Visitor Survey of Day-use Visitors at Lowell State Recreation Site

Final Report

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EXECUTIVE SUMMARY

Objectives

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

Methods

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 4 and August 31, 2014. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was n = 264 with a response rate of 88%. The sample size allows generalizations about the population of day users at Lowell State Recreation Site at a margin of error of ± 6.0 % at the 95% confidence level.

Results

Personal and Visit Characteristics

- The most popular activities were picnicking or barbecuing (58%), swimming or wading (57%), and boating (motor, canoe, kayak; 35%). The least popular activities were running or jogging (2%), bicycling on local roads (3%), and wildlife watching (11%).
- The most common primary activity groups were swimming or wading (29%), picnicking or barbecuing (24%), other (23%), and boating (motor, canoe, kayak; 17%). The least common activity groups were dog walking, sightseeing, playing softball/ baseball, and bird or wildlife watching which received less than 1% of responses.
- Day users spent an average of almost five hours in the park, with only 8% of users spending one hour in the park. The largest proportion of day users (43%), however, spent five hours or more in the park.
- 69% of visitors were local (driving 30 miles or less to reach the park). Day users, on average, traveled approximately 84 miles to visit the park.
- In total, 72% of respondents had visited this park before, whereas 28% had not visited previously.
- Respondents visited Lowell an average of three and one half times in the past 12 months. The highest proportion (32%) had visited the park three to five times, with 25% visiting once and another 18% visited twice in the past year. Three percent visited between thirteen and twenty times and 3% of day users had visited more than twenty times.
- Average group size was almost eight people. Groups most commonly consisted of five or more people (46%). Fewer users visited by themselves (9%).
- In total, 34% of park users brought dogs with them and 66% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (92%), 4% arrived in somebody else's vehicle, and another 4% arrived in another form of transportation. Motorcycle, rental car, hitch hiking, work vehicle, and walking were the "other" ways people reached the park. On average, there were 3.14 people in each personal family vehicle, 3.18 people in somebody else's vehicle, and 3.67 people in other forms of

transportation. For all day use vehicles, there was an average of 3.33 people in the vehicle.

- Many users indicated that this park was their main destination for recreational activities (77%), whereas 25% of users did not consider this park their main destination for recreational activities.
- If they had been unable to go to Lowell State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (50%) or stayed home (25%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 26 miles for the same activity and 43 miles for a different activity.
- If they had been unable to go to Lowell State Recreation Site for this visit, many day users indicated that they would visit Armitage Park, Fall Creek State Recreation Area, Fern Ridge Reservoir, Jasper State Recreation Site, and Winberry Park.

Physical Activity and Other Health Benefits

- 38% of visitors indicated that they participated in moderate physical activity, while 13% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 54 minutes participating in moderate physical activity and 46 minutes participating in vigorous physical activity.
- 42% of all visitors indicated that their level of physical activity during their visit to Lowell State Recreation Site was about the same as their daily life, whereas 34% indicated it was less, and 24% indicated it was more.
- Park visitors reported their visit helped to reduce stress (79%), reduce anxiety (77%), and improve mental health (69%). Fewer users indicated that their visit improved their level of physical fitness (40%), or improved their physical health (35%).

Visitor Spending

- Most visitors to the park are non-local (living 30 or less miles from the park; 69%).
- The largest percentage of local day users reported spending $51-$150 (30%), while the largest percentage of non-local day users reported spending $151-$350 (38%). The largest percentages of all day users reported spending $51-$150 (26%).
- For local day use visitors, most reported spending some money on gasoline and oil (80%) and groceries (65%). Most non-local day visitors also reported spending money on groceries (76%), gasoline and oil (74%), and park entry, parking, or recreation fees (57%). Most visitors to Lowell State Recreation Site reported spending some money on gasoline and oil (78%) and groceries (68%).
- 25% 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 two and a half nights.

Obtaining Information about the Parks

- Most users (91%) were able to find the information they needed when planning their visit to this park, and the few (9%) who did not find the information they needed would like information about the algae conditions in the reservoir and boat rentals.
- The most heavily used sources of information were other (64%), highway signs (63%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 45%). The least used sources were work (14%), books (15%) and videos / DVDs (15%). The most popular other ways users obtained information about the park was through drag boat racing groups and special events.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 64%) were overwhelmingly the first primary source used by most respondents, followed by friends or family members (27%). Few people used other sources when obtaining information.

Satisfaction with Experiences and Conditions

- Overall satisfaction among users was high, as 92% were satisfied and 8% were dissatisfied. In addition, the highest proportion of users was "satisfied" (48%).
- Users considered the most important characteristics at this park were cleanliness of the park (e.g., graffiti, lawn care; 96%), cleanliness and conditions of toilets/ bathrooms (94%), absence of litter (93%), and number of toilets/ bathrooms (90%). The least important attributes were the number and quality of information and educational programs (42%), and number of trails (51%).
- Users were most satisfied with absence of litter (90%), overall cleanliness (graffiti, lawn care; 86%), personal safety (83%), and cleanliness/ condition of toilets (81%). Users were least satisfied with the quality of information and educational programs (51%), number of trails (51%), number of information and educational programs (52%), and conditions of trails (54%).
- 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. There were, however, three attributes that were important to day users which fell into the "concentrate here" category, indicating that users were only slightly satisfied with these important attributes. Therefore, managers should consider monitoring attributes such as the number of toilets/ bathrooms and opportunities for escaping crowds of people.
- Most respondents were satisfied with the natural environment (89%), and with the facilities and services (84%).
- Most respondents (94%) said they were likely to return to this park in the future.
- Almost all visitors (99%) to Lowell State Recreation Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Lowell State Recreation Site involved: (a) boating; (b) fishing; (c) cleanliness; (d) the lake; (e) swimming; (f) drag boat races; and (g) the scenery.

- Day users felt slightly crowded, with 43% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the "low normal" range, and crowding problems are not likely to exist at this time.

Attitudes About Programs and Management Strategies

- 58% of day users would consider participating in a Let's Go program. Programs with the most interest were fishing (32%), canoeing (28%), camping (27%), kayaking (27%), and hiking (27%). The least supported Let's Go programs were bicycling on roads (11%), birding (13%), disc golfing (13%), and rock climbing (13%). The most popular "other" programs were boating, swimming, and movies in the park.
- Users most strongly supported management strategies designed to provide more recycling containers (71%), opportunities for escaping crowds of people (68%), and more opportunities for viewing wildlife (67%). The least supported strategies were to close the park to all recreation and tourism activities (18%), limit the number of large groups allowed (24%), and limit the number of people allowed per day (24%).
- There was overall low support for service reductions in the park. The highest support was for fewer ranger-led programs (27%), fewer ranger patrols (21%), and reduced ground maintenance (11%). The least supported service reductions were for fewer hours open (8%) and reduced janitorial services (10%).

Sociodemographic Characteristics of Users

- There were more female (53%) than male (47%) users at this park.
- The average age of respondents was 44 years old, and the largest proportion of users were between 50 and 59 years old (22%).
- The average annual household income before taxes of respondents was approximately $54,800, and the largest proportion of users had incomes from $10,000 to $19,999 (19%) and $50,000 to $59,999 (19%). Visitors to Lowell 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; 85%) with some Hispanics/ Latinos (6%), Black/ African Americans (4%), and American Indian or Alaskan Natives (3%).
- Almost all users (96%) considered English as the primary language spoken in their homes.
- Most visitors were from the United States (99%). Furthermore, 87% of users resided in Oregon, 5% resided in California, 4% in Washington, and 4% resided in other states. Among park users, 73% of park users resided in the Willamette Valley region of Oregon (http://www.guidetooregon.com/regions/map.html, 9% resided in the Portland Metro region, 3% resided in the Southern region, and 2% resided in the Central region of the state.
- In total, 78% of users said that nobody in their group had a disability, whereas 22% had at least one group member with a disability. Of those who had a disability, 17% were associated with walking, 7% with hearing, 5% with sight, 4% with learning, and 2% with other disabilities.

