



Visitor Survey of Day-use Visitors at Unity Lake 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 June 30 and August 17, 2014. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was $n = 110$ with a response rate of 95%. The sample size allows generalizations about the population of day users at Unity Lake State Recreation Site at a margin of error of ± 9.3 at the 95% confidence level.

Results

Personal and Visit Characteristics

- The most popular activities were picnicking or barbecuing (57%), fishing (51%), and sightseeing (39%). The least popular activities were windsurfing (2%) and bicycling on local roads (9%).
- The most common main activity groups were fishing (33%), picnicking or barbecuing (16%), other (15%), boating (motor, canoe, kayak; 14%), and sightseeing (13%). The least common activity groups were outdoor photography (2%), bicycling on local roads (2%), and bird or wildlife watching (3%).
- Day users spent an average of around five hours in the park, with only 17% of users spending one hour in the park. The largest proportion of day users (40%), however, five hours or more in the park.
- Fifteen percent of visitors were local (driving 30 miles or less to reach the park) and another 22% originated 31 to 60 miles from the park. Day users, on average, traveled approximately 262 miles to visit the park.
- In total, 68% of respondents had visited this park before, whereas 32% had not visited previously.
- Respondents visited Unity Lake four and one half times in the past 12 months. The highest proportion (24%) had visited the park once, with 23% visiting between six and twelve times, and another 20% had not visited the park in the past year.
- Average group size was five and one half people. Groups most commonly consisted of five or more people (34%). Fewer users visited in groups of three (11%), one (13%), or four people (16%).
- In total, 39% of park users brought dogs with them and 61% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (84%), 9% arrived in somebody else's vehicle, and another 7% arrived in another form of transportation. Motorcycles were the most popular "other" ways people reached the park. On average, there were 2.87 people in each personal family vehicle, 3.25 people in somebody else's

vehicle, and 1.50 people in other forms of transportation. For all day use vehicles, there was an average of 2.85 people in the vehicle.

- Many users indicated that this park was their main destination for recreational activities (57%), whereas 25% of users did not consider this park their main destination for recreational activities.
- If they had been unable to go to Unity Lake State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (54%) or stayed home (24%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 269 miles for the same activity and 47 miles for a different activity.
- If they had been unable to go to Unity Lake State Recreation Site for this visit, many day users indicated that they would visit Clyde Holliday State Recreation Site, Magone Lake, Phillips Lake, Owyhee Lake, and Farewell Bend State Recreation Area.

Physical Activity and Other Health Benefits

- 53% of visitors indicated that they participated in moderate physical activity, while 24% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 83 minutes participating in moderate physical activity and 67 minutes participating in vigorous physical activity.
- 54% of all visitors indicated that their level of physical activity during their visit to Unity Lake State Recreation Site was about the same as their daily life, whereas 33% indicated it was less, and 13% indicated it was more.
- Park visitors reported their visit helped to reduce stress (84%), reduce anxiety (80%), and improve mental health (77%). Fewer users indicated that their visit improved their level of physical fitness (43%) or improved their physical health (34%).

Visitor Spending

- Most visitors to the park are non-local (living 30 or less miles from the park; 85%).
- The largest percentage of local day users reported spending no money (33%), while the largest percentage of non-local day users reported spending \$151-\$350 (33%). The largest percentages of all day users reported spending \$51-\$151 (30%) or spending \$151-\$350 (30%).
- For local day use visitors, most reported spending some money on gasoline and oil (58%), groceries (58%), and restaurants and bars (50%). Most non-local day visitors reported spending money on gasoline and oil (75%), groceries (67%), and camping (51%). Most visitors to Unity Lake State Recreation Site reported spending some money on gasoline and oil (73%) and groceries (66%).
- 58% 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 three and one half nights.

Obtaining Information about the Parks

- Most users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it, some wanted a current fishing report.
- The most heavily used sources of information were previous visits (68%), friends and family (67%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 64%). The least used sources were health care providers (17%), community organizations (20%), and videos / DVDs (20%). The most popular other ways users obtained information about the park was through visitor centers, maps, and word of mouth. Official internet websites (e.g., Oregon State Parks, Travel Oregon; 50%) were overwhelmingly the first primary source of information used by respondents, followed by friends or family members (16%) and previous visit (10%). Few people used other sources when obtaining information.

Satisfaction with Experiences and Conditions

- Overall satisfaction among users was high, as 95% were satisfied and 5% were dissatisfied. In addition, the highest proportion of users was “very satisfied” (60%).
- Users considered the most important characteristics at this park were the absence of litter (98%), overall cleanliness of the park (e.g., graffiti, lawn care; 97%), cleanliness and conditions of toilets/ bathrooms (96%), and courteousness of park rangers/ personnel (94%). The least important attributes were the number of trails (56%), number of information and educational programs (60%), ease of access (wheelchair, elderly, strollers; 60%), and condition of trails (62%).
- Users were most satisfied with overall cleanliness of the park (e.g., graffiti, lawn care; 96%), courteousness of park rangers (95%), and absence of litter (94%). Users were least satisfied with the condition of trails (68%), number of trails (68%), number and quality of information and educational programs (69-73%), and ease of access (wheelchair, elderly, strollers; 74%).
- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. No attributes, however, fell into the “concentrate here” quadrant.
- Most respondents were satisfied with the natural environment (93%), and with the facilities and services (91%).
- Most respondents (90%) said they were likely to return to this park in the future.
- Almost all visitors (93%) to Unity Lake State Recreation Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Unity Lake State Recreation Site involved: (a) boating, (b) fishing, (c) the lake, (d) peacefulness, and (e) the scenery.
- Day users felt not at all crowded, with 15% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the “suppressed crowding” range, and crowding problems are not likely to exist at this time.

Attitudes About Programs and Management Strategies

- 37% of day users would consider participating in a Let's Go program. Programs with the most interest were fishing (23%) and camping (20%). The least supported Let's Go programs were bicycling on roads (5%), geocaching (9%), and canoeing (9%). The most popular "other" programs were first aid, geology, and history.
- Users most strongly supported management strategies designed to provide more opportunities for viewing wildlife (70%) and more opportunities for escaping crowds (67%). The least supported strategies were to close the park to all recreation and tourism activities (19%) and limit the number of people allowed per day (27%).
- There was overall low support for service reductions in the park. The highest support for fewer ranger-led programs (19%), fewer ranger patrols (10%), and reduced ground maintenance (10%). The least supported service reductions were for scaled down facilities (e.g., restrooms, shelters; 5%), reduced janitorial services (7%), and fewer hours open (7%).

Sociodemographic Characteristics of Users

- There were more male (60%) than female (40%) day users at this park.
- The average age of respondents was 48 years old, and the largest proportion of users were between 60 and 69 years old (26%).
- The average annual household income before taxes of respondents was approximately \$71,600, and the largest proportions of users had incomes from \$50,000 to \$69,999 (24%). Visitors to Unity Lake State Recreation Site are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 94%) with some Hispanics/ Latinos (2%), Asians (2%), and Black/African American (1%).
- Almost all users (95%) considered English as the primary language spoken in their homes.
- Most visitors were from the United States (98%) with the remaining 2% residing in Canada. Furthermore, 78% of users resided in Oregon, 7% resided in Idaho, and 6% in Washington. 55% resided in the Eastern region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 10% resided in the Portland Metro region, 3% resided in the Central, Southern, and Willamette Valley regions, and 2% resided in the Coastal region of the state.
- In total, 75% of users said that nobody in their group had a disability, whereas 25% had at least one group member with a disability. Of those who had a disability, 18% were associated with walking, 9% with hearing, 3% with sight, and 6% with other disabilities.

Recommendations

Management Recommendations

- Almost all users traveled to this park in their own vehicles (84%), so adequate parking is important and should be considered in planning and management.

