



# Visitor Survey of Day-use Visitors at Cape Meares State Scenic Viewpoint

## Final Report

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2011



*Nature*  
**HISTORY**  
*Discovery*

## ***ACKNOWLEDGMENTS***

The authors would like to thank Mark Needham, Randy Rosenberger, and Eric White at Oregon State University for their technical support for this project. Alice Goddard, Bill and Gail Delfosse, and individuals at Reservations Northwest such as Sheri Miller and staff are thanked for their assistance with data collection and entry. A special thank you is extended to all of the day users who took time to complete questionnaires.

## ***EXECUTIVE SUMMARY***

### **Objectives**

Understanding opinions of park users about issues such as the quality of facilities, social and resource conditions, and how they use these parks is critical to providing adequate programs and services. Project objectives were to describe day user activities, demographic characteristics, and opinions about conditions and management at this park and provide recommendations for maintaining or improving conditions at this park.

### **Methods**

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 2 and July 24, 2011. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was  $n = 401$  with a response rate of 71%. The sample size allows generalizations about the population of day users at Cape Meares State Scenic Viewpoint at a margin of error of  $\pm 4.9\%$  at the 95% confidence level.

### **Results**

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

- The most popular day-use activities at this park were visiting the lighthouse (93%), sightseeing (79%), hiking or walking on trails (76%), and bird or wildlife watching (48%). The least popular activities were bicycling on local roads (2%), running or jogging (4%), and picnicking or barbequing (8%).
- The most common main activity groups were people visiting the lighthouse (44%), sightseeing (29%), and hiking or walking (14%). The least common activity groups were people running or jogging (<1%), dog walking (1%), bicycling on local roads (1%), and picnicking or barbequing (1%).
- Day users spent an average of approximately one and a half hours in the park, with 98% of these users spending up to five hours in the park. The majority of day users (74%), however, spent one hour in the park.
- On average, day users traveled 750 miles from home to visit the park.
- 34% of day-use respondents had visited this park before, whereas 66% had not visited previously. Although day users had visited an average of almost four and a half times in the past 12 months, most (88%) had made two or fewer trips.
- The average day user group size was approximately three and a half people ( $M = 3.50$  people). Groups most commonly consisted of three to four people (33%), and two people (31%).
- In total, 84% of day users did not bring dogs with them; 16% brought dogs.
- Almost all day users (76%) arrived at the park in their family vehicle, 11% came in someone else's vehicle, and 13% in another form of transportation. On average, there were 2.98 people in each personal family vehicle and 3.27 people in somebody else's vehicle. For all day-use vehicles, there was an average of 3.02 people in the vehicle.
- One quarter (25%) of day users considered this park the main reason for their trip.
- If they had been unable to go to Cape Meares State Scenic Viewpoint for this trip, most day users would have either gone somewhere else for the same activity (35%) or come back another time (27%).

### ***Visitor Spending***

- Most day users to the park (89%) are non-local visitors (living 31 or more miles from the park).
- Non-local day-use visitor party spending was similar to local day users, with the highest percentage (30%) of non-local day-use visitors reporting spending \$51-\$150 on their trip.
- Most day-users reported spending some money on gasoline and oil, restaurants and bars, and groceries. Most non-local day use visitors also reported spending money on souvenirs.

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

- Almost all day users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find it would like hiking/trail maps, road signs leading to the park, and information related to road conditions.
- The most heavily used sources of information by day users were highway signs (75%), friends and family (72%), official internet websites (71%), brochures (68%), and previous visits (62%). The least used sources were health care providers (13%), community organizations (17%), videos or DVDs (19%), and work (22%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (54%) as their first primary information source, followed by friends or family (16%), brochures (9%), and highway signs (5%).

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

- Day users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (95%), cleanliness of toilets (91%), courteousness of park staff (90%), and parking for vehicles (88%). The least important attributes were facilities for groups to gather (38%), ease of movement / access (58%), variety of things to do (58%), and the amount of educational information (65%).
- Overall satisfaction among day users was extremely high, as 95% were satisfied with the highest proportion of users being "very satisfied" (62%). The majority of day users were satisfied with most characteristics at Cape Meares State Scenic Viewpoint. Day users were most satisfied with park cleanliness (95%), absence of litter (94%), courteousness of rangers / personnel (92%), level of safety (90%), and the presence of park rangers / personnel (88%). Users were least satisfied with facilities for groups to gather (62%), cleanliness of toilets / bathrooms (71%), and the ease of movement / access for wheelchairs/elderly/strollers (74%).
- 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 were, however, seven attributes that were important to users, but these users were only slightly satisfied with the attribute. Managers should, therefore, consider monitoring attributes such as the amount and quality of information and education materials and programs, ease of movement and access around the park, variety of things to do, presence of park rangers, information about conditions/hazards, and the number of park trails.
- Crowding among day users was in the "low normal" range where access, displacement, or crowding problems are not likely to exist at this time. Results suggest that crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate.

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

- Day users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (75%), require that dogs are kept on leash at all times (67%), provide more opportunities for hiking (63%), more information / education (nature, history; 61%), restore the park to its natural conditions (60%), and provide more recycling containers (58%). The least supported strategies were to close the park to all recreation/tourism activities (7%), provide wireless internet access in the park (20%), limit the number of people allowed per day (20%), provide downloadable mobile phone applications (21%), make the park more pet friendly (27%), and provide more enclosed shelters (27%).

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

- There were a few more female (55%) than male (45%) day users at this park.
- The average age of respondents was approximately 51 years old, and the largest proportions of users were 50 to 59 years old (28%) and 60 to 69 years old (26%).
- The average annual household income before taxes of respondents was \$72,600, and the largest proportion of users had incomes from \$50,000 to \$69,999 (19%) and \$70,000 to \$89,999 (15%). Day-use visitors to Cape Meares State Scenic Viewpoint are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 92%) with few Asians (4%), Hispanic / Latinos (2%), American Indians / Alaska Natives (1%), and Blacks / African Americans (<1%).
- Almost all day users (98%) considered English as their primary language used in their homes.
- Over 49% of day users lived in Oregon, 15% resided in Washington State, and 6% were from California. Among day users, 22% resided in the Portland Metro region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 7% lived in the Willamette Valley region, 6% were from the Coast region, 1% lived in the Mt. Hood / Gorge region, and 1% were from the Eastern region of Oregon.
- 83% of park day users said that nobody in their group had a disability, whereas 17% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (16% of park users), while 3% had a hearing disability, 2% had impaired sight, and 1% had learning disabilities.

## **Recommendations**

### ***Management Recommendations***

- Most day users traveled to this park in their own vehicles (76%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Cape Meares State Scenic Viewpoint day-use vehicles (3.02) was significantly lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future day-use calculations for the park.
- Almost all day users (95%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for group facilities (62%) and the

cleanliness of toilets / bathrooms (71%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.

- Users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 74%). Given that over 33% of day-use visitors were over the age of 60 and 17% of day users had disabilities (16% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- The results suggest that overcrowding is not presently a concern at Cape Meares State Scenic Viewpoint day-use areas.
- The Importance – Performance analysis shows that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. However, this analysis showed that managers should consider examining the amount and quality of information and education materials and programs, ease of movement and access around the park, variety of things to do, presence of park rangers, information about conditions/hazards, and the number of trails in the park.
- Day users most strongly supported management actions that would provide more opportunities for viewing wildlife (75%), require that dogs are kept on leash at all times (67%), provide more opportunities for hiking (63%), provide more information / education (nature/history; 61%), restore the park to its natural conditions (60%), and provide more recycling containers (58%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (96%) were able to find the information they needed when planning their visit to Cape Meares State Scenic Viewpoint. However, some visitors (4%) were not able to find all information needed. The most popular information needed was hiking/trail maps, road signs leading to the park, and information related to current road conditions.
- The largest proportion of day users (54%) depended on official internet websites as the first primary source of obtaining information about state parks such as Cape Meares State Scenic Viewpoint. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- A majority (75%) of day-use visitors reported using highway signs as a source of information for their visit. In addition, 66% of visitors are first-time visitors, 25% considered the park as their main destination for the trip, and several visitors reported a lack of directional signage to the park in open-ended comments. Based on these findings, managers may want to evaluate the need for improved highway directional signage to the park.
- Users provided 99 verbatim open ended positive and negative comments, and suggestions for possible improvement of Cape Meares State Scenic Viewpoint and other park related issues. The most common concerns involved: (a) repairing / reopening the lighthouse; (b) providing more parking; (c) providing restrooms; and (d) preventing vandalism. Many of these comments may provide useful insights for future planning and management.

