



Visitor Survey of Day-use Visitors at Vista House at Crown Point

Final Report

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Nature
HISTORY
Discovery

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EXECUTIVE SUMMARY

Objectives

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

Methods

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 4 and August 19, 2012. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was $n = 474$ with a response rate of 59%. The sample size allows generalizations about the population of day users at Vista House at Crown Point at a margin of error of $\pm 4.5\%$ at the 95% confidence level.

Results

Personal and Visit Characteristics

- The most popular day-use activities at this park were sightseeing (78%), visiting historic sites (62%), and visiting the nature / visitor center (46%). The least popular activities were attending ranger-led programs (2%) bicycling on local roads (8%), and picnicking (8%).
- The most common main activity groups were people sightseeing (78%) and visiting historic sites (8%). The least common activity groups were people attending ranger-led programs (<1), and picnicking (1%).
- Day users spent an average of approximately 39 minutes in the park. The majority (96%) of day users spent one hour or less in the park, with most spending between 21 and 40 minutes in the park.
- On average, day users traveled 811 miles from home to visit the park.
- In total, 46% of day-use respondents had visited this park before. Day users had visited an average of three times in the past 12 months with the highest proportions having made no trips (32%) and one trip (26%) to this park in the past year, while 93% had made one to five trips.
- Average group size of day-use visitors was approximately four people ($M=4.09$ people). The majority of day users (40%) visited in groups of three to four people and two people (25%).
- Most day users arrived at the park in their family vehicle (69%), 12% came in someone else's vehicle, and 20% in another form of transportation. Almost all respondents arriving in other vehicles were in rental vehicles and some by motorcycle and bicycle. On average, there were 3.35 people in each family vehicle, 5.32 people in someone else's vehicle, and 4.24 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses the average number of people per vehicle was 4.05.
- Only 30% 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 (32%), come back another time (28%), or done something else (18%).

Visitor Spending

- Most day-use visitors to the park (70%) are non-local visitors (living more than 30 miles from the park).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage of non-local visitors (33%) reporting spending \$51-\$150 and \$151-\$350 (29%) on their trip.
- Most day use visitors reported spending money on restaurants and bars and gasoline and oil.

Obtaining Information about the Parks

- Almost all day users (98%) were able to find the information they needed when planning their visit to this park, and the few (2%) who did not find it would like a park mailing address online for use with their navigation system and better road signs.
- The most heavily used sources of information by day users were friends or family members (78% used sometimes or often), official internet websites (e.g., Oregon State Parks, Travel Oregon; 78%), highway signs (76%), brochures (68%), and previous visits (65%). The least used sources were health care providers (19%), community organizations (25%), videos or DVDs (22%), and work (26%).
- Official internet websites were used by respondents (56%) as their first primary information source, followed by friends or family (13%), brochures (8%), previous visits (4%), books (3%), and other sources (3%).

Satisfaction with Experiences and Conditions

- Day users considered the most important characteristics the park's absence of litter (96%), cleanliness (e.g., lawn care, lack of graffiti; 94%), cleanliness of toilets (93%), courteousness of rangers / personnel (88%), parking for vehicles (86%), and signs with directions in the park (86%). The least important attributes were facilities for groups to gather (51%), variety of things to do (63%), ease of movement / access (67%), and amount of educational information (69%).
- Overall satisfaction among day users was extremely high, as 95% were satisfied and almost no respondents (5%) were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (66%). The majority of day users were satisfied with all characteristics at Vista House at Crown Point. Day users were most satisfied with park cleanliness (96%), absence of litter (95%), courteousness of park rangers / personnel (93%), personal safety (91%), number of toilets / bathrooms (91%), and the cleanliness of toilets / bathrooms (91%). Users were least satisfied with the facilities for groups to gather (73%), information about conditions / hazards (78%), amount of educational information (82%), and variety of things to do (82%). Most day users (86%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- Approximately 82% of day users felt crowded at the park. These results suggest that crowding at the day use areas can be considered "greatly overcapacity" where it is generally necessary to manage for high-density recreation. In such areas, a crowding

problem has typically been identified. Studies and management are necessary to preserve experiences.

Attitudes about Management Strategies

- Day users most strongly supported management strategies that would provide more opportunities for viewing wildlife (75%), more information / education (nature, history; 75%), require dogs be kept on leash at all times (74%), and restore to historical conditions (71%). 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 (29%), provide wireless internet access in the park (35%), and provide downloadable mobile phone applications (40%).

Sociodemographic Characteristics of Users

- There were a few more females (55%) than males (45%) day users at this park.
- The average age of respondents was 51 years old, and the largest proportions of users were 50 to 59 years old (25%) and 60 to 69 years old (21%).
- The average annual household income before taxes of respondents was \$75,400, and the largest proportion of users had incomes from \$50,000 to \$69,999 (15%), \$70,000 to \$89,999 (15%), and \$90,000 to \$109,999 (15%). Day-use visitors to Vista House at Crown Point 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; 84%) with some Hispanic / Latinos (6%), Asians (5%), Other (2%), Blacks / African Americans (1%), Native Hawaiian or Pacific Islanders (1%), and American Indian / Alaska Natives (1%).
- Most day users (98%) considered English as the primary language in their homes, while some spoke other languages (2%), and Spanish (1%).
- Over 39% of day use visitors lived in Oregon, 27% resided in other states, 13% resided in Washington State, 12% were from California, 2% were from Texas, 2% were from Florida, and 2% were from Ohio. Among day users, 32% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 4% resided in the Willamette Valley region, 1% resided in the Central region, 1% lived in the Southern region, <1% resided in the Eastern region, <1% lived in the Coastal region, and <1% resided in the Mt. Hood / Gorge region of Oregon.
- 81% of day users said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. The most common disability was associated with walking (17% of day users), while 3% of day users had a hearing disability, 2% had a sight disability, 1% had a learning disability, and 3% had some other form of disability.

Recommendations

Management Recommendations

- Most day users traveled to this park in their own vehicles (69%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Vista House at Crown Point day-use vehicles (4.05) was slightly higher 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 (95%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (73%), information about conditions / hazards (78%), amount of educational information (82%), and variety of things to do (82%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- The results suggest that crowding at day-use areas is “greatly overcapacity” where it is generally necessary to manage for high-density recreation. In such areas, a crowding problem has typically been identified. Monitoring and management of park use levels is needed, especially given that 63% of park users supported the provision of more opportunities for escaping crowds.
- Day user visitors most strongly supported strategies that would provide more opportunities for viewing wildlife (75%), more information / education (nature, history; 75%), require dogs be kept on leash at all times (74%), and restore to historical conditions (71%). Managers may want to consider some or all of these strategies.
- A large proportion of day users (56%) depended on official internet websites as the primary source of obtaining information about state parks such as Vista House at Crown Point. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Appendix A is a listing of 129 verbatim open ended positive comments (64 comments, 2 page) and negative comments and suggestions for improvement of Vista House at Crown Point (65 comments, 2 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) not changing anything; (b) keeping park clean; (c) longer hours; and (d) more historical information.

