



# Visitor Survey of Day-use and Overnight Visitors at Sunset Bay 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  $n = 1399$  with a response rate of 67%. Completed questionnaires were received from  $n = 375$  day users (95% response rate) and  $n = 559$  overnight users (54% response rate). These combined sample sizes across survey methods allow generalizations about the population of day users at Sunset Bay State Park at a margin of  $\pm 5.1\%$ , 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 (63%), beachcombing (56%), picnicking / barbecuing (50%), sightseeing (50%), and swimming / wading (48%); the least popular were bicycling on local roads (1%), ranger led programs (2%), and bicycling on trails (2%). Overnight users were more likely to participate in most activities, which is not surprising given that they had more time at the park. Participation in camping was the most substantial difference among groups (1% day users, 93% overnight users). Picnicking or barbecuing, however, was more popular among day users (51%) than overnight users (42%); as was swimming / wading (49% day users, 37% overnight users), and metal detecting / gold panning (3% day users, 1% overnight users).
- The most common main activity groups were people picnicking / barbecuing (23%), hiking / walking (14%), swimming/wading (13%), and beachcombing (11%). The least common groups were people bicycling on trails and local roads ( $< 1\%$ ), running or jogging ( $< 1\%$ ), ranger led programs ( $< 1\%$ ), and metal detecting/gold panning ( $< 1\%$ ). Day users were more likely to consider picnicking or barbecuing, hiking or walking, and swimming / wading as their main activities, whereas overnight users were more likely to consider camping as their primary activity.
- Day users spent an average of approximately three hours in the park, with 88% of these users spending up to five hours in the park. The majority of day users (65%), however, spent one to three hours. Overnight users spent an average of two and three quarter days at the park, although the largest proportions spent one (24%) or two (31%) days at the park and an additional 20% spent three days, 11% spent four days, and 14% spent five or more days.

- Day users, on average, traveled shorter distances ( $M = 175.33$  miles) to visit the park than overnight visitors ( $M = 488.64$  miles). Most overnight visitors (29%) traveled over 500 miles to reach the park.
- In total, 78% of respondents had visited this park before, but day users were more likely (82%) than overnight users (39%) to have visited before. Although users had visited an average of over four times in the past 12 months, the highest proportion (25%) had made just one trip to this park with the majority (56%) having made two or fewer trips. On average, day users had visited more times ( $M = 4.37$ ) than overnight users ( $M = 1.17$ ).
- Average group size was between six and seven people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions, school groups). Groups most commonly consisted of five to ten people (36%) or three to four people (27%). Day users, on average, visited in larger groups ( $M = 6.65$  people) than overnight users ( $M = 4.59$ ), but these averages were again influenced by a few large groups. The majority of day users (37%) visited in groups of five to ten people, and most overnight users (33%) visited in groups of three to four people.
- In total, 70% of users did not bring dogs with them; 30% brought dogs. Overnight users were more likely (35%) than day users (29%) to bring dogs.
- Most users arrived at the park in their family vehicle (89%), 7% came in someone else's vehicle, and 4% in another form of transportation. On average, there were 3.08 people in each family vehicle and 4.24 in someone else's vehicle.
- Most users (62%) considered visiting this park the main reason for their trip with slightly more day users (63%) than overnight users (58%) considering this park their main destination.
- If they had been unable to go to Sunset Bay State Park for this visit, most park visitors would have either gone somewhere else for the same activity (55%) or come back another time (17%).

### ***Visitor Spending***

- Most visitors to the park (63%) are non-local visitors (living 31 or more miles from the park). More overnight users (99%) are non-local than day users (59%).
- Non-local overnight visitor party spending was higher than non-local day users, with the highest percentage of non-local overnight visitors (42%) reporting spending \$151-\$350 on their trip.
- Most visitors reported spending some money on gasoline and oil (78%), groceries (71%), restaurants and bars (59%), souvenirs (31%), camping fees (21%), and park entry fees (20%).

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

- Almost all users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find it would like photographs of each RV space and campsite online to decide on the best spot; more information about campsite attributes (shade, size, privacy); directions; how to reserve using disabled vet card; links to area attractions or activities; weather conditions; crowding conditions; internet or cell phone availability.
- The most heavily used sources of information were previous visits (77%), friends or family (74%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 57%), highway signs (56%), and brochures (46%). The least used sources were health care

providers (13%), videos / DVDs (15%), work (21%), church (23%), and television (24%). Day users utilized most sources much more often, but overnight users (95%) were more likely than day users (53%) to obtain information from official internet websites.

- Official internet websites were used by most respondents (46%) as their first primary information source, followed by friends or family (26%), past visits (9%), and brochures (5%). Overnight users were almost entirely dependent on official websites as their primary source (86%). Day users were also heavily dependent on these websites (42%), but also used other sources such as friends or family (29%) and previous visits (10%).

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

- Users considered the most important characteristics at this park were its cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (97%), cleanliness and number of toilets (97% to 89%), parking (89%), personal safety (89%), and courteousness of park staff (86%). The least important attributes were the amount and quality of educational information (48% to 54%), ease of movement or access (e.g., wheelchair, elderly, stroller; 63%), presence of park staff (64%), number of park trails (64%), and facilities for groups (66%). Day users considered parking, signs with directions in and to the park, information about hazards, having a variety of things to do, group facilities, and ease of movement to be more important. Overnight users considered number of toilets, courteousness and presence of staff, conditions and numbers of trails, and quality and amount of educational information to be more important. Almost all (95%) overnight users considered comfort of campsites to be important, 88% believed that shading provided by trees and other structures was important, and 95% believed a good value for the fee paid at the park is important.
- Overall satisfaction among users was extremely high, as 97% were satisfied with the highest proportion of users being “very satisfied” (65%). Users were most satisfied with the park’s natural environment (97%), cleanliness (96%), absence of litter (92%), facilities and services (92%), level of safety (90%), number and cleanliness of toilets / bathrooms (90% to 86%), courteousness of staff (89%), and parking (88%). Users were least satisfied with the quality and amount of educational information (61%), information about conditions / hazards (71%), facilities for groups to gather (71%), number and conditions of park trails (72% to 74%), and ease of movement (e.g., wheelchair, stroller; 73%). Day users were more satisfied with the parking, ease of movement, and group facilities. Overnight users were slightly more satisfied with the park’s cleanliness, cleanliness of bathrooms, lack of litter, level of safety, presence and courteousness of rangers and other staff, number and condition of trails, amount and quality of educational information, and signs within this park. Overnight users were also satisfied with the comfort of campsites (88%), shading provided by trees (91%), and the good value for the fee paid at this park (91%). Most respondents (94%) 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 Sunset Bay State Park. It may be important, however, to more carefully examine this quadrant (i.e., dashed lines), as there are several attributes that were important to users, but these users were only slightly satisfied with these attributes. Managers should, therefore, consider monitoring attributes such as facilities for groups, ease of movement/access, and presence of park rangers in park day-use areas.

- 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 (68%) and a large proportion were already encountering more people than they would tolerate in the park's overnight use areas (63%). This suggests that crowding at the overnight use areas is high and should be studied to see if increases are expected, allowing management to anticipate future problems.

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

- Users most strongly supported management strategies that would provide more recycling containers (68%), opportunities for viewing wildlife (66%), more trash cans (61%), info / education (nature, history; 61%), require that dogs are kept on leash (59%), and more hiking opportunities (58%). The least supported strategies were to close the park to all recreation / tourism activities (7%), limit the number of people (18%), limit the number of large groups allowed (24%), provide more downloadable mobile phone applications (27%), provide wireless internet (33%), and provide more paved trails (39%). Day users were more supportive of providing more recycling containers, trash cans, more info / education (nature, history), group picnic areas, paved trails and more enclosed shelters, as well as better maintenance of facilities and restoring this park to its historical conditions. Overnight users were more supportive of limiting the number of people and large groups, more opportunities for escaping crowds, hiking, providing wireless internet, require dogs be kept on a leash, and using natural buffers to block views of development.
- A majority of overnight users only supported adding more space between sites (62%) and providing campsites accommodating both RV and tent camping (52%). They were less supportive of more group camping sites (16%), walk in sites (24%), and more tent camping in campgrounds (40%).
- In total, 79% of overnight users reserved their park visit on the internet reservation system, 17% used the telephone reservation system, and 4% had someone else make the reservation. Satisfaction with the reservation system was high, as 88% were satisfied and only 12% were not satisfied, and the highest proportion of overnight users was "very satisfied" (48%).

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

- There were a few more female (65%) than male (35%) users at this park.
- The average age of users was approximately 48 years old, and the largest proportions of users were 50 to 59 years old (24%) and 30 to 39 years old (23%).
- The average annual household income before taxes of respondents was \$54,200, and the largest proportion of users had incomes of \$50,000 to \$69,999 (23%) and \$30,000 to \$49,999 (22%). Visitors to Sunset Bay State Park are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latino (2%), American Indian (2%), Asian (1%), Pacific Islander (1%), and Black / African American (<1%).
- Almost all respondents (99%) considered English as their primary language spoken in their homes.
- Over 76% of users lived in Oregon, 8% were from California, and 6% resided in Washington State. Among park users 31% resided in the Coastal region of Oregon, (<http://www.guidetooregon.com/regions/map.html>), 27% lived in the Southern region,

20% lived in the Willamette Valley region, 18% lived in the Portland Metro region, and 3% or less lived in each of the other regions of the state (i.e., Eastern, Central, Mt. Hood / Gorge). The largest percentage of overnight users was from the Portland Metro region (33%), whereas day users were primarily from the Coastal region of Oregon (53%). Almost all day users lived in Oregon (79%), California (7%), or Washington State (6%). Fewer overnight users resided in Oregon (45%), whereas more lived elsewhere such as California (17%), Washington State (11%), and British Columbia, Canada (10%).

- In total, 69% of park users said that nobody in their group had a disability, whereas 31% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (15% of park users), while 4% had a hearing disability, 3% had learning disabilities, and 3% had impaired sight.

## **Recommendations**

### ***Management Recommendations***

- Almost all day and overnight users traveled to this park in their own vehicles (89%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Sunset Bay State Park day-use visitors (3.97 people) was slightly 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 (30%) 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 (35%). Managers may also want to consider examining enforcement of existing pet regulations in the park's day use and campground areas, given that 59% of respondents supported requiring dogs on leash and only 43% supported making the park more pet friendly.
- Almost all users (97%) were satisfied with their experiences and the conditions at this park, and almost all park attributes. Satisfaction, however, was consistently lower for the amount and quality of information and education materials and programs (61%). Managers may need to evaluate education information that is being disseminated to users to ensure it is meeting their needs.
- An Importance – Performance analysis showed that almost all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, three attributes that were important to users, but these users were only slightly satisfied with these attributes. These attributes included facilities for groups, ease of movement/access, and presence of park rangers in the park's day use areas.
- Given that over 25% of park visitors were over the age of 60 and 30% of users had disabilities (15% 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.
- The results suggest that crowding at overnight use areas is “high normal” where these areas have probably not exceeded social carrying capacity yet, but may be trending in that direction and use should be studied to see if increased use is expected, allowing management to anticipate problems. Monitoring and management of park use levels is

needed, especially given that 68% of overnight users supported the provision of more opportunities for escaping crowds.

- Over 45% of users did not support leaving the park as it is and not changing anything. Users most strongly supported strategies designed to provide more recycling containers (68%), provide more opportunities for viewing wildlife (66%), provide more trash cans (61%), offer more information / education (nature, history; 61%), require dogs be kept on leash at all times (59%), and provide more opportunities for hiking (58%). A majority of overnight users also supported providing campsites accommodating both RV and tent camping (52%) and adding space between campsites (62%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (96%) were able to find the information they needed when planning their visit to Sunset Bay State Park. However, some visitors (4%) were not able to find all information needed. The most popular information needed was online maps of the park (e.g., group sites, day use areas, restrooms), photographs of each RV space and campsite, information about campsite attributes (e.g., distance between campsites, noise levels), conditions for handicapped access, dates of special events, and directions for how to navigate agency websites.
- The largest proportion of users (46%) depended on official internet websites as the first primary source of obtaining information about state parks such as Sunset Bay State Park, and the majority of overnight users (79%) 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.
- A majority (64%) of day use-visitors reported using highway signs as a source of information for their visit. Many visitors reported a lack of directional signage to the park in open-ended comments. Managers may want to evaluate the need for improved highway directional signage to the park.
- The visitor spending analysis shows that total visitor spending was substantially higher for overnight visitors than day-use visitors. Park managers might consider adding additional RV and tent campsites to the park as a local economic development strategy.
- Users provided 638 open ended positive and negative comments, and suggestions for possible improvement of Sunset Bay State Park and other park related issues. The most common concerns involved: (a) lack of signage directing people how to find Sunset Bay State Park; (b) campsite attributes (lack of privacy and natural barriers, too small, too close together, awkward angle for parking RV's); (c) better enforcement of quiet hours; (d) not enough activities within the park or local area; (e) more wash stations to wash sand off feet (day use area); (f) too crowded (overnight area); (g) off-leash dogs, clean up after pets, and noise from barking dogs, especially in overnight areas; (h) more campsites and RV sites (especially with full hook-ups); (i) need an RV dump station; (j) more trails; (k) more educational materials (especially for the tidepools); (l) more trash cans and recycle bins; and (m) Wi-Fi and better cell phone coverage. 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 Sunset Bay 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 Sunset Bay State Park between July 2 and August 7, 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  $n = 934$  with an estimated total response rate of 67%. Completed questionnaires were received from  $n = 375$  day users (95% response rate) and  $n = 559$  overnight users (54% response). These combined sample sizes across survey methods allow generalizations about the population of day users at Sunset Bay State Park at a margin of  $\pm 5.1\%$ , 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	395	375	95
Overnight Users	1004	559	54
Total	1399	934	67

Table 1 shows that the total number of completed questionnaires for overnight users (*n* = 559) was higher than day users (*n* = 375). Between 2008 and 2010, however, a much larger proportion of the total population of users at Sunset Bay State Park consisted of day users. Actual population estimates for day users, for example, ranged from 563,526 in 2008, 697,526 in 2009, and 697,998 in 2010 compared to just 63,191 overnight users in 2008, 69,762 in 2009, and 62,746 overnight users in 2010. These average use levels across the three years from 2008 to 2010 show that approximately 90.9% of users at Sunset Bay State Park were day users and 9.1% were overnight users. The sample for this project, however, consisted of 40.1% day users and 59.9% overnight users. Consequently, in the results sections reporting findings only for all users taken together (i.e., total users at Sunset Bay), 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:

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

$$\text{Weight (day users)} = \frac{0.909}{0.401} = 2.267$$

$$\text{Weight (overnight users)} = \frac{0.091}{0.599} = 0.152$$

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 Sunset Bay State Park on their most recent trip. Table 2 shows that the most popular activities at this park were hiking/walking (63%), beachcombing (56%), picnicking / barbequing (50%), sightseeing (50%), and swimming / wading (48%). The least popular activities were bicycling on local roads (1%), ranger led programs (2%), and bicycling on trails (2%). Participation rates differed significantly between day users and overnight users for 13 of these 19 activities; participation in dog walking, running or jogging, fishing, kite flying, surfing / boogie boarding, and boating 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. Participation in camping was the most substantial difference among the two user groups (1% of day users, 93% of overnight users); the most likely reason for a few day users reporting camping was incorrect screening for them onsite. Picnicking or barbecuing, however, was more popular among day users (51%) than overnight users (42%); as was swimming / wading (49% day users, 37% overnight users), and metal detecting / gold panning (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 Phi ( $\phi$ )
	Day Users	Overnight Users	Total <sup>b</sup>			
Hiking or walking	61	85	63	65.93	< .001	.27
Beachcombing	54	71	56	25.21	< .001	.17
Picnicking or barbecuing	51	42	50	7.77	.005	.09
Swimming/wading	49	37	48	14.72	< .001	.13
Sightseeing	48	70	50	45.86	< .001	.22
Exploring tidepools	46	61	47	22.18	< .001	.16
Dog walking	23	28	23	3.46	.063	.06
Other <sup>c</sup>	20	10	19	16.95	< .001	.14
Bird or wildlife watching	19	33	20	23.63	< .001	.16
Running or jogging	8	8	8	0.08	.774	.01
Fishing	8	9	8	0.73	.391	.03
Kite flying	6	6	6	< 0.01	.947	< .01
Surfing/boogie boarding	4	3	4	0.85	.356	.03
Boating (motor, canoe, kayak)	4	6	5	0.73	.393	.03
Metal detecting/gold panning	3	1	3	6.99	.008	.09
Bicycling on trails	1	10	2	36.95	< .001	.18
Camping	1	93	10	939.96	< .001	.91
Bicycling on local roads	< 1	13	1	66.32	< .001	.23
Ranger led programs	< 1	23	2	132.78	< .001	.32

<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: building sand castles, clamming and crabbing, golfing, relaxing/sunbathing, rest stop, family reunions, geocaching, and photography.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Sunset Bay State Park. Table 3 shows that the most common primary activity groups were picnicking / barbecuing (23%), hiking / walking (14%), swimming / wading (13%), and beachcombing (11%). The least common activity groups were people bicycling on trails and local roads (< 1%), running or jogging (< 1%), ranger led programs (< 1%), and metal detecting / gold panning (< 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 picnicking or barbecuing, swimming / wading, and beachcombing as their primary activities, whereas overnight users were much more likely to consider camping 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>
Picnicking or barbequing	25	1	23
Hiking or walking	14	13	14
Swimming/wading	14	1	13
Other <sup>c</sup>	12	2	11
Beachcombing	11	5	11
Sightseeing	9	6	9
Exploring tidepools	7	5	6
Fishing	2	1	1
Dog walking	2	3	2
Bird or wildlife watching	2	< 1	1
Kite flying	1	0	1
Boating (motor, canoe, kayak)	1	1	1
Surfing/boogie boarding	1	< 1	1
Metal detecting/gold panning	< 1	< 1	< 1
Camping	< 1	58	6
Bicycling on local roads	0	1	< 1
Ranger-led program(s)	0	1	< 1
Running or jogging	0	< 1	< 1
Bicycling on trails	0	< 1	< 1

<sup>a</sup>  $\chi^2 = 573.02, p < .001, V = .72$ .

