



# Visitor Survey of Day-use Visitors at Molalla River State Park

Final Report

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*Nature*  
**HISTORY**  
*Discovery*

## ***ACKNOWLEDGMENTS***

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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 4 and September 8, 2013. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was  $n = 151$  with a response rate of 43%. The sample size allows generalizations about the population of day users at Molalla River State Park at a margin of error of  $\pm 8.0\%$  at the 95% confidence level.

### **Results**

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

- The most popular activities were hiking or walking (72%), picnicking or barbecuing (41%), dog walking (39%), and sightseeing (34%). The least popular activities were fishing (8%), bicycling on local roads (8%), boating (motor, canoe, kayak; 9%), and running or jogging (9%).
- The most common main activity groups were picnicking or barbecuing (28%), hiking or walking (25%), and dog walking (20%). The least common activity groups were bird or wildlife watching (1%), outdoor photography (1%), fishing (2%), boating (motor, canoe, kayak; 2%), and bicycling on local roads (2%).
- Day users spent an average of almost three hours in the park, with 75% of users spending up to three hours in the park. The majority of day users spent either one hour (35%), or two hours (25%) in the park.
- Most visitors were local with 92% living within 30 miles from the park, and another 8% originating over 30 miles from the park. Day users, on average, traveled approximately 15 miles to visit the park.
- In total, 73% of respondents had visited this park before, whereas 27% had not visited previously.
- Users had visited an average of over 11 times in the past 12 months. The highest proportion (21%) had visited the park three to five times, with 19% visiting six to 12 times and another 18% visiting over 24 times. Only 8% of day users had never visited the park before.
- Average group size was over four and a half people, but this average was skewed by a few extremely large groups. Groups most commonly consisted of two people (29%), or one person (26%).
- In total, 43% of park users brought dogs with them and 57% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (91%), 7% arrived in somebody else's vehicle, and 2% arrived in another form of transportation. Bicycling and work vehicle were the most popular "other" ways people reached the park. On average, there were 2.46 people in each personal family vehicle, 3.00 people in somebody else's

vehicle, and 1.00 people in other forms of transportation. For all day use vehicles, there was an average of 2.47 people in the vehicle.

- Most users (70%) considered this park as their main destination for recreational activities, whereas 14% of users indicated their visit was a side trip and primarily for business, family, or other reasons. Another 11% of users indicated that this park was not their main destination for recreational activities.
- If they had been unable to go to Molalla River State Park for this visit, most park visitors would have either gone somewhere else for the same activity (63%) or stayed home (15%). Furthermore, if unable to visit the park, day users reported that they would have traveled almost 16 miles to participate in the same activity and over 12 miles to participate in a different activity.
- If they had been unable to go to Molalla River State Park for this visit, many day users would have gone to Champoeg State Park, Clackamette Park, Mary S. Young SRA, Sauvie Island, Silver Falls State Park, Willamette Mission State Park, Wilsonville Memorial Park, Tryon Creek State Park, Forest Park, and city parks in Canby (Canby Community Park, Eco Park, Maple Park, and Wait Park).

#### ***Physical Activity and Other Health Benefits***

- Approximately 73% of day users indicated participating in moderate physical activity, while 27% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 52 minutes participating in moderate physical activity and almost 44 minutes participating in vigorous physical activity
- Approximately 41% of all visitors indicated that their level of physical activity during their visit to Molalla River State Park was about the same as their daily life, whereas 35% indicated it was more, and 24% indicated it was less.
- Park visitors reported their visit helped to reduce stress (78%), reduce anxiety (75%), and improve mental health (78%). Fewer users indicated that their visit improved their level of physical fitness (64%) or improved their physical health (65%).

#### ***Visitor Spending***

- Most visitors to the park are local (living 30 miles or less from the park).
- The majority of local day users reported spending \$1-\$25 (30%), or spending no money (28%), while the majority of non-local day users reported spending no money (71%). The majority of all day users reported spending no money (33%) or \$1-\$25 (25%).
- Overall, most visitors to Molalla River State Park reported spending some money on gasoline and oil (72%), and groceries (52%).
- Day users reported that they would spend no more than an average of about \$42 than they already spent before deciding not to visit the park. The largest percentage of day users (53%) would not be willing to spend any additional money, with another 18% willing to spend \$1-\$25 more than they already spent.
- Approximately 7% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over one night (1.20).

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

- Most users (90%) were able to find the information they needed when planning their visit to this park, and the few (10%) who did not find it would like information on directional road signs in Canby, signage within the park, park maps, and crowding information.
- The most heavily used sources of information were previous visits (73%), friends or family members (71%), highway signs (62%), and official internet websites (61%). The least used sources were health care providers (12%), videos / DVDs (14%), work (20%), and radio (20%). The most popular other ways users obtained information about the park was through word of mouth, been visiting for years, by accident, and an event invitation.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%), and friends or family members (22%) were the first primary sources used by most respondents to obtain information about the park. Few people used other sources when obtaining information.

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

- Users considered the most important characteristics at this park were the overall cleanliness of park (e.g., graffiti, lawn care; 93%), cleanliness / conditions of toilets / bathrooms (89%), and the absence of litter (85%). The least important attributes were the number and quality of information / education programs and materials (42% to 48), the ease of movement or access (e.g., wheelchair, elderly, stroller; 49%), and the presence of park rangers / personnel (49%).
- Overall satisfaction among users was somewhat high, as 89% were satisfied with the highest proportion of users being “very satisfied” (46%). A small amount of respondents (11%) were dissatisfied.
- Users were most satisfied with the overall cleanliness of park (e.g., graffiti, lawn care; 92%), number of toilets / bathrooms (86%), and absence of litter (86%). Users were least satisfied with the quality and number of information / education programs or materials (51% to 54%), information specifically about conditions or hazards in the park (58%), signs with directions within the park (62%), and the ease of movement or access (e.g., wheelchair, elderly, stroller; 62%).
- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff was doing a good job managing conditions and experiences. There was, however, one attribute that was important to day users, but these users were only slightly satisfied with this attribute. These results show that managers should consider evaluating the number of trails in the park.
- Most respondents were also satisfied with the natural environment (90%), and the facilities and services (83%).
- Most respondents (88%) said they were likely to return to this park in the future.
- Almost all visitors (96%) to Molalla River State Park would recommend the park to their friends or family. Reasons respondents indicated they would not recommend the park were because there is not enough tree coverage, there is no clear path to the beach, the trails are too short, and the activities offered are not desirable.
- The most commonly reported outstanding features and things to do at Molalla River State Park involved: (a) the cleanliness of restroom facilities; (b) facilities for dogs to run and play; (c) river access and activities (swimming, fishing, boating); (d) picnic facilities; (e) openness and limited crowds; (f) natural and peaceful settings; and (g) trails for hiking and walking.

- Day users felt not at all to slightly crowded, with 36% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the “low normal” range, and access, displacement, or crowding problems are not likely to exist and may offer unique low-density experiences.

### ***Attitudes About Programs and Management Strategies***

- Almost two thirds (64%) of day users would consider participating in a Let’s Go program. Programs with the most interest were hiking (35%), kayaking (31%), birding (30%), fishing (29%), camping (28%), and stargazing (28%). The least supported Let’s Go programs were geocaching (9%), disc golfing (11%), horseback riding (14%), rock climbing (15%), and mountain biking (15%). The most popular “other” programs visitors were interested in learning about were jet skiing, sailplane flying, survival skills, wildlife viewing, and water activities.
- Approximately 5% of day users indicated using a concession service or activity (e.g., fishing, rafting, bicycling, scenic or historic tour) while at Molalla River State Park. The most popular concession service / activity were fishing, food, history and kayaking.
- Users most strongly supported management strategies designed to provide more opportunities for hiking (77%), more opportunities for escaping crowds (75%), more opportunities for viewing wildlife (75%), more recycling containers (65%), and more information / education (nature, history, archeology; 65%). The least supported strategies were to close the park to all recreation and tourism activities (13%), provide food for sale (23%), limit the number of people and large groups allowed per day (25% to 26%), and provide downloadable mobile phone applications (28%).
- There was overall low support for service reductions in the park. The highest support was for returning the park to a natural area (26%) and reduced ground maintenance (16%). The least supported service reductions were for reduced janitorial services (7%), and scaled down facilities (e.g., restrooms, shelters; 8%).

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

- There were more female (53%) than male (47%) users at this park.
- The average age of users was approximately 49 years old, and the largest proportions of users were 40 to 49 years old (22%), and 30 to 39 years old (18%).
- The average annual household income before taxes of respondents was approximately \$53,200, and the largest proportion of users had incomes from \$30,000 to \$49,999 (28%), \$70,000 to \$89,999 (17%), and \$10,000 to \$29,999 (17%). Visitors to Molalla River State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Most respondents were white (i.e., Caucasian; 80%), with fewer Hispanic / Latino (14%), Asian (2%), American Indian or Alaskan Native (1%), and Black or African American (1%).
- Almost all respondents (92%) reported English as their primary language spoken in their homes.
- Approximately 93% of users resided in Oregon, 4% resided in California, and 3% resided in other states. Among users, 76% of park users resided in the Portland Metro region of Oregon, 13% resided in the Willamette Valley region, 2% resided in the Mt Hood / Gorge region, and 1% resided in the Coastal region of the state. No respondents lived in the Southern, Eastern, or Central regions of the state.

- In total, 74% of users said that nobody in their group had a disability, whereas 26% had at least one group member with a disability. Of those who had a disability, 24% was associated with walking, 7% with hearing, 2% with sight, and another 2% with learning.