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## ***INTRODUCTION AND OBJECTIVES***

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

## ***METHODS***

Data were obtained from a questionnaire (see Appendix B) administered to a randomly selected sample of day users at Cape Meares State Scenic Viewpoint in July 2011. An on-site (face to face) survey method was used for day users. A respondent was only allowed one opportunity to complete a questionnaire.

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

Day users 18 years of age and older who visited Cape Meares State Scenic Viewpoint between July 2 and July 24, 2011 were approached in person (face to face) and asked to complete the six page questionnaire onsite at this park. Day users were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire onsite. Two volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

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

As shown in Table 1, the total number of completed questionnaires was  $n = 401$  with an estimated total response rate of 71%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	565	401	71

The sample size allows generalizations about the population of day users at Cape Meares State Scenic Viewpoint at a margin of error of  $\pm 4.9\%$  at the 95% confidence level, which is better than the conventional standard of  $\pm 5\%$  that has been widely accepted and adopted in recreation and tourism research (Mitra & Lankford, 1995; Vaske, 2008).

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

## **RESULTS**

### **Personal and Visit Characteristics**

**Activity Groups.** The questionnaire asked respondents to check all of the activities in which they participated at Cape Meares State Scenic Viewpoint on their most recent trip. Table 2 shows that the most popular activities at this park were visiting the lighthouse (93%), sightseeing (79%), hiking or walking on trails (76%), and bird or wildlife watching (48%). The least popular activities were bicycling on local roads (2%), running or jogging (4%), and picnicking or barbequing (8%).

Table 2. Day-use recreation activities at the park

Activity	Day Users (%) <sup>a</sup>
Visiting the lighthouse	93
Sightseeing	79
Hiking or walking	76
Bird or wildlife watching	48
Dog walking	13
Other <sup>b</sup>	10
Picnicking or barbequing	8
Running or jogging	4
Bicycling on local roads	2

<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: photography, whale watching, visiting the beach/ocean, and relaxing.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Cape Meares State Scenic Viewpoint. Table 3 shows that the most common primary activity groups were people visiting the lighthouse (44%), sightseeing

(29%), and hiking or walking (14%). The least common activity groups were people running or jogging (<1%), dog walking (1%), bicycling on local roads (1%), and picnicking or barbequing (1%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Visiting the lighthouse	44
Sightseeing	29
Hiking or walking	14
Bird or wildlife watching	5
Other <sup>a</sup>	4
Picnicking or barbequing	1
Bicycling on local roads	1
Dog walking	1
Running or jogging	<1

<sup>a</sup> The most popular “other” activities were: photography, whale watching, visiting the beach/ocean, and relaxing.

**Duration of Visit.** Day users were asked to report how many *hours* they spent at Cape Meares State Scenic Viewpoint on their recent trip. Table 4 shows that, on average, day users spent approximately one and a half hours in the park, with 98% of these users spending up to five hours in the park. The majority of day users (74%), however, spent one hour in the park.

Table 4. Duration of day user visit at the park

1 hour	74
2 hours	20
3 hours	2
4 to 5 hours	2
6 to 9 hours	1
10 or more hours	0
Mean / average hours	1.43

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 11% of day-use visitors were local (driving 30 miles or less to reach the park). The largest proportion (36%) of day-users traveled more than 500 miles to the park. Day users, on average, traveled 750 miles to visit the park.

Table 5. Day user distance traveled to the park

30 miles or less	11
31 to 60 miles	8
61 to 90 miles	16
91 to 120 miles	9
121 to 150 miles	1
151 to 250 miles	7
251 to 500 miles	12
501 or more miles	36
Mean / average	750.45

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

**Previous Visitation.** Users were asked if they had ever visited Cape Meares State Scenic Viewpoint before their most recent trip. Table 6 shows that 34% of day-use respondents had visited this park before, whereas 66% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
No, not visited park before	66
Yes, visited park before	34

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that day users had visited an average of almost four and a half times in the past 12 months, and that most (88%) had made two or fewer trips.

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

0 Trips	40
1 Trip	31
2 Trips	17
3 to 5 Trips	8
6 to 12 Trips	0
13 to 24 Trips	0
More than 24 Trips	4
Mean / average trips	4.59

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

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Cape Meares State Scenic Viewpoint on their most recent trip. Table 8 shows that the average day user group size was three and a half people ( $M = 3.50$  people). Groups most commonly consisted of three to four people (33%), and two people (31%).

Table 8. Day user group size at the park

1 Person (alone)	13
2 People	31
3 or 4 People	33
5 to 10 People	19
More than 10 people	3
Mean / average	3.50

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

**Bringing Dogs to the Park.** The questionnaires asked day users if they or anyone else in their group brought dog(s) with them to Cape Meares State Scenic Viewpoint. Table 9 shows that 84% of day users did not bring dogs with them and 16% brought dogs.

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

	Day Users (%)
No, did not bring dog(s)	84
Yes, brought dog(s)	16

**Transportation to the Park.** Respondents were asked how they got to Cape Meares State Scenic Viewpoint on their most recent trip. Table 10 shows that almost all day users arrived at the park in their family’s personal vehicle (76%), 11% arrived in somebody else’s vehicle, and 13% arrived in another form of transportation. On average, there were three people in each personal family vehicle and three people in somebody else’s vehicle. When combining personal and somebody else’s vehicle responses, the average number of people per vehicle was 3.02.

Table 10. Day users transportation to the park

	Day Users (%)
My family’s personal vehicle <sup>a</sup>	76
Other	13
Somebody else’s personal vehicle <sup>b</sup>	11

<sup>a</sup> Number of people in vehicle: mean / average = 2.98 (1-4 people = 85%).

<sup>b</sup> Number of people in vehicle: mean / average = 3.27 (1-4 people = 77%).

**Reasons for Visiting.** Day users were asked if this park was the main reason for their trip. Table 11 shows that 25% of day users considered this park their main reason for the trip.

Table 11. Whether the park was day users main destination

	Day Users (%)
Primarily for recreation – main destination was not this park	56
Primarily for recreation – this park was main destination	25
Primarily for business, family, or other reasons – park was side trip	16
Some other reason	3

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Cape Meares State Scenic Viewpoint for this visit. As shown in Table 12, most day users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (35%) or come back another time (27%).

Table 12. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity <sup>a</sup>	35
Gone somewhere else for a different activity <sup>b</sup>	14
Come back another time	27
Stayed home	4
Gone to work at my regular job	0
Something else (none of these)	20

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 271.67 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 = 241.97 miles.

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

- The most popular day-use activities at this park were visiting the lighthouse (93%), sightseeing (79%), hiking or walking on trails (76%), and bird or wildlife watching (48%). The least popular activities were bicycling on local roads (2%), running or jogging (4%), and picnicking or barbequing (8%).
- The most common main activity groups were people visiting the lighthouse (44%), sightseeing (29%), and hiking or walking (14%). The least common activity groups were

people running or jogging (<1%), dog walking (1%), bicycling on local roads (1%), and picnicking or barbecuing (1%).

- Day users spent an average of approximately one and a half hours in the park, with 98% of these users spending up to five hours in the park. The majority of day users (74%), however, spent one hour in the park.
- On average, day users traveled 750 miles from home to visit the park.
- 34% of day-use respondents had visited this park before, whereas 66% had not visited previously. Although day users had visited an average of almost four and a half times in the past 12 months, most (88%) had made two or fewer trips.
- The average day user group size was approximately three and a half people ( $M = 3.50$  people). Groups most commonly consisted of three to four people (33%), and two people (31%).
- In total, 84% of day users did not bring dogs with them; 16% brought dogs.
- Almost all day users (76%) arrived at the park in their family vehicle, 11% came in someone else's vehicle, and 13% in another form of transportation. On average, there were 2.98 people in each personal family vehicle and 3.27 people in somebody else's vehicle. For all day-use vehicles, there was an average of 3.02 people in the vehicle.
- One quarter (25%) of day users considered this park the main reason for their trip.
- If they had been unable to go to Cape Meares State Scenic Viewpoint for this trip, most day users would have either gone somewhere else for the same activity (35%) or come back another time (27%).

