



# Visitor Survey of Day-use Visitors at Jasper State Recreation Site

Final Report

Terry Bergerson  
and  
Rebecca Wolf

Oregon Parks and Recreation Department

2014



*Nature*  
**HISTORY**  
*Discovery*

## ***ACKNOWLEDGMENTS***

The authors would like to thank Mark Needham, Randy Rosenberger, and Eric White at Oregon State University for their technical support for this project. Trevor Rigmaiden, Elspeth Gustavson, and individuals at Reservations Northwest such as Arik Heidenreich are thanked for their assistance with data collection and entry. A special thank you is extended to all of the day users who took time to complete questionnaires.

## ***EXECUTIVE SUMMARY***

### **Objectives**

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

### **Methods**

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 4 and August 24, 2014. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was  $n = 132$  with a response rate of 86%. The sample size allows generalizations about the population of day users at Jasper State Recreation Site at a margin of error of  $\pm 8.5\%$  at the 95% confidence level.

### **Results**

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

- The most popular activities were picnicking or barbecuing (79%), hiking or walking (44%), using the children's playground (41%), and swimming or wading (35%). The least popular activities were boating (motor, canoe, kayak; 1%), playing soccer (1%), and playing softball/ baseball (2%).
- The most common primary activity groups were picnicking or barbecuing (57%), other (13%), and swimming/ wading (9%). The least common activity groups were playing soccer (1%), playing volleyball (1%), sightseeing (1%), and fishing (1%).
- Day users spent an average of approximately four hours in the park, with only 10% of users spending only one hour in the park. The largest proportion of day users (41%), however, spent five hours or more in the park.
- 81% of visitors were local (driving 30 miles or less to reach the park). Day users, on average, traveled approximately 87 miles to visit the park.
- In total, that 70% of respondents had visited this park before, whereas 30% had not visited previously.
- Respondents visited Jasper an average of nine times in the past 12 months. The highest proportions of respondents had visited the park once (29%) or two times (26%) in the past 12 months.
- Average group size was almost twenty-one people. Groups most commonly consisted of five or more people (70%). Fewer users visited by themselves (6%).
- In total, 44% of park users brought dogs with them and 56% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (93%), 3% arrived in somebody else's vehicle, and another 3% arrived in another form of transportation. Walking was the most common "other" way people reached the park. On average, there were 2.94 people in each personal family vehicle, 5.00 people in somebody else's vehicle, and 4.00 people in other forms of transportation. For all day use vehicles, there was an average of 3.01 people in the vehicle.

- Many users indicated that this park was their main destination for recreational activities. 70% of users indicated that this park was their main destination for recreational activities, whereas 20% of users indicated that the park visit was a side trip.
- If they had been unable to go to Jasper State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (65%) or stayed home (17%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 17 miles for the same activity and 16 miles for a different activity.
- If they had been unable to go to Jasper State Recreation Site for this visit, many day users indicated that they would visit Armitage Park, Elijah Bristow State Park, Fall Creek State Recreation Area, Clearwater Park, and Shotgun Creek Park.

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

- 33% of visitors indicated that they participated in moderate physical activity, while 11% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 41 minutes participating in moderate physical activity and 35 minutes participating in vigorous physical activity.
- 42% of all visitors indicated that their level of physical activity during their visit to Jasper State Recreation Site was about the same as their daily life, whereas 40% indicated it was less, and 17% indicated it was more.
- Park visitors reported their visit helped to reduce stress (71%), reduce anxiety (65%), and improve mental health (64%). Fewer users indicated that their visit improved their level of physical fitness (32%) or improved their physical health (33%).

### ***Visitor Spending***

- Most visitors to the park are local (living 30 or less miles from the park; 82%).
- The largest percentage of local day users reported spending \$1-\$25 (27%), while the largest percentage of non-local day users reported spending \$51-\$150 (57%). The largest percentages of all day users reported spending \$51-\$150 (29%).
- For local day use visitors, most reported spending some money on park entry, parking, or recreation fees (62%), gasoline and oil (57%), and groceries (55%). Most non-local day visitors also reported spending money on gasoline and oil (80%), park entry, parking, or recreation fees (70%), and groceries (50%). Most visitors to Jasper State Recreation Site reported spending some money on park entry, parking, or recreation fees (63%), gasoline and oil (60%), and groceries (55%).
- 5% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over five nights.

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

- Most users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find the information they needed would like information about available game areas and site maps.

- The most heavily used sources of information were friends and family members (75%), previous signs (69%), official internet websites (e.g., Oregon State Parks, Travel Oregon (60%), and highway signs (50%). The least used sources were health care providers (14%), videos / DVDs (15%), books (19%), and radio (19%). The most popular other ways users obtained information about the park were family reunions and growing up in the area.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 46%) were overwhelmingly the first primary source used by most respondents followed by friends or family members (33%). Few people used other sources when obtaining information

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

- Overall satisfaction among users was high, as 97% were satisfied and 3% were dissatisfied. In addition, the highest proportion of users was “very satisfied” (53%).
- Users considered the most important characteristics at this park were absence of litter (96%), cleanliness and conditions of toilets/ bathrooms (93%), and overall cleanliness of the park (e.g., graffiti, lawn care; 92%). The least important attributes were the number and quality of information and educational programs (32-38%).
- Users were most satisfied with the overall park cleanliness (graffiti, lawn care; 97%), absence of litter (95%), cleanliness of toilets (94%), number of toilets (92%), and courteousness of park rangers/ personnel (91%). Users were least satisfied with the number and quality of information and educational programs (54-58%).
- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. No attributes, however, fell into the “concentrate here” quadrant.
- Most respondents were satisfied with the natural environment (95%), and with the facilities and services (91%).
- Most respondents (94%) said they were likely to return to this park in the future.
- All visitors (100%) to Jasper State Recreation Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Jasper State Recreation Site involved: (a) covered picnic areas; (b) dog off-leash area; (c) barbecues; (d) the river; (e) swimming; and (f) walking along the river.
- Day users felt not at all crowded, with 22% 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***

- 55% of day users would consider participating in such a program at a nearby park. From those who indicated overall interest in Let’s Go programs, the most popular programs were camping (32%), hiking (29%), fishing (24%), and canoeing (23%). The least supported Let’s Go programs were rock climbing (7%), scenic bicycling on roads (12%), and mountain biking (13%). The most popular “other” program was mushrooming.

- Users most strongly supported management strategies designed to provide more recycling containers (68%), opportunities for escaping crowds of people (68%), more opportunities for viewing wildlife (67%), more opportunities for hiking (66%), and more group picnic areas (56%). The least supported strategies were to close the park to all recreation and tourism activities (18%), limit the number of large groups allowed (23%), and limit the number of people allowed per day (24%).
- There was overall low support for service reductions in the park. The highest support for fewer ranger-led programs (18%), fewer ranger patrols (12%), and reduced ground maintenance (12%). The least supported service reductions were for reduced janitorial services (5%) and fewer hours of operation (8%).

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

- There were more female (63%) than male (37%) users at this park.
- The average age of respondents was 45 years old, and the largest proportion of users were between 39 and 39 years old (22%).
- The average annual household income before taxes of respondents was approximately \$57,600, and the largest proportion of users had incomes from \$10,000 to \$19,999 (21%). Visitors to Jasper State Recreation Site are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 93%) with few Hispanics/ Latinos (4%), Black/African Americans (1%), American Indian or Alaskan Natives (1%), and Asians (1%).
- Almost all users (98%) considered English as the primary language spoken in their homes.
- All visitors were from the United States (100%). Furthermore, 94% of users resided in Oregon, 2% resided in California, 2% in Washington, and 2% in other states. Among park users, 86% of park users resided in the Willamette Valley region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 3% resided in the Portland Metro region, 2% resided in the Southern region, 1% resided in the Coastal, and 1% in the Eastern region of the state.
- In total, 46% of users said that nobody in their group had a disability, whereas 54% had at least one group member with a disability. Of those who had a disability, 45% were associated with walking, 13% with hearing, 10% with sight, 8% with learning, and 5% with other disabilities.

## **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 Jasper State Recreation Site:

- Almost all users traveled to this park in their own vehicles (93%), so adequate parking is important and should be considered in planning and management.
- Most users (97%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality of information and

educational programs (54-58%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.

- Given that over 24% of park visitors were over the age of 60 and 54% of users had disabilities (45% 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.
- Day users felt not at all crowded, with 22% 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.
- Users most strongly supported strategies designed to provide more recycling containers (68%), opportunities for escaping crowds of people (68%), and more opportunities for viewing wildlife (67%). 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. No attributes, however, fell into the “concentrate here” quadrant.
- The largest proportion of users depended on official internet websites (e.g., Oregon State Parks, Travel Oregon; 46%) as the first primary source of obtaining information about parks such as Jasper 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.
- Users also provided 94 verbatim open ended comments on what they found to be the most outstanding features or things to do at Jasper State Recreation Site. The most common outstanding features or things to do involved: (a) covered picnic areas; (b) dog off leash area; (c) barbecues; (d) the river; (e) swimming; and (f) walking along the river. This information could be added to the Jasper State Recreation Site website to inform future visitors regarding what other visitors feel are the most outstanding features at this park.
- Users provided 98 verbatim open ended positive and negative comments, and suggestions for possible improvement of Jasper State Recreation Site and other park related issues. The most common concerns raised involved: (a) better lawn care; (b) more river access; (c) better or paved trails for easier access; (d) more shaded areas; and (e) upgrading horseshoe pits, volleyball courts, and playground. Managers may want to address some or all of these concerns.