## **Recommendations**

### ***Management Recommendations***

- Almost all day and overnight users traveled to this park in their own vehicles (91%), so adequate parking is important and should be considered in planning and management.
- A majority of all users (89%) were somewhat satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality (51%), and amount (54%) of information and education materials and programs. Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that over 31% of park visitors were over the age of 60 and 26% of users had disabilities (24% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- Approximately 36% of day users felt some level of crowded at the park. These results suggest that crowding in this park is in the “low normal” range, and access, displacement, or crowding problems are not likely to exist and may offer unique low-density experiences.
- Users most strongly supported strategies designed to provide more opportunities for hiking (77%), more opportunities for escaping crowds (75%), more opportunities for viewing wildlife (75%), more recycling containers (65%), and more information / education (nature, history, archeology; 65%). Managers may want to consider some or all of these strategies.
- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. There was, however, one attribute that was important to day users that fell into the “concentrate here” category, indicating that users were only slightly satisfied with this important attribute. These results show that managers should consider evaluating the number of trails in the park.
- The largest proportion of users depended on official internet websites (49%) as the first primary source of obtaining information about parks such as Molalla River State Park. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (90%) were able to find the information they needed when planning their visit to Molalla River State Park. However, some visitors (10%) were not able to find all information needed. The most popular information needed was directional road signs in Canby, signage within the park, park maps, and crowding information.
- Users also provided 90 verbatim open ended comments on what they found to be the most outstanding features or things to do at Molalla River State Park. The most common outstanding features and things to do involved: (a) the cleanliness of restroom facilities; (b) facilities for dogs to run and play; (c) river access and activities (fishing, boating); (d) picnic facilities; (e) openness and limited crowds; (f) natural and peaceful settings; and (g) trails for hiking and walking. This information could be added to the Molalla River

State Park website to inform future visitors regarding what other visitors feel are the most outstanding features at the park.

- Users provided 64 verbatim open ended positive and negative comments, and suggestions for possible improvement of Molalla River State Park and other park related issues. The most common concerns raised involved: (a) a need for play structures for children; (b) safer and more access to the river and beach; (c) more and longer trails; (d) better enforcement of off leash dogs and the mess created by dogs; (e) signage on trails and throughout park; (f) sports facilities (basketball, volleyball, baseball, tennis); (g) litter on beach; (h) lawn maintenance (mowing, water); (i) dog facilities (water, fenced in dog run); and (j) noise from motor boats.

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## ***INTRODUCTION AND OBJECTIVES***

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

## ***METHODS***

Data were obtained from questionnaires (see Appendix B) administered to randomly selected sample of day users at Molalla River State Park between July and September 2013. An on-site (face to face) survey method was used. A respondent was only allowed one opportunity to complete a questionnaire.

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

Day users 18 years of age and older who visited Molalla River State Park between July 4 and September 8, 2013 were approached in person (face to face) and asked to complete the seven page questionnaire onsite at this park. Day users were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire. A number of volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

### **Sample Sizes and Response Rates**

As shown in Table 1, the total number of completed questionnaires was  $n = 151$  with an estimated total response rate of 43%.

Table 1. Sample sizes and response rates

	Initial contacts	Completed surveys ( $n$ )	Response rate (%)
Day Users	351	151	43

The sample size allows generalizations about the population of day users at Molalla River State Park at a margin of  $\pm 8.0\%$ , at the 95% confidence level.

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

## RESULTS

### Personal and Visit Characteristics

**Activity Groups.** The questionnaires asked respondents to check all of the activities in which they participated at Molalla River State Park on their most recent trip. Table 2 shows that the most popular activities at this park were hiking or walking (72%), picnicking or barbecuing (41%), dog walking (39%), and sightseeing (34%). The least popular activities were fishing (8%), bicycling on local roads (8%), boating (motor, canoe, kayak; 9%), and running or jogging (9%).

Table 2. Day user recreation activities at the park

Activity	Participation (%) <sup>a</sup>
Hiking or walking	72
Picnicking or barbecuing	41
Dog walking	39
Sightseeing	34
Outdoor photography	21
Bird or wildlife watching	21
Exercising dog at off-leash area	19
Other <sup>b</sup>	14
Running or jogging	9
Boating (motor, canoe, kayak)	9
Bicycling on local roads	8
Fishing	8

<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: special events (family reunions, weddings), blackberry picking, relaxing, swimming, flying glider airplanes, and enjoying the scenery.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Molalla River State Park. Table 3 shows that the most common

primary activity groups were picnicking or barbecuing (28%), hiking or walking (25%), and dog walking (20%). The least common activity groups were bird or wildlife watching (1%), outdoor photography (1%), fishing (2%), boating (motor, canoe, kayak; 2%), and bicycling on local roads (2%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%) <sup>a</sup>
Picnicking or barbecuing	28
Hiking or walking	25
Dog walking	20
Other	11
Sightseeing	6
Exercising dog at off-leash area	5
Bicycling on local roads	2
Boating (motor, canoe, kayak)	2
Fishing	2
Outdoor photography	1
Bird or wildlife watching	1

<sup>a</sup> Cell entries are percentages (%) of users reporting their single primary activity while at the park.

**Duration of Visit.** Day users were asked to report how many *hours* they spent at Molalla River State Park on their recent trip. Table 4 shows that, on average, day users spent almost three hours in the park, with 75% of users spending up to three hours in the park. The majority of day users spent either one hour (35%), or two hours (25%) in the park.

Table 4. Duration of visit at the park <sup>a</sup>

1 hour	35
2 hours	25
3 hours	15
4 to 5 hours	13
6 to 9 hours	10
10 or more hours	2
Mean / average hours	2.77

<sup>a</sup> 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 92% of visitors were local (driving 30 miles or less to reach the park) and another 8% originated over 30 miles from the park. Day users, on average, traveled over 15 miles to visit the park.

Table 5. Day user distance traveled to the park <sup>a</sup>

5 miles or less	31
6 to 10 miles	20
11 to 30 miles	41
31 or more miles	8
Mean / average	15.33

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

**Previous Visitation.** Users were asked if they had ever visited Molalla River State Park before their most recent trip. Table 6 shows that 73% of respondents had visited this park before, whereas 27% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	73
No, not visited park before	27

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that users had visited an average of over 11 times in the past 12 months. The highest proportion (21%) had visited the park three to five times, with 19% visiting six to 12 times and another 18% visiting over 24 times. Only 8% of day users had never visited the park before.

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

	Day Users (%)
0 Trips	8
1 Trip	12
2 Trips	16
3 to 5 Trips	21
6 to 12 Trips	19
13 to 24 Trips	6
More than 24 Trips	18
Mean / average trips	11.07

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

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Molalla River State Park on their most recent trip. Table 8 shows that the

average group size was over four and a half people. Groups most commonly consisted of two people (29%), or one person (26%).

Table 8. Day user group size at the park

	Day Users (%) <sup>a</sup>
1 person (alone)	26
2 people	29
3 or 4 people	19
5 to 10 people	12
11 to 25 people	3
More than 25 people	11
Mean / average	4.61

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

**Bringing Dogs to the Park.** The questionnaires asked respondents if they or anyone else in their group brought dog(s) with them to Molalla River State Park. Table 9 shows that 43% of park users brought dogs with them and 57% did not bring dogs.

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

	Day Users (%)
No, did not bring dog(s)	57
Yes, brought dog(s)	43

**Transportation to the Park.** Respondents were asked how they got to Molalla River State Park on their most recent trip. Table 10 shows that the majority of all users arrived at the park in their family’s personal vehicle (91%), 7% arrived in somebody else’s vehicle, and 2% arrived in another form of transportation. Bicycling and work vehicle were the most popular “other” ways people reached the park. On average, there were 2.46 people in each personal family vehicle, 3.00 people in somebody else’s vehicle, and 1.00 people in other forms of transportation. For all day use vehicles, there was an average of 2.47 people in the vehicle.

Table 10. Day user transportation to the park

	Day Users (%)
My family’s personal vehicle <sup>a</sup>	91
Somebody else’s personal vehicle <sup>b</sup>	7
Other <sup>c</sup>	2

<sup>a</sup> Number of people in vehicle: mean / average = 2.46

<sup>b</sup> Number of people in vehicle: mean / average = 3.00

<sup>c</sup> Number of people in vehicle: mean / average = 1.00

**Reasons for Visiting.** Visitors were asked if this park was the main reason for their trip. Table 11 shows that 70% of users considered this park as their main destination for recreational activities, whereas 14% of users indicated their visit was a side trip and primarily for business, family, or other reasons. Another 11% of users indicated that this park was not their main destination for recreational activities.

Table 11. Day users in whether the park was their main destination

	Day Users (%)
Primarily for recreation – this park was main destination	70
Primarily for business, family, or other reasons – park was side trip	14
Primarily for recreation – main destination was not this park	11
Some other reason	5

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Molalla River State Park for this visit. As shown in Table 12, most users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (63%) or stayed home (15%). Furthermore, if unable to visit the park, day users reported that they would have traveled almost 16 miles to participate in the same activity and over 12 miles to participate in a different activity.

Table 12. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity <sup>a</sup>	63
Stayed home	15
Come back another time	8
Gone somewhere else for a different activity <sup>b</sup>	8
Something else (none of these)	5
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 = 15.79 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 = 12.17 miles.

Respondents were also asked to specify what other park they would consider going to if they had not been able to go to Molalla River State Park. Many users indicated that they would visit Champoeg State Park, Clackamette Park, Mary S. Young SRA, Sauvie Island, Silver Falls State Park, Willamette Mission State Park, Wilsonville Memorial Park, Tryon Creek State Park, Forest Park, and city parks in Canby (Canby Community Park, Eco Park, Maple Park, and Wait Park).

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

- The most popular activities were hiking or walking (72%), picnicking or barbecuing (41%), dog walking (39%), and sightseeing (34%). The least popular activities were fishing (8%), bicycling on local roads (8%), boating (motor, canoe, kayak; 9%), and running or jogging (9%).
- The most common main activity groups were picnicking or barbecuing (28%), hiking or walking (25%), and dog walking (20%). The least common activity groups were bird or wildlife watching (1%), outdoor photography (1%), fishing (2%), boating (motor, canoe, kayak; 2%), and bicycling on local roads (2%).
- Day users spent an average of almost three hours in the park, with 75% of users spending up to three hours in the park. The majority of day users spent either one hour (35%), or two hours (25%) in the park.
- Most visitors were local with 93% living within 30 miles from the park, and another 8% originating over 30 miles from the park. Day users, on average, traveled approximately 15 miles to visit the park.

