



# Visitor Survey of Day-use and Overnight Visitors at South Beach State Park

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 this park and provide recommendations for maintaining or improving conditions at this park.

### **Methods**

Data were obtained from questionnaires administered to random samples of day users and overnight visitors to the park between July 2 and August 14, 2011. Separate methods were used for each of these visitor types. The total number of completed questionnaires was  $n = 909$  with a response rate of 64%. Completed questionnaires were received from  $n = 336$  day users (91% response rate) and  $n = 573$  overnight users (55% response rate). These combined sample sizes across survey methods allow generalizations about the population of day users at South Beach State Park at a margin of  $\pm 5.3\%$ , overnight users at  $\pm 4.1\%$ , and both day and overnight users at  $\pm 3.2\%$  at the 95% confidence level. The day-use visitor survey involved on-site intercepts. The overnight visitor survey involved an internet survey of visitors who stayed overnight at the park 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 at this park.

### **Results**

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

- The most popular activities were hiking / walking (70%), beachcombing (43%), sightseeing (40%), picnicking or barbequing (34%), and dog walking (28%); the least popular were scuba diving / snorkeling ( $< 1\%$ ), horseback riding ( $< 1\%$ ), boating (2%), and windsurfing (2%). Overnight users were more likely to participate in most activities, which is not surprising given that they had more time at the park. Surfing / boogie boarding, however, was more popular among day users (10%) than overnight users (5%), as was kiteboarding (6% day users, 1% overnight users), and windsurfing (3% day users,  $< 1\%$  overnight users).
- The most common main activity groups were people hiking / walking (25%), picnicking or barbequing (13%), camping (10%), dog walking (8%), and beachcombing (8%). The least common groups were people scuba diving / snorkeling, horseback riding, boating, crabbing, bicycling on local roads, visiting nature / visitor center, and bird or wildlife watching (all  $< 1\%$ ). Day users were more likely to consider hiking or walking (28%), picnicking or barbequing (16%), and dog walking (9%) as their main activities, whereas overnight users were more likely to consider camping (51%) as their primary activity.
- Day users spent an average of over two and one half hours in the park, with 89% of these users spending up to five hours in the park. The majority of day users (77%), however, spent one to three hours. Overnight users spent an average of over three days at the park, although the largest proportions spent one (16%) or two (29%) days at the park and an additional 23% spent three days, 15% spent four days, and 19% spent five or more days.
- Most visitors to the park were non-locals (75%), driving 31 or more miles to reach the park. Day users, on average, traveled shorter distances ( $M=248.73$  miles) to visit the park

than overnight visitors ( $M=382.90$  miles). Most overnight visitors (22%) traveled 251 to 500 miles to reach the park whereas most day users (30%) traveled 30 miles or less.

- In total, 62% of respondents had visited this park before, but day users were more likely (64%) than overnight users (56%) to have visited before. Although users had visited an average of 5 and one half times in the past 12 months, the highest proportion (27%) had made just one trip to this park with the majority (54%) having made two or fewer trips. On average, day users had visited more times ( $M = 6.46$ ) than overnight users ( $M = 1.40$ ).
- Average group size was approximately five people (4.82), but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of two people (25%) or five to ten (25%). Day users, on average, visited in smaller groups ( $M = 4.40$  people) than overnight users ( $M = 6.69$ ), but these averages were again influenced by a few large groups. The majority of both day users (49%) and overnight users (54%) visited in groups of two to four people.
- In total, 66% of users did not bring dogs with them; 34% brought dogs. Overnight users were more likely (50%) than day users (31%) to bring dogs.
- Most users arrived at the park in their family vehicle (86%), 8% came in someone else's vehicle, and 6% in another form of transportation. On average, there were 3.18 people in each family vehicle and 3.47 in someone else's vehicle. For all day-use vehicles, there was an average of 3.09 people in the vehicle.
- Over half (61%) of users considered this park the main reason for their trip with more overnight users (74%) than day users (59%) considering it their main destination.
- If they had been unable to go to South Beach State Park for this visit, most park visitors would have either gone somewhere else for the same activity (67%) or come back another time (9%).

### ***Visitor Spending***

- Most visitors to the park (75%) are non-local visitors (living 31 or more miles from the park). More overnight users (99%) are non-local than day users (70%).
- Non-local overnight visitor party spending was higher than non-local day users, with the highest percentage (39%) reporting spending \$151-\$350 on their trip.
- Most visitors reported spending some money on gasoline and oil (68%), restaurants and bars (60%), and groceries (55%).

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

- Almost all users (97%) were able to find the information they needed when planning their visit to this park, and the few (3%) who did not find it would like better online maps of the park (e.g., group sites, overnight area, trails); photographs or descriptions of each RV space and campsite online to decide on the best spot; information regarding whether campers need to pay day fee; the physical street address of the park; Wi-Fi availability; conditions for handicapped; and rules for metal detecting.
- The most heavily used sources of information were previous visits (71%), official internet websites (e.g., Oregon State Parks; 68%), friends or family (67%), highway signs (60%), and brochures (51%). The least used sources were health care providers (11%), videos / DVDs (16%), church (19%), work (22%), television (23%), and radio (23%). Day users utilized most sources much more often, but overnight users (92%) were more likely than day users (61%) to obtain information from official internet websites.

- Official internet websites were used by most respondents (56%) as their first primary information source, followed by friends or family (15%), highway signs (8%), and past visits (7%). Overnight users were almost entirely dependent on official websites as their primary source (87%). Day users were also heavily dependent on these websites (47%), but also used other sources such as friends or family (15%), highway signs (10%), and previous visits (9%).

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

- Users considered the most important characteristics at this park were its absence of litter (97%), cleanliness (e.g., lawn care, lack of graffiti; 96%), cleanliness of toilets (95%), courteousness of park staff (89%), number of toilets / bathrooms (87%), and personal safety (86%). The least important attributes were facilities for groups to gather (44%), number of information / education programs or materials (47%), ease of movement or access (e.g., wheelchair, elderly, stroller; 50%), and the quality of information / education (51%). Day users considered parking, signs with directions to the park, ease of movement, and group facilities to be more important. Overnight users considered park and restroom cleanliness, presence and courteousness of staff, and safety to be more important. Almost all (95%) overnight users considered comfort of campsites to be important, 93% believed that a good value for the fee paid at the park was important, and 89% believed that shading provided by trees and other structures was important.
- Overall satisfaction among users was extremely high, as 96% were satisfied with the highest proportion of users being “very satisfied” (57%). Users were most satisfied with the park’s cleanliness (95%), absence of litter (92%), level of safety (90%), number and cleanliness of bathrooms (89% to 83%), courteousness of staff (87%), and parking (87%). Users were least satisfied with the amount and quality of educational information (both 54%), facilities for groups to gather (60%), information about conditions and hazards (61%), and ease of movement (e.g., wheelchair, stroller; 62%). Day users were more satisfied with the parking for vehicles and facilities for groups to gather, whereas overnight users were more satisfied with the courteousness and presence of staff, cleanliness of toilets / bathrooms, signs with directions in the park, condition and number of park trails, information about hazards, and the amount of educational information. Overnight users were also satisfied with the comfort of campsites (88%), the value for fee paid at the park (84%), and shading provided by trees (82%). Most respondents (91%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that almost all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at South Beach State Park.
- 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 (74%) and a large proportion were already encountering more people than they would tolerate in the park’s overnight use areas (74%). 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.

### ***Attitudes about Management Strategies***

- Users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (71%), more recycling containers (71%), more trash cans (64%), more hiking opportunities (62%), more chances for escaping crowds of people (61%), provide more information / education (55%), and require that dogs are kept on leash (54%). The least supported strategies were to close park to all recreation activities (6%), limit the number of people allowed per day (19%), provide downloadable mobile phone applications (26%), limit the number of large groups allowed (29%), more programs led by rangers (35%), and provide wireless internet access in the park (37%). Day users were more supportive of providing more recycling containers and trash cans, providing more information and education, restore the park to historical conditions, not changing anything, and providing more group picnic areas and enclosed shelters. Overnight users were more supportive of requiring dogs be kept on a leash at all times, providing wireless internet access in the park, and limiting the number of large groups and people allowed in the park.
- A majority of overnight users only supported adding more space between campsites (65%), and providing campsites accommodating both RV and tent camping (63%). They were least supportive of more walk in campsites (17%), more group camping sites (19%), and more tent camping in campgrounds (28%).
- In total, 78% of overnight users reserved their park visit on the internet reservation system, 15% used the telephone reservation system, and 7% had someone else make the reservation. Satisfaction with the reservation system was high, as 88% were satisfied and only 11% were not satisfied, and the highest proportion of overnight users was “very satisfied” (45%).

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

- There were a few more female (51%) than male (49%) users at this park.
- The average age of users was approximately 45 years old, and the largest proportions of users were 50 to 59 years old (23%) and 30 to 39 years old (22%). The average age of overnight users ( $M = 50$ ) was significantly greater than day users ( $M = 44$ ).
- The average annual household income before taxes of respondents was \$58,000, and the largest proportion of users had incomes of \$30,000 to \$49,999 (23%) and \$50,000 to \$69,999 (18%). Visitors to South Beach State Park are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994). Average household income was significantly greater in overnight user households (\$75,600) than in day user households (\$53,600).
- Almost all respondents were white (i.e., Caucasian; 88%) with few Hispanic / Latinos (5%), Asians (3%), American Indians (1%), Native Hawaiians (1%), and Blacks / African Americans (< 1%). There was a significant difference in ethnicity between day and overnight users with more Caucasians in overnight areas (94%) than in day use areas (87%), and more Latino's in day use areas (6%) than in overnight areas (1%).
- Almost all respondents (97%) considered English as their primary language in their homes.
- Over 72% of users lived in Oregon, 10% resided in Washington State, and 5% were from California. Among park users, 25% of park users resided in the Willamette Valley region of Oregon, 23% resided in the Portland Metro region, 6% lived in the Coastal region, 3% lived in the Southern region, 2% lived in the Central region, 2% lived in the Eastern

region, and less than 1% lived in the Mt. Hood / Gorge region. The largest percentage of overnight users was from out of state (33%) followed by the Portland Metro region (27%), whereas day users were primarily from the Willamette Valley (35%) or from another state (29%). Almost all day users lived in Oregon (75%), Washington State (8%), or California (5%). Fewer overnight users were from Oregon (57%), whereas more lived elsewhere such as Washington State (17%), British Columbia (9%), and California (5%).

- In total, 86% of park users said that nobody in their group had a disability, whereas 15% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (9% of park users), while 3% had a hearing disability, 2% had learning disabilities, and 1% had impaired sight.

## **Recommendations**

### ***Management Recommendations***

- Almost all day and overnight users traveled to this park in their own vehicles (86%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for South Beach State Park day-use visitors (3.09) was lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future day-use visitation calculations for the park.
- Approximately one third of users (34%) brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas because more overnight users brought dogs (50%). Managers may also want to consider examining enforcement of existing pet regulations in the park, given that 54% of users supported requiring dogs be on leash at all times and only 41% supported making the park more pet friendly.
- Almost all users (96%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the amount and quality of information and education materials and programs (both 54%), facilities for groups to gather (60%), and information about conditions and hazards (61%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 62%). Given that over 19% of park visitors were over the age of 60 and 15% of users had disabilities (9% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- Approximately 74% of overnight users felt crowded at the park, and 74% of these users encountered more people than their maximum tolerance limit. These results suggest 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. Monitoring and management of park use levels is needed, especially given that 61% supported the provision of more opportunities for escaping crowds.
- Over 51% of users did not support leaving the park as it is and not changing anything. Users most strongly supported strategies designed to provide more opportunities at the park for viewing wildlife (71%), more recycling containers (71%), more trash cans

(64%), more hiking opportunities (62%), more chances for escaping crowds of people (61%), more information / education (55%), and require that dogs are kept on leash (54%). A majority of overnight users also supported adding more space between sites (65%), and providing campsites accommodating both RV and tent camping (63%). Managers may want to consider some or all of these strategies.

- The visitor spending analysis showed that non-local overnight visitor party spending was substantial, with the highest percentage (39%) reporting spending \$150-\$350 on their trip (within 30 miles of the park). Most visitors reported spending some money on gasoline and oil, restaurants and bars, and groceries. 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 South Beach State Park visitor spending on the local economies.
- The largest proportion of users (56%) depended on official internet websites as the first primary source of obtaining information about state parks such as South Beach State Park, and the majority of overnight users (78%) 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 (97%) were able to find the information they needed when planning their visit to South Beach State Park. However, some visitors (3%) were not able to find all information needed. The most popular information needed was better online maps of the park (e.g., group sites, overnight area, trails); photographs or descriptions of each RV space and campsite online to decide on the best spot; information regarding whether campers need to pay a day-use fee; the physical street address of the park; Wi-Fi availability; conditions for handicapped; and rules for metal detecting.
- The demographic analysis shows that there were more Hispanic day users (6%) than Hispanic overnight users (1%) at South Beach State Park. 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 South Beach State Park.
- Users provided 540 verbatim open ended positive comments (131 comments, 4 pages) and negative comments and suggestions for improvement of South Beach State Park (408 comments, 13 pages). Many comments may provide insights for future planning and management. The most common concerns involved: (a) lack of garbage cans, recycle bins, and dog waste bags around the park; (b) off-leash dogs, noise from barking dogs, and owners not picking up after dogs, especially in overnight area; (c) lack of privacy between campsites (desire for more vegetation, and larger sites); (d) a desire for more dump stations (at each site or within the campground); (e) difficulty maneuvering RV through overnight area (parking pads at bad angles, low lying branches, speed bumps); (f) other campers (noisy, walking through other's campsites); (g) too crowded in overnight area; (h) provide a surf webcam; (i) burrs/stickers in the grass; (j) need more bike / hiking trails; (k) easier access to the beach in the day use area, including ADA access; (l) more restroom facilities; (m) provide bags of ice for sale; and (n) a quicker check in process. Many of these comments may provide useful insights for future planning and management.

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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 B) administered to randomly selected samples of day and overnight users at South Beach State Park 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.

### **Onsite Survey of Day Users**

Day users 18 years of age and older who visited South Beach State Park between July 2 and August 14, 2011 were approached in person (face to face) and asked to complete the six page questionnaire onsite at this 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) administered these questionnaires to reduce costs.

### **Internet Survey of Overnight Users**

Random samples of overnight users 18 years of age and older 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 1, the total number of completed questionnaires across all survey approaches was  $n = 909$  with an estimated total response rate of 64%. Completed questionnaires were received from  $n = 336$  day users (91% response rate) and  $n = 573$  overnight users (55% response). These combined sample sizes across survey methods allow generalizations about the population of day users at South Beach State Park at a margin of  $\pm 5.3\%$ , overnight users at  $\pm 4.1\%$ , and both day and overnight users at  $\pm 3.2\%$  at the 95% confidence level.

Table 1. Sample sizes and response rates for each survey approach

	Initial contacts	Completed surveys ( <i>n</i> )	Response rate (%)
Day Users	369	336	91
Overnight Users	1046	573	55
Total	1415	909	64

Table 1 shows that the total number of completed questionnaires for overnight users (*n* = 573) was higher than day users (*n* = 336). Between 2008 and 2010, however, a much larger proportion of the total population of users at South Beach State Park consisted of day users. Actual population estimates for day users, for example, ranged from 621,402 in 2008, 744,398 in 2009, and 644,486 in 2010, compared to just 135,654 overnight users in 2008, 148,717 in 2009, and 139,622 overnight users in 2010. These average use levels across the three years from 2008 to 2010 show that approximately 82.6% of users at South Beach State Park were day users and 17.4% were overnight users. The sample for this project, however, consisted of 37.0% day users and 63.0% overnight users. Consequently, in the results sections reporting findings only for all users taken together (i.e., total users at South Beach), the data were weighted by population proportions calculated from the three year average using the following formula (Vaske, 2008) to ensure that questionnaire responses were statistically representative of the total population of all users at this park:

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

$$\text{Weight (day users)} = \frac{0.826}{0.370} = 2.23$$

$$\text{Weight (overnight users)} = \frac{0.174}{0.630} = 0.276$$

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.,  $\chi^2$ ,  $F$ ) 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  $\eta$ ) 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 C.

## ***RESULTS***

### **Personal and Visit Characteristics**

***Activity Groups.*** The questionnaires asked respondents to check all of the activities in which they participated at South Beach State Park on their most recent trip. Table 2 shows that the most popular activities at this park were hiking / walking (70%), beachcombing (43%), sightseeing (40%), picnicking or barbequing (34%), and dog walking (28%). The least popular activities were scuba diving / snorkeling (< 1%), horseback riding (< 1%), boating (2%), and windsurfing (2%). Participation rates differed significantly between day users and overnight users for 20 of these 23 activities; participation in running or jogging, horseback riding, and scuba diving did not differ between these two groups. In most cases, overnight users were significantly more likely to participate in the various activities, which is not surprising given that they had much more time at the park to engage in activities. Surfing / boogie boarding, however, was more popular among day users (10%) than overnight users (5%), as was kiteboarding (6% day users, 1% overnight users), and windsurfing (3% day users, < 1% overnight users).

