



Visitor Survey of Day-use Visitors at Samuel Boardman State Scenic Corridor

Final Report

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EXECUTIVE SUMMARY

Objectives

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

Methods

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 2 and July 31, 2011. The total number of completed questionnaires was $n = 403$ with a response rate of 61%. The day-use visitor survey involved on-site intercepts. The sample size allows generalizations about the population of day users at Samuel Boardman State Scenic Corridor at a margin of error of $\pm 4.9\%$ at the 95% confidence level.

Results

Personal and Visit Characteristics

- The most popular activities at this park were hiking / walking (82%), sightseeing (56%), beachcombing (54%), and exploring tidepools (39%). The least popular activities were ranger-led programs (1%), boating (1%), surfing/boogie boarding (3%), and fishing (4%).
- The most common primary activity groups were people hiking or walking (34%), sightseeing (20%), beachcombing (14%), and dog walking (12%). The least common activity groups were people ranger-led programs (0%), boating (0%), and running or jogging (0%).
- Day users spent approximately two hours in the park, with 93% of these users spending up to five hours in the park. The majority of day users (71%), however, spent one to two hours.
- On average, day users traveled 604 miles from home to visit the park.
- 47% of day-use respondents had visited this park before, whereas 53% had not visited previously. Although day users had visited an average of almost 16 times in the past 12 months, the highest proportion (21%) had made just one trip to this park in the past year with just under the majority (49%) having made two or fewer trips.
- The average day user group size was approximately 3 people ($M = 3.14$ people). Groups most commonly consisted of two people (38%) or three to four people (26%).
- In total, 64% of day users did not bring dogs with them and 36% brought dogs.
- Almost all (86%) day users arrived at the park in their family's personal vehicle, 6% arrived in somebody else's vehicle, and 8% arrived in another form of transportation. On average, there were 2.77 people in each personal family vehicle, as well as 3.19 people in somebody else's vehicle. For all day-use vehicles, there was an average of 2.81 people in the vehicle.
- 34% of day users considered this park the main reason for their trip.
- If unable to go to the park for this visit, they would have either gone somewhere else for the same activity (58%) or come back another time (15%).

Visitor Spending

- Most day-use visitors to the park (82%) are non-local visitors (living 31 or more miles from the park).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage (25%) of non-local day-use visitors reporting spending \$51-\$150 on their trip.
- Most day users reported spending some money on gasoline and oil. Day users also reported spending some money on groceries and at restaurants and bars.

Obtaining Information about the Parks

- Almost all day users (90%) were able to find the information they needed when planning their visit to this park, and the few (10%) who did not find it would like better/more detailed maps within the park and better road signage.
- The most heavily used sources of information by day users were highway signs (76%), friends/family (71%), previous visits (68%), and official internet websites (OPRD) (61%). The least used sources of information were health care providers (11%), community organizations (16%), video/DVDs (17%), and radio (20%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (44%) as the first primary information source, followed by friends or family (20%), highway signs (12%), and brochures (8%). Few people used other sources when obtaining information.

Satisfaction with Experiences and Conditions

- Day users considered the most important characteristics the park's absence of litter (94%), park cleanliness (e.g., lawn care, lack of graffiti; 93%), cleanliness of toilets (89%), parking for vehicles (84%), condition/maintenance of trails (80%), and courteousness of rangers/personnel (77%). The least important attributes were facilities for groups to gather (46%), amount of educational information (50%), presence of park rangers/personnel (51%), the quality of educational information (56%), and ease of movement/access (wheelchair, elderly, stroller) (56%).
- Overall satisfaction among day users was extremely high, as 93% were satisfied with the highest proportion of users being "very satisfied" (68%). The majority of day users were satisfied with most characteristics at Samuel Boardman State Scenic Corridor. Day users were most satisfied with park cleanliness (93%), absence of litter (92%), level of safety (88%), parking (84%), courteousness of ranger/personnel (80%), and the condition/maintenance of trails (80%). Users were least satisfied with facilities for groups to gather (57%), the ease of movement/access (wheelchair, elderly, stroller) (60%), the quality and amount of educational information (both 61%), the presence of park rangers/personnel (70%), and information about conditions and hazards (70%).
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, two attributes that were important to users, but these users were only slightly satisfied with these attributes. These attributes included the information about conditions/ hazards in the park and signs with directions in the park.
- Crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate.

Attitudes about Management Strategies

- Day users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (68%), more recycling containers (68%), offer more hiking opportunities (64%), provide more trash cans (64%), and more info / education (nature, history) (59%). The least supported strategies were to close the park to all recreational/tourism activities (11%), limit the number of people allowed per day (16%), install wireless internet access within the park (32%), and limit the number of large groups allowed (34%).

Sociodemographic Characteristics of Users

- There were a few more male (52%) than female (48%) day users at this park.
- The average age of day users was approximately 51 years old, and the largest proportions of day users were 50 to 59 years old (23%) and 60 to 69 years old (23%).
- The average annual household income before taxes of respondents was \$68,800, and the largest proportion of day users had incomes of \$30,000 to \$49,999 (18%), \$50,000 to \$69,999 (17%), and \$70,000 to \$89,000 (17%). Day-use visitors to Samuel Boardman State Scenic Corridor are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 95%) with few Hispanic / Latinos (2%), Asians (1%), Native Americans / Alaskan Natives (1%), and Blacks / African Americans (0%).
- Almost all day users (97%) considered English the primary language used in their homes.
- Approximately half (50%) of day users lived in Oregon, 20% resided in California, 6% were from Washington State, and 1% resided in Idaho. Among Oregonian day users, 28% resided in the Southern region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 16% were from the Coastal Valley, and 1% were from the Central region of Oregon. No visitors were from the other regions of the state (i.e., Eastern, Mt. Hood / Gorge).
- 81% of park day users said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (15% of park users), while 3% had a hearing disability, 1% had learning disabilities, and 0% had impaired sight.

Recommendations

Management Recommendations

- The average number of visitors per vehicle for Samuel Boardman State Scenic Corridor day-use vehicles (2.81) was significantly lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future day-use calculations for the park.
- Approximately one third of users (36%) brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions). Managers may also want to consider examining enforcement of existing pet regulations at the park given that 52% of day users supported requiring dogs on leash at all times, and only 50% supported making the park more pet friendly.

- Almost all day users (93%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for group facilities (57%), ease of movement/access (60%), and the amount and quality of educational information (both at 61%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- The Importance – Performance analysis shows that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. However, this analysis showed that managers should consider examining the opportunity for improving the information about conditions/hazards in the park and signs with directions in the park
- As stated, visitors were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 60%). Given that over 32% of day-use visitors were over the age of 60 and 19% of day users had disabilities (15% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit. Many visitors stated a need for improved beach access by providing paved trails and stairways with handrails.
- The results suggest that overcrowding is not presently a concern at Samuel Boardman State Scenic Corridor day-use areas. Due to its geographic location, the park offers a unique low-density coastal park visitor experience.
- Over 42% of day users did not support leaving the park as it is and not changing anything. Visitors most strongly supported management strategies to provide more opportunities at the park for viewing wildlife (68%), more recycling containers (68%), offer more hiking opportunities (64%), provide more trash cans (64%), and more info / education (nature, history) (59%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (90%) were able to find the information they needed when planning their visit to Samuel Boardman State Scenic Corridor. However, some visitors (10%) were not able to find all information needed. The most popular information needed was better/more detailed maps of the park and better road signage. Managers may want to examine this need for this additional information.
- The majority (53%) of day-use visitors reported that this was their first visit to the park and only 34% considered this park their main destination for the trip. In addition, the highest percentage of visitors (76%) reported using highway signs as an information source. These results indicate that many first-time park visitors could benefit from better informational road signage both to and within the park. Managers may want to evaluate the need for additional road and informational signage throughout the entire Scenic Corridor. The evaluation should consider sign information in major parking areas related to top activities such as hiking/walking, sightseeing, beachcombing, and tidepool viewing at the park.
- Appendix A is a listing of 157 verbatim open ended positive comments (68 comments, 2 pages) and negative comments and suggestions for improvement of Samuel Boardman State Scenic Corridor (89 comments, 2 pages). Many comments may provide insights for future planning and management. The most common concerns involved providing: (a) stairways to the beach from parking areas, (b) more trash cans, (c) better trail access to the beach, (d) better restroom facilities (running water and flushing toilets), and (e) better trail maintenance.