Recommendations

Management Recommendations

- Almost all users traveled to this park in their own vehicles (92%), so adequate parking is important and should be considered in planning and management.
- Most users (92%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality of information and educational programs (51%), number of trails (51%), number of information and educational programs (52%), and conditions of trails (54%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that over 17% of park visitors were over the age of 60 and 22% of users had disabilities (17% 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.
- Most users (91%) were able to find the information they needed when planning their visit to this park, and the few (9%) who did not find the information they needed would like information about the algae conditions in the reservoir and boat rentals. Managers may want to consider adding information about the current algae conditions and boat rentals on the Lowell State Recreation Site website.
- Approximately 43% of day users felt crowded at the park. These results suggest that crowding in this park is in the "low normal" range, and crowding problems are not likely to exist at this time.
- Users most strongly supported strategies designed to provide provide more recycling containers (71%), 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. There were, however, two attributes that were important to day users which fell into the "concentrate here" category, indicating that users were only slightly satisfied with these important attributes. Therefore, managers should consider monitoring attributes such as the number of toilets/ bathrooms and opportunities for escaping crowds of people.
- The largest proportion of users depended on official internet websites (e.g., Oregon State Parks, Travel Oregon; 64%) as the first primary source of obtaining information about parks such as Lowell 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 201 verbatim open ended comments on what they found to be the most outstanding features or things to do at Lowell State Recreation Site. The most common outstanding features or things to do involved: (a) boating; (b) fishing; (c) cleanliness; (d) the lake; (e) swimming; (f) drag boat races; and (g) the scenery. This information could be added to the Lowell 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 Lowell State Recreation Site and other park related issues. The most common concerns raised involved: (a) better lawn care; (b) more bathrooms; (c) taking care of the algae; (d) more shaded areas; and (e) showers. Managers may want to address some or all of these suggestions.

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INTRODUCTION AND OBJECTIVES

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

METHODS

Data were obtained from questionnaires (see Appendix B) administered to randomly selected sample of day users at Lowell State Recreation Site between June 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 Lowell State Recreation Site between July 4 and August 31, 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 = 264 with an estimated total response rate of 88%.

Table 1. Sample sizes and response rates

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	301	264	88

The sample size allows generalizations about the population of day users at Lowell State Recreation Site at a margin of ± 6.0 % 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 Lowell State Recreation Site on their most recent trip. Table 2 shows that the most popular activities at this park were picnicking or barbecuing (58%), swimming or wading (57%), and boating (motor, canoe, kayak; 35%). The least popular activities were running or jogging (2%), bicycling on local roads (3%), and wildlife watching (11%).

Table 2. Day user recreation activities at the park

Activity	Participation (%) [a]
Picnicking or barbecuing	58
Swimming/ wading	57
Boating (motor, canoe, kayak)	35
Other [b]	27
Sightseeing	21
Hiking or walking	21
Sightseeing	21
Dog walking	20
Children's playground	19
Fishing	15
Wildlife watching	11
Bicycling on local roads	3
Running or jogging	2

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

[b] The most popular "other" activities were: watching or participating in the drag boat races, social gatherings, and sports.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Lowell State Recreation Site. Table 3 shows that the most common primary activity groups were swimming or wading (29%), picnicking or barbecuing (24%), other (23%), and boating (motor, canoe, kayak; 17%). The least common activity groups were dog walking, sightseeing, playing softball/ baseball, and bird or wildlife watching which received less than 1% of responses.

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Swimming/ wading	29
Picnicking or barbecuing	24
Other	23
Boating (motor, canoe, kayak)	17
Fishing	4
Hiking or walking	1

Duration of Visit. Day users were asked to report how many *hours* they spent at Lowell State Recreation Site on their recent trip. Table 4 shows that, on average, day users spent almost five hours in the park, with only 8% of users spending only one hour in the park. The largest proportion of day users (43%) spent five hours or more in the park.

Table 4. Duration of visit at the park [a]

1 hour	8
2 hours	18
3 hours	16
4 hours	15
5 or more hours	43
Mean / average hours	4.82

[a] 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 69% of visitors were local (driving 30 miles or less to reach the park). Day users, on average, traveled approximately 84 miles to visit the park.

Table 5. Day user distance traveled to the park [a]

30 miles or less	69
31 to 60 miles	6
61 to 90 miles	3
91 to 120 miles	7
121 to 150 miles	4
151 to 250 miles	4
251 to 500 miles	3
500 to 1000 miles	4
Mean / average	84.30

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

Previous Visitation. Users were asked if they had ever visited Lowell State Recreation Site before their most recent trip. Table 6 shows that 72% of respondents had visited this park before, whereas 28% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	72
No, not visited park before	28

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 three and a half times in the past 12 months. The highest proportion (32%) had visited the park three to five times, with 25% visiting once and another 18% visited twice in the past year. Three percent visited between thirteen and twenty times and 3% of day users had visited more than twenty times.

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

	Day Users (%)
0 Trips	12
1 Trip	25
2 Trips	18
3 to 5 Trips	32
6 to 12 Trips	7
13 to 20 Trips	3
More than 20 Trips	3
Mean / average trips	3.35

[a] Cell entries are percentages (%) unless specified as means / average

Group Size. Respondents were asked to report how many people, including themselves, accompanied them at Lowell State Recreation Site on their most recent trip. Table 8 shows that the average group size was almost eight people. Groups most commonly consisted of five or more people (46%). Fewer users visited by themselves (9%).

Table 8. Day user group size at the park [a]

	Day Users (%)
1 Person (alone)	9
2 People	17
3 People	12
4 People	16
5 or more people	46
Mean / average	7.67

[a] 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 Lowell State Recreation Site. Table 9 shows that 34% of park users brought dogs with them and 66% did not bring dogs.

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

	Day Users (%)
No, did not bring dog(s)	66
Yes, brought dog(s)	34

Transportation to the Park. Respondents were asked how they got to Lowell 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 (92%), 4% arrived in somebody else's vehicle, and another 4% arrived in another form of transportation. Motorcycle, rental car, hitch hiking, work vehicle, and walking were the "other" ways people reached the park. On average, there were 3.14 people in each personal family vehicle, 3.18 people in somebody else's vehicle, and 3.67 people in other forms of transportation. For all day use vehicles, there was an average of 3.33 people in the vehicle.

Table 10. Day user transportation to the park

	Day Users (%)
My family's personal vehicle [a]	92
Somebody else's personal vehicle [b]	4
Other [c]	4

[a] Number of people in vehicle: mean / average = 3.14
[b] Number of people in vehicle: mean / average = 3.18
[c] Number of people in vehicle: mean / average = 3.67

Reasons for Visiting. Visitors were asked if this park was the main reason for their trip. Table 11 shows that 77% of users indicated that this park was their main destination for recreational activities, whereas 10% of users did not consider this park their main destination for recreational activities.

Table 11. Day users in whether the park was their main destination [a]

	Day Users (%)
Primarily for recreation – this park was main destination	77
Primarily for recreation – main destination was not this park	10
Some other reason	8
Primarily for business, family, or other reasons – park was side trip	6

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to Lowell 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 (50%) or stayed home (25%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 26 miles for the same activity and 43 miles for a different activity.

Table 12. Day user alternatives to park visit

	Day Users (%)
Going somewhere else for the same activity [a]	50
Stayed home	25
Something else (none of these)	10
Gone somewhere else for a different activity [b]	6
Come back another time	6
Gone to work at my regular job	2

[a] If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 25.96 miles.
[b] If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 42.75 miles.

Respondents were also asked to specify what other park they would consider going to if they had been unable to go to Lowell State Recreation Site for this visit, many day users indicated that they would visit Armitage Park, Fall Creek State Recreation Area, Fern Ridge Reservoir, Jasper State Recreation Site, and Winberry Park.

