



# Visitor Survey of Day-use Visitors at Benson State Recreation Area

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 day user 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 day user visitors to the park between July 4 and September 23, 2012. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was  $n = 380$  with a response rate of 92%. The sample size allows generalizations about the population of day users at Benson State Recreation Area at a margin of error of  $\pm 5.0\%$  at the 95% confidence level.

### **Results**

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

- The most popular day-use activities at this park were picnicking or barbecuing (86%), swimming / wading (72%), sightseeing (40%), boating (motor, canoe, kayak; 27%), and fishing (26%). The least popular activities were bicycling on local roads (3%), disc golf (13%), and bird or wildlife watching (18%).
- The most common main activity groups were people swimming / wading (37%), picnicking or barbecuing (34%), fishing (11%), and boating (motor, canoe, kayak; 9%). The least common activity groups were people bicycling on local roads (1%), sightseeing (1%), and disc golfing (2%).
- Day users spent an average of approximately four and a half hours in the park. The majority (67%) of day users spent four to nine hours in the park, with only 16% spending one or two hours in the park.
- On average, day users traveled 46 miles from home to visit the park.
- In total, 74% of day-use respondents had visited this park before. Day use visitors had visited an average of three and a half times in the past 12 months with the highest proportions having made one trip (26%) to this park in the past year, while 82% had made one to five trips.
- Average group size of day-use visitors was approximately eight people ( $M=8.32$  people). The majority of day users (40%) visited in groups of five to ten people and three to four people (26%).
- Almost all day users arrived at the park in their family vehicle (93%), six percent arrived in somebody else's vehicle, and one percent arrived in another form of transportation. On average, there were 3.80 people in each family vehicle, 3.27 people in someone else's vehicle, and 3.64 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 3.74.
- The majority (84%) of day users considered this park the main reason for their trip.
- If unable to go to the park for this trip, they would have either gone somewhere else for the same activity (67%), stayed at home (12%), or come back another time (8%).

### ***Visitor Spending***

- Most day-use visitors to the park (77%) are local visitors (living 30 miles or less from the park).
- The highest percentage of local day-use (37%) and non-local (32%) visitor parties reported spending \$51-\$150 on their trip.
- Most day-users reported spending some money on park entry fees, gasoline and oil, and groceries.

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

- Almost all day users (92%) 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 about fishing at the park, more pictures, a park map, and information about swimming on the website.
- The most heavily used sources of information by day users were previous visits (81% used sometimes or often), friends or family members (80%), highway signs (66%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 59%). The least used sources were health care providers (14%), videos or DVDs (17%), and community organizations (20%).
- Official internet websites were used by respondents (53%) as their first primary information source, followed by friends or family (29%), and previous visits (9%). Few people used other sources when obtaining information.

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

- Day users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 97%), cleanliness of toilets (95%), absence of litter (95%), good value for fee paid at the park (88%), number of toilets (87%), parking for vehicles (87%), and personal safety (87%). The least important attributes were the amount and quality of educational information (28% and 32%), number of park trails (44%), presence of park rangers / personnel (56%), and condition / maintenance of trails (56%).
- Overall satisfaction among day users was extremely high, as 94% were satisfied and almost no respondents (6%) were dissatisfied or neutral. In addition, the highest proportion of users was "satisfied" (50%). The majority of day users were satisfied with most characteristics at Benson State Recreation Area. Day users were most satisfied with park cleanliness (93%), parking for vehicles (90%), absence of litter (88%), number of toilets / bathrooms (88%), personal safety (84%), and the cleanliness of toilets / bathrooms (84%). Users were least satisfied with the quality and amount of educational information (38% to 39%), number of park trails (47%), and condition / maintenance of trails (49%). Most day users (93%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. There was, however, one attribute that was important to users, but these users were only slightly satisfied with the attribute. This attribute was the number of information / educational materials at the park.

- Crowding among day users was in the high normal range where visitation is probably not greater than carrying capacity, and most of these users were not encountering more people than they would tolerate. In the future, crowding should be studied if increased use is expected, allowing management to anticipate problems.

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

- Day users most strongly supported management strategies that would provide more recycling containers (75%), more trash cans (68%), more opportunities for escaping crowds (63%), more opportunities for viewing wildlife (62%), and more group picnic areas (60%). The least supported strategies were to close the park to all recreation/tourism activities (12%), limit the number of people allowed in the park per day (23%), limit the number of large groups allowed (30%), and provide downloadable mobile phone applications (31%).

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

- There were more female (64%) than male (36%) day users at this park.
- The average age of respondents was 42 years old, and the largest proportions of users were 30 to 39 years old (31%) and 40 to 49 years old (24%).
- The average annual household income before taxes of respondents was \$51,800, and the largest proportion of users had incomes from \$30,000 to \$49,999 (26%). Day-use visitors to Benson State Recreation Area are generally as wealthy as the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 76%) with some Others (6%), Hispanic / Latinos (4%), Asians (4%), American Indian / Alaska Natives (2%), Blacks / African Americans (1%), and Native Hawaiian or Pacific Islanders (<1%).
- Most day users (95%) considered English as the primary language in their homes, while some spoke Russian (1%) and Spanish (1%). Other (4%) languages spoken in their homes included Chinese and Ukrainian.
- Over 93% of day use visitors lived in Oregon, 5% resided in Washington State, and 2% were from other states. Among day users, 88% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 2% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, <1% lived in the Coastal region, <1% lived in the Southern region, <1% lived in the Eastern region, and <1% lived in the Central region of Oregon.
- 80% of day users said that nobody in their group had a disability, whereas 20% had at least one group member with a disability. The most common disability was associated with walking (12% of day users), while 4% of day users had a hearing disability, 3% had a learning disability, 1% had a sight disability, and 3% had some other form of disability.

## **Recommendations**

### ***Management Recommendations***

- Most day users traveled to this park in their own vehicles (93%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Benson State Recreation Area day-use vehicles (3.74) 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 day-use calculations for the park.

- Almost all day users (94%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality and amount of educational information (38% and 39%), number of park trails (47%), and condition / maintenance of trails (49%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- Users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 62%). Given that over 12% of day-use visitors were over the age of 60 and 20% of day users had disabilities (12% 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 all attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. However, this analysis showed that managers should consider examining the number of information / educational materials at the park.
- The results suggest that crowding at day-use 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 63% of park users supported the provision of more opportunities for escaping crowds.
- Day user visitors most strongly supported strategies that would provide more recycling containers (75%), more trash cans (68%), more opportunities for escaping crowds (63%), more opportunities for viewing wildlife (62%), and more group picnic areas (60%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (92%) were able to find the information they needed when planning their visit to Benson State Recreation Area. However, some visitors (8%) were not able to find all information needed. The most popular information needed was information about fishing at the park, more pictures, a park map, and information about swimming on the website.
- A large proportion of day users (53%) depended on official internet websites as the primary source of obtaining information about state parks such as Benson State Recreation Area. 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.
- Appendix A is a listing of 194 verbatim open ended positive comments (31 comments, 1 page) and negative comments and suggestions for improvement of Benson State Recreation Area (163 comments, 5 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) a cash payment option for day-use fee; (b) better access to the lake; (c) more picnic tables; (d) more barbeque pits; (e) provide a swimming dock; (f) better swimming area; (g) stock the lake for better fishing; (h) more trash cans; (i) a children’s playground; and (j) cleaner restrooms.

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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 day user 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 day users at Benson State Recreation Area between July and September 2012. An on-site (face to face) survey method was used for day users. A respondent was only allowed one opportunity to complete a questionnaire.

### **Onsite Survey of Day Users**

Day users 18 years of age and older who visited Benson State Recreation Area 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. Day users 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  $n = 380$  with an estimated total response rate of 92%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	411	380	92

The sample size allows generalizations about the population of day users at Benson State Recreation Area 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 day users 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 Benson State Recreation Area on their most recent trip. Table 2 shows that the most popular activities at this park were picnicking or barbecuing (86%), swimming / wading (72%), sightseeing (40%), boating (motor, canoe, kayak; 27%), and fishing (26%). The least popular activities were bicycling on local roads (3%), disc golf (13%), and bird or wildlife watching (18%).