Table 2. Comparison of day and overnight users for recreation activities at the park

	User Group <sup>a</sup>			$\chi^2$ value	p value	Effect size
	Day Users	Overnight Users	Total <sup>b</sup>			Phi ( $\phi$ )
Hiking or walking	66	87	70	51.77	< .001	.24
Beachcombing	38	69	43	85.50	< .001	.31
Sightseeing	35	61	40	58.55	< .001	.25
Picnicking or barbequing	31	47	34	21.27	< .001	.15
Dog walking	25	38	28	16.06	< .001	.13
Swimming/wading	21	29	22	7.57	.006	.09
Bird or wildlife watching	15	21	16	6.51	.011	.08
Kite Flying	13	22	15	10.41	.001	.11
Other <sup>c</sup>	11	9	11	1.56	.211	.04
Surfing/boogie boarding	10	5	10	7.55	.006	.09
Running or jogging	8	9	8	0.48	.487	.02
Kiteboarding	6	1	5	22.43	< .001	.16
Visit nature/visitor center	5	23	8	53.96	< .001	.23
Fishing	5	9	6	4.37	.037	.07
Bicycling on trails	4	35	10	136.12	< .001	.35
Crabbing	3	15	5	38.66	< .001	.19
Windsurfing	3	< 1	2	12.45	< .001	.12
Ranger-led program(s)	2	9	3	23.05	< .001	.15
Clam digging	2	6	3	7.07	.008	.08
Bicycling on local roads	1	17	4	71.80	< .001	.25
Camping	< 1	93	16	910.73	< .001	.90
Boating (motor, canoe, kayak)	< 1	8	2	33.36	< .001	.16
Horseback riding	< 1	1	< 1	0.26	.608	.02
Scuba diving/snorkeling	< 1	1	< 1	0.26	.608	.02

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

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

<sup>c</sup> The most popular “other” activities were: visiting aquarium and Hatfield Marine Science Center, building sandcastles, frisbee, kayaking, shopping, family reunions, visiting lighthouses, photography, geocaching, skim boarding, use restrooms, playing/sleeping/reading on the beach.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to South Beach State Park. Table 3 shows that the most common primary activity groups were people hiking / walking (25%), picnicking or barbequing (13%), camping (10%), dog walking (8%), and beachcombing (8%). The least common activity groups were people scuba diving / snorkeling, horseback riding, boating, crabbing, bicycling on local roads, visiting nature / visitor center, and bird or wildlife watching (all < 1%). 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 (28%), picnicking

or barbequing (16%), and dog walking (9%) as their main activities, whereas overnight users were more likely to consider camping (51%) as their primary activity.

Table 3. Comparison of day and overnight users for primary activity at the park <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Hiking or walking	28	11	25
Picnicking or barbequing	16	1	13
Dog walking	9	5	8
Other <sup>c</sup>	8	2	7
Beachcombing	7	11	8
Sightseeing	7	4	7
Surfing/boogie boarding	7	1	6
Kiteboarding	5	< 1	4
Fishing	4	1	4
Swimming/wading	3	2	3
Bicycling on trails	2	7	3
Ranger-led program(s)	1	1	1
Running or jogging	1	< 1	1
Clam digging	1	< 1	1
Kite flying	1	0	1
Windsurfing	1	0	1
Bird or wildlife watching	< 1	< 1	< 1
Visit nature/visitor center	< 1	< 1	< 1
Bicycling on local roads	< 1	0	< 1
Camping	0	51	10
Crabbing	0	2	< 1
Boating (motor, canoe, kayak)	0	1	< 1
Horseback riding	0	< 1	< 1
Scuba diving/snorkeling	0	< 1	< 1

<sup>a</sup>  $\chi^2 = 464.47, p < .001, V = .66$ .

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

<sup>c</sup> The most popular “other” activities were: visiting aquarium and Hatfield Marine Science Center, building sandcastles, frisbee, kayaking, shopping, family reunions, visiting lighthouses, photography, geocaching, skim boarding, use restrooms, playing/sleeping/reading on the beach.

**Duration of Visit.** Day users were asked to report how many *hours* they spent at South Beach State Park on their recent trip and overnight users were asked how many *nights* in a row they spent at the park on their trip. Table 4 shows that, on average, day users spent over two and one half hours in the park, with 89% of these users spending up to five hours in the park. The majority of day users (77%), however, spent one to three hours.

Table 4. Duration of visit at the park

Day Users (Hours)	
1 hour	29
2 hours	33
3 hours	15
4 to 5 hours	12
6 to 9 hours	9
10 or more hours	2
Mean / average hours	2.67
Overnight Users (Nights)	
1 day	16
2 days	29
3 days	23
4 days	15
5 days	9
6 or more days	10
Mean / average days	3.10

<sup>1</sup> Cell entries are percentages (%) unless specified as means / averages

Overnight users spent an average of over three days at the park, although the largest proportions spent one (16%) or two (29%) days at the park (Table 4). An additional 23% spent three days at the park, 15% spent four days, and another 19% spent five or more days. There were no differences among survey approaches in the number of days overnight users spent at the park.

**Distance Traveled.** Respondents were also asked to report about how far from home they traveled to get to the park. Table 5 shows that 25% of visitors were local (driving 30 miles or less to reach the park) and another 39% originated 31 to 120 miles from the park. A higher percentage of day-use visitors were local (30%) than overnight visitors (< 1%). Day users, on average, traveled shorter distances (M=248.73 miles) to visit the park than overnight visitors (M=382.90 miles).

Table 5. Comparison of day and overnight user distance traveled to the park <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
30 miles or less	30	< 1	25
31 to 60 miles	18	5	16
61 to 90 miles	11	13	11
91 to 120 miles	11	17	12
121 to 150 miles	4	13	6
151 to 250 miles	9	13	10
251 to 500 miles	9	22	11
501 or more miles <sup>c</sup>	8	17	9
Mean / average	248.73	382.90	272.56

<sup>a</sup>  $\chi^2 = 450.85, p < .001, V = .66.$

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

<sup>c</sup>  $t = 3.00, p = .003, r_{pb} = .10.$

**Previous Visitation.** Users were asked if they had ever visited South Beach State Park before their most recent trip. Table 6 shows that 62% of respondents had visited this park before, whereas 38% 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 (64%) than overnight users (56%).

Table 6. Comparison of day and overnight user previous visitation to the park <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Yes, visited park before	64	56	62
No, not visited park before	37	44	38

<sup>a</sup>  $\chi^2 = 5.08, p < .024, \phi = .08.$

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

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that although users had visited an average of five and one half times in the past 12 months, the highest proportion (27%) had made just one trip to this park in the past year with the majority (54%) having made two or fewer trips. On average, day users had visited significantly more times ( $M = 6.46$ ) than overnight users ( $M = 1.40$ ). For example, 86% of overnight users had visited two or fewer times in the past 12 months and less than 3% had visited six or more times, whereas 33% of day users had visited six or more times.

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

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
0 Trips	11	23	13
1 Trip	23	45	27
2 Trips	13	18	14
3 to 5 Trips	21	12	19
6 to 12 Trips	22	2	18
13 to 24 Trips	5	< 1	4
More than 24 Trips	6	0	5
Mean / average trips <sup>c</sup>	6.46	1.40	5.50

<sup>a</sup>  $\chi^2 = 121.65, p < .001, V = .50$ .

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

<sup>c</sup>  $t = 6.46, p < .001, r_{pb} = .37$ .

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at South Beach State Park on their most recent trip. Table 8 shows that the average group size was approximately five people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of two people (25%) or five to ten (25%). Overnight users, on average, visited in significantly larger groups ( $M = 6.69$  people) than day users ( $M = 4.40$ ), but these averages were again influenced by a few extremely large groups. The majority of both day users (49%) and overnight users (54%) visited in groups of two to four people. Day users were slightly more likely to visit alone (22%) than overnight users (4%), however overnight users (15%) were more likely than day users (5%) to visit in large groups consisting of more than 10 people.

Table 8. Comparison of day and overnight user group size at the park <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
1 Person (alone)	22	4	18
2 People	26	23	25
3 or 4 People	23	31	24
5 to 10 People	24	28	25
11 to 25 People	4	11	6
More than 25 People	1	4	2
Mean / average <sup>c</sup>	4.40	6.69	4.82

<sup>a</sup>  $\chi^2 = 105.12, p < .001, V = .35$ .

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

<sup>c</sup>  $t = 4.97, p = .001, r_{pb} = .16$ .

**Bringing Dogs to the Park.** The questionnaires asked day users and overnight users if they or anyone else in their group brought dog(s) with them to South Beach State Park. Table 9 shows that 66% of park users did not bring dogs with them and 34% brought dogs. Overnight users (50%) were significantly more likely than day users (31%) to bring dogs.

Table 9. Comparison of day and overnight users bringing dogs with them to the park <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
No, did not bring dog(s)	69	50	66
Yes, brought dog(s)	31	50	34

<sup>a</sup>  $\chi^2 = 30.48, p < .001, \phi = .19$ .

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

**Transportation to the Park.** Respondents were asked how they got to South Beach State Park on their most recent trip. Table 10 shows that most users arrived at the park in their family’s personal vehicle (86%), 8% arrived in somebody else’s vehicle, and 6% arrived in another form of transportation. On average, there were 3.18 people in each personal family vehicle and 3.47 people in somebody else’s vehicle. For all day-use vehicles, there was an average of 3.09 people in the vehicle. For all overnight vehicles, there was an average of 3.27 people in the vehicle. There was a significant difference between day users and overnight users, with almost all overnight users arriving in their own vehicles (92%) compared to day users who were slightly more likely to not only use their own vehicles (85%), but also other modes of transportation.

Table 10. Comparison of day and overnight user transportation to the park <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
My family’s personal vehicle <sup>c</sup>	85	92	86
Somebody else’s personal vehicle <sup>d</sup>	9	2	8
Other	6	7	6

<sup>a</sup>  $\chi^2 = 22.73, p < .001, V = .17$ .

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

<sup>c</sup> Number of people in vehicle: mean / average = 3.18 (1-2 people = 43%, 3-4 people = 40%), day user = 3.02, overnight = 3.23.

<sup>d</sup> Number of people in vehicle: mean / average = 3.47 (1-4 people = 73%), day user = 3.59, overnight = 3.31.

**Reasons for Visiting.** Visitors were asked if this park was the main reason for their trip. Table 11 shows that 61% of users considered this park their main destination with slightly more overnight users (74%) than day users (59%) considering it the reason for their trip.

Table 11. Comparison of day and overnight users in whether the park was their main destination <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Primarily for recreation – this park was main destination	59	74	61
Primarily for recreation – main destination was not this park	28	21	26
Primarily for business, family, or other reasons – park was side trip	9	4	8
Some other reason	5	2	4

<sup>a</sup>  $\chi^2 = 26.95, p < .001, \phi = .17$ .

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

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to South Beach State Park for this visit. As shown in Table 12, most users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (67%) or come back another time (9%). Overnight users (75%) were more likely to go somewhere else for the same activity than day users (65%).

Table 12. Comparison of day and overnight user alternatives to park visit <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Gone somewhere else for same activity <sup>c</sup>	65	75	67
Gone somewhere else for a different activity <sup>d</sup>	5	6	5
Come back another time	10	8	9
Stayed home	8	5	8
Gone to work at my regular job	1	< 1	1
Something else (none of these)	10	6	9

<sup>a</sup>  $\chi^2 = 13.13, p < .022, V = .14$ .

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

<sup>c</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 93.89 miles, day user = 52.39, overnight = 226.57.  $t = 9.11, p = .001, r_{pb} = .30$ .

<sup>d</sup> If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 165.97 miles, day user = 155.50, overnight = 196.77.  $t = 0.47, p = .639, r_{pb} = .09$ .

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

- The most popular activities were hiking / walking (70%), beachcombing (43%), sightseeing (40%), picnicking or barbequing (34%), and dog walking (28%); the least popular were scuba diving / snorkeling (< 1%), horseback riding (< 1%), boating (2%),

and windsurfing (2%). Overnight users were more likely to participate in most activities, which is not surprising given that they had more time at the park. Surfing / boogie boarding, however, was more popular among day users (10%) than overnight users (5%), as was kiteboarding (6% day users, 1% overnight users), and windsurfing (3% day users, < 1% overnight users).

- The most common main activity groups were people hiking / walking (25%), picnicking or barbequing (13%), camping (10%), dog walking (8%), and beachcombing (8%). The least common groups were people scuba diving / snorkeling, horseback riding, boating, crabbing, bicycling on local roads, visiting nature / visitor center, and bird or wildlife watching (all < 1%). Day users were more likely to consider hiking or walking (28%), picnicking or barbequing (16%), and dog walking (9%) as their main activities, whereas overnight users were more likely to consider camping (51%) as their primary activity.
- Day users spent an average of over two and one half hours in the park, with 89% of these users spending up to five hours in the park. The majority of day users (77%), however, spent one to three hours. Overnight users spent an average of over three days at the park, although the largest proportions spent one (16%) or two (29%) days at the park and an additional 23% spent three days, 15% spent four days, and 19% spent five or more days.
- Most visitors to the park were non-locals (75%), driving 31 or more miles to reach the park. Day users, on average, traveled shorter distances ( $M=248.73$  miles) to visit the park than overnight visitors ( $M=382.90$  miles). Most overnight visitors (22%) traveled 251 to 500 miles to reach the park whereas most day users (30%) traveled 30 miles or less.
- In total, 62% of respondents had visited this park before, but day users were more likely (64%) than overnight users (56%) to have visited before. Although users had visited an average of 5 and one half times in the past 12 months, the highest proportion (27%) had made just one trip to this park with the majority (54%) having made two or fewer trips. On average, day users had visited more times ( $M = 6.46$ ) than overnight users ( $M = 1.40$ ).
- Average group size was approximately five people (4.82), but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of two people (25%) or five to ten (25%). Day users, on average, visited in smaller groups ( $M = 4.40$  people) than overnight users ( $M = 6.69$ ), but these averages

were again influenced by a few large groups. The majority of both day users (49%) and overnight users (54%) visited in groups of two to four people.

- In total, 66% of users did not bring dogs with them; 34% brought dogs. Overnight users were more likely (50%) than day users (31%) to bring dogs.
- Most users arrived at the park in their family vehicle (86%), 8% came in someone else's vehicle, and 6% in another form of transportation. On average, there were 3.18 people in each family vehicle and 3.47 in someone else's vehicle. For all day-use vehicles, there was an average of 3.09 people in the vehicle.
- Over half (61%) of users considered this park the main reason for their trip with more overnight users (74%) than day users (59%) considering it their main destination.
- If they had been unable to go to South Beach State Park for this visit, most park visitors would have either gone somewhere else for the same activity (67%) or come back another time (9%).

### **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 South Beach State Park 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 13 includes the percentages of all 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 (75%). More overnight users (99%) are non-local than day users (70%). Based on previous year visitation estimates, approximately 82.6% of users at South Beach State Park are day users and 17.4% overnight users.

Table 13. Comparison of day and overnight users, local / non-local <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Local	30	< 1	25
Non-Local <sup>c</sup>	70	99	75

<sup>a</sup>  $\chi^2 = 195.36, p < .001, \phi = .45$ .

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

Table 14 shows the proportion of total spending for each visitor profile type and reported on a party trip basis. For local day-use visitors, the highest percentage (35%) reported spending no money per party on their trip with 20% reporting spending \$1-\$25 per party. For non-local day-use visitors, the highest percentage (26%) reported spending \$51-\$150 on their trip. Non-local overnight visitor spending was higher than local day-users, with the highest percentage (39%) reporting spending \$151-\$350 on their trip.

Table 14. Comparison of day and overnight total spending, dollars per party per trip

	<u>Local</u>		<u>Non-Local</u>		All <sup>a</sup> (%)
	Day (%)	Overnight (%)	Day (%)	Overnight (%)	
Spent no money	35	*	12	1	14
\$1 - \$25	20	*	4	1	7
\$26 - \$50	17	*	11	3	10
\$51 - \$150	13	*	26	12	20
\$151 - \$350	11	*	25	39	25
\$351 - \$550	4	*	12	22	14
\$551 - \$1,000	0	*	9	22	10

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

\* There were too few local overnight visitors to report findings.

Table 15 includes the proportion of visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). Most non-local day use visitors reported spending money on gasoline and oil (71%), restaurants and bars (65%), and groceries (51%). Most non-local overnight visitors reported spending money on groceries (83%), gasoline and oil (81%), restaurants and bars (75%), camping fees (73%), and souvenirs (58%). The “All” spending average is estimated as a weighted average for spending by day-user

and overnight visitors. Most visitors to South Beach State Park reported spending some money on gasoline and oil (68%), restaurants and bars (60%), and groceries (55%).

Table 15. Comparison of percent of day and overnight party spending of any dollars in eight spending categories <sup>a</sup>

Spending Categories	<u>Local</u>		<u>Non-Local</u>		All <sup>b</sup> (%)
	Day (%)	Overnight (%)	Day (%)	Overnight (%)	
Gasoline and oil	46	*	71	81	68
Groceries	35	*	51	83	55
Restaurants and bars	30	*	65	75	60
Camping	11	*	18	73	28
Souvenirs, clothing, and other miscellaneous	9	*	35	58	35
Park entry, parking, or recreation use fees	4	*	22	41	21
Recreation and equipment (guide fees, equipment rental)	4	*	6	15	7
Motel, lodge, cabin, B&B, other lodging	2	*	26	8	16

<sup>a</sup>  $\chi^2 = 142.76, p < .001, V = .50.$

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

\* There were too few local overnight visitors to report findings.