- In total, 73% of respondents had visited this park before, whereas 27% had not visited previously.
- Users had visited an average of over 11 times in the past 12 months. The highest proportion (21%) had visited the park three to five times, with 19% visiting six to 12 times and another 18% visiting over 24 times. Only 8% of day users had never visited the park before.
- Average group size was over four and a half people, but this average was skewed by a few extremely large groups. Groups most commonly consisted of two people (29%), or one person (26%).
- In total, 43% of park users brought dogs with them and 57% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (91%), 7% arrived in somebody else's vehicle, and 2% arrived in another form of transportation. Bicycling and work vehicle were the most popular "other" ways people reached the park. On average, there were 2.46 people in each personal family vehicle, 3.00 people in somebody else's vehicle, and 1.00 people in other forms of transportation. For all day use vehicles, there was an average of 2.47 people in the vehicle.
- Most users (70%) considered this park as their main destination for recreational activities, whereas 14% of users indicated their visit was a side trip and primarily for business, family, or other reasons. Another 11% of users indicated that this park was not their main destination for recreational activities.
- If they had been unable to go to Molalla River State Park for this visit, most park visitors would have either gone somewhere else for the same activity (63%) or stayed home (15%). Furthermore, if unable to visit the park, day users reported that they would have traveled almost 16 miles to participate in the same activity and over 12 miles to participate in a different activity.
- If they had been unable to go to Molalla River State Park for this visit, many day users would have gone to Champoeg State Park, Clackamette Park, Mary S. Young SRA, Sauvie Island, Silver Falls State Park, Willamette Mission State Park, Wilsonville Memorial Park, Tryon Creek State Park, Forest Park, and city parks in Canby (Canby Community Park, Eco Park, Maple Park, and Wait Park).

**Physical Activity and Other Health Benefits**

Day users were asked their extent of participation in moderate physical activity (e.g., walking, bicycling, canoeing at a moderate pace), and vigorous physical activity (e.g., jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly) during their trip to Molalla River State Park (Table 13). Approximately 73% of day users indicated participating in moderate physical activity, while 27% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 52 minutes participating in moderate physical activity and almost 44 minutes participating in vigorous physical activity.

Table 13. Day user participation in moderate and vigorous physical activity during visit <sup>a</sup>

Moderate Physical Activity	
No	27
Yes	73
Avg (min)	51.96
Vigorous Physical Activity	
No	72
Yes	28
Avg (min)	43.79

<sup>a</sup> Cell entries are percentages (%) of users who reported participating in physical activity unless otherwise specified as average minutes participating in moderate or vigorous physical activity.

Furthermore, 41% of all visitors indicated that their level of physical activity during their visit to Molalla River State Park was about the same as their daily life, whereas 35% indicated it was more, and 24% indicated it was less (Table 14).

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

	Day Users (%)
Physical activity ABOUT THE SAME as daily life	41
Physical activity MORE than daily life	35
Physical activity LESS than daily life	24

Park visitors were asked to rate the degree that their visit to Molalla River State Park had improved their mental and physical health. Table 15 shows that, overall, park visitors reported their visit helped to reduce stress (78%), reduce anxiety (75%), and improve mental health (78%). Fewer users indicated that their visit improved their level of physical fitness (64%) or improved their physical health (65%).

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

	Day Users (%) <sup>a</sup>
Reducing stress	78
Reducing anxiety	75
Improving mental health	78
Improving physical health	65
Improving level of physical fitness	64

<sup>a</sup> Cell entries are percentages (%) of users who reported benefiting “much” or “a great deal” from visit to park.

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

- Approximately 73% of day users indicated participating in moderate physical activity, while 27% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 52 minutes participating in moderate physical activity and almost 44 minutes participating in vigorous physical activity
- Approximately 41% of all visitors indicated that their level of physical activity during their visit to Molalla River State Park was about the same as their daily life, whereas 35% indicated it was more, and 24% indicated it was less.
- Park visitors reported their visit helped to reduce stress (78%), reduce anxiety (75%), and improve mental health (78%). Fewer users indicated that their visit improved their level of physical fitness (64%) or improved their physical health (65%).

**Visitor Spending**

Park visitors were asked to estimate how much they and the other members of their party spent on their trip within 30 miles of Molalla River 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. Visitor responses were excluded under the following conditions:

- The number of nights spent away from home in the local area was greater than 30,

- The reported size of the group was greater than 10 individuals,
- Spending per day/night was greater or equal to \$500 or spending on recreation and equipment rental was greater or equal to \$500 in total.

Table 16 includes the percentages of all park day users that are local and non-local visitors. Most visitors to the park are local (living 30 miles or less from the park).

Table 16. Day users, local / non-local

	Day Users (%)
Local	93
Non-Local	7

Table 17 shows the proportion of total spending for local and non-local day users and reported on a party trip basis. The majority of local day users reported spending \$1-\$25 (30%), or spending no money (28%), while the majority of non-local day users reported spending no money (71%). The largest percentages of all day users reported spending no money (33%) or \$1-\$25 (25%).

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

	Local (%)	Non-local (%)	All (%)
Spent no money	28	71	33
\$1 - \$25	30	0	25
\$26 - \$50	16	0	16
\$51 - \$150	14	14	13
\$151 - \$350	11	14	10
\$351 - \$500	2	0	2

Table 18 includes the proportion of visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). Overall, most visitors to Molalla River State Park reported spending some money on gasoline and oil (72%), and groceries (52%).

Table 18. Local and non-local day user party spending of any dollars in eight spending categories

Spending Categories	Local (%)	Non-local (%)	All (%)
Gasoline and oil	72	29	67
Groceries	63	29	58
Restaurants and bars	41	29	38
Recreation and equipment (guide fees, equipment rental)	28	14	25
Camping	28	0	24
Souvenirs, clothing, and other miscellaneous	18	14	17
Park entry, parking, or recreation use fees	29	0	14
Motel, lodge, cabin, B&B, other lodging	16	0	13

Visitors indicated that they would spend no more than an average of about \$42 than they already spent at Molalla River State Park before they would consider not taking the trip (Table 19). The highest percentage of day users (53%) would not be willing to spend any additional money, with another 18% willing to spend \$1-\$25 more than they already spent.

Table 19. Day user additional spending before deciding not to visit

	Day Users (%)
No more than already spent	53
\$1 - \$25	18
\$26 - \$50	13
\$51 - \$150	7
\$151 - \$350	7
\$351 - \$550	0
\$551 – and up	2
Avg (\$)	41.51

Respondents were asked to indicate if they were staying away from home within 30 miles of Molalla River State Park, and the number of nights they were staying if they were. Table 20 shows that 7% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over one night (1.20).

Table 20. Day user nights staying away from home within 30 miles of park

	Day Users
Staying away from home <sup>a</sup>	7
Mean number of nights <sup>b</sup>	1.20

<sup>a</sup> Cell entries in this row are percentages (%) of visitors staying away from home within 30 miles.

<sup>b</sup> Cell entries in this row are mean (avg) nights staying away from home within 30 miles.

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

- Most visitors to the park are local (living 30 miles or less from the park).
- The majority of local day users reported spending \$1-\$25 (30%), or spending no money (28%), while the majority of non-local day users reported spending no money (71%). The majority of all day users reported spending no money (33%) or \$1-\$25 (25%).
- Overall, most visitors to Molalla River State Park reported spending some money on gasoline and oil (72%), and groceries (52%).
- Day users reported that they would spend no more than an average of about \$42 than they already spent before deciding not to visit the park. The largest percentage of day users (53%) would not be willing to spend any additional money, with another 18% willing to spend \$1-\$25 more than they already spent.
- Approximately 7% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of over one night (1.20).

**Obtaining Information about the Parks**

The questionnaires contained several questions examining how users obtained information about state parks such as Molalla River State Park and whether they were able to obtain the information they needed. Table 21 shows that most users (90%) were able to find the information they needed when planning their visit to this park, and the few (10%) who did not find the information they needed would like directional road signs in Canby, signage within the park, park maps, and crowding information.

Table 21. Whether day users found the information needed about the park

	Day Users (%)
Yes, found the information needed	90
No, did not find the information needed <sup>a</sup>	10

<sup>a</sup> The most popular information needed was: directional road sign in Canby, signage within the park, park maps, and crowding information.

Respondents were also presented with a list of 16 possible sources for finding information and asked how often they obtained information from these sources when thinking about visiting a park such as Molalla River State Park. Table 22 shows that the most heavily used sources of information were previous visits (73%), friends or family members (71%), highway signs (62%), and official internet websites (61%). The least used sources were health care providers (12%), videos / DVDs (14%), work (20%), and radio (20%). The most popular other ways users obtained information about the park was through word of mouth, been visiting for years, by accident, and an event invitation.

Table 22. Day user use of information sources

	Day Users (%) <sup>a</sup>
Previous visit	73
Friends or family members	71
Other	63
Highway signs	62
Official internet websites	61
Brochures	44
Magazines	32
Social media websites	30
Books	30
Newspapers	29
Community organization or church	24
Television	22
Radio	20
Work	20
Videos / DVDs	14
Health care providers	12

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

<sup>b</sup> The most popular “other” ways were: word of mouth, been visiting for years, by accident, and an event invitation.

Respondents were then asked to specify from this list of information sources what one source they would first use when obtaining information about a park such as Molalla River State Park. Table 23 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%),

and friends or family members (22%) were the first primary sources used by most respondents. Few people used other sources when obtaining information.

Table 23. Day user’s primary information sources

	Day Users (%)
Official internet websites	49
Friends or family members	22
Previous visit	7
Brochures	5
Highway signs	5
Community organization or church	3
Other	3
Social media websites	1
Books	1
Television	1
Health care providers	1
Work	1

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

- Most users (90%) were able to find the information they needed when planning their visit to this park, and the few (10%) who did not find it would like information on directional road signs in Canby, signage within the park, park maps, and crowding information.
- The most heavily used sources of information were previous visits (73%), friends or family members (71%), highway signs (62%), and official internet websites (61%). The least used sources were health care providers (12%), videos / DVDs (14%), work (20%), and radio (20%). The most popular other ways users obtained information about the park was through word of mouth, been visiting for years, by accident, and an event invitation.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%), and friends or family members (22%) were the first primary sources used by most respondents to obtain information about the park. Few people used other sources when obtaining information.