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Benson State Recreation Area. Table 3 shows that the most common primary activity groups were people swimming / wading (37%), picnicking or barbecuing (34%), fishing (11%), and boating (motor, canoe, kayak; 9%). The least common activity groups were people bicycling on local roads (1%), sightseeing (1%), and disc golfing (2%).

Table 2. Day-use recreation activities at the park

Activity	% Participating <sup>a</sup>
Picnicking or barbequing	86
Swimming/wading	72
Sightseeing	40
Boating (motor, canoe, kayak)	27
Fishing	26
Bird or wildlife watching	18
Other <sup>b</sup>	17
Disc golf	13
Bicycling on local roads	3

<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, floating on water, volleyball, and attending birthday parties.

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Swimming/wading	37
Picnicking or barbequing	34
Fishing	11
Boating (motor, canoe, kayak)	9
Other	6
Disc golf	2
Sightseeing	1
Bicycling on local roads	1

***Duration of Visit.*** Day users were asked to report how many *hours* they spent at Benson State Recreation Area on their recent trip. Table 4 shows that, on average, day users spent approximately four and a half hours in the park (M=4.46 hours). The majority (67%) of day users spent from four to nine hours in the park, with only 16% spending one or two hours in the park.

Table 4. Duration of day user visit at the park

1 hour	5
2 hours	11
3 hours	16
4 to 5 hours	39
6 to 9 hours	28
10 or more hours	1
Mean / average hours	4.46

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 77% of day-use visitors were local (driving 30 miles or less to reach the park), 20% originated 31 to 60 miles from the park, and 3% originated from 61 or more miles. Day users, on average, traveled approximately 46 miles to visit the park.

Table 5. Day user distance traveled to the park

30 miles or less	77
31 to 60 miles	20
61 or more miles	3
Mean / average	45.65

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

**Previous Visitation.** Users were asked if they had ever visited Benson State Recreation Area before their most recent trip. Table 6 shows that 74% of day-use respondents had visited this park before, whereas 26% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	74
No, not visited park before	26

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 day users had visited an average of three and a half times in the past 12 months with the highest proportions having made one trip (26%) to this park in the past year, while 82% had made one to five trips.

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

0 Trips	14
1 Trip	26
2 Trips	21
3 to 5 Trips	21
6 to 12 Trips	14
13 to 24 Trips	3
More than 24 Trips	1
Mean / average trips	3.49

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

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Benson State Recreation Area on their most recent trip. Table 8 shows that the average day user group size was approximately eight people ( $M = 8.32$  people). Groups most commonly consisted of five to ten people (40%), and three or four people (26%).

Table 8. Day user group size at the park

1 Person (alone)	3
2 People	14
3 or 4 People	26
5 to 10 People	40
11 to 25 People	12
More than 25 People	5
Mean / average	8.32

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

**Transportation to the Park.** Respondents were asked how they got to Benson State Recreation Area on their most recent trip. Table 9 shows that almost all day users arrived at the park in their family’s personal vehicle (93%), 6% arrived in somebody else’s vehicle, and 1% arrived in another form of transportation. On average, there were four people in each personal family and in other vehicles, and three people in someone else’s vehicle. When combining personal, other and somebody else’s vehicle responses, the average number of people per vehicle was 3.74.

Table 9. Day users transportation to the park

	Day Users (%)
My family’s personal vehicle <sup>a</sup>	93
Other <sup>b</sup>	6
Somebody else’s personal vehicle <sup>c</sup>	1

<sup>a</sup> Number of people in vehicle: mean / average = 3.80 (1-4 people = 66%).

<sup>b</sup> Number of people in vehicle: mean / average = 3.64 (1-4 people = 77%).

<sup>c</sup> Number of people in vehicle: mean / average = 3.27 (1-4 people = 67%).

**Reasons for Visiting.** Day users were asked if this park was the main reason for their trip. Table 10 shows that 84% of day users considered this park their main reason for the trip.

Table 10. Whether the park was day users main destination

	Day Users (%)
Primarily for recreation – this park was main destination	84
Primarily for recreation – main destination was not this park	7
Primarily for business, family, or other reasons – park was side trip	6
Some other reason	3

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Benson State Recreation Area for this visit. As shown in Table 11, most day users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (67%), stayed at home (12%), or come back another time (8%).

Table 11. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity <sup>a</sup>	67
Gone somewhere else for a different activity <sup>b</sup>	5
Come back another time	8
Stayed home	12
Gone to work at my regular job	1
Something else (none of these)	7

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 26.39 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 = 23.33 miles.

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

- The most popular day-use activities at this park were picnicking or barbecuing (86%), swimming / wading (72%), sightseeing (40%), boating (motor, canoe, kayak; 27%), and fishing (26%). The least popular activities were bicycling on local roads (3%), disc golf (13%), and bird or wildlife watching (18%).
- The most common main activity groups were people swimming / wading (37%), picnicking or barbecuing (34%), fishing (11%), and boating (motor, canoe, kayak; 9%). The least common activity groups were people bicycling on local roads (1%), sightseeing (1%), and disc golfing (2%).
- Day users spent an average of approximately four and a half hours in the park. The majority (67%) of day users spent four to nine hours in the park, with only 16% spending one or two hours in the park.
- On average, day users traveled 46 miles from home to visit the park.
- In total, 74% of day-use respondents had visited this park before. Day use visitors had visited an average of three and a half times in the past 12 months with the highest proportions having made one trip (26%) to this park in the past year, while 82% had made one to five trips.
- Average group size of day-use visitors was approximately eight people (M=8.32 people). The majority of day users (40%) visited in groups of five to ten people and three to four people (26%).
- Almost all day users arrived at the park in their family vehicle (93%), six percent arrived in somebody else's vehicle, and one percent arrived in another form of transportation. On average, there were 3.80 people in each family vehicle, 3.27 people in someone else's vehicle, and 3.64 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 3.74.
- The majority (84%) of day users considered this park the main reason for their trip.
- If unable to go to the park for this trip, they would have either gone somewhere else for the same activity (67%), stayed at home (12%), or come back another time (8%).

**Visitor Spending**

Day users were asked to estimate how much they and the other members of their party spent on their trip within 30 miles of Benson State Recreation Area 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 12 includes the percentages of all park day users that are local and non-local visitors. Most day users to the park are local (living 30 miles or less from the park) visitors (79%).

Table 12. Day users, local / non-local

	Day Users (%)
Local	77
Non-Local	23

Table 13 shows the proportion of total spending for local and non-local day-use visitors and reported on a party trip basis. For local day-use visitors, the highest percentage (37%) reported spending \$51-\$150. For non-local day-use visitors, the highest percentage (32%) reported spending \$51-\$150 on their trip.

Table 13. Day user total spending, dollars per party per trip

	Local	Non-Local
Spent no money	6	7
\$1 - \$25	25	14
\$26 - \$50	24	29
\$51 - \$150	37	32
\$151 - \$350	8	12
\$351 - \$550	0	6

Table 14 includes the proportion of day-use visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local day-use visitors, most reported spending some money on park entry fees (75%), gasoline and oil (69%), and groceries (65%). For non-local day-use visitors, most reported spending some money on park entry fees (66%), gasoline and oil (63%), and groceries (53%).

Table 14. Percent of day user party spending of any dollars in eight spending categories

Spending Categories	Local	Non-Local
Motel, lodge, cabin, B&B, other lodging	2	6
Camping	4	6
Restaurants and bars	11	24
Groceries	65	53
Gasoline and oil	69	63
Park entry, parking, or recreation use fees	75	66
Recreation and equipment (guide fees, equipment rental)	9	5
Souvenirs, clothing, and other miscellaneous	7	11

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

- Most day-use visitors to the park (77%) are local visitors (living 30 miles or less from the park).
- The highest percentage of local day-use (37%) and non-local (32%) visitor parties reported spending \$51-\$150 on their trip.
- Most day-users reported spending some money on park entry fees, gasoline and oil, and groceries.

### Obtaining Information about the Parks

The questionnaire contained several questions examining how day users obtained information about state parks such as Benson State Recreation Area and whether they were able to obtain the information they needed. Table 15 shows that almost all day users (92%) were able to find the information they needed when planning their visit to this state park, and the few (8%) who did not find the information they needed would like information about fishing at the park, more pictures, a park map, and information about swimming on the website.

