



Visitor Survey of Day use and overnight use at Oregon State Park Coastal Region Parks

Final Report

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Nature
HISTORY
Discovery

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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 and overnight user activities, demographic characteristics, and opinions about conditions and management at parks in the Oregon State Park Coastal Region and provide recommendations for maintaining or improving conditions at these parks.

Methods

Data were obtained from questionnaires administered to randomly selected samples of day users at nine day-use and ten overnight parks in Oregon State Park's Coastal Region between July 2 and August 14, 2011. Separate methods were used for each of these visitor types. The total number of completed questionnaires was $n = 9,005$ with a response rate of 61%. Completed questionnaires were received from $n = 4,491$ day users (75% response rate) and $n = 5,646$ overnight users (55% response rate). These combined sample sizes across survey methods allow generalizations about the population of day users at all Coastal parks sampled at a margin of $\pm 1.7\%$, overnight users at $\pm 1.3\%$, and both day and overnight users at $\pm 1.0\%$ at the 95% confidence level. The day user surveys involved on-site intercepts. The overnight visitor surveys involved an internet survey of visitors who stayed overnight at the parks during the survey period and made a reservation through Reservations Northwest. Data were weighted by day-use and overnight user population proportions calculated from a three year average of park visitation statistics to ensure that responses were representative of the total population of all users across all parks sampled.

Results

Personal and Visit Characteristics

- The most popular activities were visiting the lighthouse* (86%), walking or hiking (69%), beachcombing (53%), sightseeing (52%), exploring tidepools** (43%), and visiting historic sites (41%); the least popular were scuba diving / snorkeling (<1%), horseback riding (2%), clam digging (3%), and metal detecting / gold panning (3%). Overnight users were more likely to participate in most activities, which is not surprising given that they had more time at the park. *Note: Lighthouse facilities are only provided at two parks included in the survey. ** Tidepool areas are provided at five parks included in the survey.
- The most common main activity groups were hiking or walking (19%), sightseeing (12%), and camping (11%). The least common groups were people metal detecting / gold panning (< 1%), participating in ranger-led programs (< 1%), and visiting nature / visitor centers (< 1%). Day users were more likely to consider hiking or walking, sightseeing, and picnicking or barbecuing as their primary activities, whereas overnight users were more likely to consider camping or beachcombing as their primary activity.
- Day users spent an average of almost three hours in the park, and 88% spending up to five hours in the park. The majority of day users (70%), however, spent one to three hours. Overnight users spent an average of three days at the park, although the highest proportions spent two (30%) or three (23%) days at the park and an additional 12% spent four days, 8% spent five days, and 8% spent six or more days.

- For day users, the highest average number of hours spent at a park was reported at Fort Stevens State Park (3.84 hours) and lowest at Cape Meares State Scenic Viewpoint (1.43 hours). For overnight users, the highest average number of nights spent at a park was at Nehalem Bay State Park and Bullard Beach State Park (both 3.51 nights) and the lowest at Cape Lookout State Park (2.45 nights).
- Most visitors to Coastal Region parks were non-locals (79%), driving 31 miles or more to reach the park. A higher percentage of day users were local (26%) than overnight users (1%). Day users, on average, traveled shorter distances ($M = 367.08$ miles) to visit the park than overnight users ($M = 377.82$ miles).
- For day users, the highest number of average miles traveled to the park was at Cape Meares State Scenic Viewpoint (750.45 miles) and lowest at Jessie Honeyman State Park (124.13 miles). For overnight users, the highest average number of miles traveled to the park was at Sunset Bay State Park (488.64 miles) and lowest at Devils Lake State Recreation Area (275.94 miles).
- In total, 64% of respondents had visited this park before, but day users were more likely (65%) than overnight users (59%) to have visited before. Although users had visited an average of eight times in the past 12 months, the highest proportion (26%) had made just one trip to this park with the majority (62%) having made two or fewer trips. On average, day users had visited significantly more times ($M = 9.51$) than overnight users ($M = 1.32$).
- For day users, highest repeat visitation was at Sunset Bay State Park (82%) and Jessie Honeyman State Park (78%) and lowest at Samuel Boardman State Scenic Corridor (48%). For overnight users, highest repeat visitation was at Fort Stevens State Park (68%) and lowest at Sunset Bay State Park (39%).
- For day users, the highest number of average trips in the last 12 months was at Devils Punchbowl State Natural Area (16.55 trips) and Samuel Boardman State Scenic Corridor (15.93 trips). For overnight users, the highest number of average trips in the last 12 months was at Harris Beach (1.43 trips) and lowest at Jessie Honeyman (1.10).
- Average group size was approximately five and a half people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of three to four people (28%) or five to 10 people (27%). Overnight users, on average, visited in larger groups ($M = 6.39$ people) than day users ($M = 5.11$), but these averages were again influenced by a few large groups. The majority of both day users (28%) and overnight users (31%) visited in groups of three to four people.
- For day users, the highest average group size was at William Tugman State Park (8.38 people) and Jessie Honeyman State Park (7.42 people) and lowest at Samuel Boardman State Scenic Corridor (3.14 people) and Cape Meares State Scenic Viewpoint (3.50 people). For overnight users, the highest average group size was at Jessie Honeyman State Park (6.76 people) and lowest at Sunset Bay State Park (4.59 people).
- In total, 69% of users did not bring dogs with them; 31% brought dogs. Overnight users were more likely (44%) than day users (28%) to bring dogs.
- For day use visitors, the highest percentage of visitors bringing dogs to the park were at William Tugman State Park (37%) and Samuel Boardman State Scenic Corridor (36%) and lowest at Cape Meares State Scenic Corridor (16%) and Harris Beach State Park (23%). For overnight users, the highest percentage of visitors bringing dogs to the park was at Bullards Beach State Park (52%) and lowest at Cape Lookout State Park (31%).

- Most users arrived at the park in their family vehicle (87%), 6% came in someone else's vehicle, and 7% in another form of transportation. On average, there were 3.28 people in each family vehicle and 3.62 in someone else's vehicle. For all day-use vehicles, there was an average of 3.32 people in the vehicle.
- For day users, the highest average number of people per vehicle was at Jessie Honeyman State Park (4.07 people) and Sunset Bay State Park (3.97 people) and lowest at Samuel Boardman State Scenic Corridor (2.81 people) and Devils Punchbowl State Natural Area (2.96 people). For overnight users, the highest average number of people per vehicle was at Jessie Honeyman State Park (3.47 people) and lowest at Bullards Beach State Park (2.80 people).
- Over half (55%) of users considered visiting this park the main reason for their trip with significantly more overnight users (74%) than day users (51%) considering this park their main destination.
- For day use visitors, the highest percent reporting the park as their main recreation destination was at William Tugman State Park (70%) and Jessie Honeyman State Park (67%) and lowest at Cape Meares State Scenic Viewpoint (25%) and Samuel Boardman State Scenic Corridor (34%). For overnight users, the highest percentage reporting the park as their main recreation destination was at Nehalem Bay State Park (83%) and lowest at Sunset Bay State Park (58%).
- If Coastal Region respondents had been unable to go to the park for this visit, most park visitors would have either gone somewhere else for the same activity (56%) or come back another time (16%).

Visitor Spending

- Non-local Coastal Region overnight visitor party spending was higher than non-local day users, with the highest percentage (40%) reporting spending \$151-\$350 on their trip.
- Most Coastal Region local day user parties reported spending on gasoline and oil (72%) and groceries (59%).
- Most Coastal Region visitors reported spending some money on gasoline and oil (76%), groceries (63%), and restaurants and bars (63%).

Obtaining Information about the Parks

- Almost all Coastal Region users (95%) were able to find the information they needed when planning their visit to the park they visited.
- For day users, the highest percentage reporting that they found the information needed for their trip was for William Tugman and South Beach State Parks (both 97%) and lowest at Samuel Boardman State Scenic Corridor (90%) and Devils Punchbowl State Natural Area (92%). For overnight users, the highest percentage reporting finding information needed was at Jessie Honeyman State Park (98%) and the lowest at Cape Lookout and Fort Stevens State Parks (both 94%).
- The most heavily used sources of information were previous visits (72% used sometimes or often), friends or family members (71%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 66%), highway signs (59%), and brochures (47%). The least used sources were health care providers (10%), videos or DVDs (14%), church (16%), work (19%), and radio (19%). Coastal Region day users utilized most sources much more

often, but overnight users (93%) were more likely than day users (60%) to obtain information from official internet websites.

- Official internet websites were used by most Coastal Region respondents (55%) as their first primary information source, followed by friends or family (22%), and past visits (7%). Overnight users were almost entirely dependent on official websites as their primary source (86%). Day users were also heavily dependent on these websites (47%), but also used other sources such as friends or family (23%) and previous visits (8%).

Satisfaction with Experiences and Conditions

- Users considered the most important characteristics at the Coastal Region park they visited were its cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (96%), cleanliness of toilets (94%), good value for fee paid at the park (90%), courteousness of park staff (86%), parking for vehicles (85%), and number of toilets (85%). The least important attributes were the facilities for groups to gather (48%), number of information / education programs or materials (50%), ease of movement or access (e.g., wheelchair, elderly, stroller; 54%), quality of information / education programs or materials (55%), and presence of park rangers (64%). Day users considered parking, signs with directions to the park, ease of movement or access, quality of information / education programs or materials, and facilities for groups to gather to be more important. Overnight users considered the cleanliness of park and bathrooms, absence of litter, good value for fee paid, number of toilets, courteousness and presence of staff, personal safety, signs with directions in the park, condition and number of trails, information about park hazards, and having a variety of things to do to be more important at Coastal Region parks. Almost all (95%) overnight users considered comfort of campsites to be important and 88% believed that shading provided by trees and other structures was important.
- Overall satisfaction among users was extremely high, as 95% were satisfied with the highest proportion of users being “very satisfied” (62%). Coastal Region users were most satisfied with the park’s cleanliness (95%), absence of litter (91%), value for fee(s) paid (86%), number of toilets / bathrooms (86%), and courteousness of staff (86%). Users were least satisfied with facilities for groups to gather (63%), amount and quality of educational materials (both 64%), and ease of movement / access (e.g., wheelchair, stroller; 68). Day users were more satisfied with the group facilities, ease of movement, and parking for vehicles, whereas overnight users were more satisfied with the park’s cleanliness, lack of litter, cleanliness of toilets, fee(s) paid, number of toilets / bathrooms, courteousness of park staff, level of personal safety, signs with direction in an to the park, information about park hazards, variety of things to do, number and condition of park trails, presence of park staff, and amount and quality of educational information provided. Overnight users were also satisfied with the comfort of campsites (89%) and shading provided by trees (88%). Most respondents (91%) said they were likely to return to the park they visited in the future.
- An Importance – Performance analysis showed that all Coastal Region park attributes were in the “keep up the good work” category, indicating that users thought that staff was doing a good job managing conditions and experiences.
- An Importance – Performance analysis of Cape Meares State Scenic Viewpoint day users showed that areas of concern include number and quality of information/educational materials, ease of movement / access, variety of things to do, presence of park rangers, information about conditions / hazards in the park, and number of trails.

- An Importance – Performance analysis of Devils Punchbowl State Natural Area day users showed that areas of concern include cleanliness of toilets and parking for vehicles.
- An Importance – Performance analysis of Harris Beach State Park day users showed that areas of concern include condition of trails, signs with directions in the park, information about conditions / hazards in the park, number of trails, variety of things to do, ease of movement / access, presence of park rangers, and facilities for groups to gather.
- An Importance – Performance analysis of Samuel Boardman State Scenic Corridor day users showed that areas of concern include information about conditions / hazards in the park and signs with directions in the park.
- An Importance – Performance analysis of Sunset Bay State Park day users showed that areas of concern include facilities for groups to gather, ease of movement / access, and presence of park rangers.
- An Importance – Performance analysis of Cape Lookout State Park overnight users showed that areas of concern include cleanliness of toilets and shading provided by trees / structures.
- An Importance – Performance analysis of Devils Lake State Recreation Area overnight users showed that areas of concern include parking for vehicles.
- Crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate, but the majority of Coastal Region overnight users felt crowded (68%) and a large proportion were already encountering more people than they would tolerate in the park's overnight use areas (66%). This suggests that crowding at the overnight use area is at "more than capacity", and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences.
- For overnight users, highest levels of crowding were reported at South Beach (74%), Nehalem Bay (71%), and Fort Stevens (71%) State Parks.
- The results suggest that crowding at some overnight locations is of concern, including South Beach State Park, Nehalem Bay State Park, Fort Stevens State Park, Sunset Bay State Park, Jessie Honeyman State Park, Cape Lookout State Park and Harris Beach State Park, where crowding among overnight users was "More than capacity" and a majority of overnight users were encountering more people than they would tolerate in the overnight areas.

Attitudes about Management Strategies

- Coastal Region users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (70%), recycling containers (66%), trash cans (60%), opportunities for hiking (60%), more information and education (nature, history; 58%), and opportunities for escaping crowds (57%). The least supported strategies were to close park to all recreation / tourism activities (8%), limit the number of people allowed per day (21%), provide downloadable mobile phone applications (27%), limit the number of large groups allowed (29%), provide wireless internet access (34%), and provide more enclosed shelters (39%). Day users were more supportive of providing more opportunities for viewing wildlife, recycling containers, trash cans, information and education, better facility maintenance and upkeep, group picnic areas, paved trails, enclosed shelters, ranger-led programs, downloadable mobile phone applications, closing parks to all recreation / tourism activities, as well as supporting not changing anything, making the park more pet friendly, and restoring the park to historical

conditions. Overnight users were more supportive of requiring dogs be kept on leash at all times, wireless internet access in park, hiking opportunities, opportunities for escaping crowds, natural buffers to block view of development, and limiting the number of large groups and people allowed in the park.

- A majority of overnight users only supported adding more space between sites (61%), and providing campsites accommodating both RV and tent camping (58%). They were least supportive of more group camping sites (20%), walk in sites (21%), and more tent camping in campground (36%).
- In total, 79% of overnight users reserved their park visit on the internet reservation system, 17% used the telephone reservation system, and 4% had someone else make the reservation. After removing those responses that reported someone else make the reservation from the analysis, 83% of overnight users used the internet reservation system and 17% used the telephone reservation system. Satisfaction with the reservation system was high, as 88% were satisfied and only 12% were not satisfied, and the highest proportion of overnight users was “very satisfied” (50%).
- Highest levels of internet reservation system use were reported at Harris Beach State Park (89%) and Cape Lookout State Park (88%). Lowest levels of internet reservation system use were reported at Fort Stevens State Park (79%), Bullards Beach and Nehalem Bay State Parks (both 80%).
- Highest levels of satisfaction with the overnight reservation system were reported at Nehalem Bay and Harris Beach State Parks (both 90%). Lowest levels of satisfaction with the overnight reservation system were reported at Cape Lookout State Park (83%) and Bullards Beach State Park (85%).

Sociodemographic Characteristics of Users

- There were a few more female (56%) than male (44%) users at Coastal Region parks included in the survey.
- The average age of users was approximately 47 years old, and the highest proportions of users were 40 to 49 years old (22%), 50 to 59 years old (22%), and 30 to 39 years old (21%). Note: Only visitors over the age of 18 were asked to complete the survey.
- For day users, the highest average age of visitors was reported at Samuel Boardman State Scenic Area and Cape Meares State Scenic Viewpoint (both 51 years) and lowest at Jessie Honeyman State Park (43 years). For overnight users, the highest average age was reported at Bullards Beach State Park (54 years) and lowest at Cape Lookout State Park (44 years), Beverly Beach State Park and Jessie Honeyman State Park (both 46 years).
- The average annual household income before taxes of respondents was \$64,400, and the highest proportion of users had incomes of \$50,000 to \$69,999 (19%). Visitors to Coastal Region parks are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994).
- For day users, the highest average household income of visitors was reported at Cape Meares State Scenic Viewpoint (\$72,600) and Fort Stevens State Park (\$67,000), and lowest at William Tugman State Park (\$48,400) and Sunset Bay State Park (\$52,400). For overnight users, the highest household income was reported at Nehalem Bay State Park (\$81,000) and lowest at Devils Lake State Recreation Area (\$65,800).
- Most respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latinos (4%), Asians (2%), American Indian / Alaska Natives (1%), Blacks / African Americans (<1%), and Native Hawaiian / Pacific Islanders (<1%).

- There was a significant difference in ethnicity between day and overnight users with a greater number of whites (Caucasians) at overnight areas (93%) than at day areas (90%). There were significantly more Hispanic / Latino day users (4%) compared to overnight users (2%) at Coastal Region parks.
- For day users, the highest level of Hispanic / Latino visitation was at Jessie Honeyman State Park (8%), Fort Stevens State Park and South Beach State Park (both 6%). The highest level of Asian day-use visitation was reported at Cape Meares State Scenic Viewpoint (4%). For overnight users, the highest level of Asian visitation was reported at Cape Lookout State Park (6%) and Devils Lake State Recreation Area (4%).
- Almost all respondents (97%) reported English as their primary language spoken in their homes.
- About 56% of users lived in Oregon, 15% resided in Washington State, 9% were from California, and 6% were from British Columbia (Canada). A majority of day users lived in Oregon (66%), Washington State (9%), California (8%), or British Columbia (Canada; 2%). Fewer overnight users were from Oregon (49%), whereas more lived elsewhere such as Washington State (19%), California (10%), British Columbia (9%), and Idaho (3%).
- For day users, highest foreign origin visitation was reported at Cape Meares State Scenic Viewpoint (4% Canada, 2% Other), and Samuel Boardman State Scenic Corridor (3% Canada, 2% Other). For overnight users, highest foreign origin visitation was reported at Jessie Honeyman State Park (17% Canada, 2% Other), Nehalem Bay State Park (18% Canada), and Cape Lookout State Park (14% Canada).
- For day users, highest out-of-state visitation was reported at Cape Meares State Scenic Viewpoint (51% from outside of Oregon). For overnight users, highest out-of-state visitation was reported at Harris Beach State Park (60% from outside of Oregon) and Nehalem Bay State Park (58% from outside of Oregon).
- In total, 80% of park users said that nobody in their group had a disability, whereas 20% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (14% of all park users), while 4% had a hearing disability, 2% had learning disabilities, and 2% had impaired sight.
- For day users, the highest levels of groups with disabilities were reported at Sunset Bay State Park (33%) and Jessie Honeyman State Park (28%). For overnight users, highest levels were reported at Bullards Beach State Park (21%) and Fort Stevens State Park (16%).

Recommendations

Management Recommendations

- Almost all day and overnight users traveled to the park they visited in their own vehicles (87%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Coastal Region park day users (3.32) was substantially lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use either specific averages for their park included in the table below or, for region parks not included in the survey, the 3.32 visitors-per-car average, in future day-use visitation calculations for parks in the Coastal Region.

Average number of people per vehicle for day users at Coastal Region parks included in the survey

Park Name	Average Day Users (People)
Samuel Boardman State Scenic Corridor	2.81
Devils Punchbowl State Natural Area	2.96
Cape Meares State Scenic Viewpoint	3.02
South Beach State Park	3.09
William Tugman State Park	3.13
Harris Beach State Park	3.18
Fort Stevens State Park	3.68
Sunset Bay State Park	3.97
Jessie Honeyman State Park	4.07
All Day-Use Parks	3.32

- Almost all users (95%) were satisfied with their overall experience at the Coastal Region park they visited. This 95% overall satisfaction average can be consider a benchmark for all day-use and overnight parks in the region. Day-use parks with average overall satisfaction scores below this benchmark include Devils Punchbowl State Natural Area (93%), Samuel Boardman State Scenic Corridor (93%), Harris Beach State Park (94%), and Jessie Honeyman State Park (94%). Overnight parks with average overall satisfaction scores below this benchmark include Devils Lake State Recreation Area (89%), Fort Stevens State Park (93%), Jessie Honeyman State Park (93%), South Beach State Park (93%), Beverly Beach State Park (94%), Nehalem Bay State Park (94%), and Sunset Bay State Park (94%). Day-use parks with the highest percentage of visitors reporting being “very satisfied” with their overall experience include Harris Beach State Park (68%), Samuel Boardman State Scenic Corridor (68%), and Sunset Bay State Park (66%). For overnight parks, highest percentages of visitors reporting being “very satisfied” with their overall experience include Bullards Beach State Park (68%) and Harris Beach State Park (65%). Park managers can use survey results in coming years to identify specific management strategies for increasing their park’s average overall satisfaction score to meet the 95% benchmark.
- Users were also somewhat less satisfied with the ease of movement and access around Coastal Region parks (e.g., wheelchair, stroller, elderly; 68%). Given that over 24% of park visitors were 60 years of age or older and 20% of users had disabilities (14% 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. Highest priority for such evaluation are Harris Beach State Park and Sunset Bay State Park day-use areas, where survey results have shown high percentages of visitors reporting a group member with a disability and where the I-P analysis identified ease of movement / access as an area of concern.
- Approximately 68% of Coastal Region overnight users felt crowded at the park, and 66% of these users encountered more people than their maximum tolerance limit. These results suggest that crowding at overnight use areas is at “more than capacity”, and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences. Highest priority for crowding evaluation is at South Beach, Fort Stevens, Sunset Bay, Jessie Honeyman, Cape Lookout, and Harris Beach

State Parks, where crowding among overnight users was “more than capacity” and a majority of overnight users were encountering more people than they would tolerate in overnight areas.

- Over 47% of Coastal Region users did not support leaving the park as it is and not changing anything. Users most strongly supported strategies designed to provide more opportunities for viewing wildlife (70%), recycling containers (66%), trash cans (60%), opportunities for hiking (60%), information / education (58%), and opportunities for escaping crowds (57%). A majority of overnight users also supported adding space between campsites (61%), and providing campsites accommodating both RV and tent camping (58%). Managers may want to consider some or all of these strategies.
- An Importance – Performance analysis showed that almost all attributes were in the “keep up the good work” quadrant, indicating that Coastal Region users thought that park staff was doing a good job managing conditions and experiences at the park they visited. There were, however, a number of attributes at Coastal Region parks that were important to users, but these users were only slightly satisfied with these attributes. These attributes are included in the table below. Managers may want to consider addressing some or all of these attributes at these parks.

Areas of concern identified by Importance-performance (I-P) analysis by users at Coastal Region parks included in the survey

Park Name	I-P concerns identified
Cape Lookout State Park (Overnight)	Cleanliness of toilets Shading provided by trees/structures
Cape Meares SSV (Day)	Number of information/educational materials Quality of information/educational materials Ease of movement/access Variety of things to do Presence of park rangers Information about conditions/hazards in park Number of trails
Devils Lake SRA (Overnight)	Parking for vehicles
Devils Punchbowl SNA (Day)	Cleanliness of toilets Parking for vehicles
Harris Beach State Park (Day)	Condition of trails Signs with directions in the park Information about conditions/hazards in park Number of trails Variety of things to do Ease of movement/access Presence of park rangers Facilities for groups to gather

Park Name	I-P concerns identified
Samuel Boardman SSC (Day)	Information about conditions/hazards in park Signs with directions in the park
Sunset Bay State Park (Day)	Facilities for groups to gather Ease of movement/access Presence of park rangers

- The I-P analysis also shows that Coastal Region park managers could consider reductions to services such as facilities for groups to gather and the number and quality of information/education materials as low-risk cost savings strategies in times of budgeting constraints. They should not, however, first consider reductions in staffing related to park grounds and restroom cleanliness, which are of high importance to park visitors.
- A high percentage of all users (89%) were satisfied with the facilities and services provided at the Coastal Region park they visited. This 89% facilities and services satisfaction average can be considered a benchmark for all day-use and overnight parks in the region. Day-use parks with average facilities and services satisfaction scores below this benchmark include Devils Punchbowl State Natural Area (84%) and Fort Stevens State Park (87%). Overnight parks with average facilities and services satisfaction scores below this benchmark include Cape Lookout State Park (85%), Jessie Honeyman State Park (87%), and Fort Stevens State Park (88%). Park managers can use survey results in coming years to identify specific management strategies for increasing their park’s average facilities and services satisfaction score to meet the 89% benchmark.
- The visitor spending analysis showed that non-local overnight visitor party spending was substantial, with the highest percentage (40%) reporting spending \$150-\$350 on their trip (within 30 miles of the park). Most visitors to Coastal Region parks reported spending some money on gasoline and oil, groceries, and at restaurants and bars. A more extensive visitor spending analysis of this data set is being conducted by Oregon State University (OSU) and will be available in a separate report. Park managers may want to use the OSU report findings to help inform local community leaders about the positive impact of State Park visitor spending on the local economies.
- The highest proportion of users (55%) depended on official internet websites as the first primary source of obtaining information about Coastal Region parks, and the majority of overnight users (83%) reserved their spot at this park using the online / internet reservation system. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (95%) were able to find the information they needed when planning their visit to a Coastal Region State Park. This 95% information average can be considered a benchmark score for all day-use and overnight parks in the region. Day-use parks with information average scores below this benchmark include Samuel Boardman State Scenic Corridor (90%) and Devils Punchbowl State Natural Area (92%). Overnight parks with information average scores below this benchmark include Cape Lookout State Park (94%) and Fort Stevens State Park (94%). Park managers should use survey results to identify specific management strategies for increasing their park’s information average score to meet the 95% benchmark in coming years.

- Satisfaction with the Oregon State Park overnight reservation system was high, with 88% of users reporting satisfaction. Again, this 88% reservation system satisfaction average can be considered a benchmark score for all overnight parks in the region. Overnight parks with scores below this reservation system benchmark include Fort Stevens State Park (86%), Beverly Beach State Park (86%). Park managers and Reservations Northwest staff can try in coming years to identify specific management strategies for increasing reservation system satisfaction at these parks to meet the 86% benchmark.
- The demographic analysis shows that there were more Hispanic day users (4%) than Hispanic overnight users (2%) at Coastal Region State Parks. Given that the Hispanic population is the fastest growing ethnic group in the state, park managers might consider enacting strategies intended to increase Hispanic camping at Coastal Region campgrounds.
- Users provided 4,932 verbatim open ended positive and negative comments, and suggestions for possible improvement of Coastal Region parks and other park related issues. Table 97 includes a summary of top visitor responses for individual Coastal Region parks included in the survey. Managers may want to consider addressing some or all of these attributes at these parks.

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INTRODUCTION AND OBJECTIVES

The Oregon State Parks system provides public access to a collection of the state’s outstanding natural, cultural, scenic, and outdoor recreation resources. Understanding the opinions of park users regarding issues such as the quality of facilities, recreational opportunities, social and resource conditions, and how they use these parks is critical to providing effective facilities, programs, and services. Project objectives were to describe day and overnight 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 A) administered to randomly selected samples (Table 1) of day users at nine day use and overnight use at ten overnight parks in Oregon State Park’s Coastal Region between July and August 2011. Separate survey methods were used for each of these visitor types — on-site (face to face) for day users and electronic (email, internet) for overnight users. Questionnaires administered to overnight users were basically identical to those administered to day users, but contained a few additional questions specific to overnight activities (e.g., camping). Each day user or overnight user contacted only completed the full length questionnaire once using only one of these methods, not multiple times using more than one approach.

Table 1. Listing of Coastal Region parks included in the survey

Day-use parks	Overnight parks
Cape Meares State Scenic Viewpoint	Beverly Beach State Park
Devils Punchbowl State Natural Area	Bullards Beach State Park
Fort Stevens State Park	Cape Lookout State Park
Harris Beach State Park	Devils Lake State Recreation Area
Jessie Honeyman State Park	Fort Stevens State Park
Samuel Boardman State Scenic Corridor	Harris Beach State Park
South Beach State Park	Jessie Honeyman State Park
Sunset Bay State Park	Nehalem Bay State Park
William Tugman State Park	South Beach State Park
	Sunset Bay State Park

Onsite Survey of Day Users

Day users 18 years of age and older who visited the nine parks between July 2 and August 14, 2011 were approached in person (face to face) and asked to complete the six page questionnaire onsite at the park. Onsite questionnaires were necessary because personal contact information (e.g., home mail and email addresses, telephone numbers) required for alternative approaches such as telephone or mail surveys are not available from day users, as OPRD does not regularly collect this information from these users. 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 onsite. Two volunteers (e.g., Camp Hosts) at each park administered these questionnaires to reduce costs.

Internet Survey of Overnight Users

Random samples of overnight users 18 years of age and older at these ten parks were contacted via email and directed to complete the questionnaire on the SurveyMonkey internet website (<http://www.surveymonkey.com/>). OPRD and Reservations Northwest collect contact information such as email addresses from overnight users when these users reserve their camping spot through the agency telephone or internet reservation systems. A single completion option on the SurveyMonkey website was used to ensure that respondents did not complete the full length questionnaire more than once.

Users were sent a first email letter that requested their participation by completing an internet questionnaire, provided standard verbiage regarding recruitment / consent and length. A week after this initial email, a second email letter was sent to those who had not yet completed the internet questionnaire stressing the importance of the study, emphasizing anonymity and confidentiality, and requesting participation. A third final email letter was sent to those that had not yet completed the questionnaire. No further email letters were sent, so users were considered a nonresponse if they did not complete the internet questionnaire following these three email letters. Email letters requesting participation were sent between August 1 and September 30, 2011. These emails and internet questionnaires were administered by researchers at the Oregon Parks and Recreation Department.

