



# **Visitor Survey of Day-use Visitors at Bridal Veil Falls State Scenic Viewpoint**

Final Report

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2012



*Nature*  
**HISTORY**  
*Discovery*

## ***ACKNOWLEDGMENTS***

The author would like to thank Mark Needham, Randy Rosenberger, and Eric White at Oregon State University for their technical support for this project. Wesley Mouw, Glenn Littrell, Melissa Czinger, Julie Schwarze, Gary Meineke, and individuals at Reservations Northwest such as Arik Heidenreich and staff are thanked for their assistance with data collection and entry. A special thank you is extended to all of the day users who took time to complete questionnaires.

## ***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 August 19, 2012. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was  $n = 470$  with a response rate of 65%. The sample size allows generalizations about the population of day users at Bridal Veil Falls State Scenic Viewpoint at a margin of error of  $\pm 4.5\%$  at the 95% confidence level.

### **Results**

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

- The most popular day-use activities at this park were hiking or walking (96%), sightseeing (63%), bird or wildlife watching (13%), and picnicking or barbequing (10%). The least popular activities were bicycling on local roads (3%) and running or jogging (3%).
- The most common main activity groups were people walking or hiking (65%) and sightseeing (26%). The least common activity groups were people running or jogging (<1), bird or wildlife watching (1%), bicycling on local roads (1%), dog walking (1%), and picnicking or barbequing (1%).
- Day users spent an average of approximately one hour in the park. The majority (80%) of day users spent one hour in the park, with only 5% spending three or more hours in the park.
- On average, day users traveled 923 miles from home to visit the park.
- In total, 31% of day-use respondents had visited this park before. Day users had visited an average of two times in the past 12 months with the highest proportions having made no trips (44%) and one trips (29%) to this park in the past year, while 51% had made one to five trips.
- Average group size of day-use visitors was approximately three people ( $M=3.07$  people). The majority of day users (39%) visited in groups of two people and three to four people (29%).
- Most day users arrived at the park in their family vehicle (64%), 13% came in someone else's vehicle, and 23% in another form of transportation. Almost all respondents arriving in other vehicles were in rental vehicles. On average, there were 3.15 people in each family vehicle, 2.86 people in someone else's vehicle, and 2.77 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 3.00.
- Only 25% 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 (61%), come back another time (16%), or done something else (11%).

### ***Visitor Spending***

- Most day-use visitors to the park (73%) are non-local visitors (living more than 30 miles from the park).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage (28%) of non-local day-use visitors reporting spending \$151-\$350 on their trip.
- Most day use visitors reported spending money on restaurants and bars and gasoline and oil.

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

- Almost all day users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find it would like a comprehensive list of intra-agency campsites online, a park map, and more historical information.
- The most heavily used sources of information by day users were friends or family members (77% used sometimes or often), official internet websites (e.g., Oregon State Parks, Travel Oregon; 74%), highway signs (73%), brochures (59%), and previous visits (59%). The least used sources were health care providers (15%), community organizations (19%), radio (21%), and videos or DVDs (22%).
- Official internet websites were used by respondents (59%) as their first primary information source, followed by friends or family (16%), brochures (7%), previous visits (4%), books (4%), and highway signs (3%).

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

- Day users considered the most important characteristics the park's absence of litter (93%), cleanliness (e.g., lawn care, lack of graffiti; 92%), cleanliness of toilets (88%), parking for vehicles (88%), condition / maintenance of trails (87%), signs with directions to the park (85%), and signs with directions in the park (86%). The least important attributes were facilities for groups to gather (41%), variety of things to do (51%), ease of movement / access (55%), and amount of educational information (57%).
- Overall satisfaction among day users was extremely high, as 93% were satisfied and almost no respondents (7%) were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (65%). The majority of day users were satisfied with all characteristics at Bridal Veil Falls State Scenic Viewpoint. Day users were most satisfied with park cleanliness (95%), absence of litter (92%), condition / maintenance of trails (86%), personal safety (85%), number of toilets / bathrooms (84%), and the courteousness of park rangers / personnel (84%). Users were least satisfied with the facilities for groups to gather (58%), amount and quality of educational information (60% to 61%), and ease of movement / access (63%). Most day users (77%) 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.

- Approximately 66% of day users felt crowded at the park. These results suggest that crowding in the day use areas is at “overcapacity” where locations or activities are generally known to have overuse problems, and they are likely to be operating at more than their capacity. Studies and management are necessary to preserve experiences.

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

- Day users most strongly supported management strategies that would provide more opportunities for viewing wildlife (77%), more opportunities for hiking (71%), more opportunities for escaping crowds (68%), more information / education (nature, history; 67%), and require dogs be kept on leash at all times (66%). The least supported strategies were to close the park to all recreation/tourism activities (15%), limit the number of people allowed in the park per day (24%), provide wireless internet access in the park (30%), and provide more enclosed shelters (31%).

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

- There were a few more females (56%) than males (44%) day users at this park.
- The average age of respondents was 51 years old, and the largest proportions of users were 50 to 59 years old (27%) and 60 to 69 years old (24%).
- The average annual household income before taxes of respondents was \$77,400, and the largest proportion of users had incomes from \$70,000 to \$89,999 (18%). Day-use visitors to Bridal Veil Falls State Scenic Viewpoint are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 91%) with some Asians (4%), Hispanic / Latinos (3%), Blacks / African Americans (1%), Other (1%), and Native Hawaiian or Pacific Islanders (1%), and American Indian / Alaska Natives (<1%).
- Most day users (98%) considered English as the primary language in their homes, while some spoke Russian (1%), Other (1%), and Spanish (<1%).
- Over 40% of day use visitors lived in other states, 29% resided in Oregon, 10% resided in Washington State, 9% were from California, 6% were from Texas, and 3% were from Florida. Among day users, 24% 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% resided in the Central region, 1% resided in the Eastern region, 1% lived in the Southern region, and <1% lived in the Coastal region of Oregon.
- 82% of day users said that nobody in their group had a disability, whereas 18% had at least one group member with a disability. The most common disability was associated with walking (13% of day users), while 4% of day users had a hearing disability, 2% 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 (64%), so adequate parking is important and should be considered in planning and management. The need for parking was also identified as a top need in an analysis of visitor comments included in Appendix A.

- The average number of visitors per vehicle for Bridal Veil Falls State Scenic Viewpoint day-use vehicles (3.00) 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 (93%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (58%), and the amount and quality of educational information (60% and 61%). 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; 63%). Given that over 33% of day-use visitors were over the age of 60 and 18% of day users had disabilities (13% 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 results suggest that crowding at day-use areas is “overcapacity” where locations or activities are generally known to have overuse problems, and they are likely to be operating at more than their capacity. Monitoring and management of park use levels is needed, especially given that 68% of park users supported the provision of more opportunities for escaping crowds.
- Day user visitors most strongly supported strategies that would provide more opportunities for viewing wildlife (77%), more opportunities for hiking (71%), more opportunities for escaping crowds (68%), more information / education (nature, history; 67%), and require dogs be kept on leash at all times (66%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (96%) were able to find the information they needed when planning their visit to Bridal Veil Falls State Scenic Viewpoint. However, some visitors (4%) were not able to find all information needed. The most popular information needed was a comprehensive list of intra-agency campsites online, a park map, and more historical information.
- A large proportion of day users (59%) depended on official internet websites as the primary source of obtaining information about state parks such as Bridal Veil Falls State Scenic Viewpoint. 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 180 verbatim open ended positive comments (68 comments, 2 page) and negative comments and suggestions for improvement of Bridal Veil Falls State Scenic Viewpoint (112 comments, 4 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) drinking fountains; (b) repaired restrooms; (c) more paved trails / walkways; (d) handrails at trail stairways; (e) more parking; (f) improved entry sign; (g) trail map signs including trail elevation changes; and (h) informational materials (plants, animals, geology).

