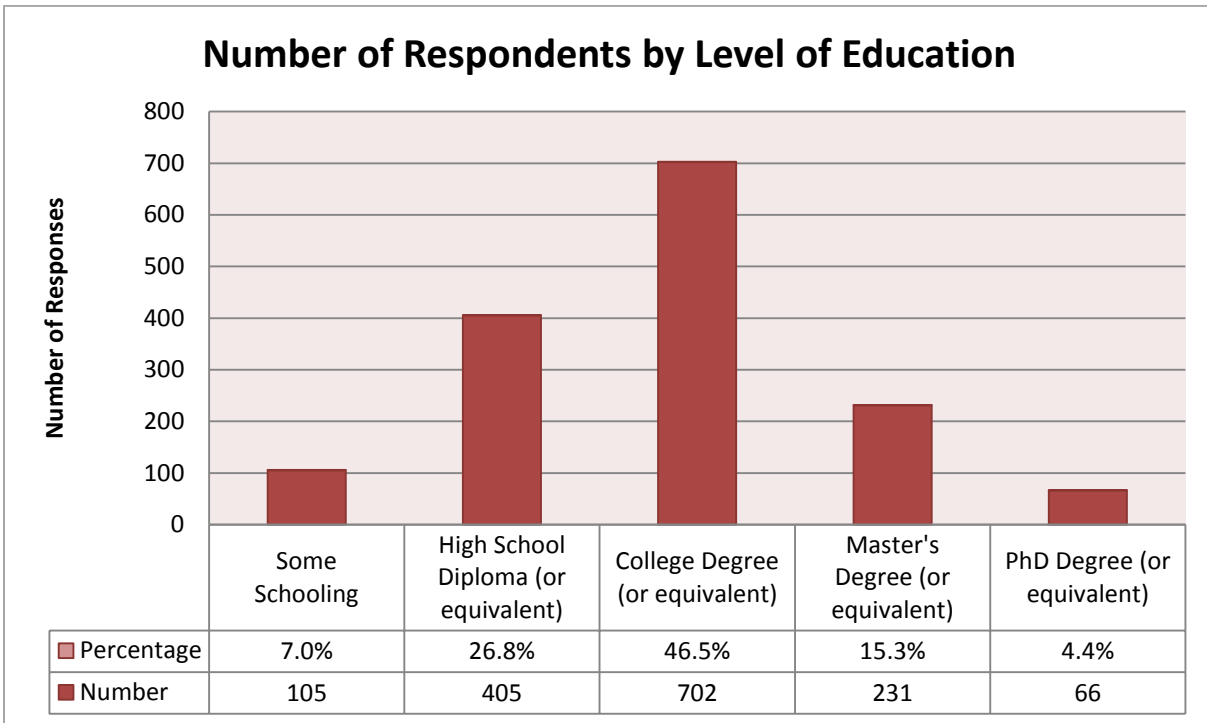


Figure 11: Geocachers' level of Education-Second Geocaching survey

As we discussed earlier, player motivations of Geocaching are different between the individuals. One variable that separates these players is age. Moreover, Geocaching has attracted younger and older geocachers for different reasons. The second survey was responded to by people of different ages. Based on the reported results, more than half of geocachers are between 35 and 54 years old. Figure 12 shows the detailed distribution of respondents by age group.

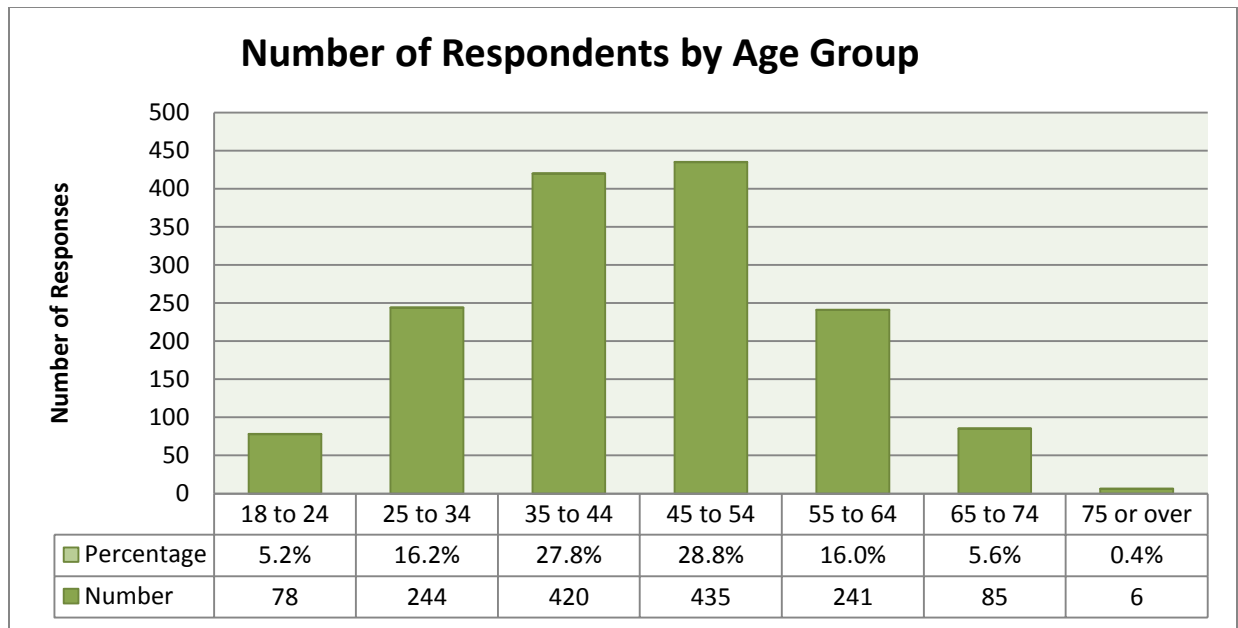


Figure 12: Geocachers by age group-Second Geocaching survey.

Since the Geocaching motivations will change over time, we asked geocachers about their Geocaching experience (how long they have been geocaching). Figure 13 shows the detailed distribution of the participants by their Geocaching experience. The average Geocaching experience of the participants was estimated to be 4.2 years.

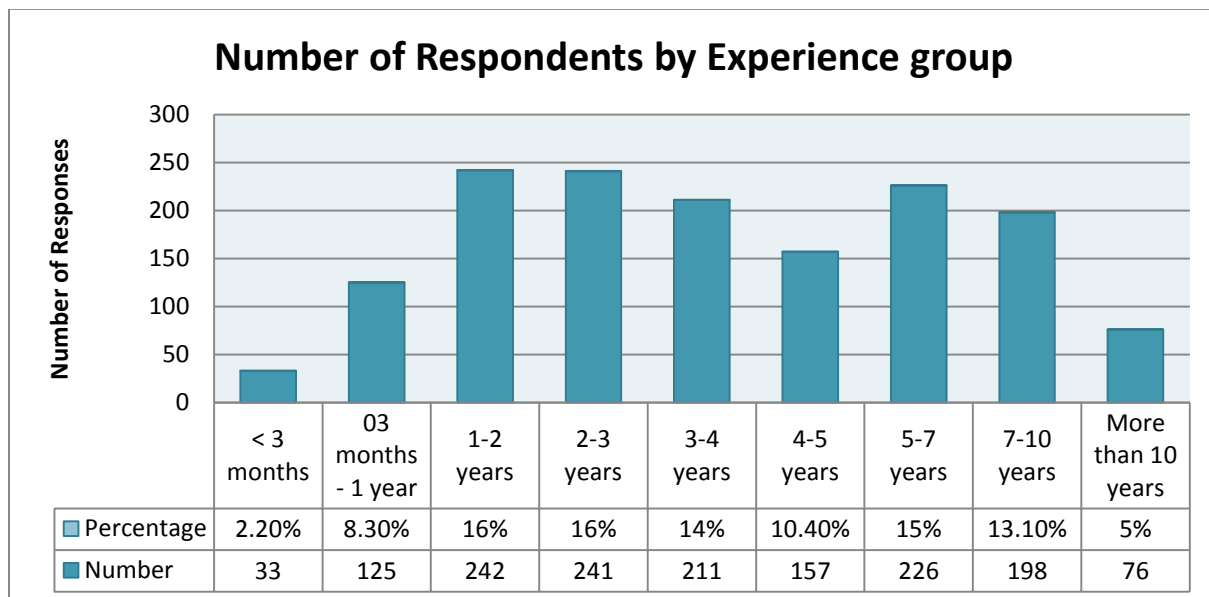


Figure 13: Geocaching experience-Second Geocaching survey.

4.2.1 Geocaching Motivations

In our second survey, we listed motivational aspects of Geocaching and asked participants to rate them based on importance (1: Least Important and 7: Most Important). The average rating was calculated for each aspect. Results confirm the findings of our first survey. Discovering new places, exploring and being outdoors are the most important aspects of Geocaching. After those, enjoying nature, finding caches (thrill of the hunt) and getting exercise have the highest ratings. Surprisingly, collecting souvenirs and Geocaching badges are the least important aspects for Geocaching players. Figure 14 shows average reported importance of these aspects.

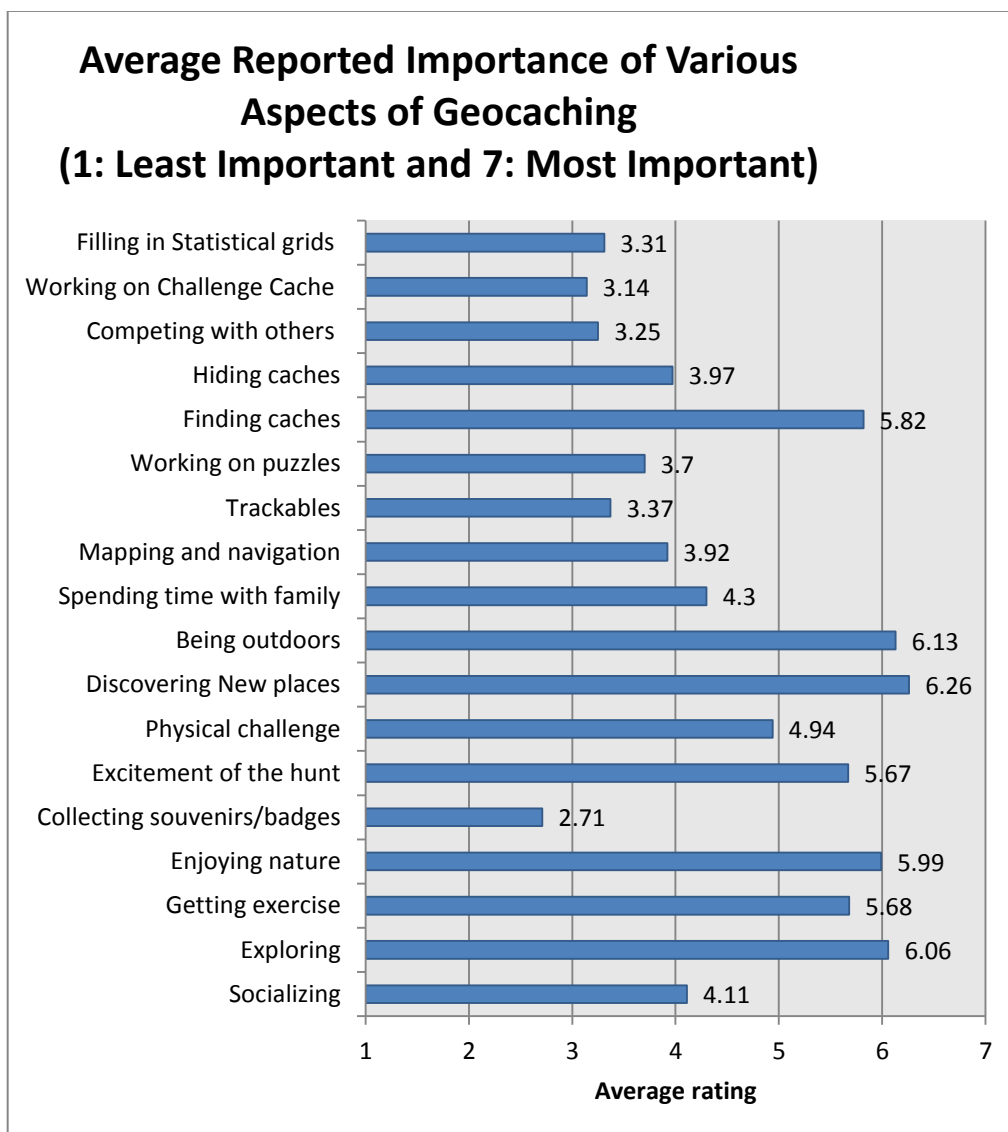


Figure 14: Motivational aspects of Geocaching and their importance-Second Geocaching survey

4.2.2 Geocachers' Statements

After careful analysis of the first survey, we chose some of the most common Geocaching statements and asked the participants about their level of agreement (1: Strongly Disagree and 5: Strongly agree). Results are shown in Figure 15.

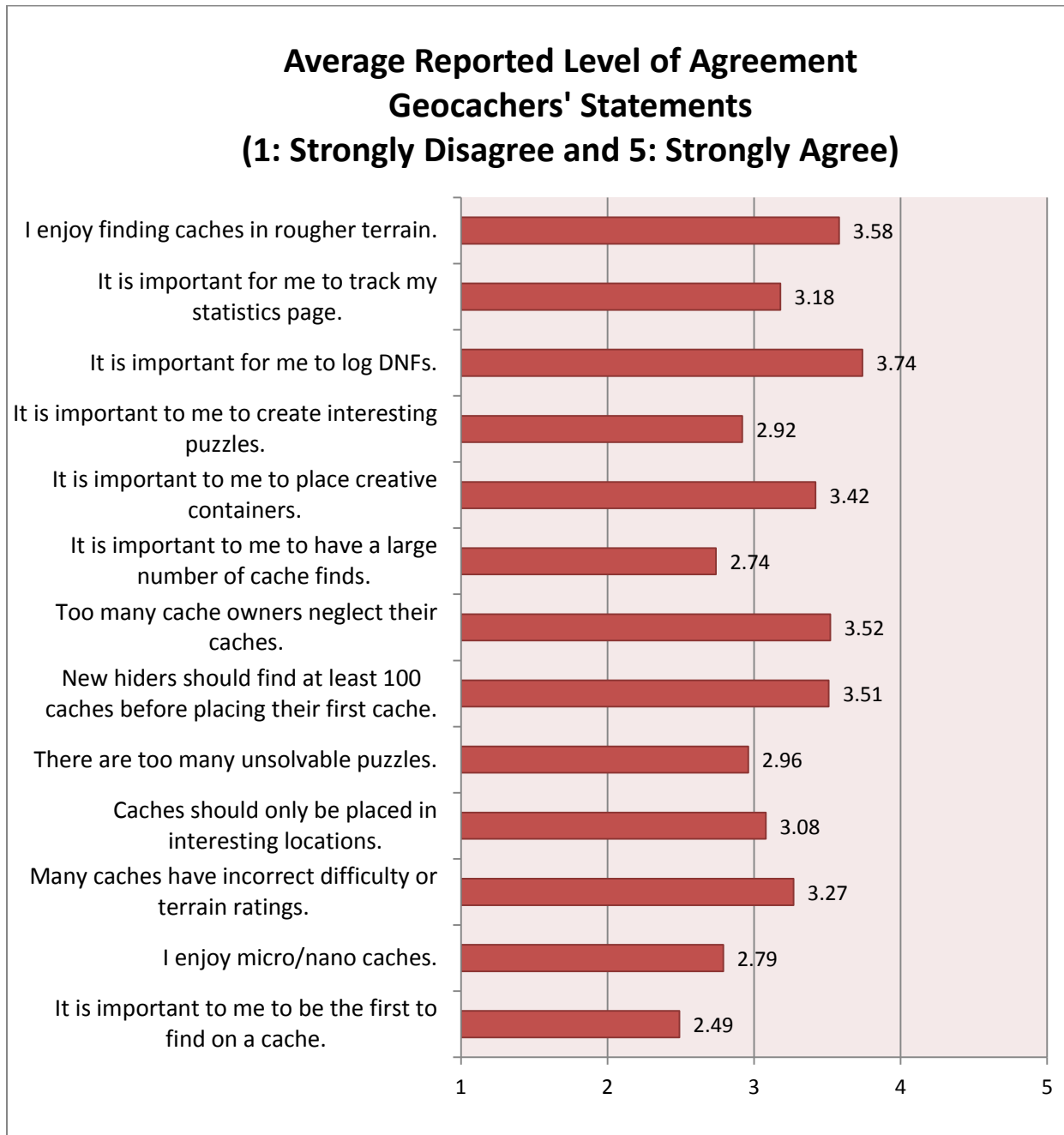


Figure 15: Caching statements and reported level of geocachers' agreement-Second Geocaching statement

4.2.3 Most Memorable Geocaching Experience

As we discussed in previous chapters, Geocaching has created many exciting experiences for the players. Participants of the second survey told us about their most memorable Geocaching experience by selecting the geocaching aspects that were involved in that experience. Based on the results, natural wonders and creative containers have higher impact in creation of memorable experiences. Physical challenge or socializing also made a significant number of memorable experiences for geocachers. Figure 16 shows the reported results for this question.

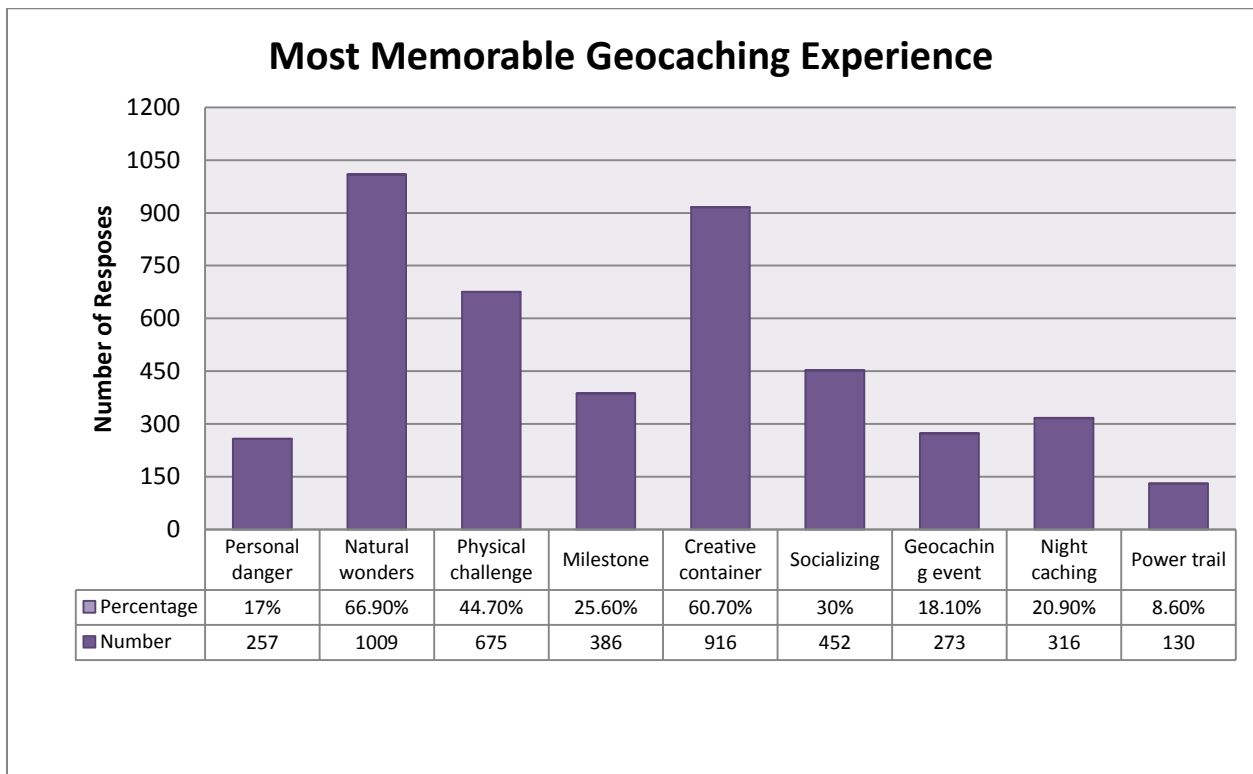


Figure 16: Most memorable Geocaching experience-Second Geocaching survey

4.2.4 How People Were First Introduced to Geocaching

Geocachers are introduced to Geocaching in multiple ways. Unique aspects of this game (e.g., online elements) cause curiosity of how geocachers were first introduced to this game. We asked this simple question from the participants of our second survey. Results showed that more than half of these players were introduced to Geocaching by word of mouth. Some others read an article or report about Geocaching. Some geocachers were introduced through other organizations. Owning a GPS caused some players to discover Geocaching and about 3% of cachers were introduced to Geocaching by accident (e.g., found a geocache by accident).

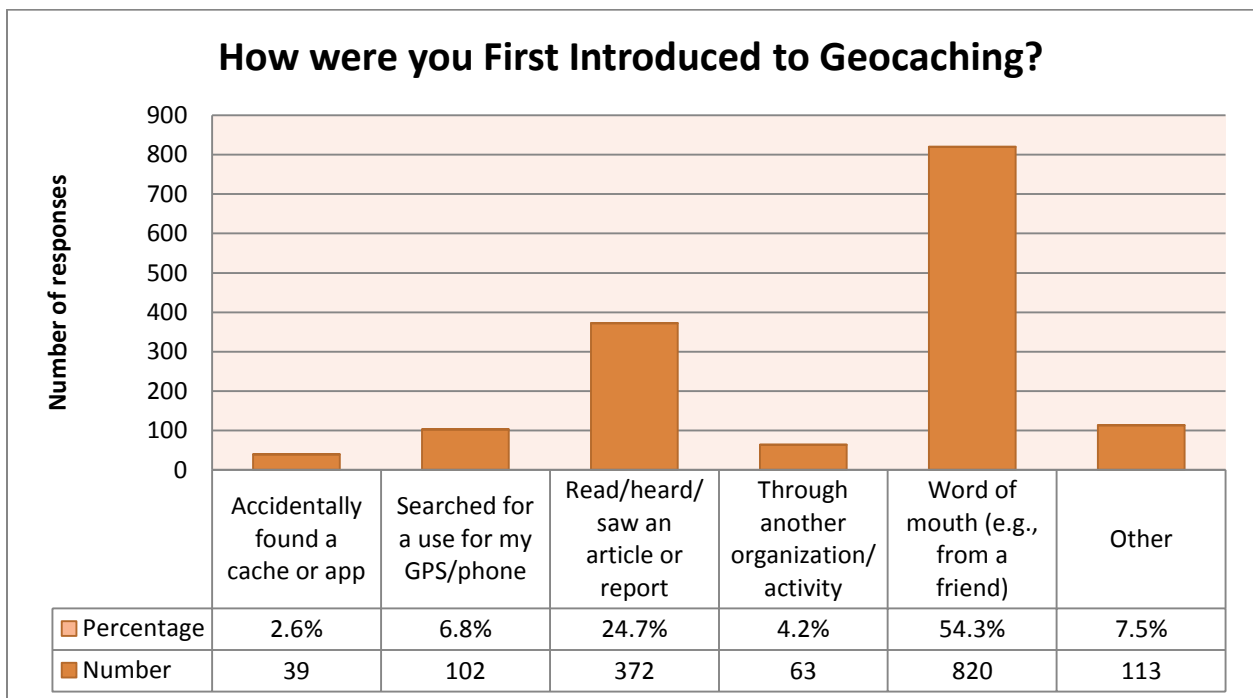


Figure 17: How Geocachers were first introduced to this game; Second Geocaching survey

4.2.5 True or False

Figure 18 shows some other Geocachers' statements, but this time in a True or False format. In a previous section, it was shown that most geocachers are introduced to Geocaching by word of mouth. In this question, we asked geocachers if they have introduced someone to Geocaching. About 92% of the players said "True". Based on geocachers' responses, about 85% of the players belong to a local Geocaching group. Furthermore, results show that only 14% of geocachers have used or plan on using Geocaching for business. Figure 18 shows the complete results of this question.

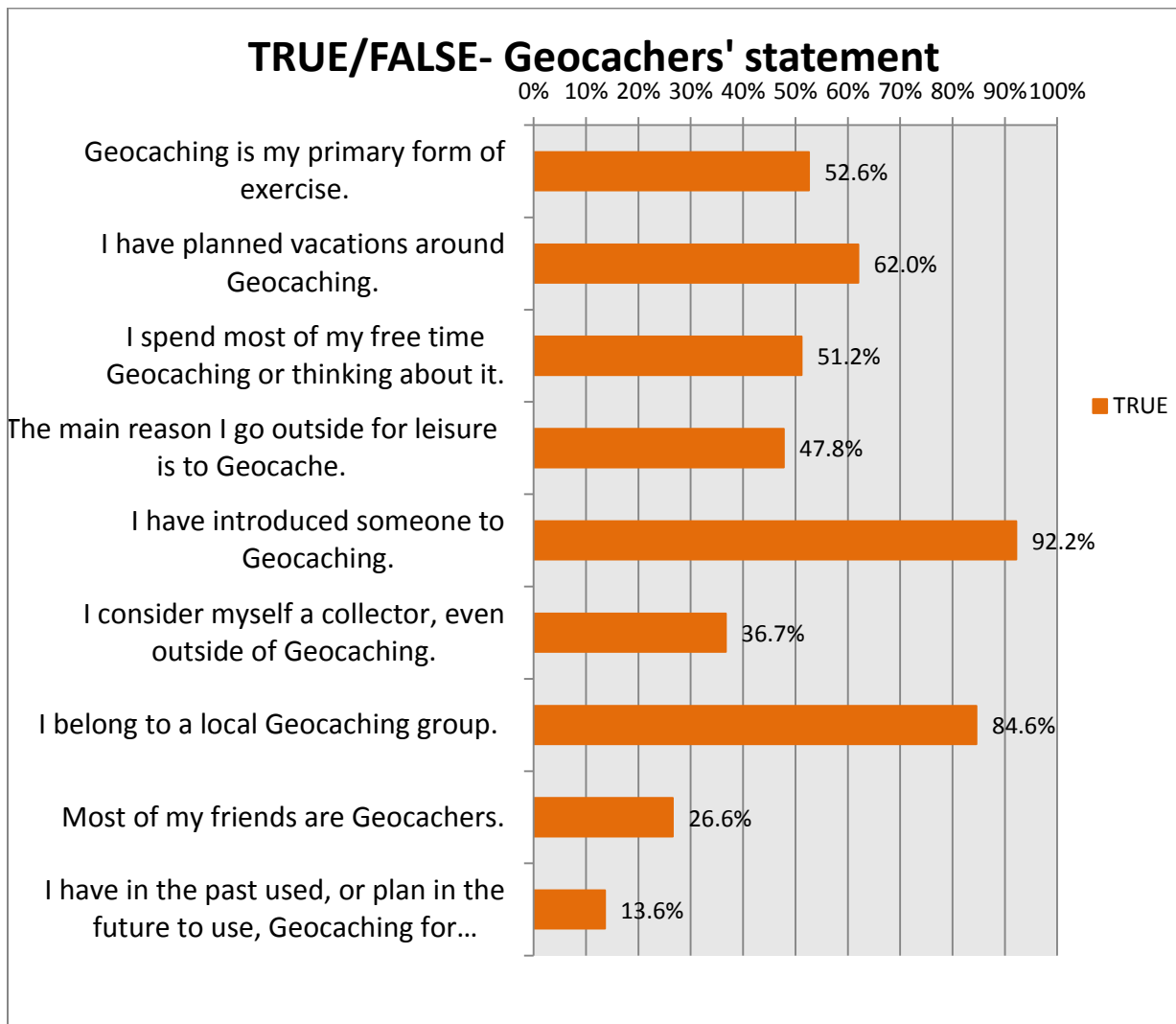


Figure 18: True/False statements; Second Geocaching survey

4.2.6 I enjoy Geocaching with others because

To expand upon why in geocaching socializing was prevalent in the first survey we asked the multiple response question “ I enjoy Geocaching with others because...”, and listed the possible answers which can be found in Table 3 and Figure 19.

Table 3: Legend for Figure 19

Representation	I enjoy Geocaching with others because...
Ease	It's easier to find Geocaches with more people.
FTF	I enjoy the competition of who will find it first.
SC	I enjoy socializing.
Safe	It is safer than Geocaching alone.
Fun	It is more fun.
Muggle	It makes dealing with muggles easier.
Don't like others	I do not like Geocaching with others.

In Figure 19 socializing and fun scored highest when it comes to why geocachers cache together. It is interesting that geocaching is split 2/3 male and 1/3 female and that in Table 4 the responses to safety concerns are not evenly split. On average, 58% of females are concerned compared to the 36% of males when it comes to safety.

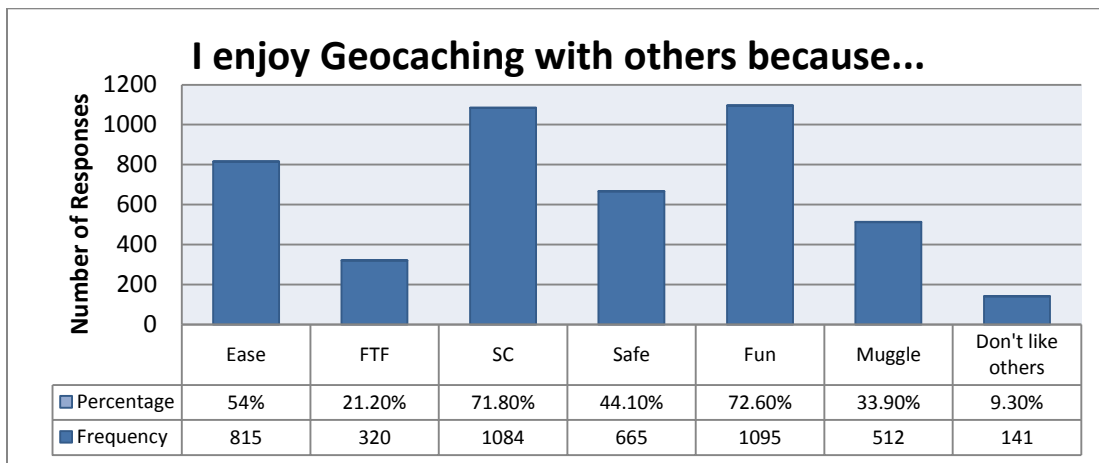


Figure 19: I enjoy Geocaching with others because...

Table 4: It is safer than Geocaching alone, by gender.

It is safer than Geocaching alone.		
Response	Male %	Female %
Selected	35.5%	58.0%
Did not select	63.5%	42.0%

4.2.7 Survey Results by Gender

Aspects of Geocaching that can make a Geocaching experience memorable were discussed in previous chapters. In this section, we have analyzed the results separately for both males and females. Results show that out of 969 male participants, about 21% enjoyed personal danger. This number is as low as 9.9% for female cachers. The percentage of male geocachers interested in physical challenge was also higher than those of female cachers. On the other hand, percentage of female cachers who enjoyed socializing and creative containers were higher than those of male geocachers. Figure 20 shows the complete analysis of the most memorable Geocaching experience by gender.