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INTRODUCTION AND OBJECTIVES

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

METHODS

Data were obtained from a questionnaire (see Appendix B) administered to a randomly selected sample of day users at Vista House at Crown Point between July and August 2012. An on-site (face to face) survey method was used for day users. A respondent was only allowed one opportunity to complete a questionnaire.

Onsite Survey of Day Users

Day users 18 years of age and older who visited Vista House at Crown Point between July 4 and August 19, 2012 were approached in person (face to face) and asked to complete the six page questionnaire onsite at this park. Day users were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire. A number of volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

Sample Size and Response Rate

As shown in Table 1, the total number of completed questionnaires was $n = 474$ with an estimated total response rate of 59%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	801	474	59

The sample size allows generalizations about the population of day users at Vista House at Crown Point at a margin of error of $\pm 4.5\%$ at the 95% confidence level, which is in better than the conventional standard of $\pm 5\%$ that has been widely accepted and adopted in recreation and tourism research (Mitra & Lankford, 1995; Vaske, 2008).

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

RESULTS

Personal and Visit Characteristics

Activity Groups. The questionnaire asked respondents to check all of the activities in which they participated at Vista House at Crown Point on their most recent trip. Table 2 shows that the most popular activities at this park were sightseeing (78%), visiting historic sites (62%), and visiting the nature / visitor center (46%). The least popular activities were attending ranger-led programs (2%) bicycling on local roads (8%), and picnicking (8%).

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Vista House at Crown Point. Table 3 shows that the most common primary activity groups were people sightseeing (78%) and visiting historic sites (8%). The least common activity groups were people attending ranger-led programs (<1), and picnicking (1%).

Table 2. Day-use recreation activities at the park

Activity	% Participating ^a
Sightseeing	90
Visiting historic sites	62
Visiting nature / visitor center	46
Picnicking	13
Other ^b	8
Bicycling on local roads	8
Ranger-led programs	2

^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: hiking, motorcycling, camping, using the restroom, and photography.

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Sightseeing	78
Visiting historic sites	8
Bicycling on local roads	6
Visiting nature / visitor center	5
Other	3
Picnicking	1
Ranger-led programs	<1

Duration of Visit. Day users were asked to report how many *minutes* they spent at Vista House at Crown Point on their recent trip. Table 4 shows that, on average, day users spent approximately 39 minutes in the park (M=38.93 minutes). The majority (96%) of day users spent one hour or less in the park, with most spending between 21 and 40 minutes in the park (41%).

Table 4. Duration of day user visit at the park

1 to 20 minutes	25
21 to 40 minutes	41
41 to 60 minutes	30
61 or more minutes	4
Mean / average minutes	38.93

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 70% of day-use visitors were non-local (driving

more than 30 miles to reach the park), 15% originated 31 to 60 miles from the park, and 55% originated from 61 or more miles. Day users, on average, traveled approximately 811 miles to visit the park.

Table 5. Day user distance traveled to the park

30 miles or less	30
31 to 60 miles	15
61 or more miles	55
Mean / average	810.55

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

Previous Visitation. Users were asked if they had ever visited Vista House at Crown Point before their most recent trip. Table 6 shows that 46% of day-use respondents had visited this park before, whereas 54% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	46
No, not visited park before	54

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that day users had visited an average of three times in the past 12 months with the highest proportions having made no trips (32%) and one trip (26%) to this park in the past year, while 93% had made one to five trips.

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

0 Trips	32
1 Trip	26
2 Trips	19
3 to 5 Trips	16
6 to 12 Trips	4
13 to 24 Trips	2
More than 24 Trips	1
Mean / average trips	3.29

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

Group Size. Respondents were asked to report how many people, including themselves, accompanied them at Vista House at Crown Point on their most recent trip. Table 8 shows that the average day user group size was approximately four people ($M = 4.09$ people). Groups most commonly consisted of three to four people (40%) and two people (25%).

Table 8. Day user group size at the park

1 Person (alone)	10
2 People	25
3 or 4 People	40
5 to 10 People	20
11 to 25 People	4
More than 25 People	1
Mean / average	4.09

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

Bringing Dogs to the Park. The questionnaires asked day users if they or anyone else in their group brought dog(s) with them to Vista House at Crown Point. Table 9 shows that 92% of day users did not bring dogs with them and 8% brought dogs.

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

	Day Users (%)
No, did not bring dog(s)	92
Yes, brought dog(s)	8

Transportation to the Park. Respondents were asked how they got to Vista House at Crown Point on their most recent trip. Table 10 shows most day users arrived at the park in their family's personal vehicle (69%), 12% arrived in somebody else's vehicle, and 20% arrived in another form of transportation. Almost all respondents arriving in other vehicles were in rental vehicles and some by motorcycle and bicycle. On average, there were 3.35 people in each family vehicle, 5.32 people in someone else's vehicle, and 4.24 people in other types of vehicles. When combining personal, other and somebody else's vehicle responses the average number of people per vehicle was 4.05.

Table 10. Day users transportation to the park

	Day Users (%)
My family's personal vehicle ^a	69
Other ^b	20
Somebody else's personal vehicle ^c	12

^a Number of people in vehicle: mean / average = 3.35 (1-4 people = 85%).

^b Number of people in vehicle: mean / average = 4.24 (1-4 people = 85%).

^c Number of people in vehicle: mean / average = 5.32 (1-4 people = 76%).

Reasons for Visiting. Day users were asked if this park was the main reason for their trip. Table 11 shows that 30% of day users considered this park their main reason for the trip.

Table 11. Whether the park was day users main destination

	Day Users (%)
Primarily for recreation – this park was main destination	30
Primarily for recreation – main destination was not this park	49
Primarily for business, family, or other reasons – park was side trip	17
Some other reason	4

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to Vista House at Crown Point for this visit. As shown in Table 12, 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 (32%), come back another time (28%), or done something else (18%).

Table 12. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity ^a	32
Gone somewhere else for a different activity ^b	17
Come back another time	28
Stayed home	5
Gone to work at my regular job	1
Something else (none of these)	18

^a If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 283.59 miles.

^b If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 173.76 miles.

