



Visitor Survey of Day-use Visitors at Thompson's Mills State Heritage Site

Final Report

Terry Bergerson
and
Wesley Mouw

Oregon Parks and Recreation Department

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Nature
HISTORY
Discovery

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EXECUTIVE SUMMARY

Objectives

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

Methods

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 4 and September 1, 2013. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was $n = 140$ with a response rate of 64%. The sample size allows generalizations about the population of day users at Thompson's Mills State Heritage Site at a margin of error of $\pm 8.1\%$ at the 95% confidence level.

Results

Personal and Visit Characteristics

- The most popular activities were visiting historic sites (66%), ranger / staff-led programs (55%), and sightseeing (49%). The least popular activities were fishing (1%) and picnicking or barbecuing (16%).
- The most common main activity groups were the ranger / staff-led programs (44%), visiting historic sites (21%), and bicycling on local roads (18%). The least common activity groups were outdoor photography (1%), picnicking or barbecuing (3%), and hiking or walking (3%).
- Day users spent an average of almost two hours in the park, with 89% of users spending up to two hours in the park. The majority of day users spent either two hours (47%), or one hour (42%) in the park.
- Most visitors were local with 60% living within 30 miles from the park and another 14% originating 31 to 60 miles from the park. Day users, on average, traveled approximately 68 miles to visit the park.
- In total, 31% of respondents had visited this park before, whereas 69% had not visited previously.
- Users had visited an average of over almost three times in the past 12 months. The highest proportion (41%) had visited the park just one time, with 16% visiting twice.
- Average group size was approximately four people. Groups most commonly consisted of three to four people (34%), or two people (29%).
- In total, 10% of park users brought dogs with them and 90% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (77%), 8% arrived in somebody else's vehicle, and 15% arrived in another form of transportation. Bicycling and by motorcycle were the most popular "other" ways people reached the park. On average, there were 2.63 people in each personal family vehicle, 4.75 people in somebody else's vehicle, and 2.00 people in other forms of transportation. For all day use vehicles, there was an average of 2.81 people in the vehicle.
- Most users (59%) considered this park as their main destination for recreational activities, whereas 24% of users indicated that this park was not their main destination for

recreational activities. Another 14% indicated that their visit was a side trip and primarily for business, family, or other reasons.

- If they had been unable to go to Thompson's Mills State Heritage Site for this visit, most park visitors would have either come back another time (32%), gone somewhere else for the same activity (21%), or gone somewhere else for a different activity (20%). Furthermore, if unable to visit the park, day users reported that they would have traveled over 43 miles to participate in the same activity and over 34 miles to participate in a different activity.
- If they had been unable to go to Thompson's Mills State Heritage Site for this visit, many day users would have gone to Alsea Falls, Cascadia State Park, Luckimute Landing State Natural Area, Clear Lake, Fort Yamhill State Heritage Area, Sarah Helmick State Park, McDonald-Dunn Forest, Willamette Mission State Park, Peoria County Park, Champoeg State Park, McDowell Creek County Park, Crater Lake National Park, Silver Falls State Park, Finley National Wildlife Refuge, and the Oregon Coast.

Physical Activity and Other Health Benefits

- Approximately 42% of day users indicated participating in moderate physical activity, while 16% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 73 minutes participating in moderate physical activity and almost 156 minutes participating in vigorous physical activity.
- Approximately 44% of all visitors indicated that their level of physical activity during their visit to Thompson's Mills State Heritage Site was about the same as their daily life, whereas 41% indicated it was less, and 15% indicated it was more.
- Park visitors reported their visit helped to reduce stress (66%), improve mental health (66%), and reduce anxiety (54%). Fewer users indicated that their visit improved their level of physical fitness (24%) or improved their physical health (26%).

Visitor Spending

- Most visitors to the park (60%) are local (living 30 miles or less from the park).
- The majority of local day users reported spending \$1-\$25 (47%), \$26-\$50 (27%), or spending no money (17%), while the majority of non-local day users reported spending \$51-\$150 (29%), \$1-\$25 (25%), or spending no money (21%). The largest percentages of all day users reported spending \$1-\$25 (38%), \$26-\$50 (19%), or \$51-\$150 (19%).
- Overall, most visitors to Thompson's Mills State Heritage Site reported spending some money on gasoline and oil (68%) and restaurants and bars (60%).
- Day users reported that they would spend no more than an average of about \$58 than they already spent before deciding not to visit the park. The largest percentage of day users (41%) would be willing to spend an additional \$1-\$25, with another 38% willing to spend another \$26-\$50 before deciding not to visit.
- Approximately 27% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of almost three nights (2.94).

Obtaining Information about the Parks

- Most users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it would like information on guided tour times and directional signs from Shedd.

- The most heavily used sources of information were official internet websites (72%), friends or family members (70%), highway signs (64%), and brochures (62%). The least used sources were health care providers (12%), videos / DVDs (16%), radio (18%), and community organizations or church (18%). The most popular other ways users obtained information about the park was through word of mouth, the Oregon State Parks Guide, Travel Oregon publication, Willamette Scenic Bikeway map, and unofficial websites.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 55%) and friends or family members (17%) were the first primary sources used by most respondents. Few people used other sources when obtaining information.

Satisfaction with Experiences and Conditions

- Users considered the most important characteristics at this park were the absence of litter (94%), courteousness of park rangers / personnel (94%), overall cleanliness of park (e.g., graffiti, lawn care; 92%), and the quality of information / education programs or materials (90%). The least important attributes were the number of park trails (49%), ease of movement or access (e.g., wheelchair, elderly, stroller; 56%), and facilities for groups to gather (56%).
- Overall satisfaction among users was very high, as 96% were satisfied with the highest proportion of users being “very satisfied” (83%). A small amount of respondents (4%) were dissatisfied.
- Users were most satisfied with the overall cleanliness of park (e.g., graffiti, lawn care; 98%), courteousness of park rangers / personnel (98%), presence of park rangers / personnel (98%), absence of litter (96%), and the quality of information / education programs or materials (95%). Users were least satisfied with the number of park trails (66%), condition / maintenance of park trails (70%), facilities for groups to gather (76%), and the ease of movement or access (e.g., wheelchair, elderly, stroller; 79%).
- 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 no attributes that fell into the “concentrate here” quadrant.
- Most respondents were also satisfied with the park’s natural environment (96%) and the facilities and services (90%).
- Most respondents (90%) said they were likely to return to this park in the future.
- All visitors (100%) to Thompson’s Mills State Heritage Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Thompson’s Mills State Heritage Site involved the: (a) tours and the tour guides (b) historic setting of the mill and grounds; (c) demonstrations of the historic equipment; (d) knowledge of the guides; (e) cleanliness of the facilities; and (f) ability to picnic on the grounds.
- Day users felt not at all crowded, with 10% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the “suppressed crowding” range where crowding is likely limited by management, situational factors, or natural factors and offer unique low-density experiences.

Attitudes About Programs and Management Strategies

- Almost two thirds (63%) of day users would consider participating in a Let’s Go program. Programs with the most interest were hiking (34%), camping (31%), stargazing

(31%), and scenic bicycling on roads (31%). The least supported Let's Go programs were disc golfing (9%), mountain biking (13%), rock climbing (17%), and horseback riding (18%). The most popular "other" programs visitors were interested in learning about were the area history, photography, wildflower identification, and swimming.

- Approximately 36% of day users indicated using a concession service or activity (e.g., fishing, rafting, bicycling, scenic or historic tour) while at Thompson's Mills State Heritage Site. The most popular concession service / activity were food and guided tours of the mill.
- Users most strongly supported management strategies designed to restore park to historical conditions (74%), require all dogs be kept on leash at all times (73%), not changing a thing (69%), more programs led by park rangers (68%), and more opportunities for viewing wildlife (65%). The least supported strategies were to close the park to all recreation and tourism activities (14%), provide downloadable mobile phone applications (20%), provide wireless internet access within the park (22%), limit the number of people allowed per day (24%), and provide more enclosed shelters (28%).
- There was overall low support for service reductions in the park. The highest support was for fewer ranger-led programs (9%), and fewer ranger patrols (7%). The least supported service reductions were for scaled down facilities (e.g., restrooms, shelters; 3%), and reduced janitorial services (4%).

Sociodemographic Characteristics of Users

- There were more male (51%) than female (49%) users at this park.
- The average age of users was approximately 54 years old, and the largest proportions of users were 50 to 59 years old (29%), and 60 to 69 years old (27%).
- The average annual household income before taxes of respondents was approximately \$71,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (23%), \$70,000 to \$89,999 (15%), and \$90,000 to \$109,999 (15%). Visitors to Thompson's Mills State Heritage Site are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 99%).
- Almost all respondents (99%) reported English as their primary language spoken in their homes.
- Approximately 76% of users resided in Oregon, 12% resided in California, and 12% resided in other states. Among users, 76% of park users resided in the Willamette Valley region of Oregon, 10% resided in the Portland Metro region, 3% resided in the Coastal region, 1% resided in the Central region, and 24% of park users resided in other states. No respondents lived in the Southern, Eastern, or Mt Hood / Gorge regions of the state.
- In total, 84% of users said that nobody in their group had a disability, whereas 16% had at least one group member with a disability. Of those who had a disability, 12% was associated with walking, 4% with hearing, 2% with learning, and 1% with sight.

