



# Visitor Survey of Overnight Visitors at Nehalem Bay 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 overnight user activities, demographic characteristics, and opinions about conditions and management at this park and provide recommendations for maintaining or improving conditions at this park.

### **Methods**

Data were obtained from questionnaires administered to random samples of overnight user visitors to the park between July 2 and August 14, 2011. The total number of completed questionnaires was  $n = 611$  with a response rate of 59%. The day-use visitor survey involved an internet survey of visitors who stayed overnight at the park during the survey period and made a reservation through Reservations Northwest. The sample size allows generalizations about the population of overnight users at Nehalem Bay State Park at a margin of error of  $\pm 4.0\%$  at the 95% confidence level.

### **Results**

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

- The most popular overnight visitor activities at this park were camping (96%), hiking or walking (84%), beachcombing (71%), sightseeing (56%), and picnicking or barbequing (46%). The least popular activities were windsurfing (1%), fishing (3%), boating (motor, canoe, kayak; 7%), crabbing (8%), and horseback riding (9%).
- The most common main activity groups were people camping (58%), hiking or walking (9%), beachcombing (8%), horseback riding (6%), bicycling on trails (5%), and dog walking (4%). The least common primary activity groups were boating (1%), crabbing (1%), and bird or wildlife watching (1%).
- Overnight users spent an average of three and a half days at the park. The majority (51%) of overnight users spent two or three days at the park. An additional 13% spent one day at the park, 12% spent four days, with 36% spending four or more days at the park.
- On average, overnight users traveled 301 miles from home to visit the park.
- In total, 64% of overnight respondents had visited this park before. Overnight visitors had visited an average of one and a half times in the past 12 months with the highest proportions having made just one trip (46%) to this park in the past year, while 90% had made two or fewer trips.
- Average group size of overnight visitors was 6.67 people. Groups most commonly consisted of three to four people (33%) and five to ten people (25%).
- In total, 51% of overnight users brought dogs with them; 49% did not bring dogs with them.
- Almost all overnight users arrived at the park in their family vehicle (94%), 3% arrived in somebody else's vehicle, and 3% arrived in another form of transportation. On average, there were 3.16 people in each personal family vehicle and 3.37 people in somebody else's vehicle. When combining personal and somebody else's vehicle responses, the average number of people per vehicle was 3.17.
- The majority (83%) of overnight users considered this park the main reason for their trip.

- If they had been unable to go to Nehalem Bay State Park for this trip, most overnight users would have either gone somewhere else for the same activity (64%) or come back another time (17%).

### ***Visitor Spending***

- All overnight visitors to the park (100%) are non-local visitors (living 31 or more miles from the park).
- The highest percentage of non-local overnight parties reporting spending \$151-\$350 on their trip (38%).
- Most non-local overnight visitors reported spending some money on groceries, gasoline and oil, camping fees, restaurants and bars, souvenirs, and park entry fees.

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

- Almost all overnight users (97%) were able to find the information they needed when planning their visit to this state park, and the few (3%) who did not find the information they needed would like additional: online maps of the park (e.g., grey water locations, handicap sites, electricity availability at each site), online photos of individual campsites, and information related to park construction/renovation.
- The most heavily used sources of information by overnight users were official internet websites (e.g., Oregon State Parks, Travel Oregon; 94% used sometimes or often), previous visits (73%), friends or family members (65%), brochures (44%), and highway signs (35%). The least used sources were health care providers (3%), videos or DVDs (5%), radio (5%), community organizations (7%), and television (8%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (89%) as the first primary information source, followed by previous visit (4%), and friends or family (4%). Few people used other sources when obtaining information.

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

- Overnight users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), cleanliness of toilets (96%), good value for fee(s) paid at the park (95%), comfort of campsites (94%), courteousness of park staff (92%), and personal safety (89%). The least important attributes were facilities for groups to gather (24%), ease of movement / access (e.g., wheelchair, elderly, baby stroller; 35%), and the amount and quality of information / education programs or materials (47% to 53%).
- Overall satisfaction among overnight users was extremely high, as 94% were satisfied with the highest proportion of users being "very satisfied" (61%). Overnight users were most satisfied with park cleanliness (96%), absence of litter (94%), level of safety (94%), courteousness of park staff (91%), value for fee(s) paid (91%), comfort of campsites (89%), presence of park rangers (88%), and the number of toilets / bathrooms (86%). Users were least satisfied with facilities for groups to gather (48%), ease of movement / access (e.g., wheelchair, elderly, stroller; 61%), quality and amount of information / education programs or materials (68% and 70%, respectively), and information about conditions / hazards (73%).
- An Importance – Performance analysis showed that almost all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. For this state park visitor survey project,

we are also taking a closer examination of I-P scores in the “keep up the good work” quadrant within the dashed lines included in Figure 2. These results also show that park staff were doing a good job managing conditions and experiences at Nehalem Bay State Park.

- Crowding among overnight users was somewhat high (71%), and a large proportion were already encountering more people than they would tolerate in the park (78%). These results suggest that crowding can be considered as “more than capacity,” suggesting further studies and management actions focusing on social carrying capacity may be necessary to preserve the quality of experiences at this park.

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

- Overnight users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (68%), opportunities for escaping crowds of people (65%), opportunities for hiking (62%), more space between campsites (61%), require dogs be kept on leashes at all times (57%), and provide campsites with both RV and tent camping (57%). The least supported strategies were to close this park to all recreation / tourism activities (3%), provide more group picnic areas (18%), more group camping areas (19%), more walk in / cart in campsites (20%), more enclosed shelters (24%), and to provide downloadable mobile phone applications (25%).
- A majority of overnight users only supported providing campsites accommodating both RV and tent camping (57%) and adding more space between campsites (61%). They were least supportive of providing more group camping areas (19%), walk in campsites (20%), and more tent camping in developed campgrounds (32%).
- In total, 78% of overnight users reserved their visit using the internet reservation system, 20% used the telephone reservation system, and 2% had someone else make the reservation. Satisfaction with the reservation system was high, as 90% were satisfied and only 10% were not satisfied, and the highest proportion of overnight users was “very satisfied” (54%).

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

- There were a few more female (59%) than male (41%) overnight users at this park.
- The average age of respondents was 48 years old, and the largest proportions of users were 40 to 49 years old (33%) and 50 to 59 years old (27%).
- The average annual household income before taxes of respondents was \$81,000, and the largest proportion of users had incomes from \$70,000 to \$89,999 (20%) and \$90,000 to \$109,999 (19%). Overnight visitors to Nehalem Bay State Park 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; 94%) with few Asians (3%), Hispanic / Latinos (1%), American Indian / Alaska Natives (0%), Native Hawaiian or Pacific Islanders (<1%) and Black / African Americans (<1%).
- Almost all overnight users (99%) considered English as the primary language in their homes.
- Over 42% of all overnight visitors lived in Oregon, 29% in Washington State, 18% in British Columbia, Canada, 9% in other states, 1% in California, and 1% in Idaho. Among overnight visitors, 34% resided in the Portland Metro region of Oregon, 4% lived in the Willamette Valley region, 2% lived in the Mt. Hood / Gorge region, 1% lived in the

Coastal region, and 1% were from the Eastern region of Oregon. No visitors were from the Central or Southern regions of Oregon.

- 88% of overnight users said that nobody in their group had a disability, whereas 12% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (9% of overnight users), while 2% had a hearing disability, 2% had learning disabilities, 1% had impaired sight, and 3% had an “other” type of disability.

## **Recommendations**

### ***Management Recommendations***

- Almost all overnight users traveled to this park in their own vehicles (94%), so adequate parking is important and should be considered in planning and management.
- Over half of overnight users (51%) brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas. Managers may also want to consider examining enforcement of existing pet regulations at the park given that 57% of overnight users supported requiring dogs on leash at all times, and only 38% supported making the park more pet friendly.
- Almost all overnight users (94%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (48%), quality and amount of information and education materials and programs (68% to 70%), and information about conditions / hazards (73%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- The Importance – Performance analysis shows that almost all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- Overnight users were also less satisfied with the ease of movement / access (e.g., wheelchair, elderly, stroller; 61%). Given that over 16% of overnight visitors were over the age of 60 and 12% of overnight users had disabilities (9% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- The results suggest that crowding at Nehalem Bay State Park can be considered as “more than capacity,” suggesting further studies and management actions focusing on social carry capacity may be necessary to preserve the quality of experiences at this park.
- Overnight users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (68%), opportunities for escaping crowds of people (65%), opportunities for hiking (62%), more space between campsites (61%), require dogs be kept on leashes at all times (57%), and provide campsites with both RV and tent camping (57%). Managers may want to consider some or all of these strategies.
- The largest proportion of overnight users (89%) depended on official internet websites as the first primary source of obtaining information about state parks such as Nehalem Bay State Park, and the majority of overnight users (78%) reserved their spot at this park using the online / internet reservation system. 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.
- Almost all overnight visitors (97%) were able to find the information they needed when planning their visit to Nehalem Bay State Park. However, some visitors (3%) were not

able to find all information needed. The most popular information needed was online maps of the park (e.g., grey water locations, handicapped sites, if electric power is available at each site), online photos of individual campsites, and information related to park construction/renovation.

- Appendix A is a listing of 294 verbatim open ended positive comments (68 comments, 3 pages) and negative comments and suggestions for improvement of Nehalem Bay State Park (226 comments, 11 pages). Comments may provide insights for future planning and management. The most common concerns involved: (a) improving campsite privacy (including increasing space between sites and vegetation buffers); (b) enforcing quiet hours; (c) providing additional yurts; (d) larger campsites; (e) cleaner bathroom facilities; (f) improving the reservation system; (f) additional restroom facilities; (g) more RV sewer hookups; and (h) improving maintenance of vegetation near RV campsites.

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

## ***METHODS***

Data were obtained from a questionnaire (see Appendix B) administered to a randomly selected sample of overnight users at Nehalem Bay State Park between July and August 2011. An electronic (email, internet) survey method was used for overnight users. A respondent was only allowed one opportunity to complete a questionnaire.

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

Random samples of overnight users 18 years of age and older were contacted via email and directed to complete the questionnaire on the SurveyMonkey internet website (<http://www.surveymonkey.com/>). OPRD and Reservations Northwest collect contact information such as email addresses from overnight users when these users reserve their camping spot through the agency telephone or internet reservation systems. A single completion option on the SurveyMonkey website was used to ensure that respondents did not complete the full length questionnaire more than once.

Users were sent a first email letter that requested their participation by completing an internet questionnaire, provided standard verbiage regarding recruitment / consent and length. A week after this initial email, a second email letter was sent to those who had not yet completed the internet questionnaire stressing the importance of the study, emphasizing anonymity and confidentiality, and requesting participation. A third final email letter was sent to those that had not yet completed the questionnaire. No further email letters were sent, so users were considered a nonresponse if they did not complete the internet questionnaire following these three email letters. Email letters requesting participation were sent between August 1 and September 30,

2011. These emails and internet questionnaires were administered by researchers at the Oregon Parks and Recreation Department.

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

As shown in Table 1, the total number of completed questionnaires was  $n = 611$  with an estimated total response rate of 59%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys ( $n$ )	Response rate (%)
Overnight Users	1036	611	59

The sample size allows generalizations about the population of overnight users at Nehalem Bay State Park at a margin of error of  $\pm 4.0\%$  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 overnight users 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 questionnaire asked respondents to check all of the activities in which they participated at Nehalem Bay State Park on their most recent trip. Table 2 shows that the most popular overnight visitor activities at this park were camping (96%), hiking / walking (84%), beachcombing (71%), sightseeing (56%), and picnicking or barbequing (46%). The least popular activities were windsurfing (1%), fishing (3%), boating (motor, canoe, kayak; 7%), crabbing (8%), and horseback riding (9%).

Table 2. Overnight user recreation activities at the park

Activity	% Participating <sup>a</sup>
Camping	96
Hiking or walking	84
Beachcombing	71
Sightseeing	56
Picnicking or barbequing	46
Dog walking	41
Bicycling on trails	39
Swimming/wading	38
Kite flying	30
Bicycling on local roads	26
Bird or wildlife watching	24
Ranger-led programs	18
Running or jogging	14
Other <sup>b</sup>	13
Horseback riding	9
Crabbing	8
Boating (motor, canoe, kayak)	7
Fishing	3
Windsurfing	1

<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: group events, surfing, boogie boarding, kite surfing/ kite boarding, and visiting Manzanita.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Nehalem Bay State Park. Table 3 shows that the most common primary activity groups were people camping (58%), hiking or walking (9%), beachcombing (8%), horseback riding (6%), bicycling on trails (5%), and dog walking (4%). The least common primary activity groups were boating (1%), crabbing (1%), and bird or wildlife watching (1%).