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

- The most popular day-use activities at this park were sightseeing (78%), visiting historic sites (62%), and visiting the nature / visitor center (46%). The least popular activities were attending ranger-led programs (2%) bicycling on local roads (8%), and picnicking (8%).
- The most common main activity groups were people sightseeing (78%) and visiting historic sites (8%). The least common activity groups were people attending ranger-led programs (<1), and picnicking (1%).
- Day users spent an average of approximately 39 minutes in the park. The majority (96%) of day users spent one hour or less in the park, with most spending between 21 and 40 minutes in the park.
- On average, day users traveled 811 miles from home to visit the park.
- In total, 46% of day-use respondents had visited this park before. Day users had visited an average of three times in the past 12 months with the highest proportions having made no trips (32%) and one trip (26%) to this park in the past year, while 93% had made one to five trips.
- Average group size of day-use visitors was approximately four people (M=4.09 people). The majority of day users (40%) visited in groups of three to four people and two people (25%).
- Most day users arrived at the park in their family vehicle (69%), 12% came in someone else's vehicle, and 20% in another form of transportation. Almost all respondents arriving in other vehicles were in rental vehicles and some by motorcycle and bicycle. On average, there were 3.35 people in each family vehicle, 5.32 people in someone else's vehicle, and 4.24 people in other types of vehicles. When combining personal, somebody else's, and other vehicle responses the average number of people per vehicle was 4.05.
- Only 30% 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 (32%), come back another time (28%), or done something else (18%).

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 Vista House at Crown Point 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 13 includes the percentages of all park day users that are local and non-local visitors. Most day users to the park are non-local (living more than 30 miles from the park) visitors (70%).

Table 13. Day users, local / non-local

	Day Users (%)
Local	30
Non-Local	70

Table 14 shows the proportion of total spending for local and non-local day-use visitors and reported on a party trip basis. For local day-use visitors, the highest percentage reported spending \$51-\$150 (34%) and \$1-\$25 (27%) on their trip. For non-local day-use visitors, the highest percentage (33%) reported spending \$51-\$150 and \$151-\$350 (29%) on their trip.

Table 14. Day user total spending, dollars per party per trip

	Local	Non-Local
Spent no money	0	0
\$1 - \$25	27	8
\$26 - \$50	20	18
\$51 - \$150	34	33
\$151 - \$350	18	29
\$351 - \$550	1	12

Table 15 includes the proportion of day-use visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local day-use visitors, most reported spending some money on gasoline and oil (48%) and at restaurants and bars (45%). A large proportion of non-local day use visitors also reported spending money on restaurants and bars (62%) and gasoline and oil (58%).

Table 15. 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	8	34
Camping	6	8
Restaurants and bars	45	62
Groceries	13	30
Gasoline and oil	48	58
Park entry, parking, or recreation use fees	18	21
Recreation and equipment (guide fees, equipment rental)	4	6
Souvenirs, clothing, and other miscellaneous	39	44

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

- Most day-use visitors to the park (70%) are non-local visitors (living more than 30 miles from the park).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage of non-local visitors (33%) reporting spending \$51-\$150 and \$151-\$350 (29%) on their trip.
- Most day use visitors reported spending money on restaurants and bars and gasoline and oil.

Obtaining Information about the Parks

The questionnaire contained several questions examining how day users obtained information about state parks such as Vista House at Crown Point and whether they were able to obtain the information they needed. Table 16 shows that almost all day users (98%) were able to find the information they needed when planning their visit to this state park, and the few (2%) who did not find the information they needed reported needing a park mailing address online for use with their navigation system and better road signs.

Table 16. Whether day users found the information needed

	Day Users (%)
Yes, found the information needed	98
No, did not find the information needed ^a	2

^a The most popular information needed was: a park mailing address for use with navigation system and better road signs.

Table 17. Day user use of information sources ^a

	Day Users (%)
Friends / family	78
Official internet websites (OPRD)	78
Highway signs	76
Brochures	68
Previous visit	65
Books	57
Magazines	53
Newspapers	46
Social media websites	44
Other ^b	44
Television	37
Radio	29
Work	26
Videos / DVDs	26
Community organizations (Church, etc.)	25
Health care providers	19

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

^b The most popular “other” sources were: materials from AAA, just driving by, and a park volunteer.

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 Vista House at Crown Point. Table 17 shows that the most heavily

used sources of information by day users were friends or family members (78% used sometimes or often), official internet websites (e.g., Oregon State Parks, Travel Oregon; 78%), highway signs (76%), brochures (68%), and previous visits (65%). The least used sources were health care providers (19%), community organizations (25%), videos or DVDs (26%), and work (26%).

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 Vista House at Crown Point. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by over half (56%) of respondents as the first primary information source, followed by friends or family (13%), brochures (8%), previous visits (4%), books (3%), and other (3%). Few people used other sources when obtaining information.

Table 18. Day user primary information sources

	Day Users (%)
Official internet websites (OPRD)	56
Friends / family	13
Brochures	8
Previous visit	4
Books	3
Other ^b	3
Highway signs	2
Social media	2
Television	2
Newspapers	1
Radio	1
Magazines	1
Work	<1
Videos / DVDs	<1

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

- Almost all day users (98%) were able to find the information they needed when planning their visit to this park, and the few (2%) who did not find it would like a park mailing address online for use with their navigation system and better road signs.
- The most heavily used sources of information by day users were friends or family members (78% used sometimes or often), official internet websites (e.g., Oregon State Parks, Travel Oregon; 78%), highway signs (76%), brochures (68%), and previous visits (65%). The least used sources were health care providers (19%), community organizations (25%), videos or DVDs (22%), and work (26%).
- Official internet websites were used by respondents (56%) as their first primary information source, followed by friends or family (13%), brochures (8%), previous visits (4%), books (3%), and other sources (3%).

Satisfaction with Experiences and Conditions

Overall Satisfaction. Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Vista House at Crown Point?” Table 19 shows that overall satisfaction was extremely high, as 95% were satisfied and almost no respondents (5%) were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (66%).

Table 19. Day user overall satisfaction

	Day Users (%)
Very Satisfied	66
Satisfied	29
Dissatisfied or Neutral	5

Satisfaction and Expectations with Specific Characteristics. Although almost all day users were satisfied with their overall visit at Vista House at Crown Point, 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 Vista House at Crown Point were *important* to their visit (e.g., absence of litter, personal safety, signs, parking). Then, respondents reported their *satisfaction* of these same attributes at this park to measure *performance* of these attributes.