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

- Most visitors to the park (75%) are non-local visitors (living 31 or more miles from the park). More overnight users (99%) are non-local than day users (70%).
- Non-local overnight visitor party spending was higher than non-local day users, with the highest percentage (39%) reporting spending \$151-\$350 on their trip.
- Most visitors reported spending some money on gasoline and oil (68%), restaurants and bars (60%), and groceries (55%).

**Obtaining Information about the Parks**

The questionnaires contained several questions examining how users obtained information about state parks such as South Beach State Park and whether they were able to obtain the information they needed. Table 16 shows that almost all users (97%) were able to find the information they needed when planning their visit to this state park, and the few (3%) who did not find the information they needed would like additional: online maps of the park (e.g., group sites, overnight area, trails); photographs or descriptions of each RV space and campsite online to

decide on the best spot; information regarding whether campers need to pay day fee; the physical street address of the park; Wi-Fi availability; conditions for handicapped; and rules for metal detecting. There were no differences between day and overnight users in their responses to these questions.

Table 16. Comparison of day and overnight users in whether they found the information needed <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Yes, found the information needed	97	96	97
No, did not find the information needed <sup>c</sup>	3	4	3

<sup>a</sup>  $\chi^2 = 0.35, p = .556, \phi = .02$ .

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

<sup>c</sup> The most popular information needed was: better online maps of the park (e.g., group sites, overnight area, trails); photographs or descriptions of each RV space and campsite online to decide on the best spot; information regarding whether campers need to pay day fee; physical street address; Wi-Fi availability; conditions for handicapped; rules for metal detecting.

Table 17. Comparison of day and overnight user use of information sources

	User Group <sup>a</sup>			$\chi^2$ value	p value	Effect size Phi ( $\phi$ )
	Day Users	Overnight Users	Total <sup>b</sup>			
Previous visit	72	68	71	10.05	.040	.12
Highway signs	68	34	60	96.55	< .001	.39
Friends / family	67	65	67	11.93	.018	.13
Official internet websites (OPRD)	61	92	68	120.23	< .001	.43
Brochures	51	51	51	1.85	.763	.05
Other <sup>c</sup>	44	22	39	18.95	.001	.30
Magazines	35	22	32	16.31	.003	.16
Newspapers	34	17	30	38.48	< .001	.25
Books	34	22	31	11.20	.024	.13
Social media websites	30	20	28	9.02	.061	.12
Radio	28	8	23	47.25	< .001	.28
Television	27	11	23	31.25	< .001	.23
Work	24	16	22	15.12	.004	.15
Community organizations or church	23	8	19	28.25	< .001	.22
Videos / DVDs	19	6	16	32.97	< .001	.23
Health care providers	12	6	11	17.29	.002	.17

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

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

<sup>c</sup> The most popular “other” reasons were: books (Pacific Northwest Camping by Tim Stienstra); Oregon State Tourist Information; websites such as AAA, Trip Advisor, Mapquest, Google, surfing sites; maps; RV directory (Trailer Life); and word of mouth.

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 South Beach State Park. Table 17 shows that the most heavily used sources of information were previous visits (71%), official internet websites (e.g., Oregon State

Parks; 68%), friends or family (67%), highway signs (60%), and brochures (51%). The least used sources were health care providers (11%), videos / DVDs (16%), church (19%), work (22%), television (23%), and radio (23%). Day users and overnight users differed significantly on all but two information sources, with day users utilizing almost all of these sources much more often. Overnight users (92%), however, were more likely than day users (61%) to obtain information from official internet websites.

Table 18. Comparison of day and overnight users for primary information source <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Official internet websites (OPRD)	47	87	56
Friends / family	18	5	15
Highway signs	10	1	8
Previous visit	9	4	7
Brochures	4	1	3
Other	3	< 1	3
Newspapers	3	0	2
Social media websites	1	1	1
Books	1	1	1
Television	1	0	1
Radio	1	0	1
Work	1	< 1	1
Videos / DVDs	1	0	< 1
Magazines	0	< 1	< 1
Community organizations or church	0	< 1	< 1
Health care providers	0	0	0

<sup>a</sup>  $\chi^2 = 147.12, p < .001, V = .46.$

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

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 South Beach State Park. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (56%) as the first primary information source, followed by friends or family (15%), highway signs (8%), 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 (87%). Day users were also heavily dependent on these websites (47%), but also used other sources such as friends and family (18%) highway signs (10%), and previous visits (9%).

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

- Almost all users (97%) were able to find the information they needed when planning their visit to this park, and the few (3%) who did not find it would like better online maps of the park (e.g., group sites, overnight area, trails); photographs or descriptions of each RV space and campsite online to decide on the best spot; information regarding whether campers need to pay day fee; the physical street address of the park; Wi-Fi availability; conditions for handicapped; and rules for metal detecting.
- The most heavily used sources of information were previous visits (71%), official internet websites (e.g., Oregon State Parks; 68%), friends or family (67%), highway signs (60%), and brochures (51%). The least used sources were health care providers (11%), videos / DVDs (16%), church (19%), work (22%), television (23%), and radio (23%). Day users utilized most sources much more often, but overnight users (92%) were more likely than day users (61%) to obtain information from official internet websites.
- Official internet websites were used by most respondents (56%) as their first primary information source, followed by friends or family (15%), highway signs (8%), and past visits (7%). Overnight users were almost entirely dependent on official websites as their primary source (87%). Day users were also heavily dependent on these websites (47%), but also used other sources such as friends or family (15%), highway signs (10%), and previous visits (9%).

**Satisfaction with Experiences and Conditions**

**Overall Satisfaction.** Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at South Beach State Park?” Table 19 shows that overall satisfaction was extremely high, as 96% were satisfied and almost no respondents (4%) were dissatisfied. In addition, the highest proportion of users was “very satisfied” (57%).

Table 19. Comparison of day and overnight user overall satisfaction <sup>a</sup>

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Very Satisfied	59	50	57
Satisfied	38	43	39
Dissatisfied or Neutral	3	8	4

<sup>a</sup>  $\chi^2 = 15.75, p = .003, V = .12.$

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

**Satisfaction and Expectations with Specific Characteristics.** Although almost all users were satisfied with their overall visit at South Beach State Park, this does not indicate that they were satisfied with every aspect of this park. This project, therefore, first measured respondent *expectations* by asking them the extent they believed that several attributes of South Beach State Park 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 20. Comparison of day and overnight user specific *expectations* at the park

	User Group <sup>a</sup>			$\chi^2$ value	p value	Effect size Phi ( $\phi$ )
	Day Users	Overnight Users	Total <sup>b</sup>			
Absence of litter	97	98	97	7.49	.058	.09
Cleanliness of park (graffiti, lawns)	95	98	96	22.69	< .001	.16
Cleanliness of toilets / bathrooms	95	96	95	56.75	< .001	.25
Courteousness of rangers / personnel	88	93	89	21.43	< .001	.16
Number of toilets / bathrooms	87	88	87	7.06	.133	.09
Parking for vehicles	86	76	84	20.93	< .001	.15
Personal safety	84	92	86	66.25	< .001	.28
Signs with directions <i>in</i> the park	78	79	79	6.43	.169	.09
Condition / maintenance of trails	77	81	78	4.31	.365	.07
Information about conditions / hazards	77	71	76	8.61	.072	.10
Signs with directions <i>to</i> the park	75	70	74	15.13	.004	.14
Number of park trails	70	75	71	7.10	.131	.09
Variety of things to do	69	68	69	5.06	.281	.08
Presence of park rangers / personnel	57	79	61	54.57	< .001	.26
Ease of movement / access (wheelchair, elderly, stroller)	52	42	50	10.03	.040	.11
Quality of educational information	51	51	51	4.00	.406	.07
Facilities for groups to gather	49	26	44	48.07	< .001	.24
Amount of educational information	47	47	47	7.74	.102	.10
Comfort of campsites <sup>c</sup>	--	95	--	--	--	--
Good value for fee paid at the park <sup>c</sup>	--	93	--	--	--	--
Shading provided by trees / structures <sup>c</sup>	--	89	--	--	--	--

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

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

<sup>c</sup> Only asked in questionnaires of overnight users, not day users.

Table 20 shows that the most important characteristics were the park’s absence of litter (97%), cleanliness (e.g., lawn care, lack of graffiti; 96%), cleanliness of toilets (95%), courteousness of park staff (89%), number of toilets / bathrooms (87%), and personal safety (86%). The least important attributes were facilities for groups to gather (44%), number of information / education programs or materials (47%), ease of movement or access (e.g., wheelchair, elderly, stroller; 50%), and the quality of information / education (51%). There were differences among day users and overnight users for nine of the 21 possible comparisons. Day users considered parking for vehicles, signs with directions to the park, ease of movement / access, and facilities for groups to gather to be more important. Overnight users felt that cleanliness of park, cleanliness of toilets, courteousness of rangers, personal safety, and presence of park rangers were more important at this state park. Responses for two additional items that were asked in the questionnaires

administered only to overnight users showed that (95%) overnight users considered comfort of campsites to be important, 93% believed that a good value for the fee paid at the park was important, and 89% believed that shading provided by trees and other structures was important.

Table 21. Comparison of day and overnight user specific *satisfactions* at the park

	User Group <sup>a</sup>			$\chi^2$ value	p value	Effect size Phi ( $\phi$ )
	Day Users	Overnight Users	Total <sup>b</sup>			
Cleanliness of park (graffiti, lawns)	94	96	95	1.94	.746	.05
Absence of litter	91	95	92	6.07	.194	.09
Personal safety	90	93	90	7.01	.136	.09
Number of toilets / bathrooms	90	86	89	4.42	.352	.07
Parking for vehicles	88	79	87	23.44	< .001	.16
Courteousness of rangers / personnel	87	91	87	12.20	.016	.11
Cleanliness of toilets / bathrooms	82	87	83	10.25	.036	.11
Signs with directions <i>to</i> the park	81	81	81	10.70	.030	.11
Variety of things to do	80	81	80	0.59	.964	.03
Presence of park rangers / personnel	77	88	79	22.11	< .001	.16
Signs with directions <i>in</i> the park	77	84	79	8.91	.030	.10
Condition / maintenance of trails	73	87	76	31.38	< .001	.20
Number of park trails	70	88	73	44.99	< .001	.24
Facilities for groups to gather	63	48	60	18.42	.001	.15
Ease of movement / access (wheelchair, elderly, stroller)	62	64	62	0.79	.940	.03
Information about conditions / hazards	59	72	61	17.73	.001	.15
Amount of educational information	52	63	54	10.93	.027	.12
Quality of educational information	52	62	54	8.95	.062	.11
Comfort of campsites <sup>c</sup>	--	88	--	--	--	--
Good value for fee paid at the park	--	84	--	--	--	--
Shading provided by trees / structures <sup>c</sup>	--	82	--	--	--	--

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

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

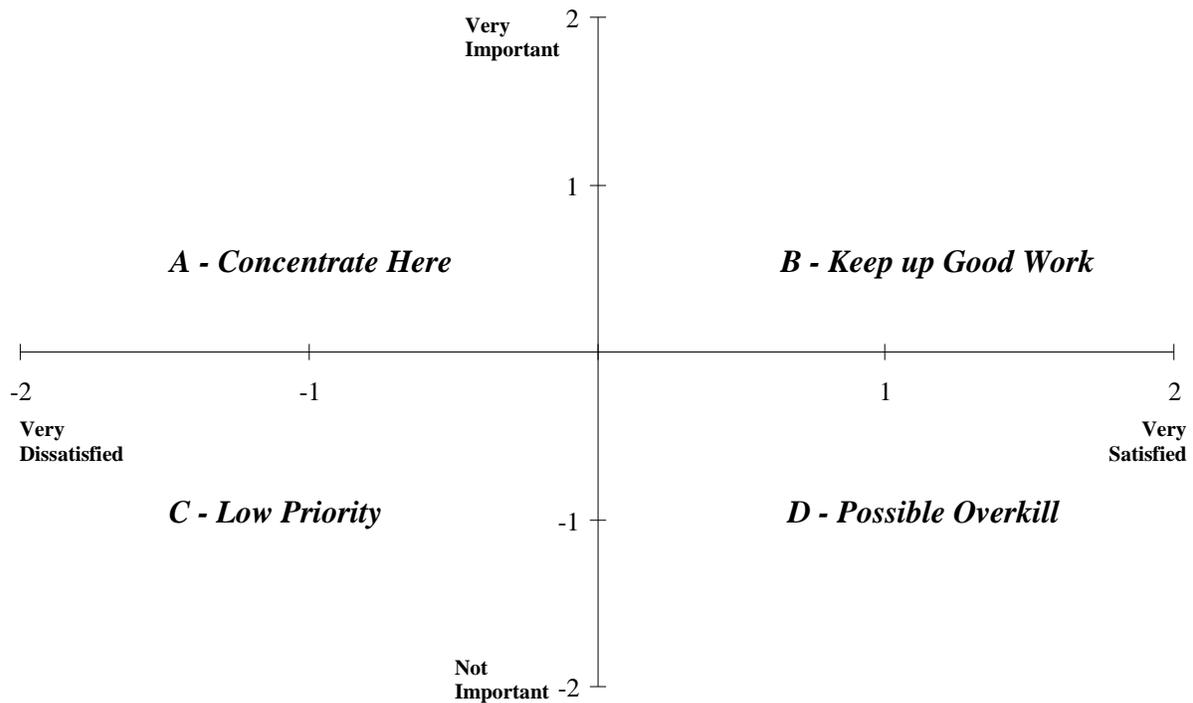
<sup>c</sup> Only asked in questionnaires of overnight users, not day users.

Table 21 shows that the majority of users were satisfied with most of these characteristics at South Beach State Park. Users were most satisfied with the park’s cleanliness (95%), absence of litter (92%), level of safety (90%), number and cleanliness of bathrooms (89% to 83%), courteousness of staff (87%), and parking (87%). Users were least satisfied with the amount and quality of educational information (both 54%), facilities for groups to gather (60%), information about conditions and hazards (61%), and ease of movement (e.g., wheelchair, stroller; 62%). Day users were slightly more satisfied with the parking for vehicles and facilities for groups to gather. Overnight users were slightly more satisfied with the courteousness and presence of staff, cleanliness of toilets / bathrooms, signs with directions in the park, condition and number of park

trails, information about hazards, and the amount of educational information. Overnight users were also satisfied with the comfort of campsites (88%), the value for fee paid at the park (84%), and shading provided by trees (82%).

**Importance – Performance Analysis.**

Figure 1. Importance-performance (I-P) analysis matrix



One approach for visualizing relationships between expectations (i.e., importance of attributes) and satisfaction (i.e., performance of these attributes) is Importance – Performance (I-P) analysis (Figure 1). Importance or expectations are represented as averages (i.e., means) on the vertical axis (i.e., y-axis) and average performance or experiences (i.e., satisfaction) are measured on the horizontal axis (i.e., x-axis). When combined, these axes intersect and produce a matrix of four quadrants that can be interpreted as “concentrate here” (high importance or expectation, low satisfaction or poor experiences; Quadrant A), “keep up the good work” (high importance or expectation and high satisfaction or good experiences; Quadrant B), “low priority” (low importance or expectation and low satisfaction or poor experiences; Quadrant C), and “possible overkill” (low importance or expectation, high satisfaction or good experiences; Quadrant D). This matrix provides managers with an easily understandable picture of the status of services,

facilities, and conditions as perceived by users, and reveals conditions that may or may not need attention (Bruyere, Rodriguez, & Vaske, 2002; Vaske, Beaman, Stanley, & Grenier, 1996).

