



Visitor Survey of Day-use Visitors at Rooster Rock State Park

Final Report

Terry Bergerson

Oregon Parks and Recreation Department

2012



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, Louis and Earleen Nelson, Ray Karnes, 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 September 2, 2012. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was $n = 349$ with a response rate of 77%. The sample size allows generalizations about the population of day users at Rooster Rock State Park at a margin of error of $\pm 5.2\%$ at the 95% confidence level.

Results

Personal and Visit Characteristics

- The most popular day-use activities at this park were hiking or walking (55%), picnicking or barbequing (53%), swimming / wading (40%), sightseeing (36%), and bird or wildlife watching (22%). The least popular activities were windsurfing (1%), kiteboarding (2%), horseshoes (3%), disc golf (4%), and using the off-leash dog area (4%).
- The most common main activity groups were people picnicking or barbequing (33%), using the nude beach (14%), walking or hiking (8%), and swimming / wading (7%). The least common activity groups were dog walking (1%), fishing (3%), boating (4%), and volleyball (4%).
- Day users spent an average of approximately five hours in the park. The majority (66%) of day users spent four to nine hours in the park, with only 17% spending one or two hours in the park.
- On average, day users traveled 66 miles from home to visit the park.
- In total, 75% of day-use respondents had visited this park before. Day use visitors had visited an average of nine times in the past 12 months with the highest proportions having made one trip (26%) and three to five trips (26%) to this park in the past year, while 57% had made one to five trips.
- Average group size of day-use visitors was approximately 11 people ($M=10.89$ people). The majority of day users (25%) visited in groups of five to ten people and two people (23%).
- Almost all day users arrived at the park in their family vehicle (88%), 10% came in someone else's vehicle, and two percent in another form of transportation. On average, there were 3.17 people in each family vehicle, 2.89 people in someone else's vehicle, and 2.00 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses, the average number of people per vehicle was 3.09.
- The majority (71%) 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 (55%) come back another time (15%), or stayed at home (15%).

Visitor Spending

- Most day-use visitors to the park (79%) are local visitors (living 30 miles or less from the park).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage (31%) of non-local day-use visitors reporting spending \$51-\$150 on their trip.
- Most day-users reported spending some money on park entry fees. Most non-local day use visitors also reported spending money on gasoline and oil.

Obtaining Information about the Parks

- Almost all day users (93%) were able to find the information they needed when planning their visit to this park, and the few (7%) who did not find it would like river level information, beach conditions information on a website, and a better map of the clothing optional area.
- The most heavily used sources of information by day users were previous visits (77% used sometimes or often), friends or family members (73%), highway signs (65%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 63%). The least used sources were health care providers (21%), videos or DVDs (24%), radio (28%), and newspapers (19%).
- Official internet websites were used by respondents (46%) as their first primary information source, followed by friends or family (25%), previous visits (9%), highway signs (5%), and brochures (29%).

Satisfaction with Experiences and Conditions

- Day users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 93%), cleanliness of toilets (91%), absence of litter (89%), courteousness of park rangers / personnel (86%), number of toilets (85%), and parking for vehicles (84%). The least important attributes were the amount and quality of educational information (42% and 45%), ease of movement / access (wheelchair, elderly, stroller; 56%), facilities for groups to gather (59%), and the number of park trails (65%).
- Overall satisfaction among day users was extremely high, as 92% were satisfied and almost no respondents (8%) were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (48%). The majority of day users were satisfied with most characteristics at Rooster Rock State Park. Day users were most satisfied with park cleanliness (90%), parking for vehicles (85%), absence of litter (83%), number of toilets / bathrooms (82%), and personal safety (83%). Users were least satisfied with the quality and amount of educational information (56% and 57%), information provided about conditions / hazards (63%), and ease of movement / access (68%). Most day users (94%) 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.
- 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 opportunities for escaping crowds (70%), more recycling containers (69%), opportunities for viewing wildlife (69%), more trash cans (69%), and require dogs be kept on leash at all times (65%). The least supported strategies were to close the park to all recreation/tourism activities (21%), limit the number of people allowed in the park per day (26%), limit the number of large groups allowed (36%), and provide more programs led by rangers (39%).

Sociodemographic Characteristics of Users

- There were a few more males (51%) than females (49%) day users at this park.
- The average age of respondents was 40 years old, and the largest proportions of users were 30 to 39 years old (26%) and 40 to 49 years old (23%).
- The average annual household income before taxes of respondents was \$55,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (22%). Day-use visitors to Rooster Rock 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; 76%) with many Hispanic / Latinos (10%), Asians (7%), Blacks / African Americans (4%) and some Native Hawaiian or Pacific Islanders (1%).
- Most day users (78%) considered English as the primary language in their homes, while some spoke Russian (10%) and Spanish (4%).
- Over 81% of day use visitors lived in Oregon, 14% resided in Washington State, 2% were from California, and 2% were from other locations. Among day users, 78% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 1% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, and <1% lived in the Coastal region of Oregon. No visitors lived in the Southern, Eastern, or Central regions of the state.
- 87% of day users said that nobody in their group had a disability, whereas 13% had at least one group member with a disability. The most common disability was associated with walking (10% of day users), while 4% of day users had a hearing disability, 1% had a sight disability, 1% had a learning disability, and 2% had some other form of disability.

Recommendations

Management Recommendations

- Most day users traveled to this park in their own vehicles (88%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Rooster Rock State Park day-use vehicles (3.09) 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 (92%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality and amount of educational information (56% and 57%) and information provided about conditions /

hazards (63%). 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; 68%). Given that over 11% of day-use visitors were over the age of 60 and 13% of day users had disabilities (10% 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 “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 70% 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 escaping crowds (70%), recycling containers (69%), opportunities for viewing wildlife (69%), trash cans (69%), and require dogs be kept on leash at all times (65%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (93%) were able to find the information they needed when planning their visit to Rooster Rock State Park. However, some visitors (7%) were not able to find all information needed. The most popular information needed was additional river level and beach conditions information on the park website, and a better map of the clothing optional area.
- A large proportion of day users (63%) depended on official internet websites as the primary source of obtaining information about state parks such as Rooster Rock 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.
- Since a high number of visitors reported Russian (10%) or Spanish (4%) as the primary language in their homes, managers may consider developing a one-page information sheet in English, Russian, and Spanish languages describing the recreation opportunities available at the park. This sheet could also be included on the park website.
- Appendix A is a listing of 136 verbatim open ended positive comments (32 comments, 1 page) and negative comments and suggestions for improvement of Rooster Rock State Park (104 comments, 4 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) improved trail system in park; (b) improved/more restrooms; (c) better beach areas for swimming (d) additional picnic tables; (e) provide showers near swimming areas; (f) more play areas for children; (g) dredge the boat channel; (h) more docks for swimming and boating; (i) and cleaner restrooms.

TABLE OF CONTENTS

Executive Summary ii

Table of Contents vi

List of Tables viii

List of Figures ix

Introduction and Objectives 1

Methods..... 1

 Onsite Survey of Day Users..... 1

 Sample Size and Response Rate 1

Results..... 2

 Personal and Visit Characteristics 2

 Activity Groups..... 2

 Duration of Visit 4

 Distance Traveled 4

 Previous Visitation..... 4

 Group Size 5

 Transportation to the Park..... 5

 Reasons for Visiting..... 6

 Alternatives to Visit 6

 Section Summary 7

 Visitor Spending 8

 Section Summary 10

 Obtaining Information about the Parks..... 10

 Section Summary 12

 Satisfaction with Experiences and Conditions..... 12

 Overall Satisfaction..... 12

 Satisfaction and Expectations with Specific Characteristics 13

 Importance – Performance Analysis..... 15

 Perceived Crowding..... 17

 Section Summary 18

 Attitudes about Management Strategies 18

 Section Summary 20

 Sociodemographic Characteristics of Users 20

| | |
|---|----|
| Section Summary | 23 |
| Recommendations | 24 |
| Management Recommendations | 24 |
| References | 26 |
| Appendix A. Open-Ended Comments | 27 |
| Appendix B. Questionnaires | 32 |
| Appendix C. Uncollapsed Percentages | 38 |

