



# Visitor Survey of Day-use Visitors at Fort Yamhill State Heritage Area

Final Report

Terry Bergerson  
and  
Wesley Mouw

Oregon Parks and Recreation Department

2013



*Nature*  
**HISTORY**  
*Discovery*

## ***ACKNOWLEDGMENTS***

The authors would like to thank Mark Needham, Randy Rosenberger, and Eric White at Oregon State University for their technical support for this project. Matt Huerter, Judy and Gary Dinsmore, and individuals at Reservations Northwest such as Arik Heidenreich 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 1, 2013. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was  $n = 146$  with a response rate of 79%. The sample size allows generalizations about the population of day users at Fort Yamhill State Heritage Area at a margin of error of  $\pm 8.1$  at the 95% confidence level.

### **Results**

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

- The most popular activities were visiting historic sites (79%), hiking or walking (76%), and sightseeing (59%). The least popular activities were bicycling on local roads (1%), dog walking (16%), and bird or wildlife watching (20%).
- The most common main activity groups were visiting historic sites (31%), ranger-led programs (27%), and hiking or walking (19%). The least common activity groups were outdoor photography (2%), dog walking (3%), and sightseeing (9%).
- Day users spent an average of around one and a half hours in the park, with 95% of users spending up to two hours in the park. The majority of day users (59%), however, spent only one hour in the park.
- Many visitors were local with 33% living within 30 miles from the park, and another 31% originating 31 to 60 miles from the park. Only 19% of respondents traveled over 120 miles to reach the park. Day users, on average, traveled approximately 82 miles to visit the park.
- In total, 35% of respondents had visited this park before, whereas 65% had not visited previously.
- Users had visited an average of approximately two and a third times in the past 12 months. The highest proportion (30%) had visited the park three to five times, with 24% visiting just once and another 16% visiting twice in the past year. Almost a quarter of day users had never visited the park before.
- Average group size was over two and a half people. Groups most commonly consisted of two (43%) and one people (23%). Fewer users visited in groups of three (12%), four (10%) or five or more people (12%).
- In total, 12% of park users brought dogs with them and 72% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (87%), 6% arrived in somebody else's vehicle, and another 7% arrived in another form of transportation. Motorcycling was the most popular "other" way people reached the park. On average, there were 2.47 people in each personal family vehicle, 3.17 people in somebody else's

vehicle, and 2.80 people in other forms of transportation. For all day use vehicles, there was an average of 2.53 people in the vehicle.

- Many users indicated that this park was not their main destination for recreational activities (41%), whereas 33% of users considered this park their main destination for recreational activities.
- If they had been unable to go to Fort Yamhill State Heritage Area for this visit, most park visitors would have either come back another time (34%), done something else (23%), or gone somewhere else for the same activity (19%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 47 miles for the same activity and 54 miles for a different activity.
- If they had been unable to go to Fort Yamhill State Heritage Area for this visit, many day users would have gone to Champoeg State Park, Fogarty Creek State Recreation Area, Fort Hoskins Country Park, Fort Vancouver National Historic Site, Silver Falls State Park, and Oregon coastal parks.

#### ***Physical Activity and Other Health Benefits***

- A majority of all visitors indicated that they participated in moderate physical activity (61%), while 11% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 40 minutes participating in moderate physical activity and 49 minutes participating in vigorous physical activity.
- Almost half (46%) of all visitors indicated that their level of physical activity during their visit to Fort Yamhill State Heritage Area was about the same as their daily life, whereas 32% indicated it was less, and 22% indicated it was more.
- Park visitors reported their visit helped to reduce stress (76%), improve mental health (73%), and reduce anxiety (72%). Fewer users indicated that their visit improved their level of physical fitness (43%) or improved their physical health (48%).

#### ***Visitor Spending***

- Most visitors to the park are non-local (living 31 or more miles from the park; 67%).
- The majority of local day users reported spending \$51-\$150 (27%) or spending no money (27%), while the majority of non-local day users reported spending \$26-\$50 (24%) and \$51-\$150 (21%). The majority of all day users reported spending \$26-\$50 (21%) or spending \$51-\$150 (21%).
- Most local day-use visitor parties reported spending on restaurants and bars (56%), and gasoline and oil (50%). Most non-local day visitors reported spending money on gasoline and oil (75%), restaurants and bars (73%), and groceries (53%). Most visitors to Fort Yamhill State Heritage Area reported spending some money on gasoline and oil (67%), and restaurants and bars (66%).
- Day users reported that they would spend no more than an average of \$121 than they already spent before deciding not to visit the park. The largest percentage of day users (28%) would be willing to spend an additional \$1-\$25, with another 22% not willing to spend any more than they already spent.
- Approximately 35% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over three and a half nights (3.53).

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

- Almost all users (94%) were able to find the information they needed when planning their visit to this park, and the few (6%) who did not find it would like hiking information on the website.
- The most heavily used sources of information were highway signs (82%, previous visits (69%), friends or family members (66%), official internet websites (61%), and brochures (61%). The least used sources were health care providers (9%), videos / DVDs (11%), community organizations (15%), and the radio (18%). The most popular other ways users obtained information about the park was through camping guides, word of mouth, maps, AAA, and seeing signs on highway.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 55%) was overwhelmingly the first primary source used by most respondents, followed by friends or family members (15%), and highway signs (9%). Few people used other sources when obtaining information.

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

- Users considered the most important characteristics at this park were the absence of litter (97%), courteousness of park rangers / personnel (96%), overall cleanliness of park (e.g., graffiti, lawn care; 95%), cleanliness / conditions of toilets / bathrooms (92%), and condition / maintenance of park trails (91%). The least important attributes were the facilities for groups to gather (47%), ease of movement or access (e.g., wheelchair, elderly, stroller; 64%), having a variety of things to do (65%), and information specifically about conditions or hazards in the park (66%).
- Overall satisfaction among users was high, as 92% were satisfied with the highest proportion of users being “very satisfied” (78%). Almost no respondents (7%) were dissatisfied.
- Users were most satisfied with overall park cleanliness (100%), absence of litter (99%), courteousness and presence of park rangers / personnel (99% to 98%), condition / maintenance of park trails (98%), number of toilets / bathrooms (95%), personal safety (95%), and parking for vehicles (95%). Users were least satisfied with the facilities for groups to gather (69%), having a variety of things to do (78%), and information specifically about conditions or hazards in the park (79%).
- 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. No attributes, however, fell into the “concentrate here” quadrant.
- Most respondents were also satisfied with the natural environment (95%), and the facilities and services (93%).
- Most respondents (86%) said they were likely to return to this park in the future.
- All visitors (100%) to Fort Yamhill State Heritage Area would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Fort Yamhill State Heritage Area involved: (a) archeology; (b) cleanliness; (c) hiking; (d) tranquility and quietness; (e) park history; (f) beauty of the area; (g) knowledgeable and friendly park personnel; and (h) tours of the fort.
- Day users felt not at all crowded, with 4% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the

“suppressed crowding” range, and crowding is likely limited by management, situational factors, or natural factors and may offer unique low-density experiences.

### ***Attitudes About Programs and Management Strategies***

- Over half (61%) of day users would consider participating in a Let’s Go program. Programs with the most interest were hiking (37%), stargazing (32%), birding (28%), camping (27%), and canoeing (21%). The least supported Let’s Go programs were disc golfing (11%), rock climbing (12%), and mountain biking (14%). The most popular “other” programs were learning about park history, primitive tool making, hunting, and teepee building.
- Park users were most interested in learning about Native American history (85%), military history (75%), and park history (61%). Park users were least interested in learning about reptiles and amphibians (15%), astronomy / stargazing (17%), leave no trace practices (18%), and hydrology (watersheds / streams; 22%).
- Over half (55%) of day users would prefer participating in a ranger or staff-led tour, whereas 43% would prefer a self-guided tour (reading interpretive panels). Only 2% of users were not interested in learning about Fort Yamhill State Recreation Area.
- Approximately 31% of day users indicated utilizing a concession service or activity (e.g., fishing, rafting, bicycling, scenic or historic tour) while at Fort Yamhill State Heritage Area. The most popular concession service / activity was guided hikes and guided tours.
- Users most strongly supported management strategies designed to provide more opportunities for viewing wildlife (82%), restore the park to historical conditions (82%), provide more information / education (nature, history, archeology; 80%), more programs led by park rangers (80%), and require all dogs be kept on a leash at all times (80%). The least supported strategies were to close the park to all recreation and tourism activities (12%), limit the number of people allowed per day (15%), provide food for sale (restaurants, snack shops; 24%), and wireless internet access in the park (29%).
- There was overall low support for service reductions in the park. The highest support was for reduced ground maintenance (10%), and fewer ranger-led programs (9%). The least supported service reductions were for fewer hours open (7%), reduced janitorial services (8%), scaled down facilities (e.g., restrooms, shelters; 8%), and fewer ranger patrols (8%).

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

- There were more male (52%) than female (48%) users at this park.
- The average age of users was approximately 55 years old, and the largest proportions of users were 60 to 69 years old (25%) and 50 to 59 years old (24%).
- The average annual household income before taxes of respondents was approximately \$65,800, and the largest proportion of users had incomes from \$30,000 to \$49,999 (24%) and \$50,000 to \$69,999 (21%). Visitors to Fort Yamhill State Heritage Area are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 93%) with few American Indian or Alaskan Natives (3%), Asians (2%), and Native Hawaiian or Pacific Islander (1%).
- Almost all respondents (98%) reported English as their primary language spoken in their homes.

- Approximately 81% of users resided in Oregon, 8% resided in Washington, 3% resided in California, and 2% resided in Arizona. Among park users, 47% resided in the Willamette Valley region of Oregon, 20% resided in other states, 19% resided in the Portland Metro region, 7% resided in the coastal region, and 2% or fewer resided in each the Southern, Central, Eastern, and Mt. Hood / Gorge regions of the state.
- In total, 72% of users said that nobody in their group had a disability, whereas 28% had at least one group member with a disability. Of those who had a disability, 22% was associated with walking, 2% was associated with hearing, and another 1% was associated with learning.

## **Recommendations**

### ***Management Recommendations***

- Almost all day and overnight users traveled to this park in their own vehicles (87%), so adequate parking is important and should be considered in planning and management.
- Almost all users (92%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the facilities for groups to gather (69%). Managers may wish to evaluate this service to users to ensure they are meeting visitor needs.
- Given that over 43% of park visitors were over the age of 60 and 28% of users had disabilities (22% 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.
- Approximately 4% of day users felt crowded at the park. These results suggest that crowding in this park is in the “suppressed crowding” range, and crowding is likely limited by management, situational factors, or natural factors and may offer unique low-density experiences.
- Users most strongly supported strategies designed to provide more opportunities at the park for viewing wildlife (82%), restoring the park to historical conditions (82%), provide more information / education (nature, history, archeology; 80%), more programs led by park rangers (80%), and requiring all dogs be kept on a leash at all times (80%). Managers may want to consider some or all of these strategies.
- 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.
- The largest proportion of users depended on official internet websites (55%) as the first primary source of obtaining information about parks such as Fort Yamhill State Heritage Area. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (94%) were able to find the information they needed when planning their visit to Fort Yamhill State Heritage Area. However, some visitors (6%) were not able to find all information needed. The most popular information needed was hiking information on the website.
- Users also provided 115 verbatim open ended comments on what they found to be the most outstanding features or things to do at Fort Yamhill State Heritage Area. The most common outstanding features and things to do involved: (a) archeology; (b) cleanliness;

(c) hiking; (d) tranquility and quietness; (e) park history; (f) beauty of the area; (g) knowledgeable and friendly park personnel; and (h) tours of the fort. This information could be added to the Fort Yamhill State Heritage Area website to inform future visitors regarding what other visitors feel are the most outstanding features at this park.