Table 3. Primary overnight user activities at the park

Activity	Overnight User (%)
Camping	58
Hiking or walking	9
Beachcombing	8
Horseback riding	6
Bicycling on trails	5
Dog walking	4
Sightseeing	2
Swimming/wading	2
Other <sup>b</sup>	2
Picnicking or barbequing	1
Kite flying	1
Bicycling on local roads	1
Bird or wildlife watching	1
Ranger-led programs	1
Crabbing	1
Boating (motor, canoe, kayak)	1

<sup>a</sup> The most popular “other” activities were: group events, surfing, boogie boarding, kite surfing/ kite boarding, and visiting Manzanita.

**Duration of Visit.** Overnight users were asked to report how many *nights* in a row they spent at Nehalem Bay State Park on their recent trip. Table 4 shows that, on average, overnight visitors spent three and a half days at the park. The majority (51%) of overnight users spent two or three days at the park. An additional 13% spent one day at the park, 12% spent four days, with 36% spending four or more days at the park.

Table 4. Duration of overnight visit at the park

1 day	13
2 days	29
3 days	22
4 days	12
5 days	9
6 or more days	15
Mean / average days	3.51

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 all (100%) overnight users were non-local (driving 31 miles or more to reach the park), with most (66%) originating 251 to 500 miles from the park. Overnight visitors, on average, traveled approximately 301 miles to visit the park.

Table 5. Overnight user distance traveled to the park

30 miles or less	0
31 to 60 miles	3
61 to 90 miles	23
91 to 120 miles	18
121 to 150 miles	6
151 to 250 miles	13
251 to 500 miles	26
501 or more miles	11
Mean / average	301.23

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

**Previous Visitation.** Users were asked if they had ever visited Nehalem Bay State Park before their most recent trip. Table 6 shows that 64% of overnight respondents had visited this park before, whereas 36% had not visited previously.

Table 6. Overnight user previous visitation to the park

	Overnight User (%)
Yes, visited park before	64
No, not visited park before	36

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 that overnight users had visited an average of one and a half times in the past 12 months with the highest proportion having made just one trip (46%) to this park in the past year, while most (90%) had made two or fewer trips.

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

0 Trips	22
1 Trip	46
2 Trips	22
3 to 5 Trips	8
6 to 12 Trips	2
13 to 24 Trips	1
More than 24 Trips	0
Mean / average trips	1.38

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

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Nehalem Bay State Park on their most recent trip. Table 8 shows that the average overnight user group size was approximately seven people ( $M = 6.67$  people). Groups most commonly consisted of three to four people (33%) and five to ten people (25%).

Table 8. Overnight user group size at the park

1 Person (alone)	4
2 People	23
3 or 4 People	33
5 to 10 People	25
11 to 25 People	13
More than 25 People	2
Mean / average	6.67

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

**Bringing Dogs to the Park.** The questionnaire asked overnight users if they or anyone else in their group brought dog(s) with them to Nehalem Bay State Park. Table 9 shows that 51% of overnight users brought dogs with them and 49% did not bring dogs.

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

	Overnight Users (%)
Yes, brought dog(s)	51
No, did not bring dog(s)	49

**Transportation to the Park.** Respondents were asked how they got to Nehalem Bay State Park on their most recent trip. Table 10 shows that almost all overnight users arrived at the park in their family’s personal vehicle (94%), 3% arrived in somebody else’s vehicle, and 3% arrived in another form of transportation. On average, there were 3.16 people in each personal family vehicle and 3.37 people in somebody else’s vehicle. For all overnight vehicles, there was an average of 3.17 people in the vehicle.

Table 10. Overnight users transportation to the park

	Overnight Users (%)
My family’s personal vehicle <sup>a</sup>	94
Somebody else’s personal vehicle <sup>b</sup>	3
Other	3

<sup>a</sup> Number of people in vehicle: mean / average = 3.16 (3-4 people = 46%).

<sup>b</sup> Number of people in vehicle: mean / average = 3.37 (1-4 people = 84%).

**Reasons for Visiting.** Overnight users were asked if this park was the main reason for their trip. Table 11 shows that 83% of overnight users considered this park their main reason for the trip.

Table 11. Whether the park was overnight users main destination

	Day Users (%)
Primarily for recreation – this park was main destination	83
Primarily for recreation – main destination was not this park	14
Primarily for business, family, or other reasons – park was side trip	2
Some other reason	1

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Nehalem Bay State Park for this visit. As shown in Table 12, most overnight users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (64%) or come back another time (17%).

Table 12. Overnight user alternatives to park visit

	Overnight Users (%)
Gone somewhere else for same activity <sup>a</sup>	64
Gone somewhere else for a different activity <sup>b</sup>	5
Come back another time	17
Stayed home	8
Gone to work at my regular job	1
Something else (none of these)	5

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 242.49 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 = 281.28 miles.

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

- The most popular overnight visitor activities at this park were camping (96%), hiking or walking (84%), beachcombing (71%), sightseeing (56%), and picnicking or barbecuing (46%). The least popular activities were windsurfing (1%), fishing (3%), boating (motor, canoe, kayak; 7%), crabbing (8%), and horseback riding (9%).
- The most common main activity groups were people camping (58%), hiking or walking (9%), beachcombing (8%), horseback riding (6%), bicycling on trails (5%), and dog

walking (4%). The least common primary activity groups were boating (1%), crabbing (1%), and bird or wildlife watching (1%).

- Overnight users spent an average of three and a half days at the park. The majority (51%) of overnight users spent two or three days at the park. An additional 13% spent one day at the park, 12% spent four days, with 36% spending four or more days at the park.
- On average, overnight users traveled 301 miles from home to visit the park.
- In total, 64% of overnight respondents had visited this park before. Overnight visitors had visited an average of one and a half times in the past 12 months with the highest proportions having made just one trip (46%) to this park in the past year, while 90% had made two or fewer trips.
- Average group size of overnight visitors was 6.67 people. Groups most commonly consisted of three to four people (33%) and five to ten people (25%).
- In total, 51% of overnight users brought dogs with them; 49% did not bring dogs with them.
- Almost all overnight users arrived at the park in their family vehicle (94%), 3% arrived in somebody else's vehicle, and 3% arrived in another form of transportation. On average, there were 3.16 people in each personal family vehicle and 3.37 people in somebody else's vehicle. When combining personal and somebody else's vehicle responses, the average number of people per vehicle was 3.17.
- The majority (83%) of overnight users considered this park the main reason for their trip.
- If they had been unable to go to Nehalem Bay State Park for this trip, most overnight users would have either gone somewhere else for the same activity (64%) or come back another time (17%).

### **Visitor Spending**

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

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

Table 13 includes the percentages of all park overnight users that are local and non-local visitors. All overnight users to the park are non-local (living 31 or more miles from the park) visitors (100%). Based on previous year visitation estimates, approximately 67% of users at Nehalem Bay State Park are day users and 33% overnight users.

Table 13. Overnight users, local / non-local

	Overnight Users (%)
Non-Local	100
Local	0

Table 14 shows the proportion of total spending for local and non-local overnight visitors and reported on a party trip basis. For non-local overnight visitors, the highest percentage (32%) reported spending \$151-\$350 on their trip.

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

	Local	Non-Local
Spent no money	*	0
\$1 - \$25	*	2
\$26 - \$50	*	4
\$51 - \$150	*	20
\$151 - \$350	*	32
\$351 - \$550	*	21
\$551 - \$800	*	14
\$801 - \$1,000	*	8

\*There were no local overnight visitors.

Table 15 includes the proportion of overnight visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). Most non-local overnight visitors reported spending some money on groceries (94%), gasoline and oil (91%), camping fees (87%), restaurants and bars (86%), souvenirs (73%), and park entry fees (63%).

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

Spending Categories	Local	Non-Local
Motel, lodge, cabin, B&B, other lodging	*	7
Camping	*	87
Restaurants and bars	*	86
Groceries	*	94
Gasoline and oil	*	91
Park entry, parking, or recreation use fees	*	63
Recreation and equipment (guide fees, equipment rental)	*	32
Souvenirs, clothing, and other miscellaneous	*	73

\*There were no local overnight visitors.

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

- All overnight visitors to the park (100%) are non-local visitors (living 31 or more miles from the park).
- The highest percentage of non-local overnight parties reporting spending \$151-\$350 on their trip (38%).
- Most non-local overnight visitors reported spending some money on groceries, gasoline and oil, camping fees, restaurants and bars, souvenirs, and park entry fees.

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

The questionnaire contained several questions examining how overnight users obtained information about state parks such as Nehalem Bay State Park and whether they were able to obtain the information they needed. Table 16 shows that almost all overnight users (97%) were able to find the information they needed when planning their visit to this state park, and the few (3%) who did not find the information they needed would like additional: online maps of the park (e.g., grey water locations, handicap sites, electricity availability at each site), online photos of individual campsites, and information related to park construction/renovation.

Table 16. Whether overnight users found the information needed

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

<sup>a</sup> The most popular information needed was: online maps of the park, online photos of individual campsites, and information related to park construction/renovation.

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 Nehalem Bay State Park. Table 17 shows that the most heavily used sources of information by overnight users were official internet websites (e.g., Oregon State Parks, Travel Oregon; 94% used sometimes or often), previous visits (73%), friends or family members (65%), brochures (44%), and highway signs (35%). The least used sources were health care providers (3%), videos or DVDs (5%), radio (5%), community organizations (7%), and television (8%).

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

	Overnight Users (%)
Official internet websites (OPRD)	94
Previous visit	73
Friends / family	65
Brochures	44
Highway signs	35
Books	25
Other <sup>b</sup>	23
Magazines	19
Social media websites	16
Work	14
Newspapers	12
Television	8
Community organizations	7
Radio	5
Videos / DVDs	5
Health care providers	3

<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: Google and other internet searches, and friends / family.

Table 18. Overnight user primary information sources

	Overnight Users (%)
Official internet websites (OPRD)	89
Previous visit	4
Friends / family	4
Brochures	1
Books	1
Other	1
Highway signs	0
Social media websites	0
Newspapers	0
Television	0
Radio	0
Community organizations	0
Work	0
Magazines	0
Videos / DVDs	0
Church	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 Nehalem Bay State Park. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (89%) as the first primary information source, followed by previous visit (4%), and friends or family (4%). Few people used other sources when obtaining information.

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

- Almost all overnight users (97%) were able to find the information they needed when planning their visit to this state park, and the few (3%) who did not find the information they needed would like additional: online maps of the park (e.g., grey water locations, handicap sites, electricity availability at each site), online photos of individual campsites, and information related to park construction/renovation.
- The most heavily used sources of information by overnight users were official internet websites (e.g., Oregon State Parks, Travel Oregon; 94% used sometimes or often), previous visits (73%), friends or family members (65%), brochures (44%), and highway

signs (35%). The least used sources were health care providers (3%), videos or DVDs (5%), radio (5%), community organizations (7%), and television (8%).

- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (89%) as the first primary information source, followed by previous visit (4%), and friends or family (4%). 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 Nehalem Bay State Park?” Table 19 shows that overall satisfaction was extremely high, as 94% were satisfied and almost no respondents (6%) were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (61%).

Table 19. Overnight user overall satisfaction

	Overnight Users (%)
Very Satisfied	61
Satisfied	33
Dissatisfied or Neutral	6

**Satisfaction and Expectations with Specific Characteristics.** Although almost all overnight users were satisfied with their overall visit at Nehalem Bay State Park, this does not indicate that they were satisfied with every aspect of this park. This project, therefore, first measured respondent *expectations* by asking them the extent they believed that several attributes of Nehalem Bay State Park were *important* to their visit (e.g., absence of litter, personal safety, signs, parking). Then, respondents reported their *satisfaction* of these same attributes at this park to measure *performance* of these attributes.

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

	Overnight Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	98
Absence of litter	96
Cleanliness of toilets / bathrooms	96
Good value for fee paid at the park	95
Comfort of campsites	94
Courteousness of rangers / personnel	92
Personal safety	89
Number of toilets / bathrooms	88
Shading provided by trees / structures	84
Condition / maintenance of trails	79
Presence of park rangers / personnel	78
Parking for vehicles	77
Number of park trails	76
Signs with directions <i>in</i> the park	76
Information about conditions / hazards	72
Signs with directions <i>to</i> the park	68
Variety of things to do	66
Quality of educational information	53
Amount of educational information	47
Ease of movement / access (wheelchair, elderly, stroller)	35
Facilities for groups to gather	24

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

Table 20 shows that the most important characteristics were the park’s cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), cleanliness of toilets (96%), good value for fee(s) paid at the park (95%), comfort of campsites (94%), courteousness of park staff (92%), and personal safety (89%). The least important attributes were facilities for groups to gather (24%), ease of movement / access (e.g., wheelchair, elderly, baby stroller; 35%), and the amount and quality of information / education programs or materials (47% to 53%).