Figure 2. Importance-performance (I-P) analysis matrix for *day users*

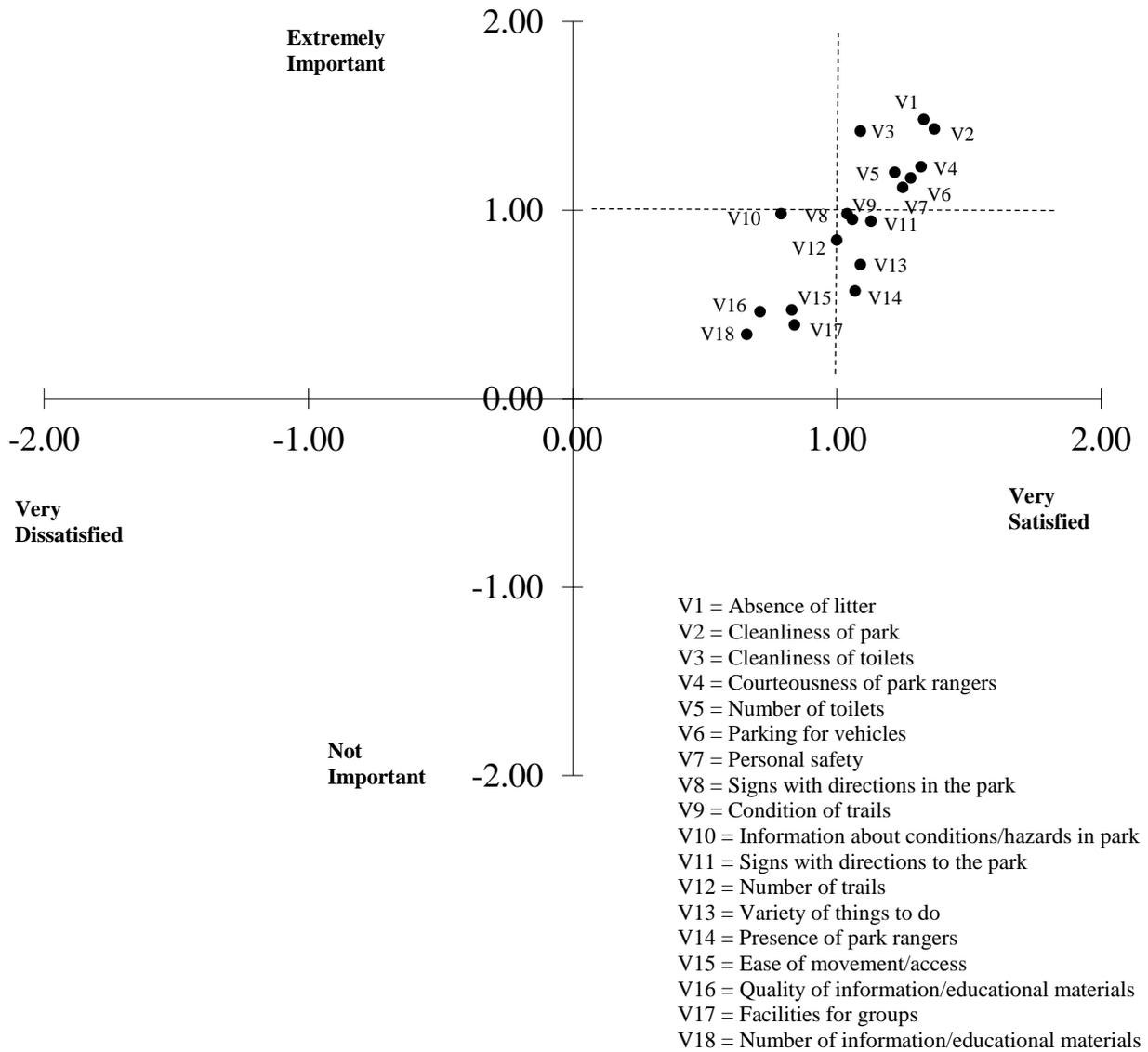


Figure 3. Importance-performance (I-P) analysis matrix for *overnight users*

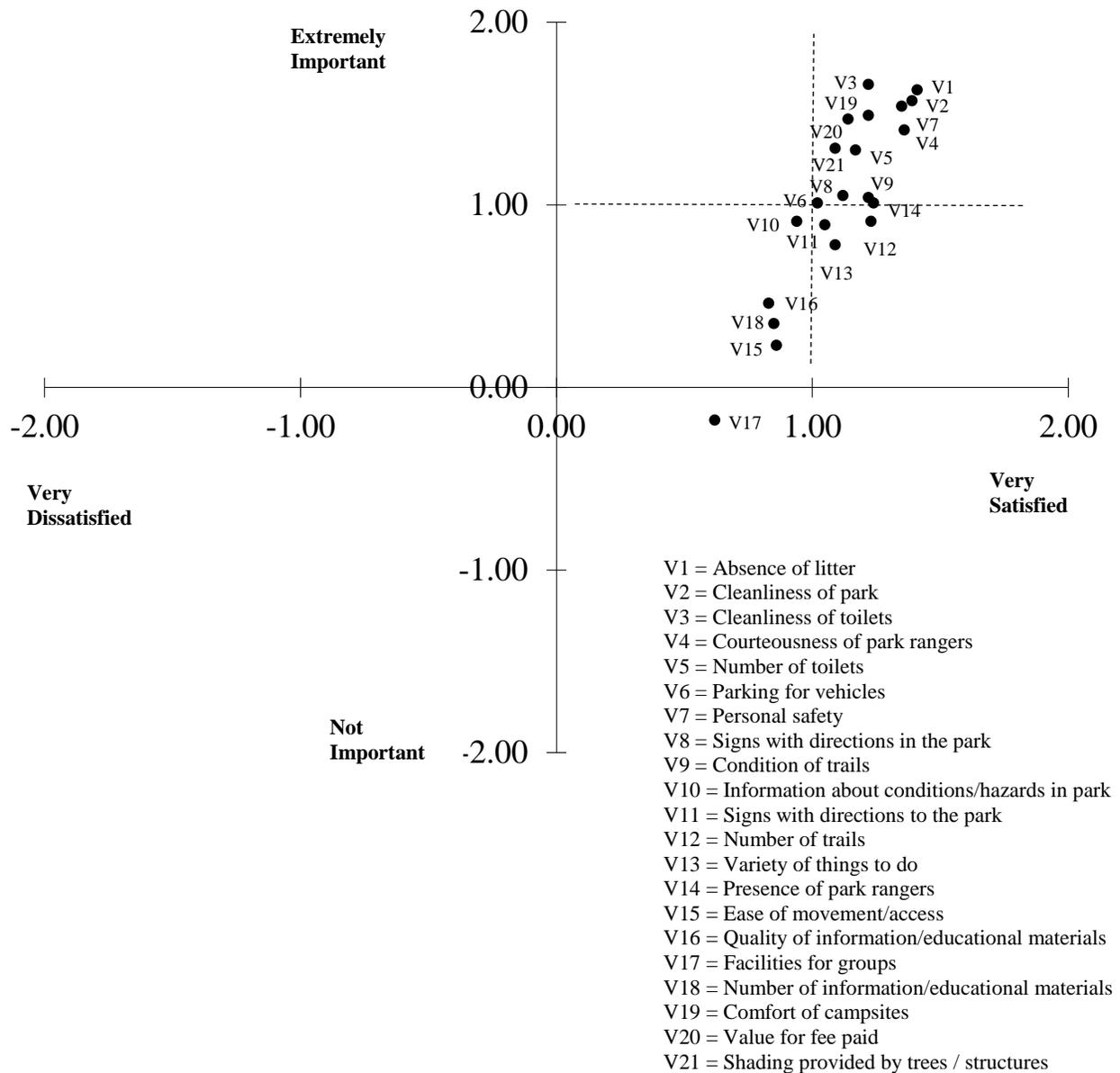


Figure 2 is the I-P matrix for day users and Figure 3 is the matrix for overnight users. Both matrices show that almost all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at South Beach State Park. 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 were doing a good job managing conditions and experiences at South Beach State Park.

Respondents were asked several additional questions about their satisfaction with South Beach State Park, including this park’s natural environment, facilities and services, and fees. Users were also asked how likely they would return to this state park. Table 22 shows high user satisfaction with the natural environment (95%), and the facilities and services (91%). Day and overnight users were similar in their satisfaction with the park’s facilities, but overnight users (91%) were significantly less satisfied than day users (96%) with the natural environment at this park. Approximately 81% of overnight users were satisfied with camping fees at the park. In total, 91% of respondents said they were likely to return to this park in the future, with day users (93%) slightly more likely than overnight users to return (84%).

Table 22. Comparison of day and overnight user likelihood of returning and satisfaction with the park fees, facilities, and environment

	User Group			$\chi^2$ value	p value	Effect size Phi ( $\phi$ )
	Day Users	Overnight Users	Total <sup>a</sup>			
Satisfaction with natural environment <sup>b</sup>	96	91	95	13.42	.009	.02
Satisfaction with facilities and services <sup>b</sup>	91	90	91	5.72	.221	.08
Satisfaction with fee paid <sup>b</sup>	--	81	--	--	--	--
Likelihood of returning <sup>c</sup>	93	84	91	17.20	< .001	.15

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

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

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

**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 23. Comparison of day and overnight user encounters, norms, and crowding

	User Group			<i>t</i> value	<i>p</i> value	Effect size <i>r</i> <sub>pb</sub>
	Day Users	Overnight Users	Total <sup>a</sup>			
Encounters with other people <sup>b</sup>	56.41	125.00	65.45	10.00	< .001	.35
Perception of crowding <sup>c</sup>	2.76	4.40	3.04	10.99	< .001	.34
Maximum tolerance for encountering other people (norm) <sup>d</sup>	126.76	108.54	125.91	0.65	.520	.07

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

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

<sup>c</sup> 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 = 62% (42% Day Users, 74% Overnight).

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

Table 23 shows that, on average, park users encountered approximately 65 other people on their visit at South Beach State Park, but would be willing to accept encountering a maximum of approximately 126 other users. Overnight users encountered significantly more people ( $M = 125.00$ ) than day users ( $M = 56.41$ ), but overnight users would accept seeing slightly fewer people ( $M = 108.54$ ) than day users ( $M = 126.76$ ). On average, both day users and overnight users felt slightly crowded, but overnight users felt significantly more crowded; 62% of all park users felt some degree of crowding on their visit, with 42% of day users feeling crowded and 74% 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 can be considered "low normal" where access, displacement, or crowding problems are not likely to exist at this time. Crowding at the overnight use areas, however, 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.

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 24. Relationships among encounters and norms

	Reported encounters compared to norm <sup>a</sup>	
	% Fewer encounters	% More encounters
Day Users	77	23
Overnight Users	26	74
Total <sup>b</sup>	75	25

<sup>a</sup> Percent of users who encountered either fewer than or more than their norm (minimum acceptable condition).

<sup>b</sup> Cell entries based on data weighted by population proportions to represent total population of all park users.

Table 24 shows relationships among encounters and norms at South Beach State Park. In total, 75% of all users reported encountering fewer people than their norm; only 25% encountered more than their maximum tolerance. Crowding scores were significantly higher for users reporting more encounters than their norm. Most day users (77%) did not encounter more people than they would tolerate, but 74% 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.

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

- Users considered the most important characteristics at this park were its absence of litter (97%), cleanliness (e.g., lawn care, lack of graffiti; 96%), cleanliness of toilets (95%), courteousness of park staff (89%), number of toilets / bathrooms (87%), and personal safety (86%). The least important attributes were facilities for groups to gather (44%), number of information / education programs or materials (47%), ease of movement or access (e.g., wheelchair, elderly, stroller; 50%), and the quality of information / education (51%). Day users considered parking, signs with directions to the park, ease of movement, and group facilities to be more important. Overnight users considered park and restroom cleanliness, presence and courteousness of staff, and safety to be more important. Almost all (95%) overnight users considered comfort of campsites to be

important, 93% believed that a good value for the fee paid at the park was important, and 89% believed that shading provided by trees and other structures was important.

- Overall satisfaction among users was extremely high, as 96% were satisfied with the highest proportion of users being “very satisfied” (57%). Users were most satisfied with the park’s cleanliness (95%), absence of litter (92%), level of safety (90%), number and cleanliness of bathrooms (89% to 83%), courteousness of staff (87%), and parking (87%). Users were least satisfied with the amount and quality of educational information (both 54%), facilities for groups to gather (60%), information about conditions and hazards (61%), and ease of movement (e.g., wheelchair, stroller; 62%). Day users were more satisfied with the parking for vehicles and facilities for groups to gather, whereas overnight users were more satisfied with the courteousness and presence of staff, cleanliness of toilets / bathrooms, signs with directions in the park, condition and number of park trails, information about hazards, and the amount of educational information. Overnight users were also satisfied with the comfort of campsites (88%), the value for fee paid at the park (84%), and shading provided by trees (82%). Most respondents (91%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that almost all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at South Beach State Park.
- 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 (74%) and a large proportion were already encountering more people than they would tolerate in the park’s overnight use areas (74%). 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.

**Attitudes about Management Strategies**

Several items in the questionnaires examined user attitudes about possible management strategies at South Beach State Park. Users were asked, for example, the extent they opposed or supported several potential new strategies for this park. Table 25 shows that the most strongly supported strategies were to provide more opportunities at the park for viewing wildlife (71%), more recycling containers (71%), more trash cans (64%), more hiking opportunities (62%), more chances for escaping crowds of people (61%), provide more information / education (55%), and require that dogs are kept on leash (54%). The least supported strategies were to close park to all recreation activities (6%), limit the number of people allowed per day (19%), provide downloadable mobile phone applications (26%), limit the number of large groups allowed (29%), more programs led by rangers (35%), and provide wireless internet access in the park (37%).

Day users were significantly more supportive of providing more recycling containers and trash cans, providing more information and education, restore the park to historical conditions, not changing anything, and providing more group picnic areas and enclosed shelters (Table 25). Overnight users were more supportive of requiring dogs be kept on a leash at all times, providing wireless internet access in the park, 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, and the majority of these users only supported adding more space between campsites (65%), and providing campsites accommodating both RV and tent camping (63%). They were least supportive of more walk in campsites (17%), more group camping sites (19%), and more tent camping in campgrounds (28%).

Table 25. Comparison of day and overnight user attitudes about management at the park

	User Group <sup>a</sup>			$\chi^2$ value	p value	Effect size Phi ( $\phi$ )
	Day Users	Overnight Users	Total <sup>b</sup>			
More recycling containers	75	58	71	28.27	< .001	.19
More opportunities for viewing wildlife	73	65	71	7.58	.056	.11
More trash cans	65	58	64	19.25	.001	.16
More opportunities for hiking	63	57	62	6.41	.171	.10
More opportunities for escaping crowds	61	63	61	0.69	.876	.03
More info / education (nature, history)	57	45	55	24.60	< .001	.19
Better maintenance / upkeep of facilities	54	43	52	8.02	.091	.11
Restore to historical conditions	54	40	51	22.03	< .001	.18
Do not change anything / keep as is	54	32	49	41.75	< .001	.24
More group picnic areas	54	21	47	87.42	< .001	.36
Require dogs be kept on leash at all times	51	66	54	19.60	.001	.17
Natural buffers block view of development	51	62	53	8.57	.073	.11
More enclosed shelters	46	27	42	26.67	< .001	.20
More paved trails	44	48	45	4.82	.306	.09
Make park more pet friendly	42	38	41	4.17	.383	.08
More programs led by rangers	36	32	35	5.14	.273	.09
Wireless internet access in park	31	60	37	59.78	< .001	.29
Limit the number of large groups allowed	26	41	29	30.10	< .001	.21
Downloadable mobile phone applications	26	27	26	15.12	.004	.15
Limit number of people allowed per day	16	32	19	92.10	< .001	.37
Close park to all recreation/tourism activities	7	4	6	9.34	.053	.12
More space between campsites <sup>c</sup>	--	65	--	--	--	--
Campsites with both RV and tent camping <sup>c</sup>	--	63	--	--	--	--
More tent camping in campgrounds <sup>c</sup>	--	28	--	--	--	--
More group camping areas <sup>c</sup>	--	19	--	--	--	--
More walk in / cart in campsites <sup>c</sup>	--	17	--	--	--	--

<sup>a</sup> Cell entries are percentages (%) of users whose response was “support” or “strongly support.”

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

<sup>c</sup> Only asked in questionnaires of overnight users, not day users.

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 South Beach State Park. Table 26 shows that 78% of overnight users reserved their visit using the internet reservation system, 15% used the telephone reservation system, and 7% had someone else make the reservation. Second, users were asked to report their satisfaction with the reservation system, which was high with 88% satisfied and only 11% not satisfied (Table 26). In addition, the highest proportion of users was “very satisfied” (45%).

Table 26. Overnight user reactions to the reservation systems

Type of reservation system used	
Internet reservation system	78
Telephone reservation system	15
Did not make the reservation	7
Satisfaction with reservation system	
Very Satisfied	45
Satisfied	43
Dissatisfied or Neutral	11

<sup>1</sup> Cell entries are percentages (%) unless specified as means / averages

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

- Users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (71%), more recycling containers (71%), more trash cans (64%), more hiking opportunities (62%), more chances for escaping crowds of people (61%), provide more information / education (55%), and require that dogs are kept on leash (54%). The least supported strategies were to close park to all recreation activities (6%), limit the number of people allowed per day (19%), provide downloadable mobile phone applications (26%), limit the number of large groups allowed (29%), more programs led by rangers (35%), and provide wireless internet access in the park (37%). Day users were more supportive of providing more recycling containers and trash cans, providing more information and education, restore the park to historical conditions, not changing anything, and providing more group picnic areas and enclosed shelters. Overnight users were more supportive of requiring dogs be kept on a leash at all times, providing wireless internet access in the park, and limiting the number of large groups and people allowed in the park.
- A majority of overnight users only supported adding more space between campsites (65%), and providing campsites accommodating both RV and tent camping (63%). They were least supportive of more walk in campsites (17%), more group camping sites (19%), and more tent camping in campgrounds (28%).
- In total, 78% of overnight users reserved their park visit on the internet reservation system, 15% used the telephone reservation system, and 7% had someone else make the reservation. Satisfaction with the reservation system was high, as 88% were satisfied and

only 11% were not satisfied, and the highest proportion of overnight users was “very satisfied” (45%).

