



# Visitor Survey of Day-use Visitors at William Tugman State Park

Final Report

Terry Bergerson  
Wesley Mouw  
and  
Joshua Petit

Oregon Parks and Recreation Department

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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 user activities, demographic characteristics, and opinions about conditions and management at this park and provide recommendations for maintaining or improving conditions at this park.

### **Methods**

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 2 and September 5, 2011. The total number of completed questionnaires was  $n = 370$  with a response rate of 81%. The day-use visitor survey involved on-site intercepts. The sample size allows generalizations about the population of day users at William Tugman State Park at a margin of error of  $\pm 5.1\%$  at the 95% confidence level.

### **Results**

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

- The most popular day-use activities at this park were picnicking or barbequing (58%), hiking (51%), fishing (37%), and sightseeing (34%). The least popular activities were attending ranger-led programs (0%), dog training at boat ramp area (2%), bicycling on local roads (4%), and running or jogging (5%).
- The most common main activity groups were people picnicking or barbequing (31%), fishing (16%), hiking (11%), boating (motor, canoe, kayak) (11%), and swimming / wading (10%). The least common primary activity groups were people training dogs at the boat ramp area (1%), camping (1%), sightseeing (2%), and dog walking (4%).
- Day users spent an average of approximately three and a half hours in the park, with 85% of these users spending up to five hours in the park. The majority of day users (53%), however, spent one to three hours.
- On average, day users traveled 140 miles from home to visit the park.
- In total, 74% of day-use respondents had visited this park before. Day-use visitors had visited the park an average eight and a half visits in the past 12 months. The highest proportion included those that had made three to five visits (31%) and those that had made two or fewer trips (47%).
- Average day user group size was approximately eight people ( $M=8.38$  people). Groups most commonly consisted of five to ten people (31%) and three to four people (23%).
- In total, 63% of day users did not bring dogs with them; 37% brought dogs.
- Almost all day users arrived at the park in their family's personal vehicle (89%), 9% arrived in somebody else's vehicle, and 1% arrived in another form of transportation. On average, there were 3.11 people in each personal family vehicle and 3.30 people in somebody else's vehicle. For all day-use vehicles, there was an average of 3.13 people.
- Most day users (71%) considered this park the main reason for their trip.
- If unable to go to the park for this trip, they would have either gone somewhere else for the same activity (62%) or come back another time (17%).

### ***Visitor Spending***

- Most day users to the park are local (living 30 or fewer miles from the park) visitors (62%).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage (38%) of non-local day-use visitors reporting spending \$151-\$350 on their trip.
- Most day users reported spending some money on gasoline and oil and groceries. Half of non-local day users also reported spending some money on restaurants and bars.

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

- Almost all day users (97%) were able to find the information they needed when planning their visit to this park, and the few (3%) who did not find it would like additional signage related to fishing conditions.
- The most heavily used sources of information by day users were previous visits (74% used sometimes or often), friends / family (68%), highway signs (57%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 52%) and brochures (39%). The least used sources were videos / DVDs (9%), health care providers (12%), and community organizations (18%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (45%) as the first primary information source, followed by friends / family (27%), previous visits (9%), brochures (4%), and highway signs (4%).

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

- Day users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 98%), cleanliness of toilets (97%), absence of litter (96%), number of bathrooms (92%), and personal safety (90%). The least important attributes were the amount and quality of information / education programs or materials (52% to 54%), ease of movement / access (wheelchair, elderly, stroller) (67%), and the presence of park rangers / personnel (67%).
- Overall satisfaction among day users was extremely high, as 94% were satisfied with the highest proportion of users being "very satisfied" (54%). The majority of day users were satisfied with most characteristics at William Tugman State Park. Day users were most satisfied with park cleanliness (95%), absence of litter (94%), number and cleanliness of toilets / bathrooms (both 93%), level of safety (90%), courteousness of park staff (88%), and variety of things to do (87%). Users were least satisfied with the amount and quality of educational information provided (both 61%), information provided about conditions and hazards (67%), and directional signs within and to the park (71% to 74%). Almost all day users (96%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- Crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate.

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

- Day users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (70%), provide more recycling containers

(64%), opportunities for hiking (62%), require that dogs are kept on leash at all times (60%), provide more trash cans (58%), and more educational information (57%). The least supported strategies were to close the park to all recreation/tourism activities (5%), limit the number of people allowed per day (10%), limit the number of large groups allowed (14%), provide downloadable mobile phone applications (28%), and wireless internet access within the park (34%).

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

- There were a few more female (52%) than male (48%) day users at this park.
- The average age of day users was approximately 48 years old, and the largest proportions of day users were 30 to 39 years old (23%) and 40 to 49 years old (20%), and 60 to 69 (20%).
- The average annual household income before taxes of respondents was \$48,400, and the largest proportion of day users had incomes of \$50,000 to \$69,999 (20%), \$30,000 to \$49,999 (20%), and \$10,000 to \$29,999 (20%). Day-use visitors to William Tugman State Park have incomes that are less than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latinos (4%), Alaska Natives / American Indians (2%), Asians (1%), and others (1%).
- Almost all day users (97%) considered English as their primary language spoken in their homes.
- Over 89% of day users lived in Oregon, 4% resided in Washington State, and 3% were from California. The largest percentage of day users was from the Coastal region of Oregon (67%), 12% lived in the Willamette Valley region, 5% lived in the Portland Metro region, 4% lived in the Southern region, and 1% lived in the Central region of Oregon. No visitors lived in the other regions of the state (i.e., Eastern, Mt. Hood / Gorge).
- 75% of park day users said that nobody in their group had a disability, whereas 25% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (18% of park users), while 6% had a hearing disability, 2% had learning disabilities, and 2% had impaired sight.

### **Recommendations**

#### ***Management Recommendations***

- Almost all day 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 William Tugman State Park day-use vehicles (3.13) was significantly 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 calculations for the park.
- Over one third of day users (37%) 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). Managers may also want to consider examining enforcement of existing pet regulations at the park given that 60% of day users supported requiring dogs on leash at all times, and only 47% supported making the park more pet friendly.

- Almost all day users (94%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for amount and quality of information and education materials and programs provided (both 61%) and information provided about conditions and hazards (67%). Managers may need to evaluate education and conditions and hazards information that is being disseminated to users to ensure it is meeting their needs.
- The Importance – Performance analysis shows that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- Given that over 28% of day-use visitors were over the age of 60 and 25% of day users had disabilities (18% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- The results suggest that overcrowding is not presently a concern at William Tugman State Park day-use areas. The park offers a unique low-density coastal park visitor experience.
- Day users most strongly supported strategies designed to provide more opportunities for viewing wildlife (70%), provide more recycling containers (64%), offer more hiking opportunities (62%), require that dogs are kept on leash (60%), provide more trash cans (58%), and more educational information (57%). Managers may want to consider some or all of these strategies.
- Almost all day-use visitors (97%) were able to find the information they needed when planning their visit to William Tugman State Park. However, some visitors (3%) were not able to find all information needed. The most popular information needed was additional signage related to fishing conditions. Managers may want to examine the need for this additional information.
- The largest proportion of day users (45%) depended on official internet websites as the first primary source of obtaining information about state parks such as William Tugman State Park. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Appendix A is a listing of 145 verbatim open ended positive comments (39 comments, 1.5 pages) and negative comments and suggestions for improvement of William Tugman State Park (106 comments, 3.5 pages). Many comments may provide insights for future planning and management. The most common concerns involved: (a) completing the hiking trail around the lake, (b) maintaining free park entry (i.e., no day-use fees), (c) improving fishing conditions (e.g., stock lake with more fish, improve/increase shore fishing areas for non-boaters), (d) providing more amenities (e.g., restrooms, BBQs, showers, garbage cans, and picnic tables), (e) increasing the beach area, (f) enforcing dog policies (i.e., feces clean up, leash rules, etc.), and (g) reducing motor boat speed or prohibiting motors.