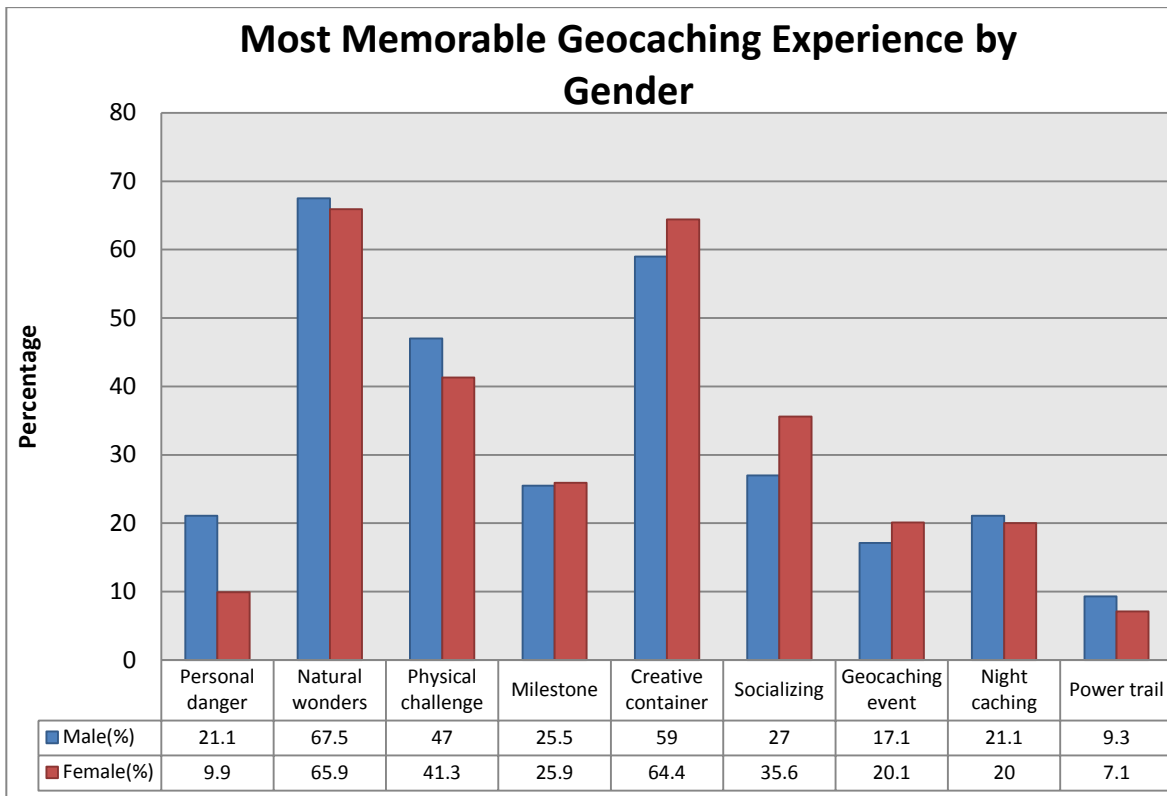


Figure 20: Most memorable Geocaching experience; Second Geocaching survey.

Figure 21 shows reported level of agreement of male and female geocachers with Geocaching statements (1: Strongly Disagree and 5: Strongly Agree). As you can see in this figure, results are slightly different between two groups. For instance, it is more important for male geocachers to be first to find and they enjoy finding caches in rougher terrain more than female cachers.

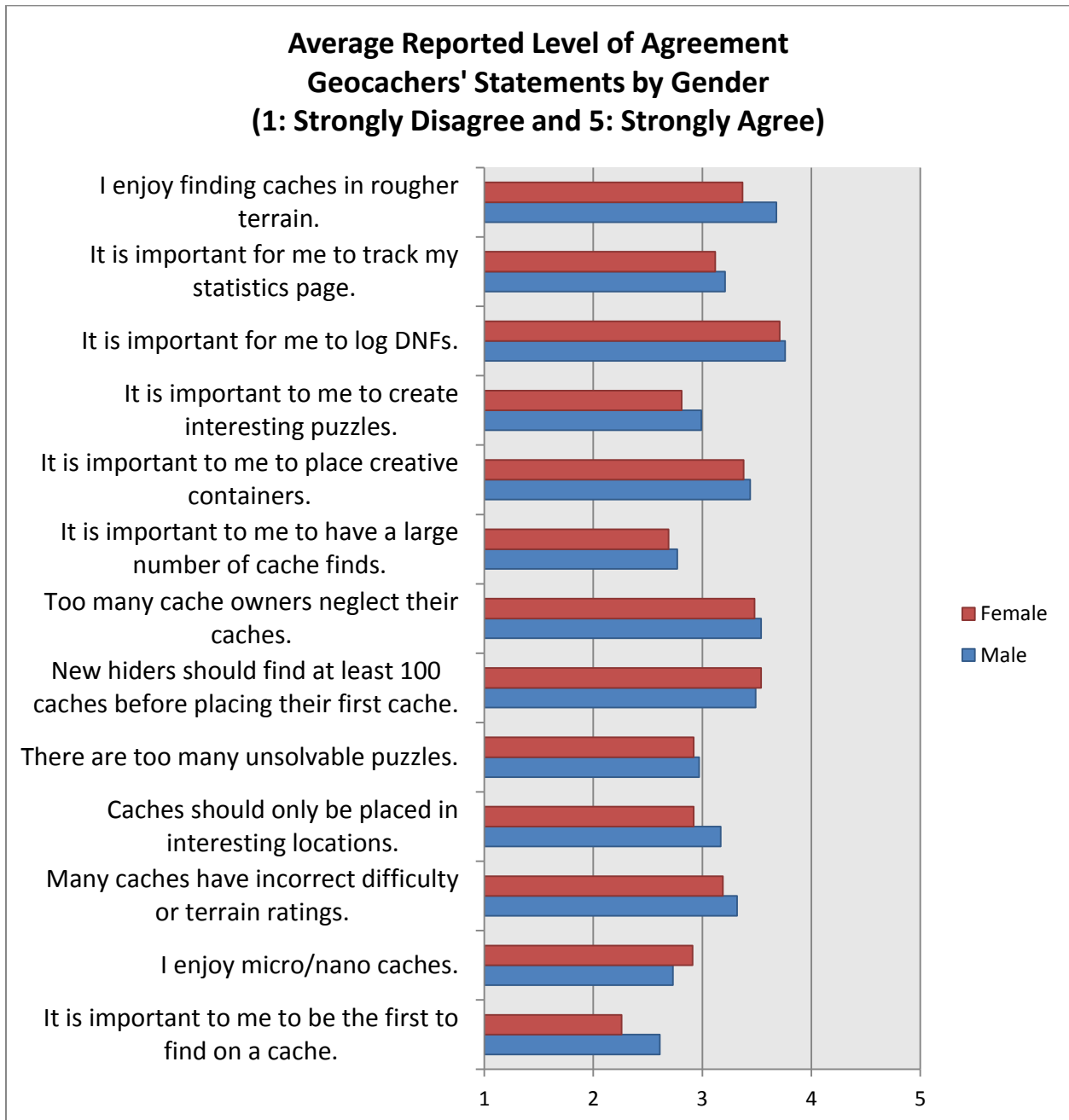


Figure 21: Caching statements and reported level of geocachers' agreement-Second Geocaching statement; Results by Gender

4.2.7.1 Statistical Analysis by Gender

A one-way between subjects ANOVA was conducted to compare the effect of gender on several of the survey questions (importance, level of agreement, statistics) in the male and female conditions. When statistical analysis was performed by gender, the following was found to be true (Table 5):

- There was a significant effect of gender on the importance of enjoying nature at the $p < .05$ level for the two conditions [$F(2, 1506) = 14.106, p < 0.001$].
- There was a significant effect of gender on the importance of exercise at the $p < .05$ level for the two conditions [$F(2, 1506) = 14.835, p < 0.001$].
- There was a significant effect of gender on the importance of mapping and navigation at the $p < .05$ level for the two conditions [$F(2, 1506) = 6.949, p = 0.001$].
- There was a significant effect of gender on the importance of spending time with family at the $p < .05$ level for the two conditions [$F(2, 1506) = 15.624, p < 0.001$].
- There was a significant effect of gender on the importance of competing with others at the $p < .05$ level for the two conditions [$F(2, 1506) = 2.447, p = 0.087$].
- There was a significant effect of gender on the importance of hiding caches at the $p < .05$ level for the two conditions [$F(2, 1506) = 17.316, p < 0.001$].
- There was not a significant effect of gender on the importance of finding caches at the $p < .05$ level for the two conditions [$F(2, 1506) = 2.548, p = 0.042$].
- There was not a significant effect of gender on the importance of physical challenge at the $p < .05$ level for the two conditions [$F(2, 1506) = 2.043, p = 0.13$].
- There was a significant effect of gender on the agreement level of the statement “It is important to me to be the first to find on a cache,” at the $p < .05$ level for the two conditions [$F(2, 1506) = 18.2, p < 0.001$].
- There was a significant effect of gender on the agreement level of the statement “I enjoy finding caches in rougher terrain,” at the $p < .05$ level for the two conditions [$F(2, 1506) = 19.216, p < 0.001$].
- There was a significant effect of gender on the agreement level of the statement “It is important to me to create interesting puzzles,” at the $p < .05$ level for the two conditions [$F(2, 1506) = 4.122, p < 0.001$].

- There was a significant effect of gender on the agreement level of the statement “Caches should only be placed in interesting locations,” at the $p < .05$ level for the two conditions [$F(2, 1506) = 9.017, p < 0.001$].
- There was not a significant effect of gender on the agreement level of the statement “New hiders should find at least 100 caches before placing their first cache.” at the $p < .05$ level for the two conditions [$F(2, 1506) = 0.281, p = 0.755$].
- There was not a significant effect of gender on the agreement level of the statement “Too many cache owners neglect their caches,” at the $p < .05$ level for the two conditions [$F(2, 1506) = 0.945, p = 0.389$].
- There was not a significant effect of gender on the agreement level of the statement “It is important to me to have a large number of cache finds,” at the $p < .05$ level for the two conditions [$F(2, 1506) = 1.734, p = 0.177$].
- There were no significant effects of gender on the agreement to any true or false question.

Table 5: Tukey HSD by Gender (Abbreviated)

Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Getting exercise]	Male	Female	-0.210*	0.074	0.012
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Enjoying nature]	Male	Female	-0.301*	0.068	0
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Spending time with family]	Male	Female	-0.628*	0.115	0
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]	Male	Female	0.241*	0.094	0.028
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Hiding caches]	Male	Female	0.552*	0.096	0
Please indicate the level of your agreement with the following statements. [It is important to me to be the first to find on a cache.]	Male	Female	0.359*	0.06	0
Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]	Male	Female	0.245*	0.059	0
Please indicate the level of your agreement with the following statements. [It is important to me to create interesting puzzles.]	Male	Female	0.181*	0.064	0.013
Please indicate the level of your agreement with the following statements. [I enjoy finding caches in rougher terrain.]	Male	Female	0.316*	0.054	0
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Competing with others (e.g., FTF)]	Male	Female	0.154	0.107	0.319
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]	Male	Female	-0.1	0.083	0.448
Please indicate the level of your agreement with the following statements. [New hidiers should find at least 100 caches before placing their first cache.]	Male	Female	-0.042	0.068	0.811
Please indicate the level of your agreement with the following statements. [Too many cache owners neglect their caches.]	Male	Female	0.062	0.05	0.421
Please indicate the level of your agreement with the following statements. [It is important to me to have a large number of cache finds.]	Male	Female	0.072	0.057	0.417
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Physical challenge]	Male	Female	0.121	0.082	0.306

4.2.8 Survey Results by Age

The following sections explore the effect of age on survey results.

4.2.8.1 Overall Demographics

When looking at the education with respect to age in Figure 20, between the ages of 35 to 74 half of the Geocachers forming this group have obtained a college degree. It can be speculated that between the ages of 18 to 24, many Geocachers are pursuing degrees. Also, 70% of geocachers above the age of 35 have an educational background consisting of a college degree or higher.

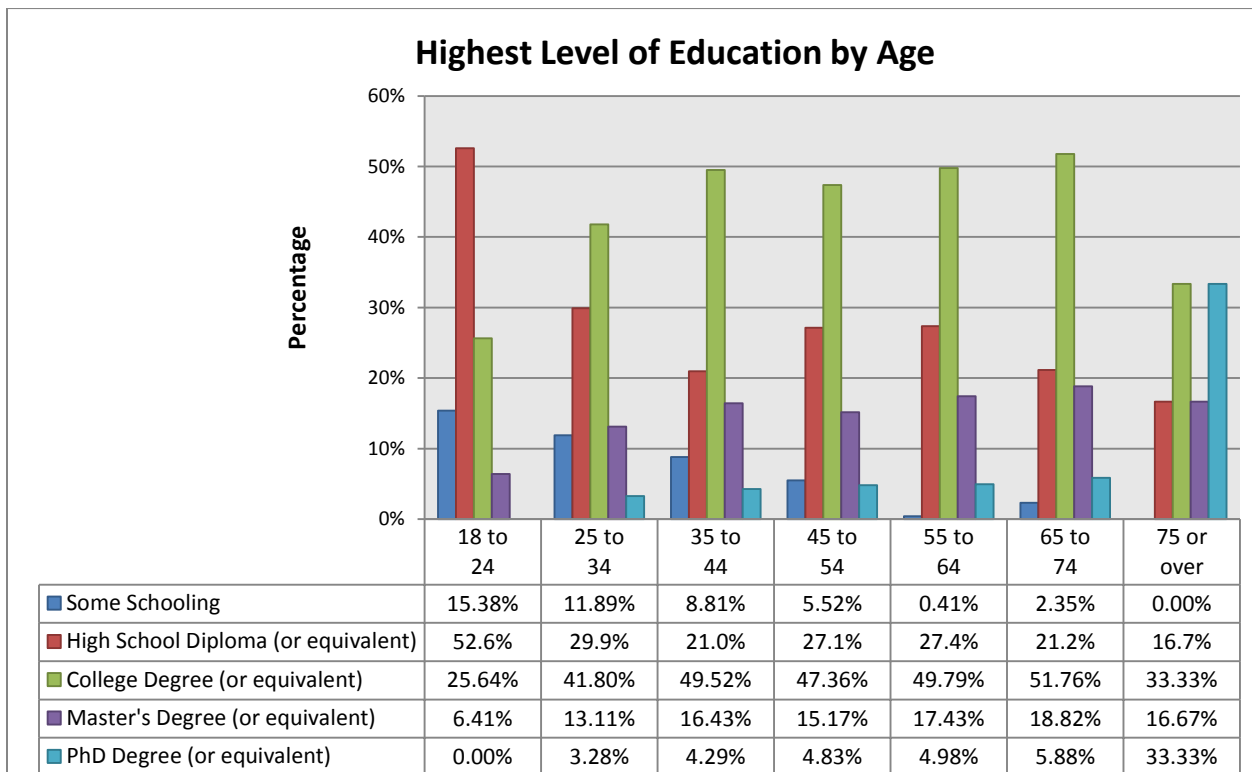


Figure 22: Highest Level of Education by Age

The following table lists respondents by age range and country. The emboldened numbers show the age range and country with high concentrations of respondents. We can deduce from this that many geocachers from several different countries have high participation by 35 to 54 year olds. Germany and Austria differ from this trend by maintaining higher participation of young adults, specifically adults

between the ages of 25 to 44. Canada and the United States have high concentration of adults at an older age from 35 to 64.

Table 6: Country by Age

Country by Age	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or over
Australia	4	19	43	45	26	2	0
Austria	6	22	17	3	0	0	0
Belgium	0	0	1	0	0	0	0
Canada	4	24	54	62	42	13	0
Czech Republic	1	0	1	0	0	0	0
Denmark	1	0	1	0	0	0	0
Germany	25	54	39	18	4	2	0
Hong Kong	1	1	1	0	0	0	0
Ireland	1	3	5	3	1	0	0
Israel	0	1	0	0	0	0	0
Italy	1	5	4	2	0	1	0
Japan	0	4	24	28	10	2	0
Namibia	0	0	0	0	1	0	0
Netherlands	0	1	1	1	0	0	0
New Zealand	1	5	17	20	9	3	1
Norway	1	0	0	1	0	0	0
Poland	0	1	0	0	0	0	0
Portugal	0	0	1	0	0	0	0
Qatar	0	0	0	0	1	0	0
South Africa	6	12	22	10	8	6	0
South Korea	0	0	0	1	0	0	0
Spain	0	0	1	0	0	0	0
Sweden	1	7	4	1	1	0	0
Switzerland	0	0	1	0	0	0	0
UK	7	25	57	53	26	9	0
USA	18	60	126	187	112	47	5

4.2.8.2 Important Aspects of Geocaching by Age

In figures 23 and 24 it is interesting that on average, every age range feels the same things are the same level of importance. Furthermore this graph, when broken down into gender shows that there are no significant differences either.

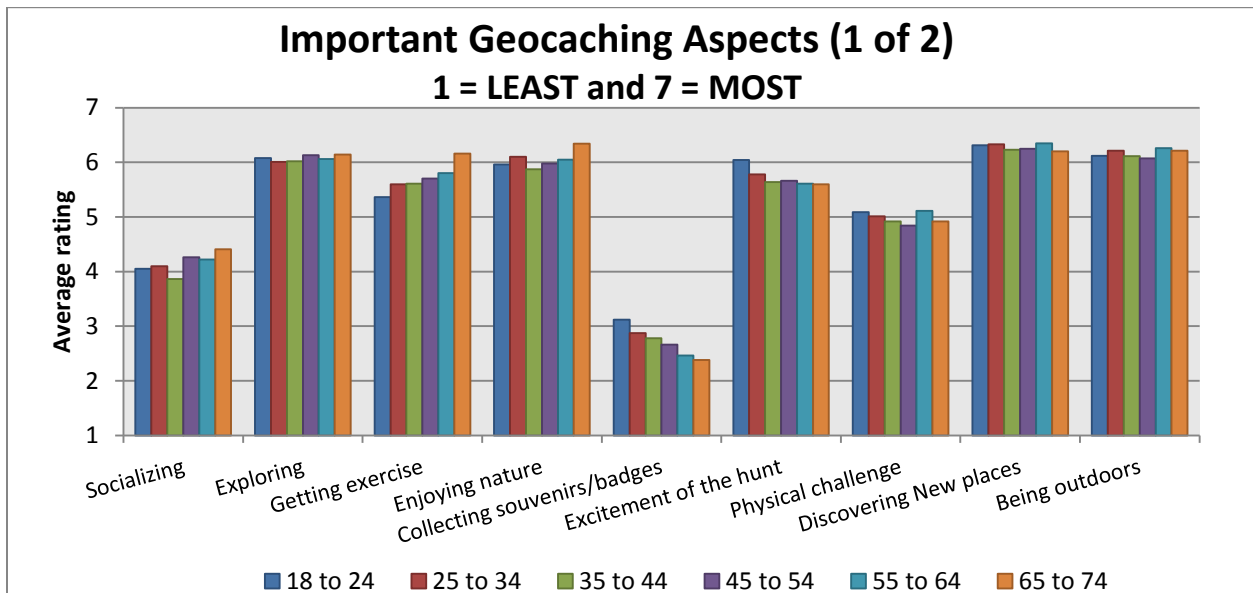


Figure 23: Important Geocaching Aspects by Age (1 of 2)

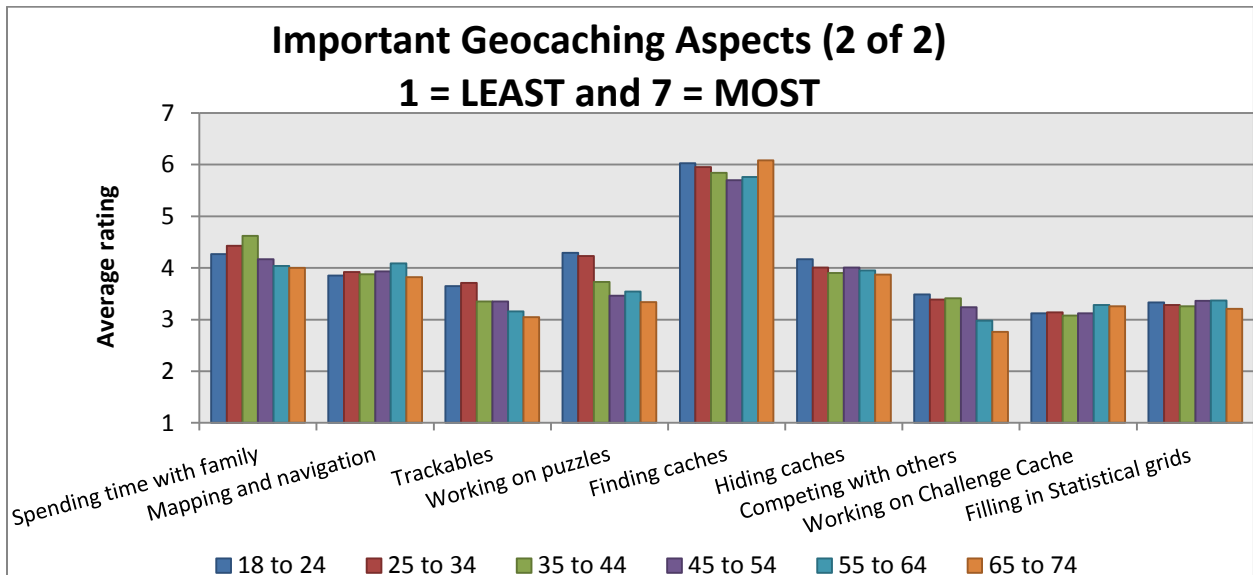


Figure 24: Important Geocaching Aspects (2 of 2)

4.2.9 Survey Results by Geography

The following sections explore the effect of geographic location on survey results.

Note: The following graphs will be based on the top 12 countries in terms of number of responses, the countries that have been bolded in the above table. As with the overall approximation of a one third female and two third male most countries follow the same pattern. Geocachers in Japan though appear to be primarily male.

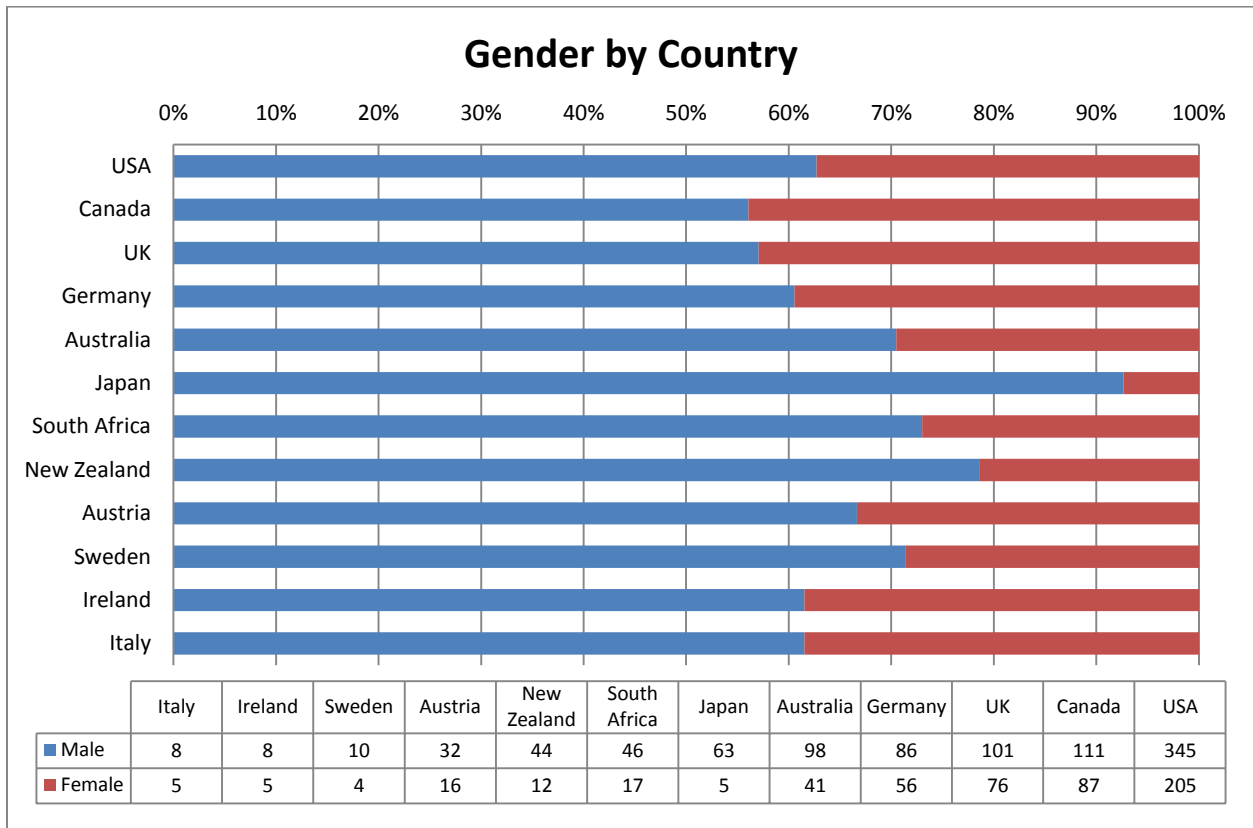


Figure 25: Gender by Country

Geocachers tend to carry a college degree with the exception of Germany and Austria.

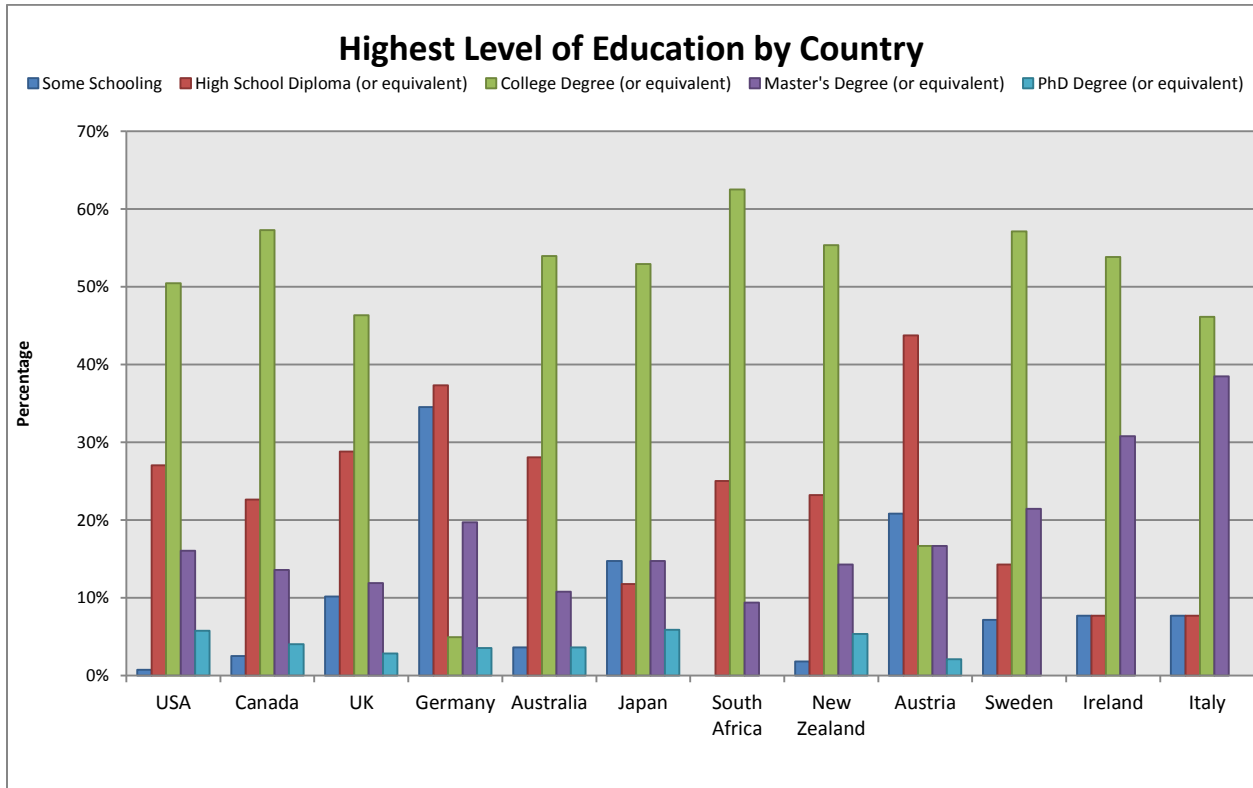


Figure 26: Geocaching Experience by Country

From the graph of Geocaching experience by Country you can see that there has been consistent growth of the geocaching community in South Africa. It appears that in the growth in the geocaching community has begun to decline over the last 3-4 years.

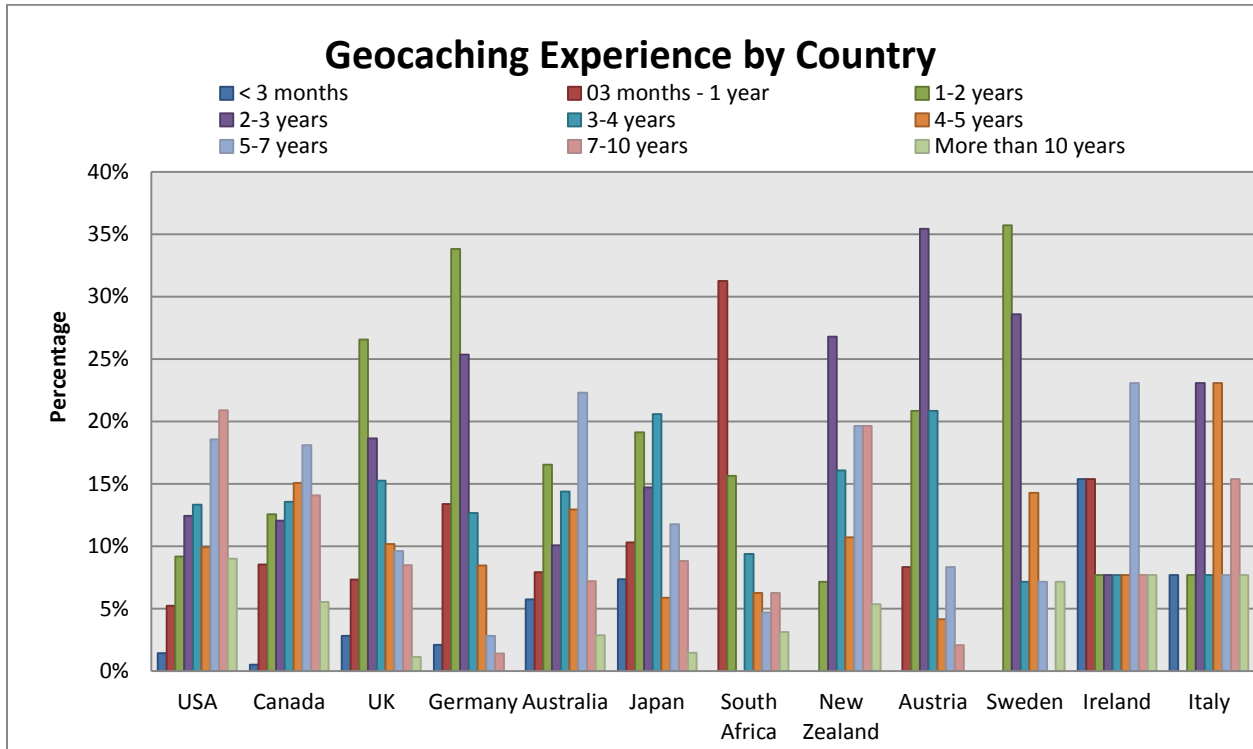


Figure 27: Geocaching Experience Normalized by Country

4.2.9.1 Most Memorable Experience by Country

Note: The following tables are listed from most popular overall to least popular overall. New Zealand Geocachers listed personal danger as being one aspect encountered in their most memorable experiences.