Sample Sizes and Response Rates

As shown in Table 2, the total number of completed questionnaires across all survey approaches was $n = 9005$ with an estimated total response rate of 61%. Completed questionnaires were received from $n = 3359$ day users (75% response rate) and $n = 5646$ overnight users (55% response). These combined sample sizes across survey methods allow generalizations about the population of day users at all Coastal parks sampled at a margin of $\pm 1.7\%$, overnight users at $\pm 1.3\%$, and both day and overnight users at $\pm 1.0\%$ at the 95% confidence level.

Table 2. Sample sizes and response rates for each survey approach

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	4491	3359	75
Overnight Users	10278	5646	55
Total	14769	9005	61

Table 2 shows that the total number of completed questionnaires for overnight users ($n = 5646$) was higher than day users ($n = 3359$). In the results sections reporting findings of: (a) day users across all parks sampled, (b) overnight users across all parks sampled, and (c) all users taken together (i.e., total day and overnight users across all parks sampled), the data were weighted by population proportions calculated from the three year average (2008, 2009, 2010) using the following formula (Vaske, 2008) to ensure that questionnaire responses were statistically representative of these populations of park users:

$$\text{Weight} = \frac{\text{Population \%}}{\text{Sample \%}}$$

For *day users* across all parks sampled, the population % = number of day users for the specific park / number of day users across all parks sampled. The sample % = number of day users who completed a questionnaire for the specific park / number of day users who completed a questionnaire across all parks sampled. There were nine weights representing day users. The weight for Jessie Honeyman State Park, for example, was (620,713 day users / 6,152,484 day users across all parks sampled) / (352 day use respondents / 3,359 day use respondents across all parks sampled) = 0.963.

For *overnight users* across all parks sampled, the population % = number of overnight users for the specific park / number of overnight users across all parks sampled. The sample % = number

of overnight users who completed a questionnaire for the specific park / number of overnight users who completed a questionnaire across all parks sampled. There were 10 weights representing overnight users. The weight for Beverly Beach State Park, for example, was $(153,927 \text{ overnight users} / 1,237,464 \text{ overnight users across all parks sampled}) / (589 \text{ overnight use respondents} / 5,754 \text{ overnight use respondents across all parks sampled}) = 1.215$.

Across *all users taken together* (i.e., total day and overnight users across all parks sampled), there were 19 weights that were calculated using the same approach. The weight for day users at Ft. Stevens, for example, was $(1,125,459 \text{ day users} / 7,389,948 \text{ users across all parks sampled}) / (338 \text{ day use respondents} / 9,113 \text{ respondents across all parks sampled}) = 4.105$.

Questionnaires administered to both the day users and overnight users included questions on a range of topics such as prior visitation, activity participation, visitor spending, satisfaction, support of management, and demographic characteristics. Results in this report are grouped into subsections according to these questions. Within each subsection, analysis is conducted on potential differences between day users and overnight users. Percentages, crosstabulations, and bivariate statistical tests were used to analyze and present results. These tests produce p -values and when a p -value associated with any statistical tests (i.e., χ^2 , F) presented in this report is $p \leq .05$, a statistically significant relationship or difference was observed between groups or variables. In addition to these tests of statistical significance, effect size statistics (e.g., Cramer's V , eta η) were used to compare the strength of relationships. In general, a value of .10 for effect sizes can be considered a "minimal" (Vaske, 2008) or "weak" (Cohen, 1988) relationship or difference. An effect size of .30 is considered "medium" or "typical," and .50 or greater is a "large" or "substantial" relationship or difference; larger effect sizes imply stronger relationships or differences. 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 B.

The following is a summary for interpreting statistical test results in this report.

- p -value – when $p \leq .05$, a statistically significant relationship or difference was observed between groups or variables.
- Effect size: Phi (ϕ), Cramer's V , or t-test – An effect size of .30 is considered "medium" or "typical," and .50 or greater is a "large" or "substantial" relationship or difference; larger effect sizes imply stronger relationships or differences.

Results from individual park surveys are also summarized in this report. Please reference those separate reports for a description of sample sizes, response rates, and statistical accuracy for individual park survey results.

RESULTS

Personal and Visit Characteristics

Activity Groups. The questionnaires asked respondents to check all of the activities in which they participated at the park they visited on their most recent trip. Table 3 shows that the most popular activities at this park were visiting the lighthouse* (86%), walking or hiking (69%), beachcombing (53%), sightseeing (52%), exploring tidepools* (43%), and visiting historic sites (41%). The least popular activities were scuba diving/ snorkeling (<1%), horseback riding (2%), windsurfing (2%), clam digging (3%), and metal detecting / gold panning (3%). Participation rates differed significantly between day users and overnight users for 25 of these 29 activities; participation in swimming / wading, other activities, fishing, and scuba diving / snorkeling did not differ between these two groups. In most cases (19 of the 25 activities), overnight users were significantly more likely to participate in the various activities, and which is not surprising given that they had much more time at the park to engage in activities. However, day-use participation rates were significantly higher for visiting the lighthouse, bird or wildlife watching, surfing / boogie boarding, kite boarding, metal detecting / gold panning, and windsurfing.

*Note: Lighthouse facilities are located at two parks and tidepool areas at five parks that were included in the survey.

The most popular “other” activities were photography (identified as a top “other” activity in 11 parks), resting/relaxing (8 parks), local shopping (6 parks), family reunions (5 parks), using playground (4 parks), building sandcastles (3 parks), geocaching (3 parks), viewing sunset (2 parks), boogie boarding (2 parks), and whale watching (2 parks).

Table 3. Comparison of day and overnight users for recreation activities at Coastal Region parks

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
Visiting the lighthouse	93	54	86	126.49	< .001	.39
Hiking or walking	67	83	69	309.83	< .001	.19
Sightseeing	50	63	52	132.79	< .001	.12
Beachcombing	49	74	53	462.18	< .001	.25
Exploring tidepools	42	50	43	16.66	< .001	.07
Visiting historic sites	36	70	41	171.54	< .001	.33
Swimming/ wading	34	36	34	3.39	.066	.02
Picnicking or barbequing	32	43	34	124.01	< .001	.12
Dog walking	24	35	26	118.85	< .001	.11
Bird or wildlife watching	24	21	23	9.57	.002	.03
Agate/ shell collecting	17	23	17	7.15	.007	.07
Other	11	10	11	3.38	.066	.02
Kite flying	10	20	12	140.51	< .001	.13
Visiting nature/ visitor center	10	25	14	74.97	< .001	.16
Surfing/boogie boarding	9	5	9	44.27	< .001	.09
Fishing	9	9	9	1.80	.180	.01
Running or jogging	7	9	8	11.87	.001	.04
Bicycling on trails	7	32	11	714.18	< .001	.29
Boating (motor, canoe, kayak)	7	9	7	13.47	< .001	.04
Kite boarding	6	1	5	24.40	< .001	.16
Camping	4	95	25	6746.11	< .001	.89
Bicycling on local roads	3	19	6	511.35	< .001	.23
Metal detecting/ gold panning	3	1	3	5.20	.023	.09
Crabbing	3	13	7	37.55	< .001	.12
Clam digging	3	5	3	4.88	.027	.04
Windsurfing	3	1	2	8.95	.003	.08
Ranger-led program(s)	2	15	4	495.30	< .001	.21
Dog training at boat ramp area	2	-	-	-	-	-
Horseback riding	<1	4	2	21.91	< .001	.08
Scuba diving/ snorkeling	<1	1	<1	0.22	.641	.01
Fossil hunting	-	10	-	-	-	-

^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 Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 4 and 5 include the top five day use and overnight use activities for individual Coastal Region parks included in the survey.

Table 4. Top five day user activities at Coastal Region parks included in the survey

Park Name	Activity	Day Users (%) ^a
Cape Meares State Scenic Viewpoint	Visiting the lighthouse	93
	Sightseeing	79
	Hiking or walking	76
	Dog walking	13
	Picnicking or barbequing	8
Devils Punchbowl State Natural Area	Hiking or walking	65
	Sightseeing	49
	Beachcombing	40
	Exploring tidepools	38
	Surfing / boogie boarding	38
Fort Stevens State Park	Hiking or walking	56
	Sightseeing	50
	Beachcombing	49
	Picnicking or barbecuing	36
	Visiting historic sites	36
Harris Beach State Park	Hiking or walking	82
	Sightseeing	56
	Beachcombing	53
	Exploring tidepools	46
	Bird or wildlife watching	33
Jessie Honeyman State Park	Swimming / wading	74
	Picnicking or barbecuing	50
	Hiking or walking	47
	Sightseeing	37
	Boating (motor, canoe, kayak)	35
Samuel Boardman State Scenic Corridor	Hiking or walking	82
	Sightseeing	56
	Beachcombing	54
	Exploring tidepools	39
	Dog walking	31
South Beach State Park	Hiking or walking	66
	Beachcombing	38
	Sightseeing	35
	Picnicking or barbecuing	31
	Dog walking	25

Table 4. (Continued) Top five day user activities at Coastal Region parks included in the survey

Park Name	Activity	Day Users (%) ^a
Sunset Bay State Park	Hiking or walking	61
	Beachcombing	54
	Picnicking or barbecuing	51
	Swimming / wading	49
	Sightseeing	48
William Tugman State Park	Picnicking or barbecuing	58
	Hiking or walking	51
	Fishing	37
	Sightseeing	34
	Swimming / wading	34

^a Cell entries are percentages (%) of users who reported participating in the activity at the park on their most recent visit.

Table 5. Top five overnight user activities at Coastal Region parks included in the survey

Park Name	Activity	Overnight Users (%) ^a
Beverly Beach State Park	Beachcombing	82
	Hiking or walking	80
	Sightseeing	61
	Picnicking or barbecuing	43
	Exploring tidepools	38
Bullards Beach State Park	Hiking or walking	79
	Sightseeing	72
	Beachcombing	70
	Visiting the Coquille River lighthouse	54
	Dog walking	42
Cape Lookout State Park	Hiking or walking	85
	Beachcombing	61
	Sightseeing	56
	Picnicking or barbecuing	44
	Swimming/wading	44
Devils Lake State Recreation Area	Hiking or walking	74
	Sightseeing	63
	Picnicking or barbecuing	41
	Dog walking	32
	Swimming/wading	26

Table 5. (Continued) Top five overnight user activities at Coastal Region parks included in the survey

Park Name	Activity	Overnight Users (%) ^a
Fort Stevens State Park	Hiking or walking	82
	Visiting historic sites	70
	Beachcombing	69
	Sightseeing	67
	Bicycling on trails	61
Harris Beach State Park	Hiking or walking	89
	Beachcombing	81
	Sightseeing	64
	Exploring tidepools	61
	Picnicking or barbecuing	41
Jessie Honeyman State Park	Hiking or walking	83
	Sightseeing	61
	Swimming / wading	56
	Picnicking or barbecuing	44
	Dog walking	27
Nehalem Bay State Park	Hiking or walking	84
	Beachcombing	71
	Sightseeing	56
	Picnicking or barbecuing	46
	Dog walking	41
South Beach State Park	Hiking or walking	87
	Beachcombing	69
	Sightseeing	61
	Picnicking or barbecuing	47
	Dog walking	38
Sunset Bay State Park	Hiking or walking	85
	Beachcombing	71
	Sightseeing	70
	Exploring tidepools	61
	Picnicking or barbecuing	42

^a Cell entries are percentages (%) of users who reported participating in the activity at the park on their most recent visit.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to the park. Table 6 shows that the most common primary activity groups for Coastal Region parks were people hiking or walking (19%), sightseeing (12%), and camping (11%). The least common activity groups were people metal detecting / gold panning

(< 1%), attending ranger-led programs (< 1%), and visiting nature / visitor centers (< 1%) among others. There was, however, a statistically significant and “substantial” difference between day users and overnight users. Day users, for example, were more likely to consider hiking or walking, sightseeing, and picnicking or barbequing as their primary activities, whereas overnight users were much more likely to consider camping or beachcombing as their primary activity.

Table 6. Comparison of day and overnight users for primary activity at Coastal Region parks ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Hiking or walking	21	9	19
Sightseeing	13	4	12
Picnicking or barbequing	11	1	9
Swimming/ wading	10	2	9
Beachcombing	9	8	9
Exploring tidepools	3	1	3
Other	7	2	6
Dog walking	6	3	5
Surfing/ boogie boarding	5	< 1	4
Visiting the lighthouse	4	< 1	3
Fishing	3	1	3
Bicycling on trails	2	4	2
Boating (motor, canoe, kayak)	2	1	2
Kite flying	1	< 1	1
Bird or wildlife watching	1	< 1	1
Kite boarding	1	< 1	1
Visit historic sites	1	1	1
Running or jogging	< 1	< 1	< 1
Bicycling on local roads	< 1	1	< 1
Horseback riding	< 1	1	< 1
Agate/ shell collecting	< 1	-	-
Camping	< 1	58	11
Clam digging	< 1	< 1	< 1
Windsurfing	< 1	< 1	< 1
Visiting nature/ visitor center	< 1	< 1	< 1
Ranger-led program(s)	< 1	< 1	< 1
Metal detecting/ gold panning	< 1	< 1	< 1
Dog training at boat ramp area	< 1	-	-
Crabbing	-	1	-
Fossil hunting	-	< 1	-
Scuba diving / snorkeling	-	< 1	-

^a $\chi^2 = 4573.96, p < .001, V = .66.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 7 and 8 include the top three primary activities for day use and overnight use for individual Coastal Region parks included in the survey.

Table 7. Top three primary day user activities at Coastal Region parks included in the survey

Park Name	Activity	Day Users (%)
Cape Meares State Scenic Viewpoint	Visiting the lighthouse	44
	Sightseeing	29
	Hiking or walking	14
Devils Punchbowl State Natural Area	Surfing / boogie boarding	33
	Hiking or walking	24
	Sightseeing	14
Fort Stevens State Park	Beachcombing	17
	Sightseeing	14
	Picnicking or barbecuing	13
Harris Beach State Park	Hiking or walking	36
	Sightseeing	14
	Beachcombing	11
Jessie Honeyman State Park	Swimming / wading	47
	Picnicking or barbecuing	17
	Boating (motor, canoe, kayak)	11
Samuel Boardman State Scenic Corridor	Hiking or walking	34
	Sightseeing	20
	Beachcombing	14
South Beach State Park	Hiking or walking	28
	Picnicking or barbecuing	16
	Dog walking	9
Sunset Bay State Park	Picnicking or barbecuing	25
	Hiking or walking	14
	Swimming / wading	14
William Tugman State Park	Picnicking or barbecuing	31
	Fishing	16
	Hiking or walking	11

^a Cell entries are percentages (%) of users who reported a primary activity at the park for their most recent visit.

Table 8. Top three primary overnight user activities at Coastal Region parks included in the survey

Park Name	Activity	Day Users (%)
Beverly Beach State Park	Camping	63
	Beachcombing	15
	Hiking or walking	8
Bullards Beach State Park	Camping	50
	Beachcombing	11
	Hiking or walking	8
Cape Lookout State Park	Camping	56
	Hiking or walking	14
	Beachcombing	14
Devils Lake State Recreation Area	Camping	73
	Hiking or walking	7
	Sightseeing	4
Fort Stevens State Park	Camping	53
	Bicycling on trails	16
	Visiting historic sites	6
Harris Beach State Park	Camping	55
	Beachcombing	13
	Hiking or walking	11
Jessie Honeyman State Park	Camping	71
	Hiking or walking	9
	Swimming / wading	4
Nehalem Bay State Park	Camping	58
	Hiking or walking	9
	Beachcombing	8
South Beach State Park	Camping	51
	Beachcombing	11
	Hiking or walking	11
Sunset Bay State Park	Camping	58
	Hiking or walking	13
	Sightseeing	6

^a Cell entries are percentages (%) of users who reported a primary activity at the park for their most recent visit.

Duration of Visit. Day users were asked to report how many *hours* they spent at the Coastal Region park they visited on their recent trip and overnight users were asked how many *nights* in a row they spent at the park on their trip. Table 9 shows that, on average, Coastal Region day users spent almost three hours in the park, and 88% spending up to five hours in the park. The majority of day users (70%), however, spent one to three hours.

Coastal Region overnight users spent an average of about three days at the park, although the highest proportions spent two (30%) or three (23%) days at the park (Table 9). An additional 12% spent four days at the park, 8% spent five days, and another 8% spent six or more days.

Table 9. Duration of visit at the Coastal Region park ^a

Day Users (Hours)	
1 hour	29
2 hours	26
3 hours	15
4 to 5 hours	18
6 to 9 hours	10
10 or more hours	2
Mean / average hours	2.94
Overnight Users (Nights)	
1 day	19
2 days	30
3 days	23
4 days	12
5 days	8
6 or more days	8
Mean / average days	3.02

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

Table 10 includes the average number of hours day users reported spending at individual Coastal Region parks included in the survey. For day users, the highest average number of hours spent at a park was reported at Fort Stevens State Park (3.84 hours). Lowest average time spent by day users was at Cape Meares State Scenic Viewpoint (1.43 hours). Table 11 includes the average number of nights overnight users reported spending at individual Coastal Region parks included in the survey. For overnight users, the highest average number of nights spent at a park was reported at Nehalem Bay and Bullards Beach State Parks (both 3.51 nights). Lowest average nights spent by overnight users was at Cape Lookout State Park (2.45 nights).

Table 10. Average duration of day user visits at Coastal Region parks included in the survey

Park Name	Average Day Users (Hours)
Cape Meares State Scenic Viewpoint	1.43
Samuel Boardman State Scenic Area	2.39
Harris Beach State Park	2.43
South Beach State Park	2.67
Devils Punchbowl State Natural Area	2.88
Sunset Bay State Park	3.19
William Tugman State Park	3.55
Jessie Honeyman State Park	3.74
Fort Stevens State Park	3.84

Table 11. Average duration of overnight user visits at Coastal Region parks included in the survey

Park Name	Average Overnight Users (Nights)
Cape Lookout State Park	2.45
Devils Lake State Recreation Area	2.58
Sunset Bay State Park	2.75
Beverly Beach State Park	3.04
Harris Beach State Park	3.09
South Beach State Park	3.10
Jessie Honeyman State Park	3.12
Fort Stevens State Park	3.46
Bullards Beach State Park	3.51
Nehalem Bay State Park	3.51

Distance Traveled. Coastal Region park respondents were also asked to report about how far from home they traveled to get to the park. Table 12 shows that 21% of visitors were local (driving 30 miles or less to reach the park) and another 33% originated 31 to 120 miles from the park. A higher percentage of day users were local (26%) than overnight users (1%). Day users, on average, traveled shorter distances ($M = 367.08$ miles) to visit the park than overnight users ($M = 377.82$ miles).

Table 12. Comparison of day and overnight user distance traveled to the Coastal Region park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
30 miles or less	26	1	21
31 to 60 miles	9	4	8
61 to 90 miles	12	14	13
91 to 120 miles	12	16	12
121 to 150 miles	6	10	7
151 to 250 miles	9	16	10
251 to 500 miles	11	22	13
501 or more miles	15	17	16
Mean / average ^c	367.08	377.82	368.73

^a $\chi^2 = 2408.72, p < .001, V = .50.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c $t = 0.57, p = < .001, r_{pb} = .01.$

Tables 13 and 14 include the average distance traveled by day use and overnight use for individual Coastal Region parks included in the survey. For day users, the highest number of average miles traveled to the park was for Cape Meares State Scenic Viewpoint (750.45 miles). The lowest average miles traveled by day users to visit the park was reported at Jessie Honeyman State Park (124.13 miles). For overnight users, the highest average number of miles traveled to the park was for Sunset Bay State Park (488.64 miles). Lowest average number of miles traveled to an overnight park was reported at Devils Lake State Recreation Area (275.94 miles).

Table 13. Average distance traveled for day user visits at Coastal Region parks included in the survey

Park Name	Average Day Users (Miles)
Jessie Honeyman State Park	124.13
William Tugman State Park	139.76
Sunset Bay State Park	175.33
Fort Stevens State Park	216.54
South Beach State Park	248.73
Harris Beach State Park	272.78
Devils Punchbowl State Natural Area	349.26
Samuel Boardman State Scenic Corridor	604.14
Cape Meares State Scenic Viewpoint	750.45

Table 14. Average distance traveled for overnight user visits at Coastal Region parks included in the survey

Park Name	Average Overnight Users (Miles)
Devils Lake State Recreation Area	275.94
Fort Stevens State Park	281.85
Nehalem Bay State Park	301.23
Beverly Beach State Park	336.40
Jessie Honeyman State Park	366.55
Cape Lookout State Park	382.51
South Beach State Park	382.90
Harris Beach State Park	447.68
Bullards Beach State Park	467.84
Sunset Bay State Park	488.64

Previous Visitation. Survey respondents were asked if they had ever visited the Coastal Region park they were at before their most recent trip. Table 15 shows that 64% of respondents had visited this park before, whereas 36% had not visited previously. There was, however, a significant difference between day users and overnight users, with day users being more likely to have visited this park previously (65%) than overnight users (59%).

Table 15. Comparison of day and overnight user previous visitation to the Coastal Region park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Yes, visited park before	65	59	64
No, not visited park before	35	41	36

^a $\chi^2 = 33.78, p = < .001, \phi = .06.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 16 and 17 include the percentage of previous visitation to the park by day use and overnight use for individual Coastal Region parks included in the survey. For day users, highest repeat visitation was reported at Sunset Bay State Park (82%) and Jessie Honeyman State Park (78%). Lowest repeat visitation at day users was at Samuel Boardman State Scenic Corridor (48%). Highest overnight use repeat visitation was reported at Fort Stevens State Park (68%) and lowest at Sunset Bay State Park (39%).

Table 16. Previous visitation at the park for day user visits at Coastal Region parks included in the survey

Park Name	Day Users Reporting Previous Visit (%) ¹
Sunset Bay State Park	82
Jessie Honeyman State Park	78
William Tugman State Park	74
Fort Stevens State Park	72
Devils Punchbowl	70
Cape Meares State Scenic Viewpoint	66
Harris Beach State Park	65
South Beach State Park	64
Samuel Boardman State Scenic Corridor	47

¹ Cell entries are percentages (%) of users who reported having visited the park before this park visit.

Table 17. Previous visitation at the park for overnight user visits at Coastal Region parks included in the survey

Park Name	Overnight Users Reporting Previous Visit (%) ¹
Fort Stevens State Park	68
Nehalem Bay State Park	64
Beverly Beach State Park	63
Jessie Honeyman State Park	62
Devils Lake State Recreation Area	60
Harris Beach State Park	58
South Beach State Park	56
Bullards Beach State Park	55
Cape Lookout State Park	53
Sunset Bay State Park	39

¹ Cell entries are percentages (%) of users who reported having visited the park before this park visit.

Coastal Region users who had previously visited the park were then asked how many trips they had made to this park in the past 12 months. Table 18 shows that although users had visited an average of eight times in the past 12 months, the highest proportion (26%) had made just one trip to this park in the past year with the majority (62%) having made two or fewer trips. On average, day users had visited significantly more times ($M = 9.51$) than overnight users ($M = 1.32$). For example, 89% of overnight users had visited two or fewer times in the past 12 months and only 2% had visited six or more times, whereas 25% of day users had visited six or more times.

Table 18. Comparison of day and overnight user number of previous visits to the Coastal Region park in the last 12 months ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
0 Trips	17	25	19
1 Trip	22	45	26
2 Trips	17	19	17
3 to 5 Trips	19	9	17
6 to 12 Trips	13	2	11
13 to 24 Trips	5	0	5
More than 24 Trips	7	0	5
Mean / average trips ^c	9.51	1.32	7.92

^a $\chi^2 = 1250.82, p < .001, V = .46.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c $t = .35, p < .001, r_{pb} = .01.$

Tables 19 and 20 include the average number of previous visits to the park in the last 12 months by day use and overnight use for individual Coastal Region parks included in the survey. For day users, highest number of average trips in the last 12 months was reported at Devils Punchbowl State Natural Area (16.55 trips) and Samuel Boardman State Scenic Corridor (15.93 trips). Lowest day user average trips numbers were reported at Harris Beach State Park (3.67 trips) and Fort Stevens State Park (3.74 trips). For overnight users, highest number of average trips in the last 12 months was reported at Harris Beach State Park (1.43 trips) and lowest at Jessie Honeyman State Park (1.10 trips).

Table 19. Average number of previous visits at the park in the last 12 months for day users at Coastal Region parks included in the survey

Park Name	Average Day Users (Trips)
Devils Punchbowl State Natural Area	16.55
Samuel Boardman State Scenic Corridor	15.93
William Tugman State Park	8.50
South Beach State Park	6.46
Jessie Honeyman State Park	4.90
Cape Meares State Scenic Viewpoint	4.59
Sunset Bay State Park	4.37
Fort Stevens State Park	3.74
Harris Beach State Park	3.67

Table 20. Average number of previous visits at the park in the last 12 months for overnight users at Coastal Region parks included in the survey

Park Name	Average Overnight Users (Trips)
Harris Beach State Park	1.43
Devils Lake State Recreation Area	1.42
South Beach State Park	1.40
Fort Stevens State Park	1.40
Nehalem Bay State Park	1.38
Bullards Beach State Park	1.34
Cape Lookout State Park	1.29
Beverly Beach State Park	1.27
Sunset Bay State Park	1.17
Jessie Honeyman State Park	1.10

Group Size. Coastal Region survey respondents were asked to report how many people, including themselves, accompanied them to the park they visited on their most recent trip. Table 21 shows that the average group size was approximately five and a half people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of three to four people (28%) or five to 10 people (27%). Overnight users, on average, visited in larger groups ($M = 6.39$ people) than day users ($M = 5.11$), but these averages were again influenced by a few extremely large groups. The majority of both day users (28%) and overnight users (31%) visited in groups of three or four people. Day users were more likely to visit alone (12%) than overnight users (5%), and overnight users (12%) were also more likely than day users (8%) to visit in large groups consisting of more than 10 people.

Table 21. Comparison of day and overnight user group size at the Coastal Region park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
1 Person (alone)	12	5	11
2 People	25	23	25
3 or 4 People	28	31	28
5 to 10 People	27	29	27
11 to 25 People	6	9	7
More than 25 People	2	3	2
Mean / average ^c	5.11	6.39	5.32

^a $\chi^2 = 280.61, p = <.001, V = .18.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c $t = 6.53, p = <.001, r_{pb} = .07.$

Tables 22 and 23 include the average group size for day use and overnight use for individual Coastal Region parks included in the survey. For day users, highest average group size was reported at William Tugman State Park (8.38 people) and Jessie Honeyman State Park (7.42 people). Lowest day use group size was reported at Samuel Boardman State Scenic Corridor (3.14 people) and Cape Meares State Scenic Viewpoint (3.50 people). For overnight users, highest average group size was reported at Jessie Honeyman State Park (6.76 people) and lowest at Sunset Bay State Park (4.59 people). For day-use parks, the greater the average distance traveled (Table 13), the smaller the average group size.

Table 22. Average group size for day users at Coastal Region parks included in the survey

Park Name	Average Day Users (People)
William Tugman State Park	8.38
Jessie Honeyman State Park	7.42
Sunset Bay State Park	6.65
Fort Stevens State Park	5.28
South Beach State Park	4.40
Harris Beach State Park	4.12
Devils Punchbowl State Natural Area	3.64
Cape Meares State Scenic Viewpoint	3.50
Samuel Boardman State Scenic Corridor	3.14

Table 23. Average group size for overnight users at Coastal Region parks included in the survey

Park Name	Average Overnight Users (People)
Jessie Honeyman State Park	6.76
South Beach State Park	6.69
Nehalem Bay State Park	6.67
Fort Stevens State Park	6.39
Beverly Beach State Park	5.82
Harris Beach State Park	5.28
Bullards Beach State Park	5.24
Cape Lookout State Park	4.97
Devils Lake State Recreation Area	4.64
Sunset Bay State Park	4.59

Bringing Dogs to the Park. The questionnaires asked Coastal Region day users and overnight users if they or anyone else in their group brought dog(s) with them to the park they visited. Table 24 shows that 69% of park users did not bring dogs with them and 31% brought dogs. Overnight users (44%) were significantly more likely than day users (28%) to bring dogs.

Table 24. Comparison of day and overnight users bringing dogs with them to the Coastal Region park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
No, did not bring dog(s)	72	56	69
Yes, brought dog(s)	28	44	31

^a $\chi^2 = 195.02, p < .001, \phi = .16$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 25 and 26 include the percentage of day users and overnight users bringing dogs with them for individual Coastal Region parks included in the survey. For day users, the highest percent of visitors bringing dogs to the park were reported at William Tugman State Park (37%) and Samuel Boardman State Scenic Corridor (36%). Lowest day user percentages bringing dogs were reported at Cape Meares State Scenic Viewpoint (16%) and Harris Beach State Park (23%). For overnight users, the highest percentage of visitors bringing dogs to the park was reported at Bullards Beach State Park (52%) and lowest at Cape Lookout State Park (31%).

Table 25. Percentage of day user groups bringing dogs with them to Coastal Region parks included in the survey ^a

Park Name	Day Users Reporting Bringing Dog (%) ¹
William Tugman State Park	37
Samuel Boardman State Scenic Corridor	36
South Beach State Park	31
Jessie Honeyman State Park	31
Fort Stevens State Park	30
Sunset Bay State Park	29
Devils Punchbowl State Natural Area	25
Harris Beach State Park	23
Cape Meares State Scenic Viewpoint	16

^a Cell entries are percentages (%) of users who reported that they or anyone in their group brought dog(s) with them on this visit to the park.