**TABLE OF CONTENTS**

Executive Summary ..... ii

Table of Contents ..... vi

List of Tables ..... viii

List of Figures ..... ix

Introduction and Objectives ..... 1

Methods..... 1

    Onsite Survey of Day Users..... 1

    Sample Size and Response Rate ..... 1

Results..... 2

    Personal and Visit Characteristics ..... 2

        Activity Groups..... 2

        Duration of Visit ..... 3

        Distance Traveled ..... 3

        Previous Visitation..... 4

        Group Size ..... 5

        Bringing Dogs to the Park..... 5

        Transportation to the Park..... 5

        Reasons for Visiting..... 6

        Alternatives to Visit ..... 6

        Section Summary ..... 7

    Visitor Spending ..... 8

        Section Summary ..... 9

    Obtaining Information about the Parks..... 10

        Section Summary ..... 12

    Satisfaction with Experiences and Conditions..... 12

        Overall Satisfaction..... 12

        Satisfaction and Expectations with Specific Characteristics ..... 12

        Encounters, Norms, and Crowding..... 17

        Section Summary ..... 19

    Attitudes about Management Strategies ..... 20

        Section Summary ..... 20

    Sociodemographic Characteristics of Users ..... 21

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Section Summary .....	23
Recommendations .....	24
Management Recommendations .....	24
References .....	27
Appendix A. Open-Ended Comments .....	28
Appendix B. Questionnaire .....	33
Appendix C. Uncollapsed Percentages .....	40

**LIST OF TABLES**

1	Sample size and response rate.....	1
2	Day-use recreation activities at the park.....	2
3	Primary day-use activities at the park.....	3
4	Duration of day user visit at the park.....	3
5	Day user distance traveled to the park.....	4
6	Day user previous visitation to the park.....	4
7	Day user number of previous visits to the park in the last 12 months.....	4
8	Day user group size at the park.....	5
9	Day users bringing dogs with them to the park.....	5
10	Day user transportation to the park.....	6
11	Whether the park was day users main destination.....	6
12	Day user alternatives to park visit.....	6
13	Day users, local / non-local.....	8
14	Day users total spending, dollars per party per trip.....	9
15	Percent of day user party spending of any dollars in eight spending categories.....	9
16	Whether day users found the information needed.....	10
17	Day user use of information sources.....	10
18	Day user primary information source.....	11
19	Day user overall satisfaction.....	12
20	Day user specific expectations at the park.....	13
21	Day user specific satisfactions at the park.....	14
22	Day user likelihood of returning and satisfaction with the park facilities and environment.....	17
23	Day user encounters, norms, and crowding.....	18
24	Relationships among day user encounters and norms.....	18
25	Day user attitudes about management at the park.....	20
26	Day user demographic characteristics.....	22
27	Day user location of residence.....	23
28	Day user disabilities.....	23

***LIST OF FIGURES***

1	Importance-performance (I-P) analysis matrix .....	15
2	Importance-performance (I-P) analysis matrix for day users .....	16

## ***INTRODUCTION AND OBJECTIVES***

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

## ***METHODS***

Data were obtained from a questionnaire (see Appendix B) administered to a randomly selected sample of day users at William Tugman State Park between July and September 2011. An on-site (face to face) survey method was used for day users. A respondent was only allowed one opportunity to complete a questionnaire.

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

Day users 18 years of age and older who visited William Tugman State Park between July 2 and September 5, 2011 were approached in person (face to face) and asked to complete the six page questionnaire onsite at this park. Day users were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire onsite. Two volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

### **Sample Size and Response Rate**

As shown in Table 1, the total number of completed questionnaires was  $n = 370$  with an estimated total response rate of 81%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	458	370	81

The sample size allows generalizations about the population of day users at William Tugman State Park at a margin of error of  $\pm 5.1\%$  at the 95% confidence level.

Questionnaires administered to day users included questions on a range of topics such as prior visitation, activity participation, satisfaction, support of management, and demographic characteristics. To highlight key findings, data were often recoded into major response categories (e.g., agree, disagree; support, oppose), but basic descriptive findings of uncollapsed questions (i.e., strongly, slightly agree) are provided in Appendix C.

## RESULTS

### Personal and Visit Characteristics

**Activity Groups.** The questionnaire asked respondents to check all of the activities in which they participated at William Tugman State Park on their most recent trip. Table 2 shows that the most popular day-use activities at this park were picnicking or barbecuing (58%), hiking (51%), fishing (37%), and sightseeing (34%). The least popular activities were attending ranger-led programs (0%), dog training at boat ramp area (2%), bicycling on local roads (4%), and running or jogging (5%).

Table 2. Day-use recreation activities at the park

Activity	% Participating <sup>a</sup>
Picnicking or barbecuing	58
Hiking	51
Fishing	37
Sightseeing	34
Swimming / wading	34
Dog walking	27
Boating (motor, canoe, kayak)	24
Other	19
Bird or wildlife watching	17
Camping	15
Bicycling on trails	7
Running or jogging	5
Bicycling on local roads	4
Dog training at boat ramp area	2
Ranger-led programs	0

<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> The most popular “other” activities were: using the playground, using restrooms, attending a party, resting, and geocaching.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to William Tugman State Park. Table 3 shows that the most common primary activity groups were people picnicking or barbecuing (31%), fishing (16%),

hiking (11%), boating (motor, canoe, kayak) (11%), and swimming / wading (10%). The least common primary activity groups were dog training at the boat ramp area (1%), camping (1%), sightseeing (2%), and dog walking (4%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Picnicking or barbecuing	31
Fishing	16
Other <sup>a</sup>	13
Hiking	11
Boating (motor, canoe, kayak)	11
Swimming / wading	10
Dog walking	4
Sightseeing	2
Camping	2
Dog training at boat ramp area	1

<sup>a</sup> The most popular “other” activities were: using the playground, using restrooms, attending a party, resting, and geocaching.

**Duration of Visit.** Day users were asked to report how many *hours* they spent at William Tugman State Park on their recent trip. Table 4 shows that, on average, day users spent approximately three and a half hours in the park, with 85% of these users spending up to five hours in the park. The majority of day users (53%), however, spent one to three hours.

Table 4. Duration of day user visit at the park

1 hour	14
2 hours	21
3 hours	18
4 to 5 hours	32
6 to 9 hours	14
10 or more hours	2
Mean / average hours	3.55

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

**Distance Traveled.** Respondents were also asked to report about how far from home they traveled to get to the park. Table 5 shows that 62% of day-use visitors were local (driving 30 miles or less to reach the park) and 23% originated 31 to 120 miles from the park. Day users, on average, traveled 140 miles to visit the park.

Table 5. Day user distance traveled to the park

30 miles or less	62
31 to 60 miles	9
61 to 90 miles	5
91 to 120 miles	9
121 to 150 miles	2
151 to 250 miles	6
251 to 500 miles	2
501 or more miles	5
Mean / average	139.76

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

**Previous Visitation.** Users were asked if they had ever visited William Tugman State Park before their most recent trip. Table 6 shows that 74% of day-use respondents had visited this park before, whereas 26% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	74
No, not visited park before	26

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 day users had visited an average of eight and a half times in the past 12 months, and that the highest proportion (31%) had made three to five trips to this park in the past year with about half (47%) having made two or fewer trips.

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

0 Trips	10
1 Trip	19
2 Trips	18
3 to 5 Trips	31
6 to 12 Trips	14
13 to 24 Trips	5
More than 24 Trips	4
Mean / average trips	8.50

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

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at William Tugman State Park on their most recent trip. Table 8 shows that the average day user group size was approximately 8 people ( $M = 8.38$  people). Groups most commonly consisted of five to ten people (31%) and three to four people (23%).

Table 8. Day user group size at the park

1 Person (alone)	12
2 People	19
3 or 4 People	23
5 to 10 People	31
11 to 25 People	9
More than 25 People	7
Mean / average	8.38

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

**Bringing Dogs to the Park.** The questionnaire asked day users if they or anyone else in their group brought dog(s) with them to William Tugman State Park. Table 9 shows that 63% of day users did not bring dogs with them and 37% brought dogs.

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

	Day Users (%)
No, did not bring dog(s)	63
Yes, brought dog(s)	37

**Transportation to the Park.** Respondents were asked how they got to William Tugman State Park on their most recent trip. Table 10 shows that almost all day users arrived at the park in their family’s personal vehicle (89%), 9% arrived in somebody else’s vehicle, and 1% arrived in another form of transportation. On average, there were three people in each personal family vehicle and three people in somebody else’s vehicle. When combining personal and somebody else’s vehicle responses, the average number of people per vehicle for all day users was 3.13.

Table 10. Day users transportation to the park

	Day Users (%)
My family’s personal vehicle <sup>a</sup>	89
Somebody else’s personal vehicle <sup>b</sup>	9
Other	1

<sup>a</sup> Number of people in vehicle: mean / average = 3.11 (1-4 people = 84%).

<sup>b</sup> Number of people in vehicle: mean / average = 3.30 (1-4 people = 80%).