Recommendations

Management Recommendations

- Most day and overnight users traveled to this park in their own vehicles (77%), so adequate parking is important and should be considered in planning and management.
- A majority of all users (96%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the number and condition of

park trails (66% to 70%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.

- Given that over 43% of park visitors were over the age of 60 and 16% of users had disabilities (12% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- Approximately 10% of day users felt some level of crowded at the park. These results suggest that crowding in this park is in the “suppressed crowding” range where crowding is likely limited by management, situational factors, or natural factors and offer unique low-density experiences.
- Users most strongly supported strategies designed to restore park to historical conditions (74%), require all dogs be kept on leash at all times (73%), not changing a thing (69%), more programs led by park rangers (68%), and more opportunities for viewing wildlife (65%). Managers may want to consider some or all of these strategies.
- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- The largest proportion of users depended on official internet websites (55%) as the first primary source of obtaining information about parks such as Thompson's Mills State Heritage Site. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (95%) were able to find the information they needed when planning their visit to Thompson's Mills State Heritage Site. However, some visitors (5%) were not able to find all information needed. The most popular information needed was guided tour times and directional signs from the city of Shedd.
- Users also provided 87 verbatim open ended comments on what they found to be the most outstanding features or things to do at Thompson's Mills State Heritage Site. The most common outstanding features and things to do involved the: (a) tours and the tour guides (b) historic setting of the mill and grounds; (c) demonstrations of the historic equipment; (d) knowledge of the guides; (e) cleanliness of the facilities; and (f) ability to picnic on the grounds. This information could be added to the Thompson's Mills State Heritage Site website to inform future visitors regarding what other visitors feel are the most outstanding features at the park.
- Users provided 78 verbatim open ended positive and negative comments, and suggestions for possible improvement of Thompson's Mills State Heritage Site and other park related issues. The most common concerns raised involved: (a) lack of potable water; (b) need for a hiker or biker camp facility; (c) better directions to the park; and (d) ability to tour more of the facility.

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INTRODUCTION AND OBJECTIVES

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

METHODS

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

Onsite Survey of Day Users

Day users 18 years of age and older who visited Thompson’s Mills State Heritage Site between July 4 and September 1, 2013 were approached in person (face to face) and asked to complete the seven page questionnaire onsite at this park. Day users were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire. A number of volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

Sample Sizes and Response Rates

As shown in Table 1, the total number of completed questionnaires was $n = 140$ with an estimated total response rate of 64%.

Table 1. Sample sizes and response rates

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	219	140	64

The sample size allows generalizations about the population of day users at Thompson’s Mills State Heritage Site at a margin of $\pm 8.1\%$, at the 95% confidence level.

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

RESULTS

Personal and Visit Characteristics

Activity Groups. The questionnaires asked respondents to check all of the activities in which they participated at Thompson’s Mills State Heritage Site on their most recent trip. Table 2 shows that the most popular activities at this park were visiting historic sites (66%), ranger / staff-led programs (55%), and sightseeing (49%). The least popular activities were fishing (1%) and picnicking or barbecuing (16%).

Table 2. Day user recreation activities at the park

Activity	Participation (%) ^a
Visiting historic sites	66
Ranger / staff-led program(s)	55
Sightseeing	49
Outdoor photography	29
Hiking or walking	24
Bicycling on local roads	24
Picnicking or barbecuing	16
Other	8
Fishing	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: bird watching, geocaching, driving, and using restroom.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Thompson’s Mills State Heritage Site. Table 3 shows that the most common primary activity groups were the ranger / staff-led programs (44%), visiting historic sites (21%), and bicycling on local roads (18%). The least common activity groups were outdoor photography (1%), picnicking or barbecuing (3%), and hiking or walking (3%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%) ^a
Ranger / staff-led program(s)	44
Visiting historic sites	21
Bicycling on local roads	18
Sightseeing	5
Hiking or walking	3
Picnicking or barbecuing	3
Other	3
Outdoor photography	1

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

Duration of Visit. Day users were asked to report how many *hours* they spent at Thompson's Mills State Heritage Site on their recent trip. Table 4 shows that, on average, day users spent almost two hours in the park, with 89% of users spending up to two hours in the park. The majority of day users spent either two hours (47%), or one hour (42%) in the park.

Table 4. Duration of visit at the park ^a

1 hour	42
2 hours	47
3 hours	3
4 hours	5
5 hours	2
Mean / average hours	1.78

^a 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 60% of visitors were local (driving 30 miles or less to reach the park) and another 14% originating 31 to 60 miles from the park. Day users, on average, traveled approximately 68 miles to visit the park.

Table 5. Day user distance traveled to the park ^a

30 miles or less	60
31 to 60 miles	14
61 to 90 miles	10
91 to 120 miles	2
121 to 150 miles	0
151 to 250 miles	0
251 to 500 miles	4
501 or more miles	10
Mean / average	67.59

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

Previous Visitation. Users were asked if they had ever visited Thompson’s Mills State Heritage Site before their most recent trip. Table 6 shows that 31% of respondents had visited this park before, whereas 69% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	31
No, not visited park before	69

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that users had visited an average of almost three times in the past 12 months. The highest proportion (41%) had visited the park just one time, with 16% visiting twice.

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

	Day Users (%)
0 Trips	14
1 Trip	41
2 Trips	16
3 Trips	11
4 to 5 Trips	5
6 or more Trips	13
Mean / average trips	2.84

^a Cell entries are percentages (%) unless specified as means / average

Group Size. Respondents were asked to report how many people, including themselves, accompanied them at Thompson’s Mills State Heritage Site on their most recent trip. Table 8 shows that the average group size was approximately four people. Groups most commonly consisted of three to four people (34%), or two people (29%).

Table 8. Day user group size at the park

	Day Users (%) ^a
1 person (alone)	16
2 people	29
3 or 4 people	34
5 to 10 people	17
More than 10 people	4
Mean / average	3.83

^a Cell entries are percentages (%) unless specified as means / average

Bringing Dogs to the Park. The questionnaires asked respondents if they or anyone else in their group brought dog(s) with them to Thompson’s Mills State Heritage Site. Table 9 shows that 10% of park users brought dogs with them and 90% did not bring dogs.

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

	Day Users (%)
No, did not bring dog(s)	90
Yes, brought dog(s)	10

Transportation to the Park. Respondents were asked how they got to Thompson’s Mills State Heritage Site on their most recent trip. Table 10 shows that the majority of all users arrived at the park in their family’s personal vehicle (77%), 8% arrived in somebody else’s vehicle, and 15% arrived in another form of transportation. Bicycling and by motorcycle were the most popular “other” ways people reached the park. On average, there were 2.63 people in each personal family vehicle, 4.75 people in somebody else’s vehicle, and 2.00 people in other forms of transportation. For all day use vehicles, there was an average of 2.81 people in the vehicle.

Table 10. Day user transportation to the park

	Day Users (%)
My family’s personal vehicle ^a	77
Somebody else’s personal vehicle ^b	8
Other ^c	15

^a Number of people in vehicle: mean / average = 2.63

^b Number of people in vehicle: mean / average = 4.75

^c Number of people in vehicle: mean / average = 2.00

Reasons for Visiting. Visitors were asked if this park was the main reason for their trip. Table 11 shows that 59% of users considered this park as their main destination for recreational activities, whereas 24% of users indicated that this park was not their main destination for recreational activities. Another 14% indicated that their visit was a side trip and primarily for business, family, or other reasons.

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

	Day Users (%)
Primarily for recreation – this park was main destination	59
Primarily for recreation – main destination was not this park	24
Primarily for business, family, or other reasons – park was side trip	14
Some other reason	3

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to Thompson’s Mills State Heritage Site for this visit. As shown in Table 12, most users responded that, if unable to go to the park for this visit, they would have either come back another time (32%), gone somewhere else for the same activity (21%), or gone somewhere else for a different activity (20%). Furthermore, if unable to visit the park, day users reported that they would have traveled over 43 miles to participate in the same activity and over 34 miles to participate in a different activity.

Table 12. Day user alternatives to park visit

	Day Users (%)
Come back another time	32
Gone somewhere else for same activity ^a	21
Gone somewhere else for a different activity ^b	20
Something else (none of these)	13
Stayed home	13
Gone to work at my regular job	1

^a If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 43.25 miles.

^b If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 34.30 miles.

Respondents were also asked to specify what other park they would consider going to if they had not been able to go to Thompson’s Mills State Heritage Site. Many users indicated that they would visit Alsea Falls, Cascadia State Park, Luckimute Landing State Natural Area, Clear Lake, Fort Yamhill State Heritage Area, Sarah Helmick State Park, McDonald-Dunn Forest, Willamette Mission State Park, Peoria County Park, Champoeg State Park, McDowell Creek County Park, Crater Lake National Park, Silver Falls State Park, Finley National Wildlife Refuge, and the Oregon Coast.

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

- The most popular activities were visiting historic sites (66%), ranger / staff-led programs (55%), and sightseeing (49%). The least popular activities were fishing (1%) and picnicking or barbecuing (16%).
- The most common main activity groups were the ranger / staff-led programs (44%), visiting historic sites (21%), and bicycling on local roads (18%). The least common activity groups were outdoor photography (1%), picnicking or barbecuing (3%), and hiking or walking (3%).
- Day users spent an average of almost two hours in the park, with 89% of users spending up to two hours in the park. The majority of day users spent either two hours (47%), or one hour (42%) in the park.
- Most visitors were local with 60% living within 30 miles from the park and another 14% originating 31 to 60 miles from the park. Day users, on average, traveled approximately 68 miles to visit the park.