LIST OF TABLES

| | | |
|----|--|----|
| 1 | Sample size and response rate..... | 1 |
| 2 | Day-use recreation activities at the park..... | 3 |
| 3 | Primary day-use activities at the park..... | 3 |
| 4 | Duration of day user visit at the park..... | 4 |
| 5 | Day user distance traveled to the park..... | 4 |
| 6 | Day user previous visitation to the park..... | 4 |
| 7 | Day user number of previous visits to the park in the last 12 months..... | 5 |
| 8 | Day user group size at the park..... | 5 |
| 9 | Day user transportation to the park..... | 6 |
| 10 | Whether the park was day users main destination..... | 6 |
| 11 | Day user alternatives to park visit..... | 7 |
| 12 | Day users, local / non-local..... | 8 |
| 13 | Day users total spending, dollars per party per trip..... | 9 |
| 14 | Percent of day user party spending of any dollars in eight spending categories..... | 9 |
| 15 | Whether day users found the information needed..... | 10 |
| 16 | Day user use of information sources..... | 11 |
| 17 | Day user primary information source..... | 12 |
| 18 | Day user overall satisfaction..... | 13 |
| 19 | Day user specific expectations at the park..... | 13 |
| 20 | Day user specific satisfactions at the park..... | 14 |
| 21 | Day user likelihood of returning and satisfaction with the park facilities and environment..... | 17 |
| 22 | Day user perceptions of crowding..... | 17 |
| 23 | Day user attitudes about management at the park..... | 19 |
| 24 | Day user demographic characteristics..... | 21 |
| 25 | Day user language spoken most often at home..... | 22 |
| 26 | Day user location of residence..... | 22 |
| 27 | Day user disabilities..... | 23 |

LIST OF FIGURES

| | | |
|---|--|----|
| 1 | Importance-performance (I-P) analysis matrix | 15 |
| 2 | Importance-performance (I-P) analysis matrix for day users | 16 |

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 Rooster Rock State Park between July and September 2012. An on-site (face to face) survey method was used for day users. A respondent was only allowed one opportunity to complete a questionnaire.

Onsite Survey of Day Users

Day users 18 years of age and older who visited Rooster Rock State Park between July 4 and September 2, 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 $n = 349$ with an estimated total response rate of 70%.

Table 1. Sample size and response rate

| | Initial contacts | Completed surveys (n) | Response rate (%) |
|-----------|------------------|-----------------------|-------------------|
| Day Users | 498 | 349 | 70 |

The sample size allows generalizations about the population of day users at Rooster Rock State Park at a margin of error of $\pm 5.2\%$ at the 95% confidence level, which is in line with 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 Rooster Rock State Park on their most recent trip. Table 2 shows that the most popular activities at this park were hiking or walking (55%), picnicking or barbecuing (53%), swimming / wading (40%), sightseeing (36%), and bird or wildlife watching (22%). The least popular activities were windsurfing (1%), kiteboarding (2%), horseshoes (3%), disc golf (4%) and using the off-leash dog area (4%).

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Rooster Rock State Park. Table 3 shows that the most common primary activity groups were people picnicking or barbecuing (33%), using nude beach (14%), other (9%), walking or hiking (8%) and swimming / wading (7%). The least common activity groups were people dog walking (1%), fishing (3%), boating (motor, canoe, kayak) (4%), sightseeing (4%) and volleyball (4%).

Table 2. Day-use recreation activities at the park

| Activity | % Participating ^a |
|-------------------------------|------------------------------|
| Hiking or walking | 55 |
| Picnicking or barbequing | 53 |
| Swimming/wading | 40 |
| Sightseeing | 36 |
| Bird or wildlife watching | 22 |
| Volleyball | 21 |
| Using nude beach | 21 |
| Other ^b | 19 |
| Boating (motor, canoe, kayak) | 16 |
| Fishing | 13 |
| Running or jogging | 11 |
| Dog walking | 9 |
| Bicycling on local roads | 8 |
| Rafting | 4 |
| Off-leash dog area | 4 |
| Disc golf | 4 |
| Horse shoes | 3 |
| Kiteboarding | 2 |
| Windsurfing | 1 |

^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: baptisms, relaxing, using children’s playground, and sunbathing.

Table 3. Primary day-use activities at the park

| Activity | Day Users (%) |
|-------------------------------|---------------|
| Picnicking or barbequing | 33 |
| Using nude beach | 14 |
| Other | 9 |
| Walking or hiking | 8 |
| Swimming/wading | 7 |
| Volleyball | 4 |
| Sightseeing | 4 |
| Boating (motor, canoe, kayak) | 4 |
| Fishing | 3 |
| Dog walking | 1 |

Duration of Visit. Day users were asked to report how many *hours* they spent at Rooster Rock State Park on their recent trip. Table 4 shows that, on average, day users spent approximately five hours in the park (M=4.74 hours). The majority (66%) of day users spent from four to nine hours in the park, with only 17% spending one or two hours in the park.

Table 4. Duration of day user visit at the park

| | |
|----------------------|------|
| 1 hour | 5 |
| 2 hours | 12 |
| 3 hours | 13 |
| 4 to 5 hours | 38 |
| 6 to 9 hours | 28 |
| 10 or more hours | 4 |
| Mean / average hours | 4.74 |

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 79% of day-use visitors were local (driving 30 miles or less to reach the park), 13% originated 31 to 60 miles from the park, and 8% originated from 61 or more miles. Day users, on average, traveled approximately 66 miles to visit the park.

Table 5. Day user distance traveled to the park

| | |
|------------------|-------|
| 30 miles or less | 79 |
| 31 to 60 miles | 13 |
| 61 or more miles | 8 |
| Mean / average | 65.68 |

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

Previous Visitation. Users were asked if they had ever visited Rooster Rock State Park before their most recent trip. Table 6 shows that 75% of day-use respondents had visited this park before, whereas 25% had not visited previously.

Table 6. Day user previous visitation to the park

| | Day Users (%) |
|-----------------------------|---------------|
| Yes, visited park before | 75 |
| No, not visited park before | 25 |

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 9 times in the past 12 months with the highest proportions having made one trip (26%) and three to five trips (26%) to this park in the past year, while 57% had made one to five trips.

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

| | |
|----------------------|------|
| 0 Trips | 6 |
| 1 Trip | 26 |
| 2 Trips | 15 |
| 3 to 5 Trips | 26 |
| 6 to 12 Trips | 15 |
| 13 to 24 Trips | 5 |
| More than 24 Trips | 7 |
| Mean / average trips | 9.44 |

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

Group Size. Respondents were asked to report how many people, including themselves, accompanied them at Rooster Rock State Park on their most recent trip. Table 8 shows that the average day user group size was approximately 11 people ($M = 10.89$ people). Groups most commonly consisted of five to ten people (25%), and two people (23%).

Table 8. Day user group size at the park

| | |
|---------------------|-------|
| 1 Person (alone) | 16 |
| 2 People | 23 |
| 3 or 4 People | 14 |
| 5 to 10 People | 25 |
| 11 to 25 People | 12 |
| More than 25 People | 10 |
| Mean / average | 10.89 |

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

Transportation to the Park. Respondents were asked how they got to Rooster Rock 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 (88%), 10% arrived in somebody else’s vehicle, and 2% arrived in another form of transportation. On average, there were three people in each personal family vehicle and in somebody else’s vehicle and two people in other vehicles. When combining

personal, other and somebody else’s vehicle responses, the average number of people per vehicle was 3.09.

Table 9. Day users transportation to the park

| | Day Users (%) |
|---|---------------|
| My family’s personal vehicle ^a | 88 |
| Other ^b | 2 |
| Somebody else’s personal vehicle ^c | 10 |

^a Number of people in vehicle: mean / average = 3.17 (1-4 people = 73%).

^b Number of people in vehicle: mean / average = 2.00 (1-2 people = 86%).

^c Number of people in vehicle: mean / average = 2.89 (1-4 people = 82%).

Reasons for Visiting. Day users were asked if this park was the main reason for their trip. Table 10 shows that 71% 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 | 71 |
| Primarily for recreation – main destination was not this park | 9 |
| Primarily for business, family, or other reasons – park was side trip | 14 |
| Some other reason | 6 |

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to Rooster Rock 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 (55%), come back another time (15%), or stay at home (15%).

Table 11. Day user alternatives to park visit

| | Day Users (%) |
|---|---------------|
| Gone somewhere else for same activity ^a | 55 |
| Gone somewhere else for a different activity ^b | 6 |
| Come back another time | 15 |
| Stayed home | 15 |
| Gone to work at my regular job | 2 |
| Something else (none of these) | 7 |

^a If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 31.84 miles.

^b If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 29.62 miles.