Table 15. Whether day users found the information needed

	Day Users (%)
Yes, found the information needed	92
No, did not find the information needed <sup>a</sup>	8

<sup>a</sup> The most popular information needed was: information about fishing, more pictures on the website, a park map on the website, and information about swimming at the park.

Table 16. Day user use of information sources <sup>a</sup>

	Day Users (%)
Previous visit	81
Friends / family	80
Highway signs	66
Official internet websites (OPRD)	59
Other <sup>b</sup>	50
Brochures	32
Social media websites	30
Newspapers	28
Books	27
Magazines	27
Television	25
Work	25
Radio	22
Community organizations (Church, etc.)	20
Videos / DVDs	17
Health care providers	14

<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: heard about it from other travelers.

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 Benson State Recreation Area. Table 16 shows that the most heavily used sources of information by day users were previous visits (81% used sometimes or often), friends or family members (80%), highway signs (66%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 59%). The least used sources were health care providers (14%), videos or DVDs (17%), and community organizations (20%).

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 Benson State Recreation Area. Table 17 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by over half (53%) of respondents as the first primary information source, followed by friends or family (29%), and previous visits (9%). Few people used other sources when obtaining information.

Table 17. Day user primary information sources

	Day Users (%)
Official internet websites (OPRD)	53
Friends / family	29
Previous visit	9
Other <sup>b</sup>	2
Highway signs	2
Social media	2
Brochures	2
Community organizations (Church, etc.)	1
Television	1
Newspapers	<1
Work	<1
Magazines	<1

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

- Almost all day users (92%) 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 about fishing at the park, more pictures, a park map, and information about swimming on the website.
- The most heavily used sources of information by day users were previous visits (81% used sometimes or often), friends or family members (80%), highway signs (66%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 59%). The least used sources were health care providers (14%), videos or DVDs (17%), and community organizations (20%).
- Official internet websites were used by respondents (53%) as their first primary information source, followed by friends or family (29%), and previous visits (9%). 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 Benson State Recreation Area?” Table 18 shows that overall satisfaction was extremely high, as 94% were satisfied and almost no respondents (6%) were dissatisfied or neutral. In addition, the highest proportion of users was “satisfied” (50%).

Table 18. Day user overall satisfaction

	Day Users (%)
Very Satisfied	44
Satisfied	50
Dissatisfied or Neutral	6

**Satisfaction and Expectations with Specific Characteristics.** Although almost all day users were satisfied with their overall visit at Benson State Recreation Area, 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 Benson State Recreation Area 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 19. Day user specific *expectations* at the park

	Day Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	97
Cleanliness of toilets / bathrooms	95
Absence of litter	95
Good value for fee paid at the park	88
Number of toilets / bathrooms	87
Parking for vehicles	87
Personal safety	87
Courteousness of rangers / personnel	81
Information about conditions / hazards	70
Variety of things to do	70
Signs with directions <i>to</i> the park	69
Signs with directions <i>in</i> the park	67
Ease of movement / access (wheelchair, elderly, stroller)	59
Facilities for groups to gather	58
Condition / maintenance of trails	56
Presence of park rangers / personnel	56
Number of park trails	44
Quality of educational information	32
Amount of educational information	29

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

Table 19 shows that the most important characteristics were the park’s cleanliness (e.g., lawn care, lack of graffiti; 97%), cleanliness of toilets (95%), absence of litter (95%), good value for fee paid at the park (88%), number of toilets (87%), parking for vehicles (87%), and personal safety (87%). The least important attributes were the amount and quality of educational information (28% and 32%), number of park trails (44%), presence of park rangers / personnel (56%), and condition / maintenance of trails (56%).

Table 20. Day user specific *satisfactions* at the park

	Day Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	93
Parking for vehicles	90
Absence of litter	88
Number of toilets / bathrooms	88
Personal safety	84
Cleanliness of toilets / bathrooms	84
Good value for fee paid at the park	82
Courteousness of rangers / personnel	79
Variety of things to do	76
Signs with directions <i>to</i> the park	75
Presence of park rangers / personnel	71
Facilities for groups to gather	69
Ease of movement / access (wheelchair, elderly, stroller)	62
Signs with directions <i>in</i> the park	56
Information about conditions / hazards	53
Condition / maintenance of trails	49
Number of park trails	47
Amount of educational information	39
Quality of educational information	38

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

Table 20 shows that the majority of day users were satisfied with most of these characteristics at Benson State Recreation Area. Day users were most satisfied with park cleanliness (93%), parking for vehicles (90%), absence of litter (88%), number of toilets / bathrooms (88%), personal safety (84%), and the cleanliness of toilets / bathrooms (84%). Users were least satisfied with the quality and amount of educational information (38% to 39%), number of park trails (47%), and condition / maintenance of trails (49%).