### **Visitor Spending**

Day users were asked to estimate how much they and the other members of their party spent on their trip within 30 miles of Cape Meares State Scenic Viewpoint on eight spending categories. The information included in this section of the report summarizes basic visitor spending results from the survey. A more extensive visitor spending analysis will be conducted by Oregon State University and available in a separate report.

For this analysis, “local” visitors are defined as those visitors reporting traveling 30 miles or less from home to get to the park. “Non-local” visitors are those respondents living 31 or more miles from the park. All foreign visitors were classified as “non-local” visitors. Spending reports of \$1,000 or more were considered as outliers and omitted from the analysis.

Table 13 includes the percentages of all park day users that are local and non-local visitors. Most day users to the park are non-local (living 31 or more miles from the park) visitors (89%).

Table 13. Day users, local / non-local

	Day Users (%)
Non-Local	89
Local	11

Table 14 shows the proportion of total spending for local and non-local day-use visitors and reported on a party trip basis. For local day-use visitors, the highest percentage (25%) reported spending \$51-\$150. For non-local day-use visitors, the highest percentage (30%) also reported spending \$51-\$150 on their trip.

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

	Local	Non-Local
Spent no money	0	0
\$1 - \$25	15	7
\$26 - \$50	15	14
\$51 - \$150	25	30
\$151 - \$350	20	22
\$351 - \$550	15	13
\$551 - \$1,000	10	14

Table 15 includes the proportion of day-use visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local day-use visitors, most reported spending some money on gasoline and oil (74%), restaurants and bars (70%), and groceries (61%). In addition to gasoline and oil (67%), a large proportion of non-local day use visitors also reported spending money on restaurants and bars (69%), souvenirs (56%), and groceries (51%).

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

Spending Categories	Local	Non-Local
Motel, lodge, cabin, B&B, other lodging	4	39
Camping	22	25
Restaurants and bars	70	69
Groceries	61	51
Gasoline and oil	74	67
Park entry, parking, or recreation use fees	22	28
Recreation and equipment (guide fees, equipment rental)	13	6
Souvenirs, clothing, and other miscellaneous	30	56

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

- Most day users to the park (89%) are non-local visitors (living 31 or more miles from the park).
- Non-local day-use visitor party spending was similar to local day users, with the highest percentage (30%) of non-local day-use visitors reporting spending \$51-\$150 on their trip.
- Most day-users reported spending some money on gasoline and oil, restaurants and bars, and groceries. Most non-local day use visitors also reported spending money on souvenirs.

**Obtaining Information about the Parks**

The questionnaires contained several questions examining how day users obtained information about state parks such as Cape Meares State Scenic Viewpoint and whether they were able to obtain the information they needed. Table 16 shows that almost all day users (96%) were able to find the information they needed when planning their visit to this state park, and the few (4%) who did not find the information they needed would like additional: hiking/trail maps, road signs leading to the park, and information related to road conditions.

Table 16. Whether day users found the information needed

	Day Users (%)
Yes, found the information needed	96
No, did not find the information needed <sup>a</sup>	4

<sup>a</sup> The most popular information needed was: hiking/trail maps, road signs leading to the park, and information related to road conditions.

Respondents were also presented with a list of 16 possible sources for finding information and asked how often they obtained information from these sources when thinking about visiting an Oregon State Park such as Cape Meares State Scenic Viewpoint. Table 17 shows that the most heavily used sources of information by day users were highway signs (75%), friends or family (72%), official internet websites (e.g., Oregon State Parks, Travel Oregon) (71%), brochures (68%), and previous visits (62%). The least used sources were health care providers (13%), community organizations (17%), videos or DVDs (19%), and work (22%).

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

	Day Users (%)
Highway signs	75
Friends / family	72
Official internet websites (OPRD)	71
Brochures	68
Previous visit	62
Magazines	52
Books	47
Newspapers	38
Social media websites	35
Other <sup>b</sup>	34
Television	27
Radio	23
Work	22
Videos / DVDs	19
Community organizations	17
Health care providers	13

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

<sup>b</sup> The most popular “other” sources were: maps, friends, and drive by.

Table 18. Day user primary information sources

	Day Users (%)
Official internet websites (OPRD)	54
Friends / family	16
Brochures	9
Highway signs	5
Books	4
Previous visit	3
Social media websites	3
Magazines	3
Other	3
Work	1
Newspapers	<1
Television	0
Radio	0
Community organizations	0
Videos / DVDs	0
Health care providers	0

Respondents were then asked to specify from this list of information sources what one source they would use first when obtaining information about an Oregon State Park such as Cape Meares State Scenic Viewpoint. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (54%) as the first primary information source, followed by friends or family (16%), brochures (9%), and highway signs (5%). Few people used other sources when obtaining information.

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

- Almost all day users (96%) were able to find the information they needed when planning their visit to this park, and the few (4%) who did not find it would like hiking/trail maps, road signs leading to the park, and information related to road conditions.
- The most heavily used sources of information by day users were highway signs (75%), friends and family (72%), official internet websites (71%), brochures (68%), and previous visits (62%). The least used sources were health care providers (13%), community organizations (17%), videos or DVDs (19%), and work (22%).

- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (54%) as their first primary information source, followed by friends or family (16%), brochures (9%), and highway signs (5%).

**Satisfaction with Experiences and Conditions**

**Overall Satisfaction.** Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Cape Meares State Scenic Viewpoint?” Table 19 shows that overall satisfaction was extremely high, as 95% were satisfied and few respondents (5%) were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (62%).

Table 19. Day user overall satisfaction

	Day Users (%)
Very Satisfied	62
Satisfied	33
Dissatisfied or Neutral	5

**Satisfaction and Expectations with Specific Characteristics.** Although almost all day users were satisfied with their overall visit at Cape Meares State Scenic Viewpoint, 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 Cape Meares State Scenic Viewpoint were *important* to their visit (e.g., absence of litter, personal safety, signs, parking). Then, respondents reported their *satisfaction* of these same attributes at this park to measure *performance* of these attributes.

Table 20. Day user specific *expectations* at the park

	Day Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	96
Absence of litter	95
Cleanliness of toilets / bathrooms	91
Courteousness of rangers / personnel	90
Parking for vehicles	88
Signs with directions <i>in</i> the park	85
Signs with directions <i>to</i> the park	84
Personal safety	83
Condition / maintenance of trails	81
Number of toilets / bathrooms	79
Quality of educational information	75
Presence of park rangers / personnel	73
Information about conditions / hazards	72
Number of park trails	71
Amount of educational information	65
Variety of things to do	58
Ease of movement / access (wheelchair, elderly, stroller)	58
Facilities for groups to gather	38

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

Table 20 shows that the most important characteristics were the park’s cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (95%), cleanliness of toilets (91%), courteousness of park staff (90%), and parking for vehicles (88%). The least important attributes were facilities for groups to gather (38%), ease of movement / access (58%), variety of things to do (58%), and the amount of educational information (65%).

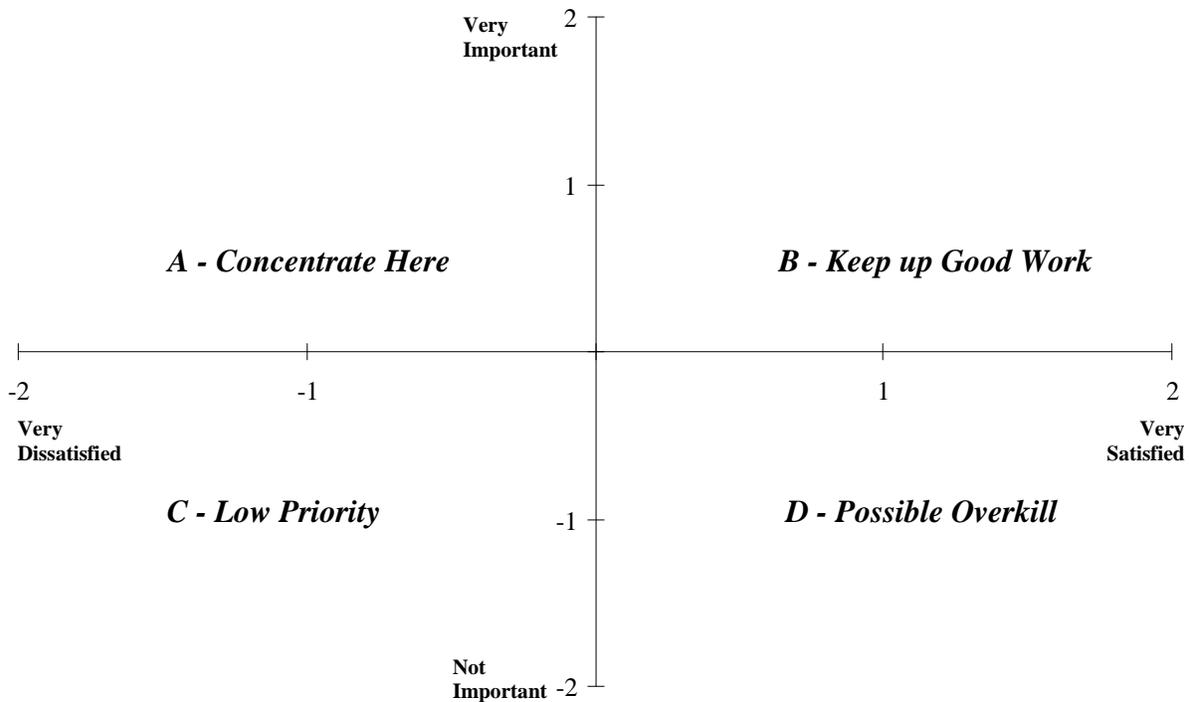
Table 21. Day user specific *satisfactions* at the park

