



Visitor Survey of Day-use Visitors at Mayer State Park

Final Report

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Nature
HISTORY
Discovery

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EXECUTIVE SUMMARY

Objectives

Understanding opinions of park users about issues such as the quality of facilities, social and resource conditions, and how they use these parks is critical to providing adequate programs and services. Project objectives were to describe 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 5, 2012. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was $n = 401$ with a response rate of 91%. The sample size allows generalizations about the population of day users at Mayer State Park at a margin of error of $\pm 4.9\%$ at the 95% confidence level.

Results

Personal and Visit Characteristics

- The most popular day-use activities at this park were windsurfing (45%), picnicking or barbecuing (39%), swimming / wading (39%), hiking or walking (22%), dog walking (22%), and sightseeing (19%). The least popular activities were paddleboarding (4%), other (5%), kiteboarding (7%), bicycling on local roads (7%), and bird or wildlife watching (8%).
- The most common main activity groups were people windsurfing (43%), swimming / wading (17%), and picnicking or barbecuing (13%). The least common activity groups were people bicycling on local roads (1%), beachcombing (1%), and paddleboarding (1%).
- Day users spent an average of approximately four hours in the park. The majority (57%) of day users spent from three to five hours in the park, with only 19% spending six or more hours in the park.
- On average, day users traveled 205 miles from home to visit the park.
- In total, 81% of day-use respondents had visited this park before. Day use visitors had visited an average of eight times in the past 12 months with the highest proportions having made three to five trips (27%) to this park in the past year, while 61% had made one to five trips.
- Average group size of day-use visitors was approximately four people ($M=4.29$ people). Groups most commonly consisted of two people (30%) and three or four people (26%).
- Almost all day users arrived at the park in their family vehicle (93%), three percent arrived in somebody else's vehicle, and four percent arrived in another form of transportation. On average, there were 2.69 people in each family vehicle, 2.79 people in someone else's vehicle, and 3.00 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 2.70.
- The majority (67%) 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 (80%), come back another time (8%), or done something else (5%).

Visitor Spending

- Most day-use visitors to the park (54%) are non-local (living more than 30 miles from the park) visitors.
- The highest percentage of local day-use (35%) and non-local (26%) visitor parties reported spending \$51-\$150 on their trip.
- Most day-users reported spending some money on gasoline and oil, and groceries.

Obtaining Information about the Parks

- Almost all day users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it would like an accurate wind sensor, information on swimming areas in the park, and fishing information.
- The most heavily used sources of information by day users were previous visits (71% used sometimes or often), friends or family members (64%), highway signs (56%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 53%). The least used sources were health care providers (8%), videos or DVDs (9%), community organizations (12%), and work (13%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by approximately half (48%) of respondents as the first primary information source, followed by friends or family (26%), and previous visits (8%). Few people used other sources when obtaining information.

Satisfaction with Experiences and Conditions

- Day users considered the most important characteristics park cleanliness (e.g., lawn care, lack of graffiti; 94%), absence of litter (93%), cleanliness of toilets (90%), parking for vehicles (85%), number of toilets (80%), and good value for fee paid at the park (79%). The least important attributes were the amount and quality of educational information (21% and 25%), number of park trails (34%), facilities for groups to gather (38%), ease of movement / access (wheelchair, elderly, stroller; 40%), and presence of park rangers / personnel (41%).
- 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 “satisfied” (49%). The majority of day users were satisfied with most characteristics at Mayer State Park. Day users were most satisfied with absence of litter (87%), park cleanliness (86%), courteousness of rangers / personnel (80%), parking for vehicles (78%), number of toilets / bathrooms (77%), and good value for fee paid at the park (77%). Users were least satisfied with the quality and amount of educational information (both 43%), number of park trails (45%), and condition / maintenance of trails (47%).
- An Importance – Performance analysis showed that most park attributes were in the “keep up the good work” category, with some in the “possible overkill” quadrant, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, three attributes that were important to users, but these

users were only slightly satisfied with these attributes. These attributes were the cleanliness of toilets, parking for vehicles, and number of toilets 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 (71%), more trash cans (65%), do not change anything / keep as is (62%), better maintenance / upkeep of facilities (57%), and more opportunities for escaping crowds (56%). The least supported strategies were to close the park to all recreation/tourism activities (8%), limit the number of people allowed in the park per day (17%), more programs led by rangers (21%), and provide downloadable mobile phone applications (24%).

Sociodemographic Characteristics of Users

- There were more male (53%) than female (47%) day users at this park.
- The average age of respondents was 47 years old, and the largest proportions of users were 50 to 59 years old (29%) and 40 to 49 years old (28%).
- The average annual household income before taxes of respondents was \$79,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (16%), and \$170,000 or more (16%). Day-use visitors to Mayer State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 89%) with some Hispanic / Latinos (6%), Asians (3%), American Indian / Alaska Natives (2%), Blacks / African Americans (1%), and Others (1%).
- Most day users (93%) considered English as the primary language in their homes, while some spoke Spanish (5%), other languages (2%), and Russian (1%). Other languages spoken in their homes included French, German, and Vietnamese.
- Over 59% of day use visitors lived in Oregon, 16% resided in Washington State, 9% resided in Canada, 5% resided in California, 2% resided in Utah, and 8% were from other states. Among day users, 34% lived in the Mt. Hood / Gorge region, (<http://www.guidetooregon.com/regions/map.html>), 20% resided in the Portland Metro region, 2% resided in the Willamette Valley region, 1% resided in the Eastern region, <1% lived in the Central region, and <1% lived in the Southern region of Oregon. No visitors lived in the Coastal region of the state.
- 90% of day users said that nobody in their group had a disability, whereas 10% had at least one group member with a disability. The most common disability was associated with walking (5% of day users), while 2% of day users had a hearing disability, 2% had a sight disability, 1% had a learning 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 need for additional overflow parking was also identified as a top recommendation in comments included in Appendix A.
- The average number of visitors per vehicle for Mayer State Park day-use vehicles (2.70) 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 the quality and amount of educational information (both 43%), number of park trails (45%), and condition / maintenance of trails (47%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- The Importance – Performance analysis shows that most attributes were in the “keep up the good work” category, with some in the “possible overkill” 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 cleanliness of toilets, parking for vehicles, and number of toilets 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 56% 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 (71%), more trash cans (65%), do not change anything / keep as is (62%), better maintenance / upkeep of facilities (57%), and more opportunities for escaping crowds (56%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (95%) were able to find the information they needed when planning their visit to Mayer State Park. However, some visitors (5%) were not able to find all information needed. The most popular information needed was an accurate wind sensor, information on swimming areas in the park, and fishing information.
- A large proportion of day users (48%) depended on official internet websites as the primary source of obtaining information about state parks such as Mayer State Park. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- The most popular day-use activity at the park is windsurfing (45%). Park managers might investigate if there are conflicts occurring between windsurfers and kiteboarders in staging and launch areas which could be reduce through design improvements.
- Appendix A is a listing of 178 verbatim open ended positive comments (30 comments, 1 page) and negative comments and suggestions for improvement of Mayer State Park (148 comments, 5 pages). Many comments may provide insights for future planning and

management. The most common concerns expressed needs for: (a) more picnic tables; (b) better irrigation of grassy areas; (c) improved restrooms; (d) better maintenance of grassy areas; (e) potable water; (f) a better swimming area; (g) more parking; (h) cleaner restrooms; (i) more trash cans/recycling; and (j) improved kiteboarding and windsurfing launches.

