



# Visitor Survey of Overnight Visitors at Ainsworth State Park

Final Report

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*Nature*  
**HISTORY**  
*Discovery*

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## ***EXECUTIVE SUMMARY***

### **Objectives**

Understanding opinions of park users about issues such as the quality of facilities, social and resource conditions, and how they use these parks is critical to providing adequate programs and services. Project objectives were to describe overnight activities, demographic characteristics, and opinions about conditions and management at this park and provide recommendations for maintaining or improving conditions at this park.

### **Methods**

Data were obtained from questionnaires administered to random samples of overnight user visitors to the park between July 4 and September 23, 2012. The total number of completed questionnaires was  $n = 381$  with a response rate of 95%. The overnight visitor survey involved on-site intercepts. The sample size allows generalizations about the population of overnight users at Ainsworth State Park at a margin of error of  $\pm 5.0\%$  at the 95% confidence level.

### **Results**

#### ***Personal and Visit Characteristics***

- The most popular overnight activities at this park were camping (96%), hiking or walking (81%), sightseeing (69%), picnicking or barbequing (52%), and dog walking (38%). The least popular activities were attending ranger-led programs (6%), running or jogging (7%), and bicycling on local roads (12%).
- The most common main activity groups were people camping (57%), hiking or walking (22%), and sightseeing (10%). The least common activity groups were people attending ranger-led programs (<1%), bird or wildlife watching (1%), bicycling on local roads (1%), running or jogging (1%), and dog walking (1%).
- Overnight users spent an average of four days at the park, and the largest proportions spent two (29%) or three (24%) days at the park.
- On average, overnight users traveled approximately 587 miles from home to visit the park.
- In total, 38% of overnight respondents had visited this park before. Of those who had previously visited the park, the highest proportion (35%) had made just one trip to this park in the past year with most (69%) having made two or fewer trips.
- Average group size of overnight visitors was 3.31 people. Groups most commonly consisted of two people (42%) or three or four people (25%).
- In total, 59% of overnight users did not bring dogs with them; 41% brought dogs.
- Almost all overnight users arrived at the park in their family vehicle (89%), 1% arrived in somebody else's vehicle, and 10% arrived in another form of transportation. On average, there were 2.68 people in each personal family vehicle, 4.5 people in somebody else's vehicle, and 2.70 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 2.73.
- 61% of overnight users considered this park the main reason for their trip.

- If they had been unable to go to Ainsworth State Park for this trip, most overnight users would have either gone somewhere else for the same activity (73%), come back another time (9%), or done something else (8%).

### ***Visitor Spending***

- Most overnight visitors to the park (82%) are non-local (living more than 30 miles from the park) visitors.
- The highest percentage of local (42%) visitor parties reported spending \$51-\$150 on their trip. The highest percentage of non-local (42%) visitor parties reported spending \$151-\$350 on their trip.
- Most overnights reported spending some money on groceries, camping fees, and gasoline and oil.

### ***Obtaining Information about the Parks***

- Almost all overnight visitors (93%) were able to find the information they needed when planning their visit to this park, and the few (7%) who did not find it would like information on the current availability of campsites, a park phone number where someone answers, and information on tent campsites at the park.
- The most heavily used sources of information by overnight visitors were official internet websites (e.g., Oregon State Parks, Travel Oregon; 83% used sometimes or often), highway signs (60%), previous visits (57%), friends or family members (56%), and brochures (48%). The least used sources were health care providers (4%), community organizations (6%), videos or DVDs (7%), and radio (9%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most (71%) respondents as the first primary information source, followed by friends or family (10%), and brochures (7%). Few people used other sources when obtaining information.

### ***Satisfaction with Experiences and Conditions***

- Overnight visitors considered the most important characteristics the park's absence of litter (98%), good value for fee paid at the park (96%), cleanliness (e.g., lawn care, lack of graffiti; 95%), comfort of campsites (94%), shading provided by trees / structures (92%), courteousness of park rangers / personnel (92%), cleanliness of toilets (92%), and personal safety (85%). The least important attributes were facilities for groups to gather (30%), ease of movement / access (wheelchair, elderly, stroller; 40%), and the amount and quality of educational information (44% to 52%).
- Overall satisfaction among overnight visitors was extremely high, as 96% were satisfied and 4% of respondents were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (53%). The majority of overnight visitors were satisfied with almost all of these characteristics at Ainsworth State Park. Overnight visitors were most satisfied with the park's cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), courteousness of rangers / personnel (96%), shading provided by trees / structures (94%), presence of rangers / personnel (92%), good value for fee paid at the park (92%), comfort of campsites (92%), and number of toilets (92%). Users were least satisfied with the facilities for groups to gather (43%), ease of movement / access (wheelchair, elderly, stroller; 57%), and amount and quality of educational information (58% to 61%).

- An Importance – Performance analysis showed that almost all of the attributes were in the “keep up the good work” quadrant, with one in the “possible overkill” quadrant, indicating that overnight visitors thought that park staff were doing a good job managing conditions and experiences at the park.
- Crowding among overnight visitors was in the “high normal” range where visitation is probably not greater than carrying capacity but may be tending in the direction. Crowding should be studied if increased use is expected, allowing management to anticipate problems.

### ***Attitudes about Management Strategies***

- Overnight visitors most strongly supported management strategies to require dogs be kept on leash at all times (70%), provide more opportunities at the park for viewing wildlife (68%), more opportunities for escaping crowds (66%), offer more hiking opportunities (64%), construct natural buffers to block views of development outside the park (62%), and provide campsites with both RV and tent camping (62%). The least supported strategies were to close this park to all recreation/tourism activities (7%), provide more group camping areas (32%), downloadable mobile phone applications about the park (30%), and limit the number of people allowed per day (30%).
- A majority of overnight users supported providing campsites accommodating both RV and tent camping (62%) and adding more space between campsites (54%). They were least supportive of providing more group camping areas (23%), walk in campsites (38%), and more tent camping in developed campgrounds (45%).

### ***Sociodemographic Characteristics of Users***

- There were more male (51%) than female (49%) overnight visitors at this park.
- The average age of respondents was 51 years old, and the largest proportions of users were 60 to 69 (27%) and 50 to 59 years old (25%).
- The average annual household income before taxes of respondents was \$61,000, and the largest proportion of users had incomes from \$30,000 to \$49,999 (21%) and \$50,000 to \$69,999 (19%). Overnight visitors to Ainsworth State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 99%) with some Others (1%), Russian (1%), and Hispanic / Latinos (<1%).
- Almost all overnight visitors (98%) considered English as the primary language in their homes, while a few spoke other languages (1%), Russian (1%), and Spanish (<1%). Other languages spoken in their homes included Chinese, Czech, and Tibetan.
- Over 48% of overnight visitors lived in Oregon, 18% resided in Washington State, 10% resided in California, 2% resided in British Columbia, 2% resided in Texas, 2% resided in Florida, 2% resided in Montana, 2% resided in Nevada, 2% resided in Alberta, and 11% were from other states. Among overnight visitors, 24% lived in the Portland Metro region (38%), whereas 4% resided in the Willamette Valley region, 2% resided in the Central region, 2% lived in the Southern region, 1% resided in the Eastern region, 1% resided in the Mt. Hood / Gorge region, and <1% resided in the Coastal region of Oregon.

- 81% of overnight visitors said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. The most common disability was associated with walking (11% of overnight visitors), while 6% of overnight visitors had a hearing disability, 1% had a learning disability, <1% had a sight disability, and 6% had some other form of disability.

## **Recommendations**

### ***Management Recommendations***

- Most overnight visitors traveled to this park in their own vehicles (89%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Ainsworth State Park overnight vehicles (2.73) was significantly lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future Overnight calculations for the park.
- Over 41% of overnight users brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas. Managers may also want to consider examining enforcement of existing pet regulations at the park given that 70% of overnight users supported requiring dogs on leash at all times, and only 41% supported making the park more pet friendly.
- Almost all overnight visitors (96%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (43%), ease of movement / access (wheelchair, elderly, stroller; 57%), and amount and quality of educational information (58% to 61%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- Overnight users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 57%). Given that over 33% of overnight visitors were over the age of 60 and 19% of overnight users had disabilities (11% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- The Importance – Performance analysis shows that most attributes were in the “keep up the good work” category, with one in the “possible overkill” category, indicating that users thought that staff were doing a good job managing conditions and experiences. Park managers may wish to inform staff regarding these findings.
- The results suggest that crowding at overnight areas is “high normal” where these areas have probably not exceeded social carrying capacity yet, but may be trending in that direction and use should be studied to see if increased use is expected, allowing management to anticipate problems. Monitoring and management of park use levels is needed, especially given that 66% of park users supported the provision of more opportunities for escaping crowds.
- Overnight visitors most strongly supported strategies that require dogs be kept on leash at all times (70%), provide more opportunities at the park for viewing wildlife (68%), more opportunities for escaping crowds (66%), offer more hiking opportunities (64%), construct natural buffers to block views of development outside the park (62%), and

provide campsites with both RV and tent camping (62%). Managers may want to consider some or all of these strategies.

- Almost all park visitors (93%) were able to find the information they needed when planning their visit to Ainsworth State Park. However, some visitors (7%) were not able to find all information needed. The most popular information needed was information on the current availability of campsites, a park phone number that someone answers, and information on tent campsites at the park.
- A large proportion of overnight visitors (71%) depended on official internet websites as the primary source of obtaining information about state parks such as Ainsworth State Park. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- The visitor spending analysis showed that non-local overnight visitor party spending was substantial, with the highest percentage (42%) reporting spending \$151-\$350 on their trip (within 30 miles of the park). Most visitors reported spending some money on groceries, camping fees, and gasoline and oil. A more extensive visitor spending analysis of this data set is being conducted by Oregon State University (OSU) and will be available in a separate report. Park managers may want to use the OSU report findings to help inform local community leaders about the positive impact of Ainsworth State Park visitor spending on the local economies.
- Appendix A is a listing of 226 verbatim open ended positive comments (43 comments, 1 page) and negative comments and suggestions for improvement of Ainsworth State Park (183 comments, 9 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) reducing train noise; (b) more privacy between campsites; (c) make campsites reservable; (d) more tent campsites; (e) make campsites level; (f) a children's playground; (g) repair/upgrade restrooms; (h) provide more pull through RV campsites; (i) a camp store; (j) bigger campsites; (k) better/cheaper firewood; and (l) free WiFi.

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## ***INTRODUCTION AND OBJECTIVES***

The Oregon State Parks system provides public access to a collection of the state's outstanding natural, cultural, scenic, and outdoor recreation resources. Understanding the opinions of park users regarding issues such as the quality of facilities, recreational opportunities, social and resource conditions, and how they use these parks is critical to providing effective facilities, programs, and services. Project objectives were to describe overnight activities, demographic characteristics, and opinions about conditions and management at this park and provide recommendations for maintaining or improving conditions at this park.

## ***METHODS***

Data were obtained from a questionnaire (see Appendix B) administered to a randomly selected sample of overnight users at Ainsworth State Park between July and September 2012. An on-site (face to face) survey method was used for overnight users. A respondent was only allowed one opportunity to complete a questionnaire.

### **On Site Survey of Overnight Users**

Overnight visitors 18 years of age and older who visited Ainsworth State Park between July 4 and September 23, 2012 were approached in person (face to face) and asked to complete the six page questionnaire onsite at this park. Overnight visitors were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire. A number of volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

### **Sample Size and Response Rate**

As shown in Table 1, the total number of completed questionnaires was  $n = 381$  with an estimated total response rate of 95%.

Table 1. Sample size and response rate

|                    | Initial contacts | Completed surveys (n) | Response rate (%) |
|--------------------|------------------|-----------------------|-------------------|
| Overnight visitors | 401              | 381                   | 95                |

The sample size allows generalizations about the population of overnight visitors at Ainsworth State Park at a margin of error of  $\pm 5.0\%$  at the 95% confidence level, which meets the conventional standard of  $\pm 5\%$  that has been widely accepted and adopted in recreation and tourism research (Mitra & Lankford, 1995; Vaske, 2008).

Questionnaires administered to overnight visitors included questions on a range of topics such as prior visitation, activity participation, satisfaction, support of management, and demographic characteristics. To highlight key findings, data were often recoded into major response categories (e.g., agree, disagree; support, oppose), but basic descriptive findings of uncollapsed questions (i.e., strongly, slightly agree) are provided in Appendix C.

## ***RESULTS***

### **Personal and Visit Characteristics**

**Activity Groups.** The questionnaire asked respondents to check all of the activities in which they participated at Ainsworth State Park on their most recent trip. Table 2 shows that the most popular activities at this park were camping (96%), hiking or walking (81%), sightseeing (69%), picnicking or barbequing (52%), and dog walking (38%). The least popular activities were attending ranger-led programs (6%), running or jogging (7%), and bicycling on local roads (12%).

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Ainsworth State Park. Table 3 shows that the most common primary activity groups were people camping (57%), hiking or walking (22%), and sightseeing (10%). The least common activity groups were people attending ranger-led programs (<1%), bird or wildlife watching (1%), bicycling on local roads (1%), running or jogging (1%), and dog walking (1%).

Table 2. Overnight recreation activities at the park

| Activity                  | % Participating <sup>a</sup> |
|---------------------------|------------------------------|
| Camping                   | 96                           |
| Hiking or walking         | 81                           |
| Sightseeing               | 69                           |
| Picnicking or barbequing  | 52                           |
| Dog walking               | 38                           |
| Bird or wildlife watching | 29                           |
| Other <sup>b</sup>        | 16                           |
| Bicycling on local roads  | 12                           |
| Running or jogging        | 7                            |
| Ranger-led programs       | 6                            |

<sup>a</sup> Cell entries are percentages (%) of users who reported participating in the activity at the park on their most recent visit. Percentages do not sum to 100% because respondents could check more than one activity from the list.