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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 Bridal Veil Falls State Scenic Viewpoint between July and August 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 Bridal Veil Falls State Scenic Viewpoint between July 4 and August 19, 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  $n = 470$  with an estimated total response rate of 65%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	724	470	65

The sample size allows generalizations about the population of day users at Bridal Veil Falls State Scenic Viewpoint at a margin of error of  $\pm 4.5\%$  at the 95% confidence level, which is in better than 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 Bridal Veil Falls State Scenic Viewpoint on their most recent trip. Table 2 shows that the most popular activities at this park were hiking or walking (96%), sightseeing (63%), bird or wildlife watching (13%), and picnicking or barbequing (10%). The least popular activities were bicycling on local roads (3%) and running or jogging (3%).

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Bridal Veil Falls State Scenic Viewpoint. Table 3 shows that the most common primary activity groups were people walking or hiking (65%) and sightseeing (26%). The least common activity groups were people running or jogging (<1), bird or wildlife watching (1%), bicycling on local roads (1%), dog walking (1%), and picnicking or barbequing (1%).

Table 2. Day-use recreation activities at the park

Activity	% Participating <sup>a</sup>
Hiking or walking	96
Sightseeing	63
Other <sup>b</sup>	14
Bird or wildlife watching	13
Picnicking or barbequing	10
Dog walking	7
Running or jogging	3
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: photography, examining plants & flowers, viewing the falls, and using the restroom.

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Hiking or walking	65
Sightseeing	26
Other	6
Picnicking or barbequing	1
Dog walking	1
Bicycling on local roads	1
Bird or wildlife watching	1
Running or jogging	<1

**Duration of Visit.** Day users were asked to report how many *hours* they spent at Bridal Veil Falls State Scenic Viewpoint on their recent trip. Table 4 shows that, on average, day users spent approximately one hour in the park (M=1.37 hours). The majority (80%) of day users spent one hour in the park, with only 5% spending three or more hours in the park.

Table 4. Duration of day user visit at the park

1 hour	80
2 hours	15
3 hours	2
4 to 5 hours	1
6 to 9 hours	2
10 or more hours	0
Mean / average hours	1.37

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 73% of day-use visitors were non-local (driving more than 30 miles to reach the park), 14% originated 31 to 60 miles from the park, and 27% originated from 30 or fewer miles. Day users, on average, traveled approximately 923 miles to visit the park.

Table 5. Day user distance traveled to the park

30 miles or less	27
31 to 60 miles	14
61 or more miles	59
Mean / average	922.83

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

**Previous Visitation.** Users were asked if they had ever visited Bridal Veil Falls State Scenic Viewpoint before their most recent trip. Table 6 shows that 31% of day-use respondents had visited this park before, whereas 69% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	31
No, not visited park before	69

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 two times in the past 12 months with the highest proportions having made no trips (44%) and one trips (29%) to this park in the past year, while 51% had made one to five trips.

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

0 Trips	44
1 Trip	29
2 Trips	13
3 to 5 Trips	9
6 to 12 Trips	3
13 to 24 Trips	0
More than 24 Trips	2
Mean / average trips	1.92

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

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Bridal Veil Falls State Scenic Viewpoint on their most recent trip. Table 8 shows that the average day user group size was approximately three people ( $M = 3.07$  people). Groups most commonly consisted of two people (39%) and three to four people (29%).

Table 8. Day user group size at the park

1 Person (alone)	16
2 People	39
3 or 4 People	29
5 to 10 People	14
11 to 25 People	2
More than 25 People	0
Mean / average	3.07

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

**Transportation to the Park.** Respondents were asked how they got to Bridal Veil Falls State Scenic Viewpoint on their most recent trip. Table 9 shows most day users arrived at the park in their family’s personal vehicle (64%), 13% arrived in somebody else’s vehicle, and 23% arrived in another form of transportation. Almost all respondents arriving in other vehicles were in rental vehicles. On average, there were 3.15 people in each family vehicle, 2.86 people in someone else’s vehicle, and 2.77 people in other types of vehicles. When combining personal, other and somebody else’s vehicle responses, the average number of people per vehicle was 3.00.

Table 9. Day users transportation to the park

	Day Users (%)
My family’s personal vehicle <sup>a</sup>	64
Other <sup>b</sup>	23
Somebody else’s personal vehicle <sup>c</sup>	13

<sup>a</sup> Number of people in vehicle: mean / average = 3.15 (1-4 people = 80%).

<sup>b</sup> Number of people in vehicle: mean / average = 2.77 (1-4 people = 90%).

<sup>c</sup> Number of people in vehicle: mean / average = 2.86 (1-4 people = 97%).

**Reasons for Visiting.** Day users were asked if this park was the main reason for their trip. Table 10 shows that 25% 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	25
Primarily for recreation – main destination was not this park	59
Primarily for business, family, or other reasons – park was side trip	12
Some other reason	4

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Bridal Veil Falls State Scenic Viewpoint 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 (61%), come back another time (16%), or done something else (11%).

Table 11. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity <sup>a</sup>	61
Gone somewhere else for a different activity <sup>b</sup>	8
Come back another time	16
Stayed home	2
Gone to work at my regular job	2
Something else (none of these)	11

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 260.53 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 = 407.17 miles.

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

- The most popular day-use activities at this park were hiking or walking (96%), sightseeing (63%), bird or wildlife watching (13%), and picnicking or barbequing (10%). The least popular activities were bicycling on local roads (3%) and running or jogging (3%).
- The most common main activity groups were people walking or hiking (65%) and sightseeing (26%). The least common activity groups were people running or jogging (<1), bird or wildlife watching (1%), bicycling on local roads (1%), dog walking (1%), and picnicking or barbequing (1%).
- Day users spent an average of approximately one hour in the park. The majority (80%) of day users spent one hour in the park, with only 5% spending three or more hours in the park.
- On average, day users traveled 923 miles from home to visit the park.
- In total, 31% of day-use respondents had visited this park before. Day users had visited an average of two times in the past 12 months with the highest proportions having made no trips (44%) and one trips (29%) to this park in the past year, while 51% had made one to five trips.
- Average group size of day-use visitors was approximately three people ( $M=3.07$  people). The majority of day users (39%) visited in groups of two people and three to four people (29%).
- Most day users arrived at the park in their family vehicle (64%), 13% came in someone else's vehicle, and 23% in another form of transportation. Almost all respondents arriving in other vehicles were in rental vehicles. On average, there were 3.15 people in each family vehicle, 2.86 people in someone else's vehicle, and 2.77 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 3.00.
- Only 25% 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 (61%), come back another time (16%), or done something else (11%).

**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 Bridal Veil Falls State Scenic Viewpoint 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. Spending reports of \$1,000 or more were considered as outliers and omitted from the analysis.

Table 12 includes the percentages of all park day users that are local and non-local visitors. Most day users to the park are non-local (living more than 30 miles from the park) visitors (73%).

Table 12. Day users, local / non-local

	Day Users (%)
Local	27
Non-Local	73

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 reported spending \$26-\$50 (26%) and \$51-\$150 (26%) on their trip. For non-local day-use visitors, the highest percentage (28%) reported spending \$151-\$350 on their trip.

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

	Local	Non-Local
Spent no money	15	9
\$1 - \$25	21	12
\$26 - \$50	26	11
\$51 - \$150	26	21
\$151 - \$350	7	28
\$351 - \$550	5	19

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 gasoline and oil (43%) and at restaurants and bars (40%). A large proportion of non-local day use visitors also reported spending money on restaurants and bars (47%) and gasoline and oil (46%).