**Satisfaction with Experiences and Conditions**

**Overall Satisfaction.** Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Molalla River State Park?” Table 24 shows that overall satisfaction was somewhat high, as 89% were satisfied and a small amount of respondents (11%) were dissatisfied. In addition, the highest proportion of users was “very satisfied” (46%).

Table 24. Day user overall satisfaction

	Day Users (%)
Very Satisfied	46
Satisfied	43
Dissatisfied or Neutral	11

**Satisfaction and Expectations with Specific Characteristics.** Although most users were satisfied with their overall visit at Molalla River 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 Molalla River 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 25. Day user specific *expectations* at the park

	Day Users (%) <sup>a</sup>
Overall cleanliness of park (e.g., graffiti, lawn care)	93
Cleanliness / conditions of toilets / bathrooms	89
Absence of litter	85
Number of park trails	81
Number of toilets / bathrooms	80
Personal safety	80
Parking for vehicles	80
Opportunities to escape crowds of people	79
Courteousness of park rangers / personnel	76
Condition / maintenance of park trails	73
Signs with directions to the park	68
Signs with directions within the park	65
Variety of things to do	64
Facilities for groups to gather	63
Information specifically about conditions or hazards in the park	61
Presence of park rangers / personnel	49
Ease of movement or access (e.g., wheelchair, elderly, stroller)	49
Quality of information / education programs or materials	48
Number of information / education programs or materials	42

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

Table 25 shows that the most important characteristics about the park were the overall cleanliness of park (e.g., graffiti, lawn care; 93%), cleanliness / conditions of toilets / bathrooms (89%), and the absence of litter (85%). The least important attributes were the number and quality of information / education programs and materials (42% to 48), the ease of movement or

access (e.g., wheelchair, elderly, stroller; 49%), and the presence of park rangers / personnel (49%).

Table 26 shows that the majority of users were satisfied with most of these characteristics at Molalla River State Park. Users were most satisfied with the overall cleanliness of park (e.g., graffiti, lawn care; 92%), number of toilets / bathrooms (86%), and absence of litter (86%). Users were least satisfied with the quality and number of information / education programs or materials (51% to 54%), information specifically about conditions or hazards in the park (58%), signs with directions within the park (62%), and the ease of movement or access (e.g., wheelchair, elderly, stroller; 62%).

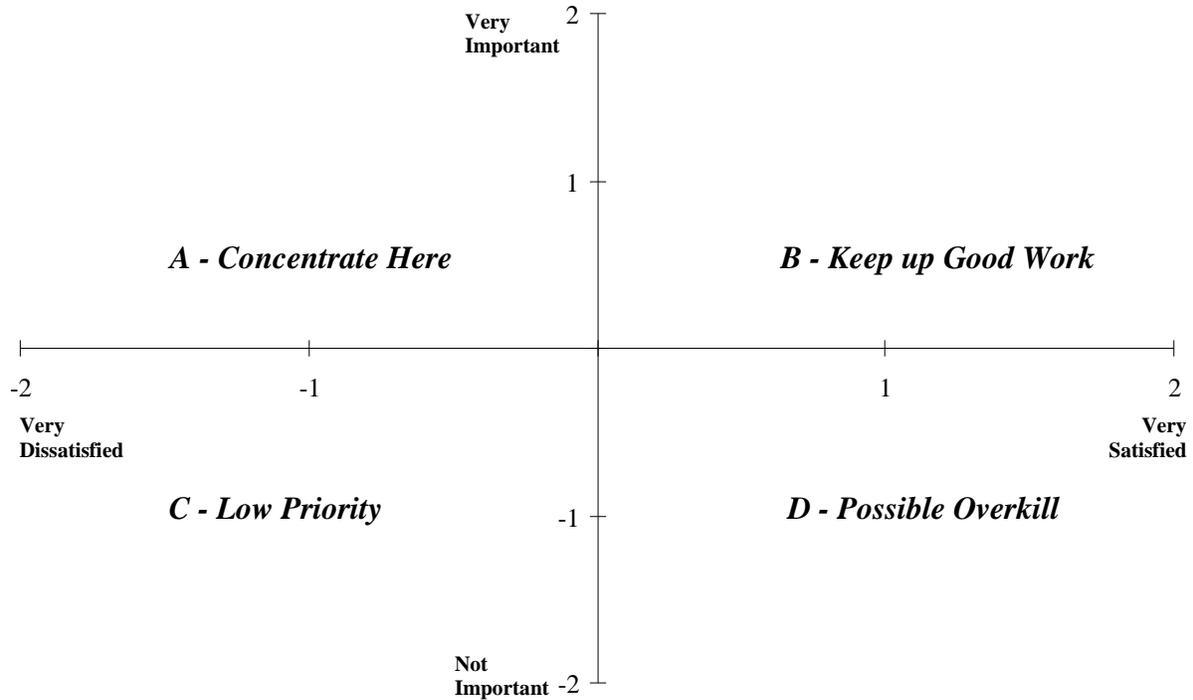
Table 26. Day user specific *satisfactions* at the park

	Day Users (%) <sup>a</sup>
Overall cleanliness of park (e.g., graffiti, lawn care)	92
Number of toilets / bathrooms	86
Absence of litter	86
Cleanliness / conditions of toilets / bathrooms	80
Personal safety	80
Opportunities to escape crowds of people	79
Parking for vehicles	77
Courteousness of park rangers / personnel	74
Condition / maintenance of park trails	74
Number of park trails	73
Signs with directions to the park	68
Presence of park rangers / personnel	67
Variety of things to do	67
Facilities for groups to gather	64
Ease of movement or access (e.g., wheelchair, elderly, stroller)	62
Signs with directions within the park	62
Information specifically about conditions or hazards in the park	58
Number of information / education programs or materials	54
Quality of information / education programs or materials	51

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

**Importance – Performance Analysis.**

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



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

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

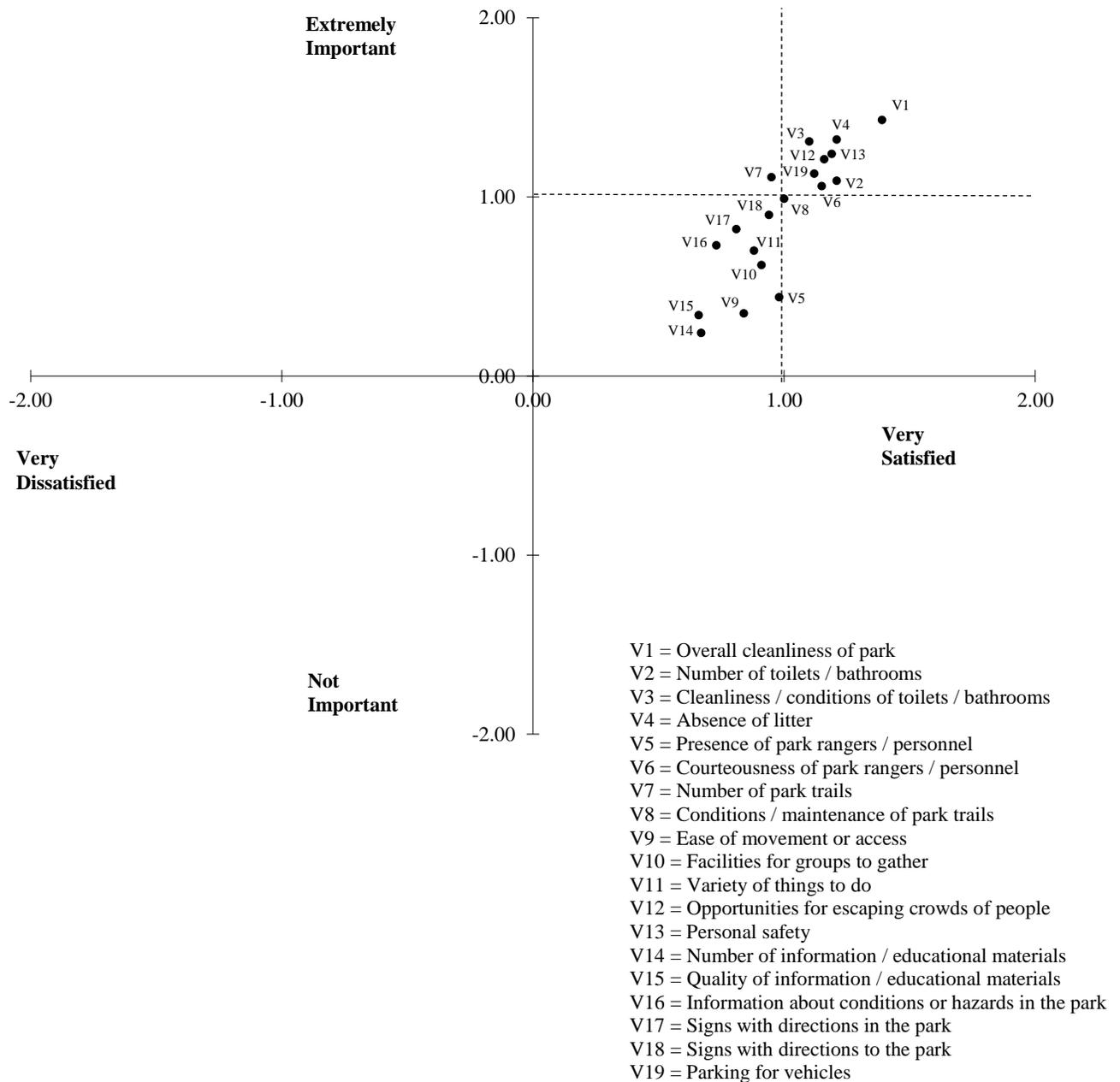


Figure 2 is the I-P matrix for day users. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Molalla River State Park. For this state park visitor survey project,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

that was important to day users, but these users were only slightly satisfied with this attribute. These results show that managers should consider evaluating the number of trails in the park.

Respondents were asked several additional questions about their satisfaction with Molalla River State Park, including this park’s natural environment, facilities and services, and fees. Users were also asked how likely they would return to this state park. Table 27 shows high user satisfaction with the natural environment (90%), and the facilities and services (83%). In total, 88% of respondents said they were likely to return to this park in the future.