**TABLE OF CONTENTS**

Executive Summary ..... ii

Table of Contents ..... vii

List of Tables ..... ix

List of Figures ..... x

Introduction and Objectives ..... 1

Methods..... 1

    Onsite Survey of Day Users..... 1

    Sample Sizes and Response Rates ..... 1

Results..... 2

    Personal and Visit Characteristics ..... 2

        Activity Groups..... 2

        Duration of Visit ..... 3

        Distance Traveled ..... 3

        Previous Visitation..... 4

        Group Size ..... 5

        Bringing Dogs to the Park..... 5

        Transportation to the Park..... 5

        Reasons for Visiting..... 6

        Alternatives to Visit ..... 6

        Section Summary ..... 7

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

        Section Summary ..... 10

    Visitor Spending ..... 10

        Section Summary ..... 12

    Obtaining Information About the Parks..... 13

        Section Summary ..... 15

    Satisfaction with Experiences and Conditions..... 15

        Overall Satisfaction..... 15

        Satisfaction and Expectations with Specific Characteristics ..... 15

        Importance – Performance Analysis..... 18

        Outstanding Features ..... 20

        Perceived Crowding..... 21

---

|  |    |
|--|----|
| Section Summary .....                                    | 21 |
| Attitudes About Programs and Management Strategies ..... | 22 |
| Let's Go Program Interest.....                           | 22 |
| Attitudes About Management Strategies .....              | 23 |
| Section Summary .....                                    | 25 |
| Sociodemographic Characteristics of Users .....          | 25 |
| Section Summary .....                                    | 28 |
| Recommendations.....                                     | 29 |
| Management Recommendations.....                          | 29 |
| References.....  | 31 |
| Appendix A. Open-Ended Comments .....                    | 32 |
| Positive Comments .....                                  | 32 |
| Negative Comments and / or Issues for Improvement.....   | 32 |
| Appendix B. Questionnaires .....                         | 34 |
| Appendix C. Uncollapsed Percentages .....                | 41 |

**LIST OF TABLES**

|    |  |    |
|----|--|----|
| 1  | Sample sizes and response rates .....  | 1  |
| 2  | Day user recreation activities at the park.....  | 2  |
| 3  | Primary day use activity at the park.....  | 3  |
| 4  | Duration of visit at the park .....  | 3  |
| 5  | Day user distance traveled to the park .....   | 4  |
| 6  | Day user previous visitation to the park .....   | 4  |
| 7  | Day user number of previous visits to the park in the last 12 months.....                          | 4  |
| 8  | Day user group size at the park.....   | 5  |
| 9  | Day users bringing dogs with them to the park .....  | 5  |
| 10 | Day user transportation to the park.....   | 6  |
| 11 | Day users in whether the park was their main destination.....                                      | 6  |
| 12 | Day user alternatives to park visit.....   | 7  |
| 13 | Day user participation in moderate and physical activity during visit.....                         | 9  |
| 14 | Comparison of day user level of physical activity at park to daily life .....                      | 9  |
| 15 | Day user physical and mental health benefits related to park visitation.....                       | 10 |
| 16 | Day users, local / non-local.....  | 11 |
| 17 | Local and non-local day user total spending in dollars per party per trip.....                     | 11 |
| 18 | Local and non-local day user party spending of any dollars in eight<br>spending categories .....   | 12 |
| 19 | Day user nights staying away from home within 30 miles of park .....                               | 12 |
| 20 | Whether day users found the information needed about the park .....                                | 13 |
| 21 | Day user use of information sources.....   | 14 |
| 22 | Day user’s primary information sources.....  | 14 |
| 23 | Day user overall satisfaction .....  | 15 |
| 24 | Day user specific expectations at the park.....  | 16 |
| 25 | Day user specific satisfactions at the park .....  | 17 |
| 26 | Day user likelihood of returning and satisfaction with the park facilities<br>and environment..... | 20 |
| 27 | Day user recommendation of park to friends and family .....  | 20 |
| 28 | Day user crowding evaluations.....   | 21 |
| 29 | Day user consideration of participation in “Let’s Go” programs .....                               | 23 |
| 30 | Day user attitudes about management at the park .....  | 24 |
| 31 | Day user support of possible service reduction at the park .....                                   | 24 |

---

|    |  |    |
|----|--|----|
| 32 | Day user demographic characteristics ..... | 26 |
| 33 | Day user location of residence .....       | 27 |
| 34 | Day user disabilities .....                | 27 |

***LIST OF FIGURES***

|   |  |    |
|---|--|----|
| 1 | Importance-performance (I-P) analysis matrix .....               | 18 |
| 2 | Importance-performance (I-P) analysis matrix for day users ..... | 19 |

## ***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 Jasper State Recreation Site between July and August 2014. 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 Jasper State Recreation Site between July 4 and August 24, 2014 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  $n = 132$  with an estimated total response rate of 86%.

Table 1. Sample sizes and response rates

|           | Initial contacts | Completed surveys ( $n$ ) | Response rate (%) |
|-----------|------------------|---------------------------|-------------------|
| Day Users | 153              | 132                       | 86                |

The sample size allows generalizations about the population of day users at Jasper State Recreation Site at a margin of  $\pm 8.5\%$  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 Jasper State Recreation Site on their most recent trip. Table 2 shows that the most popular activities at this park were picnicking or barbecuing (79%), hiking or walking (44%), using the children’s playground (41%), and swimming or wading (35%). The least popular activities were boating (motor, canoe, kayak; 1%), playing soccer (1%), and playing softball/ baseball (2%).

Table 2. Day user recreation activities at the park

| Activity                      | Participation (%) <sup>a</sup> |
|-------------------------------|--------------------------------|
| Picnicking or barbecuing      | 79                             |
| Hiking or walking             | 44                             |
| Children’s playground         | 41                             |
| Swimming or wading            | 35                             |
| Dog walking                   | 23                             |
| Other <sup>b</sup>            | 22                             |
| Sightseeing                   | 20                             |
| Bird or wildlife watching     | 12                             |
| Off-leash dog area            | 10                             |
| Fishing                       | 10                             |
| Horseshoes                    | 9                              |
| Volleyball                    | 6                              |
| Rafting                       | 6                              |
| Running or jogging            | 4                              |
| Bicycling on local roads      | 4                              |
| Playing softball/ baseball    | 2                              |
| Playing soccer                | 1                              |
| Boating (motor, canoe, kayak) | 1                              |

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

<sup>b</sup> The most popular “other” activities were: family and community events such as weddings, reunions, and parties.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Jasper State Recreation Site. Table 3 shows that the most common primary activity groups were picnicking or barbecuing (57%), other (13%), and swimming/ wading (9%). The least common activity groups were playing soccer (1%), playing volleyball (1%), sightseeing (1%), and fishing (1%).

Table 3. Primary day-use activities at the park

| Activity                       | Day Users (%) |
|--------------------------------|---------------|
| Picnicking or barbecuing       | 57            |
| Other                          | 13            |
| Swimming/ wading               | 9             |
| Hiking or walking              | 5             |
| Using children’s playground    | 4             |
| Dog walking                    | 3             |
| Exercise dog at off-leash area | 3             |
| Rafting                        | 3             |
| Fishing                        | 1             |
| Sightseeing                    | 1             |
| Playing volleyball             | 1             |
| Playing soccer                 | 1             |

**Duration of Visit.** Day users were asked to report how many *hours* they spent at Jasper State Recreation Site on their recent trip. Table 4 shows that, on average, day users spent approximately four hours in the park, with only 10% of users spending only one hour in the park. The largest proportion of day users (41%), however, spent five hours or more in the park.

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

|                      |      |
|----------------------|------|
| 1 hour               | 10   |
| 2 hours              | 16   |
| 3 hours              | 14   |
| 4 hours              | 19   |
| 5 or more hours      | 41   |
| Mean / average hours | 4.28 |

<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 81% of visitors were local (driving 30 miles or less to reach the park). Day users, on average, traveled approximately 87 miles to visit the park.

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

|                     |       |
|---------------------|-------|
| 30 miles or less    | 81    |
| 31 to 60 miles      | 4     |
| 61 to 90 miles      | 2     |
| 91 to 120 miles     | 3     |
| 121 to 150 miles    | 2     |
| 151 to 250 miles    | 2     |
| 251 to 500 miles    | 3     |
| More than 500 miles | 3     |
| Mean / average      | 87.19 |

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

**Previous Visitation.** Users were asked if they had ever visited Jasper State Recreation Site before their most recent trip. Table 6 shows that 70% of respondents had visited this park before, whereas 30% had not visited previously.

Table 6. Day user previous visitation to the park

|                             | Day Users (%) |
|-----------------------------|---------------|
| Yes, visited park before    | 70            |
| No, not visited park before | 30            |

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that users had visited an average of approximately nine times in the past 12 months. The highest proportions of respondents had visited the park once (29%) or two times (26%) in the past 12 months.

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

|                      | Day Users (%) |
|----------------------|---------------|
| 0 Trips              | 14            |
| 1 Trip               | 29            |
| 2 Trips              | 26            |
| 3 to 5 Trips         | 14            |
| 6 to 12 Trips        | 12            |
| 13 to 20 Trips       | 0             |
| More than 20 Trips   | 3             |
| Mean / average trips | 8.85          |

<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 Jasper State Recreation Site on their most recent trip. Table 8 shows that the average group size was almost twenty-one people. Groups most commonly consisted of five or more people (70%). Fewer users visited by themselves (6%).