<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: building sand castles, clamming and crabbing, golfing, relaxing/sunbathing, rest stop, family reunions, geocaching, and photography.

**Duration of Visit.** Day users were asked to report how many *hours* they spent at Sunset Bay 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 just over three hours in the park, with 88% of these users spending up to five hours in the park. The majority of day users (65%), however, spent one to three hours.

Table 4. Duration of visit at the park

Day Users (Hours)	
1 hour	17
2 hours	26
3 hours	22
4 to 5 hours	23
6 to 9 hours	9
10 or more hours	2
Mean / average hours	3.19
Overnight Users (Nights)	
1 day	24
2 days	31
3 days	20
4 days	11
5 days	7
6 or more days	7
Mean / average days	2.75

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

Overnight users spent an average of two and three quarter days at the park, although the largest proportions spent one (24%) or two (31%) days at the park (Table 4). An additional 20% spent three days at the park, 11% spent four days, and another 14% spent five or more days.

**Distance Traveled.** Respondents were also asked to report about how far from home they traveled to get to the park. Table 5 shows that 39% of visitors were local (driving 30 miles or less to reach the park) and another 34% originated from over 150 miles from the park. A higher percentage of day-use visitors were local (43%) than overnight visitors (1%). Day users, on average, traveled shorter distances ( $M = 175.33$  miles) to visit the park than overnight visitors ( $M = 488.64$  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	43	1	39
31 to 60 miles	4	1	4
61 to 90 miles	12	2	11
91 to 120 miles	8	8	8
121 to 150 miles	4	9	4
151 to 250 miles	12	24	13
251 to 500 miles	10	28	11
501 or more miles	9	29	10
Mean / average <sup>c</sup>	175.33	488.64	204.32

<sup>a</sup>  $\chi^2 = 538.11, p < .001, V = .72.$

<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>  $t = 11.82, p < .001, r_{pb} = .34.$

**Previous Visitation.** Users were asked if they had ever visited Sunset Bay State Park before their most recent trip. Table 6 shows that 78% of respondents had visited this park before, whereas 22% 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 (82%) than overnight users (39%).

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	82	39	78
No, not visited park before	18	61	22

<sup>a</sup>  $\chi^2 = 175.78, p < .001, \phi = .425.$

<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 over four times in the past 12 months, the highest proportion (25%) had made just one trip to this park in the past year with the majority (56%) having made two or fewer trips. On average, day users had visited significantly more times ( $M = 4.37$ ) than overnight users ( $M = 1.17$ ). For example, 91% of overnight users had visited two or fewer times in the past 12 months and only 2% had visited six or more times, whereas 24% 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	12	35	13
1 Trip	24	41	25
2 Trips	18	15	18
3 to 5 Trips	24	8	23
6 to 12 Trips	16	1	15
13 to 24 Trips	6	0	5
More than 24 Trips	2	1	2
Mean / average trips <sup>c</sup>	4.37	1.17	4.21

<sup>a</sup>  $\chi^2 = 132.15, p < .001, V = .48.$

<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>  $t = 7.22, p < .001, r_{pb} = .12.$

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Sunset Bay State Park on their most recent trip. Table 8 shows that the average group size was between six and seven people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions, school groups). Groups most commonly consisted of five to ten people (36%) or three to four people (27%). Day users, on average, visited in significantly larger groups ( $M = 6.65$  people) than overnight users ( $M = 4.59$ ), but these averages were again influenced by a few extremely large groups. The majority of both day users (40%) and overnight users (65%) visited in groups of two to four people. Day users (17%) were more likely than overnight users (7%) 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)	7	7	7
2 People	14	32	15
3 or 4 People	26	33	27
5 to 10 People	37	21	36
11 to 25 People	15	6	14
More than 25 People	2	1	2
Mean / average <sup>c</sup>	6.65	4.59	6.48

<sup>a</sup>  $\chi^2 = 108.75, p < .001, V = .35.$

<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>  $t = 5.35, p < .001, r_{pb} = .19.$

**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 Sunset Bay State Park. Table 9 shows that 70% of park users did not bring dogs with them and 30% brought dogs. Overnight users (35%) were significantly more likely than day users (29%) 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)	71	65	70
Yes, brought dog(s)	29	35	30

<sup>a</sup>  $\chi^2 = 3.54, p = .060, \phi = .06.$

<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 Sunset Bay State Park on their most recent trip. Table 10 shows that almost all users arrived at the park in their family’s personal vehicle (89%), 7% arrived in somebody else’s vehicle, and 4% arrived in another form of transportation. On average, there were 3.08 people in each personal family vehicle and 4.24 people in somebody else’s vehicle. For all day-use vehicles, there was an average of 3.97 people in the vehicle. For all overnight vehicles, there was an average of 2.99 people in the vehicle. There was a significant, but relatively weak difference between day users and overnight users, with almost all overnight users arriving in their own vehicles (90%) compared to day users (89%) who were slightly more likely to not only use their own vehicles, but also other modes of transportation (4%).

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>	89	90	89
Somebody else’s personal vehicle <sup>d</sup>	8	4	7
Other	4	6	4

<sup>a</sup>  $\chi^2 = 7.37, p < .025, V = .09.$

<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 = 3.08 (1-2 people = 45%, 3-4 people = 41%), day user = 3.35, overnight = 2.97.

<sup>d</sup> Number of people in vehicle: mean / average = 4.24 (1-4 people = 71%), day user = 4.84, overnight = 3.50.

**Reasons for Visiting.** Visitors were asked if this park was the main reason for their trip. Table 11 shows that 62% of users considered this park their main destination with slightly more day users (63%) than overnight users (58%) 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	63	58	62
Primarily for recreation – main destination was not this park	20	35	22
Primarily for business, family, or other reasons – park was side trip	14	5	13
Some other reason	4	3	3

<sup>a</sup>  $\chi^2 = 40.27, p < .001, \phi = .21$ .

<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 Sunset Bay 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 (55%) or come back another time (17%). There was a significant difference between overnight and day users, with overnight users more likely to go somewhere else for the same activity (77%), compared to day users (53%).

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>	53	77	55
Gone somewhere else for a different activity <sup>d</sup>	5	5	5
Come back another time	17	9	17
Stayed home	11	3	10
Gone to work at my regular job	1	< 1	1
Something else (none of these)	13	6	12

<sup>a</sup>  $\chi^2 = 56.98, p < .001, V = .27$ .

<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 = 156.81 miles, day user = 52.62, overnight = 206.17.  $t = 11.73, p < .001, r_{pb} = .43$

<sup>d</sup> If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 137.44 miles, day user = 68.73, overnight = 184.69.  $t = 2.41, p = .024, r_{pb} = .43$

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

- The most popular activities were hiking / walking (63%), beachcombing (56%), picnicking / barbequing (50%), sightseeing (50%), and swimming / wading (48%); the least popular were bicycling on local roads (1%), ranger led programs (2%), and

bicycling on trails (2%). Overnight users were more likely to participate in most activities, which is not surprising given that they had more time at the park. Participation in camping was the most substantial difference among groups (1% day users, 93% overnight users). Picnicking or barbecuing, however, was more popular among day users (51%) than overnight users (42%); as was swimming / wading (49% day users, 37% overnight users), and metal detecting / gold panning (3% day users, 1% overnight users).

- The most common main activity groups were people picnicking / barbecuing (23%), hiking / walking (14%), swimming/wading (13%), and beachcombing (11%). The least common groups were people bicycling on trails and local roads (< 1%), running or jogging (< 1%), ranger led programs (< 1%), and metal detecting/gold panning (< 1%). Day users were more likely to consider picnicking or barbecuing, hiking or walking, and swimming / wading as their main activities, whereas overnight users were more likely to consider camping as their primary activity.
- Day users spent an average of approximately three hours in the park, with 88% of these users spending up to five hours in the park. The majority of day users (65%), however, spent one to three hours. Overnight users spent an average of two and three quarter days at the park, although the largest proportions spent one (24%) or two (31%) days at the park and an additional 20% spent three days, 11% spent four days, and 14% spent five or more days.
- Most visitors to the park were non-locals (61%), driving 31 miles or more to reach the park. Day users, on average, traveled shorter distances ( $M = 175.33$  miles) to visit the park than overnight visitors ( $M = 488.64$  miles). Most overnight visitors (29%) traveled over 500 miles to reach the park.
- In total, 78% of respondents had visited this park before, but day users were more likely (82%) than overnight users (39%) to have visited before. Although users had visited an average of over four times in the past 12 months, the highest proportion (25%) had made just one trip to this park with the majority (56%) having made two or fewer trips. On average, day users had visited more times ( $M = 4.37$ ) than overnight users ( $M = 1.17$ ).
- Average group size was between six and seven people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions, school groups). Groups most commonly consisted of five to ten people (36%) or three to four people (27%). Day users,

on average, visited in larger groups ( $M = 6.65$  people) than overnight users ( $M = 4.59$ ), but these averages were again influenced by a few large groups. The majority of day users (37%) visited in groups of five to ten people, and most overnight users (33%) visited in groups of three to four people.

- In total, 70% of users did not bring dogs with them; 30% brought dogs. Overnight users were more likely (35%) than day users (29%) to bring dogs.
- Most users arrived at the park in their family vehicle (89%), 7% came in someone else's vehicle, and 4% in another form of transportation. On average, there were 3.08 people in each family vehicle and 4.24 in someone else's vehicle.
- Most users (62%) considered visiting this park the main reason for their trip with slightly more day users (63%) than overnight users (58%) considering this park their main destination.
- If they had been unable to go to Sunset Bay State Park for this visit, most park visitors would have either gone somewhere else for the same activity (55%) or come back another time (17%).

### **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 Sunset Bay 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 (63%). More overnight users (99%) are non-local than day users (59%). Based on

previous year visitation estimates, approximately 90.9% of users at Sunset Bay State Park are day users and 9.1% 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	41	1	38
Non-Local <sup>c</sup>	59	99	63

<sup>a</sup>  $\chi^2 = 267.56, p < .001, \phi = .52$ .

<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 (30%) reported spending \$26-\$50. There were only 5 local overnight survey respondents, and only two of them answered the spending question. One (50%) reported spending \$51-\$150 per party on their trip, while the other (50%) reported spending over \$1000 on their trip. Non-local overnight visitor spending was higher than local day-users, with the highest percentage (42%) 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	0	0	0	< 1	0
\$1 - \$25	28	0	9	2	14
\$26 - \$50	30	0	8	4	15
\$51 - \$150	29	50	35	20	32
\$151 - \$350	10	0	26	42	22
\$351 - \$550	1	0	12	18	9
\$551 - \$1,000	2	0	12	15	10

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

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.). For local day use visitors, most reported spending some money on gasoline and oil (81%) and groceries (75%). In addition to gasoline and oil and groceries, non-local day use visitors also reported spending money on restaurants and bars (73%). Most local and non-local overnight visitors reported

spending money on gasoline and oil, groceries, and camping fees. The “All” spending average is estimated as a weighted average for spending by day-user and overnight visitors. Most visitors to Sunset Bay State Park reported spending some money on gasoline and oil (78%), groceries (71%), restaurants and bars (59%), and souvenirs (31%).

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

Spending Categories	Local		Non-Local		All <sup>b</sup> (%)
	Day (%)	Overnight (%)	Day (%)	Overnight (%)	
Motel, lodge, cabin, B&B, other lodging	5	0	25	6	17
Camping	4	0	20	72	21
Restaurants and bars	32	50	73	68	59
Groceries	75	100	69	80	71
Gasoline and oil	81	50	77	81	78
Park entry, parking, or recreation use fees	9	50	24	32	20
Recreation and equipment (guide fees, equipment rental)	4	50	9	12	8
Souvenirs, clothing, and other miscellaneous	6	50	37	57	31

<sup>a</sup>  $\chi^2 = 410.96, p < .001, V = .70$ .

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

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

- Most visitors to the park (63%) are non-local visitors (living 31 or more miles from the park). More overnight users (99%) are non-local than day users (59%).
- Non-local overnight visitor party spending was higher than non-local day users, with the highest percentage of non-local overnight visitors (42%) reporting spending \$151-\$350 on their trip.
- Most visitors reported spending some money on gasoline and oil (78%), groceries (71%), restaurants and bars (59%), souvenirs (31%), camping fees (21%), and park entry fees (20%).

**Obtaining Information about the Parks**

The questionnaires contained several questions examining how users obtained information about state parks such as Sunset Bay State Park and whether they were able to obtain the information

they needed. Table 16 shows that almost all users (96%) were able to find the information they needed when planning their visit to this state park, and the few (4%) who did not find the information they needed would like additional: photographs of each RV space and campsite online to decide on the best spot; more information about campsite attributes (shade, size, privacy); directions; how to reserve using disabled vet card; links to area attractions or activities; weather conditions; crowding conditions; internet or cell phone availability. There were no significant 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	96	95	96
No, did not find the information needed <sup>c</sup>	4	5	4

<sup>a</sup>  $\chi^2 = 0.81, p = .369, \phi = .03.$

<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: photographs of each RV space and campsite online to decide on the best spot; more information about campsite attributes (shade, size, privacy); directions; how to reserve using disabled vet card; links to area attractions or activities; weather conditions; crowding conditions; internet or cell phone availability.

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 Sunset Bay State Park. Table 17 shows that the most heavily used sources of information were previous visits (77% used sometimes or often), friends or family members (74%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 57%), highway signs (56%), and brochures (46%). The least used sources were health care providers (13%), videos or DVDs (15%), work (21%), church (23%), and television (24%). Day users and overnight users differed significantly on all but four information sources, with day users utilizing almost all of these sources much more often. Overnight users (95%), however, were more likely than day users (53%) to obtain information from official internet websites.