- Most users (95%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the number and condition of trails (68%), and quality and number of information and educational programs (69-73%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that over 36% of park visitors were over the age of 60 and 25% of users had disabilities (18% 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 (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it, some wanted access to a current fishing report. Managers may want to consider adding a current fishing report on the Unity Lake State Recreation Site website.
- Approximately 15% of day users felt crowded at the park. These results suggest that crowding in this park is in the “suppressed crowding” range, and crowding problems are not likely to exist at this time.
- Users most strongly supported strategies designed to provide more opportunities for viewing wildlife (70%) and more opportunities for escaping crowds (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.
- The largest proportion of users depended on official internet websites (e.g., Oregon State Parks, Travel Oregon; 50%) as the first primary source of obtaining information about parks such as Unity Lake 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 provided 73 verbatim open ended comments on what they found to be the most outstanding features or things to do at Unity Lake State Recreation Site. The most common outstanding features or things to do involved: (a) boating; (b) fishing; (c) the lake; (d) peacefulness; and (e) the scenery. This information could be added to the Unity Lake State Recreation Site website to inform future visitors regarding what other visitors feel are the most outstanding features at this park.
- Users also provided 62 verbatim open ended positive and negative comments, and suggestions for possible improvement of Unity Lake State Recreation Site and other park related issues. The most common concerns raised involved: (a) a fish cleaning station; (b) a dock for fishing and boating; (c) an off-leash area for dogs; (d) better water access; and (e) providing drinking water.

TABLE OF CONTENTS

Executive Summary ii

Table of Contents vii

List of Tables ix

List of Figures x

Introduction and Objectives 1

Methods..... 1

 Onsite Survey of Day Users..... 1

 Sample Sizes and Response Rates 1

Results..... 2

 Personal and Visit Characteristics 2

 Activity Groups..... 2

 Duration of Visit 3

 Distance Traveled 3

 Previous Visitation..... 4

 Group Size 5

 Bringing Dogs to the Park..... 5

 Transportation to the Park..... 6

 Reasons for Visiting..... 6

 Alternatives to Visit 6

 Section Summary 7

 Physical Activity and Other Health Benefits 8

 Section Summary 10

 Visitor Spending 10

 Section Summary 12

 Obtaining Information About the Parks..... 13

 Section Summary 15

 Satisfaction with Experiences and Conditions..... 15

 Overall Satisfaction..... 15

 Satisfaction and Expectations with Specific Characteristics 15

 Importance – Performance Analysis..... 18

 Outstanding Features 20

 Perceived Crowding..... 21

Section Summary	21
Attitudes About Programs and Management Strategies	22
Let's Go Program Interest.....	22
Attitudes About Management Strategies	23
Section Summary	25
Sociodemographic Characteristics of Users	25
Section Summary	28
Recommendations.....	29
Management Recommendations.....	29
References.....	31
Appendix A. Open-Ended Comments	32
Positive Comments	32
Negative Comments and / or Issues for Improvement.....	32
Appendix B. Questionnaires	34
Appendix C. Uncollapsed Percentages	42

LIST OF TABLES

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

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

LIST OF FIGURES

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

INTRODUCTION AND OBJECTIVES

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

METHODS

Data were obtained from questionnaires (see Appendix B) administered to a randomly selected sample of day users at Unity Lake 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 Unity Lake State Recreation Site between June 30 and August 17, 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 $n = 110$ with an estimated total response rate of 95%.

Table 1. Sample sizes and response rates

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	117	110	95

The sample size allows generalizations about the population of day users at Unity Lake State Recreation Site at a margin of $\pm 9.3\%$, 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 Unity Lake State Recreation Site on their most recent trip. Table 2 shows that the most popular activities at this park were picnicking or barbecuing (57%), fishing (51%), and sightseeing (39%). The least popular activities were windsurfing (2%) and bicycling on local roads (9%).

Table 2. Day user recreation activities at the park

Activity	Participation (%) ^a
Picnicking or barbecuing	57
Fishing	51
Sightseeing	39
Outdoor photography	35
Boating (motor, canoe, kayak)	33
Bird or wildlife watching	33
Other ^b	31
Bicycling on local roads	9
Windsurfing	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: camping, swimming, and resting.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Unity Lake State Recreation Site. Table 3 shows that the most common primary activity groups were fishing (33%), picnicking or barbecuing (16%), other (15%), boating (motor, canoe, kayak; 14%), and sightseeing (13%). The least common activity

groups were outdoor photography (2%), bicycling on local roads (2%), and bird or wildlife watching (3%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Fishing	33
Picnicking or barbecuing	16
Other	15
Boating (motor, canoe, kayak)	14
Sightseeing	13
Bird or wildlife watching	3
Bicycling on local roads	2
Outdoor photography	2

Duration of Visit. Day users were asked to report how many *hours* they spent at Unity Lake State Recreation Site on their recent trip. Table 4 shows that, on average, day users spent around five hours in the park, with only 17% of users spending one hour in the park. The largest proportion of day users (40%), however, spent five hours or more in the park.

Table 4. Duration of visit at the park ^a

1 hour	17
2 hours	13
3 hours	17
4 hours	13
5 or more hours	40
Mean / average hours	5.02

^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 15% of visitors were local (driving 30 miles or less to reach the park) and another 22% originated 31 to 60 miles from the park. Day users, on average, traveled approximately 262 miles to visit the park.

Table 5. Day user distance traveled to the park ^a

30 miles or less	15
31 to 60 miles	22
61 to 90 miles	18
91 to 120 miles	6
121 to 150 miles	6
151 to 250 miles	7
251 to 500 miles	18
500 to 1000 miles	4
More than 1000 miles	5
Mean / average	261.66

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

Previous Visitation. Users were asked if they had ever visited Unity Lake State Recreation Site before their most recent trip. Table 6 shows that 68% of respondents had visited this park before, whereas 32% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	68
No, not visited park before	32

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 four and one half times in the past 12 months. The highest proportion (24%) had visited the park once, with 23% visiting between six and twelve times, and another 20% had not visited the park in the past year. Three percent of day users had visited between thirteen and twenty, and 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	20
1 Trip	24
2 Trips	14
3 to 5 Trips	14
6 to 12 Trips	23
13 to 20 Trips	3
More than 20 Trips	3
Mean / average trips	4.41

^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 Unity Lake State Recreation Site on their most recent trip. Table 8 shows that the average group size was five and one half people. Groups most commonly consisted of five or more people (34%). Fewer users visited in groups of three (11%), one (13%), or four people (16%).

Table 8. Day user group size at the park ^a

	Day Users (%)
1 Person (alone)	13
2 People	26
3 People	11
4 People	16
5 or more people	34
Mean / average	5.46

^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 Unity Lake State Recreation Site. Table 9 shows that 39% of park users brought dogs with them and 61% did not bring dogs.

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

	Day Users (%)
No, did not bring dog(s)	61
Yes, brought dog(s)	39

Transportation to the Park. Respondents were asked how they got to Unity Lake 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 (84%), 9% arrived in somebody else’s vehicle, and another 7% arrived in another form of transportation. Motorcycles were the most popular “other” ways people reached the park. On average, there were 2.87 people in each personal family vehicle, 3.25 people in somebody else’s vehicle, and 1.50 people in other forms of transportation. For all day use vehicles, there was an average of 2.85 people in the vehicle.