<sup>b</sup> The most popular “other” activities were: relaxing, viewing waterfalls, fishing, and watching outdoor movie at the park.

Table 3. Primary overnight activities at the park

| Activity                  | Overnight visitors (%) |
|---------------------------|------------------------|
| Camping                   | 57                     |
| Hiking or walking         | 22                     |
| Sightseeing               | 10                     |
| Other                     | 6                      |
| Dog walking               | 1                      |
| Running or jogging        | 1                      |
| Bicycling on local roads  | 1                      |
| Bird or wildlife watching | 1                      |
| Ranger-led programs       | <1                     |

**Duration of Visit.** Overnight visitors were asked to report how many *days* they spent at Ainsworth State Park on their recent trip. Table 4 shows that, on average, overnight visitors spent approximately four days in the park (M=3.55 days). The largest proportions of overnight visitors spent two (29%), or three (24%) days in the park. An additional 11% spent one day at the park, 15% spent four days, 9% spent five days, and another 13% spent six or more days.

Table 4. Duration of overnight visit at the park

|                     |      |
|---------------------|------|
| 1 day               | 11   |
| 2 days              | 29   |
| 3 days              | 24   |
| 4 days              | 15   |
| 5 days              | 9    |
| 6 or more days      | 13   |
| Mean / average days | 3.55 |

Cell entries are percentages (%) unless specified as means / averages

**Distance Traveled.** Respondents were also asked to report about how far from home they traveled to get to the park. Table 5 shows that most overnight users (82%) were non-local (driving 31 miles or more to reach the park). The largest proportions of users originated 501 or more miles (28%), 31 to 60 miles (24%), and 30 miles or less (18%) from the park. Overnight visitors, on average, traveled 587 miles to visit the park.

Table 5. Overnight user distance traveled to the park

|                   |        |
|-------------------|--------|
| 30 miles or less  | 18     |
| 31 to 60 miles    | 24     |
| 61 to 90 miles    | 4      |
| 91 to 120 miles   | 2      |
| 121 to 150 miles  | 5      |
| 151 to 250 miles  | 10     |
| 251 to 500 miles  | 9      |
| 501 or more miles | 28     |
| Mean / average    | 586.96 |

Cell entries are percentages (%) unless specified as means / averages

**Previous Visitation.** Users were asked if they had ever visited Ainsworth State Park before their most recent trip. Table 6 shows that 38% of overnight respondents had visited this park before, whereas 62% had not visited previously.

Table 6. Overnight previous visitation to the park

|                             | Overnight visitors (%) |
|-----------------------------|------------------------|
| Yes, visited park before    | 38                     |
| No, not visited park before | 62                     |

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that overnight visitors had visited an average of two times in the past 12 months with the highest proportions having made one trip (35%) to this park in the past year, with the most (69%) having made two or fewer trips.

Table 7. Overnight number of previous visits to park in the last 12 months

|                      |      |
|----------------------|------|
| 0 Trips              | 14   |
| 1 Trip               | 35   |
| 2 Trips              | 20   |
| 3 to 5 Trips         | 25   |
| 6 to 12 Trips        | 5    |
| 13 to 24 Trips       | 1    |
| More than 24 Trips   | 0    |
| Mean / average trips | 2.19 |

Cell entries are percentages (%) unless specified as means / averages

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Ainsworth State Park on their most recent trip. Table 8 shows that the average overnight group size was approximately three people ( $M = 3.31$  people). Groups most commonly consisted of two people (42%), and three or four people (25%).

Table 8. Overnight group size at the park

|                     |      |
|---------------------|------|
| 1 Person (alone)    | 13   |
| 2 People            | 42   |
| 3 or 4 People       | 25   |
| 5 to 10 People      | 18   |
| 11 to 25 People     | 2    |
| More than 25 People | 0    |
| Mean / average      | 3.31 |

Cell entries are percentages (%) unless specified as means / averages

**Bringing Dogs to the Park.** The questionnaires asked overnight users if they or anyone else in their group brought dog(s) with them to Beverly Beach State Park. Table 9 shows that 59% of overnight users did not bring dogs with them and 41% brought dogs.

Table 9. Overnight users bringing dogs with them to the park

|                          | Overnight Users (%) |
|--------------------------|---------------------|
| No, did not bring dog(s) | 59                  |
| Yes, brought dog(s)      | 41                  |

**Transportation to the Park.** Respondents were asked how they got to Ainsworth State Park on their most recent trip. Table 10 shows that almost all overnight visitors arrived at the park in their family’s personal vehicle (89%), 1% arrived in somebody else’s vehicle, and 10% arrived in another form of transportation. On average, there were three people in each personal family and other vehicles and five people in someone else’s vehicle. When combining personal, other, and somebody else’s vehicle responses the average number of people per vehicle was 2.73.

Table 10. Overnight visitors transportation to the park

|   | Overnight visitors (%) |
|---|------------------------|
| My family’s personal vehicle <sup>a</sup>     | 89                     |
| Other <sup>b</sup>                            | 10                     |
| Somebody else’s personal vehicle <sup>c</sup> | 1                      |

<sup>a</sup> Number of people in vehicle: mean / average = 2.68 (1-4 people = 91%).

<sup>b</sup> Number of people in vehicle: mean / average = 2.70 (1-4 people = 87%).

<sup>c</sup> Number of people in vehicle: mean / average = 4.50 (1-4 people = 50%).

**Reasons for Visiting.** Overnight visitors were asked if this park was the main reason for their trip. Table 11 shows that 61% of overnight visitors considered this park their main reason for the trip.

Table 11. Whether the park was overnight visitors main destination

|   | Overnight visitors (%) |
|---|------------------------|
| Primarily for recreation – this park was main destination             | 61                     |
| Primarily for recreation – main destination was not this park         | 28                     |
| Primarily for business, family, or other reasons – park was side trip | 7                      |
| Some other reason   | 4                      |

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Ainsworth State Park for this visit. As shown in Table 12,

most overnight visitors responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (73%), come back another time (9%), or done something else (8%).

Table 12. Overnight alternatives to park visit

|   | Overnight visitors (%) |
|---|------------------------|
| Gone somewhere else for same activity <sup>a</sup>        | 73                     |
| Gone somewhere else for a different activity <sup>b</sup> | 3                      |
| Come back another time                                    | 9                      |
| Stayed home   | 6                      |
| Gone to work at my regular job                            | 1                      |
| Something else (none of these)                            | 8                      |

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 277.78 miles.

<sup>b</sup> If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 112.22 miles.

**Section Summary.** Taken together, results in this section showed that:

- The most popular overnight activities at this park were camping (96%), hiking or walking (81%), sightseeing (69%), picnicking or barbequing (52%), and dog walking (38%). The least popular activities were attending ranger-led programs (6%), running or jogging (7%), and bicycling on local roads (12%).
- The most common main activity groups were people camping (57%), hiking or walking (22%), and sightseeing (10%). The least common activity groups were people attending ranger-led programs (<1%), bird or wildlife watching (1%), bicycling on local roads (1%), running or jogging (1%), and dog walking (1%).
- Overnight users spent an average of four days at the park, and the largest proportions spent two (29%) or three (24%) days at the park.
- On average, overnight users traveled approximately 587 miles from home to visit the park.
- In total, 38% of overnight respondents had visited this park before. Of those who had previously visited the park, the highest proportion (35%) had made just one trip to this park in the past year with most (69%) having made two or fewer trips.

- Average group size of overnight visitors was 3.31 people. Groups most commonly consisted of two people (42%) or three or four people (25%).
- In total, 59% of overnight users did not bring dogs with them; 41% brought dogs.
- Almost all overnight users arrived at the park in their family vehicle (89%), 1% arrived in somebody else's vehicle, and 10% arrived in another form of transportation. On average, there were 2.68 people in each personal family vehicle, 4.5 people in somebody else's vehicle, and 2.70 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 2.73.
- 61% of overnight users considered this park the main reason for their trip.
- If they had been unable to go to Ainsworth State Park for this trip, most overnight users would have either gone somewhere else for the same activity (73%), come back another time (9%), or done something else (8%).

### **Visitor Spending**

Overnight visitors were asked to estimate how much they and the other members of their party spent on their trip within 30 miles of Ainsworth State Park on eight spending categories. The information included in this section of the report summarizes basic visitor spending results from the survey. A more extensive visitor spending analysis will be conducted by Oregon State University and available in a separate report.

For this analysis, "local" visitors are defined as those visitors reporting traveling 30 miles or less from home to get to the park. "Non-local" visitors are those respondents living 31 or more miles from the park. All foreign visitors were classified as "non-local" visitors. Visitor responses were excluded under the following conditions:

- The number of nights spent away from home in the local area was greater than 30,
- The reported size of the group was greater than 10 individuals,
- Spending per day/night was greater or equal to \$500 or spending on recreation and equipment rental was greater or equal to \$500 in total.

Table 13 includes the percentages of all park overnight visitors that are local and non-local visitors. Most overnight visitors to the park are non-local (living more than 30 miles from the park) visitors (82%).

Table 13. Overnight visitors, local / non-local

|           | Overnight visitors (%) |
|-----------|------------------------|
| Local     | 18                     |
| Non-Local | 82                     |

Table 14 shows the proportion of total spending for local and non-local Overnight visitors and reported on a party trip basis. For local overnight visitors, the highest percentage (42%) reported spending \$51-\$150. For non-local overnight visitors, the highest percentage (42%) reported spending \$151-\$350 on their trip.

Table 14. Overnight total spending, dollars per party per trip

|                | Local | Non-Local |
|----------------|-------|-----------|
| Spent no money | 4     | 3         |
| \$1 - \$25     | 4     | 4         |
| \$26 - \$50    | 4     | 6         |
| \$51 - \$150   | 42    | 30        |
| \$151 - \$350  | 39    | 42        |
| \$351 - \$550  | 7     | 15        |

Table 15 includes the proportion of overnight visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local overnight visitors, most reported spending some money on groceries (79%), gasoline and oil (58%), and camping fees (63%). For non-local overnight visitors, most reported spending some money on camping fees (70%), groceries (70%), and gasoline and oil (69%).

Table 15. Percent of overnight party spending of any dollars in eight spending categories

| Spending Categories                                     | Local | Non-Local |
|---|-------|-----------|
| Motel, lodge, cabin, B&B, other lodging                 | 2     | 6         |
| Camping   | 63    | 70        |
| Restaurants and bars                                    | 23    | 40        |
| Groceries   | 79    | 70        |
| Gasoline and oil  | 69    | 69        |
| Park entry, parking, or recreation use fees             | 35    | 36        |
| Recreation and equipment (guide fees, equipment rental) | 6     | 11        |
| Souvenirs, clothing, and other miscellaneous            | 10    | 37        |

**Section Summary.** Taken together, results in this section showed that:

- Most overnight visitors to the park (82%) are non-local (living more than 30 miles from the park) visitors.
- The highest percentage of local (42%) visitor parties reported spending \$51-\$150 on their trip. The highest percentage of non-local (42%) visitor parties reported spending \$151-\$350 on their trip.
- Most overnights reported spending some money on groceries, camping fees, and gasoline and oil.

### Obtaining Information about the Parks

The questionnaire contained several questions examining how overnight visitors obtained information about state parks such as Ainsworth State Park and whether they were able to obtain the information they needed. Table 16 shows that almost all overnight visitors (93%) were able to find the information they needed when planning their visit to this state park, and the few (7%) who did not find the information they needed would like information on the current availability of campsites, a park phone number where someone answers, and information on tent campsites at the park.

Table 16. Whether overnight visitors found the information

|  | Overnight visitors (%) |
|--|------------------------|
| Yes, found the information needed                    | 93                     |
| No, did not find the information needed <sup>a</sup> | 7                      |

<sup>a</sup> The most popular information needed was: online information on the current availability of campsites, a park phone number where someone answers, and information on tent campsites.

Table 17. Overnight use of information sources <sup>a</sup>

|  | Overnight visitors (%) |
|--|------------------------|
| Official internet websites (OPRD)      | 83                     |
| Highway signs                          | 60                     |
| Previous visit                         | 57                     |
| Friends / family                       | 56                     |
| Brochures                              | 48                     |
| Books                                  | 31                     |
| Other <sup>b</sup>                     | 26                     |
| Social media websites                  | 23                     |
| Magazines                              | 23                     |
| Newspapers                             | 14                     |
| Work                                   | 11                     |
| Television                             | 11                     |
| Radio                                  | 9                      |
| Videos / DVDs                          | 7                      |
| Community organizations (Church, etc.) | 6                      |
| Health care providers                  | 4                      |

<sup>a</sup> Cell entries are percentages (%) of users who used the information source “sometimes” to “often.”

<sup>b</sup> The most popular “other” sources were: from state map, just driving by, and other campers.

Respondents were also presented with a list of 16 possible sources for finding information and asked how often they obtained information from these sources when thinking about visiting an Oregon State Park such as Ainsworth State Park. Table 17 shows that the most heavily used sources of information by overnight visitors were official internet websites (e.g., Oregon State Parks, Travel Oregon; 83% used sometimes or often), highway signs (60%), previous visits (57%), friends or family members (56%), and brochures (48%). The least used sources were health care providers (4%), community organizations (6%), videos or DVDs (7%), and radio (9%).

Respondents were then asked to specify from this list of information sources what one source they would use first when obtaining information about an Oregon State Park such as Ainsworth State Park. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most (71%) respondents as the first primary information source, followed by friends or family (10%), and brochures (7%). Few people used other sources when obtaining information.

Table 18. Overnight primary information sources

|                                   | Overnight visitors<br>(%) |
|-----------------------------------|---------------------------|
| Official internet websites (OPRD) | 71                        |
| Friends / family                  | 10                        |
| Brochures                         | 7                         |
| Other <sup>b</sup>                | 3                         |
| Previous visit                    | 3                         |
| Highway signs                     | 2                         |
| Books                             | 2                         |
| Social media                      | 1                         |
| Magazines                         | 1                         |
| Television                        | <1                        |

**Section Summary.** Taken together, results in this section showed that:

- Almost all overnight visitors (93%) were able to find the information they needed when planning their visit to this park, and the few (7%) who did not find it would like information on the current availability of campsites, a park phone number where someone answers, and information on tent campsites at the park.