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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 Mayer State Park 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 Mayer State Park between July 4 and August 5, 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 $n = 401$ with an estimated total response rate of 91%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	440	401	91

The sample size allows generalizations about the population of day users at Mayer State Park at a margin of error of $\pm 4.9\%$ at the 95% confidence level, which exceeds 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 Mayer State Park on their most recent trip. Table 2 shows that the most popular activities at this park were windsurfing (45%), picnicking or barbequing (39%), swimming / wading (39%), hiking or walking (22%), dog walking (22%), and sightseeing (19%). The least popular activities were paddleboarding (4%), other (5%), kiteboarding (7%), bicycling on local roads (7%), and bird or wildlife watching (8%).

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Mayer State Park. Table 3 shows that the most common primary activity groups were people windsurfing (43%), swimming / wading (17%), and picnicking or barbecuing (13%). The least common activity groups were people bicycling on local roads (1%), beachcombing (1%), and paddleboarding (1%).

Table 2. Day-use recreation activities at the park

Activity	% Participating ^a
Windsurfing	45
Picnicking or barbequing	39
Swimming/wading	39
Hiking or walking	22
Dog walking	22
Sightseeing	19
Beachcombing	15
Fishing	14
Boating (motor, canoe, kayak)	11
Berry picking	10
Bird or wildlife watching	8
Bicycling on local roads	7
Kiteboarding	7
Other ^b	5
Paddleboarding	4

^a 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.

^b The most popular “other” activities were: watching windsurfers / kiteboarders, photography, and relaxing.

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Windsurfing	43
Swimming/wading	17
Picnicking or barbequing	13
Fishing	6
Kiteboarding	5
Boating (motor, canoe, kayak)	5
Dog walking	2
Other	2
Hiking or walking	2
Sightseeing	2
Paddleboarding	1
Beachcombing	1
Bicycling on local roads	1

Duration of Visit. Day users were asked to report how many *hours* they spent at Mayer State Park on their recent trip. Table 4 shows that, on average, day users spent approximately four hours in the park (M=4.01 hours). The majority (57%) of day users spent from three to five hours in the park, with only 19% spending six or more hours in the park.

Table 4. Duration of day user visit at the park

1 hour	8
2 hours	16
3 hours	20
4 to 5 hours	37
6 to 9 hours	18
10 or more hours	1
Mean / average hours	4.01

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 46% of day-use visitors were local (driving 30 miles or less to reach the park), 6% originated 31 to 60 miles from the park, and 48% originated from 61 or more miles. Day users, on average, traveled approximately 205 miles to visit the park.

Table 5. Day user distance traveled to the park

30 miles or less	46
31 to 60 miles	6
61 or more miles	48
Mean / average	204.78

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

Previous Visitation. Users were asked if they had ever visited Mayer State Park before their most recent trip. Table 6 shows that 81% of day-use respondents had visited this park before, whereas 19% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	81
No, not visited park before	19

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 eight times in the past 12 months with the highest proportions having made three to five trips (27%) to this park in the past year, while 61% had made one to five trips.

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

0 Trips	10
1 Trip	12
2 Trips	12
3 to 5 Trips	27
6 to 12 Trips	23
13 to 24 Trips	8
More than 24 Trips	8
Mean / average trips	8.22

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

Group Size. Respondents were asked to report how many people, including themselves, accompanied them at Mayer State Park on their most recent trip. Table 8 shows that the average day user group size was approximately four people ($M = 4.29$ people). Groups most commonly consisted of two people (30%), and three or four people (26%).

Table 8. Day user group size at the park

1 Person (alone)	18
2 People	30
3 or 4 People	26
5 to 10 People	19
11 to 25 People	6
More than 25 People	1
Mean / average	4.29

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

Transportation to the Park. Respondents were asked how they got to Mayer State Park on their most recent trip. Table 9 shows that almost all day users arrived at the park in their family’s personal vehicle (93%), 3% arrived in somebody else’s vehicle, and 4% arrived in another form of transportation. On average, there were three people in each personal family, other and in someone else’s vehicle. When combining personal, other, and somebody else’s vehicle responses the average number of people per vehicle was 2.70.

Table 9. Day users transportation to the park

	Day Users (%)
My family's personal vehicle ^a	93
Other ^b	4
Somebody else's personal vehicle ^c	3

^a Number of people in vehicle: mean / average = 2.69 (1-4 people = 89%).

^b Number of people in vehicle: mean / average = 3.00 (1-4 people = 88%).

^c Number of people in vehicle: mean / average = 2.79 (1-4 people = 93%).

Reasons for Visiting. Day users were asked if this park was the main reason for their trip. Table 10 shows that 67% 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	67
Primarily for recreation – main destination was not this park	26
Primarily for business, family, or other reasons – park was side trip	5
Some other reason	2

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to Mayer State Park 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 (80%), come back another time (8%), or done something else (5%).

Table 11. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity ^a	80
Gone somewhere else for a different activity ^b	2
Come back another time	8
Stayed home	4
Gone to work at my regular job	<1
Something else (none of these)	5

^a If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 87.05 miles.

^b If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 43.00 miles.

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

- The most popular day-use activities at this park were windsurfing (45%), picnicking or barbequing (39%), swimming / wading (39%), hiking or walking (22%), dog walking (22%), and sightseeing (19%). The least popular activities were paddleboarding (4%), other (5%), kiteboarding (7%), bicycling on local roads (7%), and bird or wildlife watching (8%).
- The most common main activity groups were people windsurfing (43%), swimming / wading (17%), and picnicking or barbecuing (13%). The least common activity groups were people bicycling on local roads (1%), beachcombing (1%), and paddleboarding (1%).
- Day users spent an average of approximately four hours in the park. The majority (57%) of day users spent from three to five hours in the park, with only 19% spending six or more hours in the park.
- On average, day users traveled 205 miles from home to visit the park.
- In total, 81% of day-use respondents had visited this park before. Day use visitors had visited an average of eight times in the past 12 months with the highest proportions having made three to five trips (27%) to this park in the past year, while 61% had made one to five trips.
- Average group size of day-use visitors was approximately four people ($M=4.29$ people). Groups most commonly consisted of two people (30%) and three or four people (26%).
- Almost all day users arrived at the park in their family vehicle (93%), three percent arrived in somebody else's vehicle, and four percent arrived in another form of transportation. On average, there were 2.69 people in each family vehicle, 2.79 people in someone else's vehicle, and 3.00 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 2.70.
- The majority (67%) 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 (80%), come back another time (8%), or done something else (5%).

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 Mayer State Park on eight spending categories. The information included in this section of the report summarizes basic visitor spending results from the survey. A more extensive visitor spending analysis will be conducted by Oregon State University and available in a separate report.

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

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

Table 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 (54%).

Table 12. Day users, local / non-local

	Day Users (%)
Local	46
Non-Local	54

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 (35%) reported spending \$51-\$150. For non-local day-use visitors, the highest percentage (26%) reported spending \$51-\$150 on their trip.

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

	Local	Non-Local
Spent no money	14	7
\$1 - \$25	21	16
\$26 - \$50	19	16
\$51 - \$150	35	26
\$151 - \$350	7	25
\$351 - \$550	4	10

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 (58%), and groceries (47%). For non-local day-use visitors, most reported spending some money on gasoline and oil (65%), groceries (54%), and at restaurants and bars (49%).

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	6	16
Camping	6	33
Restaurants and bars	24	49
Groceries	47	54
Gasoline and oil	58	65
Park entry, parking, or recreation use fees	24	44
Recreation and equipment (guide fees, equipment rental)	15	20
Souvenirs, clothing, and other miscellaneous	8	29

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

- Most day-use visitors to the park (54%) are non-local (living more than 30 miles from the park) visitors.
- The highest percentage of local day-use (35%) and non-local (26%) visitor parties reported spending \$51-\$150 on their trip.
- Most day-users reported spending some money on 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 Mayer State Park and whether they were able to obtain the information they needed. Table 15 shows that almost all day users (95%) were able to find the information they needed when planning their visit to this state park, and the few (5%) who did not find the information they needed would like an accurate wind sensor, information on swimming areas at the park, and fishing information.