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	78	56	77	56.95	< .001	.27
Friends / family	76	61	74	33.40	< .001	.20
Highway signs	58	33	56	73.59	< .001	.31
Official internet websites (OPRD)	53	95	57	343.06	< .001	.62
Brochures	45	52	46	6.71	.152	.09
Other <sup>c</sup>	37	25	36	6.38	.172	.16
Magazines	33	24	32	9.88	.042	.11
Newspapers	31	15	30	36.38	< .001	.22
Books	30	30	30	3.73	.444	.07
Radio	28	7	26	67.41	< .001	.29
Social media websites	26	23	26	10.73	.030	.12
Television	25	11	24	30.62	< .001	.20
Community organizations or church	25	7	23	55.44	< .001	.27
Work	22	16	21	6.41	.171	.09
Videos / DVDs	16	6	15	28.07	< .001	.19
Health care providers	14	4	13	30.17	< .001	.20

<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: websites such as AAA, Yelp, and TripAdvisor; road maps; telephone calls to OPRD and RNW; just driving by; referred by other (other ranger, friend, family, campers, rental car staff).

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 Sunset Bay State Park. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (46%) as the first primary information source, followed by friends or family (26%), previous visits (9%), and brochures (5%). Few people used other sources when obtaining information. There was a significant difference between day users and overnight users, with overnight users almost entirely dependent on official internet websites as their primary source (86%). Day users were also heavily dependent on these websites (42%), but also used other sources such as friends and family (29%) and previous visits (10%).

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)	42	86	46
Friends / family	29	6	26
Previous visit	10	2	9
Other	3	< 1	3
Social media websites	2	1	2
Books	< 1	2	1
Highway signs	3	< 1	3
Newspapers	1	0	1
Magazines	1	0	1
Television	1	< 1	1
Brochures	5	2	5
Radio	1	0	1
Work	< 1	0	< 1
Community organizations or church	1	0	1
Videos / DVDs	< 1	0	< 1
Health care providers	0	0	0

<sup>a</sup>  $\chi^2 = 207.78, p < .001, V = .50.$

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

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

- Almost all users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find it would like photographs of each RV space and campsite online to decide on the best spot; more information about campsite attributes (shade, size, privacy); directions; how to reserve using disabled vet card; links to area attractions or activities; weather conditions; crowding conditions; internet or cell phone availability.
- The most heavily used sources of information were previous visits (77%), friends or family (74%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 57%), highway signs (56%), and brochures (46%). The least used sources were health care providers (13%), videos / DVDs (15%), work (21%), church (23%), and television (24%). Day users utilized most sources much more often, but overnight users (95%) were more likely than day users (53%) to obtain information from official internet websites.
- Official internet websites were used by most respondents (46%) as their first primary information source, followed by friends or family (26%), past visits (9%), and brochures (5%). Overnight users were almost entirely dependent on official websites as their

primary source (86%). Day users were also heavily dependent on these websites (42%), but also used other sources such as friends or family (29%) and previous visits (10%).

**Satisfaction with Experiences and Conditions**

**Overall Satisfaction.** Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Sunset Bay State Park?” Table 19 shows that overall satisfaction was extremely high, as 97% were satisfied and almost no respondents (3%) were dissatisfied. In addition, the highest proportion of users was “very satisfied” (65%).

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

	Day Users (%)	Overnight Users (%)	Total (%) <sup>b</sup>
Very Satisfied	66	61	65
Satisfied	32	33	32
Dissatisfied or Neutral	3	5	3

<sup>a</sup>  $\chi^2 = 24.25, p < .001, V = .13.$

<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 Sunset Bay 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 Sunset Bay 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	<i>p</i> value	Effect size Phi ( $\phi$ )
	Day Users	Overnight Users	Total <sup>b</sup>			
Cleanliness of park (graffiti, lawns)	98	98	98	1.17	.884	.04
Absence of litter	97	97	97	14.82	.005	.01
Cleanliness of toilets / bathrooms	97	97	97	8.04	.090	.10
Parking for vehicles	91	75	89	62.73	< .001	.26
Number of toilets / bathrooms	89	90	89	11.74	.019	.12
Personal safety	89	89	89	0.67	.955	.03
Courteousness of rangers / personnel	85	91	86	14.12	.007	.13
Signs with directions <i>in</i> the park	80	78	79	20.97	< .001	.16
Information about conditions / hazards	79	73	79	19.66	.001	.15
Variety of things to do	78	74	78	20.66	< .001	.15
Signs with directions <i>to</i> the park	77	76	77	13.75	.008	.13
Condition / maintenance of trails	74	76	74	17.30	.002	.14
Facilities for groups to gather	71	24	66	208.12	< .001	.49
Ease of movement / access (wheelchair, elderly, stroller)	67	32	63	112.35	< .001	.35
Number of park trails	63	70	64	18.90	.001	.15
Presence of park rangers / personnel	62	80	64	39.46	< .001	.21
Quality of educational information	54	62	54	19.91	.001	.15
Amount of educational information	47	58	48	20.27	< .001	.15
Good value for fee paid at the park <sup>c</sup>	--	95	--	--	--	--
Comfort of campsites <sup>c</sup>	--	95	--	--	--	--
Shading provided by trees / structures <sup>c</sup>	--	88	--	--	--	--

<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 cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (97%), cleanliness of toilets (97%), parking for vehicles (89%), number of toilets / bathrooms (89%), and personal safety (89%). The least important attributes were amount and quality of educational information (48% to 54%), ease of movement or access (e.g., wheelchair, elderly, baby stroller; 63%) presence of park rangers (64%), number of park trails (64%), and facilities for groups to gather (66%). There were differences among day users and overnight users for 15 of the 18 possible comparisons. Day users considered parking, signs with directions to and in the park, information about conditions / hazards, having a variety of things to do, facilities for groups, and ease of movement to be more important. Overnight users felt that number of toilets, courteousness and presence of staff, number and conditions of trails, and quality and amount of educational information were more

important at this state park. Responses for three additional items that were asked in the questionnaires administered only to overnight users showed that 95% of overnight users considered the comfort of campsites to be important, 88% believed that shading provided by trees and other structures was important, and 95% considered a good value for the fee paid at the park to be 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)	95	98	96	22.32	< .001	.16
Absence of litter	91	97	92	26.42	< .001	.18
Number of toilets / bathrooms	90	92	90	4.10	.393	.07
Parking for vehicles	89	78	88	24.94	< .001	.16
Courteousness of rangers / personnel	89	94	89	19.07	.001	.14
Personal safety	89	93	90	14.14	.007	.13
Cleanliness of toilets / bathrooms	86	91	86	19.36	.001	.15
Variety of things to do	85	84	85	2.63	.622	.05
Presence of park rangers / personnel	82	93	83	36.95	< .001	.21
Signs with directions <i>to</i> the park	79	78	79	13.97	.007	.12
Ease of movement / access (wheelchair, elderly, stroller)	75	56	73	38.22	< .001	.21
Signs with directions <i>in</i> the park	74	82	74	13.69	.008	.13
Facilities for groups to gather	74	45	71	73.69	< .001	.29
Condition / maintenance of trails	73	82	74	13.61	.009	.13
Number of park trails	72	80	72	12.47	.014	.12
Information about conditions / hazards	71	75	71	6.30	.178	.08
Amount of educational information	60	75	61	24.45	< .001	.17
Quality of educational information	60	75	61	22.61	< .001	.17
Good value for fee paid at the park <sup>c</sup>	--	91	--	--	--	--
Comfort of campsites <sup>c</sup>	--	88	--	--	--	--
Shading provided by trees / structures <sup>c</sup>	--	91	--	--	--	--

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

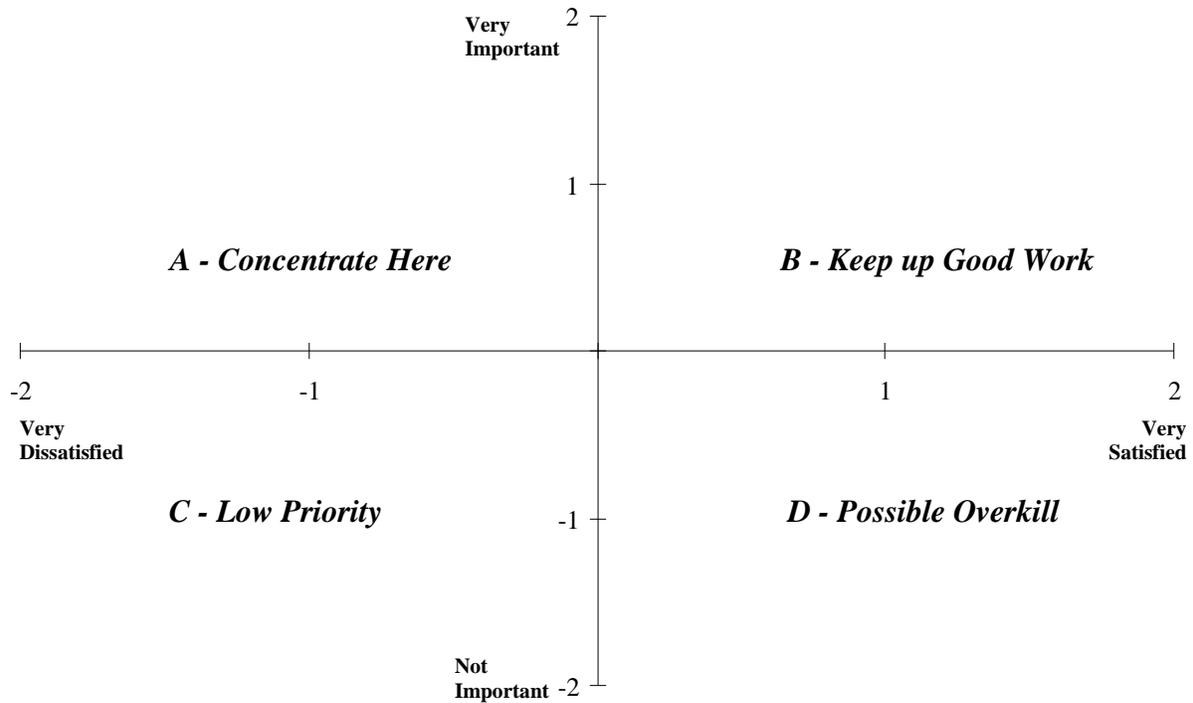
<sup>b</sup> Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

<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 Sunset Bay State Park. Users were most satisfied with park cleanliness (96%), absence of litter (92%), level of safety (90%), number and cleanliness of toilets / bathrooms (90% to 86%), courteousness of park staff (89%), and parking (88%). Users were least satisfied with the amount and quality of educational information (61%), information provided about conditions and hazards (71%), number and conditions of park trails (72% to 74%), and with the facilities for

groups to gather (71%). Day users were slightly more satisfied with parking, ease of movement, and group facilities at Sunset Bay State Park. Overnight users were slightly more satisfied with the park’s cleanliness, cleanliness of bathrooms, lack of litter, level of safety, presence and courteousness of rangers and other staff, number and condition of trails, amount and quality of educational information, and signs within this park. Overnight users were also satisfied with the comfort of campsites (88%), shading provided by trees (91%), and the good value for the fee paid at this park (91%).