- Users provided 48 verbatim open ended positive and negative comments, and suggestions for possible improvement of Fort Yamhill State Heritage Area and other park related issues. The most common concerns raised involved: (a) providing more interpretive signs with information about the park (archeology, history, historic buildings); (b) reconstruction of historic buildings; (c) bringing back the original blockhouse; (d) providing more signs with directions and warnings; and (e) providing additional information about park from a Native American perspective.

**TABLE OF CONTENTS**

Executive Summary ..... ii

Table of Contents ..... viii

List of Tables ..... x

List of Figures ..... xi

Introduction and Objectives ..... 1

Methods..... 1

    Onsite Survey of Day Users..... 1

    Sample Sizes and Response Rates ..... 1

Results..... 2

    Personal and Visit Characteristics ..... 2

        Activity Groups..... 2

        Duration of Visit ..... 3

        Distance Traveled ..... 3

        Previous Visitation..... 4

        Group Size ..... 5

        Bringing Dogs to the Park..... 5

        Transportation to the Park..... 5

        Reasons for Visiting..... 6

        Alternatives to Visit ..... 6

        Section Summary ..... 7

    Physical Activity and Other Health Benefits ..... 8

        Section Summary ..... 10

    Visitor Spending ..... 10

        Section Summary ..... 13

    Obtaining Information About the Parks..... 13

        Section Summary ..... 15

    Satisfaction with Experiences and Conditions..... 16

        Overall Satisfaction..... 16

        Satisfaction and Expectations with Specific Characteristics ..... 16

        Importance – Performance Analysis..... 19

        Outstanding Features ..... 21

        Perceived Crowding..... 22

---

Section Summary .....	22
Attitudes About Programs and Management Strategies .....	23
Let's Go Program Interest.....	23
Attitudes About Management Strategies .....	26
Section Summary .....	27
Sociodemographic Characteristics of Users .....	28
Section Summary .....	30
Recommendations.....	31
Management Recommendations.....	31
References.....	34
Appendix A. Open-Ended Comments .....	35
Positive Comments .....	35
Negative Comments and / or Issues for Improvement.....	35
Appendix B. Questionnaires .....	37
Appendix C. Uncollapsed Percentages .....	45

**LIST OF TABLES**

1	Sample sizes and response rates .....	1
2	Day user recreation activities at the park.....	2
3	Primary day use activity at the park.....	3
4	Duration of visit at the park .....	3
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.....	4
8	Day user group size at the park.....	5
9	Day users bringing dogs with them to the park .....	5
10	Day user transportation to the park.....	6
11	Day users in whether the park was their main destination.....	6
12	Day user alternatives to park visit.....	7
13	Day user participation in moderate and physical activity during visit.....	9
14	Comparison of day user level of physical activity at park to daily life .....	9
15	Day user physical and mental health benefits related to park visitation.....	10
16	Day users, local / non-local.....	11
17	Local and non-local day user total spending in dollars per party per trip.....	11
18	Local and non-local day user party spending of any dollars in eight spending categories.....	12
19	Day user additional spending before deciding not to visit.....	12
20	Day user nights staying away from home within 30 miles of park .....	13
21	Whether day users found the information needed about the park .....	14
22	Day user use of information sources.....	14
23	Day user’s primary information sources.....	15
24	Day user overall satisfaction.....	16
25	Day user specific expectations at the park.....	17
26	Day user specific satisfactions at the park .....	18
27	Day user likelihood of returning and satisfaction with the park facilities and environment.....	21
28	Day user recommendation of park to friends and family .....	21
29	Day user crowding evaluations.....	22
30	Day user consideration of participation in “Let’s Go” programs .....	24
31	Day user interest in learning about a variety of topics while at park.....	25

---

32	Day user preferred method of learning while at the park .....	25
33	Day user participation in concession services / activities .....	26
34	Day user attitudes about management at the park .....	26
35	Day user support of possible service reduction at the park .....	27
36	Day user demographic characteristics .....	29
37	Day user location of residence .....	30
38	Day user disabilities .....	30

***LIST OF FIGURES***

1	Importance-performance (I-P) analysis matrix .....	19
2	Importance-performance (I-P) analysis matrix for day users .....	20

## ***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 questionnaires (see Appendix B) administered to randomly selected sample of day users at Fort Yamhill State Heritage Area between July and September 2013. An on-site (face to face) survey method was used. 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 Fort Yamhill State Heritage Area between July 4 and September 1, 2013 were approached in person (face to face) and asked to complete the seven 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 Sizes and Response Rates**

As shown in Table 1, the total number of completed questionnaires was  $n = 146$  with an estimated total response rate of 79%.

Table 1. Sample sizes and response rates

	Initial contacts	Completed surveys ( $n$ )	Response rate (%)
Day Users	185	146	79

The sample size allows generalizations about the population of day users at Fort Yamhill State Heritage Area at a margin of  $\pm 8.1\%$ , at the 95% confidence level.

Questionnaires included questions on a range of topics such as prior visitation, activity participation, visitor spending, 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 questionnaires asked respondents to check all of the activities in which they participated at Fort Yamhill State Heritage Area on their most recent trip. Table 2 shows that the most popular activities at this park were visiting historic sites (79%), hiking or walking (76%), sightseeing (59%), and ranger-led programs (46%). The least popular activities were bicycling on local roads (1%), dog walking (16%), and bird or wildlife watching (20%).

Table 2. Day user recreation activities at the park

Activity	Participation (%) <sup>a</sup>
Visiting historic sites	79
Hiking or walking	76
Sightseeing	59
Ranger-led program(s)	46
Outdoor photography	28
Bird or wildlife watching	20
Other	17
Dog walking	16
Bicycling on local roads	1

<sup>a</sup> Cell entries are percentages (%) of users who reported participating in the activity at the park on their most recent visit. Percentages do not sum to 100% because respondents could check more than one activity from the list.

<sup>c</sup> The most popular “other” activities were: archeological site tour, disc golf, volunteer led tours, and social events (e.g., reunions, picnics, ceremonies).

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Fort Yamhill State Heritage Area. Table 3 shows that the most common primary activity groups were visiting historic sites (31%), ranger-led programs (27%),

and hiking or walking (19%). The least common activity groups were outdoor photography (2%), dog walking (3%), and sightseeing (9%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Visiting historic sites	31
Ranger-led programs	27
Hiking or walking	19
Sightseeing	9
Other	9
Dog walking	3
Outdoor photography	2

**Duration of Visit.** Day users were asked to report how many *hours* they spent at Fort Yamhill State Heritage Area on their recent trip. Table 4 shows that, on average, day users spent around one and a half hours in the park, with 95% of users spending up to two hours in the park. The majority of day users (59%), however, spent only one hour in the park.

Table 4. Duration of visit at the park <sup>a</sup>

1 hour	59
2 hours	36
3 hours	1
4 hours	4
5 or more hours	1
Mean / average hours	1.51

<sup>a</sup> 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 33% of visitors were local (driving 30 miles or less to reach the park) and another 31% originated 31 to 60 miles from the park. Approximately 19% of respondents traveled over 120 miles to reach the park. Day users, on average, traveled approximately 82 miles to visit the park.

Table 5. Day user distance traveled to the park <sup>a</sup>

30 miles or less	33
31 to 60 miles	31
61 to 90 miles	9
91 to 120 miles	7
121 to 150 miles	2
151 to 250 miles	4
251 to 500 miles	3
501 or more miles	10
Mean / average	82.43

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

**Previous Visitation.** Users were asked if they had ever visited Fort Yamhill State Heritage Area before their most recent trip. Table 6 shows that 35% of respondents had visited this park before, whereas 65% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	35
No, not visited park before	65

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 users had visited an average of approximately two and a third times in the past 12 months. The highest proportion (30%) had visited the park three to five times, with 24% visiting just once and another 16% visiting twice in the past year. Almost a quarter of day users had never visited the park before.

Table 7. Day user number of previous visits to the park in the last 12 months <sup>a</sup>

	Day Users (%)
0 Trips	22
1 Trip	24
2 Trips	16
3 to 5 Trips	30
6 to 12 Trips	8
13 to 24 Trips	0
More than 24 Trips	0
Mean / average trips	2.35

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

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Fort Yamhill State Heritage Area on their most recent trip. Table 8 shows that the average group size was over two and a half people. Groups most commonly consisted of two (43%) and one people (23%). Fewer users visited in groups of three (12%), four (10%) or five or more people (12%).

Table 8. Day user group size at the park <sup>a</sup>

	Day Users (%)
1 Person (alone)	23
2 People	43
3 People	12
4 People	10
5 or more people	12
Mean / average <sup>c</sup>	2.57

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

**Bringing Dogs to the Park.** The questionnaires asked respondents if they or anyone else in their group brought dog(s) with them to Fort Yamhill State Heritage Area. Table 9 shows that 12% of park users brought dogs with them and 72% did not bring dogs.

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

	Day Users (%)
No, did not bring dog(s)	72
Yes, brought dog(s)	12

**Transportation to the Park.** Respondents were asked how they got to Fort Yamhill State Heritage Area on their most recent trip. Table 10 shows that the majority of all users arrived at the park in their family’s personal vehicle (87%), 6% arrived in somebody else’s vehicle, and another 7% arrived in another form of transportation. Motorcycling was the most popular “other” way people reached the park. On average, there were 2.47 people in each personal family vehicle, 3.17 people in somebody else’s vehicle, and 2.80 people in other forms of transportation. For all day use vehicles, there was an average of 2.53 people in the vehicle.

Table 10. Day user transportation to the park

	Day Users (%)
My family’s personal vehicle <sup>a</sup>	87
Somebody else’s personal vehicle <sup>b</sup>	6
Other <sup>c</sup>	7

<sup>a</sup> Number of people in vehicle: mean / average = 2.47

<sup>b</sup> Number of people in vehicle: mean / average = 3.17

<sup>c</sup> Number of people in vehicle: mean / average = 2.80

**Reasons for Visiting.** Visitors were asked if this park was the main reason for their trip. Table 11 shows that 41% of users indicated that this park was not their main destination for recreational activities, whereas 33% of users considered this park their main destination for recreational activities.

Table 11. Day users in whether the park was their main destination <sup>a</sup>

	Day Users (%)
Primarily for recreation – this park was main destination	33
Primarily for recreation – main destination was not this park	41
Primarily for business, family, or other reasons – park was side trip	18
Some other reason	8

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Fort Yamhill State Heritage Area for this visit. As shown in Table 12, most users responded that, if unable to go to the park for this visit, they would have either come back another time (34%), done something else (23%), or gone somewhere else for the same activity (19%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 47 miles for the same activity and 54 miles for a different activity.