	Day Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	95
Absence of litter	94
Courteousness of rangers / personnel	92
Personal safety	90
Presence of park rangers / personnel	88
Condition / maintenance of trails	87
Signs with directions <i>in</i> the park	85
Signs with directions <i>to</i> the park	85
Parking for vehicles	84
Information related to conditions or hazards	83
Quality of educational information	83
Amount of educational information	80
Number of toilets / bathrooms	78
Number of park trails	78
Variety of things to do	78
Ease of movement / access (wheelchair, elderly, stroller)	74
Cleanliness of toilets / bathrooms	71
Facilities for groups to gather	62

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

Table 21 shows that the majority of day users were satisfied with most of these characteristics at Cape Meares State Scenic Viewpoint. Day users were most satisfied with park cleanliness (95%), absence of litter (94%), courteousness of rangers / personnel (92%), level of safety (90%), and the presence of park rangers / personnel (88%). Users were least satisfied with facilities for groups to gather (62%), cleanliness of toilets / bathrooms (71%), and the ease of movement / access for wheelchairs/elderly/strollers (74%).

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



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

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

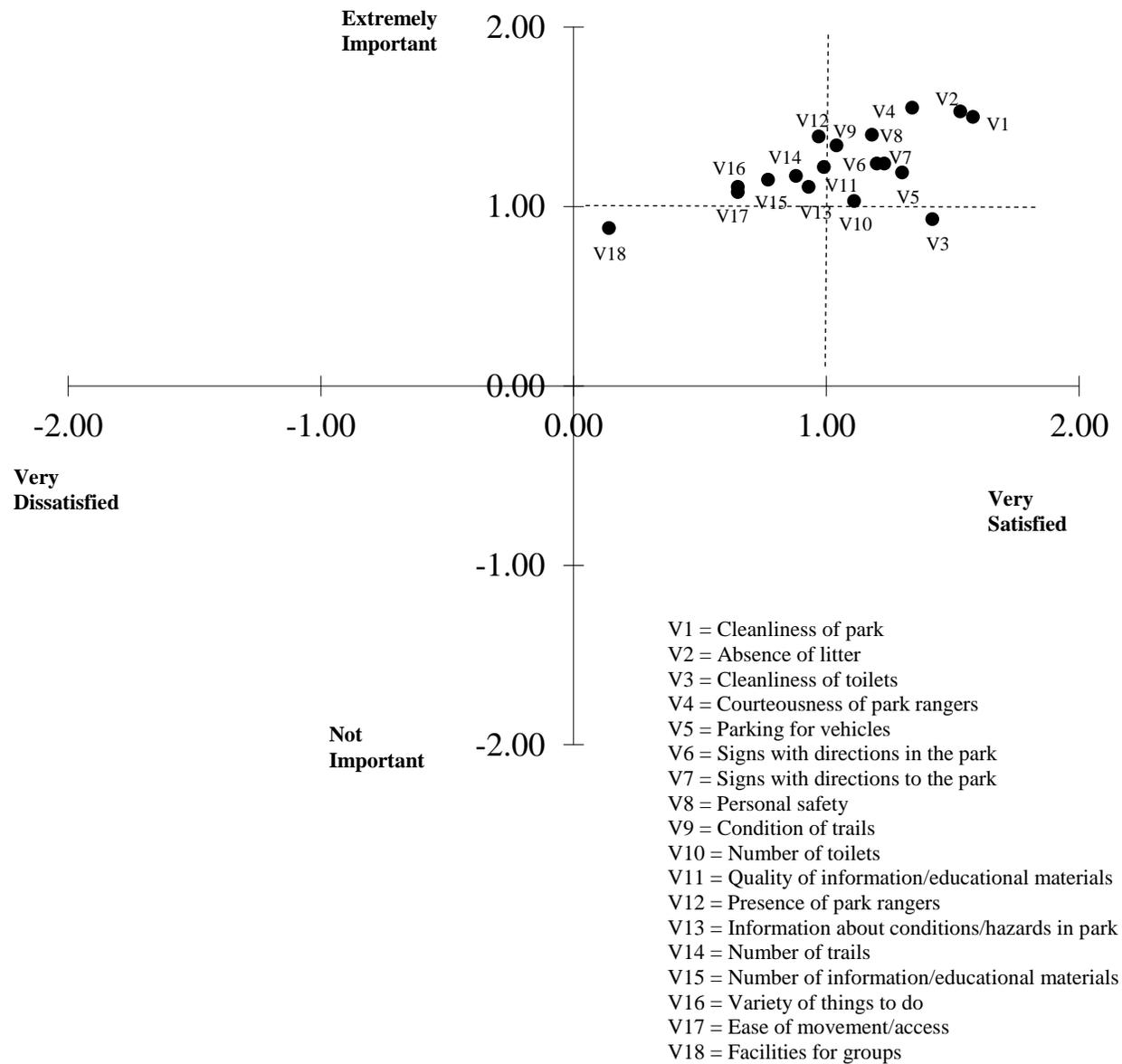


Figure 2 is the I-P matrix for day users at Cape Meares State Scenic Viewpoint. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that day users thought that park staff were doing a good job managing conditions and experiences at the park. It may be important, however, to more carefully examine this quadrant (i.e., dashed lines), as there are several attributes that were important to users, but these users were only slightly satisfied with these attributes. Managers should, therefore, consider monitoring attributes such as the amount and quality of information and education materials and programs, ease of movement and

access around the park, variety of things to do, presence of park rangers, information about conditions/hazards, and the number of park trails.

Respondents were asked several additional questions about their satisfaction with Cape Meares State Scenic Viewpoint, including this park’s natural environment, facilities and services. Day users were also asked how likely they would return to this state park. Table 22 shows high day user satisfaction with the environment (97%) and facilities and services (89%). In total, 81% of day users said they were likely to return to this park in the future.

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

	Day Users (%)
Satisfaction with natural environment <sup>a</sup>	97
Satisfaction with facilities and services <sup>a</sup>	89
Likelihood of returning <sup>b</sup>	81

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

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

**Encounters, Norms, and Crowding.** The concepts of reported encounters, perceived crowding, and norms (i.e., maximum acceptance or tolerance) have received considerable attention in the recreation literature. *Reported encounters* describe a subjective count of the number of other people that an individual remembers observing in an area. *Perceived crowding* is a subjective and negative evaluation that this reported number of encounters or people observed in an area is too many. Understanding users’ reported encounters and perceived crowding, however, may not reveal maximum acceptable or tolerable use levels, or an understanding of how use should be managed and monitored. *Norms* offer a theoretical and applied basis to help address these issues. Norms are standards that individuals use for evaluating activities, environments, or management strategies as good or bad, better or worse, and they help to clarify what people believe conditions *should* or *should not be*. Research suggests that when users perceived an area to be crowded, they likely encountered more than their maximum acceptance (i.e., their norm) of impacts (e.g., use levels) for the particular setting (Manning, 2010; Needham & Rollins, 2009).