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

	Day Users (%) ^a
Absence of litter	96
Cleanliness of park (graffiti, lawns)	94
Cleanliness of toilets / bathrooms	93
Courteousness of rangers / personnel	88
Parking for vehicles	86
Signs with directions <i>to</i> the park	86
Signs with directions <i>in</i> the park	83
Number of toilets / bathrooms	82
Personal safety	81
Quality of educational information	77
Presence of park rangers / personnel	74
Information about conditions / hazards	72
Amount of educational information	69
Ease of movement / access (wheelchair, elderly, stroller)	67
Variety of things to do	63
Facilities for groups to gather	51

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

Table 20 shows that the most important characteristics were the park’s absence of litter (96%), cleanliness (e.g., lawn care, lack of graffiti; 94%), cleanliness of toilets (93%), courteousness of rangers / personnel (88%), parking for vehicles (86%), and signs with directions in the park (86%). The least important attributes were facilities for groups to gather (51%), variety of things to do (63%), ease of movement / access (67%), and amount of educational information (69%).

Table 21. Day user specific *satisfactions* at the park

	Day Users (%) ^a
Cleanliness of park (graffiti, lawns)	96
Absence of litter	95
Courteousness of rangers / personnel	93
Personal safety	91
Number of toilets / bathrooms	91
Cleanliness of toilets / bathrooms	91
Presence of park rangers / personnel	88
Signs with directions <i>to</i> the park	86
Signs with directions <i>in</i> the park	84
Quality of educational information	84
Parking for vehicles	83
Ease of movement / access (wheelchair, elderly, stroller)	83
Variety of things to do	82
Amount of educational information	82
Information about conditions / hazards	78
Facilities for groups to gather	73

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

Table 21 shows that the majority of day users were satisfied with all of these characteristics at Vista House at Crown Point. Day users were most satisfied with park cleanliness (96%), absence of litter (95%), courteousness of park rangers / personnel (93%), personal safety (91%), number of toilets / bathrooms (91%), and the cleanliness of toilets / bathrooms (91%). Users were least satisfied with the facilities for groups to gather (73%), information about conditions / hazards (78%), amount of educational information (82%), and variety of things to do (82%).