- The most heavily used sources of information by overnight visitors were official internet websites (e.g., Oregon State Parks, Travel Oregon; 83% used sometimes or often), highway signs (60%), previous visits (57%), friends or family members (56%), and brochures (48%). The least used sources were health care providers (4%), community organizations (6%), videos or DVDs (7%), and radio (9%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most (71%) respondents as the first primary information source, followed by friends or family (10%), and brochures (7%). Few people used other sources when obtaining information.

### Satisfaction with Experiences and Conditions

**Overall Satisfaction.** Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Ainsworth State Park?” Table 19 shows that overall satisfaction was extremely high, as 96% were satisfied and 4% of respondents were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (53%).

Table 19. Overnight overall satisfaction

|                         | Overnight visitors<br>(%) |
|-------------------------|---------------------------|
| Very Satisfied          | 53                        |
| Satisfied               | 43                        |
| Dissatisfied or Neutral | 4                         |

**Satisfaction and Expectations with Specific Characteristics.** Most overnight visitors were satisfied with their overall visit at Ainsworth State Park, this does not indicate that they were satisfied with every aspect of this park. This project, therefore, first measured respondent *expectations* by asking them the extent they believed that several attributes of Ainsworth State Park were *important* to their visit (e.g., absence of litter, personal safety, signs, parking). Then, respondents reported their *satisfaction* of these same attributes at this park to measure *performance* of these attributes.

Table 20. Overnight specific *expectations* at the park

|   | Overnight<br>visitors (%) <sup>a</sup> |
|---|--|
| Absence of litter   | 98                                     |
| Good value for fee paid at the park                       | 96                                     |
| Cleanliness of park (graffiti, lawns)                     | 95                                     |
| Comfort of campsites                                      | 94                                     |
| Shading provided by trees / structures                    | 92                                     |
| Courteousness of rangers / personnel                      | 92                                     |
| Cleanliness of toilets / bathrooms                        | 92                                     |
| Personal safety   | 85                                     |
| Parking for vehicles                                      | 84                                     |
| Signs with directions <i>to</i> the park                  | 79                                     |
| Number of toilets / bathrooms                             | 78                                     |
| Signs with directions <i>in</i> the park                  | 78                                     |
| Presence of park rangers / personnel                      | 77                                     |
| Information about conditions / hazards                    | 75                                     |
| Condition of park trails                                  | 73                                     |
| Number of park trails                                     | 67                                     |
| Variety of things to do                                   | 63                                     |
| Quality of educational information                        | 52                                     |
| Amount of educational information                         | 44                                     |
| Ease of movement / access (wheelchair, elderly, stroller) | 40                                     |
| Facilities for groups to gather                           | 30                                     |

<sup>a</sup> Cell entries are percentages (%) of users who rated the characteristic as “somewhat” or “extremely important.”

Table 20 shows that the most important characteristics were the park’s absence of litter (98%), good value for fee paid at the park (96%), cleanliness (e.g., lawn care, lack of graffiti; 95%), comfort of campsites (94%), shading provided by trees / structures (92%), courteousness of park rangers / personnel (92%), cleanliness of toilets (92%), and personal safety (85%). The least important attributes were facilities for groups to gather (30%), ease of movement / access (wheelchair, elderly, stroller; 40%), and the amount and quality of educational information (44% to 52%).

Table 21. Overnight specific *satisfactions* at the park

|   | Overnight visitors<br>(%) <sup>a</sup> |
|---|--|
| Cleanliness of park (graffiti, lawns)                     | 98                                     |
| Absence of litter   | 96                                     |
| Courteousness of rangers / personnel                      | 96                                     |
| Shading provided by trees / structures                    | 94                                     |
| Presence of park rangers / personnel                      | 92                                     |
| Good value for fee paid at the park                       | 92                                     |
| Comfort of campsites                                      | 92                                     |
| Number of toilets / bathrooms                             | 92                                     |
| Personal safety   | 89                                     |
| Cleanliness of toilets / bathrooms                        | 88                                     |
| Parking for vehicles                                      | 84                                     |
| Signs with directions <i>to</i> the park                  | 84                                     |
| Signs with directions <i>in</i> the park                  | 77                                     |
| Condition of park trails                                  | 74                                     |
| Number of park trails                                     | 71                                     |
| Information about conditions / hazards                    | 70                                     |
| Variety of things to do                                   | 63                                     |
| Quality of educational information                        | 61                                     |
| Amount of educational information                         | 58                                     |
| Ease of movement / access (wheelchair, elderly, stroller) | 57                                     |
| Facilities for groups to gather                           | 43                                     |

<sup>a</sup> Cell entries are percentages (%) of users who rated the characteristic as “satisfied” or “very satisfied.”

Table 21 shows that the majority of overnight visitors were satisfied with almost all of these characteristics at Ainsworth State Park. Overnight visitors were most satisfied with the park’s cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), courteousness of rangers / personnel (96%), shading provided by trees / structures (94%), presence of rangers / personnel (92%), good value for fee paid at the park (92%), comfort of campsites (92%), and number of toilets (92%). Users were least satisfied with the facilities for groups to gather (43%), ease of movement / access (wheelchair, elderly, stroller; 57%), and amount and quality of educational information (58% to 61%).

**Importance – Performance Analysis.** One approach for visualizing relationships between expectations (i.e., importance of attributes) and satisfaction (i.e., performance of these attributes) is Importance – Performance (I-P) analysis (Figure 1). Importance or expectations are represented as averages (i.e., means) on the vertical axis (i.e., y-axis) and average performance or experiences (i.e., satisfaction) are measured on the horizontal axis (i.e., x-axis). When combined,

these axes intersect and produce a matrix of four quadrants that can be interpreted as “concentrate here” (high importance or expectation, low satisfaction or poor experiences; Quadrant A), “keep up the good work” (high importance or expectation and high satisfaction or good experiences; Quadrant B), “low priority” (low importance or expectation and low satisfaction or poor experiences; Quadrant C), and “possible overkill” (low importance or expectation, high satisfaction or good experiences; Quadrant D). This matrix provides managers with an easily understandable picture of the status of services, facilities, and conditions as perceived by users, and reveals conditions that may or may not need attention (Bruyere, Rodriguez, & Vaske, 2002; Vaske, Beaman, Stanley, & Grenier, 1996).

Figure 1. Importance-performance (I-P) analysis matrix

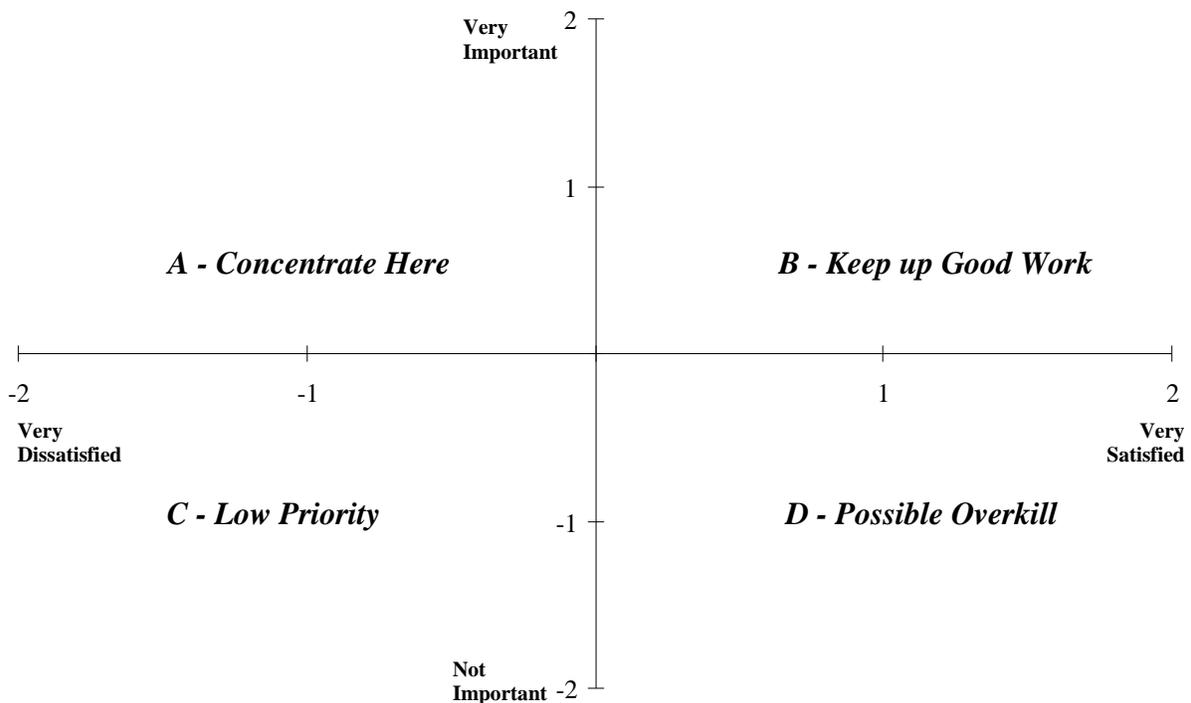


Figure 2. Importance-performance (I-P) analysis matrix for *overnight visitors*

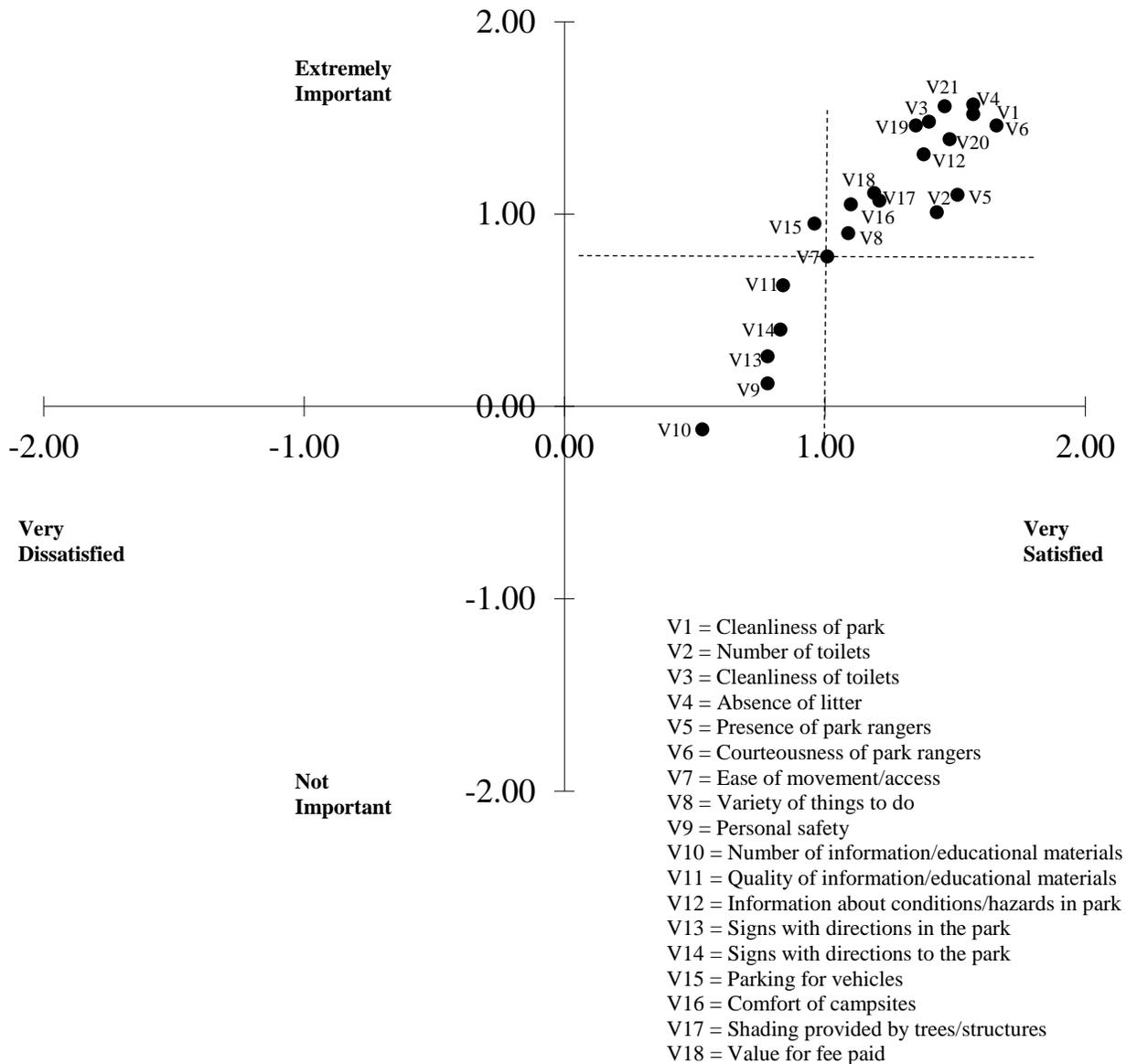


Figure 2 is the I-P matrix for overnight visitors at Ainsworth State Park. The matrix shows almost all of the attributes were in the “keep up the good work” quadrant, with one in the “possible overkill” quadrant, indicating that overnight visitors thought that park staff were doing a good job managing conditions and experiences at the park. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the “keep up the good work” quadrant within the dashed lines included in Figure 2. These results also show that park staff were doing a good job managing conditions and experiences at Ainsworth State Park.

Respondents were asked several additional questions about their satisfaction with Ainsworth State Park, including this park’s natural environment, facilities and services, and fees. Overnight visitors were also asked how likely they would return to this state park. Table 22 shows very

high overnight satisfaction with the park’s environment (95%), facilities and services (95%), and somewhat high satisfaction with fees at the park (88%). In total, 87% of overnight visitors said they were likely to return to this park in the future.