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INTRODUCTION AND OBJECTIVES

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

METHODS

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

Onsite Survey of Day Users

Day users 18 years of age and older who visited Samuel Boardman State Scenic Corridor between July 2 and July 31, 2011 were approached in person (face to face) and asked to complete the six page questionnaire onsite at this park. Day users were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire onsite. Two volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

Sample Size and Response Rate

As shown in Table 1, the total number of completed questionnaires was $n = 403$ with an estimated total response rate of 67%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys (<i>n</i>)	Response rate (%)
Day Users	603	403	67

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

Questionnaires administered to day users included questions on a range of topics such as prior visitation, activity participation, 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 Samuel Boardman State Scenic Corridor on their most recent trip. Table 2 shows that the most popular activities at this park were hiking / walking (82%), sightseeing (56%), beachcombing (54%), and exploring tidepools (39%). The least popular activities were attending ranger-led programs (1%), boating (1%), surfing/boogie boarding (3%), and fishing (4%).

Table 2. Day-use recreation activities at the park

Activity	% Participating ^a
Hiking or walking	82
Sightseeing	56
Beachcombing	54
Exploring tidepools	39
Dog walking	31
Bird or wildlife watching	26
Picnicking or barbequing	25
Agate/shell collecting	16
Swimming/wading	15
Kite flying	12
Other ^b	6
Bicycling on trails	5
Running or jogging	5
Fishing	4
Surfing/boogie boarding	3
Boating (motor, canoe, kayak)	1
Ranger-led programs	1

^a 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.

^b The most popular “other” activities were: relaxing/sitting/resting, photography, sunning, climbing, playing, and eating.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Samuel Boardman State Scenic Corridor. Table 3 shows that the most common primary activity groups were people hiking or walking (34%), sightseeing (20%), beachcombing (14%), and dog walking (12%). The least common activity groups were attending ranger-led programs (0%), boating (0%), and running or jogging (0%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Hiking or walking	34
Sightseeing	20
Beachcombing	14
Dog walking	12
Picnicking or barbecuing	5
Other ^a	5
Exploring tidepools	4
Swimming/wading	2
Bicycling on trails	1
Bird or wildlife watching	1
Fishing	1
Kite flying	1
Surfing/boogie boarding	1
Running or jogging	0
Boating (motor, canoe, kayak)	0
Ranger-led programs	0

^a The most popular “other” activities were: relaxing/sitting/resting, photography, sunning, climbing, playing, and eating.

Duration of Visit. Day users were asked to report how many *hours* they spent at Samuel Boardman State Scenic Corridor on their recent trip. Table 4 shows that, on average, day users spent approximately two hours in the park, with 93% of these users spending up to five hours in the park. The majority of day users (71%), however, spent one to two hours.

Table 4. Duration of day user visit at the park

1 hour	48
2 hours	23
3 hours	10
4 to 5 hours	12
6 to 9 hours	5
10 or more hours	3
Mean / average hours	2.39

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 18% of day-use visitors were local (driving 30

miles or less to reach the park). The largest proportion (27%) of day users traveled more than 500 miles to the park. Day users, on average, traveled 604 miles to visit the park.

Table 5. Day user distance traveled to the park

30 miles or less	18
31 to 60 miles	2
61 to 90 miles	8
91 to 120 miles	8
121 to 150 miles	9
151 to 250 miles	12
251 to 500 miles	18
501 or more miles	27
Mean / average	604.14

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

Previous Visitation. Users were asked if they had ever visited Samuel Boardman State Scenic Corridor before their most recent trip. Table 6 shows that 47% of day-use respondents had visited this park before, whereas 53% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	47
No, not visited park before	53

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that although day users had visited an average of almost 16 times in the past 12 months, the highest proportion (21%) had made just one trip to this park in the past year with just under the majority (49%) having made two or fewer trips.

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

0 Trips	14
1 Trip	21
2 Trips	14
3 to 5 Trips	20
6 to 12 Trips	14
13 to 24 Trips	5
More than 24 Trips	12
Mean / average trips	15.93

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

Group Size. Respondents were asked to report how many people, including themselves, accompanied them at Samuel Boardman State Scenic Corridor on their most recent trip. Table 8 shows that the average day user group size was approximately 3 people ($M = 3.14$ people). Groups most commonly consisted of two people (38%) or three to four people (26%).

Table 8. Day user group size at the park

1 Person (alone)	18
2 People	38
3 or 4 People	26
5 to 10 People	16
More than 10 People	3
Mean / average	3.14

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

Bringing Dogs to the Park. The questionnaire asked day users if they or anyone else in their group brought dog(s) with them to Samuel Boardman State Scenic Corridor. Table 9 shows that 64% of day users did not bring dogs with them and 36% brought dogs.

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

	Day Users (%)
No, did not bring dog(s)	64
Yes, brought dog(s)	36

Transportation to the Park. Respondents were asked how they got to Samuel Boardman State Scenic Corridor on their most recent trip. Table 10 shows that almost all day users arrived at the

park in their family’s personal vehicle (86%), 6% arrived in somebody else’s vehicle, and 8% arrived in another form of transportation. On average, there were three people in each personal family vehicle, as well as three people in somebody else’s vehicle. For all day-use vehicles, there was an average of 2.81 people in the vehicle.

Table 10. Day users transportation to the park

	Day Users (%)
My family’s personal vehicle ^a	86
Somebody else’s personal vehicle ^b	6
Other	8

^a Number of people in vehicle: mean / average = 2.77 (1-2 people = 61%).

^b Number of people in vehicle: mean / average = 3.19 (1-4 people = 75%).

Reasons for Visiting. Day users were asked if this park was the main reason for their trip. Table 11 shows that 34% of day users considered this park their main reason for the trip.

Table 11. Whether the park was day users main destination

	Day Users (%)
Primarily for recreation – this park was main destination	34
Primarily for recreation – main destination was not this park	45
Primarily for business, family, or other reasons – park was side trip	14
Some other reason	7

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to Samuel Boardman State Scenic Corridor for this visit. As shown in Table 12, most day users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (58%) or come back another time (15%).

Table 12. Day user alternatives to park visit

	Day Users (%)
Gone somewhere else for same activity ^a	58
Gone somewhere else for a different activity ^b	9
Come back another time	15
Stayed home	5
Gone to work at my regular job	1
Something else (none of these)	13

^a If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 123.85 miles.

^b If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 70.69 miles.

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

- The most popular activities at this park were hiking / walking (82%), sightseeing (56%), beachcombing (54%), and exploring tidepools (39%). The least popular activities were ranger-led programs (1%), boating (1%), surfing/boogie boarding (3%), and fishing (4%).
- The most common primary activity groups were people hiking or walking (34%), sightseeing (20%), beachcombing (14%), and dog walking (12%). The least common activity groups were people ranger-led programs (0%), boating (0%), and running or jogging (0%).
- Day users spent approximately two hours in the park, with 93% of these users spending up to five hours in the park. The majority of day users (71%), however, spent one to two hours.
- On average, day users traveled 604 miles from home to visit the park.
- 47% of day-use respondents had visited this park before, whereas 53% had not visited previously. Although day users had visited an average of almost 16 times in the past 12 months, the highest proportion (21%) had made just one trip to this park in the past year with just under the majority (49%) having made two or fewer trips.
- The average day user group size was approximately 3 people ($M = 3.14$ people). Groups most commonly consisted of two people (38%) or three to four people (26%).
- In total, 64% of day users did not bring dogs with them and 36% brought dogs.

- Almost all (86%) day users arrived at the park in their family’s personal vehicle, 6% arrived in somebody else’s vehicle, and 8% arrived in another form of transportation. On average, there were 2.77 people in each personal family vehicle, as well as 3.19 people in somebody else’s vehicle. For all day-use vehicles, there was an average of 2.81 people in the vehicle.
- 34% of day users considered this park the main reason for their trip.
- If unable to go to the park for this visit, they would have either gone somewhere else for the same activity (58%) or come back another time (15%).

Visitor Spending

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

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

Table 13 includes the percentages of all park day users that are local and non-local visitors. Most day users to the park are non-local (living 31 or more miles from the park) visitors (82%).

Table 13. Day users, local / non-local

	Day Users (%)
Local	18
Non-Local	82

Table 14 shows the proportion of total spending for local and non-local day-use visitors and reported on a party trip basis. For local day-use visitors, the highest percentage (28%) reported spending \$1-\$25. For non-local day-use visitors, the highest percentage (25%) reported spending \$51-\$150 on their trip.