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

- The most popular day-use activities at this park were hiking or walking (55%), picnicking or barbequing (53%), swimming / wading (40%), sightseeing (36%), and bird or wildlife watching (22%). The least popular activities were windsurfing (1%), kiteboarding (2%), horseshoes (3%), disc golf (4%), and using the off-leash dog area (4%).
- The most common main activity groups were people picnicking or barbequing (33%), using the nude beach (14%), walking or hiking (8%), and swimming / wading (7%). The least common activity groups were dog walking (1%), fishing (3%), boating (4%), and volleyball (4%).
- Day users spent an average of approximately five hours in the park. The majority (66%) of day users spent four to nine hours in the park, with only 17% spending one or two hours in the park.
- On average, day users traveled 66 miles from home to visit the park.
- In total, 75% of day-use respondents had visited this park before. Day use visitors had visited an average of nine times in the past 12 months with the highest proportions having made one trip (26%) and three to five trips (26%) to this park in the past year, while 57% had made one to five trips.
- Average group size of day-use visitors was approximately 11 people (M=10.89 people). The majority of day users (25%) visited in groups of five to ten people and two people (23%).

- Almost all day users arrived at the park in their family vehicle (88%), 10% came in someone else’s vehicle, and two percent in another form of transportation. On average, there were 3.17 people in each family vehicle, 2.89 people in someone else’s vehicle, and 2.00 people in other types of vehicles. When combining personal, somebody else’s, and other vehicle responses, the average number of people per vehicle was 3.09.
- The majority (71%) 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 (55%) come back another time (15%), or stayed at home (15%).

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 Rooster Rock 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. 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 local (living 30 miles or less from the park) visitors (79%).

Table 12. Day users, local / non-local

| | Day Users (%) |
|-----------|---------------|
| Local | 79 |
| Non-Local | 21 |

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 (34%) reported spending \$1-\$25. For non-local day-use visitors, the highest percentage (31%) reported spending \$51-\$150 on their trip.

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

| | Local | Non-Local |
|----------------|-------|-----------|
| Spent no money | 4 | 10 |
| \$1 - \$25 | 34 | 16 |
| \$26 - \$50 | 21 | 18 |
| \$51 - \$150 | 32 | 31 |
| \$151 - \$350 | 9 | 22 |
| \$351 - \$550 | 0 | 3 |

Table 14 includes the proportion of day-use visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local day-use visitors, most reported spending some money on park entry fees (52%). In addition to park entry fees (57%), a large proportion of non-local day use visitors also reported spending money on gasoline and oil (74%).

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 | 9 | 15 |
| Camping | 10 | 10 |
| Restaurants and bars | 15 | 25 |
| Groceries | 39 | 38 |
| Gasoline and oil | 48 | 54 |
| Park entry, parking, or recreation use fees | 52 | 57 |
| Recreation and equipment (guide fees, equipment rental) | 7 | 8 |
| Souvenirs, clothing, and other miscellaneous | 6 | 10 |

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

- Most day-use visitors to the park (79%) are local visitors (living 30 miles or less from the park).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage (31%) of non-local day-use visitors reporting spending \$51-\$150 on their trip.
- Most day-users reported spending some money on park entry fees. Most non-local day use visitors also reported spending money on gasoline and oil.

Obtaining Information about the Parks

The questionnaire contained several questions examining how day users obtained information about state parks such as Rooster Rock State Park and whether they were able to obtain the information they needed. Table 15 shows that almost all day users (93%) were able to find the information they needed when planning their visit to this state park, and the few (7%) who did not find the information they needed would like river level information, beach conditions on website and a better map of the clothing optional area.

Table 15. Whether day users found the information needed

| | Day Users (%) |
|--|---------------|
| Yes, found the information needed | 93 |
| No, did not find the information needed ^a | 7 |

^a The most popular information needed was: river level information, beach conditions on website, and better map of clothing optional area.

Table 16. Day user use of information sources ^a

| | Day Users (%) |
|--|---------------|
| Previous visit | 77 |
| Friends / family | 73 |
| Highway signs | 65 |
| Official internet websites (OPRD) | 63 |
| Other ^b | 45 |
| Brochures | 38 |
| Social media websites | 38 |
| Community organizations (Church, etc.) | 33 |
| Books | 32 |
| Magazines | 31 |
| Television | 30 |
| Work | 30 |
| Newspapers | 29 |
| Radio | 28 |
| Videos / DVDs | 24 |
| Health care providers | 21 |

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

^b The most popular “other” sources were: map of Columbia Gorge and self knowledge.

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 Rooster Rock State Park. Table 16 shows that the most heavily used sources of information by day users were previous visits (77% used sometimes or often), friends or family members (73%), highway signs (65%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 63%). The least used sources were health care providers (21%), videos or DVDs (24%), radio (28%), and newspapers (29%).

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 Rooster Rock State Park. Table 17 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by almost half (45%) of respondents as the first primary information source, followed by friends or family (19%), previous visits (7%), highway signs (3%), and community organizations (3%). Few people used other sources when obtaining information.

Table 17. Day user primary information sources

| | Day Users (%) |
|--|---------------|
| Official internet websites (OPRD) | 45 |
| Friends / family | 19 |
| Previous visit | 7 |
| Other ^b | 4 |
| Highway signs | 3 |
| Community organizations (Church, etc.) | 3 |
| Social media | 2 |
| Brochures | 2 |
| Television | 1 |
| Books | 1 |
| Videos / DVDs | 1 |

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

- Almost all day users (93%) were able to find the information they needed when planning their visit to this park, and the few (7%) who did not find it would like river level information, beach conditions information on a website, and a better map of the clothing optional area.
- The most heavily used sources of information by day users were previous visits (77% used sometimes or often), friends or family members (73%), highway signs (65%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 63%). The least used sources were health care providers (21%), videos or DVDs (24%), radio (28%), and newspapers (19%).
- Official internet websites were used by respondents (46%) as their first primary information source, followed by friends or family (25%), previous visits (9%), highway signs (5%), and brochures (29%).

Satisfaction with Experiences and Conditions

Overall Satisfaction. Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Rooster Rock State Park?” Table 18 shows that overall satisfaction was extremely high, as 92% were satisfied and almost no respondents (8%) were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (48%).

Table 18. Day user overall satisfaction

| | Day Users (%) |
|-------------------------|---------------|
| Very Satisfied | 48 |
| Satisfied | 44 |
| Dissatisfied or Neutral | 8 |

Satisfaction and Expectations with Specific Characteristics. Although almost all day users were satisfied with their overall visit at Rooster Rock 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 Rooster Rock 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) | 93 |
| Cleanliness of toilets / bathrooms | 91 |
| Absence of litter | 89 |
| Courteousness of rangers / personnel | 86 |
| Number of toilets / bathrooms | 85 |
| Parking for vehicles | 84 |
| Personal safety | 83 |
| Good value for fee paid at the park | 83 |
| Signs with directions <i>in</i> the park | 74 |
| Condition / maintenance of trails | 72 |
| Signs with directions <i>to</i> the park | 72 |
| Information about conditions / hazards | 71 |
| Variety of things to do | 69 |
| Presence of park rangers / personnel | 69 |
| Number of park trails | 65 |
| Facilities for groups to gather | 59 |
| Ease of movement / access (wheelchair, elderly, stroller) | 56 |
| Quality of educational information | 45 |
| Amount of educational information | 42 |

^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; 93%), cleanliness of toilets (91%), absence of litter (89%), courteousness of park rangers / personnel (86%), good value for fee paid at the park (83%), number of toilets

(85%), parking for vehicles (84%), and personal safety (83%). The least important attributes were the amount and quality of educational information (42% and 45%), ease of movement / access (56%), facilities for groups to gather (59%), and number of park trails (65%).