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

- The most popular activities were picnicking or barbecuing (58%), swimming or wading (57%), and boating (motor, canoe, kayak; 35%). The least popular activities were running or jogging (2%), bicycling on local roads (3%), and wildlife watching (11%).
- The most common primary activity groups were swimming or wading (29%), picnicking or barbecuing (24%), other (23%), and boating (motor, canoe, kayak; 17%). The least common activity groups were dog walking, sightseeing, playing softball/ baseball, and bird or wildlife watching which received less than 1% of responses.
- Day users spent an average of almost five hours in the park, with only 8% of users spending one hour in the park. The largest proportion of day users (43%), however, spent five hours or more in the park.
- 69% of visitors were local (driving 30 miles or less to reach the park). Day users, on average, traveled approximately 84 miles to visit the park.\.
- In total, 72% of respondents had visited this park before, whereas 28% had not visited previously.
- Respondents visited Lowell an average of three and one half times in the past 12 months. The highest proportion (32%) had visited the park three to five times, with 25% visiting

once and another 18% visited twice in the past year. Three percent visited between thirteen and 20 times and 3% of day users had visited more than twenty times.

- Average group size was almost eight people. Groups most commonly consisted of five or more people (46%). Fewer users visited by themselves (9%).
- In total, 34% of park users brought dogs with them and 66% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (92%), 4% arrived in somebody else's vehicle, and another 4% arrived in another form of transportation. Motorcycle, rental car, hitch hiking, work vehicle, and walking were the "other" ways people reached the park. On average, there were 3.14 people in each personal family vehicle, 3.18 people in somebody else's vehicle, and 3.67 people in other forms of transportation. For all day use vehicles, there was an average of 3.33 people in the vehicle.
- Many users indicated that this park was their main destination for recreational activities (77%), whereas 25% of users did not consider this park their main destination for recreational activities.
- If they had been unable to go to Lowell State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (50%) or stayed home (25%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 26 miles for the same activity and 43 miles for a different activity.
- If they had been unable to go to Lowell State Recreation Site for this visit, many day users indicated that they would visit Armitage Park, Fall Creek State Recreation Area, Fern Ridge Reservoir, Jasper State Recreation Site, and Winberry 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 Lowell State Recreation Site (Table 13). 38% of visitors indicated that they participated in moderate physical activity, while 13% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average

of approximately 54 minutes participating in moderate physical activity and 46 minutes participating in vigorous physical activity.

Table 13. Day user participation in moderate and vigorous physical activity during visit [a]

Moderate Physical Activity	
No	62
Yes	38
Avg (min)	53.68
Vigorous Physical Activity	
No	87
Yes	13
Avg (min)	46.42

[a] 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 Lowell State Recreation Site was about the same as their daily life, whereas 34% indicated it was less, and 24% 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	34
Physical activity MORE than daily life	24

Park visitors were asked to rate the degree that their visit to Lowell State Recreation Site had improved their mental and physical health. Table 15 shows that, overall, park visitors reported their visit helped to reduce stress (79%), reduce anxiety (77%), and improve mental health (69%). Fewer users indicated that their visit improved their level of physical fitness (40%), or improved their physical health (35%).

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

	Day Users (%) [a]
Reducing stress	79
Reducing anxiety	77
Improving your mental health	69
Improving physical health	40
Improving level of physical fitness	35

[a] 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:

- 38% of visitors indicated that they participated in moderate physical activity, while 13% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 54 minutes participating in moderate physical activity and 46 minutes participating in vigorous physical activity.
- 42% of all visitors indicated that their level of physical activity during their visit to Lowell State Recreation Site was about the same as their daily life, whereas 34% indicated it was less, and 24% indicated it was more.
- Park visitors reported their visit helped to reduce stress (79%), reduce anxiety (77%), and improve mental health (69%). Fewer users indicated that their visit improved their level of physical fitness (40%), or improved their physical health (35%).

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 Lowell State Recreation Site on eight spending categories. The information included in this section of the report summarizes basic visitor spending results from the survey. A more extensive visitor spending analysis will be conducted by Oregon State University and available in a separate report.

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

- The number of nights spent away from home in the local area was greater than 30,
- The reported size of the group was greater than 10 individuals,
- Spending per day/night was greater or equal to $500 or spending on recreation and equipment rental was greater or equal to $500 in total.

Table 16 includes the percentages of all park day users that are local and non-local visitors. Most visitors to the park are local (living 30 or less miles from the park; 69%).

Table 16. Day users, local / non-local

	Day Users (%)
Local	69
Non-Local	31

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 $51-$150 (30%), while the largest percentage of non-local day users reported spending $151-$350 (38%). The largest percentages of all day users reported spending $51-$150 (26%).

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

	Local (%)	Non-local (%)	All (%)
Spent no money	11	6	10
$1 - $25	21	6	14
$26 - $50	22	8	17
$51 - $150	31	15	26
$151 - $350	9	38	22
$351 - $500	4	12	6
More than $500	2	15	5

Table 18 includes the proportion of visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local day use visitors, most reported spending some money on gasoline and oil (80%) and groceries (65%). Most non-local day visitors also reported spending money on groceries (76%), gasoline and oil (74%), and park entry, parking, or recreation fees (57%). Most visitors to Lowell State Recreation Site reported spending some money on gasoline and oil (78%) and groceries (68%).

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

Spending Categories	Local (%)	Non-local (%)	All [a] (%)
Gasoline and oil	80	74	78
Groceries	65	76	68
Park entry, parking, or recreation fees	31	57	40
Restaurants and bars	19	43	27
Camping	8	36	18
Souveniers, clothing, other	6	29	14
Recreation and equipment rental	6	28	12
Lodging, motel, cabin	4	9	7

Respondents were asked to indicate if they were staying away from home within 30 miles of Lowell State Recreation Site, and the number of nights they were staying if they were. Table 19 shows that 25% 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 two and a half nights.

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

	Day Users
Staying away from home [a]	25
Mean number of nights [b]	2.47

[a] Cell entries in this row are percentages (%) of visitors staying away from home within 30 miles.
[b] Cell entries in this row are mean (avg) nights staying away from home within 30 miles.

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

- Most visitors to the park are non-local (living 30 or less miles from the park; 69%).
- The largest percentage of local day users reported spending $51-$150 (30%), while the largest percentage of non-local day users reported spending $151-$350 (38%). The largest percentages of all day users reported spending $51-$150 (26%).
- For local day use visitors, most reported spending some money on gasoline and oil (80%) and groceries (65%). Most non-local day visitors also reported spending money on groceries (76%), gasoline and oil (74%), and park entry, parking, or recreation fees (57%). Most visitors to Lowell State Recreation Site reported spending some money on gasoline and oil (78%) and groceries (68%).

- 25% 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 two and a half nights.

Obtaining Information about the Parks

The questionnaires contained several questions examining how users obtained information about state parks such as Lowell State Recreation Site and whether they were able to obtain the information they needed. Table 20 shows that most users (91%) were able to find the information they needed when planning their visit to this park, and the few (9%) who did not find the information they needed would like information about the algae conditions in the reservoir and boat rentals.

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

	Day Users (%)
Yes, found the information needed	91
No, did not find the information needed [a]	9

[a] The most popular information needed was: information about the algae conditions in the reservoir and boat rentals.

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 Lowell State Recreation Site. Table 21 shows that the most heavily used sources of information were other (64%), highway signs (63%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 45%). The least used sources were work (14%), books (15%) and videos / DVDs (15%). The most popular other ways users obtained information about the park was through drag boat racing groups and special events.

Table 21. Day user use of information sources [a]

	Day Users (%) [a]
Other	64
Highway signs	63
Official internet websites	45
Social Media	32
Brochures	26
Friends and family members	25
Community organization or church	24
Radio	24
Heath care providers	22
Television	20
Newspapers	20
Magazines	19
Videos/ DVDs	15
Books	15
Work	14

[a] Cell entries are percentages (%) of users who used the information source "sometimes" to "often."
[b] The most popular "other" ways were: drag boat race groups and special events.