Table 10. Day user transportation to the park

	Day Users (%)
My family’s personal vehicle ^a	84
Somebody else’s personal vehicle ^b	9
Other ^c	7

^a Number of people in vehicle: mean / average = 2.87

^b Number of people in vehicle: mean / average = 3.25

^c Number of people in vehicle: mean / average = 1.50

Reasons for Visiting. Visitors were asked if this park was the main reason for their trip. Table 11 shows that 57% of users indicated that this park was their main destination for recreational activities, whereas 25% 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

	Day Users (%)
Primarily for recreation – this park was main destination	57
Primarily for recreation – main destination was not this park	25
Primarily for business, family, or other reasons – park was side trip	9
Some other reason	9

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to Unity Lake 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 (54%) or stayed home (24%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 269 miles for the same activity and 47 miles for a different activity.

Table 12. Day user alternatives to park visit

	Day Users (%)
Going somewhere else for the same activity ^a	54
Stayed home	24
Come back another time	11
Gone to work at my regular job	4
Something else (none of these)	4
Gone somewhere else for a different activity ^b	2

^a If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 268.80 miles.

^b If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 46.67 miles.

Respondents were also asked to specify what other park they would consider going to if they had not been able to go to Unity Lake State Recreation Site. Many users indicated that they would visit Clyde Holliday State Recreation Site, Magone Lake, Phillips Lake, Owyhee Lake, and Farewell Bend State Recreation Area.

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

- The most popular activities were picnicking or barbecuing (57%), fishing (51%), and sightseeing (39%). The least popular activities were windsurfing (2%) and bicycling on local roads (9%).
- The most common main activity groups were fishing (33%), picnicking or barbecuing (16%), other (15%), boating (motor, canoe, kayak; 14%), and sightseeing (13%). The least common activity groups were outdoor photography (2%), bicycling on local roads (2%), and bird or wildlife watching (3%).
- Day users spent an average of around five hours in the park, with only 17% of users spending one hour in the park. The largest proportion of day users (40%), however, five hours or more in the park.
- Fifteen percent of visitors were local (driving 30 miles or less to reach the park) and another 22% originated 31 to 60 miles from the park. Day users, on average, traveled approximately 262 miles to visit the park.
- In total, that 68% of respondents had visited this park before, whereas 32% had not visited previously.

- Respondents visited Unity Lake four and one half times in the past 12 months. The highest proportion (24%) had visited the park once, with 23% visiting between six and twelve times, and another 20% had not visited the park in the past year.
- Average group size was five and one half people. Groups most commonly consisted of five or more people (34%). Fewer users visited in groups of three (11%), one (13%), or four people (16%).
- In total, 39% of park users brought dogs with them and 61% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (84%), 9% arrived in somebody else's vehicle, and another 7% arrived in another form of transportation. Motorcycles were the most popular "other" ways people reached the park. On average, there were 2.87 people in each personal family vehicle, 3.25 people in somebody else's vehicle, and 1.50 people in other forms of transportation. For all day use vehicles, there was an average of 2.85 people in the vehicle.
- Many users indicated that this park was their main destination for recreational activities (57%), whereas 25% of users did not consider this park their main destination for recreational activities.
- If they had been unable to go to Unity Lake State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (54%) or stayed home (24%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 269 miles for the same activity and 47 miles for a different activity.
- If they had been unable to go to Unity Lake State Recreation Site for this visit, many day users indicated that they would visit Clyde Holliday State Recreation Site, Magone Lake, Phillips Lake, Owyhee Lake, and Farewell Bend State Recreation Area.

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 Unity Lake State Recreation Site (Table 13). 53% of visitors indicated that they participated in moderate physical activity, while 24% indicated participating in vigorous physical activity.

Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 83 minutes participating in moderate physical activity and 67 minutes participating in vigorous physical activity.

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

Moderate Physical Activity	
No	47
Yes	53
Avg (min)	83.02
Vigorous Physical Activity	
No	76
Yes	24
Avg (min)	66.65

^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, 54% of all visitors indicated that their level of physical activity during their visit to Unity Lake State Recreation Site was about the same as their daily life, whereas 33% indicated it was less, and 13% indicated it was more (Table 14).

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

	Day Users (%)
Physical activity ABOUT THE SAME as daily life	54
Physical activity LESS than daily life	33
Physical activity MORE than daily life	13

Park visitors were asked to rate the degree that their visit to Unity Lake State Recreation Site had improved their mental and physical health. Table 15 shows that, overall, park visitors reported their visit helped to reduce stress (84%), reduce anxiety (80%), and improve mental health (77%). Fewer users indicated that their visit improved their level of physical fitness (43%), or improved their physical health (34%).

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

	Day Users (%) ^a
Reducing stress	84
Reducing anxiety	80
Improving your mental health	77
Improving physical health	43
Improving level of physical fitness	34

^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:

- 53% of visitors indicated that they participated in moderate physical activity, while 24% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 83 minutes participating in moderate physical activity and 67 minutes participating in vigorous physical activity.
- 54% of all visitors indicated that their level of physical activity during their visit to Unity Lake State Recreation Site was about the same as their daily life, whereas 33% indicated it was less, and 13% indicated it was more.
- Park visitors reported their visit helped to reduce stress (84%), reduce anxiety (80%), and improve mental health (77%). Fewer users indicated that their visit improved their level of physical fitness (43%), or improved their physical health (34%).

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 Unity Lake 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 non-local (living 31 or more miles from the park; 85%).

Table 16. Day users, local / non-local

	Day Users (%)
Local	15
Non-Local	85

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 no money (33%), while the largest percentage of non-local day users reported spending \$151-\$350 (33%). The largest percentages of all day users reported spending \$51-\$151 (30%) or spending \$151-\$350 (30%).

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

	Local (%)	Non-local (%)	All (%)
Spent no money	33	3	9
\$1 - \$25	8	5	6
\$26 - \$50	0	7	6
\$51 - \$150	8	31	30
\$151 - \$350	17	33	30
\$351 - \$500	8	3	4
More than \$500	25	18	15

Table 18 includes the proportion of visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local day use visitors, most reported spending some money on gasoline and oil (58%), groceries (58%), and restaurants and bars (50%). Most non-local day visitors reported spending money on gasoline and oil (75%), groceries (67%), and camping (51%). Most visitors to Unity Lake State Recreation Site reported spending some money on gasoline and oil (73%) and groceries (66%).

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	58	75	73
Groceries	58	67	66
Restaurants and bars	50	41	42
Camping	17	51	45
Park entry, parking, or recreation fees	25	44	41
Souvenirs, clothing, other	17	18	18
Lodging, motel, cabin	0	16	14
Recreation and equipment rental	17	5	7

Respondents were asked to indicate if they were staying away from home within 30 miles of Unity Lake State Recreation Site, and the number of nights they were staying if they were. Table 19 shows that 58% 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 three 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	58
Mean number of nights ^b	3.48

^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; 85%).
- The largest percentage of local day users reported spending no money (33%), while the largest percentage of non-local day users reported spending \$151-\$350 (33%). The largest percentages of all day users reported spending \$51-\$151 (30%) or spending \$151-\$350 (30%).
- For local day use visitors, most reported spending some money on gasoline and oil (58%), groceries (58%), and restaurants and bars (50%). Most non-local day visitors reported spending money on gasoline and oil (75%), groceries (67%), and camping

(51%). Most visitors to Unity Lake State Recreation Site reported spending some money on gasoline and oil (73%) and groceries (66%).

- 58% 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 three and a half nights.

Obtaining Information about the Parks

The questionnaires contained several questions examining how users obtained information about state parks such as Unity Lake State Recreation Site and whether they were able to obtain the information they needed. Table 20 shows that most users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find the information they needed would like a current fishing report.

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

	Day Users (%)
Yes, found the information needed	95
No, did not find the information needed ^a	5

^a The most popular information needed was: a current fishing report.