**Reasons for Visiting.** Day users were asked if this park was the main reason for their trip. Table 11 shows that 71% of day users considered this park their main reason for the trip.

Table 11. Whether the park was day users main destination

	Day Users (%)
Primarily for recreation – this park was main destination	71
Primarily for recreation – main destination was not this park	15
Primarily for business, family, or other reasons – park was side trip	7
Some other reason	7

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to William Tugman State Park for this visit. As shown in Table 12, most day users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (62%) or come back another time (17%).

Table 12. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity <sup>a</sup>	62
Come back another time	17
Stayed home	11
Gone somewhere else for a different activity <sup>b</sup>	5
Something else (none of these)	4
Gone to work at my regular job	1

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 37.89 miles.

<sup>b</sup> If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 40.10 miles.

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

- The most popular day-use activities at this park were picnicking or barbequing (58%), hiking (51%), fishing (37%), and sightseeing (34%). The least popular activities were attending ranger-led programs (0%), dog training at boat ramp area (2%), bicycling on local roads (4%), and running or jogging (5%).
- The most common main activity groups were people picnicking or barbequing (31%), fishing (16%), hiking (11%), boating (motor, canoe, kayak) (11%), and swimming / wading (10%). The least common primary activity groups were people training dogs at the boat ramp area (1%), camping (1%), sightseeing (2%), and dog walking (4%).
- Day users spent an average of approximately three and a half hours in the park, with 85% of these users spending up to five hours in the park. The majority of day users (53%), however, spent one to three hours.
- On average, day users traveled 140 miles from home to visit the park.
- In total, 74% of day-use respondents had visited this park before. Day-use visitors had visited the park an average eight and a half visits in the past 12 months. The highest proportion included those that had made three to five visits (31%) and those that had made two or fewer trips (47%).
- Average day user group size was approximately eight people (M=8.38 people). Groups most commonly consisted of five to ten people (31%) and three to four people (23%).
- In total, 63% of day users did not bring dogs with them; 37% brought dogs.
- Almost all day users arrived at the park in their family's personal vehicle (89%), 9% arrived in somebody else's vehicle, and 1% arrived in another form of transportation. On average, there were 3.11 people in each personal family vehicle and 3.30 people in somebody else's vehicle. For all day-use vehicles, there was an average of 3.13 people.
- Most day users (71%) considered this park the main reason for their trip.
- If unable to go to the park for this trip, they would have either gone somewhere else for the same activity (62%) or come back another time (17%).

### Visitor Spending

Day users were asked to estimate how much they and the other members of their party spent on their trip within 30 miles of William Tugman 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 that are local and non-local visitors. Most day users to the park are local (living 30 or fewer miles from the park) visitors (62%).

Table 13. Day users, local / non-local

	Day Users (%)
Local	62
Non-Local	38

Table 14 shows the proportion of total spending for local and non-local day-use visitors and reported on a party trip basis. For local day-use visitors, the highest percentage (29%) reported spending \$1-\$25. For non-local day-use visitors, the highest percentage (38%) reported spending \$151 -\$350 on their trip.

Table 14. Day user total spending, dollars per party per trip

	Local	Non-Local
Spent no money	0	0
\$1 - \$25	29	8
\$26 - \$50	21	13
\$51 - \$150	28	28
\$151 - \$350	16	38
\$351 - \$550	5	9
\$551 - \$800	1	5
\$801 - \$1,000	1	1

Table 15 includes the proportion of day-use 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 and groceries. Most non-local visitors also spent money on gasoline and oil and groceries, and half (50%) reported spending money on restaurants and bars.

Table 15. Percent of day user party spending of any dollars in eight spending categories

Spending Categories	Local	Non-Local
Motel, lodge, cabin, B&B, other lodging	7	14
Camping	27	41
Restaurants and bars	27	50
Groceries	70	70
Gasoline and oil	89	82
Park entry, parking, or recreation use fees	17	29
Recreation and equipment (guide fees, equipment rental)	15	10
Souvenirs, clothing, and other miscellaneous	16	28

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

- Most day users to the park are local (living 30 or fewer miles from the park) visitors (62%).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage (38%) of non-local day-use visitors reporting spending \$151-\$350 on their trip.

- Most day users reported spending some money on gasoline and oil and groceries. Half of non-local day users also reported spending some money on restaurants and bars.

### Obtaining Information about the Parks

The questionnaires contained several questions examining how day users obtained information about state parks such as William Tugman State Park and whether they were able to obtain the information they needed. Table 16 shows that almost all day users (97%) were able to find the information they needed when planning their visit to this state park, and the few (3%) who did not find the information they needed would like additional signage related to fishing conditions.

Table 16. Whether day users found the information needed

	Day Users (%)
Yes, found the information needed	97
No, did not find the information needed <sup>a</sup>	3

<sup>a</sup> The most popular information needed was: additional signage related to fishing conditions.

Table 17. Day user use of information sources <sup>a</sup>

	Day Users (%)
Previous visit	74
Friends / family	68
Highway signs	57
Official internet websites (OPRD)	52
Brochures	39
Other <sup>b</sup>	35
Newspapers	28
Social media websites	27
Books	23
Magazines	22
Work	21
Television	21
Radio	19
Community organizations	18
Health care providers	12
Videos / DVDs	9

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

<sup>b</sup> The most popular “other” sources were: word or mouth, didn’t plan visit, and other websites.

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 William Tugman State Park. Table 17 shows that the most heavily used sources of information by day users were previous visits (74% used sometimes or often), friends or family members (68%), highway signs (57%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 52%), and brochures (39%). The least used sources were videos / DVDs (9%), health care providers (12%), and community organizations (18%).

Table 18. Day user primary information sources

	Day Users (%)
Official internet websites (OPRD)	45
Friends / family	27
Previous visit	9
Brochures	4
Highway signs	4
Social media websites	3
Other	2
Magazines	1
Books	1
Newspapers	1
Television	1
Work	0
Radio	0
Magazines	0
Videos / DVDs	0
Community organizations	0
Health care providers	0

Respondents were then asked to specify from this list of information sources which one source they would use first when obtaining information about an Oregon State Park such as William Tugman State Park. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (45%) as the first primary information source, followed by friends or family (27%), previous visits (9%), brochures (4%), and highway signs (4%). Few people used other sources when obtaining information.

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

- Almost all day users (97%) were able to find the information they needed when planning their visit to this park, and the few (3%) who did not find it would like additional signage related to fishing conditions.
- The most heavily used sources of information by day users were previous visits (74% used sometimes or often), friends / family (68%), highway signs (57%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 52%) and brochures (39%). The least used sources were videos / DVDs (9%), health care providers (12%), and community organizations (18%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (45%) as the first primary information source, followed by friends / family (27%), previous visits (9%), brochures (4%), and highway signs (4%).

### Satisfaction with Experiences and Conditions

**Overall Satisfaction.** Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at William Tugman State Park?” Table 19 shows that overall satisfaction was extremely high, as 94% were satisfied and almost no respondents (6%) were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (54%).

Table 19. Day user overall satisfaction

	Day Users (%)
Very Satisfied	54
Satisfied	40
Dissatisfied or Neutral	6

**Satisfaction and Expectations with Specific Characteristics.** Although almost all day users were satisfied with their overall visit at William Tugman 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 William Tugman 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. Day user specific *expectations* at the park

	Day Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	98
Cleanliness of toilets / bathrooms	97
Absence of litter	96
Number of toilets / bathrooms	92
Personal safety	90
Courteousness of rangers / personnel	86
Parking for vehicles	81
Condition / maintenance of trails	78
Variety of things to do	77
Signs with directions <i>in</i> the park	75
Facilities for groups to gather	72
Number of park trails	71
Signs with directions <i>to</i> the park	71
Information about conditions / hazards	69
Presence of park rangers / personnel	67
Ease of movement / access (wheelchair, elderly, stroller)	67
Quality of educational information	54
Amount of educational information	52

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

Table 20 shows that the most important characteristics were the park’s cleanliness (e.g., lawn care, lack of graffiti; 98%), cleanliness of toilets (97%), absence of litter (96%), the number of bathrooms (92%), and personal safety (90%). The least important attributes were the amount and quality of information / education programs or materials (52% to 54%), ease of movement / access (wheelchair, elderly, stroller) (67%), and the presence of park rangers / personnel (67%).