Table 22. Overnight likelihood of returning and satisfaction with the park facilities and environment

|  | Overnight visitors (%) |
|--|------------------------|
| Satisfaction with natural environment <sup>a</sup>     | 95                     |
| Satisfaction with facilities and services <sup>a</sup> | 95                     |
| Satisfaction with fee paid <sup>a</sup>                | 88                     |
| Likelihood of returning <sup>b</sup>                   | 87                     |

<sup>a</sup> Cell entries are percentages (%) of users who rated the characteristic as “satisfied” or “very satisfied.”

<sup>b</sup> Cell entries are percentages (%) of users who said they were “likely” or “very likely” to return to the park in the future.

**Perceived Crowding.** *Perceived crowding* is a subjective and negative evaluation that the number of encounters or people observed in an area is too many. Research suggests that when users perceived an area to be crowded, they likely encountered more than their maximum acceptance (i.e., their norm) of impacts (e.g., use levels) for the particular setting (Manning, 2010; Needham & Rollins, 2009).

Table 23. Overnight perception of crowding

|                                     | Overnight visitors |
|-------------------------------------|--------------------|
| Perception of crowding <sup>a</sup> | 3.94               |
| Reported feeling crowded            | 64                 |

<sup>a</sup> Cell entries are means on 9 point crowding scale of 1-2 “not at all crowded” to 3-4 “slightly crowded” to 5-7 “moderately crowded” to 8-9 “extremely crowded.”

<sup>b</sup> Cell entries are percentages (%) of users who reported being “slightly crowded,” “moderately crowded,” or “extremely crowded.”

Table 23 shows that, on average, overnight visitors felt slightly crowded, with 64% of overnight visitors having felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day use areas can be considered “high normal” where visitation is probably not greater than carrying capacity but may be tending in the direction. Crowding should be studied if increased use is expected, allowing management to anticipate problems.

**Section Summary.** Taken together, results in this section showed that:

- Overnight visitors considered the most important characteristics the park's absence of litter (98%), good value for fee paid at the park (96%), cleanliness (e.g., lawn care, lack of graffiti; 95%), comfort of campsites (94%), shading provided by trees / structures (92%), courteousness of park rangers / personnel (92%), cleanliness of toilets (92%), and personal safety (85%). The least important attributes were facilities for groups to gather (30%), ease of movement / access (wheelchair, elderly, stroller; 40%), and the amount and quality of educational information (44% to 52%).
- Overall satisfaction among overnight visitors was extremely high, as 96% were satisfied and 4% of respondents were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (53%). The majority of overnight visitors were satisfied with almost all of these characteristics at Ainsworth State Park. Overnight visitors were most satisfied with the park's cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), courteousness of rangers / personnel (96%), shading provided by trees / structures (94%), presence of rangers / personnel (92%), good value for fee paid at the park (92%), comfort of campsites (92%), and number of toilets (92%). Users were least satisfied with the facilities for groups to gather (43%), ease of movement / access (wheelchair, elderly, stroller; 57%), and amount and quality of educational information (58% to 61%).
- An Importance – Performance analysis showed that almost all of the attributes were in the "keep up the good work" quadrant, with one in the "possible overkill" quadrant, indicating that overnight visitors thought that park staff were doing a good job managing conditions and experiences at the park.
- Crowding among overnight visitors was in the "high normal" range where visitation is probably not greater than carrying capacity but may be tending in the direction. Crowding should be studied if increased use is expected, allowing management to anticipate problems.

### Attitudes about Management Strategies

Overnight users were asked the extent they opposed or supported several potential new strategies for this park. Table 24 shows that the most strongly supported strategies by overnight users were to require dogs be kept on leash at all times (70%), provide more opportunities at the park for viewing wildlife (68%), more opportunities for escaping crowds (66%), offer more hiking opportunities (64%), construct natural buffers to block views of development outside the park (62%), and provide campsites with both RV and tent camping (62%). The least supported strategies were to close this park to all recreation/tourism activities (7%), provide more group camping areas (32%), downloadable mobile phone applications about the park (30%), and limit the number of people allowed per day (30%).

Table 24. Overnight user attitudes about management at the park

|  | Overnight Users (%) <sup>a</sup> |
|--|----------------------------------|
| Require dogs be kept on leash at all times           | 70                               |
| More opportunities for viewing wildlife              | 68                               |
| More opportunities for escaping crowds               | 66                               |
| More opportunities for hiking                        | 64                               |
| Natural buffers block view of development            | 62                               |
| Campsites with both RV and tent camping              | 62                               |
| Wireless internet access in park                     | 56                               |
| Better maintenance / upkeep of facilities            | 56                               |
| More info / education (nature, history)              | 55                               |
| More space between campsites                         | 54                               |
| More recycling containers                            | 52                               |
| Limit the number of large groups allowed             | 50                               |
| Do not change anything / keep as is                  | 50                               |
| More trash cans                                      | 47                               |
| More tent camping in developed campgrounds           | 45                               |
| Restore to historical conditions                     | 43                               |
| Make park more pet friendly                          | 41                               |
| More programs led by rangers                         | 41                               |
| More paved trails                                    | 40                               |
| More walk in / cart in campsites                     | 38                               |
| Limit the number of people allowed per day           | 30                               |
| Downloadable mobile phone applications               | 30                               |
| More group picnic areas                              | 26                               |
| Provide enclosed shelters                            | 24                               |
| More group camping areas                             | 23                               |
| Close this park to all recreation/tourism activities | 7                                |

<sup>a</sup> Cell entries are percentages (%) of users whose response was “support” or “strongly support.”

**Section Summary.** Taken together, results in this section showed that:

- Overnight visitors most strongly supported management strategies to require dogs be kept on leash at all times (70%), provide more opportunities at the park for viewing wildlife (68%), more opportunities for escaping crowds (66%), offer more hiking opportunities (64%), construct natural buffers to block views of development outside the park (62%), and provide campsites with both RV and tent camping (62%). The least supported strategies were to close this park to all recreation/tourism activities (7%), provide more group camping areas (32%), downloadable mobile phone applications about the park (30%), and limit the number of people allowed per day (30%).
- A majority of overnight users supported providing campsites accommodating both RV and tent camping (62%) and adding more space between campsites (54%). They were least supportive of providing more group camping areas (23%), walk in campsites (38%), and more tent camping in developed campgrounds (45%).

### **Sociodemographic Characteristics of Users**

Table 25 shows demographic characteristics of overnight visitors. There were more male (51%) than female (49%) overnight visitors at Ainsworth State Park. The average age of respondents was 51 years old, and the largest proportions of users were 60 to 69 (27%) and 50 to 59 years old (25%). Most respondents were white (i.e., Caucasian; 99%) with some Others (1%), Russian (1%), and Hispanic / Latinos (<1%). The average annual household income before taxes of respondents was \$61,000, and the largest proportion of users had incomes from \$30,000 to \$49,999 (21%) and \$50,000 to \$69,999 (19%). Overnight visitors to Ainsworth State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).

Table 26 shows that almost all overnight visitors (98%) considered English as the primary language in their homes, while a few spoke other languages (1%), Russian (1%), and Spanish (<1%). Other languages spoken in their homes included Chinese, Czech, and Tibetan.

Table 25. Overnight demographic characteristics

|  | Overnight visitors<br>(%) <sup>a</sup> |
|--|--|
| <b>Gender</b>                          |  |
| Male                                   | 51                                     |
| Female                                 | 49                                     |
| <b>Age</b>                             |  |
| Less than 20 years old                 | 1                                      |
| 20 – 29 years                          | 9                                      |
| 30 – 39 years                          | 16                                     |
| 40 – 49 years                          | 18                                     |
| 50 – 59 years                          | 25                                     |
| 60 – 69 years                          | 27                                     |
| 70 – 79 years                          | 5                                      |
| 80+ years old                          | 1                                      |
| Average age (mean years)               | 50.70                                  |
| <b>Household income (before taxes)</b> |  |
| Less than \$10,000                     | 5                                      |
| \$10,000 – \$29,999                    | 11                                     |
| \$30,000 – \$49,999                    | 21                                     |
| \$50,000 – \$69,999                    | 19                                     |
| \$70,000 – \$89,999                    | 14                                     |
| \$90,000 – \$109,999                   | 13                                     |
| \$110,000 – \$129,999                  | 6                                      |
| \$130,000 – \$149,999                  | 4                                      |
| \$150,000 – \$169,999                  | 3                                      |
| \$170,000 or more                      | 4                                      |
| Average income (mean dollars)          | 61,000                                 |
| <b>Ethnicity</b>                       |  |
| White (Caucasian)                      | 98                                     |
| Other                                  | 1                                      |
| Russian                                | 1                                      |
| Hispanic / Latino                      | <1                                     |

<sup>a</sup> Cell entries are percentages (%) unless specified as means or averages.

Table 26. Overnight language spoken most often at home

|                    | Overnight visitors (%) |
|--------------------|------------------------|
| English            | 98                     |
| Other <sup>a</sup> | 1                      |
| Russian            | 1                      |
| Spanish            | <1                     |

<sup>a</sup> The most reported “other” languages were: Chinese, Czech, and Tibetan.

Table 27 shows that 48% of overnight visitors lived in Oregon, 18% resided in Washington State, 10% resided in California, 2% resided in British Columbia, 2% resided in Texas, 2% resided in Florida, 2% resided in Montana, 2% resided in Nevada, 2% resided in Alberta, and 11% were from other states. Among overnight visitors, 24% lived in the Portland Metro region (38%), whereas 4% resided in the Willamette Valley region, 2% resided in the Central region, 2% lived in the Southern region, 1% resided in the Eastern region, 1% resided in the Mt. Hood / Gorge region, and <1% resided in the Coastal region of Oregon.

Table 27. Overnight location of residence

|                     | Overnight visitors (%) |
|---------------------|------------------------|
| Country             |                        |
| USA                 | 95                     |
| Canada              | 5                      |
| England             | <1                     |
| Mexico              | <1                     |
| New Zealand         | <1                     |
| State               |                        |
| Oregon <sup>a</sup> | 48                     |
| Washington          | 18                     |
| California          | 10                     |
| British Columbia    | 2                      |
| Texas               | 2                      |
| Florida             | 2                      |
| Montana             | 2                      |
| Nevada              | 2                      |
| Alberta             | 2                      |
| Other states        | 11                     |

<sup>a</sup> The largest percentage of overnight visitors were from the Portland Metro region (38%), whereas 4% resided in the Willamette Valley region, 2% resided in the Central region, 2% lived in the Southern region, 1% resided in the Eastern region, 1% resided in the Mt. Hood / Gorge region, and <1% resided in the Coastal region of Oregon.

Table 28 shows that 81% of overnight visitors said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. The most common disability was associated with walking (11% of overnight visitors), while 6% of overnight visitors had a hearing disability, 1% had a learning disability, <1% had a sight disability, and 6% had some other form of disability.

Table 28. Overnight disabilities

| Disability in group | Overnight visitors (%) |
|---------------------|------------------------|
| No                  | 81                     |
| Yes <sup>a</sup>    | 19                     |

<sup>a</sup> Types of disabilities: walking = 11%, hearing = 6%, learning = 1%, sight = <1%, other = 6%

**Section Summary.** Taken together, results in this section showed that:

- There were more male (51%) than female (49%) overnight visitors at this park.
- The average age of respondents was 51 years old, and the largest proportions of users were 60 to 69 (27%) and 50 to 59 years old (25%).
- The average annual household income before taxes of respondents was \$61,000, and the largest proportion of users had incomes from \$30,000 to \$49,999 (21%) and \$50,000 to \$69,999 (19%). Overnight visitors to Ainsworth State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 99%) with some Others (1%), Russian (1%), and Hispanic / Latinos (<1%).
- Almost all overnight visitors (98%) considered English as the primary language in their homes, while a few spoke other languages (1%), Russian (1%), and Spanish (<1%). Other languages spoken in their homes included Chinese, Czech, and Tibetan.
- Over 48% of overnight visitors lived in Oregon, 18% resided in Washington State, 10% resided in California, 2% resided in British Columbia, 2% resided in Texas, 2% resided in Florida, 2% resided in Montana, 2% resided in Nevada, 2% resided in Alberta, and 11% were from other states. Among overnight visitors, 24% lived in the Portland Metro region (38%), whereas 4% resided in the Willamette Valley region, 2% resided in the

Central region, 2% lived in the Southern region, 1% resided in the Eastern region, 1% resided in the Mt. Hood / Gorge region, and <1% resided in the Coastal region of Oregon.

- 81% of overnight visitors said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. The most common disability was associated with walking (11% of overnight visitors), while 6% of overnight visitors had a hearing disability, 1% had a learning disability, <1% had a sight disability, and 6% had some other form of disability.

## ***RECOMMENDATIONS***

### **Management Recommendations**

Based on these results from the survey of overnight users, the following recommendations, in no particular order, are proposed for management of Ainsworth State Park:

- Most overnight visitors traveled to this park in their own vehicles (89%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Ainsworth State Park overnight vehicles (2.73) was significantly lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future Overnight calculations for the park.
- Over 41% of overnight users brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas. Managers may also want to consider examining enforcement of existing pet regulations at the park given that 70% of overnight users supported requiring dogs on leash at all times, and only 41% supported making the park more pet friendly.
- Almost all overnight visitors (96%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (43%), ease of movement / access (wheelchair, elderly, stroller; 57%), and amount and quality of educational information (58% to 61%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.