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

	Overnight Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	96
Absence of litter	94
Personal safety	94
Courteousness of rangers / personnel	91
Good value for fee paid at the park	91
Comfort of campsites	89
Presence of park rangers / personnel	88
Number of toilets / bathrooms	86
Condition / maintenance of trails	85
Shading provided by trees or other structures	85
Cleanliness of toilets / bathrooms	84
Signs with directions <i>in</i> the park	84
Variety of things to do	84
Number of park trails	82
Parking for vehicles	81
Signs with directions <i>to</i> the park	81
Information about conditions / hazards	73
Amount of educational information	70
Quality of educational information	68
Ease of movement / access (wheelchair, elderly, stroller)	61
Facilities for groups to gather	48

<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 overnight users were satisfied most of these characteristics at Nehalem Bay State Park. Overnight users were most satisfied with park cleanliness (96%), absence of litter (94%), level of safety (94%), courteousness of park staff (91%), value for fee(s) paid (91%), comfort of campsites (89%), presence of park rangers (88%), and the number of toilets / bathrooms (86%). Users were least satisfied with facilities for groups to gather (48%), ease of movement / access (e.g., wheelchair, elderly, stroller; 61%), quality and amount of information / education programs or materials (68% and 70%, respectively), and information about conditions / hazards (73%).

**Importance – Performance Analysis.** 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 1. Importance-performance (I-P) analysis matrix

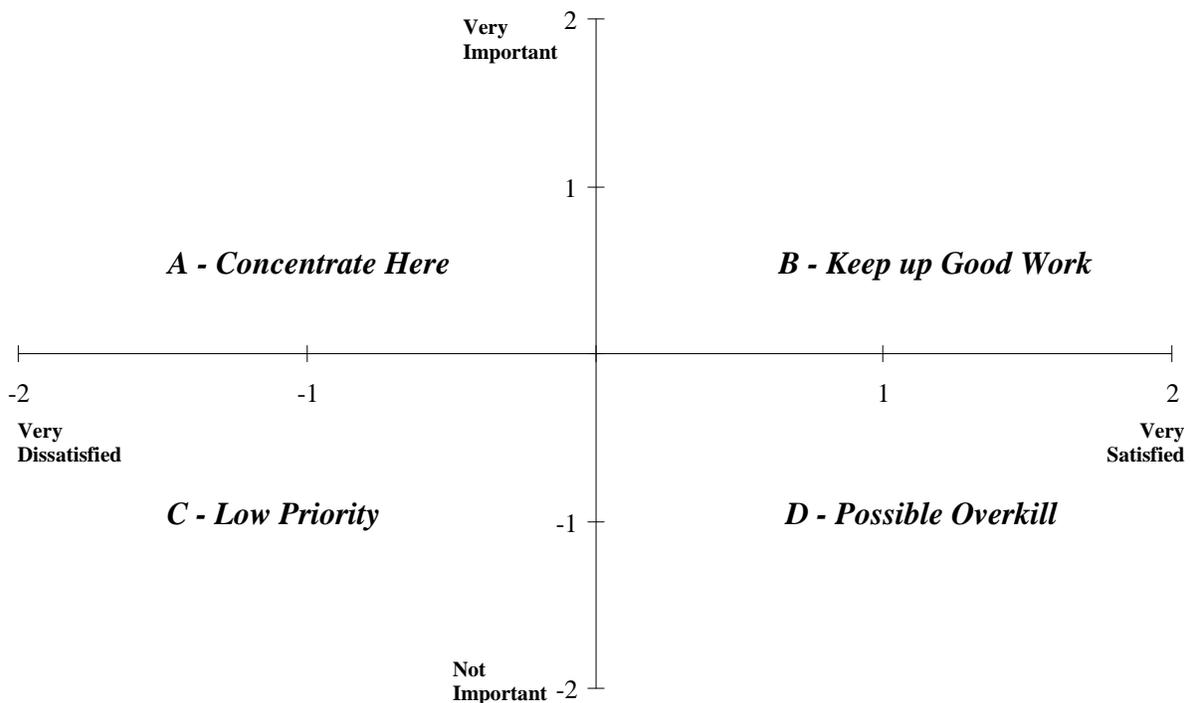


Figure 2. Importance-performance (I-P) analysis matrix for *overnight users*

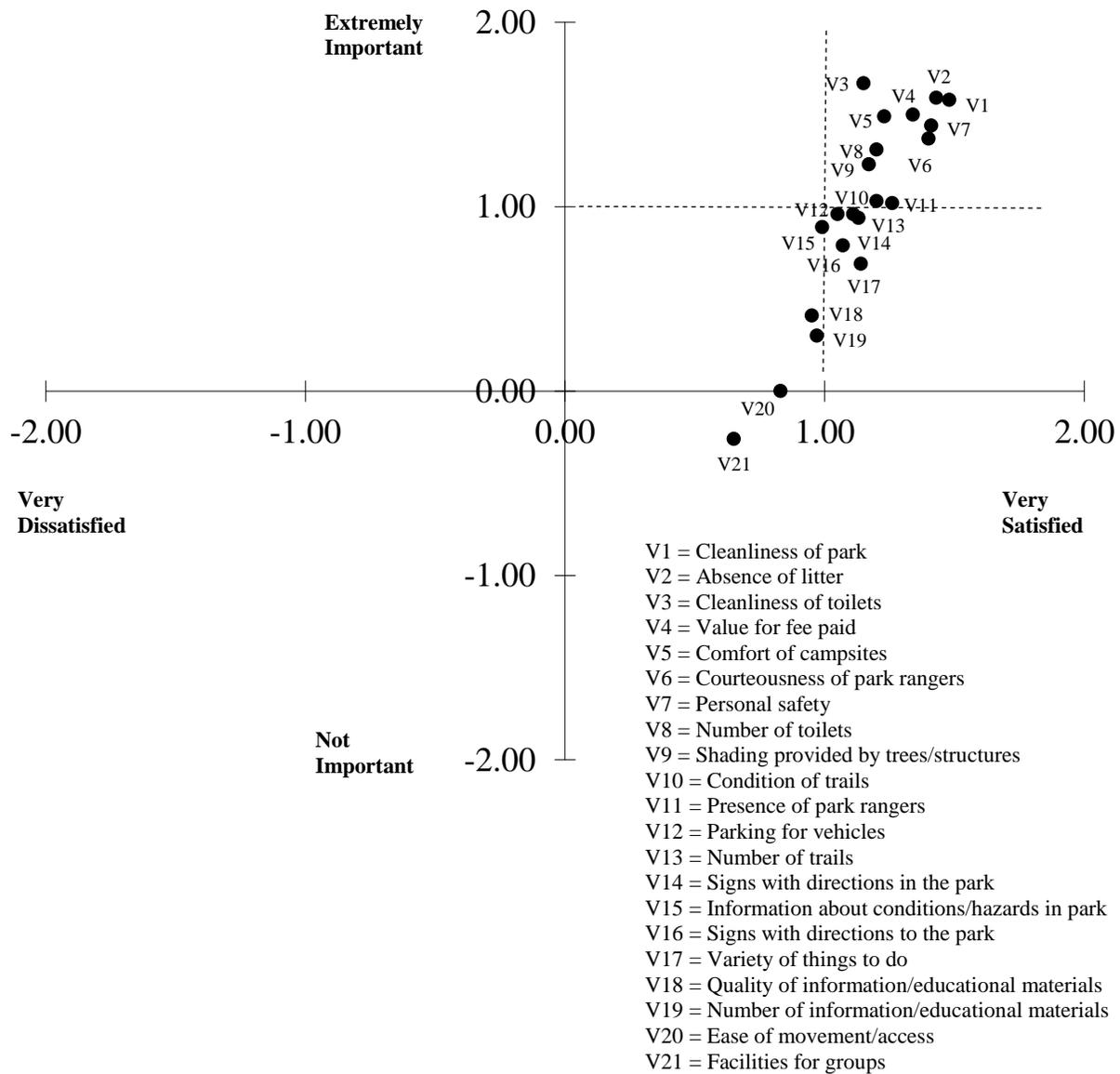


Figure 2 is the I-P matrix for day users at Nehalem Bay State Park. The matrix shows that almost all attributes were in the “keep up the good work” quadrant, indicating that overnight users thought that park staff were doing a good job managing conditions and experiences at the park. For this state park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

Respondents were asked several additional questions about their satisfaction with Nehalem Bay State Park, including this park’s natural environment, facilities and services, and fees. Overnight users were also asked how likely they would return to this state park. Table 22 shows high overnight user satisfaction with the environment (95%), facilities and services (90%), and fees at this park (88%). In total, 91% of overnight users said they were likely to return to this park in the future.

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

	Day Users (%)
Satisfaction with natural environment <sup>a</sup>	95
Satisfaction with facilities and services <sup>a</sup>	90
Satisfaction with fee paid <sup>a</sup>	88
Likelihood of returning <sup>b</sup>	91

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

<sup>b</sup> Cell entries 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. Overnight user encounters, norms, and crowding

	Overnight Users (%)
Encounters with other people <sup>a</sup>	149.41
Perception of crowding <sup>b</sup>	4.23
Maximum tolerance for encountering other people (norm) <sup>c</sup>	126.32

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

<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 = 4, Mode =6, Percent crowded = 71%.

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

Table 23 shows that, on average, overnight users encountered approximately 149 other people on their visit at Nehalem Bay State Park, but would be willing to accept encountering a maximum of approximately 126 other users. On average, overnight users felt somewhat crowded, with 71% of overnight users feeling 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 overnight use areas can be considered “more than capacity,” suggesting further studies and management actions focusing on social carrying capacity may be necessary to preserve the quality of experiences at this park.

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

Table 24. Relationships among overnight user encounters and norms

	Reported encounters compared to norm <sup>a</sup>	
	% Fewer encounters	% More encounters
Overnight Users	22	78

<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, norms, and crowding at Nehalem Bay State Park. In total, 22% of overnight users reported encountering fewer people than their norm; with 78% encountered more than their maximum tolerance. These results suggest that the majority of overnight users felt crowded and a large proportion were already encountering more people than they would tolerate in the overnight use areas.

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

- Overnight users considered the most important characteristics the park's cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), cleanliness of toilets (96%), good value for fee(s) paid at the park (95%), comfort of campsites (94%), courteousness of park staff (92%), and personal safety (89%). The least important attributes were facilities for groups to gather (24%), ease of movement / access (e.g., wheelchair, elderly, baby stroller; 35%), and the amount and quality of information / education programs or materials (47% to 53%).
- Overall satisfaction among overnight users was extremely high, as 94% were satisfied with the highest proportion of users being "very satisfied" (61%). Overnight users were most satisfied with park cleanliness (96%), absence of litter (94%), level of safety (94%), courteousness of park staff (91%), value for fee(s) paid (91%), comfort of campsites (89%), presence of park rangers (88%), and the number of toilets / bathrooms (86%). Users were least satisfied with facilities for groups to gather (48%), ease of movement / access (e.g., wheelchair, elderly, stroller; 61%), quality and amount of information / education programs or materials (68% and 70%, respectively), and information about conditions / hazards (73%).
- An Importance – Performance analysis showed that almost all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the "keep up the good work" quadrant within the dashed lines included in Figure 2. These results also show that park staff were doing a good job managing conditions and experiences at Nehalem Bay State Park.

- Crowding among overnight users was somewhat high (71%), and a large proportion were already encountering more people than they would tolerate in the park (78%). These results suggest that crowding can be considered as “more than capacity,” suggesting further studies and management actions focusing on social carrying capacity may be necessary to preserve the quality of experiences at this park.

### **Attitudes about Management Strategies**

Overnight 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 overnight users were to provide more opportunities at the park for viewing wildlife (68%), opportunities for escaping crowds of people (65%), opportunities for hiking (62%), more space between campsites (61%), require dogs be kept on leashes at all times (57%), and provide campsites with both RV and tent camping (57%). The least supported strategies were to close this park to all recreation / tourism activities (3%), provide more group picnic areas (18%), more group camping areas (19%), more walk in / cart in campsites (20%), more enclosed shelters (24%), and to provide downloadable mobile phone applications (25%).