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

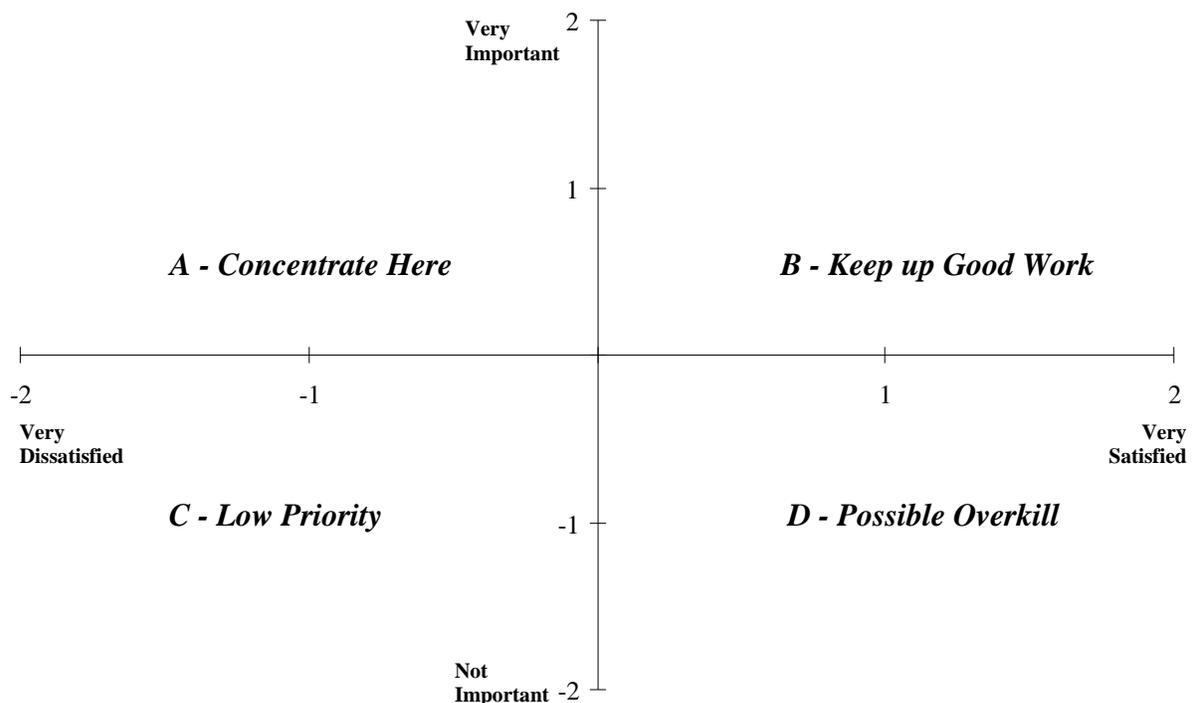


Figure 2. Importance-performance (I-P) analysis matrix for *day users*

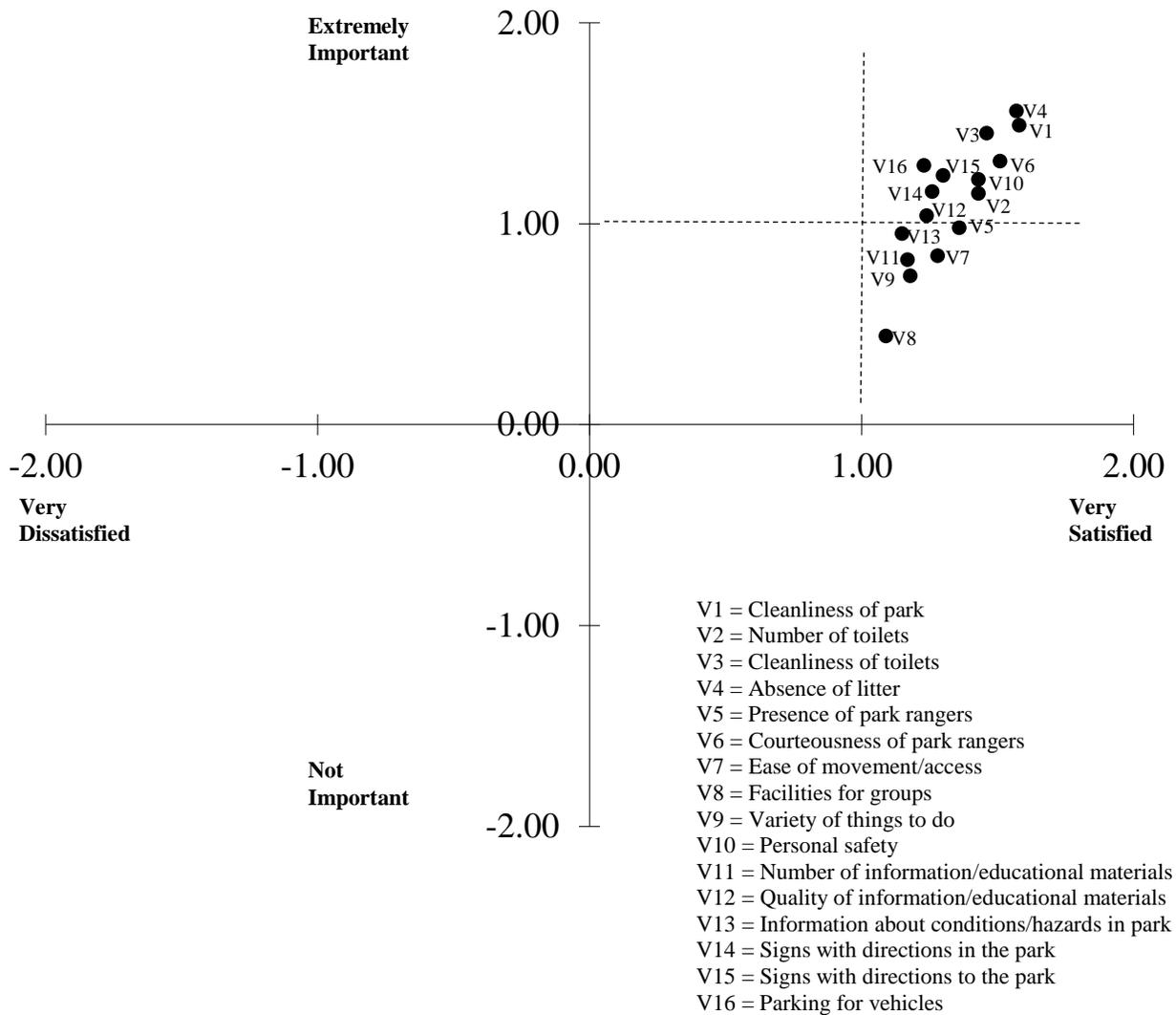


Figure 2 is the I-P matrix for day users at Vista House at Crown Point. The matrix shows that all of the attributes were in the “keep up the good work” quadrant, indicating that day users thought that park staff were doing a good job managing conditions and experiences at the park. For this state park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

Respondents were asked several additional questions about their satisfaction with Vista House at Crown Point, including this park’s natural environment, facilities and services. Day users were

also asked how likely they would return to this state park. Table 22 shows high day user satisfaction with the park’s environment (97%) and with facilities and services (93%). In total, 86% of day users said they were likely to return to this park in the future.

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

	Day Users (%)
Satisfaction with natural environment ^a	97
Satisfaction with facilities and services ^a	93
Likelihood of returning ^b	86

^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 23. Day user perception of crowding

	Day Users
Perception of crowding ^a	4.63
Reported feeling crowded	82

^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 23 shows that, on average, day users felt moderately crowded, with 66% of day users having felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day use areas can be considered “greatly overcapacity” where it is generally necessary to manage for high-density recreation. In such areas, a crowding problem has typically been identified. Studies and management are necessary to preserve experiences.

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

- Day users considered the most important characteristics the park's absence of litter (96%), cleanliness (e.g., lawn care, lack of graffiti; 94%), cleanliness of toilets (93%), courteousness of rangers / personnel (88%), parking for vehicles (86%), and signs with directions in the park (86%). The least important attributes were facilities for groups to gather (51%), variety of things to do (63%), ease of movement / access (67%), and amount of educational information (69%).
- Overall satisfaction among day users was extremely high, as 95% were satisfied and almost no respondents (5%) were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (66%). The majority of day users were satisfied with all characteristics at Vista House at Crown Point. Day users were most satisfied with park cleanliness (96%), absence of litter (95%), courteousness of park rangers / personnel (93%), personal safety (91%), number of toilets / bathrooms (91%), and the cleanliness of toilets / bathrooms (91%). Users were least satisfied with the facilities for groups to gather (73%), information about conditions / hazards (78%), amount of educational information (82%), and variety of things to do (82%). Most day users (86%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- Approximately 82% of day users felt crowded at the park. These results suggest that crowding at the day use areas can be considered "greatly overcapacity" where it is generally necessary to manage for high-density recreation. In such areas, a crowding problem has typically been identified. Studies and management are necessary to preserve experiences.

Attitudes about Management Strategies

Day users were asked the extent they opposed or supported several potential new strategies for the park. Table 24 shows that the most strongly supported strategies by day users were to provide more opportunities for viewing wildlife (75%), more information / education (nature, history; 75%), require dogs be kept on leash at all times (74%), and restore to historical conditions (71%). 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 (29%), provide wireless internet access in the park (35%), and provide downloadable mobile phone applications (40%).

Table 24. Day user attitudes about management at the park

	Day Users (%) ^a
More opportunities for viewing wildlife	75
More info / education (nature, history)	75
Require dogs be kept on leash at all times	74
Restore to historical conditions	71
Better maintenance / upkeep of facilities	65
More recycling containers	64
More opportunities for escaping crowds	63
More programs led by rangers	62
Do not change anything / keep as is	61
More trash cans	57
Natural buffers block view of development	54
Make park more pet friendly	43
Limit the number of large groups allowed	42
Downloadable mobile phone applications	40
Wireless internet access in park	35
Limit the number of people allowed per day	29
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 viewing wildlife (75%), more information / education (nature, history; 75%), require dogs be kept on leash at all times (74%), and restore to historical conditions (71%). 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 (29%), provide wireless internet access in the park (35%), and provide downloadable mobile phone applications (40%).

Sociodemographic Characteristics of Users

Table 25 shows demographic characteristics of day users. There were more female (55%) than male (45%) day users at Vista House at Crown Point. The average age of respondents was 51 years old, and the largest proportions of users were 50 to 59 years old (25%) and 60 to 69 years old (21%). Most respondents were white (i.e., Caucasian; 84%) with some Hispanic / Latinos (6%), Asians (5%), Other (2%), Blacks / African Americans (1%), Native Hawaiian or Pacific Islanders (1%), and American Indian / Alaska Natives (1%). The average annual household income before taxes of respondents was \$75,400, and the largest proportion of users had incomes from \$50,000 to \$69,999 (15%), \$70,000 to \$89,999 (15%), and \$90,000 to \$109,999 (15%). Day-use visitors to Vista House at Crown Point are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).

Table 26 shows that most day users (97%) considered English as the primary language in their homes, while some spoke other languages (2%), and Spanish (1%). Other languages spoken in their homes included Chinese.