- In total, 31% of respondents had visited this park before, whereas 69% had not visited previously.
- Users had visited an average of over almost three times in the past 12 months. The highest proportion (41%) had visited the park just one time, with 16% visiting twice.
- Average group size was approximately four people. Groups most commonly consisted of three to four people (34%), or two people (29%).
- In total, 10% of park users brought dogs with them and 90% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (77%), 8% arrived in somebody else's vehicle, and 15% arrived in another form of transportation. Bicycling and by motorcycle were the most popular "other" ways people reached the park. On average, there were 2.63 people in each personal family vehicle, 4.75 people in somebody else's vehicle, and 2.00 people in other forms of transportation. For all day use vehicles, there was an average of 2.81 people in the vehicle.
- Most users (59%) considered this park as their main destination for recreational activities, whereas 24% of users indicated that this park was not their main destination for recreational activities. Another 14% indicated that their visit was a side trip and primarily for business, family, or other reasons.
- If they had been unable to go to Thompson's Mills State Heritage Site for this visit, most park visitors would have either come back another time (32%), gone somewhere else for the same activity (21%), or gone somewhere else for a different activity (20%). Furthermore, if unable to visit the park, day users reported that they would have traveled over 43 miles to participate in the same activity and over 34 miles to participate in a different activity.
- If they had been unable to go to Thompson's Mills State Heritage Site for this visit, many day users would have gone to Alsea Falls, Cascadia State Park, Luckimute Landing State Natural Area, Clear Lake, Fort Yamhill State Heritage Area, Sarah Helmick State Park, McDonald-Dunn Forest, Willamette Mission State Park, Peoria County Park, Champoeg State Park, McDowell Creek County Park, Crater Lake National Park, Silver Falls State Park, Finley National Wildlife Refuge, and the Oregon Coast.

Physical Activity and Other Health Benefits

Day users were asked their extent of participation in moderate physical activity (e.g., walking, bicycling, canoeing at a moderate pace), and vigorous physical activity (e.g., jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly) during their trip to Thompson’s Mills State Heritage Site (Table 13). Approximately 42% of day users indicated participating in moderate physical activity, while 16% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 73 minutes participating in moderate physical activity and almost 156 minutes participating in vigorous physical activity.

Table 13. Day user participation in moderate and vigorous physical activity during visit ^a

Moderate Physical Activity	
No	58
Yes	42
Avg (min)	72.94
Vigorous Physical Activity	
No	84
Yes	16
Avg (min)	156.00

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

Furthermore, 44% of all visitors indicated that their level of physical activity during their visit to Thompson’s Mills State Heritage Site was about the same as their daily life, whereas 41% indicated it was less, and 15% indicated it was more (Table 14).

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

	Day Users (%)
Physical activity ABOUT THE SAME as daily life	44
Physical activity LESS than daily life	41
Physical activity MORE than daily life	15

Park visitors were asked to rate the degree that their visit to Thompson’s Mills State Heritage Site had improved their mental and physical health. Table 15 shows that, overall, park visitors reported their visit helped to reduce stress (66%), improve mental health (66%), and reduce anxiety (54%). Fewer users indicated that their visit improved their level of physical fitness (24%) or improved their physical health (26%).

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

	Day Users (%) ^a
Reducing stress	66
Improving mental health	66
Reducing anxiety	54
Improving physical health	26
Improving level of physical fitness	24

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

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

- Approximately 42% of day users indicated participating in moderate physical activity, while 16% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 73 minutes participating in moderate physical activity and almost 156 minutes participating in vigorous physical activity.
- Approximately 44% of all visitors indicated that their level of physical activity during their visit to Thompson’s Mills State Heritage Site was about the same as their daily life, whereas 41% indicated it was less, and 15% indicated it was more.
- Park visitors reported their visit helped to reduce stress (66%), improve mental health (66%), and reduce anxiety (54%). Fewer users indicated that their visit improved their level of physical fitness (24%) or improved their physical health (26%).

Visitor Spending

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

For this analysis, “local” visitors are defined as those visitors reporting traveling 30 miles or less from home to get to the park. “Non-local” visitors are those respondents living 31 or more miles from the park. All foreign visitors were classified as “non-local” visitors. Visitor responses were excluded under the following conditions:

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

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

Table 16 includes the percentages of all park day users that are local and non-local visitors. Most visitors to the park (60%) are local (living 30 miles or less from the park).

Table 16. Day users, local / non-local

	Day Users (%)
Local	60
Non-Local	40

Table 17 shows the proportion of total spending for local and non-local day users and reported on a party trip basis. The majority of local day users reported spending \$1-\$25 (47%), \$26-\$50 (27%), or spending no money (17%), while the majority of non-local day users reported spending \$51-\$150 (29%), \$1-\$25 (25%), or spending no money (21%). The largest percentages of all day users reported spending \$1-\$25 (38%), \$26-\$50 (19%), or \$51-\$150 (19%).

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

	Local (%)	Non-local (%)	All (%)
Spent no money	17	21	17
\$1 - \$25	47	25	38
\$26 - \$50	27	13	19
\$51 - \$150	4	29	19
\$151 - \$350	0	8	5
\$351 - \$500	0	4	2

Table 18 includes the proportion of visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). Overall, most visitors to Thompson’s Mills State Heritage Site reported spending some money on gasoline and oil (68%) and restaurants and bars (60%).

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

Spending Categories	Local (%)	Non-local (%)	All (%)
Gasoline and oil	63	74	68
Groceries	15	41	29
Restaurants and bars	56	61	60
Recreation and equipment (guide fees, equipment rental)	35	7	6
Camping	0	19	11
Souvenirs, clothing, and other miscellaneous	35	29	34
Park entry, parking, or recreation use fees	9	14	11
Motel, lodge, cabin, B&B, other lodging	0	33	16

Visitors indicated that they would spend no more than an average of about \$58 than they already spent at Thompson’s Mills State Heritage Site before they would consider not taking the trip (Table 19). The highest percentage of day users (41%) would be willing to spend an additional \$1-\$25, with another 38% willing to spend another \$26-\$50 before deciding not to visit.

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

	Day Users (%)
No more than already spent	0
\$1 - \$25	41
\$26 - \$50	38
\$51 - \$150	14
\$151 - \$350	3
\$351 - \$550	3
\$551 – and up	0
Avg (\$)	57.59

Respondents were asked to indicate if they were staying away from home within 30 miles of Thompson’s Mills State Heritage Site, and the number of nights they were staying if they were. Table 20 shows that 27% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of almost three nights (2.94).

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

	Day Users
Staying away from home ^a	27
Mean number of nights ^b	2.94

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

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

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

- Most visitors to the park (60%) are local (living 30 miles or less from the park).
- The majority of local day users reported spending \$1-\$25 (47%), \$26-\$50 (27%), or spending no money (17%), while the majority of non-local day users reported spending \$51-\$150 (29%), \$1-\$25 (25%), or spending no money (21%). The largest percentages of all day users reported spending \$1-\$25 (38%), \$26-\$50 (19%), or \$51-\$150 (19%).
- Overall, most visitors to Thompson’s Mills State Heritage Site reported spending some money on gasoline and oil (68%) and restaurants and bars (60%).
- Day users reported that they would spend no more than an average of about \$58 than they already spent before deciding not to visit the park. The largest percentage of day users (41%) would be willing to spend an additional \$1-\$25, with another 38% willing to spend another \$26-\$50 before deciding not to visit.
- Approximately 27% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of almost three nights (2.94).

Obtaining Information about the Parks

The questionnaires contained several questions examining how users obtained information about state parks such as Thompson’s Mills State Heritage Site and whether they were able to obtain the information they needed. Table 21 shows that most users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find the information they needed would like guided tour times and directional signs from the city of Shedd.

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

	Day Users (%)
Yes, found the information needed	95
No, did not find the information needed ^a	5

^a The most popular information needed was: guided tour times and directional signs from Shedd.

Respondents were also presented with a list of 16 possible sources for finding information and asked how often they obtained information from these sources when thinking about visiting a park such as Thompson’s Mills State Heritage Site. Table 22 shows that the most heavily used sources of information were official internet websites (72%), friends or family members (70%), highway signs (64%), and brochures (62%). The least used sources were health care providers (12%), videos / DVDs (16%), radio (18%), and community organizations or church (18%). The most popular other ways users obtained information about the park was through word of mouth, the Oregon State Parks Guide, Travel Oregon publication, Willamette Scenic Bikeway map, and unofficial websites.

Table 22. Day user use of information sources

	Day Users (%) ^a
Official internet websites	72
Friends or family members	70
Highway signs	64
Brochures	62
Previous visit	51
Newspapers	46
Magazines	38
Other	37
Books	34
Television	27
Social media websites	23
Work	21
Community organization or church	18
Radio	18
Videos / DVDs	16
Health care providers	12

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

^b The most popular “other” ways were: by word of mouth, Oregon State Parks Guide, Travel Oregon publication, Willamette Scenic Bikeway map, and unofficial websites.

Respondents were then asked to specify from this list of information sources what one source they would first use when obtaining information about a park such as Thompson’s Mills State Heritage Site. Table 23 shows that official internet websites (e.g., Oregon State Parks, Travel

Oregon; 55%) and friends or family members (17%) were the first primary sources used by most respondents. Few people used other sources when obtaining information.