Table 26. Percentage of overnight user groups bringing dogs with them to Coastal Region parks included in the survey^a

Park Name	Overnight Users Reporting Brining Dog (%) ¹
Bullards Beach State Park	52
South Beach State Park	50
Nehalem Bay State Park	49
Fort Stevens State Park	49
Beverly Beach State Park	42
Harris Beach State Park	41
Devils Lake State Recreation Area	39
Jessie Honeyman State Park	38
Sunset Bay State Park	35
Cape Lookout State Park	31

^a Cell entries are percentages (%) of users who reported that they or anyone in their group brought dog(s) with them on this visit to the park

Transportation to the Park. Respondents were asked how they got to the Coastal Region park on their most recent trip. Table 27 shows that almost all users arrived at the park in their family’s personal vehicle (87%), 6% arrived in somebody else’s vehicle, and 7% arrived in another form of transportation. On average, there were 3.28 people in each personal family vehicle and 3.62 people in somebody else’s vehicle. For all day-use vehicles, there was an average of 3.32 people in the vehicle. For all overnight vehicles, there was an average of 3.26 people in the vehicle. There was a significant, but relatively weak difference between day users and overnight users, with almost all overnight users arriving in their own vehicles (93%) compared to day users (86%) who were slightly more likely to not only use their own vehicles, but also other modes of transportation. “Other” means of transportation reported were rental cars, motorhome/RV/trailers, bicycles, walkers, motorcycles, airline with car rentals, buses, and vans.

Table 27. Comparison of day and overnight user transportation to the Coastal Region park^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
My family’s personal vehicle ^c	86	93	87
Somebody else’s personal vehicle ^d	7	2	6
Other	7	5	7

^a $\chi^2 = 122.81, p = <.001, V = .13.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Number of people in vehicle: mean / average = 3.28 (1-2 people = 44%, 3-4 people = 36%), day user = 3.30, overnight = 3.25.

^d Number of people in vehicle: mean / average = 3.62 (1-4 people = 74%), day user = 3.63, overnight = 3.52.

Tables 28 and 29 include the average number of people per vehicle for day use and overnight use for individual Coastal Region parks included in the survey. For day users, the highest average number of people per vehicle was reported at Jessie Honeyman State Park (4.07 people) and Sunset Bay State Park (3.97 people). The lowest day use average number of people per vehicle was reported at Samuel Boardman State Scenic Corridor (2.81 people) and Devils Punchbowl State Natural Area (2.96 people). For overnight users, highest average numbers per car was reported at Jessie Honeyman State Park (3.47 people) and lowest at Bullards Beach State Park (2.80 people).

Table 28. Average number of people per vehicle for day users at Coastal Region parks included in the survey

Park Name	Average Day Users (People)
Jessie Honeyman State Park	4.07
Sunset Bay State Park	3.97
Fort Stevens State Park	3.68
Harris Beach State Park	3.18
William Tugman State Park	3.13
South Beach State Park	3.09
Cape Meares State Scenic Viewpoint	3.02
Devils Punchbowl State Natural Area	2.96
Samuel Boardman State Scenic Corridor	2.81

Table 29. Average number of people per vehicle for overnight users at Coastal Region parks included in the survey

Park Name	Average Overnight Users (People)
Jessie Honeyman State Park	3.47
Cape Lookout State Park	3.38
Fort Stevens State Park	3.37
Devils Lake State Recreation Area	3.36
Beverly Beach State Park	3.35
South Beach State Park	3.27
Nehalem Bay State Park	3.17
Harris Beach State Park	3.12
Sunset Bay State Park	2.99
Bullards Beach State Park	2.80

Reasons for Visiting. Coastal Region visitors were asked if this park was the main reason for their trip. Table 30 shows that 55% of users considered this park their main destination with significantly more overnight users (74%) than day users (51%) considering it the reason for their trip.

Table 30. Comparison of day and overnight users in whether the Coastal Region park was their main destination ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Primarily for recreation – this park was main destination	51	74	55
Primarily for recreation – main destination was not this park	33	21	31
Primarily for business, family, or other reasons – park was side trip	12	3	11
Some other reason	4	2	4

^a $\chi^2 = 600.48, p < .001, \phi = .26.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 31 and 32 include the percent reporting the park as their main recreation destination for day use and overnight use for individual Coastal Region parks included in the survey. For day users, the highest percent reporting the park as their main recreation destination was reported at William Tugman State Park (70%) and Jessie Honeyman State Park (67%). The lowest day-use percent reporting the park as their main recreation destination was reported at Cape Meares State Scenic Viewpoint (25%) and Samuel Boardman State Scenic Corridor (34%). For overnight users, the highest percent reporting the park as their main recreation destination were at Nehalem Bay State Park (83%) and the lowest at Sunset Bay State Park (58%).

Table 31. Percent reporting the park as their main recreation destination for day users at Coastal Region parks included in the survey

Park Name	Day Users Reporting Main Recreation Destination (%)
William Tugman State Park	71
Jessie Honeyman State Park	67
Sunset Bay State Park	63
South Beach State Park	59
Fort Stevens State Park	54
Devils Punchbowl State Natural Area	53
Harris Beach State Park	46
Samuel Boardman State Scenic Corridor	34
Cape Meares State Scenic Viewpoint	25

Table 32. Percent reporting the park as their main recreation destination for overnight users at Coastal Region parks included in the survey

Park Name	Overnight Users Reporting Main Recreation Destination (%)
Nehalem Bay State Park	83
Fort Stevens State Park	80
Beverly Beach State Park	80
Cape Lookout State Park	75
South Beach State Park	74
Jessie Honeyman State Park	72
Bullards Beach State Park	68
Harris Beach State Park	66
Devils Lake State Recreation Area	65
Sunset Bay State Park	58

Alternatives to Visit. Coastal Region respondents were then asked what things they would have considered doing if they were not able to go to the park for this visit. As shown in Table 33, most users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (56%) or come back another time (16%). Overnight users (70%) were more likely than day users (54%) to go somewhere else for the same activity.

Table 33. Comparison of day and overnight user alternatives to Coastal Region park visit ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Gone somewhere else for same activity ^c	54	70	56
Gone somewhere else for a different activity ^d	8	6	8
Come back another time	16	12	16
Stayed home	8	6	8
Gone to work at my regular job	1	1	1
Something else (none of these)	13	6	12

^a $\chi^2 = 27.69, p < .001, V = .19$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 151.25 miles, day user = 116.49, overnight = 263.58. ($t = 9.73, p < .001, r_{pb} = .15$).

^d If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 130.93 miles, day user = 111.64, overnight = 218.67. ($t = 3.26, p < .001, r_{pb} = .14$).

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

- The most popular activities were visiting the lighthouse (86%), walking or hiking (69%), beachcombing (53%), sightseeing (52%), exploring tidepools (43%), and visiting historic sites (41%); the least popular were scuba diving / snorkeling (<1%), horseback riding (2%), clam digging (3%), and metal detecting / gold panning (3%). Overnight users were more likely to participate in most activities, which is not surprising given that they had more time at the park.
- The most common main activity groups were hiking or walking (19%), sightseeing (12%), and camping (11%). The least common groups were people metal detecting / gold panning (< 1%), participating in ranger-led programs (< 1%), and visiting nature / visitor centers (< 1%). Day users were more likely to consider hiking or walking, sightseeing, and picnicking or barbequing as their primary activities, whereas overnight users were more likely to consider camping or beachcombing as their primary activity.
- Day users spent an average of almost three hours in the park, with 88% of these users spending up to five hours in the park. The majority of day users (70%), however, spent one to three hours. Overnight users spent an average of three days at the park, although the highest proportions spent two (30%) or three (23%) days at the park and an additional 12% spent four days, 8% spent five days, and 8% spent six or more days.

- For day users, the highest average number of hours spent at a park was reported at Fort Stevens State Park (3.84 hours) and lowest at Cape Meares State Scenic Viewpoint (1.43 hours). For overnight users, the highest average number of nights spent at a park was at Nehalem Bay State Park and Bullard Beach State Park (both 3.51 nights) and the lowest at Cape Lookout State Park (2.45 nights).
- Most visitors to Coastal Region parks were non-locals (79%), driving 31 miles or more to reach the park. A higher percentage of day users were local (26%) than overnight users (1%). Day users, on average, traveled shorter distances ($M = 367.08$ miles) to visit the park than overnight users ($M = 377.82$ miles).
- For day users, the highest number of average miles traveled to the park was at Cape Meares State Scenic Viewpoint (750.45 miles) and lowest at Jessie Honeyman State Park (124.13 miles). For overnight users, the highest average number of miles traveled to the park was at Sunset Bay State Park (488.64 miles) and lowest at Devils Lake State Recreation Area (275.94 miles).
- In total, 64% of respondents had visited this park before, but day users were more likely (65%) than overnight users (59%) to have visited before. Although users had visited an average of eight times in the past 12 months, the highest proportion (26%) had made just one trip to this park with the majority (62%) having made two or fewer trips. On average, day users had visited significantly more times ($M = 9.51$) than overnight users ($M = 1.32$).
- For day users, highest repeat visitation was at Sunset Bay State Park (82%) and Jessie Honeyman State Park (78%) and lowest at Samuel Boardman State Scenic Corridor (48%). For overnight users, highest repeat visitation was at Fort Stevens State Park (68%) and lowest at Sunset Bay State Park (39%).
- For day users, the highest number of average trips in the last 12 months was at Devils Punchbowl State Natural Area (16.55 trips) and Samuel Boardman State Scenic Corridor (15.93 trips). For overnight users, the highest number of average trips in the last 12 months was at Harris Beach (1.43 trips) and lowest at Jessie Honeyman (1.10).
- Average group size was approximately five and a half people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of three to four people (28%) or five to 10 people (27%). Overnight

users, on average, visited in larger groups ($M = 6.39$ people) than day users ($M = 5.11$), but these averages were again influenced by a few large groups. The majority of both day users (28%) and overnight users (31%) visited in groups of three to four people.

- For day users, the highest average group size was at William Tugman State Park (8.38 people) and Jessie Honeyman State Park (7.42 people) and lowest at Samuel Boardman State Scenic Corridor (3.14 people) and Cape Meares State Scenic Viewpoint (3.50 people). For overnight users, the highest average group size was at Jessie Honeyman State Park (6.76 people) and lowest at Sunset Bay State Park (4.59 people).
- In total, 69% of users did not bring dogs with them; 31% brought dogs. Overnight users were more likely (44%) than day users (28%) to bring dogs.
- For day use visitors, the highest percentage of visitors bringing dogs to the park were at William Tugman State Park (37%) and Samuel Boardman State Scenic Corridor (36%) and lowest at Cape Meares State Scenic Corridor (16%) and Harris Beach State Park (23%). For overnight users, the highest percentage of visitors bringing dogs to the park was at Bullards Beach State Park (52%) and lowest at Cape Lookout State Park (31%).
- Most users arrived at the park in their family vehicle (87%), 6% came in someone else's vehicle, and 7% in another form of transportation. On average, there were 3.28 people in each family vehicle and 3.62 in someone else's vehicle. For all day-use vehicles, there was an average of 3.32 people in the vehicle.
- For day users, the highest average number of people per vehicle was at Jessie Honeyman State Park (4.07 people) and Sunset Bay State Park (3.97 people) and lowest at Samuel Boardman State Scenic Corridor (2.81 people) and Devils Punchbowl State Natural Area (2.96 people). For overnight users, the highest average number of people per vehicle was at Jessie Honeyman State Park (3.47 people) and lowest at Bullards Beach State Park (2.80 people).
- Over half (55%) of users considered visiting this park the main reason for their trip with significantly more overnight users (74%) than day users (51%) considering this park their main destination.
- For day use visitors, the highest percent reporting the park as their main recreation destination was at William Tugman State Park (70%) and Jessie Honeyman State Park (67%) and lowest at Cape Meares State Scenic Viewpoint (25%) and Samuel Boardman

State Scenic Corridor (34%). For overnight users, the highest percentage reporting the park as their main recreation destination was at Nehalem Bay State Park (83%) and lowest at Sunset Bay State Park (58%).

- If Coastal Region respondents had been unable to go to the park for this visit, most park visitors would have either gone somewhere else for the same activity (56%) or come back another time (16%).

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 the Coastal Region park they visited 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. Spending reports of \$1,000 or more were considered as outliers and omitted from the analysis.

Table 34 includes the percentages of all Coastal Region park day users and overnight users that are local and non-local visitors. Most visitors to the park are non-local (living 31 or more miles from the park) visitors (79%). More overnight users (99%) are non-local than day users (74%).

Table 34. Comparison of Coastal Region day and overnight users, local / non-local ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Local	26	1	21
Non-Local ^c	74	99	79

^a $\chi^2 = 1506.20, p < .001, \phi = .41.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 35 and 36 include the percent reporting being local users for day use and overnight use for individual Coastal Region parks included in the survey. For day users, the highest percent reporting being local users was at William Tugman State Park (62%) and Sunset Bay State Park (41%) and lowest at Cape Meares State Scenic Viewpoint and Devils Punchbowl State Natural

Area (both 11%). For overnight users, the highest percent reporting being local users was at Sunset Bay State Park and five other parks (all at 1%) and the lowest at Beverly Beach State Park, Cape Lookout State Park, and Nehalem Bay State Park (all at 0%).

Table 35. Percent reporting being local users (living 30 miles or less from park) for day users at Coastal Region parks included in the survey

Park Name	Day Users From Local Area (%)
William Tugman State Park	62
Sunset Bay State Park	41
Jessie Honeyman State Park	38
South Beach State Park	30
Fort Stevens State Park	26
Samuel Boardman State Scenic Corridor	18
Harris Beach State Park	17
Devils Punchbowl State Scenic Viewpoint	11
Cape Meares State Scenic Viewpoint	11

Table 36. Percent reporting being local users (living 30 miles or less from park) for overnight users at Coastal Region parks included in the survey

Park Name	Overnight Users From Local Area (%)
Sunset Bay State Park	1
Jessie Honeyman State Park	1
Harris Beach State Park	1
Fort Stevens State Park	1
Devils Lake State Recreation Area	1
Bullards Beach State Park	1
South Beach State Park	<1
Nehalem Bay State Park	0
Cape Lookout State Park	0
Beverly Beach State Park	0

Table 37 shows the proportion of total spending for each Coastal Region visitor profile type and reported on a party trip basis. For local day users, the highest percent reported spending \$1-\$25 (25%) and \$51-\$150 (24%). For local overnight respondents, the highest percent reported spending \$51-\$150 (39%). For non-local day users, the highest percentage (27%) reported

spending \$51-\$150 on their trip. Non-local overnight visitor spending was higher than local day-users, with the highest percentage (40%) reporting spending \$151-\$350 on their trip.

Table 37. Comparison of Coastal Region day and overnight total spending, dollars per party per trip

	<u>Local</u>		<u>Non-Local</u>		All ^a (%)
	Day (%)	Overnight (%)	Day (%)	Overnight (%)	
Spent no money	13	0	5	1	5
\$1 - \$25	25	11	6	1	8
\$26 - \$50	19	0	9	3	9
\$51 - \$150	24	39	27	17	25
\$151 - \$350	11	22	26	40	27
\$351 - \$550	4	6	15	20	14
\$551 - \$1,000	4	22	12	18	12

^a Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Table 38 includes the proportion of Coastal Region 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 (72%) and groceries (59%). Most non-local overnight users reported spending money on groceries (86%), gasoline and oil (83%), camping fees (73%), restaurants and bars (72%), and souvenirs (55%). The “All” spending average is estimated as a weighted average for spending by Coastal Region day-user and overnight users. Most visitors to Coastal Region parks reported spending some money on gasoline and oil (76%), groceries (63%), and restaurants and bars (63%).

Table 38. Comparison of percent of Coastal Region day and overnight party spending of any dollars in eight spending categories ^a

Spending Categories	<u>Local</u>		<u>Non-Local</u>		All ^b (%)
	Day (%)	Overnight (%)	Day (%)	Overnight (%)	
Motel, lodge, cabin, B&B, other lodging	7	5	34	7	25
Camping	10	64	27	73	33
Restaurants and bars	34	43	68	72	63
Groceries	59	91	59	86	63
Gasoline and oil	72	76	75	83	76
Park entry, parking, or recreation use fees	32	50	32	40	33
Recreation and equipment (guide fees, equipment rental)	9	29	12	18	12
Souvenirs, clothing, and other miscellaneous	15	43	38	55	38

^a $\chi^2 = 2041.12$ $p < .001$, $V = .53$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

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

- Non-local overnight visitor party spending was higher than non-local day users, with the highest percentage (40%) reporting spending \$151-\$350 on their trip.
- Most local day user parties reported spending on gasoline and oil (72%) and groceries (59%).
- Most visitors reported spending some money on gasoline and oil (76%), groceries (63%), and restaurants and bars (63%).

Obtaining Information about the Parks

The questionnaires contained several questions examining how users obtained information about state parks such as the park they visited and whether they were able to obtain the information they needed. Table 39 shows that almost all users (95%) were able to find the information they needed when planning their visit to this state park. There were no significant differences between day and overnight users in their responses to these questions.

Table 39. Comparison of day and overnight Coastal Region users in whether they found the information needed ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Yes, found the information needed	95	96	95
No, did not find the information needed	5	4	5

^a $\chi^2 = 3.71, p = .054, \phi = .02.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 40 and 41 include the percent reporting that they found the information needed for their park visit for day use and overnight use for individual Coastal Region parks included in the survey. For day users, the highest percent reporting that they found the information needed was for William Tugman and South Beach State Parks (both 97%). Lowest day-use percent reporting that they found the information needed was at Samuel Boardman State Scenic Corridor (90%) and Devils Punchbowl State Natural Area (92%). For overnight users, the highest percent reporting finding information needed was at Jessie Honeyman State Park (98%) and the lowest at Cape Lookout and Fort Stevens State Parks (both 94%).

Table 40. Percent reporting that they found the information needed for day use visits at Coastal Region parks included in the survey

Park Name	Day Users Able To Find Information Needed (%)
William Tugman State Park	97
South Beach State Park	97
Sunset Bay State Park	96
Jessie Honeyman State Park	96
Fort Stevens State Park	96
Cape Meares State Scenic Viewpoint	96
Harris Beach State Park	95
Devils Punchbowl State Natural Area	92
Samuel Boardman State Scenic Corridor	90

Table 41. Percent reporting that they found the information needed for overnight use visits at Coastal Region parks included in the survey

Park Name	Overnight Users Able To Find Information Needed (%)
Jessie Honeyman State Park	98
Nehalem Bay State Park	97
Devils Lake State Recreation Area	97
Beverly Beach State Park	97
South Beach State Park	96
Harris Beach State Park	96
Bullards Beach State Park	96
Sunset Bay State Park	95
Fort Stevens State Park	94
Cape Lookout State Park	94

Coastal Region 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 an Oregon State Park such as the one they visited. Table 42 shows that the most heavily used sources of information were previous visits (72% used sometimes or often), friends or family members (71%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 66%), highway signs (59%), and brochures (47%). The least used sources were health care providers (10%), videos or DVDs (14%), church (16%), work (19%), and radio (19%). Day users and overnight users differed significantly on all but five information sources, with day users utilizing almost all of these sources much more often. Overnight users (93%), however, were more likely than day users (60%) to obtain information from official internet websites and more likely (48%) than day users (47%) to obtain information from brochures.

Table 42. Comparison of Coastal Region day and overnight user use of information sources

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
Previous visit	72	70	72	4.07	.396	.07
Friends / family	72	65	71	3.41	.492	.07
Highway signs	64	35	59	144.01	< .001	.42
Official internet websites (OPRD)	60	93	66	86.55	< .001	.33
Brochures	47	48	47	10.67	.031	.11
Other	37	24	35	2.60	.627	.10
Magazines	34	21	32	5.99	.200	.09
Books	33	25	31	15.47	.004	.14
Newspapers	31	15	28	19.01	.001	.16
Social media websites	29	21	27	7.08	.132	.10
Television	24	11	21	27.92	< .001	.19
Radio	21	8	19	39.50	< .001	.22
Work	20	15	19	15.80	.003	.14
Community organizations or church	18	9	16	18.47	.001	.15
Videos / DVDs	15	7	14	17.01	.002	.15
Health care providers	12	5	10	28.05	< .001	.19

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 43 and 44 include the top five day use and overnight use information sources used for individual Coastal Region parks included in the survey.

Table 43. Top five information sources used by day users at Coastal Region parks included in the survey

Park Name	Information Source	Day Users (%) ¹
Cape Meares State Scenic Viewpoint	Highway signs	75
	Friends / family	72
	Official internet websites (OPRD)	71
	Brochures	68
	Previous visit	62
Devils Punchbowl State Natural Area	Previous visit	71
	Friends / family	70
	Highway signs	63
	Official internet websites (OPRD)	57
	Brochures	40
Fort Stevens State Park	Previous visit	75
	Friends / family	74
	Official internet websites (OPRD)	65
	Highway signs	62
	Brochures	41
Harris Beach State Park	Previous visit	70
	Friends / family	67
	Highway signs	57
	Official internet websites (OPRD)	54
	Brochures	47
Jessie Honeyman State Park	Previous visit	79
	Friends / family	78
	Highway signs	68
	Official internet websites (OPRD)	56
	Brochures	46
Samuel Boardman State Scenic Corridor	Highway signs	76
	Friends / family	71
	Previous visit	68
	Official internet websites (OPRD)	61
	Brochures	52
South Beach State Park	Previous visit	72
	Highway signs	68
	Friends / family	67
	Official internet websites (OPRD)	61
	Brochures	51

Table 43 (Continued). Top five information sources used by day users at Coastal Region parks included in the survey

Park Name	Information Source	Day Users (%) ¹
Sunset Bay State Park	Previous visit	78
	Friends / family	76
	Highway signs	58
	Official internet websites (OPRD)	53
	Brochures	45
William Tugman State Park	Previous visit	74
	Friends / family	68
	Highway signs	57
	Official internet websites (OPRD)	52
	Brochures	39

¹ Cell entries are percentages (%) of users who used the information source “sometimes” to “often.”

Table 44. Top five information sources used by overnight users at Coastal Region parks included in the survey

Park Name	Information Source	Overnight Users (%) ¹
Beverly Beach State Park	Official internet websites (OPRD)	92
	Previous visit	73
	Friends / family	66
	Brochures	48
	Highway signs	35
Bullards Beach State Park	Official internet websites (OPRD)	92
	Previous visit	71
	Friends / family	58
	Brochures	53
	Highway signs	36
Cape Lookout State Park	Official internet websites (OPRD)	94
	Previous visit	66
	Friends / family	63
	Brochures	43
	Highway signs	36
Devils Lake State Recreation Area	Official internet websites (OPRD)	94
	Previous visit	63
	Friends / family	59
	Brochures	45
	Highway signs	38

Table 44 (Continued). Top five information sources used by overnight users at Coastal Region parks included in the survey

Park Name	Information Source	Overnight Users (%) ¹
Fort Stevens State Park	Official internet websites (OPRD)	93
	Previous visit	74
	Friends / family	71
	Brochures	50
	Highway signs	33
Harris Beach State Park	Official internet websites (OPRD)	93
	Previous visit	65
	Friends / family	57
	Brochures	50
	Highway signs	35
Jessie Honeyman State Park	Official internet websites (OPRD)	94
	Previous visit	72
	Friends / family	70
	Brochures	43
	Highway signs	35
Nehalem Bay State Park	Official internet websites (OPRD)	94
	Previous visit	73
	Friends / family	65
	Brochures	44
	Highway signs	35
South Beach State Park	Official internet websites (OPRD)	92
	Previous visit	68
	Friends / family	65
	Brochures	51
	Highway signs	34
Sunset Bay State Park	Official internet websites (OPRD)	95
	Friends / family	61
	Previous visit	56
	Brochures	52
	Highway signs	33

¹ Cell entries are percentages (%) of users who used the information source “sometimes” to “often.”

Coastal Region respondents were then asked to specify from this list of information sources what one source they would use first when obtaining information about an Oregon State Park such as the one they visited. Table 45 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (55%) as the first primary information source, followed by friends or family (20%), and previous visits (7%). Few people used other sources when obtaining information. There was a significant difference between day users and overnight users, with overnight users almost entirely dependent on official internet websites as their primary source (86%). Day users were also heavily dependent on these websites (47%), but also used other sources such as friends and family (23%) and previous visits (8%).

Table 45. Comparison of Coastal Region day and overnight users for primary information source ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Official internet websites (OPRD)	47	86	55
Friends / family	23	6	20
Previous visit	8	4	7
Highway signs	6	< 1	5
Brochures	6	1	5
Other	4	1	3
Books	2	0	2
Social media websites	2	1	2
Magazines	1	< 1	1
Newspapers	1	0	1
Television	1	< 1	1
Radio	1	0	< 1
Work	1	< 1	< 1
Community organizations or church	< 1	< 1	< 1
Videos / DVDs	< 1	0	< 1
Health care providers	0	0	0

^a $\chi^2 = 1961.75, p < .001, V = .51$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 46 and 47 include the top three primary information sources for day use and overnight use for individual Coastal Region parks included in the survey.

Table 46. Top three primary information sources used by day users at Coastal Region parks included in the survey

Park Name	Information Source	Day Users (%) ^a
Cape Meares State Scenic Viewpoint	Official internet websites (OPRD)	54
	Friends / family	16
	Brochures	9
Devils Punchbowl State Natural Area	Official internet websites (OPRD)	46
	Friends / family	25
	Previous visit	9
Fort Stevens State Park	Official internet websites (OPRD)	54
	Friends / family	25
	Previous visit	9
Harris Beach State Park	Official internet websites (OPRD)	44
	Friends / family	19
	Brochures	9
Jessie Honeyman State Park	Official internet websites (OPRD)	42
	Friends / family	32
	Previous visit	7
Samuel Boardman State Scenic Corridor	Official internet websites (OPRD)	44
	Friends / family	20
	Highway signs	12
South Beach State Park	Official internet websites (OPRD)	47
	Friends / family	18
	Highway signs	10
Sunset Bay State Park	Official internet websites (OPRD)	42
	Friends / family	29
	Previous visit	10
William Tugman State Park	Official internet websites (OPRD)	45
	Friends / family	27
	Previous visit	9

^a Cell entries are percentages (%) of users who reported a primary information source used.

Table 47. Top three primary information sources used by overnight users at Coastal Region parks included in the survey

Park Name	Information Source	Day Users (%) ^a
Beverly Beach State Park	Official internet websites (OPRD)	85
	Friends / family	7
	Previous visit	5
Bullards Beach State Park	Official internet websites (OPRD)	82
	Friends / family	7
	Previous visit	6
Cape Lookout State Park	Official internet websites (OPRD)	86
	Friends / family	6
	Previous visit	3
Devils Lake State Recreation Area	Official internet websites (OPRD)	88
	Friends / family	5
	Previous visit	3
Fort Stevens State Park	Official internet websites (OPRD)	86
	Friends / family	7
	Previous visit	3
Harris Beach State Park	Official internet websites (OPRD)	85
	Friends / family	6
	Previous visit	4
Jessie Honeyman State Park	Official internet websites (OPRD)	88
	Friends / family	7
	Previous visit	3
Nehalem Bay State Park	Official internet websites (OPRD)	89
	Previous visit	4
	Brochures	4
South Beach State Park	Official internet websites (OPRD)	87
	Friends / family	5
	Previous visit	4
Sunset Bay State Park	Official internet websites (OPRD)	86
	Friends / family	6
	Previous visit	2

^a Cell entries are percentages (%) of users who reported a primary information source used.

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

- Almost all Coastal Region users (95%) were able to find the information they needed when planning their visit to the park they visited.
- For day users, the highest percentage reporting that they found the information needed for their trip was for William Tugman and South Beach State Parks (both 97%) and lowest at Samuel Boardman State Scenic Corridor (90%) and Devils Punchbowl State Natural Area (92%). For overnight users, the highest percentage reporting finding information needed was at Jessie Honeyman State Park (98%) and the lowest at Cape Lookout and Fort Stevens State Parks (both 94%).
- The most heavily used sources of information were previous visits (72% used sometimes or often), friends or family members (71%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 66%), highway signs (59%), and brochures (47%). The least used sources were health care providers (10%), videos or DVDs (14%), church (16%), work (19%), and radio (19%). Coastal Region day users utilized most sources much more often, but overnight users (93%) were more likely than day users (60%) to obtain information from official internet websites.
- Official internet websites were used by most Coastal Region respondents (55%) as their first primary information source, followed by friends or family (22%), and past visits (7%). Overnight users were almost entirely dependent on official websites as their primary source (86%). Day users were also heavily dependent on these websites (47%), but also used other sources such as friends or family (23%) and previous visits (8%).

Satisfaction with Experiences and Conditions

Overall Satisfaction. Coastal Region respondents were asked overall, how dissatisfied or satisfied were you with your *overall experience* at the park they visited? Table 48 shows that overall satisfaction was extremely high, as 95% were satisfied and almost no respondents (5%) were dissatisfied. In addition, the highest proportion of users was “very satisfied” (62%).