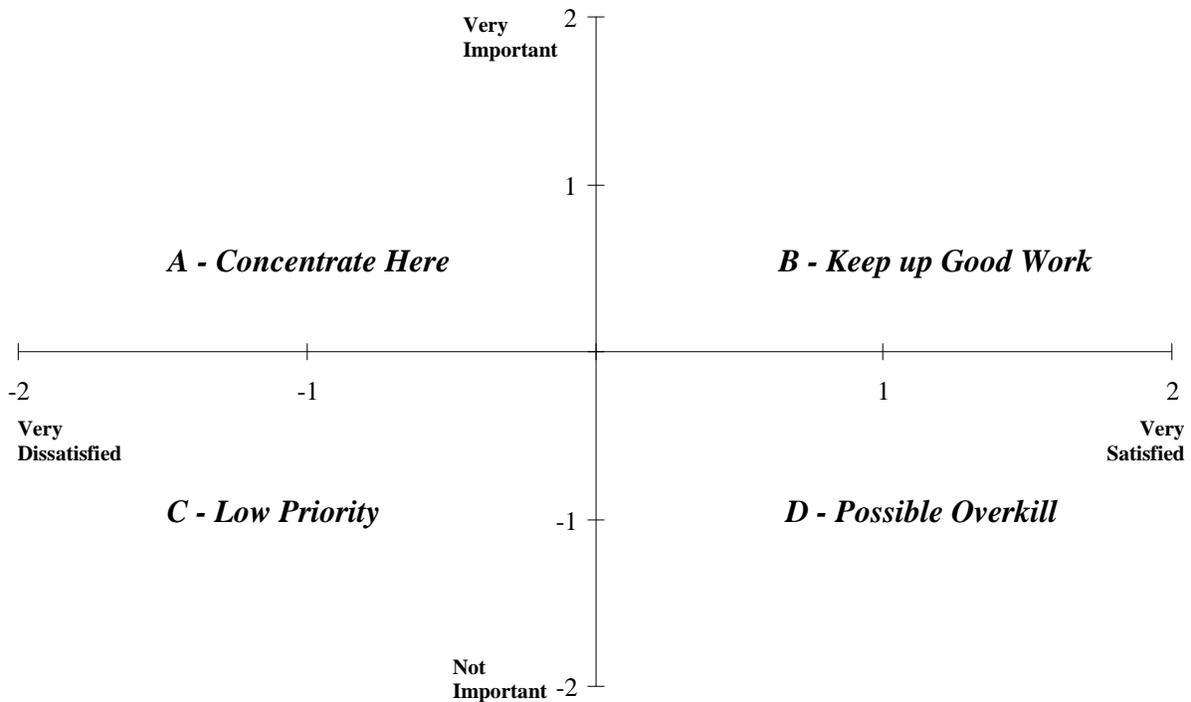
Table 21. Day user specific *satisfactions* at the park

	Day Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	95
Absence of litter	94
Cleanliness of toilets / bathrooms	93
Number of toilets / bathrooms	93
Personal safety	90
Courteousness of rangers / personnel	88
Variety of things to do	87
Parking for vehicles	85
Presence of park rangers / personnel	81
Facilities for groups to gather	81
Condition / maintenance of trails	79
Ease of movement / access (wheelchair, elderly, stroller)	79
Number of park trails	78
Signs with directions <i>to</i> the park	74
Signs with directions <i>in</i> the park	71
Information related to conditions or hazards	67
Quality of educational information	61
Amount of educational information	61

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

Table 21 shows that the majority of day users were satisfied with most of these characteristics at William Tugman State Park. Day users were most satisfied with park cleanliness (95%), absence of litter (94%), number and cleanliness of toilets / bathrooms (both 93%), level of safety (90%), courteousness of park staff (88%), and variety of things to do (87%). Users were least satisfied with the amount and quality of educational information provided (both 61%), information provided about conditions and hazards (67%), and directional signs within and to the park (71% to 74%).

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



One approach for visualizing relationships between expectations (i.e., importance of attributes) and satisfaction (i.e., performance of these attributes) is Importance – Performance (I-P) analysis (Figure 1). Importance or expectations are represented as averages (i.e., means) on the vertical axis (i.e., y-axis) and average performance or experiences (i.e., satisfaction) are measured on the horizontal axis (i.e., x-axis). When combined, these axes intersect and produce a matrix of four quadrants that can be interpreted as “concentrate here” (high importance or expectation, low satisfaction or poor experiences; Quadrant A), “keep up the good work” (high importance or expectation and high satisfaction or good experiences; Quadrant B), “low priority” (low importance or expectation and low satisfaction or poor experiences; Quadrant C), and “possible overkill” (low importance or expectation, high satisfaction or good experiences; Quadrant D). This matrix provides managers with an easily understandable picture of the status of services, facilities, and conditions as perceived by users, and reveals conditions that may or may not need attention (Bruyere, Rodriguez, & Vaske, 2002; Vaske, Beaman, Stanley, & Grenier, 1996).

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

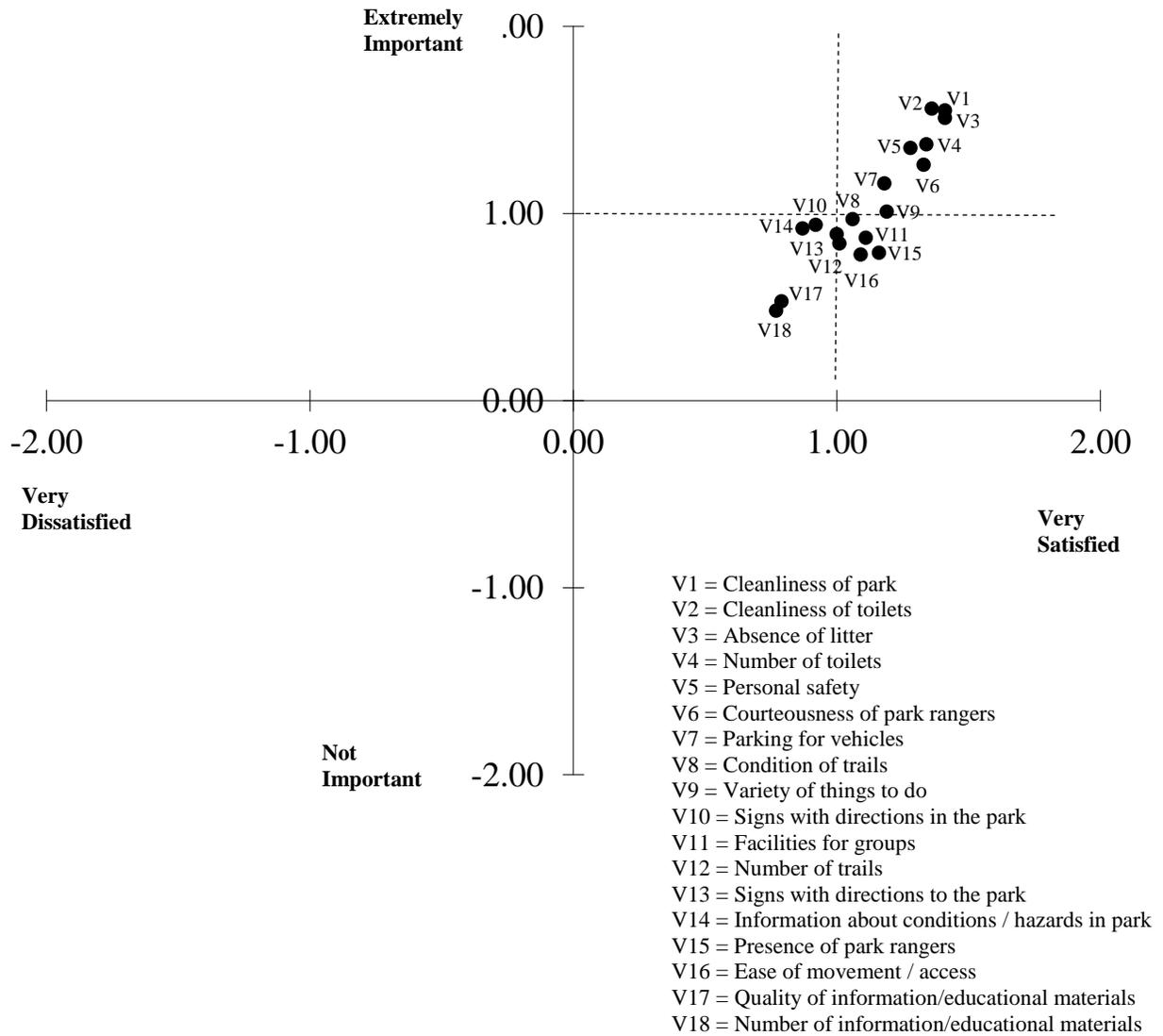


Figure 2 is the I-P matrix for day users at William Tugman State Park. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that day users thought that park staff were doing a good job managing conditions and experiences at William Tugman State Park. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the “keep up the good work” quadrant within the dashed lines included in Figure 2. These results also show that park staff were doing a good job managing conditions and experiences at William Tugman State Park.