Table 15. Whether day users found the information needed

	Day Users (%)
Yes, found the information needed	95
No, did not find the information needed ^a	5

^a The most popular information needed was: an accurate wind sensor, information on swimming areas, and fishing information.

Table 16. Day user use of information sources ^a

	Day Users (%)
Previous visit	71
Friends / family	64
Highway signs	56
Official internet websites (OPRD)	53
Other ^b	38
Brochures	30
Social media websites	23
Magazines	23
Books	22
Newspapers	22
Radio	16
Television	16
Work	13
Community organizations (Church, etc.)	12
Videos / DVDs	9
Health care providers	8

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

^b The most popular “other” sources were: from windsurfing websites (e.g., iwindsurf.com), and other internet sites showing current wind conditions.

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 Mayer State Park. Table 16 shows that the most heavily used sources of information by day users were previous visits (71% used sometimes or often), friends or family members (64%), highway signs (56%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 53%). The least used sources were health care providers (8%), videos or DVDs (9%), community organizations (12%), and work (13%).

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 Mayer State Park. Table 17 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by approximately half (48%) of respondents as the first primary information source, followed by friends or family (26%), and previous visits (8%). Few people used other sources when obtaining information.

Table 17. Day user primary information sources

	Day Users (%)
Official internet websites (OPRD)	48
Friends / family	26
Previous visit	8
Other ^b	6
Highway signs	3
Social media	3
Brochures	3
Radio	2
Books	1
Magazines	1
Television	<1
Newspapers	<1
Work	<1

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

- Almost all day users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it would like an accurate wind sensor, information on swimming areas in the park, and fishing information.
- The most heavily used sources of information by day users were previous visits (71% used sometimes or often), friends or family members (64%), highway signs (56%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 53%). The least used sources were health care providers (8%), videos or DVDs (9%), community organizations (12%), and work (13%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by approximately half (48%) of respondents as the first primary information source, followed by friends or family (26%), and previous visits (8%). 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 Mayer State Park?” Table 18 shows that overall satisfaction was high, as 93% were satisfied and almost no respondents (7%) were dissatisfied or neutral. In addition, the highest proportion of users was “satisfied” (49%).

Table 18. Day user overall satisfaction

	Day Users (%)
Very Satisfied	44
Satisfied	49
Dissatisfied or Neutral	7

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

Table 19. Day user specific *expectations* at the park

	Day Users (%) ^a
Cleanliness of park (graffiti, lawns)	94
Absence of litter	93
Cleanliness of toilets / bathrooms	90
Parking for vehicles	85
Number of toilets / bathrooms	80
Good value for fee paid at the park	79
Courteousness of rangers / personnel	73
Personal safety	70
Information about conditions / hazards	55
Signs with directions <i>to</i> the park	53
Signs with directions <i>in</i> the park	50
Variety of things to do	47
Condition / maintenance of trails	46
Presence of park rangers / personnel	41
Ease of movement / access (wheelchair, elderly, stroller)	40
Facilities for groups to gather	38
Number of park trails	34
Quality of educational information	25
Amount of educational information	21

^a 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; 94%), absence of litter (93%), cleanliness of toilets (90%), parking for vehicles (85%), number of toilets (80%), and good value for fee paid at the park (79%). The least important attributes were the amount and quality of educational information (21% and 25%), number of park trails (34%), facilities for groups to gather (38%), ease of movement / access (wheelchair, elderly, stroller; 40%), and presence of park rangers / personnel (41%).

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

	Day Users (%) ^a
Absence of litter	87
Cleanliness of park (graffiti, lawns)	86
Courteousness of rangers / personnel	80
Parking for vehicles	78
Number of toilets / bathrooms	77
Good value for fee paid at the park	77
Personal safety	74
Cleanliness of toilets / bathrooms	74
Presence of park rangers / personnel	69
Signs with directions <i>to</i> the park	62
Variety of things to do	59
Signs with directions <i>in</i> the park	59
Ease of movement / access (wheelchair, elderly, stroller)	54
Facilities for groups to gather	53
Information about conditions / hazards	53
Condition / maintenance of trails	47
Number of park trails	45
Amount of educational information	43
Quality of educational information	43

^a 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 Mayer State Park. Day users were most satisfied with the absence of litter (87%), park cleanliness (86%), courteousness of rangers / personnel (80%), parking for vehicles (78%), number of toilets / bathrooms (77%), and good value for fee paid at the park (77%). Users were least satisfied with the quality and amount of educational information (both 43%), number of park trails (45%), and condition / maintenance of trails (47%).