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*

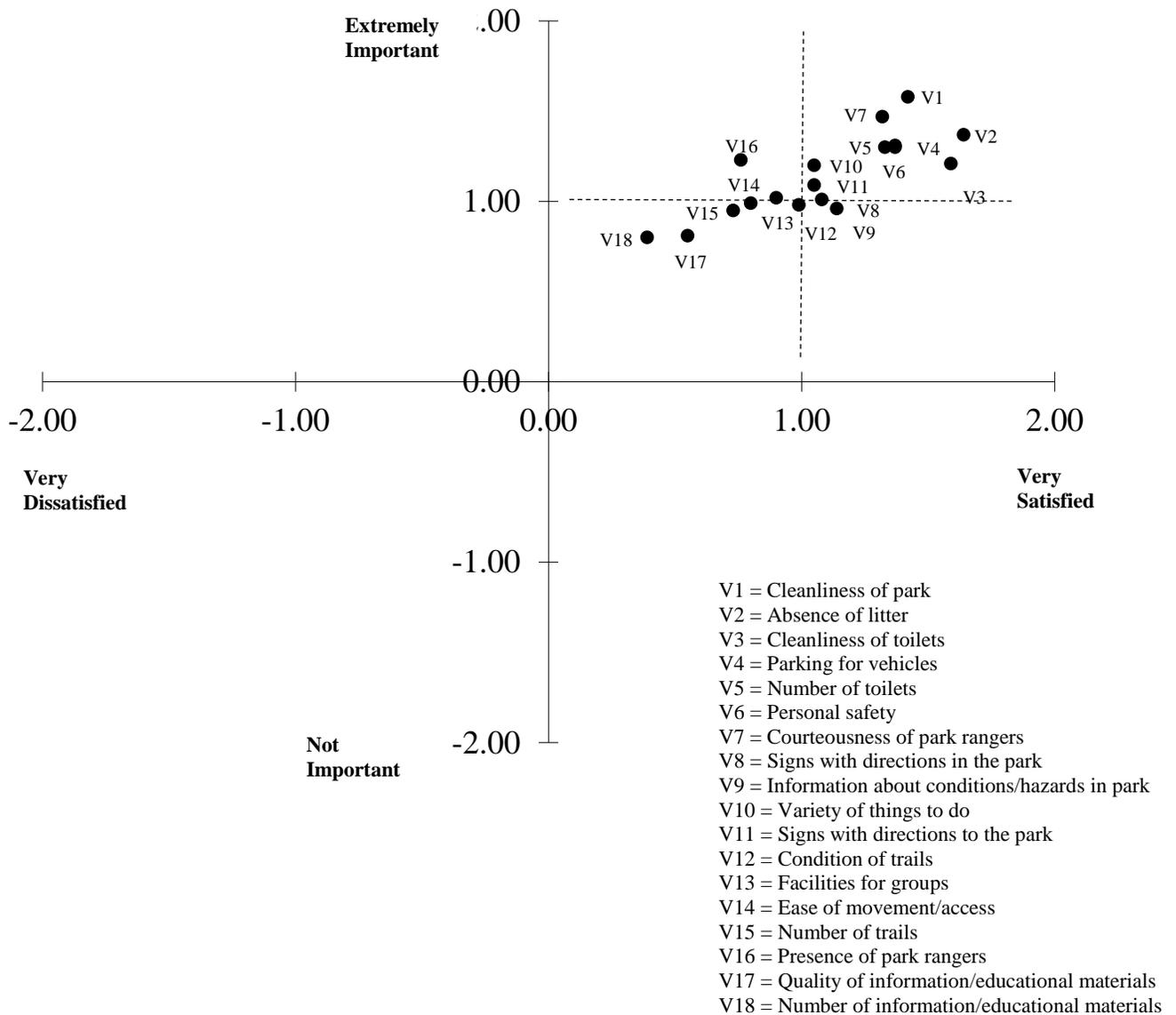


Figure 3. Importance-performance (I-P) analysis matrix for *overnight users*

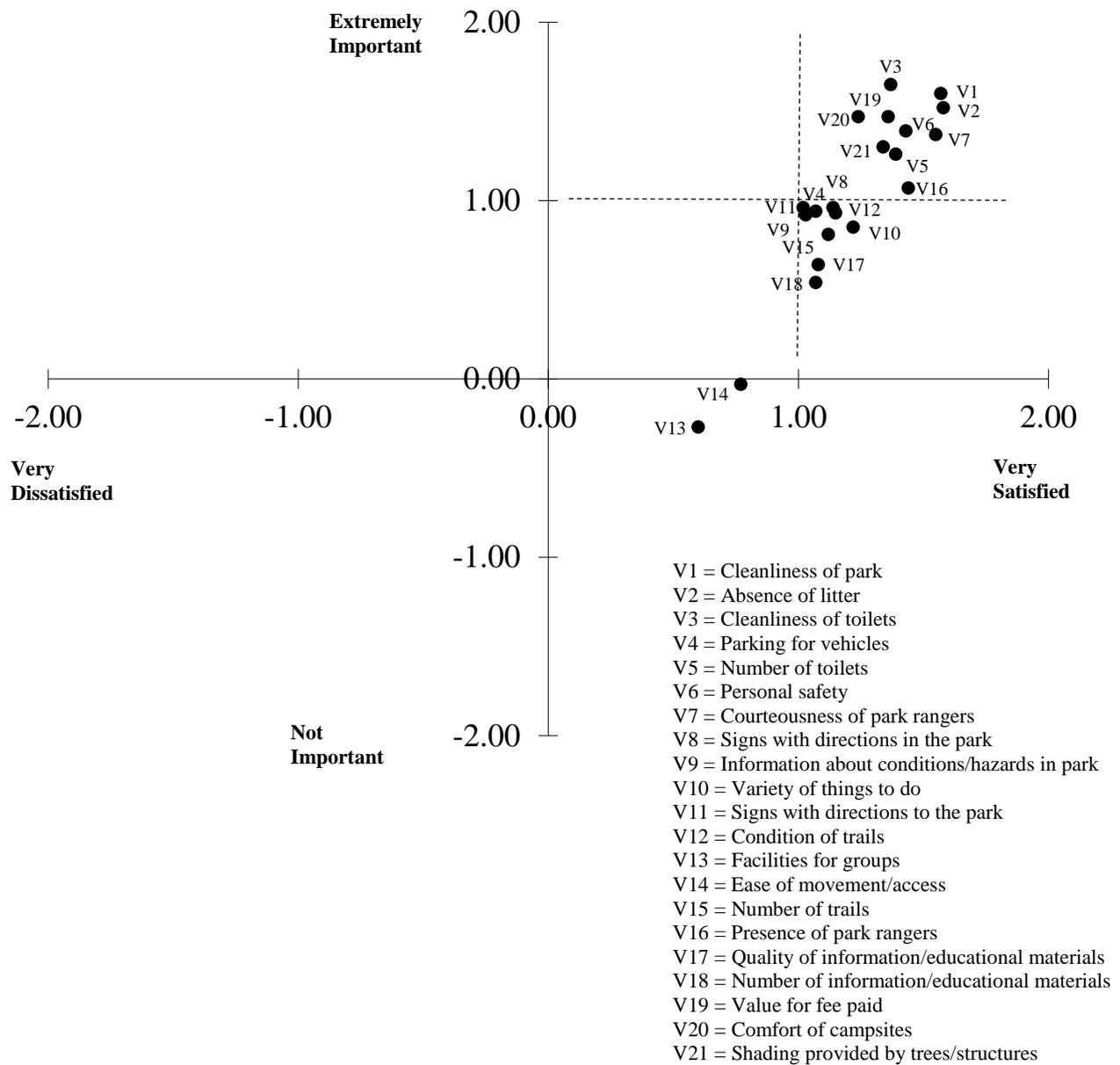


Figure 2 is the I-P matrix for day users and Figure 3 is the matrix for overnight users. Both matrices show that almost all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Sunset Bay State Park. It may be important, however, to more carefully examine this quadrant (i.e., dashed lines), as there are several attributes that were important to users, but these users were only slightly satisfied with these attributes. Managers should, therefore, consider

monitoring attributes such as facilities for groups, ease of movement/access, and presence of park rangers in park day-use areas.

Respondents were asked several additional questions about their satisfaction with Sunset Bay 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 environment (97%), facilities and services (92%). Day and overnight users were similar in their satisfaction with the park’s environment and facilities. Overnight users also reported high satisfaction with the fees at this park (90%). In total, 94% of respondents said they were likely to return to this park in the future, with day users (95%) significantly 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>	98	96	97	4.92	.295	.06
Satisfaction with facilities and services <sup>b</sup>	92	92	92	9.37	.052	.10
Satisfaction with fee paid <sup>b</sup>	--	90	--	--	--	--
Likelihood of returning <sup>c</sup>	95	84	94	66.83	< .001	.26

<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>	75.82	86.63	76.57	2.14	.033	.08
Perception of crowding <sup>c</sup>	2.83	4.02	2.93	8.38	< .001	.26
Maximum tolerance for encountering other people (norm) <sup>d</sup>	157.59	113.70	156.54	1.42	.159	.12

<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 = 60, 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 = 58% (45% Day Users, 68% 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 77 other people on their visit at Sunset Bay State Park, but would be willing to accept encountering a maximum of approximately 157 other users. Overnight users encountered significantly more people ( $M = 86.63$ ) than day users ( $M = 75.82$ ), and overnight users would accept seeing fewer people ( $M = 113.70$ ) than day users ( $M = 157.59$ ). On average, both day users and overnight users felt slightly crowded, but overnight users felt significantly more crowded; 58% of all park users felt some degree of crowding on their visit, with 45% of day users feeling crowded and 68% of overnight users feeling crowded. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day use areas 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, at "more than capacity" where the social carrying capacity may be reached and use should be studied to see if increased use is expected, allowing management to anticipate future problems.

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	79	21
Overnight Users	37	63
Total <sup>b</sup>	78	22

<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 Sunset Bay State Park. In total, 78% of all users reported encountering fewer people than their norm; only 22% encountered more than their maximum tolerance. Crowding scores were significantly higher for users reporting more encounters than their norm. Most day users (79%) did not encounter more people than they would tolerate, but 63% 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 cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (97%), cleanliness and number of toilets (97% to 89%), parking (89%), personal safety (89%), and courteousness of park staff (86%). The least important attributes were the amount and quality of educational information (48% to 54%), ease of movement or access (e.g., wheelchair, elderly, stroller; 63%), presence of park staff (64%), number of park trails (64%), and facilities for groups (66%). Day users considered parking, signs with directions in and to the park, information about hazards, having a variety of things to do, group facilities, and ease of

movement to be more important. Overnight users considered number of toilets, courteousness and presence of staff, conditions and numbers of trails, and quality and amount of educational information to be more important. Almost all (95%) overnight users considered comfort of campsites to be important, 88% believed that shading provided by trees and other structures was important, and 95% believed a good value for the fee paid at the park is important.

- Overall satisfaction among users was extremely high, as 97% were satisfied with the highest proportion of users being “very satisfied” (65%). Users were most satisfied with the park’s natural environment (97%), cleanliness (96%), absence of litter (92%), facilities and services (92%), level of safety (90%), number and cleanliness of toilets / bathrooms (90% to 86%), courteousness of staff (89%), and parking (88%). Users were least satisfied with the quality and amount of educational information (61%), information about conditions / hazards (71%), facilities for groups to gather (71%), number and conditions of park trails (72% to 74%), and ease of movement (e.g., wheelchair, stroller; 73%). Day users were more satisfied with the parking, ease of movement, and group facilities. Overnight users were slightly more satisfied with the park’s cleanliness, cleanliness of bathrooms, lack of litter, level of safety, presence and courteousness of rangers and other staff, number and condition of trails, amount and quality of educational information, and signs within this park. Overnight users were also satisfied with the comfort of campsites (88%), shading provided by trees (91%), and the good value for the fee paid at this park (91%). Most respondents (94%) 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 Sunset Bay State Park. It may be important, however, to more carefully examine this quadrant (i.e., dashed lines), as there are several attributes that were important to users, but these users were only slightly satisfied with these attributes. Managers should, therefore, consider monitoring attributes such as facilities for groups, ease of movement/access, and presence of park rangers in park day-use areas.

- 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 (68%) and a large proportion were already encountering more people than they would tolerate in the park's overnight use areas (63%). This suggests that crowding at the overnight use areas is high and should be studied to see if increases are expected, allowing management to anticipate future problems.

### **Attitudes about Management Strategies**

Several items in the questionnaires examined user attitudes about possible management strategies at Sunset Bay 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 recycling containers (68%), opportunities for viewing wildlife (66%), trash cans (61%), info / education (nature, history; 61%), require that dogs are kept on leash (59%), and to provide more hiking opportunities (58%). The least supported strategies were to close the park to all recreation / tourism activities (7%), limit the number of people (18%), limit the number of large groups allowed (24%), provide more downloadable mobile phone applications (27%), provide wireless internet (33%), and provide more paved trails (39%).

Day users were significantly more supportive of providing more recycling containers, trash cans, more info / education (nature, history), group picnic areas, paved trails and more enclosed shelters, as well as better maintenance of facilities and restoring this park to its historical conditions (Table 25). Overnight users were more supportive of limiting the number of people and large groups, more opportunities for escaping crowds, hiking, providing wireless internet, require dogs be kept on a leash, and using natural buffers to block views of development. Overnight users were also asked to rate their support of five additional strategies specifically related to lodging and camping in the park. The majority of these users only supported adding more space between campsites (62%), and providing campsites accommodating both RV and tent camping (52%). They were less supportive of providing more group camping areas (16%), walk in campsites (24%), and more tent camping in campgrounds (40%).

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	70	50	68	41.45	< .001	.22
More opportunities for viewing wildlife	65	76	66	18.36	.001	.15
More trash cans	64	32	61	90.16	< .001	.33
More info / education (nature, history)	62	57	61	13.99	.007	.13
Require dogs be kept on leash at all times	58	65	59	7.72	.102	.10
More opportunities for hiking	58	64	58	9.55	.049	.11
More group picnic areas	58	21	55	124.45	< .001	.39
Do not change anything / keep as is	57	35	55	54.82	< .001	.25
Better maintenance / upkeep of facilities	57	42	55	24.30	< .001	.17
More enclosed shelters	49	26	47	53.40	< .001	.26
Natural buffers block view of development	48	64	50	29.59	< .001	.19
Restore to historical conditions	48	44	48	11.35	.023	.12
More opportunities for escaping crowds	47	68	49	49.57	< .001	.24
Make park more pet friendly	44	33	43	10.61	.031	.11
More programs led by rangers	44	46	44	15.30	.004	.13
More paved trails	40	31	39	14.67	.005	.13
Wireless internet access in park	32	49	33	27.29	< .001	.18
Downloadable mobile phone applications	27	27	27	10.14	.038	.11
Limit the number of large groups allowed	21	47	24	128.37	< .001	.39
Limit number of people allowed per day	15	41	18	164.09	< .001	.44
Close park to all recreation/tourism activities	7	5	7	6.66	.155	.09
More space between campsites <sup>c</sup>	--	62	--	--	--	--
More walk in / cart in campsites <sup>c</sup>	--	24	--	--	--	--
More tent camping in campgrounds <sup>c</sup>	--	40	--	--	--	--
Campsites with both RV and tent camping <sup>c</sup>	--	52	--	--	--	--
More group camping areas <sup>c</sup>	--	16	--	--	--	--

<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 Sunset Bay State Park. Table 26 shows that 79% of overnight users reserved their visit using the internet reservation system, 17% used the telephone reservation system, and 4% had someone else make the reservation. Second, users were asked to report their satisfaction with the reservation system, which was high with 88% satisfied and only 12% not satisfied (Table 26). In addition, the highest proportion of users was “very satisfied” (48%).

Table 26. Overnight user reactions to the reservation systems

Type of reservation system used	
Internet reservation system	79
Telephone reservation system	17
Did not make the reservation	4
Satisfaction with reservation system	
Very Satisfied	48
Satisfied	40
Dissatisfied or Neutral	12

<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 recycling containers (68%), opportunities for viewing wildlife (66%), more trash cans (61%), info / education (nature, history; 61%), require that dogs are kept on leash (59%), and more hiking opportunities (58%). The least supported strategies were to close the park to all recreation / tourism activities (7%), limit the number of people (18%), limit the number of large groups allowed (24%), provide more downloadable mobile phone applications (27%), provide wireless internet (33%), and provide more paved trails (39%). Day users were more supportive of providing more recycling containers, trash cans, more info / education (nature, history), group picnic areas, paved trails and more enclosed shelters, as well as better maintenance of facilities and restoring this park to its historical conditions. Overnight users were more supportive of limiting the number of people and large groups, more opportunities for escaping crowds, hiking, providing wireless internet, require dogs be kept on a leash, and using natural buffers to block views of development.
- A majority of overnight users only supported adding more space between sites (62%) and providing campsites accommodating both RV and tent camping (52%). They were less supportive of more group camping sites (16%), walk in sites (24%), and more tent camping in campgrounds (40%).
- In total, 79% of overnight users reserved their park visit on the internet reservation system, 17% used the telephone reservation system, and 4% had someone else make the reservation. Satisfaction with the reservation system was high, as 88% were satisfied and only 12% were not satisfied, and the highest proportion of overnight users was “very satisfied” (48%).

### **Sociodemographic Characteristics of Users**

Table 27 shows demographic characteristics of users. There were a few more female (65%) than male (35%) users at Sunset Bay State Park, and there was a statistically significant difference in proportions of males and females between day (33% male; 67% female) and overnight (45% male; 55% female) users. The average age of respondents was 48 years old, and the largest proportions of users were 50 to 59 years old (24%) and 30 to 39 years old (23%). Average age did not significantly differ between day and overnight users. Almost all respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latinos (2%), American Indian (2%), Asians (1%), Pacific Islander (1%), and Blacks / African Americans (<1%). The average annual household income before taxes of respondents was \$54,200, and the largest proportion of users had incomes from \$50,000 to \$69,999 (23%) and \$30,000 to \$49,999 (22%). Visitors to Sunset Bay State Park are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994). Average household income significantly differed between day ( $M = \$52,400$ ) and overnight ( $M = \$75,000$ ) users. Almost all users (99%) considered English as the primary language spoken in their homes. There were no significant differences in ethnicity and language between day and overnight users.

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				11.99	.001	.12
Female	67	55	65			
Male	33	45	35			
Age				102.72	.001	.34
Less than 20 years old	1	< 1	1			
20 – 29 years	10	7	10			
30 – 39 years	23	19	23			
40 – 49 years	17	30	18			
50 – 59 years	24	24	24			
60 – 69 years	19	17	19			
70 – 79 years	5	3	5			
80+ years old	< 1	< 1	< 1			
Average age (mean years)	48	48	48	0.01	.994	.00
Household income (before taxes)				57.79	< .001	.28
Less than \$10,000	6	1	5			
\$10,000 – \$29,999	14	6	13			
\$30,000 – \$49,999	22	14	22			
\$50,000 – \$69,999	24	21	23			
\$70,000 – \$89,999	13	19	14			
\$90,000 – \$109,999	11	16	11			
\$110,000 – \$129,999	6	10	6			
\$130,000 – \$149,999	2	5	2			
\$150,000 – \$169,999	1	2	1			
\$170,000 or more	2	7	3			
Average income (mean dollars)	52,400	75,000	54,200	7.27	< .001	.26
Ethnicity				5.70	.457	.08
White (Caucasian)	91	93	91			
Hispanic / Latino	2	2	2			
American Indian / Alaska Native	2	1	2			
Other	2	2	2			
Asian	1	2	1			
Native Hawaiian or Pac Islander	1	< 1	1			
Black / African American	< 1	< 1	< 1			
Language spoken most often at home				1.80	.614	.04
English	99	98	99			
Spanish	1	< 1	1			
Other	1	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 76% of Sunset Bay State Park users lived in Oregon, 8% were from California, and 6% resided in Washington State. Among park users 31% resided in the Coastal region of Oregon, (<http://www.guidetooregon.com/regions/map.html>), 27% lived in the Southern region, 20% lived in the Willamette Valley region, 18% lived in the Portland Metro region, and 3% or less lived in each of the other regions of the state (i.e., Eastern, Central, Mt. Hood / Gorge). The largest percentage of overnight users was from the Portland Metro region (33%), whereas day users were primarily from the Coastal region of Oregon (53%). The majority of day users lived in Oregon (79%), California (7%), or Washington State (6%). Fewer overnight users resided in Oregon (45%), whereas more lived elsewhere such as California (17%), Washington State (11%), and British Columbia, Canada (10%).

Table 28. Respondent location of residence

	Day Users (%)	Overnight Users (%)	Total (%) <sup>a</sup>
Country			
USA	98	88	97
Canada	2	11	3
State			
Oregon <sup>b</sup>	79	45	76
Washington	6	11	6
California	7	17	8
British Columbia (Canada)	1	10	2
Utah	2	2	2
Other	5	15	6

<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, 31% of park users resided in the Coastal region of Oregon, 27% lived in the Southern region, 20% lived in the Willamette Valley region, 18% lived in the Portland Metro region and 3% or less lived in each of the other regions of the state (i.e., Eastern, Central, Mt. Hood / Gorge). The largest percentage of overnight users was from the Portland Metro region (33%), whereas day users were primarily from the Coastal region of Oregon (53%).