Table 48. Comparison of Coastal Region day and overnight user overall satisfaction ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Very Satisfied	63	56	62
Satisfied	32	38	33
Dissatisfied or Neutral	5	6	5

^a $\chi^2 = 140.00, p < .001, V = .12.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 49 and 50 include the percent of respondents reporting overall satisfaction (users rating overall satisfaction as either “very satisfied” or “satisfied”) for day use and overnight use for individual Coastal Region parks included in the survey. For day users, highest levels of overall satisfaction were reported at Sunset Bay State Park (98%), South Beach State Park (97%), and Fort Stevens State Park (97%). Lowest day-use levels of overall satisfaction were reported at Devils Punchbowl State Natural Area and Samuel Boardman State Scenic Corridor (both 93%). For overnight users, highest levels of overall satisfaction were reported at Cape Lookout State Park (96%) and the lowest at Devils Lake State Recreation Area (89%).

Table 49. Percent of day users reporting overall satisfaction at Coastal Region parks included in the survey

Park Name	Day Users Reporting Overall Satisfaction (%) ^a
Sunset Bay State Park	98
South Beach State Park	97
Fort Stevens State Park	97
Cape Meares State Scenic Viewpoint	95
William Tugman State Park	95
Jessie Honeyman State Park	94
Harris Beach State Park	94
Samuel Boardman State Scenic Corridor	93
Devils Punchbowl State Natural Area	93

^a Cell entries are percentages (%) of users rating overall satisfaction as either “very satisfied” or “satisfied.”

Table 50. Percent of overnight users reporting overall satisfaction at Coastal Region parks included in the survey

Park Name	Overnight Users Reporting Overall Satisfaction (%) ^a
Cape Lookout State Park	96
Harris Beach State Park	95
Bullards Beach State Park	95
Sunset Bay State Park	94
Nehalem Bay State Park	94
Beverly Beach State Park	94
South Beach State Park	93
Jessie Honeyman State Park	93
Fort Stevens State Park	93
Devils Lake State Recreation Area	89

^a Cell entries are percentages (%) of users rating overall satisfaction as either “very satisfied” or “satisfied.”

Satisfaction and Expectations with Specific Characteristics. Although almost all users were satisfied with their overall visit at Coastal Region parks, this does not indicate that they were satisfied with every aspect of the park they visited. This project, therefore, first measured respondent *expectations* by asking them the extent they believed that several attributes of the park they visited 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 51 shows that the most important characteristics were the park’s cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (96%), cleanliness of toilets (94%), good value for fee paid (90%), courteousness of park staff (86%), parking for vehicles (85%), and number of toilets (85%). The least important attributes were the facilities for groups to gather (48%), number of information / education programs or materials (50%), ease of movement or access (e.g., wheelchair, elderly, baby stroller; 54%), quality of information / education programs or materials (55%), and presence of park rangers (64%). There were differences among day users and overnight users for all 19 possible comparisons. Day users considered parking, signs with directions to the park, ease of movement or access, quality of information / education programs or materials, and facilities for groups to gather to be more important. Overnight users felt that cleanliness of park and bathrooms, absence of litter, good value for fee paid, number of toilets, courteousness and presence of staff, personal safety, signs with directions in the park, condition

and number of trails, information about park hazards, and variety of things to do were more important at Coastal Region parks. Responses for two additional items that were asked in the questionnaires administered only to overnight users showed that 95% of overnight users considered the comfort of campsites to be important and 88% believed that shading provided by trees and other structures was important.

Table 51. Comparison of Coastal Region day and overnight user specific *expectations* at the park

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
Cleanliness of park (graffiti, lawns)	95	98	96	100.83	< .001	.11
Absence of litter	95	97	96	30.13	< .001	.06
Cleanliness of toilets / bathrooms	94	96	94	218.61	< .001	.16
Parking for vehicles	87	78	85	222.34	< .001	.16
Good value for fee paid at the park	87	95	90	103.99	< .001	.15
Number of toilets / bathrooms	84	89	85	48.00	< .001	.08
Courteousness of rangers / personnel	84	93	86	170.83	< .001	.15
Personal safety	82	91	84	218.25	< .001	.16
Signs with directions <i>in</i> the park	78	81	79	75.78	< .001	.10
Signs with directions <i>to</i> the park	78	72	77	95.64	< .001	.11
Condition / maintenance of trails	76	79	77	43.61	< .001	.07
Information about conditions / hazards	73	74	73	27.60	< .001	.06
Variety of things to do	70	72	70	57.33	< .001	.08
Number of park trails	68	74	69	79.28	< .001	.10
Presence of park rangers / personnel	61	81	64	453.74	< .001	.23
Ease of movement / access (wheelchair, elderly, stroller)	58	37	54	437.32	< .001	.23
Quality of educational information	56	53	55	78.01	< .001	.10
Facilities for groups to gather	53	27	48	569.87	< .001	.26
Amount of educational information	51	48	50	77.09	< .001	.10
Comfort of campsites ^c	--	95	--	--	--	--
Shading provided by trees / structures ^c	--	88	--	--	--	--

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Only asked in questionnaires of overnight users, not day users.

Tables 52 and 53 include the top five day user and overnight user rated park attributes in terms of importance for individual Coastal Region parks included in the survey.

Table 52. Top five most important park attributes rated by day users at Coastal Region parks included in the survey

Park Name	Park Attribute	Day Users (%) ^a
Cape Meares State Scenic Viewpoint	Cleanliness of park (graffiti, lawns)	96
	Absence of litter	95
	Cleanliness of toilets / bathrooms	91
	Courteousness of rangers / personnel	90
	Parking for vehicles	88
Devils Punchbowl State Natural Area	Absence of litter	94
	Cleanliness of park (graffiti, lawns)	92
	Cleanliness of toilets / bathrooms	91
	Parking for vehicles	80
	Number of toilets / bathrooms	79
Fort Stevens State Park	Cleanliness of park (graffiti, lawns)	97
	Absence of litter	96
	Cleanliness of toilets / bathrooms	94
	Parking for vehicles	91
	Number of toilets / bathrooms	87
Harris Beach State Park	Cleanliness of park (graffiti, lawns)	96
	Absence of litter	95
	Cleanliness of toilets / bathrooms	94
	Parking for vehicles	85
	Number of toilets / bathrooms	84
Jessie Honeyman State Park	Cleanliness of toilets / bathrooms	97
	Cleanliness of park (graffiti, lawns)	95
	Absence of litter	96
	Number of toilets / bathrooms	90
	Courteousness of rangers / personnel	90
Samuel Boardman State Scenic Corridor	Absence of litter	94
	Cleanliness of park (graffiti, lawns)	93
	Cleanliness of toilets / bathrooms	89
	Parking for vehicles	84
	Condition / maintenance of trails	80
South Beach State Park	Absence of litter	97
	Cleanliness of park (graffiti, lawns)	95
	Cleanliness of toilets / bathrooms	95
	Courteousness of rangers / personnel	88
	Number of toilets / bathrooms	87

Table 52. (Continued). Top five most important park attributes rated by day users at Coastal Region parks included in the survey

Park Name	Park Attribute	Day Users (%) ^a
Sunset Bay State Park	Cleanliness of park (graffiti, lawns)	98
	Absence of litter	97
	Cleanliness of toilets / bathrooms	97
	Parking for vehicles	91
	Number of toilets / bathrooms	89
William Tugman State Park	Cleanliness of park (graffiti, lawns)	98
	Cleanliness of toilets / bathrooms	97
	Absence of litter	96
	Number of toilets / bathrooms	92
	Personal safety	90

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

Table 53. Top five most important park attributes rated by overnight users at Coastal Region parks included in the survey

Park Name	Park Attribute	Overnight Users (%) ^a
Beverly Beach State Park	Cleanliness of park (graffiti, lawns)	98
	Absence of litter	97
	Cleanliness of toilets / bathrooms	97
	Comfort of campsites	95
	Good value for fee paid at the park	95
Bullards Beach State Park	Cleanliness of park (graffiti, lawns)	99
	Absence of litter	99
	Comfort of campsites	97
	Good value for fee paid at the park	97
	Courteousness of rangers / personnel	96
Cape Lookout State Park	Cleanliness of park (graffiti, lawns)	98
	Absence of litter	96
	Cleanliness of toilets / bathrooms	96
	Comfort of campsites	94
	Good value for fee paid at the park	94
Devils Lake State Recreation Area	Cleanliness of park (graffiti, lawns)	98
	Absence of litter	97
	Good value for fee paid at the park	97
	Cleanliness of toilets / bathrooms	96
	Comfort of campsites	96

Table 53 (Continued). Top five most important park attributes rated by overnight users at Coastal Region parks included in the survey

Park Name	Park Attribute	Overnight Users (%) ^a
Fort Stevens State Park	Cleanliness of park (graffiti, lawns)	99
	Absence of litter	98
	Good value for fee paid at the park	96
	Cleanliness of toilets / bathrooms	95
	Courteousness of rangers / personnel	95
Harris Beach State Park	Cleanliness of park (graffiti, lawns)	99
	Absence of litter	98
	Cleanliness of toilets / bathrooms	96
	Good value for fee paid at the park	96
	Comfort of campsites	96
Jessie Honeyman State Park	Cleanliness of park (graffiti, lawns)	99
	Absence of litter	98
	Cleanliness of toilets / bathrooms	97
	Comfort of campsites	96
	Good value for fee paid at the park	95
Nehalem Bay State Park	Cleanliness of park (graffiti, lawns)	98
	Absence of litter	96
	Cleanliness of toilets / bathrooms	96
	Good value for fee paid at the park	95
	Comfort of campsites	94
South Beach State Park	Absence of litter	98
	Cleanliness of park (graffiti, lawns)	98
	Cleanliness of toilets / bathrooms	96
	Comfort of campsites	95
	Courteousness of rangers / personnel	93
Sunset Bay State Park	Cleanliness of park (graffiti, lawns)	98
	Absence of litter	97
	Cleanliness of toilets / bathrooms	97
	Good value for fee paid at the park	95
	Comfort of campsites	95

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

Table 54 shows that the majority of users were satisfied with most of these characteristics at Coastal Region parks. Users were most satisfied with park cleanliness (95%), absence of litter (91%), level of personal safety (89%), value for fee(s) paid (86%), number of toilets / bathrooms

(86%), and courteousness of park staff (86%). Users were least satisfied with the facilities for groups to gather (63%), amount and quality of educational information provided (both 64%), and ease of movement / access (e.g., wheelchair, elderly, stroller; 68%). Day users were more satisfied with the group facilities, ease of movement, and parking for vehicles at Coastal Region parks. Overnight users were slightly more satisfied with the park’s cleanliness, lack of litter, cleanliness of toilets, fee(s) paid, number of toilets / bathrooms, courteousness of park staff, level of personal safety, signs with directions in and to the park, information about park hazards, variety of things to do, number and condition of trails, presence of park staff, and amount and quality of educational information provided. Overnight users were also satisfied with the comfort of campsites (89%) and shading provided by trees (88%).

Tables 55 and 56 include the top five day user and overnight user rated park attributes in terms of satisfaction for individual Coastal Region parks included in the survey.

Table 54. Comparison of Coastal Region day and overnight user specific *satisfactions* at the park

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
Cleanliness of park (graffiti, lawns)	94	97	95	37.20	< .001	.07
Absence of litter	91	95	91	60.55	< .001	.09
Cleanliness of toilets / bathrooms	82	84	83	37.67	< .001	.07
Parking for vehicles	84	82	84	48.14	< .001	.08
Good value for fee paid at the park	84	89	86	41.49	< .001	.09
Number of toilets / bathrooms	85	89	86	27.80	< .001	.06
Courteousness of rangers / personnel	85	91	86	138.36	< .001	.13
Personal safety	88	94	89	88.06	< .001	.11
Signs with directions <i>in</i> the park	77	84	78	86.75	< .001	.11
Signs with directions <i>to</i> the park	80	81	80	38.51	< .001	.07
Condition / maintenance of trails	78	84	79	46.96	< .001	.08
Information about conditions / hazards	70	74	71	27.04	< .001	.06
Variety of things to do	81	84	82	10.31	.035	.04
Number of park trails	75	82	76	79.86	< .001	.10
Presence of park rangers / personnel	78	89	80	184.15	< .001	.15
Ease of movement / access (wheelchair, elderly, stroller)	69	61	68	149.90	< .001	.14
Quality of educational information	64	67	64	20.68	< .001	.05
Facilities for groups to gather	67	47	63	309.05	< .001	.20
Amount of educational information	63	67	64	36.14	< .001	.07
Comfort of campsites ^c	--	89	--	--	--	--
Shading provided by trees / structures ^c	--	88	--	--	--	--

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Only asked in questionnaires of overnight users, not day users.

Table 55. Top five park attributes with highest satisfaction rated by day users at Coastal Region parks included in the survey

Park Name	Park Attribute	Day Users (%) ^a
Cape Meares State Scenic Viewpoint	Cleanliness of park (graffiti, lawns)	95
	Absence of litter	94
	Courteousness of rangers / personnel	92
	Personal safety	90
	Presence of rangers / personnel	88
Devils Punchbowl State Natural Area	Cleanliness of park (graffiti, lawns)	91
	Absence of litter	84
	Number of toilets / bathrooms	83
	Personal safety	80
	Cleanliness of toilets / bathrooms	75
Fort Stevens State Park	Cleanliness of park (graffiti, lawns)	95
	Absence of litter	89
	Courteousness of rangers / personnel	89
	Personal safety	87
	Number of toilets / bathrooms	86
Harris Beach State Park	Cleanliness of park (graffiti, lawns)	94
	Absence of litter	90
	Cleanliness of toilets / bathrooms	88
	Personal safety	86
	Number of toilets / bathrooms	86
Jessie Honeyman State Park	Cleanliness of toilets / bathrooms	96
	Absence of litter	93
	Personal safety	90
	Courteousness of rangers / personnel	88
	Variety of things to do	88
Samuel Boardman State Scenic Corridor	Cleanliness of park (graffiti, lawns)	93
	Absence of litter	92
	Personal safety	88
	Parking for vehicles	84
	Courteousness of rangers / personnel	80
South Beach State Park	Cleanliness of park (graffiti, lawns)	94
	Absence of litter	91
	Personal safety	90
	Number of toilets / bathrooms	90
	Parking for vehicles	88

Table 55 (Continued). Top five park attributes with highest satisfaction rated by day users at Coastal Region parks included in the survey

Park Name	Park Attribute	Day Users (%) ^{a1}
Sunset Bay State Park	Cleanliness of park (graffiti, lawns)	95
	Absence of litter	91
	Number of toilets / bathrooms	90
	Parking for vehicles	89
	Courteousness of rangers / personnel	89
William Tugman State Park	Cleanliness of park (graffiti, lawns)	95
	Absence of litter	94
	Cleanliness of toilets / bathrooms	93
	Number of toilets / bathrooms	93
	Personal safety	90

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

Table 56. Top five park attributes with highest satisfaction rated by overnight users at Coastal Region parks included in the survey

Park Name	Park Attribute	Overnight Users (%) ^a
Beverly Beach State Park	Cleanliness of park (graffiti, lawns)	97
	Absence of litter	94
	Personal safety	93
	Shading provided by trees or other structures	93
	Number of toilets / bathrooms	92
Bullards Beach State Park	Cleanliness of park (graffiti, lawns)	99
	Absence of litter	98
	Personal safety	96
	Courteousness of rangers / personnel	94
	Comfort of campsites	93
Cape Lookout State Park	Cleanliness of park (graffiti, lawns)	95
	Personal safety	95
	Absence of litter	91
	Courteousness of rangers / personnel	91
	Good value for fee paid at the park	88
Devils Lake State Recreation Area	Cleanliness of park (graffiti, lawns)	95
	Absence of litter	95
	Personal safety	91
	Number of toilets / bathrooms	90
	Cleanliness of toilets / bathrooms	89

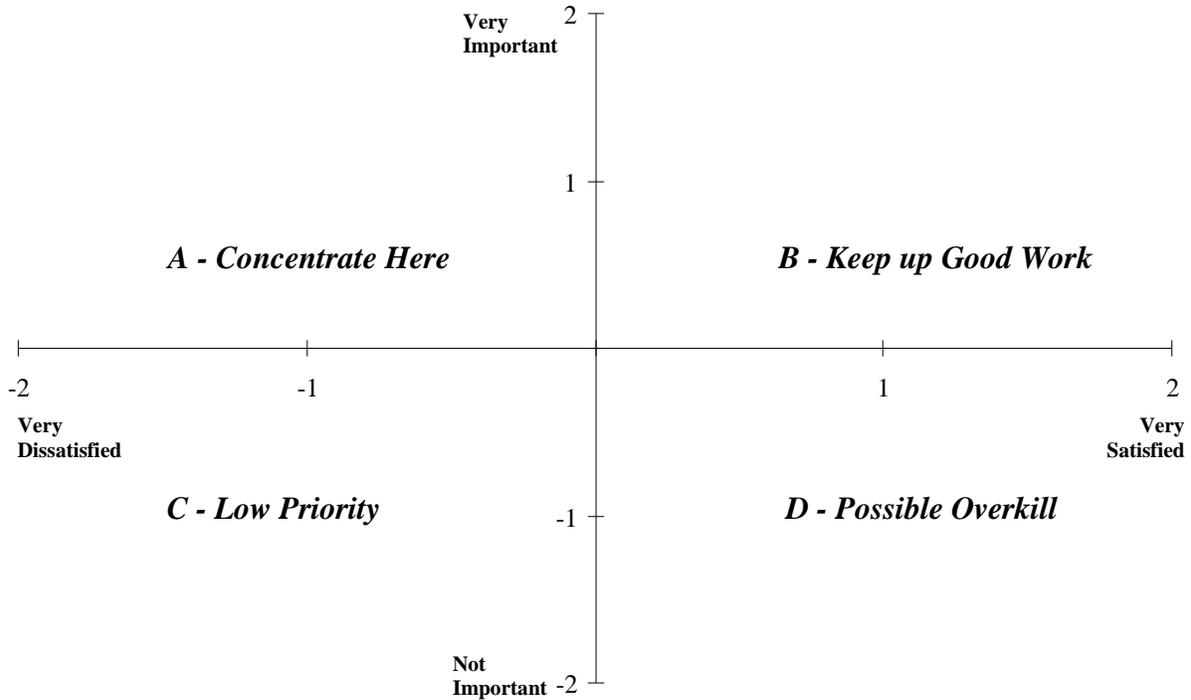
Table 56 (Continued). Top five park attributes with highest satisfaction rated by overnight users at Coastal Region parks included in the survey

Park Name	Park Attribute	Overnight Users (%) ^a
Fort Stevens State Park	Cleanliness of park (graffiti, lawns)	97
	Absence of litter	94
	Personal safety	93
	Number of park trails	91
	Condition / maintenance of trails	91
Harris Beach State Park	Absence of litter	99
	Cleanliness of park (graffiti, lawns)	98
	Good value for fee paid at the park	95
	Personal safety	94
	Number of toilets / bathrooms	94
Jessie Honeyman State Park	Cleanliness of park (graffiti, lawns)	97
	Absence of litter	96
	Personal safety	94
	Good value for fee paid at the park	94
	Shading provided by trees / structures	93
Nehalem Bay State Park	Cleanliness of park (graffiti, lawns)	96
	Absence of litter	94
	Personal safety	94
	Courteousness of rangers / personnel	91
	Good value for fee paid at the park	91
South Beach State Park	Cleanliness of park (graffiti, lawns)	96
	Absence of litter	95
	Personal safety	93
	Comfort of campsites	88
	Number of toilets / bathrooms	86
Sunset Bay State Park	Cleanliness of park (graffiti, lawns)	98
	Absence of litter	97
	Courteousness of rangers / personnel	94
	Personal safety	93
	Presence of rangers / personnel	93

^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 Coastal Region *day users*

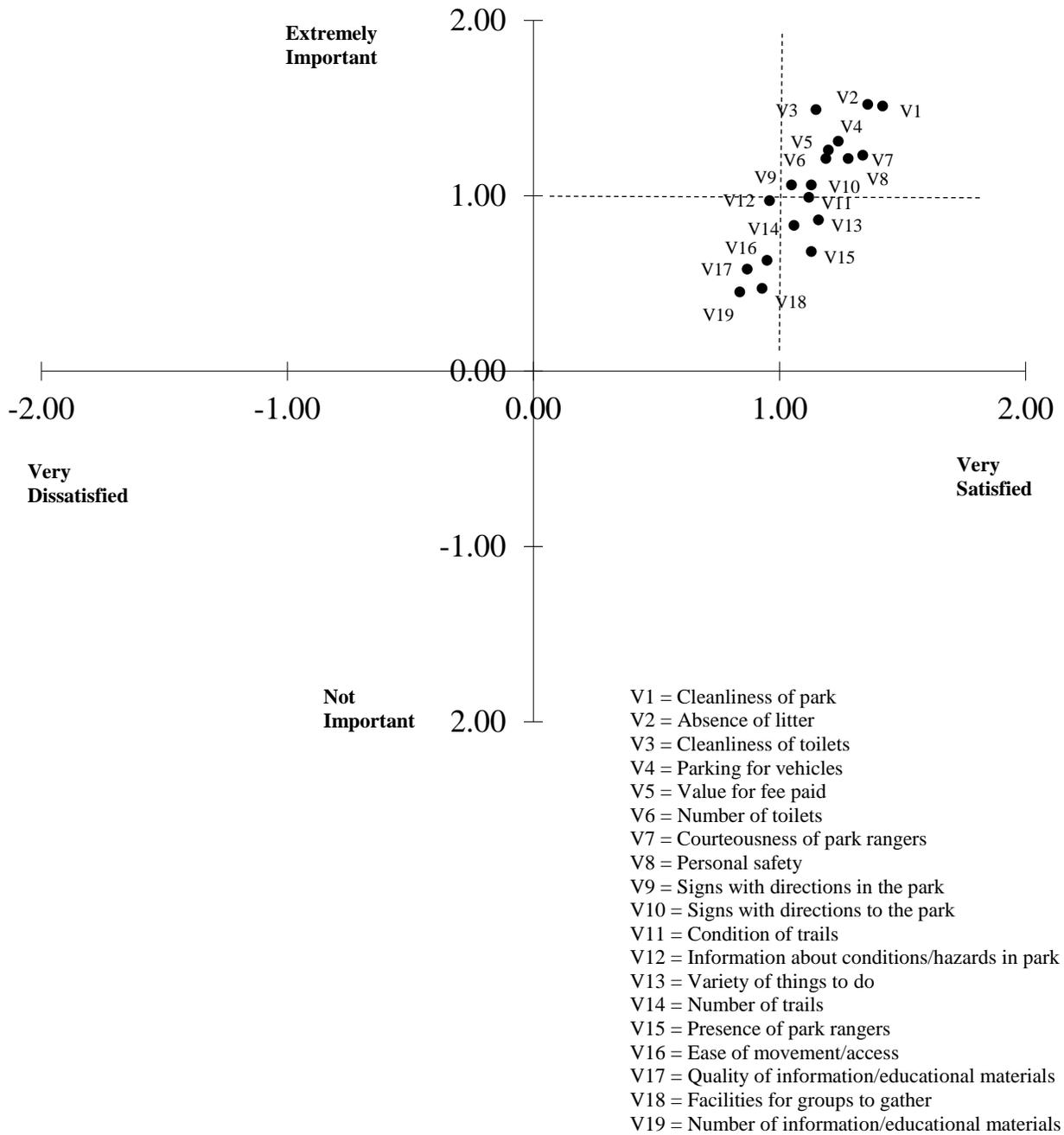


Figure 3. Importance-performance (I-P) analysis matrix for Coastal Region *overnight users*

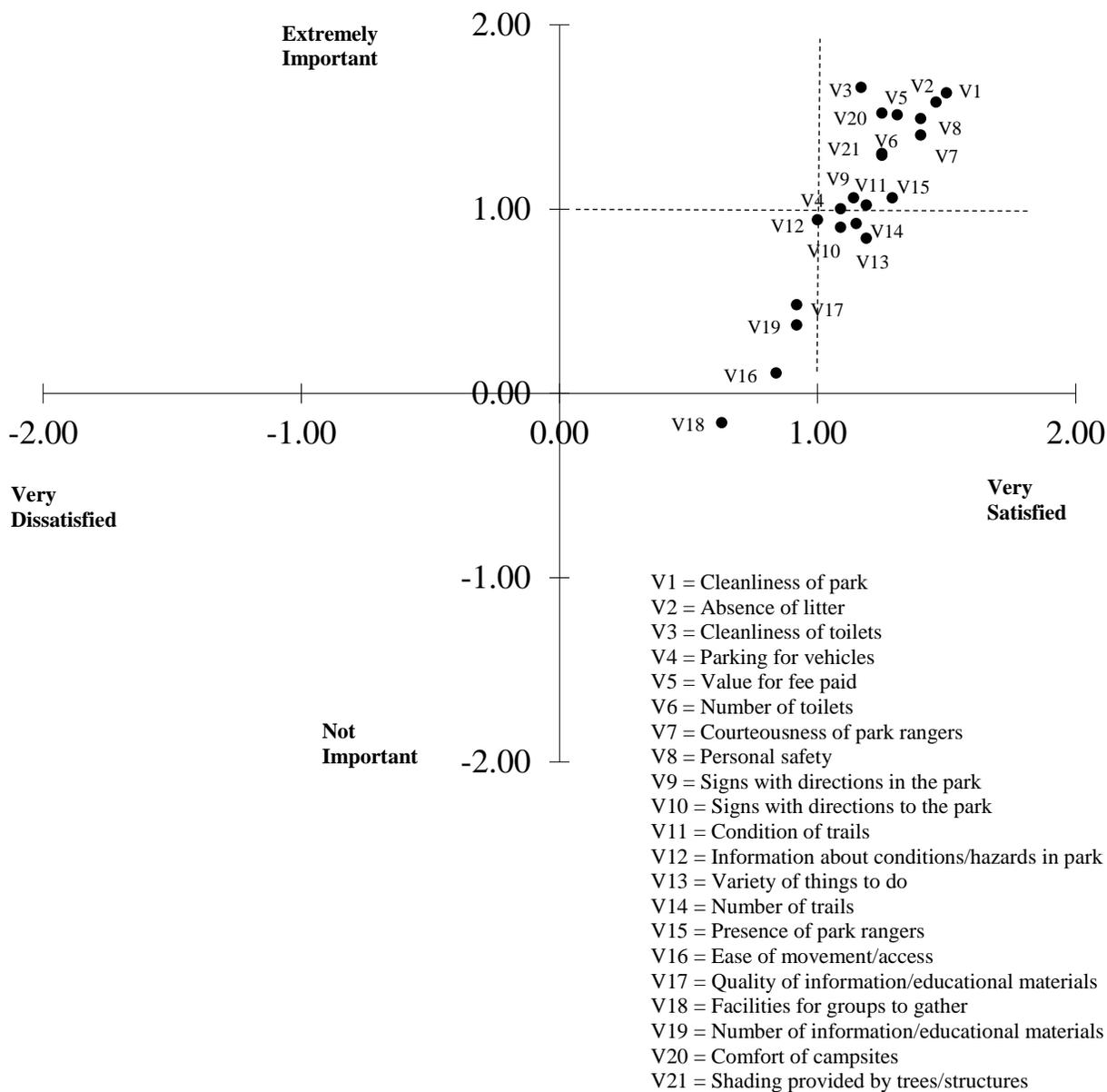


Figure 2 is the I-P matrix for day users and Figure 3 is the matrix for overnight users. Both matrices show that almost all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff was doing a good job managing conditions and experiences at Coastal Region parks. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the “keep up the good work” quadrant within the dashed lines included in Figures 2 and 3. These results also show that park staff was doing a good job managing conditions and experiences at Coastal Region parks.

Tables 57 and 58 include the areas of concern identified by the I-P analysis for day use and overnight use for individual Coastal Region parks included in the survey.

Table 57. Areas of concern identified by Importance-performance (I-P) analysis by day users at Coastal Region parks included in the survey

Park Name	I-P concerns identified
Cape Meares State Scenic Viewpoint	Number of information/educational materials Quality of information/educational materials Ease of movement/access Variety of things to do Presence of park rangers Information about conditions/hazards in park Number of trails
Devils Punchbowl State Natural Area	Cleanliness of toilets Parking for vehicles
Fort Stevens State Park	None – Keep up the good work
Harris Beach State Park	Condition of trails Signs with directions in the park Information about conditions/hazards in park Number of trails Variety of things to do Ease of movement/access Presence of park rangers Facilities for groups to gather
Jessie Honeyman State Park	None – Keep up the good work
Samuel Boardman State Scenic Corridor	Information about conditions/hazards in park Signs with directions in the park
South Beach State Park	None – Keep up the good work
Sunset Bay State Park	Facilities for groups to gather Ease of movement/access Presence of park rangers
William Tugman State Park	None – Keep up the good work

Table 58. Areas of concern identified by Importance-performance (I-P) analysis by overnight users at Coastal Region parks included in the survey

Park Name	I-P concerns identified
Beverly Beach State Park	None – Keep up the good work
Bullards Beach State Park	None – Keep up the good work
Cape Lookout State Park	Cleanliness of toilets Shading provided by trees/structures
Devils Lake State Recreation Area	Parking for vehicles
Fort Stevens State Park	None – Keep up the good work
Harris Beach State Park	None – Keep up the good work
Jessie Honeyman State Park	None – Keep up the good work
Nehalem Bay State Park	None – Keep up the good work
South Beach State Park	None – Keep up the good work
Sunset Bay State Park	None – Keep up the good work

Respondents were asked several additional questions about their satisfaction with the Coastal Region park they visited, including that park’s natural environment, facilities and services, and fees. Users were also asked how likely they would return to this state park. Table 59 shows high user satisfaction with the environment (96%), facilities and services (89%), and fees at this park (79%). Overnight users (95%) were significantly less satisfied than day users (96%) with the park’s natural environment, and day users (89%) were significantly less satisfied than overnight users (90%) with the facilities and services at this park. Day users (74%) were also significantly less satisfied than overnight users (86%) with the fee paid. In total, 91% of respondents said they were likely to return the Coastal Region park they visited in the future, with day users (92%) more likely than overnight users to return (87%).