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

|                  | Day Users (%) |
|------------------|---------------|
| 1 Person (alone) | 6             |
| 2 People         | 9             |
| 3 People         | 8             |
| 4 People         | 7             |
| 5 or more people | 70            |
| Mean / average   | 20.93         |

<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 Jasper State Recreation Site. Table 9 shows that 44% of park users brought dogs with them and 56% did not bring dogs.

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

|                          | Day Users (%) |
|--------------------------|---------------|
| No, did not bring dog(s) | 56            |
| Yes, brought dog(s)      | 44            |

**Transportation to the Park.** Respondents were asked how they got to Jasper 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 (93%), 3% arrived in somebody else’s vehicle, and another 3% arrived in another form of transportation. Walking was the most common “other” way people reached the park. On average, there were 2.94 people in each personal family vehicle, 5.00 people in somebody else’s vehicle, and 4.00 people in other forms of transportation. For all day use vehicles, there was an average of 3.01 people in the vehicle.

Table 10. Day user transportation to the park

|   | Day Users (%) |
|---|---------------|
| My family’s personal vehicle <sup>a</sup>     | 94            |
| Somebody else’s personal vehicle <sup>b</sup> | 3             |
| Other <sup>c</sup>                            | 3             |

<sup>a</sup> Number of people in vehicle: mean / average = 2.94

<sup>b</sup> Number of people in vehicle: mean / average = 5.00

<sup>c</sup> Number of people in vehicle: mean / average = 4.00

**Reasons for Visiting.** Visitors were asked if this park was the main reason for their trip. Table 11 shows that 70% of users indicated that this park was their main destination for recreational activities, whereas 20% of users indicated that the park visit was a side trip.

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             | 70            |
| Primarily for business, family, or other reasons – park was side trip | 20            |
| Some other reason   | 6             |
| Primarily for recreation – this park was not main destination         | 3             |

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Jasper 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 gone somewhere else for the same activity (65%) or stayed home (17%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 17 miles for the same activity and 16 miles for a different activity.

Table 12. Day user alternatives to park visit

|   | Day Users (%) |
|---|---------------|
| Going somewhere else for the same activity <sup>a</sup>   | 65            |
| Stayed home   | 17            |
| Come back another time                                    | 11            |
| Something else (none of these)                            | 6             |
| Gone somewhere else for a different activity <sup>b</sup> | 2             |
| Gone to work at my regular job                            | 0             |

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 17.33 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 = 16.00 miles.

Respondents were also asked to specify what other park they would consider going to if they had not been able to go to Armitage Park, Elijah Bristow State Park, Fall Creek State Recreation Area, Clearwater Park, and Shotgun Creek Park.

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

- The most popular activities were picnicking or barbecuing (79%), hiking or walking (44%), using the children’s playground (41%), and swimming or wading (35%). The least popular activities were boating (motor, canoe, kayak; 1%), playing soccer (1%), and playing softball/ baseball (2%).
- The most common primary activity groups were picnicking or barbecuing (57%), other (13%), and swimming/ wading (9%). The least common activity groups were playing soccer (1%), playing volleyball (1%), sightseeing (1%), and fishing (1%).
- Day users spent an average of approximately four hours in the park, with only 10% of users spending only one hour in the park. The largest proportion of day users (41%), however, spent five hours or more in the park.
- 81% of visitors were local (driving 30 miles or less to reach the park). Day users, on average, traveled approximately 87 miles to visit the park.
- In total, that 70% of respondents had visited this park before, whereas 30% had not visited previously.

- Respondents visited Jasper an average of nine times in the past 12 months. The highest proportions of respondents had visited the park once (29%) or two times (26%) in the past 12 months.
- Average group size was almost twenty-one people. Groups most commonly consisted of five or more people (70%). Fewer users visited by themselves (6%).
- In total, 44% of park users brought dogs with them and 56% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (93%), 3% arrived in somebody else's vehicle, and another 3% arrived in another form of transportation. Walking was the most common "other" way people reached the park. On average, there were 2.94 people in each personal family vehicle, 5.00 people in somebody else's vehicle, and 4.00 people in other forms of transportation. For all day use vehicles, there was an average of 3.01 people in the vehicle.
- Many users indicated that this park was their main destination for recreational activities (70%), whereas 20% of users indicated that the park visit was a side trip.
- If they had been unable to go to Jasper State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (65%) or stayed home (17%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 17 miles for the same activity and 16 miles for a different activity.
- If they had been unable to go to Jasper State Recreation Site for this visit, many day users indicated that they would visit Armitage Park, Elijah Bristow State Park, Fall Creek State Recreation Area, Clearwater Park, and Shotgun Creek 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 Jasper State Recreation Site (Table 13). 33% of visitors indicated that they participated in moderate physical activity, while 11% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of

approximately 41 minutes participating in moderate physical activity and 35 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                         | 67    |
| Yes                        | 33    |
| Avg (min)                  | 40.78 |
| Vigorous Physical Activity |       |
| No                         | 89    |
| Yes                        | 11    |
| Avg (min)                  | 35.45 |

<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, 42% of all visitors indicated that their level of physical activity during their visit to Jasper State Recreation Site was about the same as their daily life, whereas 40% 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 | 42            |
| Physical activity LESS than daily life         | 40            |
| Physical activity MORE than daily life         | 17            |

Park visitors were asked to rate the degree that their visit to Jasper State Recreation Site had improved their mental and physical health. Table 15 shows that, overall, park visitors reported their visit helped to reduce stress (71%), reduce anxiety (65%), and improve mental health (64%). Fewer users indicated that their visit improved their level of physical fitness (32%) 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                     | 71                         |
| Reducing anxiety                    | 65                         |
| Improving your mental health        | 64                         |
| Improving physical health           | 33                         |
| Improving level of physical fitness | 32                         |

<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:

- 33% of visitors indicated that they participated in moderate physical activity, while 11% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 41 minutes participating in moderate physical activity and 35 minutes participating in vigorous physical activity.
- 42% of all visitors indicated that their level of physical activity during their visit to Jasper State Recreation Site was about the same as their daily life, whereas 40% indicated it was less, and 17% indicated it was more.
- Park visitors reported their visit helped to reduce stress (71%), reduce anxiety (65%), and improve mental health (64%). Fewer users indicated that their visit improved their level of physical fitness (32%) 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 Jasper 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 31 or less miles from the park; 82%).

Table 16. Day users, local / non-local

|           | Day Users (%) |
|-----------|---------------|
| Local     | 82            |
| Non-Local | 18            |

Table 17 shows the proportion of total spending for local and non-local day users and reported on a party trip basis. The largest percentage of local day users reported spending \$1-\$25 (27%), while the largest percentage of non-local day users reported spending \$51-\$150 (57%). The largest percentages of all day users reported spending \$51-\$150 (29%).

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

|                | Local (%) | Non-local (%) | All (%) |
|----------------|-----------|---------------|---------|
| Spent no money | 19        | 0             | 17      |
| \$1 - \$25     | 27        | 12            | 24      |
| \$26 - \$50    | 14        | 14            | 14      |
| \$51 - \$150   | 25        | 57            | 29      |
| \$151 - \$350  | 14        | 14            | 14      |
| \$351 - \$500  | 1         | 3             | 2       |

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 park entry, parking, or recreation fees (62%), gasoline and oil (57%), and groceries (55%). Most non-local day visitors also reported spending money on gasoline and oil (80%), park entry, parking, or recreation fees (70%), and groceries (50%). Most visitors to Jasper State Recreation Site reported spending some money on park entry, parking, or recreation fees (63%), gasoline and oil (60%), and groceries (55%).

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> (%) |
|---|-----------|---------------|----------------------|
| Park entry, parking, or recreation fees | 62        | 70            | 63                   |
| Gasoline and oil                        | 57        | 80            | 60                   |
| Groceries                               | 55        | 50            | 55                   |
| Recreation and equipment rental         | 15        | 20            | 16                   |
| Restaurants and bars                    | 15        | 20            | 16                   |
| Camping                                 | 9         | 10            | 9                    |
| Souvenirs, clothing, other              | 6         | 20            | 8                    |
| Lodging, motel, cabin                   | 9         | 28            | 11                   |

Respondents were asked to indicate if they were staying away from home within 30 miles of Jasper State Recreation Site, and the number of nights they were staying if they were. Table 19 shows that 5% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over five nights.

Table 19. Day user nights staying away from home within 30 miles of park

|                                     | Day Users |
|-------------------------------------|-----------|
| Staying away from home <sup>a</sup> | 5         |
| Mean number of nights <sup>b</sup>  | 5.38      |

<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 or less miles from the park; 82%).
- The largest percentage of local day users reported spending \$1-\$25 (27%), while the largest percentage of non-local day users reported spending \$51-\$150 (57%). The largest percentages of all day users reported spending \$51-\$150 (29%).
- For local day use visitors, most reported spending some money on park entry, parking, or recreation fees (62%), gasoline and oil (57%), and groceries (55%). Most non-local day visitors also reported spending money on gasoline and oil (80%), park entry, parking, or recreation fees (70%), and groceries (50%). Most visitors to Jasper State Recreation Site

reported spending some money on park entry, parking, or recreation fees (63%), gasoline and oil (60%), and groceries (55%).

- 5% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over five nights.

### Obtaining Information about the Parks

The questionnaires contained several questions examining how users obtained information about state parks such as Jasper State Recreation Site and whether they were able to obtain the information they needed. Table 20 shows that most users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find the information they needed would like information about available game areas and site maps.