Table 27. Day user likelihood of returning and satisfaction with the park facilities and environment

	Day Users (%)
Satisfaction with natural environment <sup>a</sup>	90
Satisfaction with facilities and services <sup>a</sup>	83
Likelihood of returning <sup>b</sup>	88

<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.

Table 28 shows that all almost all visitors (96%) to Molalla River State Park would recommend the park to their friends or family. Reasons respondents indicated they would not recommend the park were because there is not enough tree coverage, there is no clear path to the beach, the trails are too short, and the activities offered are not desirable.

Table 28. Day user recommendation of park to friends and family

	Day Users (%)
Yes, recommend park	96
No, would not recommend park	4

**Outstanding Features.** Users also provided 90 verbatim open ended comments on what they found to be the most outstanding features or things to do at Molalla River State Park. The most common outstanding features or things to do involved: (a) the cleanliness of restroom facilities; (b) facilities for dogs to run and play; (c) river access and activities (fishing, boating); (d) picnic facilities; (e) openness and limited crowds; (f) natural and peaceful settings; and (g) trails for hiking and walking.

**Perceived Crowding.** *Perceived crowding* is a subjective and negative evaluation that this reported number of encounters or people observed in an area is too many. Research suggests that when users perceived an area to be crowded, they likely encountered more than their maximum

acceptance (i.e., their norm) of impacts (e.g., use levels) for the particular setting (Manning, 2010; Needham & Rollins, 2009).

Table 29 shows that, on average, day users felt not at all to slightly crowded. More specifically, 36% of all park users felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989), and Vaske and Shelby (2008), these results suggest that crowding in this park is in the “low normal” range, and access, displacement, or crowding problems are not likely to exist and may offer unique low-density experiences.

Table 29. Day user crowding evaluations

	Day Users
Perception of crowding <sup>a</sup>	2.55
Reported feeling crowded (%)	36

<sup>a</sup> Mean on 9 point crowding scale of 1-2 “not at all crowded” to 3-4 “slightly crowded” to 5-7 “moderately crowded” to 8-9 “extremely crowded.” (Median = 2, Mode = 1).

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

- Users considered the most important characteristics at this park were the overall cleanliness of park (e.g., graffiti, lawn care; 93%), cleanliness / conditions of toilets / bathrooms (89%), and the absence of litter (85%). The least important attributes were the number and quality of information / education programs and materials (42% to 48), the ease of movement or access (e.g., wheelchair, elderly, stroller; 49%), and the presence of park rangers / personnel (49%).
- Overall satisfaction among users was somewhat high, as 89% were satisfied with the highest proportion of users being “very satisfied” (46%). A small amount of respondents (11%) were dissatisfied.
- Users were most satisfied with the overall cleanliness of park (e.g., graffiti, lawn care; 92%), number of toilets / bathrooms (86%), and absence of litter (86%). Users were least satisfied with the quality and number of information / education programs or materials (51% to 54%), information specifically about conditions or hazards in the park (58%), signs with directions within the park (62%), and the ease of movement or access (e.g., wheelchair, elderly, stroller; 62%).

- 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. There was, however, one attribute that was important to day users, but these users were only slightly satisfied with this attribute. These results show that managers should consider evaluating the number of trails in the park.
- Most respondents were also satisfied with the natural environment (90%), and the facilities and services (83%).
- Most respondents (88%) said they were likely to return to this park in the future.
- Almost all visitors (96%) to Molalla River State Park would recommend the park to their friends or family. Reasons respondents indicated they would not recommend the park were because there is not enough tree coverage, there is no clear path to the beach, the trails are too short, and the activities offered are not desirable.
- The most commonly reported outstanding features and things to do at Molalla River State Park involved: (a) the cleanliness of restroom facilities; (b) facilities for dogs to run and play; (c) river access and activities (fishing, boating); (d) picnic facilities; (e) openness and limited crowds; (f) natural and peaceful settings; and (g) trails for hiking and walking.
- Day users felt not at all to slightly crowded, with 36% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the “low normal” range, and access, displacement, or crowding problems are not likely to exist and may offer unique low-density experiences.

### **Attitudes About Programs and Management Strategies**

***Let's Go Program Interest.*** The questionnaires asked respondents to indicate if they, or their family members, would consider participating in a weekend program (i.e., Let's Go program) for beginners to learn basic outdoor skills and to identify all of the skills they would be interested in learning about. Table 30 indicates that almost two thirds (64%) of all day users would consider participating in such a program at a nearby park. From those who indicated overall interest in Let's Go programs, the most popular programs were hiking (35%), kayaking (31%), birding (30%), fishing (29%), camping (28%), and stargazing (28%). The least supported Let's Go

programs were geocaching (9%), disc golfing (11%), horseback riding (14%), rock climbing (15%), and mountain biking (15%). The most popular “other” programs visitors were interested in learning about were jet skiing, sailplane flying, survival skills, wildlife viewing, and water activities.

Table 30. Day user consideration of participating in “Let’s Go” programs

	Day Users (%) <sup>a</sup>
Overall Interest	
Yes	64
Specific Program Interest	
Hiking	35
Kayaking	31
Birding	30
Fishing	29
Camping	28
Stargazing	28
Canoeing	25
Rafting	19
Scenic bicycling on roads	17
Mountain biking	15
Rock climbing	15
Horseback riding	14
Disc golfing	11
Geocaching	9
Other <sup>b</sup>	7

<sup>a</sup> Cell entries are percentages (%) of users who reported interest in “Let’s Go” programs.

Percentages do not sum to 100% because respondents could check more than one program from the list.

<sup>b</sup> The most popular “other” programs were: jet skiing, sailplane flying, survival, wildlife viewing, water activities.

Respondents were also asked if they, or members of their group, participated in any concession service / activity such as a guided tour (e.g., fishing, rafting, bicycling, scenic, historic) or equipment rental (e.g., kayak, bicycle). Table 31 shows that 5% of day users utilized a concession service or activity while at Molalla River State Park. The most popular concession services / activities were fishing, food, history and kayaking.

Table 31 Day user participation in concession services/activities

	Day Users (%)
Utilized a concession service/activity <sup>a</sup>	5
Did not utilize a concession service/activity	95

<sup>a</sup> The most popular concession services/activities indicated were: fishing, food, history, and kayaking.

**Attitudes About Management Strategies.** Several items in the questionnaire examined user attitudes about possible management strategies at Molalla River State Park. Users were asked, for example, the extent they opposed or supported several potential new strategies for this park. Table 32 shows that the most strongly supported strategies were to provide more opportunities for hiking (77%), more opportunities for escaping crowds (75%), more opportunities for viewing wildlife (75%), more recycling containers (65%), and more information / education (nature, history, archeology; 65%). The least supported strategies were to close the park to all recreation and tourism activities (13%), provide food for sale (23%), limit the number of people and large groups allowed per day (25% to 26%), and provide downloadable mobile phone applications (28%).

Table 32. Day user attitudes about management at the park

	Day Users (%) <sup>a</sup>
More opportunities for hiking	77
More opportunities for escaping crowds	75
More opportunities for viewing wildlife	75
More recycling containers	65
More information / education (nature, history, archeology)	65
More trash cans	62
More group picnic areas	56
Restore park to historical condition	56
Natural buffers to block views of development outside park	55
Make the park more pet friendly	51
Do not change anything / keep things as they are now	50
Improved maintenance or upkeep of facilities / services	49
More paved trails	45
More enclosed shelters	43
More programs led by park rangers	42
Require all dogs be kept on leash at all times	37
Wireless internet access within the park	31
Downloadable mobile phone applications	28
Limit the number of large groups allowed per day	26
Limit the number of people allowed per day	25
Food for sale (restaurants, snack shops, etc.)	23
Close this park to all recreation / tourism activities	13

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

Park users were also asked the extent that they would oppose or support possible service reductions at Molalla River State Park. Table 33 shows overall low support for service reductions with the highest support for returning the park to a natural area (26%) and reduced

ground maintenance (16%). The least supported service reductions were for reduced janitorial services (7%), and scaled down facilities (e.g., restrooms, shelters; 8%).

Table 33. Day user support of possible service reductions at the park

	Day Users (%) <sup>a</sup>
Return the park to natural area	26
Reduced ground maintenance	16
Fewer ranger patrols	13
Fewer hours open	11
Scaled down facilities	8
Reduced janitorial services	7

<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:

- Almost two thirds (64%) of day users would consider participating in a Let’s Go program. Programs with the most interest were hiking (35%), kayaking (31%), birding (30%), fishing (29%), camping (28%), and stargazing (28%). The least supported Let’s Go programs were geocaching (9%), disc golfing (11%), horseback riding (14%), rock climbing (15%), and mountain biking (15%). The most popular “other” programs visitors were interested in learning about were jet skiing, sailplane flying, survival skills, wildlife viewing, and water activities.
- Approximately 5% of day users indicated using a concession service or activity (e.g., fishing, rafting, bicycling, scenic or historic tour) while at Molalla River State Park. The most popular concession service / activity were fishing, food, history and kayaking.
- Users most strongly supported management strategies designed to provide more opportunities for hiking (77%), more opportunities for escaping crowds (75%), more opportunities for viewing wildlife (75%), more recycling containers (65%), and more information / education (nature, history, archeology; 65%). The least supported strategies were to close the park to all recreation and tourism activities (13%), provide food for sale (23%), limit the number of people and large groups allowed per day (25% to 26%), and provide downloadable mobile phone applications (28%).
- There was overall low support for service reductions in the park. The highest support was for returning the park to a natural area (26%) and reduced ground maintenance (16%). The least supported service reductions were for reduced janitorial services (7%), and scaled down facilities (e.g., restrooms, shelters; 8%).