Overnight users were also asked several questions about the Oregon State Parks reservation systems. First, these users were asked what reservation systems they used for their most recent overnight trip to Nehalem Bay State Park. Table 26 shows that 78% of overnight users reserved their visit using the internet reservation system, 20% used the telephone reservation system, and 2% had someone else make the reservation. Second, users were asked to report their satisfaction with the reservation system, which was high with 90% satisfied and only 10% not satisfied (Table 26). In addition, the highest proportion of users was “very satisfied” (54%).

Table 25. Overnight user attitudes about management at the park

	Overnight Users (%) <sup>a</sup>
More opportunities for viewing wildlife	68
More opportunities for escaping crowds	65
More opportunities for hiking	62
More space between campsites	61
Require dogs be kept on leash at all times	57
Campsites with both RV and tent camping	57
More recycling containers	54
More info / education (nature, history)	53
More trash cans	50
Better maintenance / upkeep of facilities	50
Wireless internet access in park	49
Natural buffers block view of development	47
Limit the number of large groups allowed	46
More paved trails	43
Restore to historical conditions	43
Do not change anything / keep as is	43
More programs led by rangers	39
Make park more pet friendly	38
Limit the number of people allowed per day	37
More tent camping in developed campgrounds	32
Downloadable mobile phone applications	25
More enclosed shelters	24
More walk in / cart in campsites	20
More group camping areas	19
More group picnic areas	18
Close this park to all recreation / tourism activities	3

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

Table 26. Overnight user reactions to the reservation systems

Type of reservation system used	
Internet reservation system	78
Telephone reservation system	20
Did not make the reservation	2
Satisfaction with reservation system	
Very Satisfied	54
Satisfied	36
Dissatisfied or Neutral	10

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

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

- Overnight users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (68%), opportunities for escaping crowds of people (65%), opportunities for hiking (62%), more space between campsites (61%), require dogs be kept on leashes at all times (57%), and provide campsites with both RV and tent camping (57%). The least supported strategies were to close this park to all recreation / tourism activities (3%), provide more group picnic areas (18%), more group camping areas (19%), more walk in / cart in campsites (20%), more enclosed shelters (24%), and to provide downloadable mobile phone applications (25%).
- A majority of overnight users only supported providing campsites accommodating both RV and tent camping (57%) and adding more space between campsites (61%). They were least supportive of providing more group camping areas (19%), walk in campsites (20%), and more tent camping in developed campgrounds (32%).
- In total, 78% of overnight users reserved their visit using the internet reservation system, 20% used the telephone reservation system, and 2% had someone else make the reservation. Satisfaction with the reservation system was high, as 90% were satisfied and only 10% were not satisfied, and the highest proportion of overnight users was “very satisfied” (54%).

### **Sociodemographic Characteristics of Users**

Table 27 shows demographic characteristics of overnight users. There were a few more female (59%) than male (41%) overnight users at Nehalem Bay State Park. The average age of respondents was 48 years old, and the largest proportions of users were 40 to 49 years old (33%) and 50 to 59 years old (27%). Almost all respondents were white (i.e., Caucasian; 94%) with few Asians (3%), Hispanic / Latinos (1%), American Indian / Alaska Natives (0%), Native Hawaiian or Pacific Islanders (<1%) and Black / African Americans (<1%). The average annual household income before taxes of respondents was \$81,000, and the largest proportion of users had incomes from \$70,000 to \$89,999 (20%) and \$90,000 to \$109,999 (19%). Overnight visitors to Nehalem Bay State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all day users (99%) considered English as the primary language in their homes.

Table 28 shows that 42% of all overnight visitors lived in Oregon, 29% in Washington State, 18% in British Columbia, Canada, 9% in other states, 1% in California, and 1% in Idaho. Among overnight visitors, 34% resided in the Portland Metro region of Oregon, 4% lived in the Willamette Valley region, 2% lived in the Mt. Hood / Gorge region, 1% lived in the Coastal region, and 1% were from the Eastern region of Oregon. No visitors were from the Central or Southern regions of Oregon (<http://www.guidetooregon.com/regions/map.html>).

Table 27. Overnight user demographic characteristics

	Overnight Users (%) <sup>a</sup>
<b>Gender</b>	
Female	59
Male	41
<b>Age</b>	
Less than 20 years old	0
20 – 29 years	4
30 – 39 years	20
40 – 49 years	33
50 – 59 years	27
60 – 69 years	13
70 – 79 years	3
80+ years old	0
Average age (mean years)	47.92
<b>Household income (before taxes)</b>	
Less than \$10,000	1
\$10,000 – \$29,999	5
\$30,000 – \$49,999	10
\$50,000 – \$69,999	16
\$70,000 – \$89,999	20
\$90,000 – \$109,999	19
\$110,000 – \$129,999	11
\$130,000 – \$149,999	6
\$150,000 – \$169,999	4
\$170,000 or more	8
Average income (mean dollars)	\$81,000
<b>Ethnicity</b>	
White (Caucasian)	94
Asian	3
Other	2
Hispanic / Latino	1
American Indian / Alaska Native	<1%
Native Hawaiian or Pacific Islander	<1%
Black / African American	<1%
<b>Language spoken most often at home</b>	
English	99
Other	1

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

Table 28. Overnight user location of residence

	Overnight Users (%)
Country	
USA	82
Canada	18
State	
Oregon <sup>a</sup>	42
Washington	29
British Columbia (Canada)	18
Other	9
California	1
Idaho	1

<sup>a</sup> Among overnight visitors, 34% resided in the Portland Metro region of Oregon, 4% lived in the Willamette Valley region, 2% lived in the Mt. Hood / Gorge region, 1% lived in the Coastal region, and 1% were from the Eastern region of Oregon. No visitors were from the Central or Southern regions of Oregon.

Table 29 shows that 88% of overnight users said that nobody in their group had a disability, whereas 12% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (9% of overnight users), while 2% had a hearing disability, 2% had learning disabilities, 1% had impaired sight, and 3% had an “other” type of disability.

Table 29. Overnight user disabilities

	Overnight Users (%)
Disability in group	
No	88
Yes <sup>a</sup>	12

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

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

- There were a few more female (59%) than male (41%) overnight users at this park.
- The average age of respondents was 48 years old, and the largest proportions of users were 40 to 49 years old (33%) and 50 to 59 years old (27%).
- The average annual household income before taxes of respondents was \$81,000, and the largest proportion of users had incomes from \$70,000 to \$89,999 (20%) and \$90,000 to \$109,999 (19%). Overnight visitors to Nehalem Bay State Park 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; 94%) with few Asians (3%), Hispanic / Latinos (1%), American Indian / Alaska Natives (0%), Native Hawaiian or Pacific Islanders (<1%) and Black / African Americans (<1%).
- Almost all overnight users (99%) considered English as the primary language in their homes.
- Over 42% of all overnight visitors lived in Oregon, 29% in Washington State, 18% in British Columbia, Canada, 9% in other states, 1% in California, and 1% in Idaho. Among overnight visitors, 34% resided in the Portland Metro region of Oregon, 4% lived in the Willamette Valley region, 2% lived in the Mt. Hood / Gorge region, 1% lived in the Coastal region, and 1% were from the Eastern region of Oregon. No visitors were from the Central or Southern regions of Oregon.
- 88% of overnight users said that nobody in their group had a disability, whereas 12% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (9% of overnight users), while 2% had a hearing disability, 2% had learning disabilities, 1% had impaired sight, and 3% had an “other” type of disability.

## ***RECOMMENDATIONS***

### **Management Recommendations**

Based on these results from the survey of overnight users, the following recommendations, in no particular order, are proposed for management of Nehalem Bay State Park:

- Almost all overnight users traveled to this park in their own vehicles (94%), so adequate parking is important and should be considered in planning and management.
- Over half of overnight users (51%) brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas. Managers may also want to consider examining enforcement of existing pet

regulations at the park given that 57% of overnight users supported requiring dogs on leash at all times, and only 38% supported making the park more pet friendly.

- Almost all overnight users (94%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (48%), quality and amount of information and education materials and programs (68% to 70%), and information about conditions / hazards (73%). Managers may wish to evaluate these services to users to insure they are meeting visitor needs.
- The Importance – Performance analysis shows that almost all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- Overnight users were also less satisfied with the ease of movement / access (e.g., wheelchair, elderly, stroller; 61%). Given that over 16% of overnight visitors were over the age of 60 and 12% of overnight users had disabilities (9% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- The results suggest that crowding at Nehalem Bay State Park can be considered as “more than capacity,” suggesting further studies and management actions focusing on social carry capacity may be necessary to preserve the quality of experiences at this park.
- Overnight users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (68%), opportunities for escaping crowds of people (65%), opportunities for hiking (62%), more space between campsites (61%), require dogs be kept on leashes at all times (57%), and provide campsites with both RV and tent camping (57%). Managers may want to consider some or all of these strategies.
- The largest proportion of overnight users (89%) depended on official internet websites as the first primary source of obtaining information about state parks such as Nehalem Bay State Park, and the majority of overnight users (78%) reserved their spot at this park using the online / internet reservation system. 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.
- Almost all overnight visitors (97%) were able to find the information they needed when planning their visit to Nehalem Bay State Park. However, some visitors (3%) were not

able to find all information needed. The most popular information needed was online maps of the park (e.g., grey water locations, handicapped sites, if electric power is available at each site), online photos of individual campsites, and information related to park construction/renovation.

- Appendix A is a listing of 294 verbatim open ended positive comments (68 comments, 3 pages) and negative comments and suggestions for improvement of Nehalem Bay State Park (226 comments, 11 pages). Comments may provide insights for future planning and management. The most common concerns involved: (a) improving campsite privacy (including increasing space between sites and vegetation buffers); (b) enforcing quiet hours; (c) providing additional yurts; (d) larger campsites; (e) cleaner bathroom facilities; (f) improving the reservation system; (f) additional restroom facilities; (g) more RV sewer hookups; and (h) improving maintenance of vegetation near RV campsites.

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- At this moment not too much as the park is good for us to return usually once per year. Very good job on the park activity center for kids. Trying earlier to get a yurt for 2012.
- Can't think of anything, it is a nice park.
- Everything's great.
- Great Place! I have no ideas for you.
- Great spot. Only request for some Oregon State parks would be more bike trails. Enjoyed all the parks but Nehalem was the favorite.
- Had a great time.
- I have been going to this park since the early 90s. People like nostalgia and familiarity. I would not change one thing. It is the most beautiful park I visit. Very well maintained. I visit a few parks a year and this one is my favorite because it has not changed in years.
- I indicated that there were a number of enhancements that I would support. That said, this park is an excellent facility compared to Washington State Parks. I don't think you need to change anything in order for me to come back. Yes, campsites could be bigger and there could be more ranger programs, or more miles of bike trails. All of these would be nice to have - but not need to have. Each would cost money and with tight state budgets that would mean fee increases. I think your current fees are reasonable & could afford to pay more. But increasing fees means that you would exclude some lower income families from enjoying this natural beauty - and that would be a shame. The questions regarding the number of people I saw was tough to answer. The campground was completely full during my stay - so we saw hundreds of people riding out bikes through the campsite circles. But there were few people on the beach and few on the 2- mile bike trail. If you are coming for the ocean - I would not consider the beach over crowded. We had an excellent experience this year - as we did last year. We will be back. Thanks for the survey and your interest in improving an already great park.
- I love it....more kids stuff? Maybe swing set? Great!!!! I love it!!
- I thought Nehalem Bay was a great place to go. The sites were nice, the rangers were helpful, and the other campers were pleasant and friendly.
- I'm so glad the reservations are fully prepaid this year. It has improved the chances to get a campsite when everything isn't locked up in reservations! Anyway, it still always fills up.
- It is great as it is!
- It is perfect as it is, keep it as simple and natural as possible.
- It is such a nice area I can't think of anything to do to improve it. Keep up the good work. Thank you!
- It's perfect!
- It's a great park, love everything about it. Easier beach access might be nice for those with walking disabilities. Maybe an easier, leveled area entrance.
- It's great!!
- Keep doing what you're doing, it's fabulous.
- Keep doing what you're doing! The new play/fitness structures are great. Ranger programs are fun and we were glad to have new programs as we've been coming to Nehalem for ten years. The rangers at Nehalem are always friendly and helpful.
- Keep doing what you're doing.