**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

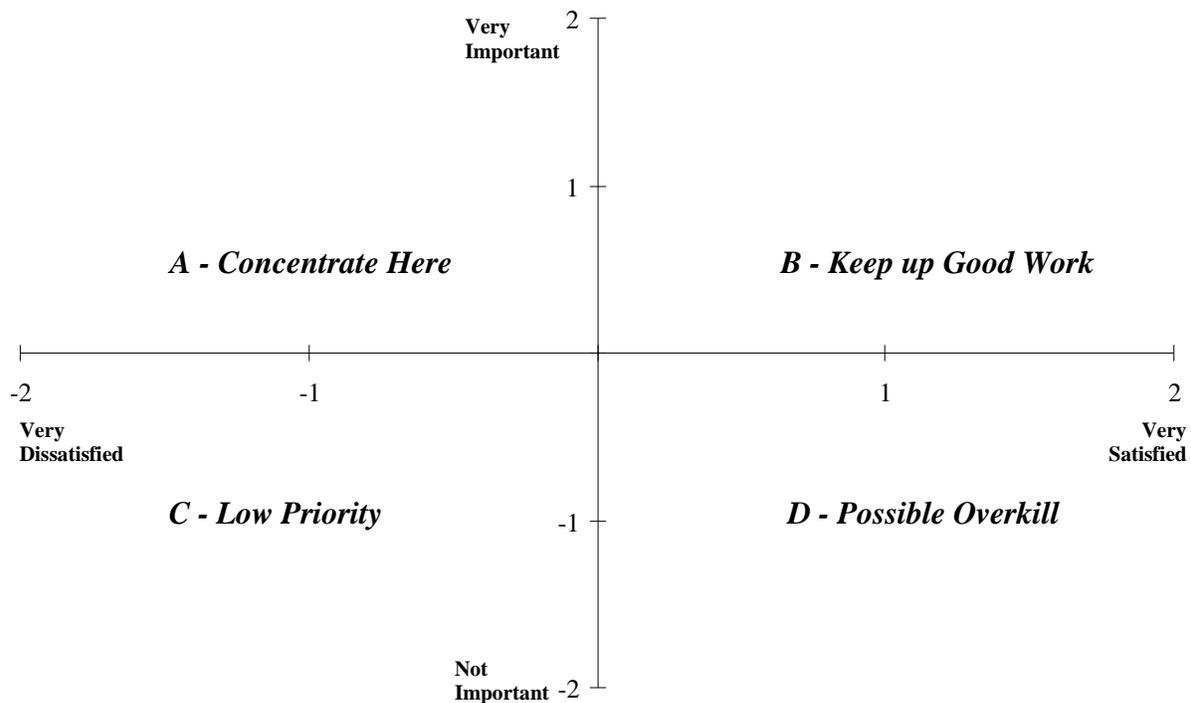


Figure 2. Importance-performance (I-P) analysis matrix for *day users*

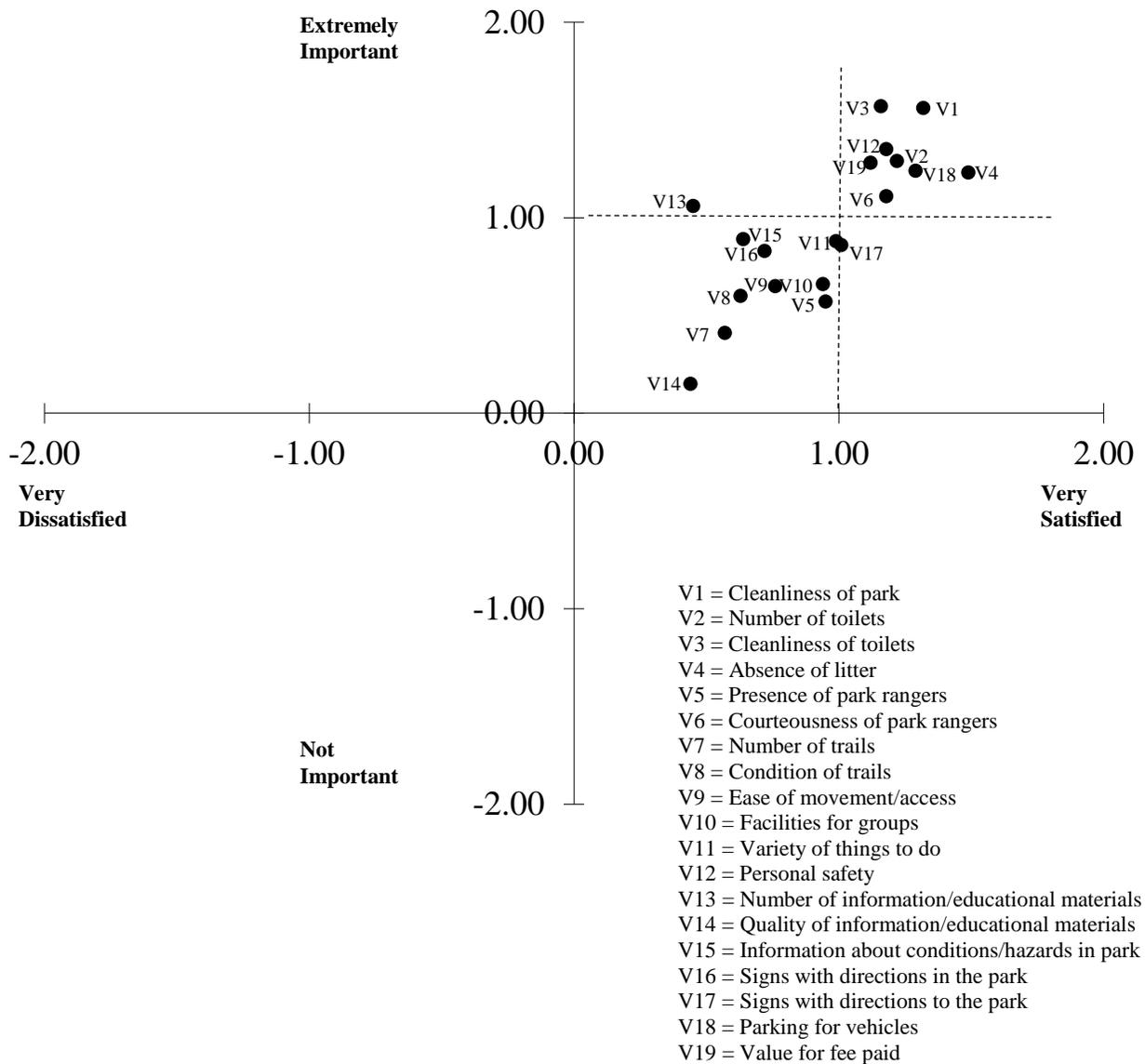


Figure 2 is the I-P matrix for day users at Benson State Recreation Area. The matrix shows that all of the attributes were in the “keep up the good work” quadrant, indicating that day users thought that park staff were doing a good job managing conditions and experiences at the park. It may be important, however, to more carefully examine this quadrant (i.e., dashed lines), as there is one attribute that was important to users, but these users were only slightly satisfied with this attribute. Managers should, therefore, consider monitoring the number of information / educational materials at the park.

Respondents were asked several additional questions about their satisfaction with Benson State Recreation Area, including this park’s natural environment, facilities and services, and fees. Day users were also asked how likely they would return to this state park. Table 21 shows high day user satisfaction with the park’s environment (92%) and somewhat high satisfaction with facilities and services (83%), and fees at the park (69%). In total, 93% of day users said they were likely to return to this park in the future.

Table 21. Day user likelihood of returning and satisfaction with the park facilities and environment

	Day Users (%)
Satisfaction with natural environment <sup>a</sup>	92
Satisfaction with facilities and services <sup>a</sup>	83
Satisfaction with fee paid <sup>a</sup>	69
Likelihood of returning <sup>b</sup>	93

<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 22. Day user perception of crowding

	Day Users
Perception of crowding <sup>a</sup>	3.47
Reported feeling crowded	58

<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 22 shows that, on average, day users felt slightly crowded, with 58% of day users 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 that 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:

- Day users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 97%), cleanliness of toilets (95%), absence of litter (95%), good value for fee paid at the park (88%), number of toilets (87%), parking for vehicles (87%), and personal safety (87%). The least important attributes were the amount and quality of educational information (28% and 32%), number of park trails (44%), presence of park rangers / personnel (56%), and condition / maintenance of trails (56%).
- Overall satisfaction among day users was extremely high, as 94% were satisfied and almost no respondents (6%) were dissatisfied or neutral. In addition, the highest proportion of users was "satisfied" (50%). The majority of day users were satisfied with most characteristics at Benson State Recreation Area. Day users were most satisfied with park cleanliness (93%), parking for vehicles (90%), absence of litter (88%), number of toilets / bathrooms (88%), personal safety (84%), and the cleanliness of toilets / bathrooms (84%). Users were least satisfied with the quality and amount of educational information (38% to 39%), number of park trails (47%), and condition / maintenance of trails (49%). Most day users (93%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. There was, however, one attribute that was important to users, but these users were only slightly satisfied with the attribute. This attribute was the number of information / educational materials at the park.
- Crowding among day users was in the high normal range where visitation is probably not greater than carrying capacity, and most of these users were not encountering more people than they would tolerate. In the future, crowding should be studied if increased use is expected, allowing management to anticipate problems.

**Attitudes about Management Strategies**

Day users were asked the extent they opposed or supported several potential new strategies for the park. Table 23 shows that the most strongly supported strategies by day users were to provide more recycling containers (75%), more trash cans (68%), more opportunities for escaping crowds (63%), more opportunities for viewing wildlife (62%), and more group picnic areas (60%). The least supported strategies were to close the park to all recreation/tourism activities (12%), limit the number of people allowed in the park per day (23%), limit the number of large groups allowed (30%), and provide downloadable mobile phone applications (31%).

Table 23. Day user attitudes about management at the park

	Day Users (%) <sup>a</sup>
More recycling containers	75
More trash cans	68
More opportunities for escaping crowds	63
More opportunities for viewing wildlife	62
More group picnic areas	60
Require dogs be kept on leash at all times	59
More opportunities for hiking	57
Better maintenance / upkeep of facilities	57
Natural buffers block view of development	56
More info / education (nature, history)	55
Do not change anything / keep as is	52
Make park more pet friendly	49
Restore to historical conditions	49
More paved trails	40
More enclosed shelters	39
More programs led by rangers	33
Wireless internet access in park	33
Downloadable mobile phone applications	31
Limit the number of large groups allowed	30
Limit the number of people allowed per day	23
Close park to all recreation/tourism activities	12

<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:

- Day users most strongly supported management strategies that would provide more recycling containers (75%), more trash cans (68%), more opportunities for escaping crowds (63%), more opportunities for viewing wildlife (62%), and more group picnic areas (60%). The least supported strategies were to close the park to all recreation/tourism activities (12%), limit the number of people allowed in the park per day (23%), limit the number of large groups allowed (30%), and provide downloadable mobile phone applications (31%).