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

| | Day Users (%) ^a |
|---|----------------------------|
| Cleanliness of park (graffiti, lawns) | 90 |
| Parking for vehicles | 85 |
| Absence of litter | 83 |
| Number of toilets / bathrooms | 82 |
| Personal safety | 83 |
| Courteousness of rangers / personnel | 82 |
| Cleanliness of toilets / bathrooms | 79 |
| Good value for fee paid at the park | 78 |
| Signs with directions <i>to</i> the park | 78 |
| Presence of park rangers / personnel | 78 |
| Variety of things to do | 77 |
| Signs with directions <i>in</i> the park | 73 |
| Condition / maintenance of trails | 72 |
| Number of park trails | 71 |
| Facilities for groups to gather | 70 |
| Ease of movement / access (wheelchair, elderly, stroller) | 68 |
| Information about conditions / hazards | 63 |
| Amount of educational information | 57 |
| Quality of educational information | 56 |

^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 all of these characteristics at Rooster Rock State Park. Day users were most satisfied with park cleanliness (90%), parking for vehicles (85%), absence of litter (83%), number of toilets / bathrooms (82%), personal safety (83%), and the courteousness of park rangers / personnel (82%). Users were least satisfied with the quality and amount of educational information (56% to 57%) and information available about conditions / hazards (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

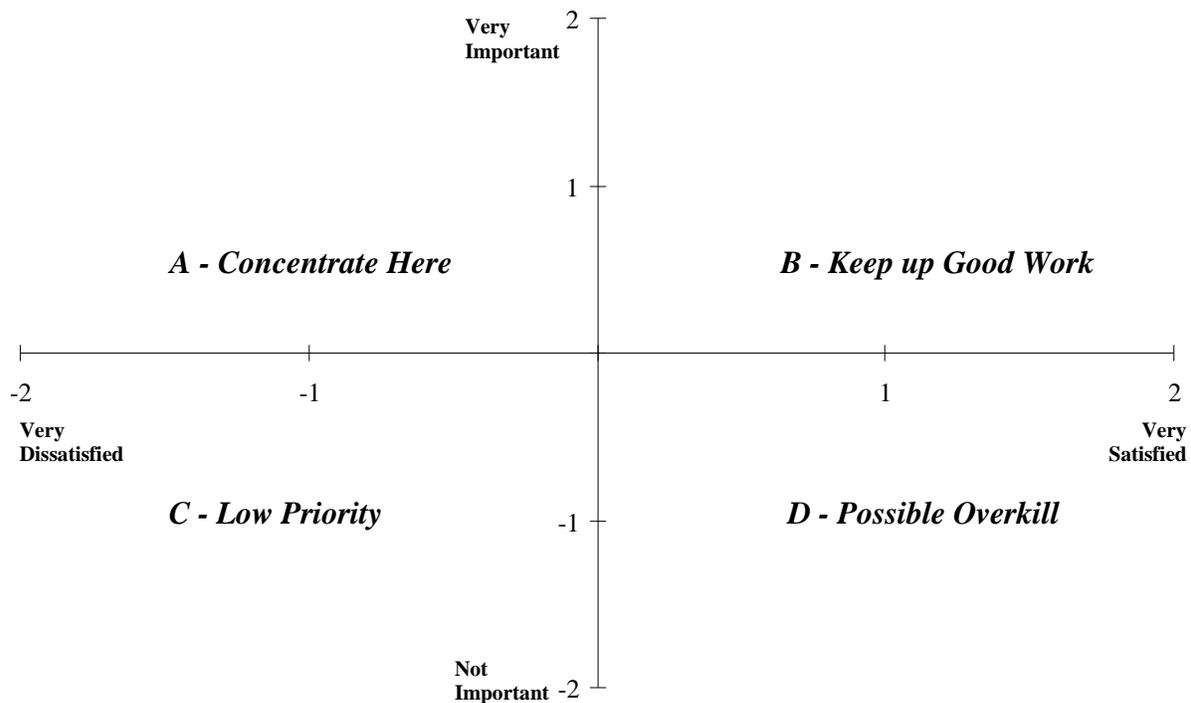


Figure 2. Importance-performance (I-P) analysis matrix for *day users*

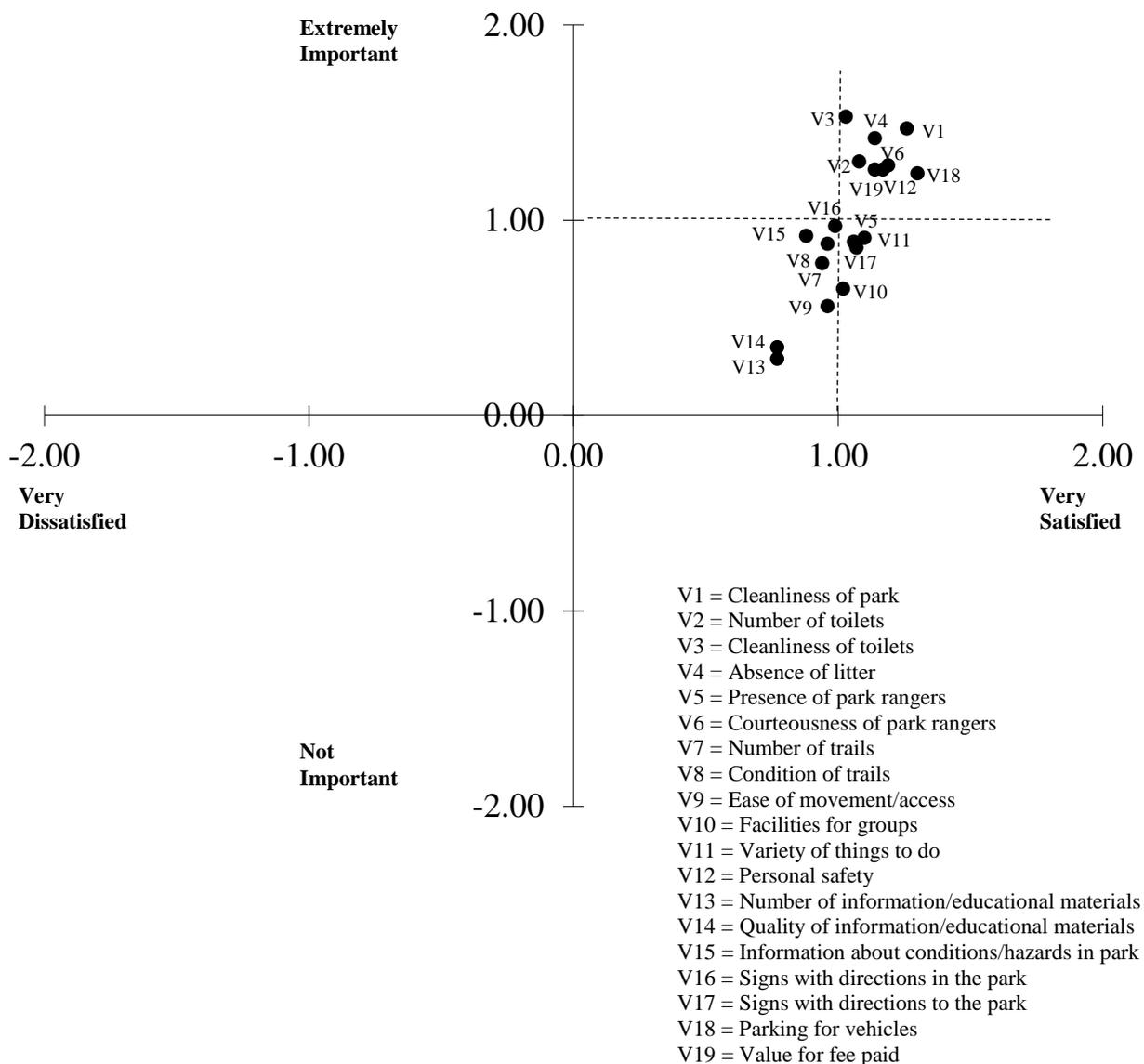


Figure 2 is the I-P matrix for day users at Rooster Rock State Park. The matrix shows that all of the attributes were in the “keep up the good work” quadrant, indicating that day users thought that park staff were doing a good job managing conditions and experiences at the park. For this state park visitor 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 Rooster Rock State Park.

Respondents were asked several additional questions about their satisfaction with Rooster Rock 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 (93%) and somewhat high satisfaction with facilities and services (85%), and fees at the park (73%). 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 | 93 |
| Satisfaction with facilities and services ^a | 85 |
| Satisfaction with fee paid ^a | 73 |
| 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 | 3.34 |
| Reported feeling crowded | 55 |

^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 55% of day users having felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day use areas can be considered “high normal” where visitation is probably not greater than carrying capacity but may be tending in that direction. Crowding should be studied if increased use is expected, allowing management to anticipate problems.

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

- Day users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 93%), cleanliness of toilets (91%), absence of litter (89%), courteousness of park rangers / personnel (86%), number of toilets (85%), and parking for vehicles (84%). The least important attributes were the amount and quality of educational information (42% and 45%), ease of movement / access (wheelchair, elderly, stroller; 56%), facilities for groups to gather (59%), and the number of park trails (65%).
- Overall satisfaction among day users was extremely high, as 92% were satisfied and almost no respondents (8%) were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (48%). The majority of day users were satisfied with most characteristics at Rooster Rock State Park. Day users were most satisfied with park cleanliness (90%), parking for vehicles (85%), absence of litter (83%), number of toilets / bathrooms (82%), and personal safety (83%). Users were least satisfied with the quality and amount of educational information (56% and 57%), information provided about conditions / hazards (63%), and ease of movement / access (68%). Most day users (94%) 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.
- 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 opportunities for escaping crowds (70%), more recycling containers (69%), more opportunities for viewing wildlife (69%), more trash cans (69%), and require dogs be kept on leash at all times (65%). The least supported strategies were to close the park to all recreation/tourism activities (21%), limit the number of people allowed in the park per day

(26%), limit the number of large groups allowed (36%), and provide more programs led by rangers (39%).

