



# **Visitor Survey of Day-use Visitors at Maud Williamson State Recreation Site**

Final Report

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*Nature*  
**HISTORY**  
*Discovery*

## ***ACKNOWLEDGMENTS***

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## ***EXECUTIVE SUMMARY***

### **Objectives**

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

### **Methods**

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 4 and September 08, 2013. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was  $n = 191$  with a response rate of 49%. The sample size allows generalizations about the population of day users at Maud Williamson State Recreation Site at a margin of error of  $\pm 7.1\%$  at the 95% confidence level.

### **Results**

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

- The most popular activities were picnicking or barbecuing (57%), and sightseeing (32%). The least popular activities were volleyball (11%), horseshoes (14%), outdoor photography (15%), and bird or wildlife watching (17%).
- The most common main activity groups were picnicking or barbecuing (42%). The least common activity groups were horseshoes (1%), outdoor photography (1%), and bird or wildlife watching (4%).
- Day users spent an average of almost three hours in the park, with 61% of users spending up to two hours in the park. Half of day users (50%), however, spent only one hour in the park.
- Many visitors were local with 63% living within 30 miles from the park, and another 22% originating 31 to 60 miles from the park. Only 9% of respondents traveled over 120 miles to reach the park. Day users, on average, traveled approximately 79 miles to visit the park.
- In total, 71% of respondents had visited this park before, whereas 29% had not visited previously.
- Users had visited an average of over five times in the past 12 months. The highest proportion (25%) had visited the park just one time, with 23% visiting three to five times. Almost a fifth of day users had never visited the park before.
- Average group size was over 14 people, but this average was skewed by a few extremely large groups. Groups most commonly consisted of two (26%), one (23%), or more than 25 people (24%).
- In total, 22% of park users brought dogs with them and 78% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (82%), 5% arrived in somebody else's vehicle, and another 13% arrived in another form of transportation. Motorcycling and bicycling was the most popular "other" way people reached the park. On average, there were 2.25 people in each personal family vehicle, 2.40 people in somebody else's vehicle, and 1.88 people in other forms of transportation. For all day use vehicles, there was an average of 2.23 people in the vehicle.

- Many users (44%) considered this park as their main destination for recreational activities, whereas 22% of users indicated that this park was not their main destination for recreational activities.
- If they had been unable to go to Maud Williamson State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (43%), done something else (21%), or stayed home (20%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 18 miles for the same activity and 60 miles for a different activity.
- If they had been unable to go to Maud Williamson State Recreation Site for this visit, many day users would have gone to Amity City Park, Bush's Pasture Park, Champoeg State Park, Detroit Lake State Park, Silver Falls State Park, Minto-Brown Island Park, and Willamette Mission State Park.

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

- Approximately 38% of day users indicated participating in moderate physical activity, while 8% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 36 minutes participating in moderate physical activity and 40 minutes participating in vigorous physical activity.
- Over half (54%) of all visitors indicated that their level of physical activity during their visit to Maud Williamson State Recreation Site was about the same as their daily life, whereas 29% indicated it was less, and 17% indicated it was more.
- Park visitors reported their visit helped to reduce stress (65%), reduce anxiety (61%), and improve mental health (60%). Fewer users indicated that their visit improved their level of physical fitness (25%) or improved their physical health (33%).

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

- Most visitors to the park are local (living 30 miles or less from the park; 63%).
- The majority of local day users reported spending no money (32%) or \$1-\$25 (32%), while the majority of non-local day users reported spending \$1-\$25 (22%) and \$26-\$50 (22%). The majority of all day users reported spending no money (28%) or spending \$1-\$25 (28%).
- Most local day-use visitor parties reported spending on gasoline and oil (58%). Most non-local day visitors reported spending money on gasoline and oil (68%), and groceries (60%). Most visitors to Maud Williamson State Recreation Site reported spending some money on gasoline and oil (61%).
- Day users reported that they would spend no more than an average of about \$31 than they already spent before deciding not to visit the park. The largest percentage of day users (46%) would be willing to spend an additional \$1-\$25, with another 32% not willing to spend any more than they already spent.
- Approximately 14% 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 almost two nights (1.92).

#### ***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 information on barbecue facilities, house tours, and where to find the online website.

- The most heavily used sources of information were previous visits (75%), friends or family members (64%), highway signs (63%), and official internet websites (56%). The least used sources were health care providers (16%), videos / DVDs (16%), work (20%), and television (22%). The most popular other ways users obtained information about the park was through Google, word of mouth, and event invites (i.e., reunions, weddings).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%), and friends or family members (26%) were the first primary sources used by most respondents to obtain information about the park. 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 (95%), overall cleanliness of park (e.g., graffiti, lawn care; 91%), and cleanliness / conditions of toilets / bathrooms (91%). The least important attributes were the number and quality of information / education programs and materials (26% to 34%), number of park trails (39%), and the presence of park rangers / personnel (47%).
- Overall satisfaction among users was high, as 86% were satisfied with the highest proportion of users being “very satisfied” (47%). A small amount of respondents (14%) were dissatisfied.
- Users were most satisfied with the absence of litter (94%), overall cleanliness of park (e.g., graffiti, lawn care; 86%), courteousness of park rangers / personnel (86%), the number and cleanliness of toilets / bathrooms (82% to 81%), and personal safety (81%). Users were least satisfied with the number and quality of information / education programs or materials (52% to 53%), number and condition / maintenance of park trails (54% to 55%), and information specifically about conditions or hazards in the park (56%).
- 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 fell into the “concentrate here” quadrant.
- Most respondents were also satisfied with the natural environment (90%), and the facilities and services (87%).
- Most respondents (89%) said they were likely to return to this park in the future.
- Most visitors (95%) to Maud Williamson State Recreation Site would recommend the park to their friends or family. Reasons respondents indicated they would not recommend the park were because there is not enough to do (especially for kids), the overall condition of the park needs improving, and it is too out of the way.
- The most commonly reported outstanding features and things to do at Maud Williamson State Recreation Site involved: (a) natural beauty; (b) peace and quiet with lack of crowds; (c) tree groves; (d) group facilities (reunions, group picnics); (e) wildlife viewing; and (f) the park’s history.
- Day users felt not at all crowded, with 13% 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***

- Almost half (48%) of day users would consider participating in a Let's Go program. Programs with the most interest were camping (25%), hiking (24%), birding (19%), and fishing (19%). The least supported Let's Go programs were rock climbing (7%), mountain biking (9%), scenic bicycling on roads (10%), rafting (10%), and horseback riding (10%). The most popular "other" programs were learning about park history, and photography.
- Approximately 2% of day users indicated using a concession service or activity (e.g., fishing, rafting, bicycling, scenic or historic tour) while at Maud Williamson State Recreation Site. The most popular concession service / activity were use of the Wheatland Ferry, and history of the area.
- Users most strongly supported management strategies designed to provide more recycling containers (60%), more opportunities for escaping crowds (59%), more opportunities for viewing wildlife (59%), requiring all dogs be kept on leash at all times (57%), not changing a thing about the park (56%), more information / education (e.g., nature, history, archeology; 54%), and improving maintenance or upkeep of facilities / services (54%). The least supported strategies were to close the park to all recreation and tourism activities (13%), provide food for sale (15%), limit the number of people allowed per day (18%), and provide downloadable mobile phone applications (25%).
- There was overall low support for service reductions in the park. The highest support was for returning the park to a natural area (20%), and for fewer ranger patrols (17%). The least supported service reductions were for reduced janitorial services (5%), scaled down facilities (e.g., restrooms, shelters; 7%), and fewer hours open (10%).