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

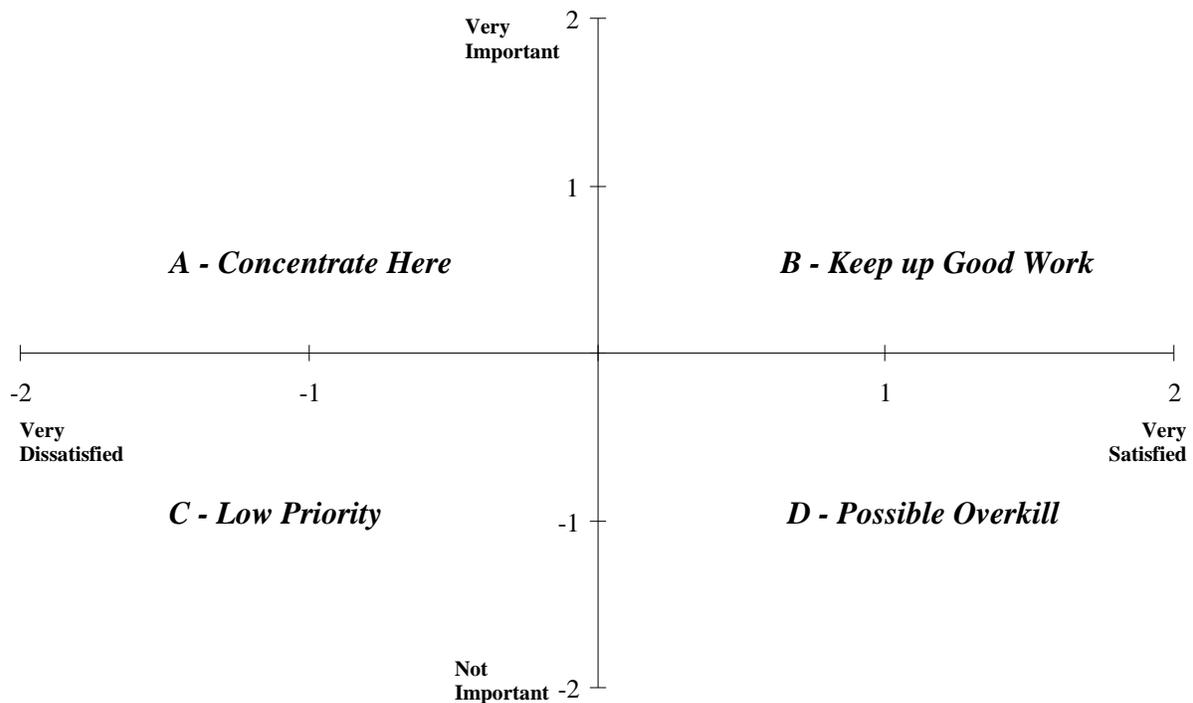


Figure 2. Importance-performance (I-P) analysis matrix for *day users*

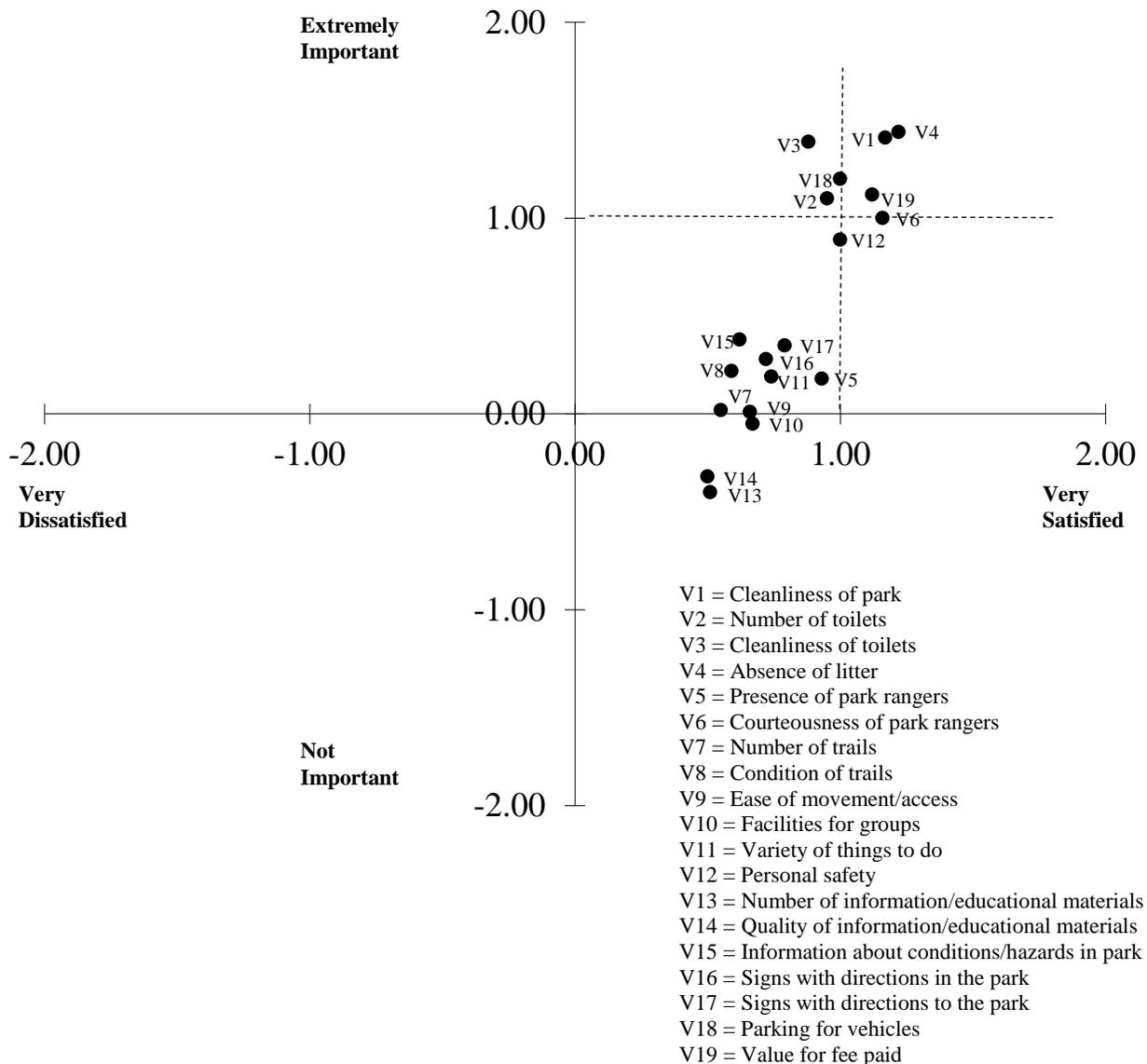


Figure 2 is the I-P matrix for day users at Mayer State Park. The matrix shows most of the attributes were in the “keep up the good work” quadrant, with some in the “possible overkill” quadrant, indicating that day users thought that park staff were doing a good job managing conditions and experiences at the park. It may be important, however, to more carefully examine this quadrant (i.e., dashed lines), as there are three attributes that were important to users, but these users were only slightly satisfied with these attributes. Managers should, therefore, consider monitoring the cleanliness of toilets, parking for vehicles, and number of toilets at the park.

Respondents were asked several additional questions about their satisfaction with Mayer State Park, 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 (91%) and somewhat high satisfaction with facilities and services (80%), and fees at the park (78%). In total, 94% 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 ^a	91
Satisfaction with facilities and services ^a	80
Satisfaction with fee paid ^a	78
Likelihood of returning ^b	94

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

^b 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 ^a	3.49
Reported feeling crowded	57

^a 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.”

^b 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 57% 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 park cleanliness (e.g., lawn care, lack of graffiti; 94%), absence of litter (93%), cleanliness of toilets (90%), parking for vehicles (85%), number of toilets (80%), and good value for fee paid at the park (79%). The least important attributes were the amount and quality of educational information (21% and 25%), number of park trails (34%), facilities for groups to gather (38%), ease of movement / access (wheelchair, elderly, stroller; 40%), and presence of park rangers / personnel (41%).
- 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 “satisfied” (49%). The majority of day users were satisfied with most characteristics at Mayer State Park. Day users were most satisfied with absence of litter (87%), park cleanliness (86%), courteousness of rangers / personnel (80%), parking for vehicles (78%), number of toilets / bathrooms (77%), and good value for fee paid at the park (77%). Users were least satisfied with the quality and amount of educational information (both 43%), number of park trails (45%), and condition / maintenance of trails (47%).
- An Importance – Performance analysis showed that most park attributes were in the “keep up the good work” category, with some in the “possible overkill” quadrant, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, three attributes that were important to users, but these users were only slightly satisfied with these attributes. These attributes were the cleanliness of toilets, parking for vehicles, and number of toilets 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 (71%), more trash cans (65%), do not change anything / keep as is (62%), better maintenance / upkeep of facilities (57%), and more opportunities for escaping crowds (56%). The least supported strategies were to close the park to all recreation/tourism activities (8%), limit the number of people allowed in the park per day (17%), more programs led by rangers (21%), and provide downloadable mobile phone applications (24%).

Table 23. Day user attitudes about management at the park

	Day Users (%) ^a
More recycling containers	71
More trash cans	65
Do not change anything / keep as is	62
Better maintenance / upkeep of facilities	57
More opportunities for escaping crowds	56
More group picnic areas	52
More opportunities for viewing wildlife	51
Require dogs be kept on leash at all times	51
Make park more pet friendly	45
More info / education (nature, history)	45
Wireless internet access in park	44
More opportunities for hiking	44
Natural buffers block view of development	38
More enclosed shelters	37
Restore to historical conditions	37
Limit the number of large groups allowed	32
More paved trails	31
Downloadable mobile phone applications	24
More programs led by rangers	21
Limit the number of people allowed per day	17
Close park to all recreation/tourism activities	8

^a 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 (71%), more trash cans (65%), do not change anything / keep as is (62%), better maintenance / upkeep of facilities (57%), and more opportunities for escaping crowds (56%). The least supported strategies were to close the park to all recreation/tourism activities (8%), limit the number of people allowed in the park per day (17%), more programs led by rangers (21%), and provide downloadable mobile phone applications (24%).

Sociodemographic Characteristics of Users

Table 24 shows demographic characteristics of day users. There were more male (53%) than female (47%) day users at Mayer State Park. The average age of respondents was 47 years old, and the largest proportions of users were 50 to 59 years old (29%) and 40 to 49 years old (28%). Most respondents were white (i.e., Caucasian; 89%) with some Hispanic / Latinos (6%), Asians (3%), American Indian / Alaska Natives (2%), Blacks / African Americans (1%), and Others (1%). The average annual household income before taxes of respondents was \$79,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (16%), and \$170,000 or more (16%). Day-use visitors to Mayer State Park 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 (93%) considered English as the primary language in their homes, while some spoke Spanish (5%), other languages (2%), and Russian (1%). Other languages spoken in their homes included French, German, and Vietnamese.