Table 23. Day user attitudes about management at the park

| | Day Users (%) ^a |
|---|----------------------------|
| More opportunities for escaping crowds | 70 |
| More recycling containers | 69 |
| More opportunities for viewing wildlife | 69 |
| More trash cans | 69 |
| Require dogs be kept on leash at all times | 65 |
| More opportunities for hiking | 63 |
| Better maintenance / upkeep of facilities | 62 |
| More info / education (nature, history) | 56 |
| Do not change anything / keep as is | 56 |
| More group picnic areas | 56 |
| Restore to historical conditions | 54 |
| Wireless internet access in park | 54 |
| More enclosed shelters | 53 |
| Natural buffers block view of development | 52 |
| More paved trails | 52 |
| Make park more pet friendly | 46 |
| Downloadable mobile phone applications | 43 |
| More programs led by rangers | 39 |
| Limit the number of large groups allowed | 36 |
| Limit the number of people allowed per day | 26 |
| Close park to all recreation/tourism activities | 21 |

^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 opportunities for escaping crowds (70%), more recycling containers (69%), opportunities for viewing wildlife (69%), more trash cans (69%), and require dogs be kept on leash at all times (65%). The least supported strategies were to close the park to all recreation/tourism activities (21%), limit the number of people allowed in the park per day (26%), limit the number of large groups allowed (36%), and provide more programs led by rangers (39%).

Sociodemographic Characteristics of Users

Table 24 shows demographic characteristics of day users. There were more male (51%) than female (49%) day users at Rooster Rock State Park. The average age of respondents was 40 years old, and the largest proportions of users were 30 to 39 years old (26%) and 40 to 49 years old (23%). Most respondents were white (i.e., Caucasian; 76%) with many Hispanic / Latinos (10%), Asian Americans (7%), Blacks / African Americans (4%), Other (3%), and some Native Hawaiian or Pacific Islanders (1%). The average annual household income before taxes of respondents was \$55,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (22%). Day-use visitors to Rooster Rock State Park 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 (78%) considered English as the primary language in their homes, while some spoke Russian (10%) and Spanish (4%). Other languages spoken in their homes included Ukrainian, Romanian and Vietnamese.

Table 24. Day user demographic characteristics

| | Day Users (%) ^a |
|--|----------------------------|
| Gender | |
| Male | 51 |
| Female | 49 |
| Age | |
| Less than 20 years old | 6 |
| 20 – 29 years | 20 |
| 30 – 39 years | 26 |
| 40 – 49 years | 23 |
| 50 – 59 years | 15 |
| 60 – 69 years | 8 |
| 70 – 79 years | 2 |
| 80+ years old | 1 |
| Average age (mean years) | 40.17 |
| Household income (before taxes) | |
| Less than \$10,000 | 7 |
| \$10,000 – \$29,999 | 16 |
| \$30,000 – \$49,999 | 20 |
| \$50,000 – \$69,999 | 22 |
| \$70,000 – \$89,999 | 12 |
| \$90,000 – \$109,999 | 7 |
| \$110,000 – \$129,999 | 4 |
| \$130,000 – \$149,999 | 5 |
| \$150,000 – \$169,999 | 2 |
| \$170,000 or more | 5 |
| Average income (mean dollars) | 55,000 |
| Ethnicity | |
| White (Caucasian) | 76 |
| Hispanic / Latino | 10 |
| Asian | 7 |
| Black / African American | 4 |
| Other | 3 |
| Native Hawaiian or Pacific Islander | 1 |
| American Indian / Alaska Native | - |

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

Table 25. Day user language spoken most often at home

| | Day Users (%) |
|--------------------|---------------|
| English | 78 |
| Russian | 10 |
| Other ^a | 8 |
| Spanish | 4 |

^a The most reported “other” languages were: Ukrainian, Romanian, and Vietnamese.

Table 26 shows that 81% of day use visitors lived in Oregon, 14% resided in Washington State, 2% were from California, and 2% were other locations. Among day users, 78% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 1% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, and <1% lived in the Coastal region of Oregon. No visitors lived in the Southern, Eastern, or Central regions of the state.

Table 26. Day user location of residence

| | Day Users (%) |
|---------------------|---------------|
| Country | |
| USA | 98 |
| Germany | 1 |
| England | <1 |
| Japan | <1 |
| Netherlands | <1 |
| State | |
| Oregon ^a | 81 |
| Washington | 14 |
| California | 2 |
| Other | 3 |

^a The largest percentage of day users were from the Portland Metro region (78%), whereas 1% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, <1% resided in the Coastal region. No visitors lived in the Southern, Eastern or Central regions of the state.

Table 27 shows that 87% of day users said that nobody in their group had a disability, whereas 13% had at least one group member with a disability. The most common disability was associated with walking (10% of day users), while 4% of day users had a hearing disability, 1% had a sight disability, 1% had a learning disability, and 2% had some other form of disability.

Table 27. Day user disabilities

| | Day Users (%) |
|---------------------|---------------|
| Disability in group | |
| No | 87 |
| Yes ^a | 13 |

^a Types of disabilities: walking = 10%, hearing = 4%, learning = 1%, sight = 1%, other = 2%

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

- There were a few more males (51%) than females (49%) day users at this park.
- The average age of respondents was 40 years old, and the largest proportions of users were 30 to 39 years old (26%) and 40 to 49 years old (23%).
- The average annual household income before taxes of respondents was \$55,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (22%). Day-use visitors to Rooster Rock 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; 76%) with many Hispanic / Latinos (10%), Asians (7%), Blacks / African Americans (4%) and some Native Hawaiian or Pacific Islanders (1%).
- Most day users (78%) considered English as the primary language in their homes, while some spoke Russian (10%) and Spanish (4%).
- Over 81% of day use visitors lived in Oregon, 14% resided in Washington State, 2% were from California, and 2% were from other locations. Among day users, 78% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 1% resided in the Willamette Valley region, 1% resided in the Mt. Hood / Gorge region, and <1% lived in the Coastal region of Oregon. No visitors lived in the Southern, Eastern, or Central regions of the state.
- 87% of day users said that nobody in their group had a disability, whereas 13% had at least one group member with a disability. The most common disability was associated with walking (10% of day users), while 4% of day users had a hearing disability, 1% had a sight disability, 1% had a learning disability, and 2% 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 Rooster Rock State Park:

- Most day users traveled to this park in their own vehicles (88%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Rooster Rock State Park day-use vehicles (3.09) 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 (92%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality and amount of educational information (56% and 57%) and information provided about conditions / hazards (63%). 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; 68%). Given that over 11% of day-use visitors were over the age of 60 and 13% of day users had disabilities (10% 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 “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 70% 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 escaping crowds (70%), recycling containers (69%), opportunities for viewing wildlife (69%), trash cans (69%), and require dogs be kept on leash at all times (65%). Managers may want to consider some or all of these strategies.

- Almost all park visitors (93%) were able to find the information they needed when planning their visit to Rooster Rock State Park. However, some visitors (7%) were not able to find all information needed. The most popular information needed was additional river level and beach conditions information on the park website, and a better map of the clothing optional area.
- A large proportion of day users (63%) depended on official internet websites as the primary source of obtaining information about state parks such as Rooster Rock 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.
- Since a high number of visitors reported Russian (10%) or Spanish (4%) as the primary language in their homes, managers may consider developing a one-page information sheet in English, Russian, and Spanish languages describing the recreation opportunities available at the park. This sheet could also be included on the park website.
- Appendix A is a listing of 136 verbatim open ended positive comments (32 comments, 1 page) and negative comments and suggestions for improvement of Rooster Rock State Park (104 comments, 4 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) improved trail system in park; (b) improved/more restrooms; (c) better beach areas for swimming (d) additional picnic tables; (e) provide showers near swimming areas; (f) more play areas for children; (g) dredge the boat channel; (h) more docks for swimming and boating; (i) and cleaner restrooms.