Table 20. Whether day users found the information needed about the park

|  | Day Users (%) |
|--|---------------|
| Yes, found the information needed                    | 96            |
| No, did not find the information needed <sup>a</sup> | 4             |

<sup>a</sup> The most popular information needed was: information about available game areas and site maps.

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 Jasper State Recreation Site. Table 21 shows that the most heavily used sources of friends and family members (75%), previous signs (69%), official internet websites (e.g., Oregon State Parks, Travel Oregon (60%), and highway signs (50%). The least used sources were health care providers (14%), videos / DVDs (15%), books (19%), and radio (19%). The most popular other ways users obtained information about the park were family reunions and growing up in the area.

Table 21. Day user use of information sources <sup>a</sup>

|                                  | Day Users (%) <sup>a</sup> |
|----------------------------------|----------------------------|
| Friends and family members       | 75                         |
| Previous visits                  | 69                         |
| Official internet websites       | 60                         |
| Highway signs                    | 50                         |
| Brochures                        | 36                         |
| Social media                     | 32                         |
| Other <sup>b</sup>               | 31                         |
| Newspapers                       | 25                         |
| Magazines                        | 24                         |
| Television                       | 23                         |
| Work                             | 21                         |
| Community organization or church | 20                         |
| Radio                            | 19                         |
| Books                            | 19                         |
| DVDs                             | 15                         |
| Health care providers            | 14                         |

<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: family reunion, growing up in the area.

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 Jasper State Recreation Site. Table 22 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon; 46%) were overwhelmingly the first primary source used by most respondents followed by friends or family members (33%). Few people used other sources when obtaining information.

Table 22. Day user’s primary information sources

|                                  | Day Users (%) |
|----------------------------------|---------------|
| Official internet websites       | 46            |
| Friends or family members        | 33            |
| Previous visit                   | 8             |
| Social media internet websites   | 4             |
| Brochures                        | 3             |
| Highway signs                    | 2             |
| Other                            | 2             |
| Community organization or church | 1             |
| Newspaper                        | 1             |
| Television                       | 1             |

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

- Most users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find the information they needed would like information about available game areas and site maps.
- The most heavily used sources of information were friends and family members (75%), previous signs (69%), official internet websites (e.g., Oregon State Parks, Travel Oregon (60%), and highway signs (50%). The least used sources were health care providers (14%), videos / DVDs (15%), books (19%), and radio (19%). The most popular other ways users obtained information about the park were family reunions and growing up in the area.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 46%) were overwhelmingly the first primary source used by most respondents followed by friends or family members (33%). 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 Jasper State Recreation Site?” Table 23 shows that overall satisfaction was high, as 97% were satisfied and 3% were dissatisfied. In addition, the highest proportion of users was “very satisfied” (53%).

Table 23. Day user overall satisfaction

|                         | Day Users (%) |
|-------------------------|---------------|
| Very Satisfied          | 53            |
| Satisfied               | 44            |
| Dissatisfied or Neutral | 3             |

**Satisfaction and Expectations with Specific Characteristics.** Although almost all users were satisfied with their overall visit at Jasper 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 Jasper 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 24 shows that the most important characteristics were the absence of litter (96%), cleanliness and conditions of toilets/ bathrooms (93%), and overall cleanliness of the park (e.g., graffiti, lawn care; 92%.) The least important attributes were the number and quality of information and educational programs (32-38%).

Table 24. Day user specific *expectations* at the park

|  | Day Users (%) <sup>a</sup> |
|--|----------------------------|
| Absence of liter                                     | 96                         |
| Cleanliness/ conditions of toilets/ bathrooms        | 93                         |
| Overall park cleanliness (e.g., graffiti, lawn care) | 92                         |
| Personal safety                                      | 87                         |
| Number of toilets/ bathrooms                         | 85                         |
| Opportunities to escape crowds of people             | 82                         |
| Courteousness of park rangers/ personnel             | 81                         |
| Parking for vehicles                                 | 81                         |
| Variety of things to do                              | 74                         |
| Group facilities                                     | 72                         |
| Directional signs within the park                    | 67                         |
| Directional signs to the park                        | 65                         |
| Ease of access (wheelchair, elderly)                 | 62                         |
| Conditions of trails                                 | 62                         |
| Presence of park rangers and personnel               | 61                         |
| Information related to conditions or hazards         | 55                         |
| Number of trails                                     | 51                         |
| Quality of information/ educational programs         | 38                         |
| Number of information/ educational programs          | 32                         |

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

Table 25 shows that the majority of users were satisfied with most of these characteristics at Jasper State Recreation Site. Users were most satisfied with the overall park cleanliness (graffiti, lawn care; 97%), absence of litter (95%), cleanliness of toilets (94%), number of toilets (92%), and courteousness of park rangers/ personnel (91%). Users were least satisfied with the number and quality of information and educational programs (54-58%).

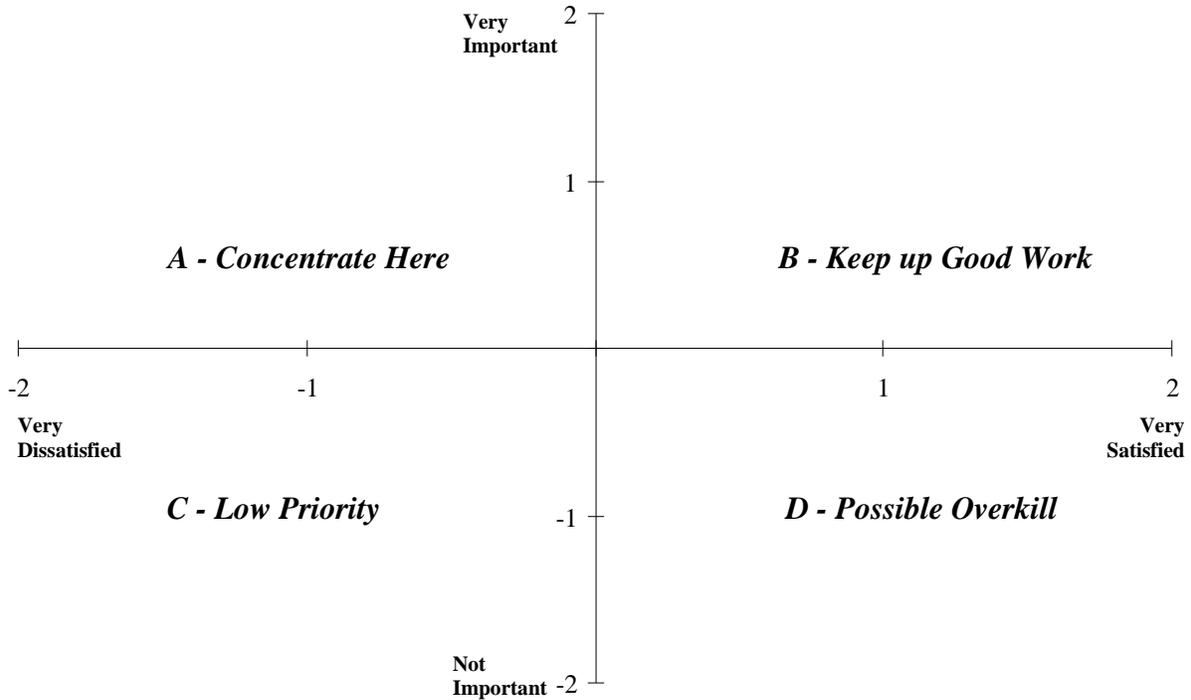
Table 25. Day user specific *satisfactions* at the park

|   | Day Users (%) <sup>a</sup> |
|---|----------------------------|
| Overall cleanliness (graffiti, lawn care)                 | 97                         |
| Absence of litter   | 95                         |
| Cleanliness/ conditions of toilets/ bathrooms             | 94                         |
| Number of toilets/ bathrooms                              | 92                         |
| Courteousness of park rangers/ personnel                  | 91                         |
| Personal Safety   | 88                         |
| Group facilities  | 86                         |
| Opportunities to escape crowds of people                  | 85                         |
| Parking for vehicles                                      | 85                         |
| Variety of things to do                                   | 81                         |
| Presence of park rangers/ personnel                       | 80                         |
| Directional signs to the park                             | 78                         |
| Ease of access (wheelchair, elderly)                      | 75                         |
| Directional signs within the park                         | 69                         |
| Conditions of trails                                      | 69                         |
| Number of trails  | 68                         |
| Information related to conditions or hazards              | 60                         |
| Quality of information/ educational programs or materials | 58                         |
| Number of information/ educational programs or materials  | 54                         |