Table 12. Day user alternatives to park visit

	Day Users (%)
Come back another time	34
Something else (none of these)	23
Gone somewhere else for same activity <sup>a</sup>	19
Gone somewhere else for a different activity <sup>b</sup>	16
Stayed home	6
Gone to work at my regular job	2

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 46.57 miles.

<sup>b</sup> If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 54.06 miles.

Respondents were also asked to specify what other park they would consider going to if they had not been able to go to Fort Yamhill State Heritage Area. Many users indicated that they would visit Champoeg State Park, Fogarty Creek State Recreation Area, Fort Hoskins Country Park, Fort Vancouver National Historic Site, Silver Falls State Park, and Oregon coastal parks.

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

- The most popular activities were visiting historic sites (79%), hiking or walking (76%), and sightseeing (59%). The least popular activities were bicycling on local roads (1%), dog walking (16%), and bird or wildlife watching (20%).
- The most common main activity groups were visiting historic sites (31%), ranger-led programs (27%), and hiking or walking (19%). The least common activity groups were outdoor photography (2%), dog walking (3%), and sightseeing (9%).
- Day users spent an average of around one and a half hours in the park, with 95% of users spending up to two hours in the park. The majority of day users (59%), however, spent only one hour in the park.
- Many visitors were local with 33% living within 30 miles from the park, and another 31% originating 31 to 60 miles from the park. Only 19% of respondents traveled over 120 miles to reach the park. Day users, on average, traveled approximately 82 miles to visit the park.
- In total, 35% of respondents had visited this park before, whereas 65% had not visited previously.

- Users had visited an average of approximately two and a third times in the past 12 months. The highest proportion (30%) had visited the park three to five times, with 24% visiting just once and another 16% visiting twice in the past year. Almost a quarter of day users had never visited the park before.
- Average group size was over two and a half people. Groups most commonly consisted of two (43%) and one people (23%). Fewer users visited in groups of three (12%), four (10%) or five or more people (12%).
- In total, 12% of park users brought dogs with them and 72% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (87%), 6% arrived in somebody else's vehicle, and another 7% arrived in another form of transportation. Motorcycling was the most popular "other" way people reached the park. On average, there were 2.47 people in each personal family vehicle, 3.17 people in somebody else's vehicle, and 2.80 people in other forms of transportation. For all day use vehicles, there was an average of 2.53 people in the vehicle.
- Many users indicated that this park was not their main destination for recreational activities (41%), whereas 33% of users considered this park their main destination for recreational activities.
- If they had been unable to go to Fort Yamhill State Heritage Area for this visit, most park visitors would have either come back another time (34%), done something else (23%), or gone somewhere else for the same activity (19%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 47 miles for the same activity and 54 miles for a different activity.
- If they had been unable to go to Fort Yamhill State Heritage Area for this visit, many day users would have gone to Champoeg State Park, Fogarty Creek State Recreation Area, Fort Hoskins Country Park, Fort Vancouver National Historic Site, Silver Falls State Park, and Oregon coastal parks.

### **Physical Activity and Other Health Benefits**

Day users were asked their extent of participation in moderate physical activity (e.g., walking, bicycling, canoeing at a moderate pace), and vigorous physical activity (e.g., jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly) during their trip to Fort

Yamhill State Heritage Area (Table 13). A majority of all visitors indicated that they participated in moderate physical activity (61%), while 11% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 40 minutes participating in moderate physical activity and 49 minutes participating in vigorous physical activity.

Table 13. Day user participation in moderate and vigorous physical activity during visit <sup>a</sup>

Moderate Physical Activity	
No	39
Yes	61
Avg (min)	39.93
Vigorous Physical Activity	
No	89
Yes	11
Avg (min)	48.50

<sup>a</sup> Cell entries are percentages (%) of users who reported participating in physical activity unless otherwise specified as average minutes participating in moderate or vigorous physical activity.

Furthermore, 46% of all visitors indicated that their level of physical activity during their visit to Fort Yamhill State Heritage Area was about the same as their daily life, whereas 32% indicated it was less, and 22% indicated it was more (Table 14).

Table 14. Comparison of day user level of physical activity at park to daily life

	Day Users (%)
Physical activity ABOUT THE SAME as daily life	46
Physical activity LESS than daily life	32
Physical activity MORE than daily life	22

Park visitors were asked to rate the degree that their visit to Fort Yamhill State Heritage Area had improved their mental and physical health. Table 15 shows that, overall, park visitors reported their visit helped to reduce stress (76%), improve mental health (73%), and reduce anxiety (72%). Fewer users indicated that their visit improved their level of physical fitness (43%) or improved their physical health (48%).

Table 15. Day user physical and mental health benefits related to park visitation

	Day Users (%) <sup>a</sup>
Reducing stress	76
Improving mental health	73
Reducing anxiety	72
Improving physical health	48
Improving level of physical fitness	43

<sup>a</sup> Cell entries are percentages (%) of users who reported benefiting “much” or “a great deal” from visit to park.

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

- A majority of all visitors indicated that they participated in moderate physical activity (61%), while 11% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 40 minutes participating in moderate physical activity and 49 minutes participating in vigorous physical activity.
- Almost half (46%) of all visitors indicated that their level of physical activity during their visit to Fort Yamhill State Heritage Area was about the same as their daily life, whereas 32% indicated it was less, and 22% indicated it was more.
- Park visitors reported their visit helped to reduce stress (76%), improve mental health (73%), and reduce anxiety (72%). Fewer users indicated that their visit improved their level of physical fitness (43%) or improved their physical health (48%).

**Visitor Spending**

Park visitors were asked to estimate how much they and the other members of their party spent on their trip within 30 miles of Fort Yamhill State Heritage Area on eight spending categories. The information included in this section of the report summarizes basic visitor spending results from the survey. A more extensive visitor spending analysis will be conducted by Oregon State University and available in a separate report.

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

- The number of nights spent away from home in the local area was greater than 30,

- The reported size of the group was greater than 10 individuals,
- Spending per day/night was greater or equal to \$500 or spending on recreation and equipment rental was greater or equal to \$500 in total.

Table 16 includes the percentages of all park day users that are local and non-local visitors. Most visitors to the park are non-local (living 31 or more miles from the park; 67%).

Table 16. Day users, local / non-local

	Day Users (%)
Local	33
Non-Local	67

Table 17 shows the proportion of total spending for local and non-local day users and reported on a party trip basis. The majority of local day users reported spending \$51-\$150 (27%) or spending no money (27%), while the majority of non-local day users reported spending \$26-\$50 (24%) and \$51-\$150 (21%). The majority of all day users reported spending \$26-\$50 (21%) or spending \$51-\$150 (21%).

Table 17. Local and non-local day user total local spending in dollars per party per trip

	Local (%)	Non-local (%)	All (%)
Spent no money	27	10	17
\$1 - \$25	23	17	19
\$26 - \$50	18	24	21
\$51 - \$150	27	21	21
\$151 - \$350	0	14	11
\$351 - \$500	0	7	5

Table 18 includes the proportion of 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 restaurants and bars (56%), and gasoline and oil (50%). Most non-local day visitors reported spending money on gasoline and oil (75%), restaurants and bars (73%), and groceries (53%). Most visitors to Fort Yamhill State Heritage Area reported spending some money on gasoline and oil (67%), and restaurants and bars (66%).

Table 18. Local and non-local day user party spending of any dollars in eight spending categories

Spending Categories	Local (%)	Non-local (%)	All <sup>a</sup> (%)
Gasoline and oil	50	75	67
Groceries	31	53	45
Restaurants and bars	56	73	66
Souvenirs, clothing, and other miscellaneous	23	42	34
Recreation and equipment (guide fees, equipment rental)	8	8	8
Motel, lodge, cabin, B&B, other lodging	9	34	26
Park entry, parking, or recreation use fees	8	32	24
Camping	0	32	23

Visitors indicated that they would spend no more than an average of \$121 than they already spent at Fort Yamhill State Heritage Area before they would consider not taking the trip (Table 19). The highest percentage of day users (28%) would be willing to spend an additional \$1-\$25, with another 22% not willing to spend any more than they already spent.

Table 19. Day user additional spending before deciding not to visit

	Day Users (%)
No more than already spent	22
\$1 - \$25	28
\$26 - \$50	13
\$51 - \$150	15
\$151 - \$350	15
\$351 - \$550	2
\$551 – and up	6
Avg (\$)	121.30

Respondents were asked to indicate if they were staying away from home within 30 miles of Fort Yamhill State Heritage Area, and the number of nights they were staying if they were. Table 20 shows that 35% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over three and a half nights (3.53).

Table 20. Day user nights staying away from home within 30 miles of park

	Day Users
Staying away from home <sup>a</sup>	35
Mean number of nights <sup>b</sup>	3.53

<sup>a</sup> Cell entries in this row are percentages (%) of visitors staying away from home within 30 miles.

<sup>b</sup> Cell entries in this row are mean (avg) nights staying away from home within 30 miles.

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

- Most visitors to the park are non-local (living 31 or more miles from the park; 67%).
- The majority of local day users reported spending \$51-\$150 (27%) or spending no money (27%), while the majority of non-local day users reported spending \$26-\$50 (24%) and \$51-\$150 (21%). The majority of all day users reported spending \$26-\$50 (21%) or spending \$51-\$150 (21%).
- Most local day-use visitor parties reported spending on restaurants and bars (56%), and gasoline and oil (50%). Most non-local day visitors reported spending money on gasoline and oil (75%), restaurants and bars (73%), and groceries (53%). Most visitors to Fort Yamhill State Heritage Area reported spending some money on gasoline and oil (67%), and restaurants and bars (66%).
- Day users reported that they would spend no more than an average of \$121 than they already spent before deciding not to visit the park. The largest percentage of day users (28%) would be willing to spend an additional \$1-\$25, with another 22% not willing to spend any more than they already spent.
- Approximately 35% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over three and a half nights (3.53).

**Obtaining Information about the Parks**

The questionnaires contained several questions examining how users obtained information about state parks such as Fort Yamhill State Heritage Area and whether they were able to obtain the information they needed. Table 21 shows that almost all users (94%) were able to find the information they needed when planning their visit to this park, and the few (6%) who did not find the information they needed would like hiking information on the website.

Table 21. Whether day users found the information needed about the park

	Day Users (%)
Yes, found the information needed	94
No, did not find the information needed <sup>a</sup>	6

<sup>a</sup> The most popular information needed was: hiking information on the website.

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 a park such as Fort Yamhill State Heritage Area. Table 22 shows that the most heavily used sources of information were highway signs (82%, previous visits (69%), friends or family members (66%), official internet websites (61%), and brochures (61%). The least used sources were health care providers (9%), videos / DVDs (11%), community organizations (15%), and the radio (18%). The most popular other ways users obtained information about the park was through camping guides, word of mouth, maps, AAA, and seeing signs on highway.

Table 22. Day user use of information sources <sup>a</sup>

	Day Users (%) <sup>a</sup>
Highway signs	82
Previous visit	69
Friends or family members	66
Official internet websites	61
Brochures	61
Other	50
Books	46
Newspapers	41
Magazines	39
Social media websites	28
Television	25
Work	19
Radio	18
Community organization or church	15
Videos / DVDs	11
Health care providers	9

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

<sup>b</sup> The most popular “other” ways were: camping guides, word of mouth, maps, AAA, and saw sign and stopped.