Table 59. Comparison of Coastal Region day and overnight user likelihood of returning and satisfaction with the park fees, facilities, and environment

	User Group			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^a			
Satisfaction with natural environment ^b	96	95	96	16.40	< .001	.08
Satisfaction with facilities and services ^b	89	90	89	67.70	< .001	.09
Satisfaction with fee paid ^b	74	86	79	102.62	< .001	.13
Likelihood of returning ^c	92	87	91	104.87	< .001	.11

^a Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^b Cell entries are percentages (%) of users who rated the characteristic as “satisfied” or “very satisfied.”

^c Cell entries are percentages (%) of users who said they were “likely” or “very likely” to return to the park in the future.

Tables 60 and 61 include the percent of respondents reporting satisfaction (users rating satisfaction as either “very satisfied” or “satisfied”) with the natural environment for day use and overnight use for individual parks included in the survey. For day users, highest levels of satisfaction with the natural environment were reported at Sunset Bay State Park (98%), Fort Stevens State Park (97%), and Cape Meares State Scenic Viewpoint (97%). Lowest day user levels of satisfaction with the natural environment were reported at Devils Punchbowl State Natural Area, Jessie Honeyman State Park, and Samuel Boardman State Scenic Corridor (all 95%). For overnight users, highest levels of satisfaction with the natural environment were reported at Harris Beach State Park (97%) and the lowest at Devils Lake State Recreation Area (89%).

Table 60. Percent of day users reporting satisfaction with the natural environment at Coastal Region parks included in the survey

Park Name	Day Users Satisfaction With Natural Environment (%) ^a
Sunset Bay State Park	98
Fort Stevens State Park	97
Cape Meares State Scenic Viewpoint	97
William Tugman State Park	96
South Beach State Park	96
Harris Beach State Park	96
Samuel Boardman State Scenic Corridor	95
Jessie Honeyman State Park	95
Devils Punchbowl State Natural Area	95

^a Cell entries are percentages (%) of users rating satisfaction with the park’s natural environment as either “very satisfied” or “satisfied.”

Table 61. Percent of overnight users reporting satisfaction with the natural environment at Coastal Region parks included in the survey

Park Name	Overnight Users Satisfaction With Natural Environment(%) ^a
Harris Beach State Park	97
Sunset Bay State Park	96
Cape Lookout State Park	96
Beverly Beach State Park	96
Nehalem Bay State Park	95
Jessie Honeyman State Park	95
Fort Stevens State Park	95
Bullards Beach State Park	95
South Beach State Park	91
Devils Lake State Recreation Area	89

^a Cell entries are percentages (%) of users rating satisfaction with the park’s natural environment as either “very satisfied” or “satisfied.”

Tables 62 and 63 include the percent of respondents reporting satisfaction (users rating satisfaction as either “very satisfied” or “satisfied”) with the facilities / services for day use and overnight use for individual parks included in the survey. For day users, highest levels of satisfaction with the facilities / services were reported at William Tugman State Park (95%), Sunset Bay State Park (92%), South Beach State Park (91%), and Harris Beach State Park (91%). Lowest day user levels of satisfaction with the facilities / services were reported at Devils Punchbowl State Natural Area (84%), and Fort Stevens State Park (87%). For overnight users, highest levels of satisfaction with the facilities / services were reported at Harris Beach and Bullards Beach State Parks (both 93%) and the lowest at Cape Lookout State Park (85%).

Table 62. Percent of day users reporting satisfaction with the facilities / services at Coastal Region parks included in the survey

Park Name	Day Users Satisfaction With Facilities/Services (%) ^a
William Tugman State Park	95
Sunset Bay State Park	92
South Beach State Park	91
Harris Beach State Park	91
Samuel Boardman State Scenic Corridor	89
Jessie Honeyman State Park	89
Cape Meares State Scenic Viewpoint	89
Fort Stevens State Park	87
Devils Punchbowl State Natural Area	84

^a Cell entries are percentages (%) of users rating satisfaction with the park’s facilities / services as either “very satisfied” or “satisfied.”

Table 63. Percent of overnight users reporting satisfaction with the facilities / services at Coastal Region parks included in the survey

Park Name	Overnight Users Satisfaction With Facilities/Services (%) ^a
Harris Beach State Park	93
Bullards Beach State Park	93
Sunset Bay State Park	92
Beverly Beach State Park	91
South Beach State Park	90
Nehalem Bay State Park	90
Devils Lake State Recreation Area	90
Fort Stevens State Park	88
Jessie Honeyman State Park	87
Cape Lookout State Park	85

^a Cell entries are percentages (%) of users rating satisfaction with the park’s facilities/ services as either “very satisfied” or “satisfied.”

Tables 64 and 65 include the percent of respondents reporting satisfaction (users rating satisfaction as either “very satisfied” or “satisfied”) with the fee paid for day use and overnight use for individual parks included in the survey. For overnight users, highest levels of satisfaction with the fee paid were reported at Harris Beach State Park (91%), Sunset Bay and Jessie Honeyman State Parks (both 90%). Lowest overnight visitor levels of satisfaction with the fee paid were reported at South Beach State Park (81%).

Table 64. Percent of day users reporting satisfaction with the fee paid at Coastal Region parks included in the survey

Park Name	Day Users Satisfaction With Fee Paid (%) ^a
Fort Stevens State Park	75
Jessie Honeyman State Park	72
William Tugman State Park	No fee
Sunset Bay State Park	No fee
South Beach State Park	No fee
Samuel Boardman State Scenic Corridor	No fee
Harris Beach State Park	No fee
Devils Punchbowl State Natural Area	No fee
Cape Meares State Scenic Viewpoint	No fee

^a Cell entries are percentages (%) of users rating satisfaction with the fee that they paid at the park as either “very satisfied” or “satisfied.”

Table 65. Percent of overnight users reporting satisfaction with the fee paid at Coastal Region parks included in the survey

Park Name	Overnight Users Satisfaction With Fee Paid (%) ^a
Harris Beach State Park	91
Sunset Bay State Park	90
Jessie Honeyman State Park	90
Nehalem Bay State Park	88
Cape Lookout State Park	87
Bullards Beach State Park	87
Fort Stevens State Park	85
Devils Lake State Recreation Area	84
Beverly Beach State Park	84
South Beach State Park	81

^a Cell entries are percentages (%) of users rating satisfaction with the fee that they paid at the park as either “very satisfied” or “satisfied.”

Tables 66 and 67 include the percent of respondents reporting that they would return to the park in the future (users reporting likelihood of return to the park as either “very likely” or “likely”) for day use and overnight use for individual parks included in the survey. For day users, highest levels of intention to return to the park were reported at William Tugman State Park (96%), Fort Stevens State Park (96%), and Sunset Bay State Park (95%). Lowest day user levels of intention to return were reported at Cape Meares State Scenic Viewpoint (81%), and Samuel Boardman State Scenic Corridor (89%). For overnight users, highest levels of intention to return were reported at Bullards Beach State Parks (97%) and the lowest at Devils Lake State Recreation Area (80%).

Table 66. Percent of day users reporting they would return to the park in the future at Coastal Region parks included in the survey

Park Name	Day Users Likely To Return To Park In Future (%) ^a
William Tugman State Park	96
Fort Stevens State Park	96
Sunset Bay State Park	95
South Beach State Park	93
Harris Beach State Park	93
Jessie Honeyman State Park	92
Devils Punchbowl State Natural Area	91
Samuel Boardman State Scenic Corridor	89
Cape Meares State Scenic Viewpoint	81

^a Cell entries are percentages (%) of users reporting likelihood to return to park in future as either “likely” or “very likely.”

Table 67. Percent of overnight users reporting they would return to the park in the future at Coastal Region parks included in the survey

Park Name	Overnight Users Likely To Return To Park In Future (%) ^a
Bullards Beach State Park	97
Nehalem Bay State Park	91
Harris Beach State Park	91
Cape Lookout State Park	89
Beverly Beach State Park	88
Jessie Honeyman State Park	87
Fort Stevens State Park	86
Sunset Bay State Park	84
South Beach State Park	84
Devils Lake State Natural Area	80

^a Cell entries are percentages (%) of users reporting likelihood to return to park in future as either “likely” or “very likely.”

Encounters, Norms, and Crowding. The concepts of reported encounters, perceived crowding, and norms (i.e., maximum acceptance or tolerance) have received considerable attention in the recreation literature. *Reported encounters* describe a subjective count of the number of other people that an individual remembers observing in an area. *Perceived crowding* is a subjective and negative evaluation that this reported number of encounters or people observed in an area is too many. Understanding users’ reported encounters and perceived crowding, however, may not reveal maximum acceptable or tolerable use levels, or an understanding of how use should be

managed and monitored. *Norms* offer a theoretical and applied basis to help address these issues. Norms are standards that individuals use for evaluating activities, environments, or management strategies as good or bad, better or worse, and they help to clarify what people believe conditions *should* or *should not be*. 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 68. Comparison of Coastal Region day and overnight user encounters, norms, and crowding

	User Group			<i>t</i> value	<i>p</i> value	Effect size <i>r</i> _{pb}
	Day Users	Overnight Users	Total ^a			
Encounters with other people ^b	72.63	121.41	79.14	18.02	< .001	.20
Perception of crowding ^c	2.94	4.03	3.12	22.42	< .001	.23
Maximum tolerance for encountering other people (norm) ^d	137.31	134.44	137.18	0.24	.813	.01

^a Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^b Cell entries are mean numbers of people seen / encountered on users' most recent trip. Median = 50, Mode = 100.

^c Cell entries are means 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 = 3, Mode = 1, Percent crowded = 49% (46% Day Users, 68% Overnight).

^d Cell entries are mean maximum numbers of people that users would accept seeing / encountering. Median = 100, Mode = 100.

Table 68 shows that, on average, Coastal Region park users encountered approximately 79 other people on their visit at the park they visited, but would be willing to accept encountering a maximum of approximately 137 other users. Overnight users encountered significantly more people ($M = 121.41$) than day users ($M = 72.63$), but overnight users would accept seeing slightly fewer people ($M = 134.44$) than day users ($M = 137.31$). On average, both day users and overnight users felt slightly crowded, but overnight users felt significantly more crowded; 49% of all park users felt some degree of crowding on their visit, with 46% of day users feeling crowded and 68% of overnight users feeling crowded. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day-use areas are at "low normal", where a problem situation does not exist at this time and the area may offer unique low-density experiences. However, crowding at the overnight use area is at "more than capacity", and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences.

Table 69 includes the percent of respondents reporting feeling crowded (users reporting being “slightly crowded,” “moderately crowded,” or “extremely crowded”) for day users for individual Coastal Region parks included in the survey. For day users, highest levels of crowding were reported at Jessie Honeyman State Park (71%) and Devils Punchbowl State Natural Area (62%). Crowding at day-use areas at Jessie Honeyman State Park was at “more than capacity”, and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences. Crowding at Devils Punchbowl State Natural Area day-use areas was at “high normal”, where visitation is probably not greater than carrying capacity but may be tending in that direction. Crowding at other Coastal Region park day-use areas were in the “low normal” and “suppressed crowding” crowding categories where crowding is not likely to exist at this time.

Table 69. Percent of day users reporting feeling crowded at Coastal Region parks included in the survey

Park Name	Day Users Reporting Feeling Crowded (%) ^a	Capacity Judgment
Jessie Honeyman State Park	71	More than capacity ^e
Devils Punchbowl State Natural Area	62	High normal ^d
Fort Stevens State Park	48	Low normal ^c
Cape Meares State Scenic Viewpoint	47	Low normal ^c
Sunset Bay State Park	45	Low normal ^c
South Beach State Park	42	Low normal ^c
Harris Beach State Park	42	Low normal ^c
William Tugman State Park	29	Suppressed crowding ^b
Samuel Boardman State Scenic Corridor	26	Suppressed crowding ^b

^a Cell entries are percentages (%) of users who reported being “slightly crowded,” “moderately crowded,” or “extremely crowded.”

^b “Suppressed crowding” where crowding is limited by management or situational factors and may offer unique low-density experiences.

^c “Low normal” where access, displacement, or crowding problems are not likely to exist at this time.

^d “High normal” where visitation is probably not greater than carrying capacity but may be tending in that direction.

^e “More than capacity” where further studies and management actions focusing on social carrying capacity may be necessary to preserve the quality of experiences at this park.

Table 70 includes the percent of overnight respondents reporting feeling crowded for individual Coastal Region parks included in the survey. For overnight users, highest levels of crowding were reported at South Beach (74%), Nehalem Bay (71%), and Fort Stevens (71%) State Parks. Crowding at overnight areas at South Beach, Nehalem Bay, Fort Stevens, Beverly Beach, Sunset Bay, Jessie Honeyman, Cape Lookout, and Harris Beach State Parks are at “more than capacity”, and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences. Crowding at Bullards Beach overnight areas are at “high normal”, where visitation is probably not greater than carrying capacity but may be tending in that direction. Finally, crowding levels at Devils Lake State Recreation Area are in the “low normal” crowding categories where crowding is not likely to exist at this time.

Table 70. Percent of overnight users reporting feeling crowded at Coastal Region parks included in the survey

Park Name	Overnight Users Reporting Feeling Crowded (%) ^a	Capacity Judgment
South Beach State Park	74	More than capacity ^d
Nehalem Bay State Park	71	More than capacity ^d
Fort Stevens State Park	71	More than capacity ^d
Beverly Beach State Park	69	More than capacity ^d
Sunset Bay State Park	68	More than capacity ^d
Jessie Honeyman State Park	68	More than capacity ^d
Cape Lookout State Park	68	More than capacity ^d
Harris Beach State Park	62	More than capacity ^d
Bullards Beach State Park	56	High normal ^c
Devils Lake State Recreation Area	47	Low normal ^b

^a Cell entries are percentages (%) of users who reported being “slightly crowded,” “moderately crowded,” or “extremely crowded.”

^b “Low normal” where access, displacement, or crowding problems are not likely to exist at this time.

^c “High normal” where visitation is probably not greater than carrying capacity but may be tending in that direction.

^d “More than capacity” where further studies and management actions focusing on social carrying capacity may be necessary to preserve the quality of experiences at this park.

To estimate whether there are potential social carrying capacity problems at a recreation site, it is also important to examine relationships among encounters, norms, and crowding. In particular, it is important to determine what proportion of users is encountering more people than they would tolerate at a site (i.e., their norm). Research has shown that when recreationists encounter more people than they believe are acceptable (i.e., their norm), they feel more crowded compared to those who encounter less than they would accept (Needham, Rollins, & Wood, 2004; Vaske & Donnelly, 2002). If many users are encountering more people than they feel are acceptable, management may need to address social capacity related issues (e.g., quotas, zoning).

Table 71. Relationships among Coastal Region encounters and norms

	Reported encounters compared to norm ^a	
	% Fewer encounters	% More encounters
Day Users	74	26
Overnight Users	34	66
Total ^b	73	27

^a Percent of users who encountered either fewer than or more than their norm (minimum acceptable condition).

^b Cell entries based on data weighted by population proportions to represent total population of all park users.

Table 71 shows relationships among encounters and norms at Coastal Region parks. In total, 73% of all users reported encountering fewer people than their norm, with 27% encountering more than their maximum tolerance. Crowding scores were significantly higher for users reporting more encounters than their norm. Most day users (74%) did not encounter more people than they would tolerate, but 66% of overnight users did encounter more people than their maximum acceptance. Taken together, these results suggest that crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate, but the majority of overnight users felt crowded and a large proportion were already encountering more people than they would tolerate in the overnight use areas.

Tables 72 and 73 include the percent of respondents reporting encountering more people than their norm for day use and overnight use for individual parks included in the survey. For day users, highest levels of those encountering more people than their maximum acceptance were reported at Jessie Honeyman State Park (43%) and Fort Stevens State Park (35%). Lowest day-

use levels of encountering more people than their maximum acceptance were reported at Samuel Boardman State Scenic Corridor and William Tugman State park (both 18%). These results indicate that crowding among day users at all Coastal Region parks included in the survey was reasonably low.

For overnight users, highest levels of encountering more people than their maximum acceptance were reported at Fort Stevens State Park (82%) and Nehalem Bay State Park (78%) and lowest at Beverly Beach State Park (42%) and Bullards Beach State Park (48%). Taken together, these results suggest that crowding at some overnight locations is of concern, including South Beach State Park, Nehalem Bay State Park, Fort Stevens State Park, Sunset Bay State Park, Jessie Honeyman State Park, Cape Lookout State Park, and Harris Beach State Park, where crowding among overnight users was “More than capacity” and a majority of overnight users were encountering more people than they would tolerate in the overnight areas.

Table 72. Percent of day users reporting more encounters than their norm at Coastal Region parks included in the survey

Park Name	Day Users Reporting More Encounters Than Norm (%) ^a
Jessie Honeyman State Park	43
Fort Stevens State Park	35
Devils Punchbowl State Natural Area	26
Cape Meares State Scenic Viewpoint	26
Harris Beach State Park	24
South Beach State Park	23
Sunset Bay State Park	21
William Tugman State Park	18
Samuel Boardman State Scenic Corridor	18

^a Cell entries are percentages (%) of users reporting encountering more than the maximum number of people that they would tolerate seeing at this park.

Table 73. Percent of overnight users reporting more encounters than their norm at Coastal Region parks included in the survey

Park Name	Overnight Users Reporting More Encounters Than Norm (%) ^a
Fort Stevens State Park	82
Nehalem Bay State Park	78
South Beach State Park	74
Jessie Honeyman State Park	73
Devils Lake State Recreation Area	73
Harris Beach State Park	68
Sunset Bay State Park	63
Cape Lookout State Park	53
Bullards Beach State Park	48
Beverly Beach State Park	42

^a Cell entries are percentages (%) of users reporting encountering more than the maximum number of people that they would tolerate seeing at this park.

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

- Users considered the most important characteristics at the Coastal Region park they visited were its cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (96%), cleanliness of toilets (94%), good value for fee paid at the park (90%), courteousness of park staff (86%), parking for vehicles (85%), and number of toilets (85%). The least important attributes were the facilities for groups to gather (48%), number of information / education programs or materials (50%), ease of movement or access (e.g., wheelchair, elderly, stroller; 54%), quality of information / education programs or materials (55%), and presence of park rangers (64%). Day users considered parking, signs with directions to the park, ease of movement or access, quality of information / education programs or materials, and facilities for groups to gather to be more important. Overnight users considered the cleanliness of park and bathrooms, absence of litter, good value for fee paid, number of toilets, courteousness and presence of staff, personal safety, signs with directions in the park, condition and number of trails, information about park hazards, and having a variety of things to do to be more important at Coastal Region parks. Almost all (95%) overnight users considered comfort of campsites to be important and 88% believed that shading provided by trees and other structures was important.
- Overall satisfaction among users was extremely high, as 95% were satisfied with the highest proportion of users being “very satisfied” (62%). Coastal Region users were most

satisfied with the park's cleanliness (95%), absence of litter (91%), value for fee(s) paid (86%), number of toilets / bathrooms (86%), and courteousness of staff (86%). Users were least satisfied with facilities for groups to gather (63%), amount and quality of educational materials (both 64%), and ease of movement / access (e.g., wheelchair, stroller; 68). Day users were more satisfied with the group facilities, ease of movement, and parking for vehicles, whereas overnight users were more satisfied with the park's cleanliness, lack of litter, cleanliness of toilets, fee(s) paid, number of toilets / bathrooms, courteousness of park staff, level of personal safety, signs with direction in an to the park, information about park hazards, variety of things to do, number and condition of park trails, presence of park staff, and amount and quality of educational information provided. Overnight users were also satisfied with the comfort of campsites (89%) and shading provided by trees (88%). Most respondents (91%) said they were likely to return to the park they visited in the future.

- An Importance – Performance analysis showed that all Coastal Region park attributes were in the “keep up the good work” category, indicating that users thought that staff was doing a good job managing conditions and experiences.
- An Importance – Performance analysis of Cape Meares State Scenic Viewpoint day users showed that areas of concern include number and quality of information/educational materials, ease of movement / access, variety of things to do, presence of park rangers, information about conditions / hazards in the park, and number of trails.
- An Importance – Performance analysis of Devils Punchbowl State Natural Area day users showed that areas of concern include cleanliness of toilets and parking for vehicles.
- An Importance – Performance analysis of Harris Beach State Park day users showed that areas of concern include condition of trails, signs with directions in the park, information about conditions / hazards in the park, number of trails, variety of things to do, ease of movement / access, presence of park rangers, and facilities for groups to gather.
- An Importance – Performance analysis of Samuel Boardman State Scenic Corridor day users showed that areas of concern include information about conditions / hazards in the park and signs with directions in the park.

- An Importance – Performance analysis of Sunset Bay State Park day users showed that areas of concern include facilities for groups to gather, ease of movement / access, and presence of park rangers.
- An Importance – Performance analysis of Cape Lookout State Park overnight users showed that areas of concern include cleanliness of toilets and shading provided by trees / structures.
- An Importance – Performance analysis of Devils Lake State Recreation Area overnight users showed that areas of concern include parking for vehicles.
- Crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate, but the majority of Coastal Region overnight users felt crowded (68%) and a large proportion were already encountering more people than they would tolerate in the park’s overnight use areas (66%). This suggests that crowding at the overnight use area is at “more than capacity”, and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences.
- For overnight users, highest levels of crowding were reported at South Beach (74%), Nehalem Bay (71%), and Fort Stevens (71%) State Parks.
- The results suggest that crowding at some overnight locations is of concern, including South Beach State Park, Nehalem Bay State Park, Fort Stevens State Park, Sunset Bay State Park, Jessie Honeyman State Park, Cape Lookout State Park and Harris Beach State Park, where crowding among overnight users was “More than capacity” and a majority of overnight users were encountering more people than they would tolerate in the overnight areas.

Attitudes about Management Strategies

Several items in the questionnaires examined user attitudes about possible management strategies at Coastal Region parks included in the survey. Users were asked, for example, the extent they opposed or supported several potential new strategies for this park. Table 74 shows that the most strongly supported strategies were to provide more opportunities at the park for viewing wildlife (70%), recycling containers (66%), trash cans (60%), opportunities for hiking (60%), information and education (nature, history; 58%), and opportunities for escaping crowds (57%). The least supported strategies were to close park to all recreation / tourism activities (8%), limit the number of people allowed per day (21%), provide downloadable mobile phone applications (27%), limit the number of large groups allowed (29%), provide wireless internet access (34%), and provide more enclosed shelters (39%).

Day users were significantly more supportive of providing more opportunities for viewing wildlife, recycling containers, trash cans, information and education, better facility maintenance and upkeep, group picnic areas, paved trails, enclosed shelters, ranger-led programs, downloadable mobile phone applications, closing park to all recreation / tourism activities, as well as supporting not changing anything, making the park more pet friendly and restoring the park to historical conditions (Table 74). Overnight users were more supportive of requiring dogs be kept on leash at all times, providing wireless internet access in park, hiking opportunities, opportunities for escaping crowds, natural buffers to block view of development, and limiting the number of large groups and people allowed in the park. Overnight users were also asked to rate their support of five additional strategies specifically related to lodging and camping in the park. The majority of these users only supported adding more space between campsites (61%), and providing campsites accommodating both RV and tent camping (58%). They were least supportive of providing more group camping areas (20%), walk in campsites (21%), and more tent camping in campgrounds (36%).

Table 74. Comparison of Coastal Region day and overnight user attitudes about management at the park

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
More opportunities for viewing wildlife	70	68	70	50.30	< .001	.08
More recycling containers	68	59	66	85.28	< .001	.11
More trash cans	62	53	60	71.42	< .001	.10
More opportunities for hiking	60	61	60	55.52	< .001	.09
More info / education (nature, history)	59	50	58	194.38	< .001	.17
Do not change anything / keep as is	56	36	53	338.66	< .001	.21
More opportunities for escaping crowds	56	63	57	69.18	< .001	.10
Require dogs be kept on leash at all times	54	64	56	102.36	< .001	.12
Better maintenance / upkeep of facilities	53	48	52	29.54	< .001	.06
Restore to historical conditions	50	42	49	92.14	< .001	.11
More group picnic areas	50	23	45	627.47	< .001	.29
Natural buffers block view of development	49	62	51	183.89	< .001	.16
More paved trails	44	40	43	47.83	< .001	.08
Make park more pet friendly	43	36	42	51.07	< .001	.08
More enclosed shelters	42	27	39	242.29	< .001	.18
More programs led by rangers	42	38	42	93.14	< .001	.11
Wireless internet access in park	31	51	34	323.26	< .001	.21
Downloadable mobile phone applications	27	26	27	85.29	< .001	.11
Limit the number of large groups allowed	27	42	29	385.89	< .001	.23
Limit number of people allowed per day	18	36	21	886.51	< .001	.35
Close park to all recreation/tourism activities	9	3	8	138.40	< .001	.14
More space between campsites ^c	--	61	--	--	--	--
More walk in / cart in campsites ^c	--	21	--	--	--	--
More tent camping in campgrounds ^c	--	36	--	--	--	--
Campsites with both RV and tent camping ^c	--	58	--	--	--	--
More group camping areas ^c	--	20	--	--	--	--

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Only asked in questionnaires of overnight users, not day users.

Tables 75 and 76 include the top five day user and overnight user rated park management strategies for individual Coastal Region parks included in the survey.

Table 75. Top five park management strategies rated by day users at Coastal Region parks included in the survey

Park Name	Management Strategy	Day Users (%) ^a
Cape Meares State Scenic Viewpoint	More opportunities for viewing wildlife	75
	Require dogs be kept on leash at all times	67
	More opportunities for hiking	63
	More info / education (nature, history)	61
	Restore to historical conditions	60
Devils Punchbowl State Natural Area	More recycling containers	77
	More opportunities for viewing wildlife	69
	More trash cans	68
	More info / education (nature, history)	63
	More opportunities for hiking	61
Fort Stevens State Park	More opportunities for viewing wildlife	71
	More recycling containers	68
	More trash cans	65
	Do not change anything / keep as is	57
	More info / education (nature, history)	57
Harris Beach State Park	More opportunities for viewing wildlife	70
	More recycling containers	62
	Do not change anything / keep as is	62
	More opportunities for hiking	59
	More info / education (nature, history)	58
Jessie Honeyman State Park	More recycling containers	70
	More opportunities for escaping crowds	69
	More opportunities for viewing wildlife	68
	Require dogs be kept on leash at all times	68
	More trash cans	63
Samuel Boardman State Scenic Corridor	More opportunities for viewing wildlife	68
	More recycling containers	68
	More opportunities for hiking	64
	More trash cans	64
	More info / education (nature, history)	59
South Beach State Park	More recycling containers	75
	More opportunities for viewing wildlife	73
	More trash cans	65
	More opportunities for hiking	63
	More opportunities for escaping crowds	61

Table 75 (Continued). Top five park management strategies rated by day users at Coastal Region parks included in the survey

Park Name	Management Strategy	Day Users (%) ^a
Sunset Bay State Park	More recycling containers	70
	More opportunities for viewing wildlife	65
	More trash cans	64
	More info / education (nature, history)	62
	Require dogs be kept on leash at all times	58
William Tugman State Park	More opportunities for viewing wildlife	70
	More recycling containers	64
	More opportunities for hiking	62
	Require dogs be kept on leash at all times	60
	More trash cans	58

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

Table 76. Top five park management strategies rated by overnight users at Coastal Region parks included in the survey

Park Name	Management Strategy	Overnight Users (%) ^a
Beverly Beach State Park	More opportunities for viewing wildlife	70
	More opportunities for hiking	65
	Require dogs be kept on leash at all times	65
	More space between campsites	63
	More recycling containers	63
Bullards Beach State Park	Require dogs be kept on leash at all times	71
	More opportunities for viewing wildlife	65
	Wireless internet access in park	63
	Natural buffers block view of development	62
	Campsites with both RV and tent camping	62
Cape Lookout State Park	More opportunities for viewing wildlife	72
	More opportunities for escaping crowds	70
	More recycling containers	68
	Natural buffers block view of development	67
	More opportunities for hiking	65
Devils Lake State Recreation Area	Natural buffers block view of development	72
	More opportunities for viewing wildlife	68
	Require dogs be kept on leash at all times	67
	More opportunities for escaping crowds	63
	More opportunities for hiking	63

Table 76 (Continued). Top five park management strategies rated by overnight users at Coastal Region parks included in the survey

Park Name	Management Strategy	Overnight Users (%) ^a
Fort Stevens State Park	More opportunities for viewing wildlife	69
	Require dogs be kept on leash at all times	69
	More space between campsites	67
	Campsites with both RV and tent camping	64
	More opportunities for escaping crowds	61
Harris Beach State Park	More opportunities for viewing wildlife	70
	Require dogs be kept on leash at all times	68
	Natural buffers block view of development	66
	More opportunities for hiking	63
	More opportunities for escaping crowds	61
Jessie Honeyman State Park	More opportunities for viewing wildlife	64
	Require dogs be kept on leash at all times	64
	More opportunities for hiking	64
	More recycling containers	59
	Campsites with both RV and tent camping	59
Nehalem Bay State Park	More opportunities for viewing wildlife	68
	More opportunities for escaping crowds	65
	More opportunities for hiking	62
	More space between campsites	61
	Require dogs be kept on leash at all times	57
South Beach State Park	Require dogs be kept on leash at all times	66
	More space between campsites	65
	More opportunities for viewing wildlife	65
	More opportunities for escaping crowds	63
	Campsites with both RV and tent camping	63
Sunset Bay State Park	More opportunities for viewing wildlife	76
	More opportunities for escaping crowds	68
	Require dogs be kept on leash at all times	65
	Natural buffers block view of development	64
	More space between campsites	62

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

Overnight users were also asked several questions about the Oregon State Parks reservation systems. First, these users were asked what reservation systems they used for their most recent overnight trip to the Coastal Region park they visited. Table 77 shows that 79% of overnight users reserved their visit using the internet reservation system, 17% used the telephone reservation system, and 4% had someone else make the reservation. After removing those responses that reported someone else make the reservation from the analysis, 83% of overnight users used the internet reservation system and 17% used the telephone reservation system. Second, users were asked to report their satisfaction with the reservation system, which was high with 88% satisfied and only 12% not satisfied (Table 76). In addition, the highest proportion of users was “very satisfied” (50%).