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

- There were more male (51%) than female (49%) users at this park.
- The average age of users was approximately 57 years old, and the largest proportions of users were 60 to 69 years old (29%) and 50 to 59 years old (26%).
- The average annual household income before taxes of respondents was approximately \$58,600, and the largest proportion of users had incomes from \$30,000 to \$49,999 (24%) and \$10,000 to \$29,999 (21%). Visitors to Maud Williamson State Recreation Site 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 Hispanic / Latino (3%), American Indian or Alaskan Native (3%), Black or African American (1%), and Asian (1%).
- Almost all respondents (98%) reported English as their primary language spoken in their homes.
- Approximately 91% of users resided in Oregon, 6% resided in Washington, and 2% resided in California. Among users, 70% resided in the Willamette Valley region of Oregon, 19% resided in the Portland Metro region, 1% resided in the Southern region, and another 1% resided in the Mt. Hood / Gorge region of the state. No respondents reported living in the Coastal, Eastern, and Central regions of the state.
- In total, 60% of users said that nobody in their group had a disability, whereas 40% had at least one group member with a disability. Of those who had a disability, 31% was associated with walking, 17% with hearing, 10% with learning, and another 8% with sight.

## Recommendations

### *Management Recommendations*

- Almost all day and overnight users traveled to this park in their own vehicles (82%), so adequate parking is important and should be considered in planning and management.
- Approximately 22% of users brought dogs with them to this park. Furthermore, 57% of all visitors supported requiring dogs be on leash at all times and only 40% supported making the park more pet friendly. Managers may want to consider examining enforcement of existing pet regulations in the park.
- A majority of all users (86%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the amount (52%), and quality (53%) of information and education materials and programs. Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that over 49% of park visitors were over the age of 60 and 40% of users had disabilities (31% 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 13% 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 recycling containers (60%), more opportunities for escaping crowds (59%), more opportunities for viewing wildlife (59%), requiring all dogs be kept on leash at all times (57%), not changing a thing about the park (56%), more information / education (e.g., nature, history, archeology; 54%), and improving maintenance or upkeep of facilities / services (54%). 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 (49%) as the first primary source of obtaining information about parks such as Maud Williamson State Recreation Site. 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 Maud Williamson State Recreation Site. However, some visitors (6%) were not able to find all information needed. The most popular information needed was further information about barbecue facilities, house tours, and where to find the online website.
- Users also provided 121 verbatim open ended comments on what they found to be the most outstanding features or things to do at Maud Williamson State Recreation Site. The most common outstanding features and things to do involved: (a) natural beauty; (b) peace and quiet with lack of crowds; (c) tree groves; (d) group facilities (reunions, group picnics); (e) wildlife viewing; and (f) the park’s history. This information could be added to the Maude Williamson State Recreation Site website to inform future visitors regarding what other visitors feel are the most outstanding features at the park.

- Users provided 66 verbatim open ended positive and negative comments, and suggestions for possible improvement of Maud Williamson State Recreation Site and other park related issues. The most common concerns raised involved: (a) lawn care (uneven with holes and weeds); (b) playground equipment for children; (c) dogs (off leash area, more dog friendly); (d) more information (history of house, flora and fauna, locations); (e) updated restrooms; (f) improved conditions of group facilities; (g) easier access to restrooms from parking lot and picnic shelters (paved trails); and (h) more trees (block highway noise, more natives, aesthetics).

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## ***INTRODUCTION AND OBJECTIVES***

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

## ***METHODS***

Data were obtained from questionnaires (see Appendix B) administered to randomly selected sample of day users at Maud Williamson State Recreation Site 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 Maud Williamson State Recreation Site between July 4 and September 08, 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  $n = 191$  with an estimated total response rate of 49%.

Table 1. Sample sizes and response rates

	Initial contacts	Completed surveys ( $n$ )	Response rate (%)
Day Users	390	191	49

The sample size allows generalizations about the population of day users at Maud Williamson State Recreation Site at a margin of  $\pm 7.1\%$ , 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 Maud Williamson State Recreation Site on their most recent trip. Table 2 shows that the most popular activities at this park were picnicking or barbecuing (57%), and sightseeing (32%). The least popular activities were volleyball (11%), horseshoes (14%), outdoor photography (15%), and bird or wildlife watching (17%).

Table 2. Day user recreation activities at the park

Activity	Participation (%) <sup>a</sup>
Picnicking or barbecuing	57
Other <sup>c</sup>	50
Sightseeing	32
Bird or wildlife watching	17
Outdoor photography	15
Horseshoes	14
Volleyball	11

<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: blackberry picking, dog walking, geocaching, bicycling, bathroom break, play, rest, and social events (e.g., reunions, weddings, meetings).

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Maud Williamson State Recreation Site. Table 3 shows that the most common primary activity groups were picnicking or barbecuing (42%). The least common activity groups were horseshoes (1%), outdoor photography (1%), and bird or wildlife watching (4%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Picnicking or barbecuing	42
Other	40
Sightseeing	13
Bird or wildlife watching	4
Outdoor photography	1
Horseshoes	1

**Duration of Visit.** Day users were asked to report how many *hours* they spent at Maud Williamson State Recreation Site on their recent trip. Table 4 shows that, on average, day users spent almost three hours in the park, with 61% of users spending up to two hours in the park. Half of day users (50%), however, spent only one hour in the park.

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

1 hour	50
2 hours	11
3 hours	8
4 to 5 hours	15
6 to 9 hours	14
10 or more hours	2
Mean / average hours	2.87

<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 63% of visitors were local (driving 30 miles or less to reach the park) and another 22% originated 31 to 60 miles from the park. Only 9% of respondents traveled over 120 miles to reach the park. Day users, on average, traveled approximately 79 miles to visit the park.

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

30 miles or less	63
31 to 60 miles	22
61 to 90 miles	5
91 to 120 miles	2
121 to 150 miles	1
151 to 250 miles	2
251 to 500 miles	4
501 or more miles	2
Mean / average	79.36

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

**Previous Visitation.** Users were asked if they had ever visited Maud Williamson State Recreation Site before their most recent trip. Table 6 shows that 71% of respondents had visited this park before, whereas 29% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	71
No, not visited park before	29

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 over five times in the past 12 months. The highest proportion (25%) had visited the park just one time, with 23% visiting three to five times. Almost a fifth 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	19
1 Trip	25
2 Trips	12
3 to 5 Trips	23
6 to 12 Trips	14
13 to 24 Trips	2
More than 24 Trips	5
Mean / average trips <sup>c</sup>	5.19

<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 Maud Williamson State Recreation Site on their most recent trip. Table 8 shows that the average group size was over 14 people, but this average was skewed by a few extremely large groups. Groups most commonly consisted of two (26%), one (23%), or more than 25 people (24%).

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

	Day Users (%)
1 person (alone)	23
2 people	26
3 or 4 people	16
5 to 10 people	8
11 to 25 people	3
More than 25 people	24
Mean / average	14.46

<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 Maud Williamson State Recreation Site. Table 9 shows that 22% of park users brought dogs with them and 78% did not bring dogs.

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

	Day Users (%)
No, did not bring dog(s)	78
Yes, brought dog(s)	22

**Transportation to the Park.** Respondents were asked how they got to Maud Williamson State Recreation Site on their most recent trip. Table 10 shows that the majority of all users arrived at the park in their family’s personal vehicle (82%), 5% arrived in somebody else’s vehicle, and another 13% arrived in another form of transportation. Motorcycling and bicycling was the most popular “other” way people reached the park. On average, there were 2.25 people in each personal family vehicle, 2.40 people in somebody else’s vehicle, and 1.88 people in other forms of transportation. For all day use vehicles, there was an average of 2.23 people in the vehicle.

Table 10. Day user transportation to the park

	Day Users (%)
My family’s personal vehicle <sup>a</sup>	82
Somebody else’s personal vehicle <sup>b</sup>	5
Other <sup>c</sup>	13

<sup>a</sup> Number of people in vehicle: mean / average = 2.25

<sup>b</sup> Number of people in vehicle: mean / average = 2.40

<sup>c</sup> Number of people in vehicle: mean / average = 1.88

**Reasons for Visiting.** Visitors were asked if this park was the main reason for their trip. Table 11 shows that 44% of users considered this park as their main destination for recreational activities, whereas 22% of users indicated that this park was not 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	44
Primarily for recreation – main destination was not this park	22
Primarily for business, family, or other reasons – park was side trip	19
Some other reason	16

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Maud Williamson State Recreation Site 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 gone somewhere else for the same activity (43%), done something else (21%), or stayed home (20%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 18 miles for the same activity and 60 miles for a different activity.