Respondents were then asked to specify from this list of information sources what one source they would first use when obtaining information about a park such as Fort Yamhill State Heritage Area. Table 23 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon; 55%) was overwhelmingly the first primary source used by most respondents, followed

by friends or family members (15%), and highway signs (9%). Few people used other sources when obtaining information.

Table 23. Day user’s primary information sources

	Day Users (%)
Official internet websites	55
Friends or family members	15
Highway signs	9
Brochures	8
Social media websites	5
Other	3
Newspapers	2
Television	1
Radio	1
Previous visit	1

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

- Almost all users (94%) were able to find the information they needed when planning their visit to this park, and the few (6%) who did not find it would like hiking information on the website.
- The most heavily used sources of information were highway signs (82%, previous visits (69%), friends or family members (66%), official internet websites (61%), and brochures (61%). The least used sources were health care providers (9%), videos / DVDs (11%), community organizations (15%), and the radio (18%). The most popular other ways users obtained information about the park was through camping guides, word of mouth, maps, AAA, and seeing signs on highway.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 55%) was overwhelmingly the first primary source used by most respondents, followed by friends or family members (15%), and highway signs (9%). Few people used other sources when obtaining information.

**Satisfaction with Experiences and Conditions**

**Overall Satisfaction.** Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Fort Yamhill State Heritage Area?” Table 24 shows that overall satisfaction was high, as 92% were satisfied and almost no respondents (7%) were dissatisfied. In addition, the highest proportion of users was “very satisfied” (78%).

Table 24. Day user overall satisfaction

	Day Users (%)
Very Satisfied	78
Satisfied	15
Dissatisfied or Neutral	7

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

Table 25 shows that the most important characteristics were the absence of litter (97%), courteousness of park rangers / personnel (96%), overall cleanliness of park (e.g., graffiti, lawn care; 95%), cleanliness / conditions of toilets / bathrooms (92%), and condition / maintenance of park trails (91%). The least important attributes were the facilities for groups to gather (47%), ease of movement or access (e.g., wheelchair, elderly, stroller; 64%), having a variety of things to do (65%), and information specifically about conditions or hazards in the park (66%).

Table 25. Day user specific *expectations* at the park

	Day Users (%) <sup>a</sup>
Absence of litter	97
Courteousness of park rangers / personnel	96
Overall cleanliness of park (e.g., graffiti, lawn care)	95
Cleanliness / conditions of toilets / bathrooms	92
Condition / maintenance of park trails	91
Parking for vehicles	88
Presence of park rangers / personnel	87
Quality of information / education programs or materials	87
Personal safety	84
Signs about directions within the park	83
Opportunities to escape crowds of people	82
Number of information / education programs or materials	82
Signs about directions to the park	82
Number of toilets / bathrooms	79
Number of park trails	76
Information specifically about conditions or hazards in the park	66
Variety of things to do	65
Ease of movement or access (e.g., wheelchair, elderly, stroller)	64
Facilities for groups to gather	47

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

Table 26 shows that the majority of users were satisfied with most of these characteristics at Fort Yamhill State Heritage Area. Users were most satisfied with overall park cleanliness (100%), absence of litter (99%), courteousness and presence of park rangers / personnel (99% to 98%), condition / maintenance of park trails (98%), number of toilets / bathrooms (95%), personal safety (95%), and parking for vehicles (95%). Users were least satisfied with the facilities for groups to gather (69%), having a variety of things to do (78%), and information specifically about conditions or hazards in the park (79%).

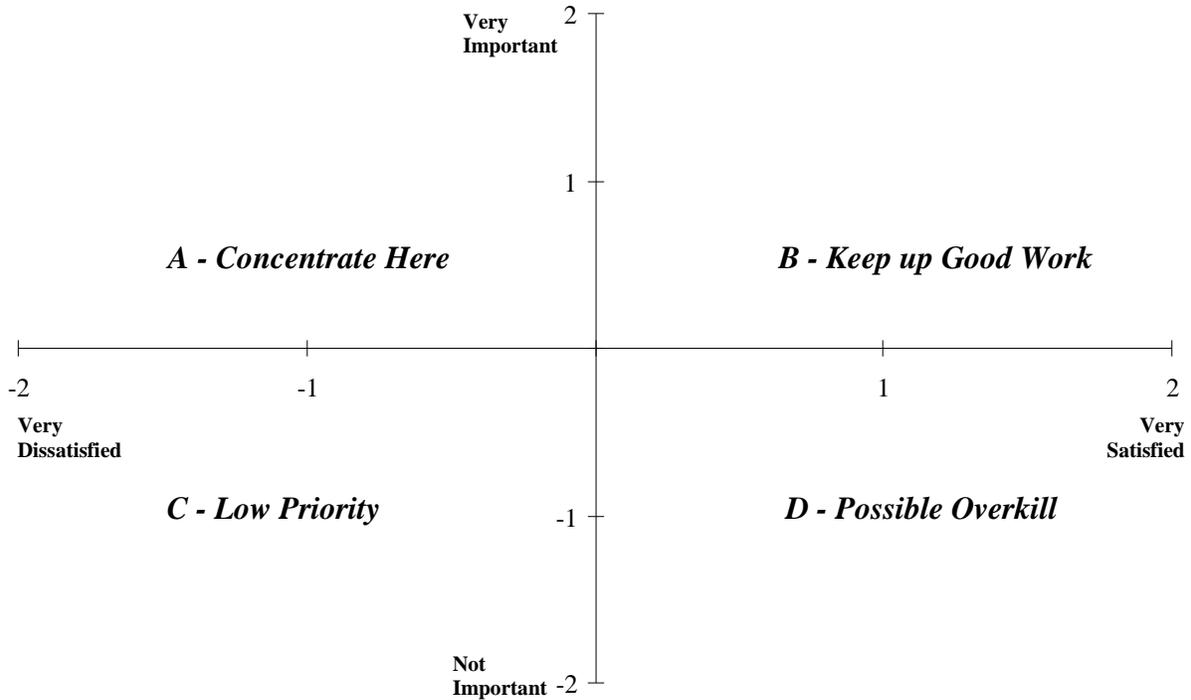
Table 26. Day user specific *satisfactions* at the park

	Day Users (%) <sup>a</sup>
Overall cleanliness of park (e.g., graffiti, lawn care)	100
Absence of litter	99
Courteousness of park rangers / personnel	99
Presence of park rangers / personnel	98
Condition / maintenance of park trails	98
Number of toilets / bathrooms	95
Personal safety	95
Parking for vehicles	95
Cleanliness / conditions of toilets / bathrooms	94
Quality of information / education programs or materials	92
Number of park trails	90
Opportunities to escape crowds of people	90
Number of information / education programs or materials	89
Signs about directions to the park	89
Signs about directions within the park	88
Ease of movement or access (e.g., wheelchair, elderly, stroller)	82
Information specifically about conditions or hazards in the park	79
Variety of things to do	78
Facilities for groups to gather	69

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

**Importance – Performance Analysis.**

Figure 1. Importance-performance (I-P) analysis matrix



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

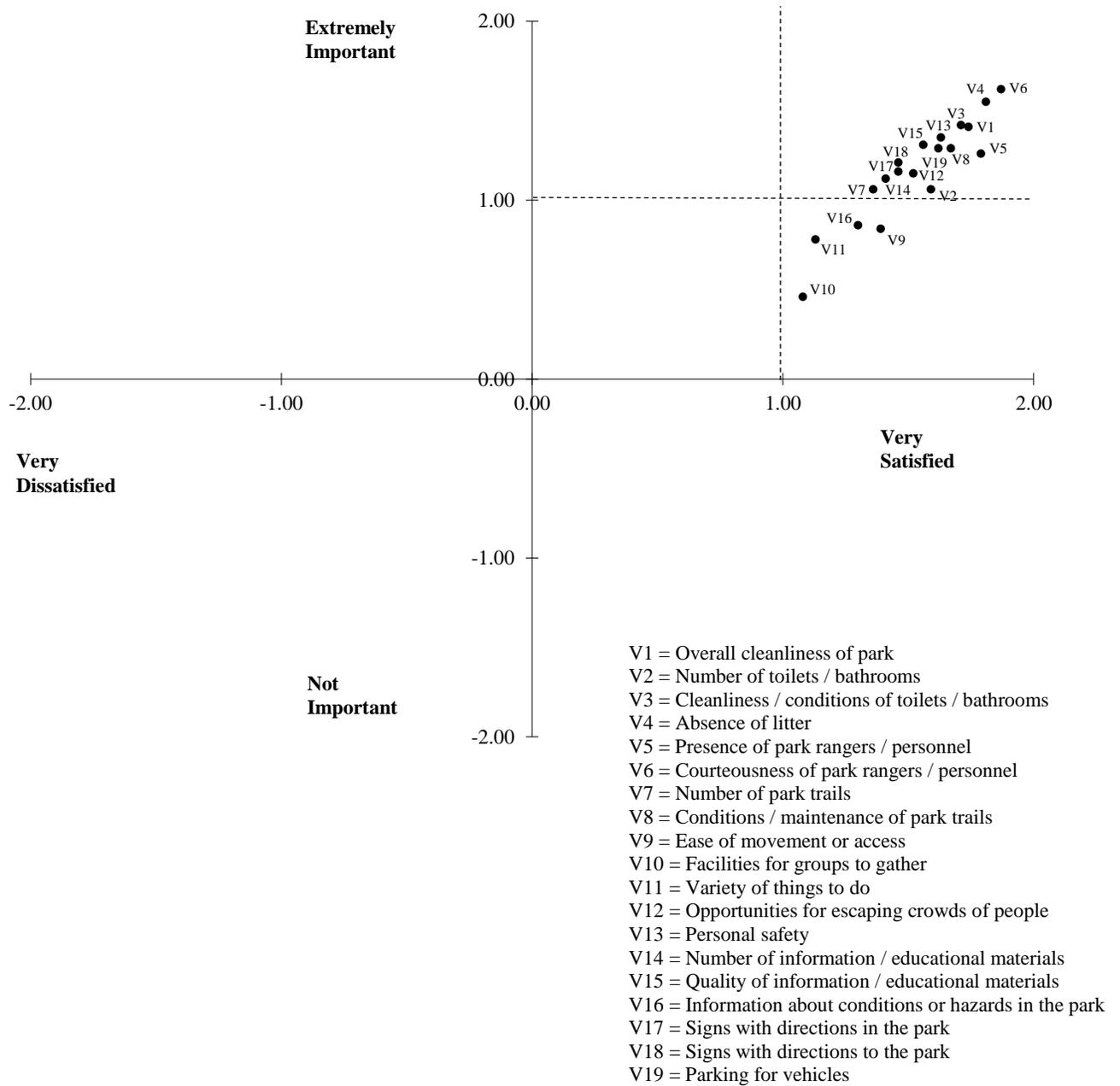


Figure 2 is the I-P matrix for day users. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Fort Yamhill State Heritage Area. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the “keep up the good work” quadrant within the dashed lines included in Figures 2. These results show that there were no attributes that fell into the “concentrate here” quadrant.