<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

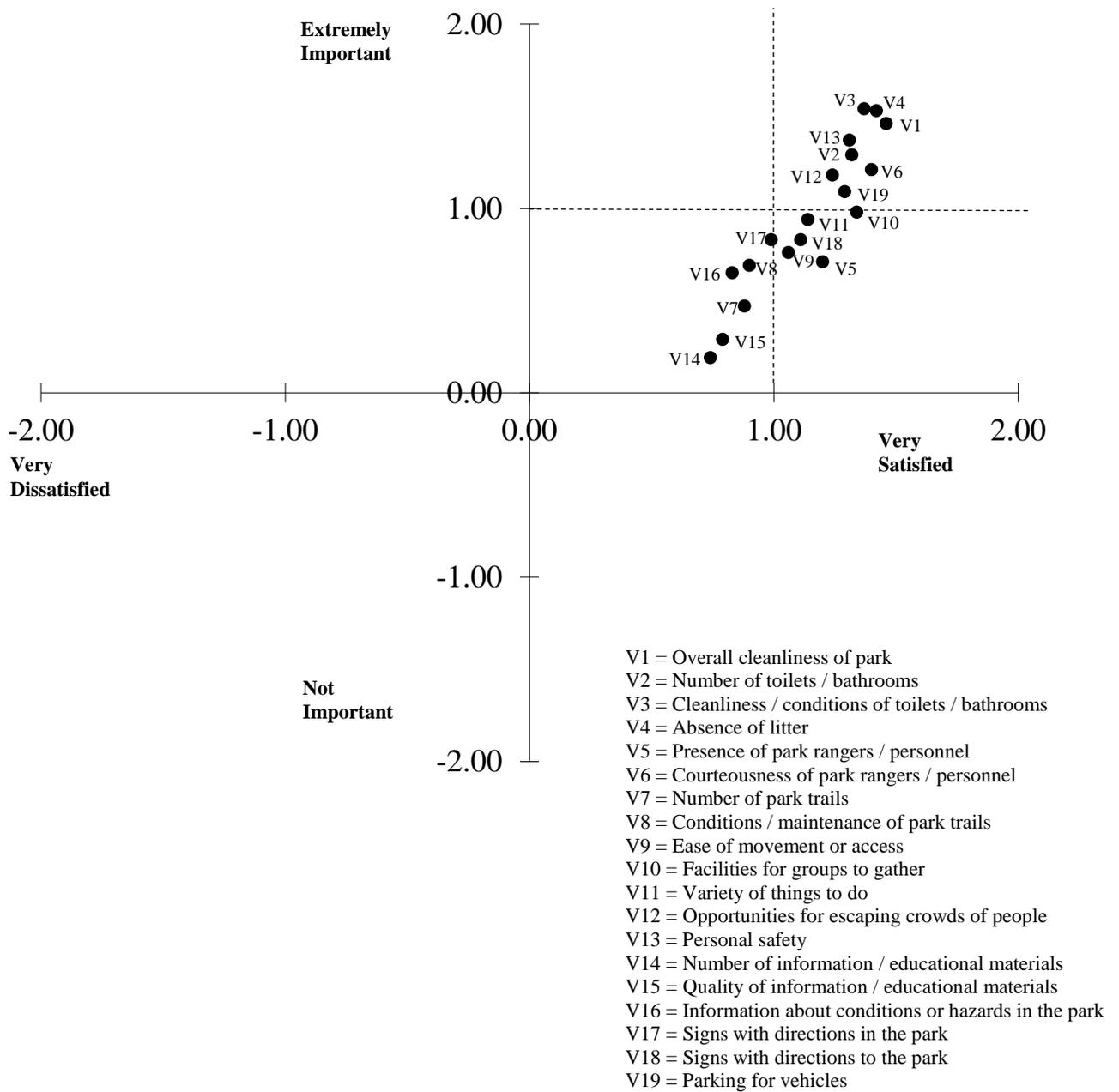


Figure 2 is the I-P matrix for day users. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Jasper State Recreation Site. For this state park visitor survey project, 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 Figure 2. These results show that there were no attributes that fell into the “concentrate here” quadrant.

Respondents were asked several additional questions about their satisfaction with Jasper 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 26 shows high user satisfaction with the natural environment (95%), and with the facilities and services (91%). In total, 94% of respondents said they were likely to return to this park in the future.

Table 26. Day user likelihood of returning and satisfaction with the park facilities and environment

|  | Day Users (%) |
|--|---------------|
| Satisfaction with natural environment <sup>a</sup>     | 95            |
| Satisfaction with facilities and services <sup>a</sup> | 91            |
| Likelihood of returning <sup>b</sup>                   | 94            |

<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 27 shows that all visitors (100%) to Jasper State Recreation Site would recommend the park to their friends or family. Visitors responded that they might not recommend Jasper State Recreation Site to their friends or family because of lack of trails and fees.

Table 27. Day user recommendation of park to friends and family

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

**Outstanding Features.** Users also provided 201 verbatim open ended comments on what they found to be the most outstanding features or things to do at Jasper State Recreation Site. The most common outstanding features or things to do involved: (a) covered picnic areas; (b) dog off-leash area; (c) barbecues; (d) the river; (e) swimming; and (f) walking along the river.

**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 28 shows that, on average, day users felt slightly crowded. More specifically, 22% 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 28 Day user crowding evaluations

|                                     | Day Users |
|-------------------------------------|-----------|
| Perception of crowding <sup>a</sup> | 1.83      |
| Reported feeling crowded (%)        | 22        |

<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:

- Overall satisfaction among users was high, as 97% were satisfied and 3% were dissatisfied. In addition, the highest proportion of users was “very satisfied” (53%).
- Users considered the most important characteristics at this park were absence of litter (96%), cleanliness and conditions of toilets/ bathrooms (93%), and overall cleanliness of the park (e.g., graffiti, lawn care; 92%). The least important attributes were the number and quality of information and educational programs (32-38%).
- Users were most satisfied with the overall park cleanliness (graffiti, lawn care; 97%), absence of litter (95%), cleanliness of toilets (94%), number of toilets (92%), and courteousness of park rangers/ personnel (91%). Users were least satisfied with the number and quality of information and educational programs (54-58%).
- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job

managing conditions and experiences. No attributes, however, fell into the “concentrate here” quadrant.

- Most respondents were satisfied with the natural environment (95%), and with the facilities and services (91%).
- Most respondents (94%) said they were likely to return to this park in the future.
- All visitors (100%) to Jasper State Recreation Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Jasper State Recreation Site involved: (a) covered picnic areas; (b) dog off-leash area; (c) barbecues; (d) the river; (e) swimming; and (f) walking along the river.
- Day users felt not at all crowded, with 22% 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 29 indicates that 55% of day users would consider participating in such a program at a nearby park. From those who indicated overall interest in Let's Go programs, the most popular programs were camping (32%), hiking (29%), fishing (24%), and canoeing (23%). The least supported Let's Go programs were rock climbing (7%), scenic bicycling on roads (12%), and mountain biking (13%). The most popular “other” program was mushrooming.

Table 29. Day user consideration of participating in “Let’s Go” programs

|                           | Day Users (%) <sup>a</sup> |
|---------------------------|----------------------------|
| Overall Interest          |                            |
| Yes                       | 55                         |
| Specific Program Interest |                            |
| Camping                   | 32                         |
| Hiking                    | 29                         |
| Fishing                   | 24                         |
| Canoeing                  | 23                         |
| Birding                   | 21                         |
| Rafting                   | 21                         |
| Geocaching                | 19                         |
| Horseback riding          | 18                         |
| Stargazing                | 18                         |
| Kayaking                  | 18                         |
| Disc golfing              | 16                         |
| Mountain biking           | 13                         |
| Scenic biking on roads    | 12                         |
| 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 mushrooming.

**Attitudes About Management Strategies.** Several items in the questionnaire examined user attitudes about possible management strategies at Jasper State Recreation Site. Users were asked, for example, the extent they opposed or supported several potential new strategies for this park. Table 30 shows that the most strongly supported strategies were to provide more recycling containers (68%), opportunities for escaping crowds of people (68%), more opportunities for viewing wildlife (67%), more opportunities for hiking (66%), and more group picnic areas (56%). The least supported strategies were to close the park to all recreation and tourism activities (18%), limit the number of large groups allowed (23%), and limit the number of people allowed per day (24%).

Table 30. Day user attitudes about management at the park

|  | Day Users (%) <sup>a</sup> |
|--|----------------------------|
| More recycling containers                                | 68                         |
| Opportunities for escaping crowds of people              | 68                         |
| More opportunities for viewing wildlife                  | 67                         |
| More opportunities for hiking                            | 66                         |
| More group picnic areas                                  | 56                         |
| More trash cans  | 54                         |
| More information and educational programs                | 54                         |
| Improve maintenance or upkeep of facilities/ services    | 54                         |
| Do not change/ keep things as they are now               | 54                         |
| Require all dogs to be on leash at all times             | 52                         |
| More enclosed shelters                                   | 50                         |
| Restore it to historical conditions                      | 50                         |
| Provide natural buffers to block views of development    | 50                         |
| Make the park more pet friendly                          | 49                         |
| More paved trails  | 43                         |
| Wireless internet access within the park                 | 40                         |
| More programs led by park rangers                        | 39                         |
| Downloadable mobile phone applications                   | 32                         |
| Food for sale  | 26                         |
| Limit the number of people allowed per day               | 25                         |
| Limit the number of large groups allowed                 | 23                         |
| Close this park to all recreation and tourism activities | 18                         |

<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 Jasper State Recreation Site. Table 31 shows overall low support for service reductions with the highest support for fewer ranger-led programs (18%), fewer ranger patrols (12%), and reduced ground maintenance (12%). The least supported service reductions were for reduced janitorial services (8%) and fewer hours of operation (8%).