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 Unity Lake State Recreation Site. Table 21 shows that the most heavily used sources of information were previous visits (68%), friends and family (67%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 64%). The least used sources were health care providers (17%), community organizations (20%) and videos / DVDs (20%). The most popular other ways users obtained information about the park was through visitor centers, maps, and word of mouth.

Table 21. Day user use of information sources ^a

	Day Users (%) ^a
Previous visit	68
Friends or family members	67
Official internet websites	64
Brochures	53
Other	43
Highway signs	38
Social media internet websites	32
Books	31
Magazines	30
Newspapers	29
Work	29
Radio	27
Television	25
Videos/ DVDs	20
Community organization or church	20
Health care providers	17

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

^b The most popular “other” ways were: visitor centers, maps, word of mouth.

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 Unity Lake State Recreation Site. Table 22 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon; 50%) were overwhelmingly the first primary source used by most respondents, followed by friends or family members (16%) and previous visits (10%). Few people used other sources when obtaining information.

Table 22. Day user’s primary information sources

	Day Users (%)
Official internet websites	50
Friends or family members	16
Previous visit	10
Brochures	8
Social media internet websites	5
Other	3
Highway signs	2
Health care providers	2
Work	1
Books	1
Television	1

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

- Most users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it, some wanted a current fishing report.
- The most heavily used sources of information were previous visits (68%), friends and family (67%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 64%). The least used sources were health care providers (17%), community organizations (20%) and videos / DVDs (20%). The most popular other ways users obtained information about the park was through visitor centers, maps, and word of mouth.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 50%) were overwhelmingly the first primary source used by most respondents, followed by friends or family members (16%), and previous visit (10%). 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 Unity Lake State Recreation Site?” Table 23 shows that overall satisfaction was high, as 95% were satisfied and 5% were dissatisfied. In addition, the highest proportion of users was “very satisfied” (60%).

Table 23. Day user overall satisfaction

	Day Users (%)
Very Satisfied	60
Satisfied	35
Dissatisfied or Neutral	5

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

Table 24 shows that the most important characteristics were the absence of litter (98%), overall cleanliness of the park (e.g., graffiti, lawn care; 97%), cleanliness and conditions of toilets/ bathrooms (96%), and courteousness of park rangers/ personnel (94%). The least important attributes were the number of trails (56%), number of information and educational programs (60%), ease of access (wheelchair, elderly, strollers; 60%), and condition of trails (62%).

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

	Day Users (%) ^a
Absence of litter	98
Overall cleanliness of the park (e.g., graffiti, lawn care)	97
Cleanliness/ conditions of toilets/ bathrooms	96
Courteousness of park rangers/ personnel	94
Opportunities to escape crowds of people	92
Personal safety	90
Number of toilets/bathrooms	90
Parking for vehicles	85
Information related to conditions or hazards	81
Presence of park rangers/ personnel	81
Directional signs within the park	79
Directional signs to the park	78
Variety of things to do	73
Group facilities	66
Quality of information/ educational program	65
Conditions of trails	62
Ease of access (wheelchair, elderly, strollers)	60
Number of information/ educational programs	60
Number of trails	56

^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 Unity Lake State Recreation Site. Users were most satisfied with overall cleanliness of the park (e.g., graffiti, lawn care; 96%), courteousness of park rangers (95%), and absence of litter (94%). Users were least satisfied with the condition of trails (68%), number of trails (68%), number and quality of information and educational programs (69-73%), and ease of access (wheelchair, elderly, strollers; 74%).

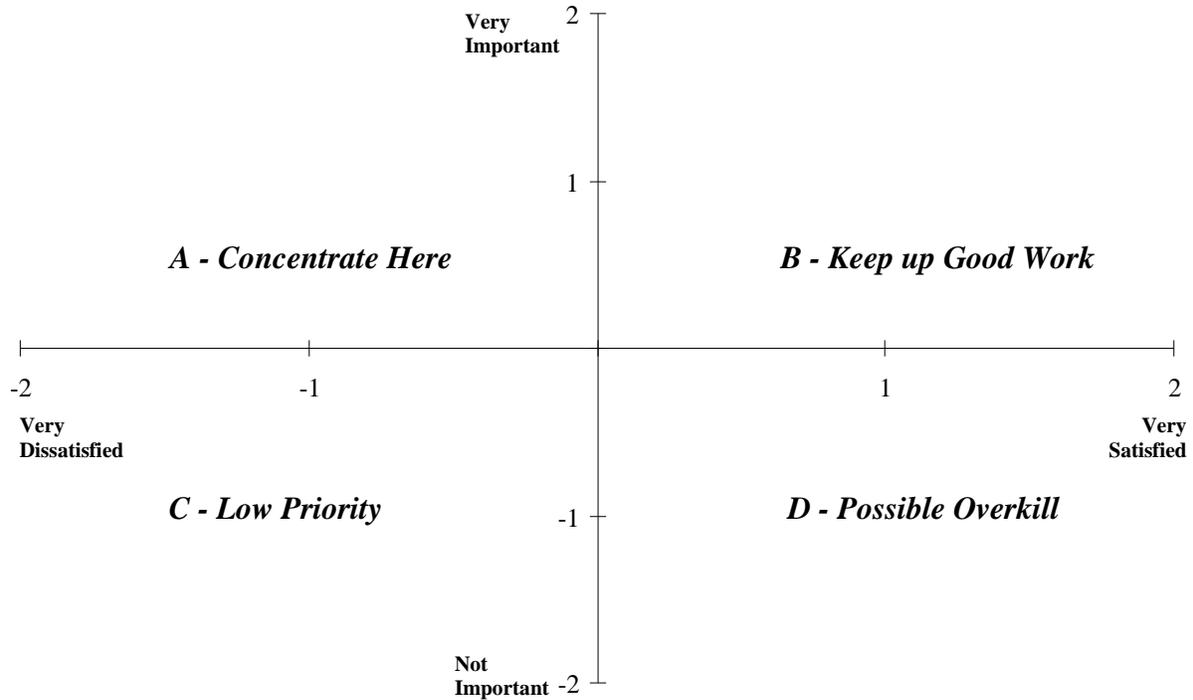
Table 25. Day user specific *satisfactions* at the park

	Day Users (%) ^a
Overall cleanliness of park (e.g., graffiti, lawn care)	96
Courteousness of park rangers/ personnel	95
Absence of litter	94
Cleanliness/ conditions of toilets/ bathrooms	92
Parking for vehicles	91
Presence of park rangers/ personnel	90
Number of toilets/ bathrooms	89
Opportunities to escape crowds of people	89
Information related to conditions or hazards	89
Personal safety	87
Directional signs to the park	85
Directional signs within the park	83
Variety of things to do	79
Group facilities	75
Ease of access (wheelchair, elderly, strollers)	74
Quality of information / education programs or materials	73
Number of information/ educational programs or materials	69
Number of trails	68
Conditions of trails	68