### **Sociodemographic Characteristics of Users**

Table 27 shows demographic characteristics of users. There were a few more female (51%) than male (49%) users at South Beach State Park, and there were no statistically significant differences in proportions of males and females between day and overnight users. The average age of respondents was 45 years old, and the largest proportions of users were 50 to 59 years old (23%) and 30 to 39 years old (22%). The average age of overnight users ( $M = 50$ ) was significantly higher than day users ( $M = 44$ ). Almost all respondents were white (i.e., Caucasian; 88%) with few Hispanic / Latinos (5%), Asians (3%), American Indians (1%), Native Hawaiians (1%), and Blacks / African Americans (< 1%). There was a significant difference in ethnicity between day and overnight users with more Caucasians in overnight areas (94%) than in day use areas (87%), and more Latino’s in day use areas (6%) than in overnight areas (1%). The average annual household income before taxes of respondents was \$58,000, and the largest proportion of users had incomes from \$30,000 to \$49,999 (23%) and \$50,000 to \$69,999 (18%). Visitors to South Beach State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Average household income was significantly greater in overnight user households (\$75,600) than in day user households (\$53,600). However, out of state visitors tended to have even higher household incomes, with 39% recording an income of \$90,000 or greater. Almost all users (97%) considered English as the primary language in their homes.

Table 27. Comparison of day and overnight user demographic characteristics

	User Group <sup>a</sup>			$\chi^2$ or <i>t</i> value	<i>p</i> value	Effect size $\phi$ or <i>r</i> <sub>pb</sub>
	Day Users	Overnight Users	Total <sup>b</sup>			
Gender				5.05	.025	.08
Female	49	58	51			
Male	51	42	49			
Age				121.32	< .001	.39
Less than 20 years old	3	< 1	3			
20 – 29 years	15	4	13			
30 – 39 years	23	17	22			
40 – 49 years	20	29	21			
50 – 59 years	23	25	23			
60 – 69 years	13	20	15			
70 – 79 years	2	4	3			
80+ years old	< 1	0	< 1			
Average age (mean years)	44	50	45	5.53	< .001	.21
Household income (before taxes)				48.42	< .001	.28
Less than \$10,000	8	2	7			
\$10,000 – \$29,999	14	6	12			
\$30,000 – \$49,999	25	14	23			
\$50,000 – \$69,999	18	19	18			
\$70,000 – \$89,999	14	20	15			
\$90,000 – \$109,999	8	15	10			
\$110,000 – \$129,999	5	8	5			
\$130,000 – \$149,999	2	7	3			
\$150,000 – \$169,999	2	4	3			
\$170,000 or more	4	6	5			
Average income (mean dollars)	53,600	75,600	58,000	5.88	< .001	.23
Ethnicity				30.57	< .001	.20
White (Caucasian)	87	94	88			
Black / African American	< 1	1	< 1			
Hispanic / Latino	6	1	5			
Asian	3	2	3			
American Indian / Alaska Native	2	0	1			
Native Hawaiian or Pac Islander	1	0	1			
Other	2	2	2			
Language spoken most often at home				7.49	.020	.10
English	96	99	97			
Spanish	2	< 1	2			
Other	2	1	1			

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

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

Table 28 shows that 72% of users lived in Oregon, 10% resided in Washington State, and 5% were from California. Among visitors, 25% resided in the Willamette Valley region of Oregon, (<http://www.guidetooregon.com/regions/map.html>), 23% resided in the Portland Metro region, 6% lived in the Coastal region, 3% lived in the Southern region, 2% lived in the Central region, 2% lived in the Eastern region, and less than 1% lived in the Mt. Hood / Gorge region. The largest percentage of overnight users was from out of state (33%) followed by the Portland Metro region (27%), whereas day users were primarily from the Willamette Valley (35%) or from another state (29%). A vast majority of all day users lived in Oregon (75%), Washington State (8%), or California (5%). Fewer overnight users resided in Oregon (57%), whereas more lived elsewhere such as Washington State (17%), British Columbia, Canada (9%), and California (5%).

Table 28. Respondent location of residence

	Day Users (%)	Overnight Users (%)	Total (%) <sup>a</sup>
Country			
USA	99	89	97
Canada	1	10	3
State			
Oregon <sup>b</sup>	75	57	72
Washington	8	17	10
California	5	5	5
British Columbia (Canada)	1	9	3
Idaho	3	4	3
Other	8	8	8

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

<sup>b</sup> In total, 25% of park users resided in the Willamette Valley region of Oregon, 23% resided in the Portland Metro region, 6% lived in the coastal region, 3% lived in the Southern region, 2% lived in the Central region, 2% lived in the Eastern region, and less than 1% lived in the Mt. Hood / Gorge region. The largest percentage of overnight users was from out of state (33%) followed by the Portland Metro region (27%), whereas day users were primarily from the Willamette Valley (35%) or from another state (29%).

Table 29 shows that 86% of users said that nobody in their group had a disability, whereas 15% had at least one group member with a disability. There were no differences between day and overnight users with disabilities. Of those who had a disability, the most common was associated with walking (9% of park users), while 3% had a hearing disability, 2% had learning disabilities, and 1% had impaired sight.

Table 29. Comparison of day and overnight user disabilities

Disability in group	User Group <sup>a</sup>			$\chi^2$ value	<i>p</i> value	Effect size $\phi$
	Day Users	Overnight Users	Total <sup>b</sup>			
No	85	87	86	0.27	.604	.02
Yes <sup>c</sup>	15	13	15			

<sup>a</sup> Cell entries are percentages (%).

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

<sup>c</sup> Types of disabilities: walking = 9%, hearing = 3%, learning = 2%, sight = 1%, other = 2%

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

- There were a few more female (51%) than male (49%) users at this park.
- The average age of users was approximately 45 years old, and the largest proportions of users were 50 to 59 years old (23%) and 30 to 39 years old (22%). The average age of overnight users ( $M = 50$ ) was significantly greater than day users ( $M = 44$ ).
- The average annual household income before taxes of respondents was \$58,000, and the largest proportion of users had incomes of \$30,000 to \$49,999 (23%) and \$50,000 to \$69,999 (18%). Visitors to South Beach State Park are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994). Average household income was significantly greater in overnight user households (\$75,600) than in day user households (\$53,600).
- Almost all respondents were white (i.e., Caucasian; 88%) with few Hispanic / Latinos (5%), Asians (3%), American Indians (1%), Native Hawaiians (1%), and Blacks / African Americans (< 1%). There was a significant difference in ethnicity between day and overnight users with more Caucasians in overnight areas (94%) than in day use areas (87%), and more Latino’s in day use areas (6%) than in overnight areas (1%).
- Almost all respondents (97%) considered English as their primary language in their homes.
- Over 72% of users lived in Oregon, 10% resided in Washington State, and 5% were from California. Among park users, 25% of park users resided in the Willamette Valley region of Oregon, 23% resided in the Portland Metro region, 6% lived in the Coastal region, 3% lived in the Southern region, 2% lived in the Central region, 2% lived in the Eastern region, and less than 1% lived in the Mt. Hood / Gorge region. The largest percentage of overnight users was from out of state (33%) followed by the Portland Metro region

(27%), whereas day users were primarily from the Willamette Valley (35%) or from another state (29%). Almost all day users lived in Oregon (75%), Washington State (8%), or California (5%). Fewer overnight users were from Oregon (57%), whereas more lived elsewhere such as Washington State (17%), British Columbia (9%), and California (5%).

- In total, 86% of park users said that nobody in their group had a disability, whereas 15% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (9% of park users), while 3% had a hearing disability, 2% had learning disabilities, and 1% had impaired sight.

## ***RECOMMENDATIONS***

### **Management Recommendations**

Based on these results from surveys of day and overnight users, the following recommendations, in no particular order, are proposed for management of South Beach State Park:

- Almost all day and overnight users traveled to this park in their own vehicles (86%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for South Beach State Park day-use visitors (3.09) was lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future day-use visitation calculations for the park.
- Approximately one third of users (34%) brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas because more overnight users brought dogs (50%). Managers may also want to consider examining enforcement of existing pet regulations in the park, given that 54% of users supported requiring dogs be on leash at all times and only 41% supported making the park more pet friendly.
- Almost all users (96%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the amount and quality of information and education materials and programs (both 54%), facilities for groups to

gather (60%), and information about conditions and hazards (61%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.

- Users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 62%). Given that over 19% of park visitors were over the age of 60 and 15% of users had disabilities (9% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- Approximately 74% of overnight users felt crowded at the park, and 74% of these users encountered more people than their maximum tolerance limit. These results suggest 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. Monitoring and management of park use levels is needed, especially given that 61% supported the provision of more opportunities for escaping crowds.
- Over 51% of users did not support leaving the park as it is and not changing anything. Users most strongly supported strategies designed to provide more opportunities at the park for viewing wildlife (71%), more recycling containers (71%), more trash cans (64%), more hiking opportunities (62%), more chances for escaping crowds of people (61%), more information / education (55%), and require that dogs are kept on leash (54%). A majority of overnight users also supported adding more space between sites (65%), and providing campsites accommodating both RV and tent camping (63%). Managers may want to consider some or all of these strategies.
- The visitor spending analysis showed that non-local overnight visitor party spending was substantial, with the highest percentage (39%) reporting spending \$150-\$350 on their trip (within 30 miles of the park). Most visitors reported spending some money on gasoline and oil, restaurants and bars, and groceries. 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 South Beach State Park visitor spending on the local economies.

- The largest proportion of users (56%) depended on official internet websites as the first primary source of obtaining information about state parks such as South Beach State Park, and the majority of overnight users (78%) 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 (97%) were able to find the information they needed when planning their visit to South Beach State Park. However, some visitors (3%) were not able to find all information needed. The most popular information needed was better online maps of the park (e.g., group sites, overnight area, trails); photographs or descriptions of each RV space and campsite online to decide on the best spot; information regarding whether campers need to pay a day-use fee; the physical street address of the park; Wi-Fi availability; conditions for handicapped; and rules for metal detecting.
- The demographic analysis shows that there were more Hispanic day users (6%) than Hispanic overnight users (1%) at South Beach State Park. 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 South Beach State Park.
- Users provided 540 verbatim open ended positive comments (131 comments, 4 pages) and negative comments and suggestions for improvement of South Beach State Park (408 comments, 13 pages). Many comments may provide insights for future planning and management. The most common concerns involved: (a) lack of garbage cans, recycle bins, and dog waste bags around the park; (b) off-leash dogs, noise from barking dogs, and owners not picking up after dogs, especially in overnight area; (c) lack of privacy between campsites (desire for more vegetation, and larger sites); (d) a desire for more dump stations (at each site or within the campground); (e) difficulty maneuvering RV through overnight area (parking pads at bad angles, low lying branches, speed bumps); (f) other campers (noisy, walking through other's campsites); (g) too crowded in overnight area; (h) provide a surf webcam; (i) burrs/stickers in the grass; (j) need more bike / hiking trails; (k) easier access to the beach in the day use area, including ADA access; (l) more restroom facilities; (m) provide bags of ice for sale; and (n) a quicker check in process. Many of these comments may provide useful insights for future planning and management.

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- Love it.
- We have been taking a group vacation with 3 other couples to South Beach for 24 years and have always found the experience to be relaxing and enjoyable. Thanks very much for the great job you do at South Beach.
- Visit was amazing. Keep up the great job. Especially in these economic times.
- Awesome. Don't change a thing.
- We enjoyed South Beach very much despite not being here in more than 10 years and will return.
- Beautiful park.
- Continue keeping it clean and friendly.
- Continue to provide safety and cleanliness. The hose for washing sand off is really great so definitely keep that.
- Day use area of park accommodates a lot of people easily on beach.
- Do not improve, preserve what is there.
- Great beach.
- Doing a great job. Keep it up.
- The trip was very relaxing and we enjoyed our stay very much.
- Everything is fine the way it is.
- Fine as is.
- Great park.
- A complement: Our campsite was not accessible with our 25 ft. travel trailer. The registration desk was very helpful in providing a new site we could actually access.
- Another compliment: The campground host "Frank" is fantastic. He's been there 4 years and I expect to see him next year. He's great. The hosts at South Beach seem to be well managed.
- It was just right for our family reunion. We'll be back. Thank you.
- I used the group tent site #2 and I loved the amount of room for the whole group. We loved it.
- I like it as is.
- I like it as it is
- I like it just the way it is.
- I love it just the way it is, and so do my kids. Thank you.
- I want to give a big thumbs up on how quickly the water was fixed when the restrooms and showers lost water pressure. I thought it great how fast that issue was handled.
- We enjoyed our trip very much.
- I really enjoyed that you added a lot more campsites in the back of the old camping area.
- I was very impressed with my first trip to South Beach because your rangers patrolled the park often and made people keep their dogs on leashes.
- It is a great park. We really enjoyed all of the hospitality from your hosts and the camp programs.
- It is a great park.
- It is a great park.
- It is already very nice.

- It is good.
- It is great as it is.
- It was a very enjoyable stay. Thank you.
- We really like that the State Park had full power and water hook up.
- We loved that we could bring our dog and also all the paved bike trails. We thought that South Beach was a very quiet family friendly park and enjoyed the welcome center and the coffee in the morning and the staff and hosts and the book trading and game lending.
- It was very nice.
- It seemed very well run and very clean. We would come back if we were in the area again and would recommend it to friends if they asked.
- It's a great park.
- It's all good.
- It's fine as is.
- It's great.
- Its great ocean access & long expanse of clean beach is great.
- It's great.
- It's our favorite state park.
- It's perfect.
- It's wonderful here.
- Just keep up what you're doing. I think it's great just the way it is.
- Just wanted to say how much we enjoyed this park. It has been the best yet! We loved the ranger led hikes and kayak tours. I haven't experienced these activities at a state park before and we loved it.
- Thank you! Love it here.
- Oregon does good job overall.
- Keep it the same as it is.
- Keep it up. This is a great park.
- Love your garbage and recycling program.
- Keep South Beach just the way it is. We love it. We visit it every year.
- Keep up the good work.
- Keep up the good work. You're doing great.
- Keep up the routine maintenance and repairs. It is and has been a nice park. Just keep it up as you have been doing. We enjoyed our stay.
- Leave it as it is.
- We still really like South Beach State Park.
- Love access to windsurfing and kite boarding.
- Love the new tent areas.
- Love the park. Third summer visit.
- Loved our stay there.
- Loved our stay; campground hosts are wonderful and did a great job keeping our loop tidy (loop E). Really appreciate their time and dedication. Enjoy ranger programs. We home school and use these programs like field trips. Our kids love them. They are also very proud junior rangers. Thank you for the lovely state parks. We love Washington but prefer staying at Oregon State Parks.
- We really enjoyed our visit. The staff was helpful and friendly. Washrooms were very clean.
- It was fantastic. Thank you.

- Thank you very much.
- It is my favorite park on the Central Coast and I always stay there when I visit.
- We stayed in yurt which was really great. Would do that again.
- The trails and beach were awesome.
- This was our favorite campground & beach along the Oregon coast.
- Nice place.
- No changes.
- No comment, it's good the way it is.
- No improvement need. We just do not want to see any of our beautiful Oregon Parks close. Nor do we want a reduction in the number of Rangers and other personnel.
- No improvements needed for us.
- No recommendations. Great park.
- None. I love this park.
- Everything's great thanks.
- It's great.
- Leave it alone.
- This is our family's favorite place to come.
- Our visit was very enjoyable. Hosts and employees were amazing. Good job.
- Outstanding park, beautiful and well organized.
- Overall I think it's just perfect the way it is. It makes a great day trip from the Valley. We appreciate having it here for our beach fun. Thanks for keeping it open, clean & accessible.
- Thanks for a great trip.
- Overall, we had a great time. Restrooms and showers were very nice.
- Overall it was great.
- Overall, we loved our first experience with South Beach.
- We loved reading about where the shorelines used to be.
- We love South Beach State Park and have been going for at least 8 years. Also our other children come when they can with their families and our friends. We have recommended the park to several friends and they love it.
- Overall a great experience.
- Thanks for all you currently are doing. We're so fortunate to have a park like this within driving distance.
- Overall a great park.
- Although we did not kayak, we loved the idea of the kayak tours that left from park.
- The bathrooms were so very clean all day and the whole week we were there.
- Thank you. We love coming there.
- The fresh H2O hose is a plus.
- The personal at the park were most helpful and friendly. Including, or especially, at the entrance station. And it was a very crowded weekend. Thank you.
- The playground had nice equipment.
- The park was full, but well maintained and friendly.
- Over all we had a wonderful time.
- This has been my favorite beach for 30 years.
- This is our favorite place to take our grandkids annually.

- This was my first experience at the park and I thought it was great .Without more time at the park, I couldn't make any suggestions for change. I had a great time.
- We are satisfied with the park the way it is. It is a very comfortable and enjoyable park.
- We did enjoy the park very much.
- We enjoy South Beach State Park because it is close to Newport.
- We enjoyed our stay very much.
- We enjoyed our visit. We appreciated the new area for just tent camping. We liked the larger sites in this for more privacy.
- Keep up the good work.
- We had a great trip. Thanks for keeping the bathrooms and showers clean and up to date. We appreciated the clean campgrounds and wonderful staff who greeted us at the park entrance. Thanks for all you do, National Park Services are wonderful.
- We had a nice relaxing time and it was great.
- We have been coming to this park for many years and this is our favorite park.
- We have stayed there the last 4 years and love it.
- We like it just the way it is. That's why we keep coming back.
- We love it here, thanks.
- We love it.
- We love South Beach State Park.
- We love South Beach.
- We love the beach access bathrooms and water access.
- We loved the park.
- We very much enjoyed our 2 night stay in one of the park yurts.
- We were very pleased with our stay at South Beach.
- This was a very nice park.
- We love your parks.
- Wonderful experience.
- South Beach has always been a favorite park of our family.
- You don't need to improve anything. I love the way it is.