REFERENCES

- Bruyere, B. L., Rodriguez, D. A., & Vaske, J. J. (2002). Enhancing importance – performance analysis through segmentation. *Journal of Travel and Tourism Marketing*, 12, 81-95.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*. Hillsdale, NJ: Erlbaum.
- Manning, R. E. (2010). *Studies in outdoor recreation: Search and research for satisfaction* (3rd ed.). Corvallis, OR: Oregon State University Press.
- Mitra, A., & Lankford, S. (1999). *Research methods in park, recreation, and leisure services*. Champaign, IL: Sagamore.
- Needham, M. D., & Rollins, R. (2009). Social science, conservation, and protected areas theory. In P. Dearden & R. Rollins (Eds.), *Parks and protected areas in Canada: Planning and management* (3rd ed.) (pp. 135-168). Don Mills, ON: Oxford University Press.
- Needham, M. D., Rollins, R. B., & Wood, C. J. B. (2004). Site-specific encounters, norms and crowding of summer visitors at alpine ski areas. *International Journal of Tourism Research*, 6, 421-437.
- Shelby, B., Vaske, J. J., & Heberlein, T.A. (1989). Comparative analysis of crowding in multiple locations: Results from fifteen years of research. *Leisure Sciences*, 11, 269-291.
- Vaske, J. J. (2008). *Survey research and analysis: Applications in parks, recreation and human dimensions*. State College, PA: Venture.
- Vaske, J. J., & Donnelly, M. P. (2002). Generalizing the encounter-norm-crowding relationship. *Leisure Sciences*, 24, 255-270.
- Vaske, J. J., & Shelby, L. B. (2008). Crowding as a descriptive indicator and an evaluative standard: Results from 30 years of research. *Leisure Sciences*, 30, 111-126.

APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- Doing a great job.
- Doing great.
- Enjoyed our time in the park.
- Everything is great
- Fine, as is. Sometimes on summer weekends, too crowded - people in the roads.
- Great place. Keep it up
- I don't really know what there would be to improved. I think the park is great.
- I don't visit enough to give an informed opinion - looks like you're doing pretty good to me.
- I love your park
- I think we feel it was perfect. If this is our only taste of oregon state parks, we will certainly be back in the future. All our senses have been pleased.
- Improve nice pretty
- It is great
- It is great as it is. I come here every day when it is sunny and warm.
- It is wonderful already, we really enjoy it. The best park. Keep up the great work. God bless you.
- It was perfect for a picnic spot - that's all we needed.
- It was very great, loved it.
- Just keep up the good work, and keep it clean.
- Keep up the good work.
- Leave it as is! Perfect. Beautiful. Come here for the nude beach! Please keep it!! Thank you!!!
- Like the park
- Love it!
- Love Rooster Rock
- Nice park
- Park is great
- Park is well accommodated with bathroom on each corner parking lot which is good.
- Thanks
- The park is very nice with good trails, clean bathrooms and friendly staff and people.
- This is a lovely picnic/day park, unbelievable scenery of the river. Doesn't seem over crowded/has well-planned capacity. thanks
- This park is great just the way it is. Thank you
- Very satisfied with it as it is
- We enjoyed the fresh air by the river. We're thankful for a wonderful state park. Thank you
- We love this park, very happy to be back although bummed the beach is gone right now!

Negative Comments and / or Issues for Improvement

- A dock on the North shore for picnickers to get on floating devices/kayaks etc. or small boats to pull in to drop off or pick up family members or for fishing.
- Add more holes for disc golf
- Add more separate gazebos/group picnic areas. Add more trashcans. Clean the park in the morning before 8 am. Paint table surfaces and remove moss/ferns on them.
- Add wireless internet, provide more shelters.
- Advertise the star lite nights. More barbecues. More open picnic tables please. I mean what is the fee for
- Allow camping
- Allow parking behind boat trailers and allow dogs on beach
- Basketball hoops
- Beach friendly area for kids
- Better bathrooms
- Better trail to beach
- Boats, canoes, sky boats for rental.
- Build a beach or place where swimming is possible. Also keep the park grills nice and clean and sanitized. Thanks. Please keep the Russians out please.
- Camping sites
- Charge out of state extra. They should not pay the same as Oregon residents.
- Clean trash, have a doc, rope swing, less rocks in water, boat rental, green grass
- Cleaner (no littering), more docks, waterslide, rope swing, less rocks in the water, boat rental, greener grass, more bathrooms
- Cleaner bathrooms
- Create more fire pits along with more benches. Create volleyball nets for activities.
- Cut grass. Benches more clean.
- Disability accessible areas activity. Restrooms for families. Dog poop bags. Vending/fishing store.
- Disposable containers in each stall of the restrooms in all the park restrooms.
- Do not allow dogs
- Dock access. More benches
- Dog friendly beach access
- Dredge
- Dredge out the boat ramp late in summer
- Dredge boat ramp, Put lines on boat ramp
- During my visit (on 08-26-12) they were leveling Buffalo Trail to make it easier to traverse. I would like to have seen that done earlier in the summer.
- Easier access to nude beach. More security for nude beach - park rangers for safety concerns. Designated fishing areas - hooks are a concern with bare feet. Perhaps swimming docks when water is too high to reach the beach.
- Fee is too expensive and no privacy.
- Fenced in dog area
- Get a basketball court
- Get rid of the nudes that think they own the place. Give tickets to all cars parked in trailer spots. Dredge the channel.
- Girls bathroom often has no soap

- Have a host at entrance, a customer service area with brochure, maps of rooster rock and things to do here. This is our first time here and we were all very satisfied with the location and friendliness of staff. thanks
- Have mirrors in bathroom!
- Have more activities and some enclosed areas. Also cleaner bathrooms.
- Have more play stuff for kids.
- I am not pleased with existence of nude park
- I liked the newly raised sand on Dragon fly trail - it would be helpful for there to be a wide, sandy trail to the water/beach during the time of year when the water is too high to reach the beach by Dragon fly. Using the higher trail from the bathrooms east, to the end & beach by taller trees east.
- I think the state should provide a designated shower facility on, or near, the nude beach.
- If anything maybe providing more swim steps to access water. Lastly, maybe limit the use of loudspeakers from large gathering areas. I don't think the whole park needs to hear what large gatherings are doing.
- Illuminate the nude beach. And owners clean after their dogs. Thank you very much, we love this park.
- Improve access to clothing optional beach. Add or create areas for nude sunbathing when the water levels are too high for accessing Sand Island. More patrols for improper/illegal behavior at the clothing optional beach. Add a portable toilet in the clothing optional area at the bottom of the ramp and at the beach (seasonal).
- Improve boat ramp and dredge canal so boat launch can be used in low water
- Improve the boat launch. Help protect the clothing optional beach/rights
- Improve trails
- Improved trails, elevated walkways, bridges over flooded areas.
- Internet access (WiFi). Shelter. More parks (water parks)(swings). Cleaner bathroom stalls. Basketball hoop. Boat renting place. More activities. Security guards. New benches
- It would be nice to add a path in the "b" area like in the "c" area.
- Keep it clean
- Keep it cleaner.
- Keep it simple. More tourist activity means more responsibility for the park.
- Keep jet skis away from fishing areas
- Keep trails primitive, people created in nude are. Don't like the machine cut trails.
- Keep/expand nude beach. Be sure to keep it natural. I hate all park development (regardless of use). Water volume/pressure so low in drinking fountains you have to suck on the pipe to use. They should provide water one can drink - turn them up.
- Lower water levels - need a beach
- Make a dog off leash area by the beach
- Make better access to the water. Add showers to restrooms.
- More bathrooms, dressing area
- More benches are sitting
- More disc golf
- More freedom with pets.
- More info about the park trails, I'm only aware of one of them. When there's a beach, make sure dogs are on a leash.
- More nature trails for ability to see wildlife.
- More nicer beaches for nude sunbathing