Table 31. Day user support of possible service reductions at the park

|                             | Day Users (%) |
|-----------------------------|---------------|
| Fewer ranger-led programs   | 18            |
| Fewer ranger patrols        | 12            |
| Reduced ground maintenance  | 12            |
| Scaled down facilities      | 9             |
| Fewer hours                 | 8             |
| 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:

- 55% of day users would consider participating in such a program at a nearby park. From those who indicated overall interest in Let's Go programs, the most popular programs were camping (32%), hiking (29%), fishing (24%), and canoeing (23%). The least supported Let's Go programs were rock climbing (7%), scenic bicycling on roads (12%), and mountain biking (13%). The most popular "other" program was mushrooming.
- Users most strongly supported management strategies designed to provide more recycling containers (68%), opportunities for escaping crowds of people (68%), more opportunities for viewing wildlife (67%), more opportunities for hiking (66%), and more group picnic areas (56%). The least supported strategies were to close the park to all recreation and tourism activities (18%), limit the number of large groups allowed (23%), and limit the number of people allowed per day (24%).
- There was overall low support for service reductions in the park. The highest support for fewer ranger-led programs (18%), fewer ranger patrols (12%), and reduced ground maintenance (12%). The least supported service reductions were for reduced janitorial services (5%) and fewer hours of operation (8%).

### **Sociodemographic Characteristics of Users**

Table 32 shows demographic characteristics of users. There were more female (63%) than male (37%) users at Jasper State Recreation Site. The average age of respondents was 45 years old, and the largest proportion of users were between 30 and 39 years old (22%). Most respondents were white (i.e., Caucasian; 93%) with few Hispanics/ Latinos (4%), Black/African Americans (1%), American Indian or Alaskan Natives (1%), and Asians (1%). The average annual household income before taxes of respondents was approximately \$57,600, and the largest proportion of users had incomes from \$10,000 to \$19,999 (21%). Visitors to Jasper 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 32. Day user demographic characteristics

|                                    | Day Users <sup>a</sup> |
|------------------------------------|------------------------|
| Gender                             |                        |
| Male                               | 37                     |
| Female                             | 63                     |
| Age                                |                        |
| Less than 20 years old             | 3                      |
| 20 – 29 years                      | 20                     |
| 30 – 39 years                      | 22                     |
| 40 – 49 years                      | 16                     |
| 50 – 59 years                      | 16                     |
| 60 – 69 years                      | 15                     |
| 70 – 79 years                      | 6                      |
| 80+ years old                      | 3                      |
| Average age (mean years)           | 45.32                  |
| Household income (before taxes)    |                        |
| Less than \$10,000                 | 7                      |
| \$10,000 – \$29,999                | 21                     |
| \$30,000 – \$49,999                | 16                     |
| \$50,000 – \$69,999                | 17                     |
| \$70,000 – \$89,999                | 12                     |
| \$90,000 – \$109,999               | 12                     |
| \$110,000 – \$129,999              | 2                      |
| \$130,000 – \$149,999              | 2                      |
| \$150,000 – \$169,999              | 3                      |
| \$170,000 or more                  | 8                      |
| Average income (mean dollars)      | 57,600                 |
| Ethnicity                          |                        |
| White (Caucasian)                  | 93                     |
| Hispanic/ Latino                   | 4                      |
| Black/ African American            | 1                      |
| American Indian or Alaskan Native  | 1                      |
| Asian                              | 1                      |
| Language spoken most often at home |                        |
| English                            | 98                     |
| Other                              | 2                      |

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

Table 33 shows that all users resided in the United States (100%). Furthermore, 94% of users resided in Oregon, 2% resided in California, 2% in Washington, and 2% in other states. Among park users, 86% of park users resided in the Willamette Valley region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 3% resided in the Portland Metro region, 2%

resided in the Southern region, 1% resided in the Coastal, and 1% in the Eastern region of the state.

Table 33. Day user location of residence

|                     | Day Users (%) |
|---------------------|---------------|
| Country             |               |
| USA                 | 100           |
| State               |               |
| Oregon <sup>a</sup> | 94            |
| California          | 2             |
| Washington          | 2             |
| Idaho               | <1            |
| Nevada              | <1            |
| Wisconsin           | <1            |

<sup>a</sup> In total, 86% of park users resided in the Willamette Valley region of Oregon, 3% resided in the Portland Metro region, 2% resided in the Southern, 1% resided in the Coastal, and 1% in the Eastern region of the state.

Table 34 shows that 46% of users said that nobody in their group had a disability, whereas 54% had at least one group member with a disability. Of those who had a disability, 45% were associated with walking, 13% with hearing, 10% with sight, 8% with learning, and 5% with other disabilities.

Table 34. Day user disabilities

|                     | Day Users (%) |
|---------------------|---------------|
| Disability in group |               |
| No                  | 46            |
| Yes <sup>a</sup>    | 54            |

<sup>a</sup> Types of disabilities: walking = 45%, hearing = 13%, sight = 10%, learning = 8%, other = 5%.

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

- There were more female (63%) than male (37%) users at this park.
- The average age of respondents was 44 years old, and the largest proportion of users were between 39 and 39 years old (22%).
- The average annual household income before taxes of respondents was approximately \$57,600, and the largest proportion of users had incomes from \$10,000 to \$19,999 (21%). Visitors to Jasper State Recreation Site are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 93%) with few Hispanics/ Latinos (4%), Black/African Americans (1%), American Indian or Alaskan Natives (1%), and Asians (1%).
- Almost all users (98%) considered English as the primary language spoken in their homes.
- All visitors were from the United States (100%). Furthermore, 94% of users resided in Oregon, 2% resided in California, 2% in Washington, and 2% in other states. Among park users, 86% of park users resided in the Willamette Valley region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 3% resided in the Portland Metro region, 2% resided in the Southern region, 1% resided in the Coastal, and 1% in the Eastern region of the state.
- In total, 46% of users said that nobody in their group had a disability, whereas 54% had at least one group member with a disability. Of those who had a disability, 45% were associated with walking, 13% with hearing, 10% with sight, 8% with learning, and 5% with other disabilities.

## ***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 Jasper State Recreation Site:

- Almost all users traveled to this park in their own vehicles (93%), so adequate parking is important and should be considered in planning and management.
- Most users (97%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality of information and educational programs (54-58%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that over 24% of park visitors were over the age of 60 and 54% of users had disabilities (45% 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.
- Day users felt not at all crowded, with 22% 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.
- Users most strongly supported strategies designed to provide more recycling containers (68%), opportunities for escaping crowds of people (68%), and more opportunities for viewing wildlife (67%). 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. No attributes, however, fell into the “concentrate here” quadrant.
- The largest proportion of users depended on official internet websites (e.g., Oregon State Parks, Travel Oregon; 46%) as the first primary source of obtaining information about parks such as Jasper 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.

- Users also provided 94 verbatim open ended comments on what they found to be the most outstanding features or things to do at Jasper State Recreation Site. The most common outstanding features or things to do involved: (a) covered picnic areas; (b) dog off leash area; (c) barbecues; (d) the river; (e) swimming; and (f) walking along the river. This information could be added to the Jasper State Recreation Site website to inform future visitors regarding what other visitors feel are the most outstanding features at this park.
- Users provided 98 verbatim open ended positive and negative comments, and suggestions for possible improvement of Jasper State Recreation Site and other park related issues. The most common concerns raised involved: (a) better lawn care; (b) more river access; (c) better or paved trails for easier access; (d) more shaded areas; and (e) upgrading horseshoe pits, volleyball courts, and playground. Managers may want to address some or all of these concerns.

---

## REFERENCES

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

## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- Feel that the park is well maintained and safe for young children.
- Great job, love the park!
- I only come once in a year for family reunion. Facilities are quite adequate for our needs.
- It's good.
- It's great.
- It's perfect the way it is. Quiet and peaceful. Facilities are nice and clean.
- Jasper Park is perfect just the way it is!
- Keep doing what you're doing!
- Keep it nice! Fun place to bring the family
- We love this park!

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

- Better updated playground equipment. Volleyball or badminton net area improved BBQ facilities. No wood chips in playgrounds! (Many splinters for kids)
- Bike trails, less trash.
- Build a sidewalk from parking lot to shelter- Too rough thanks.
- Clothing optional days, on river edge benches, open more months of the year.
- Fire pits, there's more room than you need fire safe here
- Have picnic benches/ tables in the shade. We have older family members who need shade!
- Horseshoe pits that are a bit more user friendly.
- Horseshoes at every group picnic site 2-3 entry fee
- I would promote the river, the fishing opportunities and the history of Jasper.
- It would be fantastic to have access to water inside the off leash dog park.
- Keep it clean and safe.
- Keep it the same or add a couple day use cooking areas for more family reunions. Add bathrooms on south end of park.
- Less bees.
- Make it fun for all.
- More horseshoe pits.
- More people would visit more regular if parking fee were less!
- More shade and green grass. I was organizer for annual family picnic no one else completed form.
- More space. Great park, come often! Thank you!
- More swimming areas.
- More trails.
- Need a second rotating faucet at picnic site #4.
- Need to add transgendered to male and female.
- No rain!
- None of your business. I have catered weddings here before, greener grass would draw larger crowds for that kind of event.
- Order cooler weather in August.

- Paved ways to the water for kids in wheel chairs, thanks.
- Picnic tables close to the river.
- Please consider irrigating the lawns from the river, sand on volleyball court.
- Should be open during winter, better and more river access point.