**Sociodemographic Characteristics of Users**

Table 34 shows demographic characteristics of users. There were more female (53%) than male (47%) users at Molalla River State Park. The average age of respondents was 49 years old, and the largest proportions of users were 40 to 49 years old (22%), and 30 to 39 years old (18%). Most respondents were white (i.e., Caucasian; 80%), with fewer Hispanic / Latino (14%), Asian (2%), American Indian or Alaskan Native (1%), and Black or African American (1%). The average annual household income before taxes of respondents was approximately \$53,200, and the largest proportion of users had incomes from \$30,000 to \$49,999 (28%), \$70,000 to \$89,999 (17%), and \$10,000 to \$29,999 (17%). Visitors to Molalla River State Park appear generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all users (92%) considered English as the primary language spoken in their homes.

Table 34. Day user demographic characteristics

	Day Users <sup>a</sup>
<b>Gender</b>	
Female	53
Male	47
<b>Age</b>	
Less than 20 years old	3
20 – 29 years	12
30 – 39 years	18
40 – 49 years	22
50 – 59 years	14
60 – 69 years	15
70 – 79 years	16
80+ years old	0
Average age (mean years)	49
<b>Household income (before taxes)</b>	
Less than \$10,000	5
\$10,000 – \$29,999	17
\$30,000 – \$49,999	26
\$50,000 – \$69,999	13
\$70,000 – \$89,999	17
\$90,000 – \$109,999	9
\$110,000 – \$129,999	7
\$130,000 – \$149,999	5
\$150,000 – \$169,999	0
\$170,000 or more	2
Average income (mean dollars)	53,200
<b>Ethnicity</b>	
White (Caucasian)	80
Hispanic / Latino	14
Asian	2
American Indian or Alaskan Native	1
Black / African American	1
Other	3
<b>Language spoken most often at home</b>	
English	92
Spanish	6
Other	3

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

Table 35 shows that all users resided in the USA (100%). Furthermore, 93% of users resided in Oregon, 4% resided in California, and 3% resided in other states. Among users, 76% of park users resided in the Portland Metro region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 13% resided in the Willamette Valley region, 2% resided in the Mt Hood / Gorge region, and 1% resided in the Coastal region of the state. No respondents lived in the Southern, Eastern, or Central regions of the state.

Table 35. Day user location of residence

	Day Users (%)
Country	
USA	100
State	
Oregon <sup>a</sup>	93
California	4
Other <sup>b</sup>	3

<sup>a</sup> In total, 76% of park users resided in the Portland Metro region of Oregon, 13% resided in the Willamette Valley region, 2% resided in the Mt Hood / Gorge region, and 1% resided in the Coastal region of the state. No respondents lived in the Southern, Eastern, or Central regions of the state.

<sup>b</sup> Less than 1% of day users came from Washington, Missouri, and Minnesota.

Table 36 shows that 74% of users said that nobody in their group had a disability, whereas 26% had at least one group member with a disability. Of those who had a disability, 24% was associated with walking, 7% with hearing, 2% with sight, and another 2% with learning.

Table 36. Day user disabilities

	Day Users (%)
Disability in group	
No	74
Yes <sup>a</sup>	26

<sup>a</sup> Types of disabilities: walking = 24%, hearing = 7%, learning = 2%, and sight = 2%.

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

- There were more female (53%) than male (47%) users at this park.
- The average age of users was approximately 49 years old, and the largest proportions of users were 40 to 49 years old (22%), and 30 to 39 years old (18%).
- The average annual household income before taxes of respondents was approximately \$53,200, and the largest proportion of users had incomes from \$30,000 to \$49,999 (28%), \$70,000 to \$89,999 (17%), and \$10,000 to \$29,999 (17%). Visitors to Molalla River

State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).

- Most respondents were white (i.e., Caucasian; 80%), with fewer Hispanic / Latino (14%), Asian (2%), American Indian or Alaskan Native (1%), and Black or African American (1%).
- Almost all respondents (92%) reported English as their primary language spoken in their homes.
- Approximately 93% of users resided in Oregon, 4% resided in California, and 3% resided in other states. Among users, 76% of park users resided in the Portland Metro region of Oregon, 13% resided in the Willamette Valley region, 2% resided in the Mt Hood / Gorge region, and 1% resided in the Coastal region of the state. No respondents lived in the Southern, Eastern, or Central regions of the state.
- In total, 74% of users said that nobody in their group had a disability, whereas 26% had at least one group member with a disability. Of those who had a disability, 24% was associated with walking, 7% with hearing, 2% with sight, and another 2% with learning.

## ***RECOMMENDATIONS***

### **Management Recommendations**

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

- Almost all day and overnight users traveled to this park in their own vehicles (91%), so adequate parking is important and should be considered in planning and management.
- A majority of all users (89%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality (51%), and amount (54%) of information and education materials and programs. Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that over 31% of park visitors were over the age of 60 and 26% of users had disabilities (24% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.

- Approximately 36% of day users felt some level of crowded at the park. These results suggest that crowding in this park is in the “low normal” range, and access, displacement, or crowding problems are not likely to exist and may offer unique low-density experiences.
- Users most strongly supported strategies designed to provide more opportunities for hiking (77%), more opportunities for escaping crowds (75%), more opportunities for viewing wildlife (75%), more recycling containers (65%), and more information / education (nature, history, archeology; 65%). Managers may want to consider some or all of these strategies.
- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. There was, however, one attribute that was important to day users that fell into the “concentrate here” category, indicating that users were only slightly satisfied with this important attribute. These results show that managers should consider evaluating the number of trails in the park.
- The largest proportion of users depended on official internet websites (49%) as the first primary source of obtaining information about parks such as Molalla River State Park. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (90%) were able to find the information they needed when planning their visit to Molalla River State Park. However, some visitors (10%) were not able to find all information needed. The most popular information needed was directional road signs in Canby, signage within the park, park maps, and crowding information.
- Users also provided 90 verbatim open ended comments on what they found to be the most outstanding features or things to do at Molalla River State Park. The most common outstanding features and things to do involved: (a) the cleanliness of restroom facilities; (b) facilities for dogs to run and play; (c) river access and activities (fishing, boating); (d) picnic facilities; (e) openness and limited crowds; (f) natural and peaceful settings; and (g) trails for hiking and walking. This information could be added to the Molalla River State Park website to inform future visitors regarding what other visitors feel are the most outstanding features at the park.

- Users provided 64 verbatim open ended positive and negative comments, and suggestions for possible improvement of Molalla River State Park and other park related issues. The most common concerns raised involved: (a) a need for play structures for children; (b) safer and more access to the river and beach; (c) more and longer trails; (d) better enforcement of off leash dogs and the mess created by dogs; (e) signage on trails and throughout park; (f) sports facilities (basketball, volleyball, baseball, tennis); (g) litter on beach; (h) lawn maintenance (mowing, water); (i) dog facilities (water, fenced in dog run); and (j) noise from motor boats.

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## **APPENDIX A: OPEN-ENDED COMMENTS**

### *Positive Comments*

- We have enjoyed our time here. Thank you.
- Doing a good job already. Thank you for your service.
- Everything else is great.
- I am from Coos Bay and love the park. Thank you.
- I like it the way it is.
- I like the park the way it is.
- I love MRSP. I come here with my well trained dog about 3-7 times per week. Thank you for your work here.
- I sort of like things here the way they are.
- Otherwise park was great.
- It has its own charm.
- It is a very nice park and I enjoy it very much. Thank you.
- Just keep it the same. It is wonderful.
- Keep it just as beautiful as it is.
- Keep the great volunteers. First time to park. Good times.
- Leave it the way it is please.
- Molalla River State Park is one of my favorite parks.
- No changes required.
- Park Ranger, or host, does an excellent job keeping the park maintained.
- Picked berries; so happy.
- This is a fabulous place. We have two kids and we have had their birthday parties here every year for the past 5 years.
- Thanks for the park usage. Oregon Parks are doing a good job.

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

- A little more litter patrol on the sandy beach.
- Add camping.
- Better locations for fishing, such as marked banks.
- Bigger trails & fewer bees would be nice.
- Disc golf course would be great.
- Came to pick up canoeing friends. Too much motorboat traffic for my taste.
- Camping and kids playground would be great.
- Checking boat launch for kayaking later. First time here.
- People need to clean up after themselves and keep the park clean.
- Cut the grass maybe once a week more often if it is in the budget.
- Evaluate the potential of a dog park.
- Fence around the dog run.
- Fix the bathroom and more trails.

- 
- Have a basketball court and volley ball area with sand.
  - Pavement area for more tables.
  - More shaded areas.
  - If leashes are required, have someone to enforce it. Too many unleashed dogs.
  - Keep the restrooms up.
  - Longer river walk.
  - Make dogs stay in their own area.
  - Make it more of a requirement for people to clean up after their dogs.
  - More trail signage.
  - More trails.
  - More water activities for those who can't afford boats.
  - More wheel chair trails.
  - More wooded trails would be nice.
  - Doors on all bathroom stalls, at least one set doesn't have any.
  - Need better and safer trail access to the river. Could not find a beach where the rivers converge. Need clearer paths.
  - Need to build something along the river for people to utilize the river in this park.
  - Place for kids to play.
  - Playground for kids.
  - Post a sign about good park manners for dogs and their human.
  - Have a dog water source other than the river or the slough.
  - Probably more publicity.
  - Put a fence around the dog area, please.
  - This park needs slides and swings, or a small children play area like Maple Park or Wait Park. That way they don't run off.
  - Too much ski boat noise. Radio noise from boats is annoying.
  - Very disappointed in off-leash area. We have visited before, but it is not being maintained and needs to be mowed. It is unusable. Had to go elsewhere.
  - Volleyball courts, tennis courts, basketball courts & baseball fields.
  - Water dish for dogs near the bathrooms.
  - Water the grass.
  - More trees.
  - We need a playground for kids with slides, swings, and a water fountain.