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 Lowell State Recreation Site. Table 22 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon; 64%) were overwhelmingly the first primary source used by most respondents, followed by friends or family members (27%). 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	27
Previous visit	8
Other	5
Social media internet websites	5
Highway signs	3
Books	2
Brochures	1
Newspaper	1
Television	1

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

- Most users (91%) were able to find the information they needed when planning their visit to this park, and the few (9%) who did not find the information they needed would like information about the algae conditions in the reservoir and boat rentals.
- The most heavily used sources of information were other (64%), highway signs (63%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 45%). The least used sources were work (14%), books (15%) and videos / DVDs (15%). The most popular other ways users obtained information about the park was through drag boat racing groups and special events.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 64%) were overwhelmingly the first primary source used by most respondents, followed by friends or family members (27%). 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 Lowell State Recreation Site?" Table 23 shows that overall satisfaction was high, as 92% were satisfied and 8% were dissatisfied. In addition, the highest proportion of users was "satisfied" (48%).

Table 23. Day user overall satisfaction

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

Satisfaction and Expectations with Specific Characteristics. Although almost all users were satisfied with their overall visit at Lowell 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 Lowell 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 overall cleanliness of the park (e.g., graffiti, lawn care; 96%), cleanliness and conditions of toilets/ bathrooms (94%), absence of litter (93%), and number of toilets/ bathrooms (90%). The least important attributes were the number and quality of information and educational programs (42%), and number of trails (51%).

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

	Day Users (%) [a]
Overall cleanliness of the park (e.g., graffiti, lawn care)	96
Cleanliness/ conditions of toilets/ bathrooms	94
Absence if litter	93
Number of toilets/ bathrooms	90
Parking for vehicles	83
Personal safety	83
Courteousness of park rangers/ personnel	79
Opportunities to escape crowds of people	75
Variety of things to do	68
Directional signs within the park	67
Directional signs to the park	66
Group facilities	66
Information related to hazards and conditions	64
Presence of park rangers and personnel	60
Ease of access (wheelchair, elderly)	59
Conditions of trails	57
Number of trails	51
Number of information/ educational programs	42
Quality of information/ educational programs	42

[a] 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 Lowell State Recreation Site. Users were most satisfied with absence of litter (90%), overall cleanliness (graffiti, lawn care; 86%), personal safety (83%), and cleanliness/ condition of toilets (81%). Users were least satisfied with the quality of information and educational programs (51%), number of trails (51%), number of information and educational programs (52%), and conditions of trails (54%).

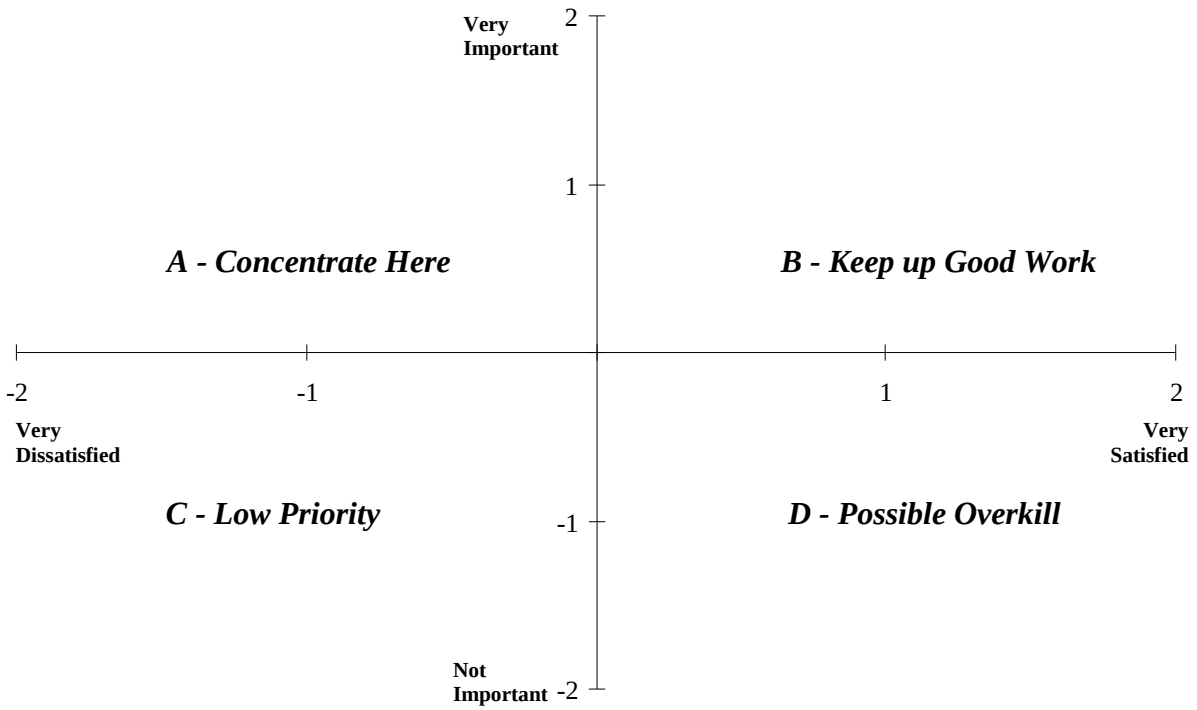
Table 25. Day user specific *satisfactions* at the park

	Day Users (%) [a]
Absence of litter	90
Overall cleanliness (e.g., graffiti, lawn care)	86
Personal safety	83
Cleanliness/ conditions of toilets/ bathrooms	81
Number of toilets/ bathrooms	78
Parking for vehicles	78
Courteousness of park rangers/ personnel	77
Group facilities	74
Presence of park rangers/ personnel	73
Opportunities to escape crowds of people	73
Variety of things to do	70
Directional signs to the park	66
Ease of access (wheelchair, elderly)	64
Information related to conditions or hazards	60
Directional signs within the park	60
Conditions of trails	54
Number of information/ educational programs or materials	52
Number of trails	51
Quality of information/ educational programs or materials	51