Table 12. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity <sup>a</sup>	43
Something else (none of these)	21
Stayed home	20
Come back another time	13
Gone somewhere else for a different activity <sup>b</sup>	2
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 = 18.18 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 = 60.00 miles.

Respondents were also asked to specify what other park they would consider going to if they had not been able to go to Maud Williamson State Recreation Site. Many users indicated that they

would visit Amity City Park, Bush's Pasture Park, Champoeg State Park, Detroit Lake State Park, Silver Falls State Park, Minto-Brown Island Park, and Willamette Mission State Park.

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

- The most popular activities were picnicking or barbecuing (57%), and sightseeing (32%). The least popular activities were volleyball (11%), horseshoes (14%), outdoor photography (15%), and bird or wildlife watching (17%).
- The most common main activity groups were picnicking or barbecuing (42%). The least common activity groups were horseshoes (1%), outdoor photography (1%), and bird or wildlife watching (4%).
- Day users spent an average of almost three hours in the park, with 61% of users spending up to two hours in the park. Half of day users (50%), however, spent only one hour in the park.
- Many visitors were local with 63% living within 30 miles from the park, and another 22% originating 31 to 60 miles from the park. Only 9% of respondents traveled over 120 miles to reach the park. Day users, on average, traveled approximately 79 miles to visit the park.
- In total, 71% of respondents had visited this park before, whereas 29% had not visited previously.
- Users had visited an average of over five times in the past 12 months. The highest proportion (25%) had visited the park just one time, with 23% visiting three to five times. Almost a fifth of day users had never visited the park before.
- Average group size was over 14 people, but this average was skewed by a few extremely large groups. Groups most commonly consisted of two (26%), one (23%), or more than 25 people (24%).
- In total, 22% of park users brought dogs with them and 78% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (82%), 5% arrived in somebody else's vehicle, and another 13% arrived in another form of transportation. Motorcycling and bicycling was the most popular "other" way people reached the park. On average, there were 2.25 people in each personal family vehicle, 2.40 people in

somebody else’s vehicle, and 1.88 people in other forms of transportation. For all day use vehicles, there was an average of 2.23 people in the vehicle.

- Many users (44%) considered this park as their main destination for recreational activities, whereas 22% of users indicated that this park was not their main destination for recreational activities.
- If they had been unable to go to Maud Williamson State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (43%), done something else (21%), or stayed home (20%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 18 miles for the same activity and 60 miles for a different activity.
- If they had been unable to go to Maud Williamson State Recreation Site for this visit, many day users would have gone to Amity City Park, Bush’s Pasture Park, Champoeg State Park, Detroit Lake State Park, Silver Falls State Park, Minto-Brown Island Park, and Willamette Mission State Park.

**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 Maud Williamson State Recreation Site (Table 13). Approximately 38% of day users indicated participating in moderate physical activity, while 8% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 36 minutes participating in moderate physical activity and 40 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	63
Yes	38
Avg (min)	36.11
Vigorous Physical Activity	
No	92
Yes	8
Avg (min)	40.00

<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, 54% of all visitors indicated that their level of physical activity during their visit to Maud Williamson State Recreation Site was about the same as their daily life, whereas 29% indicated it was less, and 17% 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	54
Physical activity LESS than daily life	29
Physical activity MORE than daily life	17

Park visitors were asked to rate the degree that their visit to Maud Williamson State Recreation Site had improved their mental and physical health. Table 15 shows that, overall, park visitors reported their visit helped to reduce stress (65%), reduce anxiety (61%), and improve mental health (60%). Fewer users indicated that their visit improved their level of physical fitness (25%) or improved their physical health (33%).

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

	Day Users (%) <sup>a</sup>
Reducing stress	65
Reducing anxiety	61
Improving mental health	60
Improving physical health	33
Improving level of physical fitness	25

<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:

- Approximately 38% of day users indicated participating in moderate physical activity, while 8% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 36 minutes participating in moderate physical activity and 40 minutes participating in vigorous physical activity.
- Over half (54%) of all visitors indicated that their level of physical activity during their visit to Maud Williamson State Recreation Site was about the same as their daily life, whereas 29% indicated it was less, and 17% indicated it was more.

- Park visitors reported their visit helped to reduce stress (65%), reduce anxiety (61%), and improve mental health (60%). Fewer users indicated that their visit improved their level of physical fitness (25%) or improved their physical health (33%).

**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 Maud Williamson State Recreation Site 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 local (living 30 miles or less from the park; 63%).

Table 16. Day users, local / non-local

	Day Users (%)
Local	63
Non-Local	37

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 no money (32%) or \$1-\$25 (32%), while the majority of non-local day users reported spending \$1-\$25 (22%) and \$26-\$50 (22%). The majority of all day users reported spending no money (28%) or spending \$1-\$25 (28%).

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

	Local (%)	Non-local (%)	All (%)
Spent no money	32	19	28
\$1 - \$25	32	22	28
\$26 - \$50	17	22	20
\$51 - \$150	15	14	14
\$151 - \$350	5	14	8
\$351 - \$500	0	8	3

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 gasoline and oil (58%). Most non-local day visitors reported spending money on gasoline and oil (68%), and groceries (60%). Most visitors to Maud Williamson State Recreation Site reported spending some money on gasoline and oil (61%).

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	58	68	61
Groceries	34	60	45
Restaurants and bars	25	35	28
Souvenirs, clothing, and other miscellaneous	9	7	9
Recreation and equipment (guide fees, equipment rental)	5	7	5
Motel, lodge, cabin, B&B, other lodging	7	23	12
Park entry, parking, or recreation use fees	5	17	9
Camping	7	10	8

Visitors indicated that they would spend no more than an average of about \$31 than they already spent at Maud Williamson State Recreation Site before they would consider not taking the trip (Table 19). The highest percentage of day users (46%) would be willing to spend an additional \$1-\$25, with another 32% 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	32
\$1 - \$25	46
\$26 - \$50	8
\$51 - \$150	11
\$151 - \$350	3
\$351 - \$550	0
\$551 – and up	0
Avg (\$)	30.97

Respondents were asked to indicate if they were staying away from home within 30 miles of Maud Williamson State Recreation Site, and the number of nights they were staying if they were. Table 20 shows that 14% 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 almost two nights (1.92).

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

	Day Users
Staying away from home <sup>a</sup>	14
Mean number of nights <sup>b</sup>	1.92

<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 local (living 30 miles or less from the park; 63%).
- The majority of local day users reported spending no money (32%) or \$1-\$25 (32%), while the majority of non-local day users reported spending \$1-\$25 (22%) and \$26-\$50 (22%). The majority of all day users reported spending no money (28%) or spending \$1-\$25 (28%).
- Most local day-use visitor parties reported spending on gasoline and oil (58%). Most non-local day visitors reported spending money on gasoline and oil (68%), and groceries (60%). Most visitors to Maud Williamson State Recreation Site reported spending some money on gasoline and oil (61%).

- Day users reported that they would spend no more than an average of about \$31 than they already spent before deciding not to visit the park. The largest percentage of day users (46%) would be willing to spend an additional \$1-\$25, with another 32% not willing to spend any more than they already spent.
- Approximately 14% 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 almost two nights (1.92).

**Obtaining Information about the Parks**

The questionnaires contained several questions examining how users obtained information about state parks such as Maud Williamson State Recreation Site 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 further information on: barbecue facilities, house tours, and where to find the online 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: barbeque facilities, house tours, and where to find the online 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 Maud Williamson State Recreation Site. Table 22 shows that the most heavily used sources of information were previous visits (75%), friends or family members (64%), highway signs (63%), and official internet websites (56%). The least used sources were health care providers (16%), videos / DVDs (16%), work (20%), and television (22%). The most popular other ways users obtained information about the park was through Google, word of mouth, and event invites (i.e., reunions, weddings).

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

	Day Users (%) <sup>a</sup>
Previous visit	75
Friends or family members	64
Highway signs	63
Official internet websites	56
Other	42
Brochures	38
Newspapers	29
Magazines	27
Social media websites	26
Community organization or church	26
Books	25
Radio	23
Television	22
Work	20
Videos / DVDs	16
Health care providers	16

<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: Google, word of mouth, and event invites.