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	7	35
Camping	6	7
Restaurants and bars	40	47
Groceries	23	24
Gasoline and oil	43	46
Park entry, parking, or recreation use fees	14	17
Recreation and equipment (guide fees, equipment rental)	5	2
Souvenirs, clothing, and other miscellaneous	23	27

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

- Most day-use visitors to the park (73%) are non-local visitors (living more than 30 miles from the park).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage (28%) of non-local day-use visitors reporting spending \$151-\$350 on their trip.
- Most day use visitors reported spending money on restaurants and bars and gasoline and oil.

### Obtaining Information about the Parks

The questionnaire contained several questions examining how day users obtained information about state parks such as Bridal Veil Falls State Scenic Viewpoint and whether they were able to obtain the information they needed. Table 15 shows that almost all day users (96%) were able to find the information they needed when planning their visit to this state park, and the few (4%) who did not find the information reported needing a comprehensive list of intra-agency campsites online, a park map, and more historical information.

Table 15. Whether day users found the information needed

	Day Users (%)
Yes, found the information needed	96
No, did not find the information needed <sup>a</sup>	4

<sup>a</sup> The most popular information needed was: a comprehensive list of intra-agency campsites online, a park map, and more historical information.

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

	Day Users (%)
Friends / family	75
Official internet websites (OPRD)	74
Highway signs	73
Brochures	59
Previous visit	59
Books	50
Magazines	47
Social media websites	43
Other <sup>b</sup>	38
Newspapers	33
Television	27
Work	26
Videos / DVDs	22
Radio	21
Community organizations (Church, etc.)	19
Health care providers	15

<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: materials from AAA, internet searches, and just driving by on the historic highway.

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 Bridal Veil Falls State Scenic Viewpoint. Table 16 shows that the most heavily used sources of information by day users were friends or family members (77% used sometimes or often), official internet websites (e.g., Oregon State Parks, Travel Oregon; 74%), highway signs (73%), brochures (59%), and previous visits (59%). The least used sources were health care providers (15%), community organizations (19%), radio (21%), and videos or DVDs (22%).

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 Bridal Veil Falls State Scenic Viewpoint. Table 17 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by over half (59%) of respondents as the first primary information source, followed by friends or family (16%), brochures (7%), previous visits (4%), books (4%), and highway signs (3%). Few people used other sources when obtaining information.

Table 17. Day user primary information sources

	Day Users (%)
Official internet websites (OPRD)	59
Friends / family	16
Brochures	7
Previous visit	4
Books	4
Highway signs	3
Social media	2
Other <sup>b</sup>	2
Newspapers	1
Television	<1
Magazines	<1
Community organizations (Church, etc.)	<1
Radio	<1

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

- Almost all day users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find it would like a comprehensive list of intra-agency campsites online, a park map, and more historical information.
- The most heavily used sources of information by day users were friends or family members (77% used sometimes or often), official internet websites (e.g., Oregon State Parks, Travel Oregon; 74%), highway signs (73%), brochures (59%), and previous visits (59%). The least used sources were health care providers (15%), community organizations (19%), radio (21%), and videos or DVDs (22%).
- Official internet websites were used by respondents (59%) as their first primary information source, followed by friends or family (16%), brochures (7%), previous visits (4%), books (4%), and highway signs (3%).

**Satisfaction with Experiences and Conditions**

**Overall Satisfaction.** Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Bridal Veil Falls State Scenic Viewpoint?” Table 18 shows that overall satisfaction was extremely high, as 93% were satisfied and almost no respondents (7%) were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (65%).

Table 18. Day user overall satisfaction

	Day Users (%)
Very Satisfied	65
Satisfied	28
Dissatisfied or Neutral	7

**Satisfaction and Expectations with Specific Characteristics.** Although almost all day users were satisfied with their overall visit at Bridal Veil Falls State Scenic Viewpoint, 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 Bridal Veil Falls State Scenic Viewpoint 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>
Absence of litter	93
Cleanliness of park (graffiti, lawns)	92
Cleanliness of toilets / bathrooms	88
Parking for vehicles	88
Condition / maintenance of trails	87
Signs with directions <i>to</i> the park	85
Signs with directions <i>in</i> the park	84
Courteousness of rangers / personnel	81
Number of toilets / bathrooms	80
Personal safety	76
Information about conditions / hazards	73
Number of park trails	72
Quality of educational information	64
Presence of park rangers / personnel	63
Amount of educational information	57
Ease of movement / access (wheelchair, elderly, stroller)	55
Variety of things to do	51
Facilities for groups to gather	41

<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 absence of litter (93%), cleanliness (e.g., lawn care, lack of graffiti; 92%), cleanliness of toilets (88%), parking for vehicles (88%), condition / maintenance of trails (87%), signs with directions to the park (85%), and signs with directions in the park (86%). The least important attributes were facilities for groups to gather (41%), variety of things to do (51%), ease of movement / access (55%), and amount of educational information (57%).

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

	Day Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	95
Absence of litter	92
Condition / maintenance of trails	86
Personal safety	85
Number of toilets / bathrooms	84
Courteousness of rangers / personnel	84
Cleanliness of toilets / bathrooms	83
Parking for vehicles	83
Signs with directions <i>to</i> the park	83
Number of park trails	82
Presence of park rangers / personnel	79
Signs with directions <i>in</i> the park	79
Information about conditions / hazards	70
Variety of things to do	69
Ease of movement / access (wheelchair, elderly, stroller)	63
Quality of educational information	61
Amount of educational information	60
Facilities for groups to gather	58

<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 all of these characteristics at Bridal Veil Falls State Scenic Viewpoint. Day users were most satisfied with park cleanliness (95%), absence of litter (92%), condition / maintenance of trails (86%), personal safety (85%), number of toilets / bathrooms (84%), and the courteousness of park rangers / personnel (84%). Users were least satisfied with the facilities for groups to gather (58%), amount and quality of educational information (60% to 61%), and ease of movement / access (63%).