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

	Local	Non-Local
Spent no money	7	0
\$1 - \$25	28	4
\$26 - \$50	21	11
\$51 - \$150	21	25
\$151 - \$350	21	23
\$351 - \$550	3	14
\$551 - \$1,000	0	10

Table 15 includes the proportion of day-use visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). Most local day-use visitors reported spending some money on gasoline and oil (66%), whereas just under half spent money on groceries (41%) and at restaurants and bars (41%). In addition to gasoline and oil and park entry fees (78%), a large proportion of non-local day use visitors also reported spending money at restaurants and bars (65%) and on groceries (55%).

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

Spending Categories	Local	Non-Local
Motel, lodge, cabin, B&B, other lodging	10	38
Camping	3	29
Restaurants and bars	41	65
Groceries	41	55
Gasoline and oil	66	78
Park entry, parking, or recreation use fees	10	19
Recreation and equipment (guide fees, equipment rental)	3	7
Souvenirs, clothing, and other miscellaneous	17	29

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

- Most day-use visitors to the park (82%) are non-local visitors (living 31 or more miles from the park).
- Non-local day-use visitor party spending was higher than local day users, with the highest percentage (25%) of non-local day-use visitors reporting spending \$51-\$150 on their trip.
- Most day users reported spending some money on gasoline and oil. Day users also reported spending some money on groceries and at restaurants and bars.

Obtaining Information about the Parks

The questionnaire contained several questions examining how day users obtained information about state parks such as Samuel Boardman State Scenic Corridor and whether they were able to obtain the information they needed. Table 16 shows that almost all day users (90%) were able to find the information they needed when planning their visit to this state park, and the few (10%) who did not find the information they needed would like better/more detailed maps of the park and better road signage.

Table 16. Whether day users found the information needed

	Day Users (%)
Yes, found the information needed	90
No, did not find the information needed ^a	10

^a The most popular information needed was: better/more detailed maps of the park and better road signage.

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 Samuel Boardman State Scenic Corridor. Table 17 shows that the most heavily used sources of information by day users were highway signs (76%), friends/family (71%), previous visits (68%), and official internet websites (OPRD) (61%). The least used sources of information were health care providers (11%), community organizations (16%), videos/DVDs (17%), and radio (20%).

Table 17. Day user use of information sources ^a

	Day Users (%)
Highway signs	76
Friends / family	71
Previous visit	68
Official internet websites (OPRD)	61
Brochures	52
Magazines	41
Other ^b	38
Books	37
Social media websites	37
Newspapers	33
Television	26
Work	22
Radio	20
Videos / DVDs	17
Community organizations	16
Health care providers	11

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

^b The most popular “other” reasons were: driving by, guide books and live here/local.

Table 18. Day user primary information sources

	Day Users (%)
Official internet websites (OPRD)	44
Friends / family	20
Highway signs	12
Brochures	8
Previous visit	5
Other	4
Social media websites	3
Books	1
Newspapers	1
Television	1
Radio	1
Work	1
Community organizations	0
Magazines	0
Videos / DVDs	0
Health care providers	0

Respondents were then asked to specify from this list of information sources what one source they would use first when obtaining information about an Oregon State Park such as Samuel Boardman State Scenic Corridor. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (44%) as the first primary information source, followed by friends or family (20%), highway signs (12%), and brochures (8%). Few people used other sources when obtaining information.

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

- Almost all day users (90%) were able to find the information they needed when planning their visit to this park, and the few (10%) who did not find it would like better/more detailed maps within the park and better road signage.
- The most heavily used sources of information by day users were highway signs (76%), friends/family (71%), previous visits (68%), and official internet websites (OPRD) (61%). The least used sources of information were health care providers (11%), community organizations (16%), video/DVDs (17%), and radio (20%).
- Official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (44%) as the first primary information source, followed by friends or family (20%), highway signs (12%), and brochures (8%). 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 Samuel Boardman State Scenic Corridor?” Table 19 shows that overall satisfaction was extremely high, as 93% were satisfied and few respondents (7%) were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (68%).

Table 19. Day user overall satisfaction

	Day Users (%)
Very Satisfied	68
Satisfied	25
Dissatisfied or Neutral	7

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

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

	Day Users (%) ^a
Absence of litter	94
Cleanliness of park (graffiti, lawns)	93
Cleanliness of toilets / bathrooms	89
Parking for vehicles	84
Condition / maintenance of trails	80
Courteousness of rangers / personnel	77
Signs with directions <i>in</i> the park	77
Signs with directions <i>to</i> the park	76
Personal safety	76
Number of toilets / bathrooms	75
Information about conditions / hazards	74
Number of park trails	69
Variety of things to do	62
Ease of movement / access (wheelchair, elderly, stroller)	56
Quality of educational information	56
Presence of park rangers / personnel	51
Amount of educational information	50
Facilities for groups to gather	46

^a 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 absence of litter (94%), park cleanliness (e.g., lawn care, lack of graffiti; 93%), cleanliness of toilets (89%), parking for vehicles (84%), condition/maintenance of trails (80%), and courteousness of rangers/personnel (77%). The least important attributes were facilities for groups to gather (46%), amount of educational information (50%), presence of park rangers/personnel (51%), the quality of educational information (56%), and ease of movement/access (wheelchair, elderly, stroller) (56%).

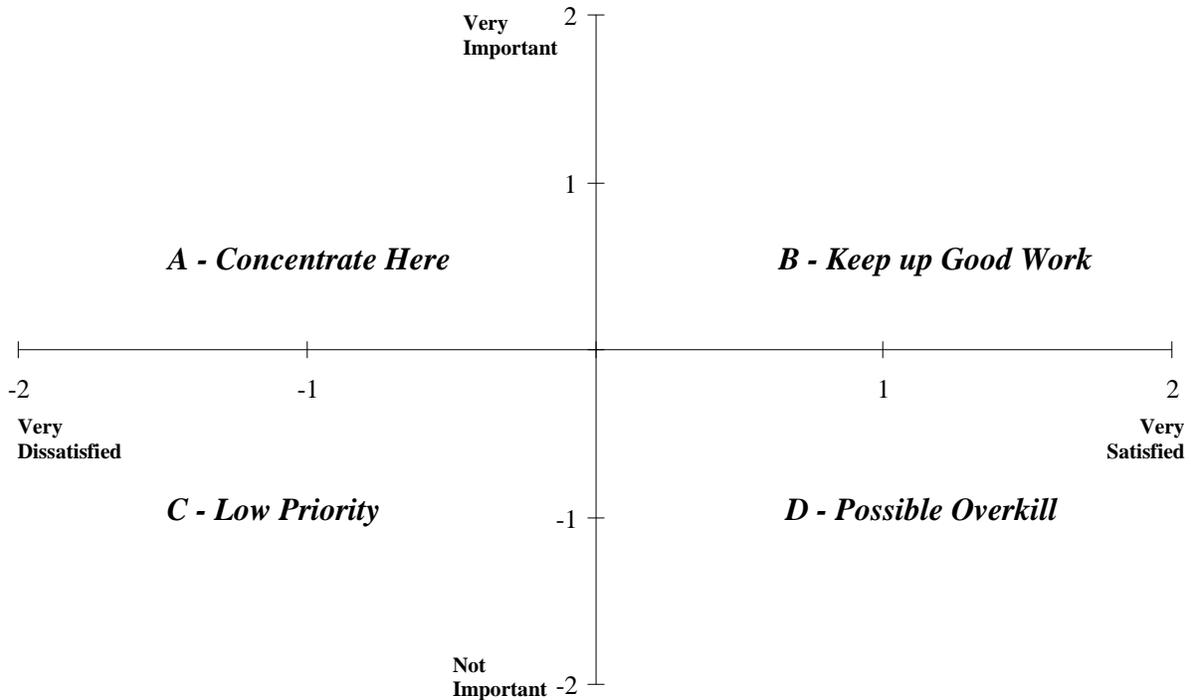
Table 21. Day user specific *satisfactions* at the park

	Day Users (%) ^a
Cleanliness of park (graffiti, lawns)	93
Absence of litter	92
Personal safety	88
Parking for vehicles	84
Courteousness of rangers / personnel	80
Condition / maintenance of trails	80
Cleanliness of toilets / bathrooms	79
Number of toilets / bathrooms	78
Signs with directions <i>to</i> the park	78
Number of park trails	77
Variety of things to do	75
Signs with directions <i>in</i> the park	75
Information about conditions / hazards	70
Presence of park rangers / personnel	70
Quality of educational information	61
Amount of educational information	61
Ease of movement / access (wheelchair, elderly, stroller)	60
Facilities for groups to gather	57

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

Table 21 shows that the majority of day users were satisfied with most of these characteristics at Samuel Boardman State Scenic Corridor. Day users were most satisfied with park cleanliness (93%), absence of litter (92%), level of safety (88%), parking (84%), courteousness of ranger/personnel (80%), and the condition/maintenance of trails (80%). Users were least satisfied with facilities for groups to gather (57%), the ease of movement/access (wheelchair, elderly, stroller) (60%), the quality and amount of educational information (both 61%), the presence of park rangers/personnel (70%), and information about conditions and hazards (70%).