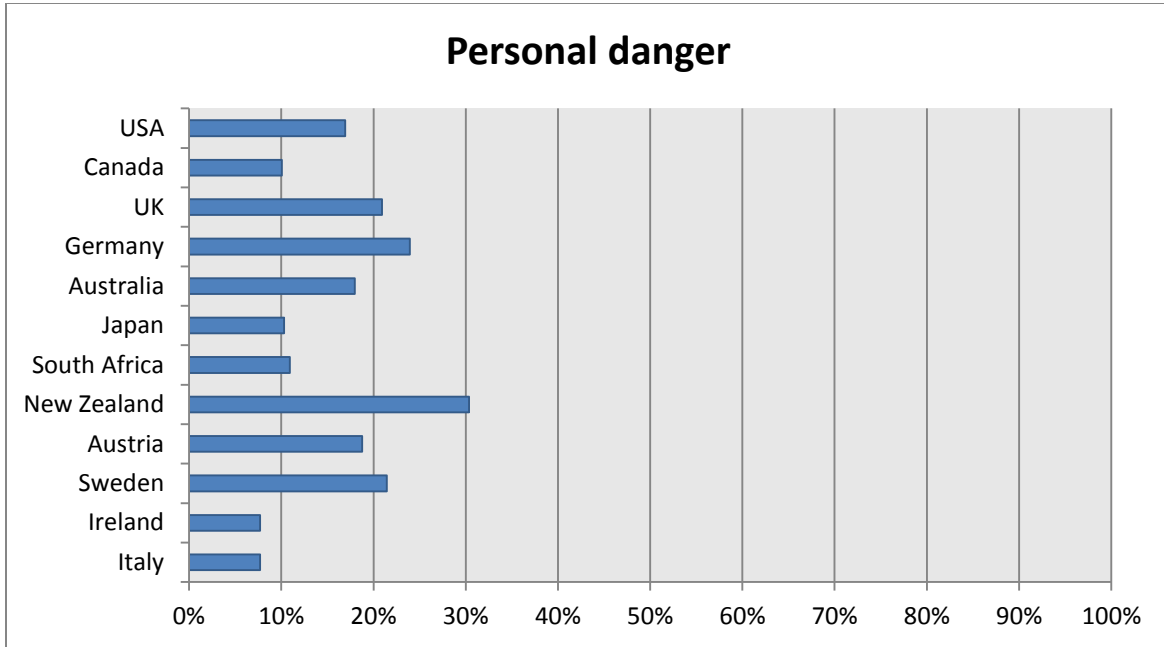


Figure 28: Most Memorable Experience - Personal Danger by Country

Physical challenge is rarely involved in the most memorable geocaching experiences in Japan.

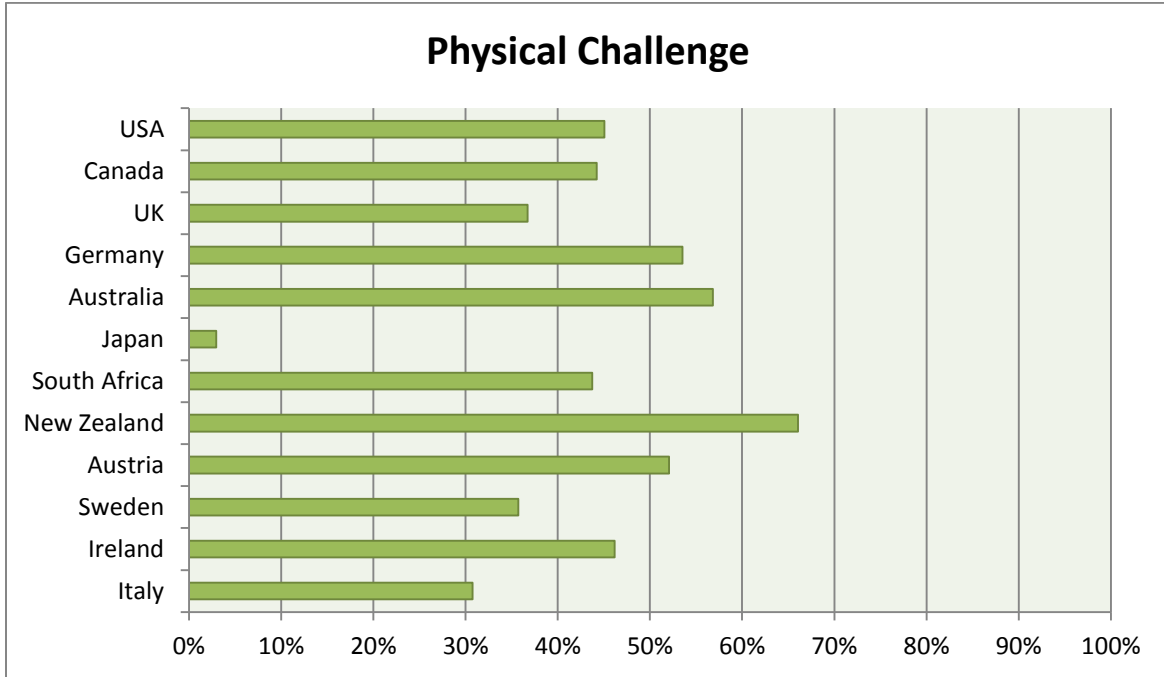


Figure 29: Most Memorable Experience - Physical Challenge by Country

Achieving a milestone seems too prevalent in most countries as a memorable experience, except for Italy.

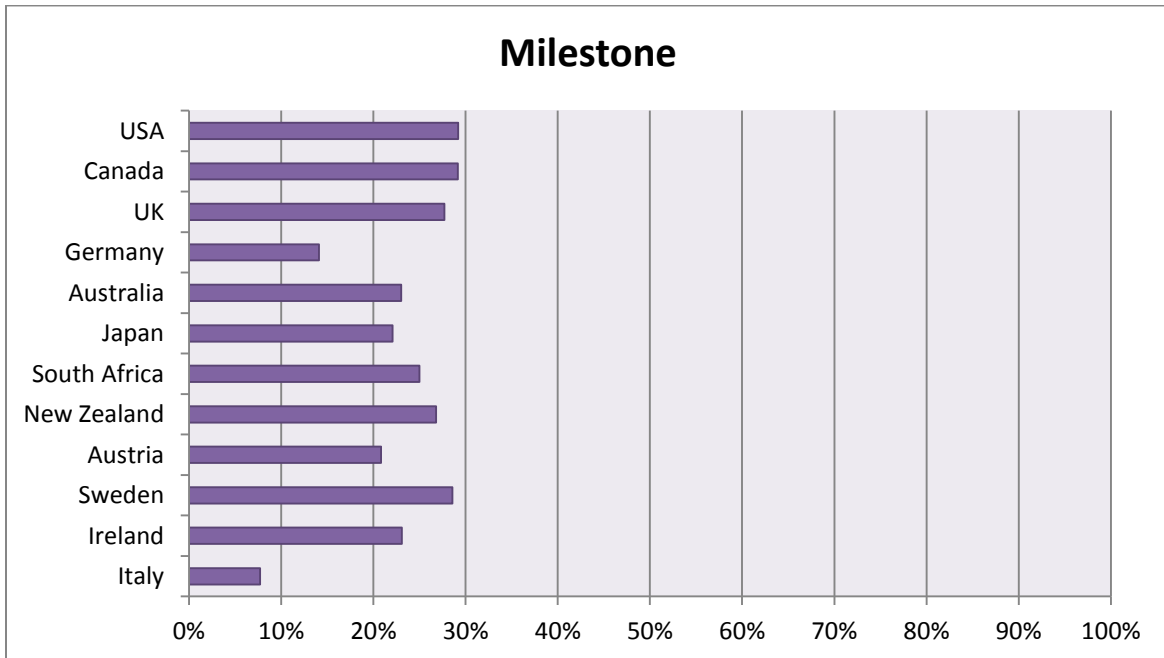


Figure 30: Most Memorable Experience - Milestone by Country

Creative containers seem to be memorable to many cachers worldwide, especially in Germany and Austria.

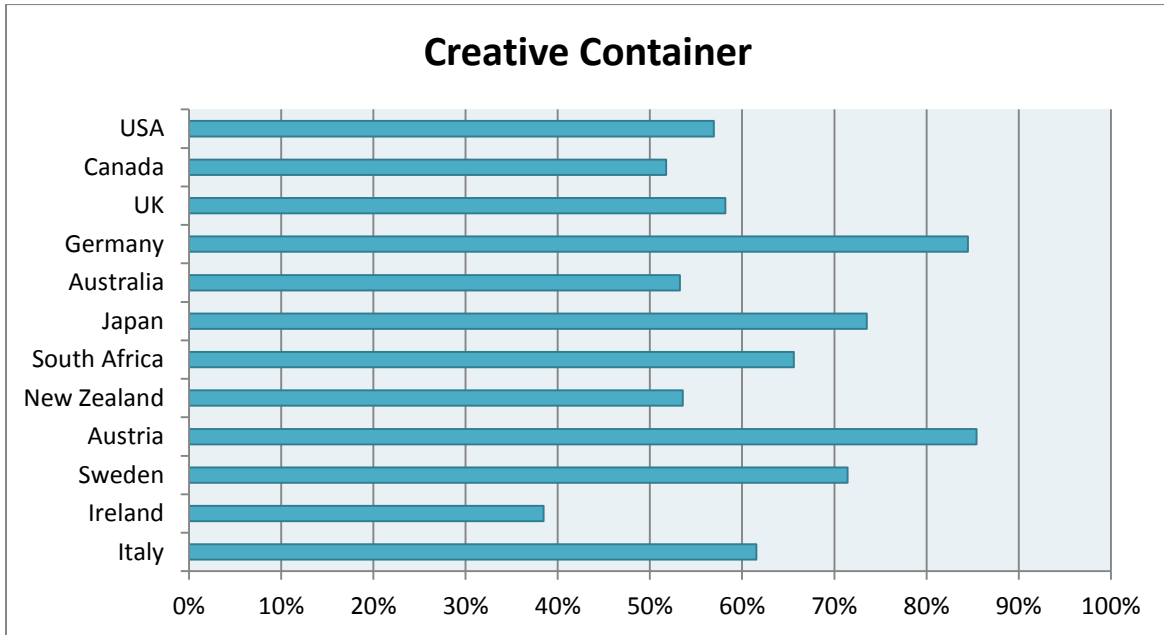


Figure 31: Most Memorable Experience - Creative Container by Country

Geocachers in Japan don't find socializing to be part of their most memorable geocaching experiences.

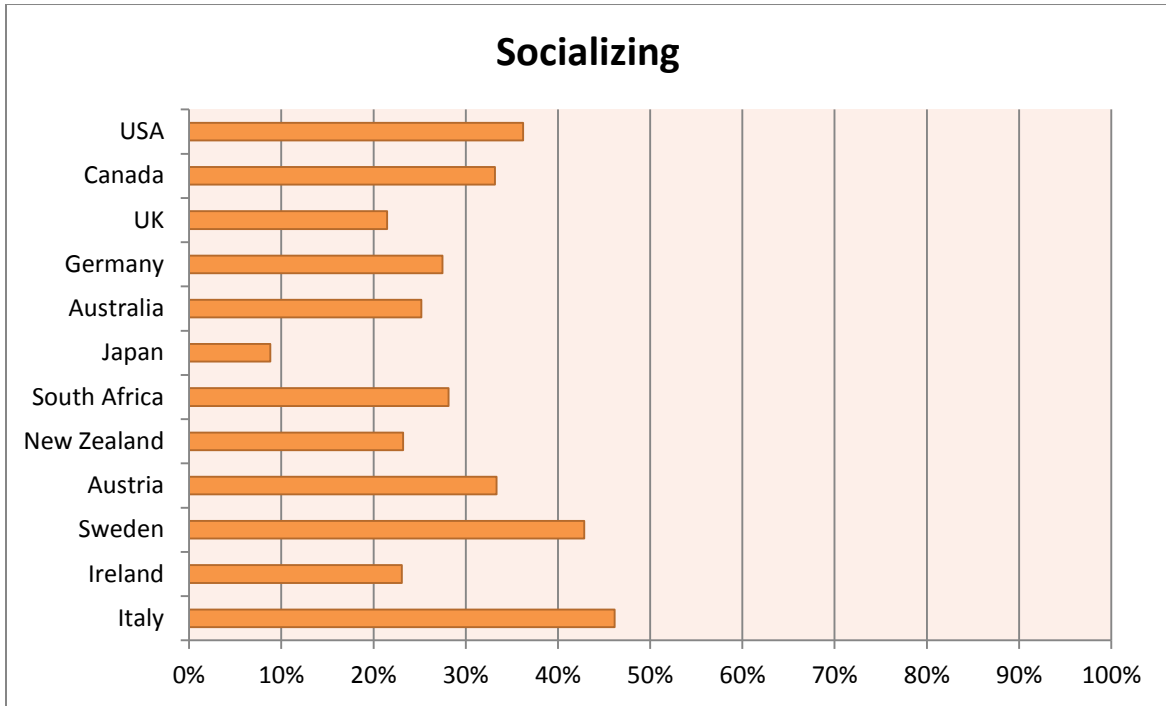


Figure 32: Most Memorable Experience - Socializing by Country

Germany and Austria hold geocaching events that are memorable to approximately 30% of their geocaching respondents. This 30% doesn't take into account the geocachers from the perspective countries who have not attended.

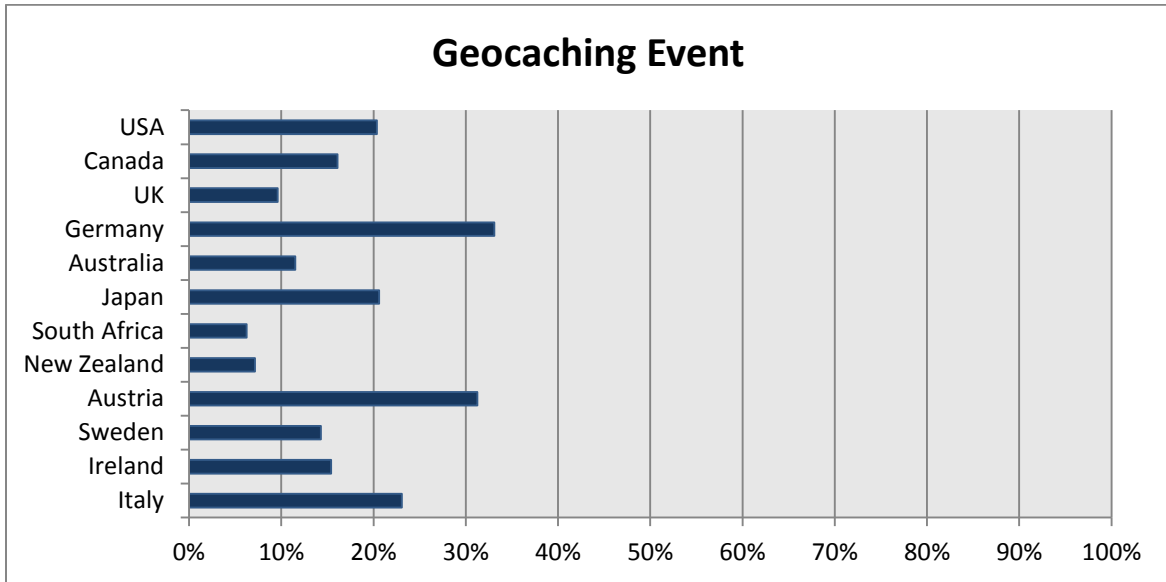


Figure 33: Most Memorable Experience - Geocaching Event by Country

Germany and Austria appreciate a good night time cache. Almost half of their respondents included night caching as a memorable experience.

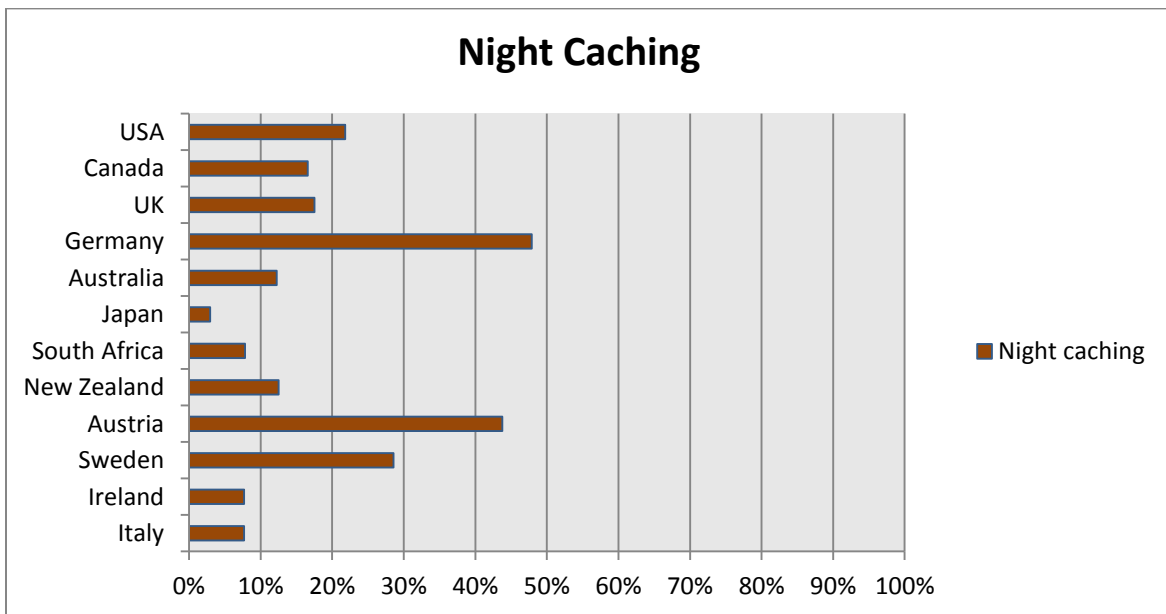


Figure 34: Most Memorable Experience - Night Caching by Country

4.2.9.2 True or False by Country

In the graph below, Exercise by Country, Italy is the only country that stands out. Only 23.1% of Italians use Geocaching as their primary form of exercise.

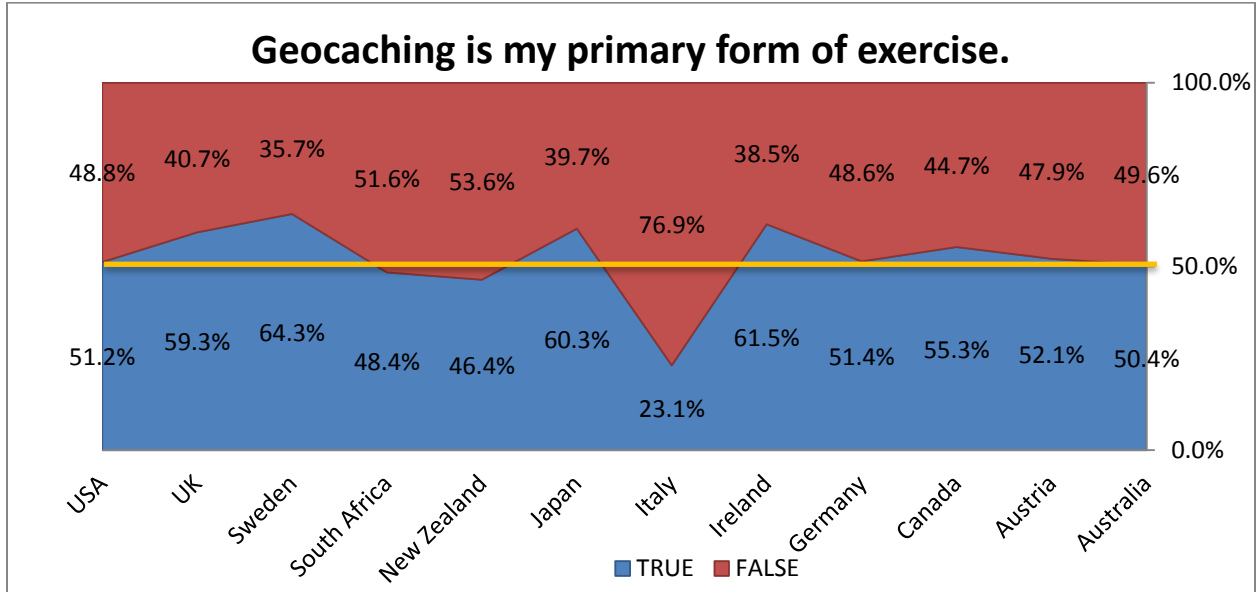


Figure 35: True or False – Exercise by Country

On average, more than half of the Geocachers' surveyed worldwide have planned vacations around Geocaching.

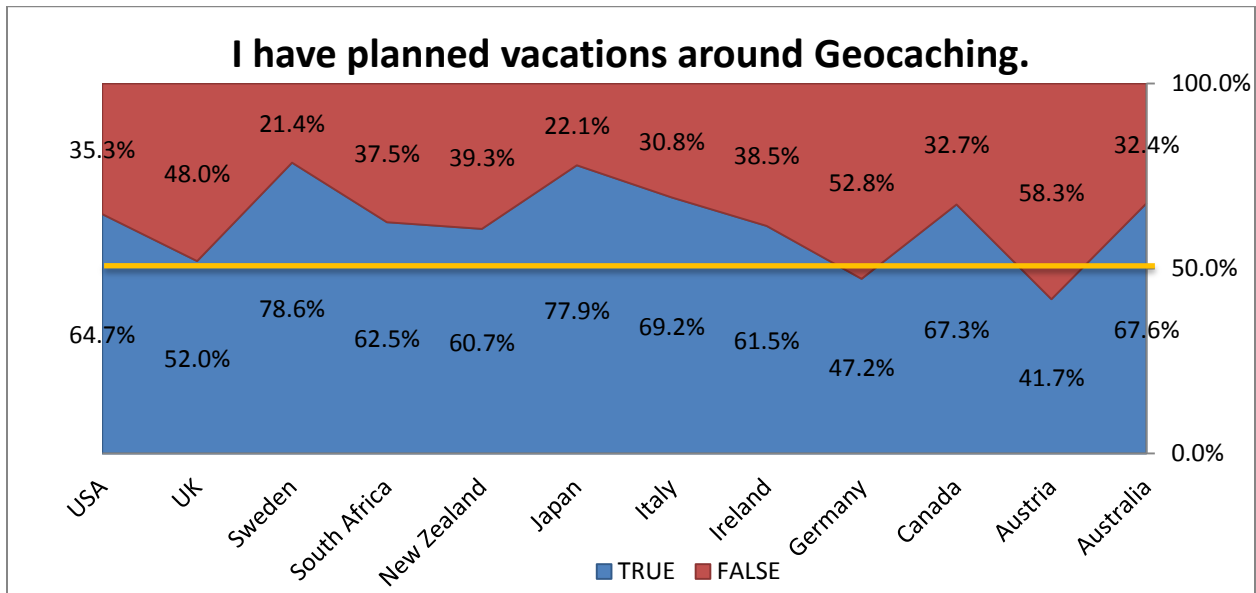


Figure 36: True or False – Vacation by Country

Japan and Sweden Geocachers spend more of their free time thinking about geocaching while Geocachers Italy and Austria think about it less in their free time.

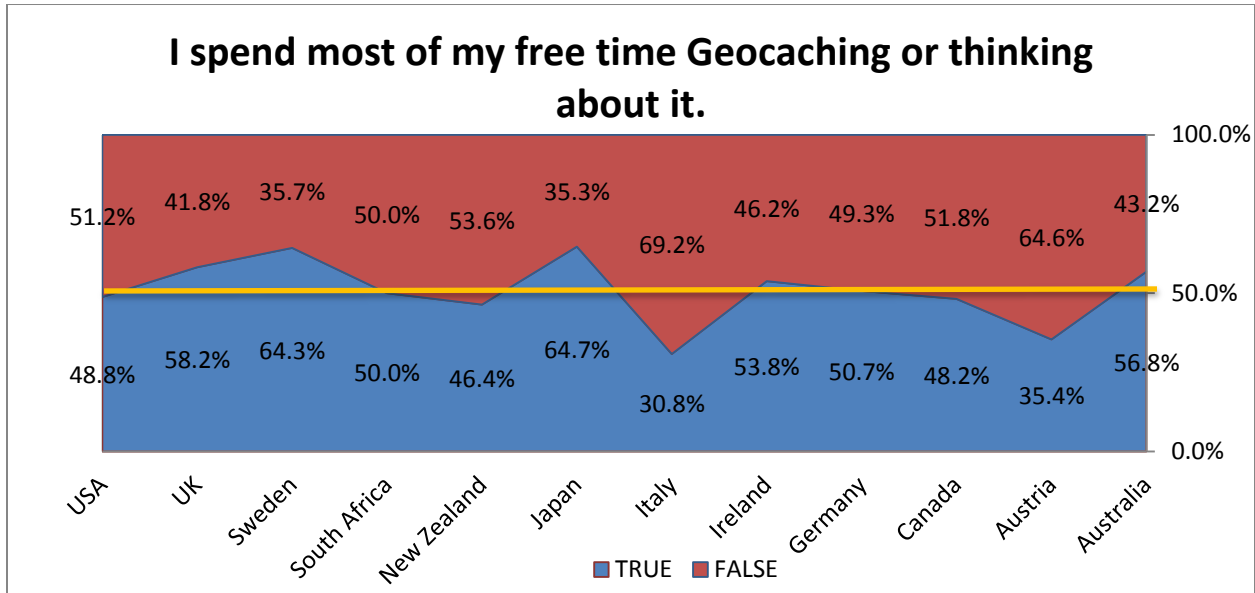


Figure 37: True or False - Free Time by Country

It is interesting that the game where you find and track the number of caches found has not attracted larger crowds of collectors.

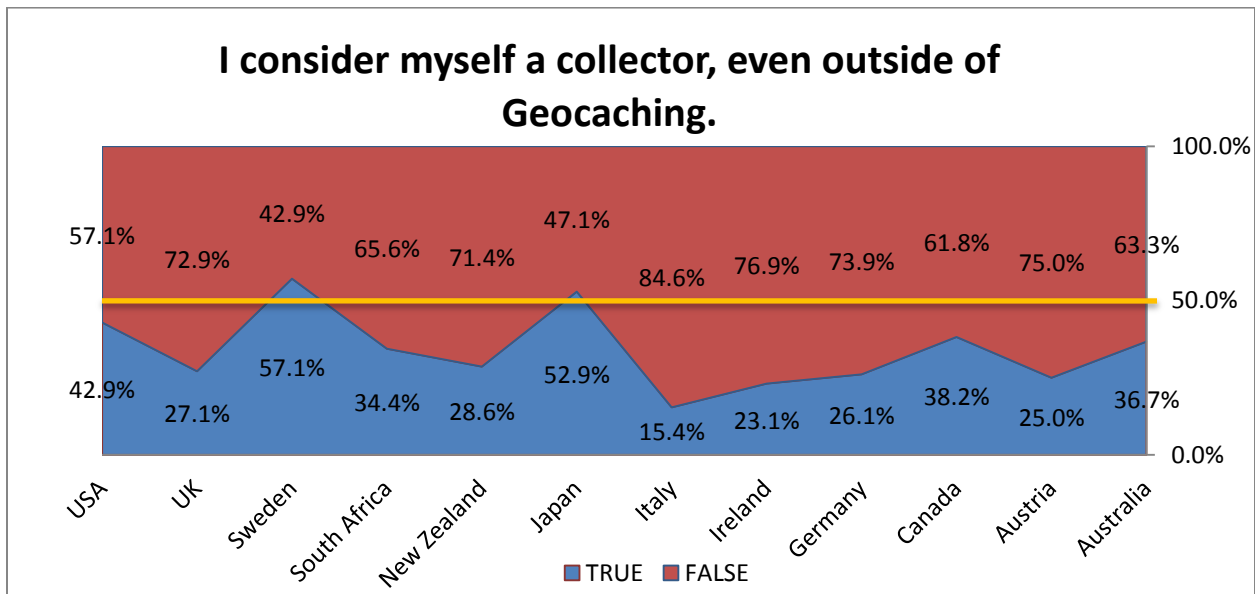


Figure 38: True or False – Collector by Country

The UK and Ireland geocachers are involved in geocaching groups more than other countries.

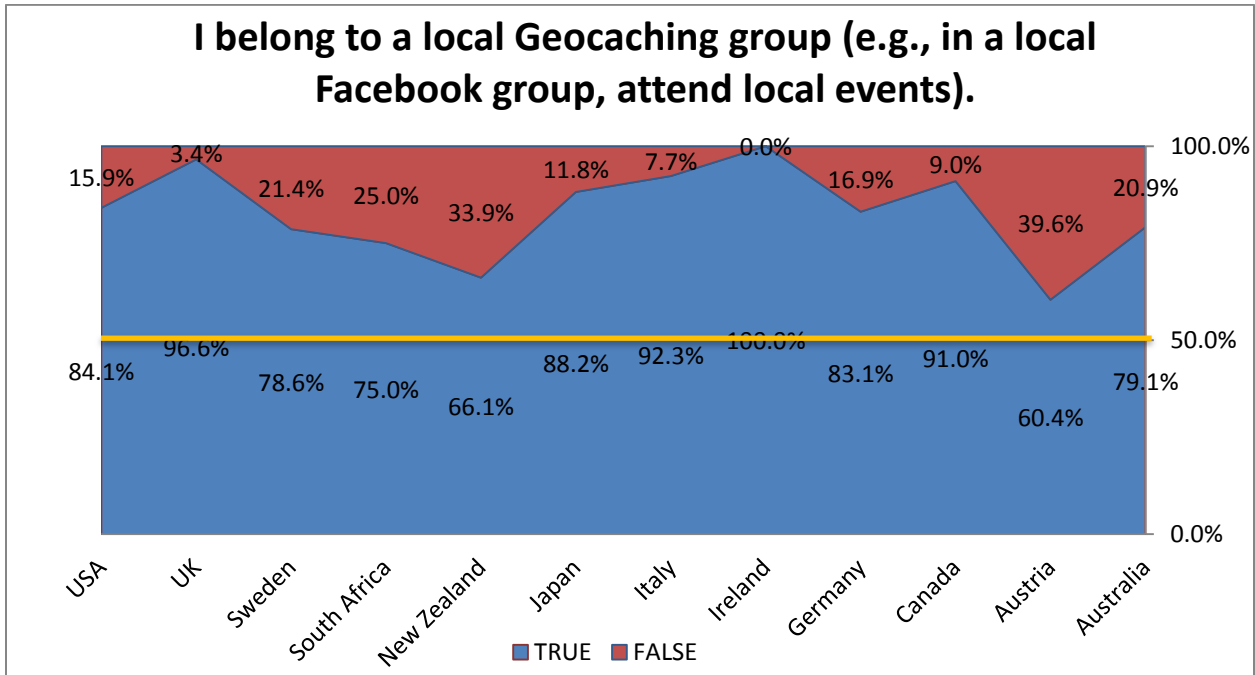


Figure 39: True or False - Local Group by Country

Sweden Geocachers list Geocaching to be the main reason they leisurely go outdoors.