Respondents were asked several additional questions about their satisfaction with Fort Yamhill State Heritage Area, including this park’s natural environment, facilities and services, and fees. Users were also asked how likely they would return to this state park. Table 27 shows high user satisfaction with the natural environment (95%), and the facilities and services (93%). In total, 86% of respondents said they were likely to return to this park in the future.

Table 27. Day user likelihood of returning and satisfaction with the park facilities and environment

	Day Users (%)
Satisfaction with natural environment <sup>a</sup>	95
Satisfaction with facilities and services <sup>a</sup>	93
Likelihood of returning <sup>b</sup>	86

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

<sup>b</sup> Cell entries are percentages (%) of users who said they were “likely” or “very likely” to return to the park in the future.

Table 28 shows that all visitors (100%) to Fort Yamhill State Heritage Area would recommend the park to their friends or family.

Table 28. Day user recommendation of park to friends and family

	Day Users (%)
Yes, recommend park	100
No, would not recommend park	0

**Outstanding Features.** Users also provided 115 verbatim open ended comments on what they found to be the most outstanding features or things to do at Fort Yamhill State Heritage Area. The most common outstanding features or things to do involved: (a) archeology; (b) cleanliness; (c) hiking; (d) tranquility and quietness; (e) park history; (f) beauty of the area; (g) knowledgeable and friendly park personnel; and (h) tours of the fort.

**Perceived Crowding.** *Perceived crowding* is a subjective and negative evaluation that this reported 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 29 shows that, on average, day users felt not at all crowded. More specifically, only 4% of all park users 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 in this park is in the “suppressed crowding” range, and crowding is likely limited by management, situational factors, or natural factors and may offer unique low-density experiences.

Table 29. Day user crowding evaluations

	Day Users
Perception of crowding <sup>a</sup>	1.20
Reported feeling crowded (%)	4

<sup>a</sup> Mean 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.” (Median = 1, Mode = 1).

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

- Users considered the most important characteristics at this park were the absence of litter (97%), courteousness of park rangers / personnel (96%), overall cleanliness of park (e.g., graffiti, lawn care; 95%), cleanliness / conditions of toilets / bathrooms (92%), and condition / maintenance of park trails (91%). The least important attributes were the facilities for groups to gather (47%), ease of movement or access (e.g., wheelchair, elderly, stroller; 64%), having a variety of things to do (65%), and information specifically about conditions or hazards in the park (66%).
- Overall satisfaction among users was high, as 92% were satisfied with the highest proportion of users being “very satisfied” (78%). Almost no respondents (7%) were dissatisfied.
- Users were most satisfied with overall park cleanliness (100%), absence of litter (99%), courteousness and presence of park rangers / personnel (99% to 98%), condition / maintenance of park trails (98%), number of toilets / bathrooms (95%), personal safety

(95%), and parking for vehicles (95%). Users were least satisfied with the facilities for groups to gather (69%), having a variety of things to do (78%), and information specifically about conditions or hazards in the park (79%).

- 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. No attributes, however, fell into the “concentrate here” quadrant.
- Most respondents were also satisfied with the natural environment (95%), and the facilities and services (93%).
- Most respondents (86%) said they were likely to return to this park in the future.
- All visitors (100%) to Fort Yamhill State Heritage Area would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Fort Yamhill State Heritage Area involved: (a) archeology; (b) cleanliness; (c) hiking; (d) tranquility and quietness; (e) park history; (f) beauty of the area; (g) knowledgeable and friendly park personnel; and (h) tours of the fort.
- Day users felt not at all crowded, with 4% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the “suppressed crowding” range, and crowding is likely limited by management, situational factors, or natural factors and may offer unique low-density experiences.

### **Attitudes About Programs and Management Strategies**

***Let’s Go Program Interest.*** The questionnaires asked respondents to indicate if they, or their family members, would consider participating in a weekend program (i.e., Let’s Go program) for beginners to learn basic outdoor skills and to identify all of the skills they would be interested in learning about. Table 30 indicates that 61% of day users would consider participating in such a program at a nearby park. From those who indicated overall interest in Let’s Go programs, the most popular programs were hiking (37%), stargazing (32%), birding (28%), camping (27%), and canoeing (21%). The least supported Let’s Go programs were disc golfing (11%), rock

climbing (12%), and mountain biking (14%). The most popular “other” programs were learning about park history, primitive tool making, hunting, and teepee building.

Table 30. Day user consideration of participating in “Let’s Go” programs

	Day Users (%) <sup>a</sup>
Overall Interest	
Yes	61
Specific Program Interest	
Hiking	37
Stargazing	32
Birding	28
Camping	27
Canoeing	21
Scenic bicycling on roads	19
Kayaking	18
Geocaching	17
Rafting	17
Fishing	15
Horseback riding	15
Mountain biking	14
Rock climbing	12
Disc golfing	11
Other <sup>b</sup>	5

<sup>a</sup> Cell entries are percentages (%) of users who reported interest in “Let’s Go” programs.

Percentages do not sum to 100% because respondents could check more than one program from the list.

<sup>b</sup> The most popular “other” programs were: park history, primitive tool making, hunting, and teepee building.

In addition to “Let’s Go” program interest, respondents were also asked to indicate their interest in learning about a variety of other topics during their visit to the park. Table 31 shows that park users were most interested in learning about Native American history (85%), military history (75%), and park history (61%). Park users were least interested in learning about reptiles and amphibians (15%), astronomy / stargazing (17%), leave no trace practices (18%), and hydrology (watersheds / streams; 22%).

Table 31. Day user interest in learning about a variety of topics while at park

	Day Users (%) <sup>a</sup>
Native American history	85
Military history	75
Park history	61
Wildflower viewing	34
Geology	34
Birding	33
Edible plants	33
Flora / fauna tracking and identification	30
Hydrology (watersheds / streams)	22
Leave no trace – outdoor ethics	18
Astronomy / stargazing	17
Reptiles and amphibians	15
Other <sup>b</sup>	2

<sup>a</sup> Cell entries are percentages (%) of users who reported interest in learning about subjects. Percentages do not sum to 100% because respondents could check more than one program from the list.

<sup>b</sup> The most popular “other” subjects were: history of settlers in the area.

Furthermore, respondents were asked how they would prefer learning about a variety of topics while at the park. Table 32 indicates that 55% of day users would prefer participating in a ranger or staff-led tour, whereas 43% would prefer a self-guided tour (reading interpretive panels). Only 2% of users were not interested in learning about Fort Yamhill State Recreation Area.

Table 32. Day user preferred method of learning while at the park

	Day Users (%) <sup>a</sup>
Participating in a ranger or staff-led tour	55
Self-guided tour (reading interpretive panels)	43
Not interested in learning about Fort Yamhill SHA	2

<sup>a</sup> Cell entries are percentages (%) of users who reported interest in these methods of learning about the park.

Respondents were also asked if they, or members of their group, participated in any concession service / activity such as a guided tour (e.g., fishing, rafting, bicycling, scenic, historic) or equipment rental (e.g., kayak, bicycle). Table 33 shows that 31% of day users utilized a concession service or activity while at Fort Yamhill State Heritage Area. The most popular concession services / activities were guided hikes and guided tours.

Table 33 Day user participation in concession services/activities

	Day Users (%)
Utilized a concession service/activity <sup>a</sup>	31
Did not utilize a concession service/activity	69

<sup>a</sup> The most popular concession services/activities indicated were: guided hike and guided tours.

**Attitudes About Management Strategies.** Several items in the questionnaire examined user attitudes about possible management strategies at Fort Yamhill State Heritage Area. Users were asked, for example, the extent they opposed or supported several potential new strategies for this park. Table 34 shows that the most strongly supported strategies were to provide more opportunities for viewing wildlife (82%), restoring the park to historical conditions (82%), provide more information / education (nature, history, archeology; 80%), more programs led by park rangers (80%), and requiring all dogs be kept on a leash at all times (80%). The least supported strategies were to close the park to all recreation and tourism activities (12%), limit the number of people allowed per day (15%), provide food for sale (restaurants, snack shops; 24%), and wireless internet access in the park (29%).

Table 34. Day user attitudes about management at the park

	Day Users (%) <sup>a</sup>
More opportunities for viewing wildlife	82
Restore park to historical conditions	82
More information / education (nature, history, archeology)	80
More programs led by park rangers	80
Require all dogs be kept on leash at all times	80
More opportunities for hiking	76
More opportunities for escaping crowds	70
Improved maintenance or upkeep of facilities / services	61
More recycling containers	54
Do not change anything / keep things as they are now	54
More trash cans	52
More group picnic areas	47
Natural buffers to block view of development outside park	46
More paved trails	44
More enclosed shelters	39
Limit the number of large groups allowed	33
Make the park more pet friendly	32
Downloadable mobile phone applications	31
Wireless internet access within the park	29
Food for sale (restaurants, snack shops, etc.)	24
Limit the number of people allowed per day	15
Close this park to all recreation / tourism activities	12

<sup>a</sup> Cell entries are percentages (%) of users whose response was “support” or “strongly support” management action.

Park users were also asked the extent that they would oppose or support possible service reductions at Fort Yamhill State Heritage Area. Table 35 shows overall low support for service reductions with the highest support for reduced ground maintenance (10%), and fewer ranger-led programs (9%). The least supported service reductions were for fewer hours open (7%), reduced janitorial services (8%), scaled down facilities (e.g., restrooms, shelters; 8%), and fewer ranger patrols (8%).

Table 35. Day user support of possible service reductions at the park

	Day Users (%)
Reduced ground maintenance	10
Fewer ranger-led programs	9
Fewer ranger patrols	8
Scaled down facilities	8
Reduced janitorial services	8
Fewer hours open	7

<sup>a</sup> Cell entries are percentages (%) of users whose response was “support” or “strongly support.”

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

- Over half (61%) of day users would consider participating in a Let’s Go program. Programs with the most interest were hiking (37%), stargazing (32%), birding (28%), camping (27%), and canoeing (21%). The least supported Let’s Go programs were disc golfing (11%), rock climbing (12%), and mountain biking (14%). The most popular “other” programs were learning about park history, primitive tool making, hunting, and teepee building.
- Park users were most interested in learning about Native American history (85%), military history (75%), and park history (61%). Park users were least interested in learning about reptiles and amphibians (15%), astronomy / stargazing (17%), leave no trace practices (18%), and hydrology (watersheds / streams; 22%).
- Over half (55%) of day users would prefer participating in a ranger or staff-led tour, whereas 43% would prefer a self-guided tour (reading interpretive panels). Only 2% of users were not interested in learning about Fort Yamhill State Recreation Area.
- Approximately 31% of day users indicated utilizing a concession service or activity (e.g., fishing, rafting, bicycling, scenic or historic tour) while at Fort Yamhill State Heritage Area. The most popular concession service / activity was guided hikes and guided tours.