- Overnight users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 57%). Given that over 33% of overnight visitors were over the age of 60 and 19% of overnight users had disabilities (11% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- The Importance – Performance analysis shows that most attributes were in the “keep up the good work” category, with one in the “possible overkill” category, indicating that users thought that staff were doing a good job managing conditions and experiences. Park managers may wish to inform staff regarding these findings.
- The results suggest that crowding at overnight areas is “high normal” where these areas have probably not exceeded social carrying capacity yet, but may be trending in that direction and use should be studied to see if increased use is expected, allowing management to anticipate problems. Monitoring and management of park use levels is needed, especially given that 66% of park users supported the provision of more opportunities for escaping crowds.
- Overnight visitors most strongly supported strategies that require dogs be kept on leash at all times (70%), provide more opportunities at the park for viewing wildlife (68%), more opportunities for escaping crowds (66%), offer more hiking opportunities (64%), construct natural buffers to block views of development outside the park (62%), and provide campsites with both RV and tent camping (62%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (93%) were able to find the information they needed when planning their visit to Ainsworth State Park. However, some visitors (7%) were not able to find all information needed. The most popular information needed was information on the current availability of campsites, a park phone number that someone answers, and information on tent campsites at the park.
- A large proportion of overnight visitors (71%) depended on official internet websites as the primary source of obtaining information about state parks such as Ainsworth State Park. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.

- The visitor spending analysis showed that non-local overnight visitor party spending was substantial, with the highest percentage (42%) reporting spending \$151-\$350 on their trip (within 30 miles of the park). Most visitors reported spending some money on groceries, camping fees, and gasoline and oil. A more extensive visitor spending analysis of this data set is being conducted by Oregon State University (OSU) and will be available in a separate report. Park managers may want to use the OSU report findings to help inform local community leaders about the positive impact of Ainsworth State Park visitor spending on the local economies.
- Appendix A is a listing of 226 verbatim open ended positive comments (43 comments, 1 page) and negative comments and suggestions for improvement of Ainsworth State Park (183 comments, 9 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) reducing train noise; (b) more privacy between campsites; (c) make campsites reservable; (d) more tent campsites; (e) make campsites level; (f) a children's playground; (g) repair/upgrade restrooms; (h) provide more pull through RV campsites; (i) a camp store; (j) bigger campsites; (k) better/cheaper firewood; and (l) free WiFi.

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- A great park, I will come back. Thank you
- Ainsworth is great!
- Ainsworth is great. Loved the experience.
- By having me come back.
- Doing great. Thanks
- Good the way it is
- Great place, good host. You guys are doing a good job
- I have no suggestions. It seems great just like it is now.
- I like it just the way it is. First night to stay at an Oregon State Park.
- I love staying here because the trains are quieter than at Viento. Love the big field and playground
- It needs no improvements really. It's awesome. Larry my husband and I love coming here. We try to come at least once or three times a year. This is where we do most of our camping. We always meet really nice people here. The hosts are always great. Thank you very much.
- It's all good!
- It's fine
- It's great just like this!
- It's great!
- It's perfect just as it is!
- Keep going
- Looks fine to me, it's ok.
- Looks good right now!
- Love Oregon. Have 3 horses, would love to relocate from Idaho to Oregon. We are retired.
- Lovely area. We are so glad it is here. Please keep up the good work.
- No improvements necessary
- None - all good. Thanks
- Not at all. It was wonderful.
- Not much more
- Not much, have been camping here for years & love this place.
- Nothing
- Nothing, it's great as it is
- Our experience was great. Thank you for your campsite.
- Park is great
- Perfect place to stay to see the falls and hike the trails. Thanks!
- So far looks good.
- So far this park has met our needs and expectations
- This place is perfect. Always our destination.
- This place is perfect. Do not change a thing
- Truly enjoyed it!
- We appreciate greatly that this is one of the few parks that do not take reservations. Please do not change this. Thank you

- We enjoy the natural beauty of this park and its simplicity. Please don't change it.
- We have been visiting this park for approximately 15 - 20 years. We are a same sex couple of 30 years and in our experience we have always been treated well by both hosts and staff, we have met many other couples who feel the same. A non-prejudicial park is always a home away from home. Thanks!
- We think this park is great the way it is. The facilities are well maintained and the price is certainly right.
- You are doing a great job the way it is.
- You folks have done a great job at Ainsworth. Thanks so much
- You're doing a fine job.

### *Negative Comments and / or Issues for Improvement*

- 1. Please limit smaller campers, pickups, and tenters (etc.) to smaller camping sites so the pull throughs are available for bigger rigs that really need them - this would be a much better use of the pull through spaces. 2. Please re-paint letters on hiking sign above "walk-in" tent area - it is very hard to read the trail names or distances. Overall this is a very nice park!
- A restroom at the bottom of the hill would be nice. Not necessarily a shower, but a simple restroom. The hills kill the knees. But otherwise we love this place and will return again and again.
- Ability to make reservations. We frequently saw vehicles being driven the wrong way on one-way roads in the park. Better signage might help
- Accept senior discounts
- Access to exit roadway i.e. parking in A9 - A13 is insufficient. Must back in or violate one way to park. Dump in a11 is not level with site so hose must dump up hill.
- Activities for kids. Perhaps a playground or something. It would be nice if there was an access to the Columbia River. More campgrounds/spots, especially for tents.
- Add a few more walk in sites. Enlarge walk in sites
- Add a store, playground and make bigger sites
- Add more RV full hook up sites
- Ainsworth is lovely. We wish all Oregon State Parks had at least 25% first come, first serve spaces. The need to make reservations months in advance some of the wonderlust and free spiritedness of camping.
- Ainsworth SP is an Adventure Cycling Association Lewis & Clark tour route. Touring cyclists should get some sort of a discount for overnight camping. The ranger did offer an alternate site. It was not acceptable to us and we were lucky to find a full hookup location. Thanks for being in a great location! Your survey was fun!
- Ainsworth was a great place. The only way I see to improve it is to put more trees in between camp sites.
- All Oregon State Parks are our favorite destinations. Thank you for providing the services you provide. We could write a book about the great times we have spent in Oregon and how superior the parks are compared to California and Washington. Oregon parks seem to be designed and maintained by intelligent humans for their fellow humans. Well designed and kept parks will bring people to the surrounding communities where we will be happy to spend our money in surrounding stores. Suggestion: today I watched a camper spill his waste on a camp (RV) pad then leave. We notified host. Should not some instructions be posted somewhere about dangers and methods of handling sewage at

contaminated dump areas? People walk through these contaminated areas and children playing in them.

- Allow online reservations? It's a bit out of the way to be a first serve campground.
- Allow reservations
- As a tenter we feel we feel that we should only pay a tent fee even when staying in a hook up site. Often there are no tent only sites available. The added price is discouraging and cuts down on the number of nights and frequency of camping
- Barriers to the train?! Love it here!
- Better more seasoned firewood - the stuff you sell burns much too fast. It's like spending \$5 on air.
- Better playground/camp store/ amphitheater (with education for kids). Change the sewer drain style. More ADA sites. Overall one of the best parks we have stayed at ever.  
Thanks!
- Bike paths through the woods. A second water faucet, 1 for hook-up, 1 for other uses, such as filling up water bottles, etc. sink faucets that stay on without holding. The park is beautiful.
- Branches in campsites could be trimmed to accommodate awnings
- By enforcing dog leash law. Thank you very much.
- Campsites on trails? Ice? Actually sending folks to Cascade Locks is good. Rather buy groceries & ice there than support Nestle in Switzerland!
- Can you do family movies in the evening?
- Change or fix the spring loaded faucets in the restrooms, so they stay on for 10 sec. some shut off immediately.
- Create about 4 more walk-in tent sites, thank you!
- Derail the train. Just kidding
- Do not have State Parks by railroad tracks.
- Do something about mosquitos
- Dog owners need to clean up after their dogs. A little more trimming of overhanging brush, so doesn't tear rubber roofs or other damage to vehicles.
- Don't understand how a cone with reserved/occupied can take up a site for more than one day if no one is physically in it. Better info on amphitheater activities. A real playground would be great - even put out a donation box for it.
- Drain for gray waste not working properly. Bathroom cleanliness was not as high as last visit. More signage for walks/hikes. More walks or hikes would be great. Off leash area for dogs.
- Each site needs its own dish washing drain or provide public access so more than one site can wash dishes.
- Eliminate site A9 so there is access to the front of the pull through sights below A10 - A13 without having to back up from below A13.
- Enforce speed limit - seemed cars going down the hill in loop a traveled at a fast speed. Flat bike paths.
- Enforce speed limit. A lot of cars are going 25 to 35 mph.
- Expand park to the south.
- Fishing in park. Need more state parks with full hookups in Portland area.
- Free fire wood or lower price. RV sites need to be more flat for tenting. More trees. Cleaner showers. Cleaner washrooms
- Free WiFi.

- Garbage pick up not so early in the morning. Waking up to shattering glass and the recycling truck was alarming.
- Get a sales tax that supports parks and education
- Get rid of the big rocks at the entrance to each site. Make backing difficult. The electricity is marginal in voltage.
- Great as is though mosquitos are unbearable. Beautiful
- Great value for money. Larger campsites/more privacy would be nice but not necessary.
- Have an entrance or walk way across freeway to the river.
- I came to camp but it felt like I was staying at an urban apartment. Need more sites for car camping in a tent. Sites that have privacy and are not on top of each other(where I don't hear every conversation of my neighbor)
- I oppose the fee charged for having an additional vehicle. For people with compact cars this is ridiculous.
- I recommend for all state parks to allow 60% reservations and 40% first come first served basis. For those of us who travel from park to park this method allows for more flexibility in obtaining a campsite. Win-win for everyone. Thank you for the wonderful, clean and comfortable accommodations. The park hosts were very courteous and helpful.
- I wish that all state parks (all states) had a state wide data base that was updated live if there was a space available at that moment. And the space could be reserved immediately. There have been a number of times that I have driven many miles on my route hoping a camp site might be available then had to drive miles back to my route to try to find a place to spend the night. If I knew the park was full I would have stayed on the highway. This is more important to travelers and people that don't make reservations and hope for space available. I end up staying in Rest Areas or Wall Mart. Oregon Parks are wonderful!
- I would love restrooms close to the tent camping area. If you could find it in your heart to put a small bathroom in that section, I would be very happy.
- I would make more "tent only" sites up on top and then allow those to be used by RVs after all bottom sights are used up. I would do this because there is less road/train noise up on top and the tents hear more than a hard sided RV. I would also make the sites larger to accommodate a tent or two, more grass.
- If Reserve America didn't charge \$8, I'd say allow reservations rather than first come - first serve, but they do, so I won't.
- Improve the maintenance of trails. Keep up preserving the historic relevance of the area.
- Improve the trail signposting
- In many of the B sites you allow them to be used by tenters. When big rigs (trucks w/trailers) pull in and see 1 tent on a full hook up site, it is very irritating. This visit one whole site had 4 or 5 tents and singles on the other. This should not be allowed. If you had more tent sites this might not be an issue. Signs should be posted RV's only. We have come here for many years and no one seems to care about this issue. It makes a lot of people very upset with Ainsworth. Many times we bring this issue to the park hosts. Today, with a handicap person in our group, a tenter was allowed to use the site for handicap only. This is wrong and should not be allowed. Build more tent sites please. 40-50 would do. Thank you.
- Include more children friendly activities like more playground equipment, arts/crafts activities and family friendly events (movies, games, activities). Better firewood for \$5.00
- Increase camp sites

- Install adjustable grills on the fire pit. Thanks
- It would be fabulous if the bathrooms and showers had more maintenance because of bugs & mud & the yuckies on the floor. And the bathrooms don't have toilet papers sometimes. And please it would help a lot if you got WiFi. Like seriously.
- It's great just the way it is. However provide fire wood at a reasonable price. Perhaps raise the camping fees by 5.00 to pay for the wood. In our case two families out traveling together, so the extra 10.00 would provide for only one fire.
- It's great, support rangers to keep order.
- Just jeep the party people out. Not a problem, just what I like to avoid.
- Keep it a first come, first served no reservation park. Thin a few trees to allow views of St. Peter's dome area and the beautiful cliffs behind the park.
- Keep the park first come first served. If camped in an RV/tent site, charge only for the tent not an RV.
- Larger sites for tents.
- Leave the camping RV trailers areas for them and the tenters in another area. Especially the drive throughs.
- Level RV pads
- Level tent spaces, remove rocks
- Limit gigantic RVs to pull through sites; do not allow them in back ins where they break overhead branches.
- Lose the mosquitos
- Lot b20 is so uneven - it should be redone to make it more level. Lot a-9 should not be used as a camping site - it restricts access for pull-throughs for vehicles once they have dropped their RV. Beautiful park.
- Love this park and will continue to visit. More campfire programs would be nice.
- Loved our visit. Only suggestions more space for tent sites and to maybe sell ice along with the firewood. Thanks for a great visit. The hosts were fun and helpful.
- Make grassy areas in campsites level for tents. Ours had holes all over the place and sloping hillside. Very few of your sites are tent friendly and tent campers should not have to pay for full hook up sites. Not all tent campers want to walk in to their site. In fact none do.
- Make it free
- Make parks first come, first served. Having to make reservations at most parks suck. And costs too much. At least always have an area open for first come. So many people get turned away for sites when there are tons of sites open that never fill because people don't show. It has happened to me many times. I will stay a week sometimes and prime site stay empty because someone don't show. So the state loses money and people have to stay in less wanted sites while prime sites stay wide open.
- Improve walking paths, keep the homeless people and drama down. Provide better parking for extra vehicles.
- Making reservations would be nice
- Many RVers use tents. Many tenters use RV sites because of drive into even though need no hookups. Therefore, it would be tiny expense for big return to have small area in RV/full hookup sites. 1) level. 2) no holes. 3) elevated 2-3 inches to divert rain water. 4) consider pea stone for drainage and cleaner equipment. Resident seniors or senior veterans could be given a discount. This does not affect us, but we think it a good idea.
- Maybe make smaller vehicles or trailers take the backing and keep pull through for larger vehicle