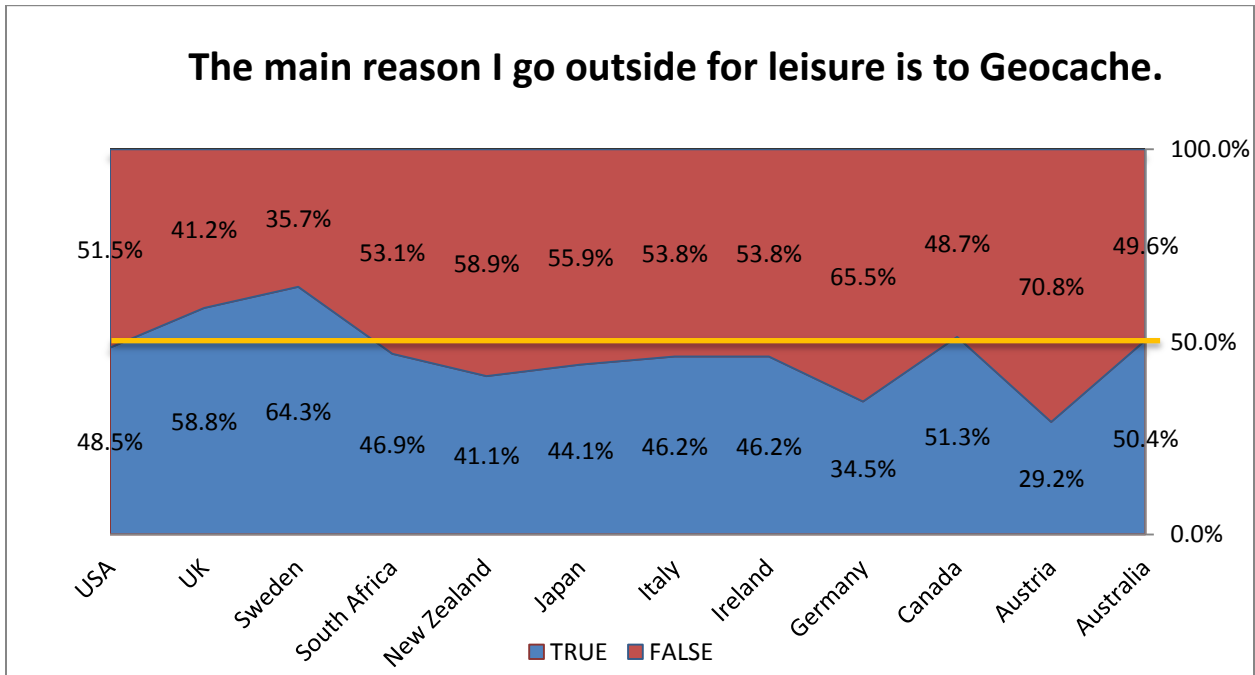


Figure 40: True or False - Leisure by Country

4.2.9.3 I enjoy geocaching with others because...

Japan is the only country below the 50% line in the following graph that depicts why Geocachers enjoy caching with others.

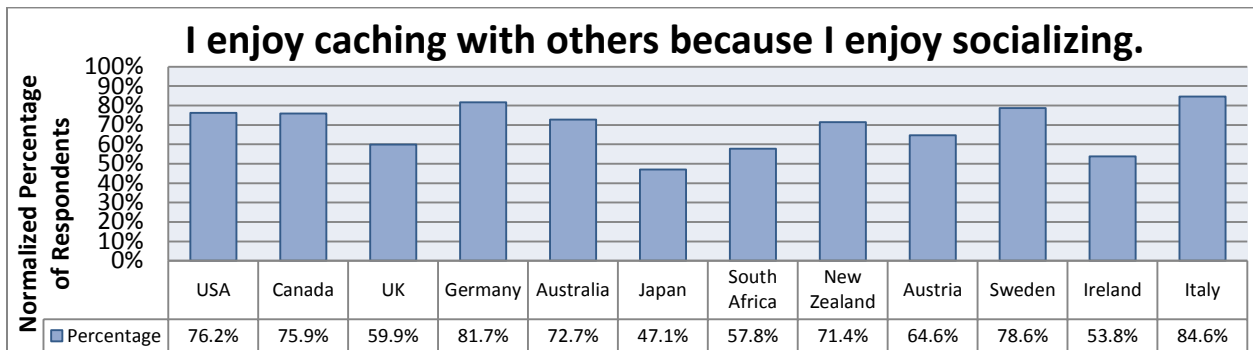


Figure 41: I enjoy caching with others - Socializing by Country

Geocachers in Japan and Italy feel safer caching alone than in most other countries.

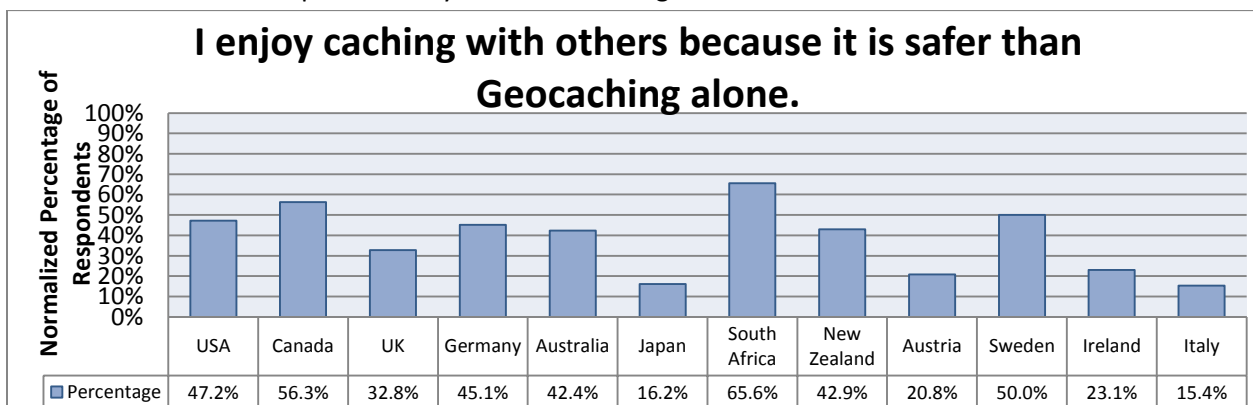


Figure 42: I enjoy caching with others - Safe by Country

More Geocachers in Japan prefer to cache alone than in any other country.

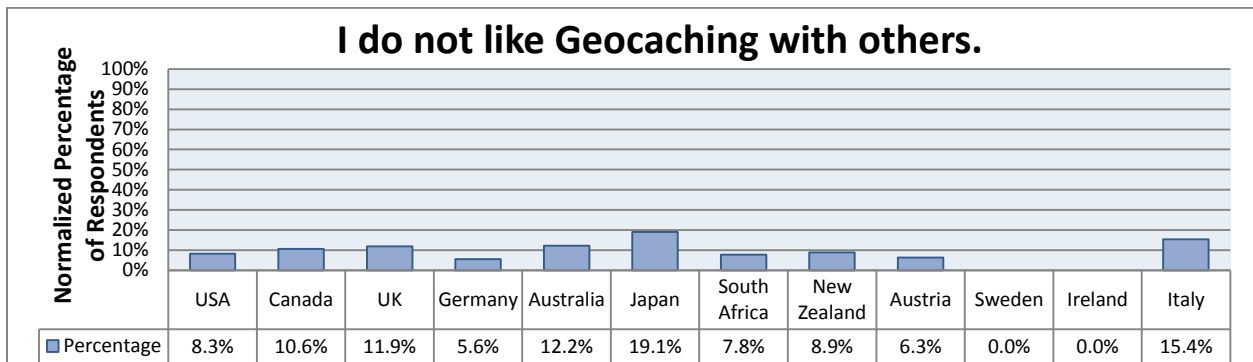


Figure 43: I enjoy caching with others - I don't like others by Country

4.2.9.4 Statistical Analysis by Continent

A one-way between subjects ANOVA was conducted to compare the effect of continent on several of the survey questions (importance, level of agreement, true or false, and statistics) in the Africa, Asia, Europe, North America and Oceania continental conditions. When statistical analysis was performed by gender the following was found to be true:

- There was a significant effect of continent on the importance of socializing at the $p < .05$ level for the five conditions [$F(4, 1501) = 5.745, p < 0.001$]. A Tukey post-hoc test revealed that North American Geocachers scored the importance of socializing
- There was a significant effect of continent on the importance of being outdoors at the $p < .05$ level for the five conditions [$F(4, 1501) = 9.265, p < 0.001$].
- There was a significant effect of continent on the importance of enjoying nature at the $p < .05$ level for the five conditions [$F(4, 1501) = 14.789, p < 0.001$].
- There was a significant effect of continent on the importance of exploring at the $p < .05$ level for the five conditions [$F(4, 1501) = 22.793, p < 0.001$].
- There was a significant effect of continent on the importance of exercising at the $p < .05$ level for the five conditions [$F(4, 1501) = 9.17, p < 0.001$].
- There was not a significant effect of continent on the importance of mapping and navigation at the $p < .05$ level for the five conditions [$F(4, 1501) = 0.779, p = 0.539$].
- There was a significant effect of continent on the agreement level of the statement "It is important to me to have a large number of cache finds," at the $p < .05$ level for the five conditions [$F(4, 1501) = 3.085, p < 0.015$].
- There was a significant effect of continent on the agreement level of the statement "I enjoy finding caches in rougher terrain," at the $p < .05$ level for the five conditions [$F(4, 1501) = 8.58, p < 0.001$].
- There was a significant effect of continent on the agreement level of the statement "Caches should only be placed in interesting locations.," at the $p < .05$ level for the five conditions [$F(4, 1501) = 20.953, p < 0.001$].
- There was a significant effect of continent on the agreement level of the statement "New hiders should find at least 100 caches before placing their first cache.," at the $p < .05$ level for the five conditions [$F(4, 1501) = 11.818, p < 0.001$].

- There was a significant effect of continent on the agreement level of the statement “[It is important for me to track my statistics page.]” at the $p < .05$ level for the five conditions [$F(4, 1501) = 9.745, p < 0.001$].
- There was not a significant effect of continent on the agreement level of the statement “It is important to me to create interesting puzzles,” at the $p < .05$ level for the five conditions [$F(4, 1501) = 1.594, p = 0.173$].
- There was not a significant effect of continent on the agreement level of the statement “It is important to me to place creative containers,” at the $p < .05$ level for the five conditions [$F(4, 1501) = 2.339, p = 0.053$].
- There was a significant effect of continent on the agreement to the statement “I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events),” at the $p < .05$ level for the five conditions [$F(4, 1501) = 4.954, p < 0.001$].
- There was a significant effect of continent on the agreement to the statement “I consider myself a collector, even outside of Geocaching.,” at the $p < .05$ level for the five conditions [$F(4, 1501) = 7.708, p < 0.001$].
- There was not a significant effect of continent on the agreement to the statement “I spend most of my free time Geocaching or thinking about it,” at the $p < .05$ level for the five conditions [$F(4, 1501) = 1.912, p = 0.106$].
- There was not a significant effect of continent on the agreement to the statement “Geocaching is my primary form of exercise,” at the $p < .05$ level for the five conditions [$F(4, 1501) = 0.941, p = 0.439$].

Table 7: Tukey HSD by Continent (Abbreviated)

Dependent Variable	(I) Continent	(J) Continent	Mean Difference (I-J)	Std. Error	Sig.
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Socializing]	North America	Africa	0.594	0.231	0.077
		Asia	0.278	0.218	0.706
		Europe	.396*	0.109	0.003
		Oceania	.497*	0.144	0.005
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Exploring]	Asia	Africa	-1.010*	0.213	0
		Europe	-0.421	0.158	0.059
		North America	-1.012*	0.153	0

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Getting exercise]	Oceania		-0.795*	0.171	0
	North America	Africa	.554*	0.174	0.013
		Asia	.867*	0.164	0
		Europe	0.074	0.082	0.896
		Oceania	0.21	0.108	0.299
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Enjoying nature]	Oceania	Africa	-0.41	0.178	0.142
		Asia	.550*	0.169	0.01
		Europe	-0.009	0.107	1
		North America	-.378*	0.1	0.001
	Asia	Africa	-.764*	0.239	0.013
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Being outdoors]		Europe	-.618*	0.177	0.005
		North America	-.912*	0.172	0
		Oceania	-.589*	0.192	0.019
	Asia	Africa	0.26	0.297	0.905
		Europe	0.324	0.22	0.58
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]		North America	0.341	0.213	0.498
		Oceania	0.219	0.238	0.889
	North America	Africa	-.556*	0.138	0.001
		Asia	-.897*	0.13	0
		Europe	-.426*	0.065	0
Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]		Oceania	-.268*	0.086	0.016
	North America	Africa	.478*	0.162	0.026
		Asia	.902*	0.152	0
		Europe	0.059	0.076	0.936
		Oceania	.324*	0.101	0.011
Please indicate the level of your agreement with the following statements. [New hiders should find at least 100 caches before placing their first cache.]	Europe	Africa	-0.353	0.14	0.084
		Asia	-0.224	0.132	0.437
		North America	-.182*	0.064	0.035
		Oceania	-0.189	0.091	0.227
	Africa	Asia	0.252	0.176	0.607
Please indicate the level of your agreement with the following statements. [It is important to me to place creative containers.]		Europe	0.275	0.138	0.269
		North America	0.349	0.134	0.07
		Oceania	.410*	0.148	0.045
	Oceania	Africa	-0.021	0.17	1
	Please indicate the level of your agreement with the following statements. [It is				

important to me to create interesting puzzles.]		Asia	0.072	0.162	0.992
		Europe	0.216	0.103	0.219
		North America	0.173	0.095	0.364
		Asia	0.072	0.162	0.992
Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]	Asia	Africa	-0.438	0.19	0.143
		Europe	-0.263	0.141	0.336
		North America	-0.584*	0.136	0
		Oceania	-0.617*	0.152	0.001
True / False [Geocaching is my primary form of exercise.]	Oceania	Africa	-0.005	0.072	1
		Asia	-0.121	0.068	0.39
		Europe	-0.052	0.043	0.752
		North America	-0.038	0.04	0.884
True / False [I spend most of my free time Geocaching or thinking about it.]	North America	Africa	-0.018	0.065	0.999
		Asia	-0.159	0.061	0.07
		Europe	-0.03	0.03	0.859
		Oceania	-0.048	0.04	0.747
True / False [I consider myself a collector, even outside of Geocaching.]	Europe	Africa	-0.067	0.064	0.834
		Asia	-0.228*	0.06	0.001
		North America	-0.143*	0.029	0
		Oceania	-0.072	0.041	0.413
True / False [I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).]	North America	Africa	0.11	0.046	0.122
		Asia	-0.015	0.044	0.997
		Europe	-0.004	0.022	1
		Oceania	.105*	0.029	0.003

4.2.10 Survey Two Discussion

The goal for Survey Two was to confirm and better understand motivations driving people to geocache. The goal response rate of 1,000 was surpassed the first week after release, reaching over 1,500 thereafter. After the analyzing results of the second survey, many themes were apparent as in the first survey. In Figure 14, it is obvious that discovering new places, exploring and being outdoors are the most important aspects of Geocaching; followed by enjoying nature, finding caches (thrill of the hunt) and getting exercise.

When statistical analysis was performed by gender many significant differences were found, however because of the low number of prefer not to answer, it will not be reported in the discussion section since much of the significance was found between those that Prefer to not Answer and the male and female conditions. Few times it was seen that males and females were not grouped together. Please see the Tukey Tables in Appendix C for more information.

When statistical analysis was performed by country many interesting things were found. The importance of exploring was rated significantly higher by geocachers in Asia ($m = 5.3$) than geocachers in Africa ($m = 6.31$; $p < 0.001$), North America ($m = 6.31$; $p < 0.001$), or Oceania ($m = 6.09$; $p < 0.001$). The importance of getting exercise is not significantly different between geocachers in North America ($m = 5.8$) and geocachers in Europe ($m = 5.73$; $p = 0.896$) or geocachers in Oceania ($m = 5.59$; $p = 0.299$). The importance of enjoying nature was rated significantly lower by Oceania ($m = 5.82$) geocachers than North American geocachers ($m = 6.20$; $p = 0.001$) but not significantly higher than European geocachers ($m = 5.83$; $p = 1$). The importance of being outdoors was scored significantly lower by Asia ($m = 5.41$) than any other continent ($m = 5.99$ thru 6.32).

The second survey confirmed that natural wonders and creative containers have higher impact in creation of a memorable experience. Physical challenge and socializing have also made a significant number of memorable experiences for geocachers.

When considering gender, females did not consider Personal Danger as being a most memorable aspect but they scored higher than males for socializing and creative containers. Males scored higher in danger and physical challenge.

New Zealand topped the most memorable charts for physical challenge and personal danger, while Germany and Austria considered creative containers, night caching and Geocaching events to be the most memorable aspects. Italy and Sweden preferred socializing over all the other countries.

Regardless of gender or country most were introduced by word of mouth and 97% of geocachers have introduced others to the game.

Studying Figure 15 one can see that every question fell between Disagree and Agree so we performed statistical analysis on this also to determine if there exists any significance. The level of agreement with respect to the statement "Caches should only be placed in interesting locations." is significantly lower by geocachers of North America ($m = 2.86$) than geocachers from any other continent ($m = 3.13$ thru 3.76). The level of agreement with respect to the statement "New hidiers should find at least 100 caches before placing their first cache," is not at all significantly lower for geocachers of North America ($m = 3.63$) than geocachers from Europe ($m = 3.57$; $p = 0.936$); but it is significantly lower than Oceania geocachers ($m = 3.31$; $p = 0.011$) and Asia geocachers ($m = 2.73$; $p < 0.001$). The level of agreement with respect to the statement "It is important to me to have a large number of cache finds," is not significantly higher by geocachers of Europe ($m = 2.6$) than those in North America ($m = 2.78$; $p = 0.035$). All other continents are significantly higher than Europe. The level of agreement with respect to the statement "It is important to me to place creative containers," is significantly higher by geocachers of Africa ($m = 3.74$) than Oceania ($m = 3.33$; $p = 0.045$). The level of agreement with respect to the statement "It is important to me to create interesting puzzles," is not significantly different between Oceania ($m = 3.07$) and any other continent, especially Africa ($m = 3.09$; $p = 0.001$) and Asia ($m = 3.00$; $p = 0.992$). The level of agreement with respect to the statement "It is important for me to track my statistics page," is significantly lower by Asia ($m = 2.72$) than North America ($m = 3.30$; $p < 0.001$) or Oceania ($m = 3.33$; $p = 0.001$).

4.2.10.1 True/False

Overall 36% of geocachers are collectors, which due to the lack of study in the overall topic of collecting makes it hard to determine the comparison to any population. "I consider myself a collector, even outside of Geocaching" geocachers of Europe ($m = 0.27$) rated it significantly lower than North America ($m = .42$; $p = 0.001$) than those in Asia ($m = .50$; $p < 0.001$). Geocachers of North America and Asia have more collectors than those of Europe. It is interesting that North America has more collectors than Europe since, Europe has a lengthy civilized history comparative to North America.

Geocachers views on Geocaching being their primary form of exercise was not rated significantly lower by Oceania($m = 0.49$) than any other continent($m = 0.49$ thru 0.61). Approaching the frequency of true versus false by country did show that about 75% of Italy geocachers do not use geocaching as their primary form of exercise, while all other countries fall approximately between 50% and 60%.

There is no significant difference between North America and any other continent when looking at the statement “I spend most of my free time Geocaching or thinking about it.” However interestingly enough, the frequencies by country show that Italy spends less time thinking about geocaching.

When it comes to belonging to a local geocaching community it was rated significantly higher by North American geocachers($m = 0.86$) than geocachers in Oceania ($m = .76$; $p = 0.003$).

5 Conclusion

As researchers we conclude that there are patterns in geocachers. Many people admit to spending much of their free time thinking about Geocaching even planning their vacations around it. There are several strong motivations driving Geocachers around the world to participate. Enjoying nature and seeing new places are large motivations. While caching for the numbers does attract a certain type of cacher, they seem to be the minority.

We classify there to be three central types of geocachers. The *travelers* are those that geocache for the experience, it is not a need to them. The *addicted* are those that are competing for first to finds, caching with specific intention in mind and strong determination to achieve it. Finally, the *adventurers*, who want to explore and don't mind trekking far distances or up mountains, they will look for more than 20 minutes for a cache, they are driven by the entire experience, the path to the find, the cache and the view. Geocachers are not stationary in these types, they can be combination geocachers, trending in two particular types or flowing through all of them; they can even fall outside of these rough classifications. Further data analysis and possibly an additional survey would be necessary to confirm these types.

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Appendix A: Survey One

Survey of Geocacher Motivations

This exploratory survey has been developed with the goal of gaining a better understanding of the motivations for Geocaching through the personal experiences of Geocachers. The responses gathered here will be used to design a more-specific survey to gather detailed data. Understanding Geocaching motivations will help us to understand how the structure of Geocaching leads players to play in various ways.

We are performing this research as part of an academic experience. As such, the study procedure has been approved by the Institutional Review Board (IRB) of Worcester Polytechnic Institute (WPI). To participate in the study, please read the Informed Consent Agreement below. After reading, click "Continue" to confirm your agreement to participate under the terms specified.

We appreciate your participation.

Informed Consent Agreement for Participation in a Research Study

Investigators:

Robert W. Lindeman, Amirhossein Farvardin, Elizabeth Forehand

Contact Information:

Tel: +1-508-831-6712

Email: geocachingsurvey@wpi.edu

Introduction:

You are being asked to participate in a research study. Before you start, however, you must be fully informed about the purpose of the study, and the procedures to be followed. The following information may help you make a fully informed decision regarding your participation in this study.

Purpose of the study:

The purpose of this study is to understand motivations of Geocaching practices within the community of Geocachers.

Participation:

Your participation in this research is voluntary. You may decide to stop participating in the research at any time. Data obtained in this experiment will become the property of the investigators and WPI. If you withdraw from the study, data already collected from you will remain in the study. All participants must be 18 years of age or older.

Record keeping and confidentiality:

All responses will remain anonymous. If you choose to provide your geocaching.com handle and/or email address, this information will not be distributed to outside sources or published in any findings or reports. Other data may be used in research reports and scientific publications. Only those involved in the study, including the study investigators and the WPI IRB, will have full access to the information you provide.

For more information about this research or about the rights of research participants, contact:

IRB Chair (Professor Kent Rissmiller, Tel. +1-508-831-5019, Email: kjr@wpi.edu)

Univ. Compliance Officer (Michael J. Curley, Tel. +1-508-831-6919, Email: mjcurley@wpi.edu)

Project Advisor (Robert Lindeman, Tel. +1-508-831-6712, Email: gogo@wpi.edu)

Survey Instructions:

To move to the next page, click on "Continue".

To move back a page, click on "Back".

To finish after completing the survey, click on "Submit".

By clicking "Continue", you acknowledge that you have been informed about and consent to be a participant in the study described above. Make sure that your questions are answered to your satisfaction before continuing. Please print a copy of this consent agreement for your records, should you so desire.

Continue »

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Background Information

Please provide some basic demographic information.

Age *

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or over

Gender *

- Female
- Male
- Prefer not to answer.

Gender *

- Female
- Male
- Prefer not to answer.

How long have you been Geocaching? *

- Less than 3 months
- 3 months - 1 year
- 1-2 years
- 2-3 years
- 3-4 years
- 4-5 years
- 5-7 years
- 7-10 years
- More than 10 years

Please enter your Geocaching home country. *
(e.g., USA, UK, Germany, Japan, New Zealand)

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Your Geocaching Experiences

Please provide as much detail as you can to the following queries.

Please tell us how you first got introduced to Geocaching. *
What led you to first try out the game?

Please tell us about your main motivations for Geocaching. *

For example, do you Geocache to get exercise, enjoy nature, socialize, hide caches, find caches, set puzzles, or something else?

Please indicate your Geocaching home area. *

Please choose a continent.

Please relate some of your most memorable Geocaching experiences. *

Which Geocaching experiences stand out in your mind the most?

How have your Geocaching motivations changed over time? *

As you learned more about the game, did you change the way you cache?

Please relate some of your least favorite Geocaching experiences. *

Are there any aspects of Geocaching that you think could be improved?

Please provide any other information you would like to share with us about your motivations for Geocaching.

Is there any other information you think we should gather/look at to better inform our research?

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Continue »

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Thank you for taking the time to complete this survey!

There will be a more-detailed, quick-answer survey produced from this work. If you wish to receive the link directly when it is ready, please provide your email address.

Please provide your geocaching.com handle (optional).

Please provide your email address (optional).

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Submit

Never submit passwords through Google Forms.

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Appendix B: Survey Two

Geocaching Motivations Survey #2

This is the second survey we are conducting about Geocacher motivations.

The results of the first survey guided us in formulating the questions for this survey. Answers to the questions here are more numeric in nature, while the first survey collected open ended text. The survey should take no more than 10 minutes to complete.

We are performing this research as part of an academic experience. As such, the study procedure has been approved by the Institutional Review Board (IRB) of Worcester Polytechnic Institute (WPI). To participate in the study, please read the Informed Consent Agreement below. After reading, click "Continue" to confirm your agreement to participate under the terms specified.

We appreciate your participation.

Informed Consent Agreement for Participation in a Research Study

Investigators:

Robert W. Lindeman, Amirhossein Farvardin, Elizabeth Forehand

Contact Information:

Tel: +1-508-831-6712

Email: geocachingsurvey@wpi.edu

Introduction:

You are being asked to participate in a research study. Before you start, however, you must be fully informed about the purpose of the study, and the procedures to be followed. The following information may help you make a fully informed decision regarding your participation in this study.

Purpose of the study:

The purpose of this study is to understand motivations of Geocaching practices within the community of Geocachers.

Participation:

Your participation in this research is voluntary. You may decide to stop participating in the research at any time. Data obtained in this experiment will become the property of the investigators and WPI. If you withdraw from the study, data already collected from you will remain in the study. All participants must be 18 years of age or older.

Record keeping and confidentiality:

All anonymous data may be shared with third parties. If you choose to provide your [geocaching.com](https://www.geocaching.com) handle and/or email address, this information will not be distributed to third parties, outside sources or published in any findings or reports; all other data is considered anonymous and may be used in research reports or scientific publications, or shared with others. Those directly involved in the study, including the study investigators and the WPI IRB, will have full access to all the information you provide.

For more information about this research or about the rights of research participants, contact:
IRB Chair (Professor Kent Rissmiller, Tel. +1-508-831-5019, Email: kjr@wpi.edu)
Univ. Compliance Officer (Michael J. Curley, Tel. +1-508-831-6919, Email: mjcurley@wpi.edu)
Project Advisor (Robert Lindeman, Tel. +1-508-831-6712, Email: gogo@wpi.edu)

Survey Instructions:

To move to the next page, click on "Continue".

To move back a page, click on "Back".

To finish after completing the survey, click on "Submit".

By clicking "Continue", you acknowledge that you have been informed about and consent to be a participant in the study described above. Make sure that your questions are answered to your satisfaction before continuing. Please print a copy of this consent agreement for your records, should you so desire.

Geocaching Motivations Survey #2

* Required

Background Information

Please provide some basic demographic information.

Age *

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or over

Gender *

- Female
- Male
- Prefer not to answer

What is the highest level of education you have completed? *

- Some schooling
- High School Diploma (or equivalent)
- College Degree (or equivalent)
- Master's Degree (or equivalent)
- PhD Degree (or equivalent)

How long have you been Geocaching? *

- Less than 3 months
- 3 months - 1 year
- 1-2 years
- 2-3 years
- 3-4 years
- 4-5 years
- 5-7 years
- 7-10 years
- More than 10 years

How did you first get introduced to Geocaching? *

- Read/heard/saw an article or report
- Word of mouth (e.g., from a friend)
- Searched for a use for my GPS/phone
- Through another organization/activity
- Accidentally found a cache or app
- Other

What is your Geocaching home region? *

Choose the region of the world that best describes the main place you live.

- Africa
- Asia
- Europe
- North America
- Oceania
- Polar Regions
- South America

Please indicate your Geocaching home country. *

(e.g., USA, UK, Germany, Japan, New Zealand)

What is your primary Geocaching device? *

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Geocaching Statistics

Are you a premium member of Geocaching.com? *

- Yes
- No
- I don't know

Approximately how many caches have you found? *

Please indicate the total number of caches of any type you have found.

Approximately how many caches have you hidden? *

Please indicate the total number of caches of any type you have hidden.

Approximately how many trackables (e.g., travel bugs, geocoins) have you logged? *

Approximately how many trackables do you own? *

Approximately how many souvenirs/badges have you earned? *

How many Geocaching events have you attended? *

How often do you update/personalize your [geocaching.com](https://www.geocaching.com) profile? *

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Your Motivations

Please rate each aspect of Geocaching based on its **IMPORTANCE** to you. *

1 = LEAST important and 7 = MOST important

	1	2	3	4	5	6	7	Not sure
Socializing	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exploring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoying nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collecting souvenirs/badges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excitement of the hunt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical challenge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discovering new places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spending time with family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mapping and navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trackables (e.g., travel bugs, geocoins)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working on puzzles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding caches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiding caches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competing with others (e.g., FTF)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working on Challenge Cache requirements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Filling in Statistical grids (e.g., D/T, find date)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How long do you typically spend searching for a cache before moving on? *

Please answer for a "typical" caching day.

- I will take a quick look, and then move on.
- I will look for about 20 minutes.
- I will look for about an hour.
- I will look longer than an hour.

Think about your most memorable Geocaching experience. What aspects of this experience made it memorable? *

(Check all boxes that apply)

- Personal danger
- Natural wonders
- Physical challenge
- Milestone (e.g., 1,000 finds)
- Creative container
- Socializing
- Geocaching event
- Night caching
- Power trail
- Other:

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Please indicate the level of your agreement with the following statements. *

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
It is important to me to be the first to find on a cache.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy micro/nano caches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Many caches have incorrect difficulty or terrain ratings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caches should only be placed in interesting locations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are too many unsolvable puzzles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New hidere should find at least 100 caches before placing their first cache.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too many cache owners neglect their caches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to have a large number of cache finds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to place creative containers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to create interesting puzzles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to log DNFs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to track my statistics page.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy finding caches in rougher terrain.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

True / False *

	True	False
Geocaching is my primary form of exercise.	<input type="radio"/>	<input type="radio"/>
I have planned vacations around Geocaching.	<input type="radio"/>	<input type="radio"/>
I spend most of my free time Geocaching or thinking about it.	<input type="radio"/>	<input type="radio"/>
Most of my friends are Geocachers.	<input type="radio"/>	<input type="radio"/>
I have introduced someone to Geocaching.	<input type="radio"/>	<input type="radio"/>
I consider myself a collector, even outside of Geocaching.	<input type="radio"/>	<input type="radio"/>
I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).	<input type="radio"/>	<input type="radio"/>
The main reason I go outside for leisure is to Geocache.	<input type="radio"/>	<input type="radio"/>
I have in the past used, or plan in the future to use, Geocaching for business purposes (e.g., team building, networking).	<input type="radio"/>	<input type="radio"/>

I enjoy caching with others because... *

(Check all boxes that apply)

- it's easier to find Geocaches with more people.
- I enjoy the competition of who will find it first.
- I enjoy socializing.
- it is safer than Geocaching alone.
- it is more fun.
- It makes dealing with muggles easier.
- I do not like Geocaching with others.

[« Back](#)[Continue »](#)

Thank you for taking the time to complete this survey.

Please provide your [geocaching.com](https://www.geocaching.com) handle (optional).

Please provide your Email address (optional).

Please provide us with any other comments you would like to make (optional).

Tell us anything you would like to about caching, your motivations, or this survey.

Never submit passwords through Google Forms.