Table 24. Day user demographic characteristics

	Day Users (%) ^a
Gender	
Male	53
Female	47
Age	
Less than 20 years old	1
20 – 29 years	8
30 – 39 years	18
40 – 49 years	28
50 – 59 years	29
60 – 69 years	12
70 – 79 years	4
80+ years old	0
Average age (mean years)	46.62
Household income (before taxes)	
Less than \$10,000	4
\$10,000 – \$29,999	11
\$30,000 – \$49,999	13
\$50,000 – \$69,999	16
\$70,000 – \$89,999	14
\$90,000 – \$109,999	9
\$110,000 – \$129,999	5
\$130,000 – \$149,999	8
\$150,000 – \$169,999	4
\$170,000 or more	16
Average income (mean dollars)	79,000
Ethnicity	
White (Caucasian)	89
Hispanic / Latino	6
Asian	3
American Indian / Alaska Native	2
Black / African American	1
Other	1
Native Hawaiian or Pacific Islander	0

^a Cell entries are percentages (%) unless specified as means or averages.

Table 25. Day user language spoken most often at home

	Day Users (%)
English	93
Spanish	5
Other ^a	2
Russian	1

^a The most reported “other” languages were: French, German, and Vietnamese.

Table 26 shows that 59% of day use visitors lived in Oregon, 16% resided in Washington State, 9% resided in Canada, 5% resided in California, 2% resided in Utah, and 8% were from other states. Among day users, 34% lived in the Mt. Hood / Gorge region, (<http://www.guidetooregon.com/regions/map.html>), 20% resided in the Portland Metro region, 2% resided in the Willamette Valley region, 1% resided in the Eastern region, <1% lived in the Central region, and <1% lived in the Southern region of Oregon. No visitors lived in the Coastal region of the state.

Table 26. Day user location of residence

	Day Users (%)
Country	
USA	90
Canada	9
Germany	<1
Mexico	<1
Switzerland	<1
State	
Oregon ^a	59
Washington	16
California	5
Utah	2
Other states	8

^a The largest percentage of day users were from the Mt. Hood / Gorge region (34%), whereas 20% resided in the Portland Metro region, 2% resided in the Willamette Valley region, 1% resided in the Eastern region, <1% resided in the Central region, <1% lived in the Southern region. No visitors lived in the Coastal region of the state.

Table 27 shows that 90% of day users said that nobody in their group had a disability, whereas 10% had at least one group member with a disability. The most common disability was

associated with walking (5% of day users), while 2% of day users had a hearing disability, 2% had a sight disability, 1% had a learning disability, and 3% had some other form of disability.

Table 27. Day user disabilities

Disability in group	Day Users (%)
No	90
Yes ^a	10

^a Types of disabilities: walking = 5%, hearing = 2%, learning = 1%, sight = 1%, other = 3%

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

- There were more male (53%) than female (47%) day users at this park.
- The average age of respondents was 47 years old, and the largest proportions of users were 50 to 59 years old (29%) and 40 to 49 years old (28%).
- The average annual household income before taxes of respondents was \$79,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (16%), and \$170,000 or more (16%). Day-use visitors to Mayer State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 89%) with some Hispanic / Latinos (6%), Asians (3%), American Indian / Alaska Natives (2%), Blacks / African Americans (1%), and Others (1%).
- Most day users (93%) considered English as the primary language in their homes, while some spoke Spanish (5%), other languages (2%), and Russian (1%). Other languages spoken in their homes included French, German, and Vietnamese.
- Over 59% of day use visitors lived in Oregon, 16% resided in Washington State, 9% resided in Canada, 5% resided in California, 2% resided in Utah, and 8% were from other states. Among day users, 34% lived in the Mt. Hood / Gorge region, (<http://www.guidetooregon.com/regions/map.html>), 20% resided in the Portland Metro region, 2% resided in the Willamette Valley region, 1% resided in the Eastern region, <1% lived in the Central region, and <1% lived in the Southern region of Oregon. No visitors lived in the Coastal region of the state.

- 90% of day users said that nobody in their group had a disability, whereas 10% had at least one group member with a disability. The most common disability was associated with walking (5% of day users), while 2% of day users had a hearing disability, 2% had a sight disability, 1% had a learning 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 Mayer State Park:

- 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 need for additional overflow parking was also identified as a top recommendation in comments included in Appendix A.
- The average number of visitors per vehicle for Mayer State Park day-use vehicles (2.70) 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 the quality and amount of educational information (both 43%), number of park trails (45%), and condition / maintenance of trails (47%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- The Importance – Performance analysis shows that most attributes were in the “keep up the good work” category, with some in the “possible overkill” 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 cleanliness of toilets, parking for vehicles, and number of toilets 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 56% 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 (71%), more trash cans (65%), do not change anything / keep as is (62%), better maintenance / upkeep of facilities (57%), and more opportunities for escaping crowds (56%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (95%) were able to find the information they needed when planning their visit to Mayer State Park. However, some visitors (5%) were not able to find all information needed. The most popular information needed was an accurate wind sensor, information on swimming areas in the park, and fishing information.
- A large proportion of day users (48%) depended on official internet websites as the primary source of obtaining information about state parks such as Mayer State Park. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- The most popular day-use activity at the park is windsurfing (45%). Park managers might investigate if there are conflicts occurring between windsurfers and kiteboarders in staging and launch areas which could be reduced through design improvements.
- Appendix A is a listing of 178 verbatim open ended positive comments (30 comments, 1 page) and negative comments and suggestions for improvement of Mayer State Park (148 comments, 5 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) more picnic tables; (b) better irrigation of grassy areas; (c) improved restrooms; (d) better maintenance of grassy areas; (e) potable water; (f) a better swimming area; (g) more parking; (h) cleaner restrooms; (i) more trash cans/recycling; and (j) improved kiteboarding and windsurfing launches.

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APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- Doing Great. Love the upkeep and the personnel was wonderfully helpful
- Don't do anything! Leave it like it is.
- Everything is great! Keep up the good work.
- I like it the way it is.
- I like it the way it is.
- It great just the way it is.
- It's fine just the way it is!!
- It's fine the way it is.
- It's fine the way it is.
- It's great as is
- It's great the way it is.
- It's great!
- It's perfect the way it is!
- It's perfect!
- Keep up the good work!
- Keep up the good work!
- Leave things alone just maintain.
- Love the park. Been coming here for 20 years!!!
- Nothing!! It is very nice.
- Nothing. It's fine as it is. A very natural feeling park. Just keep up the cleanliness and it will be great.
- Park was great
- Thank you for keeping the rigging lawns green/grassy! All is great!
- There is plenty of room for lots of people - our kids had a great time!
- This experience has been wonderful. Thank you so much!
- This is a wonderful park. I like it as it is.
- This is only my second visit. Very accessible, fairly low-key park nice drive from Portland. I come when interested in driving the Columbia Gorge area, exploring state parks and today, to get some sun when Portland is clouded over.
- This is the 2nd time we have been here. Please do not change anything.
- We have been coming here since it was just weeds and dirt and appreciate it as it is now.
- We love it!!
- Wonderful very nice

Negative Comments and / or Issues for Improvement

- A couple more picnic tables. More handicap accessibility from parking.
- Ability to purchase annual or park pass with credit card when attendant not available. Great spot for windsurfing. Please keep it that way. Go Oregon Parks! WooHoo!!
- Add a bar. Re-route I-84
- Add potable water. More picnic tables.
- Affordable paddle boards. Affordable kayak rentals.
- After exiting sign to point toward the park