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



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

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

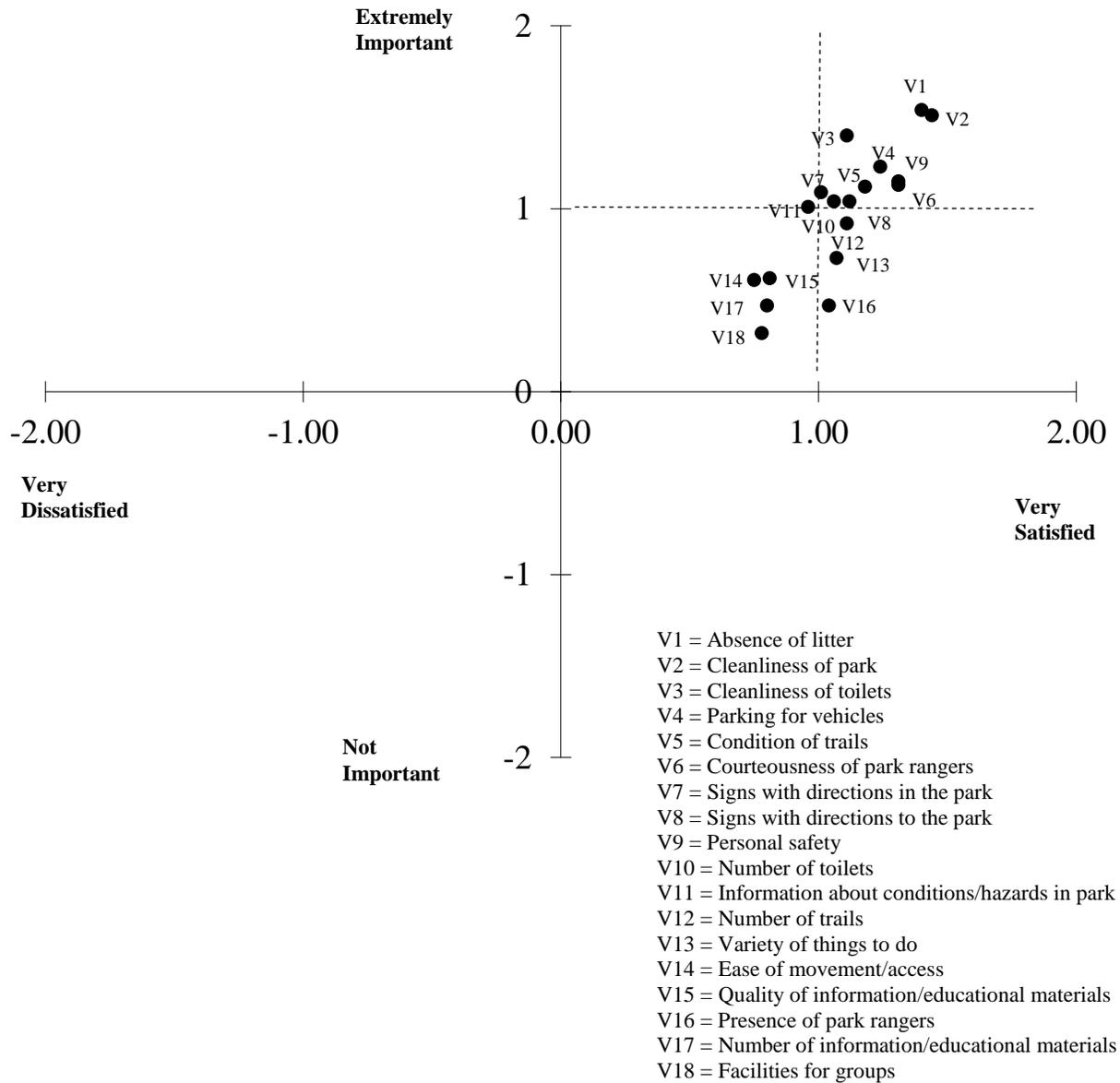


Figure 2 is the I-P matrix for day users at Samuel Boardman State Scenic Corridor. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that day users thought that park staff were doing a good job managing conditions and experiences at the park. It may be important, however, to more carefully examine this quadrant (i.e., dashed lines), as there are two attributes that were important to users, but these users were only slightly satisfied with these attributes. Managers should, therefore, consider monitoring attributes such as the information about conditions/ hazards in the park and signs with directions in the park.

Respondents were asked several additional questions about their satisfaction with Samuel Boardman State Scenic Corridor, including this park’s natural environment, facilities and services. Day users were also asked how likely they would return to this state park. Table 22 shows high day user satisfaction with the environment (95%), and facilities and services (89%). In total, 89% of day users said they were likely to return to this park in the future.

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

	Day Users (%)
Satisfaction with natural environment ^a	95
Satisfaction with facilities and services ^a	89
Likelihood of returning ^b	89

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

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

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

Table 23. Day user encounters, norms, and crowding

	Day Users
Encounters with other people ^a	22
Perception of crowding ^b	2
Maximum tolerance for encountering other people (norm) ^c	65

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

^b 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 = 1, Mode = 1, Percent crowded = 10%.

^c Cell entries are mean maximum numbers of people that users would accept seeing / encountering. Median = 38, Mode = 50.

Table 23 shows that, on average, day users encountered approximately 22 other people on their visit at Samuel Boardman State Scenic Corridor, but would be willing to accept encountering a maximum of approximately 65 other users. On average, day users felt very slightly crowded, with 26% of day users having felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day use areas can be considered “suppressed crowding” where crowding is limited by management or situational factors and may offer unique low-density experiences.

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

Table 24. Relationships among day user encounters and norms

	Reported encounters compared to norm ^a	
	% Fewer encounters	% More encounters
Day Users	82	18

^a Percent of users who encountered either fewer than or more than their norm (minimum acceptable condition).

Table 24 shows relationships among encounters and norms at Samuel Boardman State Scenic Corridor. In total, 82% of day users reported encountering fewer people than their norm; only 18% encountered more than their maximum tolerance. These results suggest that crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate.

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

- Day users considered the most important characteristics the park's absence of litter (94%), park cleanliness (e.g., lawn care, lack of graffiti; 93%), cleanliness of toilets (89%), parking for vehicles (84%), condition/maintenance of trails (80%), and courteousness of rangers/personnel (77%). The least important attributes were facilities for groups to gather (46%), amount of educational information (50%), presence of park rangers/personnel (51%), the quality of educational information (56%), and ease of movement/access (wheelchair, elderly, stroller) (56%).
- Overall satisfaction among day users was extremely high, as 93% were satisfied with the highest proportion of users being "very satisfied" (68%). The majority of day users were satisfied with most characteristics at Samuel Boardman State Scenic Corridor. Day users were most satisfied with park cleanliness (93%), absence of litter (92%), level of safety (88%), parking (84%), courteousness of ranger/personnel (80%), and the condition/maintenance of trails (80%). Users were least satisfied with facilities for groups to gather (57%), the ease of movement/access (wheelchair, elderly, stroller) (60%), the quality and amount of educational information (both 61%), the presence of park rangers/personnel (70%), and information about conditions and hazards (70%).
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, two attributes that were important to users, but these users were only slightly satisfied with these attributes. These attributes included the information about conditions/ hazards in the park and signs with directions in the park.
- Crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate.

Attitudes about Management Strategies

Day users were asked the extent they opposed or supported several potential new strategies for this park. Table 25 shows that the most strongly supported strategies by day users were to provide more opportunities at the park for viewing wildlife (68%), more recycling containers (68%), offer more hiking opportunities (64%), provide more trash cans (64%), and more info / education (nature, history) (59%). The least supported strategies were to close the park to all recreational/tourism activities (11%), to limit the number of people allowed per day (16%), provide wireless internet access within the park (32%), and to limit the number of large groups allowed (34%).