Table 23. Day user’s primary information sources

	Day Users (%)
Official internet websites	55
Friends or family members	17
Brochures	7
Other	5
Highway signs	4
Magazines	4
Television	3
Previous visit	1
Social media websites	1
Books	1
Work	1

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

- Most users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it would like information on guided tour times and directional signs from Shedd.
- The most heavily used sources of information were official internet websites (72%), friends or family members (70%), highway signs (64%), and brochures (62%). The least used sources were health care providers (12%), videos / DVDs (16%), radio (18%), and community organizations or church (18%). The most popular other ways users obtained information about the park was through word of mouth, the Oregon State Parks Guide, Travel Oregon publication, Willamette Scenic Bikeway map, and unofficial websites.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 55%) and friends or family members (17%) were the first primary sources used by most respondents. 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 Thompson’s Mills State Heritage Site?” Table 24 shows that overall satisfaction was very high, as 96% were satisfied and a small amount of respondents (4%) were dissatisfied. In addition, the highest proportion of users was “very satisfied” (83%).

Table 24. Day user overall satisfaction

	Day Users (%)
Very Satisfied	83
Satisfied	13
Dissatisfied or Neutral	4

Satisfaction and Expectations with Specific Characteristics. Although most users were satisfied with their overall visit at Thompson’s Mills State Heritage Site, 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 Thompson’s Mills State Heritage Site were *important* to their visit (e.g., absence of litter, personal safety, signs, parking). Then, respondents reported their *satisfaction* of these same attributes at this park to measure *performance* of these attributes.

Table 25. Day user specific *expectations* at the park

	Day Users (%) ^a
Absence of litter	94
Courteousness of park rangers / personnel	94
Overall cleanliness of park (e.g., graffiti, lawn care)	92
Quality of information / education programs or materials	90
Cleanliness / conditions of toilets / bathrooms	88
Presence of park rangers / personnel	87
Number of information / education programs or materials	83
Personal safety	81
Signs with directions within the park	77
Parking for vehicles	76
Signs with directions to the park	75
Opportunities to escape crowds of people	74
Number of toilets / bathrooms	71
Information specifically about conditions or hazards in the park	69
Condition / maintenance of park trails	63
Variety of things to do	63
Facilities for groups to gather	56
Ease of movement or access (e.g., wheelchair, elderly, stroller)	56
Number of park trails	49

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

Table 25 shows that the most important characteristics about the park were the absence of litter (94%), courteousness of park rangers / personnel (94%), overall cleanliness of park (e.g., graffiti, lawn care; 92%), and the quality of information / education programs or materials (90%). The

least important attributes were the number of park trails (49%), ease of movement or access (e.g., wheelchair, elderly, stroller; 56%), and facilities for groups to gather (56%).

Table 26 shows that the majority of users were satisfied with these characteristics at Thompson’s Mills State Heritage Site. Users were most satisfied with the overall cleanliness of park (e.g., graffiti, lawn care; 98%), courteousness of park rangers / personnel (98%), presence of park rangers / personnel (98%), absence of litter (96%), and the quality of information / education programs or materials (95%). Users were least satisfied with the number of park trails (66%), condition / maintenance of park trails (70%), facilities for groups to gather (76%), and the ease of movement or access (e.g., wheelchair, elderly, stroller; 79%).

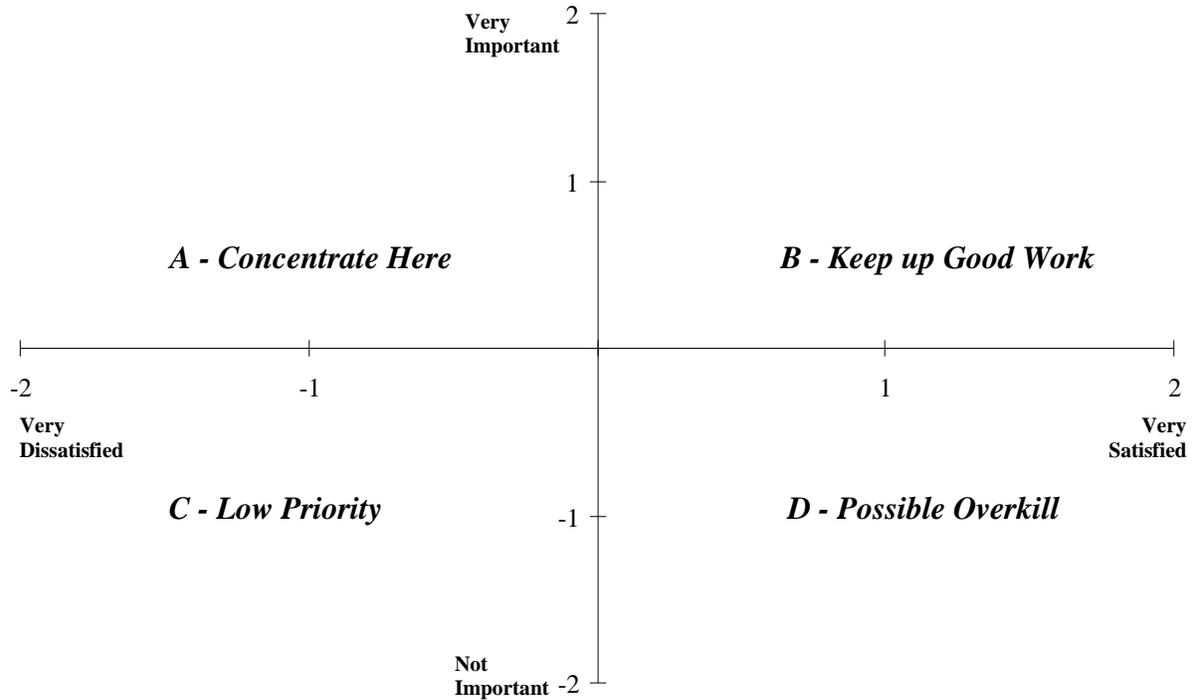
Table 26. Day user specific *satisfactions* at the park

	Day Users (%) ^a
Overall cleanliness of park (e.g., graffiti, lawn care)	98
Courteousness of park rangers / personnel	98
Presence of park rangers / personnel	98
Absence of litter	96
Quality of information / education programs or materials	95
Parking for vehicles	94
Number of information / education programs or materials	94
Number of toilets / bathrooms	93
Personal safety	93
Cleanliness / conditions of toilets / bathrooms	92
Opportunities to escape crowds of people	92
Signs with directions to the park	87
Information specifically about conditions or hazards in the park	87
Signs with directions within the park	86
Variety of things to do	82
Ease of movement or access (e.g., wheelchair, elderly, stroller)	79
Facilities for groups to gather	76
Condition / maintenance of park trails	70
Number of park trails	66

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

Importance – Performance Analysis.

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



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

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

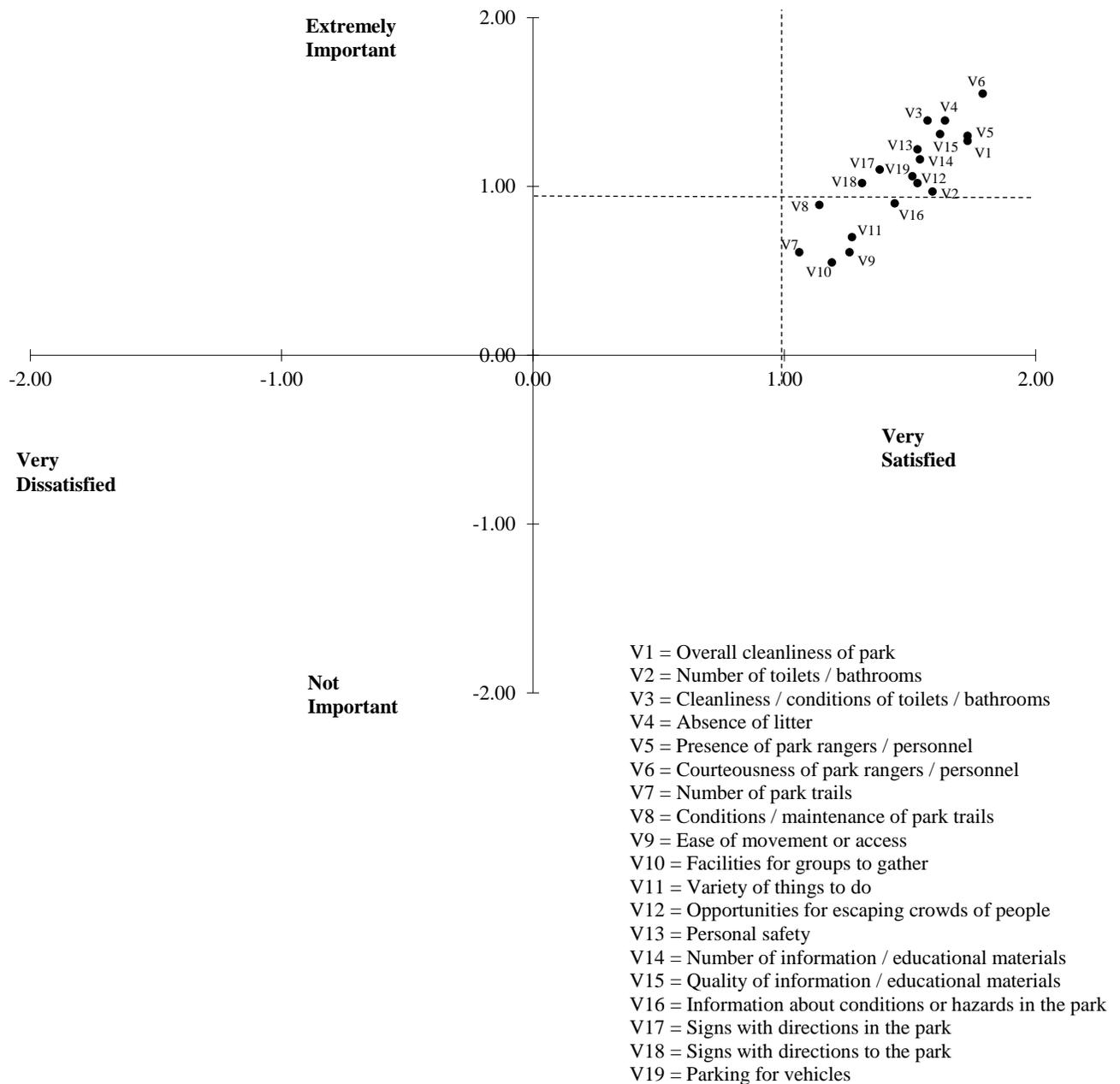


Figure 2 is the I-P matrix for day users. The matrix shows that all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Thompson’s Mills State Heritage Site. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the “keep up the good work” quadrant within the dashed lines included in Figures 2. These results show that there were no attributes that fell into the “concentrate here” quadrant.