- Users most strongly supported management strategies designed to provide more opportunities for viewing wildlife (82%), restore the park to historical conditions (82%), provide more information / education (nature, history, archeology; 80%), more programs led by park rangers (80%), and require all dogs be kept on a leash at all times (80%). The least supported strategies were to close the park to all recreation and tourism activities (12%), limit the number of people allowed per day (15%), provide food for sale (restaurants, snack shops; 24%), and wireless internet access in the park (29%).
- There was overall low support for service reductions in the park. The highest support was for reduced ground maintenance (10%), and fewer ranger-led programs (9%). The least supported service reductions were for fewer hours open (7%), reduced janitorial services (8%), scaled down facilities (e.g., restrooms, shelters; 8%), and fewer ranger patrols (8%).

### **Sociodemographic Characteristics of Users**

Table 36 shows demographic characteristics of users. There were more male (52%) than female (48%) users at Fort Yamhill State Heritage Area. The average age of respondents was 55 years old, and the largest proportions of users were 60 to 69 years old (25%) and 50 to 59 years old (24%). Almost all respondents were white (i.e., Caucasian; 93%) with few American Indian or Alaskan Natives (3%), Asians (2%), and Native Hawaiian or Pacific Islander (1%). The average annual household income before taxes of respondents was approximately \$65,800, and the largest proportion of users had incomes from \$30,000 to \$49,999 (24%) and \$50,000 to \$69,999 (21%). Visitors to Fort Yamhill State Heritage Area are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all users (98%) considered English as the primary language spoken in their homes.

Table 36. Day user demographic characteristics

	Day Users <sup>a</sup>
Gender	
Female	48
Male	52
Age	
Less than 20 years old	0
20 – 29 years	3
30 – 39 years	15
40 – 49 years	15
50 – 59 years	24
60 – 69 years	25
70 – 79 years	14
80+ years old	4
Average age (mean years)	55
Household income (before taxes)	
Less than \$10,000	1
\$10,000 – \$29,999	5
\$30,000 – \$49,999	24
\$50,000 – \$69,999	21
\$70,000 – \$89,999	19
\$90,000 – \$109,999	14
\$110,000 – \$129,999	5
\$130,000 – \$149,999	3
\$150,000 – \$169,999	1
\$170,000 or more	6
Average income (mean dollars)	65,800
Ethnicity	
White (Caucasian)	93
American Indian or Alaskan Native	3
Asian	2
Native Hawaiian or Pacific Islander	1
Other	2
Language spoken most often at home	
English	98
Other	2

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

Table 37 shows that almost all users resided in the USA (99%) with 1% residing in Canada. Furthermore, 81% of users resided in Oregon, 8% resided in Washington, 3% resided in California, and 2% resided in Arizona. Among park users, 47% resided in the Willamette Valley region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 20% resided in other

states, 19% resided in the Portland Metro region, 7% resided in the coastal region, and 2% or fewer resided in each the Southern, Central, Eastern, and Mt. Hood / Gorge regions of the state.

Table 37. Day user location of residence

	Day Users (%)
Country	
USA	99
Canada	1
State	
Oregon <sup>a</sup>	81
Washington	8
California	3
Arizona	2
Other <sup>b</sup>	6

<sup>a</sup> In total, 47% of park users resided in the Willamette Valley region of Oregon, 19% resided in the Portland Metro region, 7% resided in the coastal region, and 2% of fewer resided in each the Southern, Central, Eastern, and Mt. Hood / Gorge regions of the state.

<sup>b</sup> Less than 1% of day users came from each of the following states: Colorado, Florida, Hawaii, Idaho, Indiana, Minnesota, Ohio, and Texas.

Table 38 shows that 72% of users said that nobody in their group had a disability, whereas 28% had at least one group member with a disability. Of those who had a disability, 22% was associated with walking, 2% was associated with hearing, and another 1% was associated with learning.

Table 38. Day user disabilities

	Day Users (%)
Disability in group	
No	72
Yes <sup>a</sup>	28

<sup>a</sup> Types of disabilities: walking = 22%, hearing = 2%, and learning = 1%.

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

- There were more male (52%) than female (48%) users at this park.
- The average age of users was approximately 55 years old, and the largest proportions of users were 60 to 69 years old (25%) and 50 to 59 years old (24%).
- The average annual household income before taxes of respondents was approximately \$65,800, and the largest proportion of users had incomes from \$30,000 to \$49,999 (24%) and \$50,000 to \$69,999 (21%). Visitors to Fort Yamhill State Heritage Area are generally

wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).

- Almost all respondents were white (i.e., Caucasian; 93%) with few American Indian or Alaskan Natives (3%), Asians (2%), and Native Hawaiian or Pacific Islander (1%).
- Almost all respondents (98%) reported English as their primary language spoken in their homes.
- Approximately 81% of users resided in Oregon, 8% resided in Washington, 3% resided in California, and 2% resided in Arizona. Among park users, 47% resided in the Willamette Valley region of Oregon, 20% resided in other states, 19% resided in the Portland Metro region, 7% resided in the coastal region, and 2% or fewer resided in each the Southern, Central, Eastern, and Mt. Hood / Gorge regions of the state.
- In total, 72% of users said that nobody in their group had a disability, whereas 28% had at least one group member with a disability. Of those who had a disability, 22% was associated with walking, 2% was associated with hearing, and another 1% was associated with learning.

## ***RECOMMENDATIONS***

### **Management Recommendations**

Based on these results from surveys of day and overnight users, the following recommendations, in no particular order, are proposed for management of Fort Yamhill State Heritage Area:

- Almost all day and overnight users traveled to this park in their own vehicles (87%), so adequate parking is important and should be considered in planning and management.
- Almost all users (92%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the facilities for groups to gather (69%). Managers may wish to evaluate this service to users to ensure they are meeting visitor needs.
- Given that over 43% of park visitors were over the age of 60 and 28% of users had disabilities (22% 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.

- Approximately 4% of day users felt crowded at the park. These results suggest that crowding in this park is in the “suppressed crowding” range, and crowding is likely limited by management, situational factors, or natural factors and may offer unique low-density experiences.
- Users most strongly supported strategies designed to provide more opportunities at the park for viewing wildlife (82%), restoring the park to historical conditions (82%), provide more information / education (nature, history, archeology; 80%), more programs led by park rangers (80%), and requiring all dogs be kept on a leash at all times (80%). Managers may want to consider some or all of these strategies.
- 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.
- The largest proportion of users depended on official internet websites (55%) as the first primary source of obtaining information about parks such as Fort Yamhill State Heritage Area. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (94%) were able to find the information they needed when planning their visit to Fort Yamhill State Heritage Area. However, some visitors (6%) were not able to find all information needed. The most popular information needed was hiking information on the website.
- Users also provided 115 verbatim open ended comments on what they found to be the most outstanding features or things to do at Fort Yamhill State Heritage Area. The most common outstanding features and things to do involved: (a) archeology; (b) cleanliness; (c) hiking; (d) tranquility and quietness; (e) park history; (f) beauty of the area; (g) knowledgeable and friendly park personnel; and (h) tours of the fort. This information could be added to the Fort Yamhill State Heritage Area website to inform future visitors regarding what other visitors feel are the most outstanding features at this park.
- Users provided 48 verbatim open ended positive and negative comments, and suggestions for possible improvement of Fort Yamhill State Heritage Area and other park related issues. The most common concerns raised involved: (a) more interpretive signs with

information about the park (archeology, history, historic buildings); (b) reconstruction of historic buildings; (c) bringing back the original blockhouse; (d) more signs with directions and warnings; and (e) additional information from a Native American perspective.

---

## **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* (3<sup>rd</sup> ed.). Corvallis, OR: Oregon State University Press.
- 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* (3<sup>rd</sup> 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. Keep restoring the original sight. It would make it a more attractive place to visit. Thanks.
- Good tour.
- Great experience and tour guide.
- Great place to learn history. Thank you.
- I guess, don't change anything toward the less. Thank you for conducting the survey.
- It is great. Thanks for doing a great job on the tour.
- It was a great visit.
- It's awesome. Thank you.
- Just keep up the good work. Keep it open. Bless it a lot.
- Keep doing what you are doing.
- Love it. Good people and good rangers.
- Love it.
- Love the history.
- Loved the volunteers and love what has been done to house.
- Perfect. Thank you.
- The volunteer for us was very knowledgeable and helpful.
- Thank you so much. Enjoyed the people and the dig.
- Thank you.
- The volunteers were wonderful. A+.
- Thought it was all great.
- You did a great job. It was beautiful, quiet and peaceful. The rangers were very knowledgeable.
- You did great. Thank you for all the great information and friendly talk.

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

- Add more historical building and relics.
- Bring back the original blockhouse.
- Complete dig and signage. This will help me in my teaching of 3rd/4th graders.
- Continue development of Fort reproduction.
- Eventually return and/or rebuild fort structures.
- Expand archeological activity and restore buildings.
- Have more literature at the park and maybe books for sale about the area.
- I am very interested in seeing and learning about the discovered artifacts. An interactive museum would be excellent.
- I would like to see more buildings.
- If possible, a disc golf course and more trails on outskirts of land if possible.

- 
- Interpretive center would be fabulous, on both the history and on the archeological activity.
  - Keep it open for family of settlers to come visit.
  - Keep the archaeology program funded.
  - Keep working on the house, it will be an important way to interpret the history of this site.
  - Any additional historical info would be great.
  - Maybe a brochure or selling "All Quiet on the Yamhill" book in print.
  - Have a more native perspective. Add signs on the marker that depict the appearance of structures, signs of powwow areas, less signs about how boring it is, and information for amateur birders.
  - Where are Hwy 22 and the old native Hwy? There are no markers.
  - Move block house back to the Yamhill Park.
  - Post a sign warning about wild animals like cougars, coyotes, and bears.
  - Put in buildings as they were, and have some Native American volunteers.
  - Rebuild some historic sites, and have more information like a "bakehouse" for walking tours.
  - Reconstruct historic buildings.
  - Replicate some of the buildings that existed.
  - Stay open.
  - We would really like to spend more time hiking trails in this area and see more about how the fort looked. Biking trails would bring us back. Any additional outdoor activities would be great.