Appendix C: Tukey HSD Details

Statistical Analysis by Gender

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Approximately how many caches have you found?	Between Groups	1.98E+08	2	9.88E+07	5.718	0.003
	Within Groups	2.60E+10	1504	1.73E+07		
	Total	2.62E+10	1506			
Approximately how many caches have you hidden?	Between Groups	337832.8	2	168916.4	6.973	0.001
	Within Groups	3.64E+07	1504	24225.88		
	Total	3.68E+07	1506			
Approximately how many trackables (e.g. travel bugs geocoins) have you logged?	Between Groups	1736048	2	868023.8	1.741	0.176
	Within Groups	7.47E+08	1497	498651.3		
	Total	7.48E+08	1499			
Approximately how many trackables do you own?	Between Groups	54161.01	2	27080.5	0.7	0.497
	Within Groups	5.81E+07	1502	38677.16		
	Total	5.82E+07	1504			
Approximately how many souvenirs/badges have you earned?	Between Groups	88226.59	2	44113.29	0.324	0.723
	Within Groups	2.02E+08	1481	136226.7		
	Total	2.02E+08	1483			
How many Geocaching events have you attended?	Between Groups	5256.335	2	2628.167	1.601	0.202
	Within Groups	2458696	1498	1641.319		
	Total	2463952	1500			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Socializing]	Between Groups	40.469	2	20.235	6.25	0.002
	Within Groups	4875.604	1506	3.237		
	Total	4916.073	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Exploring]	Between Groups	10.506	2	5.253	3.086	0.046
	Within Groups	2563.478	1506	1.702		
	Total	2573.984	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Getting exercise]	Between Groups	55.331	2	27.665	14.835	0
	Within Groups	2808.5	1506	1.865		
	Total	2863.83	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Enjoying nature]	Between Groups	45.473	2	22.737	14.106	0
	Within Groups	2427.473	1506	1.612		
	Total	2472.946	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Collecting souvenirs/badges]	Between Groups	20.11	2	10.055	3.856	0.021
	Within Groups	3927.249	1506	2.608		
	Total	3947.36	1508			
Please rate each aspect of	Between Groups	12.282	2	6.141	2.945	0.053

Geocaching based on its IMPORTANCE to you. [Excitement of the hunt]	Within Groups	3140.685	1506	2.085		
	Total	3152.968	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Physical challenge]	Between Groups	9.5	2	4.75	2.043	0.13
	Within Groups	3502.251	1506	2.326		
	Total	3511.751	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Discovering New places]	Between Groups	14.791	2	7.395	3.515	0.03
	Within Groups	3168.708	1506	2.104		
	Total	3183.499	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Being outdoors]	Between Groups	20.822	2	10.411	5.05	0.007
	Within Groups	3104.87	1506	2.062		
	Total	3125.691	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Spending time with family]	Between Groups	141.136	2	70.568	15.624	0
	Within Groups	6801.856	1506	4.517		
	Total	6942.991	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]	Between Groups	42.246	2	21.123	6.949	0.001
	Within Groups	4577.99	1506	3.04		
	Total	4620.236	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Trackables (e.g., travel bugs, geocoins)]	Between Groups	19.482	2	9.741	3.404	0.033
	Within Groups	4309.719	1506	2.862		
	Total	4329.201	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on puzzles]	Between Groups	21.778	2	10.889	3.174	0.042
	Within Groups	5166.81	1506	3.431		
	Total	5188.588	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]	Between Groups	12.003	2	6.002	2.548	0.079
	Within Groups	3546.881	1506	2.355		
	Total	3558.884	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Hiding caches]	Between Groups	109.387	2	54.694	17.316	0
	Within Groups	4756.821	1506	3.159		
	Total	4866.208	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Competing with others (e.g., FTF)]	Between Groups	19.116	2	9.558	2.447	0.087
	Within Groups	5881.196	1506	3.905		

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on Challenge Cache requirements.]	Total	5900.311	1508			
	Between Groups	47.253	2	23.627	6.398	0.002
	Within Groups	5561.522	1506	3.693		
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Filling in Statistical grids (e.g., D/T, find date)]	Total	5608.775	1508			
	Between Groups	22.447	2	11.223	2.927	0.054
	Within Groups	5773.718	1506	3.834		
Please indicate the level of your agreement with the following statements. [It is important to me to be the first to find on a cache.]	Total	5796.164	1508			
	Between Groups	45.242	2	22.621	18.2	0
	Within Groups	1871.805	1506	1.243		
Please indicate the level of your agreement with the following statements. [I enjoy micro/nano caches.]	Total	1917.047	1508			
	Between Groups	12.773	2	6.387	5.961	0.003
	Within Groups	1613.542	1506	1.071		
Please indicate the level of your agreement with the following statements. [Many caches have incorrect difficulty or terrain ratings.]	Total	1626.315	1508			
	Between Groups	7.286	2	3.643	4.629	0.01
	Within Groups	1185.131	1506	0.787		
Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]	Total	1192.417	1508			
	Between Groups	21.526	2	10.763	9.017	0
	Within Groups	1797.616	1506	1.194		
Please indicate the level of your agreement with the following statements. [There are too many unsolvable puzzles.]	Total	1819.142	1508			
	Between Groups	6.431	2	3.216	2.924	0.054
	Within Groups	1656.103	1506	1.1		
Please indicate the level of your agreement with the following statements. [New hidere should find at least 100 caches before placing their first cache.]	Total	1662.534	1508			
	Between Groups	0.907	2	0.453	0.281	0.755
	Within Groups	2426.184	1506	1.611		
Please indicate the level of your agreement with the following statements. [Too many cache owners neglect their caches.]	Total	2427.091	1508			
	Between Groups	1.603	2	0.802	0.945	0.389
	Within Groups	1277.07	1506	0.848		
Please indicate the level of your agreement with the following statements. [It is important to me to have a large number of cache finds.]	Total	1278.673	1508			
	Between Groups	3.833	2	1.916	1.734	0.177
	Within Groups	1664.403	1506	1.105		
Please indicate the level of your	Total	1668.236	1508			
	Between Groups	4.841	2	2.42	2.251	0.106
	Within Groups					

agreement with the following statements. [It is important to me to place creative containers.]	Within Groups	1619.26	1506	1.075		
	Total	1624.101	1508			
	Between Groups	11.583	2	5.792	4.122	0.016
Please indicate the level of your agreement with the following statements. [It is important to me to create interesting puzzles.]	Within Groups	2115.804	1506	1.405		
	Total	2127.388	1508			
	Between Groups	1.089	2	0.544	0.596	0.551
Please indicate the level of your agreement with the following statements. [It is important for me to log DNFs.]	Within Groups	1374.991	1506	0.913		
	Total	1376.08	1508			
	Between Groups	2.656	2	1.328	1.043	0.353
Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]	Within Groups	1918.315	1506	1.274		
	Total	1920.972	1508			
	Between Groups	37.991	2	18.996	19.216	0
Please indicate the level of your agreement with the following statements. [I enjoy finding caches in rougher terrain.]	Within Groups	1488.722	1506	0.989		
	Total	1526.713	1508			
	Between Groups	2.199	2	1.099	4.426	0.012
True / False [Geocaching is my primary form of exercise.]	Within Groups	374.069	1506	0.248		
	Total	376.268	1508			
	Between Groups	1.299	2	0.65	2.763	0.063
True / False [I have planned vacations around Geocaching.]	Within Groups	354.12	1506	0.235		
	Total	355.419	1508			
	Between Groups	0.899	2	0.449	1.799	0.166
True / False [I spend most of my free time Geocaching or thinking about it.]	Within Groups	376.125	1506	0.25		
	Total	377.023	1508			
	Between Groups	0.129	2	0.064	0.328	0.72
True / False [Most of my friends are Geocachers.]	Within Groups	294.778	1506	0.196		
	Total	294.907	1508			
	Between Groups	0.403	2	0.201	2.822	0.06
True / False [I have introduced someone to Geocaching.]	Within Groups	107.526	1506	0.071		
	Total	107.928	1508			
	Between Groups	0.443	2	0.222	0.953	0.386
True / False [I consider myself a collector, even outside of Geocaching.]	Within Groups	350.167	1506	0.233		
	Total	350.61	1508			
	Between Groups	1.735	2	0.867	6.688	0.001
True / False [I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).]	Within Groups	195.289	1506	0.13		
	Total	197.023	1508			
	Between Groups	0.796	2	0.398	1.595	0.203
True / False [The main reason I go outside for leisure is to Geocache.]	Within Groups	195.289	1506	0.13		
	Total	197.023	1508			
	Between Groups	0.796	2	0.398	1.595	0.203

True / False [I have in the past used, or plan in the future to use, Geocaching for business purposes (e.g., team building, networking).]	Within Groups	375.754	1506	0.25		
	Total	376.55	1508			
	Between Groups	0.134	2	0.067	0.572	0.565
Experience	Within Groups	177.016	1506	0.118		
	Total	177.15	1508			
	Between Groups	116.209	2	58.104	12.955	0
Look	Within Groups	6754.675	1506	4.485		
	Total	6870.884	1508			
	Between Groups	1.302	2	0.651	1.844	0.159
	Within Groups	531.642	1506	0.353		
	Total	532.944	1508			

Multiple Comparisons

Tukey HSD		*. The mean difference is significant at the 0.05 level				
Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.	
Approximately how many caches have you found?	Male	Female	733.507*	224.378	0.003	
		Prefer not to answer.	1624.201	1577.041	0.558	
	Female	Male	-733.507*	224.378	0.003	
		Prefer not to answer.	890.694	1581.674	0.84	
	Prefer not to answer.	Male	-1624.2	1577.041	0.558	
		Female	-890.694	1581.674	0.84	
Approximately how many caches have you hidden?	Male	Female	31.264*	8.4	0.001	
		Prefer not to answer.	29.078	59.041	0.875	
	Female	Male	-31.264*	8.4	0.001	
		Prefer not to answer.	-2.186	59.215	0.999	
	Prefer not to answer.	Male	-29.078	59.041	0.875	
		Female	2.186	59.215	0.999	
Approximately how many trackables (e.g. travel bugs geocoins) have you logged?	Male	Female	61.883	38.225	0.238	
		Prefer not to answer.	270.068	267.867	0.572	
	Female	Male	-61.883	38.225	0.238	
		Prefer not to answer.	208.185	268.664	0.719	
	Prefer not to answer.	Male	-270.068	267.867	0.572	
		Female	-208.185	268.664	0.719	
Approximately how many trackables do you own?	Male	Female	12.25	10.627	0.482	
		Prefer not to answer.	24.273	74.601	0.943	
	Female	Male	-12.25	10.627	0.482	
		Prefer not to answer.	12.023	74.822	0.986	
	Prefer not to answer.	Male	-24.273	74.601	0.943	
		Female	-12.023	74.822	0.986	
Approximately how many souvenirs/badges have you earned?	Male	Female	16.053	20.073	0.703	
		Prefer not to answer.	18.269	140.014	0.991	
	Female	Male	-16.053	20.073	0.703	
		Prefer not to answer.	2.216	140.431	1	
	Prefer not to answer.	Male	-18.269	140.014	0.991	
		Female	-2.216	140.431	1	
How many Geocaching events have you attended?	Male	Female	2.578	2.193	0.468	
		Prefer not to answer.	21.62	15.368	0.338	
	Female	Male	-2.578	2.193	0.468	
		Prefer not to answer.	19.042	15.414	0.432	

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Socializing]	Prefer not to answer.	Male	-21.62	15.368	0.338
		Female	-19.042	15.414	0.432
	Male	Female	0.011	0.097	0.993
		Prefer not to answer.	2.413*	0.683	0.001
	Female	Male	-0.011	0.097	0.993
		Prefer not to answer.	2.402*	0.685	0.001
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Exploring]	Prefer not to answer.	Male	-2.413*	0.683	0.001
		Female	-2.402*	0.685	0.001
	Male	Female	-0.033	0.07	0.887
		Prefer not to answer.	1.194*	0.495	0.042
	Female	Male	0.033	0.07	0.887
		Prefer not to answer.	1.227*	0.496	0.036
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Getting exercise]	Prefer not to answer.	Male	-1.194*	0.495	0.042
		Female	-1.227*	0.496	0.036
	Male	Female	-0.210*	0.074	0.012
		Prefer not to answer.	2.328*	0.518	0
	Female	Male	.210*	0.074	0.012
		Prefer not to answer.	2.538*	0.52	0
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Enjoying nature]	Prefer not to answer.	Male	-2.328*	0.518	0
		Female	-2.538*	0.52	0
	Male	Female	-0.301*	0.068	0
		Prefer not to answer.	1.322*	0.482	0.017
	Female	Male	.301*	0.068	0
		Prefer not to answer.	1.624*	0.483	0.002
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Collecting souvenirs/badges]	Prefer not to answer.	Male	-1.322*	0.482	0.017
		Female	-1.624*	0.483	0.002
	Male	Female	-0.196	0.087	0.063
		Prefer not to answer.	0.927	0.613	0.285
	Female	Male	0.196	0.087	0.063
		Prefer not to answer.	1.122	0.614	0.161
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Excitement of the hunt]	Prefer not to answer.	Male	-0.927	0.613	0.285
		Female	-1.122	0.614	0.161
	Male	Female	-0.13	0.078	0.216
		Prefer not to answer.	0.915	0.548	0.217
	Female	Male	0.13	0.078	0.216
		Prefer not to answer.	1.046	0.549	0.138
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Physical challenge]	Prefer not to answer.	Male	-0.915	0.548	0.217
		Female	-1.046	0.549	0.138
	Male	Female	0.121	0.082	0.306
		Prefer not to answer.	0.845	0.578	0.31
	Female	Male	-0.121	0.082	0.306
		Prefer not to answer.	0.724	0.58	0.425
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Discovering New places]	Prefer not to answer.	Male	-0.845	0.578	0.31
		Female	-0.724	0.58	0.425
	Male	Female	-0.102	0.078	0.396
		Prefer not to answer.	1.234	0.55	0.064
	Female	Male	0.102	0.078	0.396
		Prefer not to answer.	1.336*	0.552	0.041
	Prefer not to answer.	Male	-1.234	0.55	0.064
	Female	-1.336*	0.552	0.041	

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Being outdoors]	Male	Female	-0.139	0.077	0.172
		Prefer not to answer.	1.378*	0.545	0.031
	Female	Male	0.139	0.077	0.172
		Prefer not to answer.	1.516*	0.546	0.015
	Prefer not to answer.	Male	-1.378*	0.545	0.031
		Female	-1.516*	0.546	0.015
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Spending time with family]	Male	Female	-.628*	0.115	0
		Prefer not to answer.	0.656	0.806	0.695
	Female	Male	.628*	0.115	0
		Prefer not to answer.	1.284	0.809	0.251
	Prefer not to answer.	Male	-0.656	0.806	0.695
		Female	-1.284	0.809	0.251
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]	Male	Female	.241*	0.094	0.028
		Prefer not to answer.	1.875*	0.661	0.013
	Female	Male	-.241*	0.094	0.028
		Prefer not to answer.	1.634*	0.663	0.037
	Prefer not to answer.	Male	-1.875*	0.661	0.013
		Female	-1.634*	0.663	0.037
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Trackables (e.g., travel bugs, geocoins)]	Male	Female	-.219*	0.091	0.044
		Prefer not to answer.	0.585	0.642	0.633
	Female	Male	.219*	0.091	0.044
		Prefer not to answer.	0.804	0.644	0.425
	Prefer not to answer.	Male	-0.585	0.642	0.633
		Female	-0.804	0.644	0.425
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on puzzles]	Male	Female	-0.063	0.1	0.803
		Prefer not to answer.	1.689*	0.703	0.043
	Female	Male	0.063	0.1	0.803
		Prefer not to answer.	1.752*	0.705	0.035
	Prefer not to answer.	Male	-1.689*	0.703	0.043
		Female	-1.752*	0.705	0.035
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]	Male	Female	-0.1	0.083	0.448
		Prefer not to answer.	1.073	0.582	0.156
	Female	Male	0.1	0.083	0.448
		Prefer not to answer.	1.173	0.584	0.11
	Prefer not to answer.	Male	-1.073	0.582	0.156
		Female	-1.173	0.584	0.11
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Hiding caches]	Male	Female	.552*	0.096	0
		Prefer not to answer.	1.022	0.674	0.283
	Female	Male	-.552*	0.096	0
		Prefer not to answer.	0.471	0.676	0.766
	Prefer not to answer.	Male	-1.022	0.674	0.283
		Female	-0.471	0.676	0.766
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Competing with others (e.g., FTF)]	Male	Female	0.154	0.107	0.319
		Prefer not to answer.	1.31	0.75	0.188
	Female	Male	-0.154	0.107	0.319
		Prefer not to answer.	1.156	0.752	0.274
	Prefer not to answer.	Male	-1.31	0.75	0.188
		Female	-1.156	0.752	0.274
Please rate each aspect of Geocaching	Male	Female	-0.051	0.104	0.876

based on its IMPORTANCE to you. [Working on Challenge Cache requirements.]		Prefer not to answer.	2.562*	0.729	0.001
	Female	Male	0.051	0.104	0.876
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Filling in Statistical grids (e.g., D/T, find date)]		Prefer not to answer.	2.612*	0.731	0.001
	Prefer not to answer.	Male	-2.562*	0.729	0.001
Please indicate the level of your agreement with the following statements. [It is important to me to be the first to find on a cache.]		Female	-2.612*	0.731	0.001
	Male	Female	0.061	0.106	0.83
Please indicate the level of your agreement with the following statements. [I enjoy micro/nano caches.]		Prefer not to answer.	1.764*	0.743	0.046
	Female	Male	-0.061	0.106	0.83
Please indicate the level of your agreement with the following statements. [Many caches have incorrect difficulty or terrain ratings.]		Prefer not to answer.	1.702	0.745	0.058
	Prefer not to answer.	Male	-1.764*	0.743	0.046
Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]		Female	-1.702	0.745	0.058
	Male	Female	.359*	0.06	0
Please indicate the level of your agreement with the following statements. [There are too many unsolvable puzzles.]		Prefer not to answer.	-0.243	0.423	0.834
	Female	Male	-0.359*	0.06	0
Please indicate the level of your agreement with the following statements. [New hidiers should find at least 100 caches before placing their		Prefer not to answer.	-0.602	0.424	0.331
	Prefer not to answer.	Male	0.243	0.423	0.834
		Female	0.602	0.424	0.331
	Male	Female	-0.179*	0.056	0.004
		Prefer not to answer.	-0.557	0.393	0.331
	Female	Male	.179*	0.056	0.004
		Prefer not to answer.	-0.378	0.394	0.603
	Prefer not to answer.	Male	0.557	0.393	0.331
		Female	0.378	0.394	0.603
	Male	Female	.131*	0.048	0.017
		Prefer not to answer.	-0.395	0.336	0.468
	Female	Male	-.131*	0.048	0.017
		Prefer not to answer.	-0.527	0.337	0.263
	Prefer not to answer.	Male	0.395	0.336	0.468
		Female	0.527	0.337	0.263
	Male	Female	.245*	0.059	0
		Prefer not to answer.	-0.258	0.414	0.807
	Female	Male	-.245*	0.059	0
		Prefer not to answer.	-0.504	0.416	0.446
	Prefer not to answer.	Male	0.258	0.414	0.807
		Female	0.504	0.416	0.446
	Male	Female	0.047	0.057	0.682
		Prefer not to answer.	-0.885	0.398	0.067
	Female	Male	-0.047	0.057	0.682
		Prefer not to answer.	-0.932	0.399	0.051
	Prefer not to answer.	Male	0.885	0.398	0.067
		Female	0.932	0.399	0.051
	Male	Female	-0.042	0.068	0.811

first cache.]		Prefer not to answer.	-0.22	0.481	0.891
	Female	Male	0.042	0.068	0.811
Please indicate the level of your agreement with the following statements. [Too many cache owners neglect their caches.]		Prefer not to answer.	-0.178	0.483	0.928
	Prefer not to answer.	Male	0.22	0.481	0.891
		Female	0.178	0.483	0.928
	Male	Female	0.062	0.05	0.421
		Prefer not to answer.	-0.174	0.349	0.873
	Female	Male	-0.062	0.05	0.421
Please indicate the level of your agreement with the following statements. [It is important to me to have a large number of cache finds.]		Prefer not to answer.	-0.236	0.35	0.779
	Prefer not to answer.	Male	0.174	0.349	0.873
		Female	0.236	0.35	0.779
	Male	Female	0.072	0.057	0.417
		Prefer not to answer.	-0.52	0.399	0.393
	Female	Male	-0.072	0.057	0.417
Please indicate the level of your agreement with the following statements. [It is important to me to place creative containers.]		Prefer not to answer.	-0.592	0.4	0.301
	Prefer not to answer.	Male	0.52	0.399	0.393
		Female	0.592	0.4	0.301
	Male	Female	0.059	0.056	0.545
		Prefer not to answer.	-0.703	0.393	0.174
	Female	Male	-0.059	0.056	0.545
Please indicate the level of your agreement with the following statements. [It is important to me to create interesting puzzles.]		Prefer not to answer.	-0.762	0.394	0.13
	Prefer not to answer.	Male	0.703	0.393	0.174
		Female	0.762	0.394	0.13
	Male	Female	.181*	0.064	0.013
		Prefer not to answer.	-0.155	0.45	0.936
	Female	Male	-.181*	0.064	0.013
Please indicate the level of your agreement with the following statements. [It is important for me to log DNFs.]		Prefer not to answer.	-0.336	0.451	0.736
	Prefer not to answer.	Male	0.155	0.45	0.936
		Female	0.336	0.451	0.736
	Male	Female	0.051	0.052	0.583
		Prefer not to answer.	0.185	0.362	0.866
	Female	Male	-0.051	0.052	0.583
Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]		Prefer not to answer.	0.134	0.364	0.928
	Prefer not to answer.	Male	-0.185	0.362	0.866
		Female	-0.134	0.364	0.928
	Male	Female	0.088	0.061	0.32
		Prefer not to answer.	0.069	0.428	0.986
	Female	Male	-0.088	0.061	0.32
Please indicate the level of your agreement with the following statements. [I enjoy finding caches in rougher terrain.]		Prefer not to answer.	-0.019	0.429	0.999
	Prefer not to answer.	Male	-0.069	0.428	0.986
		Female	0.019	0.429	0.999
	Male	Female	.316*	0.054	0
		Prefer not to answer.	-0.602	0.377	0.248
	Female	Male	-.316*	0.054	0

		Prefer not to answer.	-0.918*	0.378	0.041
True / False [Geocaching is my primary form of exercise.]	Male	Prefer not to answer.	0.602	0.377	0.248
		Female	.918*	0.378	0.041
		Female	0.058	0.027	0.077
		Prefer not to answer.	0.405	0.189	0.082
True / False [I have planned vacations around Geocaching.]	Female	Prefer not to answer.	-0.058	0.027	0.077
		Male	0.347	0.19	0.16
		Prefer not to answer.	-0.405	0.189	0.082
		Female	-0.347	0.19	0.16
		Male	-0.06	0.026	0.057
		Prefer not to answer.	-0.116	0.184	0.804
True / False [I spend most of my free time Geocaching or thinking about it.]	Female	Prefer not to answer.	0.06	0.026	0.057
		Male	-0.056	0.184	0.951
		Prefer not to answer.	0.116	0.184	0.804
		Female	0.056	0.184	0.951
		Male	0.04	0.027	0.307
		Prefer not to answer.	0.242	0.19	0.41
True / False [Most of my friends are Geocachers.]	Female	Prefer not to answer.	-0.04	0.027	0.307
		Male	0.202	0.19	0.537
		Prefer not to answer.	-0.242	0.19	0.41
		Female	-0.202	0.19	0.537
		Male	-0.008	0.024	0.942
		Prefer not to answer.	0.121	0.168	0.75
True / False [I have introduced someone to Geocaching.]	Female	Prefer not to answer.	0.008	0.024	0.942
		Male	0.129	0.168	0.723
		Prefer not to answer.	-0.121	0.168	0.75
		Female	-0.129	0.168	0.723
		Male	-0.017	0.014	0.47
		Prefer not to answer.	0.203	0.101	0.111
True / False [I consider myself a collector, even outside of Geocaching.]	Female	Prefer not to answer.	0.017	0.014	0.47
		Male	0.22	0.102	0.078
		Prefer not to answer.	-0.203	0.101	0.111
		Female	-0.22	0.102	0.078
		Male	0.021	0.026	0.702
		Prefer not to answer.	-0.198	0.183	0.526
True / False [I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).]	Female	Prefer not to answer.	-0.021	0.026	0.702
		Male	-0.219	0.183	0.458
		Prefer not to answer.	0.198	0.183	0.526
		Female	0.219	0.183	0.458
		Male	-0.039	0.019	0.116
		Prefer not to answer.	.405*	0.137	0.009
True / False [The main reason I go outside for leisure is to Geocache.]	Female	Prefer not to answer.	0.039	0.019	0.116
		Male	.444*	0.137	0.003
		Prefer not to answer.	-0.405*	0.137	0.009
		Female	-.444*	0.137	0.003
		Male	-0.003	0.027	0.992
		Prefer not to answer.	0.336	0.189	0.179
True / False [I have in the past used, or plan in the future to use, Geocaching for business purposes (e.g., team building, networking).]	Female	Prefer not to answer.	0.003	0.027	0.992
		Male	0.339	0.19	0.175
		Prefer not to answer.	-0.336	0.189	0.179
		Female	-0.339	0.19	0.175
		Male	-0.004	0.018	0.979
		Prefer not to answer.	0.135	0.13	0.552
		Female	0.004	0.018	0.979

		Prefer not to answer.	0.139	0.13	0.536
Experience	Prefer not to answer.	Male	-0.135	0.13	0.552
		Female	-0.139	0.13	0.536
	Male	Female	.560*	0.114	0
	Female	Male	-0.91	0.803	0.494
Look		Prefer not to answer.	-1.47	0.806	0.162
	Prefer not to answer.	Male	0.91	0.803	0.494
		Female	1.47	0.806	0.162
	Male	Female	-0.014	0.032	0.901
		Prefer not to answer.	-0.426	0.225	0.142
	Female	Male	0.014	0.032	0.901
		Prefer not to answer.	-0.412	0.226	0.163
	Prefer not to answer.	Male	0.426	0.225	0.142
		Female	0.412	0.226	0.163

*. The mean difference is significant at the 0.05 level.

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Socializing]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	1.71	
Female	533		4.12
Male	969		4.13
Sig.		1.000	1.000

Means for groups in homogeneous subsets are displayed.

- Uses Harmonic Mean Sample Size = 20.581.
- The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Exploring]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	4.86	
Male	969		6.05
Female	533		6.08
Sig.		1.000	.996

Means for groups in homogeneous subsets are displayed.

- Uses Harmonic Mean Sample Size = 20.581.
- The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Getting exercise]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	3.29	
Male	969		5.61
Female	533		5.82
Sig.		1.000	.875

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Collecting souvenirs/badges]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Prefer not to answer.	7	1.71
Male	969	2.64
Female	533	2.84
Sig.		.067

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Enjoying nature]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	4.57	
Male	969		5.89
Female	533		6.20
Sig.		1.000	.727

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Excitement of the hunt]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Prefer not to answer.	7	4.71
Male	969	5.63
Female	533	5.76
Sig.		.053

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Physical challenge]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7		4.14
Female	533		4.87
Male	969		4.99
Sig.			.178

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Being outdoors]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	4.71	
Male	969		6.09
Female	533		6.23
Sig.		1.000	.948

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Discovering New places]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	5.00	
Male	969		6.23
Female	533		6.34
Sig.		1.000	.973

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Spending time with family]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7		3.43
Male	969		4.08
Female	533		4.71
Sig.			.128

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	2.14	
Female	533		3.78
Male	969		4.02
Sig.		1.000	.897

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Trackables (e.g., travel bugs, geocoins)]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	
Prefer not to answer.	7	2.71	
Male	969		3.30
Female	533		3.52
Sig.			.280

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on puzzles]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	2.00	
Male	969		3.69
Female	533		3.75
Sig.		1.000	.993

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	4.71	
Male	969	5.79	5.79
Female	533		5.89
Sig.		.064	.976

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Hiding caches]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7		3.14
Female	533		3.61
Male	969		4.17
Sig.			.155

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Working on Challenge Cache requirements.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	.57	
Male	969		3.13
Female	533		3.18
Sig.		1.000	.996

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Competing with others (e.g., FTF)]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7		2.00
Female	533		3.16
Male	969		3.31
Sig.			.085

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please rate each aspect of Geocaching based on its
IMPORTANCE to you. [Filling in Statistical grids (e.g., D/T, find date)]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	1.57	
Female	533		3.27
Male	969		3.34
Sig.		1.000	.994

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [It is important to me to be the first to find on a cache.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Female	533	2.26
Male	969	2.61
Prefer not to answer.	7	2.86
Sig.		.194

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [Many caches have incorrect difficulty or terrain ratings.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Female	533	3.19
Male	969	3.32
Prefer not to answer.	7	3.71
Sig.		.138

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [I enjoy micro/nano caches.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Male	969	2.73
Female	533	2.91
Prefer not to answer.	7	3.29
Sig.		.196

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Female	533	2.92
Male	969	3.17
Prefer not to answer.	7	3.43
Sig.		.301

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [There are too many unsolvable puzzles.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Female	533	2.92	
Male	969	2.97	
Prefer not to answer.	7		3.86
Sig.		.989	1.000

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [Too many cache owners neglect their caches.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Female	533	3.48
Male	969	3.54
Prefer not to answer.	7	3.71
Sig.		.690

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [New hidiers should find at least 100 caches before placing their first cache.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Male	969	3.49
Female	533	3.54
Prefer not to answer.	7	3.71
Sig.		.843

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [It is important to me to have a large number of cache finds.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05
		1
Female	533	2.69
Male	969	2.77
Prefer not to answer.	7	3.29
Sig.		.168

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [It is important to me to place creative containers.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Female	533	3.38	
Male	969	3.44	3.44
Prefer not to answer.	7		4.14
Sig.		.982	.076

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [It is important to me to create interesting puzzles.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	
Female	533	2.81	
Male	969	2.99	
Prefer not to answer.	7	3.14	
Sig.		.634	

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [It is important for me to log DNFs.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	
Prefer not to answer.	7	3.57	
Female	533	3.71	
Male	969	3.76	
Sig.		.809	

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	
Female	533	3.12	
Prefer not to answer.	7	3.14	
Male	969	3.21	
Sig.		.966	

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.

Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]

Tukey HSD^{a,b}

	N	Subset for alpha = 0.05	
		1	2
Gender			
Female	533		3.12
Prefer not to answer.	7		3.14
Male	969		3.21
Sig.			.966

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 20.581.

True / False [Geocaching is my primary form of exercise.]

Tukey HSD^{a,b}

	N	Subset for alpha = 0.05	
		1	2
Gender			
Prefer not to answer.	7	.14	
Female	533	.49	.49
Male	969		.55
Sig.		.066	.925

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 20.581.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Please indicate the level of your agreement with the following statements. [I enjoy finding caches in rougher terrain.]

Tukey HSD^{a,b}

	N	Subset for alpha = 0.05	
		1	2
Gender			
Female	533	3.37	
Male	969	3.68	3.68
Prefer not to answer.	7		4.29
Sig.		.564	.128

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 20.581.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

True / False [I have planned vacations around Geocaching.]