Respondents were asked several additional questions about their satisfaction with Thompson’s Mills State Heritage Site, including this park’s natural environment, facilities and services, and fees. Users were also asked how likely they would return to this state park. Table 27 shows high user satisfaction with the park’s natural environment (96%), and the facilities and services (90%). In total, 90% of respondents said they were likely to return to this park in the future.

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

	Day Users (%)
Satisfaction with natural environment ^a	96
Satisfaction with facilities and services ^a	90
Likelihood of returning ^b	90

^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.

Table 28 shows that all visitors (100%) to Thompson’s Mills State Heritage Site would recommend the park to their friends or family.

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

	Day Users (%)
Yes, recommend park	100
No, would not recommend park	0

Outstanding Features. Users also provided 87 verbatim open ended comments on what they found to be the most outstanding features or things to do at Thompson’s Mills State Heritage Site. The most common outstanding features or things to do involved the: (a) tours and the tour guides (b) historic setting of the mill and grounds; (c) demonstrations of the historic equipment; (d) knowledge of the guides; (e) cleanliness of the facilities; and (f) ability to picnic on the grounds.

Perceived Crowding. *Perceived crowding* is a subjective and negative evaluation that this reported number of encounters or people observed in an area is too many. Research suggests that when users perceived an area to be crowded, they likely encountered more than their maximum acceptance (i.e., their norm) of impacts (e.g., use levels) for the particular setting (Manning, 2010; Needham & Rollins, 2009).

Table 29 shows that, on average, day users felt not at all crowded. More specifically, only 10% of all park users felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989), and Vaske and Shelby (2008), these results suggest that crowding in this park is in the “suppressed crowding” range where crowding is likely limited by management, situational factors, or natural factors and offer unique low-density experiences.

Table 29. Day user crowding evaluations

	Day Users
Perception of crowding ^a	1.51
Reported feeling crowded (%)	10

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

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

- Users considered the most important characteristics at this park were the absence of litter (94%), courteousness of park rangers / personnel (94%), overall cleanliness of park (e.g., graffiti, lawn care; 92%), and the quality of information / education programs or materials (90%). The least important attributes were the number of park trails (49%), ease of movement or access (e.g., wheelchair, elderly, stroller; 56%), and facilities for groups to gather (56%).
- Overall satisfaction among users was very high, as 96% were satisfied with the highest proportion of users being “very satisfied” (83%). A small amount of respondents (4%) were dissatisfied.
- Users were most satisfied with the overall cleanliness of park (e.g., graffiti, lawn care; 98%), courteousness of park rangers / personnel (98%), presence of park rangers / personnel (98%), absence of litter (96%), and the quality of information / education programs or materials (95%). Users were least satisfied with the number of park trails (66%), condition / maintenance of park trails (70%), facilities for groups to gather (76%), and the ease of movement or access (e.g., wheelchair, elderly, stroller; 79%).
- 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 no attributes that fell into the “concentrate here” quadrant.

- Most respondents were also satisfied with the park's natural environment (96%) and the facilities and services (90%).
- Most respondents (90%) said they were likely to return to this park in the future.
- All visitors (100%) to Thompson's Mills State Heritage Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at Thompson's Mills State Heritage Site involved the: (a) tours and the tour guides (b) historic setting of the mill and grounds; (c) demonstrations of the historic equipment; (d) knowledge of the guides; (e) cleanliness of the facilities; and (f) ability to picnic on the grounds.
- Day users felt not at all crowded, with 10% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the "suppressed crowding" range where crowding is likely limited by management, situational factors, or natural factors and offer unique low-density experiences.

Attitudes About Programs and Management Strategies

Let's Go Program Interest. The questionnaires asked respondents to indicate if they, or their family members, would consider participating in a weekend program (i.e., Let's Go program) for beginners to learn basic outdoor skills and to identify all of the skills they would be interested in learning about. Table 30 indicates that almost two thirds (63%) of all day users would consider participating in such a program at a nearby park. From those who indicated overall interest in Let's Go programs, the most popular programs were hiking (34%), camping (31%), stargazing (31%), and scenic bicycling on roads (31%). The least supported Let's Go programs were disc golfing (9%), mountain biking (13%), rock climbing (17%), and horseback riding (18%). The most popular "other" programs visitors were interested in learning about were the area history, photography, wildflower identification, and swimming.

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

	Day Users (%) ^a
Overall Interest	
Yes	63
Specific Program Interest	
Hiking	34
Camping	31
Stargazing	31
Scenic bicycling on roads	31
Canoeing	29
Kayaking	26
Fishing	25
Birding	24
Rafting	22
Geocaching	20
Horseback riding	18
Rock climbing	17
Mountain biking	13
Disc golfing	9
Other ^b	7

^a Cell entries are percentages (%) of users who reported interest in “Let’s Go” programs. Percentages do not sum to 100% because respondents could check more than one program from the list.

^b The most popular “other” programs were: area history, photography, wildflower identification, and swimming.

Respondents were also asked if they, or members of their group, participated in any concession service / activity such as a guided tour (e.g., fishing, rafting, bicycling, scenic, historic) or equipment rental (e.g., kayak, bicycle). Table 31 shows that 36% of day users utilized a concession service or activity while at Thompson’s Mills State Heritage Site. The most popular concession services / activities were food and guided tours of the mill.

Table 31 Day user participation in concession services/activities

	Day Users (%)
Utilized a concession service/activity ^a	36
Did not utilize a concession service/activity	64

^a The most popular concession services/activities indicated were: food and guided tour of the mill.

Attitudes About Management Strategies. Several items in the questionnaire examined user attitudes about possible management strategies at Thompson’s Mills State Heritage Site. Users were asked, for example, the extent they opposed or supported several potential new strategies

for this park. Table 32 shows that the most strongly supported strategies were to restore park to historical conditions (74%), require all dogs be kept on leash at all times (73%), not changing a thing (69%), more programs led by park rangers (68%), and more opportunities for viewing wildlife (65%). The least supported strategies were to close the park to all recreation and tourism activities (14%), provide downloadable mobile phone applications (20%), provide wireless internet access within the park (22%), limit the number of people allowed per day (24%), and provide more enclosed shelters (28%).

Table 32. Day user attitudes about management at the park

	Day Users (%) ^a
Restore park to historical condition	74
Require all dogs be kept on leash at all times	73
Do not change anything / keep things as they are now	69
More information / education (nature, history, archeology)	68
More programs led by park rangers	68
More opportunities for viewing wildlife	65
More opportunities for hiking	58
More opportunities for escaping crowds	57
Improved maintenance or upkeep of facilities / services	51
More recycling containers	46
More trash cans	40
Natural buffers to block views of development outside park	40
Limit the number of large groups allowed per day	36
More paved trails	35
Make the park more pet friendly	34
More group picnic areas	31
Food for sale (restaurants, snack shops, etc.)	31
More enclosed shelters	28
Limit the number of people allowed per day	24
Wireless internet access within the park	22
Downloadable mobile phone applications	20
Close this park to all recreation / tourism activities	14

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

Park users were also asked the extent that they would oppose or support possible service reductions at Thompson’s Mills State Heritage Site. Table 33 shows overall low support for service reductions with the highest support for fewer ranger-led programs (9%), and fewer ranger patrols (7%). The least supported service reductions were for scaled down facilities (e.g., restrooms, shelters; 3%), and reduced janitorial services (4%).