**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

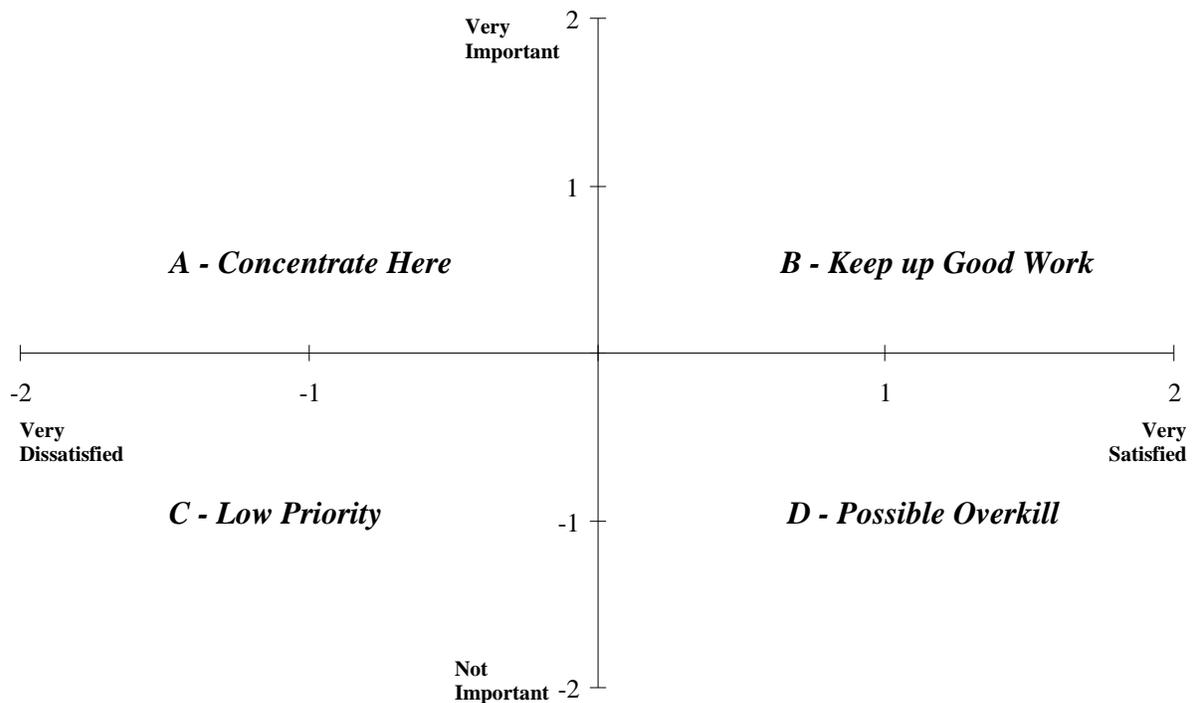


Figure 2. Importance-performance (I-P) analysis matrix for *day users*

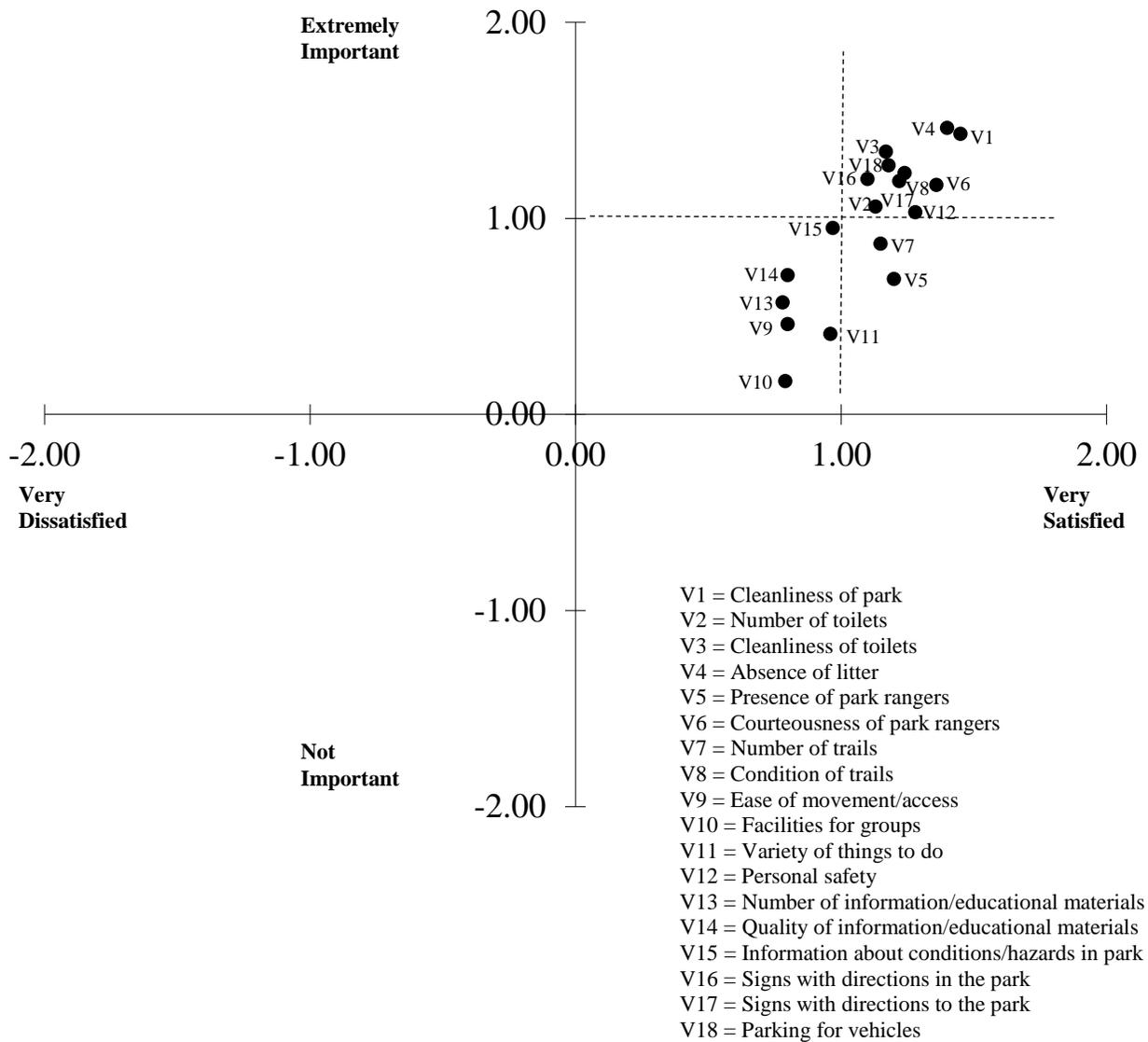


Figure 2 is the I-P matrix for day users at Bridal Veil Falls State Scenic Viewpoint. The matrix shows that all of the attributes were in the “keep up the good work” quadrant, indicating that day users thought that park staff were doing a good job managing conditions and experiences at the park. For this state park visitor survey project, we are also taking a closer examination of I-P scores within the dashed lines included in Figure 2. These results also show that park staff was doing a good job managing conditions and experiences at Bridal Veil Falls State Scenic Viewpoint.

Respondents were asked several additional questions about their satisfaction with Bridal Veil Falls State Scenic Viewpoint, including this park’s natural environment, facilities and services. 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 (95%) and somewhat high satisfaction with facilities and services (85%). In total, 77% 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>	95
Satisfaction with facilities and services <sup>a</sup>	85
Likelihood of returning <sup>b</sup>	77

<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>	3.88
Reported feeling crowded	66

<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 66% 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 “overcapacity” where locations or activities are generally known to have overuse problems, and they are likely to be operating at more than their capacity. Studies and management are necessary to preserve experiences.

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

- Day users considered the most important characteristics the park's absence of litter (93%), cleanliness (e.g., lawn care, lack of graffiti; 92%), cleanliness of toilets (88%), parking for vehicles (88%), condition / maintenance of trails (87%), signs with directions to the park (85%), and signs with directions in the park (86%). The least important attributes were facilities for groups to gather (41%), variety of things to do (51%), ease of movement / access (55%), and amount of educational information (57%).
- Overall satisfaction among day users was extremely high, as 93% were satisfied and almost no respondents (7%) were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (65%). The majority of day users were satisfied with all characteristics at Bridal Veil Falls State Scenic Viewpoint. Day users were most satisfied with park cleanliness (95%), absence of litter (92%), condition / maintenance of trails (86%), personal safety (85%), number of toilets / bathrooms (84%), and the courteousness of park rangers / personnel (84%). Users were least satisfied with the facilities for groups to gather (58%), amount and quality of educational information (60% to 61%), and ease of movement / access (63%). Most day users (77%) 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.
- Approximately 66% of day users felt crowded at the park. These results suggest that crowding in the day use areas is at "overcapacity" where locations or activities are generally known to have overuse problems, and they are likely to be operating at more than their capacity. Studies and management are necessary to preserve experiences.

**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 opportunities for viewing wildlife (77%), more opportunities for hiking (71%), more opportunities for escaping crowds (68%), more information / education (nature, history; 67%), and require dogs be kept on leash at all times (66%). The least supported strategies were to close the park to all recreation/tourism activities (15%), limit the number of people allowed in the park per day (24%), provide wireless internet access in the park (30%), and provide more enclosed shelters (31%).