Tukey HSD^{a,b}

	N	Subset for alpha = 0.05	
		1	2
Gender			
Male	969		.60
Female	533		.66
Prefer not to answer.	7		.71
Sig.			.724

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 20.581.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

True / False [I spend most of my free time Geocaching or thinking about it.]

Tukey HSD^{a,b}

	N	Subset for alpha =
		0.05
Gender		1
Prefer not to answer.	7	.29
Female	533	.49
Male	969	.53
Sig.		.267

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

True / False [I have introduced someone to Geocaching.]

Tukey HSD^{a,b}

	N	Subset for alpha =	
		0.05	
Gender		1	2
Prefer not to answer.	7	.71	
Male	969		.92
Female	533		.93
Sig.		1.000	.978

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

True / False [Most of my friends are Geocachers.]

Tukey HSD^{a,b}

	N	Subset for alpha
		= 0.05
Gender		1
Prefer not to answer.	7	.14
Male	969	.26
Female	533	.27
Sig.		.617

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

True / False [I consider myself a collector, even outside of Geocaching.]

Tukey HSD^{a,b}

	N	Subset for alpha
		= 0.05
Gender		1
Female	533	.35
Male	969	.37
Prefer not to answer.	7	.57
Sig.		.313

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

True / False [I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	2
Prefer not to answer.	7	.43	
Male	969		.83
Female	533		.87
Sig.		1.000	.937

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

True / False [The main reason I go outside for leisure is to Geocache.]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	
Prefer not to answer.	7	.14	
Male	969		.48
Female	533		.48
Sig.			.075

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

True / False [I have in the past used, or plan in the future to use, Geocaching for business purposes (e.g., team building, networking).]

Tukey HSD^{a,b}

Gender	N	Subset for alpha = 0.05	
		1	
Prefer not to answer.	7	.00	
Male	969		.14
Female	533		.14
Sig.			.396

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 20.581.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Statistical Analysis by Continent

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Approximately how many caches have you found?	Between Groups	1.16E+09	4	2.89E+08	17.33	0
	Within Groups	2.50E+10	1499	1.67E+07		
	Total	2.62E+10	1503			
Approximately how many caches have you hidden?	Between Groups	696567	4	174141.7	7.237	0
	Within Groups	3.61E+07	1499	24063.88		
	Total	3.68E+07	1503			
Approximately how many trackables (e.g. travel bugs geocoins) have you logged?	Between Groups	1.11E+07	4	2768718	5.606	0
	Within Groups	7.37E+08	1492	493873.1		
	Total	7.48E+08	1496			
Approximately how many trackables do you own?	Between Groups	795561.3	4	198890.3	5.192	0
	Within Groups	5.74E+07	1497	38308.71		
	Total	5.81E+07	1501			
Approximately how many souvenirs/badges have you earned?	Between Groups	828691.6	4	207172.9	1.521	0.193
	Within Groups	2.01E+08	1476	136185.7		
	Total	2.02E+08	1480			
How many Geocaching events have you attended?	Between Groups	196202.5	4	49050.62	32.318	0
	Within Groups	2265998	1493	1517.748		
	Total	2462200	1497			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Socializing]	Between Groups	73.613	4	18.403	5.745	0
	Within Groups	4808.585	1501	3.204		
	Total	4882.197	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Exploring]	Between Groups	143.187	4	35.797	22.793	0
	Within Groups	2357.305	1501	1.57		
	Total	2500.492	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Getting exercise]	Between Groups	66.76	4	16.69	9.17	0
	Within Groups	2732.052	1501	1.82		
	Total	2798.813	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Enjoying nature]	Between Groups	91.039	4	22.76	14.789	0
	Within Groups	2309.955	1501	1.539		
	Total	2400.994	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Collecting souvenirs/badges]	Between Groups	59.189	4	14.797	5.738	0
	Within Groups	3870.585	1501	2.579		
	Total	3929.774	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Excitement of the hunt]	Between Groups	34.251	4	8.563	4.208	0.002
	Within Groups	3054.201	1501	2.035		
	Total	3088.452	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Physical challenge]	Between Groups	120.745	4	30.186	13.561	0
	Within Groups	3341.215	1501	2.226		
	Total	3461.96	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Discovering New places]	Between Groups	23.815	4	5.954	2.901	0.021
	Within Groups	3080.565	1501	2.052		
	Total	3104.38	1505			
Please rate each aspect of Geocaching based	Between Groups	73.482	4	18.371	9.265	0

on its IMPORTANCE to you. [Being outdoors]	Within Groups	2976.109	1501	1.983		
	Total	3049.591	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Spending time with family]	Between Groups	256.714	4	64.179	14.494	0
	Within Groups	6646.327	1501	4.428		
	Total	6903.041	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]	Between Groups	9.507	4	2.377	0.779	0.539
	Within Groups	4579.032	1501	3.051		
	Total	4588.539	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Trackables (e.g., travel bugs, geocoins)]	Between Groups	80.446	4	20.112	7.153	0
	Within Groups	4220.3	1501	2.812		
	Total	4300.746	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on puzzles]	Between Groups	69.59	4	17.397	5.134	0
	Within Groups	5086.273	1501	3.389		
	Total	5155.863	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]	Between Groups	24.299	4	6.075	2.631	0.033
	Within Groups	3466.121	1501	2.309		
	Total	3490.42	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Hiding caches]	Between Groups	33.902	4	8.475	2.652	0.032
	Within Groups	4796.927	1501	3.196		
	Total	4830.829	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Competing with others (e.g., FTF)]	Between Groups	43.85	4	10.962	2.82	0.024
	Within Groups	5835.255	1501	3.888		
	Total	5879.105	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on Challenge Cache requirements.]	Between Groups	191.255	4	47.814	13.298	0
	Within Groups	5397.051	1501	3.596		
	Total	5588.306	1505			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Filling in Statistical grids (e.g., D/T, find date)]	Between Groups	117.105	4	29.276	7.772	0
	Within Groups	5654.319	1501	3.767		
	Total	5771.424	1505			
Please indicate the level of your agreement with the following statements. [It is important to me to be the first to find on a cache.]	Between Groups	31.961	4	7.99	6.406	0
	Within Groups	1872.188	1501	1.247		
	Total	1904.149	1505			
Please indicate the level of your agreement with the following statements. [I enjoy micro/nano caches.]	Between Groups	31.875	4	7.969	7.563	0
	Within Groups	1581.488	1501	1.054		
	Total	1613.363	1505			
Please indicate the level of your agreement with the following statements. [Many caches have incorrect difficulty or terrain ratings.]	Between Groups	24.549	4	6.137	7.923	0
	Within Groups	1162.739	1501	0.775		
	Total	1187.288	1505			
Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]	Between Groups	95.921	4	23.98	20.953	0
	Within Groups	1717.869	1501	1.144		
	Total	1813.79	1505			
Please indicate the level of your agreement	Between Groups	5.324	4	1.331	1.21	0.305

with the following statements. [There are too many unsolvable puzzles.]	Within Groups	1651.04	1501	1.1		
	Total	1656.365	1505			
Please indicate the level of your agreement with the following statements. [New hiders should find at least 100 caches before placing their first cache.]	Between Groups	73.963	4	18.491	11.818	0
	Within Groups	2348.442	1501	1.565		
	Total	2422.404	1505			
Please indicate the level of your agreement with the following statements. [Too many cache owners neglect their caches.]	Between Groups	15.028	4	3.757	4.48	0.001
	Within Groups	1258.913	1501	0.839		
	Total	1273.942	1505			
Please indicate the level of your agreement with the following statements. [It is important to me to have a large number of cache finds.]	Between Groups	13.557	4	3.389	3.085	0.015
	Within Groups	1648.965	1501	1.099		
	Total	1662.521	1505			
Please indicate the level of your agreement with the following statements. [It is important to me to place creative containers.]	Between Groups	10.03	4	2.508	2.339	0.053
	Within Groups	1609.38	1501	1.072		
	Total	1619.41	1505			
Please indicate the level of your agreement with the following statements. [It is important to me to create interesting puzzles.]	Between Groups	8.978	4	2.244	1.594	0.173
	Within Groups	2112.933	1501	1.408		
	Total	2121.91	1505			
Please indicate the level of your agreement with the following statements. [It is important for me to log DNFs.]	Between Groups	18.971	4	4.743	5.256	0
	Within Groups	1354.426	1501	0.902		
	Total	1373.398	1505			
Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]	Between Groups	48.54	4	12.135	9.745	0
	Within Groups	1869.054	1501	1.245		
	Total	1917.594	1505			
Please indicate the level of your agreement with the following statements. [I enjoy finding caches in rougher terrain.]	Between Groups	34.067	4	8.517	8.58	0
	Within Groups	1489.954	1501	0.993		
	Total	1524.021	1505			
True / False [Geocaching is my primary form of exercise.]	Between Groups	0.939	4	0.235	0.941	0.439
	Within Groups	374.499	1501	0.249		
	Total	375.438	1505			
True / False [I have planned vacations around Geocaching.]	Between Groups	8.039	4	2.01	8.707	0
	Within Groups	346.466	1501	0.231		
	Total	354.505	1505			
True / False [I spend most of my free time Geocaching or thinking about it.]	Between Groups	1.908	4	0.477	1.912	0.106
	Within Groups	374.327	1501	0.249		
	Total	376.234	1505			
True / False [Most of my friends are Geocachers.]	Between Groups	3.881	4	0.97	5.016	0.001
	Within Groups	290.346	1501	0.193		
	Total	294.226	1505			
True / False [I have introduced someone to Geocaching.]	Between Groups	2.496	4	0.624	9.03	0
	Within Groups	103.722	1501	0.069		
	Total	106.218	1505			
True / False [I consider myself a collector,	Between Groups	7.038	4	1.76	7.708	0

even outside of Geocaching.]	Within Groups	342.635	1501	0.228		
	Total	349.673	1505			
True / False [I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).]	Between Groups	2.539	4	0.635	4.954	0.001
	Within Groups	192.335	1501	0.128		
	Total	194.874	1505			
True / False [The main reason I go outside for leisure is to Geocache.]	Between Groups	0.334	4	0.084	0.334	0.855
	Within Groups	375.486	1501	0.25		
	Total	375.82	1505			
True / False [I have in the past used, or plan in the future to use, Geocaching for business purposes (e.g., team building, networking).]	Between Groups	0.481	4	0.12	1.026	0.393
	Within Groups	175.886	1501	0.117		
	Total	176.367	1505			
Experience	Between Groups	737.273	4	184.318	45.381	0
	Within Groups	6096.449	1501	4.062		
	Total	6833.721	1505			
Look	Between Groups	2.421	4	0.605	1.746	0.137
	Within Groups	520.261	1501	0.347		
	Total	522.683	1505			

Multiple Comparisons

Tukey HSD

*. The mean difference is significant at the 0.05 level.

Dependent Variable

Approximately how many caches have you found?

(I) Continent	(J) Continent	Mean Difference (I-J)	Std. Error	Sig.
Africa	Asia	-325.504	694.581	0.99
	Europe	-686.44	544.341	0.715
	North America	-2421.628*	528.384	0
	Oceania	-1335.06	585.195	0.151
Asia	Africa	325.504	694.581	0.99
	Europe	-360.936	514.85	0.956
	North America	-2096.123*	497.948	0
Europe	Oceania	-1009.55	557.868	0.368
	Africa	686.44	544.341	0.715
	Asia	360.936	514.85	0.956
North America	North America	-1735.187*	248.628	0
	Oceania	-648.616	353.667	0.354
	Africa	2421.628*	528.384	0
	Asia	2096.123*	497.948	0
Oceania	Europe	1735.187*	248.628	0
	Oceania	1086.571*	328.576	0.009
	Africa	1335.056	585.195	0.151
Africa	Asia	1009.552	557.868	0.368
	Europe	648.616	353.667	0.354
	North America	-1086.571*	328.576	0.009
Asia	Asia	-89.186*	26.37	0.007
	Europe	-3.448	20.666	1
	North America	-40.24	20.061	0.264
	Oceania	-24.692	22.218	0.801
Europe	Africa	89.186*	26.37	0.007
	Europe	85.737*	19.547	0
	North America	48.946	18.905	0.073
North America	Oceania	64.493*	21.18	0.02
	Africa	3.448	20.666	1
	Asia	-85.737*	19.547	0
Africa	North America	-36.792*	9.439	0.001
	Oceania	-21.244	13.427	0.509
	Africa	40.24	20.061	0.264
Asia	-48.946	18.905	0.073	

Approximately how many trackables (e.g. travel bugs geocoins) have you logged?		Europe	36.792*	9.439	0.001
		Oceania	15.548	12.475	0.724
	Oceania	Africa	24.692	22.218	0.801
		Asia	-64.493*	21.18	0.02
		Europe	21.244	13.427	0.509
		North America	-15.548	12.475	0.724
	Africa	Asia	135.181	119.466	0.79
		Europe	-38.776	93.64	0.994
		North America	-176.415	90.905	0.296
		Oceania	-53.457	100.716	0.984
	Asia	Africa	-135.181	119.466	0.79
		Europe	-173.956	88.568	0.284
	North America	-311.596*	85.671	0.003	
	Oceania	-188.638	96.019	0.284	
Europe	Africa	38.776	93.64	0.994	
	Asia	173.956	88.568	0.284	
	North America	-137.639*	42.848	0.012	
	Oceania	-14.682	60.959	0.999	
North America	Africa	176.415	90.905	0.296	
	Asia	311.596*	85.671	0.003	
	Europe	137.639*	42.848	0.012	
	Oceania	122.958	56.669	0.192	
Oceania	Africa	53.457	100.716	0.984	
	Asia	188.638	96.019	0.284	
	Europe	14.682	60.959	0.999	
	North America	-122.958	56.669	0.192	
Africa	Asia	3.289	33.272	1	
Approximately how many trackables do you own?		Europe	1.102	26.08	1
		North America	-45.476	25.312	0.376
		Oceania	-1.672	28.032	1
	Asia	Africa	-3.289	33.272	1
		Europe	-2.187	24.667	1
		North America	-48.765	23.855	0.245
		Oceania	-4.961	26.723	1
	Europe	Africa	-1.102	26.08	1
		Asia	2.187	24.667	1
		North America	-46.578*	11.922	0.001
		Oceania	-2.774	16.948	1
	North America	Africa	45.476	25.312	0.376
	Asia	48.765	23.855	0.245	
	Europe	46.578*	11.922	0.001	
	Oceania	43.804*	15.742	0.043	
Oceania	Africa	1.672	28.032	1	
	Asia	4.961	26.723	1	
	Europe	2.774	16.948	1	
	North America	-43.804*	15.742	0.043	
Africa	Asia	0.584	62.994	1	
Approximately how many souvenirs/badges have you earned?		Europe	-5.323	49.504	1
		North America	-12.95	48.096	0.999
		Oceania	-79.165	53.48	0.576
	Asia	Africa	-0.584	62.994	1
		Europe	-5.907	46.509	1
		North America	-13.534	45.007	0.998
		Oceania	-79.75	50.72	0.515
	Europe	Africa	5.323	49.504	1
		Asia	5.907	46.509	1
		North America	-7.627	22.539	0.997
		Oceania	-73.842	32.479	0.154
	North America	Africa	12.95	48.096	0.999
	Asia	13.534	45.007	0.998	
	Europe	7.627	22.539	0.997	
	Oceania	-66.215	30.29	0.185	
Oceania	Africa	79.165	53.48	0.576	
	Asia	79.75	50.72	0.515	
	Europe	73.842	32.479	0.154	

How many Geocaching events have you attended?

	North America	66.215	30.29	0.185
Africa	Asia	4.681	6.623	0.955
	Europe	-1.953	5.191	0.996
	North America	-24.244*	5.039	0
	Oceania	-3.708	5.58	0.964
Asia	Africa	-4.681	6.623	0.955
	Europe	-6.634	4.91	0.659
	North America	-28.924*	4.749	0
	Oceania	-8.388	5.319	0.512
Europe	Africa	1.953	5.191	0.996
	Asia	6.634	4.91	0.659
	North America	-22.290*	2.375	0
	Oceania	-1.754	3.373	0.985
North America	Africa	24.244*	5.039	0
	Asia	28.924*	4.749	0
	Europe	22.290*	2.375	0
	Oceania	20.536*	3.135	0
Oceania	Africa	3.708	5.58	0.964
	Asia	8.388	5.319	0.512
	Europe	1.754	3.373	0.985
	North America	-20.536*	3.135	0

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Socializing]

	Asia	-0.316	0.304	0.838
	Europe	-0.198	0.238	0.922
	North America	-0.594	0.231	0.077
	Oceania	-0.097	0.256	0.996
Asia	Africa	0.316	0.304	0.838
	Europe	0.118	0.226	0.985
	North America	-0.278	0.218	0.706
	Oceania	0.218	0.244	0.9
Europe	Africa	0.198	0.238	0.922
	Asia	-0.118	0.226	0.985
	North America	-0.396*	0.109	0.003
	Oceania	0.1	0.155	0.967
North America	Africa	0.594	0.231	0.077
	Asia	0.278	0.218	0.706
	Europe	.396*	0.109	0.003
	Oceania	.497*	0.144	0.005
Oceania	Africa	0.097	0.256	0.996
	Asia	-0.218	0.244	0.9
	Europe	-0.1	0.155	0.967
	North America	-0.497*	0.144	0.005

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Exploring]

	Asia	1.010*	0.213	0
	Europe	.589*	0.167	0.004
	North America	-0.002	0.162	1
	Oceania	0.215	0.179	0.751
Asia	Africa	-1.010*	0.213	0
	Europe	-0.421	0.158	0.059
	North America	-1.012*	0.153	0
	Oceania	-.795*	0.171	0
Europe	Africa	-0.589*	0.167	0.004
	Asia	0.421	0.158	0.059
	North America	-.591*	0.076	0
	Oceania	-.374*	0.108	0.005
North America	Africa	0.002	0.162	1
	Asia	1.012*	0.153	0
	Europe	.591*	0.076	0
	Oceania	0.217	0.101	0.196
Oceania	Africa	-0.215	0.179	0.751
	Asia	.795*	0.171	0
	Europe	.374*	0.108	0.005
	North America	-0.217	0.101	0.196

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Getting exercise]

	Asia	0.314	0.229	0.648
	Europe	-0.48	0.18	0.059
	North America	-.554*	0.174	0.013
	Oceania	-0.344	0.193	0.387

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Enjoying nature]	Asia	Africa	-0.314	0.229	0.648
		Europe	-.793*	0.17	0
		North America	-.867*	0.164	0
		Oceania	-.657*	0.184	0.003
	Europe	Africa	0.48	0.18	0.059
		Asia	.793*	0.17	0
		North America	-0.074	0.082	0.896
		Oceania	0.136	0.117	0.771
	North America	Africa	.554*	0.174	0.013
		Asia	.867*	0.164	0
		Europe	0.074	0.082	0.896
		Oceania	0.21	0.108	0.299
	Oceania	Africa	0.344	0.193	0.387
		Asia	.657*	0.184	0.003
		Europe	-0.136	0.117	0.771
		North America	-0.21	0.108	0.299
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Collecting souvenirs/badges]	Africa	Asia	.960*	0.211	0
		Europe	0.401	0.165	0.109
		North America	0.032	0.16	1
		Oceania	0.41	0.178	0.142
	Asia	Africa	-.960*	0.211	0
		Europe	-.560*	0.156	0.003
		North America	-.929*	0.151	0
		Oceania	-.550*	0.169	0.01
	Europe	Africa	-0.401	0.165	0.109
		Asia	.560*	0.156	0.003
		North America	-.369*	0.075	0
		Oceania	0.009	0.107	1
	North America	Africa	-0.032	0.16	1
		Asia	.929*	0.151	0
		Europe	.369*	0.075	0
		Oceania	.378*	0.1	0.001
Oceania	Africa	-0.41	0.178	0.142	
	Asia	.550*	0.169	0.01	
	Europe	-0.009	0.107	1	
	North America	-.378*	0.1	0.001	
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Excitement of the hunt]	Africa	Asia	0.006	0.273	1
		Europe	0.14	0.214	0.965
		North America	0.003	0.208	1
		Oceania	0.61	0.23	0.062
	Asia	Africa	-0.006	0.273	1
		Europe	0.134	0.202	0.964
		North America	-0.003	0.196	1
		Oceania	.604*	0.219	0.047
	Europe	Africa	-0.14	0.214	0.965
		Asia	-0.134	0.202	0.964
		North America	-0.137	0.098	0.623
		Oceania	.470*	0.139	0.007
	North America	Africa	-0.003	0.208	1
		Asia	0.003	0.196	1
		Europe	0.137	0.098	0.623
		Oceania	.607*	0.129	0
Oceania	Africa	-0.61	0.23	0.062	
	Asia	-.604*	0.219	0.047	
	Europe	-.470*	0.139	0.007	
	North America	-.607*	0.129	0	
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Excitement of the hunt]	Africa	Asia	0.046	0.242	1
		Europe	0.188	0.19	0.861
		North America	-0.113	0.184	0.973
		Oceania	0.236	0.204	0.777
	Asia	Africa	-0.046	0.242	1
	Europe	0.142	0.18	0.933	
	North America	-0.159	0.174	0.891	

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Physical challenge]

	Oceania	0.19	0.195	0.865
Europe	Africa	-0.188	0.19	0.861
	Asia	-0.142	0.18	0.933
	North America	-.301*	0.087	0.005
	Oceania	0.048	0.123	0.995
North America	Africa	0.113	0.184	0.973
	Asia	0.159	0.174	0.891
	Europe	.301*	0.087	0.005
	Oceania	.349*	0.115	0.02
Oceania	Africa	-0.236	0.204	0.777
	Asia	-0.19	0.195	0.865
	Europe	-0.048	0.123	0.995
	North America	-.349*	0.115	0.02
Africa	Asia	1.255*	0.254	0

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Discovering New places]

	Europe	0.063	0.199	0.998
	North America	-0.062	0.193	0.998
	Oceania	-0.092	0.214	0.993
Asia	Africa	-1.255*	0.254	0
	Europe	-1.192*	0.188	0
	North America	-1.317*	0.182	0
	Oceania	-1.347*	0.204	0
Europe	Africa	-0.063	0.199	0.998
	Asia	1.192*	0.188	0
	North America	-0.125	0.091	0.644
	Oceania	-0.155	0.129	0.752
North America	Africa	0.062	0.193	0.998
	Asia	1.317*	0.182	0
	Europe	0.125	0.091	0.644
	Oceania	-0.03	0.12	0.999
Oceania	Africa	0.092	0.214	0.993
	Asia	1.347*	0.204	0
	Europe	0.155	0.129	0.752
	North America	0.03	0.12	0.999
Africa	Asia	0.475	0.244	0.29

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Being outdoors]

	Europe	0.174	0.191	0.892
	North America	-0.019	0.185	1
	Oceania	0.144	0.205	0.957
Asia	Africa	-0.475	0.244	0.29
	Europe	-0.301	0.181	0.454
	North America	-.494*	0.175	0.038
	Oceania	-0.332	0.196	0.436
Europe	Africa	-0.174	0.191	0.892
	Asia	0.301	0.181	0.454
	North America	-0.193	0.087	0.175
	Oceania	-0.031	0.124	0.999
North America	Africa	0.019	0.185	1
	Asia	.494*	0.175	0.038
	Europe	0.193	0.087	0.175
	Oceania	0.162	0.115	0.622
Oceania	Africa	-0.144	0.205	0.957
	Asia	0.332	0.196	0.436
	Europe	0.031	0.124	0.999
	North America	-0.162	0.115	0.622
Africa	Asia	.764*	0.239	0.013
	Europe	0.146	0.188	0.938
	North America	-0.149	0.182	0.926
	Oceania	0.174	0.202	0.91
Asia	Africa	-.764*	0.239	0.013
	Europe	-.618*	0.177	0.005
	North America	-.912*	0.172	0
	Oceania	-.589*	0.192	0.019
Europe	Africa	-0.146	0.188	0.938
	Asia	.618*	0.177	0.005

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Spending time with family]

	North America	-.294*	0.086	0.006
	Oceania	0.029	0.122	0.999
North America	Africa	0.149	0.182	0.926
	Asia	.912*	0.172	0
	Europe	.294*	0.086	0.006
	Oceania	.323*	0.113	0.036
Oceania	Africa	-0.174	0.202	0.91
	Asia	.589*	0.192	0.019
	Europe	-0.029	0.122	0.999
	North America	-.323*	0.113	0.036
Africa	Asia	2.179*	0.358	0

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]

	Europe	.813*	0.28	0.031
	North America	0.498	0.272	0.356
	Oceania	1.077*	0.301	0.003
Asia	Africa	-2.179*	0.358	0
	Europe	-1.366*	0.265	0
	North America	-1.681*	0.256	0
	Oceania	-1.102*	0.287	0.001
Europe	Africa	-.813*	0.28	0.031
	Asia	1.366*	0.265	0
	North America	-0.315	0.128	0.1
	Oceania	0.264	0.182	0.597
North America	Africa	-0.498	0.272	0.356
	Asia	1.681*	0.256	0
	Europe	0.315	0.128	0.1
	Oceania	.579*	0.169	0.006
Oceania	Africa	-1.077*	0.301	0.003
	Asia	1.102*	0.287	0.001
	Europe	-0.264	0.182	0.597
	North America	-.579*	0.169	0.006
Africa	Asia	-0.26	0.297	0.905

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Trackables (e.g., travel bugs, geocoins)]

	Europe	0.064	0.233	0.999
	North America	0.08	0.226	0.997
	Oceania	-0.041	0.25	1
Asia	Africa	0.26	0.297	0.905
	Europe	0.324	0.22	0.58
	North America	0.341	0.213	0.498
	Oceania	0.219	0.238	0.889
Europe	Africa	-0.064	0.233	0.999
	Asia	-0.324	0.22	0.58
	North America	0.016	0.106	1
	Oceania	-0.105	0.151	0.958
North America	Africa	-0.08	0.226	0.997
	Asia	-0.341	0.213	0.498
	Europe	-0.016	0.106	1
	Oceania	-0.121	0.14	0.911
Oceania	Africa	0.041	0.25	1
	Asia	-0.219	0.238	0.889
	Europe	0.105	0.151	0.958
	North America	0.121	0.14	0.911
Africa	Asia	-0.631	0.285	0.175
	Europe	0.041	0.223	1
	North America	-0.103	0.217	0.989
	Oceania	0.467	0.24	0.295
Asia	Africa	0.631	0.285	0.175
	Europe	.671*	0.211	0.013
	North America	0.527	0.204	0.074
	Oceania	1.097*	0.229	0
Europe	Africa	-0.041	0.223	1
	Asia	-.671*	0.211	0.013
	North America	-0.144	0.102	0.62
	Oceania	.426*	0.145	0.028

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on puzzles]

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Hiding caches]

	North America	Africa	0.103	0.217	0.989
		Asia	-0.527	0.204	0.074
		Europe	0.144	0.102	0.62
		Oceania	.570*	0.135	0
Oceania		Africa	-0.467	0.24	0.295
		Asia	-1.097*	0.229	0
		Europe	-.426*	0.145	0.028
		North America	-.570*	0.135	0
Africa		Asia	0.026	0.313	1
		Europe	-0.128	0.245	0.985
		North America	0.366	0.238	0.539
		Oceania	0.174	0.264	0.965
Asia		Africa	-0.026	0.313	1
		Europe	-0.153	0.232	0.965
		North America	0.34	0.224	0.552
		Oceania	0.149	0.251	0.976
Europe		Africa	0.128	0.245	0.985
		Asia	0.153	0.232	0.965
		North America	.493*	0.112	0
		Oceania	0.302	0.159	0.32
North America		Africa	-0.366	0.238	0.539
		Asia	-0.34	0.224	0.552
		Europe	-.493*	0.112	0
		Oceania	-0.191	0.148	0.696
Oceania		Africa	-0.174	0.264	0.965
		Asia	-0.149	0.251	0.976
		Europe	-0.302	0.159	0.32
		North America	0.191	0.148	0.696
Africa		Asia	0.161	0.258	0.972
		Europe	0.189	0.202	0.884
		North America	-0.071	0.196	0.996
		Oceania	0.195	0.218	0.899
Asia		Africa	-0.161	0.258	0.972
		Europe	0.028	0.191	1
		North America	-0.232	0.185	0.721
		Oceania	0.034	0.207	1
Europe		Africa	-0.189	0.202	0.884
		Asia	-0.028	0.191	1
		North America	-.260*	0.092	0.04
		Oceania	0.006	0.132	1
North America		Africa	0.071	0.196	0.996
		Asia	0.232	0.185	0.721
		Europe	.260*	0.092	0.04
		Oceania	0.266	0.122	0.189
Oceania		Africa	-0.195	0.218	0.899
		Asia	-0.034	0.207	1
		Europe	-0.006	0.132	1
		North America	-0.266	0.122	0.189
Africa		Asia	-0.518	0.304	0.432
		Europe	0.193	0.238	0.928
		North America	0.105	0.231	0.991
		Oceania	0.185	0.256	0.952
Asia		Africa	0.518	0.304	0.432
		Europe	.710*	0.225	0.014
		North America	.623*	0.218	0.035
		Oceania	.702*	0.244	0.033
Europe		Africa	-0.193	0.238	0.928
		Asia	-.710*	0.225	0.014
		North America	-0.088	0.109	0.928
		Oceania	-0.008	0.155	1
North America		Africa	-0.105	0.231	0.991
		Asia	-.623*	0.218	0.035
		Europe	0.088	0.109	0.928
		Oceania	0.08	0.144	0.981

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Competing with others (e.g., FTF)]	Oceania	Africa	-0.185	0.256	0.952
		Asia	-.702*	0.244	0.033
		Europe	0.008	0.155	1
		North America	-0.08	0.144	0.981
	Africa	Asia	0.515	0.335	0.539
		Europe	-0.052	0.263	1
		North America	-0.211	0.255	0.922
		Oceania	-0.282	0.282	0.856
	Asia	Africa	-0.515	0.335	0.539
		Europe	-0.567	0.248	0.151
		North America	-.726*	0.24	0.022
		Oceania	-.797*	0.269	0.026
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on Challenge Cache requirements.]	Europe	Africa	0.052	0.263	1
		Asia	0.567	0.248	0.151
		North America	-0.159	0.12	0.676
		Oceania	-0.23	0.171	0.661
	North America	Africa	0.211	0.255	0.922
		Asia	.726*	0.24	0.022
		Europe	0.159	0.12	0.676
		Oceania	-0.071	0.159	0.992
	Oceania	Africa	0.282	0.282	0.856
		Asia	.797*	0.269	0.026
		Europe	0.23	0.171	0.661
		North America	0.071	0.159	0.992
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Filling in Statistical grids (e.g., D/T, find date)]	Africa	Asia	1.008*	0.322	0.015
		Europe	0.648	0.253	0.077
		North America	-0.059	0.245	0.999
		Oceania	0.426	0.272	0.519
	Asia	Africa	-1.008*	0.322	0.015
		Europe	-0.36	0.239	0.559
		North America	-1.067*	0.231	0
		Oceania	-0.582	0.259	0.162
	Europe	Africa	-0.648	0.253	0.077
		Asia	0.36	0.239	0.559
		North America	-.708*	0.115	0
		Oceania	-0.223	0.164	0.656
	North America	Africa	0.059	0.245	0.999
		Asia	1.067*	0.231	0
		Europe	.708*	0.115	0
		Oceania	.485*	0.152	0.013
	Oceania	Africa	-0.426	0.272	0.519
		Asia	0.582	0.259	0.162
		Europe	0.223	0.164	0.656
		North America	-.485*	0.152	0.013
	Africa	Asia	0.634	0.33	0.306
		Europe	0.147	0.259	0.98
		North America	-0.348	0.251	0.636
		Oceania	0.056	0.278	1
	Asia	Africa	-0.634	0.33	0.306
		Europe	-0.487	0.245	0.27
		North America	-.982*	0.237	0
		Oceania	-0.578	0.265	0.188
	Europe	Africa	-0.147	0.259	0.98
		Asia	0.487	0.245	0.27
		North America	-.495*	0.118	0
		Oceania	-0.09	0.168	0.983
	North America	Africa	0.348	0.251	0.636
		Asia	.982*	0.237	0
		Europe	.495*	0.118	0
		Oceania	0.404	0.156	0.072
	Oceania	Africa	-0.056	0.278	1
		Asia	0.578	0.265	0.188

		Europe	0.09	0.168	0.983
		North America	-0.404	0.156	0.072
	Africa	Asia	-0.059	0.19	0.998
		Europe	.515*	0.149	0.005
		North America	0.359	0.144	0.095
		Oceania	0.318	0.16	0.272
	Asia	Africa	0.059	0.19	0.998
		Europe	.574*	0.141	0
		North America	.418*	0.136	0.018
		Oceania	0.377	0.152	0.097
	Europe	Africa	-.515*	0.149	0.005
		Asia	-.574*	0.141	0
		North America	-0.156	0.068	0.145
		Oceania	-0.197	0.097	0.247
	North America	Africa	-0.359	0.144	0.095
		Asia	-.418*	0.136	0.018
		Europe	0.156	0.068	0.145
		Oceania	-0.041	0.09	0.991
	Oceania	Africa	-0.318	0.16	0.272
		Asia	-0.377	0.152	0.097
		Europe	0.197	0.097	0.247
		North America	0.041	0.09	0.991
	Africa	Asia	-0.307	0.174	0.399
		Europe	0.119	0.137	0.907
		North America	0.115	0.133	0.908
		Oceania	.421*	0.147	0.035
	Asia	Africa	0.307	0.174	0.399
		Europe	.426*	0.129	0.009
		North America	.422*	0.125	0.007
		Oceania	.727*	0.14	0
	Europe	Africa	-0.119	0.137	0.907
		Asia	-.426*	0.129	0.009
		North America	-0.004	0.062	1
		Oceania	.301*	0.089	0.006
	North America	Africa	-0.115	0.133	0.908
		Asia	-.422*	0.125	0.007
		Europe	0.004	0.062	1
		Oceania	.305*	0.083	0.002
	Oceania	Africa	-.421*	0.147	0.035
		Asia	-.727*	0.14	0
		Europe	-.301*	0.089	0.006
		North America	-.305*	0.083	0.002
	Africa	Asia	-0.38	0.15	0.082
		Europe	-.465*	0.117	0.001
		North America	-0.242	0.114	0.208
		Oceania	-0.149	0.126	0.763
	Asia	Africa	0.38	0.15	0.082
		Europe	-0.084	0.111	0.942
		North America	0.138	0.107	0.7
		Oceania	0.232	0.12	0.303
	Europe	Africa	.465*	0.117	0.001
		Asia	0.084	0.111	0.942
		North America	.222*	0.054	0
		Oceania	.316*	0.076	0
	North America	Africa	0.242	0.114	0.208
		Asia	-0.138	0.107	0.7
		Europe	-.222*	0.054	0
		Oceania	0.094	0.071	0.677
	Oceania	Africa	0.149	0.126	0.763
		Asia	-0.232	0.12	0.303
		Europe	-.316*	0.076	0

Please indicate the level of your agreement with the following statements. [It is important to me to be the first to find on a cache.]