- Memaloose is too close to 84
- More bicycle and trike trails. Please
- More camping sites - it gets really crowded.
- More camping spaces
- More dedicated tent sites that have relative privacy and are not walk-ins. A large number of spaces on the lower level (close to half) were with tent campers our first night. Tonight 6 out of 9 of the sites we can see around us are occupied by tent campers, all in RV spots. The main problem with this park and all others (boat or and federal) up and down the Columbia River Gorge is noise from trains and/or cars. We realize this is what it is and is not something that can be changed. Unfortunately, this is often a major decision factor for future stays.
- More foliage between campsites.
- More hike in sites that are further from the main campground. Ability to reserve some sites.
- More hiking trails
- More privacy between camp sites. We had some difficulty planning our trip as each town information center seems to carry only information for their immediate area. To have more guides for camping, etc. That would cover larger areas would be helpful. Overall this was a very nice campground. We have appreciated the full hookups and free showers at all the Oregon campgrounds that we have stayed in our trip.
- More privacy between sites. I come here to escape people and the city crush...this is not the total escape.
- More puppies! But it really is a nice park. I would love to see more tent sites added. I do like that the tent & RV sites are similar in fees. That's so fair. Thanks. Hosts, volunteers and rangers all seem nice.
- More RV sites. Special area for animals and children.
- More site improvement, more space, more sight detailing, less uneven payment
- More sites for RV camping - even if dry camping sites. The area is so beautiful that dry camping would be worth paying for.
- More space between sites - level!
- More spots and adventure. Other than that, you're good.
- More staff on duty
- More tent camp
- Provide more reservable tent campsites. I won't travel by bike if I suspect sites could be fully occupied; someone ought to inform/record or else make reservable.
- More tent sites would be nice, but we love this place.
- More tent sites, preferably away from RV's. More space (and privacy foliage) between sites.
- More trail signs. Some shower faucets were broken. More activities in general.
- More vegetation between sites. Information near bathrooms about evening amitheatre events.
- Most families who camp have small children. I was very disappointed in the play equipment for kids. That area could use much improvement. The internet campsite map showed 2 play structures in this campsite, we only found 1 and it only had swings and a tether ball.
- Move the railway
- Move the train track?! :)

- My only suggestion is more walk-in sites with more space between them. Everything else is fantastic. The sites and trails are both maintained beautifully and the presence of the park rangers was comforting. We definitely plan on returning.
- Need more handicapped sites, grass, roots & gravel isn't easy to maneuver.
- No tents in pull through sites
- No tents on paved RV sites
- On Viento's website it mentioned you could hear the highway and train tracks. It would be nice if this was mentioned on Ainsworth's website as well, as the distance from urban/industrial noise was a factor in the selection of Ainsworth over Viento.
- Only thing is better, level sites.
- Only thing would be a little more privacy between spaces
- Oregon is really dog friendly. Off leash dog area or at least provide bulletin board information about Rooster Rock Park's off leash area. Add to reservation system for some spaces.
- Overall it has been a good experience. More privacy, like at McIver would be nice. WiFi would be nice too.
- Park is nice for quick stop over or as a pit stop for a night. We were looking for a spot close to home to escape to for a few days. We probably won't stay again because other than bikes - our kids didn't have much to do. Better trails would be great since there is no access to river. Horse shoes and swings were fun for a bit.
- Plant more shrubs between campsites
- Please add a hiker/biker site. We bike here yearly and many times we have had to stay on the lawn by the bathroom. We appreciate OPRD's policy of letting hiker/bikers stay even if car spots are full, but it's uncomfortable and weird. Also, the walk-in sites are often full or people poaching on holidays and weekends. They set up tents and leave to come back later - so that no one else gets the site. Please monitor this situation more closely. Many times it prevents us from getting a walk-in site.
- Please ensure ladies hand towel dispenser works and change taps on sinks, so make hand washing easier with adults and children.
- Please have flatter tent areas.
- Please keep it as a non-reservation park.
- Pressure wash the steep pathways to the washrooms - very slippery and hazardous!
- Prevent tent campers from utilizing RV spots with full hook-ups as camp site. There are open tent only sites with approx. 5 RV sites occupied by tent camping.
- Print hiking map that you read with north facing the top of the page; print hiking map that shows Ainsworth park on it or how far to Horsetail falls; post signs that say "Ainsworth Park camping 1/4 mile ahead" with an arrow.
- Provide a senior discount
- Provide firewood
- Put tent campers in tent camping only; campers shouldn't have to leave when they can't find a spot to park because of tent campers
- Remove the trains (ha ha). Improve the playground. More walk-in tent sites. Keep it first come first served, no need to change that. More tree, shrubs, etc. between campsites in A and B loops.
- Repave/level the back in sites.
- Reroute some of the train schedules. Allow reservations so we can reserve a spot next year early. Thanks
- Re-route the trains. faucets that stay on

- Restrooms, water and garbage closer to tents.
- Satellite TV. More RV secluded spaces.
- Sell ice and bigger bundle of wood for five dollars. I don't think it could be done, but try to stop the train from sounding off its horns from 10 pm to 6 am.
- Sell ice at campground. More space for 2nd vehicle. Provide an area for kid's activities. Keep campers away from horse shoe area. Bigger individual campsites.
- Sewage system
- Sewer connection could be a lot better.
- Shower curtains to keep splash from dry clothing. Cheaper firewood to promote less potential for outside bugs. \$5 for 4 pieces of wood is too expensive. Perhaps a playground area for children, to promote family camping. If no laundry unit available maybe something like that. S convenience/store for little stuff/snacks. The internet doesn't belong in camping.
- Small tent sites, having to walk in carrying gear.
- Smaller vehicles - keep same size and style but discourage large RVs; perhaps an overflow or alternative camp. Thank you
- Some kind of internet service but other than that fantastic.
- Some of the faucet handles on the sinks and showers are not working very well. The push button taps are frustrating.
- Some showerheads could be better.
- Space campsites out more.
- Spray for mosquitos. Clean the men's room.
- Stop the trains! Just kidding! Mosquito control? Love this place.
- Suggestion - nice bed of drainage rock around water faucets on sites.
- Take reservations
- Tell the train operator not to blow horn at 5 am
- The back-in sites are challenging to access with our large rv. Blackberry bushes need spraying. Great park
- The noise from the trains will keep me from coming here again. More privacy for the campsites with bigger bushes would be awesome!
- The only major improvement would be WiFi. We have had a great time here. It's located near some wonderful outdoor activities and sightseeing. The park was clean and quiet and we felt safe. Kids had a great time playing on the swings and hiking through the park.
- The only thing we could complain about with this campground is that we felt too cramped in the regular spots, so we chose a walk-in site. But the access to the walk-in sights is unpaved and treacherous. One of our party fell, as well as several of our neighbors. Also, making that walk in the dark to the bathroom (which is far from here) is especially dangerous.
- The park was great - just would like to be closer to water but you can't change that. Overall the park was clean, view was great! Park rangers were very nice.
- The RV sites are not level and need updating. The sites are too close and could use more natural barriers. Overall, it is a nice feel and it has a lot of nature & sites to enjoy nearby. What about reservation capabilities?
- The taps in the bathroom - otherwise wonderful facilities and very clean.
- The trains are tough to sleep through

- The water drainage at spigots don't drain well and makes a muddy mess. Even out ground to make it safer for elderly and children. We always have a great time at ainsowrth and enjoy having a place close to home.
- This park is great. We love it here except to many small trailers and tents in the pull thru spaces for motorhome and big trailers...have to try to squeeze into the backins. Darn train noise - not to bad here. Trees help keep down the noise.
- Too many mosquitoes.
- Too many tents in full hookup RV sites. Provide additional tent sites and reserve RV sites for RVs. Provide dishwashing facilities on outside walls of bathroom facilities. Lights. Sinks. Counter with drying rack.
- Trails need to be better marked. Trail 400 - trailhead is clearly marked from park, but not once you start climbing. At first intersection, you don't know which way to go.
- Upgrade sewer system
- Upgrade shower houses to provide unisex shower stalls. I travel with my two young daughters and it is difficult to use shower houses that are only boy or girl.
- Very nice state park. More control on dogs pooping, nice trees and environment. Excellent travel materials and local information. Probably the best we have seen.
- Very satisfied with parks website. Noise is a bit of an issue here but much worse at Viento and Memaloose. Nice campground.
- Water/improve vegetation between campsites to provide more privacy/sound barrier. Remove/replace/treat diseased and scraggly and dead trees, esp. between campsites.
- We don't know how you would interpret these answers. We enjoy going to state parks to be able to have a campfire, places to walk, feel safe, meaning presence of rangers etc., occasional extra activities such as "mushroom talks" local information - stars - whatever. clean facilities, reasonable prices etc. to improve this particular park, keep up the good work - facilities, good hosts, wood reasonable - per night stays seem to be going up - so keep reasonable.
- We have stayed at numerous Oregon State Parks. This was the 2nd Oregon State Park on this trip. Last year we stayed at parks on the Oregon coast. This is the only Oregon park that does not have a nice playground for the kids. We also did not see park rangers patrolling the park (but there was a sign not to deposit park fees in the pay station because of thefts). Maybe if the rangers patrolled the park the pay station wouldn't be broken into.
- We like it the way it is - except maybe move the railroad.
- We love the park. You always have welcoming camp host. I would like to see an off leash area for well trained dogs. The very top of the meadow slope would be great area. Not the whole field.
- We stayed at humbug state park and thought the bathrooms were cleaner and nicer, felt better using them with our children. Easy to shower there because of the way they are set up, private room. So both parents can go in and help with the kids. Better bathroom and showers. My kids love the swings. We really missed the tetherball. We love that this is first come first serve. Please keep that the same.
- We think you do a great job. Thank you. Allow reservations
- When camp is full for the night a full sign outside would be effective to keep vehicles from driving thru looking for spots. Full signs appropriately placed, even strategically placed. Great place. Excellent host in the warrens. Didn't meet other camp hosts.
- WiFi or Cable TV
- WiFi, cable

- Would be nice to have restroom closer to tent camping area. Why do the RVs need them so close? Don't RVs have toilets in them? Most of the RVs here are HUGE!! Seems kind of funny to just cater to them. Families without RVs seem to be 2nd class here. Good survey, thanks for the chance to respond!
- Would like to be able to make a reservation.
- Would like to see a tent
- You can't except stop the trains
- You need to lighten up on retired persons riding small quiet scooters in the campground on the pavement, there should be no restrictions, and the helmet law should not apply in the campground. More thought should be given to the activities being done by retired persons. Not all laws applied on public highways should be upheld with the campground. Thank you.
- Blow up railroad tracks or provide earplugs for guests or advise on your website that a major railway runs within earshot all night long.

**APPENDIX B: QUESTIONNAIRE**

**Day Visitor Experiences and Perceptions  
at Ainsworth State Park**



**Please Complete this Survey and Return it as Soon as Possible**

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at Ainsworth State Park (SNA). Your input is important and will assist managers improve your experiences at this park. **Once you have completed this survey, please return it as soon as possible.**

1. Before this trip, had you ever visited Ainsworth State Park? (check **ONE**)

- No
- Yes → if yes, how many trips have you made to this park in the past 12 months? (write number) \_\_\_\_\_  
trip(s)

2. How many nights in a row will you spend at Ainsworth State Park on this recent trip? (write number) \_\_\_\_\_ night(s)

3. Please check **all** recreation activities you did at Ainsworth State Park on this trip. (check **ALL THAT APPLY**)

- A. Hiking or walking
- E. Sightseeing
- I. Ranger-led program(s)
- B. Dog walking
- F. Picnicking or barbecuing
- J. Other (write response) \_\_\_\_\_
- C. Running or jogging
- G. Camping
- D. Bicycling on local roads
- H. Bird or wildlife watching

4. From activities in Question 3 above, what **ONE primary activity** did you do at Ainsworth State Park on this trip? (write a letter that matches your response)

Letter for primary activity \_\_\_\_\_

5. Which of the following best describes the purpose of your trip? (check **ONE**)

- Primarily for recreation – this park was my main destination
- Primarily for recreation – my main destination was NOT this park
- Primarily for business, family, or other reasons – this park was a side trip
- Some other reason

6. About how far from your home did you travel to get to this park? (write number of miles) \_\_\_\_\_ mile(s)

7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Ainsworth State Park? (check **ONE**)

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

8. How dissatisfied or satisfied were you with the **natural environment** at Ainsworth State Park? (check **ONE**)

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

9. How dissatisfied or satisfied were you with the **facilities / services** at Ainsworth State Park? (check **ONE**)

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

10. How dissatisfied or satisfied were you with the **fee that you paid** at Ainsworth State Park? (check **ONE**)

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

11. How unlikely or likely are you to return to Ainsworth State Park in the future? (check **ONE**)

- Very Unlikely
- Unlikely
- Neither
- Likely
- Very Likely

12. How *important* is it to you that each of the following is at Ainsworth State Park? (circle one number for *EACH*)

|  | Not Important |   | Neither |   | Extremely Important |
|--|---------------|---|---------|---|---------------------|
| Overall cleanliness of park (e.g., graffiti, lawn care).               | 1             | 2 | 3       | 4 | 5                   |
| Number of toilets / bathrooms.   | 1             | 2 | 3       | 4 | 5                   |
| Cleanliness / conditions of toilets / bathrooms.                       | 1             | 2 | 3       | 4 | 5                   |
| Absence of litter.   | 1             | 2 | 3       | 4 | 5                   |
| Presence of park rangers / personnel.                                  | 1             | 2 | 3       | 4 | 5                   |
| Courteousness of park rangers / personnel.                             | 1             | 2 | 3       | 4 | 5                   |
| Number of park trails.   | 1             | 2 | 3       | 4 | 5                   |
| Condition / maintenance of park trails.                                | 1             | 2 | 3       | 4 | 5                   |
| Ease of movement or access (e.g., wheelchair, elderly, baby stroller). | 1             | 2 | 3       | 4 | 5                   |
| Facilities for groups to gather.                                       | 1             | 2 | 3       | 4 | 5                   |
| Variety of things to do.   | 1             | 2 | 3       | 4 | 5                   |
| Personal safety.   | 1             | 2 | 3       | 4 | 5                   |
| Number of information / education programs or materials.               | 1             | 2 | 3       | 4 | 5                   |
| Quality of information / education programs or materials.              | 1             | 2 | 3       | 4 | 5                   |
| Information specifically about conditions or hazards in the park.      | 1             | 2 | 3       | 4 | 5                   |
| Signs about directions within the park.                                | 1             | 2 | 3       | 4 | 5                   |
| Signs about directions to the park.                                    | 1             | 2 | 3       | 4 | 5                   |
| Parking for vehicles.  | 1             | 2 | 3       | 4 | 5                   |
| Comfort of campsites.  | 1             | 2 | 3       | 4 | 5                   |
| Shading provided by trees or other structures.                         | 1             | 2 | 3       | 4 | 5                   |
| Good value for the fee that I paid at the park.                        | 1             | 2 | 3       | 4 | 5                   |