Table 23. Day user encounters, norms, and crowding

	Day Users (%)
Encounters with other people <sup>a</sup>	50.14
Perception of crowding <sup>b</sup>	2.97
Maximum tolerance for encountering other people (norm) <sup>c</sup>	105.07

<sup>a</sup> Cell entries are mean numbers of people seen / encountered on users’ most recent trip. Median = 40, Mode = 50.

<sup>b</sup> Cell entries are means on 9 point crowding scale of 1-2 “not at all crowded” to 3-4 “slightly crowded” to 5-7 “moderately crowded” to 8-9 “extremely crowded.” Median = 2, Mode = 1, Percent crowded = 46.9%.

<sup>c</sup> Cell entries are mean maximum numbers of people that users would accept seeing / encountering. Median = 60, Mode = 100.

Table 23 shows that, on average, day users encountered approximately 50 other people on their visit at Cape Meares State Scenic Viewpoint, but would be willing to accept encountering a maximum of approximately 105 other users. On average, day users felt slightly crowded, with 47% of day users having felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day use areas can be considered “low normal” where access, displacement, or crowding problems are not likely to exist at this time.

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

Table 24. Relationships among day user encounters and norms

	Reported encounters compared to norm <sup>a</sup>	
	% Fewer encounters	% More encounters
Day Users	74	26

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

Table 24 shows relationships among encounters and norms at Cape Meares State Scenic Viewpoint. In total, 74% of day users reported encountering fewer people than their norm; and 26% encountered more than their maximum tolerance. These results suggest that crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate.

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

- Day users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (95%), cleanliness of toilets (91%), courteousness of park staff (90%), and parking for vehicles (88%). The least important attributes were facilities for groups to gather (38%), ease of movement / access (58%), variety of things to do (58%), and the amount of educational information (65%).
- Overall satisfaction among day users was extremely high, as 95% were satisfied with the highest proportion of users being "very satisfied" (62%). The majority of day users were satisfied with most characteristics at Cape Meares State Scenic Viewpoint. Day users were most satisfied with park cleanliness (95%), absence of litter (94%), courteousness of rangers / personnel (92%), level of safety (90%), and the presence of park rangers / personnel (88%). Users were least satisfied with facilities for groups to gather (62%), cleanliness of toilets / bathrooms (71%), and the ease of movement / access for wheelchairs/elderly/strollers (74%).
- 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 were, however, seven attributes that were important to users, but these users were only slightly satisfied with the attribute. Managers should, therefore, consider monitoring attributes such as the amount and quality of information and education materials and programs, ease of movement and access around the park, variety of things to do, presence of park rangers, information about conditions/hazards, and the number of park trails.
- Crowding among day users was in the "low normal" range where access, displacement, or crowding problems are not likely to exist at this time. Results suggest that crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate.

**Attitudes about Management Strategies**

Day users were asked the extent they opposed or supported several potential new strategies for this park. Table 25 shows that the most strongly supported strategies by day users were to provide more opportunities at the park for viewing wildlife (75%), require that dogs are kept on leash at all times (67%), provide more opportunities for hiking (63%), provide more information / education (nature/history; 61%), restore the park to its natural conditions (60%), and provide more recycling containers (58%). The least supported strategies were to close the park to all recreation/tourism activities (7%), provide wireless internet access in the park (20%), limit the number of people allowed per day (20%), provide downloadable mobile phone applications (21%), make the park more pet friendly (27%), and provide more enclosed shelters (27%).

Table 25. Day user attitudes about management at the park

	Day Users (%) <sup>a</sup>
More opportunities for viewing wildlife	75
Require dogs be kept on leash at all times	67
More opportunities for hiking	63
More info / education (nature, history)	61
Restore to historical conditions	60
More recycling containers	58
More opportunities for escaping crowds	56
Do not change anything / keep as is	50
More trash cans	48
Natural buffers block view of development	47
More programs led by rangers	47
Better maintenance / upkeep of facilities	44
More paved trails	40
Limit the number of large groups allowed	39
More group picnic areas	35
More enclosed shelters	27
Make park more pet friendly	27
Downloadable mobile phone applications	21
Limit the number of people allowed per day	20
Wireless internet access in park	20
Close the park to all recreation/tourism activities	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:

- Day users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (75%), require that dogs are kept on leash at

all times (67%), provide more opportunities for hiking (63%), more information / education (nature, history; 61%), restore the park to its natural conditions (60%), and provide more recycling containers (58%). The least supported strategies were to close the park to all recreation/tourism activities (7%), provide wireless internet access in the park (20%), limit the number of people allowed per day (20%), provide downloadable mobile phone applications (21%), make the park more pet friendly (27%), and provide more enclosed shelters (27%).

### **Sociodemographic Characteristics of Users**

Table 26 shows demographic characteristics of day users. There were a few more female (55%) than male (45%) day users at Cape Meares State Scenic Viewpoint. The average age of respondents was approximately 51 years old, and the largest proportions of users were 50 to 59 years old (28%) and 60 to 69 years old (26%). Almost all respondents were white (i.e., Caucasian; 92%) with few Asians (4%), Hispanic / Latinos (2%), American Indian / Alaska Natives (1%), and Blacks / African Americans (<1%). The average annual household income before taxes of respondents was \$72,600, and the largest proportion of users had incomes from \$50,000 to \$69,999 (19%) and \$70,000 to \$89,999 (15%). Day-use visitors to Cape Meares State Scenic Viewpoint are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all day users (98%) considered English as the primary language in their homes.

Table 27 shows that 49% of day user visitors lived in Oregon, 15% resided in Washington State, and 6% were from California. Among day users, 22% resided in the Portland Metro region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 7% lived in the Willamette Valley region, 6% were from the Coast region, 1% lived in the Mt. Hood / Gorge region, and 1% were from the Eastern region of Oregon. No visitors were from the other regions of the state (i.e., Southern and Central regions).

Table 26. Day user demographic characteristics

	Day Users (%) <sup>a</sup>
<b>Gender</b>	
Female	55
Male	45
<b>Age</b>	
Less than 20 years old	1
20 – 29 years	8
30 – 39 years	13
40 – 49 years	18
50 – 59 years	28
60 – 69 years	26
70 – 79 years	6
80+ years old	1
Average age (mean years)	51.39
<b>Household income (before taxes)</b>	
Less than \$10,000	4
\$10,000 – \$29,999	9
\$30,000 – \$49,999	14
\$50,000 – \$69,999	19
\$70,000 – \$89,999	15
\$90,000 – \$109,999	14
\$110,000 – \$129,999	7
\$130,000 – \$149,999	6
\$150,000 – \$169,999	4
\$170,000 or more	8
Average income (mean dollars)	72,600
<b>Ethnicity</b>	
White (Caucasian)	92
Asian	4
Hispanic / Latino	2
American Indian / Alaska Native	1
Other	1
Black / African American	<1
<b>Language spoken most often at home</b>	
English	98
Spanish	<1
Russian	1
Other	1

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

Table 27. Day user location of residence

	Day Users (%)
Country	
USA	94
Canada	4
Other	2
State	
Oregon <sup>a</sup>	49
Other	28
Washington	15
California	6
Idaho	2

<sup>a</sup> The largest percentage of day users were from the Portland Metro region (22%), whereas 7% of users were from the Willamette Valley region, 6% were from the Coastal region, 1% lived in the Mt. Hood / Gorge region, and 1% were from the Eastern region of Oregon. No visitors were from the other regions of the state (i.e., Southern and Central regions).

Table 28 shows that 83% of day users said that nobody in their group had a disability, whereas 17% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (16% of day users), while 3% had a hearing disability, 1% had learning disabilities, and 2% had impaired sight.

Table 28. Day user disabilities

	Day Users (%)
Disability in group	
No	83
Yes <sup>a</sup>	17

<sup>a</sup> Types of disabilities: walking = 16%, hearing = 3%, learning = 1%, sight = 2%, other = 2%

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

- There were a few more female (55%) than male (45%) day users at this park.
- The average age of respondents was approximately 51 years old, and the largest proportions of users were 50 to 59 years old (28%) and 60 to 69 years old (26%).
- The average annual household income before taxes of respondents was \$72,600, and the largest proportion of users had incomes from \$50,000 to \$69,999 (19%) and \$70,000 to \$89,999 (15%). Day-use visitors to Cape Meares State Scenic Viewpoint are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).