- Keep doing what you're doing. It is great.
- Keep everything the same!
- Keep it the same. I have been coming there for 20 years. I now bring my children there so they may one day bring theirs.
- Keep up the good work.
- Keep up the great work!
- Keep up with the good job that's being done.
- Less rain if I ever get back up that way :) Great park, nice job!
- Love it there. Close to home but far enough away to feel like we are on vacation.
- Love it! The only thing is that the firewood bought at park was a little expensive because the wood burns very quickly.
- Love the park! We come two or three times a year. More yurts and camping would be great as it is hard to plan 9 months out.
- Love this park. It is always booked. Can you add more spots? We tent camp. The privacy of the sites is wonderful.
- Loved it! More spacious campsites would be nice or more low-growing bush to provide privacy from neighbors.
- Loved the place but the spaces are a bit tight to get into.
- Loved walking in the sand to the beach, but it did get difficult but I do not know how you would change it. You have a lovely park in a fabulous location.
- No improvements needed for us. We were very satisfied.
- No suggestion.
- Not anything! We LOVE it! :)
- Not much, it is a beautiful place. Anybody who doesn't like the crowded campsites just needs to take a long walk on the beach!
- Nothing, I am pleased with this facility. The reservation area could be improved. Always seems like the park has lots of open spots once we get there, but says full on sign.
- The factors that really influenced my positive experience were the courteousness and helpfulness of staff on check in, the natural beauty of the park, and the cleanliness and of facilities. What also really helped was that quiet time was really quiet in the campground, and even though it was at capacity my kids and I did not feel overcrowded or have to wait for restrooms or showers. A word on the crowdedness of the park: yes, when we first rolled in to the campground, our first visit, we were a little shocked at how close together the sites were and how crowded it seemed. After a very short while, though, it did not matter because our fellow guests were courteous and the facilities were kept very clean. We even made friends with a few of our close neighbors. Rather than being annoyed at the numbers, I was really happy to see the park being used by so many. If I want a more isolated experience I will simply return at a time of year when there are likely to be fewer visitors. I am available to write reviews or copy for this park or other parks. I think Oregon does an outstanding job, and the state parks are very special.
- The park was wonderful, our campsite was pretty private, loved the trail to the restrooms! As our income is limited, I wish we could make reservations with it costing so much. Thanks, we love Oregon State Parks!
- This park is so incredible. It was the end of our out west road trip this summer. I really wanted to return after 10 years to show my family, and it did not disappoint. This is the best car camping in the country. The hosts are amazing and not relaxed. We have a well behaved dog, and at some places they give you such a hard time. At Nehalem Bay they realize that bringing your dog is a member of your family and they are relaxed and enjoy

the animals. The camp sights are awesome, and the proximity to the beach is amazing. This survey seems to be asking questions to change things, but the beach is so big and people should be allowed to enjoy it. I wouldn't change a thing. Thank you Nehalem Bay State Park!

- Thought it was great. Looking forward to coming again! Wish there were more horse camping spots on coast. That would make it so the park wasn't so overused.
- To us it is excellent the way it is. We always have a wonderful time.
- We are happy with the way it is.
- We are in LOVE with Nehalem Bay State Park and Manzanita! Increasing the play structures for children would be wonderful and increasing cleanliness of restrooms! We love the Junior Park Ranger Programs too!!
- We are very happy with the park. It can be a bit crowded, but it's a popular place so that is to be expected. More between RV sites would be nice, but then less people would be able to visit.
- We had a great trip and loved the park.
- We liked the location. The main thing we did not like was that the park had too many campsites and the sites were too close together. We would like to see a couple more bathrooms with showers.
- We love it and will be back.
- We love it just the way it is but more yurts would be nice. It's our favorite place to stay. The campground was full and still didn't feel too crowded.
- We love it there. If anything, more paths to the beach as our family kitesurfs and windsurfs and maybe more bike paths.
- We love it! Don't change the horse sites! That is why we come. There is no other place quite like Nehalem for galloping on the beach, sighting elk in the meadows, walking along the bay, and having a great campfire. We might have more comments about room/space if we were regular tent campers - we love the horse camp. My daughter and I have come every year for the last three years and it's our favorite part of summer.
- We love it, don't change thing!
- We love Nehalem Bay and someday hope to move to the area. All is GREAT at the park...it's our all-time favorite. Thanks Oregon.
- We love Nehalem Bay State Park. But it is nicer if there are more (many kinds) junior ranger activities. :-)
- We love Nehalem! Don't over improve it. We love the wild free feel of it.
- We LOVED Nehalem Bay State Park and plan to bring the rest of the family there sometime in the future for a longer stay. Keep up the great work - THANK YOU!!!
- We loved our stay! We were not prepared for all of the rain and our tents leaked, a few tips on camping in the rain on your website would be awesome!
- We loved our stay. This was the nicest campground I have ever visited.
- We really enjoyed the park even though it rained for our visit. We would like to come for a longer stay to use more of the facilities and activities the park provides. The bathrooms were so clean - we can't think of anything to improve!
- We really enjoyed the park. We have 3 young children and your Junior Ranger Program was excellent.
- We traveled along the coast, we must say we enjoyed Nehalem the best. When we return we will most definitely stay there again. It was by far the nicest, most private, well kept, clean and closest to the beach state park we stayed in.

- We very much enjoyed our stay. Paving the path part of the way from the campground to the beach would make access to the beach easier.
- What I like best about Nehalem Bay State Park is its quiet, close to home and safe. My family enjoys camping and this is a nice place to do it. There are lots of things to do in the surrounding communities and oceans beaches.
- You are doing an EXCELLENT job! Keep up the good work!! Friendly staff, clean park and facilities, a pleasure to visit. Thank you.
- Your Park was a nice place to try for a change from always camping in the mountains. Too much rain, though.
- You're doing a great job!

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

- A little bit wider access for RV camping. Too narrow space/width for most RVs/trailers.
- A shower/toilet block in the horse camp. The portal toilets are a blight.
- Add a few more short bushes between campsites to offer more privacy. I've been going there for 20 years now and the trees separating campsites have grown quite tall with only their bare trunks as a barrier.
- Add full hookup sites.
- Add more bike trails.
- Add restrooms/showers, fix damaged trails to restrooms.
- Allow small, well-trained dogs into the Yurts.
- Another loop and dumpsite at the sites.
- Attended the presentation about whether or not Sir Francis Drake landed in Nehalem Bay. A very interesting topic, but the volume was too low to hear so we left along with others who couldn't hear either.
- Be a little kinder to campers who are quietly talking or gently singing after 10pm. The attitude of the rangers is perceived as "mean" and "unkind."
- Beautiful site but absolutely no privacy! It really is the only downfall to this park. The horse sites are how regular campsites should be, obviously not as large. I think putting in some type of hedge plant would in between sites would help drastically.
- Beef up vegetated divisions between spaces to improve sense of privacy; Plant more trees; make a trail to the jetty that is for foot traffic only, no horses!
- Better beach access, more dog-friendly environment, small grocery store on-site, less crowding (far too many people & cars in some of the campsites)
- Better electric service for winter usage.
- Better enforcement of quiet hours at night would be appreciated.
- Better enforcement of the rules you already have. (i.e., QUIET HOURS, KEEP DOGS ON LEASH, LITTERING, PROHIBIT DOGS OR AT LEAST ENFORCE POOPER SCOOPER RULES). It used to be that Oregon State Parks were patrolled on a regular basis by law enforcement, during my 2 week stay I did not see any patrol by law enforcement, only a few patrols by park personnel, camp hosts were reluctant to enforce rules (perhaps that isn't in their job description), the most park employees I saw were the people driving around selling firewood.
- Better playgrounds for the south loop.
- Better signage from the beach to the campsites
- Better upkeep (repair, maintenance,...) of the stalls and sites in horse camp.
- Bigger camping spots or more private area between them.

- Build more Yurts. Keep fees reasonably priced.
- Camp host was not out and about on this trip as much as they have been in the past at other state parks. Restroom should be restocked more often as one night the men's ran out of paper towels and the women's also ran out of soap and paper towels.
- Camping sites are way too close together.
- Campsite RV sewer hookups would make already nice full hookup RV sites even better. Not having to take my RV to dump the tanks after a few days would be a very nice upgrade.
- Campsites are a bit too close together - more and better vegetation within the campsite areas.
- Clarify procedures & restrictions on check in, etc. with the new total payment procedures upon reservations.
- Control the speed limit, even by park employees. Caught speeding. Goodbye, leave your vehicle outside the park!!!
- A couple more access paths to the beach, more camp fire wood for the money.
- Dog friendly yurts would be great.
- Don't let developers anywhere near it. Nehalem is a special place that should be maintained for the health and enjoyment of the general public.
- Don't lose that beautiful sand.
- Drier wood.
- Drive around with campfire wood for sale more often.
- Easier access to the beach so that there is no need for the climb over the dune. Stairs? Tunnel?
- Easier beach access, lights along path to restrooms.
- Easier, phone access, or have a space to get questions answered.
- End concerts before 9:00 pm.
- Enforce curfew for noisy groups.
- Enforce quiet rules, enforce number of people allowed in campsites; get rid of the fire pits.
- Enforce quiet time.
- Enforcement of quiet hours - Some campers are very noisy after 10 pm.
- Even though we have booked 4 months in advance the past few years we have had to move multiple times in order to stay for 8 or 9 nights. This year we plan to book 9 months in advance and HOPE to avoid moving campsites.
- Except for a few more Yurts, the only change I would maybe use is more ranger guided tours or programs. Maybe a Ranger-led class on the basics of camping might be interesting.
- Expand horse camping facilities.
- Fix the roads coming into the park and trimming trees so they don't hit the top of RVs.
- Fix the roads from Hwy 101 to the park. They are very bad.
- For myself and my partner, larger campsites would be by far the greatest improvement - or to maximize spaces; enlarge some and offer scaled pricing based on size.
- For tent campers the park is too busy, not enough quiet time due to crowded conditions. Separate tent campsites from RV sites. Tenting is a totally different experience from RV.
- Found the sites too close together, besides hearing my neighbors, loved the camping experience there.

- Full hook sites, wifi, make short notice site reservations easier to book (it is VERY poor now). Many reservations are made 6-9 months in advance, so there are cancellations-many last minute, hard to reserve = lost revenue. Oregon residents should get a break over out of state people coming into our state to use the park systems. Enough said.
- Full hookups are probably not feasible now, but more dump stations would help.
- Get rid of the crows. They were extremely annoying early in the morning. This is the first year of the past 5 that I noticed this problem.
- Great park. Fire pits a bit too close to the RV in the trailer/RV sites. I would prefer the reservation fee through "Reserve America" cost less. I like that the park has the recycling area instead of yucky dumpsters. I have found the check-in booth employees "friendliness" to be hit or miss. Have had grouchy old guys, and have also had nice, cheerful people as well. Some of them seem as though they hate their job. Thank you.
- Handicap access to the top of the dunes, upgraded restrooms and showers, need group camping areas, paint parking areas at boat launch, the Hobo band at the amphitheater (Aug. 13) was not appropriate.
- Horse camp could use some sprucing up. Also there were loose dogs everywhere (including two pit bulls). Need to enforce dogs on leash better in the horse camp.
- Provide electrical hookups in the Horse Camp. Water at each site would be nice. Some of the larger sites could have an addition stall. Provide reservations online!!!
- Host were great. Park rangers and staff less than helpful, not service oriented or problem solvers.
- I always have a great time at Nehalem Bay State Park. We did have two large groups of campers close to us that were annoying. It would also be helpful to let campers know that inside loop camp sites are extremely difficult for travel trailers to fit in.
- I find it hard to make reservations with so many group taking up a lot of the camp sites at the same time even when we try to make the reservations 9 months out, to get the days in a row without having to move.
- I know it's hard to keep the park clean with so many people, but the restrooms were nasty many days. Clogged toilets, broken paper towel holder, slippery globs of conditioner, hair, and used band aids, etc in showers stalls. We camped w/ my elderly parents, my dad is a disabled vet and the free camping really made him feel special. That said, it would have been nice to have a few handicap parking spots near the restrooms, as our campsite was pretty far. p.s., my elem. age kids LOVED the puppet shows!
- I know it's rough with so many kids around - the bicycles were ok, but the number and noise made by skateboarding was really annoying. More information with regards to the kayaking experience would have been appreciated.
- I love the park. I would, however, suggest that you improve this survey. Too many questions, too long. My guess is that many people start filling in random bubbles or abandon the whole thing about halfway through. Want good data? Improve your tool.
- I think it's a great site the way it is. Only improvement might be more room between sites, which of course is less people. Bathrooms are pretty spread out. I got it, make a designated area for really large RVs and trailers. Easy in and out for them, plus we don't have to look at them. Charge them more. :) Thanks again for a great park.
- I think you need garbage cans in the horse park area to dump refuse and dog poop. You provide doggie bags but no way to dispose of them unless we walk or unhook and go all the way up to recycle area!!
- I would be hesitant to fill in another questionnaire from Oregon State Parks due to the length of it. I think you need to make it much shorter.