Table 77. Overnight Coastal Region user reactions to the reservation systems

Type of reservation system used	
Internet reservation system	79
Telephone reservation system	17
Did not make the reservation	4
Satisfaction with reservation system	
Very Satisfied	50
Satisfied	38
Dissatisfied or Neutral	12

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

Table 78 includes the percent of overnight respondents using the internet reservation system for individual Coastal Region parks included in the survey. Highest levels of internet reservation system use were reported at Harris Beach State Park (89%) and Cape Lookout State Park (88%). Lowest levels of internet reservation system use were reported at Fort Stevens State Park (79%), Bullards Beach and Nehalem Bay State Parks (both 80%).

Table 79 includes the percent of overnight respondents reporting satisfaction (rating system as either “very satisfied” or “satisfied”) with the overnight reservation system for individual parks included in the survey. Highest levels of satisfaction with the overnight reservation system were reported at Nehalem Bay State Park and Harris Beach State Park (both 90%). Lowest levels of satisfaction with the overnight reservation system were reported at Cape Lookout State Park (83%) and Bullards Beach State Park (85%).

Table 78. Percent of overnight users reporting use of internet reservation system for reserving campsite at Coastal Region parks included in the survey

Park Name	Overnight Users Reporting Use of Internet Reservation System (%) ^a
Harris Beach State Park	89
Cape Lookout State Park	88
Devils Lake State Recreation Area	84
South Beach State Park	83
Beverly Beach State Park	83
Sunset Bay State Park	82
Jessie Honeyman State Park	82
Nehalem Bay State Park	80
Bullards Beach State Park	80
Fort Stevens State Park	79

^a Cell entries are percentages (%) after those responding that they did not make the reservation were removed.

Table 79. Percent of overnight users reporting satisfaction with the reservation system for reserving campsite at Coastal Region parks included in the survey

Park Name	Overnight Users Reporting Satisfaction With Reservation System (%) ^a
Nehalem Bay State Park	90
Harris Beach State Park	90
Jessie Honeyman State Park	89
Devils Lake State Recreation Area	89
Sunset Bay State Park	88
South Beach State Park	88
Fort Stevens State Park	86
Beverly Beach State Park	86
Bullards Beach State Park	85
Cape Lookout State Park	83

^a Cell entries are percentages (%) of users rating satisfaction with the overnight reservation system as either “very satisfied” or “satisfied.”

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

- Coastal Region users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (70%), recycling containers (66%), trash cans (60%), opportunities for hiking (60%), more information and education (nature, history; 58%), and opportunities for escaping crowds (57%). The least supported strategies were to close park to all recreation / tourism activities (8%), limit the number

of people allowed per day (21%), provide downloadable mobile phone applications (27%), limit the number of large groups allowed (29%), provide wireless internet access (34%), and provide more enclosed shelters (39%). Day users were more supportive of providing more opportunities for viewing wildlife, recycling containers, trash cans, information and education, better facility maintenance and upkeep, group picnic areas, paved trails, enclosed shelters, ranger-led programs, downloadable mobile phone applications, closing parks to all recreation / tourism activities, as well as supporting not changing anything, making the park more pet friendly, and restoring the park to historical conditions. Overnight users were more supportive of requiring dogs be kept on leash at all times, wireless internet access in park, hiking opportunities, opportunities for escaping crowds, natural buffers to block view of development, and limiting the number of large groups and people allowed in the park.

- A majority of overnight users only supported adding more space between sites (61%), and providing campsites accommodating both RV and tent camping (58%). They were least supportive of more group camping sites (20%), walk in sites (21%), and more tent camping in campground (36%).
- In total, 79% of overnight users reserved their park visit on the internet reservation system, 17% used the telephone reservation system, and 4% had someone else make the reservation. After removing those responses that reported someone else make the reservation from the analysis, 83% of overnight users used the internet reservation system and 17% used the telephone reservation system. Satisfaction with the reservation system was high, as 88% were satisfied and only 12% were not satisfied, and the highest proportion of overnight users was “very satisfied” (50%).
- Highest levels of internet reservation system use were reported at Harris Beach State Park (89%) and Cape Lookout State Park (88%). Lowest levels of internet reservation system use were reported at Fort Stevens State Park (79%), Bullards Beach and Nehalem Bay State Parks (both 80%).
- Highest levels of satisfaction with the overnight reservation system were reported at Nehalem Bay and Harris Beach State Parks (both 90%). Lowest levels of satisfaction with the overnight reservation system were reported at Cape Lookout State Park (83%) and Bullards Beach State Park (85%).

Sociodemographic Characteristics of Users

Table 80 shows demographic characteristics of Coastal Region park users. There were a few more female (56%) than male (44%) users at Coastal Region parks included in the survey, and there were statistically significant differences in proportions of males and females between day and overnight users with more overnight female visitors. The average age of respondents was 47 years old, and the highest proportions of users were 40 to 49 years old (22%), 50 to 59 years old (22%), and 30 to 39 years old (21%). On average, overnight users (48 years) were older than day users (47 years). Almost all respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latinos (4%), Asians (2%), American Indian / Alaska Natives (1%), Blacks / African Americans (<1%), and Native Hawaiian / Pacific Islanders (<1%). The average annual household income before taxes of respondents was \$64,400, and the highest proportion of users had incomes from \$50,000 to \$69,999 (19%), \$30,000 to \$49,999 (18%) and \$70,000 to \$89,000 (16%). Visitors to Coastal Region parks are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). The average annual household income of overnight users (\$76,200) was significantly larger than day users (\$62,000). Almost all users (97%) considered English as the primary language spoken in their homes. There was a significant difference in ethnicity between day and overnight users with a greater number of whites (Caucasian) at overnight areas (93%) than at day areas (90%). There were also a significantly greater number of Hispanic / Latino day use visitors (4%) compared to overnight users (2%).

Table 80. Comparison of Coastal Region day and overnight user demographic characteristics

	User Group ^a			χ^2 or <i>t</i> value	<i>p</i> value	Effect size ϕ or <i>r</i> _{pb}
	Day Users	Overnight Users	Total ^b			
Gender				5.17	.023	.03
Female	55	58	56			
Male	45	42	44			
Age				398.33	< .001	.23
Less than 20 years old	2	< 1	2			
20 – 29 years	11	6	11			
30 – 39 years	21	20	21			
40 – 49 years	20	30	22			
50 – 59 years	21	24	22			
60 – 69 years	19	17	18			
70 – 79 years	5	3	5			
80+ years old	1	< 1	1			
Average age (mean years)	47	48	47	2.96	.003	.03
Household income (before taxes)				262.57	<.001	.20
Less than \$10,000	5	2	5			
\$10,000 – \$29,999	12	6	11			
\$30,000 – \$49,999	20	13	18			
\$50,000 – \$69,999	19	19	19			
\$70,000 – \$89,999	15	20	16			
\$90,000 – \$109,999	11	15	12			
\$110,000 – \$129,999	6	9	6			
\$130,000 – \$149,999	4	5	4			
\$150,000 – \$169,999	2	4	3			
\$170,000 or more	6	7	7			
Average income (mean dollars)	62,000	76,200	64,400	12.24	< .001	.15
Ethnicity				59.48	< .001	.089
White (Caucasian)	90	93	91			
Hispanic / Latino	4	2	4			
Asian	2	3	2			
Other	2	2	2			
American Indian / Alaska Native	1	1	1			
Black / African American	< 1	< 1	< 1			
Native Hawaiian / Pacific Islander	< 1	< 1	< 1			
Language spoken most often at home				32.30	< .001	.07
English	97	98	97			
Spanish	1	< 1	1			
Other	1	1	1			
Russian	< 1	< 1	< 1			

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 81 and 82 include the average age of day use and overnight use for individual parks included in the survey. For day users (Table 81), the highest average age was reported at Samuel Boardman State Scenic Area and Cape Meares State Scenic Viewpoint (both 51 years). Lowest average age of day users was reported at Jessie Honeyman State Park (43 years), Devils Punchbowl State Natural Area and South Beach State Park (both 44 years). For overnight users (Table 82), the highest average age was reported at Bullards Beach State Park (54 years), South Beach State Park and Harris Beach State Park (both 50 years) and the lowest at Cape Lookout State Park (44 years), Beverly Beach and Jessie Honeyman State Parks (both 46 years).

Table 81. Average age of day users at Coastal Region parks included in the survey

Park Name	Average Day Users (Years)
Samuel Boardman State Scenic Area	51
Cape Meares State Scenic Viewpoint	51
Harris Beach State Park	50
William Tugman State Park	48
Sunset Bay State Park	48
Fort Stevens State Park	45
South Beach State Park	44
Devils Punchbowl State Natural Area	44
Jessie Honeyman State Park	43

Table 82. Average age of overnight users at Coastal Region parks included in the survey

Park Name	Average Overnight Users (Years)
Bullards Beach State Park	54
South Beach State Park	50
Harris Beach State Park	50
William Tugman State Park	48
Sunset Bay State Park	48
Nehalem Bay State Park	48
Devils Lake State Recreation Area	47
Jessie Honeyman State Park	46
Beverly Beach State Park	46
Cape Lookout State Park	44

Tables 83 and 84 include the average household income of day use and overnight use for individual parks included in the survey. For day users (Table 83), the highest average household income was reported at Cape Meares State Scenic Viewpoint (\$72,600) and Fort Stevens State Park (\$67,000). Lowest average household income for day users was reported at William Tugman State Park (\$48,400) and Sunset Bay State Park (\$52,400). For overnight users (Table 84), the highest average household income was reported at Nehalem Bay State Park (\$81,000), Jessie Honeyman State Park (\$80,200), and Fort Stevens State Park (\$79,800) and the lowest at Devils Lake State Recreation Area (\$65,800).

Table 83. Average household income of day users at Coastal Region parks included in the survey

Park Name	Average Day Users (Household Income)
Cape Meares State Scenic Viewpoint	\$72,600
Fort Stevens State Park	\$67,000
Samuel Boardman State Scenic Area	\$66,800
Devils Punchbowl State Natural Area	\$65,600
Harris Beach State Park	\$63,200
Jessie Honeyman State Park	\$55,200
South Beach State Park	\$53,600
Sunset Bay State Park	\$52,400
William Tugman State Park	\$48,400

Table 84. Average household income of overnight users at Coastal Region parks included in the survey

Park Name	Average Overnight Users (Household Income)
Nehalem Bay State Park	\$81,000
Jessie Honeyman State Park	\$80,200
Fort Stevens State Park	\$79,800
South Beach State Park	\$75,600
Sunset Bay State Park	\$75,000
Harris Beach State Park	\$74,400
Cape Lookout State Park	\$74,000
Beverly Beach State Park	\$72,400
Bullards Beach State Park	\$72,200
Devils Lake State Recreation Area	\$65,800

Tables 85 and 86 include the percentage of White, Hispanic / Latino, and Asian visitors among day use and overnight use for individual Coastal Region parks included in the survey. For day users (Table 85), the highest level of Hispanic / Latino visitation was at Jessie Honeyman State Park (8%), Fort Stevens State Park (6%), South Beach State Park (6%), and Harris Beach State Park (5%). The highest level of Asian day user visitation was reported at Cape Meares State Scenic Viewpoint (4%). As previously mentioned, there are significantly greater numbers of Hispanic / Latino day use visitors (4%) compared to overnight users (2%) to the Coastal Region parks. This is clearly evident in the percentages of Hispanic / Latino overnight users shown in Table 86. For overnight users, the highest level of Asian visitation was reported at Cape Lookout State Park (6%) and Devils Lake State Recreation Area (4%).

Table 85. Comparison of day user ethnicity (major categories) at Coastal Region parks included in the survey ^a

	White (Caucasian)	Hispanic / Latino	Asian
Jessie Honeyman State Park	85	8	1
Fort Stevens State Park	87	6	3
South Beach State Park	87	6	3
Sunset Bay State Park	92	2	1
William Tugman State Park	91	4	1
Cape Meares State Scenic Viewpoint	92	2	4
Harris Beach State Park	92	5	1
Devils Punchbowl State Natural Area	95	<1	2
Samuel Boardman State Scenic Corridor	95	2	0

^a Cell entries are percentages (%) of day use visitors.

Table 86. Comparison of overnight user ethnicity (major categories) at Coastal Region parks included in the survey ^a

	White (Caucasian)	Hispanic / Latino	Asian
Devils Lake State Recreation Area	89	3	4
Cape Lookout State Park	90	1	6
Jessie Honeyman State Park	91	3	2
Beverly Beach State Park	92	2	2
Harris Beach State Park	92	3	2
Fort Stevens State Park	93	2	3
Sunset Bay State Park	93	2	2
Nehalem Bay State Park	94	1	3
South Beach State Park	94	1	2
Bullards Beach State Park	96	<1	1

^a Cell entries are percentages (%) of overnight users.

Table 87 shows that 56% of Coastal Region park users lived in Oregon, 15% resided in Washington State, 9 % were from California, 6% were from British Columbia (Canada), and 2% were from Idaho. A majority of day users lived in Oregon (66%), Washington State (9%), California (8%), or British Columbia (Canada; 2%). Among day-users 18% resided in The Coast region of Oregon, (<http://www.guidetooregon.com/regions/map.html>), 18% lived in the Portland Metro region, 15% lived in the Willamette Valley region, 11% lived in the Southern Oregon region, 2% lived in The Gorge region, 1% lived in the Central Oregon region, and 1% lived in the Eastern Oregon region (Figure 4). Fewer overnight users resided in Oregon (49%), whereas more lived elsewhere such as Washington State (19%), California (10%), British Columbia (Canada; 9%), and Idaho (3%). Among overnight users 28% resided in the Portland Metro region, 11% lived in the Willamette Valley region, 5% lived in the Southern Oregon region, 3% lived in The Coast region, and <1% lived in The Gorge and Eastern Oregon regions (Figure 5). Coastal Region park visitors from “Other” countries were from Germany, Switzerland, New Zealand, England, Australia, France, and Israel, The Netherlands, Norway, and Spain. Coastal Region park visitors from “Other” states were from 41 states, with most coming from Utah, Arizona, Nevada, Colorado, Montana, Texas, Minnesota, Illinois, New York, and Michigan.

Table 87. Coastal Region respondent location of residence

	Day Users (%)	Overnight Users (%)	Total (%) ^a
Country			
USA	96	88	91
Canada	3	11	8
Other	1	1	1
State			
Oregon	66	49	56
Washington	9	19	15
California	8	10	9
British Columbia (Canada)	2	9	6
Idaho	1	3	2
Other	14	10	12

^a Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Tables 88 and 89 include the country of residence for day and overnight use for individual Coastal Region parks included in the survey. For day users (Table 88), highest foreign origin visitation was reported at Cape Meares State Scenic Viewpoint (4% Canada, 2% Other) and Samuel Boardman State Scenic Corridor (3% Canada, 2% Other). For overnight users (Table

89), highest foreign origin was reported at Jessie Honeyman State Park (17% Canada, 2% Other), Nehalem Bay State Park (18% Canada), and Cape Lookout State Park (14% Canada).

Figure 4. Coastal Region day-use respondent location of residence within Oregon

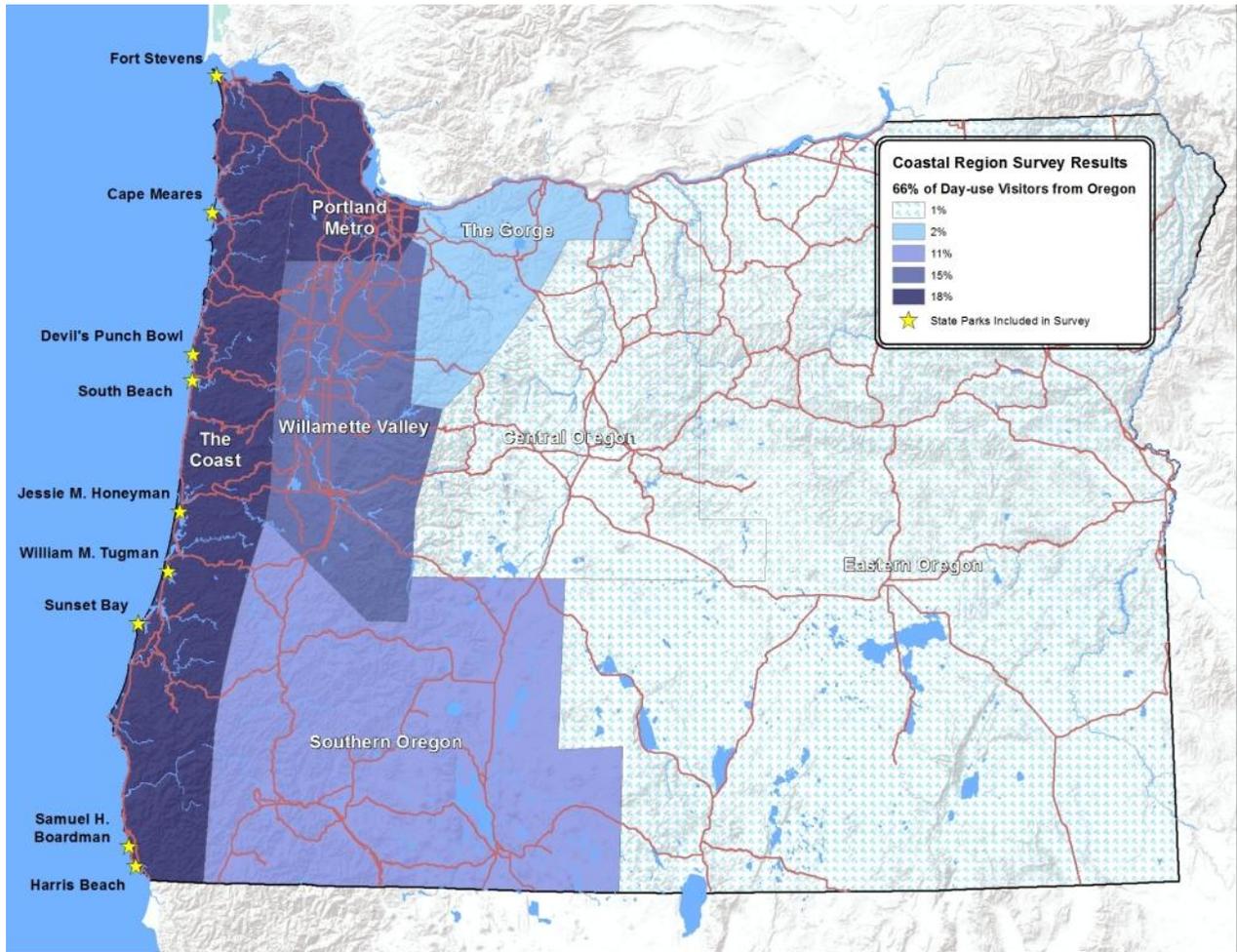


Figure 5. Coastal Region overnight respondent location of residence within Oregon

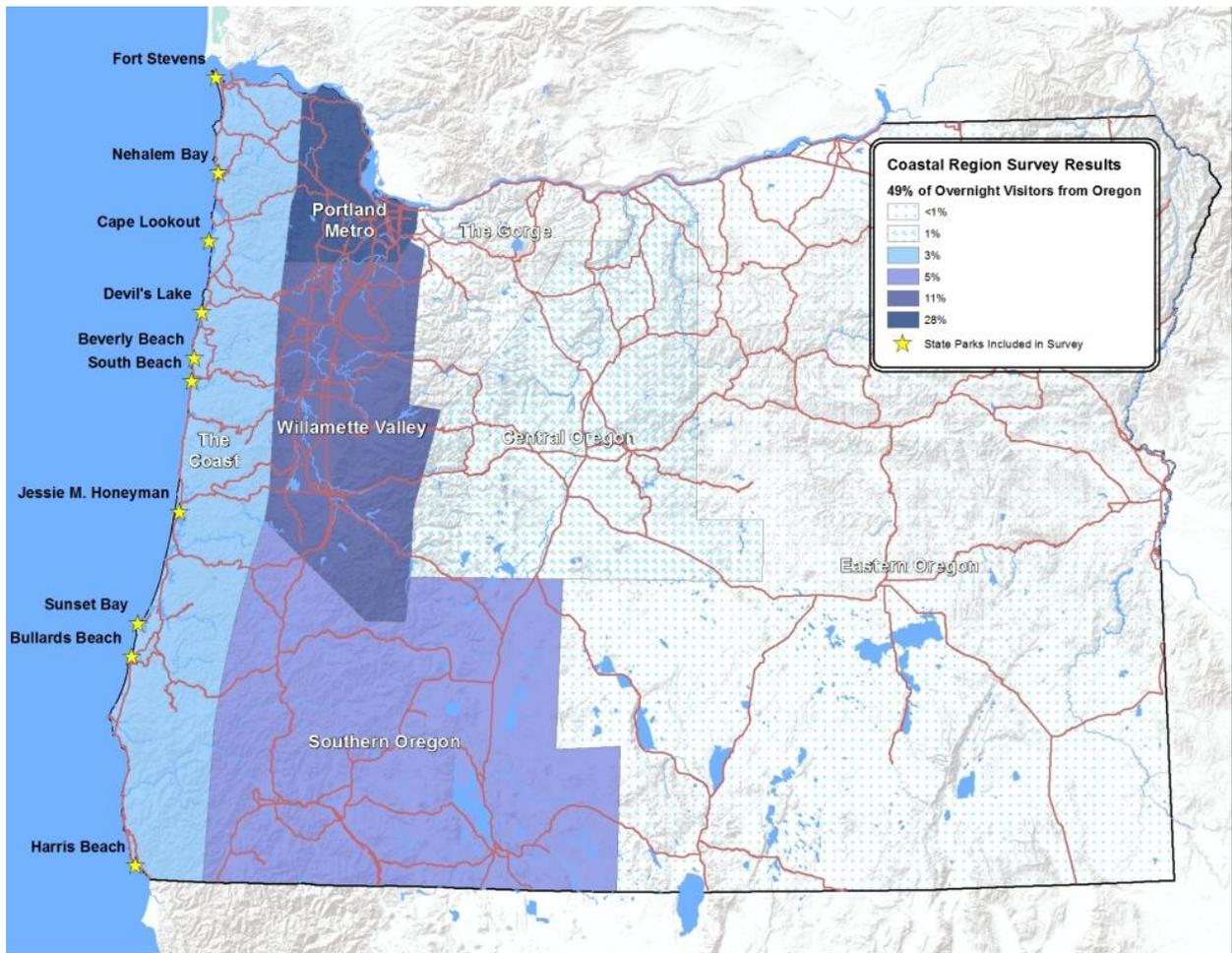


Table 88. Comparison of day user country of residence at Coastal Region parks included in the survey

	USA	Canada	Other
Cape Meares State Scenic Viewpoint	94	4	2
Samuel Boardman State Scenic Corridor	95	3	2
Fort Stevens State Park	96	4	0
Jessie Honeyman State Park	96	3	1
Devils Punchbowl State Natural Area	97	3	0
Harris Beach State Park	98	1	1
Sunset Bay State Park	98	2	0
South Beach State Park	99	1	0
William Tugman State Park	100	0	0

Table 89. Comparison of overnight user country of residence at Coastal Region parks included in the survey

	USA	Canada	Other
Jessie Honeyman State Park	81	17	2
Nehalem Bay State Park	82	18	0
Cape Lookout State Park	86	14	0
Fort Stevens State Park	87	13	0
Sunset Bay State Park	88	11	1
South Beach State Park	89	10	1
Bullards Beach State Park	92	6	2
Devils Lake State Recreation Area	93	7	0
Harris Beach State Park	93	7	0
Beverly Beach State Park	95	5	0

Tables 90 and 91 include the primary state or province of residence for day and overnight use for individual Coastal Region parks included in the survey. For day users (Table 90), highest out-of-state visitation was reported at Cape Meares State Scenic Viewpoint (51% from outside of Oregon), Fort Stevens and Harris Beach State Parks (both 40% from outside of Oregon). For overnight users (Table 91), highest out-of-state visitation was reported at Harris Beach State Park (60% from outside of Oregon), Nehalem Bay State Park (58% from outside of Oregon), Cape Lookout and Sunset Bay State Parks (both 55% from outside of Oregon).

Table 90. Comparison of day user state/province of residence (major locations) at Coastal Region parks included in the survey

	Oregon	Washington	California	British Columbia	Idaho
Cape Meares State Scenic Viewpoint	49	15	6	0	2
Fort Stevens State Park	60	25	2	3	2
Harris Beach State Park	60	6	17	1	0
Samuel Boardman State Scenic Corridor	61	5	16	0	1
Devils Punchbowl State Natural Area	68	9	2	0	2
South Beach State Park	75	8	5	1	3
Sunset Bay State Park	79	6	7	1	0
Jessie Honeyman State Park	81	6	3	3	1
William Tugman State Park	89	4	3	0	0

Table 91. Comparison of overnight user state/province of residence (major locations) at Coastal Region parks included in the survey

	Oregon	Washington	California	British Columbia	Idaho
Harris Beach State Park	40	10	29	4	0
Nehalem Bay State Park	42	29	1	18	1
Cape Lookout State Park	45	23	4	12	3
Sunset Bay State Park	45	11	17	10	0
Fort Stevens State Park	46	29	3	13	3
Bullards Beach State Park	51	11	21	5	3
Jessie Honeyman State Park	52	17	8	16	1
Beverly Beach State Park	55	21	3	4	6
South Beach State Park	57	17	5	9	4
Devils Lake State Recreation Area	60	19	5	8	2

Tables 92 and 93 include the primary place of residence for all park visitors for individual Coastal Region parks included in the survey. When the primary location of residence was in Oregon, that location is identified in one of seven regions of the state as described on the following website: <http://www.guidetooregon.com/regions/map.html>.

Table 92. Top location of residence of day users at Coastal Region parks included in the survey

Park Name	Location	Percent of all day use visitors to park
William Tugman State Park	Coastal Region	67
Jessie Honeyman State Park	Willamette Valley Region	63
Sunset Bay State Park	Coastal Region	53
Harris Beach State Park	Southern Oregon Region	44
South Beach State Park	Willamette Valley Region	35
Fort Stevens	Portland Metro Region	31
Devils Punchbowl State Natural Area	Willamette Valley Region	28
Cape Meares State Scenic Viewpoint	Portland Metro Region	22
Samuel Boardman State Scenic Corridor	Southern Oregon Region	12

Table 93. Top location of residence of overnight users at Coastal Region parks included in the survey

Park Name	Location	Percent of all overnight users to park
Harris Beach State Park	Out of State	53
Cape Lookout State Park	Portland Metro Region	35
Nehalem Bay State Park	Portland Metro Region	34
Fort Stevens State Park	Portland Metro Region	34
Sunset Bay State Park	Portland Metro Region	33
Devils Lake State Recreation Area	Portland Metro Region	33
Jessie Honeyman State Park	Out of State	32
Beverly Beach State Park	Southern Oregon Region	31
South Beach State Park	Portland Metro Region	27
Bullards Beach State Park	Portland Metro Region	21

Table 94 shows that 80% of users said that nobody in their group had a disability, whereas 20% had at least one group member with a disability. Day users (22%) were significantly more likely to have someone in their group with a disability than overnight users (14%). Of those who had a disability, the most common was associated with walking (14% of park users), while 4% had a hearing disability, 2% had learning disabilities, and 2% had impaired sight.

Table 94. Comparison of Coastal Region day and overnight user disabilities

Disability in group	User Group ^a			χ^2 value	p value	Effect size ϕ
	Day Users	Overnight Users	Total ^b			
No	78	86	80	86.00	< .001	.11
Yes ^c	22	14	20			

^a Cell entries are percentages (%).

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Types of disabilities: walking = 14%, hearing = 4%, learning = 2%, sight = 2%, other = 3%

Tables 95 and 96 include the percentage of visitor groups with someone in their group with a disability for day and overnight users for individual Coastal Region parks included in the survey. For day users (Table 94), highest levels of groups with disabilities were reported at Sunset Bay State Park (33%), Jessie Honeyman State Park (28%), and William Tugman State Park (25%). For overnight users (Table 95), highest levels of groups with disabilities were reported at Bullards Beach State Park (21%) and Fort Stevens State Park (16%).