**APPENDIX B: QUESTIONNAIRES**

**Day Visitor Experiences and Perceptions  
at Molalla River State Park**



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

---

A Study Conducted by:



*Nature*  
**HISTORY**  
*Discovery*

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

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> E. Outdoor photography	<input type="checkbox"/> I. Boating (motor, canoe, kayak)
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> F. Sightseeing	<input type="checkbox"/> J. Fishing
<input type="checkbox"/> C. Running or jogging	<input type="checkbox"/> G. Picnicking or barbecuing	<input type="checkbox"/> K. Exercising dog at off-leash area
<input type="checkbox"/> D. Bicycling on local roads	<input type="checkbox"/> H. Bird or wildlife watching	<input type="checkbox"/> L. Other (write response) _____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Molalla River 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**)
  - 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 Molalla River State Park? (check **ONE**)
 

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

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

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

<input type="checkbox"/> Very Unlikely	<input type="checkbox"/> Unlikely	<input type="checkbox"/> Neither	<input type="checkbox"/> Likely	<input type="checkbox"/> Very Likely
----------------------------------------	-----------------------------------	----------------------------------	---------------------------------	--------------------------------------

11. How **important** is it to you that each of the following is at Molalla River 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
Opportunities to escape crowds of people	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5

12. Now, how **dissatisfied or satisfied** were you with the following at Molalla River 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
Opportunities to escape crowds of people.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5

13. To what extent do you **oppose or support** each of the following possible management actions at Molalla River 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
Food for sale (restaurants, snack shops, etc.)	1	2	3	4	5
Provide more group picnic areas.	1	2	3	4	5
Provide more opportunities for hiking.	1	2	3	4	5
Provide more paved trails.	1	2	3	4	5
Provide more trash cans.	1	2	3	4	5
Provide more recycling containers.	1	2	3	4	5
Provide more information / education about nature, history, or archeology.	1	2	3	4	5
Provide more programs led by park rangers.	1	2	3	4	5
Provide wireless internet access within the park.	1	2	3	4	5
Provide downloadable mobile phone applications.	1	2	3	4	5
Provide more enclosed shelters.	1	2	3	4	5
Improve maintenance or upkeep of facilities / services.	1	2	3	4	5
Require all dogs be kept on leash at all times.	1	2	3	4	5
Make the park more pet friendly.	1	2	3	4	5
Provide natural buffers to block views of development outside the park.	1	2	3	4	5
Restore it to historical conditions (e.g., replace non-native with native plants)	1	2	3	4	5
Limit the number of people allowed per day.	1	2	3	4	5
Limit the number of large groups allowed (e.g., no more than 10-20 people).	1	2	3	4	5
Close this park to all recreation / tourism activities.	1	2	3	4	5
Do not change anything / keep things as they are now.	1	2	3	4	5

As agency budgets for management of this park decrease over time, we may be faced with difficult decisions related to service reductions. Before making any changes, however, we feel that it is important to know what changes would be supported or opposed by current visitors. As a result, the following questions list various hypothetical changes that managers could make in the future. Please indicate your level of opposition or support to these possible changes.

14. To what extent would you **oppose or support** each of the following possible service reductions at Molalla River State Park **(circle one number for EACH)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	1	2	3	4	5
Fewer ranger patrols.	1	2	3	4	5
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	1	2	3	4	5
Reduced janitorial services.	1	2	3	4	5
Return the park to a natural area.	1	2	3	4	5
Reduced ground maintenance (e.g., mowing, landscaping).	1	2	3	4	5

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

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

16. **Including yourself**, how many people accompanied you at Molalla River State Park on this trip? \_\_\_\_\_ person(s)

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

18. Did anyone in your group have a disability?

- No  
 Yes → if yes, what are these disabilities? (**check ALL THAT APPLY**)  Hearing  Sight  Walking  
 Learning  Other \_\_\_\_

19. When you were thinking about visiting an Oregon State Park such as Molalla River State Park, about how often did you obtain information from each of the following sources when making your decision? (**circle one number for EACH**)

	Never		Sometimes		Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	1	2	3	4	5
B. Social media internet websites (e.g., Facebook, Twitter).	1	2	3	4	5
C. Brochures.	1	2	3	4	5
D. Newspapers.	1	2	3	4	5
E. Magazines.	1	2	3	4	5
F. Books.	1	2	3	4	5
G. Television.	1	2	3	4	5
H. Videos / DVDs.	1	2	3	4	5
I. Radio.	1	2	3	4	5
J. Community organization or church.	1	2	3	4	5
K. Health care providers.	1	2	3	4	5
L. Work.	1	2	3	4	5
M. Friends or family members.	1	2	3	4	5
N. Highway signs.	1	2	3	4	5
O. Previous visit.	1	2	3	4	5
P. Other (write response) _____	1	2	3	4	5

20. From the list of sources in question 19 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

**Letter** \_\_\_\_\_

21. When planning your visit to Molalla River 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**) \_\_\_\_\_

22. How did you get to Molalla River 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) → how many total people were in the vehicle? \_\_\_\_\_ person(s)

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

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

24. If you had NOT been able to go to Molalla River State Park for this visit, what other park(s) would you have considered going to instead? (**list park names**) \_\_\_\_\_

\_\_\_\_\_

25. Would you recommend a Molalla River State Park visit to friends or family members? (**check ONE**)

- Yes
- No → if no, why not? (**write response**) \_\_\_\_\_ see report \_\_\_\_\_

26. What do you feel are the most outstanding features or things to do at Molalla River State Park? (write response)

\_\_\_\_\_

\_\_\_\_\_

27. If Oregon State Parks offered weekend programs for beginners to learn basic outdoor skills, would you/your family consider participating in such a program at a nearby park?

- No
- Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)
  - Birding     Disc golfing     Hiking     Mountain biking     Scenic bicycling on roads
  - Camping     Fishing     Horseback riding     Rafting     Stargazing
  - Canoeing     Geocaching     Kayaking     Rock climbing     Other \_\_\_\_\_ see report \_\_\_\_\_

28. During your visit to this park, did you or members of your personal group use a concession service/activity such as a guided trip/tour (e.g., fishing, rafting, bicycling, scenic, historic) or equipment rental (e.g., kayak, bicycle)?

- No
- Yes → if yes, what type of concession service/activity (write in response)

\_\_\_\_\_

29. Did you participate in any moderate physical activity during this trip (for example walking, bicycling, canoeing at a moderate pace)? **(check ONE)**

- No
- Yes → if yes, how much time did you spend in moderate physical activity for this trip? \_\_\_\_\_ minutes

30. Did you participate in any vigorous physical activity during this trip (for example jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly)? **(check ONE)**

- No
- Yes → if yes, how much time did you spend in vigorous physical activity for this trip? \_\_\_\_\_ minutes

31. Is your level of physical activity at Molalla River State Park more than, less than, or about the same as your level of physical activity in your day-to-day life? **(check ONE)**

- My physical activity is MORE at Molalla River State Park than my daily life.
- My physical activity is LESS at Molalla River State Park than in my daily life.
- My physical activity is ABOUT THE SAME at Molalla River State Park as it is in my daily life.

32. To what degree did this Molalla River State Park visit result in the following health benefits for you? **(circle one number for EACH)**

	Not at all					A great deal
A. Reducing your stress.	1	2	3	4	5	
B. Improving your level of physical fitness.	1	2	3	4	5	
C. Improving your physical health.	1	2	3	4	5	
D. Improving your mental health.	1	2	3	4	5	
E. Reducing your anxiety.	1	2	3	4	5	

33. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip both inside the Park and within 30 miles of Molalla River State Park. **Please round off to the nearest dollar.**

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

34. Are you staying away from home either inside the Park or within 30 miles of Molalla River State Park on this trip? (**check ONE**)

No

Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?  
 \_\_\_\_\_ night(s)

35. Considering the amount that you spent on this trip, how much more would you have spent on this trip before deciding not to take it? \$\_\_\_\_\_

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

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

38. 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

\_\_\_\_\_

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

English

Spanish

Russian

Other (write response) \_\_\_\_\_

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

41. 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 Molalla River 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 Molalla River 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 by:



*Nature*  
**HISTORY**  
*Discovery*

We are conducting this survey to learn about your experiences at Molalla River 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 Molalla River State Park? (check **ONE**)
  - 28% No
  - 73% Yes → if yes, how many day trips have you made to this park in the past 12 months? (write number) 11.07 trip(s)
  
2. How many hours did you spend at Molalla River State Park on this trip? (write number) 2.77 hour(s)
  
3. Please check **all** recreation activities you did at Molalla River State Park on this trip. (check **ALL THAT APPLY**)
 

72% <b>A.</b> Hiking or walking	21% <b>E.</b> Outdoor photography	9% <b>I.</b> Boating (motor, canoe, kayak)
39% <b>B.</b> Dog walking	34% <b>F.</b> Sightseeing	8% <b>J.</b> Fishing
9% <b>C.</b> Running or jogging	41% <b>G.</b> Picnicking or barbecuing	19% <b>K.</b> Exercising dog at off-leash area
8% <b>D.</b> Bicycling on local roads	21% <b>H.</b> Bird or wildlife watching	14% <b>L.</b> Other (write response) _____

see report
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Molalla River 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**)
  - 70% Primarily for recreation – this park was my main destination
  - 11% Primarily for recreation – my main destination was NOT this park
  - 14% Primarily for business, family, or other reasons – this park was a side trip
  - 6% Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) 15.33 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Molalla River State Park? (check **ONE**)
 

3% Very Dissatisfied	4% Dissatisfied	4% Neither	43% Satisfied	46% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Molalla River State Park? (check **ONE**)
 

1% Very Dissatisfied	2% Dissatisfied	6% Neither	49% Satisfied	41% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Molalla River State Park? (check **ONE**)
 

2% Very Dissatisfied	2% Dissatisfied	12% Neither	52% Satisfied	31% Very Satisfied
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10. How unlikely or likely are you to return to Molalla River State Park in the future? (check **ONE**)
 

4% Very Unlikely	3% Unlikely	5% Neither	36% Likely	51% Very Likely
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11. How **important** is it to you that each of the following is at Molalla River State Park? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	0%	7%	44%	50%
Number of toilets / bathrooms.	2	5	12	41	39
Cleanliness / conditions of toilets / bathrooms.	1	4	6	42	47
Absence of litter.	1	2	12	35	51
Presence of park rangers / personnel.	7	13	32	26	23
Courteousness of park rangers / personnel.	2	3	20	39	37
Number of park trails.	2	5	13	43	38
Condition / maintenance of park trails.	2	6	20	39	34
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	13	10	29	27	22
Facilities for groups to gather.	10	9	19	34	28
Variety of things to do.	7	8	21	36	28
Opportunities to escape crowds of people	4	2	15	27	52
Personal safety.	2	2	16	30	50
Number of information / education programs or materials.	11	14	33	24	18
Quality of information / education programs or materials.	10	13	29	29	19
Information specifically about conditions or hazards in the park.	6	6	26	30	31
Signs about directions within the park.	5	8	22	31	34
Signs about directions to the park.	4	3	25	34	33
Parking for vehicles.	2	2	16	42	38