### **Sociodemographic Characteristics of Users**

Table 24 shows demographic characteristics of day users. There were more female (64%) than male (36%) day users at Benson State Recreation Area. The average age of respondents was 42 years old, and the largest proportions of users were 30 to 39 years old (31%) and 40 to 49 years old (24%). Most respondents were white (i.e., Caucasian; 83%) with some Others (6%), Hispanic / Latinos (4%), Asians (4%), American Indian / Alaska Natives (2%), Blacks / African Americans (1%), and Native Hawaiian or Pacific Islanders (<1%). The average annual household income before taxes of respondents was \$51,800, and the largest proportion of users had incomes from \$30,000 to \$49,999 (26%). Day-use visitors to Benson State Recreation Area are generally as wealthy as the Oregon population at large (Oregon median household income in 2010 was \$51,994).

Table 25 shows that most day users (95%) considered English as the primary language in their homes, while some spoke Other (3%), Russian (1%) and Spanish (1%). Other languages spoken in their homes included Chinese and Ukrainian.

Table 24. Day user demographic characteristics

	Day Users (%) <sup>a</sup>
<b>Gender</b>	
Male	36
Female	64
<b>Age</b>	
Less than 20 years old	3
20 – 29 years	14
30 – 39 years	31
40 – 49 years	24
50 – 59 years	16
60 – 69 years	10
70 – 79 years	2
80+ years old	0
Average age (mean years)	41.53
<b>Household income (before taxes)</b>	
Less than \$10,000	7
\$10,000 – \$29,999	16
\$30,000 – \$49,999	26
\$50,000 – \$69,999	17
\$70,000 – \$89,999	12
\$90,000 – \$109,999	11
\$110,000 – \$129,999	5
\$130,000 – \$149,999	3
\$150,000 – \$169,999	1
\$170,000 or more	3
Average income (mean dollars)	51,800
<b>Ethnicity</b>	
White (Caucasian)	83
Other	6
Hispanic / Latino	4
Asian	4
American Indian / Alaska Native	2
Black / African American	1
Native Hawaiian or Pacific Islander	<1

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

Table 25. Day user language spoken most often at home

	Day Users (%)
English	95
Other <sup>a</sup>	3
Russian	1
Spanish	1

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

Table 26 shows that 93% of day use visitors lived in Oregon, 5% resided in Washington State, and 2% were from other states. Among day users, 88% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 2% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, <1% lived in the Coastal region, <1% lived in the Southern region, <1% lived in the Eastern region, and <1% lived in the Central region of Oregon.

Table 26. Day user location of residence

	Day Users (%)
Country	
USA	100
State	
Oregon <sup>a</sup>	93
Washington	5
Other	2

<sup>a</sup> The largest percentage of day users were from the Portland Metro region (88%), whereas 2% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, <1% resided in the Coastal region, <1% lived in the Southern region, <1% lived in the Eastern region, and <1% lived in the Central region of the state.

Table 27 shows that 80% of day users said that nobody in their group had a disability, whereas 20% had at least one group member with a disability. The most common disability was associated with walking (12% of day users), while 4% of day users had a hearing disability, 3% had a learning disability, 1% had a sight disability, and 3% had some other form of disability.

Table 27. Day user disabilities

	Day Users (%)
Disability in group	
No	80
Yes <sup>a</sup>	20

<sup>a</sup> Types of disabilities: walking = 12%, hearing = 4%, learning = 3%, sight = 1%, other = 3%

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

- There were more female (64%) than male (36%) day users at this park.
- The average age of respondents was 42 years old, and the largest proportions of users were 30 to 39 years old (31%) and 40 to 49 years old (24%).
- The average annual household income before taxes of respondents was \$51,800, and the largest proportion of users had incomes from \$30,000 to \$49,999 (26%). Day-use visitors to Benson State Recreation Area are generally as wealthy as the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 76%) with some Others (6%), Hispanic / Latinos (4%), Asians (4%), American Indian / Alaska Natives (2%), Blacks / African Americans (1%), and Native Hawaiian or Pacific Islanders (<1%).
- Most day users (95%) considered English as the primary language in their homes, while some spoke Russian (1%) and Spanish (1%). Other (4%) languages spoken in their homes included Chinese and Ukrainian.
- Over 93% of day use visitors lived in Oregon, 5% resided in Washington State, and 2% were from other states. Among day users, 88% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 2% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, <1% lived in the Coastal region, <1% lived in the Southern region, <1% lived in the Eastern region, and <1% lived in the Central region of Oregon.
- 80% of day users said that nobody in their group had a disability, whereas 20% had at least one group member with a disability. The most common disability was associated with walking (12% of day users), while 4% of day users had a hearing disability, 3% had a learning disability, 1% had a sight disability, and 3% had some other form of disability.

## ***RECOMMENDATIONS***

### **Management Recommendations**

Based on these results from survey of day users, the following recommendations, in no particular order, are proposed for management of Benson State Recreation Area:

- Most day users traveled to this park in their own vehicles (93%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Benson State Recreation Area day-use vehicles (3.74) 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 day-use calculations for the park.
- Almost all day users (94%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality and amount of educational information (38% and 39%), number of park trails (47%), and condition / maintenance of trails (49%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- Users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 62%). Given that over 12% of day-use visitors were over the age of 60 and 20% of day users had disabilities (12% 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 all attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. However, this analysis showed that managers should consider examining the number of information / educational materials at the park.
- The results suggest that crowding at day-use 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 63% of park users supported the provision of more opportunities for escaping crowds.

- Day user visitors most strongly supported strategies that would provide more recycling containers (75%), more trash cans (68%), more opportunities for escaping crowds (63%), more opportunities for viewing wildlife (62%), and more group picnic areas (60%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (92%) were able to find the information they needed when planning their visit to Benson State Recreation Area. However, some visitors (8%) were not able to find all information needed. The most popular information needed was information about fishing at the park, more pictures, a park map, and information about swimming on the website.
- A large proportion of day users (53%) depended on official internet websites as the primary source of obtaining information about state parks such as Benson State Recreation Area. 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.
- Appendix A is a listing of 194 verbatim open ended positive comments (31 comments, 1 page) and negative comments and suggestions for improvement of Benson State Recreation Area (163 comments, 5 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) a cash payment option for day-use fee; (b) better access to the lake; (c) more picnic tables; (d) more barbeque pits; (e) provide a swimming dock; (f) better swimming area; (g) stock the lake for better fishing; (h) more trash cans; (i) a children's playground; and (j) cleaner restrooms.

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- All good thank you
- Compliment. Was a very clean facility (restrooms/trash recepticals) Saturday 9/15/12. Staff was diligently working and friendly while keeping restroom clean. Volunteers friendly and engaging. Thank you for a pleasurable experience. Great place
- Enjoyable Park
- Good job guys!
- Great day so far
- I believe Benson is a wonderful Oregon Asset
- I love Benson because I can swim, relax and recharge with an incredible view and no crowds at an affordable fee.
- I Love this place, I wouldn't change anything. Been going here since I was a little girl myself now I am bringing my own son and he loves it!
- I'm not sure it needs improving. We come here often to kayak, canoe and swim, as well as picnic. It's a perfect place for family get togethers. It is inclusive of all people. We always see a diversity of families when we visit this park and I'm glad everyone can feel welcome and safe here. Thank you for maintaining such a wonderful park.
- It was fantastical and very fun! I will be back to see the birdies
- It's good
- It's good the way it is.
- It's great
- It's great. I love natural beauty. Leave it as it is.
- It's just fine
- Just keep it clean, safe, and friendly
- Just keep making it a clean, friendly, environment. Thank you
- Keep it safe and clean
- Keep it the way it is!
- Like it the way it is
- Love it! It's our 1st time here
- Love it. Don't change anything. The view is breathtaking the water is clean and it is so family friendly. Thank you
- Nothing
- Nothing at all
- Thank you for allowing dogs as the park
- Thank you for the years.
- We enjoyed our visit. We found the park clean and full of family fun
- We have been coming here each year since the 70s. Will continue to come each year - we love it.
- We like it as is. It is a beautiful place for a picnic.
- We love it here
- Your park is wonderful