13. Now, how *dissatisfied or satisfied* were you with the following at Ainsworth State Park? (circle a number for *EACH*)

|   | Very Dissatisfied | Dissatisfied | Neither | Satisfied | Very Satisfied |
|---|-------------------|--------------|---------|-----------|----------------|
| Overall cleanliness of park (e.g., graffiti, lawn care).          | 1                 | 2            | 3       | 4         | 5              |
| Number of toilets / bathrooms.                                    | 1                 | 2            | 3       | 4         | 5              |
| Cleanliness / conditions of toilets / bathrooms.                  | 1                 | 2            | 3       | 4         | 5              |
| Absence of litter.  | 1                 | 2            | 3       | 4         | 5              |
| Presence of park rangers / personnel.                             | 1                 | 2            | 3       | 4         | 5              |
| Courteousness of park rangers / personnel.                        | 1                 | 2            | 3       | 4         | 5              |
| Number of park trails.  | 1                 | 2            | 3       | 4         | 5              |
| Condition / maintenance of park trails.                           | 1                 | 2            | 3       | 4         | 5              |
| Ease of movement or access (e.g., wheelchair, elderly, stroller). | 1                 | 2            | 3       | 4         | 5              |
| Facilities for groups to gather.                                  | 1                 | 2            | 3       | 4         | 5              |
| Variety of things to do.  | 1                 | 2            | 3       | 4         | 5              |
| Personal safety.  | 1                 | 2            | 3       | 4         | 5              |
| Number of information / education programs or materials.          | 1                 | 2            | 3       | 4         | 5              |
| Quality of information / education programs or materials.         | 1                 | 2            | 3       | 4         | 5              |
| Information specifically about conditions or hazards in the park. | 1                 | 2            | 3       | 4         | 5              |
| Signs about directions within the park.                           | 1                 | 2            | 3       | 4         | 5              |
| Signs about directions to the park.                               | 1                 | 2            | 3       | 4         | 5              |
| Parking for vehicles.   | 1                 | 2            | 3       | 4         | 5              |
| Comfort of campsites.   | 1                 | 2            | 3       | 4         | 5              |
| Shading provided by trees or other structures.                    | 1                 | 2            | 3       | 4         | 5              |
| Good value for the fee that I paid at the park.                   | 1                 | 2            | 3       | 4         | 5              |

14. To what extent did you feel crowded at Ainsworth State Park on this trip? **(circle a number)**

|                    |   |                  |   |   |                    |   |                   |   |
|--------------------|---|------------------|---|---|--------------------|---|-------------------|---|
| 1                  | 2 | 3                | 4 | 5 | 6                  | 7 | 8                 | 9 |
| Not at all Crowded |   | Slightly Crowded |   |   | Moderately Crowded |   | Extremely Crowded |   |

15. To what extent do you **oppose or support** each of the following possible management actions at Ainsworth State Park? **(circle one number for EACH)**

|   | Strongly Oppose | Oppose | Neither | Support | Strongly Support |
|---|-----------------|--------|---------|---------|------------------|
| Provide more opportunities for escaping crowds of people.                         | 1               | 2      | 3       | 4       | 5                |
| Provide more opportunities for viewing wildlife.                                  | 1               | 2      | 3       | 4       | 5                |
| Provide more group picnic areas.  | 1               | 2      | 3       | 4       | 5                |
| Provide more opportunities for hiking.  | 1               | 2      | 3       | 4       | 5                |
| Provide more paved trails.  | 1               | 2      | 3       | 4       | 5                |
| Provide more trash cans.  | 1               | 2      | 3       | 4       | 5                |
| Provide more recycling containers.  | 1               | 2      | 3       | 4       | 5                |
| Provide more information / education about nature, history, or archeology.        | 1               | 2      | 3       | 4       | 5                |
| Provide more programs led by park rangers.  | 1               | 2      | 3       | 4       | 5                |
| Provide wireless internet access within the park.                                 | 1               | 2      | 3       | 4       | 5                |
| Provide downloadable mobile phone applications.                                   | 1               | 2      | 3       | 4       | 5                |
| Provide enclosed shelters.  | 1               | 2      | 3       | 4       | 5                |
| Improve maintenance or upkeep of facilities / services.                           | 1               | 2      | 3       | 4       | 5                |
| Require all dogs be kept on leash at all times.                                   | 1               | 2      | 3       | 4       | 5                |
| Make the park more pet friendly.  | 1               | 2      | 3       | 4       | 5                |
| Provide natural buffers to block views of development outside the park.           | 1               | 2      | 3       | 4       | 5                |
| Restore it to historical conditions (e.g., replace non-native with native plants) | 1               | 2      | 3       | 4       | 5                |
| Limit the number of people allowed per day.                                       | 1               | 2      | 3       | 4       | 5                |
| Limit the number of large groups allowed (e.g., no more than 10-20 people).       | 1               | 2      | 3       | 4       | 5                |
| Close this park to all recreation / tourism activities.                           | 1               | 2      | 3       | 4       | 5                |
| Provide more space between campsites.   | 1               | 2      | 3       | 4       | 5                |
| Provide more walk-in / cart-in campsites.   | 1               | 2      | 3       | 4       | 5                |
| Provide more tent camping in developed campgrounds.                               | 1               | 2      | 3       | 4       | 5                |
| Provide campsites that accommodate both RV and tent camping.                      | 1               | 2      | 3       | 4       | 5                |
| Provide more group camping areas.   | 1               | 2      | 3       | 4       | 5                |
| Do not change anything / keep things as they are now.                             | 1               | 2      | 3       | 4       | 5                |

16. **Including yourself**, how many people accompanied you at Ainsworth State Park on this trip? \_\_\_\_\_ person(s)

17. Did you or anyone in your group bring dog(s) with you to Ainsworth State Park? **(check ONE)**  No  Yes

18. Did anyone in your group have a disability?

No

Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)**  Hearing  Sight  Walking

Learning  Other

\_\_\_\_\_

19. If you had NOT been able to go to Ainsworth State Park for this visit, what would you have done? (**check ONE**)

- Gone somewhere else for the same activity → how far from home is the place you would go instead? \_\_\_\_\_ miles(s)
- Gone somewhere else for a different activity → how far from home is the place you would go instead? \_\_\_\_\_ miles(s)
- Come back another time
- Stayed home
- Gone to work at my regular job
- Something else (none of these)

20. How did you get to Ainsworth State Park on this trip? (**check ONE**)

- My family's personal vehicle → how many total people were in the vehicle? \_\_\_\_\_ person(s)
- Somebody else's personal vehicle → how many total people were in the vehicle? \_\_\_\_\_ person(s)
- Other (write response) \_\_\_\_\_  
\_\_\_\_\_ → how many total people were in the vehicle? \_\_\_\_\_ person(s)

21. When you were thinking about visiting an Oregon State Park such as Ainsworth State Park, about how often did you obtain information from each of the following sources when making your decision? (**circle one number for EACH**)

|  | Never |   | Sometimes |   | Often |
|--|-------|---|-----------|---|-------|
| A. Official internet websites (e.g., Oregon State Parks, Travel Oregon). | 1     | 2 | 3         | 4 | 5     |
| B. Social media internet websites (e.g., Facebook, Twitter).             | 1     | 2 | 3         | 4 | 5     |
| C. Brochures.  | 1     | 2 | 3         | 4 | 5     |
| D. Newspapers.   | 1     | 2 | 3         | 4 | 5     |
| E. Magazines.  | 1     | 2 | 3         | 4 | 5     |
| F. Books.  | 1     | 2 | 3         | 4 | 5     |
| G. Television.   | 1     | 2 | 3         | 4 | 5     |
| H. Videos / DVDs.  | 1     | 2 | 3         | 4 | 5     |
| I. Radio.  | 1     | 2 | 3         | 4 | 5     |
| J. Community organization or church.                                     | 1     | 2 | 3         | 4 | 5     |
| K. Health care providers.  | 1     | 2 | 3         | 4 | 5     |
| L. Work.   | 1     | 2 | 3         | 4 | 5     |
| M. Friends or family members.  | 1     | 2 | 3         | 4 | 5     |
| N. Highway signs.  | 1     | 2 | 3         | 4 | 5     |
| O. Previous visit.   | 1     | 2 | 3         | 4 | 5     |
| P. Other (write response) _____  | 1     | 2 | 3         | 4 | 5     |

22. From the list of sources in question 21 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

Letter \_\_\_\_\_

23. When planning your visit to Ainsworth State Park, were you able to find the information you needed? (**check ONE**)

- Yes
- No → if no, what additional information did you need? (**write response**) \_\_\_\_\_

24. For each of the following categories, please estimate how much you and other members of your party spent on your trip within **30 miles** of Ainsworth State Park. **Please round off to the nearest dollar.**

Motel, lodge, cabin, B&B, other lodging: \$ \_\_\_\_\_ .00  
 Camping: \$ \_\_\_\_\_ .00

Restaurants and bars: \$ \_\_\_\_\_ .00  
 Groceries: \$ \_\_\_\_\_ .00  
 Gasoline and oil: \$ \_\_\_\_\_ .00  
 Park entry, parking, or recreation use fees: \$ \_\_\_\_\_ .00  
 Recreation and equipment (guide fees, equipment rental): \$ \_\_\_\_\_ .00  
 Souvenirs, clothing, and other miscellaneous: \$ \_\_\_\_\_ .00

25. Are you staying away from home within 30 miles of Ainsworth State Park on this trip? (**check ONE**)

- No  
 Yes → if yes, how many nights are you staying away from home within 30 miles of this park? \_\_\_\_\_ night(s)

26. Are you: (**check ONE**)  Male  Female

27. How old are you? (**write response**) \_\_\_\_\_ years old

28. Which of the following best describes you? (**check ONE**)

- White (Caucasian)  Hispanic / Latino  American Indian or Alaskan Native  Other (write response)  
 Black / African American  Asian  Native Hawaiian or Pacific Islander \_\_\_\_\_

29. What language is spoken most often at your home? (**check ONE**)

- English  Spanish  Russian  Other (write response) \_\_\_\_\_

30. Where do you live? (**write responses**) City / town \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zipcode \_\_\_\_\_

31. Which of these broad categories best describes your *current annual household income before taxes*? (**check ONE**)

- |   |   |
|---|---|
| <input type="checkbox"/> Less than \$10,000   | <input type="checkbox"/> \$90,000 to \$109,999  |
| <input type="checkbox"/> \$10,000 to \$29,999 | <input type="checkbox"/> \$110,000 to \$129,999 |
| <input type="checkbox"/> \$30,000 to \$49,999 | <input type="checkbox"/> \$130,000 to \$149,999 |
| <input type="checkbox"/> \$50,000 to \$69,999 | <input type="checkbox"/> \$150,000 to \$169,999 |
| <input type="checkbox"/> \$70,000 to \$89,999 | <input type="checkbox"/> \$170,000 or more      |

Please tell us how we can improve Ainsworth State Park:

Thank you, your input is important! ***Please return this survey as soon as possible.***

**APPENDIX C: UNCOLLAPSED PERCENTAGES**

**Day Visitor Experiences and Perceptions  
at Ainsworth State Park**



**Please Complete this Survey and Return it as Soon as Possible**

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at Ainsworth State Park (SNA). Your input is important and will assist managers improve your experiences at this park. **Once you have completed this survey, please return it as soon as possible.**

1. Before this trip, had you ever visited Ainsworth State Park? (check ONE)
  - 62% No
  - 38% Yes → if yes, how many trips have you made to this park in the past 12 months? (write number) M=2.19 trip(s)
  
2. How many nights in a row will you spend at Ainsworth State Park on this recent trip? (write number) M=3.55 night(s)
  
3. Please check all recreation activities you did at Ainsworth State Park on this trip. (check **ALL THAT APPLY**)
 

|  |   |  |
|--|---|--|
| 81% <b>A.</b> Hiking or walking        | 69% <b>E.</b> Sightseeing               | 6% <b>I.</b> Ranger-led program(s)                     |
| 38% <b>B.</b> Dog walking              | 52% <b>F.</b> Picnicking or barbecuing  | 16% <b>J.</b> Other (write response) <u>See report</u> |
| 7% <b>C.</b> Running or jogging        | 96% <b>G.</b> Camping                   |  |
| 12% <b>D.</b> Bicycling on local roads | 29% <b>H.</b> Bird or wildlife watching |  |
  
4. From activities in Question 3 above, what ONE primary activity did you do at Ainsworth State Park on this trip? (write a letter that matches your response)
 

**Letter** for primary activity See report
  
5. Which of the following best describes the purpose of your trip? (check ONE)
  - 61% Primarily for recreation – this park was my main destination
  - 28% Primarily for recreation – my main destination was NOT this park
  - 7% Primarily for business, family, or other reasons – this park was a side trip
  - 4% Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) M=590 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Ainsworth State Park? (check ONE)
 

|                      |                  |            |               |                    |
|----------------------|------------------|------------|---------------|--------------------|
| 2% Very Dissatisfied | <1% Dissatisfied | 2% Neither | 43% Satisfied | 53% Very Satisfied |
|----------------------|------------------|------------|---------------|--------------------|
  