Table 29 shows that 69% of users said that nobody in their group had a disability, whereas 31% had at least one group member with a disability. There was a significant difference between day and overnight users with more day users (33%) identifying a member of their group with a disability than overnight users (12%). Of those who had a disability, the most common was associated with walking (15% of park users), while 4% had a hearing disability, 3% had learning disabilities, and 3% had impaired sight.

Table 29. Comparison of day and overnight user disabilities

	User Group <sup>a</sup>			$\chi^2$ value	<i>p</i> value	Effect size $\phi$
	Day Users	Overnight Users	Total <sup>b</sup>			
Disability in group				52.37	< .001	.25
No	67	88	69			
Yes <sup>c</sup>	33	12	31			

<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 = 15%, hearing = 4%, learning = 3%, sight = 3%, other = 4%.

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

- There were a few more female (65%) than male (35%) users at this park.
- The average age of users was approximately 48 years old, and the largest proportions of users were 50 to 59 years old (24%) and 30 to 39 years old (23%).
- The average annual household income before taxes of respondents was \$54,200, and the largest proportion of users had incomes of \$50,000 to \$69,999 (23%) and \$30,000 to \$49,999 (22%). Visitors to Sunset Bay State Park are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latino (2%), American Indian (2%), Asian (1%), Pacific Islander (1%), and Black / African American (<1%).
- Almost all respondents (99%) considered English as their primary language spoken in their homes.
- Over 76% of users lived in Oregon, 8% were from California, and 6% resided in Washington State. Among park users 31% resided in the Coastal region of Oregon, (<http://www.guidetooregon.com/regions/map.html>), 27% lived in the Southern region, 20% lived in the Willamette Valley region, 18% lived in the Portland Metro region, and 3% or less lived in each of the other regions of the state (i.e., Eastern, Central, Mt. Hood / Gorge). The largest percentage of overnight users was from the Portland Metro region (33%), whereas day users were primarily from the Coastal region of Oregon (53%). Almost all day users lived in Oregon (79%), California (7%), or Washington State (6%). Fewer overnight users resided in Oregon (45%), whereas more lived elsewhere such as California (17%), Washington State (11%), and British Columbia, Canada (10%).

- In total, 69% of park users said that nobody in their group had a disability, whereas 31% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (15% of park users), while 4% had a hearing disability, 3% had learning disabilities, and 3% 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 Sunset Bay State Park:

- Almost all day and overnight users traveled to this park in their own vehicles (89%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Sunset Bay State Park day-use visitors (3.97 people) was slightly 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 (30%) 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 (35%). Managers may also want to consider examining enforcement of existing pet regulations in the park's day use and campground areas, given that 59% of respondents supported requiring dogs on leash and only 43% supported making the park more pet friendly.
- Almost all users (97%) were satisfied with their experiences and the conditions at this park, and almost all park attributes. Satisfaction, however, was consistently lower for the amount and quality of information and education materials and programs (61%). Managers may need to evaluate education information that is being disseminated to users to ensure it is meeting their needs.
- An Importance – Performance analysis showed that almost all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, three attributes that

were important to users, but these users were only slightly satisfied with these attributes. These attributes included facilities for groups, ease of movement/access, and presence of park rangers in the park's day use areas.

- Given that over 25% of park visitors were over the age of 60 and 30% of users had disabilities (15% 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.
- The results suggest that crowding at overnight use areas is “high normal” where these areas have probably not exceeded social carrying capacity yet, but may be trending in that direction and use should be studied to see if increased use is expected, allowing management to anticipate problems. Monitoring and management of park use levels is needed, especially given that 68% of overnight users supported the provision of more opportunities for escaping crowds.
- Over 45% of users did not support leaving the park as it is and not changing anything. Users most strongly supported strategies designed to provide more recycling containers (68%), provide more opportunities for viewing wildlife (66%), provide more trash cans (61%), offer more information / education (nature, history; 61%), require dogs be kept on leash at all times (59%), and provide more opportunities for hiking (58%). A majority of overnight users also supported providing campsites accommodating both RV and tent camping (52%) and adding space between campsites (62%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (96%) were able to find the information they needed when planning their visit to Sunset Bay State Park. However, some visitors (4%) were not able to find all information needed. The most popular information needed was online maps of the park (e.g., group sites, day use areas, restrooms), photographs of each RV space and campsite, information about campsite attributes (e.g., distance between campsites, noise levels), conditions for handicapped access, dates of special events, and directions for how to navigate agency websites.
- The largest proportion of users (46%) depended on official internet websites as the first primary source of obtaining information about state parks such as Sunset Bay State Park, and the majority of overnight users (79%) 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.

- A majority (64%) of day use-visitors reported using highway signs as a source of information for their visit. Many visitors reported a lack of directional signage to the park in open-ended comments. Managers may want to evaluate the need for improved highway directional signage to the park.
- The visitor spending analysis shows that total visitor spending was substantially higher for overnight visitors than day-use visitors. Park managers might consider adding additional RV and tent campsites to the park as a local economic development strategy.
- Users provided 638 open ended positive and negative comments, and suggestions for possible improvement of Sunset Bay State Park and other park related issues. The most common concerns involved: (a) lack of signage directing people how to find Sunset Bay State Park; (b) campsite attributes (lack of privacy and natural barriers, too small, too close together, awkward angle for parking RV's); (c) better enforcement of quiet hours; (d) not enough activities within the park or local area; (e) more wash stations to wash sand off feet (day use area); (f) too crowded (overnight area); (g) off-leash dogs, clean up after pets, and noise from barking dogs, especially in overnight areas; (h) more campsites and RV sites (especially with full hook-ups); (i) need an RV dump station; (j) more trails; (k) more educational materials (especially for the tidepools); (l) more trash cans and recycle bins; and (m) Wi-Fi and better cell phone coverage. Many of these comments may provide useful insights for future planning and management.

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- It's OK.
- We love this beach/park. It's a great place for families.
- It's okay that the campsites are close together, because the landscaping helps them feel more isolated. Keep those tall barriers.
- Don't mess with our favorite local park. Been coming here since 1986, I love it.
- Overall, Sunset Bay State Park was fantastic. I think the staff there does an amazing job. The park was clean. Staff was friendly and courteous. It made our vacation more enjoyable. I love Sunset Bay.
- All good. Beautiful.
- All looked good to me.
- This was my first trip to OR and it was great. I'll never camp at a CA state park again. We love OR.
- This place is great.
- Beautiful beach. Very clean. Kids had a lot of fun.
- Beautiful thanks.
- Our visit was wonderful.
- Your yurt area is the best I have ever seen. We wish we had spent more time in your park.
- The park was splendid and I can only wish for free showers in California.
- Just take good care of the park for us and I will keep voting for more taxes.
- By loving it.
- Leaving it alone.
- Had a great time. Beautiful area. Looking forward to visiting again.
- Change nothing big. Keep it open and free.
- Continue to keep the park maintained as it was this last visit. Keep training the staff to maintain the level of "customer service" that they provided. Keep your attention to detail as you have in the past.
- Continue what you are doing.
- Does not need improvement.
- We tell everyone we know how wonderful the park is.
- We love the yurt camping facilities.
- I wrote 3 years ago on a map "this place was to die for". I'm glad I made it back.
- I have always enjoyed this park. Keeping the bathrooms clean is paramount. And well done.
- You are doing your job.
- Enjoyed our visit despite the rain.

- Everything was as we expected and as lovely as we had hoped for. It was an exceptionally clean and well groomed state park. We loved every moment.
- I can't say enough about the beauty of the park, cleanliness, assistance, ranger talks and activities for kids with a ranger. Thank You.
- Excellent, does not need improvements. It is our favorite park in Oregon and Washington.
- First time here. Very impressed. Don't have any suggestions for improvement. Will return on a non-holiday time period.
- For what it is, you have it rather well nailed-down. Good for you.
- Great.
- Great job keep it up.
- Great park, too crowded, but not unbearable.
- Great park.
- Great park. We visited here a number of years ago and returned again during our west coast motorhome trip.
- Great Park.
- Great Park. Great campsites. Everything to see and do in the park was enjoyable.
- Grew up here as a kid and love it then. Now I bring my family.
- We love Sunset Bay Park and will definitely be back.
- I always have a good time at this park. It is one of the nicest in Oregon that I am aware of.
- There are lots of natural recreational activities in the immediate area. This park and beach is also great for small children.
- I loved the new showers and bathrooms in F Loop. Very nice. I loved the access to the beach.
- Overall, I thought this was a very well-run park with helpful hosts and in a lovely location.
- I enjoyed it the way it is.
- I found it mostly to my liking.
- Keep the fees the same; I thought the cost was very reasonable.
- We had a lovely campsite in C19, I found some of the others really close to each other with not many trees.
- I like it just the way it is.
- I like it. Grew up here.
- I like the way it is, and it cannot be improved.
- I like the way it is.
- I like it a lot as is.
- I like the fact that the dogs have to be kept on a leash.
- The bathrooms are clean with fresh water.

- I love this park and can think of nothing that would improve it. It is my favorite sight in Oregon.
- I loved staying in the yurt this year. The temperatures were cool so it was great to have the heater and the beds.
- The tidepools were amazing at low tide.
- We loved the nature/interpretive center and guided tidepool walks. They were wonderful. Thanks.
- Were thrilled with our stay and the surroundings. We would like to come back again. The kids loved it.
- I think overall this park is very nice.
- I would likely come back if we lived closer.
- I think your park is amazing. We loved our trip.
- Very clean bathrooms and showers. Thank you.
- I wouldn't change a thing. To us, it was perfect and we will definitely return. Thank you very much.
- I have stayed at this park many times and I have always been very happy and had a great visit there. Thanks.
- Beautiful park. Great facilities. Very good experience.
- It is a beautiful park with great views.
- It is a great spot- and thus a little too popular.
- It is great. Thank you.
- It was a beautiful, well maintained park and worth the money.
- It was a great place.
- It was a very beautiful park. Park rangers were exceptional as well as hosts.
- It was lovely; keep it up as it was done. Great staff.
- It was nice to have shrubbery screening our campsite from the neighbors. Please keep that up.
- Sunset Bay is very nice, and it's great to have Shore Acres and Cape Arago so close by.
- It was wonderful and we will be back.
- It was wonderful, no problems. The surrounding area is stunning and the highlight of our trip.
- All employees at sunset bay need a pat on the back. We could not have been more pleased. We very much liked Kristen who shared so much of her knowledge with us during her programs. We rate Sunset Bay a 16 on a scale of one to ten.
- We travel extensively and think Oregon's parks are tops.
- It's a beautiful park. I was glad to see so many people enjoying it.
- It's a lovely place.
- It's beautiful, loved it.
- It's beautiful.
- It's fine the way it is.

- It's going good but needs more funding.
- It's great, don't change a thing.
- It's great.
- It's great - been coming all my life.
- It's great as it is. Including the helpful hosts.
- It's great the way it is.
- It's great.
- It's my favorite state park.
- Just don't let it get too big.
- We had fun and enjoyed our stay.
- Just fine.
- Just keep it clean and friendly.
- Just keep it clean. Park looks great.
- Just keep it up.
- Just keep on doing what you do now, we love it there and have gone there to camp many times over the last 30 years.
- Keep it as beautiful and clean as it now. It's a jewel. We have recommended it to many friends.
- Keep it as is.
- Keep it beautiful and pristine.
- Keep it open. Don't change a thing.
- Keep it the same.
- Keep striving to provide sage, educational access to the coast for families. It would be great to enhance the learning opportunities and increase awareness of the ecosystem, flora/fauna and geology that are unique to the area.
- Keep the same, we love it. I love ranger education talks or having Ranger presence on the weekends is great.
- Keep them up as beautiful as you are doing. Keep up enforcing rules of the park so can be enjoyable for all.
- Keep up the good work and extra points for public outreach.
- Keep up the good work, keep the lottery money coming.
- Keep up the good work. We love Oregon State Parks.
- Leave it alone.
- Looks fine right now.
- Love it just the way it is.
- Love it, keep it up and clean.
- Love it. Will visit again.
- Love Sunset Bay.
- Overall enjoyed all Oregon State Parks, keep up the good work.
- Love the park. You guys do great – thanks.

- Love this park.
- Love this park - continue great work and having rangers and volunteers present. This keeps the park safe, clean and friendly.
- Loved it.
- Loved it.
- Loved it. Had a great stay.
- Loved our trip. Cannot think of an improvement.
- Loved the park.
- Loved the park.
- Rangers and volunteers were very helpful and friendly. Overall, great park, we'll be back.
- Loved the Ranger-led tidepool walk.
- Loved the clean bathrooms, always stocked with TP and soap.
- Loved the volunteer led scavenger hunt for the kids in the afternoon and the small nature center.
- Lovely.
- Lovely Beach. No change.
- Maintain cleanliness.
- We had a fantastic stay. See you next year.
- We thought this campground was very nice and extremely, and we mean extremely, well cared for.
- It was so nice to see the ranger and even the sheriff's cars going through routinely. We wish all parks were so clean.
- It was a great visit.
- Very nice park that we enjoy often. Thanks.
- Most OR state parks are just fine the way they are, including Sunset Bay.
- My husband and I went to your park for our honeymoon. We absolutely loved it. We really enjoyed our stay and hope to be back soon. Thank you so much.
- Before given this survey I was telling my wife this is one of the nicest state parks in Oregon. No need for improvement except make ocean water warmer.
- We love it.
- Loved the paved trails to ride our bikes on. You have quality showers. Loved the playground.
- Perfect. Keep it like it is.
- The hiking is outstanding, and the part I enjoyed the most as well as all of the second hand shops in town.
- One of my favorite beaches in the state.
- One the best parks in Oregon.
- It was great.
- Our experience was wonderful we love the grassy areas for family games.

- We especially loved the grass not just dirt.
- The bathrooms are old but very functional and clean. The Rangers were wonderful and always keeping the trash and recycle under control even when the camp grounds were full. Thanks for a wonderful time.
- Rangers seemed nice and helpful.
- Perfect.
- I found the camp hosts to be helpful, courteous and friendly.
- Preserve and keep up what you have and continue to work to keep it crime free.
- Ranger-led tide pool walk was excellent.
- Thanks for the detachable hand sprayer in the handicap shower room.
- Really, it's nearly perfect which is why we travel so far to get there about every other year.
- This year, there was no raccoon problem. Whatever the rangers did, I appreciate it very much.
- I also appreciate that the showers are free and the water is always hot, that there are plenty of shower stalls and plenty of restroom buildings spread throughout the park.
- I am always wishing Washington would learn from Oregon in the restroom facilities department.
- Reserve us a summer site for life. Just keep doing what you are doing and improve with care. We will be back every year for sure.
- Great park.
- It's lovely, as is.
- We were very pleased with the handicapped facilities.
- This is our favorite Oregon coast park and we have visited several times and do not mind the drive.
- Wonderful park and area all around it.
- Sunset Bay State Park is wonderful. And Richard Johnson is the best volunteer ever.
- Sunset Bay was beautiful; the camp ground was very clean.
- It was great that we could buy fire wood inside the campground.
- We enjoyed our stay there a lot. Keep up the good work, and don't change anything.
- The campground is amazing, and the rangers were excellent.
- Really had an enjoyable visit and will be back next year. Thank you.
- The Park is beautiful.
- The park is perfect.
- The park itself is wonderful and you can't beat the natural environment.
- We love it.
- The park was excellent.
- The park was lovely.
- I guess we like it here.