- More paved walk ways. Cleaner bathrooms. More tables. More cover areas.
- More picnic table, more bathrooms.
- More picnic tables. Play area for kids. Water fountains.
- More play grounds for kids and tables
- More recycling bins, garbage cans and cold drinking water. Otherwise, it's perfect.
- More restrooms, playground, water playground for kids; playground with sand. Bigger restrooms, more playgrounds.
- More shaded picnic tables along waterfront
- More water fountain
- Move gravel on wet paths
- Need more restrooms for the females.
- Need picnic tables. More playgrounds
- One question: why is a major restroom still locked on July 4? First time visit. We just arrived, so have yet to experience the day.
- Overnight camping area. More bathrooms with shower.
- People need to pick up litter on beaches
- Place the next free-standing sign on Sand Island midway between the two other signs. It should be 2-way (facing north and south) so that boaters can see that the area is clothing optional. Find a way to get the rangers out to Sand Island more frequently. They need to step off the boat and walk the beach. Any new clothing optional signs should be 4 inches lettering as a minimum. The official free standing signs have 2 inch letters and you have to be too close in order to read the information. Consider making a new trail that veers west from Buffalo and is all within the clothing side. Kiteboarders and non-nudists would appreciate this. Have a shower or perhaps just a hose at the beginning of the c/o section so that we can rinse the mud off before putting our clothes and shoes back on. Put a sign at the west end of the park at the boat launch stating the rules for sand island and the east end of the park. Get rid of the green cards from the AANR. Over half of the language on that card is about indecent exposure. It should have a more positive message about different user groups getting along. Keep the phone numbers. Charge more for park entry and season pass. The fee is very low and you can use the money. Consider allowing fires and camping on Sand Island. People do it anyway. Charge a fee for camping? Issue tickets when people break the rules. Get licensed so you can issue tickets.
- Please have more tables, we had a hard time get in them, they were reserved almost all.
- Please make this park a smoke free zone. Thank you very much.
- Please supervise the jet skiers and boaters that do not respect the no-wake zone. Big problem.
- Provide areas specifically for bank or dock fishing, or allow only non-motorized watercraft. Require that people take their (expletive deleted) speedboats on the Willamette (Portland waterfront) to impress their hipster friends. Perhaps rent canoes/kayaks to encourage people to pursue quieter forms of recreation that will bring them closer to nature.
- Remove aquatic plants from swimming area
- Remove tress/scrub from area going into river on east end. Allow some nude usage above beach. Portable restroom on beach. More picnic tables in summer on beach front by cliff.
- Showers, even if it's just some outside hose
- Soccer field and basketball courts. A little lake to swim.
- Suggest planting native plants in all parking strips to give more of an enclosed in wildlife feeling

- Survey should be written in other languages.
- The bathrooms are not very clean and small. No mirror
- The beaches are muddy and often inaccessible - need more maintenance. Remember whole families are here, children will be present even in the clothing optional areas.
- The only thing would be more swimming stairs, or other entry points to water for swimming from day use main lot.
- They did not accept our northwest parks pass at the gate.
- Toilets & restrooms
- Too expensive for park. I think should charge like Washington Parks do \$3.00. It's family park. We don't appreciate nude beach. Safe for kids.
- Trail fix up and clean tables
- Water grass, small food shack, lower entry fee tp \$3.00
- Would like opportunities to do bon fires. Ice cream shop would be a nice plus.
- Would like to see clothing optional beach allow pets as long as on leash. Took my dog down by accident one time and he loved it.
- You know sometimes you have just leave things alone, not complicate thing. Just do your job and leave things mostly as is. Folks will learn to do with what they have. Save your \$; it's all about nature and family activities and to get off the road and maybe have some fun if everyone will live and let die. Take it from and old SOB. The more you try to improve or control things the more complicated thing get. Keep it simple and let be. Just clean the restrooms better, clean the water, land from oil, litter. Help the critters and people live healthy. But, you do none of these. So why should I bother. You have showed me that in the past. Your native.
- Zip line to Crown Point

APPENDIX B: QUESTIONNAIRE

Day Visitor Experiences and Perceptions at Rooster Rock 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 Rooster Rock 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 Rooster Rock 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 Rooster Rock State Park on this trip? (write number) _____ hour(s)

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

| | | |
|--|---|---|
| <input type="checkbox"/> A. Hiking or walking | <input type="checkbox"/> H. Volleyball | <input type="checkbox"/> N. Fishing |
| <input type="checkbox"/> B. Dog walking | <input type="checkbox"/> I. Sightseeing | <input type="checkbox"/> O. Boating (motor, canoe, kayak) |
| <input type="checkbox"/> C. Running or jogging | <input type="checkbox"/> J. Picnicking or barbecuing | <input type="checkbox"/> P. Rafting |
| <input type="checkbox"/> D. Bicycling on local roads | <input type="checkbox"/> K. Bird or wildlife watching | <input type="checkbox"/> Q. Windsurfing |
| <input type="checkbox"/> E. Disc golf | <input type="checkbox"/> L. Using nude beach | <input type="checkbox"/> R. Kiteboarding |
| <input type="checkbox"/> F. Horseshoes | <input type="checkbox"/> M. Swimming/ wading | <input type="checkbox"/> S. Other (write response) _____ |
| <input type="checkbox"/> G. Exercise dog at off-leash area | | _____ |

4. From activities in Question 3 above, what ONE primary activity did you do at Rooster Rock 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 Rooster Rock State Park? (check ONE)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

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

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

11. How unlikely or likely are you to return to Rooster Rock 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 Rooster Rock 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 Rooster Rock 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 Rooster Rock 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 Rooster Rock 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 Rooster Rock 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)**
- Walking Hearing Sight
- Learning Other
- _____

18. If you had NOT been able to go to Rooster Rock 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 Rooster Rock 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 Rooster Rock 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 Rooster Rock 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 Rooster Rock 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 Rooster Rock 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**)

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

Please tell us how we can improve Rooster Rock State Park:

APPENDIX C: UNCOLLAPSED PERCENTAGES

Day Visitor Experiences and Perceptions at Rooster Rock 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 Rooster Rock 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 Rooster Rock State Park? (check **ONE**)
 - 25% No
 - 75% Yes → if yes, how many day trips have you made to this park in the past 12 months? (write number) M=9.44 trip(s)

2. How many hours did you spend at Rooster Rock State Park on this trip? (write number) M=4.74 hour(s)

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

| | | |
|---|---|---|
| 55% A. Hiking or walking | 21% H. Volleyball | 13% N. Fishing |
| 9% B. Dog walking | 36% I. Sightseeing | 16% O. Boating (motor, canoe, kayak) |
| 11% C. Running or jogging | 53% J. Picnicking or barbecuing | 4% P. Rafting |
| 8% D. Bicycling on local roads | 22% K. Bird or wildlife watching | 1% Q. Windsurfing |
| 4% E. Disc golf | 24% L. Using nude beach | 2% R. Kiteboarding |
| 3% F. Horseshoes | 40% M. Swimming/ wading | 19% S. Other (write response) _____ |
| 4% G. Exercise dog at off-leash area | | _____ |

4. From activities in Question 3 above, what **ONE primary activity** did you do at Rooster Rock 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**)
 - 71% Primarily for recreation – this park was my main destination
 - 9% Primarily for recreation – my main destination was NOT this park
 - 14% Primarily for business, family, or other reasons – this park was a side trip
 - 6% Some other reason

6. About how far from your home did you travel to get to this park? (write number of miles) M=65.68 mile(s)

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

| | | | | |
|----------------------|-----------------|------------|---------------|--------------------|
| 4% Very Dissatisfied | 1% Dissatisfied | 3% Neither | 44% Satisfied | 48% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|

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

| | | | | |
|----------------------|-----------------|------------|---------------|--------------------|
| 3% Very Dissatisfied | 1% Dissatisfied | 3% Neither | 45% Satisfied | 49% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|

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

| | | | | |
|----------------------|-----------------|-------------|---------------|--------------------|
| 2% Very Dissatisfied | 3% Dissatisfied | 10% Neither | 54% Satisfied | 31% Very Satisfied |
|----------------------|-----------------|-------------|---------------|--------------------|

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

| | | | | |
|----------------------|-----------------|-------------|---------------|--------------------|
| 4% Very Dissatisfied | 5% Dissatisfied | 19% Neither | 44% Satisfied | 28% Very Satisfied |
|----------------------|-----------------|-------------|---------------|--------------------|

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

| | | | | |
|------------------|-------------|------------|------------|-----------------|
| 2% Very Unlikely | 1% Unlikely | 3% Neither | 38% Likely | 56% Very Likely |
|------------------|-------------|------------|------------|-----------------|