8. How dissatisfied or satisfied were you with the **natural environment** at Ainsworth State Park? (check ONE)
 

|                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 1% Very Dissatisfied | 2% Dissatisfied | 2% Neither | 40% Satisfied | 55% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|
  
9. How dissatisfied or satisfied were you with the **facilities / services** at Ainsworth State Park? (check ONE)
 

|                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 1% Very Dissatisfied | 1% Dissatisfied | 4% Neither | 42% Satisfied | 53% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|
  
10. How dissatisfied or satisfied were you with the **fee that you paid** at Ainsworth State Park? (check ONE)
 

|                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 2% Very Dissatisfied | 3% Dissatisfied | 8% Neither | 43% Satisfied | 45% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|
  
11. How unlikely or likely are you to return to Ainsworth State Park in the future? (check ONE)
 

|                  |             |            |            |                 |
|------------------|-------------|------------|------------|-----------------|
| 2% Very Unlikely | 4% Unlikely | 6% Neither | 34% Likely | 53% Very Likely |
|------------------|-------------|------------|------------|-----------------|

12. How *important* is it to you that each of the following is at Ainsworth State Park? (circle one number for *EACH*)

|  | Not Important |    | Neither |     | Extremely Important |
|--|---------------|----|---------|-----|---------------------|
| Overall cleanliness of park (e.g., graffiti, lawn care).               | <1%           | 2% | 3%      | 36% | 59%                 |
| Number of toilets / bathrooms.   | 5             | 4  | 13      | 41  | 37                  |
| Cleanliness / conditions of toilets / bathrooms.                       | 3             | 2  | 3       | 29  | 63                  |
| Absence of litter.   | 1             | 0  | 1       | 38  | 60                  |
| Presence of park rangers / personnel.                                  | 1             | 3  | 19      | 39  | 38                  |
| Courteousness of park rangers / personnel.                             | 0             | 1  | 7       | 37  | 55                  |
| Number of park trails.   | 4             | 4  | 26      | 45  | 22                  |
| Condition / maintenance of park trails.                                | 3             | 2  | 22      | 47  | 26                  |
| Ease of movement or access (e.g., wheelchair, elderly, baby stroller). | 17            | 9  | 35      | 26  | 14                  |
| Facilities for groups to gather.                                       | 20            | 13 | 38      | 19  | 11                  |
| Variety of things to do.   | 6             | 6  | 25      | 44  | 18                  |
| Personal safety.   | 2             | 3  | 11      | 32  | 53                  |
| Number of information / education programs or materials.               | 9             | 12 | 35      | 34  | 11                  |
| Quality of information / education programs or materials.              | 8             | 10 | 30      | 38  | 14                  |
| Information specifically about conditions or hazards in the park.      | 3             | 6  | 17      | 42  | 32                  |
| Signs about directions within the park.                                | 2             | 3  | 17      | 44  | 34                  |
| Signs about directions to the park.                                    | 3             | 4  | 15      | 42  | 36                  |
| Parking for vehicles.  | 2             | 2  | 12      | 50  | 34                  |
| Comfort of campsites.  | <1            | 1  | 5       | 41  | 53                  |
| Shading provided by trees or other structures.                         | 1             | 1  | 6       | 43  | 49                  |
| Good value for the fee that I paid at the park.                        | 0             | <1 | 4       | 36  | 60                  |

13. Now, how *dissatisfied or satisfied* were you with the following at Ainsworth State Park? (circle a number for *EACH*)

|   | Very Dissatisfied | Dissatisfied | Neither | Satisfied | Very Satisfied |
|---|-------------------|--------------|---------|-----------|----------------|
| Overall cleanliness of park (e.g., graffiti, lawn care).          | <1%               | 0%           | 2%      | 38%       | 60%            |
| Number of toilets / bathrooms.                                    | <1                | <1           | 7       | 40        | 52             |
| Cleanliness / conditions of toilets / bathrooms.                  | 1                 | 2            | 10      | 34        | 54             |
| Absence of litter.  | 0                 | <1           | 4       | 34        | 62             |
| Presence of park rangers / personnel.                             | 0                 | <1           | 7       | 34        | 59             |
| Courteousness of park rangers / personnel.                        | 0                 | 0            | 4       | 26        | 70             |
| Number of park trails.  | <1                | 3            | 25      | 37        | 34             |
| Condition / maintenance of park trails.                           | <1                | 2            | 24      | 37        | 37             |
| Ease of movement or access (e.g., wheelchair, elderly, stroller). | 2                 | 2            | 40      | 31        | 26             |
| Facilities for groups to gather.                                  | 2                 | 4            | 51      | 24        | 19             |
| Variety of things to do.  | 1                 | 5            | 30      | 35        | 28             |
| Personal safety.  | <1                | 1            | 10      | 38        | 51             |
| Number of information / education programs or materials.          | 1                 | 2            | 40      | 33        | 24             |
| Quality of information / education programs or materials.         | 1                 | 2            | 37      | 35        | 25             |
| Information specifically about conditions or hazards in the park. | <1                | 2            | 28      | 41        | 29             |
| Signs about directions within the park.                           | <1                | 3            | 20      | 42        | 36             |
| Signs about directions to the park.                               | <1                | 2            | 14      | 44        | 40             |
| Parking for vehicles.   | 0                 | 3            | 14      | 45        | 38             |
| Comfort of campsites.   | 1                 | 2            | 6       | 46        | 46             |
| Shading provided by trees or other structures.                    | <1                | 1            | 5       | 39        | 55             |
| Good value for the fee that I paid at the park.                   | 1                 | 2            | 5       | 35        | 57             |

14. To what extent did you feel crowded at Ainsworth State Park on this trip? (circle a number)

|                    |     |                  |    |    |                    |     |                   |    |
|--------------------|-----|------------------|----|----|--------------------|-----|-------------------|----|
| 22%                | 14% | 15%              | 5% | 9% | 18%                | 10% | 5%                | 1% |
| Not at all Crowded |     | Slightly Crowded |    |    | Moderately Crowded |     | Extremely Crowded |    |

15. To what extent do you **oppose or support** each of the following possible management actions at Ainsworth State Park? (circle one number for EACH)

|   | Strongly Oppose | Oppose | Neither | Support | Strongly Support |
|---|-----------------|--------|---------|---------|------------------|
| Provide more opportunities for escaping crowds of people.                         | 1%              | 2%     | 32%     | 39%     | 28%              |
| Provide more opportunities for viewing wildlife.                                  | <1              | 1      | 31      | 44      | 24               |
| Provide more group picnic areas.  | 3               | 8      | 63      | 18      | 7                |
| Provide more opportunities for hiking.  | <1              | 0      | 36      | 43      | 21               |
| Provide more paved trails.  | 6               | 10     | 44      | 30      | 10               |
| Provide more trash cans.  | 1               | 6      | 47      | 37      | 10               |
| Provide more recycling containers.  | <1              | 4      | 45      | 36      | 15               |
| Provide more information / education about nature, history, or archeology.        | 1               | 2      | 42      | 41      | 15               |
| Provide more programs led by park rangers.  | 1               | 3      | 55      | 32      | 8                |
| Provide wireless internet access within the park.                                 | 10              | 9      | 25      | 18      | 38               |
| Provide downloadable mobile phone applications.                                   | 10              | 10     | 50      | 16      | 13               |
| Provide enclosed shelters.  | 7               | 13     | 56      | 17      | 7                |
| Improve maintenance or upkeep of facilities / services.                           | 1               | 3      | 41      | 38      | 17               |
| Require all dogs be kept on leash at all times.                                   | 2               | 6      | 22      | 27      | 43               |
| Make the park more pet friendly.  | 5               | 7      | 47      | 27      | 14               |
| Provide natural buffers to block views of development outside the park.           | 2               | 3      | 34      | 36      | 26               |
| Restore it to historical conditions (e.g., replace non-native with native plants) | 2               | 6      | 49      | 27      | 16               |
| Limit the number of people allowed per day.                                       | 6               | 10     | 54      | 23      | 7                |
| Limit the number of large groups allowed (e.g., no more than 10-20 people).       | 5               | 7      | 38      | 29      | 21               |
| Close this park to all recreation / tourism activities.                           | 48              | 19     | 27      | 5       | 2                |
| Provide more space between campsites.   | 3               | 7      | 36      | 35      | 19               |
| Provide more walk-in / cart-in campsites.   | 3               | 5      | 54      | 26      | 12               |
| Provide more tent camping in developed campgrounds.                               | 4               | 4      | 46      | 24      | 21               |
| Provide campsites that accommodate both RV and tent camping.                      | 4               | 3      | 31      | 35      | 27               |
| Provide more group camping areas.   | 7               | 12     | 58      | 14      | 9                |
| Do not change anything / keep things as they are now.                             | 3               | 8      | 39      | 29      | 21               |

16. **Including yourself**, how many people accompanied you at Ainsworth State Park on this trip? M=3.31 person(s)

17. Did you or anyone in your group bring dog(s) with you to Ainsworth State Park? (check ONE) 59% No 41% Yes

18. Did anyone in your group have a disability?

81% No

19% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 6% Hearing <1% Sight 11% Walking  
1% Learning 6% Other See report

19. If you had NOT been able to go to Ainsworth State Park for this visit, what would you have done? (**check ONE**)

- 73% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=277.78 miles(s)
- 3% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=112.22 miles(s)
- 9% Come back another time
- 6% Stayed home
- 1% Gone to work at my regular job
- 8% Something else (none of these)

20. How did you get to Ainsworth State Park on this trip? (**check ONE**)

- 89% My family's personal vehicle → how many total people were in the vehicle? M=2.68 person(s)
- 2% Somebody else's personal vehicle → how many total people were in the vehicle? M=4.50 person(s)
- 10% Other (write response) See report → how many total people were in the vehicle? M=2.70 person(s)

21. When you were thinking about visiting an Oregon State Park such as Ainsworth State Park, about how often did you obtain information from each of the following sources when making your decision? (**circle one number for EACH**)

|  | Never |    | Sometimes |     | Often |
|--|-------|----|-----------|-----|-------|
| A. Official internet websites (e.g., Oregon State Parks, Travel Oregon). | 14%   | 3% | 19%       | 13% | 51%   |
| B. Social media internet websites (e.g., Facebook, Twitter).             | 70    | 7  | 15        | 3   | 5     |
| C. Brochures.  | 42    | 11 | 23        | 16  | 9     |
| D. Newspapers.   | 78    | 8  | 10        | 3   | 1     |
| E. Magazines.  | 67    | 10 | 14        | 6   | 4     |
| F. Books.  | 61    | 8  | 16        | 11  | 5     |
| G. Television.   | 83    | 6  | 9         | 1   | 1     |
| H. Videos / DVDs.  | 87    | 6  | 7         | <1  | <1    |
| I. Radio.  | 85    | 6  | 7         | 1   | 1     |
| J. Community organization or church.                                     | 86    | 8  | 5         | 1   | 1     |
| K. Health care providers.  | 90    | 5  | 3         | 1   | 1     |
| L. Work.   | 83    | 6  | 8         | 3   | 1     |
| M. Friends or family members.  | 38    | 6  | 23        | 20  | 13    |
| N. Highway signs.  | 32    | 8  | 30        | 18  | 12    |
| O. Previous visit.   | 40    | 3  | 14        | 17  | 27    |
| P. Other (write response) <u>See report</u> .                            | 73    | 2  | 9         | 6   | 11    |

22. From the list of sources in question 21 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

**Letter** See report

23. When planning your visit to Ainsworth State Park, were you able to find the information you needed? (**check ONE**)

- 93% Yes
- 7% No → if no, what additional information did you need? (**write response**) See report

24. For each of the following categories, please estimate how much you and other members of your party spent on your trip within **30 miles** of Ainsworth State Park. *Please round off to the nearest dollar.*

- Motel, lodge, cabin, B&B, other lodging: [See report](#)
- Camping: [See report](#)
- Restaurants and bars: [See report](#)
- Groceries: [See report](#)
- Gasoline and oil: [See report](#)
- Park entry, parking, or recreation use fees: [See report](#)
- Recreation and equipment (guide fees, equipment rental): [See report](#)
- Souvenirs, clothing, and other miscellaneous: [See report](#)

25. Are you staying away from home within 30 miles of Ainsworth State Park on this trip? (**check ONE**)

67% No

33% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? [M=7.42](#) night(s)

26. Are you: (**check ONE**) 51% Male 49% Female

27. How old are you? (**write response**) [M=50.70](#) years old

28. Which of the following best describes you? (**check ONE**)

- 90% White (Caucasian) 3% Hispanic / Latino 1% American Indian or Alaskan Native 2% Other (write response)
- 1% Black / African American 2% Asian <1% Native Hawaiian or Pacific Islander [See report](#)

29. What language is spoken most often at your home? (**check ONE**)

- 98% English <1% Spanish 1% Russian 1% Other (write response) [See report](#)

30. Where do you live? (**write responses**) City / town [See report](#) State [See report](#) Country [See report](#) Zipcode [See report](#)

31. Which of these broad categories best describes your *current annual household income before taxes*? (**check ONE**)

- 5% Less than \$10,000 13% \$90,000 to \$109,999
- 11% \$10,000 to \$29,999 6% \$110,000 to \$129,999
- 21% \$30,000 to \$49,999 4% \$130,000 to \$149,999
- 19% \$50,000 to \$69,999 3% \$150,000 to \$169,999
- 14% \$70,000 to \$89,999 4% \$170,000 or more

Please tell us how we can improve Ainsworth State Park:

[See report](#)

Thank you, your input is important! *Please return this survey as soon as possible.*