^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

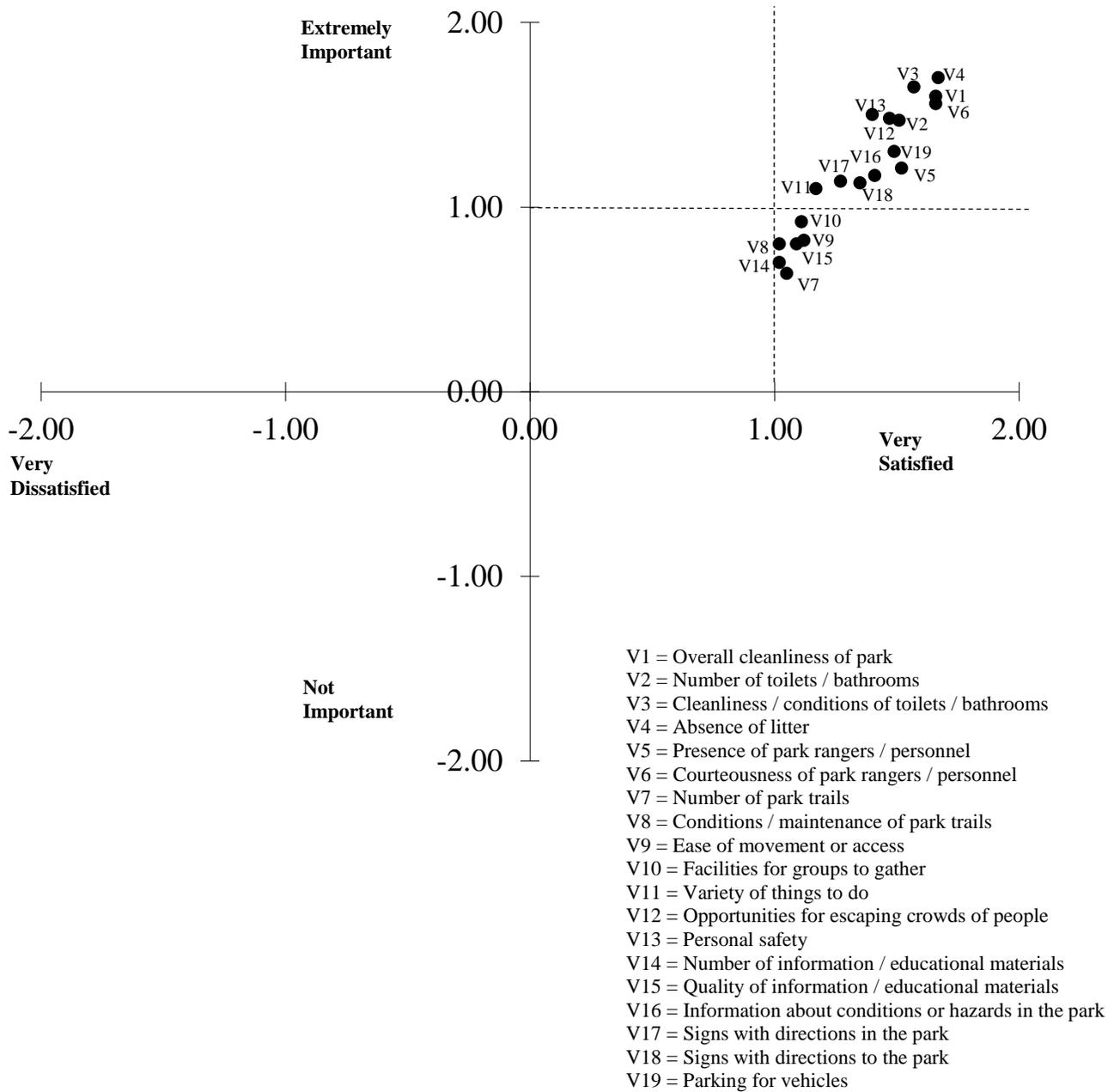


Figure 2 is the I-P matrix for day users. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Unity Lake State Recreation Site. For this state park visitor survey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

Respondents were asked several additional questions about their satisfaction with Unity Lake State Recreation Site, including this park’s natural environment, facilities and services. Users were also asked how likely they would return to this state park. Table 26 shows high user satisfaction with the natural environment (93%), and with the facilities and services (91%). In total, 90% 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	93
Satisfaction with facilities and services ^a	91
Likelihood of returning ^b	90

^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 (93%) to Unity Lake State Recreation Site would recommend the park to their friends or family, while few (7%) would not recommend it. Those who responded that they would not recommend Unity Lake State Recreation Site to their friends or family cited travel expenses, lack of things to do, and poor fishing.

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

	Day Users (%)
Yes, recommend park	93
No, would not recommend park	7

Outstanding Features. Users also provided 73 verbatim open ended comments on what they found to be the most outstanding features or things to do at Unity Lake State Recreation Site. The most common outstanding features or things to do involved: (a) boating; (b) fishing; (c) the lake; (d) peacefulness; and (e) 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 not at all crowded. More specifically, 15% of all park users felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989), and Vaske and Shelby (2008), these results suggest that crowding in this park is in the “suppressed crowding” range, and crowding problems are not likely to exist at this time.

Table 28 Day user crowding evaluations

	Day Users
Perception of crowding ^a	1.56
Reported feeling crowded (%) ^b	15

^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 = 1, Mode = 1).

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

- Overall satisfaction among users was high, as 95% were satisfied and 5% were dissatisfied. In addition, the highest proportion of users was “very satisfied” (60%).
- Users considered the most important characteristics at this park were the absence of litter (98%), overall cleanliness of the park (e.g., graffiti, lawn care; 97%), cleanliness and conditions of toilets/ bathrooms (96%), and courteousness of park rangers/ personnel (94%). The least important attributes were the number of trails (56%), number of information and educational programs (60%), ease of access (wheelchair, elderly, strollers; 60%), and condition of trails (62%).
- Users were most satisfied with overall cleanliness of the park (e.g., graffiti, lawn care; 96%), courteousness of park rangers (95%), and absence of liter (94%). Users were least satisfied with the condition of trails (68%), number of trails (68%), number and quality of information and educational programs (69-73%), and ease of access (wheelchair, elderly, strollers; 74%).

- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. No attributes, however, fell into the “concentrate here” quadrant.
- Most respondents were satisfied with the natural environment (93%), and with the facilities and services (91%).
- Most respondents (90%) said they were likely to return to this park in the future.
- Almost all visitors (93%) to Unity Lake State Recreation Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Unity Lake State Recreation Site involved: (a) boating, (b) fishing, (c) the lake, (d) peacefulness, and (e) the scenery.
- Day users felt not at all crowded, with 15% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the “suppressed crowding” range, and crowding 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 37% 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 (23%) and camping (20%). The least supported Let's Go programs were bicycling on roads (5%), geocaching (9%), and canoeing (9%). The most popular “other” programs were first aid, geology, and history.

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

	Day Users (%) ^a
Overall Interest	
Yes	37
Specific Program Interest	
Fishing	23
Camping	20
Kayaking	13
Hiking	13
Stargazing	13
Birding	12
Rock climbing	11
Mountain biking	11
Rafting	11
Horseback riding	11
Disc golfing	10
Canoeing	9
Geocaching	9
Bicycling on roads	5
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: first aid, geology, and history.

Attitudes About Management Strategies. Several items in the questionnaire examined user attitudes about possible management strategies at Unity Lake 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 opportunities for viewing wildlife (70%) and more opportunities for escaping crowds (67%). The least supported strategies were to close the park to all recreation and tourism activities (19%) and limit the number of people allowed per day (27%).

Table 30. Day user attitudes about management at the park

	Day Users (%) ^a
Opportunities for viewing wildlife	70
Opportunities for escaping crowds of people	67
No change	65
More information and education	63
Wireless internet access within the park	62
Require all dogs be kept on leash at all times	58
More recycling containers	58
Make the park more pet friendly	45
Improve maintenance or upkeep of facilities/ services	44
Restore it to historical conditions	44
More enclosed shelters	42
More programs led by park rangers	42
Provide natural buffers to block views of development	42
Download mobile phone applications	40
More trash cans	37
More group picnic areas	37
Download mobile phone applications	34
Limit the number of large groups allowed	33
More paved trails	32
Food for sale	31
Limit the number of people allowed per day	27
Close this park to all recreation/ tourism activities	19

^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 Unity Lake State Recreation Site. Table 31 shows overall low support for service reductions with the highest support for fewer ranger-led programs (19%), fewer ranger patrols (10%), and reduced ground maintenance (10%). The least supported service reductions were for scaled down facilities (e.g., restrooms, shelters; 5%), reduced janitorial services (7%), and fewer hours open (7%).