Respondents were asked several additional questions about their satisfaction with William Tugman State Park, including this park’s natural environment and facilities and services. Day users were also asked how likely they would return to this state park. Table 22 shows high day user satisfaction with the environment (96%) and facilities and services (95%). In total, 96% of day users said they were likely to return to this park in the future.

Table 22. Day user likelihood of returning and satisfaction with the park facilities and environment

	Day Users (%)
Satisfaction with natural environment <sup>a</sup>	96
Satisfaction with facilities and services <sup>a</sup>	95
Likelihood of returning <sup>b</sup>	96

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

<sup>b</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. Day user encounters, norms, and crowding

	Day Users (%)
Encounters with other people <sup>a</sup>	43.99
Perception of crowding <sup>b</sup>	2.18
Maximum tolerance for encountering other people (norm) <sup>c</sup>	112.87

<sup>a</sup> Cell entries are mean numbers of people seen / encountered on users’ most recent trip. Median = 30, Mode = 20.

<sup>b</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 = 2, Mode =1, Percent crowded = 29%.

<sup>c</sup> Cell entries are mean maximum numbers of people that users would accept seeing / encountering. Median = 75, Mode = 100.

Table 23 shows that, on average, day users encountered approximately 44 other people on their visit at William Tugman State Park, but would be willing to accept encountering a maximum of approximately 113 other users. On average, day users rarely felt slightly crowded, with 29% of day users having felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day use areas can be considered “suppressed crowding” where crowding is limited by management or situational factors and may offer unique low-density experiences.

To estimate whether there are potential social carrying capacity problems at a recreation site, it is also important to examine relationships among encounters and norms. 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 day user encounters and norms

	Reported encounters compared to norm <sup>a</sup>	
	% Fewer encounters	% More encounters
Day Users	82	18

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

Table 24 shows relationships among encounters and norms at William Tugman State Park. In total, 82% of day users reported encountering fewer people than their norm; and 18% encountered more than their maximum tolerance. 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.

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

- Day users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 98%), cleanliness of toilets (97%), absence of litter (96%), number of bathrooms (92%), and personal safety (90%). The least important attributes were the amount and quality of information / education programs or materials (52% to 54%), ease of movement / access (wheelchair, elderly, stroller) (67%), and the presence of park rangers / personnel (67%).
- Overall satisfaction among day users was extremely high, as 94% were satisfied with the highest proportion of users being "very satisfied" (54%). The majority of day users were satisfied with most characteristics at William Tugman State Park. Day users were most satisfied with park cleanliness (95%), absence of litter (94%), number and cleanliness of toilets / bathrooms (both 93%), level of safety (90%), courteousness of park staff (88%), and variety of things to do (87%). Users were least satisfied with the amount and quality of educational information provided (both 61%), information provided about conditions and hazards (67%), and directional signs within and to the park (71% to 74%). Almost all day users (96%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- Crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate.

### Attitudes about Management Strategies

Day users were asked the extent they opposed or supported several potential new strategies for this park. Table 25 shows that the most strongly supported strategies by day users were to provide more opportunities at the park for viewing wildlife (70%), more recycling containers (64%), offer more hiking opportunities (62%), require that dogs are kept on leash at all times (60%), and provide more trash cans (58%). The least supported strategies were to close this park to all recreation tourism activities (5%), limit the number of people allowed per day (10%), limit the number of large groups allowed (14%), provide downloadable mobile phone applications about the park (28%), and offer wireless internet access within the park (34%).

Table 25. Day user attitudes about management at the park

	Day Users (%) <sup>a</sup>
More opportunities for viewing wildlife	70
More recycling containers	64
More opportunities for hiking	62
Require dogs be kept on leash at all times	60
More trash cans	58
More info / education (nature, history)	57
More opportunities for escaping crowds	55
More group picnic areas	54
More enclosed shelters	51
Do not change anything / keep as is	51
Better maintenance / upkeep of facilities	50
Make park more pet friendly	47
Natural buffers block view of development	45
More programs led by rangers	43
More paved trails	41
Restore to historical conditions	37
Wireless internet access in park	34
Downloadable mobile phone applications	28
Limit the number of large groups allowed	14
Limit the number of people allowed per day	10
Close this park to all recreation/tourism activities	5

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

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

- Day users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (70%), provide more recycling containers

(64%), opportunities for hiking (62%), require that dogs are kept on leash at all times (60%), provide more trash cans (58%), and more educational information (57%). The least supported strategies were to close the park to all recreation/tourism activities (5%), limit the number of people allowed per day (10%), limit the number of large groups allowed (14%), provide downloadable mobile phone applications (28%), and wireless internet access within the park (34%).

### **Sociodemographic Characteristics of Users**

Table 26 shows demographic characteristics of day users. There were a few more female (52%) than male (48%) day users at William Tugman State Park. The average age of respondents was 48 years old, and the largest proportions of users were 30 to 39 years old (23%), 40 to 49 years old (20%), and 60 to 69 years old (20%). Almost all respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latinos (4%), Alaska Natives / American Indians (2%), and Asians (1%). The average annual household income before taxes of respondents was \$48,400, and the largest proportion of users had incomes from \$50,000 to \$69,999 (20%), \$30,000 to \$49,999 (20%), and \$10,000 to \$29,999 (20%). Day-use visitors to William Tugman State Park have incomes that are less than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all day users (97%) considered English as the primary language in their homes.

Table 27 shows that 89% of day user visitors lived in Oregon, 4% resided in Washington State, and 3% were from California. Among day users, 67% resided in the Coastal region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 12% lived in the Willamette Valley region, 5% lived in the Portland Metro region, 4% lived in the Southern region, and 1% lived in the Central region. No visitors lived in the other regions of the state (i.e., Eastern, Mt. Hood / Gorge).

Table 26. Day user demographic characteristics

	Day Users (%) <sup>a</sup>
<b>Gender</b>	
Female	52
Male	48
<b>Age</b>	
Less than 20 years old	1
20 – 29 years	10
30 – 39 years	23
40 – 49 years	20
50 – 59 years	17
60 – 69 years	20
70 – 79 years	7
80+ years old	1
Average age (mean years)	48
<b>Household income (before taxes)</b>	
Less than \$10,000	7
\$10,000 – \$29,999	20
\$30,000 – \$49,999	20
\$50,000 – \$69,999	20
\$70,000 – \$89,999	15
\$90,000 – \$109,999	9
\$110,000 – \$129,999	5
\$130,000 – \$149,999	2
\$150,000 – \$169,999	0
\$170,000 or more	3
Average income (mean dollars)	48,400
<b>Ethnicity</b>	
White (Caucasian)	91
Hispanic / Latino	4
American Indian / Alaska Native	2
Asian	1
Other	1
Black / African American	0
<b>Language spoken most often at home</b>	
English	97
Other	3

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

Table 27. Day user location of residence

	Day Users (%)
Country	
USA	100
State	
Oregon <sup>a</sup>	89
Washington	4
California	3
Other	4

<sup>a</sup> Among day users, 67% resided in the Coastal region of Oregon, 12% lived in the Willamette Valley region, and 5% lived in Portland, 4% lived in the Southern region, and 1% lived in the Central region. No visitors lived in the other regions of the state (i.e., Eastern, Mt. Hood / Gorge).

Table 28 shows that 75% of day users said that nobody in their group had a disability, whereas 25% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (18% of day users), while 6% had a hearing disability, 2% had learning disabilities, and 2% had impaired sight.

Table 28. Day user disabilities

	Day Users (%)
Disability in group	
No	75
Yes <sup>a</sup>	25

<sup>a</sup> Types of disabilities: walking = 18%, hearing = 6%, learning = 2%, sight = 2%, other = 3%

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

- There were a few more female (52%) than male (48%) day users at this park.
- The average age of day users was approximately 48 years old, and the largest proportions of day users were 30 to 39 years old (23%) and 40 to 49 years old (20%), and 60 to 69 (20%).
- The average annual household income before taxes of respondents was \$48,400, and the largest proportion of day users had incomes of \$50,000 to \$69,999 (20%), \$30,000 to \$49,999 (20%), and \$10,000 to \$29,999 (20%). Day-use visitors to William Tugman State Park have incomes that are less than the Oregon population at large (Oregon median household income in 2010 was \$51,994).