Table 25. Day user demographic characteristics

	Day Users (%) ^a
Gender	
Male	45
Female	55
Age	
Less than 20 years old	2
20 – 29 years	9
30 – 39 years	13
40 – 49 years	19
50 – 59 years	25
60 – 69 years	21
70 – 79 years	10
80+ years old	1
Average age (mean years)	51.01
Household income (before taxes)	
Less than \$10,000	5
\$10,000 – \$29,999	9
\$30,000 – \$49,999	14
\$50,000 – \$69,999	15
\$70,000 – \$89,999	15
\$90,000 – \$109,999	15
\$110,000 – \$129,999	9
\$130,000 – \$149,999	5
\$150,000 – \$169,999	6
\$170,000 or more	9
Average income (mean dollars)	75,400
Ethnicity	
White (Caucasian)	84
Hispanic / Latino	6
Asian	5
Other	2
Black / African American	1
Native Hawaiian or Pacific Islander	1
American Indian / Alaska Native	1

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

Table 26. Day user language spoken most often at home

	Day Users (%)
English	97
Other ^a	2
Spanish	1
Russian	0

^a The most reported “other” languages were: Chinese.

Table 27 shows that 39% of day use visitors lived in Oregon, 27% resided in other states, 13% resided in Washington State, 12% were from California, 2% were from Texas, 2% were from Florida, and 2% were from Ohio. Among day users, 32% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 4% resided in the Willamette Valley region, 1% resided in the Central region, 1% lived in the Southern region, <1% resided in the Eastern region, <1% lived in the Coastal region, and <1% resided in the Mt. Hood / Gorge region of Oregon.

Table 27. Day user location of residence

	Day Users (%)
Country	
USA	97
Canada	2%
Australia	<1
England	<1
Ireland	<1
Taiwan	<1
State	
Oregon ^a	39
Other	27
Washington	13
California	12
Texas	2
Florida	2
Ohio	2

^a The largest percentage of day users were from the Portland Metro region (32%), whereas 4% resided in the Willamette Valley region, 1% resided in the Central region, 1% resided in the Southern region, <1% resided in the Eastern region, <1% in the Coastal region, and <1% resided in the Mt. Hood / Gorge region of Oregon.

Table 28 shows that 81% of day users said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. The most common disability was associated with walking (17% of day users), while 3% of day users had a hearing disability, 2% had a sight disability, 1% had a learning disability, and 3% had some other form of disability.

Table 28. Day user disabilities

	Day Users (%)
Disability in group	
No	81
Yes ^a	19

^a Types of disabilities: walking = 17%, hearing = 3%, learning = 1%, sight = 2%, other = 3%

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

- There were a few more females (55%) than males (45%) day users at this park.
- The average age of respondents was 51 years old, and the largest proportions of users were 50 to 59 years old (25%) and 60 to 69 years old (21%).
- The average annual household income before taxes of respondents was \$75,400, and the largest proportion of users had incomes from \$50,000 to \$69,999 (15%), \$70,000 to \$89,999 (15%), and \$90,000 to \$109,999 (15%). Day-use visitors to Vista House at Crown Point 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; 84%) with some Hispanic / Latinos (6%), Asians (5%), Other (2%), Blacks / African Americans (1%), Native Hawaiian or Pacific Islanders (1%), and American Indian / Alaska Natives (1%).
- Most day users (98%) considered English as the primary language in their homes, while some spoke other languages (2%), and Spanish (1%).
- Over 39% of day use visitors lived in Oregon, 27% resided in other states, 13% resided in Washington State, 12% were from California, 2% were from Texas, 2% were from Florida, and 2% were from Ohio. Among day users, 32% lived in the Portland Metro region (<http://www.guidetooregon.com/regions/map.html>), 4% resided in the Willamette Valley region, 1% resided in the Central region, 1% lived in the Southern region, <1% resided in the Eastern region, <1% lived in the Coastal region, and <1% resided in the Mt. Hood / Gorge region of Oregon.

- 81% of day users said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. The most common disability was associated with walking (17% of day users), while 3% of day users had a hearing disability, 2% had a sight disability, 1% had a learning disability, and 3% had some other form of disability.

RECOMMENDATIONS

Management Recommendations

Based on these results from survey of day users, the following recommendations, in no particular order, are proposed for management of Vista House at Crown Point:

- Most day users traveled to this park in their own vehicles (69%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Vista House at Crown Point day-use vehicles (4.05) was slightly higher 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 (95%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (73%), information about conditions / hazards (78%), amount of educational information (82%), and variety of things to do (82%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- The results suggest that crowding at day-use areas is “greatly overcapacity” where it is generally necessary to manage for high-density recreation. In such areas, a crowding problem has typically been identified. Monitoring and management of park use levels is needed, especially given that 63% of park users supported the provision of more opportunities for escaping crowds.
- Day user visitors most strongly supported strategies that would provide more opportunities for viewing wildlife (75%), more information / education (nature, history; 75%), require dogs be kept on leash at all times (74%), and restore to historical conditions (71%). Managers may want to consider some or all of these strategies.

- A large proportion of day users (56%) depended on official internet websites as the primary source of obtaining information about state parks such as Vista House at Crown Point. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Appendix A is a listing of 129 verbatim open ended positive comments (64 comments, 2 page) and negative comments and suggestions for improvement of Vista House at Crown Point (65 comments, 2 pages). Many comments may provide insights for future planning and management. The most common concerns expressed needs for: (a) not changing anything; (b) keeping park clean; (c) longer hours; and (d) more historical information.

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APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- All is ok
- Beautiful
- Beautiful park, great view nice helpful people also very clean
- Beautiful views
- Everything is good
- Everything is very nice and helpful. Thanks Oregon
- Good job!
- Great
- Great job!
- Great place
- Great place
- Great the way it is. The digereedo was awesome.
- I am pleased with everything I saw, Thank you
- I enjoy it whenever I visit. It just keeps getting better.
- I enjoyed it very much as is
- I like it the way it is
- I like it, it's beautiful and we will continue to do as necessary to keep it that way.
- I like the handicap ramps. Good job
- I like what you have done with Vista House.
- I love it just the way it is!
- I used to live in Troutdale and love to bring my kids back whenever I visit. Thank you!
- It is lovely
- It was great! Thanks.
- It was perfect
- It was wonderful
- It was wonderful to be able to show my son the view, it is something he has never seen
- It's a wonderful place. We're lucky to have it!
- It's all good
- It's all good
- It's good
- It's great
- It's great
- It's great
- It's great already
- It's great already
- It's lovely!
- It's perfect just the way it is. Don't change anything
- Keep up the good work!
- Love it!
- Loved having a kids activity today
- Loved it
- Needs no improvement
- Nice park person to talk to