**APPENDIX B: QUESTIONNAIRES**

**Day Visitor Experiences and Perceptions  
at Fort Yamhill State Heritage Area**



**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 by:



*Nature*  
**HISTORY**  
*Discovery*

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

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> D. Outdoor photography	<input type="checkbox"/> G. Visiting historic sites
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> E. Sightseeing	<input type="checkbox"/> H. Ranger-led program(s)
<input type="checkbox"/> C. Bicycling on local roads	<input type="checkbox"/> F. Bird or wildlife watching	<input type="checkbox"/> I. Other (write response) _____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Fort Yamhill State Heritage Area on this trip? (write a letter that matches your response)  
 Letter for primary activity \_\_\_\_\_
  
5. Which of the following best describes the purpose of your trip? (check **ONE**)
  - Primarily for recreation – this park was my main destination
  - Primarily for recreation – my main destination was NOT this park
  - Primarily for business, family, or other reasons – this park was a side trip
  - Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) \_\_\_\_\_ mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your ***overall experience*** at Fort Yamhill State Heritage Area? (check **ONE**)
 

<input type="checkbox"/> Very Dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Neither	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Very Satisfied
--	---------------------------------------	----------------------------------	------------------------------------	---
  
8. How dissatisfied or satisfied were you with the ***natural environment*** at Fort Yamhill State Heritage Area? (check **ONE**)
 

<input type="checkbox"/> Very Dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Neither	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Very Satisfied
--	---------------------------------------	----------------------------------	------------------------------------	---
  
9. How dissatisfied or satisfied were you with the ***facilities / services*** at Fort Yamhill State Heritage Area? (check **ONE**)
 

<input type="checkbox"/> Very Dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Neither	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Very Satisfied
--	---------------------------------------	----------------------------------	------------------------------------	---
  
10. How unlikely or likely are you to return to Fort Yamhill State Heritage Area in the future? (check **ONE**)
 

<input type="checkbox"/> Very Unlikely	<input type="checkbox"/> Unlikely	<input type="checkbox"/> Neither	<input type="checkbox"/> Likely	<input type="checkbox"/> Very Likely
--	-----------------------------------	----------------------------------	---------------------------------	--------------------------------------

11. How **important** is it to you that each of the following is at Fort Yamhill SHA? (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
Opportunities to escape crowds of people.	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 Fort Yamhill SHA? (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
Opportunities to escape crowds of people.	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 do you **oppose or support** each of the following possible management actions at Fort Yamhill SHA? **(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
Food for sale (restaurants, snack shops, etc.)	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

As agency budgets for management of this park decrease over time, we may be faced with difficult decisions related to service reductions. Before making any changes, however, we feel that it is important to know what changes would be supported or opposed by current visitors. As a result, the following questions list various hypothetical changes that managers could make in the future. Please indicate your level of opposition or support to these possible changes.

14. To what extent would you **oppose or support** each of the following possible service reductions at Fort Yamhill SHA? **(circle one number for EACH)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	1	2	3	4	5
Fewer ranger patrols.	1	2	3	4	5
Fewer ranger-led programs.	1	2	3	4	5
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	1	2	3	4	5
Reduced janitorial services.	1	2	3	4	5
Reduced ground maintenance (e.g., mowing, landscaping).	1	2	3	4	5

15. ***Including yourself***, how many people accompanied you at Fort Yamhill State Heritage Area on this trip? \_\_\_\_\_ person(s)

16. Did you or anyone in your group bring dog(s) with you to Fort Yamhill SHA? **(check ONE)**  No  Yes

17. To what extent did you feel crowded at Fort Yamhill State Heritage Area on this trip? (circle a number)

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

18. Did anyone in your group have a disability?

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

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

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

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

Letter \_\_\_\_\_

21. When planning your visit to Fort Yamhill SHA, were you able to find the information you needed? (check ONE)

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

22. How did you get to Fort Yamhill State Heritage Area on this trip? (check ONE)

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

23. If you had NOT been able to go to Fort Yamhill SHA 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)

24. If you had NOT been able to go to Fort Yamhill State Heritage Area for this visit, what other park(s) would you have considered going to instead? (**list park names**) \_\_\_\_\_

\_\_\_\_\_

25. Would you recommend a Fort Yamhill State Heritage Area visit to friends or family members? (**check ONE**)

- Yes
- No → if no, why not? (**write response**) \_\_\_\_\_

26. What do you feel are the most outstanding features or things to do at Fort Yamhill State Heritage Area? (write response)

\_\_\_\_\_

\_\_\_\_\_

27. If Oregon State Parks offered weekend programs for beginners to learn basic outdoor skills, would you/your family consider participating in such a program at a nearby park?

- No
- Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)
  - Birding     Disc golfing     Hiking     Mountain biking     Scenic bicycling on roads
  - Camping     Fishing     Horseback riding     Rafting     Stargazing
  - Canoeing     Geocaching     Kayaking     Rock climbing     Other \_\_\_\_\_

28. During your visit to this park, did you or members of your personal group use a concession service/activity such as a guided trip/tour (e.g., fishing, rafting, bicycling, scenic, historic) or equipment rental (e.g., kayak, bicycle)?

- No
  - Yes → if yes, what type of concession service/activity (write in response)
- \_\_\_\_\_

29. On a future visit to Fort Yamhill SHA, what subjects would you be interested in learning about? (**check all that apply**)

- |   |  |
|---|--|
| <input type="checkbox"/> Native American history                  | <input type="checkbox"/> Birding                         |
| <input type="checkbox"/> Military history                         | <input type="checkbox"/> Edible plants                   |
| <input type="checkbox"/> Park history                             | <input type="checkbox"/> Geology                         |
| <input type="checkbox"/> Leave no trace – outdoor ethics          | <input type="checkbox"/> Astronomy/ stargazing           |
| <input type="checkbox"/> Flora/ fauna (plant/animal ID, tracking) | <input type="checkbox"/> Hydrology (watersheds/ streams) |
| <input type="checkbox"/> Wildflower viewing                       | <input type="checkbox"/> Other (write response) _____    |
| <input type="checkbox"/> Reptiles & Amphibians                    |  |

30. What is your preferred method of learning while at Fort Yamhill SHA? (**check ONE**)

- Self-guided tour (reading interpretive panels)
- Participating in a ranger or staff – led tour
- Not interested in learning about Fort Yamhill SHA

31. Did you participate in any moderate physical activity during this trip (for example walking, bicycling, canoeing at a moderate pace)? (**check ONE**)

- No
- Yes → if yes, how much time did you spend in moderate physical activity for this trip? \_\_\_\_\_ minutes

32. Did you participate in any vigorous physical activity during this trip (for example jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly)? (**check ONE**)

- No
- Yes → if yes, how much time did you spend in vigorous physical activity for this trip? \_\_\_\_\_ minutes

33. Is your level of physical activity at Fort Yamhill State Heritage Area more than, less than, or about the same as your level of physical activity in your day-to-day life? (**check ONE**)

- My physical activity is MORE at Fort Yamhill State Heritage Area than my daily life.
- My physical activity is LESS at Fort Yamhill State Heritage Area than in my daily life.
- My physical activity is ABOUT THE SAME at Fort Yamhill State Heritage Area as it is in my daily life.

34. To what degree did this Fort Yamhill State Heritage Area visit result in the following health benefits for you? (**circle one number for EACH**)

	Not at all					A great deal
A. Reducing your stress.	1	2	3	4	5	
B. Improving your level of physical fitness.	1	2	3	4	5	
C. Improving your physical health.	1	2	3	4	5	
D. Improving your mental health.	1	2	3	4	5	
E. Reducing your anxiety.	1	2	3	4	5	

35. 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 both inside the Park and within **30 miles** of Fort Yamhill State Heritage Area. **Please round off to the nearest dollar.**

- Motel, lodge, cabin, B&B, other lodging: \$ \_\_\_\_\_ .00
- Camping: \$ \_\_\_\_\_ .00
- Restaurants and bars: \$ \_\_\_\_\_ .00
- Groceries: \$ \_\_\_\_\_ .00
- Gasoline and oil: \$ \_\_\_\_\_ .00
- Park entry, parking, or recreation use fees: \$ \_\_\_\_\_ .00
- Recreation and equipment (guide fees, equipment rental): \$ \_\_\_\_\_ .00
- Souvenirs, clothing, and other miscellaneous: \$ \_\_\_\_\_ .00

36. Are you staying away from home either inside the Park or within 30 miles of Fort Yamhill State Heritage Area on this trip? **(check ONE)**

- No  
 Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?  
 \_\_\_\_\_ night(s)

37. Considering the amount that you spent on this trip, how much more would you have spent on this trip before deciding not to take it? \$ \_\_\_\_\_

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

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

40. 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    \_\_\_\_\_

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

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

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

43. 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 Fort Yamhill State Heritage Area:

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

**APPENDIX C: UNCOLLAPSED PERCENTAGES**

**Day Visitor Experiences and Perceptions  
at Fort Yamhill State Heritage Area**



**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 by:



*Nature*  
**HISTORY**  
*Discovery*

We are conducting this survey to learn about your experiences at Fort Yamhill State Heritage Area. 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 Fort Yamhill State Heritage Area? (check **ONE**)
  - 65% No
  - 35% Yes → if yes, how many day trips have you made to this park in the past 12 months? (write number) 2.35 trip(s)
  
2. How many hours did you spend at Fort Yamhill State Heritage Area on this trip? (write number) 1.51 hour(s)
  
3. Please check **all** recreation activities you did at Fort Yamhill State Heritage Area on this trip. (check **ALL THAT APPLY**)
 

76% <b>A.</b> Hiking or walking	28% <b>D.</b> Outdoor photography	79% <b>G.</b> Visiting historic sites
16% <b>B.</b> Dog walking	59% <b>E.</b> Sightseeing	46% <b>H.</b> Ranger-led program(s)
1% <b>C.</b> Bicycling on local roads	20% <b>F.</b> Bird or wildlife watching	17% <b>I.</b> Other (write response) <u>see report</u>
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Fort Yamhill State Heritage Area on this trip? (write a letter that matches your response)
 

Letter for primary activity see report
  
5. Which of the following best describes the purpose of your trip? (check **ONE**)
  - 33% Primarily for recreation – this park was my main destination
  - 41% Primarily for recreation – my main destination was NOT this park
  - 18% Primarily for business, family, or other reasons – this park was a side trip
  - 8% Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) 2.49 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your ***overall experience*** at Fort Yamhill State Heritage Area? (check **ONE**)
 

6% Very Dissatisfied	1% Dissatisfied	0% Neither	15% Satisfied	78% Very Satisfied
----------------------	-----------------	------------	---------------	--------------------
  
8. How dissatisfied or satisfied were you with the ***natural environment*** at Fort Yamhill State Heritage Area? (check **ONE**)
 

3% Very Dissatisfied	1% Dissatisfied	1% Neither	30% Satisfied	65% Very Satisfied
----------------------	-----------------	------------	---------------	--------------------
  
9. How dissatisfied or satisfied were you with the ***facilities / services*** at Fort Yamhill State Heritage Area? (check **ONE**)
 

4% Very Dissatisfied	1% Dissatisfied	3% Neither	35% Satisfied	58% Very Satisfied
----------------------	-----------------	------------	---------------	--------------------
  
10. How unlikely or likely are you to return to Fort Yamhill State Heritage Area in the future? (check **ONE**)
 

3% Very Unlikely	3% Unlikely	8% Neither	35% Likely	51% Very Likely
------------------	-------------	------------	------------	-----------------

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

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	1%	4%	47%	48%
Number of toilets / bathrooms.	2	3	16	45	34
Cleanliness / conditions of toilets / bathrooms.	1	0	8	40	52
Absence of litter.	0	1	2	39	58
Presence of park rangers / personnel.	1	2	11	44	42
Courteousness of park rangers / personnel.	0	0	4	30	66
Number of park trails.	1	0	24	44	32
Condition / maintenance of park trails.	0	2	8	51	40
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	4	4	28	34	30
Facilities for groups to gather.	5	11	37	26	21
Variety of things to do.	0	6	29	45	19
Opportunities to escape crowds of people.	2	1	16	44	37
Personal safety.	0	3	13	31	53
Number of information / education programs or materials.	0	2	17	50	32
Quality of information / education programs or materials.	0	2	12	42	45
Information specifically about conditions or hazards in the park.	2	7	24	35	31
Signs about directions within the park.	2	2	14	46	37
Signs about directions to the park.	1	2	15	39	43
Parking for vehicles.	0	3	9	44	44