- I would like to see opportunities for guests to share talents with other campers i.e. an Open microphone - singing, playing musical instruments.
- I would love internet wireless access.
- Improve registration so there are no empty campsites can be seen while registration indicates park is full.
- In any of the parks I would appreciate more showers and ranger-led interpretive sessions. But generally this is a wonderful park. I don't want to see any cutbacks!
- In the old days, one of the loops was for people with pets & the other loops were for those of us without pets. I would like to see that again. Dogs get into fights, barking, etc. and I don't like it. The paved bike path to town is a nice addition.
- It is beautiful! It would be nice to have more privacy between sights but without sacrificing all the sunlight in the sites. We had a site that wasn't shaded and it was nice to be able to sit in the sun!
- Keep showers repaired and clean.
- Keep the bathroom clean.
- Keep the bathrooms/showers clean (check several times per day) and try to mow the grass in the campsites between visitors. We love this campground and have been camping here every summer, as an extended family, for about 10 years!
- Keep the grass mowed better in the camp spots. The past two years have been terrible. It used to always be kept up better. Other than that everything is PERFECT!!!
- Larger campsites provide more privacy.
- Larger campsites. Tent sites with electrical. Dog hitching posts. Natural growth bushes, etc. Between campsites to increase privacy. Insure tent sites have a minimum 10x10 area that is flat and level.
- Larger campsites and more space between campsites.
- Laundry facility.
- Less dogs, dogs were barking at night and yet we got told to be quiet at 10 pm and we were not being loud.
- Fewer groups allowed or limit the group size. Fire pits removed due to number of campsites (the air quality is very poor at night), more room between campsites, full hookup provided for RVs (sewer).
- Limit large groups....there was a very large group there at the time we were, and children on bikes and scooters would not get out of the way of vehicles trying to drive through or park them on their sites.
- Limit the number of dogs each campsite can have. We were parked in an RV space and two spaces next to us had 2 dogs each. One site had really large dogs and then left for part of the day and left their dogs tied up outside to bark at everything that moved.
- Love it there. Close to home but far enough away to feel like we are on vacation.
- Love it! The only thing is that the firewood bought at park was a little expensive because the wood burns very quickly.
- Love the park! We come two or three times a year. More yurts and camping would be great as it is hard to plan 9 months out.
- Love this park. It is always booked. Can you add more spots? We tent camp. The privacy of the sites is wonderful.
- Loved it! More spacious campsites would be nice or more low-growing bushes to provide privacy from neighbors.
- Loved the place but the spaces are a bit tight to get into

- Loved walking in the sand to the beach but it did get difficult but I do not know how you would change it. You have a lovely park in a fabulous location.
- Lower your cost of firewood. So I do not feel obligated to bring my own.
- Maintaining bathrooms and showers is most important to us.
- Make horse sites more private; put vegetation between campsites; put in showers in the horse camp.
- Make sure bathrooms are clean and stocked with up. They were quite messy.
- Make sure the bathrooms are always clean, and generally they are. There have been a few times in the last decade that we have camped here and the bathrooms were not kept up that well, a bit dirty. Probably depends on the park host you have there at the time though. We really enjoy this park and feel you all do a fabulous job at keeping things tidy, clean, well maintained, your staff is wonderful there.
- Make the campsites larger and farther apart. Create easier access to the beach, instead of having to go up and own the LARGE sand dunes. More activities.
- Many campsites have overgrown trees, which makes it difficult to park a large trailer with a glide-out and use the awning.
- Maybe a little more ranger presence. We noticed some infractions that should not have occurred. A ranger patrolling on foot several times a day would have been appreciated. Other than that, our stay was enjoyable. We really like Nehalem Bay State Park and stay there every summer.
- Maybe add some bathrooms. Due to high usage of showers they could be cleaned more often. The staff was wonderful.
- More accessible beach access, wheel chairs or people with walking disabilities cannot make it thru the dune paths. Natural is nice, but you do have paved lanes in the park. Make a beach one more accessible.
- More affordable horseback riding. Seemed really expensive. Staff at stables not very friendly.
- More available campsites, fewer massive RV capable sites.
- More bathrooms and showers. More bike trails.
- More bike trails, remote tent camping and provide wildlife viewing blinds.
- More cabins and yurts.
- More garbage cans.
- More garbage cans around for doggie bags and for normal everyday refuse.
- More garbage receptacles.
- More hiking trails. Better rule enforcement (dogs on leash or confined to campsite), kids riding bikes safely, better dissemination of park info (activities, brochures, etc.).
- More horse trails.
- More information online about the history of the park and how to explore the area.
- More maps at more locations throughout the park. Keep the horses off the footpath to the jetty.
- More paved bike and walking trails. Also, make more use of the boat launch area for recreation.
- More places to dump garbage and doggy-do bags. Otherwise, we love it. 4th visit in 7 years!
- More privacy (trees/shrubs) between campsites.
- More privacy between campsites. More trash cans throughout the park.
- More privacy between camping spots.

- More privacy between campsites.
- More privacy between campsites.
- More privacy between campsites. Way overcrowded!
- More privacy in the campsites! Way too close together and packed in!
- More shrubs between sites for privacy.
- More sites and some first come, first served. So have some that are not reserveable so that people can just show up and get a site.
- More space and privacy between campsites. Otherwise a nice clean campground & park.
- More space between sites and improve grounds care. Too tight and ratty appearance.
- More space between sites please. I felt extremely sardined in our spot.
- More space between the campsites. Limit the number of people in each space. Better regulate the quiet times at the park.
- More space and fewer people.
- More toilets, cleaner bathrooms during peak times (it get's gross!).
- More trash dumpsters. The only one was quite a way off. Also, additional restroom between D and C.
- More trees between campsites.
- More trees for privacy. Keep all restrooms in good working order and stocked with soap and paper.
- More vegetation between campsite and cheaper wood.
- More yurts and better bathroom facilities.
- More vegetation between campsites to block view between sites more. Years ago the trees/bushes used to be a block but they have grown up & now just offer shade, which is good, but there is no blocking from site to site for privacy.
- Mountain bike/dirt trails. More sunshine when we come back. Hahaha.
- Mow the grass and clean the bathrooms more frequently.
- Mow lawn in camping areas, clean bathrooms more often.
- My only recommendation is having not having a reservation change fee if the reservations are changed within 24 hours. I made our reservation, found out we had a conflict an hour later, and was charged \$20 to change my reservation.
- Need far more yurts.
- Need more space between tent campsites. Too much like camping in a paved parking lot, rather than in nature.
- Need to trim trees so motor homes don't scrap on roof. Also grass was very long and had clumps of dead grass all around.
- No huge rolling houses.
- Two nights we had alcohol stolen from our campsite so we were not very happy about that. We have been camping for 15 years and have never had that happen.
- Not bad, I would just like the spaces between campsites bigger, further away.
- Nothing, I am pleased with this facility. The reservation area could be improved. Always seems like the park has lots of open spots once we get there, but says full on sign.
- Off-leash dog area and a disc golf course.
- Offer sites to walk-ins if reservation holders don't show up by a certain time, 7 pm or so. More sites.
- Open up Oswald West camp ground again please!!!! Please make this survey shorter next time, like half as many questions. It was way too long!

- Our trailer did not fit in the spot we had reserved as the trees hung too low over the pad. There was no way for me to know this when reserving my spot. We were moved to an "emergency spot" next to the path to the restroom and by the playground, not where we would have preferred. I believe the trees should be pruned to allow a fifth-wheel trailer to fit or it should be noted in the site information that there is a height limitation at the site. We have another reservation at this park and after looking at the site I'm not sure we will be able to fit in that one either.
- Pave the beach access paths.
- Pet friendly yurts for winter camping. Overnight parking at boat launch for campground users.
- Please clarify when it is that I need to make reservations for the 7 to 10 days we stay at Nehalem Bay State Park over the Fourth of July holiday.
- Please install security bars in bathrooms to accommodate those with walking and balance issues. Please do not let people wash their dogs in the bathrooms sinks in consideration of those with pet allergies.
- Please provide tent sites that are more private, with more trees to break the wind and provide privacy.
- Please put more space between the campsites. They are way too close!
- Please raise the tree canopies so larger rigs don't scratch the roof when parking in a campsite. We had to "trim" from the roof as we backed in. Other than that perfect :-)
- Please, for safety's sake, provide non-vehicular roads with larger group areas -- for general sitting/visiting/child-watching -- to help separate vehicular traffic from active/inattentive/limited-skilled cyclists/skaters/stroller-pushers.
- Provide a bit more privacy for individual campsites. Educate people about noise, and being mindful of fellow campers.
- Provide more trails to the beach. One access point is too few.
- Provide recycling of more materials (ie. more variety of plastics, styrofoam, soft plastics, etc.)
- Put a (foot) shower outside the restroom in the day use area for when you return from the beach. Provide kayak rentals in Bay Area. Do not allow pets inside the yurts.
- Put in paper towel dispensers in the bathrooms. More checks on the bathrooms for upkeep...Besides that we love our park. Thanks for making it so nice!
- Put in play structure next to fitness center.
- Put in sewer hook ups for RV's, cleaner restrooms.
- Put pictures of each site on a reservation web site so people can decide if it fits their needs, especially for those with tall campers and motor homes.
- Put some more yurts in the other loops! Nicer showers and toilet areas with more counters and electrical outlets!
- Quiet after 10 pm is very important to us. Perhaps the camp hosts could encourage this by a reminder in the evening. I would not oppose having loud parties leave after several warnings.
- Quiet time should be later!!! At least 11:00!!! 10:00 is way too early, especially in the summer time when you are enjoying a campfire.
- Rebuild older bathroom facilities to keep them pleasant to use. Other than that I cannot think of improvements. This is my second favorite park in the entire state.
- Repave the trail system. Enforce no bikes on the trails to the bathrooms. Remodel the D loop facility. Trim the trees especially in D loop to accommodate more RV's.

- Request better defined "large families" or "families together" as a group and make a category of site that maybe smaller and more affordable then the group sites but still larger then the standard sites. Or make a smaller class of site for people who don't have kids. Price accordingly to the size. We like kids, but often escape to the parks for tranquility and natural sounds of the outdoors less the wheeled objects kids insist on playing with from sun up to sun down. Sadly parents are trying to get that same break and kids will be kids. It's not when there are two or three kids that noise becomes an issue but rather when it's six or more and all about the same age.
- Restrict? Canadian visitors seem to be over 50%; leave room for Oregonians.
- Separate the RV's from the tent camping a bit more. Generally, I thought it was a great park! Keep planting trees and send out a lot shorter surveys! This was way too long!!!
- Shorter surveys.
- Signs for beach access.
- Site B10 has a pathway right behind it and people ride their bikes and walk on that path at all hours. It's a poorly placed path and there should at least be some tree protection for privacy.
- So amazing and such a beautiful place. The water was too cold to swim so a pool? More walking trails.
- So many dogs. Lots of dog waste not picked up by owners. Bathroom stalls hard to get into with new toilets.
- Space the campsites better, or plant some trees to give more privacy
- Spread out the camp sites, incorporate more tree coverage separate tents and trailers and ENFORCE QUIET HOURS!
- Spread out the camp sites. They were really close together. It was hard to find a good place to pitch our tent.
- Stop summer rain.
- Take half the campsites out to allow for more space between each site.
- The bathroom had a toilet seat that looked AWFUL. The showers were iffy and TOO crowded!!
- The bathroom paths need some work; otherwise we really had a nice stay.
- The bathrooms, portable, in the horse camp were filthy-they need cleaned more than once a week. Also, it would be nice to have electricity in the horse camp since we pay almost as much as the other sites.
- The bike trail to town was nice; the further one can go on easy trails the better.
- The camping felt a bit crowded, but very beautiful beach and clean facilities and campground! Thanks.
- The campsites were too close together.
- The horse corrals are the lowest point of the camping site. All the water drains into them. The horses have to stand in septic water when it is rainy. Other than this I was very satisfied with the park.
- The men's room in the South building desperately needs hooks, shelves, benches - anything, to allow someone to put (or hang) their things while shaving, etc.. Also, the faucets in the sinks turn off after about one second, which makes using them extremely difficult and frustrating.
- The only thing I would have you improve is the notification of the playgrounds. I understand that it is a busy time of year, we booked almost a year ago not giving it a thought about the kids. We travel every year on family camping vacations and never had this problem before. I wish I had thought of earlier to go around the camp grounds and

see if there were 3 families that would be willing to exchange sites that had children. The kids started playing as early as 7am and the noise did not die down until 10pm. People just walked through our camp site like they didn't see us, going to the playground. The parents were just as bad as or worse than the kids. Instead of organizing a ball game on the opposite side of the playground (where there were NO campers), they proceeded to set up right by us. And the kids were even walking on our picnic tables and had to be told by us to GET OFF THEM. Have I gone on long enough??? I do have grandkids, so I am aware how they play. But I know the park can do nothing about people in general who have no respect for other people's space. Thanks for listening.