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

- 1st visit in a long time. Observed not enough picnic tables by the swimming area. Could not do any walking around in park due to disability.
- A dock area - with a dock
- A dock or easy access into water so we don't slip on mud
- A few more picnic tables would be nice. All in all an awesome park.
- A lot of litter around our site and in lake. Not horrible, but not awesome either. No soap in bathrooms. Over all, nothing major or that would prevent us from coming back.
- Add a beach
- Add a spaceship launch and time machine please
- Add docks on the lake so it's easier to get into the water. Also add showers/better locker rooms
- Add more bbqs to area with trash cans.
- Add more picnic tables
- Allow camping
- An exit going west on I84 would be lovely. I had to exit Rooster Rock and back track. With the cost of gas 14 extra miles is a consideration. Or an entrance off the old highway would work (perhaps a foot bridge) I vote for exit both directions
- Awesome, but crowded.
- Baby changing area. Need dog poop bags. Where is the beach?
- Benches
- Better fishing
- Better throwing pads for the disc golf otherwise everything very good
- Block the east wind. Lol
- Cash should be accepted. I don't use a visa for I didn't pay the first two times.
- Change hole 1-3 in the disc golf area too close to picnic tables
- Clean litter - our dog kept trying to eat it all off the ground
- Close the freeway, the car noise sucks. Also, stop the trains when I'm here. (just kidding no real comments)
- Collection station manned with a ranger/host. Only machine that takes credit cards, so if wanting to pay cash no options.
- Cover up the old fire pits
- Cut down snags on trees. The dead limbs that will fall could be dangerous
- Designate an area for people who smoke. Provide a paved path for wheelchairs and strollers
- Dog off leash area
- Dog poop bags
- Dogs on leashes at all times
- Dogs should be allowed in water
- Easier access to the lake for wheelchairs
- Easier access to water, water fountains, keep allowing pets/dogs
- Easier ways to get into the water. All in all a wonderful place. Have been coming here for about 15 years now
- Entry access to lake - a cleared area without rocks to get in. Also paved even area for people to get in to grassy picnic areas
- Excellent maybe a little more litter pick up bathroom cleaning but this park is great thanks!
- Family sized covered table areas (small)

- Fill in holes
- Fill in holes/pits in the grass
- First time here. We will return and bring our children as the park felt safe. Location was clean and other patrons of the park were pleasant - not drunk - loud. There needs to be a designated smoking area
- Floating dock would be great and a way to pay with cash
- Floating dock/platform in lake for swimming
- For tickets for parking cash & card. More trash/recycling
- Getting rid of some (majority) of grass in front part of lake. More trash cans. Ban Alcohol! Recycling cans would be welcome. Our family spends lots of time here year around. We love this location, out of town yet close so you don't spend a lot of time on travel. We have witnessed several people drunk here and providing minors. Getting cell service is tricky so we can't call to report drunk drivers. Thank you to everyone who helps keep the park clean and open so we can enjoy it all year around.
- Have a designated location (or locations) for fishing
- Have a way to get from the shore into the water more easily.
- Have machine set up to take cash for fee
- Having a kid's play area would be good.
- Hiking trails. Signage about geological history of area
- I came today and only had cash for the day ticket. Because last year you could pay with cash - I came this time and no slot for money (cash). Can a park ranger take the cash and give a slip for the day. Instead of doing that loop trip. I would just go home.
- I didn't like that you only take credit cards
- I like this park for the lake access and play for my kids. We can grill, picnic. I extremely dislike the highway noise. We keep coming back because it is one of the only lakes for families to enjoy. It would be perfect and I would come more often for even twice the fee if not for the highway. I'm a little afraid of kid's fee and fishing hooks. We didn't find any - but something to think about.
- I love Benson, I came here every summer. My family and I have been coming here for 20 years. I love virtually almost everything about the park, but I do feel the bathrooms could be cleaner, and the park fee payment machine could be more convenient. Other parks (i.e Blue Lake, Rooster Rock) have machines for cards, and people to take cash. Today, I had to go back to Rooster Rock and get my ticket after I had already arrived at Benson and found that there was no cash accepted. It was a waste of gas and time. I don't bring valuables with me to Benson. Just enough money to get in. This is the first time that has happened. Love Benson. Just make it more convenient.
- I love it here. People tend to leave garbage in the water area. Maybe more garbage cans closer to the water
- I think you need to have some covered picnic areas for large groups. Now sure if you have a playground here either (don't remember seeing one) Would be nice to see signs about how deep the water is and a sign posted for designated swimming for little ones. Maybe some signs telling about the wildlife that inhabits the area. Designated off leash area and bags for cleaning up after animals. update picnic tables (less silvery)
- I would like to have both cash and card for payment thanks
- I would like to see more signs referencing safety precautions and rules. Charcoal maintenance. Angler clean-up. Two entrances on freeway (east/west)
- I would really like to see at least 1 access into water (a rail to hold on to) you have a lot of holes that cause many people to fall both young and old (I have seen many over the

year fall) getting in and out I feel last August and I have a hurt leg (knee) ever since that day - please put in a rail

- If people come don't play music too loud. Keep water cleaner if possible. Cut grass nicely. No pets if not belted
- Improve cleanliness of picnic tables
- Improve edges of lake so entry to water is easier/safer, recycle & WiFi
- Improve entry and exit of lake and water edges. Restore fee machine to take cash as well as cards. More picnic tables
- Improve wading area. Make more of a beach sand area to wade in
- Improvement of riparian area supporting bank around swimming/fishing areas.
- Install machines that accept money. Clean out the lake of any weeds - we use to come several times a year/stopped because we didn't like getting tangled up in weeds when we went swimming.
- It needs to be easier to get in and out of the water
- It would be nice if there was better lake entry access.
- Keep the dogs on leashes at all times and not let them in the water because they go in anyway.
- Lawn Maintained, cleaner restrooms
- Less sexually addicted people. More play grounds for kids, play grounds for volleyball, soccer, fun activities.
- Let dogs in water, more tables
- Limit radio use/loud music
- Litter/trash pick up could be better. The garbage cans are extremely stinky
- Lower park fee, add a water fountain or splash area that little kids can play in
- Make it easier to get into water. Really hard to get in, more so for elders. Make sure people are following dog rules.
- Map of where things are. re: hiking trails, bbq pits, bathrooms, etc.
- Maybe a little sand in the beach area in the water
- Maybe more tables
- More accessible trails for wheelchairs to water and picnic area
- More and better BBQ area
- More BBQ pits
- More bbq pits would be nice
- More bbq stands
- More bbqs
- More dog friendly otherwise don't change a thing. Great trip.
- More driving routes to and from park. Pay lockers to keep car keys or personal items (\$ revenue) had sunglasses stolen once. Easier Access to entering lake (steps, dock) more picnic tables, more garbage receptacles
- More fish
- More fish
- More grills closer to water.
- More picnic tables by the water. Paved walkway to spots by water
- More picnic tables by water. Quote from kids: take out the spiky weeds and put in a drinking fountain. Better maintained grass near lake.
- More restocking of fish and areas to sit and fish
- More sand less rocks

- More tables, and take cash, do not like the idea of using my debit card
- More trees along I-84 to block view and noise
- More trees to block freeway sights and sounds
- More visible rangers only saw them once. Less large groups and no dogs.
- My only complaint were the large # of spiders/webs in the bathrooms
- Need more wheelchair accessibility need collection machine for cash
- Need to be able to pay cash for our visit is a plus, lots of people don't have cards
- Nice park, a few more garbage cans would be nice.
- Nice to have better entry into water sand or river gravel. Sloped beach. Perhaps dock. Off leash dog area or place away from people where dogs could swim & retrieve
- Nice, family/pet friendly park w/bathrooms
- No Smoking
- No smoking at park. It was hard not to be by it. Being allergic to it, I am particularly aware of it. Re-route Highway 84 to reduce noise away from park.
- No smoking would be great. There are no ash trays so people just throw their cigs on the ground.
- No Smoking, Easy access to the water, little dock or something in the deep end
- Not all of us have credit cards or debit cards. I wanted to pay but I was unable to do so with cash and this made me angry. Insert French words here
- Offer yearly passes purchases at all pay stations.
- Open up more beach area of the lake and more sunny places
- Other than the rocky entry in the lake, everything is good
- Park needs more picnic tables more gravel (too muddy) a playground & showers
- Parks are beautiful - my biggest issue/concern was elderly & handicap accessibility. Very difficult to get my Dad from parking lot to lake in a walker. Walker is not all terrain so pave a path
- Place the pay box in a little clearer of place.
- Place to launch a canoe without getting in the mud
- Playground area
- Pleasant experience. Signs to trails (maybe)?
- Please make getting into the water easier, it's very slippery. Plus the bottom of the lake is very rocky
- Please make smoking area and add ramps in water
- Please provide easier beach access for children to swim. This would include gentle sloped entry at water's edge. Dump sand at water's edge to reduce the muddy turbulence (or finely crushed rock) Install BBQ pits or stands
- Please provide more picnic tables near water. They are always taken by others. Please provide more garbage and recycling cans for safety of animals/environment. More than one soap dispenser in restroom they empty quickly when park has lots of visitors. Great park my family and friends love it here.
- Provide Grills
- Provide more picnic tables allow cash payments at fee station
- Provide more picnic tables for recreational use, provide more BBQ pits, Animal friendly section of the lake, my puppy loves swimming! We had to leave him home
- Put a dock in with a sign no motorized boats. Do something for the handicapped. No access to the lake. Put an area for fishing only, no swimming, anglers pay high dollar for their license and should get an area for fishing only.