- Bags for dog poop. Less on the ground.
- Bathrooms need a faucet & soap
- Be sure irrigation is running properly before the grass dies in the spring. Good Job 2012, bad job 2010, 2011. Good job all previous yrs. Poison the poison oak. Control knapweed
- Better directions from main road explaining which way to go & what both parks have
- Better grassy areas
- Better maintain the grassy area closest to the shore where picnic tables are. Ensure dogs are on leashes. Help get a better wind sensor installed.
- Better trail to H2O. Better launch. Need H2O faucet. Develop east side for sail/kite
- Clean bathrooms Trash pickup
- Clean toilets, more toilets, more/better kite launch signs separating kite from windsurf. Prepare kite launch by clearing brush removing obstacles.
- Cleaner bathrooms
- Cleaner Bathrooms with less smell. More tables/benches
- Cleaner restrooms. Flush toilets. More trash cans for recyclables.
- Cleaner river source
- Clear out seaweed and clear bushes from swim area
- "Control Poison Oak and Knapp Weed
- Water and don't let the lawn die. If you aren't going to charge to use West Meyer Park, be fair and don't change to use East Mayer Park."
- Cut grass and water a bit more. Change nothing else!
- Difficult to get annual pass on site or near park
- Don't let sprinklers run during hours people use park. They get picnic tables wet. Provide additional picnic tables
- Enforce dogs on leashes!!!!
- Enforce the rules. Have doggie poop pickup bag dispensers and disposal equipment. I only support dogs being off-leash when walking with the owner along the beach fetching sticks. Parking in the loading zone blocks the trails. I love the wild flowers and berries.
- First time I have seen a ranger here in 25 years. Come around a little more often.
- Flush toilet would be nice. A few wind sheltered table for eating and getting out of wind.
- Flush toilets. Waive fee for all those who have proof of staying in Hood River or The Dalles.
- Free WIFI
- Great place. But the grass needs to be watered. It's dead and very dry. I remember years ago it was green and safe I got worried about us BBQing and the dead grass. But over all I really love this place I brought friends from Portland here. It was my first choose.
- Green grass is a real feature of this park. In the past years, the feature has declined.
- How about ONE pass for parks in Oregon and Washington and National Forest.
- I like it here but I wish the rocks at the launch weren't so hard on the feet! Also bigger swell could be nice (ha ha). And I'd like a drinking fountain. Thanks!
- I personally think there's too many young kids ruining it for families with music & alcohol.
- I would like to see a few paved trails/nice access to sandy beaches. They could be crowded on a busy day so long as they were kept free of trash. That would be lots of fun.
- I'd like to see a better swimming area established

- Improve bathrooms! They are awful & locate them downwind of prevailing westerly winds. At least add a urinal in the men's bathroom. Recycling barrels for glass & aluminum.
- Improve beach for kites – more sandy or grassy areas for rigging.
- Improve irrigation. Water and tend to grass.
- Improve the parking permit process - perhaps an online site to pay and print a pass for use?
- Improve toilet facilities and reduce fees.
- Irrigate grass and seed bare spots. Enforce leash laws. Have hand sanitizer at all times in porta potty. Supply potable water fountain
- is nice that only thing that I think this park need is water the grass thank you very much
- It is good the way it is, although not happy to see the kiteboards here.
- It is nice to not have to worry about a fee and we have no need for fancy amenities. It is beautiful, clean, and low key, perfect for our Saturday afternoon activity.
- It is perfect! Perhaps make it kite friendly for lessons
- It would be nice to have a few more picnic tables/seating areas.
- It's a nice park gravel road probably needs fixing for holes - more picnic tables, but it is a clean park and like it here
- It's great maybe some kid swings
- Keep dogs on a leash
- Keep grass green and mowed. Improve trails to water
- Keep in natural and barren, with perhaps a lean to or two against the wind.
- Keep it clean & get more picnic tables. Keep toilet paper in stalls. Take the weeds out, the ones that are down by the water.
- Keep it clean with fines because around the tables were awful. People need to pick up their garbage.
- Keep it free! If I had to pay I wouldn't come! Great place for families!
- Keep maintaining the lawns. Remove the 2 small ponderosa pines @ west end trail to river @ windsurf site. These 2 small trees are suppressed and are approx. 80' North of the actual trail, they can tear our windsurf sails.
- Combine Washington, Oregon & California park pass. Ridiculous to pay in every state.
- Keep the grass watered
- Keep toilet clean or add more
- Keep toilets cleaner
- Keep up the watering!
- Keep windsurfing available!
- Kites need to have a safe launching & landing area downwind of the windsurfers. For safety and improved conditions I recommend laying 50 loads of gravel downwind of the windsurfers to accommodate the growing number of kites and its future growth.
- Leave it alone. It needs no improvement No camp Host No fees just a good time.by all Have faith in us visitors. Freedom
- Leave these parks wild. Could have car, tent, camping (No services) \$5 or so (More affordable). The only thing I would want is a shower. Thank You
- Make it easier to acquire a yearly pass. Maybe a machine that would dispense a pass when credit card was inserted. Located at the park or downtown Hood River.
- Make it easier to purchase yearly pass such as online.

- Make more picnic & BBQ pits available. Also include covered shelter areas for picnicking.
- Improve the windsurfing launch by using smaller rock. Don't allow RV's to take up multiple spots.
- More bathrooms, more trails to and from parking lot, better grass maintenance. More picnic tables, paddle boat rental, etc. Pesticides to kill insects.
- More bathrooms, water tap, more toilet paper
- More beach & Landscaping
- More garbage cans + recycle bins
- More gravel at windsurfing launch. Irrigate/water grassy areas. More picnic tables
- More grills and shaded parking
- More law enforcement presence
- More overflow parking for windy days!
- More Parking
- More parking close to beach & more or bigger bathrooms. Snack shack!
- More parking space and better tables
- More parking, more handicap accessible
- More parking. Structures
- More picnic & Barbeque areas nicer bathrooms
- More picnic areas, more covered areas, floating dock.
- More picnic table and mow the grass
- More picnic tables. Better signs to get here. More grills.
- More places for families to watch & picnic. Provide wind shelters.
- More rangers. Less fishing hooks. More trash cans or at the small pond away from dock
- More toilets that flush. Picnic tables
- More trash cans. Facilities for storing/renting windsurfing gear.
- More trash cans. Maybe one more picnic table. Fresh water would be nice.
- More trash cans/dumpster/recycle. Let dogs off leash in limited area. More picnic tables.
- More wind shelters and more picnic shelters. More washrooms. Access to drinkable water
- My nephew would like a diving board at the end of the dock & a rope swing
- Need lights in the bathroom
- Need Purell in bathroom. More bathrooms. Have coed bathrooms. Have some portable toilet, discourage large group parties. More parking
- New walkways. Cut grass on edge of river. New grills. New tables.
- No dogs allowed, more benches, cooking places, beach umbrellas.
- Offer more sandy beach for swimming areas
- One use fee/parking pass for all of the Gorge Rec. Areas!
- Only problem I have is the darn rocks at water entry but you're probably doing all that you can!!
- Parking plan needs improvement
- Perhaps shaded areas using trees. Additional Picnic areas protected from the wind - wind barriers.
- Place to swim. More park benches + picnic benches. Launch area for kiteboarding & windsurfing. Info boards.
- Please add more trails for biking hiking trails.