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

	Day Users (%)
Fewer ranger-led programs	19
Fewer ranger patrols	10
Reduced ground maintenance	10
Fewer hours open	7
Reduced janitorial services	7
Scaled down facilities	5

^a Cell entries are percentages (%) of users whose response was “support” or “strongly support.”

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

- 37% of day users would consider participating in a Let's Go program. Programs with the most interest were fishing (23%) and camping (20%). The least supported Let's Go programs were bicycling on roads (5%), geocaching (9%), and canoeing (9%). The most popular "other" programs were first aid, geology, and history.
- Users most strongly supported management strategies designed to provide more opportunities for viewing wildlife (70%) and more opportunities for escaping crowds (67%). The least supported strategies were to close the park to all recreation and tourism activities (19%) and limit the number of people allowed per day (27%).
- There was overall low support for service reductions in the park. The highest support for fewer ranger-led programs (19%), fewer ranger patrols (10%), and reduced ground maintenance (10%). The least supported service reductions were for scaled down facilities (e.g., restrooms, shelters; 5%), reduced janitorial services (7%), and fewer hours open (7%).

Sociodemographic Characteristics of Users

Table 32 shows demographic characteristics of users. There were more male (60%) than female (40%) day users at Unity Lake State Recreation Site. The average age of respondents was 48 years old, and the largest proportion of users were between 60 and 69 years old (26%). Almost all respondents were white (i.e., Caucasian; 94%) with some Hispanics/ Latinos (2%), Asians (2%), and Black/African American (1%). The average annual household income before taxes of respondents was approximately \$71,600, and the largest proportion of users had incomes from \$50,000 to \$69,999 (24%). Visitors to Unity Lake State Recreation Site are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all users (95%) considered English as the primary language spoken in their homes.

Table 32. Day user demographic characteristics

	Day Users ^a
Gender	
Male	60
Female	40
Age	
Less than 20 years old	5
20 – 29 years	19
30 – 39 years	12
40 – 49 years	11
50 – 59 years	16
60 – 69 years	26
70 – 79 years	12
80+ years old	0
Average age (mean years)	48
Household income (before taxes)	
Less than \$10,000	10
\$10,000 – \$29,999	14
\$30,000 – \$49,999	18
\$50,000 – \$69,999	21
\$70,000 – \$89,999	18
\$90,000 – \$109,999	10
\$110,000 – \$129,999	5
\$130,000 – \$149,999	0
\$150,000 – \$169,999	0
\$170,000 or more	5
Average income (mean dollars)	71,599
Ethnicity	
White (Caucasian)	94
Hispanic/ Latino	2
Asian	2
Black/ African American	1
Other	1
Language spoken most often at home	
English	95
Spanish	1
Russian	1
Other	3

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

Table 33 shows that almost all users resided in the United States (98%) with the remaining 2% residing in Canada. Furthermore, 78% of users resided in Oregon, 7% resided in Idaho, and 6%

in Washington. Among park users, 55% resided in the Eastern region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 10% resided in the Portland Metro region, 3% resided in each of the Central, Southern, and Willamette Valley regions, and 2% resided in the Coastal region of the state.

Table 33. Day user location of residence

	Day Users (%)
Country	
USA	98
Canada	2
State	
Oregon ^a	78
Idaho	7
Washington	6
Missouri	2
Texas	2
California	1
Colorado	1
Pennsylvania	1

^a In total, 55% of park users resided in the Eastern region of Oregon, 10% resided in the Portland Metro region, 3% resided in the Central, Southern, and Willamette Valley regions, and 2% resided in the Coastal region of the state.

Table 34 shows that 75% of users said that nobody in their group had a disability, whereas 25% had at least one group member with a disability. Of those who had a disability, 18% were associated with walking, 9% with hearing, 3% with sight, and 6% with other disabilities.

Table 34. Day user disabilities

	Day Users (%)
Disability in group	
No	75
Yes ^a	25

^a Types of disabilities: walking = 18%, hearing = 9%, other = 6%, and sight = 3%.

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

- There were more male (60%) than female (40%) day users at this park.
- The average age of respondents was 48 years old, and the largest proportion of users were 60 to 69 years old (26%).
- The average annual household income before taxes of respondents was approximately \$71,600, and the largest proportions of users had incomes from \$50,000 to \$69,999 (24%). Visitors to Unity Lake State Recreation Site are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 94%) with some Hispanics/ Latinos (2%), Asians (2%), and Black/ African Americans (1%).
- Almost all users (95%) considered English as the primary language spoken in their homes.
- Most visitors were from the United States (98%) with the remaining 2% residing in Canada. Furthermore, 78% of users resided in Oregon, 7% resided in Idaho, and 6% in Washington. 55% resided in the Eastern region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 10% resided in the Portland Metro region, 3% resided in the Central, Southern, and Willamette Valley regions, and 2% resided in the Coastal region of the state.
- In total, 75% of users said that nobody in their group had a disability, whereas 25% had at least one group member with a disability. Of those who had a disability, 18% were associated with walking, 9% hearing, 3% sight, and 6% 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 Unity Lake State Recreation Site:

- Almost all users traveled to this park in their own vehicles (84%), so adequate parking is important and should be considered in planning and management.
- Most users (95%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the number and condition of trails (68%), and quality and number of information and educational programs (69-73%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that over 36% of park visitors were over the age of 60 and 25% of users had disabilities (18% 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 (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it, some wanted access to a current fishing report. Managers may want to consider adding a current fishing report on the Unity Lake State Recreation Site website.
- Approximately 15% of day users felt crowded at the park. These results suggest that crowding in this park is in the “suppressed crowding” range, and crowding problems are not likely to exist at this time.
- Users most strongly supported strategies designed to provide more opportunities for viewing wildlife (70%) and more opportunities for escaping crowds (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.
- The largest proportion of users depended on official internet websites (e.g., Oregon State Parks, Travel Oregon; 50%) as the first primary source of obtaining information about

parks such as Unity Lake 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 provided 73 verbatim open ended comments on what they found to be the most outstanding features or things to do at Unity Lake State Recreation Site. The most common outstanding features or things to do involved: (a) boating; (b) fishing; (c) the lake; (d) peacefulness; and (e) the scenery. This information could be added to the Unity Lake State Recreation Site website to inform future visitors regarding what other visitors feel are the most outstanding features at this park.
- Users also provided 62 verbatim open ended positive and negative comments, and suggestions for possible improvement of Unity Lake State Recreation Site and other park related issues. The most common concerns raised involved: (a) a fish cleaning station; (b) a dock for fishing and boating; (c) an off-leash area for dogs; (d) better water access; and (e) providing drinking water.

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APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- Beautiful- seems perfect
- Can't think of any
- Doin' well
- Everything is just fine
- Everything was great. Dale and Aaron were awesome.
- Excellent park-well maintained. Staff friendly, courteous and helpful
- Great place. Nothing
- It's perfect!
- Just maintain the current site/facilities as they are. This is a lovely park in a spectacularly scenic area. You don't need anything else.
- Keep doing what your doing. The only thing I can think of to improve would be to stock up on the crappie!!!! Lol
- Keep it the way it is
- Like it as it is
- Like the park, all is well, nice place to visit.
- Move it to Missouri, including the mountains and lake. Actually, its fantastic the way it is! So glad we found it and stayed.
- No improvements needed
- None
- Not much, always has been a great place.
- Nothing
- Perfect spot
- Unity is perfect! Always one of the most clean and well maintained park we visit. Dale, the ranger is very knowledgeable and friendly. And always helpful. Continue as is and change nothing. We use Unity for fishing, relaxing and showers. I would suggest shortening the survey if you would like better participation.
- We are happy the way it is!
- Wouldn't change a thing the ranger and park hosts are very cordial and professional people. Had a great stay, and will make this a park to come too often.
- You don't need to this is a great park.