[a] 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

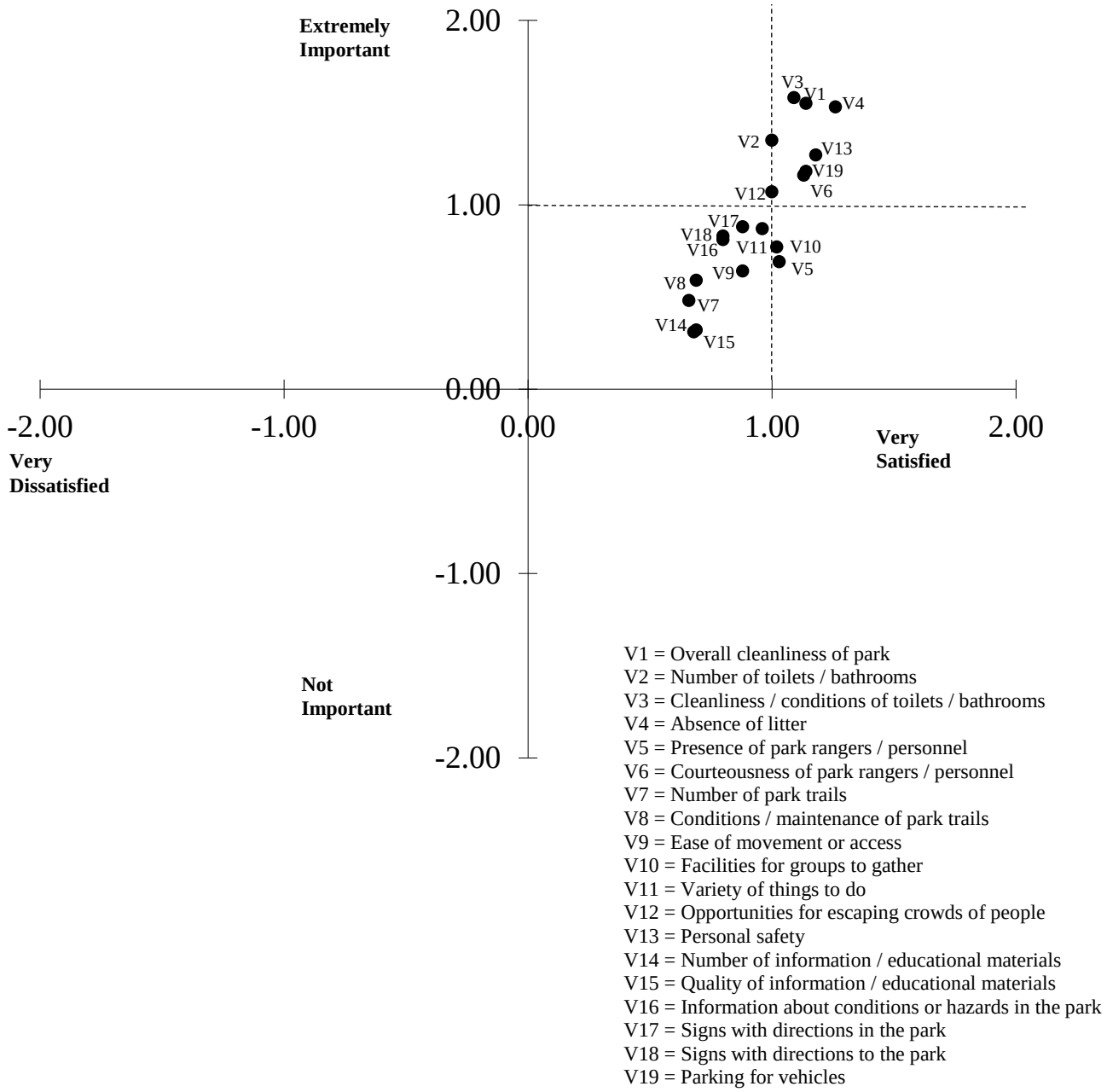


Figure 2 is the I-P matrix for day users. The matrix shows that all attributes were in the "keep up the good work" quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Lowell State Recreation Site. For this state park visitor survey project, 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 managers should consider monitoring attributes such as the number of toilets/ bathrooms (V2) and opportunities for escaping crowds of people (V12).

Respondents were asked several additional questions about their satisfaction with Lowell 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 (89%), and with the facilities and services (84%). 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 [a]	89
Satisfaction with facilities and services [a]	84
Likelihood of returning [b]	94

[a] Cell entries are percentages (%) of users who rated the characteristic as "satisfied" or "very satisfied."
[b] Cell entries are percentages (%) of users who said they were "likely" or "very likely" to return to the park in the future.

Table 27 shows that most visitors (99%) to Lowell State Recreation Site would recommend the park to their friends or family, while few (1%) would not recommend it. Those who responded that they would not recommend Lowell State Recreation Site to their friends or family cited dead grass.

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

	Day Users (%)
Yes, recommend park	99
No, would not recommend park	1

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 Lowell State Recreation Site. The most common outstanding features or things to do involved: (a) boating; (b) fishing; (c) cleanliness; (d) the lake; (e) swimming; (f) drag boat races; and (g) the scenery.

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, 43% 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 "low normal" range, and crowding problems are not likely to exist at this time.

Table 28 Day user crowding evaluations

	Day Users
Perception of crowding [a]	2.75
Reported feeling crowded (%)[b]	43

[a] 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 = 2, Mode = 1).

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

- Overall satisfaction among users was high, as 92% were satisfied and 8% were dissatisfied. In addition, the highest proportion of users was "satisfied" (48%).
- Users considered the most important characteristics at this park were cleanliness of the park (e.g., graffiti, lawn care; 96%), cleanliness and conditions of toilets/ bathrooms (94%), absence of litter (93%), and number of toilets/ bathrooms (90%). The least important attributes were the number and quality of information and educational programs (42%), and number of trails (51%).
- Users were most satisfied with absence of litter (90%), overall cleanliness (graffiti, lawn care; 86%), personal safety (83%), and cleanliness/ condition of toilets (81%). Users were least satisfied with the quality of information and educational programs (51%), number of trails (51%), number of information and educational programs (52%), and conditions of trails (54%).
- 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. There were, however, three attributes that were important to day users which fell into the "concentrate here" category, indicating that users were only slightly satisfied with these important attributes. Therefore, managers should consider monitoring attributes such as the number of toilets/ bathrooms and opportunities for escaping crowds of people.

- Most respondents were satisfied with the natural environment (89%), and with the facilities and services (84%).
- Most respondents (94%) said they were likely to return to this park in the future.
- Almost all visitors (99%) to Lowell State Recreation Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Lowell State Recreation Site involved: (a) boating; (b) fishing; (c) cleanliness; (d) the lake; (e) swimming; (f) drag boat races; and (g) the scenery.
- Day users felt slightly crowded, with 43% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the "low normal" range, and crowding problems are not likely to exist at this time.

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 58% 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 fishing (32%), canoeing (28%), camping (27%), kayaking (27%), and hiking (27%). The least supported Let's Go programs were bicycling on roads (11%), birding (13%), disc golfing (13%) and rock climbing (13%). The most popular "other" programs were boating, swimming, and movies in the park.

Table 29. Day user consideration of participating in "Let's Go" programs

	Day Users (%) [a]
Overall Interest	
Yes	58
Specific Program Interest	
Fishing	32
Canoeing	28
Camping	27
Hiking	27
Kayaking	27
Rafting	25
Stargazing	24
Horseback riding	23
Mountain biking	15
Geocaching	14
Rock climbing	13
Disc golfing	13
Birding	13
Bicycling on roads	11
Other [b]	3

[a] 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.
[b] The most popular "other" programs were: boating, swimming, and movies in the park.

Attitudes About Management Strategies. Several items in the questionnaire examined user attitudes about possible management strategies at Lowell 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 (71%), opportunities for escaping crowds of people (68%), and more opportunities for viewing wildlife (67%). The least supported strategies were to close the park to all recreation and tourism activities (18%), limit the number of large groups allowed (24%), and limit the number of people allowed per day (24%).

Table 30. Day user attitudes about management at the park

	Day Users (%) [a]
More recycling containers	71
Opportunities for escaping crowds of people	68
More opportunities for viewing wildlife	67
More group picnic areas	65
More opportunities for hiking	65
More trash cans	65
Make the park more pet friendly	62
More enclosed shelters	59
Require all dogs be kept on leash at all times	59
More information and educational programs	58
Food for sale	58
Do not change/ keep things as they are now	52
Provide natural buffers to block views of development	52
More paved trails	50
Wireless internet access within the park	49
Restore it to historical conditions	46
More programs led by park rangers	42
Downloadable mobile phone applications	37
Limit the number of people allowed per day	24
Limit the number of large groups allowed	24
Close this park to all recreation/ tourism activities	18

[a] 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 Lowell State Recreation Site. Table 31 shows overall low support for service reductions with the highest support for fewer ranger-led programs (27%), fewer ranger patrols (21%), and reduced ground maintenance (11%). The least supported service reductions were for fewer hours open (8%) and reduced janitorial services (10%).

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

	Day Users (%)
Fewer ranger-led programs	27
Fewer ranger patrols	21
Reduced ground maintenance	11
Scaled down facilities	11
Reduced janitorial services	10
Fewer hours	8

[a] Cell entries are percentages (%) of users whose response was "support" or "strongly support."

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

- 58% of day users would consider participating in a Let's Go program. Programs with the most interest were fishing (32%), canoeing (28%), camping (27%), kayaking (27%), and hiking (27%). The least supported Let's Go programs were bicycling on roads (11%), birding (13%), disc golfing (13%), and rock climbing (13%). The most popular "other" programs were boating, swimming, and movies in the park.
- Users most strongly supported management strategies designed to provide more recycling containers (71%), opportunities for escaping crowds of people (68%), and more opportunities for viewing wildlife (67%). The least supported strategies were to close the park to all recreation and tourism activities (18%), limit the number of large groups allowed (24%), and limit the number of people allowed per day (24%).
- There was overall low support for service reductions in the park. The highest support was for fewer ranger-led programs (27%), fewer ranger patrols (21%), and reduced ground maintenance (11%). The least supported service reductions were for fewer hours open (8%) and reduced janitorial services (10%).