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

- Signs need to be placed earlier on the highway. By the time I read them I've missed the exit.
- Improve off-road places for kids to ride bikes so they are not in the road all the time.
- Bring back the store they used to have at the hospitality center so you can buy ice on site.
- Add a place to recycle those little propane bottles.
- Update restroom facilities (and increase number).
- It would be nice if you included information on the recycling options at the park so we can pre-sort items when we drop off our garbage/recycling.
- One set of speed bumps in the park is still a little high; our trailer hitch drags on it.
- Pet friendly yurts.
- Educate visitors about tsunami hazards. For example, what to do in case of earthquake, evacuation routes, what is the difference between a distant and local tsunami?
- A dog park area.
- A shuttle of some sort to get to the beach for those not able to walk very well.
- A freshwater shower over a concrete slab at the restroom area.
- A kiosk in front of overnight camping area would be nice.

- A store with ice and a few items would be nice.
- More bike trails to go further outside the main highway would be nice.
- A webcam that shows the surf at South Jetty.
- Add day use showers for all board sport athletes.
- Add more depositories for dog feces.
- Add more yurts please.
- Add recycling bins and update bathrooms.
- Add sewer connections to campsites.
- Additional dump stations to ease waits at checkout.
- Address noise issues.
- Allow bikes or wheelchairs to go all the way to the beach from the campground.
- Allow more campsites to be available for short notice. Don't allow reservations be made more than 2 months in advance.
- Allow the trees to grow in between camp sites and trim the branches of the trees so they do not hit your RV.
- An ice machine would be very helpful for those of us who stay for 3 or more days and do not want to venture outside the camp. Thank you.
- At the beach have a place to wash off sand from feet/body closer to the parking area.
- Ban small refrigerators and other electrical appliances outside the campers. Ban homemade fences in campsites as this is ugly to look at and makes me feel like I'm in a trailer park.
- Make trail better.
- Bathroom upkeep needs some attention. In the loop we were in, in an inside circle, too many tents had been allowed and the volume of people in these sites overflowed the bathroom capacities.
- There needs to be more availability at all Oregon State Parks for drive-ups.
- Bathrooms did not have any ventilation and thus smelled really bad. Also would be convenient to have more toilets.
- Beach access for wheel chairs.
- Beach access for wheel chairs/handicapped. More picnic tables please.
- Better biking trails, they are very bumpy and not maintained.
- Better control of others dogs.
- Better info regarding specific yurts on the reservation site.
- Better privacy between campsites and turn off those darned electric service lights between sites.
- Better recycling facilities.
- Better restrooms with more stalls.
- More biking and hiking trails.
- More secluded sites.
- More play structures.
- Wi-Fi.
- Better tent sites.
- Better toilets at jetty and fish cleaning station.
- Bigger camp ground. I rented two spots and they seemed crowded.
- Bike lanes alongside the campground roads or even off the road.
- Provide dog poop bags. Too much poop all over. Fine dog owners.

- By really monitoring the noise from people after 10:00pm. Our neighbors were so loud and obnoxious. We will never stay there again.
- Cable television.
- Campsites are too close.
- Limit the number of tents or specify sites that will allow multiple tents.
- Campsites too close together.
- Dogs on leash.
- Can't do anything about the wind, but it was too cold and windy for us to enjoy the beach.
- Charge a reasonable price for firewood.
- Allow metal detecting in playground area.
- Reduce camping fees.
- Clean up dog poop.
- Cleaner and more space between sites. The sites are way too close to each other and hard to back into with a trailer.
- Complimentary chocolates.
- Slow traffic down.
- Continue to maintain and perhaps expand paved hiking/bike trails. Add additional hiking trails.
- Provide Recycling cans.
- Create better buffers between campsites. Also, please include new tent-only sites on the reservation website.
- Create more natural barriers between campsites to improve privacy.
- Crowded feeling relative to spaces between camp sites.
- Burrs in grass were ruthless to gear and feet.
- Campground was very large, full, and sites were close together. We would not choose to camp here again for that reason.
- Develop more RV spaces and improve privacy between spaces. Work on controlling noise.
- Too many people drive excessively and are unpleasant to be camping near.
- Do not allow dogs. Especially barking dogs.
- Ten pm night time should be enforced.
- Dogs and dog poop is a problem. Need to have a way to make people do better with the dogs.
- Dog park. Add shelter. Drinking fountain.
- Dogs off leash on bike trails are a real problem.
- Easier beach access from the tent camping area.
- Electrical service to overflow parking would be nice. We spent first night in over flow with nothing.
- Enforce cleaning up after your dog.
- Trim back some of the trees, too hard to back in.
- Enforce leash laws on pets.
- Entrance registration was slow, and this was midweek.
- Facility and maintenance and updates.
- Fees for the campsite at the park were acceptable, however I felt the additional fee for the contractor (\$8 or \$9) was a bit excessive.
- Fine people for not picking up after dogs. Charge dog owners a usage fee.

- Return the fast check-in.
- What is the point of making reservations only to be held up at the check-in desk?
- The online map is inaccurate in showing the angle of entry into campsites. Sites were never originally planned for today's RV.
- Trim the tree's up above RV height.
- Put in some sites with sewer and charge a little more.
- If you're going to charge RV park prices, provide the services accordingly.
- Fix the bike trails, needs to be repaved.
- Better privacy between campsites.
- Food & drink vendors.
- Frisbee golf course. More mountain biking trails. More fire pits in day use area.
- Full hook up's or more dump stations. Took one and one half hour to dump holding tanks. Never coming back and telling everyone never to go to South Beach. Been at South Beach before and it keeps getting more busy.
- Full hookups including sewer would be nice. Also, more dump stations. The line to dump as we left was horrible.
- The new loops make no sense. Not enough restroom facilities (and too far to walk) for the number of campsites that were created.
- Full sewer hook ups.
- Garbage removal.
- Get sewer facilities and senior discounts.
- Get more garbage cans spread around the park.
- The trees where so over hung it scratched our trailer. The spots are too tight and very poorly designed and made us all mad. We will not be back.
- Get rid of the mosquitos/bugs.
- Get wireless. It is a must.
- Have a loop that does not allow pets.
- This last visit was the first time we noted the bathrooms were not cleaned properly.
- I'd like to see Wi-Fi in the park.
- Have full hookup.
- Have sewer hookups for RVs.
- Having more info to promote our natural environment and persuade people to care.
- Having to reserve 9 months to the day to get good spots is frustrating.
- How about a restroom in section G.
- Don't understand how to reserve yurts.
- I doubt I'd camp here again. I'm a car camper, and the vast numbers of large RVs and close campsites with minimal screening between them left me feeling uncomfortable, and was not a relaxing place to get out of the city.
- Increase the number of pet-friendly yurts, consider a block of campsites that do not have RV hookups (while still maintaining adequate walk-in sites for cyclists), and increase screening shrubs and trees to create privacy between campsites.
- The only thing I would change is the fire wood. In Canada they charge one price for the night for as much as you want.
- I liked the park but maybe more bathrooms.
- I loved the park but I was very uncomfortable with how visible we were to the neighbors and how easily anyone passing by could see everything in our campsite.
- The lack of trees and ground cover made me feel very exposed.

- Due to the lack of close access from the yurts to the restrooms, we had people walking through our site at all hours.
- When we arrived, there was a sign offering camping for \$6 less a night but we weren't given the discounted rate since we already paid when I made the reservation.
- The size, number, and aggressiveness of your mosquitos.
- I only wish that your camp grounds had "full" hookups for RV's. I would pay more per day to have a sewer connection in my camp site.
- I would like to have had more privacy in the camping area and a place to let the dogs off their leashes.
- I would like to see better group camping sites for large groups. I also like to backpack and would like to see some facilities in this area for that type of activity.
- I would like to see more secluded campsites. I felt we were in the open and everyone could see what we were doing in our site. We prefer privacy.
- If you have the money, the bathrooms could be updated, but they aren't bad.
- Important to keep the paved trails in good condition for biking.
- The large groups that come from schools churches etc. and the noise levels of that many people in a concentrated area are loud.
- Better beach accessibility for the handicapped or elderly.
- Improve the men's restrooms.
- Move the waste water areas further away from camp sites.
- The lady who checked us in put an incorrect date on our window tag and when we brought it to their attention the next day were treated rudely. We will not be back.
- Indoor swimming pool.
- Enforce quiet time.
- Maintain the natural shrubbery, water the lawns and do a little more trimming of the grass in the campsites.
- I will never return during the summer months due to the number of people using the park at that time. I will return in the Fall or Spring.
- In the lawn there were lots of plants that had little stickers all over them. They got everywhere and it made the camping trip less enjoyable.
- It was frustrating that there were no showers in the group camp area.
- Busy, but we went in the middle of summer so that is to be expected.
- It would be nice to have another playground and more privacy/room in between campsites. On the hot days, a little more shade would have been nice.
- It would be really nice if there were two fee schedules; one for residents and a higher fee for nonresidents.
- Keep dogs from pooping on beach (bring your own bags). More reminders about cleaning up after yourself.
- Keep facilities updated. Enforce litter regulations.
- Keep it clean.
- Keep it open to camping and beach walking. Also keep it pet friendly.
- Keep natural barriers between campsites as much as possible.
- Keep opening up tent only sites, but provide a little more cover between the sites.
- Keep restroom and shower facilities clean. Make sure people pick up after their dogs.
- Keep the park roads clear of vehicles parked at camp sites.
- Keep up the vegetation between the camp sites as much as possible.
- Larger and more private sites. The traffic on the loops is too busy with children.

- Larger speed bumps, especially near the new dirt road camping area.
- Do not allow groups to use multiple sites within main camp. While there a 100+ group took over one loop and were very loud. Keep all rangers mobile
- Less crowding. It was overwhelming in the loops, with people packed in so tight.
- Also need trash cans & real toilets in all the loops.
- Less people and more space between campsites.
- Quiet hours should be enforced and it would be nice if this included driving access in and out of the park. When large RVs are entering the park at all hours of the night it is really hard to get any sleep.
- Less people and more nature. Buffers between motor homes, tent, and yurt campers.
- Less people.
- Limit camping groups to 6-8 people per site.
- Limit the number of persons and tents per campsite.
- Limit the number of pets in one campsite.
- Remove the speed bumps.
- Would like trash cans closer to the campsites.
- Possible group sites for 4-6 RV's together?
- Lower the price on the wood bundles.
- Pave the new loops.
- Lower or grade the slope of sand as you enter/exit SBP.
- Maintain clean facilities. Maintain free access to the beaches.
- Maintain it, organize volunteers.
- Make 1/3 of all sites "first come first served".
- Convince people to clean up after their dogs and ban aggressive or barking dogs.
- Trim brush and trees around campsites.
- Make all the trails out to the beach fully paved all the way, instead of just the first one.
- Make an off leash section for dogs.
- Make campsites more private and larger.
- Make it so that Oregonians who pay the taxes get priority reservation rights.
- Make larger parking areas for these big RV's.
- Make part of the park for noisy campers who like to talk loud, party, stay up late, etc.
- Make people pick up their dog poop or fine them. Thanks.
- Make sure the employees putting campers into campsites know which sites are designed for what type of camper (e.g. tent, trailer, motor home).
- Make the mattresses in the yurts softer and more comfortable.
- Make the speed bumps lower as we hit them with our trailer.
- Making reservations is hard to do. I don't like going through that 3rd party. And the \$8 fee when calling is unexpected. I knew there would be one for reserving online so I called and still had to pay the fee.
- Many campers left trash for the rangers to pick up. I think they should be fined for this.
- More garbage cans.
- More ADA stuff for beach access, and handicap parking.
- More bathrooms in the G loop area.
- More beachcombing.
- More camping sites for RVs.
- More covered day use area.

- More trails to beach.
- More distance between campsites and more trees that create privacy.
- More dog poo bag dispensers and trash cans along the trails to the beach for poo bag deposit.
- We would stay much longer if there were camp sites with sewer hook ups.
- More doggie pick up bag stations and a doggie play area.
- Pictures of sites on the internet.
- More fire pits and tables.
- Cheaper camp sites and more room for camping.
- More focus on restoration of natural environment.
- More foliage between campsites and photos of campsites like WA state parks has.
- More full service sites and larger sites to provide easier access.
- Trim trees better so they won't damage RV when parking.
- More garbage cans in park.
- More handicap bathrooms, not family bathrooms.
- More money for maintenance and removal of non-native plants. Fund all state parks.
- More places for BBQ's.
- More natural barriers between campsites. The new loop is terrible for privacy.
- More pet friendly. With waste disposal, leash attachments besides trees.
- More picnic tables.
- More picnic tables and more toilets for everybody.
- More picnic tables.
- Rinse off station away from sand.
- Less poop on the grass.
- Covered picnic shelter.
- Restrooms need updating (no soap, no mirrors).
- More plants, trees and grass.
- More privacy between campsites.
- Trash cans near each loop.
- More privacy between spaces or less group activity in non-group areas as they are loud and rude. All the spaces lack privacy.
- The tables are rotting.
- The fees are too high.
- The bathroom is a bumpy uphill climb for a wheel chair.
- Need garbage cans through the park.
- More privacy for individual sites.
- More privacy within each campsite.
- Upgrade the shower facilities (private showers).
- More room between camp sites.
- More RV dump stations or campsite dumps for a full hookup.
- More RV parking with space for the bumpouts.
- More space between camp sites. Rules about camping in green areas between restrooms.
- More space between campsites.
- More space between campsites. More recycling and garbage containers throughout campsite.

- More space between RV sites. More paved trails for bicycles. More showers in private locked rooms.
- More space between sites and /or trees between.
- Less people and more rules about unattended dogs and children. Quiet times enforced.
- More rustic tent sites with no RV's allowed.
- More toilets at jetty.
- More toilets in the park.
- More toilets and men's washrooms.
- More trails.
- Lower dunes.
- Boardwalks over dunes at north end and middle of park, not just the south end.
- Larger sites with more buffers between sites.
- Better signage on the non-paved trails at north end of park.
- More trees.
- More vegetation between campsites.
- Better maintained beach trail.
- More sites for first come first serve.
- More vegetation.
- Oregon parks need more walk-in tent sites to improve privacy.
- More yurts and more kayaking.
- Mosquito control on paths to the beach.
- My 8 year old daughter said it all..."it feels like we are camping at my school's playground". Sites were not secluded, not private, and felt very exposed. No concerns with the people, just the lack of privacy.
- In the handicap bathroom it would be nice to have bars to grasp on to around the stall to the bench.
- My only suggestion would be to install stairs going down to the beach from the interpretive trail.
- Need ice machines or some sort of way to buy ice instead of having to go into town.
- Need more cabins.
- Need to expand the RV septic dump station.
- Have more than one garbage station.
- Need trash containers on paths for walking dogs.
- Never allow munitions in the state Parks.
- New urinals and trail maintenance.
- South Beach State Park was crowded, but clean and safe.
- For a regular camping trip we'd want a lot more separation of campsites. But, if we come back to the Newport area, chances are good we'd stay at South Beach State Park again.
- One bathroom to cover the back 3 loops (E, F & G) is not acceptable. Too many people sharing 3 sit down stalls (men's room).
- My wife had difficulty sleeping the first night because of the foghorn. Is there any way to warn campers about that fact for those who don't handle that very well?
- Our camp neighbors were rather loud. It's one of those situations where I wouldn't want to tell them to quiet down.
- Beds in the yurts were uncomfortable, but nothing I couldn't live with.
- Lots of litter on the playground.

- I would highly recommend more garbage cans around the playground.
- Campsites very close together and not much room for a tent in an RV spot.
- Mosquitoes were thick on walk through woods to beach.
- Make the campsites a little further apart, or provide blocking vegetation in between so we didn't feel like we were eating at our neighbors table.
- Expand the recycling program. Maybe get the 'junior' rangers involved in an educational outreach.
- I like 'campfire programs' where I can learn something about the environment I'm camping in.
- I was wondering why the new loop wasn't open during the peak time of year, and why a space was taken up with a job shack when people were being turned away due to capacity.
- Park hosts in our area were not friendly and helpful.
- A separate dog free area would be appreciated. Our area seemed like a dog park with many barking dogs.
- Perhaps wheelchair access to the beach.
- Please advertise the activities you offer in advance or save some room for campers that will be arriving later (i.e., kayak tour).
- Please eliminate overhanging limbs from the longer camp spaces that accommodate larger motor homes.
- Please grow plants in between campsites to provide privacy.
- Please make it easier to make reservations for kayaking at Beaver Creek State Park. I had to make kayaking reservations separate from the camping reservation, but would have preferred to make them at the same time.
- Please reprimand folks you see who do not pick up dog waste. Thank you park rangers who pick up dog waste but this should not have to be one of your responsibilities.
- Possibly make cement picnic tables.
- Prioritize Oregon resident reservations either by time or surcharge.
- There needs to be more privacy between the road, walking trails, and campsites. The campground was way too open and we felt like we couldn't relax with all the people walking by and looking into your site.
- Protect vegetation from large RV's.
- Offer more guided kayak trips. The Beaver Creek trip was great, with a very informative and enjoyable guide.
- Provide garbage containers within each camping loop.
- Provide more restroom and shower facilities in or near camping loops.
- Encourage campground "hosts" to greet campers at least once daily. (We were not contacted by a "host" at any time during our 3-day stay.)
- Provide group camping areas where tents and RVs can camp together for a group with mixed equipment.
- Provide internet access and cleaner washroom facilities.
- Provide more activities during the day for adults and kids.
- Offer educational activities, or guided tours to talk about the history of the beach, and interesting things that have happened over the last decade. Have safety discussions and when children pass give them a safety badge or patch they can keep. Perhaps brochures or a little booklet of safety tips. Ask kids at the camp grounds what they would like to see.