Table 25. Day user attitudes about management at the park

	Day Users (%) ^a
More opportunities for viewing wildlife	68
More recycling containers	68
More opportunities for hiking	64
More trash cans	64
More info / education (nature, history)	59
Do not change anything / keep as is	58
More opportunities for escaping crowds	57
Better maintenance / upkeep of facilities	56
Require dogs be kept on leash at all times	52
Make park more pet friendly	50
Restore to historical conditions	49
More paved trails	48
Natural buffers block view of development	47
More group picnic areas	44
More programs led by rangers	43
More enclosed shelters	42
Downloadable mobile phone applications	38
Limit the number of large groups allowed	34
Wireless internet access in park	32
Limit the number of people allowed per day	16
Close this park to all recreation/tourism activities	11

^a Cell entries are percentages (%) of users whose response was “support” or “strongly support.”

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

- Day users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (68%), more recycling containers (68%), offer more hiking opportunities (64%), provide more trash cans (64%), and more info /

education (nature, history) (59%). The least supported strategies were to close the park to all recreational/tourism activities (11%), limit the number of people allowed per day (16%), install wireless internet access within the park (32%), and limit the number of large groups allowed (34%).

Sociodemographic Characteristics of Users

Table 26 shows demographic characteristics of day users. There were a few more males (52%) than females (48%) day users at Samuel Boardman State Scenic Corridor. The average age of respondents was 51 years old, and the largest proportions of users were 50 to 59 years old (23%) and 60 to 69 years old (23%). Almost all respondents were white (i.e., Caucasian; 95%) with few Hispanic / Latinos (2%), Asians (1%), Native Americans / Alaskan Natives (1%), and Blacks / African Americans (0%). The average annual household income before taxes of respondents was \$66,800, and the largest proportion of users had incomes from \$30,000 to \$49,999 (18%), \$50,000 to \$69,999 (17%), and \$70,000 to \$89,000 (17%). Day-use visitors to Samuel Boardman State Scenic Corridor are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all day users (97%) considered English the primary language used in their homes.

Table 27 shows that 50% of day user visitors lived in Oregon, 20% resided in California, 6% were from Washington State, and 1% resided in Idaho. Among Oregonian day users, 28% resided in the Southern region of Oregon (<http://www.guidetooregon.com/regions/map.html>) 16% were from the Coastal Valley, and 1 % were from the Central region of Oregon. No visitors were from the other regions of the state (i.e., Eastern, Mt. Hood / Gorge).

Table 26. Day user demographic characteristics

	Day Users (%) ^a
Gender	
Female	48
Male	52
Age	
Less than 20 years old	2
20 – 29 years	7
30 – 39 years	16
40 – 49 years	19
50 – 59 years	23
60 – 69 years	23
70 – 79 years	7
80+ years old	2
Average age (mean years)	51
Household income (before taxes)	
Less than \$10,000	5
\$10,000 – \$29,999	11
\$30,000 – \$49,999	18
\$50,000 – \$69,999	17
\$70,000 – \$89,999	17
\$90,000 – \$109,999	11
\$110,000 – \$129,999	5
\$130,000 – \$149,999	3
\$150,000 – \$169,999	6
\$170,000 or more	8
Average income (mean dollars)	66,800
Ethnicity	
White (Caucasian)	95
Black / African American	0
Hispanic / Latino	2
Asian	0
American Indian / Alaska Native	1
Other	2
Language spoken most often at home	
English	97
Other	3

^a Cell entries are percentages (%) unless specified as means or averages.

Table 27. Day user location of residence

	Day Users (%)
Country	
USA	95
Canada	3
Other	2
State	
Oregon ^a	50
California	20
Washington	6
Idaho	1
Other	23

^a The largest percentage of day users were from Southern Oregon (28%) 16% were from the Coastal region, 3% were from the Portland Metro region, 2% were from the Willamette Valley, and 1% were from the Central region of the Oregon. No visitors were from the other regions of the state (i.e., Eastern, Mt. Hood / Gorge).

Table 28 shows that 81% of day users said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (15%), while 3% had a hearing disability, 1% had learning disabilities, and 0% had impaired sight.

Table 28. Day user disabilities

	Day Users (%)
Disability in group	
No	81
Yes ^a	19

^a Types of disabilities: walking = 15%, hearing = 3%, learning = 1%, sight = 0%, other = 3%

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

- There were a few more male (52%) than female (48%) day users at this park.
- The average age of day users was approximately 51 years old, and the largest proportions of day users were 50 to 59 years old (23%) and 60 to 69 years old (23%).
- The average annual household income before taxes of respondents was \$68,800, and the largest proportion of day users had incomes of \$30,000 to \$49,999 (18%), \$50,000 to \$69,999 (17%), and \$70,000 to \$89,000 (17%). Day-use visitors to Samuel Boardman

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

- Almost all respondents were white (i.e., Caucasian; 95%) with few Hispanic / Latinos (2%), Asians (1%), Native Americans / Alaskan Natives (1%), and Blacks / African Americans (0%).
- Almost all day users (97%) considered English the primary language used in their homes.
- Approximately half (50%) of day users lived in Oregon, 20% resided in California, 6% were from Washington State, and 1% resided in Idaho. Among Oregonian day users, 28% resided in the Southern region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 16% were from the Coastal Valley, and 1 % were from the Central region of Oregon. No visitors were from the other regions of the state (i.e., Eastern, Mt. Hood / Gorge).
- 81% of park day users said that nobody in their group had a disability, whereas 19% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (15% of park users), while 3% had a hearing disability, 1% had learning disabilities, and 0% had impaired sight.

RECOMMENDATIONS

Management Recommendations

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

- The average number of visitors per vehicle for Samuel Boardman State Scenic Corridor day-use vehicles (2.81) was significantly lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future day-use calculations for the park.
- Approximately one third of users (36%) brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions). Managers may also want to consider examining enforcement of existing pet regulations at the park given that 52% of day users

supported requiring dogs on leash at all times, and only 50% supported making the park more pet friendly.

- Almost all day users (93%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for group facilities (57%), ease of movement/access (60%), and the amount and quality of educational information (both at 61%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- The Importance – Performance analysis shows that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. However, this analysis showed that managers should consider examining the opportunity for improving the information about conditions/hazards in the park and signs with directions in the park
- As stated, visitors were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 60%). Given that over 32% of day-use visitors were over the age of 60 and 19% of day users had disabilities (15% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit. Many visitors stated a need for improved beach access by providing paved trails and stairways with handrails.
- The results suggest that overcrowding is not presently a concern at Samuel Boardman State Scenic Corridor day-use areas. Due to its geographic location, the park offers a unique low-density coastal park visitor experience.
- Over 42% of day users did not support leaving the park as it is and not changing anything. Visitors most strongly supported management strategies to provide more opportunities at the park for viewing wildlife (68%), more recycling containers (68%), offer more hiking opportunities (64%), provide more trash cans (64%), and more info / education (nature, history) (59%). Managers may want to consider some or all of these strategies.
- Almost all park visitors (90%) were able to find the information they needed when planning their visit to Samuel Boardman State Scenic Corridor. However, some visitors

(10%) were not able to find all information needed. The most popular information needed was better/more detailed maps of the park and better road signage. Managers may want to examine this need for this additional information.

- The majority (53%) of day-use visitors reported that this was their first visit to the park and only 34% considered this park their main destination for the trip. In addition, the highest percentage of visitors (76%) reported using highway signs as an information source. These results indicate that many first-time park visitors could benefit from better informational road signage both to and within the park. Managers may want to evaluate the need for additional road and informational signage throughout the entire Scenic Corridor. The evaluation should consider sign information in major parking areas related to top activities such as hiking/walking, sightseeing, beachcombing, and tidepool viewing at the park.
- Appendix A is a listing of 157 verbatim open ended positive comments (68 comments, 2 pages) and negative comments and suggestions for improvement of Samuel Boardman State Scenic Corridor (89 comments, 2 pages). Many comments may provide insights for future planning and management. The most common concerns involved providing: (a) stairways to the beach from parking areas, (b) more trash cans, (c) better trail access to the beach, (d) better restroom facilities (running water and flushing toilets), and (e) better trail maintenance.