- Almost all respondents were white (i.e., Caucasian; 91%) with few Hispanic / Latinos (4%), Alaska Natives / American Indians (2%), Asians (1%), and others (1%).
- Almost all day users (97%) considered English as their primary language spoken in their homes.
- Over 89% of day users lived in Oregon, 4% resided in Washington State, and 3% were from California. The largest percentage of day users was from the Coastal region of Oregon (67%), 12% lived in the Willamette Valley region, 5% lived in the Portland Metro region, 4% lived in the Southern region, and 1% lived in the Central region of Oregon. No visitors lived in the other regions of the state (i.e., Eastern, Mt. Hood / Gorge).
- 75% of park day users said that nobody in their group had a disability, whereas 25% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (18% of park users), while 6% had a hearing disability, 2% had learning disabilities, and 2% had impaired sight.

## ***RECOMMENDATIONS***

### **Management Recommendations**

Based on these results from survey of day users, the following recommendations, in no particular order, are proposed for management of William Tugman State Park:

- Almost all day 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 William Tugman State Park day-use vehicles (3.13) was significantly 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 calculations for the park.
- Over one third of day users (37%) 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). Managers may also want to consider examining enforcement of existing pet regulations at the park given that 60% of day users

supported requiring dogs on leash at all times, and only 47% supported making the park more pet friendly.

- Almost all day users (94%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for amount and quality of information and education materials and programs provided (both 61%) and information provided about conditions and hazards (67%). Managers may need to evaluate education and conditions and hazards information that is being disseminated to users to ensure it is meeting their needs.
- The Importance – Performance analysis shows that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- Given that over 28% of day-use visitors were over the age of 60 and 25% of day users had disabilities (18% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- The results suggest that overcrowding is not presently a concern at William Tugman State Park day-use areas. The park offers a unique low-density coastal park visitor experience.
- Day users most strongly supported strategies designed to provide more opportunities for viewing wildlife (70%), provide more recycling containers (64%), offer more hiking opportunities (62%), require that dogs are kept on leash (60%), provide more trash cans (58%), and more educational information (57%). Managers may want to consider some or all of these strategies.
- Almost all day-use visitors (97%) were able to find the information they needed when planning their visit to William Tugman State Park. However, some visitors (3%) were not able to find all information needed. The most popular information needed was additional signage related to fishing conditions. Managers may want to examine the need for this additional information.
- The largest proportion of day users (45%) depended on official internet websites as the first primary source of obtaining information about state parks such as William Tugman

State Park. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.

- Appendix A is a listing of 145 verbatim open ended positive comments (39 comments, 1.5 pages) and negative comments and suggestions for improvement of William Tugman State Park (106 comments, 3.5 pages). Many comments may provide insights for future planning and management. The most common concerns involved: (a) completing the hiking trail around the lake, (b) maintaining free park entry (i.e., no day-use fees), (c) improving fishing conditions (e.g., stock lake with more fish, improve/increase shore fishing areas for non-boaters), (d) providing more amenities (e.g., restrooms, BBQs, showers, garbage cans, and picnic tables), (e) increasing the beach area, (f) enforcing dog policies (i.e., feces clean up, leash rules, etc.), and (g) reducing motor boat speed or prohibiting motors.

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- Bathrooms are always clean. That's something!
- Beautiful park!
- Cannot say as I love it as it is.
- Everything good. :-)
- Everything was enjoyable. All other guests were friendly.
- I like it just the way it is!
- I like it the way it is, but maybe more garbage cans closer to the picnic tables.
- I think it's nice just the way it is. Maybe some buoys by the log in the water but other than that it is great. :-)
- I always enjoy it when visiting Tugman State Park. There are lots of activities to keep everyone in my family happy.
- It's a nice natural park. Keep it that way.
- It's an ideal spot for hiking and kayaking. Maybe oil the swings, they squeak.
- It's beautiful thanks!
- It's fine now. Love the ramp for boating.
- It's a nice place. More garbage cans.
- Good job. I pick berries in the summer. Oil the swings.
- Kat is the most wonderful host with the most. She's worth more. Charming people.
- Keep as is.
- Keep doing what you're doing. It's a great park for bringing kids and having family gatherings. You guys do a great job with this park.
- Keep it up! Our family came for a birthday party today. Rarely see a ranger other times we have been here. Was told there had been some problems with a pervert. Made us feel safer to have a ranger keeping a closer eye on the surroundings. Thank you!
- Looks fun thanks!
- Looks good to me!
- Looks good to me. Beautiful place.
- Love it. Just wish the sun was hotter! :-)
- Love this park.
- Lovely park. Stopped for a picnic, will be back.
- No improvement needed.
- No need for improvement.
- Park looks good.
- Pretty good job as it is.
- Pretty park. On the way home. Next stop Lincoln City.
- Thank you!
- My family comes here once a year and we like it pretty much the way it is. The shower knobs in the campground need fixing.
- This is our first visit and except for people not picking up after their dogs, we thought the park was wonderful! Definitely coming back with the family.
- We don't know yet, but did love what we saw and enjoyed the whole day.

- We have stayed here a couple of times and really like it, both camping and day-use areas. We always recommend it to friends. Not sure what could be better.
- We love it!
- We love the serenity of kayaking on the lake. Seeing birds, plants, and just being outdoors on the water together.
- We love this park and come here often for walking and picnics. We appreciate that we can come here for free and find a little piece of heaven so close to home. We are both on fixed incomes and love the peace we find here. Thank you!
- We like it as is. Stock more fish.

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

- More BBQ pits. My family loves coming here but we had to wait for an open fire pit to cook our food.
- A little more sand on the beach would be great, and bring back the giant teeter totter.
- Add a dog potty area. Add a fresh water boat clean out near but not at ramp (other side of parking lot). Add a fish cleaning station by the fishing dock.
- Add more kazileos and buoys for swimming with small kids. Please make smaller survey.
- Bathroom at the boat ramp.
- Bigger beach, cut grass. There was a lot of dead grass.
- Boat wash. Keep 10 mph speed limit for boats.
- Boat, paddle boat, canoes, etc. Grass could be greener.
- Budgets are tight but the park should have been mowed on 4<sup>th</sup> of July weekend. The park has 100's of out of state visitors. Thanks!
- By not charging another fee.
- Charge out of state users an extra charge and tax!
- Complete trail around lake. Continue use for open water summer, 10 mph or less locations and family pricing would be great. No fast boats. No ocean discharge.
- Concessions stand.
- Day use area needed to be cleaner or cleaned. Rat feces and dog feces was found in area.
- Do not change. A day use fee!
- Do not try.
- Provide poop bags by beach area. Make the beach bigger. Overall, I love it here!
- Dog doody bags more accessible.
- Enforce the no-flushing outboard motors at the dock.
- Expand the fishing dock/docks. Plant more fish.
- Extend the hiking trail.
- Extend the hiking trail, enforcement at the boat ramp. Prevent boaters from backing in to flush their motors in fresh water (invasive species transplanted). Ban all motorized boat.
- Finish the trail around the lake. It will become a great destination for many.
- I like it the way it is, but maybe more garbage cans closer to the picnic tables.
- Finish the trail that was originally supposed to circle the lake. It is my favorite trail, but it's only 3.5 miles one direction. It would be the best money spent and would definitely attract people from all over.
- Fix fishing docks.