## APPENDIX B: QUESTIONNAIRES

# Day Visitor Experiences and Perceptions at Jasper 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

---

A Study Conducted by:



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

|  |   |   |
|--|---|---|
| <input type="checkbox"/> A. Hiking or walking              | <input type="checkbox"/> H. Playing horseshoes        | <input type="checkbox"/> N. Boating (motor, canoe, kayak) |
| <input type="checkbox"/> B. Dog walking                    | <input type="checkbox"/> I. Playing volleyball        | <input type="checkbox"/> O. Rafting                       |
| <input type="checkbox"/> C. Running or jogging             | <input type="checkbox"/> J. Playing baseball          | <input type="checkbox"/> P. Fishing                       |
| <input type="checkbox"/> D. Bicycling on local roads       | <input type="checkbox"/> K. Playing soccer            | <input type="checkbox"/> Q. Using children's playground   |
| <input type="checkbox"/> E. Sightseeing                    | <input type="checkbox"/> L. Bird or wildlife watching | <input type="checkbox"/> R. Other (write response) _____  |
| <input type="checkbox"/> F. Picnicking or barbecuing       | <input type="checkbox"/> M. Swimming/wading           | _____   |
| <input type="checkbox"/> G. Exercise dog at off-leash area |   |   |
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Jasper State Recreation Site on this trip? (write a letter that matches your response)  
 Letter for primary activity \_\_\_\_\_
  
5. Which of the following best describes the purpose of your trip? (check **ONE**)
  - Primarily for recreation – this park was my main destination
  - Primarily for recreation – my main destination was NOT this park
  - Primarily for business, family, or other reasons – this park was a side trip
  - Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) \_\_\_\_\_ mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Jasper State Recreation Site? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
8. How dissatisfied or satisfied were you with the **natural environment** at Jasper State Recreation Site? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
9. How dissatisfied or satisfied were you with the **facilities / services** at Jasper State Recreation Site? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
10. How unlikely or likely are you to return to Jasper State Recreation Site in the future? (check **ONE**)
  - Very Unlikely       Unlikely       Neither       Likely       Very Likely

11. How **important** is it to you that each of the following is at Jasper State Recreation Site? (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 Jasper State Recreation Site? (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 Jasper State Recreation Site? **(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 Jasper State Recreation Site?

**(circle one number for EACH)**

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

15. To what extent did you feel crowded at Jasper 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 Jasper State Recreation Site on this trip? \_\_\_\_\_ person(s)

17. Did you or anyone in your group bring dog(s) with you to Jasper State Recreation Site? **(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 Jasper 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 | 1 | 2 | Sometimes | 3 | 4 | Often | 5 |
|--|-------|---|---|-----------|---|---|-------|---|
| 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 Jasper State Recreation Site, 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 Jasper 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 Jasper State Recreation Site 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 Jasper 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 Jasper 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 Jasper 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. 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

29. 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

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

31. To what degree did this Jasper 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 |              |

32. 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 Jasper 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

33. Are you staying away from home either inside the Park or within 30 miles of Jasper 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)

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

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

36. 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 \_\_\_\_\_

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

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

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

39. 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 Jasper State Recreation Site:

**APPENDIX C: UNCOLLAPSED PERCENTAGES**

**Day Visitor Experiences and Perceptions  
at Jasper 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

---

A Study Conducted by:



*Nature*  
**HISTORY**  
*Discovery*

We are conducting this survey to learn about your experiences at Jasper 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 Jasper State Recreation Site? (check **ONE**)
  - 30% No
  - 70% Yes → if yes, how many day trips have you made to this park in the past 12 months? (write number) M=8.85 trip(s)
  
2. How many hours did you spend at Jasper State Recreation Site on this trip? (write number) M=4.28 hour(s)
  
3. Please check **all** recreation activities you did at Jasper State Recreation Site on this trip. (check **ALL THAT APPLY**)
 

|  |   |  |
|--|---|--|
| 44% <b>A.</b> Hiking or walking              | 9% <b>H.</b> Playing horseshoes         | 1% <b>N.</b> Boating (motor, canoe, kayak)             |
| 23% <b>B.</b> Dog walking                    | 6% <b>I.</b> Playing volleyball         | 6% <b>O.</b> Rafting                                   |
| 4% <b>C.</b> Running or jogging              | 2% <b>J.</b> Playing baseball           | 10% <b>P.</b> Fishing                                  |
| 4% <b>D.</b> Bicycling on local roads        | 1% <b>K.</b> Playing soccer             | 41% <b>Q.</b> Using children’s playground              |
| 20% <b>E.</b> Sightseeing                    | 12% <b>L.</b> Bird or wildlife watching | 22% <b>R.</b> Other (write response) <u>See report</u> |
| 79% <b>F.</b> Picnicking or barbecuing       | 35% <b>M.</b> Swimming/wading           |  |
| 10% <b>G.</b> Exercise dog at off-leash area |   |  |
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Jasper 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**)
  - 70% Primarily for recreation – this park was my main destination
  - 3% Primarily for recreation – my main destination was NOT this park
  - 20% Primarily for business, family, or other reasons – this park was a side trip
  - 6% Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) M=87.19 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Jasper State Recreation Site? (check **ONE**)
 

|                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 2% Very Dissatisfied | 0% Dissatisfied | 2% Neither | 44% Satisfied | 53% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|
  
8. How dissatisfied or satisfied were you with the **natural environment** at Jasper State Recreation Site? (check **ONE**)
 

|                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 1% Very Dissatisfied | 2% Dissatisfied | 2% Neither | 47% Satisfied | 48% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|
  
9. How dissatisfied or satisfied were you with the **facilities / services** at Jasper State Recreation Site? (check **ONE**)
 

|                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 0% Very Dissatisfied | 2% Dissatisfied | 7% Neither | 42% Satisfied | 49% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|
  
10. How unlikely or likely are you to return to Jasper State Recreation Site in the future? (check **ONE**)
 

|                  |             |            |            |                 |
|------------------|-------------|------------|------------|-----------------|
| 2% Very Unlikely | 0% Unlikely | 3% Neither | 35% Likely | 60% Very Likely |
|------------------|-------------|------------|------------|-----------------|

11. How **important** is it to you that each of the following is at Jasper State Recreation Site? (**circle one number for EACH**)

|  | Not Important |    | Neither |     | Extremely Important |
|--|---------------|----|---------|-----|---------------------|
| Overall cleanliness of park (e.g., graffiti, lawn care).               | 1%            | 1% | 6%      | 35% | 57%                 |
| Number of toilets / bathrooms.   | 1             | 2  | 13      | 37  | 48                  |
| Cleanliness / conditions of toilets / bathrooms.                       | 0             | 0  | 7       | 33  | 60                  |
| Absence of litter.   | 0             | 0  | 4       | 39  | 57                  |
| Presence of park rangers / personnel.                                  | 6             | 4  | 29      | 36  | 25                  |
| Courteousness of park rangers / personnel.                             | 3             | 3  | 14      | 34  | 47                  |
| Number of park trails.   | 8             | 5  | 35      | 35  | 17                  |
| Condition / maintenance of park trails.                                | 5             | 5  | 29      | 41  | 21                  |
| Ease of movement or access (e.g., wheelchair, elderly, baby stroller). | 4             | 7  | 26      | 32  | 30                  |
| Facilities for groups to gather.                                       | 4             | 4  | 19      | 34  | 38                  |
| Variety of things to do.   | 3             | 4  | 20      | 44  | 30                  |
| Opportunities to escape crowds of people.                              | 3             | 0  | 15      | 42  | 41                  |
| Personal safety.   | 0             | 0  | 13      | 36  | 50                  |
| Number of information / education programs or materials.               | 7             | 14 | 47      | 16  | 16                  |
| Quality of information / education programs or materials.              | 5             | 14 | 43      | 23  | 15                  |
| Information specifically about conditions or hazards in the park.      | 5             | 6  | 34      | 28  | 27                  |
| Signs about directions within the park.                                | 3             | 3  | 27      | 42  | 25                  |
| Signs about directions to the park.                                    | 4             | 2  | 29      | 37  | 28                  |
| Parking for vehicles.  | 3             | 0  | 16      | 45  | 35                  |

12. Now, how **dissatisfied or satisfied** were you with the following at Jasper State Recreation Site? (**circle a number for EACH**)

|   | Very Dissatisfied | Dissatisfied | Neither | Satisfied | Very Satisfied |
|---|-------------------|--------------|---------|-----------|----------------|
| Overall cleanliness of park (e.g., graffiti, lawn care).          | 0%                | 2%           | 2%      | 46%       | 51%            |
| Number of toilets / bathrooms.                                    | 2                 | 2            | 4       | 48        | 45             |
| Cleanliness / conditions of toilets / bathrooms.                  | 0                 | 2            | 4       | 49        | 45             |
| Absence of litter.  | 0                 | 2            | 3       | 46        | 49             |
| Presence of park rangers / personnel.                             | 0                 | 3            | 17      | 38        | 42             |
| Courteousness of park rangers / personnel.                        | 1                 | 1            | 7       | 41        | 51             |
| Number of park trails.  | 0                 | 7            | 25      | 42        | 26             |
| Condition / maintenance of park trails.                           | 0                 | 4            | 28      | 43        | 26             |
| Ease of movement or access (e.g., wheelchair, elderly, stroller). | 0                 | 5            | 21      | 39        | 36             |
| Facilities for groups to gather.                                  | 0                 | 1            | 13      | 38        | 48             |
| Variety of things to do.  | 0                 | 5            | 14      | 44        | 37             |
| Opportunities to escape crowds of people.                         | 0                 | 3            | 13      | 42        | 42             |
| Personal safety.  | 0                 | 1            | 11      | 45        | 44             |
| Number of information / education programs or materials.          | 2                 | 4            | 39      | 27        | 27             |
| Quality of information / education programs or materials.         | 2                 | 2            | 38      | 30        | 28             |
| Information specifically about conditions or hazards in the park. | 1                 | 4            | 35      | 31        | 29             |
| Signs about directions within the park.                           | 0                 | 2            | 29      | 37        | 32             |
| Signs about directions to the park.                               | 0                 | 1            | 21      | 44        | 34             |
| Parking for vehicles.   | 0                 | 1            | 15      | 39        | 45             |