Table 95. Percent of day users reporting a person in their group with a disability at Coastal Region parks included in the survey

Park Name	Percent of Day Users
Sunset Bay State Park	33
Jessie Honeyman State Park	28
William Tugman State Park	25
Harris Beach State Park	22
Fort Stevens State Park	20
Samuel Boardman State Scenic Area	19
Devils Punchbowl State Natural Area	18
Cape Meares State Scenic Viewpoint	17
South Beach State Park	15

Table 96. Percent of overnight users reporting a person in their group with a disability at Coastal Region parks included in the survey

Park Name	Percent of Overnight Users
Bullards Beach State Park	21
Fort Stevens State Park	16
Harris Beach State Park	14
Devils Lake State Recreation Area	14
South Beach State Park	13
Sunset Bay State Park	12
Nehalem Bay State Park	12
Jessie Honeyman State Park	12
Beverly Beach State Park	12
Cape Lookout State Park	7

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

- There were a few more female (56%) than male (44%) users at Coastal Region parks included in the survey.
- The average age of users was approximately 47 years old, and the highest proportions of users were 40 to 49 years old (22%), 50 to 59 years old (22%), and 30 to 39 years old (21%).

- For day users, the highest average age of visitors was reported at Samuel Boardman State Scenic Area and Cape Meares State Scenic Viewpoint (both 51 years) and lowest at Jessie Honeyman State Park (43 years). For overnight users, the highest average age was reported at Bullards Beach State Park (54 years) and lowest at Cape Lookout State Park (44 years), Beverly Beach State Park and Jessie Honeyman State Park (both 46 years).
- The average annual household income before taxes of respondents was \$64,400, and the highest proportion of users had incomes of \$50,000 to \$69,999 (19%). Visitors to Coastal Region parks are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994).
- For day users, the highest average household income of visitors was reported at Cape Meares State Scenic Viewpoint (\$72,600) and Fort Stevens State Park (\$67,000), and lowest at William Tugman State Park (\$48,400) and Sunset Bay State Park (\$52,400). For overnight users, the highest household income was reported at Nehalem Bay State Park (\$81,000) and lowest at Devils Lake State Recreation Area (\$65,800).
- Most respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latinos (4%), Asians (2%), American Indian / Alaska Natives (1%), Blacks / African Americans (<1%), and Native Hawaiian / Pacific Islanders (<1%).
- There was a significant difference in ethnicity between day and overnight users with a greater number of whites (Caucasians) at overnight areas (93%) than at day areas (90%). There were significantly more Hispanic / Latino day users (4%) compared to overnight users (2%) at Coastal Region parks.
- For day users, the highest level of Hispanic / Latino visitation was at Jessie Honeyman State Park (8%), Fort Stevens State Park and South Beach State Park (both 6%). The highest level of Asian day-use visitation was reported at Cape Meares State Scenic Viewpoint (4%). For overnight users, the highest level of Asian visitation was reported at Cape Lookout State Park (6%) and Devils Lake State Recreation Area (4%).
- Almost all respondents (97%) reported English as their primary language spoken in their homes.
- About 56% of users lived in Oregon, 15% resided in Washington State, 9% were from California, and 6% were from British Columbia (Canada). A majority of day users lived in Oregon (66%), Washington State (9%), California (8%), or British Columbia (Canada;

2%). Fewer overnight users were from Oregon (49%), whereas more lived elsewhere such as Washington State (19%), California (10%), British Columbia (9%), and Idaho (3%).

- For day users, highest foreign origin visitation was reported at Cape Meares State Scenic Viewpoint (4% Canada, 2% Other), and Samuel Boardman State Scenic Corridor (3% Canada, 2% Other). For overnight users, highest foreign origin visitation was reported at Jessie Honeyman State Park (17% Canada, 2% Other), Nehalem Bay State Park (18% Canada), and Cape Lookout State Park (14% Canada).
- For day users, highest out-of-state visitation was reported at Cape Meares State Scenic Viewpoint (51% from outside of Oregon). For overnight users, highest out-of-state visitation was reported at Harris Beach State Park (60% from outside of Oregon) and Nehalem Bay State Park (58% from outside of Oregon).
- In total, 80% of park users said that nobody in their group had a disability, whereas 20% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (14% of park users), while 4% had a hearing disability, 2% had learning disabilities, and 2% had impaired sight.
- For day users, the highest levels of groups with disabilities were reported at Sunset Bay State Park (33%) and Jessie Honeyman State Park (28%). For overnight users, highest levels were reported at Bullards Beach State Park (21%) and Fort Stevens State Park (16%).

Suggestions for Improving the Park

Table 97 includes a summary of top visitor responses to an open-ended question on how park managers can improve this park. Suggestion summaries are included for individual Coastal Region parks included in the survey. Suggestions for each park are arranged in order of importance, based on the number of visitors that mentioned that particular park improvement strategy in their response.

Table 97. Top visitor suggestions for improving the park they visited for Coastal Region parks included in the survey

Park Name	Top suggestions identified
Beverly Beach State Park (Overnight)	<ul style="list-style-type: none"> Updating / improving restrooms Increasing privacy of campsites Providing more trash / recycling receptacles in campgrounds Improving the reservation system Enforcing park rules (dogs on leash, quiet hours) Providing more yurts Prohibiting / controlling dogs Improving beach access (trail maintenance)
Bullards Beach State Park (Overnight)	<ul style="list-style-type: none"> Increasing privacy of campsites (space, fewer sites, screening) Providing more trash / recycling receptacles Providing wireless internet access and cell phone coverage Providing more full-hookup RV sites Providing more yurts Providing more trails / paths Improving the online reservation system Increasing vegetation cover Providing off-leash dog areas Changing quiet hour rules Improving enforcement of pet rules
Cape Lookout State Park (Overnight)	<ul style="list-style-type: none"> Improved restrooms (more amenities, maintenance, improvements) Providing more privacy between campsites Providing more yurts Providing more trash / recycling receptacles Improving water temperature controls in showers (too hot) Improving the reservation system Restoring dunes to original condition (erosion control/ remediation) Improving the park entrance road Enforcement of park rules (dog leash, quiet hours, speed limits) Preventing park flooding
Cape Meares SSV (Day)	<ul style="list-style-type: none"> Repairing / reopening the lighthouse Providing more parking Providing more restrooms Preventing vandalism
Devils Lake SRA (Overnight)	<ul style="list-style-type: none"> Providing larger campsites with more privacy between sites Providing more yurts Improving restroom facilities Providing more signage to and within the park Better enforcement of quiet hours Preventing flooding or campsites

Table 97 (Continued). Top visitor suggestions for improving the park they visited for Coastal Region parks included in the survey

Park Name	Top suggestions identified
Devils Lake SRA (Overnight)	<ul style="list-style-type: none"> Providing more trails Improving RV sites (electricity, cable, dump stations)
Devils Punchbowl SNA (Day)	<ul style="list-style-type: none"> Providing year-round warm water showers for surfers Improving the trail to the tidepool area Improving restrooms Providing more signage to and within the park Providing more trash / recycling receptacles Providing more parking (especially for large RVs) Making the park more ADA accessible
Fort Stevens State Park (Combined)	<ul style="list-style-type: none"> Providing spacing, buffers, and privacy in overnight areas Providing more trash / recycling receptacles in campgrounds Providing more signage to and within (on trails) the park Controlling mosquitoes Enforcing quiet hours in campground areas Enforcing off-leash dogs on beach and in campground Improving restrooms and showers (water too cold) Improving reservation system (accommodating large groups, site navigation, and policies) Providing wireless internet service
Harris Beach State Park (Combined)	<ul style="list-style-type: none"> Improving campsites (lack of vegetation, spacing, size, & privacy) Providing wireless internet service Enforcement of park rules (dog leash, quiet hours) Inability to reserve good campsites on weekends Cleaning restrooms Allowing Oregon residents priority in reserving campsites Improving and more hiking and biking trails Removing invasive and unwanted species Providing more recycling receptacles Providing off-leash dog areas
Jessie Honeyman State Park (Combined)	<ul style="list-style-type: none"> Improving restrooms (cleanliness, quality, number, lighted paths) Improving showers (cleanliness, water temperature, number) Limiting noise from ATVs Seasonal restrictions on ATV enthusiast access to campground and lack of direct access to dunes from some camp loops Providing more yurts and allowing dogs in yurts Reducing overall noise in campground Improving campsites (too small and need more privacy) Improving parking (amount, fees, time limits) Providing more trails

Table 97 (Continued). Top visitor suggestions for improving the park they visited for Coastal Region parks included in the survey

Park Name	Top suggestions identified
Jessie Honeyman State Park (Combined)	<ul style="list-style-type: none"> Improving beach / swimming area (larger, more sand, better access) Enforcement of park rules (dog leash, quiet hours) Reducing park crowding
Nehalem Bay State Park (Overnight)	<ul style="list-style-type: none"> Improving campsite privacy Enforcement of park rules (quiet hours) Providing more yurts Providing larger campsites Improving restrooms cleanliness Improving the reservation system Providing more restrooms Providing more RV sites with sewer hookups Improving vegetation near RV campsites
Samuel Boardman SSC (Day)	<ul style="list-style-type: none"> Improving the stairway to the beach from the parking area Providing more trash receptacles Improving trail access to the beach Improving restrooms (running water and flushing toilets) Improving trail maintenance
South Beach State Park (Combined)	<ul style="list-style-type: none"> Providing more trash / recycling receptacles and dog waste bags Enforcing off-leash dogs, barking dogs, dog feces not picked up Improving privacy between campsites Providing more RV dump stations Improving roads/ campsite access for large RVs (difficult maneuvering RVs through RV areas) Reducing campground noise Reducing overcrowding in campgrounds Providing surf webcam on internet Eliminating burrs / stickers in grass Providing more hiking and biking trails Improving beach access in day use areas (and ADA access) Providing more restrooms Providing bags of ice for sale Providing a quicker camping check-in process
Sunset Bay State Park (Combined)	<ul style="list-style-type: none"> Providing more signage to the park Improving campsites (lack of vegetation, spacing, size, & privacy) Enforcement of park rules (quiet hours) Providing a wider variety of outdoor activities in park or local area Providing more wash stations in day-use area to wash sand off feet Reducing overcrowding in campground areas

Table 97 (Continued). Top visitor suggestions for improving the park they visited for Coastal Region parks included in the survey

Park Name	Top suggestions identified
Sunset Bay State Park (Combined)	Enforcing off-leash dogs, barking dogs, dog feces not picked up Providing more campsites and RV campsites Providing more RV dump stations Providing more trails / paths Providing more educational materials (especially for tide pools) Providing more trash / recycling receptacles Providing wireless internet and cell phone service
William Tugman State Park (Day)	Completing the hiking trail around the lake Maintaining free park day-use (no day-use fee) Improving fishing conditions (stocking, improve shoreline fishing) Providing more park amenities (restrooms, BBQ grilles, showers, garbage cans, picnic tables) Improving the beach area Enforcing off-leash dogs, barking dogs, dog feces not picked up Reducing motor boat speed or prohibiting motors

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 Coastal Region State Parks:

- Almost all day and overnight users traveled to the park they visited in their own vehicles (87%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Coastal Region park day users (3.32) was substantially lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use either specific averages for their park included in the table below or, for region parks not included in the survey, the 3.32 visitors-per-car average, in future day-use visitation calculations for parks in the Coastal Region.

Average number of people per vehicle for day users at Coastal Region parks included in the survey

Park Name	Average Day Users (People)
Samuel Boardman State Scenic Corridor	2.81
Devils Punchbowl State Natural Area	2.96
Cape Meares State Scenic Viewpoint	3.02
South Beach State Park	3.09
William Tugman State Park	3.13
Harris Beach State Park	3.18
Fort Stevens State Park	3.68
Sunset Bay State Park	3.97
Jessie Honeyman State Park	4.07
All Day-Use Parks	3.32

- Almost all users (95%) were satisfied with their overall experience at the Coastal Region park they visited. This 95% overall satisfaction average can be consider a benchmark for all day-use and overnight parks in the region. Day-use parks with average overall satisfaction scores below this benchmark include Devils Punchbowl State Natural Area (93%), Samuel Boardman State Scenic Corridor (93%), Harris Beach State Park (94%), and Jessie Honeyman State Park (94%). Overnight parks with average overall satisfaction scores below this benchmark include Devils Lake State Recreation Area (89%), Fort Stevens State Park (93%), Jessie Honeyman State Park (93%), South Beach State Park (93%), Beverly Beach State Park (94%), Nehalem Bay State Park (94%), and Sunset Bay State Park (94%). Park managers can use survey results in coming years to identify specific management strategies for increasing their park’s average overall satisfaction score to meet the 95% benchmark.
- Users were also somewhat less satisfied with the ease of movement and access around Coastal Region parks (e.g., wheelchair, stroller, elderly; 68%). Given that over 24% of park visitors were 60 years of age or older and 20% of users had disabilities (14% 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. Highest priority for such evaluation are Harris Beach State Park and Sunset Bay State Park day-use areas, where survey results have shown high percentages of visitors reporting a group member with a disability and where the I-P analysis identified ease of movement / access as an area of concern.

- Approximately 68% of Coastal Region overnight users felt crowded at the park, and 66% of these users encountered more people than their maximum tolerance limit. These results suggest that crowding at overnight use areas is at “more than capacity”, and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences. Highest priority for crowding evaluation is at South Beach, Fort Stevens, Sunset Bay, Jessie Honeyman, Cape Lookout, and Harris Beach State Parks, where crowding among overnight users was “more than capacity” and a majority of overnight users were encountering more people than they would tolerate in overnight areas.
- Over 47% of Coastal Region users did not support leaving the park as it is and not changing anything. Users most strongly supported strategies designed to provide more opportunities for viewing wildlife (70%), recycling containers (66%), trash cans (60%), opportunities for hiking (60%), information / education (58%), and opportunities for escaping crowds (57%). A majority of overnight users also supported adding space between campsites (61%), and providing campsites accommodating both RV and tent camping (58%). Managers may want to consider some or all of these strategies.
- An Importance – Performance analysis showed that almost all attributes were in the “keep up the good work” quadrant, indicating that Coastal Region users thought that park staff was doing a good job managing conditions and experiences at the park they visited. There were, however, a number of attributes at Coastal Region parks that were important to users, but these users were only slightly satisfied with these attributes. These attributes are included in the table on the following page. Managers may want to consider addressing some or all of these attributes at these parks.
- The I–P analysis also shows that Coastal Region park managers could consider reductions to services such as facilities for groups to gather and the number and quality of information/education materials as low-risk cost savings strategies in times of budgeting constraints. They should not, however, first consider reductions in staffing related to park grounds and restroom cleanliness, which are of high importance to park visitors.

Areas of concern identified by Importance-performance (I-P) analysis by users at Coastal Region parks included in the survey

Park Name	I-P concerns identified
Cape Lookout State Park (Overnight)	Cleanliness of toilets Shading provided by trees/structures
Cape Meares SSV (Day)	Number of information/educational materials Quality of information/educational materials Ease of movement/access Variety of things to do Presence of park rangers Information about conditions/hazards in park Number of trails
Devils Lake SRA (Overnight)	Parking for vehicles
Devils Punchbowl SNA (Day)	Cleanliness of toilets Parking for vehicles
Harris Beach State Park (Day)	Condition of trails Signs with directions in the park Information about conditions/hazards in park Number of trails Variety of things to do Ease of movement/access Presence of park rangers Facilities for groups to gather
Samuel Boardman SSC (Day)	Information about conditions/hazards in park Signs with directions in the park
Sunset Bay State Park (Day)	Facilities for groups to gather Ease of movement/access Presence of park rangers

- A high percentage of all users (89%) were satisfied with the facilities and services provided at the Coastal Region park they visited. This 89% facilities and services satisfaction average can be considered a benchmark for all day-use and overnight parks in the region. Day-use parks with average facilities and services satisfaction scores below this benchmark include Devils Punchbowl State Natural Area (84%) and Fort Stevens State Park (87%). Overnight parks with average facilities and services satisfaction scores

below this benchmark include Cape Lookout State Park (85%), Jessie Honeyman State Park (87%), and Fort Stevens State Park (88%). Park managers can use survey results in coming years to identify specific management strategies for increasing their park's average facilities and services satisfaction score to meet the 89% benchmark.

- The visitor spending analysis showed that non-local overnight visitor party spending was substantial, with the highest percentage (40%) reporting spending \$150-\$350 on their trip (within 30 miles of the park). Most visitors to Coastal Region parks reported spending some money on gasoline and oil, groceries, and at restaurants and bars. A more extensive visitor spending analysis of this data set is being conducted by Oregon State University (OSU) and will be available in a separate report. Park managers may want to use the OSU report findings to help inform local community leaders about the positive impact of State Park visitor spending on the local economies.
- The highest proportion of users (55%) depended on official internet websites as the first primary source of obtaining information about Coastal Region parks, and the majority of overnight users (83%) reserved their spot at this park using the online / internet reservation system. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (95%) were able to find the information they needed when planning their visit to a Coastal Region State Park. This 95% information average can be considered a benchmark score for all day-use and overnight parks in the region. Day-use parks with information average scores below this benchmark include Samuel Boardman State Scenic Corridor (90%) and Devils Punchbowl State Natural Area (92%). Overnight parks with information average scores below this benchmark include Cape Lookout State Park (94%) and Fort Stevens State Park (94%). Park managers should use survey results to identify specific management strategies for increasing their park's information average score to meet the 95% benchmark in coming years.
- Satisfaction with the Oregon State Park overnight reservation system was high, with 88% of users reporting satisfaction. Again, this 88% reservation system satisfaction average can be considered a benchmark score for all overnight parks in the region. Overnight parks with scores below this reservation system benchmark include Fort Stevens State Park (86%), Beverly Beach State Park (86%). Park managers and Reservations

Northwest staff can try in coming years to identify specific management strategies for increasing reservation system satisfaction at these parks to meet the 86% benchmark.

- The demographic analysis shows that there were more Hispanic day users (4%) than Hispanic overnight users (2%) at Coastal Region State Parks. Given that the Hispanic population is the fastest growing ethnic group in the state, park managers might consider enacting strategies intended to increase Hispanic camping at Coastal Region campgrounds.
- Users provided 4,932 verbatim open ended positive and negative comments, and suggestions for possible improvement of Coastal Region parks and other park related issues. Table 97 includes a summary of top visitor responses for individual Coastal Region parks included in the survey. Managers may want to consider addressing some or all of these attributes at these parks.

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APPENDIX A: QUESTIONNAIRES

Day Visitor Experiences and Perceptions at xxx State Park



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 Cooperatively by:



We are conducting this survey to learn about your experiences at xxx State Park. 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 xxx State Park? (**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 xxx State Park on this trip? (**write number**) _____ hour(s)

3. Please check **all** recreation activities you did at xxx State Park this trip. (**check ALL THAT APPLY**)

- | | | |
|--|---|---|
| <input type="checkbox"/> A. Hiking or walking | <input type="checkbox"/> H. Kite flying | <input type="checkbox"/> O. Fishing |
| <input type="checkbox"/> B. Dog walking | <input type="checkbox"/> I. Sightseeing | <input type="checkbox"/> P. Boating (motor, canoe, kayak) |
| <input type="checkbox"/> C. Running or jogging | <input type="checkbox"/> J. Picnicking or barbecuing | <input type="checkbox"/> Q. Visiting historic sites |
| <input type="checkbox"/> D. Bicycling on trails | <input type="checkbox"/> K. Camping | <input type="checkbox"/> R. Ranger-led program(s) |
| <input type="checkbox"/> E. Bicycling on local roads | <input type="checkbox"/> L. Bird or wildlife watching | <input type="checkbox"/> S. Other (write response) _____ |
| <input type="checkbox"/> F. Beachcombing | <input type="checkbox"/> M. Swimming/ wading | _____ |
| <input type="checkbox"/> G. Surfing/ boogie boarding | <input type="checkbox"/> N. Clam digging | |

4. From activities in Question 3 above, what **ONE primary activity** did you do at xxx State Park 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 xxx State Park? (**check ONE**)

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

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

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

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

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

10. How dissatisfied or satisfied were you with the **fee that you paid** at xxx State Park? (**check ONE**)

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

11. How unlikely or likely are you to return to xxx State Park in the future? (**check ONE**)

- Very Unlikely
- Unlikely
- Neither
- Likely
- Very Likely

12. How **important** is it to you that each of the following is at xxx State Park? (**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
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
Good value for the fee that I paid at the park.	1	2	3	4	5

13. Now, how **dissatisfied or satisfied** were you with the following at xxx State Park? (**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
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
Good value for the fee that I paid at the park.	1	2	3	4	5

14. Approximately how many people did you see at xxx State Park on this trip? **(write a number)**

I saw about _____ other people

15. To what extent did you feel crowded at xxx State Park 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. What is the maximum number of other people that you would tolerate seeing at xxx State Park on a trip? **(write a number or check one of the other two responses)**

It is OK to see as many as _____ other visitors at this park

- OR** The number of people does not matter to me
 The number of people matters to me, but I cannot specify a number

17. Imagine that you were to visit xxx State Park and see more people than you would tolerate seeing.

If this situation were to occur, how likely would you take each of the following actions? **(circle one number for EACH)**

I would ...	Very Unlikely	Unlikely	Likely	Very Likely
... express my opinions to park managers about the condition or situation.	1	2	3	4
... express my opinions to members of my group about the condition or situation.	1	2	3	4
... express my opinions to other visitors at the park about the condition or situation.	1	2	3	4
... express my opinions to friends or family about the condition or situation.	1	2	3	4
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	1	2	3	4
... keep my opinions to myself.	1	2	3	4
... avoid peak use times (weekends, holidays) or visit earlier or later in the day when fewer people are here to avoid this condition or situation.	1	2	3	4
... come back to this park, but recognize that it offers a different type of experience than I first believed.	1	2	3	4
... tell myself that there is nothing I can do about the condition or situation, so just try to enjoy the experience for what it is.	1	2	3	4
... accept the condition or situation by not doing anything about it.	1	2	3	4
... never visit this park again because of the condition or situation.	1	2	3	4

18. To what extent do you disagree or agree with each of the following statements? **(circle one number for EACH statement)**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	1	2	3	4	5
This park is one of the best places for doing what I like to do.	1	2	3	4	5
I am very attached to this park.	1	2	3	4	5
I would not substitute any other area for doing what I do at this park.	1	2	3	4	5
I identify strongly with this park.	1	2	3	4	5
No other place compares to this park.	1	2	3	4	5
I feel that this park means a lot to me.	1	2	3	4	5
I get more satisfaction out of visiting this park than any other.	1	2	3	4	5

19. To what extent do you **oppose or support** each of the following possible management actions at xxx State Park? **(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
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

20. **Including yourself**, how many people accompanied you at xxx State Park on this trip? _____ person(s)

21. Did you or anyone in your group bring dog(s) with you to xxx State Park? **(check ONE)** No Yes

22. 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 _____

23. If you had NOT been able to go to xxx State Park 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. How did you get to xxx State Park 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) _____

25. When you were thinking about visiting an Oregon State Park such as xxx State Park, 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

26. From the list of sources in question 25 above, which ONE would you use FIRST when obtaining information about an Oregon State Park? (write letter)

Letter _____

27. When planning your visit to xxx State Park, were you able to find the information you needed? (check ONE)

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

28. 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 within 30 miles of xxx State Park. 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

29. Are you staying away from home within 30 miles of xxx State Park on this trip? (**check ONE**)

No

Yes → if yes, how many nights are you staying away from home within 30 miles of this park? _____ night(s)

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

31. How old are you? (**write response**) _____ years old

32. 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

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

English

Spanish

Russian

Other (write response) _____

34. Where do you live? (**write responses**) City / town _____ State _____ Country _____ Zipcode _____

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

Less than \$10,000

\$90,000 to \$109,999

\$10,000 to \$29,999

\$110,000 to \$129,999

\$30,000 to \$49,999

\$130,000 to \$149,999

\$50,000 to \$69,999

\$150,000 to \$169,999

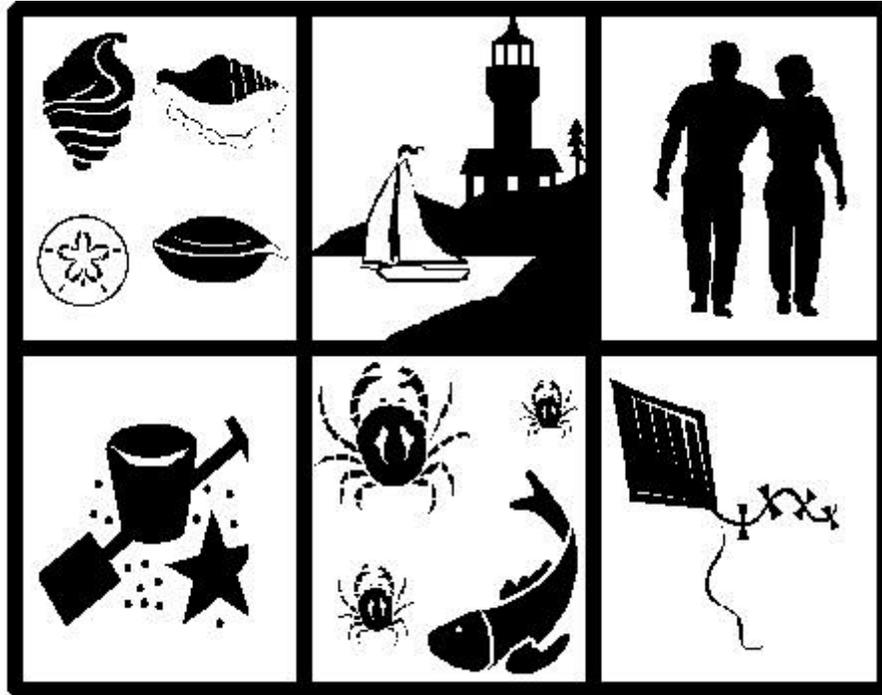
\$70,000 to \$89,999

\$170,000 or more

Please tell us how we can improve xxx State Park:

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

Overnight Visitor Experiences and Perceptions at xxx State Park



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 Cooperatively by:



We are conducting this survey to learn about your experiences at xxx State Park. Your input is important and will assist managers improve your experiences at this park. *Once you complete this survey, please return it as soon as possible.*

1. Before your most recent trip, had you ever visited xxx State Park? (**check ONE**)

- No
- Yes → if yes, how many trips have you made to this park in the past 12 months? (**write number**) _____ trip(s)

2. How many nights in a row did you spend at xxx State Park on your recent trip? (**write number**) _____ night(s)

3. Please check **all** recreation activities you did at xxx State Park this trip. (**check ALL THAT APPLY**)

- | | | |
|--|---|---|
| <input type="checkbox"/> A. Hiking or walking | <input type="checkbox"/> H. Kite flying | <input type="checkbox"/> O. Fishing |
| <input type="checkbox"/> B. Dog walking | <input type="checkbox"/> I. Sightseeing | <input type="checkbox"/> P. Boating (motor, canoe, kayak) |
| <input type="checkbox"/> C. Running or jogging | <input type="checkbox"/> J. Picnicking or barbecuing | <input type="checkbox"/> Q. Visiting historic sites |
| <input type="checkbox"/> D. Bicycling on trails | <input type="checkbox"/> K. Camping | <input type="checkbox"/> R. Ranger-led program(s) |
| <input type="checkbox"/> E. Bicycling on local roads | <input type="checkbox"/> L. Bird or wildlife watching | <input type="checkbox"/> S. Other (write response) _____ |
| <input type="checkbox"/> F. Beachcombing | <input type="checkbox"/> M. Swimming/ wading | _____ |
| <input type="checkbox"/> G. Surfing/ boogie boarding | <input type="checkbox"/> N. Clam digging | |

4. From activities in Question 3 above, what **ONE primary activity** did you do at xxx State Park on your recent 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 xxx State Park? (**check ONE**)

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

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

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

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

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

10. How dissatisfied or satisfied were you with the **fee that you paid** at xxx State Park? (**check ONE**)

- Very Dissatisfied
- Dissatisfied
- Neither
- Satisfied
- Very Satisfied

11. How unlikely or likely are you to return to xxx State Park in the future? (**check ONE**)

- Very Unlikely
- Unlikely
- Neither
- Likely
- Very Likely

12. How **important** is it to you that each of the following is at xxx State Park? (**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
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
Comfort of campsites.	1	2	3	4	5
Shading provided by trees or other structures.	1	2	3	4	5
Good value for the fee that I paid at the park.	1	2	3	4	5

13. Now, how **dissatisfied or satisfied** were you with the following at xxx State Park? (**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
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
Comfort of campsites.	1	2	3	4	5
Shading provided by trees or other structures.	1	2	3	4	5
Good value for the fee that I paid at the park.	1	2	3	4	5

14. Approximately how many people did you see at xxx State Park on your most recent trip? **(write a number)**

I saw about _____ other people

15. To what extent did you feel crowded at xxx State Park on your most recent trip? **(circle a number)**

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

16. What is the maximum number of other people that you would tolerate seeing at xxx State Park on a trip? **(write a number or check one of the other two responses)**

It is OK to see as many as _____ other visitors at this park

- OR** The number of people does not matter to me
 The number of people matters to me, but I cannot specify a number

17. Imagine that you were to visit xxx State Park and see more people than you would tolerate seeing. If this situation were to occur, how likely would you take each of the following actions? **(circle one number for EACH)**