Sociodemographic Characteristics of Users

Table 32 shows demographic characteristics of users. There were more female (53%) than male (47%) users at Lowell State Recreation Site. The average age of respondents was 44 years old, and the largest proportion of users were between 50 and 59 years old (22%). Most respondents were white (i.e., Caucasian; 85%) with some Hispanics/ Latinos (6%), Black/ African Americans (4%), and American Indian or Alaskan Natives (3%). The average annual household income before taxes of respondents was approximately $54,800, and the largest proportion of users had incomes from $10,000 to $19,999 (19%) and $50,000 to $59,999 (19%). Visitors to Lowell State Recreation Site are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was $51,994). Almost all users (96%) considered English as the primary language spoken in their homes.

Table 32. Day user demographic characteristics

	Day Users [a]
Gender	
Male	47
Female	53
Age	
Less than 20 years old	2
20 – 29 years	19
30 – 39 years	21
40 – 49 years	19
50 – 59 years	22
60 – 69 years	11
70 – 79 years	4
80+ years old	2
Average age (mean years)	44
Household income (before taxes)	
Less than $10,000	7
$10,000 – $29,999	19
$30,000 – $49,999	18
$50,000 – $69,999	19
$70,000 – $89,999	12
$90,000 – $109,999	7
$110,000 – $129,999	8
$130,000 – $149,999	3
$150,000 – $169,999	3
$170,000 or more	4
Average income (mean dollars)	54,800
Ethnicity	
White (Caucasian)	85
Hispanic/ Latino	6
Black/ African American	4
American Indian or Alaskan Native	3
Asian	1
Native Hawaiian or Pacific Islander	<1
Other	<1
Language spoken most often at home	
English	96
Spanish	3
Russian	1

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

Table 33 shows that almost all users resided in the United States (99%). Furthermore, 87% of users resided in Oregon, 5% resided in California, 4% in Washington, and 4% resided in other states. Among park users, 73% of park users resided in the Willamette Valley region of Oregon (http://www.guidetooregon.com/regions/map.html, 9% resided in the Portland Metro region, 3% resided in the Southern region, and 2% resided in the Central region of the state.

Table 33. Day user location of residence

	Day Users (%)
Country	
USA	99
Canada	1
State	
Oregon [a]	87
California	5
Washington	4
Other states	4

[a] In total, 73% of park users resided in the Willamette Valley region of Oregon, 9% resided in the Portland Metro region, 3% resided in the Southern region, and 2% resided in the Central region of the state.

Table 34 shows that 78% of users said that nobody in their group had a disability, whereas 22% had at least one group member with a disability. Of those who had a disability, 17% were associated with walking, 7% with hearing, 5% with sight, 4% with learning, and 2% with other disabilities.

Table 34. Day user disabilities

	Day Users (%)
Disability in group	
No	78
Yes [a]	22

[a] Types of disabilities: walking = 17%, hearing = 7%, sight = 5%, learning = 4%, other = 2%.

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

- There were more female (53%) than male (47%) users at this park.
- The average age of respondents was 44 years old, and the largest proportion of users were between 50 and 59 years old (22%).
- The average annual household income before taxes of respondents was approximately $74,800, and the largest proportion of users had incomes from $10,000 to $19,999 (19%) and $50,000 to $59,999 (19%). Visitors to Lowell 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; 85%) with some Hispanics/ Latinos (6%), Black/ African Americans (4%), and American Indian or Alaskan Natives (3%).
- Almost all users (96%) considered English as the primary language spoken in their homes.
- Most visitors were from the United States (99%). Furthermore, 87% of users resided in Oregon, 5% resided in California, 4% in Washington, and 4% resided in other states. Among park users, 73% of park users resided in the Willamette Valley region of Oregon (http://www.guidetooregon.com/regions/map.html, 9% resided in the Portland Metro region, 3% resided in the Southern region, and 2% resided in the Central region of the state.
- In total, 78% of users said that nobody in their group had a disability, whereas 22% had at least one group member with a disability. Of those who had a disability, 17% were associated with walking, 7% with hearing, 5% with sight, 4% with learning, and 2% 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 Lowell State Recreation Site:

- Almost all users traveled to this park in their own vehicles (92%), so adequate parking is important and should be considered in planning and management.
- Most users (92%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality of information and educational programs (51%), number of trails (51%), number of information and educational programs (52%), and conditions of trails (54%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that over 17% of park visitors were over the age of 60 and 22% of users had disabilities (17% 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.
- Most users (91%) were able to find the information they needed when planning their visit to this park, and the few (9%) who did not find the information they needed would like information about the algae conditions in the reservoir and boat rentals. Managers may want to consider adding information about the current algae conditions and boat rentals on the Lowell State Recreation Site website.
- Approximately 43% of day users felt crowded at the park. These results suggest that crowding in this park is in the "low normal" range, and crowding problems are not likely to exist at this time.
- Users most strongly supported strategies designed to provide provide more recycling containers (71%), 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. There were, however, two attributes that were

important to day users which fell into the "concentrate here" category, indicating that users were only slightly satisfied with these important attributes. Therefore, managers should consider monitoring attributes such as the number of toilets/ bathrooms and opportunities for escaping crowds of people.

- The largest proportion of users depended on official internet websites (e.g., Oregon State Parks, Travel Oregon; 64%) as the first primary source of obtaining information about parks such as Lowell 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 201 verbatim open ended comments on what they found to be the most outstanding features or things to do at Lowell State Recreation Site. The most common outstanding features or things to do involved: (a) boating; (b) fishing; (c) cleanliness; (d) the lake; (e) swimming; (f) drag boat races; and (g) the scenery. This information could be added to the Lowell 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 Lowell State Recreation Site and other park related issues. The most common concerns raised involved: (a) better lawn care; (b) more bathrooms; (c) taking care of the algae; (d) more shaded areas; and (e) showers. Managers may want to address some or all of these suggestions.

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APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- A compliment to the character of Becca the survey administrator.
- Already awesome.
- I dig it.
- I just moved her from NY. Love it here. Fish here every evening.
- I think it's great!
- It was great!
- It's great as it is
- Just keep it clean and maintained.
- Just keep it the same way it is.
- Keep it clean and safe.
- Keep it fun.
- Keep it how it is! Its calm, quiet, relaxing we love it and so has our family for generations.
- Keep it open; beautiful work!
- Keep up the work.
- Let us keep having the grab boat races here.
- Maintain its current condition.
- Nice park. Having a nice time!
- No improvements needed! We love it here!
- Nothing it was perfect
- Seemed pretty awesome already!
- We love it here!

Negative Comments and / or Issues for Improvement

- 1. Warm water in bathrooms. 2. Some RV site with electricity. 3. Sewer dump station
- Add a food vendor; swimming area with more signs and bouys; overnight camping available; boaters able to overnight in the marina.
- Add in a place to rent canoes, kayaks and small boats!
- Address the green algae issue, there are solutions!
- Allow the sale of beer during special events
- Bathrooms on east end of the park! That would be the biggest improvement!
- Better access for wheelchairs and more shade structures.
- Better fishing, more picnic tables or chairs for sitting near park area. Play structure especially.
- Better maintained horseshoe pits. Trails leading to water could be fixed up a little.
- Bigger space to swim.
- Boats for rent. Lake trails. Canoes, paddle boats, kayaks, paddle boards.
- Clean seaweed in swimming area.
- Clean algae in the lake.
- Closer restrooms.
- Cover up the clear cut & provide apple cider.
- Dogs on leash while in the water is not a reasonable request from a park range.