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 Maud Williamson State Recreation Site. Table 23 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%), and friends or family members (26%) were the first primary sources used by most respondents. Few people used other sources when obtaining information.

Table 23. Day user’s primary information sources

	Day Users (%)
Official internet websites	49
Friends or family members	26
Brochures	6
Previous visit	6
Social media websites	4
Highway signs	4
Newspapers	2
Other	2
Television	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 information on barbecue facilities, house tours, and where to find the online website.
- The most heavily used sources of information were previous visits (75%), friends or family members (64%), highway signs (63%), and official internet websites (56%). The least used sources were health care providers (16%), videos / DVDs (16%), work (20%), and television (22%). The most popular other ways users obtained information about the park was through Google, word of mouth, and event invites (i.e., reunions, weddings).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%), and friends or family members (26%) were the first primary sources used by most respondents to obtain information about the park. 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 Maud Williamson State Recreation Site?” Table 24 shows that overall satisfaction was high, as 86% were satisfied and a small amount of respondents (14%) were dissatisfied. In addition, the highest proportion of users was “very satisfied” (47%).

Table 24. Day user overall satisfaction

	Day Users (%)
Very Satisfied	47
Satisfied	39
Dissatisfied or Neutral	14

**Satisfaction and Expectations with Specific Characteristics.** Although almost all users were satisfied with their overall visit at Maud Williamson State Recreation Site, 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 Maud Williamson State Recreation Site 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 (95%), overall cleanliness of park (e.g., graffiti, lawn care; 91%), and cleanliness / conditions of toilets / bathrooms (91%). The least important attributes were the number and quality of information / education programs and materials (26% to 34%), number of park trails (39%), and the presence of park rangers / personnel (47%).

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

	Day Users (%) <sup>a</sup>
Absence of litter	95
Overall cleanliness of park (e.g., graffiti, lawn care)	91
Cleanliness / conditions of toilets / bathrooms	91
Courteousness of park rangers / personnel	80
Number of toilets / bathrooms	78
Personal safety	78
Parking for vehicles	75
Opportunities to escape crowds of people	74
Facilities for groups to gather	64
Signs about directions to the park	58
Information specifically about conditions or hazards in the park	56
Variety of things to do	55
Signs about directions within the park	55
Ease of movement or access (e.g., wheelchair, elderly, stroller)	52
Condition / maintenance of park trails	50
Presence of park rangers / personnel	47
Number of park trails	39
Quality of information / education programs or materials	34
Number of information / education programs or materials	26

<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 Maud Williamson State Recreation Site. Users were most satisfied with the absence of litter (94%), overall cleanliness of park (e.g., graffiti, lawn care; 86%), courteousness of park rangers / personnel (86%), the number and cleanliness of toilets / bathrooms (82% to 81%), and personal safety (81%). Users were least satisfied with the number and quality of information / education programs or materials (52% to 53%), number and condition / maintenance of park trails (54% to 55%), and information specifically about conditions or hazards in the park (56%).

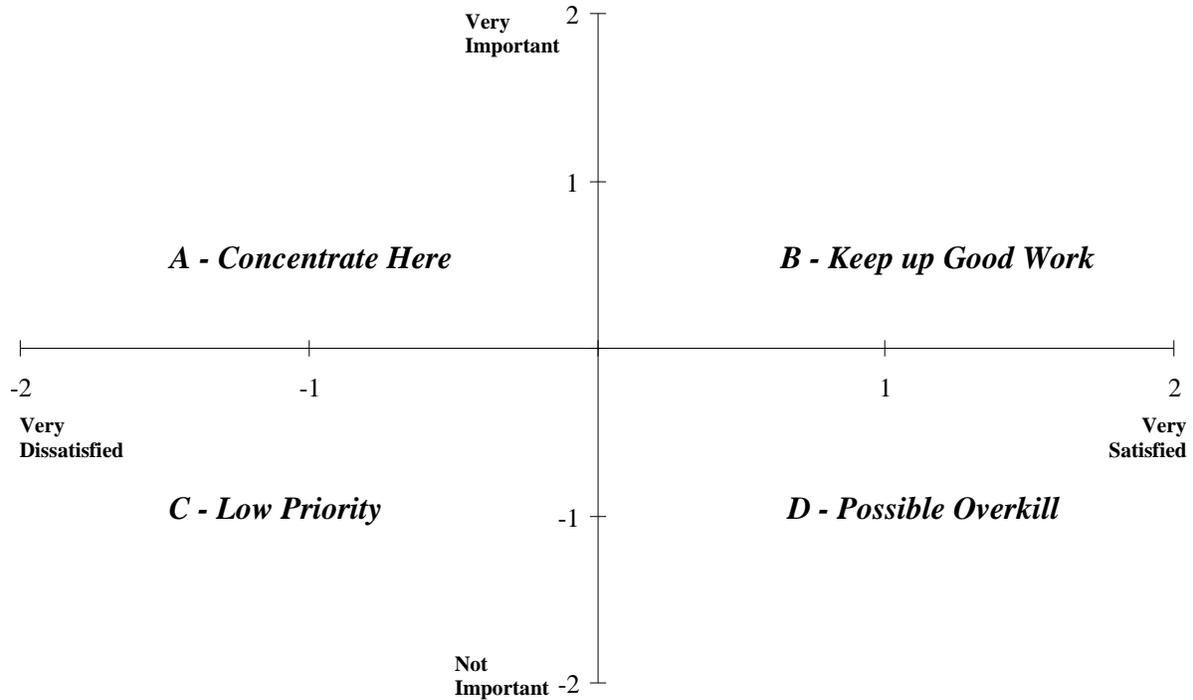
Table 26. Day user specific *satisfactions* at the park

	Day Users (%) <sup>a</sup>
Absence of litter	94
Overall cleanliness of park (e.g., graffiti, lawn care)	86
Courteousness of park rangers / personnel	86
Number of toilets / bathrooms	82
Cleanliness / conditions of toilets / bathrooms	81
Personal safety	81
Presence of park rangers / personnel	78
Opportunities to escape crowds of people	78
Parking for vehicles	77
Facilities for groups to gather	76
Signs about directions to the park	69
Signs about directions within the park	66
Ease of movement or access (e.g., wheelchair, elderly, stroller)	59
Variety of things to do	58
Information specifically about conditions or hazards in the park	56
Condition / maintenance of park trails	55
Number of park trails	54
Quality of information / education programs or materials	53
Number of information / education programs or materials	52