- Provide more beach access to wheelchair visitors. We specifically picked this campground because of the handicapped accessibility, but we were very disappointed with the lack of upkeep. We enjoy this park, but every time we go it seems it gets worse. Would like to go back, but considering finding a new spot.
- Provide more privacy for campsites.
- Provide some campsites with full-hookups.
- More for the kids to do playground wise.
- More biking trails.
- Pick up dog poop along the trails.
- Put in more dump stations.
- Put in stations for dog owners to get bags and deposit dog waste in every loop.
- Put more trash cans.
- Put restrooms out by check in booth.
- Put signs up saying how long the trails are and where they end up.
- Put trash & recycling in more convenient places. Keep the bathrooms stocked better.
- Put trash cans near the campsites, instead of one compactor.
- Remove leash rule.
- Renovate the rest rooms.
- Repair a few things in the yurt and keep the bathroom supplies (toilet paper and paper towels).
- Reserve America does not allow you to add nights to your original reservation. Additional fees apply and then you have to recheck in at the front office.
- It would be nice to have a dog park fenced area, even if small, to get the dogs off the leashes to play. Does not need to be fancy.
- Security is nonexistent; massive theft took place during my visit.
- Separate yurts and stop late night noise.
- We had a really hard time backing in a trailer.
- Trash/receptacles around the park would really be nice.
- Sign the Copper Ridge trail a little better.
- Soap in the restrooms.
- Some camp sites could be angled better for backing into.
- South Beach State Park felt like a really low budget KOA campground.
- Where I think of a state park I think of privacy, peaceful, beauty. I did not get any of these qualities from South Beach State Park. We will never return to this park.
- Space campsites a bit further apart.
- Spray for mosquitos on your paths.
- Give more fire wood for the price & warn against buying fire wood from locals that sell wet and hard to burn wood.
- Reduce price for longer camping visits.
- Provide trash pickup sites throughout the park.
- Surf web cam.
- The 40 mph zone on the highway should include the park entrance. It is often difficult to turn left leaving the park.
- The bathrooms constantly felt dirty.
- Dogs should be allowed off leash within campsite area when accompanied by owner.
- More bike trails would be nice.

- There should be many more bathrooms for the amount of campers.
- The camp site that I wanted you said was not open, yet the three nights and four day's I was there, no one was in this site.
- The camping spots were very close at this camp ground. That was the only thing that bothered me.
- The campsites are too close together.
- The check in process was challenging.
- The female host in the information yurt was unfriendly and grumpy.
- The shrubbery needs to be trimmed a little more to access site easier.
- The lights in the bathroom come on too late in the evening.
- The little sand burrs got in everyone's feet were a rude surprise.
- The new tent/small-RV loops are not as pleasant as the older parts.
- The path from the new loops to the beach was long and unnecessarily meandering.
- The showers were not working at the new tent/small-RV bathroom.
- The trees could be pruned to make it possible to drive thru without scratching your trailer.
- The Park Ranger was extremely rude to me when checking out early.
- We had to watch our young children closely. There was some trash around playground and some older kids were rough.
- The rangers were rude. They addressed me immediately in a rude manor for parking on the bark. They also patrolled in trucks all night making numerous passes around while we were trying to sleep.
- The restrooms are ancient and need replacing with newer, more modern facilities.
- The site we stayed in was abysmal. I had to erect a tarp vertically to create a physical barrier to stop people going through our site to the playground and to create any semblance of privacy.
- The noise/people traffic level was the greatest of any park we've ever stayed in with the only saving grace being it calmed down at dark. Not the experience we are used to at state parks.
- The tent sites should be separate from the camper/trailer sites. We felt isolated in our tent area surrounded by several trailers.
- There were 3 in our group and the sites that I reserved over the phone were very difficult to park our RV's in due to trees and very narrow roads. Education needs to be provided to the reservation system for large units and the sites that they will fit in.
- There were a bunch of new camp sites that were not on the website, so we could not reserve, so we ended up in an RV site even though we had only a tent. It would have been nice to know about the new loops ahead of time, we would have rather camped in those sites.
- Increase number of RV dump stations.
- Charge half price for those who volunteer at Oregon Coast Aquarium and stay at South Beach.
- Fix the sites that flood after every rain. Some of the sites have very bad flooding.
- Too much dog poop on the path to the beach.
- Dog poo was unwelcome.
- Trim bushes around the roadway for motors homes to back into spots in G circle.
- Trash cans should be located in each loop along with recycling containers as well.
- Trim trees at camp sites so that people don't scratch RV's.
- Upgrade the walking trails.

- Warm shower.
- Warm showers for surfers.
- Washington State has an excellent online interactive actual view of each campsite. One can see exactly what each site looks like. This is very important to me.
- We are trying to visit all Oregon State parks. This one was a little too windy for us. Perhaps when the trees are larger it would be a little more enjoyable for us.
- The only thing that really bothered me was the amount of garbage lying around in the pathways. There was a tremendous amount of dog poo left on the path.
- The older sites in the mixed tent and RV sections are way too close for comfortable tent camping. Also having mixed tent and RV with the noise of the generators and equipment is very disturbing.
- There needs to be signage at the water faucets by the camp sites that state "do not wash dishes or bath here."
- We thought the prices were a little high at \$20 per night, and thought a price between \$15 - \$18 would be more in line.
- Please keep all the parks open and if you need to enlarge them, please try to give some elbow room to the sites, especially for the tenters.
- We found the sound of the fog horn at the end of the spit annoying.
- The only complaint we had, the people next to us left their dog in the trailer when they left every day and it howled until they came home. A little annoying, but otherwise a great time.
- It is so expensive to cancel we probably won't reserve again and will try to camp at times when we won't need reservations.
- We are going to avoid pet friendly campgrounds from now on.
- I do wish there were more bike trails.
- I wish it were easier to get the number of sites/yurts we need. Having yurts in the vicinity of the regular campsites is also very important.
- One problem we have every year is that we can never get the same site for more than 4 nights.
- We stay in the Yurts and my only complaint would be the beds are very uncomfortable. More padding would be nice.
- We just felt all the campsites were too small and too close together for the cost.
- We like having trees and brush between the campsites. We like the campfires to be in the back to middle of the campsite instead of out front. Access to the hiking trail should not be through someone's campsite.
- Would appreciate some full hook-up sites.
- The biggest problem we had was that there were so much dog feces around the park. It might be a good idea to have more doggie bag dispensers around the park.
- It is not a park I would visit by choice because the campsites are just too open to each other.
- A tent only loop at South Beach would be great for us.
- I would not stay at this park again because it is too hard to get to the beach, which is our main purpose of coming to Oregon.
- When I call, I would like someone to be able to answer my questions.
- When making reservations make the fee good for the log on instead of each park.
- Wi-Fi & cable.
- Wi-Fi

- Wind protection. More picnic areas.
- Work on stickers in grass areas.
- Way too many unsupervised kids in horseshoe area all day screaming, running and throwing sand. Many balls thrown into our tent and campsite. We will not stay in the same area in the future.
- Would be great to get more trash cans.
- Would like to see a garbage/recycle area on the north side of the park as well.
- Need to have disposal areas for dog poop bags that are more user friendly than at the entrance to the park.
- You can install a walkway up the berm and down the berm leading to the beach. Thank you.
- You can make the actual campsite more attractive and private. My family's biggest disappointment was that it was very open with no privacy. That's a big deal to us.
- You could make your dump station able to use from both sides instead of having to wait in line so long to dump.
- You need more RV sites with full hookups.
- Yurts much too close with no barrier. Could hear neighbors inside at night. Also, the first night heard police sirens in park on 3 separate occasions. Did not feel safe at all.

## APPENDIX B: QUESTIONNAIRES

# Day Visitor Experiences and Perceptions at South Beach 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

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A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at South Beach 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 South Beach 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 South Beach State Park on this trip? (**write number**) \_\_\_\_\_ hour(s)
  
3. Please check **all** recreation activities you did at South Beach State Park on this trip. (**check ALL THAT APPLY**)
 

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> I. Scuba diving/ snorkeling	<input type="checkbox"/> Q. Crabbing
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> J. Kite flying	<input type="checkbox"/> R. Clam digging
<input type="checkbox"/> C. Running or jogging	<input type="checkbox"/> K. Sightseeing	<input type="checkbox"/> S. Fishing
<input type="checkbox"/> D. Bicycling on trails	<input type="checkbox"/> L. Picnicking or barbecuing	<input type="checkbox"/> T. Boating (motor, canoe, kayak)
<input type="checkbox"/> E. Bicycling on local roads	<input type="checkbox"/> M. Camping	<input type="checkbox"/> U. Windsurfing
<input type="checkbox"/> F. Horseback riding	<input type="checkbox"/> N. Bird or wildlife watching	<input type="checkbox"/> V. Kiteboarding
<input type="checkbox"/> G. Beachcombing	<input type="checkbox"/> O. Visit nature/visitor center	<input type="checkbox"/> W. Ranger-led program(s)
<input type="checkbox"/> H. Surfing/boogie boarding	<input type="checkbox"/> P. Swimming/ wading	<input type="checkbox"/> X. Other (write response) _____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at South Beach 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 South Beach State Park? (**check ONE**)
  - Very Dissatisfied
  - Dissatisfied
  - Neither
  - Satisfied
  - Very Satisfied
  
8. How dissatisfied or satisfied were you with the **natural environment** at South Beach State Park? (**check ONE**)
  - Very Dissatisfied
  - Dissatisfied
  - Neither
  - Satisfied
  - Very Satisfied
  
9. How dissatisfied or satisfied were you with the **facilities / services** at South Beach State Park? (**check ONE**)
  - Very Dissatisfied
  - Dissatisfied
  - Neither
  - Satisfied
  - Very Satisfied
  
10. How unlikely or likely are you to return to South Beach State Park in the future? (**check ONE**)
  - Very Unlikely
  - Unlikely
  - Neither
  - Likely
  - Very Likely

11. How **important** is it to you that each of the following is at South Beach 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

12. Now, how **dissatisfied or satisfied** were you with the following at South Beach 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

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

I saw about \_\_\_\_\_ other people

14. To what extent did you feel crowded at South Beach 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		

15. What is the maximum number of other people that you would tolerate seeing at South Beach 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

16. Imagine that you were to visit South Beach 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

17. 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

18. To what extent do you **oppose or support** each of the following possible management actions at South Beach 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

19. **Including yourself**, how many people accompanied you at South Beach State Park on this trip? \_\_\_\_\_ person(s)

20. Did you or anyone in your group bring dog(s) with you to South Beach State Park? (check ONE)  No  Yes

21. 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 \_\_\_\_\_

22. If you had NOT been able to go to South Beach 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? \_\_\_\_\_ mi(s)

Gone somewhere else for a different activity → how far from home is the place you would go instead? \_\_\_\_\_ mi(s)

Come back another time

Stayed home

Gone to work at my regular job

Something else (none of these)

23. How did you get to South Beach 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) \_\_\_\_\_

24. When you were thinking about visiting an Oregon State Park such as South Beach 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

25. From the list of sources in question 24 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

Letter \_\_\_\_\_

26. When planning your visit to South Beach 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**) \_\_\_\_\_

27. 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 South Beach 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

28. Are you staying away from home within 30 miles of South Beach 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)

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

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

31. 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 \_\_\_\_\_

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

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

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

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

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

Please tell us how we can improve South Beach State Park:

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

# Overnight Visitor Experiences and Perceptions at South Beach 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

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A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at South Beach 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 South Beach 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 South Beach State Park on your recent trip? (write number) \_\_\_\_\_ night(s)
  
3. Please check **all** recreation activities you did at South Beach State Park on your recent trip. (check **ALL THAT APPLY**)
 

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> I. Scuba diving/ snorkeling	<input type="checkbox"/> Q. Crabbing
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> J. Kite flying	<input type="checkbox"/> R. Clam digging
<input type="checkbox"/> C. Running or jogging	<input type="checkbox"/> K. Sightseeing	<input type="checkbox"/> S. Fishing
<input type="checkbox"/> D. Bicycling on trails	<input type="checkbox"/> L. Picnicking or barbecuing	<input type="checkbox"/> T. Boating (motor, canoe, kayak)
<input type="checkbox"/> E. Bicycling on local roads	<input type="checkbox"/> M. Camping	<input type="checkbox"/> U. Windsurfing
<input type="checkbox"/> F. Horseback riding	<input type="checkbox"/> N. Bird or wildlife watching	<input type="checkbox"/> V. Kiteboarding
<input type="checkbox"/> G. Beachcombing	<input type="checkbox"/> O. Visit nature/visitor center	<input type="checkbox"/> W. Ranger-led program(s)
<input type="checkbox"/> H. Surfing/boogie boarding	<input type="checkbox"/> P. Swimming/ wading	<input type="checkbox"/> X. Other (write response) _____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at South Beach 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 South Beach State Park? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
8. How dissatisfied or satisfied were you with the ***natural environment*** at South Beach State Park? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
9. How dissatisfied or satisfied were you with the ***facilities / services*** at South Beach 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 South Beach State Park? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
11. How unlikely or likely are you to return to South Beach 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 South Beach 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 South Beach 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 South Beach State Park on your most recent trip? **(write a number)**

I saw about \_\_\_\_\_ other people

15. To what extent did you feel crowded at South Beach 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 South Beach 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 South Beach 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 South Beach 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 South Beach 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 South Beach State Park? **(check ONE)**

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

22. **Including yourself**, how many people accompanied you at South Beach State Park during your stay? \_\_\_\_\_ person(s)

23. Did you or anyone in your group bring dog(s) with you to South Beach 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 South Beach 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? \_\_\_\_\_ mi(s)
- Gone somewhere else for a different activity → how far from home is the place you would go instead? \_\_\_\_\_ mi(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 South Beach 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 South Beach 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 South Beach 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 South Beach 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 South Beach 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 South Beach State Park:

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

**APPENDIX C: UNCOLLAPSED PERCENTAGES**

# Day Visitor Experiences and Perceptions at South Beach 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

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A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at South Beach 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 South Beach State Park? (**check ONE**)
  - 36% No
  - 62% Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) M=6.46 trip(s)
  
2. How many hours did you spend at South Beach State Park on this trip? (**write number**) M=2.67 hour(s)
  
3. Please check **all** recreation activities you did at South Beach State Park on this trip. (**check ALL THAT APPLY**)
 

66% <b>A.</b> Hiking or walking	<1% <b>I.</b> Scuba diving/ snorkeling	3% <b>Q.</b> Crabbing
25% <b>B.</b> Dog walking	13% <b>J.</b> Kite flying	2% <b>R.</b> Clam digging
8% <b>C.</b> Running or jogging	35% <b>K.</b> Sightseeing	5% <b>S.</b> Fishing
4% <b>D.</b> Bicycling on trails	31% <b>L.</b> Picnicking or barbecuing	<1% <b>T.</b> Boating (motor, canoe, kayak)
1% <b>E.</b> Bicycling on local roads	<1% <b>M.</b> Camping	3% <b>U.</b> Windsurfing
<1% <b>F.</b> Horseback riding	15% <b>N.</b> Bird or wildlife watching	6% <b>V.</b> Kiteboarding
38% <b>G.</b> Beachcombing	5% <b>O.</b> Visit nature/visitor center	2% <b>W.</b> Ranger-led program(s)
10% <b>H.</b> Surfing/boogie board	21% <b>P.</b> Swimming/ wading	11% <b>X.</b> Other (write response) <i>see report</i>
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at South Beach 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**)
  - 59% Primarily for recreation – this park was my main destination
  - 28% Primarily for recreation – my main destination was NOT this park
  - 9% Primarily for business, family, or other reasons – this park was a side trip
  - 5% Some other reason
  
6. About how far from your home did you travel to get to this park? (**write number of miles**) M=248.73 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at South Beach State Park? (**check ONE**)
 

2% Very Dissatisfied	1% Dissatisfied	<1% Neither	38% Satisfied	59% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at South Beach State Park? (**check ONE**)
 

1% Very Dissatisfied	1% Dissatisfied	2% Neither	40% Satisfied	56% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at South Beach State Park? (**check ONE**)
 

1% Very Dissatisfied	2% Dissatisfied	6% Neither	50% Satisfied	41% Very Satisfied
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10. How unlikely or likely are you to return to South Beach State Park in the future? (**check ONE**)
 