- Few more covered places and a children play area.
- Larger playground.
- Less geese.
- Lush green grass along swim shore line would be amazing! Bathroom closer to swim area.
- Make grass green.
- Marketing, campsites, food/drinks, more play structures for kids, picnic areas, concerts in the park, houseboats, café? Dinner cruises?
- Maybe water the grass so it is green and more comfortable to walk on.
- More bathroom locations.
- More bathrooms.
- More BBQ areas.
- More covered areas.
- More picnicking tables both by the water and along the parking area.
- More private camping.
- More restroom facilities. Lawn maintenance. Softer grass.
- More restrooms-cleaner ones more covered areas water the grass!!!
- More sidewalks and more docks.
- More trees in the middle for shade.
- More water sports.
- Movies under the stars. Kayaking classes. Warm up the water. Food trucks/shacks. Music (DJ). Community gyms. For everybody. Zumba yoga. Soccer fields/goals.
- Needs more fish stocked, geese control, better pathway down hill, water the grass, get rid of weeds.
- Offer concessions.
- On site showers, additional boat launch, goose/duck poop removal, greener grass minus weeds.
- Pick up poop, more garbage cans. Add a bathroom.
- Places to charge cell phones & buy ice cream.
- Please have swings in place on green structure near the covered picnic area. Our family reunion was enjoyed here for the second year in a row. We plan to reserve again for 2015!
- Pokey grass.
- Put in upper boat ramp of the roads.
- Sand on beaches.
- Seaweed in swimming area suck, grass is very pokey!
- Showers.
- Showers, campfire pits, camping.
- Showers!
- Site good, shorter survey.
- Some irrigation to green up grounds; more trees for shade; cleaner & painting in bathrooms; larger playground area; better beach and picnic areas.
- The grass could be nicer; It’s necessary to wear footwear because there are lots of sticker burrs in the grass the stick in the feet. Other than that it’s awesome
- The green area more clean and more shelters, chairs, tables, store for groceries. Thanks.
- There needs to be another boat ramp at the east end of the park!!!

- Please do not start to charge a fee to come here- we are on a tight budget. Everything has become very expensive we won't come anymore if there is a charge.
- Too much goose crap
- Up to date info on blue-green algae. Excellent job. We love Dexter.
- Water grass, clean bathrooms, add porta potty, add trash cans, add covered areas
- Water lawn, clean area around swim area goose dung! But overall not bad love Oregon State Parks.
- Water needs to be cleaner and no algae signs.
- Water the grass more.
- Water the grass!!
- We live here. Need shade at swim area, water fountains, and more tables in shade!
- Would be nice to have all grass to walk on instead of weeds & thorns. Also would be nice to have to watch every step do to dog poop all the time.
- Get the price down for insurances for a bounce house.
- Have camping sites and closer bathrooms by swimming area.
- I do not like the "dog on leash" rule; I think it is very unfair treatment toward the animal- to force him to sit at one move with no movement for long hours, unless the dog is showing signs of disturbing people or being aggressive. There are no signs to indicate "no smoking policy" If you wish to enforce these rules, there should be a designated smoking area, I do not like the fact that we were asked to do this survey, and after that, were notified about "new rules."
- Irrigate the grass and get rid of the geese. Also, use beach sand in the play/ swim area.
- Jet ski rentals, reserved camping that's private.
- Kill the algae! The blue algae stinks up the whole damn town. We hate it.
- Limit noise/ music.

APPENDIX B: QUESTIONNAIRES

Day Visitor Experiences and Perceptions at Lowell 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:

OREGON STATE PARKS

Nature
HISTORY
Discovery

We are conducting this survey to learn about your experiences at Lowell 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 Lowell 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 Lowell State Recreation Site on this trip? **(write number)** _____ hour(s)

3. Please check ***all*** recreation activities you did at Lowell State Recreation Site on this trip. **(check ALL THAT APPLY)**
   - ☐ ***A***. Hiking or walking
   - ☐ ***B***. Dog walking
   - ☐ ***C***. Running or jogging
   - ☐ ***D***. Bicycling on local roads
   - ☐ ***E***. Sightseeing
   - ☐ ***F***. Picnicking or barbecuing
   - ☐ ***G***. Playing volleyball
   - ☐ ***H***. Playing softball/ baseball
   - ☐ ***I***. Bird or wildlife watching
   - ☐ ***J***. Swimming/wading
   - ☐ ***K.*** Fishing
   - ☐ ***L***. Boating (motor, canoe, kayak)
   - ☐ ***M***. Windsurfing
   - ☐ ***N.*** Using children's playground
   - ☐ ***O.*** Other (write response) _____ _____

4. From activities in Question 3 above, what ***ONE primary activity*** did you do at Lowell 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 Lowell State Recreation Site? **(check *ONE*)**
   ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neither ☐ Satisfied ☐ Very Satisfied

8. How dissatisfied or satisfied were you with the ***natural environment*** at Lowell State Recreation Site? **(check *ONE*)**
   ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neither ☐ Satisfied ☐ Very Satisfied

9. How dissatisfied or satisfied were you with the ***facilities / services*** at Lowell State Recreation Site? **(check *ONE*)**
   ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neither ☐ Satisfied ☐ Very Satisfied

10. How unlikely or likely are you to return to Lowell 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 Lowell 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 Lowell 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 Lowell 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 Lowell 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 Lowell 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 Lowell State Recreation Site on this trip? _____ person(s)

17. Did you or anyone in your group bring dog(s) with you to Lowell 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 Lowell State Recreation Site, about how often did you obtain information from each of the following sources when making your decision? **(circle one number for *EACH*)**

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

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

Letter _____

21. When planning your visit to Lowell 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 Lowell 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 Lowell 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 Lowell 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 Lowell 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 Lowell 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 Lowell 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 Lowell State Recreation Site than my daily life.

☐ My physical activity is LESS at Lowell State Recreation Site than in my daily life.

☐ My physical activity is ABOUT THE SAME at Lowell State Recreation Site as it is in my daily life.

31. To what degree did this Lowell 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 Lowell 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 Lowell 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
☐ $10,000 to $29,999
☐ $30,000 to $49,999
☐ $50,000 to $69,999
☐ $70,000 to $89,999
☐ $90,000 to $109,999
☐ $110,000 to $129,999
☐ $130,000 to $149,999
☐ $150,000 to $169,999
☐ $170,000 or more

Please tell us how we can improve Lowell State Recreation Site:

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

APPENDIX C: UNCOLLAPSED PERCENTAGES

Day Visitor Experiences and Perceptions at Lowell 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:

OREGON STATE PARKS
Nature HISTORY Discovery

We are conducting this survey to learn about your experiences at Lowell 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 Lowell State Recreation Site? **(check *ONE*)**
   28% No
   72% Yes → if yes, how many day trips have you made to this park in the past 12 months? **(write number)** M=3.90 trip(s)

2. How many hours did you spend at Lowell State Recreation Site on this trip? **(write number)** M=4.82 hour(s)

3. Please check ***all*** recreation activities you did at Lowell State Recreation Site on this trip. **(check ALL THAT APPLY)**

21% ***A***. Hiking or walking	3% ***G***. Playing volleyball	35% ***L***. Boating (motor, canoe, kayak)
20% ***B***. Dog walking	3% ***H***. Playing softball/ baseball	1% ***M***. Windsurfing
2% ***C***. Running or jogging	11% ***I***. Bird or wildlife watching	19% ***N.*** Using children's playground
3% ***D***. Bicycling on local roads	57% ***J***. Swimming/wading	27% ***O.*** Other (write response) See report
21% ***E***. Sightseeing	15% ***K.*** Fishing	
58% ***F***. Picnicking or barbecuing		

4. From activities in Question 3 above, what ***ONE primary activity*** did you do at Lowell 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*)**
   77% Primarily for recreation – this park was my main destination
   10% Primarily for recreation – my main destination was NOT this park
   6% Primarily for business, family, or other reasons – this park was a side trip
   8% Some other reason

6. About how far from your home did you travel to get to this park? **(write number of miles)** M=84.30 mile(s)

7. Overall, how dissatisfied or satisfied were you with your ***overall experience*** at Lowell State Recreation Site? **(check *ONE*)**

4% Very Dissatisfied	2% Dissatisfied	3% Neither	48% Satisfied	44% Very Satisfied

8. How dissatisfied or satisfied were you with the ***natural environment*** at Lowell State Recreation Site? **(check *ONE*)**

1% Very Dissatisfied	2% Dissatisfied	8% Neither	49% Satisfied	40% Very Satisfied

9. How dissatisfied or satisfied were you with the ***facilities / services*** at Lowell State Recreation Site? **(check *ONE*)**

2% Very Dissatisfied	2% Dissatisfied	12% Neither	49% Satisfied	35% Very Satisfied