Negative Comments and / or Issues for Improvement

- A lesser fee for tent camping would seem appropriate
- A separate fee for ten camping. Lesser thank for full hookup.
- Accept federal senior discounts. Better water access at the edge of water. Off leash area for dogs.
- Add more cabins and more covered group area, bathrooms closer to cabins and better swim area
- Add wireless internet
- Basketball hoop, horseshoe, boat dock, swimming area, hiking trails
- Better swim area with small docks!
- Boat dock to tie up boat with fish cleaning station. Small fee for dock. Remove thorns from pet area

- Camping area, roadways, boat dock, hiking trails, biking, trees shade, water.
- Deluxe cabins
- Fenced area where dogs can run and socialize (dog park)
- Fish cleaning station, outdoor shower, more beach access
- Improve water system so all toilets flush all the time. Horseshoe game in the shade. Fish cleaning station.
- Improved waterfront conditions. Removing some brush from the waterline allowing for walking the shoreline. Allowing for swimming access, walking, and fishing access. Off leash fenced area for dog exercise.
- Make off leash spot for pets to exercise. Not everyone has little pets. Big pets need to run and exercise.
- Make toilet and bathing facilities closer to cabins. Plant (care for!) more shade trees. Provide more trails and swimming holes. More 'drive up' recreation opportunities. It's a shame that there really isn't a direct route into the heart of the monument rock wilderness. Cell phone coverage in the park could be nice.
- Maybe clean the bottom sides to go down to the water. Too many bushes as you go down the stairs.
- More accessible shoreline for fishing access. Weed and bush removal to allow camping chairs and room to cast and retrieve fishing line/lures/gear
- More accessible shoreline for fishing.
- More and better toilets. Showers are nice. Not so much of the blower use. All around-it's a great place to be!
- More cabins, camping, roadways, hiking trails, boat docks
- More cabins. Love this park! Park hosts were awesome!!
- More fish
- More garbage cans!
- More steps or stairs down to lake.
- More trees in the group areas and overall where are the crappie? More water on the grass. Beautiful park, great view, nice park personnel
- Normal maintenance
- Off leash area to exercise dogs would be great. Cell phone service would be a benefit. Better trails to boat/ shore for snake safety. Dogs were observed off leash the entire time we were here. Not enforced at all.
- Please add doggy bag stations
- Please give discount to senior citizens
- Showers for handicap. Seat to sit on out of shower. Dry seating to get dressed.
- Stock the reservoir again with trout and bass, annually-put the dock back by the boat ramp. Create crappie and bass habitats need shore with shoreside access for fishing.
- Swimming area, water situation (toilets)
- Toilets are far from cabins, water shade trees/ plant more, find out how algae amount can be reduced/ eliminated in reservoir, fishing dock by campsites (not just at boat launch)
- Water fountains to work.
- Wireless internet.

APPENDIX B: QUESTIONNAIRES

Day Visitor Experiences and Perceptions at Unity Lake State Recreation Site



Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted by:



Nature
HISTORY
Discovery

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

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

<input type="checkbox"/> A. Boating (motor, canoe, kayak)	<input type="checkbox"/> E. Sightseeing	<input type="checkbox"/> H. Fishing
<input type="checkbox"/> B. Bicycling on local roads	<input type="checkbox"/> F. Picnicking or barbecuing	<input type="checkbox"/> I. Other (write response) _____
<input type="checkbox"/> C. Outdoor photography	<input type="checkbox"/> G Windsurfing	_____
<input type="checkbox"/> D. Bird or wildlife watching		

4. From activities in Question 3 above, what **ONE primary activity** did you do at Unity Lake 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 Unity Lake State Recreation Site? (check **ONE**)

<input type="checkbox"/> Very Dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Neither	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Unity Lake State Recreation Site? (check **ONE**)

<input type="checkbox"/> Very Dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Neither	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Unity Lake State Recreation Site? (check **ONE**)

<input type="checkbox"/> Very Dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Neither	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Very Satisfied
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10. How unlikely or likely are you to return to Unity Lake State Recreation Site in the future? (check **ONE**)

<input type="checkbox"/> Very Unlikely	<input type="checkbox"/> Unlikely	<input type="checkbox"/> Neither	<input type="checkbox"/> Likely	<input type="checkbox"/> Very Likely
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11. How **important** is it to you that each of the following is at Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake State Recreation Site on this trip? _____ person(s)

17. Did you or anyone in your group bring dog(s) with you to Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake 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 Unity Lake State Recreation Site than my daily life.
- My physical activity is LESS at Unity Lake State Recreation Site than in my daily life.
- My physical activity is ABOUT THE SAME at Unity Lake State Recreation Site as it is in my daily life.

31 To what degree did this Unity Lake 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 Unity Lake 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 Unity Lake State Recreation Site 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)

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

Please tell us how we can improve Unity Lake 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 Unity Lake State Recreation Site**



Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted by:



Nature
HISTORY
Discovery

We are conducting this survey to learn about your experiences at Unity Lake 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 Unity Lake State Recreation Site? (check ONE)
 - 32% No
 - 68% Yes → if yes, how many day trips have you made to this park in the past 12 months? (write number) M=4.41trip(s)

2. How many hours did you spend at Unity Lake State Recreation Site on this trip? (write number) M=5.02 hour(s)

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

33% A. Boating (motor, canoe, kayak)	39% E. Sightseeing	51% H. Fishing
9% B. Bicycling on local roads	57% F. Picnicking or barbecuing	31% I. Other (write response) ___see report
35% C. Outdoor photography	2% G. Windsurfing	_____
33% D. Bird or wildlife watching		_____

4. From activities in Question 3 above, what ONE primary activity did you do at Unity Lake 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)
 - 57% Primarily for recreation – this park was my main destination
 - 25% Primarily for recreation – my main destination was NOT this park
 - 9% Primarily for business, family, or other reasons – this park was a side trip
 - 9% Some other reason

6. About how far from your home did you travel to get to this park? (write number of miles) M=261.66 mile(s)

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

3% Very Dissatisfied	0% Dissatisfied	2% Neither	35% Satisfied	60% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Unity Lake State Recreation Site? (check ONE)

3% Very Dissatisfied	1% Dissatisfied	3% Neither	36% Satisfied	58% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Unity Lake State Recreation Site? (check ONE)

2% Very Dissatisfied	2% Dissatisfied	5% Neither	32% Satisfied	59% Very Satisfied
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10. How unlikely or likely are you to return to Unity Lake State Recreation Site in the future? (check ONE)

4% Very Unlikely	3% Unlikely	4% Neither	27% Likely	62% Very Likely
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11. How **important** is it to you that each of the following is at Unity Lake State Recreation Site? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	1%	1%	31%	66%
Number of toilets / bathrooms.	2	1	7	29	61
Cleanliness / conditions of toilets / bathrooms.	1	0	3	25	71
Absence of litter.	0	0	2	27	72
Presence of park rangers / personnel.	4	3	13	30	51
Courteousness of park rangers / personnel.	1	2	3	28	66
Number of park trails.	6	6	32	29	26
Condition / maintenance of park trails.	6	5	27	28	35
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	5	5	30	24	37
Facilities for groups to gather.	3	3	28	31	35
Variety of things to do.	2	2	23	31	42
Opportunities to escape crowds of people.	2	0	7	31	60
Personal safety.	1	1	8	28	62
Number of information / education programs or materials.	5	9	27	31	28
Quality of information / education programs or materials.	5	7	24	32	32
Information specifically about conditions or hazards in the park.	3	4	13	35	46
Signs about directions within the park.	3	3	16	35	44
Signs about directions to the park.	2	4	16	35	43
Parking for vehicles.	2	1	13	35	50