2% Very Unlikely	1% Unlikely	5% Neither	32% Likely	61% Very Likely
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11. How **important** is it to you that each of the following is at South Beach State Park? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important	
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	5%	46%	49%	
Number of toilets / bathrooms.	1	2	10	50	37	
Cleanliness / conditions of toilets / bathrooms.	0	0	5	47	48	
Absence of litter.	0	0	3	46	51	
Presence of park rangers / personnel.	8	5	31	36	20	
Courteousness of park rangers / personnel.	1	<1	11	49	38	
Number of park trails.	2	5	23	46	24	
Condition / maintenance of park trails.	2	4	17	52	25	
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	8	8	32	32	20	
Facilities for groups to gather.	10	9	33	31	18	
Variety of things to do.	5	6	20	51	18	
Personal safety.	2	5	9	48	37	
Number of information / education programs or materials.	8	11	35	33	14	
Quality of information / education programs or materials.	7	8	34	34	17	
Information specifically about conditions or hazards in the park.	2	5	15	47	30	
Signs about directions within the park.	2	3	17	52	27	
Signs about directions to the park.	4	2	18	46	29	
Parking for vehicles.	2	1	11	51	35	

12. Now, how **dissatisfied or satisfied** were you with the following at South Beach 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%	5%	49%	45%
Number of toilets / bathrooms.	0	3	7	54	35
Cleanliness / conditions of toilets / bathrooms.	0	8	10	47	35
Absence of litter.	0	1	8	48	43
Presence of park rangers / personnel.	0	1	22	47	30
Courteousness of park rangers / personnel.	0	0	13	41	46
Number of park trails.	0	<1	28	40	31
Condition / maintenance of park trails.	<1	1	26	38	35
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	3	35	36	26
Facilities for groups to gather.	1	2	34	38	25
Variety of things to do.	1	1	18	49	31
Personal safety.	0	1	10	23	36
Number of information / education programs or materials.	1	4	44	31	21
Quality of information / education programs or materials.	1	2	45	30	22
Information specifically about conditions or hazards in the park.	<1	4	37	65	24
Signs about directions within the park.	0	1	22	50	28
Signs about directions to the park.	0	1	19	48	33
Parking for vehicles.	0	2	10	47	41

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

I saw about M=56.41 other people

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

36%	23%	15%	5%	9%	8%	2%	1%	1%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

15. What is the maximum number of other people that you would tolerate seeing at South Beach 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=126.76 other visitors at this park

- OR** 34% The number of people does not matter to me  
 25% The number of people matters to me, but I cannot specify a number

16. Imagine that you were to visit South Beach 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.	40%	35%	20%	6%
... express my opinions to members of my group about the condition or situation.	20	19	41	20
... express my opinions to other visitors at the park about the condition or situation.	37	33	25	5
... express my opinions to friends or family about the condition or situation.	16	17	44	23
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	43	32	21	4
... keep my opinions to myself.	21	29	34	16
... 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	14	50	29
... come back to this park, but recognize that it offers a different type of experience than I first believed.	7	24	52	17
... 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.	8	24	51	17
... accept the condition or situation by not doing anything about it.	7	26	54	13
... never visit this park again because of the condition or situation.	47	30	19	4

17. 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%	3%	37%	36%	22%
This park is one of the best places for doing what I like to do.	3	3	31	39	25
I am very attached to this park.	4	6	50	23	17
I would not substitute any other area for doing what I do at this park.	6	14	55	15	11
I identify strongly with this park.	4	6	54	21	15
No other place compares to this park.	6	12	59	13	10
I feel that this park means a lot to me.	4	8	47	25	16
I get more satisfaction out of visiting this park than any other.	5	14	54	17	10

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	0%	2%	38%	44%	16%
Provide more opportunities for viewing wildlife.	0	1	27	51	22
Provide more group picnic areas.	1	4	42	41	13
Provide more opportunities for hiking.	1	1	35	49	14
Provide more paved trails.	5	12	40	36	7
Provide more trash cans.	1	4	29	54	11
Provide more recycling containers.	0	<1	24	51	24
Provide more information / education about nature, history, or archeology.	1	2	40	42	15
Provide more programs led by park rangers.	2	5	57	29	7
Provide wireless internet access within the park.	17	14	39	21	9
Provide downloadable mobile phone applications.	12	12	50	18	8
Provide more enclosed shelters.	2	8	44	35	11
Improve maintenance or upkeep of facilities / services.	1	2	43	44	10
Require all dogs be kept on leash at all times.	8	16	26	23	28
Make the park more pet friendly.	7	9	42	30	12
Provide natural buffers to block views of development outside the park.	1	6	43	34	17
Restore it to historical conditions (e.g., replace non-native with native plants)	5	4	38	33	21
Limit the number of people allowed per day.	21	24	40	13	3
Limit the number of large groups allowed (e.g., no more than 10-20 people).	13	21	40	18	8
Close this park to all recreation / tourism activities.	55	20	18	6	1
Do not change anything / keep things as they are now.	1	5	40	35	19

19. **Including yourself**, how many people accompanied you at South Beach State Park on this trip? M=4.40 person(s)

20. Did you or anyone in your group bring dog(s) with you to South Beach State Park? (check ONE) 69% No 31% Yes

21. Did anyone in your group have a disability?

85% No

15% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 3% Hearing 2% Sight 8% Walking  
2% Learning 2% Other *see report*

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

65% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=52.39 mi(s)

5% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=155.50 mi(s)

10% Come back another time

8% Stayed home

1% Gone to work at my regular job

10% Something else (none of these)

23. How did you get to South Beach State Park on this trip? (**check ONE**)

- 85% My family's personal vehicle → how many total people were in the vehicle? M=3.02 person(s)
- 9% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.59 person(s)
- 6% Other (write response) \_\_\_\_\_

24. When you were thinking about visiting an Oregon State Park such as South Beach 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).	31%	8%	23%	12%	27%
B. Social media internet websites (e.g., Facebook, Twitter).	62	8	18	7	6
C. Brochures.	39	11	30	15	5
D. Newspapers.	52	14	23	7	4
E. Magazines.	51	14	26	7	2
F. Books.	52	15	23	8	3
G. Television.	58	15	18	6	3
H. Videos / DVDs.	63	18	45	2	2
I. Radio.	57	15	22	3	3
J. Community organization or church.	64	14	16	4	3
K. Health care providers.	71	17	10	2	1
L. Work.	59	18	16	5	3
M. Friends or family members.	22	10	25	21	21
N. Highway signs.	20	12	25	20	23
O. Previous visit.	20	8	12	21	39
P. Other (write response) _____	46	10	19	6	19

25. From the list of sources in question 24 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

**Letter** *see report*

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

- 97% Yes
- 3% No → if no, what additional information did you need? (**write response**) *see report*

27. 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 South Beach 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

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

66% No

34% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=5.99 night(s)

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

30. How old are you? (**write response**) M=43.76 years old

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

87% White (Caucasian) 6% Hispanic / Latino 2% American Indian or Alaskan Native 2% Other (write response)  
 <1% Black/African American 3% Asian 1% Native Hawaiian or Pacific Islander \_\_\_\_\_

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

96% English 2% Spanish 0% Russian 2% Other (write response) \_\_\_\_\_

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

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

8% Less than \$10,000	8% \$90,000 to \$109,999
14% \$10,000 to \$29,999	5% \$110,000 to \$129,999
25% \$30,000 to \$49,999	2% \$130,000 to \$149,999
18% \$50,000 to \$69,999	2% \$150,000 to \$169,999
14% \$70,000 to \$89,999	4% \$170,000 or more

Please tell us how we can improve South Beach State Park:

See report

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

# Overnight Visitor Experiences and Perceptions at South Beach 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

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A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at South Beach 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 South Beach State Park? (**check ONE**)
  - 44% No
  - 56% Yes → if yes, how many trips have you made to this park in the past 12 months? (**write number**) M=1.40 trip(s)
  
2. How many nights in a row did you spend at South Beach State Park on your recent trip? (**write number**) M=3.10 night(s)
  
3. Please check **all** recreation activities you did at South Beach State Park on your recent trip. (**check ALL THAT APPLY**)
 

87% <b>A.</b> Hiking or walking	1% <b>I.</b> Scuba diving/ snorkeling	15% <b>Q.</b> Crabbing
38% <b>B.</b> Dog walking	22% <b>J.</b> Kite flying	6% <b>R.</b> Clam digging
9% <b>C.</b> Running or jogging	61% <b>K.</b> Sightseeing	9% <b>S.</b> Fishing
35% <b>D.</b> Bicycling on trails	47% <b>L.</b> Picnicking or barbecuing	8% <b>T.</b> Boating (motor, canoe, kayak)
17% <b>E.</b> Bicycling on local roads	93% <b>M.</b> Camping	<1% <b>U.</b> Windsurfing
1% <b>F.</b> Horseback riding	21% <b>N.</b> Bird or wildlife watching	1% <b>V.</b> Kiteboarding
69% <b>G.</b> Beachcombing	23% <b>O.</b> Visit nature/visitor center	9% <b>W.</b> Ranger-led program(s)
5% <b>H.</b> Surfing/boogie boarding	29% <b>P.</b> Swimming/ wading	9% <b>X.</b> Other (write response) _____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at South Beach 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
  - 4% 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=382.90 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at South Beach State Park? (**check ONE**)
 

3% Very Dissatisfied	2% Dissatisfied	3% Neither	43% Satisfied	50% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at South Beach State Park? (**check ONE**)
 

2% Very Dissatisfied	3% Dissatisfied	4% Neither	44% Satisfied	47% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at South Beach State Park? (**check ONE**)
 

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

1% Very Dissatisfied	6% Dissatisfied	12% Neither	52% Satisfied	29% Very Satisfied
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11. How unlikely or likely are you to return to South Beach State Park in the future? (**check ONE**)
 

3% Very Unlikely	6% Unlikely	7% Neither	34% Likely	50% Very Likely
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12. How **important** is it to you that each of the following is at South Beach State Park? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	<1%	2%	34%	65%
Number of toilets / bathrooms.	1	1	9	42	46
Cleanliness / conditions of toilets / bathrooms.	1	<1	3	24	72
Absence of litter.	0	<1	2	39	60
Presence of park rangers / personnel.	1	4	16	52	28
Courteousness of park rangers / personnel.	<1	1	5	43	50
Number of park trails.	1	3	21	54	21
Condition / maintenance of park trails.	1	2	16	54	27
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	12	9	38	27	14
Facilities for groups to gather.	19	13	42	17	9
Variety of things to do.	3	5	24	49	20
Personal safety.	1	<1	7	29	63
Number of information / education programs or materials.	6	8	39	38	9
Quality of information / education programs or materials.	6	7	37	38	13
Information specifically about conditions or hazards in the park.	1	4	24	44	27
Signs about directions within the park.	1	2	19	51	28
Signs about directions to the park.	1	4	25	45	25
Parking for vehicles.	1	1	22	48	28
Comfort of campsites.	0	<1	5	41	54
Shading provided by trees or other structures.	0	1	10	47	43
Good value for the fee that I paid at the park.	0	1	6	39	54

13. Now, how **dissatisfied or satisfied** were you with the following at South Beach 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%	49%	47%
Number of toilets / bathrooms.	<1	3	11	51	35
Cleanliness / conditions of toilets / bathrooms.	1	4	9	47	40
Absence of litter.	<1	1	4	50	45
Presence of park rangers / personnel.	<1	1	11	51	38
Courteousness of park rangers / personnel.	1	1	7	43	48
Number of park trails.	0	1	11	52	36
Condition / maintenance of park trails.	<1	2	11	50	37
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	2	33	39	25
Facilities for groups to gather.	2	1	49	29	19
Variety of things to do.	<1	1	18	51	30
Personal safety.	<1	<1	6	50	43
Number of information / education programs or materials.	<1	2	35	38	25
Quality of information / education programs or materials.	<1	2	36	39	23
Information specifically about conditions or hazards in the park.	0	2	26	27	25
Signs about directions within the park.	0	2	15	53	31
Signs about directions to the park.	<1	3	16	54	27
Parking for vehicles.	1	3	17	51	28
Comfort of campsites.	1	5	6	46	42
Shading provided by trees or other structures.	2	4	12	47	35
Good value for the fee that I paid at the park.	1	5	11	47	37

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

I saw about M=125.00 other people

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

13%	13%	19%	6%	7%	23%	11%	7%	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 South Beach 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=108.54 other visitors at this park

- OR** 32% The number of people does not matter to me  
 54% The number of people matters to me, but I cannot specify a number

17. Imagine that you were to visit South Beach 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.	23	44	25	8
... express my opinions to members of my group about the condition or situation.	8	11	48	33
... express my opinions to other visitors at the park about the condition or situation.	20	49	26	6
... express my opinions to friends or family about the condition or situation.	5	9	54	32
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	30	45	20	5
... keep my opinions to myself.	19	43	31	7
... 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.	6	21	47	26
... come back to this park, but recognize that it offers a different type of experience than I first believed.	6	23	60	11
... 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	64	12
... accept the condition or situation by not doing anything about it.	9	30	55	6
... never visit this park again because of the condition or situation.	32	39	23	6

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.	3%	9%	46%	30%	12%
This park is one of the best places for doing what I like to do.	3	10	32	40	15
I am very attached to this park.	5	17	50	20	9
I would not substitute any other area for doing what I do at this park.	9	32	44	40	5
I identify strongly with this park.	6	23	47	18	7
No other place compares to this park.	11	30	45	9	5
I feel that this park means a lot to me.	8	21	42	21	8
I get more satisfaction out of visiting this park than any other.	11	30	42	12	6

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	0%	2%	35%	47%	15%
Provide more opportunities for viewing wildlife.	0	1	34	51	14
Provide more group picnic areas.	2	11	67	19	2
Provide more opportunities for hiking.	<1	2	41	47	10
Provide more paved trails.	2	9	41	40	8
Provide more trash cans.	1	4	37	38	20
Provide more recycling containers.	1	4	37	38	20
Provide more information / education about nature, history, or archeology.	0	3	52	39	6
Provide more programs led by park rangers.	<1	5	62	27	5
Provide wireless internet access within the park.	6	10	24	34	26
Provide downloadable mobile phone applications.	4	11	58	20	7
Provide more enclosed shelters.	4	9	61	22	5
Improve maintenance or upkeep of facilities / services.	1	3	53	34	9
Require all dogs be kept on leash at all times.	4	8	22	31	36
Make the park more pet friendly.	5	10	47	24	14
Provide natural buffers to block views of development outside the park.	<1	3	34	42	21
Restore it to historical conditions (e.g., replace non-native with native plants)	2	7	51	29	11
Limit the number of people allowed per day.	3	12	54	25	7
Limit the number of large groups allowed (e.g., no more than 10-20 people).	4	13	42	30	11
Close this park to all recreation / tourism activities.	47	25	24	3	1
Provide more space between campsites.	1	4	30	39	26
Provide more walk-in / cart-in campsites.	4	9	70	13	4
Provide more tent camping in developed campgrounds.	3	7	62	19	9
Provide campsites that accommodate both RV and tent camping.	<1	4	33	43	20
Provide more group camping areas.	4	10	67	14	6
Do not change anything / keep things as they are now.	6	12	51	23	8

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

15% Telephone reservation system      78% Internet reservation system      7% I did not make the reservation

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

1% Very Dissatisfied    4% Dissatisfied    6% Neither    41% Satisfied    43% Very Satisfied    6% Didn't make reservation

22. **Including yourself**, how many people accompanied you at South Beach State Park during your stay? M=6.69 person(s)

23. Did you or anyone in your group bring dog(s) with you to South Beach State Park? **(check ONE)**    50% No    51% Yes

24. Did anyone in your group have a disability?

87% No

13% Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)**    3% Hearing    <1% Sight    11% Walking  
 1% Learning    2% Other see report

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

- 75% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=52.39 mi(s)
- 6% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=196.77 mi(s)
- 8% Come back another time
- 5% Stayed home
- <1% Gone to work at my regular job
- 6% Something else (none of these)

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

- 92% My family's personal vehicle → how many total people were in the vehicle? M=3.23 person(s)
- 2% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.31 person(s)
- 7% Other (write response) \_\_\_\_\_

27. When you were thinking about visiting an Oregon State Park such as South Beach 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%	4%	57%
B. Social media internet websites (e.g., Facebook, Twitter).	70	10	4
C. Brochures.	37	12	6
D. Newspapers.	72	11	<1
E. Magazines.	65	13	1
F. Books.	65	13	2
G. Television.	77	12	1
H. Videos / DVDs.	83	11	1
I. Radio.	81	11	1
J. Community organization or church.	81	11	1
K. Health care providers.	85	10	1
L. Work.	74	10	2
M. Friends or family members.	30	6	14
N. Highway signs.	50	16	4
O. Previous visit.	28	5	32
P. Other (write response) _____	74	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** see report

29. When planning your visit to South Beach 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 South Beach 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 South Beach State Park on your trip? (**check ONE**)

75% No

25% Yes → if yes, how many nights did you stay away from home within 30 miles of this park? M=6.71 night(s)

32. Are you: (**check ONE**) 43% Male 58% Female

33. How old are you? (**write response**) M=49.62 years old

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

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

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

- 99% English <1% Spanish 0% 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
- 6% \$10,000 to \$29,999 8% \$110,000 to \$129,999
- 14% \$30,000 to \$49,999 7% \$130,000 to \$149,999
- 19% \$50,000 to \$69,999 4% \$150,000 to \$169,999
- 20% \$70,000 to \$89,999 6% \$170,000 or more

Please tell us how we can improve South Beach State Park:

See Report

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