<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

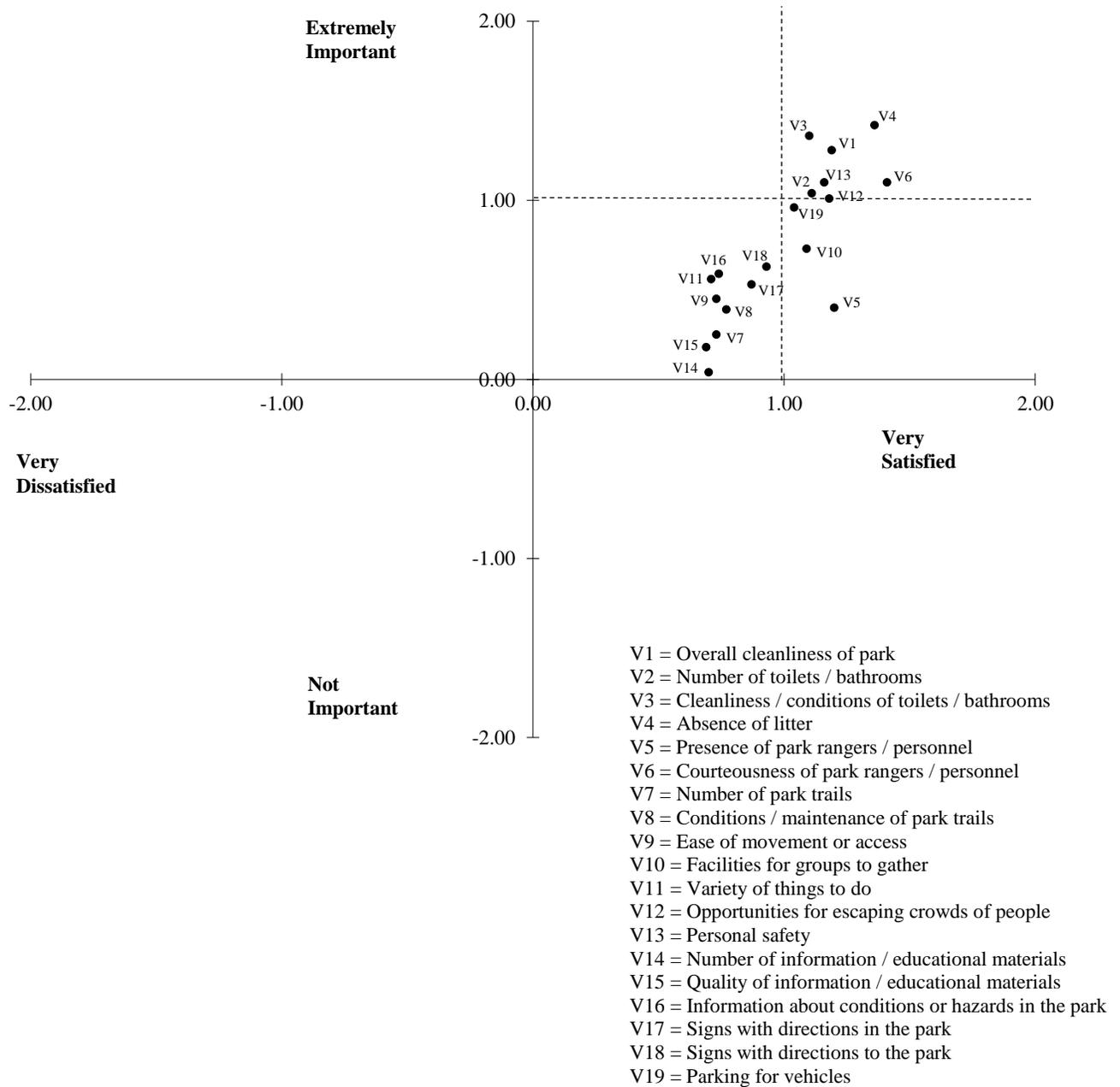


Figure 2 is the I-P matrix for day users. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Maud Williamson State Recreation Site. For this state

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 reveal that there were no attributes that fell into the “concentrate here” quadrant.

Respondents were asked several additional questions about their satisfaction with Maud Williamson State Recreation Site, 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 (90%), and the facilities and services (87%). In total, 89% 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>	90
Satisfaction with facilities and services <sup>a</sup>	87
Likelihood of returning <sup>b</sup>	89

<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 almost all visitors (95%) to Maud Williamson State Recreation Site would recommend the park to their friends or family. Reasons respondents indicated they would not recommend the park were because there is not enough to do (especially for kids), the overall condition of the park needs improving, and it is too out of the way.

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

	Day Users (%)
Yes, recommend park	95
No, would not recommend park	5

**Outstanding Features.** Users also provided 121 verbatim open ended comments on what they found to be the most outstanding features or things to do at Maud Williamson State Recreation Site. The most common outstanding features or things to do involved: (a) natural beauty; (b) peace and quiet with lack of crowds; (c) tree groves; (d) group facilities (reunions, group picnics); (e) wildlife viewing; and (f) the park’s history.

**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 13% 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>	1.61
Reported feeling crowded (%)	13

<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 (95%), overall cleanliness of park (e.g., graffiti, lawn care; 91%), and cleanliness / conditions of toilets / bathrooms (91%). The least important attributes were the number and quality of information / education programs and materials (26% to 34%), number of park trails (39%), and the presence of park rangers / personnel (47%).
- Overall satisfaction among users was high, as 86% were satisfied with the highest proportion of users being “very satisfied” (47%). A small amount of respondents (14%) were dissatisfied.
- Users were most satisfied with the absence of litter (94%), overall cleanliness of park (e.g., graffiti, lawn care; 86%), courteousness of park rangers / personnel (86%), the number and cleanliness of toilets / bathrooms (82% to 81%), and personal safety (81%). Users were least satisfied with the number and quality of information / education programs or materials (52% to 53%), number and condition / maintenance of park trails

(54% to 55%), and information specifically about conditions or hazards in the park (56%).

- 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 fell into the “concentrate here” quadrant.
- Most respondents were also satisfied with the natural environment (90%), and the facilities and services (87%).
- Most respondents (89%) said they were likely to return to this park in the future.
- Most visitors (95%) to Maud Williamson State Recreation Site would recommend the park to their friends or family. Reasons respondents indicated they would not recommend the park were because there is not enough to do (especially for kids), the overall condition of the park needs improving, and it is too out of the way.
- The most commonly reported outstanding features and things to do at Maud Williamson State Recreation Site involved: (a) natural beauty; (b) peace and quiet with lack of crowds; (c) tree groves; (d) group facilities (reunions, group picnics); (e) wildlife viewing; and (f) the park’s history.
- Day users felt not at all crowded, with 13% 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 almost half (48%) of all 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 camping (25%), hiking (24%), birding (19%), and fishing (19%). The least supported Let’s Go programs were rock climbing (7%),

mountain biking (9%), scenic bicycling on roads (10%), rafting (10%), and horseback riding (10%). The most popular “other” programs were learning about park history, and photography.

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

	Day Users (%) <sup>a</sup>
Overall Interest	
Yes	48
Specific Program Interest	
Camping	25
Hiking	24
Birding	19
Fishing	19
Stargazing	18
Geocaching	14
Disc golfing	13
Canoeing	11
Kayaking	11
Horseback riding	10
Rafting	10
Scenic bicycling on roads	10
Mountain biking	9
Rock climbing	7
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 and photography.

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 31 shows that 2% of day users utilized a concession service or activity while at Maud Williamson State Recreation Site. The most popular concession services / activities were use of the Wheatland Ferry, and history of the area.

Table 31 Day user participation in concession services/activities

	Day Users (%)
Utilized a concession service/activity <sup>a</sup>	2
Did not utilize a concession service/activity	98

<sup>a</sup> The most popular concession services/activities indicated were: used the Wheatland Ferry and history of the area.

**Attitudes About Management Strategies.** Several items in the questionnaire examined user attitudes about possible management strategies at Maud Williamson State Recreation Site. Users

were asked, for example, the extent they opposed or supported several potential new strategies for this park. Table 32 shows that the most strongly supported strategies were to provide more recycling containers (60%), more opportunities for escaping crowds (59%), more opportunities for viewing wildlife (59%), requiring all dogs be kept on leash at all times (57%), not changing a thing about the park (56%), more information / education (e.g., nature, history, archeology; 54%), and improving maintenance or upkeep of facilities / services (54%). The least supported strategies were to close the park to all recreation and tourism activities (13%), provide food for sale (15%), limit the number of people allowed per day (18%), and provide downloadable mobile phone applications (25%).

Table 32. Day user attitudes about management at the park

	Day Users (%) <sup>a</sup>
More recycling containers	60
More opportunities for escaping crowds	59
More opportunities for viewing wildlife	59
Require all dogs be kept on leash at all times	57
Do not change anything / keep as is	56
More information / education about nature, history, or archeology	54
Improve maintenance or upkeep of facilities / services	54
More group picnic areas	50
Restore to historical conditions	50
More trash cans	49
More opportunities for hiking	48
Natural buffers to block views of development	47
More enclosed shelters	42
More paved trails	40
Make the park more pet friendly	40
More programs led by park rangers	35
Wireless internet access within the park	35
Limit the number of large groups allowed per day	30
Downloadable mobile phone applications	25
Limit the number of people allowed per day	18
Food for sale (restaurants, snack shops, etc.)	15
Close this park to all recreation / tourism activities	13

<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 Maud Williamson State Recreation Site. Table 33 shows overall low support for service reductions with the highest support for returning the park to a natural area (20%), and fewer ranger patrols (17%). The least supported service reductions were for reduced janitorial services (5%), scaled down facilities (e.g., restrooms, shelters; 7%), and fewer hours open (10%).