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

| | Not Important | | Neither | | Extremely Important |
|--|---------------|----|---------|-----|---------------------|
| Overall cleanliness of park (e.g., graffiti, lawn care). | 1% | 1% | 5% | 36% | 57% |
| Number of toilets / bathrooms. | 2 | 3 | 11 | 34 | 51 |
| Cleanliness / conditions of toilets / bathrooms. | 1 | 1 | 7 | 30 | 61 |
| Absence of litter. | 1 | 3 | 8 | 32 | 57 |
| Presence of park rangers / personnel. | 3 | 5 | 23 | 39 | 31 |
| Courteousness of park rangers / personnel. | 1 | 3 | 10 | 40 | 46 |
| Number of park trails. | 4 | 5 | 26 | 40 | 26 |
| Condition / maintenance of park trails. | 4 | 3 | 21 | 44 | 28 |
| Ease of movement or access (e.g., wheelchair, elderly, baby stroller). | 10 | 8 | 26 | 28 | 28 |
| Facilities for groups to gather. | 7 | 7 | 27 | 30 | 28 |
| Variety of things to do. | 4 | 4 | 23 | 38 | 30 |
| Personal safety. | 2 | 2 | 13 | 33 | 50 |
| Number of information / education programs or materials. | 9 | 11 | 38 | 26 | 17 |
| Quality of information / education programs or materials. | 9 | 10 | 36 | 28 | 17 |
| Information specifically about conditions or hazards in the park. | 3 | 5 | 21 | 41 | 31 |
| Signs about directions within the park. | 3 | 3 | 20 | 43 | 32 |
| Signs about directions to the park. | 4 | 4 | 21 | 41 | 30 |
| Parking for vehicles. | 1 | 3 | 12 | 39 | 45 |
| Good value for the fee that I paid at the park. | 1 | 1 | 14 | 37 | 46 |

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

| | Very Dissatisfied | Dissatisfied | Neither | Satisfied | Very Satisfied |
|---|-------------------|--------------|---------|-----------|----------------|
| Overall cleanliness of park (e.g., graffiti, lawn care). | 0% | 2% | 8% | 52% | 38% |
| Number of toilets / bathrooms. | 1 | 5 | 13 | 49 | 33 |
| Cleanliness / conditions of toilets / bathrooms. | 2 | 5 | 14 | 45 | 34 |
| Absence of litter. | 1 | 2 | 14 | 48 | 35 |
| Presence of park rangers / personnel. | 1 | 1 | 20 | 46 | 32 |
| Courteousness of park rangers / personnel. | 1 | 1 | 17 | 45 | 37 |
| Number of park trails. | 1 | 2 | 26 | 46 | 25 |
| Condition / maintenance of park trails. | 1 | 2 | 26 | 45 | 27 |
| Ease of movement or access (e.g., wheelchair, elderly, stroller). | 1 | 2 | 30 | 36 | 32 |
| Facilities for groups to gather. | 1 | 1 | 29 | 37 | 33 |
| Variety of things to do. | 1 | 1 | 22 | 45 | 32 |
| Personal safety. | 0 | 1 | 16 | 45 | 38 |
| Number of information / education programs or materials. | 1 | 2 | 40 | 33 | 24 |
| Quality of information / education programs or materials. | 1 | 3 | 40 | 32 | 25 |
| Information specifically about conditions or hazards in the park. | 2 | 2 | 33 | 33 | 31 |
| Signs about directions within the park. | 1 | 3 | 24 | 42 | 31 |
| Signs about directions to the park. | 1 | 2 | 20 | 42 | 36 |
| Parking for vehicles. | 1 | 2 | 13 | 38 | 47 |
| Good value for the fee that I paid at the park. | 1 | 4 | 17 | 37 | 42 |

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

| | | | | | | | | |
|--------------------|-----|------------------|----|-----|--------------------|----|-------------------|----|
| 33% | 13% | 12% | 7% | 12% | 18% | 3% | 2% | 1% |
| Not at all Crowded | | Slightly Crowded | | | Moderately Crowded | | Extremely Crowded | |

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

| | Strongly Oppose | Oppose | Neither | Support | Strongly Support |
|---|-----------------|--------|---------|---------|------------------|
| Provide more opportunities for escaping crowds of people. | 1% | 2% | 27% | 39% | 31% |
| Provide more opportunities for viewing wildlife. | 1 | 2 | 29 | 39 | 30 |
| Provide more group picnic areas. | 2 | 4 | 37 | 32 | 25 |
| Provide more opportunities for hiking. | 1 | 3 | 32 | 40 | 24 |
| Provide more paved trails. | 5 | 5 | 38 | 30 | 21 |
| Provide more trash cans. | 1 | 2 | 28 | 37 | 32 |
| Provide more recycling containers. | 1 | 2 | 28 | 37 | 33 |
| Provide more information / education about nature, history, or archeology. | 1 | 3 | 39 | 34 | 22 |
| Provide more programs led by park rangers. | 3 | 9 | 49 | 26 | 14 |
| Provide wireless internet access within the park. | 10 | 6 | 30 | 26 | 29 |
| Provide downloadable mobile phone applications. | 8 | 10 | 39 | 20 | 23 |
| Provide more enclosed shelters. | 5 | 7 | 36 | 32 | 21 |
| Improve maintenance or upkeep of facilities / services. | 1 | 2 | 35 | 36 | 26 |
| Require all dogs be kept on leash at all times. | 7 | 5 | 23 | 25 | 39 |
| Make the park more pet friendly. | 12 | 6 | 36 | 23 | 23 |
| Provide natural buffers to block views of development outside the park. | 3 | 4 | 40 | 31 | 22 |
| Restore it to historical conditions (e.g., replace non-native with native plants) | 2 | 5 | 39 | 28 | 26 |
| Limit the number of people allowed per day. | 16 | 16 | 42 | 16 | 10 |
| Limit the number of large groups allowed (e.g., no more than 10-20 people). | 13 | 15 | 36 | 22 | 14 |
| Close this park to all recreation / tourism activities. | 40 | 15 | 25 | 11 | 10 |
| Do not change anything / keep things as they are now. | 4 | 3 | 37 | 29 | 27 |

16. Including yourself, how many people accompanied you at Rooster Rock State Park on this trip? M=10.89 person(s)

17. Did anyone in your group have a disability?

87% No

13% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 4% Hearing 1% Sight 10% Walking
1% Learning 2% Other See report

18. If you had NOT been able to go to Rooster Rock State Park for this visit, what would you have done? (**check ONE**)
- 55% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=31.84 miles(s)
 - 6% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=29.62 miles(s)
 - 15% Come back another time
 - 15% Stayed home
 - 2% Gone to work at my regular job
 - 7% Something else (none of these)

19. How did you get to Rooster Rock State Park on this trip? (**check ONE**)
- 88% My family's personal vehicle → how many total people were in the vehicle? M=3.17 person(s)
 - 10% Somebody else's personal vehicle → how many total people were in the vehicle? M=2.89 person(s)
 - 2% Other (write response) _____
 _____ → how many total people were in the vehicle? M=2.00 person(s)

20. When you were thinking about visiting an Oregon State Park such as Rooster Rock 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). | 23% | 4% | 17% |
| B. Social media internet websites (e.g., Facebook, Twitter). | 51% | 11% | 8% |
| C. Brochures. | 49% | 13% | 3% |
| D. Newspapers. | 59% | 12% | 2% |
| E. Magazines. | 57% | 12% | 3% |
| F. Books. | 39% | 9% | 2% |
| G. Television. | 60% | 11% | 4% |
| H. Videos / DVDs. | 65% | 12% | 3% |
| I. Radio. | 60% | 12% | 4% |
| J. Community organization or church. | 57% | 10% | 10% |
| K. Health care providers. | 68% | 11% | 3% |
| L. Work. | 63% | 8% | 4% |
| M. Friends or family members. | 22% | 5% | 30% |
| N. Highway signs. | 27% | 8% | 19% |
| O. Previous visit. | 19% | 4% | 41% |
| P. Other (write response) _____ | 49% | 6% | 14% |

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

93% Yes

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

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 Rooster Rock 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 Rooster Rock State Park on this trip? (**check ONE**)

82% No
 18% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=4.47 night(s)

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

26. How old are you? (**write response**) M=40.17 years old

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

76% White (Caucasian) 10%Hispanic / Latino 0% American Indian or Alaskan Native 3% Other (write response)
 4% Black / African American 7% Asian 1% Native Hawaiian or Pacific Islander See report

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

78% English 4% Spanish 10% Russian 8% 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**)

| | |
|--------------------------|---------------------------|
| 7% Less than \$10,000 | 7% \$90,000 to \$109,999 |
| 16% \$10,000 to \$29,999 | 4% \$110,000 to \$129,999 |
| 20% \$30,000 to \$49,999 | 5% \$130,000 to \$149,999 |
| 22% \$50,000 to \$69,999 | 2% \$150,000 to \$169,999 |
| 12% \$70,000 to \$89,999 | 5% \$170,000 or more |

Please tell us how we can improve Rooster Rock State Park:

See report

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