- The paper towel dispenser in the bathroom was broken.
- The road leading into the park from Hwy 101 is very torn up (bumpy and pot holes). This road has needed a good resurfacing repair for 3 or 4 years.
- The washrooms in B loop, the ladies toilet #4 has been loose for 2011 and 2010. Pretty disappointing. Paper towel for drying hands was broken throughout visit then taken off wall and paper left on sink surface Watch your hosts, they can be quite rude when they want to...yelling at you to get your dog on a leash when it's just jumped out of the truck when you arrive.
- The water in the showers in the F loop was too hot.
- This year, wood was not offered for sale by the drive-around cart. Go back to that! Carrying wood from the Camp Host site is too big of a hassle.
- Provide trails to the ocean for the handicapped.
- Trash cans wherever doggie bags distributed.
- The trees need to be trimmed near the campsites. It was very hard to park in the small space provided for our vehicle.
- Trim the trees to better allow trailers to back into campsites. We had a terrible time.
- Trim the trees, some campsites are so over grown. It's hard to park an RV, or even walk around your campsite.
- Trim trees at campsites to make it easier for RV's to park within the campsite. Our group had three campsites (we each own an RV) and two of the three made it very difficult to park the RV within the space due to overhanging branches.
- Try to get rid of the invasive species plants. A little more maintenance in the bathrooms on days when the park is full. It's a wonderful place for us! We enjoy it very much.
- Update bathrooms.
- Update washrooms.
- Upgrade and maintain stalls in horse camp! The rest of the park is lovely and well maintained...we felt that the horse camp is the "ghetto" of the campground. Unattractive, unmaintained and not very pleasant. The stalls are rickety and allow horses to escape. The wood sides of the stalls are not stable and need to be replaced on some of them. Drainage needs to be improved, as even in the middle of summer the stall ground is deeply muddy. In the winter, some of the stalls are just plain unhealthy for the horses. A thick layer of gravel and better drainage would help this. We use horse campgrounds regularly within the State Park system and found that Nehalem Bay State Park's horse facilities are the worst that we have seen. It is a unique and valuable resource for equestrians, please upgrade and maintain this for us!
- Upgrade the washrooms.
- Upon arrival to our reserved site, we discovered the site we booked was under construction. We were not notified of this and were travelling with our newborn daughter. There was no space for a tent, no shade was provided and construction tape

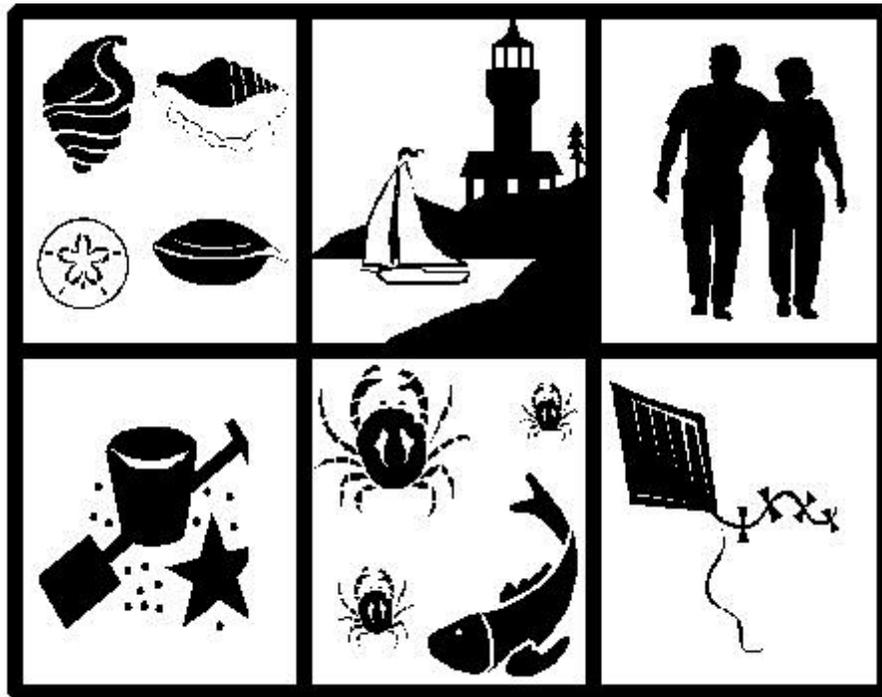
surrounded the entire site. We were displeased and asked to be placed in another site, which had similar issues but it was the last site in the park. It would have made us happier to have been notified in advance and given an opportunity to book a different site (rather than it going to "first come, first served" guests arriving without reservations). Travelling - especially camping - with a newborn baby makes unknown circumstances trickier to deal with. Shade-free camping was a definite no-no for us at that time.

- Very crowded on weekends (as expected).
- Very nice. But is it possible to change the online Internet booking system to allow online booking for disabled veterans? Would be much easier. Although I do enjoy chatting with the reservation people on the phone when I call in.
- Washroom updates, ran out of hot water while showering, yurts closer to ocean, more space between campsites, safer biking into Manzanita- bike lane?
- We camped and desperately needed ELECTRICAL OUTLET ACCESS in the Horse Park! It rained so much it would have been nice to plug in a hair blow drier or something or a hot coffee pot. Also, please look at better drainage in the corrals for the horses. We left early due to the depth of mud the horses were standing in.
- We come to the park for the horse camping. I've been coming here for over 25 years and bringing large groups of people with me to enjoy the experience. The chemical toilets were in terrible condition this year, several of us told the park rangers about it several times before they were cleaned. Once a week cleaning is not enough during the summer they were disgusting. Some of the horse trails were closed down years ago because unfortunately some people rode through the regular park. I understand them not wanting this to happen, but the trails this year haven't been maintained well and overhang a lot. The outhouse near the jetty has been totally forgotten, the door is missing the seat is missing and no toilet paper has been present in years (it used to be maintained). The main horse trails are heavily used by hikers forcing horses to find lesser know trails used by the rental horse strings, which would be fine but they aren't maintained. We love that the horse camp has been provided and certainly hope it will always be there for us, just wish there were more sites, its always full if you don't get online first thing Monday morning months ahead of when you want your date. I do find it very annoying when vehicles that don't fit in their sites overhang the roads through the park forcing a large vehicle on the shoulder to get by. The garbage for the whole park is in one location which is about as far away from the horse camp as it can get. It was a lot more user friendly when there was garbage facilities within walking and carrying distance of the horse camp. We don't have individual water or any electricity in the horse camp and we can live with that but chemical toilets that are poorly maintained are getting old.
- We liked the location. The main thing we did not like was that the park had too many campsites and the sites were too close together. We would like to see a couple more bathrooms with showers.
- We stayed in loop D. The restrooms were woefully inadequate, only two stalls toilets in the men's restroom! Had our well behaved dog chained in our area, went across the street to visit sister and was told we had to be in the camp site with dog, why?
- We were cramped with out trailer, site was not long enough, we had to cross park the truck. It was a typical truck and only a 19 foot trailer. Site was advertised bigger, I believe.
- We were not refunded the first night on the one site that we did not need (we reserved nine, used eight), even though it was sold minutes after we let it go.

- What I didn't like was the fact that there was no foliage between camp sites. I don't want to see my neighbors I can do that at home. Other than that, it was a great place!
- When we reserved our camping space, I had to reserve 3 times so as to get campsites and was charged \$8 service fee each time. It would be nice to reserve multiple sites (if needed due to full sites) in order to stay longer and be able to put all the sites we pick into one 'shopping cart' so as not to be charged reservation fees 3 times like I was. If it were to all go into one 'shopping cart' then there wouldn't be those extra charges and inconvenience for paying for 3 campsites in order to stay longer at your great campground. We love this park and were willing to move 3 times to stay longer but would have been nice not to be charged extra reservation fees for paying for those 3 camp sites in one transaction. Like I said, though we stayed at this site as hiker bikers in 1987 and fell in love with the park during that cross country bicycle trip and continue to bring our family and friends and especially our DOGS to your state and to your park. This is the best dog friendly state ever! Washington State does not have dog friendly beaches or parks and has vehicles driving on them so when we go camping we come to Oregon. The best beaches for us and for our dogs ever!!!! We will be coming back as always. Would love to see more opportunities for yurts that allow our dogs! Still have not been able to camp in a yurt as our dogs are always with us!!!!!!
- Wireless internet would be helpful, more wheelbarrows/forks for manure pit, more dump sites for manure.
- Would like to see a large group campfire area.
- You are doing a wonderful job. I would like to see more privacy between campsites but not at the expense of eliminating sites. Perhaps fast-growing shrubbery or low-growing trees. I have had neighbors who have invaded the invisible, but implied, boundary between sites.

**APPENDIX C: QUESTIONNAIRE**

**Overnight Visitor Experiences and Perceptions  
at Nehalem Bay State Park**



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted Cooperatively by:



*Nature*  
**HISTORY**  
*Discovery*



We are conducting this survey to learn about your experiences at Nehalem Bay State Park. Your input is important and will assist managers improve your experiences at this park. **Once you complete this survey, please return it as soon as possible.**

1. Before your most recent trip, had you ever visited Nehalem Bay State Park? (**check ONE**)
  - No
  - Yes → if yes, how many trips have you made to this park in the past 12 months? (**write number**) \_\_\_\_\_  
trip(s)
  
2. How many nights in a row did you spend at Nehalem Bay State Park on your recent trip? (**write number**) \_\_\_\_\_ night(s)
  
3. Please check **all** recreation activities you did at Nehalem Bay State Park on your recent trip. (**check ALL THAT APPLY**)
 

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> H. Kite flying	<input type="checkbox"/> O. Fishing
<input type="checkbox"/> B. Dog walking	<input type="checkbox"/> I. Sightseeing	<input type="checkbox"/> P. Boating (motor, canoe, kayak)
<input type="checkbox"/> C. Running or jogging	<input type="checkbox"/> J. Picnicking or barbecuing	<input type="checkbox"/> Q. Windsurfing
<input type="checkbox"/> D. Bicycling on trails	<input type="checkbox"/> K. Camping	<input type="checkbox"/> R. Ranger-led program(s)
<input type="checkbox"/> E. Bicycling on local roads	<input type="checkbox"/> L. Bird or wildlife watching	<input type="checkbox"/> S. Other (write response) _____
<input type="checkbox"/> F. Horseback riding	<input type="checkbox"/> M. Swimming/ wading	_____
<input type="checkbox"/> G. Beachcombing	<input type="checkbox"/> N. Crabbing	
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Nehalem Bay State Park on your recent trip? (**write a letter that matches your response**)  
**Letter** for primary activity \_\_\_\_\_
  
5. Which of the following best describes the purpose of your trip? (**check ONE**)
  - Primarily for recreation – this park was my main destination
  - Primarily for recreation – my main destination was NOT this park
  - Primarily for business, family, or other reasons – this park was a side trip
  - Some other reason
  
6. About how far from your home did you travel to get to this park? (**write number of miles**) \_\_\_\_\_ mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Nehalem Bay State Park? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
8. How dissatisfied or satisfied were you with the **natural environment** at Nehalem Bay State Park? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
9. How dissatisfied or satisfied were you with the **facilities / services** at Nehalem Bay State Park? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
10. How dissatisfied or satisfied were you with the **fee that you paid** at Nehalem Bay State Park? (**check ONE**)
  - Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied
  
11. How unlikely or likely are you to return to Nehalem Bay State Park in the future? (**check ONE**)
  - Very Unlikely       Unlikely       Neither       Likely       Very Likely

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

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

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

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

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

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

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

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

16. What is the maximum number of other people that you would tolerate seeing at Nehalem Bay State Park on a trip? **(write a number or check one of the other two responses)**

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

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

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

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

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

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

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

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

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

- Telephone reservation system       Internet reservation system       I did not make the reservation

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

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

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

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

24. Did anyone in your group have a disability?

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

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

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

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

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

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

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

28. From the list of sources in question 27 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

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

29. When planning your visit to Nehalem Bay State Park, were you able to find the information you needed? (**check ONE**)