- There is no need for improvement. We have been camping each summer at Sunset for over 15 years and we do love it there. Expansion would only take away from the character that it has.
- Please keep up the good work and keep it the same. Just maintain what you have. Thank you for having such a wonderful park system in Oregon.
- The park is very well maintained. People trimmed plants, picked up trash.
- This is a model campground, our favorite. Oregon campgrounds are far better than Washington or California. We prefer state campgrounds to any other and the employees are always helpful and friendly.
- This is a wonderful park we especially love exploring the tide pools each year.
- We enjoyed the naturalist led programs on tide pools and algae, the picnic facilities, the views, and wildlife.
- I have done quite a lot of camping in different states and I was very pleased with Sunset Bay State Park. Loved the privacy of the campsites, the trees, and the ease of getting to other interesting places like the tidepools and Shore Acres gardens. Our group loved the place. Thanks.
- Vegetation between sites was great.
- Very beautiful, second time out here. Volunteer was very friendly has a lot of useful information. Enjoyed our visit and will be back.
- Keep up the good work.
- We all enjoyed the beach plus the Oregon Coast Trail. The geology of the bay was extremely interesting from the trail.
- Beach was fun. Trail to the beach was nice. My fiancé and niece loved the "Jr.Ranger" presentation at the little information center.
- We enjoyed it. We also enjoyed visiting the gardens at Shore Acres, and liked that it was included in the entrance fee.
- We enjoyed staying here. We especially enjoyed the acre shores gardens.
- Everyone had a great time and extremely enjoyed the scenic beauty of the park and surrounding area.
- The rangers and staff are doing a great job. Please nothing needs to be changed.
- We had a great experience.
- We had a great time. Ranger programs and personalities were great. Even allowed my disabled cousin's car access to the beach (as no paved wheelchair access). It meant so much to them to be in and on the sand with the other children. The facilities were wonderful.
- We had a great time. We had stayed in a yurt for the first time, and it was wonderful. We would love to come back.
- We had a great visit. Very unique environment, so different from Colorado.
- We had fun camping for the first time with our two little kids. We were surprised that there was an Interpretive Center and evening programs, and the kids loved it. We wish we could have stayed longer.

- We like it as it is. It's our favorite State Park.
- We love coming to Sunset Bay. It's a safe environment for children. The rangers and hosts are extremely helpful and courteous. Thanks for all your efforts. We have brought family, scout troops and church groups here.
- We love it here. Don't change a thing.
- We love it.
- We love Sunset Bay - it is beautiful and like taking a step back in time. The rangers and park hosts are so friendly and informative. We will be back.
- We love Sunset Bay. It's beautiful, clean and relaxing.
- We love this park more than any other south Oregon coast.
- We loved it and will return.
- We loved it.
- We loved our experience; in particular your rangers were wonderful.
- We loved Sunset Bay just the way it is. Great facilities in a beautiful location.
- We loved Sunset Bay SP. It was our first trip, so we don't have a "bond" yet. However, we enjoyed our stay.
- We loved the park. We found it listed in a National Geographic guide to State Parks around the US.
- The campground was great and the beach magnificent. Hope your state funding allows the park to continue. Thanks.
- We really loved the park, I had never been before. The vegetation was beautiful and the beach was nice.
- The rangers were very nice and helpful.
- We think it is "naturally" beautiful.
- We thoroughly enjoyed our stay. The ranger programs were great. It was lovely to learn about the Gardens so close by.
- We thought Sunset Bay State Park was beautiful and the surrounding areas.
- Staff was very nice there and it was extremely clean.
- What a great campsite. Family friendly. It was full the whole trip, but the people were all quiet and respectful and the rangers were very, very friendly.
- Thanks for providing a great place to take my family. The state parks are such a treasure. Please keep up the great work.
- The hosts and staff were very nice and friendly. We enjoyed the Interpretive Center immensely and were impressed by all the facts in there.
- The grounds and facilities were very well kept and we did appreciate that very much.
- It's a beautiful park, well maintained.
- It is a wonderful campground and we enjoy it very much. Thank you for making it so clean, well taken care of, and offering great educational shows.
- We love it.
- You cannot improve it at all. This is my very favorite beach except for the Caribbean.

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

- Outside showers to rinse feet/legs off and a place to dry your feet off.
- Few more picnic tables with barbeque pits.
- Few more trash cans near picnic areas.
- A couple more signs, such as, "Sunset Bay State Park--10 miles ahead".
- A little too much trash is left around.
- A water spout outside bathroom facility w/large drain for sand.
- Accommodate larger RV's (angle the driveways), more privacy between campsites.
- Add a reflective sign so you can find the entrance at night.
- Add more space between campsites. Post tide (daily low and high) information if not already done.
- Add a safe bicycle lane to the roadside.
- Add full hook-ups (water, sewer, and electric) for all RV sites. We will pay for it.
- Add more full hookups for RVs.
- Add more gazebos.
- Get rid of thorny weeds around volleyball pit.
- Alert members of reunions/groups etc. that there are other people in the campground.
- Possibly updating the bathroom/shower facilities.
- Allow bikes on the trails.
- Allow dogs off leash at the beach.
- Allow extra overnight parking for guests you invite for an overnight camping experience.
- Allow or build a specific area for dogs exercise.
- An outside shower or faucet to rinse off sand.
- More garbage cans and ashtrays.
- Bathrooms more space getting in and out of use area, trash cans
- Better cell phone coverage would have been nice, or Wi-Fi in case of emergencies.
- Better cell phone reception.
- Better directions/signs from main highways.
- Better internet and phone access.
- Better path from sidewalk into the sand.
- Better restrooms.
- Better signage to get there.
- Very crowded on weekend we were there.
- Better signs for directions from south highway 101.
- Better signs to get here. Build more yurts.
- Better signs with directions from highway 101 out of Coos Bay, rather than just stating ocean beaches.
- Better viewing access to the Simpson reef; that parking area was pretty small.

- 
- Better trail signage; we were very confused at times. There was no signage in the area above the south bay.
  - The Reserve America reservation system is terrible. It is not at all easy to navigate.
  - The \$8 reservation fee is quite steep.
  - The list of do's and don'ts and can's and can not's are ridiculous. Oregon state parks should have their own system for this.
  - We love Oregon's state parks, but so do thousands of other people. There needs to be more parks, not bigger parks such as South Beach.
  - Sunset bay is lovely but the campsites are pretty tight on each other. Dispersing of people, not the congregation of, makes for a much more enjoyable experience for everyone.
  - Better walking access to the sunset bay golf course next door.
  - Bicycle lanes.
  - Bigger and more specific sign about the left turn for "Sunset Bay campground" entrance for southbound traffic.
  - Bike shoulder - bike parking - bike signs.
  - Backpack/camping on beach - more wilderness experience.
  - Build more campground and fire rings on beach.
  - Maybe putting outside showers to rinse off.
  - Camping fees are too high.
  - Shower facilities need updating and need to be cleaner.
  - Not dog friendly.
  - Campsites are too close together. Not much privacy.
  - Campsites are too crowded and the beach is very small and full of visitors that are not in the campsite.
  - The walk to the beach isn't mentioned in the write up for the website. If I had known it was not close to the beach I would not have stayed here.
  - Quiet time is not being enforced.
  - Campsites further apart.
  - Cell and internet service.
  - Cell phone service.
  - Charge for out of state vehicles.
  - Cleaner showers.
  - More privacy between sites. Campers and RV's separate.
  - Cleaning facilities for sandy kids.
  - Closeness between campsites would be OK if there was more privacy, bushes, trees, etc. Not private at all.
  - Coin op laundry and better water pressure in the showers in B loop.

- I believe if there were more trails that you could access straight from the campground that would be nice. Also having a little more personal space between campgrounds would make this park even better.
- I do not want Sunset Bay to look like South Beach with rows of RV's lined up side by side. If people want less crowded conditions, they should pick another park.
- Would like more 'first come, first served' sites.
- Reservation system is a pain and often leaves odd gaps. Why can't we come, find a site and then pay?
- Doing more to market the wonderful things to do and see here would be great. Placing better and more pictures on your website would be fabulous.
- Don't allow tenters to book full service sites that include sewer hook-ups. Make sure that the type of vehicle fits the site and that the doors on trailers open towards the campsite.
- Don't charge people to come visit a place they have been coming all their lives. It is just going to make us hate the system more.
- Don't limit the number of people. The campsites could be more spacious, a lot of the campsites are very small.
- Due to the large amount of RV's being used for camping these days, a dump station within the park would be very useful.
- Enable the reservation system to show camping occupancy availability status up to and including the current day - even though it would be too late to make a reservation, at least one could get a rough idea of potential vacancy on 1st come 1st serve basis.
- Encourage people with pets to clean up after pet.
- Enforce dog leash regulations more so that people with other pets, e.g. cats, can have a more enjoyable experience.
- Enforce limits on the number of unrelated people who can camp at one campsite. Enforce quiet hours.
- Enforce the noise policy at night. Our stay was disturbed by a large noisy group of campers and we couldn't find the park rangers to get any help.
- Could use some better drainage on some of the "C" loop tent camp sites.
- The only real problem we had was making reservations for handicap. There should not be a 3 day leeway when making these reservations by phone. Otherwise there should be someone available to make these handicap reservations on weekends.
- Everywhere we go there are dogs running around. I do not appreciate this - designate dog and non-dog parks.
- Flat area for large chairs.
- Wash area.
- Focus on maintenance, cleanliness, and safety.
- Dedicated fire pits and barbeque grills would be nice.
- For such a large park it was pretty private but we used ear plugs to sleep at night or it would have been unbearable.

- Obey the state law regarding campfires. It was "summer fire season"; there were signs all-about my trip that said "no burning" and yet you allowed burning. I think this is the wrong message to send. It is not health friendly or environmentally sensible, and the parks are supposed to be a role model for both.
- Get rid of the ridiculous reservation system so people who are retired and traveling can stay at your parks. We don't make reservations because we don't plan every night where we will be when we travel.
- Get rid of the sticky plant around volleyball courts, new nets at volleyball court.
- Bathrooms updated if possible.
- More picnic tables.
- You really, really need to enforce some noise restrictions, especially at night. Screaming kids are not pleasant to try to go to sleep to, or enjoy a campfire.
- We found little to do in the nearby area of Coos Bay. Planned on staying 12 days, ran out of things to do in 3 days. Checked out early and headed north to Lincoln City.
- Greater privacy or space between campsites. Fewer campsites.
- The golf course and its runoff is concerning.
- The trail map down to Cape Arago was totally inaccurate and messed us up.
- Had we not run into a ranger and asked the right questions, we would never have known about some of the hikes and wildlife viewing opportunities that were available.
- Have better parking for the "bigger" rigs
- Have established, posted method to deal with loud neighbors.
- Have law enforcement be polite.
- Have more night activities such as movies or slide shows at the auditorium.
- Have more picnic benches/tables.
- Have more separation between sites with more plants.
- Have movies a couple of times a week.
- Have a little gift shop with free coffee in the morning.
- Provide a small Laundromat.
- Provide emergency phones at the bathrooms that campers can just pick up to connect with a ranger.
- Cell phone service would be nice, as this is a rather remote area.
- Having more privacy in the campsites would be nice.
- Focus on restoring native vegetation.
- Hot water in the showers.
- Trail markers not just at the start but where trails cross.
- Find and fix the sewer odor we experienced for several days in the site beside the fish cleaning station. I have never experienced this before this visit.
- I did not love how close together the campsites were or overhearing our neighbors' loud discussions.

- I did not love the large, loud diesel trucks that were gunning their engines into the late hours of the night.
- It was a very crowded summer weekend when we were there and the sites did feel really close together. However, making the campsites further apart would mean fewer people can enjoy the park. I don't like that outcome either.
- I didn't realize the system for water spigots and food waste/ dishwash disposal until a ranger told me.
- I have been coming here for 32 years. This time it looked a little "tired". Can the dead trees be cut in the rock island or maybe a sign telling how they died and why the dead trees are important for wildlife?
- Please do not allow pets to stay in the cabins or yurts. We like pets but are allergic.
- Please have a size or weight limit for pets.
- I think a second vehicle should be allowed at no additional charge.
- I think it's time to update the bathrooms and showers.
- Make sure the power works all night.
- The barking sea lions kept us awake the entire stay.
- Available potable water onsite in the cape Arago group site needs to be mentioned in the website.
- I think you should have overflow parking for guests.
- I was disappointed by the lack of shower facilities close to our assigned campsite.
- I wish there was a bigger beach to walk on, or at least have some signs saying where there was.
- Maybe when people check in, give them a list of things happening in the park.
- I would like to see a little more privacy between camping areas.
- I would like no bicycles, skateboards or other wheeled toys on the bathroom walkways. I understand that children need to play but safety should be a factor when in an area of slow walkers and vehicles.
- I would like to see no dogs.
- I would like to see some fliers with wildlife info that I could give to my toddler so she can take it home w/her. I like the tide pools and would love to be able to give accurate info on the things we saw.
- I would like to see the dish cleaning area's in operational order.
- Make your water available away from individual camp sites.
- A bit more area between camp sites would have been nice.
- I would love to see a playground for the kids at the campground, as well as a dog park area for pets to be off their leash.
- I would prefer no pets on beach.
- No electronic equipment on beach.
- Implement quiet time between 10:00 pm and 6:00 am.
- Improve the damp tent site areas.

- Improve the access to the back in campsites.
- And what is that weird noise off in the distance?
- Improve the condition of the restroom facilities at the beach.
- Improve the restrooms, they are very old and smell old.
- In order to keep the nuisance noise down, it would be good to ban training wheels on children's bikes, skateboarding, and plastic wheels on wagons, etc. They sound just like jet engines.
- Increase full RV hook ups or have a nearby RV dump site.
- Install a dump station at that park, the other one up the road, was hard to find, as there was no signs until you got right on it.
- Install better directional signs on trails.
- Possible off leash area where dogs could swim.
- Internet and phone service.
- Trails could be better marked.
- It was a little bit noisy in the later evening.
- It was very difficult for our friends to get their 27 foot fifth wheel into their site even though when we booked on line, we asked for a spot to accommodate them.
- It would be nice if you had a dump station.
- It would be wonderful if there was more room and/or privacy between campsites.
- It would be nice to know when the tides are coming in and going out.
- Bring the barbeques back.
- Day area needs a shower.
- Tent sites could be improved.
- Just don't let it get too crowded. I felt it was a bit crowded.
- Loud at night and too close to the next camper.
- It really stunk like sewer by the fish cleaning station.
- Showers or faucets to rinse off in day use area.
- Keep as natural as possible.
- Keep barking dogs quiet or inside.
- Keep bathrooms clean. Larger bathrooms (more sinks and toilets) would be nice.
- Keep bathrooms stocked with toilet paper (ladies room).
- Keep it accessible (no charge).
- Keep it natural w/few restrictions and no fees.
- Keep it no fee.
- Keep it open, and add picnic tables/shelters for rain and wind.
- Keep pets on leashes.
- Keep it fee free please, we come all the time and if I have to pay for my 1-4 visits, we will go elsewhere or stay home. Thank you.
- Please provide recycling facilities at the campgrounds (plastic, paper, glass, bottles) so families can continue their good habits while on vacation.

- Maybe you could have a kid friendly fun educational story or something.
- Keep upgrading facilities.
- Larger spaces for RV's towing vehicles. Turn around is tough and very tight.
- Larger tent sites and a little more vehicle room.
- Our neighboring campsite was very, very close and didn't have much of a natural barrier. I've been car camping for over 15 years and know that this is not the norm.
- No more regulation or control is necessary.
- Less expensive wood.
- Pictures of campsites in web page.
- More trails with dogs allowed.
- Less management.
- Limit development around the parks.
- Limit the number of vehicles and people in tent campsites.
- Have hosts or rangers monitor noise levels after 10:00 pm.
- Have signs posted that no pets are allowed in bathrooms.
- Perhaps a designated "smoking" section?
- Longer camping driveways.
- Website indicating the size of tent you could put in any given site rental location.
- Some campsites a bit too small and not private.
- The bathrooms were a little small.
- Might have been better with more privacy between campsites.
- Lower the speed limit.
- Make a park ranger avail 24/7 to eject people not following rules.
- Make all of Sunset Bay, Shore Acres, and Cape Arago State Park a use fee area. And dedicate all revenue to park management.
- Make sure that those booking a camp site are made aware of the highway noise heard in the campsites.
- Make sure the restrooms are kept clean.
- Many sites have driveways on the "wrong" side, e.g. "left" when facing the site. This results in having to walk around the trailer to get to the fire-ring, picnic table.
- More and better prepared interpretative programs.
- Upgraded shower facilities in the campground.
- More child friendly activities or play areas.
- More consistent hot water in the ladies shower please.
- More firewood for less money.
- More fresh water drinking fountains for humans and dogs.
- More garbage can and recycle bins.
- More garbage cans around the camp sites.
- Longer hours on the beach.
- More garbage cans.