- Put pay machine in that takes money. Let dogs in water
- quality of bathrooms overall
- Remove grass growing in other pond. Remove old bridge and metal left in pond. Extend piers our further. Create a long pier in long pond and fill edges w/sand since its so low
- Remove the rocks at the entrance to the bathing area
- Restore the sandy/clay beaches
- Restrooms were hard to get to with a walker.
- Sand on beaches
- Secret hiding spot
- Shorter grass, less weeds, more trails, more beach, more BBQs, no dogs allowed would be great.
- Shouldn't have to pay to come to park. We pay taxes. That should be enough. The bank needs to be improved for better entry and exit of water
- Small pod and/or paddle boat rentals and bbq pits
- Some access ramp into the water would be nice. A few more BBQ pits by the water.
- Stock it for fishing more than just in the spring. Horseshoe pits
- Stock it with fish more often.
- Stock it with more fish. Keep the water clean
- Stock more often for fish.
- Stricter dog rules
- Take cash for parking fees we don't like to use debit or credit card and prefer not to use them. Men's bathrooms were terrible fathers didn't want to take their little kids in them. Need more trash can and recycling containers.
- The bathrooms down needed a little more maintenance, as far as tissues.
- The brambles were fun to pick - although I understand they are a nuisance. The park is well managed and on busy weekends I always see a park ranger emptying trash and keeping the restrooms tidy - well done! I feel safe coming here by myself with my 2 young children
- The driving directions from the website were misleading
- The mud surrounding the lake is annoying it would be nice to have white sand. Hire sexy rangers. Sell hamsters at the gate.
- The water can be cleaner. There should be at least 3 life guards. The bathrooms could be a little cleaner
- This park has a fairly good allotment of usable equipment (toilets, trash, other) However we did not find disc golf as stated on web page for Benson State Rec Area (BSRA)
- This park is close to perfect - a designated smoking area? Near parking lot or restrooms would be even better
- Toilet seat covers, less mullets
- Trail around the lake. More frequent fish stocking
- Trail to old highway -> Multnomah Falls Rec access to Gorge - walk/bike primary
- Trim branches round disc golf course
- Try to block the freeway with plants/trees. Make stairs so it is easier to get in the water
- Water grass, more picnic tables, more access to water, better beach access, floating docks, electric outlets
- We have been coming here since I was a child. I have since brought my children and now they bring theirs. We absolutely love this park. My only advice is that maybe the lawn

could be mowed more often. Oh, and maybe some BBQs by the swimming area. Otherwise we will be coming back multiple times each summer!

- We need some way to pay cash for the park. We do not have a debit or credit card. We will not pay for a green day card and get charge to us it. There must be some way to accommodate cash payers.
- Would be nice to be able to pay cash at the park.
- Would like to be able to let well behaved dog into the water with us
- Would like to see BBQs on site more tables, and accept cash for entrance fees
- Would like to see couples of play grounds for the kids to play. For safety water fountain so the kids can play
- You can offer a way to pay in cash
- You use to be able to walk out into lake on a gradual slope. Now the edge is abrupt. We probably would come more often if it was a gradual slope.

**APPENDIX B: QUESTIONNAIRE**

# **Day Visitor Experiences and Perceptions at Benson State Recreation Area**



**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 Benson State Recreation Area (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 Benson State Recreation Area? (**check ONE**)
  - No
  - Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) \_\_\_\_\_ trip(s)
  
2. How many hours did you spend at Benson State Recreation Area on this trip? (**write number**) \_\_\_\_\_ hour(s)
  
3. Please check **all** recreation activities you did at Benson State Recreation Area on this trip. (**check ALL THAT APPLY**)
 

<input type="checkbox"/> A. Bicycling on local roads	<input type="checkbox"/> D. Bird or wildlife watching	<input type="checkbox"/> G. Fishing
<input type="checkbox"/> B. Sightseeing	<input type="checkbox"/> E. Disc golf	<input type="checkbox"/> H. Boating (canoe, kayak)
<input type="checkbox"/> C. Picnicking or barbecuing	<input type="checkbox"/> F. Swimming/ wading	<input type="checkbox"/> I. Other (write response) _____
  
4. From activities in Question 3 above, what **ONE** primary activity did you do at Benson State Recreation Area 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 Benson State Recreation Area? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
8. How dissatisfied or satisfied were you with the ***natural environment*** at Benson State Recreation Area? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
9. How dissatisfied or satisfied were you with the ***facilities / services*** at Benson State Recreation Area? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
10. How dissatisfied or satisfied were you with the ***fee that you paid*** at Benson State Recreation Area? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
11. How unlikely or likely are you to return to Benson State Recreation Area 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 Benson State Recreation Area? (**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
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 Benson State Recreation Area? (**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
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 Benson State Recreation Area 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 Benson State Recreation Area? (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 more 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
Do not change anything / keep things as they are now.	1	2	3	4	5

16. Including yourself, how many people accompanied you at Benson State Recreation Area on this trip? \_\_\_\_\_ person(s)

17. 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 \_\_\_\_\_

18. If you had NOT been able to go to Benson State Recreation Area 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)

19. How did you get to Benson State Recreation Area 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)

20. When you were thinking about visiting an Oregon State Park such as Benson State Recreation Area, 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

21. From the list of sources in question 20 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

Letter \_\_\_\_\_

22. When planning your visit to Benson State Recreation Area, were you able to find the information you needed? (**check ONE**)

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

23. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip within **30 miles** of Benson State Recreation Area. *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

24. Are you staying away from home within 30 miles of Benson State Recreation Area 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)

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

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

27. 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 \_\_\_\_\_

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

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

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

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

- Less than \$10,000  \$90,000 to \$109,999
- \$10,000 to \$29,999  \$110,000 to \$129,999
- \$30,000 to \$49,999  \$130,000 to \$149,999
- \$50,000 to \$69,999  \$150,000 to \$169,999
- \$70,000 to \$89,999  \$170,000 or more

Please tell us how we can improve Benson State Recreation Area:

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

**APPENDIX C: UNCOLLAPSED PERCENTAGES**

# Day Visitor Experiences and Perceptions at Benson State Recreation Area



**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:



*Nature*  
**HISTORY**  
*Discovery*



We are conducting this survey to learn about your experiences at Benson State Recreation Area (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 Benson State Recreation Area? (**check ONE**)
  - 26% No
  - 74% Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) M=3.49 trip(s)
  
2. How many hours did you spend at Benson State Recreation Area on this trip? (**write number**) M=4.46 hour(s)
  
3. Please check **all** recreation activities you did at Benson State Recreation Area on this trip. (**check ALL THAT APPLY**)
 

3% <b>A.</b> Bicycling on local roads	18% <b>D.</b> Bird or wildlife watching	26% <b>G.</b> Fishing
40% <b>B.</b> Sightseeing	13% <b>E.</b> Disc golf	27% <b>H.</b> Boating (canoe, kayak)
86% <b>C.</b> Picnicking or barbecuing	72% <b>F.</b> Swimming/ wading	17% <b>I.</b> Other (write response) <u>See report</u>
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Benson State Recreation Area 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**)
  - 84% Primarily for recreation – this park was my main destination
  - 7% Primarily for recreation – my main destination was NOT this park
  - 6% Primarily for business, family, or other reasons – this park was a side trip
  - 3% Some other reason
  