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

	Day Users (%) ^a
Fewer ranger-led programs	9
Fewer ranger patrols	7
Reduced ground maintenance	6
Fewer hours open	6
Reduced janitorial services	4
Scaled down facilities	3

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

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

- Almost two thirds (63%) of day users would consider participating in a Let’s Go program. Programs with the most interest were hiking (34%), camping (31%), stargazing (31%), and scenic bicycling on roads (31%). The least supported Let’s Go programs were disc golfing (9%), mountain biking (13%), rock climbing (17%), and horseback riding (18%). The most popular “other” programs visitors were interested in learning about were the area history, photography, wildflower identification, and swimming.
- Approximately 36% of day users indicated using a concession service or activity (e.g., fishing, rafting, bicycling, scenic or historic tour) while at Thompson’s Mills State Heritage Site. The most popular concession service / activity were food and guided tours of the mill.
- Users most strongly supported management strategies designed to restore park to historical conditions (74%), require all dogs be kept on leash at all times (73%), not changing a thing (69%), more programs led by park rangers (68%), and more opportunities for viewing wildlife (65%). The least supported strategies were to close the park to all recreation and tourism activities (14%), provide downloadable mobile phone applications (20%), provide wireless internet access within the park (22%), limit the number of people allowed per day (24%), and provide more enclosed shelters (28%).
- There was overall low support for service reductions in the park. The highest support was for fewer ranger-led programs (9%), and fewer ranger patrols (7%). The least supported service reductions were for scaled down facilities (e.g., restrooms, shelters; 3%), and reduced janitorial services (4%).

Sociodemographic Characteristics of Users

Table 34. Day user demographic characteristics

	Day Users ^a
Gender	
Female	49
Male	51
Age	
Less than 20 years old	4
20 – 29 years	7
30 – 39 years	5
40 – 49 years	12
50 – 59 years	29
60 – 69 years	27
70 – 79 years	16
80+ years old	0
Average age (mean years)	54
Household income (before taxes)	
Less than \$10,000	2
\$10,000 – \$29,999	8
\$30,000 – \$49,999	14
\$50,000 – \$69,999	23
\$70,000 – \$89,999	15
\$90,000 – \$109,999	15
\$110,000 – \$129,999	10
\$130,000 – \$149,999	5
\$150,000 – \$169,999	1
\$170,000 or more	7
Average income (mean dollars)	71,000
Ethnicity	
White (Caucasian)	99
Other	1
Language spoken most often at home	
English	99
Other	1

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

Table 34 shows demographic characteristics of users. There were more male (51%) than female (49%) users at Thompson’s Mills State Heritage Site. The average age of respondents was 54 years old, and the largest proportions of users were 50 to 59 years old (29%), and 60 to 69 years old (27%). Almost all respondents were white (i.e., Caucasian; 99%). The average annual

household income before taxes of respondents was approximately \$71,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (23%), \$70,000 to \$89,999 (15%), and \$90,000 to \$109,999 (15%). Visitors to Thompson’s Mills State Heritage Site appear generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all users (99%) considered English as the primary language spoken in their homes.

Table 35 shows that all users resided in the USA (100%). Furthermore, 76% of users resided in Oregon, 12% resided in California, and 12% resided in other states. Among users, 76% of park users resided in the Willamette Valley region of Oregon (<http://www.guidetooregon.com/regions/map.html>), 10% resided in the Portland Metro region, 3% resided in the Coastal region, 1% resided in the Central region, and 24% of park users resided in other states. No respondents lived in the Southern, Eastern, or Mt Hood / Gorge regions of the state.

Table 35. Day user location of residence

	Day Users (%)
Country	
USA	100
State	
Oregon ^a	76
California	12
Other ^b	12

^a In total, 62% of park users resided in the Willamette Valley region of Oregon, 10% resided in the Portland Metro region, 3% resided in the Coastal region, 1% resided in the Central region, and 24% of park users resided in other states. No respondents lived in the Southern, Eastern, or Mt Hood / Gorge regions of the state.

^b Less than 2% of day users came from Washington, Arizona, Illinois, Pennsylvania, Colorado, Hawaii, Idaho, New York, and Vermont.

Table 36 shows that 84% of users said that nobody in their group had a disability, whereas 16% had at least one group member with a disability. Of those who had a disability, 12% was associated with walking, 4% with hearing, 2% with learning, and 1% with sight.

Table 36. Day user disabilities

	Day Users (%)
Disability in group	
No	84
Yes ^a	16

^a Types of disabilities: walking = 12%, hearing = 4%, learning = 2%, and sight = 1%.

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

- There were more male (51%) than female (49%) users at this park.
- The average age of users was approximately 54 years old, and the largest proportions of users were 50 to 59 years old (29%), and 60 to 69 years old (27%).
- The average annual household income before taxes of respondents was approximately \$71,000, and the largest proportion of users had incomes from \$50,000 to \$69,999 (23%), \$70,000 to \$89,999 (15%), and \$90,000 to \$109,999 (15%). Visitors to Thompson's Mills State Heritage Site are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 99%).
- Almost all respondents (99%) reported English as their primary language spoken in their homes.
- Approximately 76% of users resided in Oregon, 12% resided in California, and 12% resided in other states. Among users, 76% of park users resided in the Willamette Valley region of Oregon, 10% resided in the Portland Metro region, 3% resided in the Coastal region, 1% resided in the Central region, and 24% of park users resided in other states. No respondents lived in the Southern, Eastern, or Mt Hood / Gorge regions of the state.
- In total, 84% of users said that nobody in their group had a disability, whereas 16% had at least one group member with a disability. Of those who had a disability, 12% was associated with walking, 4% with hearing, 2% with learning, and 1% with sight.

RECOMMENDATIONS

Management Recommendations

Based on these results from surveys of day and overnight users, the following recommendations, in no particular order, are proposed for management of Thompson's Mills State Heritage Site:

- Most day and overnight users traveled to this park in their own vehicles (77%), so adequate parking is important and should be considered in planning and management.
- A majority of all users (96%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the number and condition of

park trails (66% to 70%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.

- Given that over 43% of park visitors were over the age of 60 and 16% of users had disabilities (12% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- Approximately 10% of day users felt some level of crowded at the park. These results suggest that crowding in this park is in the “suppressed crowding” range where crowding is likely limited by management, situational factors, or natural factors and offer unique low-density experiences.
- Users most strongly supported strategies designed to restore park to historical conditions (74%), require all dogs be kept on leash at all times (73%), not changing a thing (69%), more programs led by park rangers (68%), and more opportunities for viewing wildlife (65%). Managers may want to consider some or all of these strategies.
- An Importance – Performance analysis showed that all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences.
- The largest proportion of users depended on official internet websites (55%) as the first primary source of obtaining information about parks such as Thompson's Mills State Heritage Site. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (95%) were able to find the information they needed when planning their visit to Thompson's Mills State Heritage Site. However, some visitors (5%) were not able to find all information needed. The most popular information needed was guided tour times and directional signs from the city of Shedd.
- Users also provided 87 verbatim open ended comments on what they found to be the most outstanding features or things to do at Thompson's Mills State Heritage Site. The most common outstanding features and things to do involved the: (a) tours and the tour guides (b) historic setting of the mill and grounds; (c) demonstrations of the historic

equipment; (d) knowledge of the guides; (e) cleanliness of the facilities; and (f) ability to picnic on the grounds.

- Users provided 78 verbatim open ended positive and negative comments, and suggestions for possible improvement of Thompson's Mills State Heritage Site and other park related issues. The most common concerns raised involved: (a) lack of potable water; (b) need for a hiker or biker camp facility; (c) better directions to the park; and (d) ability to tour more of the facility.

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APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- Best five minute tour ever.
- All is good here. I've worked in a mill like this and this has brought back many memories. Even the cute cat. Thank you for all this.
- Awesome tour by Sandy. Keep this historical site open.
- A hidden treasure.
- Continue the mill restoration. Love this place.
- Great tour and great guides.
- I enjoyed my visit and it would be fun to come back for horseback riding or anything like canoeing. This place is already fabulous.
- I really like the current experience.
- I love the idea of having trails on which to walk. I wish we had more time to spend. Would like to be able to drive our ponies to the park, and around the park, as we like to do historical stuff with the ponies.
- It is very nice, clean, and educational.
- It was great.
- It was perfect.
- It's a great place.
- Keep happy volunteers.
- Keep it as is.
- Keep it simple.
- Keep it the same.
- Keep the machines working and keep the tours going. Grounds are nice as they are. Keep them up but no improvements needed.
- Keep up the good work.
- Loved it as is.
- It was great.
- This place is awesome.
- Guides were great.
- It's great just as it is.

Negative Comments and / or Issues for Improvement

- Absolutely need potable water.
- Add hiker and biker camping. I'm following the state park's Willamette Valley scenic bikeway and there is almost no camping in the area. Adding 3-4 hiker and biker sites would be easy, low maintenance, and a revenue producer.
- Although questions I asked were answered to the best of the host's ability, the two hours allotted to the tour was not used up. I felt rushed through some of the exhibits.
- Better directions to "best kept secrets" park.

-
- Outdoor tables and seating should have the bird poop hosed off.
 - Tell visitors where the bathroom is. I couldn't find it, and the host disappeared.
 - Behind the mill, make flour from local wheat and sell through Bob's Redmill, and on site.
 - Camping sites would be great.
 - Continue restoration and maintenance.
 - Could use potable water and a flush toilet.
 - Covered picnic shelter.
 - Cycling with a group. Potable water is vital.
 - Didn't find any drinking water available when I looked for some.
 - Drinking water and a hiking trail.
 - Drinking water.
 - Bike camping facility.
 - Fresh drinking water would be nice.
 - Guide needs to speak louder.
 - Maybe a few more interpretive signs.
 - I would like to see the turbines turn some of the machines upstairs.
 - Increase the amount of Thompson's Mills we can tour by including upper floors if possible.
 - It would be great if there was drinking water for cyclists and perhaps a low impact camping spot for cyclists too.
 - I would enjoy a hiking or biking trail.
 - Restore some of the machinery.
 - Little longer hours; like until 5 to 6 pm.
 - More potable water.
 - More services for overnight cyclists.
 - More services for overnight campers and cyclists.
 - Potable water.
 - More services for overnight cyclists.
 - More potable water.
 - Needs camping sites,
 - Potable water.
 - Paint the building.
 - Needs drinking water for cyclists.
 - Needs campsites.
 - Please install potable water for cyclists and park visitors. This would greatly add value for bicyclists.
 - Potable water.
 - Overnight camping.
 - Provide field trip information online. Create and provide materials for children like workbook or informational sheets.
 - Provide low impact camping; like walk in or bike in sites.