- Almost all respondents were white (i.e., Caucasian; 92%) with few Asians (4%), Hispanic / Latinos (2%), American Indians / Alaska Natives (1%), and Blacks / African Americans (<1%).
- Almost all day users (98%) considered English as their primary language used in their homes.
- Over 49% of day users lived in Oregon, 15% resided in Washington State, and 6% were from California. Among day users, 22% resided in the Portland Metro region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 7% lived in the Willamette Valley region, 6% were from the Coast region, 1% lived in the Mt. Hood / Gorge region, and 1% were from the Eastern region of Oregon.
- 83% of park day users said that nobody in their group had a disability, whereas 17% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (16% of park users), while 3% had a hearing disability, 2% had impaired sight, and 1% had learning disabilities.

## ***RECOMMENDATIONS***

### **Management Recommendations**

Based on these results from survey of day users, the following recommendations, in no particular order, are proposed for management of Cape Meares State Scenic Viewpoint:

- Most day users traveled to this park in their own vehicles (76%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Cape Meares State Scenic Viewpoint day-use vehicles (3.02) was significantly lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future day-use calculations for the park.
- Almost all day users (95%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for group facilities (62%) and the cleanliness of toilets / bathrooms (71%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.

- Users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 74%). Given that over 33% of day-use visitors were over the age of 60 and 17% of day users had disabilities (16% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- The results suggest that overcrowding is not presently a concern at Cape Meares State Scenic Viewpoint day-use areas.
- The Importance – Performance analysis shows that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. However, this analysis showed that managers should consider examining the amount and quality of information and education materials and programs, ease of movement and access around the park, variety of things to do, presence of park rangers, information about conditions/hazards, and the number of trails in the park.
- Day users most strongly supported management actions that would provide more opportunities for viewing wildlife (75%), require that dogs are kept on leash at all times (67%), provide more opportunities for hiking (63%), provide more information / education (nature/history; 61%), restore the park to its natural conditions (60%), and provide more recycling containers (58%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (96%) were able to find the information they needed when planning their visit to Cape Meares State Scenic Viewpoint. However, some visitors (4%) were not able to find all information needed. The most popular information needed was hiking/trail maps, road signs leading to the park, and information related to current road conditions.
- The largest proportion of day users (54%) depended on official internet websites as the first primary source of obtaining information about state parks such as Cape Meares State Scenic Viewpoint. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.

- A majority (75%) of day-use visitors reported using highway signs as a source of information for their visit. In addition, 66% of visitors are first-time visitors, 25% considered the park as their main destination for the trip, and several visitors reported a lack of directional signage to the park in open-ended comments. Based on these findings, managers may want to evaluate the need for improved highway directional signage to the park.
- Users provided 99 verbatim open ended positive and negative comments, and suggestions for possible improvement of Cape Meares State Scenic Viewpoint and other park related issues. The most common concerns involved: (a) repairing / reopening the lighthouse; (b) providing more parking; (c) providing restrooms; and (d) preventing vandalism. Many of these comments may provide useful insights for future planning and management.

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- A great job is being done already.
- All looks good to me!
- All was very good!
- Enjoyed it very much! Descent in lighthouse was excellent!
- Excellent park
- Great
- Great the way it is!
- I can see no way to improve, Great Job!
- I love the way it is already!
- I loved it.
- I loved the park. It is so lovely & park rangers very friendly. Clean. Lots of info. GREAT!
- I really enjoyed having the volunteers on hand to answer questions.
- It is beautiful. Preserve it.
- It is very beautiful. We have been twice. We love it.
- It was lovely.
- It's great like it is!
- It's great!
- It's great. I love the new info at the top.
- It's great. A very nice place.
- Keep doing what you're doing.
- Keep it as it is, it is extremely beautiful. I am impressed that you cared for my input so much as to request my survey.
- Keep it as it is. Great day. Wonderful volunteers.
- Keep up the good work.
- Leave it alone.
- Leave it alone as much as you can.
- Love it here - My daughter wanted to go up to the lighthouse. Otherwise it is gorgeous here!
- Love it here.
- Love it! Decent bathrooms!!
- Love it. Especially the volunteers.
- Love the additional nature info/signs posted.
- Perfect as is!
- Seems fine as is.
- The people working here have been the MOST helpful & friendly of anywhere we have visited.
- This is a wonderful park with great access to info
- This was great! Loved the bird-watching and the feeling of being in touch with nature. Top Notch!
- Very Nice

- Very pleasant site. Repair the lens so you can open the upper floor of the lighthouse would be nice. I hope the vandals received the chance to work at the site as part of their punishment.
- We are enjoying our visit, sights are beautiful - info interesting.
- We love the Oregon parks system and firmly believe they are worth preserving, improving and expanding.
- You are doing a great job!
- You guys are awesome.

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

- A dog friendly off-leash or at least play area would be nice.
- Bathrooms
- Bathrooms were closed would like them open.
- Clean the portable toilets. Repair light so can go upstairs.
- Clean the porta-potties more often and mark the hiking trail better.
- Do not gravel the path to the big spruce. Do not pave any more of the forest. Do not spray and kill the wildflowers.
- Don't have dogs - people don't clean up!
- End surveys.
- Finish rebuilding!
- Fix the broken light.
- Fix the lighthouse.
- Flush toilets! Porta John was gross! Garbage cans. No place to put poops bags.
- Get whatever approval is necessary to get the lens stabilized! Most of our visitors come expecting to climb the tower. It's especially hard on 1st timers to a lighthouse, or those from many miles away.
- Go back to regular use of bathroom facilities. Longer lighthouse hours during summertime.
- Golf cart for transport.
- Handicap bathrooms at the parking lot.
- Have a few fun things for kids to do like an interactive science exhibit.
- I wish there was some easy way to view the cape from here or near here.
- I would like to see the lighthouse restored to functional again.
- I would love to see up in the lighthouse.
- Info about ecology of area.
- Install bathroom facilities.
- Keep Naturalists & guides to inform guests. Keep them funded.
- Keep preserving wildlife, both flora & fauna. Make telescopes available without cost to users.
- Looking forward to being able to climb the lighthouse.
- Love it here - My daughter wanted to go up to the lighthouse. Otherwise it is gorgeous here!
- Lovely park. Hope the toilets by the lighthouse are opened soon. One port-a-potty was quite full.
- Make shorter!
- More parking!

- 
- More parking!
  - More parking!
  - More walking and hiking trails.
  - Not doing so many questions.
  - Nothing. Make self guided.
  - Open lighthouse and/or restore with information on it's history.
  - Open the lighthouse for top level viewing.
  - Please allow people to view lighthouse at top.
  - Possibly some sort of golf cart or transportation for people w/disabilities to take them down to the lighthouse and back up.
  - Prevent vandalism; video surveillance.
  - Prosecute trespassers or those violating environment or rules to the fullest.
  - Protect & preserve the lighthouse & grounds. I'm very sorry to see what happened to the lens on the lighthouse.
  - Provide good weather.
  - Remove info about vandalism.
  - Replace the lens.
  - Restrooms
  - Road to the park is poor.
  - Shorter survey.
  - Shorter survey.
  - Shuttle transportation to the lighthouse.
  - Stop asking people to fill out long surveys.
  - Survey too long.
  - Trash cans! Restore lighthouse!
  - Very pleasant site. Repair the lens so you can open the upper floor of the lighthouse would be nice. I hope the vandals received the chance to work at the site as part of their punishment.
  - Very sad to hear about the two men who shot the lighthouse. We were so excited to drive here and see such a wonderful piece of machinery - then to hear of their sentence - seems wrong.
  - WiFi
  - Wildlife improvements. Be able to go to top of lighthouse.
  - Working bathrooms - No "Out Houses."
  - Would be great to have camping sites nearby and reopen the regular restrooms.