- Larger bathroom stalls.
- More garbage cans/tables.
- More group sites or electric hook ups at the ones you have.
- More hiking trails at the park.
- More hot water for showers and wireless access.
- More parking for extra vehicles.
- More parking for visitors who aren't camping but just coming in to visit with those who are camping.
- Some of the RV sites are very narrow; it would be nice to have more space.
- More privacy and space between campsites.
- More privacy at the camp sites.
- More privacy at the campsites (vegetation screen).
- More privacy foliage or dividers between campsites.
- Better signage/directions on highways to this park.
- More privacy hedges between campsites; more sound-absorption strategies.
- Put pets in one loop only.
- Enforce quiet hours, especially with RV generators.
- More privacy in campsite.
- More recycling programs; saw no can/plastic bins.
- Easier access to tide pools for exploring.
- More room between campsites.
- More room between campsites or "tents only" area with more room.
- More room/privacy in the individual campsites.
- More separation between campers.
- More sheltered areas, especially at grassy large picnic area by boat ramp.
- Wind breaks.
- More shrubs in between campsites.
- More signs requiring that dogs be kept on leashes at park and enforce this policy, no dog allowed in beach.
- More space between campsites.
- More space between campsites, campground was very loud on both sides of us very late at night.
- More space between campsites, more screening between campsites.
- More space between campsites. More natural screens between campsites.
- Enforcement of noise restrictions.
- More space between tent campsites.
- More space in between camp sites.
- More tent only sites.
- More room between sites.
- No generators.

- More toilets please.
- More toilets.
- More trash cans needed.
- More trash cans so people will pick up after themselves.
- More trash cans.
- Accessible paths (wheelchair).
- More wheelchair accessible.
- More yurts and more spacing for tent camping.
- Tent pads were small and awkward.
- More yurts.
- More yurts.
- My camp site was very difficult to park an RV. It would have been nice to see a map with vegetation shown.
- Keep campers' noise level after 10pm to a minimum.
- Spaces were too small for our tents and very uneven. The other part of our camp site was covered with roots from surrounding trees.
- Need overflow parking.
- Hot water is inconsistent for showers.
- Vending machines. Minicamp store.
- No dogs.
- No dogs.
- No glass on beach.
- Signs that say if dog on beach -clean up, or have dog area's on beach.
- No signage at entry into Sunset Bay State Park.
- Couldn't really figure out where the observation area was on the park map.
- A little more room between campsites if possible.
- Extra parking spaces somewhere close would be nice even if we have to pay.
- Maybe more sites with full hook ups sewer, water and electric.
- Our party found the camp hosts to be very unfriendly.
- Outdoor shower / rinsing station.
- Outside faucet w/drains for rinsing and getting animals a drink.
- People need to take own actions by picking up garbage.
- Perhaps provide a "treasure hunt" list for finding and looking at tide pools - rocks - wildlife etc. For families and groups.
- Picnic tables closer to the restrooms.
- Please add outdoor showers to spray off sand.
- Please do not spend any more money on this park. Use lottery money for more important things like roads, bridges, police, jails, etc.
- Please inform the volunteers that they need not "hover" over campers and be over anxious.

- Please provide access to water/showers to wash off after beach use.
- Please put more trees, bushes between the sites.
- Please move the site next to the fish cleaning away from it. It smells bad.
- Please improve the parking situation for campers. There really needs to be overflow parking available for vehicles beyond 2 per site.
- More available staff.
- More space between campsites.
- Less crowded.
- Provide a bit better ventilation in the shower areas. Moisture accumulated and dripped on you as you were trying to dry off and get dressed.
- Provide an RV dump station at the park.
- Provide more space between all campsites. Make campsites more private.
- Provide more space between campsites.
- Provide power directly to hiker/biker area. Having power to charge our phones and laptops is essential and without it we have to stand in the restrooms to charge our equipment.
- Providing Wi-Fi is the most important upgrade we need to see.
- Put in a sewer dump station.
- Put in sewer drains for more campsites or a park system.
- Put photos of the campsites on the internet reservation website so people can choose what site they want after seeing it.
- Put up a sign that describes conditions, distance and outlet for the hiking trail next to the bike/hiker camping area.
- Bathrooms could have used an extra check/minor cleaning late in the evening.
- Could use more hooks/shelves to place items in the bathrooms.
- More space between campsites.
- More shrubs between sites for privacy.
- Better online descriptions of individual sites. Online photos of individual campsites.
- Angled back-ins.
- A truly accurate map of the park and campsites to help decide what site we can fit into.
- Prohibit enormous RV's in the park, setting some sort of size restriction that protects the trees and flora from damage as they try to turn corners.
- Reduce number of visitors/campers in park at one time.
- Remove some limbs/trees to reduce shading.
- More of a barrier (trees, brush) between camp sites.
- Remedy for bare dirt areas in sites.
- Mow grass in sites.
- Restrict children under 10 from riding on wheeled conveyances without parent or guardian present or walking alone unattended.

- Restrict the playing of amplified music at all hours. Enforce a zero-tolerance policy for campers who turn on amplified music after 10 p.m.
- Restrooms are not getting unlocked (at beach area) before 7:00am when the park opens. This has happened to me on a several occasions.
- Restrooms for girls are very crowded.
- Need more toilets and many more showers and places to plug in hairdryers, etc.
- Rid it of blue/green algae blooms.
- Rinse stations.
- More benches.
- Provide camping space for tents.
- RV sites are far underpriced compared to tent. RV's need to pay more for the amenities and they impact they have.
- Setting limits on crowding is futile. Refusing to create additional parking is probably the most practical solution. Focus instead should be placed on improving facilities and infrastructure.
- Showers (indoor hot water showers) and feet washing stations.
- Signage along the trails, especially those leading to Shore Acres, could be improved.
- I would like to see more yurts.
- Seems kind of unfair that the handicapped yurts can be used for just overnight.
- Slow down the traffic going through the campsites.
- Smoking areas away from kids playing on the beach.
- Snack bar.
- Clean restrooms.
- Some more trees or bushes for privacy between campsites.
- Some of the camp hosts were a little dictatorial, especially with the children.
- Some of the campsites need more growth in between to block the view of the campsites beside you.
- Some of the spacing of the yurts was close.
- Someone needs to be at the camping kiosk at all times and not leaving it unattended for periods of time.
- Stairs/paths to beach.
- Start evening quiet hours at 9pm rather than 10pm. Require parents to control their children rather than letting them run rampant throughout the park.
- Monitor large groups camping together to keep 20+ people from congregating in one campsite.
- Take a look at your camping hosts. Some are fantastic and some are rather rude.
- The buoys are noisy.
- The camp sites are very close together.
- More space between campsites would be nice, as well as larger available turning radii for RV's.

- The campsites should have more privacy.
- The crows were very, very messy (bird poop) and loud.
- The bathrooms got dirty quick maybe clean them twice a day.
- The shower building in our area of the campground closed soon after we arrive (and stayed closed) with no explanation of why the building was closed and for how long it would stay closed.
- Reduce the amount of weeds and their stickers - foxtails and "timers" and other sticky seeds.
- My stay this time was really impacted by the number of very loud large groups camping near me and the number of unsupervised children in the park.
- Quiet hours should start at 9pm rather than 10pm and park rangers should actively encourage large groups of people to use the group picnic areas rather than have 30+ people converge on one camp for meals.
- Prohibit the use of generators in the park.
- The showers in a loop need renovating.
- The showers were not working correctly during my stay. I ended up with cold water and couldn't get it to hot.
- There seemed to be an oily residue in the water. If possible, improve water cleanliness.
- There was a sewer issue and our bathroom was closed 3 out of the 4 days we were there.
- Spaces are too close together and too small, but the greenery helps it feel less urban despite the closeness.
- I couldn't pay for a second car on the online reservation.
- Thin out the crows.
- Silence the 5am crows.
- To our great disappointment, the campground was so crowded we regretfully abandoned our site without even setting up our tent
- Too hard for the elderly and disabled at S end. Need to be a mountain goat or need a ramp such as a boat ramp or cement path.
- Traffic through the park was too fast. 15 mph which is too fast.
- Try to put some sort of showers back in.
- Try to remove sticker patch near beach area.
- Update the washrooms in a loop.
- Install a playground with swings.
- Have more ranger led programs, perhaps in the evening.
- Use the available space to increase amount of privacy in campsites.
- More hike-in campsites. More hiking trails from camp area.
- Need more garbage and recycle containers.
- Very small campsites. Try not to mix tent campers with RV's as they look down into our camps and are a real lack of privacy.
- Water and electric at all sites.

- Bad communication between the park ranger and camp hosts caused a problem with my group.
- The waste water (dish water) dumping sites were closed and looked disgusting.
- There were invasive plants strangling the native trees.
- There was no privacy at all.
- We were curious as to a low whistling sound we heard.
- I would have liked some mountain bike trails.
- The campsites were filled to capacity and they were closer together than we thought they would be. There was a lot of late evening noise (teens chattering and laughing until after midnight) but we accepted it and had a good time anyway.
- Would be good to redesign the camp sites so they are at an angle.
- It would be nice if you paved the path that goes under the road from the campground to the picnic area.
- A specific off-leash area for dogs would help alleviate the conflicts that arise when young dogs (and their irresponsible owners) bother other dogs and humans.
- No cell phone coverage in the campground. We had a serious illness in our family and being out of touch in the campground was a little difficult. Internet coverage would also be helpful.
- We had a hard time finding it (several signs on route 101 indicated state parks, but it took 2 tries through Coos Bay to find the right one).
- The campsites were really small compared to other parks in California, and Washington that we stayed in during our trip.
- We need wireless phone coverage.
- I didn't like how we couldn't have our well-behaved dog off his leash at the beach so we could throw the ball for him.
- I would like to see more separation between the sites.
- Too many people had access to camp site. We consistently had cars drive through as well as people walking through our camp site.
- This park could be better advertised.
- Had absolutely no privacy.
- We found the park to be very crowded and it felt small, but it was clean and well maintained, and attractive. We enjoyed our brief stay, but we would not pick this park again due to the crowded feel.
- We were surprised by how crowded it was compared to other areas along the Oregon coast.
- My recommendation to management would be to concentrate on improving some of the decaying infrastructure without improving on increased visitor capacity. Artificially regulating crowd controls is a poor choice for this area. As long as campsites and parking areas are not expanded it won't get much more crowded, which is at an acceptable level as it stands.
- Plant more of the hedges between campsites to give even more privacy.

- 
- I think stronger rules or consequences for campers who disregard the rules would be nice. Especially regarding dogs.
  - Making the tent sites more private with hedges of some sort would also be helpful. It was simply too crowded for our taste so I'm sure we would stay at an off season time instead next time.
  - Widen shoulders on the road in the park (the main road, going to shore acres) for bicycle riding safety.
  - I didn't see plant identification posters/handouts. (Maybe you have them). These would be helpful.
  - Wi-Fi and showers to rinse off bathing suit sand.
  - Providing more space between campsites and making the parking longer to accommodate trucks and boats.
  - There needs to be less employees passing by.
  - Spread out the camping and separate the tents from the RV's more.
  - Would appreciate walkway maintenance (concrete repair).
  - Please, more trash cans.

## APPENDIX B: QUESTIONNAIRES

# Day Visitor Experiences and Perceptions at Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay State Park on this trip? (**write number**) \_\_\_\_\_ hour(s)

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

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

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

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

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

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

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

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

10. How unlikely or likely are you to return to Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay State Park on this trip? **(write a number)**

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

14. To what extent did you feel crowded at Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay State Park on this trip? \_\_\_\_\_ person(s)

20. Did you or anyone in your group bring dog(s) with you to Sunset Bay 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 Sunset Bay State Park for this visit, what would you have done? (**check ONE**)

- Gone somewhere else for the same activity → how far from home is the place you would go instead? \_\_\_\_ miles(s)
- Gone somewhere else for a different activity → how far from home is the place you would go instead? \_\_\_\_ miles(s)
- Come back another time
- Stayed home
- Gone to work at my regular job
- Something else (none of these)

23. How did you get to Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay 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**)

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 Sunset Bay State Park:

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

# Overnight Visitor Experiences and Perceptions at Sunset Bay 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:



*Nature*  
**HISTORY**  
*Discovery*



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

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

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

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

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

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

23. Did you or anyone in your group bring dog(s) with you to Sunset Bay 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 Sunset Bay State Park for this visit, what would you have done? (**check ONE**)

- Gone somewhere else for the same activity → how far from home is the place you would go instead? \_\_\_\_\_ miles(s)
- Gone somewhere else for a different activity → how far from home is the place you would go instead? \_\_\_\_\_ miles(s)
- Come back another time
- Stayed home
- Gone to work at my regular job
- Something else (none of these)

26. How did you get to Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay 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 Sunset Bay State Park? (**check ONE**)
  - 18% No
  - 82% Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) see report trip(s)
  
2. How many hours did you spend at Sunset Bay State Park on this trip? (**write number**) M=3.19 hour(s)
  
3. Please check all recreation activities you did at Sunset Bay State Park on this trip. (**check ALL THAT APPLY**)
 

61% <b>A.</b> Hiking or walking	4% <b>H.</b> Surfing/ boogie boarding	8% <b>O.</b> Fishing
23% <b>B.</b> Dog walking	6% <b>I.</b> Kite flying	4% <b>P.</b> Boating (motor, canoe, kayak)
8% <b>C.</b> Running or jogging	48% <b>J.</b> Sightseeing	0% <b>Q.</b> Ranger-led program(s)
1% <b>D.</b> Bicycling on trails	51% <b>K.</b> Picnicking or barbecuing	3% <b>R.</b> Metal detecting/ gold panning
0% <b>E.</b> Bicycling on local roads	1% <b>L.</b> Camping	20% <b>S.</b> Other (write response) _____
54% <b>F.</b> Beachcombing	19% <b>M.</b> Bird or wildlife watching	_____
50% <b>G.</b> Exploring tidepools	49% <b>N.</b> Swimming/ wading	
  
4. From activities in Question 3 above, what ONE primary activity did you do at Sunset Bay 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**)
  - 63% Primarily for recreation – this park was my main destination
  - 20% Primarily for recreation – my main destination was NOT this park
  - 14% Primarily for business, family, or other reasons – this park was a side trip
  - 4% Some other reason
  
6. About how far from your home did you travel to get to this park? (**write number of miles**) M=175.33 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Sunset Bay State Park? (**check ONE**)
 

3% Very Dissatisfied	0% Dissatisfied	0% Neither	32% Satisfied	66% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Sunset Bay State Park? (**check ONE**)
 

2% Very Dissatisfied	0% Dissatisfied	1% Neither	30% Satisfied	68% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Sunset Bay State Park? (**check ONE**)
 

1% Very Dissatisfied	1% Dissatisfied	6% Neither	46% Satisfied	46% Very Satisfied
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10. How unlikely or likely are you to return to Sunset Bay State Park in the future? (**check ONE**)
 

2% Very Unlikely	1% Unlikely	2% Neither	20% Likely	75% Very Likely
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11. How **important** is it to you that each of the following is at Sunset Bay State Park? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important	
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	1%	1%	36%	62%	
Number of toilets / bathrooms.	1	3	8	40	48	
Cleanliness / conditions of toilets / bathrooms.	0	1	1	34	63	
Absence of litter.	0	1	3	30	67	
Presence of park rangers / personnel.	6	4	28	33	29	
Courteousness of park rangers / personnel.	1	2	12	35	51	
Number of park trails.	4	5	28	39	24	
Condition / maintenance of park trails.	4	5	28	39	24	
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	7	5	21	34	33	
Facilities for groups to gather.	6	4	19	35	36	
Variety of things to do.	2	2	19	45	33	
Personal safety.	2	2	8	36	53	
Number of information / education programs or materials.	8	9	37	32	16	
Quality of information / education programs or materials.	6	8	32	32	22	
Information specifically about conditions or hazards in the park.	2	4	15	36	43	
Signs about directions within the park.	3	2	15	42	38	
Signs about directions to the park.	4	2	17	40	37	
Parking for vehicles.	1	1	7	42	49	