12. Now, how **dissatisfied or satisfied** were you with the following at Unity Lake 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%	1%	2%	24%	72%
Number of toilets / bathrooms.	1	2	8	24	66
Cleanliness / conditions of toilets / bathrooms.	1	3	4	23	70
Absence of litter.	1	0	5	20	75
Presence of park rangers / personnel.	1	0	9	26	64
Courteousness of park rangers / personnel.	1	1	3	21	74
Number of park trails.	1	1	30	28	40
Condition / maintenance of park trails.	1	5	26	26	41
Ease of movement or access (e.g., wheelchair, elderly, stroller).	2	2	22	30	44
Facilities for groups to gather.	2	4	18	32	44
Variety of things to do.	2	1	18	35	44
Opportunities to escape crowds of people.	1	1	9	28	61
Personal safety.	1	2	10	29	58
Number of information / education programs or materials.	2	2	27	31	39
Quality of information / education programs or materials.	2	1	24	33	41
Information specifically about conditions or hazards in the park.	1	0	10	36	54
Signs about directions within the park.	2	0	15	35	48
Signs about directions to the park.	1	1	13	33	53
Parking for vehicles.	1	0	8	30	61

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	5%	2%	26%	26%	42%
Provide more opportunities for viewing wildlife.	5	2	23	37	33
Food for sale (restaurants, snack shops, etc.)	21	19	29	14	16
Provide more group picnic areas.	6	11	45	23	14
Provide more opportunities for hiking.	3	2	48	28	19
Provide more paved trails.	4	6	58	18	14
Provide more trash cans.	3	7	51	23	16
Provide more recycling containers.	4	3	35	37	21
Provide more information / education about nature, history, or archeology.	4	4	29	41	22
Provide more programs led by park rangers.	4	6	48	25	17
Provide wireless internet access within the park.	9	5	24	23	38
Provide downloadable mobile phone applications.	11	5	44	22	17
Provide more enclosed shelters.	6	4	48	26	16
Improve maintenance or upkeep of facilities / services.	2	3	51	23	22
Require all dogs be kept on leash at all times.	5	5	32	23	35
Make the park more pet friendly.	4	7	43	24	21
Provide natural buffers to block views of development outside the park.	8	3	46	21	22
Restore it to historical conditions (e.g., replace non-native with native plants)	8	7	41	25	19
Limit the number of people allowed per day.	17	14	43	16	12
Limit the number of large groups allowed (e.g., no more than 10-20 people).	15	15	36	18	15
Close this park to all recreation / tourism activities.	57	9	16	6	12
Do not change anything / keep things as they are now.	7	5	22	25	41

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 Unity Lake State Recreation Site? (circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	50%	30%	14%	4%	3%
Fewer ranger patrols.	38	25	28	2	8
Fewer ranger-led programs.	21	16	43	11	8
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	52	27	17	2	3
Reduced janitorial services.	54	23	17	4	3
Reduced ground maintenance (e.g., mowing, landscaping).	49	25	17	7	3

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

76%	10%	7%	4%	0%	2%	1%	1%	0%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

16. **Including yourself**, how many people accompanied you at Unity Lake State Recreation Site on this trip? $M=5.46$ person(s)

17. Did you or anyone in your group bring dog(s) with you to Unity Lake State Recreation Site? (check ONE) 61% No

39% Yes

18. Did anyone in your group have a disability?

75% No

25% Yes → if yes, what are these disabilities? (**check ALL THAT APPLY**)

9% Hearing 3% Sight 3% Walking 0% Learning 6% Other: See report

19. When you were thinking about visiting an Oregon State Park such as Unity Lake 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).	32%	4%	26%	11%	27%
B. Social media internet websites (e.g., Facebook, Twitter).	60	8	15	7	10
C. Brochures.	39	9	20	19	13
D. Newspapers.	57	14	17	7	5
E. Magazines.	58	12	17	8	5
F. Books.	55	14	15	4	12
G. Television.	66	10	16	4	4
H. Videos / DVDs.	69	11	12	3	5
I. Radio.	62	11	17	3	7
J. Community organization or church.	68	12	10	4	7
K. Health care providers.	74	9	5	3	9
L. Work.	61	10	9	8	12
M. Friends or family members.	29	3	23	19	26
N. Highway signs.	36	7	20	20	19
O. Previous visit.	28	4	12	12	45
P. Other (write response) <u>See report</u>	52	5	16	7	21

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

95% Yes

5% No → if no, what additional information did you need? (**write response**) See report

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

84% My family's personal vehicle → how many total people were in the vehicle? M=2.87 person(s)

9% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.25 person(s)

7% Other (write response): See report → how many total people were in the vehicle? M=1.50 person(s)

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

54% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=268.80 miles(s)

2% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=46.67 miles(s)

11% Come back another time

24% Stayed home

4% Gone to work at my regular job

4% Something else (none of these)

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

93% Yes

7% No → if no, why not? (**write response**) See report

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

62% No

37% Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)

- 12% Birding 10% Disc golfing 13% Hiking 11% Mountain biking 5% Scenic bicycling on roads
- 20% Camping 23% Fishing 11% Horseback riding 11% Rafting 13% Stargazing
- 9% Canoeing 9% Geocaching 13% Kayaking 11% 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**)

47% No

53% Yes → if yes, how much time did you spend in moderate physical activity for this trip? M=83.02 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**)

76% No

24% Yes → if yes, how much time did you spend in vigorous physical activity for this trip? M=66.65 minutes

30. Is your level of physical activity at Unity Lake 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**)

13% My physical activity is MORE at Unity Lake State Recreation Site than my daily life.

33% My physical activity is LESS at Unity Lake State Recreation Site than in my daily life.

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

31 To what degree did this Unity Lake 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.	3%	2%	10%	18%	66%
B. Improving your level of physical fitness.	24	8	33	14	21
C. Improving your physical health.	18	7	32	20	23
D. Improving your mental health.	12	0	12	20	57
E. Reducing your anxiety.	6	0	14	20	60

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 Unity Lake State Recreation Site. **Please round off to the nearest dollar.**

Motel, lodge, cabin, B&B, other lodging: \$ See report .00

Camping:	\$ <u>See report</u> .00
Restaurants and bars:	\$ <u>See report</u> .00
Groceries:	\$ <u>See report</u> .00
Gasoline and oil:	\$ <u>See report</u> .00
Park entry, parking, or recreation use fees:	\$ <u>See report</u> .00
Recreation and equipment (guide fees, equipment rental):	\$ <u>See report</u> .00
Souvenirs, clothing, and other miscellaneous:	\$ <u>See report</u> .00

33. Are you staying away from home either inside the Park or within 30 miles of Unity Lake State Recreation Site on this trip?

(check ONE)

42% No

58% Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?

M=3.48 night(s)

34. Are you: (check ONE) 60% Male 40% Female

35. How old are you? (write response) M=48.07 years old

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

94% White (Caucasian) 2% Hispanic / Latino 0% American Indian or Alaskan Native 1% Other (write response)
 1% Black / African American 2% Asian 0% Native Hawaiian or Pacific Islander See report

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

95% English 1% Spanish 1% Russian 3% 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)

10% Less than \$10,000	10% \$90,000 to \$109,999
14% \$10,000 to \$29,999	5% \$110,000 to \$129,999
18% \$30,000 to \$49,999	0% \$130,000 to \$149,999
21% \$50,000 to \$69,999	0% \$150,000 to \$169,999
18% \$70,000 to \$89,999	5% \$170,000 or more

Please tell us how we can improve Unity Lake State Recreation Site:

See report

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