6. About how far from your home did you travel to get to this park? (**write number of miles**) M=45.65 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Benson State Recreation Area? (**check ONE**)
 

1% Very Dissatisfied	2% Dissatisfied	4% Neither	50% Satisfied	44% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Benson State Recreation Area? (**check ONE**)
 

1% Very Dissatisfied	2% Dissatisfied	5% Neither	53% Satisfied	39% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Benson State Recreation Area? (**check ONE**)
 

1% Very Dissatisfied	4% Dissatisfied	7% Neither	53% Satisfied	35% Very Satisfied
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10. How dissatisfied or satisfied were you with the **fee that you paid** at Benson State Recreation Area? (**check ONE**)
 

6% Very Dissatisfied	7% Dissatisfied	18% Neither	48% Satisfied	22% Very Satisfied
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11. How unlikely or likely are you to return to Benson State Recreation Area in the future? (**check ONE**)
 

4% Very Unlikely	1% Unlikely	3% Neither	38% Likely	55% Very Likely
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12. How **important** is it to you that each of the following is at Benson State Recreation Area? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	3%	37%	60%
Number of toilets / bathrooms.	1	2	11	42	45
Cleanliness / conditions of toilets / bathrooms.	0	0	5	33	63
Absence of litter.	0	<1	5	40	55
Presence of park rangers / personnel.	5	7	32	38	18
Courteousness of park rangers / personnel.	2	3	15	43	37
Number of park trails.	5	5	45	31	13
Condition / maintenance of park trails.	5	5	35	37	18
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	6	6	30	35	24
Facilities for groups to gather.	5	7	31	33	24
Variety of things to do.	3	4	24	46	24
Personal safety.	<1	1	12	37	50
Number of information / education programs or materials.	8	12	51	22	7
Quality of information / education programs or materials.	7	12	49	23	9
Information specifically about conditions or hazards in the park.	2	5	23	41	29
Signs about directions within the park.	3	5	26	41	26
Signs about directions to the park.	3	4	25	40	28
Parking for vehicles.	0	<1	12	47	35
Good value for the fee that I paid at the park.	1	1	10	44	44

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	2%	5%	51%	42%
Number of toilets / bathrooms.	1	2	10	50	38
Cleanliness / conditions of toilets / bathrooms.	1	3	12	47	37
Absence of litter.	<1	3	9	48	39
Presence of park rangers / personnel.	1	3	26	43	28
Courteousness of park rangers / personnel.	0	2	19	40	40
Number of park trails.	1	5	47	31	17
Condition / maintenance of park trails.	1	3	47	31	18
Ease of movement or access (e.g., wheelchair, elderly, stroller).	2	5	32	39	22
Facilities for groups to gather.	<1	3	29	40	28
Variety of things to do.	1	3	21	46	30
Personal safety.	<1	1	14	49	35
Number of information / education programs or materials.	1	5	56	26	13
Quality of information / education programs or materials.	1	5	56	24	13
Information specifically about conditions or hazards in the park.	1	4	42	36	17
Signs about directions within the park.	<1	3	40	36	20
Signs about directions to the park.	1	3	22	47	28
Parking for vehicles.	0	2	8	49	41
Good value for the fee that I paid at the park.	2	2	14	45	36

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

26%	17%	15%	7%	11%	16%	5%	2%	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 Benson State Recreation Area? (circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1%	3%	34%	40%	23%
Provide more opportunities for viewing wildlife.	1	3	34	41	21
Provide more group picnic areas.	1	4	39	40	20
Provide more opportunities for hiking.	1	2	39	39	18
Provide more paved trails.	2	9	49	27	13
Provide more trash cans.	1	1	30	44	24
Provide more recycling containers.	1	1	22	45	30
Provide more information / education about nature, history, or archeology.	1	2	42	40	15
Provide more programs led by park rangers.	3	8	56	23	10
Provide wireless internet access within the park.	20	13	35	17	15
Provide downloadable mobile phone applications.	12	12	45	21	10
Provide more enclosed shelters.	6	9	46	29	10
Improve maintenance or upkeep of facilities / services.	1	2	41	41	16
Require all dogs be kept on leash at all times.	4	8	29	27	32
Make the park more pet friendly.	7	8	37	31	17
Provide natural buffers to block views of development outside the park.	4	3	37	35	21
Restore it to historical conditions (e.g., replace non-native with native plants)	4	8	40	29	19
Limit the number of people allowed per day.	15	18	44	16	7
Limit the number of large groups allowed (e.g., no more than 10-20 people).	14	22	35	20	9
Close this park to all recreation / tourism activities.	52	19	17	9	3
Do not change anything / keep things as they are now.	3	9	37	29	23

16. Including yourself, how many people accompanied you at Benson State Recreation Area on this trip? M=8.32 person(s)

17. Did anyone in your group have a disability?

80% No

20% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 4% Hearing 1% Sight 12% Walking  
4% Learning 3% Other See report

18. If you had NOT been able to go to Benson State Recreation Area for this visit, what would you have done? (**check ONE**)

- 67% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=26.39 miles(s)
- 5% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=23.33 miles(s)
- 8% Come back another time
- 12% Stayed home
- 1% Gone to work at my regular job
- 7% Something else (none of these)

19. How did you get to Benson State Recreation Area on this trip? (**check ONE**)

- 93% My family's personal vehicle → how many total people were in the vehicle? M=3.80 person(s)
- 6% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.64 person(s)
- 1% Other (write response) See report → how many total people were in the vehicle? M=3.27 person(s)

20. When you were thinking about visiting an Oregon State Park such as Benson State Recreation Area, 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).	34%	7%	21%	14%	23%
B. Social media internet websites (e.g., Facebook, Twitter).	59	11	19	8	4
C. Brochures.	56	12	22	8	2
D. Newspapers.	60	12	23	4	1
E. Magazines.	62	12	20	6	1
F. Books.	63	11	21	5	1
G. Television.	64	12	19	5	1
H. Videos / DVDs.	72	12	13	3	1
I. Radio.	65	13	16	5	1
J. Community organization or church.	69	12	13	5	1
K. Health care providers.	74	12	9	5	<1
L. Work.	66	9	17	6	2
M. Friends or family members.	15	5	24	28	29
N. Highway signs.	24	10	30	23	13
O. Previous visit.	16	3	15	24	42
P. Other (write response) <u>See report</u>	48	3	27	13	10

21. From the list of sources in question 20 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

**Letter** See report

22. When planning your visit to Benson State Recreation Area, were you able to find the information you needed? (**check ONE**)

- 92% Yes
- 8% No → if no, what additional information did you need? (**write response**) See report

23. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip within **30 miles** of Benson State Recreation Area. *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](#)

24. Are you staying away from home within 30 miles of Benson State Recreation Area on this trip? (**check ONE**)  
 93% No  
 7% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? [M=5.65](#) night(s)

25. Are you: (**check ONE**) 36% Male 64% Female

26. How old are you? (**write response**) [M=41.53](#) years old

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

83% White (Caucasian)	4% Hispanic / Latino	2% American Indian or Alaskan Native	6% Other (write response)
1% Black / African American	4% Asian	<1% Native Hawaiian or Pacific Islander	<a href="#">See report</a>

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

95% English	1% Spanish	1% Russian	3% Other (write response) <a href="#">See report</a>
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29. Where do you live? (**write responses**) City / town [See report](#) State [See report](#) Country [See report](#) Zipcode [See report](#)

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

7% Less than \$10,000	11% \$90,000 to \$109,999
16% \$10,000 to \$29,999	5% \$110,000 to \$129,999
26% \$30,000 to \$49,999	3% \$130,000 to \$149,999
17% \$50,000 to \$69,999	1% \$150,000 to \$169,999
12% \$70,000 to \$89,999	3% \$170,000 or more

Please tell us how we can improve Benson State Recreation Area: [See report](#)

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