- Get rid of the geese!
- I think it's nice just the way it is. Maybe some buoys by the log in the water but other than that it is great. :-)
- I would like to see a place to rent boats, recreation toys, flotation stuff, etc., like Honeyman State Park.
- I would like to see an additional bathroom and more picnic tables. It's a beautiful park.
- I would like to see more yurts.
- Improve current fishing and add another/different location. Provide cut outs around the lake for fishing for non-boaters. Place benches on existing trails for rest.
- Improve floating dock quantity.
- Improvements. Add a volleyball court.
- Increase water pressure at campsites!
- It's an ideal spot for hiking and kayaking. Maybe oil the swings. They squeak.
- It's a nice place. More garbage cans.
- Good job. I pick berries in the summer. Oil the swings.
- Just stopped to use the restroom. Pretty park, no paper towels. Restrooms were dirty.
- Keep it free so people can continue to come here.
- Keep it open. Get more wildlife.
- Keep it the same way. Why fix when it ain't broke? Just don't destroy the place and build houses. I came all the way from LA.
- Keep it up! Our family came for a birthday party today. Rarely see a ranger other times we have been here. Was told there had been some problems with a pervert. Made us feel safer to have a ranger keeping a closer eye on the surroundings. Thank you!
- Leave it the way it is. Improve info on fishing, spawning. Improve beach access and cleanliness of lake.
- Listen to the people who use and enjoy the park while keeping us all safe. Keep Tugman State Park open!
- Longer trails.
- Make camping spots bigger. More dog friendly.
- Make it warmer!
- Make more swimming areas with sand. Access for fishing would be awesome. Not enough safe areas for kids to swim around Coos Bay / North Bend. Thank you!
- Make new picnic tables.
- Make the grass green.
- Make the trail more noticeable because most visitors not from the area do not know that there is a wonderful trail around the lake.
- Maybe more BBQ's. Besides that, it's perfect.
- More access to the lake from the trail for fishing. More campsites and less yurts.
- More benches lakeside. Also picnic tables on the lake.
- More bulletins boards on different activities offered.
- More fire pits. More garbage cans spaced around the park.
- More first come, first serve campsites. More fishing docks around the lake or spots.
- More fish stocked yearly and more hot weather!
- More fish.
- More garbage cans. Outdoor shower.
- More handicap parking for boat trailers.

- More hiking trails and fish from shore locations.
- More parking for day use. Better swimming/beach area.
- More parking. Handicap parking. Rat droppings in the gazebo.
- More picnic areas.
- More picnic benches, basketball hoops, and BBQ grills.
- More ranger presence. Another fishing dock.
- More trails.
- More trails around the lake.
- More water/beach area access.
- Need boat parking stalls. Car should park away from the ramp. Encourages pier fishing from loading dock. Need more trash cans! And more parking.
- Need restrooms closer to dock! Need fish cleaning station closer to dock!
- Need signs for dog owners to pick up dog poop! It's a mess. Watch where you step. We know many people who do not return because of dog poop. Grass is a mess.
- Oil the children's swings please! New countertop in the gazebo is needed.
- Patrol for noise at night.
- Please don't implement a day-use fee. I never go to places that have them because money is tight.
- Please finish trail around lake for hiking and biking. No smoking where kids play or swim.
- Please no day-use fees. Please!
- Please water the grass.
- Porta-Potty near the boat dock.
- Provide courtesy brunch with surveys. Smile!!
- Put more fish in lake please. Make fishing docks big and more of them. Thanks!
- Put sewers in camp/RV sites.
- Redo fishing dock and add another one. Improve a trail all the way around the lake with benches for rest along the way. Have some clearings cut out around lake for fishing for non-boaters.
- Regular park managers.
- Shade in beach area. More beach area. Tables near beach area. Clear more bushes along shore in beach area.
- Shorter survey.
- Shorter survey.
- Showers.
- Showers outdoor. More trash cans. BBQ day-use.
- Small launching dock for sculling.
- Stock more fish and manage them properly.
- Stock the lake with more trout. Allow more sites 1<sup>st</sup> come, 1<sup>st</sup> serve for camping.
- Survey a little long. Missing time with family. Three family members helped complete this. Two from Portland, one from Eugene.
- Survey too long.
- Survey too long.
- The 10 mph speed on the lake is really a bummer. We would come here every weekend in the summer to jet ski and swim if it wasn't for the 10 mph speed limit.

- The shower knobs in the campground need fixing. My family comes here once a year and we like it pretty much the way it is.
- These are public lands. People are welcomed.
- This is our first visit and except for people not picking up after their dogs, we thought the park was wonderful! Definitely coming back with the family.
- Too many questions.
- Trail around the lake. Cut speed boats to 5 mph or have no motors at all.
- We finally got signs up for not flushing of boats, which people are still doing daily. They throw old bait and garbage in and actually wash their boats with a hose within their boat. People also swim from fishing and boat launch frequently.
- We rent the gazebo every year. There have been animal feces each year for the past 2 years.
- We like it as is. Stock more fish.

## APPENDIX B: QUESTIONNAIRES

# Day Visitor Experiences and Perceptions at William Tugman State Park



**Please Complete this Survey and Return it as Soon as Possible**

Participation is Voluntary and Responses are Anonymous

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Thank You for Your Participation      A Study Conducted Cooperatively by:



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

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> F. Sightseeing	<input type="checkbox"/> K. Fishing
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> G. Picnicking or barbecuing	<input type="checkbox"/> L. Boating (motor, canoe, kayak)
<input type="checkbox"/> C. Running or jogging	<input type="checkbox"/> H. Camping	<input type="checkbox"/> M. Ranger-led program(s)
<input type="checkbox"/> D. Bicycling on trails	<input type="checkbox"/> I. Bird or wildlife watching	<input type="checkbox"/> N. Dog training at boat ramp area
<input type="checkbox"/> E. Bicycling on local roads	<input type="checkbox"/> J. Swimming/ wading	<input type="checkbox"/> O. Other (write response) _____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at William Tugman 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 William Tugman State Park? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
8. How dissatisfied or satisfied were you with the **natural environment** at William Tugman State Park? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
9. How dissatisfied or satisfied were you with the **facilities / services** at William Tugman State Park? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
10. How unlikely or likely are you to return to William Tugman 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 William Tugman 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 William Tugman 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 William Tugman State Park on this trip? **(write a number)**

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

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

20. Did you or anyone in your group bring dog(s) with you to William Tugman 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 William Tugman 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 William Tugman 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 William Tugman 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	1	2	Sometimes	3	4	Often	5
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 William Tugman 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 William Tugman 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 William Tugman 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 William Tugman 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 William Tugman 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 William Tugman 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 William Tugman State Park? (check **ONE**)

26% No

74% Yes → if yes, how many day trips have you made to this park in the past 12 months? (write number) M=8.50 trip(s)

2. How many hours did you spend at William Tugman State Park on this trip? (write number) M=3.55 hour(s)

3. Please check **all** recreation activities you did at William Tugman State Park on your recent trip. (check **ALL THAT APPLY**)

- |                                       |   |  |
|---------------------------------------|---|--|
| 51% <b>A.</b> Hiking or walking       | 34% <b>F.</b> Sightseeing               | 37% <b>K.</b> Fishing                                  |
| 27% <b>B.</b> Dog walking             | 58% <b>G.</b> Picnicking or barbecuing  | 24% <b>L.</b> Boating (motor, canoe, kayak)            |
| 5% <b>C.</b> Running or jogging       | 15% <b>H.</b> Camping                   | 0% <b>M.</b> Ranger-led program(s)                     |
| 7% <b>D.</b> Bicycling on trails      | 17% <b>I.</b> Bird or wildlife watching | 2% <b>N.</b> Dog training at boat ramp area            |
| 5% <b>E.</b> Bicycling on local roads | 34% <b>J.</b> Swimming/ wading          | 19% <b>O.</b> Other (write response) <u>see report</u> |

4. From activities in Question 3 above, what **ONE primary activity** did you do at William Tugman 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**)

- 71% Primarily for recreation – this park was my main destination
- 15% Primarily for recreation – my main destination was NOT this park
- 7% Primarily for business, family, or other reasons – this park was a side trip
- 7% Some other reason

6. About how far from your home did you travel to get to this park? (write number of miles) M=139.76 mile(s)

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

- |                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 3% Very Dissatisfied | 1% Dissatisfied | 2% Neither | 40% Satisfied | 54% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|

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

- |                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 3% Very Dissatisfied | 0% Dissatisfied | 1% Neither | 43% Satisfied | 54% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|

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

- |                      |                 |            |               |                    |
|----------------------|-----------------|------------|---------------|--------------------|
| 1% Very Dissatisfied | 0% Dissatisfied | 4% Neither | 50% Satisfied | 45% Very Satisfied |
|----------------------|-----------------|------------|---------------|--------------------|

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

- |                  |             |            |            |                 |
|------------------|-------------|------------|------------|-----------------|
| 2% Very Unlikely | 1% Unlikely | 2% Neither | 31% Likely | 64% Very Likely |
|------------------|-------------|------------|------------|-----------------|