13. To what extent do you **oppose or support** each of the following possible management actions at Jasper State Recreation Site? **(circle one number for EACH)**

|   | Strongly Oppose | Oppose | Neither | Support | Strongly Support |
|---|-----------------|--------|---------|---------|------------------|
| Provide more opportunities for escaping crowds of people.                         | 1%              | 2%     | 29%     | 38%     | 30%              |
| Provide more opportunities for viewing wildlife.                                  | 2               | 4      | 27      | 37      | 30               |
| Food for sale (restaurants, snack shops, etc.)                                    | 14              | 24     | 37      | 16      | 10               |
| Provide more group picnic areas.  | 3               | 4      | 37      | 35      | 20               |
| Provide more opportunities for hiking.  | 1               | 3      | 31      | 47      | 19               |
| Provide more paved trails.  | 2               | 12     | 43      | 26      | 17               |
| Provide more trash cans.  | 1               | 6      | 38      | 36      | 19               |
| Provide more recycling containers.  | 0               | 4      | 28      | 41      | 28               |
| Provide more information / education about nature, history, or archeology.        | 0               | 5      | 40      | 39      | 15               |
| Provide more programs led by park rangers.  | 4               | 10     | 47      | 29      | 10               |
| Provide wireless internet access within the park.                                 | 11              | 14     | 35      | 21      | 19               |
| Provide downloadable mobile phone applications.                                   | 8               | 12     | 48      | 23      | 9                |
| Provide more enclosed shelters.   | 1               | 6      | 43      | 35      | 16               |
| Improve maintenance or upkeep of facilities / services.                           | 2               | 4      | 40      | 34      | 20               |
| Require all dogs be kept on leash at all times.                                   | 5               | 6      | 37      | 24      | 28               |
| Make the park more pet friendly.  | 5               | 4      | 42      | 31      | 18               |
| Provide natural buffers to block views of development outside the park.           | 4               | 1      | 46      | 30      | 20               |
| Restore it to historical conditions (e.g., replace non-native with native plants) | 4               | 9      | 37      | 28      | 22               |
| Limit the number of people allowed per day.                                       | 16              | 16     | 43      | 15      | 11               |
| Limit the number of large groups allowed (e.g., no more than 10-20 people).       | 18              | 17     | 41      | 14      | 10               |
| Close this park to all recreation / tourism activities.                           | 37              | 13     | 32      | 8       | 10               |
| Do not change anything / keep things as they are now.                             | 3               | 4      | 39      | 27      | 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 Jasper State Recreation Site?

**(circle one number for EACH)**

|  | Strongly Oppose | Oppose | Neither | Support | Strongly Support |
|--|-----------------|--------|---------|---------|------------------|
| Fewer hours open.  | 35%             | 30%    | 26%     | 6%      | 3%               |
| Fewer ranger patrols.  | 22              | 23     | 42      | 7       | 5                |
| Fewer ranger-led programs.                                       | 14              | 17     | 51      | 16      | 3                |
| Scaled down facilities (e.g., fewer restrooms, picnic shelters). | 32              | 30     | 30      | 5       | 4                |
| Reduced janitorial services.                                     | 34              | 33     | 28      | 3       | 3                |
| Reduced ground maintenance (e.g., mowing, landscaping).          | 34              | 27     | 27      | 9       | 3                |

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

|                    |                  |    |                    |    |    |                   |    |    |
|--------------------|------------------|----|--------------------|----|----|-------------------|----|----|
| 69%                | 8%               | 7% | 7%                 | 5% | 1% | 2%                | 1% | 0% |
| Not at all Crowded | Slightly Crowded |    | Moderately Crowded |    |    | Extremely Crowded |    |    |

16. **Including yourself**, how many people accompanied you at Jasper State Recreation Site on this trip?  $M=20.93$  person(s)

17. Did you or anyone in your group bring dog(s) with you to Jasper State Recreation Site? **(check ONE)** 56% No 44% Yes

18. Did anyone in your group have a disability?

46% No

54% Yes → if yes, what are these disabilities? (**check ALL THAT APPLY**) 13% Hearing 10% Sight 45% Walking  
8% Learning 5% Other See report

19. When you were thinking about visiting an Oregon State Park such as Jasper 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). | 37%   | 3% | 27%       | 15% | 18%   |
| B. Social media internet websites (e.g., Facebook, Twitter).             | 60    | 8  | 16        | 8   | 9     |
| C. Brochures.  | 56    | 8  | 19        | 12  | 5     |
| D. Newspapers.   | 61    | 13 | 16        | 4   | 6     |
| E. Magazines.  | 66    | 11 | 17        | 3   | 4     |
| F. Books.  | 70    | 11 | 13        | 2   | 4     |
| G. Television.   | 69    | 9  | 15        | 4   | 4     |
| H. Videos / DVDs.  | 76    | 9  | 13        | 1   | 2     |
| I. Radio.  | 71    | 10 | 14        | 2   | 3     |
| J. Community organization or church.                                     | 70    | 10 | 15        | 4   | 2     |
| K. Health care providers.  | 79    | 9  | 8         | 2   | 3     |
| L. Work.   | 72    | 7  | 14        | 4   | 3     |
| M. Friends or family members.  | 22    | 4  | 21        | 28  | 26    |
| N. Highway signs.  | 42    | 9  | 26        | 9   | 15    |
| O. Previous visit.   | 27    | 2  | 12        | 21  | 36    |
| P. Other (write response) _____see report_____                           | 62    | 7  | 14        | 7   | 10    |

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 Jasper State Recreation Site, were you able to find the information you needed? (**check ONE**)

96% Yes

4% No → if no, what additional information did you need? (**write response**) See report

22. How did you get to Jasper State Recreation Site on this trip? (**check ONE**)

94% My family's personal vehicle → how many total people were in the vehicle? M=2.94 person(s)

3% Somebody else's personal vehicle → how many total people were in the vehicle? M=5.00 person(s)

4% Other (write response) See report → how many total people were in the vehicle? M=4.00 person(s)

23. If you had NOT been able to go to Jasper State Recreation Site for this visit, what would you have done? (**check ONE**)

65% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=17.33 miles(s)

2% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=16.00 miles(s)

11% Come back another time

17% Stayed home

0% Gone to work at my regular job

6% Something else (none of these)

24. If you had NOT been able to go to Jasper 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 Jasper State Recreation Site visit to friends or family members? (**check ONE**)

100% Yes

0% No → if no, why not? (**write response**) See report

26. What do you feel are the most outstanding features or things to do at Jasper 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?

45% No

55% Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)

- 21% Birding    16% Disc golfing    29% Hiking                    13% Mountain biking    12% Scenic bicycling on roads
- 32% Camping    24% Fishing                    18% Horseback riding    21% Rafting                    18% Stargazing
- 23% Canoeing    19% Geocaching    18% Kayaking                    7% Rock climbing            5% Other: See report

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

67% No

33% Yes → if yes, how much time did you spend in moderate physical activity for this trip? M=40.78 minutes

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

89% No

11% Yes → if yes, how much time did you spend in vigorous physical activity for this trip? M=35.45 minutes

30. Is your level of physical activity at Jasper 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 Jasper State Recreation Site than my daily life.

40% My physical activity is LESS at Jasper State Recreation Site than in my daily life.

42% My physical activity is ABOUT THE SAME at Jasper State Recreation Site as it is in my daily life.

31. To what degree did this Jasper 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.                     | 6%         | 6% | 18% | 32%          | 39% |
| B. Improving your level of physical fitness. | 20         | 6  | 42  | 22           | 10  |
| C. Improving your physical health.           | 17         | 9  | 42  | 23           | 10  |
| D. Improving your mental health.             | 7          | 5  | 24  | 36           | 29  |
| E. Reducing your anxiety.                    | 8          | 4  | 23  | 39           | 26  |

32. 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 Jasper State Recreation Site. *Please round off to the nearest dollar.*

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

33. Are you staying away from home either inside the Park or within 30 miles of Jasper SRS on this trip? (**check ONE**)  
 95% No  
 5% Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?  
M=5.38 night(s)

34. Are you: (**check ONE**)    37% Male    63% Female

35. How old are you? (**write response**)    M=45.34 years old

36. Which of the following best describes you? (**check ONE**)  
 93% White (Caucasian)            4% Hispanic / Latino    1% American Indian or Alaskan Native    0% Other (write response)  
 1% Black / African American    1% Asian                    0% Native Hawaiian or Pacific Islander    See report

37. What language is spoken most often at your home? (**check ONE**)  
 98% English                    0% Spanish                    0% Russian                    2% Other (write response) See report

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

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

|                          |                           |
|--------------------------|---------------------------|
| 7% Less than \$10,000    | 12% \$90,000 to \$109,999 |
| 21% \$10,000 to \$29,999 | 2% \$110,000 to \$129,999 |
| 16% \$30,000 to \$49,999 | 2% \$130,000 to \$149,999 |
| 17% \$50,000 to \$69,999 | 3% \$150,000 to \$169,999 |
| 12% \$70,000 to \$89,999 | 8% \$170,000 or more      |

Please tell us how we can improve Jasper State Recreation Site:  
See report

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