I would ...	Very Unlikely	Unlikely	Likely	Very Likely
... express my opinions to park managers about the condition or situation.	1	2	3	4
... express my opinions to members of my group about the condition or situation.	1	2	3	4
... express my opinions to other visitors at the park about the condition or situation.	1	2	3	4
... express my opinions to friends or family about the condition or situation.	1	2	3	4
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	1	2	3	4
... keep my opinions to myself.	1	2	3	4
... avoid peak use times (weekends, holidays) or visit earlier or later in the day when fewer people are here to avoid this condition or situation.	1	2	3	4
... come back to this park, but recognize that it offers a different type of experience than I first believed.	1	2	3	4
... tell myself that there is nothing I can do about the condition or situation, so just try to enjoy the experience for what it is.	1	2	3	4
... accept the condition or situation by not doing anything about it.	1	2	3	4
... never visit this park again because of the condition or situation.	1	2	3	4

18. To what extent do you disagree or agree with each of the following statements? **(circle one number for EACH statement)**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	1	2	3	4	5
This park is one of the best places for doing what I like to do.	1	2	3	4	5
I am very attached to this park.	1	2	3	4	5
I would not substitute any other area for doing what I do at this park.	1	2	3	4	5
I identify strongly with this park.	1	2	3	4	5
No other place compares to this park.	1	2	3	4	5
I feel that this park means a lot to me.	1	2	3	4	5
I get more satisfaction out of visiting this park than any other.	1	2	3	4	5

19. To what extent do you **oppose or support** each of the following possible management actions at xxx State Park? **(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
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
Provide more space between campsites.	1	2	3	4	5
Provide more walk-in / cart-in campsites.	1	2	3	4	5
Provide more tent camping in developed campgrounds.	1	2	3	4	5
Provide campsites that accommodate both RV and tent camping.	1	2	3	4	5
Provide more group camping areas.	1	2	3	4	5
Do not change anything / keep things as they are now.	1	2	3	4	5

20. Did you make your reservation for your recent overnight visit to xxx State Park using the Oregon State Parks telephone or internet reservation system? **(check ONE)**

- Telephone reservation system Internet reservation system I did not make the reservation

21. How dissatisfied or satisfied were you with the reservation system for your trip to xxx State Park? **(check ONE)**

- Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied Didn't make reservation

22. **Including yourself**, how many people accompanied you at xxx State Park during your stay? _____ person(s)

23. Did you or anyone in your group bring dog(s) with you to xxx State Park? **(check ONE)** No Yes

24. 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 _____

25. If you had NOT been able to go to xxx State Park 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)

26. How did you get to xxx State Park on your most recent 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) _____

27. When you were thinking about visiting an Oregon State Park such as xxx State Park, 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

28. From the list of sources in question 27 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

Letter _____

29. When planning your visit to xxx State Park, were you able to find the information you needed? (**check ONE**)

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

30. For each of the following categories, please estimate how much you and other members of your party spent on your trip within **30 miles** of xxx State Park. *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

31. Did you stay away from home within 30 miles of xxx State Park on your trip? (**check ONE**)

- No
- Yes → if yes, how many nights did you stay away from home within 30 miles of this park? _____ night(s)

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

33. How old are you? (**write response**) _____ years old

34. 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 _____

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

- English Spanish Russian Other (write response) _____

36. Where do you live? (**write responses**) City / town _____ State _____ Country _____ Zipcode _____

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

- Less than \$10,000 \$90,000 to \$109,999
- \$10,000 to \$29,999 \$110,000 to \$129,999
- \$30,000 to \$49,999 \$130,000 to \$149,999
- \$50,000 to \$69,999 \$150,000 to \$169,999
- \$70,000 to \$89,999 \$170,000 or more

Please tell us how we can improve xxx State Park:

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

APPENDIX B: UNCOLLAPSED PERCENTAGES

**Day Visitor Experiences and Perceptions
at xxx State Park**



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 Cooperatively by:



We are conducting this survey to learn about your experiences at xxx State Park. 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 xxx State Park? (**check ONE**)
 - 35 No
 - 65 Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) M=9.51 trip(s)

2. How many hours did you spend at xxx State Park on this trip? (**write number**) M=2.94 hour(s)

3. Please check **all** recreation activities you did at xxx State Park this trip. (**check ALL THAT APPLY**)

67% A. Hiking or walking	10% H. Kite flying	9% O. Fishing
24% B. Dog walking	50% I. Sightseeing	7% P. Boating (motor, canoe, kayak)
7% C. Running or jogging	32% J. Picnicking or barbecuing	36% Q. Visiting historic sites
7% D. Bicycling on trails	4% K. Camping	2% R. Ranger-led program(s)
3% E. Bicycling on local roads	24% L. Bird or wildlife watching	11% S. Other (write response)
49% F. Beachcombing	34% M. Swimming/ wading	9% T. Surfing/ boogie boarding
3% T. Windsurfing	6% U. Kiteboarding	3% T. Clam digging
93% V. Visiting the lighthouse	42% W. Exploring tidepools	17% X. Agate/shell collecting
3% Y. Metal detecting/gold panning	2% Z. Dog training at boat ramp area	10% AA. Visit nature/visitor center
<1% BB. Horseback riding	<1% CC. Scuba diving/ snorkeling	3% DD. Crabbing

4. From activities in Question 3 above, what **ONE primary activity** did you do at xxx State Park 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**)
 - 51% Primarily for recreation – this park was my main destination
 - 33% Primarily for recreation – my main destination was NOT this park
 - 12% Primarily for business, family, or other reasons – this park was a side trip
 - 4% Some other reason

6. About how far from your home did you travel to get to this park? (**write number of miles**) M=367.08 mile(s)

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

4% Very Dissatisfied	1% Dissatisfied	1% Neither	32% Satisfied	63% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at xxx State Park? (**check ONE**)

2% Very Dissatisfied	< 1% Dissatisfied	2% Neither	32% Satisfied	64% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at xxx State Park? (**check ONE**)

2% Very Dissatisfied	2% Dissatisfied	7% Neither	47% Satisfied	42% Very Satisfied
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10. How dissatisfied or satisfied were you with the **fee that you paid** at xxx State Park? (**check ONE**)

2% Very Dissatisfied	5% Dissatisfied	19% Neither	37% Satisfied	37% Very Satisfied
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11. How unlikely or likely are you to return to xxx State Park in the future? (**check ONE**)

2% Very Unlikely	2% Unlikely	4% Neither	29% Likely	64% Very Likely
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12. How **important** is it to you that each of the following is at xxx State Park? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	<1%	1%	4%	38%	57%
Number of toilets / bathrooms.	1	3	12	42	42
Cleanliness / conditions of toilets / bathrooms.	<1	1	6	37	57
Absence of litter.	<1	<1	4	37	58
Presence of park rangers / personnel.	6	5	29	36	25
Courteousness of park rangers / personnel.	2	2	12	40	44
Number of park trails.	3	4	25	43	25
Condition / maintenance of park trails.	2	3	19	46	30
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	8	7	27	30	28
Facilities for groups to gather.	10	9	29	30	23
Variety of things to do.	4	4	23	42	28
Personal safety.	2	3	13	36	46
Number of information / education programs or materials.	6	9	34	34	17
Quality of information / education programs or materials.	5	8	31	35	21
Information specifically about conditions or hazards in the park.	3	5	20	40	33
Signs about directions within the park.	2	3	17	43	35
Signs about directions to the park.	2	4	16	42	36
Parking for vehicles.	1	2	11	44	43
Good value for the fee that I paid at the park.	2	1	11	38	48

13. Now, how **dissatisfied or satisfied** were you with the following at xxx State Park? (**circle a number for EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	< 1%	1%	4%	45%	50%
Number of toilets / bathrooms.	1	4	11	46	39
Cleanliness / conditions of toilets / bathrooms.	1	4	13	43	39
Absence of litter.	< 1	1	8	43	47
Presence of park rangers / personnel.	< 1	1	21	41	37
Courteousness of park rangers / personnel.	< 1	< 1	14	35	50
Number of park trails.	< 1	1	24	42	33
Condition / maintenance of park trails.	< 1	1	21	43	36
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	3	26	38	32
Facilities for groups to gather.	1	2	30	37	30
Variety of things to do.	<1	1	18	45	37
Personal safety.	<1	1	11	46	42
Number of information / education programs or materials.	1	3	33	38	25
Quality of information / education programs or materials.	1	2	33	37	27
Information specifically about conditions or hazards in the park.	1	2	27	41	29
Signs about directions within the park.	1	2	21	45	32
Signs about directions to the park.	< 1	2	15	38	31
Parking for vehicles.	1	3	13	44	40
Good value for the fee that I paid at the park.	1	1	14	40	44

14. Approximately how many people did you see at xxx State Park on this trip? **(write a number)**

I saw about M=72.63 other people

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

34%	21%	15%	6%	8%	11%	3%	2%	1%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

16. What is the maximum number of other people that you would tolerate seeing at xxx State Park on a trip? **(write a number or check one of the other two responses)**

It is OK to see as many as M=137.31 other visitors at this park

- OR** 33% The number of people does not matter to me
 24% The number of people matters to me, but I cannot specify a number

17. Imagine that you were to visit Fort Stevens State Park and see more people than you would tolerate seeing. If this situation were to occur, how likely would you take each of the following actions? **(circle one number for EACH)**

I would ...	Very Unlikely	Unlikely	Likely	Very Likely
... express my opinions to park managers about the condition or situation.	41%	32%	19%	8%
... express my opinions to members of my group about the condition or situation.	21	20	42	18
... express my opinions to other visitors at the park about the condition or situation.	38	33	23	7
... express my opinions to friends or family about the condition or situation.	18	20	43	20
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	47	30	16	7
... keep my opinions to myself.	21	27	34	19
... avoid peak use times (weekends, holidays) or visit earlier or later in the day when fewer people are here to avoid this condition or situation.	10	16	43	30
... come back to this park, but recognize that it offers a different type of experience than I first believed.	10	19	52	19
... tell myself that there is nothing I can do about the condition or situation, so just try to enjoy the experience for what it is.	11	19	47	23
... accept the condition or situation by not doing anything about it.	11	23	49	17
... never visit this park again because of the condition or situation.	53	28	14	5

18. To what extent do you disagree or agree with each of the following statements? **(circle one number for EACH statement)**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	1%	3%	31%	36%	29%
This park is one of the best places for doing what I like to do.	1	3	28	41	27
I am very attached to this park.	2	6	43	27	22
I would not substitute any other area for doing what I do at this park.	5	14	47	19	15
I identify strongly with this park.	3	8	44	27	19
No other place compares to this park.	5	13	46	22	15
I feel that this park means a lot to me.	2	7	40	29	22
I get more satisfaction out of visiting this park than any other.	4	12	48	21	15

19. To what extent do you **oppose or support** each of the following possible management actions at xxx State Park? **(circle one number for EACH)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	2%	2%	40%	40%	16%
Provide more opportunities for viewing wildlife.	1	1	28	49	21
Provide more group picnic areas.	2	6	42	38	12
Provide more opportunities for hiking.	1	2	38	44	16
Provide more paved trails.	4	10	43	32	12
Provide more trash cans.	1	3	35	46	16
Provide more recycling containers.	1	2	30	44	24
Provide more information / education about nature, history, or archeology.	1	2	37	41	18
Provide more programs led by park rangers.	2	5	50	31	11
Provide wireless internet access within the park.	16	14	40	18	12
Provide downloadable mobile phone applications.	13	14	46	17	10
Provide more enclosed shelters.	5	8	45	31	11
Improve maintenance or upkeep of facilities / services.	2	3	43	39	14
Require all dogs be kept on leash at all times.	8	10	27	24	31
Make the park more pet friendly.	7	9	42	28	15
Provide natural buffers to block views of development outside the park.	3	5	42	31	18
Restore it to historical conditions (e.g., replace non-native with native plants)	4	6	40	31	19
Limit the number of people allowed per day.	20	24	38	13	5
Limit the number of large groups allowed (e.g., no more than 10-20 people).	16	21	36	18	9
Close this park to all recreation / tourism activities.	55	18	19	5	4
Do not change anything / keep things as they are now.	3	5	37	32	24

20. **Including yourself**, how many people accompanied you at xxx State Park on this trip? M=5.11 person(s)

21. Did you or anyone in your group bring dog(s) with you to xxx State Park? (**check ONE**) 72% No 28% Yes

22. Did anyone in your group have a disability?

78% No

22% Yes → if yes, what are these disabilities? (**check ALL THAT APPLY**) 4% Hearing 2% Sight 15% Walking
2% Learning 3% Other _____

23. If you had NOT been able to go to xxx State Park 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=116.49 mi(s)
- 8% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=111.64 mi(s)
- 16% Come back another time
- 8% Stayed home
- 1% Gone to work at my regular job
- 13% Something else (none of these)

24. How did you get to Fort Stevens State Park on this trip? (**check ONE**)

- 86% My family's personal vehicle → how many total people were in the vehicle? M=3.30 person(s)
- 7% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.63 person(s)
- 7% Other (write response) _____

25. When you were thinking about visiting an Oregon State Park such as Fort Stevens State Park, 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).	34%	6%	21%
B. Social media internet websites (e.g., Facebook, Twitter).	62	10	6
C. Brochures.	42	11	8
D. Newspapers.	55	14	3
E. Magazines.	52	14	4
F. Books.	54	13	5
G. Television.	63	14	3
H. Videos / DVDs.	70	15	2
I. Radio.	64	15	3
J. Community organization or church.	68	14	2
K. Health care providers.	76	13	2
L. Work.	67	13	3
M. Friends or family members.	23	6	24
N. Highway signs.	28	8	17
O. Previous visit.	24	4	38
P. Other (write response) _____	58	5	15

26. From the list of sources in question 25 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

Letter see report

27. When planning your visit to xxx State Park, 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**)

28. 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 within **30 miles** of Fort Stevens State Park. **Please round off to the nearest dollar.**

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

29. Are you staying away from home within 30 miles of xxx State Park on this trip? (**check ONE**)

58% No

42% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=5.28 night(s)

30. Are you: (**check ONE**) 45% Male 55% Female

31. How old are you? (**write response**) M=47.15 years old

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

90% White (Caucasian) 4% Hispanic / Latino 1% American Indian or Alaskan Native 2% Other (write response)
 < 1% Black / African 2% Asian <1% Native Hawaiian or Pacific Islander _____
 American

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

97% English 1% Spanish <1% Russian 1% Other (write response) _____

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

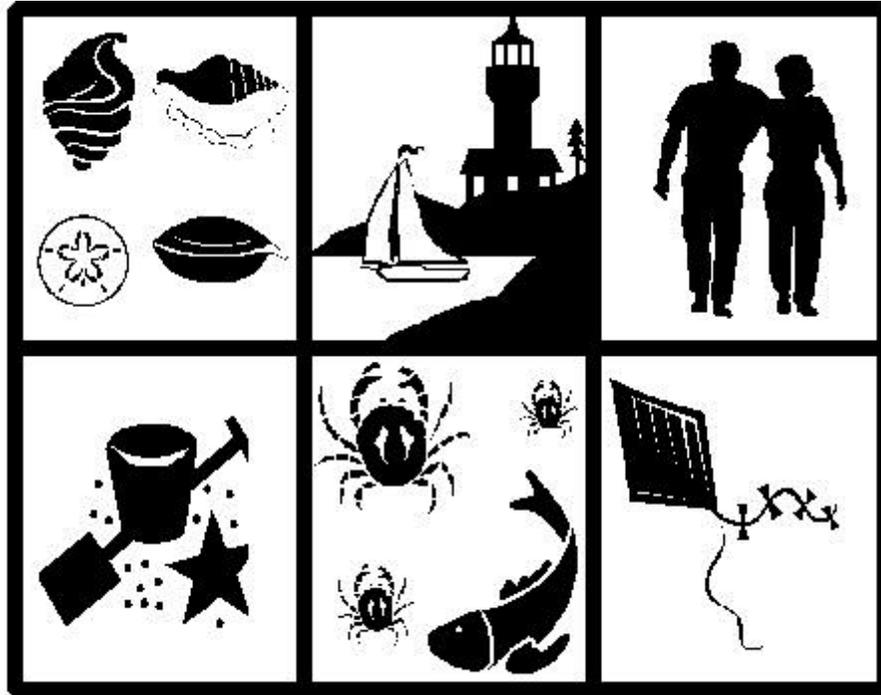
35. Which of these broad categories best describes your *current annual household income before taxes*? (**check ONE**)

5% Less than \$10,000	11% \$90,000 to \$109,999
12% \$10,000 to \$29,999	6% \$110,000 to \$129,999
19% \$30,000 to \$49,999	4% \$130,000 to \$149,999
19% \$50,000 to \$69,999	2% \$150,000 to \$169,999
15% \$70,000 to \$89,999	6% \$170,000 or more

Please tell us how we can improve xxx State Park:

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

Overnight Visitor Experiences and Perceptions at xxx State Park



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 Cooperatively by:



We are conducting this survey to learn about your experiences at Fort Stevens State Park. Your input is important and will assist managers improve your experiences at this park. *Once you complete this survey, please return it as soon as possible.*

1. Before your most recent trip, had you ever visited xxx State Park? (**check ONE**)
 - 41% No
 - 59% Yes → if yes, how many trips have you made to this park in the past 12 months? (**write number**) M=1.32 trip(s)

2. How many nights in a row did you spend at xxx State Park on your recent trip? (**write number**) M=3.02 night(s)

3. Please check **all** recreation activities you did at xxx State Park this trip. (**check ALL THAT APPLY**)

83% A. Hiking or walking	20% H. Kite flying	9% O. Fishing
35% B. Dog walking	63% I. Sightseeing	9% P. Boating (motor, canoe, kayak)
9% C. Running or jogging	43% J. Picnicking or barbecuing	70% Q. Visiting historic sites
32% D. Bicycling on trails	95% K. Camping	15% R. Ranger-led program(s)
19% E. Bicycling on local roads	21% L. Bird or wildlife watching	10% S. Other (write response) _____
74% F. Beachcombing	36% M. Swimming/ wading	5% T. Surfing/ boogie boarding
1% T. Windsurfing	1% U. Kiteboarding	5% T. Clam digging
54% V. Visiting the lighthouse	50% W. Exploring tidepools	23% X. Agate/shell collecting
1% Y. Metal detecting/gold panning	10% Z. Fossil hunting	25% AA. Visit nature/visitor center
4% BB. Horseback riding	1% CC. Scuba diving/ snorkeling	13% DD. Crabbing

4. From activities in Question 3 above, what **ONE primary activity** did you do at xxx State Park on your recent 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**)
 - 74% Primarily for recreation – this park was my main destination
 - 21% Primarily for recreation – my main destination was NOT this park
 - 3% Primarily for business, family, or other reasons – this park was a side trip
 - 2% Some other reason

6. About how far from your home did you travel to get to this park? (**write number of miles**) M=377.82 mile(s)

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

2% Very Dissatisfied	2% Dissatisfied	2% Neither	38% Satisfied	56% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at xxx State Park? (**check ONE**)

1% Very Dissatisfied	1% Dissatisfied	3% Neither	37% Satisfied	58% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at xxx State Park? (**check ONE**)

2% Very Dissatisfied	4% Dissatisfied	5% Neither	43% Satisfied	47% Very Satisfied
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10. How dissatisfied or satisfied were you with the **fee that you paid** at xxx State Park? (**check ONE**)

1% Very Dissatisfied	4% Dissatisfied	9% Neither	50% Satisfied	36% Very Satisfied
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11. How unlikely or likely are you to return to xxx State Park in the future? (**check ONE**)

2% Very Unlikely	5% Unlikely	6% Neither	30% Likely	57% Very Likely
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12. How **important** is it to you that each of the following is at xxx State Park? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	<1%	<1%	1%	34%	65%
Number of toilets / bathrooms.	1	2	9	44	44
Cleanliness / conditions of toilets / bathrooms.	1	1	3	24	72
Absence of litter.	0	<1	2	37	61
Presence of park rangers / personnel.	1	3	16	50	30
Courteousness of park rangers / personnel.	<1	1	6	44	49
Number of park trails.	1	2	22	52	23
Condition / maintenance of park trails.	1	2	18	52	27
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	14	11	38	25	12
Facilities for groups to gather.	20	13	40	19	9
Variety of things to do.	3	4	21	50	22
Personal safety.	1	1	7	32	60
Number of information / education programs or materials.	6	9	37	38	10
Quality of information / education programs or materials.	6	7	34	40	13
Information specifically about conditions or hazards in the park.	2	4	20	45	29
Signs about directions within the park.	1	3	15	52	29
Signs about directions to the park.	2	4	22	46	27
Parking for vehicles.	1	3	18	49	29
Comfort of campsites.	<1	1	4	38	58
Shading provided by trees or other structures.	1	1	10	44	44
Good value for the fee that I paid at the park.	<1	1	4	39	56

13. Now, how **dissatisfied or satisfied** were you with the following at xxx State Park? (**circle a number for EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	<1%	1%	3%	42%	55%
Number of toilets / bathrooms.	1	3	8	47	41
Cleanliness / conditions of toilets / bathrooms.	2	8	9	42	42
Absence of litter.	<1	1	4	43	52
Presence of park rangers / personnel.	<1	1	10	47	42
Courteousness of park rangers / personnel.	1	1	7	38	52
Number of park trails.	<1	2	16	48	35
Condition / maintenance of park trails.	<1	1	15	47	37
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	1	38	35	26
Facilities for groups to gather.	1	1	50	27	20
Variety of things to do.	<1	1	15	47	37
Personal safety.	<1	<1	6	46	48
Number of information / education programs or materials.	<1	1	31	40	27
Quality of information / education programs or materials.	<1	1	32	39	27
Information specifically about conditions or hazards in the park.	<1	2	25	45	28
Signs about directions within the park.	<1	3	13	50	33
Signs about directions to the park.	1	3	15	50	32
Parking for vehicles.	1	4	14	50	32
Comfort of campsites.	1	4	6	46	43
Shading provided by trees or other structures.	1	3	8	45	43
Good value for the fee that I paid at the park.	1	3	7	44	45

14. Approximately how many people did you see at xxx State Park on your most recent trip? **(write a number)**

I saw about M=121.41 other people

15. To what extent did you feel crowded at xxx State Park on your most recent trip? **(circle a number)**

19%	14%	17%	7%	8%	20%	9%	5%	2%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

16. What is the maximum number of other people that you would tolerate seeing at xxx State Park on a trip? **(write a number or check one of the other two responses)**

It is OK to see as many as M=134.44 other visitors at this park

- OR** 32% The number of people does not matter to me
 53% The number of people matters to me, but I cannot specify a number

17. Imagine that you were to visit xxx State Park and see more people than you would tolerate seeing.

If this situation were to occur, how likely would you take each of the following actions? **(circle one number for EACH)**

I would ...	Very Unlikely	Unlikely	Likely	Very Likely
... express my opinions to park managers about the condition or situation.	24%	42%	27%	7%
... express my opinions to members of my group about the condition or situation.	8	11	47	34
... express my opinions to other visitors at the park about the condition or situation.	22	46	26	7
... express my opinions to friends or family about the condition or situation.	6	10	52	32
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	31	43	19	6
... keep my opinions to myself.	20	43	29	9
... avoid peak use times (weekends, holidays) or visit earlier or later in the day when fewer people are here to avoid this condition or situation.	7	19	48	26
... come back to this park, but recognize that it offers a different type of experience than I first believed.	6	20	61	13
... tell myself that there is nothing I can do about the condition or situation, so just try to enjoy the experience for what it is.	6	18	59	17
... accept the condition or situation by not doing anything about it.	11	32	49	9
... never visit this park again because of the condition or situation.	37	39	19	5

18. To what extent do you disagree or agree with each of the following statements? **(circle one number for EACH statement)**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	2%	6%	36%	35%	22%
This park is one of the best places for doing what I like to do.	2	7	26	43	22
I am very attached to this park.	3	12	42	26	18
I would not substitute any other area for doing what I do at this park.	7	27	41	16	10
I identify strongly with this park.	5	17	42	23	13
No other place compares to this park.	8	24	40	18	10
I feel that this park means a lot to me.	5	14	38	29	15
I get more satisfaction out of visiting this park than any other.	8	22	43	16	11

19. To what extent do you **oppose or support** each of the following possible management actions at xxx State Park? **(circle one number for EACH)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	<1%	2%	35%	47%	16%
Provide more opportunities for viewing wildlife.	<1	2	30	52	16
Provide more group picnic areas.	2	11	64	20	3
Provide more opportunities for hiking.	<1	2	38	49	12
Provide more paved trails.	3	12	46	32	8
Provide more trash cans.	1	5	41	38	15
Provide more recycling containers.	1	3	38	40	19
Provide more information / education about nature, history, or archeology.	<1	3	47	42	8
Provide more programs led by park rangers.	1	4	58	31	7
Provide wireless internet access within the park.	10	13	26	27	23
Provide downloadable mobile phone applications.	8	13	54	18	8
Provide more enclosed shelters.	3	10	61	22	5
Improve maintenance or upkeep of facilities / services.	1	3	48	37	11
Require all dogs be kept on leash at all times.	4	7	24	30	35
Make the park more pet friendly.	6	10	48	24	11
Provide natural buffers to block views of development outside the park.	1	3	34	41	22
Restore it to historical conditions (e.g., replace non-native with native plants)	2	7	49	30	13
Limit the number of people allowed per day.	4	11	49	29	8
Limit the number of large groups allowed (e.g., no more than 10-20 people).	6	12	41	29	13
Close this park to all recreation / tourism activities.	50	24	23	2	1
Provide more space between campsites.	1	6	32	38	23
Provide more walk-in / cart-in campsites.	4	10	65	15	6
Provide more tent camping in developed campgrounds.	3	7	54	25	11
Provide campsites that accommodate both RV and tent camping.	3	6	34	40	18
Provide more group camping areas.	6	13	61	15	6
Do not change anything / keep things as they are now.	5	11	48	23	13

20. Did you make your reservation for your recent overnight visit to xxx State Park using the Oregon State Parks telephone or internet reservation system? **(check ONE)**

17% Telephone reservation system 79% Internet reservation system 4% I did not make the reservation

21. How dissatisfied or satisfied were you with the reservation system for your trip to xxx State Park? **(check ONE)**

3% Very Dissatisfied 4% Dissatisfied 4% Neither 37% Satisfied 49% Very Satisfied 4% Didn't make reservation

22. **Including yourself**, how many people accompanied you at xxx State Park during your stay? M=6.39 person(s)

23. Did you or anyone in your group bring dog(s) with you to xxx State Park? **(check ONE)** 56% No 44% Yes

24. Did anyone in your group have a disability?

86% No

14% Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)** 2% Hearing 1% Sight 10% Walking
2% Learning 2% Other _____

25. If you had NOT been able to go to xxx State Park for this visit, what would you have done? (**check ONE**)

- 70% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=263.58 mi(s)
- 6% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=218.67 mi(s)
- 12% Come back another time
- 6% Stayed home
- 1% Gone to work at my regular job
- 6% Something else (none of these)

26. How did you get to xxx State Park on your most recent trip? (**check ONE**)

- 93% My family's personal vehicle → how many total people were in the vehicle? M=3.25 person(s)
- 2% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.52 person(s)
- 5% Other (write response) _____

27. When you were thinking about visiting an Oregon State Park such as xxx State Park, 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).	4%	3%	15%	19%	59%
B. Social media internet websites (e.g., Facebook, Twitter).	70	10	12	4	4
C. Brochures.	41	11	30	12	6
D. Newspapers.	74	12	12	2	1
E. Magazines.	66	12	16	4	2
F. Books.	64	12	16	5	3
G. Television.	78	11	9	1	1
H. Videos / DVDs.	84	10	6	1	1
I. Radio.	82	10	6	1	1
J. Community organization or church.	82	9	6	2	1
K. Health care providers.	88	8	4	1	<1
L. Work.	76	9	11	4	1
M. Friends or family members.	29	6	27	22	17
N. Highway signs.	52	13	23	9	3
O. Previous visit.	27	4	14	20	36
P. Other (write response) _____	72	4	14	3	7

28. From the list of sources in question 27 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

Letter see report

29. When planning your visit to xxx State Park, were you able to find the information you needed? (**check ONE**)

- 96% Yes
- 4% No → if no, what additional information did you need? (**write response**) see report

30. For each of the following categories, please estimate how much you and other members of your party spent on your trip within **30 miles** of xxx State Park. **Please round off to the nearest dollar.**

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

31. Did you stay away from home within 30 miles of xxx State Park on your trip? (**check ONE**)

78% No
 22% Yes → if yes, how many nights did you stay away from home within 30 miles of this park? M=5.30 night(s)

32. Are you: (**check ONE**) 42% Male 58% Female

33. How old are you? (**write response**) M=48.01 years old

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

93% White (Caucasian) 2% Hispanic / Latino 1% American Indian or Alaskan Native 2% Other (write response)
 <1% Black / African 3% Asian <1% Native Hawaiian or Pacific Islander _____
 American

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

98% English <1% Spanish <1% Russian 1% Other (write response) _____

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

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

2% Less than \$10,000	15% \$90,000 to \$109,999
5% \$10,000 to \$29,999	9% \$110,000 to \$129,999
13% \$30,000 to \$49,999	5% \$130,000 to \$149,999
19% \$50,000 to \$69,999	4% \$150,000 to \$169,999
20% \$70,000 to \$89,999	7% \$170,000 or more

Please tell us how we can improve xxx State Park:

See report

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