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APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- All of the Oregon Coast is beautiful. The fact we can bring our dog is very important. Thanks for that.
- Beautiful park
- Best park ever! Don't do anything differently. Please just keep it as it is. I love Oregon Parks and this is a main reason why I retired here.
- Every park and highway we have seen on the Oregon coast has been well maintained and clean - can't help feeling impressed, once again, by our American neighbors.
- Good already.
- Great
- Great as it is!
- Great just as it is
- Great park system.
- Great park, information in parking lots regarding trails would be helpful.
- Great place - a little more distance between campsites.
- Great place!
- Great so far - only been here for 1 hour.
- Great the way it is.
- I am mostly satisfied with the parks as they are. It is wonderful to travel up the coast. Can't believe that the state has no sales tax.
- I greatly appreciate the road repair. Maintaining the road and trails and their information is important to me but otherwise keep it the same. I also greatly appreciate that there are no fees. I would not come here if there were.
- I like it pretty much as it is - natural - maybe a covered shelter for rainy days (small and unobtrusive).
- I like the way it is!
- It is already quite lovely. We like to see this park during different seasons.
- It is already wonderful. Keep as it is.
- It was great!
- It's a gorgeous place. I hope it continues to be properly maintained. Thank you!
- It's fine!
- It's great already
- It's great as it is
- It's great!
- It's lovely - keep it the way it is.
- It's nice the way it is, but maybe put more signs to attract more people.
- It's perfect the way it stands. Got engaged here.
- It's perfect.
- It's wonderful as it is!
- Just keep doing what you're doing!
- Keep it just as beautiful as it is!

- Keep it the way it is! We love it here! Thanks!
- Keep it the way it is! We love it!
- Keep up the good work! Thank you!
- Leave it alone.
- Leave things the way they are!!
- Love it the way it is. Not too crowded.
- Love the beach
- Love this park!
- Love your parks - Hate your survey
- Loved the parks - people were friendly. Survey tooooo LONG!!
- Love your parks - Survey is way too long!!
- None - beautiful place.
- Not much looks beautiful just more trash cans.
- Nothing at this time. Thank you!
- Nothing I could see.
- Nothing to add. Thanks! We love Oregon!
- Our first time here, we love it. Hope to move to the area. We love the great outdoors.
- Overall, this place is great. Beautiful, well maintained and we love what you've done with the rocks.
- Parks are real nice, love them. Survey is too long.
- Perfect use of natural beauty!
- Please leave as is. Favorite local beach. Free meeting place for locals.
- The park is fine how it is.
- This park is great. We love it. But this survey was way too long! Make it a 5 minute survey and we would love to help you. Thanks! Please do not add extra rules (regulations) at this park. We like it the way it is!
- Very nice park. Very clean and dog friendly.
- Very nice.
- We had a wonderful stay. Thank you for looking after this park and for your parks rangers.
- We like to see this park during different seasons - especially the little river.
- We love it here - no improvements necessary.
- We love that we've had the opportunity to visit so much of Oregon. It has a wealth of history available if we only look.
- Wind protective picnic shelter...its great as it is!!!
- Wonderful - wish there were more signs about tidepool wildlife.
- Wonderful day!
- You are doing a great job from what I see.
- You can't.
- Your survey is too much but we love your park. Please keep up the good work.

Negative Comments and / or Issues for Improvement

- A little less rain!!?
- Better bathroom - more supplies! Survey took awhile! Otherwise it's perfect!
- Better restrooms, better trail down to the beach past the picnic tables.
- Better trails to beach -- mother has trouble walking
- Dog bags for pick up. More trash cans.
- Don't ask about our income, it has no meaning to this survey.
- Don't cut down all the trees like was done at Horse Rock a few years ago. Thin trees for peek holes. Trees are what Oregon is all about. Pick up trash. Provide trash cans for those of us picking up for others. Keep things natural. No fences please.
- Don't know I only stopped for lunch.
- Facilities to refill water bottles.
- Fix your stair going to the beach from the parking lot. Also trim the plants around the paved trails to the beach. Widen trail area.
- Flush toilet and running water.
- Fresh water source at times?
- Great park, more quick info in parking lots regarding trails would be helpful.
- Great place - a little more distance between campsites.
- I greatly appreciate the road repair. Maintaining the road and trails and their information is important to me but otherwise keep it the same. I also greatly appreciate that there are no fees. I would not come here if there were.
- I have heard of people getting tickets for having a dog off leash. I believe that as long as dog owners are respectful of others the dogs should be able to run when far away from parking areas and people. Worrying about a fine is the only thing that mars my enjoyment of the park. I love it here!
- I like it pretty much as it is - natural - maybe a covered shelter for rainy days (small and unobtrusive).
- Improve access to beaches - I have seen and heard tourists leave beaches because of this - as I travel up and down the coast, the southern area is lousy when compared to other beaches farther north.
- Increase parking area. Stripe parking places.
- It would be nice if the entrance road and parking lot were paved.
- It's great but don't let in giant buses and allow more wilderness camping.
- It's nice the way it is, but maybe put more signs to attract more people.
- Just a couple more trash cans and a dog bag container.
- Keep beach access debris free and trails clear.
- Keep it open 24 hours. I/we like to walk at night.
- Leave things the way they are!!
- Less questions...lol.
- Let me run a high banker so that I'm away from the creek. I think it would still be low impact and better for public relations. I have not had any negative feedback while panning and have had people take pictures of my panning.

- Lone Ranch may need another coastal access sign on freeway so people know it's got access.
- Lone Ranch. Better trails to beach would help; steps we can use at the tables and on down to end of parking.
- Love your parks - Hate your survey
- Love your parks - Survey is way too long!!
- Loved the parks - people were friendly. Survey toooooo LONG!!
- Make it closer to Southern California.
- Make survey shorter please.
- Make survey shorter!!
- Make survey shorter. Questions are redundant.
- Make the survey shorter and more human!
- Make this survey much simpler - for more accurate responses.
- More garbage cans. Do not change anything.
- More great educational signs
- More info re: Oregon Coast Trail system.
- More informative signs. About ocean waves, tide, etc... Wildlife, weather seasons.
- More special needs friendly services are needed at Whales Head Beach (namely flush toilets).
- More volunteers like Rich & Karen!
- Mow and cut brush from paths.
- Need better steps to beach - Survey is too long.
- Need stairs to beach. Have a hard time getting down from walkway to beach. (bad knees). Survey is way too long.
- Not have such a long questionnaire.
- Not much looks beautiful just more trash cans.
- Not so much wind!
- Parks are real nice, love them. Survey is too long.
- Pave the access road.
- Plain, simple, clean and whatever the majority would vote for/decide?
- Please create an access to the beach floor, so those of us with knee and leg problems can get to the sand and surf much easier (stairs or steps). My wife has to help me both going down to beach and pull me up walkway to get back.
- Please provide steps for aide to get to beach and back up! Thank you!
- Please put a hand rail at the steps down by the sand at Whales Head Beach - they are too steep and I am handicapped.
- Please: Dogs should be leashed.
- Possibly wider and shorter paths to the beach that are paved.
- Provide better security for parked cars in off road situations - car break-ins!!
- Provide dog poop bags for people who don't bother to bring any.
- Provide more garbage/recycling containers.
- Put up tide tables on board for people fishing on rocks.
- Shorter survey
- Step would be nice to beach.
- Steps getting to the beach!
- Steps to beach.

-
- Survey too long!!
 - Survey too long not enough time to finish.
 - Survey too long.
 - The questionnaire is too long.
 - This is too long
 - This is too much!
 - This park is great. We love it. But this survey was way too long! Make it a 5 minute survey and we would love to help you. Thanks! Please do not add extra rules (regulations) at this park. We like it the way it is!
 - This survey is very long and redundant
 - Too long - must go
 - Too long - too many repeated questions - loved your parks --- Keep it Simple
 - Too long!
 - Too long. Doesn't pertain much to us. Thanks.
 - Trail head from Whales Head Beach to House Rock not identified - could not locate per info on trail map.
 - Trail onto the beach is overgrown.
 - Trash cans and recycling would be great. We pick up trash on the beach and surrounding area frequently and take it home but cans here would be helpful and might discourage people from leaving trash around.
 - Up keep and conserve
 - Upkeep on the trail.
 - Wind protective picnic shelter...its great as it is!!!
 - Wonderful - wish there were more signs about tidepool wildlife.
 - Would like to see better trail to beach and tide tables posted on board. Survey too long.
 - You got to be kidding - survey too long!
 - Your survey is too much but we love your park. Please keep up the good work.