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	0%	8%	45%	47%
Number of toilets / bathrooms.	0	2	13	49	37
Cleanliness / conditions of toilets / bathrooms.	2	3	15	42	38
Absence of litter.	0	2	13	48	37
Presence of park rangers / personnel.	2	3	28	30	37
Courteousness of park rangers / personnel.	0	3	22	30	44
Number of park trails.	3	4	21	42	31
Condition / maintenance of park trails.	1	7	18	39	35
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	4	34	35	27
Facilities for groups to gather.	0	2	35	35	29
Variety of things to do.	1	8	24	36	31
Opportunities to escape crowds of people.	1	4	16	36	43
Personal safety.	1	2	18	37	43
Number of information / education programs or materials.	1	8	37	31	23
Quality of information / education programs or materials.	1	6	41	29	23
Information specifically about conditions or hazards in the park.	2	7	33	32	26
Signs about directions within the park.	1	6	32	35	27
Signs about directions to the park.	1	4	28	37	31
Parking for vehicles.	0	4	18	38	39

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1%	2%	23%	37%	37%
Provide more opportunities for viewing wildlife.	0	4	21	38	37
Food for sale (restaurants, snack shops, etc.)	27	24	25	13	11
Provide more group picnic areas.	4	8	33	36	20
Provide more opportunities for hiking.	2	3	19	41	36
Provide more paved trails.	7	11	37	25	20
Provide more trash cans.	3	2	33	43	19
Provide more recycling containers.	1	2	32	33	33
Provide more information / education about nature, history, or archeology.	4	0	31	36	30
Provide more programs led by park rangers.	5	6	48	22	20
Provide wireless internet access within the park.	20	12	36	17	14
Provide downloadable mobile phone applications.	17	14	41	16	12
Provide more enclosed shelters.	10	13	34	27	16
Improve maintenance or upkeep of facilities / services.	0	6	46	30	19
Require all dogs be kept on leash at all times.	20	14	29	16	22
Make the park more pet friendly.	3	9	38	27	24
Provide natural buffers to block views of development outside the park.	5	8	32	31	24
Restore it to historical conditions (e.g., replace non-native with native plants)	5	7	32	27	29
Limit the number of people allowed per day.	26	21	28	18	8
Limit the number of large groups allowed (e.g., no more than 10-20 people).	19	22	34	14	11
Close this park to all recreation / tourism activities.	43	20	24	9	5
Do not change anything / keep things as they are now.	5	7	39	28	22

As agency budgets for management of this park decrease over time, we may be faced with difficult decisions related to service reductions. Before making any changes, however, we feel that it is important to know what changes would be supported or opposed by current visitors. As a result, the following questions list various hypothetical changes that managers could make in the future. Please indicate your level of opposition or support to these possible changes.

14. To what extent would you *oppose or support* each of the following possible service reductions at Molalla River State Park (circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	37	34	19	8	3
Fewer ranger patrols.	17	26	45	8	5
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	31	29	32	6	2
Reduced janitorial services.	35	37	21	5	2
Return the park to a natural area.	13	20	42	13	13
Reduced ground maintenance (e.g., mowing, landscaping).	18	34	32	11	5

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

41%	23%	13%	6%	6%	9%	1%	1%	2%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

16. **Including yourself**, how many people accompanied you at Molalla River State Park on this trip? 4.61 person(s)

17. Did you or anyone in your group bring dog(s) with you to Molalla River State Park? (check **ONE**) 57% No 43% Yes

18. Did anyone in your group have a disability?

74% No

26% Yes → if yes, what are these disabilities? (check **ALL THAT APPLY**) 7% Hearing 2% Sight 24% Walking  
2% Learning 3% Other see report

19. When you were thinking about visiting an Oregon State Park such as Molalla River State Park, about how often did you obtain information from each of the following sources when making your decision? (circle one number for **EACH**)

	Never		Sometimes		Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	31%	8%	32%	12%	18%
B. Social media internet websites (e.g., Facebook, Twitter).	62	7	17	7	6
C. Brochures.	47	9	28	7	8
D. Newspapers.	58	13	19	6	5
E. Magazines.	59	9	25	2	6
F. Books.	63	8	22	3	5
G. Television.	65	12	18	3	2
H. Videos / DVDs.	76	10	10	2	2
I. Radio.	71	10	16	1	3
J. Community organization or church.	67	10	14	2	8
K. Health care providers.	76	11	10	0	2
L. Work.	68	12	16	2	2
M. Friends or family members.	26	4	29	17	25
N. Highway signs.	32	7	26	15	20
O. Previous visit.	21	6	20	17	36
P. Other (write response) _____	33	5	37	5	21

20. From the list of sources in question 19 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (write letter)

Letter see report

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

90% Yes

10% No → if no, what additional information did you need? (write response) see report

22. How did you get to Molalla River State Park on this trip? (**check ONE**)

- 91% My family's personal vehicle → how many total people were in the vehicle? 2.46 person(s)
- 7% Somebody else's personal vehicle → how many total people were in the vehicle? 3.00 person(s)
- 3% Other (write response) → how many total people were in the vehicle? 1.00 person(s)

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

- 63% Gone somewhere else for the same activity → how far from home is the place you would go instead? 15.79 miles(s)
- 8% Gone somewhere else for a different activity → how far from home is the place you would go instead? 12.17 miles(s)
- 8% Come back another time
- 15% Stayed home
- 1% Gone to work at my regular job
- 5% Something else (none of these)

24. If you had NOT been able to go to Molalla River State Park for this visit, what other park(s) would you have considered going to instead? (**list park names**) \_\_\_\_\_

\_\_\_\_\_ see report \_\_\_\_\_

25. Would you recommend a Molalla River State Park visit to friends or family members? (**check ONE**)

- 96% Yes
- 4% No → if no, why not? (**write response**) \_\_\_\_\_ see report \_\_\_\_\_

26. What do you feel are the most outstanding features or things to do at Molalla River State Park? (write response)

\_\_\_\_\_ see report \_\_\_\_\_

\_\_\_\_\_

27. If Oregon State Parks offered weekend programs for beginners to learn basic outdoor skills, would you/your family consider participating in such a program at a nearby park?

- 36% No
  - 64% Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)
- |              |                  |                      |                     |                               |
|--------------|------------------|----------------------|---------------------|-------------------------------|
| 30% Birding  | 11% Disc golfing | 35% Hiking           | 15% Mountain biking | 17% Scenic bicycling on roads |
| 28% Camping  | 29% Fishing      | 14% Horseback riding | 19% Rafting         | 28% Stargazing                |
| 25% Canoeing | 9% Geocaching    | 31% Kayaking         | 15% Rock climbing   | 7% Other <u>see report</u>    |

28. During your visit to this park, did you or members of your personal group use a concession service/activity such as a guided trip/tour (e.g., fishing, rafting, bicycling, scenic, historic) or equipment rental (e.g., kayak, bicycle)?

- 95% No
  - 5% Yes → if yes, what type of concession service/activity (write in response)
- \_\_\_\_\_ see report \_\_\_\_\_

29. Did you participate in any moderate physical activity during this trip (for example walking, bicycling, canoeing at a moderate pace)? (check **ONE**)

27% No

73% Yes → if yes, how much time did you spend in moderate physical activity for this trip? 51.96 minutes

30. Did you participate in any vigorous physical activity during this trip (for example jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly)? (check **ONE**)

72% No

28% Yes → if yes, how much time did you spend in vigorous physical activity for this trip? 43.79 minutes

31. Is your level of physical activity at Molalla River State Park more than, less than, or about the same as your level of physical activity in your day-to-day life? (check **ONE**)

35% My physical activity is MORE at Molalla River State Park than my daily life.

24% My physical activity is LESS at Molalla River State Park than in my daily life.

41% My physical activity is ABOUT THE SAME at Molalla River State Park as it is in my daily life.

32. To what degree did this Molalla River State Park visit result in the following health benefits for you? (circle one number for **EACH**)

	Not at all				A great deal
A. Reducing your stress.	1%	2%	19%	29%	49%
B. Improving your level of physical fitness.	5	4	27	36	29
C. Improving your physical health.	3	3	29	36	30
D. Improving your mental health.	1	2	19	39	39
E. Reducing your anxiety.	3	0	22	30	45

33. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip both inside the Park and within **30 miles** of Molalla River 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

34. Are you staying away from home either inside the Park or within 30 miles of Molalla River State Park on this trip? (**check ONE**)  
 93% No  
 7% Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?  
1.20 night(s)
35. Considering the amount that you spent on this trip, how much more would you have spent on this trip before deciding not to take it? \$ 41.51
36. Are you: (**check ONE**) 47% Male 53% Female
37. How old are you? (**write response**) 49 years old
38. Which of the following best describes you? (**check ONE**)  
 80% White (Caucasian) 14% Hispanic/Latino 1% American Indian or Alaskan Native 3% Other (write response)  
 1% Black / African American 2% Asian 0% Native Hawaiian or Pacific Islander see report
39. What language is spoken most often at your home? (**check ONE**)  
 92% English 6% Spanish 0% Russian 3% Other (write response) see report
40. Where do you live? (**write responses**) City / town \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zipcode see report
41. Which of these broad categories best describes your *current annual household income before taxes*? (**check ONE**)  
 5% Less than \$10,000 9% \$90,000 to \$109,999  
 17% \$10,000 to \$29,999 7% \$110,000 to \$129,999  
 26% \$30,000 to \$49,999 5% \$130,000 to \$149,999  
 13% \$50,000 to \$69,999 0% \$150,000 to \$169,999  
 17% \$70,000 to \$89,999 2% \$170,000 or more

Please tell us how we can improve Molalla River State Park:

see report

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