Table 23. Day user attitudes about management at the park

	Day Users (%) <sup>a</sup>
More opportunities for viewing wildlife	77
More opportunities for hiking	71
More opportunities for escaping crowds	68
More info / education (nature, history)	67
Require dogs be kept on leash at all times	66
More recycling containers	60
Restore to historical conditions	60
Better maintenance / upkeep of facilities	59
Do not change anything / keep as is	55
Natural buffers block view of development	52
More trash cans	52
More paved trails	50
More programs led by rangers	50
More group picnic areas	47
Limit the number of large groups allowed	39
Make park more pet friendly	34
Downloadable mobile phone applications	34
More enclosed shelters	31
Wireless internet access in park	30
Limit the number of people allowed per day	24
Close park to all recreation/tourism activities	15

<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 opportunities for viewing wildlife (77%), more opportunities for hiking (71%), more opportunities for escaping crowds (68%), more information / education (nature, history; 67%), and require dogs be kept on leash at all times (66%). The least supported strategies were to close the park to all recreation/tourism activities (15%), limit the number of people allowed in the park per day (24%), provide wireless internet access in the park (30%), and provide more enclosed shelters (31%).

### **Sociodemographic Characteristics of Users**

Table 24 shows demographic characteristics of day users. There were more female (56%) than male (44%) day users at Bridal Veil Falls State Scenic Viewpoint. The average age of respondents was 51 years old, and the largest proportions of users were 50 to 59 years old (27%) and 60 to 69 years old (24%). Most respondents were white (i.e., Caucasian; 91%) with some Asians (4%), Hispanic / Latinos (3%), Blacks / African Americans (1%), Other (1%), and Native Hawaiian or Pacific Islanders (1%), and American Indian / Alaska Natives (<1%). The average annual household income before taxes of respondents was \$77,400, and the largest proportion of users had incomes from \$70,000 to \$89,999 (18%). Day-use visitors to Bridal Veil Falls State Scenic Viewpoint are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).

Table 25 shows that most day users (98%) considered English as the primary language in their homes, while some spoke Russian (1%) Other (1%), and Spanish (<1%). Other languages spoken in their homes included French, Hebrew, Korean, and Swedish.

Table 24. Day user demographic characteristics

	Day Users (%) <sup>a</sup>
<b>Gender</b>	
Male	44
Female	56
<b>Age</b>	
Less than 20 years old	2
20 – 29 years	10
30 – 39 years	13
40 – 49 years	15
50 – 59 years	27
60 – 69 years	24
70 – 79 years	7
80+ years old	2
Average age (mean years)	50.78
<b>Household income (before taxes)</b>	
Less than \$10,000	5
\$10,000 – \$29,999	9
\$30,000 – \$49,999	11
\$50,000 – \$69,999	15
\$70,000 – \$89,999	18
\$90,000 – \$109,999	13
\$110,000 – \$129,999	10
\$130,000 – \$149,999	4
\$150,000 – \$169,999	4
\$170,000 or more	12
Average income (mean dollars)	77,400
<b>Ethnicity</b>	
White (Caucasian)	91
Asian	4
Hispanic / Latino	3
Black / African American	1
Other	1
Native Hawaiian or Pacific Islander	<1
American Indian / Alaska Native	<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	98
Russian	1
Other <sup>a</sup>	1
Spanish	<1

<sup>a</sup> The most reported “other” languages were: French, Hebrew, Korean, and Swedish.

Table 26 shows that 40% of day use visitors lived in other states, 29% resided in Oregon, 10% resided in Washington State, 9% were from California, 6% were from Texas, and 3% were from Florida. Among day users, 24% 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% resided in the Central region, 1% resided in the Eastern region, 1% lived in the Southern region, and <1% lived in the Coastal region of Oregon.

Table 26. Day user location of residence

	Day Users (%)
Country	
USA	97
Canada	2%
Germany	<1
Israel	<1
Sweden	<1
State	
Other	40
Oregon <sup>a</sup>	29
Washington	10
California	9
Texas	6
Florida	3

<sup>a</sup> The largest percentage of day users were from the Portland Metro region (24%), whereas 2% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, 1% resided in the Central region, 1% resided in the Eastern region, 1% resided in the Southern region, and <1% in the Coastal region.

Table 27 shows that 82% of day users said that nobody in their group had a disability, whereas 18% had at least one group member with a disability. The most common disability was

associated with walking (13% of day users), while 4% of day users had a hearing disability, 2% had a learning disability, 1% had a sight disability, and 3% had some other form of disability.

Table 27. Day user disabilities

Disability in group	Day Users (%)
No	82
Yes <sup>a</sup>	18

<sup>a</sup> Types of disabilities: walking = 13%, hearing = 4%, learning = 2%, sight = 1%, other = 3%

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

- There were a few more females (56%) than males (44%) day users at this park.
- The average age of respondents was 51 years old, and the largest proportions of users were 50 to 59 years old (27%) and 60 to 69 years old (24%).
- The average annual household income before taxes of respondents was \$77,400, and the largest proportion of users had incomes from \$70,000 to \$89,999 (18%). Day-use visitors to Bridal Veil Falls State Scenic Viewpoint are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 91%) with some Asians (4%), Hispanic / Latinos (3%), Blacks / African Americans (1%), Other (1%), and Native Hawaiian or Pacific Islanders (1%), and American Indian / Alaska Natives (<1%).
- Most day users (98%) considered English as the primary language in their homes, while some spoke Russian (1%), Other (1%), and Spanish (<1%).
- Over 40% of day use visitors lived in other states, 29% resided in Oregon, 10% resided in Washington State, 9% were from California, 6% were from Texas, and 3% were from Florida. Among day users, 24% 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% resided in the Central region, 1% resided in the Eastern region, 1% lived in the Southern region, and <1% lived in the Coastal region of Oregon.
- 82% of day users said that nobody in their group had a disability, whereas 18% had at least one group member with a disability. The most common disability was associated

with walking (13% of day users), while 4% of day users had a hearing disability, 2% 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 Bridal Veil Falls State Scenic Viewpoint:

- Most day users traveled to this park in their own vehicles (64%), so adequate parking is important and should be considered in planning and management. The need for parking was also identified as a top need in an analysis of visitor comments included in Appendix A.
- The average number of visitors per vehicle for Bridal Veil Falls State Scenic Viewpoint day-use vehicles (3.00) 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 (93%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (58%), and the amount and quality of educational information (60% and 61%). 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; 63%). Given that over 33% of day-use visitors were over the age of 60 and 18% of day users had disabilities (13% 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 results suggest that crowding at day-use areas is “overcapacity” where locations or activities are generally known to have overuse problems, and they are likely to be operating at more than their capacity. Monitoring and management of park use levels is needed, especially given that 68% of park users supported the provision of more opportunities for escaping crowds.

- Day user visitors most strongly supported strategies that would provide more opportunities for viewing wildlife (77%), more opportunities for hiking (71%), more opportunities for escaping crowds (68%), more information / education (nature, history; 67%), and require dogs be kept on leash at all times (66%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (96%) were able to find the information they needed when planning their visit to Bridal Veil Falls State Scenic Viewpoint. However, some visitors (4%) were not able to find all information needed. The most popular information needed was a comprehensive list of intra-agency campsites online, a park map, and more historical information.
- A large proportion of day users (59%) depended on official internet websites as the primary source of obtaining information about state parks such as Bridal Veil Falls State Scenic Viewpoint. 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 180 verbatim open ended positive comments (68 comments, 2 page) and negative comments and suggestions for improvement of Bridal Veil Falls State Scenic Viewpoint (112 comments, 4 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) drinking fountains; (b) repaired restrooms; (c) more paved trails / walkways; (d) handrails at trail stairways; (e) more parking; (f) improved entry sign; (g) trail map signs including trail elevation changes; and (h) informational materials (plants, animals, geology).