- No need to improve
- None, very good
- Not needed wonderful
- Nothing
- Nothing
- Nothing, great visit
- Nothing, it's great
- Nothing, just leave as it is.
- Perfect the way it is! That's why we came.
- Perfect!
- Seems good to me
- Thanks' you!
- The Vista House as well as all of the Oregon State Parks are wonderful clean and accessible. Thank you Oregon
- Very enjoyable, not much needs improvement. Stumbled upon it and was pleasantly surprised
- Volunteer services are very good
- We love it!
- Wonderful place
- Wow, hard to improve this!
- You are doing fine. Thanks!
- You can't, it's a great place, leave it its beautiful
- You've made nice historical improvements and have kept the integrity of this great place. Thanks

Negative Comments and / or Issues for Improvement

- Add more about the women of Oregon
- An elevator that actually works!
- Be open during astronomical phenomenon like this months blue moon or lunar eclipse / solar eclipse or shooting star watching (meteor showers)
- Bigger gift shop
- Cleanliness and safety
- Don't charge for viewing telescopes! Other than that it's ahmazing!
- Don't close and don't modernize
- Don't you dare "improve" Vista House. Take improvements elsewhere
- Enjoyed wall plaques. Loved the wildflowers with them. More historical information / media. Include viewpoint of Vista House from freeway with info. I've traveled freeway many times and had no idea it was here
- Ensure stairs are cleaned and swept daily for safety
- Everyone should be allowed to ride the elevator. Add elephant rides, petting zoo, and camel rides on the beach. Make the middle of the floor channel the power of the gods and turn people into super hero's when the stand there (but only when the ride the elevator). (and only good super hero's).
- Fix floor of bathroom, power wash stairs, fix road to Vista House. Slumping will take out the road by next year's rain season.
- I like it as it is. More advertising at hotels and rec. areas
- I think you should provide more historical information and displays

- I would get rid of the parking around the viewing area make everyone park in the lot
- I would sell t-shirts etc. Offer coffee / snacks. Would leave physical surroundings as is.
- Improve cleanliness of restrooms
- Improve roads. Dip is scary, wider shoulders. More rangers /staff / volunteers. We love it
- Improve the road access and parking to the site including bike amenities
- It is wonderful as is! Make sure it continues to have long operating hours.
- It's awesome, keep up the roads around it. Keep parks people there to man it and tell people about it and keep it clean
- It's great as is. Maybe more seating.
- Just keep it clean and safe as you can
- Keep foliage obstruction of views (ie., chantcker) in check
- Keep it clean
- Keep it clean, keep it period-authentic, maintain natural area around park
- Keep it like it is!
- Keep it open
- Keep it open as much as possible. Continue maintaining the renovations done a few years ago, it looks great now
- Keep it safe for many more years of enjoyment!
- Keep it same - I know of the man who donated this property to the state.
- Keep large groups limited don't commercialize it
- Keep the mocha and gift shop open all year!
- Leave it alone
- Leave it alone! Thanks!
- Leave it as is. Wonderful place. Stepstool for telescopes. Short 9 year old
- Less crowded would be nice but overall everything is great
- Like it the way it is
- Local map to gorge at hotel
- Love it-keep it like it is
- Main floor displays for handicapped walkers
- Maintain the historic character and structures
- More children friendly view point upstairs the house
- More displays on main level. Bottom level looks great. Signs identifying plant life.
- More historical photos would be great. Overall, this is a beautiful location. Great job
- More lunch tables, trash cans
- More powerful toilet flushing
- More staff / tour guides. Restoring the area to its natural state.
- More trash and recycle cans otherwise you're doing a great job
- No pets , no RV's
- One comment-need to prune trees at other viewpoints. Especially blackberries
- Picnic bench signs at Bridal Veil
- Re open camping at Oswald State Park
- Some picnic tables in the lawn
- Stairs up to balcony are narrow. Widen stairs.
- Stay open later
- Take us back to 1918! Love the site and photos

- Temp control. Especially in the basement where it is so hot it can make me feel sick. In the winter the temp is so cold
- Thank you ever so much! Perhaps tour bus to all falls, etc. Especially for handicap but at a fair and necessary fee additional. God Bless B&B
- This is an important historical landmark. Let's just keep it at that.
- Trash cans
- Very beautiful, great to have park visitor services for information. Suggestion: advertise/show pictures in more of the Oregon travel magazines
- We love it, it's fine, please bicycle lanes
- Wider staircases or staircases that go one way. Informational signs outside describing the view / what we're looking at. The gift shop stock was not impressive.
- Wireless internet

APPENDIX B: QUESTIONNAIRE

Day Visitor Experiences and Perceptions at Vista House at Crown Point



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 Vista House at Crown Point (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 Vista House? (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 minutes did you spend at Vista House on this trip? (write number) _____ minutes(s)

3. Please check **all** recreation activities you did at Vista House on your recent trip. (check **ALL THAT APPLY**)
 - A. Bicycling on local roads
 - D. Visiting historic sites
 - F. Ranger-led programs
 - B. Sightseeing
 - E. Visiting nature/visitor center
 - I. Other (write response) _____
 - C. Picnicking

4. From activities in Question 3 above, what **ONE** primary activity did you do at Vista House 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 Vista House? (check **ONE**)
 - Very Dissatisfied
 - Dissatisfied
 - Neither
 - Satisfied
 - Very Satisfied

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

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

10. How unlikely or likely are you to return to Vista House in the future? (check **ONE**)
 - Very Unlikely
 - Unlikely
 - Neither
 - Likely
 - Very Likely

11. How **important** is it to you that each of the following is at Vista House? (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
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	1	2	3	4	5
Facilities for groups to gather.	1	2	3	4	5
Variety of things to do.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5

12. Now, how **dissatisfied or satisfied** were you with the following at Vista House? (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
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	2	3	4	5
Facilities for groups to gather.	1	2	3	4	5
Variety of things to do.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5

13. To what extent did you feel crowded at Vista House on this trip? (circle a number)

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

14. To what extent do you *oppose or support* each of the following possible management actions at Vista House? (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 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
Improve maintenance or upkeep of facilities / services.	1	2	3	4	5
Require all dogs be kept on leash at all times.	1	2	3	4	5
Make the park more pet friendly.	1	2	3	4	5
Provide natural buffers to block views of development outside the park.	1	2	3	4	5
Restore it to historical conditions (e.g., replace non-native with native plants)	1	2	3	4	5
Limit the number of people allowed per day.	1	2	3	4	5
Limit the number of large groups allowed (e.g., no more than 10-20 people).	1	2	3	4	5
Close this park to all recreation / tourism activities.	1	2	3	4	5
Do not change anything / keep things as they are now.	1	2	3	4	5