Table 33. Day user support of possible service reductions at the park

	Day Users (%)
Return the park to natural area	20
Fewer ranger patrols	17
Reduced ground maintenance	13
Fewer hours open	10
Scaled down facilities	7
Reduced janitorial services	5

<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:

- Almost half (48%) of day users would consider participating in a Let’s Go program. Programs with the most interest were camping (25%), hiking (24%), birding (19%), and fishing (19%). The least supported Let’s Go programs were rock climbing (7%), mountain biking (9%), scenic bicycling on roads (10%), rafting (10%), and horseback riding (10%). The most popular “other” programs were learning about park history, and photography.
- Approximately 2% of day users indicated using a concession service or activity (e.g., fishing, rafting, bicycling, scenic or historic tour) while at Maud Williamson State Recreation Site. The most popular concession service / activity were use of the Wheatland Ferry, and history of the area.
- Users most strongly supported management strategies designed to provide more recycling containers (60%), more opportunities for escaping crowds (59%), more opportunities for viewing wildlife (59%), requiring all dogs be kept on leash at all times (57%), not changing a thing about the park (56%), more information / education (e.g., nature, history, archeology; 54%), and improving maintenance or upkeep of facilities / services (54%). The least supported strategies were to close the park to all recreation and tourism activities (13%), provide food for sale (15%), limit the number of people allowed per day (18%), and provide downloadable mobile phone applications (25%).
- There was overall low support for service reductions in the park. The highest support was for returning the park to a natural area (20%), and for fewer ranger patrols (17%). The least supported service reductions were for reduced janitorial services (5%), scaled down facilities (e.g., restrooms, shelters; 7%), and fewer hours open (10%).

**Sociodemographic Characteristics of Users**

Table 34 shows demographic characteristics of users. There were more male (51%) than female (49%) users at Maud Williamson State Recreation Site. The average age of respondents was 57 years old, and the largest proportions of users were 60 to 69 years old (29%) and 50 to 59 years old (26%). Almost all respondents were white (i.e., Caucasian; 93%) with few Hispanic / Latino (3%), American Indian or Alaskan Native (3%), Black or African American (1%), and Asian (1%). The average annual household income before taxes of respondents was approximately \$58,600, and the largest proportion of users had incomes from \$30,000 to \$49,999 (24%) and \$10,000 to \$29,999 (21%). Visitors to Maud Williamson State Recreation Site 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 34. Day user demographic characteristics

	Day Users <sup>a</sup>
<b>Gender</b>	
Female	49
Male	51
<b>Age</b>	
Less than 20 years old	0
20 – 29 years	5
30 – 39 years	9
40 – 49 years	12
50 – 59 years	26
60 – 69 years	29
70 – 79 years	15
80+ years old	5
Average age (mean years)	57
<b>Household income (before taxes)</b>	
Less than \$10,000	2
\$10,000 – \$29,999	21
\$30,000 – \$49,999	24
\$50,000 – \$69,999	13
\$70,000 – \$89,999	10
\$90,000 – \$109,999	9
\$110,000 – \$129,999	8
\$130,000 – \$149,999	3
\$150,000 – \$169,999	2
\$170,000 or more	7
Average income (mean dollars)	58,600
<b>Ethnicity</b>	
White (Caucasian)	93
Black / African American	1
Hispanic / Latino	3
Asian	1
American Indian or Alaskan Native	3
Other	1
<b>Language spoken most often at home</b>	
English	98
Spanish	2

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

Table 35 shows that all users resided in the USA (100%). Furthermore, 91% of users resided in Oregon, 6% resided in Washington, and 2% resided in California. Among users, 70% resided in the Willamette Valley region of Oregon (<http://www.guidetooregon.com/regions/map.html>),

19% resided in the Portland Metro region, 1% resided in the Southern region, and another 1% resided in the Mt. Hood / Gorge region of the state. No respondents lived in the Coastal, Eastern, and Central regions of the state.

Table 35. Day user location of residence

	Day Users (%)
Country	
USA	100
State	
Oregon <sup>a</sup>	91
Washington	6
California	2
Other <sup>b</sup>	1

<sup>a</sup> In total, 70% of park users resided in the Willamette Valley region of Oregon, 19% resided in the Portland Metro region, 1% resided in the Southern region, and 1% resided in Mt. Hood / Gorge region of the state. No respondents lived in the Coastal, Eastern, and Central regions of the state.

<sup>b</sup> Less than 1% of day users came from Colorado and Nevada.

Table 36 shows that 60% of users said that nobody in their group had a disability, whereas 40% had at least one group member with a disability. Of those who had a disability, 31% was associated with walking, 17% with hearing, 10% with learning, and another 8% with sight.

Table 36. Day user disabilities

	Day Users (%)
Disability in group	
No	60
Yes <sup>a</sup>	40

<sup>a</sup> Types of disabilities: walking = 31%, hearing = 17%, learning = 10%, and sight = 8%.

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

- There were more male (51%) than female (49%) users at this park.
- The average age of users was approximately 57 years old, and the largest proportions of users were 60 to 69 years old (29%) and 50 to 59 years old (26%).
- The average annual household income before taxes of respondents was approximately \$58,600, and the largest proportion of users had incomes from \$30,000 to \$49,999 (24%) and \$10,000 to \$29,999 (21%). Visitors to Maud Williamson State Recreation Site 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 Hispanic / Latino (3%), American Indian or Alaskan Native (3%), Black or African American (1%), and Asian (1%).
- Almost all respondents (98%) reported English as their primary language spoken in their homes.
- Approximately 91% of users resided in Oregon, 6% resided in Washington, and 2% resided in California. Among users, 70% resided in the Willamette Valley region of Oregon, 19% resided in the Portland Metro region, 1% resided in the Southern region, and another 1% resided in the Mt. Hood / Gorge region of the state. No respondents reported living in the Coastal, Eastern, and Central regions of the state.
- In total, 60% of users said that nobody in their group had a disability, whereas 40% had at least one group member with a disability. Of those who had a disability, 31% was associated with walking, 17% with hearing, 10% with learning, and another 8% with sight.

## ***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 Maud Williamson State Recreation Site:

- Almost all day and overnight users traveled to this park in their own vehicles (82%), so adequate parking is important and should be considered in planning and management.
- Approximately 22% of users brought dogs with them to this park. Furthermore, 57% of all visitors supported requiring dogs be on leash at all times and only 40% supported making the park more pet friendly. Managers may want to consider examining enforcement of existing pet regulations in the park.
- A majority of all users (86%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the amount (52%), and quality (53%) of information and education materials and programs. Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.

- Given that over 49% of park visitors were over the age of 60 and 40% of users had disabilities (31% 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 13% 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 recycling containers (60%), more opportunities for escaping crowds (59%), more opportunities for viewing wildlife (59%), requiring all dogs be kept on leash at all times (57%), not changing a thing about the park (56%), more information / education (e.g., nature, history, archeology; 54%), and improving maintenance or upkeep of facilities / services (54%). 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 (49%) as the first primary source of obtaining information about parks such as Maud Williamson State Recreation Site. 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 Maud Williamson State Recreation Site. However, some visitors (6%) were not able to find all information needed. The most popular information needed was further information about barbecue facilities, house tours, and where to find the online website.
- Users also provided 121 verbatim open ended comments on what they found to be the most outstanding features or things to do at Maud Williamson State Recreation Site. The most common outstanding features and things to do involved: (a) natural beauty; (b) peace and quiet with lack of crowds; (c) tree groves; (d) group facilities (reunions, group

picnics); (e) wildlife viewing; and (f) the park's history. This information could be added to the Maud Williamson State Recreation Site website to inform future visitors regarding what other visitors feel are the most outstanding features at the park.