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- Beautiful falls!
- Don't change
- Everything is fine
- Friends came from Israel
- Great job - very good customer service! Good luck in getting results.
- Great location, nice trails
- Great the way it is! Our son completed his eagle project here in 2001.
- Great, it's lovely.
- I have no suggestions, it was lovely!
- I just came with relatives who went to the falls. I'm 80 and sat and visited. We were headed for Mt. Hood.
- I love that BV is accessible to many. Typically we choose more remote trails and avoid lots of people.
- I love this place! Keep it clean and low impact to the environment!
- I think it's great as is!
- I think it's great.
- I thought it was perfect
- It is beautiful, stunning
- It is completely amazing the way it is!
- It is very beautiful scenery in Oregon the best
- It was beautiful and well cared for!
- It was very nice. Keep it as natural as possible.
- It's a great place!
- It's awesome! Thank you!
- It's gorgeous! Thanks!
- It's great as is!
- It's great!
- It's great!
- It's perfect as is!
- Just great now
- Just keep up the good work and fun camp hosts!
- Just take care of it! It's awesomely beautiful!
- Keep up the good work! Thank you for keeping nature accessible to the masses!
- Keep up the great work! Thanks!
- Love it just like it is
- Loved it.
- Loved the volunteers!
- Lovely spot, well maintained
- We love Oregon and the hiking trails, keep it up
- My husband and I thought the falls were gorgeous and the scenic hwy 30 drive was great!
- No improvements.
- No issues
- No need

- No suggestions - it's perfect
- None needed
- Not a thing.
- Nothing - it is great.
- Nothing I can think of
- Nothing needed
- Nothing!
- Nothing. I love nature.
- Perfect beautiful country!
- Perfect day with my "GP"
- Pretty awesome park.
- Stay like today!
- Good bathrooms!
- Good hike.
- Thanks!
- Thanks, keep parks open
- Trails were great, easy to get to.
- Very good traveling from Mass. Your parks are great.
- Very satisfied with the park
- We enjoyed it tremendously!
- We enjoyed the falls
- We love it as is
- We loved it.
- We need to improve our park for future generations instead of spending money on wars.
- What we saw was great, but our time was limited
- Wonderful, thank you.
- You can't improve nature. Beautiful and well-kept scenic stop.

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

- A few more rangers for plant & animal identification. Saw a snake and unfamiliar trees.
- A trail map sign at entrance for those of us who like to look at maps (visual learners)
- Bathroom. No way to dry hands.
- Better viewing platform
- Better walkway - more paving
- Change the overlook loop sign - we thought we could overlook the falls.
- Coffee for sale; drinking water. This survey is too long.
- Completely pave trails
- Couple more trash cans
- Did not like the snakes!
- Don't have time to finish
- Drinking fountain
- Drinking fountain
- Easier to get to falls with stroller
- Facilities

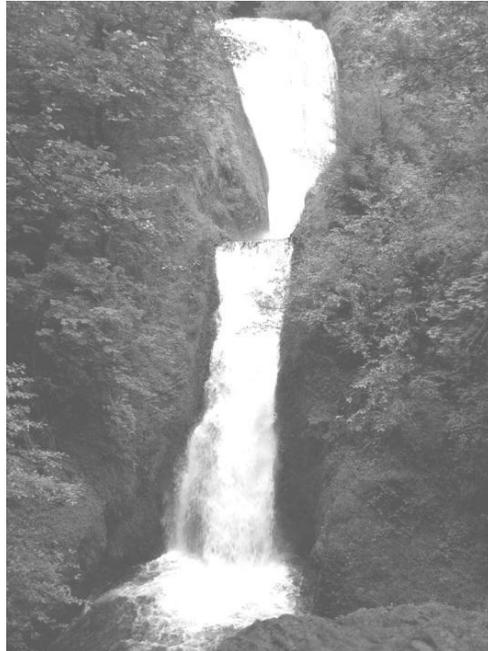
- Fix bathrooms please!
- Fix bathrooms, we love it!
- Fix hand blower in men's bathroom
- Fix the rickety picnic table on the interpretive nature trail
- Fix toilets and pavement on trails.
- Fix toilets.
- Garbage cans closer to the picnic tables including those by viewpoints. A sign at the "Y" in the trail that said which trail was the one leading to the falls. I was happy that the nice people handing out this survey were there to tell us.
- Give elevation change on trail
- Great park. Appreciate benches for rest but another two would be nice. Did not see a sign noting steep climb but did see it on internet.
- Had fun but survey is too long, Thank you.
- Hand rails on steps to viewing platform; drinking fountains
- Handrails at steps
- Handrails on all stairs
- Have wider trails so I don't have to be so close to other people.
- I really like it here, but I think if the hikes were longer we'd go here more often.
- I wish the trees could be trimmed so there is a view of the falls from above. The older folks couldn't walk to see it.
- I would like some geological info signs about Pillars of Hercules specifically, and the formation of the gorge generally. Thank you. Oh, and a bench from which to view the falls.
- Information material
- It is a nice park. Maintain what you have, add a couple picnic tables and a drinking fountain would be nice.
- It is great - more parking?
- It would be good to have a map on a bulletin board showing the trail, elevation change, etc., so people with disabilities/lower health levels would be able to decide what to do.
- It's a cool place, just one thing to mention: Please provide drinking water facility at this location. It's one of the basic necessities of all the visitors. Thank you.
- It's great. A trail closer to the top would be nice.
- It's pretty great, especially as a part of a larger waterfall tour. Programming that links the falls might be interesting.
- Keep 30 historic, quaint, pretty
- Keep bathrooms clean and running
- Keep it as is!
- Keep it as is!
- Keep it like it is!
- Keep it natural and safe for access.
- Keep it open, keep it clean
- Keep it the way it is.
- Keep maintaining it.
- Leave as is
- Lots of traffic and train noise! Open up bathrooms and fix water fountain.
- Lovely park and impressive falls. Entry signage is confusing, water fountain would be helpful

- Manage crowds; keep trails safe - gravel currently on trail is pretty slippery
- Maps of the falls trails at Crown Point Vista
- More accessible trails
- More benches on trails, more seating & picnic areas
- More drinking fountains - I had no drinking water
- More information about local plant and animal life. Educational signs and tours would be great.
- More large vehicle parking
- More parking
- More parking
- More parking
- More parking & signage confusing (overlook of falls or gorge?), need water fountain (or sign saying water in bathroom is potable)
- More parking and more viewing platforms
- More parking would be nice.
- More paved trails
- More picnic areas for families, better grounds care in public areas
- More signs identifying trees, rock formations, geology of area, etc.
- More signs reminding people to NOT cut the switchbacks and to NOT play sliding down steep slopes & pushing rocks & soil down onto the trail. Put up barriers so people can't erode the steep slopes.
- More trails, better water access.
- Need to fix restrooms
- Needs a restaurant or country inn
- Needs drinking water
- No improvements needed. Please keep with the non-payment access of day use at this park.
- No smoking please!
- None of your business. Please have a sign stating that path is gravelly / rocky and close-toe shoes are recommended.
- Open up bathrooms. Make survey shorter! Way too long!
- Pave the trail to the falls and provide railings
- Place no smoking signs around the trails. Maintenance of litter off the trails.
- Please add a railing by the stairway up to the platform at the falls. 88 yr old lady almost made it to the top of the platform. Here with 4 generations.
- Pray for more winter snow and rain!
- Provide at least one hand rail on stairs leading to observation platform
- Put rails to hold on in a lot of places, more places to sit and water fountains.
- Quite nice as it is - provide interpretive folder for volunteers to answer questions
- Railings on the top steps closest to the falls.
- Rails to hold on to, tours?
- Re-grade walkway with gravel or asphalt.
- Remove nails on the trail below viewing platform
- Repair paved paths - several bumpy sections; post signs along path stating distance to go to reach falls.
- Restrooms need serious updating. Hire more convict work crews to keep the area free of debris.