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

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	0%	2%	40%	58%
Number of toilets / bathrooms.	1%	1%	7%	44%	48%
Cleanliness / conditions of toilets / bathrooms.	0%	0%	3%	36%	61%
Absence of litter.	1%	0%	3%	39%	57%
Presence of park rangers / personnel.	4%	5%	25%	42%	24%
Courteousness of park rangers / personnel.	2%	2%	11%	42%	44%
Number of park trails.	4%	4%	21%	48%	24%
Condition / maintenance of park trails.	3%	3%	16%	49%	29%
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	6%	5%	22%	39%	28%
Facilities for groups to gather.	5%	5%	19%	42%	30%
Variety of things to do.	2%	2%	19%	47%	30%
Personal safety.	1%	0%	9%	44%	46%
Number of information / education programs or materials.	6%	9%	34%	36%	16%
Quality of information / education programs or materials.	5%	7%	33%	38%	16%
Information specifically about conditions or hazards in the park.	2%	2%	27%	39%	30%
Signs about directions within the park.	2%	2%	24%	43%	29%
Signs about directions to the park.	3%	4%	22%	43%	28%
Parking for vehicles.	1%	1%	17%	44%	37%

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	2%	3%	46%	49%
Number of toilets / bathrooms.	0%	2%	5%	50%	43%
Cleanliness / conditions of toilets / bathrooms.	0%	2%	6%	47%	45%
Absence of litter.	0%	2%	4%	45%	49%
Presence of park rangers / personnel.	0%	1%	18%	45%	36%
Courteousness of park rangers / personnel.	0%	0%	12%	43%	45%
Number of park trails.	1%	2%	20%	52%	26%
Condition / maintenance of park trails.	1%	1%	19%	50%	29%
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1%	1%	19%	47%	32%
Facilities for groups to gather.	1%	1%	17%	49%	32%
Variety of things to do.	1%	1%	12%	53%	34%
Personal safety.	0%	1%	9%	51%	39%
Number of information / education programs or materials.	0%	2%	37%	42%	19%
Quality of information / education programs or materials.	0%	2%	37%	42%	19%
Information specifically about conditions or hazards in the park.	0%	1%	31%	46%	21%
Signs about directions within the park.	0%	1%	28%	48%	23%
Signs about directions to the park.	0%	0%	25%	48%	26%
Parking for vehicles.	1%	0%	14%	51%	35%

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

I saw about M=43.99 other people

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

46%	25%	13%	3%	8%	4%	1%	<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 William Tugman 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=112.87 other visitors at this park

16. Imagine that you were to visit William Tugman 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.	42%	31%	18%	8%
... express my opinions to members of my group about the condition or situation.	27	21	33	19
... express my opinions to other visitors at the park about the condition or situation.	43	34	17	6
... express my opinions to friends or family about the condition or situation.	25	20	35	19
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	49	30	16	6
... keep my opinions to myself.	26	27	29	19
... avoid peak use times (weekends, holidays) or visit earlier or later in the day when fewer people are here to avoid this condition or situation.	17	19	35	28
... come back to this park, but recognize that it offers a different type of experience than I first believed.	17	25	40	18
... 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.	21	26	34	20
... accept the condition or situation by not doing anything about it.	21	27	37	15
... never visit this park again because of the condition or situation.	56	30	11	3

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%	36%	42%	19%
This park is one of the best places for doing what I like to do.	1	3	28	48	21
I am very attached to this park.	1	6	44	33	16
I would not substitute any other area for doing what I do at this park.	2	14	51	20	12
I identify strongly with this park.	<1	8	49	31	12
No other place compares to this park.	3	14	53	20	9
I feel that this park means a lot to me.	1	7	42	36	14
I get more satisfaction out of visiting this park than any other.	2	11	52	24	11

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	0%	2%	42%	43%	12%
Provide more opportunities for viewing wildlife.	0%	1%	29%	55%	14%
Provide more group picnic areas.	1%	4%	41%	44%	10%
Provide more opportunities for hiking.	1%	2%	36%	49%	13%
Provide more paved trails.	4%	9%	46%	34%	7%
Provide more trash cans.	1%	3%	38%	47%	11%
Provide more recycling containers.	0%	2%	34%	48%	16%
Provide more information / education about nature, history, or archeology.	1%	3%	40%	46%	11%
Provide more programs led by park rangers.	1%	6%	50%	37%	6%
Provide wireless internet access within the park.	14%	12%	39%	25%	9%
Provide downloadable mobile phone applications.	13%	15%	44%	22%	7%
Provide more enclosed shelters.	5%	5%	40%	43%	8%
Improve maintenance or upkeep of facilities / services.	1%	2%	48%	41%	9%
Require all dogs be kept on leash at all times.	4%	8%	28%	38%	22%
Make the park more pet friendly.	5%	6%	41%	34%	13%
Provide natural buffers to block views of development outside the park.	2%	4%	48%	31%	15%
Restore it to historical conditions (e.g., replace non-native with native plants)	5%	9%	50%	26%	11%
Limit the number of people allowed per day.	24%	24%	42%	8%	2%
Limit the number of large groups allowed (e.g., no more than 10-20 people).	21%	28%	37%	10%	3%
Close this park to all recreation / tourism activities.	51%	26%	18%	3%	2%
Do not change anything / keep things as they are now.	4%	8%	37%	29%	22%

19. **Including yourself**, how many people accompanied you at William Tugman State Park on this trip? M=8.38 person(s)

20. Did you or anyone in your group bring dog(s) with you to William Tugman State Park? (**check ONE**) 63% No 37% Yes

21. Did anyone in your group have a disability?

75% No

25% Yes → if yes, what are these disabilities? (**check ALL THAT APPLY**) 6% Hearing 2% Sight 18% Walking  
2% Learning 3% Other

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

62% Gone somewhere else for the same activity → how far from home is the place you would go instead? see report miles

5% Gone somewhere else for a different activity → how far from home is the place you would go instead? see report miles

17% Come back another time

11% Stayed home

1% Gone to work at my regular job

4% Something else (none of these)

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

89% My family's personal vehicle → how many total people were in the vehicle? M=3.11 person(s)

9% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.30 person(s)

1% Other (write response) \_\_\_\_\_

24. When you were thinking about visiting an Oregon State Park such as William Tugman 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).	41%	7%	25%	13%	14%
B. Social media internet websites (e.g., Facebook, Twitter).	60%	13%	15%	5%	7%
C. Brochures.	49%	12%	23%	11%	4%
D. Newspapers.	57%	15%	19%	7%	2%
E. Magazines.	60%	19%	15%	5%	2%
F. Books.	59%	18%	16%	5%	3%
G. Television.	64%	15%	15%	5%	1%
H. Videos / DVDs.	75%	16%	7%	1%	1%
I. Radio.	68%	14%	14%	3%	2%
J. Community organization or church.	70%	13%	12%	4%	2%
K. Health care providers.	77%	12%	8%	2%	2%
L. Work.	66%	12%	14%	5%	2%
M. Friends or family members.	25%	7%	23%	21%	24%
N. Highway signs.	33%	10%	20%	21%	16%
O. Previous visit.	20%	7%	12%	21%	41%
P. Other (write response) _____	56%	9%	13%	11%	12%

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

97% Yes

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

27. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip within **30 miles** of William Tugman 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 William Tugman State Park on this trip? (**check ONE**)  
 76% No  
 24% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=5.70 night(s)
29. Are you: (**check ONE**) 48% Male 52% Female
30. How old are you? (**write response**) M=47.99 years old
31. Which of the following best describes you? (**check ONE**)  
 91% White (Caucasian) 4% Hispanic / Latino 2% American Indian or Alaskan Native 1% Other (write response)  
 0% Black / African American 1% Asian 0% Native Hawaiian or Pacific Islander \_\_\_\_\_
32. What language is spoken most often at your home? (**check ONE**)  
 98% English 1% Spanish 0% Russian 1% Other (write response)  
 \_\_\_\_\_
33. Where do you live? (**write responses**) City / town see report State \_\_\_\_\_ Country \_\_\_\_\_ Zipcode \_\_\_\_\_
34. Which of these broad categories best describes your *current annual household income before taxes*? (**check ONE**)  
 7% Less than \$10,000 9% \$90,000 to \$109,999  
 20% \$10,000 to \$29,999 5% \$110,000 to \$129,999  
 20% \$30,000 to \$49,999 2% \$130,000 to \$149,999  
 20% \$50,000 to \$69,999 0% \$150,000 to \$169,999  
 15% \$70,000 to \$89,999 3% \$170,000 or more

Please tell us how we can improve William Tugman State Park:

See Report

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