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

30. For each of the following categories, please estimate how much you and other members of your party spent on your trip within **30 miles** of Nehalem Bay State Park. **Please round off to the nearest dollar.**

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

31. Did you stay away from home within 30 miles of Nehalem Bay State Park on your trip? **(check ONE)**

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

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

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

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

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

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

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

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

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

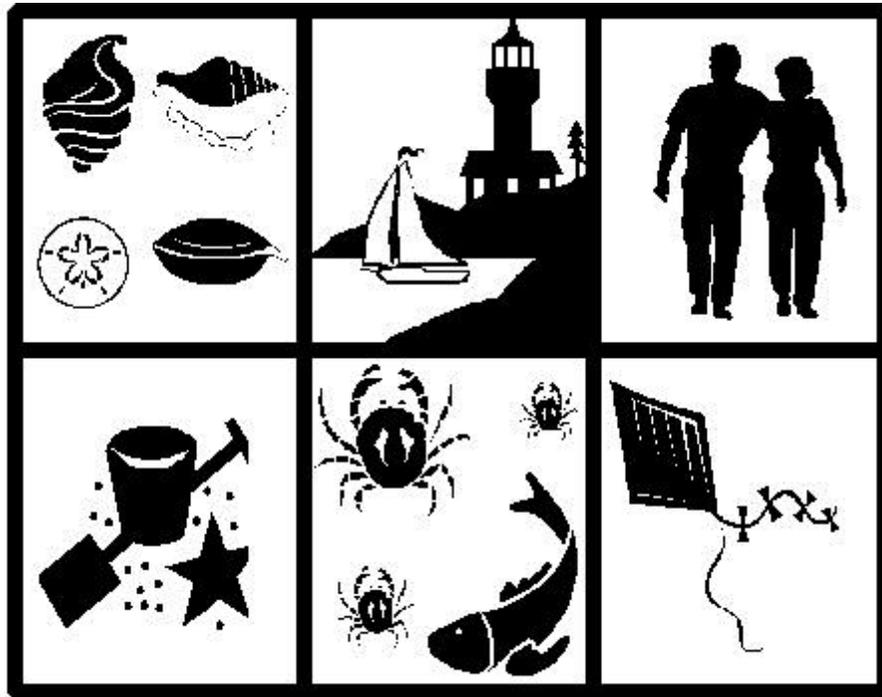
- Less than \$10,000  \$90,000 to \$109,999
- \$10,000 to \$29,999  \$110,000 to \$129,999
- \$30,000 to \$49,999  \$130,000 to \$149,999
- \$50,000 to \$69,999  \$150,000 to \$169,999
- \$70,000 to \$89,999  \$170,000 or more

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

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

**APPENDIX C: UNCOLLAPSED PERCENTAGES**

**Overnight Visitor Experiences and Perceptions  
at Nehalem Bay State Park**



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at Nehalem Bay State Park. Your input is important and will assist managers improve your experiences at this park. **Once you complete this survey, please return it as soon as possible.**

1. Before your most recent trip, had you ever visited Nehalem Bay State Park? (check **ONE**)
  - 36% No
  - 64% Yes → if yes, how many trips have you made to this park in the past 12 months? M=1.38 trip(s)
  
2. How many nights in a row did you spend at Nehalem Bay State Park on your recent trip? M=3.51 night(s)
  
3. Please check **all** recreation activities you did at Nehalem Bay State Park on your recent trip. (check **ALL THAT APPLY**)
 

84% <b>A.</b> Hiking or walking	30% <b>H.</b> Kite flying	3% <b>O.</b> Fishing
41% <b>B.</b> Dog walking	56% <b>I.</b> Sightseeing	7% <b>P.</b> Boating (motor, canoe, kayak)
14% <b>C.</b> Running or jogging	46% <b>J.</b> Picnicking or barbecuing	1% <b>Q.</b> Windsurfing
39% <b>D.</b> Bicycling on trails	96% <b>K.</b> Camping	18% <b>R.</b> Ranger-led program(s)
26% <b>E.</b> Bicycling on local roads	24% <b>L.</b> Bird or wildlife watching	13% <b>S.</b> Other (write response) _____
9% <b>F.</b> Horseback riding	38% <b>M.</b> Swimming/ wading	_____
71% <b>G.</b> Beachcombing	8% <b>N.</b> Crabbing	_____
  
4. From activities in Question 3 above, what **ONE primary activity** did you do at Nehalem Bay State Park on your recent trip? (write a letter that matches your response)
 

**Letter** for primary activity See report
  
5. Which of the following best describes the purpose of your trip? (check **ONE**)
  - 83% Primarily for recreation – this park was my main destination
  - 14% Primarily for recreation – my main destination was NOT this park
  - 2% Primarily for business, family, or other reasons – this park was a side trip
  - 1% Some other reason
  
6. About how far from your home did you travel to get to this park? (write number of miles) M=301.23 mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Nehalem Bay State Park? (check **ONE**)
 

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

1% Very Dissatisfied	1% Dissatisfied	3% Neither	35% Satisfied	60% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Nehalem Bay State Park? (check **ONE**)
 

2% Very Dissatisfied	4% Dissatisfied	4% Neither	41% Satisfied	49% Very Satisfied
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10. How dissatisfied or satisfied were you with the **fee that you paid** at Nehalem Bay State Park? (check **ONE**)
 

1% Very Dissatisfied	2% Dissatisfied	9% Neither	45% Satisfied	42% Very Satisfied
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11. How unlikely or likely are you to return to Nehalem Bay State Park in the future? (check **ONE**)
 

1% Very Unlikely	4% Unlikely	4% Neither	26% Likely	66% Very Likely
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12. How *important* is it to you that each of the following is at Nehalem Bay State Park? (circle one number for *EACH*)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	2%	36%	62%
Number of toilets / bathrooms.	1	2	9	41	47
Cleanliness / conditions of toilets / bathrooms.	1	1	3	23	73
Absence of litter.	0	1	3	33	63
Presence of park rangers / personnel.	1	4	18	49	29
Courteousness of park rangers / personnel.	1	1	7	45	47
Number of park trails.	1	3	20	52	25
Condition / maintenance of park trails.	1	2	18	51	28
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	16	14	35	24	11
Facilities for groups to gather.	21	15	40	16	8
Variety of things to do.	4	7	23	48	18
Personal safety.	1	2	8	30	59
Number of information / education programs or materials.	8	11	35	36	10
Quality of information / education programs or materials.	8	8	31	40	13
Information specifically about conditions or hazards in the park.	3	5	20	44	28
Signs about directions within the park.	2	3	19	50	26
Signs about directions to the park.	4	5	23	43	25
Parking for vehicles.	2	4	17	49	28
Comfort of campsites.	0	1	5	38	56
Shading provided by trees or other structures.	1	1	13	43	42
Good value for the fee that I paid at the park.	0	1	4	39	56

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	3%	42%	54%
Number of toilets / bathrooms.	1	5	8	45	41
Cleanliness / conditions of toilets / bathrooms.	2	7	8	42	42
Absence of litter.	0	1	5	45	50
Presence of park rangers / personnel.	0	2	10	46	41
Courteousness of park rangers / personnel.	1	1	7	40	52
Number of park trails.	1	2	16	49	33
Condition / maintenance of park trails.	0	2	13	48	37
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	2	36	36	26
Facilities for groups to gather.	1	1	51	29	19
Variety of things to do.	0	1	15	52	31
Personal safety.	0	0	6	47	47
Number of information / education programs or materials.	0	1	29	41	29
Quality of information / education programs or materials.	0	2	31	39	29
Information specifically about conditions or hazards in the park.	0	1	26	46	27
Signs about directions within the park.	0	3	13	52	32
Signs about directions to the park.	1	3	16	50	31
Parking for vehicles.	0	6	13	51	30
Comfort of campsites.	1	5	5	48	41
Shading provided by trees or other structures.	1	3	11	48	37
Good value for the fee that I paid at the park.	0	3	6	44	46

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

I saw about M=149.41 other people

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

17%	12%	17%	8%	8%	21%	10%	6%	3%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

16. What is the maximum number of other people that you would tolerate seeing at Nehalem Bay State Park on a trip? **(write a number or check one of the other two responses)**

It is OK to see as many as M=123.32 other visitors at this park

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

I would ...	Very Unlikely	Unlikely	Likely	Very Likely
... express my opinions to park managers about the condition or situation.	23%	40%	29%	8%
... express my opinions to members of my group about the condition or situation.	7	10	47	37
... express my opinions to other visitors at the park about the condition or situation.	21	47	25	7
... express my opinions to friends or family about the condition or situation.	4	10	54	32
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	27	45	21	7
... keep my opinions to myself.	19	45	26	10
... avoid peak use times (weekends, holidays) or visit earlier or later in the day when fewer people are here to avoid this condition or situation.	6	21	48	25
... come back to this park, but recognize that it offers a different type of experience than I first believed.	5	20	62	13
... 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.	5	21	59	16
... accept the condition or situation by not doing anything about it.	10	33	48	10
... never visit this park again because of the condition or situation.	371	39	18	6

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

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	1%	4%	32%	34%	27%
This park is one of the best places for doing what I like to do.	1	6	22	43	29
I am very attached to this park.	2	11	37	25	26
I would not substitute any other area for doing what I do at this park.	5	27	39	16	14
I identify strongly with this park.	4	15	38	25	19
No other place compares to this park.	6	24	39	16	14
I feel that this park means a lot to me.	4	11	36	28	21
I get more satisfaction out of visiting this park than any other.	5	22	42	16	14



25. If you had NOT been able to go to Nehalem Bay State Park for this visit, what would you have done? (**check ONE**)
- 64% Gone somewhere else for the same activity → how far from home is the place you would go instead? See report
  - 6% Gone somewhere else for a different activity → how far from home is the place you would go instead? See report
  - 17% Come back another time
  - 8% Stayed home
  - 1% Gone to work at my regular job
  - 5% Something else (none of these)

26. How did you get to Nehalem Bay State Park on your most recent trip? (**check ONE**)
- 94% My family's personal vehicle → how many total people were in the vehicle? M=3.16 person(s)
  - 3% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.37 person(s)
  - 3% Other (write response) \_\_\_\_\_

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

	Never		Sometimes		Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	3%	3%	17%	2%	57%
B. Social media internet websites (e.g., Facebook, Twitter).	72	11	10	3	3
C. Brochures.	43	13	27	11	5
D. Newspapers.	76	13	10	1	1
E. Magazines.	69	12	14	4	2
F. Books.	64	11	16	6	3
G. Television.	82	11	6	1	1
H. Videos / DVDs.	86	9	4	0	1
I. Radio.	85	10	4	0	1
J. Community organization or church.	84	8	5	1	1
K. Health care providers.	89	7	3	0	0
L. Work.	79	7	10	3	1
M. Friends or family members.	28	7	29	22	15
N. Highway signs.	51	14	24	8	3
O. Previous visit.	24	3	14	20	39
P. Other (write response) _____	71	6	15	1	7

28. From the list of sources in question 27 above, which **ONE** would you use **FIRST** when obtaining information about an Oregon State Park? (**write letter**)

See report

29. When planning your visit to Nehalem Bay State Park, were you able to find the information you needed? (**check ONE**)
- 97% Yes
  - 3% No → if no, what additional information did you need? (**write response**) See report

30. For each of the following categories, please estimate how much you and other members of your party spent on your trip within **30 miles** of Nehalem Bay State Park. *Please round off to the nearest dollar.*

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

31. Did you stay away from home within 30 miles of Nehalem Bay State Park on your trip? (**check ONE**)

80% No  
 20% Yes → if yes, how many nights did you stay away from home within 30 miles of this park? 5.84 night(s)

32. Are you: (**check ONE**) 41% Male 59% Female

33. How old are you? (**write response**) M=47.92 years old

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

94% White (Caucasian)	1% Hispanic / Latino	<1% American Indian or Alaskan Native	2% Other (write response)
<1% Black / African American	3% Asian	<1% Native Hawaiian or Pacific Islander	_____

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

99% English 0% Spanish 0% Russian 1% Other (write response) \_\_\_\_\_

36. Where do you live?) City / town See report State See report Country See report Zipcode See report

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

1% Less than \$10,000	19% \$90,000 to \$109,999
5% \$10,000 to \$29,999	11% \$110,000 to \$129,999
10% \$30,000 to \$49,999	6% \$130,000 to \$149,999
16% \$50,000 to \$69,999	4% \$150,000 to \$169,999
20% \$70,000 to \$89,999	8% \$170,000 or more

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

See report

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