- Please do not run sprinklers during a busy weekend. It is wasteful - water should be run at night or early morning. Watering the pavement does not do much for the grass. Otherwise we love this park!
- Please plant more fish? Tables, grills.
- Please provide better privies like the hatchery
- Please provide fresh drinking water!!
- Please reseed the grass, water & mow all summer. Grass is user friendly for all activities and shows good care for these excellent parks at Rowena.
- Please try to clear poison oak from trails. Especially to the little bridge
- Potable water. Year passes available at this site. Provide more picnic tables.
- Provide a drinking fountain or some kind of access to potable water. Valet rigging service for windsurfing gear would be nice!
- Provide better kite launch area. A well graded area with smaller rocks would greatly improve the park. Otherwise, wonderful.
- Provide drinking water. Improve bathrooms w/ plumbing. Add picnic tables.
- Provide more areas for tanning - there aren't many places to lay a blanket down & just relax. The mosquito problem is horrible. Could be due to the bush in pathways.
- Provide parking/water.
- Provide safe separate launch for kites. Provide adequate parking for busy days. Mayer is a beautiful park in a semi-natural environment. Believe it's most popular use is as launch for wind sports. Need to accommodate everyone!!
- Provide showers; can be coin operated and fresh water for cleaning bathroom. Thx!
- Pump Toilet more frequently.
- Put toilet with water. Outside showers to rinse when coming out from river. Enforce dogs on leash.
- Running water (spigot).
- RV sites. Maybe overnight camping.
- Sand for beach/swim area
- Sand on beaches, better grass, weeding.
- Sandy beach would be nice...:-)
- Snack bar, fish bait
- Spread gravel at beach.
- Take better care of the grass
- The great thing about this park is the safe place to come with young children, i.e. grandchildren. Has shade, shallow water for has just plain fun, picnic area. We also kayaked here for the first time today - great protected area for that! Could have some more picnic tables in shade.
- There is lots of broken glass near the beach. It's hard to keep it clean but it's a shame that people break bottles.
- Use to come here all the time as a kid. Need to pull the weeds, add more landscaping. And add some sand to create better beaches. The Dalles and surrounding areas are not nearly as beautiful as they were 25 years ago. The Gorge Commission has ruined it!
- Watch for cigarette butts around pond. Better paths. More garbage cans by pond.
- Water + mow lawns. Expand lawns + rigging areas. Improve launch. At least maintain what has been established.
- Water faucets?
- Water more often. Spray out the puncture vine.

- water the grass increase parking improve beach areas
- water the grass more
- Water the lawn
- We come here a lot to windsurf. Keep it rustic please. We do not need a bunch of fancy stuff here. We like the local rangers. Thanks
- We like it the way it is. Better bathroom would be nice, but as long as the outhouse is clean, it's fine. It's nice when the grass is kept green. We love this place.
- We love it!! Add recycling containers.
- We really enjoy the park as is. The only improvement would be a designated swimming area so as not to conflict with windsurfers/kite surfers. Thanks - we love Oregon State Parks!!!
- Well, sometimes the smell from the outhouse ventilation gets bad. Otherwise it's a great park!
- Wind shelter for people watching the kite surfers
- Wind shelters would be awesome. Dog leash regulations are not enforced and there are way too many huge dogs running around. Our leashed dog was attacked by one a few weeks ago.
- You can improve by having the parking lot closer and don't let dogs poop everywhere around.

APPENDIX B: QUESTIONNAIRE

Day Visitor Experiences and Perceptions at Mayer State Park



Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted Cooperatively by:



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

1. Before this trip, had you ever visited Mayer State Park? (**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 Mayer State Park on this trip? (**write number**) _____ hour(s)

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

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> G. Picnicking or barbecuing	<input type="checkbox"/> L. Boating (motor, canoe, kayak)
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> H. Bird or wildlife watching	<input type="checkbox"/> M Kiteboarding
<input type="checkbox"/> C. Bicycling on local roads	<input type="checkbox"/> I. Swimming/ wading	<input type="checkbox"/> N Paddleboarding
<input type="checkbox"/> D. Beachcombing	<input type="checkbox"/> J. Fishing	<input type="checkbox"/> O. Other (write response) _____
<input type="checkbox"/> E. Sightseeing	<input type="checkbox"/> K. Windsurfing	_____
<input type="checkbox"/> F. Berry picking		

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

5. Which of the following best describes the purpose of your trip? (**check ONE**)
 - Primarily for recreation – this park was my main destination
 - Primarily for recreation – my main destination was NOT this park
 - Primarily for business, family, or other reasons – this park was a side trip
 - Some other reason

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

7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Mayer State Park? (**check ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

8. How dissatisfied or satisfied were you with the **natural environment** at Mayer State Park? (**check ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

9. How dissatisfied or satisfied were you with the **facilities / services** at Mayer State Park? (**check ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

10. How dissatisfied or satisfied were you with the **fee that you paid** at Mayer State Park? (**check ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

11. How unlikely or likely are you to return to Mayer State Park in the future? (**check ONE**)
 - Very Unlikely Unlikely Neither Likely Very Likely

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

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1	2	3	4	5
Number of toilets / bathrooms.	1	2	3	4	5
Cleanliness / conditions of toilets / bathrooms.	1	2	3	4	5
Absence of litter.	1	2	3	4	5
Presence of park rangers / personnel.	1	2	3	4	5
Courteousness of park rangers / personnel.	1	2	3	4	5
Number of park trails.	1	2	3	4	5
Condition / maintenance of park trails.	1	2	3	4	5
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	1	2	3	4	5
Facilities for groups to gather.	1	2	3	4	5
Variety of things to do.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5
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 Mayer State Park? (**circle a number for EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	1	2	3	4	5
Number of toilets / bathrooms.	1	2	3	4	5
Cleanliness / conditions of toilets / bathrooms.	1	2	3	4	5
Absence of litter.	1	2	3	4	5
Presence of park rangers / personnel.	1	2	3	4	5
Courteousness of park rangers / personnel.	1	2	3	4	5
Number of park trails.	1	2	3	4	5
Condition / maintenance of park trails.	1	2	3	4	5
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	2	3	4	5
Facilities for groups to gather.	1	2	3	4	5
Variety of things to do.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5
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 Mayer State Park on this trip? (circle a number)

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

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1	2	3	4	5
Provide more opportunities for viewing wildlife.	1	2	3	4	5
Provide more group picnic areas.	1	2	3	4	5
Provide more opportunities for hiking.	1	2	3	4	5
Provide more paved trails.	1	2	3	4	5
Provide more trash cans.	1	2	3	4	5
Provide more recycling containers.	1	2	3	4	5
Provide more information / education about nature, history, or archeology.	1	2	3	4	5
Provide more programs led by park rangers.	1	2	3	4	5
Provide wireless internet access within the park.	1	2	3	4	5
Provide downloadable mobile phone applications.	1	2	3	4	5
Provide 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 Mayer State Park 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 Mayer State Park for this visit, what would you have done? (**check ONE**)

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

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

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

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

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

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 Mayer State Park, were you able to find the information you needed? (**check ONE**)

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

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 Mayer State Park. **Please round off to the nearest dollar.**

Motel, lodge, cabin, B&B, other lodging: \$ _____ .00
 Camping: \$ _____ .00
 Restaurants and bars: \$ _____ .00

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

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

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

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**)

- | | |
|-----------------------------------------------|-------------------------------------------------|
| <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 Mayer State Park:

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

APPENDIX C: UNCOLLAPSED PERCENTAGES

Day Visitor Experiences and Perceptions at Mayer State Park



Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted Cooperatively by:



Nature
HISTORY
Discovery



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

1. Before this trip, had you ever visited Mayer State Park? (**check ONE**)
 - 19% No
 - 81% Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) M=8.22 trip(s)

2. How many hours did you spend at Mayer State Park on this trip? (**write number**) M=4.01 hour(s)

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

22% A. Hiking or walking	39% G. Picnicking or barbecuing	11% L. Boating (motor, canoe, kayak)
22% B. Dog walking	8% H. Bird or wildlife watching	7% M Kiteboarding
7% C. Bicycling on local roads	39% I. Swimming/ wading	4% N Paddleboarding
15% D. Beachcombing	14% J. Fishing	5% O. Other (write response) <u>See report</u>
19% E. Sightseeing	45% K. Windsurfing	
10% F. Berry picking		

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

Letter for primary activity See report

5. Which of the following best describes the purpose of your trip? (**check ONE**)
 - 67% Primarily for recreation – this park was my main destination
 - 26% Primarily for recreation – my main destination was NOT this park
 - 5% Primarily for business, family, or other reasons – this park was a side trip
 - 2% Some other reason