## APPENDIX B: QUESTIONNAIRES

# Day Visitor Experiences and Perceptions at Cape Meares State Scenic Viewpoint



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted Cooperatively by:



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

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> D. Bicycling on local roads	<input type="checkbox"/> G. Visiting the lighthouse
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> E. Sightseeing	<input type="checkbox"/> H. Bird or wildlife watching
<input type="checkbox"/> C. Running or jogging	<input type="checkbox"/> F. Picnicking or barbecuing	<input type="checkbox"/> I. Other (write response) _____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Cape Meares SSV on this trip? (write a letter that matches your response)  
 Letter for primary activity \_\_\_\_\_
  
5. Which of the following best describes the purpose of your trip? (check **ONE**)
  - Primarily for recreation – this park was my main destination
  - Primarily for recreation – my main destination was NOT this park
  - Primarily for business, family, or other reasons – this park was a side trip
  - Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) \_\_\_\_\_ mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your ***overall experience*** at Cape Meares SSV? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
8. How dissatisfied or satisfied were you with the ***natural environment*** at Cape Meares SSV? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
9. How dissatisfied or satisfied were you with the ***facilities / services*** at Cape Meares SSV? (check **ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
10. How unlikely or likely are you to return to Cape Meares SSV in the future? (check **ONE**)
  - Very Unlikely       Unlikely       Neither       Likely       Very Likely

11. How **important** is it to you that each of the following is at Cape Meares SSV? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1	2	3	4	5
Number of toilets / bathrooms.	1	2	3	4	5
Cleanliness / conditions of toilets / bathrooms.	1	2	3	4	5
Absence of litter.	1	2	3	4	5
Presence of park rangers / personnel.	1	2	3	4	5
Courteousness of park rangers / personnel.	1	2	3	4	5
Number of park trails.	1	2	3	4	5
Condition / maintenance of park trails.	1	2	3	4	5
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	1	2	3	4	5
Facilities for groups to gather.	1	2	3	4	5
Variety of things to do.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5

12. Now, how **dissatisfied or satisfied** were you with the following at Cape Meares SSV? (**circle a number for EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	1	2	3	4	5
Number of toilets / bathrooms.	1	2	3	4	5
Cleanliness / conditions of toilets / bathrooms.	1	2	3	4	5
Absence of litter.	1	2	3	4	5
Presence of park rangers / personnel.	1	2	3	4	5
Courteousness of park rangers / personnel.	1	2	3	4	5
Number of park trails.	1	2	3	4	5
Condition / maintenance of park trails.	1	2	3	4	5
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	2	3	4	5
Facilities for groups to gather.	1	2	3	4	5
Variety of things to do.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5

13. Approximately how many people did you see at Cape Meares SSV on this trip? (**write a number**)

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

14. To what extent did you feel crowded at Cape Meares SSV on this trip? (**circle a number**)

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

15. What is the maximum number of other people that you would tolerate seeing at Cape Meares SSV on a trip? (**write a number or check one of the other two responses**)

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

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

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

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

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

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

18. To what extent do you **oppose or support** each of the following possible management actions at Cape Meares SSV? **(circle one number for EACH)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1	2	3	4	5
Provide more opportunities for viewing wildlife.	1	2	3	4	5
Provide more group picnic areas.	1	2	3	4	5
Provide more opportunities for hiking.	1	2	3	4	5
Provide more paved trails.	1	2	3	4	5
Provide more trash cans.	1	2	3	4	5
Provide more recycling containers.	1	2	3	4	5
Provide more information / education about nature, history, or archeology.	1	2	3	4	5
Provide more programs led by park rangers.	1	2	3	4	5
Provide wireless internet access within the park.	1	2	3	4	5
Provide downloadable mobile phone applications.	1	2	3	4	5
Provide more enclosed shelters.	1	2	3	4	5
Improve maintenance or upkeep of facilities / services.	1	2	3	4	5
Require all dogs be kept on leash at all times.	1	2	3	4	5
Make the park more pet friendly.	1	2	3	4	5
Provide natural buffers to block views of development outside the park.	1	2	3	4	5
Restore it to historical conditions (e.g., replace non-native with native plants)	1	2	3	4	5
Limit the number of people allowed per day.	1	2	3	4	5
Limit the number of large groups allowed (e.g., no more than 10-20 people).	1	2	3	4	5
Close this park to all recreation / tourism activities.	1	2	3	4	5
Do not change anything / keep things as they are now.	1	2	3	4	5

19. **Including yourself**, how many people accompanied you at Cape Meares SSV on this trip? \_\_\_\_\_ person(s)

20. Did you or anyone in your group bring dog(s) with you to Cape Meares SSV? **(check ONE)**  No  Yes

21. Did anyone in your group have a disability?

No

Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)**  Hearing  Sight

Walking

Learning  Other

\_\_\_\_\_

22. If you had NOT been able to go to Cape Meares SSV for this visit, what would you have done? **(check ONE)**

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

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

Come back another time

Stayed home

Gone to work at my regular job

Something else (none of these)

23. How did you get to Cape Meares SSV on this trip? (**check ONE**)

- My family's personal vehicle → how many total people were in the vehicle? \_\_\_\_\_ person(s)
- Somebody else's personal vehicle → how many total people were in the vehicle? \_\_\_\_\_ person(s)
- Other (write response) \_\_\_\_\_

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

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

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

Letter \_\_\_\_\_

26. When planning your visit to Cape Meares SSV, were you able to find the information you needed? (**check ONE**)

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

27. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip within **30 miles** of Cape Meares SSV. **Please round off to the nearest dollar.**

Motel, lodge, cabin, B&B, other lodging:	\$ _____ .00
Camping:	\$ _____ .00
Restaurants and bars:	\$ _____ .00
Groceries:	\$ _____ .00
Gasoline and oil:	\$ _____ .00
Park entry, parking, or recreation use fees:	\$ _____ .00
Recreation and equipment (guide fees, equipment rental):	\$ _____ .00
Souvenirs, clothing, and other miscellaneous:	\$ _____ .00

28. Are you staying away from home within 30 miles of Cape Meares SSV on this trip? (**check ONE**)

- No
- Yes → if yes, how many nights are you staying away from home within 30 miles of this park? \_\_\_\_\_ night(s)

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

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

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

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

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

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

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

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

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

Please tell us how we can improve Cape Meares SSV:

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

## APPENDIX C: UNCOLLAPSED PERCENTAGES

# Day Visitor Experiences and Perceptions at Cape Meares State Scenic Viewpoint



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at Cape Meares State Scenic Viewpoint (SSV). 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 Cape Meares SSV? (**check ONE**)
  - 66% No
  - 34% Yes → if yes, how many day trips have you made to this park in the past 12 months? M=4.59 trip(s)
  
2. How many hours did you spend at Cape Meares SSV on this trip? (**write number**) M=1.43 hour(s)
  
3. Please check all recreation activities you did at Cape Meares SSV on your recent trip. (**check ALL THAT APPLY**)
 

76% <b>A.</b> Hiking or walking	2% <b>D.</b> Bicycling on local roads	93% <b>G.</b> Visiting the lighthouse
13% <b>B.</b> Dog walking	79% <b>E.</b> Sightseeing	48% <b>H.</b> Bird or wildlife watching
4% <b>C.</b> Running or jogging	8% <b>F.</b> Picnicking or barbecuing	10% <b>I.</b> Other (write response) _____

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4. From activities in Question 3 above, what **ONE primary activity** did you do at Cape Meares SSV 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**)
  - 25% Primarily for recreation – this park was my main destination
  - 56% Primarily for recreation – my main destination was NOT this park
  - 16% Primarily for business, family, or other reasons – this park was a side trip
  - 3% Some other reason
  
6. About how far from your home did you travel to get to this park? (**write number of miles**) M=750.45 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Cape Meares SSV? (**check ONE**)
 

3% Very Dissatisfied	0% Dissatisfied	2% Neither	33% Satisfied	62% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Cape Meares SSV? (**check ONE**)
 

2% Very Dissatisfied	0% Dissatisfied	1% Neither	26% Satisfied	71% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Cape Meares SSV? (**check ONE**)
 

2% Very Dissatisfied	5% Dissatisfied	5% Neither	49% Satisfied	40% Very Satisfied
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10. How unlikely or likely are you to return to Cape Meares SSV in the future? (**check ONE**)
 

3% Very Unlikely	7% Unlikely	9% Neither	38% Likely	43% Very Likely
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11. How **important** is it to you that each of the following is at Cape Meares SSV? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	0%	4%	41%	55%
Number of toilets / bathrooms.	1%	4%	17%	41%	38%
Cleanliness / conditions of toilets / bathrooms.	0%	1%	8%	38%	53%
Absence of litter.	0%	0%	5%	36%	59%
Presence of park rangers / personnel.	2%	4%	22%	43%	30%
Courteousness of park rangers / personnel.	1%	1%	9%	44%	46%
Number of park trails.	2%	2%	26%	49%	22%
Condition / maintenance of park trails.	2%	2%	15%	53%	28%
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	7%	6%	29%	31%	27%
Facilities for groups to gather.	14%	11%	37%	23%	15%
Variety of things to do.	3%	6%	33%	38%	20%
Personal safety.	1%	5%	12%	40%	43%
Number of information / education programs or materials.	2%	4%	29%	45%	20%
Quality of information / education programs or materials.	1%	2%	21%	46%	29%
Information specifically about conditions or hazards in the park.	3%	3%	23%	42%	30%
Signs about directions within the park.	1%	1%	13%	46%	38%
Signs about directions to the park.	1%	2%	14%	43%	41%
Parking for vehicles.	1%	2%	10%	44%	44%