- Sign confusing as we thought on the overlook loop we could see the falls. Also, no drinking fountain but water in restrooms? Picnic tables in view - couldn't see them available until I started the loop trail looking for the falls - wrong trail but lovely views of the river. No signs on flora & fauna telling what it is.
- Signage on paths!
- Sometimes leaving trail natural is better than asphalt
- Steps up to top are hard, new cement ones are great, Maybe a bigger platform up top to take pictures
- Fix the restrooms!
- There were nails and screws in the dirt stairs exposed down by the waterfall
- This is a nice little spot to pull over and enjoy nature. Maintaining what currently exists would be fine. Thank you! We did notice a few broken glass bottles along the trail. That was the only issue.
- This place is great! Perhaps longer trails if possible.
- Top off the steps on the way to the viewing platform. Gorgeous otherwise :)
- Trim trees on the north side to see the view
- Very nice! Don't know how - but either more parking or limit visitation
- Warmer water in bathrooms. Trails are not easy to walk, kinda bumpy.
- Water fountain
- Water fountains or vending machine with water; trash cans near picnic areas; signs for picnic areas
- Water fountains, include elevation changes on signs
- Water vending machine
- We are full time RV'ers. Improve paved trails and guard fences and provide more interpretive information.
- We came here because there is no parking fee! Thank you! Survey a bit confusing at times. Made plans as we drove up the highway, bathroom needs metal mirror, awareness of picnic table locations needs to be made - maybe a map in the parking lot. Needs to be warning about blacktop trail ending abruptly & going nowhere!
- We would love to see drinking fountains/water fountains - important on a hot summer day!
- Week's trip to Portland is \$2000
- Working restrooms would be a plus!
- Working/available restrooms
- You need to put in several more picnic tables. This is a very popular place for picnicking. A wonderful place for people to relax.

**APPENDIX B: QUESTIONNAIRE**

# **Day Visitor Experiences and Perceptions at Bridal Veil Falls State Scenic Viewpoint**



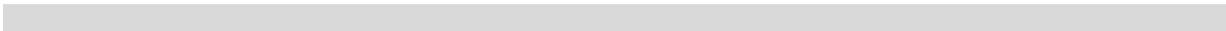
**Please Complete this Survey and Return it as Soon as Possible**

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 Bridal Veil Falls State Scenic Viewpoint (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 Bridal Veil Falls SSA? (**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 Bridal Veil Falls SSA on this trip? (**write number**) \_\_\_\_\_ hour(s)
  
3. Please check **all** recreation activities you did at Bridal Veil Falls SSA on this trip. (**check ALL THAT APPLY**)
 

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> D. Bicycling on local roads	<input type="checkbox"/> G. Bird or wildlife watching
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> E. Sightseeing	<input type="checkbox"/> H. Other (write response) _____
<input type="checkbox"/> C. Running or jogging	<input type="checkbox"/> F. Picnicking	_____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Bridal Veil Falls SSA 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 Bridal Veil Falls SSA? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
8. How dissatisfied or satisfied were you with the **natural environment** at Bridal Veil Falls SSA? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
9. How dissatisfied or satisfied were you with the **facilities / services** at Bridal Veil Falls SSA? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
10. How unlikely or likely are you to return to Bridal Veil Falls SSA in the future? (**check ONE**)
  - Very Unlikely       Unlikely       Neither       Likely       Very Likely

11. How **important** is it to you that each of the following is at Bridal Veil Falls SSA? (**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

12. Now, how **dissatisfied or satisfied** were you with the following at Bridal Veil Falls SSA? (**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

13. To what extent did you feel crowded at Bridal Veil Falls SSA 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	

14. To what extent do you *oppose or support* each of the following possible management actions at Bridal Veil Falls SSA? (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

15. **Including yourself**, how many people accompanied you at Bridal Veil Falls SSA on this trip? \_\_\_\_\_ person(s)

16. Did anyone in your group have a disability?

- No
- Yes → if yes, what are these disabilities? (check ALL THAT APPLY)
- Walking  Hearing  Sight
- Learning  Other
- \_\_\_\_\_

17. If you had NOT been able to go to Bridal Veil Falls SSA 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)

18. How did you get to Bridal Veil Falls SSA 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)

19. When you were thinking about visiting an Oregon State Park such as Bridal Veil Falls SSA, 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

20. From the list of sources in question 19 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

Letter \_\_\_\_\_

21. When planning your visit to Bridal Veil Falls SSA, were you able to find the information you needed? (**check ONE**)

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

22. 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 Bridal Veil Falls SSA. **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

23. Are you staying away from home within 30 miles of Bridal Veil Falls SSA 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)

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

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

26. 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    \_\_\_\_\_

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

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

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

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

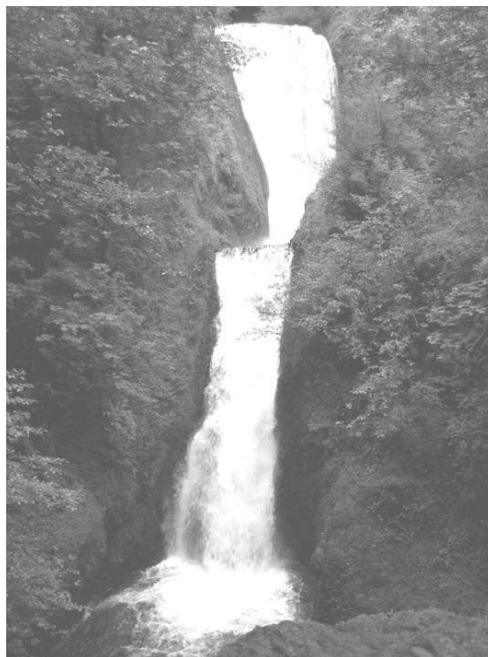
- |   |   |
|---|---|
| <input type="checkbox"/> Less than \$10,000   | <input type="checkbox"/> \$90,000 to \$109,999  |
| <input type="checkbox"/> \$10,000 to \$29,999 | <input type="checkbox"/> \$110,000 to \$129,999 |
| <input type="checkbox"/> \$30,000 to \$49,999 | <input type="checkbox"/> \$130,000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

Please tell us how we can improve Bridal Veil Falls SSA:

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

**APPENDIX C: UNCOLLAPSED PERCENTAGES**

**Day Visitor Experiences and Perceptions  
at Bridal Veil Falls State Scenic  
Viewpoint**



**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 Bridal Veil Falls State Scenic Viewpoint (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 Bridal Veil Falls SSA? (check **ONE**)
  - 69% No
  - 31% Yes → if yes, how many day trips have you made to this park in the past 12 months? (write number) M=1.92 trip(s)
  
2. How many hours did you spend at Bridal Veil Falls SSA on this trip? (write number) M=1.37 hour(s)
  
3. Please check **all** recreation activities you did at Bridal Veil Falls SSA on this trip. (check **ALL THAT APPLY**)
 

96% <b>A.</b> Hiking or walking	3% <b>D.</b> Bicycling on local roads	13% <b>G.</b> Bird or wildlife watching
7% <b>B.</b> Dog walking	63% <b>E.</b> Sightseeing	14% <b>H.</b> Other (write response) <u>See report</u>
3% <b>C.</b> Running or jogging	10% <b>F.</b> Picnicking	_____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Bridal Veil Falls SSA 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**)
  - 25% Primarily for recreation – this park was my main destination
  - 59% Primarily for recreation – my main destination was NOT this park
  - 12% Primarily for business, family, or other reasons – this park was a side trip
  - 4% Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) M=922.83 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Bridal Veil Falls SSA? (check **ONE**)
 

5% Very Dissatisfied	1% Dissatisfied	1% Neither	28% Satisfied	65% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Bridal Veil Falls SSA? (check **ONE**)
 

3% Very Dissatisfied	<1% Dissatisfied	2% Neither	26% Satisfied	69% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Bridal Veil Falls SSA? (check **ONE**)
 