- Users provided 66 verbatim open ended positive and negative comments, and suggestions for possible improvement of Maud Williamson State Recreation Site and other park related issues. The most common concerns raised involved: (a) lawn care (uneven with holes and weeds); (b) playground equipment for children; (c) dogs (off leash area, more dog friendly); (d) more information (history of house, flora and fauna, locations); (e) updated restrooms; (f) improved conditions of group facilities; (g) easier access to restrooms from parking lot and picnic shelters (paved trails); and (h) more trees (block highway noise, more natives, aesthetics).

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- Looks good.
- Nature is beautiful.
- This is a great park to just sit and relax.

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

- Nicer grassy area.
- Off leash areas for dogs would be a big plus.
- Ok, except for uneven ground.
- Paved paths from parking lot and to the restrooms.
- Plant more trees to block highway noise.
- More native species and less grass.
- Keep dog friendly or make more so.
- Would be a great place for a small disc golf course.
- Improve horseshoe pits.
- Plant native oak grove in vacant north end of park.
- Plant wild roses around the gazebo.
- Good, wide and flat walking trail for wheelchairs for easier access.
- Leave park as natural as possible.
- Don't remove any more trees, unless diseased.
- Play area for kids, update the bathroom.
- Play equipment.
- Playground equipment.
- Playground for children needed.
- Preserve the house, flier regarding history of house and local history.
- Info on flora and fauna.
- Sign pointing out location of park host.
- More picnic shelters and paved walkways for wheelchairs and handicapped.
- Sinks in public restrooms not suitable for persons w/ arm amputations.
- Suggest bigger area for large groups.
- Take out the pokey weeds.
- Updated restrooms, play area, and museum history including the old house.
- Use the house as a museum.
- We have a lot of older people attending our reunions. The holes in the ground from animals make it hard for them to walk; although, I would not like to see manicured lawns or more manmade landscaping.
- Our family has been meeting on the same date at this park for 60 years. Is it possible to hold this date without having to make a reservation each year so we don't have to risk losing the date?

- More historical signs.
- Native plantings so our children can imagine what it was like for their ancestors. Thank you.
- Weekly mowing and general upkeep.

**APPENDIX B: QUESTIONNAIRES**

**Day Visitor Experiences and Perceptions  
at Maud Williamson State Recreation Site**



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted by:



*Nature*  
**HISTORY**  
*Discovery*



11. How **important** is it to you that each of the following is at Maud Williamson SRS? (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 Maud Williamson SRS? (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 Maud Williamson SRS?  
**(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 Maud Williamson SRS?  
**(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
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	1	2	3	4	5
Reduced janitorial services.	1	2	3	4	5
Return the park to a natural area.	1	2	3	4	5
Reduced ground maintenance (e.g., mowing, landscaping).	1	2	3	4	5

15. To what extent did you feel crowded at Maud Williamson State Recreation Site 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		

16. ***Including yourself***, how many people accompanied you at Maud Williamson SRS on this trip? \_\_\_\_\_ person(s)

17. Did you or anyone in your group bring dog(s) with you to Maud Williamson SRS? (**check ONE**)  No  Yes

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 Maud Williamson State Recreation Site, about how often did you obtain information from each of the following sources when making your decision? (**circle one number for EACH**)

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

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

**Letter** \_\_\_\_\_

21. When planning your visit to Maud Williamson SRS, 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 Maud Williamson State Recreation Site 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 Maud Williamson SRS 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 Maud Williamson State Recreation Site for this visit, what other park(s) would you have considered going to instead? (**list park names**)

\_\_\_\_\_

\_\_\_\_\_

25. Would you recommend a Maud Williamson State Recreation Site 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 Maud Williamson State Recreation Site? (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. 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

30. 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

31. Is your level of physical activity at Maud Williamson State Recreation Site 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 Maud Williamson State Recreation Site than my daily life.
- My physical activity is LESS at Maud Williamson State Recreation Site than in my daily life.
- My physical activity is ABOUT THE SAME at Maud Williamson State Recreation Site as it is in my daily life.

32. To what degree did this Maud Williamson State Recreation Site 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	

33. 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 Maud Williamson State Recreation Site. **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

34. Are you staying away from home either inside the Park or within 30 miles of Maud Williamson SRS 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)

35. 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? \$ \_\_\_\_\_

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

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

38. 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

\_\_\_\_\_

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

English

Spanish

Russian

Other (write response) \_\_\_\_\_

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

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

Less than \$10,000

\$90,000 to \$109,999

\$10,000 to \$29,999

\$110,000 to \$129,999

\$30,000 to \$49,999

\$130,000 to \$149,999

\$50,000 to \$69,999

\$150,000 to \$169,999

\$70,000 to \$89,999

\$170,000 or more

Please tell us how we can improve Maud Williamson State Recreation Site:

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

**APPENDIX C: UNCOLLAPSED PERCENTAGES**

**Day Visitor Experiences and Perceptions  
at Maud Williamson State Recreation Site**



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted by:



*Nature*  
**HISTORY**  
*Discovery*

We are conducting this survey to learn about your experiences at Maud Williamson State Recreation Site. 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 Maud Williamson State Recreation Site? (**check ONE**)
  - 29% No
  - 71% Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) 5.19 trip(s)
  
2. How many hours did you spend at Maud Williamson State Recreation Site on this trip? (**write number**) 2.87 hour(s)
  
3. Please check **all** recreation activities you did at Maud Williamson State Recreation Site on this trip. (**check ALL THAT APPLY**)
 

57% <b>A.</b> Picnicking or barbecuing	17% <b>D.</b> Bird or wildlife watching	50% <b>G.</b> Other (write response) _____
15% <b>B.</b> Outdoor photography	11% <b>E.</b> Volleyball	_____ <u>see report</u>
32% <b>C.</b> Sightseeing	14% <b>F.</b> Horseshoes	
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Maud Williamson State Recreation Site 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**)
  - 44% Primarily for recreation – this park was my main destination
  - 22% Primarily for recreation – my main destination was NOT this park
  - 19% Primarily for business, family, or other reasons – this park was a side trip
  - 16% Some other reason
  
6. About how far from your home did you travel to get to this park? (**write number of miles**) 79.36 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Maud Williamson SRS? (**check ONE**)
 

5% Very Dissatisfied	2% Dissatisfied	7% Neither	39% Satisfied	47% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Maud Williamson State Recreation Site? (**check ONE**)
 

2% Very Dissatisfied	3% Dissatisfied	5% Neither	46% Satisfied	44% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Maud Williamson State Recreation Site? (**check ONE**)
 

2% Very Dissatisfied	4% Dissatisfied	7% Neither	53% Satisfied	34% Very Satisfied
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10. How unlikely or likely are you to return to Maud Williamson State Recreation Site in the future? (**check ONE**)
 

4% Very Unlikely	5% Unlikely	2% Neither	39% Likely	51% Very Likely
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11. How **important** is it to you that each of the following is at Maud Williamson SRS? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	2%	3%	5%	48%	43%
Number of toilets / bathrooms.	3	3	16	42	36
Cleanliness / conditions of toilets / bathrooms.	1	2	6	42	49
Absence of litter.	1	1	4	46	49
Presence of park rangers / personnel.	7	9	37	30	17
Courteousness of park rangers / personnel.	3	4	14	40	40
Number of park trails.	10	7	45	27	12
Condition / maintenance of park trails.	11	5	34	36	15
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	10	8	31	30	21
Facilities for groups to gather.	6	8	22	34	29
Variety of things to do.	5	6	34	38	17
Opportunities to escape crowds of people	2	3	21	41	33
Personal safety.	2	4	16	39	40
Number of information / education programs or materials.	8	16	51	17	10
Quality of information / education programs or materials.	8	14	45	21	13
Information specifically about conditions or hazards in the park.	4	8	32	36	20
Signs about directions within the park.	6	8	31	38	18
Signs about directions to the park.	4	6	32	38	20
Parking for vehicles.	3	4	19	46	29