- Repair flood damage and preserve the mill.
- Walking trails along river.
- Website needs to include hours of operation.
- Would be nice to have drinking water for cyclists.
- Would like overnight camping and potable water.
- Yurts, covered picnic areas, and water.

APPENDIX B: QUESTIONNAIRES

Day Visitor Experiences and Perceptions at Thompson's Mills State Heritage Site



Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted by:



Nature
HISTORY
Discovery

We are conducting this survey to learn about your experiences at Thompson’s Mills State Heritage Site. 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 Thompson’s Mills State Heritage Site? (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 Thompson’s Mills State Heritage Site on this trip? (write number) _____ hour(s)

3. Please check **all** recreation activities you did at Thompson’s Mills State Heritage Site on this trip. (check **ALL THAT APPLY**)

<input type="checkbox"/> A. Hiking or walking	<input type="checkbox"/> D. Sightseeing	<input type="checkbox"/> G. Visiting historic sites
<input type="checkbox"/> B. Bicycling on local roads	<input type="checkbox"/> E. Picnicking or barbecuing	<input type="checkbox"/> H. Ranger/staff-led program(s)
<input type="checkbox"/> C. Outdoor photography	<input type="checkbox"/> F. Fishing	<input type="checkbox"/> I. Other (write response) _____

4. From activities in Question 3 above, what **ONE primary activity** did you do at Thompson’s Mills State Heritage Site 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 Thompson’s Mills SHS? (check **ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

8. How dissatisfied or satisfied were you with the **natural environment** at Thompson’s Mills State Heritage Site? (check **ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

9. How dissatisfied or satisfied were you with the **facilities / services** at Thompson’s Mills State Heritage Site? (check **ONE**)
 - Very Dissatisfied Dissatisfied Neither Satisfied Very Satisfied

10. How unlikely or likely are you to return to Thompson’s Mills State Heritage Site 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 Thompson's Mills SHS? (circle one number for **EACH**)

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

12. Now, how **dissatisfied or satisfied** were you with the following at Thompson's Mills SHS? (circle a number for **EACH**)

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

13. To what extent do you **oppose or support** each of the following possible management actions at Thompson’s Mills SHS?
(circle one number for EACH)

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

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

14. To what extent would you **oppose or support** each of the following possible service reductions at Thompson’s Mills SHS?
(circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	1	2	3	4	5
Fewer ranger patrols.	1	2	3	4	5
Fewer ranger-led programs.	1	2	3	4	5
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	1	2	3	4	5
Reduced janitorial services.	1	2	3	4	5
Reduced ground maintenance (e.g., mowing, landscaping).	1	2	3	4	5

15. To what extent did you feel crowded at Thompson’s Mills State Heritage Site on this trip? (**circle a number**)

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

16. **Including yourself**, how many people accompanied you at Thompson’s Mills SHS on this trip? _____ person(s)

17. Did you or anyone in your group bring dog(s) with you to Thompson’s Mills SHS? (**check ONE**) No Yes

18. Did anyone in your group have a disability?

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

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

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

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

Letter _____

21. When planning your visit to Thompson’s Mills SHS, were you able to find the information you needed? (**check ONE**)

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

22. How did you get to Thompson's Mills State Heritage Site on this trip? (**check ONE**)

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

23. If you had NOT been able to go to Thompson's Mills SHS for this visit, what would you have done? (**check ONE**)

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

24. If you had NOT been able to go to Thompson's Mills State Heritage Site for this visit, what other park(s) would you have considered going to instead? (**list park names**)

25. Would you recommend a Thompson's Mills State Heritage Site visit to friends or family members? (**check ONE**)

- Yes
- No → if no, why not? (**write response**)

26. What do you feel are the most outstanding features or things to do at Thompson's Mills State Heritage Site? (write response)

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

- No
 - Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)
- | | | | | |
|-----------------------------------|---------------------------------------|---|--|--|
| <input type="checkbox"/> Birding | <input type="checkbox"/> Disc golfing | <input type="checkbox"/> Hiking | <input type="checkbox"/> Mountain biking | <input type="checkbox"/> Scenic bicycling on roads |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Fishing | <input type="checkbox"/> Horseback riding | <input type="checkbox"/> Rafting | <input type="checkbox"/> Stargazing |
| <input type="checkbox"/> Canoeing | <input type="checkbox"/> Geocaching | <input type="checkbox"/> Kayaking | <input type="checkbox"/> Rock climbing | <input type="checkbox"/> Other _____ |

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

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

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

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

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

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

31. Is your level of physical activity at Thompson’s Mills State Heritage Site more than, less than, or about the same as your level of physical activity in your day-to-day life? (check **ONE**)

- My physical activity is MORE at Thompson’s Mills State Heritage Site than my daily life.
- My physical activity is LESS at Thompson’s Mills State Heritage Site than in my daily life.
- My physical activity is ABOUT THE SAME at Thompson’s Mills State Heritage Site as it is in my daily life.

32. To what degree did this Thompson’s Mills State Heritage Site visit result in the following health benefits for you? (circle one number for EACH)

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

33. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip both inside the Park and within **30 miles** of Thompson’s Mills State Heritage Site. **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

34. Are you staying away from home either inside the Park or within 30 miles of Thompson's Mills SHS on this trip? (**check ONE**)

No

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

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

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

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

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

White (Caucasian)

Hispanic / Latino

American Indian or Alaskan Native

Other (write response)

Black / African American

Asian

Native Hawaiian or Pacific Islander

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

English

Spanish

Russian

Other (write response) _____

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

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

Less than \$10,000

\$90,000 to \$109,999

\$10,000 to \$29,999

\$110,000 to \$129,999

\$30,000 to \$49,999

\$130,000 to \$149,999

\$50,000 to \$69,999

\$150,000 to \$169,999

\$70,000 to \$89,999

\$170,000 or more

Please tell us how we can improve Thompson's Mills State Heritage Site:

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

APPENDIX C: UNCOLLAPSED PERCENTAGES

Day Visitor Experiences and Perceptions at Thompson's Mills State Heritage Site



Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted by:



Nature
HISTORY
Discovery

We are conducting this survey to learn about your experiences at Thompson’s Mills State Heritage Site. 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 Thompson’s Mills State Heritage Site? (check **ONE**)
 - 70% No
 - 30% Yes → if yes, how many day trips have you made to this park in the past 12 months? (write number) 2.84 trip(s)

2. How many hours did you spend at Thompson’s Mills State Heritage Site on this trip? (write number) 1.78 hour(s)

3. Please check **all** recreation activities you did at Thompson’s Mills State Heritage Site on this trip. (check **ALL THAT APPLY**)

24% A. Hiking or walking	49% D. Sightseeing	66% G. Visiting historic sites
24% B. Bicycling on local roads	16% E. Picnicking or barbecuing	55% H. Ranger/staff-led program(s)
29% C. Outdoor photography	1% F. Fishing	8% I. Other (write response) _____
_____ see report _____		

4. From activities in Question 3 above, what **ONE primary activity** did you do at Thompson’s Mills State Heritage Site 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**)
 - 59% Primarily for recreation – this park was my main destination
 - 24% Primarily for recreation – my main destination was NOT this park
 - 14% Primarily for business, family, or other reasons – this park was a side trip
 - 3% Some other reason

6. About how far from your home did you travel to get to this park? (write number of miles) 67.59 mile(s)

7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Thompson’s Mills SHS? (check **ONE**)

3% Very Dissatisfied	1% Dissatisfied	0% Neither	13% Satisfied	83% Very Satisfied
----------------------	-----------------	------------	---------------	--------------------

8. How dissatisfied or satisfied were you with the **natural environment** at Thompson’s Mills State Heritage Site? (check **ONE**)

2% Very Dissatisfied	0% Dissatisfied	2% Neither	21% Satisfied	75% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Thompson’s Mills State Heritage Site? (check **ONE**)

2% Very Dissatisfied	8% Dissatisfied	2% Neither	27% Satisfied	63% Very Satisfied
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10. How unlikely or likely are you to return to Thompson’s Mills State Heritage Site in the future? (check **ONE**)

2% Very Unlikely	5% Unlikely	3% Neither	32% Likely	58% Very Likely
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11. How **important** is it to you that each of the following is at Thompson's Mills SHS? (circle one number for **EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	2%	1%	5%	53%	39%
Number of toilets / bathrooms.	2	4	23	38	33
Cleanliness / conditions of toilets / bathrooms.	1	3	8	32	56
Absence of litter.	2	1	3	45	50
Presence of park rangers / personnel.	1	1	11	41	46
Courteousness of park rangers / personnel.	1	0	5	32	62
Number of park trails.	5	4	42	22	27
Condition / maintenance of park trails.	3	1	33	29	34
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	6	6	31	31	25
Facilities for groups to gather.	11	4	29	30	25
Variety of things to do.	6	4	27	42	22
Opportunities to escape crowds of people.	2	4	21	38	36
Personal safety.	2	1	16	36	45
Number of information / education programs or materials.	2	1	14	46	37
Quality of information / education programs or materials.	2	1	8	43	47
Information specifically about conditions or hazards in the park.	4	5	23	35	33
Signs about directions within the park.	2	3	19	36	40
Signs about directions to the park.	3	3	20	39	36
Parking for vehicles.	2	1	22	41	35