15. Including yourself, how many people accompanied you at Vista House on this trip? _____ person(s)

16. Did you or anyone in your group bring dog(s) with you to Vista House? (check ONE) No Yes

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 Vista House 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 Vista House 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 Vista House, 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 Vista House, 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 Vista House. **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 Vista House on this trip? (**check ONE**)

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

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

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

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

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

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

- English Spanish Russian Other (write response) _____

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

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

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

Please tell us how we can improve Vista House:

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

APPENDIX C: UNCOLLAPSED PERCENTAGES

Day Visitor Experiences and Perceptions at Vista House at Crown Point



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:



11. How **important** is it to you that each of the following is at Vista House? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	1%	3%	36%	58%
Number of toilets / bathrooms.	2	4	13	41	41
Cleanliness / conditions of toilets / bathrooms.	1	2	5	36	56
Absence of litter.	<1	1	3	35	61
Presence of park rangers / personnel.	3	3	20	43	31
Courteousness of park rangers / personnel.	1	1	10	41	47
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	4	4	25	36	30
Facilities for groups to gather.	9	8	32	31	20
Variety of things to do.	3	6	28	40	23
Personal safety.	1	2	15	36	45
Number of information / education programs or materials.	2	5	24	47	22
Quality of information / education programs or materials.	2	2	20	45	32
Information specifically about conditions or hazards in the park.	2	6	20	39	33
Signs about directions within the park.	2	3	13	44	39
Signs about directions to the park.	1	3	10	42	44
Parking for vehicles.	1	3	10	38	49

12. Now, how **dissatisfied or satisfied** were you with the following at Vista House? (circle a number for **EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	<1%	<1%	3%	34%	63%
Number of toilets / bathrooms.	<1	1	8	36	54
Cleanliness / conditions of toilets / bathrooms.	<1	1	8	35	56
Absence of litter.	<1	1	4	31	64
Presence of park rangers / personnel.	<1	1	10	37	52
Courteousness of park rangers / personnel.	<1	1	7	34	59
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	2	15	35	48
Facilities for groups to gather.	1	1	25	34	39
Variety of things to do.	1	1	16	44	38
Personal safety.	1	<1	8	37	54
Number of information / education programs or materials.	1	1	17	44	38
Quality of information / education programs or materials.	1	1	15	42	42
Information specifically about conditions or hazards in the park.	1	1	21	39	39
Signs about directions within the park.	1	1	14	40	44
Signs about directions to the park.	1	1	12	40	46
Parking for vehicles.	2	3	12	38	46

13. To what extent did you feel crowded at Vista House on this trip? (circle a number)

9%	9%	16%	7%	15%	32%	9%	3%	1%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1%	2%	35%	42%	21%
Provide more opportunities for viewing wildlife.	0	1	24	46	29
Provide more trash cans.	1	2	41	41	16
Provide more recycling containers.	1	1	35	42	23
Provide more information / education about nature, history, or archeology.	1	1	24	51	24
Provide more programs led by park rangers.	<1	2	36	45	17
Provide wireless internet access within the park.	15	15	36	20	15
Provide downloadable mobile phone applications.	12	11	37	26	14
Improve maintenance or upkeep of facilities / services.	1	1	33	44	21
Require all dogs be kept on leash at all times.	3	3	20	32	42
Make the park more pet friendly.	6	9	42	28	15
Provide natural buffers to block views of development outside the park.	3	6	37	31	23
Restore it to historical conditions (e.g., replace non-native with native plants)	2	3	24	37	34
Limit the number of people allowed per day.	18	23	30	17	12
Limit the number of large groups allowed (e.g., no more than 10-20 people).	12	14	31	28	15
Close this park to all recreation / tourism activities.	47	15	16	13	8
Do not change anything / keep things as they are now.	2	3	33	35	26

15. Including yourself, how many people accompanied you at Vista House on this trip? M=4.09 person(s)

16. Did you or anyone in your group bring dog(s) with you to Vista House? (check ONE) 92% No 8% Yes

17. Did anyone in your group have a disability?

81% No

19% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 4% Hearing 2% Sight 17% Walking
1% Learning 3% Other See report

18. If you had NOT been able to go to Vista House for this visit, what would you have done? (check ONE)

32% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=283.59 miles(s)

17% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=173.76 miles(s)

28% Come back another time

5% Stayed home

1% Gone to work at my regular job

18% Something else (none of these)

19. How did you get to Vista House on this trip? (**check ONE**)

- 69% My family's personal vehicle → how many total people were in the vehicle? M=3.35 person(s)
- 12% Somebody else's personal vehicle → how many total people were in the vehicle? M=4.24 person(s)
- 20% Other (write response) See report → how many total people were in the vehicle? M=5.32 person(s)

20. When you were thinking about visiting an Oregon State Park such as Vista House, 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).	16%	6%	32%	17%	29%
B. Social media internet websites (e.g., Facebook, Twitter).	45	11	23	9	11
C. Brochures.	23	9	33	18	17
D. Newspapers.	40	15	29	9	8
E. Magazines.	34	13	30	13	10
F. Books.	32	11	29	15	13
G. Television.	46	17	23	7	8
H. Videos / DVDs.	53	21	15	6	6
I. Radio.	54	17	19	5	5
J. Community organization or church.	58	17	14	6	5
K. Health care providers.	68	14	12	3	4
L. Work.	60	14	15	6	5
M. Friends or family members.	19	3	23	27	28
N. Highway signs.	19	6	31	26	20
O. Previous visit.	29	7	19	16	29
P. Other (write response) <u>See report</u>	48	8	20	9	16

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 Vista House, were you able to find the information you needed? (**check ONE**)

- 98% Yes
- 2% 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 Vista House. **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 Vista House on this trip? (**check ONE**)

- 59% No
- 41% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=4.96 night(s)

25. Are you: (**check ONE**) 45% Male 55% Female

26. How old are you? (**write response**) M=51.01 years old

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

85% White (Caucasian)	6% Hispanic / Latino	1% American Indian or Alaskan Native	2% Other (write response)
1% Black / African American	5% Asian	<1% Native Hawaiian or Pacific Islander	<u>See report</u>

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

97% English	1% Spanish	0% Russian	2% Other (write response) <u>See report</u>
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29. Where do you live? (**write responses**) City / town See report State See report Country See report Zipcode See report

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

5% Less than \$10,000	15% \$90,000 to \$109,999
9% \$10,000 to \$29,999	9% \$110,000 to \$129,999
14% \$30,000 to \$49,999	5% \$130,000 to \$149,999
15% \$50,000 to \$69,999	6% \$150,000 to \$169,999
15% \$70,000 to \$89,999	9% \$170,000 or more

Please tell us how we can improve Vista House:

See report

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