APPENDIX B: QUESTIONNAIRE

Day Visitor Experiences and Perceptions at Samuel Boardman State Scenic Corridor



Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at Samuel Boardman State Scenic Corridor (SSC). Your input is important and will assist managers improve your experiences at this park. **Once you have completed this survey, please return it as soon as possible.**

1. Before this trip, had you ever visited Samuel Boardman SSC? (**check ONE**)
 - No
 - Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) _____ trip(s)

2. How many hours did you spend at Samuel Boardman SSC on this trip? (**write number**) _____ hour(s)

3. Please check **all** recreation activities you did at Samuel Boardman SSC on this trip. (**check ALL THAT APPLY**)

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

4. From activities in Question 3 above, what **ONE primary activity** did you do at Samuel Boardman SSC on this trip? (**write a letter that matches your response**)
Letter for primary activity _____

5. Which of the following best describes the purpose of your trip? (**check ONE**)
 - Primarily for recreation – this park was my main destination
 - Primarily for recreation – my main destination was NOT this park
 - Primarily for business, family, or other reasons – this park was a side trip
 - Some other reason

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

7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Samuel Boardman SSC? (**check ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

8. How dissatisfied or satisfied were you with the **natural environment** at Samuel Boardman SSC? (**check ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

9. How dissatisfied or satisfied were you with the **facilities / services** at Samuel Boardman SSC? (**check ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

10. How unlikely or likely are you to return to Samuel Boardman SSC in the future? (**check ONE**)
 - Very Unlikely Unlikely Neither Likely Very Likely

11. How **important** is it to you that each of the following is at Samuel Boardman SSC? (circle one number for **EACH**)

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

12. Now, how **dissatisfied or satisfied** were you with the following at Samuel Boardman SSC? (circle a number for **EACH**)

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

13. Approximately how many people did you see at Samuel Boardman SSC on this trip? **(write a number)**

I saw about _____ other people

14. To what extent did you feel crowded at Samuel Boardman SSC on this trip? **(circle a number)**

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

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

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

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

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

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

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

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

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

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

19. **Including yourself**, how many people accompanied you at Samuel Boardman SSC on this trip? _____ person(s)

20. Did you or anyone in your group bring dog(s) with you to Samuel Boardman SSC? (**check ONE**) No Yes

21. Did anyone in your group have a disability?

No

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

Learning Other

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

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

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

Come back another time

Stayed home

Gone to work at my regular job

Something else (none of these)

23. How did you get to Samuel Boardman SSC on this trip? (**check ONE**)

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

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

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

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

Letter _____

26. When planning your visit to Samuel Boardman SSC, were you able to find the information you needed? (**check ONE**)

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

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

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

28. Are you staying away from home within 30 miles of Samuel Boardman SSC on this trip? (**check ONE**)

No

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

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

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

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

White (Caucasian)

Hispanic / Latino

American Indian or Alaskan Native

Other (write response)

Black / African American

Asian

Native Hawaiian or Pacific Islander

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

English

Spanish

Russian

Other (write response) _____

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

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

Less than \$10,000

\$90,000 to \$109,999

\$10,000 to \$29,999

\$110,000 to \$129,999

\$30,000 to \$49,999

\$130,000 to \$149,999

\$50,000 to \$69,999

\$150,000 to \$169,999

\$70,000 to \$89,999

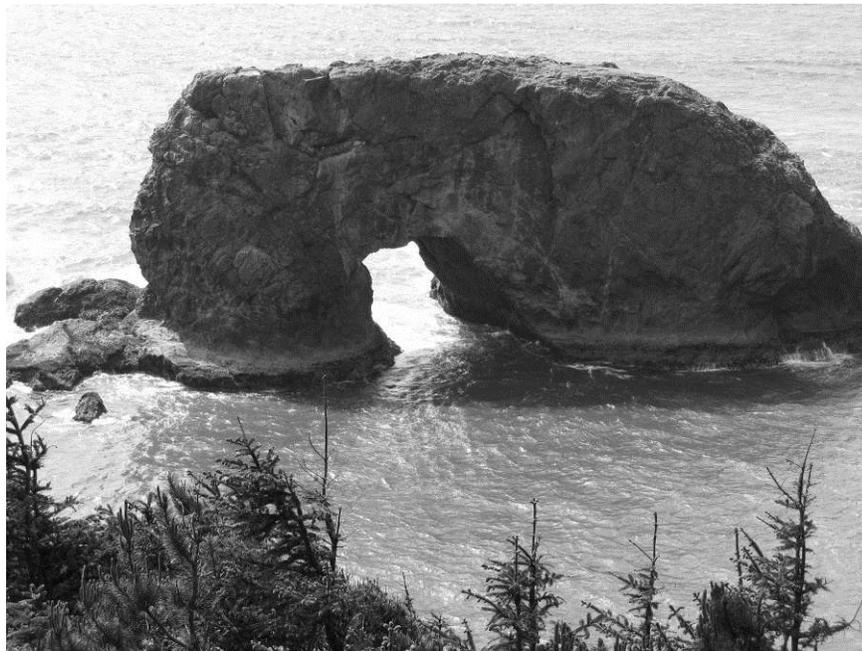
\$170,000 or more

Please tell us how we can improve Samuel Boardman SSC:

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

APPENDIX C: UNCOLLAPSED PERCENTAGES

Day Visitor Experiences and Perceptions at Samuel Boardman State Scenic Corridor



Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at Samuel Boardman State Scenic Corridor. Your input is important and will assist managers improve your experiences at this park. **Once you have completed this survey, please return it as soon as possible.**

1. Before this trip, had you ever visited Samuel Boardman SSC? (**check ONE**)
 - 53% No
 - 47% Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) see report trip(s)

2. How many hours did you spend at Samuel Boardman SSC on this trip? (**write number**) M=2.39 hour(s)

3. Please check **all** recreation activities you did at Samuel Boardman SSC on this trip. (**check ALL THAT APPLY**)

82% A. Hiking or walking	3% G. Surfing/ boogie boarding	15% M. Swimming/ wading
31% B. Dog walking	16% H. Agate/ shell collecting	4% N. Fishing
5% C. Running or jogging	12% I. Kite flying	1% O. Boating (motor, canoe, kayak)
5% D. Bicycling on trails	56% J. Sightseeing	1% P. Ranger-led program(s)
54% E. Beachcombing	25% K. Picnicking or barbecuing	6% Q. Other (write response) _____
39% F. Exploring tidepools	26% L. Bird or wildlife watching	_____

4. From activities in Question 3 above, what **ONE primary activity** did you do at Samuel Boardman SSC on this trip? (**write a letter that matches your response**)

Letter for primary activity see report

5. Which of the following best describes the purpose of your trip? (**check ONE**)
 - 34% Primarily for recreation – this park was my main destination
 - 45% Primarily for recreation – my main destination was NOT this park
 - 14% Primarily for business, family, or other reasons – this park was a side trip
 - 7% Some other reason

6. About how far from your home did you travel to get to this park? (**write number of miles**) M=604.14 mile(s)

7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Samuel Boardman SSC? (**check ONE**)

6% Very Dissatisfied	1% Dissatisfied	1% Neither	25% Satisfied	68% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Samuel Boardman SSC? (**check ONE**)

3% Very Dissatisfied	0% Dissatisfied	2% Neither	23% Satisfied	73% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Samuel Boardman SSC? (**check ONE**)

1% Very Dissatisfied	2% Dissatisfied	8% Neither	46% Satisfied	43% Very Satisfied
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10. How unlikely or likely are you to return to Samuel Boardman SSC in the future? (**check ONE**)

2% Very Unlikely	3% Unlikely	7% Neither	31% Likely	58% Very Likely
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11. How **important** is it to you that each of the following is at Samuel Boardman SSC? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	1%	6%	31%	61%
Number of toilets / bathrooms.	2%	8%	15%	35%	41%
Cleanliness / conditions of toilets / bathrooms.	1%	1%	10%	35%	54%
Absence of litter.	1%	0%	5%	32%	62%
Presence of park rangers / personnel.	10%	5%	34%	29%	22%
Courteousness of park rangers / personnel.	3%	2%	18%	29%	48%
Number of park trails.	2%	4%	25%	38%	31%
Condition / maintenance of park trails.	1%	4%	15%	42%	38%
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	10%	8%	25%	23%	33%
Facilities for groups to gather.	13%	9%	32%	25%	21%
Variety of things to do.	6%	5%	27%	33%	29%
Personal safety.	3%	4%	17%	30%	47%
Number of information / education programs or materials.	7%	9%	34%	29%	21%
Quality of information / education programs or materials.	5%	9%	30%	31%	25%
Information specifically about conditions or hazards in the park.	3%	5%	19%	37%	37%
Signs about directions within the park.	2%	3%	18%	38%	39%
Signs about directions to the park.	2%	4%	18%	40%	36%
Parking for vehicles.	1%	2%	13%	42%	42%