10. How unlikely or likely are you to return to Lowell State Recreation Site in the future? **(check *ONE*)**

2% Very Unlikely	2% Unlikely	3% Neither	40% Likely	54% Very Likely

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

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	3%	35%	60%
Number of toilets / bathrooms.	2	1	8	40	50
Cleanliness / conditions of toilets / bathrooms.	0	0	6	29	65
Absence of litter.	0	1	6	31	62
Presence of park rangers / personnel.	6	6	28	33	27
Courteousness of park rangers / personnel.	2	3	16	36	44
Number of park trails.	8	5	36	33	19
Condition / maintenance of park trails.	8	4	31	36	22
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	9	5	27	31	28
Facilities for groups to gather.	7	4	23	38	28
Variety of things to do.	5	3	24	36	32
Opportunities to escape crowds of people.	4	1	20	36	40
Personal safety.	3	1	13	32	52
Number of information / education programs or materials.	10	9	39	22	20
Quality of information / education programs or materials.	11	8	40	22	19
Information specifically about conditions or hazards in the park.	4	8	25	33	32
Signs about directions within the park.	5	5	23	36	31
Signs about directions to the park.	4	4	27	31	34
Parking for vehicles.	2	1	15	43	40

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	2%	4%	8%	49%	37%
Number of toilets / bathrooms.	3	5	13	45	34
Cleanliness / conditions of toilets / bathrooms.	2	4	13	46	35
Absence of litter.	1	1	8	50	40
Presence of park rangers / personnel.	0	2	25	40	33
Courteousness of park rangers / personnel.	1	2	21	37	40
Number of park trails.	1	3	44	32	20
Condition / maintenance of park trails.	1	3	43	34	20
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	1	34	38	27
Facilities for groups to gather.	1	1	24	43	31
Variety of things to do.	1	1	28	41	29
Opportunities to escape crowds of people.	1	3	23	42	31
Personal safety.	0	0	16	47	36
Number of information / education programs or materials.	2	2	45	29	23
Quality of information / education programs or materials.	1	2	4	27	23
Information specifically about conditions or hazards in the park.	2	1	37	35	25
Signs about directions within the park.	1	2	37	35	25
Signs about directions to the park.	1	3	30	38	28
Parking for vehicles.	0	2	19	40	38

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	0%	2%	29%	40%	28%
Provide more opportunities for viewing wildlife.	0	2	31	44	24
Food for sale (restaurants, snack shops, etc.)	5	10	27	33	25
Provide more group picnic areas.	1	3	31	42	23
Provide more opportunities for hiking.	0	2	33	42	23
Provide more paved trails.	3	5	42	32	19
Provide more trash cans.	0	3	31	43	22
Provide more recycling containers.	1	2	26	43	29
Provide more information / education about nature, history, or archeology.	3	3	37	35	23
Provide more programs led by park rangers.	4	5	48	26	17
Provide wireless internet access within the park.	11	8	32	23	26
Provide downloadable mobile phone applications.	10	8	45	17	20
Provide more enclosed shelters.	4	8	30	40	19
Improve maintenance or upkeep of facilities / services.	1	3	32	41	24
Require all dogs be kept on leash at all times.	8	9	25	26	33
Make the park more pet friendly.	3	6	29	37	25
Provide natural buffers to block views of development outside the park.	5	4	39	33	19
Restore it to historical conditions (e.g., replace non-native with native plants)	5	6	42	25	21
Limit the number of people allowed per day.	16	21	40	15	10
Limit the number of large groups allowed (e.g., no more than 10-20 people).	20	20	35	13	11
Close this park to all recreation / tourism activities.	45	15	23	9	9
Do not change anything / keep things as they are now.	6	10	33	32	21

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 Lowell State Recreation Site? **(circle one number for *EACH*)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	35%	36%	21%	5%	3%
Fewer ranger patrols.	16	25	39	12	8
Fewer ranger-led programs.	13	14	45	20	7
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	33	33	24	8	3
Reduced janitorial services.	38	33	20	6	4
Reduced ground maintenance (e.g., mowing, landscaping).	36	30	23	8	3

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

41%	16%	14%	9%	6%	10%	2%	1%	2%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

16. ***Including yourself***, how many people accompanied you at Lowell State Recreation Site on this trip? M=7.76 person(s)

17. Did you or anyone in your group bring dog(s) with you to Lowell State Recreation Site? **(check *ONE*)** 66% No 34% Yes

18. Did anyone in your group have a disability?

78% No

22% Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)** 7% Hearing 5% Sight 17% Walking 4% Learning 2% Other: See report

19. When you were thinking about visiting an Oregon State Park such as Lowell 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).	47%	8%	25%	7%	13%
B. Social media internet websites (e.g., Facebook, Twitter).	57	12	21	6	5
C. Brochures.	64	10	19	5	2
D. Newspapers.	69	12	16	3	1
E. Magazines.	72	9	14	3	5
F. Books.	74	12	12	1	2
G. Television.	70	9	15	3	2
H. Videos / DVDs.	76	9	10	3	1
I. Radio.	67	9	15	6	3
J. Community organization or church.	67	9	15	6	3
K. Health care providers.	69	9	13	6	3
L. Work.	76	11	9	2	3
M. Friends or family members.	65	9	16	4	5
N. Highway signs.	31	6	23	19	21
O. Previous visit.	39	11	25	15	10
P. Other (write response) _____see report_____	31	5	16	13	35

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

91% Yes

9% No → if no, what additional information did you need? **(write response)** See report

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

92% My family's personal vehicle → how many total people were in the vehicle? M=3.14 person(s)

4% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.18 person(s)

4% Other (write response): See report → how many total people were in the vehicle? M=3.67 person(s)

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

50% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=25.96 miles(s)

6% Gone somewhere else for a different activity → how far from home is the place you would go instead? M= 42.75 miles

6% Come back another time

25% Stayed home

2% Gone to work at my regular job

10% Something else (none of these)

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

99% Yes

1% No→ if no, why not? **(write response)** See report

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

42%No

58% Yes → if yes, what types of activities would you/your family be interested in learning about? **(check ALL THAT APPLY)**

13% Birding	13% Disc golfing	27% Hiking	15% Mountain biking	11% Scenic bicycling on roads
27% Camping	32% Fishing	23% Horseback riding	25% Rafting	24% Stargazing
28% Canoeing	14% Geocaching	27% Kayaking	13% Rock climbing	3% 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*)**

62% No

38% Yes → if yes, how much time did you spend in moderate physical activity for this trip? M=53.68 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*)**

87% No

13% Yes → if yes, how much time did you spend in vigorous physical activity for this trip? M=46.42 minutes

30. Is your level of physical activity at Lowell 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*)**

24% My physical activity is MORE at Lowell State Recreation Site than my daily life.

43% My physical activity is LESS at Lowell State Recreation Site than in my daily life.

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

31. To what degree did this Lowell 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%	1%	14%	36%	43%
B. Improving your level of physical fitness.	20	15	30	19	16
C. Improving your physical health.	19	12	29	24	17
D. Improving your mental health.	8	4	19	32	37
E. Reducing your anxiety.	8	2	13	39	39

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 Lowell 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 Lowell SRS on this trip? **(check *ONE*)**
76% No
25% Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park? M=2.47 night(s)

34. Are you: **(check *ONE*)** 47% Male 53% Female

35. How old are you? **(write response)** M=43.71 years old

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

85% White (Caucasian) | 6% Hispanic / Latino | 3% American Indian or Alaskan Native | <1% Other (write response): See report
4% Black / African American | 1% Asian | <1% Native Hawaiian or Pacific Islander

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

96% English | 3% Spanish | 1% Russian | 0% 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	7% $90,000 to $109,999
19% $10,000 to $29,999	8% $110,000 to $129,999
18% $30,000 to $49,999	3% $130,000 to $149,999
19% $50,000 to $69,999	3% $150,000 to $169,999
12% $70,000 to $89,999	4% $170,000 or more

Please tell us how we can improve Lowell State Recreation Site:

See report

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