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	6%	7%	44%	41%
Number of toilets / bathrooms.	1	6	11	43	38
Cleanliness / conditions of toilets / bathrooms.	0	7	12	44	37
Absence of litter.	1	2	4	48	46
Presence of park rangers / personnel.	1	1	20	34	45
Courteousness of park rangers / personnel.	0	1	13	31	55
Number of park trails.	1	3	42	30	25
Condition / maintenance of park trails.	1	2	41	29	26
Ease of movement or access (e.g., wheelchair, elderly, stroller).	3	10	28	29	31
Facilities for groups to gather.	1	4	20	37	39
Variety of things to do.	3	7	32	34	25
Opportunities to escape crowds of people.	1	2	20	34	44
Personal safety.	1	5	13	40	42
Number of information / education programs or materials.	1	4	43	27	25
Quality of information / education programs or materials.	1	4	42	29	23
Information specifically about conditions or hazards in the park.	1	5	38	30	26
Signs about directions within the park.	1	5	27	38	29
Signs about directions to the park.	1	5	26	38	31
Parking for vehicles.	1	6	16	41	36

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1%	3%	37%	36%	23%
Provide more opportunities for viewing wildlife.	2	1	38	33	25
Food for sale (restaurants, snack shops, etc.)	26	24	36	9	6
Provide more group picnic areas.	3	6	41	34	16
Provide more opportunities for hiking.	2	4	46	31	17
Provide more paved trails.	5	11	44	26	14
Provide more trash cans.	1	7	44	36	13
Provide more recycling containers.	1	1	39	38	22
Provide more information / education about nature, history, or archeology.	1	3	42	35	19
Provide more programs led by park rangers.	4	8	54	23	12
Provide wireless internet access within the park.	16	11	38	21	14
Provide downloadable mobile phone applications.	10	14	51	15	10
Provide more enclosed shelters.	3	6	49	29	12
Improve maintenance or upkeep of facilities / services.	0	2	44	38	16
Require all dogs be kept on leash at all times.	4	10	29	29	27
Make the park more pet friendly.	6	7	47	22	18
Provide natural buffers to block views of development outside the park.	2	4	47	31	16
Restore it to historical conditions (e.g., replace non-native with native plants)	1	7	41	29	21
Limit the number of people allowed per day.	9	23	50	10	8
Limit the number of large groups allowed (e.g., no more than 10-20 people).	14	24	31	20	10
Close this park to all recreation / tourism activities.	43	23	21	8	6
Do not change anything / keep things as they are now.	3	9	33	29	27

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 Maud Williamson SRS?  
**(circle one number for EACH)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	23	40	28	7	3
Fewer ranger patrols.	11	29	43	10	7
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	33	36	25	3	3
Reduced janitorial services.	32	38	25	1	4
Return the park to a natural area.	20	20	40	11	8
Reduced ground maintenance (e.g., mowing, landscaping).	25	34	29	8	5

15. To what extent did you feel crowded at Maud Williamson State Recreation Site on this trip? **(circle a number)**

72%	15%	4%	3%	4%	1%	1%	0%	0%
Not at all Crowded		Slightly Crowded		Moderately Crowded		Extremely Crowded		

16. ***Including yourself***, how many people accompanied you at Maud Williamson SRS on this trip? 14.46 person(s)

17. Did you or anyone in your group bring dog(s) with you to Maud Williamson SRS? **(check ONE)** 78% No 22% Yes

18. Did anyone in your group have a disability?

60% No  
 40% Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)** 17% Hearing 8% Sight 31% Walking  
 10% Learning 5% Other see report

19. When you were thinking about visiting an Oregon State Park such as Maud Williamson State Recreation Site, 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).	38%	6%	26%	12%	17%
B. Social media internet websites (e.g., Facebook, Twitter).	67	7	16	3	6
C. Brochures.	50	12	25	10	4
D. Newspapers.	57	15	20	4	4
E. Magazines.	57	16	20	4	3
F. Books.	59	16	18	4	4
G. Television.	65	13	17	2	2
H. Videos / DVDs.	71	13	12	2	2
I. Radio.	63	15	17	3	3
J. Community organization or church.	65	9	18	3	4
K. Health care providers.	75	9	13	1	2
L. Work.	71	8	14	3	4
M. Friends or family members.	27	10	21	20	23
N. Highway signs.	30	7	28	21	15
O. Previous visit.	22	3	24	18	32
P. Other (write response) _____	55	4	23	4	15

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 Maud Williamson SRS, 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 Maud Williamson State Recreation Site on this trip? (**check ONE**)

- 82% My family's personal vehicle → how many total people were in the vehicle? 2.25 person(s)
- 5% Somebody else's personal vehicle → how many total people were in the vehicle? 2.40 person(s)
- 14% Other (write response) → how many total people were in the vehicle? 1.88 person(s)

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

- 43% Gone somewhere else for the same activity → how far from home is the place you would go instead? 18.18 miles(s)
- 2% Gone somewhere else for a different activity → how far from home is the place you would go instead? 60.00 miles(s)
- 13% Come back another time
- 20% Stayed home
- 2% Gone to work at my regular job
- 21% Something else (none of these)

24. If you had NOT been able to go to Maud Williamson State Recreation Site for this visit, what other park(s) would you have considered going to instead? (**list park names**) \_\_\_\_\_ see report \_\_\_\_\_

25. Would you recommend a Maud Williamson State Recreation Site visit to friends or family members? (**check ONE**)

- 95% Yes
- 5% No → if no, why not? (**write response**) \_\_\_\_\_ see report \_\_\_\_\_

26. What do you feel are the most outstanding features or things to do at Maud Williamson State Recreation Site? (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?

- 52% No
  - 48% Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)
- |              |                  |                      |                    |                               |
|--------------|------------------|----------------------|--------------------|-------------------------------|
| 19% Birding  | 13% Disc golfing | 24% Hiking           | 9% Mountain biking | 10% Scenic bicycling on roads |
| 25% Camping  | 19% Fishing      | 10% Horseback riding | 10% Rafting        | 18% Stargazing                |
| 11% Canoeing | 14% Geocaching   | 11% Kayaking         | 7% 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)?

- 97% No
- 3% Yes → if yes, what type of concession service/activity (write in response)

\_\_\_\_\_ see report \_\_\_\_\_

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

62% No

38% Yes → if yes, how much time did you spend in moderate physical activity for this trip? 36.11 minutes

30. 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**)

92% No

8% Yes → if yes, how much time did you spend in vigorous physical activity for this trip? 40.00 minutes

31. Is your level of physical activity at Maud Williamson State Recreation Site more than, less than, or about the same as your level of physical activity in your day-to-day life? (check **ONE**)

17% My physical activity is MORE at Maud Williamson State Recreation Site than my daily life.

29% My physical activity is LESS at Maud Williamson State Recreation Site than in my daily life.

54% My physical activity is ABOUT THE SAME at Maud Williamson State Recreation Site as it is in my daily life.

32. To what degree did this Maud Williamson State Recreation Site visit result in the following health benefits for you? (circle one number for EACH)

	Not at all				A great deal
A. Reducing your stress.	12%	6%	18%	24%	41%
B. Improving your level of physical fitness.	24	14	37	10	15
C. Improving your physical health.	21	14	32	16	17
D. Improving your mental health.	11	7	22	26	34
E. Reducing your anxiety.	10	7	22	27	34

33. 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 Maud Williamson State Recreation Site. **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

34. Are you staying away from home either inside the Park or within 30 miles of Maud Williamson SRS on this trip? (**check ONE**)

86% No

14% Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?  
1.92 night(s)

35. 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? \$ 30.97

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

37. How old are you? (**write response**) 57 years old

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

93% White (Caucasian)	3% Hispanic / Latino	3% American Indian or Alaskan Native	1% Other (write response)
1% Black / African American	1% Asian	0% Native Hawaiian or Pacific Islander	<u>see report</u>

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

98% English 2% Spanish 0% Russian 0% Other (write response) see report

40. Where do you live? (**write responses**) City / town see report State see report Country see report Zipcode see report

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

2% Less than \$10,000	9% \$90,000 to \$109,999
21% \$10,000 to \$29,999	8% \$110,000 to \$129,999
24% \$30,000 to \$49,999	3% \$130,000 to \$149,999
13% \$50,000 to \$69,999	2% \$150,000 to \$169,999
10% \$70,000 to \$89,999	7% \$170,000 or more

Please tell us how we can improve Maud Williamson State Recreation Site:

see report

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