12. Now, how **dissatisfied or satisfied** were you with the following at Samuel Boardman SSC? (circle a number for **EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	5%	41%	52%
Number of toilets / bathrooms.	1%	6%	16%	42%	36%
Cleanliness / conditions of toilets / bathrooms.	1%	3%	17%	41%	38%
Absence of litter.	0%	1%	7%	42%	50%
Presence of park rangers / personnel.	1%	1%	28%	34%	36%
Courteousness of park rangers / personnel.	0%	1%	19%	29%	51%
Number of park trails.	0%	1%	23%	42%	35%
Condition / maintenance of park trails.	0%	2%	18%	41%	39%
Ease of movement or access (e.g., wheelchair, elderly, stroller).	2%	7%	31%	33%	27%
Facilities for groups to gather.	2%	2%	39%	31%	26%
Variety of things to do.	1%	2%	22%	41%	34%
Personal safety.	0%	1%	11%	44%	44%
Number of information / education programs or materials.	1%	3%	35%	37%	24%
Quality of information / education programs or materials.	1%	3%	35%	36%	25%
Information specifically about conditions or hazards in the park.	1%	2%	28%	41%	29%
Signs about directions within the park.	1%	3%	22%	44%	31%
Signs about directions to the park.	0%	2%	20%	43%	35%
Parking for vehicles.	0%	2%	14%	41%	43%

13. Approximately how many people did you see at Samuel Boardman SSC on this trip? (**write a number**)

I saw about M=22 other people.

14. To what extent did you feel crowded at Samuel Boardman SSC on this trip? (**circle a number**)

52%	22%	11%	2%	4%	5%	1%	4%	0%
Not at all Crowded		Slightly Crowded		Moderately Crowded		Extremely Crowded		

15. What is the maximum number of other people that you would tolerate seeing at Samuel Boardman SSC on a trip? M=65 (**write a number or check one of the other two responses**)

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

OR 39% The number of people does not matter to me

21% The number of people matters to me, but I cannot specify a number

16. Imagine that you were to visit Samuel Boardman SSC 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.	46%	30%	17%	7%
... express my opinions to members of my group about the condition or situation.	27	22	37	15
... express my opinions to other visitors at the park about the condition or situation.	41	34	19	6
... express my opinions to friends or family about the condition or situation.	25	21	39	15
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	54	29	9	8
... keep my opinions to myself.	18	22	37	23
... 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.	13	16	43	28
... come back to this park, but recognize that it offers a different type of experience than I first believed.	11	24	46	20
... 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.	10	18	45	28
... accept the condition or situation by not doing anything about it.	10	18	49	24
... never visit this park again because of the condition or situation.	48	31	15	6

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

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	2%	4%	36%	32%	26%
This park is one of the best places for doing what I like to do.	2	4	34	35	26
I am very attached to this park.	2	6	46	25	21
I would not substitute any other area for doing what I do at this park.	5	13	53	17	13
I identify strongly with this park.	3	8	46	28	17
No other place compares to this park.	5	13	51	19	12
I feel that this park means a lot to me.	3	9	44	25	19
I get more satisfaction out of visiting this park than any other.	5	11	54	18	13

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	3%	1%	39%	36%	21%
Provide more opportunities for viewing wildlife.	0%	1%	30%	43%	26%
Provide more group picnic areas.	2%	6%	48%	31%	13%
Provide more opportunities for hiking.	2%	1%	33%	42%	22%
Provide more paved trails.	3%	10%	39%	32%	16%
Provide more trash cans.	0%	1%	34%	42%	22%
Provide more recycling containers.	1%	1%	30%	40%	28%
Provide more information / education about nature, history, or archeology.	1%	3%	37%	36%	23%
Provide more programs led by park rangers.	3%	3%	51%	28%	15%
Provide wireless internet access within the park.	16%	13%	39%	17%	15%
Provide downloadable mobile phone applications.	13%	11%	38%	21%	17%
Provide more enclosed shelters.	4%	8%	46%	26%	16%
Improve maintenance or upkeep of facilities / services.	1%	3%	40%	36%	20%
Require all dogs be kept on leash at all times.	10%	12%	26%	21%	31%
Make the park more pet friendly.	4%	7%	38%	26%	25%
Provide natural buffers to block views of development outside the park.	3%	6%	45%	28%	19%
Restore it to historical conditions (e.g., replace non-native with native plants)	2%	6%	43%	27%	22%
Limit the number of people allowed per day.	18%	21%	45%	9%	7%
Limit the number of large groups allowed (e.g., no more than 10-20 people).	16%	15%	36%	24%	10%
Close this park to all recreation / tourism activities.	52%	18%	19%	5%	6%
Do not change anything / keep things as they are now.	2%	4%	36%	28%	31%

19. **Including yourself**, how many people accompanied you at Samuel Boardman SSC on this trip? M=3.14 person(s)

20. Did you or anyone in your group bring dog(s) with you to Samuel Boardman SSC? (check ONE) 64% No 36% Yes

21. Did anyone in your group have a disability?

81% No

19% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 3% Hearing 0% Sight 15% Walking
1% Learning 3% Other _____

22. If you had NOT been able to go to Samuel Boardman SSC for this visit, what would you have done? (check ONE)

58% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=123.85 miles

9% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=70.69 miles

15% Come back another time

5% Stayed home

1% Gone to work at my regular job

13% Something else (none of these)

23. How did you get to Samuel Boardman SSC on this trip? (**check ONE**)

- 86% My family's personal vehicle → how many total people were in the vehicle? M=2.77 person(s)
- 6% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.19 person(s)
- 8% Other (write response) see report

24. When you were thinking about visiting an Oregon State Park such as Samuel Boardman SSC, 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).	32%	7%	27%	13%	21%
B. Social media internet websites (e.g., Facebook, Twitter).	56%	7%	19%	8%	10%
C. Brochures.	39%	10%	28%	11%	12%
D. Newspapers.	54%	13%	22%	7%	4%
E. Magazines.	47%	12%	24%	11%	6%
F. Books.	51%	11%	20%	10%	8%
G. Television.	62%	13%	18%	3%	4%
H. Videos / DVDs.	71%	12%	12%	2%	3%
I. Radio.	68%	13%	14%	2%	4%
J. Community organization or church.	73%	11%	11%	2%	3%
K. Health care providers.	78%	12%	7%	1%	2%
L. Work.	69%	9%	12%	5%	5%
M. Friends or family members.	24%	4%	22%	23%	27%
N. Highway signs.	20%	4%	22%	26%	29%
O. Previous visit.	28%	5%	16%	14%	38%
P. Other (write response) _____	59%	3%	15%	6%	17%

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

Letter see report

26. When planning your visit to Samuel Boardman SSC, were you able to find the information you needed? (**check ONE**)

- 90% Yes
- 10% No → if no, what additional information did you need? (**write response**) see report

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

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

28. Are you staying away from home within 30 miles of Samuel Boardman SSC on this trip? (**check ONE**)

54% No

46% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=7.68 night(s)

29. Are you: (**check ONE**) 52% Male 48% Female

30. How old are you? (**write response**) M=51 years old

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

95% White (Caucasian) 2% Hispanic / Latino 1% American Indian or Alaskan Native 2% Other (write response)
 0% Black / African American 0% Asian 0% Native Hawaiian or Pacific Islander _____

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

97% English 0% Spanish 1% Russian 2% Other (write response)

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

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

5% Less than \$10,000	11% \$90,000 to \$109,999
11% \$10,000 to \$29,999	5% \$110,000 to \$129,999
18% \$30,000 to \$49,999	3% \$130,000 to \$149,999
17% \$50,000 to \$69,999	6% \$150,000 to \$169,999
17% \$70,000 to \$89,999	8% \$170,000 or more

Please tell us how we can improve Samuel Boardman SSC:
see report

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