6. About how far from your home did you travel to get to this park? (**write number of miles**) M=204.78 mile(s)

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

3% Very Dissatisfied	1% Dissatisfied	3% Neither	49% Satisfied	44% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Mayer State Park? (**check ONE**)

2% Very Dissatisfied	2% Dissatisfied	5% Neither	49% Satisfied	42% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Mayer State Park? (**check ONE**)

1% Very Dissatisfied	6% Dissatisfied	14% Neither	59% Satisfied	21% Very Satisfied
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10. How dissatisfied or satisfied were you with the **fee that you paid** at Mayer State Park? (**check ONE**)

1% Very Dissatisfied	5% Dissatisfied	16% Neither	46% Satisfied	32% Very Satisfied
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11. How unlikely or likely are you to return to Mayer State Park in the future? (**check ONE**)

1% Very Unlikely	2% Unlikely	3% Neither	31% Likely	63% Very Likely
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12. How **important** is it to you that each of the following is at Mayer State Park? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	2%	4%	44%	50%
Number of toilets / bathrooms.	1	4	15	43	37
Cleanliness / conditions of toilets / bathrooms.	1	2	8	37	53
Absence of litter.	<1	1	6	41	52
Presence of park rangers / personnel.	12	10	37	29	12
Courteousness of park rangers / personnel.	3	3	21	39	35
Number of park trails.	14	11	41	25	8
Condition / maintenance of park trails.	13	8	32	35	11
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	20	12	28	26	14
Facilities for groups to gather.	23	9	30	26	12
Variety of things to do.	16	9	28	33	14
Personal safety.	5	4	21	38	32
Number of information / education programs or materials.	26	15	39	16	5
Quality of information / education programs or materials.	25	13	37	20	5
Information specifically about conditions or hazards in the park.	14	8	23	37	18
Signs about directions within the park.	15	9	27	34	16
Signs about directions to the park.	14	9	24	34	19
Parking for vehicles.	2	2	11	45	40
Good value for the fee that I paid at the park.	2	2	18	41	38

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	4%	10%	50%	36%
Number of toilets / bathrooms.	1	6	16	50	26
Cleanliness / conditions of toilets / bathrooms.	2	6	18	50	24
Absence of litter.	0	2	11	51	37
Presence of park rangers / personnel.	<1	1	29	43	26
Courteousness of park rangers / personnel.	0	1	20	42	37
Number of park trails.	1	4	50	30	15
Condition / maintenance of park trails.	1	3	49	32	16
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	3	42	36	18
Facilities for groups to gather.	1	3	43	34	19
Variety of things to do.	1	3	37	41	19
Personal safety.	1	1	24	45	29
Number of information / education programs or materials.	<1	4	53	30	13
Quality of information / education programs or materials.	<1	4	53	31	12
Information specifically about conditions or hazards in the park.	<1	6	41	38	15
Signs about directions within the park.	1	3	38	41	18
Signs about directions to the park.	1	4	34	39	23
Parking for vehicles.	1	5	16	48	30
Good value for the fee that I paid at the park.	<1	3	20	40	38

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

26%	17%	15%	7%	9%	18%	5%	1%	2%
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 Mayer State Park? (circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	3%	3%	39%	37%	19%
Provide more opportunities for viewing wildlife.	2	2	45	38	13
Provide more group picnic areas.	4	6	38	38	14
Provide more opportunities for hiking.	2	6	48	34	10
Provide more paved trails.	6	15	48	24	7
Provide more trash cans.	2	3	30	47	18
Provide more recycling containers.	1	1	26	45	27
Provide more information / education about nature, history, or archeology.	2	4	49	34	11
Provide more programs led by park rangers.	5	12	61	18	4
Provide wireless internet access within the park.	12	11	33	24	20
Provide downloadable mobile phone applications.	12	11	53	16	8
Provide more enclosed shelters.	7	13	43	28	9
Improve maintenance or upkeep of facilities / services.	2	2	40	42	15
Require all dogs be kept on leash at all times.	10	12	27	21	30
Make the park more pet friendly.	7	11	38	29	15
Provide natural buffers to block views of development outside the park.	8	8	46	29	10
Restore it to historical conditions (e.g., replace non-native with native plants)	7	9	47	27	11
Limit the number of people allowed per day.	25	25	33	14	3
Limit the number of large groups allowed (e.g., no more than 10-20 people).	15	17	36	24	8
Close this park to all recreation / tourism activities.	63	10	19	6	2
Do not change anything / keep things as they are now.	4	4	29	37	25

16. Including yourself, how many people accompanied you at Mayer State Park on this trip? M=4.29 person(s)

17. Did anyone in your group have a disability?

90% No

10% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 8% Hearing 1% Sight 5% Walking
1% Learning 3% Other See report

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

- 80% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=87.05 miles(s)
- 2% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=43.00 miles(s)
- 8% Come back another time
- 4% Stayed home
- <1% Gone to work at my regular job
- 5% Something else (none of these)

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

- 93% My family's personal vehicle → how many total people were in the vehicle? M=2.69 person(s)
- 4% Somebody else's personal vehicle → how many total people were in the vehicle? M=2.79 person(s)
- 3% Other (write response) See report → how many total people were in the vehicle? M=3.0 person(s)

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

	Never		Sometimes		Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	42%	5%	26%	11%	17%
B. Social media internet websites (e.g., Facebook, Twitter).	70	7	13	6	4
C. Brochures.	60	11	21	6	3
D. Newspapers.	68	10	17	4	1
E. Magazines.	65	13	16	4	2
F. Books.	68	10	14	5	2
G. Television.	76	9	14	2	1
H. Videos / DVDs.	82	9	8	1	1
I. Radio.	74	10	12	3	1
J. Community organization or church.	80	9	9	2	1
K. Health care providers.	84	9	6	1	1
L. Work.	79	8	8	3	2
M. Friends or family members.	31	5	25	21	18
N. Highway signs.	38	6	26	19	11
O. Previous visit.	26	2	12	21	38
P. Other (write response) <u>See report</u>	58	4	14	4	19

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 Mayer State Park, were you able to find the information you needed? (**check ONE**)

- 95% Yes
- 5% 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 Mayer State Park. **Please round off to the nearest dollar.**

- Motel, lodge, cabin, B&B, other lodging: See report
- Camping: See report
- Restaurants and bars: See report
- Groceries: See report

Gasoline and oil: [See report](#)
 Park entry, parking, or recreation use fees: [See report](#)
 Recreation and equipment (guide fees, equipment rental): [See report](#)
 Souvenirs, clothing, and other miscellaneous: [See report](#)

24. Are you staying away from home within 30 miles of Mayer State Park on this trip? (**check ONE**)
 58% No
 42% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=12.69 night(s)

25. Are you: (**check ONE**) 53% Male 47% Female

26. How old are you? (**write response**) M=46.62 years old

27. Which of the following best describes you? (**check ONE**)
 89% White (Caucasian) 6% Hispanic / Latino 2% American Indian or Alaskan Native 1% Other (write response)
 1% Black / African American 3% Asian 0% Native Hawaiian or Pacific Islander [See report](#)

28. What language is spoken most often at your home? (**check ONE**)
 93% English 5% Spanish 1% Russian 2% Other (write response) [See report](#)

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**)
 4% Less than \$10,000 9% \$90,000 to \$109,999
 11% \$10,000 to \$29,999 5% \$110,000 to \$129,999
 13% \$30,000 to \$49,999 8% \$130,000 to \$149,999
 16% \$50,000 to \$69,999 4% \$150,000 to \$169,999
 14% \$70,000 to \$89,999 16% \$170,000 or more

Please tell us how we can improve Mayer State Park: [See report](#)

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