Please indicate the level of your agreement with the following statements. [I enjoy micro/nano caches.]

Please indicate the level of your agreement with the following statements. [Many caches have incorrect difficulty or terrain ratings.]

Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]

	North America	-0.094	0.071	0.677
Africa	Asia	-0.341	0.182	0.33
	Europe	0.129	0.143	0.894
	North America	.556*	0.138	0.001
	Oceania	0.287	0.153	0.332
Asia	Africa	0.341	0.182	0.33
	Europe	.471*	0.135	0.004
	North America	.897*	0.13	0
	Oceania	.629*	0.146	0
Europe	Africa	-0.129	0.143	0.894
	Asia	-.471*	0.135	0.004
	North America	.426*	0.065	0
	Oceania	0.158	0.093	0.431
North America	Africa	-.556*	0.138	0.001
	Asia	-.897*	0.13	0
	Europe	-.426*	0.065	0
	Oceania	-.268*	0.086	0.016
Oceania	Africa	-0.287	0.153	0.332
	Asia	-.629*	0.146	0
	Europe	-0.158	0.093	0.431
	North America	.268*	0.086	0.016

Please indicate the level of your agreement with the following statements. [There are too many unsolvable puzzles.]

Africa	Asia	-0.152	0.178	0.913
	Europe	-0.052	0.14	0.996
	North America	0.053	0.136	0.995
	Oceania	0.051	0.15	0.997
Asia	Africa	0.152	0.178	0.913
	Europe	0.1	0.132	0.942
	North America	0.206	0.128	0.491
	Oceania	0.204	0.143	0.613
Europe	Africa	0.052	0.14	0.996
	Asia	-0.1	0.132	0.942
	North America	0.105	0.064	0.464
	Oceania	0.103	0.091	0.786
North America	Africa	-0.053	0.136	0.995
	Asia	-0.206	0.128	0.491
	Europe	-0.105	0.064	0.464
	Oceania	-0.002	0.084	1
Oceania	Africa	-0.051	0.15	0.997
	Asia	-0.204	0.143	0.613
	Europe	-0.103	0.091	0.786
	North America	0.002	0.084	1

Please indicate the level of your agreement with the following statements. [New hiders should find at least 100 caches before placing their first cache.]

Africa	Asia	0.424	0.213	0.269
	Europe	-0.418	0.167	0.089
	North America	-.478*	0.162	0.026
	Oceania	-0.154	0.179	0.912
Asia	Africa	-0.424	0.213	0.269
	Europe	-.842*	0.158	0
	North America	-.902*	0.152	0
	Oceania	-.578*	0.171	0.007
Europe	Africa	0.418	0.167	0.089
	Asia	.842*	0.158	0
	North America	-0.059	0.076	0.936
	Oceania	0.264	0.108	0.105
North America	Africa	.478*	0.162	0.026
	Asia	.902*	0.152	0
	Europe	0.059	0.076	0.936
	Oceania	.324*	0.101	0.011
Oceania	Africa	0.154	0.179	0.912
	Asia	.578*	0.171	0.007
	Europe	-0.264	0.108	0.105
	North America	-.324*	0.101	0.011

Please indicate the level of your agreement with the following statements. [Too many cache owners neglect their caches.]	Africa	Asia	0.199	0.156	0.704
		Europe	-0.055	0.122	0.991
		North America	-0.189	0.118	0.498
		Oceania	-0.031	0.131	0.999
	Asia	Africa	-0.199	0.156	0.704
		Europe	-0.254	0.115	0.179
		North America	-.389*	0.112	0.005
		Oceania	-0.23	0.125	0.351
	Europe	Africa	0.055	0.122	0.991
		Asia	0.254	0.115	0.179
		North America	-0.134	0.056	0.113
		Oceania	0.024	0.079	0.998
	North America	Africa	0.189	0.118	0.498
	Asia	.389*	0.112	0.005	
	Europe	0.134	0.056	0.113	
	Oceania	0.159	0.074	0.198	
Oceania	Africa	0.031	0.131	0.999	
	Asia	0.23	0.125	0.351	
	Europe	-0.024	0.079	0.998	
	North America	-0.159	0.074	0.198	
Please indicate the level of your agreement with the following statements. [It is important to me to have a large number of cache finds.]	Africa	Asia	0.13	0.178	0.95
		Europe	0.353	0.14	0.084
		North America	0.171	0.136	0.713
		Oceania	0.164	0.15	0.81
	Asia	Africa	-0.13	0.178	0.95
		Europe	0.224	0.132	0.437
		North America	0.042	0.128	0.997
		Oceania	0.035	0.143	0.999
	Europe	Africa	-0.353	0.14	0.084
		Asia	-0.224	0.132	0.437
		North America	-.182*	0.064	0.035
		Oceania	-0.189	0.091	0.227
	North America	Africa	-0.171	0.136	0.713
	Asia	-0.042	0.128	0.997	
	Europe	.182*	0.064	0.035	
	Oceania	-0.007	0.084	1	
Oceania	Africa	-0.164	0.15	0.81	
	Asia	-0.035	0.143	0.999	
	Europe	0.189	0.091	0.227	
	North America	0.007	0.084	1	
Please indicate the level of your agreement with the following statements. [It is important to me to place creative containers.]	Africa	Asia	0.252	0.176	0.607
		Europe	0.275	0.138	0.269
		North America	0.349	0.134	0.07
		Oceania	.410*	0.148	0.045
	Asia	Africa	-0.252	0.176	0.607
		Europe	0.023	0.13	1
		North America	0.097	0.126	0.94
		Oceania	0.158	0.141	0.796
	Europe	Africa	-0.275	0.138	0.269
		Asia	-0.023	0.13	1
		North America	0.074	0.063	0.77
		Oceania	0.135	0.09	0.557
	North America	Africa	-0.349	0.134	0.07
	Asia	-0.097	0.126	0.94	
	Europe	-0.074	0.063	0.77	
	Oceania	0.062	0.083	0.947	
Oceania	Africa	-.410*	0.148	0.045	
	Asia	-0.158	0.141	0.796	
	Europe	-0.135	0.09	0.557	
	North America	-0.062	0.083	0.947	
Please indicate the level of your agreement	Africa	Asia	0.092	0.202	0.991

with the following statements. [It is important to me to create interesting puzzles.]

	Europe	0.237	0.158	0.565
	North America	0.194	0.153	0.714
	Oceania	0.021	0.17	1
Asia	Africa	-0.092	0.202	0.991
	Europe	0.144	0.15	0.871
	North America	0.101	0.145	0.956
	Oceania	-0.072	0.162	0.992
Europe	Africa	-0.237	0.158	0.565
	Asia	-0.144	0.15	0.871
	North America	-0.043	0.072	0.976
	Oceania	-0.216	0.103	0.219
North America	Africa	-0.194	0.153	0.714
	Asia	-0.101	0.145	0.956
	Europe	0.043	0.072	0.976
	Oceania	-0.173	0.095	0.364
Oceania	Africa	-0.021	0.17	1
	Asia	0.072	0.162	0.992
	Europe	0.216	0.103	0.219
	North America	0.173	0.095	0.364
Africa	Asia	-.504*	0.161	0.016

Please indicate the level of your agreement with the following statements. [It is important for me to log DNFs.]

	Europe	-0.206	0.127	0.478
	North America	-.368*	0.123	0.023
	Oceania	-.436*	0.136	0.012
Asia	Africa	.504*	0.161	0.016
	Europe	0.297	0.12	0.095
	North America	0.135	0.116	0.77
	Oceania	0.068	0.13	0.985
Europe	Africa	0.206	0.127	0.478
	Asia	-0.297	0.12	0.095
	North America	-0.162*	0.058	0.041
	Oceania	-.230*	0.082	0.042
North America	Africa	.368*	0.123	0.023
	Asia	-0.135	0.116	0.77
	Europe	.162*	0.058	0.041
	Oceania	-0.068	0.076	0.903
Oceania	Africa	.436*	0.136	0.012
	Asia	-0.068	0.13	0.985
	Europe	.230*	0.082	0.042
	North America	0.068	0.076	0.903
Africa	Asia	0.438	0.19	0.143

Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]

	Europe	0.175	0.149	0.764
	North America	-0.147	0.144	0.848
	Oceania	-0.179	0.16	0.794
Asia	Africa	-0.438	0.19	0.143
	Europe	-0.263	0.141	0.336
	North America	-.584*	0.136	0
	Oceania	-.617*	0.152	0.001
Europe	Africa	-0.175	0.149	0.764
	Asia	0.263	0.141	0.336
	North America	-.322*	0.068	0
	Oceania	-.355*	0.097	0.002
North America	Africa	0.147	0.144	0.848
	Asia	.584*	0.136	0
	Europe	.322*	0.068	0
	Oceania	-0.033	0.09	0.996
Oceania	Africa	0.179	0.16	0.794
	Asia	.617*	0.152	0.001
	Europe	.355*	0.097	0.002
	North America	0.033	0.09	0.996
Africa	Asia	.575*	0.169	0.006

Please indicate the level of your agreement with the following statements. [I enjoy

finding caches in rougher terrain.]		Europe	-0.15	0.133	0.793
		North America	-0.089	0.129	0.958
		Oceania	-0.072	0.143	0.987
	Asia	Africa	-.575*	0.169	0.006
		Europe	-.725*	0.126	0
		North America	-.664*	0.121	0
		Oceania	-.647*	0.136	0
	Europe	Africa	0.15	0.133	0.793
		Asia	.725*	0.126	0
		North America	0.06	0.061	0.857
		Oceania	0.078	0.086	0.896
	North America	Africa	0.089	0.129	0.958
		Asia	.664*	0.121	0
		Europe	-0.06	0.061	0.857
	True / False [Geocaching is my primary form of exercise.]		Oceania	0.017	0.08
Oceania		Africa	0.072	0.143	0.987
		Asia	.647*	0.136	0
		Europe	-0.078	0.086	0.896
		North America	-0.017	0.08	1
Africa		Asia	-0.116	0.085	0.651
		Europe	-0.047	0.067	0.956
		North America	-0.032	0.065	0.987
		Oceania	0.005	0.072	1
Asia		Africa	0.116	0.085	0.651
		Europe	0.069	0.063	0.808
		North America	0.083	0.061	0.647
		Oceania	0.121	0.068	0.39
Europe		Africa	0.047	0.067	0.956
		Asia	-0.069	0.063	0.808
True / False [I have planned vacations around Geocaching.]		North America	0.014	0.03	0.99
		Oceania	0.052	0.043	0.752
	North America	Africa	0.032	0.065	0.987
		Asia	-0.083	0.061	0.647
		Europe	-0.014	0.03	0.99
		Oceania	0.038	0.04	0.884
	Oceania	Africa	-0.005	0.072	1
		Asia	-0.121	0.068	0.39
		Europe	-0.052	0.043	0.752
		North America	-0.038	0.04	0.884
	Africa	Asia	-0.153	0.082	0.332
		Europe	0.118	0.064	0.351
		North America	-0.025	0.062	0.995
		Oceania	-0.026	0.069	0.996
	Asia	Africa	0.153	0.082	0.332
True / False [I spend most of my free time Geocaching or thinking about it.]		Europe	.271*	0.061	0
		North America	0.128	0.059	0.184
		Oceania	0.127	0.066	0.296
	Europe	Africa	-0.118	0.064	0.351
		Asia	-.271*	0.061	0
		North America	-.143*	0.029	0
		Oceania	-.143*	0.042	0.005
	North America	Africa	0.025	0.062	0.995
		Asia	-0.128	0.059	0.184
		Europe	.143*	0.029	0
		Oceania	0	0.039	1
	Oceania	Africa	0.026	0.069	0.996
		Asia	-0.127	0.066	0.296
		Europe	.143*	0.042	0.005
		North America	0.001	0.039	1
Africa	Asia	-0.141	0.085	0.459	
	Europe	-0.012	0.067	1	
	North America	0.018	0.065	0.999	
	Oceania	-0.031	0.072	0.993	
Asia	Africa	0.141	0.085	0.459	

True / False [Most of my friends are Geocachers.]

	Europe	0.129	0.063	0.246
	North America	0.159	0.061	0.07
	Oceania	0.11	0.068	0.487
Europe	Africa	0.012	0.067	1
	Asia	-0.129	0.063	0.246
	North America	0.03	0.03	0.859
	Oceania	-0.018	0.043	0.993
North America	Africa	-0.018	0.065	0.999
	Asia	-0.159	0.061	0.07
	Europe	-0.03	0.03	0.859
	Oceania	-0.048	0.04	0.747
Oceania	Africa	0.031	0.072	0.993
	Asia	-0.11	0.068	0.487
	Europe	0.018	0.043	0.993
	North America	0.048	0.04	0.747
Africa	Asia	-0.105	0.075	0.627
	Europe	-0.081	0.059	0.635
	North America	-0.175*	0.057	0.018
	Oceania	-0.097	0.063	0.532
Asia	Africa	0.105	0.075	0.627
	Europe	0.023	0.055	0.993
	North America	-0.071	0.054	0.682
	Oceania	0.007	0.06	1
Europe	Africa	0.081	0.059	0.635
	Asia	-0.023	0.055	0.993
	North America	-0.094*	0.027	0.004
	Oceania	-0.016	0.038	0.993
North America	Africa	0.175*	0.057	0.018
	Asia	0.071	0.054	0.682
	Europe	0.094*	0.027	0.004
	Oceania	0.078	0.035	0.179
Oceania	Africa	0.097	0.063	0.532
	Asia	-0.007	0.06	1
	Europe	0.016	0.038	0.993
	North America	-0.078	0.035	0.179
Africa	Asia	-0.007	0.045	1
	Europe	0.073	0.035	0.225
	North America	-0.02	0.034	0.976
	Oceania	0.036	0.038	0.876
Asia	Africa	0.007	0.045	1
	Europe	0.081	0.033	0.106
	North America	-0.013	0.032	0.995
	Oceania	0.043	0.036	0.746
Europe	Africa	-0.073	0.035	0.225
	Asia	-0.081	0.033	0.106
	North America	-0.093*	0.016	0
	Oceania	-0.037	0.023	0.472
North America	Africa	0.02	0.034	0.976
	Asia	0.013	0.032	0.995
	Europe	0.093*	0.016	0
	Oceania	0.056	0.021	0.062
Oceania	Africa	-0.036	0.038	0.876
	Asia	-0.043	0.036	0.746
	Europe	0.037	0.023	0.472
	North America	-0.056	0.021	0.062
Africa	Asia	-0.162	0.081	0.272
	Europe	0.067	0.064	0.834
	North America	-0.077	0.062	0.726
	Oceania	-0.005	0.068	1
Asia	Africa	0.162	0.081	0.272
	Europe	0.228*	0.06	0.001
	North America	0.085	0.058	0.591
	Oceania	0.156	0.065	0.116
Europe	Africa	-0.067	0.064	0.834
	Asia	-0.228*	0.06	0.001

True / False [I have introduced someone to Geocaching.]

True / False [I consider myself a collector, even outside of Geocaching.]

		North America	-0.143*	0.029	0
		Oceania	-0.072	0.041	0.413
	North America	Africa	0.077	0.062	0.726
		Asia	-0.085	0.058	0.591
		Europe	0.143*	0.029	0
		Oceania	0.072	0.038	0.337
	Oceania	Africa	0.005	0.068	1
		Asia	-0.156	0.065	0.116
		Europe	0.072	0.041	0.413
		North America	-0.072	0.038	0.337
	Africa	Asia	-0.125	0.061	0.244
		Europe	-0.114	0.048	0.12
		North America	-0.11	0.046	0.122
		Oceania	-0.005	0.051	1
	Asia	Africa	0.125	0.061	0.244
		Europe	0.011	0.045	0.999
		North America	0.015	0.044	0.997
		Oceania	0.119	0.049	0.105
	Europe	Africa	0.114	0.048	0.12
		Asia	-0.011	0.045	0.999
		North America	0.004	0.022	1
		Oceania	0.109*	0.031	0.004
	North America	Africa	0.11	0.046	0.122
		Asia	-0.015	0.044	0.997
		Europe	-0.004	0.022	1
		Oceania	0.105*	0.029	0.003
	Oceania	Africa	0.005	0.051	1
		Asia	-0.119	0.049	0.105
		Europe	-0.109*	0.031	0.004
		North America	-0.105*	0.029	0.003
	Africa	Asia	0.031	0.085	0.996
		Europe	0.014	0.067	1
		North America	-0.016	0.065	0.999
		Oceania	0.005	0.072	1
	Asia	Africa	-0.031	0.085	0.996
		Europe	-0.017	0.063	0.999
		North America	-0.047	0.061	0.94
		Oceania	-0.026	0.068	0.996
	Europe	Africa	-0.014	0.067	1
		Asia	0.017	0.063	0.999
		North America	-0.029	0.03	0.872
		Oceania	-0.008	0.043	1
	North America	Africa	0.016	0.065	0.999
		Asia	0.047	0.061	0.94
		Europe	0.029	0.03	0.872
		Oceania	0.021	0.04	0.985
	Oceania	Africa	-0.005	0.072	1
		Asia	0.026	0.068	0.996
		Europe	0.008	0.043	1
		North America	-0.021	0.04	0.985
	Africa	Asia	0.048	0.058	0.925
		Europe	0.049	0.046	0.823
		North America	0.02	0.044	0.992
		Oceania	0.062	0.049	0.719
	Asia	Africa	-0.048	0.058	0.925
		Europe	0.001	0.043	1
		North America	-0.028	0.042	0.963
		Oceania	0.014	0.047	0.998
	Europe	Africa	-0.049	0.046	0.823
		Asia	-0.001	0.043	1
		North America	-0.029	0.021	0.633
		Oceania	0.013	0.03	0.993
	North America	Africa	-0.02	0.044	0.992

True / False [I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).]

True / False [The main reason I go outside for leisure is to Geocache.]

True / False [I have in the past used, or plan in the future to use, Geocaching for business purposes (e.g., team building, networking).]

	Asia	0.028	0.042	0.963
	Europe	0.029	0.021	0.633
	Oceania	0.042	0.028	0.549
Experience	Africa	-0.062	0.049	0.719
	Asia	-0.014	0.047	0.998
	Europe	-0.013	0.03	0.993
	North America	-0.042	0.028	0.549
Africa	Asia	-0.502	0.343	0.586
	Europe	-0.335	0.268	0.724
	North America	-1.822*	0.261	0
	Oceania	-1.282*	0.289	0
Asia	Africa	0.502	0.343	0.586
	Europe	0.167	0.254	0.965
	North America	-1.320*	0.246	0
	Oceania	-0.780*	0.275	0.037
Europe	Africa	0.335	0.268	0.724
	Asia	-0.167	0.254	0.965
	North America	-1.487*	0.123	0
	Oceania	-0.948*	0.174	0
North America	Africa	1.822*	0.261	0
	Asia	1.320*	0.246	0
	Europe	1.487*	0.123	0
	Oceania	0.540*	0.162	0.008
Oceania	Africa	1.282*	0.289	0
	Asia	0.780*	0.275	0.037
	Europe	0.948*	0.174	0
	North America	-0.540*	0.162	0.008
Look	Africa	0.104	0.1	0.839
	Europe	-0.019	0.078	0.999
	North America	0.048	0.076	0.969
	Oceania	0.092	0.084	0.809
Asia	Africa	-0.104	0.1	0.839
	Europe	-0.122	0.074	0.467
	North America	-0.055	0.072	0.94
	Oceania	-0.011	0.08	1
Europe	Africa	0.019	0.078	0.999
	Asia	0.122	0.074	0.467
	North America	0.067	0.036	0.331
	Oceania	0.111	0.051	0.188
North America	Africa	-0.048	0.076	0.969
	Asia	0.055	0.072	0.94
	Europe	-0.067	0.036	0.331
	Oceania	0.044	0.047	0.887
Oceania	Africa	-0.092	0.084	0.809
	Asia	0.011	0.08	1
	Europe	-0.111	0.051	0.188
	North America	-0.044	0.047	0.887

*. The mean difference is significant at the 0.05 level.

Statistical Analysis by Time Spent looking for a Geocache

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Approximately how many caches have you found?	Between Groups	1.24E+08	3	4.14E+07	2.389	0.067
	Within Groups	2.61E+10	1503	1.73E+07		
	Total	2.62E+10	1506			
Approximately how many caches have you hidden?	Between Groups	682225.7	3	227408.6	9.47	0
	Within Groups	3.61E+07	1503	24012.86		
	Total	3.68E+07	1506			
Approximately how many trackables (e.g. travel bugs geocoins) have you logged?	Between Groups	4582601	3	1527534	3.073	0.027
	Within Groups	7.44E+08	1496	497081.8		
	Total	7.48E+08	1499			
Approximately how many trackables do you own?	Between Groups	36966.63	3	12322.21	0.318	0.812
	Within Groups	5.81E+07	1501	38714.38		
	Total	5.82E+07	1504			
Approximately how many souvenirs/badges have you earned?	Between Groups	55380.68	3	18460.23	0.135	0.939
	Within Groups	2.02E+08	1480	136340.9		
	Total	2.02E+08	1483			
How many Geocaching events have you attended?	Between Groups	7059.602	3	2353.201	1.434	0.231
	Within Groups	2456892	1497	1641.211		
	Total	2463952	1500			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Socializing]	Between Groups	17.391	3	5.797	1.781	0.149
	Within Groups	4898.682	1505	3.255		
	Total	4916.073	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Exploring]	Between Groups	9.74	3	3.247	1.906	0.127
	Within Groups	2564.244	1505	1.704		
	Total	2573.984	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Getting exercise]	Between Groups	1.504	3	0.501	0.264	0.852
	Within Groups	2862.326	1505	1.902		
	Total	2863.83	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Enjoying nature]	Between Groups	10.241	3	3.414	2.086	0.1
	Within Groups	2462.706	1505	1.636		
	Total	2472.946	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Collecting souvenirs/badges]	Between Groups	22.677	3	7.559	2.899	0.034
	Within Groups	3924.683	1505	2.608		
	Total	3947.36	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Excitement of the hunt]	Between Groups	36.48	3	12.16	5.872	0.001
	Within Groups	3116.487	1505	2.071		
	Total	3152.968	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Physical challenge]	Between Groups	9.109	3	3.036	1.305	0.271
	Within Groups	3502.642	1505	2.327		
	Total	3511.751	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you.	Between Groups	3.873	3	1.291	0.611	0.608
	Within Groups					
	Total					

[Discovering New places]	Within Groups	3179.626	1505	2.113		
	Total	3183.499	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Being outdoors]	Between Groups	0.849	3	0.283	0.136	0.938
	Within Groups	3124.842	1505	2.076		
	Total	3125.691	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Spending time with family]	Between Groups	41.431	3	13.81	3.012	0.029
	Within Groups	6901.56	1505	4.586		
	Total	6942.991	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]	Between Groups	7.67	3	2.557	0.834	0.475
	Within Groups	4612.566	1505	3.065		
	Total	4620.236	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Trackables (e.g., travel bugs, geocoins)]	Between Groups	20.492	3	6.831	2.386	0.067
	Within Groups	4308.709	1505	2.863		
	Total	4329.201	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on puzzles]	Between Groups	80.463	3	26.821	7.902	0
	Within Groups	5108.126	1505	3.394		
	Total	5188.588	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]	Between Groups	7.603	3	2.534	1.074	0.359
	Within Groups	3551.282	1505	2.36		
	Total	3558.884	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Hiding caches]	Between Groups	19.866	3	6.622	2.056	0.104
	Within Groups	4846.342	1505	3.22		
	Total	4866.208	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Competing with others (e.g., FTF)]	Between Groups	45.364	3	15.121	3.887	0.009
	Within Groups	5854.948	1505	3.89		
	Total	5900.311	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on Challenge Cache requirements.]	Between Groups	80.687	3	26.896	7.322	0
	Within Groups	5528.089	1505	3.673		
	Total	5608.775	1508			
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Filling in Statistical grids (e.g., D/T, find date)]	Between Groups	94.66	3	31.553	8.329	0
	Within Groups	5701.504	1505	3.788		
	Total	5796.164	1508			
Please indicate the level of your agreement with the following statements. [It is important to me to be the first to find on a cache.]	Between Groups	20.498	3	6.833	5.422	0.001
	Within Groups	1896.549	1505	1.26		
	Total	1917.047	1508			
Please indicate the level of your agreement with the following statements. [I enjoy micro/nano caches.]	Between Groups	16.282	3	5.427	5.073	0.002
	Within Groups	1610.034	1505	1.07		
	Total	1626.315	1508			

Please indicate the level of your agreement with the following statements. [Many caches have incorrect difficulty or terrain ratings.]	Between Groups	1.049	3	0.35	0.442	0.723
	Within Groups	1191.369	1505	0.792		
	Total	1192.417	1508			
Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]	Between Groups	0.881	3	0.294	0.243	0.866
	Within Groups	1818.262	1505	1.208		
	Total	1819.142	1508			
Please indicate the level of your agreement with the following statements. [There are too many unsolvable puzzles.]	Between Groups	7.553	3	2.518	2.289	0.077
	Within Groups	1654.981	1505	1.1		
	Total	1662.534	1508			
Please indicate the level of your agreement with the following statements. [New hidiers should find at least 100 caches before placing their first cache.]	Between Groups	8.035	3	2.678	1.666	0.172
	Within Groups	2419.056	1505	1.607		
	Total	2427.091	1508			
Please indicate the level of your agreement with the following statements. [Too many cache owners neglect their caches.]	Between Groups	0.437	3	0.146	0.172	0.916
	Within Groups	1278.236	1505	0.849		
	Total	1278.673	1508			
Please indicate the level of your agreement with the following statements. [It is important to me to have a large number of cache finds.]	Between Groups	10.898	3	3.633	3.299	0.02
	Within Groups	1657.338	1505	1.101		
	Total	1668.236	1508			
Please indicate the level of your agreement with the following statements. [It is important to me to place creative containers.]	Between Groups	24.437	3	8.146	7.664	0
	Within Groups	1599.664	1505	1.063		
	Total	1624.101	1508			
Please indicate the level of your agreement with the following statements. [It is important to me to create interesting puzzles.]	Between Groups	20.4	3	6.8	4.857	0.002
	Within Groups	2106.987	1505	1.4		
	Total	2127.388	1508			
Please indicate the level of your agreement with the following statements. [It is important for me to log DNFs.]	Between Groups	7.728	3	2.576	2.833	0.037
	Within Groups	1368.352	1505	0.909		
	Total	1376.08	1508			
Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]	Between Groups	33.584	3	11.195	8.927	0
	Within Groups	1887.387	1505	1.254		
	Total	1920.972	1508			
Please indicate the level of your agreement with the following statements. [I enjoy finding caches in rougher terrain.]	Between Groups	8.58	3	2.86	2.835	0.037
	Within Groups	1518.134	1505	1.009		
	Total	1526.713	1508			
True / False [Geocaching is my	Between Groups	0.674	3	0.225	0.9	0.441
	Within Groups					
	Total					

primary form of exercise.]

True / False [I have planned vacations around Geocaching.]

True / False [I spend most of my free time Geocaching or thinking about it.]

True / False [Most of my friends are Geocachers.]

True / False [I have introduced someone to Geocaching.]

True / False [I consider myself a collector, even outside of Geocaching.]

True / False [I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).]

True / False [The main reason I go outside for leisure is to Geocache.]

True / False [I have in the past used, or plan in the future to use, Geocaching for business purposes (e.g., team building, networking).]