12. Now, how **dissatisfied or satisfied** were you with the following at Cape Meares SSV? (**circle a number for EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	4%	32%	63%
Number of toilets / bathrooms.	2%	6%	14%	42%	36%
Cleanliness / conditions of toilets / bathrooms.	4%	8%	18%	34%	37%
Absence of litter.	0%	1%	5%	35%	60%
Presence of park rangers / personnel.	0%	1%	11%	37%	52%
Courteousness of park rangers / personnel.	0%	1%	8%	27%	65%
Number of park trails.	0%	1%	20%	38%	40%
Condition / maintenance of park trails.	0%	0%	13%	40%	47%
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1%	1%	24%	36%	38%
Facilities for groups to gather.	1%	2%	35%	33%	29%
Variety of things to do.	0%	2%	20%	44%	35%
Personal safety.	0%	0%	10%	40%	50%
Number of information / education programs or materials.	0%	1%	19%	43%	37%
Quality of information / education programs or materials.	0%	1%	17%	42%	41%
Information specifically about conditions or hazards in the park.	0%	1%	22%	41%	36%
Signs about directions within the park.	0%	1%	14%	45%	40%
Signs about directions to the park.	0%	3%	12%	42%	43%
Parking for vehicles.	1%	4%	12%	42%	41%

13. Approximately how many people did you see at Cape Meares SSV on this trip? (**write a number**)

I saw about M=50.14 other people

14. To what extent did you feel crowded at Cape Meares SSV on this trip? (circle a number)

29%	24%	15%	7%	9%	12%	3%	1%	1%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

15. What is the maximum number of other people that you would tolerate seeing at Cape Meares SSV on a trip? (write a number or check one of the other two responses)

It is OK to see as many as M=105.07 other visitors at this park

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

I would ...	Very Unlikely	Unlikely	Likely	Very Likely
... express my opinions to park managers about the condition or situation.	37%	38%	19%	5%
... express my opinions to members of my group about the condition or situation.	19	20	44	17
... express my opinions to other visitors at the park about the condition or situation.	39	37	19	4
... express my opinions to friends or family about the condition or situation.	18	18	46	18
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	45	35	16	4
... keep my opinions to myself.	21	30	33	17
... avoid peak use times (weekends, holidays) or visit earlier or later in the day when fewer people are here to avoid this condition or situation.	10	17	42	32
... come back to this park, but recognize that it offers a different type of experience than I first believed.	10	18	54	18
... tell myself that there is nothing I can do about the condition or situation, so just try to enjoy the experience for what it is.	9	20	48	22
... accept the condition or situation by not doing anything about it.	9	26	48	17
... never visit this park again because of the condition or situation.	51	32	12	5

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

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	<1%	2%	42%	34%	22%
This park is one of the best places for doing what I like to do.	1	3	48	35	14
I am very attached to this park.	2	7	57	24	10
I would not substitute any other area for doing what I do at this park.	4	14	64	12	7
I identify strongly with this park.	2	10	60	18	11
No other place compares to this park.	3	13	58	15	11
I feel that this park means a lot to me.	2	7	51	28	12
I get more satisfaction out of visiting this park than any other.	6	15	62	12	6

18. To what extent do you **oppose or support** each of the following possible management actions at Cape Meares SSV? (circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	2%	2%	41%	45%	11%
Provide more opportunities for viewing wildlife.	0%	1%	24%	51%	24%
Provide more group picnic areas.	3%	7%	54%	30%	6%
Provide more opportunities for hiking.	1%	1%	36%	51%	12%
Provide more paved trails.	1%	8%	51%	32%	8%
Provide more trash cans.	0%	2%	50%	38%	10%
Provide more recycling containers.	1%	2%	40%	40%	18%
Provide more information / education about nature, history, or archeology.	0%	1%	37%	42%	19%
Provide more programs led by park rangers.	2%	3%	48%	36%	11%
Provide wireless internet access within the park.	20%	18%	43%	13%	7%
Provide downloadable mobile phone applications.	18%	11%	50%	17%	5%
Provide more enclosed shelters.	5%	11%	57%	23%	4%
Improve maintenance or upkeep of facilities / services.	2%	4%	50%	35%	10%
Require all dogs be kept on leash at all times.	2%	4%	26%	25%	43%
Make the park more pet friendly.	7%	14%	52%	19%	9%
Provide natural buffers to block views of development outside the park.	2%	5%	45%	29%	19%
Restore it to historical conditions (e.g., replace non-native with native plants)	2%	4%	35%	35%	24%
Limit the number of people allowed per day.	11%	24%	45%	17%	3%
Limit the number of large groups allowed (e.g., no more than 10-20 people).	7%	15%	39%	28%	11%
Close this park to all recreation / tourism activities.	46%	23%	24%	5%	2%
Do not change anything / keep things as they are now.	1%	4%	45%	34%	17%

19. **Including yourself**, how many people accompanied you at Cape Meares SSV on this trip? M=3.50 person(s)

20. Did you or anyone in your group bring dog(s) with you to Cape Meares SSV? (check ONE) 84% No 16% Yes

21. Did anyone in your group have a disability?

83% No

17% Yes → if yes, what are these disabilities? 3% Hearing 2% Sight 16% Walking  
1% Learning 2% Other \_\_\_\_\_

22. If you had NOT been able to go to Cape Meares SSV for this visit, what would you have done? (check ONE)

35% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=271.67 mile(s)

14% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=241.97 mile(s)

27% Come back another time

4% Stayed home

20% Something else (none of these)

23. How did you get to Cape Meares SSV on this trip? (check ONE)

76% My family's personal vehicle → how many total people were in the vehicle? M=2.98 person(s)

11% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.27 person(s)

13% Other (write response) \_\_\_\_\_

24. When you were thinking about visiting an Oregon State Park such as Cape Meares SSV, 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).	23%	6%	32%	18%	22%
B. Social media internet websites (e.g., Facebook, Twitter).	53%	12%	23%	7%	5%
C. Brochures.	22%	10%	35%	21%	12%
D. Newspapers.	43%	19%	29%	7%	3%
E. Magazines.	34%	15%	35%	13%	4%
F. Books.	38%	15%	28%	11%	8%
G. Television.	55%	18%	22%	5%	1%
H. Videos / DVDs.	60%	21%	15%	3%	1%
I. Radio.	59%	18%	19%	4%	0%
J. Community organization or church.	64%	19%	13%	2%	1%
K. Health care providers.	73%	14%	11%	2%	1%
L. Work.	62%	17%	16%	4%	1%
M. Friends or family members.	22%	6%	27%	25%	20%
N. Highway signs.	19%	6%	28%	29%	19%
O. Previous visit.	34%	4%	16%	24%	23%
P. Other (write response) _____	59%	7%	20%	7%	8%

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

**Letter** see report

26. When planning your visit to Cape Meares SSV, were you able to find the information you needed? (**check ONE**)

96% Yes

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

27. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip within **30 miles** of Cape Meares SSV. **Please round off to the nearest dollar.**

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

28. Are you staying away from home within 30 miles of Cape Meares SSV on this trip? (**check ONE**)

45% No

55% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=7.56 night(s)

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

30. How old are you? (**write response**) M=51.39 years old

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

92% White (Caucasian) 2% Hispanic / Latino 1% American Indian or Alaskan Native 1% Other  
 <1% Black / African American 4% Asian 0% Native Hawaiian or Pacific Islander \_\_\_\_\_

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

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

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

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

4% Less than \$10,000	14% \$90,000 to \$109,999
9% \$10,000 to \$29,999	7% \$110,000 to \$129,999
14% \$30,000 to \$49,999	6% \$130,000 to \$149,999
19% \$50,000 to \$69,999	4% \$150,000 to \$169,999
15% \$70,000 to \$89,999	8% \$170,000 or more

Please tell us how we can improve Cape Meares SSV:

See Report

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