4% Very Dissatisfied	3% Dissatisfied	8% Neither	39% Satisfied	46% Very Satisfied
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10. How unlikely or likely are you to return to Bridal Veil Falls SSA in the future? (check **ONE**)
 

4% Very Unlikely	8% Unlikely	11% Neither	38% Likely	39% Very Likely
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11. How **important** is it to you that each of the following is at Bridal Veil Falls SSA? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	7%	42%	51%
Number of toilets / bathrooms.	2	2	15	46	34
Cleanliness / conditions of toilets / bathrooms.	1	1	10	39	49
Absence of litter.	1	1	5	37	56
Presence of park rangers / personnel.	6	7	25	38	25
Courteousness of park rangers / personnel.	2	2	15	39	42
Number of park trails.	3	4	22	48	24
Condition / maintenance of park trails.	2	1	10	48	40
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	11	9	25	34	21
Facilities for groups to gather.	14	12	33	25	16
Variety of things to do.	9	9	32	34	17
Personal safety.	3	4	18	39	37
Number of information / education programs or materials.	5	7	31	40	17
Quality of information / education programs or materials.	5	6	25	41	23
Information specifically about conditions or hazards in the park.	3	3	21	43	30
Signs about directions within the park.	1	1	15	45	39
Signs about directions to the park.	1	2	12	47	38
Parking for vehicles.	1	1	10	46	42

12. Now, how **dissatisfied or satisfied** were you with the following at Bridal Veil Falls SSA? (**circle a number for EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	<1%	0%	5%	44%	50%
Number of toilets / bathrooms.	4	3	10	4	45
Cleanliness / conditions of toilets / bathrooms.	3	2	13	43	41
Absence of litter.	1	1	7	42	50
Presence of park rangers / personnel.	1	2	18	36	43
Courteousness of park rangers / personnel.	1	1	15	29	54
Number of park trails.	1	1	16	47	35
Condition / maintenance of park trails.	1	3	11	44	42
Ease of movement or access (e.g., wheelchair, elderly, stroller).	3	3	31	35	28
Facilities for groups to gather.	3	1	38	32	27
Variety of things to do.	1	1	30	40	29
Personal safety.	1	1	14	41	44
Number of information / education programs or materials.	2	5	33	35	26
Quality of information / education programs or materials.	2	5	33	33	27
Information specifically about conditions or hazards in the park.	1	2	27	38	32
Signs about directions within the park.	1	2	18	43	36
Signs about directions to the park.	<1	2	15	43	40
Parking for vehicles.	1	2	14	43	40

13. To what extent did you feel crowded at Bridal Veil Falls SSA on this trip? (circle a number)

19%	15%	16%	5%	13%	22%	7%	3%	1%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

14. To what extent do you *oppose or support* each of the following possible management actions at Bridal Veil Falls SSA? (circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	2%	2%	28%	44%	25%
Provide more opportunities for viewing wildlife.	<1	2	21	47	30
Provide more group picnic areas.	3	9	42	33	14
Provide more opportunities for hiking.	1	2	27	45	26
Provide more paved trails.	3	11	37	35	15
Provide more trash cans.	1	4	44	37	15
Provide more recycling containers.	<1	3	37	36	24
Provide more information / education about nature, history, or archeology.	0	2	31	44	23
Provide more programs led by park rangers.	2	5	44	33	16
Provide wireless internet access within the park.	20	16	34	18	13
Provide downloadable mobile phone applications.	12	13	41	23	12
Provide more enclosed shelters.	6	13	51	22	9
Improve maintenance or upkeep of facilities / services.	1	2	39	40	19
Require all dogs be kept on leash at all times.	3	4	28	27	38
Make the park more pet friendly.	9	8	49	22	13
Provide natural buffers to block views of development outside the park.	3	4	41	33	19
Restore it to historical conditions (e.g., replace non-native with native plants)	2	6	32	34	26
Limit the number of people allowed per day.	15	22	39	16	8
Limit the number of large groups allowed (e.g., no more than 10-20 people).	9	14	39	26	13
Close this park to all recreation / tourism activities.	41	21	23	8	7
Do not change anything / keep things as they are now.	3	5	38	32	23

15. **Including yourself**, how many people accompanied you at Bridal Veil Falls SSA on this trip?  $M=3.07$  person(s)

16. Did anyone in your group have a disability?

82% No

18% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 4% Hearing 1% Sight 13% Walking  
2% Learning 3% Other: [See report](#)

17. If you had NOT been able to go to Bridal Veil Falls SSA for this visit, what would you have done? (check ONE)

61% Gone somewhere else for the same activity → how far from home is the place you would go instead?  $M=260.53$  miles(s)

8% Gone somewhere else for a different activity → how far from home is the place you would go instead?  $M=407.17$  miles(s)

16% Come back another time

2% Stayed home

2% Gone to work at my regular job

12% Something else (none of these)

18. How did you get to Bridal Veil Falls SSA on this trip? (**check ONE**)

- 64% My family's personal vehicle → how many total people were in the vehicle? M=3.15 person(s)
- 13% Somebody else's personal vehicle → how many total people were in the vehicle? M=2.77 person(s)person(s)
- 23% Other (write response) See report  
 \_\_\_\_\_ → how many total people were in the vehicle? M=2.86 person(s)

19. When you were thinking about visiting an Oregon State Park such as Bridal Veil Falls SSA, 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).	20%	6%	21%	20%	33%
B. Social media internet websites (e.g., Facebook, Twitter).	48	9	20	11	11
C. Brochures.	27	13	26	18	15
D. Newspapers.	49	19	20	7	6
E. Magazines.	39	14	28	10	9
F. Books.	36	14	27	14	10
G. Television.	57	16	19	5	3
H. Videos / DVDs.	62	16	16	3	3
I. Radio.	64	15	16	3	2
J. Community organization or church.	68	13	12	5	2
K. Health care providers.	73	12	11	2	2
L. Work.	62	12	16	7	3
M. Friends or family members.	18	7	23	27	25
N. Highway signs.	19	7	28	23	22
O. Previous visit.	35	5	17	20	23
P. Other (write response) <u>See report</u>	54	8	20	5	13

20. From the list of sources in question 19 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

**Letter** See report

21. When planning your visit to Bridal Veil Falls SSA, were you able to find the information you needed? (**check ONE**)

- 96% Yes
- 4% No → if no, what additional information did you need? (**write response**) See report

22. 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 Bridal Veil Falls SSA. **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

23. Are you staying away from home within 30 miles of Bridal Veil Falls SSA on this trip? (**check ONE**)  
 55% No  
 45% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=4.01night(s)
24. Are you: (**check ONE**) 44% Male 56% Female
25. How old are you? (**write response**) M=50.78 years old
26. Which of the following best describes you? (**check ONE**)  
 91% White (Caucasian) 3% Hispanic / Latino <1% American Indian or Alaskan Native 1% Other (write response) See report  
 1% Black / African American 4% Asian <1% Native Hawaiian or Pacific Islander
27. What language is spoken most often at your home? (**check ONE**)  
 98% English <1% Spanish 1% Russian 1% Other (write response) See report
28. Where do you live? (**write responses**) City / town See report State See report Country See report Zipcode See report
29. Which of these broad categories best describes your *current annual household income before taxes*? (**check ONE**)  
 5% Less than \$10,000 13% \$90,000 to \$109,999  
 9% \$10,000 to \$29,999 10% \$110,000 to \$129,999  
 11% \$30,000 to \$49,999 4% \$130,000 to \$149,999  
 15% \$50,000 to \$69,999 4% \$150,000 to \$169,999  
 18% \$70,000 to \$89,999 12% \$170,000 or more

Please tell us how we can improve Bridal Veil Falls SSA:

See report

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