Experience

Within Groups	375.594	1505	0.25		
Total	376.268	1508			
Between Groups	1.078	3	0.359	1.526	0.206
Within Groups	354.341	1505	0.235		
Total	355.419	1508			
Between Groups	0.745	3	0.248	0.993	0.395
Within Groups	376.278	1505	0.25		
Total	377.023	1508			
Between Groups	0.446	3	0.149	0.759	0.517
Within Groups	294.461	1505	0.196		
Total	294.907	1508			
Between Groups	0.235	3	0.078	1.093	0.351
Within Groups	107.694	1505	0.072		
Total	107.928	1508			
Between Groups	1.458	3	0.486	2.095	0.099
Within Groups	349.151	1505	0.232		
Total	350.61	1508			
Between Groups	0.757	3	0.252	1.934	0.122
Within Groups	196.267	1505	0.13		
Total	197.023	1508			
Between Groups	2.13	3	0.71	2.854	0.036
Within Groups	374.42	1505	0.249		
Total	376.55	1508			
Between Groups	0.425	3	0.142	1.208	0.306
Within Groups	176.725	1505	0.117		
Total	177.15	1508			
Between Groups	26.507	3	8.836	1.943	0.121
Within Groups	6844.377	1505	4.548		
Total	6870.884	1508			

Multiple Comparisons

Tukey HSD					
Dependent Variable	(I) Look	(J) Look	Mean Difference (I-J)	Std. Error	Sig.
Approximately how many caches have you found?	Quick	20 Minutes	362.612	438.228	0.841
		1 Hour	786.227	519.845	0.43
		Longer	1475.648	649.06	0.105
	20 Minutes	Quick	-362.612	438.228	0.841
		1 Hour	423.614	329.101	0.571
		Longer	1113.036	509.263	0.128
	1 Hour	Quick	-786.227	519.845	0.43
		20 Minutes	-423.614	329.101	0.571
		Longer	689.422	580.985	0.635
	Longer	Quick	-1475.65	649.06	0.105
		20 Minutes	-1113.04	509.263	0.128
		1 Hour	-689.422	580.985	0.635
Approximately how many caches have you hidden?	Quick	20 Minutes	86.242*	16.306	0

	1 Hour	86.337*	19.342	0
	Longer	86.879*	24.15	0.002
20 Minutes	Quick	-86.242*	16.306	0
	1 Hour	0.096	12.245	1
	Longer	0.638	18.949	1
1 Hour	Quick	-86.337*	19.342	0
	20 Minutes	-0.096	12.245	1
	Longer	0.542	21.617	1
Longer	Quick	-86.879*	24.15	0.002
	20 Minutes	-0.638	18.949	1
	1 Hour	-0.542	21.617	1
Quick	20 Minutes	154.251	74.904	0.167
	1 Hour	53.792	88.766	0.93
	Longer	265.098	110.359	0.077
20 Minutes	Quick	-154.251	74.904	0.167
	1 Hour	-100.459	55.984	0.276
	Longer	110.847	86.219	0.572
1 Hour	Quick	-53.792	88.766	0.93
	20 Minutes	100.459	55.984	0.276
	Longer	211.306	98.502	0.139
Longer	Quick	-265.098	110.359	0.077
	20 Minutes	-110.847	86.219	0.572
	1 Hour	-211.306	98.502	0.139
Quick	20 Minutes	5.945	20.803	0.992
	1 Hour	-7.268	24.643	0.991
	Longer	14.348	30.731	0.966
20 Minutes	Quick	-5.945	20.803	0.992
	1 Hour	-13.213	15.549	0.831
	Longer	8.403	24.061	0.985
1 Hour	Quick	7.268	24.643	0.991
	20 Minutes	13.213	15.549	0.831
	Longer	21.616	27.448	0.86
Longer	Quick	-14.348	30.731	0.966
	20 Minutes	-8.403	24.061	0.985
	1 Hour	-21.616	27.448	0.86
Quick	20 Minutes	-13.782	39.629	0.986
	1 Hour	0.151	46.813	1
	Longer	2.546	58.294	1
20 Minutes	Quick	13.782	39.629	0.986
	1 Hour	13.934	29.343	0.965
	Longer	16.329	45.472	0.984
1 Hour	Quick	-0.151	46.813	1
	20 Minutes	-13.934	29.343	0.965
	Longer	2.395	51.853	1
Longer	Quick	-2.546	58.294	1
	20 Minutes	-16.329	45.472	0.984
	1 Hour	-2.395	51.853	1
Quick	20 Minutes	3.26	4.304	0.873
	1 Hour	0.824	5.091	0.998
	Longer	11.615	6.341	0.259
20 Minutes	Quick	-3.26	4.304	0.873
	1 Hour	-2.436	3.202	0.872
	Longer	8.355	4.954	0.331
1 Hour	Quick	-0.824	5.091	0.998
	20 Minutes	2.436	3.202	0.872
	Longer	10.79	5.651	0.224
Longer	Quick	-11.615	6.341	0.259
	20 Minutes	-8.355	4.954	0.331
	1 Hour	-10.79	5.651	0.224

Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Socializing]	Quick	20 Minutes	-0.402	0.19	0.149
		1 Hour	-0.416	0.225	0.251
		Longer	-0.185	0.281	0.913
	20 Minutes	Quick	0.402	0.19	0.149
		1 Hour	-0.015	0.143	1
		Longer	0.217	0.221	0.759
	1 Hour	Quick	0.416	0.225	0.251
		20 Minutes	0.015	0.143	1
		Longer	0.232	0.252	0.794
	Longer	Quick	0.185	0.281	0.913
		20 Minutes	-0.217	0.221	0.759
		1 Hour	-0.232	0.252	0.794
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Exploring]	Quick	20 Minutes	-0.097	0.137	0.896
		1 Hour	-0.133	0.163	0.846
		Longer	0.261	0.203	0.573
	20 Minutes	Quick	0.097	0.137	0.896
		1 Hour	-0.037	0.103	0.985
		Longer	0.358	0.16	0.112
	1 Hour	Quick	0.133	0.163	0.846
		20 Minutes	0.037	0.103	0.985
		Longer	0.395	0.182	0.133
	Longer	Quick	-0.261	0.203	0.573
		20 Minutes	-0.358	0.16	0.112
		1 Hour	-0.395	0.182	0.133
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Getting exercise]	Quick	20 Minutes	-0.082	0.145	0.942
		1 Hour	-0.15	0.172	0.819
		Longer	-0.084	0.215	0.98
	20 Minutes	Quick	0.082	0.145	0.942
		1 Hour	-0.068	0.109	0.925
		Longer	-0.002	0.169	1
	1 Hour	Quick	0.15	0.172	0.819
		20 Minutes	0.068	0.109	0.925
		Longer	0.066	0.192	0.986
	Longer	Quick	0.084	0.215	0.98
		20 Minutes	0.002	0.169	1
		1 Hour	-0.066	0.192	0.986
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Enjoying nature]	Quick	20 Minutes	-0.092	0.135	0.903
		1 Hour	-0.327	0.16	0.172
		Longer	-0.122	0.199	0.928
	20 Minutes	Quick	0.092	0.135	0.903
		1 Hour	-0.235	0.101	0.094
		Longer	-0.03	0.156	0.997
	1 Hour	Quick	0.327	0.16	0.172
		20 Minutes	0.235	0.101	0.094
		Longer	0.204	0.178	0.662
	Longer	Quick	0.122	0.199	0.928
		20 Minutes	0.03	0.156	0.997
		1 Hour	-0.204	0.178	0.662
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Collecting souvenirs/badges]	Quick	20 Minutes	-0.402	0.17	0.084
		1 Hour	-0.406	0.202	0.184
		Longer	-0.033	0.252	0.999
	20 Minutes	Quick	0.402	0.17	0.084
		1 Hour	-0.004	0.128	1

Please rate each aspect of Geocaching based on its IMPORTANCE to you.
[Excitement of the hunt]

	Longer	0.368	0.197	0.243
1 Hour	Quick	0.406	0.202	0.184
	20 Minutes	0.004	0.128	1
	Longer	0.372	0.225	0.349
Longer	Quick	0.033	0.252	0.999
	20 Minutes	-0.368	0.197	0.243
	1 Hour	-0.372	0.225	0.349
Quick	20 Minutes	-.505*	0.151	0.005
	1 Hour	-.708*	0.18	0
	Longer	-.738*	0.224	0.006
20 Minutes	Quick	.505*	0.151	0.005
	1 Hour	-0.203	0.114	0.281
	Longer	-0.233	0.176	0.546
1 Hour	Quick	.708*	0.18	0
	20 Minutes	0.203	0.114	0.281
	Longer	-0.03	0.201	0.999
Longer	Quick	.738*	0.224	0.006
	20 Minutes	0.233	0.176	0.546
	1 Hour	0.03	0.201	0.999
Quick	20 Minutes	-0.065	0.161	0.978
	1 Hour	-0.283	0.19	0.447
	Longer	0.012	0.238	1
20 Minutes	Quick	0.065	0.161	0.978
	1 Hour	-0.218	0.121	0.27
	Longer	0.077	0.187	0.976
1 Hour	Quick	0.283	0.19	0.447
	20 Minutes	0.218	0.121	0.27
	Longer	0.295	0.213	0.509
Longer	Quick	-0.012	0.238	1
	20 Minutes	-0.077	0.187	0.976
	1 Hour	-0.295	0.213	0.509
Quick	20 Minutes	0.014	0.153	1
	1 Hour	0.075	0.181	0.976
	Longer	0.24	0.227	0.715
20 Minutes	Quick	-0.014	0.153	1
	1 Hour	0.061	0.115	0.951
	Longer	0.225	0.178	0.584
1 Hour	Quick	-0.075	0.181	0.976
	20 Minutes	-0.061	0.115	0.951
	Longer	0.164	0.203	0.85
Longer	Quick	-0.24	0.227	0.715
	20 Minutes	-0.225	0.178	0.584
	1 Hour	-0.164	0.203	0.85
Quick	20 Minutes	0.078	0.152	0.955
	1 Hour	0.037	0.18	0.997
	Longer	0.105	0.225	0.966
20 Minutes	Quick	-0.078	0.152	0.955
	1 Hour	-0.041	0.114	0.984
	Longer	0.027	0.176	0.999
1 Hour	Quick	-0.037	0.18	0.997
	20 Minutes	0.041	0.114	0.984
	Longer	0.068	0.201	0.987
Longer	Quick	-0.105	0.225	0.966
	20 Minutes	-0.027	0.176	0.999
	1 Hour	-0.068	0.201	0.987
Quick	20 Minutes	-.661*	0.225	0.018

Please rate each aspect of Geocaching based on its IMPORTANCE to you.
[Physical challenge]

Please rate each aspect of Geocaching based on its IMPORTANCE to you.
[Discovering New places]

Please rate each aspect of Geocaching based on its IMPORTANCE to you.
[Being outdoors]

Please rate each aspect of Geocaching

based on its IMPORTANCE to you. [Spending time with family]		1 Hour	-0.559	0.267	0.157
		Longer	-0.757	0.334	0.106
	20	Quick	.661*	0.225	0.018
	Minutes				
		1 Hour	0.102	0.169	0.932
		Longer	-0.096	0.262	0.983
	1 Hour	Quick	0.559	0.267	0.157
		20 Minutes	-0.102	0.169	0.932
		Longer	-0.198	0.299	0.911
		Quick	0.757	0.334	0.106
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Mapping and navigation]		20 Minutes	0.096	0.262	0.983
		1 Hour	0.198	0.299	0.911
	Quick	20 Minutes	-0.198	0.184	0.706
		1 Hour	-0.298	0.219	0.524
		Longer	-0.026	0.273	1
	20	Quick	0.198	0.184	0.706
	Minutes				
		1 Hour	-0.1	0.138	0.888
		Longer	0.172	0.214	0.853
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Trackables (e.g., travel bugs, geocoins)]	1 Hour	Quick	0.298	0.219	0.524
		20 Minutes	0.1	0.138	0.888
		Longer	0.272	0.244	0.682
	Longer	Quick	0.026	0.273	1
		20 Minutes	-0.172	0.214	0.853
		1 Hour	-0.272	0.244	0.682
	Quick	20 Minutes	-0.424	0.178	0.081
		1 Hour	-0.488	0.211	0.096
		Longer	-0.204	0.264	0.867
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Working on puzzles]	20	Quick	0.424	0.178	0.081
	Minutes				
		1 Hour	-0.064	0.134	0.964
		Longer	0.221	0.207	0.71
	1 Hour	Quick	0.488	0.211	0.096
		20 Minutes	0.064	0.134	0.964
		Longer	0.285	0.236	0.623
	Longer	Quick	0.204	0.264	0.867
		20 Minutes	-0.221	0.207	0.71
		1 Hour	-0.285	0.236	0.623
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]	Quick	20 Minutes	-0.674*	0.194	0.003
		1 Hour	-1.001*	0.23	0
		Longer	-1.159*	0.287	0
	20	Quick	.674*	0.194	0.003
	Minutes				
		1 Hour	-0.326	0.146	0.113
		Longer	-0.484	0.225	0.138
	1 Hour	Quick	1.001*	0.23	0
		20 Minutes	0.326	0.146	0.113
	Longer	-0.158	0.257	0.927	
Please rate each aspect of Geocaching based on its IMPORTANCE to you. [Finding caches]	Longer	Quick	1.159*	0.287	0
		20 Minutes	0.484	0.225	0.138
		1 Hour	0.158	0.257	0.927
	Quick	20 Minutes	-0.236	0.162	0.461
		1 Hour	-0.338	0.192	0.293
		Longer	-0.292	0.239	0.615
	20	Quick	0.236	0.162	0.461
	Minutes				
		1 Hour	-0.101	0.121	0.838

Please rate each aspect of Geocaching based on its IMPORTANCE to you.
[Hiding caches]

	Longer	-0.055	0.188	0.991
1 Hour	Quick	0.338	0.192	0.293
	20 Minutes	0.101	0.121	0.838
	Longer	0.046	0.214	0.996
Longer	Quick	0.292	0.239	0.615
	20 Minutes	0.055	0.188	0.991
	1 Hour	-0.046	0.214	0.996
Quick	20 Minutes	-0.468	0.189	0.064
	1 Hour	-0.453	0.224	0.18
	Longer	-0.455	0.28	0.363
20 Minutes	Quick	0.468	0.189	0.064
	1 Hour	0.014	0.142	1
	Longer	0.012	0.219	1
1 Hour	Quick	0.453	0.224	0.18
	20 Minutes	-0.014	0.142	1
	Longer	-0.002	0.25	1
Longer	Quick	0.455	0.28	0.363
	20 Minutes	-0.012	0.219	1
	1 Hour	0.002	0.25	1
Quick	20 Minutes	-0.484	0.208	0.091
	1 Hour	-0.810*	0.246	0.006
	Longer	-0.291	0.307	0.78
20 Minutes	Quick	0.484	0.208	0.091
	1 Hour	-0.326	0.156	0.157
	Longer	0.193	0.241	0.854
1 Hour	Quick	.810*	0.246	0.006
	20 Minutes	0.326	0.156	0.157
	Longer	0.519	0.275	0.234
Longer	Quick	0.291	0.307	0.78
	20 Minutes	-0.193	0.241	0.854
	1 Hour	-0.519	0.275	0.234
Quick	20 Minutes	-0.698*	0.202	0.003
	1 Hour	-0.849*	0.239	0.002
	Longer	-0.007	0.299	1
20 Minutes	Quick	.698*	0.202	0.003
	1 Hour	-0.151	0.151	0.751
	Longer	.691*	0.234	0.017
1 Hour	Quick	.849*	0.239	0.002
	20 Minutes	0.151	0.151	0.751
	Longer	.842*	0.267	0.009
Longer	Quick	0.007	0.299	1
	20 Minutes	-0.691*	0.234	0.017
	1 Hour	-0.842*	0.267	0.009
Quick	20 Minutes	-0.618*	0.205	0.014
	1 Hour	-0.606	0.243	0.061
	Longer	0.367	0.303	0.621
20 Minutes	Quick	.618*	0.205	0.014
	1 Hour	0.012	0.154	1
	Longer	.985*	0.238	0
1 Hour	Quick	0.606	0.243	0.061
	20 Minutes	-0.012	0.154	1
	Longer	.973*	0.272	0.002
Longer	Quick	-0.367	0.303	0.621
	20 Minutes	-0.985*	0.238	0
	1 Hour	-0.973*	0.272	0.002

Please rate each aspect of Geocaching based on its IMPORTANCE to you.
[Competing with others (e.g., FTF)]

Please rate each aspect of Geocaching based on its IMPORTANCE to you.
[Working on Challenge Cache requirements.]

Please rate each aspect of Geocaching based on its IMPORTANCE to you.
[Filling in Statistical grids (e.g., D/T, find date)]

Please indicate the level of your agreement with the following statements. [It is important to me to be the first to find on a cache.]	Quick	20 Minutes	-.347*	0.118	0.017
		1 Hour	-.507*	0.14	0.002
		Longer	-.586*	0.175	0.005
	20 Minutes	Quick	.347*	0.118	0.017
		1 Hour	-0.16	0.089	0.273
		Longer	-0.238	0.137	0.305
	1 Hour	Quick	.507*	0.14	0.002
		20 Minutes	0.16	0.089	0.273
		Longer	-0.079	0.157	0.959
	Longer	Quick	.586*	0.175	0.005
		20 Minutes	0.238	0.137	0.305
		1 Hour	0.079	0.157	0.959
Please indicate the level of your agreement with the following statements. [I enjoy micro/nano caches.]	Quick	20 Minutes	-.356*	0.109	0.006
		1 Hour	-.368*	0.129	0.023
		Longer	-.593*	0.161	0.001
	20 Minutes	Quick	.356*	0.109	0.006
		1 Hour	-0.012	0.082	0.999
		Longer	-0.237	0.126	0.239
	1 Hour	Quick	.368*	0.129	0.023
		20 Minutes	0.012	0.082	0.999
		Longer	-0.225	0.144	0.402
	Longer	Quick	.593*	0.161	0.001
		20 Minutes	0.237	0.126	0.239
		1 Hour	0.225	0.144	0.402
Please indicate the level of your agreement with the following statements. [Many caches have incorrect difficulty or terrain ratings.]	Quick	20 Minutes	0.054	0.094	0.938
		1 Hour	0.095	0.111	0.826
		Longer	-0.026	0.139	0.998
	20 Minutes	Quick	-0.054	0.094	0.938
		1 Hour	0.041	0.07	0.938
		Longer	-0.08	0.109	0.883
	1 Hour	Quick	-0.095	0.111	0.826
		20 Minutes	-0.041	0.07	0.938
		Longer	-0.121	0.124	0.764
	Longer	Quick	0.026	0.139	0.998
		20 Minutes	0.08	0.109	0.883
		1 Hour	0.121	0.124	0.764
Please indicate the level of your agreement with the following statements. [Caches should only be placed in interesting locations.]	Quick	20 Minutes	0.084	0.116	0.888
		1 Hour	0.104	0.137	0.873
		Longer	0.037	0.171	0.997
	20 Minutes	Quick	-0.084	0.116	0.888
		1 Hour	0.021	0.087	0.995
		Longer	-0.047	0.134	0.985
	1 Hour	Quick	-0.104	0.137	0.873
		20 Minutes	-0.021	0.087	0.995
		Longer	-0.068	0.153	0.971
	Longer	Quick	-0.037	0.171	0.997
		20 Minutes	0.047	0.134	0.985
		1 Hour	0.068	0.153	0.971
Please indicate the level of your agreement with the following statements. [There are too many unsolvable puzzles.]	Quick	20 Minutes	0.089	0.11	0.852

Please indicate the level of your agreement with the following statements. [New hiders should find at least 100 caches before placing their first cache.]

	1 Hour	0.276	0.131	0.151
	Longer	0.212	0.163	0.564
20 Minutes	Quick	-0.089	0.11	0.852
	1 Hour	0.187	0.083	0.109
	Longer	0.124	0.128	0.77
1 Hour	Quick	-0.276	0.131	0.151
	20 Minutes	-0.187	0.083	0.109
	Longer	-0.063	0.146	0.973
Longer	Quick	-0.212	0.163	0.564
	20 Minutes	-0.124	0.128	0.77
	1 Hour	0.063	0.146	0.973
Quick	20 Minutes	-0.251	0.133	0.237

Please indicate the level of your agreement with the following statements. [Too many cache owners neglect their caches.]

	1 Hour	-0.113	0.158	0.892
	Longer	-0.183	0.198	0.791
20 Minutes	Quick	0.251	0.133	0.237
	1 Hour	0.138	0.1	0.512
	Longer	0.068	0.155	0.972
1 Hour	Quick	0.113	0.158	0.892
	20 Minutes	-0.138	0.1	0.512
	Longer	-0.07	0.177	0.979
Longer	Quick	0.183	0.198	0.791
	20 Minutes	-0.068	0.155	0.972
	1 Hour	0.07	0.177	0.979
Quick	20 Minutes	0.004	0.097	1

Please indicate the level of your agreement with the following statements. [It is important to me to have a large number of cache finds.]

	1 Hour	0.052	0.115	0.969
	Longer	0.038	0.144	0.994
20 Minutes	Quick	-0.004	0.097	1
	1 Hour	0.048	0.073	0.911
	Longer	0.034	0.113	0.991
1 Hour	Quick	-0.052	0.115	0.969
	20 Minutes	-0.048	0.073	0.911
	Longer	-0.014	0.129	0.999
Longer	Quick	-0.038	0.144	0.994
	20 Minutes	-0.034	0.113	0.991
	1 Hour	0.014	0.129	0.999
Quick	20 Minutes	-0.185	0.11	0.338

Please indicate the level of your agreement with the following statements. [It is important to me to place creative containers.]

	1 Hour	-0.043	0.131	0.988
	Longer	0.123	0.164	0.875
20 Minutes	Quick	0.185	0.11	0.338
	1 Hour	0.142	0.083	0.319
	Longer	0.308	0.128	0.077
1 Hour	Quick	0.043	0.131	0.988
	20 Minutes	-0.142	0.083	0.319
	Longer	0.166	0.146	0.667
Longer	Quick	-0.123	0.164	0.875
	20 Minutes	-0.308	0.128	0.077
	1 Hour	-0.166	0.146	0.667
Quick	20 Minutes	-.352*	0.108	0.007
	1 Hour	-.466*	0.129	0.002
	Longer	-.728*	0.161	0
20 Minutes	Quick	.352*	0.108	0.007

		1 Hour	-0.114	0.081	0.503
		Longer	-.375*	0.126	0.016
	1 Hour	Quick	.466*	0.129	0.002
		20 Minutes	0.114	0.081	0.503
		Longer	-0.262	0.144	0.264
	Longer	Quick	.728*	0.161	0
		20 Minutes	.375*	0.126	0.016
		1 Hour	0.262	0.144	0.264
	Quick	20 Minutes	-0.311	0.124	0.06
		1 Hour	-.436*	0.148	0.017
		Longer	-.651*	0.184	0.002
	20	Quick	0.311	0.124	0.06
	Minutes	1 Hour	-0.124	0.093	0.544
		Longer	-0.34	0.145	0.087
	1 Hour	Quick	.436*	0.148	0.017
		20 Minutes	0.124	0.093	0.544
		Longer	-0.216	0.165	0.558
	Longer	Quick	.651*	0.184	0.002
		20 Minutes	0.34	0.145	0.087
		1 Hour	0.216	0.165	0.558
	Quick	20 Minutes	-0.22	0.1	0.126
		1 Hour	-0.297	0.119	0.061
		Longer	-0.047	0.149	0.989
	20	Quick	0.22	0.1	0.126
	Minutes	1 Hour	-0.078	0.075	0.732
		Longer	0.173	0.117	0.448
	1 Hour	Quick	0.297	0.119	0.061
		20 Minutes	0.078	0.075	0.732
		Longer	0.25	0.133	0.236
	Longer	Quick	0.047	0.149	0.989
		20 Minutes	-0.173	0.117	0.448
		1 Hour	-0.25	0.133	0.236
	Quick	20 Minutes	-0.258	0.118	0.127
		1 Hour	-0.182	0.14	0.563
		Longer	0.402	0.175	0.098
	20	Quick	0.258	0.118	0.127
	Minutes	1 Hour	0.076	0.088	0.825
		Longer	.660*	0.137	0
	1 Hour	Quick	0.182	0.14	0.563
		20 Minutes	-0.076	0.088	0.825
		Longer	.584*	0.156	0.001
	Longer	Quick	-0.402	0.175	0.098
		20 Minutes	-.660*	0.137	0
		1 Hour	-.584*	0.156	0.001
	Quick	20 Minutes	0	0.106	1
		1 Hour	-0.18	0.125	0.479
		Longer	-0.248	0.157	0.388
	20	Quick	0.001	0.106	1
	Minutes	1 Hour	-0.179	0.079	0.11
		Longer	-0.247	0.123	0.184
	1 Hour	Quick	0.18	0.125	0.479
		20 Minutes	0.179	0.079	0.11

Please indicate the level of your agreement with the following statements. [It is important to me to create interesting puzzles.]

Please indicate the level of your agreement with the following statements. [It is important for me to log DNFs.]

Please indicate the level of your agreement with the following statements. [It is important for me to track my statistics page.]

Please indicate the level of your agreement with the following statements. [I enjoy finding caches in rougher terrain.]

True / False [Geocaching is my primary form of exercise.]	Longer	Longer	-0.068	0.14	0.962
	Longer	Quick	0.248	0.157	0.388
		20 Minutes	0.247	0.123	0.184
		1 Hour	0.068	0.14	0.962
	Quick	20 Minutes	-0.029	0.053	0.945
		1 Hour	-0.085	0.062	0.518
		Longer	-0.059	0.078	0.871
	20 Minutes	Quick	0.029	0.053	0.945
		1 Hour	-0.056	0.039	0.485
		Longer	-0.03	0.061	0.96
	1 Hour	Quick	0.085	0.062	0.518
		20 Minutes	0.056	0.039	0.485
True / False [I have planned vacations around Geocaching.]		Longer	0.026	0.07	0.982
	Longer	Quick	0.059	0.078	0.871
		20 Minutes	0.03	0.061	0.96
		1 Hour	-0.026	0.07	0.982
	Quick	20 Minutes	-0.096	0.051	0.238
		1 Hour	-0.115	0.061	0.232
		Longer	-0.047	0.076	0.926
	20 Minutes	Quick	0.096	0.051	0.238
		1 Hour	-0.019	0.038	0.962
		Longer	0.049	0.059	0.842
	1 Hour	Quick	0.115	0.061	0.232
		20 Minutes	0.019	0.038	0.962
True / False [I spend most of my free time Geocaching or thinking about it.]		Longer	0.068	0.068	0.749
	Longer	Quick	0.047	0.076	0.926
		20 Minutes	-0.049	0.059	0.842
		1 Hour	-0.068	0.068	0.749
	Quick	20 Minutes	-0.09	0.053	0.322
		1 Hour	-0.093	0.062	0.444
		Longer	-0.078	0.078	0.745
	20 Minutes	Quick	0.09	0.053	0.322
		1 Hour	-0.003	0.04	1
		Longer	0.011	0.061	0.998
	1 Hour	Quick	0.093	0.062	0.444
		20 Minutes	0.003	0.04	1
True / False [Most of my friends are Geocachers.]		Longer	0.014	0.07	0.997
	Longer	Quick	0.078	0.078	0.745
		20 Minutes	-0.011	0.061	0.998
		1 Hour	-0.014	0.07	0.997
	Quick	20 Minutes	0.028	0.047	0.929
		1 Hour	-0.021	0.055	0.982
		Longer	0.004	0.069	1
	20 Minutes	Quick	-0.028	0.047	0.929
		1 Hour	-0.049	0.035	0.497
		Longer	-0.024	0.054	0.97
	1 Hour	Quick	0.021	0.055	0.982
		20 Minutes	0.049	0.035	0.497
True / False [I have introduced someone to Geocaching.]		Longer	0.025	0.062	0.978
	Longer	Quick	-0.004	0.069	1
		20 Minutes	0.024	0.054	0.97
		1 Hour	-0.025	0.062	0.978
	Quick	20 Minutes	-0.046	0.028	0.356
		1 Hour	-0.058	0.033	0.306
		Longer	-0.052	0.042	0.596
	20 Minutes	Quick	0.046	0.028	0.356
		1 Hour	-0.012	0.021	0.945
		Longer	-0.006	0.033	0.998

True / False [I consider myself a collector, even outside of Geocaching.]	1 Hour	Quick	0.058	0.033	0.306
		20 Minutes	0.012	0.021	0.945
		Longer	0.006	0.037	0.999
	Longer	Quick	0.052	0.042	0.596
		20 Minutes	0.006	0.033	0.998
		1 Hour	-0.006	0.037	0.999
	Quick	20 Minutes	-0.089	0.051	0.292
		1 Hour	-0.149	0.06	0.063
		Longer	-0.105	0.075	0.502
	20 Minutes	Quick	0.089	0.051	0.292
		1 Hour	-0.06	0.038	0.394
		Longer	-0.015	0.059	0.994
True / False [I belong to a local Geocaching group (e.g., in a local Facebook group, attend local events).]	1 Hour	Quick	0.149	0.06	0.063
		20 Minutes	0.06	0.038	0.394
		Longer	0.044	0.067	0.911
	Longer	Quick	0.105	0.075	0.502
		20 Minutes	0.015	0.059	0.994
		1 Hour	-0.044	0.067	0.911
	Quick	20 Minutes	-0.02	0.038	0.951
		1 Hour	0.036	0.045	0.859
		Longer	0.048	0.056	0.829
	20 Minutes	Quick	0.02	0.038	0.951
		1 Hour	0.056	0.029	0.204
		Longer	0.068	0.044	0.41
True / False [The main reason I go outside for leisure is to Geocache.]	1 Hour	Quick	-0.036	0.045	0.859
		20 Minutes	-0.056	0.029	0.204
		Longer	0.012	0.05	0.995
	Longer	Quick	-0.048	0.056	0.829
		20 Minutes	-0.068	0.044	0.41
		1 Hour	-0.012	0.05	0.995
	Quick	20 Minutes	-.144*	0.052	0.031
		1 Hour	-0.142	0.062	0.102
		Longer	-0.076	0.078	0.765
	20 Minutes	Quick	.144*	0.052	0.031
		1 Hour	0.002	0.039	1
		Longer	0.069	0.061	0.672
True / False [I have in the past used, or plan in the future to use, Geocaching for business purposes (e.g., a team building, networking).]	1 Hour	Quick	0.142	0.062	0.102
		20 Minutes	-0.002	0.039	1
		Longer	0.067	0.07	0.773
	Longer	Quick	0.076	0.078	0.765
		20 Minutes	-0.069	0.061	0.672
		1 Hour	-0.067	0.07	0.773
	Quick	20 Minutes	-0.019	0.036	0.955
		1 Hour	-0.044	0.043	0.737
		Longer	-0.085	0.053	0.384
	20 Minutes	Quick	0.019	0.036	0.955
		1 Hour	-0.025	0.027	0.791
		Longer	-0.066	0.042	0.389
Experience	1 Hour	Quick	0.044	0.043	0.737
		20 Minutes	0.025	0.027	0.791
		Longer	-0.041	0.048	0.824
	Longer	Quick	0.085	0.053	0.384
		20 Minutes	0.066	0.042	0.389
		1 Hour	0.041	0.048	0.824
	Quick	20 Minutes	0.341	0.224	0.427
		1 Hour	0.183	0.266	0.902
		Longer	0.739	0.332	0.117

20 Minutes	Quick	-0.341	0.224	0.427
	1 Hour	-0.158	0.168	0.785
	Longer	0.399	0.261	0.42
1 Hour	Quick	-0.183	0.266	0.902
	20 Minutes	0.158	0.168	0.785
	Longer	0.557	0.297	0.241
Longer	Quick	-0.739	0.332	0.117
	20 Minutes	-0.399	0.261	0.42
	1 Hour	-0.557	0.297	0.241

*. The mean difference is significant at the 0.05 level.