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	4%	48%	47%
Number of toilets / bathrooms.	1	3	7	46	44
Cleanliness / conditions of toilets / bathrooms.	1	3	11	46	39
Absence of litter.	0	1	7	45	47
Presence of park rangers / personnel.	0	0	18	41	41
Courteousness of park rangers / personnel.	0	0	11	30	58
Number of park trails.	1	1	27	46	25
Condition / maintenance of park trails.	1	1	26	47	26
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	2	22	45	29
Facilities for groups to gather.	1	1	24	42	32
Variety of things to do.	0	0	15	49	36
Personal safety.	0	0	11	48	41
Number of information / education programs or materials.	0	2	38	37	23
Quality of information / education programs or materials.	0	2	38	36	24
Information specifically about conditions or hazards in the park.	0	2	27	43	27
Signs about directions within the park.	0	2	25	45	29
Signs about directions to the park.	0	2	19	47	32
Parking for vehicles.	0	1	10	46	43

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

I saw about M=75.82 other people

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

33%	22%	15%	8%	6%	13%	2%	1%	0%
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 Sunset Bay State Park on a trip? (**write a number or check one of the other two responses**)

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

- OR** 34% The number of people does not matter to me
- 23% The number of people matters to me, but I cannot specify a number

16. Imagine that you were to visit Sunset Bay 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%	31%	18%	11%
... express my opinions to members of my group about the condition or situation.	15	21	44	20
... express my opinions to other visitors at the park about the condition or situation.	39	34	19	8
... express my opinions to friends or family about the condition or situation.	16	19	43	22
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	44	31	18	7
... keep my opinions to myself.	20	31	32	18
... 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.	9	20	41	30
... come back to this park, but recognize that it offers a different type of experience than I first believed.	8	18	53	21
... 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.	12	21	48	19
... accept the condition or situation by not doing anything about it.	14	26	44	16
... never visit this park again because of the condition or situation.	57	26	12	5

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%	1%	27%	38%	34%
This park is one of the best places for doing what I like to do.	1	3	25	43	29
I am very attached to this park.	1	5	37	29	27
I would not substitute any other area for doing what I do at this park.	3	17	45	16	20
I identify strongly with this park.	2	7	42	25	24
No other place compares to this park.	3	16	42	19	20
I feel that this park means a lot to me.	2	7	35	32	25
I get more satisfaction out of visiting this park than any other.	3	14	42	21	20

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	3%	4%	46%	34%	13%
Provide more opportunities for viewing wildlife.	2	2	31	45	21
Provide more group picnic areas.	2	4	36	46	12
Provide more opportunities for hiking.	2	2	39	45	13
Provide more paved trails.	5	10	45	31	10
Provide more trash cans.	2	3	32	50	14
Provide more recycling containers.	1	3	27	46	24
Provide more information / education about nature, history, or archeology.	1	4	34	44	18
Provide more programs led by park rangers.	2	6	48	34	10
Provide wireless internet access within the park.	18	15	36	19	13
Provide downloadable mobile phone applications.	15	15	44	14	12
Provide more enclosed shelters.	5	7	40	38	11
Improve maintenance or upkeep of facilities / services.	3	4	37	43	14
Require all dogs be kept on leash at all times.	6	9	27	24	35
Make the park more pet friendly.	7	9	40	30	14
Provide natural buffers to block views of development outside the park.	4	6	41	30	18
Restore it to historical conditions (e.g., replace non-native with native plants)	4	7	41	31	18
Limit the number of people allowed per day.	26	24	35	10	5
Limit the number of large groups allowed (e.g., no more than 10-20 people).	23	23	32	14	7
Close this park to all recreation / tourism activities.	60	17	16	4	3
Do not change anything / keep things as they are now.	2	2	38	30	28

19. **Including yourself**, how many people accompanied you at Sunset Bay State Park on this trip? M=6.65 person(s)

20. Did you or anyone in your group bring dog(s) with you to Sunset Bay State Park? (**check ONE**) 71% No 29% Yes

21. Did anyone in your group have a disability?

67% No

33% Yes → if yes, what are these disabilities? (**check ALL THAT APPLY**) 6% Hearing 5% Sight 25% Walking  
4% Learning 6% Other \_\_\_\_\_

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

53% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=52.62 miles(s)

5% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=68.73 miles(s)

17% Come back another time

11% Stayed home

1% Gone to work at my regular job

13% Something else (none of these)

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

- 89% My family's personal vehicle → how many total people were in the vehicle? M=3.35 person(s)
- 8% Somebody else's personal vehicle → how many total people were in the vehicle? M=4.48 person(s)
- 4% Other (write response) \_\_\_\_\_

24. When you were thinking about visiting an Oregon State Park such as Sunset Bay 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).	43%	3%	30%	11%	12%
B. Social media internet websites (e.g., Facebook, Twitter).	62	12	19	4	4
C. Brochures.	46	9	28	13	5
D. Newspapers.	55	14	21	6	4
E. Magazines.	55	12	21	8	4
F. Books.	58	11	20	7	4
G. Television.	63	12	19	4	3
H. Videos / DVDs.	70	14	13	2	2
I. Radio.	61	11	21	3	4
J. Community organization or church.	64	11	16	5	4
K. Health care providers.	76	10	11	2	1
L. Work.	68	10	13	5	4
M. Friends or family members.	21	4	27	20	29
N. Highway signs.	35	7	26	19	13
O. Previous visit.	20	2	18	15	46
P. Other (write response) _____	61	2	17	4	16

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 Sunset Bay 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**) \_\_\_\_\_

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 Sunset Bay 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 Sunset Bay State Park on this trip? (**check ONE**)

31% No

69% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=5.40 night(s)

29. Are you: (**check ONE**) 33% Male 67% Female

30. How old are you? (**write response**) M=48 years old

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

91% White (Caucasian) 2% Hispanic / Latino 2% American Indian or Alaskan Native 2% Other (write response)

0% Black / African American 1% Asian 1% Native Hawaiian or Pacific Islander \_\_\_\_\_

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

99% English 1% Spanish 0% Russian 1% 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**)

6% Less than \$10,000 11% \$90,000 to \$109,999

14% \$10,000 to \$29,999 6% \$110,000 to \$129,999

22% \$30,000 to \$49,999 2% \$130,000 to \$149,999

24% \$50,000 to \$69,999 1% \$150,000 to \$169,999

13% \$70,000 to \$89,999 2% \$170,000 or more

Please tell us how we can improve Sunset Bay State Park:

See report

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

# Overnight Visitor Experiences and Perceptions at Sunset Bay 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 Sunset Bay 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 Sunset Bay State Park? (**check ONE**)
  - 61% No
  - 39% Yes → if yes, how many trips have you made to this park in the past 12 months? (**write number**) M=1.17 trip(s)
  
2. How many nights in a row did you spend at Sunset Bay State Park on your recent trip? (**write number**) M=2.75 night(s)
  
3. Please check **all** recreation activities you did at Sunset Bay State Park on your recent trip. (**check ALL THAT APPLY**)
 

85% <b>A.</b> Hiking or walking	3% <b>H.</b> Surfing/ boogie boarding	9% <b>O.</b> Fishing
28% <b>B.</b> Dog walking	6% <b>I.</b> Kite flying	6% <b>P.</b> Boating (motor, canoe, kayak)
8% <b>C.</b> Running or jogging	70% <b>J.</b> Sightseeing	23% <b>Q.</b> Ranger-led program(s)
10% <b>D.</b> Bicycling on trails	42% <b>K.</b> Picnicking or barbecuing	1% <b>R.</b> Metal detecting/ gold panning
13% <b>E.</b> Bicycling on local roads	93% <b>L.</b> Camping	10% <b>S.</b> Other (write response) _____
71% <b>F.</b> Beachcombing	33% <b>M.</b> Bird or wildlife watching	_____
61% <b>G.</b> Exploring tidepools	37% <b>N.</b> Swimming/ wading	_____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Sunset Bay 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**)
  - 58% Primarily for recreation – this park was my main destination
  - 35% Primarily for recreation – my main destination was NOT this park
  - 5% Primarily for business, family, or other reasons – this park was a side trip
  - 3% Some other reason
  
6. About how far from your home did you travel to get to this park? (**write number of miles**) M=488.64 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Sunset Bay State Park? (**check ONE**)
 

2% Very Dissatisfied	2% Dissatisfied	2% Neither	33% Satisfied	61% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Sunset Bay State Park? (**check ONE**)
 

1% Very Dissatisfied	1% Dissatisfied	2% Neither	28% Satisfied	68% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Sunset Bay State Park? (**check ONE**)
 

2% Very Dissatisfied	2% Dissatisfied	4% Neither	39% Satisfied	53% Very Satisfied
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10. How dissatisfied or satisfied were you with the **fee that you paid** at Sunset Bay State Park? (**check ONE**)
 

1% Very Dissatisfied	2% Dissatisfied	7% Neither	46% Satisfied	43% Very Satisfied
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11. How unlikely or likely are you to return to Sunset Bay State Park in the future? (**check ONE**)
 

2% Very Unlikely	7% Unlikely	8% Neither	31% Likely	52% Very Likely
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12. How **important** is it to you that each of the following is at Sunset Bay State Park? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	0%	1%	36%	63%
Number of toilets / bathrooms.	1	1	9	50	39
Cleanliness / conditions of toilets / bathrooms.	0	0	3	27	70
Absence of litter.	0	0	2	41	56
Presence of park rangers / personnel.	1	2	17	48	32
Courteousness of park rangers / personnel.	0	1	8	44	47
Number of park trails.	2	3	25	53	18
Condition / maintenance of park trails.	2	3	19	54	23
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	17	12	38	20	11
Facilities for groups to gather.	22	15	40	17	7
Variety of things to do.	2	5	19	53	21
Personal safety.	1	2	8	33	55
Number of information / education programs or materials.	4	8	31	46	12
Quality of information / education programs or materials.	4	6	28	46	16
Information specifically about conditions or hazards in the park.	2	5	20	45	29
Signs about directions within the park.	2	4	16	54	25
Signs about directions to the park.	2	4	18	49	27
Parking for vehicles.	2	3	20	48	27
Comfort of campsites.	0	0	5	42	53
Shading provided by trees or other structures.	0	1	11	45	43
Good value for the fee that I paid at the park.	0	0	5	42	53

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	1%	37%	61%
Number of toilets / bathrooms.	1	1	6	42	50
Cleanliness / conditions of toilets / bathrooms.	1	4	5	40	51
Absence of litter.	0	0	3	36	61
Presence of park rangers / personnel.	1	1	6	39	54
Courteousness of park rangers / personnel.	0	1	5	31	63
Number of park trails.	0	1	19	46	34
Condition / maintenance of park trails.	0	1	17	46	35
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	1	42	32	24
Facilities for groups to gather.	1	1	53	25	20
Variety of things to do.	0	1	15	45	39
Personal safety.	1	0	6	42	51
Number of information / education programs or materials.	0	1	23	42	33
Quality of information / education programs or materials.	0	1	24	40	35
Information specifically about conditions or hazards in the park.	1	1	23	45	31
Signs about directions within the park.	0	2	16	46	35
Signs about directions to the park.	1	6	15	45	33
Parking for vehicles.	1	5	16	44	35
Comfort of campsites.	1	4	7	45	43
Shading provided by trees or other structures.	0	2	7	47	44
Good value for the fee that I paid at the park.	1	2	7	41	49

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

I saw about M=86.63 other people

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

19%	13%	19%	6%	8%	21%	8%	4%	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 Sunset Bay 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=113.70 other visitors at this park

- OR** 26% The number of people does not matter to me
- 59% The number of people matters to me, but I cannot specify a number

17. Imagine that you were to visit Sunset Bay 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.	22%	45%	25%	8%
... express my opinions to members of my group about the condition or situation.	7	11	50	32
... express my opinions to other visitors at the park about the condition or situation.	21	45	27	7
... express my opinions to friends or family about the condition or situation.	5	11	53	32
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	28	46	19	8
... keep my opinions to myself.	17	42	33	8
... 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	18	50	25
... come back to this park, but recognize that it offers a different type of experience than I first believed.	7	22	58	12
... 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.	7	18	58	17
... accept the condition or situation by not doing anything about it.	9	32	50	10
... never visit this park again because of the condition or situation.	34	38	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.	1%	7%	36%	36%	20%
This park is one of the best places for doing what I like to do.	2	8	29	41	20
I am very attached to this park.	3	15	42	24	16
I would not substitute any other area for doing what I do at this park.	8	31	38	14	10
I identify strongly with this park.	5	20	43	20	13
No other place compares to this park.	9	24	38	20	9
I feel that this park means a lot to me.	5	13	40	28	14
I get more satisfaction out of visiting this park than any other.	10	24	43	15	8

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	0%	2%	30%	51%	18%
Provide more opportunities for viewing wildlife.	0	0	24	57	19
Provide more group picnic areas.	4	13	62	18	3
Provide more opportunities for hiking.	0	1	35	48	16
Provide more paved trails.	4	16	49	26	5
Provide more trash cans.	1	8	59	27	5
Provide more recycling containers.	0	5	45	38	12
Provide more information / education about nature, history, or archeology.	0	3	41	47	10
Provide more programs led by park rangers.	0	4	50	37	9
Provide wireless internet access within the park.	12	15	25	29	20
Provide downloadable mobile phone applications.	10	13	50	18	9
Provide more enclosed shelters.	2	13	59	19	7
Improve maintenance or upkeep of facilities / services.	1	6	52	33	9
Require all dogs be kept on leash at all times.	4	7	24	31	34
Make the park more pet friendly.	7	12	48	23	10
Provide natural buffers to block views of development outside the park.	1	3	32	39	25
Restore it to historical conditions (e.g., replace non-native with native plants)	2	7	48	32	12
Limit the number of people allowed per day.	3	11	46	29	12
Limit the number of large groups allowed (e.g., no more than 10-20 people).	3	11	39	29	18
Close this park to all recreation / tourism activities.	55	20	20	4	1
Provide more space between campsites.	1	6	30	36	26
Provide more walk-in / cart-in campsites.	4	9	63	16	8
Provide more tent camping in developed campgrounds.	3	7	51	29	12
Provide campsites that accommodate both RV and tent camping.	3	9	37	36	16
Provide more group camping areas.	7	14	63	13	4
Do not change anything / keep things as they are now.	5	10	50	22	13

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

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

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

3% Very Dissatisfied    4% Dissatisfied    5% Neither    39% Satisfied    46% Very Satisfied    3% Didn't make reservation

22. **Including yourself**, how many people accompanied you at Sunset Bay State Park during your stay? M=4.59 person(s)

23. Did you or anyone in your group bring dog(s) with you to Sunset Bay State Park? **(check ONE)**    65% No    35% Yes

24. Did anyone in your group have a disability?

88% No

12% Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)**    2% Hearing    1% Sight    8% Walking  
 1% Learning    2% Other \_\_\_\_\_

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

- 77% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=206.17 miles(s)
- 5% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=184.69 miles(s)
- 9% Come back another time
- 3% Stayed home
- 0% Gone to work at my regular job
- 6% Something else (none of these)

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

- 90% My family's personal vehicle → how many total people were in the vehicle? M=2.97 person(s)
- 4% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.50 person(s)
- 6% Other (write response) \_\_\_\_\_

27. When you were thinking about visiting an Oregon State Park such as Sunset Bay 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).	3%	3%	15%	18%	62%
B. Social media internet websites (e.g., Facebook, Twitter).	68	9	12	6	5
C. Brochures.	38	10	29	15	8
D. Newspapers.	73	12	12	2	1
E. Magazines.	62	14	18	5	2
F. Books.	58	12	16	9	5
G. Television.	79	10	8	2	1
H. Videos / DVDs.	85	9	5	1	0
I. Radio.	84	10	5	0	1
J. Community organization or church.	85	8	4	2	1
K. Health care providers.	90	6	3	1	1
L. Work.	76	9	10	3	2
M. Friends or family members.	32	8	26	20	15
N. Highway signs.	52	15	23	7	3
O. Previous visit.	41	3	14	18	25
P. Other (write response) _____	71	4	11	4	9

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 Sunset Bay State Park, were you able to find the information you needed? (**check ONE**)

- 95% Yes
- 5% No → if no, what additional information did you need? (**write response**) see report