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	0%	0%	26%	74%
Number of toilets / bathrooms.	0	0	5	32	63
Cleanliness / conditions of toilets / bathrooms.	0	0	6	18	76
Absence of litter.	0	0	1	18	82
Presence of park rangers / personnel.	0	0	2	17	81
Courteousness of park rangers / personnel.	0	0	1	12	88
Number of park trails.	0	2	9	43	47
Condition / maintenance of park trails.	0	0	2	30	69
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	0	17	24	58
Facilities for groups to gather.	1	2	28	27	42
Variety of things to do.	0	1	22	42	36
Opportunities to escape crowds of people.	0	0	10	29	61
Personal safety.	0	1	48	25	70
Number of information / education programs or materials.	0	1	11	35	53
Quality of information / education programs or materials.	0	1	7	27	65
Information specifically about conditions or hazards in the park.	0	1	20	27	52
Signs about directions within the park.	0	0	12	30	58
Signs about directions to the park.	1	2	9	29	60
Parking for vehicles.	0	1	4	28	67

13. To what extent do you **oppose or support** each of the following possible management actions at Fort Yamhill SHA? **(circle one number for EACH)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1%	1%	29%	36%	33%
Provide more opportunities for viewing wildlife.	0	1	18	45	36
Food for sale (restaurants, snack shops, etc.)	22	18	36	16	8
Provide more group picnic areas.	3	8	43	37	10
Provide more opportunities for hiking.	1	2	21	45	31
Provide more paved trails.	3	9	44	31	13
Provide more trash cans.	0	3	45	37	15
Provide more recycling containers.	0	2	44	37	17
Provide more information / education about nature, history, or archeology.	0	2	18	43	37
Provide more programs led by park rangers.	1	1	20	44	35
Provide wireless internet access within the park.	18	10	42	13	17
Provide downloadable mobile phone applications.	13	10	46	17	13
Provide more enclosed shelters.	8	5	49	27	13
Improve maintenance or upkeep of facilities / services.	2	1	37	38	23
Require all dogs be kept on leash at all times.	4	2	15	21	59
Make the park more pet friendly.	5	11	52	21	12
Provide natural buffers to block views of development outside the park.	3	10	41	28	17
Restore it to historical conditions (e.g., replace non-native with native plants)	2	2	15	40	43
Limit the number of people allowed per day.	17	23	45	10	5
Limit the number of large groups allowed (e.g., no more than 10-20 people).	8	16	43	22	12
Close this park to all recreation / tourism activities.	52	19	18	7	5
Do not change anything / keep things as they are now.	2	8	37	32	22

As agency budgets for management of this park decrease over time, we may be faced with difficult decisions related to service reductions. Before making any changes, however, we feel that it is important to know what changes would be supported or opposed by current visitors. As a result, the following questions list various hypothetical changes that managers could make in the future. Please indicate your level of opposition or support to these possible changes.

14. To what extent would you **oppose or support** each of the following possible service reductions at Fort Yamhill SHA? **(circle one number for EACH)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	25%	38%	30%	4%	3%
Fewer ranger patrols.	28	31	32	5	4
Fewer ranger-led programs.	31	34	26	6	3
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	32	38	23	5	3
Reduced janitorial services.	32	36	24	5	2
Reduced ground maintenance (e.g., mowing, landscaping).	29	36	26	6	4

15. **Including yourself**, how many people accompanied you at Fort Yamhill State Heritage Area on this trip? 2.57 person(s)

16. Did you or anyone in your group bring dog(s) with you to Fort Yamhill SHA? (check **ONE**) 85% No 15% Yes

17. To what extent did you feel crowded at Fort Yamhill State Heritage Area on this trip? (circle a number)

89%	8%	1%	1%	1%	1%	0%	1%	0%
Not at all Crowded		Slightly Crowded		Moderately Crowded		Extremely Crowded		

18. Did anyone in your group have a disability?

72% No  
 28% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 2% Hearing 1% Sight 22% Walking  
 1% Learning 0% Other see report

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

	Never	Sometimes	Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	26%	13%	22%
B. Social media internet websites (e.g., Facebook, Twitter).	60	12	5
C. Brochures.	31	9	9
D. Newspapers.	44	15	3
E. Magazines.	42	18	2
F. Books.	39	15	3
G. Television.	54	22	0
H. Videos / DVDs.	68	21	1
I. Radio.	64	19	0
J. Community organization or church.	67	18	0
K. Health care providers.	78	14	0
L. Work.	65	16	2
M. Friends or family members.	25	9	20
N. Highway signs.	12	6	26
O. Previous visit.	24	7	26
P. Other (write response) _____	46	4	23

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

Letter see report

21. When planning your visit to Fort Yamhill SHA, were you able to find the information you needed? (check ONE)

94% Yes  
 6% No → if no, what additional information did you need? (write response) see report

22. How did you get to Fort Yamhill State Heritage Area on this trip? (check ONE)

87% My family's personal vehicle → how many total people were in the vehicle? 2.47 person(s)  
 6% Somebody else's personal vehicle → how many total people were in the vehicle? 3.17 person(s)  
 7% Other (write response) → how many total people were in the vehicle? 2.80 person(s)

23. If you had NOT been able to go to Fort Yamhill SHA for this visit, what would you have done? (**check ONE**)

- 19% Gone somewhere else for the same activity → how far from home is the place you would go instead? 46.57 miles(s)
- 16% Gone somewhere else for a different activity → how far from home is the place you would go instead? 54.06 miles(s)
- 34% Come back another time
- 6% Stayed home
- 2% Gone to work at my regular job
- 23% Something else (none of these)

24. If you had NOT been able to go to Fort Yamhill State Heritage Area for this visit, what other park(s) would you have considered going to instead? (**list park names**) see report

25. Would you recommend a Fort Yamhill State Heritage Area visit to friends or family members? (**check ONE**)

- 100% Yes
- 0% No → if no, why not? (**write response**) see report

26. What do you feel are the most outstanding features or things to do at Fort Yamhill State Heritage Area? (write response)

see report

27. If Oregon State Parks offered weekend programs for beginners to learn basic outdoor skills, would you/your family consider participating in such a program at a nearby park?

- 39% No
- 61% Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)

- |              |                  |                      |                     |                               |
|--------------|------------------|----------------------|---------------------|-------------------------------|
| 28% Birding  | 11% Disc golfing | 37% Hiking           | 14% Mountain biking | 19% Scenic bicycling on roads |
| 27% Camping  | 15% Fishing      | 15% Horseback riding | 17% Rafting         | 32% Stargazing                |
| 21% Canoeing | 17% Geocaching   | 18% Kayaking         | 12% Rock climbing   | 5% Other <u>see report</u>    |

28. During your visit to this park, did you or members of your personal group use a concession service/activity such as a guided trip/tour (e.g., fishing, rafting, bicycling, scenic, historic) or equipment rental (e.g., kayak, bicycle)?

- 69% No
- 31% Yes → if yes, what type of concession service/activity (write in response)

see report

29. On a future visit to Fort Yamhill SHA, what subjects would you be interested in learning about? (**check all that apply**)

- |  |   |
|--|---|
| 85% Native American history                  | 33% Birding                                 |
| 75% Military history                         | 33% Edible plants                           |
| 61% Park history                             | 34% Geology                                 |
| 18% Leave no trace – outdoor ethics          | 18% Astronomy/ stargazing                   |
| 30% Flora/ fauna (plant/animal ID, tracking) | 22% Hydrology (watersheds/ streams)         |
| 34% Wildflower viewing                       | 2% Other (write response) <u>see report</u> |
| 15% Reptiles & Amphibians                    |   |

30. What is your preferred method of learning while at Fort Yamhill SHA? (**check ONE**)

- 43% Self-guided tour (reading interpretive panels)
- 55% Participating in a ranger or staff – led tour
- 2% Not interested in learning about Fort Yamhill SHA

31. Did you participate in any moderate physical activity during this trip (for example walking, bicycling, canoeing at a moderate pace)? (**check ONE**)

- 40% No
- 60% Yes → if yes, how much time did you spend in moderate physical activity for this trip? 39.93 minutes

32. Did you participate in any vigorous physical activity during this trip (for example jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly)? (**check ONE**)

- 89% No
- 11% Yes → if yes, how much time did you spend in vigorous physical activity for this trip? 48.50 minutes

33. Is your level of physical activity at Fort Yamhill State Heritage Area more than, less than, or about the same as your level of physical activity in your day-to-day life? (**check ONE**)

- 22% My physical activity is MORE at Fort Yamhill State Heritage Area than my daily life.
- 32% My physical activity is LESS at Fort Yamhill State Heritage Area than in my daily life.
- 46% My physical activity is ABOUT THE SAME at Fort Yamhill State Heritage Area as it is in my daily life.

34. To what degree did this Fort Yamhill State Heritage Area visit result in the following health benefits for you? (**circle one number for EACH**)

	Not at all			A great deal	
A. Reducing your stress.	4%	3%	17%	32%	44%
B. Improving your level of physical fitness.	12	12	34	24	18
C. Improving your physical health.	9	10	33	29	19
D. Improving your mental health.	5	4	18	34	39
E. Reducing your anxiety.	5	5	18	36	36

35. 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 both inside the Park and within **30 miles** of Fort Yamhill State Heritage Area. **Please round off to the nearest dollar.**

- Motel, lodge, cabin, B&B, other lodging: \$ see report
- Camping: \$ see report.
- Restaurants and bars: \$ see report.
- Groceries: \$ see report
- Gasoline and oil: \$ see report.
- Park entry, parking, or recreation use fees: \$ see report.
- Recreation and equipment (guide fees, equipment rental): \$ see report
- Souvenirs, clothing, and other miscellaneous: \$ see report

36. Are you staying away from home either inside the Park or within 30 miles of Fort Yamhill State Heritage Area on this trip? **(check ONE)**  
 65% No  
 35% Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?  
3.53 night(s)
37. Considering the amount that you spent on this trip, how much more would you have spent on this trip before deciding not to take it? \$ 121.30
38. Are you: **(check ONE)** 52% Male 48% Female
39. How old are you? **(write response)** 55 years old
40. Which of the following best describes you? **(check ONE)**  
 93% White (Caucasian) 0% Hispanic / Latino 3% American Indian or Alaskan Native 2% Other (write response)  
 0% Black / African American 2% Asian 1% Native Hawaiian or Pacific Islander see report
41. What language is spoken most often at your home? **(check ONE)**  
 98% English 0% Spanish 0% Russian 2% Other (write response) see report
42. Where do you live? **(write responses)** City / town see report State see report Country see report Zipcode see report
43. Which of these broad categories best describes your *current annual household income before taxes*? **(check ONE)**
- |                          |                           |
|--------------------------|---------------------------|
| 1% Less than \$10,000    | 14% \$90,000 to \$109,999 |
| 5% \$10,000 to \$29,999  | 5% \$110,000 to \$129,999 |
| 24% \$30,000 to \$49,999 | 3% \$130,000 to \$149,999 |
| 32% \$50,000 to \$69,999 | 1% \$150,000 to \$169,999 |
| 19% \$70,000 to \$89,999 | 6% \$170,000 or more      |

Please tell us how we can improve Fort Yamhill State Heritage Area:

see report

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