12. Now, how **dissatisfied or satisfied** were you with the following at Thompson's Mills SHS? (circle a number for **EACH**)

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	0%	1%	21%	77%
Number of toilets / bathrooms.	1	0	6	25	68
Cleanliness / conditions of toilets / bathrooms.	2	0	6	22	70
Absence of litter.	2	0	2	24	72
Presence of park rangers / personnel.	1	0	1	22	77
Courteousness of park rangers / personnel.	1	0	1	15	83
Number of park trails.	1	1	32	22	43
Condition / maintenance of park trails.	1	0	29	24	46
Ease of movement or access (e.g., wheelchair, elderly, stroller).	2	0	19	29	51
Facilities for groups to gather.	2	0	22	29	47
Variety of things to do.	2	2	14	31	51
Opportunities to escape crowds of people.	1	1	6	27	64
Personal safety.	2	0	5	29	64
Number of information / education programs or materials.	2	1	3	29	65
Quality of information / education programs or materials.	2	0	3	24	71
Information specifically about conditions or hazards in the park.	2	0	11	25	62
Signs about directions within the park.	2	0	12	31	56
Signs about directions to the park.	3	2	8	33	53
Parking for vehicles.	2	0	4	32	62

13. To what extent do you **oppose or support** each of the following possible management actions at Thompson’s Mills SHS?
(circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	0%	1%	42%	30%	27%
Provide more opportunities for viewing wildlife.	0	0	36	27	38
Food for sale (restaurants, snack shops, etc.)	16	20	34	20	11
Provide more group picnic areas.	1	6	57	21	14
Provide more opportunities for hiking.	0	0	42	40	19
Provide more paved trails.	0	6	59	25	10
Provide more trash cans.	0	1	59	29	11
Provide more recycling containers.	0	0	54	32	14
Provide more information / education about nature, history, or archeology.	0	0	32	40	29
Provide more programs led by park rangers.	0	0	32	39	29
Provide wireless internet access within the park.	21	17	41	13	9
Provide downloadable mobile phone applications.	13	10	57	12	8
Provide more enclosed shelters.	5	9	59	18	9
Improve maintenance or upkeep of facilities / services.	0	1	48	28	23
Require all dogs be kept on leash at all times.	2	2	23	28	44
Make the park more pet friendly.	3	8	55	22	12
Provide natural buffers to block views of development outside the park.	1	3	56	21	18
Restore it to historical conditions (e.g., replace non-native with native plants)	1	4	21	45	29
Limit the number of people allowed per day.	12	19	45	12	12
Limit the number of large groups allowed (e.g., no more than 10-20 people).	8	14	43	20	16
Close this park to all recreation / tourism activities.	50	17	19	5	9
Do not change anything / keep things as they are now.	1	10	20	39	29

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

14. To what extent would you **oppose or support** each of the following possible service reductions at Thompson’s Mills SHS?
(circle one number for EACH)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	31%	39%	24%	6%	0%
Fewer ranger patrols.	29	35	29	6	1
Fewer ranger-led programs.	35	34	22	4	5
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	34	36	27	2	1
Reduced janitorial services.	31	40	26	2	2
Reduced ground maintenance (e.g., mowing, landscaping).	30	38	26	4	2

15. To what extent did you feel crowded at Thompson’s Mills State Heritage Site on this trip? **(circle a number)**

81%	9%	4%	0%	2%	2%	0%	2%	1%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

16. **Including yourself**, how many people accompanied you at Thompson’s Mills SHS on this trip? 3.83 person(s)

17. Did you or anyone in your group bring dog(s) with you to Thompson’s Mills SHS? **(check ONE)** 90% No 10% Yes

18. Did anyone in your group have a disability?

84% No

16% Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)** 4% Hearing 1% Sight 12% Walking 2% Learning 1% Other see report

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

	Never		Sometimes		Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	23%	4%	20%	10%	42%
B. Social media internet websites (e.g., Facebook, Twitter).	67	9	11	6	7
C. Brochures.	27	11	30	17	16
D. Newspapers.	45	9	27	11	8
E. Magazines.	47	15	27	8	4
F. Books.	51	15	26	5	4
G. Television.	55	18	19	1	7
H. Videos / DVDs.	62	22	15	1	0
I. Radio.	59	24	15	2	0
J. Community organization or church.	62	20	17	1	0
K. Health care providers.	75	13	12	0	0
L. Work.	69	11	14	7	0
M. Friends or family members.	23	7	28	21	22
N. Highway signs.	25	10	23	26	15
O. Previous visit.	41	9	12	21	17
P. Other (write response) _____	53	10	17	7	13

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

Letter see report

21. When planning your visit to Thompson’s Mills SHS, were you able to find the information you needed? **(check ONE)**

95% Yes

5% No → if no, what additional information did you need? **(write response)** see report

22. How did you get to Thompson's Mills State Heritage Site on this trip? (**check ONE**)

- 77% My family's personal vehicle → how many total people were in the vehicle? 2.63 person(s)
- 8% Somebody else's personal vehicle → how many total people were in the vehicle? 4.75 person(s)
- 15% Other (write response) → how many total people were in the vehicle? 2.00 person(s)

23. If you had NOT been able to go to Thompson's Mills SHS for this visit, what would you have done? (**check ONE**)

- 21% Gone somewhere else for the same activity → how far from home is the place you would go instead? 43.25 miles(s)
- 20% Gone somewhere else for a different activity → how far from home is the place you would go instead? 34.30 miles(s)
- 32% Come back another time
- 13% Stayed home
- 1% Gone to work at my regular job
- 14% Something else (none of these)

24. If you had NOT been able to go to Thompson's Mills State Heritage Site for this visit, what other park(s) would you have considered going to instead? (**list park names**)

_____ see report _____

25. Would you recommend a Thompson's Mills State Heritage Site visit to friends or family members? (**check ONE**)

- 100% Yes
- 0% No → if no, why not? (**write response**) N/A

26. What do you feel are the most outstanding features or things to do at Thompson's Mills State Heritage Site? (write response)

_____ see report _____

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

- 37% No
 - 63% Yes → if yes, what types of activities would you/your family be interested in learning about? (**check ALL THAT APPLY**)
- | | | | | |
|--------------|-----------------|----------------------|---------------------|-------------------------------|
| 24% Birding | 9% Disc golfing | 34% Hiking | 13% Mountain biking | 31% Scenic bicycling on roads |
| 31% Camping | 25% Fishing | 18% Horseback riding | 22% Rafting | 31% Stargazing |
| 29% Canoeing | 20% Geocaching | 26% Kayaking | 17% Rock climbing | 7% Other <u>see report</u> |

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

- 64% No
- 36% Yes → if yes, what type of concession service/activity (write in response) see report

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

- 58% No
- 42% Yes → if yes, how much time did you spend in moderate physical activity for this trip? 72.94 minutes

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

- 84% No
- 16% Yes → if yes, how much time did you spend in vigorous physical activity for this trip? 156.00 minutes

31. Is your level of physical activity at Thompson’s Mills State Heritage Site more than, less than, or about the same as your level of physical activity in your day-to-day life? (check **ONE**)

- 15% My physical activity is MORE at Thompson’s Mills State Heritage Site than my daily life.
- 41% My physical activity is LESS at Thompson’s Mills State Heritage Site than in my daily life.
- 44% My physical activity is ABOUT THE SAME at Thompson’s Mills State Heritage Site as it is in my daily life.

32. To what degree did this Thompson’s Mills State Heritage Site visit result in the following health benefits for you? (circle one number for EACH)

	Not at all			A great deal	
A. Reducing your stress.	13%	1%	20%	28%	38%
B. Improving your level of physical fitness.	31	6	39	16	8
C. Improving your physical health.	29	6	39	16	11
D. Improving your mental health.	12	1	21	37	29
E. Reducing your anxiety.	15	2	29	27	27

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

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

34. Are you staying away from home either inside the Park or within 30 miles of Thompson's Mills SHS on this trip? (**check ONE**)

74% No

27% Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?
2.94 night(s)

35. Considering the amount that you spent on this trip, how much more would you have spent on this trip before deciding not to take it? \$ 57.59

36. Are you: (**check ONE**) 51% Male 49% Female

37. How old are you? (**write response**) 54 years old

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

99% White (Caucasian)	0% Hispanic / Latino	0% American Indian or Alaskan Native	1% Other (write response)
0% Black / African American	0% Asian	0% Native Hawaiian or Pacific Islander	<u>see report</u>

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

99% English 0% Spanish 0% Russian 1% Other (write response) see report

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

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

2% Less than \$10,000	15% \$90,000 to \$109,999
8% \$10,000 to \$29,999	10% \$110,000 to \$129,999
14% \$30,000 to \$49,999	5% \$130,000 to \$149,999
23% \$50,000 to \$69,999	1% \$150,000 to \$169,999
15% \$70,000 to \$89,999	7% \$170,000 or more

Please tell us how we can improve Thompson's Mills State Heritage Site:

see report

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